



FURTCOIN

WHITEPAPER



Abstract

Football has grown into a universal sport. This Whitepaper navigates from the history of football, with its links to Rugby, and how the sport has grown and advanced into a commercial sport.

Once upon a time, football was a sport that attracted fans from all the corners of the world. It was seen as a sort of unity, bringing fans from different countries together and uniting them.

Problems between communities and even countries have sometimes been settled with this sport.

The days have gone, where the sport was seen as an avenue to rewind, have fun and have fans loyally support their teams. It is now a sport where oligarchs and foreign business bodies sink their money into, expecting a vast reward, which leads the most important aspect of the sport, the fans to suffer.

The prices of the tickets seem to be on the rise, with fans without such an amount, not able to afford and pay for the tickets.

This White Paper talks about the problem of the current traditional system of football. It speaks on how fans are now treated as scums, having no say in their team's decisions. This document will speak on the creation of Furt Coin, a platform for fans and run by fans, and how Furt Coin intends to solve the problem.

Introduction

Football, or soccer, as grown from a mere sport kicked on the street to an international game watched by millions, and numerous clubs supported by millions of loyal fans.

Like everything, football had its days of humble beginnings. It didn't start from the sky but from the ground but has built its way.

Football has a history, and what is the history like.

History of Football

Football has been around for more than a hundred years, beginning in England in the year, 1863. It started when the association football and rugby football decided to branch off, following different paths. This made the Football Association to be created in England.

It was the first ever governing body of Football in the world.

Rugby and Football come from the same ancestry. If not for Rugby, Football might not have existed.

Football might have started professionally in England, but down the years, long before its creation in England, there have been quite a number of variations of the sport. Though some historians might believe that the variations of the sport cannot be said to be the history of the sport.

Anyway, it cannot be disposed of that humans have loved kicking the ball for thousands and thousands of years.

Normally, humans are more prone to play using their hands before the popularization of football. It's the natural tendency because to those that lived in the past, playing ball with one's leg was a Herculean task compared to playing with the hands.

It was noticed from the beginning that playing ball with one's legs was not easy, and the lack of rules, or forms of protection and prevalence of rough tussling for the ball, all made the game seem tedious.

After taking into cognizance forms of scientific evidence, it was seen that the beginning of the sport can be traced to a military manual produced in the 2nd and 3rd centuries BC in China. In the manual, there was an exercise that seemed like soccer.

In the Han Dynasty, a variation of the game of football was seen there, and it was in the form of Tsu' Chu.

It involved kicking a ball stuffed with feathers and hair, with leather covering. The hair and feathers were stuffed into the leather covering via a hole, which measured between 30cm to 40cm in width.

Another variation had players who were not allowed to aim at the target without obstruction.

Here, there was the need for the player to use chest, feet, back or shoulders while also fending off the obstacles- opponents' attacks.

The usage of the hand was not permitted.

A variation of the game, seen in the Far East, was far different from the aggressive Tsu' Chu.

The game was called the Japanese Kemari. It originated about five hundred years ago and still continues to be played. Here, there is no competition or the need for struggle.

Players were expected to form a circle, while they passed the ball to the other, in a very tiny space. The players had to make sure that the ball didn't touch the ground.

A variation can be seen in the Greek 'Episkyros'.

Though little is known of it. According to the little known, it was a lively sport.

Then there was the Roman 'Harpastum', which was also lively.

The Harpastum was played using a very small ball, with two teams. A rectangular field was used, which had a center line and boundary lines.

The aim was to move the ball through the boundary lines of the opposition team. The game was known for about 700 years after its origins.

Some Romans might have brought it with them as they came to England, but Historians do not see as the major forerunner of football because it was not admired by Britons. The reason was that Britons didn't see the need to use their feet to play a ball.

Then, football was played for fun, how did the commercialization of football that is threatening to nip the sports at its prime start.

History of Commercialization

As football continued to grow and spread around the world, some delegates from countries like Sweden, Netherlands, Belgium, France, Denmark, Spain, and Switzerland came together in 1904 to form FIFA.

