



PRESENTATION

Our project is a platform build on blockchain for the sport industry, will be named Sportcash One, will be using SOne Utility Token to purchase real world and digital goods directly through the platform and will reward our users for promoting, using and sharing our token economy and social media platform. We have a Loyalty Program, a Multi-Vendor Shop and a Social



Network with crowdfunding, where Brands, Shops, Athletes, Clubs and Fans participate together in our Programs. Companies can use our Loyalty Programs to reward their customers and sell more products.

Sportcash One began with two mechanisms: the ability to make a donation that financially incentivized good Athletes and helpful Environmental Projects. The customers earn Coins as they make purchases and they can use those

Coins for rewards, discounts or special deals.

Our Customer Loyalty program combined with Blockchain, provides cheap and fast transfers between customers and companies on our network.

Sportcash One Coins are in a central position, connecting all participants.

In addition to our Customer Loyalty program we will integrate 3 more programs into our ecosystem:

1) The Payment Program brings vendors and buyers together without a central bank.

We offer vendors a store in our multi-vendor Sportcash One shop, where clients can spend their purchased or earned Sportcash One Coins with ease.

2) Through our Charity Program, users can donate funds to support charitable projects of their choice.

3) The Athletes Program, where Brands and Fans can support their favourite athletes in our Social Sports Network.

This Ecosystem will have full payment and donation integration with our Sportcash One Coins.

We want to blur the line between the cryptocurrency merchants and ordinary consumers and build a complete payment, charity, loyalty and financial support platform for the sports industry.

To ensure the use of every advantage that Blockchain technology has to offer, we have chosen the Waves Platform as our support structure, ensuring fast transactions and a scalable solution to be as future proof as possible.

Sportcash One provides programs and services to brands, shops, associations and athletes, to offer them every advantage of secure, transparent and fair deals secured by our Blockchain ecosystem.

PROBLEM 1

LOYALTY PROGRAMS

A common frustration with Loyalty program members is their programs can't be easily accessed on smartphones or when an App download is required.

The lack of trust, transparency and the common occurrence of fraud within the point system has a negative impact on the growth of many loyalty programs. While offering only one type of reward can paint your loyalty program into a corner by lowering its perceived value for prospective members. This is particularly dangerous for brands that exist in highly competitive and discount-driven markets.

Loyalty program leaders have recognized that they need to make their programs easily accessible via mobile in order to meet the requirements of the majority of today's consumers.

Putting a brand front and center can be the difference between customers trusting a program or walking away from it.

While points are valuable within the context of your program, customers can easily lose track of how many they've earned or how many they need to take advantage of the rewards you're offering.

SOLUTION 1

LOYALTY PROGRAMS

Trusted and safe transactions using our secure blockchain system with transparent online transactions while earning an unlimited number of points. The online system access and view is our solution to becoming the most trusted loyalty program.

Our Customer Loyalty program combined with Blockchain technology will provide inexpensive and fast transfers between our clients and the vendors on our network. Companies can use our Loyalty Program to reward their customers and sell more products. The customers earn Coins as they make purchases and can use those Coins for purchasing rewards, discounts or special offers.

Giving our customers a variety of rewards from free products, free subscriptions and free shipping automatically increases the appeal for our participating customers and vendors and adds a level of customization that customers value and crave. Enhancing the customer experience by offering a variety of reward redemption options will increase program engagement and add value. With our points reward system, customers will be able to swap their cryptocurrency points for many items including products from our many vendors, other forms of crypto currencies or cash.

When customers see the Sportcash One logo attached to the Loyalty Program, they'll automatically associate the good feelings they have for the rest of the brand and recognize the value we are offering through the rewards program.

Even on Black Friday, a program supported by the Sportcash One Platform will ensure you're delivering a world-class customer experience with every transaction secured by our Blockchain Platform, which means no points lost, no time wasted all done in a very transparent way.

With our digital system on Blockchain and a complete platform for sport fans; showing our customers how close they are to their next reward is an incredibly easy and impactful way to motivate them to continue engaging. This principle is most commonly seen in punch card programs, but can be done within a our Digital and Physical points-based and cryptocurrency rewards program, our tiered rewards program as well as with our Digital Wallet and Social Platforms .

PROBLEM 2

SOCIAL CROWDFUNDING

People Ask for Trust

Since the majority of crowdfunding sites offer little by way of credibility, one of the biggest challenges of crowdfunding is developing trust with their donors. Too many platforms put the responsibility on the donor to make sure the fundraiser is trustworthy and refunds are very rarely granted, therefore people fear the money they give won't end up going where they intended.

Others in the past have been be dishonest to donors. To some degree, this has tainted crowdfunding for many.

Building interest is also a common fail point in the crowdfunding experience. The biggest mistake is when Athletes and Associations create their campaign first and then to try to generate interest.

