Earn Crypto by Partnering
sportspodium

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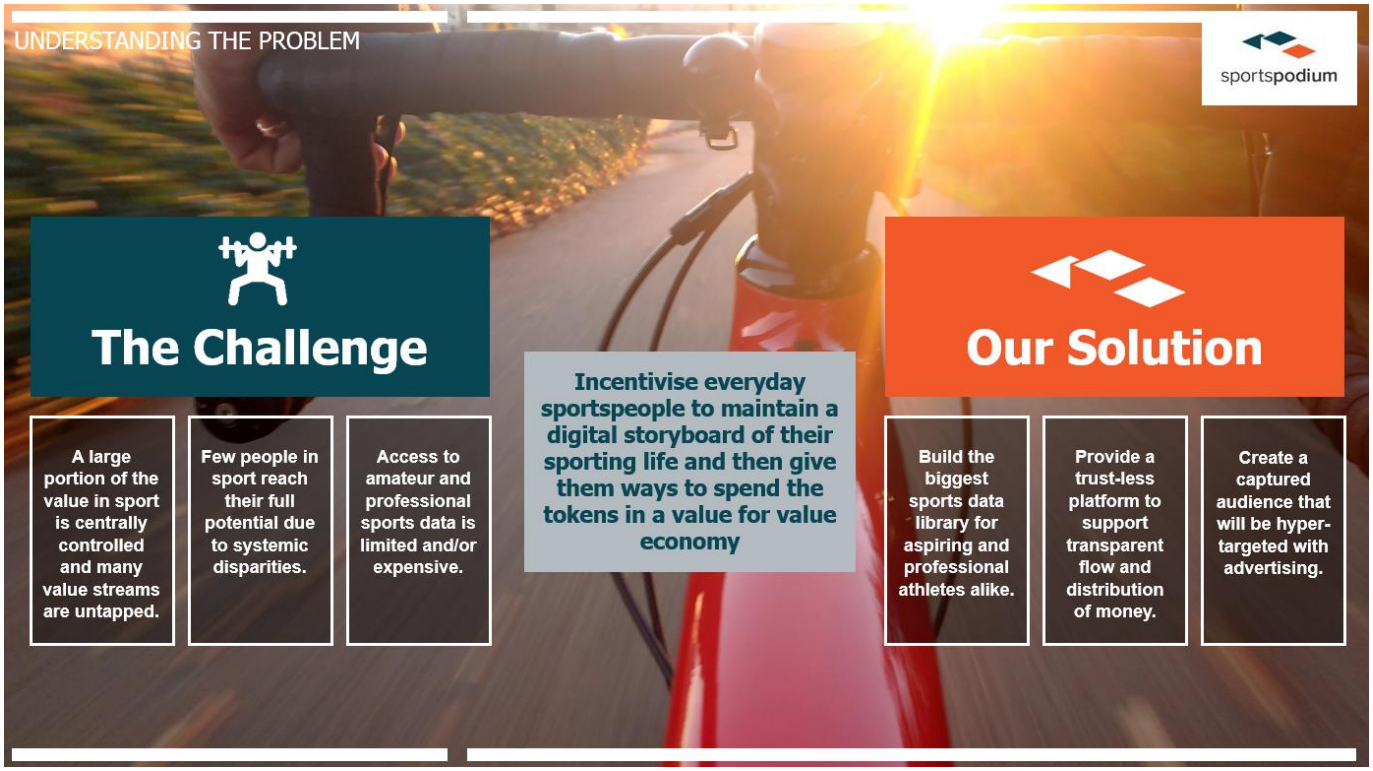
1. Introduction

