MEDIAR.

# Community-Driven Digital Environment Empowering **Sports Fans**

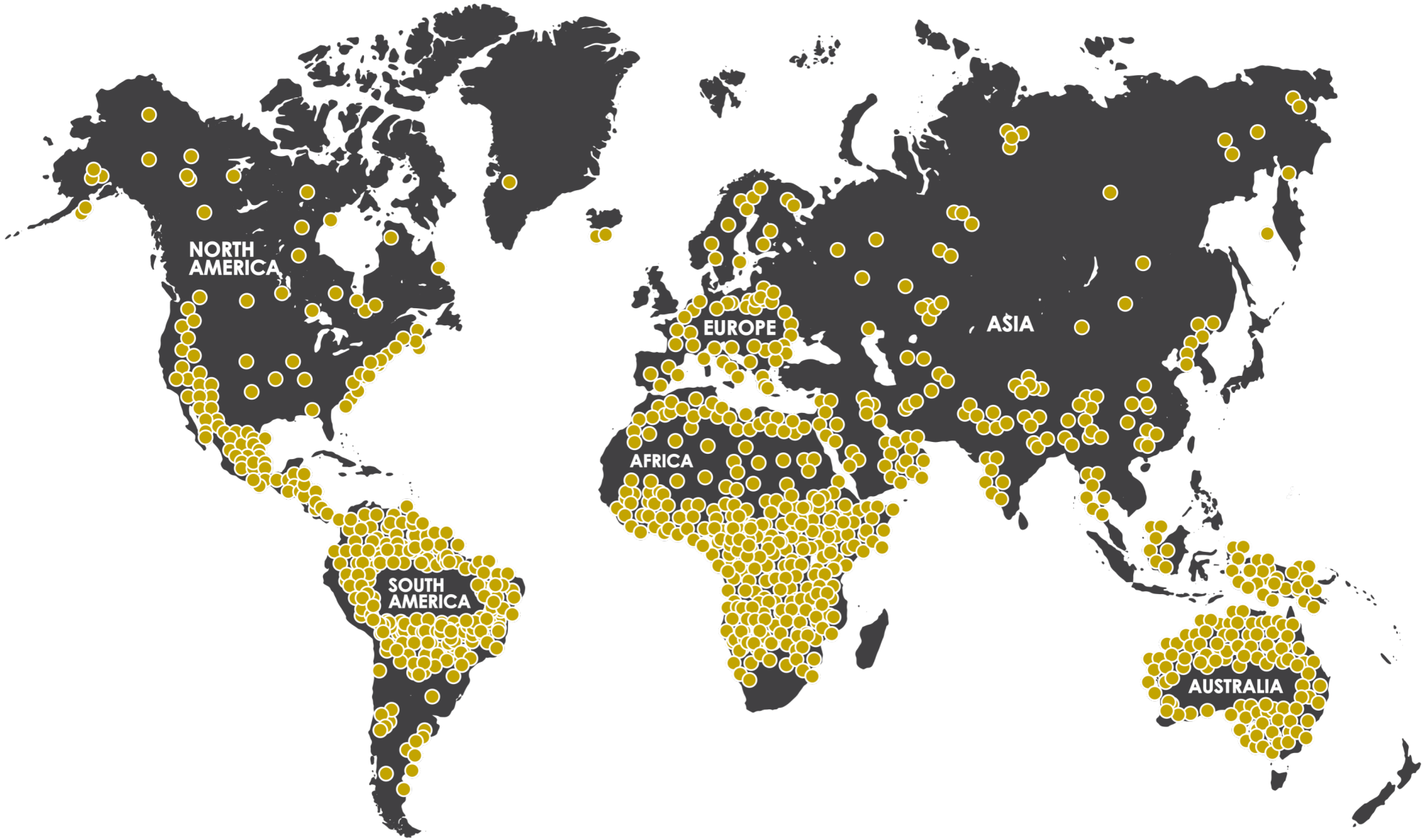
**#FansTogether**



# We like **different sports**



# We speak **7097 different languages**



# We experience **sport in different ways**








But everybody is a sports fan.

