

BEAT - Do Sports - Earn Money



Whitepaper

v1.0.5

Join us in revolutionizing the way the world is doing sports.
3 years of development with 40 rockstar developers, already
market leader in Germany with thousands of business
customers, millions of members and a strong partner ecosystem.



beat.sportalliance.com

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Abstract



BEAT Token: Ethereum ERC-20. 230,000,000,000 tokens.
60% will be earned over 20 years via sports activities



Participate with Ether
more options including fiat will be added in future phases



No Minimum Contribution
feel free to contribute 1 Wei ;-)



Exceptional Team: 140 employees, 40 developers, experienced management team and professional advisors



Trading: expected to be traded on multiple exchanges



ICO - Price: 1 BEAT = 0.01 EUR



Referral Program: multi level referral program



Product: already several hundred man-years invested in research & development, dominant market-leader in Germany, ready to scale worldwide



1. Core Values



Trust: We will build this vision on a solid foundation of in-house expertise, professional partners, engaged customers, experienced investors and dedicated team members - and a love of innovation. This is not some quick-shot, abstract, conceptual upstart. We are real: real product, real users, real technology. We are already engaging thousands on a daily basis - we want to turn that into millions. Worldwide.



Impact: To make a difference requires triggering the right emotions and having leverage. We start big and we touch the world of sports where it matters most: motivation. Motivation comes from seeing results, experiencing a community, enjoying shared experiences, encouraging engagement, ease of 'bureaucratic' admin tasks and seeing improvements.



Speed and Excellence: To conquer the world, you need momentum and high aspirations. With our industry leading technology solutions and by growing on a sustainable basis, we have the power and endurance to grow with you; and with our tested and proven service, the extra support to carry you beyond previous limitations.



2. Company

SportAlliance is a network of companies with one common goal: to embrace all sports participants and providers, and encourage people from all over the world to do more sports.

We all know that increasing the amount of physical activity is good for us. Not only do sports and fitness stimulate and sustain our health, they also enhance our performance skills and increase our well-being. However, too few of us practice sports or exercise regularly and consistently.

SportAlliance is leveraging the vast possibilities of technology to support people who practice - and companies that offer - sports, fitness and wellbeing. This empowers both users and providers to effectively reach their goal: to continuously motivate to perform, encourage to keep going, and generally help those of us who aspire to a healthier active lifestyle.

Members:



Sites:

- <http://magicline.com/>
- <http://www.eurofit24.com/>
- <https://fitness.bedarf.de/>
- <https://mysports.com/>
- <https://noexcuse.io/>

SportAlliance is a joint effort of the companies **Magicline GmbH, Eurofit24 GmbH, MySports GmbH** and **[Bedarf.de](https://fitness.bedarf.de/) GmbH** and the brands **NoExcuse** and **Gymlab**.

Magicline GmbH develops and licenses the management software Magicline. It is the recognized market leader for management software in the fitness industry with more than 3,000 installations in Germany alone. It has attained this position due to its competitive pricing and its ease of use. Magicline is a cloud based solution with market leading functionality, covering the needs of any fitness studio and - with slight enhancements - virtually any type of sports provider. Being cloud based, it can be distributed at very low cost and integrates seamlessly into the new mobile computing world.

Eurofit24 GmbH delivers administrative and financial services to owners and managers of sports facilities. It was brought to market as proof of concept on how to monetize the access and integration control, which Magicline represents in the facility administration. It currently manages a volume exceeding 50 million euros (run rate) with a strong growth trajectory.

[Bedarf.de](https://fitness.bedarf.de/) GmbH runs the online marketplace **[Bedarf.de](https://fitness.bedarf.de/)**. This e-commerce company was brought to market as proof of concept on how to monetize the aggregated demand of the German sports community. It already surpassed the 1 million annual run rate and is poised for further growth as it is highly scalable.



MySports GmbH develops and runs the **NoExcuse** portal. NoExcuse is the name of the community portal, available via an Android or IOS app since June 2017. It provides its registered users with integrated access to their sports facilities running on Magicline 2.0. An e-commerce marketplace and various community features will soon follow. The name "NoExcuse" serves as a constant reminder to members to help them avoid inventing excuses to slack off in their exercise. It supports the booking of services and classes at the sports facility as well as managing the training plan. In the future, NoExcuse will also be the mobile wallet for BEAT and one possibility for earning BEATs with sport. MySports is the company launching the BEAT ICO and will be responsible for delivering all BEAT related aspects of the SportAlliance roadmap.

Gymlab is our inhouse technology lab where we build a complete fitness center of the future, right within our offices. Here our developers can test integration with the newest fitness machines and technology for sports providers, ranging from access control units over body fat analysis scales up to massage seat integrations. Beside this, it is also a fully functional fitness center for our employees to keep themselves fit and healthy.



All companies of SportAlliance have Daniel Hanelt as CEO:



There are various articles in the German press about development, products, services, mindset and our successes so far:

Digital transformation:

- <http://www.bodylife.com/aktuell/detail/artikel/digitalisierung-in-der-fitnessbranche.html>

e-commerce:

- https://fitness-und-gesundheit.de/bericht_weil-personalisierung-wirkt-10966.html
- https://fitness-und-gesundheit.de/bericht_vom-onlineshop-zur-digitalen-plattform-10810.html

Marketing:

- https://fitness-und-gesundheit.de/bericht_ein-neues-club-konzept-fuer-die-branche-10958.html

FinTech:

- https://fitness-und-gesundheit.de/bericht_von-0-auf-100-millionen-euro-in-3-jahren-10720.html

Studio Management with Magicline:

- https://fitness-und-gesundheit.de/bericht_zeitenwendewas-magicline-wirklich-vorhat-10621.html
- https://fitness-und-gesundheit.de/bericht_softwareentwicklung-unter-realbedingungen-10542.html
- https://fitness-und-gesundheit.de/bericht_its-a-kind-of-magic--10375.html



