sportspodium

SportsPodium White Paper

An incentivised athlete information ledger for sports communities

Draft 2.1.1

Contents

Introduction

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

SportsPodium will become the world's largest multisport database of sports related information, and through giving access to this information will be able to create better opportunity for all sports people. Focused on age groups 12 and up, our target market is not the elite athlete or even the highly competitive athlete, but all sports people. Many of them will aspire to sporting careers and this will be a way to record and verify their achievements, build the "story book" and share it with those that can give them a chance.

Sports participants are driven by their competitive nature and will be drawn to the level of gamification we will provide on the SportsPodium platform. SportsPodium will drive revenue opportunities through hyper targeted advertising. Not only will this create a revenue stream for the community and the project, but it will create a massive stimulation in demand for PODS, and thus POD price increase and more value for our community!

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 centrally and this is something we want to change. Money flows and data should not be centrally controlled. It promotes nepotism, favouritism and corruption.

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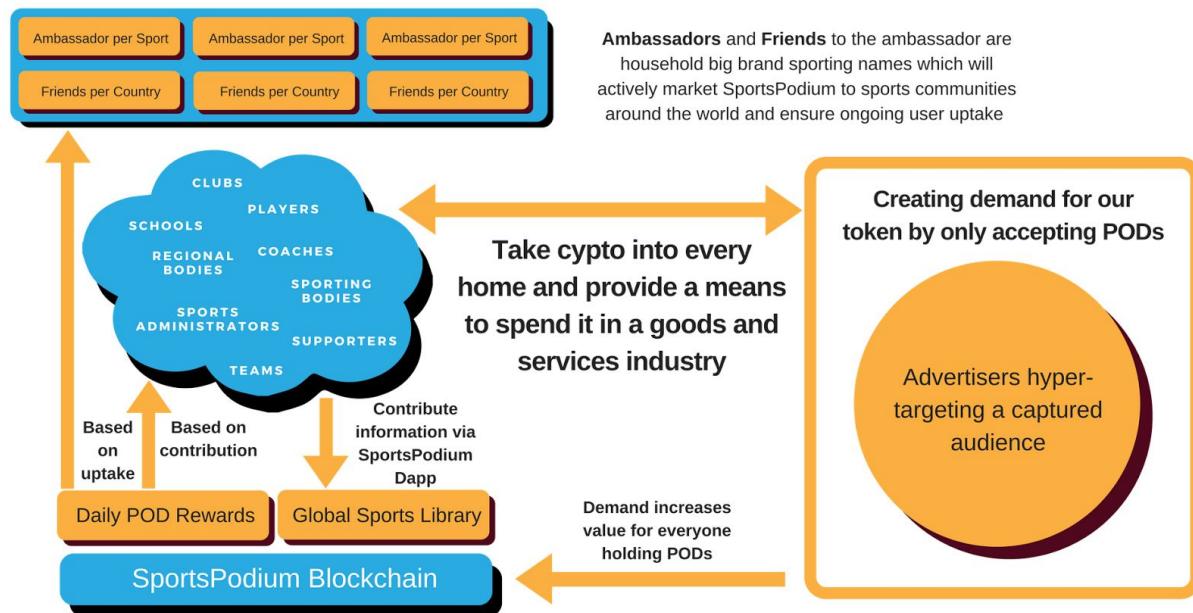
Very simply, create the world's largest database of sports related information. Make it accessible by all and allow people to have fun, get noticed, learn about their sport, and make money. All with the simple act of entering information about their sporting activity regularly.

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.

- 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

Some of the key concepts in SportsPodium were realised in 2014 as MyRugbyCV.com after two years of research and development. In a short space of time, with only one sport and one city, we had 7000 rugby players signed up! This made us realise that we can use crypto to scale the project and make that 7000 turn into millions of users.

Since 2016 we have been investigating blockchains and cryptocurrencies as a means to solve a number of key problems faced in the Web 2.0 approach we previously had. The incredible disruptive capacity of blockchain technology broadened our horizons and our ideas matured into what is now the SportsPodium project.

Our Goals

1. Capture massive information and ensure accuracy through verification processes, using social media tools
2. Use this data to create decision making tools that will give all people equal chances to be recognised and reward, removing incredible subjectivity out of the current way it is done
3. Make ALL money flows in sport clear and transparent, by using the power of the blockchain
4. Reward the community through both our token economy AND revenue streams such as targeted advertising for their effort and support in building this platform and database.
5. To make fairness, merit and equal opportunity the benchmark for competition.
6. To create an open and engaging platform for sports lovers throughout the world where all can share in the enjoyment of sport.

SportsPodium Features

SportsPodium is a multisport platform that captures athlete information. A user can belong to many sports with one identity and the user experience will centre around their profile. To make this project successful there are three elements that are key:

1. Drive user adoption,
2. Retain users and drive usage, and
3. Build a well governed and powerful self sustaining community.

Driving adoption

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

Why would they join

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

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

How will this work

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

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

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

An Ambassador will then receive a fixed % of their sports daily POD allocation as reward for growing the members AND for driving advertising in their sport.

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

Retaining users

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

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

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

Data accuracy

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

event as possible and create a measure of objectivity using multiple subjective inputs from individuals.

The SportsPodium talent identification algorithms are unique. The higher 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.

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.

Usage of the funding.

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.

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.

