



# WHITEPAPER

[WWW.KICKSPORTSMANAGER.COM](http://WWW.KICKSPORTSMANAGER.COM)

# Summary

**KICK** ( Kick Sports Manager ) is a new Ethereum Smart-Contracts governed ecosystem that applies Blockchain technologies to the enormous Sports industry, giving greater access to global investment in Sports, lowering barriers to entry.

This will be a platform, where you can be a virtual agent. We will use a REAL-TIME api for the Market Value of everyplayer, buying virtual percentages based on the values of the market.

The platform then will have the typical exchange of the coin (with BTC and ETH pairs), and specific player investments, where the user can choose where to allocate **KICK** funds, and earn of the profit of the player, based on market value.

This paper explains the principles of the **KICK** ecosystem, our execution plan and the economic arguments for the economic value of a **KICK** Token.

## Executive

**KICK** Founders have invested €150.000 in the company, have a strong successful execution track-record and reputation, have founded and exited high profile online startups over the last 11 years and have held executive positions at several international companies based in Portugal.

In June 2018, a full fledged site will be launched leveraging the Crowdfunding formula, where any user will be able to invest with **KICK** Tokens, gaining profit awarded by a smart contract.

### SOLID FOUNDATION

Reputable and proven founding team.  
Funded legal structure.

### NO MIN. INVESTMENT

Investing in Sports is normally reserved to substancial sums.  
With KICK this entry barrier is removed.

### GLOBAL REACH

KICK will enable global investments in Sports assets worldwide directly from a cryptocurrency wallet.

### BLOCKCHAIN

KICK uses Blockchain tecnologies to offer liquidity and transparency.

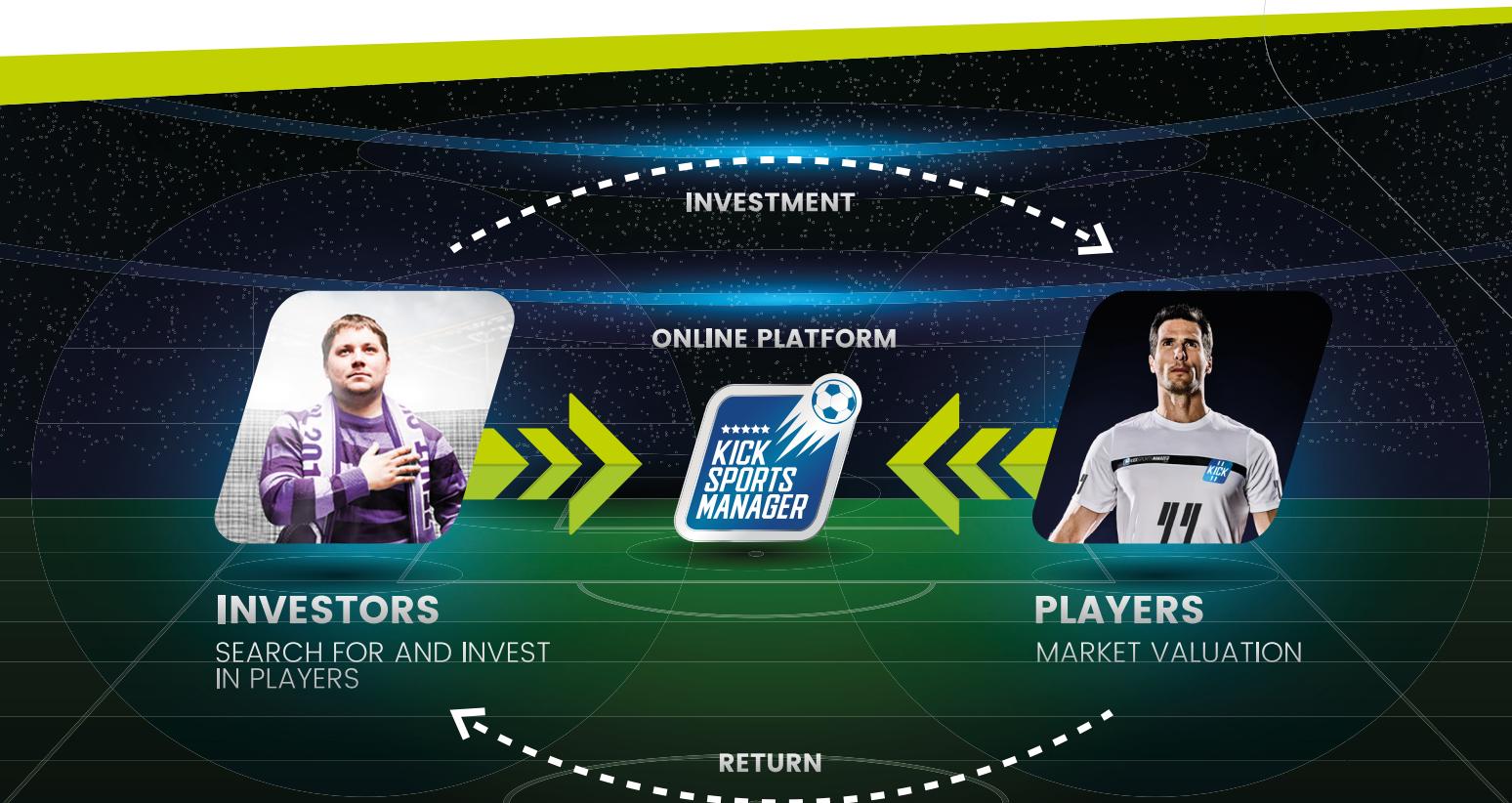
# Background

KICK team believes that one of the most impactful and exciting applications of Blockchain technologies will be within the Sports market, especially within the Crowdfunding space.

The use of Blockchain technology in the field of Sports Crowdfunding has the potential to completely revolutionize the sector, giving greater access to investment in global Sports, lowering barriers to entry and increasing market liquidity.

Thanks to our Crowdfunding site, people from all over the world will benefit from Sports profit potential worldwide while performing transactions with ease. We are confident that a Sports Crowdfunding platform that uses Blockchain and cryptocurrency will revolutionize the market.

