



***SPORTX***

A Decentralized Sports  
Ecosystem platform

WHITEPAPER 2018

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# **EXECUTIVE SUMMARY**

In this whitepaper we captured the growing financial potential of the sports sector of the global economy, highlighting how clubs, stars, and super sports leagues have churned out great wealth for themselves over the years. We established that such wealth notwithstanding, the highly centralized organization structure makes it impossible for the majority of fans at the bottom of the pyramid to share this “dividend” - for too long, the place of fans have been that of mere spectators and consumers.

As a move to change that narrative about the relegation of the fans to the background in sports earnings and decision-making processes, as well as other value delivery concerns in the industry, SportX Blockchain believes its unique value proposition is the much-awaited answer. By fusing Blockchain and smart contract technology with a unique sports business model, SportX has created a transparent, measurable sports equity asset which provides a decentralized, efficient and credible trading environment that offers athletes, fans, agencies, and investors a better way to maximize their earning potentials from participating in sports. The idea is to help everyone involved achieve the efficient transfer of sports commercial value to personal value.

Effort has been put into this whitepaper to outline the operational framework of the technology that drives the SportX solution. Particularly, detailed information is presented on the functionality of the SportX token, SOX, the scope of the project, a developmental roadmap for the project, its market potential and a full explanation of the ecosystem.



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# DISCLAIMER



# INTRODUCTION



In 2017, the global sports industry had an annual output value of nearly 2 trillion U.S. dollars and a huge market with a wide range of coverage. The cornerstone of the sports industry is the fan economy. The value of the superstars and super clubs comes from the huge attention of their fans. In recent years, with the increasing number of fans focusing on sports events, sports clubs, and sports stars, the IP exposure of the sports industry has rapidly increased, which has also brought the outbreak of IP value in the sports industry.

The professional player's income and value can best reflect this growth. For instance, The basketball players in the NBA have been setting new records of their salary constantly. The transfer price of professional football players has hit new record highs in the past year. Neymar left from Barcelona to join Paris Saint Germaine with the price of 222 million euros, setting a new world transfer fee record. There were several of 100-million-euros transfers in the same season: Mbappe (180 million euros, Monaco—Paris Saint Germaine), Philippe Coutinho (168 million euros, Liverpool — Barcelona), Dembélé (105 million euros, Dortmund—Barcelona).

The attention of fans led to an explosive growth of the industry. In the traditional sports industry ecosystem, there is still an insurmountable gap between fans and sports IP, especially the top IP. There is a vast distance between fans and players. The star players are superior to the fans, the operations of clubs are governed mostly by individual investors and managers. Even members of the clubs like Real Madrid and Barcelona only have the opportunity to speak concerning the election of the president. The club management makes decisions, while the contributions of the members in making decisions are very limited. Elected management teams are also prone to corruption during the management process due to the highly centralized organization. Even to that effect, Former Barcelona club president Russell was arrested for corruption and money laundering.

# INTRODUCTION



Fans hope to participate more deeply in the sports industry. This requirement is reflected in the popularity of Fantasy games and various sports manager games. In 2017, the total number of Fantasy game players in the United States and Canada was 59.3 million, and the total population of the two countries was 362 million. That is, one in every six people is a Fantasy game player. They all have strong desires to control real teams through games. The traditional Fantasy model only allows fans to experience the happiness of managing teams and signing players to some extent. If they can participate in the management of the club, we believe more people will be more devoted and committed to it.

#	PLAYERS NAMES	SEASON	NATIONALITY	MOVING TO	TRANSFER FEE
1	 <b>Neymar Jr.</b> <small>Playing Position: Left Wing</small>	2017/2018		 <b>PARIS SG</b> <small>Ligue 1</small>	222,00 MILL. €
2	 <b>PHILIPPE COUTINHO</b> <small>Playing Position: Striking Rightside</small>	2017/2018		 <b>FC BARCELONA</b> <small>LA LIGA</small>	120,00 MILL. €
3	 <b>OUSMANE DEMBELE</b> <small>PLAYING POSITION: LEFT WING</small>	2017/2018		 <b>FC BARCELONA</b> <small>LA LIGA</small>	105,00 MILL. €
4	 <b>PAUL POGBA</b> <small>Playing Position: Central Midfield</small>	2016/2017		 <b>MAN UNITED</b> <small>Premier League</small>	105,00 MILL. €
5	 <b>GARETH BALE</b> <small>Playing Position: Right Wing</small>	2013/2014		 <b>REAL MADRID</b> <small>LA LIGA</small>	101,00 MILL. €
6	 <b>CRISTIANO RONALDO</b> <small>Playing Position: Left Wing</small>	2009/2010		 <b>REAL MADRID</b> <small>LA LIGA</small>	94,00 MILL. €
7	 <b>GONZALO HIGUAIN</b> <small>Playing Position: Center Forward</small>	2016/2017		 <b>JUVENTUS</b> <small>SERIE A</small>	90,00 MILL. €
8	 <b>NEYMAR JR.</b> <small>Playing Position: Left Wing</small>	2013/2014		 <b>FC BARCELONA</b> <small>LA LIGA</small>	88,00 MILL. €
9	 <b>ROMELU LUKAKU</b> <small>Playing Position: CENTER FORWARD</small>	2017/2018		 <b>MAN UNITED</b> <small>Premier League</small>	84,00 MILL. €
10	 <b>LUIS SUAREZ</b> <small>Playing Position: CENTER FORWARD</small>	2014/2015		 <b>FC BARCELONA</b> <small>LA LIGA</small>	81,00 MILL. €

SHOWN IN THE PICTURE ARE THE MOST EXPENSIVE 10 TRANSFERS IN WORLD FOOTBALL HISTORY IN NEARLY 10 YEARS.

DATA FROM [WWW.TRANSFERMARKT.COM](http://WWW.TRANSFERMARKT.COM)

The background features a complex, light gray wireframe structure. It includes a central figure with arms raised, resembling a person in a celebratory pose, and a spherical head. The entire scene is composed of interconnected lines and dots, creating a sense of a vast, interconnected network or data space.

# **MARKET OPPORTUNITIES**

While the world of sports has seen exponential growth in finances over the years, our research shows that the distribution of such benefits has been extremely unequal, particularly in the area of trickle-down effect to the base of the business itself: the fans. Much more than a share of profits, fans also have no powers in terms of participation in decision-making processes of the sports they follow. In this gray industrial chain that has been hatched due to its high centralization, the asymmetrical information, the non-transparent transaction and the distrust between two parties of the transaction invariably bring confusion and inefficiency to the market.

