



jetcoin institute

EMPOWERING FANS AND DISRUPTING THE WORLD OF **SPORTS** AND **ENTERTAINMENT**

Jetcoin Institute: Presenting a unique solution enabling anyone to launch the careers of tomorrow's superstars and gain from their success.



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Abstract

Jetcoin Institute was founded based on a novel endeavor to empower individuals across three major fields: sports, music and media. Moreover, the Institute has also introduced a new form of crypto-currency—“Jetcoin.” Talented individuals seeking a music, sports or media career, as well as related projects, can be proposed or sourced via the Institute’s website or by referral.

Individuals backed by Jetcoin will afford a portion of their image rights to the Institute in return, which Jetcoin holders can then purchase through the Jetcoin solution. As individuals mature within their respective fields, they generate revenue that is distributed to Jetcoin owners.



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The Marketing Behemoth

With millions of dollars constantly pumped into sporting, musical and media events and the explosion of both TV and the Internet, sportspersons, musicians and media persons are apt to become celebrities and "stars." Whenever money is involved, smart individuals see a business opportunity.

The result?

A literal management business boom. Such companies, also referred to as "talent management companies," are responsible for handling every aspect of their clients' professional lives: including negotiating and signing contracts, engaging in brand endorsements, participating in events and live shows, and even speaking to the media. In return, they pocket handsome fees for themselves and their stakeholders.



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Sports Stars

Firms featured on the 2017 Forbes' list of the best sports agencies have collectively negotiated player contracts to the tune of more than \$43 billion. In doing so, they have netted a cool \$2.1 billion in personal commissions [1]. Sports stars are household names whom companies recognize for their marketing and endorsement potential, second only to playing their sport. Today, these athletes earn more income using their name, image and likeness to sell brand products than they do from their professional sporting contracts.



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Music Management

The world of music management is even more dubious. Even with an overabundance of natural talent, an artist has, maybe at best, a 50% chance of making it big in the world of music and entertainment [2]. Dishonest managers, underhanded record label execs and deceitful lawyers can make life miserable for artists. Even with the benefit of honest managers, artists must pay a commission around 15-20%. This represents a percentage of any earnings they generate with help from their managers.

Famous examples of dishonest music manager practices are well-documented. Elvis Presley's manager, Colonel Tom Parker, literally ripped off the King towards the end of his career when he raked in 50% of the artist's earnings. Billy Joel's manager robbed him of \$30 million, and more recently, Beyonce gave the boot to her father and manager Mathew Knowles after he stole her money [3].



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Today's Talent Market

In today's frenetic economy, the vast majority of talented individuals depend on established management companies, agents and managers who exploit their rights and revenue, and in some cases, charge exorbitant fees that often leave them on the verge of bankruptcy and force them to give up their dreams in order to survive economically. Many people know the story of boxing legend Mike Tyson, who filed for bankruptcy and a \$100 million lawsuit against his former manager and promoter, Don King, for stealing millions of dollars [4]. While Tyson and many other superstars lose money after retiring from their sport, imagine thousands of people with rising talent who management companies possibly rip off as well.

The marketing behemoth, however, keeps on rolling, churning out countless amounts of money and increasing wealth while dashing the dreams and aspirations of many others.



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Can this System Open Up to Fans?

It is no secret that sports and music celebrities would be nothing if not for their billions of fans around the world. Beyonce cannot perform in empty venues, Neymar cannot play in a match without spectators and Federer cannot compete without fans in attendance. These stars become stars due to their fans, who are passionate about sports, music and the celebrities they follow.

While it is the fans who drive the economics of celebrity marketing, they have no say when it comes to what the stars do, where they play and how they perform—meaning that no fan directly gains any tangible value from the success of his or her idols. Yet, could fans become involved in the success of these stars in a truly democratic, open way moving forward?



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Jetcoin Institute:

Enabling a New Entertainment Ecosystem 10

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





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Jetcoin Institute:

The Concept

The concept of Jetcoin Institute is breathtakingly simple to understand and appreciate, yet revolutionary in scope. The Institute finds new, raw and exciting talent and buys a portion of their image rights. These individuals—hailing from sports, music or media industries—go on to become Jetcoin Champions. At the heart of the Institute is its cryptocurrency (Jetcoin [JET]) and interactive multimedia NFT technology. Fans purchase NFT cards of emerging talents and stand to gain JET tokens based on the success of their Champions.