# Strategy



# Platform

We are combining two of the most recent disruptions in the online world: Sports and Blockchain technology. As a result, we are inventing a whole new way to invest.

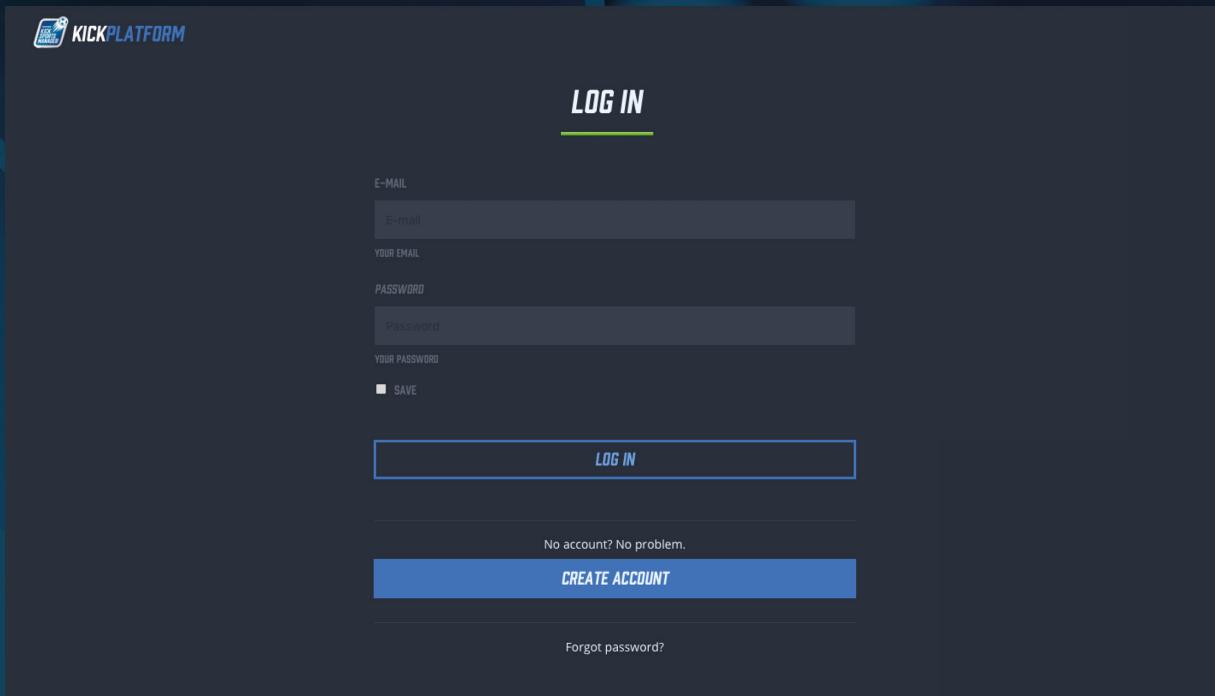
We will offer anyone from any part of the world to invest in Professional Players using cryptocurrency (transformed into **KICK** Tokens), generating profits based on market value.

**KICK** will offer simple and transparent market investments that remove the uncertainties usually faced by small investors and enabling virtually anybody to be a agent based in the investment portfolio that delivers predictable and consistent returns.

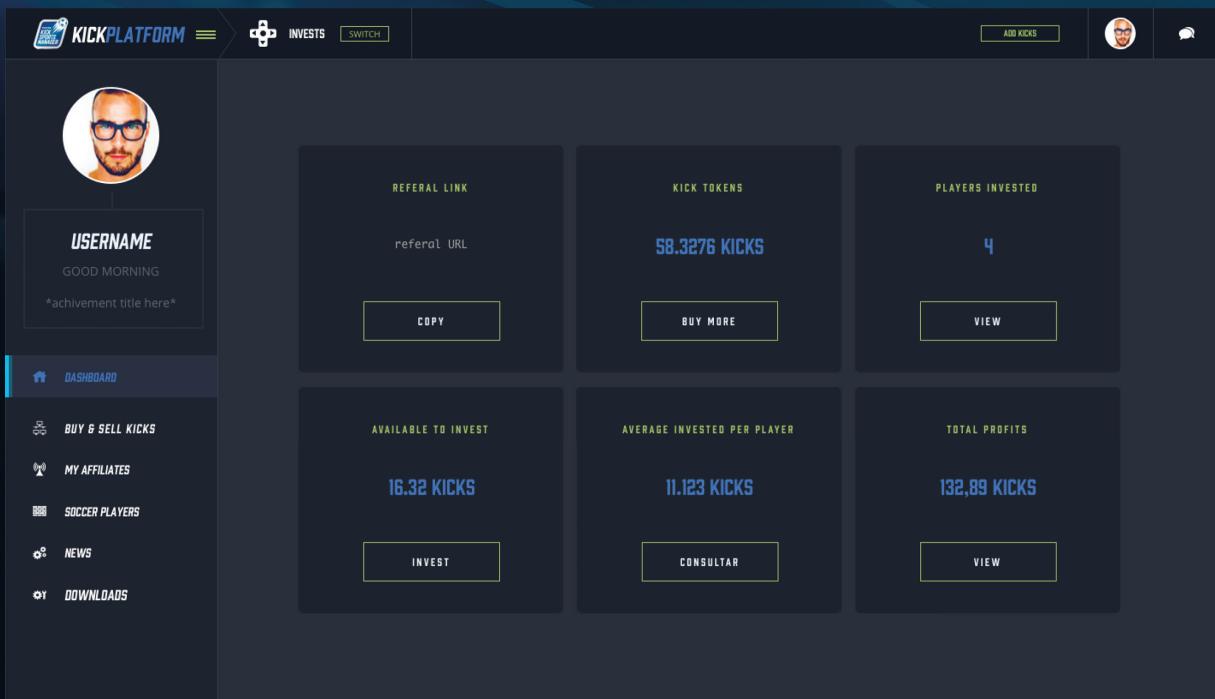
We believe in diversifying investments and therefore we will offer a range of sports players with varying levels of risk and reward for users to invest in.

