



MARKETING STRATEGY

FIRSTLY, WE INTEND TO PROMOTE FIGHTERCOIN USING A TOP DOWN APPROACH TO MARKETING.



TOP DOWN MARKETING



This is where we'll contact organizations and individuals in the industry that have considerable reputation, reach and authority to adopt the usage of the coin from the top down. They include:



Famous Fighters



Televised fighters



Local show fighters



Media Influencers (Joe Rogan, Ariel Helwani, etc.)



Promotions/Events (UFC, ONE FC, Smaller Promotions, etc.)



Individual promotion executives (Dana White, Scott Coker, etc.)



local promotions and local promoters (example: Gil Guillory with USA-MMA)



MMA Schools (Tristar Gym, Grudge, etc)



Coaches (Sean Madden, Duane Ludwig, etc.)



Other influencers who train and have Connections

- This is the preferred marketing method as it is both the most cost effective and most efficient way to guarantee mass adoption of FGC.
- We will provide a short media kit for them to quickly understand why FighterCoin is a project they need to get behind.
- After the ICO, and after we've exhausted the top down approach to marketing, that is when we will resort to bottom up marketing.



BOTTOM UP MARKETING



This is where we'll promote FighterCoin to the general public using mass media. This is less effective and much more cost intensive, and require a much larger marketing budget. That is why we will only implement this option after the ICO. We will promote FighterCoin using:



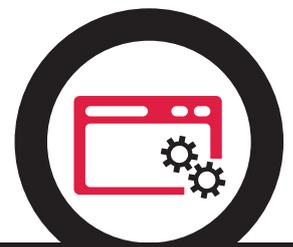
Facebook Advertising



Google Advertising



Twitter Advertising



Purchasing ad space in Fighting related websites

MEDIA KIT



What is FighterCoin (FGC)?

FighterCoin is a cryptocurrency that is specifically designed to give financial assistant to Fighters, their Coaches and Schools. We focus on helping fighters of all disciplines and not just in the sport of MMA. FighterCoin will be 100% self-sustained from input from fans and advertisers who encourage the use of our FighterCoin app and watch fights.

HOW FIGHTERCOIN BENEFITS THE FIGHTING COMMUNITY



Every participant in the Fighting Community will be entitled to free FGC tokens to begin with.



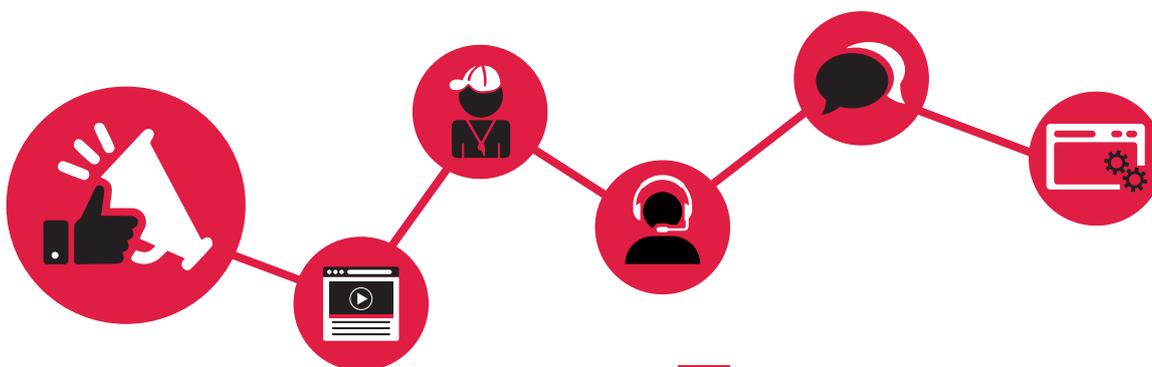
The FighterCoin Platform will index all of known fighters in any discipline or style, schools, gyms, coaches and anyone else involved on the “supply side” of the community.

Everyone indexed on the “supply side” of the fighting community will be entitled to receive a set number of pre-mined FGC tokens.



This will encourage unregistered fighters, gyms, schools or anyone from the supply side of the community to sign up, because every single one of them will essentially have “free money” waiting for them in a unique ERC20 wallet ready for them to collect.

This will also increase adoption significantly as it would be in the interest of everyone in the fighting community to have more people using FGC since it would increase the token value of the coins that they hold.



HOW FIGHTERCOIN WORKS



The FighterCoin platform –

This is a web application with support for mobile and desktop that allows players to decide which fighters will win a consecutive number of scheduled fights. The more consecutive correct winners the player is able to pick the more rewards they are entitled to receive.

For Fans/Players –

a fan can sign up as a player on the FighterCoin platform. As soon as they register they will be given an option to choose the main fighter they will be supporting. Now this is important because when the Fan/Player wins the FighterCoin game, he'll be entitled to both receive rewards directly himself and also his nominated fighter who he supports will also directly benefit. The selected fighter the fan nominates will be the person that receives the majority of the revenue from the portion that they are entitled to get allocations from, in the event their fan correctly picks a winner or goes on a winning streak.

This is great for fans and players as essentially, they will be required to do nothing more than watch the fights they already enjoy watching. As an added bonus they will be able to enjoy the fights even more because they will have the ability to pick a winner, and get paid to do so.



