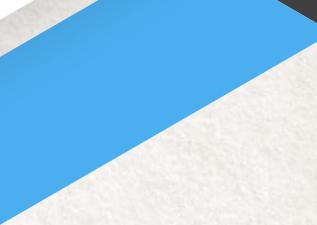




SPORTYCO

WHITE PAPER



DECENTRALIZED SPORTS INVESTMENT & FUNDING ECOSYSTEM

EXECUTIVE SUMMARY

Everyone loves sport. It drives us to challenge our limits, keeping us healthier, happier and passionately motivated. Sport boosts self-esteem and brings people closer together. Yet the sports industry today is an enormous, trillion-dollar commercial enterprise involving countless participants on all levels of economic activity, where goods and services are traded daily all over the world.

Athletes, especially up-and-coming ones at the outset of their professional careers, face many issues when it comes to funding their training and participation in worldwide competitions. Many athletes depend exclusively on institutions that control financing in sport, which then own their image rights and career path. Many clubs and other sports organizations also frequently struggle with financial and liquidity issues, lacking channels to monetize their fans' attention. SportyCo is about to change this.

SportyCo will provide the wider global community with ways to invest in sport, giving both fans and potential investors the tools to directly participate in one of the biggest and fastest growing industries. By disrupting the existing model of sports participation financing, SportyCo will allow the sports community to raise funds independently across the world, creating brand new strategies for investment into sport. To achieve this, SportyCo will launch a Smart Manager Platform.

SportyCo, a decentralized sports ecosystem, is set to facilitate change and reshape the sports financing industry. It will be a smart ecosystem, a global community that runs on the Ethereum platform, utilizing smart contract capacities and other benefits of the blockchain revolution to minimize the logistical issues and related costs, and to maximize potential for low-overhead, secure and instant transactions between the participants in the sports economy, alongside new ways for athletes and sports entities to reach funding opportunities.

The present document illuminates SportyCo's vision for the utilization of blockchain technology in the sports financing industry, in addition to explaining and introducing the SportyCo Token (SPF) as a utility token of value fuelling the SportyCo ecosystem. Integrated within the SPF Token smart contract will be the utility function of a DAO, in the form of the SportyCo ecosystem consensus platform, enabling voting on future proposals.

1. THE IDEA BEHIND SPORTYCO

The blockchain technology revolution enables SportyCo to actively participate in the coming paradigm shift in the sports industry, reaching for goals that were beyond the horizon of realistic implementation before the advent of blockchain.

SportyCo facilitates a revolution in the world of sports financing, providing a direct financial connection between athletes, sports clubs and sports organizations on the one hand, and the general public of fans, sports enthusiasts and individual businesspeople on the other. SportyCo will not only add an additional player to the sports industry, it will rather establish a completely new (sub)industry. It will create blockchain-based possibilities which were not possible or existing to date.

2. THE DEPLOYMENT OF THE SPORTYCO FINANCING ECOSYSTEM

The roadmap to the full deployment of the SportyCo financing ecosystem is extensive, divided into three basic Phases:

Phase 1: Token Crowdsale Phase

Phase 2: Platform Development and Deployment Phase

Phase 3: Platform Optimization, Marketing and Monetization Phase

The SportyCo Token will be a fully ERC20 compatible utility token of value. Token Symbol: SPF.

PHASE 1: During the SPF Token Pre-Crowdsale and Crowdsale, a total of up to 200 million of

THE SPORTYCO non-mineable SPF Tokens will be issued. Contributions will be made available in ETH (Ethereum)

TOKEN CROWDSALE only. Each ETH contributed for the entire duration of the SPF Token Crowdsale will entitle the contributor to approx. 2,500 SPF Tokens (the exact amount to be calculated and determined one day before the SPF Token Crowdsale starts, depending on the then value of ETH).

Out of up to 200 million SPF Tokens:

- up to 134,000,000 SPF Tokens (67%) will be distributed to the contributors in the SPF Token Pre-Crowdsale and Crowdsale;
- up to 36,000,000 SPF Tokens (18%) will be distributed to the Founders and Team;
- up to 20,000,000 SPF Tokens (10%) will be distributed to the Advisors and Ambassadors; and
- up to 10,000,000 SPF Tokens (5%) are assigned for future incentives for fast growth (e.g. strategic future partnerships).

The SPF Token Crowdsale will be open for 17 days from its launch. The smart contract will generate SPF Tokens immediately upon receiving ETH at its address. In due time, after the Token Crowdsale reaches its hard cap or closes after 17 days, whichever occurs first, the SPF Tokens will be released to the contributors and to SportyCo Ltd, according to the split outlined above. Each ETH contributed will generate a corresponding number of SPF Tokens (approx. 2,500 SPF Tokens for the contributor, plus potential bonuses and a corresponding amount of SPF Tokens to be distributed to SportyCo Ltd).

A 10% bonus will be allocated to:

- contributors who contribute within 72 hours of the SPF Token Crowdsale launch; or
- contributors who contribute over 100 ETH.

Please note: each contributor cannot receive a bonus in excess of 10% (even if they contribute within 72 hours of the SPF Token Crowdsale launch with more than 100 ETH). No other bonus of any kind or nature will be offered subsequently. SportyCo Ltd however reserves the right to introduce an SPF Token Pre-Crowdsale contribution period (by invitation only), where the bonus for the exclusive duration of the SPF Token Pre-Crowdsale contribution period may be up to 15% (at the discretion of SportyCo Ltd). SPF Tokens, based on the funds raised during the Token Pre-Crowdsale contribution period, will be generated and distributed several hours prior to the start of the official SPF Token Crowdsale. The SPF Tokens distributed during the Token Pre-Crowdsale contribution period will not exceed 70% of all the available SPF Tokens assigned to the contributors (in other words, during the SPF Token Pre-Crowdsale not more than 93.800.000 SPF Tokens out of 134,000,000 SPF Tokens will be distributed).

The Token's base price will be set one day before the SPF Token Crowdsale starts. Similarly, the ETH/USD exchange rate will be locked based on the market exchange rate as of one day before the SPF Token Crowdsale starts and shall remain valid for the entire duration of the SPF Token Crowdsale.

The SPF Token Crowdsale will be successful if during the SPF Token Pre-Crowdsale and SPF Token Crowdsale period at least USD 1,500,000 is contributed. If the SPF Token Crowdsale is not successful (i.e. in case less than USD 1,500,000 is contributed), all contributed funds will be returned to the contributors. The hard cap is set at USD 16 million (minus potential bonuses).

► PHASE 2: SMART MANAGER PLATFORM DEVELOPMENT AND DEPLOYMENT PHASE

Depending on the amount of funds contributed, SportyCo will first develop and deploy the Smart Manager Platform (divided into two phases, the Donations Module if up to USD 3.5 million is contributed and thereafter the Investment Module if over USD 3.5 million is contributed). If over USD 9,000,000 is contributed, the excess, up to the hard cap, will be assigned to the SportyCo Professional Fund (SUBSEQUENT COMMENT SportyCo: during the SPF Token Pre-Crowdsale and Crowdsale USD 5.1 million (in ETH equivalent) were contributed – therefore the SportyCo Professional Fund will not be initiated).