**We share emotions, memories, experience, passion.**



Do You know **how many** **of us are out there?**

# Sports Market

Passion for sport is one of the most powerful forces in global culture since it moves across languages and societies.

| Ranking | Sport | Approximate number of fans | Popular in |
|---|---|---|---|
| 1. | Football | 4 billion | Globally |
| 2. | Cricket | 2.5 billion | UK and Commonwealth |
| 3. | Field hockey | 2 billion | Europe, Africa, Asia, Australia |
| 4. | Tennis | 1 billion | Globally |
| 5. | Volleyball | 900 million | Europe, North America |
| 6. | Table Tennis | 875 million | Globally |
| 7. | Basketball | 825 million | Globally |
| 8. | Baseball | 500 million | North America, Japan |
| 9. | Rugby | 475 million | UK and Commonwealth |
| 10. | Golf | 450 million | Europe, Asia, America |
| 11. | eSports | 380 million | Globally |

# Problems



No universal platform fully driven and managed by fans



Time-consuming finding a good choice of a sport medium out of the thousand of options



Very limited access to the top-level opportunities within sport industry



Tough to find quality content without annoying and invasive advertising



Lack of empowerment for fans, weak imapct on decision-making



Fans do not benefit and are not rewarded for their input and content

# What if we as fans could become a global community?

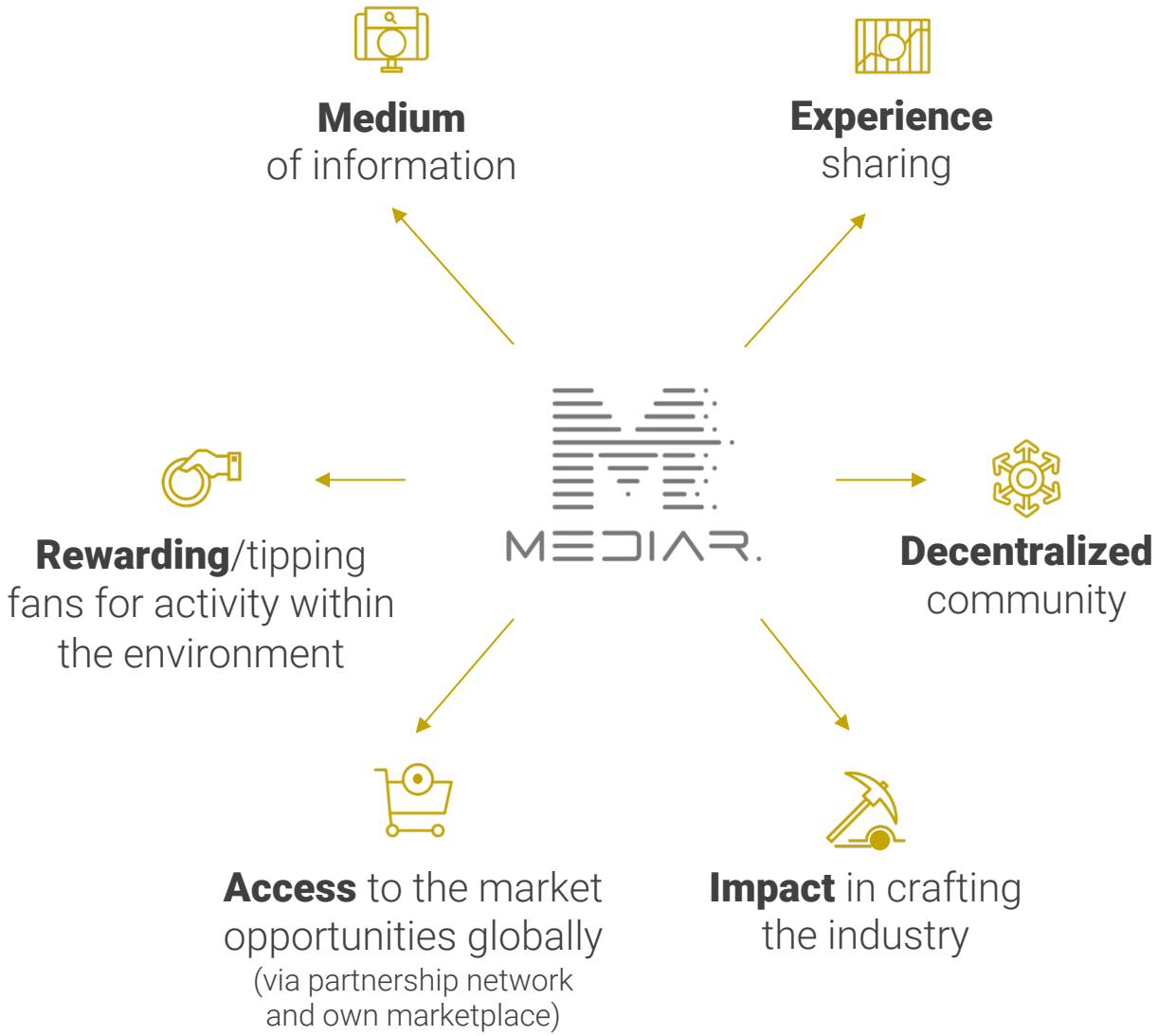
#FansTogether

# MEDIAR'S goal is to enhance your experience as a fan!

#FansTogether

