

---

# WHITEPAPER

---

## “DECENTRALIZING FAN COACHING SYSTEM (DECCOACH) (DECO)”



**This is our primary white paper and describe the main idea, it can change in details. You can participate to improve it and earn DFC. Please note that our idea is more important than any other things**

JANUARY 1, 2018  
DECCOACH  
[Https://www.deccoach.com](https://www.deccoach.com)

[Deccoachtoken@gmail.com](mailto:Deccoachtoken@gmail.com)



## Contents

1	Purpose.....	3
2	Now .....	3
3	Then .....	3
4	Technologies.....	4
4.1	Blockchain.....	4
4.2	input system .....	4
4.2.1	Software.....	5
4.3	ReAL tIME CONTROL AND PROCCESS.....	5
4.3.1	Data center .....	5
4.3.2	Real time control and process team, .....	6
4.3.3	Artificial intelligence .....	6
4.4	OUTPUT system .....	6
4.4.1	Screen mode .....	7
4.4.2	Tablet (or a facility like this) .....	7
4.5	Business intelligence.....	7
4.6	Deep learning.....	7
5	DecCoach advantages .....	8
5.1	Social effects.....	8



# DECO

5.2	More exciting and interests	8
5.3	advancements in related Technologies	9
5.4	New job opportunities	9
5.5	lateral markets	9
6	strategy	10
6.1	Obstacles and negotiation	10
7	ICO DETAILS	11
8	Fund primary distribution	12
8.1	Token Distribution Overview	12
8.2	Budget Allocation Overview	13



# DECO

## 1 PURPOSE

*“Real world decentralizing activity token”*

## 2 NOW

These days there are many people around the world who are interested deeply in their favorite team in sports, they spend their time watching, speaking and paying attention, but there is nothing in return for the time they have spent on their passion. The main question is:

*“What is their effects on their teams, just watching?”*

There are many questions, why don't we have any connection with the team in which we are interested, we should have a way to control, to have more excitement and to be more beneficial and responsible.

We all know about current methods of coaching, arrangement and systems, and it is a good thing to have informed fans. There should be a technique to have them close to teams' opinions while they are being displayed. Where is the power of the participants?

## 3 THEN

There can be a way to collect all the participating fans' opinions about the game ( anything that is, weaknesses, strength, opposite team weakness and strength, substitutions, system and etc....) that way we could have a huge and valuable statistical data that comes from many intelligent sources, so we need to process them in real time ,we need “ real time processing” of statistical data that we have, and show those analytics to the coach in various desired ways



# DECO

in any position and time, we need to collect all data from any part of the world in order for that to work we need a technique that can be common among all people and the system is :

*“Decentralizing Fan Coaching System (DecCoach)  
(DECO)”*

DECO provides a way for all people in each country and nation to participate in their favorite team’s matches and events, So the other important question would be which technologies are needed?

## 4 TECHNOLOGIES

### 4.1 BLOCKCHAIN

By using this new proposed cryptocurrency, the circulation of other kinds of currencies would be unnecessary. A requirement for us to have a good cryptocurrency is Blockchain Technology. While each team has fans all over the world, the fans would be forced to change their national currency into what we tell them to. We propose the use of a new cryptocurrency in order for everyone to have a fair and easy access to our services.

### 4.2 INPUT SYSTEM

The first tangible technology for everyone to use would be a software or an app that can be used on PCs or cellphones.

This system can have different versions for each group, for example in order to categorize the participants, we can have different sections for each individual group



# DECO

## 4.2.1 Software

This section of our project consists of features that the users should work with in order to input their desired opinions, it can have different items, but the things that it can have are:

### *4.2.1.1 TOP VIPs*

This section can consist of people those had a connection with the football club for example previous players and coaches or anything else.

### *4.2.1.2 VIP*

All fans can participate in this section by upgrading their accounts and also their participation level that could be determine by number of participations.

### *4.2.1.3 Normal fans*

Consists of all other fans that are not mentioned in two sections above,

*“Each team can change the way of categorizing their fans it depends on the team’s management and fans’ opinions”*

## 4.3 REAL TIME CONTROL AND PROCCESS

As we know according to the volume of opinion we have a huge amount of data that we must collect and process, the opinions are very different and also simple at same time,

### 4.3.1 Data center

The first facility has a great deal of importance is a place that we can collect the incoming data, so we need a suitable data center for each team or football club that wants to use this type of proposed processing.



