



AN INNOVATIVE , TRANSPARENT , SECURE SPORTS BETTING , CASINO , P2P  
BETTING PLATFORM, BASED ON SMART CONTRACTS DEPLOYED ON THE  
ETHEREUM BLOCKCHAIN.

VERSION 1.4.2

MyOddz .bet is a transparent , secure, smart contract based sports betting, casino and P2P betting platform . Utilising Ethereum blockchain deployed smart contracts , MyOddz .bet aims to become the preeminent Sports Betting , Casino and P2P Betting platform . With no need for a specialised ERC 20 token , users will be able to place bets quickly and efficiently using Ether (the worlds 2nd largest crypto currency) and with speedy withdrawals of winnings.

The inherent nature of smart contracts and decentralization of the block chain ensures transparency , eliminates the risk of malicious activity , and adds security and trust across all transactions which in turn, will be verifiable on the block chain.

The MyOddz .bet platform will , upon launch in accordance with our roadmap , provide traditional Sports betting , Raffles and our P2P Betting platform , giving users the first P2P experience where they can truly become the House.

This paper will explain how MyOddz.bet will function with regards to traditional sports betting, casino games, raffles and our P2P Betting platform.

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## 1.0 INTRODUCTION

### 1.1 About MyOddz.bet

MyOddz.bet will offer traditional sports betting, casino gaming, provably fair games, raffles, poker, bingo and our P2P betting platform. Featuring transparency and profit sharing, and implemented using decentralized Smart Contracts on the Ethereum blockchain. Our smart contracts will be fully auditable, verifiable and mean the MyOddz.bet platform will have zero downtime, unlike traditional web-based operations.

MyOddz.bet will launch with the house offering traditional sports betting ( across multiple sports), our innovative P2P betting platform, which allows the user to truly become their own house, and a selection of Raffles.

In accordance with our road map (to be launched soon), we will launch our range of traditional casino based games such as Craps, Roulette, Slots and Poker, as well as our provably fair Dice game, Coin Flip game and Bingo. Moving forwards we will also develop our own, user engaging, propriety original content games.

### 1.2 Problems and Solutions

**Problem:** *Online centralized betting and gambling operations have limited, if any, transparency and are open to outside malicious intent and intervention. Profits are shared between a limited number of entities, whether private individuals or groups.*

With the eventual move away from centralized to decentralized operations on the horizon, MyOddz.bet will be perfectly placed to take full advantage of the opportunities this presents and to establish itself as a dominant market force.

All profits generated by MyOddz.bet will be shared, proportionally, by anyone who owns ODDZ tokens and holds them in an ERC20 compliant wallet.

**Problem: *Blockchain based casinos providing slow, costly blockchain dependent games without layer-2 solutions, sports betting platforms in their infancy/concept stages and profit sharing gambling platforms with a single house model.***

Due to the current state of the Ethereum block chain, all activities which require fast resolution are hampered until updates increase the speed of transactions. This will be improved over time given the Ethereum development roadmap and capacity will be greatly increased. However, at this present time users can, and often do, experience a very long wait for transaction completion which can be off-putting for traditional online gamblers and could hinder adoption of the technology en masse at this stage.

The nature of sports betting is such that it does not require immediate resolution of outcomes in the same way as casino games. We will use existing, established, sports results API's as the source of an on-chain oracle for deciding results and, as such, current network congestion experiences should not affect us in the same way. As per our roadmap, we will develop and deploy the casino gaming portion of the platform at a time where faster resolution mechanisms exist (for example, <https://raiden.network/>). If, however, they have not been resolved at time of launch of our casino based games, we will employ off chain solutions, such as bespoke state channel implantations, for event resolution and random-number generation, enabling our users to experience the refined and seamless experience they would expect from other online casino operations.

