sportspodium

SportsPodium White Paper

An incentivised athlete information ledger for sports communities

Draft 2.0.3

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.

Sports participants are driven by their competitive nature and will be drawn to the level of gamification we will provide on the SportsPodium platform. In so doing, we will create a captive advertising audience with an ultra-relevant retail marketplace, while simultaneously adding real benefit to the lives of our users as well as their sporting bodies and associations.

This rewarded, captured and engaged audience will expand our share of the sought-after "Attention Economy" while recording granular, highly specific information to enable hyper-targeted advertisements to these individuals and the organisations in their sporting ecosystems, both social and institutional.

Our cryptocurrency marketplace will have a legitimate unique selling proposition, built around one of humanity's most unifying and common social activities - sport - and its associated multi-billion-dollar industries.

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.

The Problem

The problem starts with limited data and access to data. There is a lot of information available for the top sports at the top level, but very little at non-professional levels. This is a major factor in the lack of access to opportunities and lack of participation for the largest part of the world population.
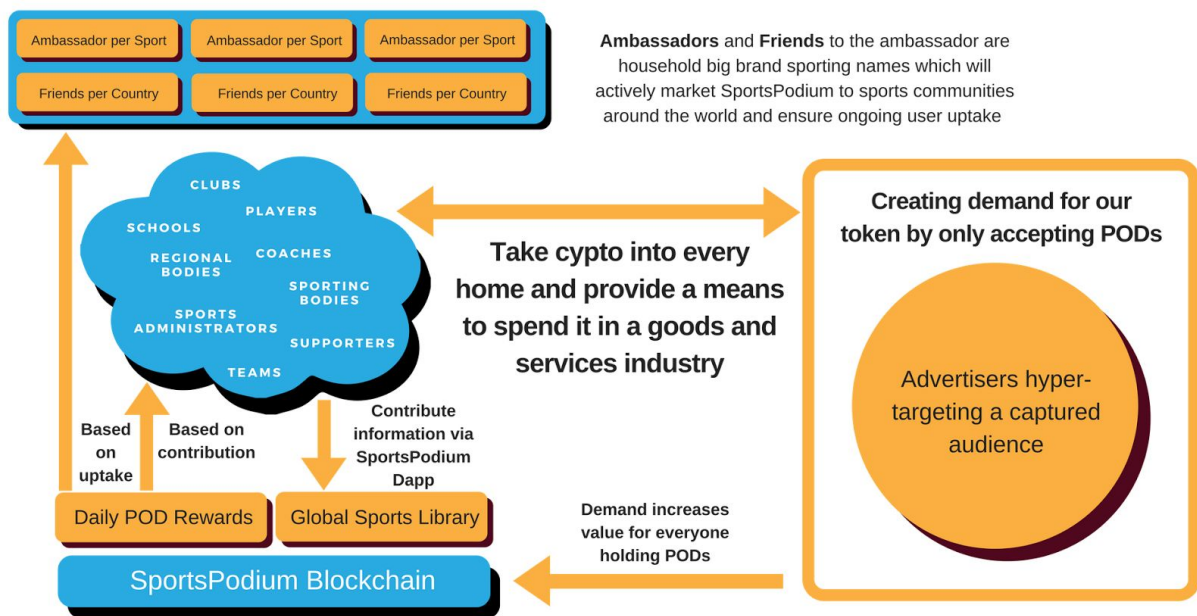
Sport has the ability to unite and inspire people, but only a small percentage of the world's population currently have access to the many types of sports opportunities that exist at many levels. These opportunities and money flows are controlled by the rich and powerful and this is something we want to change and which we have been thinking about a great deal. It is why we have come up with the idea of a distributed sports library that serves to create transparency and promote fairness and open real sports opportunities to amateurs and professionals alike.

The Solution

Very simply, create the world's largest database of sport. 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.

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

We will use Hyper Targeted Advertising as a revenue model to sustain this project in the the future. Through our token sale we will kickstart the project, but it is through driving revenue into the platform, of which the community will earn a portion back, that we will create the real success and value in the project.

Ambassadors and **Friends** to the ambassador are household big brand sporting names which will actively market SportsPodium to sports communities around the world and ensure ongoing user uptake

- The SportsPodium blockchain will be at the heart of this system to enable sports persons 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

SportsPodium is an incentivised global sports information platform. Our aim is to introduce non-technical users to the world of Blockchain and Cryptocurrency through an easy-to-use decentralised application.

