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Introduction

Through a unique combination of risk, stimuli and potential financial income, the appeal of gaming is enduring. From the Roman gladiator to the rise of e-sports, players are betting on their favorite activities. The global gaming and gambling market is worth $3 trillion (80% of which comes from underground gambling). As online and mobile channels continue to thrive, the industry is preparing for further growth.

Despite this, gambling has been affected by the dark side. Frequent scandals by malicious bookmakers and dishonest institutions have seriously damaged the industry's reputation. When the punter fails, they lose everything. And when they win, they may not receive the promised amount. In addition, the high cost and unreasonable complexity hinder the participation of potential gamblers. To some extent, betting has changed from an attractive social activity to a personal risky behavior that leads to risk.

Even in the most fair execution, traditional gambling is still a highly central attempt, causing players to lose their rights and let the dealers control the overall situation. In short, in the long run, individuals inevitably lose all their money to the "banker". We will make gaming again entertaining, creating an innovative, decentralized, and transparent platform that combines modern technology with a great social experience. By doing so, we can get segmentation markets where market potential has not yet been developed, such as entertainers who have shied away from the complexity or trust of traditional gaming solutions.

With all of this in mind, we created Longwin: a new game built on the blockchain that aims to address the shortcomings of traditional gambling and offer a range of innovative features. From the beginning of sports, the player and a group of friends bet each other on the outcome of the game, rather than the odds bet specified by the dealer. Regardless of the outcome of the betting, money will remain in these groups and will not flow into the broker's pocket.

Blockchain is the perfect technology to support this gambling revolution. In Longwin, transactions are password protected and managed by smart contracts on the Ethereum blockchain. All financial changes are recorded in the blockchain and remain transparent and viewable by each participant.

Our goal is to be the leading gaming platform on the market. But our vision does not stop there. We believe that the market is in great need of a betting token that meets the needs of existing gambling and gaming operators. That's why we created LWIN, a unique token designed to become the market standard for global gaming operators.

As a market adoption and not just a technical advantage will help to achieve this vision, so we will work hard from the first day to create a wide range of tokens to accept the required ecosystem. This means that Longwin will always be an open platform designed to maximize versatility and scalability, and fully welcome third-party applications and service providers.

What is Longwin, why choose it?

Broadband and mobile connectivity bring gaming to millions of people. But centralized traditional gambling has serious structural flaws (see the " Industry Challenges " section). The emergence of blockchain technology has given the opportunity to redefine the industry, providing all the essence of traditional betting and going to all the bad solutions.

At the heart of Longwin is a social gaming platform that is based on a completely decentralized, secure solution built by Ethereum Smart. All gambling is done using our specially designed token LWIN.
Longwin is safe, transparent, proven to be fair, and easy to use.
However, in addition to the basic gaming mechanism, Longwin will offer a range of industry-leading features and benefits (see the Core Advantages section), including:

- Strong support for social and community building elements

- Introducing the high simplicity of entertainers, but providing advanced features for top players and gambling players

- Fundamentally design and provide virus absorption (minimizing player purchase costs), far beyond the standard "friends recommend friends" recommendation program

- Support unlimited rewards and lots of bets (how to play clubs)

- Powerful gamification elements (for higher player retention and engagement)

- Respect for privacy (planned support for self-sovereign ID integration, such as Civic)

- Prepare for artificial intelligence-based robotization to improve user experience and platform profitability

- Multi-channel experience: Websites, iOS, Android (and other market-related platforms)

- Be prepared for the future, including betting and gaming content other than sports

- Design for rapid ecosystem absorption (eg open source, third party integration)

- Build as a modular technology component that provides a turnkey solution at a lower customization cost

- Customized solutions that provide fast processing times at a lower cost and are supported by deflationary, highly mobile, dedicated tokens (LWIN)

Market opportunity

The market potential of advanced social gaming platforms is huge. Recent estimates indicate that the global gaming and gaming market is worth $3 trillion (including regulated and unregulated markets). The value of licensed gambling alone exceeds $500 million.

With the increasing popularity of broadband and smartphones, the market is constantly shifting from traditional channels to online channels. The value of the online betting industry has reached nearly $50 billion, and the explosive growth rate of mobile platforms is over 40% per year. In the European Union alone, the average mobile gaming spend per adult increased from $1 in 2010 to $15 in 2017.

Football betting dominates the industry and is estimated to account for 65% of total spending. As a result, Longwin will initially focus on this part of sports betting, enabling us to expand our business and achieve operating profit as quickly as possible. However, the platform will integrate other sports and non-sports betting content (eg, hockey/basketball, eSports, fantasy, social events, and possibly casino games) shortly thereafter.

Because we focus on simplicity and security, we believe that we will also attract non-betting: due to the complexity and lack of transparency of traditional gaming solutions, a large number of entertainment players have not really participated in the betting.

