STEM - the first sports team statistics token exchange

Tokenize the statistics of sports teams. By buying statistics tokens, users can earn on the performance of football clubs.

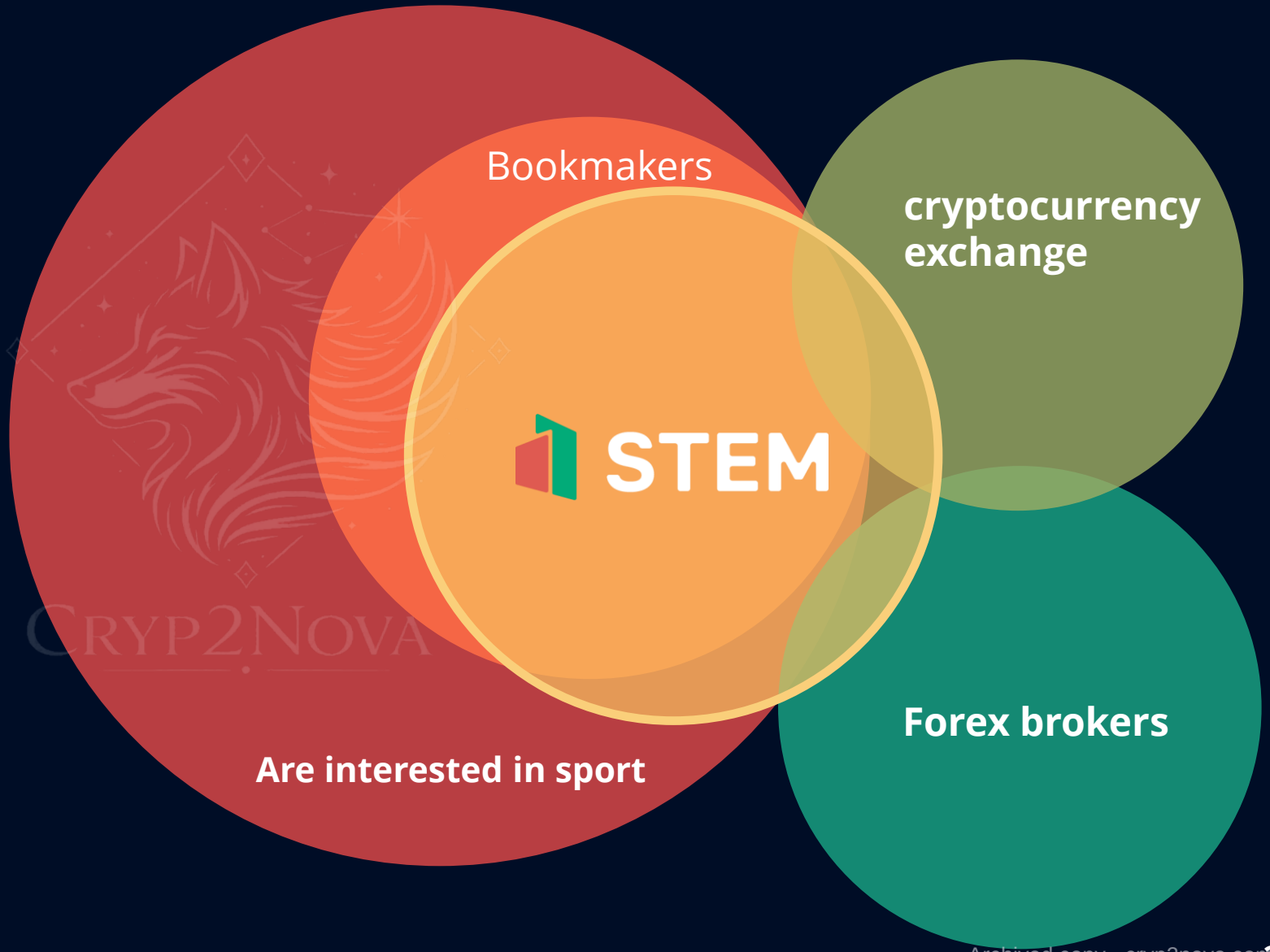


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Market

We are creating a product that shapes the blue ocean at the intersection of various products.

Our main target audience is users of Bookmaker’s community who are interested in sports.