This body was crafted to encourage football. Fifty-one members had already joined FIFA by the ending of the 1930s. Immediately after the World War II, the number increased to 73 in 1950.

By 2007, FIFA had over 200 members all over the world.

With the creation of the body and growth of the game came commercialization. The introduction of Commercialization moved a game once known to be played by gents to an industry worth multi-billion.

Billionaires have now taken over the scenes, buying up clubs, and turning it into business ventures.

Commercialization started in the 1980s with the removing the limits for clubs to make money. It started with Tottenham Hotspur FC been floated on the stock exchange.

From there, it has grown to a state that it worries fans a lot. Now, fans have to deal with the high prices of club merchandise like jerseys, increasing prices of tickets. These have combined to make fans feel like they mean nothing to the clubs.

Vision

Furt Platform was created at a point where the fans are no longer treated right by the clubs they owe their loyalty to. The platform is trying its best to sanitize the mess that unscrupulous club owners, members of governing bodies have created because of their greed for money.

Furt is using blockchain technology to wipe out the mess created. Blockchain technology has a lot of uses in the real world, from the medical field to even agriculture. It is a public distributive ledger that cannot be tampered with, meaning that records cannot be altered. Corruption and other kinds of frauds will be clamped down with the introduction of Furt.

Furt intends to buy back the clubs from the oligarchs, expensive hedge funds that have snuffed out the lives of clubs, annihilated the fun that comes with football, and grossly exploited us, the fans. A drop of water, working with other drops of water, make up the ocean. That's what Furt intends to do. We intend to let the oligarchs know that we are sanitizing the system.

Furt Platform intends to also allow members benefit from the huge profits made from the football industry. Yearly, billions of dollars accrue to the industry, and the money is shared by only a few. The fans end up giving, while the few at the top feed on the fat of the land.

We, as the proletariat, fighting against the bourgeois in the form of the club owners and the members of the governing body, will bring about the redistribution of the funds back to clubs' fans. Fans have to earn too. That's Furt's dream.

Business Model

Furt Platform is a platform created by fans, and will be run by fans. It will be a democratic system, meaning users of this platforms can vote on the block-chain, for decisions to be made. Each user will have one vote, meaning that no user is made important than the other.

Our blockchain technology will ensure that no form of rigging or fraud is permitted. For any major decision to be made, a vote will be done. The results will be compiled using our fast smart contracts technology. The results are made available and users can crosscheck the data, allowing for transparency.

We intend to buy back clubs, one after the other, from the money, made. The clubs will then be run by their fans, and major decisions are made via votes. The voting system is fast because of the technology, meaning that a vote can be done, and correlated under few minutes.

The earnings from the clubs will then be shared to users based on their percentage of contribution. Users have a lot to benefit from using Furt Coin. They will be availed the opportunity of having discounted tickets and football merchandise.

As a business venture run by fans, Furt will have a lot of sources of income. They are below.

Sources of Income/ Cost Incurred By Clubs.

Clubs incur a lot of costs, some grossly exaggerated and totally not necessary. Over the years, some ineffectual team members and even club officials gulp down a lot of money exploited by fans, who have to toil before they can cough out the money.

With the way things are going, fans without bags of money might not be able to afford tickets and club merchandise, which is disheartening. Fans are continuously exploited because club members want to feast on the fate of the land.

Using the English Premier League as a case study, below are some major costs:

Transfer costs:

These gulp a lot of money. The last season was very high, and it is still expected to increase by about 5% in the next transfer season. This will occur because of the rules neely implemented of financial fair-play next transfer season.

Player's wages:

Here, wages are expected to increase at more than ten percent. Players already earn so much. From 2009 to 2010, the wages increased by 5% in the English Premier League, and in the Championship, it increased by 6%. For four years now, the wages in the Championship have continuously increased at about the double of the rate of growth of revenue. The cost of wages is a big problem.

Players are meant to be taken care of, but the wages of players have continued to make clubs exploit fans and look for other means of exploitation.

