



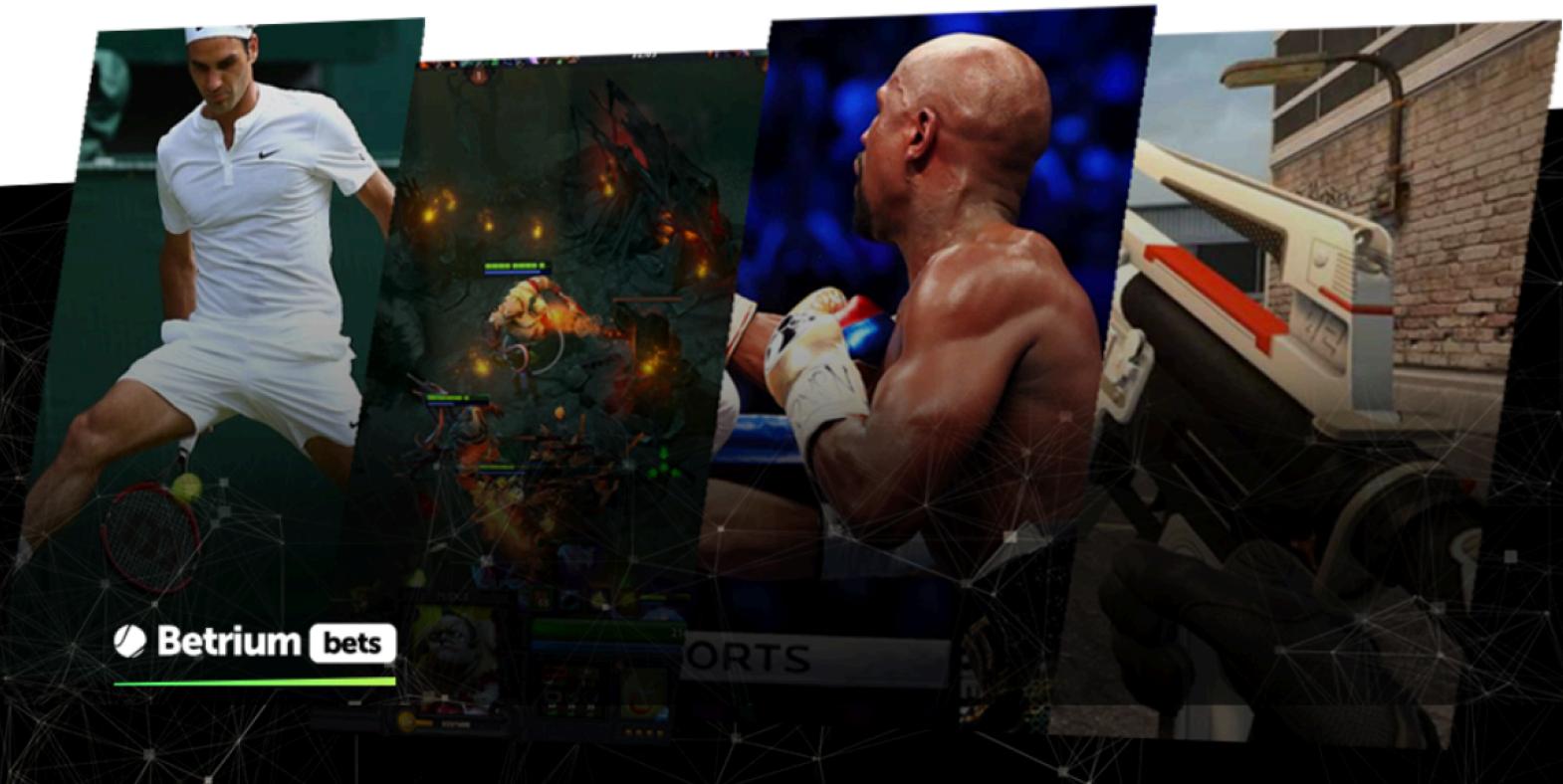
# Future of Gambling

Join our ICO now.

# CONTENTS

<b>1. Summary</b>	<b>3</b>
<b>2. Introduction</b>	<b>5</b>
<b>3. The Project</b>	<b>6</b>
3.1 Corporate Information	6
3.2 Contact Details	6
<b>4. Market Overview</b>	<b>7</b>
4.1 Key-Facts	7
4.2 Overall Data	8
4.3 Mobile Gambling	12
4.4 Conclusion	13
<b>5. The Problems</b>	<b>14</b>
<b>6. Solution: Betrium</b>	<b>15</b>
<b>7. Our Vision</b>	<b>16</b>
<b>8. Developing</b>	<b>17</b>
8.1 Investments	17
8.2 Capital	17
8.3 Regulation	17
8.4 Technologies	18
8.5 Technical Description	18
8.6 UI Design	18
<b>9. Services To Be Offered</b>	<b>19</b>
9.1 Organizers Platform	19
<b>10. Future Of Gambling</b>	<b>20</b>
10.1 Ultimate Open API	20
10.2 E-Sports Area	20

10.3 Online Lotteries	20
10.4 Live Sports	21
10.5 Offline	21
10.6 Regulatory	21
<b>11. Financials</b>	<b>22</b>
11.1 Bookmaker Business Model	22
11.2 Sources of Revenue	23
11.3 Revenue in Future	23
11.4 Revenue Plans	24
11.5 Expansion Expenses	24
11.6 Annual Budget	27
11.7 SWOT Analysis	28
<b>12. ICO</b>	<b>30</b>
12.1 Why ICO?	30
12.2 Token	30
12.3 Pre-ICO	31
12.4 ICO	32
12.5 Tokens Allocation	33
12.6 Tokens Creation	33
12.7 Revenue Share	33
12.8 Additional Benefits	33
12.9 – 12.12 Disclaimers	34
<b>13. Roadmap</b>	<b>35</b>
<b>14. Team</b>	<b>36</b>
<b>15. Advisors</b>	<b>39</b>



## 1. SUMMARY

Betrium is the solution developed by group of entrepreneurs and MIT & MIPT graduates offering the first partly decentralized worldwide betting service (betting exchange & sportsbook) with zero-commissions accepting crypto-currencies and offering platform for event organizers, developers and third-party service providers.

As 2017, the global regulated gambling market is about \$533b. The betting market accounted for \$70b in global gross yield. The unregulated sector is many times larger.

Today's online betting services have a several disadvantages:

- They're not worldwide and allow withdrawals in limited countries only.
- Most of betting services does not accept crypto-currencies at all.

- They take high commissions.
- Some of betting services automatically take taxes on personal income.
- Makes profit for beneficiaries only.

Some of the today's decentralized solutions have the following problems:

- Slow bets processing. Any solution powered just by Ethereum blockchain simply can't provide the speed required for professional betting/trading on sports.
- Crypto-currencies volatility.

The solution is Betrium.

- Betrium accept crypto-currencies from all around the world.
- We can process bets fast on our decentralized platform.
- We stabilize crypto-currencies volatility.
- We offer the lowest commission and the most profitable odds possible.
- We optimize our customers' taxes and fees.
- We provide platform for event organizers (such as e-sports streamers, sport leagues etc.), so they create own matches/games on a blockchain and can earn money.
- Finally, Betrium is 20% more profitable for customers than any other service.

Moreover, we are the first to offer a powerful betting API for developers, third party apps and betting bots. In future, Betrium may become a worldwide betting processing center providing its core to the huge number of services.

So, to make the world's largest betting service, Betrium is doing an initial coin offering and issuing its tokens on a public blockchain. Betrium is a project, where a real business meets new-generation technologies.

Join our ICO and get your own Betrium tokens!

## 2. INTRODUCTION

As a part of an IT outsourcing firm, our Team once had a project related to sports betting services (odds analysis and betting automation). During the process of development, we faced the three obvious problems: in most cases, bookmakers' commissions and fees are absolutely unfair; they accept only national currencies (USD, EUR, RUB) and allows money withdrawing in limited countries only; the betting providers are completely unfriendly to developers and bots.

We made some research of the betting and gambling markets and bookmakers' business model. After months of analysis, our Team came to the conclusion of building own advanced and fair service based on powerful blockchain technology.

In Betrium bets happen off-chain and only added when the event happens and the outcome is undeniable. However the bets are broadcasted all over the network instantly for the odds to be recalculated. **That means, in contrast to competitors, we are able to provide high-speed betting service built on decentralized IT architecture.**

In project financing, called "Initial Coin Offering" (ICO) has caused a breakthrough. That has contributed to the development of a new economy, which in its turn has opened up opportunities unimaginable in any traditional economic system. The phenomenon is ICO got world's resonance because of its ability to provide access to the global investment market for fast and safe project fundraising.

