

EXECUTIVE SUMMARY

The SportsPodium value-for-value economy will reward everyday 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. The information will be stored using powerful blockchain technology, creating a transparent and credible global sports database that will completely disrupt the current flow of funds and talent.

We reward aspiring athletes for the most important elements of training – diligence, accuracy of information and performance, which is also the parameters for our reputation management algorithm.

SportsPodium is a transparent sports community with an open platform and any sports application will be able to join the SportsPodium ecosystem via our platform's API - where we can integrate and incentivise other user bases.

SportsPodium has been built on four pillars:

- Transparency and ethics
- Real value for real rewards
- Sustainability
- Excitement



SportsPodium plans to implement our solution on the Sirius platform. Although the implementation concepts and higher-level API of SportsPodium is agnostic of the blockchain platform, Sirius provides a Bitcoin compatible payment system with an Ethereum compatible virtual machine for Smart Contracts – and operates at much greater speeds with less network costs than either of these blockchains.

What have we done so far?

- We have established a brand, corporate and social media identities
- Developed and launched our first sports application – Golf
- Signed our first advertisers

In the short term

- We are releasing an upgraded version of our golf app in August focusing on Golf Event Management which is available for free to golf clubs all over the world. This app will be a blockchain first and golf clubs are key to engage golfers all over the world.
- SportsPodium has been contacted by a large golf retail chain who is willing to accept our token in their retail shops and online stores. This retail chain owns around 70-80% of the South African golfing market, which is one of the top 10 golfing destinations globally, which in turn consists of 30 000 golf clubs with around 60 million golfers.
- We are partnering with Ultimate Aim who already has a footprint in school and club rugby to integrate our incentive platform with their multi sporting discipline applications.
- We were contacted by the Emirates Lions Rugby Union and a local television channel. They are exploring the possibility to use our platform to capture information and statistics for rugby clubs and schools in their region. The focus will be on identifying talented rugby players using our platform and stats. They love the idea of incentivising the players and clubs using our loyalty token initiatives. The TV channel wants to use the SportsPodium platform as the main source of the stats.

These opportunities confirm real-world use cases that will drive the business, integration and development activities to execute and enable a sustainable full-circle economy.

The SportsPodium winning recipe

The demand creation for our token is not only based on crypto traders hopefully seeing our token between the thousands of tokens out there. We are encouraging retail shops, online shops, advertisers and everybody participating in our economy to use our token.

We are using sports to get crypto into the hands of more homes than ever before by rewarding sportspeople for their data. But we are also giving people ways to spend their crypto for real world goods instead of just trading it on exchanges.

For the community to influence their POD economy, we have designed the ability to vest PODs to get voting rights to participate in what we call Governance Referendums. Vested PODs, or vPODs, will start earning network fees after one week and be able to influence governance after 3 months. vPODs, however, can be instantly divested for tradable PODs.

