

# sportspodium

Merging crypto currency with real-world human behaviour, to level  
the playing field whilst generating vast revenue.

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# **Executive Introduction**

SportsPodium is a blockchain-based, incentivised information ledger for sportspeople and sporting communities. Through the SportsPodium platform and network, everyday sportspeople of all ages, across all levels of proficiency, will receive crypto-based rewards for tracking their day-to-day sporting and training activities, submitting this information electronically, and building a digital storyboard of their sporting life.

Sports participants are driven by their competitive nature, both intrinsically and extrinsically. The SportsPodium platform will both enhance and capitalise on this, by adding an additional level of gamification to their experience. In so doing, the platform will also create both a captive advertising audience and a captive, ultra-relevant retail marketplace, while simultaneously adding real benefit to the lives of our users as well as their sporting codes and associations.

All of this, whilst building and adding to the capital value of a truly unique cryptocurrency marketplace. One with a bona fide, legitimate unique selling proposition, built around one of humanity's most unifying and common social activities – sport. And, in turn, its numerous, associated multi-billion-dollar industries.

This exponentially increasing, captured, engaged, rewarded audience (and subsequent marketplace) will expand our share of the sought-after "Attention Economy" while – more importantly – enabling data capturing of extremely granular, highly specific information, for hyper-targeted advertisements to these individuals and the people and organisations in their sporting ecosystems, both social and institutional.

To kick start initial user adoption, SportsPodium will build a network of celebrity Ambassadors across several sporting disciplines, as well as an associated spider web of their Friends (associated influencers) in each region. This network of recognized, household names, across various sporting codes, along with continued marketing, promotion and community interaction, will ensure large-scale user adoption of the platform.

Through the elegant convergence of cryptocurrency technology, social interaction UI/UX, and mass, real-world human activity, SportsPodium will

revolutionize all three to their benefit, while creating massive revenue in the process.

The SportsPodium target-user audience includes everyday sportspeople of all ages – from the purely recreational amateur, through to the top-flight pro. The goal is to ultimately ensure that every household with sports participants earns and spends some of our tokens (known as “PODs”) thereby enabling a widespread and diverse POD economy tapping into significant portions of the Global Sports Industry.

	Amount	Units	Year/Season
Estimated Size of the Entire Sports Industry, U.S.	496.1	Bil. US\$	2016
Estimated Size of the Global Sports Industry	1.3	Tril. US\$	2016
Annual Company Spending for Sports Advertising, U.S.	36.6	Bil. US\$	2016

Figure 1- Sports Industry Statistics and Market Size Overview for the US

## Token Economy Launch

The token roll-out will take place over four main phases...

**Phase 1**, SportsPodium will conduct a Pre-Token Sale to a network of selected buyers during from which the development of the project will start.

**Phase 2** SportsPodium will conduct a Main Token Sale allowing to scale the development of the project rapidly.

**Phase 3** SportsPodium will build and launch a Minimum Viable Product, secure Ambassadors and Friends, and start user take-on.

And, in **Phase 4** we will enhance functionality and user experience, allowing us to scale and grow user base significantly.



## Token Sale Plan

SportsPodium will launch an ERC20 token on the main Ethereum network. Tokens will be called PODs while one millionth of a POD will be called a PODbit. Token sales will be based on the price of Ether to USD. Calculations here assume a price of \$300 for 1 ETH.

SportsPodium will also run a pre-sale of PODs that is capped at 4000 ETH. The main sale will be capped at 50 000 ETH. Total tokens minted will be 272 000 000 including bonus PODs if both the pre sale and main sale sells out.

### **Token Presale**

- Supply: 32 000 000 PODs
- PODs per ETH: 4000
- From presale to main sale: 4 weeks

### **Main Token Sale**

- Capped supply: 240 000 000 PODs
- PODs per ETH: 2400 + Bonus PODS
- Tokens only minted when sold
- Trading to start directly after the main sale concludes

## **Phase 1: Pre-Token Sale**

SportsPodium tokens (“POD”) will be ERC20 compliant on the main Ethereum Network. SportsPodium will raise 4 000 Ether (“ETH”) from early backers during a Token presale.

ETH (Ether)	PODs Received	Bonus PODs @+ 100%
1	2 000	2000

SportsPodium will sell 16 000 000 PODs during the Token presale.