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Jetcoin Institute:

The Jetcoin Solution

The Jetcoin solution is unique for two reasons. First, it enables rising stars to focus on their careers while providing the ability to generate revenue for Jetcoin owners. By sharing their successes with their fans, these individuals boost the value of Jetcoin and enable the Institute to fund more talent. Likewise, using Jetcoins to purchase image rights rewards investors as they both support and share in the success of an ecosystem of talented individuals in their quest to become successful athletes, artists, filmmakers etc. within our modern society. Each time an artist or athlete lands a brand endorsement deal for a campaign or TV commercial, for example, the percentage assigned to Jetcoin Institute is deducted from his/her fee and distributed to users based on their slice of the pie. Ultimately, these role models will ensure the longevity and growing value of Jetcoin.





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Empowering Tomorrow's Champions

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

Jetcoin challenges the status quo, as fans are no longer passive spectators consuming content but instead actively help transform promising athletes and artists into global stars while benefitting from the windfall in the process.

While possessing natural athletic or musical talents cannot guarantee success in the traditional ecosystem, Jetcoin Institute represents a truly democratic way to endorse rising talent. While the Institute itself scours the globe to fund exciting new talent, fans themselves can help a talented musician or athlete contend to become a Jetcoin Champion. If additional people support this individual who shows promise to reach greater heights, all advocates benefit along the way.

In this new, revolutionary ecosystem, talent is deified, and any individual can rise to meteoric heights using the Jetcoin solution and support from his or her fans.



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Jetcoin Institute's Business Model

Jetcoin has developed unique NFT technology to support talent using a crowd-funding strategy.

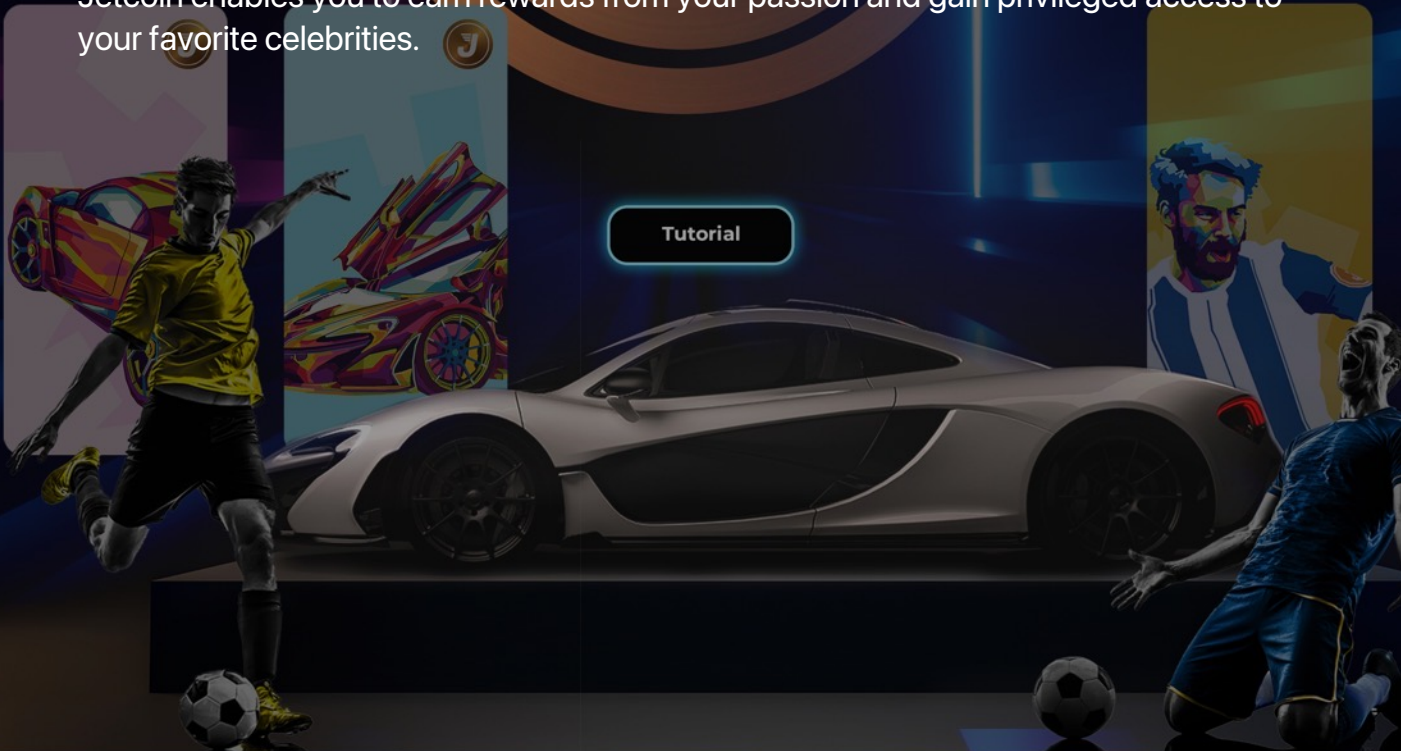
A non-fungible token (NFT) is a unique and non-interchangeable unit of data stored on a digital ledger (blockchain). NFTs can be associated with easily reproducible items such as photos, videos, audio, and other types of digital files as unique items (analogous to a certificate of authenticity). NFTs use blockchain technology to provide public proof of ownership. The lack of interchangeability (fungibility) distinguishes NFTs from blockchain cryptocurrencies such as Bitcoin.

