KICK v4.0

KICK ECOSYSTEM, White Paper v4.0

KICKICO

KICK v 4.0
KICK ECOSYSTEM

Raising Token Fundraising
to a Higher Standard

White Paper v 4.0

December 2018

Content

INTRODUCTION

Since its launch in 2017, KICKICO has been a pioneering force in improving and popularizing the ICO, bringing improved stability and security to an otherwise fraught fundraising instrument. But as the market has evolved, ICOs have run into new challenges, including increased regulatory scrutiny, predatory exchange practices, and ICO mispricing, which have dampened excitement and reduced participation by potential token buyers and by the startups themselves. Meanwhile, a new instrument has emerged, the STO (Security Token Offering), which has full regulatory approval and legal guarantees, but hasn't yet captured the public's imagination or achieved critical mass. And so, as it's done many times before, KICKICO leads the charge to usher in the next wave of growth for token fundraising with its bold new KICK version 4.0 vision.

KICK ECOSYSTEM is a complete fundraising and exchange ecosystem that raises token sales to a higher standard, driving them closer in sophistication and security to modern financial systems. It represents a complete overhaul and expansion that encompasses an upgraded KICKICO website, a state-of-the-art exchange (KICKEX), a white label token sale solution (KICKDESK), STO listing and trading, a unified login system (KICKID), a multi-currency wallet (KICKWALLET), a crypto payment gateway (KICKPAY), ad network integration (KICKCPA), a referral network (KICKREF), a comprehensive app (KICKMOBILE), and new exchange pricing innovations (AICO and IECO). At the center of this vertically integrated ecosystem is one of the most exciting coins in crypto, KickCoin, which expands to fill new use cases in our ever-growing KICKONOMY.

KICK ECOSYSTEM will revitalize how tokens and coins are offered, bought, and sold for startups and token buyers. It will address and solve many of today's ICO market challenges. It will push STOs into the mainstream. And, ultimately, it will make a transformative impact in how startups are funded around the globe.

ROAD TO v 4.0: KICK ECOSYSTEM

Rise of the ICO

One of the most disruptive concepts to emerge from the rise of blockchain technology is the Initial Coin Offering, or ICO. The ICO gives cutting-edge blockchain startups from around the world an exciting new way to raise capital that crosses all borders and is open to anyone, regardless of wealth, connections, or banking status.

In 2013 Mastercoin held the very first ICO, and in the five short years since then, ICOs have raised more than $13 billion, with roughly three projects launching every day in 2018. ICOs have even eclipsed angel investing and venture capital as a primary source of financing for blockchain startups.

During the early days of the blockchain revolution, running an ICO was both time-consuming and fraught: hackers, bugs, and usability hazards were just a few of the very real and ever-present threats. Worse, there was no consistency on how an ICO was conducted: every startup had its own rules and custom-coded fundraising pages, leading to mass confusion, fraud, and a high likelihood of error.

Then, KICKICO emerged.

A Brief History of KICKICO

Development began on KICKICO in 2015 and the platform officially launched in 2017, just as ICOs were beginning

to accelerate in number and fundraising scope. That KICKICO became a pioneering success story wasn't unexpected: it solved real, urgent problems for blockchain startups wishing to raise capital and for token investors who were otherwise vulnerable. It made the experience of participating in an ICO safer, more consistent, and much easier at a time when 1,000 different things could and often would go wrong.

Since its launch, KICKICO has been responsible for funding 35 successful startups, including big names like INS, Micromoney, Hacken, and Universa, and raising just shy of 800,000 ETH among them. KICKICO is now a global, active community of 22,000 people, thousands of whom attend the company's annual Cryptospace Moscow event.

But market conditions have changed dramatically since KICKICO's founding, with a new instrument in the STO, and new, urgent challenges facing traditional ICOs.

Current Climate

The ICO market today is much different today than when KICKICO was founded. A new instrument, the STO, is rapidly emerging, and the shape and size of ICO fundraising has shifted.

Rise of the Security Token Offering

The Security Token Offering, or STO, is a disruptive variant of the ICO that treats coins and tokens as securities rather than utilities. The STO is favored by regulatory agencies, offers participants many of the same benefits and legal guarantees that they receive with the stock market, and gives startups peace of mind that they won't be penalized by their government down the road for token fundraising. Some predict that the STO may one day

replace the ICO; others go further, saying that the STO may even replace the IPO (Initial Public Offering).

The STO isn't a good fit for everyone. Not every blockchain token is a security and STOs require a lot more red tape and legal expense than traditional ICOs. Had Ethereum conducted an STO instead of an ICO, for example, it is doubtful that they would be as prominent as they are today.

STOs are still in their infancy. There's no platform standard yet and the instrument hasn't captured the public's imagination, like the ICO. But whether or not you're in favor of the securitization of token fundraising, you can probably agree that the STO will expand the investor pool and attract institutional investors who would otherwise sit out.

ICO Market Size Shifts

The traditional ICO market has shifted quit a bit since 2017 and continues to shift. The following three charts provide a quick and helpful overview of the current ICO climate.

ICO Fundraising
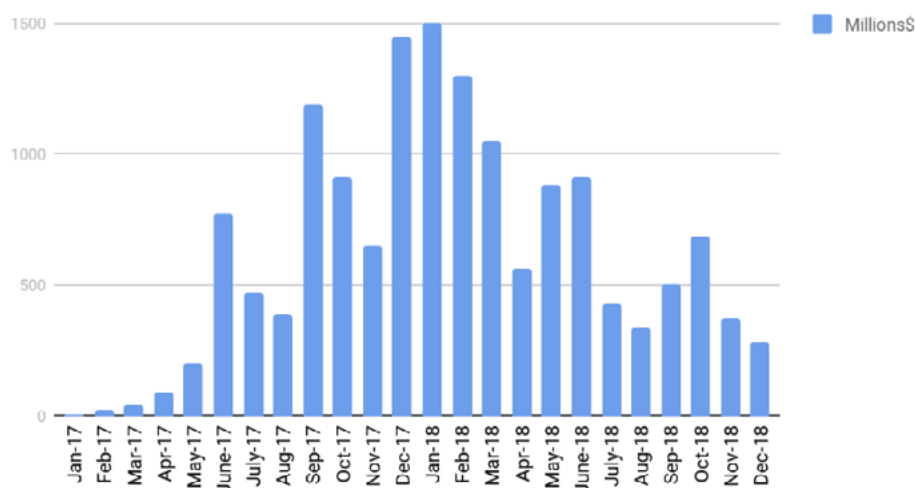
The chart above displays the amount of money raised per month by traditional ICOs, in millions of dollars. You'll note that the fundraising amount rose throughout 2017 to peak in December 2017 and then declined back down to the current month (at the time of writing), forming a neat pyramid.

Number of ICOs per Month
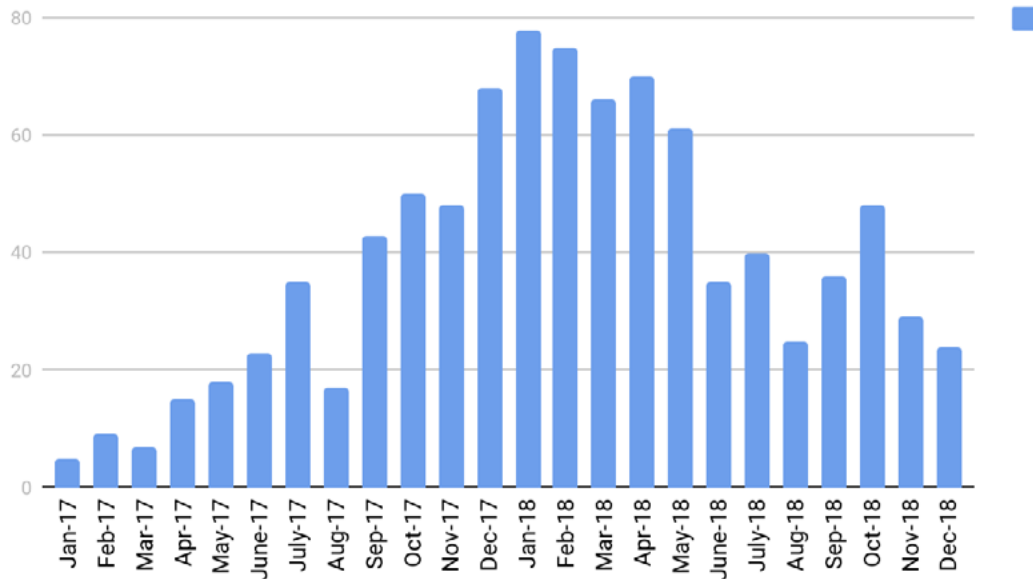
This second chart tells a different story. It shows the number of ICOs that have launched each month. You'll remember that in the previous chart, which showed the monthly fundraising totals, December 2017 was the peak period for 2017. But in this chart, December 2017 isn't even in the top-3. In fact, the top-3 months are all in 2018, peaking in January! Far from showing an ongoing decline, this chart shows the ICO market to be healthy and stable. What's most remarkable about this chart is that companies today are much more conservative about their ICOs than they were in the past, so for the number to be stable is a positive sign.

Raise per ICO (in Millions of Dollars $)
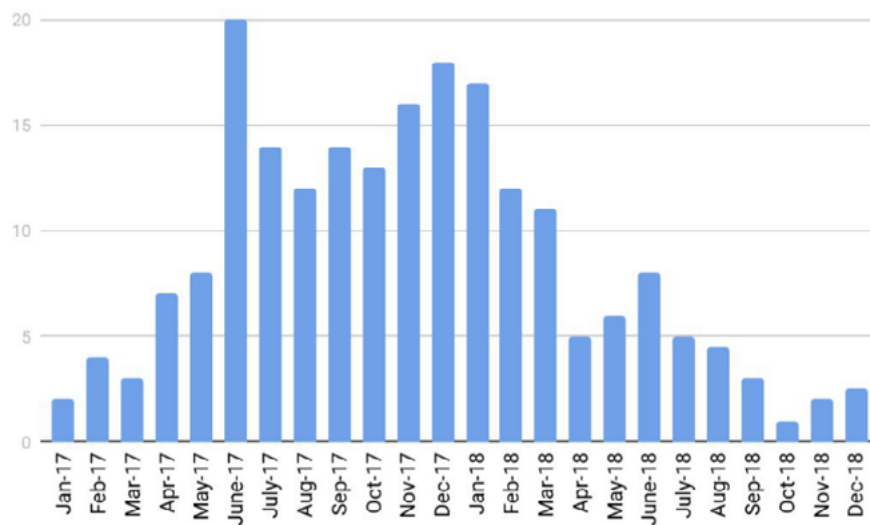
The third and final chart demonstrates the real problem with the ICO market. It's not that ICOs are no longer popular, it's that the amount of money each ICO is raising has declined substantially. This decline is happening on both sides of the table: startups are turning away capital and potential token sale participants are sitting out. In the next section we'll go over the reasons why this is happening.

