



jetcoin institute

EMPOWERING FANS AND DISRUPTING THE WORLD OF SPORTS AND ENTERTAINMENT



White Paper
(V 1.0)





Disclaimer

Jetcoin Institute – Presenting a unique platform for anyone to launch the careers of tomorrow's superstars and gain from their success.

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Abstract

The Jetcoin Institute was founded with a novel endeavor to empower individuals in three major fields – sports, music and media. The Jetcoin Institute has also introduced a new crypto-currency – the Jetcoin. Talented individuals making a career in the fields of music, sports and media and their projects can be proposed or sourced via the Institute’s website or by referral. Such individuals backed by the Institute will, in return, give a part of their image rights to the Institute. These image rights can then be purchased by Jetcoin holders through the Jetcoin platform. As the individuals mature in their respective fields, they generate revenues that are distributed to the Jetcoin owners.





The Marketing Behemoth

With millions of dollars being pumped in to market sporting, musical and media events with the explosion of TV and the internet, sportspersons, musicians and mediapersons have become celebrities and “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,” manage the entire professional lives of these celebrities - from negotiating and signing contracts, brand endorsements, event attendance and participation, live shows to even speaking to the media. In return, they pocket handsome fees for themselves and their stakeholders.





Sports Stars

Firms featured in the 2017 Forbes' list of the best sports agencies have collectively negotiated player contracts to the tune of more than \$43 billion. By doing so, they have netted a cool \$2.1 billion in commission for themselves [1]. Sportstars are household names and 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.





Music Management

The world of music management is even shadier. Even with an overabundance of natural talent, an artiste has at best a 50% chance of making it big in the world of music and entertainment. Dishonest managers, underhanded record execs and deceitful lawyers can make life miserable for artistes. Even with honest and good managers, the commission that an artiste has to pay is around 15-20%. This could be a percentage of any earnings managers help artistes generate.

There have been famous incidents of dishonest practices by music managers. Elvis Presley's manager, Colonel Tom Parker was literally ripping off the King towards the end of his career when he started raking 50% of the King's earning. Billy Joel's manager robbed him off \$30 million and more recently Beyonce showed the boot to his father and manager Mathew Knowles for stealing her money [2].





Today's Talent Market

In today's frenetic economy, the vast majority of talented individuals depend on established management companies, agents and managers who exploit their rights and revenues and in some cases charge exorbitant fees that often leave them on the verge of bankruptcy and force them to give up their dreams in order to survive economically. Everybody knows the story of boxing legend Mike Tyson who filed for bankruptcy and also filed a \$100 million lawsuit against his former manager and promoter Don King for stealing millions of his dollars [3]. While Tyson and many other superstars lost money after they had retired from the sport, imagine the thousands of rising talents that could have been ripped off by their management companies.

The marketing behemoth, however, keeps on rolling making countless amounts of money, making many people wealthy in the process while dashing the dreams and aspirations of many more.





Can this System Open Up To Fans?

It is no secret that sports and music celebrities are nothing if not for the billions of their fans around the world. Beyonce cannot perform at an empty venue, Neymar cannot play in a match without spectators and Federer cannot compete in a match without fans watching. These stars are made because of the passionate fans – passionate about sports and music and passionate about the stars they follow.

While it is the fans that drive the economics of celebrity marketing, they are nowhere in the picture when it comes to what the stars do, where they play and how they perform. And more so, no fan directly gains any tangible value from the successes of his or her idols. Could there be a truly democratic and open way for fans to be involved in the success of their sportstars?





Jetcoin Institute - An Enabler of a New Entertainment Ecosystem

Jetcoin Institute is a culmination of a vision to unearth stars of tomorrow and to be with them on their journey towards stardom while taking fans who believe in them along. It is managed by individuals who bring together a rich and diverse experience in the fields of advertising and marketing, blockchain technology, business strategy, economics and sports and media strategy and management.





Jetcoin Institute – the Concept

The concept of Jetcoin Institute is breathtakingly simple to understand and appreciate and yet is revolutionary in its scope. The Jetcoin Institute finds new, raw and exciting talent and buys a part of their image rights. These individual talents become the Jetcoin Champions and hail from sports, music or media. At the heart of the Institute is its crypto-currency, the Jetcoin. Fans invest Jetcoins in their favorite Champions and stand to gain from the success of their Champions.