# DECO

## 4.3.2 Real time control and process team,

All fans opinion after collecting must process in the right way and be provided in the desired form for each coach on screen or on his/her special laptop. To make this possible having a suitable control center with enough experts is very important.

## 4.3.3 Artificial intelligence

Artificial intelligence (AI, also machine intelligence, MI) is intelligence demonstrated by machines, in contrast to the natural intelligence (NI) displayed by humans and other animals. In computer science AI research is defined as the study of "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is applied when a machine mimics "cognitive" functions that humans associate with other human minds, such as "learning" and "problem solving".

We're going to have a huge amount of incoming data from all over the world. This data would be provided by different people with various mindsets, expertise, intelligence and other variety of aspects. In order for us to compile and analyze this vast statistical data and provide each team with good information which is based on those statistical data we are going to need an AI special designs. Also, will be needing experts to create unique algorithms for each team, an algorithm which is based on their own fans' opinions.

## 4.4 OUTPUT SYSTEM

After all the processing, we need to display the results in a desired way for each person that we want to give them to, for example for coaches, for management teams and/or anyone else.

There will be different ways for each team to choose from about the method of results exhibition.



# DECO

## 4.4.1

### Screen mode

This way for example is suitable for management team or showing the data in half time, before and after of each match.

## 4.4.2 Tablet (or a facility like this)

This would be a much suitable way for the coach to have the data displayed on a mounted screen or a tablet near his coaching area. The output system also can be different for each football club.

## 4.5 BUSINESS INTELLIGENCE

Business Intelligence (BI) comprises the strategies and technologies used by enterprises for the data analysis of business information. BI technologies provide historical, current and predictive views of business operations. Common functions of business intelligence technologies include reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and prescriptive analytics. BI technologies can handle large amounts of structured and sometimes unstructured data to help identify, develop and otherwise create new strategic business opportunities. They aim to allow for the easy interpretation of these big data. Identifying new opportunities and implementing an effective strategy based on insights can provide businesses with a competitive market advantage and long-term stability.

## 4.6 DEEP LEARNING

Deep learning (also known as deep structured learning or hierarchical learning) is part of a broader family of machine learning methods based on learning data representations, as opposed to task-specific algorithms. Learning can be supervised, semi-supervised or unsupervised.



# DECO

Deep learning models are loosely related to information processing and communication patterns in a biological nervous system, such as neural coding that attempts to define a relationship between various stimuli and associated neuronal responses in the brain.

Deep learning architectures such as deep neural networks, deep belief networks and recurrent neural networks have been applied to fields including computer vision, speech recognition, natural language processing, audio recognition, social network filtering, machine translation, bioinformatics and drug design, where they have produced results comparable to and in some cases superior to human experts.

## 5 DECCOACH ADVANTAGES

### 5.1 SOCIAL EFFECTS

As you know these day we are in a world of communication and technology. The aspect of using soft wares in input data and also output data can be very vast. In our input software we are trying to consider a social section that users can make groups and channels, planning for matches and many other things. Social effect of our idea is also in real life automatically. Variety of cultures around the world cause to specialize our software in some cases. A group of people or on a bigger scale all fans participation in a specific system that can be social and interesting in different ways.

### 5.2 MORE EXCITING AND INTERESTS

Every matches and group games have fun for their fans and other people in some special events. Some of them can go to see the match directly and many of them watch the game from their devices and all of them are interesting in it, with participating in the match events and send opinion on the game can make the match more excited. There are also interesting events in output screen when you look at the people opinion and the coach decisions or in other world comparing Deccoach and Coach Opinion is interesting.



# DECO

## 5.3 ADVANCEMENTS IN RELATED TECHNOLOGIES

Technologies that we should use in this project brings the focus of researchers, investigators, investors and big companies to this field and will provide business in different areas. These technologies related different subjects for instance, data storage, data processing, input systems and soft wares, out system and software, software design , hardware design, high speed processors and etc. because peaceful competition in sport events the competition in introduce related technologies will be appear beside our project.