### Challenge 1 - The prevalence of intermediary and the uncertainty in market value

The centralization of the eco-structure is breeding a large number of agents which not only produce any value, but also undermine the communication among the players, the sponsors, clubs, and fans. In the past, due to the lack of adequate market-oriented sports IP pricing mechanism, the information transfer between the agent and the sponsors has become the key of pricing, which also brings chaos to the entire market price system.

### Challenge 2 - The growth of corruption

Many of the world's sports organizations use the special status of "not-for-profit organizations" as a shield to avoid being regulated and audited. They are driven by power and interest that leads to corruption. We have had some famous public scandal such as FIFA corruption case. The case involved Former FIFA President Blatter, former UEFA President

**MARKET  
OPPORTUNITIES**

Platini and former FIFA Secretary-General. The corruption case led to their dismissal. The various arrests, exposures, confessions, seizures, and resignations that the U.S. and Swiss law enforcement agencies jointly brought to FIFA made it suffer from an unprecedented crisis of confidence.

### Challenge 3 - The inefficiency of value flow

Under the current system, another classic use case of IP value transmission is the transfer of players in the professional football. FIFA started using the transfer matching system (TMS) in 2005, as it involves registration, entry card, transfer fee, especially international transfer certificate, TMS' s cumbersome operation makes it take a long time to complete an international transfer. In particular, taking into account the different transfer window period, different work efficiency and time difference, an international transfer after long transfer negotiations and player contract negotiations, there is still a large amount of time - consuming and labor-consuming work waiting for the signing of the club. And the club may even miss the transfer window, hereby making it unable to complete the transfer.



On the other hand, while FIFA can regulate value flows (player transfers) in different associations and in associations inside through the TMS system, the benefits of many value-created cannot be guaranteed in an opaque value circulation system, which also limits the development of the entire ecosystem. For small and medium-sized clubs that are at the bottom of the eco-pyramid relying mainly on the value increment of young players in youth

training, their key to survival in the FIFA ecosystem is training compensation and joint mechanism compensation. Both incomes are positively related to the players' future transfers, and due to the complexity of opaque and cross-border transactions, it often results in an inability to be fully and promptly redeemed.

*Note: The training compensation is usually calculated by multiplying the training fee of the new club by the training years in his former club until the end of the player's 21st birthday. The solidarity mechanism compensation is completely linked with the transfer compensation paid by the new club to his former club. If a player moves during the course of a contract, 5% of any compensation, not including training compensation paid to his former club, shall be deducted from the total amount of this compensation and distributed by the new club as a solidarity contribution to the club(s) involved in his training and education over the years. This solidarity contribution reflects the number of years (calculated pro rata if less than one year) he was registered with the relevant club(s) between the seasons of his 12th and 23rd birthdays, as follows:*

*Season of 12th birthday: 5% (i.e. 0.25% of total compensation);*  
*Season of 13th birthday: 5% (i.e. 0.25% of total compensation);*  
*Season of 14th birthday: 5% (i.e. 0.25% of total compensation);*  
*Season of 15th birthday: 5% (i.e. 0.25% of total compensation);*  
*Season of 16th birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 17th birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 18th birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 19th birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 20th birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 21st birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 22nd birthday: 10% (i.e. 0.5% of total compensation);*  
*Season of 23rd birthday: 10% (i.e. 0.5% of total compensation);*



## Challenge 4 - The wide gap between players and fans

To some extent, the heart of the sports industry is the fan economy. The value of IP is largely determined by the fans and consumers. Superfans have created superstars, but fans have not been able to get any benefits of the IP value increment from the star-making campaign they started. In the football world, sports agencies are also an important force in making stars. But they can benefit from the IP value increment. Taking a professional contract of a player of La Liga as an example, 15% of his income in the club is usually assigned to his sports agency in the name of portrait right. Those fans who also make contributions to the IP value cannot get this return.

## Challenge 5 - Trust barrier

In the traditional sports agency business, lack of trust is a natural barrier between players and agents, which also results in the best players not being able to get the best service. This happened with South American players like Messi, Neymar, Ronaldinho, and others as they prefer to choose their family members as agents because they don't trust professional agents. And due to the unprofessionalism of their families, mistakes are inevitable in the development of player's IP value. mistakes are inevitable in the development of player's IP value. Messi was implicated by the negligence of his father in tax avoidance, and this tarnished his public image.





# THE SPORTX SOLUTIONS



## Our Mission

SportX Blockchain Ecosystem Platform is launched by an experienced group of tech genius, marketing experts, international sports agents and lawyers. It focuses on breaking the inherent barriers in sports industry through the revolutionary Blockchain technology, to create a more open, transparent and efficient sports ecosystem and can truly embody the fans and IP value.

The benefits of using this digital asset are embedded in the key functionalities of its features which include:



### Open & Transparent

No monopoly of agents, everyone can participate. Visible transaction and transaction scale, the real value can be seen.



### Efficient & Credible

Based on consensus mechanism of Blockchain, replacing the burdensome review of traditional execution, accelerating the flow of commercial value.



### Decentralized

All information is truly and immutably recorded. This invariably marks a farewell to forgery of results and false public relations and completely eradicate the corruption of inherent centers.



### Abundant IPs

Rich experience in market operation, numerous resources of sports stars and club rights, SportX team check on the quality of IP.



### Rich of Rights

SOX can be spent on all types of souvenirs, star fan meeting, VIP box ordering, legendary players' charity tournament and others rights.



## Professional & Compliance

A team of international lawyers with rich experience in the area of sports, to ensure every reasonable right of participants in the policy and regulations.

SportX ecosystem platform is a precise sports IP value transmission platform based on Blockchain technology, created by the project team after sufficient market research and analysis. SportX combines its own powerful offline resource integration and marketing capabilities, to build primary, secondary and tertiary markets of derivative goods based on players' ability, potential, achievement, prestige, etc.

SportX ecosystem platform hopes that, on the decentralized value transmission platform, according to the level of the recognition and demand of players/projects, through scientific and systematic analysis of the model to build a standard system of player value expression and using SOX (SportX platform token) as the settlement tokens in the process of the goods value transmission, accurately identifies the players' current and future commercial value. IP resources in demand are more valuable and can also get higher pricing.

Demanders can use SportX ecosystem platform to quickly retrieve the resources they need and buy players' related products, also what they buy can be changed as the actual service of the relevant players, and can also be placed on the secondary market for transfer. Investors can invest in the tertiary market to meet the multi-level needs.

We are even more confident that as the trust-based platform grows in the future, SportX also has the opportunity to replace the existing opaque international sports organizations and establish a completely new architecture and system for the entire sports world.

