sportspodium

SportsPodium White Paper

An incentivised athlete information ledger for sports communities

Draft 2.1.3

Contents

Introduction

SportsPodium is a blockchain-based information ledger for sportspeople and sporting communities. SportsPodium will reward everyday sportspeople of all ages, across all levels of proficiency, with 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.

SportsPodium aims to become the world's largest multisport database of sports related information, and through giving access to this information will be able to create better opportunity for all sports people. Our target market is not just the elite athlete or even the highly competitive athlete, but all sportspeople. Many of them will aspire to sporting careers and this will be a way to record and verify their achievements, build their "story book" and share it with those that can give them a chance.

Sports participants are driven by their competitive nature and will be drawn to the level of gamification we will provide on the SportsPodium platform. To

kickstart initial user adoption, SportsPodium will build a network of celebrity *Ambassadors* across several sporting disciplines, as well as a connected spider web of their *Friends* (associated influencers) in each region. This network of recognised, household names 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 and real-world human activity, we will create a thriving ecosystem with innumerable commercial opportunities.

The SportsPodium user base will include 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") to create a widespread POD economy, tapping into significant portions of the global sports industry. SportsPodium will drive revenue opportunities through hyper-targeted advertising. Not only will this create a revenue stream for the community and the project, but create a demand for PODs, and thus increase POD value adding more value for our community!

The Problem
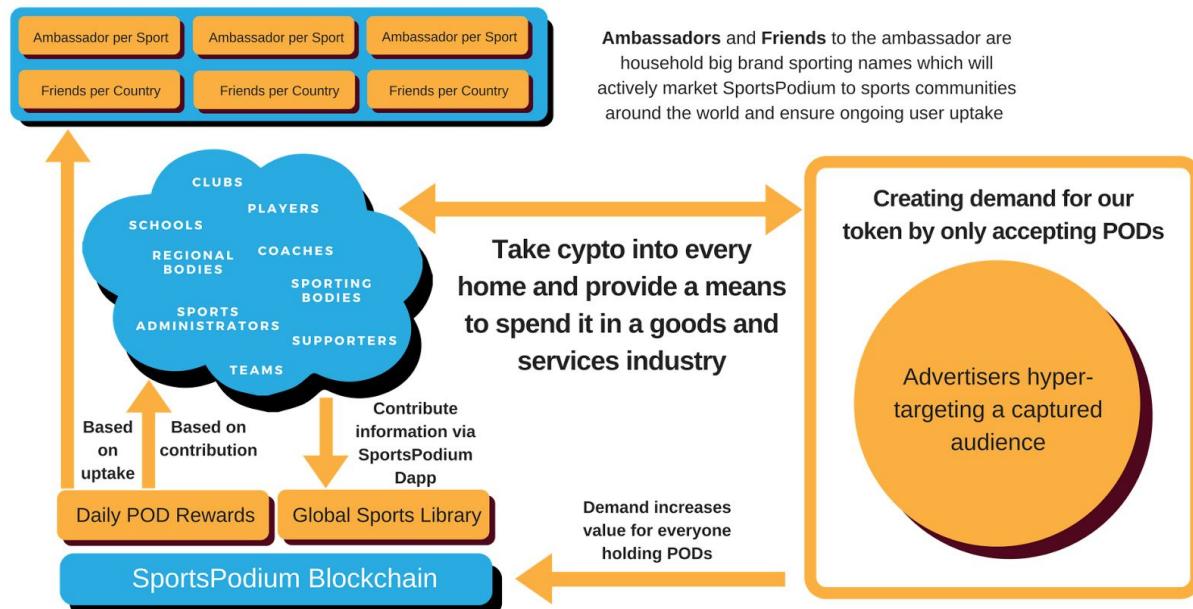
- Sportspeople – be they up and coming or even well-established don't necessarily have the appropriate knowledge, financial support or visibility to propel themselves to the next level.
- Without reliable data, sports bodies and headhunters don't have the means to find potential stars.
- Companies selling sport-specific products and services don't necessarily have direct access to sportspeople at all levels.
- Parents with youngsters who just started a sport don't know where to even start to support their child in their sporting journey.
- Sports teams, bodies and participants at all levels struggle to fund themselves in a transparent and accountable manner.

The Solution

We are going to create the world's largest database of sports related information. Make it accessible by all and allow people to have fun, get noticed, learn about their sport, and make money. All with the simple act of entering information about their sporting activity regularly.

