



Tokenizing Sportstar

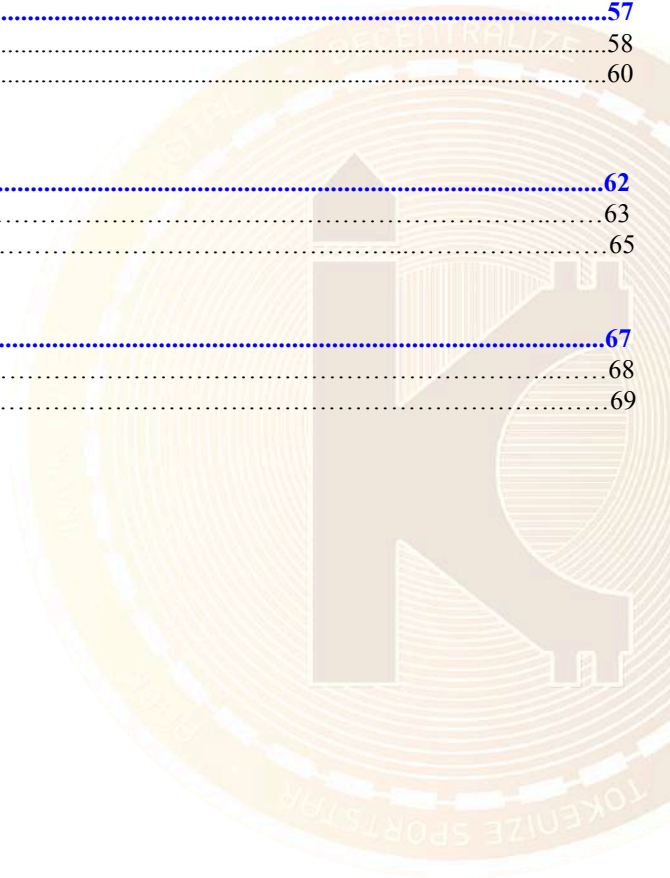
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Index

1. Abstract & Overview.....	4
1.1. Background.....	5
1.2 Core idea behind iKick Talent.....	6
1.3 Solving Market problems.....	6
1.4 IKC Tokens.....	7
1.5 Sixteen reasons to support iKick Talent.....	7
1.6 Introduction to tokenizing Sport Professionals.....	9
2. Corporate Structure & IKC Token	10
2.1. What is IKC Token.....	11
2.2. Use of IKC Tokens.....	11
2.3. What do IKC Token not Represent.....	12
3. Operations & How IKC Token works.....	13
3.1. Promoting established Sportstar.....	14
3.2 Developing young Talents.....	15
3.3 Involving Fans.....	16
3.4 Attracting advertisers.....	17
4. Platform & Technology	18
4.1. Platform Architecture.....	19
4.2. Use of Blockchain.....	20
5. Modules Implementation	21
5.1A Layer 1A: Talent Registration Layer.....	22
5.1A.1 Open talent registration module.....	22
5.1A.1.1 Donation Module for Talent.....	23
5.1A.1.2 Investment Module.....	24
5.1A.2 Talent scouting module.....	25
5.1A.2.1 Scouting by full-time Pros have disadvantage.....	26
5.1A.2.2 Scouting should rely on number crunching.....	26
5.1A.2.3 Role of iKick Talent Scouts.....	27
5.1A.2.4 Scout compensation.....	27
5.1A.3 iKick Talent search module.....	28
5.1A.3.1 Prince of Football.....	28
5.1A.3.2 King of Football.....	31
5.1B Layer1B: Training & Development at Kings Football Club.....	33
5.2 Layer 2: Fan & Promoter Layer.....	34
5.2.1 Anyone can work as a Promoter.....	34
5.2.1A Promoter’s program.....	34
5.2.1B Promoter’s Compensation.....	35
5.2.2 iKick Talent Promotional Project.....	35
5.2.2A Football Webseries: “Extra Time”.....	36
5.2.2B Celebrity Soccer League.....	36
5.2.2C Kings Soccer Cup.....	37
5.3 Layer 3: Brand & Investor Layer.....	38
5.3.1 Anyone over 18 can be an Investor.....	38
5.3.1A. After completion of Investor’s module.....	39
5.3.1B. Additional service provided by iKick in Investor’s module.....	39
5.3.1C. Purpose of IKC Token within Investor’s module.....	39
5.3.2 iKick Professional Fund.....	40
5.3.2A How iKick Professional Fund operates.....	40

5.4 Layer 4: Analyst/ Infrastructure Layer	42
5.4.1 Role of an Analyst.....	42
5.4.2 Vizvasta Talent: Contest & Charity Module.....	42
5.4.3 Talent Fantasy Tournament & Betting Module.....	43
6. IKCdeal.com	43
6.1. E-commerce Deals.....	44
6.2 Charity Crypto Auction.....	45
6.3 Sports Club Membership using IKC token.....	45
6.4 Fantasy Tournament & Betting.....	46
7. Use of IKC Tokens	48
7.1. Decentralized Community Voting (DCV) Mechanism.....	49
7.2 IKC Token Economics.....	50
8. Vision & Roadmap	52
8.1. Full Time Sports Talent Management Agency.....	53
8.2. Criteria for choosing Sports vertical.....	53
8.3. Roadmap.....	54
9. Financial Model & Use of Funds	57
9.1. Financial Model.....	58
9.2. Use of Funds.....	60
10. Team & Advisors	62
10.1. Core Team.....	63
10.2. Advisory Board.....	65
11. Notice to Contributors	67
11.1. Disclaimer.....	68
11.2. Appendix.....	69





1. Abstract & Overview

1.1. Background

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. Yet the sports industry today is an enormous, trillion-dollar commercial enterprise involving countless participants on all levels of economic activity, where goods and services are traded daily all over the world.

Athletes, especially up-and-coming ones at the outset of their professional careers, face many issues when it comes to funding their training and participation in worldwide competitions.

Many athletes depend exclusively on institutions that control financing in sport, which then own their image rights and career path.

iKick Talent is going to **change this**.

The Marketing Behemoth

With millions of dollars being pumped into the sports market with the explosion of TV & the Internet, Sportspersons have become celebrities & Stars.

Where money is involved, the smart person sees a business opportunity. The result was the literal booming of the management business. Such companies also called, "Talent Management Companies", managing the entire professional life of these celebrities – from negotiating & signing contracts, brand endorsements, event attendance & participation, to even speaking to the media. In return, they pocket handsome fees for themselves and their stakeholders.

Brand value of Sports Stars

Firm featured in 2017 Forbes list of the best sports agencies have collectively negotiated player contracts to the tune of more than \$50 billion. By doing so, they have netted a cool \$2.1 billion in commission for themselves.

Sportstars are household names & companies realize that they are better at selling things, second only to playing the sport that they play. Sportstars today earn many times more in Brand Endorsements and other marketing activities than what they get from playing the sport.

CAN THIS SYSTEM OPEN UP TO FANS?

It is no secret that any celebrity would have been nothing if not for the billions of their fans around the world.

Neymar cannot play in a match without spectators, Beyonce cannot perform at an empty venue and Federer cannot compete in a match without Fans watching.

These stars are made because of the passionate fans – passionate about sports and passionate about the stars they follow.

While it is the Fan that drives the economics of the celebrity marketing, they are nowhere in the picture when it comes to what their stars do, where they practice and how they perform.

And more so, no Fan directly gains any tangible value from the successes of his or her idol.

Could there be a open way for Fans to be involved in the success of their Sportstars?

1.2. Core Idea Behind “iKick Talent”

The core idea behind iKick Talent is to bring interaction between stars, fans and advertisers to a new level, and solve celebrity management industry problems.

- **Stars: talents and pros.** In an era when professional career development highly relies on the ability to attract social capital and access funding sources, stars need more ways to get discovered by the audience and sponsors.
- **Fans:** The balance of celebrities, fans, and media has shifted dramatically. Fans no longer just watch. In real time they participate, analyze, critique, fantasize and connect with their favorite stars. Fans need innovations that will provide opportunities for interaction and two-way communications with celebrities.
- **Brands:** Brands seek new channels of promotion with a highly engaged audience and demand transparent and adjustable tools to run advertising campaigns.

We understand that in order to encourage collaboration between a huge number of participants, iKick Talent shall develop scalable digital solutions and competitive incentives for all parties.

Therefore, we’re building a modular blockchain platform that will allow participants to combine its blocks and achieve the desired results. Eventually, it will change the way Sportstar connect with their fans and advertisers, making it more efficient and valuable.

We’re introducing the IKC token to empower the interaction between parties. IKC tokens (ERC-20 standard) will serve as a form of access to the iKick Talent platform and as an internal currency required for the majority of operations and transactions within our ecosystem.

1.3. Solving market problems

iKick Talent solves 4 major problems of market participants:

- 1. Sports Talent (future Sportstars).** We provide financial support to young talents at the critical junior age, so they don’t drop out of the professional sports and entertainment industries. We also help them to attract an audience and accumulate social capital from the beginning of collaboration, to start their professional career with a sufficient handicap (in comparison to their peers).
- 2. Pros (active sportstars).** We offer representation and marketing promotion to established pro athletes that are already attractive to sponsors but were overlooked by traditional agencies.

3. Fans desire much closer interaction with stars and celebrities and more influence over their favorite clubs. We provide fan communities with opportunities to communicate in real time, choose future stars, and become involved in celebrities' activities.

4. Advertisers. Brands seek a combination of transparent advertising formats, as well as more engaged audiences. iKick Talent offers brands an opportunity to access a highly involved fan audience and increase the efficiency of campaigns by implementing advertising smart contracts.

1.4. IKC token

We have created IKC tokens (Ethereum ERC20 standard compatible utility tokens) to facilitate the engagement between different participants on the platform. IKC tokens will serve as:

1. A form of access to iKick Talent platform features that verifies the token holder's rights to participate in the activities conducted within the ecosystem.
2. An internal currency – tokens will be used as a form of settlement in the transactions conducted within the platform. This will also allow us to avoid the usual difficulties with fiat currencies such as low speed and regulations related to trans-border payments.

There are 3 ways platform participants may acquire IKC tokens:

1. Join the Pre-ICO & ICO (total supply will be limited to 96mn of tokens created at the Pre-ICO & ICO).
2. Buy tokens on the crypto exchanges.
3. Earn tokens within the platform for completing actions and accomplishing tasks.

1.5 Sixteen Reasons to Support iKick Talent

1. Unique service of peer-to-peer connection among Fans, Sportstars, Sponsors, Advertisers & Investors where everyone enjoys mutual benefit by using iKick Token services.
2. Prototype:
Prince of Football: India, a unique football TV reality show for U17 boys has already completed its 2 of the 3 phases, where best 16 Talented U-17 Football Players has been shortlisted from India & went for training at Real Madrid Foundation.
3. Number of users of IKC token will increase with time since iKick Talent will be managing talent of world's most famous sports with highest fan base, where cumulative fan base of Soccer, Cricket & Tennis is 4bn.
4. High demand & low supply of IKC Token will increase its value since only 96mn iKick token will be available in market
5. High Trading of IKC token will increase its value:
The number of users using the unique facilities & features of IKC token will increase with time.

6. iKick Talent Management team will include international marketing experts, influencers & celebrity sports personalities as advisors & ambassadors, who puts in every effort to popularize the brand "IKC Token".
7. Promoting young sports talent, which will help many talented athletes to take sports as their career option.
8. It will help in improving the quality of a specific sport, which will also help in the promotion of the respective sport.
9. This will help in generating better prize money & further improving the overall infrastructure of the sports.
10. iKick Talent is based on a proven business model of the Talent Management Agency (TMA)
11. Decentralizing the talent sourcing process will ensure a high-quality flow of candidates, which is sometimes not possible because of bureaucracy & corruption.
- 12 Decentralizing the talent promotion process will attract more advertising contracts to the Junior & PRO athletes
13. All IKC token holders will be participating in the decision making process in the company by using Decentralized Community Voting (DCV) mechanism.
14. iKick Talent Management is a global project looking for players and sponsors worldwide, which means higher market size, higher diversity, and less dependency on local regulations.
15. IKC token holders can use IKC tokens to buy exclusive offers from IKCdeal.com, such as:
 - A. Exclusive e-commerce deals & buy-back.
 - B. Sports club membership through IKC tokens.
 - C. Using IKC tokens in Charity Crypto auction where buyers can bid to win exclusive offers from stars.
 - D. Use IKC tokens for online betting & fantasy tournaments.
16. Finally, and most importantly, iKick Talent offers IKC Token holders an unmatched value (exclusive communication with stars, one-on-one training, VIP tickets and books, business endorsements well below market price, etc.)

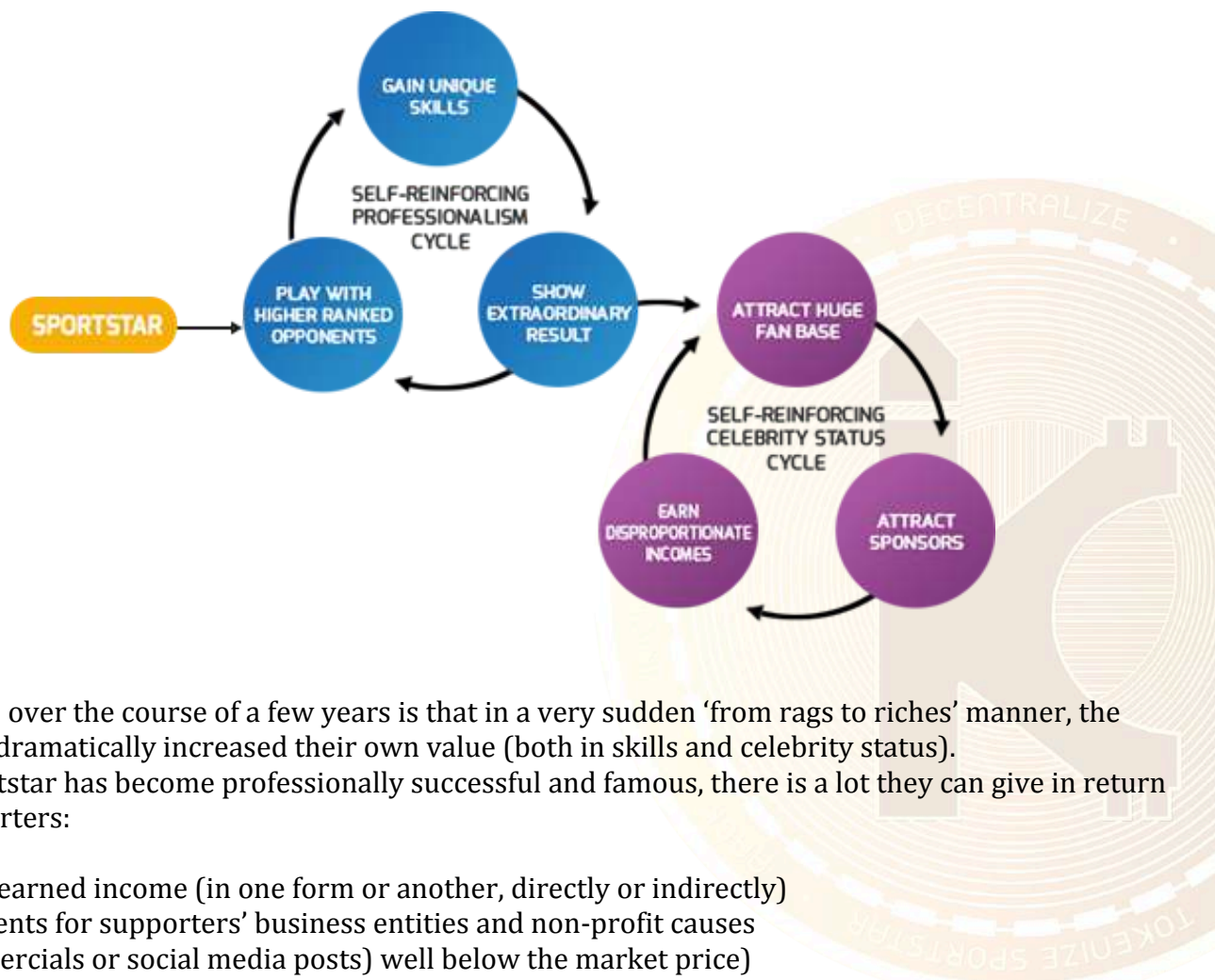
Blockchain allows previously impossible ways to collectively support athletes, to decentralize key processes (Scouting and Promotion) which lowers the costs dramatically and shifts most of the created value to the Community.

1.6. Introduction to tokenizing sports professionals

Sport professionals in general can be viewed as assets.

Over the course of their careers, athletes improve their skills, gain unique professional abilities, and start play against higher skilled professionals, which improves their skills even more. We call this the 'self-reinforcing professionalism cycle'.