The main difference between Betrium and other projects is the business model that actually makes money for founders, investors and customers. So Betrium is launching ICO to raise funding and to make the world's most advanced gambling platform.

# 3. THE PROJECT

## 3.1 CORPORATE INFORMATION

"ARDOX" SP Z O O ("the Team") is a limited liability company pursuant to European Polish laws, registered in 2014, KRS: 0000509711, NIP: 7811895945, REGON: 302724922. The Developer has its corporate seat at Jana Henryka Dąbrowskiego 80/4, Poznań. The team is developing Betrium project as described in this Whitepaper.

As of the day of this whitepaper, Mr. Maksym Suvorov and Mr. Artem Boruta act as managing directors, having legal power to represent the Team.

Due to the widespread fraud and scam in ICO, the management of Betrium is the first to offer real guarantees as an option for investors.

Moreover, the Team is open for private investments. The Betrium is developing the new generation online service and looking for companions in this journey. Together, we'll make a future of gambling.

## 3.2 CONTACT DETAILS

The following are official Betrium channels you may contact if you have any questions about this Initial Coin Offering or overall Betrium project:

[info@betrium.co](mailto:info@betrium.co)

[press@betrium.co](mailto:press@betrium.co)

[ceo@betrium.co](mailto:ceo@betrium.co)

Official phone numbers\*:

+380 (44) 232 41 77

+7 (910) 439 19 63

\*Corporate working time is 10:00–19:00 GMT+2

# 4. MARKET OVERVIEW

The following is a summary of gambling and betting markets. The summary is taken from publicly available sources on the Internet. The main sources are: *Global Betting and Gaming Consultants (GBGC)*, *Technavio*, *Morss Analysis*, *European Gaming and Betting Association (EGBA)*, *Firstgaming*.

## 4.1 KEY-FACTS

The global licensed and regulated gambling is \$533 billion.

Interpol estimates that the unregulated Asia betting market alone is worth round \$500 billion per annum with the worldwide unregulated market at upwards of \$1 trillion.

Global lottery sector has continued to show steady growth in otherwise difficult economic circumstances.

Europe had the largest betting global gross yield with 41% of global market share, just ahead of Asia with 39%.

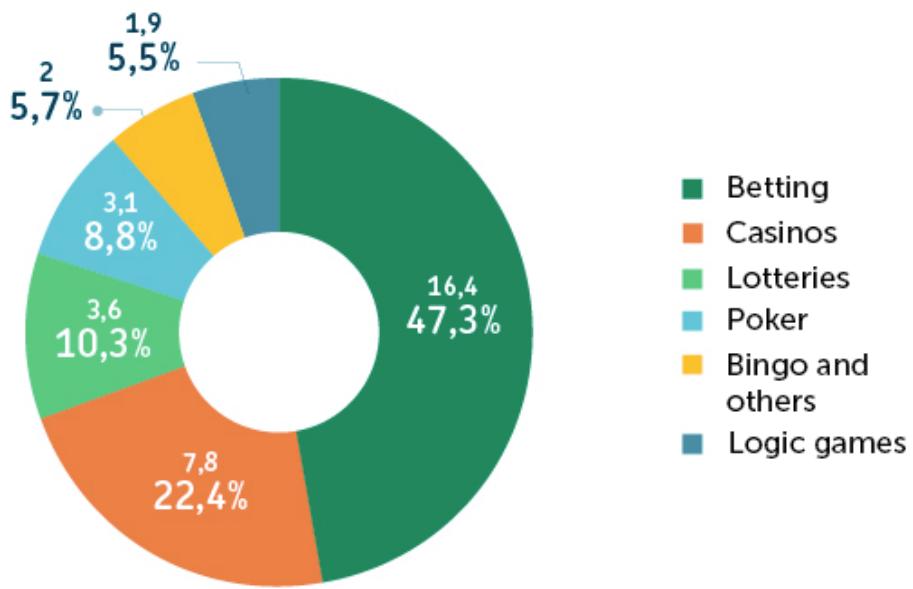
For the British remote betting market, overall turnover (excluding betting exchanges) has increased considerably from £10.3 billion in 2008/9 to £19.6 billion in 2012/13, a rise of 90%.

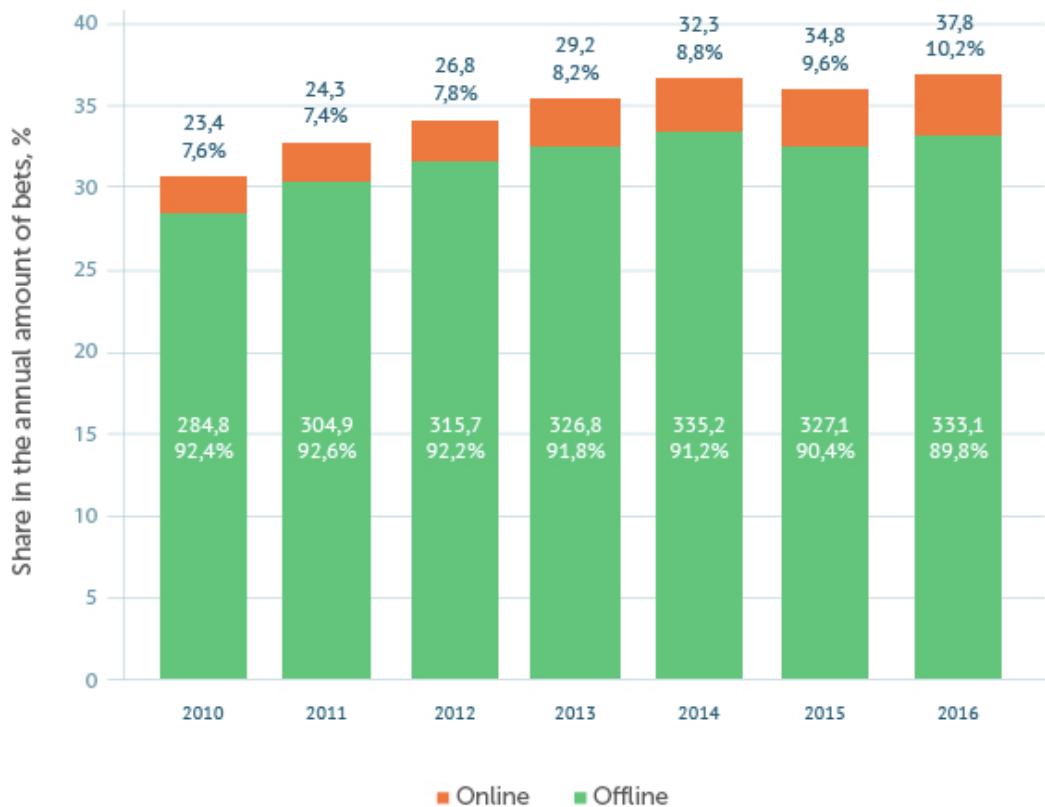
Mobile gambling is the fastest growing gambling segment. In 2015 share of mobile in total annual revenue reached from 24.5% to 29.4%. Revenue of mobile gambling in 2016 is 26% higher than in 2014.

## 4.2 OVERALL DATA

The global licensed and regulated gambling market (all products including: betting, poker, casino, bingo, gaming machines and lotteries) is forecast to reach \$533 billion in 2017. That would represent a 47% increase from the \$363 billion market figure a decade earlier in 2007. *Global Betting and Gaming Consultants (GBGC) and Morss Analysis*

Betting accounted for nearly 14% of \$430 billion in total global gross gambling yield in 2012, with the latter forecast to reach over \$470 billion in 2014. Betting similarly accounted for 14% of the \$337.1 billion global market in 2007; the latter has grown by 27.5% to reach the 2012 figure. *European Gaming and Betting Association*





Europe had the largest betting GGY\* with 41% of global market share, just ahead of Asia with 39%. Japan had the largest national betting market – twice the size of the UK in second place – as a result of betting permitted on horse racing, cycling, motorbike and boat racing. *Global Betting and Gaming Consultants (GBGC)*

Global online gambling equated to \$40 billion in GGY in 2013 (up 4.4% from \$38.32 billion in 2012) and is forecast to reach \$50 billion in 2017. Online sports betting accounted for nearly 50% of the overall global online gambling market figure for 2013, equating to around \$19.3 billion.

The European interactive gambling market's GGY was estimated to be worth €10 billion in 2012 (up 23.5% from €8.1 billion in 2010) and is forecast to rise by 15% to €11.5 billion in 2014.

\* GGY — Global Gross Yield.

Some European countries do not currently have regulated online gambling regimes in place and also restrict retail and/or online betting to monopoly operations and national markets.

Average mobile gambling spend per adult in the European Union (EU) is expected to grow from just over €1 in 2010 to over €17 by 2018. *Global Betting and Gaming Consultants (GBGC)*

For the British remote betting market, overall turnover (excluding betting exchanges) has increased considerably from £10.3 billion in 2008/9 to £19.6 billion in 2012/13, a rise of 90%.

