



Setcoin, the Currency of Racket Sports

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THE PROBLEM

Far from today's successful decentralized and global models of development triggered by the digitization of our society (e-games, social networks), racket sports have been left behind offering a less and less appealing future for racket sports players and organizers:

- **No easy way to find a partner, a court or a coach,** join a match 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.

WHAT IS SETTEO

Setteo is a 4-year-old company with a vision, **"Make the world play together"**, connecting 650M racket sports players worldwide. Setteo is the international reference racket sports community, offering its services to hundred of clubs and associations, connecting more than 150k players worldwide through its native iOS and android apps and its website.

NETWORK EFFECT

Setcoins will be given 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,** so their activity will increase thanks to the incentives. Players will be more active, and **organizers will see more demand** to their services, and then **more demand for Setcoins** (while supply is limited). This flywheel will make the **network grow, making the Setcoin more valuable** and increasing again the incentive to the players and organizers to be even more active. To summarize, in Setteo **all network participants** will work together toward **a common goal,** the **growth of the network and the appreciation of the Setcoin.**

THE SOLUTION

An **App** that connects the global community of racket sports, 650M world players, featuring an universal and unisex P2P ranking, the **Setteo Ranking,** officialized by the blockchain and a new currency for the racket sports ecosystem, the **Setcoin (SET).**

The core of the system will be implemented using an **Artificial Intelligence (AI)** based Machine Learning Engine. As an evolution, Setteo will create **a network of open-source Ethereum protocols** that will allow the creation of other decentralized applications (DApps), public and open to all the community and corporations, the **Setteo Protocols.**

TOKENOMICS

The **Setcoin (SET)** will be a **utility token** with two well defined functions:

- **Currency** for the racket sports ecosystem, used **to pay for any product and service available** inside Setteo or outside..
- **Rewarding** tool for users to engage and empower players and fans..

TOKEN SALE

Hard Cap \$20M USD

Price per Setcoin (SET) = \$0.03 USD

Private sale	Bonus +25% Investment from \$100k USD
Pre-sale	Bonus +15% Sale limited to Setteo app users
Public sale	Only ETH are accepted