Abstract

eSports trading is very popular in the cryptocurrency space. The Arena platform is designed for people to get together to exchange information and sell eSports and cryptocurrency trading picks. Currently, people get expert sports picks and cryptocurrency advice from random sources across the internet such as forums, discord groups, premium website content, etc. The goal of Arena is to organize all this premium content into one platform. Arena will attract people who are not familiar with cryptocurrency as well as people who are already familiar with how cryptocurrency works. The goal is to create a cryptocurrency and gaming community. We believe both gaming and trading go hand and hand since they involve ultimately making a profit. Arena has a lot of potential to reach of hundreds of millions of gamers and millions of traders from all over the world. By accepting cryptocurrency as the form of payment Arena will allow the platform to expand to countries all over the world without the limitations of payment providers.

Introduction to Project Arena

Arena will be an online platform social network trading and gaming ecosystem. The ultimate goal is to make a platform that's user friendly and compatible with both desktop and mobile browsers. The Arena platform will consist of seven sections. Each section will be separated by tabs:

· **eSports and Sports picks**
· **Cryptocurrency trading picks**
· **Token watch list (Member voted top cryptocurrencies)**
· **ICO directory**
· **Member feeds**
· **Member profiles**
· **Calendar of events**

No matter what your interest is, Project Arena will likely have something that sparks your interest.

Member Profiles and Premium Content

Now let's talk about the social aspect of Arena. Arena will be a place where members can contact each other and trade eSports and cryptocurrency pick information. Each profile will consist of a basic bio, secular social media links, and website links. Each member can be a guru and will have the ability to share sports picks, eSports, or cryptocurrency trading picks. Membership packages will be available for sale on the website which is optional. Members can start out by receiving tips until they develop a reputation. All subscriptions will be paid for using the community token. You will have the ability to tip users, pay for premium sports picks, and trading picks. Each guru will be rated by community members. The community will be self-regulated and rating gurus will have a win rate so that members can do their due diligence before paying for premium eSports, sports, or trading picks.

Member Feeds: On the front page of the website, there will be a feed. That feed will reflect the most recent activity on the site.

ICO Directory: There will be an ICO directory so companies holding ICO's can list their ICO in the directory at no charge. All listings will be free at first and Arena may charge a fee in the future depending upon demand.

Cryptocurrency watch list: The cryptocurrency watch list will be a list composed of the top voted cryptocurrencies of the week that will be voted on by community members.

Chat Feed Troll Box: People love to chat amongst friends and other members. The site trollbox will be available on every page of the site. You will have the ability to view or hide the trollbox. The trollbox will be user moderated.

Premium Content Features and Revenue
Initially Arena won't take any money from member to member transactions which include selling eSports picks, sports picks, or selling cryptocurrency picks. In the future to maintain the Arena website there may be a small fee or commission for listings.

All revenue generated for the Arena platform will be via the following:

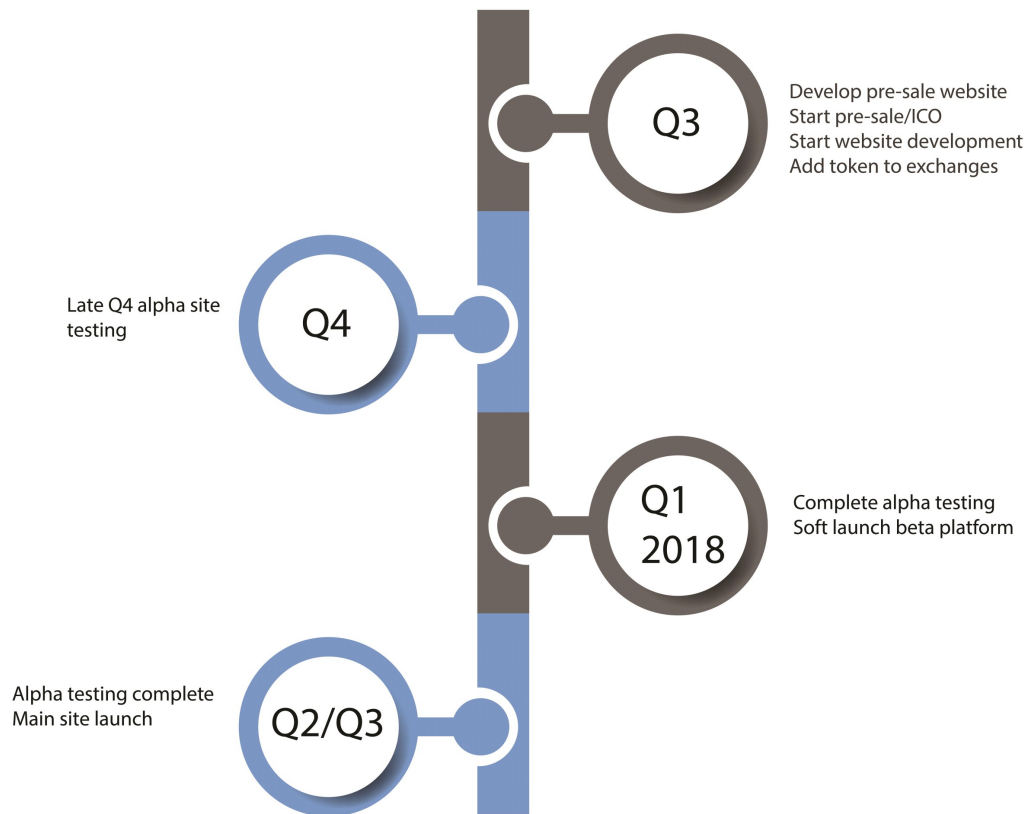**Selling premium member upgrades**
Members will have an optional ad free experience. Though ads aren't planned right away, they may be a part of revenue generation in the future of the Arena project. Premium members will not see any ads.

Sponsored eSports gaming competitions
Outside sponsored eSports competitions will generate revenue for the players and website. The player pot will be 90% of the sponsored funds and 10% will be used for platform and operational expenses.

Roadmap Summary

Arena Roadmap

Develop pre-sale website
Start pre-sale/ICO
Start website development
Add token to exchanges

Q3

Late Q4 alpha site testing

Q4

Q1 2018

Complete alpha testing
Soft launch beta platform

Alpha testing complete
Main site launch

Q2/Q3

We anticipate finishing each stage on time or earlier than scheduled. The Roadmap estimates are not absolute.

Team

The team consists of three core members and supplemented with freelancers.

Dave Styles, CEO
Dave Styles has been a project manager and freelance developer for the past 15 years. He specializes in social media platform development. He has been an investor in cryptocurrencies since 2013.

Dean Thompson, CFO

Roy Sarbonlay
Roy Sarbonlay is a freelance developer, proofreader, and copy editor. He is in charge of the website content and marketing teams.

We have other freelance team developers who will help out with programming, graphics, and creating website content.

Token Information:

Supply: Total supply 14,000,000

Inflation: No inflation

Platform: **Swapping from Waves to Ethereum Sep 2017**

Token Distribution: 20% goes to core developers and founders; 10% goes to bounties and advertising costs; 70% will be available for the pre-sale/ICO.

Pre-Sale/ICO: The pre-sale will happen before or in place of the ICO, depending on how successful the pre-sale is. The pre-sale will last for 14 days. If the pre-sale doesn't raise at least 5 BTC then there will be a full ICO after the 14 days. The pre-sale funds will be used for marketing and development of the ICO. The pre-sale begins on Aug 4th and runs through Aug 18th. The pre-sale price is 0.05 cents USD per token. The ICO begins on Aug 18th and runs through Sep 4th. The ICO price is 0.08 cents USD per token.

Exchanges and Trading: Upon completion of the pre-sale/ICO, the token distribution period will be between 7-14 days after the pre-sale/ICO ends. Token distribution will begin within 24 to 48 hours after the crowd sale ends.

Trading Platforms: Token trading will begin at the Waves Decentralized Exchange. We will be actively in contact with other exchanges.

Pre-sale/ICO Funds Distribution: 20% goes to core developers and founders; 10% goes to bounties, exchange fees, and advertising costs; 20% legal, 50% platform development.