Market Challenges

Why are ICOs raising less money per startup? Before getting into some of the biggest reasons, it's worth remembering that ICOs are still in their early days. We have many years to go before they reach their true potential and comparing 2018 to the wildly speculative bubble in 2017 simply isn't fair. That said, here are major causes for the decline.

Regulatory Concerns

In 2017, ICOs were the regulatory Wild West. Governments were playing catch-up and hadn't issued any sort of guidance, so startups saw a limited window of opportunity to fundraise aggressively and take advantage of free-flowing capital before regulations tightened. Their hope was that they could get grandfathered in when regulations did appear. In their rush to take advantage of the market frenzy, many ICOs didn't even bother retaining legal counsel. While almost all startups advertised that only certain people could participate in their ICOs (e.g., those in certain countries), they didn't enforce this requirement and accepted money from everyone.

2018 is a different story. Certain countries have banned ICOs, KYC/AML is the industry norm, and governments across the world have even forced some ICOs to issue refunds to their token buyers. Serious startups are now erring on the side of caution and imposing stricter requirements on who can participate in their ICOs. They are also raising less money to stay under the radar.

Fraudulent ICOs

Fraudulent ICOs continue to proliferate. In the beginning of 2018, Bitconnect, a top-25 market cap project, was shut down as a ponzi scheme. That was one high profile case, but there are many more documented instances of teams raising money for their ICOs and then disappearing soon after. In fact, according to Fortune, 60% of 2017 ICOs have vanished. Fraudulent ICOs have impacted both sides of the market. Some blockchain startups are skipping them altogether because they're nervous about reputational risk and don't want to be lumped in with the scams. And potential investors are increasingly jaded and, since they don't know who to trust, they're trusting no one.

Other Fraudulent Activity

Even if an ICO is trustworthy, there are no shortage of scams surrounding them. Hackers set up fake Telegram accounts, spoof emails, and clone websites to trick people into sending their money to the wrong fundraising wallet address. Or the hackers will target the startups directly and compromise, their poorly coded smart contracts. It's no surprise then that many people, who have perhaps been burned before, no longer wish to participate in ICOs at all.

Too Much Noise

There are no shortage of low-quality ICOs with overly optimistic or imaginary blockchain use cases. It seems that for every possible industry or niche there are dozens of startups competing and it's impossible for even a veteran crypto enthusiast to decipher the difference between the best of them and the worst of them. The sheer number of blockchain startups is also intimidating for the entrepreneur, who might find it easier to reach and convince a handful of whale investors rather than attract and manage thousands of smaller investors.

ICO Pricing

The way that ICO tokens are priced today is broken. The startup guesses at a fixed valuation that's often overly optimistic and higher than what the market can bear. Then, when their token lists on an exchange, the market pushes the price down and all ICO participants suffer. In fact, most ICOs now trade below their offering price. This pricing mismatch raises a compelling question: why should someone participate in an ICO when the odds are high that they can just buy the coin or token on an exchange afterward for cheaper than the original ICO price?

Private Sales

Before their public sale, most ICOs hold private sales, where they sell tokens to a private group of accredited investors at a large discount. These private sales are invite-only and their pricing terms are often confidential, so public sale buyers have no idea whether the private sale discount was small or large, and whether the private sale investors were put under any sort of lock-up. One of the risks for public sale participants is that once their project hits the open market, earlier private sale buyers who received a large discount and who aren't locked-up will dump on them and drive the token's price into freefall. Unfortunately, private buyers dumping on public buyers is the norm for ICOs.

Predatory Exchange Practices

When someone invests in an ICO, they do so with the expectation that their token will list on a trusted exchange, so that they can easily exit out of their position in the future. But major exchanges don't make the listing process easy. They charge draconian fees, cut backroom deals, and sometimes keep quality projects in limbo forever. There's very little transparency about the process, so it's often wiser to wait until a token hits a major exchange before buying it than participating pre-exchange listing.

Shifting Quality Standards

Given many of the challenges above, for an ICO to be a blockbuster success today, it needs to meet a higher quality standard than the startups of last year. The startup must have more than a fancy whitepaper; it needs a working product or vetted testnet, a proven team, a solid business model, and the support of one or more established organizations. This high standard rules out a lot of startups, who will turn to STOs, private sales, and venture funding.

Combined, the market challenges we discussed have caused individuals to forego the ICO and have caused the startups running them to turn away capital. Now that we've covered the present, here's a forecast of where the market is headed in the near-term future.

Crypto Industry Forecast

Back in Fall 2017, KICKICO predicted publicly that the ICO market would contract and face near-collapse in 2018. This prediction turned out to be prescient, as we discussed earlier, and we were prepared for the downturn. Now, as 2018 nears its close, we've built a thesis for the coming years ahead and used that thesis to inform the development of KICK ECOSYSTEM. Here is what we expect to happen:

Great ICOs Will Still Raise Money

There will always be a market for great ICOs, which are defined as having a working product, a solid business model, an experienced team, a legitimate token economy, and the potential to break into the Top 100. Such projects will offer leap-forward technology and frequently exist on the infrastructure level to replace previous-generation blockchain platforms like Ethereum.

Most Niche ICOs Will Fail, But Some Will Succeed

Great ICOs will command disproportionate attention in the coming years and the majority of smaller, niche ICOs will fail. That said, there will still be success stories among niche ICOs, just like there are occasional success stories among indie crowdfunding campaigns. We anticipate the video game industry to be

a lucrative breeding ground for successful niche ICOs, because player bases are highly motivated, are accustomed to buying virtual items, and will find immediate value in their favorite game's token.

STO Boom

The next crypto bull run will be driven by STOs. STOs will infuse the industry with new funding from large, institutional investors by giving them the legal peace-of-mind they need to invest. STOs will have far more applications than ICOs: any company can create a security token, whether it's blockchain-based or not, dramatically expanding the pool. And the value of a security token is more tangible and easily communicated to investors than a utility token, since it represents equity and profit-sharing.

One of the biggest complaints against STOs is that it currently blocks everyday, non-accredited investor from participating. This will change though with new laws, brokers, and agencies.

From a startup's perspective, STOs will be exponentially cheaper and easier than preparing for an IPO or fundraising from venture capital sources.

Traditional Venture Investing Will Decline

Startups will increasingly shift to crowdfunding over traditional, venture-based financing sources. Raising money from VCs is prohibitive for many early-stage firms, since it often requires being based in certain geographic regions, having founders from certain schools, having the right network, and having the time necessary to pitch day and night for months on end. Worse, entering into a relationship with a VC firm is like entering a marriage: some VC firms add tremendous value while others destroy the business.

Exchange Collapse

If 2017 was the year of the ICO, 2018 was the year of the cryptocurrency exchange. There is currently a bubble in the number of exchanges being funded and rushed to market and many of these exchanges won't survive increased regulatory monitoring and scrutiny, nor will they meet new licensing standards. The market can't support 1,000 different exchanges; no token buyer wants to juggle dozens of exchange accounts. We're going to see the exchange bubble burst in 2019 and 2020 with large-scale exchange closures and consolidations.

New Crypto Financial Instruments Will Emerge

We're still in the early days of tokenized fundraising. As such, new crypto financial instruments beyond the ICO and STO will emerge over the next few years, perhaps involving unique debt instruments. These instruments will launch alongside the next generation of blockchain products, like KICKPAY, which will favor real-world usage over token gimmicks.

KICK ECOSYSTEM was designed to address the current ICO/STO climate and maximally exploit these future trends.

KICK v4.0 - KICK ECOSYSTEM

Overview

KICK ECOSYSTEM is a complete fundraising and exchange ecosystem that is secure, easy to use, and community driven. It was engineered to solve the current challenges facing the ICO market that have led to decreased participation by cryptocurrency startups and by token buyers. It introduces support for the rapidly rising STO instrument. It raises token fundraising to a higher standard that will usher in the next wave of growth for the industry. It brings new token buyers into the fold and attracts high-profile crypto projects who might otherwise have exclusively done a private sale. Through it all, it brings trust back into the marketplace.

The KICK ECOSYSTEM consists of ten different components:

KICKICO

KICKID

KICKWALLET

KICKEX

KICKDESK

NEW PRICING MODELS: AICO AND EICO

KICKPAY

KICKCPA

KICKREF

KICKMOBILE

While KICK ECOSYSTEM's accepts 12 different cryptocurrencies alongside pending fiat support, it's primary cryptocurrency is KickCoin, which sits at the center of the KICKICO economy, or KICKONOMY for short.

Platforms & Services

KICKID

KICKID is the glue that binds the KICK ECOSYSTEM together. When you login to one platform on the network, you automatically login to all platforms for a seamless experience. KICKID will become an open standard where other platforms can leverage our member base and authentication technology and in turn grow the ecosystem for everyone. For maximum usability and reach, KICKID will support email login, Facebook login, and Gmail login.

KICKID's most important benefit is its "qualified participant" designation. Today, taking part in multiple ICOs means submitting the same KYC and local government requirements over and over again and trusting that your account is verified securely and in time for the token sale. With KICKID, once you pass verification, your account is permanently in the clear to take part in the KICK ECOSYSTEM and across all KICKID-enabled platforms.

KICKICO

KICKICO is our flagship platform. It connects startups looking to fundraise with token buyers who are interested in participating. Its components include:

STO support: Earlier, we discussed the rise and game-changing potential of the STO fundraising instrument (see "Rise of the Security Token Offering"). We are thrilled to announce that KICKICO will embrace the STO with its full support, allowing them

to run alongside normal ICOs.