\$0 - 1,499,999

Token Crowdsale is not successful
(all invested funds will be returned
to the investors)

\$1,500,000 - 3,499,999

Development and Deployment of
the Donations Section within the
Smart Manager Platform

\$3,500,000 - 8,499,999

Development and Deployment of
the Investment Section within the
Smart Manager Platform

**\$8,500,000 - up to the amount
of hard cap of 16 million
(less potential bonuses)**

Allocation of the Funds into the SportyCo
Professional Fund

USD CONTRIBUTED	ACTION
\$0 - 1,499,999	Token Crowdsale is not successful (all invested funds will be returned to the investors)
\$1,500,000 - 3,499,999	Development and Deployment of the Donations Section within the Smart Manager Platform
\$3,500,000 - 8,499,999	Development and Deployment of the Investment Section within the Smart Manager Platform
\$8,500,000 - up to the amount of hard cap of 16 million (less potential bonuses)	Allocation of the Funds into the SportyCo Professional Fund

SportyCo Smart Manager Platform SportyCo's Smart Manager Platform facilitates a revolution in the world of sports financing, providing a direct financial connection between the athletes, sports clubs and organizations with the public of fans, sports enthusiasts and individual businesspeople.

The Smart Manager Platform is a blockchain-based sports crowdfunding platform, acting as an intermediary connecting those with an active need for funding with contributing crowds on a micro level. The Smart Manager Platform can be used by anyone connected with sport, whether an athlete, a team, a club or any other sports organization (to simplify this White Paper, we will hereby provide a theoretical athlete's presentation, while the same rules apply for any other participants, such as teams, clubs and other sport organizations, with corresponding modifications).

It will offer athletes, sports clubs and organizations a blockchain-based platform where they are able to create profiles listing their current achievements and plans for the future, and the types of investment they are looking for in order to finance their goals. SportyCo will offer crowdfunding possibilities for athletes, sports clubs and organizations. On the other end, the SportyCo Smart Manager Platform will enable the public to get involved in sport on a personal level, acquiring a stake, for instance, in the career path of a young athlete by supporting them financially as they progress. The crowd is always stronger than the individual!

Until SportyCo, only major conglomerates, corporations and people commanding extensive amounts of capital were able to participate in the sports financing industry. SportyCo will turn the tables in this regard, giving the power of sports financing to the public—the fans. Each individual will have the opportunity to directly support their favorite athlete or club, reaping the rewards of their success. In addition to simple donations, smart investment contracts will allow fans and sports enthusiasts to invest directly into athletes, clubs or other sport organizations, with the aim of possible future returns. On these grounds, SportyCo introduces a brand new industry of crowd micro-financing, which provides athletes, clubs and organizations with macro-funding on their respective end.

By leveraging the SportyCo Smart Manager Platform, any fan or sports enthusiast can become a sports investor, depending on their interests and values.

The Platform will have two main pillars: a cryptocurrency-based donations platform (the Donations Module), and a cryptocurrency financial reward-based platform (the Investment Module).

Below is the concept of the SportyCo Smart Manager Platform landing page:

[Login](#) [Register](#)

[Home](#) [News](#) [FAQ](#)

ATHLETES, CROWDFUND YOUR SPORTS CAREER

Investors, invest in athletes you believe in with the power of smart contract and blockchain.

[See Active Campaigns](#)







WHAT IS SPORTYCO?
SportyCo is a decentralized sports investment & funding platform, where athletes, clubs, and sports organizations can raise funds required to achieve athletic success.

HOW IT WORKS?
Athletes can create donation or investment campaigns to get the required funds. Fans and supporters can donate to an athlete, while investors can invest in them for a future return.

HOW TO PARTICIPATE?
Check out the active campaigns and donate to the athletes you wish to support. In the near future, we will also offer more complex investment options.

ONGOING CAMPAIGNS
The SportyCo Beta Platform now offers the Donations Module and is starting with three live campaigns. Check them out and participate in the crowdfunding.

TOTAL COLLECTED
6,862 SPF

TOTAL DONORS
13 USERS

ATHLETE	DONATIONS	ENDS IN	GOAL
Jaka Gorjan Motorcycle Road Racer	7	7 days	1000 SPF
Gašper Komperle Alpine skier	4	7 days	1000 SPF
Diego Silvio Franzot Perspective Soccer player	3	9 days	3500 SPF

INVESTING WILL BE POSSIBLE IN:
12 days 2 hours 48 minutes 9 seconds

SPORTYCO SUPPORTED BY


Roberto Carlos RC3
FIFA World Cup & UEFA Champions League winner


Ronaldinho Gaúcho
Former Barcelona player & Fifa World Cup winner


Charlie Shrem
Charlie is a founding member of the Bitcoin Foundation

 SportyCo is a proud sponsor of RCD Espanyol

ABOUT THE SPORTYCO PLATFORM
At SportyCo, we believe that every promising athlete deserves the opportunity to pursue their career and every small investor should be able to invest in sports. Unfortunately, professional sport today has a high entry barrier - both for athletes and small investors.
Up-and-coming athletes at the outset of their professional careers face a lot of issues when it comes to funding their training and participation in events across the globe. The same goes for many sports clubs and other sports organizations which face severe financial and liquidity issues.
So far, investing in sport has been a privilege of large corporations and connected individuals who were able to help athletes while collecting profits from their investments.
But SportyCo is about to change this!

FOR ATHLETES
SportyCo will remove these barriers and consequently change financing in the sports industry by deploying a blockchain-based crowdfunding platform, serving athletes, clubs, and other sports organizations, in raising the funds required to achieve athletic success.

FOR INVESTORS
SportyCo will enable a wider community to invest in sport, an industry worth USD 1.3 trillion and still growing. By disrupting the existing model for financing participants in sports, SportyCo will open a new chapter in the sports industry, democratizing sports investment.

DONATIONS MODULE The Donations Module will offer athletes a blockchain-based platform where they are able to create profiles listing their current achievements and plans for the future, and their specific crowdfunding goals. Opening an account on SportyCo will be guided by SportyCo's detailed instructions, and will be free of charge.