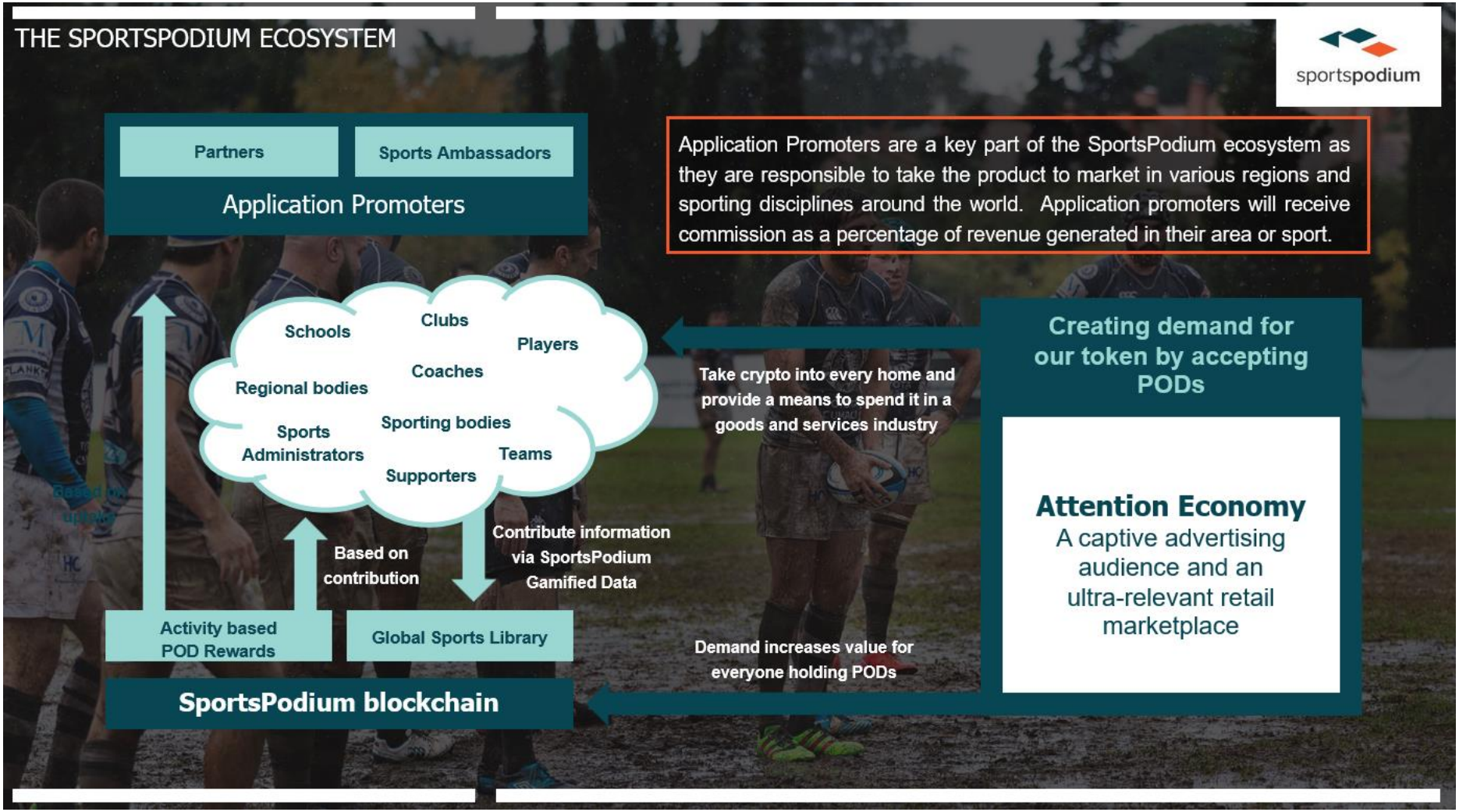
SportsPodium is a transparent blockchain-based sports community. We apply blockchain technology to unlock undervalued and previously un-monetised aspects in sports. We will reward aspiring athletes of all ages, across all levels of proficiency, with crypto-based rewards for tracking their day-to-day commitment to their sports and fitness activities. This information will be accumulated into a transparent and credible global sports database that will completely disrupt the current flow of funds and talent. We are building an open platform where any sports application can potentially join the ecosystem via our platform's API which enables us to incentivise 3rd party userbases.

Our partnership framework has been designed for various stakeholders and partners to drive users to our platform and create large volumes of data flowing into an aggregated database of amateur sports data. In return, partners will be rewarded with our crypto tokens (POD) on an ongoing basis and therefore benefit from a high value token. The aim is to create an ecosystem driving a value for value economy. We plan to list the POD token on its first Crypto exchange in December 2018.