SOLUTION 2

SOCIAL CROWDFUNDING

Transferring money between two parties without a bank's involvement is revolutionary!

Eco-projects will be able to receive donations from all around the world via reduced commission payments in as little as a few seconds. In some developing countries, the transfer fees can be as high as 20%, therefore transferring money through Sportcash One cryptocurrency rather than the traditional banking intermediaries will result in significant cost savings versus the current systems in place.

Sportcash One brings an easy way for customers to send and for charities to receive funds all secured by our transparent blockchain system.

Our Sportcash One community will vote in our Social Network the Best Eco Project to be funded every quarter of the year, users will be able to make donations directly to the wallet of the Project, all with the transparency of our blockchain system. The transferred funds will arrive in a few seconds therefore allowing the charities to put the money to good use almost immediately.

PROBLEM 3

ATHLETE & CLUB SPONSORSHIP

The primary pain points of many smaller Sports Organizations are:

Lack of Name Recognition – A sponsor is more likely to become associated with an organization they have heard about.

Goal not defined –Smaller organizations and athletes often do not define their organizations goals and processes making it difficult to attract sponsors. Sponsors certainly want to get their money's worth and without the goals in place it creates uncertainty for the sponsors.

Little media coverage – Digital media is as strong as never before and with little or no presence online, smaller organizations do not instill confidence in the sponsors.

SOLUTION 3

ATHLETE & CLUB SPONSORSHIP

Sportcash One with the Crowdfunding Social Network will offer brands and fans the ability to sponsor athletes and sports associations to help create sustainable projects and launch athletic careers.

Fans and brands from around the world will be able to use Sportcash One Coins to sponsor relatively unknown athletes thereby allowing them to enhance their name recognition. The sponsorship funds go directly to the Athlete, with no middle man to reduce the efficacy of the payments. By using our blockchain technology all transactions will be transparent and secure eliminating almost all instances of potential fraud. Athletes will be able to get rewards with Sportcash One Coins and to share the media on our Network.

Our Social Network ecosystem will showcase the best athletes to the brands and the fans. They will then be able to vote their favorite action sports competitors to receive funding from our crowdfunding program

PROBLEM 4

MULTI-VENDOR SPORT SHOPS

- Over the years, U.S. merchants have paid over \$78 billion in fees related to credit and debit card processing.
- It's frustrating to wait for funds to become available in your bank account.
- Fraud and chargebacks can make online sales risky.
- Paper options are becoming a thing of the past.
- Limited options and High Fees for international payments on sales items.

SOLUTION 4

MULTI-VENDOR SPORTS SHOP

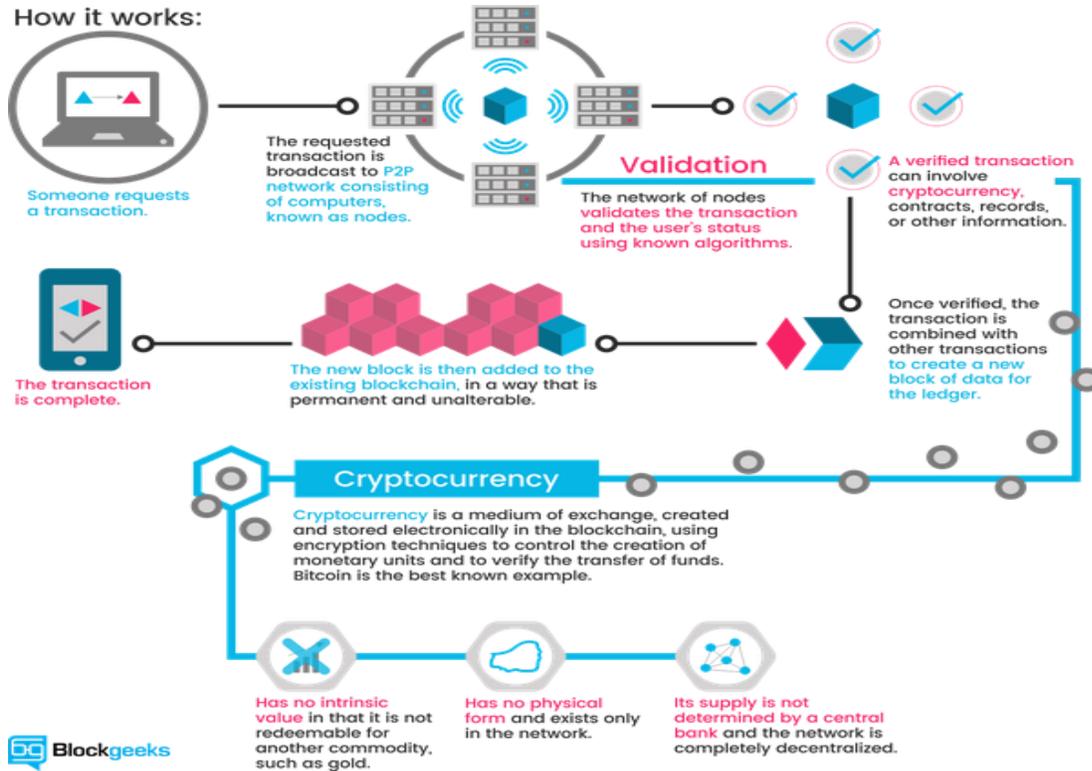
- Reduction in transaction costs of money transfers through cryptocurrency rather than financial intermediaries. Saving the vendor up to 90% in transaction fees.
- Transactions occur in real time or within 1 minute.
- There are many benefits to an international currency; it's especially helpful if your business exports good and services or purchases materials from other countries.
- This system verifies funds and makes it next to impossible to spend more than you own. When paying with cryptocurrencies, both parties have to approve each transaction. As a result, there are no disputes to worry about and chargebacks will no longer happen.
- Cryptocurrencies have some major followers making it easier for you to acquire new customers.
- Become an early adopter of cryptocurrencies so you can become familiar with it and profit from its growth.
- Set yourself apart from your competitors by welcoming fintech. Resisting the change now, will just delay the inevitable.
- Complete assistance and service for blockchain payments and gateways.
- Professional assistance in creating your online shop, enabling it to accept and profit from our tokens.