At the same time, extraordinary results attract fans – which make the athletes of interest to the sponsors – who pay disproportionately high money for the image of the now-popular athletes – who start leading celebrity lifestyles, and attract even more fans. This is the 'self-reinforcing celebrity status cycle'.



What happens over the course of a few years is that in a very sudden 'from rags to riches' manner, the Sportstar has dramatically increased their own value (both in skills and celebrity status). After the Sportstar has become professionally successful and famous, there is a lot they can give in return to early supporters:

- A share of earned income (in one form or another, directly or indirectly)
- Endorsements for supporters' business entities and non-profit causes
- (Via commercials or social media posts) well below the market price)
- Training time (one-on-one or in group, in person or in the form of online lessons)
- Communication with fans (via video chats, text chats, offline group exclusive meetings, selfies, etc.)
- Signed merchandize, books
- Tickets to events, etc.



2. Corporate Structure & IKC Token

The IKC Tokens are created by iKick Talent Management, (“Company”), a business company incorporated in Estonia. Main purpose of Company is to organize and conduct a process of IKC Token sale in order to arrange financing of iKick Talent Management Project.

The company will develop the IKC Token and foster a community around the iKick Talent platform.

2.1 What is IKC Token?

The IKC Tokens are software with cryptographic elements that are sold out as a utility appliance for the iKick Talent platform. The IKC Tokens are based on the Ethereum protocol and conform to the widely used ERC20 standard.

The IKC Tokens have their functional utility only within the iKick Talent platform and their creation is conditioned by the need to develop an internal economy in the iKick Talent ecosystem that will establish transparent and fair relations among the iKick Talent community.

The IKC Tokens are intended to be used by their holders only for its designated purposes. Number of such purposes may be increased over time, including, but not limited to, by means of adding new services and features available in exchange for the IKC Tokens.

The IKC Tokens are intended for experts in dealing with cryptographic tokens and blockchain-based software systems.

2.2 Use of IKC Tokens

The IKC Tokens carry backbone functions of the iKick Talent platform. The full functionality of the iKick Talent platform is available only for IKC Token holders.

We plan to place the IKC Tokens on cryptographic coin exchanges, giving an opportunity to openly buy them (to residents of countries where the purchase of tokens does not violate local laws). A user seeking to enter the iKick Talent platform will have to buy the IKC Tokens at the exchanges.

Conversely, the IKC Tokens could be sold at an exchange if their holder would like to exit the iKick Talent ecosystem.

However, legislation on the circulation of securities in certain countries, such as the United States of America and Singapore, may prohibit the sale of the IKC Tokens to the residents of those countries. When buying the IKC Tokens, the purchaser should be aware of the restrictions on their subsequent sale and thereby obliges to follow our instructions and/or those of the exchange when he/she resells them to other users.

Form of expression of iKick Talent community opinion: The iKick platform will provide IKC Token holders with the opportunity to express their opinion regarding the particular operational issues of the iKick agency’s business through the **Decentralized Community Voting (DCV) mechanism**, which is in more detail described in section 7.1 of this White Paper.

These decisions, expressed through DCV mechanism, will serve as the advisory guidelines for the iKick Talent agency's management. The agency's management team and executives will consistently admit the results of iKick Talent community voting to their consideration.

Form of settlement: The IKC Tokens will be used as a form of settlement in the transactions conducted within the iKick Talent platform. In particular, IKC Token holders may be able to use their IKC Tokens to purchase services and 18 products to be offered within the iKick Talent platform, as it specified in Section 7.2 of this White Paper.

Means to power iKick Talent platform's compensation system: The iKick Talent platform builds well-balanced motivation system that encourages its agents, specifically Scouts, Promoters and Advertisers, to perform their functions better thereby increasing the effectiveness of the entire iKick Talent ecosystem and its benefits to the iKick Talent community. To be motivated to use the iKick Talent platform further, its agents may receive compensation for their active participation in iKick Talent ecosystem. Compensation will be paid in the IKC Tokens that allows the agents to participate in the growth of iKick Talent ecosystem.

2.3 What do IKC Tokens Not Represent?

IKC Tokens are not securities in any jurisdiction. This White Paper does not constitute a prospectus or offer document of any sort, is not intended to constitute an offer of securities or a solicitation for investment, does not pertain in any way to an initial public offering or a share/equity offering, and does not pertain in any way to an offering of securities in any jurisdiction. The IKC Tokens are not intended to be marketed, offered for sale, purchased, sold, or traded in any jurisdiction where they are prohibited by applicable laws or require further registration with any applicable governmental authorities.

IKC Tokens do not represent a loan to Company. The IKC Tokens are neither debt instrument nor bonds of any kind nor any other form of loan advanced to Company. Acquisition of the IKC Tokens, whether through the Token Sale or otherwise, does not grant to token holders any right of claim on Company's financial or any other assets.

IKC Token don't grant participation in Company or its assets. The IKC Token do not provide token holders with any ownership or other interest in Company. Acquisition of the IKC Token does not present an exchange of cryptocurrencies for any form of shares in Company or Company's assets, including intellectual property. Token holders are not entitled to any guaranteed form of dividends, revenue distributions, and voting rights.

IKC Tokens are non-refundable. Company is not obliged to provide token holders with a refund related to the IKC Tokens for any reason, and token holders will not receive money or other compensation in lieu of the refund. No promises of future performance or value are or will be made in respect to the IKC Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the IKC Tokens will hold any particular value.



3. Operations & How IKC Token Works

3.1. Promoting Successful Professionals

Celebrities appearing in popular print advertisements and TV commercials is nothing new - using a celebrity spokesperson is a strategy that has been widely used throughout history. From Britney Spears to Lionel Messi, famous people of all ages help turn a product endorsement into a huge part of pop culture.

Why do celebrities need IKC Token?

There are lots of great professionals who are promoted poorly by their agencies and aren't exposed to additional opportunities. IKC Token helps celebrities increase their audience and grow their social capital.

What can IKC Token do for established Sportstar? ·

- Bring new endorsement contracts (additional revenue, on top of their existing revenue)
- Sign non-exclusive promotion agreements
- Increase the level of fan communication, e.g. online and real-life interaction
- Enhance audience involvement
- Strengthen the brand and increase the advertising value

We have an internal team responsible for attracting sponsors.

iKick Talent adheres to the standard commission rate of 5% of the Sportstar's net contract money (excluding local taxes) and 8 - 10% of sponsorship revenue (if the sponsor is brought by a promoter, the latter receives a 8% commission of the first contract and 2% of all the following deals paid in IKC Tokens). Some of the most successful collaborations between a brand and a celebrity can bring millions of dollars.

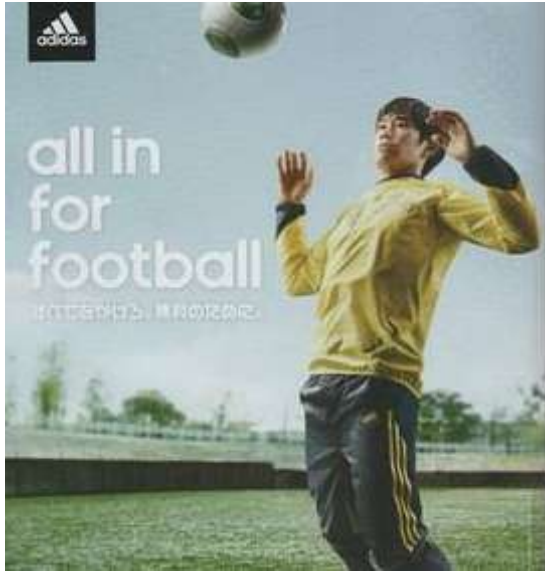
Here are some more cases of successful football player endorsements:

Case 1.



Korean football sensation Park Ji-Sung, a retired football player, serves as a club ambassador at Manchester United. He enjoys a 10-year sponsorship contract with Nike (\$430,000), and advertising contracts with Asiana Airlines (\$160,000) and Air Asia. The Nike contract was the biggest ever awarded to an Asian football player as of 2013. Among his past endorsements, one might recall a lucrative contract with Gillette which put him into their famous "trio of stars" commercial, replacing Thierry Henry for campaigns across Asia. His total net worth in 2013 was estimated at \$23 million.

Case 2.



Shinji Kagawa, a 25 y.o. Japanese midfielder, currently enjoys a yearly wage of \$2.8 million¹⁷ for his superior results at German Borussia Dortmund. Not to mention that his professional achievements attracted a few lucrative endorsements with Audi and Adidas, totaling approximately \$2.6 million.

3.2. Developing Young Talents

From the age of 8 to the age of 18, before young talents first start earning prize money at tournaments or in Hollywood, they need to spend significant amounts of money:

- To travel to tournaments or auditions
- To study at a professional academy
- To train with a professional football/vocal coach
- To record demos
- To buy equipment or musical instruments
- To buy advanced medical insurance
- To relocate to another city or country
- To compensate one of the parents' lost salaries (e.g., the EU forbids kids under 16 to relocate alone, and it does not grant working visas for parents).

Lack of funding is a typical problem which almost all current stars face as juniors. They need financial support and career development consulting.

kick Talent attracts sponsorship contracts and advertisers to young talent. This helps them stay in the professional sports & entertainment industries, pursue their dream, and grow social capital from the beginning of their careers.

3.3. Involving fans

Fans no longer just watch. They participate, analyze, critique, deconstruct, fantasize and connect with their favorite players and teams in real time.

Thanks largely to digital innovation, being a sports fan has never been so emotionally charged, or fun, as it is today. Over time, as fans have gotten more and more organized, the virtual monopolies teams and leagues have enjoyed have been broken. When today's most important Super-fans talk, teams listen.

Fans nowadays have a huge impact on the sports industry:

- Multiple fan boycotts have been called to protest the continued use of the Redskins team name and logo. Boycotts have even been called for FedEx, which owns the naming rights to the Redskins' stadium.
- Scottish Ranger Union fans hired an analyst to examine the financials of the organization's merchandise deal to discover that little profit was benefiting the club. They organized an effective boycott to express their displeasure.
- In Italy, Lazio soccer supporters boycotted a home match against Atlanta in protest of President Claudio Lotito's running the club after the sale of playmaker Anderson Hernanes to Inter Milan and a series of bad outings. Only 2,000 tickets were sold in a venue that has a capacity of 82,000. The club lost money and had to listen to the fans.

IKC Token truly broadens modern fans' perception of the entertainment experience. Fans earn and spend tokens, participating and influencing the careers of Sportstars.

iKick Talent platform provides fans with tools to become closer to their idols, including:

- Online and real-life interaction with celebrities (e.g., a workout or dinner with a star, one-on-one video chat, etc.)
- Voting on significant decisions (approving new players, renewing the Head of Scouting contract)
- 'Fantasy tournaments' to select the best Scouts among the token holders
- Contests among their fans with prizes (in merchandise or tokens)
- Online stores and auctions with celebrities' personalized goods.

All interactions require IKC tokens: **higher involvement means higher demand for IKC tokens.**

To introduce and attract fans to iKick Talent platform:

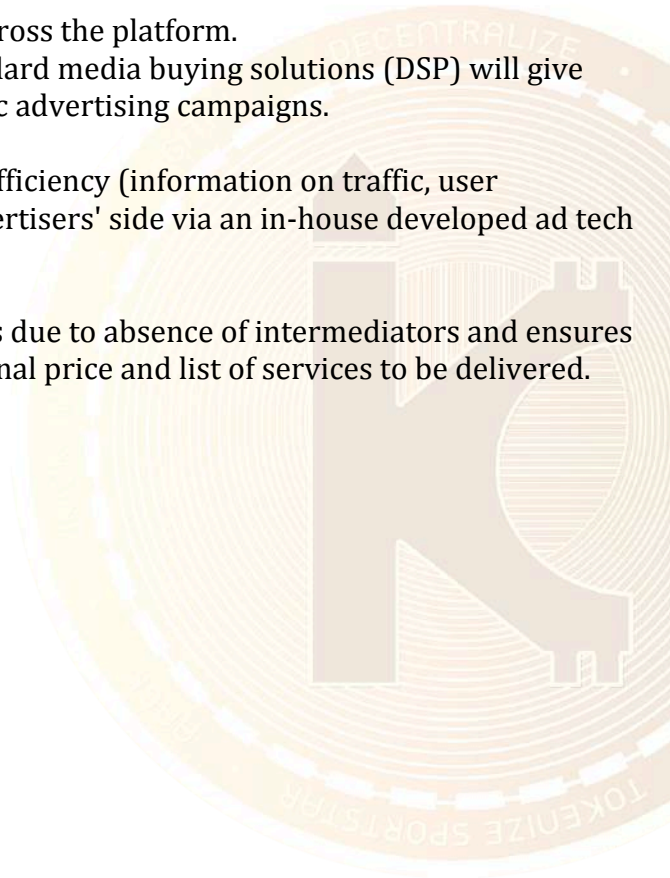
- We will be establishing partnerships with major media companies & agencies.
- We will put special emphasis on global PR and marketing among the non-geeky sports fans.
- We will make special events (PR conferences, event sponsorships), participated in by our ambassadors, become well known by the fan audience.

3.4 Attracting Advertisers

Brands seek a combination of transparent advertising formats and more engaged audiences.

iKick Talent platform provides brands an opportunity to access a highly involved fan audience and increase the efficiency of campaigns by implementing advertising smart contracts.

1. Each Sportstar has a clear profile with detailed information on their followers and marketing metrics – insights on followers, available stats and data on previous partnerships with advertisers. Platform transparency allows advertisers to choose the most 'suitable' celebrity to work with. Both successful PROs and rising celebrities can be involved in partnership.
2. To ensure even higher engagement and interest in the product, the platform allows advertisers to merge the celebrity campaign with the e-commerce module. That means advertisers can cooperate with celebrities and create online stores within the platform 38 with advertised goods and services. Online stores increase product awareness and revenue.
3. iKick Talent platform will develop its own technical assets to provide efficient advertising options:
 - Internal Data Management Platform (DMP) to collect and analyze information on the audience to provide more precise targeting options.
 - 3rd party ad server will allow users to run ads across the platform.
 - Using exclusive audience data and industry-standard media buying solutions (DSP) will give users an opportunity to implement programmatic advertising campaigns.
4. The Smart Contract allows users to track campaign efficiency (information on traffic, user engagement, user insights) and pass stats to the advertisers' side via an in-house developed ad tech solution.
5. The Smart Contract provides lower partnership costs due to absence of intermediators and ensures a clear pricing policy. All advertisers will know the final price and list of services to be delivered.



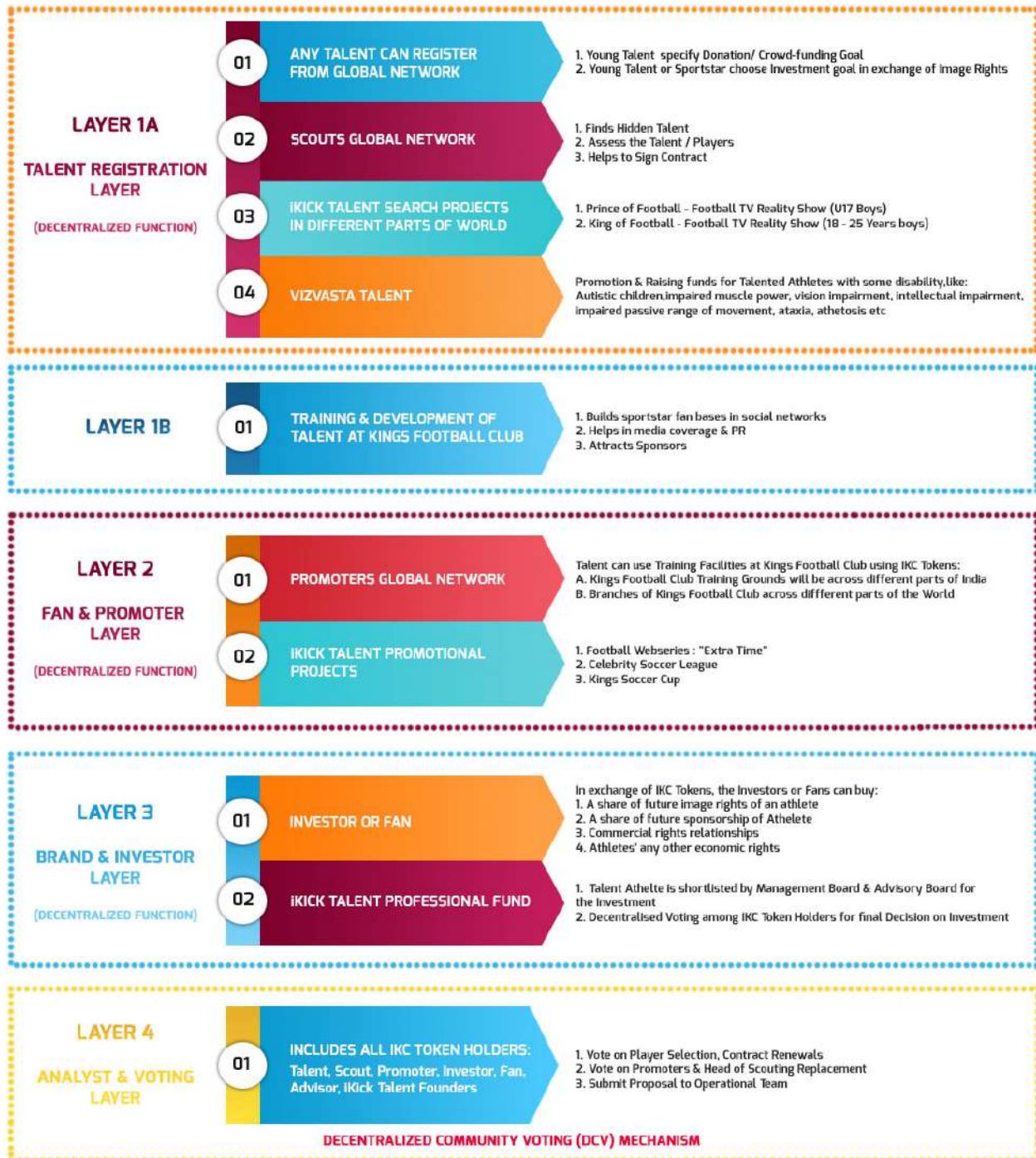


4. Platform & Technology

4.1. Platform Architecture

The iKick Talent platform is built of 12 integrated modules that allow us to implement all activities of the project. The modules are divided into four distinct layers:

1. Talent Registration layer;
2. Fan & Promoter layer;
3. Brand & Investor layer;
4. Analyst & Voting/ Infrastructure layer.



iKick Talent platform is designed as a toolkit, allowing users to combine different modules to achieve the required capabilities and to encourage interaction between the celebrities, fans (as well as regular token holders), advertisers, professional talent scouts and promoters.

