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## 1) What is SportGift?

Sportgift is an innovative project that will track the user's sports and fitness activities and reward them for completing challenges.

The challenges offered by the SportGift mobile app are goals that the user must achieve in order to get a prize. An example of one of these goals is to complete a 10km or 5 mile run. Other challenges could be to take less than 5 minutes per Km, to burn 500 calories in a 10k run, or to cycle for 20km. Every completed challenge will mean the user may redeem a prize.

The prizes offered in the challenges will motivate the users to complete them. Said prizes will be created and configured by organizations that will enroll in our platform. Those organizations will be called our sponsors and they can use our application and services to promote themselves by offering their services, products and other offers.

The final objective is to create a relationship between the user and our sponsor organizations where a win/win scenario is achieved. As the user base grows more partners and more challenges will be added, viralizing the app.



## 2) Mission

SportGift wants to motivate people to exercise frequently. Through its challenges and rewards, SportGift will encourage the users to be healthy and fit, thus increasing their quality of life.

## 3) Vision

We visualize people being healthy, fit and happy. We want to reach as many people as possible so they can participate in our challenges, stay highly motivated and enjoy the prizes that we will offer. Overall, this will mean a much better quality of life for our users.

## 4) Objectives

- Deliver a highly innovative sports monitoring app with great features and the highest quality.
- Reach as many users as possible. With our rewards program and campaigns, we want to engage people and keep them motivated to use the app frequently.
- Get partner organizations all around the world to participate in this business model.

## 5) How SportGift was born.

SportGift was born out of the wish of a group of people from the software industry in Latin America of creating an innovative sports mobile app that can really incentivize people to stay fit and healthy. We wanted to do something really unique to success where many others have failed so we came up with the challenge and rewards program, designed in a way that no other product in the market offers. We want to get many organizations to join us to create the challenges, offer prizes and grow up with us.

**Motivation** is what makes athletes act. **Motivation** is what pushes them to try harder and gets them to the highest of heights.

For someone to start and persist in an activity there must be a sense of satisfaction. Even more when we talk about something that is hard and requires a lot of effort. With the SportGift app, we want to help people to start practicing physical activities in a regular basis and keep them engaged.



### According to research from the World Health Organization:

The lack of physical activity is an important risk factor for the noncommunicable diseases (NCDs), like diabetes, cancer, strokes and heart disease. There are many countries where the population's physical activity is in a downwards trend. Globally, 23% of adults and 81% of adolescents (aged 11–17 years) do not meet the WHO global recommendations on physical activity for health.

Making people more active is one of the most important strategies in the fight against NCDs and is established as part of the Global Action Plan for the Prevention and Control of NCDs 2013-2020 and the Global Action Plan on Physical Activity 2018-2030.

The WHO is driving an initiative to reduce insufficient physical activity by 10% by 2025, which also contributes to the International Sustainable Development Objectives.

The World Health Organization makes recommendations about the minimum amount of physical activity that is necessary to stay healthy for each age group, though, it is important to keep in mind that some physical activity is better than none. Inactive persons should start with just some light activity on their day to day and gradually increment the time, frequency and intensity of those activities. Also, the role of government organizations and the communities is very important on the creation of programs to promote physical activity.



## 6) 10 facts about physical activity

### 6.1) Lack of physical activity is the world's fourth leading risk factor for death.

Physical inactivity has been identified as the fourth leading risk factor for global mortality (6% of deaths globally). This follows high blood pressure (13%), tobacco use (9%) and high blood glucose (6%). Overweight and obesity are responsible for 5% of global mortality.

In addition, physical inactivity is estimated as being the principal cause for approximately 21–25% of breast and colon cancer burden, 27% of diabetes and approximately 30% of ischaemic heart disease burden.

### 6.2) Regular physical activity helps to maintain a healthy body.

People who are physically active:

- improve their muscular and cardio-respiratory fitness;
- improve their bone and functional health;
- have lower rates of coronary heart disease, high blood pressure, stroke, diabetes, cancer (including colon and breast cancer), and depression;
- have a lower risk of falling and of hip or vertebral fractures; and
- are more likely to maintain their weight.

