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Introduction

The online games market is constantly evolving and brings billions of dollars to its owners, thanks to in-app purchases made by users. The volume of the global e-commerce market in the online games segment was 95.2 billion USD in 2016 and is growing rapidly. However, developers are faced with two key problems that hamper monetization:



Where to find new players



How to increase the average check made by a player

At the moment, the first issue has mostly been solved, thanks to the following tools:



CPI networks



Contextual advertising



Advertising on video hosting sites



Advertising in streaming services

But since these marketing efforts are directed at a broad and not targeted group of customers, the effectiveness of such actions leaves much to be desired. At the same time, CPI costs are growing by 7% annually, and the average cost of loyal users is now USD 2.90 per person (USD 1.44 in 2015), it is growing by 61% annually.

30–40% of their revenues on advertising to stay in the top and keep a steady traffic of motivated players. Old advertising formats require more money and become less effective. Marketers in the games segment have only one real option to cope with this problem: to find a completely new way of attracting and retaining players.

Game developers have to spend more than



Top-rated games



Market analysis

On average, 750 games are added every day in the App Store and Google Play. The vast majority of them receive no attention from players. Only the games of major developers and a few lucky ones are in the top for several months or sometimes even years.

There is no secret here: large developers, with their large advertising budgets, are squeeze out small projects. For example, Clash of Clans spends more than 3 million USD per day on advertising, and this, of course, brings results, such as first-place ranking and profits of almost 1 billion USD in 2016.

But there is another, less expensive method: so-called viral advertising. There are many examples of viral advertising, one of the most famous is the game Angry Birds. During the first two months after its release in 2009, it was downloaded more than two million times. A year later, there were already more than 50 million downloads. One more year later, the game was downloaded more than 250 million times. Many people have racked their brains over why Angry Birds has become so popular. Whether it's the properties of the human psyche or the gameplay simply worked well, the players literally disconnect from reality and concentrate all their attention on their

smartphones. Back in 2009, the company had no advertising budget, and it was viral marketing that helped Angry Birds to become one of the highest-ranked applications on the planet.

Today many large American corporations, including Microsoft and Anheuser-Busch Companies, already actively use viral marketing to promote their products. The essence of viral marketing lies in the dissemination of information through personal recommendations. A "virus" is created on forums, blogs, and communities: the original message about the product, which, if the audience is interested, will make the rounds and be actively discussed, generating a huge targeted traffic. Usually, this is the combination of small groups of people, friends, or colleagues into one full-fledged community with its own ideology. This targeted traffic is effective because users become part of the project voluntarily and do not need additional motivation.

Another example of successful monetization in the world of online games is Dota. Today this project has not only great conceptual component, but also good gameplay. But back in 2004, when the first version was Dota

Allstars, it was an under-developed system, which did not, however, prevent the Dota community from growing by one million players every month, due to viral marketing. This project has undergone several modifications and is considered one of the best games of the 21st century. The internal Dota community is one of the largest gaming communities in the world, which indicates a strong motivation among players and their desire for development in the project. Today there are more than 2.2 billion players in the world, and many players make an attempt to earn real assets in virtual reality. After conducting an analytical review and interviewing more than 200 players, our team came to the conclusion that the current and popular methods at the moment are: Promoting accounts, reselling intra-game items or attempt to open Youtube, Twitch channel with the possibility of receiving donations and advertising.

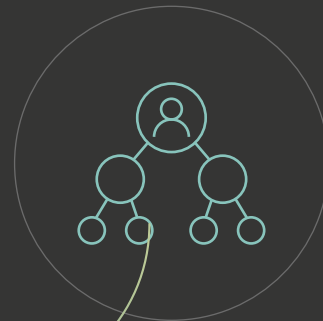
But one way or another, the player faces difficulties, in particular: finding start-up capital or acquiring skills for full-time work, and often because of the emerging barriers, the player refuses this opportunity because he does not know where to start. In the process of thinking, we wondered if Angry Birds and Dota had succeeded because of viral marketing, then why do not we monetize viral marketing for other online projects and players? Our team has decided to create a system that allows players to go through quest training and earn assets in the form of a crypto currency, while developers will spend less money on advertising and more efficiently spend their assets to improve the game project

Motivation systems

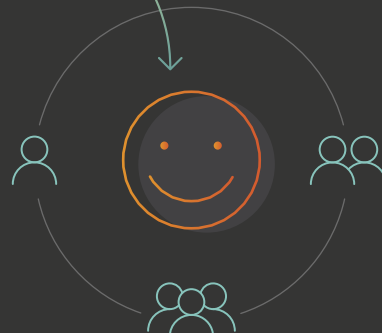
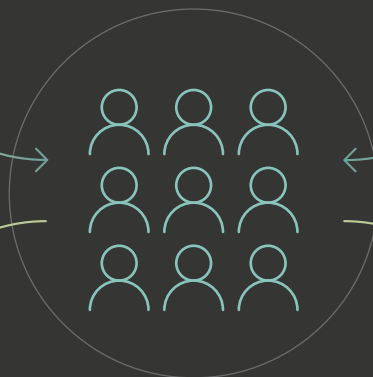
Principles of classical marketing



Principles of viral marketing



Players



User who came advertising:

- No motivation to stay in the game
- There aren't any friends in the game
- It makes no sense to invest for the sake of competition

Result:

The player leaves the game due to lack of internal personal community and motivation system

System of work with small groups:

- There is a motivation to stay in the game, because the player's friends are there
- There is competition
- There is no sense to leave the project, as a community of friends has been formed in one project

Result:

The player stays in the game, as a motivated gaming community is formed

Concept of the project

The concept of the **SRG (Support Rich Games)** project was based on the problems of game developers.

The SRG Community is the first decentralized intra-gaming platform based on the principle of a loyalty program and a referral system using the Ethereum smart contract.

The project is an application that will be integrated with both PC and mobile games. Our task is to unite a target stream of players by connecting small gaming communities. In this system, players who have become project partners (referrer) will be able to earn money on referral programs, developing their own business within the game space.

The SRG Community creates an internal ecosystem with tools for promotion and the possibility of quest training for project partners (referrer). We form a target group of users, based on the principle of viral marketing. Thus, game developers will be able to save and more effectively spend funds allocated for advertising and invest the majority of the funds in improving the game itself. We are interested in creation a full- edged social system, where all referrals are interconnected. Thus, we will be able to build a complete motivation system and keep motivated tra c in partner gaming projects. By providing the opportunity for players to receive real rewards, we can solve the conversion issue of increasing the average check, as users will have additional money, which, in most cases, will be spent on game projects.

We have 2 tokens type:



Gameplay point (GMP) - tokens which use in SRG community for internal payments to referrer.



SRG token (SRG) - profit share tokens which will be sold during ICO, this tokens give you opportunity to get profit once every six months.

