



# The GOAT Goal

## INTRODUCTION

We are proud to announce a step forward for the crypto world: the CR7 Token (CR7). CR7 Token is a fan Token made for the Greatest of All Times (GOAT). CR7 Token will pave the way for the wide acceptance of cryptos and promote their useability and use-cases. The CR7 Token pays tribute to the GOAT and fosters wide crypto assets acceptance! CR7 Token is a very scarce fan Token, with a total supply of only 1.14 billion units. The voracious appetite of CR7 fans in having it will demonstrate to a general audience that crypto-fans want to HOLD! Since it is scarce, people will want to have it. Since it is for fans, people who have it will love to have it. Since the usage of the Token is registered on-chain, CR7 Tokens can keep track of token ownership, marking new feats and milestones achieved by the CR7 and its fans.

## THE PURPOSES

CR7 Token (CR7) has three purposes intended to be achieved by the community of Holders of the fan Token.

**Purpose one:** to pay tribute to Cristiano Ronaldo dos Santos Aveiro (Cristiano, Ronaldo or Cristiano Ronaldo). The project wants to honor Ronaldo's achievements during his playing days at club level and on the worldwide stage representing Portugal national team - without him, football may have never become what it's now known around the world today.

**Purpose two:** demonstrate the possible broad adoption of CR7 crypto tokens by a massive community unfamiliar with the concept and portray the decentralized governance power of a crypto ecosystem. Many of Cristiano's fans are, up until now, unfamiliar with crypto assets. A crypto-asset aiming at celebrating a sports GOAT is a concept easy to understand. Every fan of sports has had the opportunity of having an album and a sticker collection of their favorite teams and players. Why not HOLDing CR7 instead?

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**Purpose three:** Bring innovation on social networks workflow, creating a new type of Token that will allow people from all over the world to share the same interest in their favorite celebrity (CR7). It is an ample opportunity for more engagement than they would typically experience through traditional social media channels.

The scarcity of Token represents a limited number of CR7 fans with access to the Token - the number is a plausible representation of a small number of tokens for each CR7 fan if one measures the number of fans Cristiano has engaging with him on various social networks. Fans will now have new forms of engagement amongst them and can show appreciation, collaborate, or measure interaction by using the Token, bridging existing forms of interaction on social media with new future projects to be developed by the decentralized community under its terms.

### WHY CR7?

The crypto world has been lacking a proper celebrity engagement. While institutions, including football clubs, have brought forward crypto initiatives, the linkage of a crypto asset with an individual celebrity was missing until this moment. Therefore, we have created a crypto token dedicated to Cristiano Ronaldo, a globally recognized athlete. He has been seen as a leader in the sports and entertainment industry for years. Ronaldo will significantly impact the crypto industry by introducing it to his massive fans - a new group of potential users. CR7 is the obvious choice for promoting the Token since he is the GOAT. The use of the Token is a tribute to his legacy and his philanthropic vision.

### WHY CRYPTO?

Adopting the CR7 Token can represent that the owner is either a fan of CR7, crypto - or both. The wide use of CR7 Token and the development of its community will promote crypto awareness and differentiation of its use cases. By demonstrating the wide adoption of the CR7 Tokens, crypto fans will demonstrate the usage of small units of digital representation of reality as valuable means of engagement, adding to the endless possibilities of web3.



Owners control where their Tokens go. They do this by using a technology that is open to all people worldwide, dispensing with minimum maintenance and operative fees of a network that supports engagement and interaction

As a result, CR7 fans will be pioneers and understand that they can transfer tokens between themselves as signs of appreciation, endorsement, or other forms of engagement, guaranteeing an understanding of the concept of crypto assets. But, of course, the same thing that can happen with CR7 Tokens can also occur with other crypto assets, such as assets that can be used as means of exchange or represent money. The Team's purpose in this regard is to prove that crypto tokens can be seamlessly sent back and forth worldwide by every human being - such as any other digital assets that can represent means of exchange. The possibility of simple cross-border transfer of digital assets is portrayed to all the adopters, available 24 hours a day, seven days a week, 365 days a year.

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## ECOSYSTEM

WHAT DO the CR7 Token (CR7) roadmap and its community mean to achieve these purposes? The GOAT paper will now elaborate on ecosystem and architecture. As of now, 1.140.000.000 CR7 Token (CR7) are available and rendered on DEX exchanges. CR7 Token Team plans no further issuance of CR7 Token (CR7). Of these Tokens, 5% are on a cold wallet, which the Team and the community consider a tribute to CR7. If the GOAT acknowledges our praise by publicly and verifiably saluting his HOLDER fans on social networks, the Team will directly send the GOAT wallet to him. How awesome would it be if this happens? These treasury tokens will be released deflated to the DEX exchanges for fans collection if our GOAT does not salute us. While CR7.cash Team mint the CR7 Token, the disposal and loading on the DEX exchanges determine its governance model since the CR7.cash Team has already renounced the ownership of the Token by relinquishing the possibility of further burning, minting, or changing its fundamental status.



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The decentralization of the CR7 Token ecosystem has a second layer of security, community participation. The Token is agile and light to be quickly exchanged. The purpose is to allow the exchange of tokens as a sign of engagement. The type of engagement, however, is to be decided by each and every member of the community by promoting projects and forms of interaction. The \$CR7 Team plays no role in the further evolution of the community other than a participating role as any other members.

We aim at creating a tool for engagement alternative to traditional social media forms of engagement, that can be coordinated or not with the latter using off-chain tools available at a certain moment to community members. Examples might include measuring appreciation on the creation of an NFT or digital content; polling on which charity is more valuable in order to promote its work and visibility.

The Token cannot be redeemed with money from the developing team or any central entity upon presentation, it is not backed by any asset nor does it grant access to a service - it is merely a tool for those who wish to use it around projects of interest in the Cristiano Ronaldo's fan universe in their own specified terms, not conveying any specific right upon any entity. The Token does not give holders voting rights, access to a dividend of company profits, or the distribution of capital upon liquidation. It does not represent ownership or control since it is not redeemable by any entity nor does it represent any claim on any entity. Issuers have waived property rights in the Token system and the tokens are mere means of engagement in a decentralized social community - as such, there is no central entity (or of any other kind) that can be controlled by exercising any right associated with the Token. The Token does not represent money owed to the Token holder and, as such, cannot be considered a debenture. The Token does not confer rights upon its holder to acquire any future assets. The Token is not a vehicle to share or pool profits or income (since it has an engagement purpose) neither there is an investment using the Token managed as a whole by a market participant. However, the \$CR7 team accepts that the community is free to use the Token without any limitation other than the terms it might set so that it can serve as means of engagement.



The decentralized nature of the use of the Token and its prospected use case (engage in projects that are community-driven, independent, autonomous as to its terms) means that participants have control of property and its day-to-day usage. So the holders effectively manage the Token in the terms they might determine in every specific initiative by development of a community that is not centrally managed and promoting the projects its individual members might advance under their own terms and conditions.

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