The Jetcoin Solution

The Jetcoin solution is unique for two reasons – it enables individuals to focus on their career choices and also provides the ability to generate revenue for owners of Jetcoins. By sharing their successes with their fans these individuals strengthen the Jetcoin value and enable the Jetcoin Institute to fund more talent. By supporting an ecosystem of talented individuals who have the potential to become successful athletes, artists, filmmakers etc. of our modern society, image rights purchased with Jetcoins are rewarded with a substantial share of their success. Each time a talent gets a brand endorsement for a campaign or TV commercial, for example, the percentage assigned to the Jetcoin Institute is deducted from his/her fee and distributed to the users based on the percentage they own. These role models will ensure the longevity and value of the Jetcoin.





Empowering Tomorrow's Champions Today

Jetcoin Institute disrupts the traditional fan-athlete relationship by creating new ways for fans to interact with their favorite athletes and by enabling anyone to launch and support the career of tomorrow's sports stars, the Jetcoin Champions.

Jetcoin challenges the status quo. Fans are no longer passive spectators consuming sports content, but actively contribute to transforming a promising athlete into a global sports star while benefitting from the windfall in the process.

While having natural talent in the field of sports and music cannot singularly guarantee success in the traditional ecosystem, Jetcoin Institute's platform is a truly democratic way to endorse a rising talent. While Jetcoin Institute itself scours the globe for exciting new talent to fund, fans themselves can put a talented musician or athlete in contention to become a Jetcoin Champion. If more people support this individual and the individual does show promise to reach greater heights, everybody who supported this individual gets benefitted.

In this new, revolutionary ecosystem, talent is deified. Any individual with talent can rise to meteoric heights using the Jetcoin Institute's open platform and the support of his or her fans.



Jetcoin Institute's Business Model

Jetcoin Institute has created a platform – a mobile app for individuals interested in supporting global talent that is on the rise as also to launch the career of another talented individual. Individuals need to download this mobile app available on the Google Play Store and Apple store and set up their accounts to start. At the core of Jetcoin Institute's operations is the cryptocurrency – the Jetcoin (JET). Jetcoin is (JET) token is an ERC-20 token built on the Ethereum platform. Jetcoin enables you to get rewards from your passion and gain privileged access to your favorite athletes.





Initial Talent Offering

The Jetcoin Institute releases tokens (JETs) only after signing a new talent. Each time the Jetcoin Insitutute signs up a new talent, it will first draft a talent branding package. Depending on the budget required to efficiently market and brand the talent, the Institute releases the amount of tokens necessary to raise the funds required to implement the plan. Users can then buy tokens from the website at current market price. This is what we call the ITO, or Initial Talent Offering. This process guarantees that tokens are only released when necessary to support talents and engage the community and motivate it to support the talent.