Great potential and market development

5330billion
USdollars

5.7% CAGR

2350billion
USdollars

4.2% CAGR

billion
USdollars

10.8% CAGR

Gambling and betting market (total market)

Gaming market (available market)

Online betting market (applicable to the market)
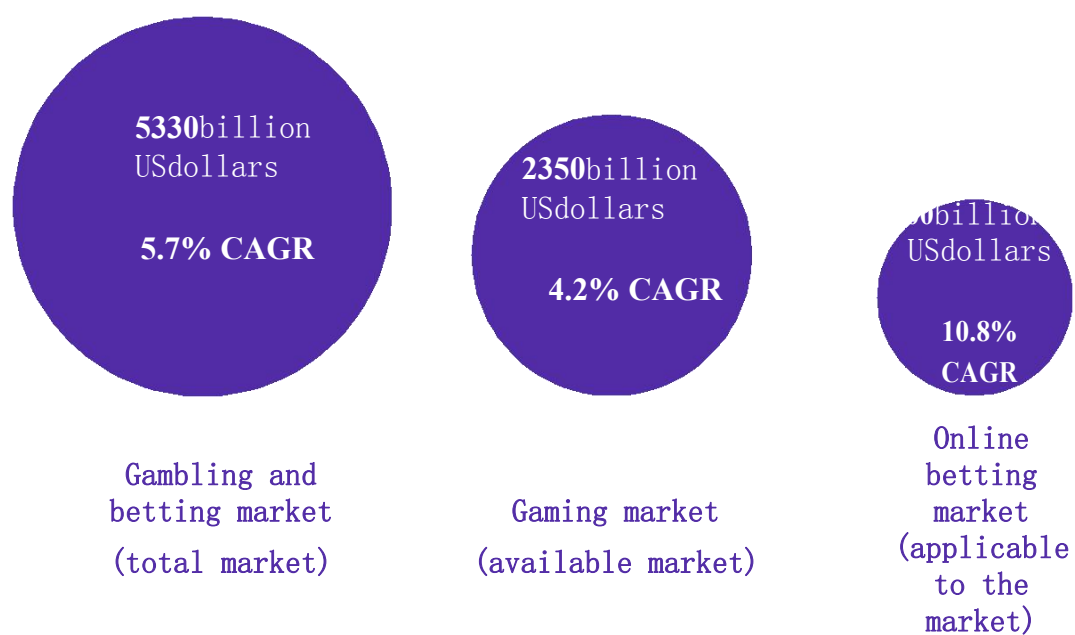
Figures only include regulated/authorized revenue

Industry challenge

The online gaming industry is plagued by a series of serious problems. Among other considerations, odds are very beneficial to bookmakers, payments are not always redeemable, and frequent winners are restricted or prohibited. The market lacks transparency and security, high fees, low returns, and low social participation. These factors reduce the number of potential bettors participating in such systems.

More specifically, this is a key industry challenge that Longwin has to address:

Unfair condition

As time goes by, the dealer always wins. The odds are very beneficial to the dealer. In this case, players who win often will be banned. If there is no winner in a bet, then the casino will "get a full bet". Moreover, gambling that may cause the gaming company to make huge losses is sometimes cancelled. At Longwin, all bets have winners, money is always in the hands of players, and we will always welcome winners.

Lack of transparency

Gaming companies operate in a confidential manner, not to let customers know the design rules for odds, or how much they have invested. Some even started to manipulate odds after the game. In Longwin, the player sets the odds and all trades are visible on the blockchain.

Gaming restrictions and low returns

The operator limits the player's bet amount due to the payment matching responsibility. Faced with low caps and unattractive odds, punters often seek higher returns in underground bets. We have no restrictions on odds and returns, and we plan to build a gambling club to carry out real mass gambling.

Lack of social and gaming roles

Gaming has a strong social base, but online gambling is really unhuman. People gamble with faceless bookmakers, not with friends and colleagues. It is no longer like a game. Longwin is a social platform that includes powerful gamification elements. Longwin is a social platform that includes powerful gamification elements.

Potential complexity

Successful gamblers need to have a wealth of information: odds, water levels, handicap, taps, and flats... This list is almost as extensive as betting options. Complex registrations and interfaces complicate matters. For entertainment players, this can be overwhelming. **Longwin is designed to ensure maximum simplicity and intuitiveness.**

Security concerns

Entertainment players are more concerned with security than regular players. The centralization of the betting provider makes all punters vulnerable to external and internal attacks, putting the player's financial and financial information at risk. Longwin's decentralized settings and smart contracts offer unparalleled player protection.

Outdated payment methods and slow payment

Bye bye with credit cards, wire transfers, deposits and other outdated payment systems. Payment reception is no longer delayed. LWIN tokens will enable near real-time betting participation and bonus distribution.

High cost

Most gaming operators charge for all projects – even if they are deposits. Or, they hide the cost in each transaction (for example, increase the exchange rate premium). Players only need to pay a small fee from their bonus to pay for third party service fees.

Read the Longwin solution and its unique advantages

Longwinsolution

In short, Longwin has solved the biggest challenge of traditional gambling by moving power from gaming providers to the player community. Players create gambling, set rules, and provide liquidity for spending. The whole process is completely decentralized, transparent, and self-regulating.

Blockchain technology can operate the network without the middleman (a structural source of traditional systems and a major source of vulnerabilities). Smart contracts not only ensure that bet terms are respected and not manipulated, but also protect player funds in managed accounts. These funds will only be issued to the betting winners when the betting is over. All of this is done automatically and seamlessly.

The Longwin platform consists of three core components:

- Core architecture

- Application layer

- LWIN token

The core part of the solution

| Core architecture | Application layer | LWIN token |

Longwin core architecture

The Longwin core framework makes our solutions stronger than our competitors. The technology consists of a Longwin wallet and a range of tools and smart contracts that enable transparent, fair and secure gaming on the platform.

Some of the architecture, including Longwin wallets and smart contracts, will be open source to promote community use and expansion. As part of the business model, we will also provide a modified version of the core architecture to third parties.

