



Whitepaper

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Disclaimer

PLEASE READ THIS DISCLAIMER VERY CAREFULLY. You should consult your trusted legal, tax and financial advisor with respect to matters concerning the Star Token, Star Player Token and Starcks.io.

Under the national framework, the Star token is classified as a Utility Token, as it does not possess any characteristic for which it can be considered a transferable security, a money market financial instrument, an investment unit, a digital currency, a commodity or any other form of investment provided for in any jurisdiction.

This Whitepaper has been prepared in accordance with legal requirements and provisions.

This document has no binding legal force and in no way constitutes an offer or solicitation to purchase tokens issued on the Platform, nor does it constitute an offer to purchase financial instruments, securities to the public or a collective investment plan.

Any decision of the User with respect to the purchase of the Star Token and/or the Star Player Token is freely made by the User and will be based on what is contained in this document.

The Company reserves the right to:

1. make changes to this document and any others that are related to the tokens issued on the Platform, in order to ensure full and continuous compliance with the regulatory requirements set forth herein; and
2. make, in its total discretion, any token-related decisions that may be necessary to operate in accordance with the required regulatory requirements, as well as discontinuing or suspending the operation of the Platform and, therefore, the trading of STs and SPTs, should it prove necessary.

It shall be the reader's sole responsibility to ensure that it is not necessary to proceed with any notification or registration or to obtain any approval or license, either prior or subsequent, and, in the event of necessity, it shall be the reader's sole responsibility to obtain it in accordance with the regulations provided for in the country in which the reader is a citizen, resident or with which he or she has similar connecting criteria, or in which he or she has the registered or principal place of business; the Company shall not be liable in any way for any failure of the reader to comply with the relevant regulations.

Star Tokens shall not be purchased by the natural or legal person who is a citizen, resident, has its registered office or principal place of business in a country where the purchase, possession and use of tokens and/or virtual currency is prohibited by national economic policies, laws and regulations.

The Whitepaper, the issued tokens, and their possession, use and exchange do not confer any rights, except those relating to their use on the Starcks.io platform and related trading for the exchange of Star Token, Star Player Token and FIAT money. Star Tokens do not represent or confer on the holder any ownership, participation or equivalent rights, with respect to the Company or intellectual property owned by the Company.

The information contained herein is the sole responsibility of the directors of the Company who, to the best of their knowledge and belief, believe it to be complete and in accordance with the facts.

1.1 Definitions

Whitepaper: this document.

Company: Starcks S.r.l., a limited liability company with its registered office in Italy, via Vittorio Bachelet 12, 00185 - Rome (RM), registered with the Companies' Register of Rome under no. 16566161002.

Website: the Starcks.io website, as well as any related subdomains, and any other website through which Starcks makes its service available to Users.

Starcks.io or Platform: the platform developed by the Company, operating thanks to blockchain technology, in order to offer fans a space in which they can buy and sell the tokens of their favorite players, as well as enjoy any benefits associated with them.

App: Mobile Application of Starcks, associated with the related Platform.

User: any natural or legal person who visits, registers and/or uses the Platform and the services offered on it.

Issuer: the manager of Platform tokens, on behalf of the Company.

Token Holder: any person who has purchased the Star Token and Star Player Token issued by the Company on the Platform, thereby agreeing to the Terms and Conditions proposed by the Company, as well as what is stated in this document.

Wallet: an application or hardware device that allows tokens to be stored, accessed and transferred.

Star Token (ST): primary utility token issued by the Company on the Platform, which is cryptographic, decentralized and based on the Ethereum system (ERC-20), with the purchase of which it will be possible for fans later to obtain Star Player Tokens.

Star Player Token (SPT): a secondary cryptographic token utility with which the name of the player it refers to is associated. It is a secondary token issued by the Company on the Platform, which circulates exclusively on the Platform and can be exchanged exclusively with the Star Token. The holder of the SPT will be granted the opportunity to participate in the Starcks "Token Football Game," as well as to receive rewards and perks.

Star: any player with whom an SPT is associated.

Performance: the quantitative performance of a Star at each game that results in the burn or liquidation of SPT tokens.

SPT burn: the destruction of SPT from the Star's current reserve, which causes an increase in SPT already in circulation.

SPT issuance: the issuance at market price of batches of SPTs from the Star's current reserve, which causes a dilution of the value of SPTs already in circulation.

TPER: the period of 7 (seven) days that the Company expects to be required for the listing of the creation and issuance of the primary token.

1.2 Risk factors

The Starcks.io Platform and the tokens issued by it are mentioned in this Whitepaper for illustrative purposes only, as they are not strictly governed by it.

Those set forth below are merely an explanatory and non-exhaustive list of the main risk factors that the Company believes may arise by reason of the activity conducted through the Platform, in connection with the purchase, holding and/or use of Star Tokens.

Users, especially when purchasing the Star token should consider these risk factors, in conjunction with all other information provided herein, and proceed only upon the advice of their professional advisors (e.g., financial, accounting, legal, tax and other technical advisors).

The risk factors identified herein should be considered and evaluated individually, although the reader should consider the possibility that they could also occur together,, combining and intensifying each other.

Most of the risk factors mentioned below are only potential and the Company is not able in any way to predict how likely these might occur.

By purchasing, holding, and using Star Tokens and Star Player Tokens, you expressly acknowledge that you assume the following risks:

- **Suitability for the purchase of STs and SPTs:** The purchase of STs and SPTs is recommended only for individuals who are able to financially assess the benefits and risks of the transaction, or individuals who are supported in the purchase by professional advisors. The transaction cannot be considered on a par with an investment or financial asset and is reserved only for individuals who have sufficient financial resources to bear any losses that may result (which may even come to be equal to the entire amount spent in the purchase of the tokens).
- **Risk of Insufficient Interest in ST and Starcks.io:** It is possible that over time there will be limited interest in the use of the Star Token, Star Player Token and/or the Platform or that these will no longer be used by a large number of individuals. Such lack of use or interest could adversely affect the development of the Platform and the potential usefulness of the STs and SPTs.

- **Risk of non-quotation and lack of liquidity:** the STs and SPTs are intended to be used exclusively for the Platform and the Company will not intervene in any way in the trading activity that might take place between individuals. Given the limited intended use of the issued tokens, the risk of illiquidity with respect to the tokens held could be realized. To date, there is no certainty or guarantee that in the future the Platform will allow the exchange of cryptographic tokens for other tokens of this type or for FIAT money, and should this occur, no guarantee is given with respect to the capacity and/or volume of such an exchange.

The Platform makes no guarantees to the User with respect to exchange service providers that might intervene in the above activity and warns the User that the relevant regulations are currently unclear.

The Company does not aim to enable the exchange of STs and SPTs for other cryptographic tokens or FIAT currency and, for this reason, does not engage in any way in listing STs and SPTs on secondary exchanges or markets.

As for the exchange activity mentioned above, since it is not the responsibility of the Company, it leaves Users exposed to the risk of being subjected to fraud and failure.
- **Risk of unfavorable fluctuation of ST and SPT:** a Company intends to be financially self-sufficient and declares that it has no specific interest in the market value of the issued tokens.

However, should the value of BTC, ETH, ST or SPT experience unfavorable fluctuations, the Company may no longer be able to finance its development to the extent necessary.

In addition to the usual market forces, there are additional events that could potentially exacerbate unfavorable fluctuation risks, such as external attacks on the Ethereum network, security incidents, and irregularities in cryptocurrency exchange markets.
- **Risk of uninsured losses:** STs and SPTs are not insured unless the Token Holder proceeds to sign an ad hoc contract to that effect. Otherwise, the Token Holder, in the event of a loss of STs, SPTs or their value, will not have recourse to any entity, public or private.

- **Risk of not being able to access the tokens due to the loss of the private key, due to custodial or Token Holder error:** in order to acquire, hold and dispose of the ST and SPT, it is necessary for the Token Holder to have a Wallet created by a third party provider, who will be responsible for implementing the necessary security measures. Consequently, the loss of the private keys associated with the Wallet in which the STs and SPTs are deposited will result in the loss of those tokens and any other cryptocurrency is held therein.

Any third party who obtains the availability of Wallet access credentials may be able to misappropriate the STs and SPTs held therein.

Any error or malfunction caused by, or related to, the Wallet -including misuse of it by the Token Holder or its failure to provide the wrong Wallet address- could result in the loss of the STs or SPTs, for which the Company cannot be held responsible.
- **Hacking and Security Compromise Risk:** Hackers may attempt to interfere with the operation of the STs and SPTs in a variety of ways, including -by way of example but not limited to- denial of service, Sybil attack, spoofing, smurfing, malware attacks, or consensus-based attacks, and any other similar occurrences that could adversely impact the Platform, the services offered and the tokens issued by it. The Company shall not be held liable for such occurrences.
- **Risk of security compromise of the on-chain code of the Smart Contract and the off-chain code of the website or App:** there is a risk that the Smart Contract, website, Platform, STs, and SPTs contain a vulnerability and critical bugs in the on-chain and off-chain code that could interfere with the use of them, even causing the loss of issued tokens.