Principles of the Operation

For users:

The SRG application will be available in 2 versions:

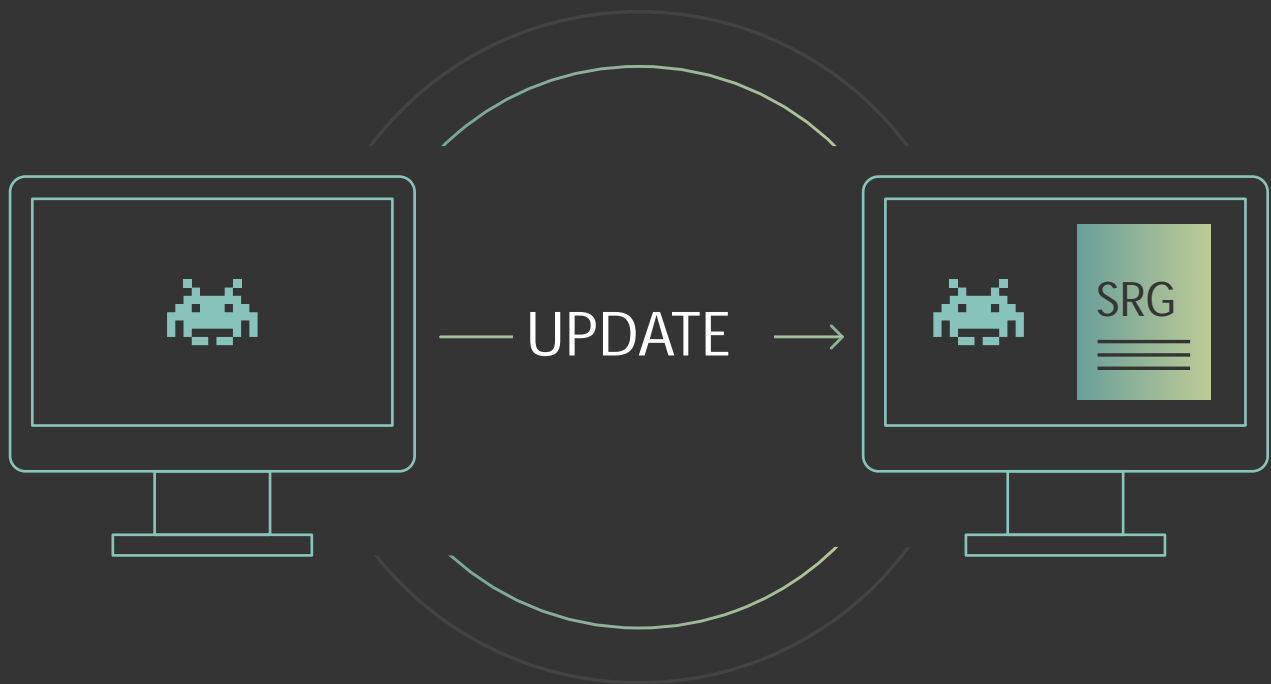
1. For personal computers (Windows, Mac OS).
2. For mobile platforms (iOS, Android).



The version for PC and Mac will have advanced capabilities. Any user can download the application or click on the referral link, register and become a member of the SRG Community.

For developers:

As the module is universal and can be integrated into any application (PC or Mobile), this means that after approval and integration by the developers, all players will be updated at the same time and our platform will appear.



After users update the game, they will gain access to the additional tab to switch to the SRG platform. In the future, if users are interested, they can register and become the members of the SRG Community.



Example:

We have collaborated with a game project that has a user base of about 300,000 players. After integration, all users of the game will have access to the SRG platform. Since our platform is browser-based, we are suitable for all categories of both PC and Mobile. Subsequently, according to our forecasts, at least 5–7% of players will register to try out the system and become partners of the project—these are our referrers, who will generate the profit. Our customers are all players of online games, it's about 2.2 billion people. At the moment, many players want to earn real assets, but unfortunately only a few games provide this opportunity and then with the help of marketplace. Now such opportunities are used, are user by no more than 0.1% of players in the world. We want to give the opportunity to earn all the players regardless of whether there are internal **marketplace** or not. Having provided an opportunity to earn, we will increase conversion rates, due to the receipt of new assets from all. As I said earlier, we plan to move forward by integrating our service into online games and enabling players to connect to the system **SRG community**.



The referrer of the **SRG community** will receive a reward in GMP tokens.

GMP is a multi-eld, new-generation game cryptocurrency that can be spent in any game connected to the SRG system. The token can also be converted and sent to a personal wallet in Ethereum tokens.

The cost of GMP according to which tokens are issued and redeemed is USD 0.1.

This does not exclude the possibility of free trade in this token on exchanges.

The GMP token is issued exclusively in exchange for fiat currency coming into the SRG in the amounts necessary for payments under the referral program, which is allocated 30% of the SRG proceeds.

Thus, for every USD 100 that comes into the SRG community, 300 GMPs are released. All GMP tokens of the system are guaranteed by liquid fiat currency. The liquidity level always corresponds to 100% of the tokens in circulation, which ensures that the SRG can redeem the GMP at any time at the request of the holder.

GMPs bought out by SRG from referrers for ETH are burned.

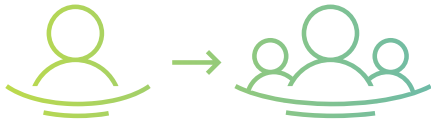
In order to convert GMPs to ETH, the referrer must already have an open wallet supporting ETH transactions. The address of this wallet should be indicated in the personal wallet of the referrer in the SRG community. There it is necessary to create an application for the transfer of GMPs to ETH and send to the address of the company as many GMPs as needed to be exchanged. Upon receipt of the application, the repurchase will be performed, the GMPs received from the referrer will be burned, and the referrer will get the equivalent of this amount in ETH for his personal wallet.

For game developers, a personal cabinet will be created, through which they will receive reports and statistics, and we will be able to get information about payments and referrals that came from our referrers. All money transfers from developers will be carried out through a personal wallet in fiat currency.



How the SRG Community will earn income

The SRG Community will earn money from commissions received from developers. There will be two main types of rewards:



For attracting new players. Receipt of funds is in national currency.



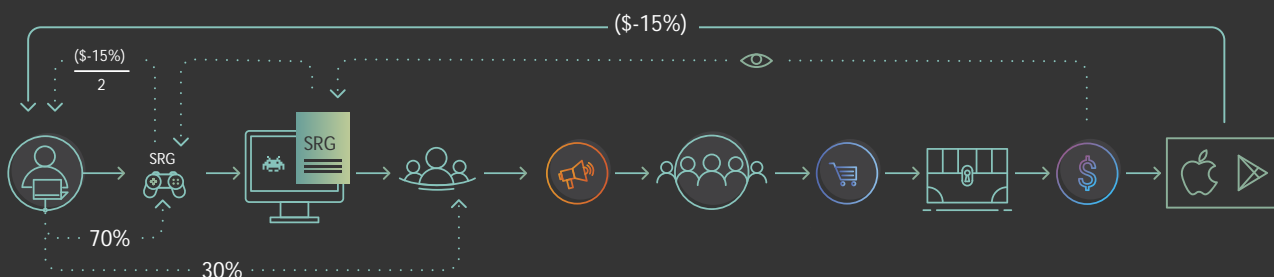
For in-game purchases made by referred players. Receipt of funds is in national currency and GMP

Let's consider separately the cases of receiving remuneration in national currency and GMP:

SITUATION 1

Purchase of in-game items in mobile games (payment in national currency):

1. The developer embeds the **SRG community** module into the game.
2. Players (referrers) attract other players (referrals) into the game.
3. Referrals make purchases in the game in their national currency.
4. The **SRG community** service tracks purchases in the game.
5. The money for purchases goes to the App Store or Play Market.
6. The App Store or Play Market transfers 85%* of the purchase to the game developer in the at currency, convenient for the developer.
7. Immediately after the purchase, **SRG community** sends the game developer an invoice in his personal wallet. The invoice is 50% of the money received by the developer after deducting the 15%* commission from the App Store or Play Market placement service.
8. The developer pays **SRG community** on the invoice, which covers:
 - 30% for remunerating referrers
 - 70% is income of SRG
9. The money is sent to the **SRG community** bank account.