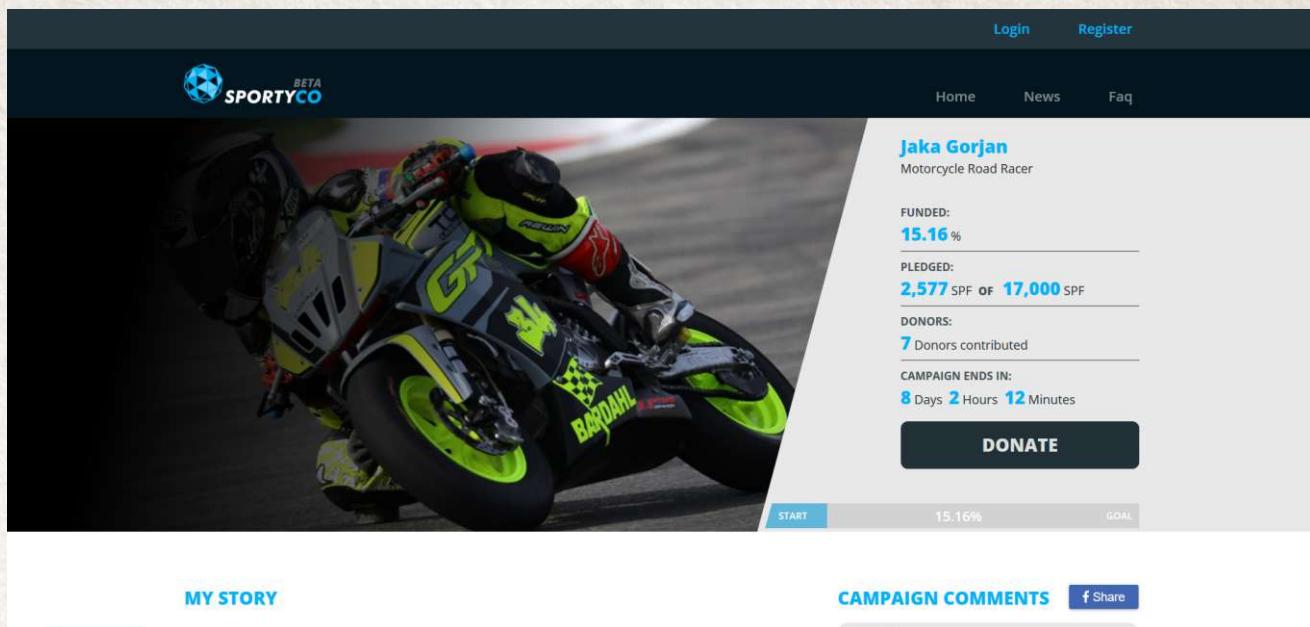
A detailed presentation of the athlete is crucial for a successful crowdfunding campaign. Instructions embedded in the platform will guide each athlete to provide the best story for the donors, set the fundraising target, upload photos and provide engaging videos. Furthermore, the platform will offer each athlete predetermined options for givebacks (small gifts or a simple thank you note in a letter, signed card or even a signed jersey, public social channels thank you notice, ticket for the next game, and similar), while each athlete will also be presented with the option to generate their own custom givebacks.

Athletes will be free to specify their crowdfunding goals related to the core sport activities, decide what purpose the funds are raised for (e.g. costs of training or equipment, travel and accommodation costs to attend competitions, participation fees, etc.). Each athlete will also be free to decide if, and what kinds of givebacks they will offer to their donors. Wise planning is key in this regard—the athlete's chances for a successful crowdfunding campaign or sponsorship request rely heavily on the quality of their profile, the career trajectory and generation of accompanying content such as professional photos and videos. A solid sports history (and personal story) backed up with social media links and achievements might boost their chances further. Setting the right funding goal and duration of the campaign will likewise be important. The specifics are up to the athlete, while SportyCo will offer adequate guidance in the form of clear instructions and pre-written advice in the form of Q&As. Furthermore, SportyCo's back office will provide live guidance and counseling sessions.

SportyCo is very strict on the KYC check and will dedicate considerable resources to preventing fraud or the creation of fake accounts, and any other potential embezzlement. SportyCo's back office will be assigned the task of verifying the authenticity of the person or entity and their profile (e.g. a copy of personal identity card, utility bill or similar documents will be requested for submission and in certain cases also a live video (e.g. Skype) conference will be performed, before the profile is published). Each profile created will be checked and pre-approved by SportyCo prior to publication, to ensure that the person under whose name the campaign is running is in fact the account holder. SportyCo's back office will regularly monitor and redact the content of the platform, as well as edit or delete any inappropriate material.

An athlete campaigning on the Donations Module and opening their personal account will be assigned a personal SPF-compatible wallet (ERC20) with a unique personal key for the transfer of SPF Tokens (while, within the Donations Module only, SportyCo might introduce an option for donations in ETH cryptocurrency or in other tokens of value, depending on popular demand and technical capabilities).

Below is the concept of an athlete's personal profile and the basic available features in the Donations Module:



Once an athlete opens their personal account, they can start campaigning, and from that moment on, success will predominantly lie in their own hands, and those of their networking supporters. If they catch the right momentum and their strategy is sound, backed by realistic potential, they will likely succeed in attracting financial interest. The campaign's visibility is up to the athlete's network from that point on, available for promotion on social media, with supporters, friends, relatives, fans and the general public. SportyCo's back office, however, looks to also actively assist promising athletes with profile management tasks, so that their fundraising campaign has an optimal chance of success.

ACTIONS AFTER THE END OF CAMPAIGN IN THE DONATIONS MODULE Upon the conclusion of a campaign, SportyCo's back office will guide the athlete in the collection of the funds and the exchange of the SPF Tokens into fiat currency, if so requested, and will offer any other support required. For each donation made over the Donations Module, SportyCo will charge a fixed transaction fee of 5%. All the SPF Tokens contributed to an athlete will be made available to the athlete—minus the above specified fixed transaction fee of 5%. Different fees might apply, exclusively in the case of charity projects or discounted campaigns. As with any case of donations, the donors are solely responsible for any applicable tax deductibility and each athlete or recipient of donations will be responsible for the reporting and payment of all the applicable taxes in their country of residence.

ADDITIONAL PAYABLE SERVICES OFFERED BY SPORTYCO WITHIN THE DONATIONS MODULE Furthermore, SportyCo will offer additional payable services within the Donations Module:
 »» detailed support and counseling in running a personal profile and devising the best campaign strategy (other than the general support described above);
 »» payment for an account exposure placement in the "Featured" area, or for other campaign promotion services;
 »» advertising space on the SportyCo Donations Module.

**THE PURPOSE
OF THE SPF
TOKEN WITHIN
THE DONATIONS
MODULE**

The purpose of the SPF Token within the Donations Module will be:
 - to make donations;»» to purchase support from SportyCo in relation to profile management and campaign strategy;»» to purchase special features, such as the "Featured section" or "Hot pick" and similar features.

