

Blockchain powered gambling platform for messenger bots





Successful track record

400,000+

Total bot installs

35,000+

Monthly active users

4

Active bots

Messengers:

- Telegram
- Facebook Messenger
- Viber
- Kik
- Slack
- Line
- WeChat

Now social gambling, after ICO real money gambling

Featured by:

Forbes





BotGaming

Gaming bot ecosystem



Provably fair service

PRNG with logging operations to the blockchain and messenger based app to verify odds



Wallet

Messenger based wallet supported basic crypto and fiat currencies



Affiliate program

The first blockchain powered affiliate program for messenger influentials



User traction

S2S based user acquisition tracking and ingame analytics



Loyalty program

Bonus system and lotteries for token holders and players (gas recharge)



Artificial intelligence

Front-end: snap screen and image recognition for in-play betting, natural language processing

Back-end: AI and Big Data driven system to improve players retention

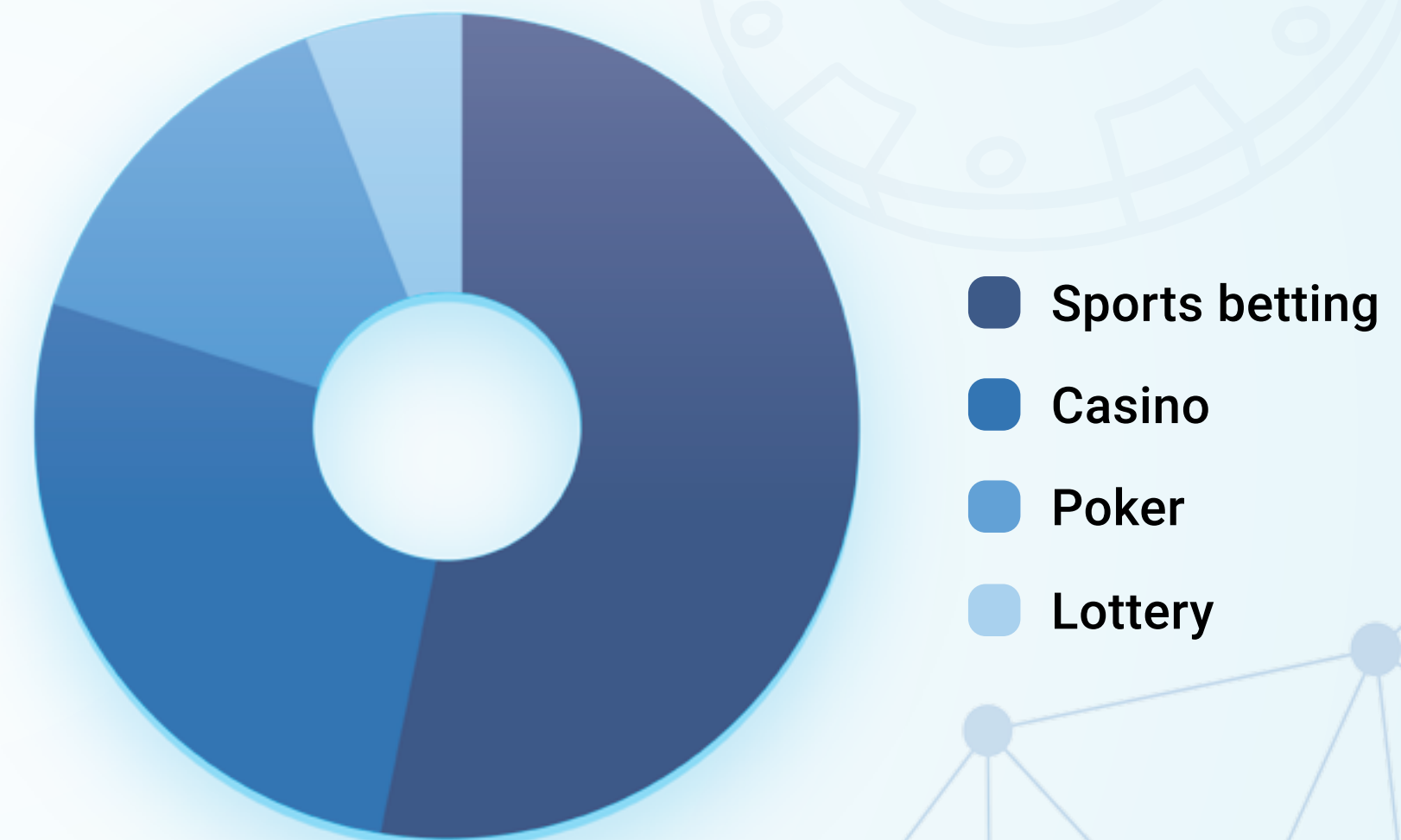


Fast Growing Gambling Market

Total wagers made online will grow from **\$554B** in 2016 to **\$946B** in 2021 at a CAGR **14.1%**

