



WHITE PAPER

by **OLE SPORTS TECHNOLOGY**

The first digital coin for the soccer industry
Using blockchain technology to revolutionize the sport



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ABSTRACT



Cryptocurrencies (digital coins) are innovating the financial transactions throughout the world. Each of these coins has its own purpose and a different development core. They have gained strength in the financial market since the first protocol was first created and shared in 2009, with the advent of Bitcoin. Bitcoin has been the driving force behind the cryptocurrency market for more than nine years, at one stage reaching USD 20,000 per unit. As a result, Bitcoin has led to new discoveries, and has shown that the new technologies have come to stay.

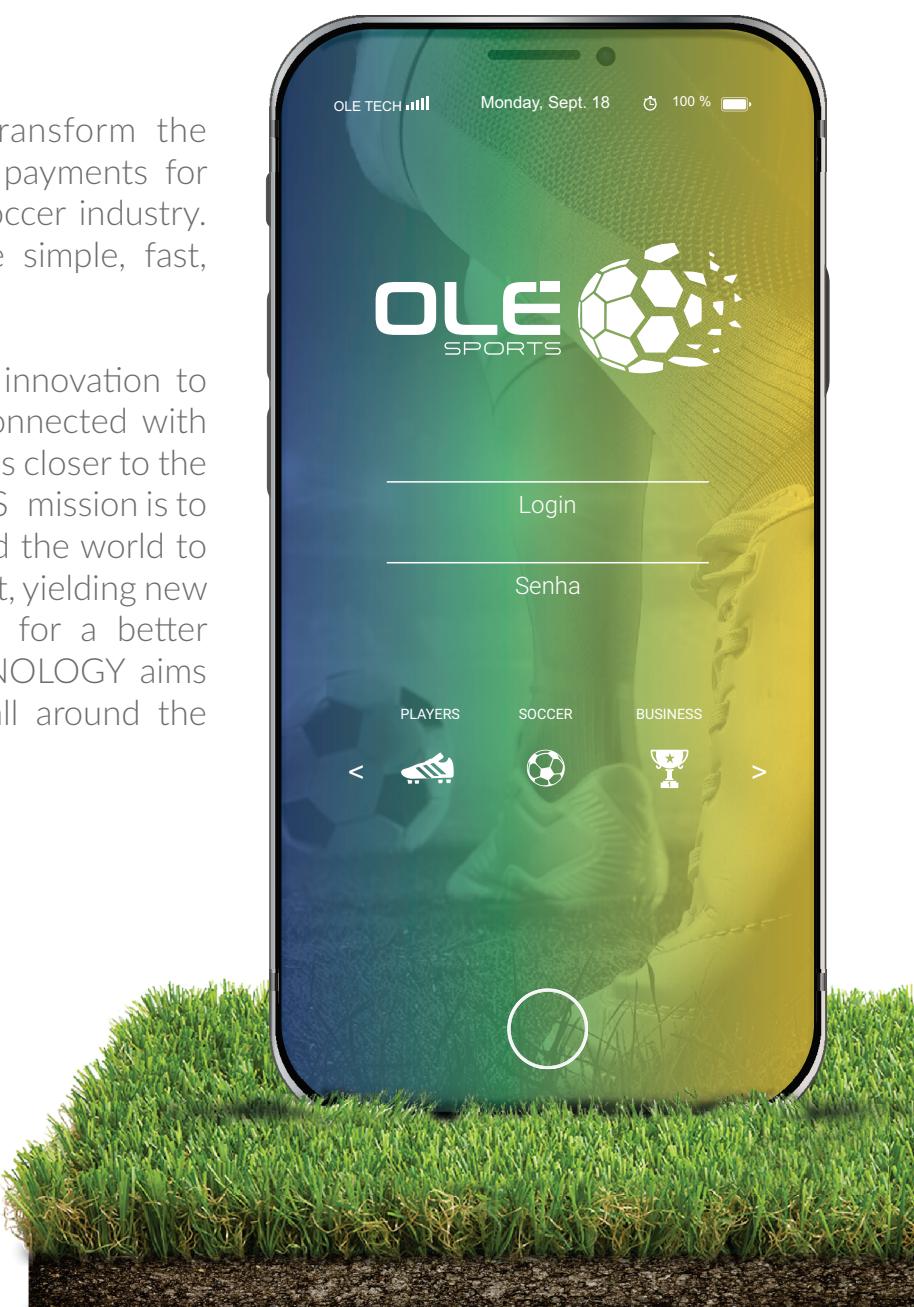
This whitepaper carefully explains how blockchain technology can be used to innovate the soccer industry and its transaction dynamics. Here, we show how soccer and technology can work together, and how everyone involved can benefit from the reliable blockchain technology.

INTRODUCTION



OLEX TECHNOLOGY will transform the circulation of value related to payments for products and services in the soccer industry. Using OLEX, payments will be simple, fast, efficient, and safe.

The main objective is to bring innovation to soccer and to all businesses connected with the sport. This will help bring fans closer to the clubs they support. OLÉ SPORTS mission is to encourage young people around the world to play and get involved in the sport, yielding new opportunities and cooperation for a better society. As a result, OLEX TECHNOLOGY aims to strengthen social projects all around the globe.



A PASSION FOR SOCCER



Soccer is a sport surrounded by feeling. People who play soccer know the good feeling during those minutes before the game starts. Those who watch enjoy the 90 minutes of a game that can bring unforgettable surprises. This is why every time a match ends, we cannot wait to hear the whistle announcing the beginning of the next game. Soccer has helped to settle conflict and creates opportunities for people to meet. It values talent and gives children opportunities to work all around the world.

Soccer advances as the world does. For example, technology is becoming part of the sport to help resolve controversies, thus bringing greater fairness to the sport. In addition, soccer balls have developed, becoming more modern. Shoes are now lighter and more comfortable. Stadiums are architectural delights, home to passionate fans who do not take their eyes off the field. Broadcasts are gaining in quality and becoming more dynamic, striving to include viewers in the game.

Despite the many innovations, problems remain. Many soccer players have left the market because they did receive the necessary financial support, and investors have suffered at the hands of greedy agents. Therefore, new business models are needed to transform society and to strengthen the beloved sport.



