ISDA

International Sports Data Alliance

Accumulate Data and Points while Playing
Digital Sports Playground Platform, ISDA

INDEX

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I. ISDA Project Brief

The International Sports Data Alliance (ISDA) Project is a blockchain-based global sports data platform designed to grow the size of the sports 'pie' by expanding the limits of the market formed by the elite, top 2% of players to include the other 98% of youth and sports enthusiasts.

The platform functions on a Play to Earn (P2E) model that collects, tracks, analyzes, and manages the data of users to provide personalized solutions via AI and machine learning. A variety of data is also converted into NFTs, allowing for the discovery, nurturing, and even investing in talent among users.

According to Plunkett's report, the size of the global sports industry is about 1.3 trillion USD (~1,469 trillion KRW), of which the US accounts for roughly 36% (496.1bn USD; 530tn KRW). Within the industry, football (soccer) is growing rapidly relative to many other sports.

FIFA boasts 211 member nations (compared to 193 UN member nations), and the number of football teams around the world is estimated to be around 1.5 million. The estimated worth of the global football industry is 47.9bn USD (56.8tn KRW), with a projected number of roughly 300 million participating workers.

The ISDA project is pursuing global accessibility by developing the platform with football first – the most popular and largest sport in Korea as well as many other parts of the world.

2022 also marks the 20th anniversary of the 2002 FIFA Korea-Japan World Cup. A global football festival and competition that returns every four years, the FIFA World Cup's 2022 iteration will be held in Qatar; in 2026, the competition will come to North America (Canada, Mexico, and the United States).

The size of the sports industry in the North American market accounts for a third of the global market by many significant measures, where football is seen as an active lifestyle sport. Tremendous financial resources are being invested across various industries and verticals ahead of the 2026 World Cup in Canada, Mexico, and the United States.

'Football Pie', the first platform of the ISDA project, is a data platform developed by implementing the core values of ISDA, such as P2E and cumulative points and data for players. When a user uploads a video or personal data created while playing football (such as through basic training or football challenges) to Football Pie, ISDA provides the user with Points which can be redeemed for products, services, and discounts at over 30 participating retail and franchise affiliates nationwide. Points can also be exchanged for SDT, the token of ISDA.

ISDA utilizes blockchain technology to secure the collected individual data with transparency and objectivity, and realizes profits by providing personalized solutions and recommendations based on AI analysis. The goal of the project is to discover players, watch and participate in their growth, and provide opportunities to invest (such as via NFTs).

The ISDA project team is distributed globally, with many years of professional experience in football governance across FIFA (Federation Internationale de Football Association), AFC (Asian Football Confederation), and various national FAs (football associations/leagues) and top-flight professional teams.

ISDA is currently preparing for global launch by signing agreements with 22 (and counting) nations, with plans to expand into golf, basketball, and badminton as new territories join the platform.

The ISDA project brings people from all over the world who enjoy sports to the metaverse, provides an environment to enjoy sports in various ways, and offers meaningful sports data solutions and content with incentives and rewards to expand the sports base and create a healthy ecosystem for the entire industry. In this way, ISDA will grow the pie of the sports industry.

II. Project Background

1. Sports Industry Status

01 Current status of the global sports industry

According to the Global Sports Industry Report of the Korean Academy of Sports Policy Science, the global sports industry was worth about 1,643.3 trillion KRW in 2019. The breakdown was as follows:

Entertainment and recreation – 266.4 trillion KRW (16.2%), sporting goods retail – 194.3 trillion KRW (11.8%), sports apparel retail – 174.8 trillion KRW (10.6%), major professional sports leagues and teams – 114.7 trillion KRW (7.0%), sporting goods manufacturing – 70.2 trillion KRW (4.3%); the remainder is made up of sports betting, publishing, sponsorships, licensed products, video and online gaming, advertising, fantasy sports/ predictive gaming, other products and services, and player management – 804.9 trillion KRW (49.0%).

The size of the U.S. sports industry was 647.3 trillion KRW as of 2019:

Entertainment and recreation – 96.9 trillion KRW (15.2%), sporting goods retail – 77.7 trillion KRW (12.2%), sporting apparel retail – 58.2 trillion KRW (9.1%), major professional sports leagues and teams – 45.9 trillion KRW (7.2%), sporting goods manufacturing – 14.0 trillion KRW (2.2%), accounting for 38.8% of the global sports industry in total.

The spread of COVID19 is accelerating the conversion of existing offline and face-to-face sporting activities to online and remote methods. Given the massive potential financial losses in spectator sports, teams and organizations are racing to strengthen their remote viewing and online content services.

This trend has continued in individual sports participation as well – these verticals have grown rapidly in the past two years and has led to the growth of a new service market that utilizes online platforms to minimize physical contact between sports participants to ensure safety while promoting the growth of new communities and industries.

With many sports facilities closing during the pandemic, a large portion of sporting activities have adapted and moved into private living spaces, signaling a surge in demand for remote and non-face-to-face sports content services.

As social media and apps become the default platform for personal interactions and individuals become more accustomed to a large part of their lives being conducted online/digitally, it is important to build not only sports equipment and hardware but also intelligent software to cater to these changes in lifestyle and habits.

As seen with global sports companies such as Nike and Adidas, the rise of personal data via smart watches and apps as well as communities built on sharing this information and progress has ushered in a new era of sports participation. Companies can provide services and target users for the remote and non-face-to-face settings, broadening the market significantly, while users can enjoy the benefits of connected technology to feel close to others regardless of actual physical proximity.

02 Current status of the global football industry

According to the market share by sport in the report, football-related industries account for nearly half (48%) of the entire global sports industry; the total value of the annual production of these football-related industries is about 500 billion USD (561 trillion KRW).

In 'FIFA 2.0 THE VISION FOR THE FUTURE,' FIFA outlined their intent to make the national youth player selection processes more transparent via the accelerating globalization of the football industry through new technologies.

In addition, starting with the 2026 World Cup in Canada, Mexico, and the USA, the number of participating countries in the competition will increase from 32 to 48, with the allocation of qualification spots for Asian member nations increasing from 4.5 to 8.5. This is a significant increase in the chances to participate for nations such as China and various SEA region countries, which would lead to massive revenue growth for football verticals in these regions. Given the marketability of the regions in question, there is an expected revenue growth of 450 billion KRW or more during this period.

Meanwhile, the size of the global big data market, which has been growing continuously since 2014, is pushing the growth of the football industry. The EPTS (Electronic Performance and Tracking System) has been instrumental in seeing this vertical rise to an estimated 5.73 billion USD (65 trillion KRW) in value as of 2020.

In China alone, from 2016 to 2050, President Xi Jinping's 'mid- and long-term football development plan' will create 20,000 football academies, build 70,000 football pitches, and train 30 million elementary, middle, and high school players. The mid-term goal is to reach at least 50 million 'social football players' (participating members of the public below the elite level), build a top-class Asian men's national team, recover their status as a world class women's national team, and become a top footballing power in the long term. Accordingly, policies are being implemented with the goal of 1) qualifying for the FIFA World Cup, 2) hosting the FIFA World Cup, and 3) winning the FIFA World Cup.

In Vietnam, footballing history is being written daily, with the U17 squad winning the Suzuki Cup and the SEA games – a fine example of the mobility and competitiveness that should be accessible to all participating nations.

03 Resolving Structural Issues

Sports data is the darling of the rapidly growing sports industry. With data analysis becoming more sophisticated and being directly integrated into training equipment as well as the rise of AI, big data analysis for sports is thriving. Technology paves the way for massive improvements in individual skills, team performances, and the overall development of the sports industry.

