



# *Soccer* **TEAM OWNER**

— *WHITEPAPER V1.0* —



*Global decentralized  
network for soccer fans*

**INN<sup>VENTIA</sup>**  
BLOCKCHAIN SERVICES

*Designed by teknei*

# *Index*

WHITEPAPER V1.0

- └ *Introduction*
- └ *The Champions League*
- └ *Fundamental source of Income*
- └ *Market*
- └ *Market Opportunities*
- └ *Proposed Business Solution*
- └ *Blockchain*
- └ *Project Milestones*
- └ *Team Owner Token*
- └ *Team Owner Team*

# Introduction *(Executive Summary)*

## *Most Profitable Business*

- BANK: \$115,000 billion
- GUNS: \$395,000 billion
- ALCOHOL: \$227,000 billion
- CASINOS & GAMBLING: \$350,000 billion
- OIL: \$2,500,000 billion
- DRUGS: \$700,000 billion
- FOOTBALL: \$500,000 billion

Source: [www.rankia.mx](http://www.rankia.mx)

## *FOOTBALL INDUSTRY*

Deloitte calculates that the financial results of the 2016/17 football season are the most impressive ever and reflect a new era of improved profitability and financial stability for football clubs. The 'big five' European leagues generated a record €14.7 billion (£12.6 billion) in revenue in 2016/17, a 9% of increase from the previous year, the European football market is now estimated to be worth €25.5 billion (£21.9 billion).

Source: <https://www2.deloitte.com/uk/en/pages/press-releases/articles/annual-review-of-football-finance-2018.html>

Football stopped focusing only on Europe and South America and reached the rest of the world, including the United States, China, Japan, South Korea and Australia, five global powers that could not stay behind anymore.



# Introduction

## FIFA

FIFA is the governing body of football at the international level, it helps federations in financial matters and logistics through various programs. But they also have obligations, like representatives of their countries as the AFC in Asia, CAF in Africa, the Football Confederation (CONCACAF) in North America, Central America and the Caribbean, CONMEBOL in South America, UEFA in Europe and the OFC in Oceania.

Each Confederation has a continental championship of National Teams and also a club-level championship. Championship of National Selections.

Among these confederations, according to Deloitte, UEFA is the most important club level, since it has more popularity thanks to The Champions League, which is positioned just below the FIFA World Cup.

<i>Continent</i>	<i>Confederation</i>	<i>Championship</i>
Africa	CAF	African Cup of Nations
North America, Central America and Caribe	CONCACAF	Gold Cup
South America	CONMEBOL	America Cup
Asia	AFC	Asian Cup
Europe	UEFA	European Championship
Oceania	OFC	Cup of the Nations of the OFC

# INTRODUCTION

## THE 20 MOST VALUABLE FOOTBALL CLUBS

The 20 most valuable soccer teams in the world are worth an average of \$1.69 billion, up 14% over the past year and 74% since 2013. The surge in values has been underpinned by revenue growth. The top 20 teams ranked in an average of \$428 million in revenue during the 2016-2017 season, 40% more than five years ago.

Source: <https://www.forbes.com/sites/mikeozanian/2018/06/12/the-worlds-most-valuable-soccer-teams-2018/#4d04f0be45c8>

Forbes unveiled in a studio called "The world's most valuable soccer teams 2018", the teams that generated more money last season, which are: Manchester United, Real Madrid and Barcelona club. Manchester United takes the top spot, worth \$4.12 billion, up from \$3.69 billion last year.



\$4.12 Billion



\$4.09 Billion



\$4.06 Billion

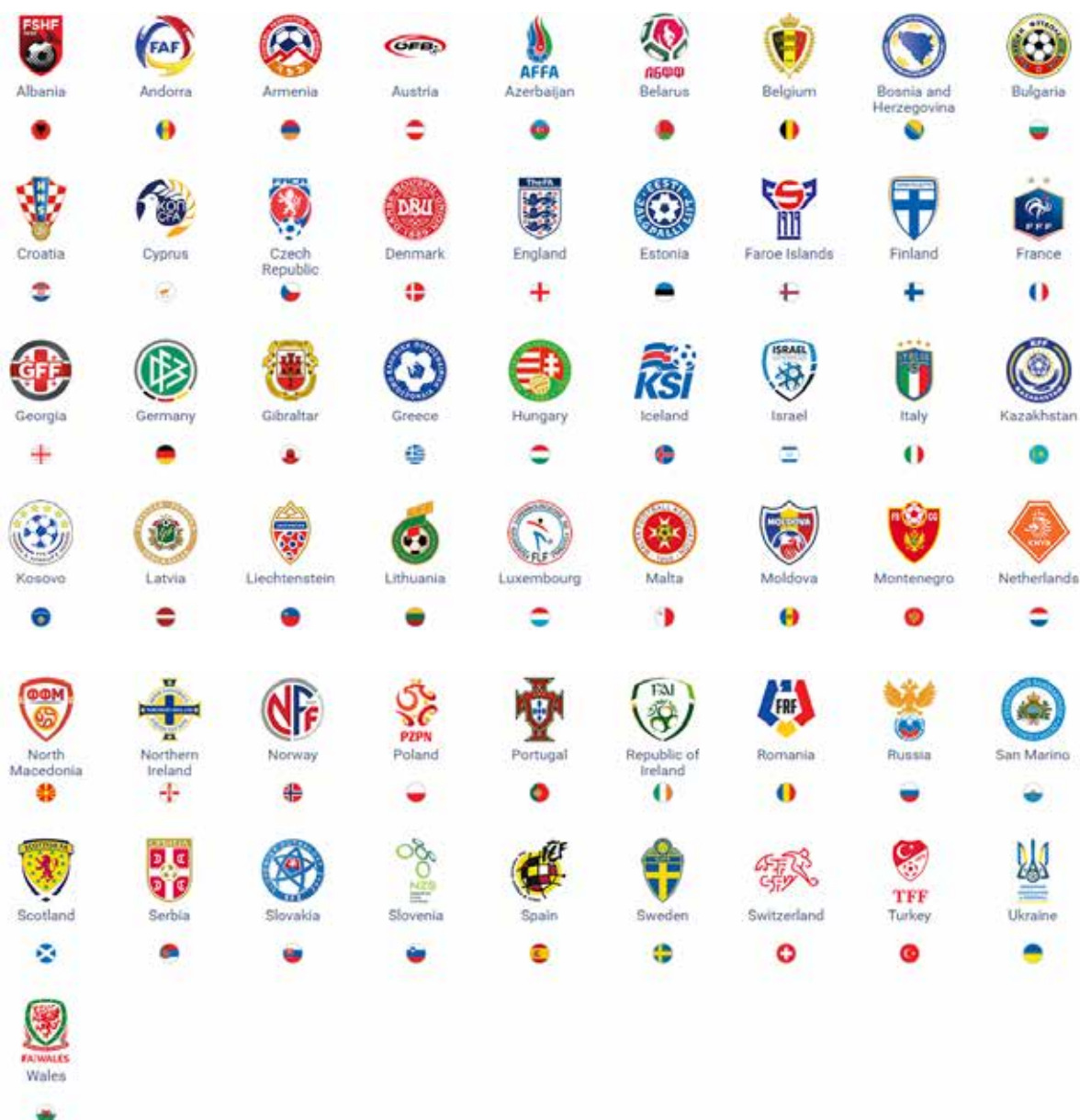
# THE CHAMPIONS LEAGUE



## *The Champions League*

The Champions League, as previously mentioned, is the most prestigious international tournament at football club level. It is organized by UEFA and has been going on for the last 6 decades.

### *FEDERATIONS THAT BELONG TO UEFA*



# THE CHAMPIONS LEAGUE



## THE CHAMPIONS LEAGUE, AN EVENT GREATER THAN THE SUPER BOWL

The Champions League Final has become the most important sporting event of the year, surpassing the event that is celebrated in the United States; the Super Bowl.

The numbers show that the Champions League Final achieves higher numbers than the final of American Football. In terms of countries, the football final was seen in more than 200 countries against the 180 of the American football finals.

### SUPER BOWL VS CHAMPIONS LEAGUE, WHO WINS?

#### SUPERBOWL



##### TICKETS

€5,000



##### INCOME

Santa Clara,  
California:  
450 million



##### PRIZE

\$102,000 / player  
winner  
\$51,000 / player  
finalist



##### DATE

First Sunday of  
February



##### DATE

Beginning of  
June

#### CHAMPIONS LEAGUE



##### TICKETS

€420



##### INCOME

Milan:  
350 Million



##### PRIZE

€15,5 million /  
player winner  
€11 million /  
player finalist



#### BROADCASTING RIGHTS



The Champions League is not only the most important club tournament in the world, but it is also the one that most money awards those who win it.

