

# PKL.CLUB WHITEPAPER



PKL.CLUB and \$PKL token are product of PKL DAO Foundation in Panama City, Panama

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# ABSTRACT

## Welcome to PKL.CLUB: The Premier Decentralized Pickleball Community Platform

PKL.CLUB stands as the groundbreaking decentralized platform for the global Pickleball community. Our goal is to enhance the amazing foundations of Pickleball, which encompass family, friends, community, competition, and, above all, FUN. The PKL.CLUB platform, coupled with the \$PKL Meme token, is dedicated to these values and strives to promote the fantastic sport of Pickleball around the world.

The token and the platform serve all things Pickleball:

- \$PKL will become the most convenient and preferred method of payment for everything on the platform.
- PKL.CLUB will act as the central hub for the global Pickleball community, featuring player profiles, club profiles, and a vast marketplace for Pickleball vendors to showcase their products.

The true superpower of PKL.CLUB lies in our ability to empower users to establish a robust circular economy within our industry, enhancing profitability for everyone involved. This innovation will propel Pickleball ahead of all sports in terms of technology adoption and utilization.

We are a Pickleball-exclusive community that proudly supports its own Meme token to facilitate fast and efficient commerce across all borders, ensuring that all profits remain within the sport while avoiding complex AI algorithms and costly marketing structures.

PKL.CLUB aims to keep ownership and control of the world's fastest-growing sport in the hands of its players, fans, and small businesses. This sport was always intended to nurture family and community; let's keep it that way.





# THE SITUATION

PKL.CLUB sits at the intersection of three thriving sectors: sport (Pickleball is the world's fastest growing sport), digital community (the answer to social media overreach), and crypto engagement (the new financial world).

## PICKLEBALL STATS ARE MIND BLOWING

50

Million people play  
Pickleball worldwide  
with 20 million in the US

311

% growth in the  
industry over the past  
3 years

1

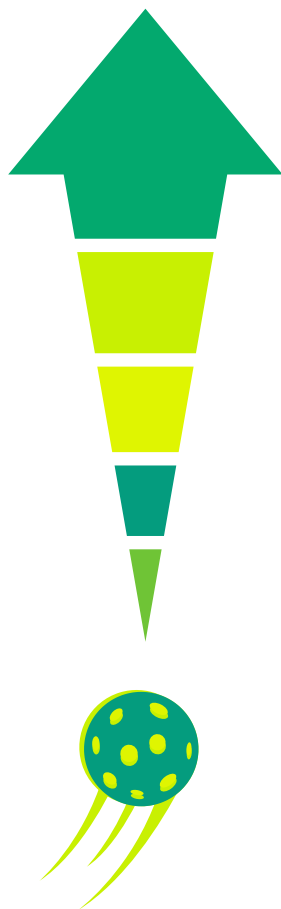
Million children have  
started playing  
Pickleball over the past  
2 years

