DECENTRALIZED FOOTBALL INVESTMENTS AND FUNDING ECO-SYSTEM BASED IN A MERITOCRATIC PLATFORM.
GROWING YOUR CLUB OR PLAYER CAREER
Every country has some form of professional league that fans week in week out look forward to.

When played at the highest level with the highest calibre, sport in general becomes a devastating art that is caressed over run by money.

If we are speaking about football with such leagues as the English Premier League, Spain's La Liga, the French Ligue 1 and Italy's Serie A, millions of people worldwide watch their beloved Clubs to escape the hazards of everyday life and to be engulfed by the overwhelming excitement it produces.

Football has a global appeal beyond that of any other sport. The increase in football’s revenues over the past 15 years has facilitated the transformation of the business – particularly in Europe’s largest leagues – and the impact of football extends far beyond the action on the pitch each week.
In fact, these are the leagues that attract all the attention thanks also to the enormous financial efforts dedicated exclusively to them.

But there is another football world that, in terms of participation, is bigger than any other sport. Amateur clubs with their academies and youth schools. There are at least 350 million players around the world between the ages of 6 and 25 years old and there are at least 39 million amateur clubs around the world.

The European football market grew to €16.9 billion in 2016/17, despite challenging economic times.

The English Premier League remains the highest revenue generating league, with its clubs’ revenue growing by 12% to €2.5 billion, €770m greater than the next highest league (German Bundesliga) followed by all the other major European league.

ABSTRACT
# Table of Contents

Abstract................................................................................................................................................. 2
Who We Are........................................................................................................................................ 7
Vision................................................................................................................................................... 8
What is Netscouters’ Platform? ........................................................................................................ 8
Objectives........................................................................................................................................ 8
Inclusion............................................................................................................................................. 9
Football for Children, Football for Everyone. .................................................................................. 9
Social Inclusion................................................................................................................................... 10
The Problem....................................................................................................................................... 11
Amateur Football Club and Their Academies .................................................................................... 11
Amateur Club Costs ........................................................................................................................... 11
The Netscouters’ Platform .................................................................................................................. 13
The Value of a Decentralized Market ................................................................................................. 13
Why Blockchain? ............................................................................................................................... 15
Powerful Global Community .............................................................................................................. 15
No Need for Third Party ....................................................................................................................... 15
Eliminating Middlemen ....................................................................................................................... 15
Higher Transparency and democratization .......................................................................................... 15
Faster Transactions ............................................................................................................................... 15
The Netscouters’ Opportunities .......................................................................................................... 16
Opportunities for The Club .................................................................................................................. 16
How it Works .................................................................................................................................. 18
Opportunities for Single Players ......................................................................................................... 19
What is Netscouters’ Platform?

“We aim to build a distributed meritocratic transparent and unified platform to assess, validate and empower youth players’ skills”.

Real opportunity to shape the policy debacle on how the public and the private sector can work together to help build a more inclusive Economy in the football world.

Objectives

1. The main goal is to help Amateur clubs overcome common obstacles (infrastructure and finance) to sustainable growth, generating a distributed, meritocratic, transparent and unified platform to assess, validate and empower a young player’s skill. The Club will be able to cover its sport season needs under financial point of view in an autonomous way. Anyone can access to the platform and start earning by following players.

2. Give the boys the opportunity to be able to play football independently of his social and economic conditions.

3. Professional Clubs can access the platform and see Players data and statistics.

4. Agents can access the platform and see Players data and statistics.
5. Any kind of brand can access the platform and see Players video to decide to introduce advice or sponsoring Club.

6. Anyone can access (by registration process) the NETSCOUTERS platform and receive financial rewards for evaluating players.
Inclusion
Football for Children, football for everyone.

Football is a universal language of millions of children around the world. Football is not a matter of privileges, but of rights. As accredited by the Convention on the Rights of the Child, football is a universal language of millions of people around the world, including children and adolescents, regardless of their place of origin, language they speak or religion to which they belong.

Soccer is the most popular sport in the world. In many places, such as Europe or South America, football is much more than a game, it is a lifestyle. More and more children are signing up for soccer schools with the goal and dream of becoming a star of the so-called 'king sport'. The hobby is getting bigger and girls are also conquering spaces in this discipline.

Netscouters platform is about making sure everyone has a chance to be involved in football, regardless of age, gender, gender
reassignment, sexual orientation, marital status, race, nationality, ethnic
origin, color, religion or belief, ability or disability.

It is also about:

- Encouraging and increasing the involvement of groups at all
  levels of football by recognizing that inequalities exist and (by)
  taking action to address them.

- Making opportunities available where currently there are few
  available.

- About using the power of football to build a better future, in
  order to achieve these objectives.
Social Inclusion

One question always arises when the phrase ‘Social Inclusion’ is mentioned - what exactly does it mean?

Answer – it is the positive steps an organization can take to combat the risk of individuals or communities being excluded from mainstream society for reasons such as:

- Unemployment
- Low income
- Poor housing
- Family conflict/breakdown

The complete list is very extensive but the above factors can combine into a downward spiral which leads to further marginalization – and often the creation of areas of deprivation, whether in cities or rural areas.

On the positive side, largely because of its multi-level appeal, there’s arguably no sport better placed than football to reach out to the socially-excluded.