Longwin wallet

At Longwin, players do not use legal tender (such as Euro or US Dollar) for gambling. They will make LWIN tokens.

Since smart contracts do not support fiat money, creating our own tokens is a necessary condition to ensure a truly secure and transparent gaming platform

The LWIN token is fully compliant with the ERC20 standard and is compatible with wallets such as MyEtherWallet and can be traded on major encrypted exchanges.

We will release the open source Longwin wallet app for iOS, Android, PC and Mac.

In addition to strong financial protection and other exclusive features, Longwin Wallet makes it easy for players to get LWIN tokens because the app will be associated with third-party switches through its API.

Smart contract

Smart contracts are essentially digital contracts. When a condition is met (for example, all matches in the game end), the code will be executed automatically. After the smart contract is executed, its terms cannot be changed.

At Longwin, all bets are set as smart contracts. They specify the following parameters:

- The amount of the gambling buy-in

- The game or event involved in the game

- After the gambling is completed, the allocation of funds

Smart contracts are critical to preventing any form of internal or external manipulation: after deploying them in a blockchain, neither party can change the terms and manipulate the game. Human error is also impossible. At the end of all competitions, the winner will immediately receive funds using a smart contract controlled transaction.

All betting data is permanently stored in the blockchain, and smart contracts are a key tool to ensure that all gambling on the Longwin platform is secure and transparent.

Graphical smart contract creator

We are planning to develop a graphical tool to create and configure smart contracts for internal and external use (for example, for third-party developers). This will enable us to quickly add new gaming options to the Longwin platform without incurring significant internal costs. The tool will also enable us to introduce third-party gaming organizations and more quickly customize the core architecture for their needs.

With the graphical smart contract creator, third-party developers will be able to focus on the entertainment and monetization aspects of the software without having to spend time on complex smart contract coding and deployment.

Developer SDK

The Longwin core architecture is designed to support applications developed by internal and third-party developers. To assist in the creation and deployment of third-party applications, we will release a Software Development Kit (SDK). The SDK will include a set of tools, repositories, guides, and templates to allow external developers to quickly and easily integrate their applications onto the Longwin platform.

Third-party commercial development

As part of our business model, the Longwin core architecture will be available to third parties, including traditional gaming organizations. In the specific case of traditional gaming institutions, the transition to our solutions will bring great benefits to them, including:

- Reduce the complexity of its platform
- Ability to provide instant payment to players
- Highest level of security, player protection and transparency

The Longwin core architecture also automates many of the processes associated with traditional gaming, including payment verification and verification. Automation will significantly reduce human error and save losses and personal costs caused by errors.

We also found a huge opportunity to add turnkey functionality to the game, which provides a flexible and powerful solution for other companies and gaming operators – tailored and repackaged for their needs. The unique modular architecture will allow us to provide turnkey configurations and additional services at low customization costs.

Longwin application layer

The application layer consists of all the gaming and gaming applications that the player accesses through the Longwin platform. We will support the most common web and mobile platforms, including iOS and Android operating systems. The application layer also includes all backend solutions and applications.

The Longwin platform will include both internal and external development applications built on the Longwin core architecture and supported by LWIN tokens. This will ensure that players are offered a variety of gaming options while retaining the strengths of our powerful security technology.

Our goal is to provide the most convenient and attractive gaming experience on the market. Every internally developed application is subject to extremely high quality and design standards. We will also rigorously select applications that are planned to be accepted by communities and third parties.

First, the application layer will focus on the Longwin social gaming application built on top of the Longwin core architecture.

Longwin Social Gaming App

The Longwin Social Gaming app provides players with an intuitive interface to bet on a variety of events. It will release iOS, Android and website versions and includes the following features:

- All-day betting for multiple sports teams

- Cumulative prize pool and time limit events

- Built-in player chat

- Unique social features (eg, leaderboards, team events, achievements, alliances)

- A game for local events

- Exclusive gambling club

- Detailed gaming history and statistics

- Secure wallet and withdrawal options

- Convenient operation and personalized experience

- Focus on the team's real-time scores and news

To reliably evaluate gambling results, the Longwin Social Gaming app will also process and compare data feeds from multiple sources. These data feeds will contain the following data:

- Sports results

- E-sports and video game competitions

- Social events, such as the results of the general election

Longwin is a decentralized social gaming platform built on 3rd generation blockchain technology and smart contracts.
The Longwin solution leverages blockchain technology to ensure customers get the safest and most transparent gaming experience. The purpose of our development platform is to create a commercial-grade blockchain that completely eliminates the limitations of the centralized "banker".