JET NFT cards boast unique features that you can view with the JET NFT viewer ("jetnft.com").

Furthermore, JET NFT cards feature interactive content (text-photos-videos) that can be updated and airdropped. In the foreseeable future, some JET NFT cards will hold rewards at purchase or be airdropped a later time.

The Jetcoin (JET) token is both an ERC-20 and BSC token built on the Ethereum and Binance Smart Chain Solution.

Jetcoin enables you to earn rewards from your passion and gain privileged access to your favorite celebrities.

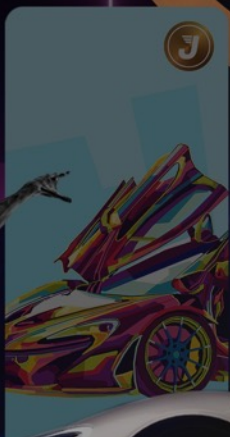
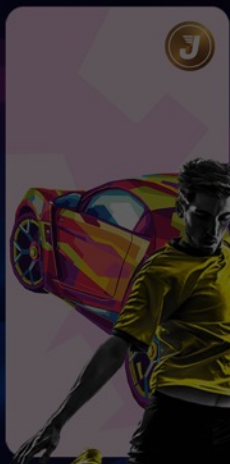
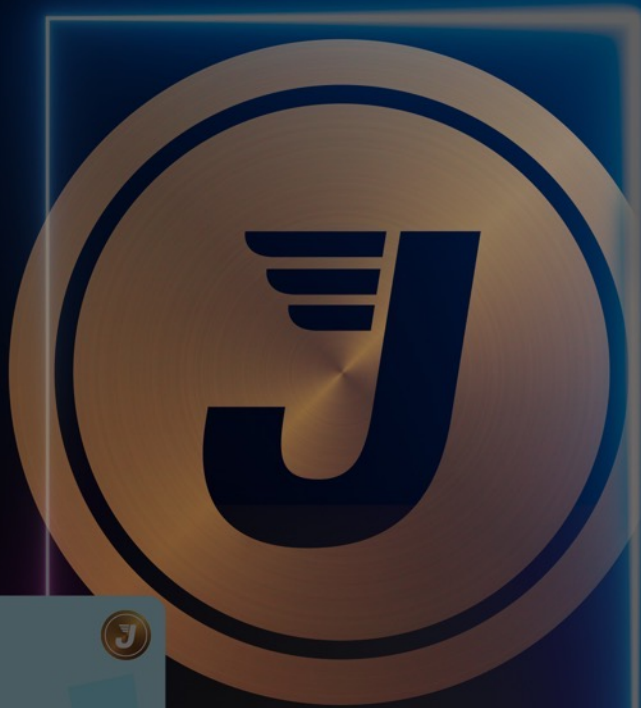




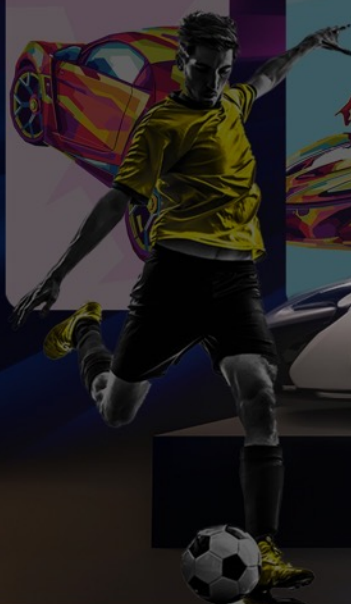
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Initial Talent Offering

Jetcoin Institute creates a series of JET NFT cards only after signing new talent. Up to 70% (minimum 50%) of NFT sales revenue is allocated to talent development. Depending on the budget required for efficient talent marketing and branding, the Institute issues the NFTs necessary to raise the funds required to implement career plans. This is what we call the ITO, or Initial Talent Offering. In addition to their unique features, JET NFT cards from emerging talent



