



Sportience is based on a blockchain technology and allow to have a real influence on a real football club. All the routine and boring processes will be supervised by the directors, and we will collectively manage all aspects of its sport life - from transfers and contract renewals to the selection/dismissal of the coach and even the choice of the players for the game.

<http://sportience.online/>

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1. Introduction - the description of the market.

The world of sports and football in particular is changing rapidly, and now some football clubs are owned, in fact, by the whole countries – “PSG” was bought by one of the most influential families of Qatar and now is very successful. That is, we are already seeing a hybrid form of crowdfinancing in sports projects, and because of that these sports projects can make unimaginable transfers for hundreds of millions of dollars and thereby occupy a dominant position among similar clubs (proof - [football clubs spending spiraling out of control](#)). This summer, “PSG” football club bought two players for \$400 million, “Manchester City”, which is also owned by the influential family of the whole country, is not far behind - was spent at least \$250 million. And it's only during the few months! So it's no wonder that now these clubs show an excellent game and are already considered as one of the main contenders for the main trophies in football.

This trend has become a logical continuation of the rapid development of such a concept as crowdfunding across the world. Projects such as Kickstarter, or even the incredible boom of ICO are a vivid example.

The second catalyst of our project creating is the sad trend of poor solvency of many European clubs.

It's not a secret that in the European football the overwhelming majority of clubs are subsidized by their owners. This trend is increasing every year - mainly this was the reason for the new policy of The UEFA that is called Financial Fair Play Regulations, due to which the expenses and incomes of clubs are now strictly controlled. But mentioned earlier “PSG” football club this summer proved that if you want, you can bypass this rule - according to the documents, Neymar was given hundreds of millions of dollars for the right to make him the face of the future World Cup in Qatar in 2022, and then he transferred most of the money to buy his contract from “Barcelona” (proof - [What happened to financial fair play](#)), Killian Mbappe joined Paris club on a season-long loan with a mandatory right of 180\$ million redemption next summer, so it is recorded in the costs of the next year. As expected, it provoked a chain reaction - many coaches complained that now average players are several times more expensive than just a couple of years ago (proof - [Mourinho: Clubs "creating out-of-control market"](#)). Then we witnessed the transfer of the young Ousmane Dembele for almost 140\$ million with bonuses, so the transfer record was beaten 3 times this summer.

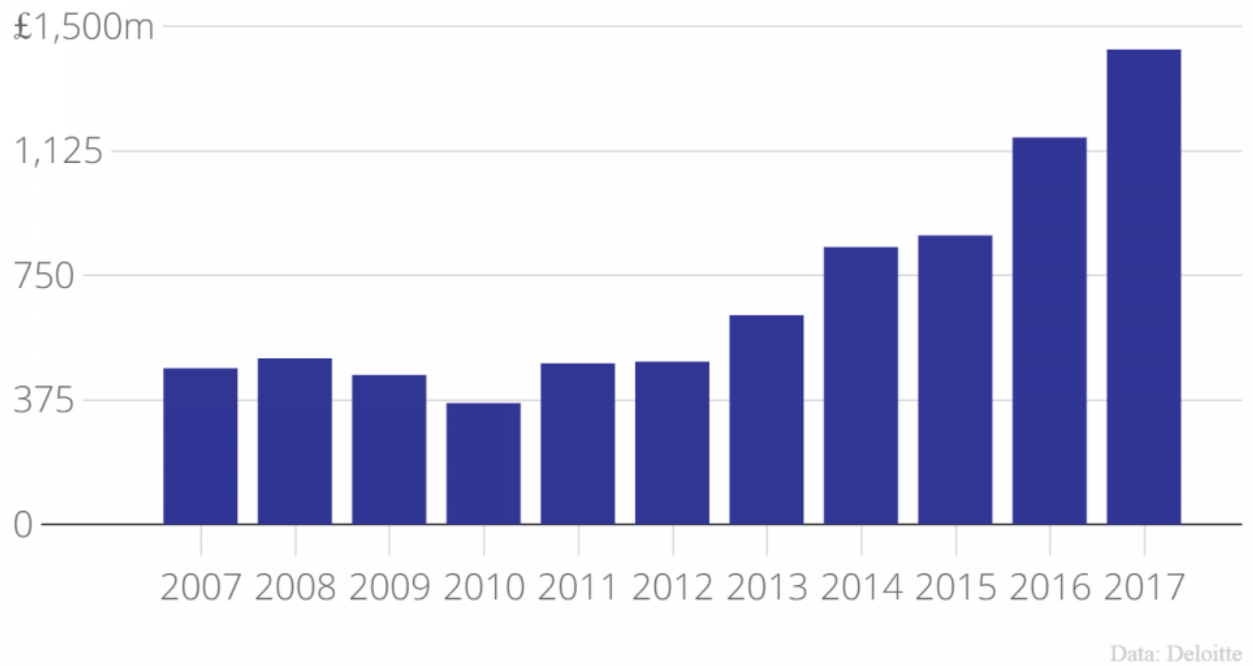
And this is only the beginning - in fact the same big clubs understand that they also need to spend as much as the “PSG” and the “Manchester City” football clubs in order to play at the same level (proof - [one of the best football strikers criticizes Bayern FC spending policy](#)).