### **1.3 Market Analysis**

Ethereum-based block chain gambling operations are still in their relative infancy , so there are no empirical sources of information regarding their usage at present. There are however a number of statistics available for non-Ethereum blockchain- based casino operations, which give us a feasible representation of the potential market that awaits in the future. The forecast online worldwide spend on gambling activity in 2016, was just shy of \$41.77 billion US Dollars and that figure is forecast to grow by approx. 45% within the next 3 years to \$59-\$60 billion US Dollars.\*\* Adoption of mobile gambling and betting is expected to grow in line with current spend predictions, as online sports betting among younger audiences becomes more popular. The lions-share of the world-wide gambling / betting revenues at present originates from Europe, accounting for 50 % of the market. Far Eastern nations have not seen growth of the same strength, which we see as an opportunity. With the huge popularity of cryptocurrencies in the Far East, particularly in China and South Korea, we foresee an excellent opportunity to establish MyOddz.bet as the preeminent gambling platform of use in Eastern markets.

## 1.4 Limitations

At present collecting and verifying results for sports betting in a purely decentralized way is a problem. We will develop an on-chain solution with full consensus based decentralization in due course, eliminating any security and integrity concerns. Being a very early entrant to the market gives us a great opportunity to acquire a large market share, but means we will initially rely on centralized API feeds to obtain results. Bet resolution will initially rely on utilizing these off-chain API feeds via a smart contract oracle which will be used to resolve bets. Immediate resolution of results is not required in exactly the same way as live action casino games, so the use of external safe and trusted API's is the solution of choice at present.

For the operation of our casino based games that rely on instantaneous results and seamless user interaction, MyOddz.bet will make use of state channels between the casino and the user, with batched, on-chain, accounting of winnings taking place at the end of a given session. With the use of off chain state channels for casino play, we will be able to provide the seamless experience users expect and to have all results verified on chain upon conclusion of play.

We foresee that forthcoming implementation of updates to the Ethereum blockchain will increase the number of transactions possible per second and eventually eliminate the need to use a bespoke state channel solution. We will adopt such solutions when ready and our operations will then run exclusively on chain

## 2.0 ODDZ TOKENS STANDARD & TRADING

The ERC 20 compliant ODDZ Token will be offered in our crowd sale ICO to investors and will enable ODDZ Token holders to claim a share of profits proportionate to the number of ODDZ Tokens held in their wallets once a quarter.

ODDZ Tokens will be tradable on exchanges as soon as possible after our crowd sale ICO ends. Exchanges will be announced at the earliest opportunity.

## 3.0 PROFIT DISTRIBUTION & ACCEPTED CURRENCIES

### 3.1 Profit Distribution

Each quarter, 85% of the total profits will be shared between all ODDZ Token holders and 0.25% will be donated to [www.myetherwallet.com](http://www.myetherwallet.com). (See Section 9.0 GIVING BACK).

The remaining 14.75% of total profits, will be used to increase the house bank and to spend on marketing. Utilizing this additional share of profits will enable us to take on a larger number and higher value of bets and to add to the marketing budget to generate more revenue, by attracting new users to the site. The aim of this is to increase the total profit pot as quickly as possible and return investment stakes via profit shares to ODDZ Token purchasers.

After an initial period of 3 years and during the last profit share of that period, we will airdrop voting tokens via our smart contract, to each individual wallet that claims their profits. ***If you do not claim your profits you will not receive your voting tokens.***

The number of tokens airdropped shall be the same number as the number of ODDZ Tokens held. These voting tokens will enable ODDZ Token holders, via an Ethereum transaction, to vote on whether we move to a model where 99.75% of all future profits will be distributed to ODDZ Token holders each quarter, or to extend the time the house continues to benefit from the 14.75%. This will be reviewed annually or bi-annually by airdropped voting tokens.

