



BotGaming

Blockchain powered **gambling** **platform for messenger bots**

White Paper v3.0

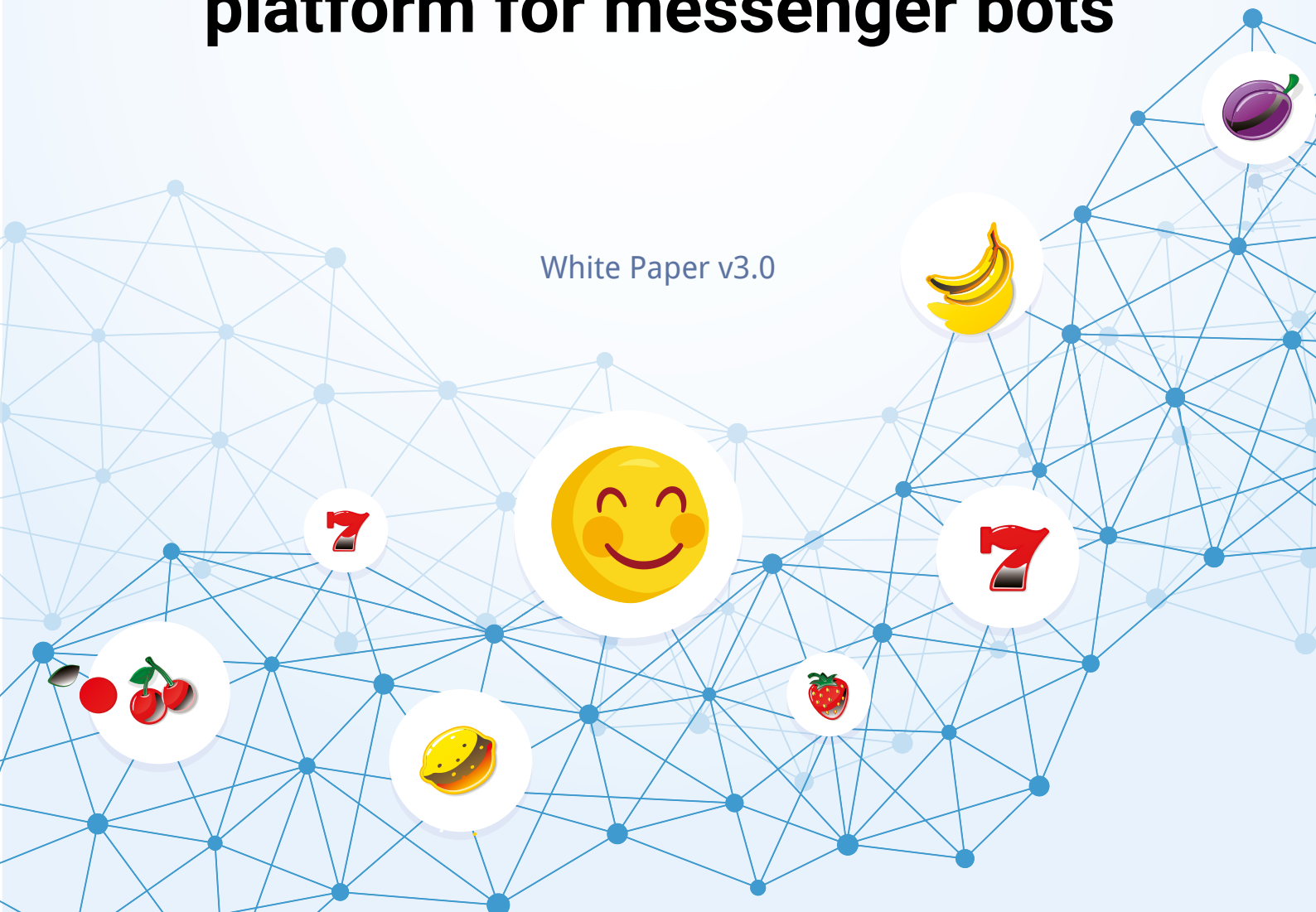


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Abstract

BotGaming is a project combining a marketplace (gaming bots ecosystem) within already working products on connection using a Blockchain technology for inside-coin spenditure. A marketplace is a scalable business model, which is flexible for changes and variability of new concepts and feature adding.

