EXECUTIVE SUMMARY

SportsPodium is going to build one of the first true crypto economies by disrupting the sports industry using a social media approach to gather data building the largest database of sports related information. This project is about big data, machine learning and AI. Sports people of all disciplines, ages and experience levels will earn our cryptocurrency by entering sports related information and statistics into the platform on a daily basis. We are also enabling a sporting goods and services economy by allowing participants to spend the crypto tokens they earned within the platform's ecosystem. A direct result of the data gathered will enable us to identify upcoming talent and allow participants to promote themselves and their achievements throughout the world. SportsPodium will be the selectors of the future!

Our Token sale will enable us to deliver on this promise by using our combined skills in technology delivery, combined with our specialist expertise as top athletes and sports industry specialists. We will not only build the technology, but also aggressively grow our user base through our networks at the highest levels in sport. Our unique ambassador programme will be at the forefront of driving user uptake at a global level, but using networks at a local level.

From the successful completion of our token sale in October we will give value to our participants, using both traditional cryptocurrency distribution models and inflation management (supply side) in the short term, to creating demand for our token in the medium to long term by drawing commerce into the platform. Managing supply and demand will ensure we create appreciating value in our token that will give our community more spending power for their tokens earned.

Our project is structured to give value from the start, but with an eye on the long term, ensuring that our team, partners and advisors are all committed to make this project a success in the long term. SportsPodium will through all of this create a proper demand driven economy using crypto, and will seek to work with the crypto world and the sporting world to level the playing field in sports.

The History of SportsPodium

SportsPodium has reached this point in its development after a journey of more than seven years. Not always called SportsPodium, this is a short-potted history of the platform now known as SportsPodium.

Creating the concept

The idea conceptualised in 2010, out of the personal experience of one of the founders, Jaco Rossouw, who battled with the reasons why certain highly talented athletes never make it to the national and international level. Through his history as a developer, solutions architect and eventually technology consultant he has always solved problems through the use of technology, and was sure technology could be used to identify and promote talent in a more fair and equitable manner than is done currently.

OUR HISTORY

from idea till today

2010
Idea Conceptualised

2011
Proof of concept developed

2012
Prototype Built only focusing on rugby union and first algorithms tested

2013
Select Player, Forward and Back of the tournament only using our software algorithms based on input from the players in the tournament

2014
2 Teams of 22 PLayers selected to tour internationally only using our software

2015
Founders introduced to the life changing blockchain and Crypto Currency technologies

2016
Conceptualise the integration onto blockchain and reward mechanisms for participants

2017 Token sale
Leveling the playing field

A key driver for Jaco was an experience at school, growing up in a relatively small town. One of his school friends was a multiple record holder and champion in various track and field items, had provincial colours in multiple codes multiple times, and seemed destined to become a professional athlete. Yet this never materialised, and the opportunities to compete internationally just did not seem to come to him. It was not that he did not want to be an achiever or stopped training. In fact, he eventually became age group world champion decades later. It was mainly because for a child in a small town, that does not have wealthy parents, or a school with the means to get their talented youngster to an institution that can polish and nurture him. His opportunities were very limited.

During 2010, having come back to South Africa after working in the UK as a technology consultant, Jaco teamed up with another partner, Jaco Louw, and started working on the concept. They created a high-level outline and took that to a number of rugby unions and to people like Jake White, then world cup winning rugby coach for South Africa. The idea was met with such excitement that they decided to try and raise funding to build a proof of concept.
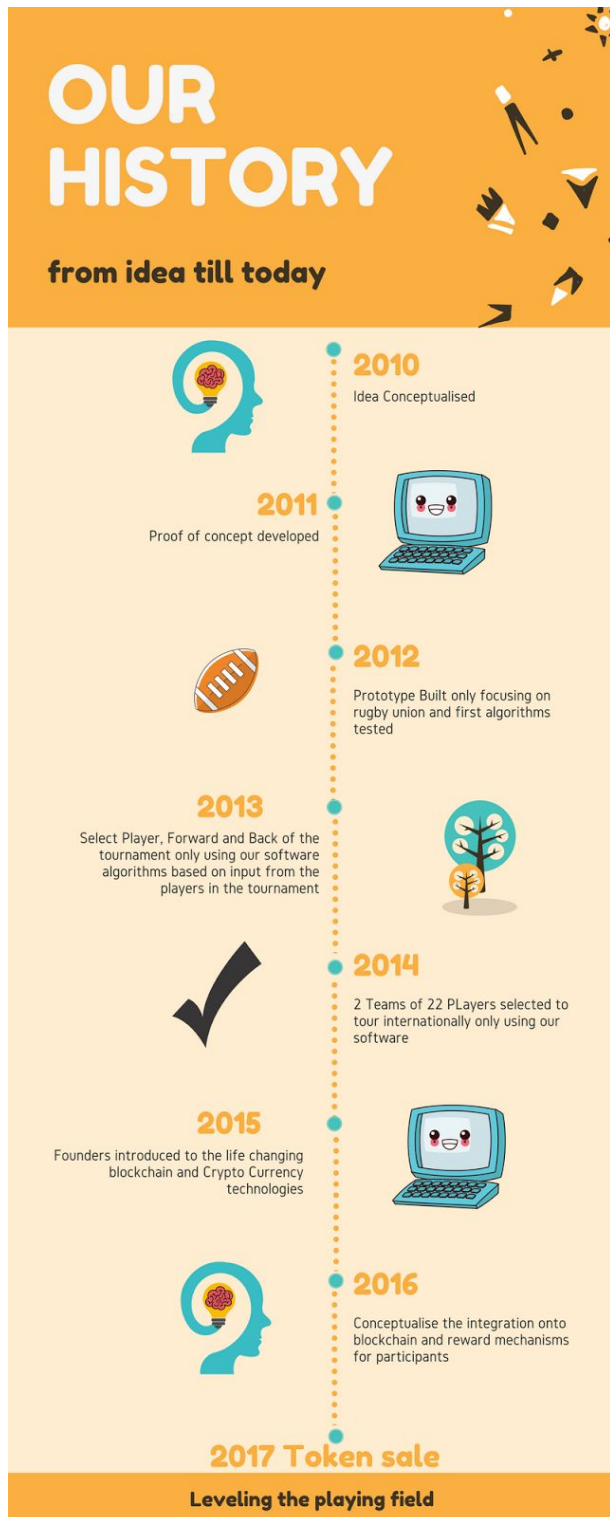
MyRugbyCV

During 2011, while employed at Alacrity Technologies, Jaco approached one of their directors and founders, Robert Marshall, with the concept. The idea was met with great enthusiasm, but the business was in the process of being sold to a large investor, and the product did not fit into the corporate client base of Alacrity. Robert however, having exited Alacrity during 2012 as part of the sale, decided to team up with Jaco and fund the building of the prototype. During 2012 the first version of what was to be known as MyRugbyCV was born, a solution only focused on Rugby, with a very basic UI, and focus on the talent identification algorithms. Using many informal think tanks and groups, the algorithms were tested and enhanced through 2012. Interestingly, the top South African youth player, using school matches as input in 2012 was identified as Jessy Kriel, now a top South African player. This was done long before any mention was made of this youngster in the press. Our algorithms were proven to work and ready to be field tested.