A detailed description of the modules' functions and architecture can be found in the section 5, Modules Implementation of the White Paper.

4.2. Use of Blockchain

Our choice of blockchain as the underlying technology of the iKick Talent platform allows us to build a transparent, scalable and verifiable system for all platform participants, especially for fans, scouts, promoters and advertisers. We will provide fan community leaders with tools to audit the records of the distributed blockchain ledger to prove the transparency of interactions and avoid potential conflicts between the participants.

Our platform will interact with tens of thousands of people (up to millions in the future). We aspire to introduce more than **4 billion sports fans** to the blockchain world. For reference,

- The top 20 football players have 1.4 billion followers across most popular social media platforms.
- The estimated number of FC Manchester United followers is 659 million people. This is possibly the largest fan base in the world for a football club.

Every event such as recording a vote in a poll, collecting a report from a promoter, receiving auction bids, or registering advertising clicks will generate a blockchain write operation.

Our in-house advertising will be using blockchain to record all-important events for further analysis. The daily number of these events can reach millions.

Using the Ethereum blockchain to record such a large number of events would be impractical mainly because of slow transaction speed and transaction-related expenses.

Therefore, we're planning to develop the TS platform based on **two interacting Blockchain:**

1. Ethereum for token-related operations and
2. A private blockchain for internal platform operations.

iKick Talent private blockchain will be built as a network of nodes, maintained by the Company in the early stages of platform development. Later, we plan to delegate the rights (partially or fully) of the nodes' maintenance to the leaders of the fan community, who will be invited to become part of the network. This will allow us to create a truly distributed network, uncontrolled by any single party, in the true spirit of blockchain.

We also plan to take advantage of distributed blockchain technology for fast and efficient scaling of the platform. Network node operators will be able to audit blockchain operations to judge possible conflicts. iKick Talent will produce easy-to-install packages of the software required to run a network node and will provide all necessary instructions and worldwide 24/7 support. Network node operators will be compensated for their efforts with IKC tokens.



5. Modules Implementation

5.1A Layer 1A: Talent Registration Layer

iKick Talent's Smart Manager Platform facilitates a revolution in the world of sports financing, providing a direct financial connection between the athletes, sports clubs and organizations with the public of fans, sports enthusiasts and individual business people.

The Smart Manager Platform is a blockchain-based sports crowd-funding platform, acting as an intermediary connecting those with an active need for funding with contributing crowds on a micro level. The Smart Manager Platform can be used by anyone connected with sport, whether an athlete, a team, a club or any other sports organization

Talent Registration via Smart Manager Platform can be done in following 3 ways:

5.1A.1 Any Athlete can register on iKick Talent:

It will offer athletes, sports clubs and organizations a blockchain-based platform where they are able to create profiles listing their current achievements and plans for the future, and the types of investment they are looking for in order to finance their goals. iKick Talent Platform will offer crowdfunding possibilities for athletes, sports clubs and organizations. On the other end, the Smart Manager Platform will enable the public to get involved in sport on a personal level, acquiring a stake, for instance, in the career path of a young athlete by supporting them financially as they progress. The crowd is always stronger than the individual!

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

iKick Talent will turn the tables in this regard, giving the power of sports financing to the public—the fans. Each individual will have the opportunity to directly support their favorite athlete or club, reaping the rewards of their success. In addition to simple donations, smart investment contracts will allow fans and sports enthusiasts to invest directly into athletes, clubs or other sport organizations, with the aim of possible future returns.

On these grounds, iKick Talent introduces a brand new industry of crowd micro-financing, which provides athletes, clubs and organizations with macro-funding on their respective end.

By leveraging the iKick Talent's Smart Manager Platform, any fan or sports enthusiast can become a sports investor, depending on their interests and values.

The Platform will have two main pillars:

1. A Cryptocurrency-based donations platform (the Donations Module)
2. A Cryptocurrency financial reward-based platform (the Investment Module)

5.1A.1.1. Donation Module/ Crowd Funding Campaign

The Donations Module will offer athletes a blockchain-based platform where they are able to create profiles listing their current achievements and plans for the future, and their specific crowdfunding goals. Opening an account on iKick Talent will be guided by iKick Talent's detailed instructions, and will be free of charge.

Instructions embedded in the platform will guide each athlete to provide the best story for the donors, set the fundraising target, upload photos and provide engaging videos. Furthermore, the platform will offer each athlete predetermined options for givebacks (small gifts or a simple thank you note in a letter, signed card or even a signed jersey, public social channels thank you notice, ticket for the next game, and similar), while each athlete will also be presented with the option to generate their own custom givebacks.

Athletes will be free to specify their crowdfunding goals related to the core sport activities, decide what purpose the funds are raised for (e.g. costs of training or equipment, travel and accommodation costs to attend competitions, participation fees, etc.). Each athlete will also be free to decide if, and what kinds of givebacks they will offer to their donors. Wise planning is key in this regard—the athlete's chances for a successful crowdfunding campaign or sponsorship request rely heavily on the quality of their profile, the career trajectory and generation of accompanying content such as professional photos and videos.

A solid sports history (and personal story) backed up with social media links and achievements might boost their chances further. Setting the right funding goal and duration of the campaign will likewise be important. The specifics are up to the athlete, while iKick Talent will offer adequate guidance in the form of clear instructions and pre-written advice in the form of Q&As. Furthermore, iKick Talent's back office will provide live guidance and counseling sessions.

iKick Talent is very strict on the KYC check and will dedicate considerable resources to preventing fraud or the creation of fake accounts, and any other potential embezzlement. iKick Talent's back office will be assigned the task of verifying the authenticity of the person or entity and their profile (e.g. a copy of personal identity card, utility bill or similar documents will be requested for submission and in certain cases also a live video (e.g. Skype) conference will be performed, before the profile is published). Each profile created will be checked and pre-approved by iKick Talent Team, prior to publication, to ensure that the person under whose name the campaign is running is in fact the account holder. iKick Talent's back office will regularly monitor and redact the content of the platform, as well as edit or delete any inappropriate material.

An athlete campaigning on the Donations Module and opening their personal account will be assigned a personal IKC-compatible wallet (ERC20) with a unique personal key for the transfer of IKC Tokens (while, within the Donations Module only, iKick Talent might introduce an option for donations in ETH Cryptocurrency or in other Coins of value, depending on popular demand and technical capabilities).

Once an athlete opens their personal account, they can start campaigning, and from that moment on, success will predominantly lie in their own hands, and those of their networking supporters. If they catch the right momentum and their strategy is sound, backed by realistic potential, they will likely succeed in attracting financial interest.

The campaign's visibility is up to the athlete's network from that point on, available for promotion on social media, with supporters, friends, relatives, fans and the general public. iKick Talent's back office, however, looks to also actively assist promising athletes with profile management tasks, so that their fundraising campaign has an optimal chance of success.

Actions after the end of campaign in the Donations Module

Upon the conclusion of a campaign, iKick Talent's back office will guide the athlete in the collection of the funds and the exchange of the IKC Tokens into fiat currency, if so requested, and will offer any other support required.

For each donation made over the Donations Module, iKick Talent will charge a fixed transaction fee of 5%. All the IKC contributed to an athlete will be made available to the athlete— minus the above specified fixed transaction fee of 5%. Different fees might apply, exclusively in the case of charity projects or discounted campaigns.

As with any case of donations, the donors are solely responsible for any applicable tax deductibility and each athlete or recipient of donations will be responsible for the reporting and payment of all the applicable taxes in their country of residence.

Additional Payable Services Offered by iKick Talent within the Donations Module

Furthermore, iKick Talent will offer additional payable services within the Donations Module:

- Detailed support and counseling in running a personal profile and devising the best campaign strategy (other than the general support described above);
- Payment for an account exposure placement in the “Featured” area, or for other campaign promotion services;
- Advertising space on the iKick Talent Donations Module.

The Purpose of the IKC Tokens within the Donations Module

- To make donations;
- To purchase support from iKick Talent in relation to profile management and campaign strategy
- To Purchase special features, such as, “Featured Section”, “Hot Pick”, and similar features

5.1A.1.2. Investment Module

The Investment Module, will enable detailed sponsorship smart contracts of various types, and most importantly, the so-called complex investment smart contracts where an athlete, club or other sports organization can offer a long-term deal to financiers by committing a share of their future income or other revenue stream in exchange for an upfront investment.

The Investment Module will offer athletes, teams, clubs and other sports organizations a blockchain/smart contract-based platform where they are able to create profiles listing their current achievements and plans for the future. Opening an account on iKick Talent will be properly guided by the detailed instructions on iKick Talent's platform and will be free of charge.

A detailed personal presentation will be crucial for athletes to reach their set investment goals. Instructions embedded in the platform will guide each athlete in the creation of the best presentation of achievements, the projection of the investment targets, creation of content and uploading of photos and videos. Furthermore, the platform will offer athletes predetermined smart contract clauses, alongside the perk of requesting specific smart contract clauses from iKick charge-free, tailored to their wishes and needs.

Athletes will be free to choose their investment goals, decide what purpose the invested funds are used for (e.g. costs of training or equipment, travel and accommodation costs to attend competitions, participation fees, and similar).

Athletes are free to decide what kind of rights to offer in exchange for the investment:

Proper structuring and assessment of the investment goals and adjustment of the offered rights will be crucial for a successful investment campaign. If the athlete provides engaging content for dissemination on other platforms, especially achievements and career trajectory, their chances of a successful investment campaign will increase. Accolades and momentum might boost an athlete's chances further, while setting the right investment goal and campaign duration will likewise be important. Athletes will also be able to ask for peer-to-peer lending transactions.

It's up to the athlete to curate all the above, while iKick offers guidance in the form of concise instructions and pre-written advice in the form of Q&A. Furthermore, iKick Talent's back office will provide live online support.

An athlete campaigning on the Investment Module with their account will be assigned a personal IKC-compatible wallet (ERC20) for the transfer of IKC Tokens with a unique personal key.

In addition to the features described above, the following features will also be available within the Investment Module:

- Equity campaigns, where, for example, a sports club crowdfunds itself by way of offering equity shares to its fans and investors;
- Debt campaigns seeking low or no-interest-rate loans.

5.1A.2 Talent Scouting Module

iKick Talent Global Scout Model has 3 levels:

1. Find Talent
2. Assesses the Talent/Players
3. Helps to Sign Contracts

5.1A.2.1 Scouting by Full-time Pros Has Disadvantages

There are around 60 people in the IMG scout team, and they all have connections.

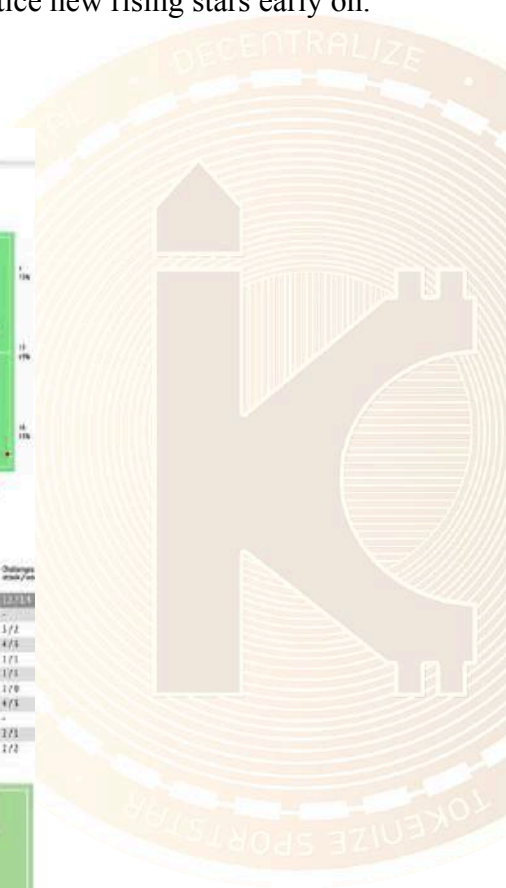
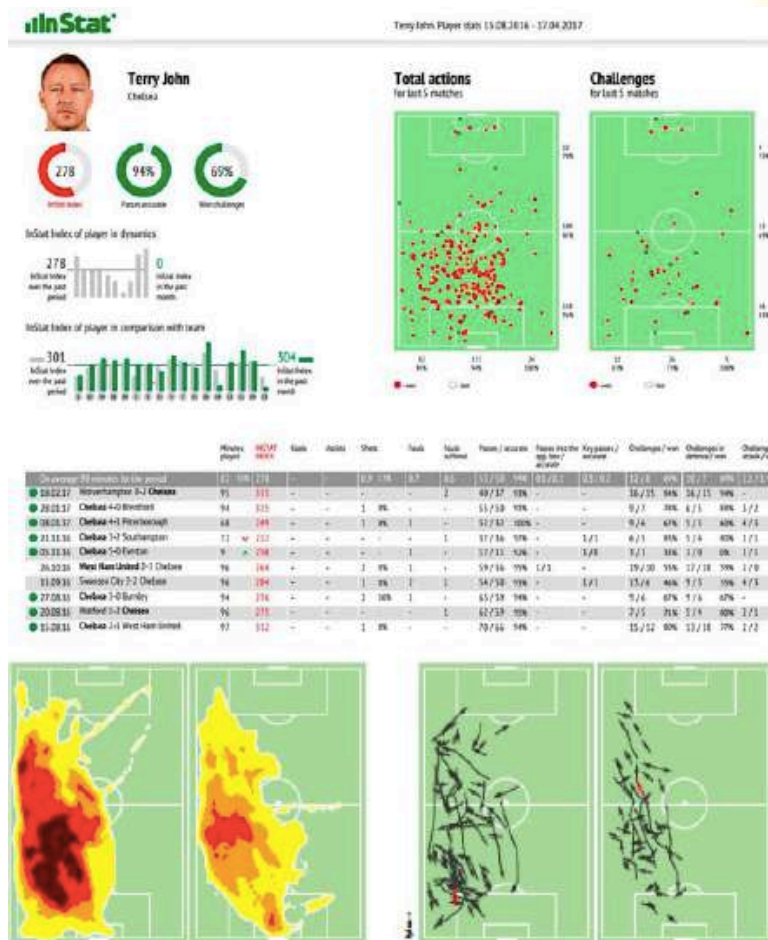
- It is expensive (60 full-time salaried employees amount to roughly \$4 million in costs per year, excluding travel), IMG is a monster, and smaller agencies can't afford so many employees
- It is difficult to scale (agents neglect traditionally non-tennis countries like India or Brazil)
- It is subjective (based on the gut feeling of an expert, who never managed to become a pro player himself)
- It is open to corruption (including so called 'kick-backs' when part of the contract amount is paid back to the scout in exchange for his favorable review of the candidate)

5.1A.2.2 Scouting Should Rely on Number-Crunching Instead of Someone's Gut Feeling

Many sports organizations have changed their approach to scouting dramatically and have become numbers driven. Managers now believe that success is predictable and it can be quantified. This analytical approach and its influence on baseball is shown in the movie 'Moneyball'.