Some of the key concepts in SportsPodium were realised in 2014 as MyRugbyCV.com after two years of research and development. Many successful trials and continuous improvements lead to a registered user base of 7000 rugby players in 2016 that proved the idea could work in the real world.

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 the current SportsPodium project.

Our Goals

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

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.

User Experience

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.

Curation

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 you're 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 sports persons to capture their statistics after each game, practice or training session. Coaches will rate their players (*Low impact on talent identification algorithm as they might be biased to players*) after each event and, 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, (via an Initial Token Offering) 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.
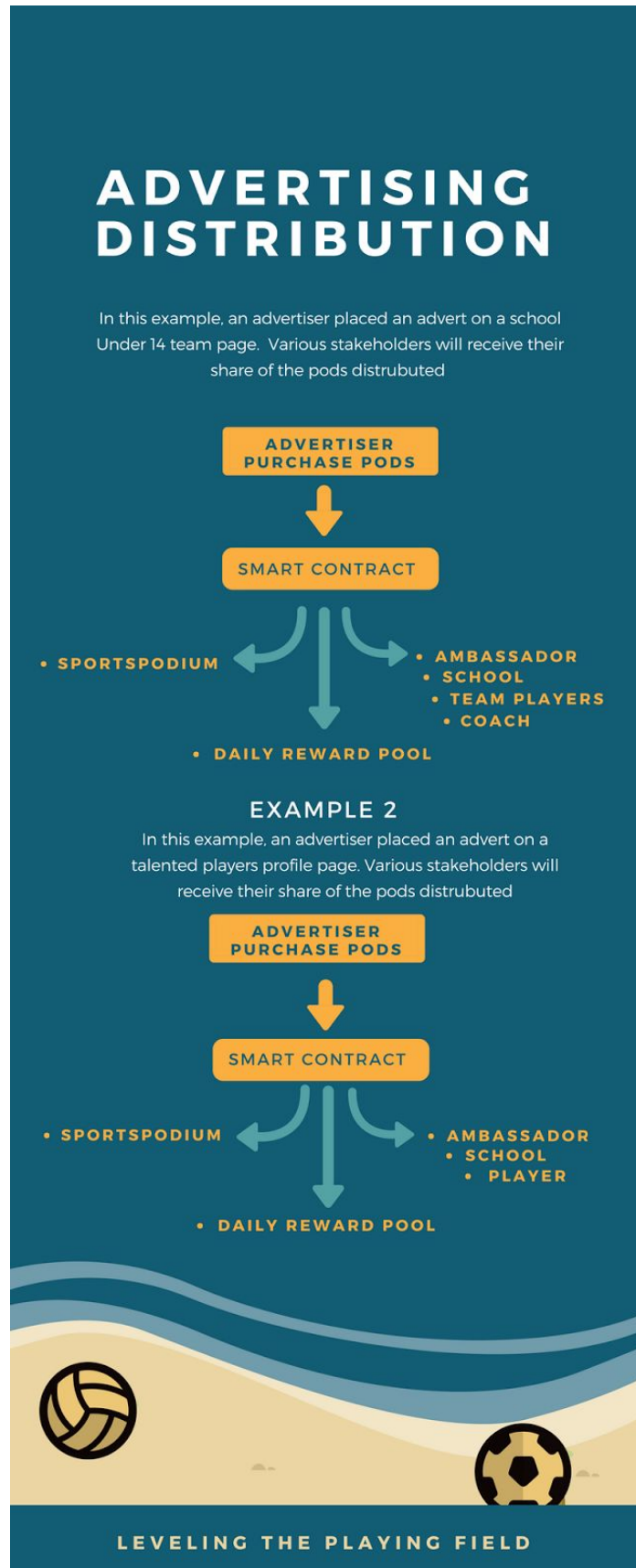
Users will receive their share of the reward pool based on their reputation and also diligence. A small percentage of the daily reward pool will be allocated to a SportsPodium crypto wallet in order to ensure that the system can be enhanced and maintained.

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. Combined with predictable sports seasons, local shops and virtual shopping malls can be optimised via advertisements. Advertising revenue will form part of the community rewards, based on the specific geographical area where the advertisements are placed.

