



 ountie

WHITE  
PAPER

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# 01 — Introduction





## 1.1 BACKGROUND

**Bounty is a platform for gamers in Asia to make a living while playing their favorite games.**

By using the latest technology in Blockchain and Cryptocurrency, our platform reduces the chances of fraud and high transactional fees. This in turn will open up a new experience in esports and gaming.

# Bounty wants to create a gaming ecosystem that revolves around the gamers, partners and Bounty itself.

When we mention partners, we mean computer hardware companies like Logitech, ASUS, and Samsung, as well as game publishers and developers like Bluehole Studio (PlayerUnknown's Battleground) and Valve Corporation (Dota 2).

Hardware companies can sell their products offline and online via Bounty's platform directly to gamers seamlessly. Bounty can also handle sweepstakes and tournaments that allow players to win products.

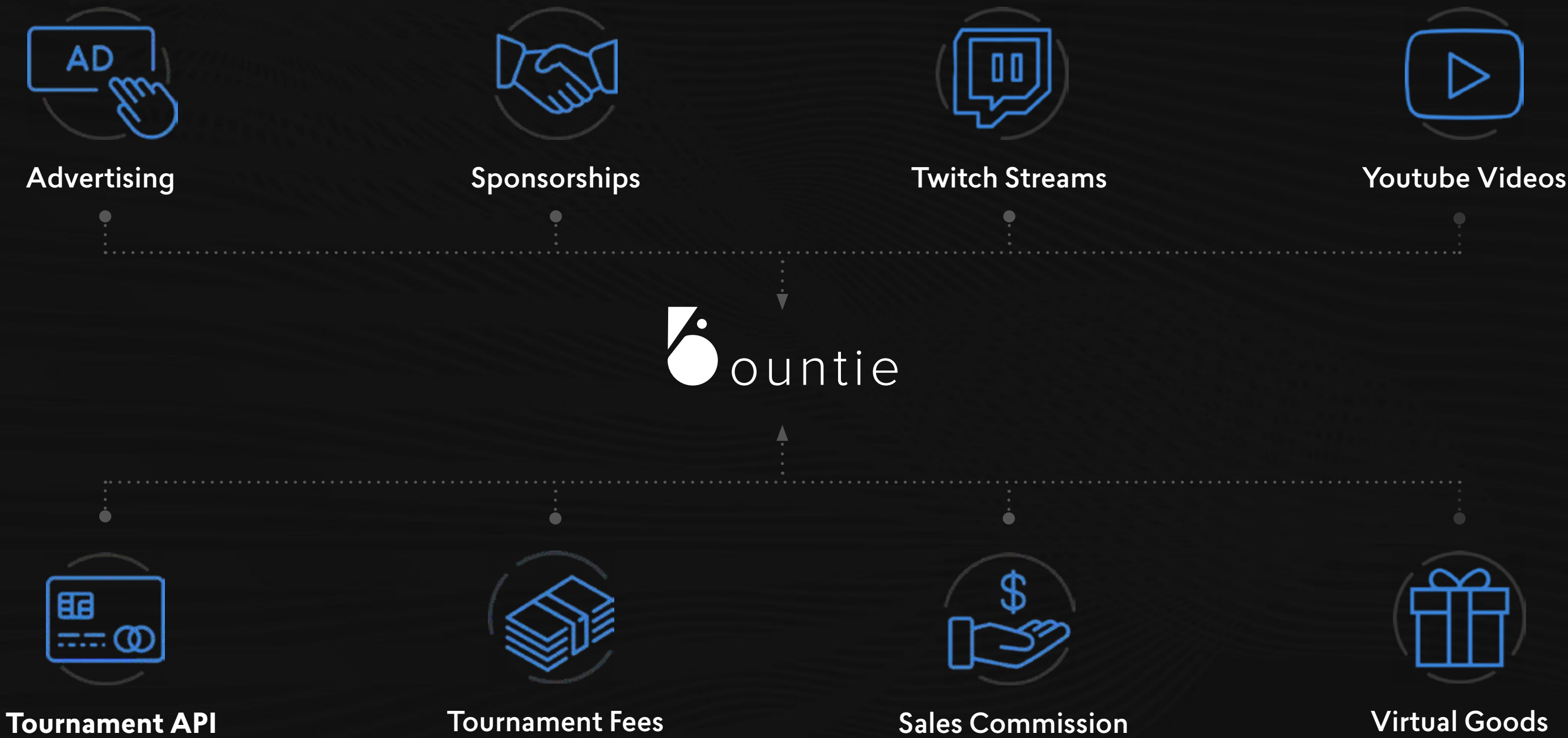
Bounty will work closely with such partners to gather feedback on their products and games, create in-house content around them, and help publicize their products to target gamers and customers.

We aim to create an ecosystem where everybody needs everyone, with a strong network effect that strengthens as each element scales.





# 1.2 REVENUE STREAMS





## 02 — Market

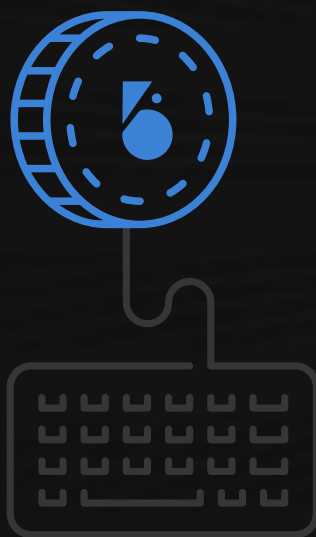
# 2.1 GAMING MARKET



**2.2 Billion**  
gamers across the globe.

**\$7.8 Billion**  
**Increase In Revenue**

Or 7.8%, from the year



**Asia Pacific**  
By far the largest region, with  
China expected to generate  
\$27.5 billion, or one-quarter of all  
revenues in 2017.

**Asia**  
Makes up 47% of \$108.9bn  
gaming revenue.








Esports revenues will reach US\$696 million this year and will grow to US\$1.5 billion by 2020 as brand investment doubles.

