



# Blockchain for the sports industry

## Introduction

### BLOCKCHAIN DEFI PLATFORM FOR THE SPORTS INDUSTRY

A new financial system for the Sports & Esport Industry

Sportcash One is a decentralized sports DeFi platform with an innovative ecosystem involving athletes, clubs, gamers, brands, and sponsors. SCOneX is the native token of the Sportcash One ecosystem. Sportcash One is a platform that enables sports clubs and athletes to launch and sell their own digital sports tokens. By enabling the sports industry to raise money by issuing tokens, Sportcash One effectively bridges the global sports market with the rapidly growing decentralized finance (DeFi) industry, giving sports fans the ability to finance and invest in their favorite teams and athletes, as well as buy sell, and trade voting rights for range of club decisions. The ecosystem boasts a Social sponsorship network with Fan engagement and Crowdfunding system, a Digital Wallet with a DEX exchange and Multivendor shop, where brands, shops, customers and athletes can participate together in our organic ecosystem. Companies use our products to fundraise, to reward their loyal customers and sell more products. Customers use the SCOneX coins to invest in rewards, discounts, or take advantage of exclusive deals. Tokenization allows fans to invest in their favorite junior-level players or clubs to support them in their ascension to the big leagues. The financialization of engagement provides a source of revenue helps develop more talent in a highly competitive industry. When a player is drafted and embarks on their career, the token value subsequently tracks their performance metrics – essentially a real-world video game character with corresponding equity for investors, speculators, patrons, and fans.

## Sports World Problems

Sportcash One is focusing on the following issues in the sports industry.

### FAN ENGAGEMENT & FUNDRAISING

## Sportcash One ecosystem: Our answer

Sportcash One wants 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! Payments, Sponsorships, Loyalty, Donations, and Financial Freedom for athletes, stakeholders, and all members of the sports business ecosystem.

Our ecosystem will have full payment and donation integration via our Sportcash One coin (SconeX)

Our ecosystem has multiple platforms leveraging emerging technologies (social platforms, market creations, digital wallets, Dex, Dapps, mobile apps, and more). Additional details below. The image below gives a good overview of all our platforms interconnectedness and our tokens positioning at the center. SconeX is used for all platforms.

## NFT Sports Assets Platform

Sportcash One NFT platform blends licensed Digital Collectibles with the gamification and reward potentials of Fantasy Sports (all built on the blockchain), focuses on collectibility in typical sports card fashion allowing users to not only build their sports card collection but become 'managers' and use their cards to compete each week for rewards and prizes. Each Sportcash One card holds the same attributes as other NFT assets; the token cannot be copied or taken away from your possession.

It goes without saying the rarer the card, the higher the price, and whilst the superstars we all love and know can be deemed as expensive, there are plenty of hidden gems for you to unearth just beneath the surface.

If you think a young player is going to break through and become a football superstar, put your money where your mouth is and pick him up early for cheap.

Fans from around the world collect NFT tokens including Rookies, Vets, and Rising Stars.

Sportcash One provides a unique opportunity to introduce billions of sports fans across the globe to the world of blockchain and NFTs, creating a thriving and flourishing ecosystem for trading fantasy stocks and real digital content.

# SPORTCASH ONE ECOSYSTEM



## Sportcash One TAAS (Token as a Service) Sport tokens for clubs built on SportcashOne platform

Consideration of a “Sport” 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 provides clubs a new financing model, which involves token-design, issuing services, a Decentralized Exchange and a custom wallet.

The Sport token of every Club or Athlete will be tradable on the Sportcash One DEX exchange. Integrated in the Custom Wallet against its native LLC token, thus allowing the fans to vote over an upcoming mobile app. Via 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. Professional Sports continue to explode despite a global pandemic, naturally this opens up massive opportunities for tokenization and use of blockchain technology. We are already starting to see a number of clubs like Barcelona, Juventus, and Atletico Madrid partnering with blockchain companies. We are further encouraged by Leicester City’s deal with a cryptocurrency like system to reward fans. With clubs making key partnerships we will start to see them be rewarded from the many benefits of a consistently expanding \$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
- 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

# SPORTCASH ONE



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. We leverage democratization as a business model. Being a breaker of chains is powerful. Blockchain and crypto Technology affords this solution.

### Benefits for clubs

- i. Initial Cash Infusion
- ii. Clubs can build new revenue streams
- iii. Global liquidity on custom wallet DEX
- iv. Engaged global audience allowing for more purchasing opportunities
- v. Increased content opportunities
- vi. Digital Transformation
- vii. Increase Fan Loyalty
- viii. Transactions secured by blockchain system
- ix. Target a complete new market (crypto)

### Supported Technology

To deliver all the features that we defined in the TAAS Solution and for our Ecosystem, we will establish some additional technology that supports our platforms and services. These solutions are created internally.

## Digital Wallet + DEX Exchange

Sportcash One has created their own DEX Exchange and digital wallet

DEX uses a matching system which stores orders and executes trades. Orders are transferred through an encrypted channel and not visible to other participants until execution. The commission per order on DEX is very low, and there are no other transaction fees or costs.

This DEX is a secure digital wallet used to store, send and receive your digital currencies like bitcoin, Sconex, ETH, etc...

It is also possible to store, send, and receive normal currencies like USD, EUR, etc..

The wallet DEX is accessible by website and later on we will release an app and client version.