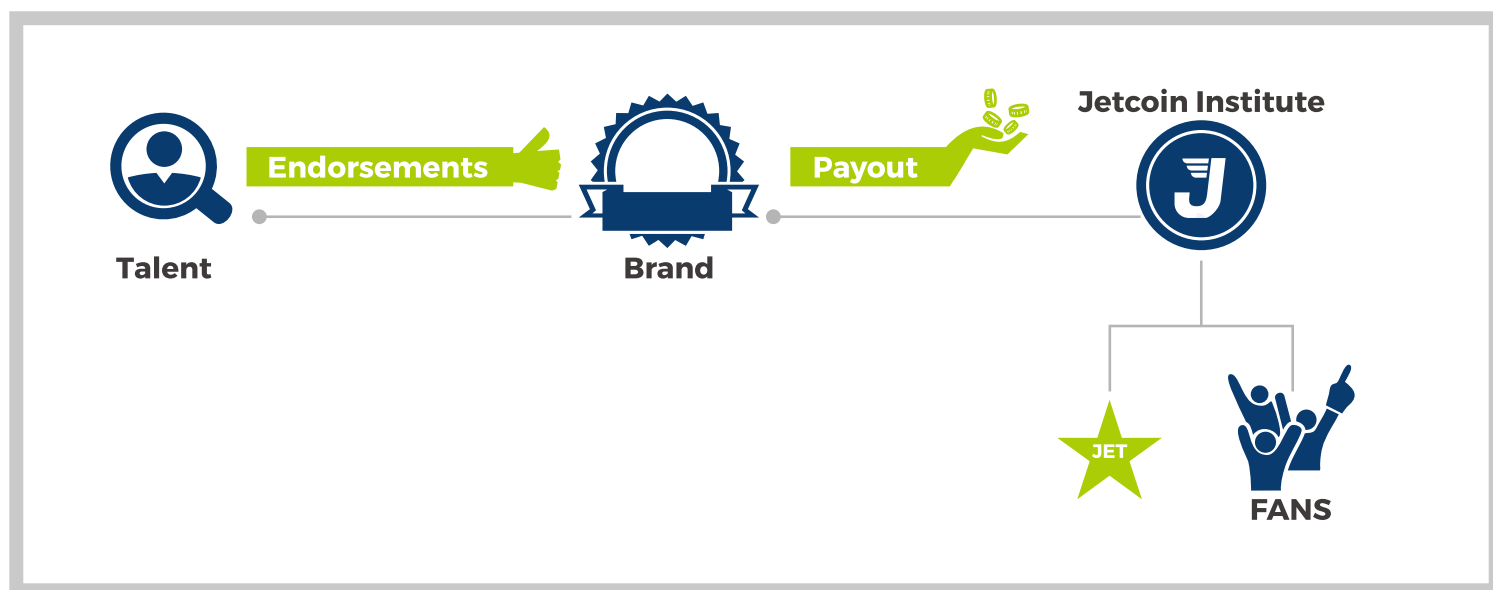




Initial Talent Offering



FANS Reward





Assigning and Releasing JETs

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The ERC-20 Token

The ERC-20 token standard describes events and functions that an Ethereum-based contract needs to implement. It is one of the most significant token standards for Ethereum. ERC-20 is popular with developers because it empowers them to accurately predict how new tokens will function within the Ethereum system. As long as new tokens adhere to the rules set by developers, they need not create new projects every time a new token is introduced. This essentially means that all tokens within the Ethereum system follow the same set of rules and generally behave in a similar fashion. This allows easy transfers and data access of a token within the larger Ethereum system.

The popularity of the ERC-20 token standard means that all new tokens within the already popular Ethereum platform follow a similar set of rules. This makes interoperability seamless and effortless.





Token Functions

Jetcoin Institute manages the distribution process and creates a network of partners to source global talent. Jetcoin Institute is working with premier sports teams, world class brands and top service providers to offer exclusive deals to Jetcoin holders.

Jetcoin Institute is assigned a percentage of the image rights of the talent it is promoting – the Jetcoin Champions. Individuals having an account with the app can buy a fraction of these image rights by spending Jetcoins through a digital contract.

As the Jetcoin Champions become more popular in their chosen fields and more people start following them, so will their image value increase. This increased value will also boost the percentage that the Jetcoin Institute is holding. This eventually benefits anyone who has bought a part of the Champion's image rights from the Jetcoin Institute.





Jetcoin Institute Activities

The Jetcoin Institute on its part will be engaged in the following activities

- Finding and recruiting exciting, new talent in the fields of sports, music and media,
- Securing part of these individuals' IP rights
- Development and management of strategic, collaborative and mutually-beneficial partnerships
- Raising funds and overseeing their allocation
- Development and fine-tuning of the Jetcoin platform
- Promoting the Jetcoin brand globally and
- Developing the Jetcoin community and engaging it with regular exciting offerings



Timeline

2014

- Launch
- main Sponsor Chievo Verona - Tee Shirt -
- Sponsorship L'Officiel Birthday Bash and Hed Kandi
- at Fullerton Bay Singapore