**EXAMPLE CASE
PRESENTATION**

Claire is 18, a highly promising tennis player. She was just invited to play at a prominent tournament in London. Her parents are facing severe liquidity issues. She'll have to cancel the trip since she cannot afford the USD 7,000+ travel and accommodation costs. However, she decides to open a personal account on the SportyCo Smart Manager Platform and ask for donations. She designs an appealing profile with detailed description of her achievements and career trajectory, accompanied by photos and with a short video addressing the contributors. With personal network engagement and some buzz, within 12 days of her campaign start, she reaches the set crowdfunding goal of USD 7,000. She receives exactly 7,000 SPF Tokens (the value of 1 SPF Token at that moment is USD 1.07) into her wallet from 487 donors (she had a great Facebook campaign so 37% of the funds collected are from her Facebook friends, while other donors were persuaded separately using, among other channels, the SportyCo platform profile with a detailed description of her achievements and career trajectory). After the 5% deduction of the transaction fee, charged by SportyCo, her wallet is richer for 6,650 SPF Tokens. Since the SPF Token is liquid on several exchanges, she is able to sell them at the market price of USD 1.07, and within 5 days receives the amount of USD 7,100.00 in her Bank Account (while USD 15.50 goes to the exchange fee and bank transfer costs). Claire needed some guidance regarding the exchange of the SPF Tokens into fiat currency and contacted SportyCo, receiving her answers in due time. Now, she is able to attend the London tournament. When she comes back, she writes a personal e-mail to her backers, with a brief account and a thank you note for the contribution, enclosing some photos of her London competition participation, where she took 3rd place. Success!

**INVESTMENT
MODULE**

The second pillar of the Smart Manager Platform, the Investment Module, will enable detailed sponsorship smart contracts of various types, and most importantly, the so-called complex investment smart contracts where an athlete, club or other sports organization can offer a long-term deal to financiers by committing a share of their future income or other revenue streams in exchange for an upfront investment.

**INVESTMENT
MODULE
FOR ATHLETES,
TEAMS, CLUBS
AND OTHER
SPORTS
ORGANIZATIONS**

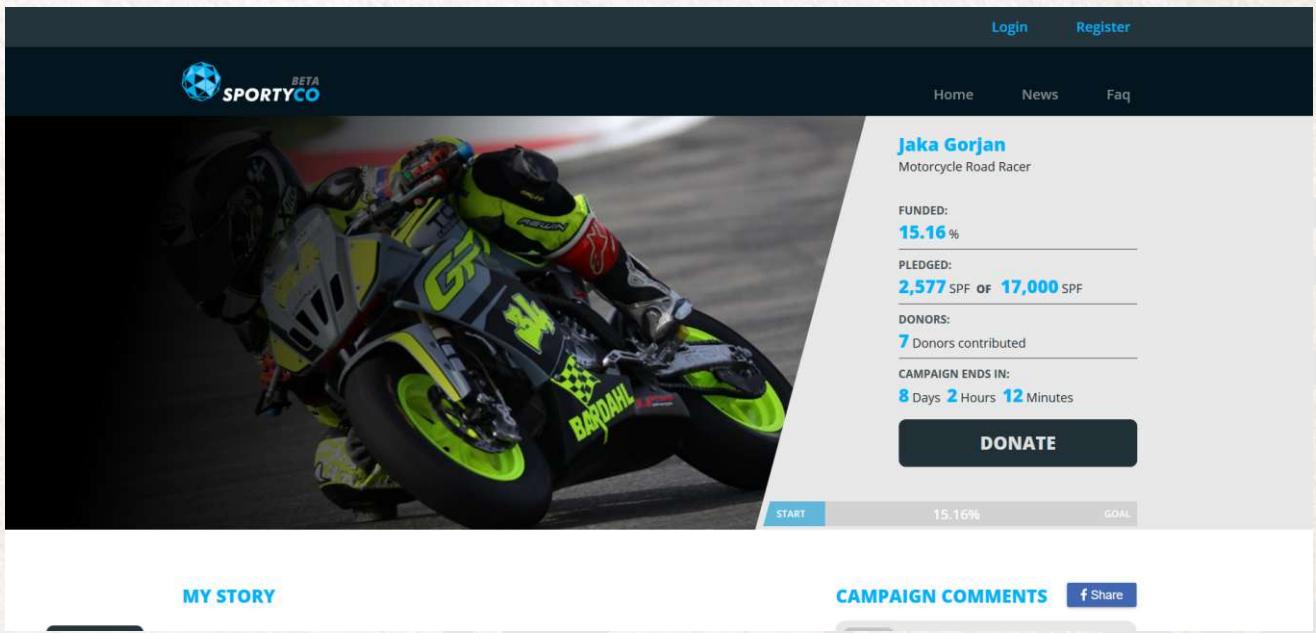
The Investment Module will offer athletes, teams, clubs and other sports organizations a blockchain/smart contract-based platform where they are able to create profiles listing their current achievements and plans for the future. Opening an account on SportyCo will be properly guided by SportyCo's detailed instructions and will be free of charge.

A detailed personal presentation will be crucial for athletes (again, to simplify this White Paper, we will hereby provide a theoretical athlete's presentation, while the same rules apply for other participants, such as teams, clubs and other sports organizations, with corresponding modifications) to reach their set investment goals. Instructions embedded in the platform will guide each athlete in the creation

of the best presentation of achievements, the projection of the investment targets, creation of content and uploading of photos and videos. Furthermore, the platform will offer athletes predetermined smart contract clauses, alongside the perk of requesting specific smart contract clauses from SportyCo charge-free, tailored to their wishes and needs.

Athletes will be free to choose their investment goals, decide what purpose the invested funds are used for (e.g. costs of training or equipment, travel and accommodation costs to attend competitions, participation fees, and similar). Athletes are free to decide what kind of rights to offer in exchange for the investment. Proper structuring and assessment of the investment goals and adjustment of the offered rights will be crucial for a successful investment campaign. If the athlete provides engaging content for dissemination on other platforms, especially achievements and career trajectory, their chances of a successful investment campaign will increase. Accolades and momentum might boost an athlete's chances further, while setting the right investment goal and campaign duration will likewise be important. Athletes will also be able to ask for peer-to-peer lending transactions.

Below is concept of an athlete's personal profile and the basic available features in the Investment Module:



The screenshot displays a conceptual user interface for the SportyCo Investment Module. At the top, there are 'Login' and 'Register' buttons. Below that is a navigation bar with 'Home', 'News', and 'FAQ' links. The main content area features a large image of a motorcycle racer in action. To the right of the image, the athlete's profile is shown: **Jaka Gorjan**, Motorcycle Road Racer. Key statistics include: **FUNDED: 15.16%**, **PLEDGED: 2,577 SPF OF 17,000 SPF**, and **DONORS: 7 Donors contributed**. A progress bar at the bottom indicates **START** on the left and **GOAL** on the right, with the current status at **15.16%**. A prominent 'DONATE' button is located below the stats. At the bottom of the page, there are links for 'MY STORY' and 'CAMPAIGN COMMENTS', along with a 'Share' button.

It's up to the athlete to curate all the above, while SportyCo offers guidance in the form of concise instructions and pre-written advice in the form of Q&A. Furthermore, SportyCo's back office will provide live online support.

An athlete campaigning on the Investment Module with their account will be assigned a personal SPF-compatible wallet (ERC20) for the transfer of SPF Tokens with a unique personal key.

