



sportco



Improving Sport Fan Engagement Worldwide with Blockchain Technology

WHAT IS SPORTCO?

Improvements in technology have allowed sports fans to engage in ways beyond watching games in front of the TV or cheering for their favorite teams at the physical stadium. Sports fans can now interact with each other through online platforms by expressing their opinions, making predictions, or contributing personal content, such as photographs and videos.

With the help of blockchain technology, Sportco aims to heighten this established community through a virtual platform that enables users from all around the world to profit financially over a shared passion for online sports. The platform centers around the Sportco coin, a blockchain-based currency that rewards users for their contributions to the community. With available Sportco tokens, sports fans will be able to purchase merchandise and game tickets, enter sports tournaments, become members of the Sportco global club, and much more. The use of blockchain technology makes the community transparent, allowing users to contribute any content and receive tokens based on the opinions of Sportco moderators. These moderators will also directly provide users with suggestions to help improve their content so that they may receive even more tokens in the future.

Our goal is to use this blockchain technology to provide sports fans with a global platform that will create an engaged community and allow them to profit in the long-run. The Sportco token is the vehicle that enhances the overall fan experience by bringing unique groups of people together and creating a connection over the one thing they do have in common - a fierce love of sports.

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TARGET MARKET

Our target market follows the one billion people sports fans in the world. Within this market, the value of all their sports and related commercial activities, including online games, is about \$200 billion. The estimate for worldwide revenues encompasses those fans who are drawn to multiple types of sports, inspiring Sportco to offer activities and services for a variety of sports including football/soccer, basketball, baseball, and tennis. This market is expected to grow even more in the next few years at a rapid pace, especially with the prevalence of increasingly advanced technology and rising popularity of the virtual commercial experience.

When we visualize the ideal target customer for Sportco, we see a millennial who frequents mobile apps and websites and uses these platforms to receive and report updates of games or live stream events. Geographically, target customers are in Far East Asia, Americas and Europe, possibly touching on Africa. They are active members of the sports community, remaining loyal to their favorite teams and sports. Because there are a plethora of sports for fans to follow, sports fans create several specialized markets. These markets consist of competitive global sports tournaments, online games, merchandising, media, and lastly, lifestyle sports. Sportco brings these markets together to form one single community of sports fans, allowing many across the globe to benefit both personally and financially from their virtual interactions.

OUR SOLUTION: THE SPORTCO ECOSYSTEM

There are many options for sports fans when looking for news, social media, games, and fun. Sportco plans on aggregating all these resources together into one central repository that caters to every need of every fan. Fans that are searching for original content can read articles written by our sports experts, while fans that hope to contribute their own ideas can earn coins for their unique analysis and insights. Fans interested in winning tickets and autographed merchandise can participate in our quiz competitions, while fans who are willing to take on risk can make predictions on score lines, unique metrics, and odds aggregators. As you can see, there is something for every sports fan in the Sportco ecosystem. And if you're a fan interested in trying new things, we have so many more features currently being developed!

What ties these features together is the Sportco Coin. With this coin, users can bet on sports results, compete in quizzes and competitions, and earn rewards such as signed jerseys and sports gear. Users can gain coins by winning bets, scoring well in competitions and quizzes, and publishing popular articles.

Sportco is a multi-faceted platform that fulfills the complete needs of the modern sports fan: through this ecosystem, by giving sports fans access to more knowledge and services, we hope to build a better community for sports fans in this interconnected world.

FEATURES

Sportco is an end-to-end ecosystem for the sports fan. From features including live news and social media updates, online betting markets, merchandise exchange, quizzes with coin rewards, and a fan publishing platform, Sportco provides a wide range of services that no other platform has been able to match. Fans get incredible rewards just for joining and participating in the Sportco ecosystem!



SPORTCO PUBLISH: MAKE YOUR CONTENT GO VIRAL

Fans can publish content on the Sportco Publish platform. They will be rewarded in tokens for content based on how many views and likes their content receives. We plan to implement a scoring system that weighs interactions with the content through an Index of Engagement (IOE), which will take views, likes, comments, and shares into consideration by applying increasing weights. Mathematically, the IOE will be as follows: $IOE = (1 * \text{Number of Views}) + (2 * \text{Number of Likes}) + (3 * \text{Number of Comments}) + (4 * \text{Number of Shares})$. Each item of content will receive one numerical score and tokens will be distributed

to the user based on this score. Note that these rules can be changed based on our algorithms and discretion; however, we will ensure consistency of application among all users.