### 6.3) Physical activity is not the same as sport

Physical activity is any bodily movement produced by the skeletal muscles that uses energy. This includes sports, exercise, and other activities such as playing, walking, household chores, gardening, and dancing. Any activity, be it for work, to walk or cycle to and from places, or as part of leisure time, has a health benefit.



#### **6.4) Moderate and vigorous physical activity bring benefits**

Intensity refers to the rate at which the activity is being performed. It can be thought of as how hard a person works to do an activity. The intensity of different forms of physical activity varies between people. Depending on an individual's relative level of fitness, examples of moderate physical activity could include: brisk walking, dancing, or household chores. Examples of vigorous physical activity could be: running, fast cycling, fast swimming, or moving heavy loads.

#### **6.5) 60 minutes a day for people 5–17 years old**

People aged 5–17 should have at least 60 minutes of moderate to vigorous physical activity daily. More than 60 minutes of physical activity a day brings additional health benefits.

#### **6.6) 150 minutes a week for people 18–64 years old**

Adults aged 18–64 should do at least 150 minutes of moderately intense physical activity each week, or at least 75 minutes of vigorous activity throughout the week, or an equivalent combination of moderate and vigorous activity. In order to be beneficial for cardio-respiratory health, all activity should be performed in bouts of at least 10 minutes duration.





### **6.7) Adults aged 65 and above**

The main recommendations for adults and older adults are the same. In addition, older adults with poor mobility should do physical activity to enhance balance and prevent falls 3 or more days per week. When older adults cannot do the recommended amount of physical activity due to health conditions, they should be as physically active as their abilities and conditions allow.

### **6.8) All healthy adults need to be physically active**

Unless specific medical conditions indicate the contrary, WHO's recommendations apply to all people – irrespective of gender, race, ethnicity, or income level. These recommendations also apply to individuals with chronic noncommunicable conditions, not related to mobility, such as hypertension or diabetes. Adults with disabilities should also follow WHO's recommendations.

### **6.9) Some physical activity is better than none**

Inactive people should start with small amounts of physical activity and gradually increase duration, frequency, and intensity over time. Inactive adults, older adults, and those with disease limitations will have added health benefits when they become more active. Pregnant women, postpartum women, and persons with cardiac

conditions may need to take extra precautions and seek medical advice before striving to achieve the recommended levels of physical activity.



#### **6.10) Supportive environments and communities help people to be physically active**

Urban and environmental policies have huge potential to increase levels of physical activity . These policies should ensure that:

- walking, cycling and other forms of active transportation are accessible and safe for all;
- labour and workplace policies encourage physical activity;
- schools have safe spaces and facilities for students to spend their free time actively; and
- sports and recreation facilities provide opportunities for everyone to be physically active.

## 7) Platform Components



The project is comprised by two main components

1. The SportGift mobile app.

The app will be available for download in devices like mobile phones, smartwatches and wearable devices. The users will be able to track their physical activities and earn prizes by completing challenges. It will support Android and iOS operating systems.

2. The backend for creating the sports challenges

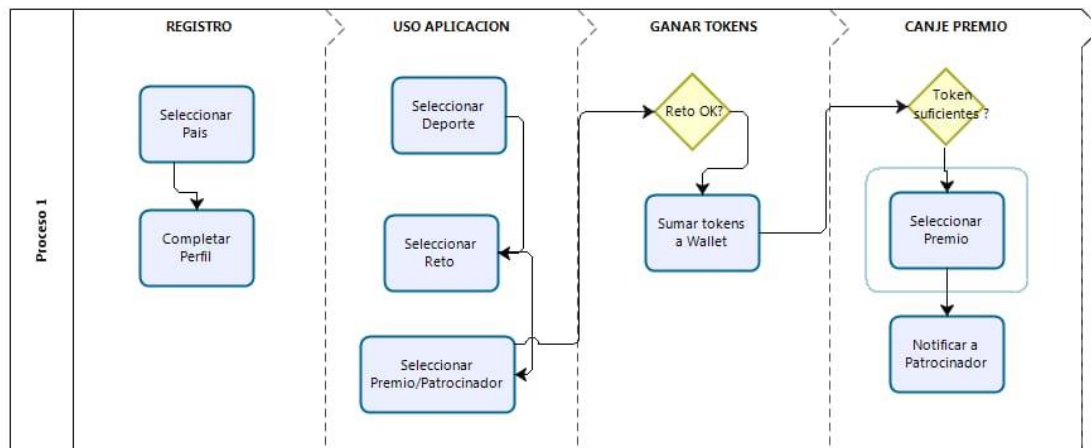
The Backend will be an online system that our sponsor organizations will use to register, create challenges, and configure prizes, promotions and advertising campaigns.



