



SABCOIN

Sports & Bets



White Paper



SABCOIN SPORTS AND BETS

1 Introduction.

For more than 2000 years, betting and sports have always been closely linked, partly thanks to the psychological aspects that are involved when someone make a bet, on the one hand we have the emotion generated by winning or losing by betting on an option, for On the other hand we have the sense of inclusion when we are interacting with either the bookmaker or with a bettor, not in vain the market of sports betting moves annually around 3 trillion dollars around the world.

SABCOIN is backed by the Blockchain technology of Ethereum that is based on ERC20 token standards and, although it does not compete with Bitcoin or any other cryptocurrency, it comes with a valorization strategy and the proposal to build a bet house (backed by smart contracts) through the live broadcasts that we will make through our WEB portal and our Mobile Application, that will be possible for investor to enjoy the sporting events that we are transmitting and make an instant bet.

2 ¿ What kind of sports?

SABCOIN Initially will start with football (soccer) with beta tests in the final stages of the 2017-2018 Champions League and officially at the WORLD CUP OF RUSSIA 2018 for strategic aspects of marketing and positioning, as you will see in detail below.

This positioning strategy will allow us to reach a very broad audience and through loyalty strategies we will expand to all possible disciplines even, thanks to smart contracts, someone can propose a bet on a fact that is not necessarily a sport.

3 Target markets

SAB will initially will be focus on football, because 65% of global sports bets are made in this discipline, with example cases where 1 billion dollars has been bet in a single game, also, considering that this year the RUSSIA 2018 world cup is being held, which is estimated to have a coverage that will reach more than three thousand two hundred million users (taking as reference the 2014 BRASIL World Cup)

We are facing a unique and unbeatable opportunity to position our brand and achieve a large scale loyalty, through the reliability generated by having all bets backed with an intelligent contract that

will be executed automatically once the parameters are established. This way you will avoid any type of cheating and / or fraud when making our bet

4 Mission

Maximize the experience of users who enjoy sports and who place bets, through live broadcasts and the implementation of smart contracts that ensure transparency in each of their bets.

5 Vision

To be a reference in terms of the variety and quality of live broadcasts, entering a new era for sports betting that reflects transparency and reliability for the user, also a very attractive return for our investor who will see the price every SABCOIN as we position ourselves in the market.

6 What types of bets will apply?

Initially SABCOIN will have two types of bets:

6.1 Future bets

Where the user can make their future bet in an event that has not yet started, with options from 1X2, to other options such as the final result, corners, first team to score, goals difference, if both teams score, handicap, first to obtain corners, last team to score, who will win the second half, etc. The possibilities are almost unlimited.

6.2 Live betting

Thanks to the live broadcasts that our platform and application will offer, bets can be made in real time while a match is taking place with a time limit according to the smart contract that the user prefers.

7 Growth strategy

Thanks to the team of traders and assessors who advised us, we were able to formulate a valorisation strategy for our currency that consists of the following steps:

40% of what is collected in this ICO will be destined to feed our own market volume by buying from the users their tokens, in the Exchange that we will initially quote, at very interesting prices

achieving the necessary initial inertia that will only increase. Thanks to the soccer world cup Russia 2018, which, a very potential trading topic, we will be able to gain quite a leading role in the betting market from around March.

8 Bounty Program

Unlike several I.C.O.s that we can see in the market we opt for a strategy with the following phases:

- **PHASE 1.-** The first 50 people who register on our platform will receive a bonus of 100 additional SABs for each free registration. are your referrals made
- **PHASE 2.-** The next 100 users will receive a bonus of 100 % of their investment and will be available to earn additional SABs with your reference link
- **PHASE 3.-** The user who will buy the equivalent of 100 \$ us in SAB will be able to benefit from the free registrations that are made under the affiliation link that we will provide once the investment has been made, the benefits for the person who invests are:

Investment (USD)	SAB Tokens received in the first stage	SAB Free reference sheets %	% investment referred
100	400	10	
500	2000	50	5%
1000	4000	100	10%
10000	40000	1000	25%

These three phases allow us exponential growth, which helps us to implement our gradual valorization strategy.

