

K9ICKS

L I T E P A P E R _ 2 0 2 3

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INTRODUCTION

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K9ICKS is a Play-to-Earn Metaverse Football game designed to finally harness the most important traits of NFTs to create the type of Web3 gaming experience the GameFi community has been searching for:

Collectability, Exclusivity, and Versatility.

At the core of **K9ICKS** lies a concept that will feel very similar to many gamers, combining the most exciting elements of Trading Card Games with the Ultimate Team game mode found in popular sports franchises like Madden and FIFA –

Ultimately applying a unique twist to a familiar concept, **K9ICKS** is bridging the gap between the **\$800 Billion crypto market** and the **\$155 Billion gaming industry...**

While also providing an immersive, competitive gameplay experience that stands on its own in the long-term, without relying on gimmicks or passing trends.

K9ICKS
blends video games,
football, science fiction
and blockchain
technology to create an
entertainment franchise
unlike **ANYTHING**
seen before

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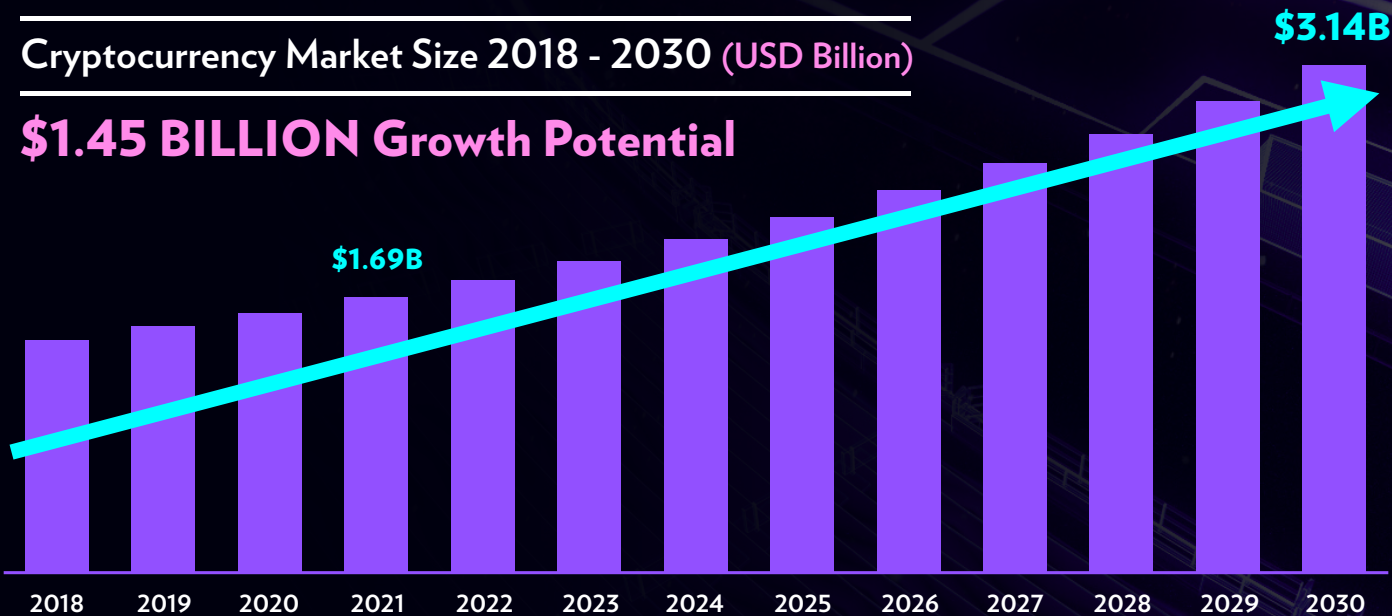
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MARKET POSITIONING

K9ICKS is uniquely positioned to capture the simultaneous growth of a **\$1.7 BILLION*** Crypto market and a gaming industry that's producing **\$155 BILLION** in annual revenue by combining the immersive gameplay of "Ultimate Team" franchises with the collectability of trading card games of the past.