## Our Vision

The global sports industry is moving toward a highly commercialized direction. SportX aims to cause a major disruption in the industry by which it will create a huge market for rapid growth. In 2017, the total amount of contracts for the global sports star market reached 43

billion U.S. dollars, and this figure is still growing at an annual rate of at least 10%. The global sports analysis market expects the compound annual growth rate of 40.1% over the next five years to exceed 4 billion USD.

Early in the SportX project, combined with the team's rich experience in the sports field, we will create a superstar team, with the ability to build a players' pyramid including superstar, quality players and "potential demon" (young players) with a limited scale, attract fans and consumers to enter in the platform, and achieve common appreciation with idols in the industrial chain.

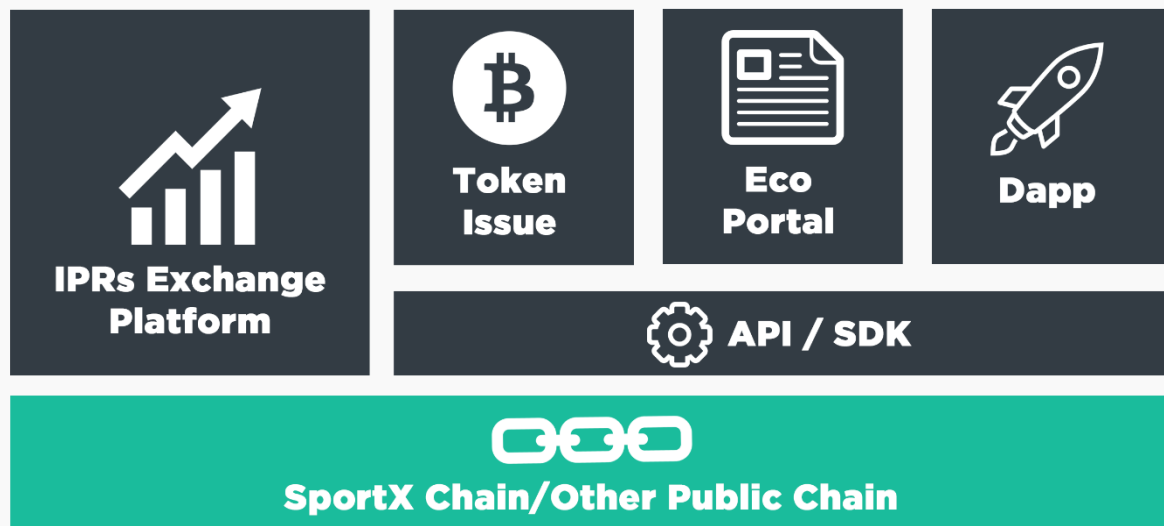
In the middle and late stages of the project, as a growing number of players enter the platform, more fans and consumers will also be attracted. This will allow all players' values to be magnified via the platform, and everyone can do the PTO (Players Token Offering). Players can get a better training environment, and the process of working together with fans is the best way to portrait rights and business development.

We are even more confident that as the trust-based platform grows in the future, SportX even has the opportunity to replace the existing opaque international sports organizations to establish a new architecture and system for the entire sports world and may even create a new event based on SportX chain to replace the existing well-known large-scale events.



# **SPORTX BLOCKCHAIN TECHNOLOGY**

SportX ecosystem platform is composed of the underlying blockchain accounts, SportX ecosystem portal, player token distribution platform (primary market), digital assets exchange (secondary market), APP, DAPP, enterprise service middleware, SDK, API and so on. It takes platform token (SOX) and player token as the platform of eco-internal value transfer tool.



#### 1. SOX, the SportX Token

It is an encrypted token issued by the platform to subscribe to various types of player tokens issued on the platform (after development is completed). SOX total circulation is 10 billion and there will never be a secondary offering. It can be used by early investors to identify resources for project development and can also be used as incentives for contributors to the SportX ecosystem. It can also pass on the premium of the digital equity-issuing assets issued by the previous chain to end-users for sharing, and log in the third-party tokens trading platform for commercial circulation of tokens.

#### 2. Blockchain Infrastructure

Initially, the project will be based on Ethereum to construct a token, SOX, for the crowdfunding project to achieve the core business logic in the Blockchain implementation. After successful crowdfunding, our tech team will launch the development and construction of SportX Blockchain platform. This Blockchain serves

the transaction records of the SOX token and the implementation of the smart contract based on SportX ecosystem. To ensure the scalability of the main chain and transaction throughput capacity, a large amount of sports data in the ecosystem will be packaged in a side-chain form, and the one-way irreversible encryption summary of the block will be recorded in the relevant block of the main chain. As the new block is packaged to form the consensus, the transaction information in the main chain and the content of the data in the side chain cannot be tampered with, and the efficiency of the transaction is guaranteed at the same time.

### 3. SportX Digital Assets Issuance Platform

The SportX Ecosystem offers users the ability to issue digital equity-based assets based on the lower tier of Blockchain in the form of smart contracts that create and distribute exclusive players' tokens on the SportX Ecosystem platform. Once the player tokens issuing scale is confirmed there will never be a secondary offering. The subscription and repurchase of player/club tokens in the primary market can only be made through SOX.

### 4. SportX Digital Assets Exchange Platform

The primary purpose is to provide secondary market trading services for the various types of player tokens on the platform. Other mainstream digital currency payment options are supported. All trading contracts and counterparty information are recorded in the underlying distributed Blockchain account book to avoid the black box operation during the transaction process, and to ensure the accurate transmission of the rights and the value in the transaction link, as well as the faithful implementation of the contract terms, data transparency, purification platform transactions environment.

### 5. Full Service for Third-Parties

These are the interactive interface of user access platform. They show all the things released on the platform: project information, tokens market, information and data related to players and equity products.

The SportX platform thrives through the integration of blockchain technologies of other platforms and a large number of portals, applications, enterprise middleware, well-packaged SDK, API to provide a simple and convenient business migration service capabilities to third-party enterprises. Quickly forming cross-industry and cross-company platform in service capabilities to promote a fast, orderly and healthy development of the platform.


## 6. Big Data Support

The traceability of the data on the Blockchain makes it a heaven-made match for significant sports big data and Blockchain systems. Transactions based on Blockchain make history of black-box operations on players' transfers, and potential players are more easily scooped up by the scouts.

The start-up team created the world's leading sports data company, providing big data service for the analysis of players, clubs and sports agencies, and the artificial intelligence based on big data analysis is using to help the club look for future stars. SportX is committed to the Blockchain technology and sports big data perfect combination.

In the new technology platform, every move of players in the youth category and the professional career are recorded and classified, the data of each game will be recorded, which also allows scouts and analysts to have a clearer and more comprehensive understanding of a player. According to the players' performance reports and forecast reports, the coaches will be more efficient and more targeted when preparing for the games.