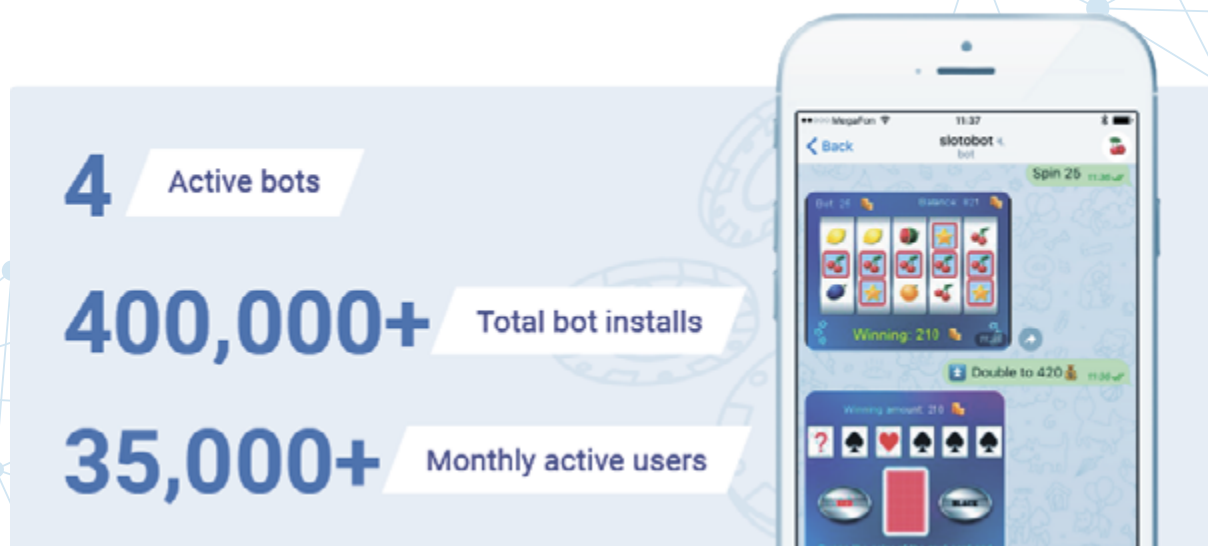
The concept of a marketplace should be able to provide the following terms on business development for a BotGaming project:

1. Assessment - users should be able to acknowledge their activity and BotGaming team should be able to track unit economics of users
2. User experience - using tracking analysis, BotGaming team would be able to identify problematic points of platform usage and use it for future development
3. Blockchain and tokenization model usage - gaming bots are connected into one system with one environment, using a unique account for players
4. Transparency and easiness to use - Blockchain technology obviously provides this competitive advantage
5. Scalability - unlimited borders on how to expand the project worldwide, how to add content and bots, only legal terms and licensing are considered

These described terms should provide a flexible environment not only for project development, but more to token liquidity and design a stable path for growth.

BotGaming team started game development in 2016, and initially focused on a social gambling business model with monetization solely through in-app purchases. Today the total number of our bots installations on all platforms exceeds 400,000, with more than 35,000 monthly active users.

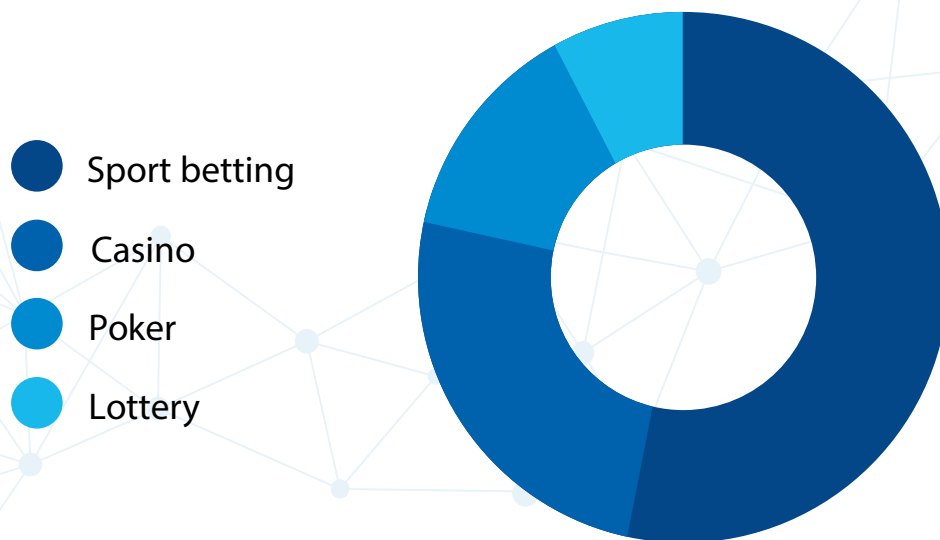
In 2017, we made a decision to create a solid and designed gambling platform for messenger apps by obtaining a Gambling License, which entitles our company to operate in Europe market and then on other markets where online gambling is legal.



1. Market Analysis

There are following products are traditionally represented in the online gambling market: sports betting, casinos, poker and lotteries.

As per a Juniper Research forecast, total wagers made on mobile and online gambling services will grow from \$553.8 billion in 2016, to \$946.0 billion in 2021, a CAGR of 14.1%.



As specified in the research, one of the main growth drivers of the gambling marker is players' move to mobile devices, which is related to rising availability of 3G, 4G and Wi-Fi.

Another tendency is the players' switch from sports betting (comprising more than 50% of all bets) to casual games, especially online casinos.

Although the Western European share of the online gambling market comprises more than 50%, the highest rates of users growth are observable in Asia, with the main driver being online lotteries in China.



It is no coincidence that the most successful exit in the industry is related to China. Jack Ma's consortium bought Playtika, a social gambling game developer (Slotomania, Caesars Casino Vegas, Downtown Slots) for \$4.4B. It's worth noting that although Playtika games are represented on all platforms (AppStore, GooglePlay), its main audience and company profits came from Facebook. Thus, the concept of a «business in a business», which we are develop, has already proven to be successful.

1.1. Blockchain technologies in online gambling

Despite the high rates of growth of the industry, online gambling is constantly hampered by a lack of user trust. This problem covers all aspects of the gambling industry, from PRNG to payments.