We see the first results even now - the owner of “Milan” FC is desperately looking for money, since he has already spent more than \$250 million this summer (proof - [AC Milan owner seeks new investors](#)). Thus, the expenses of clubs only grow each year, and even the owners of the most famous clubs in the world, such as “Milan” FC, are looking for investors - and this gives great opportunities for our future platform.

2. Market growth potential.

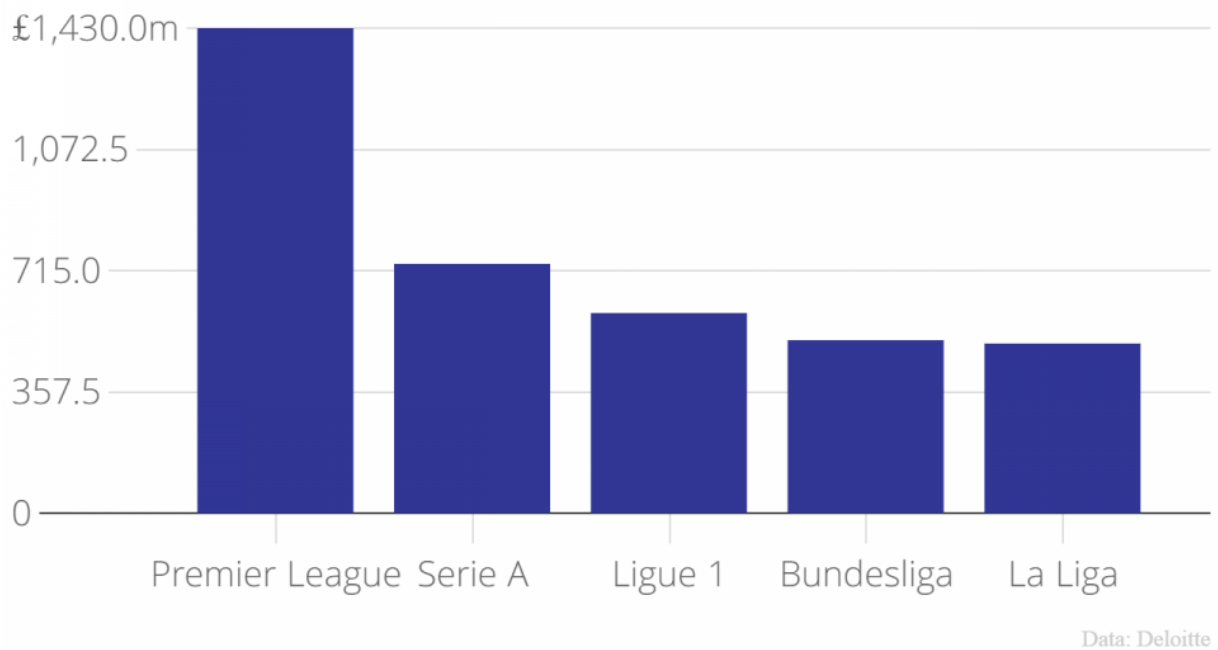
We can witness more and more money in football business, and that is confirmed not only by new transfer records that are beaten several times during one summer, but also by medium-sized clubs expenses on transfers that can now exceed \$100 million (for example – FC “Everton”).

Premier League summer transfer window expenditure



Premier League is the biggest football local market and its clubs forked out £1.4 billion on new players this summer — a 23 percent increase on the previous window record of £1.17 billion. We can see the rapid growth of expenditures during last 5 years.

