

PROJECT EINTRACHT

A visionary concept and a globally unique football project.

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INTRODUCTION

Chapter 1

The Future of Amateur Football

Football is the world's most popular sport. Millions of people dedicate themselves to clubs every day, support their teams, invest their time as volunteers, and build communities that extend far beyond the game itself.

Yet while professional football has evolved into a multi-billion-dollar industry over the past decades, many amateur clubs continue to face limited financial resources, restricted visibility, and constrained opportunities for growth and development.

At the same time, amateur clubs possess something truly invaluable:

Passion, community, local identity, and a strong bond between the club, its members, and its supporters.

We firmly believe that this potential is far greater than most people realize..



Project Eintracht was founded to create new pathways for the development and growth of amateur football clubs. Our mission is to connect clubs, fans, sponsors, businesses, and supporters within a shared ecosystem that drives growth, unlocks new economic opportunities, and creates sustainable long-term value.

To achieve this, we combine the power of sport, entrepreneurship, digital media, and blockchain technology.

Because we believe that the future of football will not be determined solely on the pitch, but also through innovation, reach, community, and economic strength.

Welcome to Project Eintracht.



THE PROBLEM

Chapter 2

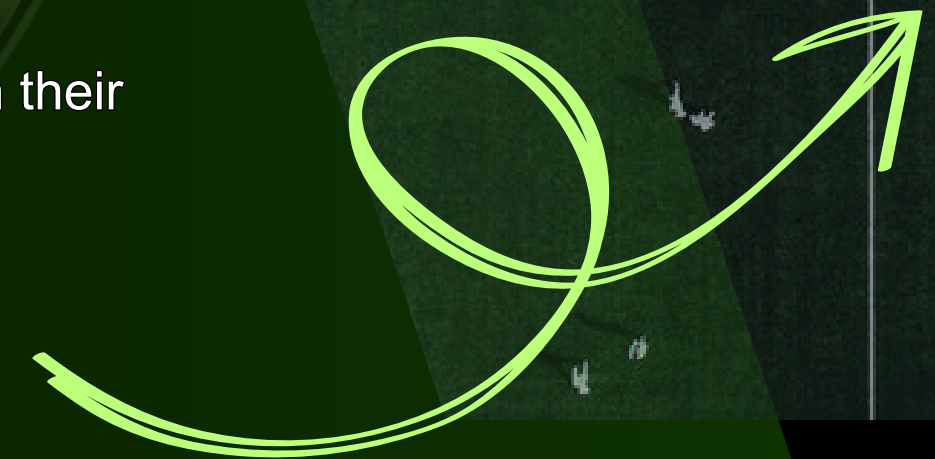
Modern football is increasingly shaped by capital, global reach, and professional commercialisation. While major clubs continue to grow through international fan bases and diversified revenue streams, amateur clubs face a very different set of challenges.

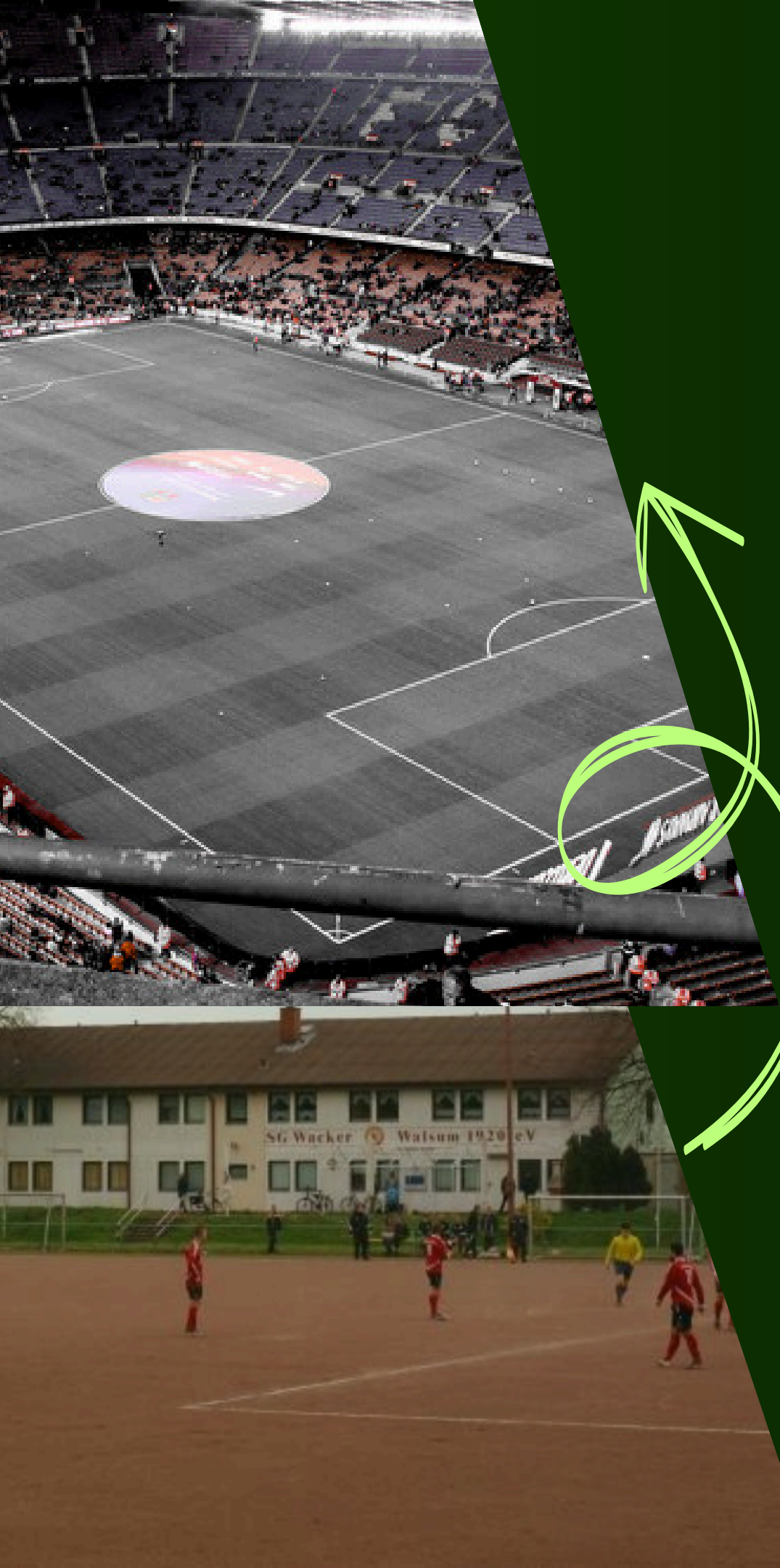
To this day, most amateur clubs rely primarily on membership fees, donations, and traditional sponsorships to fund their operations. While these models are sufficient to maintain day-to-day activities, they offer only limited opportunities for sustainable growth and sporting development. At the same time, significant economic potential often remains untapped.