Despite the large numbers used to describe this growth, these technologies and data systems are still mostly the domain of the footballing elite – the professional leagues and top national teams. This accounts for only about 2% of the greater footballing world.
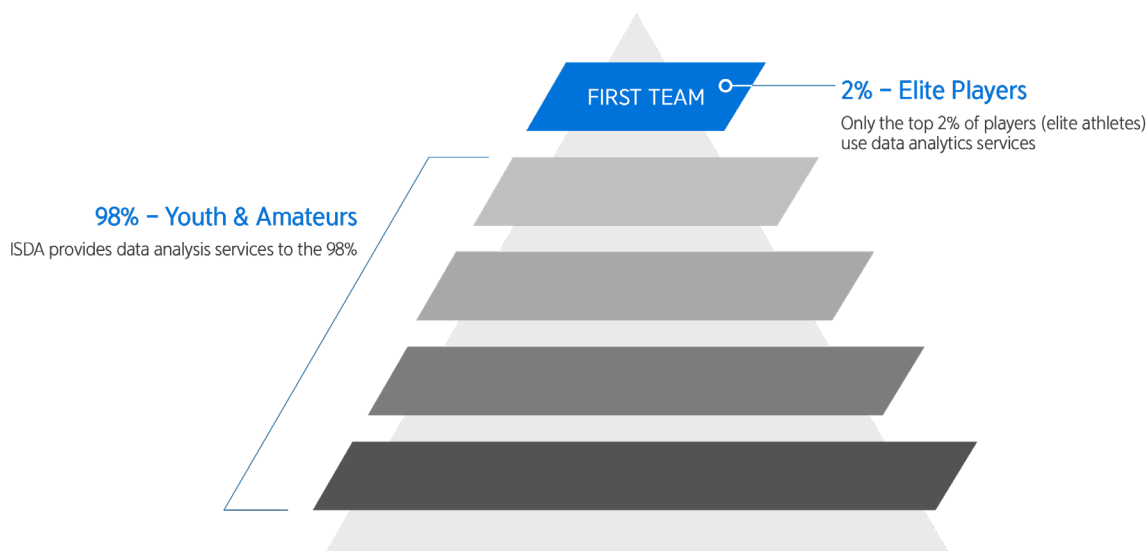
ISDA's aim is to address these structural issues by building a blockchain-based sports data service platform that aims to serve the other 98% of football. In this way, all players can enjoy the benefits of big data in sports.

As a P2E sports data platform, all that footballers have to do to Earn is Play. We focus on making sports an entertaining lifestyle choice by building a platform secured by expertise and experience, with a database of top quality content, the ability to provide individualized training solutions and product recommendations via AI analysis, and customized feedback from professional advisory panels of former and current pros.

Additionally, by introducing a point and token-based reward system, a virtuous cycle of 'activity -> reward -> purchases of goods and services to further advance activities' is established, with user data being converted into NFTs or other forms of value. The goal is to create a healthy, rewarding sports ecosystem in which we can discover and invest in youth players and grow together.

04 Platform Target

(1) The 98% – Youth and amateur sports population

FIRST TEAM

2% – Elite Players
Only the top 2% of players (elite athletes) use data analytics services

98% – Youth & Amateurs
ISDA provides data analysis services to the 98%

ISDA is targeting the broad base of the 98% – youth players and enthusiasts who sit below the "elite" level that comprise 98% of the football market. By building a new ecosystem with the introduction of the P2E model, we want to create a sustainable and equitable industry structure that can see profitability at all levels.

(2) Global Service Orientation

Following the launch of the domestic service in Korea, ISDA has confirmed the participation of 22 other nations around the world. Participation agreements have been signed with footballing Federations, government–affiliated sports organizations, and sports companies from the following regions – Korea, Australia, Malaysia, Cambodia, Saipan, Guam, Uzbekistan, South Sudan, Bhutan, China, Myanmar, Thailand, Singapore, Vietnam, Nepal, Japan, Taiwan, Philippines, Macau, Mongolia, Hong Kong, Azerbaijan – with plans to expand into North and Central America ahead of the 2026 World Cup.

Accordingly, key members of the participating nations will be on hand to advise the localization efforts of ISDA within each territory; the expansion strategy will actively reflect the popular sports and culture of each country.

ISDA Project Member Nations

Guam	Uzbekistan	South Sudan	Bhutan	China	Hong Kong	Malaysia
Myanmar	Thailand	Singapore	Vietnam	Nepal	Macau	Cambodia
Japan	Chinese Taipei	Philippines	Azerbaijan	Mongolia	Australia	Saipan

III. ISDA project platform Sports Pie

1. Platform Overview

Sports Pie, the first phase of the ISDA project, aims to broaden the pie of the sports industry by providing big data analysis services to players and participants of all levels of experience and expertise and connecting it directly with the sports industry (and other adjacent industries).
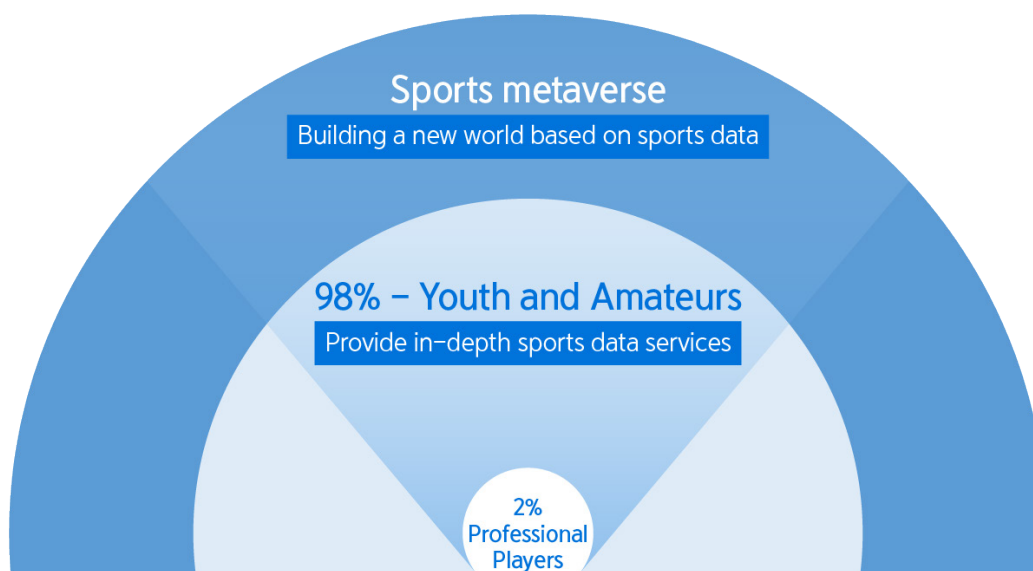
2. Platform Vision
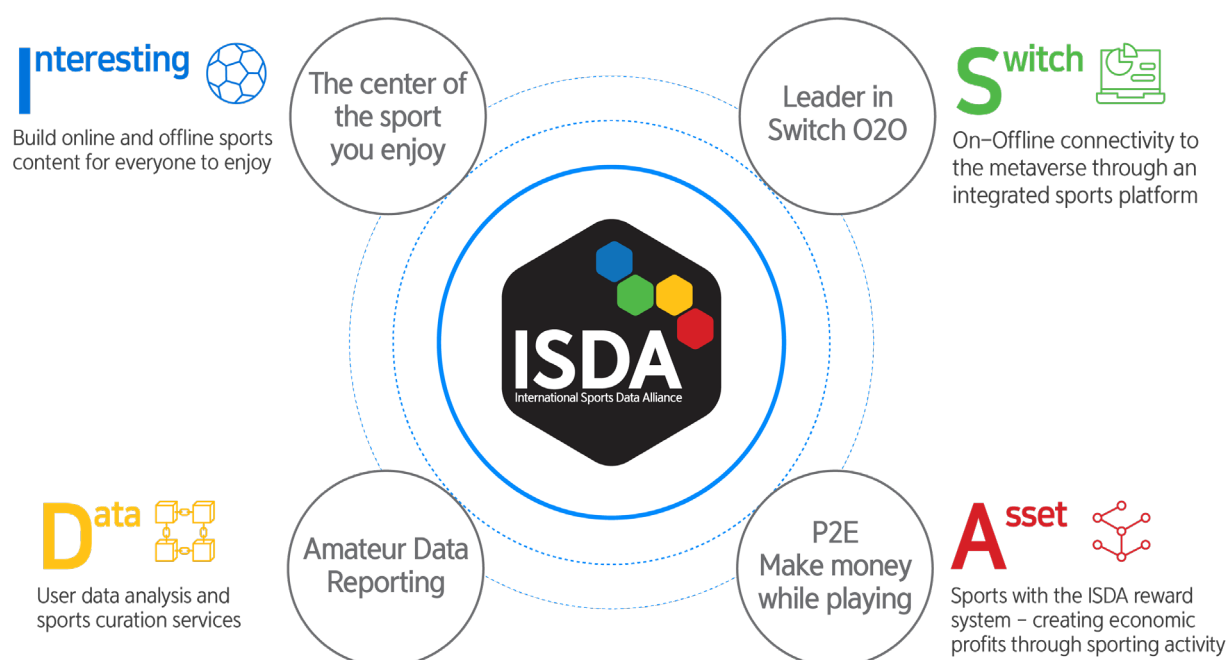
01   Turning Sports into Entertainment

