



**CRYPTO
WARS**

Whitepaper



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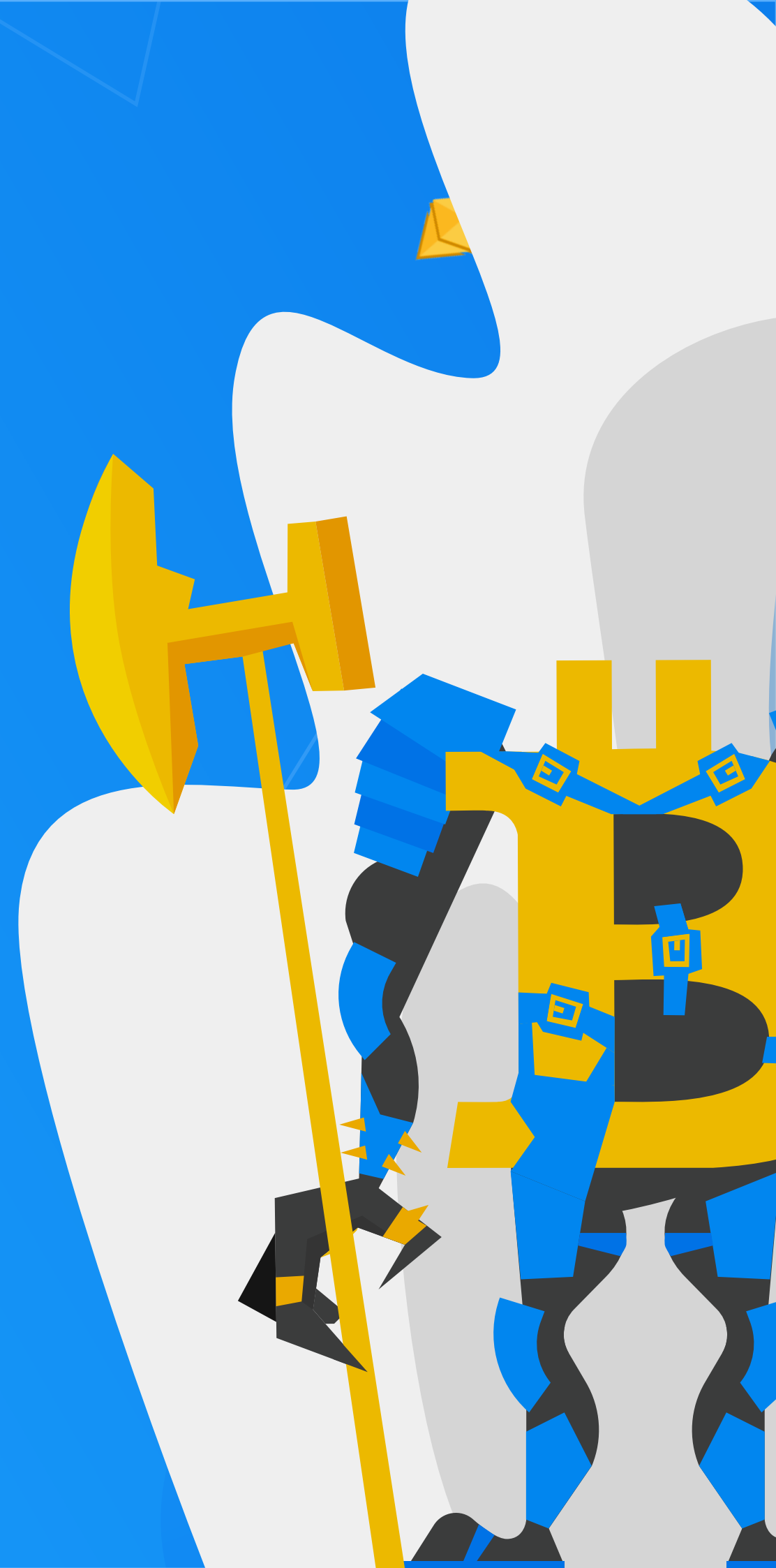