For Fighters –

Fighters are able to receive funding from either being the selected fighter a fan has directly nominated, or apply to receive proceeds from the general Public Pool for fighters.



Using FGC, fighters will have the ability to engage fans directly by selling their own branded merchandise provided by FighterCoin or requesting FGC donations in exchange for doing fan friendly commentary, or whatever the fighter chooses to do for his/her fan base.



For example, Fighter A might have a fan base who want to show their support by buying merchandise and gear. All the Fighter needs to do is tell his fans to purchase from his store and FighterCoin will provide the merchandise, the payment processing, the fulfilment and delivery of the item. The revenue will then be distributed fairly between the Fighter and FighterCoin to make it win win for both parties.



Alternatively, Fighter A might promise to do a funny taunt in the heat of the match, if the required amount of FGC tokens are received before the fight. This way the fans and fighter will be incentivized to communicate with one another more, thus allowing the fans and fighters to have more engaged interaction.

For Advertisers –

Advertisers through the use of the FighterCoin platform will be able to reach their specified audience in a much more targeted manner. Thus, they'll be able to generate more profits for their businesses and continue to provide goods and services that the FighterCoin community will be happy to purchase. The Fighting community is a very unique audience and FGC will give advertisers the opportunity to reach them directly.



For The Fighting Community –

The Fighting community, including gyms, instructors, schools, coaches and other personnel involved in the community will also receive a portion of the revenue generated through the usage of FGC. This is perfect, as the more FGC is adopted and used within the Fighting community, the more money the fighting community at large makes, thus giving them the ability to train more quality fighters while worrying less about the financial issues associated with being a professional fighter.

HOW FIGHTERCOIN WILL OPERATE



In order to encourage the usage and adoption of FGC, members can join for free and play entertaining games for rewards. There is no fee to pay for the player to start playing, and as this is a game of skill and not luck, and the rewards are commensurate with one's skills and knowledge of the sport.

The goal of FighterCoin is to help grow the fighting community in a sincere, transparent and sustainable way. We are an institution dedicated to supporting the Fighting Community.

The following methods will allow revenue to be generated for FGC.



Advertising revenue from sponsors –

As FighterCoin gains more and more adoption from players, fans and fighters - the businesses interested in marketing to these groups of people will be looking to promote products and services to them. The FighterCoin platform will be the connecting intermediary that marries the right audience with the right advertisers, and as a result revenue will be generated. This revenue will be used to either provide rewards for players or be used for marketing purposes to increase market adoption.

Merchandising on behalf of fighters –

FighterCoin will allow each individual fighter the ability to directly profit from merchandise sales to their own fans. All the fighter needs to do is tell their fans where to get their own branded gear, and the FighterCoin company will provide the products. They will do the sourcing, printing, fulfilment, packaging, inventory and delivery. The profits from this will be split between the fighter and Fightercoin.





Partnership with sponsors –

Sponsors who agree to partner up with FighterCoin will provide products and services at a discounted rate should FGC be used as the chosen payment system. For example, MMA schools might encourage the payment of tuition or purchasing of equipment at a discount should the purchase be conducted with FGC.

Transaction Revenue –

when an FGC token is sent or received, a small percentage of the transaction will be generated as part of the transaction revenue. The transaction revenue percentage will be adjusted to the amount of coins being sent and received. A small transaction revenue charge is required to guarantee the longevity of the sport, the transaction revenue generated from the usage of FGC will be distributed and given back in the following manner:



Fighter Profile Microcredentialing:

FighterCoin will be the first of its kind. A Distributed Ledger for fighters that has have records and data for each fighter. Fighters will have to register themselves and complete their profile. Each record will be created through a mobile web app. These microcredentials will include data on fight records, methods of win or loss, belts held and more. It will serve as a system of record for the entire sport irrespective of fighting body.

Rewarding the Fighter:

Fighting is not only a sport but an art form. When a player signs up to the FGC platform, an option will appear that prompts the player to nominate their favorite fighter. Once nominated by the fan, the fighter will receive a percentage of the FGC reward should the player win.



Public Pool for Fighters:

Before a fighter gets their big break, they need support to pursue their craft. To this end, FighterCoin will contribute a percentage of revenue to a Public Fighter Pool so that all fighters who are eligible, will receive funding from that pool.

Retirement Support:

Fighters have short career spans and are in dire need of support after they retire from Fighting. Currently there is not a retirement plan that supports fighters, once they stop fighting professionally. FighterCoin will be the first to create a Retirement Fund for fighters. FighterCoin will do this by contributing a percentage of revenue to the Fighter's Retirement Fund.



Fighting School:

Fighting schools are a key part of the fighting ecosystem. These schools provide the necessary training and skills to potential fighters, as they hone their craft. They are in need of funding from the community and FighterCoin will provide a percentage of revenue to fighting schools to acknowledge and honor their role in the community.

FighterCoin Community:

In order to help maintain the growth and mass adoption of FighterCoin, continual efforts need to be made to contribute back to FighterCoin and the fighting community. As such, a percentage of revenue will be allocated for employees, maintenance, technology services, promotions, marketing and other miscellaneous services.