## **Phase 2: Main Token Sale**

After the presale, SportsPodium will launch a public token sale to raise funds to scale and enhance the project. The Main Token sale will be capped at 50 000 ETH. The main token sale will start 27 November 2017.

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 schedule:

● First third ETH	● Bonus 25% additional PODs awarded
● Second third ETH	● Bonus 20% additional PODs awarded
● Last third ETH	● Bonus 15% additional PODs awarded

## Phase 3: Minimum Viable Product

During this phase, SportsPodium will deliver a minimum viable product (MVP) allowing the project to start onboarding users and thus help drive token value and increase market capitalisation. The focus of the MVP will be to deliver:

- A technical platform, where users can participate and receive rewards within the ecosystem on a daily basis.
- Two Ambassadors as SportsPodium will initially go to market with two sporting disciplines.
- At least six Friends, as SportsPodium will target the sporting population of three countries, within two sporting disciplines.
- 5 000 registered users on the platform.

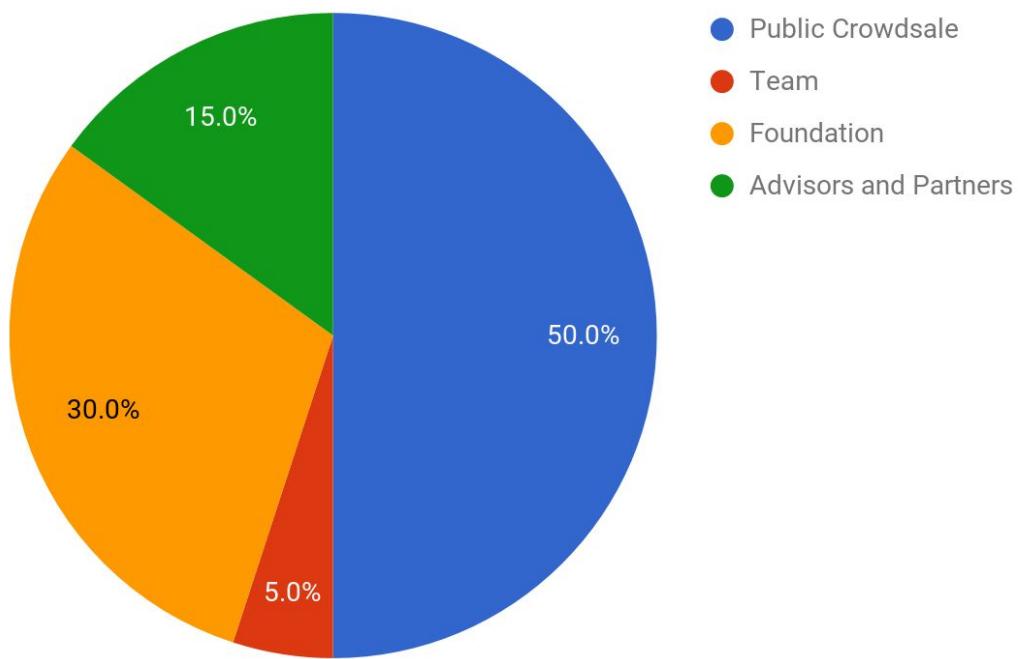
The duration of this phase will be minimal and be expected to be no more than 3 to 4 months.

## Phase 4: Scaling the Solution

Post launch of the platform, SportsPodium will scale the solution across the globe by adding more sporting disciplines, targeting more countries, appointing more Ambassadors and Friends, and, ultimately, growing a much larger base of sporting codes, participants and entities on the platform.

The official launch of the SportsPodium project is set for immediately after the Main Token Sale. Depending on funding raised from this sale, SportsPodium will build US\$100 million of annual revenue by end of year three of the project.

50% of the SportsPodium's initial token-allocation will be sold to the public in the Main Token Sale. The remaining 50% will be distributed amongst the SportsPodium Team, the SportsPodium Foundation, and SportsPodium's Advisors and Partners, as follows:



- 15% Advisors and Partners – **5% Liquid and 10% Vested**
- 30 % SportsPodium Foundation - **Vested**
- 5% SportsPodium Team - **Vested**

## Divesting

All purchased POD's will be liquid, as well as a maximum of % of the advisor and partner tokens. The remaining 45% of PODs created in the token sale will be vested. Vested accounts will be locked and will not be able to trade their ERC 20 PODs until a minimum wait period is observed as outlined below.