# What is MEDIAR?

MEDIAR is the decentralized digital environment dedicated to fans which unites sport lovers from all over the world & gives them an opportunity to draw benefits from being a fan.



# MEDIAR solution

MEDIAR creates the first global network which meets the needs of fans since it is created by fans

Thanks to DAO model and ability to engage partners, each fan will be able to take part even in their favorite clubs decision making process

Wide partnership network will grant individuals access to now unavailable opportunities

MEDIAR creates an innovative medium, where content is created, managed and evaluated by fans

By tipping users for their valuable content MEDIAR ensures the elimination of fake and misleading posts/articles

Within MEDIAR environment the fan is obtaining benefits just for sharing his/her unique emotions, experience, knowledge and opinions

# To ensure security and scalability of global MEDIAR ecosystem, we use blockchain

# Blockchain Technology:

**Blockchain ensures:**

- Global reach is achieved
- Boarders are eliminated
- Achieves global reach
- Boarders are eliminated
- Security of personal data
- Security and guaranted service/product delivery  (via smart contract employment)
- Cheaper & quicker transactions
- Fairness and convenience of DAO decisions



# Token Economy

MDR token is a digital tool that helps fans experience and enjoy their passion in the most convenient and beneficial way.

DAO operations

Rewarding users for activity




Marketing (B2B2C)