WHAT WE OFFER

OUR PRODUCTS

- Digital crypto wallet secured by Blockchain
- Social Network for Athletes, Brands, Clubs, Vendors and Fans
- Multi-vendor Shop Sports platform
- Rental Sports Service Market
- Loyalty plug in system for improved online shopping experience
- Loyalty program to help improve customer retention
- Sports Magazine
- Ticket Selling Platform for Sporting Events
- Pay per view streaming events
- Online Esport Competitions
- App with complete platform integration
- Crypto Card Wallet
- Crowdfunding platform to benefit charities
- Crypto gateway plugin system for online shopping ease
- Integrated exchange system for cryptocurrency swaps
- Full Technical and Market Assistance Service for Shops, Brands and Vendors

BLOCKCHAIN TECHNOLOGY



WHAT IS BLOCKCHAIN

Blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value. As revolutionary as it sounds, Blockchain truly is a mechanism to bring everyone to the highest degree of accountability. No more missed transactions, human or machine errors, or even an exchange that was not done with the consent of the parties involved. Above anything else, the most critical area where Blockchain helps is to guarantee the validity of a transaction by recording it not only on a main register but on a connected distributed system of registers, all of which are connected through a secure validation mechanism.

WAVES PLATFORM

Waves Platform is an independent and open-source Blockchain platform that allows its users to build applications, create and distribute new cryptocurrencies.

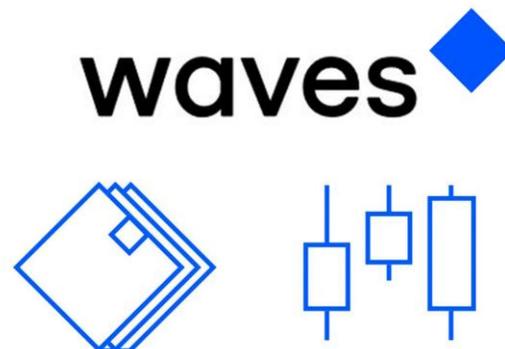
Waves was founded by Physicist, Alexander Ivanov in 2016.

Today, Waves is believed to be one of the fastest Blockchains and continues to serve as a transparent, fully decentralized and auditable platform for value transfer.

Waves Platform heavily relies on fiat gateways administered by independent operators. These operators enable users to exchange fiat currencies for digital coins. However, the coins here are different from the usual ones you know, such as Bitcoin and Ethereum. Fiat currencies like USD or EURO are converted to fiat tokens (wUSD or wEUR) and can now be transferred through Blockchain.

Anyone can run the Waves node software to work with and check the Waves blockchain for correctness. The software has some functions available for creating and broadcasting transaction to the network. People can use any hosted node if this node has an open API port. On the Waves platform, any token can be exchanged with any other token or Waves by creating and matching exchange orders. These orders are matched by a matcher, which is part of the Waves node software.

The Waves platform provides “Smart Accounts” and “Smart Assets”. These are scripted securities which can be attached to an account or token.



SMART CONTRACT

We define a smart contract as follows:

- A smart contract is a program that runs on Blockchain and its correct execution is driven by the consensus protocol. A contract can encode any set of rules represented in its programming language. Therefore, smart contracts can implement a wide range of applications, including financial instruments and autonomous governance applications.
- The idea of a smart contract is to satisfy common contractual conditions, to minimize exceptions both malicious and accidental, and minimize the need for trusted intermediaries.