Token Sale Plan

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

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

Token Presale

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

Main Token Sale

- Capped supply: 240 000 000 PODs
- PODs per ETH: 2400
- 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
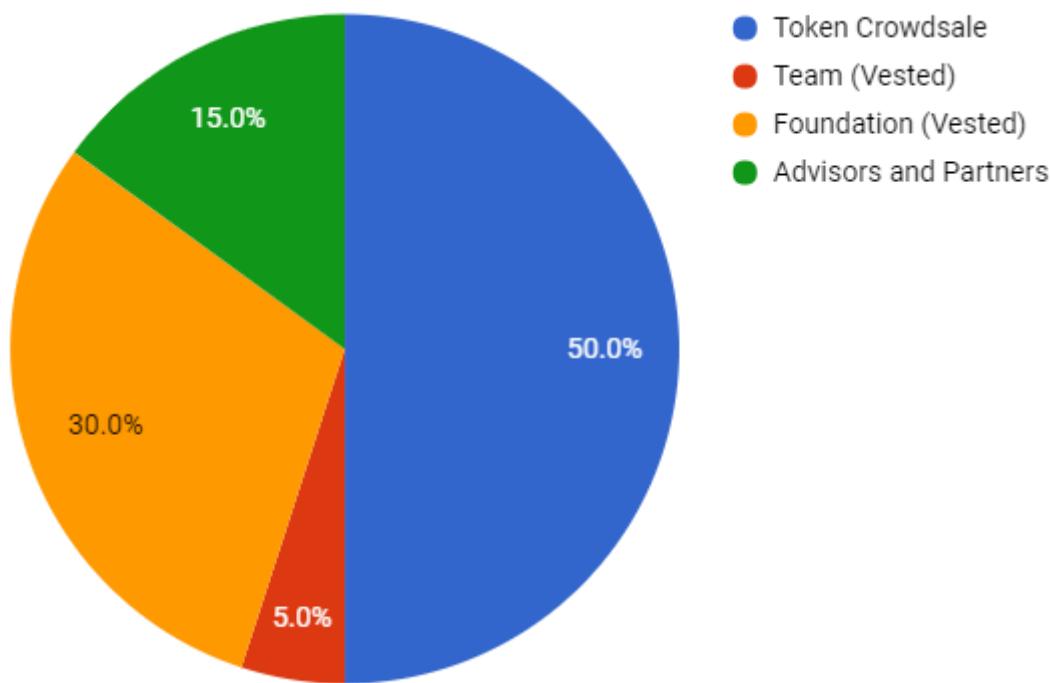
Cap: ~$15m
The token sale cap will be implemented based on the amount of Ether received en will be enforced by the crowdsale contract.

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 network management fee after 1 week. Please see "Emission Model" below.

Reward Mechanism

3 Reward mechanisms:

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

Reputation Rewards

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

Recruitment Rewards

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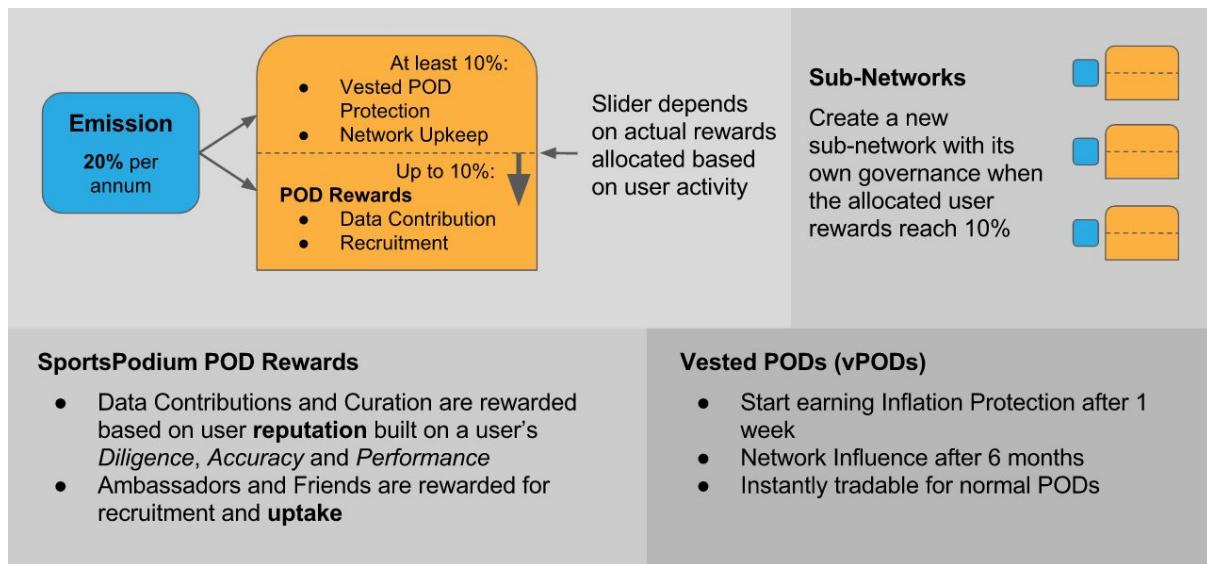
Social Rewards

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

Emission Model

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

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

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

Sub-Networks (Multi-Coin Scenario)

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

Permission Management

SportsPodium will adopt and mimic the hierarchical structures within the Sports industry, which can also be described as communities within

communities. All communities and SportsPodium participants will have configurable portals where information will be entered, displayed and managed.

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

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

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

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

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

Anti-Bot Mechanics

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

User Registration and validation in communities, to make sure we are dealing with real users, are the essence of the reward system. SportsPodium will have strict policies around bots and also implement mechanics into the blockchain to prevent bot abuse. 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.