Yet many amateur clubs possess highly engaged members, strong local networks, and a deep sense of identity within their communities. What they often lack, however, are the resources and structures required to build a digital presence, implement professional marketing strategies, and develop new sources of revenue.

This creates a growing imbalance: while a small number of major clubs continue to strengthen their economic position, many ambitious amateur clubs are unable to fully realise their potential.

This is precisely where Project Eintracht comes in.





THE SOLUTION

Chapter 3

The Future of Amateur Football

Rather than viewing clubs in isolation, we are building a strong alliance in which clubs, fans, sponsors, and investors join forces. Every new club expands the collective reach, strengthens the network, and increases the value for everyone involved.

By bringing together many individual clubs, we can create a community with an economic and media presence that would be difficult for any single club to achieve on its own. This collective strength opens up new opportunities — from professional sponsorship and digital commercialisation to new revenue models and sustainable investment.

Project Eintracht helps clubs unlock this potential by strengthening their digital presence, establishing modern commercial structures, and connecting them to a powerful and growing network.

In this way, we are building an alliance that strengthens amateur football economically, enables sustainable growth, and creates new opportunities for clubs to realise their full potential.

THE SYSTEM

Chapter 4



The principle behind Project Eintracht is a self-reinforcing cycle. With every new club, every development, every sponsor, and every additional source of revenue, the network grows — and so does its strength.

At the centre of this ecosystem is Project Eintracht as the corporate structure responsible for building, organising, and coordinating the entire network. The first step is to selectively support and develop amateur clubs -financially, by providing access to sponsors and donations, and by establishing professional digital and media structures.

This support creates new opportunities for the clubs. A stronger online presence, more professional commercialisation, and sporting success generate greater visibility and reach — attracting new members, fans, and additional economic opportunities.



The key, however, lies in aggregating this reach. An individual amateur club may reach only a few hundred or a few thousand people. A network consisting of many clubs, by contrast, becomes significantly more attractive to companies and sponsors.

Companies spend enormous amounts of money on advertising and sponsorship every year. Yet for an individual amateur club, the available reach is often too limited to attract larger corporate partners.





Project Eintracht changes this. Instead of looking at each club individually, we aggregate the reach of many clubs. Hundreds of smaller audiences become one large, collective audience — both online and within local communities.

This makes amateur football significantly more attractive to companies and sponsors. What may be too small to matter for an individual club can become a highly attractive platform for advertising, sponsorship, and new partnerships when combined across the network.

The resulting revenue flows back into the network, enabling further investment in the participating clubs. This increases their reach, strengthens the overall network, attracts new partners, and generates additional revenue.

This creates a cycle that becomes stronger with every new club and every new partner:

More clubs → greater reach → greater sponsor appeal → more revenue → greater investment → stronger clubs → even greater reach.

Project Eintracht transforms a collection of individual clubs into a **unified economic and media force.**

THE EINTRACHT COIN

Chapter 5

The Eintracht Coin is a tool designed to connect our network and our community.

Project Eintracht and the Eintracht Coin are two clearly separate components. Project Eintracht represents the company and is responsible for organising and managing the network, while the Eintracht Coin operates as an independent, decentralised cryptocurrency. The two components are separate and independent, while their respective roles can complement and strengthen one another.

The Eintracht Coin opens up new opportunities for the network to mobilise capital and engage the community more closely. In addition to traditional revenue streams, it can enable new forms of support, investment, and donations.

At the same time, the Coin gives people who believe in the development of Project Eintracht and the growth of the network an opportunity to participate through the Eintracht Coin.

In this way, the Eintracht Coin connects two sides: a growing football network on one side and an engaged community on the other.



WHY AN INDEPENDENT COIN?

Chapter 6

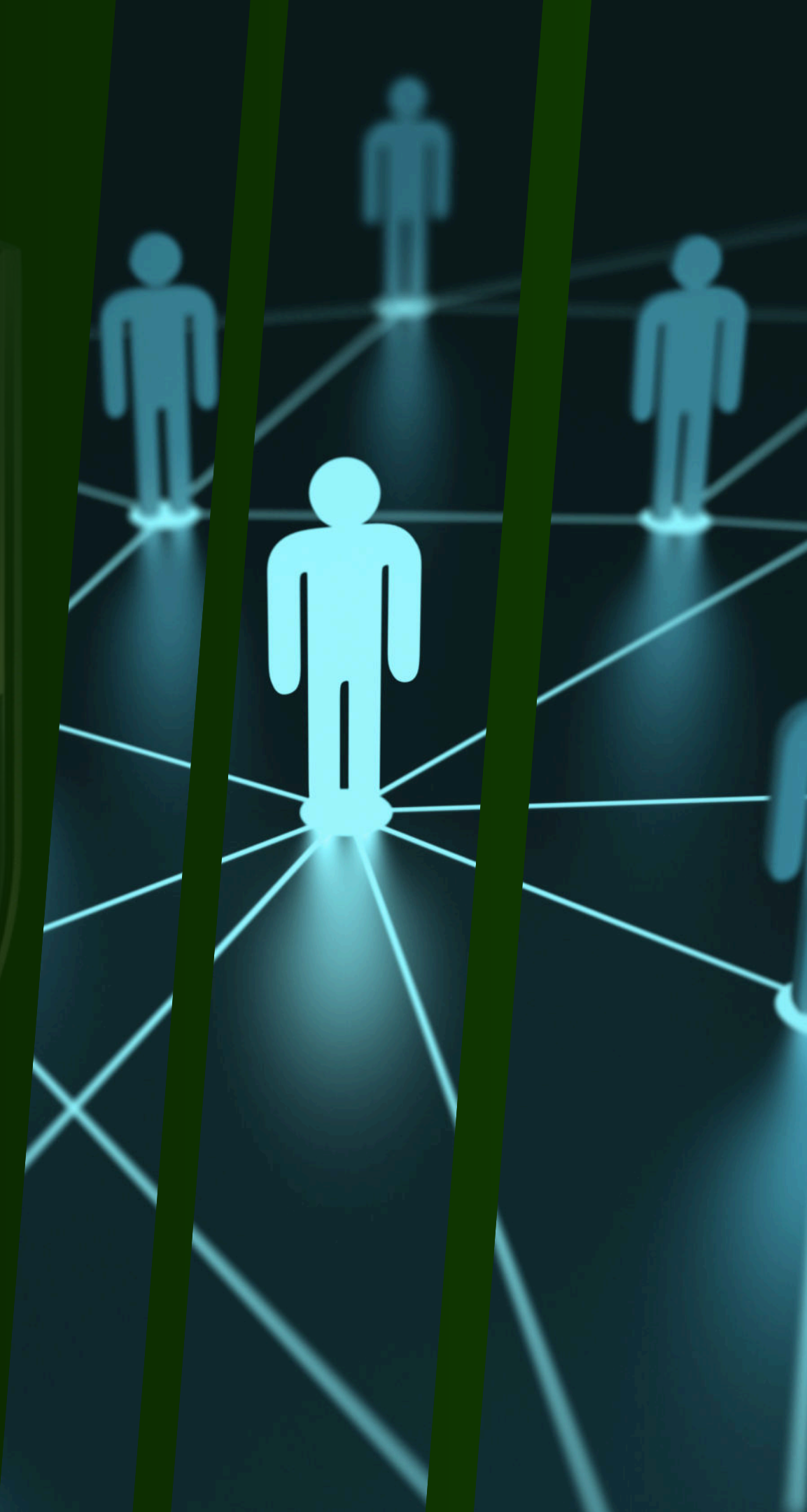
The Eintracht Coin creates opportunities that can be difficult to achieve through traditional financing models.