In addition to the features described above, the following features will also be available within the Investment Module:

- equity campaigns, where, for example, a sports club crowdfunds itself by way of offering equity shares to its fans and investors;
- debt campaigns seeking low or no-interest-rate loans.

**INVESTMENT
MODULE
FOR INVESTORS**

Anyone aged 18 or over can become an investor on the SportyCo Smart Manager platform. When opening an account, each investor will be assigned an ERC20 compatible wallet. Once the wallet receives SPF Tokens, the investor is ready to start making investments.

It is entirely up to the investor to decide on the athlete, team, club or sports organization they will invest in. Although SportyCo's back office will check and pre-approve each profile, it will be up to the investor to make adequate due diligence of athletes, teams, clubs or sports organizations in order to pick those with the greatest potential and the most favorable prospects of a high return on investment. There will be no money-back guarantee, so the degree of insight and understanding is crucial. Investors will thus primarily be talent seekers and scouts rolled into one, and naturally savvy people seeking good investments in a lively and wealthy industry.

Investors will be able to invest into athletes, teams, clubs or other sport organizations and in exchange for an upfront investment receive, for example:

- a share of future image rights of an athlete;
- a share of future sponsorship proceeds;
- commercial rights relationships;
- a share of transfer rights;
- other athletes' economic rights.

Assuming the investor makes the right moves, the returns will be deposited back into their wallet on the Smart Manager Platform.

**THE CAMPAIGN
ON THE
INVESTMENT
MODULE IS
COMPLETE.****WHAT NOW?**

When an investment contract expires or reaches certain conditions, SportyCo's back office will guide the parties on the collection of the funds and exchange of the SPF Tokens into fiat currency, if so requested, and will offer any other support required.

SportyCo's back office will monitor the investees' careers and track whether or not they are honoring the obligations they undertook on the Smart Manager Platform in relation to their investors (while data and information provided by the investors themselves will, naturally, be appreciated). SportyCo's legal enforcement team will make sure each investee fulfills the obligations they undertook on the Smart Manager Platform.

SportyCo will ensure the anonymity of the investors. In order to secure investor privacy, SportyCo will incorporate a UK-law-governed Trust to be the legal owner of the rights of the investors, being authorized to enforce investor rights, whereby the investors remain the beneficial owners of the rights. Once the Trust conducts the enforcement, the proceeds will be divided among the investors according to their share. In countries where trusts are not recognized, the underlying smart contract will establish adequate parallel debt structures and other legal structures, if required.

As with any case of investment, each athlete or recipient of an investment is responsible for the reporting and payment of all the applicable taxes and similarly, investors are solely responsible for any applicable tax deductibility and the payment of all legislated taxes in their country of residence or incorporation.

For each investment made over the Investment Module, SportyCo will charge a fixed transaction fee of up to 12%, depending on the type of the investment and connected costs for SportyCo. All SPF Tokens invested into an athlete will be made available to the athlete—minus the above specified transaction fee of up to 12%. Furthermore, a 5% commission fee will be charged by SportyCo at the time the initial investee repays the agreed proceeds to the investor.

**ADDITIONAL
SERVICES
OFFERED BY
SPORTYCO
ON THE
INVESTMENT
MODULE**

SportyCo will offer additional services for purchase within the Investment Module:

- detailed support and advice on profile management, as well as the design of a solid investment campaign strategy;
- payment for exposure in the “Featured section” or “Hot Pick Section” or other networking services;
- advertising space on the SportyCo Investment Module.

**THE PURPOSE
OF THE SPF
TOKEN WITHIN
THE INVESTMENT
MODULE**

The purpose of the SPF Token within the Investment Module:

- Investments within the Investment Module will strictly be limited to SPF Token (SPF Tokens will thus be the only available currency for making investments, representing the “entry ticket” into the world of individual-based sports investment);
- To purchase support from SportyCo in relation to investment campaign strategy and networking;
- To purchase special features, such as the “Featured section” or the “Hot pick” and similar.

**EXAMPLE CASE
PRESENTATION:**

Claire is 19, a young tennis professional on the rise. She just placed third at a visible tournament in London alongside some other accolades. However, she still can't afford to hire a personal manager and is not mainstream enough to attract sponsors. Claire and her family are struggling with the financing of her practice, nutrition, travels and accommodation costs. The costs are increasing as her tennis career evolves, while funds remain mostly the same. Claire calculates that her annual costs for an optimal training regimen are approx. USD 80,000. She performs an analysis and determines that within 3 years, her tennis career will progress to the point she's able to secure major corporate sponsors and fund her own running costs. Claire thus decides she will offer 25% of all her future sponsorship proceeds received within the period of 10 years in exchange for an investment of USD 270,000. She opens a personal account on the SportyCo platform, setting the investment goal at USD 270,000 and marking the predetermined option to offer 25% of future sponsorship proceeds in exchange for

an upfront investment of USD 270,000. Due to her good track record, athleticism and dedication, investors identify potential in her. Within three months, Claire is able to reach the full investment goal of USD 270,000, contributed by 638 investors (some contributing a couple of thousand USD). She receives 84,112 SPF Tokens (the value of 1 SPF Token at that moment is USD 3.21) into her wallet. After the 10% deduction of the transaction fee charged by SportyCo for this kind of transaction (SportyCo has different prices, depending on the type of transaction and Claire decided for this type of transaction), she receives 75,701 SPF Tokens. As the SPF Token is liquid on several exchanges, she is able to sell them at the market price of USD 3.21 and within 5 days receive an amount of approx. USD 243,000 to her bank account. She will now be able to focus on her training and stop worrying about her finances.

At the age of 23, Claire manages to reach the Wimbledon semi-finals and is ranked No. 7 in the WTA Rankings. She signs a sponsorship agreement with a major sports equipment and clothing company, based on which Claire is entitled to USD 1.5 million annually, for the duration of 5 years. Since young Claire signed a smart contract with her investors, Claire is obliged to transfer 25% of this sponsorship money to them. Investors get USD 375,000 each year, which means their initial investment is repaid within the first year after Claire signs the sponsorship agreement and each year thereafter is pure profit. SportyCo made it possible for Claire to launch her career while focusing exclusively on training. Investors identifying such talent and supporting it early can expect sizeable returns across the span of an athlete's career, depending on the specific smart contract terms.