A digital sport economy where all sport people, regardless of their experience or age, can share their information to create a reliable knowledge-based platform that can be used by sporting bodies, headhunters and suppliers of products and services.

The best part of the solution? Regardless of the athlete's age or level, they can earn an income and market themselves to the right clubs or sports bodies, assisting them to reach the highest level possible – all depending on their talent and drive.

- The SportsPodium blockchain will be at the heart of this system to enable sportspersons to capture their daily training, dietary and competition information while being rewarded with our POD cryptocurrency.

- We will enlist recognised household sporting names as Ambassadors and Friends that will ensure adoption of the platform through continued promotion and community interaction.
- The interface will be a gamified one that will compel people to pop in once a day to get their rewards, challenge friends and invite their fellow sports participants and fans to join. Entering data will be a game and not a chore.

SportsPodium's PODs will be the equaliser 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

Some of the key concepts in SportsPodium were conceptualised in 2014 with MyRugbyCV.com after two years of research and development. In a short space of time, with only one sport and one city, we had 7000 rugby players signed up. Since 2016 we have been investigating blockchains and cryptocurrencies as a means to solve a number of key problems faced in the Web 2.0 approach we previously had. The incredible disruptive capacity of blockchain technology broadened our horizons and our ideas matured into what is now the SportsPodium project.

Our Goals

1. Capture massive information and ensure accuracy through verification processes, using social media tools
2. Use this data to create decision making tools that will give all people equal chances to be recognised and reward, removing incredible subjectivity out of the current way it is done
3. Make all money flows in sport clear and transparent, by using the power of the blockchain

4. Reward the community through both our token economy as well as revenue streams such as targeted advertising for their effort and support in building this platform and database.
5. To make fairness, merit and equal opportunity the benchmark for competition.
6. To create an open and engaging platform for sports lovers throughout the world where all can share in the enjoyment of sport.

SportsPodium Features

SportsPodium is a multisport platform that captures athlete information. A user can belong to many sports with one identity and the user experience will centre around their profile. To make this project successful there are three elements that are key:
1. Drive user adoption,
2. Retain users and drive usage, and
3. Build a well governed and powerful self sustaining community.

Driving adoption

Key to rapid growth is our *Ambassador* & *Friend* program. An ambassador or friend is a very well known ex or current sports star, with a powerful social media base and is a well known name in the world or their country.

Why would they join

First and foremost, these sports stars are all very frustrated with how international sport is run. By giving power to the athletes through more transparency and a more direct allocation of funds, many of the challenges they faced in sport can be overcome. This will motivate them to join, but it will not necessarily motivate them to act.

Through a daily portion of the POD emission pool, these promoters will be rewarded for the success they achieve in building the community, and specifically in their sport and/or region.

How will this work

The basis is very simple. One of the reward pools is called the *Promotion Pool*. This pool receives 10% of the total daily pool. Each sport has a reputation and the sports receive a part of the pool based on their relative value of their reputation.

Every sport will have one *Ambassador*. It can have many *Friends*. The key responsibility of these roles will be to promote the platform and inspire sports people to join, using their marketing and social media reach.

Depending on the size of a sport code, and its geographical reach, there will be a number of Friends supporting the Ambassadors. These are localised promoters of the project. A sport like soccer may have more than twenty or thirty across the world. Cricket may have only three or four.

An Ambassador will then receive a fixed distribution of their sport's daily POD allocation as reward for growing the members and for driving advertising in their sport.

A Friend will have a friend reputation and will based on that get a relative share of the remaining allocation for that sport.

Retaining users

In order to attract and attain users, and drive daily usage, the user interface will be highly interactive and gamified via the SportsPodium mobile App. This is to keep our mostly millennial and post millennial users engaged and interested. By using a socially competitive application, we will draw in users daily to complete tasks for which they will be rewarded with tokens.

Key to the user would be accuracy and diligence, both building the user's reputation. The higher your reputation, the higher your rewards. Cheating or misrepresenting facts destroys reputation.

SportsPodium's focus will be to gather and structure a sport person's daily sports data with an easy to use distributed application. The information that a user enters will build a storybook of their sports life; including training, nutrition and competition data. This could be used to look back on a successful

sports career, promote your profile to interested parties or to share with fans, family and friends.

