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

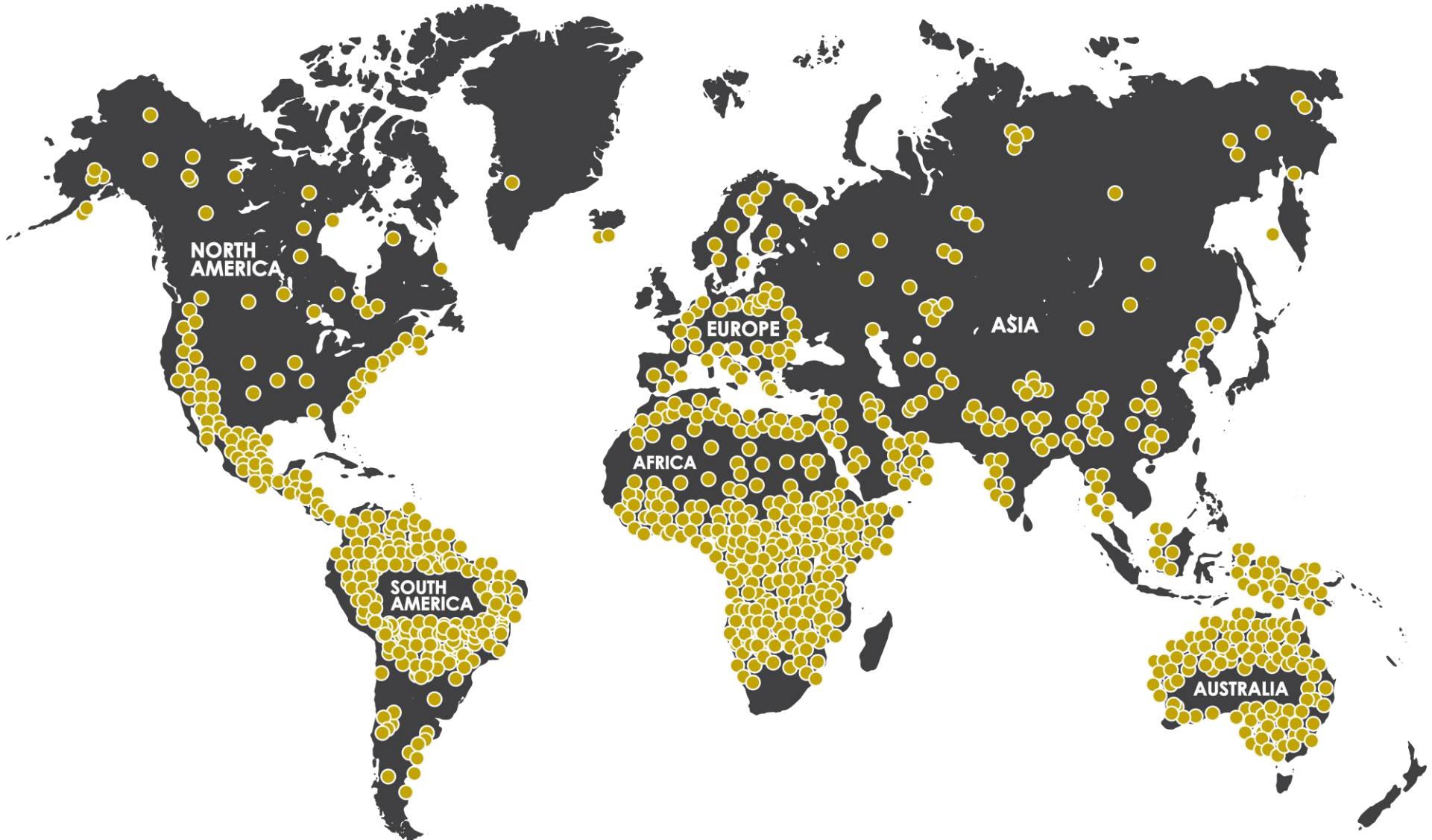
**#FansTogether**



# 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 bilion	Globally
2.	Cricket	2.5 bilion	UK and Commonwealth
3.	Field hockey	2 bilion	Europe, Africa, Asia, Australia
4.	Tennis	1 bilion	Globally
5.	Volleyball	900 milion	Europe, North America
6.	Table Tennis	875 milion	Globally
7.	Basketball	825 milion	Globally
8.	Baseball	500 milion	North America, Japan
9.	Rugby	475 milion	UK and Commonwealth
10.	Golf	450 milion	Europe, Asia, America
11.	eSports	380 milion	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 impact on decision-making**