THE SOCCER INDUSTRY



Soccer is a worldwide sport, with the industry gaining in value. The challenges in competitions are increasing, marketing campaigns pervade social media, and transactions are increasing in value. The following graph shows the growth in the size of the European professional soccer market from 2006/2007 to 2015/2016 (EUR billion), according to Statista.com.



Soccer is the most widely supported sport in the world, shared by people everywhere. The soccer industry generates millions of dollars in revenue, involving many participants and markets. However, there remains significant opportunity for growth.

How can we improve the dynamics of communication, stimulate the growth of the sport, and improve the interaction between supporters and their favorite clubs, while optimizing the circulation of value in order to promote soccer? We believe this answer lies in using technology.

THE MAIN ACTORS IN THE SOCCER INDUSTRY



The growth and dissemination of soccer has given rise to demand that has created a complex ecosystem of relationships between the various actors in the sport, including a wide range of products and services. We have observed that this ecosystem is self-supported, circulating value, goods, and services between everyone involved. These include the following:

- **Ticket sales for games**
- **The production of official club merchandise**
- **The sale of sports goods in official or third-party shops**
- **Fan associations and memberships**
- **Team sponsors**
- **Advertising**
- **Food and beverage sales**
- **The provision of maintenance services to clubs and their stadiums**
- **Players bonuses**
- **Soccer museums and institutes**
- **Tourism**
- **Third-party events in stadiums**

THE MAIN ACTORS IN THE SOCCER INDUSTRY

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LIMITATIONS, COSTS, AND BARRIERS IN TRADITIONAL PAYMENT METHODS AND CIRCULATION

Currently, assets are circulated through intermediaries under the control of regulatory agencies. On the one side are consumers and the goods and services providers. On the other side are the banks, card operators, and regulators.



Within the traditional payments systems, the involvement of card operators and banks make transactions expensive and unnecessarily slow, decreasing providers' profits. Therefore, the existence of these intermediaries makes the system inefficient.

For example, Brazil is the biggest market for card holders in Latin America, with 75% of online shopping paid for using cards. As a result, we have the following situation, evident in many other countries as well:

1. A provider (i.e., a seller of services or goods) needs the intermediation of card operators and banks to conclude an electronic payment.
2. To receive credit or debit card payments, it is necessary to obtain or rent the necessary equipment.
3. The receipt of the value related to a payment made using a credit or debit card is not immediate. Debit card payments can take up to a day to complete, and credit card payments can take as long as 30 days to complete.
4. Additionally, the fees charged by card operators are high, for example:
 - Debit card: between 1,5 and 7% of the value of the transaction.
 - Credit card: between 2,7% and 7% of the value of the transaction.
5. The charges levied by card operators often make the sales of products or services unprofitable.
6. Consumers pay for these facilities as well. In order to use a debit or credit card, it is necessary to have a bank account. Then, consumers must pay for the facility, which may include annual or monthly fees, as well as fees per transaction.
8. Payments performed via cards are characterized by a lack of safety related to the effective receipt of the value. Chargebacks (when a client cancels a transaction) related to online purchases (frauds) amount to about 0.6% of all transactions.
9. In many places, opening a bank account requires significant time and effort.
10. Credit limitations.

Therefore, the presence of intermediaries makes transactions expensive and inefficient.

We believe that decentralizing the circulation of assets can optimize these relations and promote the dissemination of the sport, as well as support social programs based on soccer. To do so, we use Blockchain technology.

WHAT IS BLOCKCHAIN?



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"The practical consequence [...] for the first time, a way for one Internet user to transfer a unique piece of digital property to another Internet user, such that the transfer is guaranteed to be safe and secure, everyone knows that the transfer has taken place, and nobody can challenge the legitimacy of the transfer. The consequences of this breakthrough are hard to overstate.»

- Marc Andreessen



In simple terms, a blockchain can be described as an append-only transaction ledger.

What that means is that new information can be written to the ledger, while existing information, stored in blocks, cannot be edited, adjusted, or changed. This is accomplished using cryptography to link the contents of the newly added block to each block before it, such that any change to the contents of a previous block in the chain would invalidate the data in all blocks after it (@Forbes).

Blockchains are consensus-driven. A large number of computers are connected to the network, and to reduce the ability for an attacker to maliciously add transactions on the network, those adding to the blockchain must compete to solve a mathematical proof.

The results are shared with all other computers on the network. The computers, or nodes, connected to this network must agree on the solution, hence the term "consensus" (@Forbes).

This also makes the work of appending data to the ledger decentralized. That is, no single entity can take control of the information on the blockchain. Therefore, we need not trust a single entity because we rely on agreement between many entities instead.

The beauty of this construct is that transactions recorded in the chain are publicly published and verified, such that anyone can view the contents of the blockchain and verify that recorded events actually took place (@Forbes).

Blockchain impacting the soccer environment

Even though it's a billion-dollar market, with passionate fans willing to pay to collaborate with their clubs, progress is still needed and possible. The management of clubs needs to be transparent, and players need to be protected in terms of their contracts. Therefore, clubs need to be managed in a controlled, efficient, and collaborative way.

To solve these problems, sports management based on blockchain technology would make club management transparent, with immutable data that simply shows how fans access information. An unprecedented integration between blockchain and the base categories would give players the breadth of soccer that often does not rise to the professional due to schemes with entrepreneurs.

A blockchain-based transfer system would simplify the payment of players, with all data released in real time. Secrecy is sometimes necessary, particularly in the event of transfers of players between clubs. Managers can exchange messages using encrypted security, with their identification stored in the network as a hash.

For example, with the recent transfer of Lucas Saint from Paris Saint Germain to Tottenham Hotspurs, management resorted to using faxes to prevent information leaks. According to UOL Deportes, one of the reasons for the delay in the announcement was the exchange of documents. Since the beginning of the season, the Paris team had stopped using emails and started using faxes. The change occurred after Antero Henrique was hounded by leaks of e-mails, wiretaps, and other maneuvers. As a result, Porto FC set up a communication system that avoided the internet, because they found the tool to be too vulnerable to problems ([mhttps://esporte.uol.com.br/futebol/ultimas-noticias/2018/02/13/para-se-precaver-contra-hackers-e-vazamentos-psg-adota-fax-em-negocios.htm](https://esporte.uol.com.br/futebol/ultimas-noticias/2018/02/13/para-se-precaver-contra-hackers-e-vazamentos-psg-adota-fax-em-negocios.htm)).

