



# SPORTZCHAIN

*#BeTheGameChanger*

**DIGITAL WORLD FOR FANS**

Whitepaper v4.1

**SIDDHARTH JAISWAL****FOUNDER & CEO****[WWW.SPORTZCHAIN.COM](http://WWW.SPORTZCHAIN.COM)**

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## MESSAGE FROM THE FOUNDER

*I'm Siddharth Jaiswal, founder & CEO of SPORTZCHAIN, Asia's first blockchain-based fan engagement platform.*

*At the core of SPORTZCHAIN is a very personal and burning desire – how do I engage with my favourite sports team? This thought is echoed by millions of sports lovers around the world.*

*Sports brings us together. Our passion for our beloved teams knows no bounds. We celebrate their victories like they are ours and are heartbroken when they lose. Yet, over the years, this impassioned love hasn't found a befitting forum for ardent followers to express their love or get closer to their teams of choice, and feel deeply connected and invested. That's what SPORTZCHAIN fundamentally addresses by creating a Digital World for Fans where there is 360° engagement coupled with amazing rewards and benefits*

*My experience of 14 years as a business strategy consultant with big 4s and boutique consulting firms, wherein I helped both large corporates and startups achieve their goals, helped me channelize my energies and expertise into evolving SPORTZCHAIN – A digital world for fans with a highly sustainable business model creating a win-win proposition for all \$SPN holders (Our First Citizens), sports fans and the sports teams.*

*As my team and I conceptualized SPORTZCHAIN, we identified four revenue channels to benefit all stakeholders – our token holders, sports teams and fans – in the form of multi-fold financial rewards and benefits.*

*I invite you to join one and only fan-centric blockchain-based platform, SPORTZCHAIN. I look forward to the unstinted support of our early backers and adopters like yourself in unleashing a platform one-of-its-kind, creating an immersive engagement between teams and fans, and capitalizing on lucrative monetization opportunities.”*

**Kind Regards,  
Siddharth Jaiswal**

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# 1.

## EXECUTIVE SUMMARY

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- 1.1. Vision, Mission Statements
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SPORTZCHAIN was founded with the belief that Sports Fan deserves a basic right to be heard by their favorite sporting teams and also be able to guide and influence some decisions of their team. We believe that decentralization holds the key to empower sports fan to have a radical fan engagement that not only benefit them but also benefit the entire sports ecosystem including sporting teams to create an invested fan base and empower fans to the fullest



## MISSION

### Disrupt the normal and reshape the future of fan engagement and experience

Our mission is disrupting and reshaping the multi-billion sports fan engagement industry by deploying a multi-pronged strategy to create / share value and build a sustainable business, while benefiting all the \$SPN stakeholders: fans, teams, employees, advisors.



## VISION

### Create a digital world for sporting fans across the world

Our vision is to create a single window for the sporting fraternity that would eliminate the current hurdles for fans and bring them closer to the teams they support and convert it to a long lasting relationship, wherein fans and teams can both contribute to and benefit from each other. Our native asset \$SPN will be at the core of this world's engine and will be interoperable across our ecosystem.



## PHILOSOPHY

### Fan is the epicenter on the ecosystem

We are driven by uncompromising values such as: Honesty and transparency; credibility; dedication. To us, a fan is the most important stakeholder in our ecosystem and trust-building comes before any storytelling

**SPORTZCHAIN is focused on creating a digital world for fans which will thrive on end to end fan engagement and empowerment by truly leveraging the power of blockchain**

## PROBLEM STATEMENT

### KEY ISSUES IN CURRENT FAN ENGAGEMENT ECOSYSTEM



#### PASSIVE ENGAGEMENT

Mostly one way communication across existing platforms between the sports team and the fans



#### TOO MUCH NOISE

An invested fan or not – anyone can voice their opinions on existing platform creating too much noise so that the teams are not able to have quality engagement



#### VALUE PROPOSITION

Weak value propositions do not incentivize fans for their engagement, and they cannot participate in financial success of their teams



#### LIMITED POWER

Sports is the industry which is for the fans, but fans have very limited power to guide or participate / influence various teams' decisions

## OUR STRATEGY

### TO SOLVE THE EXISTING PROBLEM, WE ARE FOCUSING ON 4-CORE FOCUS AREA

Our strategy is to leverage decentralized blockchain infrastructure to create a user-friendly platform connecting sporting teams & their global 'INVESTED FAN' base under one umbrella. SPORTZCHAIN through its native asset \$SPN plans to transform the existing fan engagement model by focusing on below 4 core areas.



#### FAN MANAGEMENT & TRANSFORMATION

Creating a platform for sporting teams to provide comprehensive engagement activities to convert their passive fans to invested fans and also access global fanbase opportunity



#### POWER TO FANS

Providing billions of fans an opportunity to attain direct voting power in their favorite sports entities. A digital world where fans voice and opinions are not ignored



#### End to End Engagement

Helping both sporting teams as well as fans to not only engage during match days but also have continuous stream of engagement through polls, contests, games etc.



#### FINANCIAL GAINS

Creating Sports Token economy where fans has an avenue to reap financial benefits and participate in financial upside of their favorite sports teams

## 2.

# LEGAL AND RISK STATEMENTS

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- 2.1. Disclaimer
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## PLEASE CAREFULLY READ THIS DISCLAIMER SECTION.

*YOU SHOULD CONSULT YOUR OWN ADVISORS CONCERNING THE LEGAL, TAXATIVE, ECONOMIC, FINANCIAL AND OTHER ASPECTS ASSOCIATED WITH THE SPORTZCHAIN TOKEN AND PLATFORM*

The SPN token is classified as a 'Utility Token' in terms of the applicable regulatory requirements of BVI jurisdiction. The SPN token does not possess any necessary characteristic required to be considered a transferable security, money market instrument, unit in collective investment schemes, a digital currency, commodity, security or any other form of investment in any jurisdiction.

This white paper is compiled in accordance with the requirements and provisions of the BVI regulatory acts and is in the process of being registered with the relevant competent authority. As at the date of this white paper, no other registrations, approvals or licensing requirements apply for the SPORTZCHAIN token in terms of the applicable BVI jurisdiction laws.

This white paper does not constitute a prospectus or offering document and is not a solicitation for investment and does not constitute an offer of financial instruments, securities to the public or a collective investment scheme. Any decision to purchase SPN tokens shall be based on consideration of this white paper as a whole.

The Issuer reserves the right to (i) make changes to this white paper and any documents linked to the SPN token and/or holding and use of SPN token to ensure compliance with the applicable regulatory requirements and (ii) do all that is necessary to be in compliance with any regulatory requirements, including but not limited to, interrupting, suspending or ceasing the operations or trading of the SPN token if deemed necessary at the Issuer's sole discretion.

It is solely up to you to ensure that no prior or subsequent approval, notification, registration or licence is needed or if such is needed, it is solely up to you to obtain such prior or subsequent approval, notification, registration or licence or require any form in the country where you are a citizen, national, resident or having a similar connecting factor, or incorporated, registered or effectively managed, and the Issuer shall not in any way be liable for any non-conformity of the above by you.

The SPN tokens are not available to (i) a natural person being a citizen, national, resident or having a similar connecting factor to; or (ii) a juridical person being incorporated, registered or effectively managed and controlled from or within a country, jurisdiction or territory where the private placement or the holding and use of the SPN token and/or virtual currency or other tokens at any other moment in time is prohibited by laws, regulations or other practices and policies in the said country, jurisdiction or territory, which is taken to include, but is not limited to the United States of America, or any other jurisdiction where the aforementioned are prohibited.

This white paper, the SPN tokens and/or the holding, use and trading of the SPN token carry no rights, whether expressed or implied, other than for their use on the SPORTZCHAIN platform and trading on cryptocurrency exchanges. SPN tokens do not represent or confer any ownership right or stake, share or security or equivalent rights, intellectual property rights or any other form of participation relating to the Issuer.

SPN tokens do not give you any entitlement to acquire any such interest or entitlement in respect of the Issuer. The administrator of the Issuer, as identified in the Considerations section of this white paper, are the persons responsible for the information contained in this white paper. To the best of the knowledge and belief of the administrators of the Issuer (who have all taken reasonable care to ensure such is the case), the information contained in this white paper is in accordance with the facts and does not omit anything likely to affect the import of such information. The administrators of the Issuer accept responsibility accordingly.

The SPORTZCHAIN Platform as well as the Sports Tokens fall outside the scope of this white paper – they are mentioned in this white paper by way of reference only and are strictly not regulated by the contents hereof.



The following is a non-exhaustive disclosure of principal risk factors which are material by the Company in connection with the Private Placement Event, and the acquisition, holding and/or use of SPORTZCHAIN (SPN) as well, to the extent rendered application, the use of the SPORTZCHAIN Platform at any moment in time. Participants should consider these risk factors alongside all other information provided in the white paper and are advised to consult with their own professional advisers (including their financial, accounting, legal, taxative, technical or other advisers and experts) before deciding to obtain SPN. In addition, participants should be aware that the risks described herein may combine and thus intensify one another.

## General Suitability of Token Acquisition

The acquisition of SPN from the Company is only suitable for financially sophisticated persons who can evaluate the merits and risks of such an acquisition, or other persons who have been professionally advised with regard to token acquisition and who have sufficient financial resources to be able to bear any losses that may arise therefrom (which may be equal to the whole amount spent in connection with the token acquisition). Such an acquisition should not be seen as an investment or a financial asset.