SMART ACCOUNTS

A conventional account can only sign transactions before sending them to the Blockchain. The idea of smart accounts is the following: before the transaction is submitted for inclusion in the next block, the account checks to see if the transaction meets certain requirements, defined in a script. The script is attached to the account so the account can validate every transaction before confirming it.

Smart Accounts are Waves addresses generated by a SEED, which should be kept private by the user, normally this SEED will also generate a unique private key and public key pair which can be used to sign transactions. Transactions from this account will only be valid on the blockchain if it is signed by combining the public and private key.

If the account has a script attached, which can only be set by the owner, the Waves node software will check this script when a transaction is about to be published to the blockchain. This script is actually an advanced locking of the account. An account can be scripted that it'll allow signed transactions with any private key. An account can also be scripted that it only allows transactions when it's signed by two or more accounts which are defined by their public key, this is called multi-signature.

SMART ASSETS

Smart Assets are tokens on the Waves platform. Tokens have a name, description and a supply.

After creation, the tokens can be transferred or exchanged to any other address on the Waves platform.

Smart Assets are tokens with a script attached, which can be set by the issuer of the token. This kind of script is also controllable security by the issuer of the token, it will block some standard functionality with the token. For example, the issuer can create a script that will let the token be non-transferable, or only transferable after a period of time (EX; 10, 20 or 30 days etc.).

For our SCONE token, we want to use the Smart Asset functionality.

To create an extra security layer, the Sportcash One team can set a multi-signature script to the teams address having these data values.

SPORTCASH ONE TOKEN (\$SCONE)

TOKEN DETAILS

- Token Name : Sportcash One
- Short Name: \$SCONE
- Created on the Waves Platform at: 03/14/2019
- Token ID: 5CCDd9LqPVL67kpZpDtXw2D2zXwEp5LqgBbQtA1HtijZ
- Supply: 10,000,000 (ten million tokens)
- Decimals: 3
- Re-issuable: No



UTILITY TOKEN

Sportcash One (\$SCONE)

Sportcash One will act as a utility and will fully comply with the rule of law?

These tokens simply provide users with a product and/or service. Think of them like gateway tokens.

Utility tokens will:

- Give holders a right to use the network
- Give holders a right to take advantage of the network and use all services offered

TAAS, TOKEN AS A SERVICE.

FAN TOKENS FOR CLUBS BUILD ON SPORTCASH ONE

Football and other kinds of sport clubs can use blockchain and cryptocurrency to grow their fan base and revenue streams. Sportcash One Network will offer exciting partnerships that will continue to grow over the coming years. Since the corporatization and commercialization of football over the past 30-years, the financial gains from the game have been enormous. It only makes sense that this will forge alliances moving forward into a brave new economic landscape, and it's already apparent that the allegiance is a match made in Sports heaven.

Consideration of a "Fan" Token issued either by each club in a league or the league association itself will provide many additional benefits for both clubs and fans alike bringing them together with a common interest in the business of the sport, while improving a number of inefficiencies and inter-related components that currently exist. Sportcash One will provide clubs a new financing model, which involves token-design, issuing services, a Decentralized Exchange and a custom wallet.

The Fan token of every Club or Athlete will be tradeable on the Sportcash One DEX exchange. Integrated in the Custom Wallet against its native \$SCONE token, will allow the fans to vote over an upcoming mobile app. With the platform, fans can respond to Clubs ballots, allowing supporters voices to be heard, and creating an emotional connection between the Club and its fans. Football is the most popular sport in the world so naturally this opens up massive opportunities for tokenization and use of blockchain technology. We are already starting to see a number of clubs like Arsenal, Juventus and Flamengo partnering with blockchain companies, also Leicester City's deal with a cryptocurrency like system to rewards fans. With clubs making key partnerships we will start to see them be rewarded from the many benefits of an already \$40Bn+ industry.

TOKENIZE SPORT CLUB FEATURES

- Token Issuance service
- Custom Wallet
- KYC Service
- Smart Asset
- Smart Tokens
- Low transaction fees under 0,1 US cents
- Fast transaction less than 20 seconds
- Script Asset issuance
- Token design
- Financial modeling
- Regulation and Legal registration
- Asset security system on Blockchain and cold wallet
- Airdrop
- Asset management
- Exchange DEX with multiple sport and crypto assets
- Exchange DEX Integrated in Wallet
- P2P DEX exchange system
- Voting system
- Marketplace
- Social Network

Sport Clubs have become an expensive pastime. Supporting your team with tickets, travel, merchandise and concessions etc. can cost each fan thousands of dollars per year. Disrupting the current third-party infrastructure that many clubs use today as a marketplace for tickets and merchandise can provide full transparency, while the decentralized nature of a Fan Token provides the emergence of a revolutionary financial ecosystem allowing clubs to pass some of the savings directly onto their fans.

