



\$ICONS **WHITEPAPER**

v1.1

SPORTSICON.COM

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**Reigniting connection with
your sport heroes through
NFTs so that you can be a
part of their story**

Introduction

Sports lovers are a passionate set of humans. They love their icons to a fault and will do anything to connect with them, share them, be identified with them and be a part of their story. Unfortunately, the opportunities to do this are rare as there are no platforms that act as the much-needed link to facilitate this connection. As such, the craze and rave of fanbases and clubs die down the moment an icon stops active participation in the sport — even if their memory stays alive in the minds of their most passionate fans. Among these fans is a desire to renew the love, support and passion the world once had for their heroes. Interestingly, this can be brought about by blockchain technology.

The advent of blockchain technology has changed the conventional landscape for every industry the technology has touched, be it finance, supply chain management, sport or anything else. From traditional content creation to art and music: the way people relate to these things has changed with the arrival of digitization and tokenization enabled by blockchain technology. This new token economy offers the potential for a more efficient and fairer financial world, where people can get adequately compensated for their passion. Part of this revolution has been the tokenization of media assets: art, music, videos, digital collectibles and more. These unique items are known as Non-Fungible Tokens, or NFTs.

NFTs are a core use case for blockchain technology. They are cryptographic assets with unique identification codes and metadata that are specifically designed to prove authenticity. The underlying coding is like other crypto assets, but with one main difference — NFTs lack the property of fungibility. Fungibility simply refers to the ability to exchange equivalent items of identical value — a \$20 note is identical to another \$20 note, not just in appearance but also in value at any given point in time. When you borrow \$20, you don't have to return the same note because this type of currency is fungible.

NFTs instead, being non-fungible, are not identical and can't simply be exchanged for an equivalent. Since they are assigned unique identification codes, you can't find that exact same token elsewhere on the internet, thereby creating scarcity and driving up the value of the tokenized asset. NFTs allow buyers to own a unique or limited digital asset and the risk of theft and plagiarism is removed due to inbuilt authentication mechanisms that establish provenance and ownership.

NFTs have many use cases, from personal identification through to things like artwork, real estate, music or collectibles. The world is catching on too — according to a report by CoinDesk, the NFT market surged 2,100% to over \$2 billion in Q1 Sales in 2021. And this is where SportsIcon stands out. We take the concept of sport and icon fandom to the next level by leveraging the core values of blockchain technology and by being the first platform that allows fans to connect with the greatest sportspeople of all time through NFTs. With this, fans can own a part of an icon’s story forever, or one day trade it.

SportsIcon creates cinematic NFTs in collaboration with athletes that commemorate the journey through their lives and sporting careers that made them the icons they are. While regular digital content can be shared unlimitedly online, digital content in the form of an NFT becomes a unique asset that has provenance, originality and authenticity.

In addition to NFTs, SportsIcon is working to build the sports metaverse — a niche of the broader metaverse dedicated to sports fans and players. Metaverses are virtual worlds where individuals can connect with others. We often think about Virtual Reality metaverses, but this doesn’t necessarily have to be the case — any online game or social network has a piece of metaverse in it, although the true potential of these digital connections is only now being fully explored.

We launched SportsIcon to meet the specific needs of fans, athletes, teams and managers. The problem we saw had two faces: first, people became detached from their sporting heroes after the athlete’s active participation in sport ceased, and second, athletes and managers were unsure of how to engage with the burgeoning NFT market. Fans want to connect with their icons, and sports legends want to give something back to their fans — what was lacking was the framework to do so.

At the same time, the continued growth of the NFT and metaverse industries were inspiring incredible new applications for the technologies — which is why SportsIcon was born. SportsIcon is a Flow blockchain-based platform powered by \$ICONS, the native token of the ecosystem. \$ICONS is a utility token with which platform activities such as NFT trading, incentivization, and governance will be carried out. Our mission is to create an extraordinary community by connecting fans with the greatest sportspeople of all time.

This whitepaper introduces SportsIcon, our tokenomics and the potential of this blockchain-based project.

Overview of SportsIcon

Based on the Flow blockchain, SportsIcon is an NFT and sports metaverse platform set to revolutionize sports fandoms by connecting people with their sporting heroes. We leverage: cinematic NFTs that represent the stories and journey of these icons; partnerships with clubs and athletes that give fans the opportunities to meet their heroes in real life; an exclusive sports game launchpad; and metaverse partnerships that expand the digital reach of fans everywhere.

We are building the world's leading platform for sports entertainment, knowledge transfer and digital collectibles. SportsIcon bundles athlete-curated insights into pivotal moments of their journey through immersive, artistic, inspirational NFTs and unlockable content that will drive a community of their passionate followers. Our ultimate goal is to create an ecosystem that will help fans get closer to their sporting heroes, so we've partnered with the greatest athletes of all time and will be partnering with even more different sports to turn their stories and moments into NFTs on the Flow blockchain.

