sportspodium

SportsPodium White Paper

An incentivized, blockchain-based social media platform for the sporting industry

Draft 1.4.4

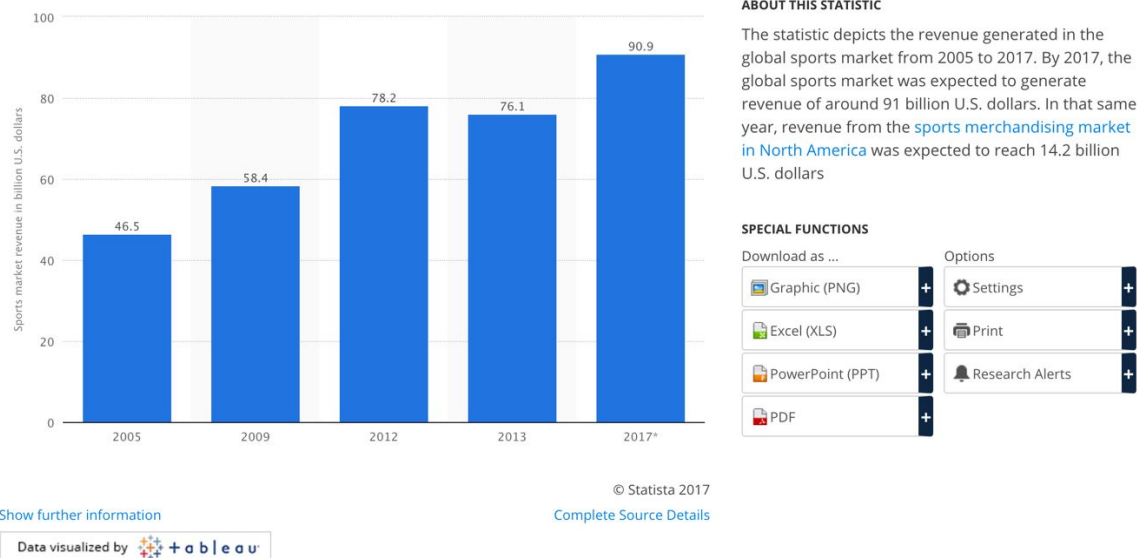# Contents

Introduction

Sport is a sector that generates more than 1 trillion US$ a year in revenues. This includes salaries, sponsorships, advertising, services and product sales.

Global sports market - total revenue from 2005 to 2017 (in billion U.S. dollars)

ABOUT THIS STATISTIC

The statistic depicts the revenue generated in the global sports market from 2005 to 2017. By 2017, the global sports market was expected to generate revenue of around 91 billion U.S. dollars. In that same year, revenue from the sports merchandising market in North America was expected to reach 14.2 billion U.S. dollars

SPECIAL FUNCTIONS

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Data visualized by +ableau

Since early times sport has gripped the imagination of civilizations, whether it be gladiators fighting to death, or the ancient Olympics. It's been so right up to today.

Humans want to compete. This is how sport has evolved. Yet, it is only a very small portion of the world's population that actually has access to real sporting opportunities.

The major sports codes have long been implementing a top to bottom business approach. The way they manage their sport is to ensure players have as much opportunity as possible. At least, that is what we are given to understand. Whatever the real story, sport is a vast business, and the current structure lends itself to exclusivity and enrichment of a few while the impression gets created that the amateur ethos still applies.

SportsPodium is intended to offer a solution to challenges across the spectrum. The intention is to undo the status quo through the use of social media. It is to get a bottom-up rather than a top-down approach to spotting talent and

indeed to running the whole business of sport. What's more, we want to open opportunities to incentivize all involved right along the value chain.

The Problem

Sport has the ability to unite and inspire people. But it is only a small percentage of the world's population that currently have access to the many types of sports opportunities that exist at many levels. This is something we want to change and which we have been thinking about a great deal. It is why we have come up with the idea of an online sports library that is run on business principles but which serves to open real sports opportunities to amateurs and professionals alike.

The Solution

Sports administrators themselves stand to gain from SportsPodium. It will help them gather credible information and thereby enabling them to identify talent more effectively and fairly. At the same time it will enable talented sports people the chance to promote themselves, and do so in a fun and engaging way.

Imagine a system that allows all equal access to opportunities, revenue streams, information, talent, products and services that are more transparent and fair in distributing income among all who participate! Players, coaches, administrators and governing bodies will all benefit and so will the sports fan and supporter.

Through the use and combination of disruptive technologies and algorithms, an online sports resource platform and cryptocurrency will be created. This is a definite world first for technology and sport in business.

This new crypto token will be called PODs. Based on their value in the community, users of SportsPodium will earn these PODS through coin distribution for daily emissions as well as the other usual revenue streams outlined below. Our aim is that this token will facilitate purchases of a wide variety of products and services like advertising space, information and ticket sales.

