



WHITEPAPER

**FOOTBALL MARKETPLACE
WITH AI AND PLAYERS
PREDICTIONS**



bitcademy.io

ABSTRACT

The dream of professional football captivates youths worldwide. Globalization, the internet of things, and the blockchain, as well as other advancements provide unique opportunities to foster the development of young talent in least developed countries. A compelling case exists to develop training centers in least developed countries in a sustainable, and profitable format, which has the added benefit of stimulating local economies, and leveling the playing field for disadvantaged youth worldwide.

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MARKET DESCRIPTION

INTRODUCTION

Football is a game adored by many people, and it inspires the dreams of many young athletes worldwide. It is often referred to by players, commenters, and fans as “The Beautiful Game”, and goes by many names all over the world. For example, in Italy, it is referred to as “Calcio”, while it is referred to as soccer in the United States. The roots of football can be traced back to the third century in China, during the Han Dynasty where it was called “Tsu' Chu”. The Chinese game had many similarities to today’s game, which was popularized by the British, and included a leather ball filled with feathers with hair protruding from an opening, a net fixed to bamboo canes, and the prohibition on the use of hands.

Over the last 100 years, football has become the world’s most popular sport. Currently, the Fédération Internationale de Football Association (French for “International Federation of Football Association” or “FIFA”) is the defacto rule setting organization for football globally. FIFA is headquartered in Switzerland, and is divided into six regional confederations organized geographically (Figure 1 - FIFA Regional Confederations)

FIFA’s most notable football tournament, the Men’s World Cup, commenced in 1930 and is played every four years. The tournament pits each confederation’s best countries against one another until one winner prevails, and is arguably the most anticipated sports event known to mankind. Also, FIFA’s rule set is mandated by virtually all football leagues globally, including that of the Premier League in England, Serie A in Italy and La Liga in Spain, to name a few.

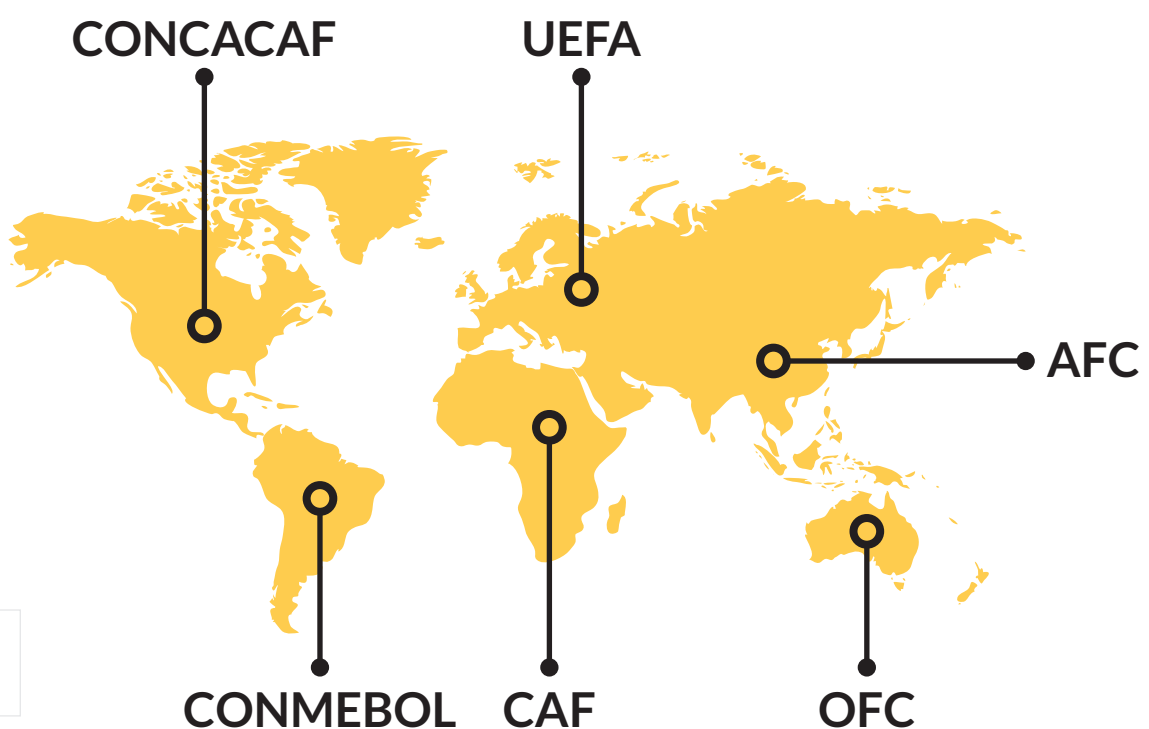


Figure 1.
FIFA Regional
Confederations

Bitcademy plans to operate in all six regions, with an initial focus on Eastern Europe and underserved countries in Africa and Asia. Bitcademy's model is such that our sponsors, investors, and community dictate which market opportunities to prioritize within the roll-out plan.

REVENUE GROWTH AND FOOTBALL

Football's market potential is enormous, and constantly grows. In Europe alone, football's biggest market, revenues peaked at 24.6 Billion Euros in 2016, and has grown quarter over quarter since 2006 at an average annual rate of approximately 8% (Figure 2 – European Football Revenues)

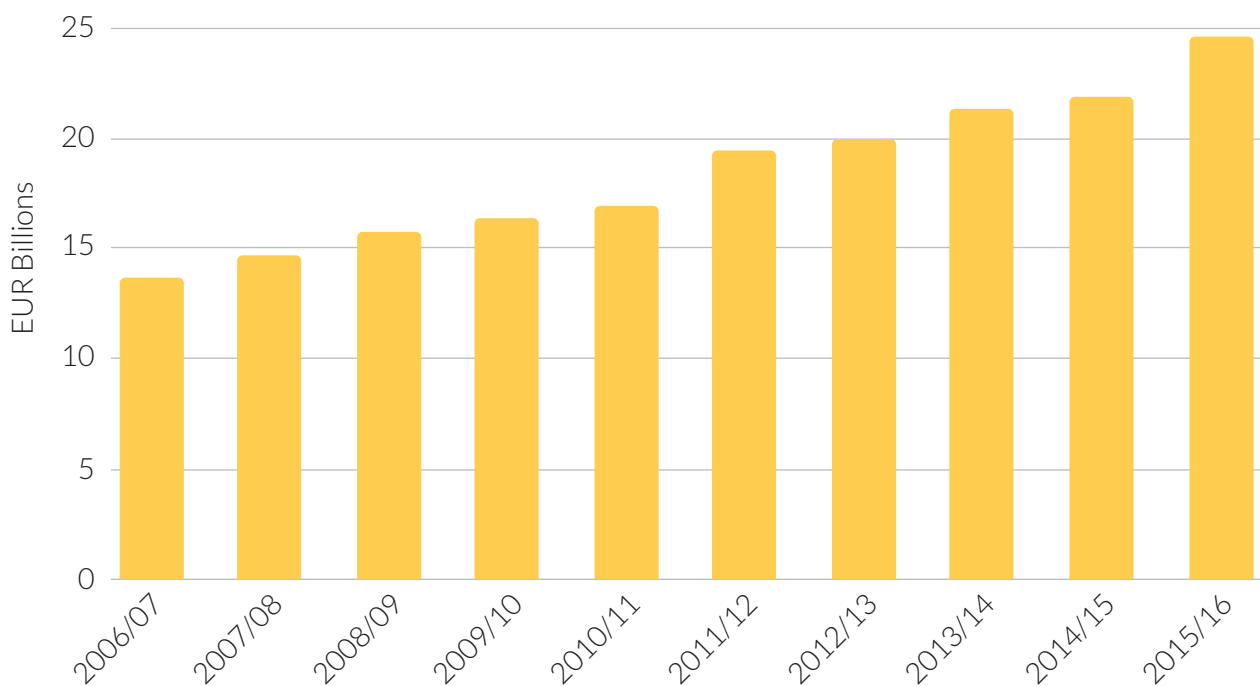


Figure 2. European Football Revenues

Five leagues in Europe produce more than 50% of the total European revenue from football. (Figure 3 - Top 5 European League Revenue by Year)

Moreover, the revenue is heavily concentrated with approximately 20 European football clubs.

Football players are predominantly European, however a growing number of athletes are being identified, and recruited from other continents year after year. Additionally, the rules have been amended to allow clubs to have an unlimited amount of football players on their roster, which encourages speculation on talent.

As traditional investors focus on European talent, the 'talent gap', particularly in the least developed countries, widens. Furthermore, European clubs with well-known and proven athletes do not trade top-talent in an effort to attract non-European investors. Elite players rarely sign contracts outside Europe, due to the economics and prestige which further cements the position of the top 5 European leagues.

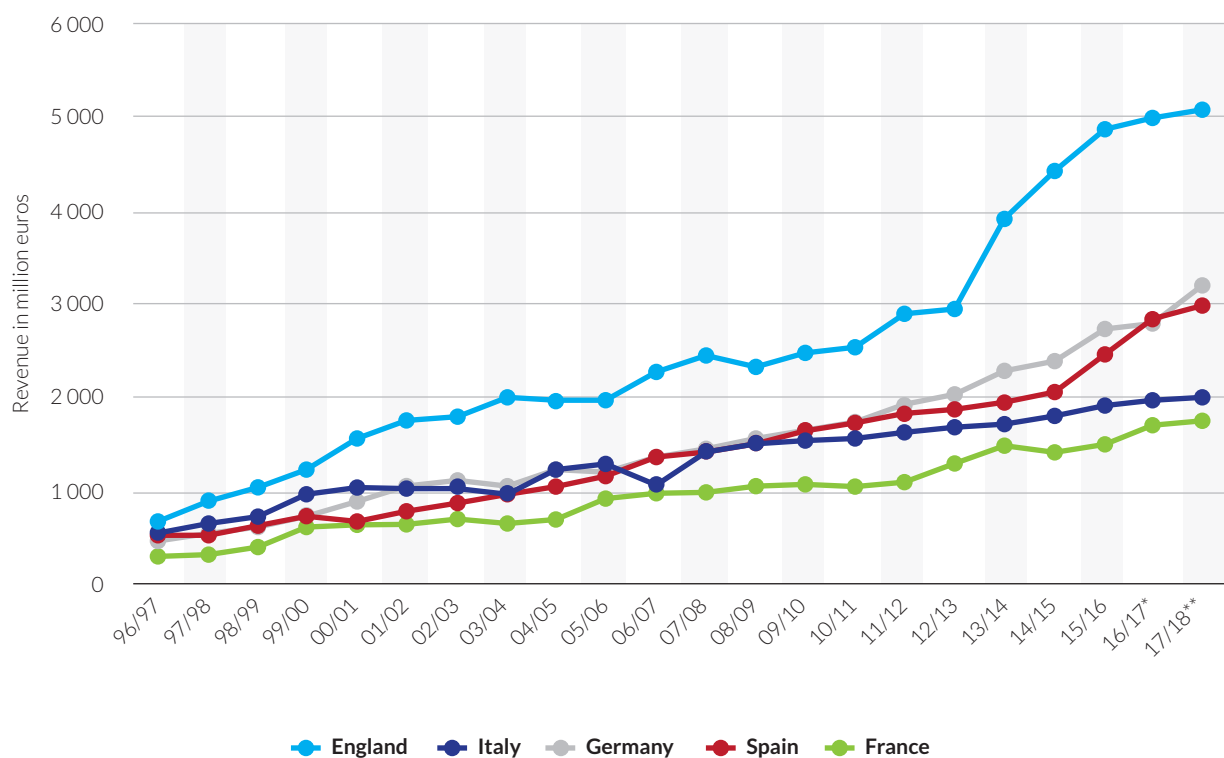


Figure 3. Top 5 European League Revenue by Year

Despite the concentration of resources for football in Europe, Africa and Asia remain interesting markets for talent and fan base.

Africa enjoys league strength, and considerable revenue from Nigeria, Cameroon, Ivory Coast and Egypt (collectively “Football Nations of Africa”). Football academy penetration is relatively higher in the Football Nations of Africa, and due to the economics, the costs for establishing academies are far greater than those needed in other African nations. Bitcademy primary and secondary research has revealed that there is considerable potential for growth in areas outside the Football Nations of Africa. A poster child of this potential is Pierre-Emerick Aubameyang from Gabon. Aubameyang, a player for the national team of Gabon, however, acquired his skill and notoriety in France. Bitcademy believes a significant amount of untapped potential can be unlocked in the least developed countries and Eastern Europe, if the appropriate facilities, training and promotion were undertaken consistently. Estimated population growth rates in Africa predict a staggering 1.3 billion additional people by 2050, compared to 1.2 billion additional people in all other continents combined (including Asia).

Asian preferences for football demand the highest quality of play, which is consumed via the media (i.e., television, internet, etc.). Bitcademy has observed a general underdevelopment of Asian football leagues, given the size and growing economic power of certain Asian markets. The Asian fan base is strong, and growing! This is evidenced by regular visits of the most notable European clubs for various events, and friendly matches to maintain interest and further grow the fan base. The most developed Asiatic football nations include Japan, Korea, and Saudi Arabia. Underserved nations where the Bitcademy model would have the highest impact and potential include Iran, South-east Asia and China.



THE PROBLEM

Modern football, like any modern sport, is driven by its sponsors and corporation which have a vested interest in exerting influence in a number of ways. For example, Manchester United, arguably the most well-known sporting team in the world across all sports, was recently valued at nearly 3.7 billion USD (Figure 4 – Top Ten European Football Clubs by Value)

Club	Country	Value in mln USD
Manchester United	England	3690
Barcelona	Spain	3635
Real Madrid	Spain	3580
Bayern Munich	Germany	2713
Manchester City	England	2083
Arsenal	England	1932
Chelsea	England	1845
Liverpool	England	1492
Juventus	Italy	1258
Tottenham Hotspur	England	1058

Figure 4. Top Ten European Football Clubs by Value

The concentration of wealth has overlooked a rich source of talent outside of Europe.

Today, underprivileged, yet talented youth practicing basic drills barefoot like step-overs all over Africa. Oftentimes, aspiring athletes must choose between receiving basic nourishment, attending school, or attending an organized sporting facility. With this dynamic in place, children in the least developed nations will be increasingly left behind despite being less costly to develop into star athletes.