Our users will also be able to trade their investments at our platform, turning investments into liquid investments.





The image shows the KickPlatform login page. At the top left is the KickPlatform logo. In the center, the word "LOG IN" is displayed above a horizontal green line. Below this, there are two input fields: "E-MAIL" with placeholder "Email" and "YOUR EMAIL". Below the email field is a "PASSWORD" input field with placeholder "Password" and "YOUR PASSWORD". To the right of the password field is a "SAVE" checkbox. A large blue "LOG IN" button is centered below the password field. Below the login form, a message reads "No account? No problem." followed by a blue "CREATE ACCOUNT" button. At the bottom, a link for "Forgot password?" is visible.



The image shows the KickPlatform dashboard. At the top, there's a navigation bar with the KickPlatform logo, a "INVESTS" section, and a "SWITCH" button. On the right side of the bar are "ADD KICKS", a user profile icon, and a gear icon. The main area features a sidebar on the left with a user profile picture, the text "USERNAME GOOD MORNING", and a note "\*achievement title here\*". Below this is a "DASHBOARD" section with links: "BUY & SELL KICKS", "MY AFFILIATES", "SOCCER PLAYERS", "NEWS", and "DOWNLOADS". The main content area is divided into six cards: "REFERRAL LINK" (referral URL, COPY button), "KICK TOKENS" (58.3276 KICKS, BUY MORE button), "PLAYERS INVESTED" (4, VIEW button), "AVAILABLE TO INVEST" (16.32 KICKS, INVEST button), "AVERAGE INVESTED PER PLAYER" (11.123 KICKS, CONSULTAR button), and "TOTAL PROFITS" (132.89 KICKS, VIEW button).

- We will partner with several international sports agency and known agents, to be offered opportunities from their proprietary deal flow and have a management contract with them in the economic rights we purchase.

The screenshot shows the 'SOCCER PLAYERS' section of the KickPlatform web interface. On the left is a sidebar with icons for home, kicks, switch, add kicks, profile, and message. The main area displays three cards, each featuring a photo of a soccer player holding a ball. Below each photo is the text '14,144 KICK INVESTED' and '[5.160 ETH]'. Each card also includes a table with player details and a 'VIEW' button.

TYPE	PLAYER
INVESTMENT TYPE	EQUITY
NAME	JOSE C.
CLUB	TEXT (COTRY)

TYPE	PLAYER
INVESTMENT TYPE	EQUITY
NAME	JOSE C.
CLUB	TEXT (COTRY)

TYPE	PLAYER
INVESTMENT TYPE	EQUITY
NAME	JOSE C.
CLUB	TEXT (COTRY)

- The users will be able to invest their tokens into different sports players worldwide.
- A Real-Time simple web interface will allow the user to track his balance and investments.

The screenshot shows the 'EXCHANGE' section of the KickPlatform web interface. It features a sidebar with the same icons as the previous screen. The main area has a large header 'YOUR KICKS' with the number '58.3276 KICKS'. Below this are two main sections: 'BUY KICKS' and 'SELL KICKS'. Each section has a form to enter the amount ('K') and a 'CONTINUAR' or 'INSERIR' button. A note at the bottom of each section states '1 KICK = ???? eth (real-time api)'.

# Marketplace fee

There are a variety of fee structures in Crowdfunding deals, which range from annual fees as well as partial participation in upside returns and participation in profits on exit.

We believe the most transparent and interest-aligned formula is a profit share fee, so our interests are aligned which incentivizes us to make the best returns for our users.

**KICK** will earn a 10% commission fee on all income or value appreciation profits from investments made through the platform.

For example, if a player investment generates 100 KICK in profits, **KICK** platform will keep 10 KICK and pay 90 KICK to the investor.

## Key ideas

- The development of a diversified portfolio of top quality professional players which create high value for both income and capital gains.
- The identification of lucrative investment opportunities in the sports market to generate higher returns.
- An investment analysis aimed at generating higher value through focusing on quality assets in prime soccer clubs with the potential to generate steady and sustainable cash flows.
- We have already identified the Portuguese & Spanish and Brazilian soccer market to provide considerably greater investment opportunities in terms of the risk/return ratio than many other countries.

However, **KICKS** future plans include expansion into the North American and Asian markets.

# Marketing strategy

It all starts with the question “what is the point of Kick Sports Manager?” our answer is simple:

Improving one of the biggest industries in the world, which has grown to become a multi-billion dollar industry. We want to create a digital currency which will unify all sectors of the sports industry making financial transactions safe, less costly and seamless, with the bonus of breaking the barriers to invest in sports.

The blockchain technology is the exact revolution it needed to rid itself of all remaining attachments to bureaucracy and discrimination. We have located all the separate problems and found a solution for them.

## “SPORTS SELLS”

The market opportunity lies in the fact that this industry is huge with millions of participants, and it has proven to bring in large and competitive revenues in many countries around the world.

This industry will not stop simply because sports sells. Sports transcends ethnicity, social status and gender.

Over the next two years, Kick Sports Manager will aim to recruit a number of these businesses, both big and small. Even a small percentage will constitute hundreds of online businesses offering Kick Token as a payment solution and creating a large circulation which will give the token value.

# Referral program

The **KICKS** referral program will be based on a simple customized link that everyone who registers to KICK Token will receive in their personal account.

This link can be shared on most forms of social media or other websites to invite new people to register for **KICK** Token.

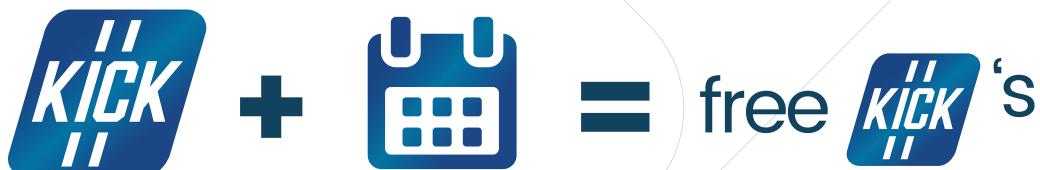
For every referral who buys the Token a bonus will be offered to the link owner.