SportsPodium's PODs will be the equalizer for the sports world, causing disruption of the existing flow of money. Income will be shared equally, fairly and transparently to those who have the belief, passion and drive for the sporting industry.
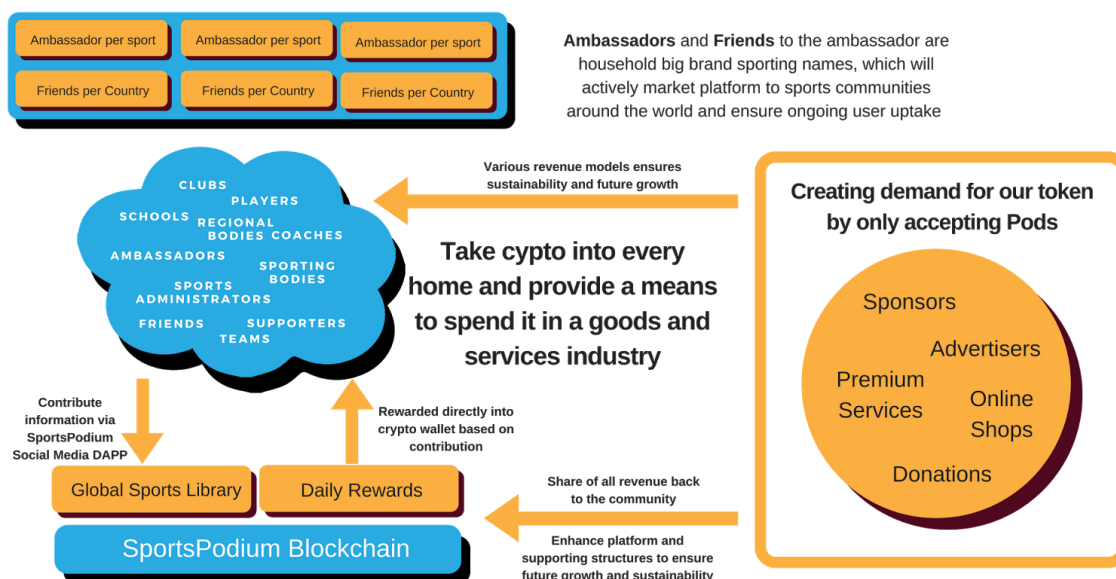
Background to SportsPodium

SportsPodium is an incentivized online global sports resource platform. The aim is to introduce non-technical users to the world of Blockchain and cryptocurrency through an easy-to-use decentralized application.

The first version of the application was launched in 2014 as MyRugbyCV.com after two years of research and development. 2014 to 2016 saw two further versions released. Before deciding to convert the project to the blockchain, it was fully functional and has 7000 registered users. This served as the 'Proof of Concept stage' for the SportsPodium project.

Since 2016, we have been investigating the Blockchain and Cryptocurrency environment. A number of key problems faced in the Web 2.0 approach have been solved. PODs will reward the community for behaviors and participation.

Our Goals

- To create an open and engaging platform for sports lovers throughout the world.
- To develop a world-class online sports library with accurate and credible information. Participants will be ranging from neighborhood friendlies and local clubs to schools, regional, county, provincial and national and international competitions, right through to the Olympic and Paralympic Games. And, yes, it will even cater for e-gaming.
- To collect reliable information by rewarding folk for their input from whatever sport and wherever it is played.
- To make fairness, merit and equal opportunity the benchmark for competition.
- To create an ecosystem where all can share in the enjoyment of sport.
- Every part of this Community will share the rewards gathered or earned based on their contribution.

SportsPodium Features

SportsPodium is a talent identification and player management system for the sports industry incentivizing participants through a loyalty program which issues tokens directly into the end-user's crypto wallet. This will ultimately serve to thin the line between business and sport.

SportsPodium's focus will be to gather and structure information in the sports world into an easy to use application beneficial to all users.

SportsPodium will have some similarities to LinkedIn. It will however be aimed at the sporting community. Users will act as curators and will validate the information by means of regular input. This will add to the credibility of all information on the platform.

Our consensus algorithm has been developed and refined over the past 5 years. It was tested in real world scenarios with 7000 subscribers at rugby

tournaments involving hundreds of players and teams. The top players of the tournaments were identified and rewarded based on our algorithms.

During the last year of testing, two teams of 22 players were selected for an international tour using our system, following the process as described in this document.

A key driver for accurate curation will be users in the sports industry, measured on the basis of reputation earned through time and active involvement on the platform.

The SportsPodium talent identification algorithms are unique. The higher you're allocated reputation and input, the more influence you have on various aspects of the algorithm.

The system allows sports persons to capture their statistics after each game, practice or training session. Coaches will rate their players (*Low impact on talent identification algorithm as they might be biased to players*) after each event and most importantly recommend players from opposing teams. (*High Impact on talent identification algorithm*).

The key incentivizing drivers for participants to upload their data will be:

Diligence: Players, coaches, teams, clubs/schools and administrators who diligently and regularly enter their data will be incentivized. The SportsPodium algorithms will execute multipliers to incentivize the more diligent participants in order to encourage continued usage of the system.

Accuracy: Accurate information in the system is vital. Consensus algorithms are used to measure the accuracy of the data in the system. Higher reputation of participants is gained on the degree of accurate data captured into the system. Reputation is a key part of the algorithm incentivizing participants.

Performance: One of the main aims of SportsPodium is to ultimately identify upcoming talent in the early stages of their sporting careers. Consistent good performance will ensure greater incentives for the participant.