Blockchain, what many are calling the Fourth Industrial Revolution, can provide a trusted network, point-to-point data transmission, and identity confidentiality focused on soccer management.



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“The changes currently seen are just the beginning of a whole financial revolution. The tendency is that the economy will change in the years to come. Not because of blockchain, but because of the continuous increase of the use of cryptocurrency”

(unknown author)



OLECOIN (OLEX) is the soccer coin. It has been created by our team using blockchain technology and has the purpose of making transactions less expensive and faster, increasing access, and improving the efficiency of all transactions within the ecosystem of the soccer industry. In doing so, we aim to develop the sport, increase the number of supporters, and make the sport accessible to more people, especially those who live in poorer countries.

Olé Sports Lab is the company developing the technological tools focused on the evolution of world soccer. By creating applications, panels, systems, and communication cores, Olé Sports Lab will meet the requirements described in the roadmap of brands, sponsors, fans, clubs, and players.

The Olé Sports Foundation represents all philanthropic initiatives involving OLECOIN (OLEX) and Olé Sports Lab. With a global plan of action, the demands of UN agencies that contribute to the achievement of the Sustainable Development Goals (UNDP/UN) will be integrated, and tools will be developed that contribute to the technological growth of social programs in communities.

SOCKER'S TECHNOLOGICAL CHALLENGES

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One of the biggest problems in Brazilian soccer is the lack of commitment by leaders to long-term results. The future seems to be limited to the need to win the next three pointsd. The pressure for security brings an obligation to make decisions focused on the very short term. As a result, there is no sustainable balance beyond raising a trophy at the end of the season. Professional management began to show a new course, following the example of Flamengo. Apart from being none of the most competitive teams in the country, Flamengo's innovations have produced a state of financial health worthy of one of the biggest soccer clubs in the world.

In terms of raising revenue, clubs are driven by two major forces: long-term television contracts and the passion of the fans (Analysis of Brazilian Soccer Clubs - ITAU BBA 2017). The latter attracts companies to conclude sponsorship contracts for wider exposure to their brands. However, technology such as the Internet and blockchain offer new opportunities to strengthen clubs in ways that have not been sufficiently explored.

Apart from the big clubs in the country, the industry needs help. Much attention is given to the astronomical salaries received by athletes. However, according to data released by the Brazilian Soccer Confederation (CBF), in 2016, 82% of players earn less than USD 1,000 per month. Brazil has 28,000 professional athletes competing in 680 clubs.

Considering that each club has, on average, 30 players in a squad, competition for places is fierce. One of the biggest problems is the lack of games available for smaller teams, where state championships are centered on schedules and dates that ignore how well a team performs in the tournament.

SAD REALITY IN THE LIFE OF MANY YOUNG SOCCER PLAYERS



MEANWHILE

OPPORTUNITY

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Development of a transparent portal with blockchain registrations for clubs (OLÉ Soccer Integration).

With the advancement of the Internet, new channels have been created to keep up with news from the team. Blockchain will enable clubs to share with fans, creating a transparent and immutable link based on shared information. The transparent blockchain portal can also be used by clubs' managers to publicize annual plans, opening up the opportunity for fans to share their opinions. Clubs that adapt to the tool and take the feedback from fans seriously will have a strong fan base. The tool will seek to identify the main problems faced by the clubs and suggest solutions from the fans themselves. In addition, it will enable the creation of projects aimed at reducing the financial difficulties faced by soccer players during and after their careers.

DEVELOPMENT OF A MARKETPLACE FOR CLUB SPONSORS

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To bring the companies closer to their fans, we will create a market place with exclusive offers from the sponsoring brands. This space will include perception surveys, engagement level, and lead-targeted advertising, where fans can purchase products and services at exclusive discounts. The platform will include a robust payment system based on OLEX TECHNOLOGY, our official digital currency, seeking to increase the membership rate of the clubs' "partner-fan" programs, creating a recurring revenue source.

CREATION OF A DECENTRALIZED POOL OF PLAYERS AND INVESTMENT IN SOCCER CLUBS

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Fewer than 3% of players realize their dreams of becoming a professional soccer player. In addition to training, young players face problems with entrepreneurs hungry for profit, a lack of psychological preparation, family structure, pressure for results, and a lack of opportunities. The lack of financial incentives means many players never get to pursue their dream.

