

Sporting Chance

ICO WHITE PAPER

What is www.sportingchance.com?

- ▶ Self regulating market platform for the exchange of information relating to the gambling sector
- ▶ Trading platform and management back office “launch ready” through www.sportingchance.com to commence income generation
- ▶ Platform to be enhanced with block chain technologies – e.g. smart contracts, escrow finance services, resulting of information and other AI applications
- ▶ Platform to accept Crypto Currencies
- ▶ Sporting Chance represents a disruptive technology for the gambling sector increasing investor profitability and decreasing Bookmaker profits

What is the commercial opportunity?

- ▶ Racing and Sports gambling sector has over 500 million regular participants worldwide
- ▶ Less than one percent (1%) of participants make a profit from their gambling activities
- ▶ Unlimited demand from unprofitable gamblers for profitable information
- ▶ www.sportingchance.com connects this demand with a supply of profitable information
- ▶ 20% commission charged on all information sales that produce a return to the buyer
- ▶ Overall gambling sector continues to grow globally each year despite recessions or financial downturns
- ▶ The concept is immune to regional gambling laws and regulations
- ▶ The concept is ideally suited for Block Chain and Crypto Currency conversion

What is the market size?

- ▶ Over 500 million active gamblers in “non-Asian” countries
- ▶ Asian gambling participation not quantified but estimates place it at over 1 billion
- ▶ Active gambling population increasing yearly with increases in Internet accessibility
- ▶ No impact on gambling participation rate from recession or other financial scenarios
- ▶ Less than 1% of active gamblers generate profit from activities
- ▶ Profitable gamblers have unique opportunity to sell information to mass audience

What is the ICO looking to raise?

- ▶ 200 million tokens available on Waves exchange
- ▶ Pre ICO sale discount of 25% - e.g. price = 0.01000000 Wave token
- ▶ ICO launch 11th May
- ▶ ICO funds to;
 - ▶ Launch market ready platform (www.sportingchance.com) to generate income and establish branding and market position
 - ▶ Development of blockchain technologies to enhance platform capabilities
 - ▶ Embed Crypto currency functionality within the platform
 - ▶ Fund operational and growth strategies
- ▶ A token buy back and dividend release strategy to be rolled out within 2 years

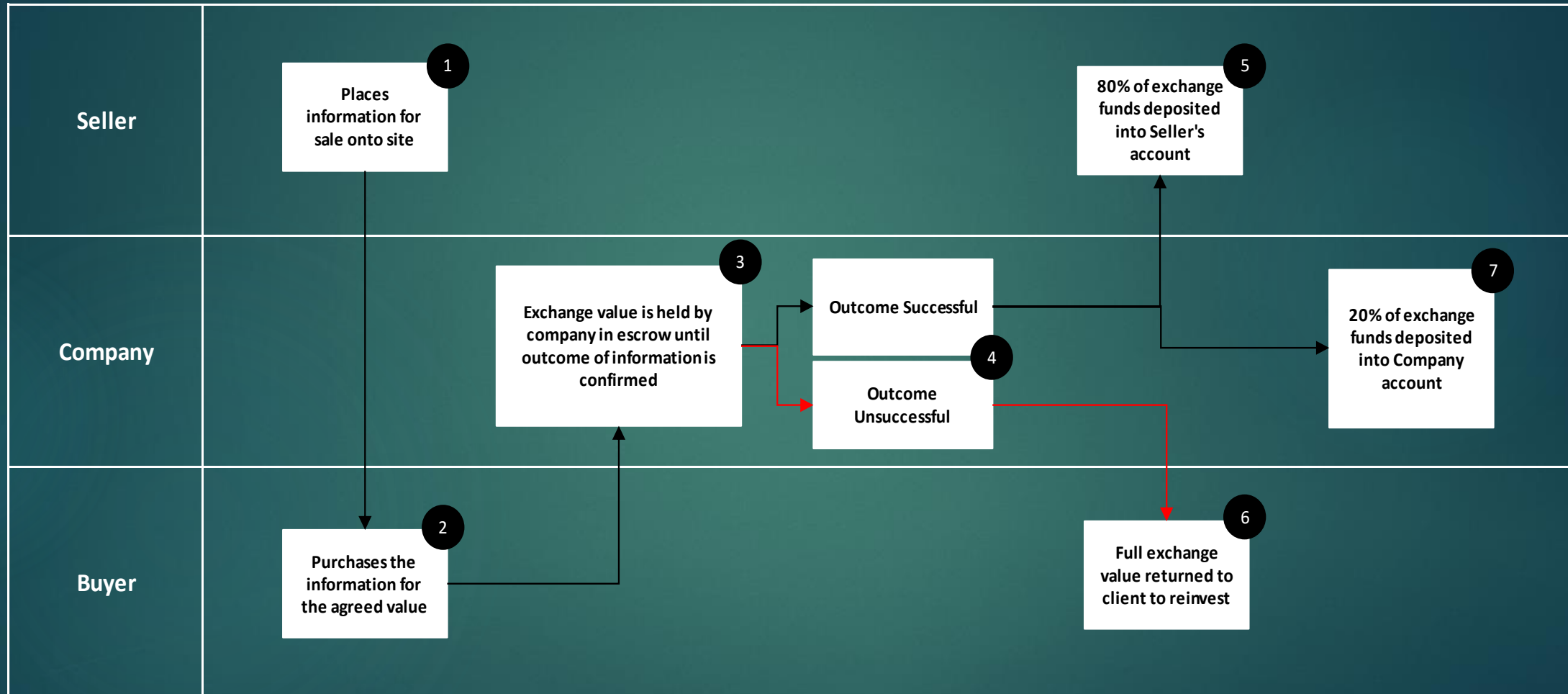
How will the ICO participants be managed?