Much like Facebook, The SportsPodium platform will allow users to post videos and pictures of the sporting events; it will allow users to banter on Banter boards and it will also allow users to publish information into the community in the form of blogging articles.
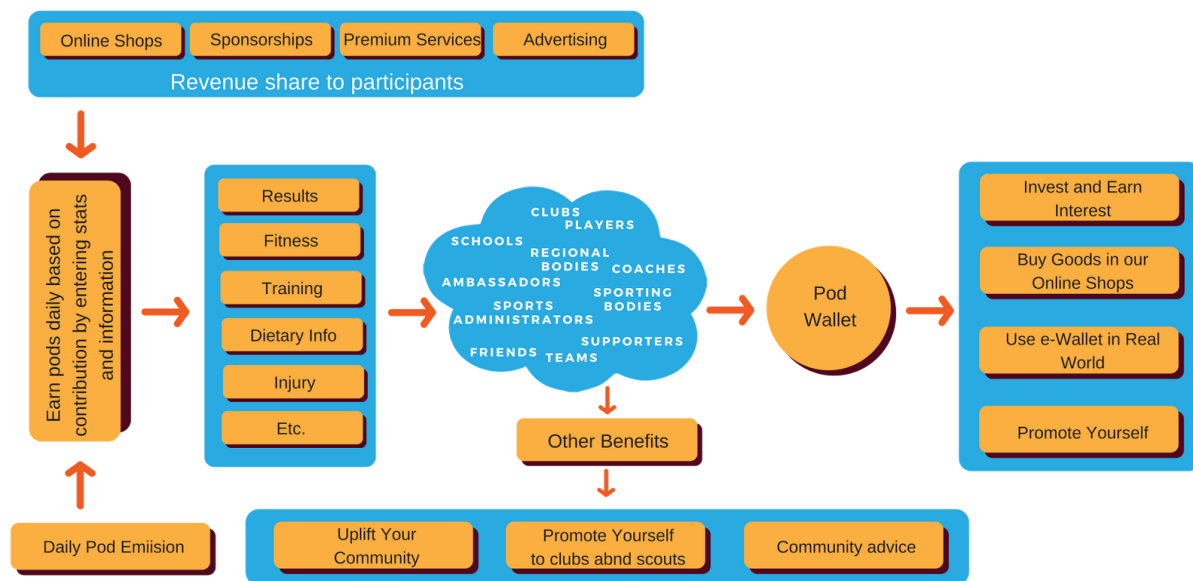
The users will be incentivized based on their reputation in the system as well as their diligence and on the value the rest of the community places on their updates, much like the Steemit.com blogging platform. The look and feel of the solution will have a resemblance to other well-known social media sites, creating a familiar look and feel that will help less tech savvy users to easily navigate and to support user adoption.

Who are we targeting

SportsPodium is aimed at the complete sports industry. The most influential online generation are the millennials generally described as the "Always On" generation. Their extensive use of digital communications, social media, and related technologies gives this generation great experience and ability when engaging with and sharing information on social media platforms.

The SportsPodium solution aims to provide the following benefits to the sporting community:

- Implementing a sustainable solution based on merit, promoting transformation at grassroots level, carrying through into the senior and professional levels.

- Improving Community Relations: An inclusive promotion of different sports disciplines and ultimately exposing players from all walks of life to the relevant sporting bodies.

- Encouraging manageable corporate social investment into sports facilities and the technology infrastructure.

- Creating a future for many children. Many young talents identified through this project will go on to make a living from sport. The ripple effect of upliftment is potentially enormous.

- Providing a social communication platform for participants, coaches and administrators to address their needs, share ideas and thoughts, support and ultimately empower.

- Providing a fair and just governance platform in sport with verified structured and usable and reliable data.

In order to build an integrated sports community, there are key levels of participants, each with their own priorities and requirements and each deriving specific benefit from such usage.

Sports enthusiasts* wanting to:

1. Share and monetize achievements to extend beyond bragging rights.
2. Track and keep record of their achievements, performances and stats.
3. Be identified as talent to build a sport career or reach the best possible level their talent will allow.
4. Be able to compare their performance and statistics to their role models as SportsPodium grows.
5. Engage with other like-minded people as well as the industry to get tips, know-how and information from a trusted community.
6. Be able to show off their achievements.

*Includes coaching staff and players, and is the heart of our community.

Supporters and fans wanting to:

1. Track and follow upcoming talent.
2. Access team, athlete performances and record information.
3. Share information, stories and content like videos and photos.
4. Bragging about results and achievements to the bigger sports community.
5. Become part of a supporters community and be recognized as a knowledgeable sports enthusiast.

Sports retailers and services wanting to:

1. Advertise products and services to a targeted community on a global, community or local level.
2. Eventually sell products and services directly to the community through our virtual crypto mall.
3. Access reliable market information and demographics.
4. Identify and manage sponsorship opportunities.

As the Blockchain increases trust and transparency across value chains, organizations and individuals will collaborate and compete in ways yet unforeseen via SportsPodium. Our solution will evolve and grow with the trends and in line with the wishes of the user base.

How SportsPodium Go About Building An Integrated Sports Community

The next step in the evolution of the product is to rebuild the application as a Decentralized Application (DAPP) on proven Blockchain Technology. Crypto Financing, (via an Initial Token Offering) will be used for growth capital, rather than traditional venture capital and/or shareholders.