Some gambling start-ups try to use blockchain at all stages of the game session, however, this leads to problems with speed in very dynamic games, where latency is simply not allowed. Also, the high cost of smart contract execution is a real deal-breaker for micro bets, because transaction fees can exceed wager amounts.

For example, let's take the slotmachine. Any in-game action, like betting or changing a bet amount normally would be processed through the blockchain. But this method slows down the game, raises fee and makes it nearly impossible to play.

BotGaming uses a blockchain protocol in the game session level only. Once the game session is open, all transactions like slotmachine spins or drawing hands in poker are gas-free, and are applied with almost instantaneous speed.

We use PRNG with open source code to make transactions inside the game session transparent and verifiable.

Common issues that players face in online gambling

- Restricted access to game accounts
- Hidden fees for deposits and withdrawals
- Unreasonably high bookmakers' fees
- Hidden terms that enable casinos not to pay or detain rewards
- Nonverifiable for end user PRNG-algorithms
- Aggressive marketing (email, phone calls, etc.)

Issues that blockchain based gambling startups faced

- Low speed
- High cost of smart contract execution

Issues solved by BotGaming

- No hidden terms and hidden fees
- Completely verifiable PRNG-algorithm
- No risk of non-payment of rewards
- Almost instant ingame transaction speeds
- Payment for the execution of a smart contract only at the opening and closing of the game session

1.2. Messengers and online gambling

As noted above, one of the drivers of the industry's growth has been the emergence of mobile users. As mobile device users spend up to 70% of time on messengers, it makes it especially promising to use them as mobile gambling platforms.

Users do not need to install a new application, there are no requirements to the device performance and quality of cellular network. It allows to work in the regions where a phone is the only used device. In addition, messengers' social features allow to scale the platform fast.

This is completely correlated with messengers' development themselves, which are turning into ecosystem enclosures with their own sticker stores, payment systems and their own cryptocurrencies (Telegram and Kik).

Online Gambling Market

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

Messenger Gambling 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 owner

2. Introduction to the product

Alongside the rise in online gambling market, there has been a recent increase in messenger platforms and messenger based programs' usage (bots) that allow users to have unique and interactive experience inside tools which they are already using to communicate with their friends and families. For game developers, messenger applications represent a unique opportunity to create immersive experience inside messenger environment where users have an extremely low barrier to entry to try out new games.

Blockchain technologies represent an opportunity for companies to build transparent products and platforms that provide players with incredible and fair gaming experiences. Also the elimination of barriers (geographical, payable, taxation) exists as Blockchain usage opportunities.

At BotGaming, we are combining the power of the blockchain, the immersion of messenger bots, and our experience to design and develop a profitable online gaming business to create a blockchain powered gambling platform for messenger bots.

An ingame currency, Bot Token (BOT), is a fuel of BotGaming ecosystem. It is used for betting and withdrawal rewards. BOT will be connected across all platforms, so whether they're playing poker on Telegram or a lottery on Facebook, they'll be able to gamble for real money against their friends on any device and on multiple platforms. The purchase of BOT is available through exchanges, or directly at our messenger based wallet, which supports major cryptocurrencies and fiat money. Rewards can be immediately transferred to a user's wallet.

BotGaming Ecosystem



Games

Messenger based games (player vs. casino and player vs. player)



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



Loyalty program

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



User traction

S2S based user acquisition tracking and ingame analytics



Affiliate program

The first blockchain powered affiliate program for messenger influencers



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

3. Product Specific Section

3.1. Slotobot



[SlotoBot](#) is a slot machine for messengers. It is possible to play in emoji mode and in graphic modes. In the latter case, a separate picture is rendered for each spin. The bot is translated into 30 languages. The total number of downloads exceeds 80,000. Key functions of Slotobot:

- Single player mode
- Duel mode with friends or random players
- Tournaments with prize fund
- A bonus program (includes rewarding bonuses for being active)
- Players' ratings
- Boosters stores (for duels and tournaments)
- A billing system
- A referral program for players

Currently SlotoBot is only monetized through in-app purchases.

The Gambling Gross Revenue (GGR) of the slotmachine operator is made up of the difference between the amount of bets for a period, the sum of wins.

Return to Player (RTP) is the term casinos use to describe the percentage of all the wagered money a slot machine will pay back to players over time. In most jurisdictions, a minimum 92% is secured by legislation.

Using the blockchain system and our own development, we will be able to minimize all costs and raise RTP to 97%. This will increase user lifetimes and the company's profits in the long term.

Slotobot is a good candidate for paid advertising traffic. During our test advertising campaigns, the download cost of the Telegram-bot by European users (regions Tier 2 & Tier 3) was \$0.1.

3.2. Pokerbot

[PokerBot](#) – is the #1 game on Telegram. Users play Texas Hold'em Poker with friends or random users at tables for 5-9 people. The bot has been translated into 14 languages and more than 300,000 people have installed PokerBot. With PokerBot you can:

- Increase player ratings
- Provide referral links for players

<http://telegramgeeks.com/2016/04/mypokerbot-top-1-bot-telegram-store-bot/>

Currently the bot is only monetized through in-app purchases.

The profit of the poker room consists of a commission from the Pot during each hand. Depending on the size of the buy-in, it comprises around 1 to 5% of the Pot.