9 Advantages in early purchase

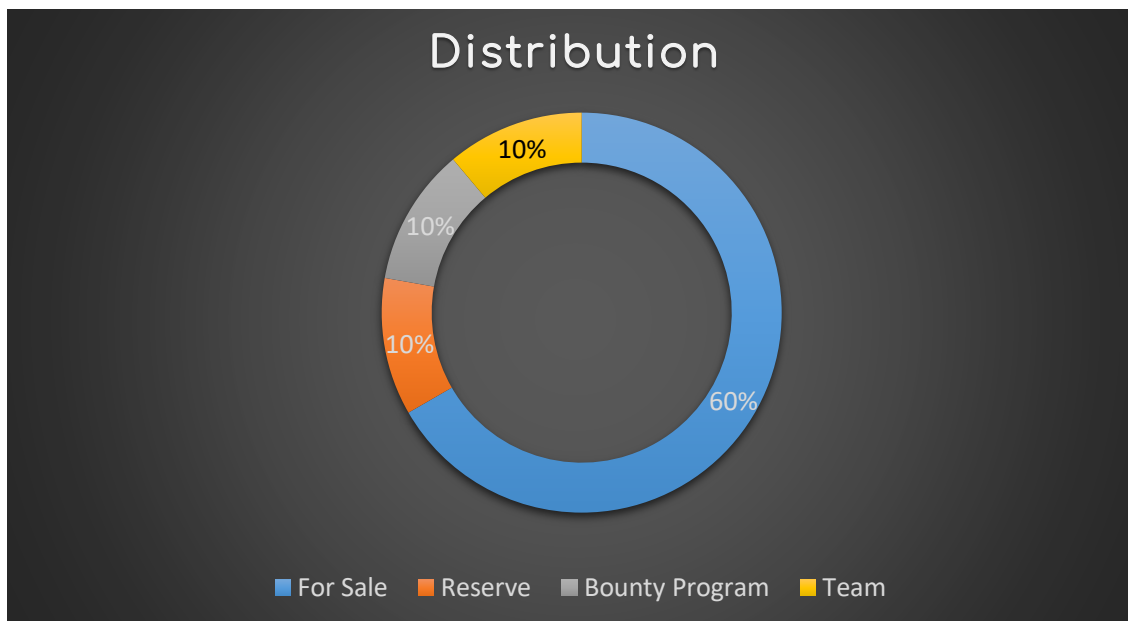
The sale of Tokens was made in 3 stages in which the price of each SAB will go up as we will see below

- (15/01/2018 00:00 UTC – 29/01/2018 00:00 UTC) 0.25 \$us each SAB
- (29/01/2018 00:01 UTC – 09/02/2018 00:00 UTC) 0.50 \$us each SAB
- (10/02/2018 00:01 UTC – 20/02/2018 00:00 UTC) 1.00 \$us each SAB

This with the intention of encouraging early investment so that the user can obtain the highest amount of SAB possible, the currency that

will be use in our betting platform, that will make possible a healthy ecosystem for the valorization of the currency

10 Distribution.-



- 60% of the tokens that are put up for sale for the development of the project (automatic distribution).
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- 20% was distributed through the rewards program.
- 10% for the development team.

11 I.C.O. conditions.

The project is using the Crow Funding investment method in the SAB currency as a financial instrument in the Ethereum platform. During the collection stage, everyone can become an investor and be part of our community.

- Target: \$ 300,000,000
- Start: Collection starts on 11/01/2018 (12:00 UTC)
- Duration: 35 days
- 60000000 of SAB will be available to the client
- The number of tokens is limited and we will never be able to generate more than 100000000 SABCOIN.

- SABs that are not sold at the collection stage will be destroyed, as an additional incentive to the growth of the value of the currency
- Investors can buy from 1 to a maximum of 250000 SAB at the price that corresponds according to the collection stage in which you are

12 Team.

- Rayner Duran. - Co-Founder - Executive producer
- Felipe Cano. - Co-Founder - Community Manager
- Marco Burgos. - Co-Founder- Project manager
- Carlos Burgos. - Co-Founder - Lead Developer

13 RoadMap

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