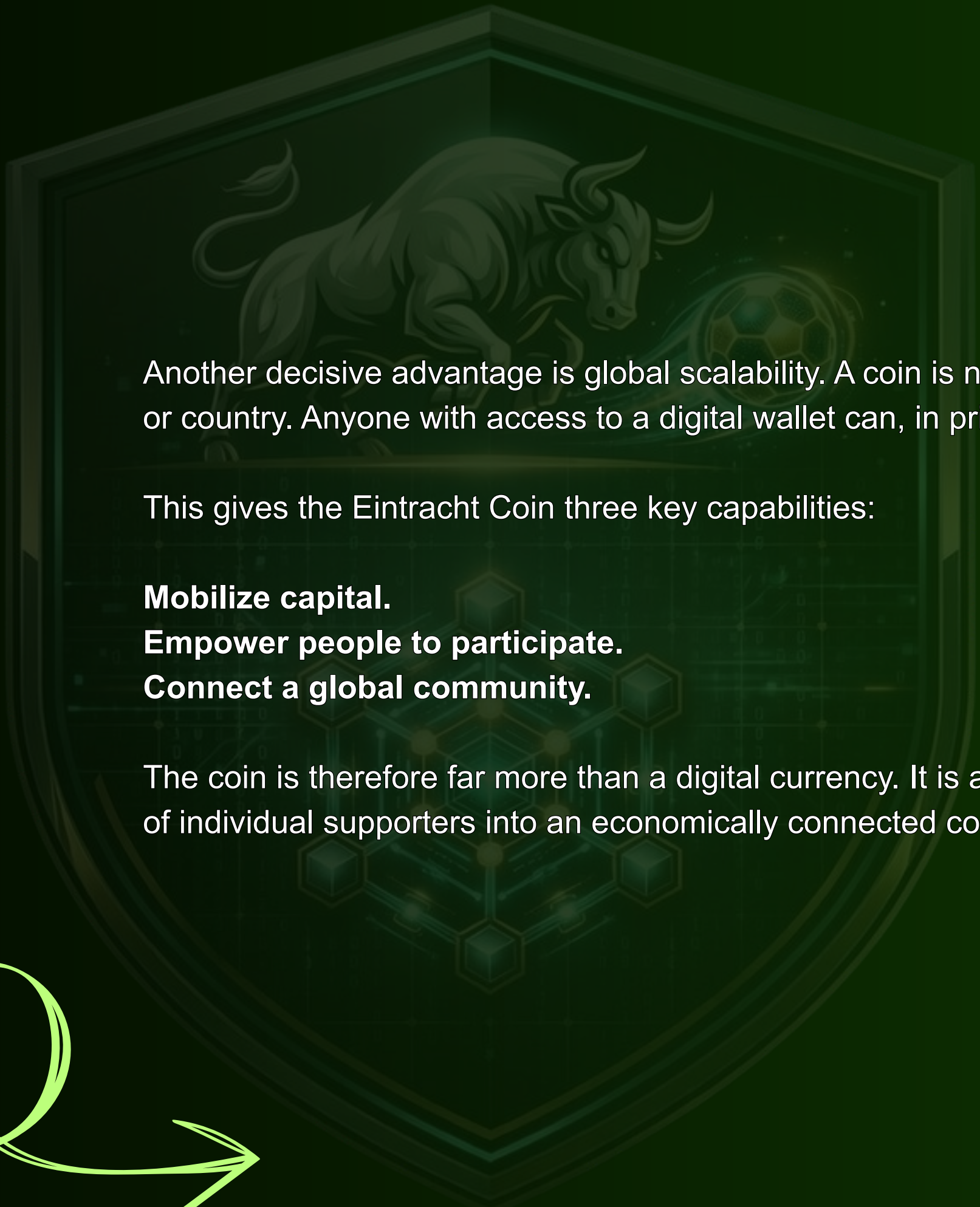
It creates a direct connection between an idea and the people who believe in it. Instead of relying solely on banks, individual investors, sponsors, or donations, a large number of people can contribute collectively to supporting and financing a shared vision.

However, the purpose is not simply to raise capital. A coin can economically connect a community and enable people to participate in a shared idea in a simple and digital way.

At the same time, the Coin creates an additional way to facilitate the movement of value within a community. Support, participation, and economic activity can take place through a shared digital instrument, without requiring entirely new structures for every individual use case.