One of our first Icons was Gianluigi Buffon: the goalkeeping sensation widely regarded as one of the greatest goalkeepers of all time, and by some as the greatest ever. Gigi released an NFT collection in partnership with SportsIcon, joining Roberto Carlos, the former Brazilian and Real Madrid full left-back and freekick maestro on our original lineup.

Upon main net launch, SportsIcon will be debuting Pre-Mint Passes for Romelu Lukaku, the most expensive soccer player of all time in accumulated transfer fees, and NFL icon Mike Vick, with their main drops to follow early in 2022. Joining them in the early SportsIcon lineup are Mexican football giants Los Pumas, wrestling pioneers CMLL 'Lucha Libre' and some more iconic names currently under wraps. Exclusive cinematic NFTs will showcase the Icon's journey, historic moments in their careers, as well as their inspirations, motivations and skills.

SportsIcon is a community-driven platform where the voice of everyone will be heard, and people can make proposals and vote for changes on the platform based on the amount of \$ICONS they hold.



SportsIcon Goal

SportsIcon aims to bridge the gap between sports icons and their fans, as well as help athletes and teams express themselves through immersive cinematic NFTs and art. We work closely with Icons to highlight the moments in their lives and careers that made them the heroes they are. We then empower fans to be closer to their heroes by owning these moments from iconic careers. More than just images, SportsIcon NFTs carry extra utilities and benefits beyond the moment the NFT represents.

As a first-mover in the sports NFT space, SportsIcon is uniquely positioned to become the pacesetter for other projects in the market. We're building out our vision by expanding the sports metaverse through partnerships, by improving and expanding NFT utility and with our gaming launchpad dedicated to sports titles.



Why **Flow** Blockchain?

The NFT collectibles market increased dramatically in late 2020 and early 2021, and Flow has been one of the biggest beneficiaries of that surge. Not only has Dapper Labs' creation NBA Top Shot been one of the most successful crypto dApps ever, but Flow reported a significant uptick in developer requests during early 2021. NBA Top Shot has been a successful proof-of-concept for Dapper's custom-built blockchain, and we see Flow as the perfect infrastructure for SportsIcon to build on.

The user-friendly Flow blockchain is built for extensive scaling. It provides fast, low-cost transactions, ideal for dApps like NFT marketplaces and crypto games. Flow's unique architecture enhances scalability and efficiency, allowing it to deliver the performance needed to support applications without sharding or compromising its decentralization.

Flow empowers developers to build thriving crypto and crypto-enabled businesses. Applications built on this blockchain can keep consumers in control of their data; create new kinds of digital assets tradable on open markets accessible from anywhere in the world; and build open economies owned by the users that help make them valuable.

Flow is built for collectible and interactive crypto experiences that grow quickly in prominence and could find much larger audiences in the years to come. NBA Top Shot has already demonstrated the potential for a blockchain-driven collectibles experience to find success and gain significant mainstream attention — and that's just one experience built on top of Flow.

Because of the amazing development and dApp environment that comes with Flow, it was clear for us that it should be the home of the SportsIcon ecosystem.



White Label Services

NFTs, metaverse, blockchain — these are the words that defined 2021 and those that will play a significant role in future businesses. Athletes, clubs and celebrities everywhere are beginning to tap into the potential these technologies have, but unfortunately they remain difficult to understand and use.

SportsIcon offers a white label NFT and metaverse onboarding process for athletes, clubs and managers anywhere in the world. We work with you to create an offering that your fans will love, and that you're truly proud of. Because the SportsIcon team consists of experts in marketing and blockchain tech, and because we're all passionate about sport, you can be sure that your entrance to this world not only goes off without a hitch but is also a significant event in your career.

SportsIcon offers:

- White label NFT drop pages.
- White label NFT marketplaces.
- Unlockable permission-based experiences (PBEs) for NFT holders.
- NFT art.
- Cinematic-quality NFTs.
- Creative and storytelling services.
- Metaverse strategy.

SportsIcon Lion Club

MEET some of the greatest sportspeople in the world
EXCLUSIVE tickets to real-world sporting events
AIRDROPS of sports-related NFTs

We're setting out with an ambitious goal to create the greatest sports club in the world.

We are huge proponents of the power of NFTs and community. We've been inspired by the creativity and community showcased by projects such as BAYC and Vee Friends. Our aim is to emulate these projects but with a sport focus. To this end, we've created the Lion Club: SportsIcon's membership-only community.

