TRONHorses.com

BET & OWN A PIECE OF THE TRACK

TronHorses.com is the first Horse Racing Gambling Dapp to hit the Tron Mainnet. We have chosen the Tron network because it is capable of handling almost 2000 TPS (transactions per second), with the possibility of growing in the future.

www.tronhorses.com

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ABSTRACT

TronHorses.com is the first Horse Racing Gambling Dapp to hit the Tron Mainnet. We have chosen the Tron network because it is capable of handling almost 2000 TPS (transactions per second), with the possibility of growing in the future. The Gambling sector is an area that cannot be ignored as it is becoming a primary use case for the Tron blockchain with new data showing that dapps on the Tron network facilitated $1.6 billion in activity in the first quarter of 2019, with more than 432,000 estimated users. In total, 64 percent of dapps on the Tron network now facilitate gambling.

As such, Tronhorses is set to leverage on the core values of the Tron blockchain to provide a transparent and globally accessible gambling platform while avoiding single points of failure in implementing the network in the creation of system that is fully and truly decentralized.
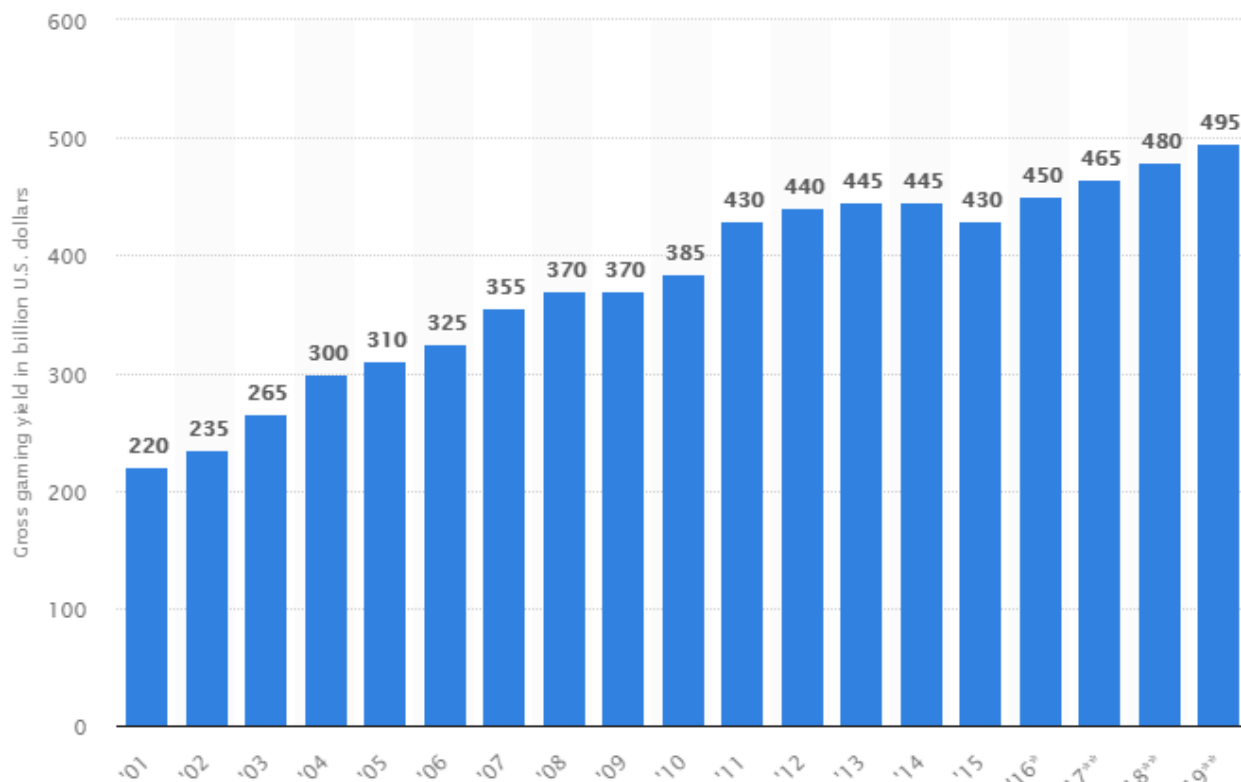
1.0 INTRODUCTION

MARKET CONTEXT AND OPPORTUNITIES

The global gambling market is a dynamic and rapidly changing niche. It market size reached an estimated value of nearly $449.3 billion in 2018, having grown at a compound annual growth rate (CAGR) of 4.1% since 2014, and is expected to grow at a CAGR of 5.9% to nearly $565.4 billion by 2022.