*Coca-Cola*



SAMSUNG

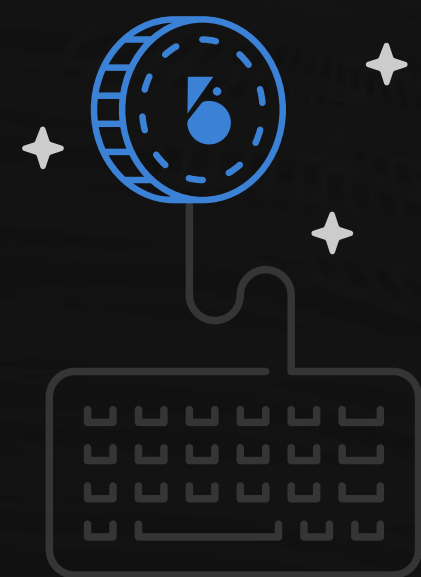


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## 03 — Problem and Solution



# 3.1 THE PROBLEM



01

## Lack of Monetisation

Gamers have limited ways to monetise their skills and time spent on playing games.



02

## Limited Replay Value

Most games have a short life span of 3 to 6 months. Gamers lose interest after completing a typical game.

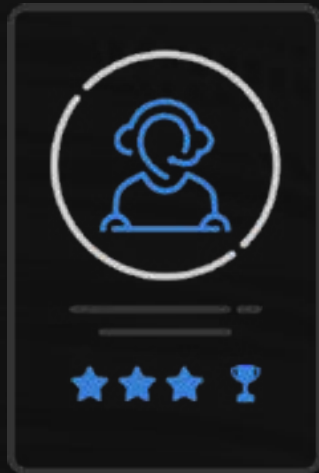


03

## Winner Takes All

The top 3% of the gaming community receives 90% of the investment and prize money in esports.

## 3.1 THE PROBLEM



04

### No Gamer Search Engine

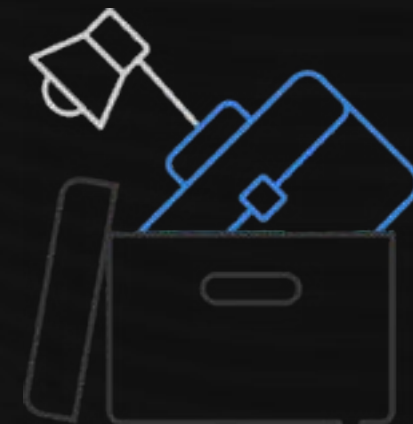
Professional bodies have trouble finding talented gamers because there is no centralized and detailed public platform which contains accurate gamer profiles, rankings, and stats.



05

### Not Enough Competitions

The majority of gamers are fond of participating in esports. However, the current landscape is limited in competitions and avenues for non-professionals and elite professionals.



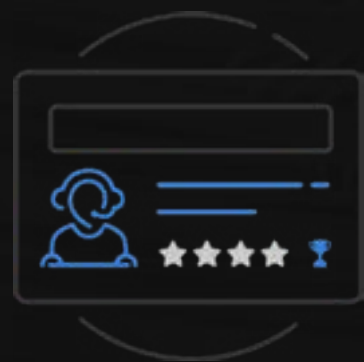
06

### Decline of Career Opportunity

The increased number of jobs nowadays is made redundant due to automated systems and AI in the near future.



## 3.2 THE SOLUTION



# 01

### Great Gamer Profiling and Matchmaking

Bountie's platform will allow gamers to create their profiles, store their gaming stats, and also find suitable team members and players to practice and play with.



# 03

### Lots of Tournaments & Challengers

Bountie will feature a seasonal leaderboard and weekly tournaments for gamers to compete and earn Bountie Coins from. Plus they get to know how they stand among the best players in Asia, as well as give them more reasons to continue playing.



# 02

### A New Way To Earn A Living

Bountie allows gamers to get paid and doing something they love and are good at. They can make money through competitive gaming and content generation within the platform.



# 04

### Advanced Blockchain Technology

Bountie aims to “tokenise” digital currency. By doing this, Bountie Coins will be protected by an unhackable system and add more layers of security, especially when real world money is involved.

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# 04 — Future Vision

## 4.1 OVERVIEW

# We predict that esports will continue to grow larger.

Bountie aims to be the platform to facilitate esports, from the casual gamers to the professionals. We want to create a chance for gamers of all walks of life to make a living while playing the games they love.

Bountie will create new types of jobs and sources of revenue for gamers, just like how Uber, TaskRabbit, and Deliveroo did for independent contractors and freelance workers.



### Multiple Games Platform

Bountie is suitable for any game that has competitive and multiplayer modes, especially since the platform can generate its own tournament and leaderboard system.



### Bountie Coin

This brand new cryptocurrency will be the currency that Bountie will use. Bountie Coin can be used to buy into tournaments and buy game products.



### Search Functions

Bountie will be the de facto search engine for gamers and esports affiliates to search for new and rising talent, as well as players for regular teams.



# 4.2 ESPORTS STADIUM



01

## Gamers' Hangout

Our plan is to create a esports stadium in all major cities that Bountie will be operating in. All gamers can gather at the Bountie gaming hub to play games, find new team mates, and feel totally at home.



02

## Bountie's Helpdesk

Gamers may be good at what they do, but they may not be familiar with how cryptocurrencies and blockchain tech works. Bountie's offline support will be at the esports stadium to assist them.



03

## Weekly Tournaments and Meetups

Bountie will be holding weekly offline tournaments to encourage esports within the region. This will give gamers another source of revenue since they'll be winning prizes and Bountie Coins, as well as gain more exposure. Bountie will also arrange meetups between brands and esports organizations to help scout for potential talent.



04

## Bountie's Office

Our regional offices will be located in and within the vicinity of the gaming hub. We want to be as close to the action as possible and also be close to our community.



# 4.2 ESPORTS STADIUM - PROPOSED DESIGN(LANSHOP)





# 4.2 ESPORTS STADIUM - PROPOSED DESIGN(TOURNAMENT)



## 4.2 ESPORTS STADIUM - PARTNERSHIP

### Bountie x DXRacer Singapore

Bountie is pleased to announce our partnership with leading gaming chair brand DXRacer, exclusively for Bountie's first esports stadium in Singapore.

We will have sets of gaming desks and DXRacer-branded Racing Series gaming chairs at our esports stadium tournament arena.

We will have DXRacer chair models like the Formula, Racing, and King series for the rest of the gaming hub area.







# Bountie will be opening registrations for our very own Gaming Team in 2018

Gamers who wish to play and train full-time can join our team.