Bankia, may 11th 2017



# THE CHAMPIONS LEAGUE

## COMPARATIVE CHAMPIONS LEAGUE VS SUPER BOWL 49

	<i>Champions League Final 2015</i>	<i>Super Bowl 49</i>
Audience	350 million	150 million
Countries	200	180
Total Tweets at the end of the match	8.4 million	+ 28 million
Cost of broadcasting rights	\$1.63 billion (Globally 2012 - 2015)	\$3 billion (NCB, CBS y Fox until 2022)
Awards for participating teams	\$108.4 million	\$17.5 million
Combined value of the teams	\$4 billion	\$2.7 billion
Combined followers from twitter	25.2 million	13.3 million
Likes in Facebook	101.2 million	9.62 million
Capacity of the place of the meeting	74,244	63,400
Ticket prices	\$78 - \$433	\$800 - \$1,900
Prices of tickets on resale	\$12,000	\$4,600

CNN, may 26th, 2016

# INCOME

## Football Income Channels

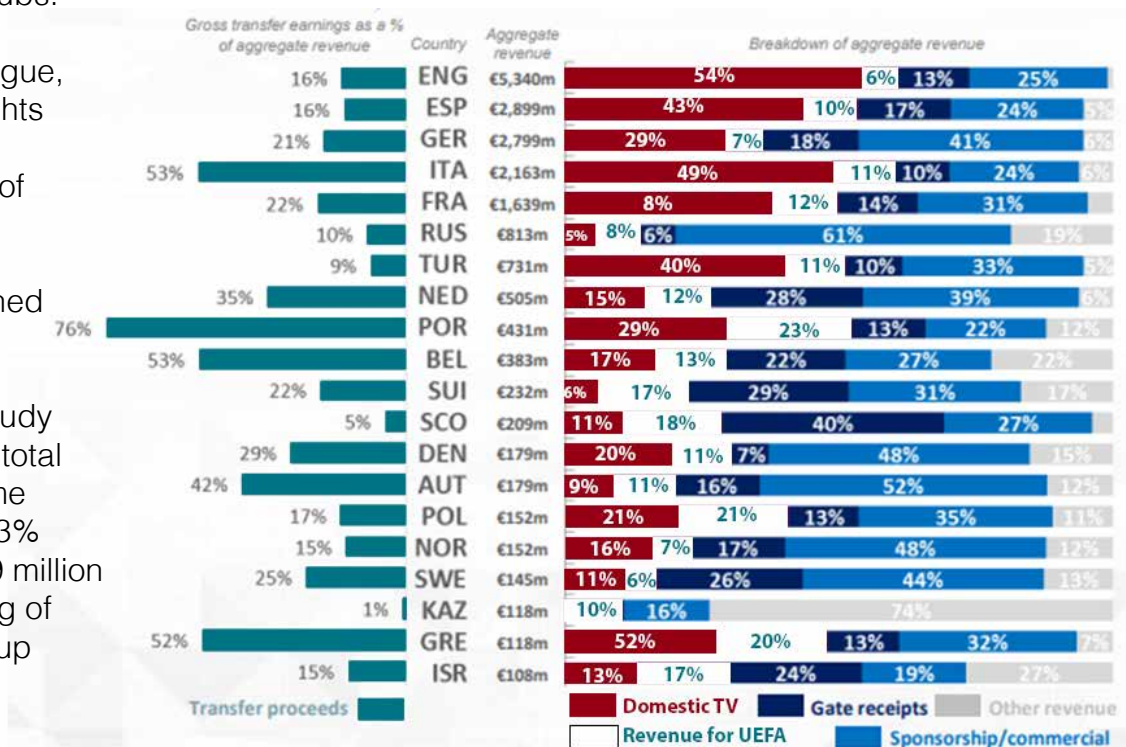
Clubs get their income from Broadcasting Rights, Sponsorships, Ticket Sales, Merchandising and Players Transfer. Revenues from the Champions League have been positioned above any other soccer tournament.

### Broadcasting Rights

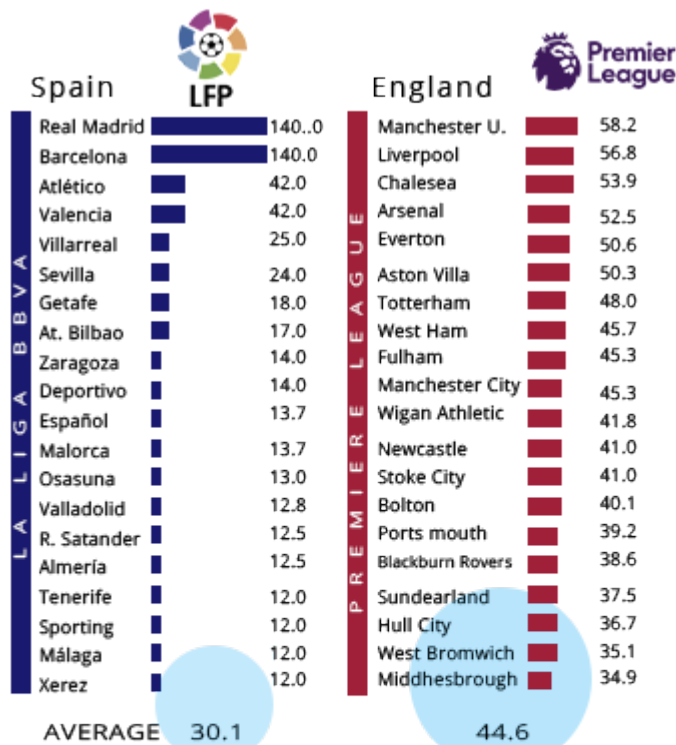
Broadcasting Rights offer a better coverage, which makes viewers consumption as massive as it is today. Broadcasting Rights represent approximately 30% to 40% of the annual budget of the clubs.

For the Champions League, these Broadcasting Rights are given directly by UEFA. The success of this tournament is undeniable, it is broadcasted and watched in 230 countries.

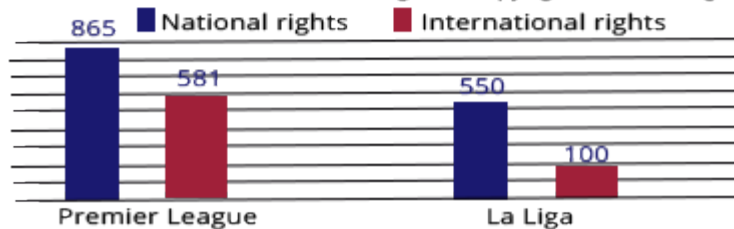
According to a UEFA study the chart below breaks total revenue down by income source. For example, 43% of La Liga Spain €2,899 million came from broadcasting of domestic league and cup matches.



## The Profitable business of The Champions League

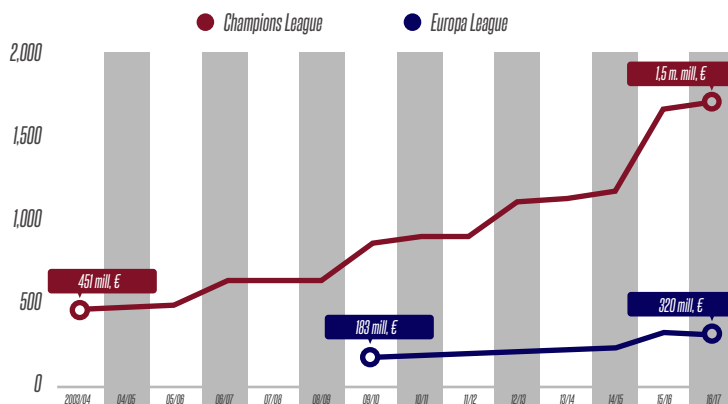


National and International earnings for Copyright Broadcasting



## Champions League Broadcasting

UEFA Broadcasting Rights Income



The Europa League succeeded the UEFA Cup in 2009, there's no available data about the UEFA Cup  
Source: UEFA

## Clubs TV Income for 17/18 Season

Estimate of total revenue of 1,000 (In millions of euros).