Upcoming features include: Staking, Rare NFTs, and Sports DeFi

### **SPORTCASH ONE WALLET / EXCHANGE**

- Easy access
- Store and find all your cryptocurrencies in one place
- Trade and Exchange
- Support for major cryptocurrencies include favorites like Bitcoin, Ethereum, ERC20 and more.
- Real value rewards
- Sell your Sportcash One tokens for Rs, \$, ¥, € or Cryptocurrency
- More secure
- Blockchain technology protects your data
- Low transaction costs
- Fees for transactions with SCONeX are less than 0,05 Usd





SOCIAL

TRADE SCOneX

EXCHANGE

LOG IN

# The World's Sports and Esports Cryptocurrency DEX Exchange

Trade Bitcoin, SCOneX, Waves and other cryptocurrencies



The Future Sports economy Token

I buy I spend

SCOneX  USD

RANK	NAME	PRICE	LAST 24H
1	<b>Bitcoin [BTC]</b> Mkt Cap \$169.01 B Volume \$2.64 B	\$9,175.98 +0.67%	
2	<b>Ethereum [ETH]</b> Mkt Cap \$25.56 B Volume \$1.01 B	\$229.07 +0.89%	
3	<b>XRP [XRP]</b> Mkt Cap \$7.71 B Volume \$1.02 B	\$0.176 -0.40%	



### FAST

Get all advantage of a DEX without the downside. Access major fiat and cryptocurrencies



Sportcash One DEX takes security to a whole new level peer to peer transfers and trades mean virtually zero exposure to security



### COMPETITIVE

Cheap fees, pay with SCOneX or Waves just 0,003 Waves per order filled

COMMUNITY  
SOCIAL MEDIA LOGOS

SCONE SOCIAL

ABOUT US

TOKEN LISTING

LEGAL  
TERM OF SERVICE

The screenshot shows the SCOneX trading interface. At the top, there are tabs for 'ALL', 'WAVES', 'BTC', and 'ETH'. Below this is a search bar and a list of trading pairs with columns for 'Pair', 'Price', 'Chg', and 'Volume'. The 'WAVES / BTC' pair is highlighted. To the right is an 'Order Book' section with columns for 'Amount SCone', 'Price EUR', and 'Sum EUR'. Below the order book is a 'Market Depth' section. At the bottom, there are tabs for 'My Open Orders', 'My Trade History', 'Trade History', and 'My Balance'. A large 'Nothing here...' message is displayed in the center of the main trading area.

## DEX Exchange

Multi - currency  
Sports DeFi  
Staking  
Sports NFT

TEST OUR DEX EXCHANGE

(<https://wallet.sportcash.one/>)

## SCOneX Ecommerce plugin

Sportcash One will offer different kinds of plugins that can be used in your own market to accept payments in your own “Sport” token or SCOneX token. This makes it possible for your buyers to buy products out of your own shop with your digital tokens or with SconeX tokens. Transaction and Payment are secured using SportCash One Coin (SCOneX) and the use of the Blockchain technology.

## Mobile App

Sportcash One will release a Mobile app in the future to offer all their services via mobile. Thus making it very easy to use the social platform, buy and/or sell products, get in contact with your fans, update your own profile, manage your funding, etc..

## Dapps

We will release some additional features in the future where we are using the Dapps technology. These features will further expand the ecosystem of SportCashOne!

## SconeX Token

SCOneX is a tradable token (non-reissuable) built on Waves Platform which will be accepted as a legitimate currency method on the SportCash One Platform.

SCOneX gives access to all our Platforms, products and services and if you pay with SconeX tokens instead of another currency you will get a discount/bonus.

