

SCORUM

The ultimate sports media where passion for sports pays off.

Problem

Millions of fans generate huge income for the sports media industry, without getting a cent. Bettors and fantasy sports players pay huge commissions and have non-transparent and unfair processes.

Solution

An all-in-one solution for sports fans that gives them everything they need with the best terms while providing a profitable business model:

- Sports-optimised blogging platform (with instruments to create sports content) that rewards active users. **DESIGNED**
- Advanced statistic center. **IN BETA**
- Commission-free betting exchange. **TBD 06/2018**
- Commission-free fantasy sports platform. **IN BETA**

Market potential

1 billion

Sports fans world-wide

\$1+ trillion

Betting and fantasy sports industry cap.

8.5 billion

Monthly internet visits

\$80 billions

Sports events market cap.

Economic model basics

Core principles of economic model:

- Scorum Coins (SCR) cryptocurrency and platform ecosystem need to be supported by the real economy.
- All active platform participants must be rewarded within the system.
- These rewards have to be distributed in a fair and transparent manner moderated by the user community

We plan to derive income from:



Internal ads system



Partnership programs



Built-in photobase

It's important to note that Betting Exchange and Fantasy sports will not be a source of revenue but will naturally improve the utility of SCR.

Tokens we introduce

Scorum Coin (SCR) tokens is a liquid cryptocurrency. It will be available for purchase during the Crowdsale.

Crowdsale 18.6M Team 470K Affiliate 930K

Scorum Power (SP) is an internal technical token. It is possible to exchange SP into SCR in equal shares (1:1 ratio) within 12 months.

Acitivites 4.8M Registrations 2.1M Founders 3M Steemit users 0.1M

Crowdsale structure

Nominal value of Scorum Coin is 1 SCR = 1 USD. Tokens Crowdsale will go in the following stages:

- The first 1.6 million SCR was sold at a **50% discount** on a pre-sale.
- The following 2 million SCR will be sold at a **25% discount**.
- After that, 3 million SCR will be available at a **10% discount**.
- The 12 million SCR left after these stages will be sold at nominal value (1 USD).

Reasons to purchase tokens

Big market gives big opportunities.

- Limited emission of tokens.
- No commision exchanges cause big money flow from betting and fantasy sport industry into Scorum Coins.
- Proven reward model by Steemit and Golos, that we improved with real economic drivers.
- Bounty program to attract first million of users.
- First-of-its kind sports media.
- Well-thought-out reinvestment strategy, that includes profit sharing approach with Scorum users.

Marketing strategies

To bring Scorum to mass-audience we have a stable and organized strategy:

- Work with Sports Stars, that will spread Scorum Ideas to the global audience. Right now we have contracts with numerous athletes, such as **NBA Champ Timofey Mozgov**, **NHL Player Nikita Kucherov**, **UEFA League winner Alexander Gleb** and others.



Our contracts include mass- and social media coverage, online and offline ads, contests, interactions at Scorum fests and other activities.

- Generous Bounty program for first million of users.
- Commission-free betting and fantasy sports exchanges will naturally improve users flow to Scorum ecosystem, especially pro-players.
- Our unique instruments for sports writers give them an innovative opportunity to create appealing sports materials and earn money from them. We predict a flow sports bloggers that will cause a flow of reader to our blogging platform.
- We work with the community in the early stages of developing our services. This helps us to build the best solutions for users and prepares them for future products.

Competition

Being the first sports media of its kind, Scorum has no direct competitors among either traditional media sources or blockchain-based projects.

Our reward system is similar to **Steemit** and **Golos**, optimized for sports community needs and improved by our strong economic model. Scorum advantages are:

- Tokens are supported by real value income from internal ads, build-in photobase and partnership programs.
- Limited emission causes no inflation of SCR token.
- Fully optimized for creation of appealing content: handy editorial tools, instruments of sports analytics, built-in photobase.
- Offers set of sports services, such as statistics center, betting and fantasy sports exchanges.
- Easy and transparent registration with 2.1M bounty for first Million of users.

In comparison to traditional services, Scorum has the following advantages:

- Zero commission (traditional services have up to 10%) on betting and fantasy sports and no additional fees.
- Editorial tools: grids, stats, charts, diagrams, heatmaps and other interactive visualisations are available in just few clicks!

Roadmap

Our team is planning to run an MVP of all key services during the first year after Crowdsale.

We have already launched a beta versions of Statistic Center and Fantasy Sports exchanges for Soccer. We are planning to enlarge the number of sports adding US sports within the first year.

Team composition

Our experience:

- Sports analytics and journalism
- Professional gambling
- Blockchain development
- UX, FE, BE, SEO, SMM

Advisers experience:

- Legal
- Business development
- Technical
- Sports

Legal

The crowdsale was construed in compliance with legal regulations:

- Legal Crowdsale company
- KYC/AML Regulation is applied