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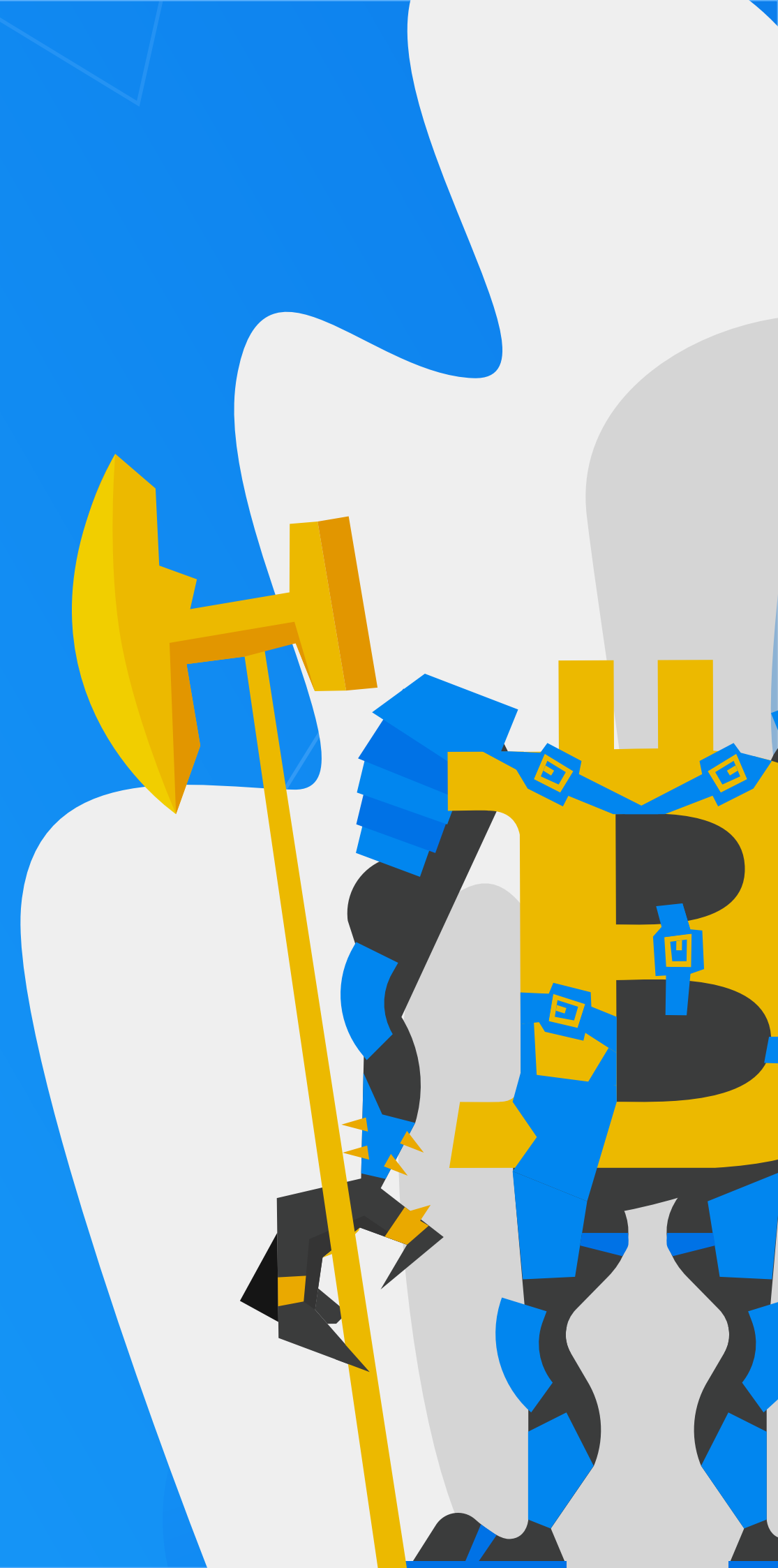
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Introduction