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## 8) How the platform Works.

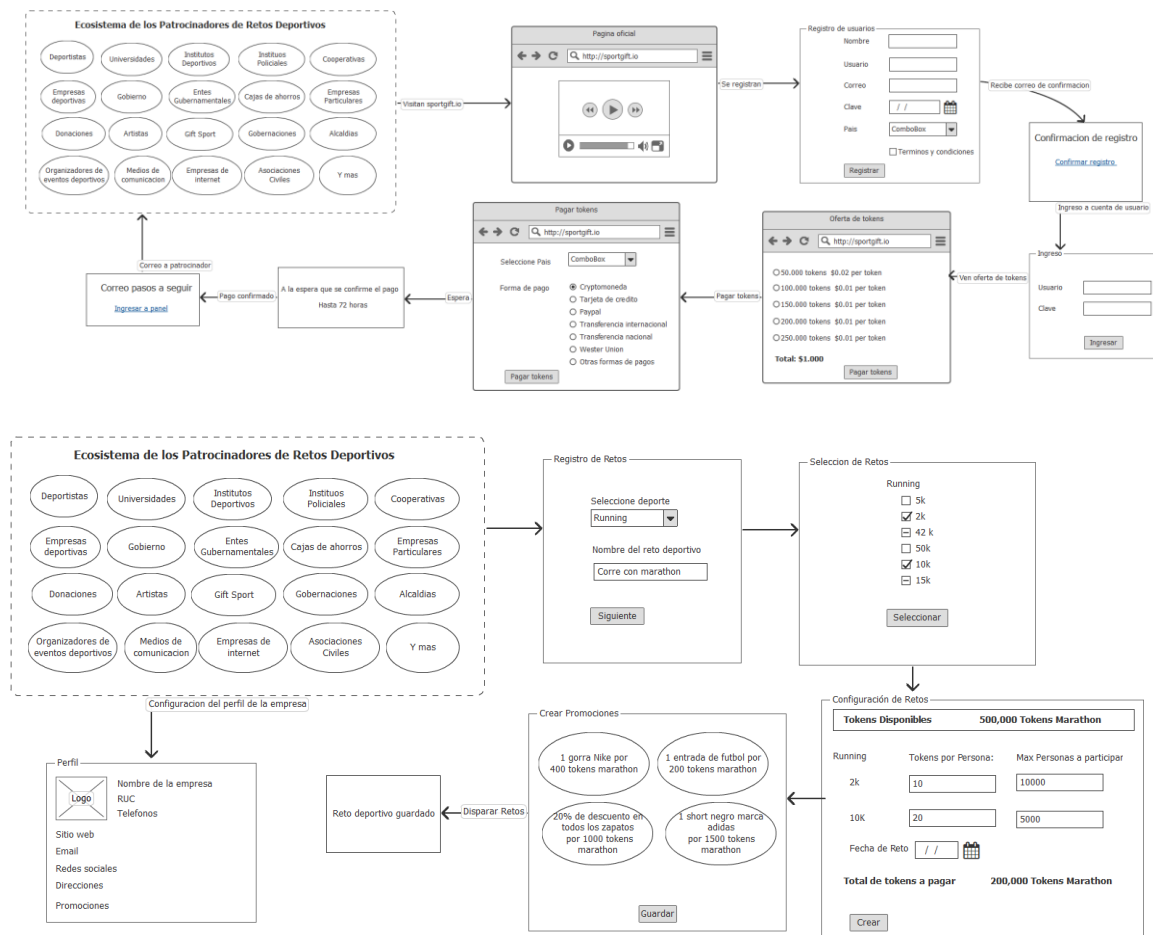
### 8.1) The SportGift mobile app



#### Usage steps:

- 8.1.1) The user downloads the app from the Apple Store in iOS or Play Store in Android.
- 8.1.2) The users register in the app by using their Facebook account or email. The app will ask the user for the following data: email, password, name and country. After being registered, the profile should be completed with the user's age, height, weight, gender and optionally an avatar.
- 8.1.3) The user will be presented a menu to choose the type of sport; choices will include running, cycling, hiking, climbing, etc.
- 8.1.4) After choosing a sport, the user can choose a challenge to participate in.
- 8.1.5) When the user completes a challenge successfully, a prize will be awarded.
- 8.1.6) The user may claim rewards by following procedures and conditions set by the partner organization. These may regulate the location of prize redemption, schedules, validity periods, amount of tokens to redeem, etc.

## 8.2) Backend for creating challenges



### Process steps:

8.2.1) Sponsor organizations will register at our website <https://sportgift.io/signup>.

8.2.2) Once registered, there will be an option to acquire a token pack, create challenges and define the prizes for those challenges.

8.2.3) As forms of payment, we will accept cryptocurrencies, PayPal, credit and debit cards, etc.

8.2.4) After processing the payment, the sponsor will get a confirmation email with an instruction manual.

8.2.5) The sponsor organization will be able to configure a profile to include name, locations, hours of attention, logo, pictures, maps, website, social network profiles and emails.

8.2.6) The sponsor can configure a challenge by following these steps:

- a) Select sport: i.e. Running.
- b) Select the challenge: i.e. run 10 Km, run 5 mi, burn 500 Calories, 4 minutes per Km, etc.
- c) Assign the prizes to each challenge. i.e. Complete a 10 Km run: 10 tokens awarded; burning 500 calories: 50 tokens awarded; run 1Km in less than 4 minutes: 15 tokens.
- d) Set the maximum number of participants per challenge to calculate the total of tokens to award.