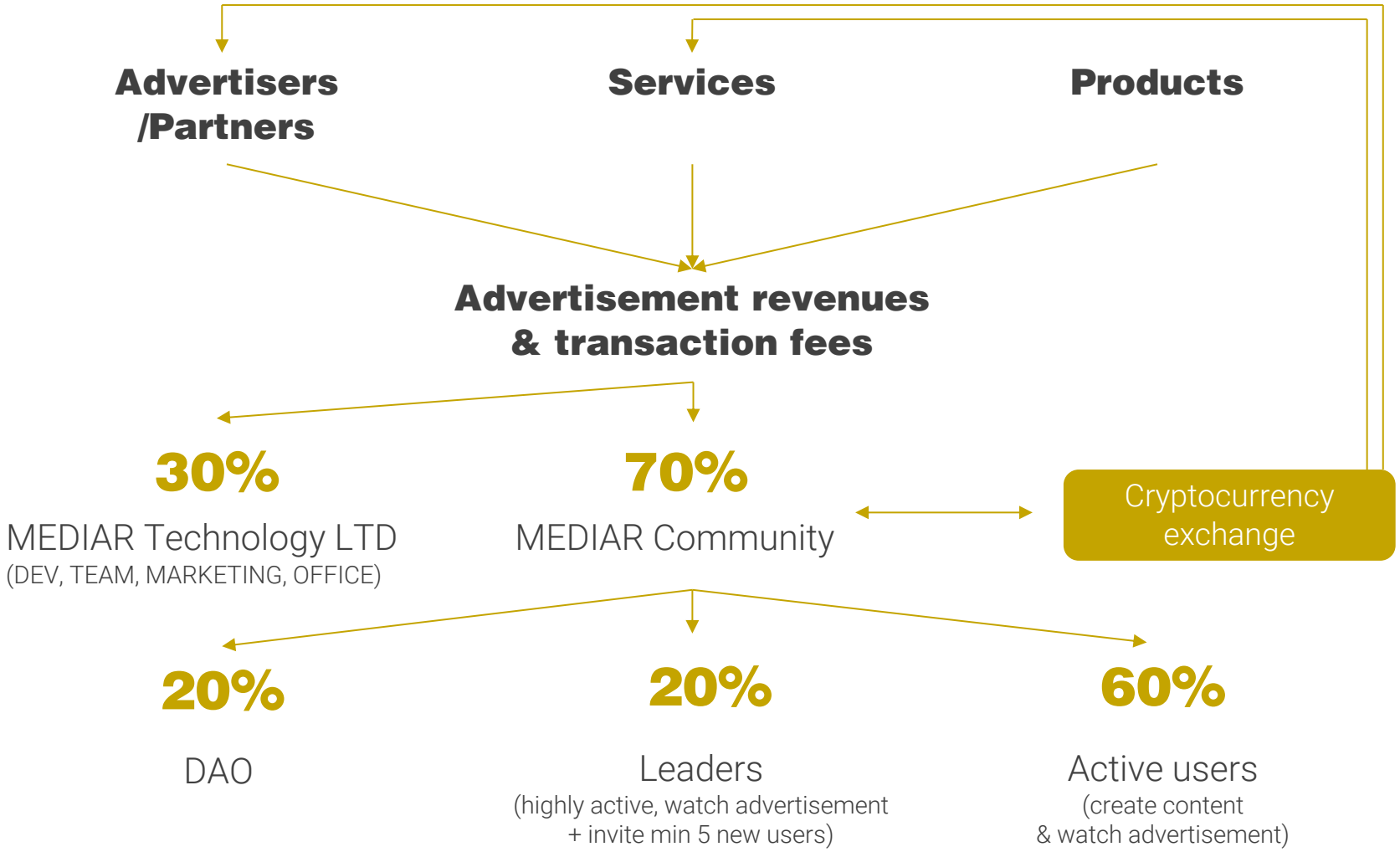
Marketplace

Betting

AI (fantasy league)