- ▶ A dedicated communications manager will be appointed post ICO to ensure a timely, accurate and transparent information flow between the company and investors
- ▶ All regulatory financial reporting and business updates will be made available to ICO investors in real time
- ▶ A comprehensive communication strategy to Crypto, Social and other media platforms to ensure information is being transmitted to increase your token value
- ▶ ICO investors will be able to engage the Sporting Chance management team via a formal Q&A process at any time

What are the business goals and when?

- ▶ ICO pre sale up to 11th May (25% discount)
- ▶ ICO release May 11th May
- ▶ Web based platform launch July 2018
- ▶ Global expansion strategy roll out August 2018
- ▶ Crypto currency functionality development complete September 2018
- ▶ Mobile app launch October 2018
- ▶ Blockchain technology development May to December 2018
- ▶ Blockchain testing and transformation January to April 2019

Concept Overview



Concept Overview cont...

As shown on the previous page the business concept, through the internet portal www.sportingchance.com offers a simple but effective marketplace for the exchange of profitable gambling information. Specifics of the overall process as shown include;

1. A seller of information places a “teaser” for their product onto the sportingchance.com site, via their secure account.
2. Based on past performance or other factors the buyer purchases the information from the seller.
3. The company holds the agreed purchase price in escrow until the information has been resulted.
4. If the information provides a financial return then 80% of the purchase price is credited to the seller’s sportingchance account. The remaining 20% is credited to the company account as commission. If the information does not provide a financial return then the full purchase price is returned to the buyer’s sportingchance account.

Financial Projection Overview

Assumptions for the three year projections include:

- ▶ 5000 new clients attracted to the site every 3 months = 60,000 clients over three years
- ▶ 50% of all clients participate in purchasing two tips every week at an average price of \$10 per purchase which are successful

Financial Summary for 3 year projections

- ▶ Total sales turnover \$46.8m
- ▶ Total commission earned from sales = \$8.19m
- ▶ Total cost projection = \$4.33m
- ▶ Projected net profit = \$3.85m

3 Year Financial Forecast														
	Q1 Yr1	Q2 Yr1	Q3 Yr1	Q4 Yr1	Q1 Yr2	Q2 Yr2	Q3 Yr2	Q4 Yr2	Q1 Yr3	Q2 Yr3	Q3 Yr3	Q4 Yr3		Total
Costs														
Total Cost	326,000	324,500	324,500	324,500	379,000	379,000	379,000	379,000	379,000	379,000	379,000	379,000	379,000	4,331,500
<i>Total Cost (cumulative)</i>	326,000	650,500	975,000	1,299,500	1,678,500	2,057,500	2,436,500	2,815,500	3,194,500	3,573,500	3,952,500	4,331,500		
Revenue														
<i>Commission Revenue</i>	105,000	210,000	315,000	420,000	525,000	630,000	735,000	840,000	945,000	1,050,000	1,155,000	1,260,000		8,190,000
<i>Operating Profit/Loss</i>	-221,000	-114,500	-9,500	95,500	146,000	251,000	356,000	461,000	566,000	671,000	776,000	881,000		3,858,500
<i>Cumulative Profit/Loss</i>	-221,000	-335,500	-345,000	-249,500	-103,500	147,500	503,500	964,500	1,530,500	2,201,500	2,977,500	3,858,500		

Who is behind this concept?

Jason West is the founder and CEO of Sporting Chance. Jason has over twenty years experience within the banking, corporate law and gambling sectors providing executive consultancy services to major companies around the world.



Jason has spent the past three years developing www.sportingchance.com and is passionate about the potential of this product, and its alignment to the block chain and crypto currency technologies.

Jason has an extensive global network of gambling and IT sector contacts who will be utilized to form the required operational and Board structures post ICO.

Jason has an educational background that includes a MBA in business management, banking qualifications and further training in the use of operational techniques such as LEAN, PMBOK and Six Sigma.

LinkedIn profile viewable at: <https://www.linkedin.com/in/jason-west-2703897/>

Who will be the team?

Post ICO a fuller Board and management structure will be secured however pre ICO team will consist of;

1. Jason West – CEO
2. Richard Farmery – Client Manager: Richard has over 25 years experience in the gambling sector globally and will bring his knowledge and contacts to the business to grow the client base.
3. Brendon McPherson: UK based gambling expert with over 15 years experience in this sector. Brendon will be responsible for UK and Europe growth and communications.
4. IBC Group: respected block chain and crypto currency IT firm who will oversee the technology builds and upgrades.
5. All immediate operational roles (e.g. communication manager) are to be filled within the first three weeks of ICO completion.

Appendix

- ▶ Further information about Sporting Chance and its ICO can be viewed at www.sportingchance.com/ico
- ▶ Any questions or requests for further information can be directed towards Sporting Chance management through admin@sportingchance.com
- ▶ CEO Message is viewable at:
<https://www.youtube.com/watch?v=Q8FmZLQhZto&t=95s>
- ▶ Token sale at Waves exchange under token name **Sporting Chance** or identifier **HUj4soMc6quiPZfXiXipzReYraXAPiKZtHD3vAUrNkM5**