The main growth driver is players' move to mobile devices

European share of the market is more than 50%, the highest rates of users growth are in Asia



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Cost Effective User Acquisition

Online Casino Market

- Players move to mobile devices
- Online casinos are banned by **AppStore** and **Google Play** in most countries
- Expensive user acquisition. Average **\$100 - \$300** for new depositing player
- Multiple issues over affiliate control

Messenger Casino Market

- Users spend up to **70%** their time using messenger apps
- No need to install new app - low barrier to entry
- Cost of user acquisition (CPI) **\$0.1**. Estimating **\$5** per depositing player real money
- Easy to build an Affiliate network for messenger channels owners



Verifiability and Users' Trust

Fiat Money Casino Market

- High transactional fees
- Limits and hidden terms for withdrawal wins
- Non-Verifiable for end user RNG algorithms



Blockchain Casino Market

- **Blockchain** used as strong bidirectional payment channel
- **PRNG** with open source and reproducible results for provably fair gambling
- Cost of user acquisition (CPI) **\$0.1**. Estimating **\$5** per depositing player real money
- **High speed** and **minimal** gas consumption



BOT Token

In-game currency: increasing the number of players will create a natural demand for tokens which fuels currency appreciation

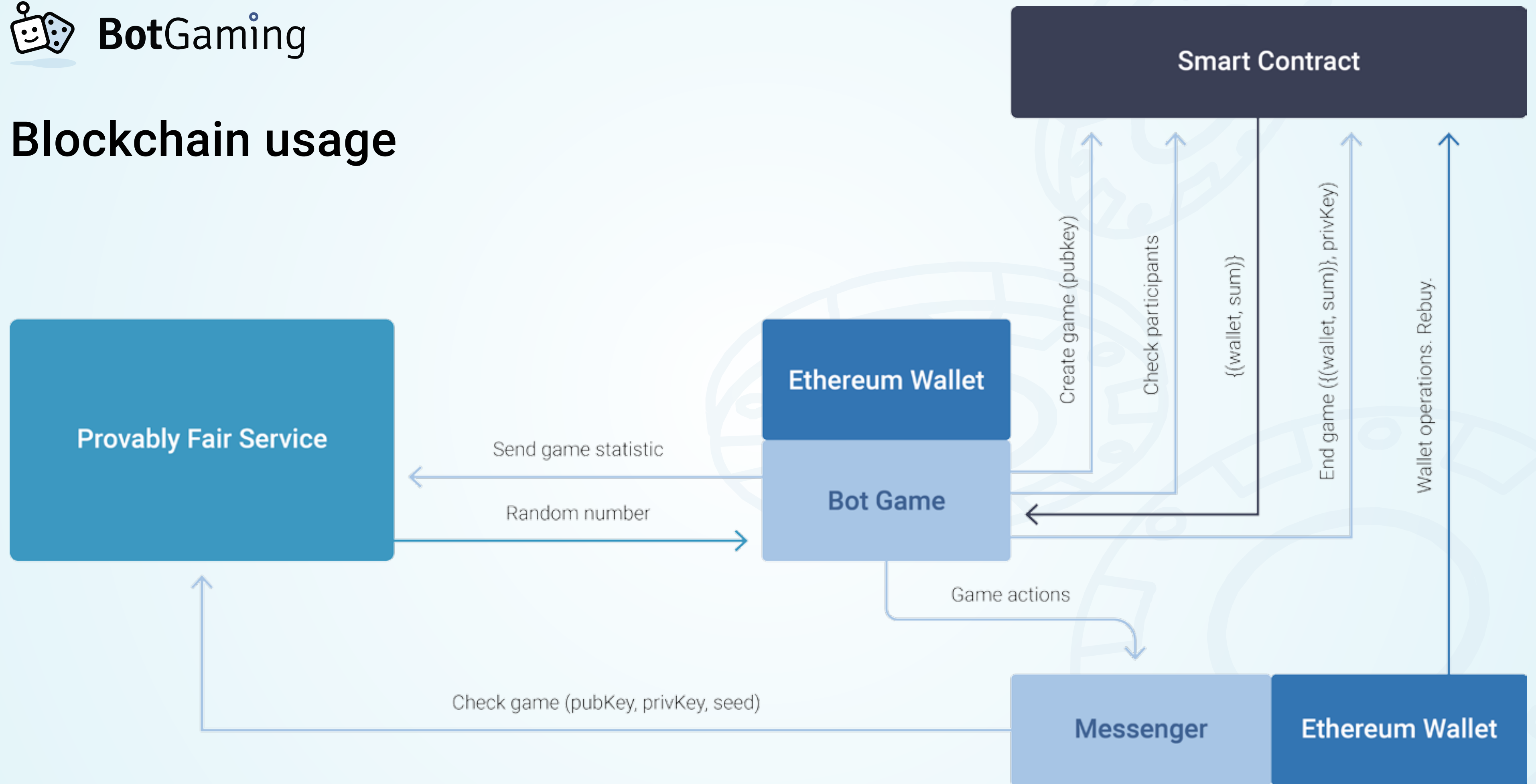