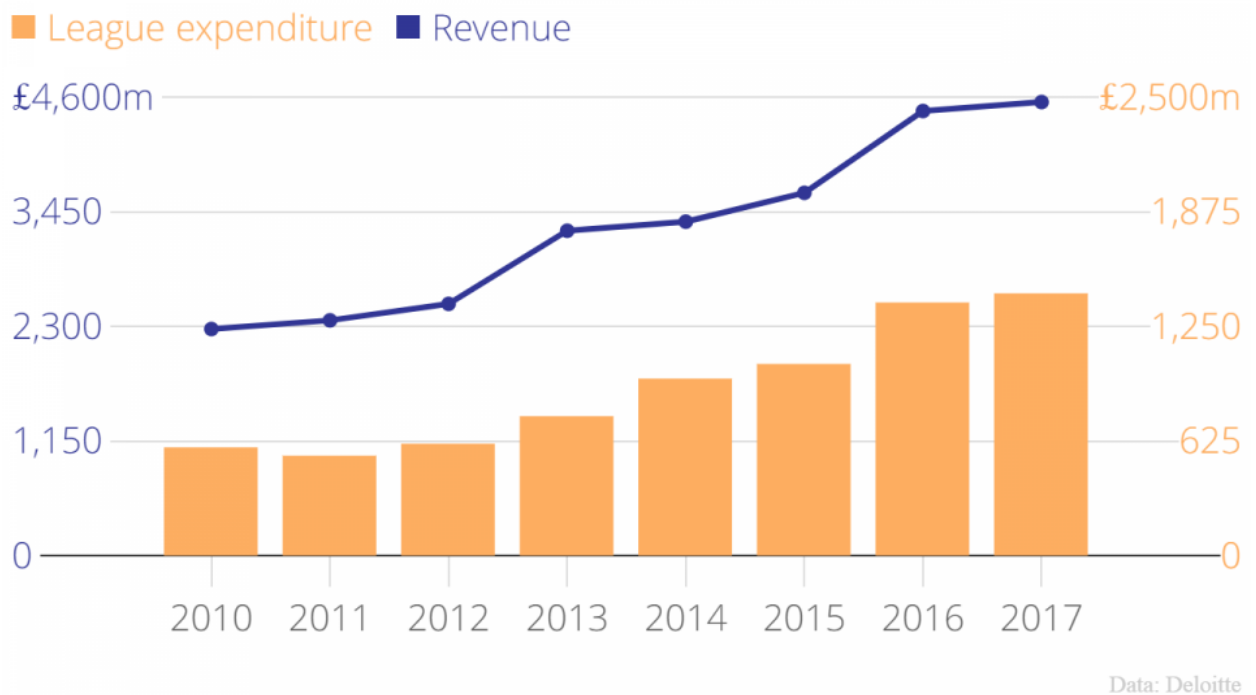
Europe's top five leagues summer expenditure 2017



Also, on the picture above we can see that total expenditures of 5 top-leagues are more than \$4 billion during this summer.

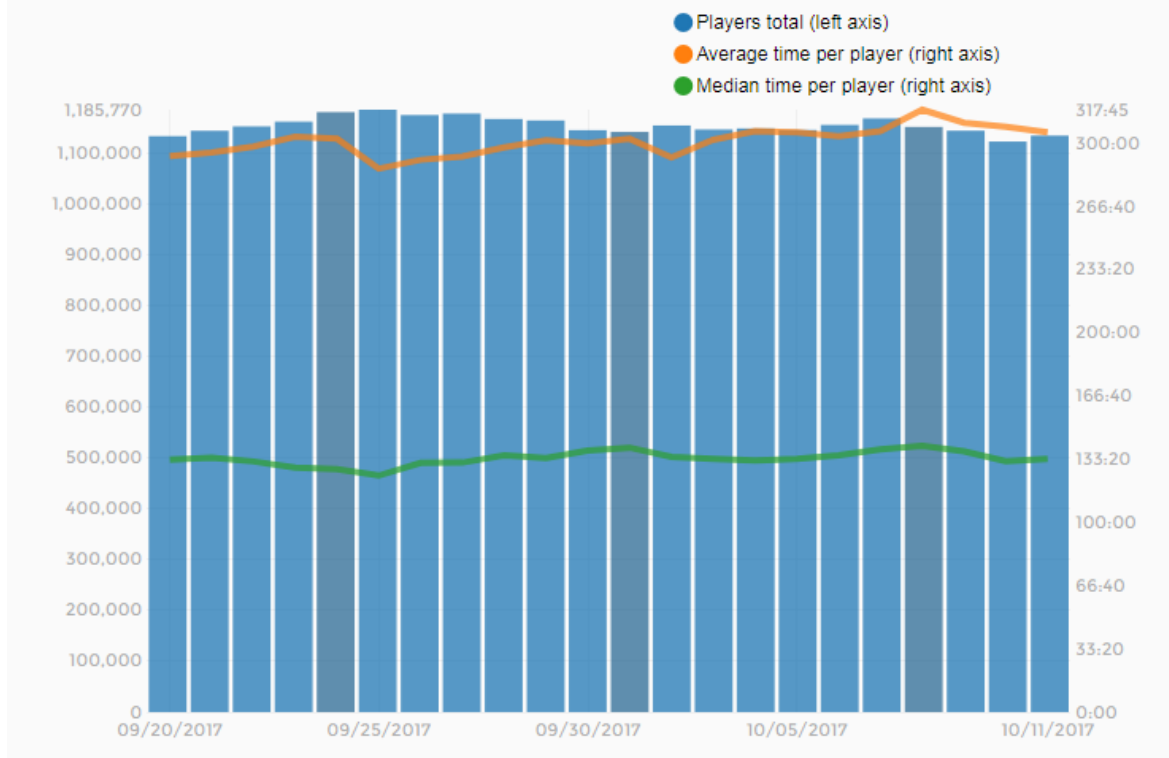
But the revenue of Premier League is 4 times bigger and continue to grow even more rapidly, so clubs can afford their expenses.

