



**K-SPORTS**

# EXECUTIVE SUMMARY

## Executive Summary

The passion for sports and the constant growth of the virtual gaming scene in Brazil has been creating opportunities for investors who are looking to diversify their wallets.

The virtual gaming market, which is already a success outside the country, is gaining more and more space in the Brazilian market after the enactment of Law 13.756/2018, signed by former president Michel Temer, which made it legal to participate in this online market that already moves billions of Reais per year in the country and the expectation is that the sector will have an increase of 150% from its regulation that is still being discussed.

The K-Sports token is a decentralized cryptocurrency that was created to become the reference token for the Brazilian virtual gaming market. Our goal is for the K-Sports Token to be used as widely as possible in the virtual gaming market, allowing its players and investors a new option to explore this growing world.

# MARKET

## Market

With all the changes in people's routines around the world due to the pandemic, the gaming market has excelled even more since October 2020. The need for social isolation made people seek other types of entertainment without leaving home, which leveraged, even more, this market that has 2.7 billion users and currently earns three times more than streaming. Regarding this, we have the union between games and cryptocurrencies, which are being used more and more around the world.

Just as Bitcoin was initially used as a currency of exchange for game purchases back in 2014 before becoming the largest cryptocurrency used worldwide for various types of transactions, now another cryptocurrency is starting to walk the same path: the AXS token.

It was initially created to serve as the "buying and selling currency" for the game Axie Infinity, which is set in a fictional universe inspired by the famous Pokémon game. Part of a new class of cryptocurrency known as NFT (non-fungible tokens), AXS has become the most promising crypto of the year due to the enormous potential for appreciation it carries.

In 2021 alone, from January to June, this currency has already achieved an incredible 7,277% appreciation, going from \$0.59 at the beginning of the year to \$43.53. Investors around the world are keeping an eye on the likely appreciation that is still to come, which they say may even be greater than the one seen so far.

The passion for games when combined with a token can generate great opportunities for profitability, as seen in the case of AXS. With the same proposal, the K-Sports token is created, aiming at a great potential for appreciation in the medium and long term, creating a new investment option in the world of cryptocurrencies that can generate a lot of profit.

# THE IDEA

## The Idea

Because we believe in the development of the economy through the gaming market that shows great economic potential in Brazil, we consider that digital assets enhance the way products and services are used. Thus, this project aims to elevate the gaming market to another level, combining even more technology to this market that is in constant expansion and creating a new cryptocurrency with medium and long-term market appreciation capacity.

The K-Sports token has the potential to be a highly profitable investment option in the world of cryptocurrencies, using the ERC-20 protocol of the Ethereum platform, which is extremely safe to carry out transactions due to Blockchain technology.



# THE PROBLEM

## The Problem

Thousands of years ago, games were created initially for entertainment purposes, later becoming, depending on the game, also educational or religious - as is the case of the Olympic games in ancient times. There is no denying that the act of competing or simply playing with another person with the aim of winning something, with the chance of losing, has been in our history since very early times, as archaeologists can observe when analyzing historical records of paintings or notations on walls.

Today, this kind of activity has a great impact on the economy of many countries where the practice of virtual gaming is common and regularized by governments.

Observing the great potential for generating profit that this sector has, there is a need to present more alternatives for investments in this area, especially when it comes to cryptocurrencies.

# THE SOLUTION

## The Solution

The K-Sports token brings a new investment opportunity with a huge potential for appreciation in the short term, due to the great movement of the virtual gaming market around the world.

# BLOCKCHAIN TECHNOLOGY

## Blockchain Technology

Blockchain technology, the basis behind digital assets, has been revealing its potential in projects and adaptations of the system to different niche markets since 2008 and has already shown positive results in projects in the education, science, politics, and even health sectors.

As the popularity of the technology of this network of encrypted blocks continues to become more and more revolutionary for a society that knows there is still much more to be explored by this technological innovation, the digital currency community is also gaining visibility, since their systems are very closely related.

## WHAT IS ETHEREUM?

### What is Ethereum?

Ethereum is a decentralized platform capable of generating smart contracts in a highly secure way, using blockchain technology that stores transaction records in a file that is a kind of public spreadsheet of security guaranteed by encryption. The transactions published in the blockchain are verified and validated by the users themselves in a process known as mining

that occurs through codes of cryptographic nature.

The update named "London", activated on the Ethereum network on the morning of last August 05, was the most important and long-awaited update in the network's history and led to changes in its Blockchain. The update happened due to high



# WHAT IS ETHEREUM?

## What is Ethereum?

transaction fees on the network. One of the fees paid by the network user is the basic fee that is charged when transfers are made within the network. This fee has been taken out of circulation and removed from the Ethereum network's Blockchain.

The changes caused by this new update could impact the value of the currency which, according to experts, is predicted to increase after this event.

## ERC-20 PROTOCOL

### ERC-20 Protocol

The ERC-20 protocol is a smart contract that has a pre-established data structure in which developers can create tokens and implement functionalities into them by using the Ethereum platform. In this way, it is possible to perform operations such as purchases, transfers, view account balances, control the wallet, and fully supply tokens.

The main goal of this system is to bring convenience, greater compatibility, and therefore, more security when creating a new token within the platform.

# K-Sports Wallet Specifications



Name: **KSports**

Ticker: **KSP**

Supply: **100 million**

Type: **ERC20 - Mintable**

## Stakes BO

The earnings generated from the purchase of the token and its appreciation can be withdrawn within 25 months, with a monthly withdrawal amount of 4% until the total amount available for withdrawal is reached.



# ROADMAP

## Roadmap

- 10/01** - Sale for partners and external wallets
- 10/10** - External exchanges
- 10/15** - K-Sports Pay/ payment methods
- 10/30** - Future business
- 11/30** - First event in Dubai for the launch of a roadmap in the future.