Konka

In 2013, we partnered with a local venue, Konka. Konka hosts an u10, u11 & u13 tournament every year. Even if we had some resistance from the school coaches that were not ready to use technology in the first year, we already had some early adopters that loved the idea. Players of the tournament were identified using our solution and while there was general acceptance, the school coaches were not ready to use the system to select the annual Konka touring team. In 2014 however, they did use our selected team as well as in 2015, proving to us that using AI and machine learning does have a place in sport.

Key challenges in growing the solution

While our solution was proven to work in Rugby, and we had more than 7000 players registered on the system in 2015 without any marketing or promotion, we still had a few major problems. We had to spend a lot more money to fund the upgrading of the UI and solution flows for mass market uptake, and we needed to take the product to market. Rewarding the users and the participants was also a major problem. We needed to generate revenue, but needed users to do that, and to get users to input data on their performance we needed to give them initial rewards until their profiles became detailed enough to use in promoting them to be recruited. While we had much interest from clubs and scouts in Europe, we struggled solving some of these key challenges.

Introducing Crypto

Towards the end of 2015, we were introduced to cryptocurrency, and during 2016, through engaging with a local BI consultant, known as @gavvet on the Steemit blogging platform where he was an early adopter, we realised that this technology will solve most of our challenges. Not only do we have a way to solve the player reward challenges, but our

to-market strategy can now also use the same mechanism and help grow the community. Through 2016 we researched extensively, engaging with a range of crypto and blockchain specialists, building a conceptual model for our solution. We even hosted a South African crypto event at the end of 2016, sponsoring it ourselves and getting Ned Scott, founder of Steemit out as a keynote speaker.

Launching SportsPodium

In Q1 2017 we finally launched, bringing in a communications and PR specialists with decades of sporting experience, Christiaan Smit, and shortly thereafter a top Olympian and international swimmer, Natalie du Toit. We completed the team with Pieter Botha during Q2 2017, and branded and announced our project, to be known as SportsPodium. Since then we have spread the network bringing on a number of advisors in and out of the Crypto world to help and guide us.

Key Principles of SportsPodium

"Creating a knowledge-based digital sports economy for all passionate sportspeople"

The sporting world is biased towards those that have more wealth. They have better equipment, coaches and facilities, and they get marketed better. Thus many, regardless of having more than enough talent, does not make it or achieve what their talent should allow them to achieve. The sporting world is also very hierarchical and often controlled by administrators with personal agendas that has nothing to do with enabling athletes to be the best they can be. Sports is big business, but the money does not flow to the participants. Many times it is not far from slave labour, to enrich a few powerful people at the top.

To level the playing field, SportsPodium means to be very disruptive and aims at two specific areas:

Equal chances to perform
Using the comprehensive dataset on the SportsPodium blockchain will allow us to identify talent that should be given a chance at a higher level. These athletes from all sporting codes will be able to promote themselves to both organisations that are looking for talent, as well as companies that want to fund and sponsor talent. This will help level the playing field, and all you need is a mobile phone or access to the internet to have a better chance.

Money flows
Money flows are very tightly controlled by federations, sporting bodies, clubs and agents, and often the athlete has no say in their own brand and very little of the money that flows that go with that. After everyone gets their share, the athlete gets a small percentage.

SportsPodium will invert this, and will ensure that the athlete can more directly benefit from their abilities and effort.
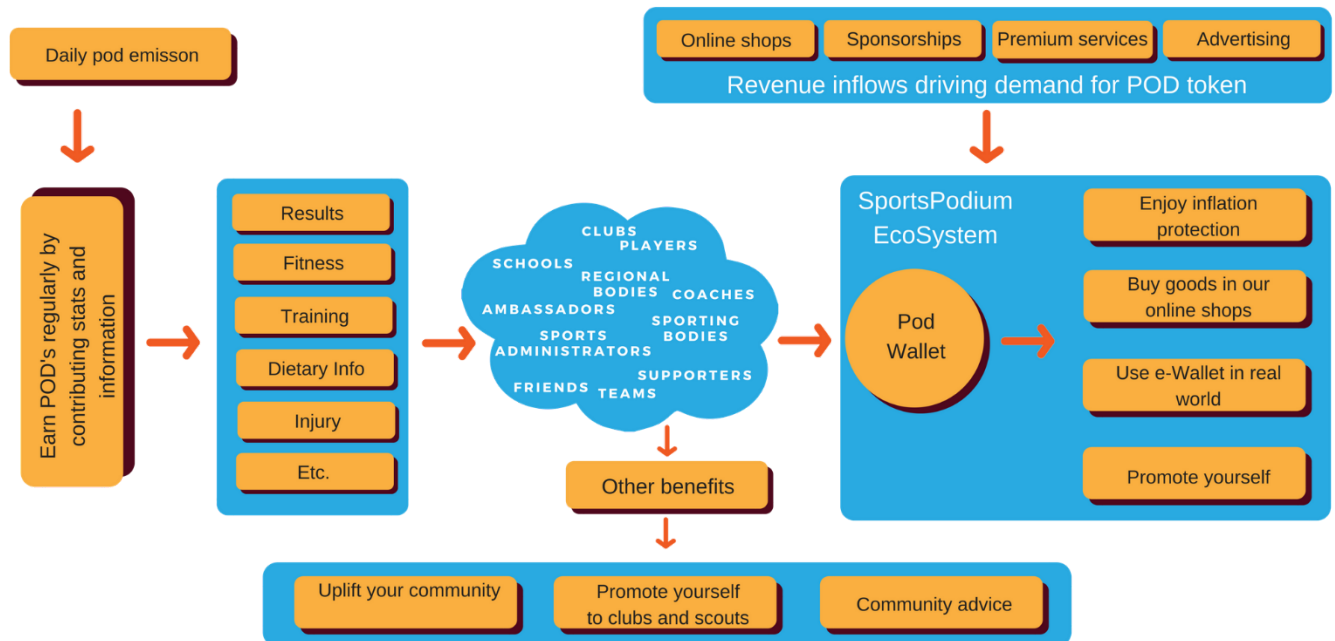
We will do this by requiring all interaction in the platform to be in PODs, so even if a large brand want to advertise they will convert their fiat money to PODs and then use PODs to buy advertising, etc. Through this we will then be able to combine these transactions with our daily token creation and distribute directly into athletes' wallets in SportsPodium, rather than through third parties that controls access to their finance.