Football academies and agencies currently focus their efforts in highly developed areas with a historical track-record of producing athletes, and avoid recruiting and investing in areas with no football history.



As a result, only a handful of football projects are developed in more remote areas, and it's rare for children with potential football talent to emerge. While some projects include general education, and general sports (including football), many operators use opportunity purely for profits, resulting in poor education and low levels of athletic competency or exposure. This pattern is most often observed, and persists in the least developed countries.

From a fan perspective in the least developed nations, football is relatively inaccessible. Fans are created in part, by growing with the player over time. As the player develops, his countrymen track the player's progress, and build emotional connections. Mohamad Salah, the "Liverpool Striker", is a role model for Egypt, the whole of the Middle East, and North Africa. His success has ignited interest in football regionally, created many revenue channels, and will positively impact the football outlook for his country for years to come.

Bitcademy is about to change the approach to creating football stars. Our investors will be integral to decide how, and where future stars are born!

Bitcademy is a new concept funded by impact investors with a passion for football using various cryptocurrencies.

Bitcademy is an exciting vehicle with a reasonable return on investment, which will invigorate communities, enhance the health and welfare of underprivileged children, and produce the soccer sensations of tomorrow.

Invest with Impact – Bitcademy!



OUR BUSINESS MODEL

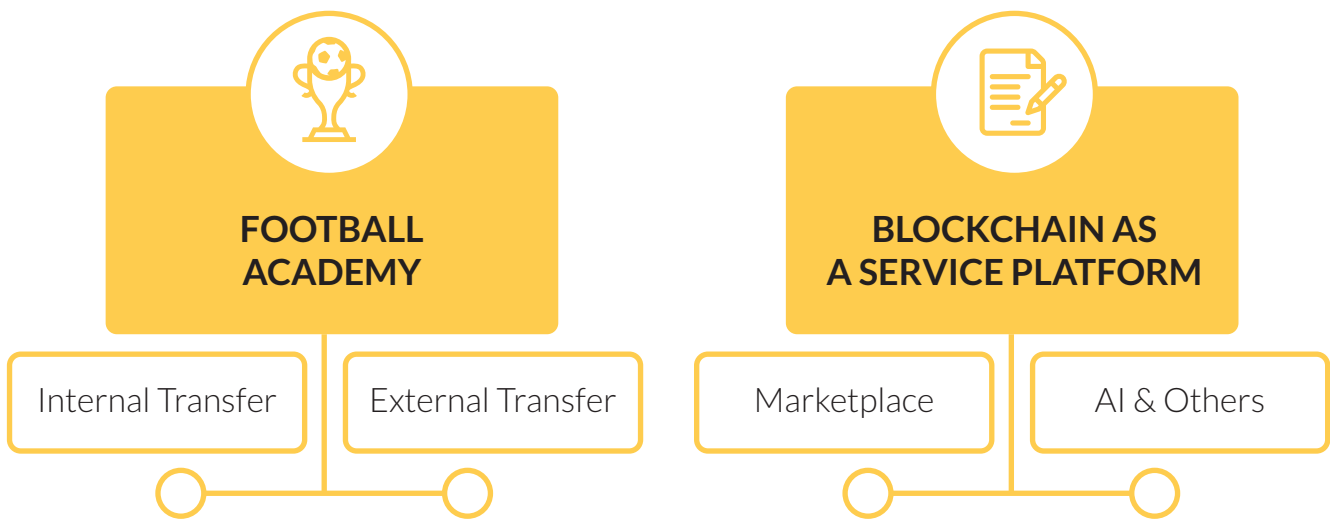
Bitcademy combines traditional brick and mortar academies with new technologies. This combination will deliver quality business operation and administration, while delivering a unique and innovative proposition to the marketplace.

Our solution is based on two main blocks:

- Football academy
- Blockchain as a Service portal

Football academy uniqueness is derived from its decentralized nature where investors can sponsor directly particular football players and that forms the decentralized ecosystem.

Blockchain as a Service offers services for other football and sports organizations including AI talent recognition, tracking devices and digital passport



Football Academy

Our E³ approach to the market is to be executed in three distinct stages, to mitigate operational and financial risks.

E³ PLAN

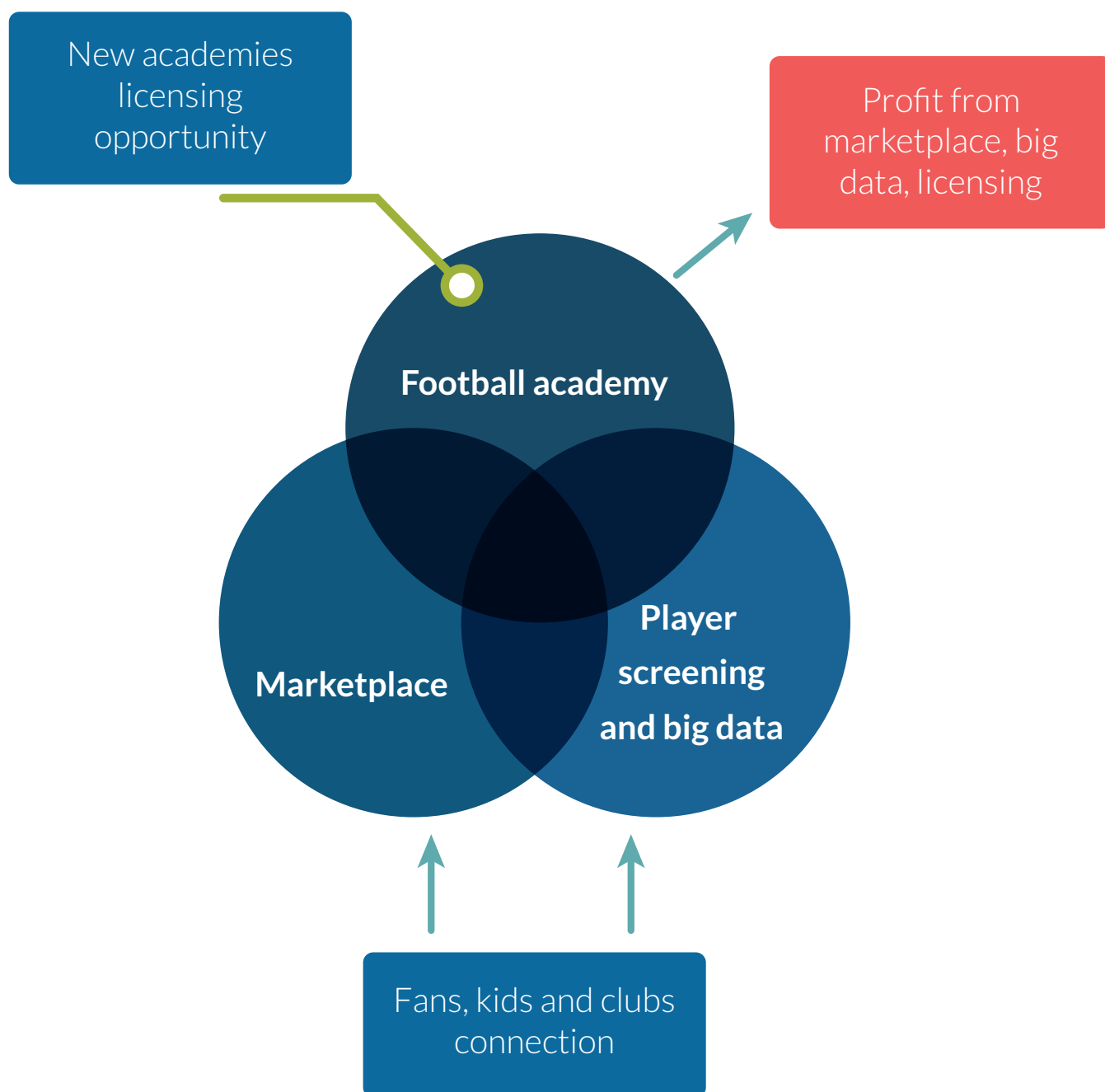
Stage 1 ENTER	Establish Eastern European base operation Identify 2 additional locations in the least developed countries
Stage 2 EXPAND	Replicate, and add 3 locations in the least developed countries Identify 2 additional locations in African and/or Asia
Stage 3 EXTEND	Add additional academies globally Growth through licensing

Table1. E³ Plan

The biggest advantages of Bitcademy are separate revenue streams, which are the building blocks of the ecosystem, but also can be used independently.

Main components and revenue drivers:

- football academy
- Marketplace
- Big data analysis, trackers and player predictions



The E³ Plan is included in Figure 5 – Ten Year E3 Expansion Plan, and is only for illustrative purposes. As previously mentioned, entry and timing to specific markets will be guided by our investors, rather than other special interests.

MAPS AND IMAGE EXPANSION



STAGE 1 / 2 YEARS

3 locations secured in Africa, Asia, Eastern Europe



STAGE 2 / 3 YEARS

Additonal 3 locations secured in Africa, Asia, further global expansion



STAGE 3 / 5 YEARS

Full global expansion (with other academies licencing)

Figure 5. Ten Year E³ Expansion Plan (illustrative)

Blockchain as a Service

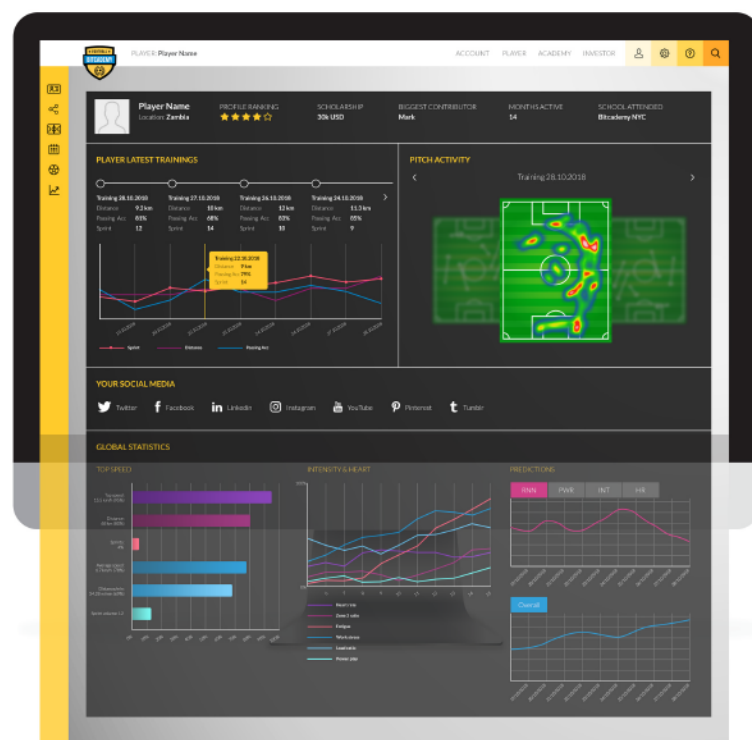
Blockchain as a Service portal will be available for Investors, Sports Organizations and Players. It will offer comprehensive solution based on blockchain for player data collection, data monitoring. Decentralized marketplace based on blockchain will allow digitalization of contracts and will guarantee data reliability and transparency.



Features offered by Bitcademy to monetize the platform:

- Decentralized marketplace – see section Contract Marketplace – direct player investment from football fans and investors.
- AI talent prediction – mechanism to support scouts and coaches in player assessment:
 - AI technique imitation
Smart coaching method, the player progress can be greatly optimized with training suggestions delivered by AI module
 - AI player classification
Smart scouting method for peer comparison
- Tracking and monitoring – tracking pods & wristbands for kids & academy player monitoring
- Digital passport including sophisticated cryptographic mechanisms protecting security of the document and privacy of the passport holder. Store sensitive data about player history

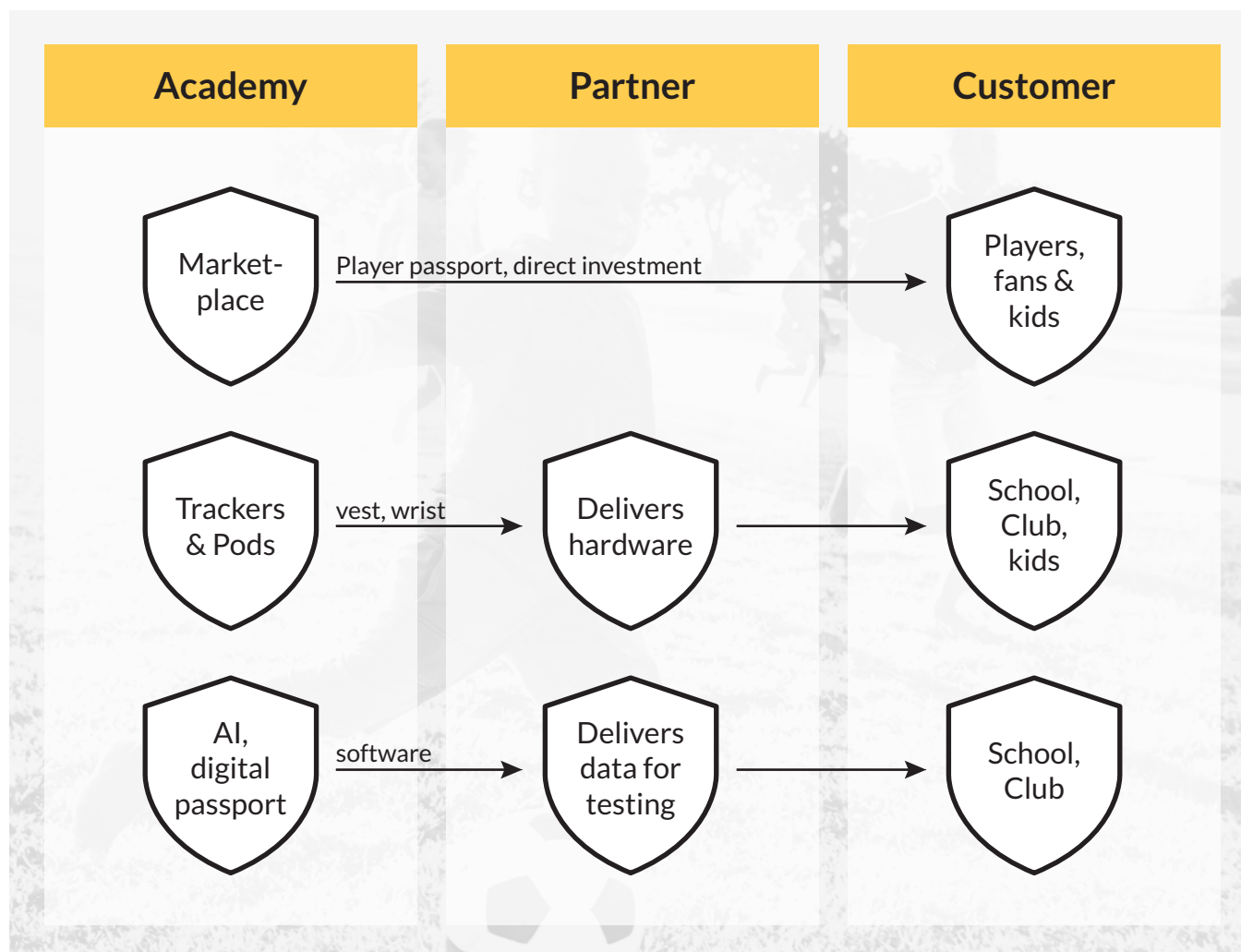
Marketplace MVP has been created. Detailed information can be found in the separate section related to marketplace operations.