SportsPodium will be seen as the LinkedIn and Facebook for the sporting community. The 'cherry on the top' will be a cleverly built advertising engine and virtual shopping mall that will earn the participant and sports community revenue in the form of crypto-currency tokens.
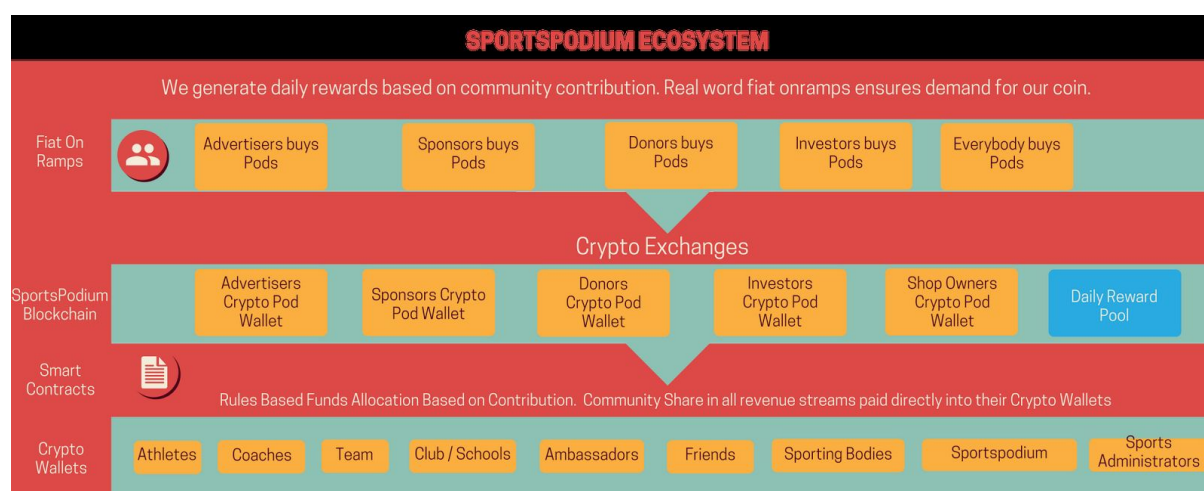
Users will become accustomed to receiving and acting on mobile notifications. The system will drive the process through smart contracts to ensure that everyone concerned will complete actions required of them throughout the process. As users participate in the process they will receive incentives in the form of tradable crypto-tokens.

By integrating with crypto exchanges, the end-users will be allowed to convert their crypto tokens into a fiat currency of their choice.

Revenue Models

Whilst the earning of currency is an initial selling point and motivator for participation, a number of more traditional revenue streams will also be built into the platform to augment token generation as a revenue stream. Revenue streams will be controlled by the use of smart contracts where it will be redistributed to the initiator, the community as a whole and the organization that will build and evolve the SportsPodium platform.

Reward Pool Distribution

In order to ensure SportsPodium users actively participate in their duties as part of the process, each user will receive rewards for doing their usual tasks by entering data into the SportsPodium Blockchain. The Blockchain will generate daily loyalty rewards in the form of cryptocurrency tokens, which will be added to a reward pool.

Users will receive their share of the reward pool based on their reputation and also diligence. A small percentage of the daily reward pool will be allocated to a SportsPodium crypto wallet in order to ensure that the system can be enhanced and maintained.
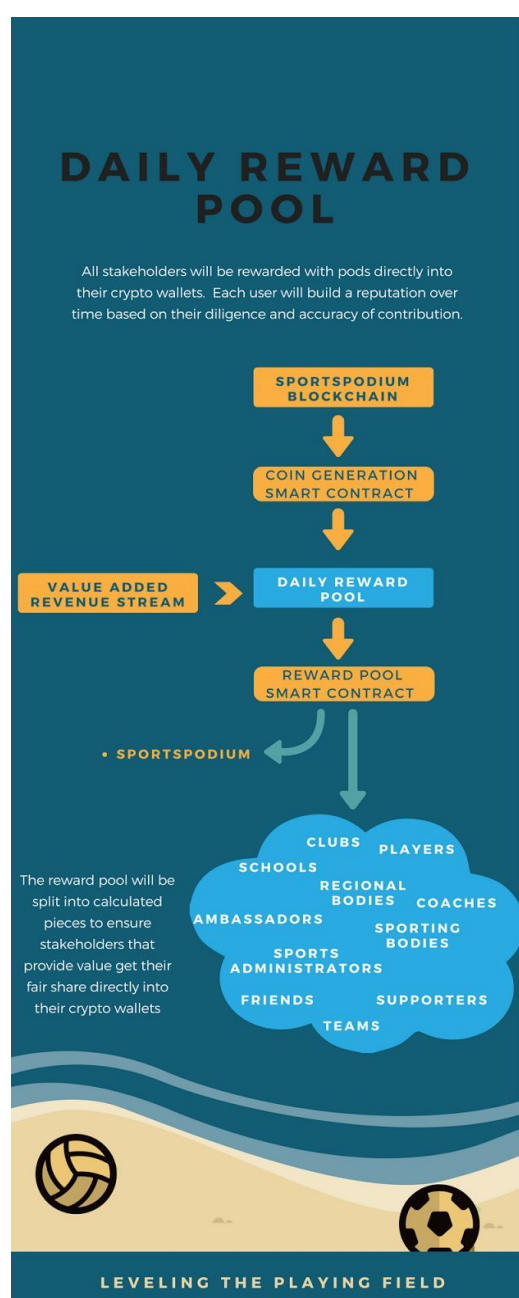
Advertising

With a captive community, hyper targeting will be used to market sporting equipment and services in the form of advertising and sponsorship models. These models can be aimed at the various hierarchical levels within the system. Combined with predictable sports seasons, local shops and virtual shopping malls can be optimized via advertisements. Advertising revenue will form part of the community rewards, based on the specific geographical area where the advertisements are placed.