## Risk of Losing Access to SPN Due to Loss of Private Key/s, Custodial Error or Participant Error

A Wallet is necessary to acquire, hold and dispose of SPN. The Participant hereby understands that he/she is responsible for setting up the Wallet with a third-party provider to hold SPN and he/she is responsible for implementing reasonable measures for securing the Wallet. Any error or negligence in maintaining the security of the third-party wallet will result in unrecoverable loss. Additionally, the participant's failure to follow precisely the procedures set forth in the terms for acquiring and receiving SPN, including but not limited to the provision of the wrong Wallet address for receiving SPN may also result in the loss of his/her SPN tokens.

## Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Ethereum protocol, SPN are susceptible to attacks by miners while validating SPN transactions on the Polygon Blockchain, including but not limited to double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the SPORTZCHAIN Platform and/or SPN, including but not limited to accurate execution and recording of transactions involving SPN.

There is a risk that the Smart Contract, Website, the SPORTZCHAIN Platform and SPN may unintentionally include weaknesses or bugs in the source code interfering with the use of or causing the loss of SPN; the source code of the Website is open and could be updated, amended, altered or modified from time to time. The Company is unable to foresee or guarantee the precise result of an update, amendment, alteration or modification. As a result, any update, amendment, alteration or modification could lead to an unexpected or unintended outcome that adversely affects SPN and/or the website. As a result, SPN may be lost.

## Risk of No Listing or Low/No Liquidity

SPNs are intended to be used solely for the SPORTZCHAIN Platform and the Company will expect to facilitate secondary trading on SPORTZCHAIN proprietary exchange. If required, SPORTZCHAIN will try to identify required crypto currency exchange to facilitate liquidity for SPN and Holders but there are no warranties and/or guarantees that SPORTZCHAIN will be made available for exchange with other cryptographic tokens and/or fiat money, and no guarantees are given whatsoever regarding the capacity and/or volume of such exchange/s.

## Risk Associated with Uncertain Regulations and Enforcement Actions

The regulatory status of tokens in general, Initial Token or Coin Offerings, Private Placement Event and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory authorities may apply existing regulation with respect to such technology and its applications, including the SPORTZCHAIN Platform and the SPN. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement regulatory actions or changes to law and regulation affecting distributed ledger technology and its applications, including the SPORTZCHAIN Platform and the tokens.

Regulatory actions or changes to law and regulation could negatively impact SPN and the SPORTZCHAIN Platform in various ways, including but not limited to a determination that the acquisition, holding and use or disposal and transfer of SPN constitutes a regulated instrument that requires registration or licensing of those instruments or some or all of the parties involved in the acquisition, contribution, sale and delivery thereof. The Company may cease operations or interrupt the Private Placement Event/Public Token Offering in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable or no longer viable to obtain the necessary regulatory approval/s to operate in such jurisdiction or to provide the SPORTZCHAIN Platform.

## Risk of Insufficient Interest in SPN and the SPORTZCHAIN Platform

It is possible that SPN and the SPORTZCHAIN Platform will no longer be used by a large number of individuals, companies and other entities or that there will be limited interest in the use of SPN and the SPORTZCHAIN Platform. Such a lack of use or interest could negatively impact the development of the SPORTZCHAIN Platform and therefore the potential utility of SPN.

## Risk of Dissolution of the Company

It is possible that due to any number of reasons, including but not limited to a decrease in SPN's utility, the failure of commercial relationships, or intellectual property ownership challenges, unfavorable market conditions and added compliance and regulatory obligations, the use of the SPORTZCHAIN Platform may no longer be viable to be offered or the Company may need to cease trading and be dissolved and liquidated.

## Other Inherent Risks & Unanticipated Risks

The Participant understands and accepts the inherent risks associated with SPN, to the extent not covered elsewhere in the Terms, including but not limited to risks associated with (a) money laundering; (b) fraud; (c) exploitation for illegal purposes; and (d) any other unanticipated risks. Cryptographic tokens such as SPN as well as blockchain are a new and untested technology. In addition to the risks included in the SPORTZCHAIN Documents, there are other risks associated with the Participant's acquisition, holding and use of SPN, including some that the Company cannot or may not anticipate. Such risks may further materialize as unanticipated variations or combinations of the risks discussed in the SPORTZCHAIN Documents.

## Acceptance

The Participant hereby represents and warrants that he/she will take sole responsibility for any restrictions and risks associated with the holding or use of SPN. If any of the risks, mentioned in the Terms are unacceptable or the Participant is not in the position to understand, the Participant should not acquire, hold or use SPN. If the person/participant holds any SPN, it is understood that all the terms and conditions mentioned in SPORTZCHAIN documents are and were duly understood and accepted.

The issuer has adopted rigorous KYC procedures to verify the identity of every applicant, and the beneficial owner (where applicable) that has expressed interest in acquiring SPN tokens and only those contributors who have successfully identified themselves in the KYC procedure, to the Issuer's satisfaction, have been successful in participating in the SPN Private Placement/Token offering.

Strict compliance with KYC procedures protects the contributors and the Issuer from criminal elements such as money laundering activities and terrorism financing. The KYC procedures adopted were based on current market practices and in accordance with all applicable BVI regulations.

An appropriate record of received documentation and information, copies or recommendations are retained by the Issuer for the legally established time period as per applicable laws, including Anti-Money Laundering (AML) legislation and data protection laws, including General Data Protection Regulation.

#### **Definitions, as applied within this document:**

##### **SPN TOKEN(S)**

A utility cryptographic decentralized token issued by the Company based on the Ethereum protocol (ERC 20 token) being the token which can be used by sports fans to acquire Sports Tokens

##### **Sports Token(S)**

A utility cryptographic branded token bearing the marks/name of the partnering sports team or organization to which they relate. Such Sports Tokens are created by a separate entity within the Group and are designed for direct utility within the SPORTZCHAIN Platform. Sports Token(s) grant holders voting rights to particularly participate in the decision-making processes, feedback polls and surveys in regard to the sports teams or organizations to which they relate. Sports Tokens can be exclusively traded using SPN Tokens.

##### **SPORTZCHAIN.COM OR SPORTZCHAIN PLATFORM, OR PLATFORM**

The SPORTZCHAIN platform, a platform developed by another entity within the Group, operating based on blockchain technology and smart contracts for the purpose of offering a tokenized voting platform where fans can buy, sell and execute voting or "crowd managers" rights in their sports teams and benefit from extra VIP benefits.



# 3.

## PROBLEM AND OPPORTUNITY

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3.1. The Problem Statement

3.2. A Big Opportunity

## Fans are passive and not have multiple engagement activities happening on a single platform

Fans are the key stakeholder in any sporting team's business – more so the lifeline of any sporting team. However, fans seldom have their voice heard on their team's decision, be it strategic or tactical, binding or non-binding etc. There is no single platform that enables the fans to unite and make their voice heard.

Furthermore, in the current world where the borders are blurring and glocalization is the key driver, the sports fraternity is still fragmented as ever, geographically. A sporting fan from the far east is as invested in a European team just as much as the fan who stays across the stadium. While proximity is an important catalyst in driving fan engagement, no fan should be left out and should have a platform to unite irrespective of the geographies.

While there do exist some key platforms in form of social media to blur these borders, there is a downside of "trolls." There is too much noise out there that is inhibiting the teams to listen to the voice of the fans. Inevitably, these social media platforms are part of their omni-channel marketing strategy and not exactly a medium to hear from their invested fan base.

To a large extent, social media platforms have become as crowded and noisy as other conventional platforms to reach out. This also impacts the team's ability to reach out to the right fans to drive more revenue in form of, say, merchandise sales. This makes it difficult for teams to monetize these fans and keep them happy with a more personalized approach.

To summarize, there is no single platform that can unite all the fans with their favorite teams and provide a platform to engage, entertain and experience privileged contents and activities that is currently available for only a selected few.