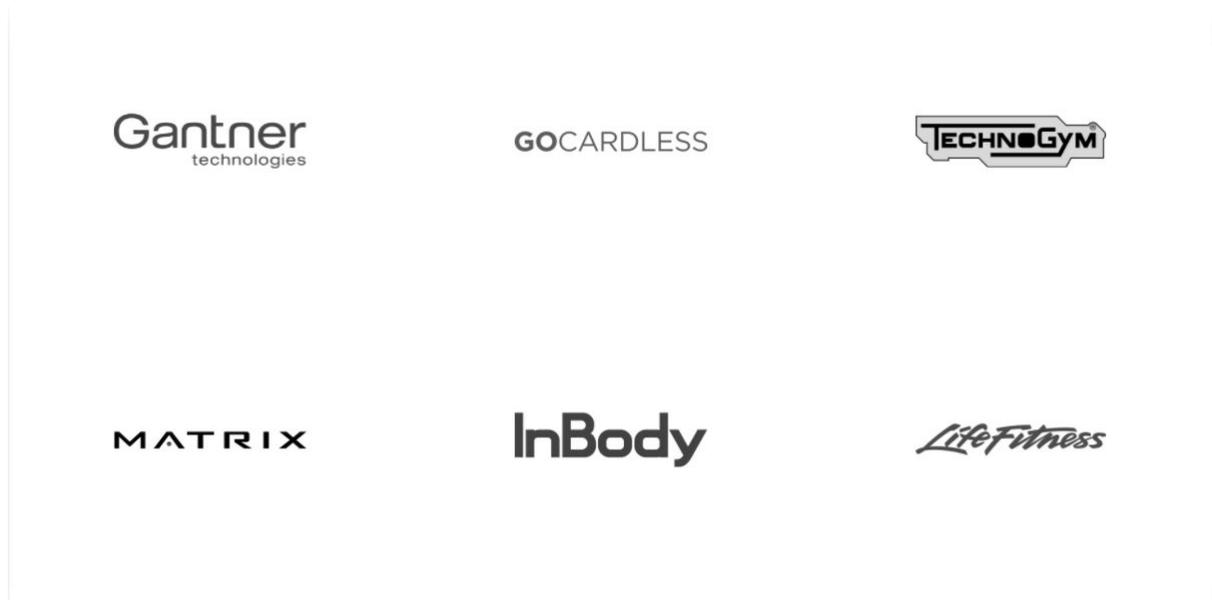
SportAlliance Member Magicline GmbH booth at Fibo 2017 fair (<https://www.fibo.com/>), the world's largest international trade show for fitness, wellness and health:



In 2017, Magicline GmbH won the annual award of the German body LIFE Award for best market performance in the category IT/Software. This was the 17th time in a row we gained this prestigious price.



Partner Network Magicline:



GANTNER is the leading international manufacturer of contactless NFC access control, electronic locking and cashless payment applications for the global leisure industry. Our systems can be found in fitness clubs, attraction and water parks, public pools and spas, ski resorts, commercial applications, as well as educational and healthcare institutions. Throughout the world, GANTNER counts many of the most prestigious leisure facilities among its clients

GoCardless is creating a new international payments network to rival credit and debit cards. Our ambition is to break down barriers so businesses can quickly and easily take payments from anyone, anywhere in the world. GoCardless currently processes £3 billion worth of transactions for over 30,000 organisations across the UK and Europe and is growing fast.

Technogym is a world leader in the Fitness and Wellness solutions sector, and has equipped more than 65,000 wellness centers and over 100,000 homes worldwide. An estimated 35 million people use Technogym products every day in over 100 countries worldwide. Technogym is present in over 100 countries worldwide. More than 35 million people regularly use their products.



Matrix Fitness is a global leader in commercial fitness products. They offer cardio, strength and group training equipment, innovative technology, and unique programming. Matrix is among the world's premier – and fastest-growing – commercial fitness brands.

InBody is the global leader in the body composition analysis industry with world class technological advancements.

For more than 45 years, **Life Fitness** has been dedicated to creating fitness solutions that benefit both facilities and exercisers. Our mission to keep people active started with the Lifecycle exercise bike and continues with the widest range of cardio, strength and group training products in the fitness industry.



3. The Problems



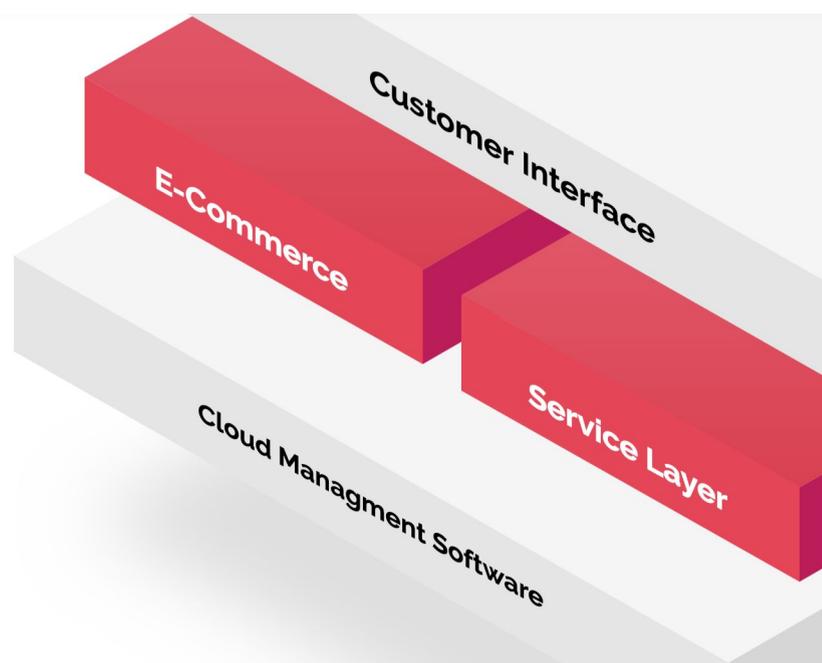
Continuously motivating people, encouraging them to do more sport(s) and keeping alive their desire for a healthier lifestyle.

SportAlliance is a network of companies, with one common goal: to embrace all sport / fitness participants and providers, and encourage people from all over the world to do more sports.

SportAlliance is leveraging the vast possibilities of technology to support people who practice - and businesses involved in - sports, fitness and wellbeing. This empowers both users and providers to most effectively reach their goal: to continuously motivate us, encourage us to keep going, and generally help those of us who aspire to a healthier lifestyle.



4. The Solutions



Customer Interface

A network of sports community apps, fitness equipment, trackers, etc. Our NoExcuse app is the role model when it comes to seamless platform integration. It delivers an outstanding user experience, connecting providers and their customers. Instant booking, payment, scheduling, interactive training plans and presenting new inspired offers; these are just the beginning.

E-Commerce

B2B / B2C e-commerce marketplaces deeply integrated in the customer and service provider interfaces.

We leverage the deep wealth of platform data to offer better matching and targeting for both providers as well as customers.