	Inflows	Outflows
Real Madrid	148,0	-10,4
Barcelona	154,0	-10,8
Atlético	110,6	-7,7
Valencia	85,5	-4,6
Sevilla	74,0	-5,2
Athletic	73,2	-5,1
Villarreal	65,5	-4,6
Málaga	53,5	-3,7
Real Sociedad	61,5	-4,3
Espanyol	52,4	-3,7
Levante	45,1	-3,2
Celta	52,9	-3,7
Coruña	46,0	-3,2
Getafe	44,5	-3,1
Leganés	43,3	-3,0
Betis	52,9	-3,7
Deportivo	46,0	-3,2
Girona	43,3	-3,0
Eibar	46,3	-3,2
UD Las Palmas	46,8	-3,3
Total	1.325,8	-92,8

La Liga, Santander

	Inflows	Outflows
Sporting	19,3	-0,7
Reus	5,6	-0,4
Cádiz	7,6	-0,5
Gimnastic	5,6	-0,4
Osasuna	19,0	-0,6
Tenarife	7,6	-0,5
Leonesa	5,4	-0,4
Rayo	6,8	-0,5
Real Oviedo	6,7	-0,5
Valladolid	7,1	-0,5
Granada	22,9	-0,6
Zaragoza	7,6	-0,5
Albacete	5,4	-0,4
Soria	5,6	-0,4
Lugo	6,1	-0,4
Cordoba	6,8	-0,5
Sevilla	5,5	-0,4
Huesca	6,7	-0,5
Barcelona "B"	5,5	-0,4
Alcorcón	6,4	-0,4
Almería	6,1	-0,4
Lorca	5,2	-0,4
Total	180,6	-10,3

La Liga 1, 2, 3.

## *Facebook and free Broadcasting*

Social Networks, have been taking advantage of the popularity of The Champions League, since Internet broadcasting allows them to fully exploit the popularity of the event and likewise capture the attention of companies that want space for their ads.

Such is the case of Facebook, which has just acquired the broadcasting rights of 32 games, live and for free. As UEFA announced, users will be able to watch the games without having to be clients of any broadcasting company. In this way, Facebook becomes the exclusive platform of Free coverage from 2018 to 2021.

## *Sponsorships*

The figures derived from sponsorships increase year after year since companies are making their numbers and the expected profit.

There are two reasons why companies want to invest in these events:

- The first is to improve its visibility
- The second is to create an emotional connection for soccer consumers.

Sponsorships represent between 20% and 30% of the team's income and produce business with sportswear manufacturers and brands looking to be on the football Players shirts.

The Champions League receives a lot of sponsorship offers due to the number of viewers who follow this event.

The sponsorships appeared in the 1970s and there are long-term agreements between companies and football clubs with these, companies can have more time to generate financial results in these investments.

Among the brands associated with some football teams and events such as the Champions League, the following brands stand out, which are mostly members of the UEFA and FIFA:

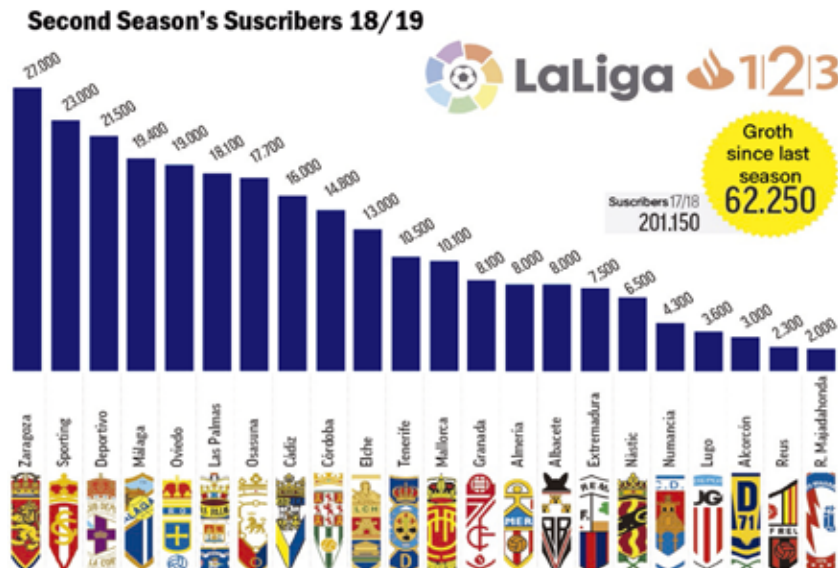


# INCOME

## Tickets

The next largest source of revenue for clubs is the sale of tickets, followed by merchandising. This item contributes between 5% and 10% of the income.

Spain is the second country in the world where football fans are willing to pay more money for a first division football ticket: Average = €70, in the inferior categories the Spanish leagues have the most expensive tickets: Average = €24.69.



## Suscriber's Fee 2a A

TEAMS	MAX	MIN
Deportivo	565	171
Las Palmas	410	190
Malaga	750	120
Zaragoza	650	149
Sporting	410	195
Numancia	810	295
Obiedo	350	69
Osasuna	465	250
Cádiz	370	100
Granada	495	130
Tenerife	330	10
Lugo	275	125
Alcorcon	425	85
Resu	440	180
Gimnastic	300	150
Cordoba	156	96
Albacete	150	115
Almeria	350	100
Mallorca	255	125
Rayo Majadahonda	160	80
Elche	460	75
Extremadura	295	90
Average	403.2	136.4

## MERCHANDISING

Merchandising is the sale of all types of items with the brand (logo), the name and colors of the club, which gives an added value to the product. T-shirts usually contribute 50% of the total sales by merchandising, the rest are polos, jackets, pants, hats, pens, pencils, folders, bags, calendars, purses, towels, glasses and many other items.

In the sale of T-shirts it is important that the Club be popular for people and this is achieved by having football stars in the Team, reaping national and international sporting successes, making tours in emerging countries, having a well-promoted league abroad, a good platform of online sales, having as a sports provider one of the most global brands (Nike, Adidas, to a lesser extent, New Balance and Puma).

FIFA is in charge of selling the rights of use of its logos and images to companies of all industries in the world who buy the rights to manufacture products and market them. As soon as these products are created, they belong to FIFA. Revenue from this concept is \$9,000 million.



## *Players Transfer*

The last source of income for a club is the Players Transfer. The players have a contract signed between a club and the player, which can last up to 5 years.

The contracts are very diverse and almost all have something called "buy-out", this is a part of the contract where a club establishes the amount that must be paid to disengage a player from his current contract and in this way the player can sign a new contract with another team. The main objective of including a buy-out is to preserve the player and generally there's a very high price required. These contracts are regulated by FIFA regulatory authority.

In order for the signing to be carried out, it is essential to have an agreement between the three involving parts (the club that has the federative rights of the player, the club that wants the services of the player, and the player). If one of the parties does not grant consent, the transfer cannot be done.

## *Most Expensive Transfers in European Football*

Neymar: €222 million.

He was transferred from Barcelona to Paris Saint Germain (PSG).

Philippe Coutinho: €145 million.

He was transferred from FC Liverpool to FC Barcelona.

Kylian Mbappé: €135 million.

He was transferred from Monaco to Paris Saint Germain (PSG).

Ousmane Dembélé: €125 million.

He was transferred from Borussia Dortmund to FC Barcelona.

Cristiano Ronaldo: €117 million.

He was transferred from Real Madrid to Juventus.



# MARKET

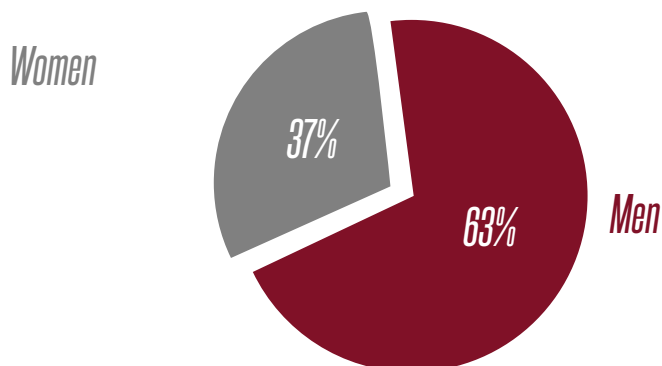
## MARKET

A recent expert report from the World Economic Forum explains that football teams are actually entertainment companies.

The team creates a connection with people who share colors and unconditional passion for the team. In football we are all equal, from the president of the club or the millionaire to the humblest worker. An egalitarian and democratic sense prevails in the degree of belonging. Another unique factor in football is the goal. This shortage of goals is what transmits a dramatic and beautiful tint to this sport.

On the other hand, football attracts entrepreneurs and fans who make continued growth possible.

## FOOTBALL FANS WORLDWIDE



Studied realized by SPORT + MARKT with 20,000 interviewed in 21 countries.