## Asset Distribution Report

Asset ID :EnBAWjayxUrwL7KMTBvRzcS5RqGYwFfLPD4tFVu4Mpj3

Name : SCOneX

Symbol : SCOneX

Issuer : 3PKFVS93ehfsFVLW8wdvpybM18idwMooFkY

Reissuable : False

Decimals : 8

Total supply : 100,000,000.00000000

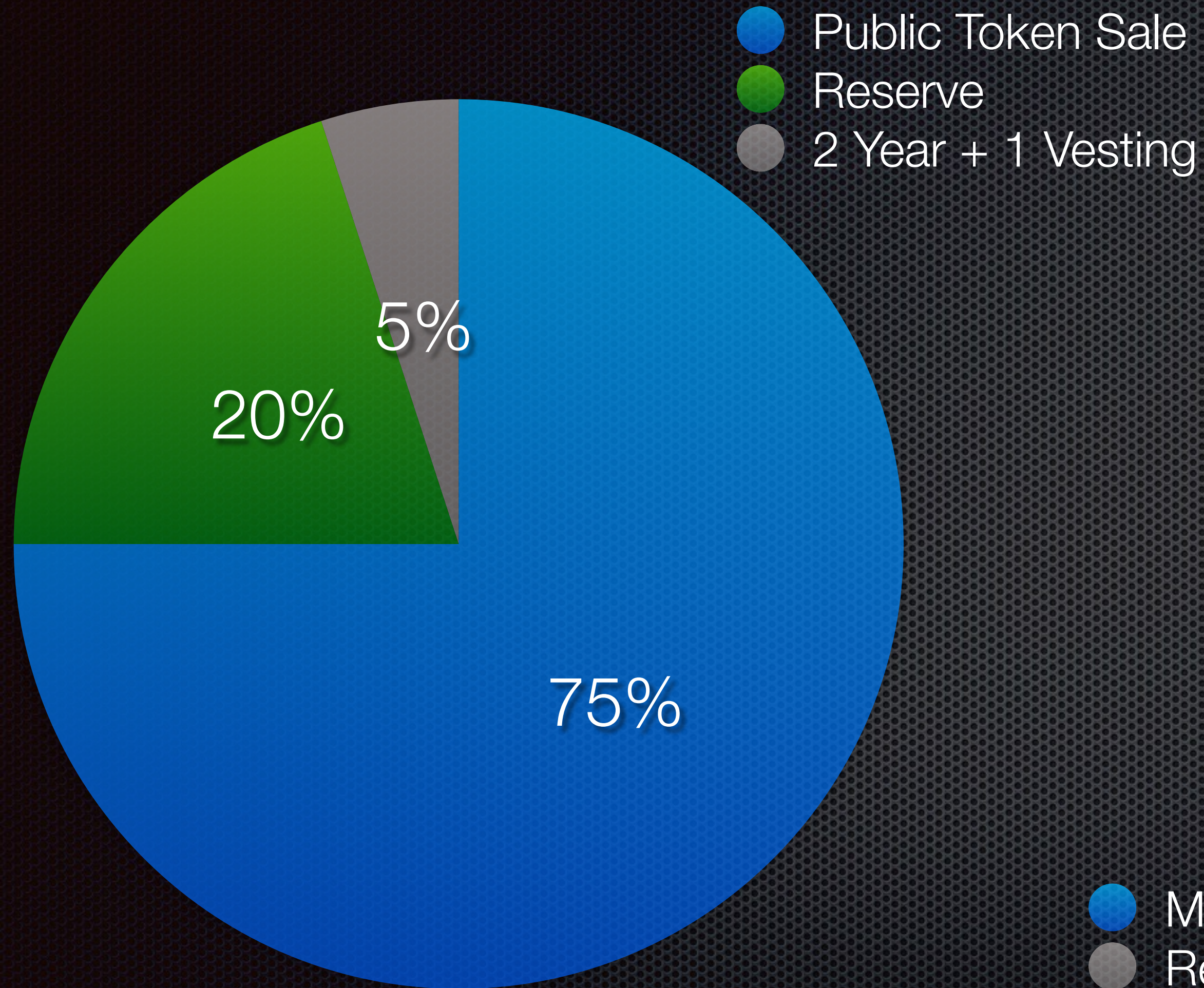
Max Supply : 100,000,000.00000000

Circulating : 0.00000000

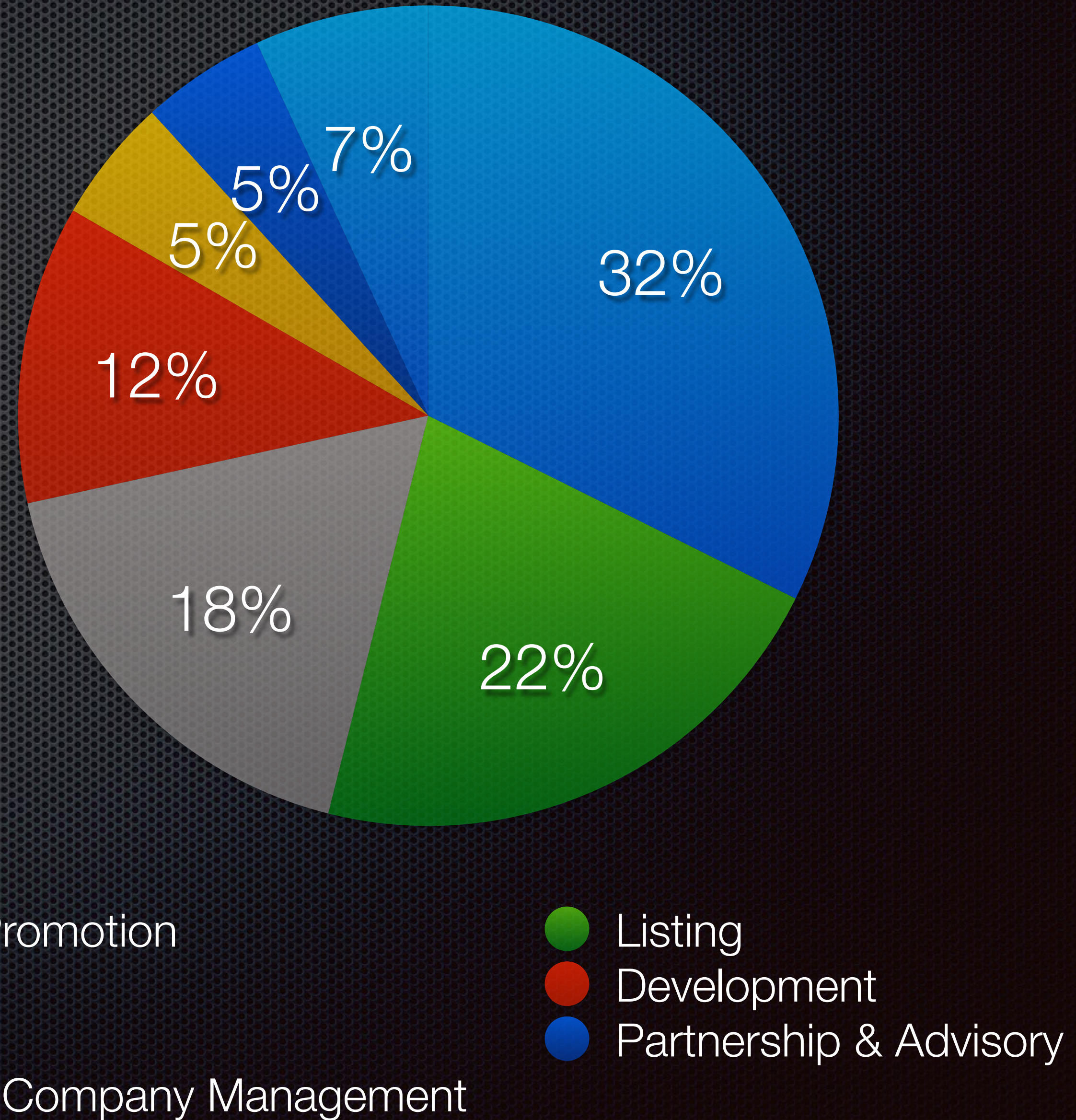
Address 3PKFVS93ehfsFVLW8wdvpybM18idwMooFkY



# Token Economy



# Token Sale Revenue Allocation



## As an Investor, how do I profit from SCONeX Token?

- SCONeX Token will be used in part of or wholly for products and services in the Sportcash One Ecosystem Marketplaces.
- Products and Services will be charged for a certain number of SCONeX Token regardless of the daily value of the SCONeX . This creates true utility through stability of currency value for the SCONeX Token.
- SCONeX Token will be the default and reliable Utility Token in the SCONE Ecosystems. SCONeX Token bootstraps and leverages Sportcash One's success. SCONeX Token is linked to a successful business and business model.
- SCONeX Token enjoys network effects via SCONE's Ecosystem and clients. SCONeX Token will not be an obscure token, rather, SCONeX will be pervasive.
- SCONeX Token will be listed and managed only on reputable exchanges where the Sportcash One Ecosystem is implemented
- SCONeX can be traded with other Utility Tokens in our own Exchange. Other approved Sports tokens will be invited into the SCONE Exchange Ecosystem.
- Every year SCONeX will buy back a percentage of the SCONeX in the marketplace giving all investors the opportunity to cash out of some or all of their SCONeX.