Tutorial

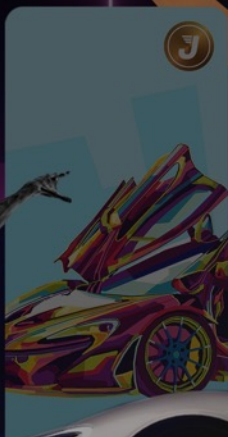
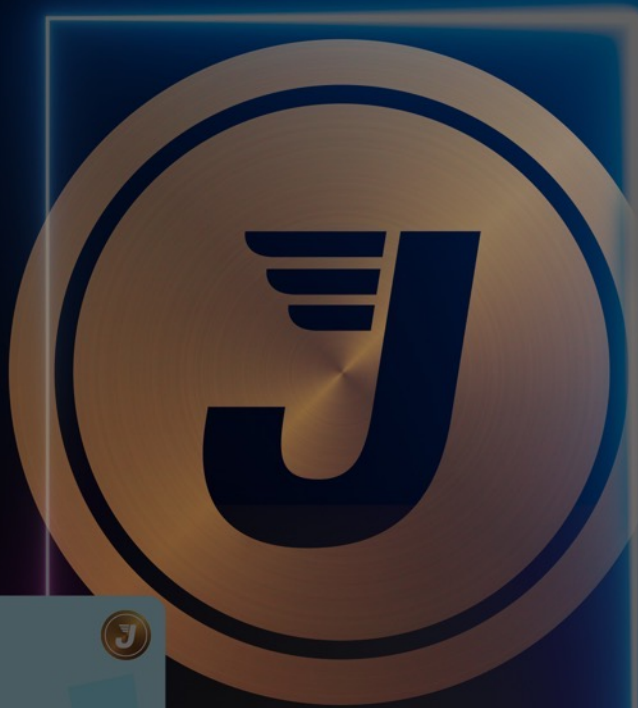




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Assigning and Releasing JETs

Jetcoin Institute is the only entity responsible for issuing JET, the schedule of which is based on talent image rights and merchandising revenue; when revenue is generated, Jetcoin Institute purchases JET from the market or its reserve (based on community approval), airdropping to said talent's JET NFT cardholders accordingly. When Jetcoin Institute signs a deal with a talent, it secures a percentage of his/her image/IP rights.