We are currently creating an extremely fast and high-performance platform that will be iteratively developed and upgraded with a variety of classic gaming playground board games and fun multiplayer/strategic games.
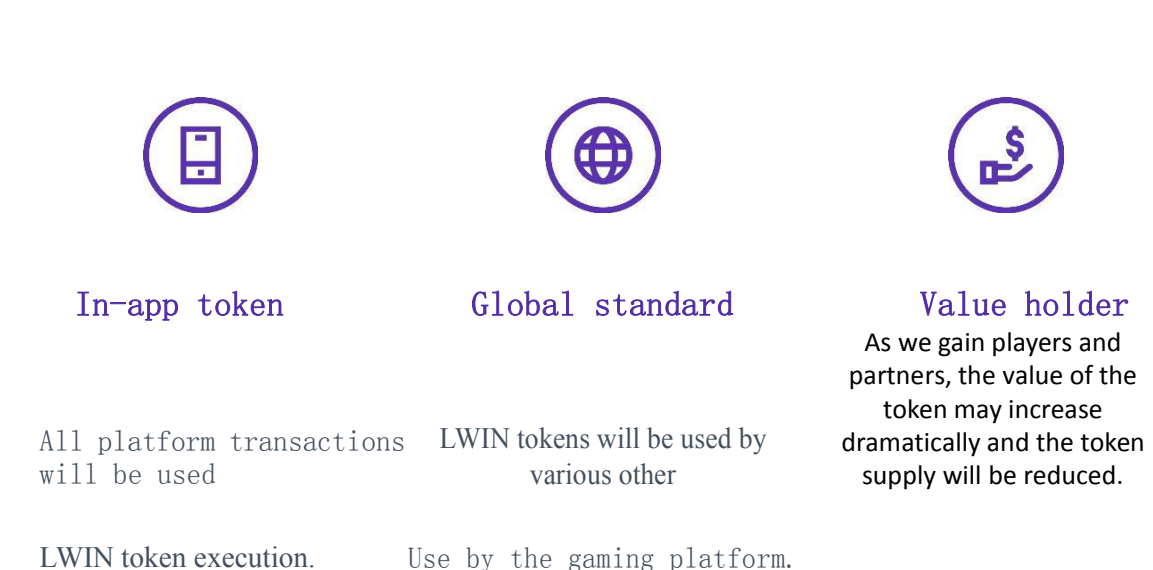
LWIN token

LWIN is a digital token that powers almost every aspect of the Longwin solution. It is the betting currency behind every platform transaction, the economic rewards paid to third-party developers who develop games, and the driving force behind the smooth running of key processes on the platform.

LWIN is a tight and unrecognizable token with great potential for added value and liquidity. The upcoming token sales are the only time to create LWIN tokens. In addition, all unsold tokens assigned to token sales will be burned.

It is fully compatible with the ERC20 standard and can be easily transferred and stored in widely used Ethernet wallets such as MyEtherWallet or Mist - as well as our Longwin wallet. Players can get tokens directly through Longwin wallets or in major deals.

LWIN token use

In-app token	Global standard	Value holder
		As we gain players and partners, the value of the token may increase dramatically and the token supply will be reduced.
All platform transactions will be used	LWIN tokens will be used by various other	
LWIN token execution.	Use by the gaming platform.	

In-app token

LWIN tokens will be used for all transactions in the betting process, or to purchase future optional services (eg, AI-supported betting forecasts). It enables smart contracts to be used, which in turn plays an important role in driving platform security and transparency.

Players can obtain LWIN tokens at various crypto exchanges or directly through Longwin Wallet during and after token sales.

Global gaming token

Our ultimate goal is to make LWIN tokens a market standard for gaming. To achieve this goal, we will adopt a series of strategic initiatives aimed at developing a broad ecosystem and promoting the widespread adoption of LWIN.

B2C social gaming will always be at the heart of our market image. However, we will also introduce strong B2B initiatives, work with strategic industry players, provide turnkey solutions, and provide our technology to regular gaming organizations and other relevant operators.

Value holder

In general, the value of digital tokens (or any limited assets) is driven by the law of supply and demand. The greater the demand, the lower the supply and the higher the value.

We created tokens with reliable network capabilities and a large number of use cases. As the number of players increases and more companies and operators join the ecosystem, the market's demand for LWIN will increase. In turn, the token supply will be fixed when the token is sold and will not increase again. After the token is sold, all unsold tokens distributed for sale will be burned. As described below, we will continue to burn some of the currency tokens and gradually reduce the overall token supply.

The combined effect of increased demand and reduced supply makes LWIN tokens a powerful token for added value.

Tobacco burning

In order to pay for third-party service fees (for example, smart contracts, data feeds, statistics), players will pay an amount of 5% of all winnings. Smart contracts will automatically burn 10% commission. As mentioned above, this will reduce the supply of tokens, thereby increasing the value of the LWIN token.

The token burning will end when the 50% of all tokens sold during December 31, 2022 or during the sale of the contemporary currency have been burned, mainly based on the first incident.

In addition, we will burn all tokens that were not sold during the token sale.

Core benefits

Our plan is not to be the first and only blockchain-based gaming platform, but we will offer a range of strengths and features that will enable us to stand out from our competitors, including unique disruptive innovation.

These are the key competitive advantages of our solution and why players choose Longwin instead of traditional carriers or other solutions in the encryption field:

simple
Everything is as simple and intuitive as possible: no complicated odds or conditions. For non-responsible and entertaining players, the interface is designed to be easy to understand.

Simple account creation
Registration is very simple. Plan to support private single sign-on using autonomous technology.

Gamification element
Users can compete with friends through leaderboards or create "alliance" for group gambling and competitions.
Achievement rewards are badges and LWIN tokens. Friendly matches will encourage users to participate frequently and maintain their interest. See the "Gamification Advantages" section.

Safety
Smart contracts protect the player's funds and automatically distribute the winnings. No human intervention means that there is no possibility of human error or tampering.

transparency
Smart contracts ensure that people have no chance to manipulate gambling. Transactions are permanently recorded in the blockchain and are viewable by all parties involved.

Controlled funds
In a traditional system, players need to deposit money into the bookmaker's account and take it out when they win. Say goodbye to outdated payment systems and forward deposits. At Longwin, people can control their own money and can participate in gambling directly in the encrypted wallet.