Vested Advisor and Partner tokens will only be able to begin divesting once the main SportsPodium blockchain is deployed and with SportsPodium Foundation and Team PODS, will divest their PODs according to the following schedule:

Vesting Period	Advisors	Foundation	Team
End of 6 months	100%		

End of Year One		20%	
End of Year Two		20%	40%
End of Year Three		20%	40%
End of Year Four		20%	20%
End of Year Five		20%	

\* The above table is maximum total vested tokens that can be divested after the vesting period is finished.

## Token Economy

Token economy principles and rules will be used to govern the SportsPodium internal economy and drive value, through both growth in number of tokens and the value of each token.

## Emission Model

A fixed supply of 272 000 000 PODs will be minted during the two token sales (Pre-Token, and Main-Token). After the SportsPodium blockchain goes live, additional PODs will be minted daily, at an annual rate of 20% of total PODs.

## Governance

The SportsPodium blockchain will be created by the SportsPodium Foundation and development team. Vested tokens underpin the governance structures of the network via voting on worker proposals. The platform will initially be majority governed by the SportsPodium Foundation, team and other large vested token holders, by means of their significant POD vesting percentage. As the network grows and based on the abovementioned divesting schedule, influence will become more distributed and less centralised.

## Reward Mechanisms

SportsPodium will incentivise users through three main reward mechanisms:

### 1. Reputation Rewards:

The blockchain rules utilise a portion of minted tokens to reward users for accurate data contribution. The rules also reward athletes, coaches, teams,

schools, clubs, etc., for data curation and verification.

## **2. Promotion Rewards:**

The blockchain rules utilise a portion of minted tokens to reward Ambassadors, their friends, users, and sporting bodies, for successfully increasing user uptake and revenue from targeted advertising.

## **3. Social Rewards:**

An integrated smart media platform rewards participation and interaction amongst users (for example, by admins, clubs, schools, parents, fans, etc)

## **Reputation**

Athletes and coaches earn rewards based on activity. Rewards are amplified via a “Reputation Multiplier”. Reputation is calculated based on activity diligence, accuracy and performance over time.

Ambassadors, friends and sporting bodies earn rewards based on their associated portion of the networks’ participation-levels, performance and growth.

Social contributions for SportsPodium will be run on an entirely separate blockchain, optimised for social media, with different rewards mechanisms. SportsPodium will interface with this blockchain with our UI toolset to provide a seamless experience for end users.

## **Vesting for platform management fees**

“Vesting” is a time commitment, enabling holders of vested “vPODs” to exercise influence on the SportsPodium platform. Unlike ordinary PODs, vPODs can’t be traded on exchanges or even used on the SportsPodium network. They can, however, be divested to ordinary PODs at any time (users can instantly divest or vest between the two with no liquidity impacts).

The benefit of vPODs is that after being held for six months, they grant their holders control and influence, via voting power, over proposals on the project and project rules based on the proportionate number of vPODs held. Influence will be exerted in terms of voting power carried by the vPODs

Divesting vPODs to PODs (and vice versa) resets the time counter to zero.

vPODs will earn platform management fees, be allocated daily to vPOD holders, once vested for one week for the effort of maintaining the network integrity.

## Token Emission

Half of the daily minted tokens are targeted for distribution in the form of Promotion and Reputation Rewards. The remaining half are targeted for distribution to vested vPODs.

The Promotion and Reputation Rewards are based on quantifiable activity recorded by users. Initially while user numbers are low this will be very limited. All unallocated tokens of this targeted reward-allocation are distributed to vested vPODs and add to the vPODs allocation.