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

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

ADVERTISING DISTRIBUTION

In this example, an advertiser placed an advert on a school Under 14 team page. Various stakeholders will receive their share of the pods distrubuted

ADVERTISER PURCHASE PODS

SMART CONTRACT

- SPORTSPODIUM
- AMBASSADOR
- SCHOOL
- TEAM PLAYERS
- COACH
- DAILY REWARD POOL

EXAMPLE 2

In this example, an advertiser placed an advert on a talented players profile page. Various stakeholders will receive their share of the pods distrubuted

ADVERTISER PURCHASE PODS

SMART CONTRACT

- SPORTSPODIUM
- AMBASSADOR
- SCHOOL
- PLAYER
- DAILY REWARD POOL

LEVELING THE PLAYING FIELD

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.

Token Sale

We are launching a public USD-capped token sale to raise funds for the SportsPodium project. SportsPodium tokens will be called PODs. The token offering will stop when the tokens sold measure up to the equivalent of $15m USD.

Application of Funds

The official launch of SportsPodium project is set for Q1 2018, directly succeeding the main token sale. The money will be used to take the project to market and to start generating revenue streams for the community. Depending on funding raised from the token sale, we will build US$50 million of annual revenue by end of year 3 of the project.

Raising the Equivalent of US$ 15 Million Target

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

Marketing (+- 50 %)

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

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

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

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

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

Development (+- 35%)

Our main development focus will be on the building of and integration into the SportsPodium blockchain, collaboration models, public/private information management, creating the reward models, gamification and specific sporting code designs, as well as significant focus on UI and UX elements.

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

Other (+- 15%)

Legal, administrative, support and management costs will make up the balance of the funding requirement and spend. Over time the business will grow and demand far more spend that will be funded out of revenue. Besides normal

business costs, there is specific cost allocated to legal costs, to cater for legal advisors and partners.

Lower Funding Points

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

US$ 10 million

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

US$ 5 million

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

US$ 2 Million

The project will mainly be focused on rolling out the initial platform and then only for a limited number of sports. Marketing will depend heavily on the impact of ambassadors, and most of the marketing budget will be focused on bringing these key stakeholders on board. In the first year we will probably only be able to target a single sport and then roll out other sports based on the revenue generation from that.

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

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 presale 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
- Tokens only minted when sold
- Trading to start directly after the main sale concludes

Token Pricing

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

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

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

| ● US $10 to $15m	● Bonus 15% additional PODs awarded

Funding Bracket

Cap: ~$15m
The token sale cap will be implemented based on the amount of Ether received en will be enforced by the crowdsale contract.

Crowdsale Start and End

The crowdsale is planned to start 4 weeks after the presale during November 2017 and end after two weeks. We will show the crowdsale progress on the SportsPodium website.

SportsPodium Crowdsale Allocation

For each token bought, another will be minted, resulting in double the amount of PODs actually sold. The 50% additional PODs will be transferred to the SportsPodium Foundation wallet and be allocated as follows:
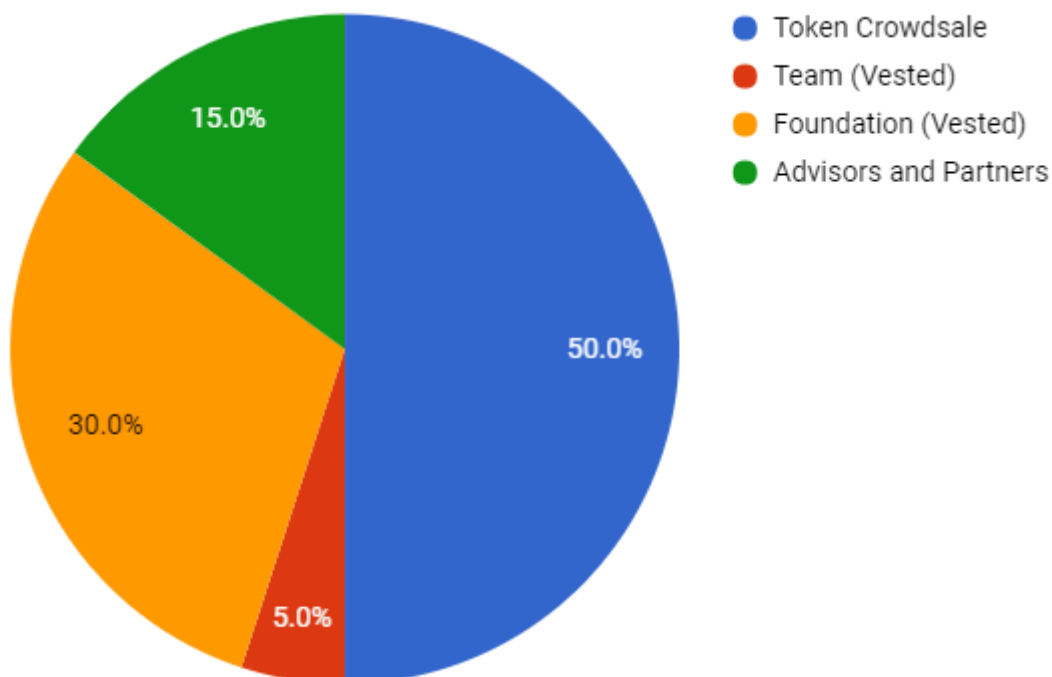
- 15% Advisors and Partners - **5% Liquid and 10% Vested**