The background of the slide is a light gray abstract design. It features a wireframe map of Europe, where the landmasses are defined by a network of interconnected triangles and dots. Overlaid on this map is a larger, more complex network of thin gray lines that crisscross the entire page, creating a sense of global connectivity and digital infrastructure. The overall aesthetic is modern and technological.

# **OUR BUSINESS MODEL**

SportX Ecosystem is closely centered around the core asset of sports industry - players, by way of digital offering and trading of this core asset. To link the players, clubs, fans, sports broker companies, talent scouts, media, and sponsors together among their economic ties, transmit credit, define value, and promote the development of the industry.

## Ecosystem Members



### Players

Each player can run as an independent project to raise donations of fans via the launch of PTO (Players Token Offering) on the SportX Ecosystem platform. The player's exclusive token is a digital authorization and segmentation of the player's IP assets. Anyone holding a player's token has the right to share the development and growth of the player's IP value.

Once player tokens are issued there will never be a secondary offering. They can still hold 20-30% of the total issued tokens as an effective measure to motivate them to continuously enhance their value and extend their career level and should support for phased thaw terms under the constraint achievement via smart contract. The remaining share of the token is released in stages according to certain rules (the characteristics of the player's project and the stage of his career), and public fans are invited to launch crowdfunding for the subscription.

***SportX ecosystem will give incentives to players with issued tokens as follows:***

*For each time the player has the value flow (transfer), there will be a targeted repurchase and destruction of the player's token through SOX token according to the price.*

*There will be targeted repurchase and destruction of player tokens for each milestone in the player's career (such as winning a championship, being rated as the best player, and so on.).*

*There will be targeted repurchase and destruction of players' tokens towards the performance of the player in official competitions.*

It's necessary to use SOX for the primary market subscription of the token. The SOX raised are entered into the designated address of the contract and will be used under the supervision of the Foundation to the training of players, the player's portrait rights operation and promotion, incentives for holders of player tokens (including players themselves), and so on. The related asset expenditures shall be realized via consensus and permanently recorded in the Blockchain. If a player's brokerage/commercial contract is bought or terminated by a third party before the end of the project, its associated profits may be used to repurchase tokens from the market or do other reinvestment actions via consensus.

### ***Use-Case Analysis***

*Robert is a young and promising football player and currently plays for Real Sociedad in La Liga. He currently plays for the Real Sociedad in La Liga. When he joins Real Madrid with 40 million euros, the SportX Foundation will do the repurchase with 40,000,000 SOX and destroy Robert's monthly player token, and the users who hold Robert's token will, therefore, receive a token appreciation.*



#### **Fans**

Fans can know about the career status and fluctuations in market value of the players concerned, get investment information, and participate in interactions and discussions by using the information and data of the SportX platform (usually released by the player himself, media, scouts or agents). Even a crowdfunding campaign could

be launched for a potential star in the community, triggering the PTO (Players Token Offering) process via smart contract once a consensus has been reached.

Fans can also participate directly in player tokens issue projects and buy tokens on the SportX Ecosystem or do tokens secondary market trading through the SportX trading platform. In the initial offering, the subscription for player tokens must be paid in the SOX, the official token of the SportX Blockchain, and the token report initiated by the project owner is also paid in the SOX.

When fans hold a player token through a subscription or secondary market transaction, the player's relevant rights corresponding to the token are simultaneously obtained, including but not limited to getting the derivative authorized by the player, the player's signature/item, the opportunity to interact with the player, and so on.

Fans can also participate in crowdfunding started by players, clubs, and sports agencies through SOX. Crowdfunding projects can be freely designated by players for sport-related goals and for asset-raising purposes such as training, equipment upgrades, the cost of traveling to participate in the competition, entry fees, the cost of buying a contract for themselves, and more. It may also be initiated by a club, a sports agency or a professional league/ competition organization for a project at some stage such as registration fees for participating in an event, travel expenses, maintenance and renewal of stadiums, sponsorship fees for signing a player, and so on.

Through the voting system on the platform, fans can “decide” the player’s actions and make the distance between fans and idols even closer. It can be used as an independent mechanism for polling organized by players - fans can vote to determine the player's look (such as hair style), the way to celebrate the goal, and even make a choice about football tactics.



## Sports Agencies & Sports Agents

SportX ecosystem platform can help sports agencies and their players to establish an effective fan operating channels and establish a player index system based on the market consensus through the secondary market transactions. By this medium, sports agencies can select their player to launch ITO projects on the SportX platform. Through the issuance of corresponding player tokens, sports agencies can establish an effective fan operation community for players, organize online and offline activities in the community, sell player's related goods and rights. PTO (Players Token Offering) - raised assets can be used for the payment of player portrait rights, the training improvement, and commercial image packaging, and more.

The issuance of player tokens or financing by sports agencies on platforms based on specific projects makes it possible for ambitious, capital-limited sports agencies to find leverage to expand their clients' careers and achieve rapid growth.

Taking football as an example, FIFA started the amendment of its rules on football intermediaries from May 2015, removing the restrictions on the contractual period between intermediaries and players (2 years in the past), and the change of rules will help the sports agencies to change the verbal agreement of the long-term cooperation in the implementation of the written contract.

On this basis, sports agencies with a long-term contract can also have a substantive guarantee in the future performance, which can also ensure the investor's investment security on the platform.

Sports agencies can also act as third-party service providers to participate in other PTO (Players Token Offering) projects on the platform, especially crowdfunding projects initiated by the fan community. PTO (Players Token Offering) gives fans the opportunity to own a player's brokerage contract in a crowdfunding form, while the third-party sports agencies are in charge of the contract negotiation under legal

compliance and act as a consultant to provide professional legal, financial and portrait rights operations management service throughout the project life cycle.

In the early and mid-term stage of the development of the SportX Ecosystem, the sports agencies/agents are the most crucial link. The decentralized industrial chain makes a large number of agents less important. However, as the most direct two-way bridge between players and fans/equity consumers, the agents are highly significant. Whether as a legal, financial consultant, personal assistant, career planners or trainers, sports agencies will be the one to maximize the player's value via leverage.