Premier League transfer spending compared to revenue



Let's take a closer look to the Football Manager 2017 game, which is close to the idea of our project while being a virtual opportunity to manage the club.

Total audience:



We can see that this game has more than million players around the world with the price of \$50, so we can definitely say that the concept of managing a club is popular.

3. About our product.

Now you can manage your favorite club not only in games, but also in real life.

We are already at the final stages of negotiations with one Ukrainian and one Italian club, but we will be able to start cooperation only when we will show the platform and thereby convince them in its security and transparency. For this purpose, we decided to launch a pre-ICO and then ICO.

We will build a system in which each decision will be taken collectively, discussions and surveys will be created by everyone, and every person will be able to vote.

The difference of the “PSG” football club from us is that we offer an impact on the life of the sport club to every person, even to those who have invested only a few dozen dollars. For example, the Spanish clubs (such as “Real” Madrid and “Barcelona”) shareholders work is built on a different principle - they choose the director by voting, and he will deal with all issues by himself.

Depending on the money invested (the minimum amount of the contribution is 10 Sportience tokens), the person will have the vote of a certain degree of influence on each poll. In the

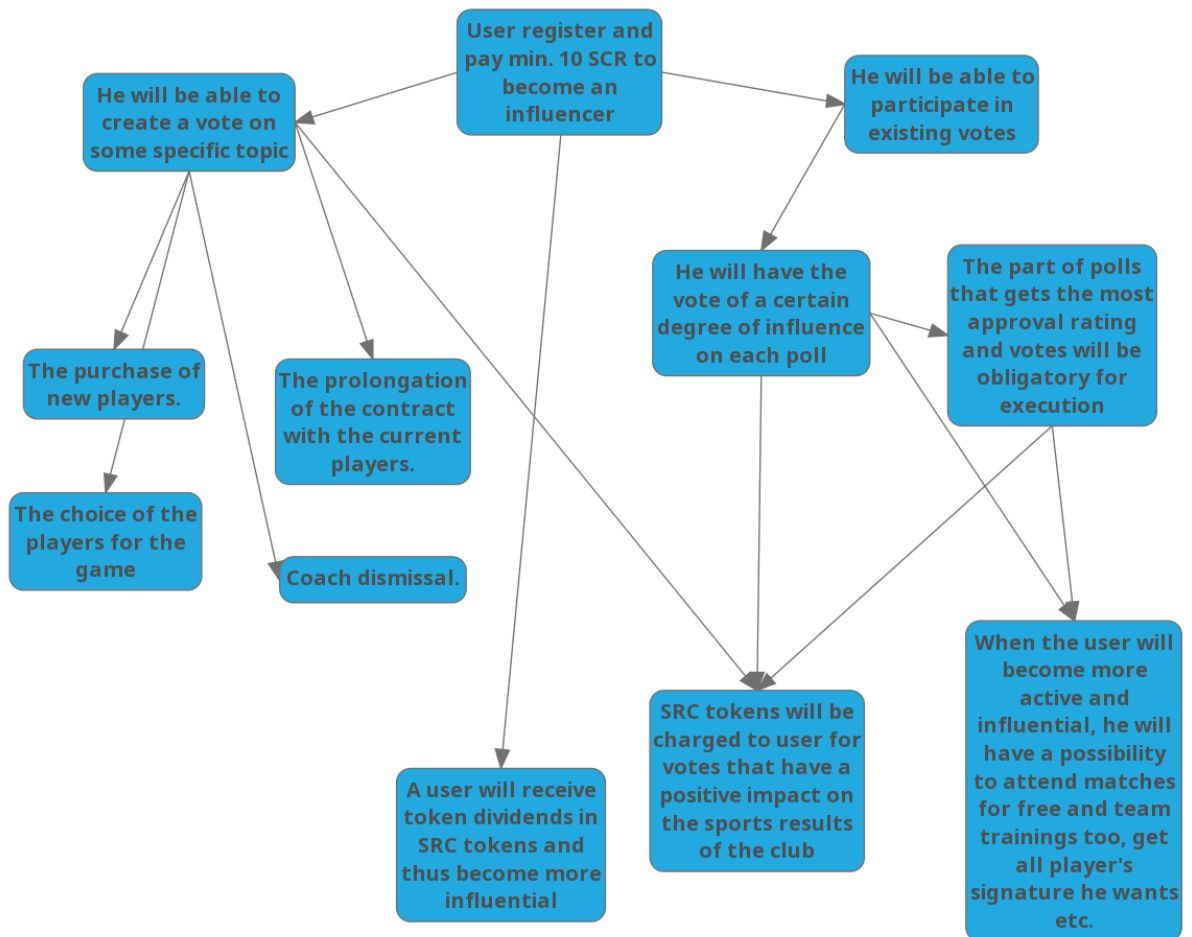
system it will be impossible to unite in certain groups, choose a leader and trust him the voting or decision-making - each person votes only for himself, this is the principle of our collective management. Depending on the funds invested, the “influencer's” (*here and hereinafter - the future users of the system*) voice will have a certain power, and our mathematical algorithm based on Blockchain technology will monitor this.