Growth in this period resulted from the growth in the experience economy, emerging markets growth and rise in online gambling. Going forward, the legalization of gambling, global economic growth, increasing use of social media, and changing consumer gambling habits are factors that are set to improve the global gambling market growth rate.

The gambling industry, although booming and expanding across the world, it is segmented by type into casino, lotteries, sports betting, and others which is further segmented by sales channel into offline, online, and virtual reality (VR). Offline gambling currently has the largest market share followed by Online and VR gambling which are expected to be the fastest-growing segment going forward at a CAGR of 21.7%.

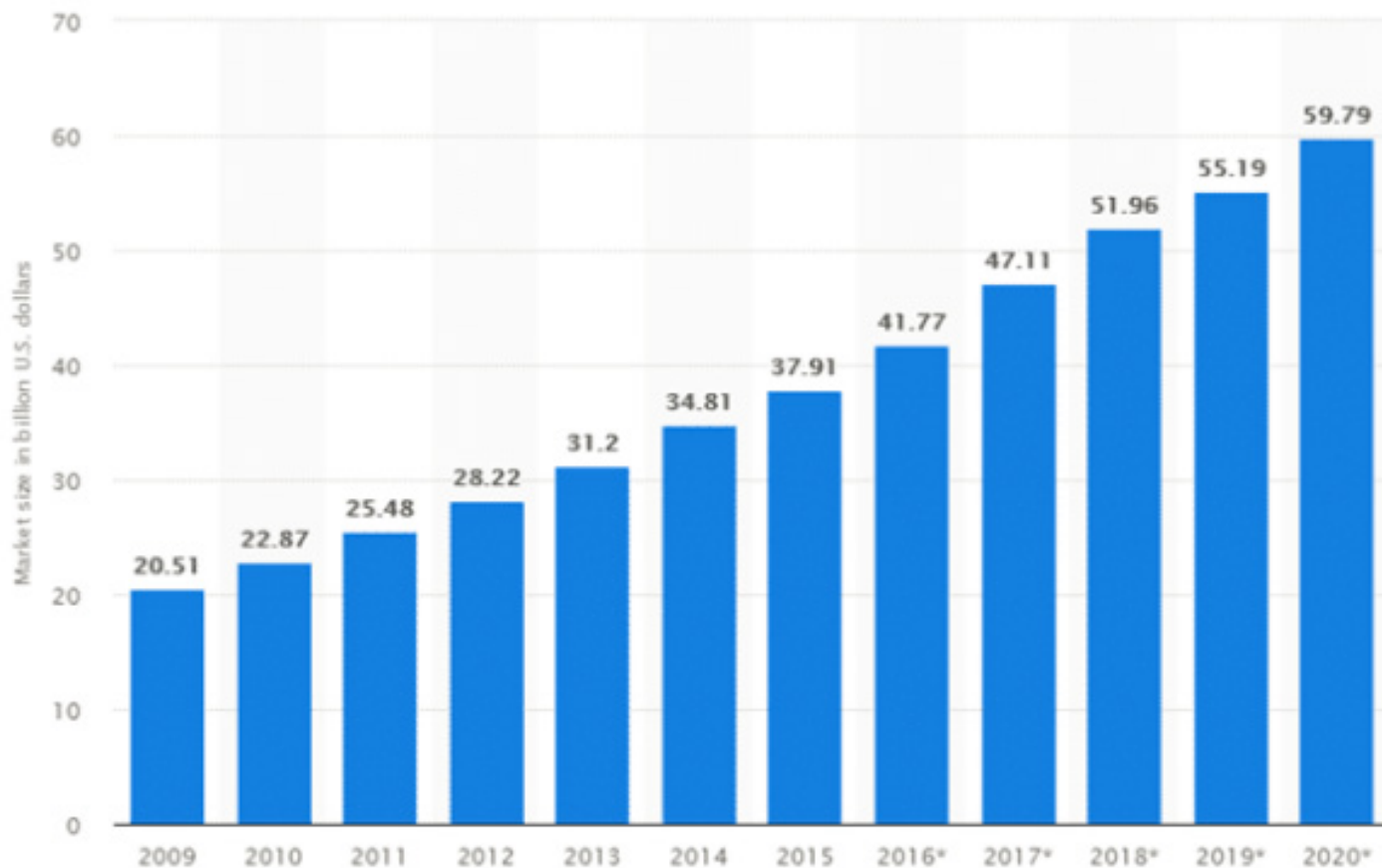With the rapidly growing preference for digital platforms and the growing internet penetration, digital revolution in the industry is considered one of the primary factors responsible for the projected growth of the online betting market size as it enable players to place bets from any remote location around the world.