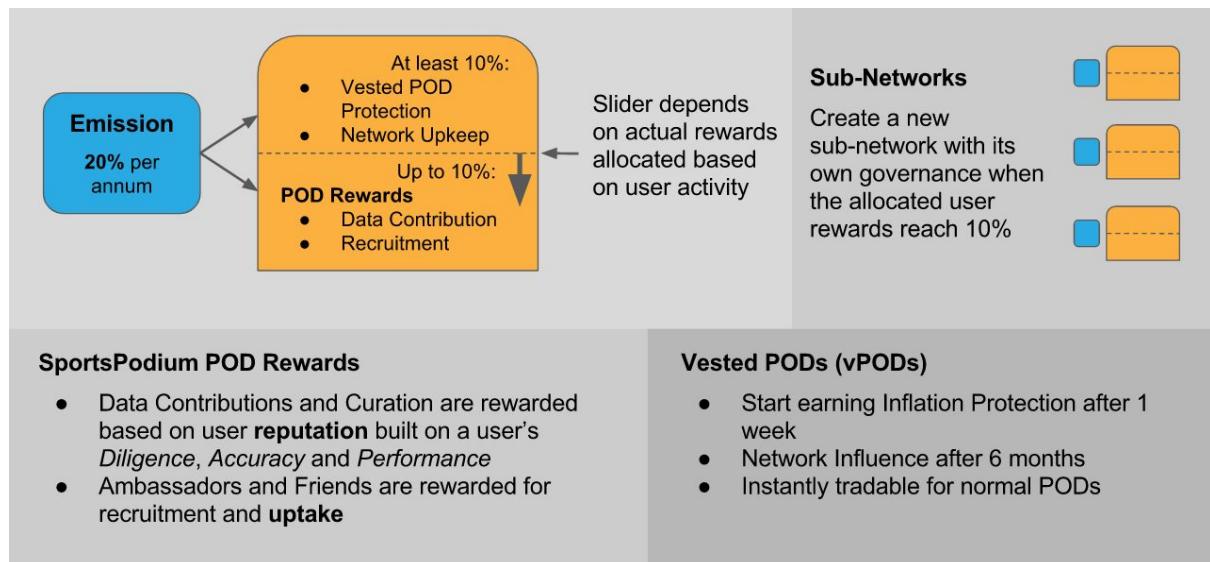


Figure 2 SportsPodium emission model

The vPOD targeted allocation is set for network upkeep (block producers, master nodes etc.) and platform management fees for vested vPODs.

## Scaling and Sub-Networks (Multi-Token Scenario)

In order to scale to global proportions while supporting many different sporting codes disciplines and communities, sub-networks may be created based on blockchain rules and smart contracts. Once the Recruitment and Reputation rewards reach 80% of the (10% overall) allocation, a proposal to create a new sub-network may be submitted, with its own rules, governance structure, etc. The amending proposal will be voted on and accepted by vPOD holders with voting power. As the platform scales it is may be necessary to create a number of sub-networks depending on the level of participation within each sporting code.

PODs and vPODs will remain the underlying master token and governance mechanisms of the entire ecosystem.

## Demand Creation

Demand for PODs will be stimulated through two key channels: community growth, and Hyper Targeted Advertising. The platform allows for the creation of easy-to-use distributed applications (“DAPPS”). These DAPPS are the means whereby users interact with the blockchain and earn or spend rewarded tokens.

### **SportsPodium has two main incentive mechanisms:**

#### **Incentive to provide sports information**

The SportsPodium DAPPS capitalise upon sports-participants’ inherently competitive natures through the use of gamification to keep participants meaningfully engaged. SportsPodium offers users the opportunity to capture their statistics and information, from which the following benefits emerge... Bragging rights and competitive bantering within the community (which also contributes to the systems’ fun factor), and encouragement to inwardly challenge and better oneself against one’s own past performances.

#### **Sports participation**

In addition to having fun, users will also compete by increasing (and optimising) what they are already doing... They will train, practice, follow specific diets, go to the gym, compete in sporting events and participate in many other facets of their disciplines. They will have opportunities to earn POD tokens, by sharing their participation information. The information will be captured into a dedicated DAPP using predefined templates on a regular basis. This will gradually result in “reputation”, built over time and calculated via algorithms. The algorithms quantify aspects such as diligent entry of information, accuracy of the information provided, and actual performance in specific sporting disciplines.

#### **Clubs, schools and universities**

Sporting codes are, by nature, hierarchical structures. The SportsPodium platform will mimic these structures in the form of portals for each level within a sporting codes’ hierarchy. For example, clubs, schools and universities will be incentivised in a similar fashion to the sport participants registered within their

portals. These portals are free to use, but will generate revenue when the clubs make use of specific in-DAPP features, like event and athlete promotion, news publishing, and many others. These rewards are allocated over and above Recruitment Rewards, as explained below.