# USE CASE OF THE TOKEN

## SCOneX



The SCOneX token runs on the Waves Blockchain



- Main token for trading other sports tokens in our exchange
- Rewards activity in the Social Ecommerce Marketplace
- Gamification for fan engagement
- Crowdfunding & sponsorship
- Sports DeFi (Staking, etc...)
- Sports NFT
- Voting for Clubs and organization decisions
- Sell goods, services, and tickets

## Quick summary of Blockchain technology

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 and sovereignty. No more missed transactions, human or machine errors, or exchanges done without consenting parties. Critically, Blockchain adds value in guaranteeing the validity of a transaction by recording it not only on a main ledger but on a connected distributed system of ledgers, all of which are connected through a secure validation mechanism.

## The Waves platform: Smart contracts, Accounts & Assets 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 traditional cryptocurrencies, 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 transactions to the network. People can use any hosted node if this node has an open API port. The Waves platform provides “Smart Accounts” and “Smart Assets.” These are scripted securities which can be attached to an account or token.

## Multivendor Marketplace

The incredible decentralized Sportcash One Multivendor Marketplace works very similar to any marketplaces like Amazon, eBay etc..

Payment integration with SconeX cryptocurrency secured by the platform blockchain allows fast and cheap transaction from fiat to multiple cryptocurrencies

Multi vendor Features:

- Vendors can directly open a store and start listing their products. They can collect payments from buyers directly. No Platform fee, as the entire marketplace is peer-to peer and decentralized. Vendors can sell any goods from any part of the world. Complete freedom of enterprise.
- Buyers can shop securely and pay via any cryptocurrency or fiat directly to the vendors. They can store their cryptocurrency inside the Marketplace Wallet itself and pay instantly for any products. They can secure their purchase with a moderated escrow payment option.
- Sellers and Buyers can chat and coordinate inside the platform. They can check the delivery status of the shipment etc.
- Comes with Windows and Mac apps for Vendors to upload products and Buyers to shop seamlessly.
- Built in Escrow and Moderation features protect buyers and maintain a fair transaction ecosystem.
- Comes with all the Social features, any ecommerce marketplace requires (Profile, Settings, Followers, Chat, Notifications, Rating, Reviews, Share, Category etc.)
- Utilizes Social Sport Platform and other services
- Provides the possibility to advertise your products on the Social Platform
- Leverages Network Effects



## Ticket Selling

SportcashOne will include an option in the Multi-Market to have the possibility to sell different kind of tickets for sport events or to participate in different competitions, users will be able to buy the tickets with the SCOneX tokens

## Esports - PPV & Streaming

Our Multi-Market in combination with our Social platform will give you the possibility to share your gaming experience with multiple users by PPV and/or streaming options on our platform. You can choose if this is free or if users need to pay for it in SCOneX tokens.

It is also possible to host/share your competition, lan party, scrims, etc.. on our streaming platform for Pay Per view or for free!

## NFTs

Speculators and patrons are able to support up and coming athletes via the generation of NFTs during their rise. NFTs allow speculators and patrons to support previously disadvantaged or underdog athletes while simultaneously collecting appreciating assets via NFTs. Athletes grow their careers while speculators grow their asset portfolio, a win-win.

## Crowdfunding/Clubs, Associations, Athlete Program

Sportcash One will offer brands and fans the ability to sponsor athletes and sports associations to help create sustainable projects and launch athletic careers. Leveraging Blockchain technology democratizes access to athletes and importantly aligns stakeholders such that all are incentivized to reach their full potentials.

Fans and brands from around the world will be able to use SconeX to sponsor relatively unknown athletes thereby allowing them to enhance their name recognition. The sponsorship funds go directly to the Club or Athlete, with no middle man to reduce the efficiency of the payments. By using our blockchain technology all transaction will be transparent and secure eliminating almost all instance of potential fraud. Athletes will be able to get rewards with SconeX 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.

## Social Sports Network

Sportcash One provides a Social Platform for the sports industry. This platform is the main platform where all other services are connected. It will be enriched with a crowdfunding program, loyalty/activity program, charity program and different competitions.

### Social Network Features:

- Blockchain Integration payment, vote, and donation
- Crowdfunding system integration with SConeX Tokens
- Profile fully customizable, with special features for Athletes
- Send, store, and receive SCOneX tokens
- Shop Integration. Buy with SCOneX Tokens
- Personal Blog Area
- Automatic Airdrop for SCOneX Tokens and other sports tokens
- Share media and receive SCOneX
- Create media and receive SCOneX
- Create Events or participate
- Groups for sports and Businesses
- Chat live and message
- Live Video Transmission
- Full Integration with our DEX Exchange
- Streaming & PPV possibilities

## Rewards: Loyalty/Activity

Sportcash One affords a loyalty & activity program on all their services.

When people post/create/engage on the social platform or if they are loyal to the platform and buy different products on the market, they will be rewarded with SconeX tokens. With our reward system, customers will be able to swap their SconeX for many items including products from our many vendors, other forms of cryptocurrencies or cash.

Enhancing the customer experience by offering a variety of reward redemption options increases program engagement and adds value.