Typical revenue streams for Bitcademy:

- Academy licensing
- Marketplace micro-transactions
- Wrist tracker sales
- Pod professional tracker sales
- AI talent recognition subscription
- Digital passport data storage

Identified customer groups and sales model is as follows:



Bitcademy customer was identified as following:

- Kids – at the typical age of 8-12
- Player – at the typical age of 13-18
- School – professional sports organizations (e.g. football academies)
- Club – professional sports organizations registered with official sports body and operating within license
- Fans – investors

Go to market strategy is individual for particular regions and it's published in separate documents.

The offer is region specific and will embrace full solution or part services of Bitcademy offer. It will include sales of these particular and model might be as follows:

The Middle East

- Joint-venture, commercial academy, with exclusive partner rights for academy investment
- Trackers, pods AI, digital passport

Europe:

- Centralized & decentralized academy options
- Trackers, pods, AI, digital passport

Africa

- Decentralized academy
- Digital passport

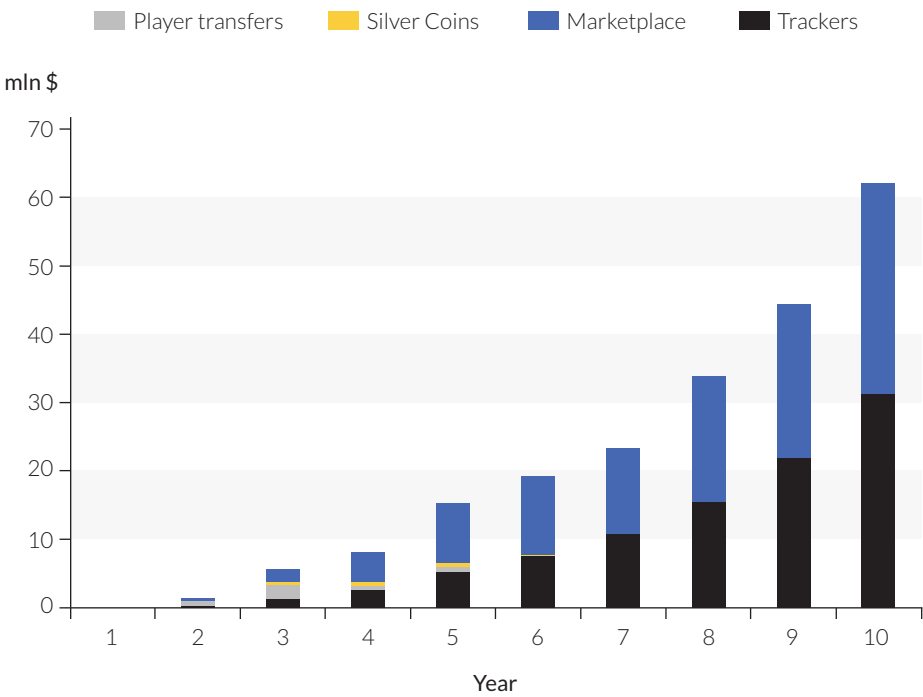
Asia

- Decentralized academy
- Digital passport

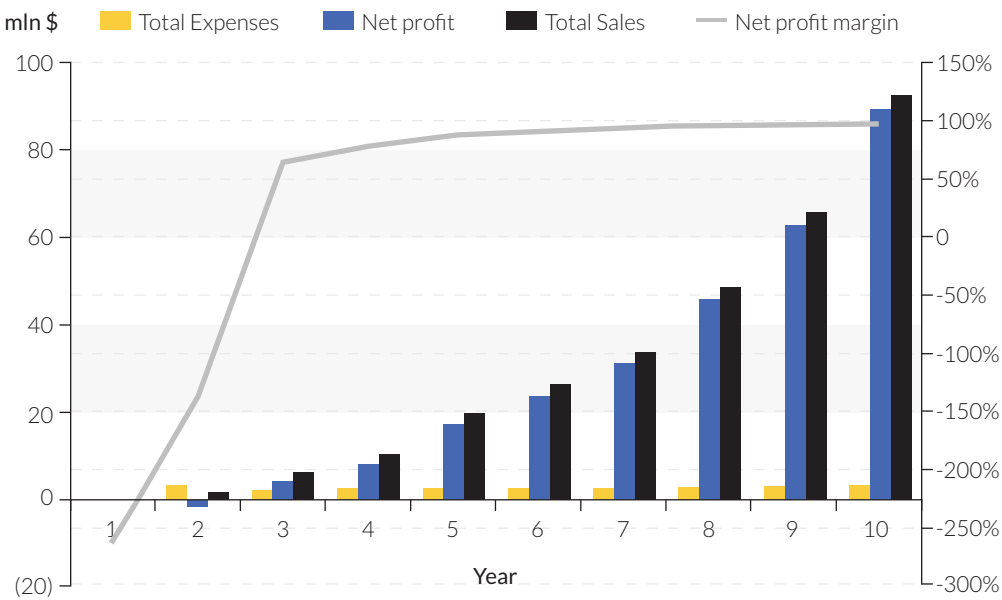
Together with business model, marketing & sales plan, go-to-market strategy, the financial model with 3, 5, 10 year projections was created. Financial model indication is based on academy engine operating in 3 countries and Blockchain as a Service capability using marketplace as main revenue stream.



Transfer Revenue By Item



Net profit





RETURN ON INVESTMENT & TOKENOMICS

Initial Operations

The roadmap and subsequent execution of the plan, as later described in greater detail, are directly connected to the success of the Security Token Offering (or “STO”). Bitcademy will launch 1 to 3 academies depending on the level of funding achieved.

Assumptions on Revenue and Fee Income

Revenue assumptions are tied to the development of players enrolled in the academy over a 3-5 year period. Typically, a 12 to the 14-year-old player is selected, trained for a number of years, and transferred to a club. Additionally, academies will employ a second model wherein, older recruits with high potential are selected after a careful screening which requires 1 to 2 years of further development before potential transfer to a club.

In addition to fees related to the transfer of players to clubs, Bitcademy is developing a proprietary marketplace to be licensed. The platform is flexible, and may be implemented in other sports organizations for internal or external use. Our projections provide for the licensing engine to outgrow transfer fees starting in year 5.

Incremental Income Opportunities

Further leveraging on technology and personnel, Bitcademy will be at the forefront, managing player data, and developing systems which are purpose-built for football organizations. The technology will be focused on reporting the player's abilities, rankings, predictions, and will make for a durable revenue stream as the business stabilizes and matures. Bitcademy will develop a detailed analysis of each player, which will be part of the marketplace and investor dashboard – this product has high potential to be licensed to other sports organizations. We believe it will outgrow transfers by year 5.

Other potential sources of revenue include, but are not limited to, ticketing, sponsorship, merchandising, advertising (digital and traditional), as well as special event management. In the light of increased appetite for investment in football, Bitcademy is positioned to potentially become a service provider, or operator for other organizations which present low-risk incremental income opportunities for investors.

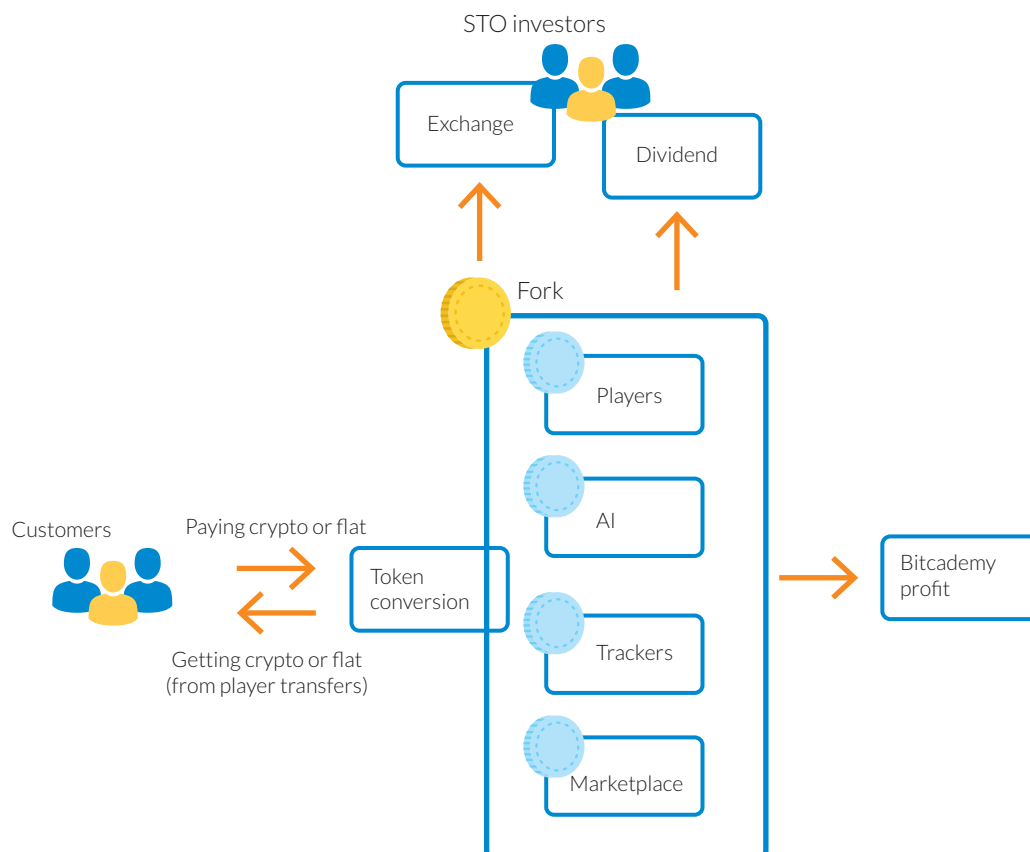
Security Token Offering and Issuance of Tokens

Bitcademy will release tokens as part of an Security Token Offering (or the “STO”). Individuals who participate in the Security Token Offering will enjoy ownership of the tokens with the highest upside potential. What is the profile of our typical investor?

- Any investor looking for a real-world business, with a unique proposition seeking yield.
- A football enthusiast.
- An individual or corporation who is seeking an investment which carries impact to least developed countries.
- Any individual or company participating in STOs, who is looking for an exciting and innovative investment mode.

While token holders who purchase at the Security Token Offering will receive the highest upside, subsequent tranches will be release as Forked Tokens.

Tokenomics of the project will look like below. There will be two types of tokens. Bitcademy customers will have ability to pay in cryptocurrency or fiat money that will be automatically converted to silver token. STO investors will be entitled to dividend and will be trading token on the exchange. Please find more benefits in sections below.





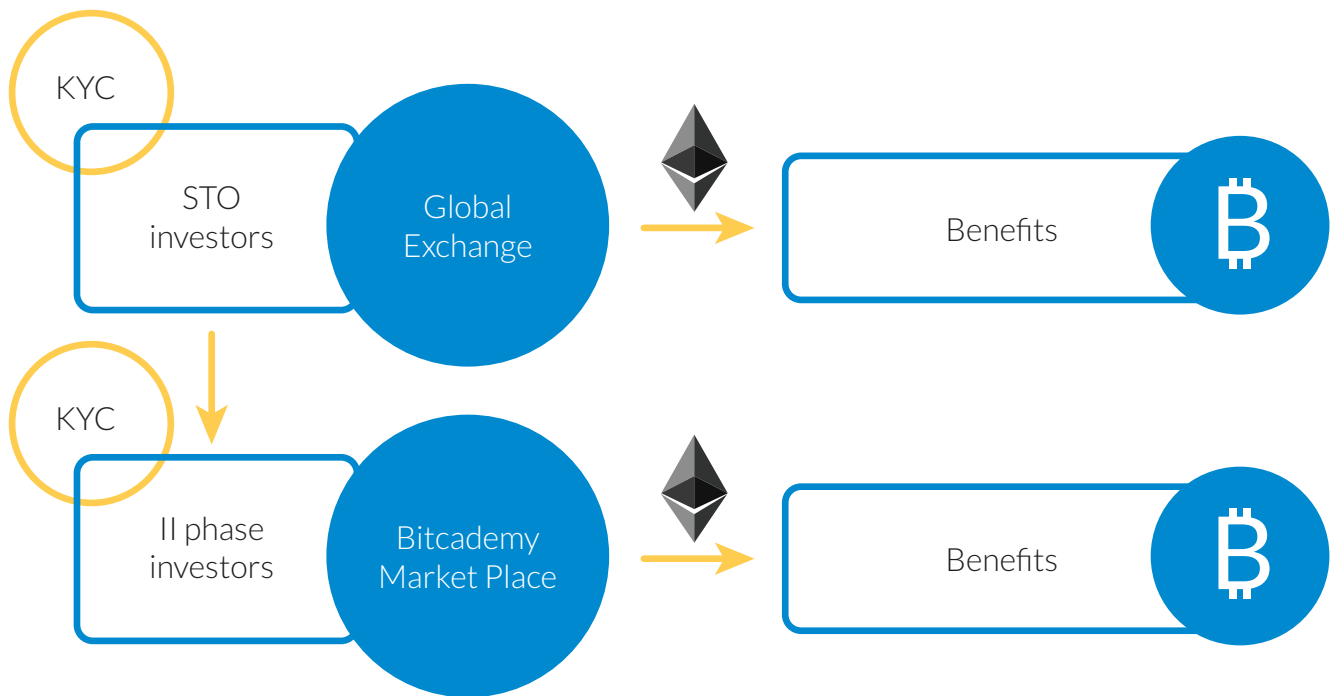
TYPES OF TOKENS

Gold Tokens are used to sponsor children during the STO process, and contribute directly to operations and capital expenditures used to commercially launch the company. Gold Token investors are the founding members, and their contribution and support will be rewarded with special recognition, and ability to influence the development of Bitcademy in its initial stages.