8.2.7) After configuring the challenges the sponsor organization will have to create an offer or promotion to define prizes that the participants may redeem by using their accumulated tokens. These promos can include images, links and videos. Each prize, offer and promo will have a cost in tokens; the users will have to pay that exact amount to obtain the prize.

8.2.8) Finally, all the data will be stored in our system and the challenge will be blocked until the partner activates it. The SportGift mobile app will have a section where new challenges will be announced and users will be able to see upcoming challenges two weeks in advance and choose to pre-subscribe to them.

## 9) Technology stack

Our platform will be powered by technologies and frameworks including AngularJS, MongoDB, Amazon Web Services, Spring Boot, Java EE, Hibernate, iOS, Swift, Android, Kotlin, Restful Web-Services and JQuery, among others.





## 10) Roadmap

### ➤ Q1 – 2018

- ✓ Project definition
- ✓ Market research
- ✓ Team recruitment

### ➤ Q2 -2018

- ✓ Business model creation
- ✓ Definition of app features
- ✓ Prototype creation

### ➤ Q3 – 2018

- ✓ Legal and regulatory compliance analysis
- ✓ Project plan
- ✓ Whitepaper and financing structure creation



➤ **Q4- 2018**

- ✓ Team profiling and roles.
- ✓ Marketing strategy definition.
- ✓ Social network presence.

➤ **Q1 -2019**

- ✓ Website launch
- ✓ Whitepaper release
- ✓ Private sale launch
- ✓ Start of advertising campaigns.

➤ **Q2 – 2019**

- ✓ SPORTG Token Pre-sale launch.
- ✓ Payment gateway integration.

➤ **Q3 – 2019**

- ✓ Initial Coin Offering.
- ✓ ICO performance report.
- ✓ Listing of the token in popular exchanges.
- ✓ Backend development.

➤ **Q4 – 2019**

- ✓ Backend launch.
- ✓ Integration with more Exchanges.

- ✓ Mobile app development.
- ✓ Pilot tests with sponsors.

➤ **Q2- 2020**

- ✓ New features added to the mobile app.
- ✓ Challenges with sponsor companies in multiple countries.
- ✓ Partnerships with international companies and world-class athletes

➤ **Q3 -2020**

- ✓ Global marketing campaign.
- ✓ Mobile app launches in new regions and international markets.