Not a security

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

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

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

Disclaimer and Terms and Conditions

1.1 General information about the SportsPodium project.

Jurisdiction of CONTRIBUTION SMART CONTRACT SYSTEM: Republic of South Africa.
CONTRIBUTION PROVIDER: QuadroIT (Pty) LTd, a company incorporated in the Republic of South Africa with registration number

Symbol of SPORTSPODIUM TOKEN: POD

Functionality of the POD TOKEN:
POD Tokens represents a digital means of exchange. POD Tokens does not represent any ownership right, stake, share, security or right to receive future revenues from SPORTSPODIUM and/or the SPORTSPODIUM PROJECT.

SPORTSPODIUM does not warrant that the TOKEN HOLDERS will not change the inflation mechanism of the SPORTSPODIUM. The purpose of the inflation is to incentivize SportsPodium users to actively participate in their duties as part of the process. Each active user will receive rewards for doing their expected tasks by entering their 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 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. The platform will be properly marketed to ensure success and user participation and a growing user base by allocating a daily portion to the promoter pool whose task it will be to grow the platform user base.

Use and allocation of contributed funds (ETH)

The tokens contributed to the CONTRIBUTION SMART CONTRACT SYSTEM will end up in a multi-signature wallet held and controlled by SPORTSPODIUM. SPORTSPODIUM shall use the funds to have sufficient working capital of full operations for 36 months, a sizable marketing budget and team of developers, and fully dedicated business to achieve the income generation objectives to ensure sustainability and success of this project.

It remains in SPORTSPODIUM's sole discretion to decide how to allocate the tokens in order to conduct the development tasks assigned to SPORTSPODIUM as part of the execution of the SPORTSPODIUM PROJECT.

Reach of maximum PODS amount

If the maximal POD TOKEN amount in the CONTRIBUTION PERIOD is reached, the CONTRIBUTION SMART CONTRACT SYSTEM will automatically stop accepting Ether (ETH) and the CONTRIBUTION PERIOD will terminate). The CONTRIBUTION PERIOD will also terminate when the upper cap of $15 000 000 is reached.

When acquiring a POD the acquirer understands and acknowledges that a POD is neither a security nor have any guarantee of increasing in nature. All risk of this acquisition is done with complete understanding of the nature of these type of projects and with the variability of results based on various factors, both technical and non-technical. The team undertakes to deliver to the best of their ability, but does not guarantee fixed outcome. Nothing in any statement by the team, SportsPodium or any of its partners constitute financial or investment advice in any form

2. Token Contribution Term Documentation

2.1. The following Token Contribution Term Documentation describes the contributions to the SPORTSPODIUM PROJECT in return for PODS TOKEN as specified in the SMART-CONTRACT SYSTEM. These Terms shall apply to all User / Contributors of PODS TOKEN ("User / Contributors" collectively, and "User / Contributor" individually) participating in the CONTRIBUTION process.

3. Main Principles

3.1. By transferring Ether (ETH) to the SMART-CONTRACT SYSTEM and the SMART-CONTRACT SYSTEM creating and assigning POD TOKEN to User / Contributor, User / Contributor confirms to understand and accept that User / Contributor makes a contribution into a SMART-CONTRACT SYSTEM for the development of software, in particular the SPORTSPODIUM platform and the respective IP rights, including security audits, marketing & communication and research activities related to the development of the SPORTSPODIUM solution (together "SPORTSPODIUM PROJECT").

3.2. User / Contributor further confirms to understand and accept that while the individuals and entities assigned to this task, in particular SPORTSPODIUM and its subcontractors, will make reasonable efforts to develop and complete the SPORTSPODIUM PROJECT, it is possible that such development may partially or fully fail and User / Contributor's POD TOKEN become useless-and/or valueless due to technical, commercial, regulatory or any other reasons (see also Section 12 regarding risks).

3.3. User / Contributor is also aware of the risk that even if all or parts of the SPORTSPODIUM platform are successfully developed and released in full or in parts, due to a lack of public interest, the SPORTSPODIUM PROJECT could be fully or partially abandoned, remain commercially unsuccessful or be shut down for lack of interest or other reasons. User / Contributor therefore confirms to understand and accept that the transfer of tokens to the SMART-CONTRACT SYSTEM and the creation of PODS TOKEN carries significant financial and/or regulatory risks (including the complete loss of the contributed tokens or the loss of any value or functionality of allocated POD TOKEN). By transferring Ether (ETH) to the SMART-CONTRACT SYSTEM, User / Contributor expressly agrees to all of the terms and conditions set forth in SMART-CONTRACT SYSTEM and in this document (together the "Terms").

User / Contributor further confirms to have carefully reviewed the SMART-CONTRACT SYSTEM's Code and the terms and conditions set forth in this document and fully understands the risks and costs of participating in contribution and contributing Ether (ETH) into the SMART-CONTRACT SYSTEM for the development and marketing of the SPORTSPODIUM PROJECT.

3.4. The User / Contributor also understands and accepts that - as the creation of the POD TOKEN as well as the assignment of the development of the SPORTSPODIUM PROJECT and the respective platform to SPORTSPODIUM are smart contract based - the functions, terms and conditions applicable thereon are set forth in the SMART-CONTRACT SYSTEM, existing on the Ethereum blockchain. To the extent the terms contained herein or in any other document or communication contradict to the ones set forth in the SMART-CONTRACT SYSTEM, the Terms of the SMART-CONTRACT SYSTEM prevail. Furthermore, no other document or communication may modify or add any obligations or covenants to SPORTSPODIUM or publisher of the Terms or developer of the SMART-CONTRACT SYSTEM's functions and/or any other person, entity and/or affiliates involved with the deployment of the SMART- CONTRACT SYSTEM and the setting up of SPORTSPODIUM and/or the SPORTSPODIUM PLATFORM beyond those set forth in the SMART-CONTRACT SYSTEM or in this document.