In football, scouts and managers rely on the InStat system. This data analytics company has 1300 clients from Barcelona to Chelsea FC who closely follow second-tier leagues and notice new rising stars early on.

A sample of InStat reports:



5.1A.2.3 Role of iKick Talent Scouts

Old-fashioned scouting process should be replaced with a decentralized approach. We believe that the Global Scouting Network of 600 part-time analysts spread globally and properly motivated financially will be more efficient than the full-time 60 employees focused on making friends with local Soccer Federations' presidents.

With the help of iKick Talent tutorials, the Scouts will:

- Crunch data (local kids' and juniors' rankings, and local tournament results) and determine potential 'targets'
- Reach out to players, parents, coaches, and soccer club owners in local social networks
- Submit applications via the iKick Talent website to our full-time scouts
- Hold assessment sessions at players' locations (no need for expensive 2-week travel to a global HQ)
- Use the most modern connected equipment during assessments,
- Use a unique internal players' assessment checklist (50+ parameters ranging from the strictly technical side to the players' psycho type or their parents' involvement). This will allow for development of a standardized process and legitimate player comparisons.
- Submit players' assessment reports to the iKick Talent community for their professional assessment through DCV mechanism.

5.1A.2.4 Scout Compensation

Scouts should receive significant amounts of money for successful recommendations in order to be motivated. It is important to note that Scouts will receive Scout compensation only for their work performed through the iKick Talent platform, as it is described in the table below. No compensation shall be paid if Scouts do not perform any of the respective actions.

In many of our target countries a typical salary for a tennis coach is around \$1,000 per month (or less), so our offer of \$10,000+ is almost a yearly salary. The higher the token price grows, the larger the stimulus will be, and the more and better candidates will be introduced to us.

Scout Action	Scout Compensation	Comment
Submitting the initial players' application to iKick Talent	100 IKC Tokens or \$100 (paid in IKC), whichever is larger (but no more than \$120)	With fraud protection mechanisms, penalties for fake submissions, limits for total submissions.
Application is approved and the player is invited to an assessment.	900 IKC Tokens or \$900 (paid in IKC), whichever is larger (but no more than \$1080)	
Assisting with the players' assessment offline, submitting assessment checklist to iKick Talent	500 IKC Tokens or \$500 (paid in IKC), whichever is larger (but no more than \$600)	
Player is selected and signs the contract	8500 IKC Tokens or \$8500 (paid in IKC), whichever is larger (but no more than \$12750)	
TOTAL	10000 IKC Tokens or \$10000 (paid in IKC), whichever is larger (but no more than \$14550)	

The bonus can be split among several people. Players' parents or coaches are also eligible for compensation.

We see no problems with this, as it stimulates the incoming flow of candidates. And it is only fair that the first coach will participate in his or her players' successes.

5.1A.3. iKick Talent Search Projects

iKick Talent will be doing extensive scouting to find Talented Soccer Players from different age group through its Football Reality Show:

5.1A.3.1 Prince of Football (13 to 17 Years of Age)



Prince of Football will be a 13-episode Football TV reality show for U17 boys, which has 3 phases:

Phase 1:

This is the 1st episode where auditions of Prince of Football, which is open for all the boys in U17 category. There are no registration fees for the auditions. The boys have to clear different rounds of skill test, which comprises fitness and football skills. Finally, Personal Interview round happens among top 30 shortlisted participants, which test the inner attitude and character of the boys.

At last, final 16 boys are shortlisted for the Prince of Football Reality show.

Auditions of Prince of Football: India happened on 2nd, 3rd & 4th September 2017 in Delhi, India.

Below are the Images of 1st episode of Prince of Football: India:



Phase 2:

This is the 2nd episode, where the final 16 Boys go for 10-days training & development camp at World's best football club. During the 10-days training camp, the boys play matches with U17 teams of best European clubs and go for city tour.

10-Day Training & development camp of final 16 boys of Prince of Football: India happened at Real Madrid Foundation , Spain on 7th October to 16th October 2017.

Below are the Images of the 2nd episode of Prince of Football: India:



Phase 3:

This phase includes 3rd episode to 13th episode, where in every episode 1 or 2 boys get eliminated from the show. The elimination process will be on the basis on the performance of Fitness task and Football task. Different categories of Fitness & Football tasks will be created in every episode, where the respective task can be team based task or individual task.

Shooting of 3rd to 13th episode of Prince of Football: India will be happening in May 2018 and the show will be on air from 1st Week of June 2018.

Prince of Football TV Reality show will be one of its kind of reality show which will be mix of talent and entertainment TV Reality show.

The show will be created in such a way that someone who doesn't event follow football, would like to watch it because of its entertainment part, which comes from the journey of U17 boys participating in the show.

In future, Prince of Football will be happening in different countries, which will help in finding the U17 Football talent from different countries.

These talented football players will be registered and promoted globally by iKick Talent.

5.1A.3.2. King of Football



King of Football will be a 13-episode Football Reality show for 18years to 25years boys, where the aim is to find the best footballer of that country.

King of Football will be organized at different state of the country to find King of Football of the respective state. This will be a 4-day event.

King of Football will be organized in minimum 8-states and maximum 12-states of that country. These 12 winners of King of Football of every state along with 8 wild card entries will go to Europe to play football matches with experienced soccer teams.

After that, these 20 boys will come back to their home country, where the ultimate Reality show shooting starts, where in every episode 2 boys get eliminated and finally 1 Boy wins the show to become King of Football of that country.

Below is the schedule of King of Football: India and the selection procedure of King of Football of every state.

The senior panelist of King of Football: India are 3 football legend of India, namely, Mr. Bhaichung Bhutia, Mr. I.M. Vijayan and Mr. Carlton Chapman.

Below is the Schedule of King of Football: India: -

DELHI/ NCR	FEB-18	KOLKATA	SEPT-18
WINNER : KING OF FOOTBALL - DELHI/NCR		WINNER : KING OF FOOTBALL - KOLKATA	
CHANDIGARH	MAY-18	GUWAHATI	OCT-18
WINNER : KING OF FOOTBALL - CHANDIGARH		WINNER : KING OF FOOTBALL - GUWAHATI	
MUMBAI	MAY-18	MANIPUR	OCT-18
WINNER : KING OF FOOTBALL - MUMBAI		WINNER : KING OF FOOTBALL - MANIPUR	
PUNE	JUNE-18	KERELA	OCT-18
WINNER : KING OF FOOTBALL - PUNE		WINNER : KING OF FOOTBALL - KERALA	
GOA	JUNE-18	BANGALORE	NOV-18
WINNER : KING OF FOOTBALL - GOA		WINNER : KING OF FOOTBALL - BANGALORE	
JAMSHEDPUR	SEPT-18	CHENNAI	NOV-18
WINNER : KING OF FOOTBALL : JAMSHEDPUR		WINNER : KING OF FOOTBALL - CHENNAI	
COMPETITIVE MATCHES AGAINST BEST FOOTBALL CLUBS IN SPAIN (20 BOYS)			NOV/DEC 2018
WINNERS OF KING OF FOOTBALL IN 12 STATES + 8 WILD CARD ENTRIES			
FOOTBALL TV REALITY SHOW TO FIND "KING OF FOOTBALL : INDIA"			DEC-2018
(AMONG FINAL 20 BOYS)			

Below is the 4-day shortlisting procedure of selecting King of Football of that state:



5.1B: Layer 1B: Training & Development at Kings Football Club



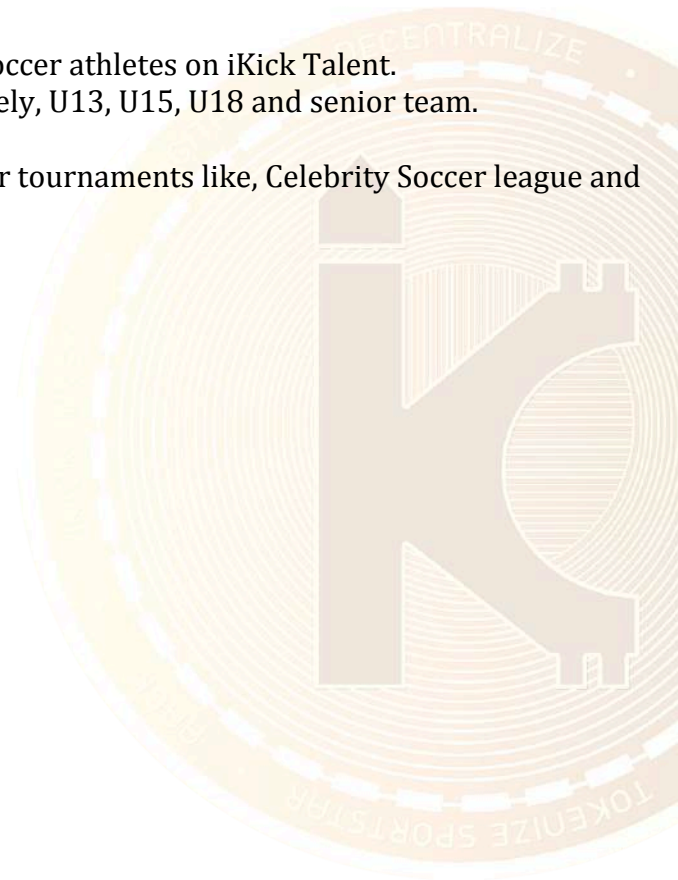
All the soccer athletes registered on iKick Talent can avail the training & development service at Kings football Club using their iKick tokens.

Kings Football club will be opening its training academy in different parts of India and then in different parts of world by 2020.

Kings FC will be making its national soccer team with the soccer athletes on iKick Talent.

Kings FC will be forming teams in different categories, namely, U13, U15, U18 and senior team.

Kings FC will be organizing & participating in various soccer tournaments like, Celebrity Soccer league and Kings Soccer Cup to promote the iKick Soccer Talent.



5.2 Layer 2: Fan & Promoter Layer

Promoter work will involve 3 Stages:

Stage 1: Built Athlete's Fan Base in Social Network

Stage 2: Helps with media coverage & PR

Stage 3: Attract Sponsors

5.2.1 Anyone can work as a Promoter

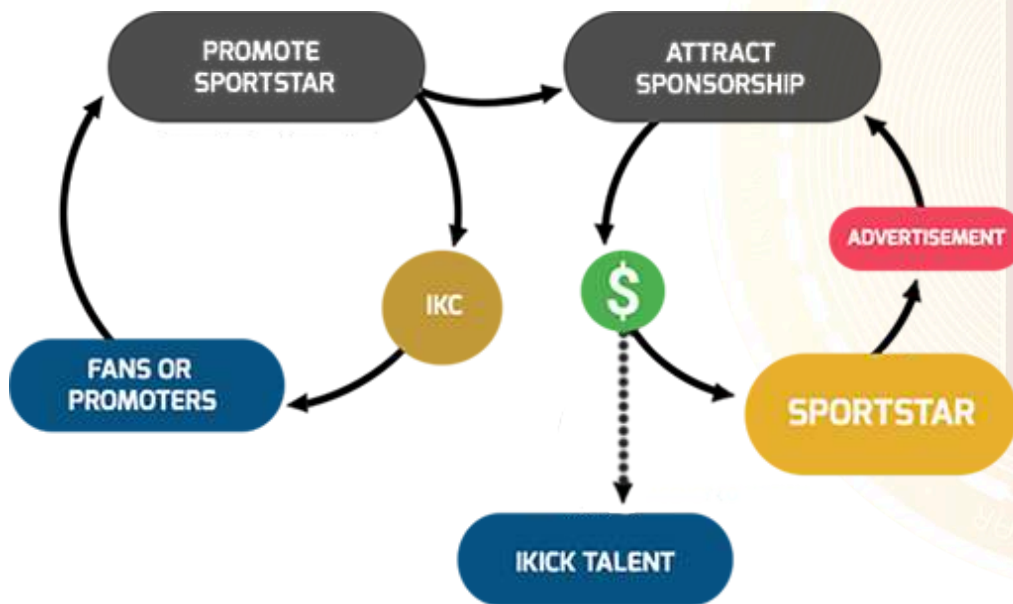
5.2.1A Promoters Program

Promoters will manage the players' fan pages in social networks, regularly updating them with high quality content about the player to grow the fan base. Promoters may be removed if the iKick Talent community is not satisfied with the results.

Promoters may act as Public Relations Representatives (using press kits produced by IKC) and may pitch players to the local press.

Promoters may attract advertisers (using pitch decks produced by IKC). The bonus program for any advertiser who signed the contract is 10% of the first contract and 2% of all the following deals.

Below is the working model of promotion a Sportstar and thereby, attracting sponsors:



5.2.1B Promoters Compensation

Promoters shall receive significant remuneration for their duties to be motivated. It is important to note that Promoters will receive Promoter compensation only for their work performed through the iKick Talent platform, as it is described in the table below.

No compensation shall be paid if Promoters do not perform any of the respective actions. Vacancies will be posted on our website. Current token holders have priority over other job candidates.

Promoters' Action	Promoter Compensation	Comment
Managing 1 fan account in 1 language in 1 social network	100 IKC tokens or \$100 (paid in IKC), whichever is larger (but no more than \$120) per month	Maximum 500 IKC per 1 person.
Updating iKick newsfeed, per 1 language	300 IKC tokens or \$300 (paid in IKC), whichever is larger (but no more than \$360) per month	Maximum 1500 IKC per 1 person
Pitching local media and securing unique publications	100 IKC tokens or \$100 (paid in IKC), whichever is larger (but no more than \$120) per publication	
Referring a potential advertiser who passes initial screening	200 IKC tokens or \$200 (paid in IKC), whichever is larger (but no more than \$240)	
Referring a potential advertiser who signs a contract	10% of this first contract, 2% of all future contracts of this advertiser with all iKick players	Excluding local taxes

5.2.2 iKick Talent Promotional Projects

iKick Production would be launching Soccer projects in future, where it will include the Talented Soccer Players registered on iKick Talent Platform. It will help in the marketing & promotion of these talented soccer players.

iKick Talent will also have a team responsible for pitching to brands and advertising agencies to attracting sponsorships for these projects.

iKick Talent sales team will be 100% focused on these soccer talent players, as opposed to IMG sales reps who pitch all of the 1000+ athletes and models, with tennis comprising only around 7% of the whole business.

Few of these planned iKick Talent Promotional Projects are:

5.2.2A Football Web-series: "Extra Time"

5.2.2B Celebrity Soccer League

5.2.2C Kings Soccer Cup

5.2.2A Football Web-series: “Extra Time”

Extra-Time will be a Football Webseries of 10 episodes of 5-minutes each. The story of the Webseries revolve around the life of 8 people, of different age group, from 16 years old to 32 years old, who loves to play football.

One of the 8 guys in the story is a 16 year old boy who wants to participate in Prince of football and other guys wanted to become footballer but now they in some or other profession to earn their livelihood. Everyone takes out time from their busy life and come together to play football every evening.

The story, “Extra Time” will revolve around, how football changes the life of these guys who come together to play football in their Extra Time.

The Talented soccer players from iKick Talent community will be given chance to come in this Webseries, which will help in their marketing and promotion.

5.2.2B Celebrity Soccer League

TV celebrities and movie actors will come together to form football teams, which will play football league among each other, called as Celebrity Soccer League.

One of the Football team in Celebrity Soccer League will be Kings Football Club, which will include all the Rising soccer athletes registered in that country with maximum fan base on iKick Talent platform. This will give golden opportunity to the entire Rising soccer athletes on iKick Talent Platform to become more famous and raise sponsorship for themselves.

Celebrity Soccer League: India is been planned to happen in India in November- December 2018. After India, Kings Football Club will plan to organize Celebrity Soccer League in other Asian Countries in 2019 and 2020.