Community value

SportsPodium is a business and will run on commercial terms with the intent to make a profit. It will do this via growing a massive and robust online community by ensuring that the whole community share in the proceeds of both token creation and revenue streams into the platform. SportsPodium will earn a share of the value created, with which it will maintain and grow the platform and ecosystem. However, as a consensus driven platform it will do so with the support and approval of the community. Income and value will be shared with the community based on smart contracts and in ratios based on impact and influence on the community.

Everyone that actively participate in the community will get a reward based on their influence. From a sporting code Ambassador to the athlete itself, PODs will be transferred based on smart contracts that use diligence, influence and performance as measures of share. This way an athlete, his club, union, federation, marketing agents (Ambassadors and friends) and the stakeholders, all get a fair share of the value created in the ecosystem.

Goods and services economy

To drive demand for PODs and thus increase the value of PODs, SportsPodium will be a complete Crypto Economy, where goods and services will be acquired and paid for using our cryptocurrency, PODs. All our community members will be able to earn PODs, and if brand and product owners want to sell, promote and advertise their goods, they will do it in PODs. Thus, a full goods and services economy will be created driving up demand for PODs, market cap (GDP) and value for everyone that holds PODs

Using the small village

While the platform will be completely international, spanning all countries and sports, a key principle remains localisation. From our classified advertising engine, to our mall, there will be a large focus on buying and promoting locally. This way the local shoe or bat manufacturer can both sell locally and reach new markets they would never have been exposed to before. One of the key benefits is the ability of people in the platform to give advice, rate products that are sold online, and share information. As a new parent or participant in a sporting code, one often has no idea what is good or bad, where one should go and what one should buy. By being part of the small local community through our portal structure, these people can now get proper advice, allowing them to spend their money on what is needed, and potentially saving them much stress and money.

People and organisations involved with SportsPodium

Quadro Holdings

Founded by Robert Marshall and Jaco Rossouw, with a number of other partners, Quadro is a technology service and consulting business. It is a holding group with subsidiaries focused on bespoke software solutions, consulting and resourcing across Africa. Clients have included institutions such as Telkom SA, UNISA, BCX, and various government departments

Robert has a BCOM (Accounting and Law) and an honours in Business management from Stellenbosch University, specialising in project management. Starting his work life in accounting, he quickly moved to IT and was IT manager for a number of companies until he started his first business in 1999. Successfully building a niche IT training business he sold it in 2002 and consulted for a number of large companies, including Old Mutual PLC, where he was an ICT programme manager for a number of years. In 2007, he joined with another partner and formed what was then called Comprehend IT, a business the two of them grew first organically and then through a merger to a business with large offices across South Africa, and with more than 150 staff, called Alacrity Technologies. During 2012 Robert helped engineer the sale of the business to a large ICT business called Argility Technologies

and chose that point to exit and explore a number of other ventures resulting in starting QuadroIT.

Robert leads the SportsPodium project and provides the general and business management support to the team. Bringing all is ICT entrepreneurial and delivery management and consulting experience, Robert guides the project and team.

THE DEVELOPMENT TEAM

SportsPodium have a small core team at this time, and will scale both locally and internationally once the ICO is completed. Currently two of the core team is full time on the project, with the below partners in support. This team will be the technology core, and will be augmented once the ICO is complete.

Leading the team is Pieter Botha, with extensive experience in solution design and development. With a degree in computer science Pieter has lead big teams of developers both in bespoke development and product development. Pieter has made impact with anti-poaching solutions, and have researched blockchain technology extensively. Pieter not only mines crypto, but has built a business model around allowing others to make money out of mining. Pieter will lead the blockchain team in the project.

Jaco also plays a key part in this team, using decades' worth of solution design experience, to help architect the solution. Jaco started as a developer, working on low level languages in the 1990's, and have been contracted on military projects for the US defence force that required him to have high level security clearance. Jaco was an earlier adopter of the Microsoft SharePoint platform, and have been a speaker at events across the globe on this and other solutions. He has headed up departments in large African ICT companies, helping many large clients solve problems through the clever use of technology.

Quadro ShiftBit is another company in the group, providing development services to companies and a number of products. They amongst others have been doing the mobile development for Steemit (Inc.), the US based company that launched the crypto based social media site Steemit.com in 2016. ShiftBit has extensive web and mobile experience and is led by Robert Oswald, an exceptional software engineer with a MEng from Wits University in South Africa.

The final part of the technology team is Rocket Pixel studios, an UX and UI business. Led by Graeme Oswald, with a BA in Graphic Design from Midrand Graduate Institute, Rocket Pixel has extensive graphic and web design a well as UI and UX experience. They have been brought in during 2017 to do all Steemit's UI and UX work and have a long list of clients built up since 2014.

Marketing and promotions

While the initial part of the project will be very focused on technology, a major part of this project is driving adoption.

Partners

Besides our technology team using a number of partners we also have some key partners in other areas.

EOS

Key in our technology search was finding the right blockchain. We had specific concerns with the speed on Bitcoin, and there were key factors including speed with Ethereum as well. We considered forking the Steem blockchain based on Graphene, but also had many challenges, mainly around the smart contracting artefacts as well as some challenges on major exchanges.

Having also looked at other options such as Tezos, we felt many of these do not have a team with the track record that we will feel comfortable with and thus we engaged Dan and the EOS team. We have selected EOS as the correct partner on the blockchain side, and have been in discussions with them on how to time our project with theirs, being one of the first major projects that will use EOS.

ADVISORS

We are still growing our team of advisors, and we are putting a team of advisors together to help us cover not only the ICO and fundraising, but also the sporting world, government engagements and more. We have had a core team of advisors working with us since 2016, and leading up to the ICO we will be announcing more public advisors.

Lorien Gamaroff

Lorien Gamaroff is the founder/CEO of Bankymoon, a blockchain and cryptocurrency consultancy and co-founder/CEO of Centbee, a cryptocurrency payments and remittance company.

As South Africa's foremost blockchain expert, Lorien has been invited around the world to speak on digital currencies and distributed ledgers and their benefits for emerging economies. He has addressed the IMF, World Bank, FBI and Commonwealth Secretariat, the South African Reserve Bank, TEDx and a host of banking professionals and attorney generals throughout the world. He offers insight and guidance to business executives and advises government on blockchain technologies and their implications.

He pioneered blockchain payments for utility smart metering and was the co-founder of the Blockchain Academy which educates professionals on all aspects of Blockchains from regulations to software development. An entrepreneurial and energised personality

combined with extensive development experience he is creative and innovative, leading projects from inception to implementation and beyond.

Gavin Vetten

Gavin Vetten has 20 years Solution Architecture and Enterprise Systems Analytics. This knowledge and experience is now being applied in the blockchain space. Gavin has extensive experience within the big data space and this will come in very handy when our database grows parallel to our expectations. Gavin is also an eager crypto trader and has gained experience in the Fintech space during the past few years.

Jan Albert Valk

Jan Albert is experienced business leader in finance in emerging markets. Focus on SME Finance, Leasing, Private Equity and Venture Capital his specialties are in: SME Finance, Private Equity & Venture Capital, General Management in multicultural environments. Jan Albert speaks 5 languages (English, Dutch, French, German, Spanish), and has a great track record in raising funding for African projects from Europe and surrounding areas.