➤ **+ Future**

- ✓ Graphical and functional App improvements
- ✓ Availability in the top exchanges.
- ✓ Strategic Alliances and global health campaigns.
- ✓ Association with international health organizations

## 11) Team


Our team combines passion for sports, solid experience in the tech industry and a proven track in finance, development, marketing and software.

	<p><b>Christian Domenech</b></p> <p><b>CEO and Blockchain lead</b></p> <p>Software engineer with more than 15 years of experience and leadership in the tech industry.</p>
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	<p>With expert knowledge of a variety of programming languages, frameworks and tools; for the last 4 years he has been developing blockchain applications including smart contracts, miners, tokens and other related products.</p>		
<a href="#"><u>Facebook</u></a>	<a href="#"><u>LinkedIn</u></a>	<a href="#"><u>Telegram</u></a>	
<a href="#"><u>Twitter</u></a>	<a href="#"><u>Medium</u></a>		


	<b>Edison Gudiño</b>		
	<b>Mobile App Developer</b>		
	<p>Software engineer with solid experience in web and mobile development, using diverse tech stacks, frameworks and programming languages. Passionate about mobile development and implementing the best methodologies and design patterns.</p>		
<a href="#"><u>Facebook</u></a>	<a href="#"><u>LinkedIn</u></a>	<a href="#"><u>Medium</u></a>	


	<b>Amada Berrios</b>		
	<b>Project Manager</b>		
	<p>Software engineer and Certified Project Management Professional (PMP). With a spot-on strategic vision and more than 6 years planning</p>		

	and directing software development projects. Highly enthusiastic of emerging tech.	
<a href="#">Facebook</a>	<a href="#">LinkedIn</a>	<a href="#">Twitter</a>


	<b>Cristian Vera</b>	
	<b>Community Manager</b>	
	Former elite sportsman. Community Manager. Marketing Director in Animalab and food industry entrepreneur. He lead a recycling campaign in Cuenca, Ecuador in a partnership with Tetrapak and the Education Ministry of Ecuador.	
<a href="#">Facebook</a>	<a href="#">Twitter</a>	<a href="#">Instagram</a>


		<b>Miriangel Vargas</b>
		<b>Líder de Calidad de Software</b>

	<p>Software QA engineer, Scrum and ISTQB certified. With more than 10 years of experience in software quality assurance, she has worked in various international companies delivering projects in the telecom, finance and manufacture industries.</p>
<a href="#">Facebook</a>	<a href="#">LinkedIn</a>

	<p><b>Jordi Duran</b></p> <p><b>Backend developer</b></p> <p>Software engineer, proficient in desktop, web and mobile development. Passionate about Artificial Intelligence, the Internet of Things and many other technologies in the business automation area.</p>
<a href="#">Facebook</a>	<a href="#">LinkedIn</a>

	<p><b>Harun Juhasz</b></p> <p><b>Product Manager</b></p> <p>Professional Scrum Master and product designer with extensive experience delivering tech projects for industries including finance, retail and government. He has shown great empathy with the tech users, is actively sharing knowledge in the virtual communities and striving to know their needs first hand.</p>
<a href="#">LinkedIn</a>	

	<p><b>José Jerves</b></p> <p><b>Marketing Director</b></p> <p>Digital Marketing and International Business engineer with a long history in cryptocurrency investment. A visionary entrepreneur in commercial use Blockchain technology.</p>	
<a href="#"><u>Facebook</u></a>	<a href="#"><u>Twitter</u></a>	<a href="#"><u>Instagram</u></a>