Cryptocurrency Market Size 2018 - 2030 (USD Billion)

\$1.45 BILLION Growth Potential



Source: Polaris Market Research Analysis

GAMING MARKET

TOTAL REVENUE:
\$155 Billion

ESPORTS REVENUE:
\$450 Million

MARKET SIZE:
2.5 Billion Players

GROWTH PROJECTION:
9.17% Per Year



K9ICKS CORE TEAM (1/4)

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KAM

As founder of a London-based Creative Design Agency, Kam has worked with numerous successful projects world wide.

Now he's bringing his years of experience in graphic design, social media management, and in-depth knowledge of marketing strategy in various sectors to the **K9ICKS** team!



ELLIOTT

An avid NFT collector, influencer and advisor with nearly a decade honing his skills in the affiliate and digital marketing sectors, Elliott has developed a highly-coveted & specialized skillset that will help propel **K9ICKS** to the forefront of both the gaming and NFT sectors.

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K9ICKS CORE TEAM (2/4)

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THOMAS

Thomas brings with him an incredible talent for Web & Software development, and his unrivaled passion for the Web3 space has led him to transition to the blockchain sector full time.

He is currently working full-time with **K9ICKS** to bring the game to life!



PETE

Pete boasts over 20 years in marketing & business development, and 10 years of experience in Crypto as a consultant, brand developer, and community growth specialist for various projects in the space.

Now, he's putting that experience to work bringing **K9ICKS** into the world.

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K9ICKS CORE TEAM (3/4)

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JEFF

Another marketing veteran with over a decade of experience, Jeff has played a leading role in building marketing strategies for numerous Crypto start-ups as well as industry titans such as Nexo, Celsius, and Whitebit Exchange.

In addition to **K9ICKS**, he also serves as CMO for another successful Web3 gaming studio.



ARVIN

Arvin is an incredibly talented multimedia designer, with a wide array of stunning projects in his portfolio. He and his team are responsible for crafting our high-end 3D NFT models, cards, accessories and traits in painstaking detail.

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K9ICKS CORE TEAM (4/4)

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AYYAZ

Much like Thomas, Ayyaz has decided to bring his extensive experience into the Web3 sector.

As a UX specialist, he is responsible for developing beautiful and intuitive user interfaces across the **K9ICKS** ecosystem.



JASON

Over 200 premier league games, 20 years as a professional footballer & a successful entrepreneur with a network that spans the globe (on and off the pitch). Jason is part of the founding team at **K9** and will be working closely with the rest of the team to build the ecosystem.

Jason's real value will come from exclusive access to sporting stars, clubs, management agencies and companies as well as promoting the project to onboard web2 users to web3.

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ADVISORY PARTNERS



BLOKPAD

BlokPad are one of the leading launchpad and incubation providers within the Web3 sector.

They've been responsible for dozens of the most explosive launches within the space, and now Simon & his team are joining us in an advisory capacity to give **K9ICKS** an early start in dominating this emerging market.



Bogged

EXCLUSIVELY
INCUBATING
K9ICKS

Bogged is one of the single most recognizable brands in DeFi, and now -- one of **K9ICKS'** incubation partners.

With over 300,000 users, \$2.5bn in trade volume, and a peak of 3m unique monthly chart users, they possess an unparalleled depth of industry knowledge that will help us cement **K9ICKS** as an industry leader in the days to come.



soga.

Soga World is a creative agency and management platform with a vision –

To empower those with the vision to bridge the gap between the entertainment industry into the future.

K9ICKS joins the ranks of their client stable, alongside such titans as Aitch, Limewire and Ne-Yo.



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Dverse offers their specialized talents to help crypto and blockchain projects reach their goals through dynamic storytelling, narrative development, and growth-focused marketing.

Our partnership allows us to leverage their experience to make deep inroads into the Web3 sector with a inspiring and powerful brand development.



The Co-Founders of Frequency Advisors, Zack Zeldjn and Billy Levy, are personally serving on the **K9** advisory team.

