

»»UKC

UKC COIN

LIGHTPAPER



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ULTIMATE KRICKET CHALLENGE >>>

UKC IS THE HOTTEST NON-STOP, ACTION-PACKED
CRICKET THE WORLD HAS EVER SEEN.

01

OVERVIEW

In the UKC, the top global cricket stars go head to head LIVE in the Cricket Dome. Through live events and streaming to screens across the globe, UKC is providing a modern, distilled format of cricket so fans can get what they want - intense action between the biggest players in the world.

UKC COIN VISION

The vision of the UKC COIN is to introduce a token into the world of cricket that gives fans across the globe the ability to directly engage with the stars of UKC and provide a more robust fan experience. UKC is putting fans at the forefront and ensuring they have direct influence over the league. Through fan engagement, exclusive rewards and offers, merchandise, and NFTs, the UKC is modernising the sport of cricket to the cutting edge of culture and technology.



PEOPLE

The UKC COIN is an initiative that unites crypto-enthusiasts and developers, industry partners, cricket stars, and millions of fans across the world. Together we are revolutionizing the cricket industry and redefining what it means to be a sports fan.

BUSINESS

UKC held its first event in Dubai in 2020, and is planning future events around the world. The UKC COIN is developed in EU, specifically Estonia. Estonia is seen as a favourable jurisdiction for ICO's as it is one of the first EU nations to offer guidance on ICO issuance and token trading.

MARKET

The UKC market is a new age of cricket fans that are digitally connected. Sports teams across the world are developing digital technology to offer voting and other crowd-solutions in order for fans to engage directly in the sport. Cricket is the second most popular global sport with 1B+ cricket fans around the world, and with the Indian crypto investment market worth \$6.6 billion alone.

CONTENT & MERCHANDISE

UKC has patents for all its content and player's rights during the tournament. The UKC produces unique physical and digital merchandise for the league, including limited edition products and rare items.



02 ₪ UKC COIN

UKC Coin has been created with the aim of providing fans across the globe with unique experiences and ways to influence the game and the ability to engage directly with the stars of UKC.

With the technology of UKC COIN, UKC is introducing:

- Tournament earnings paid in cryptocurrency
- Direct fan engagement through polls and voting
- Exclusive merchandise
- Unique content
- NFTs

Cryptocurrency markets have surged over the past 5 years, particularly over the past few months. As of September 2021, according to CoinMarketCap, there are over 10,000 registered cryptocurrencies in the market with a total market cap of over \$1.8T.

Cryptocurrencies and NFTs are household terms and it's not only clear that we are now seeing mainstream adoption of cryptocurrency; we are at the cutting edge of how this technology can be leveraged to provide new value and unique, exciting experiences to existing industries.



03 FAN DNA

THE PROBLEM

Currently in cricket, there seems to be an untraversable chasm between the fans and the game that they invest so much time and money into. The only way for fans to support cricket is through transactional means: tickets, merchandise, and other licensed products. This may be all well and good, but market trends show that fans want more than this; they want to influence the game they so love.

THE SOLUTION

UKC is a sport with a digital, decentralised DNA. Using new blockchain technology, fans can now vote and have a direct voice in the governance of UKC events and choose things like the where/who/when of UKC events. This allows fans to be the ultimate point of reference for UKC. This functionality will be brought to fans using the UKC COIN via the voting interface on the UKC app and website.

This closes the chasm between the game of cricket and the fans. Fans are empowered influencers and control over the game is decentralised. UKC will spearhead a revolution in not only the world of cricket, but in the wider sporting universe.

04 TECHNOLOGY

Binance Smart Chain (BSC) is an Ethereum-compatible side-chain. Applications from other Ethereum-compatible chains can be deployed on the BSC chain for increased throughput and scalability at a reduced cost.

FEATURES OF BINANCE SMART CHAIN

- Utilises the Ethereum Virtual Machine (EVM)
- Fast transactions, <3 second block times
- Cheap transactions, roughly \$0.10 per token transaction
- Existing bridges from Ethereum and other blockchains (Binance bridge, Ren Bridge, Orbit bridge)
- High liquidity decentralized exchanges (DEXs) such as Pancake Swap



MULTI-CURRENCY TOKEN SALE

The token sale dApp will be deployed to Binance Smart Chain. UKC COINS can be sold for a variety of tokens such as BNB, WETH, WBTC, USDC, USDT and FIAT (credit and debit cards accepted). Tokens will be valued at a stable USD value by using Chainlink's price feed oracles.