Service Layer

A broad package of services, ranging from financials to lead generation. Many typical business aspects outside of sports & fitness providers' core competences - or interests - distract their attention and consume unnecessary time, and therefore prevent them from fulfilling their ambitions and reaching their ultimate goals. We take this administrative layer off their hands, leaving them free to concentrate on applying their strengths in the pursuit of developing their business.

Cloud Management

The leading suite of software solutions to manage the daily operations of sports & health providers.

Minimal requirements in hardware - everything lives in the cloud.

Membership management, recurring billing, customer relationship, sales tools, creating and structuring workout plans, scheduling & booking, point of sales, and hundreds of other features.



5. The Ecosystem

SportAlliance is a network of companies, which all share one common goal:

To motivate people across the world to do more sports and physical activity. Each of these companies, and their partners, contribute different services, goods, and software for the fitness world. Through our unique setup, we are able to provide an unprecedented level of integration and value for sports providers, and fitness users / customers.

At the top sits Magicline GmbH. In the last 4 years we developed a brand new studio management SaaS-platform for sports and healthcare providers. With market leading functionalities, like CRM, billing, appointment-management, course / class planning, training concepts & schedules, etc., all areas that a professional sports supplier deals with are covered. After a successful roll-out of version 2.0 in 2017, we now count over 3,000 studios that benefit from our software. Magicline is also the backbone for sports providers in their communication with their partners and helps them smoothly integrate external services, and to provide added value for their customers.

To help sports providers focus on their main goal - to make people embrace and enjoy sports - we founded Eurofit24 GmbH, which furnish subscribers with user-friendly and simple financial and marketing services. With our factoring solution we automate the whole end-customer facing billing and debt collection process, and with our marketing solutions we help to generate new leads.

Our e-commerce company [Bedarf.de](https://www.bedarf.de) delivers all goods needed by sports providers to fulfill their facilities' needs. We offer a large range of goods, from toilet paper to health nutrition and dumbbells, to larger sports equipment.

In addition to our own specialist areas, we have partnered with companies like Gantner, milon, eGym, GoCardless, Paydue, Binect, InBody, Tanita, etc., which all offer supplementary products or services for sports providers.

All of these services and partners are fully integrated into our SportAlliance platform to add additional value to our customers.



With the B2B part in place, we began extending the ecosystem to reach the end-customers.

NoExcuse is our way to bring both the B2B and B2C worlds together. As a community platform available on Android and iOS, it gives registered users integrated access to their existing sports facilities' systems, running on Magicline 2.0. With strong community features and an e-commerce marketplace, it will be the end user's hub for all aspects training related. But first and foremost - as the name NoExcuse suggests - it serves as a constant reminder and motivator to members to engage and encourage them to keep up their fitness regime. This is where BEATs come into play.



6. Earning BEATs

Earn BEATs by Doing Sports

Instead of letting computers mine new tokens, BEATs are earned by tracking sportive activities within the ecosystem. The algorithm to determine the exchange rate of the trading, pair sports / BEAT will be shared among a wide range of partners. A dream come true - connecting all decentralized partner ecosystems through a shared token and common standards.

BEATs can be earned by doing monitored and measurable activities, like doing weightlifting on a digital machine, running with your sensors enabled, or earn BEATs by doing exercises in the supported systems of our partners. With a digital wallet built into the NoExcuse app, you can track all your sports activities, interact with your sports community and manage your BEATs with your phone, all fully integrated into the global sports ecosystem.

To incentivize athletes for long term dedication and to provide a long term motivation, there will be mechanisms to issue those athletes an extra amount of BEATs.



The first mechanism will be BEAT levels. Every athlete will start with a beat level of 1 and will earn BEATs for doing sports with a multiplier of 1x. By doing sports regularly, the athletes can increase their BEAT level to a maximum of 4 to earn BEATs with a multiple of 4x.

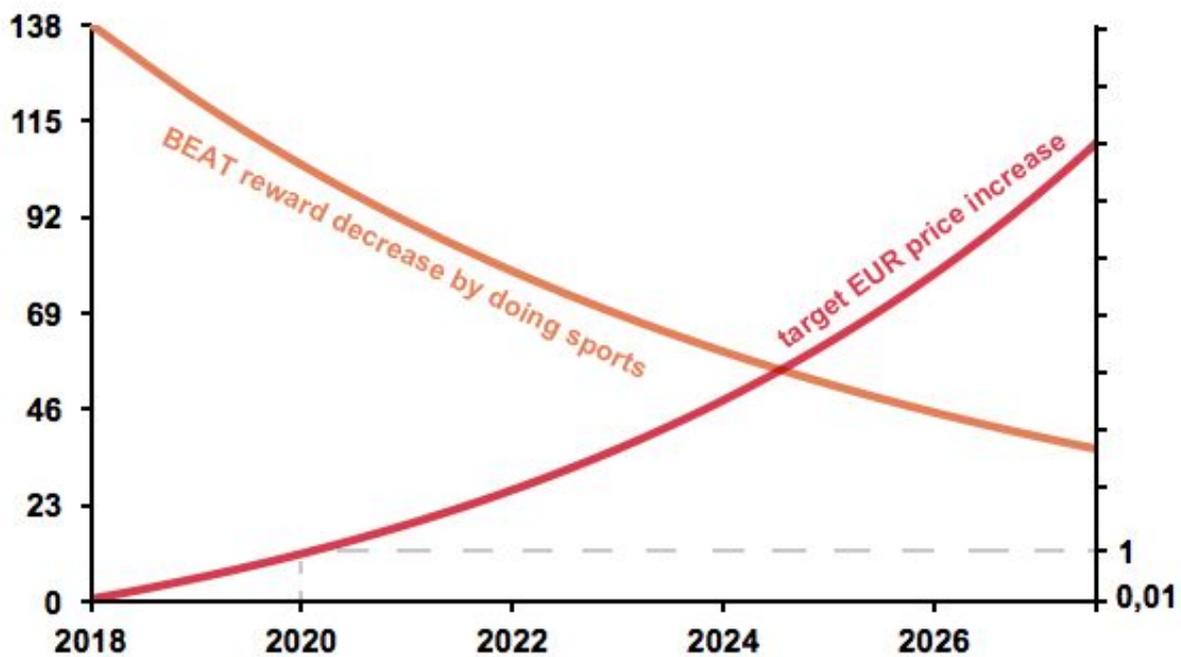
BEAT Level	Multiple on earnings
1	1x
2	2x
3	3x
4	4x

We will build an algorithm to check the total amount of sports inside the ecosystem to set the amount of sports needed for every BEAT level. Hence, by doing regular sports, the athletes has the ability to earn more BEATs over time. On the other hand, not doing sports over a period of time will result in a decrease of the BEAT level.