The most popular blind in online poker is \$0.01 and average Pot is about 30 Blinds equaling \$0.30. So, the commission rate from one pot is up to \$ 0.015.

3.3. TotoBot

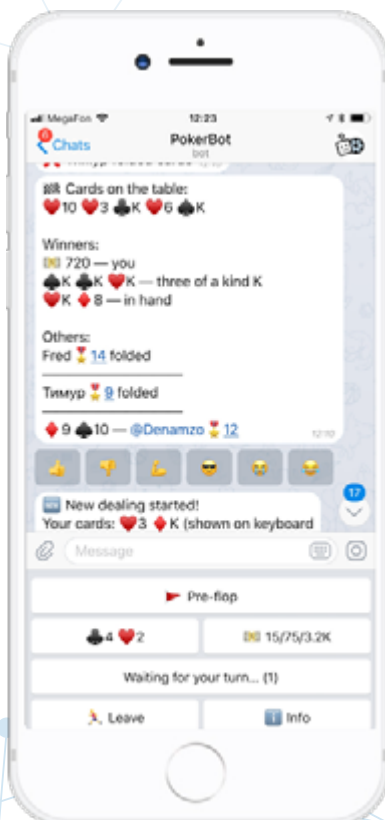
[TotoBot](#) is a p2p totalizator for messengers. Betting between players is the key difference between TotoBot and other betting companies.

Profits are generated by a commission from the prize pool for each event, comprising 5-10% of the total prize pool.

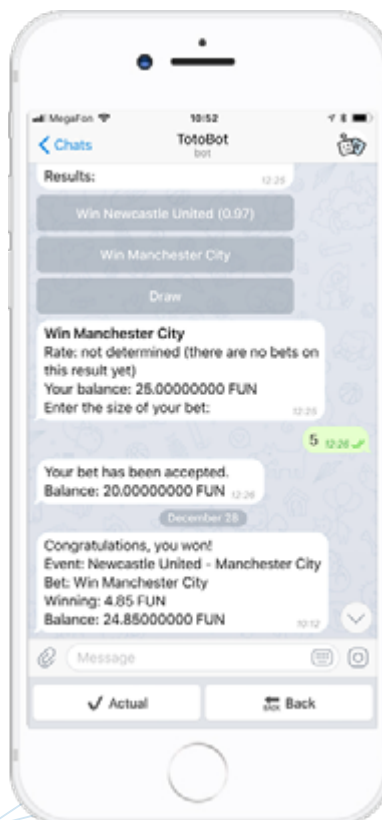
3.4. LotoBot

[LotoBot](#) is an instant lottery for messengers.

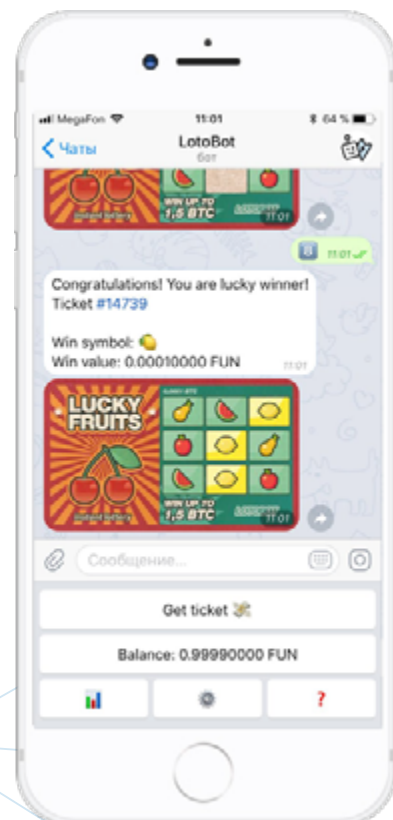
The profit from instant lotteries consists of the difference between the amount received from ticket sales and the prize pool of each lottery, comprising 10% of the total amount of the tickets sold.