    ① "Entertraining" (Entertainment + Training) leading the way
    ② Training gamification through challenges and rewards
    ③ Sports video platform that eliminates barriers to entry, more closely linking the concepts of "sports" and "video" to "amateur" and "play"
    ④ Community environment where users upload videos freely to connect and activate communication

02   Switch O2O Innovation Leader

    ① Big data O2O services targeted at amateur activities
    ② Offline data-based online services – NFT sales, metaverse, curation, sports star advisory, etc
    ③ Offline services based on online data – Hosting sporting competitions, events, etc

03   Amateur data reporting

    ① Video analysis, physical fitness, physique, & competition data
    ② Linked services such as data analysis and customized curation via AI
    ③ Accumulation of growth/progress data
    ④ Launching the online/offline Global Level Center utilizing amateur sports data

04   P2E (Play to Earn) Sports becomes a money-making economic activity

    ① Users create profits through ISDA's P2E (Play to Earn) system which generates money directly from sports activities and participation
    ② Exchange of reward points and tokens that can be used in real life
    ③ Establishment of ISDA profit ecosystem by providing paid services such as data curation, professional advisory/coaching service, store, etc

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3. Platform Environment

The ISDA platform consists of three layers – Application Layer, Platform Layer, and Blockchain Layer. Each layer performs a different role and constitutes an ecosystem through organic connections.
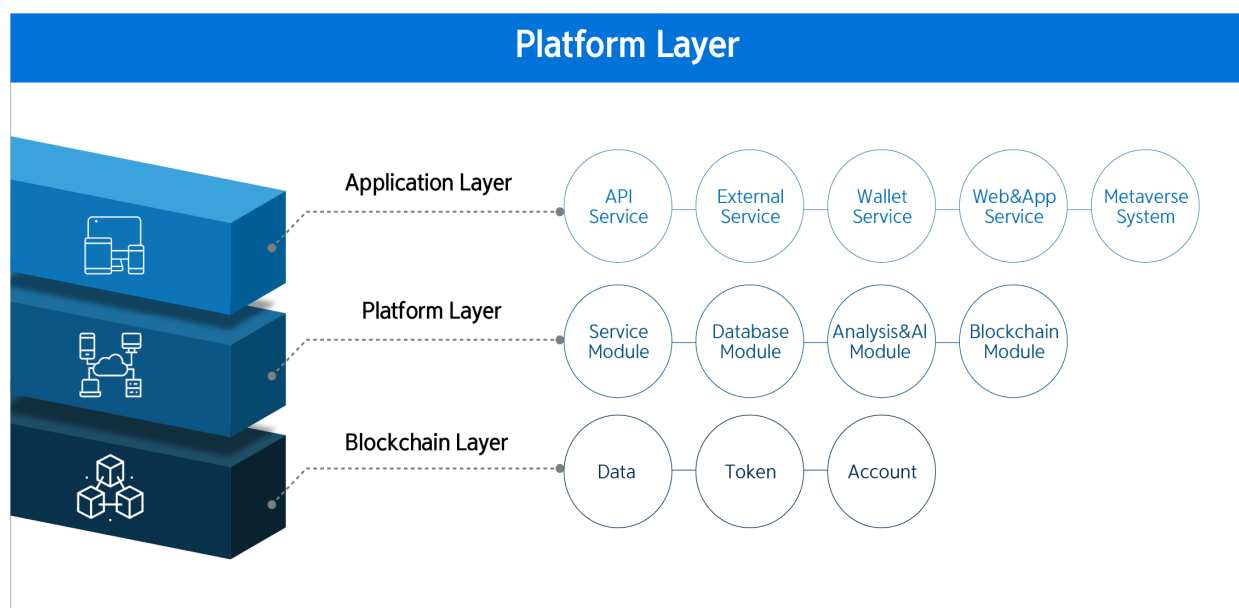
01 Application Layer

The Application Layer is directly visible to the user and provides optimized UI/UX. Through an API Service, service expansion is promoted by making internal and external content easily accessible for connection. Services of alliances and partners of ISDA are introduced to the ISDA platform through External Service. The Web&App Service provides a stable, consistent environment for users, and the Wallet Service allows anyone to easily transfer and store tokens.

02 Platform Layer

The Platform Layer provides service functions used in the Application layer by integrating various modules. Services are provided via the Service Module, and data and information are collected and stored in the Database Module. The Analysis Module parses the various databases to suit the connected services with the help of the AI Module, which optimizes the way the information is extracted, processed, and provided. The Blockchain Module integrates all of the information stored in the Blockchain Layer and transmits it to the Application Layer, as well as integrating data related to platform tokens and data that requires transparency in the handling process.

03 Blockchain Layer

The Blockchain Layer contains information to build a database that cannot be forged or tampered with and manages tokens that can be used within the ecosystem. This layer eliminates the possibility of defaulting on contracts through smart contracts between platform participants.

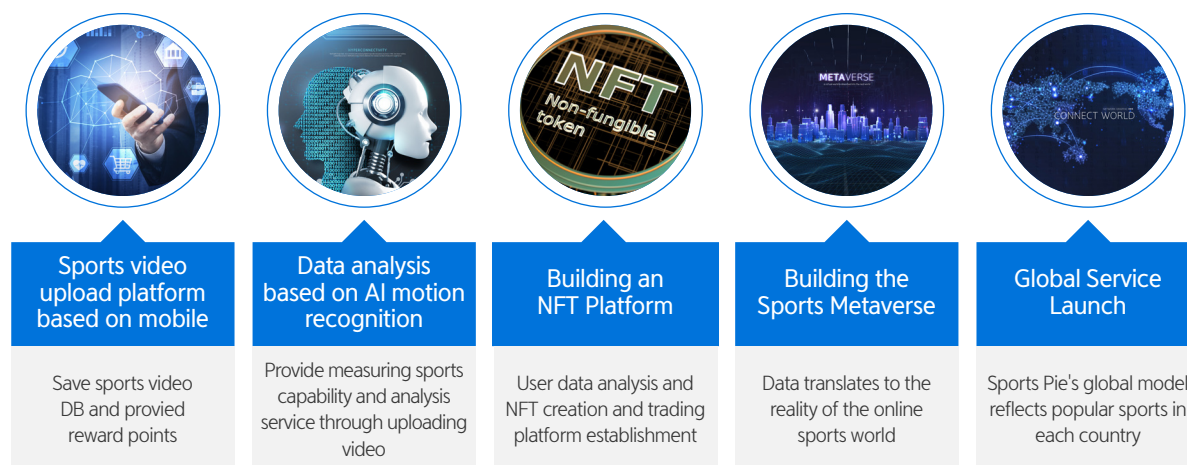# 4. Services Offered

01 Current state of Service

This service is a sports data platform service that based on sports activities video DB of youth and amateurs, and it consists of the form to generate profits with providing an indexed personal sports capability with individual's uploaded exercise videos through an analysis solution using the AI motion recognition system and providing related additional services.

Currently as sports pie 1.0 step, we are operating to focus on development of analyzing system and collecting video DB which has an objective to development for advancement.

Sports Pie 1.0	
Video Content Service	Video content related to sports such as training, challenges, and matches can be accessed through the ISDA platform.
P2E System Development	ISDA establishes a P2E (Pay to Earn) system in which users are rewarded for their activity on the platform with SDP (Sports Data Points). SDP can be used to purchase products, paid services, and affiliated company goods and services on the platform, and can also be converted into SDT (Sports Data Tokens).

02 Goals step by step

Utilizing personal sports data measured through this service, it makes more effective environment to experience sports and provides customized curation for enhancing individual skills. Furthermore it also makes environment that is beyond online and offline, building and connecting NFT and Metaverse service where individual offline sports capability can be used in online space.

Sports video upload platform based on mobile	Data analysis based on AI motion recognition	Building an NFT Platform	Building the Sports Metaverse	Global Service Launch
Save sports video DB and provied reward points	Provide measuring sports capability and analysis service through uploading video	User data analysis and NFT creation and trading platform establishment	Data translates to the reality of the online sports world	Sports Pie's global model reflects popular sports in each country

Sports Pie 2.0

Sports Data Analytics Service	Analyze user data and make optimal suggestions for development direction and methodology. Data analysis is conducted and stored on the blockchain to ensure security and objectivity.
Data Center Operation	Install and operate Sports Data Centers across the country to measure and record data. This data is transferred to the platform's Big Data Storage to be processed and provided in various forms such as user rankings and big data analysis.