Discussions and surveys can be created by each participant, but only the part that gets the most approval rating and votes will be obligatory for execution. The automatic mathematical algorithm will be also responsible for this, and its parameters will depend on the number of “influencers” and the growth dynamics of their number.

The overwhelming majority of the monthly subscription revenue goes to club budget. Thanks to these financial investments, we will buy influence on the main sports processes in the club:

- the purchase of new players.
- the prolongation of the contract with the current players.
- coach selection/dismissal.
- the choice of the players for the game (it should be clarified that the final right to choose the players have the coach, but he will be obliged to listen to the opinion of the “influencers” and will understand that if the “influencers” opinion is not taken into account and the club's results deteriorate, he would have great chances to lose a job).

Sportience tokens will be charged to users for votes that have a positive impact on the sports results of the club. For example, a user start a poll about player's participation in the next match. This poll has become popular and “influencers” decided to recommend to the coach to release him in the starting lineup. This player scored a goal and helped his team to win, so each “influencer” receive some tokens, and the poll creator will receive the most. This is a very simple example; we will consider not only goals, but different football performance indicators too. Our system based on smart contracts will be responsible for the fair calculation of tokens to each user according to the ratio "the weight of the vote/the degree of influence on the club".



4. Benefits.

We will be among the first blockchain projects that will give the possibility to earn to token owners, based not only on our project growth, but on the sports clubs success too. With the financial and even intellectual help of users, club results will be better and better, because they will have a possibility to buy more skilled players, have an alternative influential opinion on the choice of the players and tactics, thus excluding "one head mistake" etc. Therefore, fair money distribution will only grow, so "influencers" will not only spend in order to be a part of the club, but also earn on it.

The value of the Sportience tokens will only grow, as its quantity is limited, and there will be more and more money in the Sportience system not only with the help of new and renewable users, but also thanks to the money distribution - because the part of fiat money from buying tickets by fans, selling football players to another clubs, money awarding by the Football League for the matches won etc., would be exchanged in large amounts in Sportience tokens because the fair distribution would be carried out only in our tokens. Our smart contracts technology will help to distribute the income depending on successful decisions of the user.

The most active and successful “influencers” will be free to attend matches and team training sessions too, get any player signature they want etc.

Sportience miners will also have the possibility to gain more tokens and thus receive more influence in the system.

By participating on our pre-ICO and ICO, you will become among the first "influencers" and already have a significant impact on the club, since each acquired Sportience token will be displayed in the system.

5. Sportience monetization.

Our project is absolutely understandable, have simple and reliable monetization. In order to join, a person will need to buy our Sportience tokens, so its price will only grow and our first investors will observe the huge increase in Sportience tokens value.