Our development plans for this include organizing random matchup battles against the Bountie Gaming Team. The rewards for the match will double up and an additional Bountie amount will be given to the team who wins.

The Bountie Gaming Team will be sponsored fully to take part in worldwide Dota 2 and Counter-Strike: Global Offensive esports tournaments.

We also have plans to work with game developers to create games in 2018 that are competitive, skill-based, and fun. This will ensure that Bountie has control over the direction for its portfolio of supported games and developed games.





# 4.3 TIMELINE

2017

NOVEMBER  
Publicity/Roadshows

DECEMBER  
Esports Stadium Preparation

2018

FEBURARY/MARCH  
Pre-ICO & Public Sale

JUNE  
Alpha Launch

AUGUST  
Launch Platform

DECEMBER  
1 Million Gamers

2019

JUNE  
Bountie Platform 2.0

DECEMBER  
10 Million Gamers

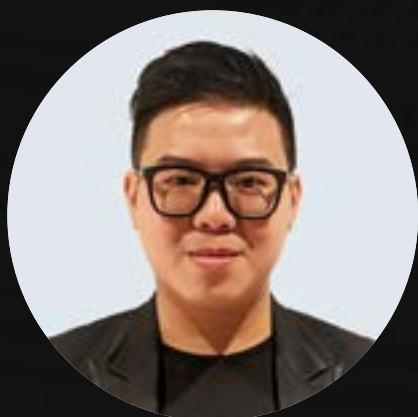
04 ————— Future Vision

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## 05 — Meet The Team



## 5.1 THE BOUNTIE TEAM



CHIEF EXECUTIVE OFFICER

**Mervin Teo**

Visionary and creative director with 5 years of expertise in Marketing & Software Development. Game Addict. Joined 3 years of WCG and other offline and online Tourneys.



CHIEF OPERATING OFFICER

**Lex Na**

Co-founder of a boutique Digital Agency and a couple of e-Commerce businesses. Has experience and expertise in the tech industry for the past 10 years. Previously Ranked Top 10 in Warcraft 3 Ladder Games.



CHIEF TECHNOLOGY OFFICER

**Darren Lee**

Well honed in the areas of Design, Development and Business, Darren heads Fixx Digital - one of Singapore's leading Digital Agencies, and has spearheaded projects for Clients such as DBS Bank, Changi Airport and Singapore Airlines.



CHIEF PEOPLE OFFICER

**Jose He**

Founder of a pet technology startup with more than 10 years experience as a senior business development strategist. Former executive chairman of Speaker & Trainer Association. Dota 2 enthusiast and CSGO fanatic.



## 5.1 THE BOUNTIE TEAM



CHIEF FINANCIAL OFFICER

**Tan Guan Zhen**

A meticulous entrepreneur who once founded a payments platform running on the blockchain and also grew up gaming at home every day. Ex-Goldman Sachs investment banker with a business degree from Columbia University.



HEAD OF GAMING

**Check Ho**

Once dominated all servers in Warcraft 3 3v3, now accomplished coach who guides teams clinching over 50 podium finishes locally and globally. In the backstage, he does esports projects for various countries and organization to maintain the esports cycle.



CHIEF MARKETING OFFICER

**Daniel Rajesh**

Award winning APAC marketing expert and brand builder with 7 years of managing multiple leadership roles within industry leading MNCs like Procter & Gamble and Autodesk. Led a team expansion of 20 people to 70 people.



HEAD OF CONTENT

**Jonathan Toyad**

Former writer, freelancer, and editor for video game & tech publications such as GameAxis, Hardware Zone, GameSpot, IGN AP, Stuff.tv, and Red Bull. Expert in content creation for all things video games and esports.



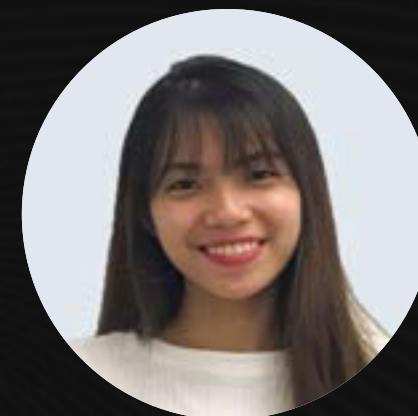
## 5.1 THE BOUNTIE TEAM



### HEAD OF BUSINESS DEVELOPMENT

#### Desmond Tan

Co-founder of a regional advertising agency, a flamboyant on stage aficionado with 7 years of experiences in events. Former speaker and presenter for a foreign property developer in China & Indonesia.



### BD & MARKETING

#### Chanel Lee

Proficient in business administration and regional marketing research. Worked with companies such as Jumbo Group to develop market entry plans for their expansion in ASEAN. Aspires to make a difference in society. Avid gamer since young.



### BD & MARKETING

#### Xavier Koo

Experienced in international business and regional marketing research. Developed market expansion plans for clients including Jumbo Group and QQ Rice to aid their expansion in ASEAN. Avid gamer of LOL and ESO.



### BUSINESS DEVELOPMENT

#### Jyessi Goh

Initiator and inspirer of various seeding projects for young people. Best at starting things from scratch and leaving legacies. A keen learner with a can-do attitude and dynamic personality.

## 5.1 THE BOUNTIE TEAM



CONTENT PRODUCER

**Athirah Syamimi**

Founder of an online publication. Has passion in content creation and bringing people together. Extremely excited with the revolution in the gaming industry.



COMMUNITY MANAGER

**Vy Nguyen**

Initiator and inspirer of various seeding projects for young people. Best at starting things from scratch and leaving legacies. A keen learner with a can-do attitude and dynamic personality.



## 5.2 ADVISORS



### GAMING ADVISOR

#### Kenneth Yeo aka “Monster”

Top few derivatives trader since 2011. Killer instinct for capitalizing on opportunities, ability to handle pressure & lightning-quick reactions that were honed in esports where he was one of the most decorated gamer. Currently at Omega Proprietary Trading Pte Ltd.



### BUSINESS ADVISOR

#### Haryanto Soemito

Partner of DXRacer Singapore, An Entrepreneur & gaming fanatic. Since 2011, started and partnered up businesses focusing in his passion. Venture Partner of Global919 - GreenTech Venture Capital for Now and Future Generation



### CRYPTOCURRENCY ADVISOR

#### Peter Sin

Frequent speaker and panelist on forums and seminars on cryptocurrencies. Co-Head of Digital Currency Sub-Committee of Singapore Cryptocurrency and Blockchain Industry Association (ACCESS). Co-Founder of Singapore Bitcoin Club, Singapore's largest cryptocurrency trading educational community.