The website has open off-chain code and could be updated, altered, or modified from time to time.

The Company cannot predict and guarantee the precise outcome of any changes and updates; consequently, these could lead to an unexpected or unintended result, which could adversely affect the STs, SPTs, and the website. This could result in a loss of the tokens issued by the Platform.

Risk of malfunction of the Ethereum network: in the event of malfunction of the Ethereum network, it is possible that STs and SPTs could suffer negative consequences, including the possibility of being prevented from using the Platform or to the loss of the tokens themselves.

The Platform could find itself competing with alternative platforms that use the same open source code and Ethereum network; this could negatively impact the Platform and the usefulness of STs and SPTs.

- **Risk of mining attacks:** as decentralized cryptographic tokens based on the Ethereum system (ERC-20 tokens), in the course of validating transactions on the Ethereum blockchain the STs and SPTs could receive, from miners, attacks targeting the tokens themselves. Any type of attack that is successful presents risks to both the Platform and the issued tokens; these include the malicious recording of transactions involving STs and SPTs.
- **Risks Associated with Uncertain and Developing Regulation:** to date, the regulatory framework created by the legislature, both nationally and at the European and international levels, is rather patchy and uncertain. For this reason, it is difficult to predict whether, and how, industry authorities will apply existing regulation to this technology and its applications.

It is likewise impossible to predict whether, and how, national and European legislators will implement industry regulation by introducing laws and regulations targeting distributed ledger technology and its applications.

The above activities could negatively impact the Platform, STs, and SPTs in various ways since, for example, it may be the case that the activity of purchasing, holding, using, and disposing of issued tokens requires registration with specific registers or registries or a license.

The Company may decide to discontinue its activity and the issuance of STs and SPTs in a given jurisdiction in the event that, in light of the adoption of new regulatory and legislative provisions, it is no longer convenient to carry out such activity there, it becomes excessively complex to obtain the necessary authorizations and licenses, or even, it becomes illegal to operate the Platform.

- **Risks associated with Internet transmission:** among the risks associated with the use of the Platform and the STs and SPTs are those related to the possibility of possible malfunction of the hardware, software, Internet connection and other technologies on which they rely. These failures may generate service interruptions, communication errors, distortions and delays of the Platform for which the Company will not be responsible.
- **Regulatory and Market Risks:** the Company and the operation of the Platform are subject to a plurality of national, EU, and international laws, regulations, and directives, including those related to privacy, data protection, and consumer protection. This regulatory framework could change and expand over time, thereby generating -in this way- a negative impact on the Platform and the utility of the tokens issued therein. Token Holders are also subject to compliance with industry laws and regulations.
The Token Holder accepts the risk that in some countries the ST and/or SPT will be considered security tokens, as the Company makes no representations or warranties in this regard.
The Token Holder agrees that he/she is solely responsible for any risks, financial, legal, or otherwise, associated with tokens issued by the Company being considered security tokens or their possession, use, and disposition being considered illegal in the country in which he/she is located.
Any changes related to the Company's tax status or tax laws, domestic or of third countries, could affect the value of the Company's financial holdings, its business, and Starcks' ability to achieve its goal of developing the Plattaforma.
- **Risk arising from taxation:** the tax qualification of the tokens issued by the Company is uncertain. For this reason, the Token Holder will proceed to seek tax advice from a trusted professional in connection with the purchase of the ST and SPT in order to assess what the adverse tax consequences might be from a tax perspective.

- **Risk arising from lack of governance rights:** with the purchase of the STs and SPTs the Token Holder does not in any way become the holder of any IP or ownership rights or any other form of interest in the Company and, because of this, all decisions involving the Company will be made by the Company at its sole discretion. Such decisions, including whether to issue more STs and SPTs for exchange or to sell and liquidate the Company, could also adversely affect the utility of the tokens held by Token Holder.
- **Risk of dissolution of the Company:** it is possible that due to a plurality of reasons, including- but not limited to- a decrease in interest in ST and SPT, failure of business relationships, the occurrence of unfavorable market conditions, and the emergence of additional regulatory obligations, the activity carried out through the Platform will no longer be profitable and the Company will have to cease operations and be liquidated.
- **Risk of wars, acts of domestic or international terrorism, catastrophic events and natural disasters:** in the event of the occurrence of external events unforeseeable to date -such as, but not limited to- the outbreak of wars, domestic or international terrorist attacks, catastrophic events and natural disasters-, there is a risk that these will negatively impact the Platform's operations and the usefulness of the tokens. With respect to such events, the Company makes no guarantees about the operation of the Platform and reserves all rights with respect to suspension or interruption of service and the ability to use the STs and SPTs.
- **Other risks inherent in the activity:** the Token Holder understands and accepts all risks inherent in the ST and SPT that should not have been expressly provided for in this document or in the Terms and Conditions on the website and accepted by it, such as -for example- risks associated with (1) money laundering; (2) fraud; (3) pursuit of illegal purposes; and (4) any other unforeseen risks.
- **Unexpected Risks:** cryptographic tokens such as the ST and SPT and the blockchain system are new, innovative, and experimental technologies. For this reason , therefore, in addition to the risks anticipated therein for the Token Holder in the future, others associated with the purchase, holding, and use of the ST and SPT may arise that the Company is unable to anticipate. With this in mind, the Company reserves the right to make changes to this document over time, so as to ensure that the information is always up-to-date and in line with the development of the technology involved, regulations and any risk profiles that may arise.

1.3 Information on the Issuer

The issuing company of the Star Token and the Star Player Token is Starcks limited liability company, with its registered office in Italy, via Vittorio Bachelet 12, 00185 - Rome (RM), registered with the Companies' Register of Rome under No. 16566161002 (the "Issuer")

The Issuer was incorporated on February 09, 2022, is legally existing and registered as a limited liability company, pursuant to Article 2462 et seq. of the Civil Code.

As of the date of preparation of this Whitepaper, the Board of Directors of the Issuer consists of the following individuals: Alessandro Moggi (Chairman), Emanuele Floridi (Director), Mario Costanzo (Director and Chief Executive Officer), Cristiano Augusto Tofani (Director) and Luca Frigerio (Director) .

1.4 Naming right

As for the secondary token issued by the Company, i.e., the SPT, this on each release on the Platform will each time be juxtaposed with the name of a Star.

This activity will be possible because, although the right to the name is a very personal and inalienable right, the same cannot be said with respect to the related right of economic exploitation.

The Company, in fact, has arranged to enter into a contract with the Stars, the name of which has been or will be associated with an SPT, for the assignment for consideration of its right to the economic exploitation of the name with respect to the broadest profiles pertaining to the activity in question; in this way Starcks will be placed in the full possibility of using the name of the Star in association with a given issue of SPT.

1.5 Compliance

The Starcks Platform is authorized in accordance with current Italian regulations. In particular, it complies with the requirements provided for by the D. [●] and, as soon as it was made possible by the competent Administration, it finalized the procedure -according to the modalities established by the MEF (Ministry of Economy and Finance- by which it obtained the registration in the special register kept at the OAM (Organismo degli Agenti e dei Mediatori)

The Platform is therefore enabled - according to the Italian regulations - to manage the purchase and exchange of the Tokens that will be made available as well as to operate the conversion from FIAT currency to Token and vice versa, throughout the European territory.

1.6 KYC & AML

Know Your Customer (KYC) and Anti-Money Laundering (AML) & Counter Financing of Terrorism Procedures

The Company has adopted strict KYC procedures to verify the identity of each person intending to proceed with the purchase of tokens issued on the Platform, i.e. potential Token Holders, and of the real beneficiaries of the hypothetical purchase (when possible): only those persons for whom, downstream of the KYC procedure, the identification procedure has been successfully completed have been allowed to purchase STs and SPTs.

The adoption of strict KYC procedures by Starcks, all designed in accordance with current market practices and in compliance with national and EU legislation, makes it possible to protect Users and the Company from criminal phenomena such as money laundering and terrorist financing activities.

The Company, aware of the importance of prevention with respect to money laundering and terrorist financing activities, has taken all necessary precautions in accordance with applicable legislation, in particular the Legislative Decree of November 21, 2007 No. 231 and subsequent updates, implementing the relevant European directives.

In accordance with the above, the Company has provided ad hoc procedures for the identification of politically exposed persons ("PEPs").

The procedures developed in this regard focus on identifying the potential Token Holder and verifying his or her relative identity, based on the following sources:

- documentation provided by the subject;
- information regarding them obtained from reliable and independent sources.