For this reason Netscouters is collaborating with national and International foundations that help clubs and city organizing activities that are mitigating the problem by collecting material and funds.
The Problem

Amateur Football Club and Their Academies

To a large extent, the current organization of Amateur Clubs works thanks to the contribution of their directors and player’s parents that, in a disinterested way, contribute to carry out the projects.

It is also true that this contribution is the result of a decision adopted freely and without economic consideration, it is an activity not derived from any obligation and provided free of charge.

If we added the possible situation of absence of subsidy, as the main cause, we can say that the situation of amateur Clubs is unsustainable everywhere.

And we must not forget that they are the main professional football leagues “Providers”.

Amateur Club Costs

As explained in the previous section, the Amateur Clubs have a series of expenses that are necessary to develop their activities.

This need, to cover their budget, is the main premise that forces them to fight every day to achieve uncertain income, since many cases depend on variable items such as the attendance of the public to a match, the collection of advertisements on the match field or promised subsidies that do not arrive, etc., when it would be logical that their efforts have to focus on purely sports work.
Amateur Clubs, in order to develop the training of their players, need well prepared coaches, sports material, and expensive infrastructure to maintain and a series of additional services that imply high costs both for training and to compete.

In these last years, thousands of clubs have had to close due to costs they cannot sustain, and in some cases leaving hundreds of kids without practicing the sport they love.

In certain parts of the world, due to extreme poverty, it is unthinkable that there are no football clubs for children to play in.
The Netscouters’ Platform

The Value of a Decentralized Market

NETSCOUTERS PLATFORM is a decentralized and transparent marketplace of Players and clubs based on Tokens. The decentralization of amateur football in our platform marketplace will help to ensure that Amateur clubs, with their youth activities, has access to global financing.

With our platform, Amateur clubs will be able to receive support from investors, Brands and Professional Football Clubs.

It doesn’t matter if an Amateur club is from USA or any other country. Doesn't matters if investors, Brands or professional Clubs are from Australia, Argentina, Japan or any country around the world.

We will make it available for everyone in a sustainable way and without the need to invest large sums of money and creating an independent Eco system based in a distributed, meritocratic, transparent and unified block chain platform.

The Football Market needs to be democratized; a very big part of investments goes to Professional world, so our platform could solve the problem by allowing Amateur clubs to receive a yearly income.

The blockchain decentralization power allows NETSCOUTERS PLATFORM to offer to worldwide Amateur clubs an opportunity to receive income to manage without problems their yearly budget.

Platform’s "external actors" (Brands, Professional Clubs and Agents and general users) can help Amateur Clubs to stay on the platform
and earn money by following their players’ activities in a more professional way.

As Netscouters platform is a pay per use system, there will be a possibility that external investors finance club setup fees, in return, Amateur Clubs give them a percentage of their annual income, generated on the platform according to their performance.

Our model provides all users the ability to buy and sell or spend their tokens on the NETSCOUTERS marketplace.

Using “smart-contracts” of different types, platform will empower and enhance sponsorship.

For example, an investment using a smart-contract in which a club or a single player offers a commission return in exchange for an upfront investment (platform use fees).

NETSCOUTERS will offer Amateur Club, Brands, Agents and Prof Football Clubs a blockchain, smart-contract based platform where player’s profiles and their activities with current achievements performances will be posted for consultation by all.

Any kind of user will be able to use our NETSCOUTERS PLATFORM and obtain important incomes as part of player’s performance evaluation process.
Why Blockchain?

Powerful Global Community
Broader international networks of clubs and players are built. They are highly motivated as token holders, do not raise overhead costs, earn money managing their activities in a more professional way and contribute to the community success.

No Need for Third Party
Blockchain eliminates counterparty risk. Users can trust that transactions will be executed exactly as the protocol commands (e.g. Club will receive their bonus for every followed player).

Eliminating Middlemen
Advertising agencies can be partially replaced by the global promoters’ network who bring contracts.

Higher Transparency and democratization
Brings more transparency and democratization of football worldwide economics.
Faster Transactions

Interbank transactions can take days for clearing and final settlement. Blockchain transactions reduce transaction times to minutes and are processed 24/7.

Lower Transactions Costs

By eliminating third party intermediaries and overhead costs for exchanging assets, blockchain greatly reduces transaction fees.
The Netscouters’ Opportunities

Opportunities for the Club

We give the opportunity to amateur clubs to extend their annual budget by only focusing their efforts following with a more professional way their most important assets, their players.

With NETSCOUTERS platform they will get extraordinary results not only in term of finance but also will be able to follow players with a powerful tool that analyses player’s activities generates statistics and promotes the best to professional Clubs.

What opportunity could the club identify?

- They can manage a budget that allows them to cover costs such as:
  - Transportation
  - Official equipment
  - Infrastructure maintenance
  - Supplies
  - Compensation coach expenses
  - And all that daily based activities that are generating costs

What they have to do differently?

What they have to do is simply following their player using NETSCOUTERS platform. And what does it mean?

- Upload players data
Upload player videos

Evaluate their Players (Platform will provide an area where players will be evaluated according to technical, physical and psychological criteria.)

Evaluate others club Players

Download, if they want, entire matches’ videos.

What results will they achieve?

Every activity will be rewarded with tokens (OUT OutCoins).