The Lion Club is an exclusive community of sports lovers. There are 9,000 memberships available, and that's all there ever will be. At 9,000 strong our community is larger than the crowds at many lower-division sporting events. Imagine the collective power of the Lion Club with 9,000 members.

The Lion Club membership auction sold out in just 10 hours — a testament to the passion and power of our community. Among other great benefits, members will be able to participate in Lion Club DAO currently under development. We'll use this DAO to buy sports-related NFTs, real-world memorabilia, real-world sporting tickets and much more.

Some of the perks that Lion Club members enjoy include:

- Zoom and AMA chats with some of the greatest sportspeople of all time. We've already had Luis Figo and Baron Davis take part, and more will be announced shortly.
- In-person meetups with the greatest sportspeople of all time.
- Airdrops of exclusive sport-related NFTs. VIP sporting event tickets. Real-world sport outings — we've already had three real-life meetups in a Lexus Suite at Madison Square Garden and a private box at Wembley Stadium, London.
- Free entry to \$ICONS Stadium to view NFTs in VR.
- Private discord community channel.
- Amazing perks in the sports metaverse through our partners and launchpad.
- Access to more SportsIcon events.

SportsIcon Marketplace

SportsIcon users can buy, sell and bundle NFTs on our own specially designed marketplace. The SportsIcon marketplace is a decentralized peer-to-peer exchange for rare digital sports memorabilia and goods, including gaming items, collectibles and art. The marketplace itself is built on the Flow blockchain.

The SportsIcon marketplace features:

- The ability for users to instantly create auctions.
- Direct bidding on items.
- The ability to create multi-item bundles.
- An API for fetching non-fungible token assets based on a set of query parameters. Our API makes finding the right NFT for you quick and easy.
- Filters by collection, type and rarity.
- Event notifications for all SportsIcon NFT drops.
- Retrieval for username and profile details for account addresses.
- Wallet support for Blocto.

Create your collection

Click “My Collections” and set up your collection. Add social links, a description, profile and banner images, and set a secondary sales fee.

Add your NFTs

Upload your work (image, video, audio, or 3D art), add a title, description and customize your NFTs with properties, stats and unlockable content.

List them for sale

Choose between auctions, fixed-price listings, and declining-price listings. You choose how you want to sell your NFTs, and we help you sell them!

The SportsIcon marketplace will work similarly to OpenSea in that it allows the trading of digital art, trading cards, virtual worlds, digital collectibles, sports NFTs, utility NFTs and more. It will quickly become a go-to platform for the best sporting NFTs in the space.

Metaverse and Gaming Launchpad

The metaverse is expanding, and SportsIcon is positioned to grow with it. As NFTs find even more utility in our virtual lives, SportsIcon NFTs will also unlock incredible extra benefits for holders. Whether it's displaying an historical moment on loop in your virtual home or accessing exclusive in-game benefits with our partners, our platform is built with an eye to the future.

Part of our expanded offering includes the SportsIcon launchpad — a place dedicated to launching blockchain-based sports games. Our partnerships already include blockchain games, and we hope to help grow this sector while increasing the market share and utility of sports NFTs. The SportsIcon community, and in particular the Lion Club, will have the opportunity to participate in these launches and to secure early-stage investments in a booming market segment.

Just as with NFTs, we're positioned to be the bridge between sporting icons and the metaverse. With SportsIcon, getting involved in the virtual world is easy — we do all the hard work and help you every step of the way. And this is a future we believe in as well; the metaverse is only going to continue to grow, and with it will come incredible new opportunities unlike anything we've seen before. As it develops, SportsIcon will be the heart of the sports metaverse.

SportsIcon Liquidity Pool Participation

SportsIcon also offers staking and liquidity participation programs to encourage platform users to participate in the pool's stability. In most cases, staking and providing liquidity are used interchangeably. With SportsIcon, users will be able to stake their assets to secure the network and earn rewards. This is the exact way that liquidity provision works.

Each time liquidity is deposited in a pool, and special tokens called liquidity pool tokens are issued to the source address directly proportional to the amount of liquidity they add to the pool. Every time trading takes place, the fee that is charged is distributed proportionally to all LPs (liquidity providers) in the pool at that given time of the trade.

Explained in clearer terms, when a user supplies an asset (provides liquidity to the pool), it automatically becomes a fungible resource. The token placed into a liquidity pool is referred to as a value or a derivative. This way, the supplier takes ownership rights of the reward paid on the total amount supplied. The assigned derivative is thus defined as an increasing percentage ownership claim of a portion of the liquidity pool supplied to the smart contract.

With this, supplying liquidity to the pool is equal to having a derivative that represents the users' contribution in the liquidity pool. Liquidity providers can then choose to sell, transfer, or otherwise use their liquidity tokens in any way they see fit on the platform.