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# 06 — Product Feature



# 6.1 MAIN FEATURES



## Proprietary Matchmaking Algorithms

Bounty utilizes algorithms to matchmake players with similar skill sets. This results in a better level of competitiveness and also guarantees fair and balanced matches.



## Leaderboards

The Bounty leaderboard experience will be kept fresh and updated every quarter. The top 10 players on the leaderboards will receive additional bounty above and beyond their match winnings.



## Quest Rewards System

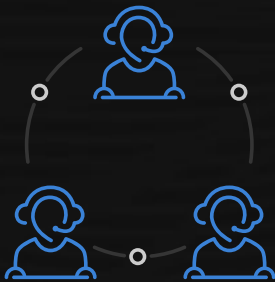
Players can earn Bounty coins by completing daily quests. Play 10 games, get 50 kills: basic objectives that can net you coins quick. Share your results on social media too!



## Immediate Match Rewards

Bounty will give players a sense of instant gratification. Players pay a small fee to participate in competitive matches. They will then immediately receive earnings when they win these matches.

Because of technical and fraud prevention, Bounty will display “Pending Winnings” inside the winner’s wallet. The Bounty Coins will only be transferred in a week when the match has been verified; whether it was won fair and square by the jury (which is either an admin from Bounty or a group of fellow gamers).



## Great Party Support (Even For Solo Players)

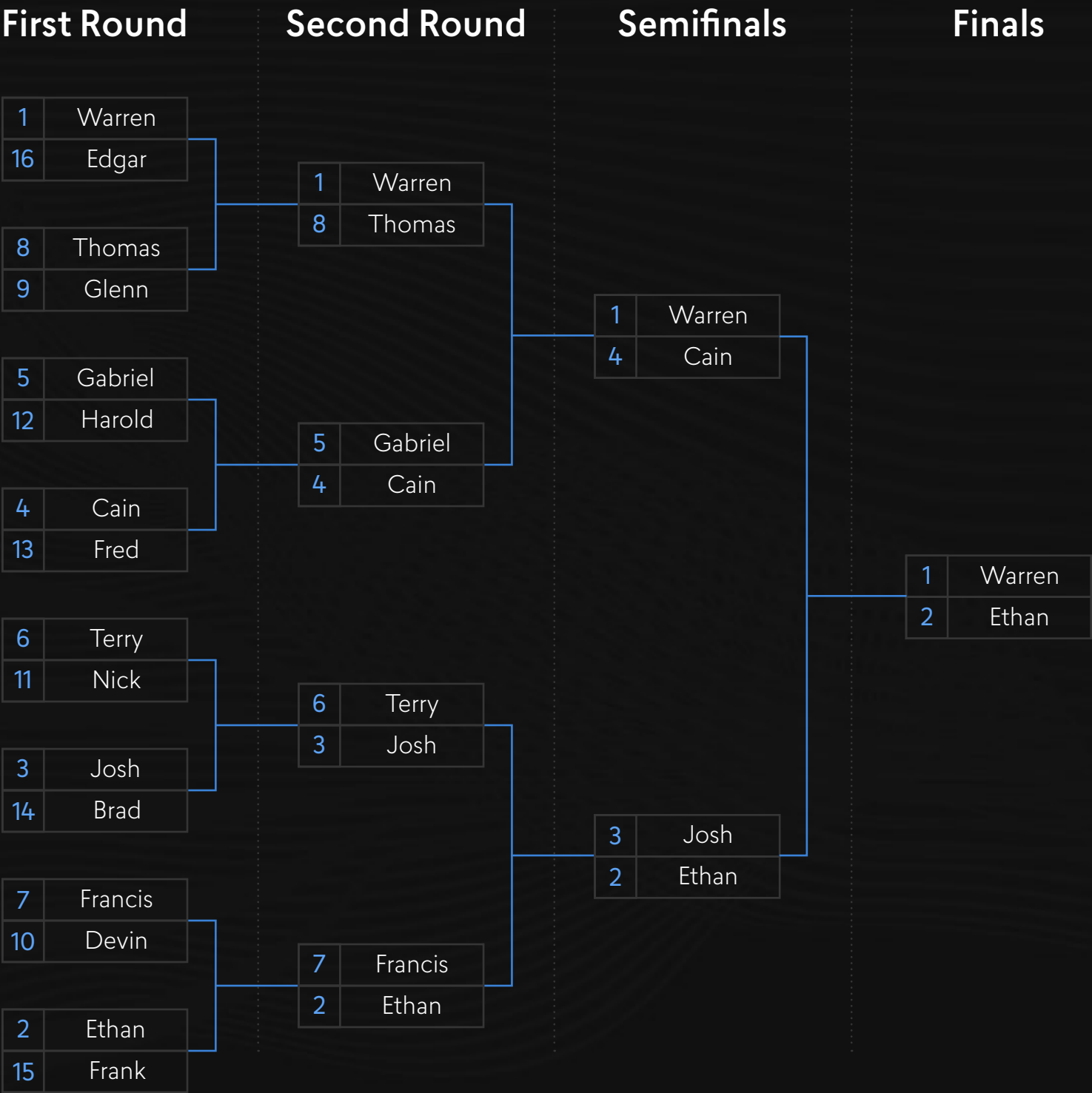
Bounty enables players to group up with friends and play their favourite games together. They can choose to go solo as well if they wish. In team-based matches, solo players will be grouped with other similarly-ranked players via matchmaking.



# 6.2 TOURNAMENTS

## Tournaments are organised weekly and hosted by Bountie.

There will be 3 types of tournaments for our gamers to participate in. Tournament formats will be single-elimination.  
Example: a total of 16 teams, head-to-head in a table format. The last 2 teams remaining will compete in the finals. As more gamers join Bountie’s platform, there will be more tournaments and even new types of tournaments.



## 6.3 TYPES OF TOURNAMENTS



### Buy-In Tournament

Gamers can partake in Bounty's weekly tournament by registering with their team and paying a nominal fee with Bounty Coins. This fee will combine with the rest of the other teams' contribution and will become the prize pool of the tournament.