Sakkie van Wijk

Sakkie van Wijk is a dynamic, passionate, accomplished and diversified Executive Level Professional. He has more than a decade of experience across a variety of challenging Operational, Senior Leadership/Management functions, with a proven ability to streamline business outcomes with across-the-board proficiency. Sakkie focusses on various disciplines in business, including the following business clusters: Strategic Leadership | Design, Execution and Control of Strategies, Vision, Systems and Policies | Capacity and Stakeholder Relations | Organisational Transformation | Leading Client Services | Project Management | Operational and Business Management | Business Analysis and Optimisation | Staff Management, Guidance and Mentoring | Skills Development. He has a forward-thinking mindset to build strategic partnerships and focus on Stakeholder's value. Sakkie has raised finance for ventures in the leasing and asset based finance industries worth 100's of million Euros.

Joseph Stuhlman

Joseph Stuhlman advised and led marketing efforts for various blockchain projects. Since the birth of Bitcoin, Joseph Stuhlman was and still is a reference in blockchain technology, from early mining pools to altcoin development and various investments. He has a wealth of connections that spreads the Americas, Asia, Europe and beyond. His technical skills and trading experience over the past few years has given him the know-how of sorting the good from the bad.

Funding

SportsPodium will have a pre-tokensale to a closed network of buyers followed by a short development phase in order to proof the concept to the crypto and sporting communities.

Pre Token Sale

SportsPodium will raise 3 000 ETH from early backers during a closed pre-token sale.

1 ETH	2 000 PODs	Additional 75 % Bonus

SportsPodium will generate 21 000 000 PODs during the pre-token sale which calculates to 8% of the total PODs that will be created during the main token sale.

SCHEDULE

We will launch a public token sale after the pre-sale to raise funds for the SportsPodium project. The main token sale will be capped at 50 000 ETH.

- 15% Advisors and Partners - Liquid

- 30% Foundation - Vested

- 5% SportsPodium Team - Vested
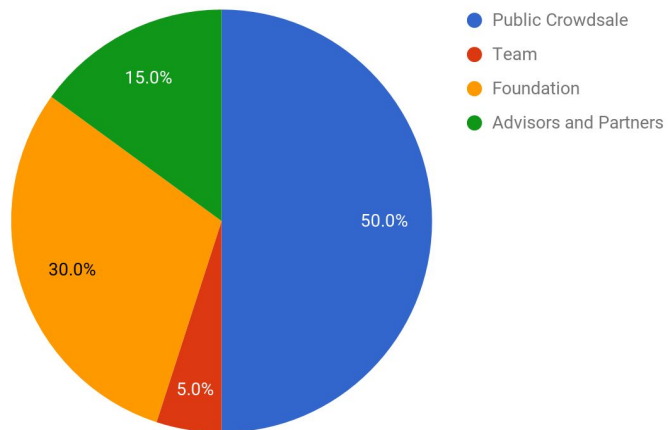
Divesting

Vested accounts will be locked and not be able to trade the ERC 20 PODs. The vested Advisors and Partners will only be able to start divesting once the main SportsPodium blockchain is deployed. SportsPodium Foundation and Team will be allowed to divest their PODs according to the following schedule:

	Foundation	SportsPodium Team
Year One	20%	

Year Two	40%	
Year Three	40%	100%

While many token sales try and raise as much as possible we believe it is important to cap the Token sale at an amount we need rather the maximum we can get for the following reasons:

1) Too much money causes startups to fail: there are many real-world examples where raising too much money has made start-ups complacent, or even arrogant, and when the money runs out, they have not created any resilience or structures to deal with having to run a business on real world cash flows.

2) Oversupply keep the price down: We want to give a return to our early participants by growing the price of PODs. The higher initial supply the more difficult that will be. We will rather be oversubscribed and have more people with demand for PODs than exhaust supply early on.

3) Long term view: As the founders, we do not intend to make ourselves rich out of token issues at the start or out of obscene amounts some token sales are raising. By not creating a completely over inflated expectation due to massive capital raised, we are more likely to grow positive messaging around the project and grow market cap and coin value over time.

4) Raising US$ 10 to 15 million will allow us more than enough capital to fully

fund us for three years to build the tech and onboard and grow our community to have large inflows of cash at the end of the period.

Bonus tokens during token sale

To both incentivise contributors to contribute early on and reward early contributors, SportsPodium has set bonuses as per the below table. PODs will be based on 3000 PODs per Ether, given a trading level of $300 per Ether. This will be adjusted the week before the ICO starts based on the current Ether price at that time and will remain static through the token sale.

First 16 666.33 ETH	Bonus 25% additional PODs awarded
Second 16 666.33 ETH	Bonus 20% additional PODs awarded
Third 16 666.33 ETH 10 to $15m	Bonus 15% additional PODs awarded

Project Planning

The SportsPodium team has got extensive business, delivery and technology management skills. To make the project successful the team believes that funding the project for 2 to 3 years are required and have built a financial plan around this timeline. All funds raised will be specifically applied to enable the team to build and take the solution to market as outlined in this document and the whitepaper. To commercialise the project fully and given the full funding requirement being reached, the following specific areas is needed:
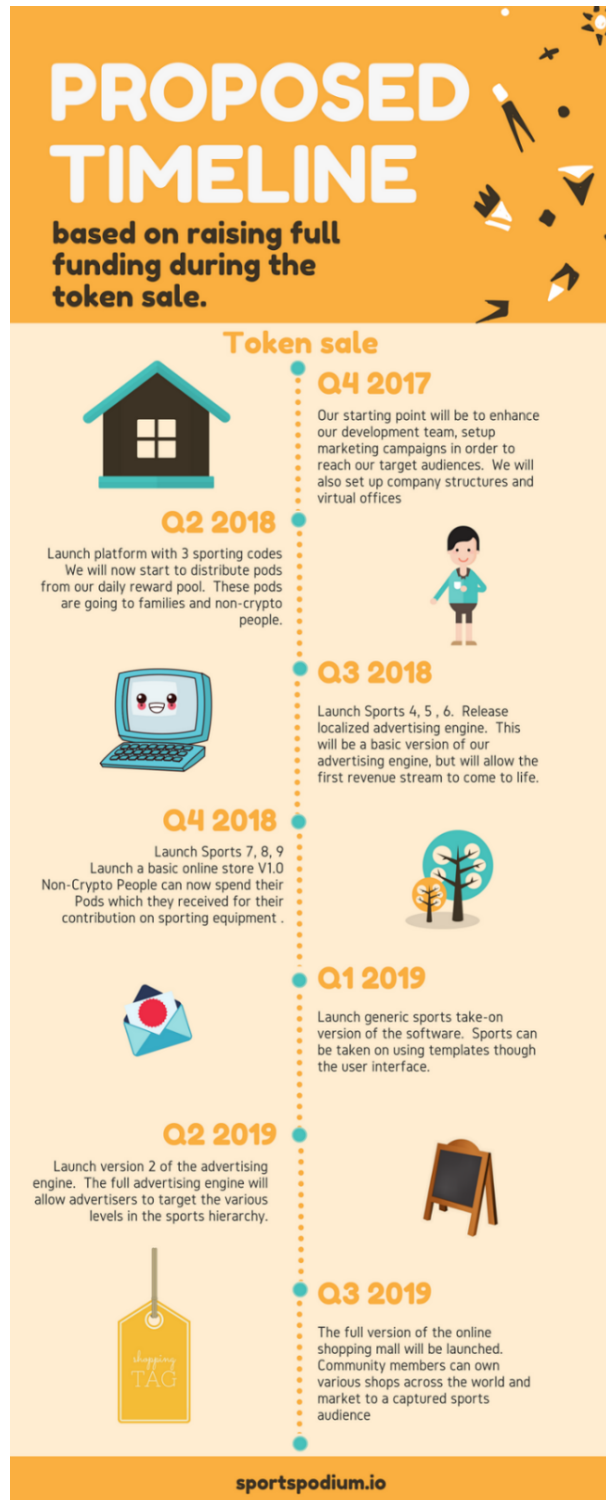
Technology Solution