ICO listing and management: KICKICO gives blockchain startups all the tools they need to securely run and market their ICO, as well as keep in touch with the community that forms around that ICO. Startups don't need to worry about their fundraising pages being hacked or their wallet funds being compromised because of KICKICO's bank-grade security.

Innovative rating and review system: KICKICO is overhauling its rating system to bring increased trust to token sales. Rather than simply rating a project on a numerical scale, members write detailed reviews. Then, other members rate those reviews up or down. The better a review's grade, the higher impact it will have on the aggregate project score. Furthermore, the reviewers themselves are also rated, ensuring that the most credible of them rise to the top. This system is inspired by IMDB and is much less susceptible to fraud and manipulation than one-dimensional scoring.

Reputation system: Every member on KICKICO has a reputation score that's influenced by their many actions across the community, from writing a well-received review to supporting a campaign. The members who rise to the top of KICKICO's reputation rankings will become known as crypto opinion leaders and influencers, and they'll receive special platform perks, such as increased voting power.

Readiness testing: Blockchain startups can test the waters before launching their token sale, engaging with KICKICO's expert community to see if they're ready for market. This will save startups significant time and money on market research and prevent them from launching a campaign only to have it fail.

Services marketplace: It takes a lot of effort to run successful token sale. KICKICO will be home to an integrated network of third-party companies and services that will help startups meet all their token sale needs. Categories will include legal counsel, translation services, writing, marketing, and graphic design, and many others. Members can rate and review these providers and all services will be priced in KickCoin.

Project discovery: The token sales that list on KICKICO are all vetted by our team and thoroughly reviewed and rated by the community. Potential project participants can use KICKICO as an easy way to discover quality projects that they might normally have never run into. We will employ smart filtering for easy navigation.

Chat: KICKICO has one of the largest and most engaged communities in blockchain. With version 4.0, it introduces robust chat features to better connect and expand that community. Members can direct message one-another, create and join group chats, and ask projects and the KICK team their most pressing questions. KICKICO's chat features will provide a superior alternative to juggling multiple Telegram, WeChat, and WhatsApp accounts.

Integrated advertising: As a full-service platform, KICKICO lets startups instantly promote their token sales or KICKEX trading pairs by running banners across the KICKICO ecosystem and across multiple CPA advertising networks. Startups will be able to fund their advertising wallet, upload ad creatives, choose which CPA networks they wish to activate, fine-tune their advertising preferences, and then sit back and watch quality, targeted traffic come in. This will be the first crypto-focused advertising tool in the world.

KICKEX

KICK version 4.0 introduces a robust, centralized exchange, KICKEX. KICKEX will take everything that we've learned over the years from building and running KICKICO and layer in new innovations to create a next generation exchange.

KICKEX will live on its own domain name, kickex.com and on the subdomains, ex.kickico.com and kickex.kickico.com. Its components will include:

ICO and STO support: Like KICKICO, KICKEX will embrace the emerging STO fundraising instrument and allow both utility tokens and security tokens to list and trade side-by-side. By supporting security tokens, we anticipate that serious institutional and corporate money will flow into KICKEX, as these entities are more risk-averse and will value the equity, dividends, and legal guarantees that security tokens provide. STO support will also future-proof KICKEX in the event that the STO becomes the dominant token fundraising method in blockchain, as some experts predict.

Support for all major currencies: At launch, KICKEX will support all major cryptocurrencies, including BTC, ETH, XLM, USDT, TUSD, ADA, ZRX, DOGE, XMR, EOS, LTC, DASH, XRP, NEO, NEM, KICK, and WRL, with many more to follow.

Zero commission trading: KICKEX is 100% commission-free for traders, makers, and takers. Unlike other exchanges that advertise they're commission-free (e.g., Robinhood exchange), KICKEX does not sell customer order flow, which results in customers paying more money per trade than they would otherwise and operates as a hidden commission. KICKEX is a transparent exchange that always puts the interests of its members above all else.

Bank-grade security: Through KICKICO, our team has securely managed nearly 800,000 ETH worth of transactions. We are leveraging that experience and adopting industry best practices from the banking industry in order to create the most secure crypto exchange in the world. Member deposits will be monitored by a combination of personnel and artificial intelligence and any flagged transactions will be reviewed by a dedicated financial monitoring team. We're employing multiple-layer account bookkeeping to prevent potential fraud and unauthorized account withdrawals. And we have the benefit of hindsight, being able to look at the successes and shortcomings of existing exchanges.

Fiat acceptance: For KICKEX to achieve critical mass and attract institutional interest, it must accept fiat currencies. This is no easy task in the global and ambiguously regulated world we live in, which is why so few exchanges offer fiat support, but we are working hard to set the legal and technical foundations for becoming a fiat gateway.

Mainstream meets professional: KICKICO dramatically streamlined and improved the experience of participating in an ICO. Now, we're bringing that UX and design expertise to KICKEX to create a more elegant, usable, and accessible exchange. But KICKEX doesn't stop there, it also offers full-time and institutional traders a separate, professional-grade interface, increasing KICKEX's overall market potential.

Fair and transparent listing process: KICKEX strongly opposes current exchange practices that obfuscate and complicate the process of listing a token. These practices are harmful to the entire industry: they scare away potential token sale participants who would rather wait and see what exchanges their token gets listed on first, and they waste valuable time and money from already resource-strapped startups. In contrast to these

practices, KICKEX's listing process will be fair, affordable, and transparent.

Scalable, robust tech: Most cryptocurrency exchanges today were launched quickly to take advantage of growing demand. Their rush to market has led to suboptimal code, which has caused sluggishness and disruptive maintenance and upgrade downtime windows. KICKEX was created deliberately from the ground up to scale. It utilizes the Internet Backbone High Bandwidth channels, industrial servers, and routers to ensure a fast, secure, and reliable experience. And it will never disrupt trading by suddenly going offline for upgrades and routine maintenance.

Detailed reporting: Traders have access to detailed data, reporting, and analytics similar to what they find on the biggest stock market platforms, like NASDAQ. Traders can use this data to research their next moves, gauge the current market, and assess their past performance. Traders can easily aggregate their annual trading data for convenient tax returns, instead of relying on third-party software.

Professional trading tools: In addition to being easy to use for mainstream traders, KICKEX offers full-time and institutional traders a separate, professional-grade interface with all the features they need to succeed. KICKEX supports market orders, limit orders, stop orders, stop limit orders, and trailing stop orders. It includes fundamental analysis tools, such as a news aggregator and economic calendar. And it offers powerful charts perfect for technical analysts, with market depth, indicators, cluster analysis, and a trading risk calculator.

Process automation: KICKEX streamlines and automates many of the manual, labor-intensive backend and workflow processes that bottleneck other exchanges. This will lead to a superior

product experience and industry-leading customer service. We will share more details about this at a later time to preserve KICKICO's competitive edge.

API support with market transparency: Like other leading exchanges, KICKICO lets traders and developers access its platform via high-performance APIs. Unlike other exchanges, KICKICO reports on the breakdown between exchange trades and API trades, giving transparency into which trade volumes are manually executed and which are bot-based.

KICKDESK

Many startups prefer to run their token sales on their own website, with their own branding, rather than host them on another platform and send traffic elsewhere. To support these startups, we're introducing KICKDESK, a white label solution that cleanly integrates into any website. KICKDESK will greatly expand KICKICO's reach across the web and bring new people into the KICKICO ecosystem. It includes the following features.

Easy, white label integration: Startups can run their ICO or STO on their own website, retaining all traffic and keeping their branding and style intact.

KICKEX autolisting and auction pricing: Every token sale that runs through KICKDESK automatically lists on KICKEX in a special section, vastly expanding the participant pool. This synergy with KICKEX also opens the door to the next generation AICO and EICO pricing mechanisms that we will discuss soon (not valid for STOs).

Detailed analytics: KICKDESK logs all interactions and sends them to the startup's KICKICO dashboard, so that the startup can monitor their ICO or STO progress in real time and make campaign and marketing adjustments on the fly.

Compliant: Startups don't need to worry about KYC/AML laws because KICKDESK is already integrated with identity verification services through KICKID, making compliance automatic.

Hosting: While KICKDESK lives on the startup's website, customer data is still securely hosted in KICKICO's database for easy access and management. Startups don't need to worry about security and data-hosting compliance.

Creating a positive feedback loop: Every startup that uses KICKDESK for its token sale promotes the entire KICKICO network, creating a bigger pool of potential backers, which in turn creates more success stories.

KICKICO community and marketing: Campaigns using KICKDESK receive access to KICKICO's community and database, ensuring that their campaign reaches a vast new group of potential backers.

NEW PRICING MODELS: AICO AND EICO

AICO, Auction-based Initial Coin Offering, is a term we use for our newly invented concept of a fair price token sale (ICO or STO), in which the price of tokens offered is not fixed by the ICO/STO, but is instead a bid-based auction. This concept is intended to prevent the overestimated token prices plaguing the global market and drive them to an equilibrium between supply offered and demand generated.

The AICO is the biggest change KICKICO offers to token fundraising. Unlike the traditional model, in which members are just buyers of tokens at a fixed price, AICO's innovative auction mechanics enable a token's price to form organically by the market. Members will place publicly visible bids, informing value and increasing transparency of the entire process.

The potential this has to drive up confidence in engaging with token fundraising cannot be overstated. With this increased transparency backers can act with more confidence that the tokens they want to support will not just plummet in value once leaving the ICO. Thus, they are more likely to engage with the project, rather than letting it die on the vine, for fear of how the greater market will react.

In this new design, a token sale creator will place lots available for the public to purchase, each lot having an expiration date: once the expiration happens, the bid with the highest value buys the token, and the next lot/token will go up for sale. A lot that is underpriced will be corrected upward, a lot that is overestimated will drop in value. Such design will allow the market to automatically and organically regulate itself, without the token price being under- or overestimated.

While the AICO is an essential part of KICK version 4.0, and something the entire team cannot wait to implement, we consider it only the first step on the path of developing a healthy system of interaction between token sale creators and backers, one that will regulate the token price in accordance with market demand.

In the future, we will introduce the Initial Exchange Coin Offering (IECO) concept to the public, which will combine the principles of AICO with the functionality of KICKEX. In this design, the tokensale process will be based on the normal trade system of an exchange. Basically, allowing fundraising to happen freely on a market exchange. This process could democratize even further how projects all around the world get funded.