HOW CLUBS WILL BENEFIT

- Initial cash infusion
- Clubs can build a new revenue stream
- Global liquidity on custom wallet DEX
- Engaged global audience allowing for more purchasing opportunities
- Increased content opportunities
- Digital transformation
- Increase Fan Loyalty
- Transactions secured by blockchain system

MARKET OPPORTUNITY

Why the Loyalty program and multi-vendor shop ?

This statistic shows data on the projected revenue growth and development of the global sports apparel market from 2018 to 2024.

The global sports apparel market is expected to increase from \$173.68 billion USD in 2018 to a projected \$219.76 billion USD by 2024.

Sporting Goods is a multi-billion dollar industry in the United States.

Sporting goods store sales in the United States alone amount to more than 45 billion U.S. dollars annually. This includes many different product types such as athletic footwear, exercise equipment, licensed sports merchandise and athletic apparel but does not include recreational transportation items such as bicycles, pleasure boats, RVs and snowmobiles.

Nike and Adidas are the leading sporting goods manufacturers worldwide in terms of revenue. Other major sporting goods manufacturers with at least 1.5 billion U.S. dollars in revenue are VF Corp., Puma, Asics, Jarden, New Balance, Amer Sports and Under Armour.

What are the business benefits of improving customer loyalty?

1. Depending on the industry; acquiring new customers is anywhere from 5 to 25 times more expensive than retaining your current ones.
2. Customer loyalty leads to customer retention which leads to greater profits. Increasing customer retention by just 5 percent boosts profits by 25 to 95 percent, according to the advisory firm Bain & Co.
3. Investments in customer loyalty programs are trending up. For example, 57 percent of marketers plan to increase spending in customer loyalty programs in 2018 compared to 2016.

Loyalty Program Memberships are growing

1. A decade long survey from 2006-2016 examined the growth trends of loyalty programs in the US and found that memberships have grown from 3.3 billion to 3.8 billion from 2014 to 2016 alone.
2. In the second quarter of 2017, 100 million new registrations were made in loyalty programs. A growth of 24% compared to the same period of 2016.

Resource: ABEMF (Brazilian Association of Companies of the Loyalty Marke

3. Catch the Healthy Lifestyle Industry Wave:

The healthy lifestyle industry is booming as more and more people are beginning to care proactively about their physical and emotional well-being. In particular, sports apparel sales have jumped 42% to \$173 billion from 2008 to 2018 and is expected to continue to grow at a CAGR of approximately 6.8% through 2024. But although there's a higher demand for health-related products, some retailers seem to have difficulties.

WHY THE SOCIAL SPORTS NETWORK ?

Today, sports events and social media go hand in hand. We're witnessing an era where every team, league or sports association has at least one social media profile where they announce all important information. Moreover, it has become impossible to scroll down your Facebook, Twitter, or Instagram account during a major sports event and not have your news feed overwhelmed with information, real-time gifs, vines, or memes about it. Also, almost every sporting event or show has a related hashtag which creates a relationship with the audience and brings a fast response. Athletes use social media to establish their name and brand, communicate with their fans, announce their activities, and even promote brands and make money, as they have millions of followers. Social media activity isn't limited to conversation, it is having a direct impact on the Return on Investment for ticket and merchandise sales. For instance:

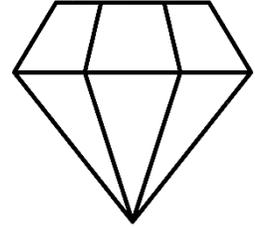
- The NBA Champion Golden State Warriors increased ROI by 89x using Facebook.
- Revenue per social media follower for soccer clubs is 10 EUR on average.
- TCU women's volleyball team had a 40% increase in revenue directly from social media.
- TCU women's volleyball game attendance increased 24% within 7 weeks using social media.
- Premier League clubs' social media videos generated £88 for their kit supplier brands (that's over \$115 US).

WHY SOCIAL CROWDFUNDING ?

- 31% of donors worldwide give to NGOs, NPOs & charities located outside of their country of residence.
- 41% give in response to natural disasters.
- Foundation giving in 2016 increased to \$58.28 billion, a 3.5% increase from 2015.
- Donations to Human Services charities were up 5.1% to \$50.06 billion (12% of all donations).
- Public-Society Benefit charities saw an increase of 7.8% to \$29.59 billion (7% of all donations).
- Charities that focus on the Environment / Animals saw an increase of 7.2% to \$11.83 billion (3% of all donations).
- Historically, charitable giving rises about one-third as fast as the stock market.
- Approximately 91% of high net worth households give to charity.
- On average, high net worth donors gave \$25,509 to charity in 2015.