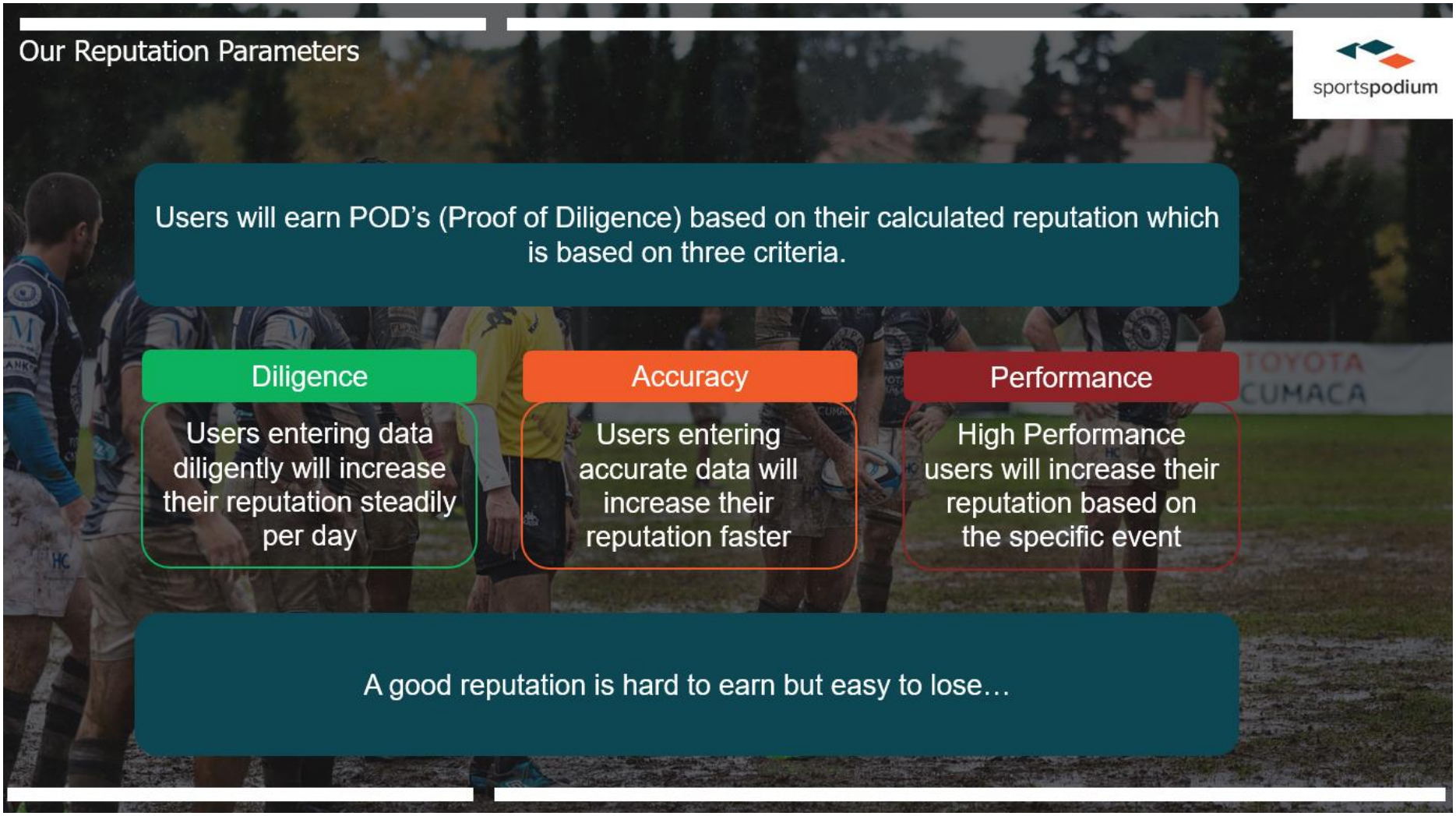
2. The SportsPodium Ecosystem

The ecosystem consists of all stakeholders within the sports industry.