Data accuracy

Users will act as curators and will validate the information of competitors and teammates by means of regular input. The principle applied is based on a basic hierarchy of data accuracy. If there is no data, some data is always better, even if unverified. But you can only draw population inferences on verified data. Using social media and interaction, we will gather as much input about a data event as possible and create a measure of objectivity using multiple subjective inputs from individuals.

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

Our reputation and talent identification algorithms have been developed and refined over the past 5 years. They were 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 based on the output of our system.

The system allows sportspeople 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, importantly, recommend players from opposing teams. (*High Impact on talent identification algorithm*).

Incentivisation of users

The key incentivising 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 incentivised. The SportsPodium algorithms will execute multipliers to incentivise 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 incentivising participants.

Performance: One of the 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 onto community blogging portals.

The users will be incentivised 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.

Our Target Audience

SportsPodium is aimed at the complete sports industry and will 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 (athletes, coaches) wanting to:

1. Share and monetise 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 to get tips, know-how and information from a trusted community.
6. Be able to show off their achievements.

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 with results and achievements to the bigger sports community.
5. Become part of a supporters community and be recognised 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, organisations and individuals will collaborate and compete in ways yet unforeseen via SportsPodium. Our solution will evolve and grow with sporting trends in line with the wishes of our user base.

Building an Integrated Sports Community

The next step in the evolution of our product is to rebuild the application as a Decentralised Application (Dapp) on proven blockchain technology. Crypto financing will be used for growth capital, rather than traditional venture capital and/or shareholders.

We foresee that SportsPodium will be seen as the LinkedIn and Facebook for the sporting community. The key business opportunity will be our hyper-targeting advertising engine that will earn the SportsPodium participants and sports community revenue in the form of cryptocurrency 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 organisation that will build and evolve the SportsPodium platform.

Reward Pool Distribution
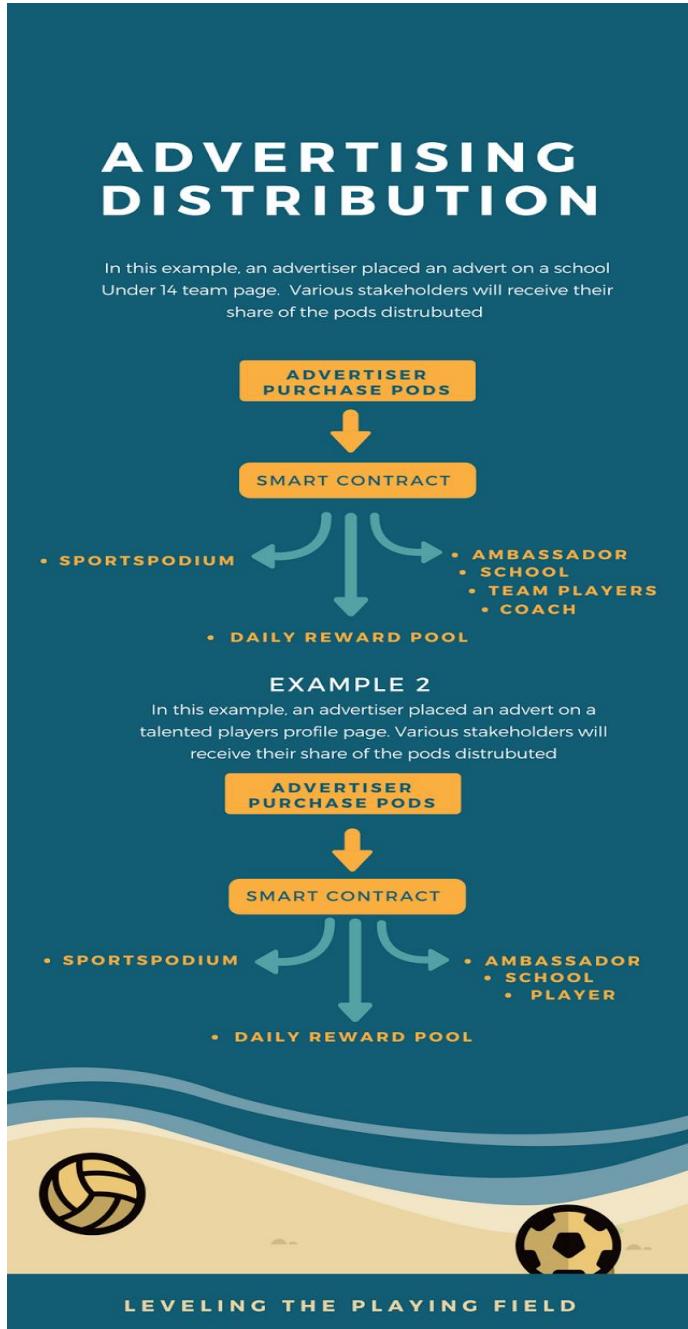
In order to ensure SportsPodium users actively participate in their duties as part of the process, each user will receive rewards for doing their usual tasks by entering data into the SportsPodium Blockchain. The Blockchain will generate daily loyalty rewards in the form of cryptocurrency tokens, which 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. Local shops and virtual shopping malls can be advertised and optimised according to predictable sports seasons. 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 POD 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 specialised services. Typical premium services will include:

- Data mining services to identify talent (Based on user reputation)
- 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.

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 generalise 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 decentralised applications, application specific blockchains such as the BitShares decentralised 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 network fees, and providing a user experience similar to those currently provided by existing centralised services.

SportsPodium requires a fast, flexible and scalable blockchain to support its planned communities and the features described in the following paragraphs.

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 the governance influence will become more distributed and less centralised.

Influence

Master nodes (may or may not be block producers) are voted for according to DPOS mechanics. These nodes control network influence (changes to Smart Contracts, new Contracts, etc). Any change requires 51% or more of casted votes to be affected.

Vesting

Vesting is a time commitment to exercise influence on the SportsPodium platform. SportsPodium will have PODs and vPODs (vested PODs). vPODs won't be tradable on exchanges or even on the SportsPodium network. They can only be swapped for PODs. Users can instantly change between the two. (i.e. the currency stays liquid).

The reason for keeping vPODs is that they control influence on the network and determine voting power when they are vested. vPODs only become **vested** and create influence after 6 months. Swapping vPODs for PODs and then back will reset the time counter.

vPODs will also become **protected** and start to earn daily calculated network management fee after 1 week. Please see "Emission Model" below.

Reward Mechanism

3 Reward mechanisms:
- Reputation rewards - Data contribution and curation rewards (Athletes, Coaches, Teams, Schools/ Clubs)
- Recruitment rewards (Ambassadors, Friends and Sporting Bodies)
- Social rewards (Admins, Clubs, School, Parents, Fans)

Reputation Rewards

The blockchain rules utilise a portion of minted tokens to reward users for accurate data contribution. The rules reward athletes, coaches, teams, schools, clubs, etc., for data curation and verification. Rewards are applied with a reputation multiplier. Reputation is influenced by diligence, accuracy and performance over time.
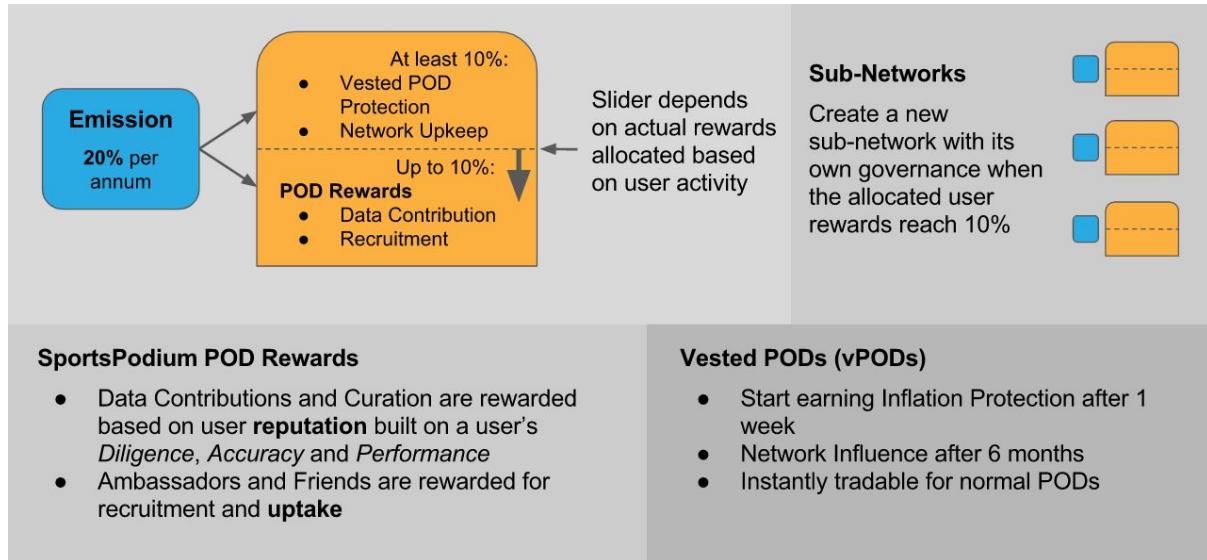
Recruitment Rewards

Ambassadors, friends and sporting bodies earn rewards based on network participation for successfully increasing user uptake.