NEXT





Another decisive advantage is global scalability. A coin is not limited to a specific city, club, or country. Anyone with access to a digital wallet can, in principle, participate.

This gives the Eintracht Coin three key capabilities:

Mobilize capital.

Empower people to participate.

Connect a global community.

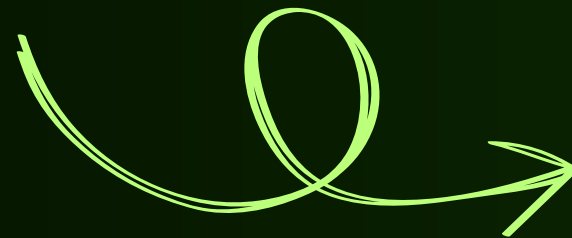
The coin is therefore far more than a digital currency. It is a tool for turning a large number of individual supporters into an economically connected community.



With the continuous expansion of the Project Eintracht ecosystem, the practical utility of the Eintracht Coin is intended to be progressively extended.

Planned use cases include, among others:

- Participation in community and club voting processes
- Use as a means of payment within the ecosystem
- Payment for tickets, merchandise, and services
- Use within gastronomy and hospitality offerings
- Access to exclusive offers, events, and benefit programs
- Participation opportunities in selected projects within the network
- Integration into future digital products and platforms



With each additional application, the practical utility of the Eintracht Coin within the ecosystem increases.

Our objective is to create real-world use cases and to establish the Coin in the long term as an integral component of the entire network.

TOKENOMICS

Chapter 7

The tokenomics form the economic foundation of the Eintracht Coin.

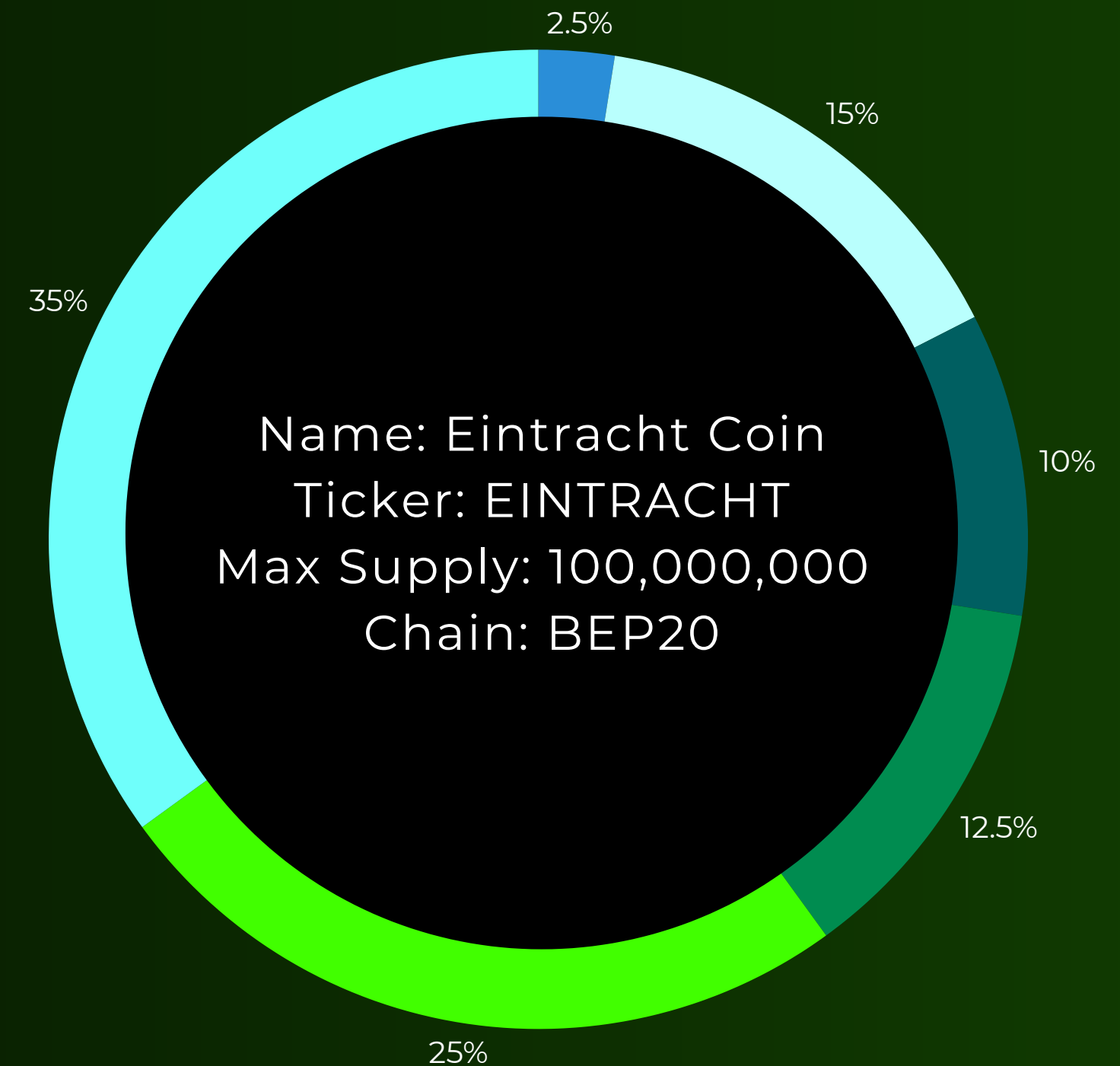
To ensure transparency, predictability, and sustainable ecosystem development, the maximum total supply of the Eintracht Coin is permanently capped at 100 million tokens.

An increase of the total supply after issuance is not possible.

The distribution of tokens has been structured to ensure both the development of the ecosystem and the long-term support of clubs, sponsors, the community, and infrastructure.

At the same time, the allocation accounts for the requirements of a functioning market and the future evolution of the network.

The following overview illustrates the planned distribution of the Eintracht Coin within the ecosystem.



TOKENOMICS

Chapter 7

Presale

A maximum of 2.5% of the total supply is allocated to the presale. In this early distribution phase, supporters are given the opportunity to participate in the Project Eintracht ecosystem prior to the official market launch.

Liquidity

15% of the total supply is reserved for liquidity provision. These tokens are intended to support stable and efficient trading on decentralized platforms and, in the future, centralized exchanges.