Online gambling is a young and dynamic sector of the digital economy and one of the few digital sectors, where the leadership of European companies has established. In 2017 the Annual Gross Win of the EGBA members (the largest industry association) amounted to 19.6 billion euros with an average forecast growth of 7.8% until 2020. At the same time, according to forecasts of J'son and Partners Consulting, the market of computer games also demonstrates quite attractive figures of the average annual growth in the period of 2016 - 2021 at 5.4%.

CryptoWars platform is a unique multiplayer strategy at the junction of gambling and gaming. Project mission is to blur the line between gambling and gaming projects, providing for players the opportunity of fair fights for money with an interesting gameplay and socializing.

We believe that the classic gambling too much depends on chance and dishonest algorithms that minimize the role of the player in achieving victory. Our unique ability to make the game winning depends only on the actions of the players, while there are no winning combinations and strategies that would make it boring and monotonous. In addition to the fights on CryptoWars platform it is impossible to win through in-game purchases, this would give an advantage to players. Our philosophy is to create an ecosystem with honest intellectual fights, in which a sense of victory is brighter thanks to the cash bet.



Introduction



Blockchain functional presented inside of game currency CryptoWars Token (hereinafter CWT), allows you to make financial flows more transparent, and also allows players to make bets in cryptocurrencies already established as a currency of worldwide network and embody freedom of choice for the user, which is consistent with our philosophy.

There is no functional team in the classic gambling, that also makes the thrill of victory brighter. In CryptoWars game much attention is paid to team battles. Players may unite in legions with joint treasury and tournaments with higher bets and seasonal rewards.

Market analysis



Total market overview

The primary market for CryptoWars platform is the online gambling market, which strengthened the leadership of the EU region, the volume of which amounts to approximately 49% of the world. It is connected with the innovative character of European operators, the high penetration of the Internet in Europe and the lack of regulatory capacity in the US and Asia for the creation of similar industries. But European leadership is uncertain due to growing fragmentation of the EU market along national borders and economic protectionism.

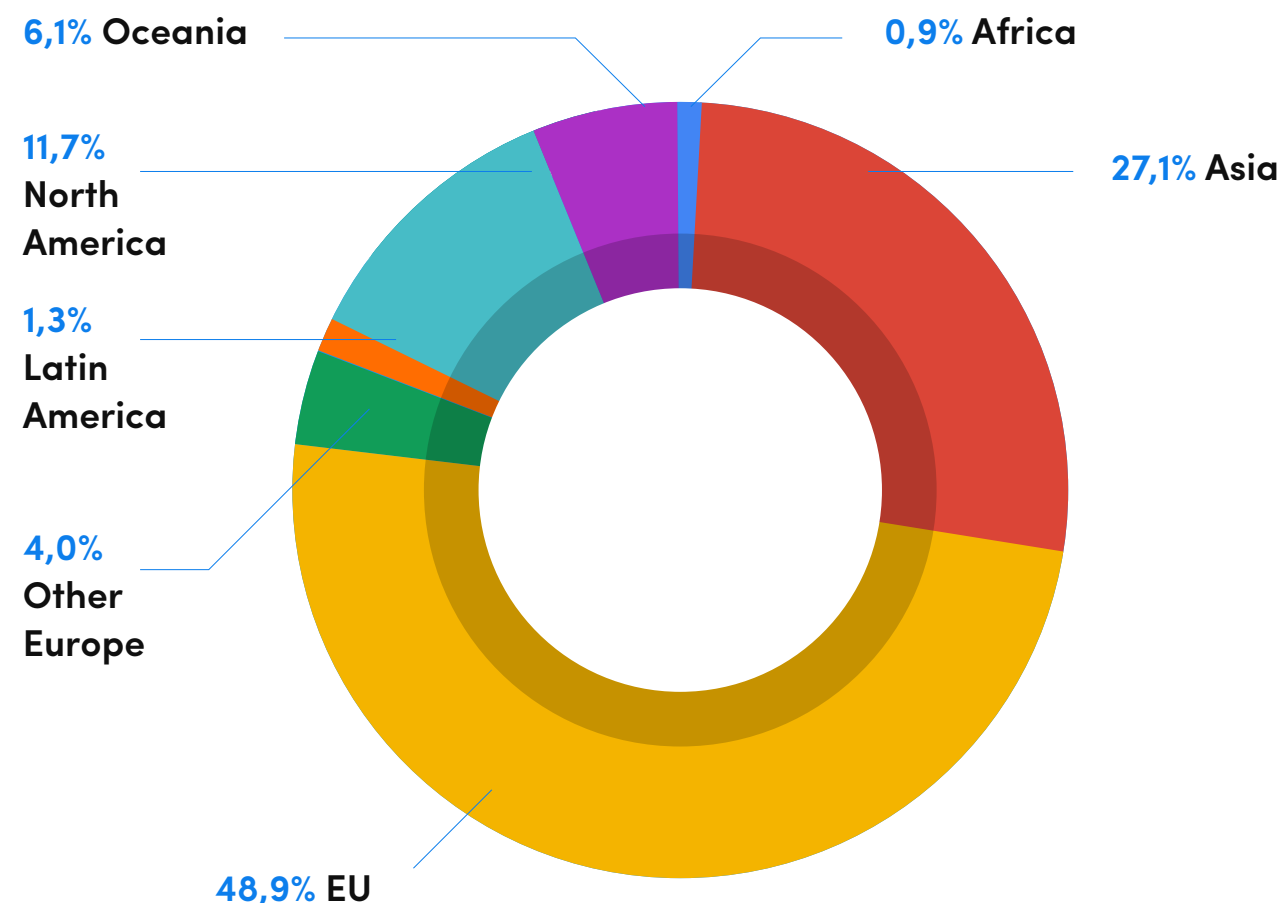
Revenues generated by the traditional operators, are based on long-established products, such as: sport bets, online casinos and bingo, slot machines and lottery tickets. Online gambling platforms offer a wide range of products often found on one integrated site, where users may bet on the result of a basketball game or play poker.