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The size of the market and trends:

Target audience: players at bookmakers

The number and the volume:

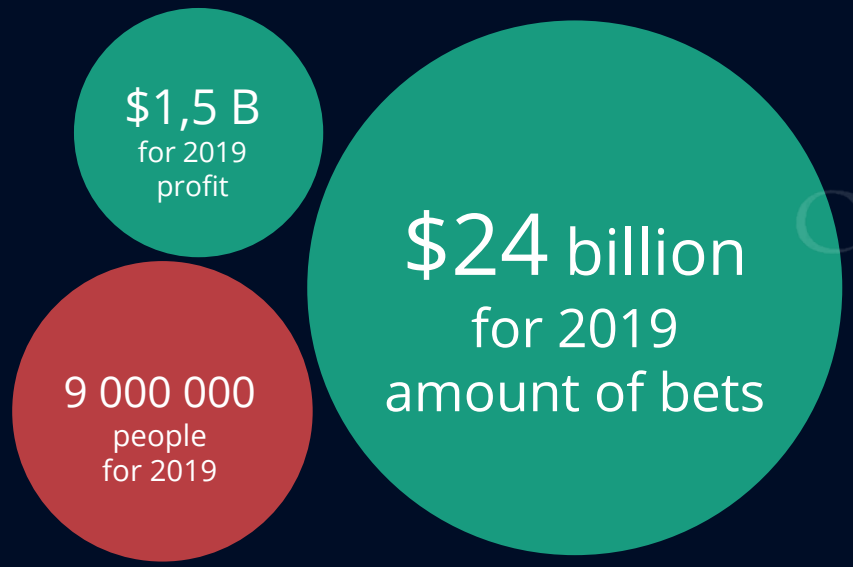
More than **9,000,000** people in the CIS

The income of BC in 2019 is higher than (exceeds) **$1,5 billion**.

The amount of bets is **$24 billion**.

There are approximately 300 bets a year for a person on average.

The average size of a bet is $20.

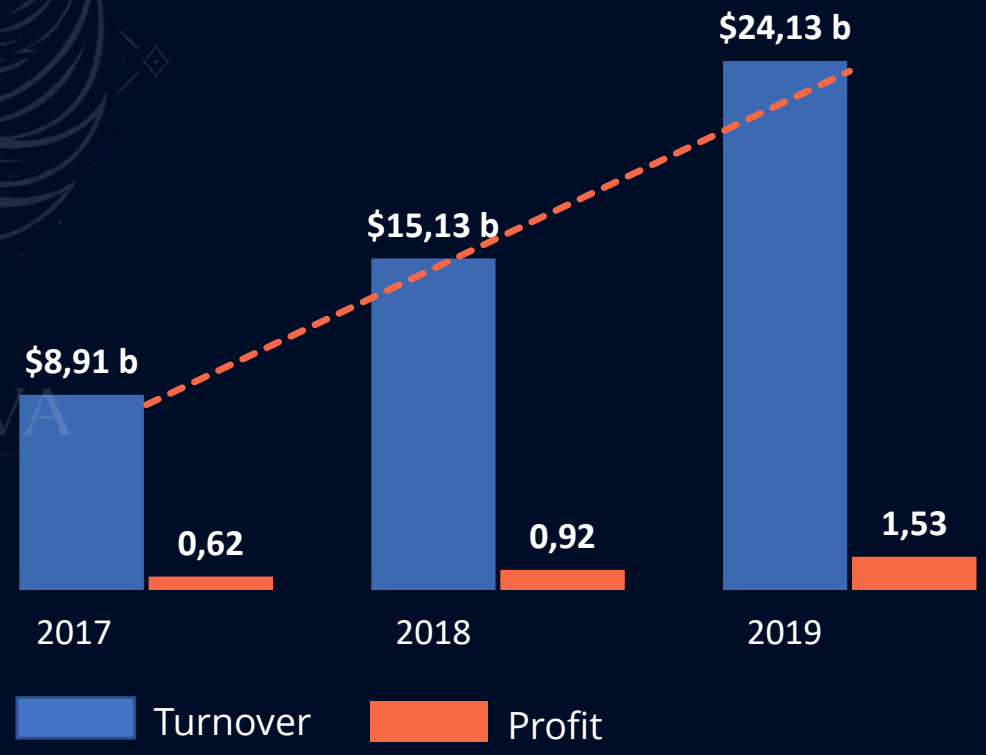


Market trends:

During 2017-2019 the market has been growing rapidly around +50% a year.

According to the forecast for the period till 2024:

the annual increase is expected to be around more than +15%.



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* Statistic data was taken from market research of for 2017-2019 made by “Bookmaker’s Rating” company.

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The motivation to bet:



Earning one-time or regular extra-money

76% of players



For fun, excitement and pleasure

65% of players



Drive the interest while watching a match

39% of players

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Problems of players on bookmakers



High possibility to lose the whole sum of the bet. This can lead to the absence of profit at the distance.

Less than 10% of people benefit in a long term



Negative attitude from people around about this kind of entertainment.

There is more than 30% of Russian population who considers bookmaking as a crime and addiction with zero chances to win.



Wasting time for finding news and live statistical data about the team on various resources.

People waste up to 32 hours monthly just for making a decision about a bet.