Listings

10% of the total supply is allocated to future exchange listings and strategic growth initiatives.

This reserve enables the gradual introduction of the Eintracht Coin across additional trading platforms and supports the continuous expansion of the ecosystem's reach.

Project Development

12.5% of the total supply is allocated to the development and management of the Project Eintracht ecosystem. These funds support technical development, network coordination, infrastructure expansion, and future initiatives within the ecosystem.

Community

25% of the total supply is allocated to the community and club development. These tokens are released gradually and may be used for funding measures, community initiatives, growth programs, and the support of clubs within the network.

Sponsors & Strategic Partners

35% of the total supply is allocated to sponsors and strategic partners. This reserve is intended to establish long-term partnerships and to attract companies supporting the Project Eintracht ecosystem.

Sponsors and partners play a key role in driving network growth, supporting club development, and enabling additional economic activities within the ecosystem.

TRANSPARENCY & SECURITY

Chapter 8

Trust is one of the most important foundations of any long-term project. That is why the Eintracht Coin is built around transparency, clearly defined structures, and the technological capabilities of a public blockchain.

Transactions involving the Eintracht Coin can be viewed and independently verified by the public. This creates transparency around how holdings and transactions within the system evolve over time. The blockchain provides an independent and verifiable foundation, reducing the need for trust to rest solely on individual people or institutions.

In addition, significant coin holdings are intended to be subject to long-term lock-up and release mechanisms. This helps establish clear parameters and prevent short-term decisions from being made with respect to strategically important holdings.

Our goal is to create a system that does not depend on individual people, but is sustained over the long term by transparent rules and community participation.

As the Eintracht Coin continues to evolve, these structures will be continuously refined and strengthened. Long-term trust is built where decisions are transparent and understandable, rules remain clear, and responsibility is embedded not in individuals, but in a well-defined system.

Wichtige Verlinkungen

[GoPlus Labs Web3 Security Check](#)

[Eintracht Coin BSCSCAN](#)

[Gesperre Eintracht Coins \(Pinklock\)](#)

THE BUYBACK & BURN MECHANISM

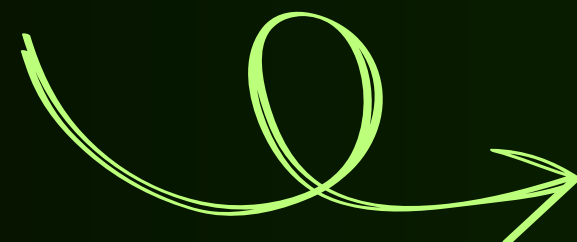
Chapter 9

The maximum total supply of the Eintracht Coin is permanently capped at 100 million tokens.

In addition, a portion of future surpluses generated by the Project Eintracht ecosystem is intended to be allocated to buyback-and-burn mechanisms.

Through this process, Eintracht Coins are repurchased on the open market and subsequently permanently destroyed. Burned tokens cannot be restored or reintroduced into circulation.

As a result, the circulating supply is gradually reduced over time.



The buyback-and-burn model is designed to link the long-term economic performance of the ecosystem with the Eintracht Coin.

The scope, timing, and execution of any potential buyback-and-burn measures are determined by Project Eintracht, taking into account the economic development of the ecosystem and the resources available at any given time.

Buyback-and-burn mechanisms are planned as part of the overall strategy; however, they are not guaranteed and will only be carried out based on the prevailing economic conditions of the project.





LAUNCH AND TRADING PHASE

Chapter 10

The official launch of the Eintracht Coin is planned for Q4 2026 on the BNB Smart Chain (BSC).

In the initial phase, the Eintracht Coin will primarily be tradable on decentralized exchanges (DEX). This approach enables open and transparent market access as well as early community participation in the development of the ecosystem.

In a later stage, additional listings on centralized exchanges (CEX) are planned in order to gradually expand the reach, accessibility, and liquidity of the Eintracht Coin.

In parallel, an early distribution phase will take place, allowing interested participants to engage with the project prior to the full market launch. Participation will be facilitated through the official communication channels and the project website.

This staged launch model is designed to support sustainable market development and to enable a stable foundation for the ecosystem from the very beginning.

[Join the Presale Now](#)

WHO DECIDES ON FUNDING ALLOCATIONS?

Chapter 11

The allocation of funding represents one of the most important decision-making processes within the Project Eintracht ecosystem. The objective is to deploy available resources responsibly and direct them toward areas where they can generate the greatest value for clubs and the network as a whole.

Potential funding measures are first analyzed and developed by the Bros & Gains team. This evaluation takes into account factors such as a club's development potential, the intended use of funds, the expected impact on the ecosystem, and the resources available.

Subsequently, the corresponding proposals are presented transparently to the community for review and discussion. This approach enables supporters, token holders, and partners to actively participate in the decision-making process.

In the long term, key funding decisions are intended to be further supported by community voting mechanisms, creating a balanced model that combines professional expertise with the interests of the community.

Our goal is a transparent, traceable, and sustainable allocation of funding for the benefit of clubs and the entire Project Eintracht ecosystem.





WHAT KIND OF CLUBS ARE WE LOOKING FOR?

Chapter 12

Potential instead of league status

Project Eintracht specifically seeks clubs with development potential. The decisive factor is not the current league affiliation, but rather the extent of available opportunities for sporting, economic, and structural growth.

Particularly relevant are clubs with committed members, functional infrastructure, attractive locations, or a strong sporting environment, whose development is nevertheless constrained by limited financial or organizational resources.

We are convinced that numerous amateur clubs possess untapped potential. With the right structures, additional reach, professional marketing, and economic support, new perspectives can be created and sustainable development can be initiated.

Accordingly, the selection of future partner clubs is not based solely on sporting criteria, but takes into account the overall potential of a club and its contribution to the long-term development of the ecosystem.

ECONOMIC OPPORTUNITIES IN AMATEUR FOOTBALL

Chapter 13

Most amateur clubs continue to be primarily financed through membership fees, donations, and public funding. While this model enables day-to-day operations, it rarely provides the foundation required for sustainable growth, professional structures, or higher levels of sporting success.

At the same time, amateur football holds significant economic potential that has so far been only partially utilized. Whereas professional clubs have spent decades building businesses and commercial activities around their brands, comparable opportunities in the amateur sector often remain untapped.