Few of the famous personalities associated with Celebrity Soccer League: India are:

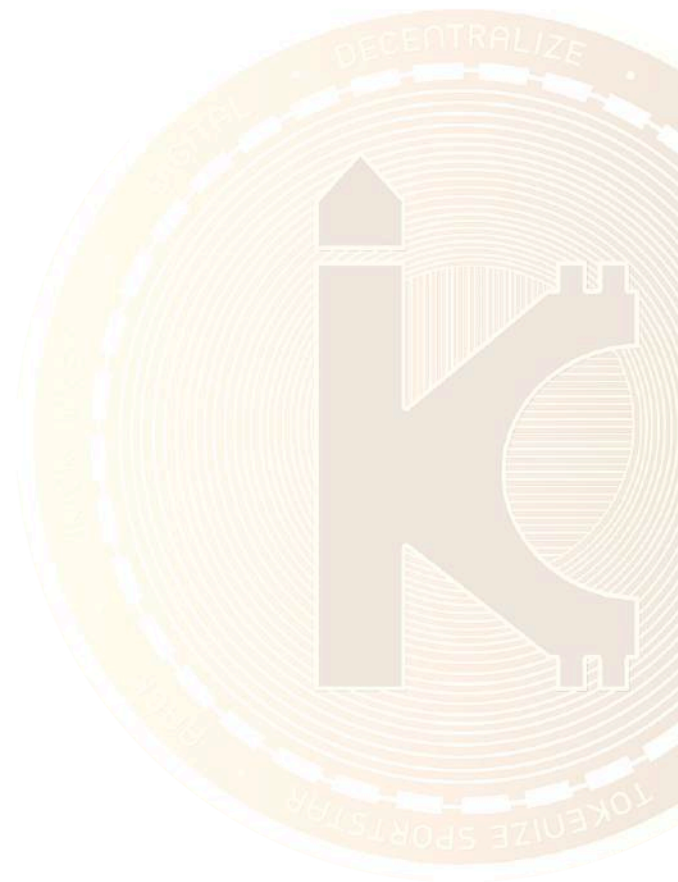
1. Karan Wahi
2. Rithvik Dhanjani
3. Karan Kundra
4. Priyank Sharma
5. Gurmeet Chodhary
6. Karan Tacker
7. Karanvir Bohra
8. Vishal Karwal
9. Prince Narula
10. Kushal Tandon

5.2.2C Kings Soccer Cup

Kings Football Club will be organizing India's 1st International knockout Soccer Tournament in 2019, which will include 4 European soccer clubs (La-Liga ranking of below 30), 11 India's best soccer clubs and a senior team of Kings Football Club.

These 16 soccer clubs will be competing in a 10-days long knockout soccer league to win Kings Soccer Cup, which will be happening in different parts of India.

Kings Football Club will include only those football talent from iKick Talent platform which has maximum fan following.



5.3 Layer 3: Brand & Investor Layer

5.3.1 Anyone over 18 years can be an Investor

When opening an account, each investor will be assigned an ERC20 compatible wallet. Once the wallet receives IKC Tokens, the investor is ready to start making investments.

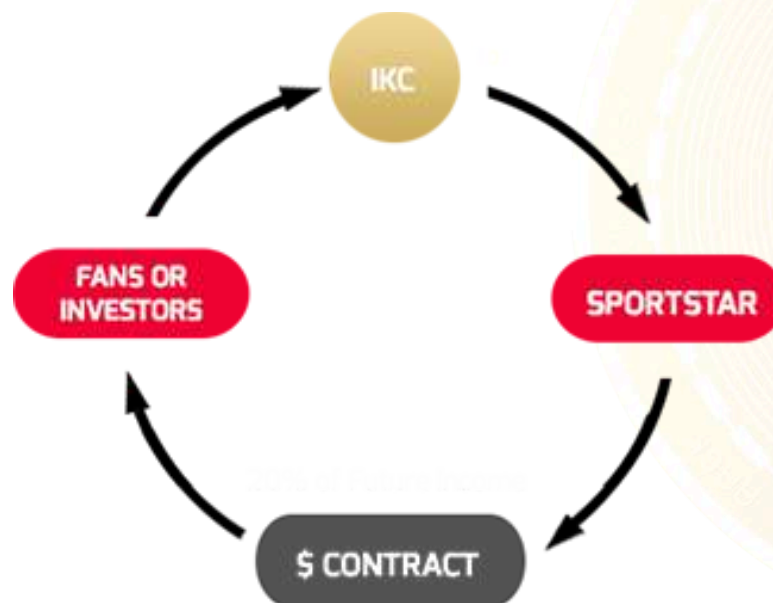
It is entirely up to the investor to decide on the athlete, team, club or sports organization they will invest in. Although iKick's back office will check and pre-approve every profile, it will be up to the investor to make adequate due diligence of athletes, teams, clubs or sports organizations in order to pick those with the greatest potential and the most favorable prospects of a high return on investment.

There will be no money-back guarantee, so the degree of insight and understanding is crucial. Investors will thus primarily be talent seekers and scouts rolled into one, and naturally savvy people seeking good investments in a lively and wealthy industry.

Investors will be able to invest into athletes, teams, clubs or other sport organizations and in exchange for an upfront investment receive, for example:

- A share of future image rights of an athlete;
- A share of future sponsorship proceeds;
- Commercial rights relationships;
- A share of transfer rights;
- Other athletes' economic rights.

Below image is the explanation of how an Investor or a Fan can buy the image right of a Sportstar:



Assuming the investor makes the right moves, the returns will be deposited back into their wallet on the Smart Manager Platform.

5.3.1A After Completion/Expiration of Investor's Module

When an investment contract expires or reaches certain conditions, iKick's back office will guide the parties on the collection of the funds and exchange of the IKC Tokens into fiat currency, if so requested, and will offer any other support required.

iKick's back office will monitor the investees' careers and track whether or not they are honoring the obligations they undertook on the Smart Manager Platform in relation to their investors (while data and information provided by the investors themselves will, naturally, be appreciated).

iKick's legal enforcement team will make sure each investee fulfills the obligations they undertook on the Smart Manager Platform.

iKick will ensure the anonymity of the investors. In order to secure investor privacy, iKick will incorporate a Estonia-law-governed Trust to be the legal owner of the rights of the investors, being authorized to enforce investor rights, whereby the investors remain the beneficial owners of the rights. Once the Trust conducts the enforcement, the proceeds will be divided among the investors according to their share. In countries where trusts are not recognized, the underlying smart contract will establish adequate parallel debt structures and other legal structures, if required.

As with any case of investment, each athlete or recipient of an investment is responsible for the reporting and payment of all the applicable taxes and similarly, investors are solely responsible for any applicable tax deductibility and the payment of all legislated taxes in their country of residence or incorporation.

For each investment made over the Investment Module, iKick will charge a fixed transaction fee of up to 10%, depending on the type of the investment and connected costs for iKick.

All IKC Tokens invested into an athlete will be made available to the athlete—minus the above specified transaction fee of up to 10%.

Furthermore, a 5% commission fee will be charged by iKick at the time the initial investee repays the agreed proceeds to the investor.

5.3.1B Additional Services offered by iKick in Investment Module

iKick will offer additional services for purchase within the Investment Module:

- Detailed support and advice on profile management, as well as the design of a solid investment campaign strategy;
- Payment for exposure in the “Featured section” or “Hot Pick Section” or other networking services;
- Advertising space on the iKick Investment Module.

5.3.1C Purpose of IKC Token within Investment Module

- Investments within Investment Module will be strictly limited to IKC Token (IKC Token will thus be only available currency for making investments, representing the “entry-ticket” into the world of individual based Sports Investment)
- To purchase support from iKick in relation to Investment campaign Strategy & Networking.
- To purchase special features, such as the, “Featured Section” or the “Hot pick” and similar.

5.3.2 iKick Professional Fund: iKick Talent Investment Module

IKC Token ICO initiative will allocate a part of the funds raised during the IKC Token Pre-ICO and ICO into a special iKick Professional Fund.

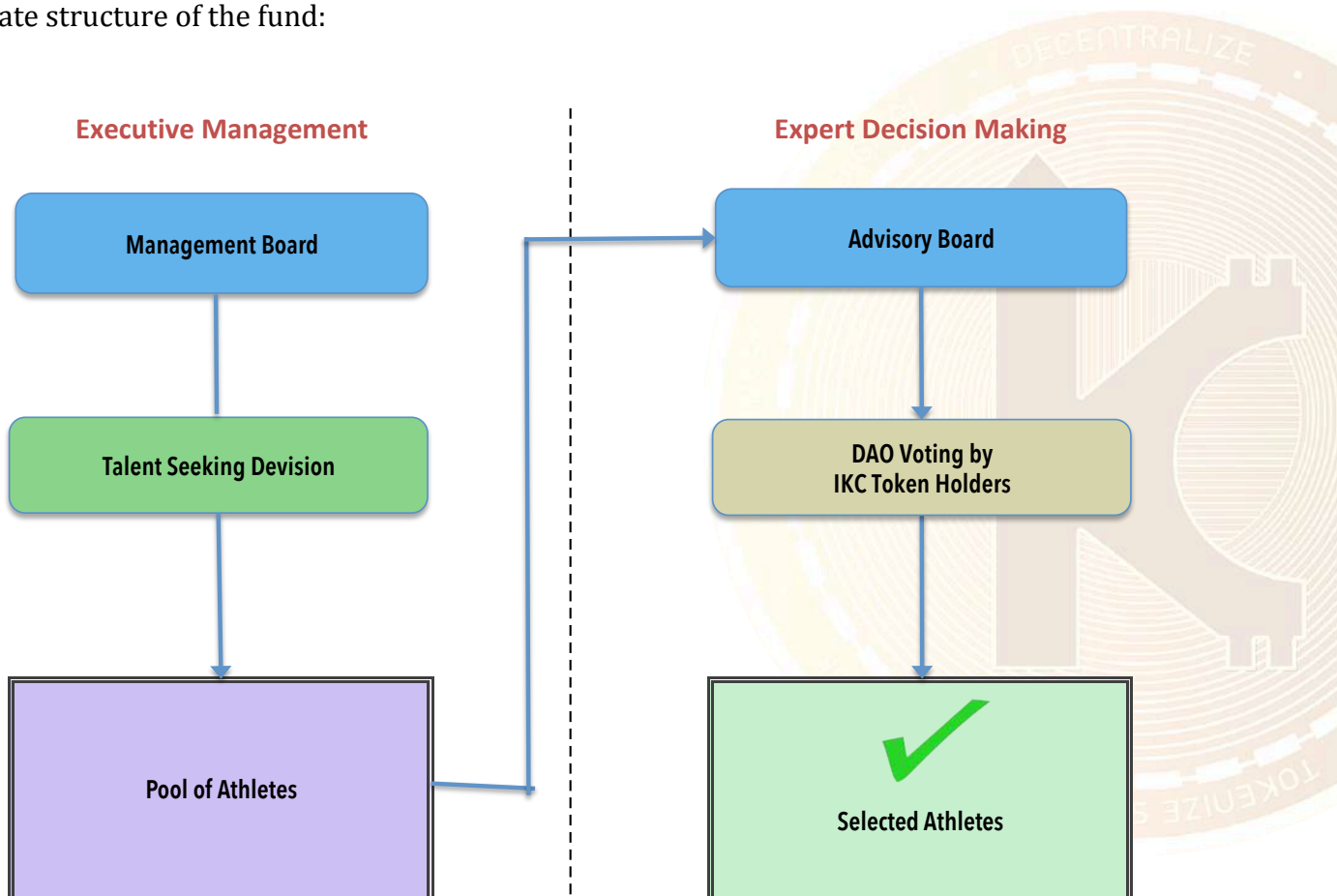
iKick will establish a special Advisory Board consisting of veteran competitors, coaches, scouts and other successful specialists.

The Fund will invest into those athletes with the greatest perceived potential, in exchange for a future return based on revenue such as prize money, endorsements, appearances, image rights and similar rights of value. Since each sport is different, the investment strategy of the iKick Professional Fund will be diverse, driven by the numbers and by analyst expertise.

The mission of the iKick Professional Fund is to ensure the future growth of iKick Talent Management and of the complete iKick Talent ecosystem.

5.3.2A How iKick Professional Fund operates

Corporate structure of the fund:



The Fund operates on the basis of a two-tier decision-making process, the Executive Management consisting of the Management Board of iKick and the Talent-Seeking Division directly answerable to the Management Board, and the Expert Advisory Board.

The Executive Management will operate and run the day-to-day business of the Fund. The Talent-Seeking Division will be a team of sports specialists who scout for talent within the sports community and propose specific athletes from various sports to the Advisory Board, positing sufficient potential for investment.

The ultimate decision-making body of the Fund will be the Advisory Board, consisting of five (5) members, selected from veteran competitors, coaches, scouts, managers and other successful specialists.

iKick's Talent-Seeking Division will be entrusted with the task of seeking young and promising athletes as early as possible, with the greatest perceived return on investment. The selection of the athletes will then be meticulously reviewed by the Advisory Board that approves the athletes with the greatest potential, agrees with them on all the elements of the investment, and thereafter confirms the athletes are ready to be submitted to the DAO voting (Decentralized Autonomous Organization)

In the process of the DAO voting, the presentation profile of each athlete will be uploaded to the iKick platform, with all the IKC Token-holders invited to vote.

If the DAO voting confirms the investment into an athlete, the Executive Management team will prepare all the required documentation, setting the investment into motion.

The iKick team will thereafter closely monitor the development and professional trajectory of the athletes, and make sure they honor their obligations.

When making investments, the following rights might be considered in exchange for an upfront investment:

- A share of future image rights of an athlete;
- A share of future sponsorship proceeds;
- Commercial rights relationships;
- A share of transfer rights;
- Other athletes' economic rights.

In addition to investments made into an athlete, iKick might also propose for DAO voting investments into sport clubs and other sport organizations, as well as a variety of other creative, compounded, or fan-marketed investment into the sports industry and its particular participants.

iKick Talent will reinvest 70% of the profit generated by the Fund in such a way to purchase IKC Tokens on the market and invest such IKC Tokens further into new athletes, clubs and other sports organizations in accordance with the mechanism explained above.

5.4 Layer 4: Analyst/ Infrastructure Layer

5.4.1 Role of an Analyst

An Analyst will include all IKC Token holders, such as. Fans, Scouts, promoters, Investors, Advisors & Founders of iKick Talent Management.

The role of Analyst will include 3 stages:

Stage 1: Vote on Player Selection, Contract Renewals

Stage 2: Vote on Promoters & Head of Scouting Replacement

Stage 3: Submit Proposal to Operational Team

All Voting will be happening via DCV Mechanism (Decentralized Community Voting).

Analysts will also take decision on the usage of iKick professional fund for the investment on the iKick Talent athlete shortlisted by the management & advisory board of iKick Talent Management.

DCV voting is explained in detail in section 7.1.

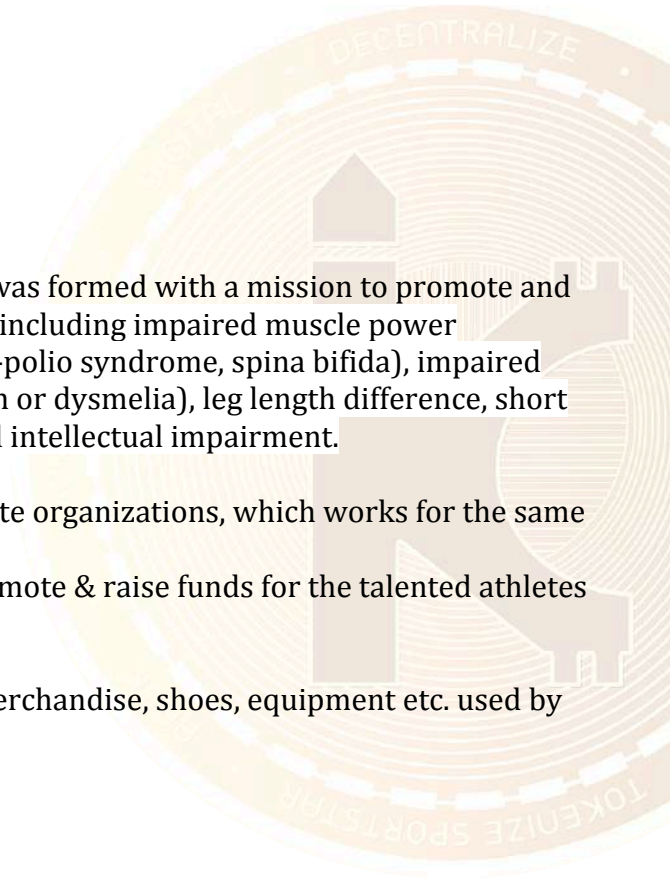
5.4.2. Vizvasta Talent

Vizvasta talent is a sub-part of Vizvasta Foundation, which was formed with a mission to promote and raise funds for talented athletes with a range of disabilities, including impaired muscle power (e.g. paraplegia and quadriplegia, muscular dystrophy, post-polio syndrome, spina bifida), impaired passive range of movement, limb deficiency (e.g. amputation or dysmelia), leg length difference, short stature, hypertonia, ataxia, athetosis, vision impairment and intellectual impairment.

Vizvasta talent is working along with government and private organizations, which works for the same cause.

Now, Vizvasta talent has associated with iKick Talent to promote & raise funds for the talented athletes with disability.

iKick Talent will also be organizing charity auction of the merchandise, shoes, equipment etc. used by Sportstars to raise funds for Vizvasta Foundation.