**In short, the current medium of engagement has the following issues:**



### LOW ENGAGEMENT

Mostly one-way communication from teams to fans

### NOISE

Prioritizing the right fans to focus on within existing social media platforms is a needle-in-a-haystack story

### INCENTIVIZATION

No incentivization for fans who have been loyal to a team for years

A plethora of opportunities to be tapped - **>7 BILLION-strong** fan-base across the globe and the sports industry is expected to grow at more than 25% Compound Annual Growth Rate (CAGR) in next 5 years

## A HUGE FAN-BASE



**>7 BILLION Fan-Base**

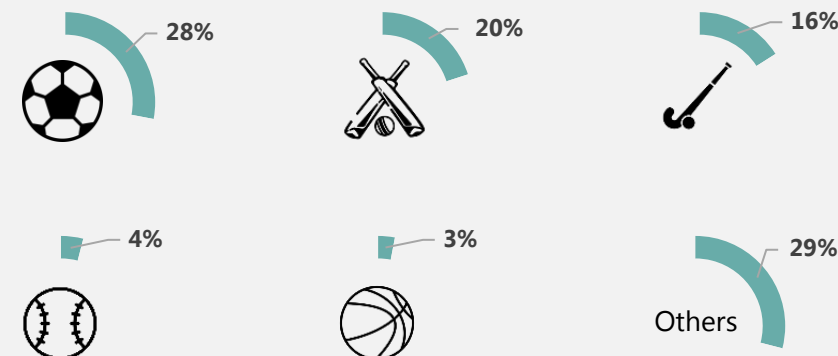


**740mn** fans globally

Represents only **8-10%** of total global fan-base

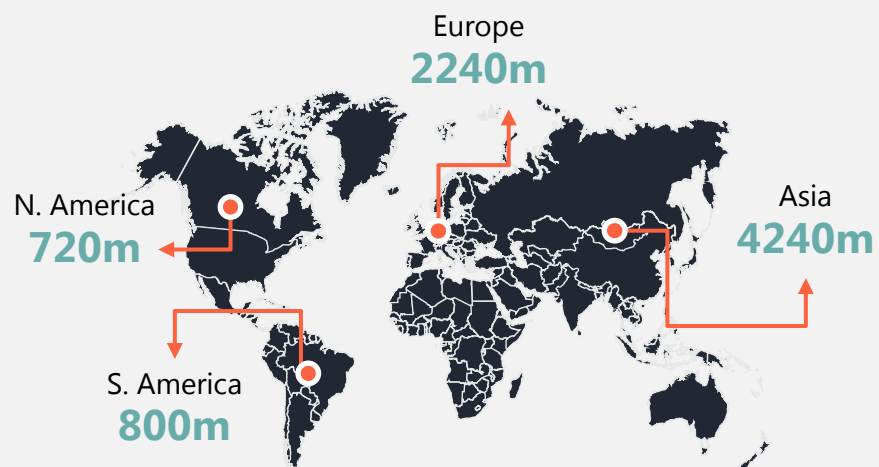
## FAN-BASE BY SPORTS

Football and Cricket have more than **3.8 billion** fans across the globe



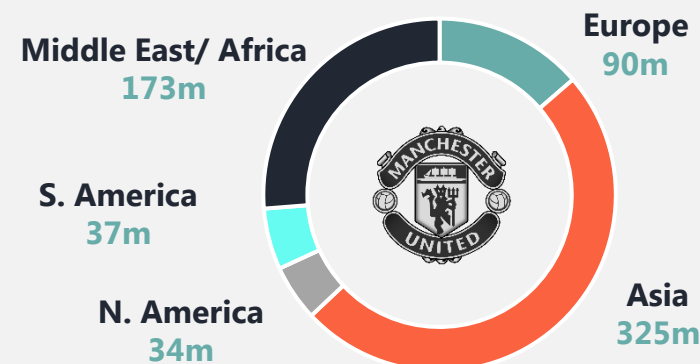
**PLETHORA  
OF  
OPPORTUNITIES**

## FAN-BASE BY GEOGRAPHY



## DIVERSIFIED FAN-BASE FOR INTERNATIONAL TEAMS

Manchester United has more than **75%** fans in Asia





# 4.

## THE SOLUTION - SPORTZCHAIN PLATFORM

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- 4.1. Solution Overview
- 4.2. SPORTZCHAIN Platform: An Overview
- 4.3. Platform Walkthrough
- 4.4. Platform Benefits
- 4.5. Decision Fans Can Make

**SPORTZCHAIN is here to tap the huge fan engagement opportunity by transforming passive fans to 'INVESTED FANS' by creating a Web 3.0 world. We have coined these fans as 'ZUPERFANS' that have the power to influence team decisions and reap financial gains**

## WHAT are we doing in SPORTZCHAIN?

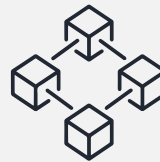


### SPORTZCHAIN

At SPORTZCHAIN, we are looking at improving the engagement of fans across the globe by focusing on invested fans, which will benefit both the fanbase and the teams. Being lifelong fans of sports, the SPORTZCHAIN team understands the limitations of fans and the need to improve quality of engagement and at the same time be more vested in the team that we support. Simultaneously, we are also cognizant of the fact that sporting teams also are looking for an optimal way of monetizing the fans outside of merchandise and matchday revenues.

We are here to solve both the problems and marry together a solution that will address these problems from both teams' and fans' perspectives. And thus creating a digital world for fans.

## WHY Blockchain?



Integrity plays a critical role when revenue needs to be recorded or binding votes need to be implemented and the best way to be transparent is to use a blockchain system.

SPORTZCHAIN will be built on top of Layer 2 platform and Proof of Stake (PoS) protocol (largely a tie-up will be done with Layer 2 providers such as Polygon or Chainlink making it completely independent and decentralized in nature). Blockchain ensures that a sports team launches finite Sports Tokens which will be tied to concrete voting rights. Each poll/vote will be on blockchain bringing in total transparency to all the stakeholders and acting as a scalable solution in terms of cost.

## HOW SPN works?



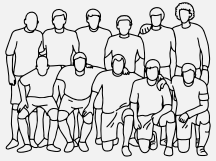
With SPN token powering the SPORTZCHAIN platform, our vision is to create an ecosystem in which both the fans and teams thrive.

Fans can engage with the team that they follow and have a say in the binding and non-binding decisions of the team. Not only this but fans will also get access to VIP privileges, gamifications, contests, access to fan experience zones, private digital parties and much more – all in a single platform. The engine to the unified platform would be our native token - \$SPN.

\$SPN will act as a passport to access this digital world and will continue to be the core as we gear towards adding more utilities for fans on the platform in the future



**SPORTZCHAIN is tokenizing the membership program of sports team in a radical way benefiting both Sports team and Invested Fans. Our platform will have three major stakeholders:**



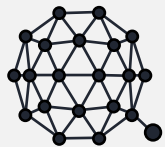
### THE TEAMS

Sports and e-Sports entities and leagues across the world who are willing to adopt radical fan engagement and want to create a core invested fan base by empowering fans. Teams through this digital world will be able to provide 360° engagement to their current and potential global fanbase



### THE INVESTED FAN

Fans who want a single window to experience everything about their favorite teams including but not limited to influencing key decisions, training with their favorite players, exclusive Q&A with sporting stars, interact with other like minded fans, participate in contests, etc. and in the due course reap financial rewards for themselves as they will be one of the integral part of their team



### THE CORE

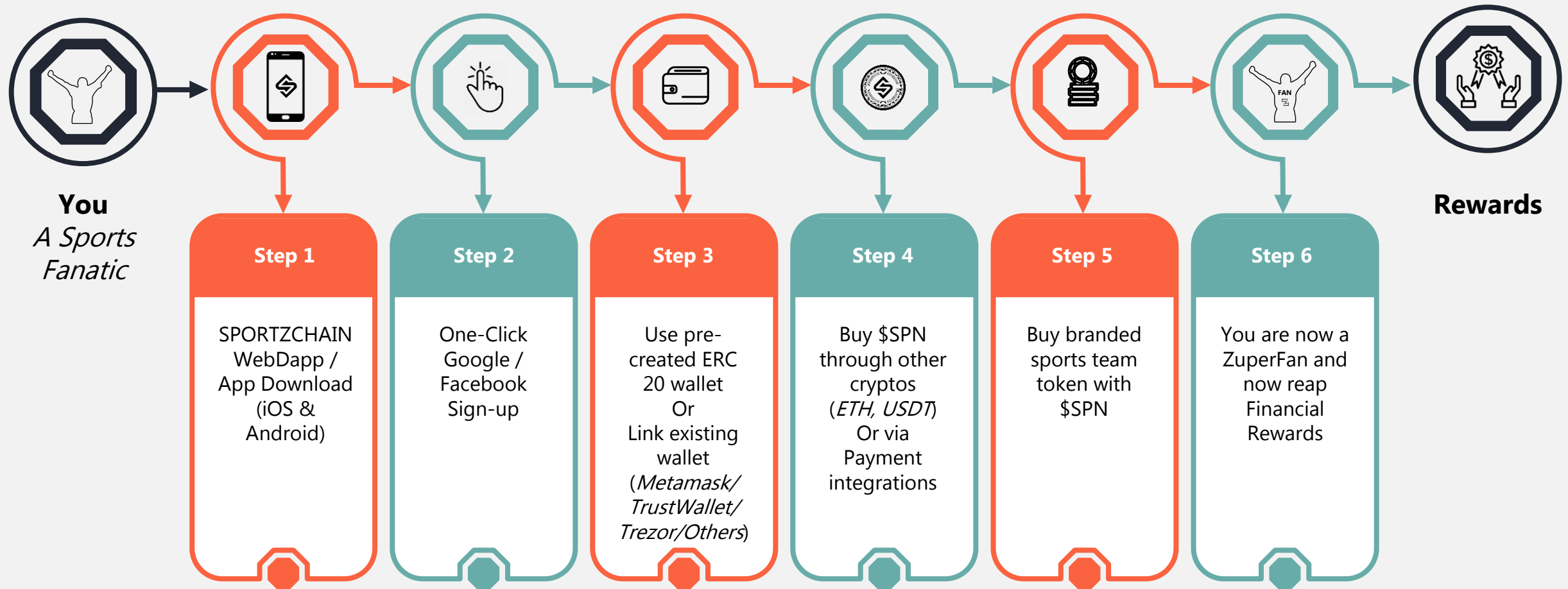
SPN's custom-built, blockchain-powered, decentralized platform will have tokenized engagement system that will drive transparent and democratic decisions (binding and non-binding) for the teams by the fans. Further, there will various gamification and money can't buy experiences available for the SPN holders and fans in this fan-powered digital world



The catalyst that drives all three key stakeholders will be our exclusive \$SPN token (as created by SPORTZCHAIN) that will enable fans to buy branded Sports Tokens of their favourite teams and become an invested fan. The SPORTZCHAIN platform will provide an easy interface for fans to directly engage with their favourite sports team and voice their opinion.