SITUATION 2

Purchase of in-game items by referrers in mobile games (payment in GMP):

1. The developer embeds the **SRG community** module into the game.
2. Players (referrers) attract other players (referrals) into the game.
3. Referrers receive a reward in GMPs for attracting referrals and their in-game purchases.
4. Referrers make in-app purchases in GMP.
5. GMPs are sent to a separate **SRG community** account.
6. **SRG community** pays the developer 50% of the spent GMPs in the local currency, convenient for the developer. The money for developer payments is taken from the liquidity pool, and the equivalent in GMP is burned.
7. The remaining 50% of GMP is the total profit.

8. Distribution of total profit:

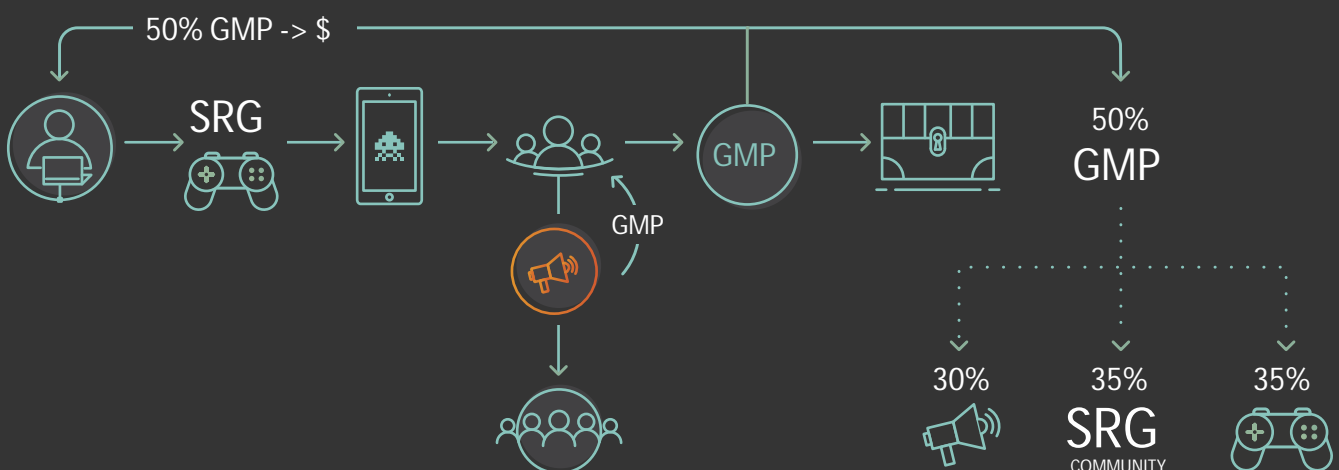
30% of GMP tokens are returned to the referral system

35% of the tokens go to the

- **SRG community.**

35% of the tokens are the net profit of **SRG community** and distributed subsequently between token holdings.

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Let's consider this business model in the following short example of a series of transactions:

All calculations assume that the App Store or Play Market has already received its commissions.

1

First payment: 200 USD (the referral bought in-game items in a national currency)

1. 100\$ — game developers;
2. 30\$ — referrers (30 USD goes into liquidity, and the referrer receives 300 GMPs);
3. 35\$ — SRG Community;
4. 35\$ — token holders (left for conversion to Ethereum and further payments).

Balance for distribution: 35\$

Liquidity: 30\$

Tokens on the market: 300 GMP

2

Reverse buy-out (referrer wants to convert GMP to ETH): 150 GMP

1. 15\$ — referrer (receives the equivalent of USD 15 in ETH at the current exchange rate);
2. 150 GMP — burned;

Balance for distribution: 35\$

Liquidity: 15\$

Tokens on the market: 150 GMP

3

Second payment: 400 USD (the referral bought in-game items in a national currency)

1. 200\$ — game developers
2. 60\$ — referrer (USD 60 goes into liquidity, and referrer gets 600 GMPs)
3. 70\$ — SRG Community;
4. 70\$ — token holders (left for conversion to Ethereum and further payments).

Balance for distribution: 105\$

Liquidity: 75\$

Tokens on the market: 750 GMP

4

Third payment: 600 GMPs (referrer bought in-game items in GMPs)

1. 300 GMP — game developers (developers get 30 USD), 300 GMPs are bought out by the SRG Community with the liquidity fund and are burned.
2. 150 GMP — SRG Community;
3. 0 GMP — referrer (in this case, the referrer that bought in-game items was not a higher-level referrer, otherwise 30% of the GMP would go to him or her)
4. 150 GMP — token holders (we buy out GMPs with the liquidity fund, tokens are burned, USD 15 goes to the balance for converting to ETH and further payments).

Balance for distribution: 120\$

Liquidity: 30\$

Tokens on the market: 300 GMP

Thus, if at this moment another payment is made to the token holders, the profit for the distribution is: 120 USD.

Distribution of profit SRG community

Results of the half-year on the basis of the example analyzed above:

- Total money came in the national currency:
USD 600
- Reserve liquidity for payment: USD 30
- Tokens on the market: 300 GMP
- Referrers: 15\$ + 150 GMP (counted as tokens on the market) + in-game items
- Profit of SRG Community: USD 105 + 150 GMPs (counted as tokens on the market)
- Game Developers: USD 330 (USD 30 of which from the repurchase of GMPs)
- Token holders: USD 120



The SRG Community will transfer USD 50 of the company's net profit for the purchase of ether. It will be sent to pay the token holders using the Ethereum smart contract. The dividend distribution date will be announced in advance on the SRG Community website. To receive their share of dividends, the token holders must store them in ERC20 compatible wallets that support dividend payment. A list of such wallets, in addition to the basic charging wallet, will be announced on the SRG Community website.

Distribution of dividends

The dividend distribution process occurs in two stages: obtaining accurate data on the distribution of SRG tokens among token holders (the dividend report) and distribution of the company's profit among the owners of the tokens.

Report on dividends

To form a list of accounts for calculating dividends, the SRG Community will take a snapshot of the blockchain before each dividend distribution. This permits fixing the current distribution of tokens among token holders at the time of the selected block. The number of this key unit and the time of its appearance will be announced in advance on the SRG Community site.

Payment of dividends and exchange

At the moment, the exchanges do not support the correct accrual of token dividends, so at the time of dividend calculation, the tokens must be in your personal wallet. The SRG Community is currently negotiating with the largest exchanges about the introduction of the functionality for receiving dividends and will notify customers as soon as this opportunity is available at any of the exchanges.

Ethereum smart contract

The smart contract for dividend distribution is designed to distribute profits among token holders in accordance with their shares. All payments will be made in ETH. Dividends will be sent to the addresses that own SRG tokens, as confirmed by the blockchain snapshot.