Advertising can be done from club, team or player level onto national and international level. All levels will be able to use current sponsors or advertisers or enlist new ones through the platform.

Advertisers and sponsors will need to buy PODs to be able to pay for this, ensuring active demand for the cryptocurrency.

Freemium

SportsPodium will generate revenue from a standard freemium model.

The use of the system will be free, but a premium can be charged for specialized services. Typical premium services will include:

- Data mining services to identify talent (Based on user consensus).
- Promotional services for exceptional and high-performance athletes.
- Statistical analysis of information for sports administration and control bodies.
- Advanced website features around profile completeness and interaction.
- Tournament and event management options.

Online Store

This concept can be described as a cryptocurrency friendly online shopping mall for sports. Retailers will pay to feature on the platform. Various revenue generating opportunities including delivery, warehousing, and managing of retail space are planned.

International brands and local manufacturers will be targeted worldwide. These brands and entities will be able to geo-target based on their distribution capability, or explore new markets not previously accessible to them.

Token Sale

We are launching a public USD-capped token sale to raise funds for the SportsPodium project. SportsPodium tokens will be called PODs and will be ERC20 compliant on the main Ethereum network. The token offering will stop when the tokens received measure up to the equivalent of $15m USD.

Application of Funds

The official launch of SportsPodium project is set for November 2017, directly succeeding the token sale. The money will be used to take the project to market and to start generating revenue streams for the community. Depending on funding raised from the Token sale, we will build US$50 million of annual revenue by end of year 3 of the project.

Raising the equivalent of US$ 15 Million target

Raising the full amount will allow us to have working capital of full operations for 36 months, a sizable marketing budget and team of developers. We will also build a fully dedicated business to achieve the income generation objectives to ensure sustainability and success of this project.

Marketing (+- 50 %)

Marketing is a key driver of user adoption, and while the project will in the first few months mainly be a technology project, taking it to market and user adoption will be key for the long term success of the project. With more than five decades of experience as IT entrepreneurs between us, we do not intend to fall in the "build it and they will come trap" as so many IT products fall into.

We plan to spend a significant part of the initial funds for the marketing and promotion of the platform - mainly into the non-crypto world. As a result, much external guidance is needed to ensure effective user uptake. The approach will be strongly based on utilizing recognized sports stars and celebrities in the roles of ambassadors per sporting code. These ambassadors will be remunerated with tokens from the daily reward pool as well as a revenue share as part of the community's share of all money generated from

real world inflows. The recruitment of these ambassadors will take effort and money which will be covered by the initial funding drive.

Criteria for the sports ambassadors will include sports personalities with a big social media following. This will allow us to capitalize their supporter base as well as their presence at grassroots level, which will have an enormous impact. The official sporting code ambassadors will be supported on a per country basis where sports code "friends" will be appointed to ensure representation in every major market. These friends will typically be local sporting heroes that will help with grassroots user adoption and mobilization. The friends will be rewarded based on the success of the specific country community and sporting code. This spider web of ambassadors and friends will ultimately be the marketers and user adoption drivers, allowing us to leverage off their strong marketing appeal.

The ongoing marketing spend will be used to continuously drive awareness and education of the platform and cryptocurrency, which will support the ambassadors through social media campaigns and also have a presence at major world events through sponsorships and advertisements.

Development (+- 35%)

The SportsPodium solution has been developed and tested with an existing beta release, therefore allowing for the main development focus to be on the building of and integration into the SportsPodium blockchain, collaboration models, public/private information management, creating the reward models, as well as significant focus on UI and UX elements to enhance user experience.

The minimum viable product will be quick to market, but significant enhancements will be made continually, not only improving functionality of multi-platform support for further sporting codes, but also sub-projects for the development of an online store, an advertising engine and sports team and sport club portals.

Other (+- 15%)

Legal, administrative, support and management costs will make up the balance of the funding requirement and spend. Over time the business will grow and

demand far more spend that will be funded out of revenue. Besides normal business costs, there is specific cost allocated to legal costs, to cater for legal advisors and partners.

Lower funding points

Raising US$ 15 million will allow the project to be taken to market aggressively, and allow us to get to revenue generation rapidly, especially with a powerful marketing budget, something that is key in the sports and media world. However, should the project raise more than US$2 million, this project will still be successful, although uptake may be slower, and we will have to roll out less functionality, opening the door for competitors.

An indication of project dynamics at lower funding points are laid out below:

US$ 10 million

Most of the funding will be taken out of the marketing budget, with some coming out of the development budget. The project will still be funded fully for three years, but functional roll out will be slower. With a marketing budget more than halved we will have to consider rolling out to less sports and less countries. With fewer users and less functionality, revenue will be slower to generate, and token values will take longer to reach their potential.

US$ 5 million

With around US$ 5 million the business will have a limited marketing budget, and will roll out basic functionality with revenue focused on advertising initially. It will take longer to reach the $50m per year turnover target, and attention will be given to aspects of the projects that will drive revenue from the start of the project, focused on a few core sporting disciplines.