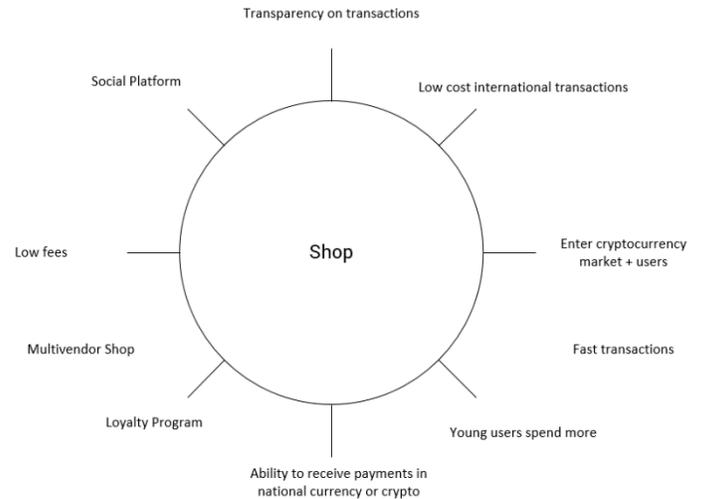
SPORTCASH ONE DIAMOND TOKEN

- Is an Activity Token that rewards people for being active on our Social Platform
- There will be contests with competitive leaderboards that pay additional tokens to the winners.
- Diamond Tokens are awarded for Logging in, watching a video, sharing a post etc.
- Earn points for sharing our content on other platforms (Facebook, Instagram Etc.)
- Diamond Tokens are valued at 0.001 SOne Tokens
- They can be exchanged for SOne tokens
- They can be bought, sold and and exchanged with other members
- They can be Donated to Athletes, Charities and other members.



WHAT MAKES US DIFFERENT?

- Fast and Secure transactions
- Free and low cost transactions
- Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries. In developing countries transfer fees for remittances can be as high as 20%
- Team with the owner of the second biggest node on the Waves platform
- Long and in depth experience in blockchain technology
- Long and regarding experience in sport competitions and businesses
- Team with expert in blockchain and the sports industry
- Social network with crypto rewards
- First crypto online sports magazine
- Loyalty program with cryptocurrency rewards swap
- Physical and online loyalty program
- Social crowdfunding with blockchain transparency
- Vote and crowdfunding in a social network for Athletes
- Custom Wallet and App platform for web or mobile use
- Social Network for all sports industries with cryptocurrency integration
- Pay-per view sporting events and ticket sales on blockchain system
- Reduced or Zero bank commissions and card commissions on sales and transactions in the market



HOW WE PROFIT ?

- Commission earned of 10-15% on Items sold from our Vendors Shops
- Commission earned of 10-15% on all rental gear, procured through our Vendors Shops
- Commission earned of 10-15 % on Sporting Services and activities sold through our Multi-vendor Shops to Schools, Coaches and other Sports organizations.
- Commission earned of 10-15% on accomodation rentals to Sports Teams and Schools for Camps, Resorts, Fields and Gymnasiums
- Profit generated from the sale of SCOne accessories and clothing
- Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries.
- Customizable Loyalty program advanced mode Plug-in, with 3 pricing tiers:
 - Tier 1 is Free
 - Tier 2 is \$49.00/ month
 - Tier 3 is \$99.00/month
- Complete Loyalty Program Management for Vendors and Brands, with 3 pricing tiers
 - Tier 1 for Vendors with 0 to 9999 Members
 - Tier 2 for Vendors with 10,000 to 49,999 Members
 - Tier 3 for Vendors with 50000+ Members
- The Package Deal: Discounted pricing model for Vendors and Brands that take advantage of all of our products IE Loyalty, Advertising, Shops, Services and Tokens
- Blockchain Payment Program for Shops and Merchants, 2 variations
 - Free Product for basic needs
 - Premium Product for advanced needs
- Value of tokens growing with market demand
- Invest 70% of the liquidity for the \$SCOne token in Funds portfolio in a Bank
- STO Security token sale in Q3 2019 and adding to exchange after 1 year
- Commission earned on the selling of personal items through users that are not vendors.
- Paid Advertisements in our online/digital Magazine and on our Sports Social Network.
- Services Fees and sales commissions on Physical Ticket sales to events in Primary and Secondary sports markets.
- Fees for pay-per view Sporting Events and Esports Events, as well as live training opportunities.
- Commission on registration for participation in World Wide Sporting events such as the Tour de France and the Sao Paulo International Marathon
- Sale of reserve tokens to Vendors, Brand, Users and Athletes
- Exchange fee for all transactions exchanging tokens for hard currencies

RISK MANAGEMENT AND MITIGATION

There are four basic types of risks that may arise as a result of selecting Tokenization as a fundraising mechanism.