Sports Pie 3.0

NFT Market Establishment and Sales Activation	User data can be further leveraged to create NFT 'Characters' to be used in games and online activities provided by the ISDA platform.

Sports Pie 4.0

Sports Metaverse Development	User data can be further leveraged to create NFT 'Characters' to be used in games and online activities provided by the ISDA platform.

03 Business Model

The key issues in platform service are incoming users continuously and preventing users to leave through serving an attractive service and building a business model using it.

Business model of sports pie is familiar mobile platform system in real. In addition to banner advertising and branded promotion contents service for B2B and AI motion recognition connecting service(sports contents experience and customized curation) for B2C, various business infrastructure will be built.

A total of three units(reward points/won/token) will be official currency that can use platform service, used places will be expanded continuously.

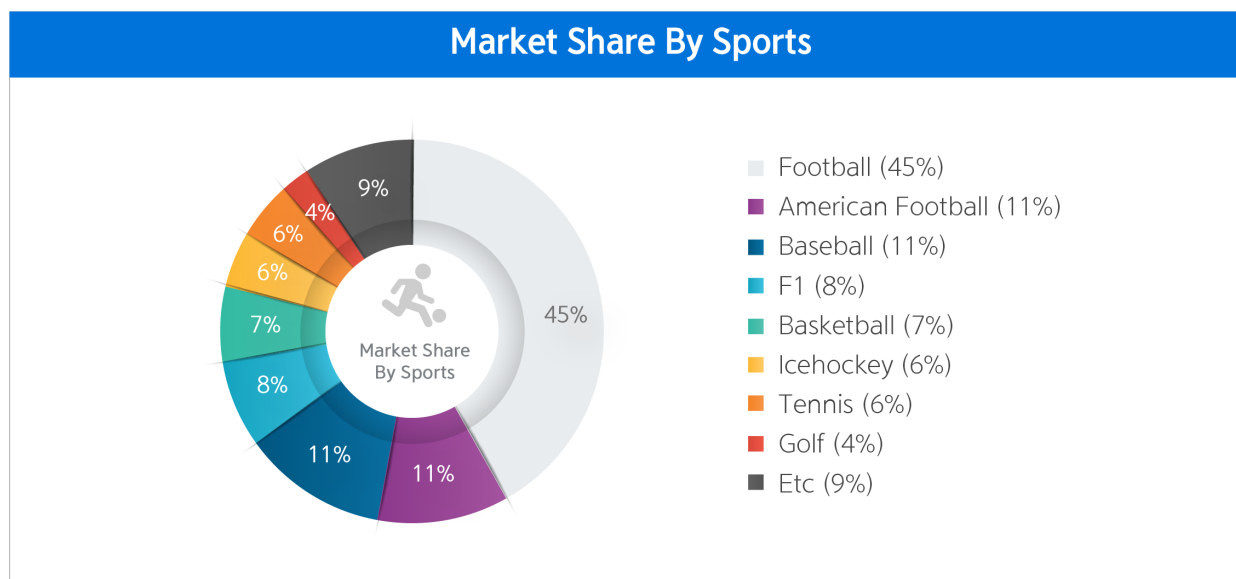| 1.0 VER | Advertising Profit | Online banner advertisement using platform paper |
	Branded Video Contents	Campaign video shooting and platform uploading for external organizations' promotional marketing
2.0 VER	Premium Paid Contents	Providing AI premium contents in sports curriculum and game service
	Membership Subscribing Service	**(B2B)** Providing original cumulative user sports video DB (cloud platform) **(B2C)** Using paid contents for free and discount service through providing membership
	Sports Managing Curation	**(Equipment)** Recommending consumable exercise equipment using individual DB and related distribution profits **(Health Information)** Health curation through DNA analysis service specialized in sports
	Sports Events	Realization of profits through holding sports events in online and offline and entry fee
	Point Swap	Realization of commission profits through point and coin swap
3.0 VER	NFT Service	NFT commerce service using user DB
	Metaverse	Creating characters that reflect user sports capability and concurrent sports activities in metaverse space (Creating gamification contents profit)

04 History

Business

2019
- Token Sale (Private Token Sale Completed)
- Held the ISDA open briefing session (Football insudtry participants from 22 natioins)
- Held a 'Global Youth Data Platform ISDA' 55th Spring Korea Middle School (U-15) Football Federation Competition
- Held the Vietnam business briefing session (for senior Vietnamese sports officials and entrepreneurs)
- Signed a Business Cooperation MOU with China (Citic Group(CHINA))
- Signed a Business Cooperation MOU with Thailand (Focus Foundation(Thailand))

2020
- **Development of a ISDA football training machine 'Dr. Canon' (Shooting machine)**
- Signed a Business Cooperation MOU with Ubeeslab
- Signed a Business Cooperation MOU with FC Potential
- Signed a Business Cooperation MOU with National Youth Soccer Education Service
- Signed a Business Cooperation MOU with Taiwan FootGolf Association
- Signed a Business Cooperation MOU with Aimbroad
- **Attracted investment from fund of funds for sports**

2021
- Opened the test version of ISDA platform'Football Pie'
- Signed a Business Cooperation MOU with NASSAU co., Ltd.
- Signed the ISDA platform use Agreement with Little K-league by National Youth Soccer Education Service
- Signed a Business Cooperation MOU with CLASS VR
- Signed the ISDA platform use Agreement with NASSAU co., Ltd.
- **Officially opened the ISDA platform 'Football Pie' [Football Pie 1.0]**
- Signed a Business Cooperation MOU with JoongAng Daily, JoongAng UCN, PSG Academy Korea

2022
- Listed on Virtual asset exchange 'L Bank'
- Signed a Business Cooperation MOU with COLLEXX (Sports NFT Technology)
- Signed a Business Cooperation MOU with Mygenomebox (DNA Analysis Technology)
- **Signed a management contract with football player 'Seung-woo Lee'**
- Signed a Business Cooperation MOU with YST (AI Sports Broadcasting Platform)
- **Football Pie platform, Selected a growth support project for small and medium-sized sports companies by Ministry of Culture, Sports and Tourism**
- **Football Pie platform, Selected the Innovation Voucher Support Project for Tourism Companies 2022**
- Signed an agreement to use ISDA platform with Yanggu-gun
- **Signed the ISDA platform use Agreement with CGV Experiential Sports Theme Hall**
- Signed a Business Cooperation MOU with Korea Football Physical Coach Federation
- Development of AI for Sports Video Data Analysis
- **Agreement for NFT project of football player 'Seung-woo Lee' and Bithumb meta**

05 Service Roadmap

	Platform	Business
2023.3Q	· Development ISDA platform service for the hall of CGV experiential sports theme	· Opening hall of CGV experiential sports theme and the first ISDA data measuring service center · Opening NFT project of football player 'Seung-woo Lee'
2023.4Q	· Installing sports data analyzing AI service on ISDA platform 'Football Pie'	· Launching a service to offer individual football capability
2024.1Q	· Development ISDA platform 'Football pie' sports curation service	· Holding domestic football tournament based on Football Pie platform · Launching membership subscription service
2024.2Q	· Updating a version of ISDA platform 'Football Pie' for the entry into Southeast Asia	· Opening ISDA data measuring service center

IV. Sports Pie Application Model 'Football Pie'

Market Share By Sports

- Football (45%)
- American Football (11%)
- Baseball (11%)
- F1 (8%)
- Basketball (7%)
- Icehockey (6%)
- Tennis (6%)
- Golf (4%)
- Etc (9%)

Football is a dominant force in the sports market, which is why it makes a logical starting point for the ISDA platform, which plans to eventually expand into many more major sports and fields.

ISDA recognized that the data collection infrastructure that is already prevalent in tracking the movements of 22 or more players on the pitch during a match could be adapted and applied to many other sporting situations, including individual training and remote activities. Football was thus selected as the starting sport for the platform, and 'Football Pie' was launched.

Start of ISDA Project

Let's widen the pie in football

Accumulate My Football Data while Playing

Digital Football Playground
Football Pie

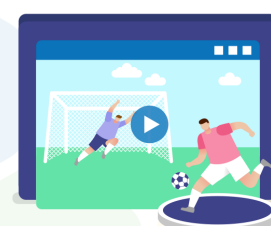### Show Your Play
Save Your Point

Football is the Point

The Digital Football Playground where you earn points for watching and playing football

Football Pie

Make Your Challenge
Try My Challenge

The Challenge is the Point

Whether you Make the Challenge Whether you Attempt the Challenge

A Digital Football Playground where points are accumulated
Football Pie

The world's first football training data reward app

You can train football and accumulate points with the best advisors.