**The bonus will consist of an addition of tokens to the owner's account which amount to 10% of the invested tokens his & her referrals buy.**

## Airdrop

During quarter 3 of 2018 we will launch an airdrop. The airdrop will offer additional tokens to everyone who has kept their tokens stored in a wallet.

**The airdrop will depend on how many tokens will be spent on the referral program during pre-ITS and ITS. If a larger than expected amount of tokens remains, we could potentially launch a second airdrop.**



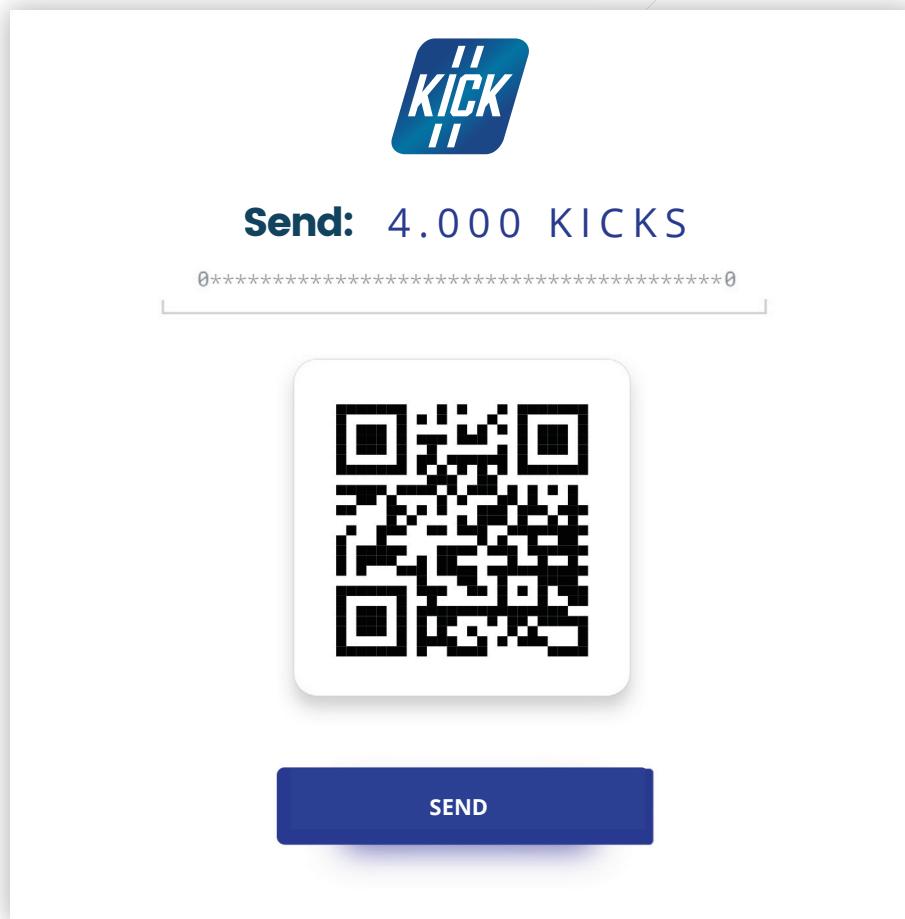
# Kick payment page

KICK Token will offer a completely integrated payment system in the framework of any adult website payment options. Merchants will be able to integrate their business with KICK TOKEN customizable payment page in an easy and user friendly interface which will eliminate any complications of working with cryptocurrencies.

The page will be supported by all browsers and responsive to be viewed on smartphones, tablets and any other devices.

The page will be easy to integrate into existing payment pages and merchants will receive technical help from the KICK Token team if necessary.

Merchants and consumers will go through the payment process in the same manner as they would through any conventional online payment method making the process seamless and easy for payers and payees.



# Technologies

## Blockchain

Blockchain is a type of distributed ledger or decentralized database that keeps records of digital transactions. Rather than having a central administrator like a traditional database, (think banks, governments & accountants), a distributed ledger has a network of replicated databases synchronized via the internet and visible to anyone within the network.

Blockchain networks can be private with restricted membership similar to an intranet, or public, like the Internet, accessible to any person in the world. When a digital transaction is carried out, it is grouped together in a cryptographically protected block with other transactions that have occurred in the last period and sent out to the entire network.

Miners (members in the network with high levels of computing power) then compete to validate the transactions by solving complex coded problems. The first miner to solve the problems and validate the block receives a reward.

The validated block of transactions is then timestamped and added to a chain in a linear, chronological order. New blocks of validated transactions are linked to older blocks, making a chain of blocks that show every transaction made in the history of that blockchain.

The entire chain is continually updated so that every ledger in the network is the same, giving each member the ability to prove who owns what at any given time.

# KICK payment page

Ethereum is an open blockchain that works as a decentralized computer. It allows the execution of smart contracts.

Smart contracts help you exchange money, property, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a middleman. The best way to describe smart contracts is to compare the technology to a vending machine.

Ordinarily, you would go to a lawyer or a notary, pay them, and wait while you get the document. With smart contracts, you simply drop an ether into the vending machine (i.e. ledger), and your escrow, driver's license, or whatever drops into your account. More so, smart contracts not only define the rules and penalties around an agreement in the same way that a traditional contract does, but also automatically enforce those obligations.

## KICK sports manager tokens <kick>

**Token Name:** Kick Sports Manager

**Token Symbol:** KICK

**Token Supply:** 133.442.442

**Decimals:** 18

KICK Tokens will be tradable outside the KICK platform, as they are an ERC20 Token so they will have an inherent value in the exchanges. Users will also be able to use KICK Tokens for acquiring economic participations at our crowdfunding platform.