Trade BEATs on Exchanges

BEATs will be listed on major exchanges around the world. By solving a real world problem for a global industry, expertly introduced in a core market with significant scalability, using a 'live' working platform, managed by an exceptional team, we are confident of generating major publicity, awareness and high trading volumes.



While earning BEATs in the beginning will be relatively easy, the amount of work required to earn BEATs will increase over time. The amount of BEAT tokens you receive for doing sports varies from month to month and decreases proportionally. As a result of this shortage, we create a supply-demand dynamic, which ensures that the BEATs already issued will increase in value over time, and provide a productive incentive reward in the ecosystem, as there will be fewer and fewer "new" BEATs added to the circulation each year, yet more and more trackable activity.



Pay with BEATs within the ecosystem

Earned and traded by millions of people doing sports, BEATs will have a monetary value from the very beginning of the issuance. You can use BEATs to pay for goods and services in an ever growing and exciting ecosystem. Or you just hold on to your BEATs and watch the value increase in line with the expansion of the usage and number of participants.

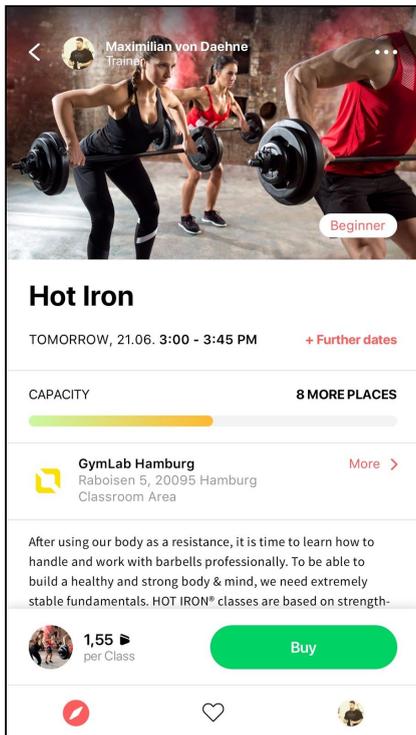
BEATs are earned by doing physical activity and is the fuel for the ecosystem. With our strong partner ecosystem, BEAT will be the driving utility token between sports providers, customers and athletes, and the sports industry.

For example an athlete is doing his training in a gym. This gym is using the Magicline software to manage their studio. This gym also provides digitized machines, which are connected to the BEAT ecosystem. The athlete is using NoExcuse to track the training and to authenticate on the machine. While doing the exercise on the machine, the machine allocates BEATs, and at the end of the exercise, the machine transfers the earned BEAT to the user's wallet inside the NoExcuse-App.

At the end of the training, the athlete may want to buy supplements from the gym. He can now use his freshly earned BEATs to pay for the supplements. The gym owner could keep the BEATs, he could also spend the BEATs himself inside the ecosystem to buy new goods from shops like fitness.bedarf.de, or he could trade the BEATs on an exchange.



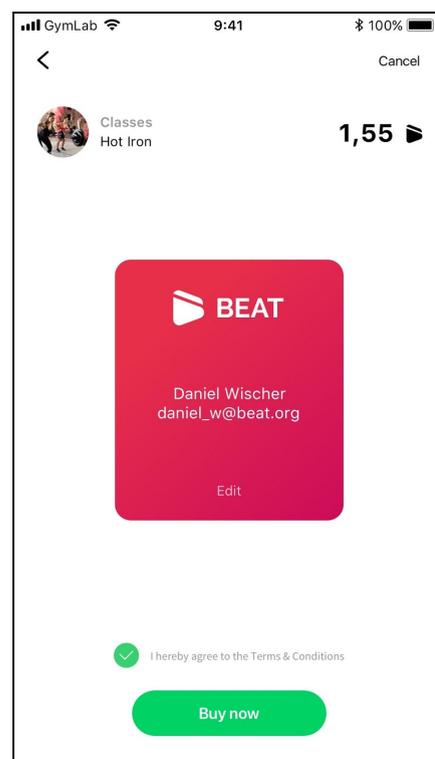
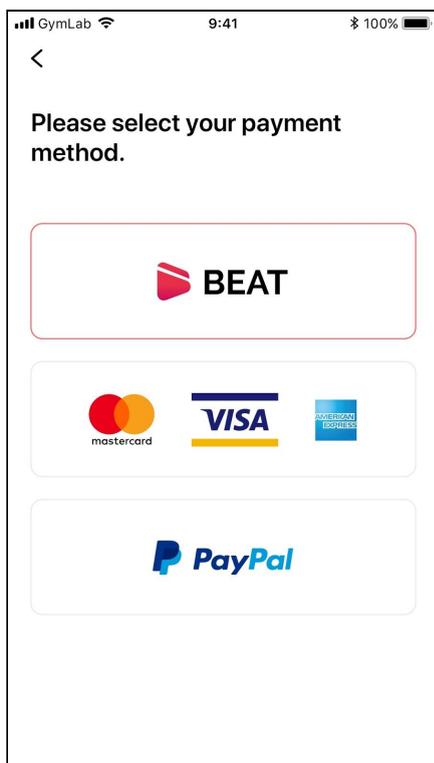
Also users of NoExcuse, or other possible apps in the ecosystem, could



book their appointments and classes in their studios and pay directly with BEAT. In this example inside our NoExcuse-App, the user would directly see the price of the course "Hot Iron" in BEATs. By clicking the "Buy"-Button, the payment process would start and offer the standort payment methods of NoExcuse. Of course BEAT, would be a possible payment method.

After selecting BEAT as payment the BEAT would automatically be transferred from your NoExcuse-wallet to the wallet of the studio

owner. From there, the studio owner could again use for shopping inside the ecosystem or change it to fiat on exchanges.



7. The BEAT token

By launching an ICO (Initial Coin Offering) we would like to give the crypto and sports community the unprecedented opportunity to participate in the SportAlliance success story, rather than limiting investor access to a small number of traditional venture capital funds.