There will be no profit distribution until the first quarter after launch. The end of the quarter will be determined by the date the MyOddz .bet site goes live on the main net, and will start 11 weeks thereafter. The Profits contract will only be used for calculating the amount of Ether profits available for withdrawal by each ODDZ token holder's address. This contract will enable ODDZ token holders to claim their Ether profits, proportional to their ODDZ token holding, during a 7-day period, every 12 weeks. If an ODDZ token holder does not withdraw their profits during the 7-day profit claim period, their profits for that phase are forfeit and they will be sent to the house bank.

The start date of the profit share will be published across our social media platforms and it is the sole responsibility of the ODDZ Token holders to claim their profits, within the allotted time period.

We will be launching a statistics site, [www.youroddz.bet](http://www.youroddz.bet) in conjunction with the full launch of [www.myoddz.bet](http://www.myoddz.bet). YourOddz .bet will show real-time updates on the number of bets taken against the house, Casino games played , Coin Flips, Poker , Bingo , Dice and Raffles played and the current house profit. Statistics for our P2P Betting platform will only show the house profit.

### **3.2 Accepted Currencies**

On MyOddz.bet, users will use Ether to place bets, play games and offer their own odds on our P2P platform. Moving forwards we aim to introduce an in wallet swap function that will enable users to exchange digital currencies such as Bitcoin, Litecoin, Dash and Ripple in to Ether directly within the onsite wallet. We anticipate that this will generate a conversion fee for MyOddz.bet for each transaction on the conversion in to Ether and from Ether back out to the digital currency chosen by the user.

Although based on the blockchain, we see no reason why we should not, as soon as is possible, go after the traditional online market as well. We hope to be able to offer conversion from Fiat currencies to Eth via debit /credit cards, details of which will be shown on our forthcoming roadmap. We aim to attack each market there is for the benefit of and to maximise the profits for, our ODDZ Token owners.

## **4.0 SPORTS BETTING**

### **4.1 Initial Offerings**

The initial offering at launch by MyOddz.bet will be traditional sports betting across a multitude of sports, our P2P betting platform and our range of low to high value Raffles. Sports offered will include, but will not necessarily be limited to:

Baseball, American Football, Basketball, Ice Hockey, Tennis, Soccer, Badminton, Rugby, Cricket, Table Tennis.

We will continually grow the selection of sports and e-sports available to MyOddz customers.

All sports outcomes and results will be delivered by secure API's and will be pushed to our smart contracts. This will be the only centralized aspect of our platform until such a time where we can successfully implement a decentralized solution to sourcing results. Results will be included in our smart contracts and will be verifiable on the block chain. Any errors that result in non payout to users can easily and rapidly be brought to our attention so that they can be corrected. We are currently exploring a distributed mechanism to decentralize results and bet resolutions completely.



## 4.2 Our P2P Betting Platform

Our P2P Betting Platform will revolutionise how people bet on sports, giving the user the opportunity to become the house like never before.

Users will be able to offer their own odds to as many other users as they wish and will only be limited by the balance , in Ether , of their wallets and their potential calculated outlay.

All odds on our P2P betting platform will be decided by ,and be the responsibility of, the individual odds seller . They will be able to choose their maximum outlay in case of a successful back bet and will receive their winnings minus the MyOddz fees.

To eliminate any errors , results on our P2P platform will have a delayed resolution time. This will apply to all bets on the P2P platform and will ensure only correct results are pushed to the contracts . The delayed resolution time will allow the MyOddz team as well as members , to flag incorrect results . It will be the sole responsibility of the odds seller to make sure they adhere to any and all laws where they are.

## 4.3 Results&Verification

All odds and outcomes on our traditional sports betting operation backend will come from existing , established API feeds , until such a time that we have successfully built in a decentralized capability.

This method reduces chances of error while including the correct information to our smart contracts . For results verification , users will be able to check our GUI or any other independent operator or related news outlet. Any errors that result in non payout to users can be brought to our attention and they will be dealt with , corrected and resolved in a timely manner,

## 5.0 USER CREATED P2P AND GROUP MARKETS

Another feature of MyOddz .bet will be the ability for users to create their own unique markets . As a market creator , the user will also be able to gain a percentage share of profits generated from their created markets, should they be deployed site wide on our P2P betting platform and have a specified minimum turnover amount (to be decided ).