In particular, the Company as of now assures that it does not deal, does not conduct business, nor has any intention to do so in the future, with individuals who:

- refuse to provide the requested information or documentation;
- are legal entities whose shareholding/control structure cannot be determined;
- are included on any PEP list or have a criminal history of money laundering or terrorist financing;
- may, based on available information, have possible involvement in criminal activities;
- conduct business in which the activity, related proceeds and funds in this employment are not reasonably ascertainable.

The Company undertakes to retain all communication received from Token Holders for their identification and identity verification, while always ensuring the manner and full compliance with industry regulations and privacy requirements.

1.7 IP Rights & Service Providers

Intellectual property rights of Starcks S.r.l. with respect to the work performed, the Platform and the project covered herein.

The Trademarks, the naming rights assigned in favor of the Company, all the contents of the Starcks Website (www.starcks.io), of this Whitepaper -in relation to the Starcks project- and of the Platform are covered and protected by the intellectual property rights that are to be recognized in the head of the Issuing Company, the Starcks S.r.l., with registered office in Italy, via Vittorio Bachelet 12, 00185 - Rome (RM), registered with the Companies' Register of Rome under no. 16566161002.

With regard to the naming rights that have been transferred by Starcks in favor of the Company, Starcks S.r.l. is the owner of all related intellectual property rights within the limits and under the conditions provided for in the contracts themselves.

This means that no one outside the Company is authorized to use the content of the website, Platform, App or this document, as well as the content of any electronic or written publication, words, phrases, names, designs, logos and trademarks owned by Starcks S.r.l. and the naming rights assigned to it, without its prior written consent.

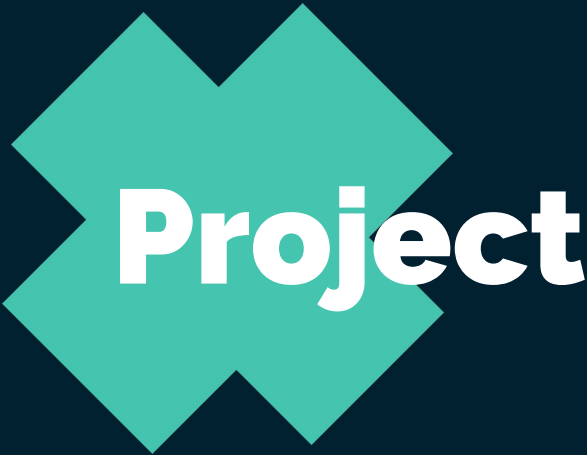
Otherwise, the Company reserves the right to proceed to have its rights protected.

The Company reserves the right to change all information provided on the Platform, Whitepaper, Business Model and any other public document at any time without any duty of notice to third parties, including stakeholders and Token Holders.

External Service Providers

Legal advisor: Stefano Capaccioli

Section 2.





2.1 Overview

Starcks is a project that aims to unlock the power of engagement between FAN and STAR through the Blockchain, allowing users to actively participate in the careers of their sport idols.

Starcks allows users to buy and exchange the tokens of stars from major European soccer leagues. Thanks to Starcks, fans can actively participate in the Star's career path through reserved initiatives and contests, and, most importantly, test their sports culture with Token Teams by participating in competitions and tournaments to win exclusive prizes.

At the core of the Starcks platform is Star, the token that provides access to the main services of the platform, which can be used to purchase Star Player Tokens.

If Star is the founding block of the Starcks ecosystem, Passion and Engagement are the cement of the project. In fact, users will not only be able to participate in the sports life of their star athlete through the purchase of his or her Token, but they will also be able to combine it with tokens from other players, create a team, and participate in weekly initiatives and tournaments where talent and sports analysis skills will be truly tested and rewarded.



2.2 Why Starcks

We want to convert the passion of more than 2 billion fans for their sports idols into an active community that will be part of athletes' actions on the playing field.

This is a growing market that represents an opportunity to be explored. Its presidium is our stated goal.

Every action we do - from the listing of the primary token to the creation of Token Teams - is designed and implemented with the desire to provide fans with a platform where they can finally cultivate their passion with continuous stimulation and interaction and with gamification and engagement never seen before.

2.3 The opportunity

The world of investment dedicated to sports Stars is incredibly far from that of Fans. Although the popularity and success of the Stars depend to a very large extent on the fanbase, fans have no concrete means to participate in the success of their idols and obtain rewards for their support. The consequence is that fans remain only spectators and not active participants in a world that nonetheless engages them on a daily basis.

Current solutions do not take full advantage of the potential of the fanbase: while there are platforms that take advantage of memorabilia or that allow fans to receive rewards based on gamification mechanisms, there is no digital solution to date that engages fans in the way it naturally happens offline.

2.4 Our solution

Starcks is a platform that unlocks the power of engagement between stars and fans through the Blockchain by enabling users to actively participate in the careers of their sports idols. Fans will be able to purchase tokens of their favourite athletes, create teams, and participate in weekly initiatives and tournaments, thereby enhancing their offline experience through digital forms of engagement that will actively engage them and allow them to earn exclusive rewards.



Safety and traceability

The platform is powered by blockchain whose features ensure total security and traceability of transactions.



Only on Starcks

The peculiarity of the platform lies in the fact that Star Tokens will be available for purchase only on Starcks' exclusive exchange.



Engagement

Starcks combines the potential of digital assets with the entertainment industry, leveraging Star's value and high level of fan engagement.

2.5 How it works

Starcks' platform fully reflects the vision of the project. Its development has been designed and implemented to ensure massive use of Star Player Tokens (SPTs) by fans.

In its final version (Major Release), Starcks will allow users to create their own team (Token Team) provided with a Name and social colours. The Token Team can then be built (and modified) at any time through the purchase of 11 SPTs based on the role for the chosen tactic.

The Token team will be able to participate in tournaments and events specifically organised by Starcks, and win prizes and perks in the form of exclusive NFTs.



STAR LEAGUE

It is the main competition of Starcks. A tournament based on the league days of the major European leagues. Each Day, teams will automatically play "into the virtual field" of Starcks.

Based on the aggregate performance of the tokens, the results of the championship day will be published - on an overall ranking of the platform.



CAP TOURNAMENT

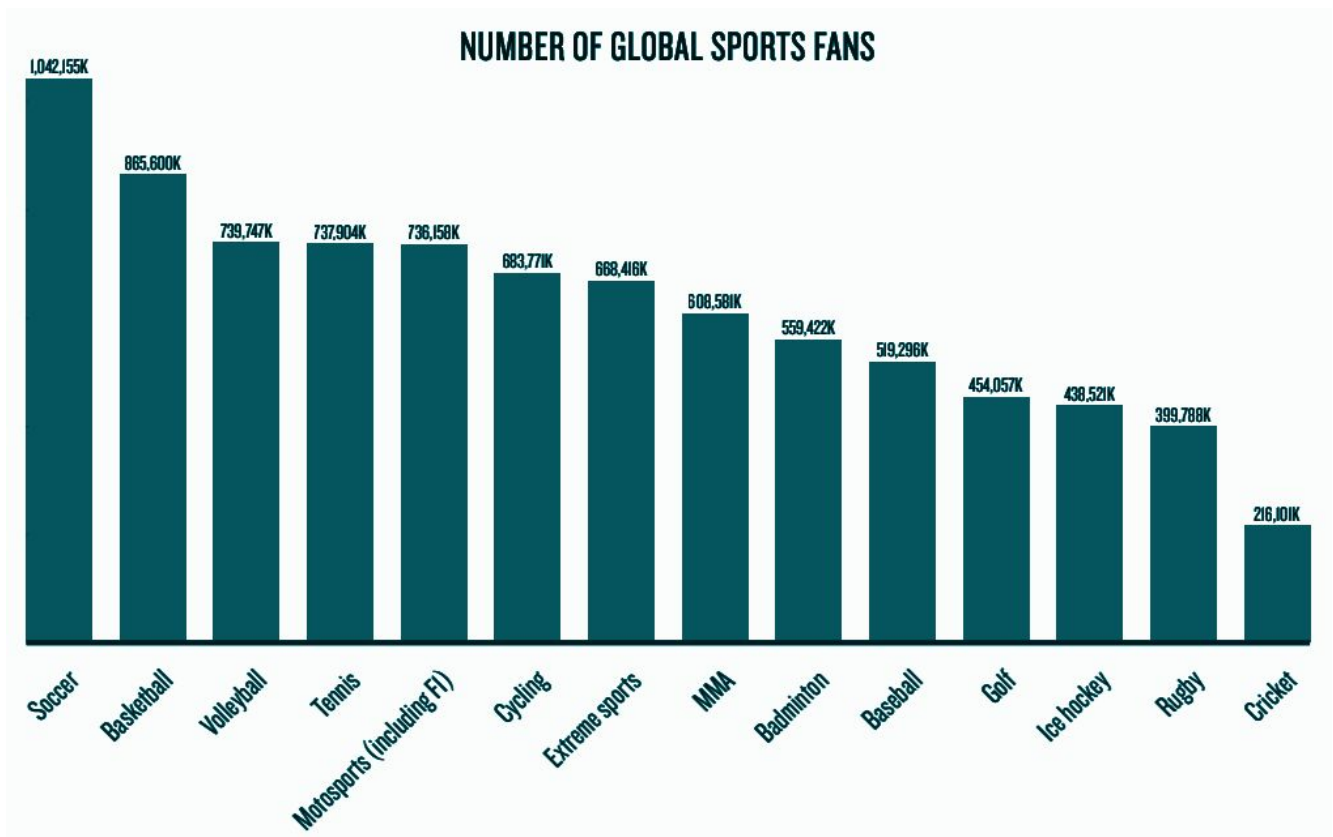
These are public tournaments in which Token Teams will be able to participate with dedicated teams built according to a Cap, which is a predefined amount of Star Token (ST) required for entry.