Market analysis



Analysis of online gambling market in the EU: volume and market average

Online gambling market



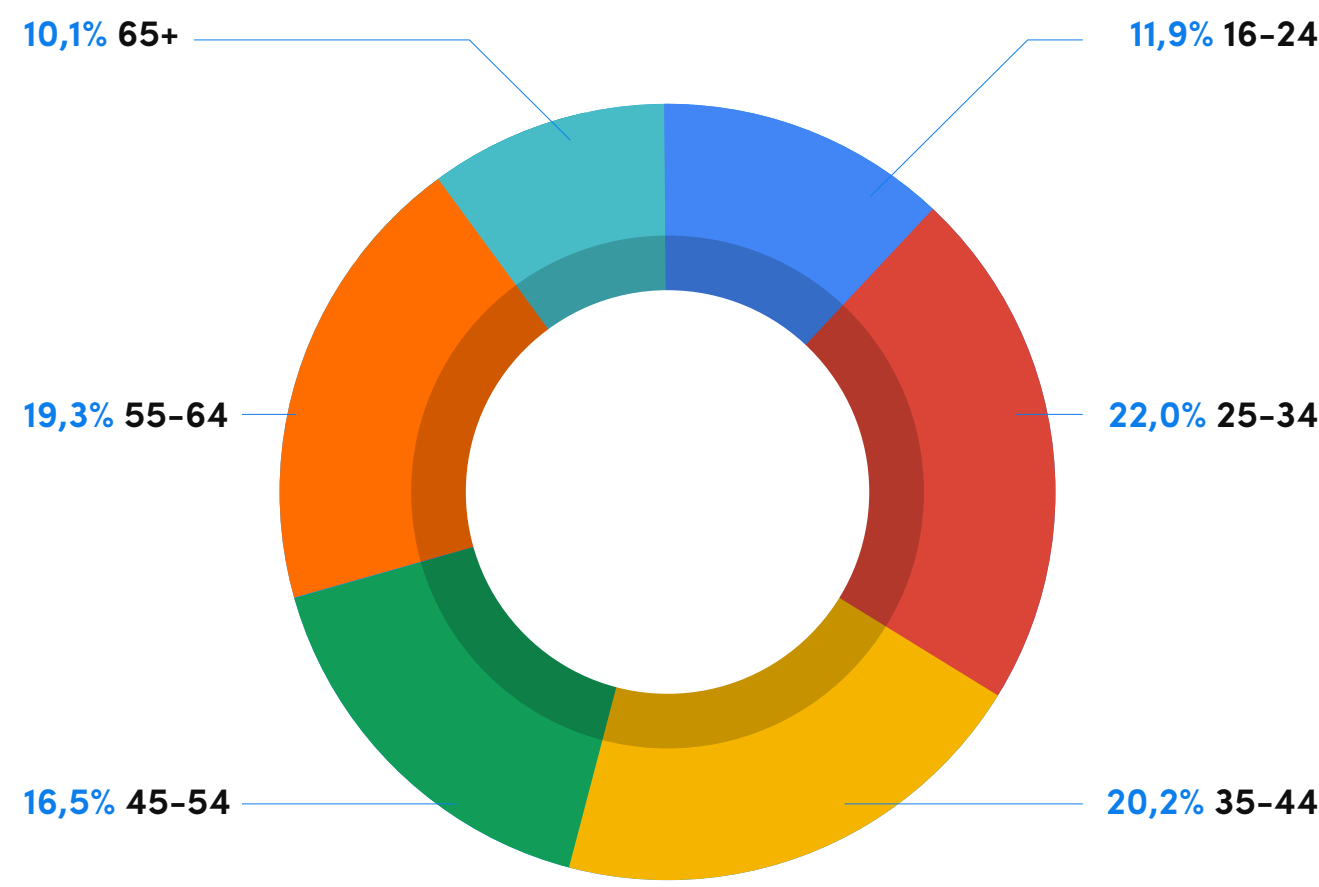
Turnover of all European online gambling market is about 69 billion dollars a year and is the largest in the world, accounting for almost 49% of the world market.