3.2 Pokerbot



3.3 Totobot



3.4 Lotobot

3.5. Future games

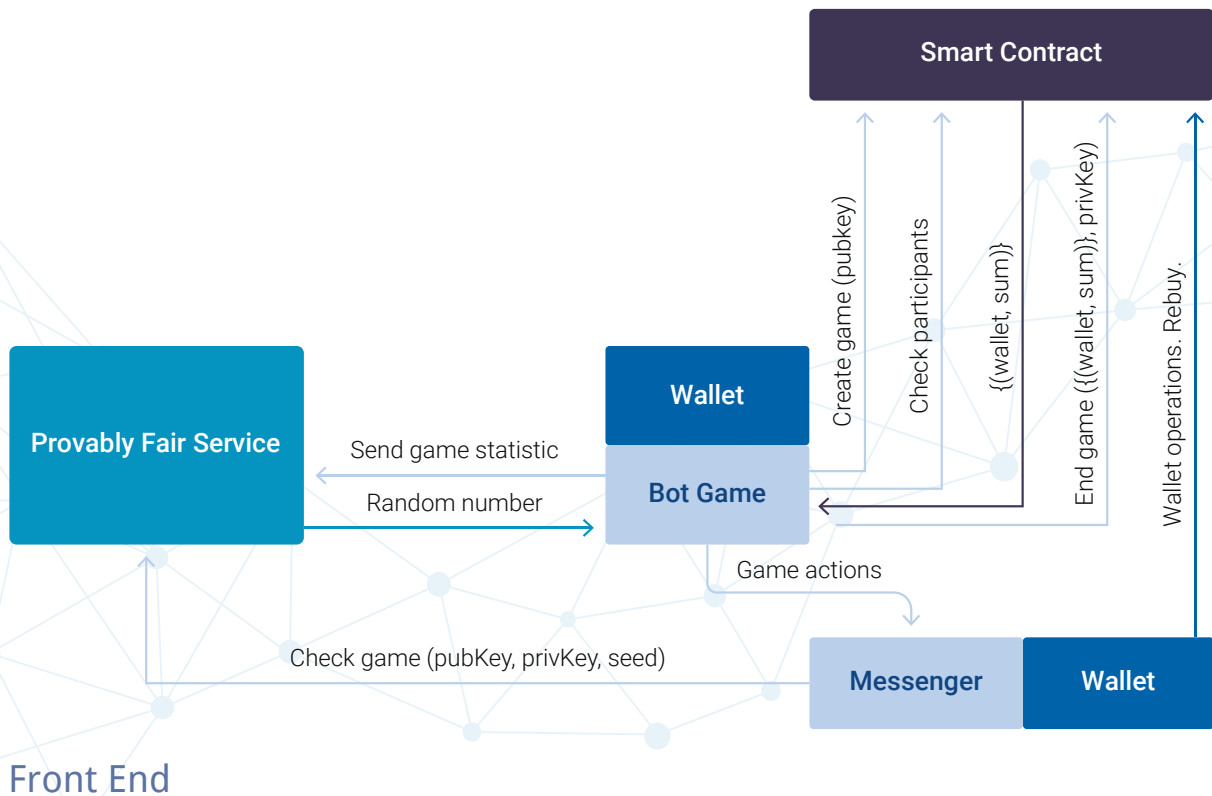
In 2018, Dice, Blackjack, Baccarat, and Roulette, Pachinko are planned for development. In 2019, we add Fantasy Sport and eSport.

Also, development roadmap is focused on using artificial intelligence:

- Snap screen and image recognition for in-play betting
- Natural language processing for placing the bets
- AI and Big Data driven system to improve players retention

Basic product development milestones are available in Roadmap chapter

4. Technical



BotGaming uses messengers only as front end, and all interaction with the blockchain happens on the side of our servers. So, we ensure the security of transactions and are not dependent in this sense on the messengers.

Blockchain protocol

BotGaming uses blockchain protocol as a strong bidirectional payment channel between players, casino and affiliates. When a player starts a game session we ask them about amount of BOT tokens they want to play with. This is consistent with the principle of responsible gambling. Then we deploy a game contract, which locks the corresponding number of tokens to their wallet. When a player decides to quit the game session, the smart contract distributes rewards and the outcome of operations are added to the blockchain.

As can be seen from this, BotGaming uses blockchain at the game session level only. This approach solves issues with transactional fees and speed. We need to pay gas only twice - to open and close game session. Once the game session is open, all transactions like slotmachine spins or drawing hands in poker are gas-free, and are applied with almost instant speed.

PRNG

We use the open source Random Numbers Generator (PRNG), which allows players to reproduce results based on the seed.

Our PRNG source code is written in Java, C++, and Python and will be hosted on Github. It will be open for testing and verification. Also, on Github we will host a downloadable client that allows playback of the PRNG's results with a specific argument.

In addition, each spin in the slotmachine will be accompanied by a link to a web-based PRNG, thus the player will be able to verify the correctness of the algorithm.

For more information learn [Technical Appendix](#).

5. Marketing Strategy

BotGaming's global development strategy is based on customization for each region. We will focus on popular messengers in each country and games allowed in its jurisdiction.

5.1. Work with the community

The token sale is not only a tool for attracting investments, but also a way to express ourselves in the cryptocurrency community.

5.2. Media buying

Since average user spends about 70% of his time in messenger app, BotGaming provides an ecosystem inside messengers, where users can easily access bots of BotGaming platform. This availability of potential results are low barriers to enter and high retention rate, along with a system of notifications and similar messenger user experience.

Therefore BotGaming is an easy scalable gambling platform with cost effective user acquisition. While web-based casino pays \$300 for player deposit (100\$ for deposit of poker player), current cost per game install is only \$0.01-0.1, with expected \$5 for player deposit.

Currently the audiences of messenger channels are underestimated. This is due to the low efficiency of traffic transfusion from the messenger's ecosystem to other platforms, whether it's web or mobile applications. We offer influencers a reliable way to monetize their audience by placing adverts or participating in our affiliate program.

Additionally, we have gained considerable expertise in the purchase of traffic from traditional mobile advertising networks and the subsequent monetization of our bots.

5.3. Affiliate Programs

Two types of affiliate programs will be implemented for BotGaming.

First, players will be able to share a referral link to all their contacts. After a referral registers with any of BotGaming's bots, the referrer gets 20% of the GGR for this player.

Second, channel owners can post referral links. Registration as an affiliate partner is available on the project's website or through BotGaming's information bot. There is a referral commission of up to 50% of GGR.

The calculation of referral payments is instant when game session ends. Identification of users at the device level enables to avoid affiliate program fraud.