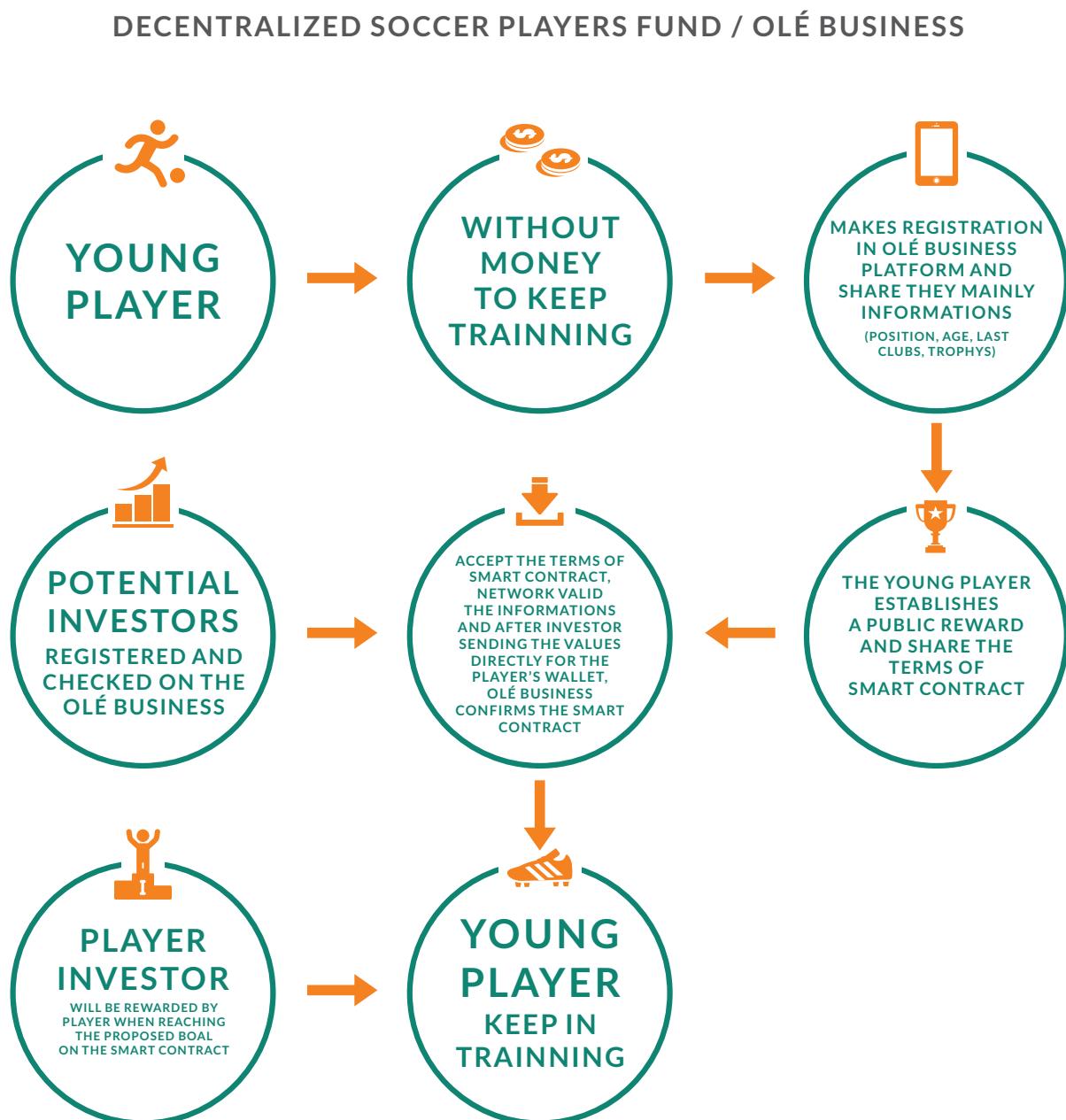
Olé Sports Lab will develop an innovative and decentralized business tool that will unite the passion of the fans with a new business platform. In this decentralized business platform, young players will be able to create smart contracts, registered on the Ethereum blockchain, with investors anywhere in the world.

Imagine a young player playing in some small African town who needs financial support to continue playing. This player can enter the business platform of Olé Sports Lab, register what they need, and reward people who choose to help him to acquire what he needs. Once the player proposal is completed and validated, any investor in the world will have access in real time and can accept the smart contract with the young player, sending value in the form of OLEX. In addition, in our platform can convert OLEX to Bitcoin, and send it to a registered wallet.



Using our decentralized pool of players, smart contracts can be created without the need for intermediaries, absurd fees, and bureaucracy, providing communication between players, who need an incentive, and small investors worldwide. The platform will also list those players who have fulfilled contracts and investors who have been rewarded. In breach of a published smart contract will be made publicly available as well.

Nothing will prevent a young player from creating a smart contract with an investor from another country, or even with a person who until then had not invested in soccer.





Contracts may be formulated in exchange for sports materials, travel tickets, participation in tests, sponsorship, or financial incentives for young players. Rewards may be stipulated in terms of shirts, tickets, special areas, private parties, or financial returns for a future contract.

Olé Sports Lab will bring supporters to a new business environment where they can invest in new players. This support is of the utmost importance to providing young people with stability in their transition to athletes and citizens. Buyers can follow players' development and receive first-hand updates from players with whom they have contracts via the decentralized blockchain technology development fund once the OPENING OR ACQUISITION OF AN OWN CLUB stage is reached on the Roadmap I.

The development of the players fund will take place in the third part of the OLEX sale, after the ICO of the digital currency. Fans who own OLEX will earn a percentage of the transfers of soccer players around the world. The fund may still consist of OLEX HOLDERS who previously authorized Olé Sports Lab to "hire" players, who in turn will receive a percentage of the profit obtained from a transaction involving a player.

Olé Sports Lab will enable fans to invest in specific club projects, as long as their plans are approved by the fans at Olé Soccer Integration. Clubs across the world will offer smart contracts with diverse benefits to new investors interested in supporting projects that will meet the needs of each institution. Fans can sponsor the construction of stadiums, acquire naming rights, among many other things.

THE PLAYERS FUND WILL BENEFIT THE SPORT

The players fund will benefit soccer in many ways, including the following:

1. Empower players and their new investors by reducing the strength of middlemen by using digital currencies.
2. Support new players in the training phase, seeking to increase the number of new players.
3. Bring fans closer to the clubs.
4. Bring new investors to a club's projects.
5. Create a new decentralized investment category for players.
6. Establish business between clubs and fans interested in the financial health of the teams.
7. Enable transfer processes with very few fees.
8. Send money to players, clubs, and fans worldwide using digital coins.
9. Create transparent transactions.
10. Create a public record of negotiations, bringing confidence to clubs.

DEVELOPMENT OF AN OLEX PAY PLATFORM

To facilitate the process of buying and selling players, products, and services offered by clubs, as well as by every industry that surrounds the sport, Olé Sports Lab will provide a trading platform where payments will be made using OLEX. To avoid trading problems between the parties owing to volatility in the currency, buyers make transfers using OLEX, and sellers receive amounts in the currency.

OLEX PAY can be used only by verified users. The goal is to generate business around the world without bureaucracy, territorial barriers, or high transfer fees. The payment tool will be used by e-commerce, stores on social media, and in the official social network of Olé Sports Lab.