The average annual turnover growth of approximately 6.75% for the 2012-2017 years. The average active user spends \$ 552 a month, while the average annual growth of the bet for 2012-2017 is approximately 1.43%.

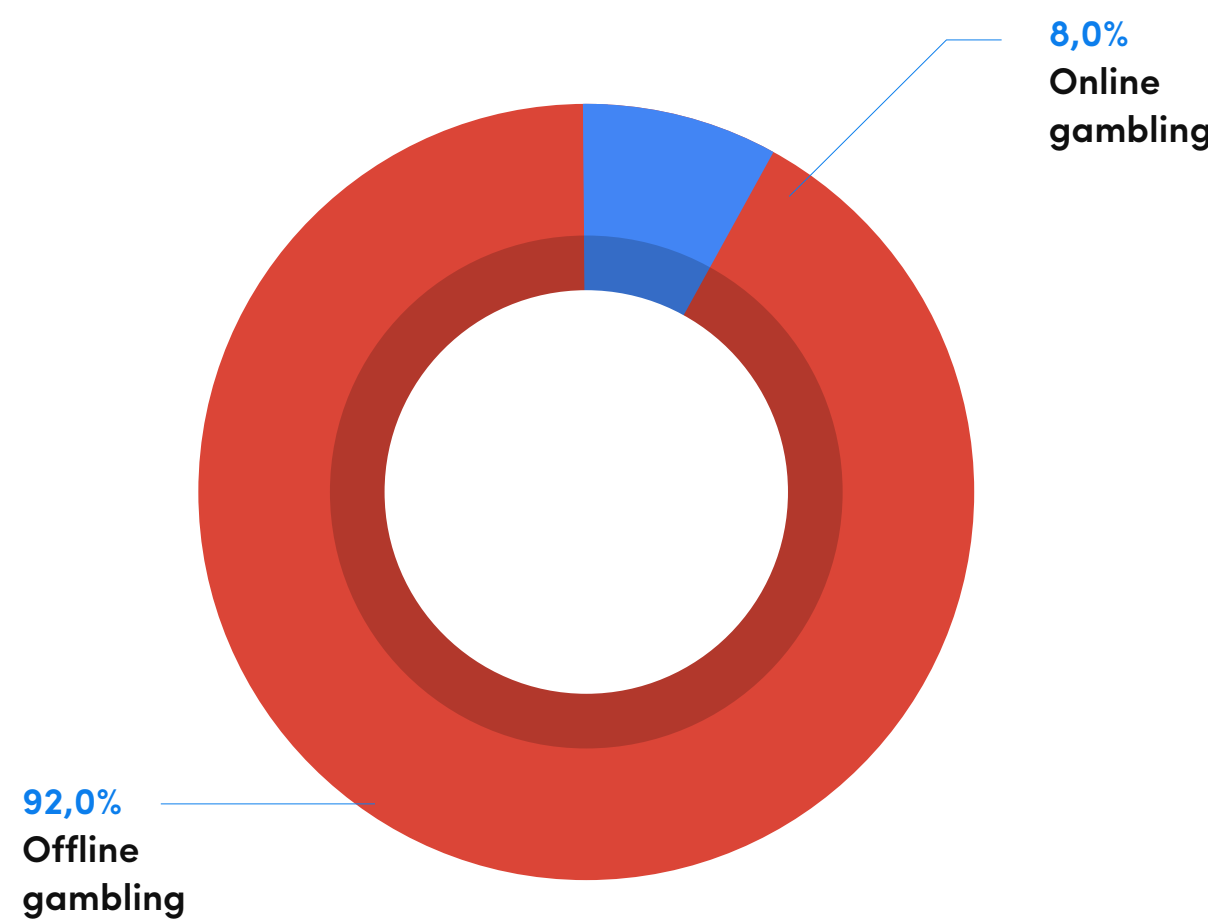
Our team expects that the online gambling industry will continue to increase its share of the total gambling market, increasing it from 11 percent in 2018 up to the expected share of 13 percent in 2022.