A basic solution was created between 2012 and 2015, with working algorithms that will drive the AI side of the project, but much rework will be needed on UI and UX. The major component of development will initially focus on the blockchain and integration of the main application into the blockchain.

The SportsPodium platform will be built over the first few months of the project around the current core team. The team will be fully funded for 36 months, and will continue developing various aspects of the product including our shopping mall, advertising engine, sponsorship and donation engines, as well as enhanced AI and data input interfaces through this period.

The technical cost, including hosting and platform costs plus the development team will need $4.75 m over the three-year period if fully funded.

Admin and Legal

PROPOSED TIMELINE

based on raising full funding during the token sale.

Token sale

Q4 2017

Our starting point will be to enhance our development team, setup marketing campaigns in order to reach our target audiences. We will also set up company structures and virtual offices

Q2 2018

Launch platform with 3 sporting codes We will now start to distribute pods from our daily reward pool. These pods are going to families and non-crypto people.

Q3 2018

Launch Sports 4, 5 , 6. Release localized advertising engine. This will be a basic version of our advertising engine, but will allow the first revenue stream to come to life.

Q4 2018

Launch Sports 7, 8, 9
Launch a basic online store V1.0
Non-Crypto People can now spend their Pods which they received for their contribution on sporting equipment .

Q1 2019

Launch generic sports take-on version of the software. Sports can be taken on using templates though the user interface.

Q2 2019

Launch version 2 of the advertising engine. The full advertising engine will allow advertisers to target the various levels in the sports hierarchy.

Q3 2019

The full version of the online shopping mall will be launched. Community members can own various shops across the world and market to a captured sports audience

sportspodium.io

One of the advisors for SportsPodium is an advocate with more than a decade ICT experience and will be very closely involved with SportsPodium. SportsPodium is also working closely with an international legal firm specialising in ICT, blockchain and cryptocurrency.

Admin costs focus on business management and support roles, and while extensive remote work will be a key part of the model, potentially reaching a distributed workforce across the globe, certain key administrative items will be required to be funded. Legal cost planned is on a retainer basis contracting our legal partner to act on our behalf and advise us where needed. Complete funding applied for the period if fully funded will be around $1.75 m.

Communications and marketing

A key part of the project will be using top sports names and brands to act as SportsPodium ambassadors. While our marketing budget is a relatively large portion of the project, it can be far larger should we have to rely on advertising to grow the community. Our marketing efforts are thus mainly aimed at using the disruptive nature of the project that will benefit athletes from all over the world, combined with a revenue sharing model, to recruit our ambassadors. This effort has already been put in place and we are working with a number of sports NGO's and organisations that will get the word out there for us through their networks and social media presence.

While we do plan for PR and advertising spend to support our ambassador network, most of our initial effort will be to recruit these top sports people into the ecosystem, and this

would require extensive travel and face to face time with them. On the team we have an Olympian and Paralympian that is world renowned for not only her sporting achievements and awards, but also in her role as a fair play ambassador and international speaker. Having addressed the UN and the European parliament, as well as being a Laureus Ambassadors she has direct access to a massive network of sports bodies, stars and people. With Natalie du Toit and our in-house PR and communications specialist, Chris Smit, we are already in contact with Olympic committee members to sports stars and influencers in the sports world.

Marketing spend to aggressively take to market the solution is set at $8 million for the three years, and includes the teams cost. We are not going to pay the Ambassador network upfront but will award them with PODs for helping the community grow. There is lots of excitement in the sporting world about this approach.

BUSINESS DEVELOPMENT

Through our team's networks we have extensive access to sporting bodies and organisations throughout the world, and the whole team is actively using this to not only get word out there, but to try and sway as many sports federations, NGO's and bodies to support us and also benefit from the project. With Natalie and Chris's reach and Robert and Jaco' s negotiating and partner management skills, a lot of effort will be put into growing the partner network for SportsPodium.

GOALS LONG-TERM GOALS

By a creating a large multi-sport community with fair and transparent flows of money, this project will create a new structure in the sports world. Using AI to select teams, transparency of the blockchain to track money flows and big data to understand and inform far more than we can do now, this project wants to help make sport as a profession, passion and hobby far more accessible to everyone.

COMMUNITY GOALS

The community will not only benefit from earning for their participation, but will be able to ensure more transparent management and control in sport. Certain aspects of sport need federations, governing and administration bodies, but these are far too powerful and have completely overstepped their purpose in the professional era. Too many people are using others to make their fortune.

Role of sports administrators and bodies
Through creating tools and mechanisms to deal with revenue streams, smart contracts that control relationships, we will no longer require administrators to deal with these aspects. There still is a large requirement for these bodies, but their supreme influence will be diminished.

Federations, sporting bodies and administrators should focus on the following instead:

- Set the rules of participation and competition

- Set selection criteria for international and national competitions

- Organise championships and events

- Promote and grow the sport

Knowledge sharing and information

Access to records, knowledge and information should be open to everyone in that code. The way this is presented can be contextualised by parties using their portals in our ecosystem, but will be accessible to all. Certain information will be monetised, especially if parties are earning an income out of usage of that information, but the information will be widely available.

DEVELOPMENT GOALS

Key focus on the project will be the following development goals:

SECURITY

Certain information will always be available and open to all, such as sports results and participation, as this is already publicly known. However personal profiles and information will be tightly controlled and secure.

PRIVACY

Users will not be accessible unless they allow or desire accessibility by others of their profile and data. Information will be made available publicly as aggregated statistics but individual user information will be fiercely protected.