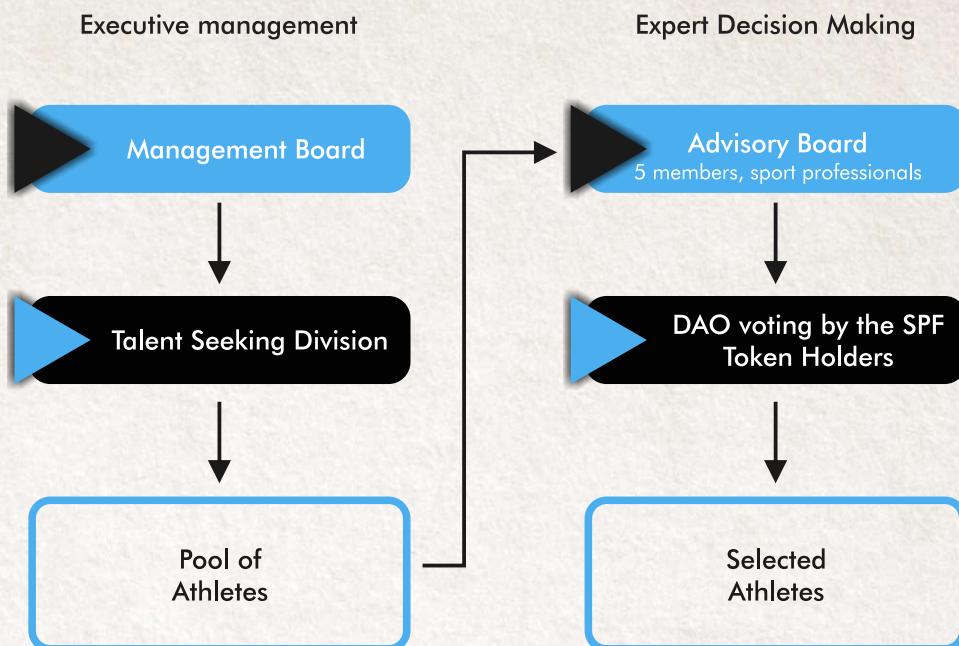
THE SPORTYCO PROFESSIONAL FUND SportyCo's Token Crowdsale initiative will allocate a part of the funds raised during the SPF Token Pre-Crowdsale and Crowdsale into a special SportyCo Professional Fund (i.e. all funds raised over USD 9,000,000, up to the hard cap will be allocated into the SportyCo Professional Fund (SUBSEQUENT COMMENT SportyCo: during the SPF Token Pre-Crowdsale and Crowdsale USD 5.1 million (in ETH equivalent) were contributed – therefore the SportyCo Professional Fund will not be initiated).

SportyCo will establish a special Advisory Board consisting of veteran competitors, coaches, scouts and other successful specialists. The Fund will invest into those athletes with the greatest perceived potential, in exchange for a future return based on revenue such as prize money, endorsements, appearances, image rights and similar rights of value. Since each sport is different, the investment strategy of the SportyCo Professional Fund will be diverse, driven by the numbers and by analyst expertise.

The mission of the SportyCo Professional Fund is to ensure the future growth of SportyCo Ltd, of the SportyCo Professional Fund and of the complete SportyCo ecosystem.

HOW THE FUND OPERATES

Corporate structure of the fund:



The Fund operates on the basis of a two-tier decision-making process, the Executive Management consisting of the Management Board of SportyCo and the Talent-Seeking Division directly answerable to the Management Board, and the Expert Advisory Board.

The Executive Management will operate and run the day-to-day business of the Fund. The Talent-Seeking Division will be a team of sports specialists who scout for talent within the sports community and propose specific athletes from various sports to the Advisory Board, positing sufficient potential for investment.

The ultimate decision-making body of the Fund will be the Advisory Board, consisting of five (5) members, selected from veteran competitors, coaches, scouts, managers and other successful specialists.

SportyCo's Talent-Seeking Division will be entrusted with the task of seeking young and promising athletes as early as possible, with the greatest perceived return on investment. The selection of the athletes will then be meticulously reviewed by the Advisory Board that approves the athletes with the greatest potential, agrees with them on all the elements of the investment, and thereafter confirms the athletes are ready to be submitted to the DAO voting. In the process of the DAO voting, the presentation profile of each athlete will be uploaded to the SportyCo platform, with all the SPF Token-holders invited to vote. If the DAO voting confirms the investment into an athlete, the Executive Management team will prepare all the required documentation, setting the investment into motion.

The SportyCo team will thereafter closely monitor the development and professional trajectory of the athletes, and make sure they honor their obligations.

When making investments, the following rights might be considered in exchange for an upfront investment:

- a share of future image rights of an athlete;
- a share of future sponsorship proceeds;
- commercial rights relationships;
- a share of transfer rights;
- other athletes' economic rights.

In addition to investments made into an athlete, SportyCo might also propose for DAO voting investments into sport clubs and other sport organizations, as well as a variety of other creative, compounded, or fan-marketed investment into the sports industry and its particular participants.

SportyCo will reinvest 70% of the profit generated by the Fund in such a way to purchase SPF Tokens on the market and invest such SPF Tokens further into new athletes, clubs and other sports organizations in accordance with the mechanism explained above.

► **PHASE 3** Following the development and deployment of the Smart Manager Platform, SportyCo will focus on their optimization, marketing and monetization in line with SportyCo's long-term objectives and core values.

Platform
Optimization,
Marketing and
Monetization Phase

**CHARITIES WILL
BE VALUED AND
ACTIVELY
SUPPORTED
BY SPORTYCO
ON ALL LEVELS
OF THE SPORTYCO
ECOSYSTEM**

Organizations holding the official status of a sports charity organization will receive special treatment. SportyCo will offer official sports charity organizations discounted or even cost-free features on the SportyCo Smart Manager Platform, in accordance with SportyCo's policies and values.

3. THE SPF TOKEN

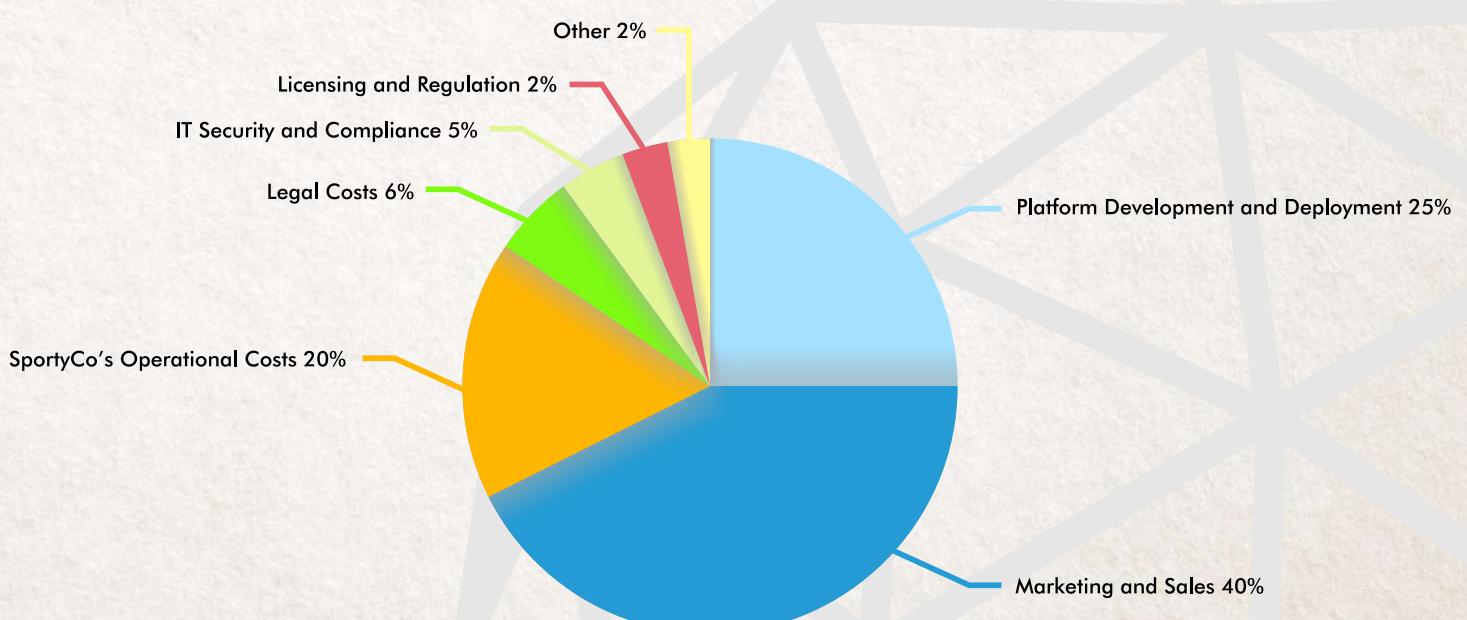
The SportyCo Token (SPF) will be a utility token of value that fuels the SportyCo ecosystem. It will not give its holders any right to participate in the management of SportyCo Ltd (of any kind or nature), it will not represent a shareholding in SportyCo Ltd (of any kind or nature), and will not give its holders any right (of any kind or nature) to the profits generated by SportyCo Ltd.