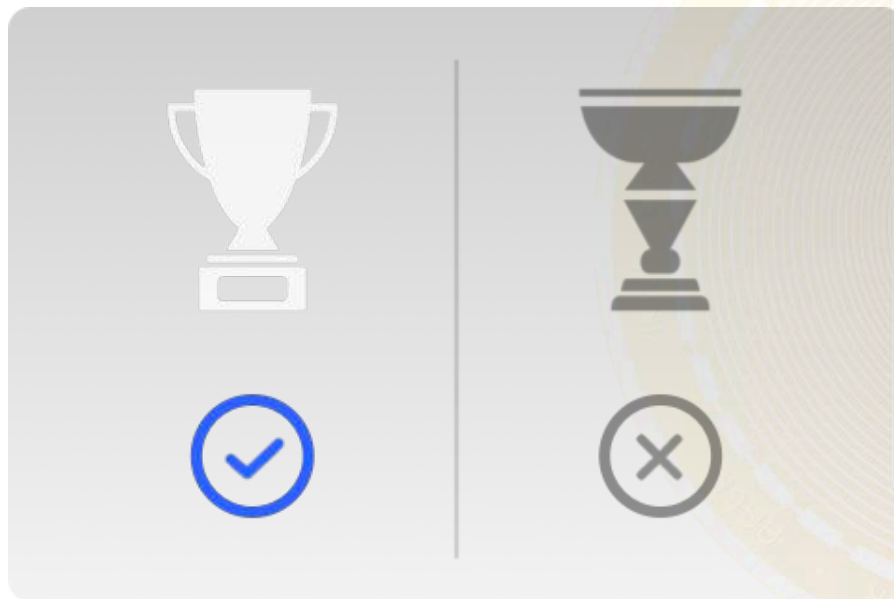
5.4.3 iKick Talent Fantasy Tournaments & Betting

iKick Talent would be organizing Fantasy tournaments & betting challenges where various competitions would be kept with good prize money, such as:

- A. Participants compete amongst themselves by creating virtual teams of iKick Talent athletes who are regularly playing competitive matches. Here, a point system is used to quantify the performances of the selected players and these scores determine the overall results of the competitions.
- B. Betting competition would be held among participants to guess the iKick Talent athletes with maximum number of Fans by end of the month.
- C. Betting competition might be held for the professional soccer matches of International Leagues, like La Liga, EPL etc., where participants have to bet for the winning team.

Initially, iKick Talent will start the Fantasy Tournaments & Betting for soccer and it will include other sports like cricket, Tennis, Badminton, Hockey, Basketball and Golf with time.

iKick Talent Fantasy Tournament & Betting will be available at www.IKCdeal.com, which is explained in detail in next section of whitepaper.

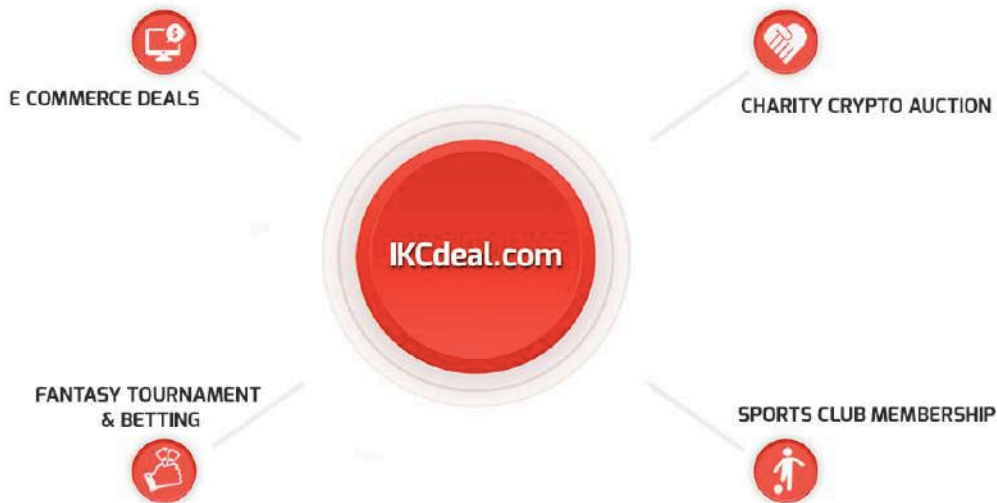




6. IKCdeal.com

All the IKC Token holders can use their token holders can use their tokens to buy exclusive deals at www.IKDeal.com.

There will be large variety of exclusive deal available on the platform, which will range from E-commerce deals, Sports club membership deals, Charity Crypto auction deal and Fantasy Tournament & Betting deals, as shown in below figure:



6.1. E-Commerce Deals



The IKC token holder can get exclusive offers from E-commerce deals in 2 ways:

1. **Affiliate Program (purchase can be done in fiat currency)**
IKCdeal will be starting E-commerce affiliate marketing program where the buyers will get cash back in form of IKC tokens on every purchase. These IKC Tokens can be further used in other deals
2. **Exclusive deal from Brands (Purchase can only be done using IKC token)**
IKC deal will be associating with various brands where heavy discounts would be given on their products which can be brought only through IKC tokens.

Example:

A customer brought a \$600 phone on IKCdeal.com through affiliate marketing program and get cash back of 50 IKC tokens, which he uses to buy a pair of jeans through one of exclusive deal from a Brand.

6.2 Charity Crypto Auction



IKC token holders can make their bid and win exclusive items from their Sportstars or celebrities. 100% of the money raised through he auction will be donated to charity and those athletes with disability.

6.3 Sports Club Membership



IKC deal will be associating with different sports clubs where membership can be availed using IKC tokens. Apart from there, there will be sports club which will provide special discounted offers to their facility for the IKC token holders.

6.4 Fantasy Tournament & Betting



IKC deal would be organizing Fantasy tournaments & betting challenges where various competitions would be kept with good prize money, such as:

- A. Participants compete amongst themselves by creating virtual teams of iKick Talent athletes who are regularly playing competitive matches. Here, a point system is used to quantify the performances of the selected players and these scores determine the overall results of the competitions.
- B. Betting competition would be held among participants to guess the iKick Talent athletes with maximum number of Fans by end of the month.
- C. Betting competition might be held for the professional soccer matches of International Leagues, like La Liga, EPL etc., where participants have to bet for the winning team.

Initially, IKC deal will start the Fantasy Tournaments & Betting for soccer and it will include other sports like cricket, Tennis, Badminton, Hockey, Basketball and Golf with time.

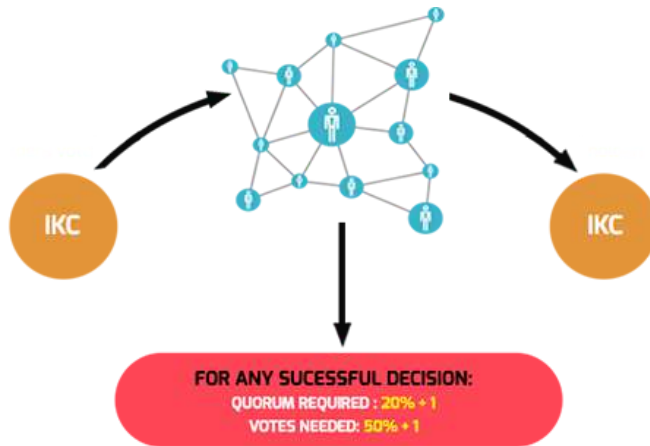


7. Use of IKC Tokens

7.1 Decentralized Community Voting (DCV) Mechanism

The community will have a significant influence over managing the iKick Talent agency, participating in decision-making process in respect of particular operational decisions.

Below image explain about Decentralized Community Voting Mechanism:



- One IKC Token equals One Vote

Through the iKick Talent platform, each holder of IKC tokens will have the opportunity to voice its opinion in respect of the following issues:

Issue	Quorum required	Votes needed
Registration of New Talent, who is doing Registration on its own	20%+1	50%+1
Signing a new player (based on Head of scouting report)	20%+1	50%+1
Players' contract renewal (after 2 years expiration, allows to reallocate resources to the best performing athletes)	20%+1	50%+1
Contract termination (in an unlikely case of a doping scandal or player misconduct)	20%+1	2/3 Majority
Renewing the contract or replacing Head of Scouting (after expiration of the 1-year term)	20%+1	50%+1
Replacing an underperforming Promoter	20%+1	50%+1
Investment of iKick Investor's Fund over the Talent suggested by the Advisors	20%+1	50%+1
Suggesting any proposal to the operating team	1% + 1	10%+1

Basic rules for voting via DCV:

- Information on upcoming voting will be made available for the iKick token holders at least 48 hours in advance (published on the website, sent via email, or communicated to them otherwise).
- Each iKick token holder will have the opportunity to voice his/her opinion within 48 hours after the start of respective voting procedure.
- If the iKick token holder does not voice his/her opinion by the end of this period, then his /her opinion will not be taken into account by iKick Talent agency.

7.2. IKC Token Economics:

Apart from Scouts and Promoters compensation iKick product tokens currently allow 18 other use-cases:

S.N.	Product Token Use	Price	Comment
Use the Platform as a Scout or Promoter			
1	Submit a player application as a Scout	1 IKC Token	Low bar to register. Penalties for fraud.
2	Submit a sponsorship opportunity as a Promoter	1 IKC Token	Low bar to register.
Buy Advertising as a Sponsor or Token Holder			
3	Pay sponsorship fees as a sponsor, advertiser	Contract size (player's fee paid in IKC Tokens or \$, on player's discretion; iKick Talent agency fees must be paid in IKC tokens)	
4	Get endorsements by the Registered Athletes/ Talents for the token holder's business entities or non-profit causes (via social media posts, photo advertisement and a personal quote or video advertisement)	500 to 5000 IKC Tokens (on Athlete discretion as defined in his Registration contract)	Post or Ad should be approved by the Athlete.
Get Exclusive Training			
5	One to one Training session with the Athlete (1 Hour)	200 IKC Tokens or \$200 (on Athlete discretion)	Maximum 20 hours per player per year (travel and equipment costs not covered, subject to players' travel schedule and availability)
6	Get group Soccer Training & play matches (2 Hours)	300 IKC Tokens or \$300 (on player's discretion / for all participants)	Maximum 8 people in a group, 20 hours per player per year (travel and equipment costs not covered, subject to players' travel schedule and availability)
7	Get exclusive Soccer Training at Kings Football Club by experienced coaches of Kings Football Club (2 Hours)	20 IKC Tokens or \$20	
8	Register for monthly training session at any of the branches of Kings Football Club	80 IKC Tokens or \$80	
9	Get access to online Soccer training lessons & Important tips	5 IKC Tokens	Mostly used for marketing purposes, to introduce new fans to the platform (low bar to register)
Exclusively Communicate with the Player			
10	Talk via group video chats (30 minutes)	50 IKC Tokens or \$50	Marketing purposes. (Subject to players' availability)
11	Talk via individual video chat (15 minutes)	100 IKC Tokens or \$100	Subject to players' availability
12	Talk via group text chat (30 minutes)	30 IKC Tokens or \$30	Marketing purposes. (Subject to players' availability)
13	Talk via individual text chat (15 minutes)	70 IKC Tokens or \$70	Subject to players' availability
14	Visit an offline group exclusive meeting		Marketing purposes. Maximum 20 per player per year, 30-60 minute meetings, (closed invitation list, selfies included, travel costs not covered,

S.No.	Product Token Use	Price	Comment
Get Exclusive Offers (Merchandise, Tickets, etc.)			
15	Get autographed merchandise	20 IKC Token per item	Delivery costs not included
16	Get an autographed players' book	20 IKC Token per item	Delivery costs not included
17	Get a ticket to the player's matches	20 IKC Token	Subject to availability, travel costs not covered
18	Get 1 pass to the training sessions as an observer	10 IKC Token	Subject to the tournaments' policy and players' availability. Travel costs not covered.

Other use-cases will be announced on the website.

All revenue paid in tokens or fiat currency will be split between the player and the agency like any other revenue in the standard proportion according to the agreement

It is obligatory for sponsors to pay the iKick Talent agency fees in tokens, so the sponsors will have to buy tokens in the market. The higher the iKick Talent agency revenue – the more tokens are supposed to be bought in the market.

The players are eligible to choose the method of payment for the most types of sponsorship and endorsement contracts (from advertisers and sponsors). However, we will suggest them to choose 'mixed' payments (both in IKC tokens and \$): this will allow them to cover their spending with fiat currency and receive additional value from the ecosystem by accepting IKC tokens (or converting their income in tokens).

IKC tokens don't give their holders any equity rights nor do they guarantee a share in the companies' profits or players' income. The profits will not be used for direct payment to token holders.

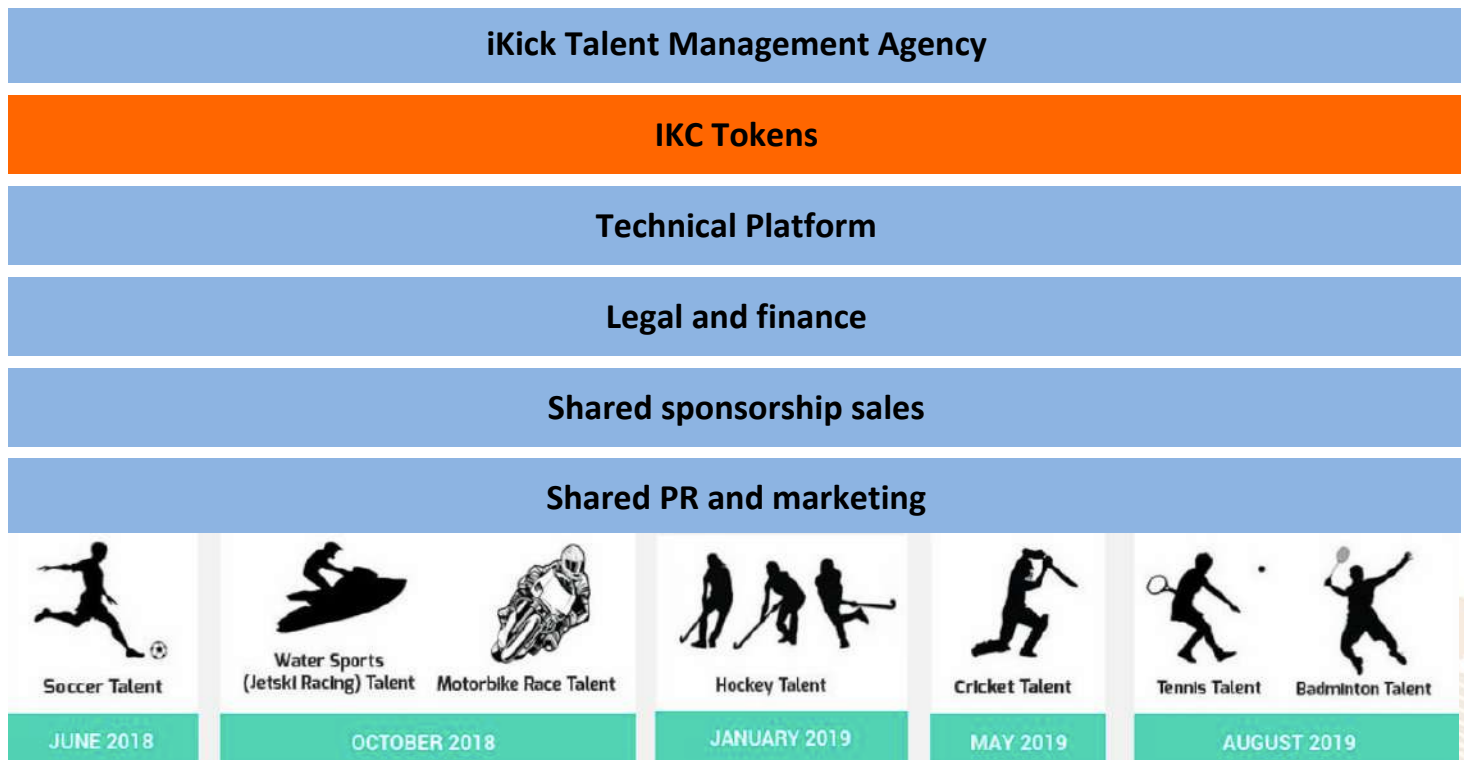




8. Vision & Roadmap

8.1 Becoming a Full-Cycle TMA

Our vision is to become a full-cycle talent management agency with decentralized talent scouting and decentralized talent promotion processes.



There are lots of synergies between divisions in many processes, such as sharing advertising resources, and every new vertical is easier to launch.