Global gambling market gross gaming yield (GGY) from 2001 to 2019 (in billion U.S. dollars)
Source: Statista

The global online gambling market continues to go from strength to strength, with year-on-year growth adding billions of dollars to an already insanely valuable industry. This includes poker, casinos and sports betting. In 2017, Statista has predicted that the size of the online gambling market would have a volume of $47.11 billion growing to $59.79 billion by 2020.

Global online gambling market gross gaming yield (GGY) (in billion U.S. dollars)
Source: Statista

Interestingly, the niche showing the highest increase in market size and revenue are virtual sports betting like horse and greyhound racing. This and lots more has spurred us into the creation of a gambling platform that is based on the TRON blockchain network due to its high throughput, low transaction costs, ease of usage and revolutionary DApp experiences named TronHorses.

The advent of blockchain technology paved way for Internet 2.0, a novel and innovative way to create an equitable, decentralized and globally accessible internet. This censorship-resistant innovation comprises of several layers that come together to build a technology stack that is set to revolutionize the world. Tronhorses is a blockchain powered and distributed gambling platform that utilizes blockchain and smart contracts to deliver a truly fair gambling platform.

Until recent times the online gambling market was very expensive for game developers to deploy successful apps thus the market is dominated by the big incumbents who operate on very high margins (in excess of 10%).

The operator has the role of controlling the fairness of the gambling process, which can also lead to all sorts of problems – it has been very easy for programmers to fix the fairness of the random number. Previously elaborate licensing and regulatory arrangements have been implemented to assist in player trust issues – these are no longer required with the Tron blockchain adopted by our platform.

Using decentralized technology and cryptographically verifiable code, the future of fair online gaming and gambling has just begun. The whole process is completely transparent and auditable. Without the possibility for fraud, and therefore without the need for the trusted third party, which has traditionally been played by legally empowered regulatory bodies. Tronhorses is the real time online horse racing gambling platform that uses instant Tron blockchain driven data to ensure complete transparency and security of the gaming process.

1.1 WHY HORSE RACING:

Horse Racing is one of the most ancient of sports - it has been adopted all over the world by people who have added many variations such as restricting races to particular breeds, running over obstacles, running over different distances, running on different track surfaces and running in different gaits. The sport is breathtaking, fun & addictive in nature - to many it is considered more than a hobby, but a way of life. The Sport has evolved over the years and now we have added a novel technology to take it to the next level - Horse Racing meets Blockchain Technology.

Statistic provided by Australian Racing Fact Book 2017–2018 edition published:

Australia

- Wagering turnover in Australia was $35.965 bill2ion (an increase of $3.097 billion or 9 per cent from 2016–2017). More than 50 per cent of this amount was bet with Northern Territory book makers.

- Thoroughbred wagering turnover in Australia was $19.554 billion (an increase of $1.491 billion or 8 per cent from 2016-2017). Almost 50 per cent of this amount was bet with Northern Terri tory book makers.

- Sports betting turnover in Australia was $11.230 billion (an increase of $1.564 billion or 16 per cent from 2016–2017). More than 80 per cent of this amount was bet with Northern Territory bookmakers.