3.5. This document does not constitute a prospectus of any sort, it is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. It is a description of the functionality of a smart contract.

4. Token Contribution and PODs TOKEN

4.1. Usage License; No Ownership, Revenue or Governance Rights.
Ownership of POD TOKEN carries no rights express or implied other than a limited right (license) to use the SPORTSPODIUM PLATFORM and digital means of exchange in the SportsPodium Blockchain network, if and to the extent the SPORTSPODIUM PLATFORM has been successfully completed and deployed.

4.2. No Ownership, Revenue or Governance Rights: In particular,
User / Contributor understands and accepts that POD TOKEN do not represent or constitute any ownership right or stake, share or security or equivalent rights nor any right to receive future revenues shares or any other form of participation or governance right in or relating to the SPORTSPODIUM PROJECT (i.e. the SPORTSPODIUM PLATFORM) and/or SPORTSPODIUM, except for voting rights conferred on the POD holder based on vesting PODS (called vPODs) as described earlier in this document.

5. General Contribution Principles

5.1. Contribution Periods: There will be Initial CONTRIBUTION PERIOD for 1 Weeks (16 October 2017 – 23 October 2017), followed by a main period from 27 November 2017 to 11 December 2017.
5.2. Minimal / Maximal contribution amounts per User / Contributor:
No minimal or maximal contribution amounts per User / Contributor are inbuilt in the SMART-CONTRACT SYSTEM. SPORTSPODIUM reserves the right to place a cap on the number of POD TOKEN that can be created by each User / Contributor prior to or during CONTRIBUTION PERIOD.
5.3. The maximum cap for POD TOKEN that can be issued by the SMART-CONTRACT SYSTEM during the CONTRIBUTION PERIOD is 50 000 Eth, and 4000 Eth during the pre Offer.
5.4. Creation and Allocation of PODS TOKENS:
The creation of the PODS TOKEN will be conducted through the SMART-CONTRACT SYSTEM. All PODS TOKEN are equal in their respective functionality.
5.5. No Refund:

The User / Contributor understands and accepts that all contributions are final and may not be reversed. Contributions are non-refundable. By transferring Ether (ETH) tokens to the SMART-CONTRACT SYSTEM, the User / Contributor acknowledges that he has no right to request a refund for any reason, and that the User / Contributor will not receive money or other compensation for any POD TOKEN that is not used or remains unused.

5.6. Assure to use the original SMART-CONTRACT SYSTEM:

Only the SMART-CONTRACT SYSTEM existing at the address set forth under the token sale section in the white paper, will create and allocate POD TOKEN during the CONTRIBUTION PERIODS. Access to this SMART-CONTRACT SYSTEM will be available through the SPORTSPODIUM website, www.sportspodium.io. To the extent that any third-party website, service or smart-contracts offers POD TOKEN during the CONTRIBUTION PERIOD or facilitates the sale or transfer of POD TOKEN in any way during the CONTRIBUTION PERIOD, such third-party websites or services are, unless explicitly mentioned on the SPORTSPODIUM website, not authorized by SPORTSPODIUM and have no relationship in any way with SPORTSPODIUM.

5.7. Contribution Freeze: During Contribution Period, SPORTSPODIUM may at any time stop the contribution function for security reasons. As long as SPORTSPODIUM upholds such contribution freeze, no further contribution will be possible. The CONTRIBUTION PERIOD is not extended for the duration of such contribution freeze.

7. Pricing

7.1. The Price of PODS TOKEN will be set by SPORTSPODIUM prior to the beginning of CONTRIBUTION PERIOD and may contain an increasing price mechanism. Pricing details are located at www.sportspodium.io

8. SportsPodium Development

8.1 Principles

8.1.1. The User / Contributor understands and accepts that further development and completion of the SPORTSPODIUM PROJECT (development, integration, security, documentation, usability and applicability) will be assigned by the SMART-CONTRACT SYSTEM via CONTRIBUTION PROVIDER to SPORTSPODIUM. SPORTSPODIUM has the right to engage subcontractors (developers) to perform the entire or partial development of the SPORTSPODIUM PROJECT

8.1.2. The User / Contributor understands and accepts that for the purpose of the development of the SPORTSPODIUM PROJECT, SPORTSPODIUM receives remuneration in the form of the POD Tokens as well as the full amount of Ether (ETH) contributed during the CONTRIBUTION PERIOD. For this purpose, the SMART- CONTRACT SYSTEM will assign all Ether (ETH) contributions and PODS TOKEN to a wallet address(es) controlled by SPORTSPODIUM. It remains in SPORTSPODIUM's sole discretion to decide how to allocate Ether (ETH) contributions and PODS TOKEN in order to conduct the development work assigned to SPORTSPODIUM. It also remains in SPORTSPODIUM's sole discretion to decide how much of these Ether (ETH) contributions and PODS TOKEN shall be used to remunerate its subcontractors. The User / Contributor / Contributor understands and accepts that the scope of the development of the SPORTSPODIUM PROJECT and the works of SPORTSPODIUM (and its subcontractors to the extent SPORTSPODIUM engages subcontractors) will be subject to the amount of Ether (ETH) received during the CONTRIBUTION PERIODS. If insufficient Ether (ETH) is being contributed in either CONTRIBUTION PERIOD, SPORTSPODIUM may decide to only partially develop the SPORTSPODIUM PROJECT or to abandon the SPORTSPODIUM PROJECT, which could have the consequence that PODS TOKEN become useless and/or valueless (see also Section 12 regarding risks).