For small niche markets with limited users , profit share, if granted, will be determined by the amounts wagered within that market.

Introducing this to our site means users will have the opportunity to bet on whatever they choose , whether it be political outcomes , movements in the stock exchange or fluctuations in the price of Ether over a period of time. Users will submit their market creation ideas to MyOddz .bet for consideration and if they are suitable and viable , they will be adopted and pushed to the platform site wide via smart contracts.



We will employ a team to specifically verify results for betting outcomes within user created markets until such a time when results can be verified via a decentralized system. It may be possible quite rapidly to use APIs to verify results in user created markets. For example, if users wish to place bets on the price Ethereum will be at a specific time in the future, it will be possible to utilize the API of etherscan.io to confirm that result. There may be similar instances where APIs can be used and they will be examined on a case by case basis and utilized if applicable.

## **6.0 THE MYODDZ.BET CASINO**

### **6.1 State Channels**

Due to the block generation time inherent in current blockchain solutions, we will, initially at least, adopt an off-chain solution that will ensure speed for our users when using the platform, whether it be casino games or submitting bets / P2P selling of odds. For casino games in particular random number generation can take as long as a minute or more at present, which is not conducive to keeping the user engaged with the platform. There is also the current issue surrounding the amount of transactions that can currently be processed on the network per second, which could also affect the user experience.

Because of this, we will initially adopt a state channel-based method to ensure that user experience is not affected and operates as smoothly and quickly as would expected from a traditional online gambling site. The solution we intend to use will be to make use of state channels for resolving bets, both between users and between a user and the house, off chain, thus avoiding long wait times and causing minimal disruption to the user.

The use of such state channel mechanisms for the placing and resolving bets and paying out at the end of a session, will not only mean that the games can be played at a speed which keeps the user engaged, but it will also save a considerable amount for the user in terms of Gas fees due to only involving two on-chain transactions. We hope that by the time of full deployment of the casino games, future ethereum network updates will have increased the transactional capacity by orders of magnitude so that our eventual move from off chain state channels to on chain will in no way affect the user experience and will be indistinguishable from state channel use. We will implement the user-facing portions of the system so that the user will require little or no knowledge of how block chains work in any case.

## 6.2 Slots, Craps and Roulette

On launch of the MyOddz.bet casino we shall offer a variety of Slots games, Craps and Roulette as well as provably fair Coin Flip and Dice games.

Slots is undoubtedly the most profitable area for all casinos. Generating huge turnover with high profit margins, we aim to produce exciting, engaging games to keep users playing.

A Nevada Gaming Control board revenue report\* from April-September 2016 showed that the total amount won by casinos via slots was \$7.06bn. This was in comparison to table games at \$4.09bn. Figures from 2015-2016 show that online slots revenue generated \$2.358bn in the UK alone. MyOddz.bet plans to have a wide variety of these profitable games with highly enticing Jackpot prizes to increase the number of players, thereby increasing profits for eventual distribution to ODDZ Token holders.

Our Slots games will be hosted entirely on-chain and hence be 100% verifiable. We will aim for ease of use for our slots players, giving them the ability to quickly deposit funds, play and then speedily withdraw winnings. Technicals for our slots games will be released in a separate whitepaper in due course.

Our craps games will initially be offered on a one user per table basis. The game will be intuitive and work seamlessly, giving the user an exciting and engaging experience. Craps games will initially make use of state channels until such time that network congestion is no longer a problem and all games can be played on chain.

Our Provably fair Dice and Coin Flip games shall come online at the same time as our casino games. We expect these games to be extremely popular due to the small house edge (51/49) coupled with the ease and speed of play. These games will initially have bet limits of approximately 25 ETH, increasing in line with the overall profit growth of MyOddz.bet and the house bank balance.

