

## SPORTCASH ONE – Project Headlines

### **Our Motivation, Vision and Team:**

Roberto Moretto, our CTO and Founder had one vision.

As he has been active into the world of Sports for almost whole his life, he has seen multiple examples where it was very hard for sporters to attract good promoting funds, e.g. sponsors.

There was a great gap between Sporters and the (big) Brands.

Early 2018 he created a first prototype called Surfscash, his idea was to create a Social based platform to fill the gap between Surfers and Brands.

Not only he wanted to create a new solution for Surfers to gain funds more easily, also Surf Schools that teach children good sports he wanted to grant this solution.

In Summer 2018, Jarno Hogeweg joined the team and together they've decided to offer this solution to the whole Sport Industry, this leading to a rebranding of Surfscash to Sportcash One.

All existing Sports can use our platform, even new sports as E-sports for example have a hugely growing fanbase which we want to attract onto our platforms.

As Jarno is an ex- Waves Platform employee the two decided to stay on this Blockchain platform as a basis for their project.

To inject the team with the right Blockchain knowledge they approached Wouter Schol, a respected programmer and well-known person in the Waves Platform community.

Lastly, the core team was completed with Gregory F. Ryan. He has a large experience in guiding startups over the last 15 years.

Our projects is officially registered as a company in Brazil as "Sportcash one Atividades de Internet LTDA".

We will start our business from here; but have plans to open offices globally to spread out and integrate our solutions in the whole world, as Sports as a whole is a global industry.

Our 4 core members have been working hard over the last half year to create an amazing platform with multiple solutions and chances to both Sporters, Sport Clubs, Sport Schools, Sport Enthusiasts, Brands, Shops and everyone else that enjoys Sports.

## Our Solutions and Programs:

The central part of our project will be our Social Platform, all programs we created will use this central platform.

Our Social Platform is a Facebook style system where users can promote themselves.

They can create a personal promo page, with their best videos and photos and their sport results.

This way they can attract supporters, that can donate (mini crowdfund) them.

Each user that is active on our Sportcash One Social Platform can earn Diamond points.

Those points are automatically being given for being active.

Writing posts, sharing video's, visiting platform, sharing content to external Social Media platforms, all are rewarded with Diamonds.

If a user misbehaves, posts spam for example, points are taken from their account.

We will have moderators who take care of controlling this.

If users earn Diamonds, they can donate those to a user of their choice.

Not only sporters can create Fan-Pages, there will also be the option for Charity Programs to use this option.

For example, a Sports School that teaches children sports, can get donations this way to buy new gear for their school.

We have created a gateway solution between our Social Diamond Points and our actual Waves Platform token, SOne.

When a user creates a SOne wallet through our created Custom Wallet, all they have to do is copy their address to their Social Platforms profile.

They can then exchange their earned or donated Diamond Points to SOne.

SOne is built on the Waves Platform, as a scripted asset.

Several integrations for existing E-Commerce platforms will be created by our team for WooCommerce, Shopify, Magento, with our Payment Program.

Existing brands can easily integrate our SOne payment option into their Web Shops.

This way our userbase can spend their earned SOne in their shops.

Next up we will have a Loyalty Program, where brands and shops can give out SOne to their most loyal customers.

With the Payment Program their customers can spend their SOne in connected shops.

But as a complete solution they also have the ability to convert their SOne to Diamonds to be used in our Social Platform.

Users can buy Sportcash Diamond Points by sending SOne from our Sportcash Wallet to the Social Platform, as there is a 2-way gateway created in the Social Platform.

And lastly, but definitely not least we offer TAAS, Token as a Service.

This way we will tokenize the Sports Industry.

Clubs can use this program to have their business and their fanbase use our Platform.

We will create a Custom Wallet for each team on the Waves Platform, with the ability to use a

Decentralized Exchange, connecting their token to our SOne token.

They can also use our Payment Program integrated to their Web Shops, selling their Merchandise,

Tickets, etcetera with their own token.

Sport Clubs and their fanbase can only buy their own token with SOne, this way we will create a huge demand for our token and have a huge fanbase interacting with our Social Platform.

The Sportcash Social Platform will have open spots for Advertising, a huge opportunity for Sports Brands as they now can directly target their right audience.

We have created an Online Magazine, where journalists can post their Sports related news items and articles.

Advertising opportunities and options will be available, generating increasing revenue for our company.

Over all we think we have a good general solution for many of the problems within the Sports Ecosystem.

Lowering costs of transactions because the use of Blockchain and minimizing the existing gap between Sports enthusiasts, Brands, Athletes and Investors.

We have loads of fresh ideas ready to add to our existing programs as we gain in popularity helping to grow the business for the future.

In the near future we will be expanding our team, creating proper marketing around our project and increasing our customer appeal.

We are sure Sportcash One will make the whole Sports Industry a better place.

Where Supporters, Athletes and Schools can enjoy better funding for their passion and the Brands, Shops and Clubs will have the ability to have their fan community closer and more engaged resulting in a better and more profitable experience.

Have a nice sporty day,

Roberto, Jarno, Wouter & Gregory

Proud members of the Sportcash One Team