NETSCOUTERS will allow Professional Clubs, Agents and sponsor to see players profiles in a pay per view way. In this case Amateur club will receive directly 70% of fees that has been paid to see profiles.

Brand can introduce advice in player’s videos. In this case an Amateur club will receive directly 70% of fees that has been paid to introduce advice.
Match video will be showed in a new Club Channel (offered by platform) in a pay per view mode and also in this case clubs will receive 70% of fees that have been paid for watching the match.

We are calculating that, following Players in this way, club can reach up to 714 OUT (OutCoins equivalent to €50) for each player, (or more per month. (8.500 OUT or €595 or more per year per player)

What resource will clubs need to do this?

There will be different way to follow players during their activities:

- Computer/mobile and Internet connection
- Empowering parents to follow their Kids in the platform
- Team coach
- Dedicated full time person  (Netscouters could dedicate a full person time to the club for the first year)
How it Works

Club

Taking a look at the rewards table as described later in this document, taking as example a club with 200 young players we can make a quick calculation:

1. Platform’s subscription fees are 714 OUT (€50) per player.
   *(Could be financed from Investors Netscouters fund that will allow no costs to use the platform for two years)*

2. Club Platform Setup costs = 714 x 200 = 142.800 OUT (€9.996)

3. Considering an average of 714 OUT (€50) per player per month since not all players generate the same fees (someone more someone less)
   
   ⚽ Up to 714 OUT per player per month = 714x200= 142.800 OUT (€9.996)

   ⚽ Up to 142.800 OUT per month in one year=142.800x12= up to 1.713.600 OUT (€119.280)

4. Club spend 142.800 OUT (€9.996) and earn 1.713.600 OUT (€119.952)

With this amount, Club can cover every kind of costs for all the duration of the season.

We also must not forget that Professional Clubs will have access to the platform to be able to see and analyze the statistics that the platform will automatically generate about its best players, so clubs will be able
to present their best players to a Professional Team without intermediaries.

*In case Club platform setup cost will be financed from Netscouters or Investors, the club or player will accept to return the 20% of the amount earned at the end of the two financed seasons.

In this case borrowed Tokens will be blocked for first year, clubs have to demonstrate a serious way to work following player. All other token earned will be available to use.

**Opportunities for Single Players**

(Or anyone that want to introduce and follow a player)

- Single player can use the platform as a club can do.
- He would have to promote himself and accept the community evaluation.
- He would be able to earn money that could serve to support his career, or used within the community.

Players have to pay a year platform fees to get in and follow the evaluation process (same Club player following process) and start to earn money.
There are 2 options for single player:

1. Pay year fees and he will get all the money (OUT OutCoin) he earns.

2. Adhering to a platform financing plan, so in this case he has to give 20% of his yearly earned amount.

We also must not forget that Professional Clubs will have access to the platform to be able to see and analyze the statistics that the platform will automatically generate about its best players, so clubs will be able to present their best players to a Professional Team without intermediaries.

**Opportunities for Investors**

Club Investment takes the same concept as described for single player investment.

Amateur club will have to pay an amount of €50/player to use NETSCOUTERS platform.

Due financial issues we described in this document, Clubs could have big problems to subscribe all their players in the platform.

What we offer to investors is the possibility of financing the subscription of club players to the platform (ICO).

In return, the clubs shall adhere to give to investors the 20% of the profits they earn by following the players in NETSCOUTERS platform.
Investors will be guaranteed the return of investment through security tokens they will have at the end of season. (Look at the example in a forecast sheet)

Tokens used for Platform club’s up that are financed, will remain locked for the first year, in the event of not seeing sufficient efforts by the club to generate earnings by following the players.

**How it Works**

Platform’s subscription fees are €50 per player.

**Start of Season Scenario (**)**

Investors give a total of €50,000 for general club/players Platform subscription.

With this amount, we can subscribe 1,000 players, which mean 5 Clubs with 200 players each. (Or 200 single players)

According to what we described before about player following and evaluation process in the platform. Club could earn up to €100/month/player.

Club has 200 players, if we calculate an amount average of €50 for players (some player earns more and some player earns less) we can calculate:

1) Month amount: 200 x 50 = €10,000 for club

2) Year amount: 10,000 x 12 = €120,000 for club

3) Year amount for clubs: 120,000 x 5 = €600,000 for 5 clubs that has received investor fees funds.
In accordance with initial smart contract, clubs agree to give a 20% of their profits to their investors so: 20% of €600.000 = €120.000

Investor invests €50.000 and gets €120.000, giving up big Return of Investments.

The 5 clubs earn €600.000 that have to be spent in Netscouters platform using our providers that will accept (OUT Outscoin).

(**)All earnings will be done in OUT OUTscoin Tokens
Opportunities for Brand and Sponsors

How it Works

Advertisers save on the costs of intermediaries and always have accurate and transparent statistics.

Advertisers may upload on the platform their advertising video that promotes an event, a website, a product or a service, by indicating in the settings a cost-per-view and by targeting based on audience country, city and age.

Advertisers may add their banner or a short promotional video for up to 30 seconds to appear in the videos that are listed as free to view by their uploaders.

Advertisers may add an advertisement that promotes a specific product or a service, to the OUT marketplace, along with a text description, technical characteristics and price.

The video will be shown to users that have access to the platform. A reward, specified by an advertiser in the settings, will be added automatically to users’ wallets for each unique viewing of the video.