8.2. Criteria for choosing the different Sports Verticals

We have analyzed 9 parameters:

- Total number of fans worldwide
- Level of players' compensation (salary and sponsorship combined), correlated with how 'commercialized' is that sport.
- Ceilings for agents' commissions, e.g., golf and the NFL have a 3% maximum, NHL (4%), NBA (4%), MLB (5%), and FIFA (10%)
- Agent regulation (licenses required, etc.)
- Competition between agencies (e.g. the US markets for baseball, NFL, NHL, and basketball are overcrowded) and probability of athletes' success (e.g. in boxing or Formula-1 very few athletes manage to climb the ladder vs. in poker thousands can participate in tournaments)
- Total number of athletes in the upper league (only 20 drivers in Formula-1)
- Capital requirements for the early years of training
- Degree of the sport's openness to outsiders (e.g. sumo seems to be closed for newcomers outside Japan)

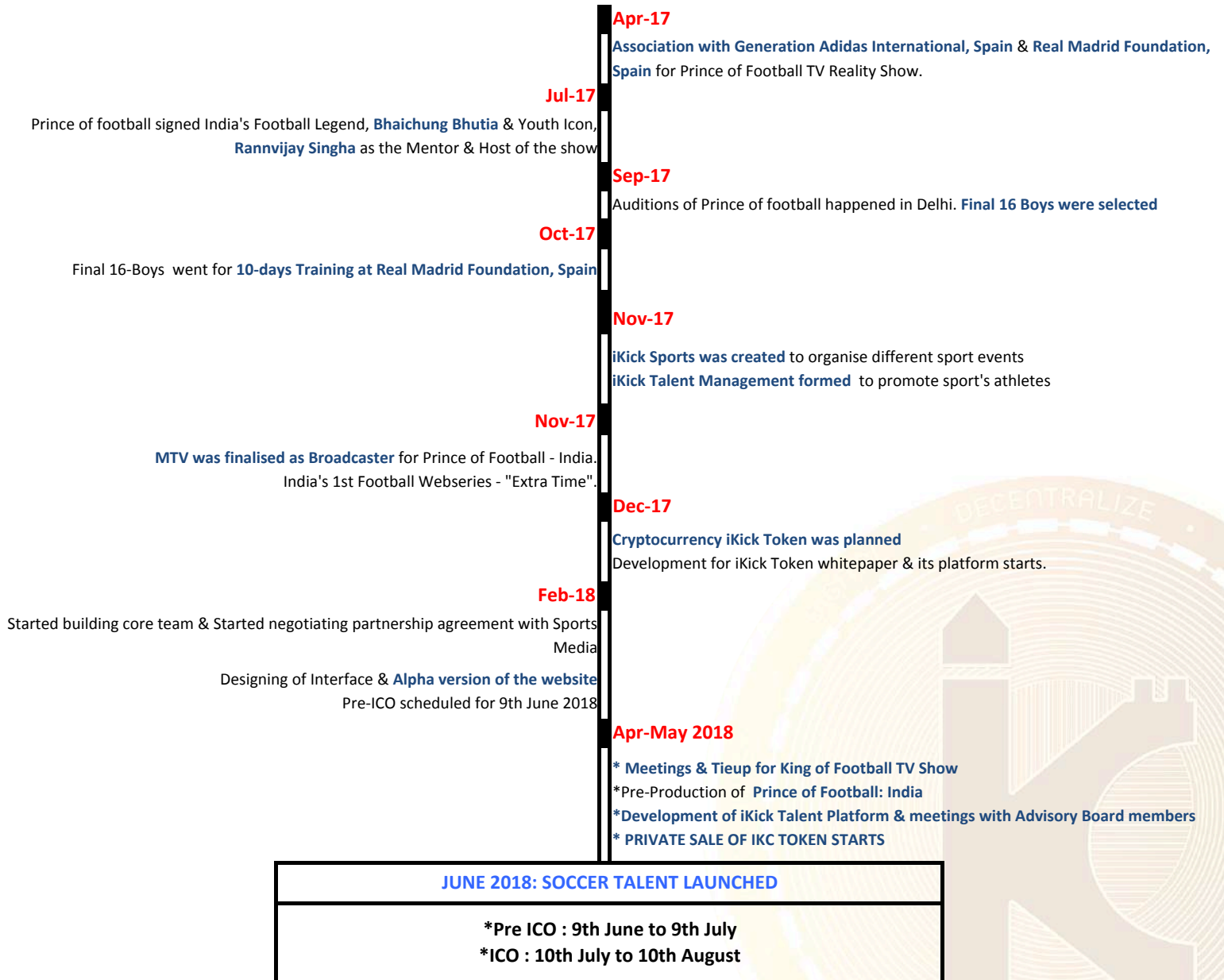
Based on our analysis, we have chosen Football (soccer) and Cricket as our two most promising fields.

8.3. Technology and Business Roadmap

We start with tennis and football (see football white paper here) as they are the most obvious play. But we plan to expand horizontally into other kinds of sports, to expand in depth (adding older established professional players) and expand vertically (adding other talent management areas, like actors and models).



Cont...



Cont...

Q2: 2018-19

- * iKick Smart Manager Platform start with all its features;
- * Building core team- Developer, Marketing, PR, Scouting & Promoters, Sponsors;
- * Football celebrities come on board as Advisors & Ambassadors
- ***King of Football in different part of India,**
- * Production of **Football Webseries : "Extra Time"**

OCT 2018: JETSKI RACING TALENT & MOTORBIKE RACING TALENT LAUNCHED

Q3: 2018-19 & Q4: 2018-19

- *Global PR activities;
- *Global Presence of Kings football club ;
- *Monitor performance of scouts, Promoters & contract renewals;
- *Building & developing core team

JAN 2018: HOCKEY TALENT LAUNCHED

- *Prince of Football in Thailand & Nepal;
- *King of Football in different parts of India;
- *Celebrity Soccer League Starts
- *iKick Talent Fantasy Tournaments & Betting modules are launched

MAY 2019: CRICKET TALENT LAUNCHED

Q1 & Q2: 2019-20

- Different Core team for Talented Cricketers;
- Cricket legends as Advisors & Ambassadors;**
- Core team for Soccer is evaluated and internal reports prepared for contract renewals

AUGUST 2019: TENNIS & ADMINTON TALENT LAUNCHED





9. Financial Model & Use of Funds

The roadmap to the full deployment of the iKick Talent financing ecosystem is extensive, divided into three basic Phases:

Phase 1: IKC Token Pre-ICO & ICO Phase

Phase 2: Platform Development and Deployment Phase, IKC Token’s Fund Initiation

Phase 3: Platform and Fund Optimization, Marketing and Monetization Phase

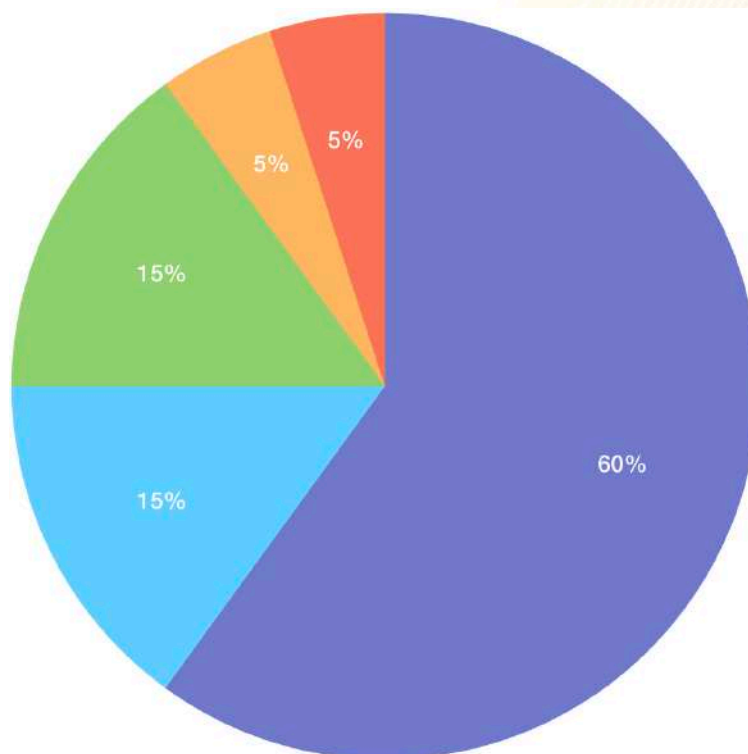
The IKC Token will be a fully ERC20 compatible utility token of value. Token Symbol: IKC.

9.1. Financial Model

A total of **160mn tokens** will be created where, during the Pre-ICO and ICO, a total of up to **96 million** of non-mineable IKC Token will be issued.

Out of up to **160 million iKick Tokens**:

	Token Sale in Pre-ICO & ICO	60%	96mn Tokens
	Discounts & Bonus at www.IKCdeal.com	15%	24mn Tokens
	Founders & Team	15%	24mn Tokens
	Advisors & Ambassadors	5%	8mn Tokens
	Vizvasta Talent	5%	8mn Tokens



The iKick Token ICO will be open for 30 days from its launch. The smart contract will generate IKC Token immediately upon receiving ETH at its address.

In due time, after the iKick Token ICO reaches its hard cap or closes after 30 days, whichever occurs first, the iKick Token will be released to the contributors and to iKick Talent, according to the split outlined above.

The pricing of of IKC Tokens will increase as per below mentioned slabs:

IKC Token Price during Sale
0 to 25% IKC Token = 0.25 USD + Potential Bonus
25% to 50% IKC Token = 0.35 USD + Potential Bonus
50% to 75% IKC Token = 0.45 USD + Potential Bonus
75% to 100% IKC Token = 0.55 USD + Potential Bonus

Note: Maximum of 50% IKC Token will be sold by end of Pre ICO.

Bonuses	
0 to 72 hours of launch	(+) 10%
72 Hours to 120 hours of launch	(+) 5%

Volume Bonuses	
3-5 BTC	(+) 5%
5-10 BTC	(+) 10%
> 10 BTC	(+) 15%

Please note:

Each contributor cannot receive a bonus in excess of 15% (even if they contribute within 72 hours of the iKick Token ICO launch with more than 100 ETH).

No other bonus of any kind or nature will be offered subsequently.

IKC Talent however reserves the right to introduce an IKC **Token Pre-ICO contribution period** (by invitation only), where the **bonus** for the exclusive duration of the iKick Token Pre-ICO contribution period **may be up to 30%** (at the discretion of iKick Talent).

iKick Tokens, based on the funds raised during the Token Pre-ICO contribution period, will be generated and distributed several hours prior to the start of the official iKick Token ICO.

The iKick Token distributed during the Token **Pre-ICO contribution period will not exceed 50%** of all the available iKick Token assigned to the contributors (in other words, during the iKick Token Pre-ICO not more than 48,000.000 iKick Tokens out of 96,000,000 iKick Tokens will be distributed).

The Token's base price will be set one day before the iKick Token ICO starts. Similarly, the ETH/USD exchange rate will be locked based on the market exchange rate as of one day before the iKick Token ICO

starts and shall remain valid for the entire duration of the iKick Token ICO.

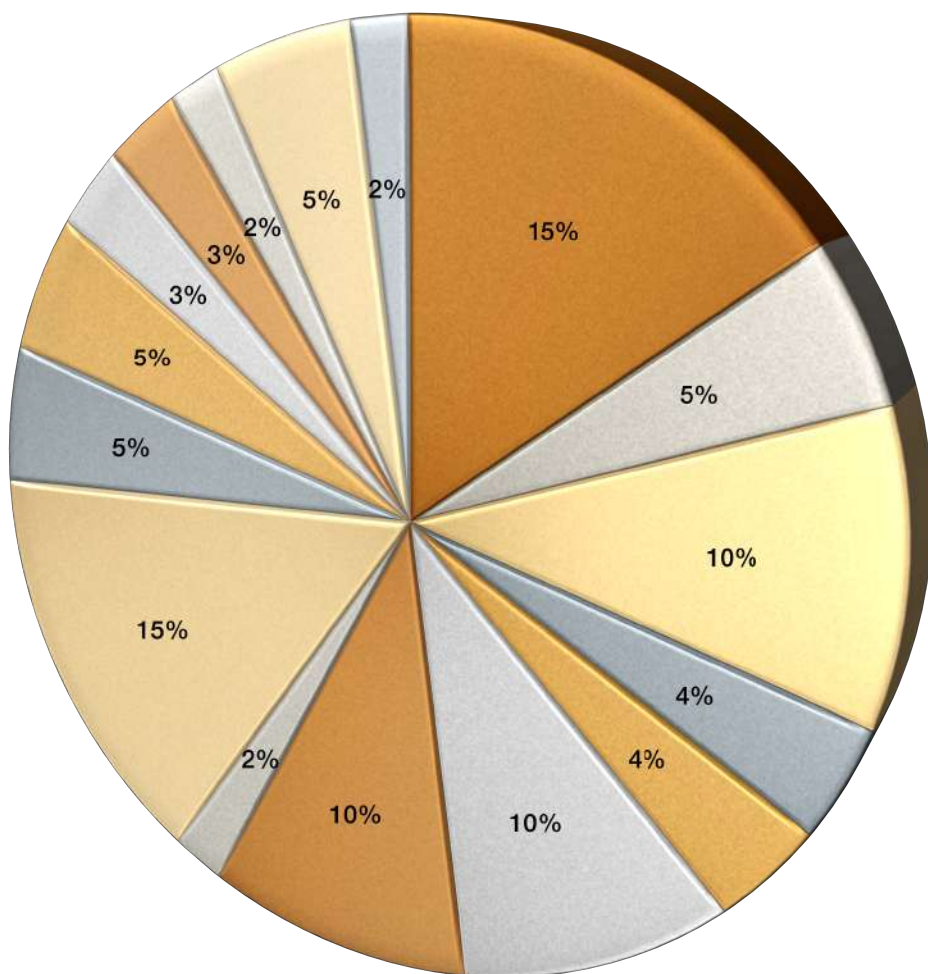
The iKick Token ICO will be successful if during the iKick Token Pre-ICO and iKick Token ICO period at least **USD 1,500,000** is contributed.

If the iKick Token ICO is not successful (i.e. in case less than **USD 1,500,000** is contributed), all contributed funds will be returned to the contributors. The hard cap is set at **USD 27 million**.

9.2. Usage of Funds

The funds will be allocated among different departments as per below details:

15%	Marketing
5%	PR
10%	Investment on iKick promotional project (Webseries, Celebrity Soccer league & Kings Soccer Cup)
4%	Promoters
4%	Scouts
10%	Investment on iKick Talent search projects (Prince of Football & King of Football)
10%	Initial player grants (Donation module for young rising athlete)
2%	Investment on Vizvasta talent
15%	Investment on Kings Football Club (Kings FC Academy in different parts of India & Worldwide)
5%	iKick Professional fund (Investment of promising athletes in return of image rights)
5%	Team – IT (Technical platform development)
3%	Legal
3%	Team - Operations
2%	Team - Finance
5%	Team - Ad Sales
2%	Team - Other



34%	Funds used for Marketing (Marketing, PR, iKick Promotional Project, Promoters)
14%	Funds used on Talent Search (Scouts, iKick Talent Search project)
32%	Funds used on Talent training & development (Initial player grants, Vizvasta Talent, Kings FC, iKick Professional fund)
20%	Funds used on the Team (IT, Legal, Operations, Finance, Ad Sales, Others)



10. Team & Advisors

Core Team



Ashish Aggarwal, Founder & CEO

- Software Engineer & MBA in Marketing
- Alumini of BITS, Pilani (pilani campus), one of India's top university
- Founder of Jet Sports Academy of India
- Founder of India's 1st Football Reality TV Show, Prince of Football & King of Football



Gopal Kumar, Chief Technical Officer (CTO)

- 6 Years experience in software Developer
- MCA in Sikkim Manipal University
- Technical Head of Prince of Football & King of Football



Abdul Basit, Software Developer

Based in Bellevue, Washington, Abdul has worked as Software developer at Microsoft, T Mobile, HCL Technologies & Quicken Loans. He has thorough hands on experience in all level of testing and performance.

- Programming Languages - C, C++, C#, JavaScript, .NET, PHP
- Web Technologies/Applications - ASP.Net, AngularJS, IDE, Product Studio, BootStrap, Web API, WCF, REST services, MVC framework, Entity framework, SOA, SOAP etc.
- Version Control - Visual studio, AccuRev ,TFS or Git





Sagar More

Creative Director (Media Production) for India's most popular youth TV Reality show, MTV Roadies & MTV Splitsvilla

Worked as Creative Director for Coloseum Media Pvt Ltd., Endemol (India), Miditech, UTV Productions (India), Viacom 18 Media Pvt Ltd, Medium Rare Projects Pvt Ltd.



Meenal Sharma, Sales Head

An incisive professional with 10 years of qualitative and enriching experience in Sales, Collections, Key account management, Business development, Client servicing, Revenue assurance.