6. Tokenization model

BOT is a utility token based on ERC20 standards. It is used as in-game currency for all the game contracts integrated within the BotGaming platform. Keys to BOT can be stored in platform wallets by players and in any Ethereum client or by more advanced Ethereum users.

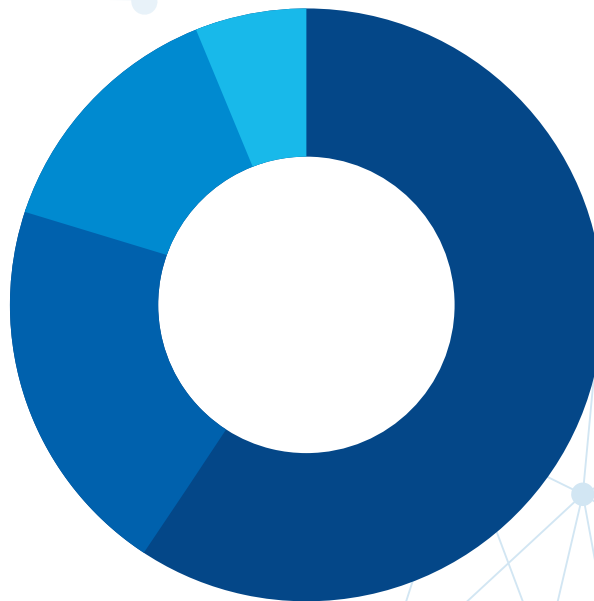
The token supply for token sale rounds are presented as follows:

- Basic token cost \$0.01
- Softcap \$5,000,000
- Target \$15,000,000
- Hardcap \$20,000,000

The total amount of BOT tokens to be distributed is 3,625,000,000, which is going to be allocated as presented proportions:

- On Sale 60.00%
- Team and owners 20.00%
- Reserve 15.00%
- Advisers, Escrow 5.00%

- On sale
- Team and owners
- Reserve
- Advisers

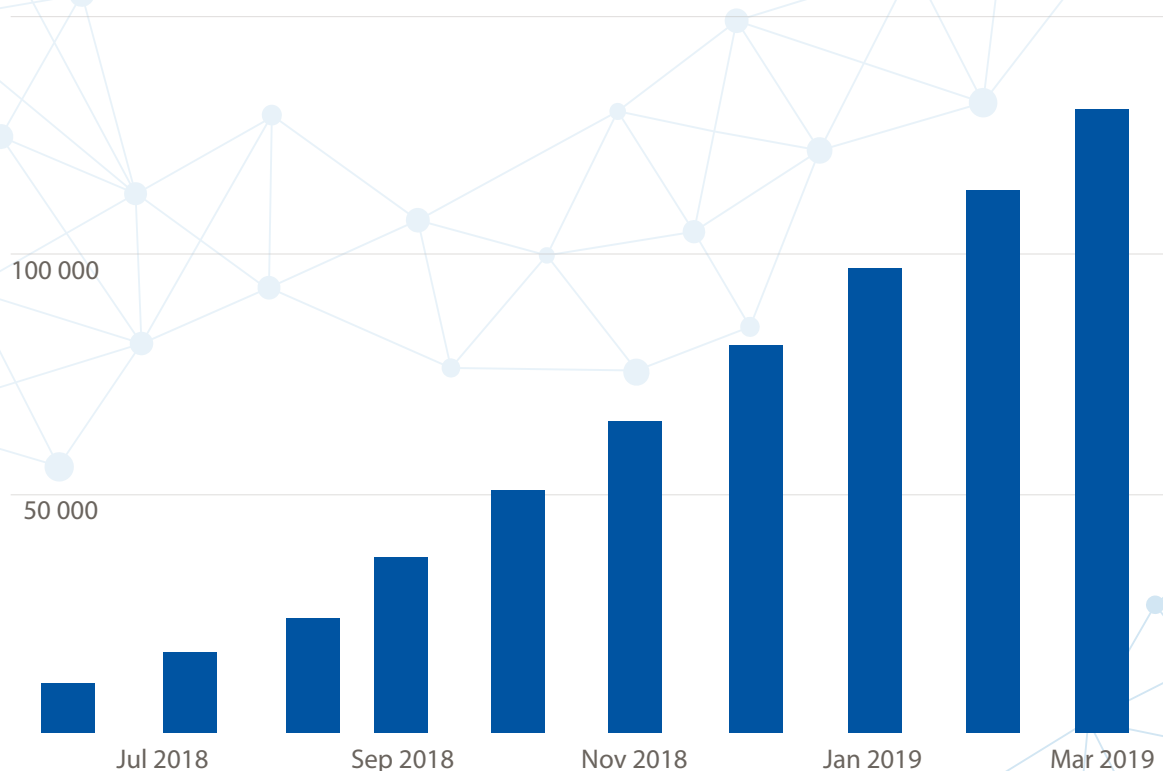


We have already seen significant growth of our platform. It is fast, can handle many users and is ready to scale after the crowdsale. We assume that every 100,000 Slotobot installs will generate a trading volume of tokens equivalent to \$1,000,000. We want to become the most reputable and well known messenger bot gaming platform and we welcome our base to join us to become part of the BotGaming community.

7. Business and financial modelling

Business modelling of BotGaming platform is allocated with milestones of roadmap. The release information is going to be published on social media channels, but main phases of token sale rounds, product development and token emission is described below in a roadmap part.