ERC20 is a standard interface that guarantees the interoperability between tokens. ERC20 tokens are a subgroup of Ethereum tokens that comply with specific parameters. To comply completely with ERC20 standards the developer has to incorporate a specific number of functions in his smart contract that will allow to execute the following actions:

1. Total token supply
2. Account balance
3. Transfer token
4. Approve spending token

# Platform

We are creating a robust Dapp on web, desktop and mobile that will allow the users to check their investments anytime anywhere. This software is being created with mobile first approach and a strong foundation in UX (User experience) so it can be used by anyone.

The web application has the following technologies:

- Python
- Angular 4



Mobile apps are native:

- Swift 4 for iOS
- Java for Android
- Both apps use Realm as local database, that is the fastest and more reliable mobile database.

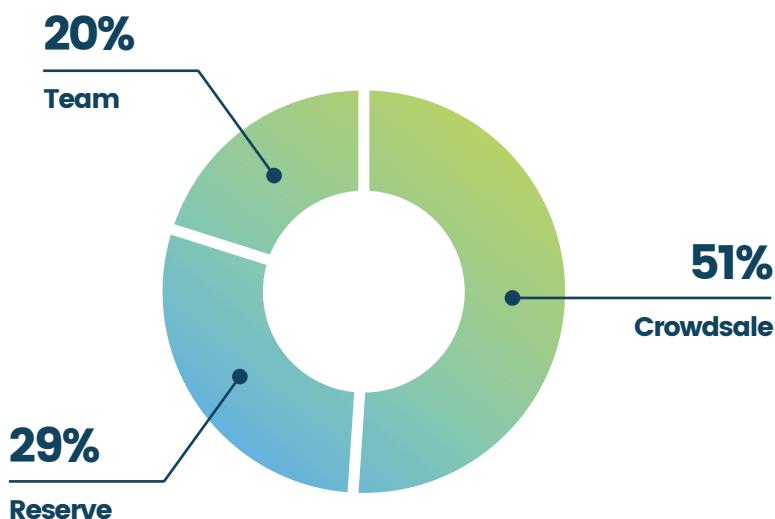


Desktop app

- Electron, so will be multi platform (Windows, Linux and MacOS)



# Token sale



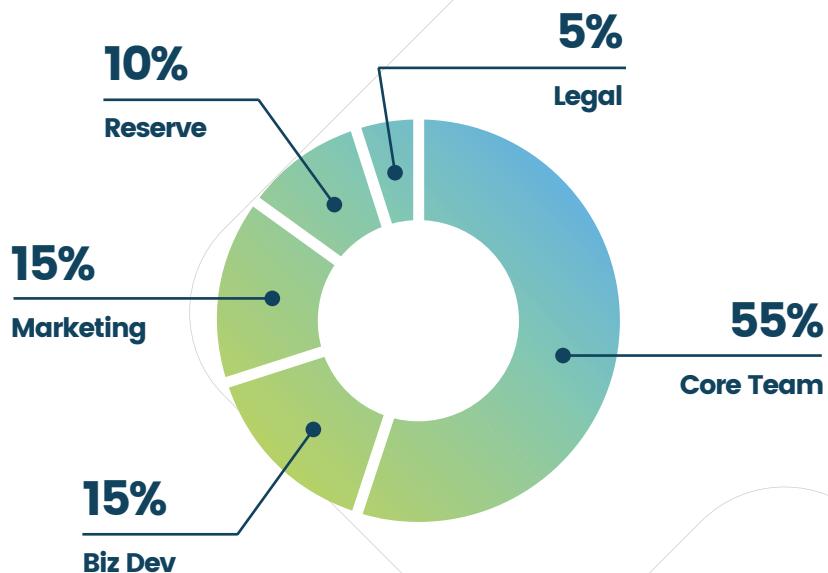
**80% of all tokens** will be distributed to the public in the medium-long term. This will ensure long term growth of the KICK technology and Tokens.

- a) 51% of all tokens will be distributed during the **KICK ICO**.
- b) 29% of all tokens will be retained for future reserve: They will be held in a multisig and are intended to be slowly distributed to contributors in the network periodically at a later date to foster growth. The Reserve will not be accessed for a minimum of 4 quarters (12 months), and will be re-locked or burned if deemed unnecessary for the growth of the network.
- c) 20% of **KICK** Tokens created during the Contribution Period will be allocated to **KICK** Founders, Team, Advisors and Strategic partners over a 24 month vesting period, with a 4 month cliff. This means these tokens will not be immediately tradable, further aligning the Founders interests with executing upon the long term goals for the project.

# Planned token sale funds distribution:

## Defined Core Operating Budget:

We have established a fixed budget for our next 5 years of operations. We believe this provides more transparency and avoids inflated teams and/or excessive development costs.