Visit and register today in our Sports network and start to earn SCOneX

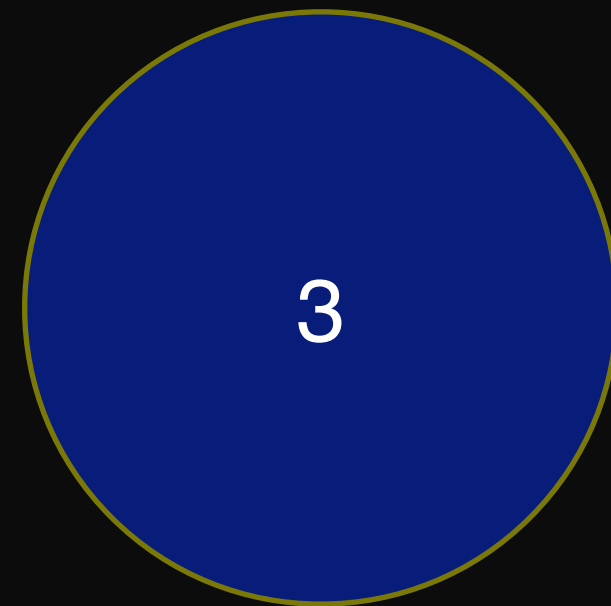
<https://social.sportcash.one/>

# SCOneX SPORTS NETWORK

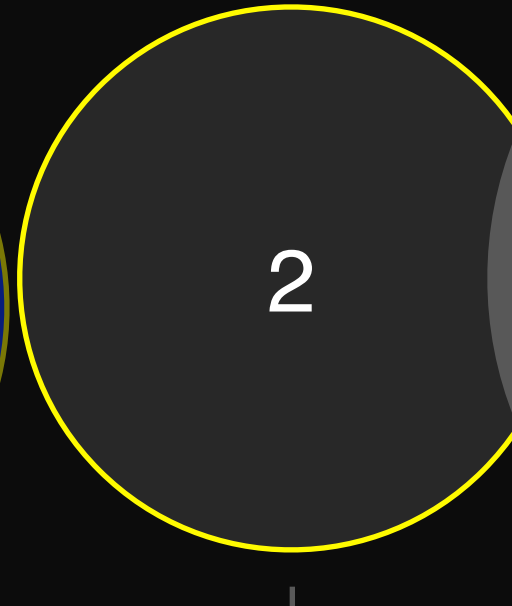
USERS AND VISITORS FROM 122 COUNTRIES

25%  
WEEKLY  
RETURNING  
VISITORS

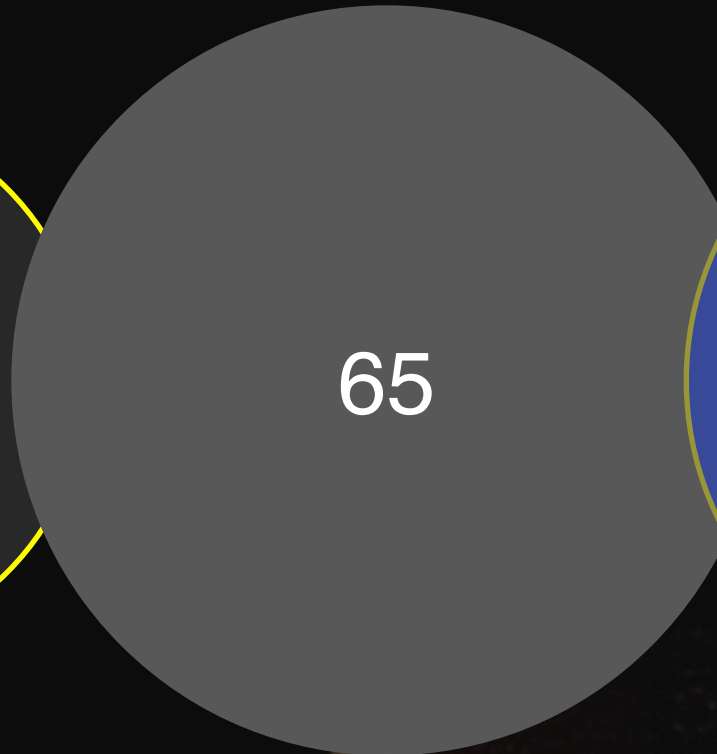
OTHERS SOCIAL MEDIA	
- FACEBOOK	2800
- INSTAGRAM	5500
- TWITTER	2600
- TELEGRAM	1200