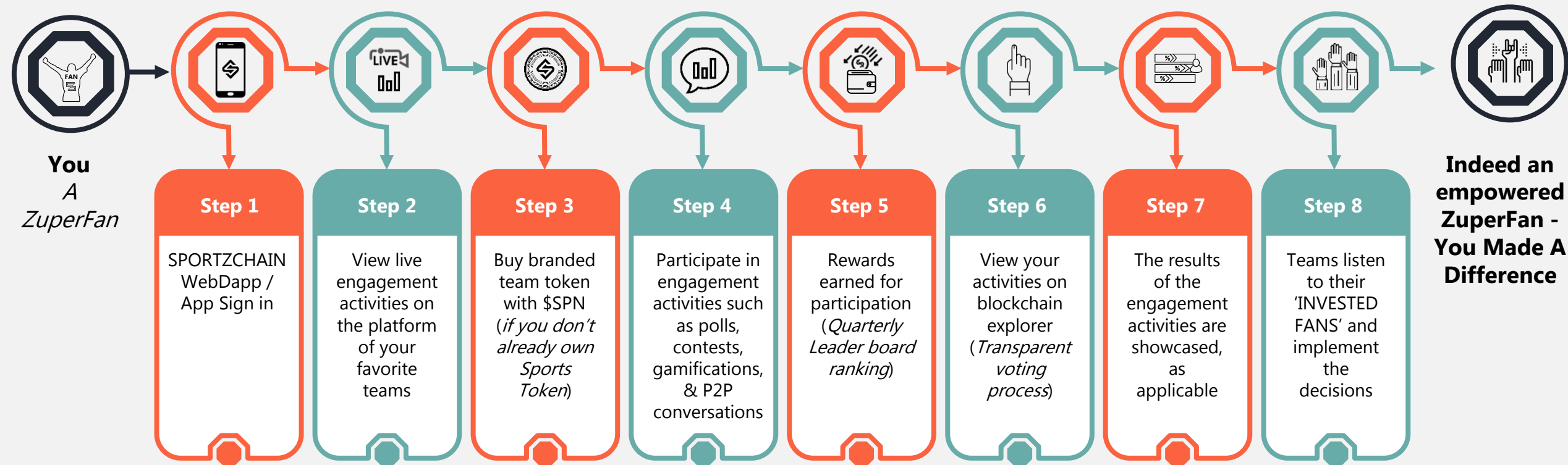
## HOW TO BE AN INVESTED FAN?

Through the SPORTZCHAIN platform, a normal passive fan will be transformed to an 'INVESTED FAN' (aka ZUPERFAN)



## HOW TO INFLUENCE VARIOUS TEAM DECISIONS?

Through the SPORTZCHAIN platform, you (INVESTED FAN) can make a big difference



**Converting billions of sports fans from being passive fans to Influential INVESTED FANS – A win-win situation for both Sports Teams and Invested Fans**

## **SPORTS TEAM BENEFITS – what's in it for the teams in our digital world?**

- ❏ A new revenue stream to monetize their fan-base by issuing branded Sports Tokens
- ❏ An engagement platform (through binding and non-binding polls and contests) for the team to connect with an 'invested fan-base' and increase their global fandom
- ❏ Access to a global marketplace for selling exclusive merchandise and NFTs to a global fan-base
- ❏ Platform to offer various privileges and discounts to the invested fan-base
- ❏ Gain the ability to onboard more fans from traditional non-rewarding social media platforms such as Twitter to the rewarding SPORTZCHAIN platform
- ❏ Offer exclusive content, games and transfer news to fans to keep them engaged and empowered
- ❏ Utilize data analytics to gain a better understanding of your 'invested fan base'



**A single digital world to convert billions of sports fans from being passive fans to Influential INVESTED FANS – and create a win-win situation for both Sports Teams and Invested Fans**

## **FAN BENEFITS – what's in it for the fans in our digital world?**

- Move from being a detached fan to an INVESTED FAN by influencing team's decision through binding and non-binding polls
- You can buy Sports Tokens for multiple sports and multiple teams and be an invested fan with no expiration date (If you hold a Sports Token, you will reap all the VIP benefits)
- First access to exclusive content as provided by the teams or SPORTZCHAIN on the platform
- Access to VIP privileges (such as meet and greet, stadium tour, etc.), fan experience zones, and various discounts on merchandise and tickets
- Participate in contests and trivia to win exclusive rewards from your team and SPORTZCHAIN
- Participate in various Games (Play-to-Earn and Move-to-Earn Metaverse) to win free \$SPN tokens or branded Sports Tokens
- You can trade your team Sports Tokens on our platform and reap financial gains (traditional membership is non-tradeable and does not provide any financial upside)





## 4.5. Decisions that Fans can make – A sneak peak

The team now has a platform to create a powerful fan engagement proposition for their fans. Fans, once they own respective sports teams branded Sports Tokens, can participate in various team-enabled polls and contests, making an impact on how their team operates by guiding and engaging with them.

Typical examples of binding and non-binding polls are:

Across the SPORTZCHAIN platform, respective sports teams have an avenue to create binding and non-binding polls that will be a separate smart contract on the blockchain infrastructure. These polls will be on decentralized blockchain infrastructure to make sure that it is non-rigged and auditable.

**Binding polls** are the polls that needs to be mandatorily implemented by the respective sports team

**Non-Binding** polls are the polls that are not necessarily implemented by the respective sports team.

### BINDING POLLS\*

- Choosing team jersey design and color
- Selecting color of armband
- Theme song for entry and exit
- Selecting fans to announce team line-ups
- Influencing line-ups in friendly matches
- Type of VIP privileges to be given to Invested Fans

### NON-BINDING POLLS\*

- Opinion on playing squad
- Re-launching earlier jersey design and theme
- Opinions on player transfers, match locations, etc.
- Type of entertainment to be provided in the stadium
- Who should be nominated/win the player of the season award?

*\* Please note, these are conceptual examples. Real-world decision making / voting topics for teams & leagues will vary depending on the specific title in which they are competing as well as depends on the respective teams who will be launching such polls*



# 5.

## THE SPORTZCHAIN

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- 5.1. \$SPN Utility
- 5.2. Digital World For Fans
- 5.3. First Citizen Program
- 5.4. Action Plan to Success
- 5.5. Roadmap

**SPORTZCHAIN's \$SPN is a utility asset and acts as a booster for the platform.**

\$SPN will act as the engine to our digital world that would empower the fans to get access to VIP privileges, gamifications, contests, content, etc. – all in our platform. With \$SPN constituting the core of our platform functions, we believe we will deliver high financial rewards for the token holders over the short, medium and long terms.



**\$SPN** is required to buy any team branded sports tokens. More partnerships will drive more demand for \$SPN tokens



**\$SPN** will be the pre-requisite to hold to participate in strategic contests & polls. More contests will drive large adoption for \$SPN



A weekly lotto will be held for **\$SPN** holders with a chance to win 80% of the lottery pool on a weekly basis



20% of the platform wide revenue will be allocated for **\$SPN** holders which will be used for 'Buy & Burn' or 'Buy & Lock' to limit token supply



Upto 30% APY staking rewards for **\$SPN** holders through various staking programs