Instant payment

Say goodbye to delays or wire transfers in the foreseeable future. Smart contracts distribute bonuses on the fly, usually within less than a minute to process payments within the Ethereum network.

Unlimited gold

There is no limit to the number of bettors. To vote for unusual results in a popular gambling game, you may get your retirement through a few dollars! Large-scale public events such as the World Cup will gather thousands of players to provide high-value prizes far exceeding standard odds.

a policy that is good for the winner

Traditional bookmakers often limit or ban winning gamblers. Our business model is based on quantity rather than profit, which means we will always welcome winners!

No hidden fees

No withdrawal or transaction fees. There are no fees hidden in the unpaid odds. There is no hidden fee, that's it. In order to cover third-party services (using smart contracts, result data feeds, statistics, etc.), players only pay a small fee for their winnings.

Local events

Want to gamble with your colleagues on your favorite local team? In addition to covering the most popular small leagues, we also include gambling on local teams in the gaming network.

Gambler club

Forget the betting limits of traditional betting. A gambler can join an exclusive club that offers unlimited gambling and a range of specialized services. Being able to gamble safely and legally through Longwin, why do you risk losing millions in underground casinos?

A solution that can be tested in the future

To maximize versatility and scalability, Longwin will integrate content far beyond sports (e-sports, fantasy, casinos). Its open source code and developer-friendly model will greatly accelerate the development of the surrounding ecosystem.

Additional service

Additional services will be offered (for a fee or as part of a subscription) to the most demanding punters. For example, match hints

or advanced statistics. We are even looking for AI-based sports
prediction technology for gamblers!

The entire ecosystem solution

The extensive ecosystem development centered on Longwin is critical to achieving
our vision. Therefore, the Longwin platform is designed to meet the needs of all
parties. Here are some common use cases.

Entertainment player
A safe and attractive experience makes it easier for new audiences
to accept:Non-professional players are discouraged by the complexity
and trust of traditional solutions. From local event betting among
colleagues to social competitions, everything is completely safe and
intuitive.

Gambler
Traditional centralized solutions can't take the risk of accepting
big bets, thus turning gamblers into underground gambling.Longwin's
decentralized peer-to-peer platform gives gamblers unlimited
gambling.Being able to safely and legally gamble through Longwin,
why bother to lose millions of dollars in underground casinos?

Turnkey customer
Companies and gaming operators will be able to immediately set up
their gaming platform by authorizing a rebranded version of our
technology. The modular technology architecture allows us to provide
near-package solutions and complementary services at a lower cost.

Traditional gaming institution
Longwin is ideally positioned to address key issues for traditional
carriers. The transition to our solution will result in lower costs
(servers, people, fraud or human error), higher security, instant
payments and new sources of revenue.

Game and app developers
Longwin will integrate games and applications developed by selected
third-party developers. Players will enjoy more content, and
developers can benefit from gaining a global audience and earn LWIN
commissions through our platform.

Branch office
Longwin will encourage reputable affiliates to acquire players
through a generous, LWIN-based commission plan. Smart contracts will
ensure instant and transparent payments. This will further increase
the adoption rate and value of LWIN.

Gaming advantage

"Warriors are willing to fight for a small medal."
(Napoleon Bonaparte, 1815)

Gamification is the application of game design principles and techniques in non-gaming environments. Traditional gaming operators have generally ignored this aspect, treating features such as achievements and leaderboards as trivial video game fans. However, extensive research and empirical evidence suggest that gamification plays a vital role in driving player engagement, satisfaction and loyalty.

Mobile game developers have long accepted and honed many mechanisms designed to directly engage players in their natural desires for achievement, competition, status, social belonging and identity, and cooperation. 2.2 billion mobile players are very accustomed to gamification and social sharing in the games they play every day.

However, all online gaming operators offer this "mobile group" as a functional, dry and non-personalized experience with no entertainment and social participation.

We believe that gamification is a vital source of competitive advantage in the online gaming arena. As a result, Longwin will use a wide range of personal and socially-oriented game design techniques to deliver the most engaging and profitable gaming experience in the industry.

At Longwin, players get achievements and get badges and LWIN rewards. When they complete the mission and the "mission", they will advance to enhance their status and account privileges. They will create communities and make friends, share achievements and challenge others in time-based competitions and special events. Some leaderboards will track and display the rankings of players and their leagues, while the chat feature will bring together the player community in ways that other betting apps have never used.

Gamification will transform gambling from a money-driven pastime into a true social, a gratifying experience. This will have a significant impact on the platform KPI, the result is:

- Reduce player acquisition costs due to organic growth based on recommendations

- Higher retention rates due to increased player loyalty and participation

- Higher monetization due to players competing for upgrades and completing tasks

- Longer application time: What will always be done (for example, "Daily Task")

- Many game features, rewards and personalized choices (eg avatars and custom skins) increase satisfaction

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例如：“How gamification motivates: An experimental study of the effects of specific game design elements on psychological need satisfaction” (Elsevier 2017)

We have a wealth of knowledge in the game player classification and its dynamics, and will use this to bring true innovation to gaming. As a brief explanation based on LWIN player classification, 2 below are some examples of how we attract each type of player:

Achiever

Achievers like challenges. They want to win and share their success with everyone, looking forward to the praise of the socialists and the shackles of the killer. In order to attract them, we will implement a series of competitive functions, including various rankings (such as national, global, alliance, friends), publicly displayed personal information badges, elite advanced levels, unique challenging achievements and Time for individual and league matches. Victory sharing and feedback channels ("likes", chats) will also be in place. Winners should always celebrate publicly, which is crucial for the winner.