By cooperating with football clubs, we will immediately receive a lot of their fans as our users even without spending on marketing. When there will be more and more football and sports clubs in our system, we will see the rapid increase of average influencer payment amount per month, because the part of one club “influencers” will want to become the “influencers” of another clubs too, so we will raise the total revenue and thus the token price even without money spending. We can say that our project will be successfully developing not only with the help of proper marketing activities, but organically too.

6. About pre-ICO.

6.1. The pre-ICO terms - the conditions for investors.

Fundraising and the issuing of Sportience tokens are aimed at financing the marketing and advertising of the Sportience system, as well as the development of Sportience in-house blockchain and smart contracts system, that will be used for distributing influence among users fairly. Sportience tokens will be used to pay for influence in sport club life.

A total of 100 million Sportience tokens will be issued.

13 million will be kept by the Reserve Fund to pay miners and assessors. These tokens will be kept in multi-signature wallets.

8 million will be kept by the Sportience Fund for the team and partners and in order to hire new staff and develop the project further over the next 5 years. These tokens will be kept in multi-signature wallets.

6 million will be kept for bonuses, pre-ICO and ICO bounty programmes and draws.

28 million tokens will be available for purchase by new “influencers”.

10% of Sportience tokens will be offered for sale during pre-ICO. Cap - 200 000\$. 1 Sportience token price - 0,02\$.

Early investors are offered a start bonus:

- 05-12-17 (UTC 00:00 – UTC 23:59) – investors get a +30% start bonus;
- 06-12-17 (UTC 00:00) – 07-12-17 (UTC 23:59) – investors get a +15% start bonus;
- 08-12-17 (UTC 00:00) – 11-12-17 (UTC 23:59) – investors get a +10% start bonus;
- 12-12-17 (UTC 00:00) – 19-12-17 (UTC 23:59) – no bonus provided.

35% of Sportience tokens will be offered for sale during ICO. Cap - 3 400 000\$. 1 Sportience token price - 0,097\$.

6.2. Bounty programme.

Both pre-ICO and ICO have bounty programme aimed at a better marketing coverage.

1,000,000 Sportience tokens are reserved for Sportience bounty programme which will include:

- White Paper and marketing materials translations (Chinese, German, Spanish) – 10,000 Sportience tokens for each translation direction.
- Mass media coverage (posting articles about Sportience) in English, Russian, Chinese, German and Spanish: online magazines, media platforms, forums etc., the reward is determined by the popularity of the website (similarweb.com is selected as the analytical tool):

1 – 20K visitors/month – 2,000 Sportience tokens/article;

20 – 50K visitors/month – 3,000 Sportience tokens/article;

50 – 100K visitors/month – 5,000 Sportience tokens/article;

100 – 500K visitors/month – 10,000 Sportience tokens/article;

> 500K visitors/month – 15,000 Sportience tokens/article.

- Signature campaign on Bitcointalk. The rewards for signature campaign depend on the user's status and activity on the forum. The campaign will last from 09-11-17 to 05-12-17 and one month before ICO as well (will be announced later).

Sr. Member – 500 Sportience tokens/week

Full Member – 750 Sportience tokens/week

Legendary – 1,500 Sportience tokens/week

Hero Member – 3,000 Sportience tokens/week

Also, if you will like and share our website on your Facebook, you would receive 1000 Sportience tokens in addition.

The rewards will be paid to the participants who show daily activity on bitcointalk.org during the campaign.

To apply, please write to our email: info@sportience.online

6.3. Draw.

We are going to organize a draw of 1 000 000 Sportience tokens, among all the participants who supported us during the pre-ICO campaign. In the draw will participate users who invested 0,05 BTC or more.

The prize fund will be distributed among the first ten randomly chosen investors of the pre-ICO campaign. Important: the prize will be distributed only among those who meet the payment terms, as indicated below.

How would this happen? Each user who invested 0,05 BTC or more will get a number. Then the draw will be posted on an independent website <https://www.random.org>. Information will be available to all interested parties. Winners will be determined after the first and only draw.

7. Roadmap of development - what is done, what will be done and in what timeframe it is planned.

- 5th of December 2017:
Sportience pre-ICO start.

- December 2017 - January 2018:
Marketing and preparation of Sportience ICO. 90% of pre-ICO funds will be spent on that purpose.
Preparation of public launching of Sportience beta-version system. 10% of pre-ICO funds will be spent on that purpose.

16th of February 2018:
Sportience ICO start.

March - May 2018:
Public launching of Sportience system. 5% of ICO funds will be spent on the platform creating and further development.
Agreement with first professional football club (from the top division – Serie A in Italy, Premier League in Great Britain etc.).
Marketing campaign launching (we are aimed on cooperation with sport bloggers and vloggers and active content marketing on sport media resources on a first part of marketing processes).
Start accepting Sportience tokens as an only payment to join.