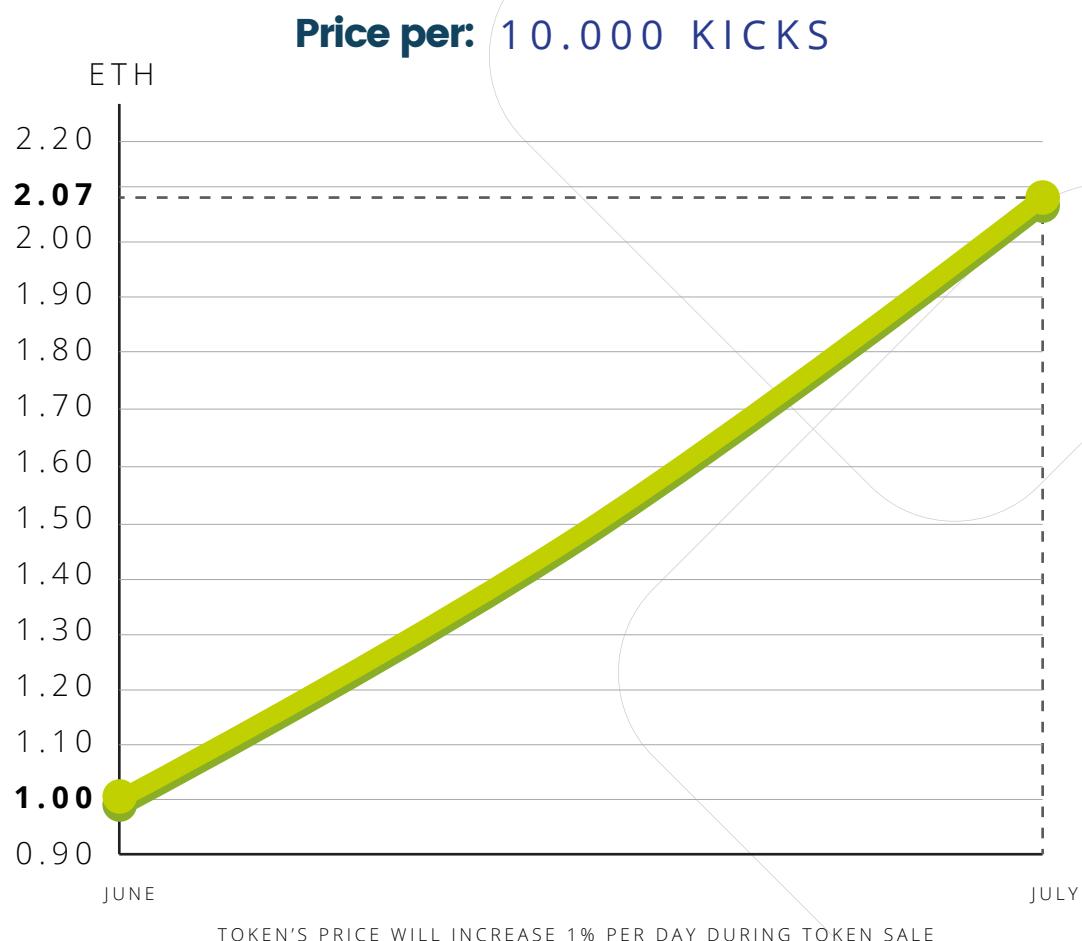
- 1. 55% Core Dev:** Expansion of the **KICK** development team who will implement our proprietary functionalities. Additional industry specialists will be hired.
- 2. 15% Business Development:** Generate new revenue sources, clients and partnerships.
- 3. 15% Marketing:** Online marketing in order to generate awareness in the Soccer Economic Rights sector and acquiring cryptocurrency holders.
- 4. 10% Reserve:** For future unforeseen costs.
- 5. 5% Legal & Compliance:** Most of which will be allocated for developing a solid legal framework for **KICK** offerings; a minor part of that will go to administration/accounting.

# Price of token

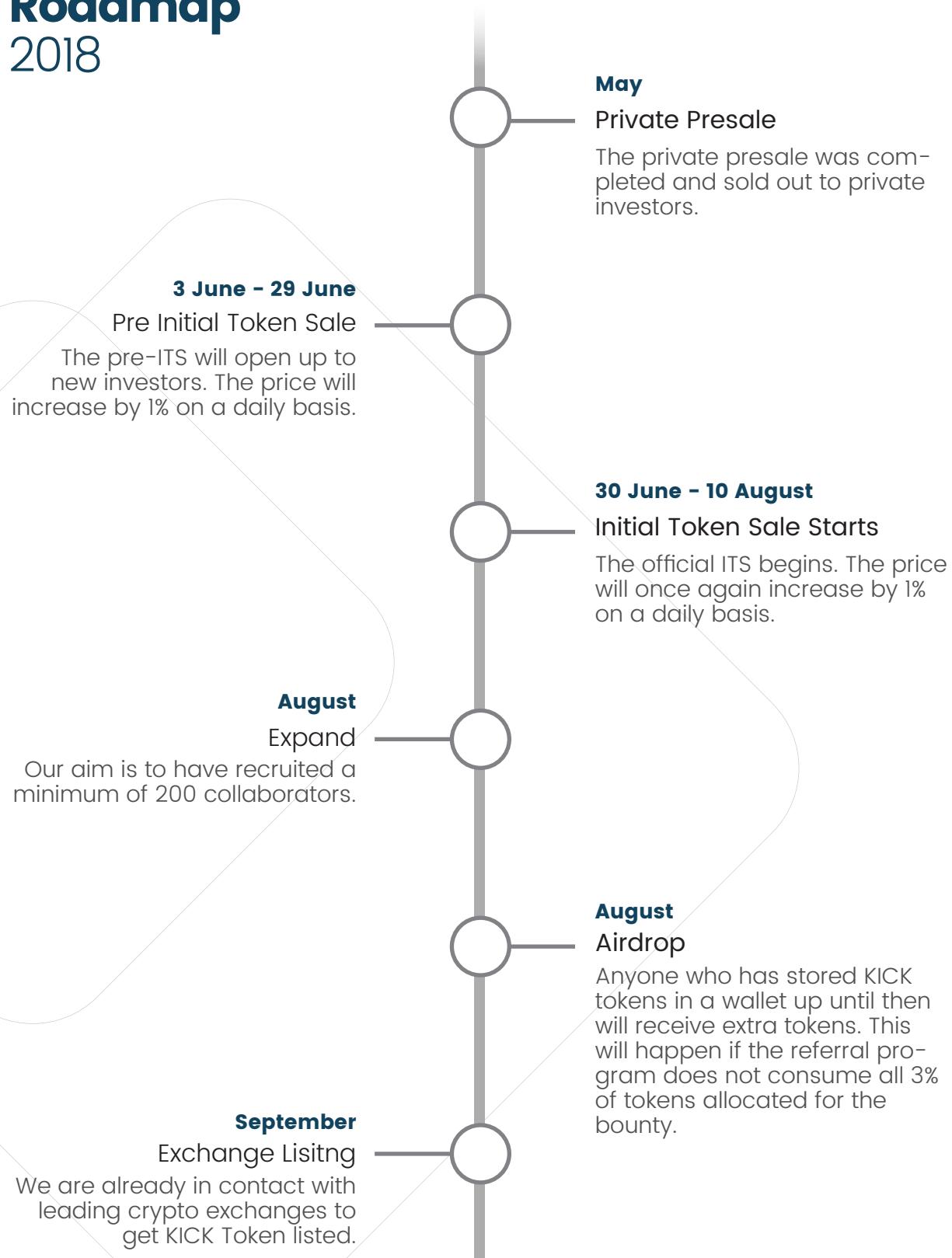
To jumpstart the value of the token, during the pre-ITS and ITS phase we will increase the value of the currency by 1% per day. This guarantees a noticeable increase for initial buyers. The price will start at 0.000400 ETH and increase by 1% per day.