It is possible to choose targeting based on audience country, city and age. Both the Club/player that upload the video where the advertisement is displayed, and the user who watches the video, will automatically receive a reward specified by the advertiser for each unique ad view. The Club receives 60% of the cost per-view, and the user receives 20%.

Users can buy the product or the service advertised in the video, by clicking the “Buy” button and paying OUT tokens directly from their wallets to the wallet of the advertiser. Club/player will receive a commission established in the setting from advertiser for the product sold using his video.
1. Brands and sports sponsors will be able to sell their products directly in our community, which will be made up of millions of young people from all over the world.

Our platform will be open for all that Brands of sports equipment, but also different products such as construction of sports infrastructure, maintenance, rental of vehicles for transporting the teams, petrol, etc.

Every transaction will be done directly from club/player wallet to brand wallet in OUT COINS

2. Brands will be able also to sponsor a club and make an investment (see at opportunities for investors) or/and print they brand name on club team shirts.
Opportunities for Professionals Clubs, Agents and Sponsors

How it Works

Big Data

Big Data makes it possible to study and intelligently scan millions of bytes of information. The use of Big Data allows NETSCOUTERS to put certain data into relevance and turn it into useful information. We talk about real-time information about Players under technical, physical mental, and tactical points of view.

- Professional Clubs will be automatically informed about the best players resulting from the evaluations. The system intelligently reminds players analyzed in the past and automatically sends alerts about changes made by the new community’s valuations.

- Agents will be able to see the same statistics about the best players and decide if they should represent them.

- Brands will be able to be a sponsor of new generation of player’s stars.

All of them will be able to choose to see videos without advertisements.
Opportunities for General Users

The opportunities for a user who participates as invited to the evaluation activity of the platform are different:

- Possibility to earn money giving an objective evaluation to the players
- Possibility to earn money by presenting a friend who participates in the activity of the platform
- Buy from the platform vendors using the crypto platform currency

How it Works

Users are rewarded for viewing videos and evaluate players. User attention is the most valuable resource on the NETSCOUTERS platform, and it is rewarded.

Users can watch free videos with ads embedded in them and automatically receive in their wallets 20% of the cost-per-view specified by the advertiser.

Users can watch premium content on a pay-per-view basis, or pay a subscription fee for a daily, weekly, monthly or yearly access.

Users can buy the goods and services, advertised in the videos and from Netscouters platform providers, pay sellers with OUT tokens directly from their wallet.

WE WILL SEND AN AIRDROP OF 3,000,000 OUT TOKENS DISTRIBUTED BETWEEN PLAYER’S PARENTS THAT START TO BE CONSIDERED “GENERAL USERS”.
## Platform Rewards

### Club or Player Reward Analysis on Netscouters Platform

<table>
<thead>
<tr>
<th>Rewards</th>
<th>Who Pays</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation</td>
<td>Netscouter’s Platform</td>
<td>To be decided</td>
</tr>
<tr>
<td>(Seeing entire video footage will be mandatory)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Download</td>
<td>Netscouter’s Platform</td>
<td>To be decided</td>
</tr>
<tr>
<td>Visits to the player’s profile and statistics</td>
<td>Professional team, Fifa agents, Sponsor or brands</td>
<td>70% for club or player, 30% for platform</td>
</tr>
<tr>
<td>Brand advise</td>
<td>Brand, Sponsor</td>
<td>60% for club or player, 20% for platform, 20% for General user</td>
</tr>
<tr>
<td>(on player’s video footage or profile)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Match</td>
<td>Netscouter’s Community</td>
<td>70% for club or player, 30% for platform</td>
</tr>
<tr>
<td>(pay per view)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General user</td>
<td>Club or player</td>
<td>20% of advises value their see in the video</td>
</tr>
<tr>
<td>(for evaluation process)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For products sold through the video uploaded</td>
<td>Brand</td>
<td>% of production established from brand</td>
</tr>
</tbody>
</table>
Collective Intelligence

General Users

The concept of collective intelligence is driven by NETSCOUTERS. In this phenomenon appear new forms of relationships, in which clubs become creators. There is therefore a great deal of freedom to contribute to content on the network, and therefore users themselves collaborating and contributing with new data to the growth of the club.

In this way, it expands the base and the collective intelligence target that is the recognition and mutual enrichment of people, evolving collective intelligence much more than intelligence personnel.

Now with a decentralized Blockchain system even users are paid to participate and generate content.
Digital Advertising

Football is one of the most followed sports online, with YouTube dominating views for football related video content, followed by Facebook video, and Vine. In a new report from Tubular, football scores a huge number of goals in terms of views and engagement:

- Football-related video content generated 37 billion views across the major social video
- 70% more soccer videos were uploaded to YouTube than Facebook
- Branded football content attracts 22% more views than the average category
- UK Premier League YouTube “fan channels” today are growing 3.6X that of Premier League official club channels

Branded Football Videos: More Views Than Average

Along with all the user-generated content uploaded to YouTube, branded football videos also perform fantastically well generated an average of 22% more views than other types of branded videos.
However, there are still many opportunities for brands to benefit from creating football content, especially around ‘Best of’ player compilations. Brands could also try to connect with an incredibly passionate audience by producing videos that combine soccer, entertainment, and comedy for the maximum impact. Brands will also find a goldmine of opportunities in working with influencers in the vertical. Collaborating with creators who have already established an engaged audience can increase a brand’s visibility and reach.