Key Features of the Project

Advantages for players

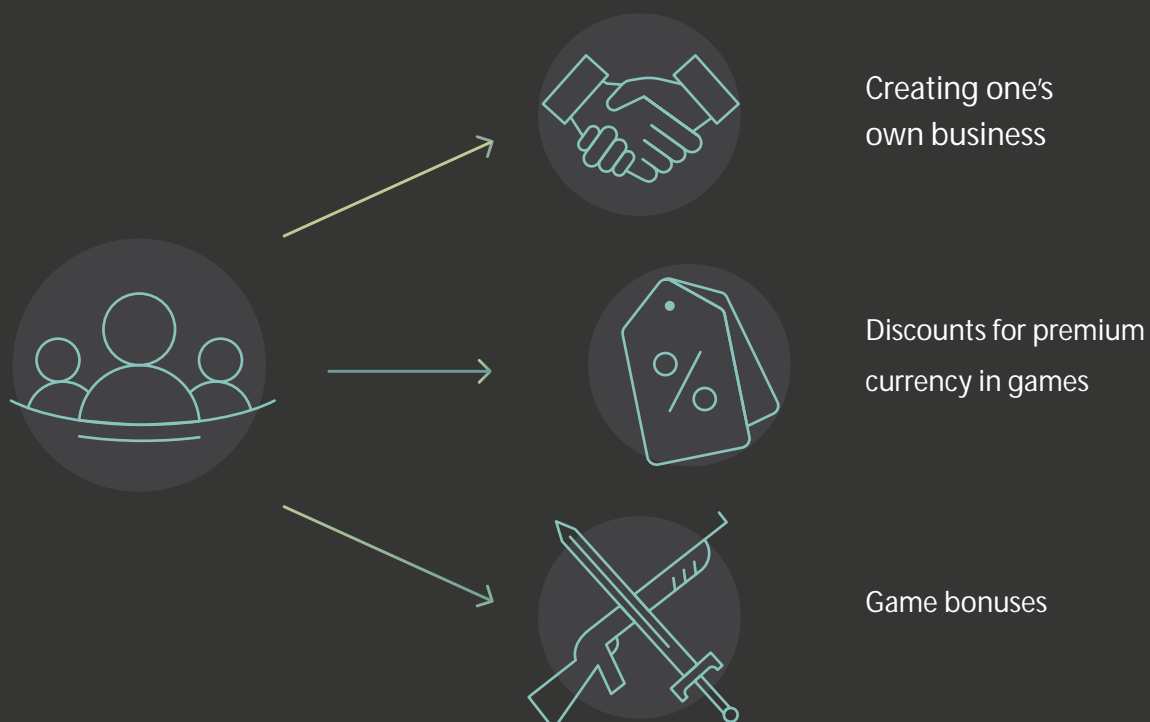
Creating one's own business.

By becoming a partner of the SRG Community, the player has the opportunity to build his or her own business based on the loyalty program. The motivation system will enable the creation of a deep client network and give the partner a high level of income. At the same time, the partner will have all the tools (from banners to video clips) for effectively promoting the referral link and building a referral network. This is really the first real opportunity to play a game and run a business at the same time.

Discounts for premium currency in games.

As we are in direct contact with the game developers, the participants of the SRG system have the opportunity to purchase a premium currency in any game project, which comes with a 30–40% discount in partnership with SRG.

Game bonuses. Gifts and premium services from game developers, dependent on partnership. Bonuses will be granted not only to the referrers, but also to the referred people. Once a quarter, the most active referrer will receive additional valuable prizes, which will also increase the interest in participating in the SRG system and add a competitive spirit.



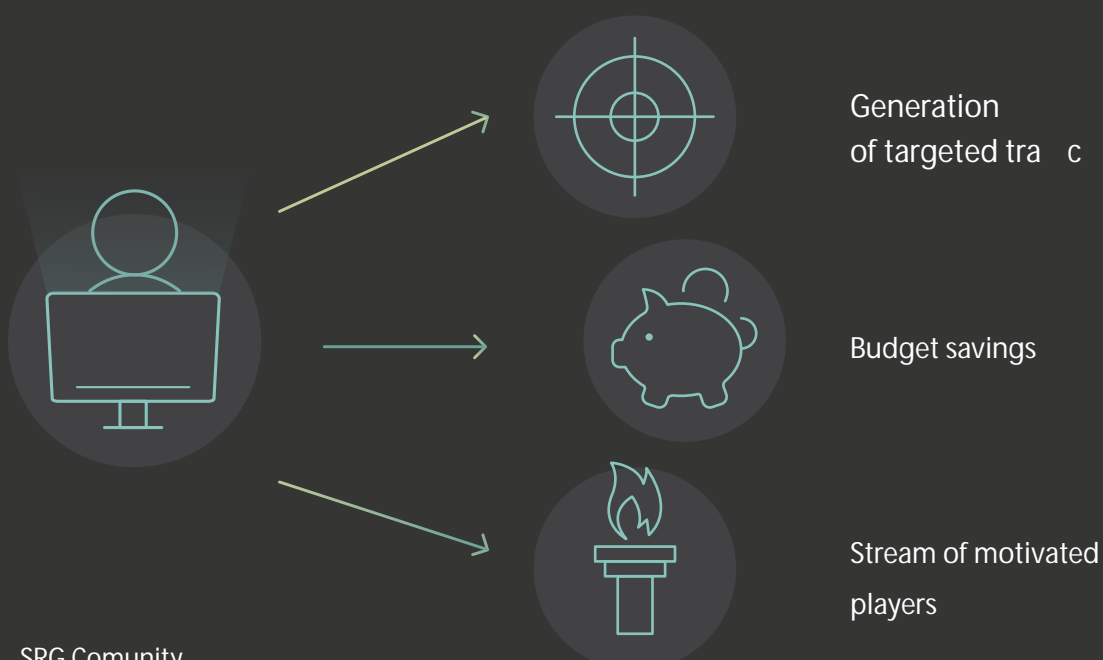
Advantages for game developers

Generation of targeted traffic. Since SRG is a point-based CPA network in the online gaming world, we will be able to attract targeted players through referral programs, thus completely eliminating the possibility of bots or low-quality traffic appearing. We know that our referrers are interested in acquiring income and additional rewards that can only come from a targeted and high-quality flow of referrals.

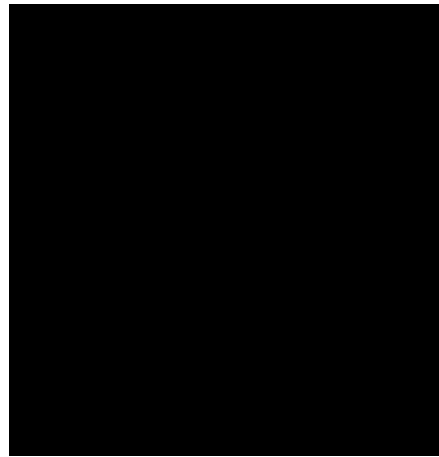
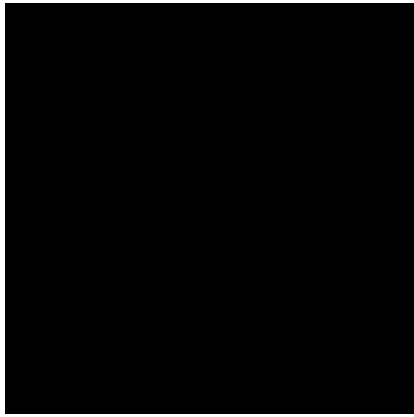
Budget savings. Thanks to the cooperation with SRG, game developers will reduce the costs of their advertising campaigns, since the SRG module is free and integrated with the developer's application. In the case of a partnership, the developer will pay commissions from traffic coming through the SRG referral program. The commission is 30–50% of each player's purchase, which will go to marketing and rewards for the token holders. Ultimately, we are switching to a system in

which the developer first receives a target payment from the player (for example, through the App Store), and only then pays for this purchase commissions, thereby saving his budget.

Stream of motivated players. With the SRG loyalty program, we will be able to launch viral marketing into any gaming project to attract a stream of motivated customers with the help of the original players of the project. There is also a natural increase in the number of users due to the players of other games who are connected to the SRG platform.



At the moment, we have already formed partnerships with several large developers on the market, including T-Bull, Lucky Kat. Also, negotiations with major developers are under way, agreements on cooperation will be available on our website.



