



KICK.IO A First-rate Decentralized Fundraising Platform

Built on the Cardano Network

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01

Introduction

KICK.IO is a Cardano-based fundraising platform and a project accelerator, designed to leverage DeFi innovations to provide transparent, efficient, and fully decentralized crowdfunding services. Unlike our competitors, we offer full support of Cardano native tokens and a suite of advanced DeFi tools that upcoming projects need to thrive and prosper.

KICK.IO is set to become an integral part of the Cardano ecosystem, which was founded by Charles Hoskinson, a co-founder of Ethereum, and is already widely anticipated to soon overtake Ethereum in terms of network transactions. As soon as it launches smart contract support (scheduled for Q3, 2021), Cardano will offer technologically and financially superior DeFi protocols that are likely to make it the next go-to destination for all market participants.

Once DeFi dinosaurs are driven to extinction, KICK.IO is set to mature into the cornerstone of the new Cardano-dominated DeFi landscape. KICK.IO will become the place where Cardano's extensive community can come together to fund high-growth projects characterized by immense potential for future success.

Led by a team of DeFi and traditional finance professionals, KICK.IO is set to implement market-leading capabilities tailored for Cardano-based projects and the ecosystem's users. As a proof of concept, we have already developed a centralized solution. Our next-generation decentralized launchpad will be built according to the best DeFi industry practices, ensuring real-time settlement, top-notch security, interoperability, true decentralization, zero counterparty risk, while also being fully scalable to meet the needs of institutional investors

Unlike KICK.IO, other existing Cardano IDO launchpads do not support native Cardano tokens. In what amounts to a major disappointment to the devoted community, most launchpads neglect non-ERC20 type tokens. KICK.IO, meanwhile, offers full Cardano native token support as well as a suite of project kickstarting and endorsement capabilities all modern projects need.

For our users, we also provide staking functionality and up to 5% additional return on endorsed projects. Users are invited to browse through our verified project listings, meet project founders, and endorse the most credible ones. The credibility of projects is vetted by well-informed investors, as well as the platform's due diligence team before the propositions are released to our users. KICK.IO seeks to ensure cost-effective and timely fundraising for projects, lending legitimacy and credibility to their future success. In looking out for the interests of our investors, KICK.IO ensures that only the most credible and promising projects make it through — the ones with the highest potential to make a meaningful contribution to the Cardano ecosystem.

02

Vision

Everything we do is governed by a philosophy of decentralization — funds raised are distributed directly to projects, tokens purchased are sent directly to the personal wallets of users without burdensome checks or unnecessary delay. We also take financial sustainability and inclusion seriously, working diligently to ensure that our efforts benefit all stakeholders, helping to evolve the reputation and maturity of the DeFi industry.

03

IDO Launchpad

Be among the first contributors to the most promising crypto & blockchain projects

Live up to the hype of being an early investor to a unicorn-level project. Browse KICK.IO IDO Launchpad, locate the best new upcoming startups and get in early. Only the carefully handpicked projects will be hosted. The earlier you can jump in, the higher is the potential reward. Other platforms tend to list projects and their native tokens after the initial rounds have been completed.

KICK.IO invites our members to join early and reap the associated high-grossing benefits in the future. Funding your project and securing running funds is one of the hardest barriers one must face as an entrepreneur. Meanwhile, staying safe, avoiding scams, and phishing attempts are some of the most frequently occurring problems cryptocurrency investors must overcome. Luckily, KICK.IO IDO Launchpad solves all of that and is a natural development of the crypto fundraising process. The structure follows a similar pattern to the IEO. Yet the key difference is that both the entrepreneur and the investors conduct their transactions through a third-party decentralized platform.