Charity/donation

# MEDIAR business model



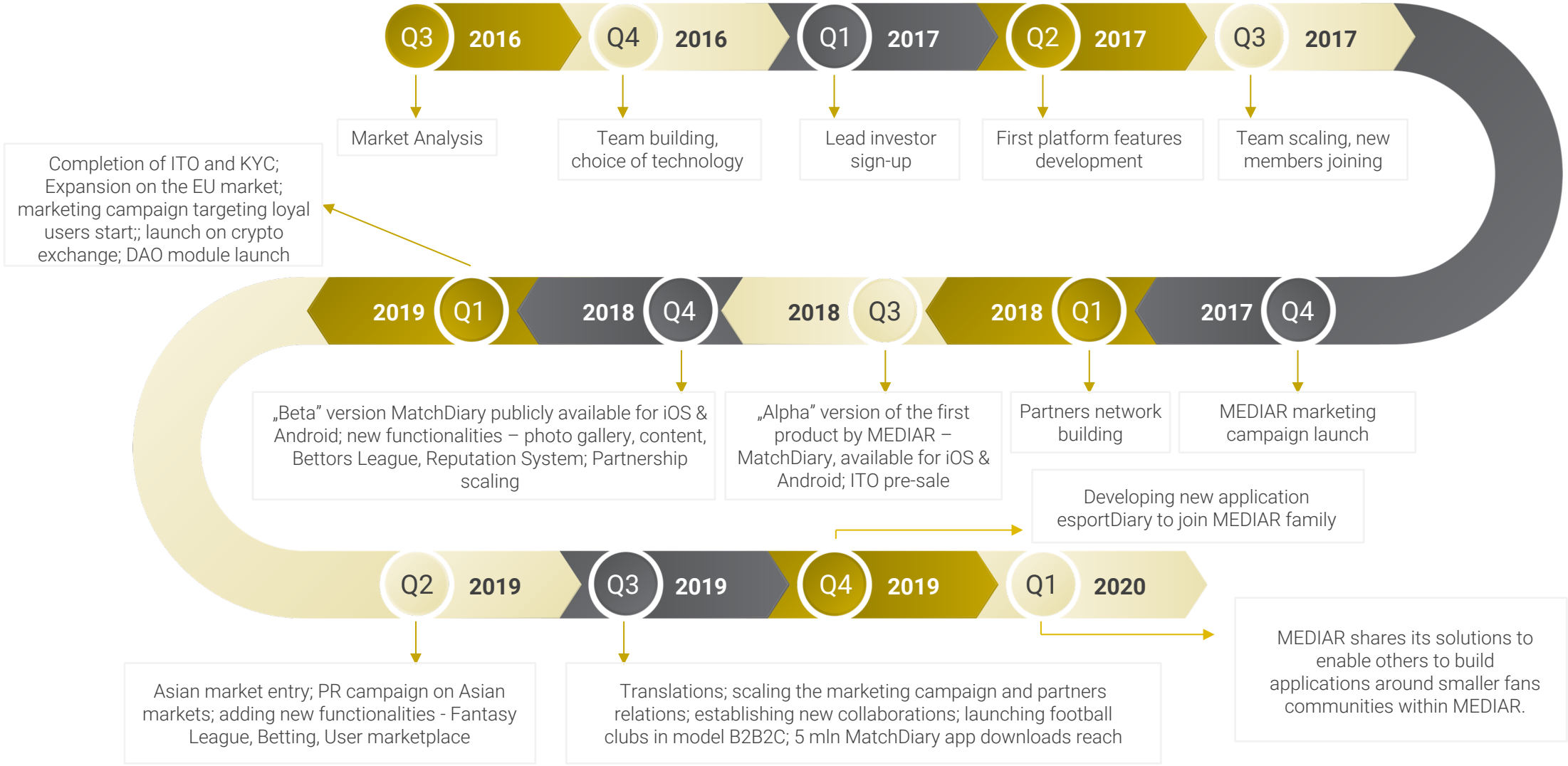
# MDR Community building

The main philosophy behind MEDIAR is to build a worldwide community, letting them interact for the benefit of everyone.

- Sports industry businesses partnership
- Sports clubs collaboration
- Social media influencers engagement
- Worldwide brands advertisement
- Transport and renting firms partnership
- Top-level athlete interaction



# Roadmap


Q3 2016
Market Analysis
Q4 2016
Team building, choice of technology
Q1 2017
Lead investor sign-up
Q2 2017
First platform features development
Q3 2017
Team scaling, new members joining
2017 Q4
MEDIAR marketing campaign launch
2018 Q1
Partners network building
2018 Q3
„Alpha" version of the first product by MEDIAR – MatchDiary, available for iOS & Android; ITO pre-sale
2018 Q4
„Beta" version MatchDiary publicly available for iOS & Android; new functionalities – photo gallery, content, Bettors League, Reputation System; Partnership scaling
2019 Q1
Completion of ITO and KYC; Expansion on the EU market; marketing campaign targeting loyal users start;; launch on crypto exchange; DAO module launch
Q2 2019
Asian market entry; PR campaign on Asian markets; adding new functionalities - Fantasy League, Betting, User marketplace
Q3 2019
Translations; scaling the marketing campaign and partners relations; establishing new collaborations; launching football clubs in model B2B2C; 5 mln MatchDiary app downloads reach
Q4 2019
Developing new application esportDiary to join MEDIAR family
Q1 2020
MEDIAR shares its solutions to enable others to build applications around smaller fans communities within MEDIAR.

MatchDiary

**MatchDiary is the first product of MEDIAR ecosystem**

MatchDiary

# The first MEDIAR'S product



MatchDiary is the first MEDIAR's product – it's a multifunctional social environment for football fans. The application combines several functionalities to meet the needs of sport fans.

Football is a international phenomenon. The most popular sport in the world, with more than 4 billion fans worldwide. It offers a rich source of opportunities and resources.