Target market

Our system will actively develop in all countries where mobile and computer games are popular, however, as a priority, our team chose the Asian market for a number of reasons:



Number of installations

China has the largest number of users. The top application on the iPhone there gets 350,000 installations per day. The largest revenue in Japan is 1 million USD per day on the iPhone with 77,000 installations and 1.5 million USD on Android with 53,000 installations.

Amount of money and active assets spent on online games

Users from East Asia (China, Japan, and South Korea) spent 12.7 billion USD on mobile games in 2016. The sum of investments is led by Japan: 132 million people spent 6.2 billion USD, which is more than in the US, the publication notes. The largest number of users of mobile games in Asia is in China — 785 million people. They spent 5.2 billion USD on games on iOS and Android in 2016. South Korea rounds off the “big three” with expenditures of 1.3 billion USD.

Positive attitude to cryptocurrency and development of the blockchain

This April the Japanese authorities adopted a law on virtual currency. Thanks to the new law, the country has now legalized Bitcoin and Ethereum cryptocurrencies. Thus, the cryptocurrency in Japan can now be used for mutual settlements. China and Korea are going to do the same

The average daily time spent on online games is 5 hours

In Asian countries, the governments have recognized the problem of over-enthusiasm for computer and mobile games, which is increasing every year. More and more young people prefer computer and mobile games to offline entertainment and personal meetings with friends.

Since our platform is a browser-based application, we are approaching for all categories of PC and Mobile. To date, on beta testing, we use 100-150 mobile games to identify bugs and errors. In addition, with our partners RASPP (Chamber of Commerce and Industry of China), our team will actively promote the product to the Asian market to form the base of online games.

ICO Structure

General information about the SRG token

SRG Token	The SRG token is a token issued exclusively during the ICO period, which entitles you to receive a share of SRG's profits every six months. All tokens (100%) sold and distributed during the ICO are provided by 50% of the company's profits. At the end of the ICO period, the SRG tokens will be traded on the cryptocurrency exchanges. Tokens not sold during the ICO will be burned immediately after the ICO.
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Payment order	Once every six months, SRG will allocate 50% of the profit for the payment of rewards to the token holders.
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Symbol	SRG
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Amount	20 000 000 SRG
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Price for 1 SRG	2 USD
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Additional issuing	No. 100% pre-mined. Any unsold tokens will be burned.
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Growth of the SRG token and profit forecast for token holders

As the SRG token is a profit share, its value for the token holders directly depends on the profitability of the SRG Community company. Our strategic goal is to connect a large number of games to the SRG system, to promote the community and build up the client base. Therefore, we will ensure a stable growth of the company's profits and consequently an

increase in the volume of payments to the token holders from half-year to half-year. That will lead to increased demand for SRG tokens because the profitability for holders of this token will outstrip its competitors.

The forecast of the number of games connected to the SRG system and the revenue of the SRG Community in a year, depending on the amount of connected games:

Date	Number of games	Number of players	Number of the SRG Community members	Income of the company / year *
Dec 2017	100	5000000	500000	USD 4,080,000
Feb 2018	300	15000000	1500000	USD 12,240,000
May 2018	600	30000000	3000000	USD 24,480,000
Aug 2018	950	47500000	4750000	USD 38,760,000
Nov 2018	1350	67500000	6750000	USD 55,080,000
Feb 2019	1800	90000000	9000000	USD 73,440,000
May 2019	2175	108750000	10875000	USD 88,740,000

* The SRG Community company income a year later, after reaching the number of connected games indicated in the table.

The forecast of the profit distributed among the token holders:

Date	Number of games	Income of the company / year	Profit SRG token / year	Profit at 1 SRG token / year*
Dec 2017	100	\$4,080,000.00	\$1,428,000.00	\$0.07
Feb 2018	300	\$12,240,000.00	\$4,284,000.00	\$0.21
May 2018	600	\$24,480,000.00	\$8,568,000.00	\$0.43
Aug 2018	950	\$38,760,000.00	\$13,566,000.00	\$0.68
Nov 2018	1350	\$55,080,000.00	\$19,278,000.00	\$ 0.96
Feb 2019	1800	\$73,440,000.00	\$25,704,000.00	\$ 1.29
May 2019	2175	\$88,740,000.00	\$31,059,000.00	\$1.55

* Profit from ownership of 1 SRG token, assuming that during the ICO all 20 million tokens will be distributed, one year after the number of connected games indicated in the table is reached. All calculations are based on the minimum conversions and the average check size for the industry in terms of the player.

This table is calculated on the basis of the most minimal forecast, that by May 2019 through our system will be about 1% of all purchases in online games. What data did we use to compile a minimalistic forecast:

Of all the games connected to the SRG Community system, only 10% will be registered in our system.

Of these, 5% percent are players spending \$ 20 a year (average market data at the time of the survey).

Of the connected players, only 20% will be able to attract new players steadily, on average 3 attracted people per month will be attracted to each attracting person. Of the newly attracted people, the conversion to the paying player spending an average of \$ 20 per year on the game is still the same 5%. A 15% payment to the aggregators of mobile applications from Apple and Google is also taken into account. Although mobile games will be only part of our connected games, and for games on PCs and consoles, such commissions are either not present, or they are smaller. Thus, as you can see, the income of the company and your income can be much higher, since the current calculations were made based on the most minimal forecasts.

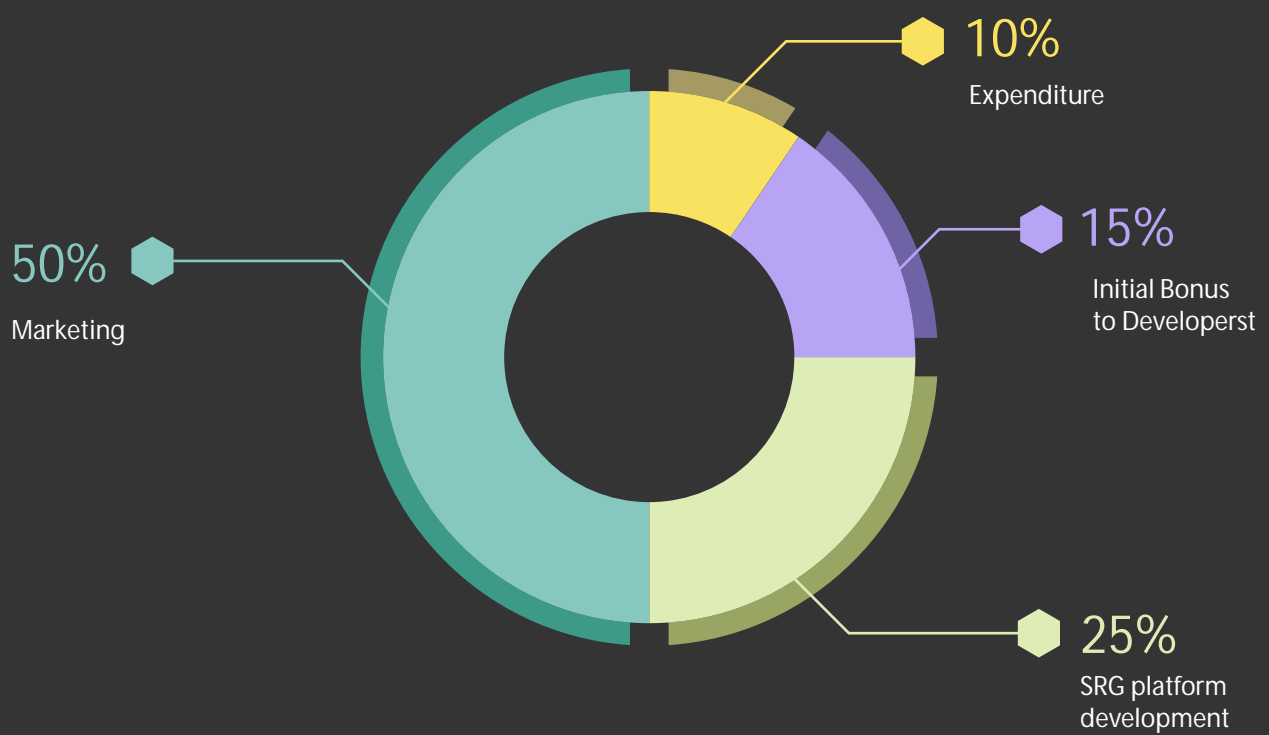
Use of attractive assets

Subject to the successful sale of SRG tokens and depending on the amount of funds raised by the SRG community, financial assets will be targeted at various tasks.