Research has shown that a time might come when football will no longer be valued because fans will get tired of football and look elsewhere for other forms of entertainment. Furt Platform is trying to prevent such by stemming the exaggerated income coming clubs and teams' members.

Clubs have to deal with other costs like Stadium, flights, operational costs, and so on.

Currently, some clubs are currently running at deficits, meaning that the clubs will have no other option but fold or get sold to other oligarchs who are not interested in the spirit of football, but solely interested in making money.

Sources of revenue include:

I. The Matchday revenue: Fans get exploited through the means. The source of this include the gate receipts, membership and season tickets, though not exclusive to these.

II. Revenue from broadcasting when international and domestic competitions are played.

III. Commercial revenue: This revenue comes from merchandising and sponsorships. Fans are exploited through merchandising. Every loyal fan always has the need to own his or her club's merchandise. These days, getting a complete kit is so expensive. The prices of Merchandise can easily be reduced if the leakages that not clubs have been closed. Furt Platform intends to close unnecessary leakages while ensuring the clubs are afloat, and players taken care of properly.

Clubs make a lot of sponsorships.

To understand how sponsorships work, let's look at the case of AIG and Manchester United.

This sponsorship is a 4 year one, where £56.5m is expected to be paid over a period of four years, meaning £14.1m will be paid yearly.

Broadcasting source of revenue comes via the distributions made by UEFA on the Europa and Champions Leagues.

The distributions made tend to make up about 20% of the broadcasting revenue shared to the largest clubs that sell individually, their domestic rights. The percentage then improves to about 30% of revenues earned from broadcasting who collectively sell their domestic rights. The largest percentage is the over 54% of revenues earned from broadcasting that accrued to Bayern Munich from the UEFA distributions. The club is the only German club found in the broadcasting top 20.



Problems of Traditional Football System

The current form of football and its management is fraught with a lot of issues like corruption exploitation of fans, the death in the fun aspect of the game, the predominance of gambling in the game

The Case of Corruption In Football.

Corruption in football is not new. It has been noticed in the cases of matches getting fixed, referees paid off to be partial to those who gave the bribes. Sometimes, the key players of a team are approached and offered money to not be at their A games. Sometimes, they are even paid to concede goals. Those forms of trying to rig the game have allegedly been looked into by the governing body, but when the governing body is the hub of corruption. What happens?

Sepp Blatter, the then Fifa President, and the top members of the governing body have been embroiled in a corruption saga.

Three years ago, Sepp Blatter made an odd announcement to the world, saying that Qatar would be the host to a globally acclaimed sporting event. It shocked a lot of fans and enthusiasts, who felt that the announcement was absurd.

When weighed through the usual criteria, it seemed totally lame. With the scandal, we can now say what prompted the decision.

The reason was that a Qatar company decided to buy the World Cup.

The event was meant to be played in Greenland and in the midwinter, but all of a sudden Qatar had it.

The whole football federation was shocked and was despaired by the news. Playing in Qatar seemed absurd because football was a game that involved physical exertion. How could they expect the game to get played in a very hot desert, with a summer temperature of over 50C? Another 50C and it would have been the temperature of boiling water.

Another issue that made the announcement seem absurd was that Qatar didn't have the stadia set.

All the 16 stadia that were meant to be used for the tournament would have to be built from the scratch.

Such a case would mean a lot of the stadia would be built with substandard materials, inept workers because there would need to build the stadia on time.

Fifa has tried to come off as a body free of corruption, and that can be seen in its claims of having a top-notch ethics committee.

Every case of corruption and misappropriation found in the world's football governing body can be said to have been found out by investigative journalists and not the alleged ethics committee or internal policing of the body.

Such cases have been found out by Andrew Jennings and co.

When such findings are made and publicly stated, FIFA has always continued to hide being a lot of legal terminologies.

Another case can be seen in the World Cup held in South Africa in 2010. Here, there were claims that the football event would aid the growth of the country.

In the end, it left the country with a pile of debt and white elephant projects. The world governing body, and other governing bodies of football have all been corrupt. How does that concern us? Some fans might ask.