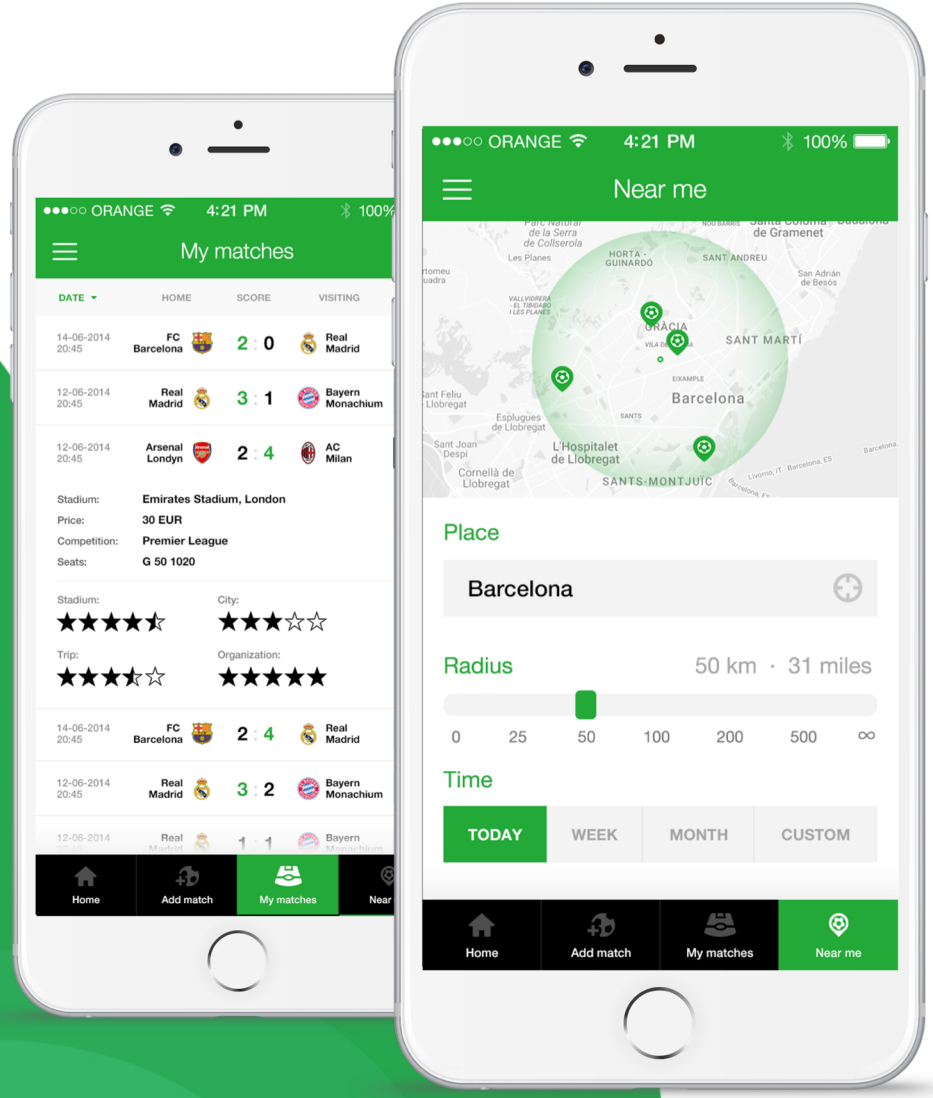
**$266 milion**
Neymar's transfer Fee to PSG