2.6 The community

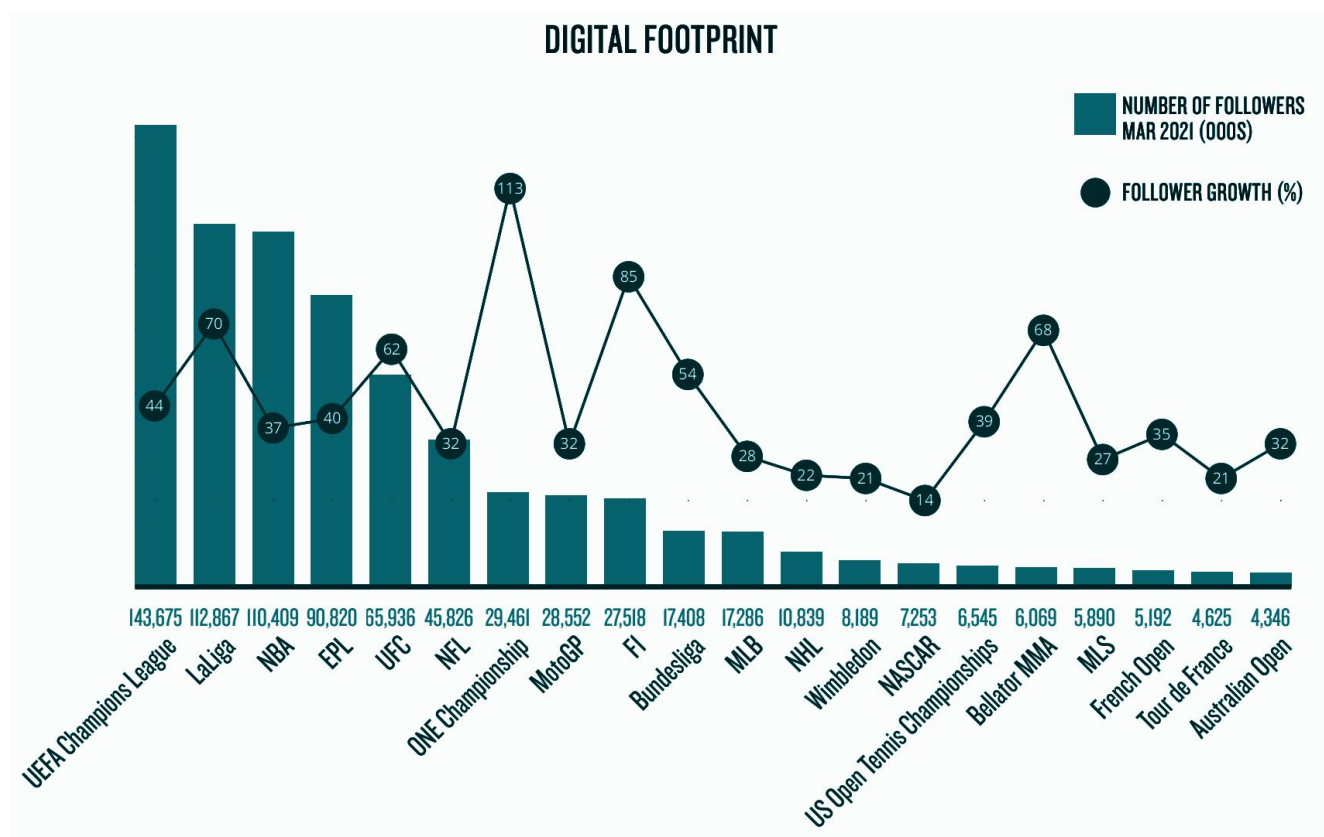
Starcks' potential can be directly traced to the strength of the community surrounding the sports world. According to an analysis conducted by Nielsen in 2020, the number of fans following sports worldwide reached 4 billion just considering the top five sports.

What is even more interesting is the data for the soccer world: with more than 1 billion fans, soccer is by far the most followed sport globally.



Source: Nielsen Fan Insights 2020

Among the most frequently used modes of interaction by fans, digital is definitely the trend to watch out for the most. In most countries, digital platforms are used as much if not more than traditional channels when it comes to sports-related engagement. Digital is growing by an average of 45 percent, and the average online fanbase is an impressive 37.4 million.

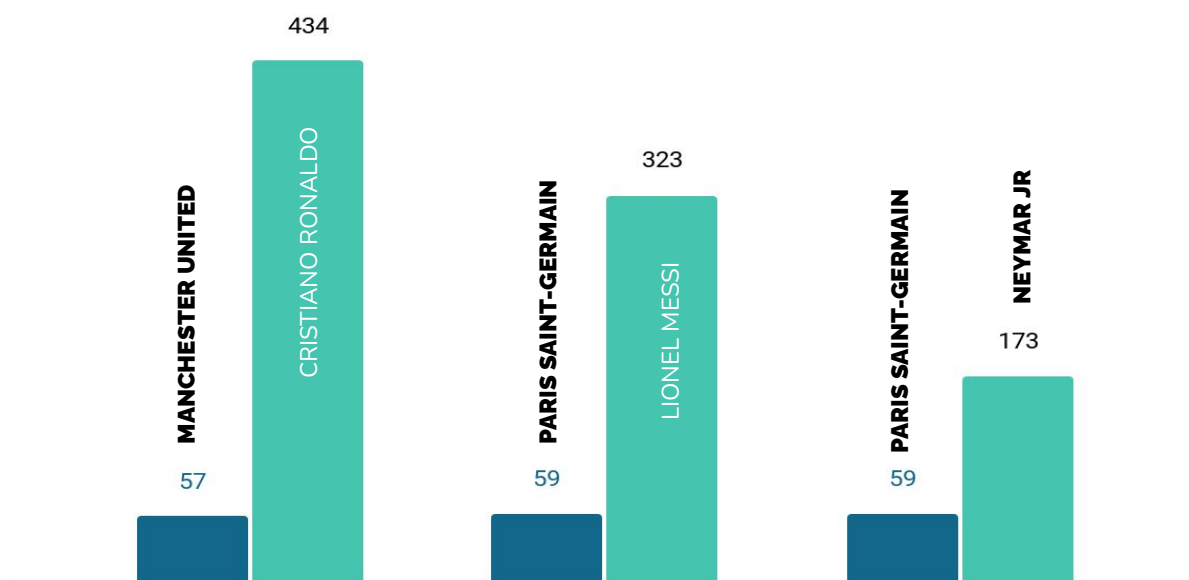


Source: Nielsen Fan Insights 2020

Once again, soccer is confirmed as the leader in terms of followers and interactions on the main social platforms. The two main soccer competitions - LaLiga and UEFA Champions League - posted a combined total of nearly 1 million posts between Instagram and Facebook in 2020, a clear indicator of the level of engagement generated.



If the numbers related to the world of sports and especially football clearly show the power of the fanbase, even more indicative are the numbers generated by individual athletes. As Nielsen's analysis points out, fans prefer to interact and bond not so much with team or tournament profiles as with their favourite stars. Players, such as Cristiano Ronaldo or Lionel Messi, count on Instagram alone a fan base of 434 and 323 million respectively, while the clubs they play for (Manchester United and Paris Saint-Germain) have 57 and 59 million followers: this is a multiplier of 7x and 5x for the players, compared to the teams they currently play for. It is therefore no coincidence that Fantasy Premier League or Fantasy Football have 8 million and 6 million fans, respectively: the possibility of creating a team composed of your favourite players is the main motivation for the success of fantasy games, where the potential lies not so much in the digitization of offline experiences as in the greater involvement that comes from the active participation of fans in the success of the athletes they believe in and follow the most.

Fanbase, Club vs Player (M)



2.7 The business model



Starcks' business model involves creating value through:

-  the listing and sale of STARs both on its own platform and on third-party exchanges;
-  the listing of secondary tokens and their exchange on Starcks' platform.