Explorer

The explorer is usually a lonely wolf. They are naturally curious, preferring the process of playing rather than the result. They are happy to have the opportunity to draw a map of the unknown, find every stone and discover every secret. For the explorer, it is very important to create a story with a plot that will allow them to spend a journey full of twists and turns. Progress-based feature unlocking, improving information levels, "exploring" discovering new betting possibilities, collecting reward badges, and even egglets are all elements that allow explorers to participate for a long time. The explorer is also attracted by the possibility of planning content for others. Therefore, the ability to post feedback and comments is very important to them.

Socializer

Socializers may enjoy the community and share aspects of the game more than the game itself. They will seek a group and join, share their opinions, and congratulate others on their success - for them, reward is a sense of belonging and a sense of collective identity. Features that are important to social networking include chat channels, alliances and interest groups, community rewards, and the opportunity to post public suggestions or share comments, suggestions, or interesting topics.

killer

The killer is not a happy group. Their satisfaction comes from winning the game at all costs and destroying the game for others. They will use every cheating and use all means to get ahead of others and often harass competitors. The job for the killer is to control them to stop

them from destroying other people's games. Killers can be bored if they don't respond to the attack, so scripts and player reporting mechanisms that check for misconduct can be used to identify them and isolate them (for example, hiding them from other players' chats and leaderboards). Anti-cheat systems, inappropriate chat filters, and administrator-banned solutions are also necessary to deal with killers.

Despite being too simplistic and with some obvious flaws, this is one of the most practical player classification schemes available:

"Hearts, Clubs, Diamonds, Spades: Players who Suit MUDs" (Richard Bartle, 1996)

Token sales

Token sales are an innovative method of recruiting based on blockchain technology. Our token sales and corresponding token production process will be handled by Hong Kong Longwin Co., Ltd. For maximum transparency and participant protection, the sale will be monitored through smart contracts deployed on the Ethereum blockchain.

During token sales, the LWIN token will be offered at a fixed conversion rate (which will be announced before the sales start date) via the Ethereum (ETH) contribution. To get the LWIN token, the contributor will send the Ethereum to the official Longwin token sales smart contract address. After the purchase is confirmed, the LWIN token will be automatically sent to the contributor's wallet address. However, LWIN tokens are not transferable until the end of token sales and token activation.

Token sales will end when any of the following events occur:

● All token sales for token sales

● reach the hard limit of token sales

● End date to token sales

Token distribution

The total token supply will be allocated as shown below. As mentioned earlier, the token supply is fixed at the token sale (token generation event), and then token creation is no longer possible.