9. Development of SPORTSPODIUM PLATFORM

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

The first version of the application was launched in 2014 as MyRugbyCV.com after two years of research and development. 2014 to 2016 saw two further versions released. It is fully functional and has 7000 registered users. This serves as 'Proof of Concept stage' of the SportsPodium project.

Since 2016, we have been investigating the Blockchain and Cryptocurrency environment. A number of key problems faced in the Web 2.0 approach have been solved. The solution will however need additional development work and must also be integrated with a block chain in order to be able to incentivize users of the solution through the use of PODs as mechanism.

9.2. SPORTSPODIUM will use Ether (ETH) transferred to the SMART-CONTRACT SYSTEM for the further development and completion of the SPORTSPODIUM PROJECT (marketing, development, integration, security, documentation, usability and applicability).

10. Deployment of the SPORTSPODIUM PLATFORM

10.1 PODS TOKEN Functionality

10.1.1 In the case that the SPORTSPODIUM PROJECT is successfully developed, the usage of the SPORTSPODIUM PLATFORM as deployed by SPORTSPODIUM shall:

a.   Serve as a talent identification and player management system for the sports industry incentivizing participants through a loyalty program which issues tokens directly into the end-user's crypto wallet.

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

c.   Contain changes to take additionally required SPORTSPODIUM solution and/or PODS TOKEN functionality into account.

d.   Digital means of exchange

10.1.2 However, the User / Contributor acknowledges and understands that, after DEVELOPMENT COMPLETION, it remains in the TOKEN HOLDER'S' discretion whether or not to adopt the smart contract proposals of the SPORTSPODIUM PLATFORM and the functionality of PODS TOKEN as deployed by SPORTSPODIUM. The User / Contributor acknowledges and understands that SPORTSPODIUM may not warrant or assure that the TOKEN HOLDERS will not change the functionality of the PODS TOKEN and/or of the SPORTSPODIUM PLATFORM as proposed by SPORTSPODIUM (and set forth herein) and that such conduct could have the consequence that PODS TOKEN become useless and/or valueless (see also Section 12 regarding risks).

10.1.3. PODS TOKEN are only for use in connection with the SPORTSPODIUM PROJECT under the Terms of the respective smart contracts of the SPORTSPODIUM PLATFORM to be deployed and only constitute a transferable representation of the functions inbuilt therein.

10.2 Inflation Mechanism

10.2.1. The User / Contributor acknowledges and understands that, after DEVELOPMENT COMPLETION, the SPORTSPODIUM PLATFORM will have an implemented inflation mechanism. The initial inflation amount specified in the SPORTSPODIUM PLATFORM will be set by SPORTSPODIUM The purpose of the inflation mechanism is to incentivize future development and innovation within the SPORTSPODIUM

PLATFORM. Such inflation mechanism may lead to a dilution of a value, if any, and functionality of TOKEN.

10.2.2. However, after DEVELOPMENT COMPLETION, it may remain in the TOKEN HOLDER'S discretion to amend the inflation mechanism, as per the vested voting right described, and as deployed by SPORTSPODIUM's chosen future governance system. SPORTSPODIUM may not warrant or assure that the TOKEN HOLDERS will not change the inflation mechanism of the SPORTSPODIUM PLATFORM as deployed by SPORTSPODIUM (and set forth herein).

11. Representations and Warranties of User / Contributor

11.1 By transferring Ether (ETH) to the SMART-CONTRACT SYSTEM, User / Contributor represents and warrants that:

a) User / Contributor is legally permitted to create, receive, hold and use TOKENS in User / Contributor's jurisdiction;

b) User / Contributor has a deep understanding of the functionality, usage, storage, transmission mechanisms and intricacies associated with cryptographic tokens, smart contracts, and blockchain-based software;

c) User / Contributor has carefully reviewed the code of the SMART-CONTRACT SYSTEM located on the Ethereum blockchain at the addresses set forth in this document and fully understands and accepts the functions implemented therein;

d) User / Contributor has carefully reviewed the content of this document and has understood and agrees with the terms and conditions contained herein;

e) User / Contributor will contribute Ether (ETH) from a Wallet or Wallet service provider that technically supports the PODS ERC20 Token. User / Contributor understands and accepts, that failure to assure this may have the result that User / Contributor will not gain access to his POD TOKENS.

f) User / Contributor is legally permitted to receive software and contribute to the SMART-CONTRACT SYSTEM for the development of the SPORTSPODIUM PROJECT;

g) User / Contributor is of a sufficient age to legally create, receive, hold and use TOKEN;

h) User / Contributor will take sole responsibility for any restrictions and risks associated with the creation, allocation, ownership and use of the TOKEN as set forth below;

i) User / Contributor is not obtaining or using TOKEN for any illegal purposes;

j) User / Contributor is obtaining TOKEN primarily to enable and support the development, testing, deployment and operation of the SPORTSPODIUM PLATFORM and is aware of the commercial risks associated with User / Contributor contribution;

k) User / Contributor waives the right to participate in a class action lawsuit or arbitration against any entity or individual involved with the SPORTSPODIUM PROJECT and the contribution;

l) User / Contributor understands that the creation and ownership of TOKEN does not involve the purchase of shares or security or equivalent rights or any right for receive future revenues shares or any other form of participation in or relating to the SPORTSPODIUM PROJECT and/or the SPORTSPODIUM PLATFORM and/or SPORTSPODIUM;

m) or any equivalent in any existing or future public or private company, corporation or other entity in any jurisdiction;

n) User / Contributor understands that the transfer of Ether (ETH) to the SMART-CONTRACT SYSTEM, the creation, allocation, ownership and use of TOKEN and the development of the SPORTSPODIUM PROJECT carries significant financial, regulatory and reputational risks as further set forth in this document;