SPORTCO PLAY: WIN COMMUNITY REWARDS

Fans can win rewards on the Sportco Play platform. By winning contests and making the monthly leaderboards on competitions such as trivia quizzes, fans can gain tokens to spend in the store.

SPORTCO PREDICT: CHALLENGE EXPERT PICKS

Sportco Predict will be a platform where fans can predict sports results and challenge expert picks from players and reporters. Fans will have the chance to win additional token rewards for predicting exact score lines, prediction streaks, and picking underdogs.

SPORTCO STORE: TRADE IN TOKENS FOR REWARDS

Sportco Store is where fans can trade in their hard-won tokens for fantastic rewards. As Sportco grows, the rewards will only get better, ranging from signed merchandise to game tickets and more!

SPORTCO FANTASY: PICK YOUR FAVORITES

Sportco Fantasy is another opportunity for fans to win rewards. Similar to any fantasy sports game, fans will pick lineups and get points based on how well those players perform during the week.

SPORTCO ANALYTICS: LEARN FROM THE PROS

Sportco Analytics is where fans can read expert analysis and high-level data analysis from Sportco's data-driven sports journalism experts.

SPORTCO LIVE: KEEP UP TO DATE

Sportco Live will be a live news feed for fans of sports. Fans can choose which sports and leagues to follow and news content from other sources and Sportco itself will be aggregated on an intuitive user interface.

SPORTCO FORUM: DISCUSS WITH OTHER FANS

Sportco Forum is a chance to discuss results with other fans of your team. Fans have the opportunity to hear other people's opinions.

SPORTCO IOT: NEXT-GENERATION TRAINING

Sportco IoT will be technologies such as wearables and cameras to help athletes improve their form and develop their technical skill sets.

SPORTCO ESPORTS: EVERY GAMER'S DREAM

Sportco will sponsor eSports events ranging from League of Legends to Fortnite tournaments and stream content for all e-sports fans.

EXPANDED PRODUCT OFFERINGS

Sportco Fantasy, Analytics, Live, Predict, Forum, IoT, and eSports still to come! In January 2019, Sportco will launch new features Sportco Predict and Sportco Forum. Sportco Forum will allow fans to discuss sports results that aggregates all sports news. Sportco Predict will be added to Sportco Play, where fans make predictions on sports scores to win token prizes.

TOKEN

TOKEN FUNCTIONALITY

The Sportco token has some main functionalities:

- Fans can trade in tokens for sports merchandise and tickets from our sponsors and other major professional partnerships
- Fans can also trade in tokens for tickets for major sports matches, including soccer, cricket, and basketball games
- Fans will be rewarded for publishing content on the Sportco Publish platform based on popularity and reviews
- Fans can participate in predictions, quizzes, and fantasy competitions by investing their tokens, with the possibility of winning more tokens
- Fans can gain access to exclusive analysis and professional analytics by spending tokens, to get a better understanding of the games they watch

TOKENS AVAILABLE FOR SALE

By leveraging blockchain technology, we at Sportco aim to create a system of tokens that can sustain the entire sports ecosystem. Currently, the world of sports does not have a ubiquitous token system like this; through the Sportco token, fans will be able to participate in all sports-related transactions. Once approved by sports merchandisers, the token will also be used to exchange for a variety of sports-related goods and services.

You can buy Sportco tokens by making payments in USD (\$), Bitcoin, or Ethereum. Exchange rates and currencies available will continuously be updated as Sportco expands.

The Tokens can be used as a Utility item to buy Sports related Merchandise, Premium content on Sportco Store, and other stores that Sportco will tie-up with

TECHNICAL IMPLEMENTATION

BLOCKCHAIN

Blockchain technology is the core of Sportco's technological footprint: it will allow us to issue the Sportco coin, create our merchandising platform, launch new features, and integrate community responses with advanced analytics to produce content of unprecedented quality. By creating a decentralized token, balances can be protected from cybersecurity threats, while providing a transparent ecosystem that our users can trust.

SMART CONTRACTS

Sportco's Ethereum ecosystem allows the creation of smart contracts. This means that, after fulfilling certain agreed-upon conditions, exchanges of goods and services can be done automatically. Sportco's virtual machine architecture allows for the automated settlement, management, and execution of these smart contracts, so users can trust that they are getting what they pay for.