01

A wide variety of challenges and training

Training videos that you can watch and follow from anywhere and upload videos of your own training. Your points and football skills will grow, as will your popularity within the community.

02

Support from top advisors

What if Korean football legends could watch my videos and advise my training? Now they can – Football Pie's top advisory team supports your football journey.
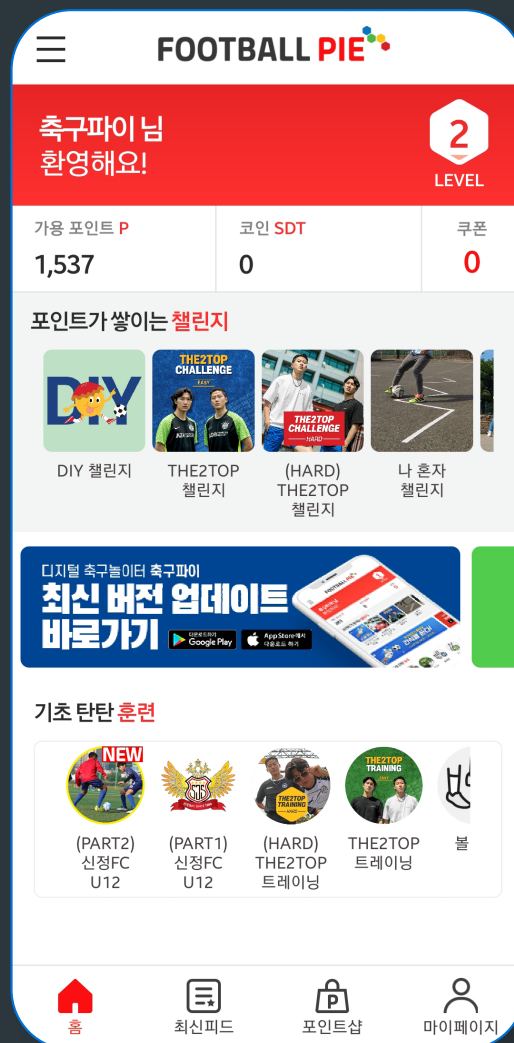
03

Football points that become as valuable as money

Points are accumulated when you watch training videos and/ or upload training videos of your own. You can earn points for all your footballing activities and use them nationwide or convert them into ISDA tokens (SDT).
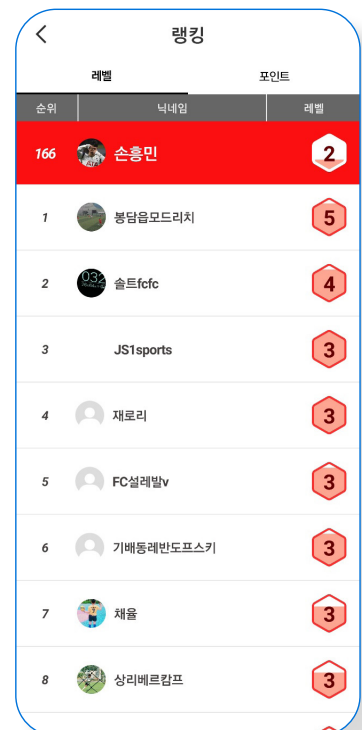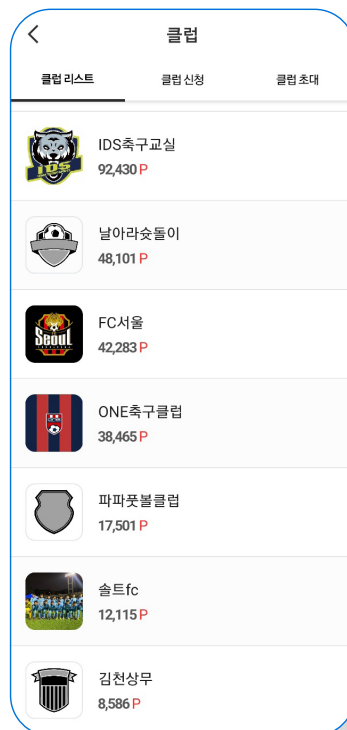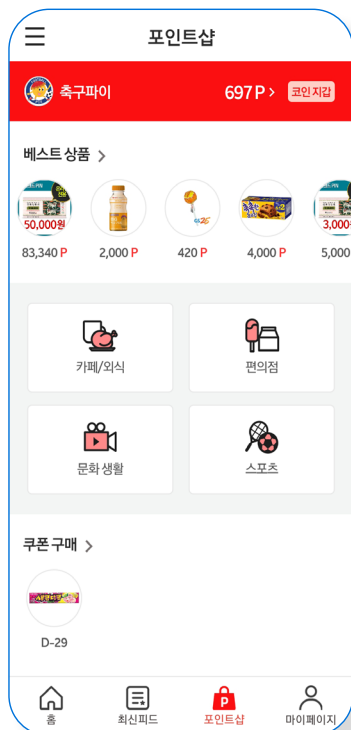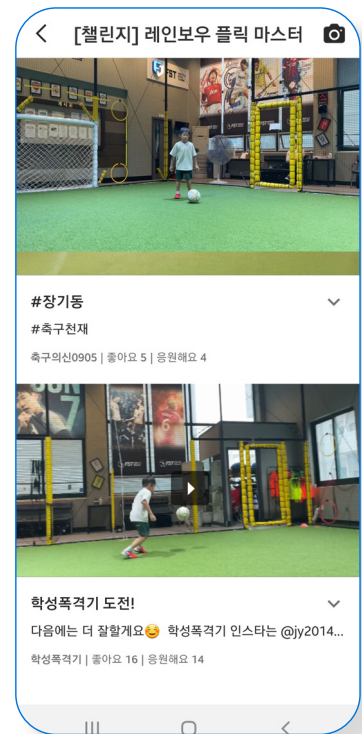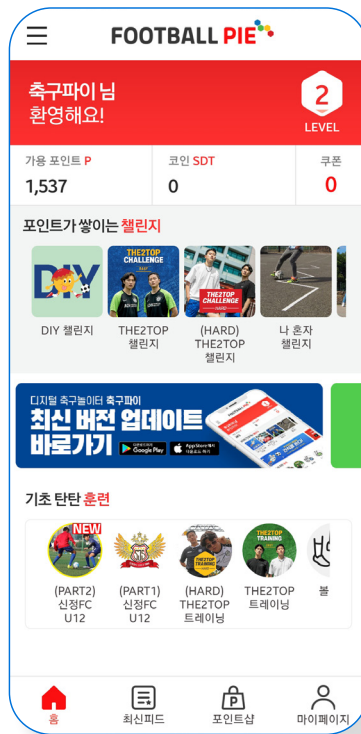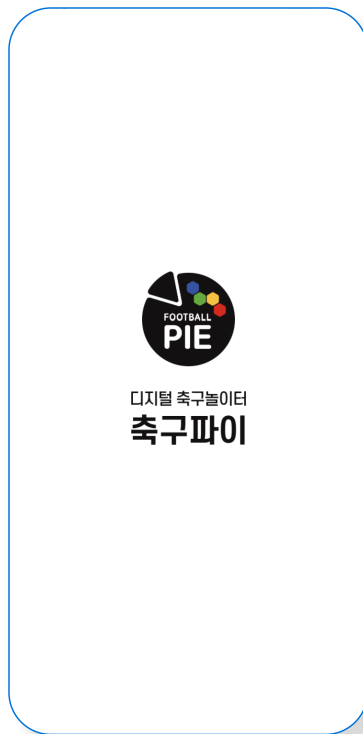
04

Football Metaverse

Football Pie – Accumulate points, level up your skills, and collect your own player data while playing football. Take all of it into the Sports Metaverse platform that combines games and virtual reality with your personal data.