The payment platform will have an unmediated connection with social transformation projects through sport that can disseminate work, receive donations from all over the world, provide transparency, and expand a project's areas of action through financial enhancement. The result is a decentralized, practical, and universal network of project supporters.

s4https://www.otempo.com.br/superfc/os-números-sobre-os-jovens-que-viramprofissionais-são-desanimadores-1.979424

https://www.brasildefato.com.br/2017/07/19/menos-de-3-dos-jogadores-de-futebolrecebem-acima-de-tres-salarios-minimos/

http://textual.com.br/wp-content/uploads/2017/06/Analise-dos-Clubes-Brasileiros-de-Futebol-Itau-BBA-2017.pdf

WHAT IT IS AND HOW IT FUNCTIONS

OLECOIN (OLEX) is created in a controlled and immutable way using an Ethereum ERC-20

TOKEN

OLECOIN (OLEX) Security Process: The security of OLECOIN is guaranteed by private keys and encrypted public keys. Imagine that OLECOIN's blockchain is a bank with multiple chests. Each safe has a key and an owner. A private key is a string of letters and numbers that confirms that the owner of the currency has authorized a transfer.

OLEX transactions: Transactions occur via wallets (virtual wallets), where coins are stored. OLEX are not stored inside the wallet. All balances and transactions are registered on the blockchain, and the wallet allows access to that balance, as well as making transfers or receiving payments in a way that is far safer than traditional banks owing to the various layers of encryption. Thus, the wallet only stores the public and private security keys. Then, it creates a connection so that the person can control their OLEX. It is important to have a wallet to be able to store your OLEX safely, especially if the goal is to store the coins for a considerable period. Exchanges and brokers are more frequently targets of hacking attempts than individuals are. Transactions work like any other cryptocurrency transfer: you choose the address you want to send the OLEX to, certify the amount, and check the mining rate (transfer rate) you are currently paying. It's just as if you were doing a bank wire transfer. The difference is that there is no bank limiting the transfer amounts and mediating the deal.

OUR TECHNOLOGY



Blockchain: Technical Information

<https://etherscan.io/tx/0xd44159f1a15d4aae413679a0489b1b4327bc61ee8320fcfd45bc4271591e1f3b>

Technology: ERC-20 tokens are tokens designed and used solely on the Ethereum platform. They follow a list of standards so that they can be shared, exchanged for other tokens, or transferred to a crypto-wallet. The Ethereum community created these standards with three optional rules and six mandatory rules.

Blockchain: Ethereum is a decentralized network of computers with two basic functions. The blockchain records transactions, and a virtual machine produces smart contracts. Because of these two functions, Ethereum is able to support decentralized applications (DApps). These DApps are built on the existing Ethereum blockchain, piggybacking off of its underlying technology. In return, Ethereum charges developers for the computing power in their network, which can only be paid in Ether, the only inter-platform currency. Depending on its purpose, DAPPs might create ERC-20 tokens to function as a currency, a share in the company, points in a loyalty program, or even as proof of ownership of, for example, an amount of gold or the deed to a house.

Token Name: OLECOIN (OLEX)

Smallest Unit: OLEZITOS

Blockchain symbol: OLE

Exchange symbol: OLEX

Decimal: 000.000.000.000.000.00

Max supply: 150.000.000 Million

Softcap: 25.000 ETH

Hardcap: 250.000 ETH

Certifications: BlockLab: BlockLab puts blockchain technology into practice. Based in Rotterdam, we have developed use cases together with engineers, developers, system players, and end users. Our focus is on energy and logistics. Capacity building and internationalization are supportive tracks.

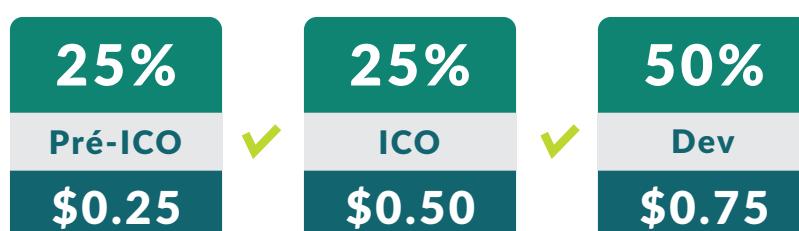
<https://cointelegraph.com/explained/erc-20-tokens-explained>

THE PROJECTS



Our awesome team of developers, using the best technology available, has worked hard to make this project a reality and to develop a cryptocurrency with the highest level of safety. This was done before the start of the ICO in order to prevent any questions related to the possibility of non-substantiation of the proposal for development. With total transparency, all details are available at www.OLESPORT.io.

TOKEN SALE ROUNDS



OLECOIN PLAYING TOGETHER!

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In order to fulfill our mission of creating opportunities for young people through soccer, we will support non-governmental organizations working in the sports field. These projects must be registered, analyzed, and approved by our network of managers and advisors. When executing a contract in OLECOINS, they will split 1% of the total number of units mined and also 1% under all amounts sold via the ICO.

OLE SPORTS LAB - 17 Sustainable Development Goals



The adoption of the 17 ODS signifies the acceptance of a common path for the development of all countries over the next 15 years. It is a "universal plan of action" to define the areas that must be prioritized to incorporate the three dimensions of sustainable development: social, environmental, and economic. More than seeking to integrate these dimensions, this plan aims at transforming current patterns of development into a new model that reduces poverty, income and gender inequalities, social exclusion, and degradation of natural resources, and promotes peace, food security, efficient use of resources, and other common challenges facing countries at different scales. The adoption of Agenda 2030 signals the realization by all that humanity can and should make choices through technological, social, and economic paths that maximize the gains for people and the planet, aiming at prosperity and peace, in a collaborative way, through partnerships. These are the 5Ps that summarize Agenda 2030.

The agreement of the 17 ODS makes clear the importance of social participation by considering that civil society plays an active role in collectively improving the living conditions of the population with governments. This belief is shared by the Brazilian government, which has social participation as the driving force behind its policies.

First, it is important to acknowledge that we are in a moment of great technological transformation that must lead us to a new model of development that is socially, environmentally, and economically better suited to human needs. These needs will only be achieved if everyone, both individually and collectively, corporations or in governments, set out to do differently what is within reach of their actions.

OLECOIN PLAYING TOGETHER!