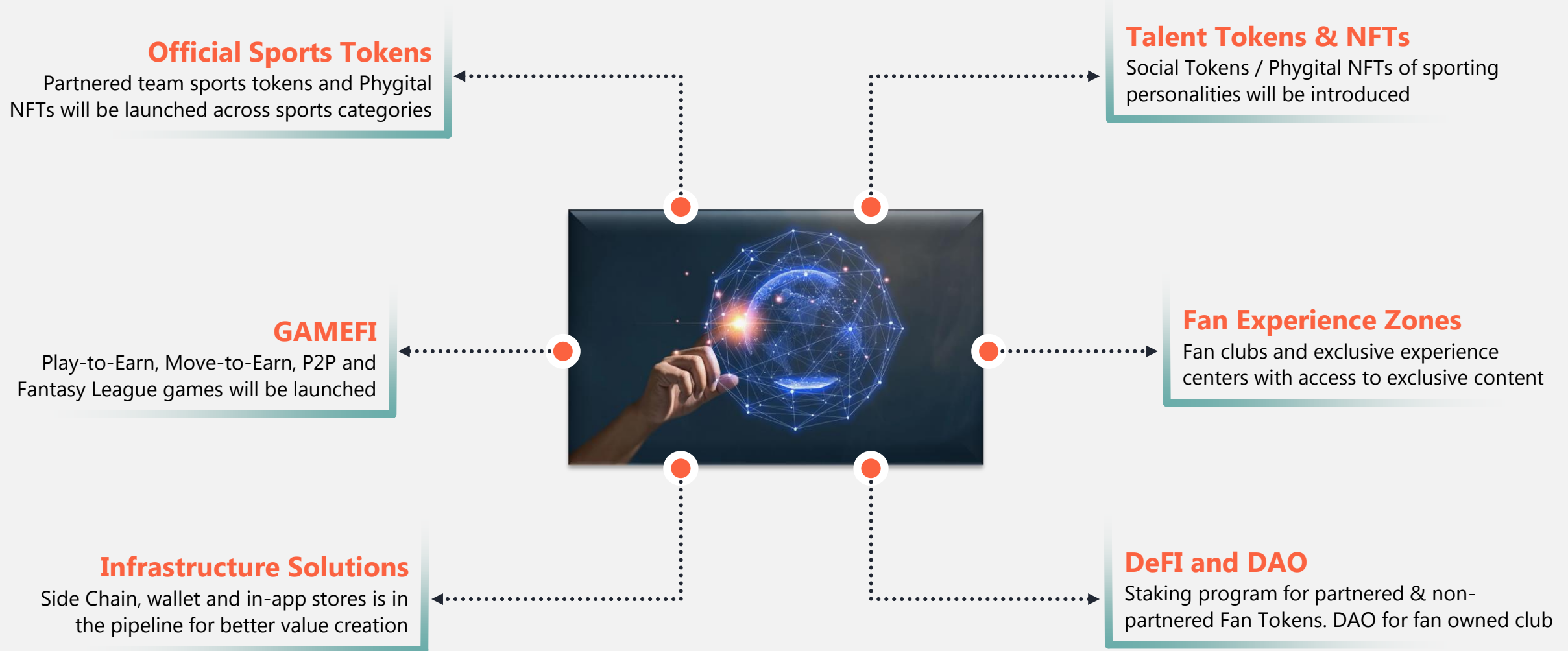


**\$SPN** is the base currency to buy / sell team branded on our proprietary exchange



## When we say we are building a world, we truly intend to...

SPORTZCHAIN'S Digital World for Fans will offer a 360° engagement for fans to interact and act as an integral stakeholder of the team. However, for \$SPN holders and backers it opens the entire sporting ecosystem providing a huge opportunity which is not just related to Fan Tokens but beyond and more



## 5.3.

# Our 'First Citizens Program'

**SPORTZCHAIN is launching a 'FIRST CITIZENS PROGRAM' offering multitude of benefits, rewards and bragging rights**

The limited program is only applicable for the **first 10,000 whitelist participants and holders** of \$SPN token during the public sale. Through this the early \$SPN holder will get multiple advantages compared to late entrants and will increase their financial rewards

- ❏ Preferred allocation in phase 1 sale for all future fan token launches on the platform
- ❏ Access to exclusive high staking rewards of ~40% APY
- ❏ First access to exclusive NFTs, events and curated annual parties
- ❏ Power earnings with ultra rare NFTs and buyback programs
- ❏ First access to fan experience zones and referral reward programs
- ❏ Early access to buy physical signed memorabilia and merchandise
- ❏ VIP access to stadium and matches with meet and greet with sporting personalities
- ❏ Annual activity based rewards for largest \$SPN holders (Rewards such as travel with the team, win 1 Bored Ape / Crypto Punk NFTs, 1 BTC and much more)
- ❏ Exclusive Fan Token free airdrops (up to \$50,000) before public sale

## *First Citizen Program*

*Only for first 10,000 whitelist participants and holders*



## 5.4. Action Plan to Success




**SPORTZCHAIN has a multi-pronged strategy to capture the market & build a sustainable business, benefiting all the \$SPN stakeholders**

### TARGET MARKET

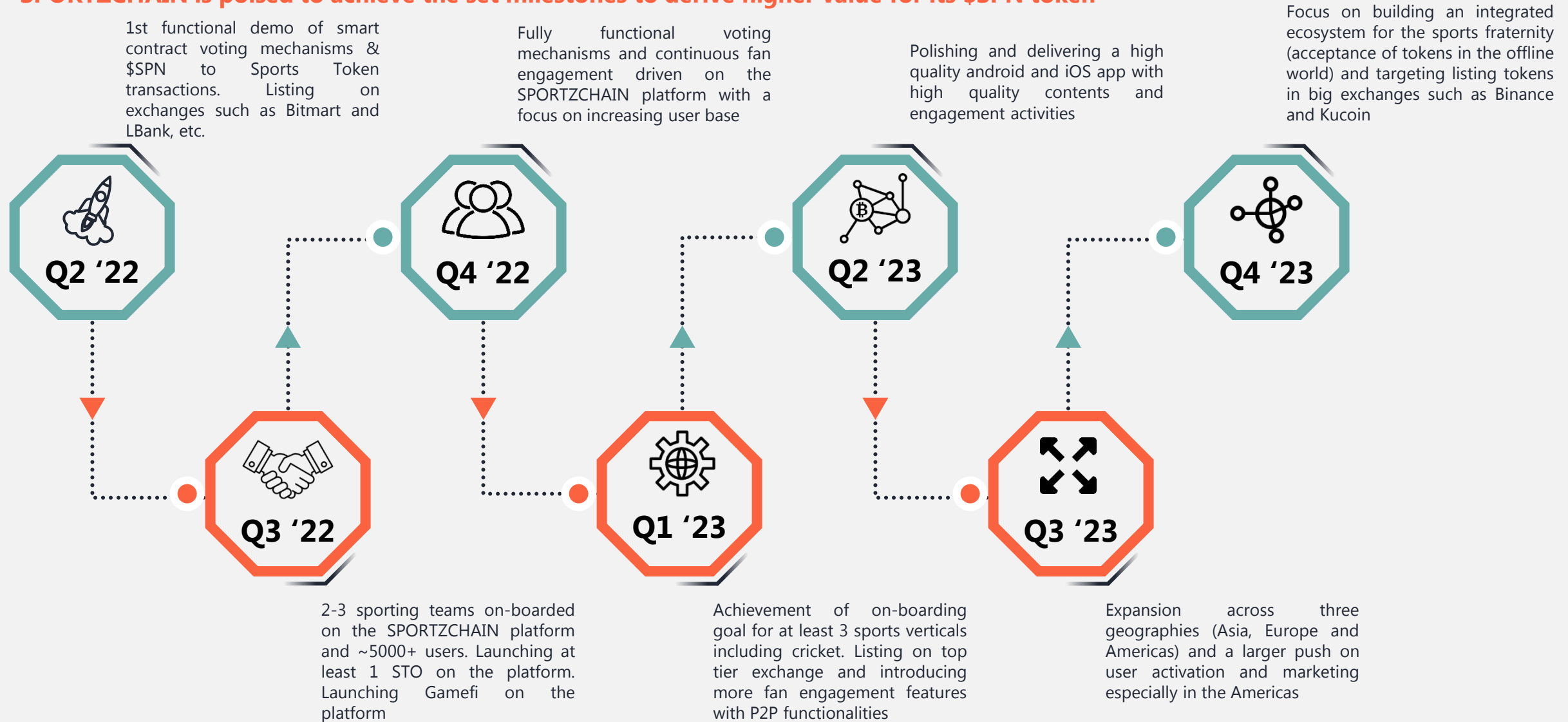
The SPORTZCHAIN market growth and expansion strategy will be focused on two critical aspects.

1. The type of sports to be targeted
2. The geographies to be targeted

SPORTZCHAIN plans to target the global market in three waves. SPORTZCHAIN plans to create a larger dominance in the Asian geography as compared to Europe and the Americas. This will be beneficial for the European and American sports teams to tap a large existing fan base in the Asian market.

	SPORTS	LEAGUES	TEAM SIZE	OPPORTUNITY SIZE
<b>Wave 1</b> <b>Asia</b> 	Cricket, Football, Kabaddi, Martial Arts, e-Sports	IPL, Bangladesh Premier League, Big Bash League, Indian Soccer League, Pro Kabaddi League, Asian Football Clubs, One Championship, e-Sports	Small to mid-sized teams to start with and followed by large teams	Around <b>40%</b> of the global fanbase
<b>Wave 2</b> <b>Europe</b> 	Football, Basketball, Cricket and e-Sports	Premier League, English Football League, T20 Blast, F1 Formula One Championship, e-Sports (FIFA and other sports)	Mid-sized teams to start with and followed by large teams	Around <b>30%</b> of the global fanbase
<b>Wave 3</b> <b>The Americas</b> 	Football, Soccer, Basketball, Baseball, Fighting, and e-Sports	National Football League, Major League Soccer, Major League Baseball, National Basketball Association, WWE, UFC and e-Sports (Sports games)	Mid-sized and large teams	Around <b>30%</b> of the global fanbase

## SPORTZCHAIN is poised to achieve the set milestones to derive higher value for its \$SPN token





6.

## TECHNOLOGY AND VALUES

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Our commitments both to future users of the SPORTZCHAIN platform and the organizations fueled by the \$SPN token are clear



## DECENTRALIZED TO THE CORE

SPORTZCHAIN platform will run on Layer 2 sidechains platform built on the Polygon blockchain offered by companies such as Polygon and Chainlink. The advantage of the third party Layer 2 platform is that they have their independent nodes and validators providing true decentralization compared to an entity having their own Layer 2 sidechain with a risk of manipulating the transactions. Hence, all voting smart contracts will be unbiased and non-rigged.