Integrated within the SPF Token smart contract will be the utility function of a decentralized autonomous organization (DAO)—operating as the SportyCo ecosystem consensus platform—where it will enable future proposal voting based on the share of SPF Tokens held.

The Smart Manager Platform will accept as a payment method only the SPF Token (while only in exceptional cases, ETH and other tokens of value may be added as a payment/investment vehicle, depending on popular demand and technical limitations, and only within the Donations Module).

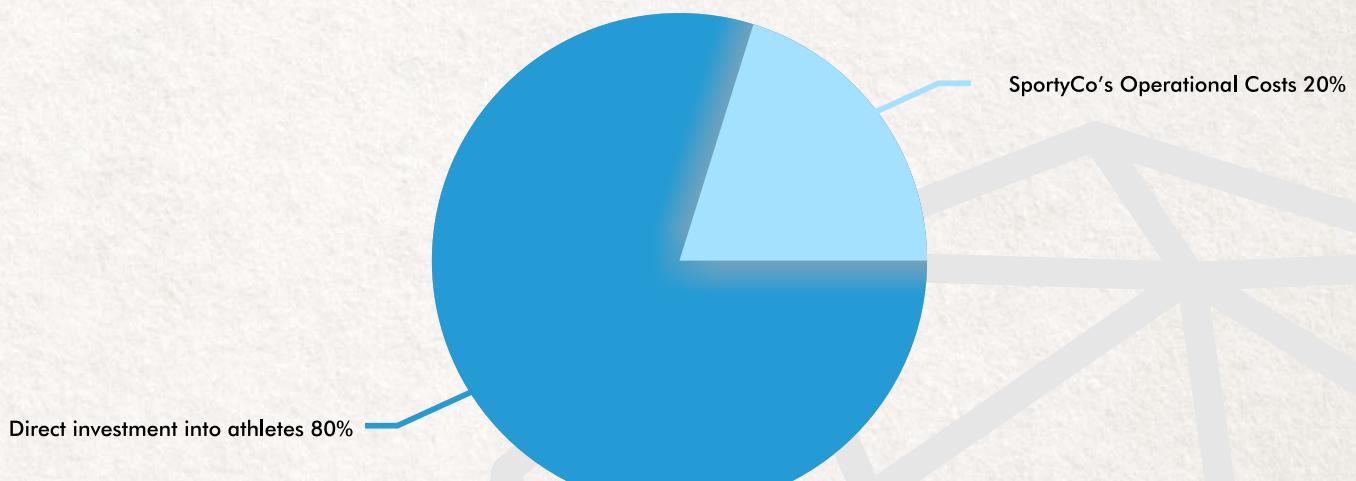
4. TARGETED UTILIZATION OF ETH CONTRIBUTED

Up to USD 9 million contributed will represent SportyCo's operating capital. The funds will be used for the development and full deployment of the Smart Manager Platform, its optimization, growth, marketing and monetization phase, in the following targeted way:



% OF CONTRIBUTION	INTENDED USE
25%	Platform development and deployment
40%	Marketing & Sales
20%	SportyCo's Operational Costs
6%	Legal Costs
5%	IT Security and Compliance
2%	Licensing & Regulation
2%	Other

Contributions amounting to over USD 9 million will be allocated to the SportyCo Professional Fund, where the funds will be used in the following way (SUBSEQUENT COMMENT SportyCo: during the SPF Token Pre-Crowdsale and Crowdsale USD 5.1 million (in ETH equivalent) were contributed – therefore the SportyCo Professional Fund will not be initiated):



% OF CONTRIBUTION	INTENDED USE
80%	Direct investments into athletes
20%	SportyCo's operational costs

5. THE TEAM AND ITS PAST ACHIEVEMENTS

The Team at SportyCo boasts an extensive record of accomplishment in the digital sphere of the sports industry.

In 2014, the core think-tank was set up to develop and deploy the online marketplace trainers4me, where people can find and book sports instructors of any kind. Trainers4me was successfully launched in February 2015. In June 2015, the project received a major boost when tennis superstar Ana Ivanovic joined as co-owner. In March 2016, the team launched its second sports-related platform onlinegym4me, offering sports enthusiasts across the globe the ability to exercise and stay in shape using live-streamed and recorded online classes.

In June 2016, Technogym, the leading global manufacturer of home and commercial fitness and gym equipment, identified exciting potential in the project, joining in as a strategic investor.

The SportyCo team thus has a proven record of accomplishment of developing and managing digital sports industry projects, from design to launch and beyond. For its upcoming mission, SportyCo has reached out to experts from additional relevant fields, especially on the business, development and promotional side of its many planned activities. Substantial practical experience (in marketing, IT development, blockchain, project development, public relations etc., alongside established connections in the global sports industry) will be channeled into the launch of the SportyCo project, and SportyCo is ready to tackle exactly the kind of challenges presented by such an ambitious endeavor.

As already noted above, the Team at SportyCo has identified the outstanding disruptive potential of the blockchain revolution and is ready to revolutionize the sports industry.

MARKO FILEJ | Co-founder, CEO

Marko is an entrepreneur with vast experiences in the sports industry, and the mastermind behind the global sports platforms: Trainers4me and Onlinegym4me.

SIMON ŽGAVEC | Co-founder, Legal & Compliance

Simon is an experienced attorney at law, specialized in banking and finance and capital markets law, with a special focus on fintech and emerging technologies.