Fans have always been ignored. Without fans, football is as good as dead. If all the fans stopped supporting or watching football, football will be a dead game within the second. We are the reason football exists. Then why are we taken for granted?

Let's break this down further.

A fan from Brazil has a great reason to be concerned. Imagine a body with so much corruption dripping from its veins having great influence over the growth of your country.

As a relative to a Nepalese, a fan has to be alarmed because the body is so lackluster in its interest in the wellbeing of its workers.

Above all, as a fan or a player or an enthusiast or a stakeholder, it is sad that the game we all love is policed by bodies that do not care about the sport or the fans.

If the body that is meant to govern is corrupt, how then can we be sure that issues like bribery of match officials, match-fixing, cases of corruption done by betting syndicates do not exist.

This affects us as fans.

Gambling

Gambling in football is common. Here, fans or enthusiasts place bets, stating which clubs would win, by what goals and other parameters.

It is a multi-billion dollars business. This means that a lot of bettors go to any length to win back their money in more folds. They go as far as bribing referees, bringing clubs, players and fixing matches.

Cases of match-fixing are common news and are predominantly seen in lower leagues, though they still exist in the larger leagues. These unscrupulous bettors remove the fun that loyal football fans enjoy from watching football. They rig the match to their favor, which affects the fans negatively. Some gamblers go as far as faking their bets just to win. Furt Coin and its usage of blockchain technology solve that.

Exploitation of Fans

The prices of tickets have continued to increase.

A lot of these clubs know that we, fans, are dedicated and loyal to clubs. Our loyalty allows us to spend a lot on these clubs, yet we are not regarded.

We have no say in how clubs are run. Some clubs go as far as going against the ideology of the clubs for money.

The high prices of tickets mean that the game of football is gradually being left for those fans with money bags. How many fans can pay above £100 to watch their favorite clubs play?

How many fans can cough out a lot to pay for club merchandise? The prices of both the merchandise and tickets continue to increase, not minding that they are already expensive for fans. The clubs do not care about the fans.

With the way the prices continue to climb, it might come to a stage where only the elites will be able to afford to support teams.

A lot of clubs are involved in Price discrimination

Clubs continue to exploit price discrimination as a means of earning funds, at the expense of fans.

Here, they charge different prices to different fans for the same good or service.

This has been predominantly experienced by fans of Liverpool, traveling the country and supporting their team.

April of last year, fans of Liverpool got charged £50. The ticket was meant to allow them to watch an away match at Hull.

The same season, during August, Stoke City got charged merely £16 at the same Hull. This means that fans of big clubs have to pay a lot to watch football.

In 2013, Manchester City fans paid £62 to watch an away match in Arsenal, close to twice the amount they paid when they watched Southampton's match. The clubs claim that they use it to fix the stadium and other excuses. In actuality, the funds are used to line the pockets of the few top members of the club. That's where Furt Coin comes in. Blockchain Technology has been used in various aspects and is known to bring transparency to any system it is used on. The Blockchain technology records data and information, meaning that it cannot be tampered with. Hackers cannot hack into the platform and change data. The data are always there and can be used for audits or to resolve disputes.

Furt Coin Platform

Furt Coin platform is one created by fans, run by fans. We know that football fans are tired of how many a clubs are run. They are tired of how clubs are run like business ventures, only out to exploit their fans and make more money at the expense of their fans that have tirelessly supported them, at every step of the way.

Furt Coin Platform is a community of football fans from all over the world that are tired of the way the traditional football is run by an oligarchy, who buy football clubs for the intent of exploiting the spoils of the land.

We are growing weary of the corruption that has taken over the loving game. Such a case of corruption rocked the governing body a while back. If the governing body can be plagued by corruption, what then happens in clubs?

Clubs might say that Adam's Smith laissez-faire system or the market's invisible hand decide how the clubs fix their prices.

We know that the prices if care is not taken, will increase greatly to the extent fans might get tired and boycott the game.

We, at Furt, believes that fans deserve better than the way clubs treat them. Clubs are given undying loyalty that no other brand can boast of, not even Apple. If other brands have treated fans the way clubs treat their fans, the brands would have long be boycotted.