- 30% SportsPodium Foundation - **Vested**
- 5% SportsPodium Team - **Vested**

Divesting

Vested accounts will be locked and not be able to trade the ERC20 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:

	SportsPodium Foundation	SportsPodium Team
Year One	20%	
Year Two	40%	50%
Year Three	40%	50%

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 inflation protection 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.
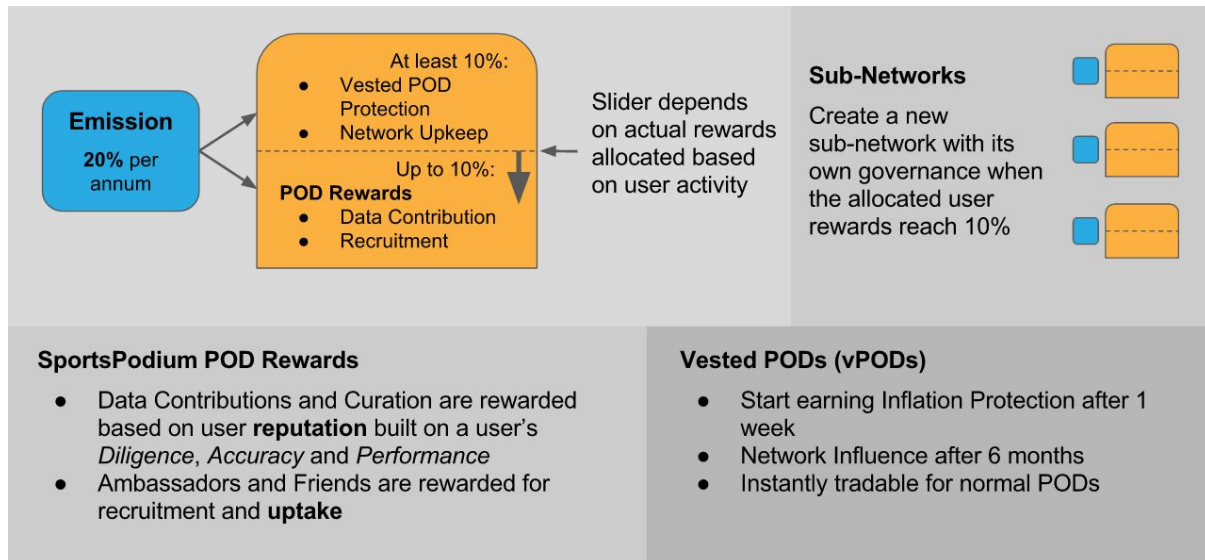
Recruitment Rewards

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 inflation protection 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. 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 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 decentralised applications can be easily deployed and governed.
EOS.io provides an acceptable solution to our permission management requirements through their Role Based Permission management functionality.
You can review the EOS.io whitepaper here.

Roadmap

The aim of the project is to reach market as quickly as possible, maintaining an aggressive rollout by firstly adding more sporting codes and secondly other required functionality. We estimate six months for significant UI upgrades, Blockchain integration and scaling work. There will be a significant effort spent on the marketing and ambassador on-boarding process which will require at least 6 months pre-launch to 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 sub-systems will be built: an advertising engine that will drive the classified advertising across the platform and also an online shopping mall. The timing of these will be based on usage levels, as there are alternative ways to deal with these two sub-solutions at lower usage levels that do not require significant work from a technology perspective.

Timeline

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

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

2018: Q2   Launch platform with 3 sporting codes

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

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

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

   Q2   Launch full advertising engine, enhanced tournament play

   Q3   Launch full shopping mall and analysis engine

Executive team

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

executive team and advisory board, they will actively be adding to the team up to the token sale and beyond.

Robert Marshall

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

Jaco Rossouw

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

Christian Smit

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

Natalie du Toit

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

Pieter Botha

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

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

Conclusion (Our Promise)

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

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

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