US$ 1 Million

The project will mainly be focused on rolling out the initial platform and then only for a limited number of sports. Marketing will depend heavily on the impact of ambassadors, and most of the marketing budget will be focused on bringing these key stakeholders on board. In the first year we will probably

only be able to target a single sport and then roll out other sports based on the revenue generation from that.

Raising less than this amount will result in a failed token sale. The project will be halted and Ether refunded.

Token Sale Plan

SportsPodium is launching a public USD-capped token sale to raise funds for the SportsPodium project. SportsPodium tokens will be called PODs and will be ERC20 compliant on the main Ethereum network. The token offering will stop when the tokens received measure up to the equivalent of $15m USD.

The token offering parameters

- The Token Sale starts 14 September 2017 and ends on 12 October 2017
- Min: $2 000 000, capped at $15 000 000
- Complete refund if token sale falls short (minimum target of US$ 2 000 000 not reached)
- Sold tokens will be issued instantly but will be transferable by the buyers only after the successful crowd offering
- Participants will be awarded 2000 PODs for 1 ETH. But you can buy any amount of PODs (e.g. 60 PODs for 0.15 ETH)

- Early buyers will be rewarded additional bonus PODs according the schedule under "token pricing"

Token Pricing

Participants will be awarded 2000 PODs for 1 ETH. But you can buy any amount of PODs (e.g. 60 PODs for 0.15 ETH).

Early buyers will be rewarded additional bonus PODs according to the following rule:

● First US $5m	● Bonus 25% additional PODs awarded
● US $5m to $10m	● Bonus 20% additional PODs awarded
● US $10 to $15m	● Bonus 15% additional PODs awarded

Pre-Token Sale Distribution

Due to a historic relationship with the founders of SportsPodium and the Steemit.com community, as well as the support of the community during the startup stage of this project, there will be a pre-token sale targeting the Steemit user base. Anybody that is registered on the Steemit platform will have the opportunity to buy PODs from 28 August 2017 to 10 September 2017. The Steemit user will receive 50% bonus for each POD bought and it will be based on the same pricing structure as mentioned above. This pre-token sale offering will stop when the tokens received measure up to the equivalent of $500 000 USD.

● Max = US $ 500 000	● Bonus 50% additional PODs awarded

Token Sale to SportsPodium POD

Once the Token sale is complete, the tokens will stay in the ERC20 wallets until such time that the SportsPodium blockchain can accommodate transfers and

interfaces with Exchanges are complete. SportsPodium will then freeze the ERC20 Tokens and purchasers will then be able to withdraw their tokens from their ERC20 wallets into their SportsPodium POD wallets with a one-to-one ratio. After the transfers all ERC20 tokens will be burned.

Emission model

There are two ways that people can get involved on the SportsPodium Platform. They can buy in, using various exchanges carrying PODs, or they can earn pods by providing information to the platform. Once the SportsPodium Blockchain is live there will be daily token generation relative to the normalized market cap of the token and also the number of users registered that are active on the platform. Generated PODs will go towards network upkeep (witnesses), operational costs and towards the SportsPodium Participant Reward pool. The reward pool will receive the largest part of the daily emission. These participants include athletes, coaches, ambassadors, country promoters, managers, clubs, regional bodies and all other relevant stakeholders on the platform.

The emission model and reward pool allocation will be defined based on SportsPodium allocation rules.

Token Sale Distribution

The crowdsale Smart Contract will generate 1 additional token for every token sold, to ensure that we have a liquid pool of pods within the SportsPodium ecosystem. The only pods that will be generated before the project go-live will be during the Steemit Pre-Token Sale and the Token sale in September 2017. Tokens generated from the token sale will be distributed as follows:
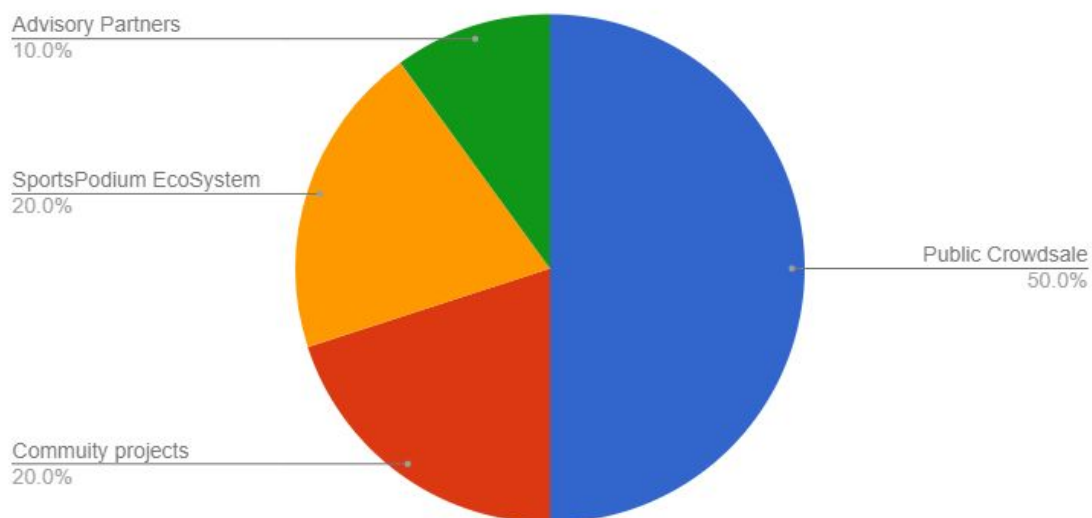
Public Crowdsale

50% of all tokens created during the crowdsale will be made available to the public for purchase.