KICKWALLET

KICKWALLET is a standalone cryptocurrency wallet that supports every currency on the KICK ecosystem and seamlessly integrates

with every KICK service: KICKICO, KICKEX, KICKDESK, KICKPAY, and the rest.

KICKWALLET offers lite-exchange functionality for those who don't want to spend time navigating a traditional exchange experience. It can be used to quickly buy, sell, or convert crypto.

Across the KICK network, KICKWALLET can be used to send and receive funds, for example to participate in an ICO, to pay a service provider, or to receive ICO contributions.

Of course, KICKWALLET supports sending and receiving funds to wallet addresses outside of the KICK ecosystem. It also supports integrating external wallet private keys, which are securely encrypted, for quick account balance top-ups.

We anticipate that many people will use KICKWALLET as their preferred cryptocurrency wallet, even if they don't otherwise participate in the KICK ecosystem.

KICKPAY

KICKPAY is a cryptocurrency payment gateway that lets online merchants easily get paid in crypto, expanding their revenue potential. KICKPAY accepts all major cryptocurrencies and, once the KICKONOMY can transact in fiat, will be able to replace existing fiat payment solutions as well. KICKPAY has everything merchants need, from a well-documented API to payment reports.

KICKPAY utilizes KICKID and KICKWALLET, so customers can login to their existing accounts to pay merchants quickly and efficiently.

KICKPAY is a revenue-driver for KICK ECOSYSTEM because merchants pay a small transaction fee on all sales.

KICKCPA

KICKCPA enables CPA (cost per acquisition) ad networks to deliver traffic to any service in the KICK ecosystem, such as KICKICO, KICKEX, WHIRL, and others. Eventually, KICKCPA will evolve into its own standalone CPA network.

KICKREF

Every member in the KICK ecosystem can create their own personalized referral links to different parts of the network, such as KICKICO, KICKICO ICO and STO campaigns, KICKEX, and the service provider network. If someone clicks a referral link, joins the KICK ecosystem, and then makes a transaction, the link creator earns a referral commission.

Referral commissions are persistent and they extend down two levels: to the people referred people refer and to the people those people refer. For example, if you refer Peter, and Peter refers Paul, and Paul refers Anna, you earn a referral commission on Peter's transactions, a smaller one on Paul's transactions, and an even smaller one on Anna's transactions.

Referral commissions are modest, so as not to limit KICK's own growth, but for members who are great evangelists and marketers, it could be wind up being a significant source of passive income.

KICKMOBILE

KICKMOBILE is KICK's ambitious, all-encompassing mobile app that combines full ecosystem functionality with expanded features like news, articles, chat, and portfolio tracking.

KICKMOBILE has every feature from KICKICO, KICKEX, KICKID, KICKWALLET built in for quick and easy mobile access. It can

also be used as an alternative to chat apps and supports direct messaging, groups, KICK support, and ICO/STO owner support.

The most popular crypto apps on mobile are portfolio tracking apps, like Delta and Blockfolio. KICKMOBILE will enter this market with comprehensive portfolio tracking and charting features that support cryptocurrencies outside of the KICK ecosystem. Members will be able to setup pricing alarms, notifications, and leverage KICKEX to make instant trades.

Down the pipeline, KICKMOBILE will support news and article aggregation.

With all its features taken together, KICKMOBILE will become the definitive app for cryptocurrency enthusiasts around the world.

EARNINGS MODEL

KICKICO's ecosystem economy, KICKONOMY, supports many different cryptocurrencies but has one coin, KickCoin, at its center. KickCoin will grant holders special discounts when used and will be required exclusively for certain transactions. Users can purchase KickCoin on KICKEX or other exchanges and earn KickCoin for contributing to the ecosystem.

KICKONOMY Transactions and Commissions

KICKONOMY transactions include, but are not limited to:

KICKICO Platform Listing Fees

Every project must pay a listing fee in order to launch on the KICKICO platform. Listing fees will begin at $5,000, which is affordable for serious projects yet out of reach for fly-by-night projects, scam projects, or projects without a substantial business model. Listing fees will be paid exclusively in KickCoin.

KICKICO Service Provider Network

To help startups meet all of their ICO and STO needs, KICKICO includes a directory of 3rd party service providers, spanning lawyers, writers, graphic designers, marketers, and many others. These service providers will price their offerings in KickCoin and KICKICO will take a commission from each deal, burning received tokens with the burn strategy described in the next section. This directory will be accessible to any startup, regardless of whether or not they're hosted on KICKICO.

KICKICO's service provider network meets an unmet need in the crypto community and we anticipate that many startups will use it independent of the rest of the KICK ecosystem.

KICKICO Promo Placement

Anyone on KICKICO can fund their advertising wallet with KickCoin, upload ad creatives, and runs their ads across the network, with the most coveted spot being a large unit above all campaigns on the KICKICO site. This advertising can be used to promote anything: an ICO, a blog, a service provider, a trading pair, or a news story.

KICKEX Listing Fees

Similar to KICKICO, KICKEX will require a listing fee, ranging from $25,000 to $100,000, that's paid exclusively in KickCoin. This listing fee will be calculated based on many factors, including the size and reputation of the project and the difficulty our engineers will have integrating the coin into KICKEX (e.g., ERC-20 tokens are trivial to integrate, whereas protocol coins are more difficult). Beyond that, KICKEX will require additional fees for every listing trading pair the startup wishes to create.

KICKEX Pro Account

Members can spend KickCoin to upgrade their account to pro-level and unlock exclusive features. These features include a pro interface, API trading access, additional trading instruments, live news feeds, and access to special statistics and reports.

KICKEX Automatic Trading Contests

Top traders will have the chance to win KickCoin in frequent exchange trading competitions. These contests will gamify

trading, nurture the community, and generate camaraderie and friendly competition.

KICKEX Highlights

A startup can pay to have their project featured prominently on KICKEX to increase its discoverability and liquidity. Payments for featured placements will be done in KickCoin with the same burn strategy described in the next section. Because featured placement slots are limited, we anticipate high demand and robust pricing.

KICKEX REPORTS

KICKEX offers professional-grade data, reporting, and analytics tools for serious independent and institutional traders. Some of these reports will be pay-only and priced in KickCoin.

KICKEX API ACCESS

Companies or traders who wish to access KICKEX's powerful trading API will pay a monthly subscription fee that's paid exclusively in KickCoin. This API will support algorithmic trading, cross-exchange trading, and many more features.

KICKEX WHITE LABEL

Any company can launch a next-generation cryptocurrency exchange by licensing KICKEX's technology. They pay only an installation fee and a yearly licensing fee.

KICKEX WHITE LABEL was designed to get up and running quickly and integrates with KICKICO ecosystem tools like KICKID, for easy login and KYC, and KICKWALLET, for crypto and fiat processing and billing.

KICKEX WHITE LABEL is fully customizable. Even though KICKEX does not charge trade commissions, KICKEX WHITE LABEL allows customers to set their own maker/taker commissions.

The installation and licensing fees for KICKEX WHITE LABEL can be paid in different currencies, but paying in KickCoin will grant a significant discount. KickCoin received in this way will be burned according to the strategy described below.

KICKPAY COMMISSIONS

KICKPAY is a cryptocurrency payment gateway that any online merchant can use to get paid in crypto. KICK takes a small commission on every payment that runs through KICKPAY, and any payment made with KickCoin will follow the burn strategy described in the next section.

These are just a subset of the many transaction types that will live across the KICKONOMY. More will be added over time as the ecosystem expands.

KickCoin Burn Strategy

All KICKONOMY commissions received in KickCoin will be burned. In the beginning, 100% of coins received in this way will be burned with a verifiable smart contract call. Later, when at least 50% of all KickCoin have been removed from the market, the burn rate will halve, helping fund the next wave of platform innovation.

KickCoin's aggressive burn strategy and its many valuable use cases across the KICKONOMY will create strong demand for the token. Startups and token sale participants will hunt for KickCoin on exchanges to pay for the many features and benefits offered. These forces will combine to make KickCoin into one of the most sought-after currencies in crypto.

Future Blockchain Development

Though KickCoin is a token on the Ethereum blockchain, we are laying the groundwork to create our own proprietary, next-generation blockchain that will utilize KickCoin as its platform coin. This new blockchain will address many of the problems that we've seen first-hand from existing blockchains and will focus on the specific needs of business and government. When our new blockchain launches, all KICKONOMY tokens, such as KICK and WRL, as well partner tokens, will be ported to the platform, boosting us to the top of the coin rankings.

Fiat Support

For the KICKONOMY to reach its full potential, it needs an audience that goes beyond hardcore cryptocurrency enthusiasts; it needs mainstream and large-scale institutional support. The key to winning these audiences is to accept fiat currency, so we are working aggressively on the legal and technical structures necessary for that.

Once the KICKONOMY integrates fiat support, it will increase the fundraising size of ICOs and STOs as new capital flows in. It will also give KICK platforms and services a significant and sustainable competitive edge.

TEAM

KICK ECOSYSTEM introduces a refreshed and streamlined team under the leadership and vision of original co-founder Anti Danilevski.

Executive Team

Anti A. Danilevski, CEO & Founder

Anti Danilevski is an early blockchain pioneer, investor, crowdfunding evangelist, and speaker. He founded KICKICO in 2017 and grew it to a community of more than 100,000 crypto investors, helping startups raise more than 800,000 ETH. Anti was only 14 years old when he began his tech career, first as a videogame designer and then as a producer.

Alex Sadonov, COO

Experienced Operation and Project Director with a demonstrated history of working in the telecommunications and online industry with more than 20 years experience. Strong operations professional skilled in Digital Platforms and Strategy, Online Gaming and VAS Projects.

Former VAS Projects Director of PAO "Rostelecom" – the biggest Russia telecommunications company. He has successfully launched games platforms in Rambler and MailRu Group companies. Experienced Operation and Project Director with a demonstrated history of working in the biggest Russia telecommunications company.

Eugene Zykov, CTO

Eugene Zykov is a CTO with more than 12 years experience in financial companies at the top IT positions. He have portfolio of successfully completed projects like implementations core banking systems, retail online-banking services, build a high performance and scalable IT infrastructure and IT consulting for top Russian banks. Eugene is high qualificated in software development and IT management. Last several years have worked with crypto and blockchain industry.