**$1.26 billion**
Value of FC Barcelona

**$6 billion**
English Premier League Income in 2017/2018 season

**$30 billion**
Value of the Football market in Europe

MatchDiary

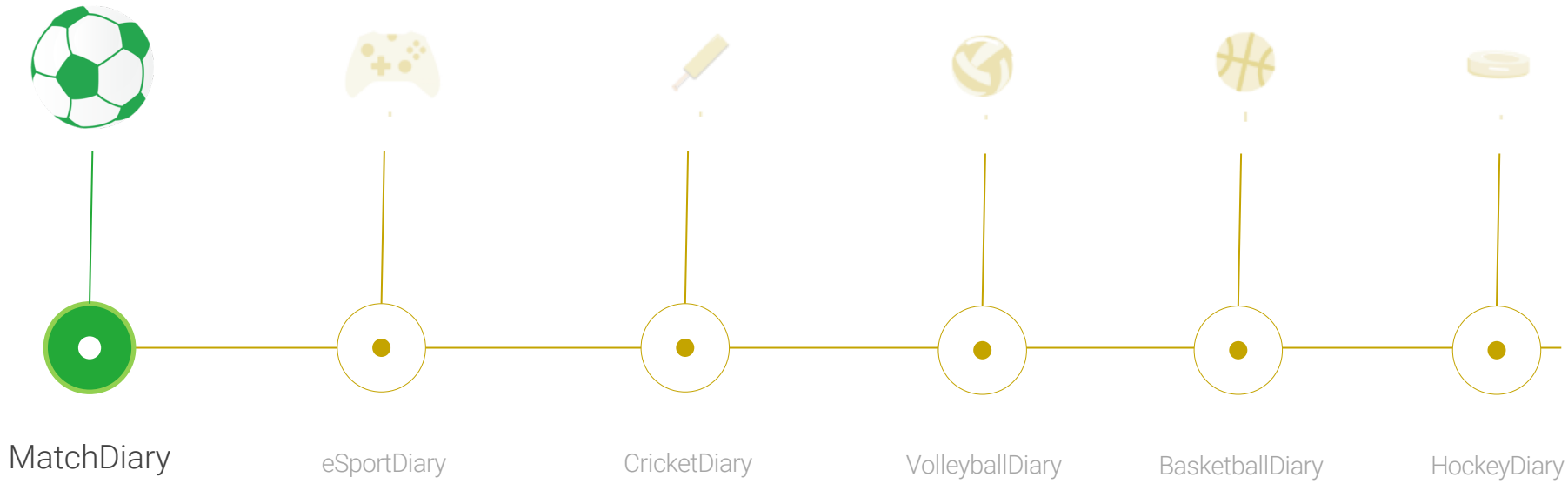



# What will MatchDiary offer?

- Verified, trusted content (supplied by the users)
- Both those who post and those who verify/evaluate gain the rewards (MDR) for activity
- Token obtained may be used by fans:
  - for top-level quality content access (highly evaluated)
  - on MEDIAR store
  - for Betting
  - for donating/tipping other users
  - in DAO decision making
  - for special events organized by community
- MEDIAR partners create advertisement for which they pay with MDR token

# MatchDiary

The MatchDiary platform is a milestone in building a global solution dedicated to fans of any sports discipline. But, ultimately, MEDIAR's goal is to offer an ecosystem which enables everyone to build applications around particular fans communities.