The chart below shows the estimated number of monthly active users (deposit players). By December 2018, MAU will exceed 80,000, in December 2019 350,000 and in December 2020 1,000,000.



Financial modelling and profitability of BotGaming platform is designed to show the possible expense allocation and profitability of the project. Yearly described revenue model should keep the project as a sustainable and potential business.

The presented expenses (user acquisition) are described using already-operated bots of the platform. The numbers could be changed according to the fact that the team has changed business positioning from social gambling to real money gambling, which will result in a slight decrease of conversion rates from install to deposit player and consequently increase in expenses on marketing (implementation of KYC procedures should result in decrease of conversion).

Token sustainable increase in value on exchanges is going to be described in the following aspects:

1. Since average user spends about 70% of his time in messenger app, BotGaming provides an ecosystem inside messengers, where users can easily access bots of BotGaming platform. This availability results in low barriers to enter and high retention rate, along with a system of notifications and similar messenger user experience.
2. Therefore BotGaming is an easy scalable gambling platform with cost effective user acquisition. While web-based casino pays \$300 for deposit player(100\$ for deposit poker player), current cost per game install is only \$0.01-0.1, with expected \$5 for player deposit.
3. Increasing the number of players will create a natural demand for token purchase and use which fuels currency appreciation.

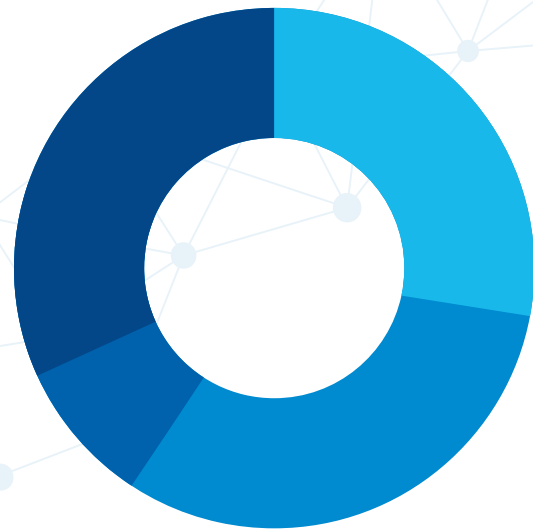
8. Roadmap

	2017	2018	2019
MAU	35,000	130,000	500,000
License	Social Gambling	Curacao, Malta, Germany, Italy	Great Britain, Ireland, Spain, Austria, Belgium, Sweden
IQ	Games: PokerBot, SlotoBot	PRNG Serification with NMI Investor's area with multi currency support 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 exchanges Activation of Bankor Token Changer Wallet for games KYC for games Relaunch as real money gambling: Slotobot, LotoBot, TotoBot Affiliate program Marketing campaign BotGaming platform website AI-dirven functions: snap screen for in-play betting Games: RouletteBot	HTML5 interface for games
IIIQ	Market Research	Games: DiceBot, Blackjack, Bingo, Baccarat, Sport Betting Poker relaunch Lottery for token holders Lottery for players (gas recharge) Loyalty program for players	Games: eSport
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 BigData to realize players behavioral patterns	

9. Financial Projections

BotGaming's expenses are given in the diagram below.

Development	35.00%
Marketing	40.00%
Legal	10.00%
Listing on exchange & operations	15.00%



Considerable costs for legal support of the company are stipulated not only by the specific character of the blockchain, but also by the need to obtain licenses to run a gambling business. A Gambling License is assumed to be obtained in order to operate in the European market.

10. Legal structure

BotGaming is a two-company legal structure. The first company is a Canadian corporation, which developments the software for the BotGaming platform, blockchain and the gaming bots themselves. The Canadian corporation also holds all of the intellectual property rights to our state-of-the-art technology that we actively seek to protect via copyright, patent and trademark law. The second company is a Gibraltar corporation that seeks to obtain firstly a Curacao gaming license, secondly a Malta gaming license and thirdly all other jurisdictions to allow our players to legally gamble on BotGaming bots, as well as to make and receive payments.

We believe that legal stability is of outmost importance for the success of our business. Consequently, we have designed our legal structure to achieve the following goals:

- Ensure long term legal stability and predictability;
- Incorporate in jurisdictions that provide favorable legal views towards blockchain, online gambling and crypto currencies;
- Gain access to corporate incentives provided to software companies, such as those provided by government of the province of Quebec;
- Optimize taxation; and
- Have the possibility of easily registering and/or transferring IP between the companies as may be needed in the future.

Canadian corporation is BotGaming Inc., which is duly organized under the laws of the province of Quebec in Canada and has its place of registration at 587 CH. Pionniers La Minerve, Québec, Canada. The Gibraltar corporation is (now registering), which is duly organized under the laws of Gibraltar and has its place of registration at (now registering).

The BotGaming tokens may be acquired from the Gibraltar company as this company will ultimately be engaged in providing the gaming services to the players. In order for the Gibraltar company to act lawfully, all of the required IP rights and the rights to the software of the BotGaming platform, blockchain and bots are duly and properly licensed from the Canadian corporation. The details of the software and IP rights licensing agreement may be available for the review to prospective contributors upon request.