The emotional attachment has made fans swallow the phlegm but how much can we swallow?

Youngsters, whom their parents cannot afford the expensive tickets, cannot bask in the euphoria that comes with watching a game live.

Why Furt Coin?

Furt Coin is the currency of this platform. It allows users and fans to benefit from the incredible features and benefits Furt has to offer. An owner of a furt Coin can key into the benefits this platform has to offer. The coin can be traded or exchanged in a crypto-exchange.

As time goes on, the price of the coin will increase because a lot of humans love football and will key into the advantages that Furt offers. There will be a high demand for the coins. Following the Economic Law of Demand and supply, the higher the demand for the Furt Coin, the higher the worth of the coin.

Furt Coin uses blockchain technology.

The usage of blockchain technology means records are not stored in one place. This means that if a hacker tries to tamper with a node, there are millions of nodes that have to be tampered with. The millions of nodes will have the right information. Once the nodes find out that a node is bearing a wrong information, the rebellious node is circumvented. For a hacker to hack into our blockchain, it has to change the millions of nodes simultaneously, which means there must be millions of hackers trying to hack into the system.

This is not profitable, hence is one of the safest systems on earth.

Applying the blockchain technology to the world of football has a lot of uses. Furt Coin is interested in bringing the uses.

Furt Coin's usage of blockchain technology introduces the security feature. Here, fans are sure that their funds and information are secured. Some of the football platforms, like social media platforms, have been known to sell data to third parties, without users knowing. This is a strong case of violation of trust.

Furt Coin is built to allow users to freely trade, buy merchandise and enjoy the benefits of the platform without being scared that someone is having a glance at the user's information.

Furt Coin's usage of blockchain technology means that Stadium security will be guaranteed. As Furt continues to buy clubs after the other, there will be a need for stadium security.

Since we are rebelling against the traditional system, where only a few benefit, we, as fans of football want to ensure that the stadia have security. In the aspect of security, blockchain technology can be used in ticketing and gambling.

Gambling has many advantages, but the unscrupulous nature of some gambling pundits is negatively affecting the world of football. Some gamblers go as far as faking bets to win.

Some go as far as trying to bribe officials to win. With the introduction of blockchain technology, fans can be sure that no unscrupulous gambling bandit is somewhere trying to falsify or commit fraud.

The blockchain technology is equipped to record who placed a bet, where and when.

Furt's Usage of blockchain technology will aid Football marketing.

Furt is not one platform that merely wants fans to buy clubs, without putting in place mechanisms for running the clubs fans buy.

Currently, a lot of sports venue are clueless about who and who come to the stadium. Some friends allow their friend to use their tickets.

The traditional club marketing system doesn't allow clubs to know who used the ticket, thereby removing the funds that could have been made via club marketing to the spectators there.

Furt knows this is an important source of revenue that can be earned, used to further develop the clubs and distributed to fans in form of income.

Our using blockchain technology allows us to know who used the tickets.

In cases, where fans complain of their tickets getting stolen, with our blockchain technology, we can tell who used a ticket. This is to ensure fans are protected.

Furt's Usage of Blockchain Technology will cut costs

There are a lot of leakages in the system.

A representative and lawyer from Wiggin LLP, a legal firm, after thoroughly researching on sports and the blockchain technology have seen important uses that the technology can be put into in the world of football.

It can even be used in the drug testing field.

Fans can now stream football on their phones. The usage of blockchain technology can trace the income, reduce the leakages.

Furt's using blockchain technology means that fans can now trace the income, and costs of their favorite clubs, and even earn from the profits.

In the aspect of cutting cost, our usage of smart Contracts technology means that the millions expended in hiring third parties are removed.

Furt's using blockchain can allow fans trace the rights which have been licensed and those not exploited. Our using smart contracts technology also allows automatic payments to be done. Our using of smart contracts ensures that money or property to get exchanged automatically, with transparency. It removes the need for third parties.

This saves costs and makes auditing possible.

Furt introduces its coin, the Furt Coin.