2015

- Sponsorship Mind the Gap Conference
- Presale sold 6.5M JET at 0.02CTS
- Sponsorship Barclays Accelerator
- Top Sponsor Hellas Verona
- Sponsor Sky Grande Prix Singapore F1
- Sponsor Gentleman Soiree

2016

- Tech Dev
- JET Wallet 1.0
- Sponsor Sky Grande Prix Singapore F1
- Airdrop
- Singapore Rendez Vous, Luxury Yacht Show

**2017
Q1**

- Tech Dev

**2017
Q2**

- JET Wallet Launch 2.0
- Jetcoin (JET) ERC- 20 Implemented on Ethereum

**2017
Q3**

- Listing on exchanges
- Serie A Hellas Verona & Jetcoin Institute Collaborate on First Talent Search
- Presenting Sponsor Sky Grande Prix Singapore F1
- Talent Search with Hellas Verona / Singapore Academy



Main Sponsor of Official Party of Singapore RendezVous
Featuring DJ Motiv8 The Original Black Eyed Peas DJ

- Legal opinion passed the Howey test, we are not a security
- Listing on more exchanges (in process)
- Website translation in Italian and Spanish
- Announcement of our first Jetcoin Champion
- Launch of a dance track collaboration between original DJ/ Producer of BEP - Miss Myanmar (Asia's Next Top Model Finalist) - CC Sound Factory (award winning music producer)
- Remix competition of track
- Music Video competition



- Selection of our talent with Hellas Verona
- Website Translation Russian and Japanese



- Worldwide Model Search "Athena Superlook " in collaboration with top fashion magazine
- Collaboration with Formula 1 Canada.



- Collaboration with Formula 1 Singapore





A Hidden Marketing Opportunity

The Jetcoin platform is a new way to bring fans closer to the talents they believe in. As an example of taking fan engagement to a whole new level, we have introduced a free app – Stadia – that optimizes fan experience during live football. With many such offerings in development, we intend to bring real fans closer to their sporting and musical idols and usher in a whole new era of engagement with the stars.

This also creates a whole new marketing model for brands to tap into. Jetcoin sources and recruits rising talents that may become superstars of tomorrow. It also brings fans closer to the talents right from the initial phase of their journey towards stardom. This means that these fans have a far more intimate relationship with these talents and vice versa. Such a relationship can play a pivotal role in making it far easier for the Jetcoin Champions to endorse brands that fans will and can relate to.





Brand Endorsements Sample 1

As an example of how brand endorsements have created value for fans, businesses and the superstars themselves, consider a few instances. Rafael Nadal endorses the watches of Richard Mille. While playing at the Wimbledon Championships of 2017, Nadal wore the RM 27-03, a watch that was made especially for him to be worn during a match. This watch was priced at \$725,000 and only a handful of them were actually produced. Not surprisingly, passionate fans of Rafa grabbed all of these watches within no time. Many fans have been following Nadal as an audacious young man who burst into the world of tennis at the age of 19 by winning the French Open in his first attempt, a feat previously achieved by only one man. Since then they have become loyal and passionate fans of the man who, in these 12 years, has become one of the greatest tennis players of all time. They would naturally feel a special relationship with the tennis superstar and would relate to his choice of brands. Not surprisingly, Tommy Hilfiger saw a burst in sales of their undergarments after they chose Rafa as their brand ambassador.





Brand Endorsements Sample 2

Another exciting marketing phenomenon is the 25 year old Brazil and Paris Saint- Germain striker Neymar. His marketing potential can be gauged from the fact that he is the only football player in the world to earn more off than on the pitch. Out of the \$37 million he earned in 2017, \$22 million came from brand endorsements. He currently endorses products from Nike, Gillette, Panasonic, Red Bull and Beats by Dre. His footballing abilities might have earned him millions of fans but his boyish good looks have also contributed heavily to his fan following. He is typically seen endorsing products targeted at the youth, like sunglasses by the Italian brand Police. He is equally confident eating a pack of Sabritas while juggling with the ball and also in his elements while urging young children to wash themselves with Lifebuoy soap. He asks young people to use Rexona deodorant after an intense training session and also urges them to use WeChat because it respects their privacy.