SPORT  
ASSOCIATIONS



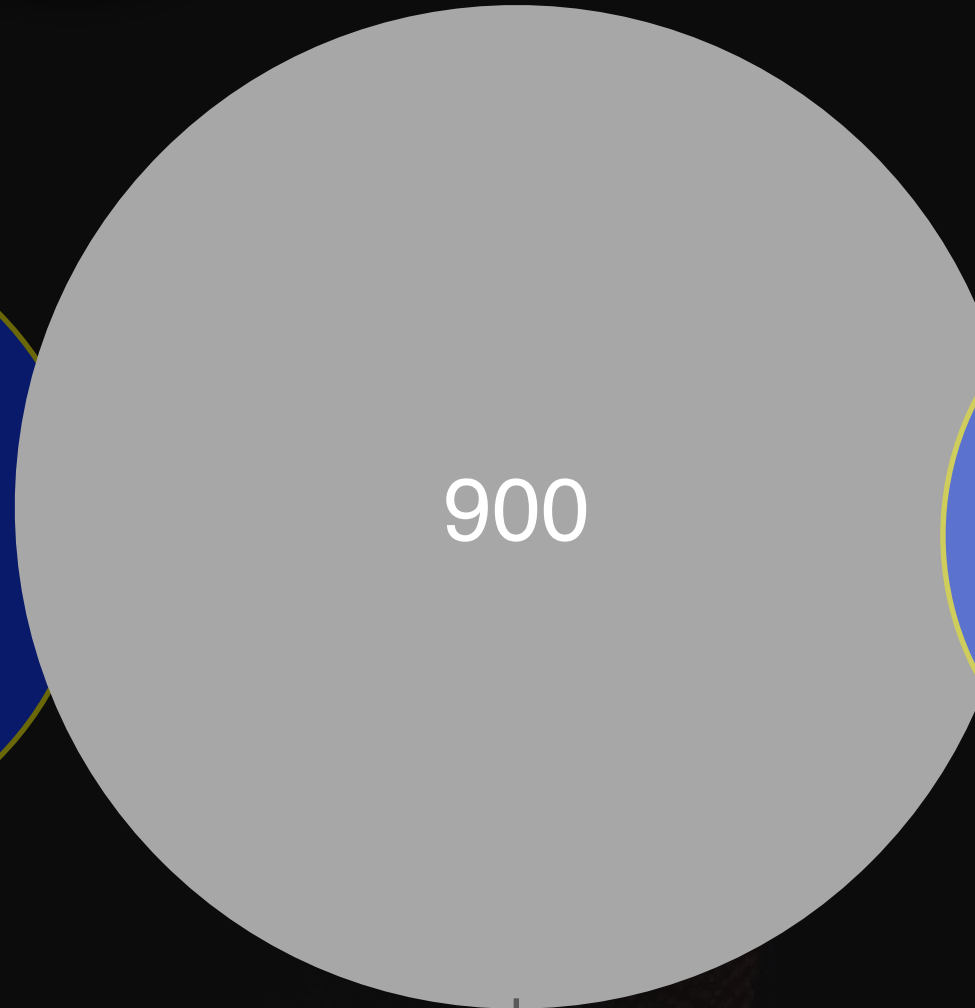
OLYMPIANS



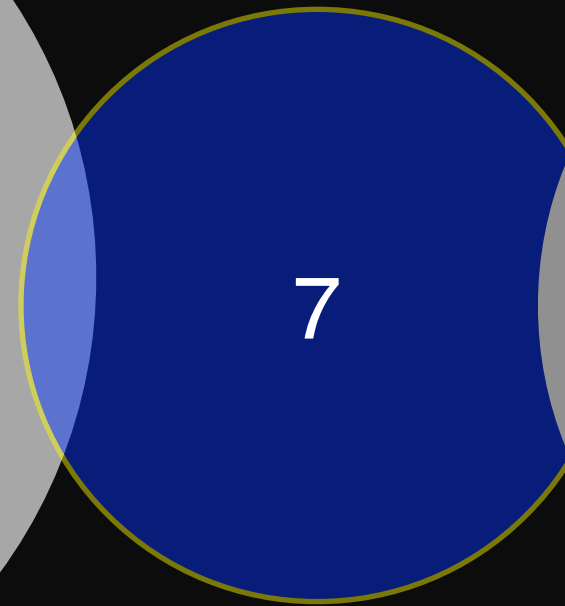
PRO.  
ATHLETES  
AND CLUBS



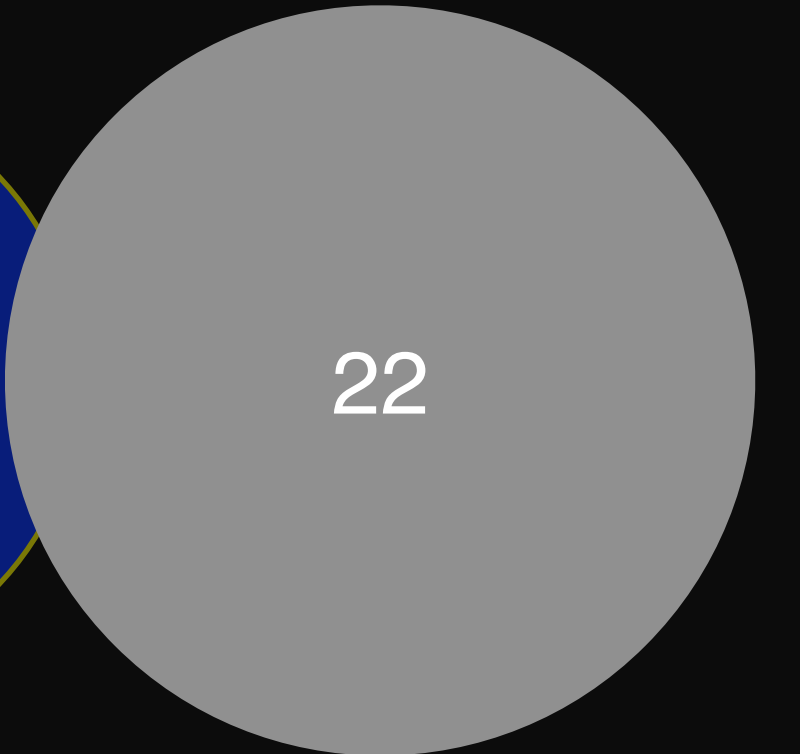
WORLD  
CHAMPIONS



TOTAL  
USERS



VICE WORLD  
CHAMPIONS



FORMER  
NATIONAL  
TEAM  
PLAYERS

PARTNERSHIPS BLOCKCHAIN



TOP WORLD ATHLETES REGISTERED IN THE SCONE SOCIAL PLATFORM



**JASON REICHERT**  
WINNER OF THE FORMULA  
PACIFIC 2020  
USA ATHLETE



**SARRA LAJNEF**  
OLYMPIAN  
MULTI WORLD CHAMPION  
TRIATHLON / SWIMMING



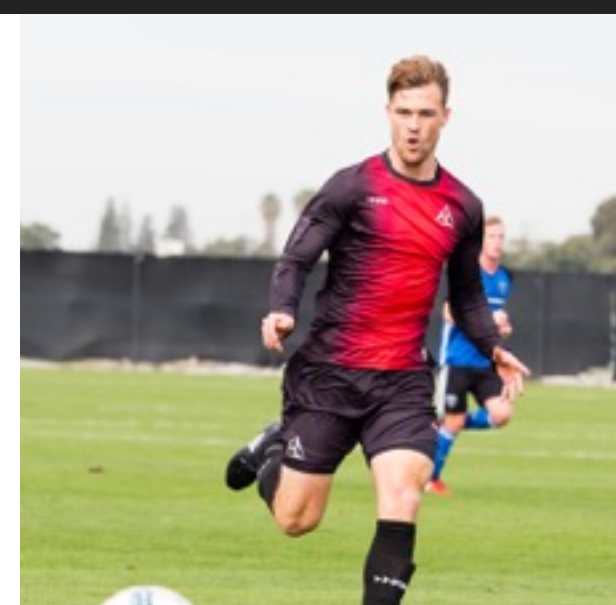
**RANINI CUNDASAWMY**  
MULTI WORLD CHAMPION IN  
FIGHT SPORTS



**KWADARRIUS SMITH**  
NFL FOOTBALL PLAYER  
TORONTO COSMOS



**EVAN SPENLE**  
PORSCHE CARRERA CUP  
JUNIOR VICE CHAMPION



**ANDREW LUBAHN**  
SOCCER PLAYER FOR THE  
NEW YORK COSMOS



**RARE ENDURANCE TEAM**  
WORLD CHAMPION  
SIM RACE ESPORT



**ISAAC CHILEMBA**  
MULTI WORLD CHAMPION  
BOXE

## Business Information

## Legal & Financial

Legal registration in Brazil was completed on February 28, 2019 as SportCash One Atividades de Internet LTDA

Sportcash One chose Brazil because it 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 also 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 <b>32.927.005/0001-50</b> MATRIZ	COMPROVANTE DE INSCRIÇÃO E DE SITUAÇÃO CADASTRAL	DATA DE ABERTURA <b>01/03/2019</b>
NOME EMPRESARIAL <b>SPORTCASH ONE ATIVIDADES DE INTERNET LTDA</b>		
TÍTULO DO ESTABELECIMENTO (NOME DE FANTASIA) <b>SPORTCASH ONE</b>	PORTE <b>ME</b>	
CÓDIGO E DESCRIÇÃO DA ATIVIDADE ECONÔMICA PRINCIPAL <b>74.90-1-04 - Atividades de intermediação e agenciamento de serviços e negócios em geral, exceto imobiliários</b>		
CÓDIGO E DESCRIÇÃO DAS ATIVIDADES ECONÔMICAS SECUNDÁRIAS <b>63.19-4-00 - Portais, provedores de conteúdo e outros serviços de informação na internet</b> <b>82.99-7-99 - Outras atividades de serviços prestados principalmente às empresas não especificadas anteriormente</b>		
CÓDIGO E DESCRIÇÃO DA NATUREZA JURÍDICA <b>206-2 - Sociedade Empresária Limitada</b>		
LOGRADOURO <b>R DA GAMELEIRA</b>	NÚMERO <b>1210</b>	COMPLEMENTO
CEP <b>59.178-000</b>	BAIRRO/DISTRITO <b>PRAIA DE PIPA</b>	MUNICÍPIO <b>TIBAU DO SUL</b>
UF <b>RN</b>	ENDEREÇO ELETRÔNICO <b>SLEGAEXTREME@GMAIL.COM</b>	
TELEFONE <b>(84) 3213-4446</b>		
ENTE FEDERATIVO RESPONSÁVEL (EFR) *****		
SITUAÇÃO CADASTRAL <b>ATIVA</b>	DATA DA SITUAÇÃO CADASTRAL <b>01/03/2019</b>	
MOTIVO DE SITUAÇÃO CADASTRAL		
SITUAÇÃO ESPECIAL *****	DATA DA SITUAÇÃO ESPECIAL *****	

## Financial Model

### How Sportcash One generates profits:

- i. Commission earned of 10-15% on items sold or rented from our Vendors Shops
- ii. Innovative Sports DeFi fees
  - a. Banking as a service (BAAS) and Staking Savings for higher returns.
  - b. Bounty Program incentives users to engage within the platform via our utility token. Properly aligned incentives equals increases engagements and rewards for athletes, investors, and stakeholders
  - c. Staking as a service (SAAS)
- iii. Fees on the transaction in our DEX exchange