Project Eintracht therefore aims to work together with clubs to build sustainable economic structures. Instead of relying exclusively on external support, additional revenue streams are to be created that enable long-term development.

Potential Business Areas:

Gastronomy and hospitality concepts

Fan shops and merchandising

Ticketing and event management

Sponsorship and marketing agencies

Football schools and youth academies

Media and content platforms

Sports and recreational events

Real estate and infrastructure projects



THE POWER OF DIGITAL REACH

Chapter 14

What television, radio, and newspapers once were is now represented by YouTube, Instagram, TikTok, and other digital platforms. Attention has shifted into the digital space and has become one of the most valuable resources of our time.

For clubs, this represents a fundamental transformation. Fans increasingly expect regular content, behind-the-scenes insights, and direct interaction. At the same time, sponsors are evaluating club attractiveness more and more based on digital reach and community engagement.

Project Eintracht therefore considers social media a central pillar of club development. Through professional media work, continuous content production, and the development of digital communities, reach, visibility, and brand value are intended to be systematically increased.

Digital reach does not only generate attention. It forms the foundation for sponsorships, advertising partnerships, merchandising, ticket sales, and numerous other economic opportunities.

Those who build reach create visibility. Those who create visibility build trust. And trust is the foundation of sustainable sporting and economic success.



@project_eintracht



@Project Eintracht



@projecteintracht



@eintrachtchat



MARKETING AS A GROWTH DRIVER

Chapter 15

Many amateur clubs already possess a strong brand, an engaged community, and significant local recognition. However, they often lack the professional structures required to fully leverage this potential.

Marketing goes far beyond traditional advertising. It encompasses the strategic development of awareness, trust, and identification. In this regard, clubs hold a key advantage: they connect people on an emotional level and create long-term bonds between the club, its members, fans, and supporters.

Through professional marketing, clubs become significantly more attractive to sponsors and advertising partners. Today, companies invest not only in advertising space, but primarily in reach, target audiences, communities, and authentic brand presence.

Project Eintracht supports clubs in increasing their visibility, building new partnerships, and unlocking additional revenue streams. In doing so, sustainable economic structures are created that contribute to the long-term development of the clubs.

THE STRENGTH OF THE NETWORK

Chapter 16

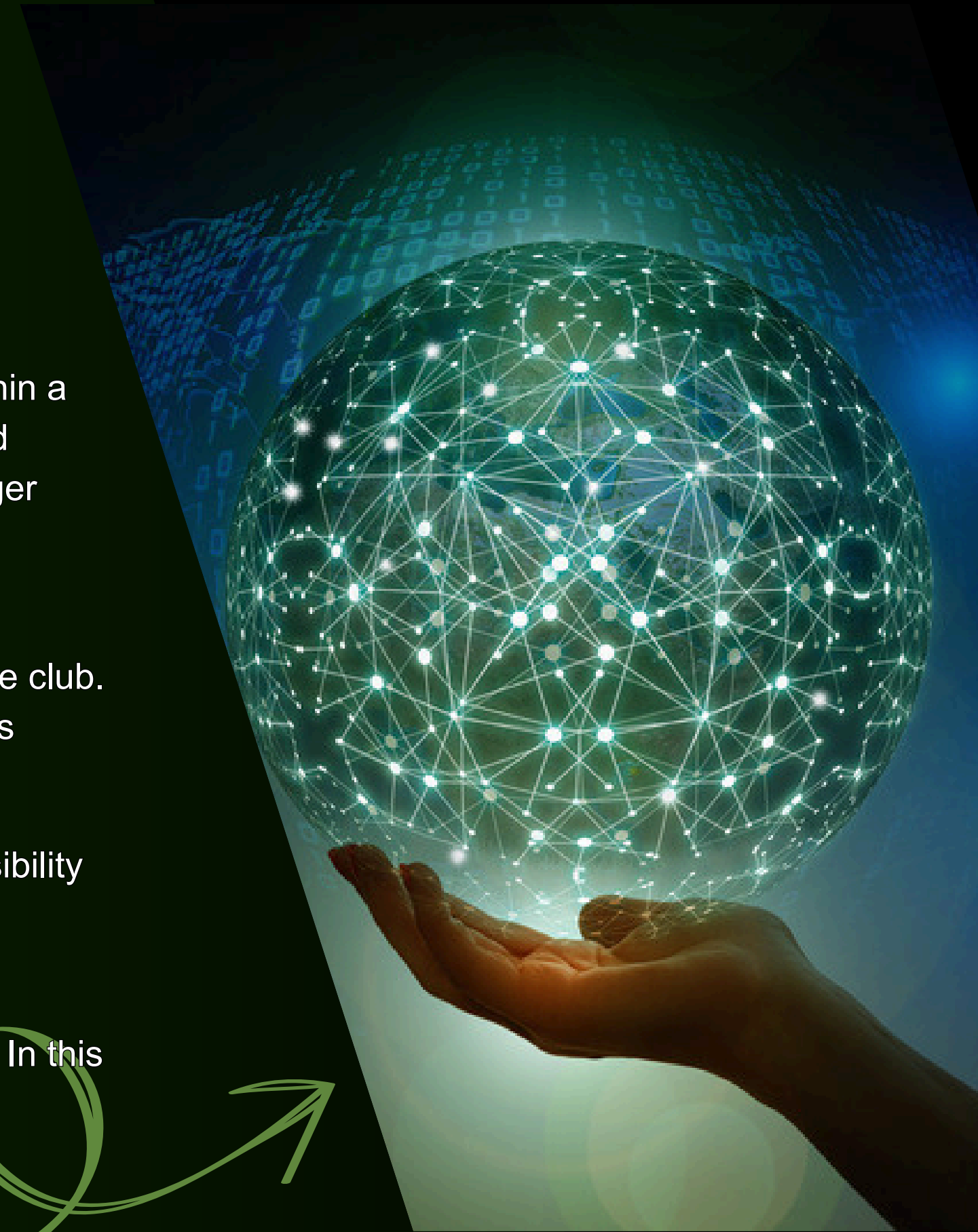
Stronger Together

The true value of Project Eintracht emerges through the interconnection of multiple clubs within a shared ecosystem. While individual amateur clubs are often limited in financial resources and reach, the aggregation of resources, contacts, and communities creates a significantly stronger collective structure.