### Scouts

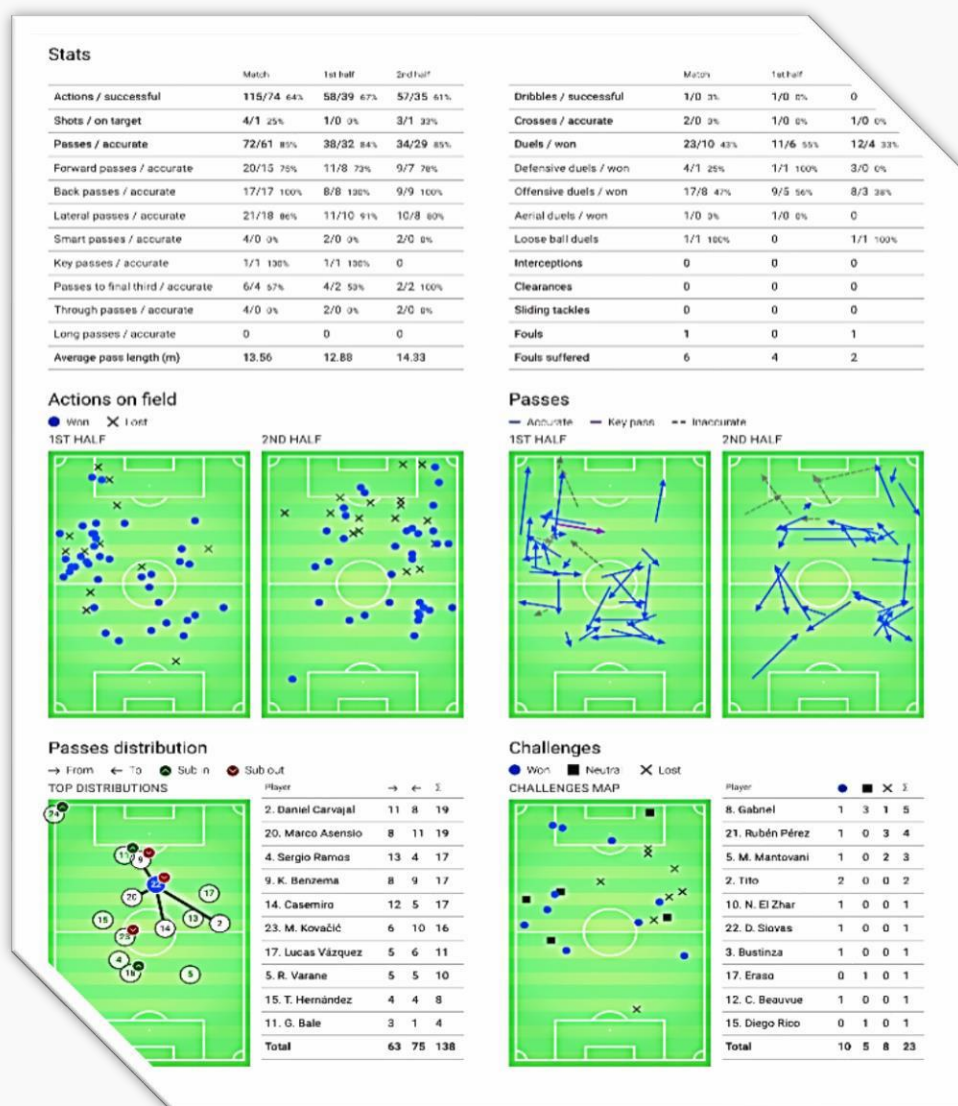
The primary role of scouts on the SportX Ecosystem is to provide new star files and submit career information, data, videos, and potential analysis for established players. Everyone in the Eco chain can become a talent scout, and the scout acts as a miner in the entire Ecosystem and continues to tap the most promising future stars for building new blocks.

A standard satellite survey report can be initiated by the user, combined with the actual occupational status and influence of scout, the frequency and quality of contribution to the content of the platform, the reference indicators (this index is weighted by objective data such as the number of “likes” , forwards and comments), and other factors like the market value on platform of stars discovered by the scout.

The platform will do the rating of the scout periodically. The scout with the higher level will get higher SOX tokens reward in the release of content, they can also have higher pricing permissions and original share rewards in the launch of PTO (Players Token Offering) project.

Ordinary platform users can also participate in the scouts’ activities. They can vote for the "scout" proposal. If the personal rating and the platform rating match (or the difference is within a certain range), they can get some SOX platform token incentives.

The voting scoring system will also be widely used on the SportX platform to provide a more objective assessment of the overall career performance of a player. The combination of Blockchain and big data makes the role of scout the most imaginative part of the system.



A standard satellite survey report can be initiated by the user

Some fans can benefit from the increase of the idol's value, while others can choose the future star on the platform by analyzing data and video. The individual, who can find the "next Messi", will possibly get assets accretion on the industry chain because of the growth of the value of "Messi". Meanwhile, a large number of professional scouts move into the platform to provide appropriate assessment



through platform's resources, and it will also ensure the fund security of user when investing in the platform.



## Media

Both traditional and online media can create their channels on the SportX ecosystem. The ecosystem of the SportX Ecosystem has enabled it to provide the most accurate and efficient subscribers to the media. Because the information of SportX ecosystem platform provides an additional reference to investment compared with traditional media platforms, also its market-value orientation has been enhanced. Therefore, sponsors will be more willing to invest in marketing for their opinion leaders. Therefore, with the various media resources of the core team, SportX will invite some famous professional sports media such as MARCA, AS, OLE, CLARIN, MUNDO DEPORTIVO, SPORT, LA GAZZETTA, and so on.



## Sponsors

In the current business environment, the commercial value of players is often hard to quantify accurately, making it difficult for sponsors to make decisions when choosing their brand ambassadors. Some brands lack sports marketing experience and make them spend a lot of money but get the little effect. For players with high value in precision marketing, it's also difficult to fully show their commercial potential. Based on the Blockchain technology, SportX ecosystem platform correctly records the player tokens transaction data and value fluctuations, so that sponsors' market investment is evidence-based. Some sponsors can also invest through the platform's SOX value to hold future commercial rights of more potential stars at a lower cost.

The model NIKE and ADIDAS uses is to sign massive young players with a "player pool" contract. This will also be highly guaranteed in the SportX ecosystem. Based on SOX smart contracts, some sponsors can also hold future commercial rights of a talented player with a higher cost performance through the seed investment of SOX.