Issuing BEAT also allows SportAlliance to be backed by participants from all over the world, who will have access to BEAT immediately upon its creation, and help spread the word to facilitate user growth and thereby help drive the value of the BEAT token they hold. After the ICO, SportAlliance will aim to list BEAT on relevant token exchanges as soon as possible. We will communicate the exact starting dates of BEAT trading once we have received final confirmation from the token exchanges.

The BEAT token is a standard ERC20 token that can be used by multiple wallets and trading platforms.

The BEAT token smart contract and the crowdsale smart contract will be publicly available for auditing before the ICO launch, at the address:

<https://github.com/SportAlliance/ico-smart-contracts>

BEAT will comply with the ERC20 standard and will be freely transferable on the Ethereum blockchain. Ethereum was the natural choice for this project due to its wide adoption and industry standard for issuing custom digital assets. The compatibility with the ERC20 standard leverages the existing infrastructure advantages of the Ethereum ecosystem, namely in terms of development tools, wallets, exchanges, and human resource expertise.

https://theethereum.wiki/w/index.php/ERC20_Token_Standard



We will build a sustainable ecosystem for the crypto and sports community that utilizes the community and their network effects for fast growth. Hence a contribution to BEAT is a contribution to the future of the SportAlliance ecosystem.

We are committed to go live with BEAT, regardless of the outcome of the ICO campaign. The project will continue and will be implemented.

Economics and allocation

There will be total of 230,000,000,000 BEAT tokens in existence.

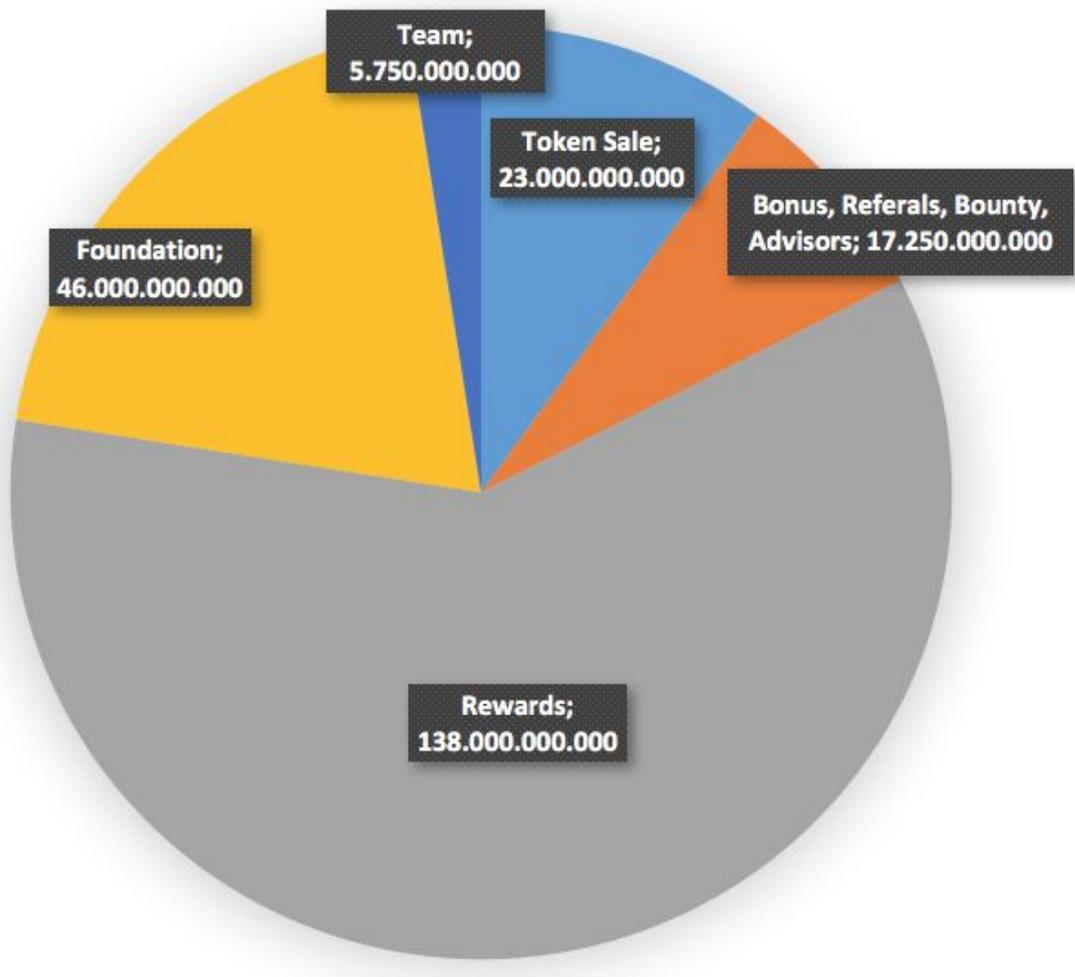
The BEAT tokens are intended to be allocated as follows:

- 23,000,000,000 BEAT (10%) to be sold by the company to crowdsale purchasers (2,500,000,000 in Pre-ICO. 20,500,000,000 during ICO).
- 17,250,000,000 BEAT (7,5%) reserved for bonus payments in Pre-ICO and early ICO stages, and to incentivize the community, beta testers, referral programs, bounty campaigns, advisors, etc.
- 138,000,000,000 BEAT (60%) will be used as rewards for doing sports in the future.
- 46,000,000,000 BEAT (20%) used to build up and maintain the Beat foundation.
- 5,750,000,000 BEAT (2,5%) reserved for the founders as well as current and future team members and advisors.

All unsold tokens at the end of the ICO will go into the BEAT pool used as rewards for doing sports in the future.



Here's an overview:



The reserve for **rewards** forms the basis on which SportAlliance is able to issue BEATs for digitally verifiable fitness achievements. These tokens will not be used for any other purpose than to reward athletic activity within the ecosystem. 60% of the total quantity of all BEATs will thus be only gradually introduced into the market, keeping a big worldwide reserve for rewards available for many years post-ICO.

To put it into perspective, we are planning to release the first 25% of the reward tokens within the next two years with a decreasing rate. The vast majority of tokens will simply not be in circulation in the near future. An algorithm will determine monthly, how many BEAT tokens will be awarded



per verified fitness activity unit. Over time the amount will decrease according to the number of participants and tokens already in the market. That way we ensure a sustained growth in value even when more tokens become available.

The BEAT tokens for the **Beat Foundation** will enable SportAlliance to conduct worldwide marketing activities and collaborations over the coming years. We will continuously increase and enhance the number of apps and devices through which BEATs can be "earned" by doing workouts, as well as create opportunities to use BEATs in place of money for services or products.