More Statistics

According to eMarketer predictions, global advertisement spending is projected to rise faster than previously expected, growing by 8.8% in 2018 to $642.9 billion. The growth is largely due to increased digital advertising activities.

Total media ad spending is expected to rise to $724.1 billion in 2020, represented by digital ad spending for 46%. Strong demand for digital advertising, particularly mobile, will be the main driver for spending increase. The top five advertising markets worldwide; the US, China, Japan, UK and
Germany - will continue to dominate in 2018 and the succeeding forecast years. Display advertising, or banners, is without doubt the mostly used marketing channel. These are images containing advertising content positioned in several spots in the web pages. Given their traceability characteristic, these ads enable the companies to analyze the performance of their campaigns and to track their marketing spending.
Video Streaming Platform

NETSCOUTERS marketplace will use an advanced integrated video streaming platform that can allow Amateur Clubs to have their own channel (pay per view or streaming) that make contents. Monetize their content behind a paywall, integrate Google DFP for advertisement insertion, or gather valuable data from viewers using lead capture.

- Platform can get Amateur Club fans to the game from anywhere in the world.
- Platform helps Amateur club to engage fans beyond the big game through press conferences, athlete interviews, behind-the-scenes video, and more.
- Highlight their live event streams with high-quality graphics, scoring, and animations.
- An end-to-end system ensures ease-of-use and reliability.
- Tracking & Analytics Monitor audience engagement using our proprietary Analytics platform.
- Monetization Create new revenue streams for Amateur Club or league.
- Fan and Viewer Analytics and Chat Embed Video Anywhere
External Pay per View User

(Professional Clubs, Agents, and sponsors)

- Professional Clubs will be automatically informed about the best players resulting from their evaluations. The system intelligently remembers players analyzed in the past and automatically sends alerts about changes made by the new community’s valuations.

- Agents will be able to see same statistics about best players and decide whether to represent them.

- Brands will be able to be sponsors of new generation of player stars.
**Forecast Analysis**

For the first two seasons, we have expected to reach the target to have 10% of the total of players of Italy, Spain and U.K. using the Netscouters platform.

With this percentage, we could move a huge number of OUTs, and Investors will have a huge ROI.

Tokens platform fees financed from Netscouters/Investors and used to setup players on the platform, cannot be used by clubs until they have earned at least the same amount.
### ITALY FORECAST

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of players</td>
<td>1,050,264</td>
<td>1,050,264</td>
</tr>
<tr>
<td>Target for the first season</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Number of Players on the platform</td>
<td>52,513</td>
<td>105,026</td>
</tr>
<tr>
<td>Setup Platform (Fees Financed)</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Total Financed</td>
<td>2,625,660</td>
<td>5,251,320</td>
</tr>
</tbody>
</table>

#### Calculation of player earnings

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Month per Player (Average)</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Players Total by Month</td>
<td>2,625,660</td>
<td>5,251,320</td>
</tr>
<tr>
<td>Players Total by Year</td>
<td>31,507,920</td>
<td>63,015,840</td>
</tr>
<tr>
<td>ROI%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>ROI</td>
<td>6,301,584</td>
<td>12,603,168</td>
</tr>
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<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL FINANCED (ICO)</td>
<td>20,000,000</td>
<td>20,000,000</td>
</tr>
<tr>
<td>TOTAL FOR CLUBS</td>
<td>31,507,920</td>
<td>63,015,840</td>
</tr>
<tr>
<td>TOTAL ROI (Investors)</td>
<td>6,301,184</td>
<td>12,603,168</td>
</tr>
<tr>
<td>Token Start Value</td>
<td>0,07</td>
<td>0,07</td>
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<tr>
<td>Token Final Value</td>
<td>0,32</td>
<td>0,63</td>
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Player’s data source [http://www.figc.it/it/106135/35556/Impianti.shtml](http://www.figc.it/it/106135/35556/Impianti.shtml)
### SPAIN FORECAST

<table>
<thead>
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<th>First Year</th>
<th>Second Year</th>
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<tbody>
<tr>
<td>Number of players</td>
<td>806,000</td>
<td>806,000</td>
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<tr>
<td>Target for the first season</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Number of Players on the platform</td>
<td>40,300</td>
<td>80,600</td>
</tr>
<tr>
<td>Setup Platform (Fees Financed)</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Total Financed</td>
<td>2,015,000</td>
<td>4,030,000</td>
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#### Calculation of player earnings

<table>
<thead>
<tr>
<th>By Month per Player (Average)</th>
<th>50</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Players Total by Month</td>
<td>2,015,000</td>
<td>4,030,000</td>
</tr>
<tr>
<td>Players Total by Year</td>
<td>24,180,000</td>
<td>48,360,000</td>
</tr>
<tr>
<td>ROI%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>ROI</td>
<td>4,836,000</td>
<td>9,672,000</td>
</tr>
</tbody>
</table>

| TOTAL FINANCED (ICO)          | 20,000,000 | 20,000,000 |
| TOTAL FOR CLUBS               | 24,180,000 | 48,360,000 |
| TOTAL ROI (Investors)         | 4,836,000  | 9,672,000  |
| Token Start Value             | 0,07       | 0,07       |
| Token Final Value             | 0,24       | 0,48       |