TOKEN ECONOMICS

Sportco's tokens are ERC-20 compliant and created on the Ethereum platform. These tokens can be then easily transferred with negligible transaction costs; these are called Ethereum's gas fees. The amount of tokens will be initially of a fixed supply. The free market will then drive transfer of these tokens among Sportco's user base.

PRODUCT EXPANSION

Sportco will leverage the skills of its developers to continuously roll out new features. Analytics products will implement machine learning algorithms to provide cutting-edge analysis of the newest sports content. Augmented reality (AR) products will create an online studio of interactive experiences and game-day events. Artificial intelligence and data analysis will help Sportco better understand you, the sports fan, and help us create new products to fulfill your every desire!

COMPETITIVE ADVANTAGE

Although the market landscape among sport platforms run by blockchain technology is highly competitive, with many similar companies offering the same services, we will be able to differentiate Sportco on the basis of its purposefully “disintermediated” system to accommodate fans and give them most of the power. With our platform, fans will be able to make profit from a transparent rewards system unique to Sportco. The purpose of our decentralized model is to grant users the ability to genuinely have an opinion about sports related activities and express their thoughts both frequently and candidly.

Furthermore, all users will be able to create their own unique fan identities through a “sports profile,” similar to one on a social media site or a LinkedIn page. Through this profile, fans can document the memories of their most unforgettable sports games, share their thoughts on favorite sports stars, and even reminisce in their own greatest athletic achievements. The customizable fan profile grants users the opportunity to become whoever they want to be through our platform. With Sportco, the ways to stay active and engaged are endless, and users can gradually develop an identity that they can proudly share with their online peers.

We also do not want to limit the scope of sports that users have access to through Sportco. Other sport blockchain platforms limit their engagement to one sport; however, we at Sportco believe in equal access and opportunity to all. Therefore, we plan to implement a three-pronged approach when choosing the sports to offer through our platform. With our market mostly centralized in Europe and Far East Asia, we predict that football will be the sport with the most followers and estimate a significant amount of content and activity circulating in the community to focus on it. With the second prong, we hope to gear engagement towards either baseball, tennis, or basketball, based on a study of our market after the ICO. Additionally, we plan to offer one to three esports, a form of competition using video games. Finally, based on an analysis of our initial ICO market and user profile, we will provide a general mix of sports that may include-

boxing, cricket, etc. This mix of sports may not be as prevalent, but we still aim to offer a variety of sports to users to satisfy a wider market and avoid focusing too much of our efforts into a single niche. Our goal is to expose fans to a variety of sports by fulfilling their needs for the ones they love and introducing them to more unfamiliar ones through other avid followers.

THE SPORTCO TEAM



ANUJ SHARMA (FOUNDER & CEO)

Anuj is the founder and CEO of Sportco, SportsWizz Limited, and Abacus (Seychelles) Limited. Earning his PGDM from Indian Institute of Management Ahmedabad in Marketing, Finance, and Business Management, Anuj has over 25 years of experience across sports media, financial services and technology industries. Previously, he served as a principal consultant and head of the Retail & CPG Domain team at Infosys Technologies Ltd. As an entrepreneur, he has brought these three essential components together to envision the Sportco eco-system using token economy based on blockchain technology.



PHIROZE MOGRELIA (COO)

Phiroze is both the COO and a Senior Advisor for Sportco, with experience leading different teams across the globe. Receiving his Master of Science in Digital Currency from the University of Nicosia, he expanded his knowledge in the technical underpinnings of digital currency and now advises Sportco on how to strategically grow its international footprint. Before Sportco, Phiroze served as the Global Head of Lending and Liquidity Solutions, Products and Solutions, and Private Banking International at ABN AMRO Bank.



MICHAEL SERRES (CTO)

Michael is the CTO and Head of Market Analytics at Sportco as well as the founder and CEO of bitfolios, an application that allows users to more easily invest in cryptocurrencies. With 16 years of experience in the financial services, asset management, telecom and healthcare industries, before becoming a permanent employee, he worked as a freelance consultant in Italy, France, Netherlands and UK on various flagship projects. Formerly the Head of Digital for Asia Pacific at Manulife and at BlackRock, the world's largest asset manager, Michael holds a joint BSc in Maths and Computer Science from University of East Anglia in the United Kingdom and speaks fluent English, French, Spanish and Italian.