Marketing Strategy

The contemporary method of marketing is through digital media, and that is what the SportsIcon platform will use to promote the platform and get words about its SportIcon fandom revolution project out there. Apart from this, we have partnered with top professional athletes from FIFA, MMA, NBA, NFL, MLB, and more! They will be the ambassadors of this project who will help drive its adoption.

We have laid out well-planned strategies, and its main pillars include: Using the service of influencers with a huge follower base on social media platforms like Twitter. We will also invest in content marketing using platforms like Medium, Reddit and BitcoinTalk. Apart from these, we will use PR agencies with proven track records of success and leverage their expertise and experience to market the platform to the fullest extent.

Furthermore, we will provide competitions and contests on our official channels. Here is a brief of the suggested procedures of marketing:

- Social media / Influencer marketing.
- SEO (News Portals, PR, listing websites and blogs).
- Content Marketing (YouTube, Medium, Telegram, Tiktok, Bitcoin talk, Reddit, Hackernoon and other platforms that act as executive tools and medium).
- Community engagement activities and rewards, airdrops and bounty programs.
- “Ask me anything” (AMA) sessions on top platforms.
- Industry events / exhibitions.
- Brand partnerships.

Revenue Generation and **Business** **Strategy**

As much as SportsIcon is a community-driven project with the set goal of reviving sports icon fandoms, it is also a business venture. We aim to generate revenue that will be used for several purposes, including platform growth and development.

The SportsIcon platform will generate revenue via:

- NFT mint events and sales.
- The SportsIcon NFT marketplace and its fees.
- The Lion Club NFT program.
- Sports games launched on the SportsIcon launchpad.
- Future metaverse expansions and the opportunities that come with them.





\$ICONS

Token

\$ICONS is the native token of the SportsIcon platform. It can initially be used for NFT purchases, participation in the liquidity pool, staking, incentivization and governance. \$ICONS will have several more use cases that will expand over time.

Although the SportsIcon platform is based on the Flow blockchain for the creation of NFTs, \$ICONS is an ERC-20 Ethereum token. It is regulated by strong tokenomics that keep its supply and demand in check.

Holding \$ICONS means:

- Discounts on NFTs on the SportsIcon website.
- Priority-access to drops for holders.
- Exclusive access to athlete creator coins.
- Participation in liquidity pools and staking.
- Access to exclusive Telegram and Discord groups through our community membership program.
- Access to exclusive Icon content.
- Participation in launchpad sales.
- Sports metaverse benefits.
- Governance participation.

Platform Governance

We aim to make the SportsIcon platform a truly decentralized community-driven project, and unlike other projects claiming to be “for the people” but are not for the people, SportsIcon focuses on community governance where every \$ICONS token coin holder has power and a voice.

Token holders can create proposals and vote on changes they want for the project at any given time. For this purpose, we have issued an \$ICONS token with a voting function. Holders of the token will have voting rights and power based on the number of tokens they hold and can debate, propose, and vote on all changes to the SportsIcon platform. This allows the platform to be upgraded by anybody with a good idea, and they are incentivized accordingly.

According to available protocols, the common method to delegate voting rights on proposals is by raising the relevant functions directly. For a proposal or function to go through and be accepted by the community, most votes cast must be in favor. In a situation where there is more than one option, the proposal that has the highest votes wins. Platform users or community members will need to hold \$ICONS token to vote, and the token will be locked until the voting period has finished.

Tokenomics

TOKEN NAME

\$ICONS

TOKEN TICKER

ICONS

TOKEN TYPE

ERC-20 UTILITY TOKEN

TOTAL SUPPLY

30,000,000 \$ICONS

INITIAL SUPPLY

1,270,000 \$ICONS (4.23%)