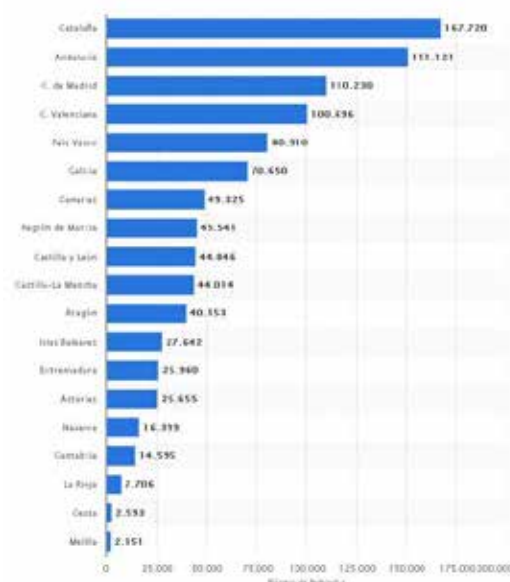


The previous graph shows that 300 million of the nearly 800 million football fans are women, according to Hartmut Zastrow, Executive Director of SPORT+MARKT. As a result, women represent an enormous potential as a group of fans for both companies and clubs.

Regarding the latest FIFA statistics, the world of football is made up of 4% of the world's population, meaning that the number of people playing football is 265 million players, in addition to the 5 million people who work as referees, coaches and officials. This is the result of the 207 FIFA member associations.

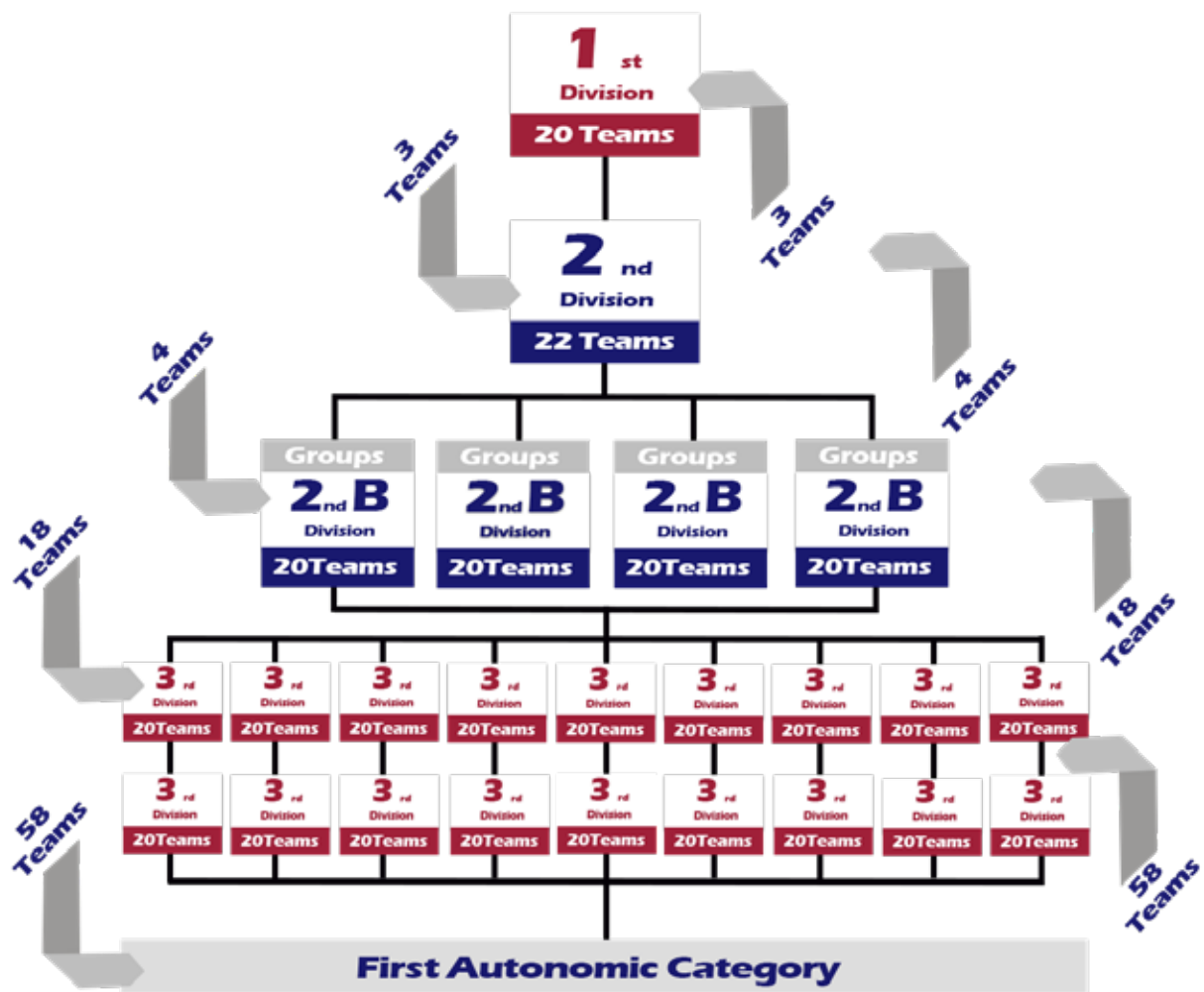
“If we add to the immediate family members who accompany them, either as fans, followers or actively supporting them, the figure rises to incredible levels. More than a billion people take part in football, with no class difference and surpassing the border barrier” (Joseph S. Blatter, President of FIFA).

Royal Spanish Football Federation workers by region.





# MARKET



20 teams



80 Teams (4  
Regional Groups  
of 20)



22 teams



361 Teams (17  
Groups of 20 + 1  
Groups of 21)



# MARKET

## Promoted and relegated rules

- 1) First, Second, Second B, and Third Division poses the national ranking.
- 2) If a team falls to a category where its subsidiary group is located, it causes the automatic descent of the subsidiary team.
- 3) To fall from First to Second division the team needs to finish in the last three places at the end of the season.
- 4) To rise from Second to First the team needs to finish in the first two places at the end of the season or achieve the two qualifiers round between the four teams that go from the third to the sixth place. Subsidiary teams cannot move to the top.
- 5) To fall from Second to Second B division the team needs to finish in the last four places at the end of the season.
- 6) To rise from Second B to Second Division the team needs to finish as champion of any of the four groups and then beat in a double qualifier match another champion for another group ... Or win three qualifier matches between teams classified second, third or fourth in each group, and then having a second round phase against the two champion teams that have been defeated in the champions group.
- 7) The same process from above applies to rise from Third to the Second B .
- 8) To fall from Second B to Third division the team needs to finish in the last four places of each group.
- 9) The fifth position of each group face each other with a double match elimination, the defeated teams descend to Third Division.
- 10) The number of promoted and relegated teams per group between the third division and the first automatic category depends on the sport and geographical criteria, although in general the last three or four teams of each 18 groups of third division are those who fall.

# MARKET

## THE PASSION FOR FOOTBALL CREATES NEW CONSUMPTION HABITS

A Champions League fan spends an average of €3,000 a year. Simply by going to the stadium, the fan spends around €140. The tickets are between €170 and €1000 depending on the club. On top of that we must add about 900 of transport, 720 in food, 115 for the shirt, €100 in bets and 204 for the subscription to TV. This does not take in account the important matches, which are close to the final.

The expense will depend on the size of the team and the passion of the follower.

	PASS	€500
	JOURNEY	€800
	FOOD	€720
	MERCHANDISING	€115
	BET	€100
	TV SUBSCRIPTION	€204
	OTHER COSTS	€461
	<b>TOTAL</b>	<b>€3,000</b>

## *THE SPANISH AMONG ALL THE FANS, THE ONES WHO INVEST MOST IN THESE EVENTS*

Spain has two or three of the best teams in the world, that offers some advantage over foreign teams, a very clear example is the Champions League, where the Spanish teams tend to be more competitive.

A large percentage of the teams that qualify for the Champions League have as their country of origin Spain and it is precisely in this country where the largest number of fans are concentrated. It is not surprising that within the most valuable football clubs we find 2 Spanish teams: Real Madrid and Barcelona.

The direct economic impact of professional football reached more than €3,900 million, of which more than 75% come from fans who spend on services and products related to professional football.

## *HOW MUCH MONEY DOES FOOTBALL CREATE IN SPAIN?*



**€4,500  
MILLION**

**185,000  
JOB  
POSITIONS**



Source: [https://www.esagentside.com/futbol/que-ingresos-genera-la-liga-espanola-de-futbol-en-un-ano\\_art18542.html](https://www.esagentside.com/futbol/que-ingresos-genera-la-liga-espanola-de-futbol-en-un-ano_art18542.html)



# ***MARKET OPPORTUNITIES***

## ***MARKET OPPORTUNITIES***

Within UEFA, the Professional Football La Liga (Spain) is one of the most competitive leagues at European level, with some of the most loyal fans willing to spend above average for their favorite teams, especially if they are able to reach the UEFA League or UEFA Champions League.