o) User / Contributor understands and expressly accepts that there is no warranty whatsoever on TOKENS, the SMART- CONTRACT SYSTEM and/or the success of the SPORTSPODIUM PROJECT, expressed or implied, to the extent permitted by law, and that the SMART-CONTRACT SYSTEM is used and TOKEN are created and obtained at User / Contributors sole risk on an "as is" and "under development" basis and without, to the extent permitted by law, any warranties of any kind, including, but not limited to, warranties of title or implied warranties, merchantability or fitness for a particular purpose;

p) User / Contributor understands that User / Contributor other than set forth in the Terms, has no right against any other party to request any refund of the Ether (ETH) submitted to the SMART-CONTRACT SYSTEM under any circumstance;

q) User / Contributor understands that TOKEN are not designed to form any form of currency, that no market liquidity may be guaranteed and that the value of TOKEN over time, if any, may experience extreme volatility or depreciate in full;

r) User / Contributor understands that the User / Contributor bears the sole responsibility to determine if the User / Contributor's contribution to the SMART-CONTRACT SYSTEM for the development of the SPORTSPODIUM PROJECT, the transfer of Ether (ETH) to the SMART-CONTRACT SYSTEM, the creation, allocation, ownership and use of TOKEN, the potential appreciation or depreciation in the value of TOKEN over time (if any), the sale and purchase of TOKEN and/or any other action or transaction related to the SPORTSPODIUM PROJECT have tax implications for User / Contributor; by creating, receiving, holding or using TOKEN, and to the extent permitted by law, User / Contributor agrees not to hold any third party (including developers, SPORTSPODIUM, the founders, early contributors and SPORTSPODIUM's employees, officers, contractors of SPORTSPODIUM, SportsPodium ambassadors etc.) liable for any tax liability associated with or arising from the creation, allocation, ownership or use of TOKEN or any other action or transaction related to the SPORTSPODIUM PROJECT.

12. Riska

12.1. User / Contributor's Loss of the PASSWORD of the account used to contribute will cause the loss of the created TOKEN

12.2. The User / Contributor understands that if the PASSWORD and the private key is lost, the User / Contributor will not be able to generate a new PASSWORD or recover his private keys. The User / Contributor accepts that the loss of the PASSWORD and/or the private key will cause the permanent loss of the created TOKEN.

12.3. Unauthorized access by any party to a User / Contributor's CONTRIBUTION PASSWORD along with access to the downloaded wallet, will enable that unauthorized party to access the created TOKEN and the TOKEN will be lost.

12.4. By creating, receiving, holding and using TOKEN, and to the extent permitted by applicable law, the User / Contributor agrees not to hold any of SPORTSPODIUM's parties, developer, or SPORTSPODIUM itself liable for any losses arising out of, or in any way connected to, User / Contributor's failure to properly secure and keep private the CONTRIBUTION PASSWORD and/or the private key.

12.5. Risks Associated with the Creation, Allocation, Ownership and Use of TOKEN.

The User / Contributor understands and accepts the risks in connection with transferring Ether (ETH) to the SMART-CONTRACT SYSTEM and creating, receiving, holding and using TOKEN as exemplary set forth above and hereinafter. In particular, but not limited to, the User / Contributor understands the inherent risks listed hereinafter.

12.6 Risk of Project Failure due to a Diminishment in the Value of the Ether (ETH).

All User / Contributors acquiring TOKEN are transferring Ether (ETH) to the SMART-CONTRACT SYSTEM. The Ether (ETH) will be assigned to SPORTSPODIUM to cover the future costs arising in

connection with the development and marketing of the SPORTSPODIUM PLATFORM. In the past, the value of Ether (ETH) has been very volatile. The User / Contributor understands and accepts that it is possible that the value of Ether (ETH) or all Alt Coins and Bitcoin will drop significantly in the future, depriving SPORTSPODIUM of sufficient financial resources to continue to operate and continue to further develop the SPORTSPODIUM PROJECT.

12.7 Risk of Losing Access to TOKEN

As noted above, PODS will be stored in a wallet, which can only be accessed with the CONTRIBUTION PASSWORD and a private key. The User / Contributor understands and accepts that if his CONTRIBUTION PASSWORD respectively his private key got lost or stolen, the obtained Token associated with the User / Contributor's wallet or CONTRIBUTION PASSWORD will be unrecoverable and will be permanently lost.

12.8 Risk of Unauthorized Access to a Downloaded Wallet.

Any third party that gains access to the User / Contributor's Contribution Email will be able to download the wallet file and potentially access the wallet by deciphering or cracking the User / Contributor's CONTRIBUTION PASSWORD.

12.9 Risk of Regulatory Action in One or More Jurisdictions.

Cryptocurrencies have been the subject of regulatory scrutiny by various regulatory bodies around the globe. The User / Contributor understands and accepts that the blockchain technology allows new forms of interaction and that it is possible that certain jurisdictions will apply existing regulations on, or introduce new regulations addressing, blockchain technology based applications, which may be contrary to the current setup of the Smart Contract and which may, inter alia, impede or limit the development of the SPORTSPODIUM PROJECT, resulting in substantial modifications of the SPORTSPODIUM PROJECT, including its termination and the loss of TOKEN for the User / Contributor.

12.10. Risk of alternative to SPORTSPODIUM PROJECT Competitors.

Following the launch, and the development of the initial version of the SPORTSPODIUM PROJECT and User / Contributor clients it is possible that alternative similar to SPORTSPODIUM projects could be established, which utilize the same or similar features and Platform underlying to the SPORTSPODIUM PROJECT. The official SPORTSPODIUM PROJECT may compete with these alternative project, which could potentially negatively impact the SPORTSPODIUM PROJECT and TOKEN.