There are numerous securities of funds, project awareness, fraud prevention and immediate token listing benefits associated with conducting an IDO instead of an ICO - and project owners are seeing them clearly. Internal due diligence department will carefully select the most promising and legitimate start-ups looking for financing. KICK.IO will host the IDO of these projects to keep providing its community with the best deals in the market. KICK.IO is eagerly collaborating with start-up incubators and accelerator hubs as well as always keeping open ears to its partner and community network. The end goal is to identify and contact new companies with the highest upside potential within the Cardano Ecosystem. KICK.IO is going to host both utility and security token IDOs. Besides the most popular payment methods of ADA, ETH and supported stable coins, KICK.IO will allow IDO contributions in native KICK token at a priority which will add a supplementary utility for the token.

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KICK.IO Launchpad Features



Cardano Native Tokens

Become one of the early birds within the Cardano Ecosystem



Project Endorsements

Ability to support your favorite projects and gain rewards



Private / Public sale options

Facilitate various types of fundraising phases



Automated Distribution

Parties can access both the funds and the assets instantaneously

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Fees

Project is receiving 92.5% of funds, the remaining 7.5% are allocated for:

- 5% Endorsement rewards
- 2.5% Platform Commission fee

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Endorsement Rewards Model

How does it work?

KICK token holders are enabled to endorse any of the new projects that are live on the IDO launchpad. Meaning that it is a similar solution to staking. KICK Token holders, after endorsing a project are eligible to receive an equivalent stake of the endorsement reward.

The size of the stake is determined by the amount of KICK Token allocated. Rewards are paid out after each investment transaction that the project receives.

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Roadmap

2021

Q3

- Project Kick-off
- Extensive Marketing Campaign
- Cardano Native Token Minting
- Fundraising Phase
- Token Listing on Exchanges
- Centralized version Launch (Early Revenue Stream)

Q4

- Cardano Smart Contracts Release
- Decentralization of the Launchpad
- Project Endorsement Engine Deployment

2022

Q1

- Cross Chain Support
- Implementation of ERC20, BSC bridges.
- Staking Engine Development