01 Football Pie App UI

02 Football Pie Main Features
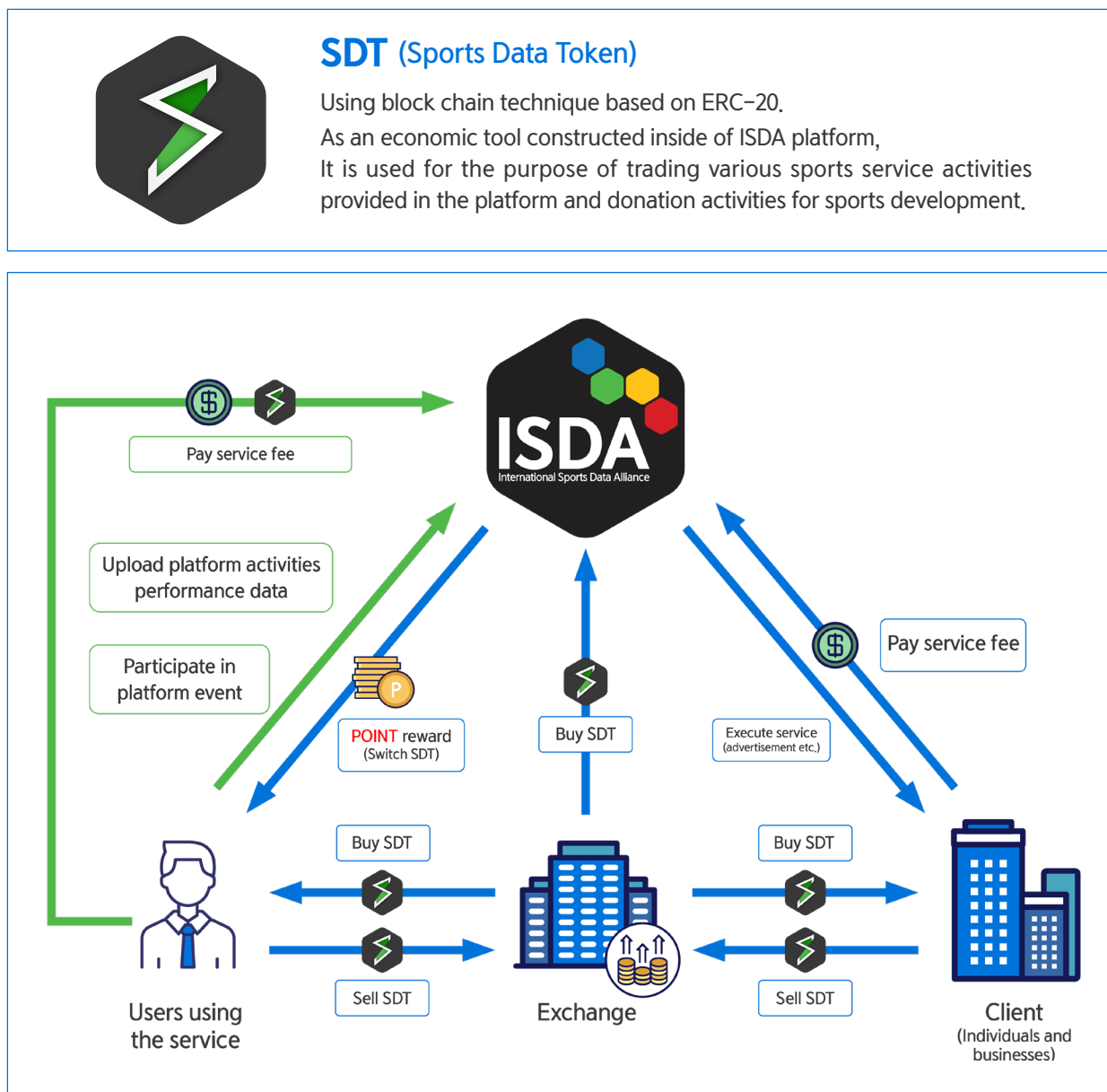

Video Platform Service	Original content that users can follow directly to improve their skills, such as football training and challenges curated and maintained by professional advisors. The network is social in nature, allowing users to freely upload and interact with other user-generated video content.
P2E System	Users earn money while playing sports when participating in the P2E (Pay to Earn) system and can earn points through various platform activities such as watching or playing football. Points can currently be used to purchase over 1,000 different products from 30 large nationwide franchises in the Points Shop. Points can also be used as a payment method for the data-based services set to launch in future updates. Points can also be converted to tokens through the in-app token wallet function.
User Community (Club System)	Core features include user communication and the ability to open a 'Club' – a place for users to congregate and discuss football, other hobbies, and even life. Efficient Club Management Tools for offline clubs will be introduced in future updates.
Ranking and Level System	User activity data analysis values and points can be used to derive rankings and levels. This incentivizes and motivates activity through gamification, visible/trackable progress, and competition. This data can be flexibly applied to various services areas in the future.

03 Football Pie Scheduled Functionality Updates

AI motion recognizing solution (Test Development Completed)	Using mobile based motion and object recognizing system technology, AI motion recognizing solution is being developed and tested that combines Human Pose Estimation and Object Detection. Providing contents of gamification form as solution that will be used to measure and analyze sports data for later users, it induces enjoyment and profit-making.
Data Curation	AI-based algorithmic analysis of user activity data which is then used to provide optimized curation such as dietary advice, custom training methods, and product suggestions to help users progress in their sports journey.
O&O Shopping Mall	Shopping mall stocking products and services that are recommended to users through curation powered by data analysis. Products and services can be purchased via SDP and SDT.
Advisory Coaching System	Users can access feedback provided by an advisory panel comprised of experts such as football players, coaches, and managers based on their uploaded or gathered video data.
Sales of NFT products/NFT Market	User videos can be minted as NFTs and sold; NFTs of famous players can be directly traded. Youth players who store their video data on the platform can mint NFTs to be sold to broadcast media companies or other interested parties when they grow into stars in the future.
Metaverse	Users can purchase items and play games in the metaverse using NFT characters that are based on their activity data values and other user data points.

V. ISDA Token

1. Token Economy

SDT (Sports Data Token)

Using block chain technique based on ERC-20.
As an economic tool constructed inside of ISDA platform,
It is used for the purpose of trading various sports service activities provided in the platform and donation activities for sports development.