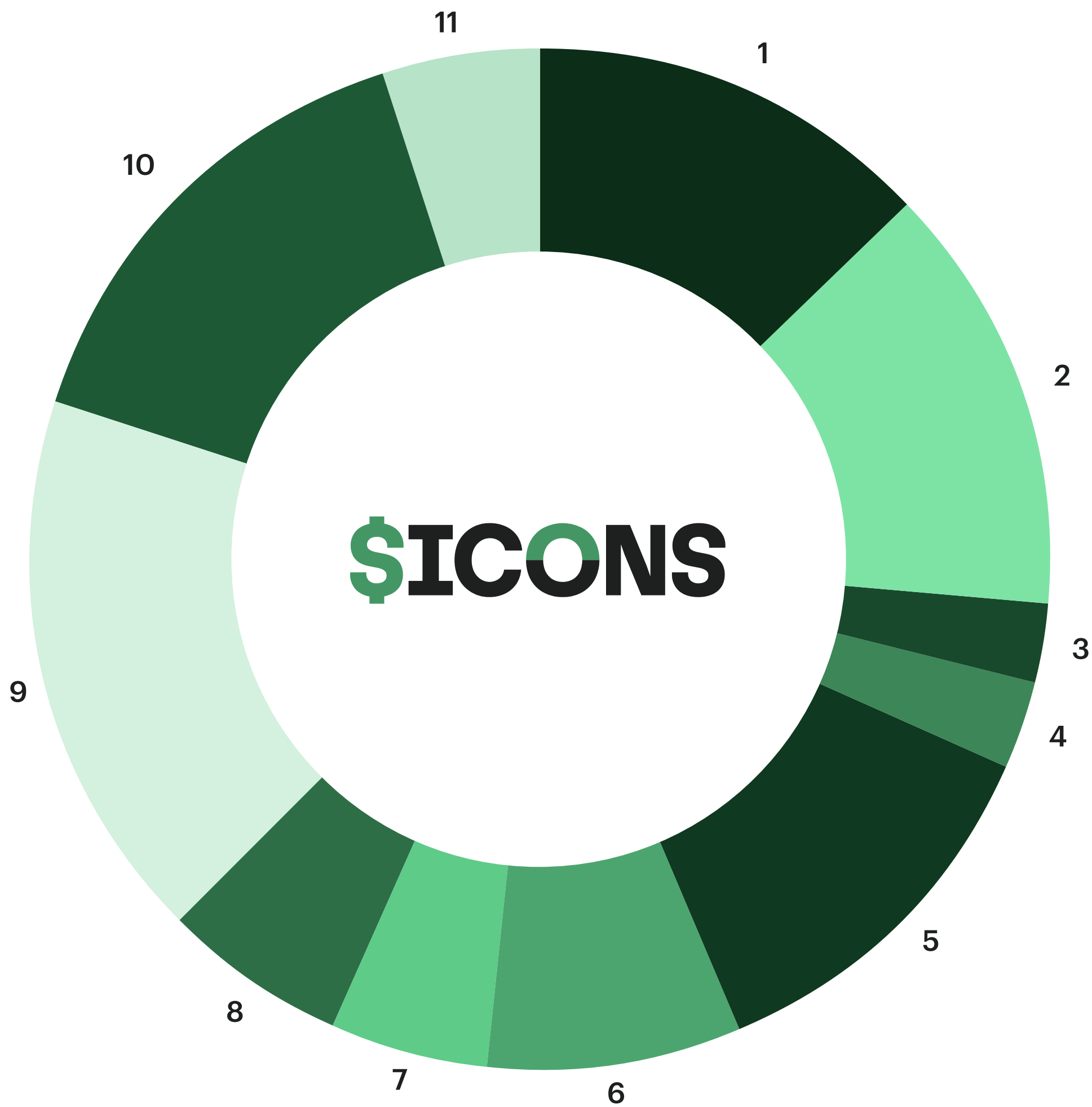
INITIAL MARKEP CAT

\$952,500 USD

SMART CONTRACT

0x3F68...9088

[Etherscan »](#)



- 1 Pre-seed: 13%
- 2 Seed: 13.4%
- 3 Seed Plus: 2.6%
- 4 Public Sale: 2.67%
- 5 Staking & Rewards: 12%
- 6 Partnerships: 8%
- 7 Liquidity: 5%
- 8 Ecosystem Expansion: 6%
- 9 Reserves: 17.33%
- 10 Team: 15%
- 11 Equity Investors: 5%

Release Schedule

Pre-seed

3.9M \$ICONS (13%)

- Pre-seed round price: \$0.35 / \$ICONS
- 10% unlocked at TGE
- 18-month vesting
- Circulating Supply: 390K \$ICONS

Seed

4.02M \$ICONS (13.4%)

- Seed round price: \$0.65 / \$ICONS
- 10% unlocked at TGE
- 14-month vesting
- Circulating Supply: 402K \$ICONS

Seed Plus

0.78M \$ICONS (2.6%)

- Pre-seed round price: \$0.70 / \$ICONS
- 10% unlocked at TGE
- 12-month vesting
- Circulating Supply: 78K \$ICONS

Public Sale (IDO)

0.8M \$ICONS (2.67%)

- Public IDO price: \$0.75 / \$ICONS
- 25% unlocked at TGE
- 4-month vesting
- Circulating Supply: 200K \$ICONS

Staking & Rewards

3.6M \$ICONS (12%)

- Unlocked as needed
- Circulating Supply: 0 \$ICONS

Partnerships

2.4M \$ICONS (8%)

- 1-month cliff
- 14-month vesting
- Circulating Supply: 0 \$ICONS

Liquidity

1.5M \$ICONS (5%)