Tutorial



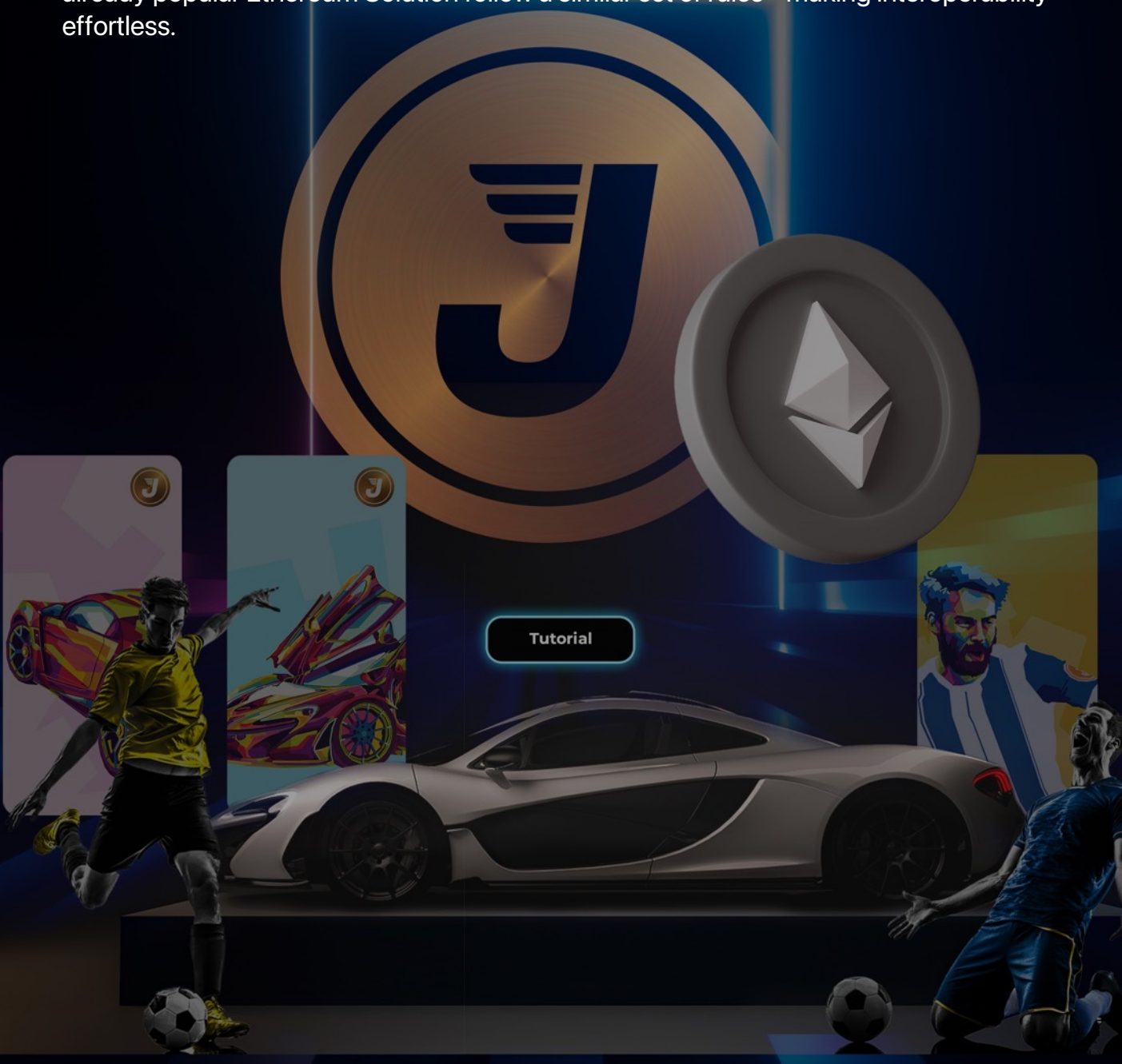


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The ERC-20 Token

The ERC-20 token standard describes events and functions that an Ethereum-based contract must implement. ERC-20 is popular with developers because it empowers them to accurately predict how new tokens will function within the Ethereum system. This essentially means that all tokens within the Ethereum system follow the same set of rules and generally behave in a similar fashion, allowing for seamless transfers and data access within the larger Ethereum system.

The popularity of the ERC-20 token standard means that all new tokens within the already popular Ethereum Solution follow a similar set of rules—making interoperability effortless.





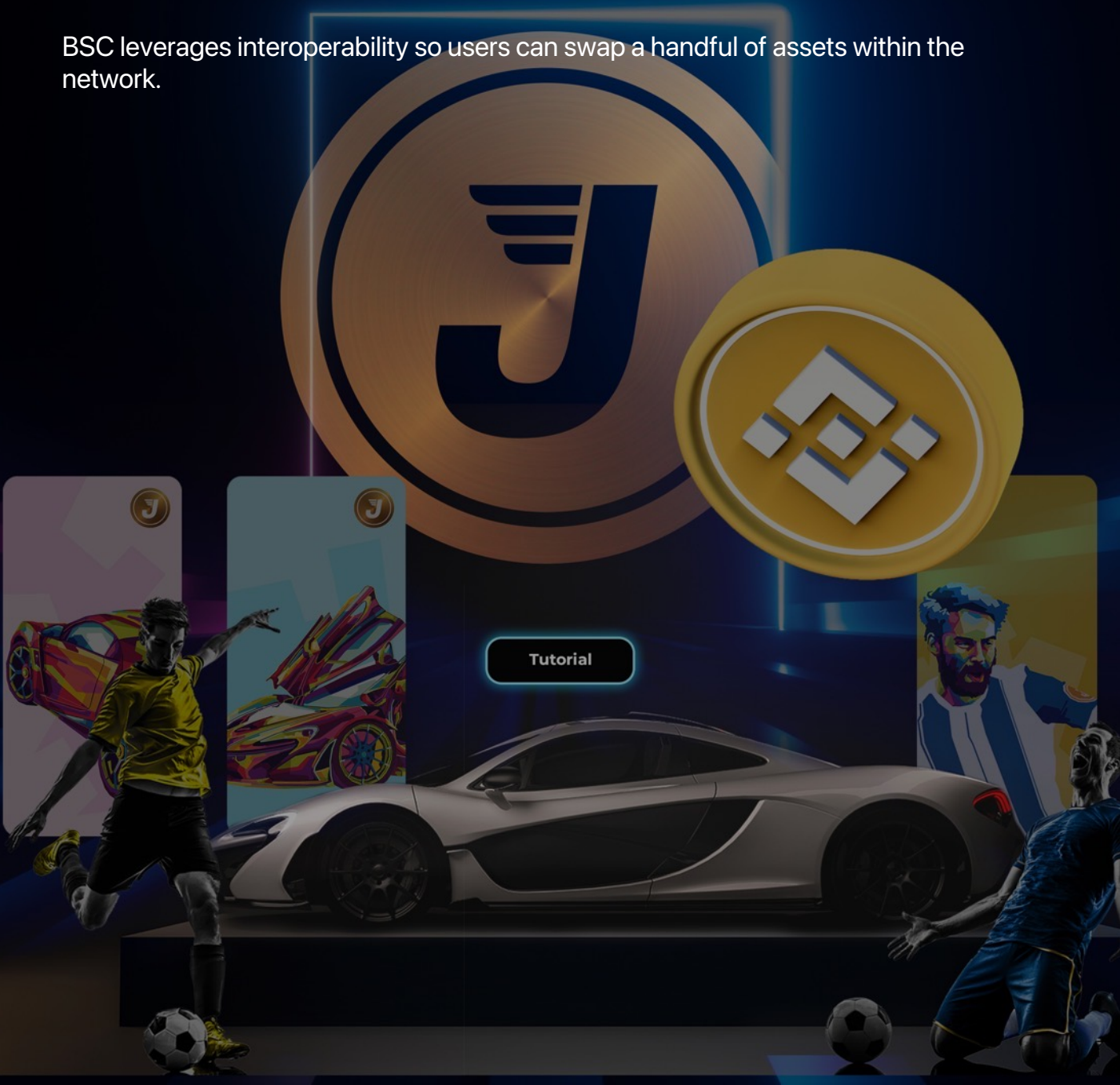
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The BSC Token