TOMAŽ ČEPON | Co-founder, COO

Tomaž is the go-to operations manager, with over a decade of experience working in several international companies. His main areas of work are marketing and sales.

BLAŽ CARLI | Lead Developer, CTO

Blaž is an IT professional with over 15 years of experience working on global enterprise projects like Trimo urban crash, Trainers4me, Onlinegym4me, and others.

ROBERTO CARLOS | Partnership Manager
Roberto was FIFA World Cup & UEFA Champions League winner.

KEVIN HARRINGTON | Co-owner and Advisor
Kevin is Co-Owner of SportyCo and the original Shark on Shark Tank.

PETER ŠEPETAVC | Marketing Manager

RENE MLEKUŽ | Sports Talent Acquisition

JAKA KOVIČ | Community Manager

LUKA PEČAVAR | Product Manager

GREGA LIKAR | Corporate Design

PROFESSIONAL ADVISORS **CHARLIE SHREM | Bitcoin Pioneer**
Charlie is a founding member of the Bitcoin Foundation and one of the best-known bitcoin advocates. He is currently the Director of Business & Community Development at Jaxx.

PHILLIP NUNN | Entrepreneur, CEO and international speaker on Blockchain, Cryptocurrency and fintech
With more than 15 years' experience in financial services, Phillip specialises in wealth management, angel investment, commercial property investment and financial technology.

DINO PAŠALIĆ | Blockchain Consultant
One of the most renowned football managers with 30+ years of experiences. He is regularly in contact with presidents of the biggest football clubs such as Real Madrid, Barcelona, Fenerbahce.

ROBBY SCHWERTNER | Blockchain technology influencer
Robby is crypto blogger and blockchain technology influencer. He is co-founder and advisor of ICOs and crypto startups in fintech, real estates, energy, artificial intelligence on blockchain, social media applications and charity.

TOMISLAV MUČIĆ | Blockchain Consultant
Tomislav has decades of experience in IT security and Project development and is an early adopter of the blockchain technology.

IGOR ZGONC | Blockchain Consultant
Igor has been entrepreneur, manager and consultant for 20 years in the field of information security, risk management and blockchain development.

ANDREJ PLANKAR | Blockchain Consultant

After his career in management, Andrej utilized his skills to become a full-time poker player. He soon took interest in cryptocurrencies and co-founded blockchain consulting firm.

**AMBASSADORS
AND SPORT
ADVISORS****ROBERTO CARLOS | Football (Soccer) Player**

Roberto was FIFA World Cup & UEFA Champions League winner

RONALDINHO GAUCHO | Football (Soccer) Player

Former Barcelona player & Fifa World Cup winner.

NORIAKI KASAI | Ski Jumping Legend

Noriaki is the most recognizable athlete in the world of ski jumping. He has three Olympic medals and 17 wins in the FIS Ski Jumping World Cup.

SAVO MILOŠEVIĆ | Former Football Player

Savo is the Vice president of Football Association of Serbia. During his football career he played for FC Parma, Aston Villa, Espanyol, Celta Vigo, and Rubin Kazan.

PRIMOŽ BREZEC | Former NBA Player, Basketball Scout

Primož played in the NBA as a center for eight seasons after being one of the top players in Europe. He is currently a scout for the Cleveland Cavaliers.

ŠPELA PRETNAR | Former Alpine Skier

Špela works at the Ski Association of Slovenia. As a former pro skier, she won the small crystal globe in slalom and also has 13 podium finishes the Alpine Skiing World Cup.

VASJA BAJC | Ski Jumping Coach

Vasja is a ski jumper turned coach, who worked with the national teams of Japan, Netherlands, Sweden and Czech Republic. Currently coaching the US women's ski jumping team.

MITJA RUZZIER, PhD | Professor of Entrepreneurship

Mitja is the Head of the Department of Entrepreneurship at the University of Primorska, researching entrepreneurship, innovativeness, brands and internationalization of SMEs.

VUK BRAJOVIĆ | Media & Communications Professional

Vuk is a career marketing & communications professional, with distinguished international references in the area of sports – primarily tennis, football and basketball

For a detailed and updated presentation of our Team members, Advisors and Ambassadors please visit www.SportyCo.io

6. THE ROADMAP TO FULL DEVELOPMENT AND DEPLOYMENT OF SPORTYCO ECOSYSTEM



NOTICE TO CONTRIBUTORS

Please note: changes to this White Paper are reserved. SportyCo Ltd is committed to bringing maximum value to its contributors. To achieve this, SportyCo may amend the terms of the White Paper as the project develops. Please check back with the www.SportyCo.io webpage for potential changes. SportyCo Ltd undertakes to observe the terms in force at the time of the contribution. In case of an eventual change of terms to new ones that are more favorable to the contributors, SportyCo intends to compensate past contributors adequately, in line with the new conditions.

Prospective Contributors should make sure they understand the nature of the contribution and the SPF Token, and the extent of their exposure to risk, considering the suitability of the SPF Tokens in light of their own circumstances and financial condition. It is the sole responsibility of prospective Contributors to ensure that they have sufficient knowledge, experience and professional advice to make their own legal, financial, tax, accounting and other business evaluations of the merits and risks of contribution and are not relying on the advice of SportyCo Ltd or any of its representatives, supporters or others.

The law in certain jurisdictions may restrict or limit contributions towards SPF Tokens. Persons in possession of this White Paper are required by SportyCo Ltd to inform themselves about any such restrictions as they apply, and to observe them. This White Paper may not be used for, or in connection with, any offer to, or solicitation by, anyone in any jurisdiction or circumstances in which such an offer or solicitation is not authorized or is unlawful. SportyCo accepts no responsibility for any violation of any such restrictions by any person, whether or not a prospective contributor to the SPF Tokens.

United States citizens (where the term "United States" means the United States of America (including the States and the District of Columbia), its territories, its possessions and other areas subject to its jurisdiction) and the Citizens of the People's Republic of China are not permitted to participate in the Token Crowdsale or to contribute.

Each Contributor represents and warrants to SportyCo that they are fully aware of all the risks associated with the contribution, and with the transfer of ETH to the smart contract system (such as risk of software or blockchain weakness, regulatory risks and risks in change of legislation and/or change in its interpretation, risks of project failure, risk that the SPF Tokens will have no value, and other associated risks).

Each Contributor understands and accepts that the SPF Token is utility token of value and that by contributing ETH to the smart contract and getting SPF Tokens in exchange, it will have no right to participate in the management of SportyCo Ltd (of any kind or nature), it will have no shareholding in SportyCo Ltd (of any kind or nature) and it will have no right to participate in the profits generated by SportyCo Ltd (of any kind or nature).

Each Contributor further understands and accepts that any transfer of ETH to the smart contract is non-refundable.

Each Contributor further understands and accepts that smart contract technology is still in an early development stage and represents and warrants to SportyCo Ltd that it is fully aware of the associated risks with this regard.