Token sales cost

5%

Token sales

60%

Teamand consultant

20%

12%

3%

Long-term budget

Bounty
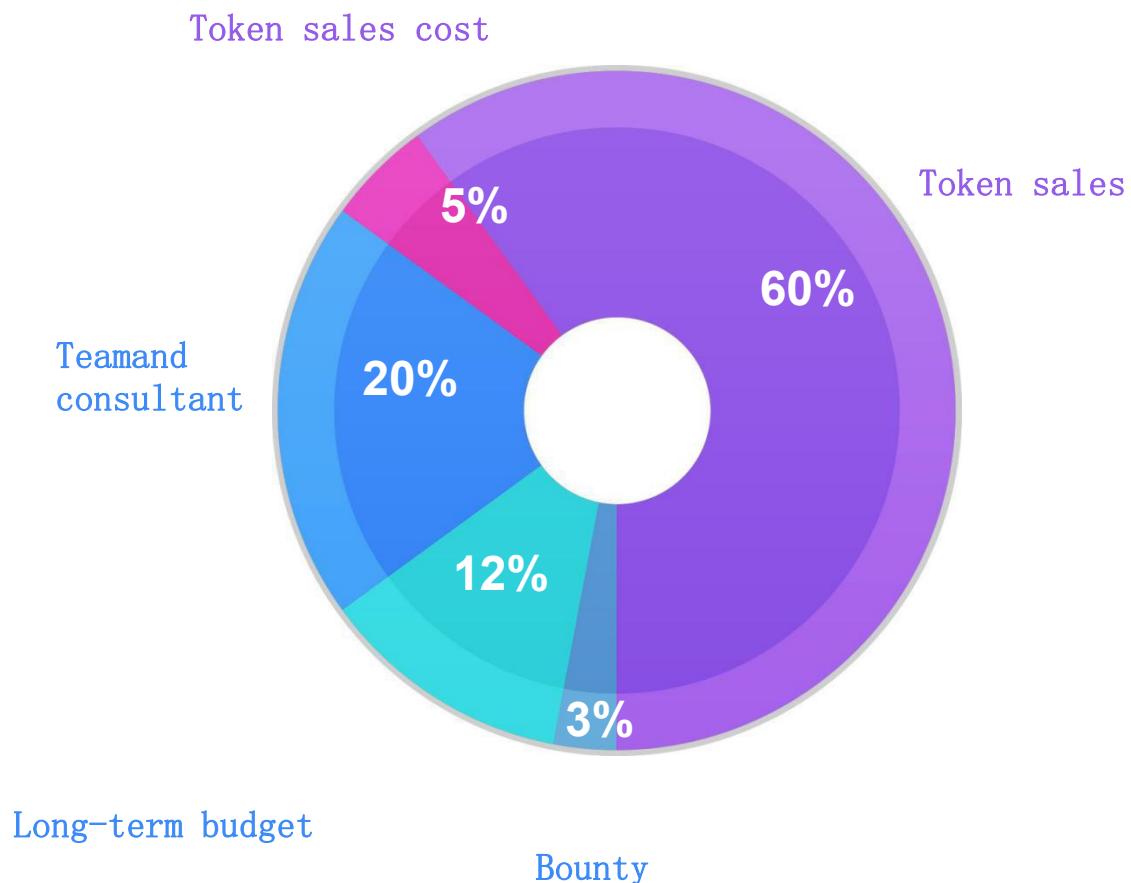
Reserved

Tokens allocated to the long-term budget will be retained for 400 days, with a 25% budget released every 100 days. These tokens are primarily used to provide incentives or attract extra-budget opportunities for new employees.

Tokens assigned to core team members will also be retained and retained in 20% increments within 72 weeks of the end of token sales. The retention process will be automatically regulated by smart contracts.

Token sales revenue distribution

Longwin guarantees that LWIN tokens will not be purchased in their own token sales. We are committed to building an excellent gaming platform and a successful, trustworthy company. Therefore, we will put all the proceeds of token sales into strategic and tactical initiatives to achieve this goal. Much of the funds raised will be used to develop the platform and push it to end users (players and related businesses).
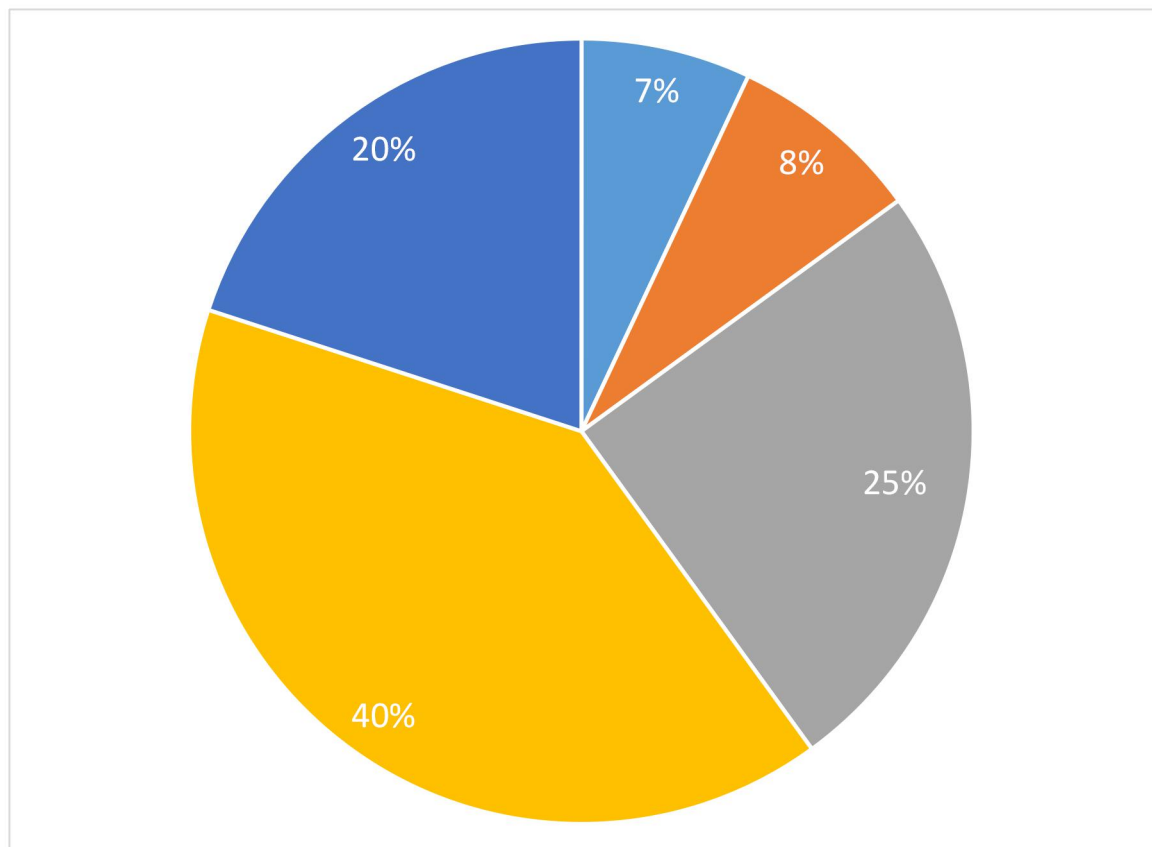
Marketing: 40%

Development: 25%

Operation: 20%

Partner: 8%

Law: 7

business model

Our business model is based on the following sources of income:

- Longwin platform fees and commissions (eg sponsoring groups and bets, in-app purchases for special services, gambling clubs)

- Commissions from partners using the Longwin core architecture

- The cost of a turnkey solution

- Revenue share from third-party developers

In fact, we will not only get a return from the Longwin platform, but also get a return on technology. Diversification of income sources will not only lead to better financial performance, but also reduce operational risks.

Technical overview

The Longwin platform will evolve into a state-of-the-art solution for security, scalability, versatility, stability and gaming engine accuracy. Its modular architecture will enable the smooth implementation of new features and the integration of third-party solutions.

The following sections discuss various technical considerations and describe the most important processes and components in the platform.