June 2018 - December 2018:
Active marketing (affiliate program launching, sport bloggers and vloggers cooperation, content marketing, Google Adsense, Facebook Ads). 75% of ICO funds will be spent on the broad marketing campaign.
Increase in the number of football clubs in the system to 10. 2% of ICO funds will be spent on legal and bureaucratic nuances of cooperation with sports clubs.

Increase in the total number of users to 1 000 000.

Token placing on largest exchanges.

January 2019 - June 2019:

Increase in the number of football clubs in the system to 30.

Increase in the total number of users to 10 000 000 and in the number of long-term (<6 month with us) users to 100 000-300 000.

Another sports clubs in the system - from NBA, NFL, NHL etc.

8. Team - management team, key employees and their experience.

There are 9 people in the project team: CEO, CMO, CTO/Data Analysis Specialist, 2 Backend Developers, Frontend Developer, UX/UI Designer, System Administrator, Mobile Developer. Please meet our team members:

Roman Zhur CEO.

The founder and CEO of international outstaffing company HuntSmart Inc. with more than 60 employees - <https://www.facebook.com/wearehuntsmart/>. He is a serial entrepreneur with more than 20 different projects started. Created and launched a number of online projects, among them two online subscription services, b2c and b2b big check business, an online store etc. All these services have been successfully sold to partners and other large companies. Top Author on Quora and Udemy - <https://www.udemy.com/user/roman-zhur/>, where he has about 1000 students so far. SelfGrowth.com Expert and Carol Roth Blog Contributor. Recently he was interviewed in one the most well-known media in the world - Huffington Post - https://www.huffingtonpost.com/entry/5-things-i-wish-someone-told-me-before-i-launched-my-us_59e39cffe4b02e99c583577d, and has a lot of different mentions and articles posted on popular business media. The latest are:

<http://hear.ceoblognation.com/?p=19907>

<https://homebusinessmag.com/business-start-up/how-to-guides/not-stop-halfway-even-think-business-must-close/>

<http://rescue.ceoblognation.com/?p=20092>

<http://simplygottasoar.com/new-entrepreneurs/>

<http://www.carolroth.com/blog/big-business-lessons/>

Viktoriya Ovcharova CMO.

Sales Director at HuntSmart. Web-designer and marketing specialist. She is engaged in digital-project management, development and implementation of marketing strategies. Has 3-year business experience in large b2b business (5x revenue growth during these years) and 4-year of business experience in b2c business (ecommerce store - 11,3x revenue growth). She is evangelist for native marketing.

Mikhail Alekseev CTO/Data Analysis Specialist.

Mikhail is CTO. Since 2009, he has been developing a various e-commerce systems. Mikhail has more than 10 years of experience in commercial web development and more than 8 years of experience in e-commerce. He has been managing development teams for more than 5 years. He is an evangelist for the Agile methodology and Lean Startup. Also, he is a chief data analysis specialist in our team.

Alexey Volnikov Backend Developer.

Has been working as Backend Developer since 2009, and brings vast experience in planning, managing and deploying highly scalable systems. He is experienced with Bash, Perl, Python, Ruby and PHP developer, and also has experience with XEN, OpenVZ, KVM, LAMP, nginx, Puppet, and others.

Denis Volnikov Backend Developer.

Like his brother Alexey, Denis has about 8 years in commercial development. He has taken part in the development of a large number of systems for data processing, from systems aimed at copywriters to financial accounting systems. He is a true fan of the blockchain technology.

Arseniy Tulkin Frontend Developer.

Arseniy has more than 6 years of experience in commercial development. He has an extensive list of projects implemented, varying from corporate sites to websites of state-owned enterprises, ministries, and large banks. In our team he is React Frontend Developer.

Vladimir Davukha UX/UI Designer/Blockchain specialist.

Vladimir is a UX/UI Designer and JavaScript Developer. He believes that the blockchain is our future and works continuously on making cryptocurrencies more accessible.