It is also important to note national differences in the betting product split. In France, betting's 30% share of the overall gambling market is broken down as 25.4% horse racing and 4.6% other sports. Whilst the UK, betting's 39.1% market share is 10.7% racing and 28.4% other sports.

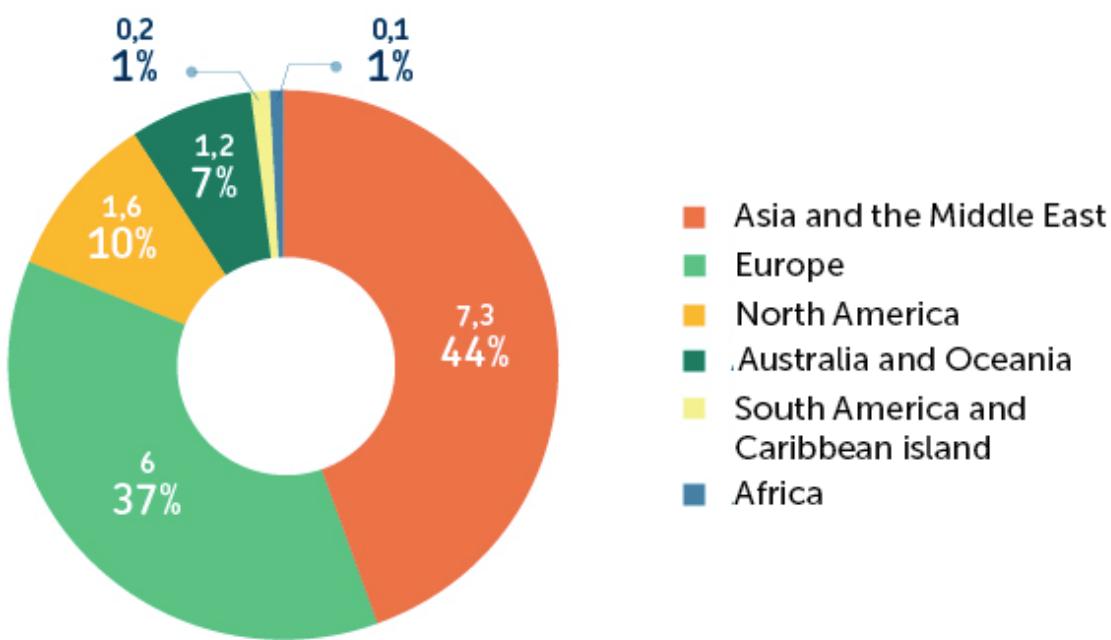
The Italian online gambling market also shows betting as a significant product representing 23.9% of the overall national market's gross gambling revenues (GGR) in 2012 and where horse racing accounts for only 1.6% of this figure as opposed to other sports betting at 22.3%.

What can be stated is that INTERPOL, using data from its various operational activities, estimates that the unregulated Asia betting market alone is worth round \$500 billion per annum with the worldwide unregulated market at upwards of \$1 trillion.

With the Chinese Sports Lottery having sales of nearly \$18 billion in 2013, that would equate to an unregulated sports betting market of around \$180 billion per annum in China alone. Whilst unregulated betting in India is estimated at around \$60 billion annually, predominantly on cricket.

Outside of Asia, the unregulated sports betting market in America (sports betting is only currently permitted in four states, but in practice is principally limited to Nevada) is believed to be somewhere in the region of \$380 billion per annum; Nevada's regulated betting is \$3.45 billion.

Whilst over \$9 billion (C\$10 billion) is wagered through unregulated bookmaking operations within Canada each year with another \$3.5 billion (C\$4 billion) through offshore online operators.

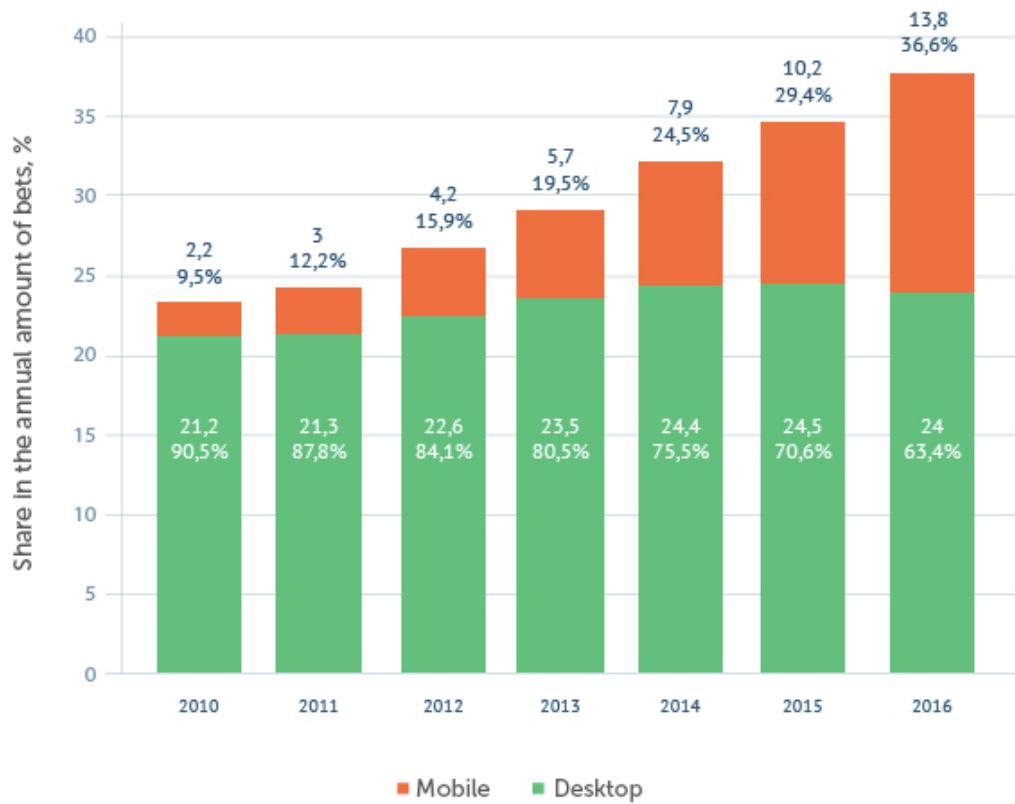


## 4.3 MOBILE GAMBLING

Mobile gambling is the fastest growing gambling segment. In 2015 share of mobile in total annual revenue reached from 24.5% to 29.4%. Revenue of mobile gambling in 2016 is 26% higher than in 2014. This growth is due the fact of overall mobile audience growth. *Firstgaming*

According to TNS, in 2015 the number of desktop Internet users fell by 47.1% (from 60.5 to 32 million people). Significant part of users simply began to predominantly use the mobile Internet.

All the leading betting services offers mobile applications for iOS/Android and actively encourage users to trasit to mobile platform.



## 4.4 CONCLUSION

Gambling online market and particularly betting market is growing dynamically year after year. The share of online betting is growing.

The regulated gambling market is \$500B+, and the unregulated market much larger and is estimated to \$1T. The betting is the major field of gambling sector.

Also, there are some territories in the world, where online betting is disallowed.

For the last few years, users actively transit to mobile devices and prefer using mobile applications.

The betting has the following **key-parameters**:

- Wealthy worldwide market;
- Dynamically developing market;
- Major unregulated share;
- Actively growing mobile audience.

Bringing all these factors together, it is understood that sports betting is one of the biggest and most perspective international markets on Earth. Online betting is the market, where decentralized crypto-based solutions are fully substantiated. Moreover, the gambling, like all others sectors, is undergoing transformation due the new available technologies.

## 5. THE PROBLEMS

The online betting industry has suffered from a lack of innovation for years. However, today's betting services have the following disadvantages:

- **No Worldwide;**
  - No full worldwide work;
  - No worldwide money deposits and withdrawals;
  - No worldwide support;
  - Only local and most known sport events;
  - Many bookmakers ban foreign users;
- **High Commissions;**
  - 1-3% fee on money deposit;
  - 1-3% fee on money withdrawals;
  - 0-5% fee on winnings;
- **No Crypto-Currencies Support;**
- **Unfair Conditions** — Due the legal issues, traditional bookmakers offer low-profitable odds. Moreover, they require a minimum deposit of \$20+.
- **Taxes Issue** — Some of betting services automatically take taxes on personal income;
- **No Vendor/Organizers Platform** — there are no platforms giving possibility of creating own betting events. It may be useful for small sport leagues, event organizers, e-sport streamers.
- **No API** — just few services provide public API for developers. Contrariwise, most of the betting providers block betting bots and third-party parsers.
- **Moreover, today's "decentralized" solutions** can't provide fast betting service and has a problem of crypto-currencies' volatility.