API access

While many features will be directly built by the SportsPodium team, there will be many areas where others would like to contract with the community to utilise data. Key to this would be the need to ensure that these transactions still take place for the benefit of the community, and that where 3rd parties earn revenue out of such interaction, they would do so on commercial terms. Smart contracts will be created for these with revenue flowing back to the community pool for distribution.

Examples of such areas are the ability for scouts to search for talent, market research and creating web portals for sports people and bodies. Especially in the latter SportsPodium intend to allow web developers to use our tools and access our data to build highly informative web portals. These portals will have rules of engagement around advertising revenue streams amongst other and would exist within the platform.

RESEARCH GOALS

Many sporting codes have far too little information available about participation, demographics, etc. and therefor battle to support growth for their sport. Through our big data approach, we will collect extensive information that will be used to support these sporting codes to develop their sports across the planet.
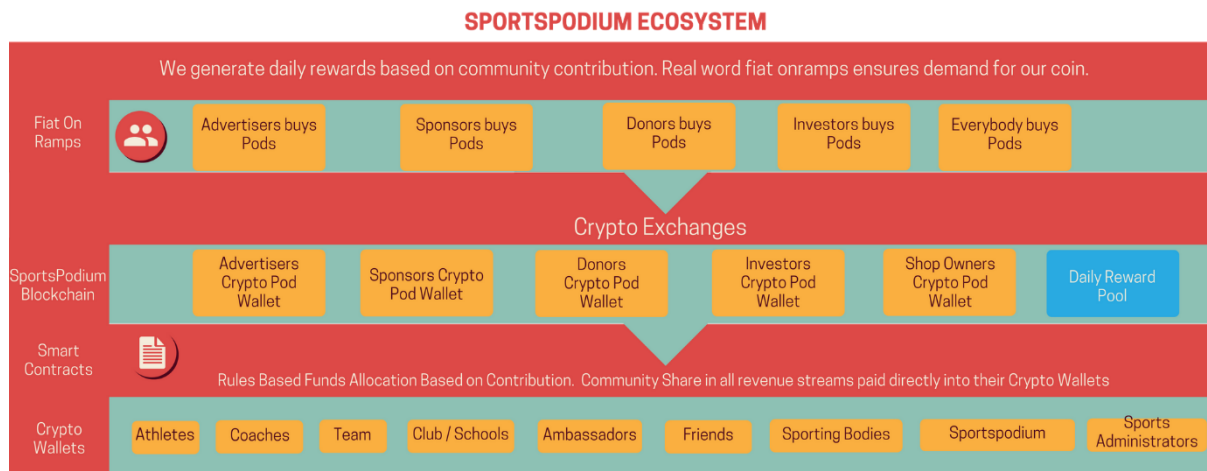
Managing the SportsPodium Economy

SportsPodium will not just be an amazing platform for sports people to interact, promote themselves, get information and earn PODs, it will be an economy in its own right. In order to make the PODs that our community will earn more valuable, SportsPodium will carefully manage this economy.

Aspects such as inflation, growth relative to other online and fiat based economies and perception will be managed very carefully to ensure that our members keep getting more for their PODs. In order to do this, we will make sure that there is continuous increase in demand, and that the amount of PODs in circulation only grows in order to ensure enough liquidity in the system. Demand will be ensured by growing communities and by outside parties requiring PODs to interact with the communities.
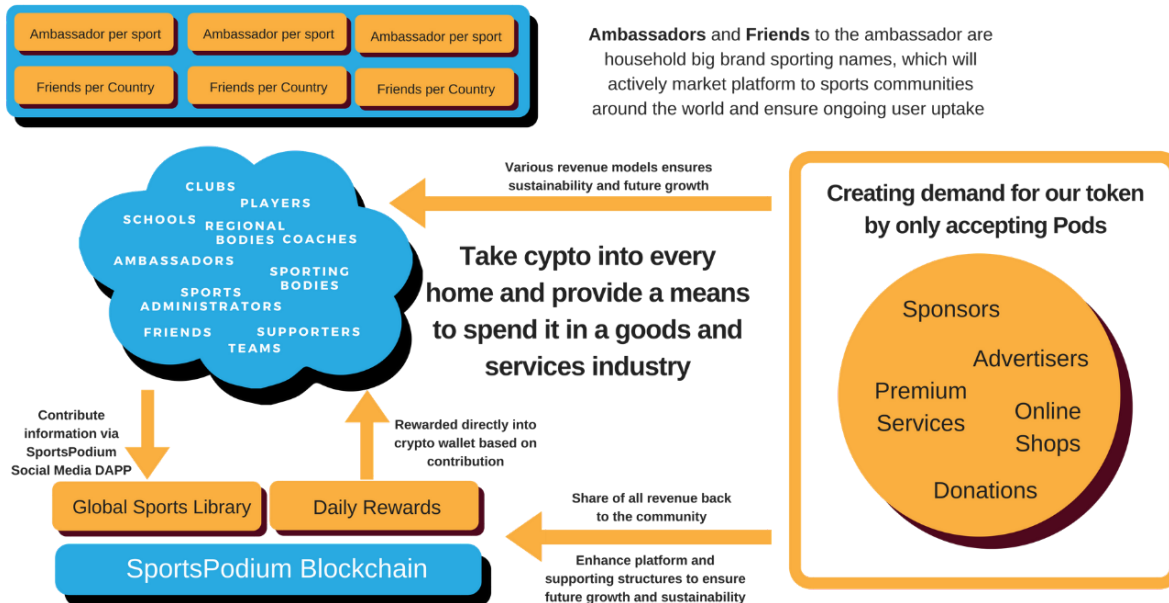
Demand side management

Demand will be created through three key areas: perception of value, growth in the community numbers and goods and services. The SportsPodium team have numerous subprojects all aimed to make the demand for PODs grow aggressively and not only increase market capitalisation (volume of PODs in circulation x price per unit) but also ensure that there is a specific focus on growing price per unit.

SPORTSPODIUM ECOSYSTEM

We generate daily rewards based on community contribution. Real word fiat onramps ensures demand for our coin.

Fiat On Ramps	Advertisers buys Pods	Sponsors buys Pods	Donors buys Pods	Investors buys Pods	Everybody buys Pods

Crypto Exchanges

SportsPodium Blockchain	Advertisers Crypto Pod Wallet	Sponsors Crypto Pod Wallet	Donors Crypto Pod Wallet	Investors Crypto Pod Wallet	Shop Owners Crypto Pod Wallet	Daily Reward Pool

Smart Contracts	Rules Based Funds Allocation Based on Contribution. Community Share in all revenue streams paid directly into their Crypto Wallets

Crypto Wallets	Athletes	Coaches	Team	Club / Schools	Ambassadors	Friends	Sporting Bodies	Sportspodium	Sports Administrators

Perception of value

When people feel positive about an item, and have a long-term expectation of growth in value, they would buy and hold the item. While PODs are not specifically desired to be an investment, as many other cryptocurrencies are at the moment, this area will not be neglected and through an aggressive marketing campaign that will be sustained in the long term as a key discipline in maintaining the platform. Using the high media profile of sport, sport starts and sport events, SportsPodium will remain at the top of mind.