## Promotion Incentive

A key aspect in building a solution like the SportsPodium platform, is to drive user adoption through the recruitment of sports participants, sporting bodies, clubs, schools, universities, administrators and all other stakeholders involved in each sporting code hierarchies and associated industries. SportsPodium's aim is to drive adoption using both a bottom-up, as well as a top-down approach.

### Ambassadors and Friends

SportsPodium is already conducting discussions with household-name sporting stars, with a view to making them part of the ecosystem. These well-known sports stars (or "Ambassadors") will be appointed to represent SportsPodium in their respective sporting disciplines on the platform. These Ambassadors will be supported by a network of associated sporting influencers (or "Friends"). The Friends to the Ambassadors will be appointed for each sporting discipline on a per-country or per-region basis. These Ambassadors and Friends will earn tokens as an incentive for driving platform adoption. Their performance will be measured on the growth of their user-base, specific to the sporting discipline and country or region where a Friend represents SportsPodium. Larger countries, regions or sporting disciplines might have multiple Ambassadors and Friends.

### Clubs, Schools and Universities

It is a fair statement that clubs, schools and universities are often insufficiently funded to achieve their true sports-development potential. SportsPodium will offer real, tangible incentives to clubs, schools and universities, based on their participation levels in the ecosystem. The larger an entity's percentage is of the total participation in an ecosystem, the bigger the incentive to the entity. This process will be entirely transparently managed through "smart contracts".

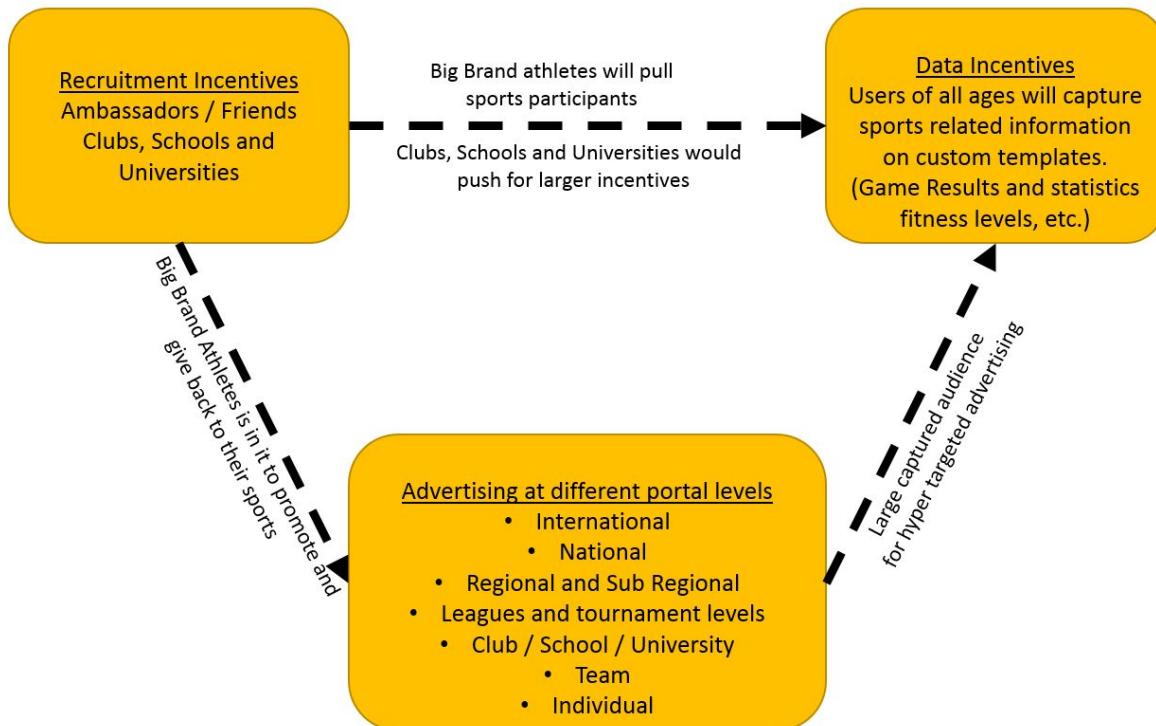
### Advertising

SportsPodium will enable opt-in targeted advertising to users and all levels of a sport's hierarchy/structure. Advertisers will need to purchase PODs that are

then distributed via smart contract to those who view the adverts or as coupons, sponsorships and other innovative marketing initiatives.