12.11 Risk of Insufficient Interest in the SPORTSPODIUM or Distributed Applications.

The User / Contributor understands and accepts that It is possible that the SPORTSPODIUM PLATFORM will not be used by a large number of external businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications. Such a lack of interest could impact the development of the SPORTSPODIUM PLATFORM and potential uses of TOKEN. Therefore, the development of the SPORTSPODIUM PLATFORM may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success, success of competitors or lack of prospects (e.g. caused by competing projects). The User / Contributor therefore understands that there is no assurance that, even if the SPORTSPODIUM PLATFORM is partially or fully developed and launched, the transfer of Ether (ETH) to the SMART-CONTRACT SYSTEM and the creation, allocation, ownership and use of TOKEN carries significant financial risks, including the complete loss of the contributed Ether (ETH) or the loss of any value or functionality of created TOKEN.

12.12 Risk that the Development Results will not Meet the Expectations of User / Contributor.

The User / Contributor recognizes that the SPORTSPODIUM PLATFORM is presently under development and will undergo significant changes before the first release. User / Contributor acknowledges that his expectations regarding the form and functionality of the SPORTSPODIUM PLATFORM may not be met upon release of the SPORTSPODIUM PLATFORM, for any number of reasons including a change in the

design and implementation plans and execution of the implementation of the SPORTSPODIUM Solution.

12.13 Risk that the SPORTSPODIUM Project may never be completed or released.

User / Contributor understands that while the Developer will make reasonable efforts to complete the SPORTSPODIUM PROJECT, it is however possible that an official completed version of the SPORTSPODIUM PLATFORM may not be released and there may never be an operational SPORTSPODIUM PLATFORM.

12.14 Risk of Theft.

User / Contributor understands and accepts that the SMART-CONTRACT SYSTEM, the SPORTSPODIUM PLATFORM and the underlying blockchain (e.g. the Ethereum Blockchain) may be exposed to attacks by hackers or other individuals that that could result in theft or loss of TOKENS or Ether (ETH) or SportsPodium POD's, impacting the ability to develop the SPORTSPODIUM PROJECT.

12.15 Risk of Security Weaknesses in the Core Infrastructure Software.

The SPORTSPODIUM PLATFORM is built on commercially available software, and there is a risk that the developer, or other third parties not directly affiliated with SPORTSPODIUM, may introduce weaknesses or bugs into the core infrastructural elements of the SPORTSPODIUM PLATFORM causing the system to lose TOKEN stored in one or more User / Contributor wallets or other wallets or lose sums of other valued TOKENS issued on the SPORTSPODIUM PLATFORM. Our Developers have taken steps to build, maintain, and secure the infrastructure of SPORTSPODIUM, and will continue to do so after the Launch. For example, SPORTSPODIUM intends to hire external consultants on a periodic basis to assess and audit the security of the SPORTSPODIUM PLATFORM and will work with cryptography and security experts to develop and employ best practices to audit the SPORTSPODIUM PLATFORM. Despite these measures, the User / Contributor understands and accepts that the smart-contract concept, the underlying software application and software portal (i.e. the Ethereum Blockchain and other Blockchains) are still in an early development stage and unproven, why there is no warranty that the process of creating, receiving, holding, using and storing TOKEN will be uninterrupted or error-free and why there is an inherent risk that the software could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of Ether (ETH) and/or TOKEN.

12.16. Risk of Weaknesses or Exploitable Breakthroughs in the Field of Cryptography.

Although SPORTSPODIUM will continuously strive to maintain best practice in the field of Cryptography, there remains a risk that the state of the art can be overhauled over time due to advances in code cracking, or technical advances such as the development of quantum computers, could present risks to cryptocurrencies, the SPORTSPODIUM PLATFORM and/or the underlying network (e.g. Ethereum), which could result in the theft or loss of TOKEN.

12.17. Risk of TOKEN Mining Attacks.

As with other cryptocurrencies, the blockchain used for the SPORTSPODIUM PLATFORM is susceptible to mining attacks, including but not limited to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the SPORTSPODIUM PLATFORM, expected proper execution and sequencing of TOKEN transactions, and expected proper execution and sequencing of contract computations. User / Contributor understands and accepts that despite the efforts of the developer, known or novel mining attacks may be successful, resulting in the loss of TOKEN and/or POD's and/or Ether (ETH).

12.18 Risk of volatile cryptocurrencies.

User / Contributor understands and accepts that an instability in the demand for Ether (ETH) and/or PODS and or other relevant tokens could arise, leading to oscillations and instability in the respective values as denominated in currencies that token-based businesses use to pay operating costs. This could

result in the SPORTSPODIUM PROJECT being unable to continue to operate economically, which would represent losses to businesses or worst case, cause business to cease operations.

13. Taxation of TOKEN and Taxation Related to the Launch.

SPORTSPODIUM makes no representations concerning the tax implications of the creation, allocation, ownership or use of TOKEN. The User / Contributor bears the sole responsibility to determine if the User / Contributor's contribution to the SMART-CONTRACT SYSTEM for the development of the SPORTSPODIUM PROJECT, the transfer of Ether (ETH) to the SMART-CONTRACT SYSTEM, the creation, allocation, ownership and use of TOKEN, the potential appreciation or depreciation in the value of TOKEN over time (if any), the sale and purchase of TOKEN and/or any other action or transaction related to the SPORTSPODIUM PROJECT has tax implications for the User / Contributor. By creating, receiving, holding or using TOKEN, and to the extent permitted by law, the User / Contributor agrees not to hold any third party (including developers, SPORTSPODIUM, the founders, early contributors and SPORTSPODIUM's employees, officers, contractors of SPORTSPODIUM, etc.) liable for any tax liability associated with or arising from the creation, allocation, ownership or use of TOKEN or any other action or transaction related to the SPORTSPODIUM PROJECT.