Roel Wolfert, Advisor

Roel Wolfert is a senior executive in the FinTech world, with positions at Qoin, VGRIP and Bancor. He has more than 20 years of global experience in the world of finance and payments having worked on key industry initiatives including SEPA, CLS, Contactless. Roel has an MA in Economics from Maastricht University, and an Executive degree in Innovation from the Haas School of Business at UC Berkeley. Roel was one of KICKICO's original advisors.

Engineering Team

Led by CTO Eugene Zykov, KICKICO's engineering team is one of the largest and most experienced in blockchain. It is currently made up of 20 full-time programmers and will expand to more than 30 within the next 6 months.

At this time our IT-team separated by key groups: KICKICO (also KIKCREF, KICKCPA, KICKDESK) consist of six professionals: 2 senior back-end developers, 1 senior front-end, 2 middle front-end developers, 1 full stack developer. KICKID/KICKWALLET team consist of 1 team-leader, 2 senior GOlang/C++ developers,

2 blockchain engineers. KICKEX/KICKPAY team consist of highly qualified in banking systems team-lead/IT-architect, 2 senior GOlang/C++ developers and 2 front-end developers. Also team have 2 DevOps engineers and 1 IT-infrastructure engineer and 2 QA engineers.

KICK Ecosystem Technical Description

KICK ECOSYSTEM Layer

The KICK ecosystem supports all major cryptocurrency use cases under one unified architecture, in addition to supporting fiat payments for certain transactions.
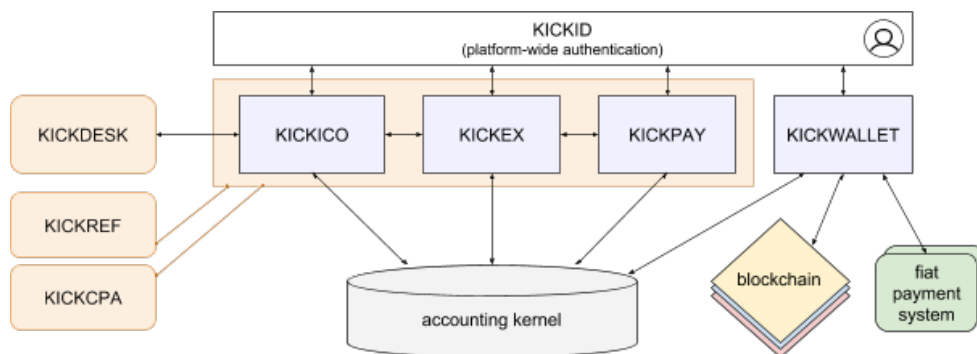
Financial Accounting Model

Transactions across KICK are managed on the same financial accounting plane. This ensures that financial operations between multiple KICK services don't require transferring funds between them, increasing system efficiency and reliability.
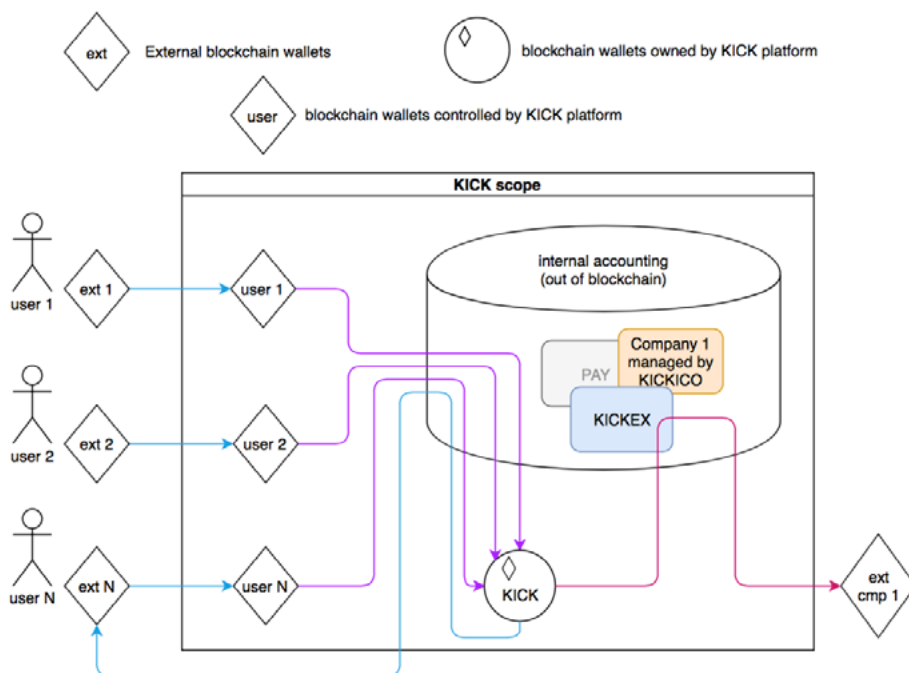

Technical cash flow pattern

In the above diagram, you'll note that KICK's internal accounting system is housed and maintained off-blockchain. This was done in order to increase transaction processing speed and allow the platform greater flexibility for payment commissions, which are zero in many cases but can be customized depending on such factors as type of currency, customer characteristics, and turnover.

KICK's accounting system manages operations within the platform and operations on platform blockchain wallets. It utilizes the classical double entry financial accounting approach that's used by financial institutions around the world. Additionally, its posting schemes are modeled after banking schemes: individual accounting shards (copies of the accounting mechanism that serves their customer pools) function identically to fiat banks (with "interbank" transfers when an operation affects customers on different shards).

KICK ECOSYSTEM Architecture Details

Functional scheme of the platform
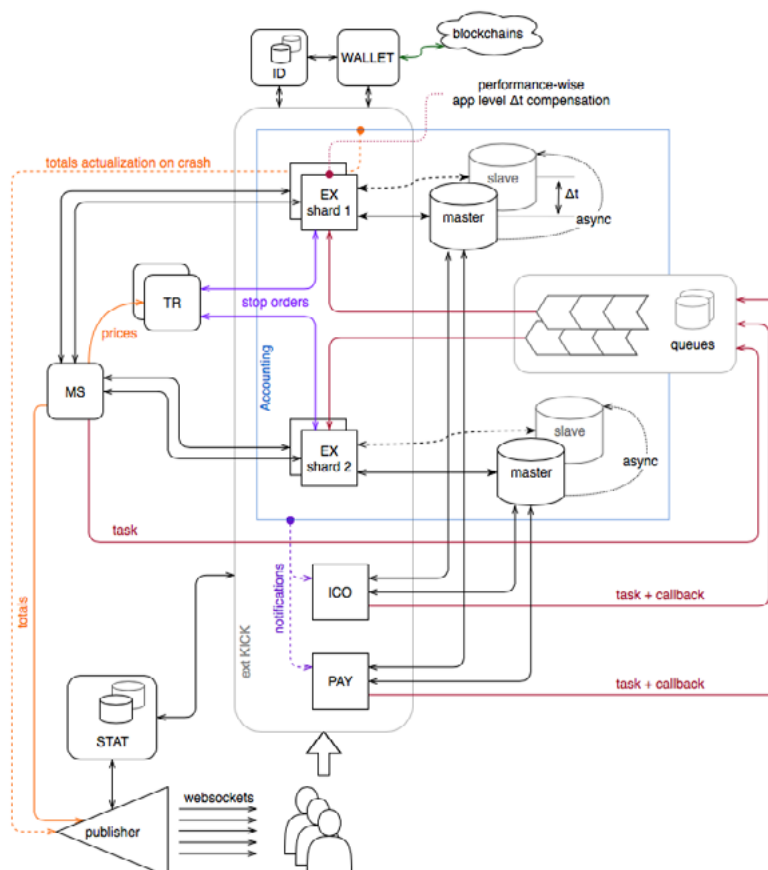
Accounting Core Implementation

The blue dotted square in the diagram above highlights the core of KICK's financial accounting system (using the example of two independent shards). This portion includes DBMS and services (EX, i.e. exchanger), which execute the orders of internal and external accounting consumers. It is the part of the KICK platform that is activated by all of its services, either directly or indirectly.

The accounting system, which manages all financial operations across the KICK ecosystem, is built on the PostgreSQL industrial database. We chose PostgreSQL for its high-speed throughput, robust reliability, security, and extensive authorization system, which lets you set rights with detailed granularity. Each internal platform service that interacts with the accounting database has access to it only from certain network segments, while being limited to strictly isolated functionality and the minimum necessary data cut.

If KICK's accounting performance needs begin to breach the limits of PostreSQL's, we will implement a hot data service on a DBMS with ACID guarantees, but specializing in in-memory computing (e.g., Aerospike or Tarantool).

The EX service processes and routes orders of various types and their translation to the accounting shard. Payment orders are delivered to the EX service both through a queue (from internal services) and directly from external customers.

Accounting consumers

For user convenience, we use a single metering plane throughout the platform, so the accounting core is also used by other services (beside the internal WALLET), such as KICKICO and KICKPAY trading processing. To deliver payment orders to the accounting core, we use a classic queuing solution.

EX Service

In addition to the fact that the EX service specializes in servicing customers of the exchange, and is therefore its main functional part, the composition of the elements of the exchange complement:

MS: matcher, providing the mechanics of trading

TR: a trigger mechanism that serves various types of stop orders that react to market conditions and generate trade orders when the conditions specified by the client occur

STAT: A service that stores and aggregates market data for prompt customer delivery

Publisher: a service that supports long-lived client connections for delivering various data to customers by subscription (quotes, portfolio changes, etc.)

KICKICO PLATFORM

Functional description

KICKICO is KICK's flagship platform that connects ICO/STO blockchain projects with a large community of backers. From a technical perspective, KICKICO consists of multiple servers that house multiple databases and user panels, as well as a scoring system and messaging service.

KICKICO's API gateways are written in Go and they are limited to certain types of requests. The public network is for communication with KICKICO users (backers, ICO/STO owners, moderators), while the private network is used by administrators and for communication with other KICK services.

In the beginning, KICKICO will support the following currencies: BTC, ETH, KICK, WRL, USDT, LTC, BCH, XRP, XLM, DASH, ADA.

Immediately when KICKEX exchange is launched, it will be possible to participate in projects via various currencies, listed on KICKEX. When all legal documents are finalized, fiat will also be accepted.

