



REWARDS FOR SPORT ACTIVITIES

Premised on the technology of Blockchain, Bitgoals seeks to reward its active users and incentivize the sports industry. As a Blockchain-powered platform, we use the Blockchain Protocols to guarantee fair rewards in the sports industry.

Using the potentials of smart contracts, we realign the global sport market through reliable and autonomous transactions. It is essentially a worldwide Sports Blockchain Platform that uses one currency for rewards in all sport activities to build an economy among our users.





Participating in sports betting and sports casual activities on traditional platforms, players face the following challenges:

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- ✓ Complicated and long process of registration
 - ✓ System requirements & data storage
 - ✓ Delayed payouts
 - ✓ High fees
 - ✓ Limited betting amount
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At present, technology in the industry as well as individuals lack the ability to solve these problems, particularly the issues of trust and cost. Thus, the major players in the industry rely on authorities and regulation to instill trust, while costs incurred remain high for all parties.

In order to overcome these concerns, Bitgoals offers a platform which caters for and brings together all role players in the industry, who can harmoniously co-exist and share revenues. This platform provides an ecosystem that is transparent and trustworthy, as it allows people to take part in sports activities administered by cryptographically verifiable code.



Bitgoals eliminates all the above mentioned problems by decentralizing the whole process.

We create conditions under which most fans do not want to use illegal platforms anymore. In our system, game players have many advantages through the blockchain mechanism, excluding many risk factors.

Apart from that, all the processes are transparent and the payouts are quick and anonymous.

The bonus extension development allows sites to implement a separate bonus management system from the current Fiat money. On the other hand, it allows customers to accumulate a liquid and secure bonus in all their activities in the field of sports. The best example is in our first client, King Scorer, which is a casual game where the players accumulate points every time a player in the real field scores a goal.

The bonus will be distributed to the top 100 Leaderboards in the conversion according to the ratio of accumulated points. With the currency our user receives, he can buy additional features within the game itself, for example video or a sixth player, or can use the currency in other games (fantasy, gambling, etc.)

MARKET POTENTIAL

Worldwide sport events markets: \$80 billion

Football alone accounts for \$46 billion

MONTHLY INTERNET VISITS

8.5 billion

BETTING AND FANTASY SPORTS INDUSTRY CAP.

\$1+ trillion

SPORT FANS

1.4 billion Worldwide



We have developed a feasible and organized marketing strategy to bring Bitgoals to every sport fan.

Part of this strategy is working with some giant stakeholders in the sports industry. So far we have partnered with:



- ✓ The contracts with these partners include but are not limited to interactions at the different Bitgoals events, social media coverage and advertisements among others.
- ✓ Our first million users will enjoy our generous bounty program
- ✓ Transparent reward system
- ✓ Incentivized and innovative opportunities for fans, commentators, players and contributors in the industry
- ✓ We firmly believe that Bitgoals built-in technology and its development is closely connected with its adoption by the public. The sports industry is currently developing rapidly, as thousands of fans watch any of the sport tournaments globally. Our priority is to develop a service, which allows players to unite into teams, compete and get rewarded for game achievements.
- ✓ We have designed a loyalty system based on both long-term content and unforgettable sport activities experience on the Bitgoals platform.
- ✓ To further prepare our users for future Bitgoals products and develop the best solutions for them, we work and support the Bitgoals community in the early phases of our service development.

OUR KEY ADVANTAGES



One login to all games

The smart contracts system automatically eliminates fraud, which is why you only need to register a wallet and can play anonymously.



The ability to use as much funds as possible

When it comes to Bitgoals decentralized system, there is no need to limit the betting amount for players, a common practice in most centralized services in the industry. Thanks to smart contracts, the system tracks the financial status of players and the betting fairness, and then distributes the rewards.



The ability to get an almost instant payout

Contrary to traditional gambling companies where the big payout is withdrawn in pieces, our players can withdraw Bitgoals rewards within a short time. There is no need for billing systems or payment cards. The player is free to choose how to use the reward.



Limited Data Collection

Using smart contracts technology, we ensure that our token holders are anonymous and secure. Supported by solid legal opinions globally, Bitgoals offers a simplified registration process while avoiding any redundant collection of personal data.



BITGOALS TOKEN {STP}

STP is the token used on the Bitgoals Platform. The token acts as:



A sport gaming and betting currency



A reward



A form of payment



An incentive which powers the Bitgoals economy

The Platform can be utilized in several ways, including making transactions and providing services. At the forefront, STP is used as a Token. The STP token enables individuals and organizations play any games available on the Bitgoals platform, place bets with a sportsbook or play the lottery.

BITGOALS TOKEN SALE

The Bitgoals Platform will be based on its STP token. The STP token is issued on demand as contribution takes place, i.e. as 0.6 STP is swapped for either ETH, BTC or BCH, an additional 0.4 STP is issued and allocated to Founders, Team Incentives, and Initial Bank Roll fund.

TOKEN SALE OVERVIEW



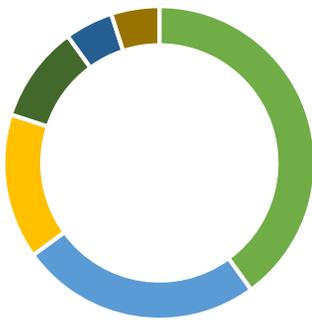
Name: **Bitgoals**

Symbol: **(STP)**

Token Standard: **Hybrid**

STP can be swapped for Bitcoin

STP Tokens to be issued in the Pre-Sale and TOKEN SALE phases, starting on June 14th, 2018, 6:00 PM (Moscow local time, UTC+3)



TOKEN SALE FLOW

50% Group Stage

35% Round of 16

25% Quarter finals

20% Semi finals

10% Finals



FUNDS ALLOCATION

40% Marketing

25% Development

15% Partners

10% Biz dev

5% Legal

5% Founders



Bitgoals has several key advantages over its competitors. These competitive advantages include:

- ✓ We are established company in the online sport industry, our partners are the top companies in the sports industry, with millions of around the world.
- ✓ We work with a licensed manufacturer and service providers in the gaming industry
- ✓ We have the knowledge and hands-on experience in the sport Gaming and Betting domain
- ✓ We have the needed IT infrastructure, necessary expertise, management skills and the development team required to execute a project of this nature efficiently
- ✓ We have certified sports gaming rewards and a bonus system used in a production environment
- ✓ Bitgoals is not in the learning phase. We exhibit real-world experience as well as existing functional systems and infrastructure which are currently servicing customers and the gaming industry



Ben Harris

Co-Founder



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