Silver Tokens will be issued after STO, and are linked to individual players and other services. Silver Tokens will be forked from the main STO distribution, and are dedicated for internal marketplace usage. Issuance of Silver Tokens will commence upon the formation of the first class. At launch date, each child will be evaluated for his potential, and assigned a Silver Token Valuation. The valuation will be performed by implying the costs related to the development of the child, potential trading value, and probability for success. Priority to purchase Silver Tokens for individual players will be given to the child's initial Silver Token Investor in subsequent years. Silver tokens will serve as transactional basis on other services operations on marketplace including paying for subscription services like AI, trackers, pods and data monitoring

Benefits to Token Holders

Benefit type	Overview	Design
Annual Dividend	Performance on the marketplace, as well as other academy revenue attainment will trigger a dividend based on company profit. The dividend payment is done in cryptocurrency or fiat to all managing their gold tokens in the wallet at the time of dividend	Returns to token holders are based on invested amount during STO and subsequent purchases. Token distribution will be reported to ensure transparency. There will be predefined levels of retained earnings for the growth of Bitcademy, and adequate return to token holders for their investments.
Tokens on the Exchange	Tokens released during STO will be exchanged and serve as a basis of additional trading (at the option of the Token Holder).	Bitcademy will list its tokens on the top world exchanges upon completion of STO procedures (2-3 months from the conclusion of STO). Listing tokens may result in increased value depending on market dynamics.
Airdrops	At STO, Bitcademy will reserve a fixed number of tokens for future airdrops, creating further incentive to maintain investment in Bitcademy over time	Bitcademy will set aside 3% of the token cap for airdrops for token holders offered strategically during Bitcademy growth and development. The airdrop program is designed to strengthen token holders value and provide additional incentive for trading crypto exchanges. Airdrops will be distributed quarterly and included in potential token buyback and token marketplace.
Bounty Program	Token Bonus Program designed to attract qualified STO investors to the platform Innovative, and exciting incentives to encourage users to "Follow Us", comment on forums, recommend Bitcademy to others, give extra support, "Thumbs Up", "Like", and "Share"	Bounty Programs will include: <ul style="list-style-type: none"> - Bonus Token Distribution - Trips to football events - Academy visits - Training with young players - Football coaching sessions with well-known football players
Influence	Token Holders have a voice with management and can influence Bitcademy strategy. A portal is being developed with a personalized dashboard with features such as voting organized through the blockchain. Notwithstanding the ability to impact Bitcademy strategy, individuals and corporates are not shareholders, not do they have the responsibilities or obligations associated with this form of ownership and investment.	The dashboard will include information, voting and updates for topics such as: <ul style="list-style-type: none"> - Roll-out countries - Facility Rent or Build - Player decisions - Investment approach - Key business decisions - Education for young players
Token Buyback	Bitcademy will design special programs to buy tokens back from token holders, to increase liquidity, transparency and facilitate a healthy ecosystem.	Token Buyback will be performed at the option of Bitcademy from time-to-time from the market to reduce holdings. Buyback transactions will be done to liquidate holdings and strengthen the price of existing tokens. Tokens which are bought back will be redeemed and removed from the overall pool, and the price of each token will be set between the seller and Bitcademy for each transaction.



Silver Tokens in the Marketplace

Silver Tokens will serve as an investment in a child, a modern-day form of foster parenting with the added benefit of a return of capital on your Silver Tokens. Silver Token holders might build an emotional connection with the protégé backing the token, and will share in his successes. Your contribution to purchase a Silver Token will fund important items including, but not limited to, school equipment, books, stationery, football kit, football shoes, food, pocket money, sports nutrition, and training facility access.

Silver Tokens are for exchange on Bitcademy's internal market space. Silver Token purchasers will receive tokens on a fixed formulaic basis. The value of the Silver Token is subject to fluctuations, depending on the individual player's development and his marketability. The exchange and marketplace are described in more detail subsequently in this document.

Trading may be done by any token holders, wherein a Silver Token may be sold (in full or fractionally) anytime, provided there are buyers willing to purchase Silver Tokens from the respective holder. A sale of a Silver Token would give a new investor "rights" to the player, and includes them proportionally for the acquisition of additional extra tokens for subsequent years.

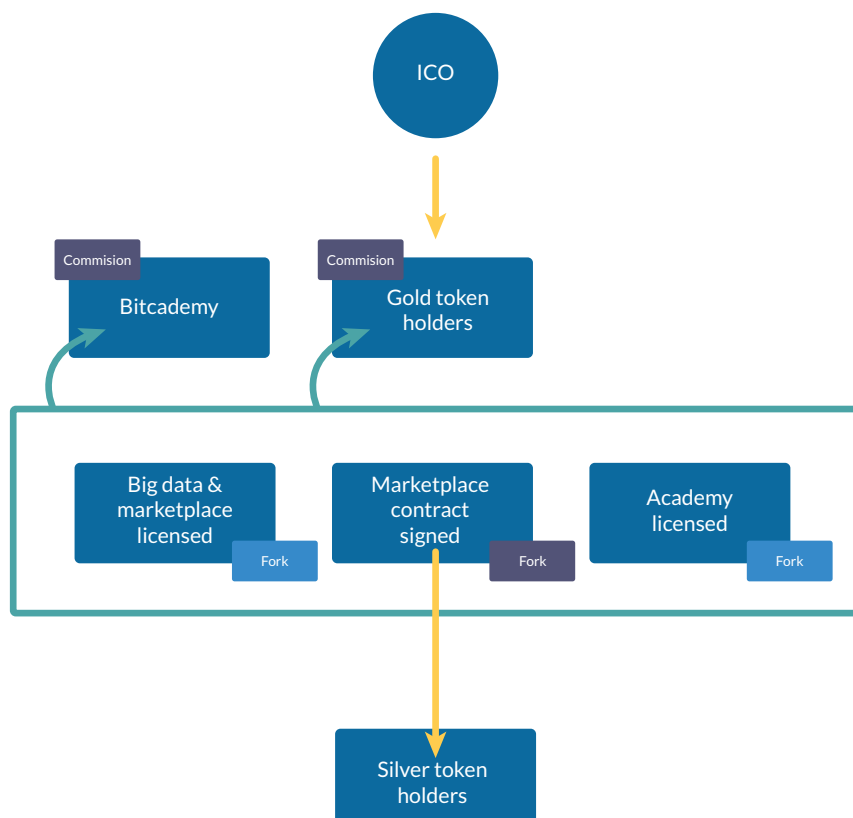
Bitcademy Silver Token value may rely on several factors. Key components related to token value at any point include, but are not limited to, player age, player performance, player ranking, contract probability, and timing to trade.

Silver Token Holders are eligible for, and may benefit from:

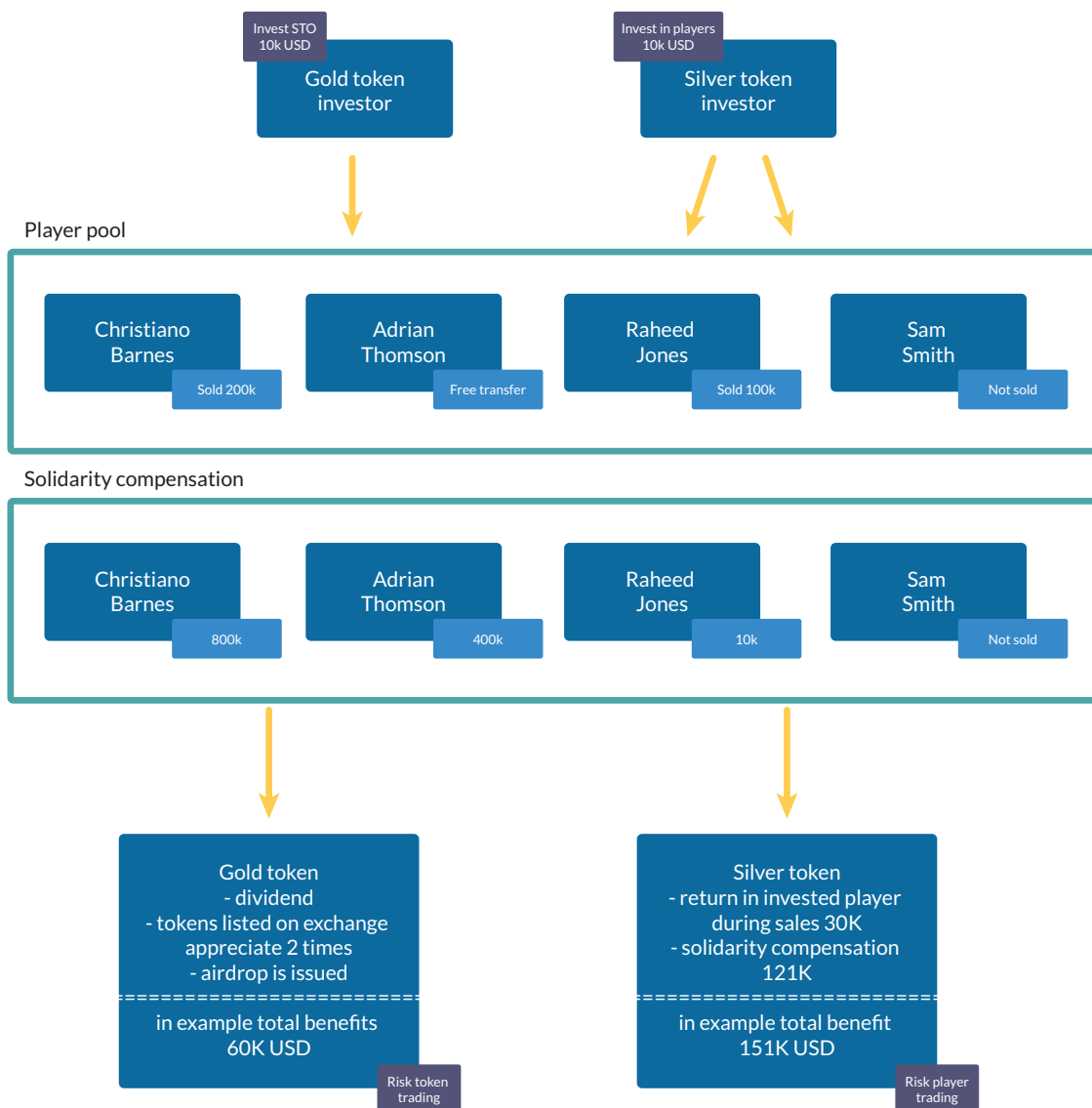
- Extra bonuses (on top of Gold Token Holdings) when their player is traded, and
- Trading opportunities as the player develops in Bitcademy.

Gold Tokens in the Marketplace

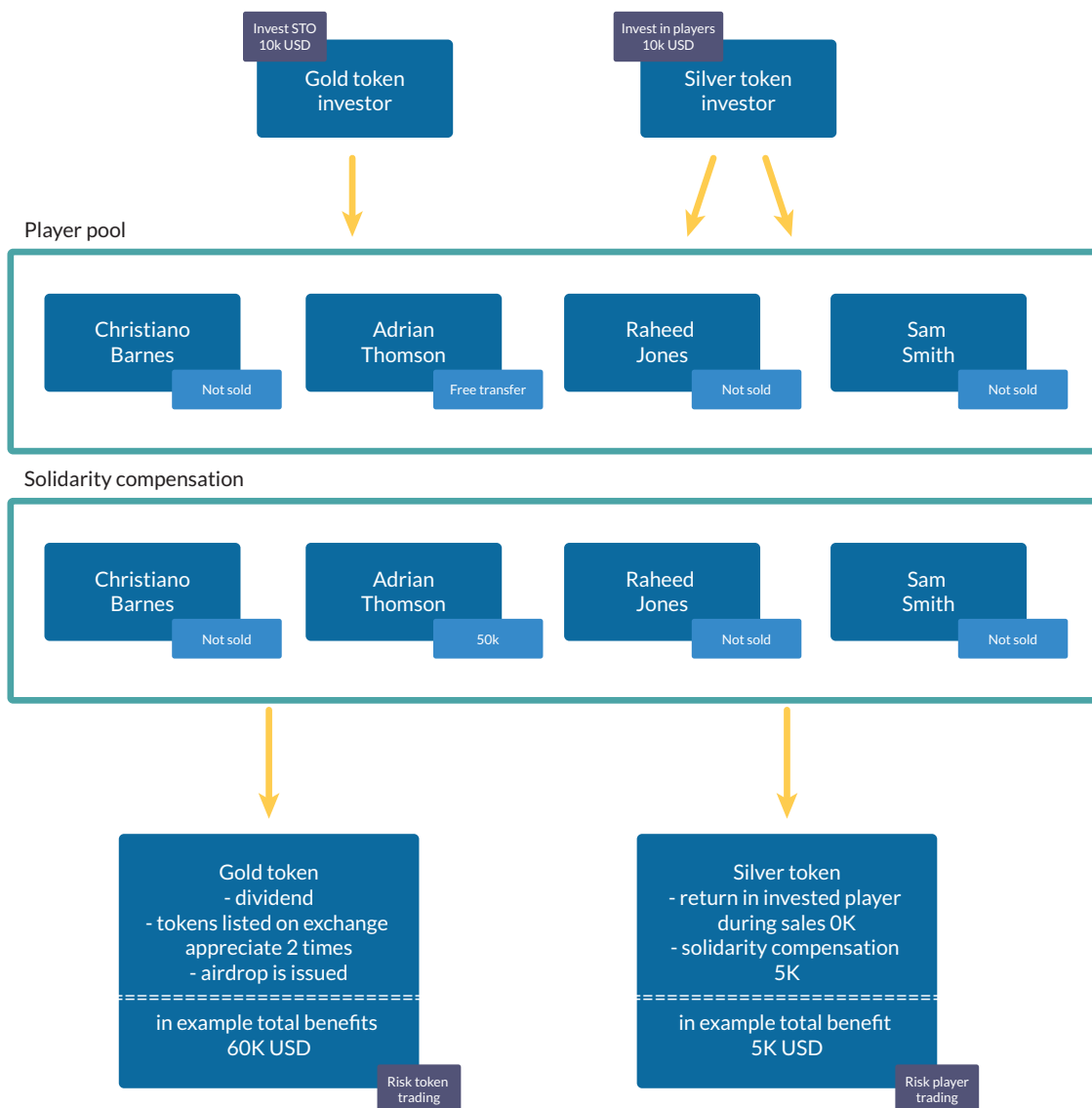
Gold Token Holders will benefit from the overall execution of the business model for Bitcademy, and appreciation of Gold Token value. Excess revenues may be distributed to Gold Token Holders when player's algorithms (i.e. big data), and academy licensing is sold to other organizations, and when other operational strategies are monetized. Trading of players resulting from forked token generations (Silver Tokens) will be partially monetized and shared with Gold Token holders indirectly. Bitcademy will periodically buy back these tokens to increase token holder value as a form of compensation and indirect revenue distribution.



