



## KickGPT AI IP Vision Paper

### Bringing Football IP into the AI Era

Humanity is entering the AI era.

In the past, IP was mostly static: a name, a face, a story, a symbol, a piece of footage, an appearance, or a commercial license.

In the AI era, IP will no longer be only something to be watched, used, or consumed. It will become an intelligent asset — something that can respond, generate, interact, operate, protect itself, and create value continuously.

This is what we call **AI-native IP**.

Football is one of the strongest starting points for this transformation.

Football is not only a sport. It is one of the world's largest emotional industries. It contains players, clubs, national teams, competitions, historic moments, fan memories, city identity, hero narratives, commercial brands, and global communities.

But the way football IP is commercialized today is still largely traditional: endorsements, appearances, interviews, advertising shoots, merchandise licenses, and social media campaigns. These models are often manual, fragmented, short-term, and difficult to scale.

AI changes this.

A player's IP should not remain limited to occasional appearances.

A club's IP should not remain limited to matchdays and merchandise.

A football story should not remain limited to documentaries and news reports.

A fan's emotion should not disappear after a short social media post.

Football IP can now become interactive, generative, certified, traceable, and continuously operated.

KickGPT's core belief is simple:

**Football IP must enter the AI era.**

But entering the AI era does not mean using AI to generate a few videos, images, or chatbots.

The real transformation is deeper.

Football IP needs AI-era management.

Football IP needs AI-era monetization.

Football IP needs AI-era licensing.

Football IP needs AI-era governance.

Football IP needs AI-era operating infrastructure.

KickGPT is building this new infrastructure.

**KickGPT is an AI-native Football IP Operating Company.**

We connect football IP, players, clubs, fans, media, brands, technology partners, legal protection, and capital markets into one scalable AI-native business platform.

Our goal is not to make football content faster.

Our goal is to make football IP more alive, more scalable, and more valuable.

**Certified AI IP**

AI can generate content. But unlimited generation is not the answer.

If a player's AI likeness can be generated, modified, and used by anyone, the result will be chaos: IP abuse, distorted images, misleading endorsements, confused fans, diluted commercial value, and loss of control for players and rights holders.

Therefore, the key to AI IP is not only generation.

The key is **governance**.

KickGPT believes that AI IP must be built on four foundations:

**Authorization** — who has the right to use the AI IP.

**Limitations** — how long, where, and how much it can be used.

**Certification** — which content is officially approved.

**Traceability** — every authorized asset should be identifiable, recorded, and enforceable.

This is the foundation of the **KickGPT AI IP Governance System**.

In the future, the market will be filled with AI content that “looks like” a player. But real commercial value should come from **Certified AI IP** — officially authorized, reviewed, watermarked, registered, and traceable AI identity.

A partner does not receive unlimited rights to a player's AI likeness. A partner receives the right to use certified AI IP within a defined time period, usage scope, content quota, and commercial context.

Only certified and registered content should be recognized as officially licensed AI IP.

**Human Know-how + AI Agents**

In the past, football IP operations depended almost entirely on people: agents, content teams, brand teams, legal teams, social media teams, and business development teams.

AI agents will change this structure.

In an AI-native IP operating system, AI agents can monitor market demand, discover partnership opportunities, generate content drafts, support multilingual distribution, assist

social media operations, manage licensing workflows, and help with review and risk control.

But AI agents do not replace people.

Humans still provide judgment, creativity, industry know-how, relationships, aesthetics, ethics, and final responsibility.

KickGPT believes the future of football IP operations will be built on:

### **Human Know-how + AI Agents**

This is the new operating model for football IP in the AI era.

### **Starting with Football, Not Ending with Football**

KickGPT starts with football because football has global reach, emotional power, rich IP resources, and clear commercial scenarios.

But AI-native IP is not limited to football.

The same model can apply to sports stars, entertainment celebrities, clubs, competitions, film characters, anime characters, brand personas, city culture, historical figures, and virtual idols.

Football is the starting point.

The larger mission is to build an AI-native IP operating model that can expand across the broader IP economy.

### **World Cup 2026: The First Global Showcase**

World Cup 2026 will be KickGPT's first global showcase.

The World Cup is not only a competition. It is a media event, a brand event, a fan event, a content event, and a commercial event.

KickGPT will use World Cup 2026 to demonstrate how AI-native Football IP can work in real scenarios:

retired player AI IP, fan interaction, brand partnerships, AI-generated football content, robotics integration, certified AI licensing, and new football culture products.

Our goal is not a one-time campaign.

Our goal is to prove that **AI-native Football IP can become a new industry gateway.**

### **Our Vision**

KickGPT's long-term vision is to build the operating system for football IP in the AI era.

This system will connect IP rights holders, players, clubs, competitions, brands, fans, content platforms, AI technology, legal governance, commercial licensing, and capital markets.

We want to turn football IP from static assets into intelligent assets.

From fragmented licensing into systematic operation.

From one-off commercial projects into continuous value creation.

In the future, a player's AI IP can continuously interact with fans around the world.

A club's AI IP can serve a global community.

A retired football legend can reach a new generation through AI.

A brand can enter football culture through certified AI IP.

A small club can gain global presence through AI.

AI is redefining content, identity, interaction, and commerce.

Football IP will not remain in the old era.

KickGPT is building:

**A licensable, certifiable, operable, protectable, and scalable AI-native Football IP system.**

This is the next stage of football IP.

This is KickGPT's mission.