Databases

The KICKICO server hosts two general database types. The first is the main DB that consists of a master DB and several slave DBs. The master DB contains all campaign-related information and its data is mirrored on the slave DBs for security and redundancy. The second type of DB logs statistical data, which is collected by the streaming service from internal and external events.

Panels

KICKICO consists of four panels: the backer's panel, the ICO/STO owner panel, the moderator panel, and the administrator panel.

> Backer's panel: This panel lets registered users manage their data and events across the KICKICO platform. Among many other features, users can edit their personal information and settings, complete KYC via integration with a KYC provider, see currency account balances via integration with KICKWALLET, browse their token purchase history, and withdraw currencies to their personal wallets or bank accounts (once fiat currencies are supported).

> ICO/STO owner panel: Among many other features, this panel can be used to create a new ICO or STO campaign on KICKICO, edit campaign details, pass scoring requirements (can be done several times), undergo a Howey test, and access campaign data such as user responses, statistics, and sales.

Moderator panel: Moderators can see lists of users, campaigns, withdrawals and complaints. They can also use the panel to approve, deny, edit campaigns, and interact with creators.

Admin panel: Administrators have the highest permission-level in the system. They can access all moderator features and, additionally, they can appoint or remove moderators, read and act on complaints, browse platform statistics, and apply technical updates.

Messaging service

The messaging service permits users to write and receive messages, to receive campaign updates, to contact KICKICO and KEXEC support, and to communicate with campaign owners with questions and concerns.

KICKID

Functional description

KICKID is the registration, authentication, and authorization service for the KICK ecosystem. KICKID allows users to register and authenticate themselves on all KICK services and platforms at once.

After registering with KICKID, users can pass an integrated KYC, which authenticates them on all KICK platforms and services, as well as on all white label KICK solutions.

For example, a user who registers on KICKID will be able to instantly use KICKICO, KICKPAY, KICKEX, and white label KICKEX exchanges without having to re-register and re-authenticate for each one.

The KICKID service stores user attributes. During authentication, KICKID gives other KICK services access to user attributes. KICKID records and stores user behavior data such as IP and devices used, login frequency, and password changes. KICKID tracks and records all user actions.

Main components of KICKID service

The diagram below outlines the main components of the KICKID service. The transport layer processes user data input and transmits it to the controller layer. The controllers do not have direct access to the database, but use special services located on a virtual private network to interact with the repository layer, which in turn works with the database. Thus, database interaction is carried out through a limited set of interfaces, prohibiting direct access from the outside world. Each level of the scheme is presented as a separate microservice, allowing the system to scale horizontally and withstand high loads.
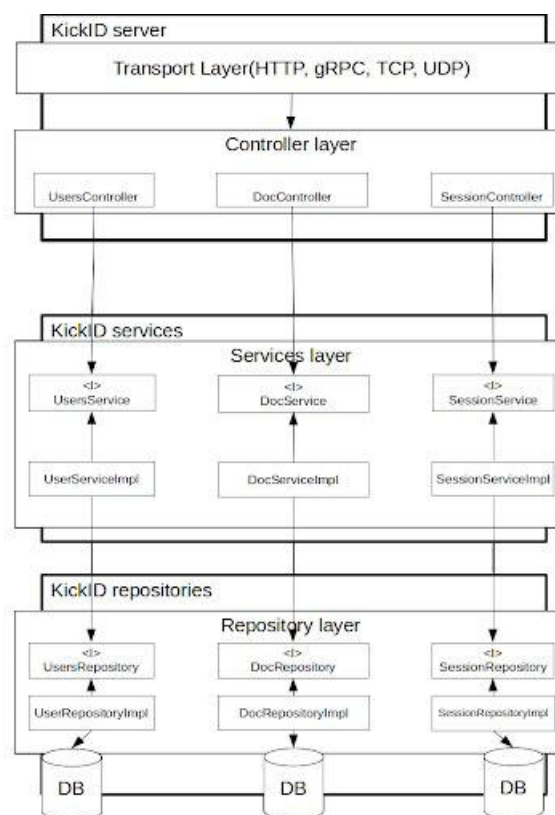
KICKID Server

KICKID Server is a microservice that interacts with user data input. At the transport layer, it is compatible with a variety of protocols including HTTP, gRPC (HTTP / 2), TCP, and UDP. In its default mode, it uses gRPC (HTTP / 2). KICKID terminates incoming connections and processes and validates user input. It also converts and serializes data using protobuf in order to call remote procedures from other microservices. Unlike text protocols, the KICKID service uses a binary protocol to reduce the overhead of sending messages over the network.

KICKID services

KICKID services is a group of isolated microservices that implements the basic business logic for user authorization and authentication, KYC, two-factor authentication (2FA), and all user password and session operations. It also forms an attribute user model based on which other components of the KICK platform will assign their roles to control access to resources.

User authentication uses the OAuth2 standard. User password protection is implemented according to the RFC8018 and RFC2898 standards and follows all necessary recommendations from PKCS. Two factor authentication is implemented according to the RFC6238 standard.

Other services include journaling user actions, detecting suspicious activity, and blocking members due to platform usage violations.

The individual components of microservices from the KICKID group additionally perform protection against known threat models and attack vectors, which are used by network offenders to obtain privileged access to the system.

KICKID repositories

The primary task of most microservices is to work with data. Requests for receiving and changing data are taken from microservices from the KICKID services group.

All queries are prevalent and performed only through a fixed, predefined set of methods, avoiding common problems such as SQL injections, incorrect special character escaping, and arbitrary query execution.

This layer interacts with the data stores. There is also an audit of operations with repositories and access rights division. Resource-intensive operations are cached to speed up data reading.

KICKID storages

KICKID's data storage layer is implemented on RDBMS and NoSQL. User data is stored on servers housed across multiple, geographically dispersed data centers connected by high-bandwidth network channels. The model of convergence to a consistent state is chosen according to the principle of convergence, which is the de facto standard for building geographically distributed data stores. This infrastructure ensures high availability and reliable system performance even in the event of multiple server failures, or even the failure of an entire data center. Data is served from servers nearest users to ensure high speeds.

UI Preview (alpha)
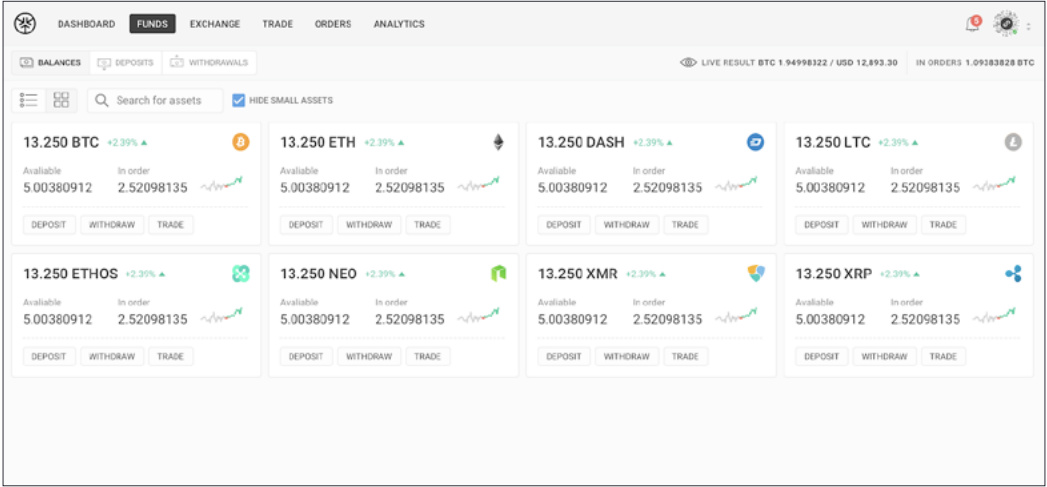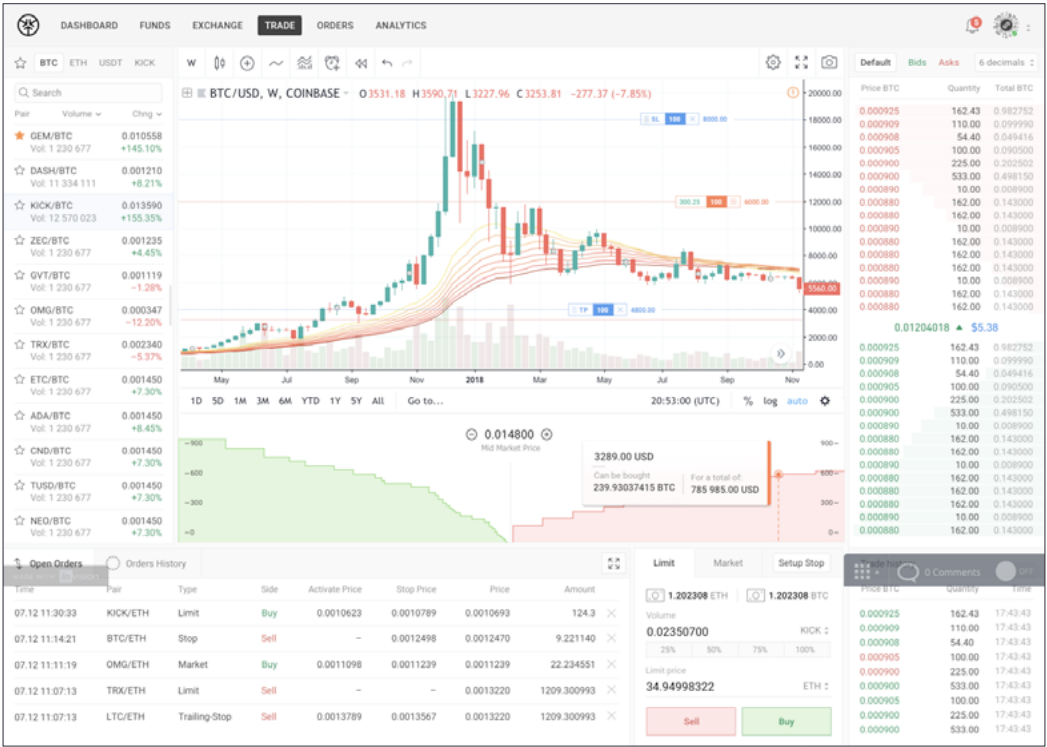
KICKWALLET

Functional description

KICKWALLET is KICK's service for processing, sending, and receiving cryptocurrency payments. It consists of a primary database, several servers each with their own database, blockchain nodes, and a blockchain service that interacts with nodes. KICKWALLET operates on the private KICK network.