Community Projects

20% of all tokens created during the crowd sale period will be allocated to support and fund worthy community projects. This is our way to ensure that we have an impact in the real life sporting world. These tokens will be set aside in a specific account and allocated to specific projects. Community input would be used to help decide on projects.

SportsPodium Ecosystem

20% of all tokens created during the crowd sale period will used to ensure the SportsPodium ecosystem is liquid. These pods will be used to fund projects and

activity in the SportsPodium ecosystem while we are building a sustainable base of members.

10% of all tokens created during the crowd sale period will be allocated to attract partners and advisors to make the SportsPodium token sale successful, launch the platform successfully and ensure the long term sustainability of the project.

Technology

The SportsPodium Blockchain

Blockchain technology was introduced in 2008 with the launch of the bitcoin currency, and since then entrepreneurs and developers have been attempting to generalize the technology in order to support a wider range of applications on a single blockchain platform.

While a number of blockchain platforms have struggled to support functional decentralized applications, application specific blockchains such as the BitShares decentralized exchange (2014) and Steem social media platform (2016) have become heavily used blockchains with tens of thousands of daily active users. They have achieved this by increasing performance to thousands of transactions per second, reducing latency to 1.5 seconds, eliminating excessive fees, and providing a user experience similar to those currently provided by existing centralized services.

SportsPodium requires a fast, reliable and scalable blockchain to support its features. We plan to build the solution on the EOS blockchain. The EOS.io software is designed from experience with proven concepts and best practices, and represents fundamental advancements in blockchain technology. The software is part of a holistic blueprint for a globally scalable blockchain society in which decentralized applications can be easily deployed and governed.

You can review the EOS.io whitepaper here.

Core SportsPodium Blockchain Requirements

The key requirements from the technology stack for SportsPodium to reach its objectives are as follows:

Ability to support a large user base

SportsPodium is targeting the entire sports community globally with a target market of millions of users and therefore require a scalable blockchain which can support these number of users.

The EOS.io blockchain can meet this requirement as stated in their Whitepaper: *"Disrupting businesses such as Ebay, Uber, AirBnB, and Facebook, require blockchain technology capable of handling tens of millions of active daily users. In certain cases, applications may not work unless a critical mass of users is reached and therefore a platform that can handle mass number of users is paramount."*

Permission Management

SportsPodium will adopt and mimic the hierarchical structures within the Sports industry, which can also be described as communities within communities. All communities and SportsPodium participants will have configurable portals where information will be entered, displayed and managed.

We will also collect personal information of participants (whereabouts, activity, identification and other) that is not in the public domain, and that might be protected by legislation in certain countries. This information will be obfuscated and won't be made publicly available on the blockchain, unless the owner of the information gives specific permission for such usage.

However, in order to support unique SportsPodium features in communities we will implement discoverability of community members based on participation to programs. Some examples include

- Comparison of players against other players
- Access to supporting donor funds
- Search availability to scouting services
- Promoting your profile

In order to protect personal information, SportsPodium requires a sophisticated user and permission management system. EOS.io provides an acceptable solution to our permission management requirements through their [Role Based Permission management functionality](#).

Smart Contracts

SportsPodium will be able to manage key aspects on the platform and the distribution of PODs and other revenue streams from the blockchain with Smart Contracts. By using the EOS platform as the basis for the solution, we will be able to use their Smart Contracting functionality.

Fast Transaction Speed and Low Transaction Fees

SportsPodium will have many varied use cases, and these will evolve over time. Users will use the system to capture information into their private portals, promote themselves to other clubs and teams, and users will be able to spend their PODs, within the ecosystem. SportsPodium want to empower the community to operate in its own environment, and will create an operating environment to draw in sports goods manufacturers from around the world to sell their products and services to the community by accepting the POD token as payment for the product or services sold. This will require thousands of transactions per second for an acceptable user experience.

SportsPodium Features

- **Community projects and event support.** SportsPodium participants will have the ability to support community projects by donating PODs towards a community project or organized sports event or cause. The project's fundraising target and intended beneficiaries will be configured before the community project starts.
- **Athlete support.** Support programs for individuals and teams will be promoted on the SportsPodium platform. Participants will be able to support a cause by donating PODs or specific support targets (e.g. Sports Equipment via the online SportsPodium store)
- **Athlete promotion.** Athletes will have the ability to use their PODs to participate in talent scouting circles. Scouts, Universities, Clubs and Players

will be able to search for talent based on their requirements. SportsPodium will provide the ability to manage various levels of program participation access.

- **Online Store.** SportsPodium will create the opportunity for sporting participants to spend the PODs they earned through their contributions within the system on dedicated Sporting Online Stores. Due to the hierarchical nature of the system, dedicated sporting stores per country can be created in communities. These community stores will have access to sell their sporting equipment and services directly to captured audiences for every sport. We want to empower the community to build stores per country as we still live in a distributed society where all the equipment needs to be purchased and delivered.
- **Advertising and Sponsorship.** SportsPodium will have a dedicated and captured audience consisting of the global sporting community. Sponsors will be able to buy targeted advertising with PODs in various levels of SportsPodium communities.
- **Donor funds distribution.** The donor fund distribution stream is very close to the hearts of the SportsPodium executive team. The SportsPodium blockchain will support fair, transparent and direct distribution of donor funds based on the specific target community or project. SportsPodium will allow community donations to assist athletes to attend events, buy sporting equipment or whatever is required for the sports person to meet their next goal.