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The UN System's task force in Brazil on the post-2015 Development Agenda includes the participation of 18 UN agencies and the Interministerial Working Group on the Post 2015 Agenda, bringing together 27 Ministries and organs of federal public administration to subsidize the Brazilian position in the negotiations for the preparation of the ODS. Brazil was one of the countries elected as a representative of Latin America and the Caribbean in the group of specialists of official statistical agencies on indicators of the ODS, within the framework of the United Nations Statistical Commission. The IBGE will be responsible for representing Brazil in this group, organizing all information producers at the federal level, in order to contribute effectively to the process of improving the ODS, and, internally, working on collecting data and statistics to monitor the objectives.

Understanding the global vision of this pact and knowing the full need for enforceable actions, which must agree with the 17 Sustainable Development Objectives, subdivided into 169 concrete targets that will be monitored by 300 indicators, the Olé Sports Foundation proposes a compromise for the execution of actions that conform to a new attitude toward the transformation of society. These are aimed at serving communities as a whole, including thousands of teenagers who may one day become great players, technicians, physical education teachers, or employees of sports institutions.

The proposed activities will be carried out with the collaboration of the Ambassadors of OLÉ, company partnerships, and signatory entities of Agenda 2030.

There is no doubt that social programs linked to sports are tools for social inclusion in Brazil. As a result, there is an increase in the number of people with disabilities who practice sports, contrary to the tendency of conformism and social isolation characteristic of such conditions.

In deprived communities in particular, sport prevents children and adolescents from turning to crime. In addition to the promotion of physical and psychological health, sport has an inclusive characteristic. Discipline and civility, indispensable for the performance of any sport, are acquired by practitioners and applied in various fields of life in society.

Sport offers the possibility of change for marginalized people, such as those with disabilities and those in situations of social vulnerability. Once allied with a quality education, sport becomes a transforming agent for people and situations.

Existing projects, such as Second Time, Social Soccer Schools, and Single Central of the Favelas (CUFA), which take sport and cultural activities to low-income children, already have excellent results and testimonies.

Therefore, the possibilities of inclusion, through sport, are numerous. For example, governors can increase the number of places for sport, parks, and courts, and can improve the structures present in schools, thus integrating sports and education and improving social interaction.

OLECOIN PLAYING TOGETHER!



Therefore, it is necessary to expand inclusion projects that use sport as a tool of change in such a framework, either through NGOs or by combining public and private initiatives for the improvement of society, such as soccer schools in complexes and housing clusters where resources are scarce. It would also be beneficial if there were more open-air academies and collective classes of aerobic exercise to improve the health, leisure, and wellbeing of the population in general.

Ole Action 1: Donation of part of the company's monthly net profit to institutions nominated by official UN agencies, focused on social transformation through sport, especially soccer.

Ole Action 2: Four official events held annually with the participation of the OLÉ AMBASSADORS TIME, with the income used for local projects to encourage the sport.

Ole Action 3: Support for sporting events from accredited UN agencies.

Ole Action 4: Allocation of 10% to the amount collected in the OLECOIN ICO process to UN accredited agencies that use soccer as a tool for social transformation.

Technical products expected from the transfer of subsidies to the UN System Brazil:

- Technical reports from training workshops held
- Technical reports from volunteer mobilization seminars
- Terms of adherence for institutions participating in the 17 ODS of Agenda 2030
- Registration of the portfolios of agencies that will receive the blockchain technology grant.

The commitment of Ole Sports Labs is an agreement made public for the first time in blockchain technology history. We are committed to achieving the 17 Sustainable Development Objectives of the United Nations Agenda 2030 (ONUBR) and strengthening sympathetic institutions to change lives through soccer and sporting practices.

OLECOIN PLAYING TOGETHER!



Ole Sports Labs is committed to implementing the following Sustainable Development Goals of the UN 2030 agenda:

Goal 1: End poverty in all its forms, everywhere.

First: Encouraging, through programmed donations, and promoting institutions that qualify for education and education through sport for children, youth, and adolescents. Second: Holding events in the 27 units of the federation that focus on ONUBR, leading partners, financial support, and collaboration within highlighted regions.

Goal 2: End hunger, achieve food security, and improve nutrition.

First: Encouraging, through programmed donations, and promoting institutions that qualify for education and education through sport for children, youth, and adolescents. Second: Holding events in countries that are in the ONUBR, focusing on leading partners, financial support, and collaboration within highlighted regions.

Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

First: Allocate specific funds for the purchase of computers, peripherals, and all the necessary structure to increase access to the Internet in new regions, providing access to global content beyond participation in the new digital economy.

Commitment: To collaborate with the increase in the use of the Internet worldwide, with a focus on the 4 billion people who still do not use Internet, 90% of whom are in developing countries.

Sporting events will be used to raise funds to subsidize the acquisition of materials.

The actions that will be carried out by Olé Sports Lab aim to serve communities as a whole and to provide better socio-economic conditions than exist today. The proposed activities will be carried out with the collaboration of TIME OF AMBASSADORS OLE and with company partnerships.

Through a PUBLIC PACT, made official for the first time in history in blockchain technology, this being a public record tool, we are committed to the achievement of the 17 United Nations Sustainable Development Objectives (ONUBR) and to the strengthening of serious institutions that focus on changing lives through soccer. The Ole Sports Labs will offer a technical visit for young talent to the headquarters of the House of the UN in Brasília - DF.

OLÉ SPORTS CITY

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01. Creation of a decentralized pool of new players

The digital investors will be able to acquire percentage of pass of the listed players in the fund, receive remuneration as valuation and sale of the player.

02. Convenience for transfer digital values

Digital currencies have broken down barriers in the financial market. Transactions happen all over the world in a matter of seconds without intermediaries or abusive fees.

03. Creation of our own soccer club

With the growth of the project we will buy our players, play official leagues and create an entire innovation environment within a club of its own.

04. Listing in international exchanges

In order to have liquidity in the currency, it is essential that you have the possibility to make the purchase and sale on various business platforms.

06. Mobile payment gateway

Launch of application for payment and receipt in establishments, besides the acceptance of currency in virtual trades.

07. Strengthening social projects

Part of the project's profit will be earmarked for strengthening projects in communities that promote social transformation through football.

08. Launch of a global social network

To bring together the largest number of football lovers, discuss important issues, bring fans closer to the club at heart, we will launch an official and exclusive soccer social network.