On the other hand, Spain in the last years has conquered the World Cup (South Africa 2010) and throughout its history has won three Euro Cups (1964, 2008 and 2012), which has resulted in an increase in football fans, both on the field and in the Broadcasting Rights of La Liga and not only in the Spanish territory, but also in other countries.

Regarding the Spanish geography, regionalisms are very notable and this is extrapolated to the football industry, there is a captive population in each of the city / provinces.

For example, in the case of Eibar Sports Society, founded in 1940 and being in the second division for 18 consecutive years, in the 2013-2014 season it managed to upgrade to first division where it has stayed for four consecutive seasons and thanks to Broadcastings Rights in the 2018-2019 season, Eibar has reached a minimum annual turnover of €50 million. This is an incredible achievement, if we take into account that the town of Eibar located in the province of Gipuzkoa (Basque Country) has a stadium for 8,000 spectators and a current population of 27,500 inhabitants.

# MARKET OPPORTUNITIES

## PROPOSED BUSINESS SOLUTION

Taking into account the facts and financial conditions mentioned above, it is desirable to be able to buy a team currently active in the Third Division or Second B Division, reform it, professionalize it and help it reach the first division. This entails a series of direct and indirect benefits that go beyond the barrier merely of the sport aspect: it boosts the image of the city and province internationally which generates wealth, employment in diverse sectors of the city. Several entrepreneurs have recently ventured into this desirable business, but no one has done so with technological tools such as Blockchain.

This disruptive technology in several companies and sectors also offers benefits to the football industry. Firstly, it democratizes the investment and the fans will be able to invest in their team with minimum amounts, increasing the feeling of belonging and further more, the feeling of being a co-owner of the club. Secondly, with the use of smart contracts, information will be transparent for all investors. These competitive advantages are described in more detail in the section on blockchain technology.

We will start this year with clubs in Spain, England, Germany, France and Italy. Over the next few months, we'll be discussing club options in Asia and America.

In this study, we have found 10 Spanish football clubs that would be candidates for this business plan. Teams we consider should be in the first division.

*Teams that should be in the first division:*





# SOCCER TEAMS

## Racing Club de Ferrol



### History

Founded in 1919, the club currently plays in Second Division B – Group 1, Club colours are green shirts with white shorts, though during the early years of its existence green and white shirts with vertical stripes were used.

### Records

1st Division	0
2nd Division	34
2nd B Division	25
3rd Division	26

*Population: 66,799*

*Team Value: €3.05 Million*

*Stadium: A Malata*

Capacity: 12,024 Seats



## SD Compostela



### History

Sociedad Deportiva Compostela is a Spanish football team based in Santiago de Compostela, in the autonomous community of Galicia. Founded on 2004, they play in Third Division– Group 1.

### Records

1st Division	4
2nd Division	7
2nd B Division	10
3rd Division	34

Population: 95,966

Team Value: €350 Thousand

Stadium: Multiusos de San Lázaro

Capacity: 13,000 Seats



## Zamora CF



### History

Zamora Club de Fútbol is a Spanish football team based in Zamora, in the autonomous community of Castile and León. Founded in 1969 it plays in Third Division Group 8.

### Records

1st Division	0
2nd Division	0
2nd B Division	24
3rd Division	22

Population: 63,217

Team Value: €450 Thousand

Stadium: Ruta de la Plata

Capacity: 7,813 Seats



## CD Toledo



### History

Club Deportivo Toledo, S.A.D. is a Spanish football team based in Toledo, in the autonomous community of Castile-La Mancha. Founded in 1928 it plays in Third Division – Group 18, Home kits consist of green shirts and white shorts.

### Records

1st Division	0
2nd Division	7
2nd B Division	14
3rd Division	39

Population: 84,282

Team Value: €1 Million

Stadium: Salto del Caballo

Capacity: 5,500 Seats



## Mérida AD



### History

History: Mérida Asociación Deportiva, S.A.D. is a Spanish football club based in Mérida, in the autonomous community of Extremadura. Founded in 2013, it currently plays in Third Division Group 14.

### Records

1st Division	0
2nd Division	0
2nd B Division	3
3rd Division	2

Population: 60,119

Team Value: €850 Thousand

Stadium: Romano

Capacity: 14,600 Seats



## Real Jaén CF



### History

Real Jaén Club de Fútbol, S.A.D. is a Spanish football team based in Jaén, in the autonomous community of Andalusia. Founded in 1922 it plays in Third Division – Group 9.

### Records

1st Division	3
2nd Division	16
2nd B Division	31
3rd Division	25

Population: 120,021

Team Value: €400 Thousand

Stadium: La Victoria

Capacity: 12,600 Seats



## Orihuela CF



### History

Orihuela Club de Fútbol is a Spanish football team based in Orihuela, in the Valencian Community. Founded in 1993 it plays in Third Division – Group 6.

### Records

1st Division	0
2nd Division	2
2nd B Division	5
3rd Division	38

Population: 92,000.

Team Value: € 950 Thousand

Stadium: Los Arcos

Capacity: 4,500 Seats



## Linares Deportivo



### History

Linares Deportivo is a Spanish football team based in Linares, Jaén, in the autonomous community of Andalusia. Founded in 2009 as a replacement for dissolved CD Linares, it plays in Third Division – Group 9.

### Records

1st Division	0
2nd Division	0
2nd B Division	8
3rd Division	7

Population: 61,347

Team Value: € 850 Thousand

Stadium: Municipal de Linarejos

Capacity: 10,000 Seats



## CP Cacereño



### History

Club Polideportivo Cacereño is a Spanish football team based in Cáceres, in the autonomous community of Extremadura. Founded in 1919, in season 2017-18 they were playing in group 14 of the Third Division.

### Records

1st Division	0
2nd Division	1
2nd B Division	18
3rd Division	53

Population: 95,855

Team Value: €950 Thousand

Built in 1970

Capacity: 7,000 Seats



# Gimnástica Segoviana CF



## History

Gimnástica Segoviana Club de Fútbol is a Spanish football team based in Gimnástica Segoviana, the capital of the namesake province, in the autonomous community of Castile and León. Founded in 1928 as Sociedad Deportiva Gimnástica Segoviana, it plays in Third division – Group 8.

Population: 52,257

## Records

Temporadas en 1ª	0
Temporadas en 2ª	0
Temporadas en 2ªB	3
Temporadas en 3ª	52

Team Value: € 1.75 Million

Stadium: La Albuera

Capacity: 6,000 Seats



**SOCCER  
TEAM OWNER  
BLOCKCHAIN**

# Assessment

## Assessment

As a starting point we must identify the current situation of the team selected and evaluate the following business areas:

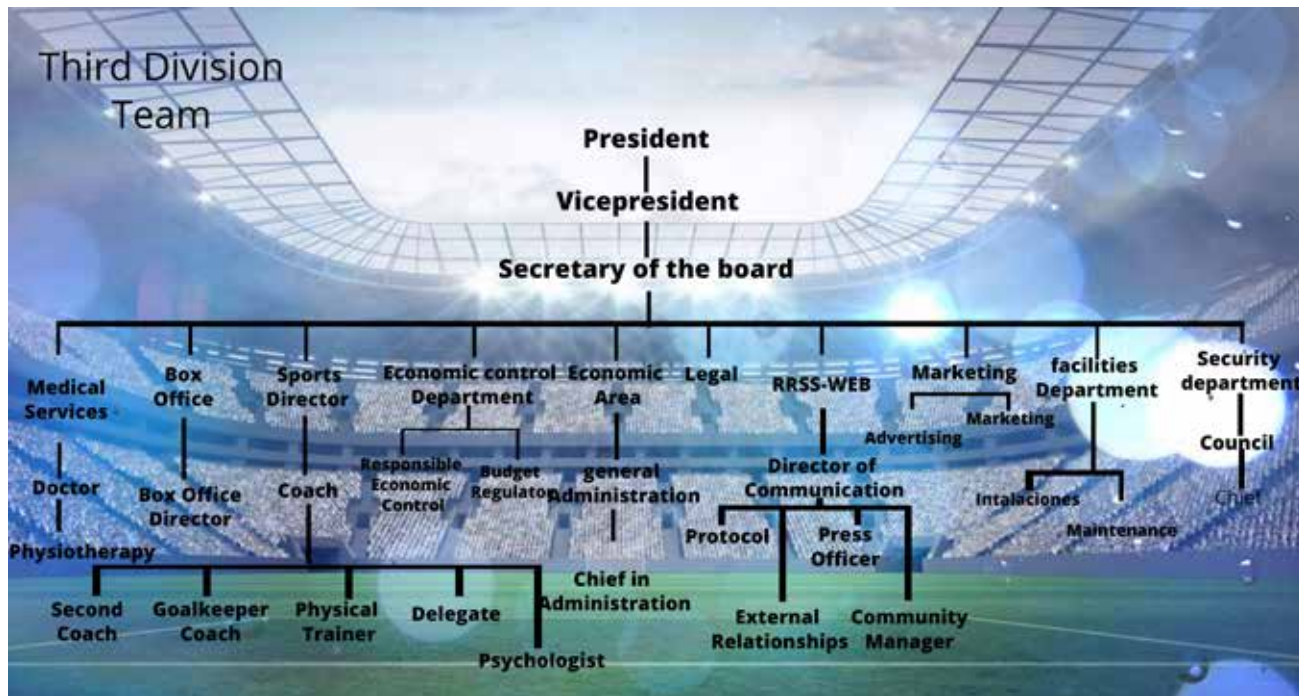
Finance:

- Balance sheet
- P&L
- Accounts receivable
- Accounts payable
- Cash Flow

Operation of the club:

- Organization Chart

## Where we are

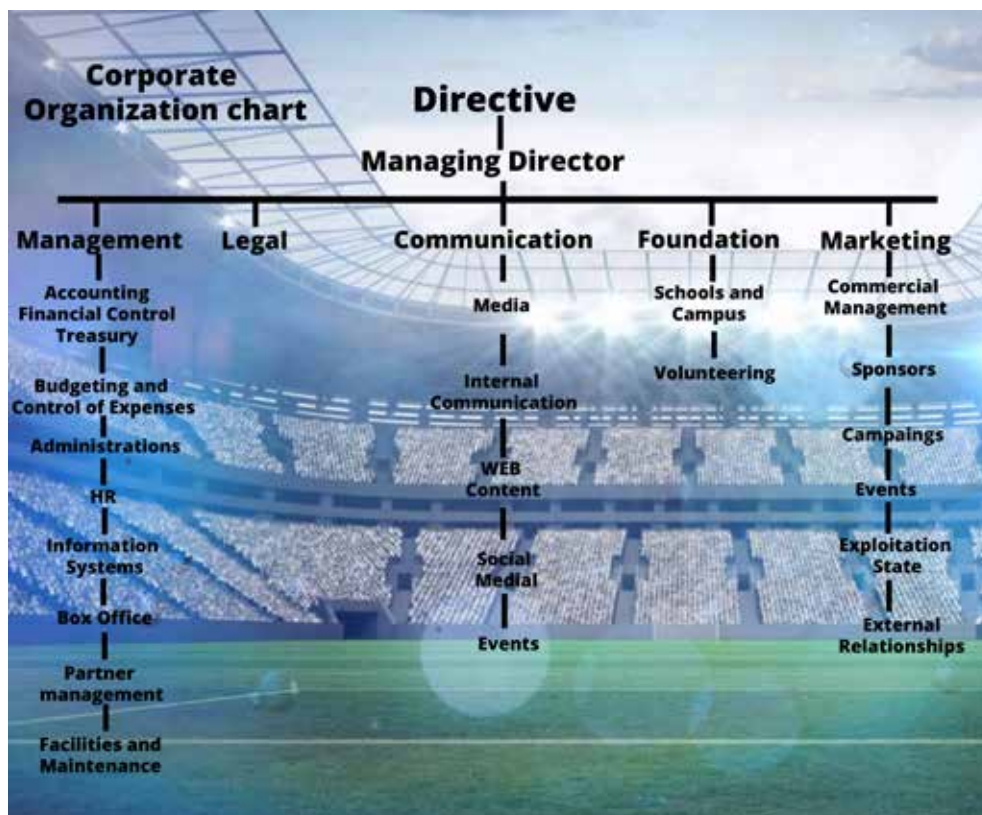


# Assessment

*Where we want to be*



*Corporate Chart*



# Assessment

## *Systems and business processes*

Infrastructure :

- Communications
- Sports facilities
- Stadium

In each of the above areas, determine a work plan to restructure and professionalize the team.

Next steps:

Once we have determined the work plan for the above mentioned business improvement, we must start with hiring key people within the organization:

Technical Director:

It is a knowledgeable person in the football world, with integrity and moral authority, with knowledge of the clubs and football ecosystem.

Another key success factor is the identification with club values and the form of play (e.g. if it is an offensive, defensive game, training, etc.) Within the staff, the main roles to be addressed:

- Coach
- Assistants
- Medical team
- Scouters

Team:

- Transferred Players
- Youth Team

Team Asset Management:

- Concession Stadium (football and various events)
- Sports facilities and training equipment
- Training court
- Housing

Affiliate:

- Local Government
- Communication routes
- Hotel and restaurant services in the city

Systems / Processes:

- Information technology
- Business management system

# Assessment

## *Systems and business processes*

Commercial strategy:

- Fan groups
- Social networks / local press / WhatsApp
- Local TV
- Background and Values of the team
- Feeling of belonging and pride
- New Generations

Synergies with:

- Town Hall
- Tourism
- Development of the region
- Idols / Testimonials

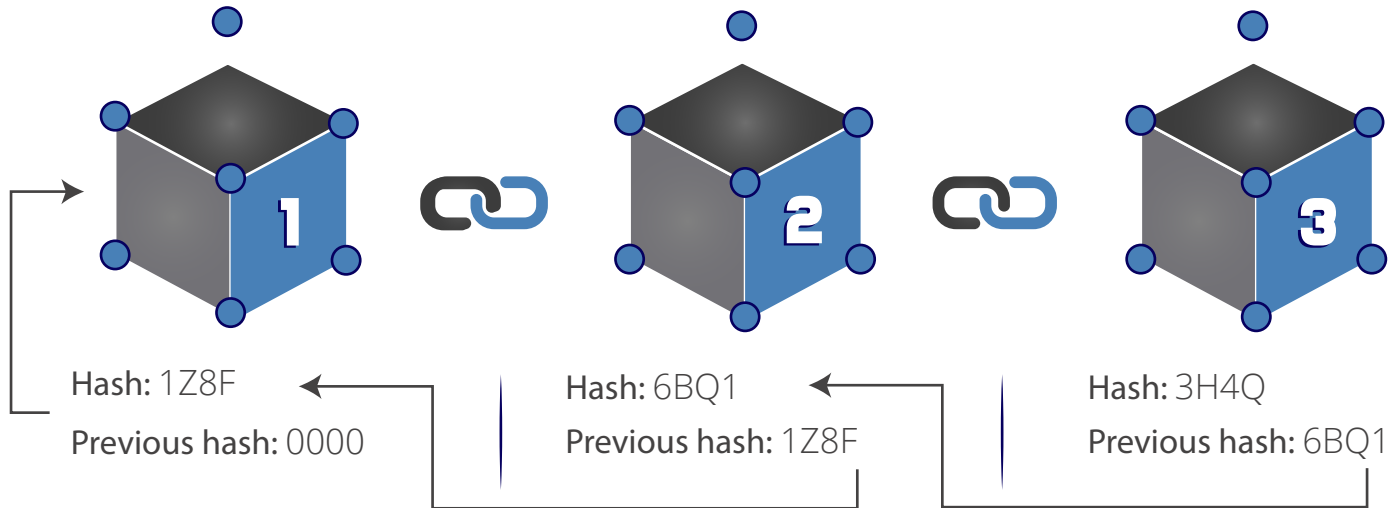
Business Opportunities:

- TV streaming
- Team Matches Broadcasting
- Content development and management
- Football Ecosystem
- Asia Target Market
- Social Networks Management



# Blockchain

## Genesis block:



This new type of technology for data storage allows us to improve a series of opportunity areas present in the traditional of streaming, processing and stocking information generated during the transactions of the different executed business processes.

Blockchain is a database distributed technology (with identical copies of the processed information, all through the nodes located in different places) that optimizes the transparency, security and efficiency when it comes to executing the transactions. The information is divided in three(3) blocks of data that contains transaction details, just like:

The seller, the buyer, the price, contract policies and any other relevant information, all of which are validated by all the network nodes through the encryption mathematic algorithms and the combination of digital signatures of the one or more entities involved.

When the transaction is validated by the nodes, data from the past transaction is added it. This past transaction is connected with the most recently generated block and this latter one, once the network consensus is met, a new block is generated, and all the nodes of the network are copied and aggregated to this one. Each node updates its database and keeps an updated copy of the new generated block.

The Smart Contract can define rules and strict consequences at the same time. It can also take information as input, process it according to the rules established by the contract and adopt any required measurement as a result.

In order to be able to identify who is sending a message or instructions that have to be executed by the computing program, digital signatures are used. It's safe because, if any node wants to change an instruction, all the network is alerted of said change.

It is a distributed and decentralized contract that does not require of an intermediary for data validation.