## 5.4 NEW JOB OPPORTUNITIES

As we discussed, this project requires different technologies and this would make many types of working positons available. These positions would require different levels of knowledge in various fields, from experts to positions that would not need a very high degree of expertise. Technologies related to hardware and software enhancement, technologies related to sport, technologies related to marketing and etc.

## 5.5 LATERAL MARKETS

Similar to other business which is based on people's participation, each group would need their own desired online marketplaces; for example, online and actual markets in which people could have transactions using this type of cryptocurrency. There can be different marketplaces in real life or in virtual activities. Social Medias and social connection automatically make some lateral markets.

This type of start-up will also provide many other business opportunities and advantages those will be announcement.



# DECO

## 6 STRATEGY

*“To have a better exciting, interesting events and bring advancement to our world”*

New technologies are evolving in variety of industries, such as food, health and other industries. But there are several aspects of our life which are left behind, so we think they should catch up by innovations. We think this technological revolution should be seen in our everyday life and our surrounding world. Our goal is to be innovative in the way we watch sports.

We need bring technology into sports, but not the playing part, the part which makes the games for fans around the world and we mean to be the first working in this field.

### 6.1 OBSTACLES AND NEGOTIATION

As any other innovation that try to make its way to our everyday life, we expect to face resistance from FCs and related organizations. We're going to have to a convincing negotiation with them, for them to pursue the use of our pilot app.

We think for a big team to become bigger and more advanced it would be wise for them to use the technology that our idea brings so as we talk about advantages for the first national team for the future would be a team that

*“Ride on the wave of technology”*

And if we are lucky, we are going to absorb investors that own a team or having a primary contract with a team is in our road map.

*“Negotiations can solve any problem, it is our strategy slogan”*



# DECO

## 7 ICO DETAILS

Name of Token: Decentralizing Fan Coaching System (DecCoach)

Symbol: DECO

Token/Coin standard/blockchain: ERC-20/Ethereum

Decimals: 8

Role of token: utility token, use for participating in decentralizing of fan coaching