Prototype and target solution

Our current prototype solution consists of two core components:

1. The backend, hosted on the Parse Platform Node.js architecture on Heroku, and contains:

- MongoDB on mLab stores most user and gaming data

- CloudAMQP for communication between instances

- Redis database operation for Redis

- Postgres database for storing sports data feeds

2. Front-end iOS applications, written in Objective-C using multiple architectures such as Parse Platform and Facebook SDK.

While this back-end approach provides the smoothest method for a fully usable prototype and can be extended to millions of users, it is not the best solution for a project of this size Longwin. The back end will leverage the flexibility of cloud computing solutions such as Google Compute Engine or Amazon Web Services and their respective toolkits to rewrite with flexibility, processing power and scalability.

The front-end iOS app will be extended to integrate new features and redesigned to further optimize the player experience. It will support new backends and smart contracts because the current version uses virtual trading to simulate the use of LWIN tokens.

Front-end Android and web applications will be rewritten with the latest Longwin backends using the latest development techniques and standards.

Gaming process overview

In order to provide users with the best balance between user experience and security, we offer two options to set up your wallet when creating an account:

1. Default (good security, quick setup): We generate a wallet for the user, using the login credentials to encrypt the private key that we or any third party cannot access.

2. Optional (highest security, slower setting): The user uses the open source Longwin wallet application to generate the wallet, save the private key locally, and back up the memory phrase used for wallet recovery.

Users will be able to create new gambling for free: Smart contract deployment will be paid by Longwin. In order to prevent abuse, we will establish a reasonable use policy.

To enter a bet, the user needs to enter a prediction for the selected event (eg football match). At this point, the transaction containing the user's bet funds and forecasts is sent to the address of the gaming smart contract. If the user chooses a self-generated wallet, the transaction needs to be confirmed by the Longwin Wallet app.

At some point prior to the start of the first betting event, the Gaming Smart Contract will no longer receive new forecasts and will send back all funds received after this time.

At the end of the last betting event, the Smart Contract will request the actual results of all Oracle betting events (see next section). To determine the winner, the system calculates a score based on the points for all participants participating in the bet. The winnings are then automatically assigned to the winner's wallet address according to the preset betting reward conditions (eg, the winner gets all to participate).

Compliance and safety

LWIN tokens are functional utility tokens within the Longwin platform. LWIN tokens are not eligible for securities because they do not have the right to confer dividends or benefits, nor do they have the right to repurchase LWIN tokens. In addition, LWIN tokens are not stocks and do not confer any rights to participate in Longwin's board meetings.

LWIN tokens are not suitable for speculative investments. LWIN's commitment to future performance or value, including intrinsic value, ongoing payment commitment, and LWIN will not guarantee any specific value. The sale of LWIN tokens is final and non-refundable.

Anyone who purchases LWIN tokens explicitly acknowledges and states that he has carefully read this white paper and fully understands the risks, costs and benefits associated with purchasing LWIN tokens. Buyers of LWIN tokens state and confirm their extensive experience in cryptocurrency, blockchain systems and services, and fully understand the risks associated with token sales and the mechanisms associated with the use of cryptocurrencies, including storage. Longwin shall not be liable for any loss of any LWIN token, or for any act or omission by any user or any person who undertakes to acquire the LWIN token, resulting in inability to access the LWIN token.

The acquisition and storage of LWIN tokens involves a variety of risks, especially the risk that Longwin may not be able to initiate its operations and provide the promised services. Therefore, before acquiring LWIN tokens, any user should carefully consider the risks, costs and benefits of obtaining LWIN tokens in the token sales environment and, if necessary, obtain any third party advice in this regard.

Anyone who is unable to accept or understand the risks associated with the activity (including the Longwin Platform's inability to develop the associated risks) or any other risks described in the terms and conditions of the token sales terms should not obtain LWIN tokens.

Social responsibility

We are committed to building responsible gambling. Because we want Longwin to be a flatter of entertainment and relaxation.
Taiwan, we will provide players with a variety of options to keep them with a moderate degree of passion.

in conclusion

Longwin was originally conceived to bring the best solution to a real problem: the structural challenges that affect the traditional gaming industry. At the same time, it offers unique advantages and innovative features based on this solution. We believe that we can achieve this feat by developing a decentralized platform. The platform incorporates modern blockchain technology, split gamification and social elements, and absolute user friendliness.

The Longwin platform will provide players with a truly engaging and rewarding experience. Its superior security, transparency and simplicity will open the door to a new target audience: entertainers and non-gamers who are retreating from trust issues and the complexity of today's solutions.

Longwin also has the advantage of attracting companies and businesses. In order to develop a platform-related ecosystem, we will cater to the needs of entities such as traditional gaming institutions, third-party developers and turnkey customers.

The entire solution will be supported by our versatile LWIN tokens.

LWIN is the digital currency behind every betting transaction, the financial rewards for third-party developers, and the booster that enables key processes in the platform.

Our short- and medium-term goal is to create the best social gaming platform on the market, expanding it from sports to content, gaining a large user base and achieving solid financial growth. Our long-term vision is to develop a broad ecosystem of partners, customers and other operators and to establish LWIN tokens as a global gaming standard.

The process of achieving this vision is not easy, and the ultimate goal is very ambitious. But we have the team, the ability and the passion to turn this vision into reality.

If you have any questions or just want to get in touch with us, we would be happy to hear from you in any social channel. However, if you are ready to be a member of a great success story and support the development of a unique project, be sure to contribute to our upcoming token sales.

Thank you!