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



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

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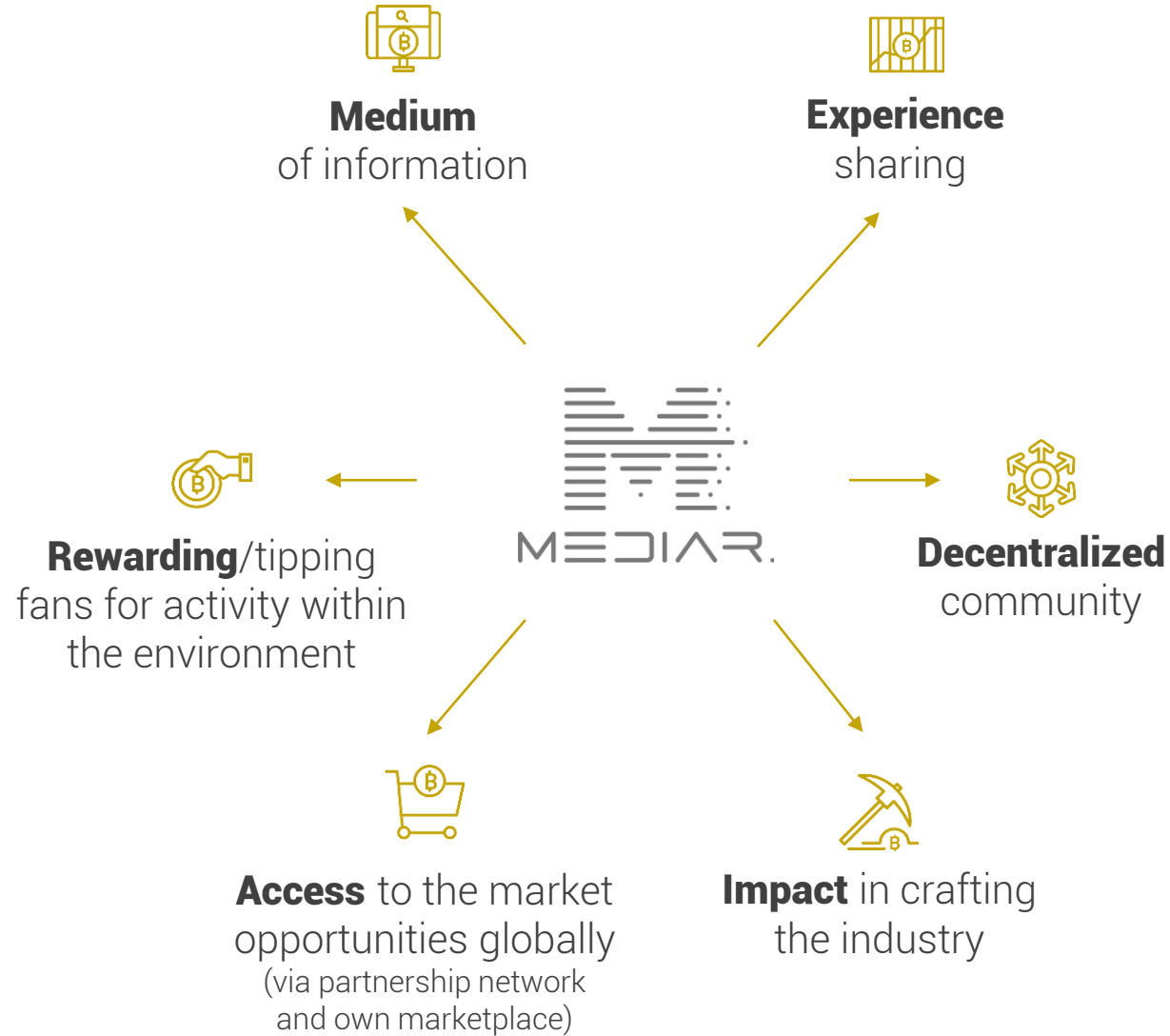
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**MEDIAR'S goal is to enhance your  
experience as a fan!**