Available Token: 100,000,000

Available token for ICO: 70,000,000

Period of sale: 8 months

Soft cap/ minimum of sales: \$5 million

Hard cap/maximum sales: \$70 million

Accepted currencies: BTC,ETH,LTC

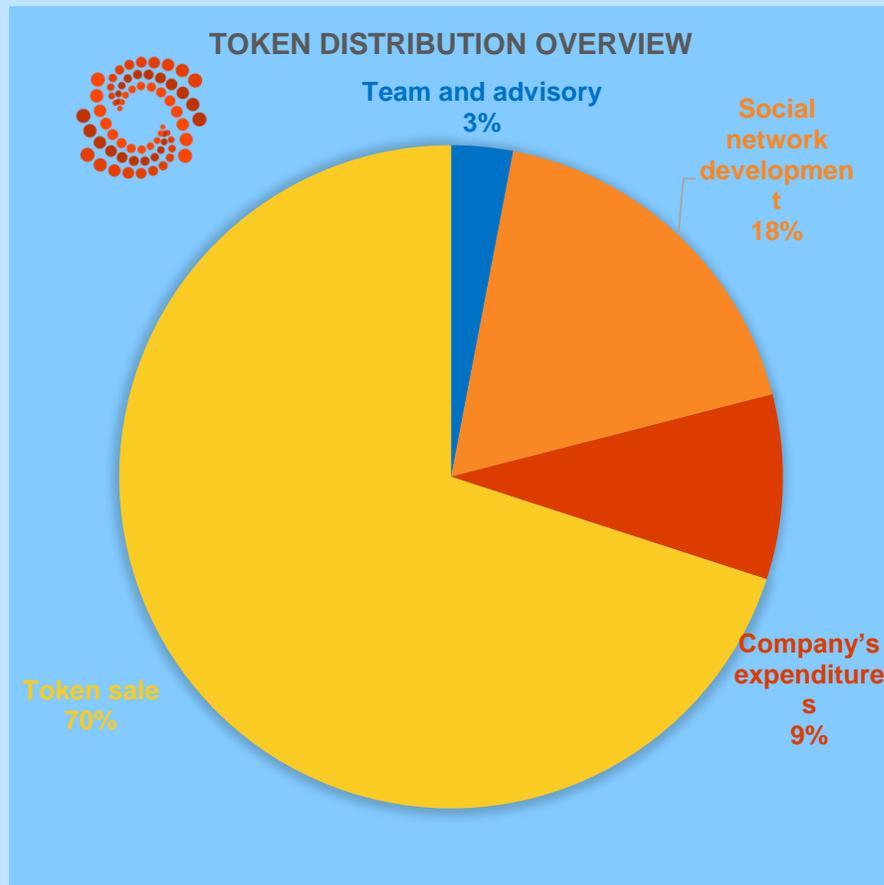


# DECO

## 8 FUND PRIMARY DISTRIBUTION

### 8.1 TOKEN DISTRIBUTION OVERVIEW

A total of 70% of available tokens will be made accessible to investors through the ICO. We've reserved 3% of all tokens for our team and advisory staff. Another 18% will be reserved for the social network development. 9% will be reserved for the company's expenditures.





## 8.2 BUDGET ALLOCATION OVERVIEW

The budget outlined below presumes a scenario where our minimum cap of \$3 million has been reached. Additional funds raised after the minimum cap will be used to add additional features to the application, API development, hardware essentials, research, marketing and overall growth of the platform. Funds raised from the ICO will be distributed as follows:

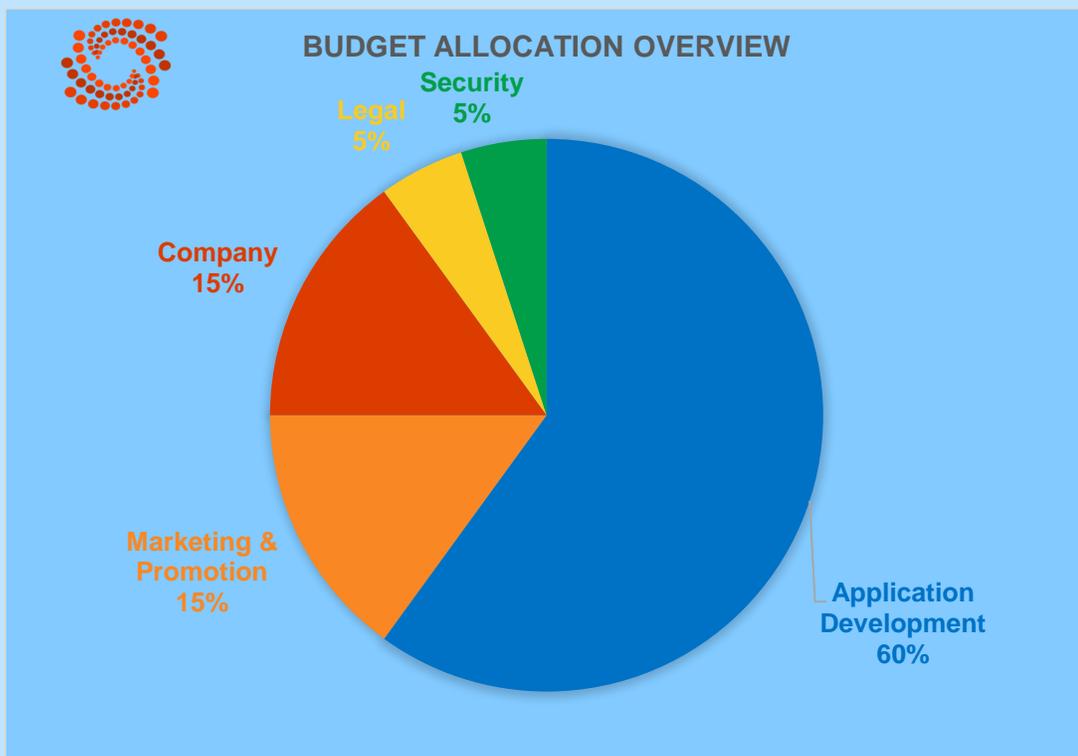
Application Development: 60%

Marketing & Promotion: 15%

Company: 15%

Legal: 5%

Security: 5%





**DECO**

Translate and improve it and earn DECO