1. Marketing
2. Product improvement and technical development
3. Expansion of the technical team
4. Number of games

In addition to these expenses, there are additional costs associated with the patents of the module and the brand, as well as the lease of the office for the development team and the purchase of the server part for data storage.

Assets Assembled	3 000 000\$	6 000 000\$	9 000 000\$	12 000 000\$	15 000 000\$
Marketing	Russia CIS	China, Japan, Korea	North America	China, Japan, Korea	International Department International Department
Technical Development (Development)	PC, Mobile	PC, Mobile	Xbox, PS	Xbox, PS	Xbox, PS
Expansion of the technical team	Designers: 2 people	Designers: 2 people	Designers: 2 people	Designers: 2 people	Designers: 2 people
	Programmers Front-end and Back-end 3 People	Programmers Front-end and Back-end 3 People	Programmers Front-end and Back-end 3 People	Programmers Front-end and Back-end 3 People	Programmers Front-end and Back-end 3 People
	Cryptographers: 2 people	Cryptographers: 2 people	Cryptographers: 2 people	Cryptographers: 2 people	Cryptographers: 2 people
	Additionally Translator:	Additionally System engineer	Additionally Technical Marketing Specialists Technical Testing Specialists	Additionally Tech ops	Additionally Dev ops Business Intelligence Product Development Technical Architect
Connected games	150	200	250	300	350
Support	Support provided by the SRG team	Support provided by a third party under the supervision of SRG	24-hour support groups that control and provide support for the first phase of the general problems. Active active nodes of high availability, providing maximum uptime	Self-diagnostic system for the health check system with the ability to provide early warning of potential problems	Programmed bot support, for online work with the ability to communicate with those. Specialists
Additional Features	-	-	Cyber Sports Tournament (December 2017)	Creation of an investment fund on the basis of SRG for the selection of block-start startups in the segment of online games	Creation of a fund for trust management of SRG tokens in order to increase the profit of the owners of the tokens



Distribution of SRG tokens

60%

investors

30%

team

(frozen for 2 years
and kept as incentives
for existing
and new employees)

5%

advisors/
mentors

3%

bounties

2%

lottery

At the end of the ICO we will play 2% tokens between investors.

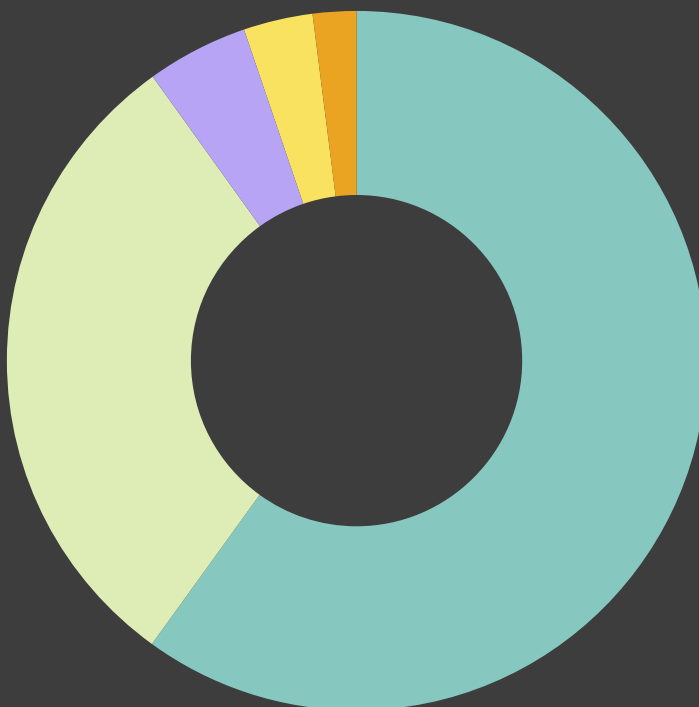
Conditions of participation:

Purchase of SRG tokens during the investment phase, the possibility of obtaining additional tokens increases depending on the number of tokens acquired during the ICO period.

Subscribe to all Social channels SRG community:

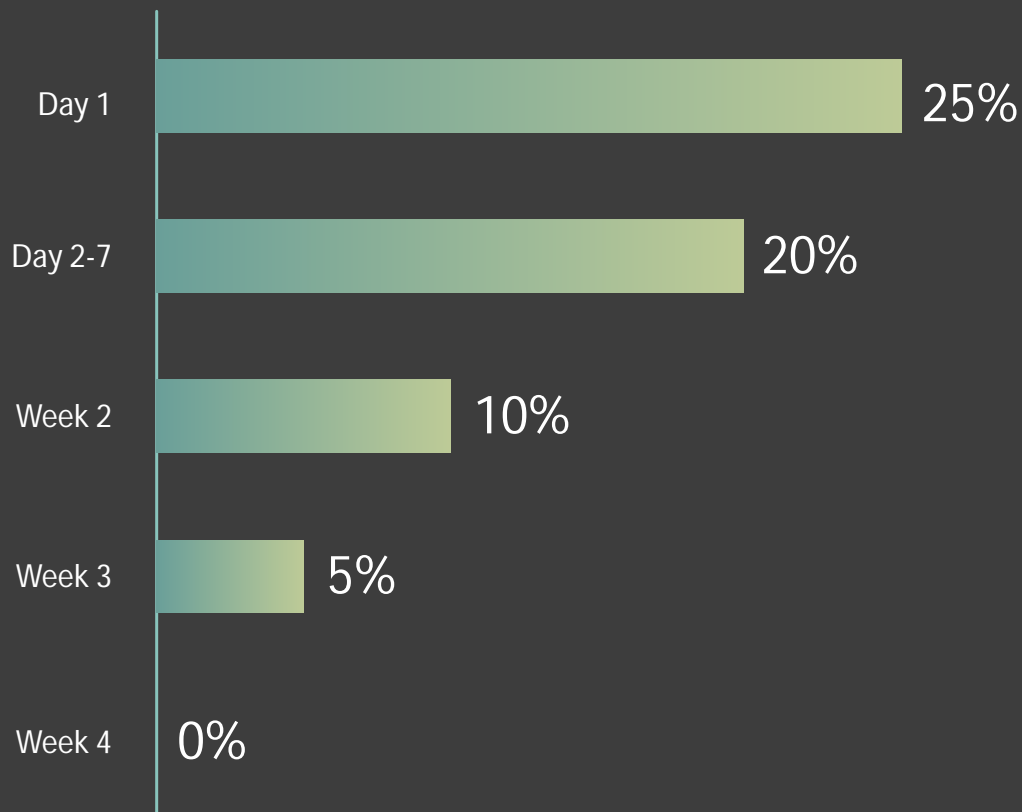
Telegram, Twitter, Facebook

Detailed lottery terms will be available on our social channels



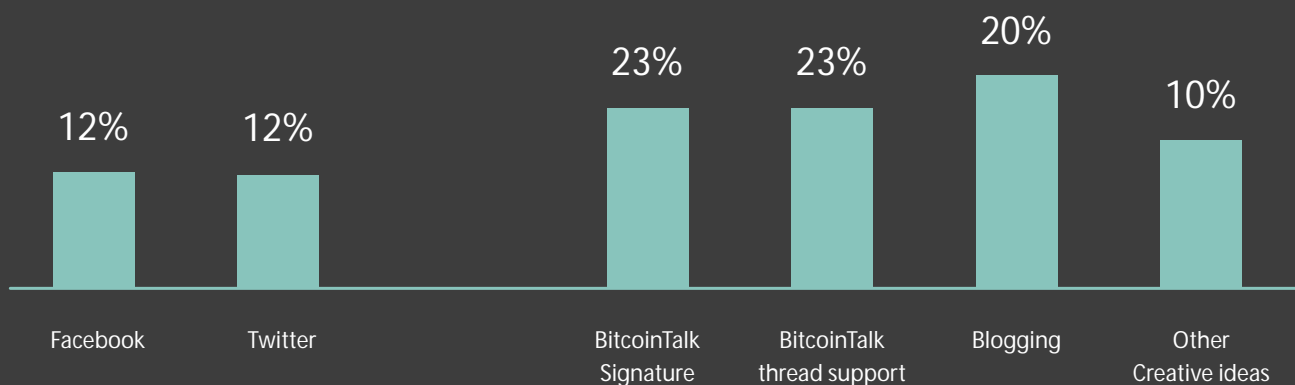
Bonuses

For early investors, a bonus program is provided that allows them to get more tokens, depending on the date they began to participate in the ICO:



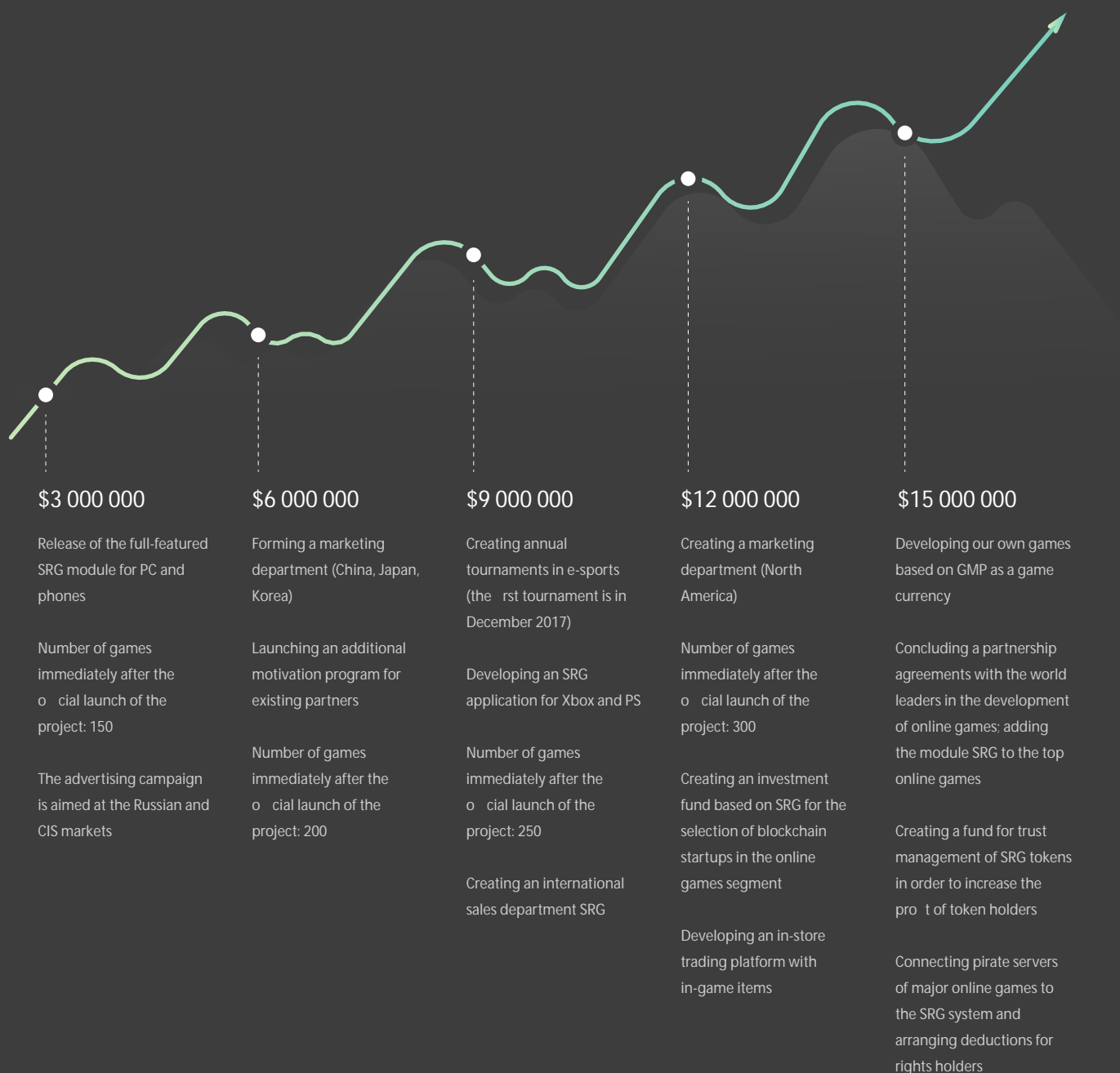
Bounty Campaign

Compensation for the "Bounty" company is made after the completion of the ICO.



Road map

SRG has developed several marketing strategies for the forming the basis of games. The choice of strategy depends directly on the amount of funding for the ICO. After the ICO, we will be able to choose the most appropriate marketing strategy for entering the market. At the moment, about 100 games are being prepared for beta testing.



Upcoming key dates for SRG Community:



June–August 2017

Start developing a demo version of SRG for PC and Mobile



October 2017

Start the ICO in SRG Community



November 2017

Testing the demo module in 30 games
(the information will be available in user accounts)



December 2017

The launch of the SRG Community in 100–120 games (Nord, Mail.ru)
Full functioning of the entire platform based on GMP

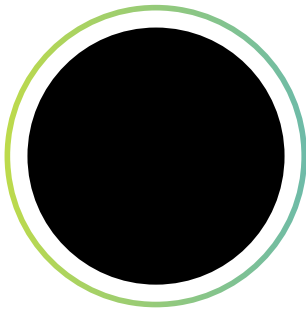


February–May 2018

Launch of the SRG application in the Asian online games market, connecting an additional 500 games



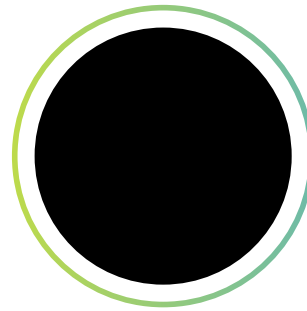
Project Team



Petrov Nikita

CEO & Founder

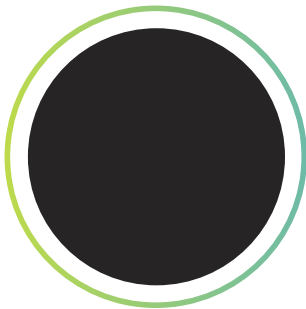
Developer and inspirational leader of SRG. Expert in developing loyalty programs and analytics of the mobile applications market. Received a SBIR grant in 2015 to develop an instant messenger application.