## 6. SOLUTION: BETRIUM

The solution of problems described above is the Betrium. Betrium is a decentralized service that is revolutionizing the nature of online betting and, in future, overall gambling.

The blockchain technologies make Betrium open, resistant to hacking, and therefore a safe environment. Betrium is the first to offer the following key-features:

- **Worldwide;**
  - Worldwide money deposits and withdrawals;
  - Worldwide support (for 25-30 countries);
  - All the sport events all around the world;
- **Volatility Stabilization** – balances will be fixed in the virtual USD/EUR, so users are protected from loosing in regular crypto currencies' dumps by integrating exchange functionality.
- **Event Organizers Platform** – we offer a unique creation platform for event organizers. The platform gives opportunity to create events (and particularly cyber sport streams) and make profit on betting using a powerful blockchain technology.
- **High Commissions;**
  - 0-1% fee on money deposits, withdrawals and winnings;
- **Support of Popular Crypto-Currencies;**
  - ETH, BTC, LTC, XZC, DASH.
- **Taxes Issue** – Betrium can't take taxes due it's nature;
- **Fast Bets Processing** – Bets happen off-chain.
- **Open API** – Betrium provides a public API for developers and encourages betting bots, third-party apps and betting service providers.

## 7. OUR VISION

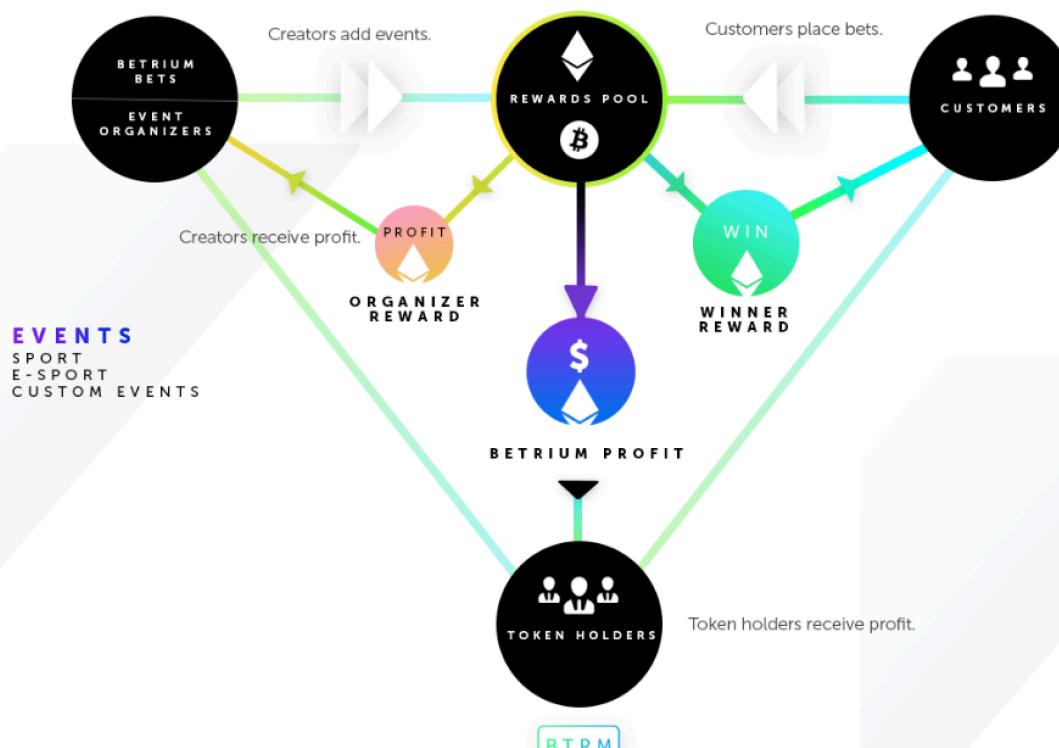
The gambling industry is developing and moving towards. Gambling already takes a part in most people lives and the Market Review illustrates this. We do not respect traditional betting services due their unfair conditions and other problems described in "Problems" section. Our mission is to change that.

Also, we think that every single event organizer like private Austrian box league should have an opportunity to earn money on bets. Betrium will give that opportunity to all, including individuals such as e-sports streamers.

In Betrium bets happen off-chain and only added when the event happens and the outcome is undeniable. That means, in contrast to competitors, we are able to provide high-speed betting service built on decentralized IT architecture. Any solution powered just by Ethereum blockchain simply can't provide the speed required for professional betting/trading on sports.

Finally, we will provide a powerful Public RESTful API, so developers may create as much betting bots as possible and build own betting services on their own using Betrium's core.

**Betrium Team** is the major creator of bets and add main sport events (such as soccer, basketball, tennis) to the Betrium system.



# 8. DEVELOPING

Our Team has been developing the Betrium IT infrastructure since mid 2016. As of today, it is 70% completed.

## 8.1 INVESTMENTS

As of the day, Betrium began to develop in mid 2016 on founders' resources. In the spring of 2017 Betrium raised \$0.22m seed investment from angel investor.

## 8.2 CAPITAL

As illustrated in Financial section, every bookmaker service needs some capital on balance to pay win rewards on some stakes. Sometimes, the amount of users' win rewards far exceeds the amount of user's unsuccessful stakes. In those cases, bookmaker need some reserves to cover this shortage.

Betrium will reserve ~10% of raised funds on this purposes.

## 8.3 REGULATION

The licensing is required in two cases:

- Money withdrawals (USD, EUR, AUD, GBP etc.);
- Offline points.

Depending on a country, the licensing cost varies from \$0.1 to \$2m annually. Licensing is required in many countries to support legal money withdrawals (means USD, EUR, GBP, AUD).

Betrium plans to get license in Curaçao/Malta. Betrium due its nature does not need any license from any regulators. However, the licensing may be a possible continuation of Betrium's development. Betrium will start withdrawing USD & EUR.

## 8 . 4 T E C H N O L O G I E S

At the very beginning of Betrium, our Team analyzed few ways of realizing of Betrium functionality. The important thing was worldwide availability and the risk of institutional processing.

With the one voice, after a solid research, the Team decided to build Betrium on a blockchain technology.

The Ethereum blockchain allows the creation of smart contracts that run business logic autonomously in the blockchain. The smart contracts enable secure and reliable processing of the events created and the transaction structure behind them. Payouts are processed automatically by the smart contract on the Ethereum blockchain.

The blockchain gives opportunity to developers and third-party betting services providers to run their own solutions based on Betrium core.

Moreover, all transactions are publicly verifiable, counterfeit resistant, and not subject to the risk of institutional processing.