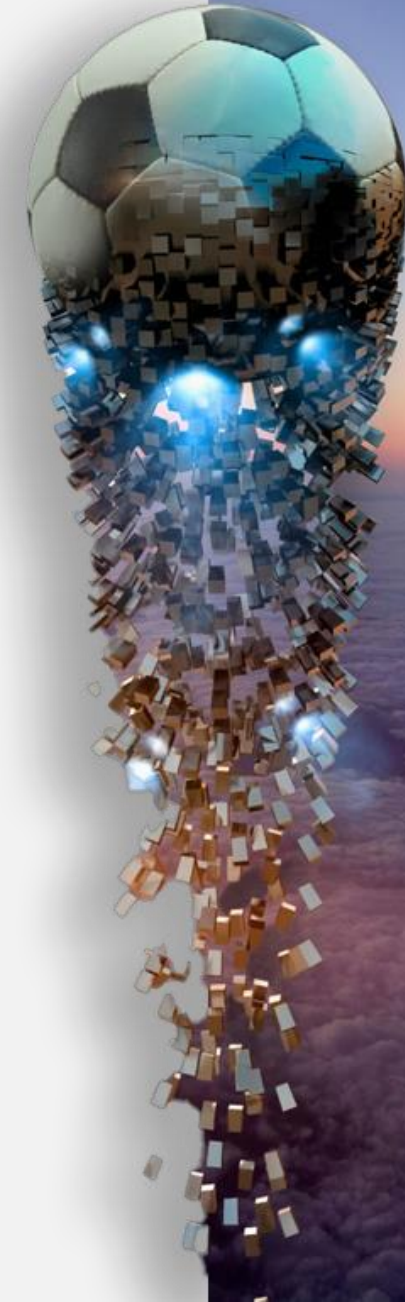
## TRANSPARENCY

Every transaction on the SPORTZCHAIN platform will be transparent and auditable in nature. The \$SPN token and platform, together, will act as a decision-making engine for fans, giving them an avenue to influence their team's decisions with complete transparency and integrity. Having a decentralized sidechain is the right choice to provide complete transparency on every transaction on the platform.



## SCALABILITY

Every transaction/voting that happens on the SPORTZCHAIN platform will be running on the Polygon blockchain. Polygon is one of the dominant choices as it is a well-developed blockchain platform (future-proofed) and there are no issues of scalability. We can create a cross chain functionality and can launch an ERC20 compatible tokens. Gas fees is a concern on Ethereum, which may impact the cost for SPORTZCHAIN. The same is mitigated by using the Layer 2 platform that runs on top of Ethereum providing the cost advantage.





# 7.

## SPORTZCHAIN OPERATIONAL MODEL

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- 7.1. Sports Token Offering
- 7.2. Trading of Sports Tokens
- 7.3. Fan Engagement Operational Model



## An avenue for sports entities (Sports and eSports) to empower their fans by giving them direct power to vote and influence their decisions

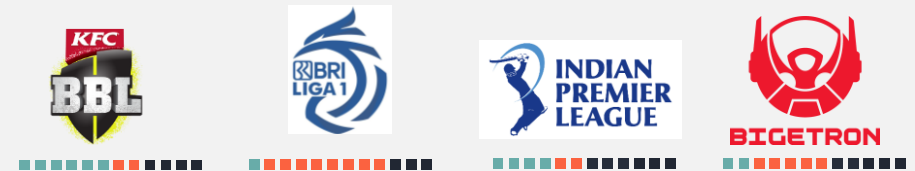
SPORTZCHAIN will launch its exclusive exchange (web as well as mobile application) that provides an avenue to fans to trade their prized possession (branded Sports Tokens), as well as help partner teams, create liquidity for their Sports Tokens. All partner teams (sports and e-sports) operating on the SPORTZCHAIN platform will launch with a specified, finite number of branded Sports Tokens, which has its set of utilities on our platform. Fans who own various branded sports token will obtain direct access to our digital world where the fans can engage with their favorite teams in a meaningful way. SPORTZCHAIN's aim is also to reward fans for their continuous participation as well.

The sports team has the freedom to set the base value for their token, which will be launched via time-bound Sports Token offering to various fans on a first-come-first-serve basis. Only after this is fully subscribed, it will be listed on SPORTZCHAIN exchange where non-participant of STOs can buy their favourite Sports Tokens. There will be a certain maximum cap that will ensure that no single user can hoard particular Sports Tokens, offering an equal chance to all fans to subscribe to respective Sports Tokens.

### Our Current Exclusive Partners...



### Our Potential Targets...



**Note:** Logos are for illustration purposes only and does not indicate any existing tie-ups with the respective teams



## 7.3.1 SPORTZCHAIN Monetization Model

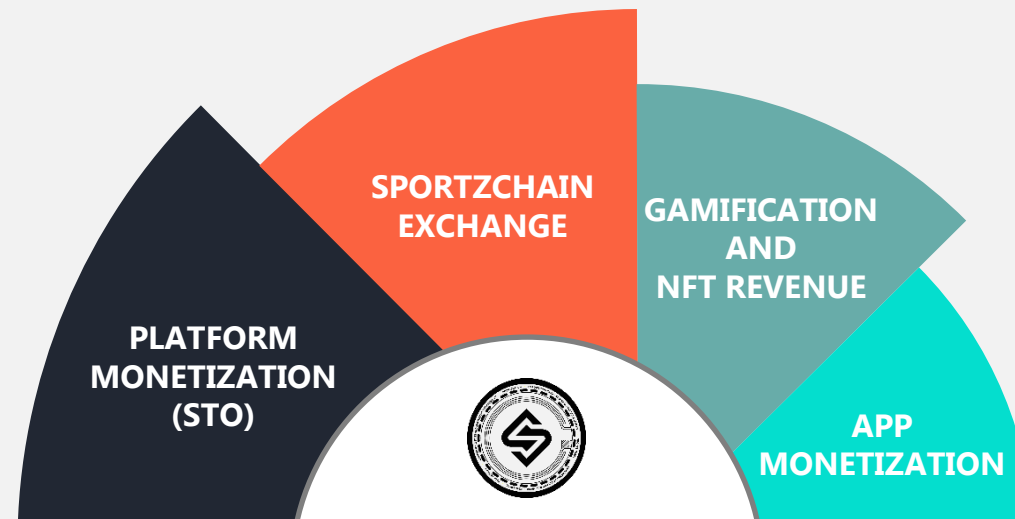
**SPORTZCHAIN has a multi-faceted monetization model, creating a sound utility for \$SPN. SPORTZCHAIN is flexible in its business model and will be receptive to ideas from the community to further add / modify that will benefit all the stakeholders in future. SPORTZCHAIN has four core monetization avenues, which are recurring and sustainable**

- Fees for buying and selling \$SPN and Sports Token will power the SPORTZCHAIN platform. SPORTZCHAIN will monetize its user base by charging them a micro-fee for all transactions (Buy and Sell) completed on the SPORTZCHAIN platform.
- The fees (maker and taker fee) will be to the tune of 0.2-0.3% for each side of the trade-in comparison with the fee, which is typically charged by various Crypto exchanges.

- SPORTZCHAIN will launch various Play-to-Earn and Move-to-Earn metaverse games, and will earn commission-based revenue through various partnerships that will be undertaken.
- Games such as Treasure, Hunt in partnership with local restaurants and other partners, will be launched.
- SPORTZCHAIN will also launch an NFT auction marketplace where SPORTZCHAIN will earn commission on every NFT sale and resale.

- SPORTZCHAIN will earn a percentage share on every STO on the platform. When a sports team launches an STO and it is fully subscribed, SPORTZCHAIN will charge in the range of 5-20% on the amount collected by the respective sports team as a fee.
- As the number of partner teams and STOs increases on the SPORTZCHAIN platform, \$SPN will derive increased revenue driving the token price further.

- SPORTZCHAIN will launch its in-app store selling various sporting gear and earn a profit on each sale.
- SPORTZCHAIN will earn revenue from sponsored content and advertisements.



**SPORTZCHAIN envisages to earn a revenue of around \$35-40 million during a period of 8 quarters, subject to the condition that SPORTZCHAIN will be able to launch around 20-25 STOs on the platform.**

## 7.3.2 Revenue streams for partners on SPORTZCHAIN platform

SPORTZCHAIN will transform fan engagement, converting it from a mere marketing strategy to a direct sustainable business model for our partner sporting teams and leagues. The below benefits will drive the acquisition of various sporting entities (Sports and eSports) on the SPORTZCHAIN platform:





# 8.

## PARTNERSHIPS & MEDIA COVERAGE

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- 8.1. Sports Partnerships
- 8.2. Media Coverage

Through these partnerships the idea has been transformed into a sustainable business

SPORTZCHAIN team understands the importance of partnerships and to provide more belief and credibility for \$SPN holders has undertaken exclusive partnerships with few sporting teams to start with. The team is further actively working to expand the number of sporting teams as well as add more different sports in the roster

## SPORTZCHAIN EXCLUSIVE PARTNERS FOR SPORTS TOKEN OFFERINGS AND NFT



SPORTZCHAIN team is in discussion with various sporting teams and leagues in India, Asia and Europe to expand the sports category as well as number of exclusive team partnerships

## See Who's Talking About Us

SPORTZCHAIN had made a lot of buzz in the Asian sporting ecosystem through their innovative offerings and being a fan-centric platform. We were in the news not only in crypto media but also in traditional key reputed media houses





# 9.

## TEAM, ADVISORY AND SHAREHOLDERS

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- 9.1. The team
- 9.2. Advisory Board

**Our core team has a proven track record, passion and vision to succeed:**

The SPORTZCHAIN core team leverage its background, proven track record, passion towards sports and vision to create a successful and sustainable business that benefits all stakeholders.