- Circulating Supply: 200K \$ICONS

Ecosystem Expansion

1.8M \$ICONS (6%)

- 3-month cliff
- 24-month vesting
- Circulating Supply: 0 \$ICONS

Reserves

5.2M \$ICONS (17.33%)

- 3-month cliff
- 36-month vesting
- Circulating Supply: 0 \$ICONS

Team

4.5M \$ICONS (15%)

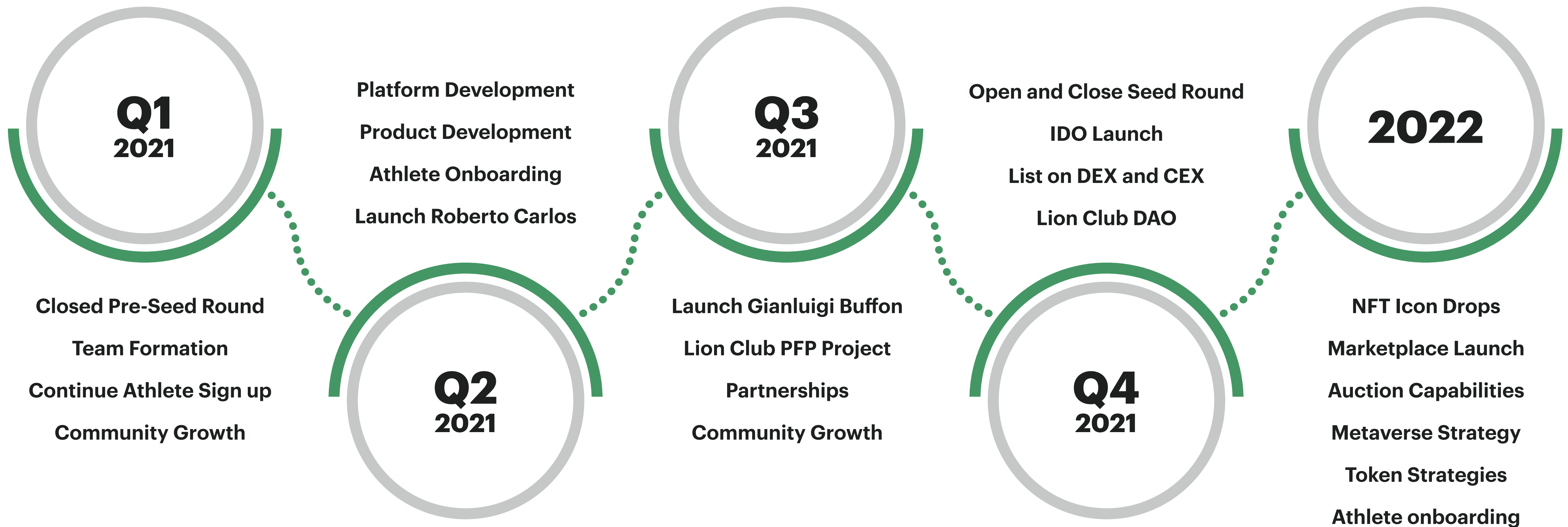
- 6-month cliff
- 18-month vesting
- Circulating Supply: 0 \$ICONS

Equity Investors

1.5M \$ICONS (5%)