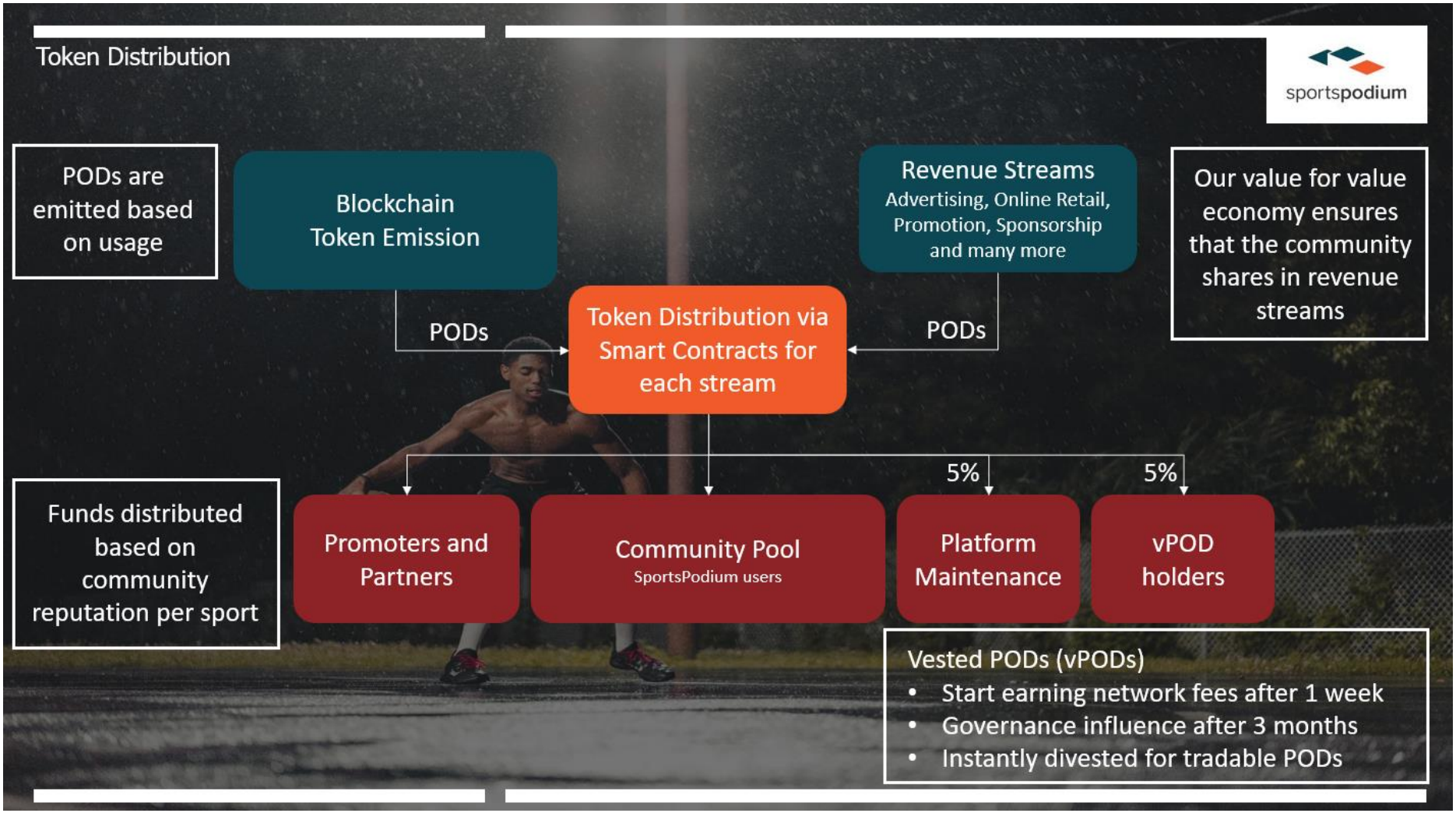
3. Sportspeople Incentives

Athletes will be rewarded for the data which they enter into the system on a per-activity basis. For us to ensure the distribution is fair to all the participants, they will be rewarded based on their system reputation which they build over time.



4. Token Distribution

Each stakeholder in the ecosystem will have a POD wallet - which is based on the Sirius blockchain. POD rewards will be transferred directly into your wallet. The distribution is automated by smart contracts based on a rule set which is maintained within the ecosystem.