#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

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

# Blockchain Technology

## Blockchain ensures that MEDIAR:

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



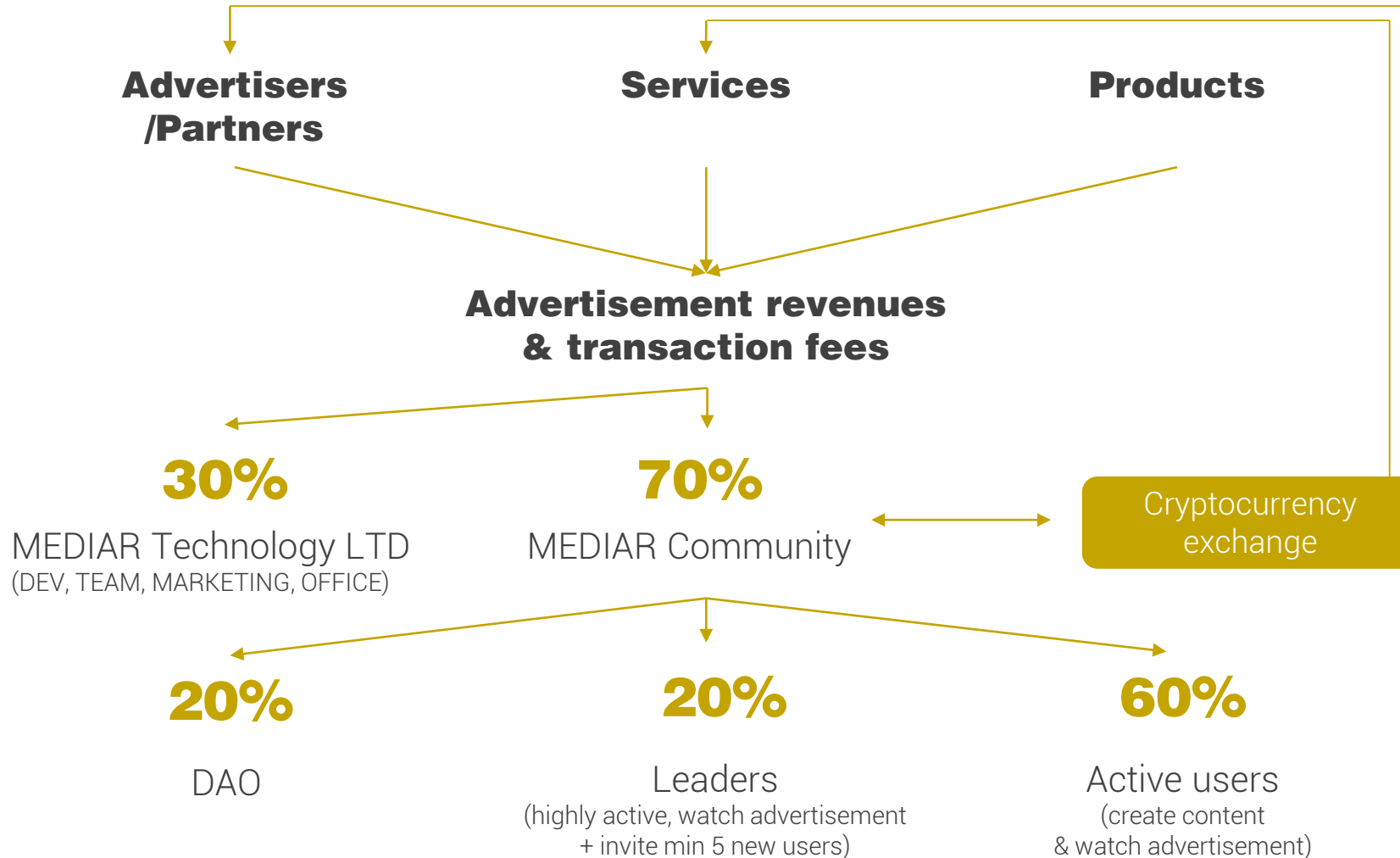


# Token Economy

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



# MEDIAR business model



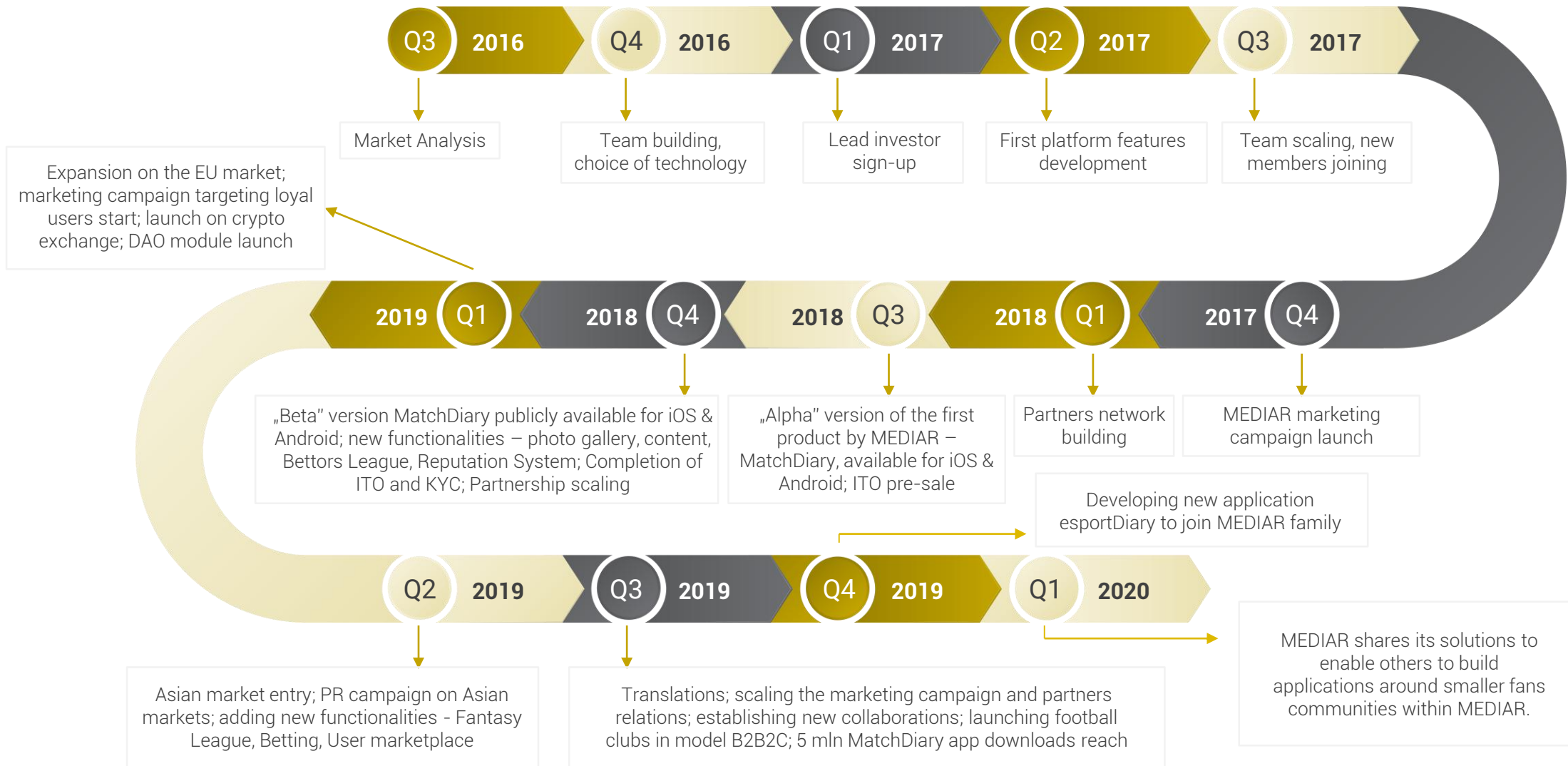
# MDR Community building

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