Below example illustrates the possible return on the investment. Below model is indicative and our team is working on the best approach to maximize return for all STO and post-STO investors. Our tokens are hybrid tokens where silver is forked from gold and assigned to players. We are still exploring silver and gold investment models and below example shouldn't be treated as final. There is risk involved trading silver tokens on players and it involved player not being turned professional as well as gold tokens on the token exchange that might result in loss of invested money.



Below example illustrates the possible return on the investment in a more pessimistic scenario. The silver token investor is in a loss and the gold token is in profit due to the fact token appreciated and there were also airdrop and bounty released to him. In order to minimize loss, Bitcademy is working on multiple scenarios for both gold and silver holder to include and share profit from other operations, counteract the "missed" players with special token buybacks and have a special strategy in place to "spread" the tokens proportionally between players.





EMPOWERING YOUTH



INTRODUCTION

The idea of Bitcademy grew from a few passionate football minds, and their desire to empower the youth of underdeveloped nations, and also create a more level playing field. Bitcademy was developed to address the desire to be active in the ongoing development of the game of football, in a sustainable format utilizing today's business and technology trends.

Bitcademy is a for-profit venture which presents each contributor with the opportunity to make an impact while participating in the upside witnessed in other cryptocurrency backed ventures. Your participation as a Gold or Silver Token holder will lead to immediate investment in underdeveloped countries, which has several benefits to the local economy, notwithstanding those for the youth players benefiting from Bitcademy.

Bitcademy's model is a classic hub and spoke approach. Initially, Bitcademy will launch operations in Eastern Europe (the "Hub") and begin to identify a few underdeveloped markets in Africa, and potentially Asia (the "Spokes") designed to develop talented players aged 12 to 17.

Revenues are expected to be accreted from Bitcademy's ability to attract, develop, and trade top talent to universities, semi-professional, and professional teams.

RISK REDUCTION

Bitcademy is mindful of operational and financial risks associated with launching any new business. Our model leverages the most important business concept - to maintain a low total cost of operation until revenues are robust and sustainable.

Key factors taken into consideration include:

- **Country Infrastructure** - development of the country's infrastructure (road, media, ease of travel and communication), quality and quantity of existing sports facilities, equipment accessibility,
- **Country Stability** - HDI development, political equilibrium, economic situation, financial and banking support,
- **Operational Cost** - salaries of personnel, rental, media, players promotion, general marketing effort,
- **Risk-Reward Payoff** - market penetration, competition, talent acquisition and;
- **Diversification** – Initial plan to diversify locations into 3 continents per Hub and Spoke design (Table 2 – Risk Assessment Matrix by Region).

	Infrastructure	Stability	Operational cost	Potential
Africa	low	low	low	high
Asia	medium	medium	low	medium
Poland	high	high	high	medium high

Table 2. Risk Assessment Matrix by Region

AFRICA & ASIA

Country Roll-Out

Bitcademy's initial feasibility study confirms that the different scenarios for each continent depends on the developmental level of the region, and other country-level dynamics.

The most obvious roll-out plan to maximize success, would be to launch operations in Eastern Europe followed by a single location in Africa, followed by a single location in Asia. Although this roll-out plan is optimal, management will employ an opportunistic approach if a compelling proposition arises. Such opportunity may lead to prioritizing 2 Spokes in Africa before launching in Asia.

SWOT Analysis

Bitcademy will be an academy designed as an educational platform and football training centre, to ensure the success of youths on the field and in life. Bitcademy will not only prepare young players to compete in athletics and sports, but also compete in life.

African sports infrastructure and accessibility are generally challenging. Asia comparatively has the greater infrastructure, accessibility, and education, but not when compared to Europe. A clear opportunity exists from operational costs for salaries, rent and other items when compared to Europe, North America and other developed nations globally.

There are two facility models to consider:

- **Scenario I** - Lease of existing sports facilities & buyback and development of existing grounds; or,
- **Scenario II** - Temporary lease of existing sports facilities & long-term lease of land (or purchase) and development of a new facility.

STRENGTHS

- Pre-existing football field
- Flexibility
- Fast start of operations
- Immediate business focus
- Fast termination and roll back in case of issues

WEAKNESSES

- Limited location choice
- Cost of redevelopment might exceed overall TCO of building new

OPPORTUNITIES

- Faster return on investment
- Equipped location
- Pre-existing staffing
- Owner's local knowledge and help

THREATS

- Adaptability to company quality
- Lease stability and regulations
- No possibility of buy back
- No possibility of long and stable rent

Figure 6. SWOT ANALYSIS scenario I for Africa and Asia

STRENGTHS

- Land as an asset
- Location of choice
- Quality matching top standard
- Asset appreciation
- Rental + building project at the same time - option to roll back

WEAKNESSES

- Typically higher investment needs
- The need to change location at same point
- Pre-equipment of facilities
Additional effort for staffing

OPPORTUNITIES

- Fast return on investment from rented place
- Asset investment and sales return

THREATS

- Bureaucracy
- Project delays
- Political stability vs asset management

Figure 7. SWOT ANALYSIS scenario II for Africa and Asia

School Facility & Grounds

Bitcademy has engaged architects to prepare concepts and designs tailored to Bitcademy's model. The design features 2 adjacent grounds (Main Grounds & Training Fields).

The goal of the School and Training Facility is to create spaces to encourage learning and sports excellence by virtue of its design and planning.

Scenario II consists of the following:

- School,
- Football fields,
- Locker room and fully-equipped gym tailored for elite footballers and,
- Maintenance building with canteen and dormitories.

The current designs do not take into consideration a number of factors including, but not limited to, environmental and structural limitations of the local environment and therefore will be adjusted accordingly from time-to-time.

Below, there are few pictures of the academy. Details are ready with our architects.



Operations

School capacity will be approximately 120, with children divided into 5 groups categorized by age. The size of the group will enable the educators and trainers to deliver training with greater flexibility. For example, the class will contain at least 24 children which can be broken down into small groups for training purposes with respect to football, or combined for the full-game experience. Scholar athletes will be educated and trained by schedules which are optimized for youth development, and minimization of costs. Specific schedules will be at the time of operations start, and will be adjusted for cultural norms, local regulations, and other dimensions on a practical basis.

Facilities will be tailored for children to learn, play football, and live on the academy grounds. Children will be provided a restricted sports diet developed by doctors and nutritionists for age and activity to ensure the health, well-being, and positive development of each individual.

Our student-athletes will be our brand ambassadors, and represent our school at local and select international events as well as competitions enhancing Bitcademy players' exposure to the market.

Our Professional Staff will be divided into two distinct units - Coaching and Teaching.

The Football Professional Staff will consist primarily of:

- Coaches
- Physical Trainers
- Maintenance staff
- PR and marketing agent (external might be considered)
- Promotional football agent (external might be considered)
- Scouting agent

Additionally, there will be a separate unit responsible for children's education at the school:

- Principal
- Teachers
- Teachers Aids

The business plan may allow for a school operator to run the operations on behalf of Bitcademy in select markets, as an alternative to setting up operations and will be considered as part of the country selection criterion.

The estimated cost of operations by percentage for the Hub and Spoke is categorized into 5 areas:

Fixed cost - 20%

Variable cost - 20-30%

Equipment - 5%

Overhead - 20%

Marketing and Public Relations - 30%

EASTERN EUROPE

The Eastern European operations hub serves to stabilize financial and operational risks inherent in Africa & Asia. Also, operating from Europe will provide necessary exposure and promotion of the academy to established European clubs, and recruitment of coaching professionals.

Due to the economics, team composition, and a potential European market gap for an academy, Bitcademy is focused on launching its Hub in Eastern Europe. In particular, Poland and Ukraine possess excellent attributes to grow an academy cost-effectively, while participating in the massive European marketplace.

SWOT Analysis

Poland is a stable country in Eastern Europe which has produced top-talent in recent years. While the dynamics of football change year to year, Poland's national team was ranked in the Top 10 of the 2017 FIFA Football Ranking. Poland's football ecosystem continues to develop, and is exhibiting resilience and staying power globally.

Because of regulatory restrictions existing in many European countries, including Poland and Ukraine, Bitcademy will operate as a standalone football academy, without the educational component. This educational restriction, however, is a strength as the youth are already receiving excellent access to education and therefore, the education gap is not present in Europe.

In addition, Bitcademy will lease a facility for its academy, given the wide availability of facilities to lease. Notwithstanding the high-availability of facilities to lease, Bitcademy needs a fast-start, and low capital expenditures, which lends itself to the "Lease Only" option. Cities within Poland and Ukraine that are targeted for the Headquarters and flagship Bitcademy facility include Gdansk, Warsaw, Krakow, Kiev, and Lviv.

STRENGTHS

- Pre-existing football field
- Flexibility
- Fast start of operations
- Immediate business focus
- Fast termination and roll back in case of issues

WEAKNESSES

- Limited location choice
- Rental price & operations higher than Africa & Asia

OPPORTUNITIES

- Faster return on investment
- Equipped location
- Owner's local knowledge and help

THREATS

- High competition

Figure 8. SWOT ANALYSIS for Eastern Europe

Headquarters, Flagship Bitcademy Facility and other Infrastructure

Bitcademy will lease facilities in the selected Eastern European country, which are suitable for office and football training, and which are built for purpose and can be transformed relatively quickly with low capital expenditures.

A high-level analysis has been conducted for key cities in Poland and Ukraine. The leased location(s) will be selected after STO, and be subject to voting previously mentioned.

1. Gdansk - High local knowledge, and high networking factor for the academy.
2. Wroclaw - Great location, high local knowledge, and medium networking factor.
3. Warsaw - Central location, business hub, the biggest city, and good networking.
4. Krakow - Limited networking, but strong football hub.
5. Kiev - Central football hub, medium networking.
6. Lviv - Good location, medium networking.

There is a wide range of rental facilities consisting of private football fields, public and private school facilities with football fields, club alternative grounds for rental, local football association rentals, & public grounds for young players.

Leasing a facility will minimally require:

- Football Fields,
- Locker room,
- Shared Services Facility,
- Gymnasium and,
- Corporate Offices.

Potentially, due to the stock of football fields and related facilities, an opportunity may exist to rent field(s) on a “pay as you go” basis, or co-locate with another organization in order to reduce costs.

Contrary to commercial initiatives, Bitcademy’s school doesn't plan to charge children a tuition fee. In Eastern Europe, Bitcademy may provide education vouchers to support our youth’s education, in order to ensure academic success for its enrolled youth.

Bitcademy is predisposed to the notion of launching a Polish facility, due to our internal networking within the football community in Poland, and proximity to the Polish Football Association. Poland, as a venue for Bitcademy, politically and economically decreases the overall risk profile of the company. Poland, and for that matter, Ukraine are developed nations. Notwithstanding membership in the European Union, each country has underdeveloped areas, and significant youth populations requiring support. This dynamic may present an opportunity, as Polish youth are comparatively advantaged with respect to football, and is more likely to produce a star athlete in the early stages of Bitcademy’s operations.

While Bitcademy is predisposed to cities in Poland, the final decision on the venue will be concluded together with the voice of our STO sponsors, and will be greatly influenced by actual locations, negotiated terms (such as rent), and other criterion.

Operations

The training model will be similar to the African model, but less capital intensive as the facility will be leased with very little capital expenditure, no school requirement, and no boarding necessary. Enhancements to the model will be made to ensure our youth athletes are leading a healthy lifestyle, with adequate resources in terms of education and diet.

The school will have capacity for 60 children, divided into 5 groups. Each group will represent the year, and it will range from 12 to 16 years old. Groups will contain 12 children each. Full field games will be organized by bracketing players by age, and mixing teams for skill, speed, strength and maturity. All sports equipment will be provided by Bitcademy.

The Football Professional Staff will consist primarily of:

- Coaches
- Physical Trainer
- Maintenance staff
- PR and marketing agent (external might be considered)
- Promotional football agent (external might be considered)
- Scouting agent

The estimated cost of operations by percentage for the Hub specifically is categorized into 5 areas:

Fixed cost - 20%

Variable cost – 10-20%

Equipment – 5%

Overhead - 22%

Marketing and Public Relations - 30%



LICENSES

Academies Licensing and Association

Bitcademy will be established according to local regulations including, but not limited to, membership of the club with the Football Association of a host country. Bitcademy will participate in youth competitions conducted by the local football association, and other premier organizations the club will qualify for.