Q2

- Cardano Light Version DEX Development

Q3

- Addition of multiple wallets support
- Cardano Light Version DEX Launch

Q4

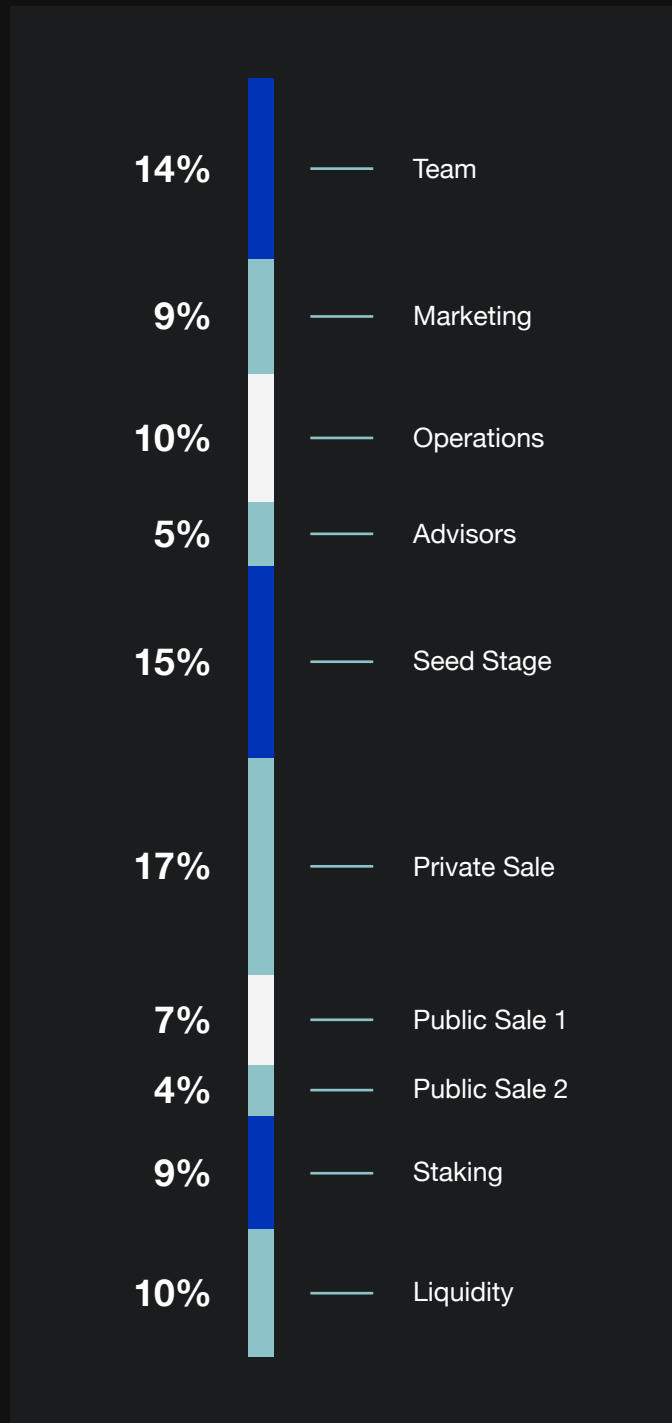
- Additional features

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Tokenomics

Token Type:
Cardano Native Token

Total Supply:
350,000,000 Tokens



Category	Allocation	Price	Tokens	Lockup	Vesting (Months)	Notes
Team	14%		49,000,000	6 months	10	10% of the amount released every month once the lockup is over.
Marketing	9%		31,500,000	2 months	10 (10% monthly)	10% of the amount released every month once the lockup is over.
Operations	10%		35,000,000	2 months	10 (10% monthly)	10% of the amount released every month once the lockup is over.
Advisors	5%		17,500,000	1 months	5 (20% monthly)	20% of the amount released every month once the lockup is over.
Seed Stage	15%	\$0.09	52,500,000		10% at TGE, 9 months, 10% monthly	
Private Sale	17%	\$0.16	59,500,000			
Public Sale 1	7%	\$0.22	24,500,000		100% at TGE	
Public Sale 2	4%	\$0.26	14,000,000		100% at TGE	
Staking	9%					14% APR, split into quarterly 3.5% rewards.
Liquidity	10%					Used for exchange liquidity

Market cap at TGE*

\$10,395,000.00

Hard cap

\$22,680,000

*Staking and Liquidity excluded

Circulation token type

Number of tokens

Seed Stage	472,500
Private Sale	892,500
Public Sale 1	24,500,000
Public Sale 2	14,000,000

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1. The expected future performance of the project.
2. Completion of the project development.
3. The expected timeline of project development.
4. The expected exact distribution of funds.
5. Execution of project's vision and strategy.
6. Future implementation of new features and platform functions.

There are no guarantees that KICK.IO platform will succeed financially. Similarly, there are no guarantees that the KICK token will rise in value. You are advised to thoroughly assess the risks and uncertainties involved before making any decisions. No promises, in terms of token value or future performance are made.

Representation and warranties for the reader Upon taking action on the basis of the information presented in this whitepaper, the KICK.IO website or any other content produced by KICK.IO, you confirm that: 1. This whitepaper, the KICK.IO website or any other material produced by the KICK.IO team, is not an offering, solicitation or prospectus of any kind. 2. KICK.IO is exempt from any direct or indirect liability to the maximum extent of the law. 3. KICK.IO tokens are not regarded as securities in any jurisdiction and that KICK.IO token is classified as a utility token. 4. You have a good understanding of the key components of blockchain technology and understand how blockchain operates. In addition, you fully understand how to use blockchain wallets, including safeguarding private keys. 5. You understand that no technology, regardless of its quality, is completely protected from malware or social engineering attacks. 6. You are fully aware of the risks in the crypto asset industry and are able to bear potential losses in full.