Imagine being able to be part owners of your favorite football club, while also being able to trade with a cryptocurrency that offers user safety and fast payment system.

Furt Coin is a cryptocurrency that allows users to be able to benefit from Furt Coin.

The Coin can also be exchanged and traded in crypto-exchanges.

Furt Coin Platform is created to annihilate corruption in the System Corruption is a plague in the world of football, and that could be seen in the case of FIFA, gambling pundits, and even fixing of matches.

Day in, day out, these unscrupulous fellows continue to exploit the system, thereby ruining what football stands for.

With the usage of smart contracts and blockchain technologies, Furt is reducing forms of corruption, since information and data are tied on the blockchain for auditing.

Furt is leading a revolution.

Fans are tired of the negligence that comes in form of high ticket prices. About 10,000 fans of Liverpool organized a walk-out while the club played because the ticket was very high. Some were £77. Some were higher.

Their action led to a larger campaign as groups made by fans, like the Football Supporters Federation (FSF) have made plans to have more walk-outs while games are ongoing.

Furt is trying its best to sanitize the system.



Features of Furt Coin.

Decentralization

Furt is decentralized, meaning that transaction is peer-to-peer. There is no central body that determines how things are done. This reduces any form of corruption because there is no centralized body that will collude the system. Major decisions are made via votes.

Payment is done from user to user. Exchanges are done from user to user. There is no centralized body that can gather data and resell it to third parties.

Fans are the owners and users of Furt.

Immutable

Immutability means 'cannot be changed'.

The immutability of our blockchain means records cannot be changed. Your personal data cannot be hacked into, stolen or changed.

Transactions done on the blockchain cannot be tampered.

This means that no one can try to cover up any fraudulent occurrence or try to cheat the system. Not even the system's administration can do that.

Data Redundancy

Here, the same data are stored on all the nodes. This means that the information or data cannot be destroyed or tampered with. It can be accessed from anywhere in the world, as far as the user is on the platform.

Even when the system is hacked, information cannot be changed with this feature.

Low Transaction Cost

Here, the cost of a transaction is low. With the usage of smart contracts and our payment options, users can use the Furt Coin to access the platform, pay for items and even exchange or trade it

The costs that usually occur from having middlemen is cut off.

Using Furt as a payment option reduces the cost of transaction to the barest minimum.

Privacy

With Furt, users and fans have control over their data, meaning that no one can have access to your data except you give the person permission.

Our usage of the blockchain technology is in line with the EU's GDPR, General Data Protection Regulation. The GDPR is trying to ensure that every organization with users' data should be able to keep them safe and provide that they got the user's permission before the data was shared. It should also show where the data went to, and what it was used for.

Furt believes that reselling of users' data is wrong.

Furt is built on such premise.

Borderless

Furt Coin can be bought anywhere in the world, especially in countries that did not ban cryptocurrencies. Transactions can be done using the coin from anywhere in the world to anywhere in the world. The coin can be used to pay for products, services or traded. That means a user in Germany can trade with another user in the US without bothering about geographical barriers.

A user in Italy can join other fans to buy his or her loyal club in another country. A user in South Africa, in collaboration with other fans, can purchase a club in England. It is borderless.

Fast

Furt Coin is fast. The transaction speed is so fast and is not bothered by the scalability problem. Furt coin transaction time is faster than Bitcoin which still battles with the scalability problem.

Transparency

Transactions on Furt Platform are transparent, meaning that users can easily verify the transactions on the platform because our blockchain technology verifies and stores the transactions on the blockchain. Data cannot be changed on our blockchain.

Safe

Blockchain technology is one of the safest technologies in the world. Unlike centralized platforms that are easy to hack, steal, information from, tamper information or falsify them. Our blockchain technology is safe. That doesn't mean Furt doesn't have an underlying security fabric.

Benefits of Furt Coin

Fans Own Their Clubs

Furt Coin is availing users the opportunity to buy their favorite clubs out of the hands of business moguls, interesting in raping the clubs of their wealth. Furt Platform is one made by fans, who want to battle against inequality against the 1% taking over football. We, the proletariat, want to own their clubs and run them properly.