Keeping in mind that this is Australia only and our Target Market include many other countries including Russia, France, Germany, Canada as well as others where mainstream gambling is allowed.

This document will discuss in short the features, solution and future projection of TronHorses and the native currency of the platform, Winna Token.

1.2 WHY THERE IS A MARKET

The increase in per capita income, high adoption, growing interest, and growth of dual-income households are some of the factors augmenting the growth of the global market. The market research report provides in-depth market analysis and segmental analysis of the global gambling market by product, platform, and geography.As such, we are confident that the market is broad and the adoption rate will be high since the Tron network we are implementing is capable of handling almost 2000 TPS (transactions per second) and also has high throughput.

2.0 THE STATUS QUO

First of all, assets which are stored and used for online purposes are often impacted by unexpected charge-backs and manipulation. This fact affects the industries reputation the most. Trusted third party platforms are required for almost all current financial transactions, which results in higher transaction and commission fees and slows the processes. The key element players expect – transparency, is missing and virtual items which belong to players can be used just on specific platforms, as well as manipulated and lost. Currencies are in most cases not easily transferable and usually intended to be used in a single game. In the case of a player being banned, that player will also lose all currency or items invested earlier, unless already in a highly regulated environment. This is the tradition of known centralized and locked platforms. On the other side, new decentralized platforms still don't have standardized rules when it comes to currencies and other assets in the gaming world and users don't know what to expect, therefore they are refraining from taking the unknown risks. Also, there is no connection with the "real world" and players don't get rewarded for contribution, particiation and winning in games. However, we are here with innovative solutions for these problems.

2.1 SPEED, TRUST, INTERFACE

The Tron network is decentralized and therefore renders transaction safe and transparent. Blockchain transactions typically take in excess of 30 seconds on average (Bitcoin transactions typically take circa 1 hour). Clearly this is not acceptable in a gambling environment where the player expects instantaneous results. Interestingly, our technology is relatively new and it delivers instant results via the blockchain which is 100% provably fair and secure. At the same time, and having in mind the anonymous aspect of the Tron network, the platform earns and retains the trust of the player to deliver integrity and stability. We achieve this by deploying over a network that is capable of about 2000 TPS (transactions per second) and delivers blockchain generated results.

2.2 FOCUS ON CUSTOMERS AND NEW OPPORTUNITIES

A key focus of our technology is player acquisition. Our games are aimed at the soft end of the market - the mass market. People that may be new to gambling are also looking for a trusted fun environment in which they can freely play without feeling intimidated. The new opportunities for gaining the larger audience are seen through the following characteristics:

2.3 EASE OF USAGE

Crypto and blockchain based gambling platform utilizes the public blockchain for deposits, events and withdrawals. Typically the sign up process is instant; as the crypto provider has already KYC'd the customer. This makes the complete process much easier for players and provides them with the instant attraction they experience in conventional gambling and expect from us.

They are able to bypass local banks and legislation to participate in a truly global experience. Thus, it is a very exciting time for the crypto currency based sport gambling market.

2.4 ZERO INTERMEDIARY

Tron removes so many middlemen - server hosting, certification, licensing, compliance, overheads - that is what ultimately the big players look for - sites that offer the best rate of return for their play.

The lower costs will provide the platform the ability to offer better bonuses too. Once the system is set, you don't have anything to worry about. There is no third trusted party to be paid, no costs for licensing or certification and no server or technical expenses. Everything is fully automated, auditable and completely transparent and fair for players.

2.5 UNIQUENESS OF OUR PLATFORM

For TronHorses to be successful in the Blockchain gambling market, we understand the need to have a strong proposition. Having this in mind, we offer:

- In-house developed platform that supports buying Tron (TRX) with different cryptocurrencies, bet with it and get paid instantly with it.