Giovanni Manigrasso

Chief Marketing Officer

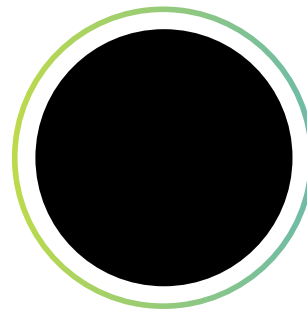
Giovanni specializes in the field of UX, as well as the development of websites and mobile applications. Today Giovanni is the Managing Director for production and design, coordinates Italian and international development projects. Giovanni received a bachelor's degree in business economics from the Commercial University of Luigi Bocconi in Milan and has 7 years of experience managing and developing multi-channel digital strategies for Italian and international companies.



Alexander Fominykh

Project manager

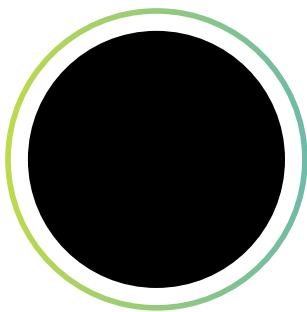
Director and co-founder of MashinHeads Ltd. Digital agency, web and mobile development, integrated Internet marketing. Experience in conducting it projects for more than 5 years. One of the creators of the Internet project IRR.ru.



Cheshunas Sergey

Business development

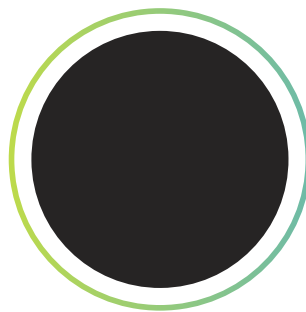
Director and founder of a large Moscow digital agency. The main company provides: digital strategy, digital marketing, web design and web development. Experience in the field of online promotion since 2010.



Maxim Saykin

Lead Developer (back-end)

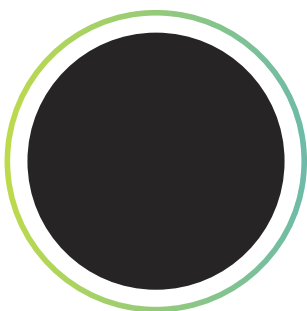
Maxim takes part in the development of the demo module of the SRG platform for more than 9 years in the Software Development industry (Backup \ Restore Data, Security, Encryption, Antivirus, Cloud). He has worked as a lead Testing in such companies as Acronis, Kaspersky Lab and PT.



Sergejs Toporkovs

Developer (back-end)

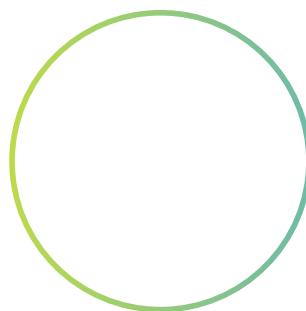
Sergejs is a software developer and has invaluable design experience in implementing complex distributed systems in a limited time and resources. More than 7 years of experience in programming. Professional software consultant with experience in Java, JavaScript, C #, Python, PHP, C / C ++.



Dmitry Sergeev

Lead Developer (front-end)

Dmitry has over 15 years of experience in software development. Dmitry has a deep experience in managing, developing and supporting mission-critical applications, e.g. Edi Mobile Sales, VIPUS, AKLIS . Dmitry holds an MS in Computing Science from Riga's Technological University.



Ruslan Kondrashin

Software Architect

Practical experience in the development of software systems is more than 17 years. Ruslan is experienced in organizing the software development/continuous delivery process (from VCS to production environment) using modern practices like Agile, DevOps. He is mostly interested in designing high-load and high-availability architectures. Core technical skills: Java, JavaScript, DBMS, Messaging, Containers.

Partners

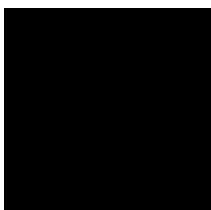
Much work has already been done to build relationships with partners and conclude partnership agreements.



Ambisafe - has been pioneering cryptocurrency development since 2010. Their experience ranges from development of alternative consensus algorithms in 2010 to launching the first multi-currency wallet in 2014. Some of their recent achievements include going through the first bitcoin class of silicon valley startup accelerator, breaking to the finals of the SWIFT Inn Tribe Startup Competition and being the first digital wallet to implement MasterProtocol. Now Ambisafe is one of the leading blockchain companies, who develops blockchain solutions for big companies and world famous startups.



77agency – is a leading independent New Media Marketing agency supplying specialist services to the online marketplace. Established in 2003, and with offices in London, Milan, Riga, New York and Amsterdam, the company has fast built a reputation for value and attention to detail - displaying full commitment to their chosen clients and partners.



T-Bull - is a technology company specializing in the development, production and distribution of games for mobile devices. The company has a portfolio of products prepared for the most popular mobile platforms. Total number of downloads of games in the studio Wroclaw already exceeded 185 million. The team of developers T-Bull specializes in the creation of FPS and racing games. The company's offices are located in Poland and Japan.

Quinto Capital Partners offers professional services for national and foreign businesses: from analyzing the efficiency of existing infrastructure and creating infrastructure, to accompanying and servicing companies. The company's offices are located in Europe and Russia. For SRG, Quinto Capital provides legal assistance.

Lucky Kat Studios - is a developer of mobile and computer games. Creates games in the genre of pixel images with steep pop culture. In the market of games from 2014, sold more than 50 games.

Conclusion

This document presents a part of the technological and marketing solutions that will accompany the SRG platform. Also, as the Ethereum blockchain improves, we will actively use the emerging capabilities of the network. This will allow us to make SRG the most reliable and large-scale decentralized referral system of online games in the world. Today we give you the opportunity to join the SRG Community during the ICO period and share our success.

Glossary

Referrer – the user of the SRG system, actively attracting other users to this system.

Referral – a participant in the SRG affiliate program, registered on the recommendation of another SRG participant (referrer).

Client network – a system consisting of referrals that are registered in the system using a referral link.

Token holder – the owner of SRG tokens, which is entitled to a share the profits of SRG Community.

Legal information

Attention! SRG tokens are not sold to the US citizens. If you are a US citizen, unfortunately, you do not have the right to buy any tokens, including SRG, both within the ICO and on the secondary market. If you acquire tokens in any way, bypassing the standard mechanisms provided by the ICO, you may incur personal liability in accordance with the laws of the United States. The responsibility for purchasing SRG tokens lies solely with US citizens themselves.

Tokens were not registered and would not be registered under the US Securities Act of 1933 as amended (the "Securities Act") and could not be offered or sold in the United States to the person or in the interests of a person who is a US citizen or company (As defined in Regulation S in accordance with the Securities Act), unless they were duly registered or represented in the register in accordance with the requirements of this Law.

<https://newzoo.com/insights/articles/global-games-market-reaches-99-6-billion-2016-mobile-generating-37/>

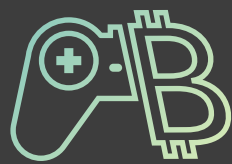
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<https://habrahabr.ru/company/mailru/blog/258463/>

<https://vc.ru/p/king-supercell-marketing>

<https://habrahabr.ru/post/249993/>

http://gamesisart.ru/online/DOTA_History.html



SRG Comunity
Play&Earn