**SIDDHARTH  
JAISWAL**

Sports enthusiast and a cricket lover by passion. Experience of blockchain consulting and investing since 2017

Founded Adsoncab.com and Sepoi Ventures a web2 startup. Assisted and consulted various web2 startups globally

An ex-KPMG with 14 years of experience in corporate strategy and private equity

Holds an MBA degree from MET, India.



**ARAVIND ARASU  
MUTHARASU**

Hands-on experience of implementing blockchain, defining IT strategy & Enterprise Architecture. Knowledge of Azure, AWS, JAVA, Solidity, etc.

Was a state level cricketer and holds an MBA degree (Great Lakes Institute).

15 years of experience in the IT sector and associated with a renowned IT development firm for a decade.



**VINAYAK  
YANNAM**

An angel investor & a sports fanatic with a passion in mainstream & emerging sports. An active member of Arsenal Supporters Club Mumbai.

14 years of experience in business consulting, B2B Sales & Corporate VC.

Holds a Master's degree (Swinburne University of Technology).



**SANKAR  
SK**

Hands-on experience in advising multinational firms to expand/diversify.

An active investor in start-ups and cryptocurrency since 2015

14 years of experience in strategy consulting across multiple sectors.

Holds a master degree (Coventry University).



**DARSHAN  
JOSHI**

Worked closely with top MNCs helping them in their growth strategies.

An avid sports follower and a member of the Manchester United Supporters Club, Mumbai.

11 years of experience in strategy consulting.

Holds an MBA degree from Mumbai university.

### Our advisory board supports the company in three significant areas:

Technology knowhow and experience in building a sound and scalable blockchain-driven product; experience and strong connections in sporting fraternity to on-board sports teams and leagues; token utility adoption and platform growth through various branding and marketing initiatives.



**AJEET KHURANA**

#### Technology and Token Launch Advisor for SPORTZCHAIN

Ex-CXO of Zebpay and Head of Blockchain & Crypto Committee (India). Advised >16 successful blockchain startups (including Polygon). An ex-Kalari Capital with deep connects in crypto ecosystem



**KARTIK GARG**

#### Crypto Ecosystem Expansion and Partnerships

Explorer, entrepreneur and crypto investor.

Managing Director of Kaby Alloys and company and an active angel investor in 15+ crypto and traditional start-ups



**BALJIT RIHAL**

#### Head of Football Partnerships for SPORTZCHAIN

CEO of Inventive Sports and has an influential industry presence built over 10 years across the UK, Europe and India. He is a well-known football agent, having licenses with the English FA and All India Football Federation



**SUHAIL CHANDOK**

#### Sports / B2B Partnerships (India, Asia & UK) for SPORTZCHAIN

Star Sports TV Presenter, Analyst & Commentator (IPL, ICC Cricket World Cups, Pro Kabaddi, Wimbledon, F1, etc.). Strong connection across Asian & UK sports fraternity.



**SUNIL SHARMA**

#### Crypto Marketing & Partnerships

Top 50 Tech Leader & a serial Cryptopreneur & investor. Founder of Coingape (top crypto media platform) and Squadx. A blockchain expert and advisors for various crypto ventures

**WE ARE EXPANDING OUR CORE ADVISORY TEAM BY ONBOARDING MORE SPORTING PERSONALITIES HELPING US PROPEL IN ASIAN TERRITORY AND EXPAND OUR SPORTING TEAM PARTNERSHIPS**



## Our advisory board supports the company in three significant areas:

Technology knowhow and experience in building a sound and scalable blockchain-driven product; experience and strong connections in sporting fraternity to on-board sports teams and leagues; token utility adoption and platform growth through various branding and marketing initiatives.



**KARAN VASWANI**

An experienced lawyer by profession. Founder of Prudentia Advisory LLP. Has been a profound legal advisor for several crypto ventures including MahaDAO



**JAYESH SHINDE**

Ex - B20 (G20 Summit) 2020 and head of communications for WayCool Foods & Products. Over a decade long experience in the area of PR, Marketing and Advocacy.



**KARN RATERIA**

Co-founder of Sliced Bread Digital Solutions. Extensive experience and knowledge of sports industry with exhaustive network in sporting clubs and celebrities



**PRADEEP CHENTHILKUMAR**

A seasoned Chartered Accountant (CA) and Auditor. Technical committee member of Bureau of Indian Standards and ISO. Decade long of experience assisting startups in financial and tax advisory



# 10.

## **\$SPN TOKENOMICS AND FUND ALLOCATION**

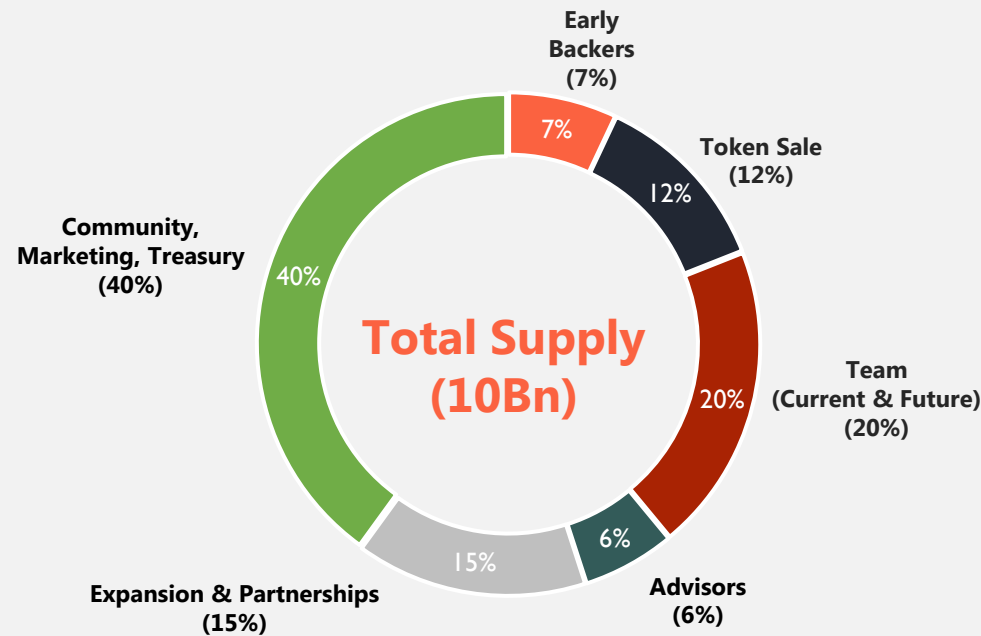
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- 10.1. Tokenomics
- 10.2. \$SPN Funding Allocation

## 10.1. Tokenomics

A key component in the economy of the SPORTZCHAIN project will be the \$SPN token, which will act as a booster for platform and will be required for transactions across the SPORTZCHAIN platform (including participating in STOs).

The distribution model for token sale funds is as follows:



**Note:** At IDO/IEO the initial circulating supply will be only around 1.26% of total token supply

### Vesting Schedule:

**Early Backers** – 4% unlocked at TGE and 3% unlocked post 28 days of TGE and remaining has a cliff of 3 months and locked for 12 months with a daily vesting schedule

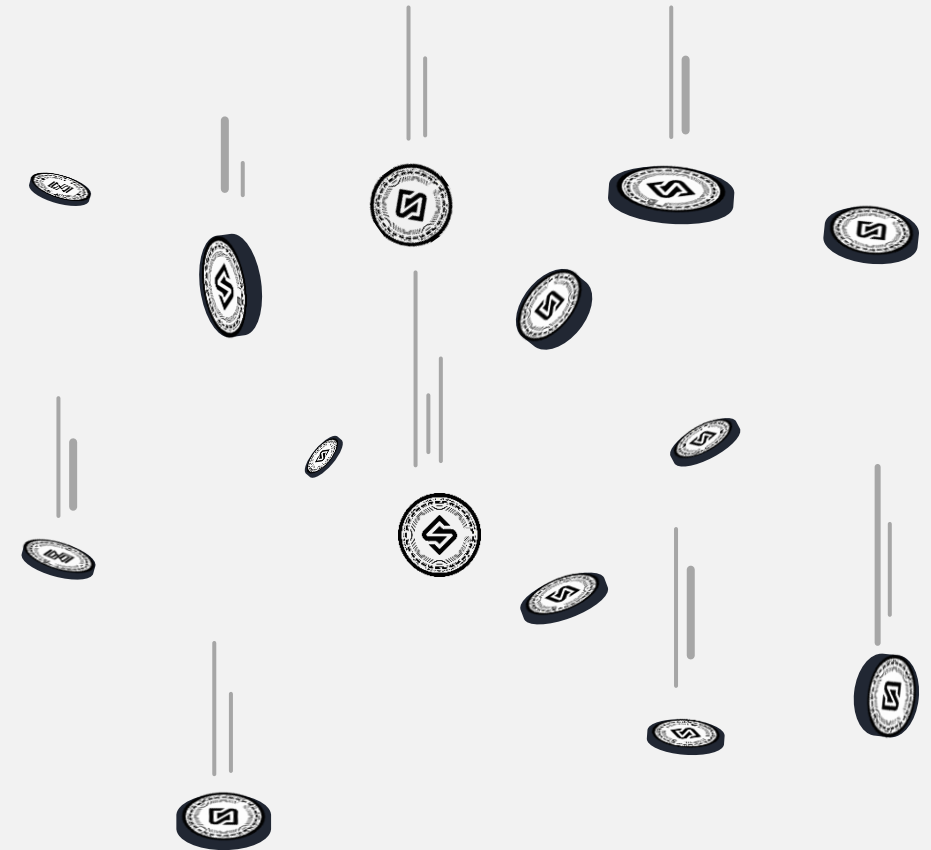
**Seed Token Sale** – 5% unlocked at TGE and 3% unlocked post 28 days of TGE and remaining has a cliff of 3 months and locked for 11 months with a daily vesting schedule