### Product Tournament

Bounty's partners can opt to organize a product-labeled tournament, like a Logitech 2018 tournament or Logitech Cup. The winners of the tournament will be awarded Logitech-sponsored prizes.

### Free to Play Tournament

Gamers can join in our weekly tournaments with no cost or buy-in. The top 3 winners of each tournament will get rewarded with Bounty Coins, with the champion team of each tournament added to a main event where they compete with other free-to-play champions. The winner of this main event will be awarded with gaming products sponsored by our partners with prize pool.

## 6.4 VIDEO CONTENTS

**Bountie will reward content creators with Bountie Coins and merchandise in return for their time and effort.**

This allows more Gamers to sustain their lifestyle while having fun.



### **By Pros**

Bountie will collaborate with professional gamers and streamers. They will create content focused on improving player performance and high-level play. Said content will be posted on Twitch.tv, YouTube, and Bountie's platform.



### **By Gamers**

Gamers can upload and share video content on Bountie. We accept all content that are educational, entertaining, inspiring, creative, and positive.



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# 07 — Bountie Coins & Token

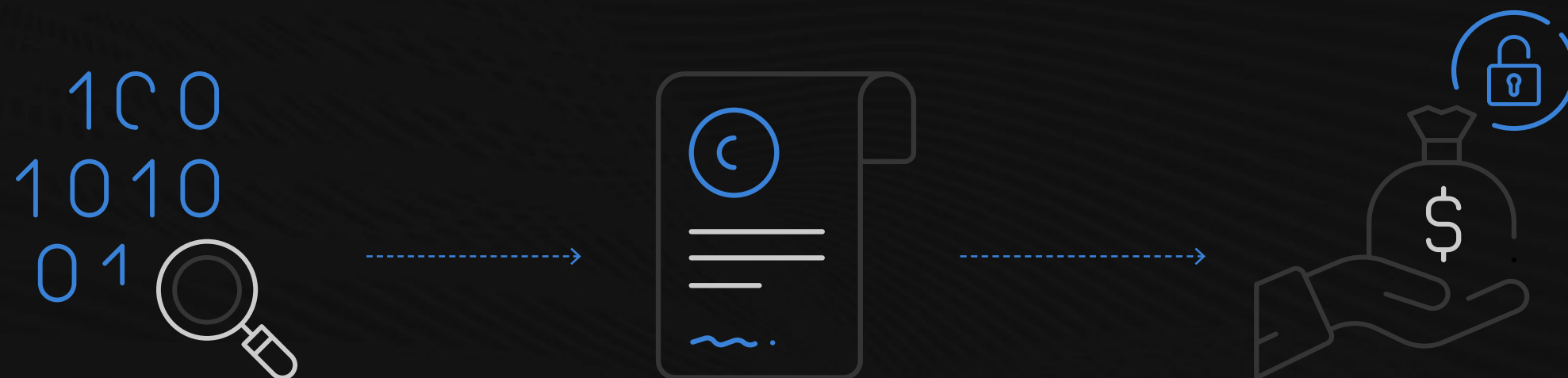
## 7.1 COIN ACQUISITION

- You can buy them on Bountie's platform.
- You can win them from other players in Bountie-sanctioned tournaments.
- You can win them by being one of the top 10 of the Bountie gaming leaderboards.



- You can get them as rewards from doing Bountie daily quests (eg. playing 10 games, getting 50 kills and winning a game, daily login bonus)
- You can earn them from referral programs and rewards. Tell a friend and share the Bountie love, then earn Bountie Coins.
- You can get them from promotional and marketing giveaways. Jump in!

## 7.2 TOKEN & SMART CONTRACTS



**Bountie Coins will be created using Ethereum's ERC20 Token Standard as it enables us to control our coins in a formalized and standardised**

We will be using its functions to issue, distribute, and control the Bountie Coins.

We will be implementing smart contracts on our Coin sales, as well as platform functionalities like player-to-player wagering, leaderboard pool split, pool-to-platform split, and referral programs for a start.

The use of smart contract will allow us to take advantage of the security that

the Ethereum protocol provides without having the technical complexity to monitor and execute the conditional logic needed for the above transactions.

These transactions would then be verifiable via the blockchains. This makes fraud and tampering impossible.





# 7.3 TOKEN SALE DETAILS

200 million Bounty Coins will be created. 150 million of them will be for sale.

Presale will be done on at [bounty.io/tokensale](https://bounty.io/tokensale).

Token purchasers who participate early will receive additional bonus Bounty Coins. Any unsold Bounty Coins will be burned by the end of the Bounty Coins token sale. All Bounty Coins held by the team will not be sold for at least 6 months.