Youth Registration

Each youth will be enrolled in Bitcademy, and must agree to, and comply with FIFA's Rules on the Status and Transfer of Players, as well as all applicable local legal regulations. Bitcademy will be entitled to execute contracts with minor players (or their authorized guardian), and subsequently run transfers. Bitcademy supports and complies with the Protection of Minors (Article 19), and No Third Party Ownership (Article 18) rules issued by FIFA.

Supporting Youth

– Leveling the Playing Field and Enhancing Local Economies

There are two main pillars of our organization - to create value for our Token Holders, and supporting the development of football stars in underdeveloped countries.

As a Token Holder, your contribution will be used to grow a local economy, and support football hopefuls, as well as level the global playing field. Gold Token holders and Silver Token Holders receive a compelling opportunity for Token appreciation, while disrupting the status quo model for identifying and supporting football talent globally.

Bitcademy's portal and the dashboard will monitor the progress of the platform by using player tracking, statistics, and updates giving Token Holders, Professional Organizations, Coaches, and Fans an indication of how a player is progressing.

Bitcademy's long-term vision is to create a sustainable academy, by expanding into underserved markets all over the world through organic growth and licensing. We aspire to:

- Create a community and sustainable academy to develop football talent for underprivileged youth in underserved markets,
- Identify talented youth and level the playing field, thus unlocking their full human potential,
- Engage youth by providing education with a view to reducing crime, drug abuse, and the spread of infectious diseases,
- Outreach to our stakeholders, as well as other sports-oriented entities to promote friendship, tolerance and equality, and
- Create a disruptive model for investment utilizing the blockchain & cryptocurrencies by leveraging human capital, and human potential.

YOUTH REPRESENTATION & PARTICIPATION – A NATIONAL OBJECTIVE

The promotion of football athletes from the targeted nations will be a rallying point for national pride. Mohammad Salah, Egypt's Star Footballer and breakout star for Liverpool United, has rallied a nation and lifted its football prospects for years to come. His success has trickled down to additional income opportunities by way of growth and interest for football professionals in Egypt, retail merchandisers, and many other segments. Mohammad Salah has also contributed locally to sports, soccer, and other initiatives, and is a well-known philanthropic figure. He is a source of national pride, and is building bridges and uplifting a nation. Bitcademy, by its design, is poised to replicate Salah's example, and be an important contributor to the greater good over time. Your support will ensure national treasures are continually developed, which can be an important source of national pride.

OUR ACADEMY WILL

- Provide self-esteem to young people. Bitcademy will instil a positive attitude toward its players and keep them from the self-destructive activities often times engaged in by disadvantaged teens.
- Introduce, encourage and foster football in youths which otherwise would not have had the financial resources to receive proper instruction and training.
- Encourage leadership, team-building, community building, and national pride which will grow as generations of youths participate in the academy.
- Provide jobs and provision of services to local economies, lifting the standard of living and promoting further investment.
- Produce top-tier undiscovered talent, and place them in professional clubs globally.

OUR COMMUNITY WILL

- Act as a role model in the community, and a safe-haven for talented youths.
- Collaborate with local authorities to combat drug abuse, and promote a healthy lifestyle.
- Identify and encourage talent which will represent the nation and continent in major venues to uplift people worldwide.
- Educate and instill ideas to improve the way of life for the community, and replicate them everywhere a Bitcademy exists in the world!

CONTRACTS

In its most popular form nowadays, the ownership of the player is stated in a contract and it passes from Bitcademy, to the football club at the time the agreement is executed by both parties. Today, the blockchain allows investing in individual players, and participate in the new contract agreement. To be compliant with FIFA rules, Bitcademy will remain sole player holder at the time of transfer. Payback in the form of tokens to token holders will be arranged as part of Bitcademy's obligation to its token holders.

Football fans can connect with children through Bitcademy, and may purchase tokens to support the success of Bitcademy as a whole, or the career an individual player. In order to help investors to decide about a youth player's potential, Bitcademy will provide all Gold Token Holders exclusive access to key statistics on each player, in order to decide which players have a potential for success.





CONTRACT MARKETPLACE

INTRODUCTION

Bitcademy is based on transparency, clear values, and a concise approach toward our investors and potential buyers. That is why we created a trading market for our players. This tool will allow everyone interested to check the progress of individual players, and rank them as prospective stars in the future. The market will act as an exchange where one can invest in the player, and hold the stakes which later can be either re-sold to other buyers, or held until transfer to the club is done.

IDEA

The marketplace will not just be a tool made for investors to hold or trade the rights to individual players. It will expose our players to clubs, and allow for more visibility before making final offers in the form of contracts.

The main purpose of the market is to:

- Invest in, and support a player - buy equipment, sponsor equipment, and educate.
- Sign the agreement, and sell to the club.

Our company encourages you to hold your tokens for many reasons:

- Academy coin holders will benefit from yearly incentives,
- Earn when a player is signed for a club, and
- Benefit from bounty programs.

The player market will contain the following components:



Investor dashboard

The dashboard will include all necessary information about the investor, and the holdings. It will serve as the confirmation of your coins, and therefore, the number of assets one has in the company's players. It will give information on how tokens are distributed, and how the money was spent on a player. The dashboard will serve as the academy newsletter and will be the investor's window to academy inside information. It will give the ability to influence and vote for academy strategic decisions. Buying tokens will be as simple as possible - we will ensure that the most important cryptocurrencies are accepted.

Players list & stats

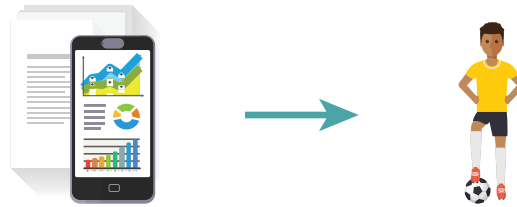
Our players will be fully visible to our stakeholders. In a separate tab, the access holders will be able to see the detailed information about the current form, future predictions, and star ratings, so it will be easier to monitor the player's performance and future development.

Trading tab

The trading module will be a centrepiece of the whole engine. Initially, investors will be able to sponsor our future stars by buying tokens generated by the academy during the first round of token sale. However, there will also be the marketplace, which is open to sell & buy other token rounds. Investors will be able to sell, or hold their assets in players. The price of the tokens will depend on players' age, abilities, and closeness to contract or mutual agreement between interested parties.

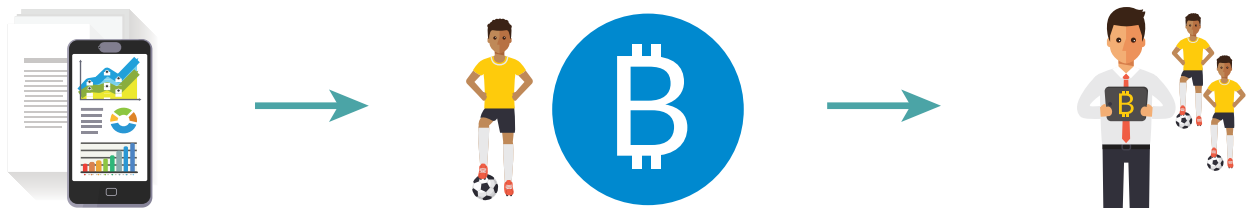
**Let's see how it works on the simple example
next page**

STEP I



The Bitcademy investor creates his profile, and looks through players' profiles. An investor can check a player's rating in terms of their performance and skills. Each year, players will be valued by the academy, and capped at the same time. There will be precise information on what possible return his tokens can bring when held a certain amount of time, in relation to a future club agreement.

STEP II



The Investor buys tokens from Bitcademy. Each player has been dedicated a number of tokens per year that will serve as a form of sponsorship for the player, for education, equipment, and accommodation. An investor holds rights in a player for a future bonus.

STEP III



The Bitcademy stakeholder can monitor the progress of his player, and an investor can monitor his return on investment anytime through the portal. He/She keeps her holdings until a successful contract agreement.

OR AN ALTERNATIVE STEP IV



Alternatively, at any given time another buyer can be found who will be able to re-buy stakes in the player. The price will be driven by market, and could be different from the Bitcademy evaluation. It's presumed that below factors will influence the value:

- Player age,
- Player performance,
- Player ranking, and
- Closeness to striking a deal between player and club.

Bitcademy's marketplace won't be the sole place for player exposure. As a football academy, we will indulge in various activities to help promote our cadets. We will participate in local & international sports venues, organize local championships, market our players at sports and football fares, talk and deal with interested agents, promote players directly in the clubs, and loan players to the clubs on a temporary basis. Everything that has the potential to increase the probability of success on the transfer market.

Below is the idea behind the architecture and token distribution for individual players, taking into account 4-year tenure in the academy, and a successful contract. Figure 9 – Token Architecture

Original tokens will be generated at STO time, and later forked on each individual player. Up to 25% will be released yearly for 4 years, with additional airdrop and priority for previous holders. At the time of contract generation, investors will share profits accordingly.

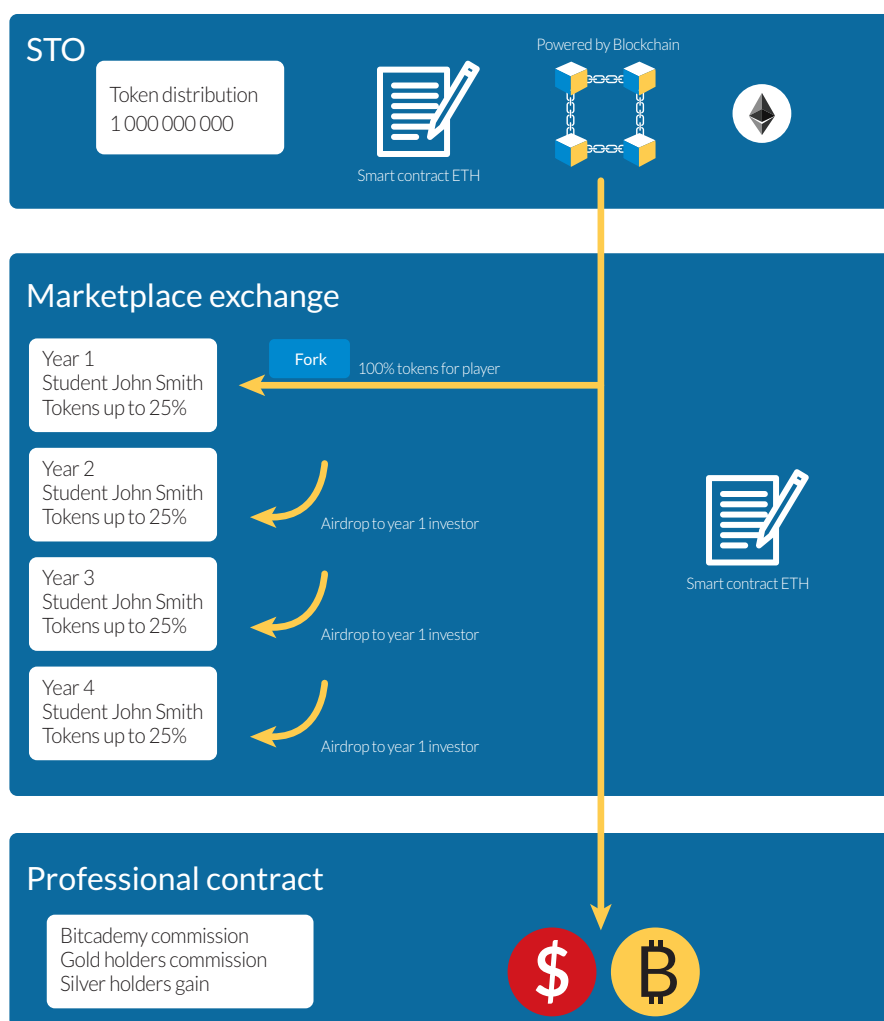


Figure 9. Token Architecture



AI & PLAYERS PREDICTIONS

At Bitcademy, we want to excel in every part of our business.

We plan on utilizing blockchain to its utmost potential. Moreover, we believe in complete transparency for our investors. As such, Bitcademy will use some of the latest devices in microtechnology available in football to enhance player development, and track player progress.

These devices will include:

- 1) Heart rate monitors,
- 2) Accelerometers,
- 3) Magnetometers,
- 4) Sleep wearable, and
- 5) Global Positioning System (GPS) tracking systems.

Data will be gathered for every single training session and match. It will then be analyzed using magnitude-based inferences, to track each player's physical, technical, and tactical progress.

In addition, physical performance and anthropomorphic testing will be conducted on a quarterly basis.

As the majority of players will be undergoing physical maturation throughout their time at Bitcademy, it will be of the utmost importance to track their Peak Height Velocity (PHV).

Peak Height Velocity refers to the period where the maximum rate of growth occurs during puberty.

The most simple and non-invasive method for predicting PHV is by recording the following information:

- 1) Gender
- 2) Date of Birth
- 3) Date of Measurement
- 4) Standing Height (cm)
- 5) Sitting Height (cm)
- 6) Weight (kg)

This information is then plugged into a PHV calculator to estimate when the player will experience their maximum rate of growth.

Peak Height Velocity is of vital importance, as research has shown that adolescents experiencing their growth spurt are at a greater likelihood of injury due to the biological changes occurring within their body. During this developmental period, an injury can prove catastrophic to the potential career of a player.

The use of PHV will allow football coaches and fitness coaches to make changes to player load, and other modifications to physical preparation, to dramatically reduce the likelihood of injury potential. The end result is a win for both the player and investor, as it increases the likelihood that the player will obtain a professional contract.

Besides injury risk mitigation, the use of PHV will allow coaches to make informed choices when it comes to player development. During the adolescent period there can be a substantial difference between a player's chronological age, and their biological age.

Chronological Age: The actual age of a person as determined by their birth date.

Biological Age: The physical maturation of an individual as compared to their chronological peers.

During puberty, individuals physically mature at different stages. This is why you might look at a U-14 or U-15 team, and some players might look either undersized, or oversized for their respective chronological age.

When this occurs, earlier developers tend to move up within the academy, while late developers are typically let go. However, the use of PHV will allow late developers to be kept within the academy system, but played at the appropriate level. The end result is that a player that might have been removed by most academies will be given a fair opportunity at Bitcademy. This increases the number of players that will obtain a professional contract, and offers a better return of investment.