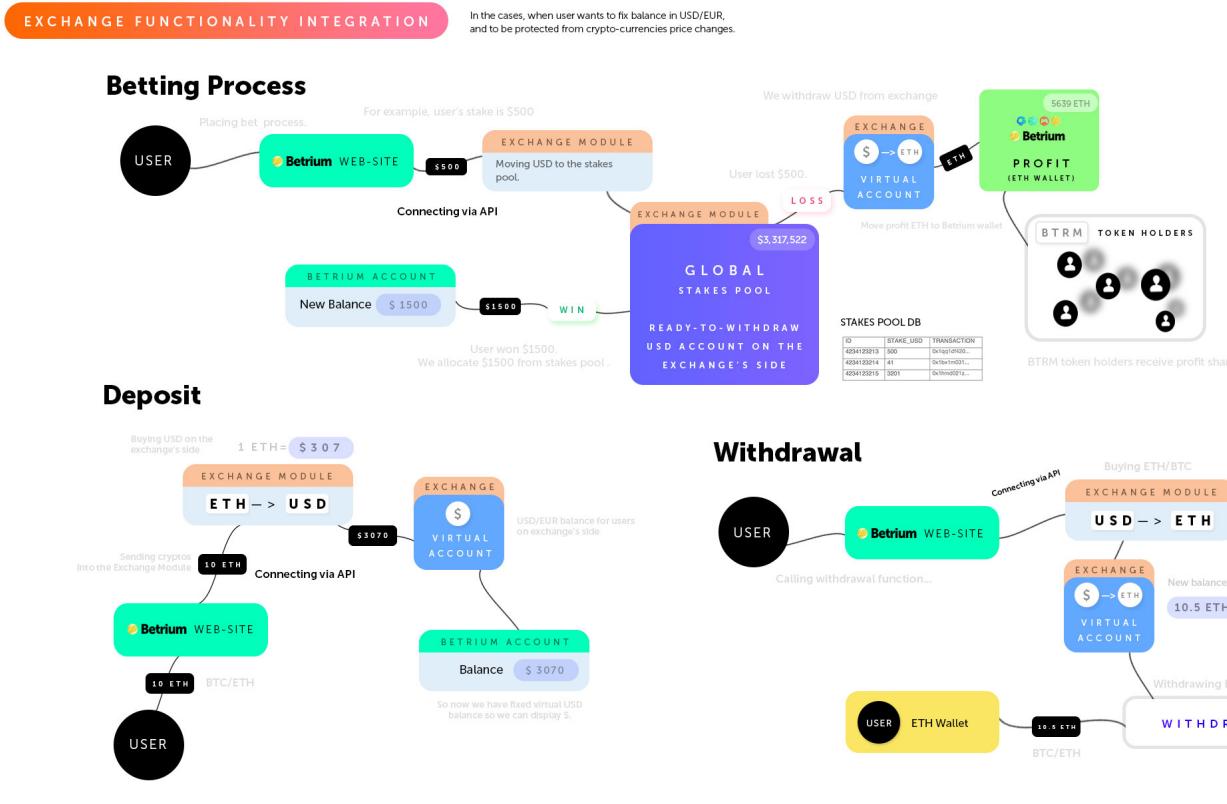
## 8 . 6 U I D E S I G N

What we really do not respect in our traditional competitors is design and UIX. Disgusting banners, a lot of absolutely unreadable text, dark colors,

Betrium's mission is to create a well-designed and user-friendly interface so it will be easy to place bets without any experience in betting.

## 8.5 TECHNICAL DESCRIPTION

The following flowchart illustrates the processes of the Betrium's platform and particularly volatility stabilization system.



Presented system may work with listed on exchanges coins only. In the case when exchange-side is on our own, only ETH/BTC will be acceptable. In other cases, it will depend on local exchanges and coins they list.

v 1.0.2



## 9. SERVICES TO BE OFFERED

The Betrium offers following services:

- Web-site for Online Betting on Sports (including e-sports);
- Organizers Platform (including web-service and desktop streaming software, promoting tools);
- 24/7 International Support;
- Open API for Developers;
- Event Tracker;
- Mobile Applications (iOS/Android).

Each Betrium service has been described in this Whitepaper.

By the process of Betrium developing and expansion, services may be changed and few will be added by the time (see "Future of Gambling" section).

## 9.1 ORGANIZERS PLATFORM

**Betrium Organizers Platform** is the unique creation platform for event organizers. The platform gives opportunity to create events and add to the Betrium betting platform (and particularly cyber sport streams). The event organizers receive 80% of net income earned from betting.

The usage is simple: organizer opens a Betrium Organizer Account, creates a game (match, stream, fight, etc.), adds description, adds schedule and time of event, adds opponents and possible outcomes, setups some betting parameters and click a big "submit" button. That's it.

In soon future, Betrium will provide a digital marketing platform for promoting such custom events.

# 10. FUTURE OF GAMBLING

Betrium has several goals for future, which is described in following subsections. The main goal is to make the world's biggest gambling platform.

## 10.1 ULTIMATE OPEN API

**Betrium API.** One of the Betrium's key features is the powerful betting open API for developers, third party apps and a betting bots. In future, Betrium can become a world's betting processing center, so other betting providers will be able to build Betrium-based solutions. Event organizers will create custom betting services for their events using the modern API.

## 10.2 E-SPORTS AREA

**Betrium Cyber.** Add e-sports area. In late 2018, we plan to run a section of Betrium Bets especially for cyber-sport. Cyber-sport is an actively developing market and e-games are absolutely important part of sport and youth culture even now.

## 10.3 ONLINE LOTTERIES

**Betrium Lotteries.** An important part of our expansion takes decentralized blockchain-based online lotteries. According to the Market Review, lotteries have a 10.3% share of overall gambling market and take the third place by its size.

## 10.4 POKER, CASINO ETC.

**Betrium Casino.** We'll add more gambling play-fields such as online casino, online poker and other games service. This is one

of the major gambling markets after betting.

In mid-late 2018, Betrium Team will release the first set of online games such as Bingo and Keno (2-3 games). Each game will be a separate project with own team and marketing. However, the projects will be a part of global Betrium Network so users will need one Betrium Network account only for all the games.

## 10.5 LIVE SPORTS

**Betrium Live.** As a serious player on the market of sport events, Betrium's future goal is a live sports broadcasting. In mid 2019, Betrium is going to start live broadcasting of main sport events and e-sports streams in FullHD.

The major part of the Betrium Live may take the e-sports streamings.

## 10.6 OFFLINE

**Betrium Offline.** According to the market analysis below, the offline betting market still takes a serious share of global betting market. Potentially, the project may go partly offline in future. That means, that having enough financial power and stable position in the market, Betrium may start opening offline betting offices for customers, that prefer offline and cash-only. This requires licensing from local regulators and other bureaucratic constituents.

## 10.7 REGULATORY

**Licensing for bookmakers.** Licensing is a logical continuation of betting service development. It is required in two cases: money withdrawals and offline points. The cost of license varies from \$0.1 to \$5m per year and depends on country. Also, regulators impose increased tax liabilities and social responsibility.

# 11. FINANCIALS

## 11.1 BOOKMAKER BUSINESS MODEL

Bookmakers main source of income is the users' unsuccessful stakes. Simply, bookmaker adds a sport match, receives stakes and according to the public response and analysis predictions calculates the coefficient of betting odds in the way that any match outcome yields a profit for bookmaker (or the lowest loss in the unpredicted outcome). The high betting odds let people bet on low-possibility outcomes.

Basic Example.

Team 1 vs Team 2. Predictions say Team 2 will be the champion.

	Team 1 Win	X (draw)	Team 2 Win
Predicted Stakes Volume	\$1.4m	\$0.3m	\$1.5m
Possibility	30%	10%	60%
Betting Odds	1.20	10.00	1.05
Potential Bookmaker's Profit	\$0.3m + \$1.5m - \$1.4m*1.20 = \$0.12M	\$1.4m + \$1.5m - \$0.3m*10 = -\$0.1m	\$1.4m + \$0.3m - \$1.5m*1.05 = \$0.125m

Thereby, according to the simplest probability theory, bookmaker's averaged profit from this single event may be:

$$\begin{aligned} & \$0.12m * 0.3 + (-\$0.1m) * 0.1 + \$0.125m * 0.6 \\ & = \mathbf{\$0.101m} \end{aligned}$$

The real bookmakers' calculations are a bit more difficult and have a huge number of relations, but the main idea is the same.

## 11.2 SOURCES OF REVENUE

Betrium's revenue may consist of revenues of the following sources:

1. Betrium service use fee at fixed price (\$12–\$120 per year, \$1-10 per month);
2. Advanced Accounts (+ 50-100% from the fixed Betrium service use fee);
3. Event organizers platform fee (1-5% from stakes volume);
4. Commission on winnings (0.01–1%);
5. Money deposits (0.01-1%) on the Betrium Account Wallet;
6. Money withdrawals (0.01-1%) from the Betrium Account Wallet;
7. Bookmakers' main revenue source described below – users' unsuccessful stakes;
8. Open API usage fee (\$10-100 per year).

## 11.3 REVENUE IN FUTURE

As a gambling platform, Betrium plans to expand its services (see the section "Future of Gambling") and become the global player on the market.

The list of the possible sources of revenue in future:

1. Online-casino (poker, black-jack etc.);
2. Other games like Keno or Bingo;
3. Decentralized online-lotteries;
4. Betrium Live service for sports broadcasting;
5. E-sports platform;
6. Sports analytics and statistics services.

## 11.4 REVENUE PLANS

The following data is Betrium Team's estimations, prognosis and goals about Betrium financial successes.

The Betrium may be profitable from the first day of release. In the first year after the full launch the Team expects to make over \$5 million in revenue. In the future 3-4 years Betrium's goals are to increase the annual revenue to the \$300-1200 million.

The token capitalization goal is \$2.5-12 billions. As our market is gambling, the goal is not as large as it sounds and is absolutely normal.

Plan	Revenue in 2022, \$	Net Profit in 2022, \$
Negative	22 500 000,00	18 000 000,00
Normal	140 000 000,00	112 000 000,00
Optimistic	550 000 000,00	440 000 000,00

Year	Negative, \$	Normal, \$	Optimistic, \$
2018	200 000,00	1 200 000,00	3 000 000,00
2019	1 200 000,00	5 000 000,00	10 000 000,00
2020	4 000 000,00	40 000 000,00	70 000 000,00
2021	12 500 000,00	100 000 000,00	100 000 000,00
2022	22 500 000,00	140 000 000,00	550 000 000,00
2023	52 000 000,00	180 000 000,00	1B

## 11.5 EXPANSION EXPENSES

20% of all revenue will be spent on Betrium's expansion, IT infrastructure support and development, operational items (offices, employees), content moderation.