- B.Com (hons) from SRCC
- Managed Sales & Operation in India's top TV Broadcasters, like Star India Pvt Ltd and Zee TV Network



ADVISORY BOARD



I.M. Vijayan

- Indian National Football Team (1989-2004)
- Former Captain, Indian National Football Team
- Indian Player of the Year (1993, 1997, 1999)
- Awarded with Prestigious Arjuna Award in 2003

[Read More](#)



Bhaichung Bhutia

- Indian National Football Team (1995-2011)
- Former Captain, Indian National Football Team
- Coach & Manager, United Sikkim
- Awarded with Prestigious Arjuna Award (1998) & Padma Shri (2008)
- Asian football Hall of Fame (2014)

[Read More](#)



Carlton Chapman

- Indian National Football Team (1995-2001)
- Former Captain, Indian National Football Team
- Head Coach, Tata Football Academy (2002-2008)

[Read More](#)



Novy Kapadia

- Reputed sports Journalist, Columnist and India's leading football expert and commentator for ESPN, ZEE Sports, Star Sports, Ten Sports and several other TV Channels
- Written seven books on sports, primarily concentrating on Indian football.
- Consultant to the Limca Book of Records, from 1990 onwards



[Read More](#)



Rohit Parashar

Football career of more than 45 years which includes being the Technical Advisor of the Sports Authority of India, Under-17 FIFA World Cup team



11. Notice to Contributors

11.1 Disclaimer

The information set forth in this White Paper may not be exhaustive and does not imply any elements of a contractual relationship. The content of this White Paper is not binding for Company and is subject to change in line with ongoing research and development of the Platform.

This White Paper does not constitute an investment, legal, tax, regulatory, financial, accounting or other advice, and this White Paper is not intended to provide the sole basis for any evaluation of a transaction on acquisition of IKC tokens.

Prior to acquiring IKC tokens, a prospective purchaser should consult with his/her own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such a transaction.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which prohibit or in any manner restrict transactions in respect of, or, with use of, digital tokens. Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements or information.

IKC tokens are not being offered or distributed to, as well as cannot be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation

- (i) In the United States of America (including its states and the District of Columbia), Puerto Rico, Virgin Islands of the United States, any other possessions of the United States of America, or
- (ii) In a country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such a restricted person purchases IKC tokens, such a restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard shall bear negative consequences.

Company neither offers or distributes IKC tokens nor carries on business (activity) in any regulated activity in Singapore, in People's Republic of China, Republic of Korea or in other countries and territories where transactions in respect of, or with use of, digital tokens fall under the restrictive regulations or require from Company to be registered or licensed with any applicable governmental authorities.

Each purchaser of IKC tokens is reminded that this White Paper has been presented to him/her on the basis that s/he is a person into whose attention the document may be lawfully presented in accordance with the laws of the purchaser's jurisdiction. It is the responsibility of each potential purchaser of IKC tokens to determine if the purchaser can legally purchase IKC tokens in the purchaser's jurisdiction and whether the purchaser can then resell IKC tokens to another purchaser in any given jurisdiction.

This English language White Paper is the primary official source of information about the iKick Talent project. The information contained herein may from time to time be translated into other languages. In the course of such translation, some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations, this official English language White Paper, and the provisions of this English language original document shall prevail.

11.2 Appendix

11.2.1 Risk Factors

The acquisition of IKC tokens involves a high degree of risk. Each potential purchaser of IKC tokens should carefully consider the following information about these risks before s/he decides to buy IKC tokens. If any of the following risks actually occurs, the iKick Talent platform and the value of the IKC tokens could be materially adversely affected.

The risks and uncertainties described below in this White Paper may not be the only ones token holders face. Additional risks and uncertainties may also materially adversely affect the iKick Talent Platform or the value of the IKC tokens.

1. RISKS CONNECTED TO THE VALUE OF IKC TOKENS

➤ **No Rights, Functionality or Features.**

Tokens do not have any rights, uses, purpose, attributes, functionalities or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities or features on the iKick Talent platform. Company Parties do not guarantee and are not representing in any way to Buyer that the Tokens have any rights, uses, purpose, attributes, functionalities or features.

➤ **Lack of Development of Market for IKC tokens.**

Because there has been no prior public trading market for the Tokens, the Token sale may not result in an active or liquid market for the Tokens, and their price may be highly volatile. Even if the Tokens are tradable in a secondary market, in practice, there may not be enough active buyers and sellers or the bid-ask spreads may be too wide. The Token holders may not be able to exit their token holdings easily. In the worst-case scenario where no secondary market develops, a Token holder may not be able to liquidate his/her token holdings at all. Exchanges or platforms that facilitate secondary trading of the Tokens may not be regulated by the applicable laws.

➤ **Risks Related to Highly Speculative Traded Price.**

The valuation of digital tokens in a secondary market is usually not transparent, and highly speculative. The Tokens do not hold any ownership rights to Company's assets and, therefore, are not backed by any tangible asset. The traded price of the Tokens can fluctuate greatly within a short period of time. There is a high risk that a Token holder could lose his/her entire contribution amount. In the worst-case scenario, the Tokens could be rendered worthless.

- **IKC Tokens May Have No Value.**
IKC tokens may have no value and there is no guarantee or representation of liquidity for IKC tokens. Company is not and shall not be responsible for or liable for the market value of IKC tokens, the transferability and/or liquidity of IKC tokens and/or the availability of any market for IKC tokens through third parties or otherwise.
- **Tokens are Non-Refundable.**
Company is not obliged to provide Token holders with a refund related to the Tokens for any reason, and Token holders will not receive money or other compensation in lieu of a refund. No promises of future performance or price are or will be made in respect to the Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Tokens will hold any particular value. Therefore, the recovery of spent resources may be impossible or may be subject to foreign laws or regulations, which may not be the same as the private law of the Token holder.

2. BLOCKCHAIN AND SOFTWARE RISKS

2.1 Blockchain Delay Risk.

On the Bitcoin and Ethereum blockchain, timing of block production is determined by proof of work so block production can occur at random times. For example, the Cryptocurrency transferred in the final seconds of a distribution period during the Token Presale or the Token Sale may not get included for that period. Buyer acknowledges and understands that the Bitcoin or Ethereum blockchain may not include the Buyer's transaction at the time Buyer expects and Buyer may not receive the Tokens in this regard.

2.2 Blockchain Congestion Risk.

The Bitcoin and Ethereum blockchain are prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the respective network in an attempt to gain an advantage in purchasing cryptographic tokens. Buyer acknowledges and understands that Bitcoin or Ethereum block producers may not include Buyer's transaction when Buyer wants or Buyer's transaction may not be included at all.

2.3 Risk of Software Weaknesses.

The concept of a token smart contract which creates the mechanism of creation and distribution of IKC Tokens ("**Token Smart Contract**"), the underlying software application and software platform (i.e. the Ethereum blockchain) are still in an early development stage and unproven. There is no representation and warranty that the process for creating the IKC tokens will be uninterrupted or error-free. There is an inherent risk that the software could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of the Cryptocurrency and/or the IKC tokens.

2.4 Risk of New Technology.

The Platform, the Tokens and all of the matters set forth in this White Paper are new and untested. The Platform and the Tokens might not be capable of completion, creation, implementation or adoption. It is possible that no blockchain utilizing the Platform will ever be launched. Buyer of Tokens should not rely on the Platform, the Token Smart Contract or the ability to receive tokens associated with the Platform in the future. Even if the Platform is completed, implemented and adopted, it might not function as intended, and any Tokens may not have functionality that is

desirable or valuable. Also, technology is changing rapidly, so the Platform and the Tokens may become outdated.

3. SECURITY RISKS

3.1. Risk of Loss of Private Keys.

The Tokens purchased by Buyer may be held by Buyer in Buyer's digital wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private keys associated with such Buyer's digital wallet or vault storing the Tokens will result in loss of such Tokens, access to Buyer's Token balance and/or any initial balances in blockchain created by third parties. Moreover, any third party that gains access to such private keys, including by gaining access to login credentials of a hosted wallet or vault service the buyer uses, may be able to misappropriate the Buyer's Tokens. Company Parties are not responsible for any such losses.

3.2. Lack of IKC Token Security.

The Tokens may be subject to expropriation and or/theft. Hackers or other malicious groups or organizations may attempt to interfere with the Token Smart Contract or the Tokens in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, because the Ethereum platform rests on open source software, there is the risk that Ethereum smart contracts may contain intentional or unintentional bugs or weaknesses which may negatively affect the Tokens or result in the loss of Tokens, and loss of the ability to access or control the Tokens. In the event of such a software bug or weakness, there may be no remedy and holders of the Tokens are not guaranteed any remedy, refund or compensation.

3.3. Risk of Ethereum Mining Attacks.

The blockchain used for the Token Smart Contract is susceptible to mining attacks, including double-spend attacks, majority-mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the Token Smart Contract, expected proper execution and sequencing of the Token transactions, and expected proper execution and sequencing of contract computations.

3.4. Failure to Map a Public Key to Buyer's Account.

Failure of Buyer of the IKC tokens to map a public key to such Buyer's account may result in third parties being unable to recognize buyer's IKC token balance on the Ethereum blockchain when and if they configure the initial balances of a new blockchain based upon the iKick Talent platform.

3.5. Risk of Incompatible Wallet Service. The wallet or wallet service provider used for the acquisition and storage of the IKC tokens has to be technically compatible with the IKC tokens. Failure to assure this may have the result that Buyer of the IKC tokens will not gain access to his or her IKC tokens.

4. RISKS RELATING TO iKICK TALENT PLATFORM DEVELOPMENT

4.1. Risk Related to Reliance on Third Parties.

Even if completed, the Platform will rely, in whole or partly, on third parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee

that those third parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, all of might have a material adverse effect on the Platform.

4.2. Dependence of Platform on Senior Management Team.

The ability of the iKick Talent project team that is responsible for maintaining competitive position of the Platform is dependent to a large degree on the services of a respective senior management team. The loss or diminution in the services of members of the respective senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the Platform. Competition for personnel with relevant expertise is intense due to the small number of qualified individuals, and this situation seriously affects the ability to retain its existing senior management and attract additional qualified senior management personnel, which could have a significant adverse impact on the Platform.

4.3. Dependence of Platform on Various Factors.

The development of the Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success or prospects, or departure of key personnel.

4.4. Lack of Interest to the Platform.

Even if the Platform is finished and adopted and launched, the ongoing success of the Platform relies on the interest and participation of third parties like developers. There can be no assurance or guarantee that there will be sufficient interest or participation in the Platform.

4.5. Changes to the Platform.

The Platform is still under development and may undergo significant changes over time. Although Company Parties intend for the Platform to have the features and specifications set forth in this White Paper, changes to such features and specifications can be made for any number of reasons, any of which may mean that the Platform does not meet expectations of Buyer of the Tokens.

4.6. Risk associated with Other Applications.

The Platform may give rise to other, alternative projects, promoted by unaffiliated third parties, under which the Token will have no intrinsic value.

4.7. Risk of an Unfavorable Fluctuation of Cryptocurrency Value.

The proceeds of the sale of the Tokens will be denominated in Cryptocurrency, and may be converted into other cryptographic and fiat currencies. If the value of cryptocurrencies fluctuates unfavorably during or after the Token Presale or the Token Sale, Company Parties may not be able to fund development, or may not be able to develop or maintain the Platform in the manner intended.

5. RISKS ARISING IN COURSE OF COMPANY PARTIES' BUSINESS

5.1. Risk of Conflicts of Interest.

Any Company Party may be engaged in transactions with related parties, including a respective majority shareholder, companies controlled by him/her or in which s/he owns an interest, and other affiliates, and may continue to do so in the future. Conflicts of interest may arise between any Company Party affiliates and respective Company Party, potentially resulting in the conclusion of transactions on terms not determined by market forces.

5.2. Risks Related to Invalidation of Company Parties' Transactions.

Company Parties have taken a variety of actions relating to its business that, if successfully challenged for not complying with applicable legal requirements, could be invalidated or could result in the imposition of liabilities on respective Company Party. Since applicable legislation may subject to many different interpretations, respective Company Party may not be able to successfully defend any challenge brought against such transactions, and the invalidation of any such transactions or imposition of any such liability may, individually or in the aggregate, have a material adverse effect on the Platform.

5.3. Risk Arising from Emerging Markets.

Company Parties or some of them may operate in emerging markets. Emerging markets are subject to greater risks than more developed markets, including significant legal, economic and political risks. Emerging markets are subject to greater risk than more developed markets, including in some cases significant legal, economic and political risks. Emerging economies are subject to rapid change and the information set out in this White Paper may become outdated relatively quickly.

6. GOVERNMENTAL RISKS

6.1. Uncertain Regulatory Framework.

The regulatory status of cryptographic tokens, digital assets, and blockchain technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether governmental authorities will regulate such technologies. It is likewise difficult to predict how or whether any governmental authority may make changes to existing laws, regulations and/or rules that will affect cryptographic tokens, digital assets, blockchain technology and its applications. Such changes could negatively impact the Tokens in various ways, including, for example, through a determination that the tokens are regulated financial instruments that require registration. Company may cease the distribution of the tokens, the development of the Platform or cease operations in a jurisdiction in the event that governmental actions make it unlawful or commercially undesirable to continue to do so.

6.2. Failure to Obtain, Maintain or Renew Licenses and Permits.

Although as of the date of starting of the Token Presale there are no statutory requirements obliging Company of the Tokens to receive any licenses and permits necessary for carrying out its activity, there is the risk that such statutory requirements may be adopted in the future and may relate to any of Company Parties. In this case, Company Parties' business will depend on the continuing validity of such licenses and permits and its compliance with their terms. Regulatory authorities will exercise considerable discretion in the timing of license issuance and renewal and the monitoring of licensees' compliance with license terms.

Requirements which may be imposed by these authorities and which may require any Company Party to comply with numerous standards, recruit qualified personnel, maintain necessary technical equipment and quality control systems, monitor our operations, maintain appropriate filings and, upon request, submit appropriate information to the licensing authorities, may be costly and time-consuming and may result in delays in the commencement or continuation of operation of the Platform. Further, private individuals and the public at large possess rights to comment on and otherwise engage in the licensing process, including through intervention in courts and political pressure. Accordingly, the licenses any Company Party may need may not be issued or renewed, or if

issued or renewed, may not be issued or renewed in a timely fashion, or may involve requirements which restrict any Company Party's ability to conduct its operations or to do so profitably.

6.3. Risk of Government Action.

The industry in which Company Parties operate is new, and may be subject to heightened oversight and scrutiny, including investigations or enforcement actions. There can be no assurance that governmental authorities will not examine the operations of Company Parties and/or pursue enforcement actions against them. All of this may subject Company Parties to judgments, settlements, fines or penalties, or cause Company Parties to restructure their operations and activities or to cease offering certain products or services, all of which could harm Company Parties' reputation or lead to higher operational costs, which may, in turn, have a material adverse effect on the Tokens and/or the development of the Platform.

6.4. Risk of Burdensomeness of Applicable Laws, Regulations, and Standards.

Failure to comply with existing laws and regulations or the findings of government inspections or increased governmental regulation of Company Parties' operations could result in substantial additional compliance costs or various sanctions, which could materially adversely affect Company Parties' business and the Platform. Company Parties' operations and properties are subject to regulation by various government entities and agencies, in connection with ongoing compliance with existing laws, regulations and standards. Regulatory authorities exercise considerable discretion in matters of enforcement and interpretation of applicable laws, regulations and standards. Respective authorities have the right to, and frequently do, conduct periodic inspections of any Company Party's operations and properties throughout the year. Any such future inspections may conclude that any Company Party has violated laws, decrees or regulations, and it may be unable to refute such conclusions or remedy the violations. Any Company Party's failure to comply with existing laws and regulations or the findings of government inspections may result in the imposition of fines or penalties or more severe sanctions, or in requirements that respective Company Party cease certain of its business activities, or in criminal and administrative penalties applicable to respective officers. Any such decisions, requirements or sanctions, or any increase in governmental regulation of our operations, could increase Company Parties' costs and materially adversely affect Company Parties' business and the Platform.

6.5. Unlawful or Arbitrary Government Action.

Governmental authorities may have a high degree of discretion and, at times, act selectively or arbitrarily, without hearing or prior notice, and sometimes in a manner that is contrary to law or influenced by political or commercial considerations. Moreover, the government also has the power in certain circumstances, by regulation or government act, to interfere with the performance of, nullify or terminate contracts. Unlawful, selective or arbitrary governmental actions have reportedly included the denial or withdrawal of licenses; sudden and unexpected tax audits, criminal prosecutions and civil actions. Federal and local government entities have also used common defects in matters surrounding the Token Sale as pretexts for court claims and other demands to invalidate or to void any related transaction, often for political purposes. In this environment, Company Parties' competitors may receive preferential treatment from the government, potentially giving them a competitive advantage over Company Parties.