- 6-month cliff
- 18-month vesting
- Circulating Supply: 0 \$ICONS

Roadmap



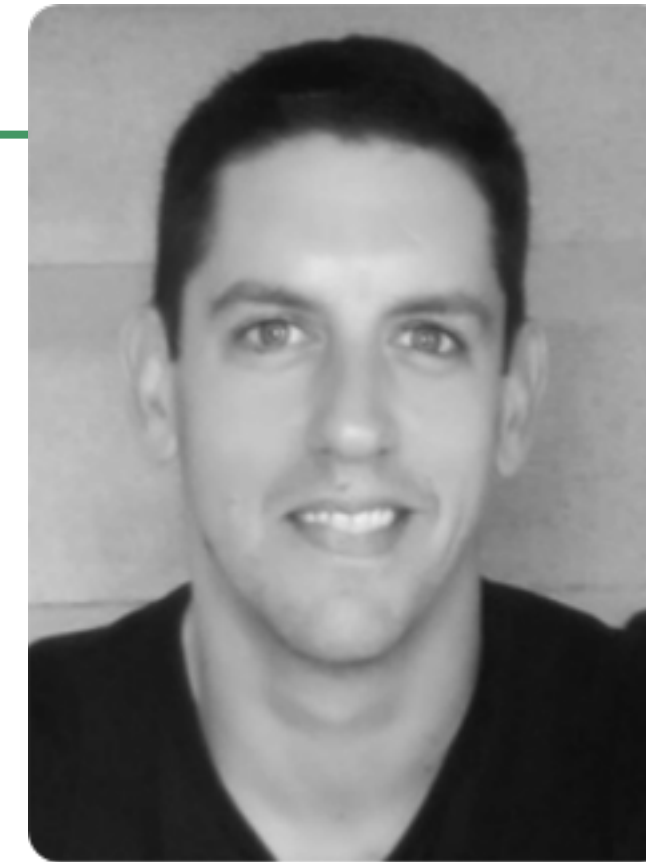
Team

We understand that having a solid management team and a proven strategy in place is fundamental to the success of our project. Here, SportsIcon excels — the platform is a collaboration between experts in the blockchain industry, professionals in startup development, sports enthusiasts with deep ties to professional organizations and thought leaders in tech.



Chris Worsey

Chris has led several successful tech businesses with two exits. He is an On Deck fellow and a founding partner of SportsIcon.



Alexi Yovanoff

Alexi is a FIFA Match Agent with a global network of contacts in all levels of sports. He also holds an M.Sc. in Neuroscience from UCL and is a founding partner of SportsIcon.



Riku Sarkinen

Riku is a Lead Developer with 20 years of experience in software development. He has a passion for delivering creative solutions for complex software problems.

Advisors & Project Backers

The project and the team are also backed by top advisors and equity investors. They include:

Nasir Jones ‘Nas’

A rap legend turned investor that has been regarded by many as half-human, half investment. Nas has distinguished himself as a full-fledged investor in Silicon Valley start-ups. The Queens, New York-bred artist who first hit the charts more than 20 years ago has quietly metamorphosed into a prolific angel investor — founding the venture capital firm Queensbridge Venture Partners.

Elefund

Elefund is a thesis-driven VC focused on investments in early-stage technology companies such as SportsIcon. Of 30 companies in their first investment fund from 2015, at least nine are on track for billion-dollar exits — including seed investments in Robinhood, Carta and Calm. Elefund’s latest fund has more than \$30 million in committed capital which they will use to invest and support promising startups and founders.

Andrew Bogut

Formerly an NBA champion, Andrew Bogut has joined the growing list of sports stars harnessing their business minds to invest in start-ups. Andrew has a healthy portfolio of investments, including grassroots sports start-up Sportility.

Roham Gharegozlou

CEO of Dapper Labs, the company behind CryptoKitties, NBA Top Shot and Flow blockchain. Roham is also the Founding Partner of Axiom Zen, an award-winning VC and incubator based in Vancouver.

Sunny Madra

Sunny is a serial entrepreneur and vice president at Ford Motor Company. Sunny is an experienced angel investor and a shareholder in Uber and Zenefits. Before that, he was the CTO of Pivotal Labs and has over ten years of experience in the technology sector. Sunny was a co-founder at Extreme Venture Partners, the Chief Technical Officer at Spongefish Inc., and has worked with Cisco Systems Inc. on core routing platforms.

Nihal Mehta

Nihal is the co-founder of Eniac Ventures, a venture capital platform that raised over \$125M for its fifth fund in February 2021. He is one of the top shots in the venture capital niche with special interest in tech startups. Nihal is called the human rolodex, thanks to the thousands of connections he has made with some of the world's top companies and brands. He developed many of these connections over the past 20 years while founding five different high-tech startups. He grew the revenue of LocalResponse to 2153% in three years and landed them at number 204 in the 2014 INC. 5000's Fastest Growing Companies.

Mike Edwards

Mike is the co-founder and executive chairman of Argos Blockchain PLC, an enterprise-scale provider of cryptocurrency mining services that is listed on the LSE. He has a wealth of experience in building and scaling consumer technology companies in private and public markets and is one of the venture capitalists invested in SportsIcon.

Anand Agarawala

Anand is Co-Founder and CEO of Spatial, the leading VR/AR collaboration app that turns any room into a 3D workspace: like a 3D version of Zoom and Slack. Spatial is used by Fortune 1000's like Mattel, Pfizer, Ford, was a Quest 2 and HoloLens 2 keynote launch partner and is the most venture funded company in the space. Anand is also a seasoned investor and venture capitalist.

Andrew Masanto

Andrew is a serial entrepreneur and investor. Most recently active in Fintech, Andrew was Co-Founder and Founding CSO of Good Money (raised \$34M+), Founding CMO of Reserve (backed by Peter Thiel, Coinbase, and others, currently at \$1B+ valuation), and Founding CMO of Hedera Hashgraph (backed by Google, IBM and Boeing with a \$20B+ fully diluted valuation). Andrew experienced his early successes in the digital marketing space. His earliest venture was Altitude Shoes, which eventually became the leading online seller of Men's Height Increasing Shoes in the UK and was eventually bought by uCommerz.