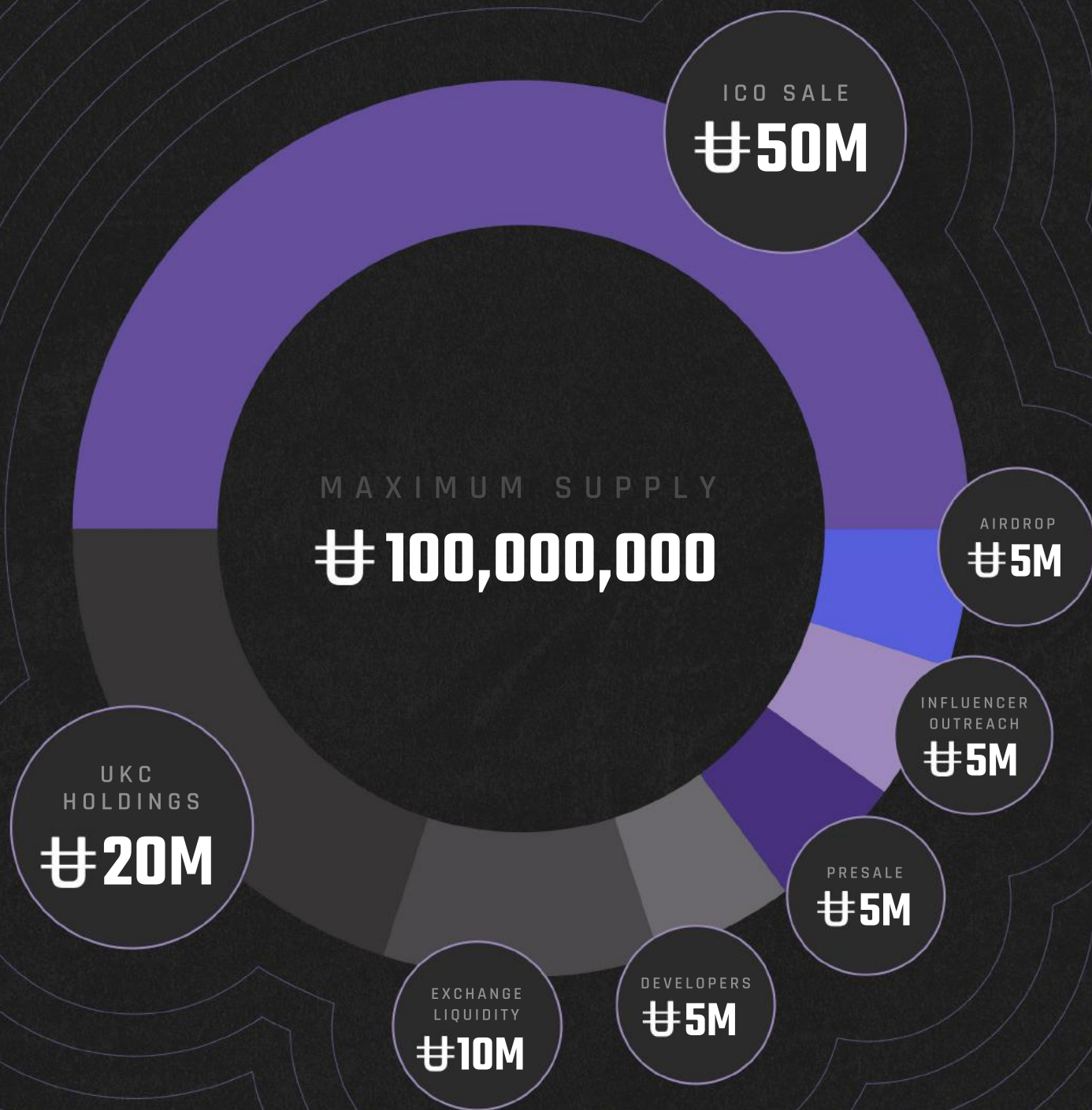
NFTs

UKC Non-fungible tokens (NFTs) are unique, limited edition pieces of digital art based on your favourite cricketing moments. We will work with leading artists to create "UKC Collections" which will be available exclusively on the UKC platform.

Rare UKC physical merchandise, such as autographed memorabilia, will also have NFTs attached to them. This provides more value and security to such products, and improves opportunities for sales on the secondary market.

NFTs are one of the fastest growing markets. Transactions tripled in 2020, reaching more than \$250 million in total. In just the first two months of 2021, NFT trading volume topped \$342 million, surpassing the volume of the entire last year.

05 TOKENOMICS



CONTRACT ADDRESS `0xee17c1ace2ab46153cfcb7e373bfce2f8cf742ce`

06 ROADMAP

**JULY
2021**

TECHNOLOGY FEASABILITY STUDY

**AUGUST
2021**

COMPANY SETUP
TECHNOLOGY BUILD COMMENCES

**SEPT
2021**

TECHNOLOGY TESTING

**OCT
2021**

LIGHTPAPER / TERMS & CONDITIONS RELEASED
PHASE 1 COIN ISSUANCE: PRESALE, DEVELOPERS, FOUNDERS

**NOV
2021**

PHASE 2 ISSUANCE: INFLUENCER OUTREACH
PHASE 3 ISSUANCE: PUBLIC SALE
EXCHANGE LISTING

2022

COMING IN 2022 & BEYOND

ADDITIONAL EXCHANGE LISTINGS
FURTHER DEVELOPMENT OF UKC PLATFORM
MORE UKC LIVE EVENTS & BROADCASTS

ULTIMATE KRICKET CHALLENGE >>>

UKC.GLOBAL