Binance Smart Chain (BSC) is a blockchain system from the crypto-trading solution, Binance. BSC is designed to provide a high-performance infrastructure for decentralised trading, building dApps, interoperability between other blockchains, and supporting smart contracts and other DeFi products.

BSC is a dual-chain system that supports many features of the DeFi universe like asset swaps between other blockchains and full support for smart contracts. One can think of BSC as a complementary network to the BC.

BSC leverages interoperability so users can swap a handful of assets within the network.





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Jetcoin Institute Activities

Jetcoin Institute will engage in the following activities



Finding and recruiting exciting, new talent across the fields of sports, music and media



Securing a percentage of these individuals' IPs and image rights



Developing and managing strategic, collaborative and mutually beneficial partnerships



Raising funds via NFT sales and overseeing their allocation



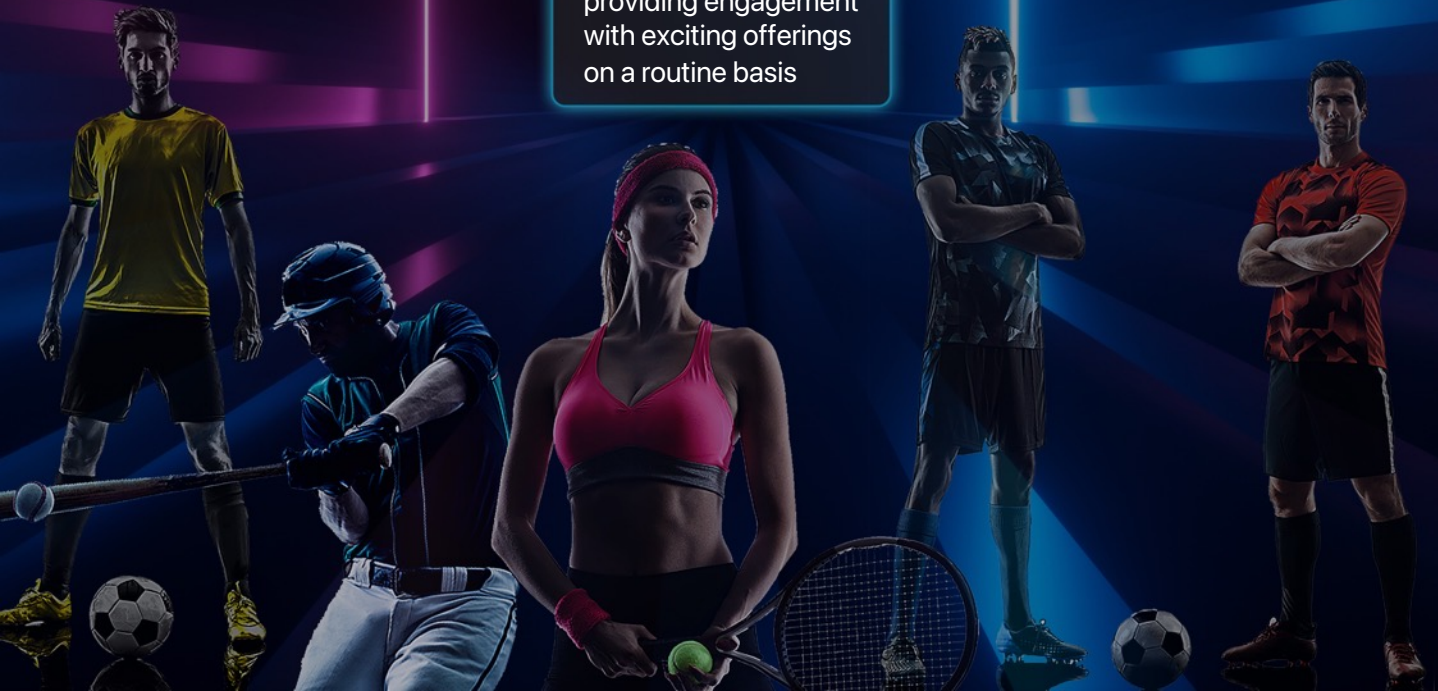
Developing and fine-tuning the Jetcoin ecosystem