Star Token Listing

The Primary Token will have a periodic listing strategy, designed to support the gradual growth of the project and avoid distorting mechanisms on the value of the token. We plan to fully list the Token in a 20-month timeframe, through a minimum monthly issuance of at least 10,000,000 STAR every 4 TPERs.

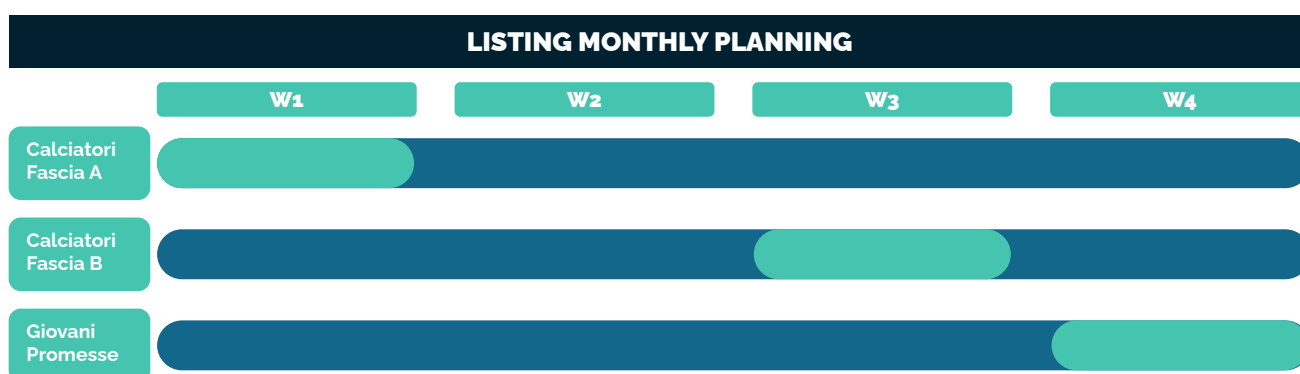
Our target is as follows:

-  First 24 TPERs: Exclusive listing on Starcks' platform and collection of KPI's necessary to demonstrate absolute soundness of the project;
-  25th to 80th TPER: Agreement building and listing on centralized public Exchanges and DeFi.

We believe this is the best way to ensure gradual growth in the value of the token and gradually participate in its value growth in the target market. In this way, we will be able to actively participate in the growth of the community in a gradual manner, ensuring that the project is able to participate in the entire value acquisition cycle of the token.

✦ Star Player Token Listing

On the other hand, the secondary token listing of the Stars will be planned through a strategy that includes launch windows over 15-day time frames, which is necessary to balance (i) the need to manage a continuous flow of new tokens on the platform to ensure a sufficient number of SPTs to launch the Token Teams and (ii) proper timing for the value appreciation of each token and its proper circulation in the secondary market.



✦ Transactions

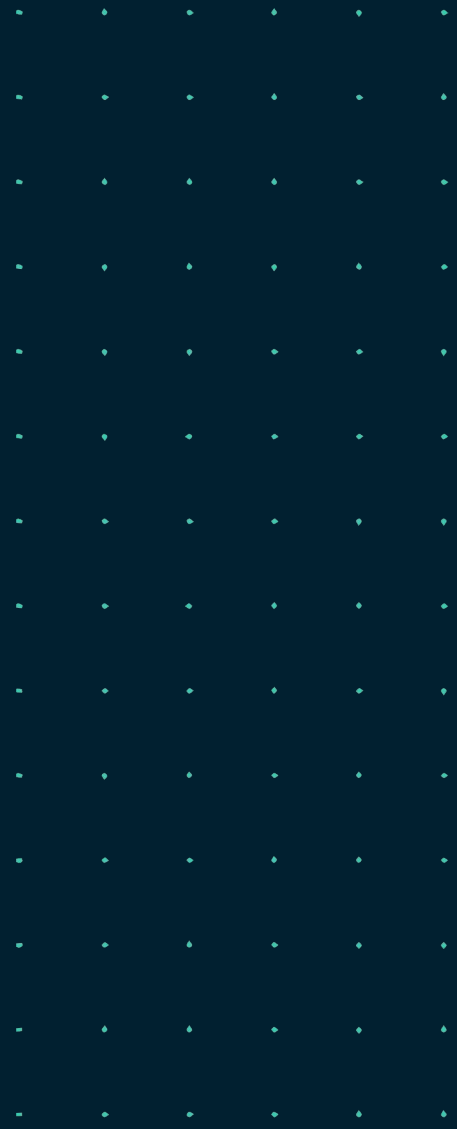
Starcks' primary goal is not only to generate interest and new users on the platform but to engage them with activities that are on target with their passion for Sports and for the Stars featured on Starcks.

Therefore, we will ensure a continuous flow of new tokens available to our users and encourage their exchange through Token Teams and participation in tournaments that are always available on the platform.

Transactions will be generated from the exchange:

- ✦ Between pairs of primary tokens and secondary tokens
- ✦ Between pairs of secondary tokens

Section 3.



✦ 3.1 The technology

✦ Ethereum

Ethereum is an open source decentralized blockchain launched in 2015 that supports general purpose smart contracts. Ether (ETH or Ξ) is the platform's native cryptocurrency. Among cryptocurrencies, Ether is second only to Bitcoin in market capitalization. The Ethereum Platform is the first for decentralized finance applications (DeFi) by providing a wide range of financial services without the need for intermediaries.

Our Platform uses Ethereum for primary token management (ST).

✦ Polygon/Matic

Polygon (also known as Matic Network) is a sidechain on Ethereum and a layer 2 (L2) solution, generally a framework for building sidechains on Ethereum, based on PoS (Proof of Stake), which aims to increase scalability (i.e., the number of transactions per second supported by the network) and reduce individual transaction costs. Polygon is fully compatible with Ethereum and allows cryptographic assets to be transported between the two networks.

Our Platform uses Polygon for secondary token management (SPT).

✦ ERC-20

ERC-20 is the main standard for implementing utility tokens on Ethereum and compatible EVM (Ethereum Virtual Machine) based networks, such as Polygon. This standard describes the functions and events that a smart contract must implement to properly realize a utility token. All smart contracts that comply with the ERC-20 standard are compatible with crypto wallets and EVM-based DApps designed to manage utility tokens.

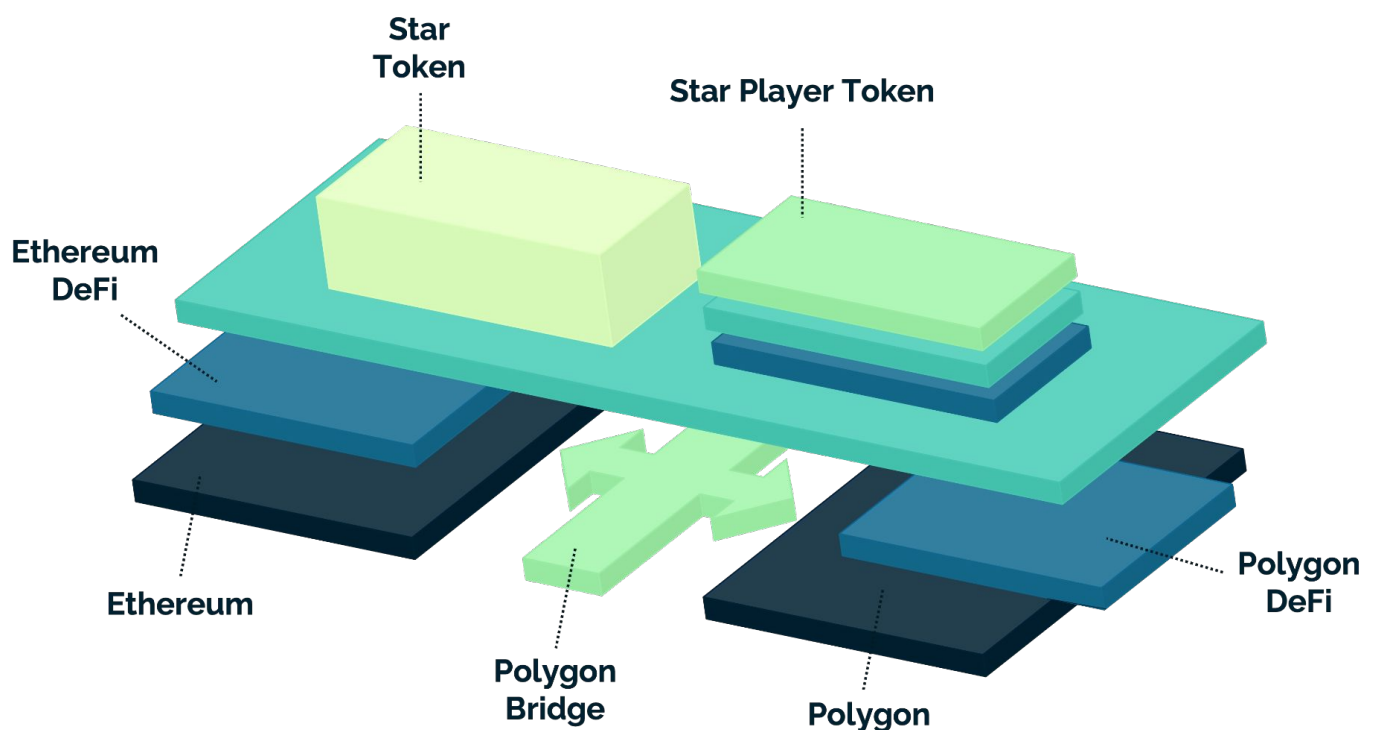
Our Platform uses the ERC-20 standard for the implementation of the primary token (ST) and secondary tokens (SPT).