Through creating more fairness, transparency and a level playing field, SportsPodium will create massive brand equity and could rival many other major tech firms in the world, guaranteeing its long-term success.

Community growth

By growing a large community, with many people earning PODs, there will be increased liquidity and increased external demand for PODs. The larger the community the more sponsors, advertisers and vendors would want to reach the community members. For any of these parties to be able to transact in the SportsPodium ecosystem, they will need to hold PODs that they either can buy on an exchange outside of SportsPodium directly from SportsPodium community members or on the internal SportsPodium exchange.

A large community would increase the number of transactions taking place. Transaction volumes will help increase our Network value, and drive up our currency relative to others.

Goods and services economy

The heart of the project is to create an economy where community members can buy goods and services in the platform by earning or buying PODs. Every single revenue stream, while also earning income for the community as a whole, through a share of the transactions, will drive increased demand for PODs.

Online Store

At the heart of the goods and services economy will lie our shopping mall, where merchants and service providers from all over the world can sell their goods and services

to the community that will pay in PODs. These services will both be localised and internationalised.

For a low transactional fee, we would enable these traders to access the community. Logistics management and actual sales processes will all be for the merchants to manage, but money would flow through the platform for the benefit of the community
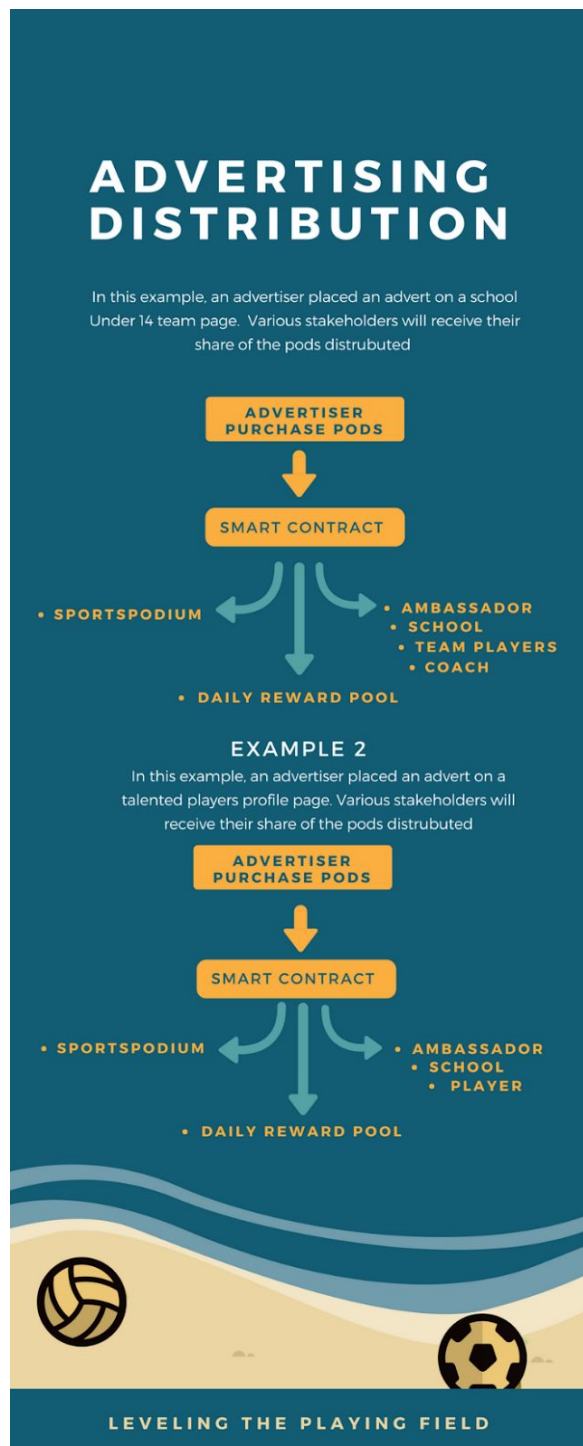
Advertising

Not only will large nationals be able to advertise on the site as a whole, but will create a unique advertising engine that will allow clubs, schools and local organisations to leverage off local advertising strait on their site. This way a local sports or clothes manufacturer will be able to directly advertise on a team or even individual's portal, allowing them to generate revenue. Dads can now advertise on their kid's school sports team's portal, get amazing exposure in local communities as well as help the team, school, club or sports person to raise funds.

For these advertising opportunities, the advertiser will need to pay in PODs so will need to acquire PODs on either the open market or acquire or earn PODs in the platform itself.

Sponsorship

Sports teams and people will be able to be directly raise and secure sponsorship on the platform, using our smart contracts to conclude deals. Sponsors will pay the sponsorship in PODs.

Premium services

Various premium services will be able to be subscribed to such as profile promotion, detailed database and profile searching. All of these will be paid for in PODs.

Supply side Management

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.

Governance
The SportsPodium blockchain will be created by the SportsPodium foundation. The network will be influenced by SportsPodium in the beginning because of significant POD vesting. But as the network grows, influence will be distributed organically to ensure a representative governance for the network.

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 can't trade 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 inflation protection after 1 week. This is detailed in the section 9.1.2 below.

Reward Mechanism
The project will have three 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)

Athletes and coaches earn rewards based on activity. Rewards are applied with a reputation multiplier. Reputation is influenced by diligence, accuracy and performance over time. Ambassadors, friends and sporting bodies also earn rewards based on network participation (growth).