*The main features of Blockchain are:*

#### *Security:*

Utilizes cryptographic algorithms (Hash) in order to validate the transactions and the identity of the entities involved in the transaction, which ensures that any false transaction isn't added to the blockchain without the consensus of the rest of the network's nodes. Aside from this, since the blocks are connected with the previous blocks, any previous transaction cannot be modified.



#### *Transparency:*

Blockchain has been conceived as a data base that maintains all the information generated in the network's nodes synchronized. Additionally, all data contained in each transaction must be consistent throughout all the nodes in order to arrive to the consensus and to mine a new information block. In other words, information is transparent for all nodes, there are no firewalls and there is no node-privileged information.

#### *Efficiency:*

Since it has a distributed database and that once a new block is generated within the network, there is no need for reconciliations to happen and aside from this, it avoids the duplication of data, due to the information left stored on each of the network's nodes.

## Project Milestones

Generally, the key phases of the project include:

- Phase One – White Paper and Legal Matters
- Phase Two – Web Page and Smart Contracts
- Phase Three – Marketing Campaign

## STO

Estimated between September 17th – October 8th, 2019  
Through digital onboarding, the Team Owner Tokens will be sold to the general public.



Team Owner will create a total of 2.5 million security Tokens. There is a minimum purchase amount of 25 Tokens per purchase.

The security Token will be generated according to the ERC-1400 Ethereum security Token standard under the Ethereum Platform Smart contract. The ERC-1400 standard means the improved security compliance of security Tokens offered on the Ethereum network particularly to bolster the security characteristics of the Tokens with the intent of combating money laundering and similar compliance issues. These features include allowing:

- Reversal of crediting Tokens to wallets
- Standard interface to check status
- Metadata can be attached
- Compliance with previous ERC-20 and ERC-777 standards
- Allowance for Tokens to be separated into tranches
- Tokens are partially non-fungible (every Token is unique)
- Tokens can cryptographically verify ownership
- Tokens can stop or accept transactions

Teknei S.A. de C.V., one of the Company's technology partners, (Teknei) is the IT company which will develop the smart contracts for the Tokens, the web page and all the applications needed for the STO. Moreover, as part of the technological development, it will arrange to have a smart contract audit conducted by a third-party supplier, which is an expert in this matter, to ensure no vulnerabilities are present in the smart contracts.

Teknei will be using Ethereum to create and issue the digital Token to participants. This is a blockchain-based distributed ledger network that has been used by several highly regarded companies to issue digital Tokens.

#### Restrictions on participants

The STO will not be offered to participants in USA, China, and any country listed as a sanctioned country.

Funds coming from Team Owner business partners have been allocated for Team Owner as pre-operative expenses.

#### Token Funding and Project Expenses

It is intended that the Tokens will be issued as follows:

<b>STO</b>	1,140,000	<b>76%</b>
<b>Advisors</b>	75,000	<b>5%</b>
<b>Team</b>	210,000	<b>14%</b>
<b>Bounty</b>	75,000	<b>5%</b>
<b>Total</b>	1,500,000 TOKENS	

<b>STO</b>	2,040,000	<b>81%</b>
<b>Advisors</b>	125,000	<b>5%</b>
<b>Team</b>	210,000	<b>9%</b>
<b>Bounty</b>	125,000	<b>5%</b>
<b>Total</b>	2,500,000 TOKENS	

Surplus funds are not foreseen given the proceeds of the STO will be allocated to the operating expenses for the Project. However, if there are surplus funds, the company will use those funds for marketing and operating expenses.

## *Types of Investors*

### *Retail investors*

Through a digital marketing campaign, targeting specialized media, social media and potential investors in general, the Company will be promoting the Team Owner project and inviting investment in the Team Owner STO.

### *Process of Purchasing Tokens*

In order to acquire the Tokens, a potential Token holder should follow the process below:

1. Submit and obtain clearance with respect to the KYC for new customers including the AML / ATF checks.
2. After the potential investor has been initially approved (including with respect to KYC), a vesting period of 24 hours will be in place before the Tokens are transferred to the Token holder; this period of time will be used for the AML / ATF checking according to our policies and procedures.
3. Note that, after the STO is completed and has been closed (and the remaining Team Owner Tokens, if any, have been burned), a post-STO lock-up period of 1 month would be imposed through the Smart Contracts, preventing any speculation of the Team Owner Token.

### *Token Functionality*

During the vesting periods, described in previous sections, the Token will be frozen.

During the STO, the Team Owner Token will be transferred to investors directly from the Company and the amount and quantity of Team Owner Tokens will be recorded in the Smart Contracts.

After the public offering (and the respective post-offering lock up period), the issued Team Owner Tokens may be transferred or traded between persons without an intermediary third party, either through an exchange or peer to peer.

In the case that the Team Owner Token is exchanged to other crypto currencies or fiat money an exchange company would be handling those operations.



## *ERC-1400 FUNCTIONALITY*

A standard interface to query, validate, and justify success and failure of transactions.

Options for forced transfer (for legal and fund-recovery procedures).

The possibility of emitting of issuance and redemption in standard events.

A mandatory ability to attach metadata (ie identity information) to a Token holder's balance.

The possibility to modify metadata and transaction parameters on- and off-chain.

Requirement of "signed" data to validate transactions on-chain.

Limitless range of asset classes across representable jurisdictions.

Compliant with both ERC-20 and ERC-777 standards.

### **## Abstract**

Standards should be reverted compatible with ERC-20 (#20) and easily extended to be compatible with ERC-777 (#777).

ERC-1410 (#1410): differentiated ownership / transparent restrictions

ERC-1594 (#1594): on-chain restriction checking with error signal, off-chain data injection for transfer restrictions and issuance / redemption semantics

ERC-1643 (#1643): document / legend management

ERC-1644 (#1644): controller operations (force transfer)

## *Distributions*

The Token will be generated as a security Token and 75% of the net income from operations will be divided among the total number of Tokens issued (Token Income). Therefore, the Token Income will be distributed in accordance with the number of Tokens held by a Token holder.

In the case that the hard cap of €2,500,000 is not reached during the STO, the proportion of each expense will be kept and regulated by the smart contract. In other words, the percentage of the cost structure will be kept and the funds would be used accordingly.

In the case that the soft cap of €1,500,000 is not reached during the STO, the funds raised will be transferred back to the Token holders and would be ruled by the smart contracts. The amount will be transferred according to the Tokens acquired and it only will go to the wallets allocated by each Token holder during the KYC process.

If a Token holder decides to sell its Team Owner Tokens after the vesting period and before receiving distributions, the Company will be notified and make the relevant adjustments in the smart contract with respect to the new ownership of the Tokens, after successfully completing the relevant KYC processes.

The Token holder (participant) has the right to receive 75% of the net income from operations and



this will be documented within the smart contracts. The amount to be received will be calculated according to the quantity of Team Owner Tokens bought and recorded in the smart contract.


The distributions in respect of the Team Owner Tokens will be made in a quarterly basis and will be paid directly into the investor wallet recorded during the on-boarding process.

In the rare case that no net income has been achieved in a specific quarter, no distribution will be made to the Team Owner Token holders.

## What If?

### Soft Cap

If we achieve the €1.5 million Soft Cap, it would allow us to buy a 3 division Spanish Team and rise it up to Second Division in just 5 years.

SOFT CAP		Buying a 3° Division Team				
		Year 1	Year 2	Year 3	Year 4	Year 5
						
<b>INCOME</b>		1,225,811	2,632,899	3,878,801	25,087,343	26,316,711
BROADCASTING		50,000	1,082,500	1,153,163	8,555,400	8,983,170
MATCH DAY		573,311	766,899	1,898,196	5,624,895	5,906,139
MARKETING		102,500	283,500	327,443	10,407,049	10,927,401
PLAYERS TRANSFER		500,000	500,000	500,000	500,000	500,000
<b>EXPENSES</b>		1,431,398	1,946,579	3,235,842	22,189,892	23,219,387
FOOTBALL PLAYERS SALARY		348,389	579,792	1,155,625	11,140,425	11,697,446
STAFF		99,540	165,655	330,178	3,182,979	3,342,127
MANAGEMENT		195,969	326,133	650,039	6,266,489	6,579,813
SIGNING		712,500	800,000	1,000,000	1,500,000	1,500,000
NEW MANAGEMENT		75,000	75,000	100,000	100,000	100,000
OPERATING		- 205,587	686,320	642,959	2,897,451	3,097,324
TAX	35%	-	-	- 225,036	-1,014,108	-1,084,063
NET PROFIT		- 205,587	686,320	417,924	1,883,343	2,013,260
		Terminal Value				
		32,057,300				
(Net Cash Flow Discount)		N.P.V.				
DISCOUNT RATE	10.0%	21.3				
GROWTH	3.5%	MM Eur				