09. Connect huge ponsorship for small clubs

By choosing our OléCOIN network, we will support small clubs with growth potential and that are located in developing countries.

10. Transparency portal using Blockchain Technology

Through Blockchain technology we will create a channel for clubs to release official club business information, allowing fans to share feedback.

11. Football Cryptocurrency

Olé will be the first currency of football focused on the development of an entire ecosystem of actions and innovation.

12. Generate business between smaller clubs and investors

Create channels of relationship between smaller clubs with international investors.

13. Promoting the UNDP / UN Sustainable Development Goals

We will work to collaborate globally towards achieving the UNDP / UN Sustainable Development Goals focused on ending poverty, hunger and building healthy partnerships for institutions.

14. Investment in new players

Through the Decentralized Fund, new players will be able to be discovered and, mainly, will have support to continue playing soccer in the main moment of their formations.

15. Connected public management

We will promote public initiatives aimed at social transformation through sport, creating an integration between society and public investments in fields, squares and projects.

16. Development of a secure platform for player's transfers

Aiming at a near future where the percentage of the players' payment will be realized using OléCOIN, we will develop a platform with Blockchain security for the effectiveness of the business.

17. Market place with sports brands

Creation of a Market Place with sports brands that accept OléCOIN as a form of digital payment.

18. Social project for former players

We will promote the reintegration of former players with social projects, seeking their collaboration with new athletes for a sharing of experiences and new ideas.

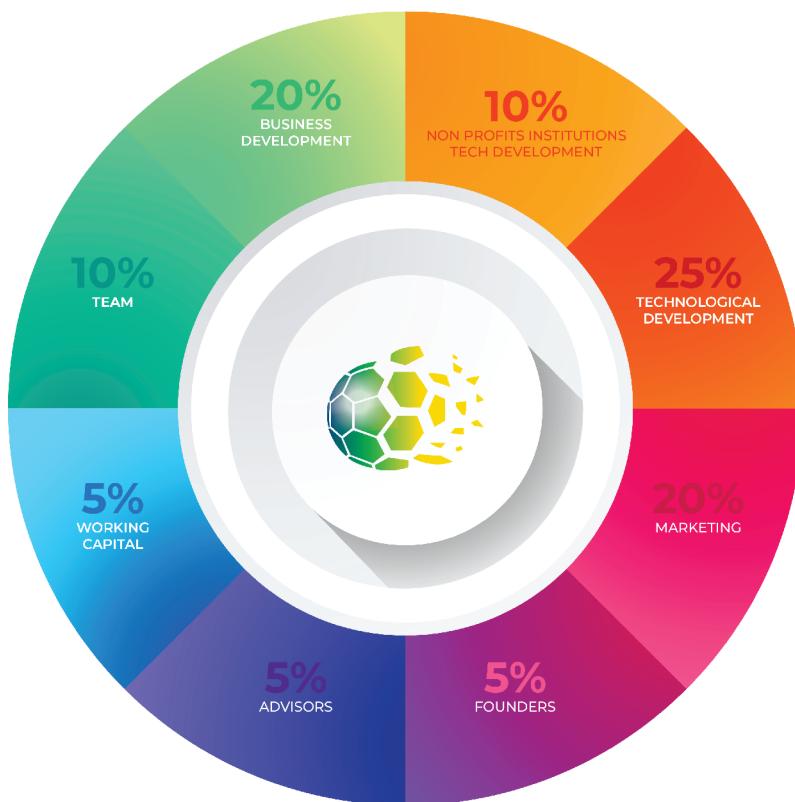
19. Approximation between clubs and supporters

With transparency and collaboration, we want to use technology to bring fans closer to the business that happens in clubs.

20. Online Research Center

Development of surveys based on the integrated data of the stadiums, clubs, social network, community projects, UN agencies and Blockchain technology.

TOKEN DISTRIBUTION



ROADMAP

- 01 Olé Token Sale 1st Round (PRE-ICO)/September, 2018:**
Release of the first phase of OLEX by means of an ERC-20 token for sale to private investors. This stage will be limited to 25% of the Max Supply and the fixed price is USD 0.25, with acceptance of payments in Ether.
- 02 Olé Sports (Whitepaper 1)/September, 2018:**
Prior disclosure of an official document containing the main information on the development of the currency project and new technologies.
- 03 Olé Sports (Whitepaper 2)/October, 2018:**
Publication of the second version of the whitepaper containing information on soccer players who will comprise the official team of project ambassadors, advisors, technology development, and the marketing team.
- 04 Olé Challenge (Video)/October, 2018:**
Disclosure of Olé Challenge's first video. Program recorded with one of the ambassadors of Olé Sports Lab.
- 05 Olé Challenge Game (São Paulo)/December, 2018:**
Official game between the ambassadors of Olé Sports Lab against a local team. The goal is to present the benefits of digital coins to the general public through a charity event that will take place in local soccer projects.
- 06 Wallet Web + Electrum/Dezembro, 2018**
Launching Web Wallet + OLECOIN Electrum Wallet.
- 07 Olé Official Social Media Beta Version/January, 2019:**
Launch of the beta version of the official social network of Olé Sports.
- 08 First Soccer Player Contract/January, 2019:**
Signing a contract with the first player to allocate a percentage of their future transaction to make the payment in OLEX TECHNOLOGY.