The main components of the KICKWALLET service
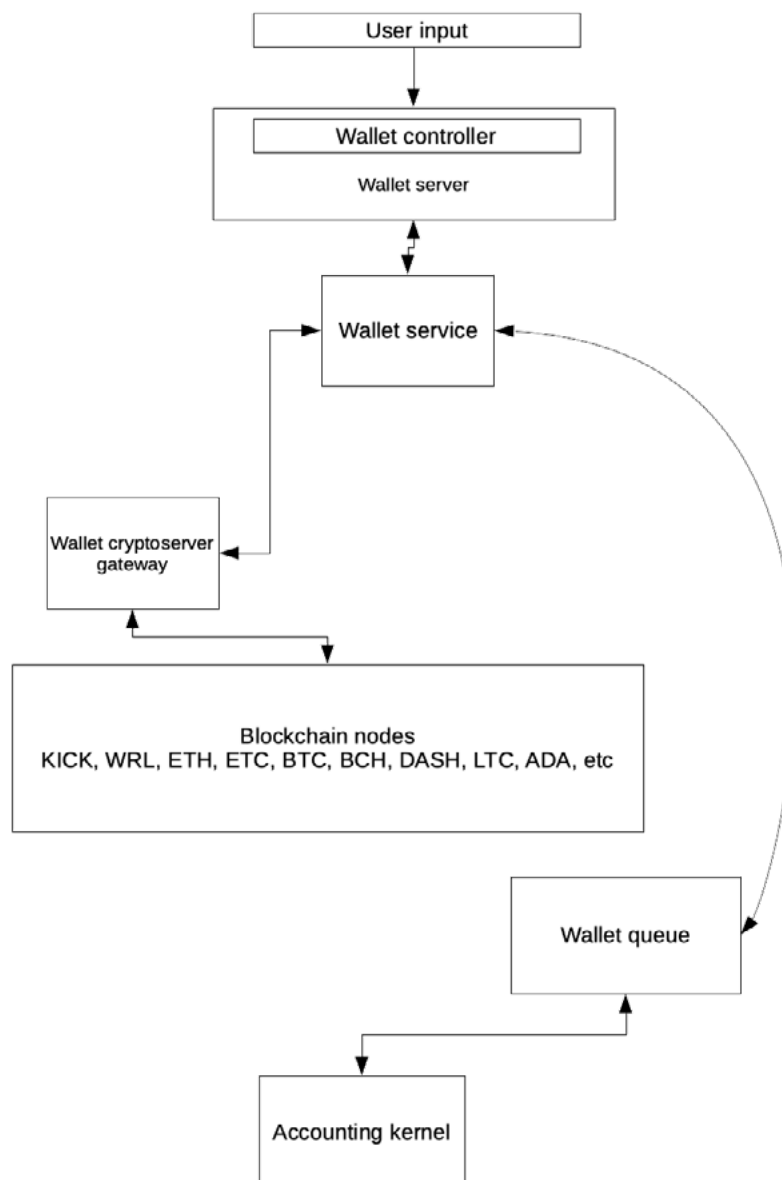
KICKWALLET components are a group of microservices that are combined by gRPC framework tools. Certain components, such as those that perform user balance operations, are kept private from the outside. Communication between microservices occurs via a secure communication channel and each component is run on multiple instances to provide fault tolerance and high load performance.

KICKWALLET Service

KICKWALLET Service is the main component of the user wallet system. It handles the business logic for creating a wallet, funding it, and checking its balance. The service also manages cryptocurrency rates, rate conversions between accounts, and queries to the accounting core.

Microservices at this level are kept separate from users. Only authorized users may execute specific commands on them.

Security-critical data wallets such as private keys and hierarchically generated keys (e.g., BIP32 / BIP39 / BIP44) are stored encrypted on separate data stores with a high threshold of fault tolerance and security.

Data is distributed over geographically dispersed data centers, which are connected by high-speed channels. All data transmitted between the data centers is encrypted.

KICKWALLET Cryptoserver Gateway

KICKWALLET Cryptoserver Gateway is the system module that interacts with external blockchain environments. It is implemented as a group of microservices that scale automatically to increasing load. It maintains connections with 6 geographically distant nodes for each supported cryptocurrency in order to

confirm user wallet transactions. Input, withdrawal, deposit, and transaction validation performed on the blockchain is performed on this group of microservices.

KICKWALLET Queue

KICKWALLET Queue is the component that interacts with the accounting core. It sends and receives requests related to the user's account balance. It is persistent, fault tolerant, and has the enterprise-level attributes needed for secure message transmission.

KICKDESK

KICKDESK is a separate and configurable widget for ICO/STO projects to conduct their token sale campaigns outside of the KICKICO platform.

KICKDESK is coded in JavaScript and can be embedded on any website. It is easily customizable with CSS/HTML and includes built-in registration, authentication, balance checking, and token purchasing controls.
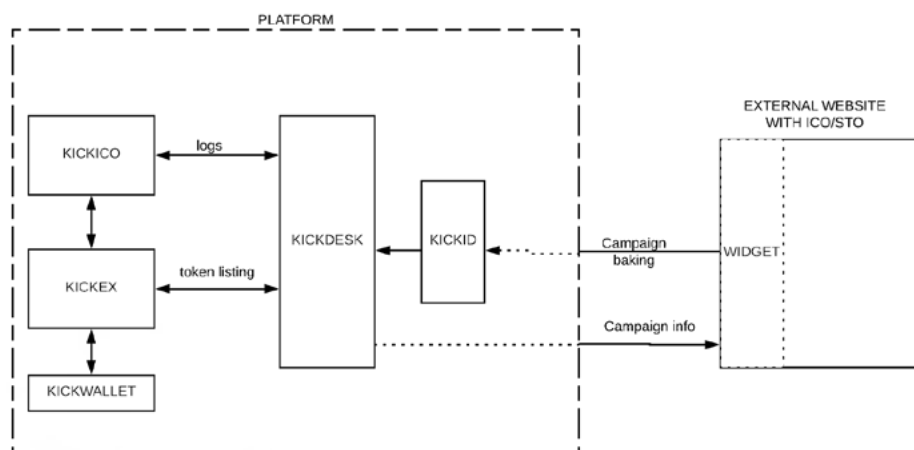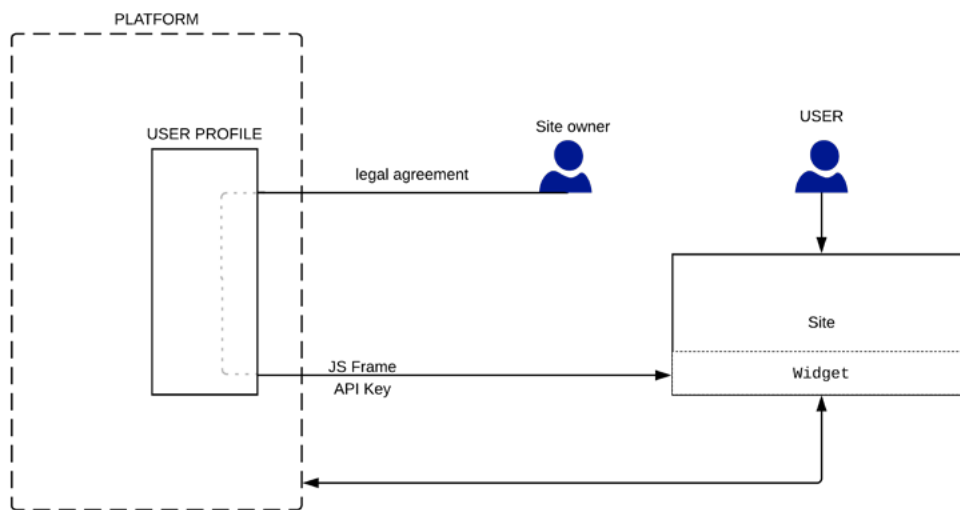
KICKDESK does not have its own database; all data, such as statistics, transactions, and campaign information is stored across KICKICO's databases.

KICKDESK communicates with other KICK services through a special API.

KICKPAY

KICKPAY is a payment service that lets merchants easily accept payment in cryptocurrency and, eventually, in fiat.

The KICKPAY service coordinates payment between multiple parties and supports multiple scenarios. In an example scenario, the sender is a KICK user who maintains an account balance on KICKWALLET and the recipient is a merchant who has integrated KICKPAY.

Once the payment transaction occurs, three events take place:

First, the payer receives their purchased product or service (physical or digital).

Second, an obligation is created between the merchant and the KICK platform.

Third, KICK closes the obligation, either immediately or with a time delay, depending on the form and terms of the payment.

The KICKPAY service API supports different types of interactions between participants, depending on the type of business and the legal and technical features of the partners.

KICKPAY inherits the same implementation and operation principles from the KICKDESK service (e.g., data is stored on KICK rather than on its own database), but uses its own API to work with the service and widget.

Connecting KICKPAY service to third-party sites

Any website can easily install KICKPAY and begin accepting cryptocurrency and, eventually, fiat. They simply select a ready-made widget and customize it with HTML and CSS to their preference. More advanced users can leverage KICKPAY's open source SDK kit, which supports popular programming like JS, PHP, Java, SWIFT, and Kotlin.

Site owners can use the KICKPAY service after completing the KYC procedure and entering into a legal agreement with KICK. Users wishing to pay using the KICKPAY widget must also register

with KICKID and undergo a KYC procedure, also presented as a width. Anyone who's already completed KYC on the KICKID platform does not need to re-register or go through the process again.