## Clubs

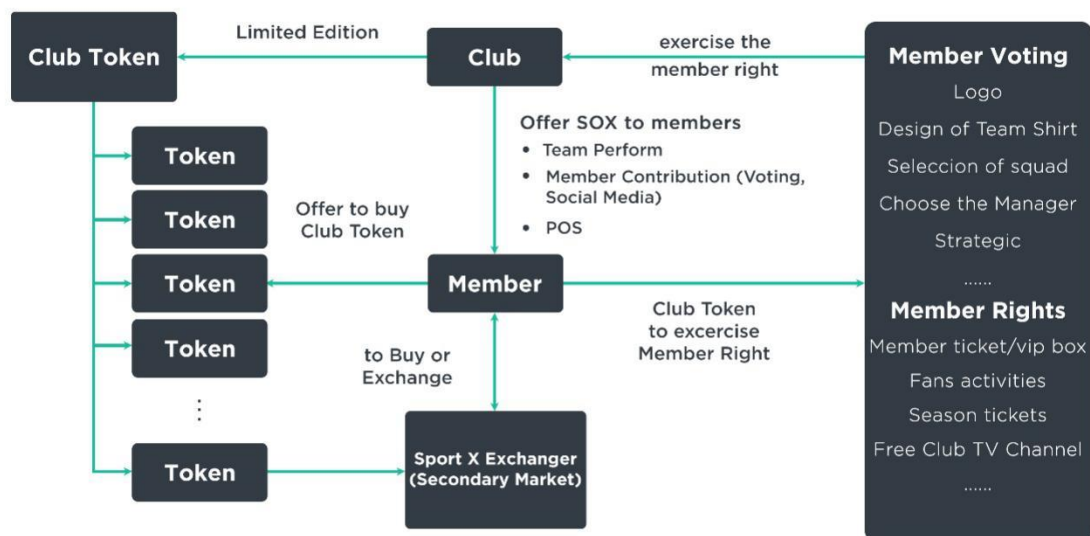
SportX ecosystem platform gives clubs with memberships system the chance to expand their market, and give fans a more trusted platform for crowdfunding at the same time. Some famous clubs such as Real Madrid and Barcelona have a similar crowdfunded membership model, which provides references for the development of some small and medium size clubs under the Blockchain platform. This is achievable via one of two options

First of all, clubs can initiate PTO (Players Token Offering) on the SportX platform to get more money for young players training. In the early stages of the project, young players' future signing, the income of training and solidarity mechanisms compensation from FIFA can do the token repurchase in support of the currency price. Late in the project, players' transfer based on tokens will eliminate the phenomenon that youth compensation and solidarity mechanism compensation cannot be done or will be delayed due to the signing of the transfer of twin-contracts between many clubs at this stage.

Secondly, the club can raise players' contract signing fee of transfer through PTO (Players Token Offering) such that when the player gets transferred again in the future, the proceeds of the transfer fee can be token repo to repay club members fans. The definitions of player's ownership vary in different international sports organizations. However, we are sure that it is feasible for the club to release some rights of future transfer proceeds to investors in the form of crowdfunding at this stage. In the end, the club can deal directly with player transfers or partial transfers by buying and selling player tokens.

Last but not least, club tokens are limitedly issued as everyone can use SOX to purchase limited quantities in the primary market to encourage more fans to join in. Fans who fail to buy tokens or wish to increase their token share can purchase tokens transferred by other members in the secondary market. Although the offering price of club tokens in the primary market is relatively stable, it is obvious that with better club

performance and higher commercial value, the value in the secondary market will surely increase at the same time.





# **SOX TOKEN FUNCTIONS**

## Business Scenario

By fusing Blockchain and smart contract technology with a unique sports business model, SportX has created a transparent, measurable sports equity asset which provides a decentralized, efficient and credible trading environment that offers athletes, fans, scouts, agencies, and investors a better way to maximize their earning potentials from participating in sports. The idea is to help everyone involved achieve the efficient transfer of sports commercial value to personal value.

Amongst other things the critical services offered by the platform include:



### Sports Asset Issue

Issue tokens for sports stars or clubs. Tokens are used as an exclusive proof to hold or spend on their related rights and interests.



### Sports IPRs investment

Investing on sports Stars' Image rights and exchanging on the secondary market. The return on investment is locked by smart contract.



### Crowdfunding Programs

Crowdfunding on SportX is initiated through smart contract. People can donate to youth training, charity tournaments, or an autonomous sports club.



### An Equitable Reward Program

To motivate individual players or groups to achieve their goals, such as setting up a "reward platform."

*Use-case Analysis*

*An Argentine women's hockey national team fans uses 500 SOX to buy the team's Olympic championship incentives, if the Argentine women's hockey national team win the Olympic Games, they can get this SOX paid by fans,*



#### Talent Development

By actively participating in funding projects for young players



#### Provision of Lottery and Voting Opportunities

They are designed for users to boost their investments on the platform

As a matter of duty, SportX undertakes the ecosystem members' bookkeeping, confirmation, search, and the offering and trading of the digital equity assets maintains the stability and security of all transaction information recorded on the platform. SportX also prevents man-made alteration of the transaction, so as to clearly guarantee the owner's rights to the ownership of the goods or assets.

Furthermore, SportX ecosystem platform sets rules for the issuance of digital equity assets, and a small portion of SOX for each issue will be charged as commission. This commission will be placed on the Foundation as the reserve to stimulate new users.

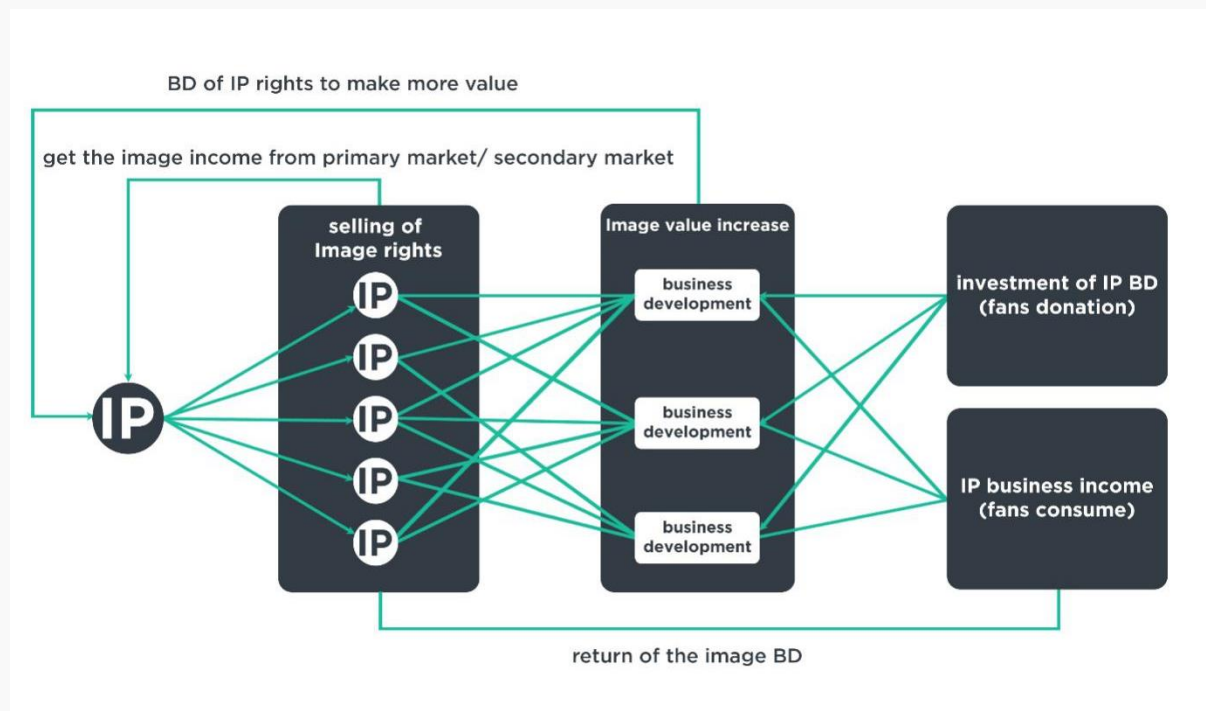
## Sports Value Network (Based on SOX and Players Token)