We shall be the only online solution offering such a vast range of betting and gaming options. From our sports betting, casino, raffles, provably fair games and our P2P platform, we shall be a one stop shop for all betting and gaming needs.

\* <http://factmyth.com/factoids/slots-account-for-more-revenue-than-all-other-casino-games-combined/>

### 6.3 A 21st Century Soundtrack

Our audio expert, Marvin Beaver (aka Dylan Rhymes) will be responsible for bringing the Casino audio experience in to the 21st Century. He has previously had his work featured on the soundtracks of FIFA 99, Wipeout and Need For Speed and is a world-renowned artist, remixer and DJ (The Deep End at Burning Man). He will be bringing the skills he has honed over the decades to create a truly modern audio experience for our casino users.

As owner of impact.audio, a company specialising in licensing music for use on YouTube, TV and Film, he will also be supplying us with a variety of playlists so that our Casino users can play games to whatever music style they choose.

### 6.4 Other Games, Raffles, Poker and Bingo

We will introduce new games to our casino to expand our offering. In particular, we will increase the number of slots games available to users and we will introduce a variety of Poker tables as well as Bingo to the platform. We also aim to develop our own unique original games.

The MyOddz.bet Raffles will have prizes ranging from 1 to 1000 Eth and on occasion will also offer luxury items such as sports cars, depending on the viability and logistics of doing so. The Eth prize Raffles will start as soon as the final entry ticket is sold and a new raffle will open automatically after the close of the previous one.

Raffle ticket prices will vary dependent on the prize size as will the odds of winning, from a one-in-ten chance to a one in one thousand chance for the larger raffles. Results will be chosen in a provably and verifiably random way. Our variety of Poker tables and Bingo will feature heavily in our direct marketing to female users. We will have female specific introductory offers on both of these games with very targeted marketing of them.

## **7.0 WINNINGS & PAYOUTS**

All winnings on the MyOddz.bet platform can be quickly transferred by the user to an external digital wallet dependent on network congestion.

For sports betting and P2P betting, payouts to winners will be made once results have been pushed to the platform. This need not be instant, but will be done in an efficient and timely manner. Our aim is to payout winnings within a maximum 60 seconds of bet result confirmation.

For Casino users playing on or off chain, the winnings will immediately appear in their onsite wallet ready for transfer to an external digital wallet of their choice.

## **8.0 MYODDZ.BET ON ALL PLATFORMS**

In our determination to secure market share and position ourselves ahead of the field in the world of block chain, decentralized betting and gambling, MyOddz.bet will be available across all platforms, to engage as wide a market as soon as possible and to ensure loyalty from users.

Work on our mobile platform will begin at the earliest opportunity for Android users and we hope to be able to release an iOS version shortly afterwards.

Our aim is to provide an experience that is engaging, speedy in terms of transactions times and use, and ultimately keeps users coming back. We will constantly strive for superb performance and will not settle for less.

We will also endeavor to attract as wide an audience as possible. Our team will target male and female users, young, old and new gamblers, all with great content and user-friendly design.

## 9.0 GIVING BACK

We shall donate 0.25% of profits each quarter to [www. myetherwallet.com](http://www.myetherwallet.com) and will also commit to give them the same percentage of all Eth raised in our ICO sale. The percentage from our ICO sale shall be given to them within two weeks after the conclusion of the sale and of course, the transaction will be verifiable. We hope these contributions will assist them in continuing their work. The committed amount shall not exceed \$25,000 per quarter.

We are also aware that betting and gambling can have social implications and impact lives. Because of this, 5% of the founders share of profits each quarter will be split and donated between a Gambling Addiction charity and one other worthy cause. The chosen charities will be announced across our social media platforms in the week after each quarterly profit share. This transaction will only be sent to a digital wallet so again, it will be entirely verifiable. The committed amount shall not exceed \$50,000 or its ETH equivalent.