Existing projects with tokens that are used as forms of payment often face challenges with conflicting interests as holding tokens for appreciation in value can lead to a deterioration of the functionality as a payment method.
To combat this, the ISDA platform has built a point system in the platform that works with the token, SDT (Sports Data Token), as follows:
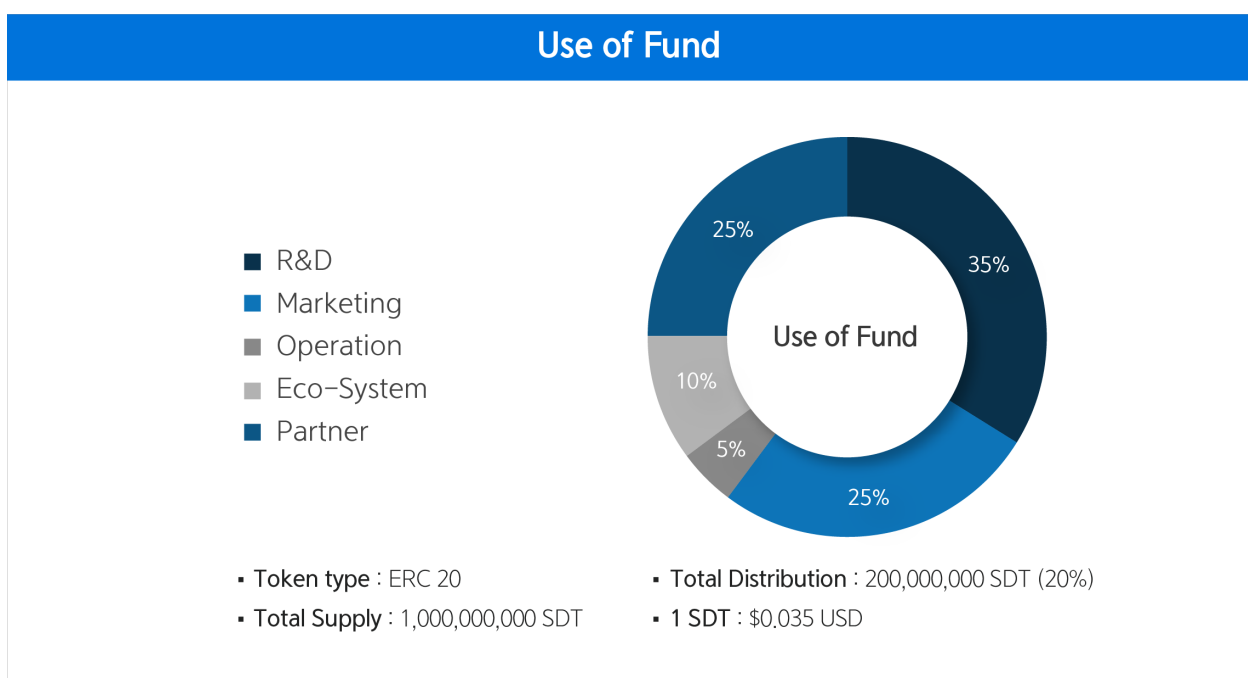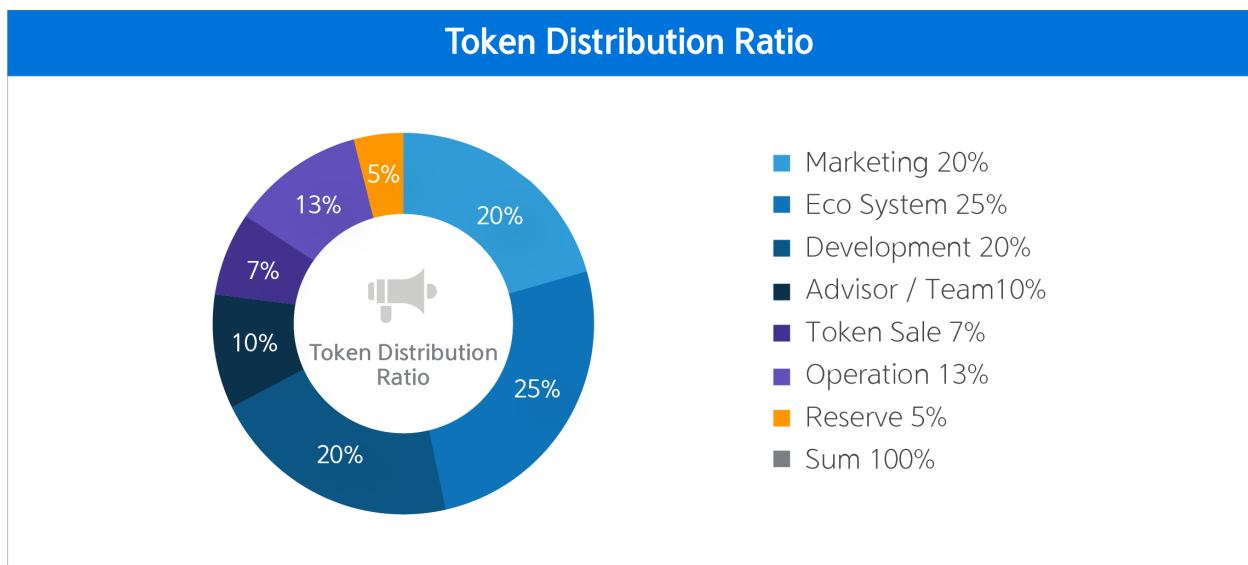
SDT and SDP are interchangeable within the platform; SDP can also be exchanged for fiat currency.
SDP will maintain a fixed value for ease of use and will be the primary means of payment for most services within the platform.

SDT will only be used within the platform for very specific purposes; when exchanging SDT and SDP, the exchange rate is determined based on the value at the time of exchange. The ISDA project will continue to implement measures to support the broad usability of SDT.

In addition to the basic token economy design that focuses on B2C within the platform, the B2B token economy will be set up for a more advanced configuration in the future.

SDT Coin	· Exchange with SDP · Compensation for purchase and holding	· NFT linkage · Donation of activities for sports development
Default Token Economy (B2C)	· Purchase of services on the platform · Purchase of goods on the platform (B2C) · Compensation for users who contribute to platform activities	
Token Utility Improvement Plan (B2B)	· Marketplace with tokens as the default currency · Charges for paid API integrations · Ecosystem expansion through platform metaverse expansion	

2. Token Distribution and Issuance

Token Distribution Ratio

Token Distribution Ratio

5%
13%
7%
10%
20%
25%
20%

- Marketing 20%
- Eco System 25%
- Development 20%
- Advisor / Team 10%
- Token Sale 7%
- Operation 13%
- Reserve 5%
- Sum 100%

Use of Fund

- R&D
- Marketing
- Operation
- Eco-System
- Partner

Use of Fund

25%
35%
10%
5%
25%

- Token type : ERC 20
- Total Supply : 1,000,000,000 SDT
- Total Distribution : 200,000,000 SDT (20%)
- 1 SDT : $0.035 USD

VI. ISDA Partners

VII. ISDA Key Members

1. Team Members

Eui Suk,Jung
CEO

· CEO of KFA Football Faentasium
  (2002 FIFA World Cup Memorial)
· CEO of Nassau Co., Ltd. & NassauX Co., Ltd.
· CEO of AlliveCreative Co., Ltd.
· ISDA(Intertnational Sports Data Alliance) Chairman
· Vice President of the Korean Football Science Assocation
· K-League Incheon United FC General Manager
· Member of Future Strategy Team, KFA
· Director of Public Relations for AFC Presidential Election Campaign

Seung Hoon,Cha
Co-Founder

· Team Chaboom Project China PM
· Former Gangjin Middle School Football Player
· Central Korean Branch Manager

Eun Hyung,Ju
CGO

· Chairman of Nassau Holdings
· Good Morning Shinhan Securities Executive
· Senior Researcher, LG Economic Research Institute

Ian,Choe
CGO

· ISDA CGO
· Vice President, Allive Creative Co. Ltd.
· Harvard University Graduate
· Sound Directors Business Development Director
· FourLeaf Media Co-Founder/CEO
· Orcadex Co-founder/Director
· TheASSIST.org (South Africa NPO) Co-Founder

Do Sun,Yun
CTO

·Vanilla Brain CEO
· Samsung CIC Learning Platform System development
· CREdu Education System development
· Next-gen online banking and test automation systems development

2. Advisors

Yong Soo, Lee
Technical Advisor

· KFA Former Vice President
· KFA Former Technical
  Committee Chairman
· Professor, Sejong University
  Department of Physical Education
· KBS Former Commentator

Dato' Alex Soosay
Advisors

· AFC Former General Secretary

Chris Wang
Advisors

· EAFF Executive Committee Member
· AFC Media & Communication
  Committee Member
· Taiwan FootGolf Federation
  Founding President
· FIFA Standing Committee Member
· Chinese Taipei FA Genaral Secretary

Larman Stuart Robert
Advisors

· UAE Pro League Director of Club
  Licensing and Club Develpment
· AFC Director of MA
  Development of Department
· FIFA PM, Facilities and
  Investment Programmes

VIII. Disclaimer

ISDA Token (SDT) is regulated by Singapore law. In addition, the acquisition of licenses and approvals in all jurisdictions and regions where ISDA Tokens (SDT) are used is not guaranteed.

ISDA Token (SDT) operates in full compliance with relevant laws and regulations, and strives to obtain necessary licenses and approvals for operation where possible.
ISDA Token (SDT) related services are affected by each country's regulations and policies. We do not fully guarantee regulatory approval. If the appropriate licenses are not obtained in the service jurisdiction, the service of ISDA Token (SDT) may be restricted, or the service may be unavailable in the App Store, Play Store, etc.

01. The value of digital currency changes every day. Virtual currency transactions and balances may rise or fall sharply. Please keep in mind that there is also the possibility that the price of a virtual currency (such as ISDA Token (SDT)) can drop to zero.

02. According to the policy of virtual currency exchanges, transaction suspensions or delisting of the ISDA Token (SDT) could occur. ISDA Token (SDT) is not responsible for any such situation.

03. ISDA Token (SDT) carries with it the same risks of any other digital currency, including failure or difficulty to transact due to low trading volume. As such, there is an inherent risk of limited transaction liquidity.

04. ISDA Token (SDT) can only be exchanged when the counterparty agrees to a similar trading price. In other words, exchanges rely on acceptable levels of trade activity.

05. If you lose your ISDA Token (SDT) account key or password, you may not be able to access your ISDA Token (SDT) account. ISDA Token (SDT) accepts no responsibility for any such situation.

06. ISDA Token (SDT) operates services and platforms in the cloud and IDC. ISDA Token (SDT) will make efforts to conduct security audits, security patches, and service inspections in accordance with each country's security regulations. However, service access may be difficult or failure may occur due to security vulnerabilities, zero-day attacks, DDoS, etc. ISDA Token (SDT) accepts no responsibility in these cases.