Each club contributes its members, fans, sponsors, partners, and regional networks to the ecosystem. This generates a level of reach that extends far beyond the capabilities of a single club. Joint marketing initiatives, social media activities, events, and partnerships further amplify this effect.

For sponsors and advertising partners, this creates an attractive environment with greater visibility and a broader target audience. At the same time, all participating clubs benefit from shared marketing opportunities, synergies, and a continuously growing network.

Each new club increases the reach, awareness, and economic strength of the entire system. In this way, a network is created in which participants do not compete against each other, but grow together and benefit from one another.



REQUIREMENTS FOR PARTNERSHIP

Chapter 17

Project Eintracht sees itself as a partner to the clubs.

Participation in the ecosystem does not involve any entry fees, membership contributions, or long-term contractual obligations.

At the same time, we expect all partner clubs to handle allocated resources responsibly and to actively contribute to the development of the network.

Funding and support measures must be used for their intended purpose and documented in a transparent and traceable manner.

In addition, we expect a general willingness to support joint marketing, sponsorship, and reach-building initiatives.

The success of Project Eintracht is based on collaboration, transparency, and mutual trust. The stronger the participating clubs act together, the greater the opportunities for the entire network.



We also require a general willingness to support joint marketing and sponsorship initiatives. These may include, for example:

- Advertising placements on club-owned websites and digital channels
- Integration of sponsors into social media content
- Branding on kits and training apparel
- Pitch-side advertising boards and stadium advertising spaces
- Brand placements at events and club activities
- Support for joint marketing and sponsorship campaigns

TECHNICAL INFRASTRUCTURE & WALLETS

Chapter 18

Blockchain technology forms a central component of the Project Eintracht ecosystem.

In order to efficiently manage funding, digital assets, and future applications, partner clubs require the basic technical infrastructure to participate in the network. This includes in particular:

- An official club bank account
- A PayPal or comparable payment account
- A central cryptocurrency wallet for managing digital assets
- A decentralized cryptocurrency wallet for direct interaction with the Eintracht Coin ecosystem

Project Eintracht supports all partner clubs in setting up these structures and accompanies them in their first steps in dealing with cryptocurrencies and blockchain technology.

Our objective is to make modern financing and administrative tools accessible while ensuring a secure, transparent, and efficient handling of digital assets.



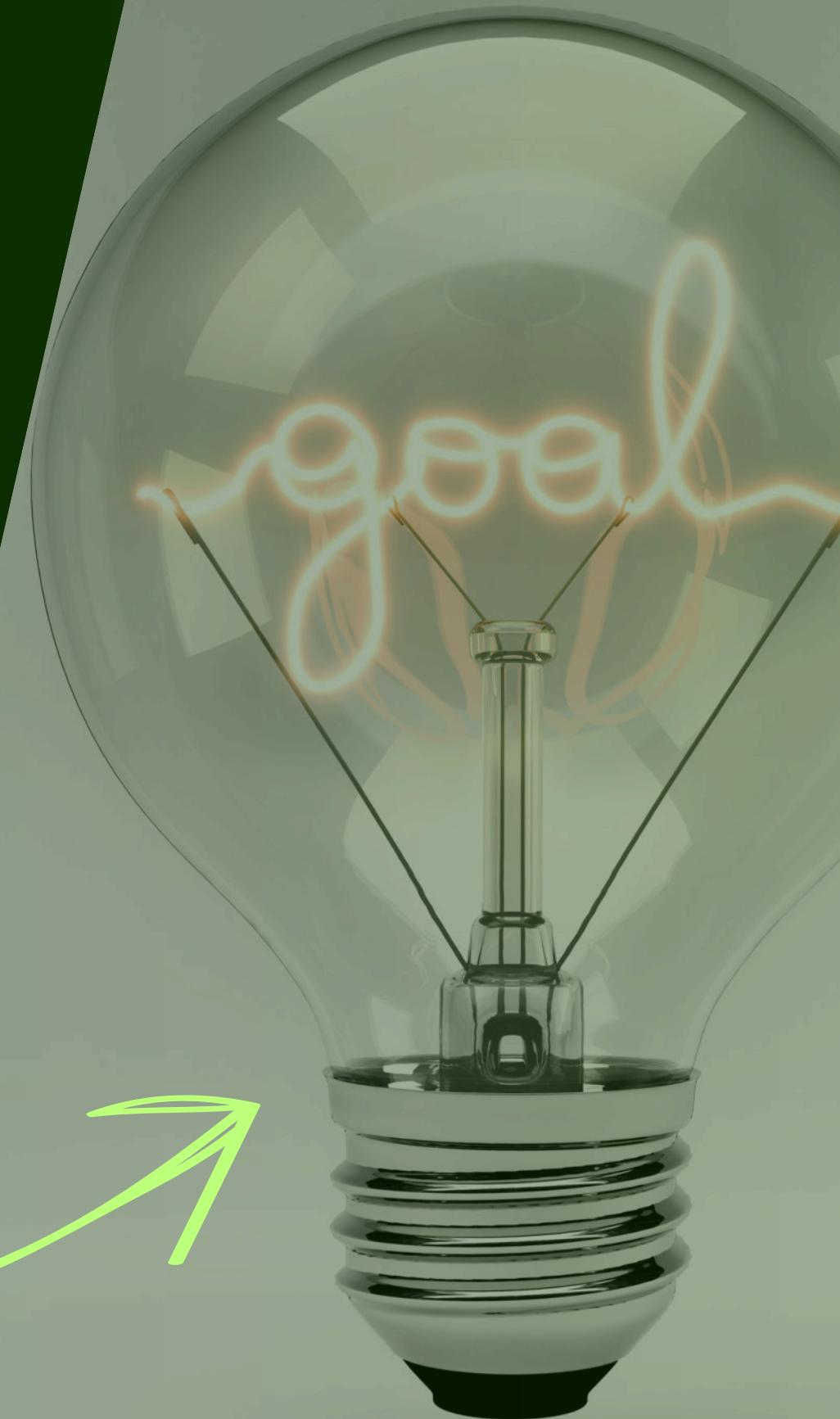
ROADMAP

Chapter 19

Building a sustainable ecosystem requires time, clear structures, and long-term thinking.

The following roadmap outlines the key development phases of Project Eintracht. It serves as a guideline for the planned evolution of the project and may be adjusted in response to technical, economic, or strategic changes.

Our focus is on sustainable growth and the step-by-step development of a strong network consisting of clubs, community, sponsors, and economic projects.