Social Rewards

An integrated smart media platform rewards participation and interaction amongst users (for example, by admins, clubs, schools, parents, fans, etc). Social contributions for SportsPodium will be run entirely on a separate blockchain optimised for social media with a different reward mechanism. SportsPodium will interface with this blockchain with our UI toolset to provide a seamless experience for end users.

Emission Model

Tokens will be minted daily at a rate of 20% per year of total PODs available on the platform. Half of the daily minted tokens will be reserved for Recruitment and Reputation rewards and the other half for distribution amongst vested vPOD holders.

The Recruitment and Reputation rewards will be limited based on the quantifiable activities recorded by users. This means that the allocation may not reach half of the daily minted tokens. The unspent balance of this reward allocation will be added to the vested vPODs allocation.

The vested vPOD allocation will be used for network upkeep (Block producers and Master nodes) as well as the network management fee for vested vPODs.

Sub-Networks (Multi-Coin Scenario)

Our proposal to stimulate organic growth with autonomous communities is to split the community off to their own sub-network once the Recruitment and Reputation rewards reach 80% of their (10% overall) allocation. An application for splitting off the community can then be considered and a new sub-network will then be created with its own governance structure. We are likely to break sub-networks down to a network per sporting code per country depending on the level of participation.

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. We will follow a philosophy on SportsPodium that information belongs to the contributing individual.

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

Children will have to be represented by their parents who will have full responsibility for the protection of their children's information. We plan to implement Smart Contracts that will automatically transfer ownership to the child when he/she becomes of legal age.

In order to protect personal information, SportsPodium requires a sophisticated user and permission management system.

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 in communities, 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 and users gaming the system for financial benefit. Both technical and practical measures will be used to control abuse through the use of bots.

SportsPodium Functional Features

The SportsPodium blockchain will also have to support the following functional use cases:

- **Community projects and event support.** SportsPodium participants will have the ability to support community projects by donating PODs towards a community project or organised 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 too.
- **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.

Technology Considerations

A big part of the SportsPodium network will be based on social media and community interaction. This requirement is well supported by Steem's Smart Media Tokens. We plan to implement this part of SportsPodium on the Steem blockchain and integrate to other parts of SportsPodium via their API to provide a seamless experience to end users.

A recently updated version of the Steem whitepaper is available [here](#).

We plan to implement the rest of the SportsPodium solution on the Sirius blockchain. The Sirius 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 decentralised applications can be easily deployed and governed.

Sirius provides an acceptable solution to our permission management requirements through their Role Based Permission management functionality.

You can review the Sirius documentation here.

Roadmap

Our first order of business is to finish the Alpha version with our first Sports code (Golf) and establish a user base large enough to prove the SportsPodium concept (10 000 users). Basic functionality will include gathering data, wallet functionality and integration with external systems. 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 mobilise, 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 the end Q3, 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 specialised 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 subsystems 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 SportsPodium Alpha in one Sporting Code

Q3   Launch Sports 2 and 3 + Launch localised advertising engine v1

Q4   Launch additional Sporting Codes + Launch Online store v1

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 two of the 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 SportsPodium project.

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.

Not a Security

It is explicitly stated that a POD is not intended to act as a security, but that it is intended as a utility token. It is earned by behaviours and effort of the community members and to reward them. There are various ways they can derive goods and services in exchange for the token. While value may increase in the future, this is only desired inasmuch as it will enhance the reward for the member for inputting data into the system.

Tokens will be available for acquisition on various crypto exchanges for the sole purpose to allow advertisers to acquire these tokens for spend on hyper targeted advertising in the platform.

At no time will any interest, dividend or other return be made on the tokens held. In the case of vPODS the token class will simply be rewarded for their platform management activity through a platform management fee. This again is effort based.

Please consider the SportsPodium Token Sale T&Cs

https://github.com/SportsPodium/Documentation/raw/master/ITO%20Terms%20and%20Conditions.pdf