Just imagine how much closer this relationship could have become had Rafa and Neymar been Jetcoin Champions. Imaginative and out worldly as this idea might seem, it is not improbable and could easily become a reality if a Jetcoin Champion of today goes on to reach astronomical heights tomorrow. Imagine the unbelievable marketing opportunities that may arise from this association.



Components of the Jetcoin Platform

The platform is called the JET Wallet and is available for download for both Android and iOS. User need to register themselves the first time they open the app. Once users have registered they can use the credentials for future logins.

The “Wallet” icon shows the number of JETs (tokens) a user has in his or her account. The “Contacts” feature helps users to add their friends (those who have downloaded the Jet Wallet) to their list and also enables them to transfer JETs between themselves.

“Jet Stream” allows users to look at the available talents on the platform and invest in them. By selecting each talent, the user can find out how much of their image rights are for sale and how many JETs will they need to shell out. By entering the amount in a box, they can buy those image rights.

Once you have purchased a portion of a talent’s image rights in Jet Stream that talent automatically appears under “My Team.” A click on My Team also shows the amount of JETs invested by the user on each talent. To purchase unique rewards linked to the talent’s ecosystem as well as social media engagements such as FB posts, tweets, short videos, etc., the user needs to click the talent’s image icon. Rewards purchased from each talent are on a first-come-first-served basis and are limited.



Components of the Jetcoin Platform

A user can purchase JETs from exchanges where JET is listed. A list of such exchanges is given on the website and is frequently updated as new partnerships are forged. Users will also be able to purchase JETs from our own website when we release new JETs to support the development of a newly-signed talent.

Jetcoin contracts are issued by the Jetcoin Institute to enable JET holders to invest in new talents that have been signed. JETs are released on the Jetcoin Institute website and users can get to know the amount of JETs available at that time. This will be done only for a short period to raise the necessary funds to implement the talent's image development.

Users can also convert JETs into any other cryptocurrency of their choice.

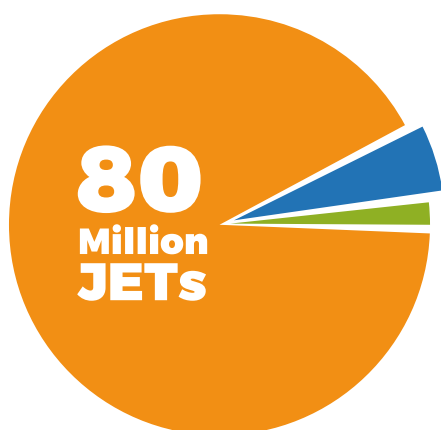
Users can also view all of their transactions on the blockchain by visiting etherscan.io. They will need to enter their ether wallet address into the search box. They will be able to review all their Jetcoin Institute transactions by entering: Jetcoin (JET).





Current Jetcoin Distribution

The Jetcoin Institute has created 80 Million JETs on Ethereum (ERC-20 Token), of which -



- 15% of the total issuance is for the Jetcoin Institute to run its operations.
- 8% of the total issuance is for marketing activities to create awareness of Jetcoin services and build its community.



- Sport sponsorship: 1.6M
- Pre-sale: 6.3M
- Airdrop: 50K
- Event sponsorship: 400K



Conclusion

The economics of sports, music and media is astronomical in its scope and amounts. Talented individuals in this field can fuel this mammoth engine and create value for a lot of stakeholders. However the most important people in this system, the fans who play a vital role in wealth creation, are nowhere in the picture as far as wealth distribution is concerned.

The Jetcoin Institute's unique business model is set to change this scenario. As a truly open and democratic blockchain-powered platform, it can help rising talents achieve their dreams of stardom and in the process help millions of fans and supporters live this exciting dream together and journey with them towards stardom. And when success knocks on the doors of these talents they have supported, they partake of some of it for themselves.

The Jetcoin platform also provides a stage for any talented individual to launch his or her career, an opportunity that would have been difficult to achieve in the traditional ecosystem. Thus a mutually beneficial relationship is formed between the Champions and the fans. Jetcoin Institute is endeavoring to revolutionize the lucrative fields of sports and music and invites everybody to share value through this venture.

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