Acquire

- Purchase at the ICO
- Purchase on open exchange (above or below the ICO price)
- Affiliate reward

Dispose

- Lose by playing the game
- Sell on open exchange for profit or a loss

Blockchain usage





Marketing strategy

Advertising

- Messenger channels - **\$0.005 - \$0.01** per bot install
- Mobile ad networks - **\$0.01 - \$0.1** per bot install (depends on region)

Affiliate program

- Revenue Share model with commission up to **50%** of NGR
- Player referral (viral mechanic)
 - + Organic traffic from traditional PR and word of mouth

2017		2018		2019
License	Social Gambling	Curacao, Malta	Great Britain	
IQ	Games: PokerBot SlotoBot	PRNG Serification with NMi Provably Fair Service Public Presale The Tokensale	Games: Fantasy Football AI driven system to improve players retention	
IIQ	Games: LotteryBot TotoBot	Token distribution BOT token listing with exchangesActivation of Bancor Token Changer Wallet for games Relaunch games as real money gambling: Affiliate program Marketing campaign AI-dirven functions: snap screen for in-play betting Games: RouletteBot	HTML5 interface for games	
IIIQ	Market Research	Games: Dice, Black Jack, Bingo, Baccarat, Sport Betting Loyalty program for players	Games: eSports	
IVQ	White Paper Game Smart Contracts New PRNG Bot Gaming platform MVP Start Roadshow	Games: Pachinko Ai based functions: Natural Language Processing for sport betting Big Data to realize players behavioral patterns		