## Presale Details

### DATE

26 Feb 2018 - 5 Mar 2018

### VALUE

1 ETH = 4000 + 600 Bounty Coins

### TOKENS ISSUED

70% or 105 Million Bounty Coins

### PRESALE BONUS

15% Bonus

## Public Sale Details

### DATE

6 Mar 2018 - 22 Mar 2018

### VALUE

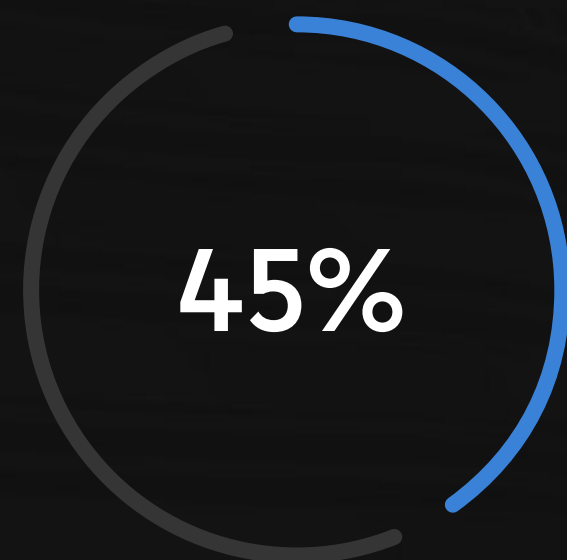
1 ETH = 4000 Bounty Coins

### TOKENS ISSUED

45 Million Bounty Coins

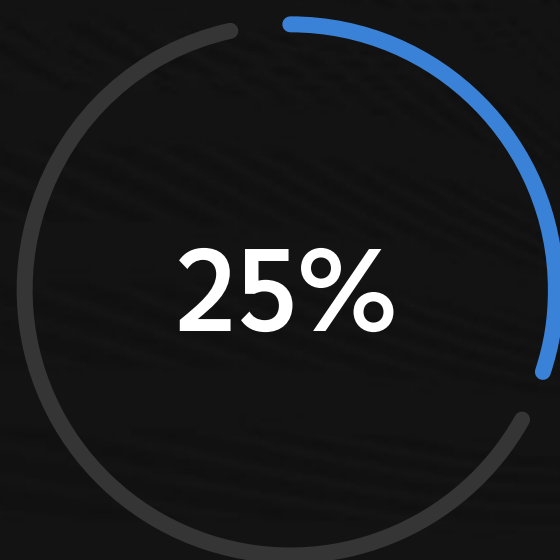
## 7.4 FUND ALLOCATION

Funds raised from the presale and public sale of Bountie Coins will be allocated into the following categories:



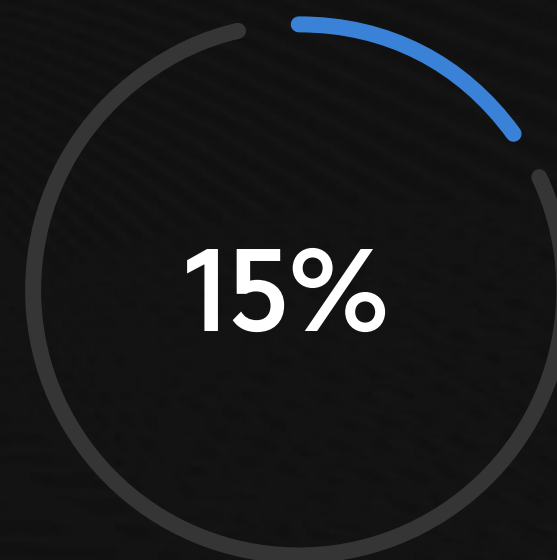
### Development

Funds will be used to build a world-class platform that gamers will enjoy using. Funds will also be used to fuel the daily operational expenses like hosting fees, transaction fees, overheads, and equipment.



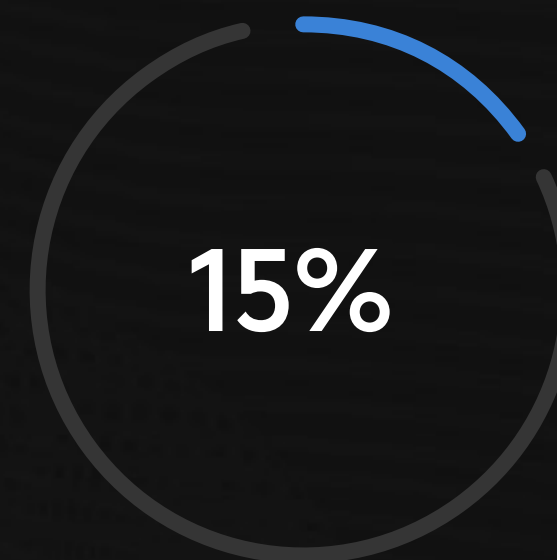
### Marketing

Bountie's marketing budget will be used to acquire customers and willing gamers to join our platform and ecosystem. Bountie will use digital ads, promotions, offline and online tournaments, and referral campaigns to drive adoption and spread awareness.



### Partnerships

Bountie will need funds to facilitate and structure deals with potential partners of Bountie. This includes sponsorship usage, purchases, expenses, and other miscellaneous costs needed to form these important bonds.



### Security & Legal

We will be conducting audits and tests for our platform professionally and thoroughly before each release. We will make sure that we are operating legally in all jurisdictions in Asia.