4.1. Blockchain Token Emission

Token emission is linked to a smart contract and ensures that tokens are fairly distributed when activities occur within the ecosystem. The emission model takes the following variables into consideration to calculate activity rewards:
Total PODs in circulation, User Rep, Total Rep, Activity Weight (Set by App), Weight Sum, Source App Weight, App Weight sum, Verification factor, Community pool split

Emission rate will be directly proportional to the number of activities recorded on the blockchain and the value of the data. Activity value is calculated purely on potential ad revenue from the users logging their activities.

4.1.1. Token Value Drivers

Token value should remain stable if token emission rate is proportional to the value of the data – speculation aside. We realise the importance of protecting POD holders and have built in measures in the platform to protect POD value. (Also see POD vesting later in this document)
In short, all tokens printed today are worth more compared to the tokens printed yesterday as demand was created by emitting less tokens than were required to incentivise the userbase for the activities which they performed.

Inflation Resistance Multiplier

We are reducing the value-based target inflation adjustment by *50%*. E.g. if the previous activity reward was 200 PODs and the current activities to be rewarded should get 300 PODs, we will only print 250 PODs (200 + 100 * 50%) and share those among the activities. This reduces sudden jumps in inflation due to fast network growth.

Additional Network Services

Data value is only estimated with ad revenue potential. Many other services are planned on the platform that will drive demand for PODs and increase their value. These will include talent scouting, self-promotion, sponsorships and event management.

Inflation Hard Cap

We are capping the maximum possible inflation at *0.33% per day* (or 10% per month). If SportsPodium experiences sudden growth and takes on thousands of new users, inflation will be clamped to not exceed 10% per month even if the network value grows by 100% or more.

Negative Inflation Adjustments

If the number of activities is reduced over time, the emission calculation allows for negative inflation adjustments and reduce inflation to match the activity data value and other parameters.

4.2. Revenue Streams

Keeping to our promise to build a value for value economy, where users receive value for the value they provide to the ecosystem, we believe that a percentage of all revenue generated from revenue streams should be allocated back to the community. The revenue streams include the following:

- Advertising
- Platform Services: Sponsorships, Self-Promotion and Talent Scouting, Event/Competition Management
- Online and Retail Shops (Discount deals and Transaction fees)

4.3. Promoters and Partners

As mentioned before our economy is driven by the volume of usage in the ecosystem. We are looking to partner with various stakeholders in the ecosystem and will incentivise existing sport application providers. In return, we provide a new revenue stream for both the Sports Application provider and the users within the application. Promotors and partners receive a percentage of all tokens emitted for the specific region or userbase being incentivised. Partner token percentages are negotiated on a per-deal basis.

4.4. Community

A percentage of the tokens emitted will be allocated to the community. This percentage is 80% on platform launch and can only be changed by a governance vote. The rewards will be distributed based on user reputation.

4.5. Platform maintenance

The SportsPodium platform requires maintenance and amongst others have a commitment to pay transaction fees to the Sirius Blockchain. A set fee of 5% of all tokens emitted will be allocated to the platform maintenance pool.

4.6. Vested PODs (vPods)

Another key aspect to ensure token value and keeping tokens within the ecosystem is to allow users to vest POD tokens and earn a share of the POD emission in return for assisting with the governance of the platform. Vested POD holders will earn their share of 5% of all PODs emitted, based on their share of the total vested PODs on the platform. Vested PODs start earning a network fee 7 days after being vested and can influence network governance after 90 days. Vested PODs can be divested at any time with immediate effect.

5. Potential SportsPodium Partners

Our ecosystem is designed to encourage various partners to participate on the platform. Partners and promotors can earn a percentage of all distributed PODs in their network. Please see the SP golf example at the end of this section.

5.1. Sports Application Owners

SportsPodium can create a new revenue stream for existing Sports Application providers when the integrate their application with our API. Current application providers will also be able to provide their userbase with incentives, which in turn provide the application provider with the potential of expanding their current userbase. Application providers will receive a share of all tokens allocated to their userbase as incentive should they be willing for SportsPodium to incentivise their userbases. This percentage will be determined by the value their userbase brings to the overall platform.

5.2. Online and Retail Stores

Online and retail stores are key to the success of the Sportspodium economy. SportsPodium are looking for partners in the online and retail stores to accept our token as a method of payment for their goods and services. SportsPodium is a decentralised payment mechanism and we are in the process of developing payment gateways which will be free to use for both online and retail stores. SportsPodium will not charge any fees for the stores, to the contrary, we will give retail stores 50% of all transaction fees paid by users of our token for their specific online or retail stores.