ROADMAP

Chapter 19

Phase 1

Development and finalization of the Project Eintracht concept.
Concept, design, and implementation of the new website.
Setup of the technical infrastructure of the ecosystem.
Development, programming, and testing phase of the Eintracht Coin.

Phase 2

Setup and management of official social media channels.
Acquisition of initial community members and supporters.
Publication of regular content and marketing campaigns.
Establishment of initial strategic partnerships.

Phase 3

Launch of the Eintracht Coin presale.
Expansion of the community and overall reach.
Acquisition of initial partner clubs.
Preparation for exchange listings and market integration.

Phase 4

Onboarding of additional clubs into the ecosystem.
Establishment of the Project Eintracht management GmbH.
Expansion of sponsorship and marketing activities.
Development of additional use cases for the Eintracht Coin.
Setup of initial economic projects and business participations.

Phase 5

Expansion of the club network on a national and international level.
Development of additional advertising, sponsorship, and commercialization opportunities.
Establishment of additional companies and business units within the ecosystem.

Phase 6

Joint planning of new objectives with the community and clubs

LONG-TERM GOALS

Chapter 20

Project Eintracht Team

Our long-term objective is to build a strong Project Eintracht Team together with the clubs, sponsors, and players within our network, and to guide it step by step into professional football. This vision is founded on close collaboration between all network participants, each contributing their unique strengths, expertise, and resources to the shared project.

A successful Project Eintracht Team will serve as the sporting flagship of the network, enhancing its visibility, reputation, and overall appeal. The increased exposure generated by the team's success will create new commercial opportunities, strengthen existing partnerships, and generate additional revenue streams that benefit the entire ecosystem.

This creates a sustainable model in which sporting success also drives long-term economic value for all participants. Clubs, sponsors, players, and partners all benefit from greater visibility, a stronger market presence, and the opportunities created by the team's successful progression into professional football.



LONG-TERM GOALS

Chapter 20

Project Eintracht Cup

Another long-term objective is the establishment of the Project Eintracht Cup—an exclusive tournament for clubs within our ecosystem, featuring attractive prize money. The competition is designed to become a flagship event of the network, strengthening collaboration between participating clubs while promoting sporting excellence.

The Project Eintracht Cup provides clubs with an additional platform to showcase their performance, increase their visibility, and engage with a broader audience. At the same time, it creates valuable opportunities for sponsors and partners to enhance their brand presence and actively contribute to the growth of the ecosystem.

By combining high-level competition, meaningful financial incentives, and increased exposure, the Project Eintracht Cup creates lasting value for all participants. It strengthens the identity of the network, expands its reach, and supports the long-term growth and success of the entire Project Eintracht ecosystem.



RISK FACTORS

Chapter 21

Project Eintracht pursues an innovative concept that combines sport, entrepreneurship, digital media, and blockchain technology. As with any development and growth-oriented project, Project Eintracht is subject to various risks and uncertainties.

Market and Cryptocurrency Risks

The value of digital assets is subject to volatility. Developments in cryptocurrency and capital markets may influence demand for the Eintracht Coin as well as the financing capabilities of the ecosystem.

Dependence on Reach and Community

A core component of the concept is the development of an active community and strong digital reach. If growth falls short of expectations, this may impact the development of individual business areas.

Execution Risks

The long-term success of Project Eintracht depends on the successful implementation of planned measures, the establishment of partnerships, the onboarding of clubs, and the growth of the community. There is no guarantee that all objectives will be achieved within the anticipated timeframes.

Dependence on Reach and Community

A key component of the concept is the development of an active community and strong digital reach. If growth falls short of expectations, this may impact the development of individual business areas.

Sponsorship and Commercialization Risks

Planned revenues from sponsorship, advertising, marketing, and other economic activities depend on market conditions and the acquisition of suitable partners. These revenues may differ from initial expectations.

Club and Partner Development

The development of the ecosystem is closely linked to cooperation with clubs, sponsors, investors, and other partners. Diverging developments or changes among individual stakeholders may have an impact on the overall project.

Despite these risks, Project Eintracht is designed to build a stable and future-oriented ecosystem through sustainable structures, transparent processes, and a long-term growth strategy.

LEGAL DISCLAIMER

Chapter 22

This whitepaper is provided for informational purposes only and does not constitute an offer to sell, nor a solicitation to buy, any securities, financial instruments, or other regulated investment products.

The information contained in this document describes the vision, objectives, and planned developments of Project Eintracht as of the date of publication. All statements are subject to change and may be updated or modified at any time due to technical, economic, legal, or strategic developments.

The purchase, holding, and trading of cryptocurrencies involve significant risk. The value of digital assets may be highly volatile. Any potential appreciation in the value of the Eintracht Coin is neither guaranteed nor implied. Past performance or forward-looking statements do not constitute a guarantee of future results.

Project Eintracht does not provide financial, investment, tax, or legal advice. Individuals should evaluate their own circumstances and seek independent professional advice where necessary before making any investment decisions.

Participation in the Project Eintracht ecosystem is undertaken at the participant's own risk and responsibility. Each participant is solely responsible for complying with the applicable laws and regulatory requirements in their respective jurisdiction.

This whitepaper does not create any contractual rights against Project Eintracht, its partners, or affiliated entities. Legally binding obligations arise exclusively from the applicable agreements, terms of use, and official project documentation.

The purchase or use of the Eintracht Coin does not confer any ownership rights, profit-sharing rights, dividends, voting rights in companies, or guaranteed financial returns unless explicitly and legally defined in binding agreements.



CONCLUSION

Chapter 23

Project Eintracht is more than a football project and more than a cryptocurrency.

It is the vision of a decentralized ecosystem that connects clubs, fans, sponsors, businesses, investors, and supporters, enabling them to grow together. Our objective is to create new approaches to club development, unlock economic potential, and provide people around the world with the opportunity to become part of this evolution.

We believe in the power of community, innovation, and long-term thinking. Every club, every supporter, every sponsor, and every community member contributes to the further development of this ecosystem and the creation of new opportunities for amateur football.

Building such a network is a long-term endeavor. However, every major transformation begins with a vision and with people willing to believe in it. We invite you to become part of this journey and to actively shape the future of amateur football together with us.

Welcome to Project Eintracht.

Together we create value. Together we create opportunities. Together we create the future.