## 11.6 ANNUAL BUDGET

The following presents estimated optimal budget structure.

Item of Expense	Amount, \$
<b>Salary Fund</b>	673 000
Software Engineers, Developers, Testers	
UI/UX Designers, Illustrators	
SMM Experts, Copywriters	
Analysts, Sports Traders	
Projects Managers	
Staff Lawyers	
Accountants	
Top Management	
Translators	
Support and other staff	
<b>Legal Expenses</b>	59 000
Gambling license annual payments	
Regular consulting	
Legal fees, notary fees etc.	
<b>External Audits</b>	80 000
Specialized independent audits (for online betting/gambling business)	
Financial audits	
IT security audits	
<b>Material and technical base</b>	70 000
Workplaces depreciation	
Licensed software	
Testing gadgets park	
Small expenses	
Hardware, servers and computing powers	
<b>Marketing</b>	720 000
<b>Reserve Winnings Pool</b>	200 000
<b>Operating Expenses</b>	50 000
<b>Unforeseen Expenses, 12%</b>	260 000
<b>Summary</b>	2 112 000

# 11.7 SWOT ANALYSIS

The full SWOT analysis and the conclusions can be found here:  
[https://betrium.co/downloads/SWOT\\_analysis\\_231217.pdf](https://betrium.co/downloads/SWOT_analysis_231217.pdf)

SWOT analysis (23.12.17)			Capabilities (External Factors)		
Capabilities (External Factors)	Question	Answer			
	No	Question	Answer		
1	What are the opportunities that enable the company to win the market?	The uniqueness of the project (complex of advantages and services offered to users, technological part). Organizational advantages.	Experience in IT companies, sports analysis, systematization of management in corporate activities and software development, IT security		
2	How positive is the business of the company?	Positive. Without any financial liabilities and negative balances. Clean reputation with no negative precedents. No lawsuits.	Qualified team Professional legal support Optimal material and technical base required for development.		
3	What additional opportunities appear in the company in connection with the market situation or in connection with the events in the world?	Dynamically increasing market capacity, regular increase of online traffic due availability and quality of the network. Increase of share of the mobile platforms users. Rise of the gambling business profitability.	What internal resources do you have? What advantages do you have for your competitors?		
4	Are the possibilities permanent or temporary? How limited are you in time to take advantage of this opportunity?	Temporary. The opportunities are available for the next 2-3 years.	Complex of services offered to user. Cryptocurrencies and tokens support, low commissions, more profitable odds, almost instantaneous worldwide deposits and withdrawals, international support, open API for developers and third-party applications, the platform for own organizers (custom events and custom bets). Fast, global, profitable and accessible solution. Franchise partnership solution.		
5	Is the internet gambling market growing? The impact of global crises on market growth?	It is a growth stage of the market. Global crises decrease paying capacity, which partially affects on the volume of the market.	Do you have the necessary material and technical facilities?		
Threats (External Factors)	Question	Answer	Strengths (Internal Factors)		
	No	Question	Answer		
1	Who is your main competitor (existing or potential)?	Betfair Bet365 Pinnacle William Hill Betdaq MatchBook BetStar	Flexibility of the company to market conditions and adaptability, financing, financial independence at the time.		
2	What factors outside of your control carry risks to the business?	State - Regulator (including tax laws). However, the tax rate is fixed for the ±10 years in Curacao.	What additional positive internal factors that give advantages to competitors exist in the company?		
3	Are there any events or problems, which may entail a decline in revenues or profits?	Fixes games. Marketing war. Lobbying laws against online gambling.	Answer		
4	In which case could the company be harmed?	Minimal risk of being harmed. However the typical cases are: — Hacker attack (DDoS, stolen funds). — Regulators attack. — Reputational losses.	Legal issues. Marketing. Software development.		
5	Is there a danger of a negotiations changes in business conditions on the part of the state?	There is no danger but the possibility of sanctions from the local state exists (like USA), which are typical for the gambling business.	Reputation in professional communities. Partnership relations with peers in Trading Software developers like Geeks To Bet Angel. Independent online gambling business audits such as eCOGRA.		
Weaknesses (internal factors)		Weaknesses (internal factors)			
Advanced software product Qualified team Great experience in sports event analytics and overall mathematical analysis Extensive experience in enterprise software development The ability to compete professionally Clear systematization of management		Weak brand awareness Lack of working capital Weak technical base Weak legal support			
Capabilities (external factors)		Threats (external factors)			
Uniqueness of the project The growing volume of the market Stable tax rates in most common jurisdictions Using crypto currency Multinational project		State regulation Information leak Fixed games Dumping services on the market Absorption of the company			
Strengths + Opportunities (development strategy)					
The uniqueness of the product, the qualification of the staff combined with a fast software product will help keep pace with the growth of the market The uniqueness of the project and the experience of the staff will allow attracting new customers The uniqueness of the project, the experience and analytical capabilities of the team allow to give the project individuality when entering the market A growing market and fast software product will quickly occupy new niches in the market The uniqueness of the project, the use of the crypto currency, the experience of the team and the fast software product will create a new niche of services in the market and take the leading positions on it. The ability to withstand competitiveness and uniqueness of the project professionally will allow to maintain the leading positions in the market for a long time A stable tax rate and a cohesive qualified team enables long-term planning of activities The multinationality of the project and a clear systematization of management will enable them to master new markets without problems					
Weaknesses + Opportunities (strategy of internal transformation)		Strengths + Threats (strategy of potential advantages)			
The use of crypto currency and weak legal support can lead to problems in its circulation The growing market volume and weak brand recognition may prevent the project from developing The growing volume of the market and the lack of working capital can leave the project at the level of the average non-dividing brand		Systematic work of management will allow to identify, structure and minimize risks from state regulation of the market Great experience in the analysis of sports events and contract matches will minimize the consequences of such matches Great experience in enterprise software development will minimize the risks of information leakage The multinationality of the project and weak brand recognition can lead to a deceleration of entry into the leading positions in the markets of new countries Failure of the team will not allow the leakage of information			
Weaknesses + Opportunities (strategy of internal transformation)		Weaknesses + Threats (limitation of strategic development)			
Dumping services in the market and weak brand recognition can lead to the inhibition of product development Contractual matches and weak legal support may lead to a negative reputation in the market Lack of working capital and contractual matches can significantly shake the financial state of the company		What areas of your business require quality improvement in order to achieve the goal or successfully deal with the main competitor?  What does your company lack (for example, professionalism of staff or access to technology)?  In financial resources only.			
		Is your business in a difficult or critical situation?  No.			

Strengths (internal factors)	Weaknesses (internal factors)
Advanced software product Qualified team Great experience in sports event analytics and overall mathematical analysis Extensive experience in enterprise software development The ability to compete professionally Clear systematization of management	Weak brand awareness Lack of working capital Weak technical base Weak legal support
Capabilities (external factors)	Threats (external factors)
Uniqueness of the project The growing volume of the market Stable tax rates in most common jurisdictions Using crypto currency Multinational project	State regulation Information leak Fixed games Dumping services on the market Absorption of the company
Strengths + Opportunities (development strategy)	Strengths + Threats (strategy of potential advantages)
The uniqueness of the product, the qualification of the staff combined with a fast software product will help keep pace with the growth of the market The uniqueness of the project and the experience of the staff will allow attracting new customers The uniqueness of the project, the experience and analytical capabilities of the team allow to give the project individuality when entering the market A growing market and fast software product will quickly occupy new niches in the market The uniqueness of the project, the use of the crypto currency, the experience of the team and the fast software product will create a new niche of services in the market and take the leading positions on it. The ability to withstand competitiveness and uniqueness of the project professionally will allow to maintain the leading positions in the market for a long time A stable tax rate and a cohesive qualified team enables long-term planning of activities The multinationality of the project and a clear systematization of management will enable them to master new markets without problems	Systematic work of management will allow to identify, structure and minimize risks from state regulation of the market Great experience in the analysis of sports events and contract matches will minimize the consequences of such matches Great experience in enterprise software development will minimize the risks of information leakage The multinationality of the project and weak brand recognition can lead to a deceleration of entry into the leading positions in the markets of new countries Failure of the team will not allow the leakage of information
Weaknesses + Opportunities (strategy of internal transformation)	Weaknesses + Threats (limitation of strategic development)
The use of crypto currency and weak legal support can lead to problems in its circulation The growing market volume and weak brand recognition may prevent the project from developing The growing volume of the market and the lack of working capital can leave the project at the level of the average non-dividing brand	Dumping services in the market and weak brand recognition can lead to the inhibition of product development Contractual matches and weak legal support may lead to a negative reputation in the market Lack of working capital and contractual matches can significantly shake the financial state of the company

# 12. ICO

## 12.1 WHY ICO?

There are a lot of reasons why we have chosen to do Initial Coin Offering instead of usual ways of raising money. The traditional IPO takes \$1m and 9 months minimum; the advanced RTO takes \$0.5m and 2 months minimum; as known, funds take too many times.