- Distributed horse races with a full audit trail and transparency

- Distributed bet processing network allowing operators to easily join our network

- Reliable, top of the line platform to maximize gaming business growth

- Speed

To be successful, the blockchain of any type of crypto gambling platform must offer a trusted result and instantaneously. Players simply will not wait too long between decisions; this was the universal problem until our solution was created. Our result gives live, fully random and transparent result that has a complete audit trail, from initiation to conclusion. At the same time our exclusive user interface, is highly stylish and branded, thus offering players optimal user experiences for every device used.

2.6 TEAM AWARENESS

Many companies will enter the crypto gambling space. We believe that those that will manage to survive and flourish will need both great technology and great content. The player is not really interested in what is under the hood, all the technical details and protocols. Our audience is oriented strictly toward the end results – they want to see a quality product and enjoy the entertainment for the experience it truly is. Our experienced team is fully aware of the dramatic changes that are brought about by player engagement sessions and ready to offer the best when needed.

3.0 THE BUILD: HOW THE PLATFORM WORKS

Tronhorses will allow users to bet on a race consisting of 8 Horses to the finish line. They will have the ability to bet on Win or Place for their horse(s) using Tron (TRX) with instant payment remittance in the same currency when they win. Even with this, all players will be rewarded in WINNA token for betting regardless of the outcome. WINNA token holders will be given ownership of the Track with a portion of all revenue from the site being shared with the WINNA hodlers to ensure that the use case and demand of the token is sustained. Our betting structure pays win/place on 8 horses, this allows for div pool to fund div payouts every day. The site has a homepage consisting of 4 Race Location options to choose from:

ShaTin, Hong Kong (10 TRX Min Bet)

Longchamp, Paris (100TRX Min Bet)

Royal Ascot, UK (1000TRX Min Bet)

Flemington, Melbourne (2500TRX Min Bet)

Each location will have its own unique differences that will reflect the particular Racecourse. Also each location will have different minimum bet amounts. The horses names will be all Tron/ crypto related and the names to randomise so no race will repeat the same lineup.

As mentioned earlier, users can easily purchase TRX on the platform with multiple currencies and begin betting for ease of platform usage and convenience. All payouts are instant, paid in TRX.

We will also be adding a "StableChat" function to allow the users to chat amongst each other. Each users will also "level up" and have an appropriate Title before their name on chat depending on amount of WINNA they have mined. E.g. Apprentice jockey, Senior jockey, Trainer, G3 owner, G2 Owner, G1 Owner.
As the site grows we will add more locations and hold events that coincide with Live Horse Racing events around the World such as Melbourne Cup, Belmont Stakes etc. We will also hold Charity races to raise money for voted charities and look into the idea of adding other betting options in the future like Trifecta, Exacta, Each way etc.

3.1 MARKETING STRATEGY

The site will allow several languages to maximise diversity of Users to participate. We will be using the service of influencers with massive followers on platforms like Twitter and Youtube. We'll also invest in content marketing strategies using platforms like Medium and Quora.

We understand how far digital PR can go, so we'll be using PR agencies with proven track record of success and leverage on their expertise and experience to market the platform and get the words out there.
We also plan to list on multiple platforms including Dapp Review, Tronwallet etc.

We will be providing competitions, videos and information on our Social media platforms such as Twitter and Telegram.

4.0 TOKENOMICS

4.1 WINNA TOKEN

Winna token is the native currency of the Trohorses platform. It is a TRC-20 token that is mineable via playing and betting on the platform and will be used to incentivise platform members and share dividends. We opted for a TRC-20 standard token as it technically advanced for the creation of smart contracts on the TRON block-chain and for token implementation within the TRON Virtual Machine (TVM). It also gives Tron-based tokens more functionality as such it will be versatile in it use on the platform.

We've created a total of 100,000,000 WINNA tokens, 5 Million of which will be put up for sale in Presale event held at tronhorses.com and run for 30 Days so that early birds and angel investors can have a fair share of the token. It is important to note that due to regulatory hurdles US and China citizens will not be permitted to participate in Token sale on the Tronhorses platform.

After the pre-sale will be followed by a Crowdsale that will also run for 30 Days. Moving forward we will be activating the burn feature of the token to implement monthly burns held. This involves the destruction of a certain amount of the Winna Token in order to reduce it number in circulation and drive it value up.