Anti-Bot Mechanics

Because a lot of value will be placed on diligence, completeness and accuracy of athlete training and performance data, bots will have the ability to completely skew services and devalue the SportsPodium currency.

User Registration and validation, to make sure we are dealing with real users, are the essence of the reward system. SportsPodium will have strict policies around bots and also implement mechanics into the blockchain to prevent bot abuse. Both technical and practical measures will be used to control abuse through the use of bots.

Roadmap

The aim of the project is to reach market as quickly as possible, maintaining an aggressive rollout by firstly adding more sporting codes and secondly other required functionality. We estimate six months for significant UI upgrades, Blockchain integration and scaling work. There will be a significant effort spent on the marketing and ambassador on-boarding process which will require at least 6 months pre-launch to mobilize, market and set up a market launch. This effort will have dedicated focus parallel to the technology work, culminating in a launch in Q2 2018.

By Q2, 2018, there will be a fully functional product in the marketplace that will continuously be enhanced from a functional and UI perspective. Token distribution algorithms will be tested and adjusted should this be required. Market feedback will be absorbed and implemented where necessary and more sporting codes added on a regular basis. As the solution requires specialized configuration per sporting code, the initial drive will be initiated by the team with the intention to enhance the uptake process in the first year to a point where taking on new sports mainly being configuration and very little development work.

In conjunction, two key sub-systems will be built: an advertising engine that will drive the classified advertising across the platform and also an online shopping mall. The timing of these will be based on usage levels, as there are alternative ways to deal with these two sub-solutions at lower usage levels that do not require significant work from a technology perspective.

Timeline

The below timeline is a proposed timeline based on raising the full funding from the token sale. Once the token sale is completed, this will be reviewed and, if need be, adjusted. Dates are set as to-be-completed-by dates, and depending on logistics and impact, may move.

2017: Q4   Enhance current teams, set up marketing campaigns, and company structure

2018: Q2   Launch platform with 3 sporting codes

Q3   Launch Sports 4, 5, 6 + Launch localized advertising engine v1 (Basic)

Q4   Launch Sports 7, 8, 9 + Launch Online store v1 (Basic)

2019: Q1   Launch Generic take on version of platform (sports can be taken on from UI)

Q2   Launch full advertising engine, enhanced tournament play

Q3   Launch full shopping mall and analysis engine

Executive team

To run a successful token sale, which will translate into a highly successful platform, a dedicated and focused team with a wide skill set is required. While the two founding members have been involved in this solution for 5 years, they have now been successful in augmenting the team with skills to support the upcoming token sale and beyond. With the new members of both the executive team and advisory board, they will actively be adding to the team up to the token sale and beyond.

Robert Marshall

Passionate about technology, a lifelong disruptor and successful entrepreneur he believes that the status quo needs to be challenged, and that progress and opportunity lies in disruptive thinking. Robert has successfully started a number of technology businesses and have consulted to numerous top companies on strategy and delivery management.

Jaco Rossouw

Using technology to solve business problems has always been one of his passions. Being introduced to Blockchain and Cryptocurrency technology gave him a new way to identify problems and therefore find solutions. With these he now is able to solve problems far beyond the business world.

Christian Smit

Christian Smit is marketing and PR genius, having represented Olympic gold medalists and an assortment of high-end individual clients. He lives a life less ordinary.

Natalie du Toit

As a former Olympian and Paralympian, Natalie du Toit has moved on from her inspiring achievements in sport where she earned 13 golds and 2 silvers at the Paralympics and competed in the able-bodied Olympic Games. She has earned many awards in her memorable sporting career where she earned her stripes as a Young Leader in the World Economic Forum, speaker at the European Union Parliament in Brussels, the winner of an Ethics in Leadership Award, The Order of Ikhamanga in Golf, a medal earned for her exceptional achievements and unparalleled merit in sport and an honorary MBE from the Queen for her contribution to Paralympic sport. She is now pursuing a career in business as a social media strategist.

Pieter Botha

Pieter is a BSc. Hons qualified software technologist that provided leadership in many successful projects of various sizes and complexity. With a flair for technology entrepreneurship he brings a thorough understanding of software development in general and blockchain and cryptocurrency in particular to the team. He is a strong believer in sharing knowledge, understanding and enabling colleagues to ensure successful projects. He has been invited to speak at International conferences and contributed to various open source projects.

He has been part of 2 successful startups and has some rigs mining crypto when power is affordable.

Conclusion (Our Promise)

It is a fact that there are many who deserve a chance to develop their talents, but who for some reason never get it. The flow of money in the sports world is centrally controlled creating many challenges for the rightful recipients of these funds. There must be a thinning of the line between business and sport, as there should be between corruption and honesty. Our purpose is to level the playing field in sport.

We'll be offering crypto tokens to help us do so. We want the tokens to serve as encouragement to the broader public to submit information and in the process to help bring fairness to sport, to help spot talent and to open opportunities for all at local, national and international level.

Through this we will not only put cryptographic tokens in the hands of the population at large, but we will also create ways to spend and exchange these tokens for goods and services, and using the sports world to create strong demand for PODs.