	<b>CASE 1</b>
	<b>1,500,000</b>
<b>Project Structure</b>	<b>427,500</b>
INNOVENTIA SERVICES	290,000
(-) F&F Doc 100%	72,500
LAUNCHING COSTS	210,000
White paper	90,000
I.T. Audit	33,000
Legal, Compliance & Audit	32,000
Digital Marketing	55,000
<b>Administrative Expenses</b>	<b>922,500</b>
Recruitment (3 años)	512,000
New Management (3 años)	150,000
Team Acquisitio /Debt Amortization	260,000
<b>Stakeholders Funds Reservations</b>	<b>150,000</b>
ADVISORS & TEAM 5.0%	75,000
BOUNTY (Bienvenida) 5.0%	75,000
	<b>SOFT-CAP</b>
	<b>1,500,000</b>






## TOKEN HOLDER PROFIT

## CASE 1

	Investment	Profit-Sharing	
Year 0	- 1,500,000	-	1,500,000
Year 1		-	-
Year 2		514,740	514,740
Year 3		313,443	313,443
Year 4		1,412,507	1,412,507
Year 5		1,509,945	1,509,945
	1,500,000	3,750,635	<b>3,750,635</b>
		Terminal Value	24,042,975
<b>N.P.V.</b>	<b>14.1</b>	%	10.0%
		<b>GROWTH</b>	3.5%
<b>I.R.R.</b>		<b>64.6 %</b>	

## Case 2

If we achieve the €2.5 million Hard Cap, it would allow us to buy a 2B Division Spanish Team and rise it up to La Liga in just 5 years.

		HARD CAP		BUYING A 2° DIVISION "B" TEAM				
		Year 1	Year 2	Year 3	Year 4	Year 5		
								
INCOME		1,650,380	3,917,906	24,416,518	38,635,999	113,743,361		
BROADCASTING		150,000	1,098,250	8,148,000	11,796,750	54,697,781		
MATCH DAY		730,380	1,807,806	5,357,043	11,232,243	16,522,244		
MARKETING		270,000	311,850	9,911,475	15,107,006	41,023,336		
PLAYERS TRANSFER		500,000	700,000	1,000,000	500,000	1,500,000		
EXPENSES		2,045,551	3,209,135	21,284,421	34,809,485	102,825,896		
FOOTBALL PLAYERS SALARY		552,182	1,100,595	10,609,928	17,643,779	53,876,813		
STAFF		157,766	314,456	3,031,408	5,041,080	15,393,375		
MANAGEMENT		310,603	619,085	5,968,085	9,924,626	30,305,708		
SIGNING		900,000	1,150,000	1,500,000	2,000,000	3,000,000		
NEW MANAGEMENT		125,000	125,000	175,000	200,000	250,000		
OPERATING		-395,171	708,771	3,132,096	3,826,514	10,917,465		
TAX	35%	-	-109,760	-1,096,234	1,339,280	3,821,113	Terminal Value	
NET PROFIT		-395,171	599,011	2,035,863	2,487,234	7,096,352	112,995,763	
(Net Cash Flow Discount)				N.P.V.				
DISCOUNT RATE	10.0%			71.6				
GROWTH	3.5%				MM Eur			

**CASE 2**

2,500,000

**470,000****Project Structure**

290,000

INNOVENTIA SERVICES

- 30,000

(-) F&amp;F Doc 100%

210,000

LAUNCHING COSTS

90,000

White paper

33,000

I.T. Audit

32,000

Legal, Compliance &amp; Audit

55,000

Digital Marketing

**1,780,000****Administrative Expenses**

750,000

Recruitment (3 años)

250,000

New Management (3 años)

780,000

Debt Amortization

**250,000****Stakeholders Funds Reservations**

125,000

ADVISORS &amp; TEAM 5.0%

125,000

BOUNTY (Bienvenida) 5.0%

HARD-CAP

**2,500,000****CASE 2****TOKEN HOLDER PROFIT**

	Investment	Profit-Sharing
Year 0	- 2,500,000	- 2,500,000
Year 1		-
Year 2		449,258
Year 3		1,526,897
Year 4		1,865,425
Year 5		5,322,264
	- 2,500,000	9,163,845

Terminal Value

84,746,822.4

N.P.V.

**47.5**

% Discount Rate

10.0%

GROWTH

3.5%

**I.R.R.****80.2%**

# FOUNDERS



## Pedro Moreno

Co-Founder

More than 30 years as top management of Santander Group in different positions globally. Executive Vice-president of Banco Santander Mexico for the last 12 years.

Member of the Board and Regulatory Committees of all subsidiaries of the group. Direct reports: CFO.

MBA Senior Executive by ESADE, MBA EXECUTIVE by ESDEN, Bachelor's Degree in Economic and Business Sciences by CEU LUIS VIVES, Madrid.



## Joseba Lekube

Co-Founder

More than 20 years of experience as Managing Director. Experience in ICT companies. Founder and CEO of Teknei, a technology company with more than 2,500 professionals.

Bachelor in business CCEE at the University of Deusto. Stanford University and Executive Education. (MSc Digital Currencies, Univ Nicosia in process).



## Rafa López

Compliance Officer

With more than 30 years experience in ICT companies, and as Managing director for the last 20 years. Founding partner and CEO Teknei Spain. Founding Partner at Buro de Identidad Digital. Former Managing director: Dominion I.T and Keon (IBV Group). Founding Partner of Gocar/ Boost Spain.

General Management Program at IESE. Physics Science Bachelor, specialized in Automated Calculus, by Complutense University of Madrid.

# TEAM



## Andrés Bañuelos

Chief Operating Officer

More than 15 years of experience as director in companies in the telecommunications, IT and consulting sector in America and Europe.

Master in IPADE.

Industrial Mechanical Engineer (ITESM).

Rollout of Buro de Identidad Digital (BID).

Currently developing Blockchain Projects.



## María Eugenia Gómez

Chief Financial Officer

Former associate in an investment banking firm for the Mexican middle market (Serfidor.)

Former CFO at Endeavor, growth enhancer for entrepreneurs.

Financial Markets and Corporate Finance professor at IBERO, a private University in Mexico, since 2009. Bachelor's Degree in Actuarial Science. Master Degree in Finance (ITAM.)



# TEAM



## Vanesa Angulo

Chief Marketing Officer

With more than 12 years experience in the PR and Marketing sector. She has worked in the Communications department in various companies and agencies in countries such as Mexico, Spain and Germany amongst others. Vanesa also has 3 years experience being an entrepreneur, having created two start ups. Marketing Management Masters in EAE, Barcelona. Bachelors Degree in Fashion Business in Instituto Marangoni, Milan, Italy.



## Ane M. Bidaurratzaga

Business Analyst

With experience as an International Trade Adviser in Basque Trade and Investment, she worked providing assistance and support in the internationalization strategies of Basque and Spanish companies in Mexico. Bachelor's Degree in Musical Interpretation, Master in Marketing and Commercial Management and Master in Entrepreneurship and Business Management from the University of the Basque Country and Master in International Trade through the BEINT Program of the Basque Government. She also attended a Blockchain Consultant Professional course.



## Emiliano Carranza

Finance Analyst

Finance Bachelor by IBERO University  
Previous work giving financial consulting to Startup and Early Growth Company.  
Finance Modeling certification by TTS



## Diana Talpeanu

Business Development

After completing a business bachelorette in Switzerland at Hotel Institute Montreux, I have accumulated more than 5 years of experience in Sales and Business Development, which included increasing companies profit by generating new prospects and closing business deals and designing and implementing strategic sales plans for companies in different industries.



## Alejandra Martínez

Community Manager

Bachelor's degree in digital design and Animation, currently responsible for community management and content development & design. She has worked in different industries using her creative skills for developing attractive and objective content.

# TEAM



## Rafael Soto Luna

TI Manager

Professional with more than 25 years of experience in ICT areas of prestigious organizations, both in the Private sector and Government.

He currently holds the position of Corporate Manager, supporting in all areas the technological growth and the assurance of the operation of the Strategic Accounts in different areas of technology.

# ADVISOR



## Javier Jimenez

CEO and Vice President of Cordoba C.F.

CEO and Vice President of Cordoba C.F. from 2011 to 2016, a Spanish professional football club that was promoted to the first division in 2014. With more than 30 years of experience in leadership positions, both in IT and football sectors. Currently running and supporting innovative projects related to sport brand development.



## Alex Aranzabal

CEO & Partner at AYA Aguirre y Aranzabal

Spanish Business manager and university professor, was president of the SD Eibar from 2009 to 2016, a First Division football club in Spain, has a Ph.D. in Economy and Business Management from the University of Deusto.