The Pre-ICO and ICO comprise of 23,000,000,000 BEATs. That is it. There will be no additional sale for closed groups or companies with special priorities or conditions. All BEATs available for sale have to be purchased under the conditions described here.

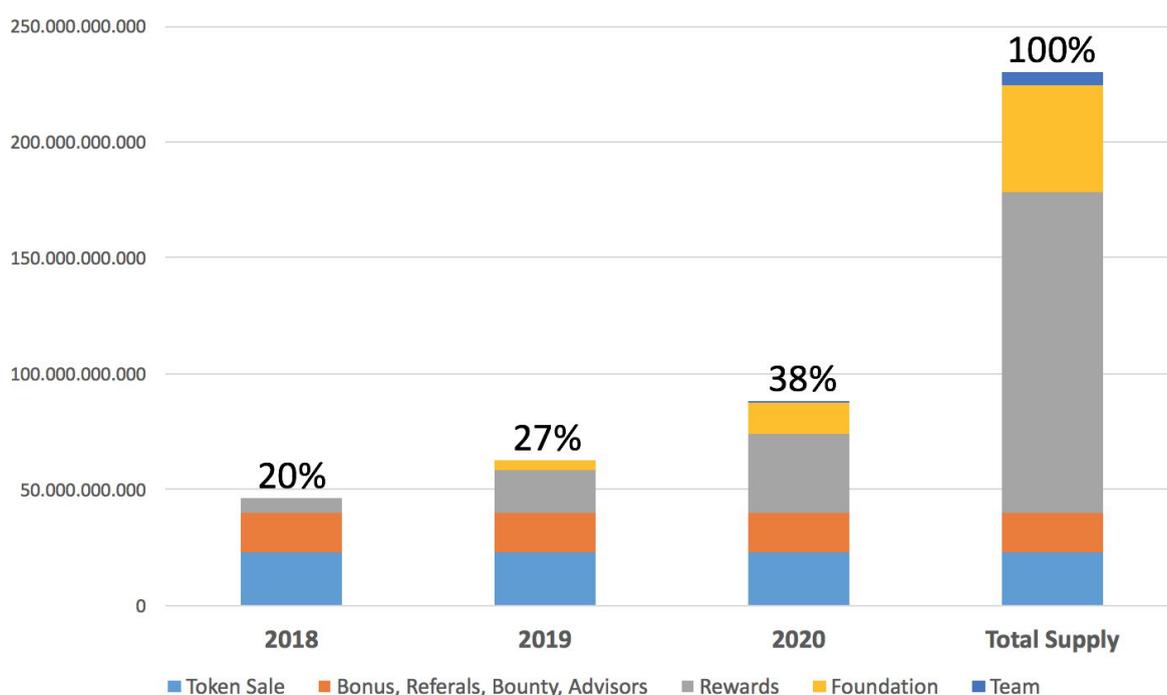


Market Cap and Circulating Supply of BEAT

The platform's goal is to target hundreds of millions of users worldwide. They all will earn tokens by doing sports and subsequently pay or trade with them.

The introduction of BEAT to the world is only the first step. Following the successful pre-ICO and ICO, we will expand our existing solutions to a worldwide scale. The task is to achieve mass adoption with a matching ecosystem, that offers a multitude of acceptance points.

While the maximum amount of BEATs ever in existence is set at 230 billion tokens, there will be just a small circulating supply for quite some time. The vast majority of tokens will be released into the market at a very slow pace. Most of them are part of the locked reward pool for done exercise. The market will by no means be flooded, but rather fed appropriately as demand ramps up. This huge reserve pool is the bare necessity of scale for all those people doing sports and wanting their rewards.



Circulating Supply of BEAT token

The projected amount of BEAT tokens in the circulating supply during the next three years starts with 20% in 2018, goes to 27% in 2019 and will still only be at 38% in 2020. During that time the number of participants in the system - mostly the people earning BEATs while exercising - will grow much faster, thus more than compensate for the increase in token supply.

Assumptions for calculations of circulating supply:

Rewards	decrease	total end of year	circulating end of year
2018	4%	132.000.000.000	6.000.000.000
2019	9%	120.000.000.000	18.000.000.000
2020	13%	104.347.826.087	33.652.173.913

Foundation	usage	total end of year	circulating end of year
2018	0%	46.000.000.000	0
2019	10%	41.400.000.000	4.600.000.000
2020	30%	32.200.000.000	13.800.000.000

Team	usage	total end of year	circulating end of year
2018	0%	5.750.000.000	0
2019	0%	5.750.000.000	0
2020	5%	5.462.500.000	287.500.000



Token Bonus Structure

During the BEAT token Pre-ICO that runs from January 23rd, 2018 to February 20th, 2018, a 100% bonus in BEAT Tokens will be added as long as not all 2,500,000,000 BEAT tokens have been sold.

During the BEAT token ICO, running from February 20th, 2018 to May 15th, 2018 all buyers of the next 4,000,000,000 BEAT tokens receive 75% bonus BEAT. The next 7,000,000,000 BEAT tokens thereafter receive still 50% bonus BEAT. All buyers of the remaining amount of 9,500,000,000 BEAT tokens for sale will still receive a 25%.



Pre-ICO

An initial pre-ICO will be launched on Jan 23rd, 2018. The company is pre-selling tokens (prior to the crowdsale) at a discount.

The pre-ICO round will provide an early opportunity to loyal contributors to join in prior to the full ICO. The pre-ICO will have a maximum duration of 4 weeks, closing the moment the tokens are sold out. During this round the tokens are distributed on a first-come-first-served basis. Regarding the token issue timeline, the BEAT tokens are planned to be issued to all contributors, as soon as their contributions are received.

This timeline may be subject to further delays in the event of any unforeseen legal, certification, or regulatory compliance roadblocks.

Only Ether (ETH) will be accepted as payment during the pre-ICO sale.

The price of 1 BEAT will be the ETH equivalent of 0.01 EURO.

The ETH price is determined based on the average actual value derived from www.cryptocompare.com. We will update this ETH price equivalent regularly (at least once a day).

All BEAT token purchases during the pre-ICO are eligible for a 100% bonus in BEAT tokens.

For information on the terms of the pre-ICO please contact ico@sportalliance.com



ICO

The main BEAT token ICO is running from February 20th, 2018 to May 15th, 2018. All buyers of the next 4,000,000,000 BEAT tokens receive 75% bonus BEAT. The next 7,000,000,000 BEAT tokens thereafter receive still 50% bonus BEAT. All buyers of the remaining amount of 9,500,000,000 BEAT tokens for sale will still receive a 25%.