- 1) Operational Risks, including Cyber Security risks:
- 2) Financial Risks, including losing your investment:
- 3) Reputational Risks:
- 4) Regulatory Risks:

In addition, there may be other risks that are unique and specific to an individual Project or Athlete. To mitigate as many of these risks as possible, SportCash One will do the following.

- 1) We will adopt proper corporate governance to ensure transparency.
- 2) We will install risk management policies and procedures.
- 3) Hire qualified personnel dedicated to monitoring and managing the risks.
- 4) Creation of an internal risk assessment matrix.
- 5) Create a risk mitigation plan.

MARKETING STRATEGY

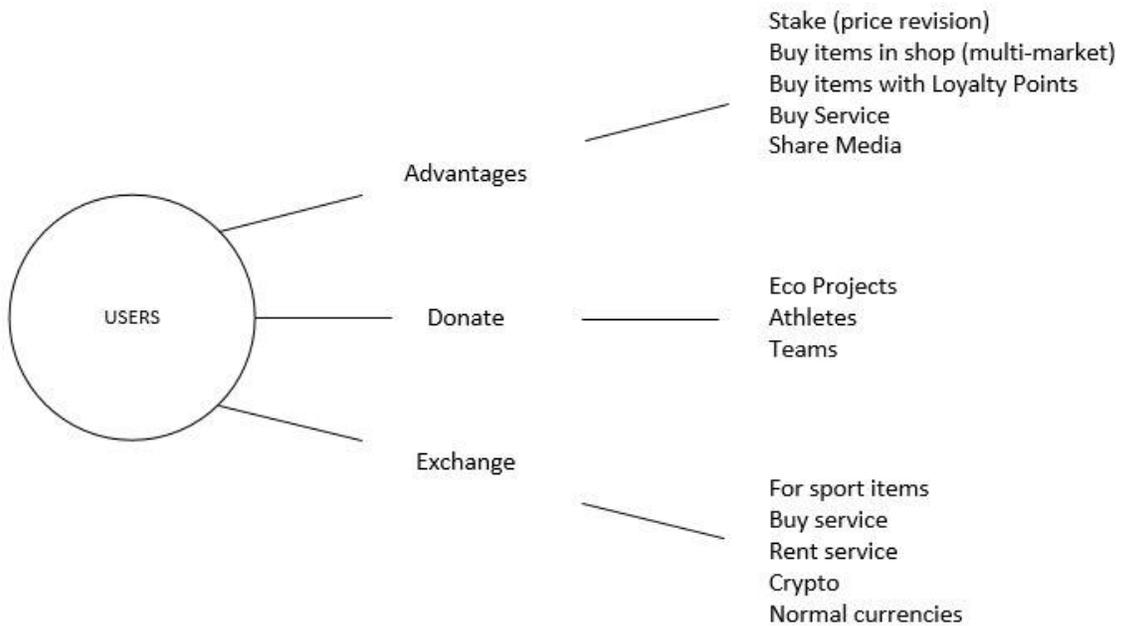
Our Marketing will have a major focus on sports related media and events. The shops, fans and athletes will collaborate to expand our marketing campaign within our Social network, helped by the interaction with Brands and Competitions .

Athletes and Brands participating in our Social Network will share their media in other social networks and get rewards with Sportcash One Diamond Tokens, helping to spread the word and marketing of our products.

We will focus on investment, Blockchain and crypto media at the same time as the marketing in sports media . We have a big advantage because we will have many areas to spread our project in the sports media arena.

One of our missions is to sell Advertisements to other businesses in a promoted area on our Platform as well as working on organic growth of users really interested in our products.

Together with a strong Sports Media marketing campaign along with our social network, interaction with brands and vendors, the loyalty program and the multi-vendor shops will help to create considerable advantages and opportunities for our users, thereby creating demand for our tokens and services which will propel user growth in a short period of time.



THE TEAM



ROBERTO MORETTO

CEO & Founder

Blockchain Lover and code technology passionate, Roberto is a professional coach and courses presenter for the International surfing association ISA and athlete in the Italian SUP Team at the World ISA games of 2014 . He is also founder and manager of the Surf Camp Pipa Brasil since 2009.



JARNO HOGEWEG

CTO & Founder

Jarno is an ICT entrepreneur and project engineer with over 15 years of experience. He is active in crypto since 2014 as a blockchain consultant, investor and active contributor in the Dutch blockchain community. He is also the co-founder of Wavesnode.NET, a node on the Waves Platform.



WOUTER SCHOL

Main Developer

Wouter is an enthusiast problem solver. He is a (embedded) Software Engineer/Developer, Scripting & Sys Admin. Has has experience as well as rich knowledge about different coding languages and operating systems. He is also the proud owner of the Bearwaves node on the Waves Platform.



GREGORY F. RYAN

Management Consultant / Operational Finance

15+ years of Management Experience, started multiple companies and a board adviser to many more in the gaming, telecom, renewable energy and education space. Well versed in Operations, Finance, Bus Dev and Technology.