14. Disclaimer

14.1. The User / Contributor expressly agrees that he/she/it is creating, receiving, holding and using POD TOKEN at its' sole risk and that POD TOKEN is provided on an "as is" basis without warranties of any kind, including, but not limited to, warranties of title or implied warranties, merchantability or fitness for a particular purpose.

14.2. Without limiting the foregoing, neither SPORTSPODIUM nor any other person, entity and/or affiliates involved with the deployment of the SMART-CONTRACT SYSTEM and the setting up of SPORTSPODIUM and/or the SPORTSPODIUM PLATFORM can warrant that the process for creating, receiving, holding and using TOKEN will be uninterrupted or error-free.

15. Waiver of Liability

15.1. The User / Contributor acknowledges and agrees that, to the fullest extent permitted by any applicable law, the disclaimers of liability contained herein apply to any and all damages whatsoever caused by or related to use of, or inability to use, POD TOKENS or the SPORTSPODIUM PLATFORM under any cause or action whatsoever of any kind in any jurisdiction, including, without limitation, actions for breach of warranty, breach of contract or tort (including negligence). User / Contributor acknowledges and agrees that neither SPORTSPODIUM (including SPORTSPODIUM's founders, officers, directors, agents, joint ventures, employees, advisors and suppliers), nor any other person, entity and/or affiliates involved with the deployment of the SMART- CONTRACT SYSTEM and the setting up of SPORTSPODIUM and/or the SPORTSPODIUM PLATFORM, nor any developer, subcontractor or founders of SPORTSPODIUM shall be liable for any damages, including direct or indirect, incidental, special, exemplary or consequential damages, including loss of profits, goodwill or data, in any way whatsoever arising out of the use of, or inability to use, or creation of, or inability to create, POD TOKENS.

15.2. The User / Contributor further specifically acknowledges that neither SPORTSPODIUM (including SPORTSPODIUM's officers, directors, agents, joint ventures, employees, advisors and suppliers), nor any other person, entity and/or affiliates involved with the deployment of the SMART-CONTRACT SYSTEM and the setting up of SPORTSPODIUM and/or the SPORTSPODIUM PLATFORM, the developers, subcontractors or founders of SPORTSPODIUM are liable, and the User / Contributor agrees not to seek to hold any of the them liable, for the conduct of third parties, including other User / Contributors of TOKEN, and that the risk of creating, receiving, holding and using POD TOKENS rests entirely with the User / Contributor. The User / Contributor further agrees not to hold liable SPORTSPODIUM (including SPORTSPODIUM's founders, officers, directors, agents, joint ventures, employees, advisors and suppliers), nor any other

person, entity and/or affiliates involved with the deployment of the SMART-CONTRACT SYSTEM and the setting up of SPORTSPODIUM and/or the SPORTSPODIUM PLATFORM, nor any developer, subcontractor or founder of SPORTSPODIUM for any regulatory implications or liability associated with or arising from the creation, allocation, ownership or use of POD TOKENS or any other action or transaction related to the SMART CONTRACT or the SPORTSPODIUM PLATFORM.

16. Miscellaneous

16.1. Launch Location:
The Launch of the SMART-CONTRACT SYSTEM is located in Republic of South Africa. Consequently, the creation and allocation of TOKENS and the assignment of the development of the SPORTSPODIUM PLATFORM to SPORTSPODIUM are considered to be executed in Republic of South Africa

16.2. Applicable Law: The applicable law is South African law.

16.3. Dispute Resolution: Any dispute arising out of or in connection with the creation of the TOKEN and the development of the SPORTSPODIUM PROJECT shall be finally settled by the courts of South Africa

16.4. Complete Sales Governance Terms:
These Terms along with SMART-CONTRACT SYSTEM, sets forth the entire understanding of each User / Contributor with respect to the purchase and sale of TOKEN.

16.5. For facts relating to the sale and purchase, the User / Contributor agrees to rely only on these Terms and the SMART-CONTRACT SYSTEM in determining purchase decisions and understands that these Terms and the SMART-CONTRACT SYSTEM govern the creation and allocation of POD TOKENS and supersede any public statements about the Launch made by third parties or by SPORTSPODIUM, the SPORTSPODIUM Team or individuals associated with SPORTSPODIUM or the SPORTSPODIUM Team, past and present and during the Launch.

16.6. Severability:
The User / Contributor and SportsPodium agree that if any portion of these Terms is found illegal or unenforceable, in whole or in part, such provision shall, as to such jurisdiction, be ineffective solely to the extent of such determination of invalidity or unenforceability without affecting the validity or enforceability thereof in any other manner or jurisdiction and without affecting the remaining provisions of the Terms, which shall continue to be in full force and effect.

16.7. Updates to the Terms:
SPORTSPODIUM reserves the right, at its sole discretion, to change, modify, add, or remove portions of the Terms at any time during the contribution by posting the amended Terms on the website. Any User / Contributor will be deemed to have accepted such changes by creating, receiving, holding or using POD TOKEN.

16.6. If at any point User / Contributor do not agree to any portion of the then-current version of the Terms, User / Contributor should not create, receive, hold or use the POD TOKEN.

16.7. To the extent these Terms conflict with the SMART-CONTRACT SYSTEM, the SMART-CONTRACT SYSTEM shall govern.