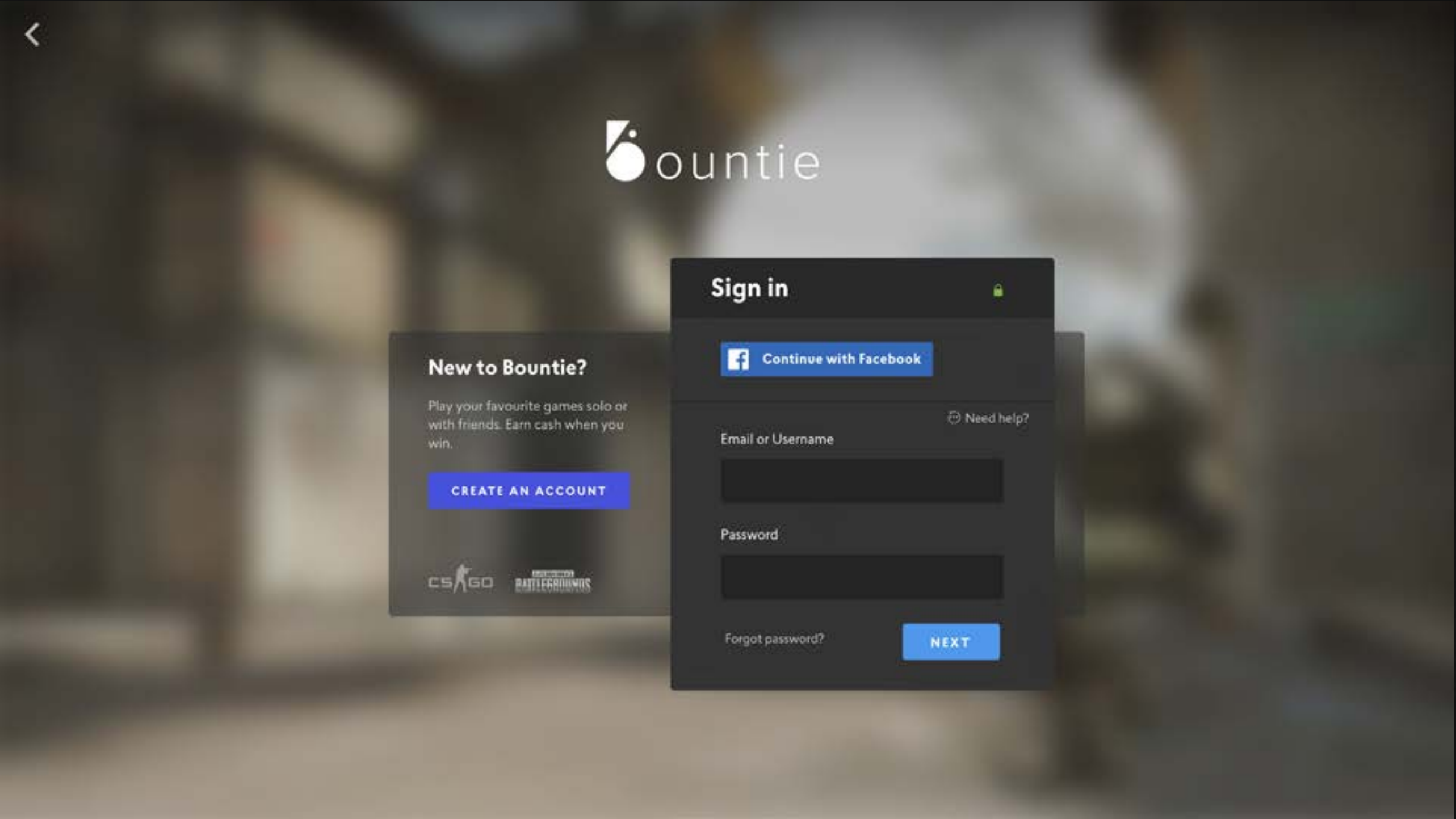


# 08 — Product Roadmap





# 8.1 PLATFORM UI/UX - SIGN IN

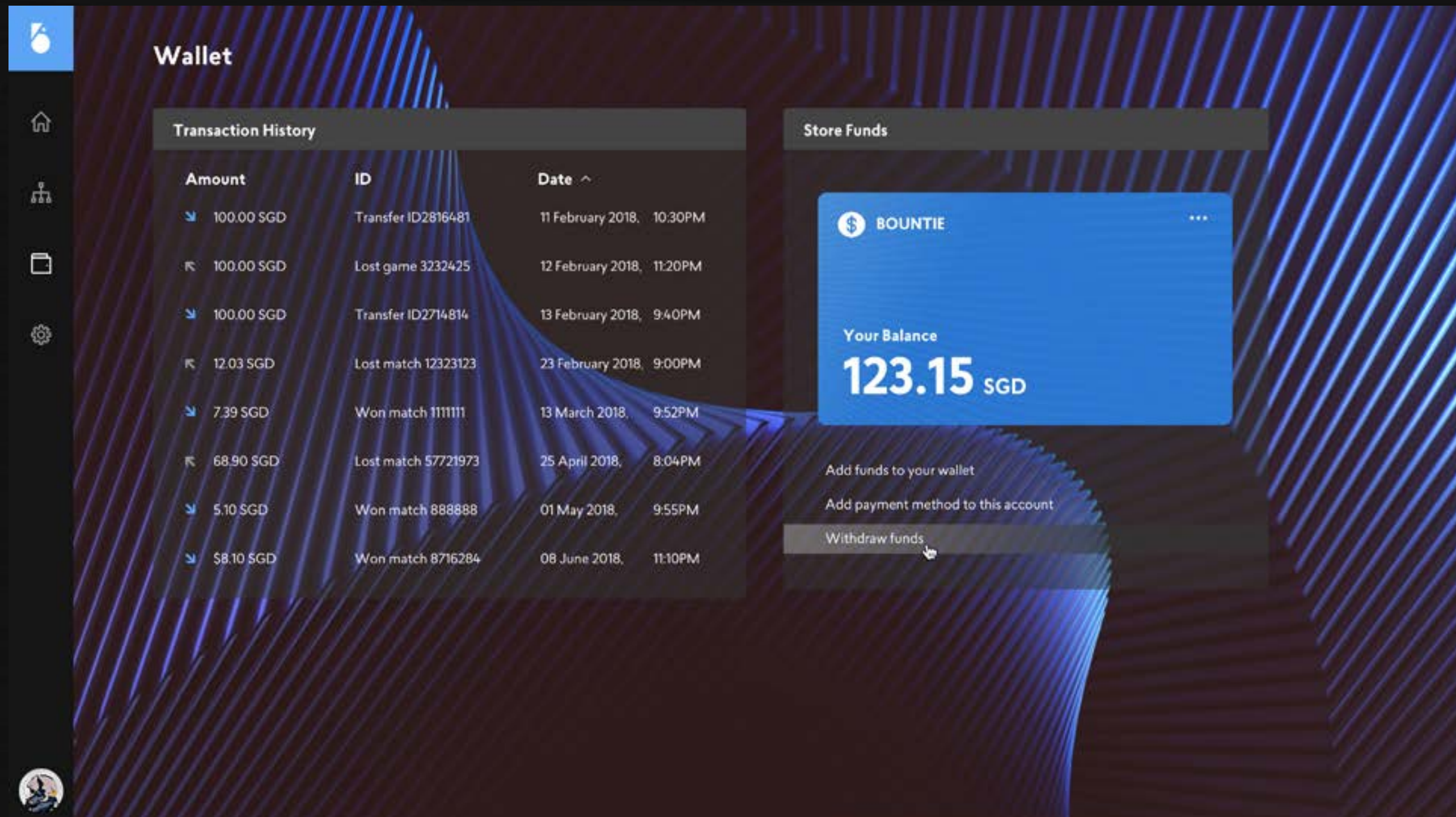


# 8.1 PLATFORM UI/UX - DASHBOARD





# 8.1 PLATFORM UI/UX - WALLET





# 8. PLATFORM UI/UX - MATCH RESULTS












Match Results

Match 18514901

16 - 8

Team A vs. Team B



Ended on 26 September 2017



41:10



de\_inferno

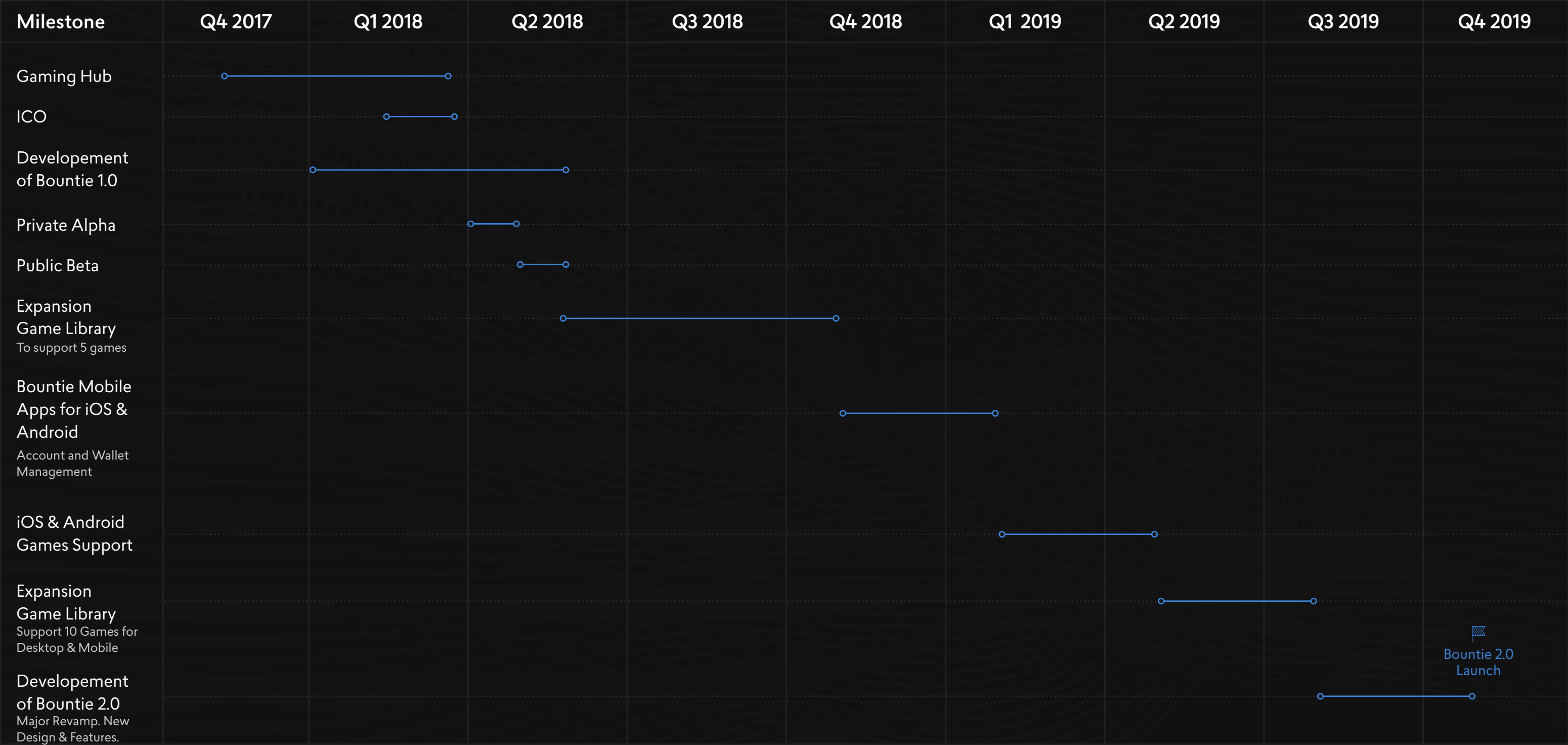
Team A (5/5) 	Rank	Kills	Assists	Deaths	MVP	Score
 Kequila		40	20	20	10	150
 Irradical		20	50	10	09	140
 Chucky		30	28	18	07	130
 Seagull		56	15	10	15	170
 SSPanda		25	20	16	16	160

Team B (5/5)	Rank	Kills	Assists	Deaths	MVP	Score
 Grubb		40	20	20	10	150
 Deux		20	50	10	09	140
 Phuture		30	28	18	07	130
 Grosso		56	15	10	15	170
 Sphinx		25	20	16	16	160

08 — Platform UI/UX

40

# 8.2 PRODUCT ROADMAP



08 — Product Roadmap



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# 09 — Partnerships



# 9.1 STRATEGIC PARTNERS



## Educational & Academy Partner

The eSports Academy is an initiative to develop leaders of tomorrow through esports. These youths will be equipped with knowledge and skills through various programmes that will hone them into leaders who will not just achieve esports excellence but make a positive impact on their communities. We seek to provide opportunities and developmental pathways for academy students to become professional esports athletes, trainers, team managers and many other exciting professions found within or related to esports.



## Gaming Association Partner

Cybersports & Online Gaming Association (SCOGA) (Singapore)  