AMRINDER SINGH MALLHI (PRODUCT DEVELOPMENT)

Along with spearheading product development at Sportco, Amrinder serves as the product head at SportsWizz League, where he heads the design and development of digital media products for the company. With extensive experience in technology product design and development, he was also the co-founder and product head of OneMedCrew Pvt. Ltd. While serving those roles, Amrinder designed, developed and launched a mobile digital health solution platform that leveraged technology to provide continuous care for people with Diabetes.



DEVANG PRASAD (CONTENT DEVELOPMENT)

Devang is a content and communications professional with skills particularly in content marketing, social media, journalism, and research methods. Having graduated with a Bachelors of Arts from University of California, Berkeley in interdisciplinary field studies, Devang worked at Floh as a community manager and eventually moved on to serving as the content and community manager for SportsWizz League.



MANPREET SINGH (TECHNOLOGY DEVELOPMENT)

Manpreet has over 7-years experience in development, mentoring, and managing mobile applications. An expert on iOS development using Objective-C and Swift programming languages, interfacing web service APIs, JSON and other third party libraries, Manpreet has extensive exposure in delivering software solutions to Retail, Real Estate, HealthCare, Financial, and Education sectors.



RAJIV SAINI (SERVER AND APPLICATIONS ADMIN)

A seasoned software professional and systems architect, Rajiv worked in the Information Technology domain for over 28-years, including 6-years in the USA. Receiving his PGD in Operations Management from Indira Gandhi National Open University and M.B.A. in Information Technology from Sikkim Manipal University, Rajiv previously worked at Shunya Computing Lab as a systems architect. He moved on to serve as CTO at deazy and CIO at SportsWizz League before joining Sportco as the Server and Applications Admin.

HANS MADHOO (FINANCE AND ACCOUNTING)

A fellow of the ACCA and member of the Mauritius Institute of Professional Accountants (MIPA), Hans is currently the Finance Manager for one of the leading global businesses in Seychelles. Hans has more than four years of experience in global business as well as extensive audit and assurance knowledge in various sectors. Serving as an audit at KPMG and Deloitte for more than 6 years, Hans looks over accounting and CDD for Sportco.



SELVEENA SAMY (CORPORATE AND ADMIN)

Selveena has over 7 years of experience in Corporate Administration, Sales and Marketing, and Business Development. Graduating with a M.A. in Communication and Public Relations, and a BSC in Political Science, she is also a team member of Cryptec, an ICO Service Provider.

THE SPORTCO TEAM (ADVISORS)



GEORGE GIAGLIS (LEAD ADVISOR)

Since 2012, George has been involved in the blockchain and cryptocurrencies space, helping set up the world's first academic degree on blockchain at the University of Nicosia. He currently serves there as the Director of the Institute for the Future and leads a team of scientists and researchers working on technologies that will shape the world of tomorrow and their implications for our societies and economy: blockchain, artificial intelligence, augmented & virtual reality, autonomous vehicles, robotics and the internet of things. George has also been a professor at Athens University of Business and Economics for 16 years, researching and teaching on blockchain, fintech and the future of commerce. A published author with more than 10 books and 150 pages, George advises Sportco in many crucial areas in blockchain implementation.



THEODOSIOS MOUROUZIS (BUSINESS AND TOKENOMICS ADVISOR)

Theodosios (Theo) is a cryptologist and information security professional, serving as a research Fellow at the University College London Centre for Blockchain Technologies and Programme Director of the MSc in Business Intelligence and Data Analytics at the Cyprus International Institute of Management (CIIM). Previously involved in advisory roles to more than 20 I{C,T}Os, Theo has extensive

consultancy and advisory experience in information security, cryptography, blockchain implementation, and data analytics. Additionally, he is the recipient of the 1st award in the UK Cyber Cipher Security Challenge in 2013 and has represented Cyprus four times in Balkan & International competitions in Mathematics.



DMITRY FEDOTOV (ADVISOR OF BUSINESS DEVELOPMENT AND STRATEGY)

With over 15 years of experience in Asia-Pacific tech sector, Dmitry is a frequent speaker on artificial intelligence, blockchain technology, autonomous transportation, and digital distribution. Passionate about innovation, Dmitry established first technology startup as a freshman at the University of Kaiserslautern (Germany). While still a student he managed to convince Vodafone and Motorola to grant him equipment and resources to develop a GSM-based triangulation solution for logistics optimization. In 2011 Dmitry established Multichannel Group: first universal digital marketing platform with integrated dashboard built to optimize ad management, provide suggestions, and improve spending on marketing campaigns across multiple channels



MALIKA JIVAN (CORPORATE ADVISOR)

Malika is an international tax and accounting professional with over 10 years of

experience in legal and financial due diligence, investment advisory, tax planning and company law. Serving as the Director of Abacus Seychelles Limited, she has worked with one of the big 4 global consulting firms and specializes in structuring for the Indian ocean regions.