❖ 3.2 Starcks Token

The primary and secondary tokens will be made, complying with the ERC-20 standard, on Polygon/MATIC substrate, a Layer 2 network on Ethereum, PoS, EVM compliant, providing security and low operating costs.

The primary and secondary tokens will initially be sold through the Starcks platform, purchasable via credit card at a fixed incremental price, then the secondary market will be activated to exchange tokens at market conditions.

Below is a diagram showing the Ethereum and Polygon networks, the deployment of the Star Token, the Star Player Tokens, and the possibility of interaction of the various tokens with the two networks and associated DeFi services. Thanks to the Polygon bridge, it will also be possible to transfer the Star Token to the Polygon platform and the Star Player Token to the Ethereum platform, providing maximum flexibility of action for token holders.



✦ Token model

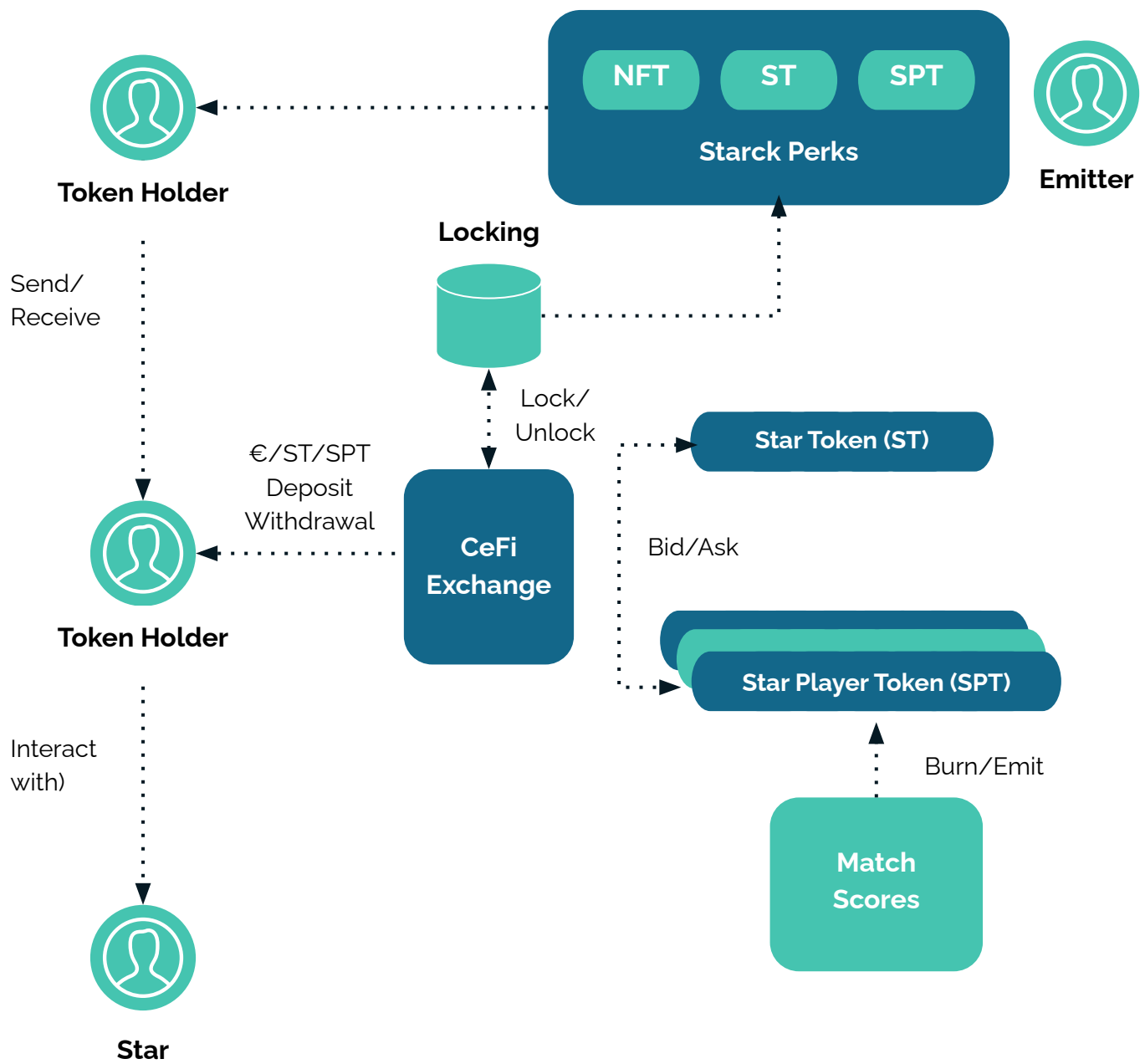
The token model involves the existence of a primary token, the Star Token (ST), and a series of secondary tokens, the Star Player Tokens (SPTs), associated with the Stars.

The ST token is used to purchase SPTs. SPTs enable token holders in interacting with the corresponding Stars: possession of a specific SPT then enables participation in all initiatives associated with the corresponding Star, and the amount of SPTs possessed determines the token holder's participation weight.

Token holders can purchase STs at the integrated exchange through fiat payment (€) directly on the platform, through the integrated exchange (CeFi Exchange), and use the purchased tokens to exchange them for SPTs at market conditions.

SPTs will be issued in the market according to the performance of the associated Star, as specified in Section 3.2.2. Star Player Token. ST and SPT tokens can be time-locked (locked), and in return token holders can receive rewards, Star Perks, as airdrops consisting of STs, SPTs, and special NFTs made by the Platform (in the role of Emitter). All tokens can then be exchanged between peers.

Below is an overview of the token model and the main interactions expected between the various actors and cryptographic assets.



3.2.1 Star Token




The Star Token (ticker STK) is the primary token of the Starcks Platform and-among others-is also required in order to obtain Star Player Tokens (SPTs) dedicated to the Stars and present and traded on the Platform or on affiliated exchanges. The Star Token will be mint, during token creation, with a final max supply of 1,000,000.00 units. The token is fractional up to 18 decimal places. There are no burn mechanisms associated with this token.

Token functionalities

One of the main features recognized to the STK token, which is already available at the time of listing, is to allow the Token Holder the ability to purchase the various secondary SPT tokens associated with the Stars of the main and major European soccer leagues. The goal is to enable fans to participate in the success of their favorite players and to turn themselves into expert "sport agents" of promising young soccer players, living unique experiences with them, thanks to mechanisms of engagement and valorization of individual SPTs on the Platform.

All STK holders will be able to exercise the option of Locking of an arbitrary amount of their tokens, which will entitle them to periodic rewards of both primary tokens and secondary tokens in the form of Airdrop.

Through the possession of the STK, it will be possible to exclusively access the following services on the Platform:

-  the purchase and exchange of secondary tokens;
-  purchase of products and services, i.e., Star Perks;
-  participation in reward initiatives through holding and/or Locking of the token, such as airdropping secondary tokens at launch.