11. Team

Management team



Kirill Pyrev

CEO

Last years focused on messenger bots, online games and dating services. Also, as a CMO & co-founder, launched FXVan, a broker company, and expanded it to the Asian market.



Fedor Matasov, Ph.D.

CTO

More than 15 years experience in gambling and the sports betting industry. Strong expertise in development of complex solutions for offline gambling covering software and hardware as well as high loaded online casinos. During this time collaborated with companies: Ritzio, Unicum (brand Vulcan), IGT (USA), GLI, ITechLabs, AAMS (certification companies), Octavian (BG), Denim (Italy).



Leo Kangin

Head of product

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



Mikhail Sinitsyn

Business development manager East Asia

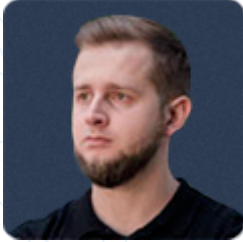
Professional Chinese-speaking project manager, with vast experience in developing and executing projects related to the East Asia region, including start-ups (Diamond Education International Ltd. in China and Hong Kong), as well as governmental-level projects.



Ruslan Mukhametkhanov

Marketing and PR manager

Ten years digital marketing experience. Held a leading position at Ingate - one of the largest Internet agencies in Eastern Europe. Now focused on product marketing and user acquisition.



Dmitry Popov

Project Manager

Passionate project manager who loves user centric product models and flexible workflow frameworks. Adept at analyzing the competitive landscape, conducting research and obtaining continual profits through focused planning.

Development Team



Dmitry Rozhkov

System Architect

About 15 years in gambling industry and cooperated with companies - Ritzio, Unicum (brand Vulcan), AAMS (Italy certification company), Denim(Italy), TNS Gallup Media (INT), Wurlitzer (USA).

Senior Java and C#, C++ developer. Crypto enthusiast since 2013.

- Gambling protocols: G2S, SAS 4-0-6.2, cctalk,ccnet, ASP, ID003
- Programming language: Java , C/C++/C#, Python, Perl etc
- Frameworks: .NET, ASP.NET, ASP.NET MVC, WPF, WCF, JSF, Spring
- API: WinAPI, WinForms, Managed DirectX, MAPI
- DB: PostgreSQL , MSSQL, Interbase, xBase, MySQL
- ORM: XPO, NHibernate, Hibernate,
- VCS: Mercurial, VSS, TFS, SVN



Mikhail Ruban

Full Stack Developer

More than 11 years experience in software and gambling development.

- Gambling protocols: G2S, SAS 4-0-6.2, cctalk,ccnet, ASP, ID003
- .NET: C#, WCF, ASP, LINQ, Entity Framework
- Java: Java 8, Spring, Hibernate
- BD: PostgreSQL, MS SQL



Kirill Glinsky

Full Stack Developer

Seven years of software development.

- .NET: C#, WCF, ASP, LINQ, Entity Framework
- Java: Java 8, Spring, Hibernate
- BD: PostgreSQL, MS SQL



Dmitry Ruban

Q&A Lead

Provide lifecycle management of automated testing projects on software and large database applications using various monitoring and scripting tools.

More than 6 years experience in Q&A.



Vitalii Nozhko

Web designer and illustrator

Focused both game content and interface solutions. Strong experience in developing games for mobile platforms and browsers as well.

Advisers



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.



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.



Ariel Israilov

Investment Advisor

Ariel graduated from Finanz Akademie, Vienna and has trading and market making background with over 15 years of global entrepreneurship experience. As a venture capitalist his investment focus is East-African, ASEAN and CIS countries. Ariel is the CEO and Founder of FRESHVALE LTD and several IT, finance and security technologies companies.



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.



Paruyr Shahbazyan

Founder, Bookmaker-ratings

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

12. Partners



Decentralized platform for crowdfunding projects. [Wings](#) is one of the top fintech startups according CoinTelegraph. WINGS is providing the platform and technical support for the BotGaming crowdsale campaign.



ALTHAUS Group is an independent investment and advisory firm, which offers a full range of financial, tax, legal and management advisory services for the companies and private equity funds.



WAGERTEC is a professional service company, providing three lines of services; licensing, administration, consulting.

- Curacao Company Incorporation & Annual Management
- Obtaining iGaming License for all king of online gaming (Poker, Slots, Casino, SportsBetting, Bingo).
- Hosting and collocation services
- PSPs and Merchant Accounts



The market leading gaming compliance testing and auditing laboratory in the fields of gaming and IT security, we are committed to maintaining accreditations in emerging and regulated jurisdictions.



Bancor is a Decentralized Liquidity Network that allows you to hold any Ethereum token and convert it to any other token in the network, with no counter party, at an automatically calculated price, using a simple web wallet.



We are full service IP protection firm founded in 2010. We are a team of patent & trademark professionals focused solving your unique problems, win your battles and add value to your intellectual capital. Our company maintain a narrow network of exclusive IP professionals and litigators in Europe, Russia, Canada and USA.

13. Conclusion

This document presents in great part the technological and marketing strategies planned and adopted with the objective of perfecting and maintaining the continuous development of BotGaming. Using blockchain and messengers as a technology platform brings about new level of trust to gambling games and makes it extremely easy to access.

For more information visit botgaming.me or email kirill@botgaming.me.

Technical Appendix <https://botgaming.me/technical.pdf>