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

# 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.



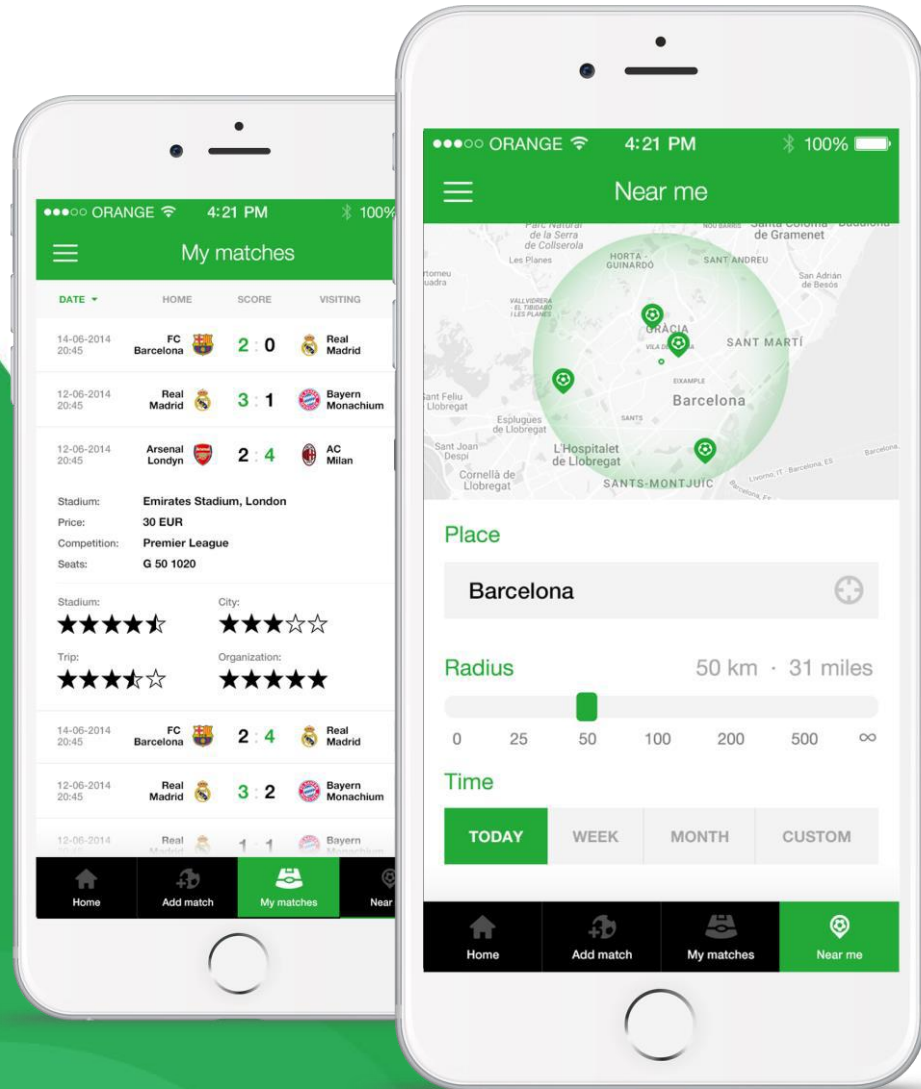
**\$266 milion**  
Neymar's transfer  
Fee to PSG