Player’s data source [http://www.rfef.es/competiciones/licencias](http://www.rfef.es/competiciones/licencias)
<table>
<thead>
<tr>
<th><strong>UK FORECAST</strong></th>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of players</strong></td>
<td>1,500,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td><strong>Target for the first season</strong></td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Number of Players on the platform</strong></td>
<td>75,000</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>Setup Platform (Fees Financed)</strong></td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Financed</strong></td>
<td>3,750,000</td>
<td>7,500,000</td>
</tr>
</tbody>
</table>

**Calculation of player earnings**

<table>
<thead>
<tr>
<th><strong>By Month per Player (Average)</strong></th>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Players Total by Month</strong></td>
<td>3,750,000</td>
<td>7,500,000</td>
</tr>
<tr>
<td><strong>Players Total by Year</strong></td>
<td>45,000,000</td>
<td>90,000,000</td>
</tr>
<tr>
<td><strong>ROI%</strong></td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>ROI</strong></td>
<td>9,000,000</td>
<td>18,000,000</td>
</tr>
</tbody>
</table>

**TOTAL FINANCED (ICO)**

<table>
<thead>
<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000,000</td>
<td>20,000,000</td>
</tr>
</tbody>
</table>

**TOTAL FOR CLUBS**

<table>
<thead>
<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>45,000,000</td>
<td>90,000,000</td>
</tr>
</tbody>
</table>

**TOTAL ROI (Investors)**

<table>
<thead>
<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9,000,000</td>
<td>18,000,000</td>
</tr>
</tbody>
</table>

**Token Start Value**

<table>
<thead>
<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>0,07</td>
<td>0,07</td>
</tr>
</tbody>
</table>

**Token Final Value**

<table>
<thead>
<tr>
<th><strong>First Year</strong></th>
<th><strong>Second Year</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>0,45</td>
<td>0,90</td>
</tr>
</tbody>
</table>

### Average Token value at the end of two years

<table>
<thead>
<tr>
<th></th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Players</td>
<td>167,813</td>
<td>335,626</td>
</tr>
<tr>
<td>Total player Income</td>
<td>100,687,920</td>
<td>201,375,840</td>
</tr>
<tr>
<td>ROI Investors 20%</td>
<td>20,137,584</td>
<td>40,275,168</td>
</tr>
<tr>
<td>Token Star Value (ICO)</td>
<td>0,07</td>
<td>0,07</td>
</tr>
<tr>
<td>Final price per OUTINV TOKEN</td>
<td>0,67</td>
<td>2,01</td>
</tr>
</tbody>
</table>
Netscouters Token Utilities

The funds coming from the ICO generate two types of tokens with the same value:

- ICO token (OutInv Coin) that will be delivered to investors and which will give the right to receive the commission (20% of annual club’s earning during 2 years) on the investments made for the clubs or players (Setup platform fees) and that will be distributed in proportion to the number of tokens in ownership.

- Platform Token (Out Coin) that will be used in a Netscouters Platform Market place.

OutInv Coin (ICO Token)

Here are examples of how NETSCOUTERS Investment coins (OutInv Coin) will be used:
Out Coin (Utility Token)

Here are examples of how NETSCOUTERS coins (Out Coin) will be used:

With Netscouters MARKETPLACE, Clubs will obtain important volume discounts for every product/Services bought to our community’s providers.
Netscouters Wallet

Every NETSCOUTERS platform user will have a simple hardware wallet that secures Crypto Coin and movements between them. Assets will be protected from hackers and thieves. Our Wallet claim to be virus and malware proof, this is because it will not have an operating system like phone or computer. The firmware will be 100% open source and works on PC, Mac, Linux, and Android.
Token Sale

Token Overview

NETSCOUTERS coins are utility tokens ERC20 based on Ethereum blockchain.

Two rounds of private sale will take place before the public sales. NETSCOUTERS ICO will start on October, the 1st and will run for four weeks or until the hard cap is reached.

100 % of all NETSCOUTERS Inv Coins will be available during the ICO event.

ICO Model

<table>
<thead>
<tr>
<th>Netscouters Token Symbol</th>
<th>OUTINV (Outinv Coin)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Token Standard</td>
<td>ERC 20 (Ethereum)</td>
</tr>
<tr>
<td>Token Issued</td>
<td>286.000.000 OUTinv</td>
</tr>
<tr>
<td>Tokens Available for ICO</td>
<td>286.000.000 OUTinv</td>
</tr>
<tr>
<td>Soft Cap</td>
<td>€ 7.000.000</td>
</tr>
<tr>
<td>Hard Cap</td>
<td>€ 20.000.000</td>
</tr>
<tr>
<td></td>
<td>Unsold tokens will destroyed</td>
</tr>
<tr>
<td>July –September, 2018</td>
<td>Private Sale (up to 50% Dto)</td>
</tr>
<tr>
<td>September, 2018</td>
<td>PreSale</td>
</tr>
<tr>
<td>October 01, 2018</td>
<td>The Nestscouters ICO</td>
</tr>
</tbody>
</table>

Ether will be accepted during the crowd funding with a minimum of 5 ETH.

