



The Sports Stock Market



EXECUTIVE SUMMARY

Everyone loves sport. It drives us to challenge our limits, keeping us healthier, happier and passionately motivated. Sport boosts self-esteem and brings people closer together.

Football is the most widely supported sport in the world, shared by people from everywhere. The football industry generates more than €12 billion in transfers annually, almost €1 trillion in contracts for players, clubs, sponsors and fan-generated revenues, not counting merchandising and real estate funds.

Despite the natural attractiveness of this market, due to the various rules imposed by FIFA, it is, until today, restricted to players and clubs agents, in a circle of a few hundred participants.

Athletes, on the other hand, especially up-and-coming, face many issues when it comes to financing their professional development. Clubs and agents often miss many player's needs or struggle with financial and liquidity issues.

The goal of the project is to provide players with a support system, by creating a platform where people around the world, outside the sports world as well as companies, agents and entrepreneurs, can virtually acquire percentages of athletes.

WIN will provide the wider global community with new ways to invest in sport, giving both fans and potential investors the tools to directly participate in one of the biggest and fastest growing industries.

WIN, a decentralized sports ecosystem, is set to facilitate change and reshape the sports industry. Powered by Blockchain's novel infrastructure and leveraging the benefits of smart contract capacities to minimize the logistical issues and related cost, maximizing the potential for low-overhead, secure and instant transactions between the participants in the sports economy, alongside new ways for athletes and sports entities to reach funding opportunities.



THE MARKET

THE FOOTBALL TRANSFER MARKET

According to the Annual Review of Football Finance 2019, produced by Deloitte UK in the 2018/2019 seasons, Premier League clubs handled more than £2 billion which represented a 20% growth over the previous year.

FIFA has published through the Global Transfer Market Report that in 2019 the market moved over \$7 billion USD, a 10.3% increase over 2018.

£22.8 billion is the sum of the value of the players of the 100 largest football clubs in the world. Combining the tangible assets of these clubs and bank account values totaled £11.1 billion.

Finally, more than \$7 billion dollars was traded in 15,000 soccer players transfers just in the last European window (2019).

FIFA — THIRD PARTY OWNERSHIP

For the past 10 years FIFA has been reluctant to include stakeholders on economic rights of players, due to abuse and market manipulation cases.

In 2015 FIFA banned third-party ownership (TPO) which led to several decisions and sanctions on clubs.

In September 2020, FIFA published first-ever manual on third-party influence and ownership. This provides a comprehensive analysis on the regulatory framework and implementation of these rules.



FIFA - LEGAL STATUS

On this document, FIFA states:

FIFA is willing to engage with its stakeholders in order to explore any possible improvement in the application and interpretation of these rules.

Where a new approach or interpretation is adopted, FIFA will inform all stakeholders accordingly.

This means that FIFA is open to solutions to include third parties to the sports transfer market, in a way that is consistent with its values and rules.

Rules of the Football Transfer System:

- Protection of the contractual stability between professional players and clubs.
- Encourages training for young players.
- Solidarity between the elite and grassroots.
- The protection of minors Competitive balance.
- Ensuring the regulatory sports competition.

This is why now is the perfect moment to launch the WIN Investment model, that will provide a smart and elegant solution to this complex topic.



THE PROBLEM

PROFESSIONAL ATHLETES

Despite those huge numbers in the professional soccer environment, choosing to be a professional athlete it's always been hard. Talent, discipline and sacrifice are not enough to thrive in the industry.

A player without the proper support, contacts and financial resources is often left behind. This is why only 1.5% of youngsters who are dreaming to become the next professional athlete succeed.

Salaries structures are also inconsistent with the needs of the players. A young 16 year old may start with low or no income and 2 years later be earning hundreds of thousands of dollars.

Our goal is to help these athletes thrive, by building a framework where they can have the resources and support they need, in order to only focus on becoming the best version of themselves.

INVESTORS

Today sports investments are limited to large funds or entrepreneurs. Investing in the growth of an athlete, whether amateur or professional, is impossible.

Traditional crowdfunding platforms are great first steps that do a good job of reaching the gap between investors and players, but they lack the incentive and retribution elements that most investors typically earn.

An investor also wants guarantees that his money is well spent. Most 18 year olds don't have the knowledge to successfully implement a financial management plan.



MISSION & VISION

OUR VISION

At WIN, we believe that every promising athlete deserves the opportunity to pursue their professional career and have the support to do so.

We envision a world where investors can have players's stocks in their portfolios, allowing them to actively participate in the athlete's growth and revenue generation.

We aspire to be the biggest company, used by athletes and clubs, for the tokenization of their contracts.