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Basic idea and principles of STEM:

At any moment of the game there is a rating for each sports team based on its performance. The data reflects the success rate of its games in comparison with other teams.

STEM creates the database of team ratings and releases tokens of every team for sale.

Tokens are a kind of virtual currency for each sports team. Each token has its own cost based on the team's performance and has limited release.

The cost of a token is defined with the statistic of team performance.

The better the team plays and the higher its rating, the more expensive the tokens.

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SPORT TOKEN EXCHANGE MARKET (STEM) is an exchange of trading and exchanging of sports team tokens.

A user evaluates if the token cost changes and buys it in order to sell it later and makes some money on price difference.

World Ranking **15689**

the price of a football club **$ 650 million**

Token Price 121,14$

bid coefficient **1,24**

tournament standings **3**





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What kind of problems does STEM help to solve?

There is no risk to lose the whole deposit if you failed in your forecasts for the game

The cost of team tokens will change slightly. It might return to the original price in the future. In case of emergency, we can buy back tokens at an average price.

There is an opportunity to make money for a long time

We offer a clear and transparent mechanism of token cost evaluation and possibility to make forecasts for price changing in further periods. That leads to the chance to get extra money.

We save the time you might waste searching for news and statistical data

You will find all necessary information, news and live broadcasting on our platform.

The absence of a negative attitude from people around.

Perception as a trader and analyst of sports events.



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What else will you find on STEM?



A section for sports “forecasts” and analysts. Experienced players will be able to monetize their forecasts of changing (increase or fall) token’s cost.



Involving users in various contests for all tenderers. Granting statuses and money in case of successful trading.



Training materials for more successful trading.



Detailed team statistic and all the news on the platform.



Team fan clubs.

Communities for discussing news of a certain team.



Dividends for token holders and other bonuses (for activity on the platform, number of visits and transactions, etc)

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Why now?



Cryptocurrency and blockchain. New technical capacities have appeared to build safe and fast-working platforms more easily and quickly.



There is a new generation who are ready to try something new.



The appearance of cryptocurrency and crypto exchanges provided more understanding, interest and trust to financial online platforms.



Obvious growth of all online markets of the financial game such as “BC”, “Crypto Exchanges”.

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Monetization.

Main:

commission from transactions (0,2%);



Additional:

advertising on the platform, including big brands.

Autotrader of the system participates in trading. Initiates up to 20% of the total number of deals; profitability of each deal is around 0,1%.

Loans for trading (“shoulder”). Fees approximately 0,2% a day.

Distribution of funds received from the first emission to the low-risk deposits.

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What do we know about target audience?

Gender:
Men – 70%
Women – 30%

Age (20-45 years):
18–24 – 16%
25–34 – 41%
35–44 – 29%
45– and more – 14%



Marital status:
Married – 68%
Single – 27%
Other – 5%

Occupation:
Specialists, office workers – 38%;
Chiefs – 23%;
Workers – 17%;
Entrepreneurs – 8%;
Students – 6%;
Others – 8%

Interests:
Sports bets, sports events, financial games.

Education:
University education – 59%
Uncompleted University education – 10%
Specialized Secondary Education – 18%
Secondary – 11%
Other – 2%

Financial situation:
There are no difficulties to buy long-life goods – 57%
There are money for basic needs but difficulties with buying long-life goods – 25%
there is money for luxury items – 10%
there is money only for basic needs – 5%
there are no financial difficulties – 2%