As founders of Virgin Gaming - a well-known peer-to-peer wagering platform - and recently the similarly successful Rivalry E-Sports book... they are perfectly positioned to drive truly massive amounts of interest from every corner of Web3 – particularly the peer-to-peer wagering sector.



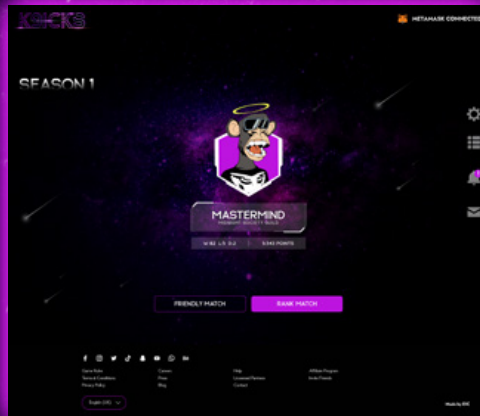
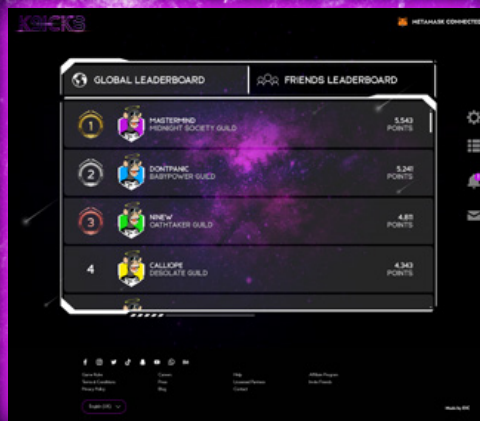
FAS are a full-service sports agency with some of the biggest names in sports on their books.

Our partnership with FAS gives us the reach to showcase **K9ICKS** to sports stars and their fans on a global stage...

We're beyond proud to align ourselves with the same agency that handles dozens of football stars, championship boxers, and Olympic superstars.

GAME UI SAMPLES

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SELECT TEAM

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MANAGER ONLY

SELECTED TEAM 1 ▾

SELECT CARDS HERE

<p>BRUTUS R100</p> <p>98 STR 88 HGR 95 ATK 74 DEF</p>	<p>STEVEN R100</p> <p>97 STR 85 HGR 92 ATK 87 DEF</p>	<p>BUSTER R100</p> <p>99 STR 95 HGR 83 ATK 32 DEF</p>	<p>BRUTUS R100</p> <p>98 STR 88 HGR 95 ATK 74 DEF</p>	<p>HARVEY R100</p> <p>93 STR 98 HGR 86 ATK 72 DEF</p>
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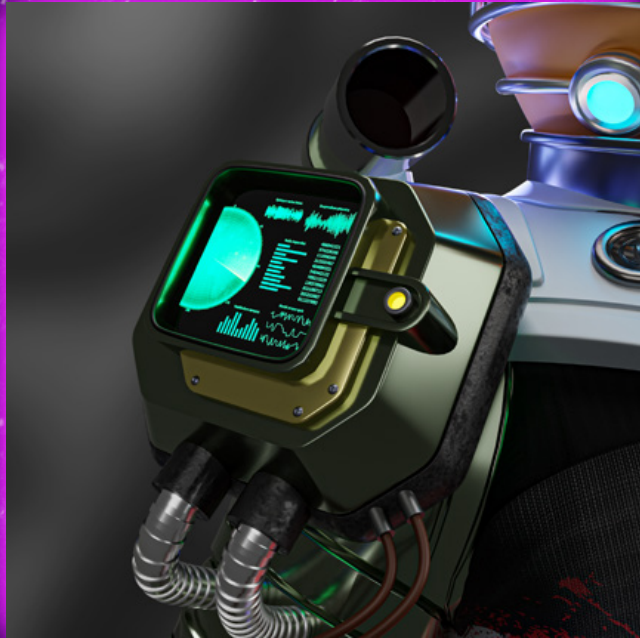


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DESIGN TEASERS

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DESIGN TEASERS

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THANK YOU FOR YOUR TIME