# Investment offer

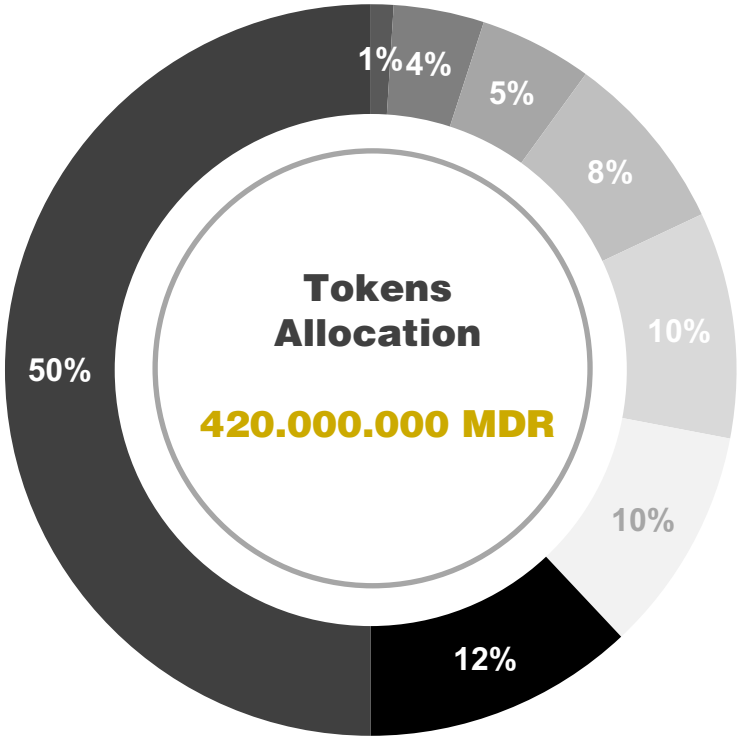
# Investment offer



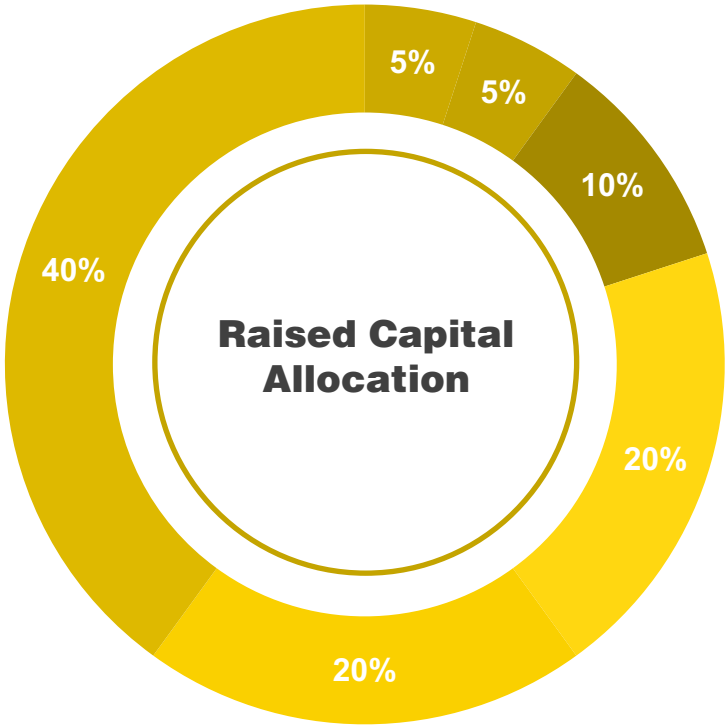
| Token name: | Platform: | Total token supply: | Tokens for sale in ITO: | Soft cap: |
|---|---|---|---|---|
| MEDIAR [ MDR ] | Ethereum (ERC223) | 420.000.000 MDR | 210.000.000 MDR | 500.000 USD |

| PRICES | | | | |
|---|---|---|---|---|
| Phase I | Phase II | Phase III | Phase IV | Phase V |
| Pre-ITO I: | Pre-ITO II: | Crowdsale I: | Crowdsale II: | Crowdsale III: |
| 1 ETH = 4.000 MDR | 1 ETH = 3.000 MDR | 1 ETH = 2.500 MDR | 1 ETH = 2.000 MDR | 1 ETH = X MDR Price is calculated by dividing unsold MDR tokens in phases I-IV by total amount of ETH invested in phases I-V. Tokens will be distributed to all participants of MEDIAR ITO proportionally to deposited amount of ETH. |

# Investment offer




- 1% Jackpot
- 4% Advisors
- 5% Insurance Budget
- 8% Management
- 10% Content Creators Remuneration
- 10% Development team
- 12% Affiliation
- 50% ITO




- 5% Legal Advisory
- 5% Insurance and Unexpected Expenditures
- 10% Team Remuneration
- 20% Web&App Development
- 20% Business Development
- 40% Marketing

# Partnership

merixstudio

TENESYS
certainty of maintenance

amazon web services | Partner Network
CONSULTING PARTNER

BEJAMAS_

ARTEMIS®
sztukakreacji 360°

ADLER.CONSULTING

**Do You want to join us?**

# Team & Advisory Board



**Amadeusz Pasieka**
CEO



**Marek Szyperski**
VP Strategy



**Tadeusz Janus**
CRO – Chief Research Officer



**Tomasz Olejnik**
Lead Blockchain Developer



**Dariusz Chrapek**
CMO – Chiefof Marketing



**Karol Król**
Head of Strategy



**Kamil Góral**
Head Analyst



**Grzegorz Lekki**
Business Headhunter



**Jerzy Lasyk**
Blockchain Developer



**Paweł Głogowski**
Lead Designer



**Julia Pasieka**
Community Manager



**Daria Turovtseva**
Strategy Consultant



**David Komraus**
Video/audio ninja



**Denis Kostrzewa**
Website Creator



**Marcin Rabenda**
Blockchain Advisor



**Waldek Szymkowiak**
Concept & Art Specialist



**Maciej Iwański**
Football Entrepreneur



**Kamil Kosowski**
MEDIAR Ambassador

# Build the MEDIAR community with us

#FansTogether



# Contact


**MEDIAR Technology LTD**

Legal Address: Cyprus

team@mediar.tech

www.mediar.tech