Bitcademy AI solution will combine two functionalities:

- Technique imitation – for coaching
- Player classification – for scouting

Bitcademy will use image processing and deep convolutional neural networks to grade football movement and assess skills and technique in order to generate further instructions to players and tune in of machine learning model.

Overall, Bitcademy is looking to revolutionize player development using micro-technology, and proven sports science research. We will incorporate algorithms and predictive models to ensure that every player within our academy will have the maximum capacity for success, while also ensuring that all of our data is fully transparent to investors.

Trackers & AI technology will be offered to other sports organizations on subscription basis and generate extra revenue from marketplace operations.

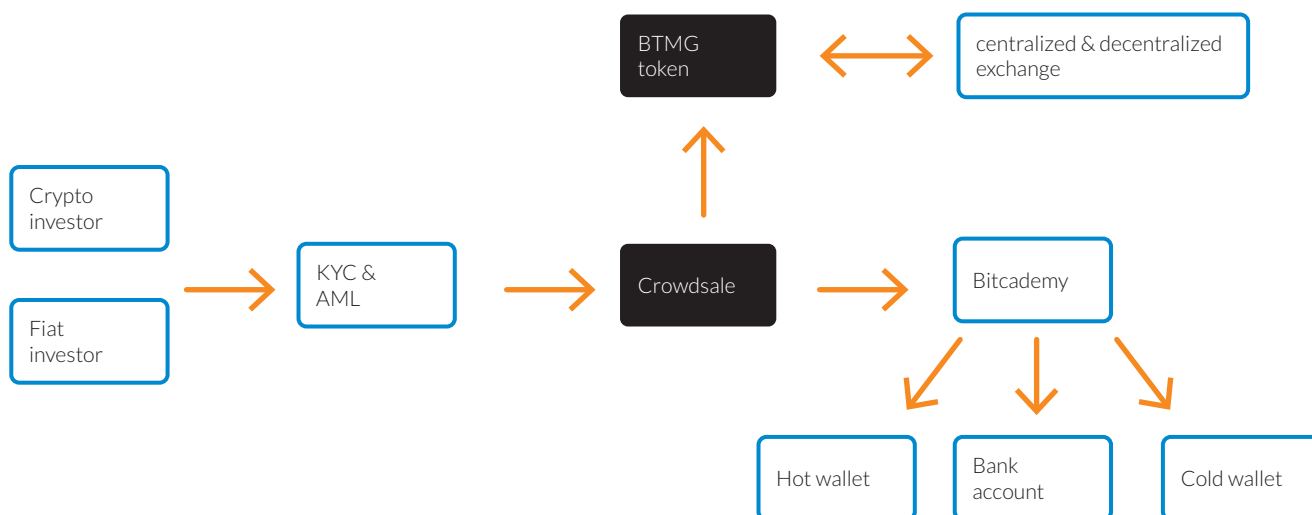


TOKEN SALE & AML/KYC POLICY

Our initial start is in line with later global expansion. Bitcademy will aim at reaching hard cap that will provide funding to build academies in 3 different places on 3 continents. That will diversify risk and provide investors with an extra edge for additional yield.

To ensure that we have the right investors KYC/AML policy is in place. User verification will be done before or after STO and it will exclude all investors not eligible for tokens. This way Bitcademy will be fully compliant with STO regulations.

KYC mechanism will check all required user information including identity and residency.



Total supply 1.000.000.000 gold tokens

Token price 0.038 USD

Soft cap none

Hard cap 15 mln USD

Main token sales date TBA

Platform Ethereum (ERC20)

Return on investment: dividend rights \$ long-term token value increase

Period of pre-STO token sale 3 months

Pre-STO mode (2.8 mln USD on offer)

Dates

Discount 25%

Minimum Investment 1 ETH

Period of STO token sale 3 months

STO mode: Public (12.2 mln USD on offer)

Dates

Discount 15% first two week,

10% second two weeks,

5% third two weeks

Minimum Investment 100 USD

Pre-STO

Unlock 1 month after STO.

STO

Unlock 1 month after STO.

Team & Advisors

Vested over 18 months

Airdrop

Unlock 20% every 3 months

Bounty

No lock up

Investor Exclusions: Afghanistan, Bangladesh, Benin, Bhutan, China, Comoros, Djibouti, Dominica, Ecuador, El Salvador, Equatorial Guinea, Guyana, Guinea, Guinea Bissau, Haiti, Laos People's Republic, Lesotho, Liberia, Libya, Myanmar, Nauru, Niger, Niue, North Korea, Palestinian Areas, Papua New Guinea, Reunion, Sao Tome and Principe, Somalia, South Georgia, Sudan, Sri Lanka, Syria, Timor, Togo, Tonga, United States, Western Sahara, Yemen

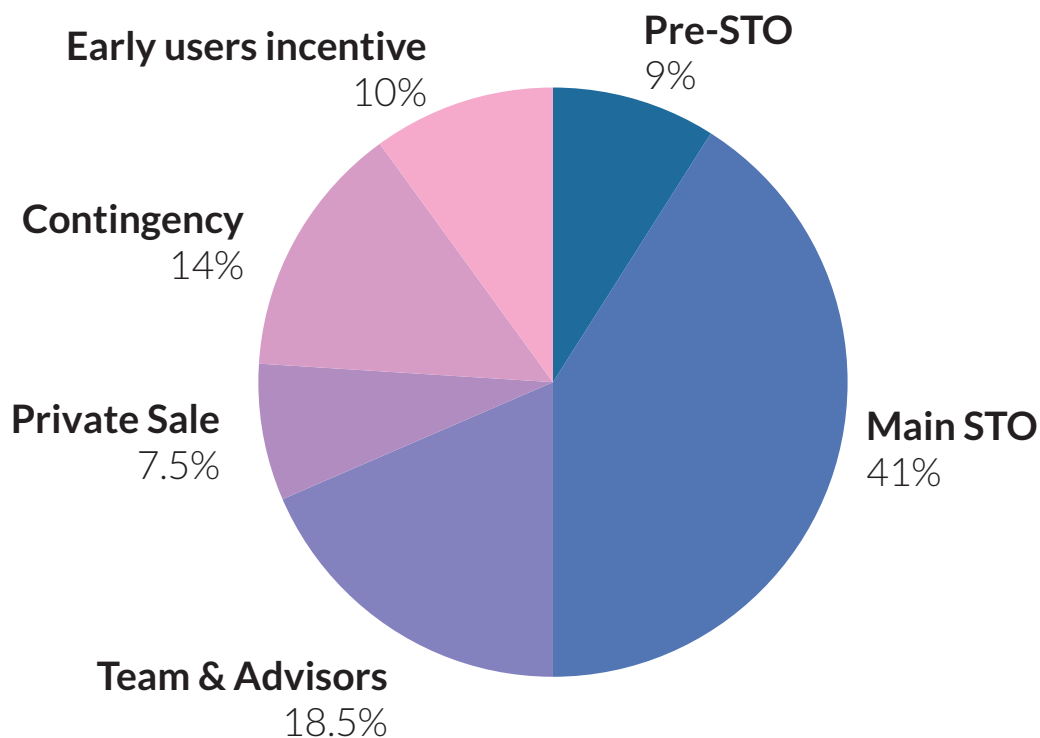


Unused tokens will be burned. Token creation will either finish when the predicted amount is achieved, or the time period for token sales is finished. Tokens will be published on the Bitcademy webpage. Each user will get their individual account to send money, and receive the equivalent of Bitcademy tokens.

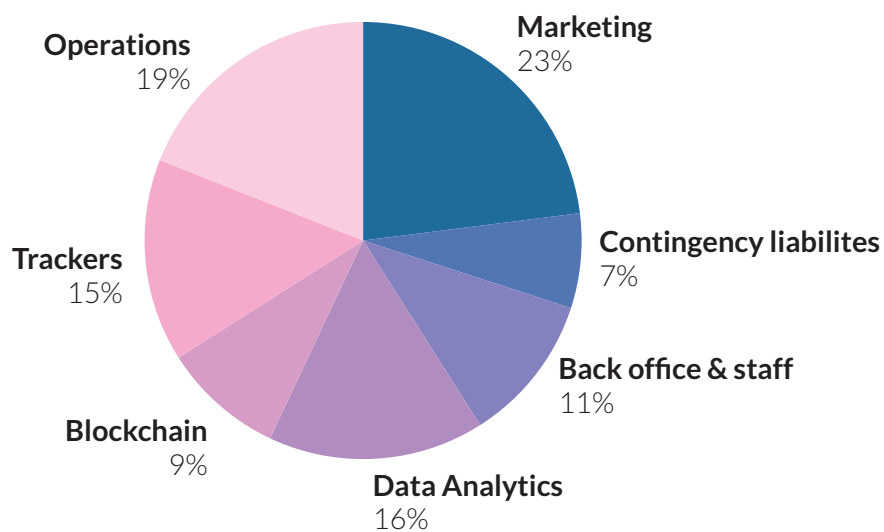
Team vesting schedule will be on 18-months schedule. First vesting will be given after 3-months from the release, and will require owners' unanimous decision. After first vesting, the team will receive proportional vesting each calendar month. No one is exempt from vesting, even founders and co-founders.

TOKEN DISTRIBUTION

Total distribution will be used during pre-STO and STO rounds.



Bitcademy wishes to redistribute the STO contributions as below, and will support users with extra airdrop depending on the token release thresholds:



BITCADEMY STO

Below chart shows relation between STO investment and company investment capabilities for academy & blockchain as a service expansion

Collected 250K \$

Marketplace
AI prototype

**STEP
01**



**STEP
02**

Build - 2.8 mln \$

Build 1 academy
Marketplace, AI

**STEP
03**

Build - 6 mln \$

Build 2 academies
Marketplace, AI, trackers

**STEP
04**

Build - 10 mln \$

Build 3 academies
Full Blockchain as a Service

**STEP
05**

Hard cap 15 mln \$

Build 4 academies
Full Blockchain as a Service
Quick expansion

Powered by Blockchain



THE TEAM

THE TEAM



TOMASZ KRZYTEK
CEO

Founder. Tomasz is an experienced project manager (over 12 years field experience) delivering IT projects across all verticals in Poland, Belgium, Saudi Arabia, USA and Sweden.



FIRAS AYUB
CTO

Co-founder. Firas has 10+ years of experience in Software applications design and development, Business Intelligence, data management and analytics. He has collaborated on and provided IT solutions in sectors including Finance, Retail and Manufacturing.



ADNAN MANZOOR
Business Development Officer

Co-founder, a business analyst with over 10 years experienced. Involved in various IT deliveries including back and front office applications across business intelligence, AI and analytics.



PAUL LOIACONO
COO

Entrepreneur, Paul has a long trail of successful startups in his career including real estate management and various banking services & applications in the biggest banks of Middle East.



MICHAL ANTONISZYN
Marketing Strategist

Michal has over 10 years experience working with channel management, product positioning, design and marketing strategies. He used to work for companies like Microsoft and Ciao.



KELVIN NDEREBA
Blockchain Developer

Cryptocurrency enthusiast and full stack blockchain developer. Kelvin has broad experience with smart contracts and blockchain implementations working in Africa, Europe and Asia.



SALMAN SHAUKAT
AI Specialist

Salman is electronics engineering graduate. His core competencies include mathematical modelling and biosensors as well as deep neural networks and transfer learning. He's been involved in many projects at centre of nanotechnology in KAUST, Jeddah.



JAMES DARLEY
Sports Scientist

James specializes in soccer and youth development. Founder of The Historic Performance Podcast downloaded in over 168 countries by 20000 people monthly. James used to work for MLS league on data tracking improvements.



KAMIL KUKULKA
Sports Business Adviser

Sport Consultant, owner of 'Sport Innovation', a Polish agency specialized in sports venues and events commercialization. He has a long trail of successful campaigns focusing on management and sponsorship of sport clubs, stadiums and mega events including IAAF World Athletics Championships 2014 and The World Games 2017



KONRAD CICHOSZ
Sports Media & Sponsorship

Working with the biggest brands in Poland, Konrad has over 10 years experience in sports media promoting, advertising and advising athletes. In his career, he used to work with Grzegorz Krychowiak, Jerzy Dudek, Arkadiusz Milik, Kamil Grosicki, Maciej Szczesny, Joanna Jedrzejczyk, Karolina Kowalkiewicz, Hubert Hurkacz.



KAMIL GRAJDA
Graphics & UX designer

Has over 10 years experience in his field. He worked for many worldwide clients and charity foundations providing them innovational and modern graphic concepts. Kamil is specialized in web design and print materials. Collaborate with many agencies as an adviser and designer.



**ADRIAN
MIERZEJEWSKI**

Football Player
& Influencer

A football player for over 15 years, Adrian has represented Polish National Team over 40 times playing also during Euro 2012. Currently, Sidney FC striker and top scorer in Australia with over 10 goals this season. In the past, played in Poland, Turkey and Saudi Arabia.



**MICHAL
PARASCHIDIS**

Blockchain
Adviser

Michal is ICO advisor with over 10 years experience in IT technology focusing on blockchain and IT security. Having worked in Zug crypto valley, he has gained invaluable insight into how to run successful ICOs not only from technical but also commercial perspective.



**WOJCIECH
MOTYLSKI**

Architect

Wojciech designed and executed several projects involving gymnasium halls, football fields and community buildings. He worked across many international teams and actively supported sports customers worldwide in Poland, China, USA.



**MARCIN
HUSARZ**

Project Leader
& Designer

Marcin brings more than 10 years of experience as Architect and Designer. Worked on many successful projects in Europe and Asia. Highly experienced in managing teams of designers.



**MAREK
DRAGOSZ**

Football Expert
Africa

Specialist in goalkeeper training. Lecturer, speaker and participant in numerous courses, training courses, seminars and conferences for coaches in Poland and Germany, USA, Holland, England, Italy, Spain, Slovakia, Belgium, Hongkong and the Czech Republic.