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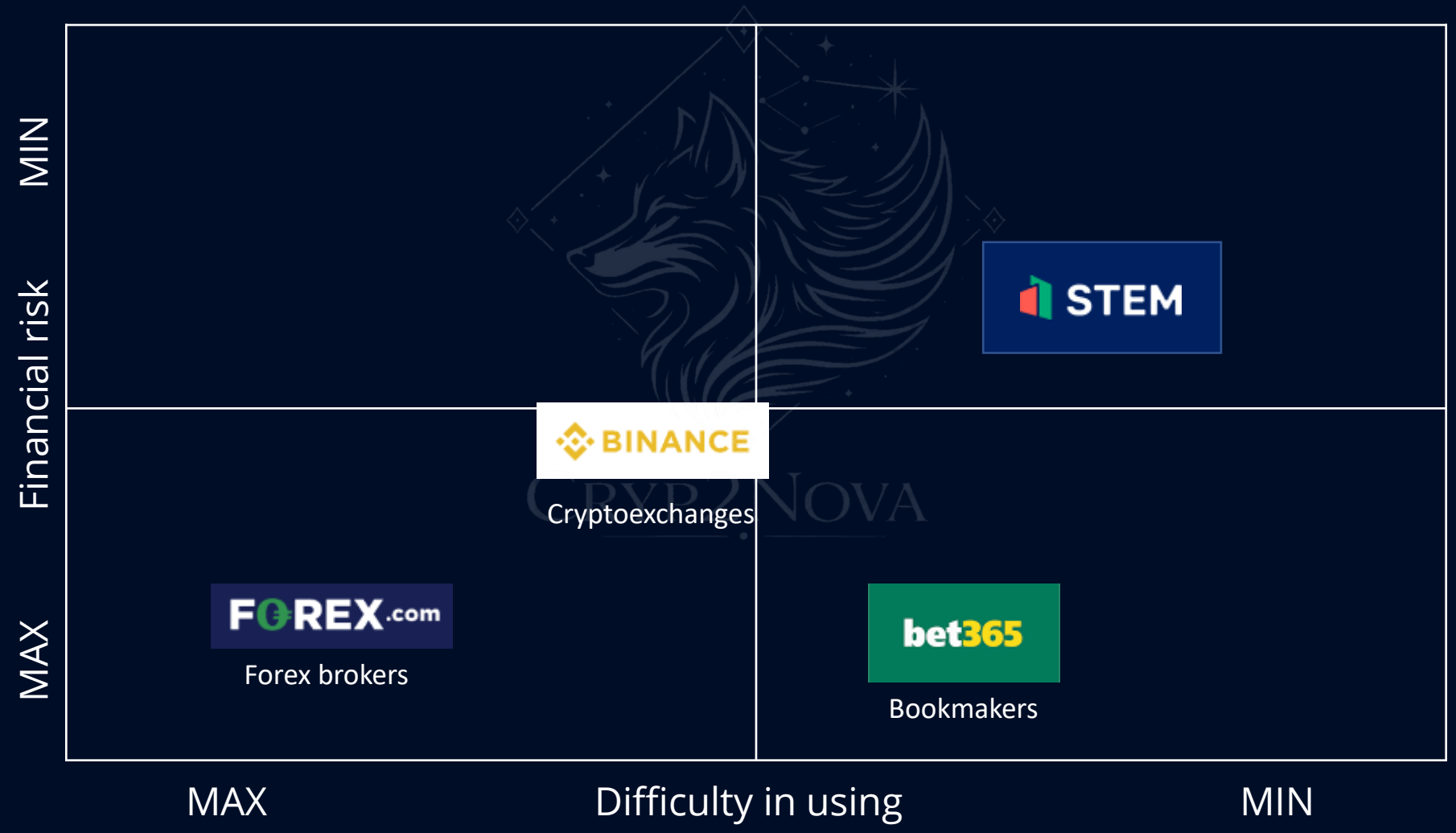
Review similar industries

Betting offices are the closest competitors.

There are intersections of target audience with the same at Forex markets and Crypto exchanges.

The assets on STEM exchange are given with clear cost estimate and can be predicted well. That differs them from most Crypto Exchange assets.

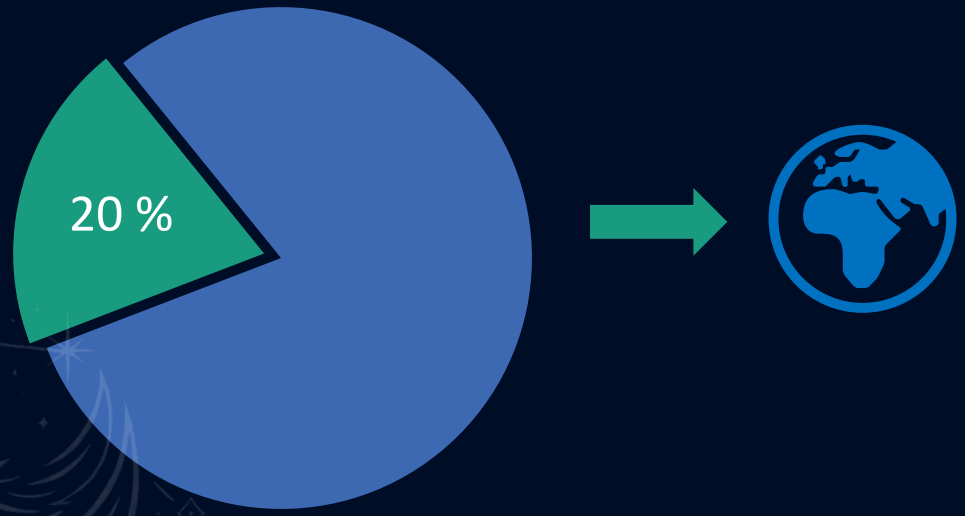
Moreover STEM provides some options for risk insurance which is not available at any other similar platform.



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Objectives for the development

to take 20% of sports bets audience of CIS countries and enter the world market for nearest 3 years;



Objectives for 3 years in numbers:

5 000 000
users around the world

15
average number of transactions per person

30$
average transaction amount

2 250 000 000$
the total amount of transactions monthly

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