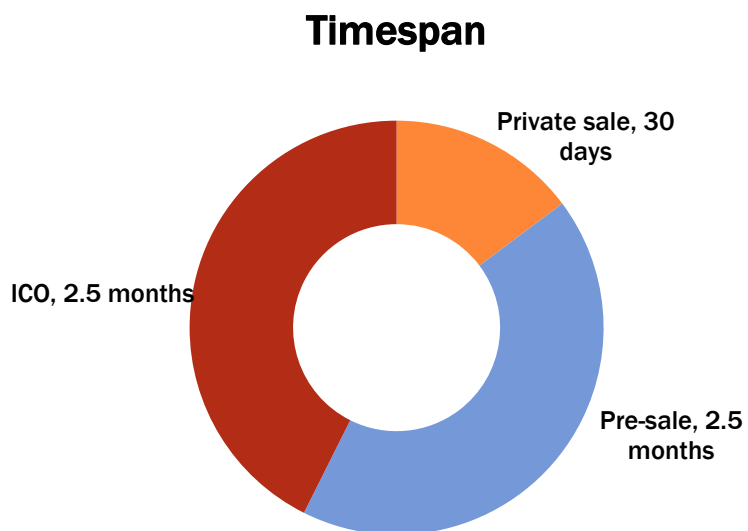
	<p><b>Joel Mercado</b></p> <p><b>Full-Stack Developer</b></p> <p>Software engineer with more than 10 years of experience in Java development. Has a deep knowledge of back-end technologies and frameworks and is an expert creating Android applications.</p>	
<a href="#"><u>LinkedIn</u></a>	<a href="#"><u>Twitter</u></a>	

	<p><b>Eduardo Alfonso</b></p> <p><b>Software architect</b></p> <p>Software engineer with more than 10 years of experience in software development with Master Degree in technologies relates to Business Intelligence and Data Science. For many years I have working in software industry.</p>	
<a href="#"><u>Facebook</u></a>	<a href="#"><u>Linkedin</u></a>	<a href="#"><u>Twitter</u></a>

	<p><b>Nelson Rodríguez</b></p> <p><b>Backend Developer</b></p> <p>Software Engineer with more than 14 years of experience in the development of systems using programming languages such as Java and PHP, as well frameworks and other tools for the development of back-end solutions.</p>	
<a href="#"><u>Facebook</u></a>	<a href="#"><u>Twitter</u></a>	<a href="#"><u>LinkedIn</u></a>

## 12) Token sales and ICO

The token sale will happen in a period of 6 months, divided in three phases: 30 days of private sale, 2 and half months of pre-sale and two and a half months for the ICO.



We have the following fundraising goals to go forward with the project.

**Softcap:** \$600.000 (Minimum target)

**Hardcap:** \$3.000.000 (Maximum target)

### 12.1) Private sale details

**Duration:** 30 days

**Total tokens for sale:** 80 Million tokens

**Price:** 0.01\$ per token

#### Private sale bonus:

Minimum amount	Bonus
500\$	30%

### 12.2) Pre-sale details

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**Duration:** 2.5 months

**Total tokens for sale:** 170 Million tokens

**Price:** 0.03\$ per token

**Referrals:** 10%

**Pre-sale bonuses:**

Amount	Bonus
\$100 – \$500	8%
\$600 - \$1000	10%
\$1000+	15%

### 12.3) ICO details

**Duration:** 2.5 months

**Total tokens for sale:** 350 million tokens

**Price:** \$0.05 per token

**Referrals:** 10%

**ICO Bonuses:**

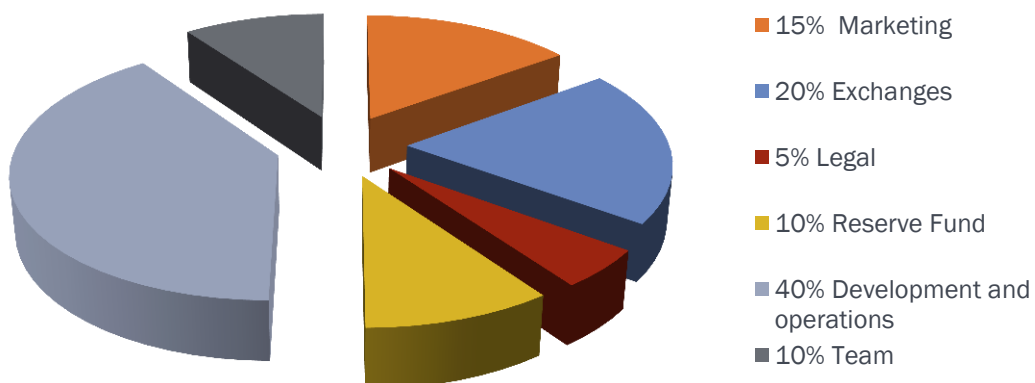
Amount	Bonus
\$100 – \$500	8%
\$600 - \$1000	10%
\$1000+	15%

