setteo

Setcoin, a Decentralized Racket Sports Economy

THE PROBLEM

Far from today's **successful decentralized and global models** of development triggered by the digitization of our society, **racket sports have been left behind**:

- **Difficulty to find a partner, a court or a coach, join a match and book a lesson** as the community is fragmented and limited to the club environment;

- **Static regional rankings and old fashioned competition formats** that requires slow and expensive third party validation and management;

- **Incentives distributed only to a very few top players** and not necessarily to the ones effectively engaging the community and adding value to it;

- **To become professional**, a player has to **spend hundreds of thousands of dollars**, and only the ones who can afford it has the opportunity.;

- While **racket sports** are a **very lucrative** niche for brands and advertisers, **only top** competitions and athletes can benefit from the advertising revenues.

THE NETWORK EFFECT

Setteo will distribute setcoins to players and organizers in exchange for their activity using gamification and machine learning (AI) techniques to increase their engagement.

The more active players are, the more they will earn, increasing activity thanks to the incentives. Players will be more active and organizers will see more demand for their services.

This virtuous circle **will grow the Setteo network and the activity of players and organizers**.

THE SOLUTION

Build a trusted community and a marketplace to decentralize the racket sports economy, facilitating transactions within a peer-to-peer sharing economy:

- **App that connects the global community of racket sports which counts 1,3B world players**

- **Setteo Ranking,** a universal and unisex peer-to-peer ranking officialized by the blockchain

- **Setcoin (SET**): **the currency for the racket sports ecosystem**

- Network of services to decentralize and aggregate demand on main markets (**TV, player sponsorship**...)

- The core of the system will be implemented using a **Machine Learning Engine**.

- Setteo will create a network of open-source protocols: the Setteo Protocols.

THE SETCOIN (SET)

A utility token with use cases::

- **Currency** for the racket sports economy

- Interacting with the Setteo platform by **staking**

- **Rewarding** tool for users to engage and empower players and fans

THE TOKEN SALE

Hard Cap $20M USD

Price per Setcoin (SET) = $0.03 USD

Private sale: Investment from $100k USD, +25% bonus

Pre-sale: limited to Setteo app users, +15% bonus

Public sale in ETH only