KICKREF
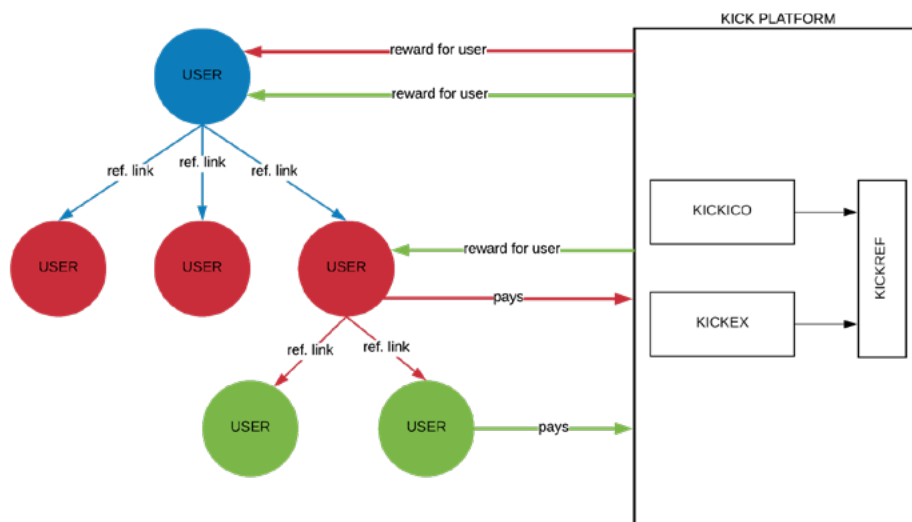
KICKREF functional description (alpha)

KICKREF is a classic multi-level referral system in which the user has the opportunity to receive rewards not only for the actions of his referral, but also for the actions of users who are referrals towards him.

Users participating in the referral system are divided into six levels: a user on the first level will receive a reward for the actions of all users who are his referrals, for the actions of referrals of his referrals (level 2), etc. up to level 6 in the chain.

The user can use the service functionality in his account, having received a unique referral link.

Each service can have several customizable referral programs.

Detailed technical description of KICKREF will be added in the next version of KICK ECOSYSTEM WP.

KICKCPA (alpha)

KICKCPA will be developed in two stages. Stage one is to integrate with existing CPA networks, which will allow campaign owners to instantly order traffic. Stage two is to create KICK's own CPA Ecosystem Network. On this network, users will be able to become CPA agents who can use the service API to drive traffic to the KICK platform.
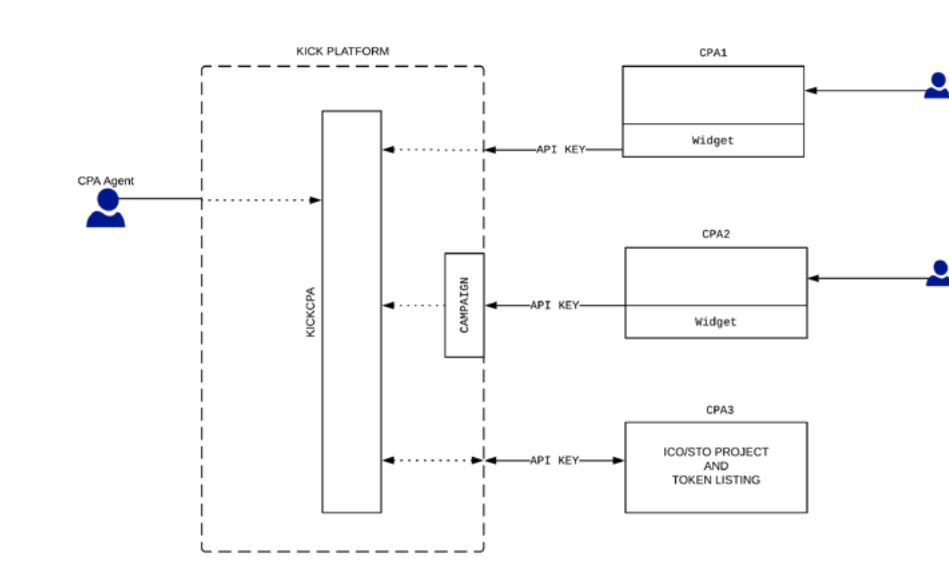
CPA Agent Types

There are three types of CPA agents.

Campaign Agents: Campaign agents are webmasters and other platform users who drive traffic to ICO or STO campaigns. They are paid by individual campaign creators who specify payment terms upfront.

Platform Agents: Platform agents are webmasters who send traffic to the platform. They are compensated for every high-quality registration they refer.

Business Agents: Business agents are users who bring ICO or STO campaigns to the platform and receive a percentage of campaign fees upon successful listing. Business agents undergo KYC and manual validation, after which they receive a unique referral link. Once a campaign reaches its soft cap, they receive a percentage of the campaign fees. They will receive an additional bonus if the campaign lists on KICKEX.

Detailed technical description of KICKCPA will be added in the next version of KICK ECOSYSTEM WP.

KICKCPA types of agents

Platform CPA agents are divided into three types:

Campaign Agent Campaign agents are webmasters and other users of the platform who send traffic to a campaign that runs on the platform;

Platform agents. Platform agents are webmasters directing traffic to the platform and receiving rewards from the KICK platform;

Business agents. Business agents are users who bring campaigns to the platform and receive a percentage of the campaign fees if they have successfully passed ICO / STO.

For agents of the first type, a functional will be provided, where the author of the campaign indicates what reward he is willing to pay to the traffic generators for each paid client and indicates the minimum payment he is willing to pay, and replenishes the

balance. Money is paid automatically to the traffic generator as soon as their referral makes a payment. All who are registered in the CPA account receive a notification of a new referral campaign on the platform to the post. When the reward balance ends, the referral campaign is stopped and all participants receive relevant notifications.

Agents of the second type will receive a reward for high-quality registrations (for users who have registered and passed KYC) or for payments, depending on which offer they choose. This is the classic CPA system.

Agents of the third type (business CPA) will receive rewards for campaigning. To obtain the status of a business CPA, these users will need to undergo KYC and an inspection by the platform managers, after which this status will be confirmed. After confirming the status, a unique link will be generated, according to which the agent will be able to receive a percentage of the campaign fees if it reaches the soft cap. Also, agents of the third type in the event of exit of tokens collected by the campaign on the exchange will receive an additional bonus.

KICK ECOSYSTEM SECURITY FEATURES

Network Protection

To maintain platform stability, DPI systems will be used to filter and block suspicious traffic. Border segments with public networks will use Cisco firepower solutions that implement a mechanism for monitoring, analyzing and reporting suspicious user activity.

The interaction of components of the KICK platform occurs exclusively through the internal private network.

Databases Protection

Platform database protection is implemented by creating a classic system of rights and access groups, SSL connections, automatic backups, snapshots and multi-warm-ups. Attention is paid to monitoring the activity of users with an advanced level of access (administrators).

Data Protection, Replication and Backup

The basis of KICK platform data protection is the ability to recover data after their complete loss or damage, and additional data protection from compromising. Methods of working with data are based on the modern principles of "data lifecycle management" and decisions for assessing, cataloging and protecting user information from various threats.

To protect and preserve data, we have implemented a replication mechanism on geographically distributed servers with a high level of fault tolerance. Data is transmitted and stored in encrypted form. When a request to delete data is received, the data is deleted from all replicas.

Security Information and Event Management

The SIEM system receives, delivers, and visualizes information about the many characteristics of the components of the KICK platform. It is used to monitor and control suspicious actions of users. For example, even if an attacker succeeds in gaining control of a user account and impersonating him (by obfuscating traffic), a mismatch between the normal sequence of user actions will be detected and serve as a signal for verification.

Incident response

In the event of any abnormal situations, users of the platform will be immediately notified of this and the development team will make every effort to resolve the problem as soon as possible.

DISCLAIMER

This document is for information purposes only, and is not an offer or a call to sell stocks or securities on the KICKICO platform, or that of any other related or associated company.

KickCoin tokens are not securities

User acknowledges, understands, and agrees that KickCoins are not securities and are not registered with any government entity as a security, and shall not be considered as such. User acknowledges, understands, and agrees that ownership of KickCoins does not grant the user the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the KICKICO or KICKICO Platform or any other KICKICO property, whole or in part.

Absence of guarantees of income or profit

There is no guarantee that KickCoin tokens will grow in value. There are no guarantees that the price of KickCoins will not decrease, including significantly, due to some unforeseen events, or events over which the developers have no control, or because of force majeure circumstances.

Risks associated with Ethereum

KickCoin tokens will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of KickCoin tokens not working

as expected.

Regulatory uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. KickCoin tokens may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as KickCoins, which may slow or limit the functionality or repurchase of KickCoin tokens in the future.

KickCoin tokens are not an investment

KickCoin tokens are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all persons and parties involved in the purchase of KickCoin tokens do so at their own risk.

Quantum computers

Technical innovations, like the development of quantum computers, may pose a danger to cryptocurrencies, including KickCoin tokens.

Risk of losing funds

Funds collected in fundraising are in no way insured. If they are lost or lose their value, there is no private or public insurance representative that buyers can reach out to.

Returning funds

If a campaign does not end successfully, or is canceled by its

creator, or by moderators, the funds are returned to the wallets of those users who transferred funds to the wallet of the campaign. If the user made their payment in a fiat currency (USD, EUR, RUR, or any other), the funds are returned to their ETH wallet inside the KICKICO system. The user can withdraw this ETH or use them to participate in any other campaign launched on the KICKICO platform.

Risks of using new technologies

KickCoin tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are certain additional risks that the team of the KICKICO platform cannot foresee. These risks may manifest themselves in other forms of risk than those specified herein.

Crowdinvesting

The KICKICO platform disclaims any and all responsibility or liability in relation to any obligations made by creators of crowdinvesting campaigns to investors who bought their tokens on the KICKICO platform. The KICKICO platform is just an intermediary between creators of such campaigns and their investors. The function of the KICKICO platform is only to transfer funds from investors to creators, and tokens of crowdinvesting campaign creators to investors. KICKICO does not guarantee the claims made by campaign creators.

Integration

All information contained within this Whitepaper is provided for general information purposes only, and is intended to present a guide to the decentralized services which may be provided by KICKICO in future. Nothing published in this document is intended

to be (i) legal, financial, professional, tax or other advice; (ii) a recommendation to undertake (or to cease undertaking) any action whatsoever; (iii) an advertisement, solicitation or legal offer; (iv) an offer or a call to buy or sell stocks or securities on the KICKICO platform, or that of any other related or associated company, (v) a promise of any voting or ownership rights of KICKICO (vi) or a promise of receiving any passive income, any return on investment or any profit; and should not be construed as any of the foregoing. The KickCoin is a cryptographically-secured representation of a token-holder's rights to get access to the KICKICO platform and receive services on the KICKICO platform in future through the token-holder's active actions, such as launching campaigns, buying services an etc.