Not only will large, national (or even multinational) sporting codes, entities and businesses be able to advertise within the portals or to targeted individuals that have opted-in, but SportsPodium will also create a unique advertising engine, allowing clubs, schools and local organisations to leverage targeted dynamic advertising on their profiles and portal sites. This, for example, will allow a local sports-equipment manufacturer to directly advertise to a team or even an individual's portal based on their detailed profile information. Similarly owners of local businesses, could advertise on their child's school's sports team's portal, gaining exposure in specific local communities, and helping their team, school, club or sports person to raise funds in the process.

For these advertising opportunities, the advertiser will need to utilise PODs that they can earn on the platform or acquire on the open market. This will, in turn, create demand for PODs and drive up the value for anyone owning PODs by further diversify the SportsPodium tokenized economy.



# Target Audience

Although it's impossible to estimate exact participation numbers for all sports around the world, it is possible to give a general indication of some of the most played and watched sports, using available research. SportsPodium appreciate, however, that lists such as these are often unscientifically estimated (which, incidentally, is another problem that our platform will go a long way towards solving).

## Estimated number of players per sport (millions)

Sporting Discipline	Number of Players
Soccer	265000
Badminton	222000
Field Hockey	200000
Volleyball	998000
Basketball	450000
Tennis	600000
Table Tennis	300000
Baseball	650000
Golf	60000
Cricket	200000

Figure 2 - Estimated number of players per sport (In Millions)

As shown above, ten sporting disciplines have a combined total of 3.96 billion participants. A market penetration of only 1%, equates to a user-base of roughly 40 million sports participants.

	Amount	Units	Year/Season
Estimated Size of the Entire Sports Industry, U.S.	496.1	Bil. US\$	2016
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## Most watched sports

In order to give an indication of a particular sport's supporter base (another of our primary user-group targets) below are some recently published figures of the world's most watched sports.

rank	Sport	Estimated Fans	Regional Popularity
1.	Soccer / Association Football	3.5 Billion	Europe, Africa, Asia, America
2.	Cricket	2.5 Billion	Asia, Australia, UK
3.	Basketball	2.2 Billion	US, Canada, China and Philippines
4.	Field Hockey	2 Billion	Europe, Africa, Asia, Australia
5.	Tennis	1 Billion	Europe, Americas, and Asia
6.	Volleyball	900 Million	Asia, Europe, Americas, and Australia
7.	Table Tennis	850 Million	Asia, Europe, Africa and Americas
8.	Baseball	500 Million	US, Japan, Cuba, and Dominican Republic
9	American Football	410 Million	USA mainly
	Rugby	410 Million	France, England, New Zealand, South Africa
10	Golf	390 Million	Europe, Asia, America, Canada

The amount of people watching sport indicates a very healthy number of sport supporters to be targeted for the social-media aspects within the platform. The social-media aspects will include the ability for users to blog, chat, discuss topics, add pictures and videos, add friends and followers, and to share their experiences as well as the participation and progress of the sportspeople and teams who they track and support. In this way, our platform truly rewards fandom.

## Our Promise

SportsPodium is more than just a revolutionary marriage of blockchain technology, social UI/UX, and real-world mass activity. It is also an initiative

with real heart that can generate immense revenue, whilst also affecting real, positive change in the world. This philosophy, (or “Promise”) is a guiding commitment that has driven the SportsPodium concept, and our Team, since its inception:

*It is a fact that there are many who deserve a chance to develop their talents, but – due to innumerable circumstances stacked against them – never get it. The flow of money into the sports world is centrally controlled by industry and predominantly channelled away from grassroots participants, creating many challenges for otherwise deserving recipients of this considerable revenue. There must be a thinning of the line between the business of sport, and of sport itself. Our purpose is to level the playing field, for the benefit of those on it.*

*We believe that our offering of Crypto Tokens, and our unique approach to it, is the perfect method to achieve this. We want our tokens to serve as encouragement to the broader public to submit and share information and statistics. And, in the process, to help bring fairness to sport, to identify talent, and to open widespread opportunity for all at local, national and international level.*

*Through SportsPodium, we will not only put cryptographic tokens in the hands of the population at large, but we will also create new ways to spend and exchange these tokens for real-world goods and services. Through crypto-currency, we have found a way to leverage the sports world’s immense popularity, for its own gain, all while generating massive revenue in the process.*