### 13) Usage of funds

The raised funds will be distributed the following way:

- ✓ 15% MARKETING
- ✓ 20 EXCHANGES
- ✓ 5% LEGAL
- ✓ 10 RESERVE FUND
- ✓ 40% DEVELOPMENT AND OPERATIONS
- ✓ 10% TEAM

### Fund distribution



#### 14) The SPORTG Token

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The total amount of SPORTG tokens that will be created is 1.000.000.000.

Platform	Ethereum
Standard	ERC-20
Total Supply	1.000.000.000
Name	SportGiftToken
Symbol	SPORTG
Decimals	18
Smart Contract	0x0d325b398288CCB6363cfDfc2f05AB1aFfF9C3fb

### 14.1) Token Distribution

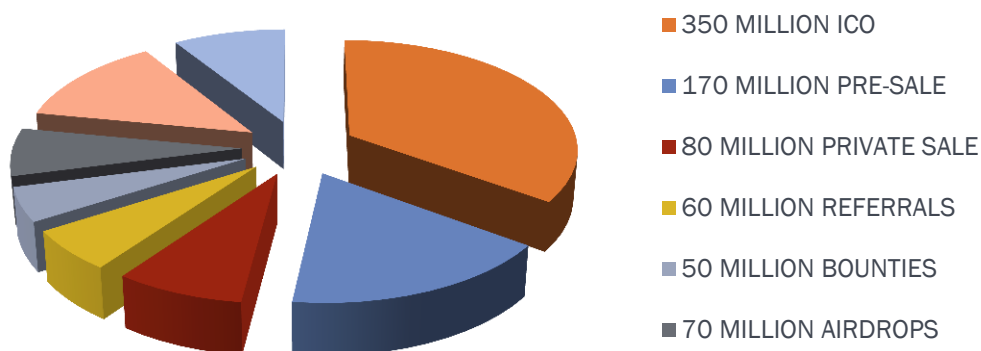
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The total of 1.000.000.000 SPORTG tokens will be distributed the following way:

:

- ✓ 80 MILLION PRIVATE SALE
- ✓ 170 MILLION PRE-SALE
- ✓ 350 MILLION ICO
- ✓ 60 MILLION REFERRALS
- ✓ 50 MILLION BOUNTIES
- ✓ 130 MILLION TEAM & ADVISORS
- ✓ 70 MILLION AIRDROPS
- ✓ 90 MILLION EXCHANGES AND PARTNERS

## Token Distribution



## 15) Terms and conditions

Buying SPORTG tokens does not make the buyer a shareholder of SportGift and does not entitle the holder to any dividends or any other revenue made by the SportGift platform. Participants of the private and public sales must understand the risks of buying cryptocurrency tokens and must read and accept the terms defined in this document as a mandatory prerequisite in the aforementioned events. Our representatives will be available to answer any questions and can be contacted by email at [support@sportgift.io](mailto:support@sportgift.io) or through our Telegram group @sportgift.

### Taxation and Regulatory Risk

A prospective buyer of our token is responsible of researching and making sure that can participate in accordance to local laws and jurisdiction regarding cryptocurrencies, taxes, investment and any other regulation.

### Usage of funds

The funds raised during the ICO will be used to develop the products described in our Whitepaper.

### Discharge of responsibility

Our website, services and all the content, information and materials published in or through our website are provided “as-is” and are subject to availability, with no particular warranty, explicit or implicit, including guaranteeing precision or suitability for a particular purpose.

By using our website and/or services, you accept to use your own judgement, caution and common sense to verify all the content, information and offered materials and



THE TOKENS THAT REMAIN AFTER THE PRE-SALE AND ICO WILL BE BURNED BY SENDING THEM TO A NULL ETHEREUM ADDRESS (0x0001).