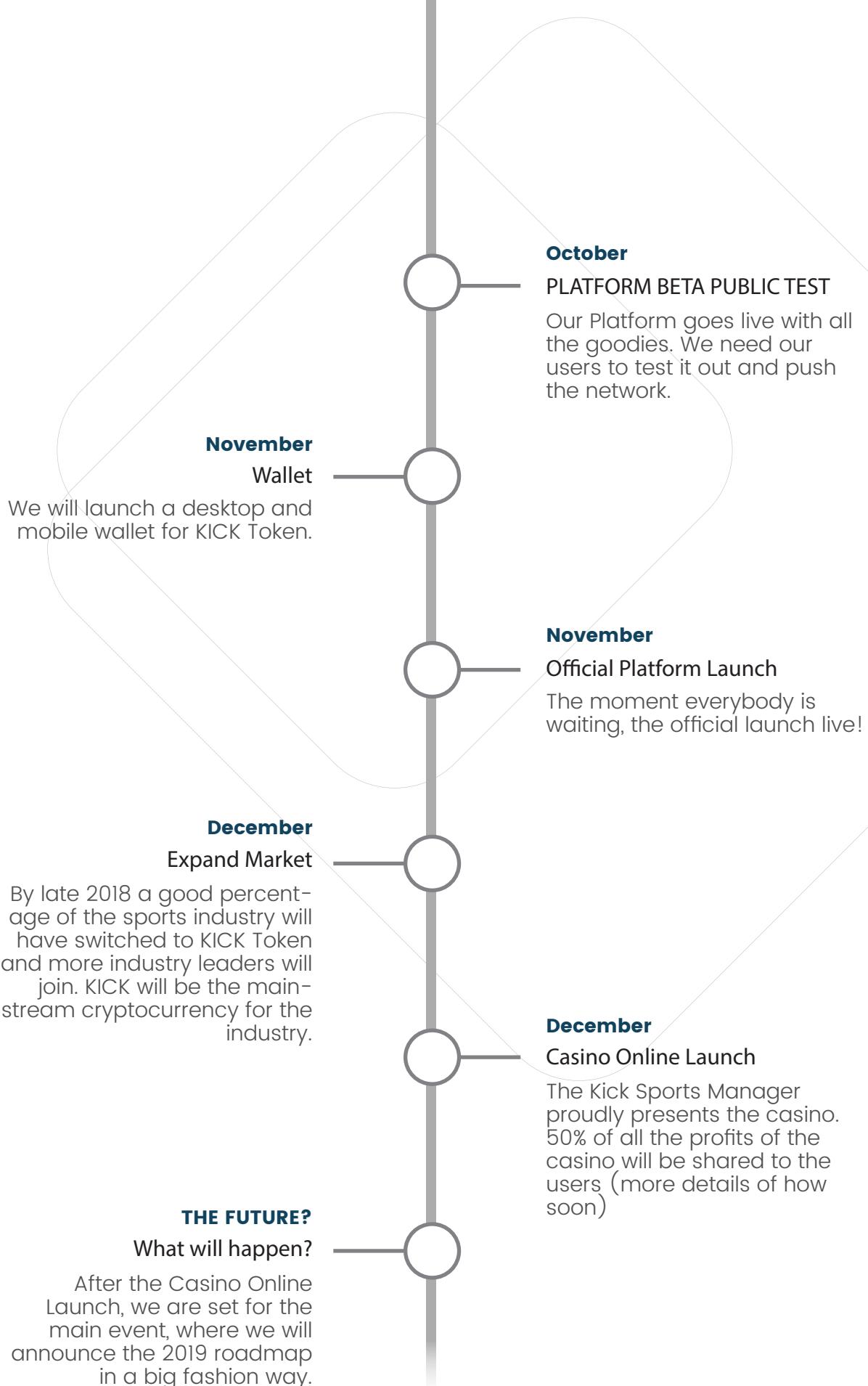
Minimum payments to purchase a **KICK** token will be 0.1 ETH or 0.009 BTC. Withdrawals will require a minimum of 1000 **KICK**.

**KICK** Token will be listed on crypto exchanges after the ITS and it will become available to the public for exchange and trading.