48

Per cent industry growth  
in 2024 following 50%  
growth in 2023

390

Per cent growth in  
the Japanese Market  
Year Over March 2025





# THE TOKEN

# \$PKL



**Blockchain: Ethereum**

**Total Supply: 10 000 000 000**

**Powerful sport specific Meme token**

## PRE-SALE

**Sept 25<sup>th</sup> 2025**

**2.5 billion tokens available for presale**

**No private sale**

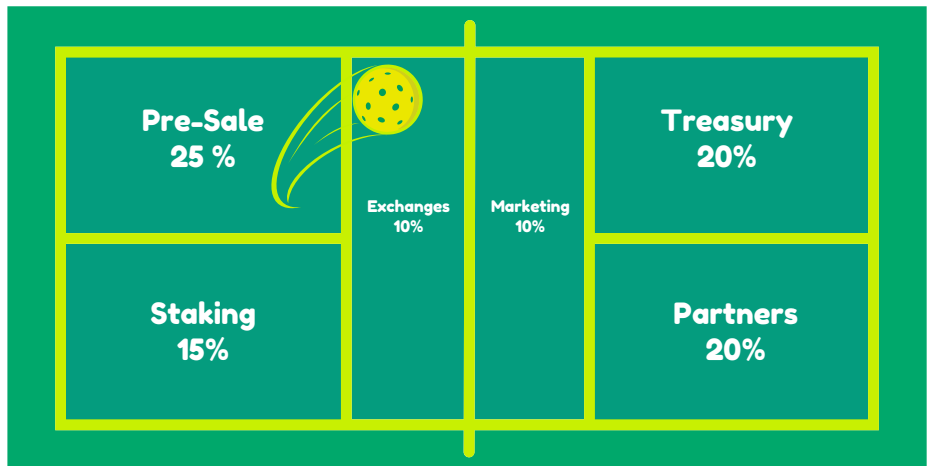
**Token sale begins at \$0.0053**

**Token presale price ends at \$0.005813**

**Token staking starts at 50% APY Year 1**



## TOKENOMICS







# THE PLATFORM

## PLAYER PROFILES

Wallet Balance

77 000 PKL \$577 USD

Current Location

Dominical Costa Rica

Play status

Open for a match Not available

UTR

8.0 9.3


DUPR

3.9 3.7

PKL CLUB XP POINTS


734

Art Vandelea



NFT #PKL1ih79gu

Badges



WPR Points 277 World Ranking 10 767

PKL CLUB STATUS

Legend PKL CLUB MEMBER #777

Location Miami Florida USA

Home Club DETA Pickleball club

Wallet

Messaging Groups

Achievements

Collectibles

Events

Leaderboards

Marketplace

Pickleball player profiles highlight your journey, showcasing skills, collectibles, and achievements. Use \$PKL for your pickleball needs while earning rewards and XP points to rise on the PKL.CLUB leaderboard.

## CLUB/VENDOR PROFILES

Club Rating 8.0

World Rating 7737

Country Rating 797

State Rating 7

City Rating 7

Wallet Balance

77 000 PKL \$577 USD

Location

Dominical Costa Rica

Follow

Followers 703

Tropical Pickle Club



NFT #PKL1ih79gu

Badges



PKL CLUB STATUS

Legend PKL CLUB MEMBER #777

Members 170

Description

Tropical Pickle brings the global pickleball community together in dreamy destinations. We combine sun-soaked play with meaningful experiences rooted in local culture and joy. Whether you're a seasoned competitor or just discovering your love for the game, there's a place for you here.

Wallet

Messaging Groups

Customer Portal

Collectibles

Events

Leaderboards

Marketplace

**Clubs and Vendor Profiles: Unlocking Access to the Pickleball Market.** Your organization can tap into the entire Pickleball market from a single platform. Significantly cut down on your marketing expenses as you engage with the vibrant Pickleball community. Your products and services will be readily available to enthusiastic Pickleball players.



# THE PKL.CLUB ADVANTAGE

The Token and the Platform are harnessing cutting-edge technology to establish the world's first authentic sports nation. Every nation requires a currency and shared beliefs, and PKL.CLUB is delivering the necessary tools to build this borderless nation on a global scale.

**The \$PKL  
Token keeps  
the cash  
volleying in  
the Pickleball  
world**

**When the industry  
joins forces, it can  
sell to itself and  
sidestep those  
pesky online  
ad bills**

**In a decentralized  
sports community,  
everyone scores  
big as the game  
gets bigger**

**PKL.CLUB is on a  
mission to crown  
Pickleball as the  
reigning champ  
of sports tech  
innovation**



# THE ROADMAP

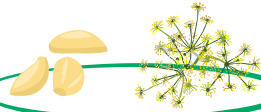
## Q4 2025

- \$PKL Presale is completed
- \$PKL token listed on Uniswap
- PKL.CLUB platform MVP is unveiled
- PKL.Club team is formed
- **First PKL.CLUB event is announced**



## Q1 2026

- Beta version of the PKL.CLUB platform is launched
- **V1 Includes profile, Play 4 PKLZ and crypto wallet**
- Major industry partners are signed
- PKL.CLUB CEO is hired



## Q2 2026

- V2 of PKL.CLUB platform is released
- Player and Vendor onboarding
- **Mass marketing to the Pickleball industry begins**
- Schedule of PKL.CLUB events is released



## Q3 2026

- V3 of PKL.CLUB platform is released
- Play 4 PKLZ global is added. Wager Pickles on any match globally
- **VR pickleball partner is acquired**
- PKL lending is under development





# PLAY 4 PKLZ

## EXPERIENCE PICKLEBALL LIKE NEVER BEFORE WITH PLAY 4 PKLZ

Play 4 PKLZ takes your Pickleball games to a whole new level by adding a fun twist. This peer-to-peer platform allows you and your opponent to risk some Pickles (\$PKL) during your matches, and your friends can join in on the excitement too.

At PKL.CLUB, we don't charge any fees for P 4 PKLZ matches, but we do ask that you preserve (lock) a small amount of \$PKL to access the system.



1. Create the match in the PKL.CLUB platform
2. Players confirm the match and send their PKL to the prize Jar



3. Spectators can predict a winner and chip into the fan Jar
4. The match takes place and Buddy comes out on top as usual
5. The result is entered and BOOM!



Buddy's \$PKL balance increases with his big win



Fans that pick Buddy share the \$PKL from Roger's supporters



# PROFILE NFTS

Every player will have a profile NFT that represents them in PKL.CLUB. You can opt for a free character or purchase one from PKL.CLUB's selection of character NFTs, which reflect the rich history of Pickleball and everything related to the sport.



Cory Treverson

PKL.CLUB NFTs can be bought and sold on the Open Sea marketplace, so you can also collect them and display them in your profile collectibles section.