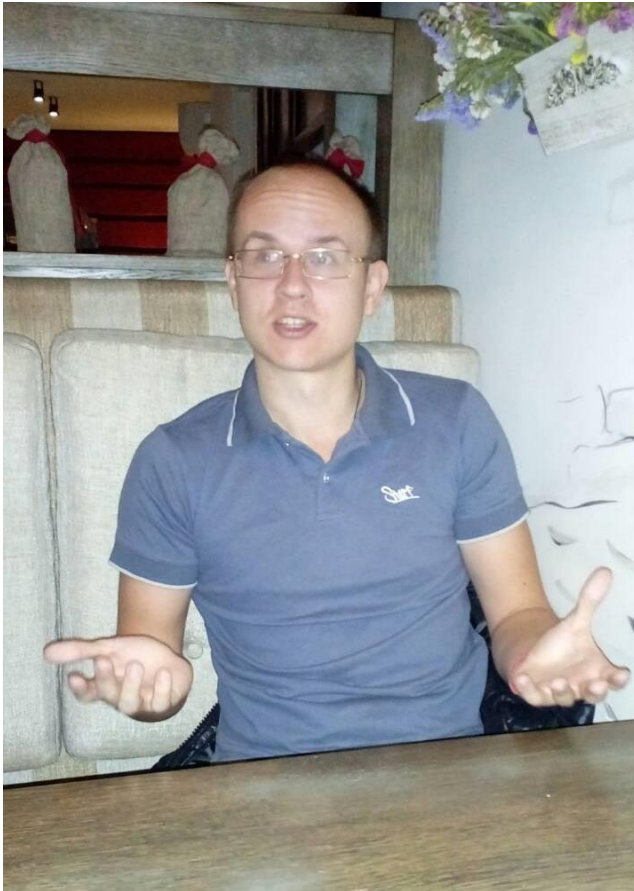
Anastasia Kupelnikova System Administrator.

Anastasia worked as a technical expert on the implementation and support of ERP and databases at large production sites during last 4 years.

Kirill Proskurnya Mobile Developer.

Kirill has 9 years of experience in commercial development. He has taken part in the development of payment systems and mobile applications (iOS and Android mainly). He has been engaged in real-time operating mobile systems with high load.

9. CEO about Sportience project.



“I am really excited about that project, because IT – is my business passion, blockchain – is my main object of study in recent years, and sports, especially football – is my main hobby from childhood. So it can be said that Sportience is not just an ordinary project, he combined many things that I have been fascinated with all my life, and have become a logical continuation of my knowledge and experience. Therefore, my main goal for the next years is to make it as much successful as possible.”

10. Terms and Conditions.

This document is for informational purposes only and should not be considered as an offer to sell shares or securities using the Sportience platform or any other affiliated company.

Regulatory uncertainty.

Blockchain-related technologies are subject to supervision and control by different regulatory bodies around the world. Sportience tokens may fall under one or more inquiries or actions on their part, including but not limited to imposing restrictions on the use or possession of digital tokens such as Sportience tokens, which may slow or limit the functionality of the system or the process of purchasing Sportience tokens in the future.

Sportience tokens are not an investment.

Sportience tokens are not an official or legally binding investment of any kind. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Despite the fact that we intend to reach all the goals described in this document, all persons and parties involved in the purchase of Sportience tokens do so at their own risk.

Quantum computers.

Technical innovations, such as the development of quantum computers, may pose a danger to cryptocurrencies, including Sportience tokens.

Insufficient use.

Despite the fact that Sportience tokens should not be considered as an investment, they can gain in value in the course of time. They may also fall in value if they are not actively used in the Sportience system.

Risk of loss of funds.

Funds collected during the ICO procedure are not insured. In the event of loss or loss of value, there is no private or public insurance representative whom the buyer could address.

Risk of failure.

It is possible that for various reasons, including but not limited to the failure of business arrangements or marketing strategies, that the Sportience system and all subsequent marketing activities related to the funds collected during the ICO procedure may be unsuccessful.

The risk of using new technologies.

Crypto tokens, such as Sportience, are a fairly new and relatively untested technology. In addition to the risks mentioned in this document, there are additional risks that the Sportience team can not predict. These risks may emerge in other forms rather than those indicated here.

Integration.

This Agreement constitutes the entire agreement of the parties with respect to the subject matter hereof. All previous agreements, discussions, presentations, warranties, and conditions are combined in this document. There are no warranties, conditions or agreements, express or implied, between the parties, except as expressly provided in this Agreement. This Agreement may be amended only by a written document duly executed by the parties.

Disclaimer of Warranties.

You agree that your use or inability to use Sportience tokens is solely at your own risk and you remove all responsibility from the Sportience Foundation. Since the date of issue, Sportience tokens will be sent to you without warranty of any kind, either express or implied, including all implied warranties of commercial value for a particular purpose without violating anyone's intellectual property rights. As some jurisdictions do not allow the exclusion of implied warranties, the above exclusion of implied warranties may not apply to you.