The tokens are distributed on a first-come-first-served basis. Regarding the token issue timeline, the BEAT tokens are planned to be issued to all contributors, as soon as their contributions are received.

This timeline may be subject to further delays in the event of any unforeseen legal, certification, or regulatory compliance roadblocks.

In the ICO Ether (ETH) will be accepted as payment. Further payment options might be announced prior to the start of the ICO.

The price of 1 BEAT will be the ETH equivalent of 0.01 EURO.

The ETH price is determined based on the average actual value derived from www.cryptocompare.com. We will update this ETH price equivalent regularly (at least once a day).

For information on the terms of the ICO please contact ico@sportalliance.com



Locked Tokens

The 46,000,000,000 BEAT tokens reserved for the Foundation will be locked for one year after the end of the Token Sale. We will encourage all of our partners to extend this period even longer.

The 5,750,000,000 tokens as team reward will be locked even longer. All BEAT tokens reserved for all team members will be locked for two full years after the end of the Token Sale.

Exchanges

We will contact all major and several smaller Cryptotoken exchanges to facilitate the efficient trading of BEAT. This opens the opportunity to trade BEAT worldwide and also to receive BEAT outside the ecosystem of SportAlliance, without necessarily doing sports.



Usage of funds

We will use the proceeds collected from the Token Sale for the following purposes:

- 70% of the Token Sale funds will be allocated to developing the SportAlliance Platform (including) backend technology, APIs and frontend developments.
- 15% will be earmarked for marketing, in order to expand the SportAlliance Platform globally.
- 5% will be used to fund the growth of our business and sales network.
- 5% will be invested in Research and Development.
- 2,5% will be used for running and administrative costs.
- and 2,5% will be reserved for security, legal, and accounting expenses.

In summary, the capital raised from the BEAT Token Sale is re-invested back into the business, to sponsor and support the progressive development and success of the SportAlliance Platform. We believe in decentralization and want to share this opportunity with as wide a range of investors as possible. We invite you to become a part of the fitness revolution.

The ICO will allow us to attract new talent, pay for hardware, fund strong marketing campaigns as well as for business and product development.



Wallet Setup

To see your ERC-20 based BEAT token in your wallet just add the BEAT token with these details:

- Token Contract Address:
0x5a37f675098a3942a8b90aee0e5e128a5ffb3d5a
- Token Symbol: BEAT
- Decimals: 18



8. Security

Our system is designed to take into account recent events of wallet theft and phishing during ICO campaigns. This will be mitigated by converting a significant amount of the ICO to fiat currency when possible.

We will also continuously monitor for phishing sites and will alert all Contributors through press releases and newsletters. We will communicate official information regarding wallet addresses only through email to registered members.

Our operating strategy includes periodical contact with Contributors through a mailing list and/or newsletters, in order to keep them updated on the current status of development, marketing, clients, and revenue. This strategy allows us to obtain feedback from Contributors and keep them updated with the most recent news and developments.



9. Achievements and Roadmap

- 2014: Start of development of Magicline - the leading cloud software for managing the day-to-day operations of a sports and health providers.
- 2015: Founded Eurofit24 GmbH to provide financial services, currently managing a receivable volume of 50 million euros per year.
- 2016: Founded Bedarf.de GmbH and MySports GmbH to provide a role model for the e-commerce layer.
- 2017: Release of the first alpha version of the NoExcuse app, part of the customer interface for people to interact with their sports providers.
- 2018/Q1: ICO of BEAT.
- 2018/Q2: Releasing a revamped version of NoExcuse with real world use cases for BEAT (earning / spending).
- 2018/Q3: Beginning of the internationalization of the SportAlliance platform targeting English-speaking markets at the first stage.
- 2018/Q4: Alpha of the blockchain mainnet for tracking sport activities and connecting existing sport related ecosystems.
- 2019: Conquering the world: more partners, more countries, more providers and more users.
- 2020: 25% of all BEAT token rewards have already been earned through sportive activities. Exponential decrease based on shortage of remaining BEAT rewards, enables expected price rise of 1 BEAT = 1 EUR.



10. The Team



Kjeld Peters
Chief Technical Officer



Daniel Wischer
Chief Product Officer



Jens Kappe
Chief Visionary Officer



Jonas Bading
Chief Sales Officer



Sven Eismann
Chief Marketing Officer



Thomas Bartz
Chief Financial Officer



Carsten Buchberger
Chief Human Resources Officer



Daniel Hanelt
CEO - Investor Serial Entrepreneur

Exceptional team of 140 employees, 40 rockstar developers, experienced management team obsessively dedicated to the cause, outstanding CEO and well connected advisors, located in the heart of Germany's second largest city, Hamburg.

Kjeld Peters started his career as an intern during the dot-com bubble. Studied computer science afterwards and never left the internet industry. Worked in multiple software development teams as engineer and lead. Responsible for all aspects of operations and engineering. Manages teams (40+ engineers/developers) and runs platforms with millions of users and revenue. Provides executive leadership.

Daniel Wischer is building great teams and products. Started as a developer for individual software development and managed software projects from small to large. Founded SquareMed company and built one of the largest diabetes management platforms for managing all diabetes related data. Since the development start of Magicline he is



responsible for product management and built up the product management team from scratch to successfully roll out the new Magicline. Now conquering the world of sport and health as part of the executive team.

Jens Kappe studied computer science and economics and has more than 18 years of experience in building and operating large scale distributed web-apps and e-commerce platforms with two-digit million Euro-budget responsibility. Most valuable success so far was project leadership of agile transformation of methodologies, development and operations of otto.de. Cryptocurrency nerd since 2011 ;-) and spare time board game developer and owner of a small company.

Jonas Bading As a qualified banker he was always interested in numbers and currencies. His passion for customers brought him in several stations in the sales. At least in the crowdfunded start-up Foodist as head of sales (sales increase +1500% in less than 15 month).

Sven Eismann studied law when he realized that creating powerful campaigns, brands and networks kicks him even more. Being etat director at ddb hamburg for major clients like german Telekom and Siemens led to a deep understanding and a heart that beats for digital transformation in society ever since.