**\$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



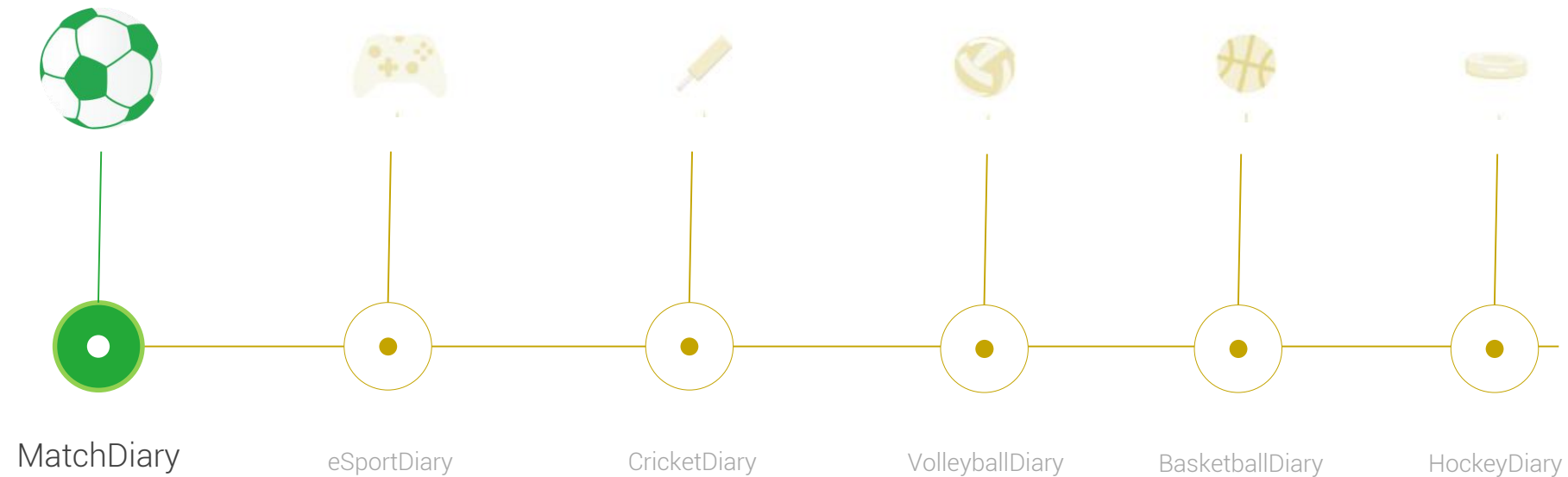


# What will MatchDiary offer?

- 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.



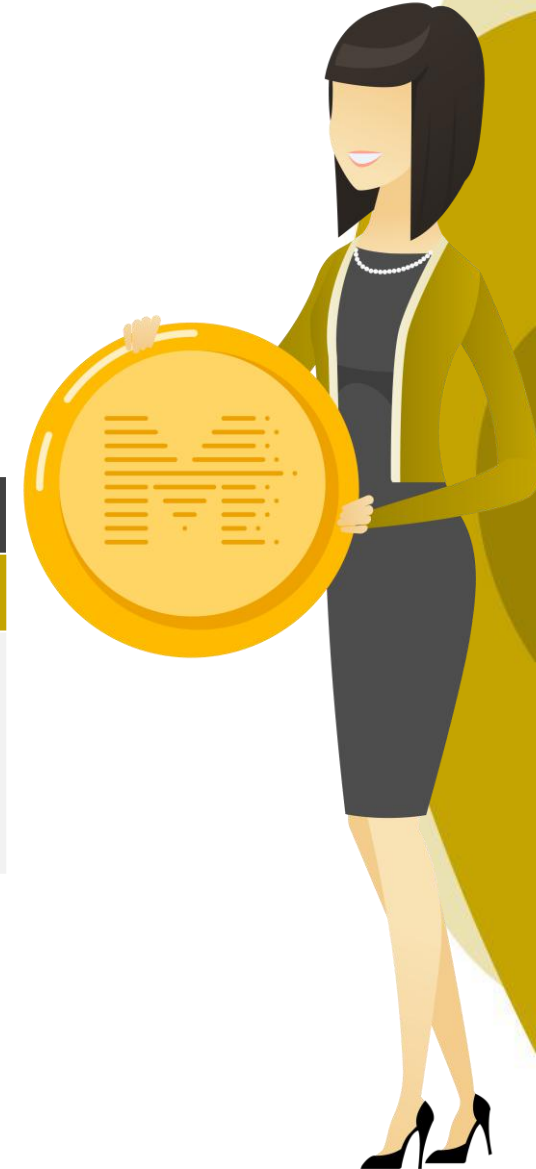
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**Investment offer**