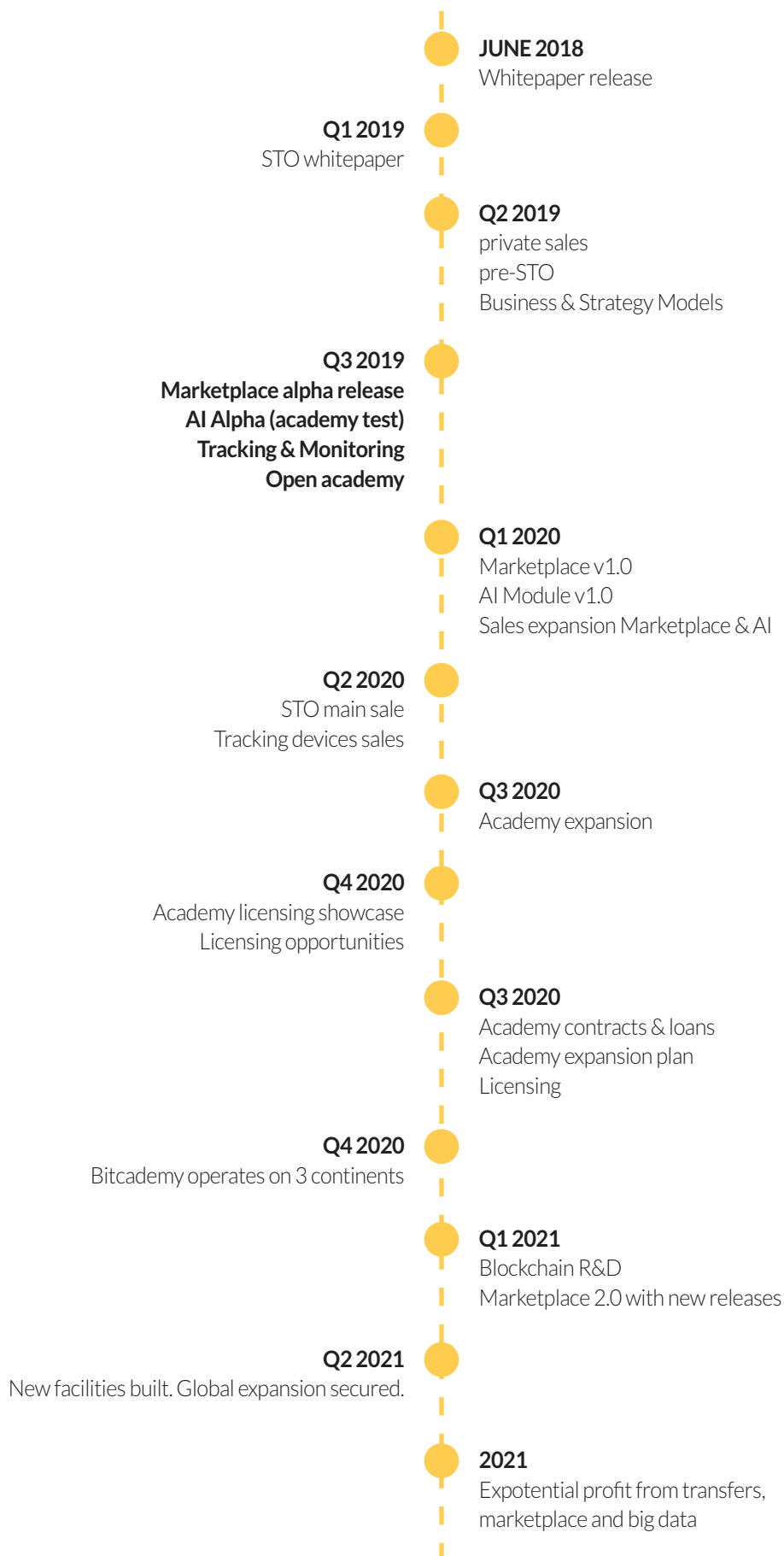
**MARTA
SZMIDT-HUSARZ**

Legal

Marta prides herself on over a decade of legal experience both in the EU and Asian countries, specializing in the Polish and Chinese jurisdictions. Her areas of expertise include legal audits, as well as IP law and international cryptocurrency regulations. Throughout her journey, Marta built a strong network of contacts in the international business across various fields including IOT and cryptocurrency industry.



THE ROADMAP





DISCLAIMER

PLEASE READ THIS NOTICE VERY CAREFULLY. IF YOU ARE IN DOUBT AS TO THE ACTIONS YOU SHOULD TAKE IN RELATION TO THIS DOCUMENT, PLEASE CONSULT YOUR LEGAL, COMMERCIAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISORS.

By participating in the STO Token Crowdsale, or making use of any information in this whitepaper or available on the bitcademy.io website, you agree to the following:

GENERAL WARNING

By using the services provided by Bitcademy, you the (User) as either a Security Token Offering (hereinafter – Pre-sale and/or STO or Crowdsale) participant or (User) of Bitcademy products or services, fully understands and agrees with the following:

- User understands and acknowledges that Bitcademy tokens will be provided by the Presale and/or STO smart contract in the order that transactions are received by, it and no alteration of this can be made by any party.
- User understands that Bitcademy carries no liability for the ability to take part in the Pre-sale and/or STO for reasons beyond the control of Bitcademy, including but not limited to, the Pre-sale and/or STO duration, transaction delays and node-related issues.
- Pending a successful Pre-sale and/or STO, Bitcademy team members will be focused on completing the company start-up and delivering on milestones. However, Bitcademy undertakes no obligations to act on behalf of, and in the interests of User in the Pre-sale, and/or STO being held in the future
- User understands that by transferring assets to Bitcademy, User makes the final decision on deposition of cash or other assets, and has no right of refund, except that which is provided by the Pre-sale and/or STO smart contract code itself (as STO carries no soft cap, then, a 100% refund will be on sole discretion of the Bitcademy)

LEGAL STRUCTURE OF TOKEN GENERATOR

Bitcademy is an exempted company incorporated in the Estonia pursuant to the Companies Law of the Estonia. An exempted company is a body corporate which has separate legal personality capable of exercising all the functions of a natural person of full capacity irrespective of any question of corporate benefit, and having perpetual succession. The constitution of an exempted company is contained in the memorandum of association. It will specify that the management of a Estonian company is the responsibility of, and is carried out by, its board of directors. Estonian company may indemnify officers and directors of the company from all liabilities and expenses incurred by search persons in the performance of their duties. The memorandum of association must specify the authorised share

capital of such company. The memorandum of association will state the aggregate amount of the authorised share capital, together with details of the number of shares into which it is divided and the par value of those shares. As a Token holder, you are not a party to the memorandum of association and are not entitled to any right or interest in or to shares of Bitcademy and have no rights to appoint or remove the board of directors of Bitcademy. Because Tokens confer no governance rights of any kind with respect to the Bitcademy Platform or Bitcademy, all decisions involving Bitcademy's products or services within the Bitcademy Platform or Bitcademy itself will be made by Bitcademy at its sole discretion. These decisions could adversely affect the Bitcademy Platform and the value and/or utility of any Token you own.

TAX WARNING

User understands that Bitcademy does not act as a tax agent of User; User carry their tax obligations solely under the applicable laws of the country and location they reside in. Bitcademy is not a tax agent, and therefore shall not provide Users' financial information to any third parties. This information shall not be disclosed unless officially requested by government authorities.

NO WARRANTIES

All of the information provided within this whitepaper is provided "AS-IS", and with no warranties. No express or implied warranties of any type, including implied warranties of merchantability or fitness for a particular purpose, are made with respect to the information, or any use of the information, on this site or platform. Bitcademy makes no representations, and extends no warranties of any type as to the accuracy or completeness of any information or content in this whitepaper, or regarding this platform.

NO GUARANTEE THAT THE BITCADEMY SMART CONTRACT WILL BE DEVELOPED

Each Purchaser acknowledges, understands and agrees that such Purchaser should not expect and there is no guarantee or representation or warranty by Bitcademy that:

- The Bitcademy Platform will ever be adopted.
- The Bitcademy Platform will be adopted as developed by Bitcademy and not in a different or modified form.
- A blockchain utilizing or adopting Bitcademy will ever be launched.
- Bitcademy Tokens will ever be made available or be exchangeable for Tokens.
- A blockchain will ever be launched with or without changes to the Bitcademy Platform and with or without a distribution matching the fixed balance of Initial Tokens (as defined below).

Furthermore, the Tokens initially generated upon the Token Launch ("Initial Tokens") will not have any

functionality or rights on the Bitcademy Platform and holding Initial Tokens is not a guarantee, representation or warranty that the holder will be able to use the Bitcademy Platform, or receive any tokens utilized on the Bitcademy Platform, even if the Bitcademy Platform is launched and the Bitcademy Smart Contract is adopted, of which there is no guarantee, representation or warranty made by Bitcademy.

INVESTMENT ASSETS

Bitcademy tokens do not represent straight forward equity, shares, royalties, or rights to capital, interest, profit or income in the entity that issues tokens, or any other entity in any jurisdiction. As Bitcademy token is security token its benefits are reduced to whitepaper scope which includes dividend paid at the end of financial year on the basis of Bitcademy profit. Dividend will be paid in token or fiat depending on Bitcademy decision. Dividend is paid on basis of having Bitcademy token released during STO but not guaranteed. It is released on the sole decision of Bitcademy. Bitcademy tokens are not designed or intended to perform or to have a particular value outside the Bitcademy ecosystem. Bitcademy tokens shall not be used or purchased for speculative or investment purposes.

LACK OF DEVELOPMENT OF MARKET OF TOKENS

There are no warranties that Tokens will be listed or made available for exchange for other cryptocurrency and/or fiat money. It shall be explicitly cautioned that if Tokens are made available on an exchange, such exchange, if any, may not be subject to regulatory oversight, and Bitcademy does not give any warranties in relation to any exchange services providers. Because there has been no prior public trading market for Tokens, the Token Launch may not result in an active or liquid market for Tokens, and the price of Tokens may be volatile. Token holders may not be able to dispose of Tokens easily and where no secondary market develops, a Token holder may not be able to liquidate at all. Proposed transfers of the Tokens may be blocked by Bitcademy in circumstances where the proposed transferee has not already completed Bitcademy's KYC and AML procedures (including, without limitation, verification of identity and source of funds) to its satisfaction. Purchasers should be aware of the restrictions on their subsequent sale.

DISCLAIMER OF LIABILITY

Bitcademy specifically disclaims liability for incidental or consequential damages, and assumes no responsibility or liability for any loss or damage suffered by any person as a result of the use, or misuse of any of the information or content in this whitepaper, or on the bitcademy.io website. Bitcademy assumes or undertakes no liability for any loss or damage suffered as a result of the use, misuse, or

reliance on the information and content in this whitepaper, or on the bitcademy.io website. In no event shall Bitcademy be liable to User for any special, indirect, incidental, consequential, exemplary or punitive damages (including lost or anticipated revenues or profits, and failure to realize expected savings arising from any claim relating to the services provided by Bitcademy) whether such claim is based on warranty, contract, tort (including negligence or strict liability) or otherwise, or likelihood of the same.

USE AT YOUR OWN RISK

By using the Pre-sale and/or STO smart contract for Bitcademy, the Bitcademy platform or bitcademy.io website, including but not limited to, the transferring assets to Bitcademy, User confirms that he undertakes and understands all the possible risks that directly or indirectly arise from the activity connected with User's participation in the Pre-sale, and/or STO and/or use of Bitcademy services and products.

FORCE-MAJEURE

User understands that Bitcademy will not be liable to User for any breach hereunder, including for failure to deliver, or delays in delivery of the Services occasioned by causes beyond the control of Bitcademy, including but not limited to, unavailability of materials, strikes, labor slowdowns and stoppages, labor shortages, lockouts, fires, floods, earthquakes, storms, droughts, adverse weather, riots, thefts, accidents, embargoes, war (whether or not declared) or other outbreak of hostilities, civil strife, acts of governments, acts of God, governmental acts or regulations, orders or injunctions, or other reasons, whether similar or dissimilar to the foregoing (each a "Force Majeure Event").

INSURANCE

Unlike bank accounts or accounts at financial institutions, Tokens are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer or private insurance arranged by Bitcademy to offer recourse to a Purchaser.

AML AND KYC

Measures aimed at the prevention of money laundering and terrorist financing will require a Purchaser to verify their identity and/or the source of funds to Bitcademy. This procedure may apply on all or any of (i) the initial purchase of the Tokens, (ii) the use of the Bitcademy Platform, (iii) the exchange of the Tokens for Bitcademy Tokens, (4) the transfer of the Tokens, (5) the receipt of any Tokens via the Bitcademy Smart Contract or (vi) as Bitcademy deems necessary or desirable in

connection with its AML and KYC policies and procedures.

By way of example, an individual may be required to produce the original passport or identification card or copy duly certified by a public authority such as a notary public, the police or the ambassador in his country of residence, together with two original documents evidencing his address such as a utility bill or bank statement or duly certified copies. In the case of corporate applicants this may require production of a certified copy of the Certificate of Incorporation (and any change of name) and of the Memorandum and Articles of Association (or equivalent), and of the names and residential and business addresses of all directors and beneficial owners. The details given above are by way of example only and Bitcademy will request such information and documentation as it considers is necessary to verify the identity and source of funds of a prospective Purchaser.

Each Purchaser acknowledges that Bitcademy shall be held harmless against any loss arising as a result of a failure to provide such information and documentation as has been requested by Bitcademy. Each Purchaser further acknowledges and agrees that any failure by them to comply with Bitcademy's requests in relation to measures aimed at the prevention of money laundering and terrorist financing, may result in action being taken against the Purchaser in respect of the Tokens including, without limitation, the suspension or withdrawal of the Purchaser's account on the Bitcademy Platform or the Tokens held by them.

FINAL WARNING

Pre-sale and/or STO participations can be considered High-Risk Trading; purchasing financial instruments via a Pre-sale, and/or STO, or utilizing services offered on the website may result in significant losses, or even in a total loss of all funds invested.

- No information provided on Bitcademy's platform or website should be interpreted as investment advice. It does not constitute an offer or invitation by Bitcademy to any User to buy or to sell tokens, or make any investment.
- User guarantees that he is a legally capable person of a majority age, and complies with legal rules and applicable laws of the jurisdiction where the User lives.
- By participating in the Pre-sale and/or STO, User confirms that he has read, understood and agrees to comply with all restrictions set forth above.



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