THE MISSION

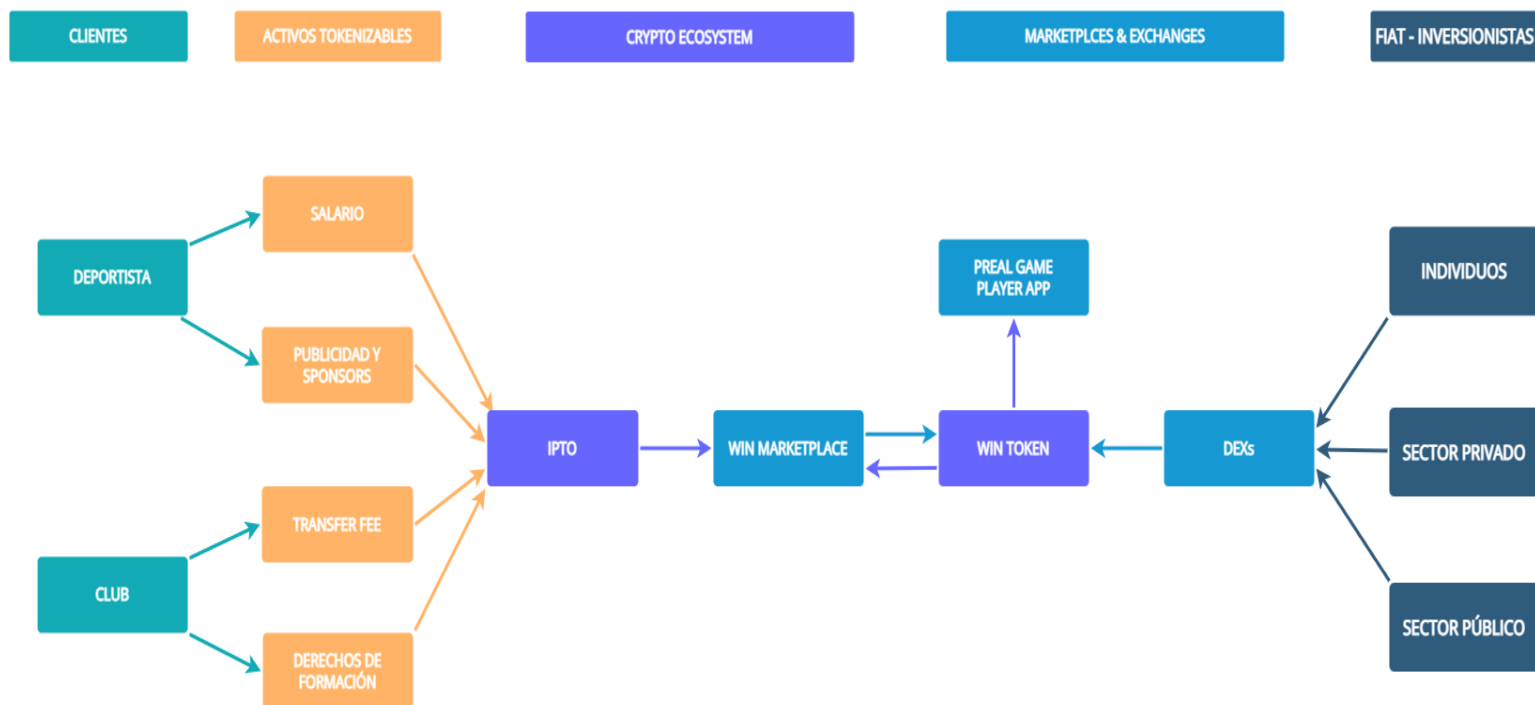
Until WIN, only major conglomerates, corporations and people commanding extensive amounts of capital were able to participate in the sports financing industry.

Our mission is to democratize investments in the sports industry, by providing an ecosystem in which everyone can participate in sports transactions while financing the career of young athletes.



WIN ECOSYSTEM

GENERAL FLOW





WIN ECOSYSTEM

The Investor

WIN MARKETPLACE

An online platform where investors are able to acquire WIN Player Tokens represented by NFTs.

WIN Market is an investment tool inspired by the mechanics of the stock market but adapted to the world of professional sports.

INITIAL PLAYER TOKEN OFFERING (IPTO)

When a new athlete's token is issued, a Initial Player Token Offering (IPTO) is created and published on the market. Similarly to an IPO in the traditional stock market.

An IPTO is a public offering in which shares of the athlete are sold to investors worldwide.

An investor who acquires a player's token, will be the holder and owner of portions of the rights of all contracts associated with the Player Token.