Competitors Landscape

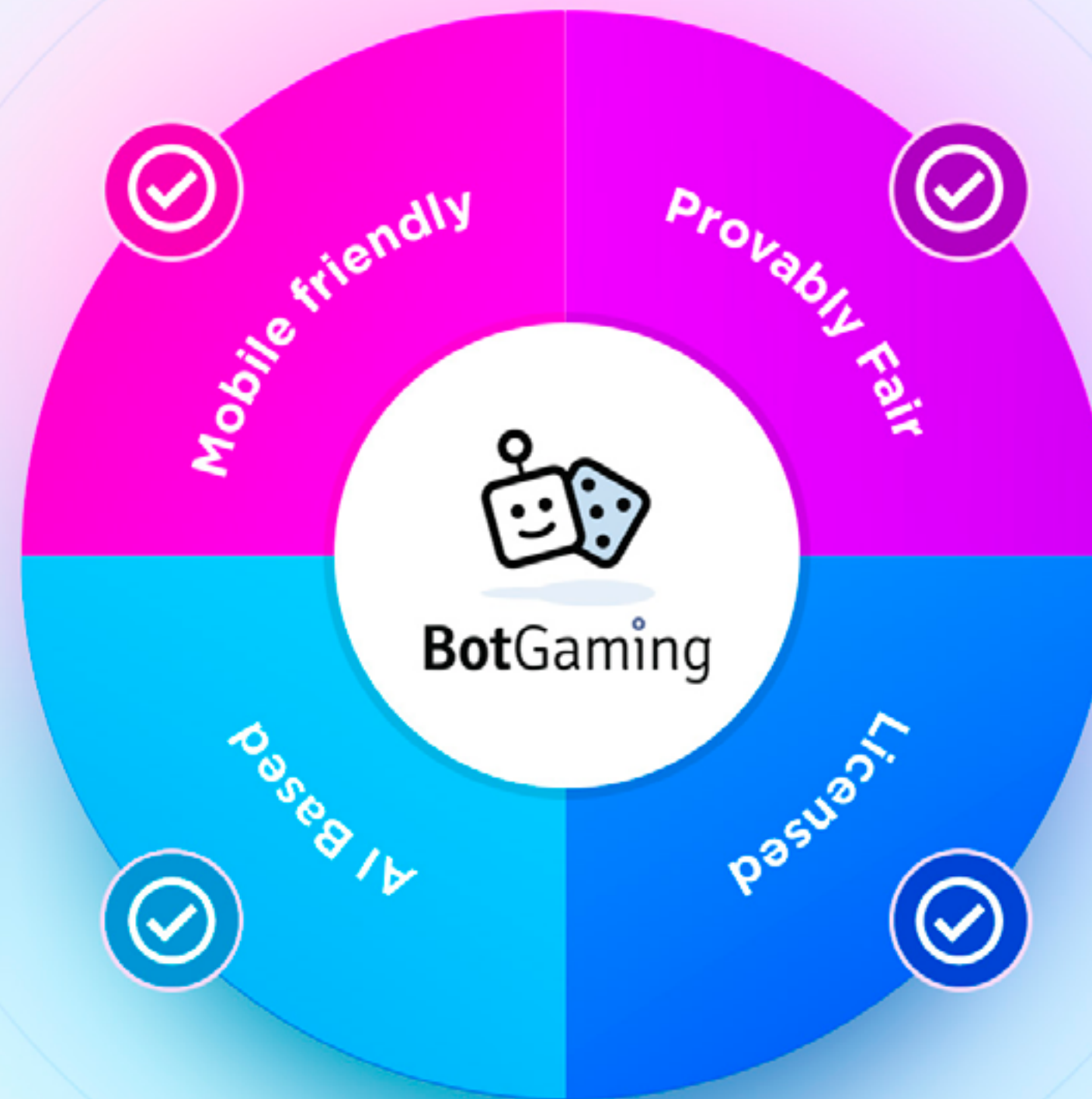
BLOCKCHAIN CASINOS & PLATFORMS

- FunFair
- Dao.Casino
- CashBet



MESSENGER BASED

- Onion Sack
- Betonbot





The crowdsale

\$0.01

Basic token cost

\$5M

Minimal limit

\$15M

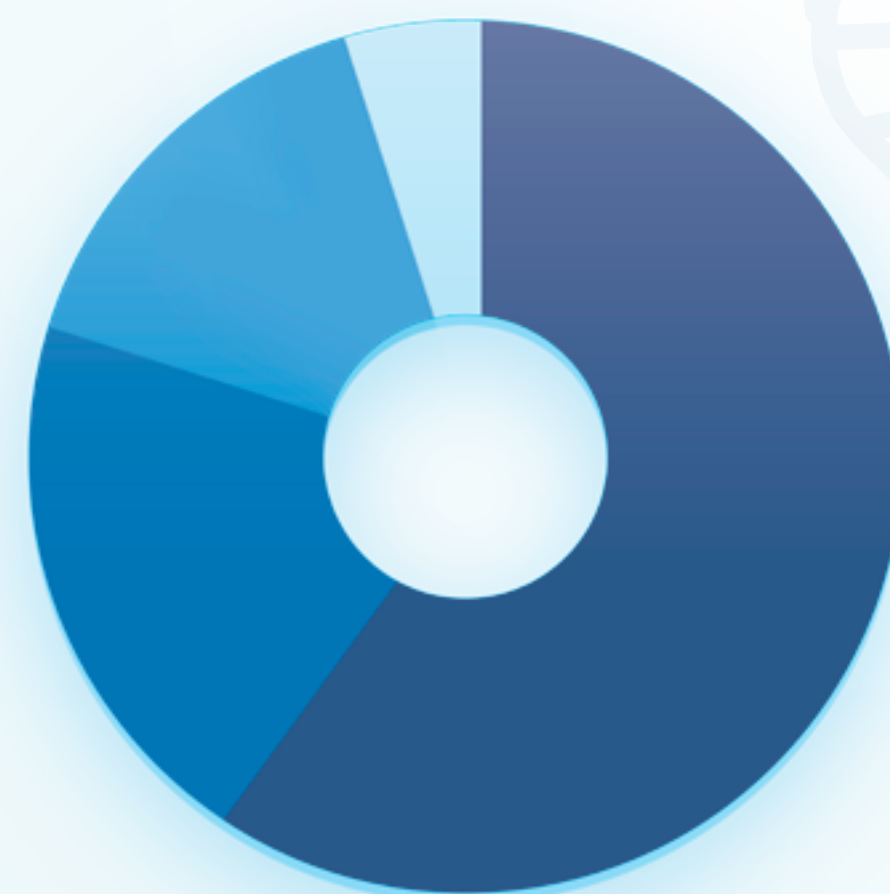
Target

\$20M

Hard cap

Token allocation

- On Sale 60%
- Team and owners 20%
- Reserve 15%
- Advisers 5%





Key people



Kirill Pyrev

CEO

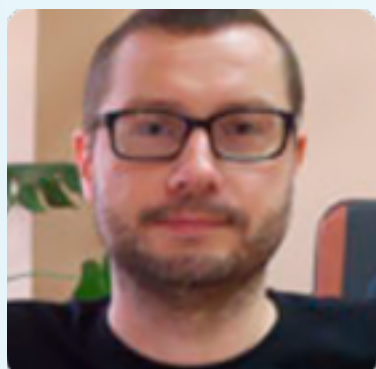
Deep experience with messenger bots, online games and dating services. Also, launched as the CMO & co-founder FXVan, a brokerage company and expanded it to the Asian market.



Leo Kangin

Head of product

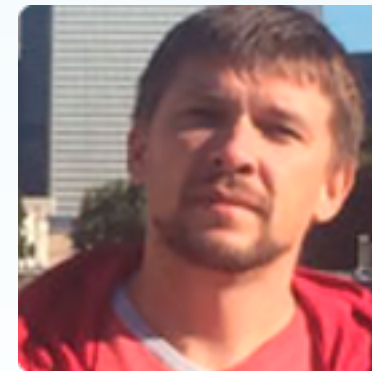
Chat Bot & AI evangelist, launched several successful messenger bots including MojiHunt (featured on Forbes, VentureBeat) and PennyCat (as seen on CNBC TV channels, LifeHacker, VentureBeat).



Dmitry Rozhkov

System architect

Blockchain enthusiast since 2011. About 15 years in gambling industry and cooperated with companies - TNS Gallup Media (INT), Wurlitzer (USA).



Fedor Matasov PH.D

CTO

More than 15 years experience in the gambling and sport betting industry. Collaborated with companies: Ritzio, Unicum (brand Vulcan), IGT (USA), GLI, ITechLabs, AAMS (certification companies), Octavian (BG), Denim (Italy).



Mikhail Sinitsyn

BDM East Asia

Professional Chinese-speaking project manager, with vast experience in start-ups (Diamond Education International Ltd. in China and Hong Kong), as well as governmental-level projects.