- 09 Open Company/February, 2019:**
Constitution of Olé Sports Lab in the Cayman Islands or Gibraltar, closure of partnership to review the whitepaper and align legal details related to the development of the company.
- 10 Olé Sports - CEO Presentation/March, 2019:**
Presentation by the CEO of Olé Sports Lab.
- 11 Olé Token Sale 2nd Round (ICO)/March, 2019:**
Second stage of sale of OLEX TECHNOLOGY using ERC-20 technology. The ICO stage will limit the total sale to 25% of the Max Supply; the fixed price is USD 0.50, with acceptance of payments in Ether and Bitcoin.
- 12 Crypto Valley Association Member/March, 2019:**
Effectiveness of Olé Sports as a member of one of the world's most respected cryptocurrency associations.
- 13 First Soccer Club Contract/March, 2019:**
Partnering for development and implementation of tools and platforms that use blockchain technology in soccer.
- 14 Olé Payment Gateway/March, 2019:**
Release of the Payment Gateway in OLEX TECHNOLOGY for e-commerce.
- 15 Olé Challenge II/March, 2019:**
Event with the participation of one of the ambassadors of the Olé Sports Lab sharing tips on the career of a soccer player.
- 16 Signing of the Term of Cooperation - Olé Sports with the United Nations/March, 2019:**
Event of signing the Term of Cooperation of Olé Sports with the United Nations to achieve the Sustainable Development Goals.
- 17 First UN Donation for Sports/March, 2019:**
Of the total amount of coins sold in the Olé Token Sale 1st Round (PRE-ICO) period, we will make the first allocation of funds for social transformation projects through soccer, with the records properly listed at the United Nations agency official partner of Olé Sports Lab.
- 18 Launch CraquEX Project/March, 2019:**
Project led by Olé Sports Lab focused on former soccer players that will seek the integration of the same in the institutions supported by Olé.
- 19 Olé Official Social Media Second Version/July, 2019:**
Launch of the second version of the social network of Olé Sports Lab already integrating all data on the blockchain, with registration of new players and the participation of at least 10 soccer clubs.
- 20 Olé Payment Gateway for physical stores/July, 2019:**
Release of Payment Gateway to physical stores that will accept OLEX TECHNOLOGY as a payment method.
- 21 Olé ADS Credits (Sponsorship)/July, 2019:**
Olé Sports Lab sponsorship agreement with the partner club on the Olé ADS Credits model.
- 22 Olé Token Sale 3rd Round (DEVELOPMENT STAGE)/July, 2019:**
Third and final stage of sale of OLEX TECHNOLOGY using ERC-20 technology. The development stage will be destined for Olé Business, with the total sale of 50% of the Max Supply. The final price will be USD 0.75, with acceptance of payments in Bitcoin, Bitcoin Cash, and Ether.
- 23 Olé Sports (Whitepaper 3)/July, 2019:**
Publication of the final version of the whitepaper, including the results of the survey carried out with the database of all OLEX TECHNOLOGY buyers, together with the technical specifications of the technologies to be developed by 2022.
- 24 Olé Challenge Game II (São Paulo)/July, 2019:**
Official game between the ambassadors of Olé Sports Lab against a local team. The goal is to present the benefits of digital coins to the general public through a charity event that will take in local soccer projects.

25 Second UN Donation for Sports/July, 2019:
Of the total amount of coins sold in the period of Olé Token Sale 2nd Round (ICO), we will make the second allocation of funds for social transformation projects through soccer with the duly listed records at the United Nations agency official partner of Olé Sports Lab.

26 Olé Token Sale Completed/October, 2019:
Ending of the Token Sale phase of OLEX TECHNOLOGY.

27 First International Exchange (After ICO)/October, 2019:
Listing on one of the 10 largest cryptocurrency exchanges in the world.

28 Third UN Donation for Sports/October, 2019:
Of the total amount of coins sold in the period of Olé Token Sale 3rd Round (DEVELOPMENT STAGE), we will make the third allocation of funds for social transformation projects through soccer with the records properly listed at the United Nations agency official partner of Olé Sports Lab.

29 Olé Market Place Launch/December, 2019:
Launch of the beta of our marketplace integrating brands, clubs, and fans into a unique platform for selling products and services.

30 Olé Soccer Integration Launching/December 2019:
Launch of the beta version of the platform for publicising the club's plans for the 2020 season, including the option of approval by the fans.

31 Decentralised Players Fund/December 2019:
Launch of the beta version of the platform that will allow the acquisition of a percentage of player transfers by new investors.

32 Olé Challenge Game III (International)/December, 2019:
Official game between the ambassadors of Olé Sports Lab and a team of international soccer stars. The goal is to present the benefits of digital coins to the general public through a charity event that will take in the local country's projects.

33 Olé Market Place/July, 2020:
Update for second version of the marketplace integrating brands, clubs, and fans into a unique platform for selling products and services.

34 Olé Soccer Integration Launching/July 2020:
Update for the second version of the platform for publicising club plans for the 2020 season, including an option for approval by the fans.

35 Decentralised Players Fund/July 2020:
Update for second version of the platform that will allow the acquisition of the player's percentage of transfers by new investors.

36 Fourth UN Donation for Sports/July, 2020:
Of the percentage of the profit established in the whitepaper (10%) for assignment to partner projects of Olé Sports Lab, we will carry out the fourth distribution of funds. The accounts will be taken from the Olé Token Sale Completed phase and the blockchain records will be listed at the official United Nations agency Olé Sports Lab. Note that after the completion of this stage, allocations will be made quarterly through a tool developed by Olé Sports Lab.

MILESTONES



- 1.** Assign five soccer players as Ambassadors
- 2.** Give a speech at the SoccerEX event in 2019
- 3.** Exhibit our startup at the World Blockchain Forum 2019
- 4.** Promote four Olé Challenges till December 2020
- 5.** Sponsor one Soccer South American Official event till 2020
- 6.** Be an official exhibitor in WSCE 2020
- 7.** Sponsor a Brazilian Club in the National League (2020)
- 8.** Launch a training basis structured in blockchain technology till 2020
- 9.** Realize 1 official game with Ambassadors again UN Soccer Team till 2022 in Brazil
- 10.** Realize 1 official game with Ambassadors again UN Soccer Team till 2022 in South America
- 11.** Realize 1 official game with Ambassadors again UN Soccer Team till 2022 in Africa
- 12.** Realize 1 official game with Ambassadors again UN Soccer Team till 2022 in Asia
- 13.** Found or buy a club officially till 2022
- 14.** Reach 1 million members on Bolerada Social Media till 2022
- 15.** Reach 300K in donations for Olé NGO's Partners
- 16.** Promote video ADS with 50 soccer players
- 17.** Close deal with 10 clubs for Olé ADS Credits
- 18.** Assign a young soccer player with a transfer completed using INOLECOIN
- 19.** Be recognized by FIFA as an official partner as a technological company for soccer's innovation
- 20.** Be recognized by ONU as an official partner as a technological company

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