## 10.0 COMPETITION IN THE MARKET PLACE

As with all businesses there is competition. This is to be expected and welcomed. Without competition, you can stagnate, fail to see opportunities and leave boundaries unpushed. How do we solve this? Marketing and expansion, continuously. Examine the market. Be aware of all competitors movements and offerings and the impact they may have on Myoddz.bet. Constant vigilance. Evolution.

Marketing will be a continual expenditure, to keep our user base engaged with us and to bring new users to the platform.

How are we different from our competition? Yes; we will offer similar things compared to rivals, including casino games and sports betting. However, we will have features such as our P2P platform which enables users to truly become the house and we will offer a selection of gambling and gaming for our users that they won't find elsewhere. We want to offer a single destination for all betting and gaming needs.

More than that? We aim to create a real brand. We believe that when you hear the name "MyOddz.bet" you know what we are about straight away, as will everyone.

So not only are you investing to become part owner in a successful new venture, you're investing to become part owner in a successful new brand.

## **11.0 EXTERNAL USE OF THE MYODDZ.BET P2P PLATFORM**

We will offer our P2P Betting platform for external use on other websites. External sites looking to utilize our technology to offer betting on their own sites will have to pay a monthly fee and an ongoing share of their profits to MyOddz.bet, with the profit share amount dependent on the size of their turnover.

It will be the sole responsibility of the external sites to make sure that they are adhering to any and all laws relevant to their location. MyOddz.bet will accept no liability for operators who do not adhere to any and all local laws.

Large scale external users of our technology will have the opportunity to re brand our P2P platform to suit their own needs, with the smart contracts auto paying the appropriate fees to MyOddz.bet. Smaller operators will be able to make use of the MyOddz.bet javascript widgets to deploy the platform on their own sites with our branding.

## **12.0 TARGET MARKET**

Our immediate target audience is the user base of existing sports betting sites, whether male, female, young or old, via a variety of marketing methods. Our full site will have simplicity of use at it's heart, so that people who already regularly gamble on mobile or online, will instantly feel at home on our platform and be engaged by it. We will offer very competitive sports betting odds to convert them to, and keep them coming back to, our platform.

The emerging youth market will be key to our expansion and we aim to target them aggressively. Our slots and casino based games will have a soundtrack in keeping with musical trends to engage younger users further. There will be other soundtracks available, across all musical styles, to satisfy all user tastes.

The female market will also targeted aggressively. Across all of our offerings, we aim to have a large female user base and will offer special promotions to entice them to our platform and keep them returning to us as their website of choice.

## 13.0 ICO CROWDSALE

The MyOddz.bet ICO crowdsale will begin on the 12th of February 2018 at 5 pm GMT. It will be open to registrants from our whitelist only, for the first 72 hours. The crowdsale will then be opened to the general public on the 15th of February at 5:01pm GMT and will run until 5pm on the 12th of March 2018.

For whitelist registrants, there will be a minimum contribution of 1 Eth with no maximum contribution. Please visit [www.myoddz.bet/whitelist](http://www.myoddz.bet/whitelist) to register (registration closes 9th February at 5pm GMT).\*

The number of tokens available during the whitelist and general sale period will be 250,000,000 and it will cost 1 Eth for 3200 tokens. There will be no minimum contribution amount once the sale is opened to the general public on the 18th January at 5:01pm GMT

Ether will be the only currency accepted as payment. No Fiat currency can be used. The official address to send Ether to will be a secure .eth address which will be announced initially to the whitelist participants 1 day before the sale.

We advise that you check across ALL of our social platforms , Reddit , Twitter and Facebook, to confirm the correct address and spelling to send Eth to.

We aim to make this ICO as secure as possible for our contributors, especially in light of recent events where Eth sent to an ICO wallet was diverted to elsewhere due to hacking of the ICO website.