**Private Token Sale** – 8% unlocked at TGE and 3% unlocked post 28 days of TGE and remaining has a cliff of 3 months and locked for 10 months with a daily vesting schedule

**IDO / IEO** – 25% unlocked at TGE rest unlocked post 42 days of TGE

**Team & Advisors** – 0% unlocked at TGE and remaining has a cliff of 4 months and locked for 24 months with a daily vesting schedule

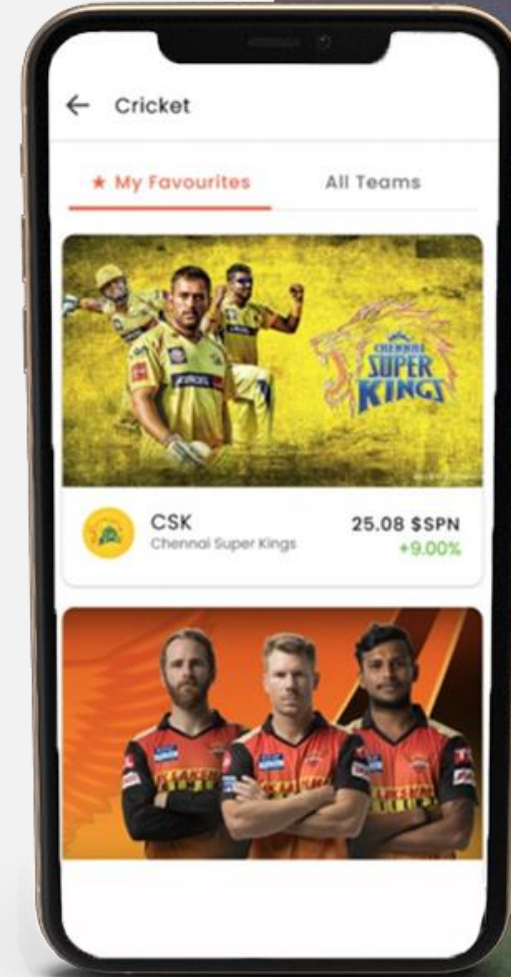
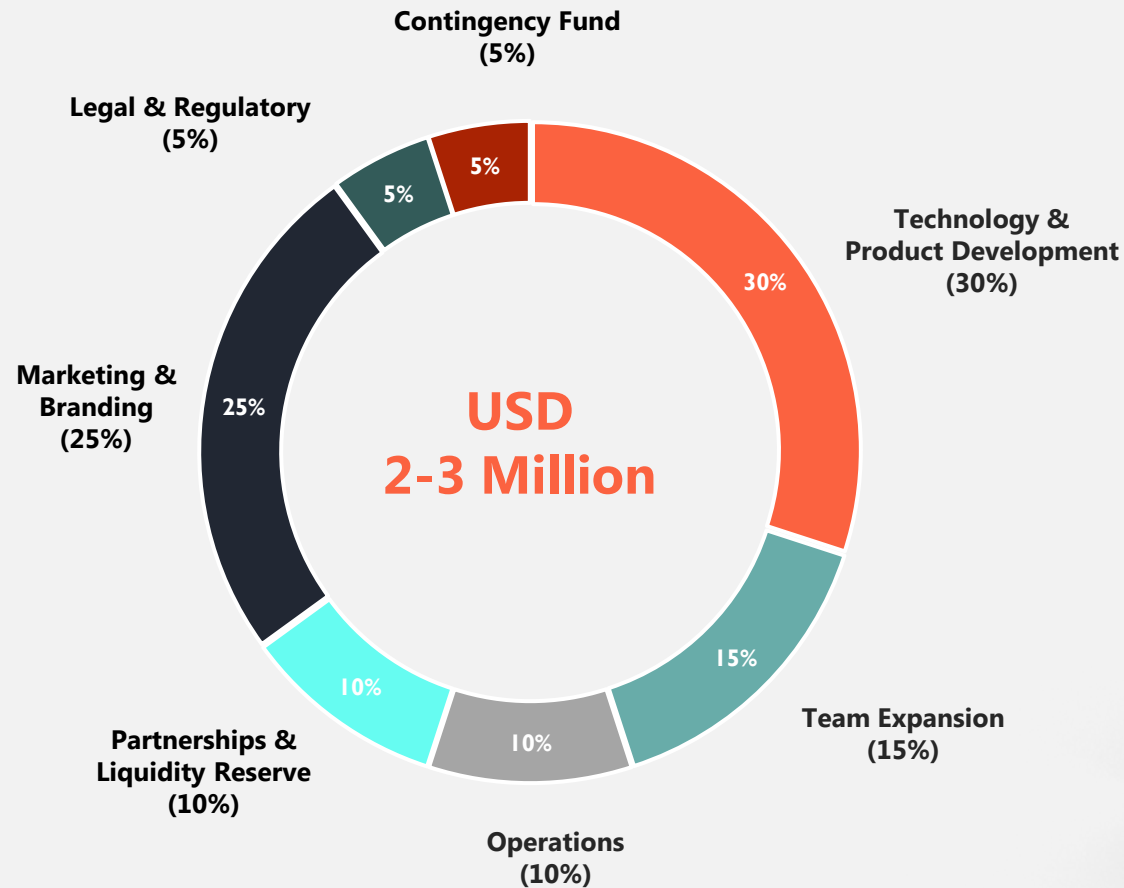
**Expansion & Partnerships; Community, Marketing & Treasury** – 100% locked at TGE. This will be unlocked as per market condition and decision by governing council



## 10.2. \$SPN Funding Allocation

Our goal is to make sure that we have an awesome product and a sustainable business, which helps stakeholders achieve long-term gains.

The total amount raised via private and public sale will be allocated as mentioned below:





**11.**

**FAQs**

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### What is the SPORTZCHAIN platform?

SPORTZCHAIN is a platform for fans to crowd-manage their favorite teams, games, leagues, celebrities and events. We help fans take a front seat and actively participate in sporting teams'/leagues' binding and non-binding decisions.

### What is the Token Ticker?

\$SPN

### When will SPORTZCHAIN have a public sale?

SPORTZCHAIN plans to have their public sale in the month of November/December 2021.

### How much has SPORTZCHAIN raised?

SPORTZCHAIN is in the process of undertaking a pre-sale and the details will be updated accordingly.

### What is the total supply of \$SPN?

10,000,000,000 \$SPN (10 Billion).

### Will you have an Airdrop? And when?

Yes, we are planning to have multiple Airdrops. We will confirm dates and provide further information via our social channels.

### Can I work at SPORTZCHAIN?

We will be glad if you have the required skills and most importantly the rigor and passion to excel. Reach out to us on [info@SPORTZCHAIN.com](mailto:info@SPORTZCHAIN.com)

### What will cause more demand for \$SPN?

Demand for the SPN token will increase as more teams, leagues and game titles are added to the platform, and as more fans want voting rights. In addition, the SPN token will rise as and when we launch other utility-related offerings (such as Gamification, NFT Marketplace, APP Monetization, etc.).

### Why would teams and other gaming organizations partner with SPORTZCHAIN?

Our platform gives teams and other gaming entities (publishers, leagues, event producers etc.) a direct way to both engage and monetize their fans. Giving fans the power to vote on their favorite organizations doesn't just give them the ability to enhance their level of entertainment, it gives them a reason to care on a higher level. Organizations who partner with us and adopt our platform can also leverage their existing fanbase to crowdfund various innovative new initiatives that are beneficial for fans as well as sports teams.

### Have you partnered with any organization as yet?

We are in talks with various sports & e-Sports teams and leagues with the aim of onboarding 3-5 by the end of end of 2021. We cannot disclose details at this time, but we will provide an update in due course.

### Can someone rig the votes in a particular poll?

Each and every poll launched by the sporting teams will be converted into a separate smart contract and will be deployed on our blockchain infrastructure. Each and every vote on a respective poll will be validated by third-party nodes and validators and be recorded on blockchain providing complete transparency and authenticity. Hence, no polls can ever be rigged on the SPORTZCHAIN platform, thus providing complete empowerment to the fans and genuine actionable insights to the sporting teams.

### How up-to-date is your whitepaper?

Our whitepaper is modified and updated when we receive feedback to ensure the venture, and the language we use to describe it, is easy to understand.

### How do you plan to use your advisers & shareholders?

Most ICOs use advisers to help with publicity & fund raising. We have focused on securing advisers who will help us after the token offering phase, help us develop the business, design our products and services and on-board various sporting teams and leagues.



12.

## CONTACT DETAILS

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Social Media Handle: @SPORTZCHAIN