Furt Coin is availing users opportunities to do such.

Furt Platform intends to give football back to the working class. We will do such by buying back clubs from the rich hedge fund and giving it to fans. Fans should use their cash to protect the football clubs and make all the profits. After buying the clubs, Furt will ensure that fans earn from the clubs. Football is a bonding factor but clubs are now being commercialized. We, at Furt, want to stop it. We want to develop home ground for clubs.

Being a participant in Furt Platform allows you the opportunity to be part owner of your favorite club, run the club properly, benefit from the income, and have the feeling that your club is properly run.

Fans, Participants of Furt Platform, have access to cheaper tickets and merchandise.

Furt wants to fans to get tickets and merchandise at cheap prices. Fan-owned clubs will avail fans that opportunity.

Fans Have The Opportunity To Rescue Their Favourite Clubs From Debt

Fans are loyal and have invested both money and their emotions to clubs. Many travel with their clubs and cheer them as the players play, but what do they get in return?

Anguish and sorrows.

A lot of clubs get bought by firms, raped of the goodies and thrown aside. It's sad that friends and ownership are taking away from fans and given to hedge funds who only care about the money.

The rich hedge funds or oligarchs buy the clubs, then take a loan with the club, using it as collateral. The prices of tickets then go up to pay back the loan. Fans, since we are loyal, keep putting more money.

Clubs, then expend about 95% of earnings in buying expensive players.

The hedge funds and oligarchs sell the club for profits while putting the club in debt.

Users of Furt Platform can be sure that the clubs once bought by fans will be run by fans properly, and clubs do not have to be tossed around like toys.

Fans Make Profit

The sources of revenue to clubs have been discussed above. When we cut down the leakages from the expenditure aspect. Profits will be shared among fans. Fans will earn dividends.

Fans Make The Decision

Clubs now, do not care about the stance of fans, which is wrong. Their feelings do not matter. Commercialization of football has made the thoughts of fans to not be considered.

Fans are the ones that cheer, without being paid, when their clubs win. They feel the anguish when their clubs lose.

Why are they not considered?
With Furt, fans make the decisions.

Automatic Smart Contracts' Feature

Smart contracts technology is one that has changed the way properties and documents, even funds are exchanged. It removes the need for third parties, meaning that users do not have to spend a lot on notaries or lawyers.

It is automatic, meaning that once the tenets of the agreement are filled in, the agreement will be followed to the latter. The agreements cannot be tampered with, meaning there cannot be a breach of an agreement.

Furt allows users to easily enter into the smart contracts technology, an agreement that will be followed. The transaction cost will be reduced. Apart from being part owners of clubs, fans can use this platform to create smart contracts.

Marketing Strategy

Furt knows that marketing is key for the platform to succeed. Furt will invest a lot in the marketing of this platform and genuinely appeal to the feelings of fans who have been wronged and wronged by the traditional football system.

Furt will take advantage of social media platforms.

A lot of football fans are online, on the different social media platforms.

Furt will launch campaigns on social networks like;

- Facebook,
- Telegram,
- Instagram,
- WeChat,
- BitCoin Talk,
- Reddit,
- Pinterest, etc.

Furt will also be visible on popular blogs. We intend to be seen in both sports especially football blogs and blogs that speak about cryptocurrencies like Medium. Furt is currently creating its own blog, where it intends to feed users and fans worldwide with the happenings in the platform.

Furt will not neglect the usage of traditional media platforms. We will advertise in newspapers, journals etc.

Since we are offering a unique product, different from the hundreds of cryptocurrencies in the market, Furt will easily break into the market with our combined marketing strategies.



ICO Information

Coin Name: Furt Coin
 Crypto-payment option: ETH

The soft and hard cap
 Sort cap 17000 ETH
 Hard cap 60,000 ETH

Maximum tokens to be generated: 14,360,000,000

ICO: 5,000,000,000

Future Operations: 6,924,000,000

Furtcoin team: 1,436,000,000

Fans: 1,000,000,000

Minimum purchase 0.1 ETH