A KYC (KNOW YOUR CUSTOMER) WON'T BE NECESSARY TO ACQUIRE THE SPORTG TOKENS.

THE SPORTGIFT TOKEN (SPORTG) IS A UTILITY TOKEN THAT WILL BE USED BY OUR SPONSOR COMPANIES TO USE THE SPORTGIFT PLATFORM. THUS, THE SPORTGIFT TOKEN WILL NOT BE CONSIDERED A FORM OF STAKE OR SHARE OF THE COMPANY, NOR THE HOLDER OF THE TOKENS WILL BE A SHAREHOLDER OR BE ENTITLED TO ANY DIVIDENDS OR REVENUE GENERATED BY OUR PLATFORM.

THE SPORTGIFT (SPORTG) TOKEN SMART CONTRACT ADDRESS IS EXPLICITLY IDENTIFIED AS THE ETHEREUM ADDRESS (0x0d325b398288CCB6363cfDfc2f05AB1aFfF9C3fb).

EVERY PARTICIPANT OF THE ICO AND THE TOKEN SALES MUST READ AND ACCEPT THIS DOCUMENT'S TERMS AND CONDITIONS TO BE ABLE TO PARTICIPATE IN THE TOKENS SALES AND ICO. IF FOR ANY REASON THE PARTICIPANT FAILS TO READ IT, IT WILL BE CONSIDERED THAT THE PARTICIPANT IN FACT READ AND ACCEPTED ALL THE TERMS AND CONDITIONS, UNDERSTANDING ALL THE RISKS AND LIABILITIES INVOLVED IN CRYPTOCURRENCY TRANSACTIONS.

## 16) Privacy Policy

This privacy policy establishes the terms of use and protection of the information that is provided by the users when they access our website <https://sportgift.io>. We are committed to protect the security of our user's data. When we ask you to fill-in the fields with personal data, we ensure that it will only be used in accordance to the terms defined in this document. Nevertheless, this Privacy Policy may change in the future or can be updated. We recommend you to check our website frequently to make sure you agree with any changes.

### Collected information

Our website may collect and store personal information including: Name, contact information including email and demographic information.

### Usage of information

Our website uses the information with the objective of providing the best service to our users. We may regularly send emails with special offers, information about new products and any other type of advertisement that we may consider relevant for you. These emails may be sent to the email provided by you at the time of registry and may be unsubscribed at any moment.

### Cookies

A cookie is a file that is sent asking for permission to be stored in your device. By accepting the file you agree that it will store information regarding web traffic and data that provides support for recurrent visits to our website. The most important function of cookies is that the website can recognize a returning user to provide the best customized experience.

Our website uses cookies to track visited pages and how frequently they're visited. This information is used only with statistical analysis in mind and is deleted after a



period of time. You can decline and delete any cookies stored in your device at any moment. If you decline cookies you may not be able to use some of our services.

### **Links to Third-parties**

This website may contain links to third parties that may be of your interest. Once you click any of those links and abandon our website, we do not have control over that website and we are not responsible of any conditions of that website or how it handles your privacy or data. We recommend you read the third party website's terms and conditions to confirm you agree with them.

### **Control over your personal information**

You may restrict, at any moment, the collection of the personal information you provide to our website. Every time you are asked to fill-in a form, you can choose to check or un-check the option to receive emails from us. In case you choose to subscribe to receive our newsletter or other communications from us, you will be able to deactivate that subscription any time you wish.

SportGift will not sell, give away or distribute any personal information gathered without your consent unless forced by a court order.

Sportgift may change the terms of this Privacy Policy at any time.

## 17) Social Networks



[https://t.me/sportgift\\_official](https://t.me/sportgift_official)



<https://medium.com/@sport.gift.io>



<https://github.com/sportgift>



<https://www.reddit.com/user/sportgift>



<https://www.instagram.com/sport.gift/>



<https://www.linkedin.com/company/sportgift/>



[https://twitter.com/SportGift\\_io](https://twitter.com/SportGift_io)



+56953952457



<https://goo.gl/JTCR3N>



<https://bitcointalk.org/index.php?topic=5123545>

“You must fight to achieve your dreams. Only hard work and sacrifice will get you there.”

**Lionel Messi**