Cybersports & Online Gaming Association (SCOGA) was founded in 2008 by a group of enthusiastic gamers and leaders who wanted to make a difference for esports in Singapore. SCOGA aims to elevate esports by educating young people, nurturing online communities and creating job opportunities.



## Exclusive Gaming Chair Partner

DX Racer is one of the leading gaming chair brand in the market. Bounty would be working closely with DX Racer for Product Sponsorships, Advertising, Joint Marketing and PR Campaigns and also Gaming Hub.



# 9.2 GAMING TEAMS



## Gaming Team Partners

Bountie’s strategy is to onboard pro team for Dota 2 and Counter Strike : Global Offensive for 2018 as our partners, advocates, ambassadors and gaming influencers to showcase and shoutout to their fans and supports to join Bountie’s Gaming Platform. These teams would act as examples and educate casual gamers on how to use Bountie’s platform via their Twitch Streams.



# LINKS & SUPPORT



**Website**  
[bountie.io](https://bountie.io)



**Telegram**  
[t.me/bountiecoin](https://t.me/bountiecoin)



**Token Sale**  
[bountie.io/tokensale](https://bountie.io/tokensale)



**Twitter**  
[twitter.com/bountiegaming](https://twitter.com/bountiegaming)



**BitcoinTalk Forum**  
[bitcointalk.org/index.php?topic=2436226](https://bitcointalk.org/index.php?topic=2436226)



**Facebook**  
[facebook.com/bountiegaming/](https://facebook.com/bountiegaming/)



# LINKS & SUPPORT



**Instagram**  
[instagram.com/bountieofficial/](https://www.instagram.com/bountieofficial/)



**Youtube**  
[bit.ly/2BedwY1](https://bit.ly/2BedwY1)



**Medium**  
[medium.com/@bountiegaming](https://medium.com/@bountiegaming)



**Email**  
[info@bountie.io](mailto:info@bountie.io)