ADVANTAGE FOR INVESTORS

- Prototypes and working products ready to test
- Social impact from the Athlete and Charity programs
- Project has been in the works for 10 months
- Sports industry is a multi-billion dollar market
- True innovation tech for a multimillion user market Loyalty program with rewards
- No pump and dump and no way for the staff to dump when the price is high
- Ability of the token to grow in price when the Sportcash One platform generates more sales and by the sports markets inflation
- Real business under national laws registration
- Utility token full complies international rules
- International team of founders with more than 30 years of solid experience in business and backgrounds with other successful businesses
- Sports industry expert and professional athlete with background in world competition with the Italian National Selection, representing the International Surfing Association in Brazil
- Project with a positive social impact

ROAD MAP

Q1-Q2 2018

- Original idea & Surfcash Token creation
- Build Website
- Create first version of Social Network
- Build Prototype Shop & Blog
- Activation Plugin Pay with Surfcash (old token)

Q3 2018

- Appoint CTO
- Rebranding to Sportcash One
- New Website creation
 - Create detailed subpages for all Programs
- Build demo Social Platform with integration for all Programs, so Brands, Athletes, Charity Projects and Members can use direct communication.
- Appoint Main Blockchain Developer

Q4 2018

- Build demo multi-vendor webshop
 - Start testing Integration Sportcash One payments
- Blockchain integration in Social Test Platform
- Internal testing Social Platform
- Start Sportcash One Loyalty plugins for
 - Woocommerce
 - Magento
 - Shopify
- Appoint Business Development / Operational Finance

Q1 2019

- Register company Sportcash One in Brasil
- Hire graphics designer
- Hire Community Managers
- Finish whitepaper
- Financial projection 3 years in advance
- Present project to grant program Waves Lab
- Present project to Better Tokens program

Q3-Q4 2019

- Launch Social Platform 1.0
- Launch Crowdfunding Platform
- Launch Charity Program
- Launch Market

Q1 2020

- Launch Magazine
- Launch Loyalty Program

FOCUS MARKET COUNTRIES

First Market

- South America
- Central America
- Europe

Second Market

- North America
- Asia
- Africa and the Middle East

LEGAL REGISTRATION

Legal registration in Brazil was completed on February 28, 2019 as:

SPORTCASH ONE ATIVIDADES DE INTERNET LTDA

Why Brazil ?

Brazil is less expensive to maintain our business during the first years of the project and is located in South America which has a fast growing market for Sports and Cryptocurrency.

It allows us to sell most of our products to International partners with our registration .

 REPÚBLICA FEDERATIVA DO BRASIL CADASTRO NACIONAL DA PESSOA JURÍDICA		
NÚMERO DE INSCRIÇÃO 32.927.005/0001-50 MATRIZ	COMPROVANTE DE INSCRIÇÃO E DE SITUAÇÃO CADASTRAL	DATA DE ABERTURA 01/03/2019
NOME EMPRESARIAL SPORTCASH ONE ATIVIDADES DE INTERNET LTDA		
TÍTULO DO ESTABELECIMENTO (NOME DE FANTASIA) SPORTCASH ONE		PORTE ME
CÓDIGO E DESCRIÇÃO DA ATIVIDADE ECONÔMICA PRINCIPAL 74.90-1-04 - Atividades de intermediação e agenciamento de serviços e negócios em geral, exceto imobiliários		
CÓDIGO E DESCRIÇÃO DAS ATIVIDADES ECONÔMICAS SECUNDÁRIAS 63.19-4-00 - Portais, provedores de conteúdo e outros serviços de informação na internet 82.99-7-99 - Outras atividades de serviços prestados principalmente às empresas não especificadas anteriormente		
CÓDIGO E DESCRIÇÃO DA NATUREZA JURÍDICA 206-2 - Sociedade Empresária Limitada		

Later, as expansion warrants, we will create additional Hubs in other countries.

PLAN B

We have a giant market in the Sports Industry, our project has a few different programs that offer us many options for marketing and evolution within our economy. Our token reserve can help us acquire more funds if needed and the future STO Security Token creation and exchange launch will provide new funds to invest in the expansion of the project.

CONCLUSION

We love blockchain and we love the ethical way some true professional businesses work in the real world, this is a marriage of the two.

Our goal is to create a solid business that can create more opportunity in the Sports Industry for Athletes and Teams and that can sustainably grow and profit from our efforts. We will give back by focusing on funding Ecology projects with our crowdfunded charities.

Please join us to help create a better and more profitable world for me, you and the plants and animals we share this planet with.

Version updates

- 1.1 05-04-2019 Improved general descriptions and explanations
- 1.2 06-09-2019 Removed initial coin offering plans