4.2 TOKEN DETAILS

Token name: Winna Token

Symbol: WINNA

Total created: 100,000,000

Token Contract: TAjAMF7XZGexASiQDfa8XJ1xFLcqtYNcrg

4.3 PRESALE FUNCTIONALITY

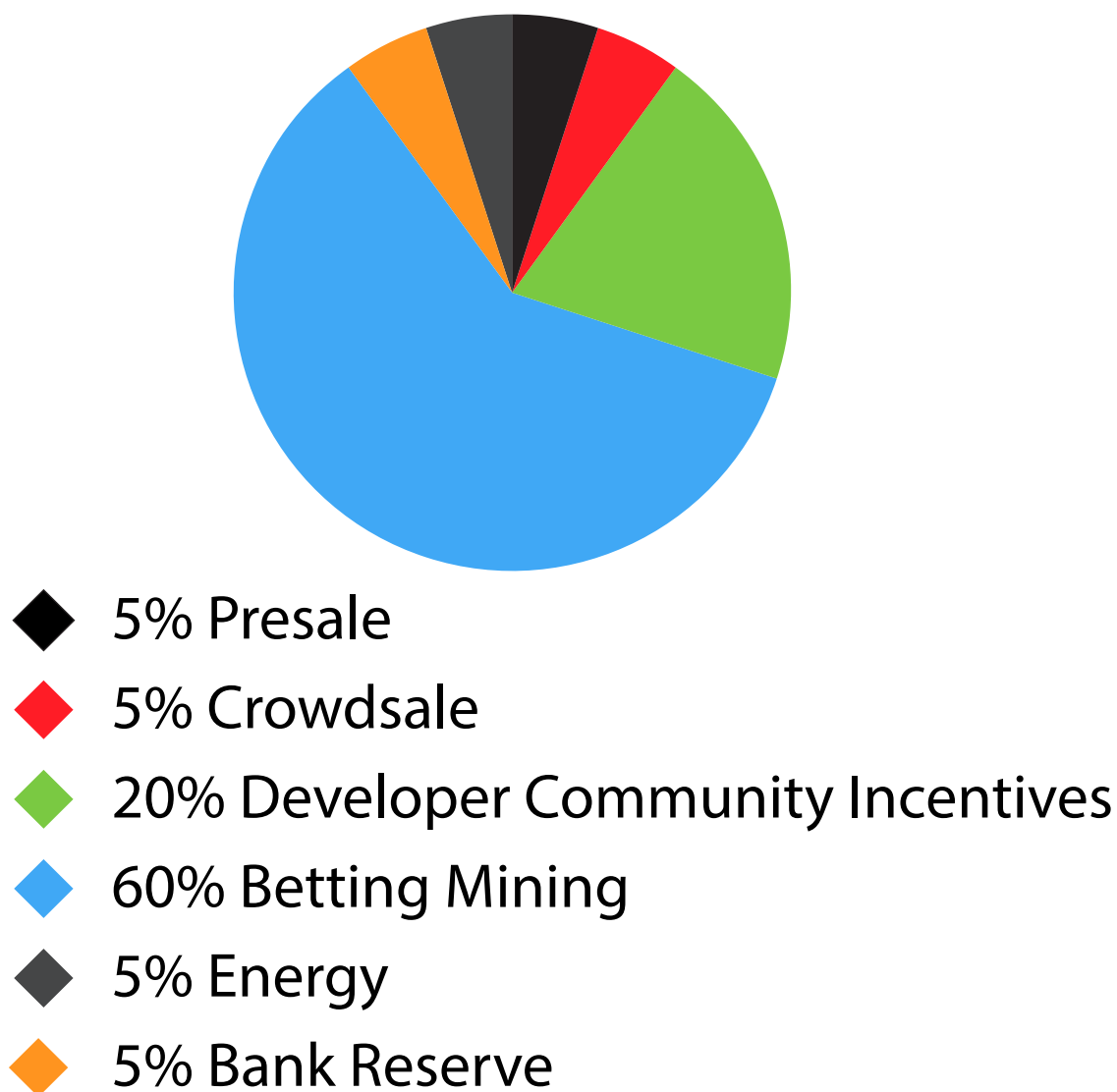Token can be purchased with 1 WINNA Token per 1 TRX
5,000,000 Tokens are up for pre-sale for 30 Days
Token Mining functionality with 5 stage and each stage contains 5 levels with total of 60,000,000 (60 million) minable token.