Thomas Bartz worked for more than 14 years for the market leading wholesaler of the German swimming pool industry in various managerial positions - most recently in the position of Commercial Director. The



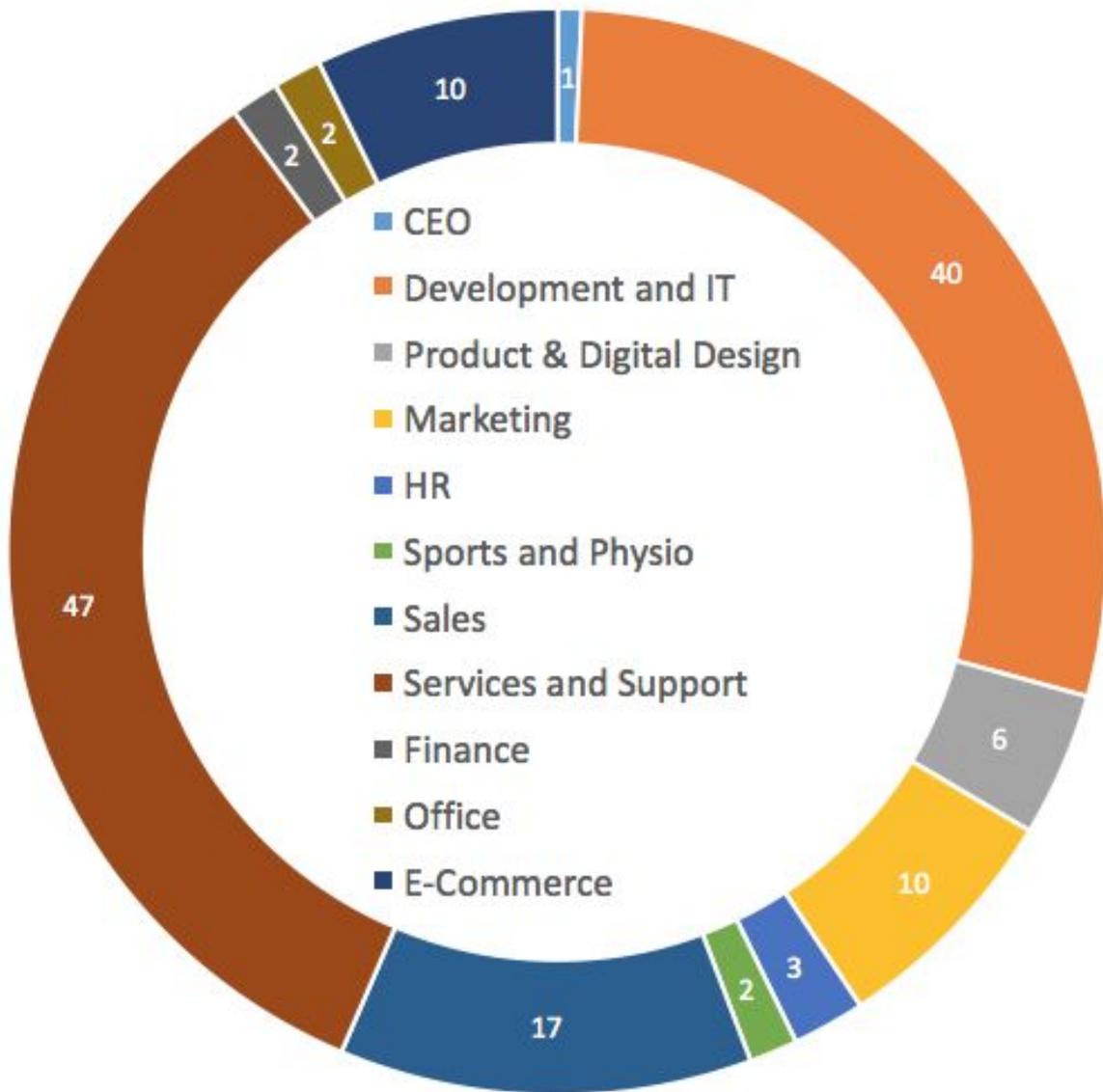
graduated economist is responsible for the departments Accounting, Finance and Controlling for all companies of SportAlliance.

Carsten Buchberger has more than 22 years of experience in Human Resources and Business Development. He studied business administration and Business Engineering. He started as a Key Account Manager, became part of the Management of a typical Startup-Company, founded an HR-Consulting Company and joined the Human Resources Dept. of TESLA in finding and hiring top candidates for a fast paced tech environment in one of the most innovative companies in the world. In 2015 he decided to take the once-in-a-lifetime-chance and be part of the revolution at Magicline and SportAlliance. Besides: He is one of the authors of the book „Campus Recruiting“.

Daniel Hanelt studied computer science and economics, founded various software development and operating companies. He is the CEO of all companies of SportAlliance.



40 rockstar developer, 99 "other" ;-) employees and one CEO:



11. Advisors

These proven experts will guide us on our way to change the world of sports:



**Christopher
Obereder**



**Brian
Condenanza**



**Alexander
Haxton**



**Joshuwa
Roomsburg**

Christopher Obereder: Tech Entrepreneur, Investor, Crypto, ICO, Forbes 30 under 30.

Christopher Obereder is a 26-year-old serial entrepreneur, who lived in Silicon Valley over the last years and was selected to be one of the Forbes 30 under 30. He was able to build one of the largest crypto influencer networks with over 200 of the largest crypto influencer and knows how to gain traction on Telegram. Christopher is the CMO of Trade.io and is helping NAGA Group on the marketing side, which were able to raise over \$80 million in their ICOs.

Brian Condenanza: Seasoned ICO Advisor, Entrepreneur, Investor, Blockchain & Cryptocurrency Enthusiast

One of most successful and influential young entrepreneurs, Brian is an early investor of Bitcoin and a passionate cryptocurrency and blockchain advocate who has amassed over 1 million followers on Twitter where he shares future promising ICOs and helps companies connect with their audience.



Alexander Haxton: Cryptocurrency advocate and blockchain consultant.

Alex Haxton was an early adopter of Bitcoin in 2012. He began trading and investing in Bitcoin while being a cryptocurrency advocate on social media. Since then, he has become a cryptocurrency and blockchain consultant and advisor to companies seeking to embrace the blockchain and cryptocurrency sphere.

Joshua Roomsburg: Cryptocurrency Marketing Advisor

Josh spent 10 years working with some of the biggest athletes and celebrities to build their brands online. Now he's using his experience to take over the crypto industry. Within the next year he will become a top 10 face in the crypto industry by working with some of the biggest projects using blockchain technology.