TOKEN VALUATION

IPTOs will have an initial valuation that will be assigned based on comprehensive analysis of the contracts included on the player's token.

The WIN Valuation Committee will lead the Due Diligence of every token issued to ensure that all regulatory requirements are satisfied.

RISKS & COMPLIANCE

Risk is an inherited component in any investment, and WIN Player's Stocks are no different. An athlete may outperform and yield a return beyond expectations or suffer an injury and, as a result, token holders may lose more than their original investment.



WIN ECOSYSTEM

The Player

PLAYERS NEEDS

Each athlete has its own needs, depending on the following factors:

- Moment or Stage in their careers.
- Actual Club they're signed to.
- Agent or Management Agency.
- Family and context.

This needs can be summarized by this categories:

- Physical:
 - Conditioning
 - Recovery
- Psychology:
 - Motivation
 - Coaching
- Nutrition:
 - Meals
 - Supplements
- Professional:
 - Career Management
 - Legal assistance
 - Financial planning
 - Marketing & Social

WIN DEVELOPMENT PROGRAM

An smart goal-based system for WIN player's career management, that serves as a regulator of the financial resources available.

WIN's goal is to help athletes thrive in their professional career, in a motivational and sustainable way, while protecting investors.



WIN Development Program works by distributing the raised funds into several progressive stages and bonuses.

The player progresses into stages by achieving milestones, which unlocks new goods and services. I.e.: luxury brands will only be available in the latest stages of a player's career.

REAL GAME - The Player App

Real Game is an exclusive App for WIN Players enrolled in the WIN Development Program.

The App will show the current athlete's career roadmap, with current objectives and bonuses, which will serve as a guiding and motivating tool.

Real Game will have a store section, where players can access goods & service using their stage budget. This will allow them to select specific providers for their particular needs.

Win will make deals with all kinds of brands, professionals and services which will promote and trade their products & services in the Real Game Store.

The App will also have a function to allow custom requests, for expenses that are not available in the store. These requests have to be validated and approved by WIN Staff, which checks if the expense is related to the player's career, preventing fraud cases. Specific medical treatments or unlisted professionals are good examples of valid requests.

PLAYER TOKEN DISTRIBUTION

Every WIN Player Token is an individual NFT that has its own laws and rules in terms of emission, supply and demand characteristics. These are called Tokenomics and are of vital importance for the success of the WIN model.

A possible composition of each Player Token Distribution may work as follow:



50% To Player

40% Player Retirement Fund & Collateral

8% Player's Agent

1% WIN Token Holders as Rewards

1% WIN participation



WIN ECOSYSTEM

Tokenizable Assets

SALARY

Payment received on a regular basis by an athlete, as stipulated by the terms of his or her contract with a club.

Salary is the most attractive asset to tokenize, since it is one of the biggest income sources of an athlete and has a regular payment schedule.

It also doesn't respond to specific federation rules and scales perfectly to all professional sports.

ECONOMIC RIGHTS

The Economic value originated when a Club transfers the federative rights (power for a Club to register a footballer as its player) of a player to another Club. These are often known as "Transfer Fees."

When a player's contract comes to an end, he or she becomes a "free agent". This removes the transfer fee from the next contract, making these assets vulnerable to manipulation.

The Win model brings an elegant solution for this delicate subject, by crafting contracts that extend the federative rules rewarding all roles in the transaction in a fair, transparent and diligent manner.



TRAINING COMPENSATION

Training Compensation And Solidarity Payments are economic benefits received by the Sports Clubs that train, train, instruct and educate future sports talents.

Unlike Economic Rights, Training Compensation has never been subject to any regulation on third party ownership by FIFA.

Clubs' investments in young athletes might take years to pay off. This creates a financial gap, making these assets an excellent choice for clubs to diversify risk and act as a brand new source of funds.

Image Rights

The right a player possesses to control, sell, license and otherwise monetize his or her image.

These rights can hold enormous commercial value to both the professional athlete and his club, especially for accomplished players.

Image rights, similar to salary, are free of any FIFA or other federation's regulations, work in all sports, and are the longest lasting tokenizable contracts, as they frequently extend past the athlete's career end.



WIN ECOSYSTEM

The Agent

Agents' role has always been critical in the professional sports industry and the success of every athlete. They are responsible for guarding players' interests in negotiations and often provide a wide range of services to assist the athlete prosper.

The WIN strategy not only integrates sport agents, but also empowers them by creating anticipated revenues and providing a growth framework for their players.

Win model consists in tokenizing a portion of sport agents current contracts and alleviating the current responsibilities to the player.

Agents can now focus on representing and promoting their clients, while the Win ecosystem provides everything the player needs to thrive.