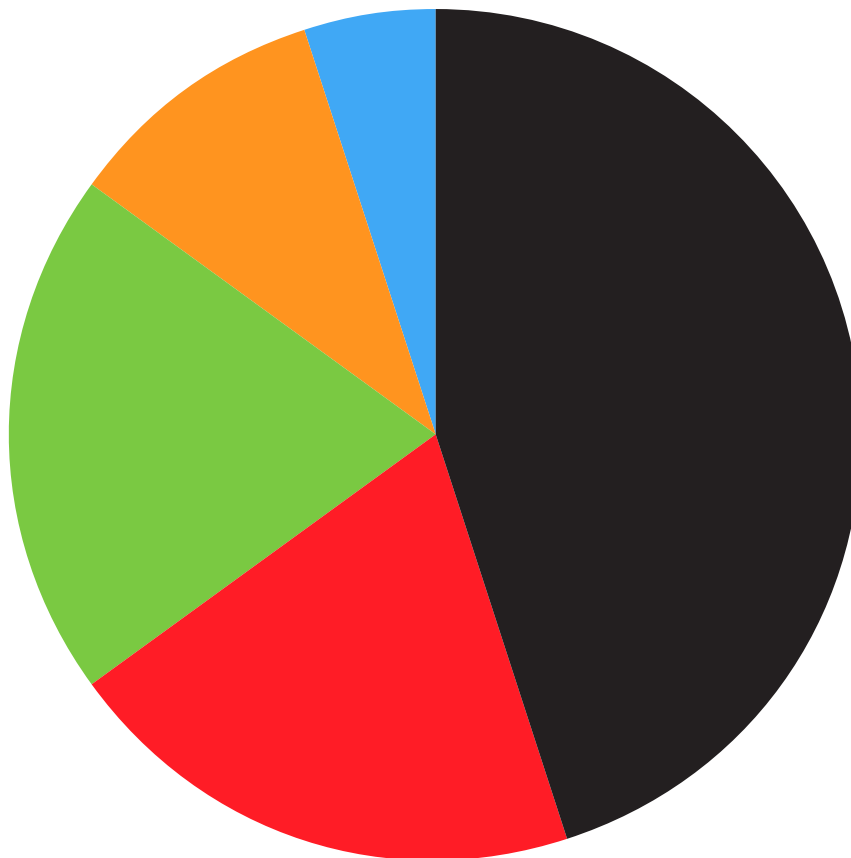
STAGE 1	PER BET	MINE	STAGE 2	PER BET	MINE	STAGE 3	PER BET	MINE	STAGE 4	PER BET	MINE	STAGE 5	PER BET	MINE
LEVEL	TRX	WINNA	LEVEL	TRX	WINNA	LEVEL	TRX	WINNA	LEVEL	TRX	WINNA	LEVEL	TRX	WINNA
1	100	1	1	200	1	1	300	1	1	400	1	1	500	1
2	120	1	2	220	1	2	320	1	2	420	1	2	520	1
5	140	1	3	240	1	3	340	1	3	440	1	3	540	1
4	160	1	4	260	1	4	360	1	4	460	1	4	560	1
5	180	1	5	280	1	5	380	1	5	480	1	5	580	1