- iv. Commission earned of 10-15% on accommodation rentals to Sports Teams and Schools for Camps, Resorts, Fields and Gymnasiums
- v. Commission earned of 10-15% on accommodation rentals to Sports Teams and Schools for Camps, Resorts, Fields and Gymnasiums
- v. Profit generated from the sale of \$SCOneX accessories and clothing
- vi. Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries.
- vii. Customizable product sale for tokenization with clubs with different packages and commissions
- viii. 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
- ix. Blockchain Payment Program for Shops and Merchants
  - a. Basic Pack
  - b. Premium Product for advanced needs
- x. Value of tokens growing with market demand
- xi. Commission earned on the selling of customs Sports Tokens for Clubs and Athletes
- xii. Paid Advertisements in our online/digital Magazine and on our Sports Social Network.
- xiii. Services Fees and sales commissions on Physical Ticket sales to events in Primary and Secondary sports markets.
- xiv. Fees for pay-per view Sporting Events and Esports Events, as well as live training opportunities
- xv. Commission on registration for participation in World Wide Sporting events
- xvi. Sale of reserve tokens to Vendors, Brands, Users, and Athletes
- xvii. Exchange fee for all transactions exchanging tokens for hard currencies

## Target Market

The crowdfunding industry is projected to grow to over \$300 billion by 2025.

**\$34 billion:** Global Amount Raised by Crowdfunding **\$17.2 billion:** North American Crowdfunding Revenue **\$85.74 million:** South American Crowdfunding Revenue

## Cryptocurrencies Market

Size of the blockchain technology market worldwide in 2021 is more than 1 Trillion USD

## ESPORTS Market

The overall **esports market** is expected to grow from USD 694.2 million in 2022 and is expected to reach USD 2,174.8 million by 2023, at a CAGR of 18.61%

## Global Sport Equipment Market

The Sports Equipment Market is growing at rate of 7.1% from 2017 - 2023

## Social Media Advertisement

Ad spend sees a projected annual growth rate of 8.7% and is likely to reach \$102 billion by 2021



## Marketing Strategy

Our Marketing centers on a major focus on sports related media and events. The shops, fans and athletes 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 share their media in other social networks and get rewarded with Sportcash One Tokens, leading to organic growth and exponential marketing of our products.

We focus on our investments in blockchain and crypto media while simultaneously marketing within sports media. Our social network and the confluence of social media, sports media, and the sporting industries adoption of blockchain and crypto affords us tremendous network effects to market and grow our project relative to traditional projects 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 passionate about 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, we generate 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.