1 OUT = € 0,07
TOKEN TYPOLOGY

Out coin (Platform Token) & Outinv coin (ICO Token)

Token Distribution

Outinv coin

100% (286 Millions of Outinv coin Tokens) of the total amount of tokens created will be available during the ICO event.

Out coin

430 Millions of OutCoin Tokens will be created for platform use

Outers coin Token Allocation Summary

50% will be dedicated to clubs platform setup

5% will go to our Team (team and partners) as remuneration for their support to our business and gain their total commitment.

7% will be provided to the advisors (include tax, accounting, legal, strategic, marketing and other advisors). 20% will be released every two months, to make sure they will be committed to the project as well as for a sufficient amount of time.

6% will be rewarded to our early investors (all that people that help us during our early stage private sale).

13% will be provided to contributors through private sale referrer and Bounty program

1% will be distributed between player’s parents, to start to generate “General User Community” (Airdrop)
18% will be used for Token’s swap with other ICO project this will guarantees more liquidity before and after ICO event.

**Token Lock-up Period**

We intend to lock the tokens for a fixed period to reduce the probability of a dump when NETSCOUTERS tokens hit the market, something that usually happens to most new tokens. Tokens assigned to the advisors will be locked for 2 months and token’s team will be locked for 12 months and made available proportionally.

The Token Lock-up schedule reflects a fair incentive based schedule. The token release schedule incorporates the role each participant plays and the value they bring to the project and ensure the participants implementing the project are engaged for longer term on the project.

Early investors are rewarded for their early strategic support to the project by unlocking a portion of their tokens. At the same time, Public sale investors have 70% of their tokens locked for 18 months to ensure they are engaged with the project until at least a first version of the Platform will be available. Token Lock-up period starts at the official end of the ICO, each lock-up period begins when the previous one ends.
## Token Holder Lock-Up Period Schedule

<table>
<thead>
<tr>
<th><strong>Token Holder</strong></th>
<th><strong>Lock-Up Period Schedule</strong></th>
<th><strong>%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Netscouter Platform Club’s fees</strong></td>
<td>🌍 Unlock for club that pay platform setup fees</td>
<td></td>
</tr>
<tr>
<td></td>
<td>🌍 Unlock 100% after 12 Months for club that choose to finance setup fees</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>🌍 Unlock 40% after 12 Months</td>
<td></td>
</tr>
<tr>
<td></td>
<td>🌍 Unlock 40% after 12 Months</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>🌍 Unlock 20% after 12 Months</td>
<td></td>
</tr>
<tr>
<td><strong>Team</strong></td>
<td>🌍 Unlock 30% after ICO</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>🌍 Then unlock 20% every 3 months</td>
<td></td>
</tr>
<tr>
<td><strong>Early Investors</strong></td>
<td>🌍 Unlock 20% after 2 months</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>🌍 Than unlock 20% Every 3 Months</td>
<td></td>
</tr>
<tr>
<td><strong>Advisors</strong></td>
<td>🌍 No lock-Up</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Refers and Bounty program</strong></td>
<td>🌍 Unlock After 6 Month</td>
<td>1%</td>
</tr>
<tr>
<td><strong>General User Community (Airdrop)</strong></td>
<td>🌍 3 Months lock-Up</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Use of Funds Allocation Summary

The funding will be allocated to multiple aspects of the project. The largest part will serve for developing the NETSCOUTERS platform and the Marketing and Community Building, but we also need a budget for supporting activities.

- 35% marketing and community building
- 6% Advisors
- 7% Legal
3% Management
14% Build Platform organization
35% Development and Infrastructure

Use of Funds Details

Development, IT infrastructure & security

A main part of our budget will be allocated to development. Since software development requires mostly the labour of skilled employees this part of our budget will be used to pay for our software developers and analysts. Funds will be used so that the appropriate security and IT infrastructure is made available to ensure software delivery from the testnet to the mainnet with utmost quality and in a timely manner.
Marketing & community building

NETSCOUTERS is a unique blockchain project that requires hands-on involvement of ensuring that the impact of decentralization is effective with a strong sense of community. To this effect, we have to ensure that enough funds are allocated to the outreach of local, regional, national and international communities around the world. The marketing budget will be used to create awareness and engagement of the possibilities of our platform.

Build platform organization & Management

Given the local and international nature of the outreach it will be vital for NETSCOUTERS to have the right personnel at every level (both Managements and Operation) in the office and on the ground at strategic intersections of Clubs or specific sports and countries (e.g. Basket or Baseball in U.S.A., or Hockey in Canada etc.). This is both a labor and capital-intensive endeavor.

Advisor and Legal

The budget allocated to operations is to run the supporting organization, to rent the office space and equipment, have proper means of communication, provide a level of support to the platform user, etc. Also, ensuring NETSCOUTERS has the right legal contracts with suppliers, players, and clubs on an ongoing basis.
Project Providers

Our Marketplace will be served by different suppliers and Sport brands such as Adidas, Puma, Nike, etc.

Important international brands also among sport facilities as: field installation and maintenance etc.

General suppliers for the daily needs of football facilities such as: Vans Renting, gasoline selling, power suppliers etc.

Our streaming platform will be provided by an important global brand that is LIVESTREAM.
Roadmap

Achievement

First web based version has been released by the end of 2017. ([www.netscouters.com](http://www.netscouters.com))

We already have Hundreds of kids on it, but everything is going to change.