4.4 DISTRIBUTION

Fund allocation

◆ 5% Presale

◆ 5% Crowdsale

◆ 20% Developer Community Incentives

◆ 60% Betting Mining

◆ 5% Energy

◆ 5% Bank Reserve

Token allocation

■ Software Development: 45% of the budget will be allocated to our core development team, to fund creation of the platform and other projects that will be using our Winna token as well as necessary improvements to achieve significant adoption. This also includes costs for independent security audits.

■ Business development: 20% of the budget will go to business development. In order to attract investors and players this will include the cost of hiring support team.

■ Marketing: 20% of the budget will go to driving awareness to the Tronhorses platform. This will help to raise awareness and build the community around the project.

■ Legal and administration: 10% - most of which will be allocated for developing a solid legal framework for the Tronhorses plaform. This will include our legal consultants fees, company incorporations etc. a minor part of that will go to administration/accounting

■ Contingency: 5% - set aside for unforeseen costs

5.0 ROADMAP

The Gates open with the Domain purchase on 4th May 2019

Collaboration of Team planning, concept and strategy June/Jul 2019

Draft of Whitepaper, Smart Contracts and Site Prototype Built August 2019

The RACE Continues.....--->

Promo Site Released, Social Media platforms and Partnerships building August 2019

Partnerships to run Credible Charity events voted in by Users --->

TRC-20 WINNA Token (WINNA) Born 2019 20/8/2019

More information will be released about strategies in place to run Events that coincide with Live Horse Racing Events around the World 2020 -->

Presale of WINNA Token Launch 26/8/2019

Ongoging site Development/ Mainetence & Improvement of Betting experieince Sep ->

TronHorses.com platform goes LIVE November 2019

Crowdsale of WINNA Token Launch 25/9/2019

6.0 TEAM

We understand that having a strong team and proven strategy is key to the success of this project and we are driven by our focus on the industry as a whole, which is why the best brains have come together with the aim to achieve this Tron blockchain backed feat.

The Tronhorses team consists of impressive experts in the gambling and blockchain industry as well as several business and tech enthusiasts.

Meet them:

Cameron Jackson, CEO

Cam is a Serial Entrepreneur with a passion for the Blockchain Space. He is an obsessed Domain Investor that specialises in Smart Contracts & Web Development. He is highly skilled in Marketing, Community-building and Partnership negotiation. A fun-loving character that is honest, reliable and fair to all.

Jeff Geaney, COO

Jeff is an experienced domain technician with a demonstrated history of 20+ years in the industry. Skilled in Search Engine Optimization (SEO), Customer Service, E-commerce, Domain Acquisition, Entrepreneurship, and Strategic Planning in Blockchain Develpment.

Mike Fiat, CTO

Mike is a Blockchain/cryptocurrency expert, a skilled researcher and an investor with high-level Knowledge Blockchain and Smart contracts. He's has taken part in successful launching of different ICOs and cryptocurrency coin/token developments.

Mujahid Islam, Graphic Designer

A professional video editor and graphics designer with over 3 years of experience specializing in any kind of video edit, Motion Graphics, Logo design, Poster design and Banner design. Mujahid is also an enthusiast of emerging tech.

Jesse Anglen, Advisor

Jesse and his team have been entrepreneurs in the tech industry for 10 years with a focus on managing software development projects. He also has a very strong background in Blockchain technology and AI.

Tronhorses team have been buying domains since the 90s. With acquisitions such as

Excites.com
SpringRacing.com
CupCarnival.com
CupDay.com
StakesDay.com
HitOuts.com
JumpsRacing.com
TheEverest.com
LiveFast.com
JumpOuts.com
MagicMillions.com
Awinna.com
JetBit.com
itBet.com
Australasia.com

7.0 DISCLAIMER

If you reside in a location where lottery, gambling, or betting over the internet is illegal, please do not click on anything related to these activities on Tronhorses website. You must be 21 years of age to click on any gambling related items even if it is legal to do so in your location. Recognizing that the laws and regulations involving online gaming are different everywhere, players are advised to check with the laws that exist within their own jurisdiction or region to ascertain the legality of the activities which are covered.

Citizens of the United States and China are not permitted to use, play or engage in any betting activity on the platform due to regulatory restrictions.

The games provided by Tronhorses are based on blockchain, fair, and transparency. When you start playing these games, please take note that online gambling and lottery is an entertainment tool that involves some level of financial risk. As such, players should be aware of these risks and govern themselves accordingly.

Social media presence:

Twitter : https://twitter.com/TronHorses

Telegram: https://t.me/joinchat/E3BK1g_aw8KZS0SjAN9NXA

Facebook: http//:facebook.com/tronhorses

Email: Tronhorses@gmail.com