5.3. Sport Clubs and Schools

Sports Clubs and Schools will earn a percentage of all tokens allocated to athletes within their school or club. The tokens will be paid directly into the SportsPodium wallet of the specific School or club. Should the golf club be introduced by any club member or another outside party, a commission will be included in the distribution (see golf example at the end).

5.4. Ambassadors

A percentage (0.2%) of all tokens emitted will be allocated to the ambassador's pool. PODs from this pool will be distributed to the SportsPodium wallets of the sports ambassadors according to their specific agreements.

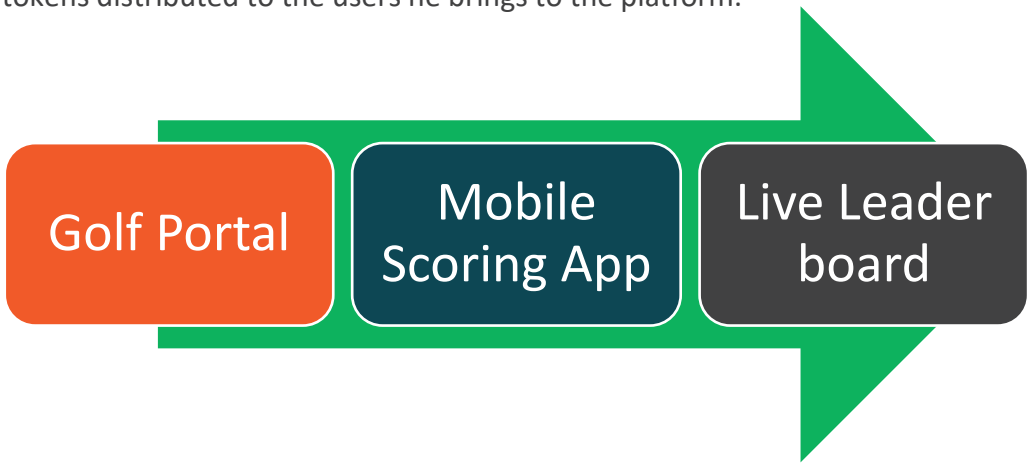
5.5. Entrepreneurs - Take the SP Golf solution to your market

SportsPodium has developed a golf solution consisting of three components. An events management portal, a mobile scoring application and a live leader board. Any golf club, golfer or partner can earn our POD tokens for participating in the SportsPodium ecosystem.

The events management portal is key for driving usage of the mobile application. All golfers registered for a specific golf day will automatically be added in the mobile golf app and users need only download the golfing app before or on the day to be able to record their golf scores on their scorecards. The scorecards are populated with the data for the specific golf course being played that day.

The golf app supports more than 34 000 golf courses around the world. The golf app is key for delivering detailed data into our sports database, which will allow hyper-targeted advertising to the golf community. As scores are recorded on the day of the event, a live leader board is updated in near real-time. The leader board is accessible through any television screen or computer which has Internet connectivity. The live leader board calculates scores for many types of golf competitions and supports golfers that play on various courses on the same day – even on the same leader board. Considering that we take Handicap Index, Course Rating and Slope Rating into account, we are breaking new grounds in the golfing world.

Anyone who are interested to earn POD tokens on an ongoing basis can take our product to their golf market. The person taking this to market will receive a percentage of all tokens distributed to the users he brings to the platform.



A more detailed document on the exact functionality can be found by following this link SportsPodium - SP Golf Solution

A distribution example for the SP Golf application has been negotiated as per the table below. The same structure will be used for other application partners and clubs/schools.

	Negotiated Promotor Distribution				SportsPodium Network Distribution		
Users	**Promotor**	**Ambassador**	**Golf Club**	**SP Golf App**	**Community**	**Network Fee**	**Vested POD Holders**
< 100K users	1.8%	0.2%	1%	7%	80%	5%	5%
100k – 225k Users	2.8%	0.2%	1%	6%	80%	5%	5%
225k - 400k Users	3.8%	0.2%	1%	5%	80%	5%	5%
400k - 500k Users	4.8%	0.2%	1%	4%	80%	5%	5%
500+ Users	6.8%	0.2%	1%	2%	80%	5%	5%