## Advantages of Sportcash One Company

- i. Prototypes and working products with Top World Athletes already registered on the platform
- ii. Social impact from the Athlete and Charity programs - Democratized & Meritocratic Access to Athletes and Stakeholders
- iii. Project has been in the works for 2+ years
- iv. Sports industry is a multi-billion dollar market
- v. First Mover advantages via Innovative Sports DeFi, NFTs, and Blockchain technology
- vi. True innovative tech for a multimillion user market via Loyalty program with rewards
- vii. Responsible Token Economic Structure guarantees “No pump and dump” and promotes organic token appreciation
- viii. Ability of the token to grow in price when the Sportcash One platform generates more sales and by the sports market’s inflation
- ix. Corporate structure complies with industry best practices
- x. Utility token fully complies with international laws
- xi. International team of founders with more than 30 years of solid experience in business and track records of success in business
- xii. Team of Sports industry experts and professional athletes with background in Olympic and World competition
- xiii. Expert Blockchain Devs

## Competitive Advantages

- i. Fast and Secure transactions
- ii. Low cost transactions
- iii. 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%
- iv. Team with 3 owners of nodes on the Waves blockchain
- v. Long and in depth experience in blockchain technology
- vi. Long and rewarding experience in sport competitions and businesses
- vii. Team with experts in blockchain and the sports industry
- viii. Social network with crypto rewards
- ix. Custom DEX exchange
- x. Loyalty program with cryptocurrency rewards swap
- xi. Physical and online loyalty program
- xii. Social crowdfunding with blockchain transparency
- xiii. Vote and crowdfunding in a social network for Organizations and Athletes
- xiv. Custom Wallet and App platform for web or mobile use
- xv. Social Network for all sports industries with cryptocurrency integration
- xvi. Pay-per view sporting events and ticket sales on blockchain system

# OUR TEAM

Professional international Team of talents in the sports and blockchain area

COMPLETE TEAM LINK  
[www.sportcash.one](http://www.sportcash.one)



**ROBERTO MORETTO**  
CEO - FOUNDER



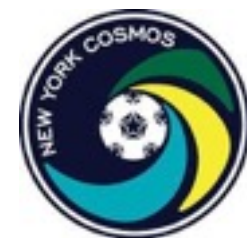
**JARNO HOGWEG**  
CTO - FOUNDER



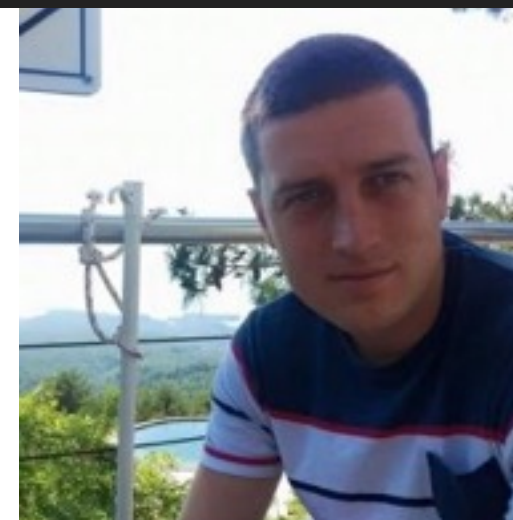
**WOUTER SCHOL**  
BLOCKCHAIN DEV



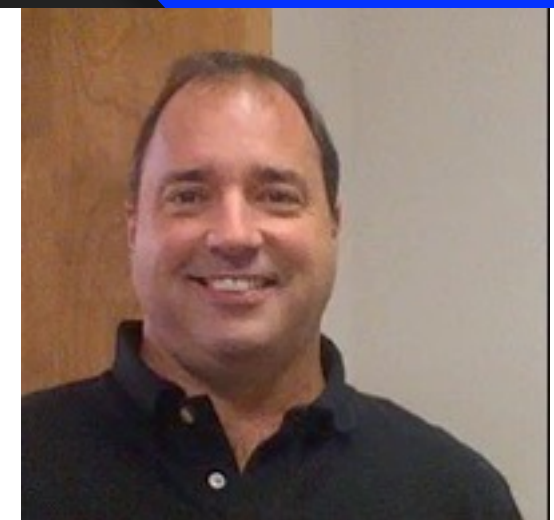
**ANDREW LUBAHN**  
Dir. USA expansion



**BRENDAN REILLY**  
Partnership / Sell



**SANDER DE MOOIJ**  
Marketing



**GREGORY RYAN**  
Financial Manager,  
U.S.A.

## Roadmap past and future plans

### PAST

- / October 2018 - Sportcash One project is born
- / January 2019 - First 4 team members join
- / April 2019 - Company registered in Brasil
- / June 2019 - The first prototype of the DEX exchange and Wallet released
- / October 2019 - The first prototype of the Social network is released R/ New members added to the Team November 2019
- / March 2020 - Public product Social Network
- / August 2020 - Expand the network of Pro Athletes and Clubs
- / December 2020 New release of the Social Sponsorship platform

### FUTURE PLANS

- / Release of SCOnex Token in different exchanges
- / Grant the public access to the upgraded version of the DEX exchange and trading of different tokens
- / Release the reward system with SCOneX the cryptocurrency in the social network
- / New version of the Social network with sponsorship and crowdfunding system integrated
- / New License for Euro trading cryptocurrency market and Asia with branch of a company outside Brasil
- / Sports DeFi activation inside our exchange
- / Expand to Asia market
- / Prototype for NFT tokens for Athletes and Clubs media
- / Implement Staking Option for cryptocurrencies via our Initial Coin Offering (ICO) and Initial Exchange Offering (IEO)

**INVEST IN THE SCONE X TOKEN**



**YOUR OPPORTUNITY TO BE PART OF THE  
FUTURE SPORTS ECONOMY**

[WWW.SPORTCASH.ONE](http://WWW.SPORTCASH.ONE)