You will be able to see our prototype using:

http://www.españa.netscouters.es/home.php

Unforgettable milestones characterized the story of Netscouters in the last 3 years, but the future is yet to come with new goals to be achieved.
Team

Board Member

Damiano Lino
Funder CEO
Entrepreneur DataLock
Alumni McKinsey & Co Spain

Massimiliano Adami
CoFunder
Football Technical Director Ex Football Professional Player Como Italian Serie A

Roberto Adami Adami
CoFunder
IT Marketing Director

Richard Post
CoFunder
CIO Entrepreneur IT Application development Alumni McKinsey & Co Holland
PROJECT TEAM

Frederick LeBrun
Marketing Entrepreneur at Henzo
Project Marketing Manager

Rolando Gorgoglione
Argentina second Division Coach
South America Project Manager

Cristian Adami
Ex Football Professional Player
Turin Italian Serie A Football
Project Manager

Antonello Vasciarelli
Profesional Freelance Scout

Juan Manuel Ortiz
Scouts Manager S. Fernando
C.D Spain Third División

Álvaro Asenjo
Blockchain Platform Manager

Waheed Rahuman
Blockchain Development Manager

Yacine Hamdada
Crypto Expert

Juan Carlos García
CFO
Advisors of Board Member

Nicolò Lino
Blockchain Mobile Platform Development

Flavio Crinelli
Web Marketing Manager

Francisco Hernandez Marcos
Digital Marketing & Business Advisor
Ex. Real Madrid Digital Strategy
Director Alumni McKinsey & Co

Stefan Bergström
Business Strategy & Investor

Mauro Andriotto
ICO Advisor, Andriotto Financial Services

Danny J. Christ
Business Development, Strategy, Execution
AML/CTF Policy

Introduction and scope

There is a risk of NETSCOUTERS services being used to launder money and finance terrorism. In anticipation of falling under the Anti-Money Laundering and Counter-Terrorism Financing (‘AML/CTF’) laws and regulations, NETSCOUTERS may follow what is required of a reporting entity today. This involves putting training, processes and systems in place to identify, manage and mitigate the risk. We do this to protect NETSCOUTERS’s reputation, to comply with relevant laws and to be a good corporate citizen.

What is money laundering?

Money laundering is the process of hiding or disguising the source of illegally obtained (“dirty”) funds to make them appear legitimate (“clean”).

Money laundering reduces the risk of detection and confiscation by authorities. It is just as serious as the criminal activity behind it – and preventing it can help reduce crime.

What is terrorism financing?

Terrorism financing differs from money laundering in 3 main ways:

1. Its primary purpose is to disguise the ultimate use of the funds, as opposed to their origin.

2. It can involve relatively small sums of money, which can have a huge impact in terms of death, destruction and disruption.

3. Although terrorists may finance their activities through crime, legitimate funds can also be misappropriated to finance terrorism.

What is customer/member identification?

The AML/CTF Act provides a list of ‘designated services’, such as opening an account. Before receiving any of these designated services, we are required to know our customer...
(KYC) by having a record of the member’s name, residential address and date of birth. We may use a Spain Government approved verification system to verify our members.

**What is suspicion?**

Money laundering and terrorism financing (‘ML/TF’) are sometimes detected because a member acts or behaves in a suspicious way.

For a ‘suspicion’ to be valid, we must have reasonable grounds to believe ML/TF activity may be occurring. To support this, employees receive training in identifying and reporting suspicious matters.

**Reporting**

We may also report the following information to Spain's AML/CTF regulator, if any activity is regarded as suspicious:

- Transactions with a cash component of a $10,000 or more;
- Electronic transfers of cash funds into or out of Spain; and
- Any transactions or other activities regarded as suspicious.
Disclaimer

This document has been prepared solely for use in connection with the proposed offering and sale of tokens by NETSCOUTERS (the “Offering”).

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Each prospective purchaser of Tokens is solely liable for any tax obligation under the legislation of its country of residence or incorporation and any other applicable legislation it is subject to.

The purchase of Tokens may involve special risks that could lead to a loss of all or a substantial portion of the purchase amount.

The purchase of Tokens is considered speculative in nature and it involves a high degree of risk. The Company does not represent, warrant, undertake or assure that the Tokens are defect/virus free or will meet any specific requirements of a prospective purchaser. You should only purchase Tokens if you can afford a complete loss. Unless you fully understand and accept the nature of and the potential risks inherent in the purchase of Tokens you should not purchase Tokens. Please refer to the definitive Offering Document for a full list of risks.

Certain statements in this document, including those related to the Offering, constitute “forward-looking statements”. These statements, which contain the words “anticipate”, “believe”, “intend”, “estimate”, “expect” and words of similar meaning, reflect the Issuer’s beliefs and expectations and are subject to risks and uncertainties that may cause actual results to differ materially.

These risks and uncertainties include, among other factors, changing business or other market conditions and the prospects for investment and growth anticipated by the Issuer. These and other factors could adversely affect the outcome and financial effects of the plans and events described herein. As a result, you are cautioned not to place undue reliance on such forward-looking statements.

The Issuer disclaims any obligation to update its view of such risks and uncertainties or to publicly announce the result of any revisions to the forward-looking statements made herein, except where it would be required to do so under applicable law.