Promoting the Jetcoin brand globally



Developing the Jetcoin community and providing engagement with exciting offerings on a routine basis





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A Hidden Marketing Opportunity

Jetcoin presents a new way to bring fans closer to the talent they believe in. As an example of taking fan engagement to a whole new level, we have introduced a free app—Stadia—that optimizes the fan experience during live football matches. With similar offerings in development, we intend to bring real fans closer to their idols and usher in a whole new era of celebrity engagement.

This also creates an entirely new marketing model for brands to tap into. Jetcoin sources and recruits rising talent who may go on to become the superstars of tomorrow. It also brings them closer to fans right from the initial phase of their journey towards stardom—meaning that these two parties share a far more intimate relationship than they would otherwise. Such a relationship can play a pivotal role in paving the way for Jetcoin Champions to endorse brands that fans will and can best relate to.





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Brand Endorsements Sample 1

As an example of how brand endorsements create value for fans, businesses and the superstars themselves, consider a few examples. Rafael Nadal endorses Richard Mille watches. While playing in the 2017 Wimbledon Championships, Nadal sported the RM 27-03, a watch made specifically for him to wear during a match. Priced at \$725,000, only a handful of these watches were actually produced. Not surprisingly, passionate Rafa fans snatched them up in no time, many of whom had followed Nadal as an audacious young man who burst into the tennis world at age 19 by winning the French Open in his first attempt—a feat previously achieved by only one other man. Since then, their fandom only grew for an athlete who went on to become one of the greatest tennis players of all time. They would naturally feel a special relationship with the tennis superstar and relate to his brands of choice. Not surprisingly, Tommy Hilfiger also saw a burst in sales after choosing Rafa as their brand ambassador.





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Brand Endorsements Sample 2

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

Just imagine how much closer these relationships could have become had Rafa and Neymar enjoyed Jetcoin Champion status. As imaginative and out-of-this-world this idea may at first seem, it is not improbable and could easily become reality if today's Jetcoin Champion goes on to reach astronomical heights tomorrow. Imagine the unbelievable marketing opportunities that may arise from this association.



Token Info

JETCOIN ERC-20:



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Ticker

[JET]

Locked:

20M

Total issuance:

80M

Decimal

18

Burn:

40M

Total issuance:

80M

Smart Contract Address:

0x8727c112c712c4a03371ac87a74dd6ab104af768

Explorer:

<https://etherscan.io/token/0x8727c112c712c4a03371ac87a74dd6ab104af768>



Token Info

JETCOIN BSC:



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Ticker

[JET]

Locked:

20M

Marketing Fee:

1%/Promotions

Total issuance:

40M

Decimal

9

Reflection:

2%/JET holders are rewarded for holding BSC JET

Liquidity Fee:

3%/The liquidity fee is added to the JET LP

Smart Contract Address:

0xc5b43669a899c5da2a98b2bf8c9082d5e8d5ee0d

Explorer:

<https://bscscan.com/token/0xc5b43669a899c5da2a98b2bf8c9082d5e8d5ee0d>



Token Info

JETCOIN NFT:



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Ticker

[JET]

Blockchain:

Ethereum

Smart Contract Address:

0x0cEF6aECC972BC49407c7c956eE5e22DAA9F0851

Explorer:

0x0cEF6aECC972BC49407c7c956eE5e22DAA9F0851https://etherscan.io/token/0x0cEF6aECC972BC49407c7c956eE5e22DAA9F0851