JUAN CARLOS BÁGUENA (SPORTS AND TRAINING ADVISOR)

With over 30 years of experience in the Sports World, Juan is a tennis coach and former professional tennis player from Spain. He specializes in sports management, coaching, and marketing strategy.



BEN ACHESON (INVESTMENT ADVISOR)

Ben has 20 years of business experience, with an extensive knowledge in digital marketing, investment, and technology. Receiving his B.A. in Business Studies, Business, and Management and IT from The Open University, he currently serves as the CEO of Skyline Startups, raising investment and delivering growth through SEO and digital marketing. He also acts as a digital marketing consultant and trainer for The Digital Garage, providing free training from Google to hundreds of people across the UK. Ben's strong track record of investment in and promotion of successful businesses is matched only by his international reputation for helping startups to grow.



JON CHING (ASIA MARKET ADVISOR)

Jon serves as the Marketing Advisor for Sportco's Asian markets, applying his expertise in business development, marketing, and strategy. With eight years of experience in the financial sector, he was a former General Manager for Trade-slide Trading Technologies Limited and lead the team to win the IUIA Start-Up competition in 2015. He then joined Infinox Capital as Head of PR & Marketing for their South Asia & China business unit, where he was responsible for devising marketing and portfolio strategy across Infinox capital's brands.

IMPLEMENTATION TIMELINE

2018 Smart Contracts Development

2018 MVP for World Cup Contest

2018 Beta for Fan Publish platform

2019 Launch of Fan Publish Platform

2019 Merchandise Store Creation

2019 Ongoing Token Sale

2020 IOT Based Sports Experience

2020 Sports Prediction Platform

2020 Expansion of Sports and Languages

2021 Outline a Sports Technology Course

2021 Discover and Support the Champions

2022 Expansion of Prediction Index to Multiple Sports

APPENDIX: RISKS

There are some risks associated with Sportco's business model that we hope to address now. We have also provided some mitigation strategies that are currently being implemented.

VOLATILITY OF TOKEN PRICES

Token prices, including Bitcoin and Ethereum, have historically faced volatility issues. Highs of last year were followed by significant drop-offs in investor confidence. Sportco hopes to mitigate this issue by (1) raising funding from angel and venture capital investors to maintain its business model and (2) widening its customer base to reach a diverse array of sports fans to decrease the potential risk for each individual fan

REGULATORY ISSUES

While there is the potential risk of regulatory issues, as exemplified by recent government interventions in both China and South Korea, Sportco is focusing its efforts on countries open to adoption of blockchain technology and cryptocurrencies. Expansion in other Asian countries, as well as to Europe and North America will allow Sportco to mitigate this risk.

THEFT AND FRAUD

While any online marketplace is at risk of theft and fraud, Sportco hopes that through a decentralized ledger system, it can avoid these dangers. Through this ledger system, cybercriminals will need to have much more complex strategies than in the case of a single centralized financial system.

STRONG COMPETITION

While Sportco does lack the first-mover advantage into this space, it does offer a few key advantages over its competitors: a more robust publishing platform, wider array of product offerings, and a superior development team. The publishing platform really sets Sportco apart from its competitors: this platform improves customer engagement and encourages customers to stay invested in the Sportco ecosystem. The wider array of product offerings include Sportco Fantasy and Sportco Forum; by combining all of these product offerings onto a single platform, Sportco can become the main destination for all sports fans. The strong development team allows Sportco to continuously launch new products such as Sportco Analytics and Sportco Predict, while also rolling out a mobile app that further boosts engagement through a fantastic user interface. Other competitors have not been able to and will not be able to keep up with the rapidly growing list of Sportco product offerings and unique inclusive platform.

POTENTIAL LACK OF HYPE

While the fantasy of cryptocurrencies seems to have died down, Sportco has done a fantastic job of engaging its followers through constant posts with sports content on its Facebook, Twitter, and Instagram pages. Sportco will continue to double down on its advantages over competitors and grow its following, while gradually directing followers to the Sportco Token Sale, happening in January 2019!



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