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 vested vPODs. The Recruitment and Reputation rewards will be limited based on the quantifiable activities recorded by users. The unspent balance of this reward allocation will be added to the vested vPODs allocation.
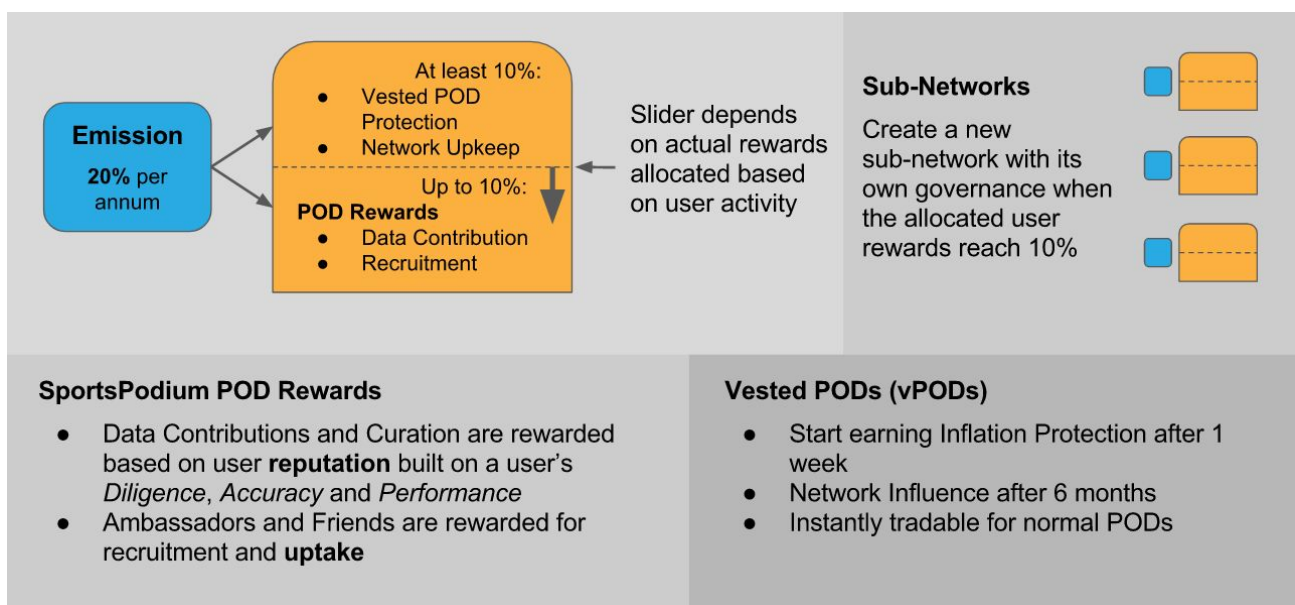

Figure 1 SportsPodium emission model

The vested vPOD allocation will be used for network upkeep (Block producers and Master nodes) as well as inflation protection for vested vPODs as determined by the master nodes currently voted into power by the vested vPODs.

Sub-Networks (Multi-Coin Scenario)

We intend to stimulate organic growth with autonomous communities, through splitting the community off to their own sub network once the Recruitment and Reputation rewards reach 80% of the 10% allocation. 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.

IF THE FOUNDATION IS ENDOWED WITH

The Project is aiming to raise US$15 000 000. This will fully fund the project for three years, allowing the project to grow to a point where it is completely self-sustainable. The project

team is tied into this period in terms of their POD allocation, and will grow the project technically, commercially and from a community and marketing perspective with its current skill set, augmented as outlined below based on the funding point.

**All projections is based on a two year period, to the end of December 2019.

Capability	US$ 2 Million	US$ 5 Million	US$ 10 Million	US$ 15 Million
Technology Team	5	10 - 15	15 - 20	20 -25
Legal Services	No specific allowance	Ad Hoc Legal Consultations with partner firm	International Law Firm Retained	International Law Firm Retained
Administration Services	Current Team Runs and manage all aspects of the business	Current Team Runs and manage all aspects of the business	Specialist management in financial and other areas	Specialist management in financial and other areas
Communication and Marketing	Network marketing through: 1-3 Ambassadors 5-10 Friends	Network marketing through: 1-3 Ambassadors 20-50 Friends	Some media marketing and Network marketing through: 3 - 5 Ambassadors 100+ Friends	Some media marketing and Network marketing through: 5+ Ambassadors 250+ Friends
To Market				
Sporting Codes	1 at launch (3 in 2 Years)	1 at launch (3 in 2 Years)	3 at launch (5 in 2 Years)	5 at launch (10+ in 2 Years)
No Of Countries Targeted	3-5	5-10	10-20	20+
Player Penetration	0.5%-0.75%	0.75%-1%	1%-2%	2%+
No Of Athletes	500k	1 Million	1,5-2 million	4 Million +
Revenue Streams				
Advertising	1-3	5	20-50	250+
Sponsorship	0	2-5	10-20	500+
Advanced User Services	No Charged for services	< 0.1%	0.5%	2%+
Online Shop Annual TO	No Shop	No Shop	US$ 1 m	US$ 5 m +

Figure 2 Project scaling per funding point.

Funding points

For illustrative purposes, we outline various funding points in the table, to give an indication of project scaling and capacity based on the amount of funds raised. Given these funding points, the project will be able to focus resources in such a way to ensure project success. At lower levels, the project will have less user uptake, but will be driven in a more regionally and sector focussed manner. At higher levels, the project would be able to gain much larger user uptake. At all these funding points the project is designed to ensure stakeholders are rewarded for their involvement.

Capability

At the lower point the project is focused on developing the platform technically, and user growth will be focused on close networks, as well as be regionalised. Capability will be limited and focused on key success factors such as user size. At various funding points the

technology team will be increased to allow for more functionality and feature development that will allow us to offer users more richness and drive larger user adoption.

Marketing
A key part of the project is to drive user adoption through our network of "ambassadors" and "friends". There will be one ambassador per sporting code, and depending on country size we will have one or more friend in a country. These roles will essentially be the promoters of the platform, will drive adoption and will use both their personal influence and networks to talk about and get users to sign up. They will be rewarded through POD allocation from the daily reward pool, based on their success in growing the platform.

At the lower funding points, all marketing effort is aimed at bringing aboard people that will fulfil these roles. Once we have our network activated, social media campaigning and public discussion through this network will be used to drive adoption.

At higher funding points, besides being able to more aggressively roll out sporting codes through bringing aboard more Ambassadors and Friends, we will support the project with localised marketing that focuses on brand building in support of our network of spokesman and marketers.

Taking the project to market

In order to maximise impact of funds received, we will limit the number of sporting codes based on the funding point. This allow us to both from a technical and marketing perspective use a more targeted approach to balance community growth with user experience.

At lower funding levels we will limit the number of countries we target from a marketing perspective, although the platform will be open to all users from anywhere in the world at all times. Again, this will allow us to create momentum in a maximal manner based on funding received.

By being able to draw more attention to the system, offering more features and functions and draw in more top sports people we will not only be able to target a bigger population as users of our platform, but also to drive higher penetration into that population in terms of user uptake. This will drive larger user numbers.

Platform revenue streams

At lower funding points the team will have to focus resources on core functionality. At higher funding points not only will we be able to add platform revenue streams, but also to add improved usage features to a larger community, exponentially increasing returns.

Advertising
Advertising will be the only source of income in the period at the lowest funding point. We will target a single advertiser per sporting code, requiring minimal technical work to bring

them on. At the US$10m funding point we will be able to launch our localised advertising engine early in the project, and while advertiser will then be spending less per advert, we can drive large numbers with an automated process.

Sponsorship
Sponsorship will only be viable in the first two years if we raise a minimum of US$5 million. Through creating a smart contracting capability for sponsors, we will be able to drive this capability to exponential growth at the higher funding points in the first two years.

Advanced User Services (AUS)
Due to smaller community size, and thus less credibility, paid for advanced user features would only be a viable source of revenue for the platform in the first two years if at least US$10 m was raised.

Online Mall
In order to create an online mall, we need a reasonable active population size as well as funding to be able to allocate development capability to this sub project in the first two years. At the top funding point this will be an extremely large contributor to the revenue inflows and create massive demand for PODs.