The abundance of agents, opaque market prices, and high commissions have complicated the process of negotiating and purchasing in players' portrait rights, resulting in a bad cycle in which "less buyers led to less business development inputs, and then led to more difficulty in IP values." Even as the same top-level IP, it's easy to create a significant gap in the player's commercial value due to the operation ability of the team.





Blockchain technology makes the tokens flowable and trustworthy, the distribution of benefits can be implemented in such a commercial scenario in a fair and transparent way to reach the effect of the rapid release of IP value. From this end, players will benefit more from careers.



### Use-Case Analysis

The following use-case shows a crowdfunding development process of Kaka's image T-shirt based on the SportX smart contract:

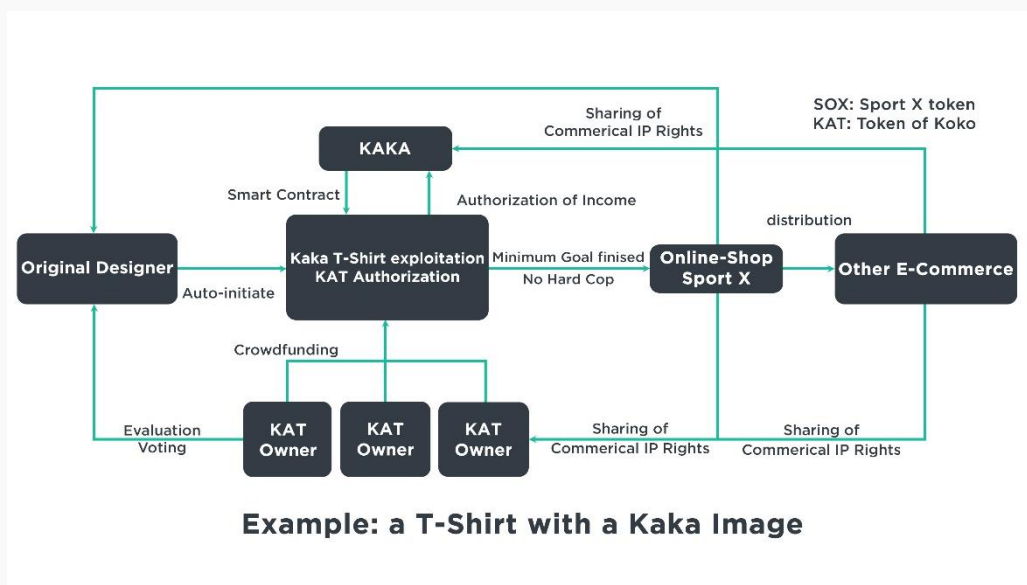
Kaka has issued a personal token KAT through SportX and has released an open crowdfunding agreement for image clothing products through the platform. The minimum number of authorizations required for such contract is 10,000 KAT, and the designated profit distribution form can include SOX payments and special discounts for products.

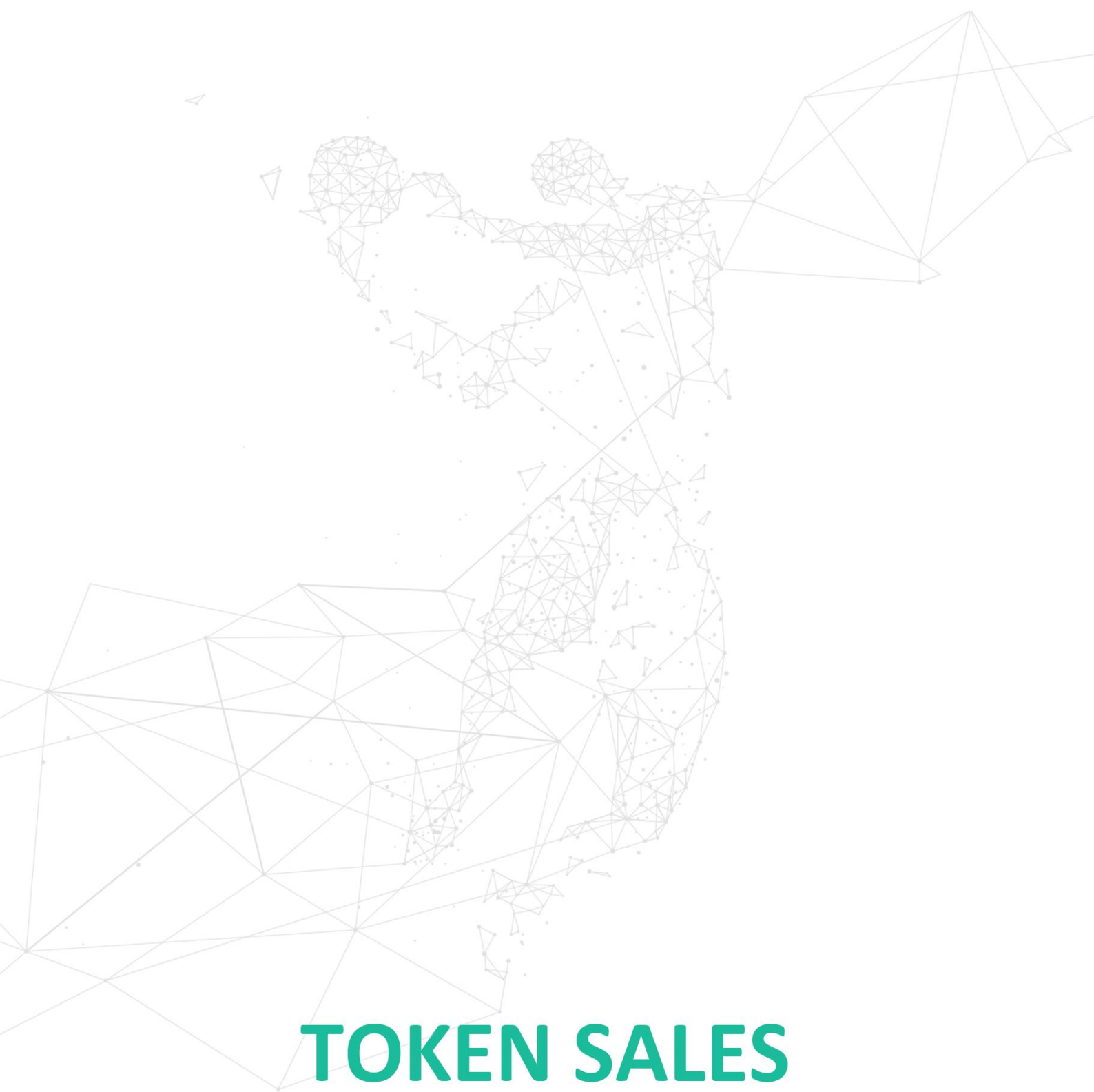
As part of the project description, a fashion T-shirt using Kaka's image, will launch an equity crowdfunding contract based on the above agreement on the platform and pay 100 KAT as the launch authorization. 800 Kaka fans gave their support for the plan by