07. Risk factors such as changes in the external environment may make it difficult to continue business. In the case that the business cannot continue to operate, all proceedings involving customer assets shall be construed in accordance with the laws of Singapore, and shall be conducted in accordance with the Bankruptcy Law, Corporate Law, Corporate Rehabilitation Law, Individual Rehabilitation Law, and other relevant laws.

08. Taxes and Income Tax

Virtual currency laws and tax regulations have not been finalized in Singapore or globally. For more information, please consult with a law firm, tax accountant, or qualified professional in your country or region. Acquisition and loss of capital resulting from the sale of ISDA Token (SDT) may be attributed to the Capital Acquisition Act and Tax Act. ISDA Token (SDT) is not responsible for any customer's tax payment. For additional tax-related information, please consult with your country's relevant tax accountant or qualified professional.
ISDA Token (SDT) is not responsible for any issues arising from personal tax payments. According to each country's virtual currency regulations, ISDA Token (SDT) may withdraw from business or shut down in some countries.

09. Security Token Exclusion

The ISDA Token (SDT) white paper and supplementary documents are not investment prospects or financial service proposals. It cannot be treated as a securities investment product or regulated product in any country. This white paper and additional documents cannot be used for the purchase or purchase offer of ISDA Token (SDT) and service products. The ISDA Token (SDT) owner includes the ISDA Token (SDT) operator and its related income, including income such as royalties, profits, and profits from equity, stocks, bonds, and capital in relation to the company or intellectual property linked to the ISDA Token (SDT). You are not entitled to claim any rights.

10. ISDA Token (SDT) management and operation

The operation and management of ISDA Token (SDT) (hereinafter the ISDA Token (SDT) Steering Committee) manages the Main Wallet and Wallet for each business purpose through Multi-Signature Wallet. The Multi-Signature Private Key of the ISDA Token (SDT) Steering Committee is stored, managed, and operated by three executives designated by the corporation, and cannot be sold, transferred, secured, or seized to others. ISDA Token (SDT) Steering Committee takes legal effect immediately after this document is posted online.

11. SAFT

ISDA Token (SDT) can proceed with the sale of unissued coins as a Simple Agreement for Future Tokens (SAFT). Detailed contracts related to SAFT are concluded through the ISDA Token (SDT) Steering Committee and legal advice. This contract may not be disclosed to outside parties depending on the contract.

12. Block Deal and IEO

The block deal of ISDA Token (SDT) and IEO may sell unissued coins according to the decision of the ISDA Token (SDT) Steering Committee. Relevant detailed contracts are concluded through the ISDA Token (SDT) Steering Committee and legal advice. This contract may not be disclosed to outside parties depending on the contract.

13. Translation

This white paper and supplementary materials are published in English. All translations are for informational purposes only and no liability is assumed. We cannot guarantee the accuracy of completeness of translations. In case of any discrepancy between the English version and the translated version of this white paper and supplementary documents, the English version shall have the legal basis.

14. Transmission Restrictions

You may not take or transmit this white paper and its supplementary documents to any region or country where distribution or dissemination of this white paper and its supplementary documents is prohibited or restricted. If you read this document and white paper online, ISDA Token (SDT) has comprehensive immunity. Citizens of the People's Republic of China and the United states and Hong Kong, where ICOs are prohibited, are expressly excluded.

15. Third Party Information

Data and reference information obtained from third-party sources are included in this white paper and supplementary documents. Management believes that such data is accurate and reliable, but has not been independently audited, verified, or analyzed by professional legal, accounting, engineering, or financial advisors. Accordingly, there is no guarantee as to the accuracy, reliability, or completeness of such data.

16. View of ISDA Token (SDT)

Opinions other than those expressed in this white paper and supplementary documents are those of ISDA Token (SDT) and do not reflect the official policies or positions of governments, quasi-governments, authorities, public institutions, or regulatory bodies in all relevant regions. This white paper has not been reviewed by any regulatory authority.

17. Hazard Description

This white paper and accompanying documents inform you that the purchase of ISDA Token (SDT) involves significant risks and may lead to significant losses. Before purchasing ISDA Token (SDT), you should carefully evaluate and consider the relevant risks, including those listed in any other documents.

18. ERC20

ISDA Token (SDT) uses ERC20-based blockchain technology. ISDA Token (SDT) can configure blockchain ecosystems and nodes such as separate side chains for the purpose of reducing transaction delays and fees. In addition to this, data can be stored and archived in RDBMS, NoSQL, etc.

19. Professional Advice

To decide whether to purchase ISDA Token (SDT), you should consult with lawyers, accountants, tax experts, and other professional advisors as necessary.

20. Notices Regarding Forward-Looking Statements

This white paper and supplementary documents contain assumptions and available information regarding the business operated by ISDA Token (SDT) as well as forward-looking statements based on the beliefs of ISDA Token (SDT). These forward-looking statements and expectations are inherently subject to great risks and uncertainties.

ISDA Token (SDT) and its management do not assume comprehensive responsibility for this matter, and results may differ materially from those expressed in the forward-looking statements. All forward-looking statements are current as of the date such statements are made. ISDA Token (SDT) and management are not obligated to update or revise forward-looking statements to reflect events or circumstances after the date of making such statements or to reflect the occurrence of unexpected events.

21. Security Vulnerabilities

The open source Ethereum mainnet is exposed to various security vulnerabilities. ERC20, one of the most popular blockchain mainnets, is reliable, but may be exposed to vulnerabilities that developers and ISDA Token (SDT) development teams are not aware of.

22. Market Creation

ISDA Token (SDT) is not involved in transactions between ISDA Token (SDT) holders within the exchange. However, when liquidity in the market is insufficient or liquidity in the exchange is insufficient, liquidity may be supplied to promote market stability. However, if market creation is prohibited by law according to the policy of the country where the exchange is located, ISDA Token (SDT) will comply with the laws of each country.

23. Anti-Money Laundering Act (AML) and Countering the Financing of Terrorism Act (CFT)

ISDA Token (SDT) follows the policies of each country's Anti-Money Laundering Act (AML) and Countering the Financing of Terrorism Act (CFT). ISDA Token (SDT) is obliged to notify relevant regulatory and legal agencies within 7 days of the inflow of suspected money laundering or terrorist financing. In addition, ISDA Token (SDT) is subject to the obligation to report suspicious transactions to the Singapore Police Department and national police, and in accordance with the CFT Act (cap. 325) and various regulations affecting UN Security Council resolutions. For selected individuals or groups, refusal to participate in ICO and prohibition of the provision of ISDA Token (SDT) services may be required.

24. ISDA Token (SDT) ICO Restrictions

ISDA Token (SDT) restricts ICO participation for citizens of the People's Republic of China, the United States, and ICO-restricted countries where ICOs are prohibited. In addition, in accordance with various regulations affecting the UN Security Council resolutions, selected individuals or groups cannot participate in ICO.

25. Exclusion of the Curacao Financial Regulatory Authority's Relevance to Capital Markets Products

ISDA Token (SDT) is not a capital market product regulated by the Singapore Financial Regulatory Authority (hereinafter referred to as the 'Singapore Financial Services Authority'). ISDA Token (SDT) is a derivative product contract based on stocks, unsecured debt, business trusts and securities, and collective investment. It is not a financial product or capital market product regulated by the Financial Services Authority of Singapore, such as a commodity. ISDA Token (SDT) does not pay traditional financial dividends, and ISDA Token (SDT) holders cannot offer or resell options for future value to issuers. ISDA Token (SDT) is subject to regulation by the Singapore Financial Services Agency, and if it is interpreted as authoritative, it can follow the regulatory guidelines of the Financial Services Authority of Singapore, suspend business, or transfer the country of origin. ISDA Token (SDT) will work hard to meet relevant regulatory guidelines.

26. Coin Echo System

The Coin Echo System of ISDA Token (SDT) is a pure donation to develop and operate a blockchain payment platform to overcome excessive game payment fees. As a result, no dividends are promised.

27. Disability Compensation

The ISDA Token (SDT) team has no obligation to comprehensively compensate for damages to users caused by delays in the approval of the ISDA Token (SDT) blockchain, connection delay, node failure, etc. In addition, ISDA Token (SDT) does not have an obligation to comprehensively compensate for failures in cyber attacks, service failures, database loss, and server failures. ISDA Token (SDT) assumes no responsibility for the service and financial risks derived from the above. ISDA Token (SDT) recommends ICO investors and ISDA Token (SDT) investors should carefully evaluate risks and receive appropriate tax and legal advice regarding regulations, market changes, and cryptocurrency volatility in each country.

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