Mikhail Ruban

Full stack developer

More than 11 years experience in software and gambling development.

+ 8 qualified developers



Advisors and partners



Melissa Blau

Director at iGaming Capital

Melissa is an investor/advisor in several companies in iGaming, Blockchain and Cryptocurrency. Her prior experience in the iGaming sector includes senior executive roles with operators and banking advisory capacity. Prior to iGaming, Melissa was a partner at a \$450m MediaTech fund. Melissa has a BA from the Wharton School, University of Pennsylvania and an MBA from Harvard University.



Andrei Moskvitch

ICO Legal Advisor

Managing Partner at A2 law firm. Senior legal professional with over 10 years of experience in international law, legal & corporate strategy, IP due diligence, IPO IP structuring, tech transfer, patent protection and enforcement, Internet regulation, ICO and blockchain. Goal-oriented problem solver with an excellent track record of successful work for global players such as Adidas, AFK Sistema, Airbus, Biocad, Bombardier, IBM and Yandex.



Eman Pulis

Founder and CEO of SIGMA

Founder and CEO of SiGMA, the Summit of iGaming in Malta, co-founder of SMSwarriors. Startup romantic with a keen interest in e-commerce, affiliation, Blockchain, diplomacy and events.



Paruyr Shahbazyan

Founder, Bookmaker ratings

CEO and founder at bookmaker-rating.ru, one of the largest sport-betting website. Expert in gambling affiliate programs. Writes for Forbes, IGB Affiliates, INC.com