donating KAT. They donated 18500KAT to the crowdfunding contract within the specified time, reaching the minimum authorization requirement of 10,000 KAT.

The crowdfunding project was approved by the contract, and the 18,500 KAT raised was paid to Kaka himself as the authorization of the portrait right (3% to SportX Foundation for the development of player contracts and community operation feedback).

After successful product development, the online store will be bound to the original crowdfunding contract. The merchandise sales profit will be automatically allocated to crowdfunding participants, designers and Kaka himself according to the KAT authorized investment ratio and the role factor. As this crowdfunding raises 18500KAT, which substantially exceeds the minimum licensing requirement of 10,000 KAT, designers will enjoy a higher profit sharing according to the agreement.





**TOKEN SALES**

## Token Sales Allocation

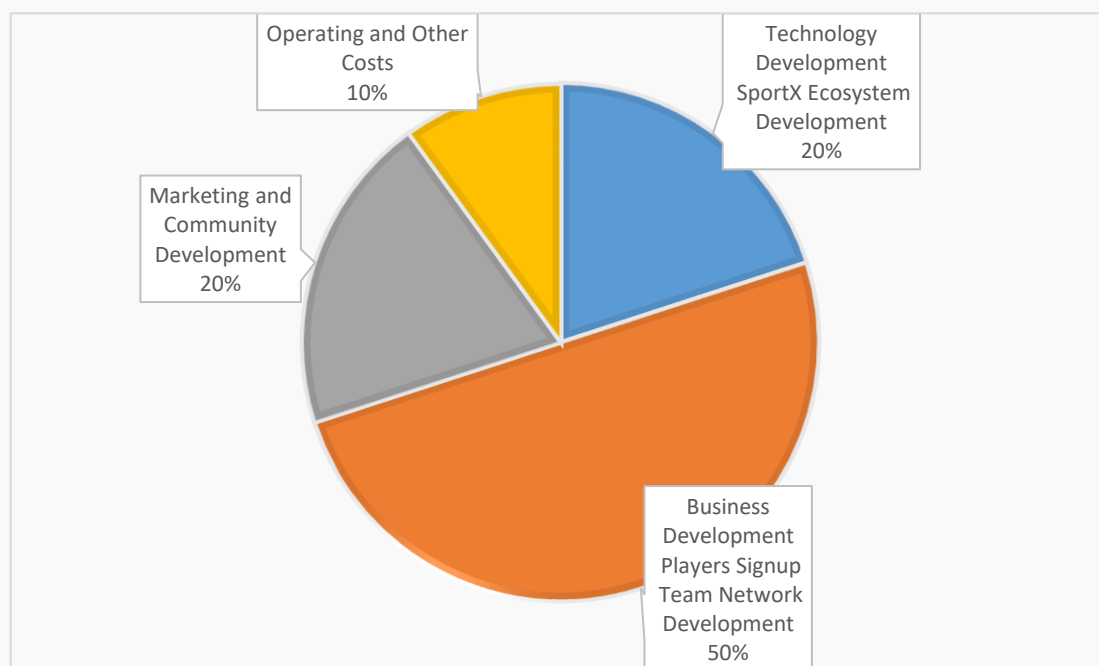
For the updated token generation event information, visit us at [www.sportx.one](http://www.sportx.one).

Symbol	SOX
Hard Cap	25,000 ETH
Exchange Rate	ETH:SOX = 1:75,000
Total Supply	10,000,000,000 SOX

## Token Sales Allocation

For the updated token sale pricing and timing, visit us at [www.sportx.one](http://www.sportx.one).

## Use of Funds





# **THE SPORTX FOUNDATION**

As an international public Blockchain committed to providing services to the global sports ecosystem, the SportX Foundation is based in Singapore and is dedicated to the development and promotion of the SportX public Blockchain, emphasizing transparent management, and promoting the safe and harmonious development of eco-society of open-source.

## Foundation Structure

The structure of the SportX Public Blockchain Foundation contains operational procedures and rules that govern daily work and special circumstances: The Foundation includes the Executive Committee, the Risk Management Committee, the Personnel Commission and the Audit Committee. The specific functions of each committee are as follows:

1. The Executive Committee

Responsible for researching and making long-term plans, formulating the regulations and management system of foundations, investigating the feasibility and approval of new projects and managing operations.

2. The Risk Management Committee

Responsible for researching and making risk control strategies, confirming risk control standards and auditing overall operational risks.

3. The Personnel Committee

Responsible for drafting and modification of remuneration and incentive plans, review of the establishment of institutions and position settings, and recruited personnel.

4. The Audit Committee

Responsible for the operational audit, financial audit, code audit and destruction of Token.



# PROJECT ROADMAP



# PROJECT ROADMAP



**2018 Q1**

Agreement from 3 Big Stars Partners

**2018 Q2**

Launch SportX Platform  
Issue First IPRs  
SOX Token Distribution (ERC20)  
Prediction Platform Online

**2018 Q3-Q4**

Issue Star Tokens  
Launch SportX Exchange  
Crowdfunding Project Online

**2019 Q1**

Signing of 100 Rising Stars

**2019 Q2**

More Equity Products and  
Scenarios Based on SOX

**2019 Q3**

Organize Tournament based on  
SPORT X. Achieve business  
circulation through tokens

**2019 Q4**

More than 500 Athletes join in  
Finish the main ecosystem

**2020 Q1**

Partner with professional leagues,  
build up the tokens-based transfer  
platform  
Launch SportX Big Data Support

## TEAM MEMBERS

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For the updated Team information, please  
visit us at [www.sportx.one](http://www.sportx.one).