**IMPORTANT:** Do not send Eth from an exchange such as Coinbase or Bittrex. These exchanges cannot interact correctly with our smart contract. Any ETH sent from an exchange address will be rejected.

The crowd sale will continue until either a) the sale period is complete, or b) the cap is reached, whichever outcome occurs first. Any tokens not sold within the crowdsale period will be burned. Our soft cap target has been set at 28,000 Eth and our hard cap target has been set at 78,125 Eth. If the soft cap target is not met, all Eth from the sale will be reclaimable by participants.

The distribution of tokens during the crowd sale to the public will represent 65% of the total mint. The remaining 35% of tokens will be minted after the sale and will be distributed as follows:

20% to the founder and team. The founders share will be locked in for a period of 1 year from the end of the crowd sale.

Bounties - 2% will be used for bounties across all social platforms.

\* subject to mainnet network conditions



13% will be given to the house bank to enable betting operational cash flow. In the long term this percentage share will be used for all running costs.

Ether raised during the crowd sale ICO will be allocated as follows:

10% Legal: Will be allocated toward all necessary legalities. Including appropriate licenses, trade marking and copyrighting where required and to ensure legal compliance. Any funds not used from this 10% will be set aside for ongoing legal costs.

20% Development: This will be used to hire developers to add to our already strong smart contract / back end team, front end UI/UX devs, game design, graphics specialist and audio specialist.

30% Marketing: We have already identified markets where we believe we can attain large market share of adoptees of Ethereum blockchain based betting from traditional online operations, and will aggressively attack to obtain and solidify our position. We will also target markets with our P2P betting platform which we hope will give us domination in this newly created way of betting.

20% Operations: This will cover all operational expenses necessary for day to day running.

20% Funding for the house to begin taking bets.

## **14.0 FUTURE POTENTIAL**

We already have in-place measures to add to our development team upon completion of our ICO crowdsale. This will accelerate our development and we hope to achieve the various landmarks in our soon to be published roadmap as soon as possible, enabling us to enter the market with a superb product and attain as much market share as possible.

With a large selection of casino games, our traditional betting platform, our P2P betting platform and a memorable brand, we feel we are superbly placed to maximise a return on your investment.

With the adoption of blockchain technology only set to increase in the coming years, early entry, unique selling points and our sharp and memorable branding will place us at the forefront of this technological revolution.

The improvements forthcoming on the Ethereum block chain will only be of benefit to MyOddz.bet and we will aim to press home our advantage. We will offer a comprehensive, unrivalled selection across the field of gambling, and aim for large user numbers and profitability in every region.

## 15. BUSINESS AIMS AND GOALS

It would be unwise to predict at this early stage what our profits are to be in the next 2-3 years. However, moving forward, we have three main goals.

1. Build MyOddz.bet into a fantastic product as well as a respectable, established brand.
2. Generate profits so that all initial investment is returned to ODDZ token holders who purchase during our ICO, via our quarterly profits share, as quickly as possible.
3. Continue to maximize profits so that our ODDZ Token holders receive as large a quarterly payout as possible proportional to their holding.

We aim to introduce an on site wallet exchange as soon as possible to enable us to take bets from the many gamblers who currently use Bitcoin , Litecoin and Dash and others . This will also generate conversion fees for MyOddz .bet for each exchange.

As mentioned earlier in this white paper, we also plan to introduce fiat currency account funding at the earliest opportunity . This will also generate fees for MyOddz.bet upon exchange from fiat to Eth and again, from Eth to fiat.

We will not simply sit and wait for the Ethereum based gambling market to grow around us. There are huge profits to made in the rest of the online gambling world in the meantime and we aim to capture as much as we possibly can, for the benefit of our ODDZ Token holders.

**We would like to take this opportunity to thank you for your interest in our ICO and  
welcome the opportunity to have you on board.  
The MyOddz.bet Team.**