

FULFILL (FFL) is a
Decentralized
platform developed
on Block chain
technology to bring
together the football
clubs and fans
worldwide.

Fulfill is a decentralized platform developed on block chain technology to bring together the football clubs and fans worldwide.





Table of Contents

• Executive Summary.....	02
• The Football Clubs and Fans	03
• The Problem	05
○ The Psychology of Fans.....	05
○ The Psychology of Team owners	05
• The Solution – Fulfill	06
• Features of Fulfill.....	07
• Technology.....	07
• Fulfill Wallet.....	09
• User Interface and Application Features	09
○ Overview of Website.....	10
○ Contents.....	10
• Business Model	11
○ Revenue Points.....	11
○ Expenditure Points	11
• ICO Summary.....	11
• Token Distribution	12
• Road Map	13
• Social Media, Contact and Support	13
• Team.....	14



Executive Summary

Fulfill is a decentralized platform developed on Block chain technology to bring together the football clubs and fans worldwide.

Our vision is to instantly bring the distance between the world-famous football clubs and fans around the world closer by providing an easy channel. We aim to be a leading player in the football community by providing technological solutions for collaboration between the football clubs and fans and strengthen their relationship through sponsorships and allowing the fans to participate in trainings, stadium tours and event management.

Using Block Chain technology, Fulfill, on behalf of the fans, will support and sponsor the clubs and help the fans to own and manage their team in an easy way. The collaboration among fans-clubs-players will help fans to get a closer perspective of their favorite clubs and players. On the other hand, this helps the clubs to increase the number of fans and enjoy the crowd support by being more transparent.

Our belief is that, closer association of football teams, clubs, Players and Fans, creates a greater value that can be effortlessly exchanged through our exclusive platform.



The Football Clubs and Fans

Football, being the most watched game in the world, is by far the most popular sport in the world attracting people from all over the world. There are over 4 billion fans worldwide who follow their respective country's team and their favorite clubs with an extraordinary passion. The below information gives a clear picture of the immense fan base of football clubs.

These are the top seven football clubs with biggest fan base worldwide

1	Manchester United	750 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> • Twitter (10M), • Instagram (16.8M) • Facebook (72.9M) • TV Viewership: around 2 billion a season (52% of EPL's entire global audience). • Kit sales: 2,850,000 shirts in 2016
2	FC Barcelona	500 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> • Twitter (20.5M) • Instagram (48.1M) • Facebook (97.8M) • Kit sales: 1,980,000 shirts in 2016
3	Real Madrid	310 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> • Twitter (22.7M) • Instagram (46.8M) • Facebook (96.1M) • Kit sales: 2,290,000 shirts in 2016
4	Chelsea	200 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> • Twitter (8.2M) • Instagram (8.8M) • Facebook (47.7M)



			<ul style="list-style-type: none"> Kit sales: 1,650,000 shirts in 2016
5	Arsenal	142 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> Twitter (9.5M) Instagram (9.1M) Facebook (37.8M) TV Viewership: around 38 million a season (only in the UK) Kit sales: 1,125,000 shirts in 2016
6	FC Bayern Munich	87 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> Twitter (3.4 M) Instagram (9.4M) Facebook (41.4M) Kit Sales: 1,500,000 shirts in 2016
7	Liverpool	85 Million Worldwide Fans	Social Media Presence: <ul style="list-style-type: none"> Twitter (7 million followers) Instagram (3.9 M) Facebook (29M) Kit Sales: 805,000 shirts in 2016

<http://sokkaa.com/2017/03/27/top-7-football-clubs-with-biggest-fanbase-worldwide-today/3/>

Fans remain the most vital, social, development and financial aspect of any sports team. The relationships between football fans and clubs or teams is always special when compared to other sports because of the everlasting nature of their relationship.

With increased activity of fans, clubs gain opportunities to maximize their financial, social, publicity and brand value.

More noteworthy will give a chance to clubs to exhibit their fan association exercises, and their social and group commitment. It gives the



possibility to a club to better comprehend its fans and to better use those connections in promotion of its money related, social and group destinations.

The Problem

Right now, there are no productive stages for football fans through which they can offer help, have proprietorship or get associated with basic leadership procedure of their groups.

Likewise, the team management or owners are continually confronting an issue of budget control. There are situations when there is a lot of pressure on the team owners to raise more funds or to spend more for the publicity or marketing of the club.

The Psychology of Fans

Many football fans want to feel the team closer. Watching a game at the home stadium, closer look at the trainings, communicating with favorite players, opportunity to catch a glimpse of the players and club officials' daily life have remained a dream for the fans.