# Roadmap 2018

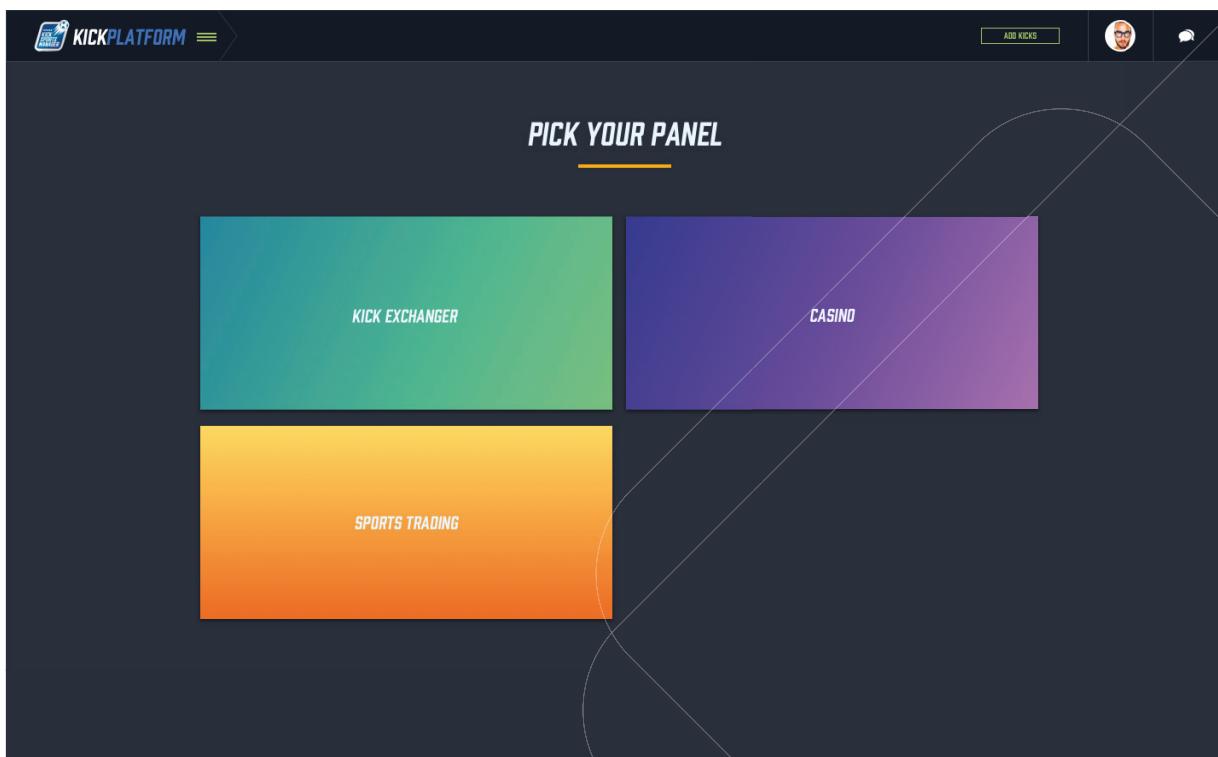




# The Future?

## Platform Expansion

Our platform is already being designed with new products in mind, here is a glimpse:

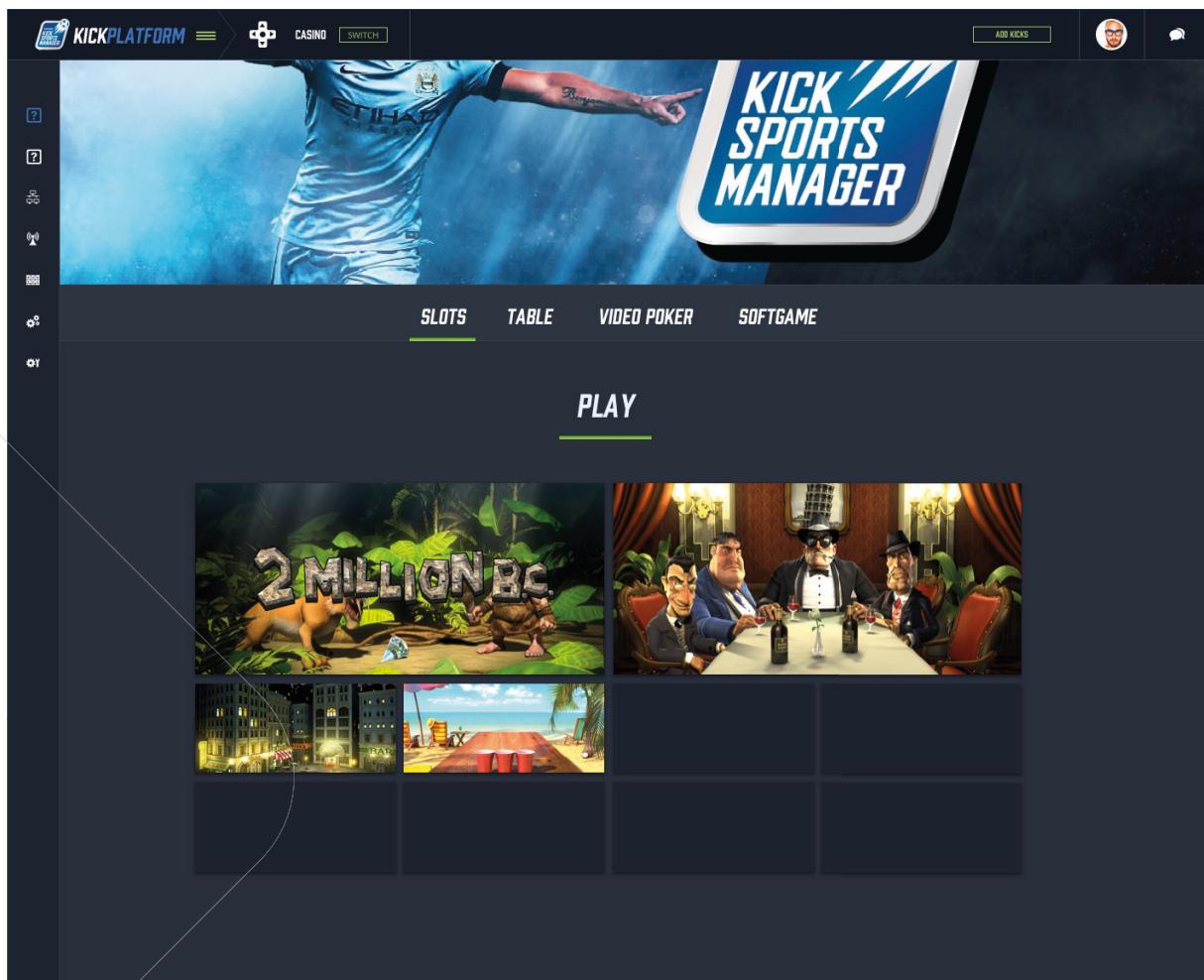


Our first launch will be the casino, where the profits of the casino will be distributed for the users who invested (more specifications soon).

# The Future?

## Sports Casino Demo

Here is our planned simple layout page to spend **KICK** tokens on sports casino games.



## Final Thoughts

Our **KICK** token needs to be usable on a diverse eco system, to create a necessity and purpose for it. That is what is in our teams minds, and that is why we think beyond the management space, and reach the entertainment business aswell.



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