## 12.2 TOKEN

BTRM

The Betrium tokens (**BTRM**) are decentralized ERC20 tokens based on Ethereum blockchain. A total of 140m BTRM will be emitted and no tokens will be issued after.

## 12.3 PRE-ICO 500% BONUS

Betrium launches the following stages of Pre-ICO:

1. Pre-ICO[1] (1-st stage);
2. Pre-ICO[2] (2-nd stage).

Pre-ICO[1] starts on 23 October, 2017, ends on 22 November. \*

Pre-ICO[2] starts on 22 January, 2018, ends on 14 February. \*

During both stages of pre-ICO tokens will be issued to prepare the initial version of Betrium in its best before the full ICO.

Specifically:

- MVP preparation;
- Solution of legal issues (gambling/ICO regulation);
- Marketing campaign;
- Attracting of advisors and sports representatives.

---

\*Exact dates, duration and pricing on any stages of ICO may be changed in the interests of the company and will be presented on the official project's website

Within the pre-ICO stage, Betrium puts up for sale 14 million tokens (10% of all tokens to be issued).

**1 ETH = 6000 Betrium Tokens (BTRM) on Pre-ICO [1] and 5000 BTRM on Pre-ICO [2].**

**Soft Cap:** 320 ETH.

**Hard Cap:** 2330 ETH.

## 12.4 ICO

The Betrium's ICO starts on **February, 28, 2018**, ends on **March, 30, 2018**.

63 000 000 (45%) Betrium tokens (BTRM) will be distributed during the ICO. The price of BTRM tokens will depend on the number of tokens issued during the ICO:

STAGE	TOKENS SOLD	PRICE	TOKENS PER ETH	
Pre-ICO	0–4,000,000	0.000166	6000	500% BONUS
Pre-ICO	4,000,000–14,000,000	0.00020	5000	400% BONUS
ICO	14,000,001–20,000,000	0.00071	1400	
ICO	20,000,001–50,000,000	0.00083	1200	
ICO	50,000,001+	0.00100	999	

The funds raised during the ICO and pre-ICO will be spent in the following order:

- Capital for Wins Rewards **10%**
- PR & Marketing **40%**
- IT Infrastructure Development and Support **22%**
- Legal Issues Fixing **4%**
- Localization for major languages **1%**
- Operational Spends (office, employees, etc.) **8%**
- Unforeseen Expenses **12%**
- Founders and Developers Bonus **3%**

Capital for Wins Rewards 10%

PR and Marketing 40%

IT Infrastructure Development and Support 22%

Legal Issues Fixing Spends 4%

Localization for Major Languages 1%

Operational Spends (offices, employees, etc.) 8%

Unforeseen Expensives 12%

Founders and Developers Bonus 3%

## 12.5 TOKENS ALLOCATION

There will be a total of **140 million BTRM** tokens in circulation, allocated in the following ways:

- Up to 77 million sold to the general public during the token launch.
- 28 million kept in the Betrium reserve pool for sale.
- 7 million granted to advisors, sport representatives, e-sports streamers, kept in a multisigned wallet.
- 28 million granted to Betrium founders, management and employees.



- **Pre-ICO[1]** participants will be allocated 3% of all tokens issued.
- **Pre-ICO[2]** participants will be allocated 7% of all tokens issued.
- **ICO** participants will be allocated 45% of all tokens issued.
- **SCO (secondary coin offering)** participants will be allocated 20% of all tokens.

## 12.6 TOKENS CREATION

- No token creation will happen after the initial sale end.
- The total supply of BTRM is fixed at **140 million tokens**.
- Tokens will be transferable and listed on exchanges once the initial sale is completed.

## 12.7 REVENUE SHARE

50% of Betrium's profit will share between tokens holders. The rest 50% will be spent on platform developing and support. This means, that if a holder has a 1% of all issued Betrium tokens, he will receive 0.5% of all net revenue share.

**Example.** In the 2017 the investor contributed Betrium and bought tokens for \$10 000. He actually received 0.02% share of the overall Betrium company. Later in 2020, Betrium has \$200M in annual revenue. The investor receives \$20 000 as "dividends".

The profit share is paid in ETH only to wallet addresses, which hold BTRM tokens. Payments to bank accounts are not planned.

## 12.8 ADDITIONAL BENEFITS

Participants of pre-ICO and ICO contributing more than 1200.00 EUR (or more than ~2.00 ETH) will be eligible to receive an individual Betrium Premium Account, which gives unique possibilities:

- Full access to the Closed Betrium BETAs.
- Periodic invitations to thematic events dedicated to sports and e-sports.
- Exclusive commission rates (0.01%) and the lowest service fees.

## 12.9 REGULATORS UNCERTAINTY

Blockchain projects are subject to supervision and control by various regulatory institutions (including governments) all around the world. Betrium tokens and services may fall under requests. However, blockchain technologies are decentralized, so the probability of such outcome is extremely small.

## 12.10 RISKS ASSOCIATED WITH ETH

Betrium tokens are issued on the Ethereum blockchain platform. Any failure or malfunctioning of the Ethereum protocol may lead to the Betrium services not working as expected.

## 12.11 INVESTMENT RISKS

In case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all the goals described in this document, all persons and parties involved in the purchase of Betrium tokens do so at their own risk.

## 12.12 PARTNERSHIPS

Betrium is first and foremost an application created by sports and e-sports enthusiasts for sports and e-sports enthusiasts. In the last several months, our initial team has surrounded itself with professional sport analysts, gamers, streamers and various members of the e-sports community. Those conversations have led to constant adjustments and improvement of Betrium to converge toward an application that responds to the real needs of the community. We are always looking for new partners, so feel free to reach out and join us to become part of this exciting adventure!

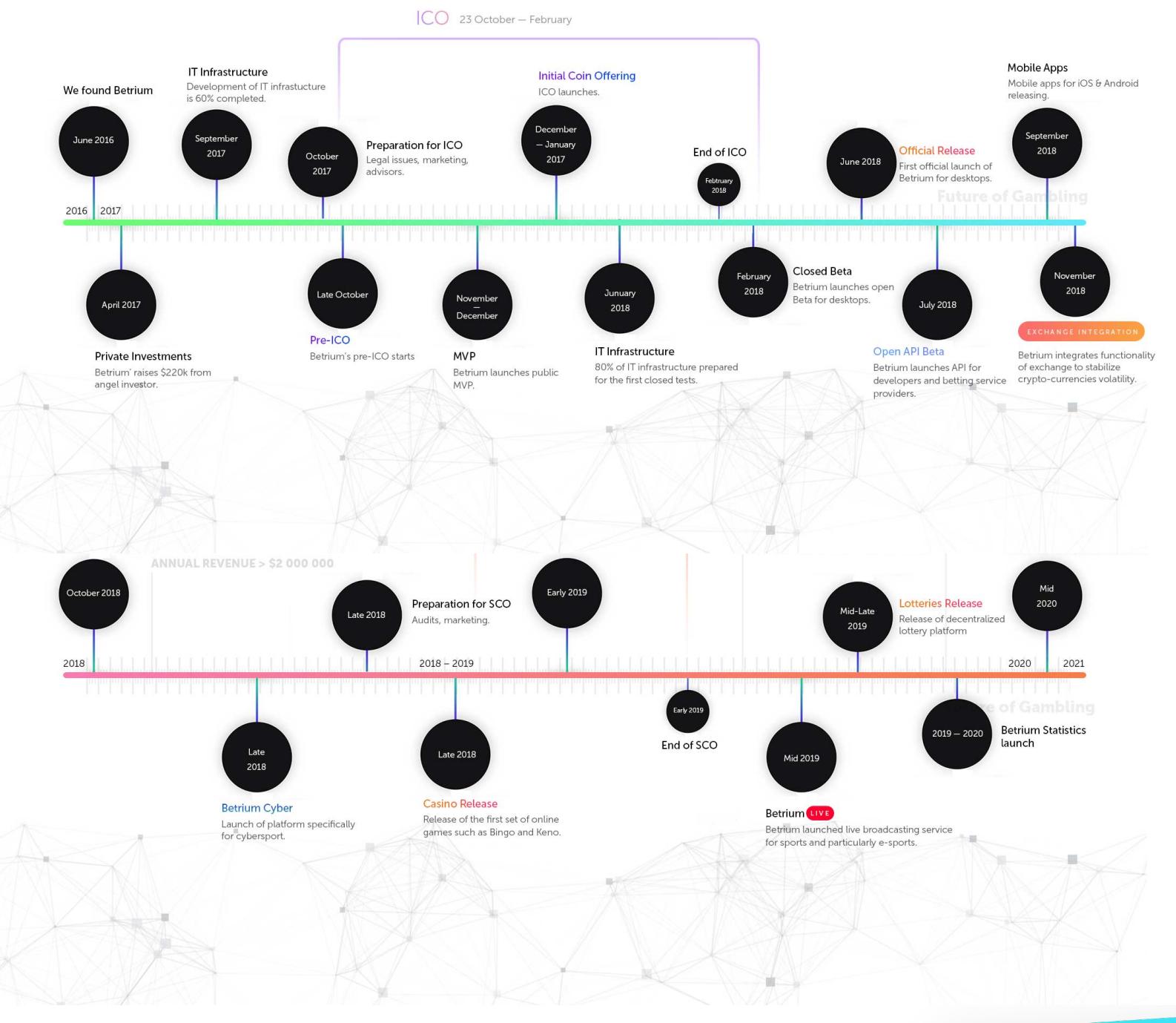
# 13. ROADMAP

The following presents the approximate deadlines for various stages and progress of developing of Betrium.