Precisely, below are some of the features or benefits that every fan desires

- To feel the club closer
- To be recognized and to receive special treatment from the club
- To have contact with players, staff and club officials
- To simulate the daily life of athletes, staff and club officials
- To contribute and to be a part of the club in every important phase.
- To sponsor and to engage in activities that benefit the club as well as the game.

The Psychology of Team Owners

The following are some of the desires of the team owners



- To increase the number of fans and thereby increase their teams' popularity
- To realize the fans' desire and act accordingly to improve the team - fans relationship
- To connect with individuals and corporations who can help them financially and guide them effectively
- To gather huge sponsors more efficiently

Fan psychology and club psychology are basically oriented in the same direction, but with a filter (a huge brand), the current situation is that both sides have missed opportunities that they should have.

The Solution - Fulfill

Fulfill offers a decentralized solution where fans will have the capacity to own and deal with their group in a simple way.

Fulfill is one platform where the football clubs, players and fans collaborate for a better experience. Fulfill consolidates the feelings of fans and support i.e. sponsor the club on behalf of the fans. Fulfill acts as a representative of fans and the members of Fulfill can gain many benefits and dream-like merit (sponsored merit) obtained by cheering the club through their sponsorship.

By using Fulfill platform, football fans will be able to

- Purchase tickets and goods of famous clubs at an early date.
- Purchase VIP tickets and rare goods.
- Participate in special stadium tours and training center tours.
- Have the opportunity to meet famous club players.
- Join a secret event of the club.
- Propose event planning to the club.
- Propose business plan to the club.



Fulfill helps team managements to

- Improve decision making, using crowd wisdom.
- Enhance crowd support and the number of fans.
- Improve the relationship between fans and team managements.
- Raise more funds or sponsorship deals
- To improve their publicity and brand value

Fans will now be able to cooperate with and impact their teams, clubs and most loved players through innovation and technology. Then again, team owners could utilize it as an approach to specifically impart and collaborate with their fans more effectively and efficiently.

Features of Fulfill

- To sponsor the world-renowned club on behalf of all the fans around the world.
- To make the process simple so that anyone can easily obtain the sponsorship benefits (precious products and experiences) handled by globally famous clubs.
- Gradually expand the scope of sponsored offerings and offer sponsorship benefits to the fans of the five major European leagues (UK, Italy, Spain, Germany and France).

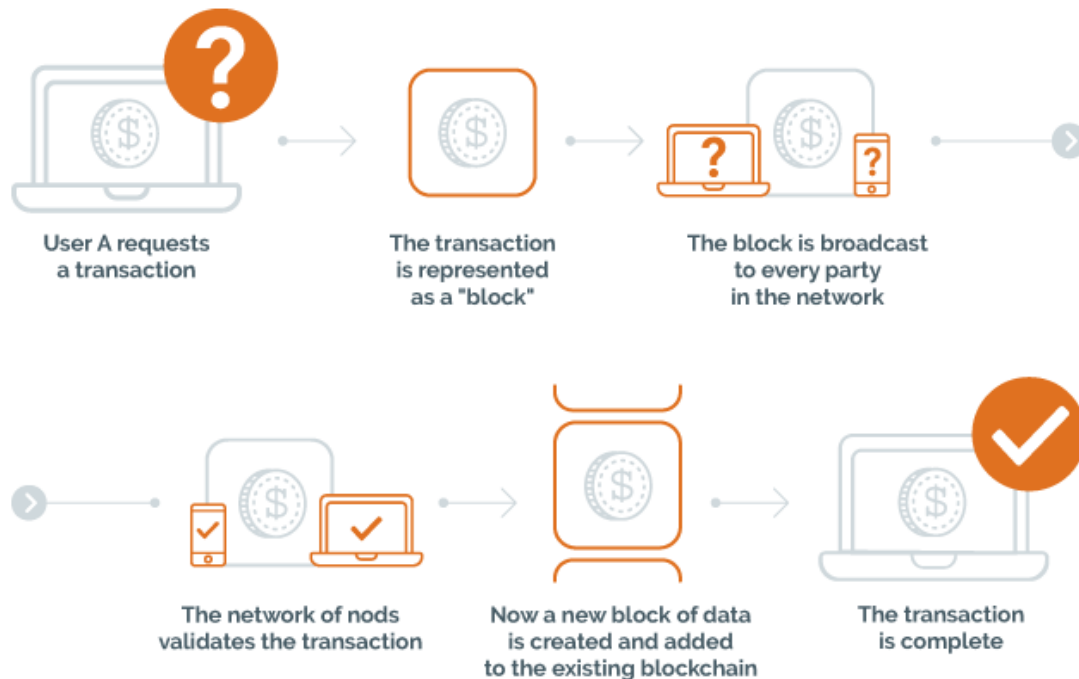
Fans (Coin Owners) and Fulfill operate on mutual cooperation. Fulfill will represent and sponsor famous clubs by consolidating support from coin owners. By sponsoring a famous club, Fulfill can receive benefits and services which will be returned to the coin owner by Fulfill. After cashing benefits and services, we will further sponsor clubs.