## FUNKY FREE NFTS

Courtesy of Crazy Pickles



## PREMIUM NFT SERIES - PAID

Courtesy of Rowdy Pickles



## ULTRA RARE NFT SERIES - PAID

AI generated



\*note: all images are examples and do not reflect the real PKL.CLUB NFTs

[www.PKL.CLUB](http://www.PKL.CLUB)



# PKL.CLUB XP POINTS

Players earn XP points for most things they do on the platform. These XP points encourage player interaction and participation in all things Pickleball on the platform.

Your XP points rank you on various **leaderboards** that earn you rewards, status and access to VIP events.

## EXAMPLES OF WAYS TO EARN PKL.CLUB XP

- Play a match (Bonus for winning)
- Enter a tournament
- Buy a membership
- Buy items on the marketplace
- Posting in the PKL.CLUB messenger
- Buy NFTS
- Win Tournaments
- Attend PKL.CLUB events
- Attend major Pickleball events
- Bring players to the platform via affiliate code
- And so much more ...



## LEADERBOARDS

- Club Board
- City Board
- State Board
- Country Board
- World Board

## STATUS

- Onyx
- Platinum
- Gold
- Silver
- Bronze





# THE MARKETING PLAN



## STEP 1

- Promote the \$PKL presale to crypto investors worldwide
- A secondary campaign will focus on attracting Pickleball enthusiasts
- Implement direct marketing strategies aimed at industry businesses and clubs
- Tokens will be given to industry partners who commit to using them as rewards for their customers, encouraging widespread distribution and creating numerous token holders



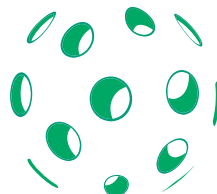
## STEP 2

- Market the listing of \$PKL on Uniswap and other DEXs. This will aid in strong token adoption.
- Market the upcoming PKL.CLUB platform to the Pickleball industry
- Attend major Pickleball tournaments showcasing the PKL.CLUB brand
- Begin establishing \$PKL as the go-to currency for tournament prize pools and payouts



## STEP 3

- PKL.CLUB events transform into world-class gatherings that everyone must attend
- PKL.CLUB makes its mark at every major Pickleball event
- The \$PKL currency continues to mature, while PKL.CLUB prepares to promote the upcoming adoption of \$PKL loans. PKL holders will have the opportunity to loan and invest in new Pickleball-related businesses and facilities. Now, that's a game changer!





# THE TEAM

PKL Token Inc is a Panama-based registered Company,  
Company number 155772624  
Panama City,  
Province of Panama, district of Panama, Betania, Vía Ricardo J. Alfaro, PH The Century Tower, office three hundred  
seventeen (317).

## PKL.CLUB FOUNDING TEAM



**SARA CHAMPAGNE**  
CMO



**STEVE DURGIN**  
CFO



**ANTHONY CHARANDUK**  
COO



**ALBERTO CASTRO**  
CIO

## ADVISORS



**ERIC FRANSEN**  
ADVISOR- INDUSTRY & MARKETING



**MALIK MCGHIE**  
COMMUNITY ENGAGEMENT



**BIG ANNOUNCEMENT**  
coming soon



**BIG ANNOUNCEMENT**  
coming soon

## INDUSTRY PARTNERS



**RALLIE PICKLEBALL**  
[WWW.RALLIEPICKLEBALL.COM](http://WWW.RALLIEPICKLEBALL.COM)



**BIG ANNOUNCEMENT**  
coming soon



**BIG ANNOUNCEMENT**  
coming soon



**BIG ANNOUNCEMENT**  
coming soon

## THE GAME TIME TEAM



**PAMELA**  
Fair Play Officer  
FPO



**BUDDY**  
Chief Rally Officer  
CRO



**PICKLES**  
Director of Barking  
DOB





# RISK DISCLAIMER

## RISK DISCLAIMER

It is important that investors understand the following risk:

- In the future, PKL Token may lose its value in part or in full;
- PKL Token may not always be transferable;
- PKL Token may become illiquid;
- PKL Token may not be exchangeable against the good or service promised in the crypto-asset whitepaper, especially in the case of a failure or discontinuation of the crypto-asset project;
- PKL Token is not covered by the investor compensation schemes under Directive 97/9/EC of the European Parliament and of the Council;
- PKL Token is not covered by the deposit guarantee schemes under Directive 2014/49/EU. PKL Token Inc and their directors confirm that the crypto-asset whitepaper complies with this Title and that, to the best of the knowledge of the management body, the information presented in the crypto-asset whitepaper is fair, clear and not misleading, and the crypto-asset whitepaper makes no omission likely to affect its importance. The prospective holder should base any decision to purchase PKLToken on the content of the crypto-asset whitepaper as a whole and not on the summary alone.
- The offer to the public of PKL Token does not constitute an offer or solicitation to purchase financial instruments, and that any such offer or solicitation can be made only by means of a prospectus or other offer documents pursuant to the applicable national law.
- This crypto-asset whitepaper does not constitute a prospectus as referred to in Regulation (EU) 2017/1129 of the European Parliament and of the Council or any other offer document pursuant to Union or national law.