Pre-ICO [1]: 23 October 2017 – 22 November 2017

Pre-ICO [2]: 22 January 2017 – 14 February 2018

ICO: 28 February 2017 – 30 March 2018



## 14. TEAM

Due the founders' filed of activity Betrium has assembled the great sports, management, analysis, software and marketing experts.

**What's our team's main point?** As many investors know, in developing successful business, not the idea is the major, the team is. The founders are entrepreneurs and works in the next fields: sports analysis, corporate management and corporate software engineering, mathematics. Our competences are:

- **Sports Analysis and Trading.** One third of our team is professional sports analysts and traders worked/working in existing betting companies/bookmakers.
- **International Management Systems** (ISO 9001, ISO 14001, OHSAS 18001, ISO 27001, PCI DSS, BRC, IFS). We develop and implement systems for large corporate companies, manufacturers, real-estate developers, financial structures etc. We analyze and optimize business-processes, working procedures and fix issues in management so it meets international standards of quality, ecology and IT security.
- As a part of IT outsourcing firm (Lumiere UA), we build **Corporate Software Systems** and automate business processes for the last 12 years. We develop complex IT solutions for business.
- **E-commerce.** We practice Performance Marketing both for b2c and b2b.



## ANDREY RYBALKENKO

Pre match betting trader of all kind of sports for the last 10 years. Has worked in the CIS largest betting services such as FavBet (10 years). 5 years of experience as live analyst of volleyball, tennis, football and basketball. Personal achievement – in arbitration situations (forks), basically in live, earned about \$150,000 in the period from 2013 to 2015, the list of bookers: Bet365, Bwin, 10Bet, Sportingbet, Fonbet, Parimatch. Taking into account his experience in arbitrage situations, he minimized the bookmaker company's losses to a minimum, identified several organizations using software for betting automation, studied the game styles for determining multi-accounts that were confirmed by many elements of coincidence. Andrey is developing own machine learning solution. Andrey knows how the bookmakers are built on each level, how the bookmakers' business model works, he is a key member of Betrium team.



## MAKSYM SUVOROV

[Ceo@concord-standart.com.ua](mailto:Ceo@concord-standart.com.ua)

Maksym is a founder and CEO of Betrium. Also, he is an executive CEO of "Concord Standards and Management" since 2014 and a parner of "Lumiere UA" IT outsourcing firm. Maksym's main competence is development and implementation of international management systems in large corporate structures (ISO, OHSAS, PCI DSS) and business IT automation. Maksym is an entrepreneur and successfully has launched few businesses in b2b sector. iOS software engineer in past. Holder of US patent.



## N A T A L I I A   K H O T I A I N T S E V A

[Natakhot@mit.edu](mailto:Natakhot@mit.edu)

Natalia is a junior at Massachusetts Institute of Technology (MIT) majoring in mathematics. She is a winner of international mathematical Olympiads: IMO 2015 gold, IMO 2014 silver, EGMO 2014 and 2015 gold. As an incredible expert in the field of mathematical analysis, Natalia is the main analyst and co-founder in Betrium. Her expertise is extremely important in developing of economic model of Betrium.



## A L E X   B Y K H U N

[Aleksey.bakhun@phystech.edu](mailto:Aleksey.bakhun@phystech.edu)

Alex Bykhun is a CTO, main software engineer and co-founder in Betrium. He is a graduate of Moscow Institute of Physics and Technology. Alex has 7+ years of experience in developing corporate software, blockchain-based projects and mobile applications.

Master of Applied Maths and Physics.



## A R T H U R   B U T

Arthur is sport events analyst and his specialization is tennis. Now works in one of the biggest in CIS online betting company.



## M A X K Y R Y L I U K

Maksym is an Electrical and Electronic Engineer with a strong background in software development. He has an experience in working on innovative projects with energy companies such as Frame, ECN and Hydron energy. Student of Hanzehogeschool Groningen.



## M A K S Y M B U R D I U H

Maksym is PR and SMM expert. In past: Head of SMM in digital-agency "IS.Agency", Journalist and SMM-specialist of the periodical «Community». Creator of large communities in social networks: Facebook, Instagram, VK.com with total audience of 700,000 followers.



## A R T E M B O R U T A

Artem is an entrepreneur and remarkable expert in Computer Security. He has worked with payments systems and fintech startups (specifically Paybeam), banks (PJSC CB "Ukrbudinvestbank"). Artem is a certified BS 17599 Internal Auditor. Now he acts as a managing partner in Lumiere UA.



## O L E S K A N D R V A K H U L A

Oleskandr is experienced expert in Computer Security management systems and he is a certified ISO 27001 Internal Auditor.



## A L I C E   B A B E N K O

Alice is a Betrium's PR and digital marketing specialist. She has launched few successful marketing campaigns in Ukraine and CIS.



## Y U L I A   A Z A R I N A

Yulia is a lawyer with 8+ years of experience in corporate sector. Yulia is a managing partner of "The Trust LW Firm" (Kyiv).



## A N A T O L Y   O B O D N I K O V

Anatoly is a developing entrepreneur and co-founder of Betrium. His field is advanced wealth management. Since 2014 he is a professional crypto-currencies trader and successful investor. Anatoly has experience in small retail trading.



## D A R I A   I S A I E V A

Daria develops political technologies and expansion strategies of Betrium.



# 15. ADVISORS

At the stage of pre-ICO, Betrium is open for experienced and acknowledged advisors. We'd like to cooperate with world-level experts in business administration, gambling and sport analysis, e-sports.



K A R T H I K   I Y E R

[Karthix@gmail.com](mailto:Karthix@gmail.com)



CEO of BlockchainMonk. India Ambassador of the P2P-Foundation, and founder and CEO of BlockchainMonk, a DLT research and consulting firm, and was part of one of the largest EU research project on P2P, P2PValue.eu. He holds close to half dozen degrees in technology, research and management from leading schools in Europe and Asia.



T O M   B U D D



Tom is the co-founder of CoinStrategem, EtheraLabs and Dark Star Ventures, a crypto management consultancy, crypto accelerator and asset fund respectively. He is a prominent blockchain keynote speaker and has produced award winning cryptocurrency/blockchain research at Booz Allen Hamilton. Based in NYC — he advises and mentors various blockchain & AI companies around the planet.

Advisor/Mentor: BiBox, Greeneum, Viuly, Betrium, BlockchainMonk.



D E N Y S   S U V O R O V

[Denys.suvorov@ukrsibbank.com](mailto:Denys.suvorov@ukrsibbank.com)



Denys has 14 years of experience in corporate banking. He worked as Acting Director Large Corporates in UkrSibbank BNP Paribas Group. Denys has cooperated with large corporates acting in Agriculture & Processing, Commodity Trading, Food Industry, Media, Machine Building & Engineering. Master of Banking.



S A M   T A H E R I

Sam (Meisam) Taheri is a professional GT, NASCAR, Touring and Prototype Motorsport pilot in sprint and endurance categories who has been decorated with multiple race wins and high ranks in podium finishes. Sam passionately started his involvements in Motorsports around year 2005 and has been actively improving his skills and climbing the ladder of success in motorsports. In 2016 he is competing in creventic 24 hours series, winter endurance championship, NGK racing series, Radical Middle east cup and has scored various championship points and pushing for further success.



# Cryptocurrency Worldwide Sport Bets

 JOIN NOW



Thank you for reading this Whitepaper. We would like to offer you to contribute to building the Service that will make online gambling of the future. Gambling, as one of the world's largest markets, will always take a part in life and entertainment of people. And someone has to develop the Service for this.

**Join us!**

project by