Technology

Block Chain Technology, by design, is inherently resistant to modification of the data. Once recorded, the data in any given block cannot be altered retroactively without the alteration of all subsequent blocks which makes it more secure.



HOW A BLOCKCHAIN WORKS



With Ethereum Block Chain Technology, we can create a smart contract that will be executed only when certain terms and conditions are satisfied. A smart contract, also known as a cryptocontract, is a computer program that directly controls the transfer of digital currencies or assets between parties under certain conditions. These contracts are stored on block chain technology, that also underpins bitcoin and other cryptocurrencies. Smart contracts are very secure and cannot be altered even by its own programmer.

As soon as the users meet the requirements of the smart contracts, the smart contract will send them the tokens, otherwise the FFL coins (Fulfill Coins). These coins will be deposited into their respective digital wallets i.e. Fulfill Wallets.

Fulfill implements ERC20 Tokens. ERC20 which stands for Ethereum Request for Comment is a technical token standard used for smart contracts on the Ethereum blockchain. ERC20 defines a common list of rules that an Ethereum token has to implement, giving developers the



ability to program how new tokens will function within the Ethereum ecosystem. This token protocol became popular with crowdfunding companies working on initial coin offering (ICO) cases.

Fulfill Wallet

Fulfill wallet is the first step to using FFL coins. Every registered user will be able to access a wallet through which they can receive, store or spend FFL coins. The wallet interface will provide the Fans the following options to choose from:

- Buy FFL Coins using Ethereum/Bitcoin
- Receive FFL Coins
- Send FFL Coins
- Buy Game/Event Tickets
- Buy Goods and Merchandise

Fulfill verifies and confirms its clients before enabling them to open or access their records on the platform by following specific KYC (Know Your Customer) mechanism and Anti Money Laundering procedures. Following these procedures ensures the safety and protection of Fulfill users.

Every user, to register for a new account on the platform, should provide some basic details like his/her Full Name, Address, Date of Birth, email and other details. By following the instructions of the platform, users will be able to access their account, by clicking on the confirmation link sent to their respective email accounts.

User Interface and Application Features

Fulfill believes in creating a simple and user-friendly environment be it a website or a mobile application. Fulfill platform has various features for a better user experience.

Main functions are

- User registration for Fulfill



- Purchase Fulfill points (expensive, partially restricted) or purchase FFL coins (cheap, unlimited)
- Replace the Fulfill point or exchange with FFL coins

* Fulfill collects points gained from the user and aims to further sponsor the club and enhance the sponsored merit.

Fulfill builds and operates a base website to become a hub. On the website, there is content related to the famous clubs sponsored by Fulfill. There is content that can be used only by the Fulfill point or the affiliated coin owner on the website. Every service, including sponsored merit, provided by Fulfill can only be obtained from the Fulfill point or affiliated coin. In principle, Fulfill points are issued indefinitely, but the number of affiliated coins issued is limited. The value of any service including sponsored merit varies depending on the value of the affiliated coin.

Overview of platform

A user can view his/her transaction history, including information about withdrawals, deposits, the account security information, etc. The following are the features to be included in our platform

- Account Creation, authentication, adding a phone number, changing password / email
- Internal transfers within the Fulfill environment
- Deposits & Withdrawals of FFL Coins: viewing the history of deposits, withdrawals and transactions
- Merchant transaction history

Contents

Type	Contents	Effect
Goods (temporary)	Purchase of tickets and goods	Reduction to fans or investors
Chance (temporary)	Purchase special occasion	Reduction to fans or investors
Challenge (temporary)	Planning for club	Collect new business



Support (temporary)	TOPICS from club	TOPICS tossed
Media (temporary)	Media space by individuals	Monetize using media
Space (temporary)	Free space by individuals	Monetize using space

Business Model

Revenue points

- Commission fee for transactions performed in goods (temporary)
- Transaction fee for transactions to be done at the opportunity (temporary)
- Service fee accompanying the acquisition of rights by challenge (temporary) (interpreter translation and business support expenses)
- Ownership of some rights when challenge (temporary) is derived to business
- Sales fee for sale and purchase transaction of media (temporary)
- Sales charge of space transaction (temporary) sales transaction

Expenditure points

- Website construction fee, administration fee
- Website operation cost, renewal cost
- Sponsoring the club
- Cost during negotiation
- Interpretation translation fee
- Building relationships with clubs, maintenance fees
- Tax and legal costs