JET Distribution / Utilities

Governance, selection of talents

Airdrops to JET card holders when Talent image rights matures

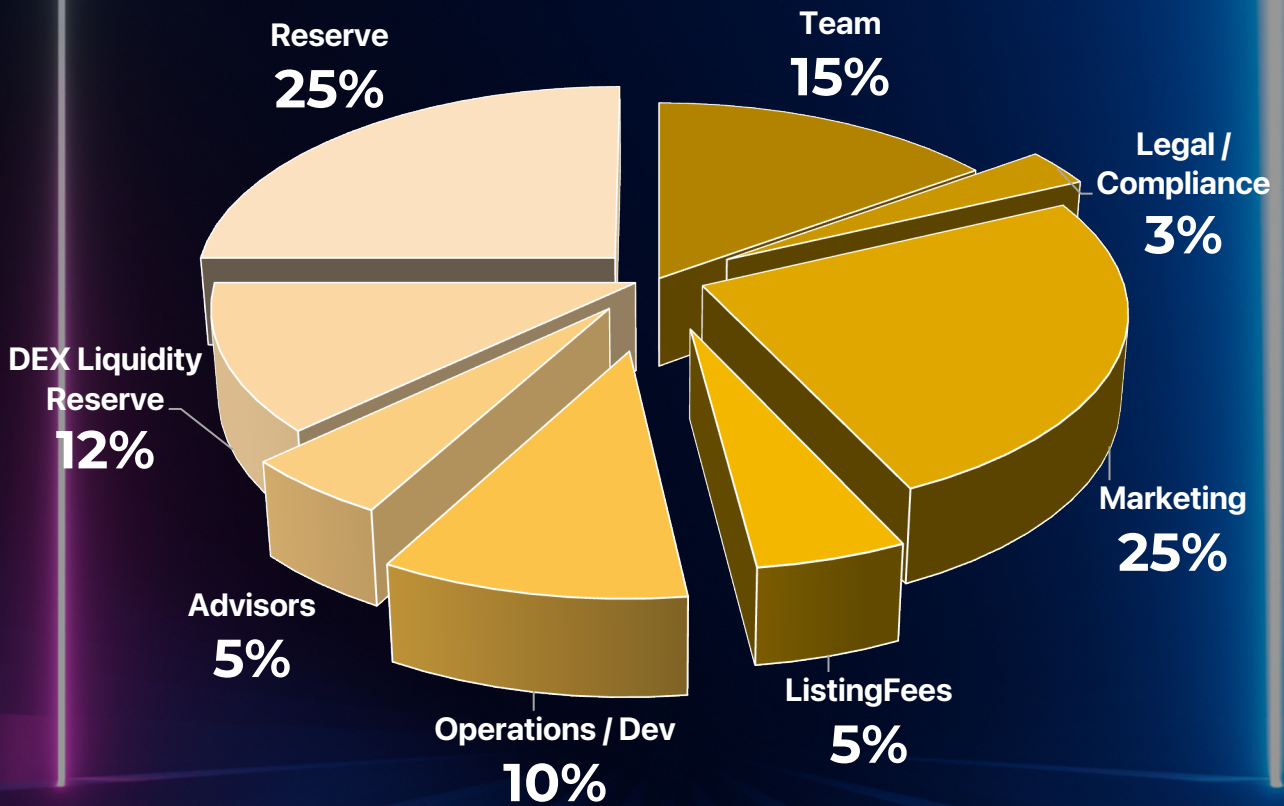
Fundraising activities

Unique rewards purchase from Talents in JET only

Reflection: 2%

Liquidity Fee: 3%

Marketing Fee: 1%



Conclusion

Sports, music and media economics are astronomical in scope. Talented individuals in these fields can fuel this mammoth engine and create value for many stakeholders. However, the most important people in this system—the fans who play a vital role in wealth creation—are currently nowhere in the picture with respect to wealth distribution.

Jetcoin Institute's unique business model is well-primed to change this scenario. As a truly open and democratic blockchain-powered solution, it can help rising talent achieve their dreams of stardom and pave the way for millions of fans and supporters to actively join in this journey on a concurrent basis: when success knocks on the doors of individuals they support, they get to share in the benefits.

The Jetcoin solution also provides a platform for any talented individual to launch his or her career: an opportunity that is currently difficult to achieve in the traditional ecosystem. Thus, a mutually beneficial relationship is formed between Jetcoin Champions and fans. Jetcoin Institute is endeavoring to revolutionize the lucrative fields of sports and music and invites all

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