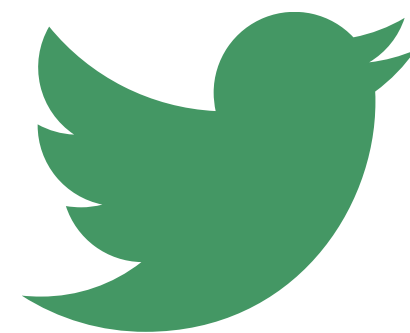
Chad Hurley

A serial entrepreneur, innovation and technology expert, Hurley is the former CEO and Co-Founder of YouTube and AVOS. He has made several investments in top-tier tech and sports companies and is a part-owner of the NBA's Golden State Warriors and the MLS's Los Angeles Football Club. On the 25th of January 2021, Hurley announced on Twitter that he had become an investor at Leeds United, the English Premier League football club. The most recent of his investments is a £2.1M financing of Uptime App.

Official Support Channels



sportsicon.com



twitter.com/SportsIcon



sportsicon.medium.com



t.me/SportsIconOfficial
t.me/sportsiconchat



discord.gg/mfAx4nzqEe

Disclaimer

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The Company considers that the financial and non-financial information contained in this whitepaper has been prepared to the best of its reasonable knowledge and ability. However, recipients must rely on their own investigation of all financial information, and no representations or warranties are or will be made by the Company as to the accuracy or completeness of such information.

The Company makes no representation about the underlying value of the tokens on offer. Prospective participants must make their own assessment about whether the price of the tokens being offered represents fair value.

Participant Warning

Participation in a token offering carries high risks. It is highly speculative and, before participating in any project about which information is given, prospective participants are strongly advised to seek appropriate professional advice. The information contained in this whitepaper has been prepared by or on behalf of the Company. SportsIcon Platform has not undertaken an independent review of the information contained in this whitepaper.

Prominent Statements

The information contained in this whitepaper about the proposed business opportunity is not intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document or any other notice that may be required under the law. Detailed information may be needed to make a token participation decision.

Future Statements

Except for historical information, there may be matters in this whitepaper that are forward-looking statements. Such statements are only predictions that are subject to inherent risks and uncertainty. Forward-looking statements, which are based on assumptions and estimates and describe the Company's plans, strategies, and expectations, are generally identifiable by the use of the words 'anticipate', 'will', 'believe', 'estimate', 'plan', 'expect', 'intend', 'seek' or similar expressions.

Participants are cautioned not to place undue reliance on forward-looking statements. By its nature, forward-looking information involves numerous assumptions, inherent risks, and uncertainties, both general and specific, that contribute to the possibility that those predictions, forecasts, projections, and other forward-looking statements will not occur. Those risks and uncertainties include factors and risks specific to the industry in which the Company operates, as well as general nomic conditions. Actual performance or events may be materially different from those expressed or implied in those statements.

All forward-looking statements attributable to the Company or persons acting on behalf of the Company are expressly qualified in their entirety by the cautionary statements in this section. Except as expressly required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements provided in this whitepaper, whether as a result of new information, future events or otherwise, or the risks affecting this information.

None of the Company, its officers, or any person named in this whitepaper with their consent, or any person involved in the preparation of this whitepaper, makes any representation or warranty (express or implied) as to the accuracy or likelihood of fulfillment of any forward-looking statement except to the extent required by law. The forward-looking statements reflect the views held only as of the date of this whitepaper.

Value Risks

Tokens issued by the SportsIcon Platform may drop substantially in value or may remain illiquid for long periods of time or indefinitely. SportsIcon Platform cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this document. Participants should review the token sale in its entirety and seek the professional advice of legal counsel and investment professionals.

The Company's tokens may change in value based on a number of factors that are outside our control. There is no guarantee or expectation that the Tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges. Owning these tokens does not constitute a share of equity or ownership in the Company. The token economy is new and exciting. Regulatory circumstances may require that token mechanics be changed or altered. \$ICONS token does not have any rights to use, purpose, attributes, functionalities, or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities, or features on the SportsIcon Platform. The Company does not guarantee and is not representing in any way that the \$ICONS has any rights, uses, purpose, attributes, functionalities, or features. The Company reserves the right to refuse or cancel \$ICONS purchase requests at any time at its sole discretion.

Not a Security

It is important to note that any tokens issued on SportsIcon Platform are not intended to be securities, and this document is not a prospectus, offering document, or a solicitation for investment in a share or equity offering. Tokens issued on our platform as referenced in this document do not confer any type of ownership or debt within the SportsIcon Platform system. Tokens currently trading or issued in the future are non-refundable. SportsIcon Platform will not guarantee any value, market, or commitments to the value of such tokens. Buyers and owners shall participate in each economy at their sole risk.