# Investment offer

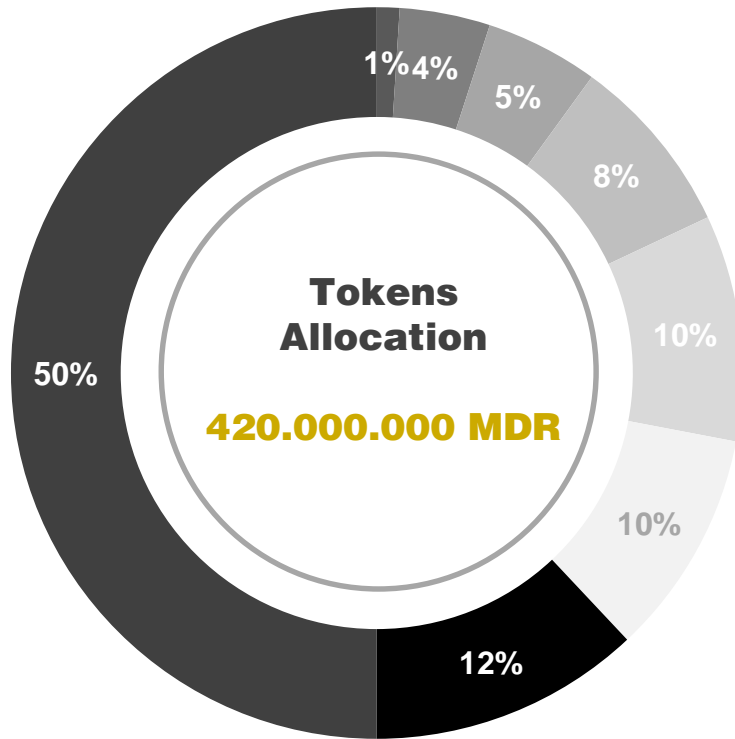
Token name:	Platform:	Total token supply:	Tokens for sale in ITO:	Soft cap:
MEDIAR [ MDR ]	Ethereum (ERC223)	420.000.000 MDR	210.000.000 MDR	500.000 USD

## PRICES

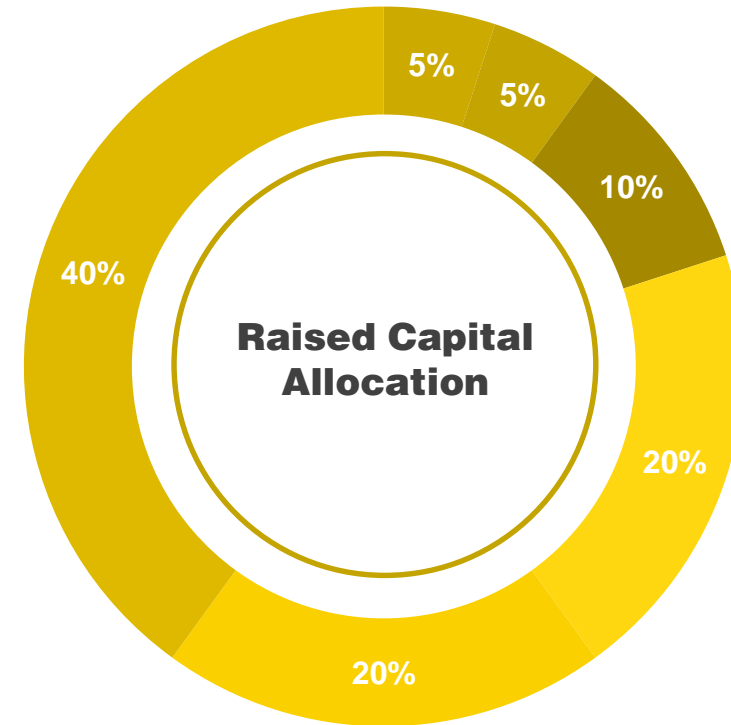
Pre-ITO II:	Crowdsale I:	Crowdsale II:	Crowdsale III:
1 ETH = 3.000 MDR	1 ETH = 2.500 MDR	1 ETH = 2.000 MDR	1 ETH = After the end of crowdsale II, investors from all phases receive their share of the unsold token pool. The percentage of the pool you get is depending on your ETH invested to the sum of ETH collected in ITO



# 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



Do You want to join us?



# Team & Advisory Board



**David Hale**  
CEO



**Marek Szyperski**  
VP Strategy



**Tadeusz Janus**  
CRO – Chief  
Research Officer



**Amadeusz Pasieka**  
COO – Chief  
Operating Officer



**Dariusz Chrapek**  
CMO – Chief of Marketing



**Kamil Góral**  
Head Analyst



**Grzegorz Lekki**  
Business Headhunter



**Jerzy Lasyk**  
Blockchain Developer



**Tomasz Olejnik**  
Lead Developer



**Paweł Głogowski**  
Lead Designer



**Julia Pasieka**  
Community Manager



**Denis Kostrzewa**  
Website Creator



**David Komraus**  
Video/audio ninja



**Waldek Szymkowiak**  
Concept & Art Specialist



**Marcin Rabenda**  
Technical advisor



**Maciej Iwanski**  
Football Entrepreneur

# Build the **MEDIAR** community with us





#FansTogether





## Contact

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