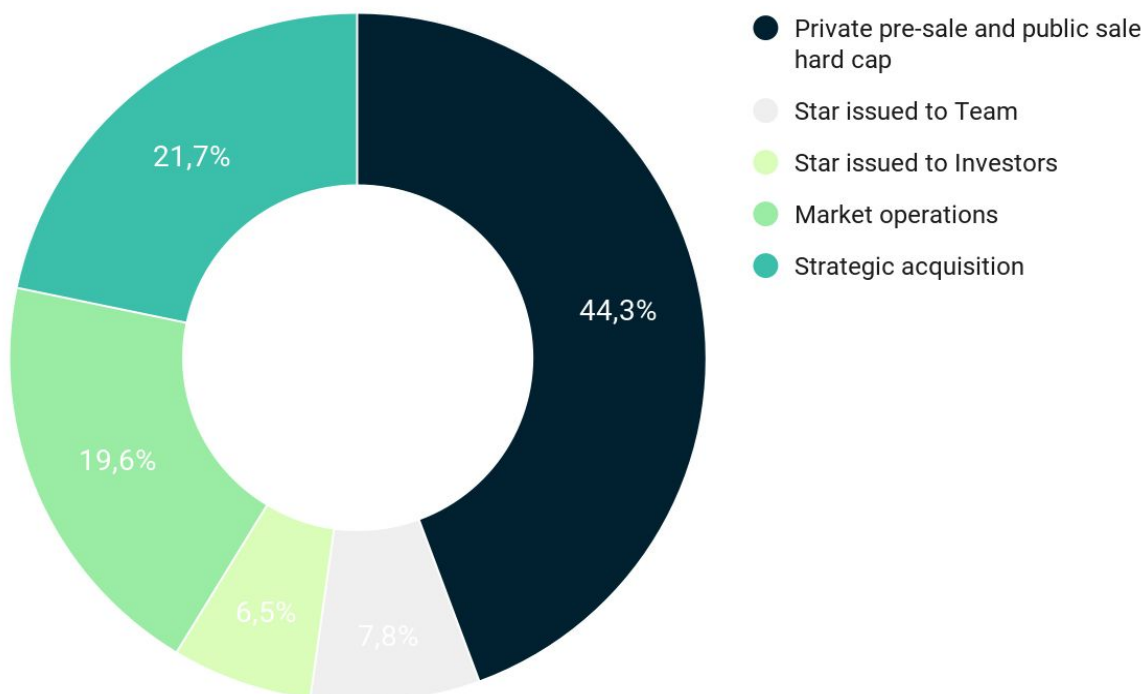
The Star Token will be made on Ethereum substrate (thus EVM compatible) according to the ERC-20 standard, and will thus be compatible with main hot wallets (MetaMask) and cold wallets on the market (Ledger, optionally combinable with MetaMask).

Starcks, in order to ensure adequate liquidity on the exchange, will carry out market making of a "speculative" nature exclusively on the primary token, guaranteeing the possibility of buying and selling SPTs at any time to Users, so as to avoid exchange issues. In any case, such activity will be limited to the initial stages of market making and restricted to the primary token.

✦ Token distribution

Smart Contract on ETHSCAN:

<https://etherscan.io/address/0x0789968e95dd3da4399316fe5b62349ec86cfa78#code>



Private pre-sale and public sale hard cap	102.000.000	44,35%
Star issued to Team	18.000.000	7,83%
Star issued to Investors	15.000.000	6,52%
Market operations	45.000.000	19,57%
Strategic acquisition	50.000.000	21,74%
Total	230.000.000	100,00%

Addresses

Sale: 0xF57Ac8f72820C205AE13EcAe87Bbf9611384ef08

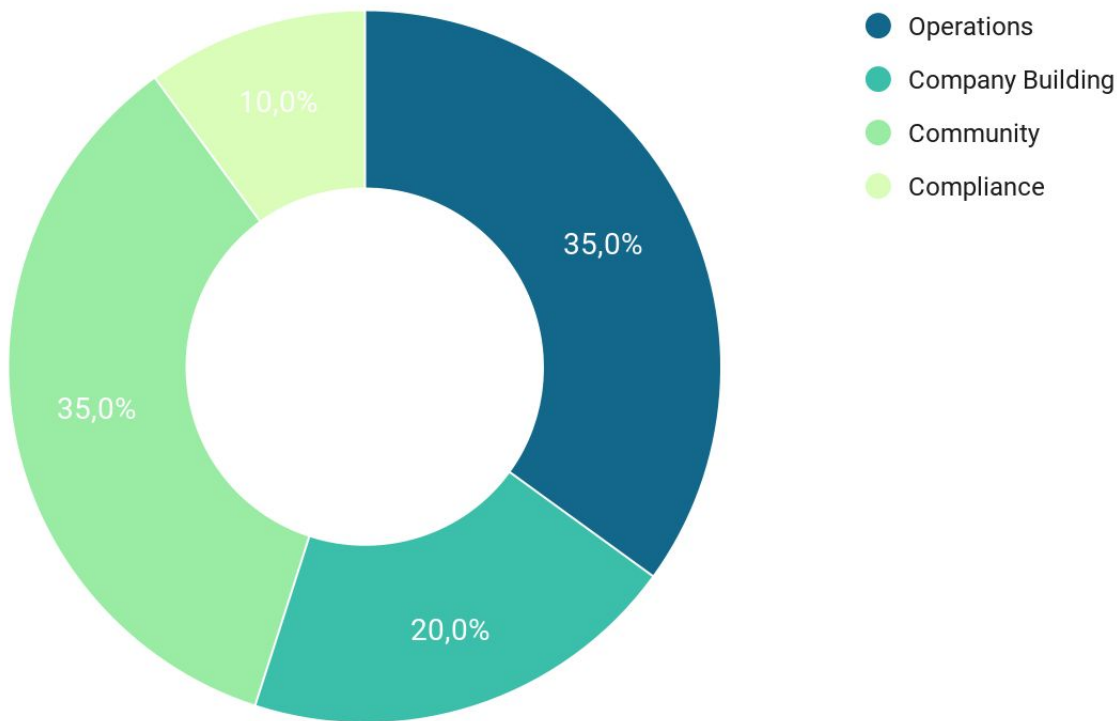
Team: 0x1fa0761ef9Ab2105530bda20F1DoA5cd969ab721

Investors: 0xe55586Be2B996Dbdb13Bo7880A641415Ab89E14b

Market Operations: 0x53B9DoC829b61204B91dFfaC1E26307A1cbbBCB3

Strategic Acquisitions: 0x1dA783b1c389bdE44fEodaEA707fFa7Fbf0Af90f

✦ Use of proceeds



✦ Operations: (35%)

Most of the funds will be used for the implementation of the Platform, acquisition of star naming rights, and process security to guarantee users.

✦ Company Building: (20%)

The funds will be used to enable Starcks to build a company with a strong team to ensure growth and maximum compliance with industry best practices.

✦ Community (35%)

The funds will be used for the creation of a community related to its engagement on the platform and on all the initiatives we are going to create.

✦ Compliance (10%)

The funds will be used for all on-chain and off-chain code compliance and securing.

✦ Listing timeline

The token will be listed over a period of 20 months from the first listing date, with monthly releases. Token Sale to the public will be executed through the issuance of batches of tokens at increasing prices until the platform's launch date is exhausted or reached. The purchase will be executable in fiat (via payment cards) or with major cryptocurrencies.

Currently, we plan to make the first 6 releases exclusively on the Starcks platform, which will fulfill, from its first release, the functions of a marketplace first and a centralized private exchange later. The liquidity obtained will be necessary to enable the exchange with SPTs and to accelerate the development of the project.



PHASE 1

The first phase of the market will aim to gather token pricing metrics and implement the necessary policies to ensure the stability of the Star Token.



PHASE 2





In the second phase, we plan to ensure listing on centralized public exchanges as well. This is in order to ensure proper traction of the project, stabilize the quality of the tokens, so as to capture the interest of major players in the industry.



3.2.2 Star Player Token

The Star Player Token (SPT) is a utility token, associated with the name of a Star, a soccer player from one of the major European soccer leagues, and allows you to participate in contests and initiatives on the Starcks platform and win prizes (the Star Perks) created in collaboration with the players themselves.

Star Perks can cover:

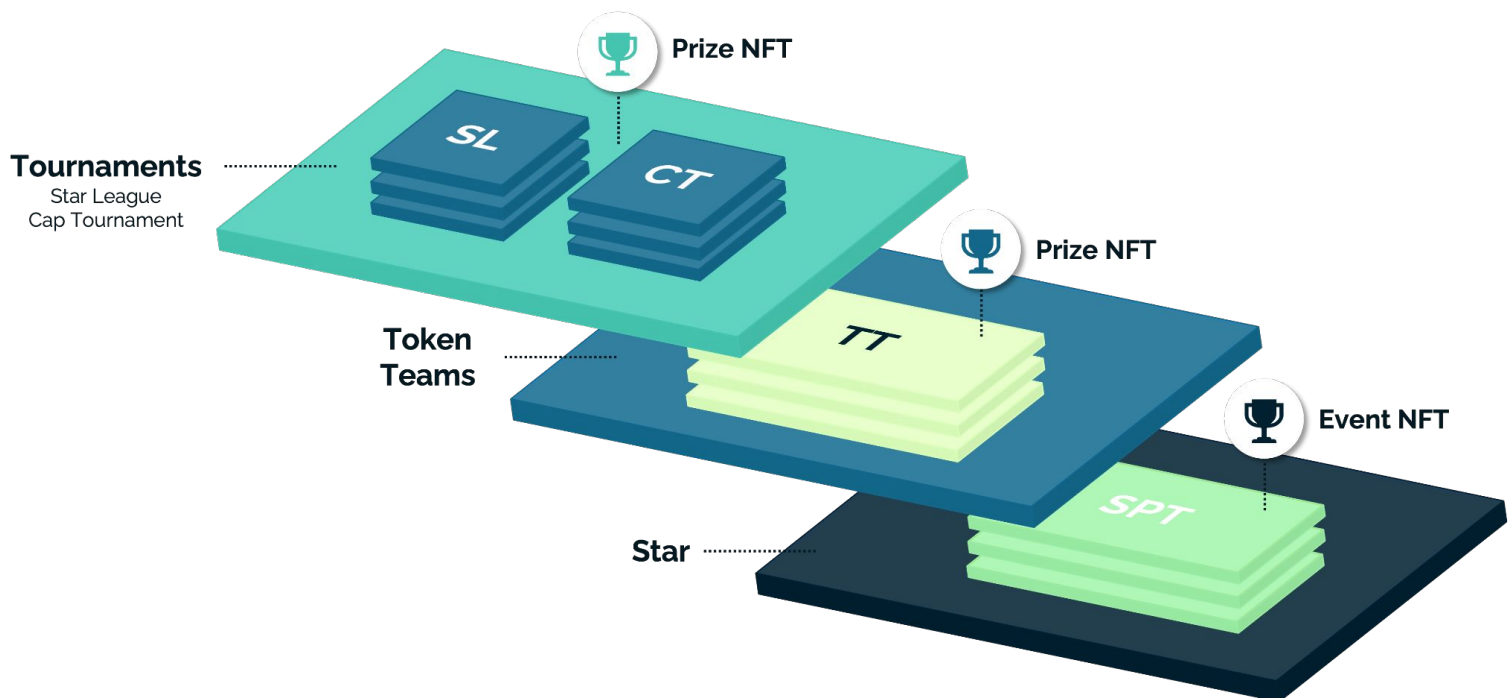
-  a series of limited edition NFTs created in collaboration with the Star, such as unique NFTs associated with assists, goals or saves made by the Star during a match;
-  the ability to obtain other Star Player Tokens through forms of holding and/or staking;
-  the possibility of participating in polls associated with a Star, such as the choice of game and training apparel for the player to wear;
-  the possibility of receiving dedicated physical materials (autographed gadgets) as prizes.

All features of the token will be available from the time of its issuance; all features associated with the SPT, including trading (secondary market) features, will be available exclusively through the Platform, where a CeFi service (a centralized exchange) will be made available for the exchange of the various SPTs to market. All SPT holders will be able to exercise the option of locking an arbitrary amount of their tokens, which will entitle them to periodic rewards of other SPTs, in the form of airdrops, as well as access to rewards and promotions.

✦ Token gamification

Possession of SPTs provides access to the Platform's gamification services.

Indeed, it will be possible, through the purchase of a specific NFT, to access Event NFTs, i.e., NFTs linked to specific events of a Star (e.g., goals scored during a game). In addition, through SPTs it will be possible to compose unique Teams, which will generate unique Team Tokens (TTs) whose performance will be the product of the performance of the SPTs that compose it. In turn, Team Tokens can be used in Tournament participation through the creation of Tournament Tokens (TTOs). SPTs, TTs and TTOs will change in value during the course of the sports season and depending on performance, some TTs will have rarer compositions than others and thus will take on higher values. TTs and TTOs will be able to generate NFT prizes associated with achieving relevant placements in team and tournament rankings.



✦ Functioning scheme

Token created at Minting (Hard Cap)

10.000.000,00

✦ Minting ed issuance

Each Star Player Token is mint in its overall issuance upon onboarding in the Platform of a new Star. A predetermined portion of the same is placed in reserve, i.e., it is subject, over the course of the playing seasons, to burn and/or further issuance policies depending on the performance of the associated Star.

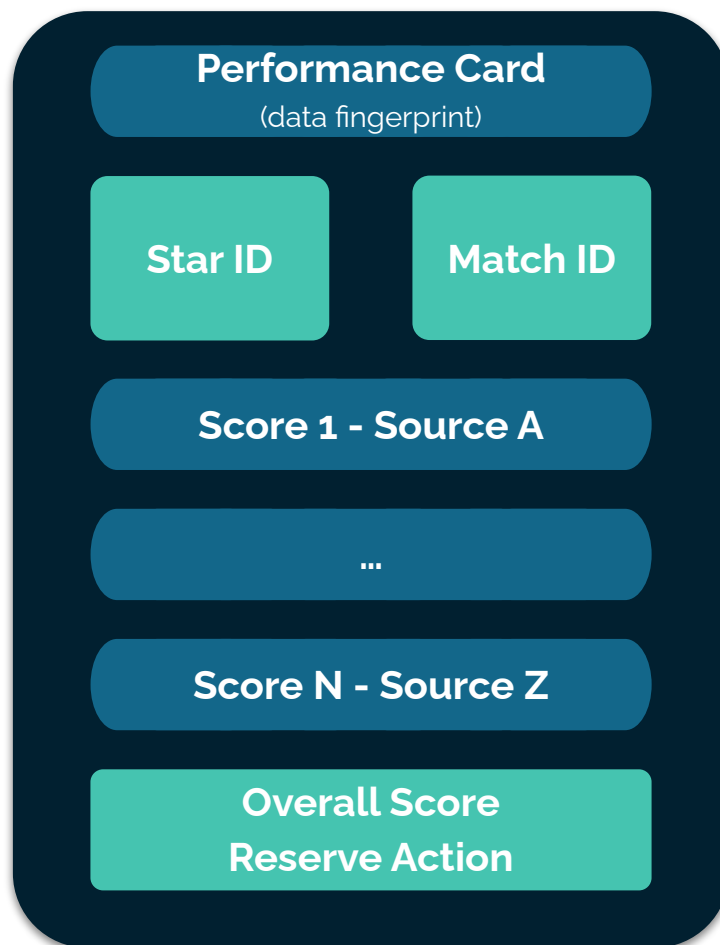
The burn/issue mechanism will be based on the player's quantitative performance obtained from StatsPerform's Opta, according to the Score Algo, and will be executed at regular time intervals. The Score Algo returns a normalized score (NS) in the range $[0, 1]$, which results in a burn of $BATCH * NS$ tokens and an emit of $BATCH * (1 - NS)$ tokens, where BATCH is a finite amount of tokens.

Upon the player's final withdrawal from sports activities, any remaining reserve tokens will be destroyed (burn).

✦ Score publication

Each burn/issue event will be associated with the publication of a performance certificate (Performance Card), created in text format for human reference (human readable) and data for automatic verification. The certificate will report the data used to define the score in question and the actions taken on the token reserve. The fingerprint of the certificate so issued will be deposited in the token reserve modification transaction. The certificate will be accessible through the Platform's UI and will also be written to IPFS.

Below is a diagram summarizing the structure of the Performance Card issued for a single Star as a function of a specific match: we see all the sources acquired, the overall score calculated, the action taken on the Reserve SPT accordingly, and finally the Performance Hash, which identifies the entire evaluation process and is transcribed in the transaction acting on the Reserve.



3.2.3 Roadmap

June 2022 

Financing Round €1.000.000

 **July 2022**

Backend & Frontend Design & Development

September 2022 

Website Go-Live & Launch of
Communication Activities

 **October 2022**

Platform Go Live & Star Token Pre-Sale

December 2022 

First Star Player Token Launch: Ciro
Immobile Token



Q1 2023

Development of Token Team Purchasing System

Q2 2023



Listing of 50 Star Player Tokens & Opening to Foreign Leagues



Q3 2023

Star Game Launch

Section 4.



❖ 4.1 Team

❖ Management Team



ALESSANDRO MOGGI

Chairman

A sports attorney, he is the president of Gea World s.p.a. and is a FIFA agent.



EMANUELE FLORIDI

Strategic Manager

Executive Consultant in Public, Media, Telco, Sports and Finance, Public Affairs & Crisis Management and Strategic & Risk Advisor. He holds a degree in Business Communication from LUMSA University.



MARIO COSTANZO

CEO

Managing Partner and Co-Founder of WDA, Partner and Legal Manager of Giunko. Graduated in Law from the University of Roma Tre.



ROBERTO MACINA

COO

Managing Partner and Co-Founder of WDA, CEO of Profit Farm. He holds a degree in Software Engineering from the University of Roma Tre.

✦ Operating Team



MICHELE MOSTARDA

CTO



MARCO PAONESSA

Partnership Manager



**PIERANTONIO
SIRAGUSA**

CMO



**FRANCESCA
PACACCIO**

Community Manager



**SHARON
CAPPABIANCA**

Graphic Designer



VALENTINA IANNUCCI

Operations



FLAVIA FURIASSI

Legal

✦ Advisors



STEFANO CAPACCIOLI

Compliance



CIRO IMMOBILE

Sport & Star Advisor



GIAN LUCA COMANDINI

Partnership Advisor



FABIANO TALIANI

Strategic Advisor



CRISTIANO AUGUSTO TOFANI

Board Member &
Legal Advisor



LUCA FRIGERIO

Board Member &
Strategic Advisor

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