Target audience

Players distribution by age



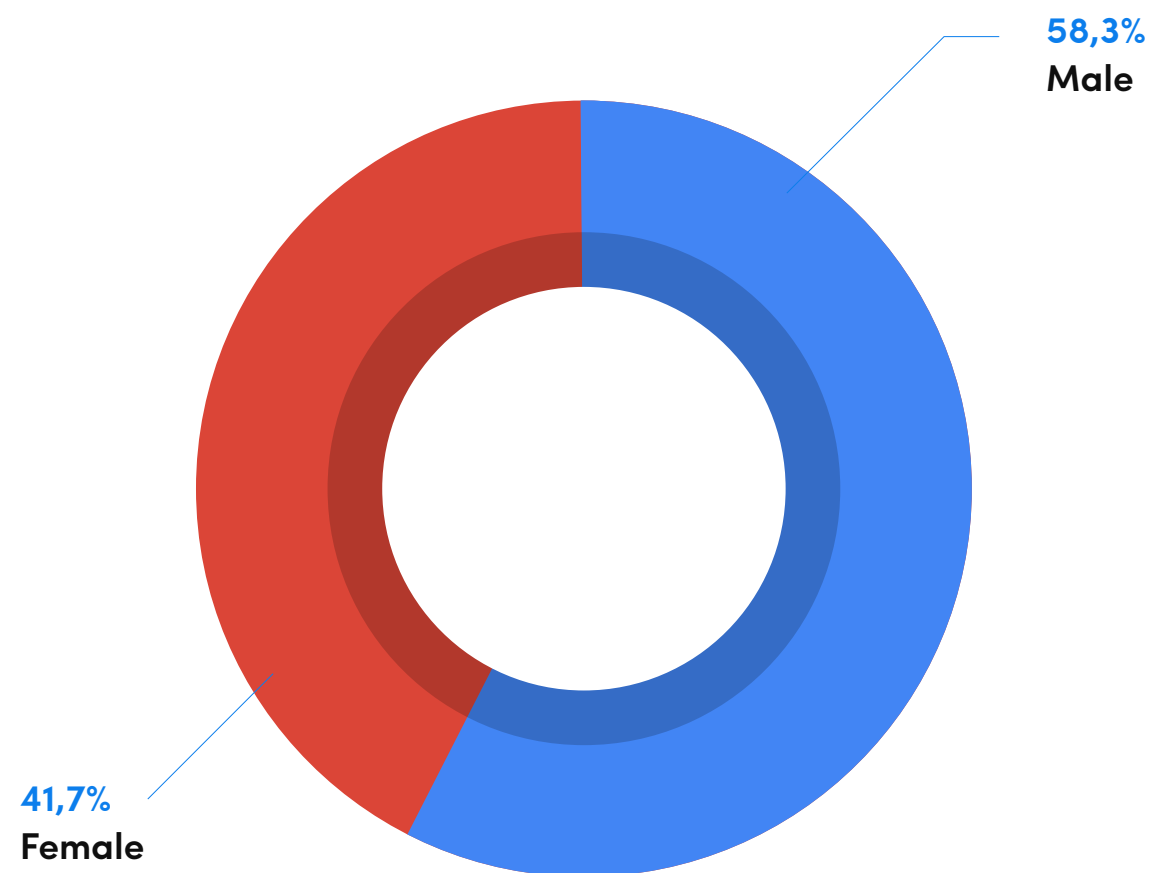
Players distribution by Online/Offline gambling



Market analysis



Players distribution by sex



Approximately 45 million people in the European Union play online gambling at least once a month. There are more men than women (58% vs. 42%) among them according to the survey.

Age categories of "55 to 64" and "25 to 34" show the biggest increase in participation in online gambling: for example, the growth is 21% in the segment of 55-64 and 24% in the segment of 25-34.

Nevertheless, the percentage of players has decreased among those aged 16-24 up to 16% in 2016 and up to 13% in 2017 in online gambling. The percent of online casino users has about 3.6 million people, representing approximately 8% of the industry.

Market analysis



About four of ten (44%) players have only one account on any online gambling platform, and it is more frequent in older age groups. Age segments 18-24 and 25-34 are more prone to use more than five accounts (17% and 18% respectively) based on the research results. It should be noted that men are more likely to have more than five accounts (15% vs. 9%) in comparison with women.

Audience distribution by the main motives for interest in online gambling

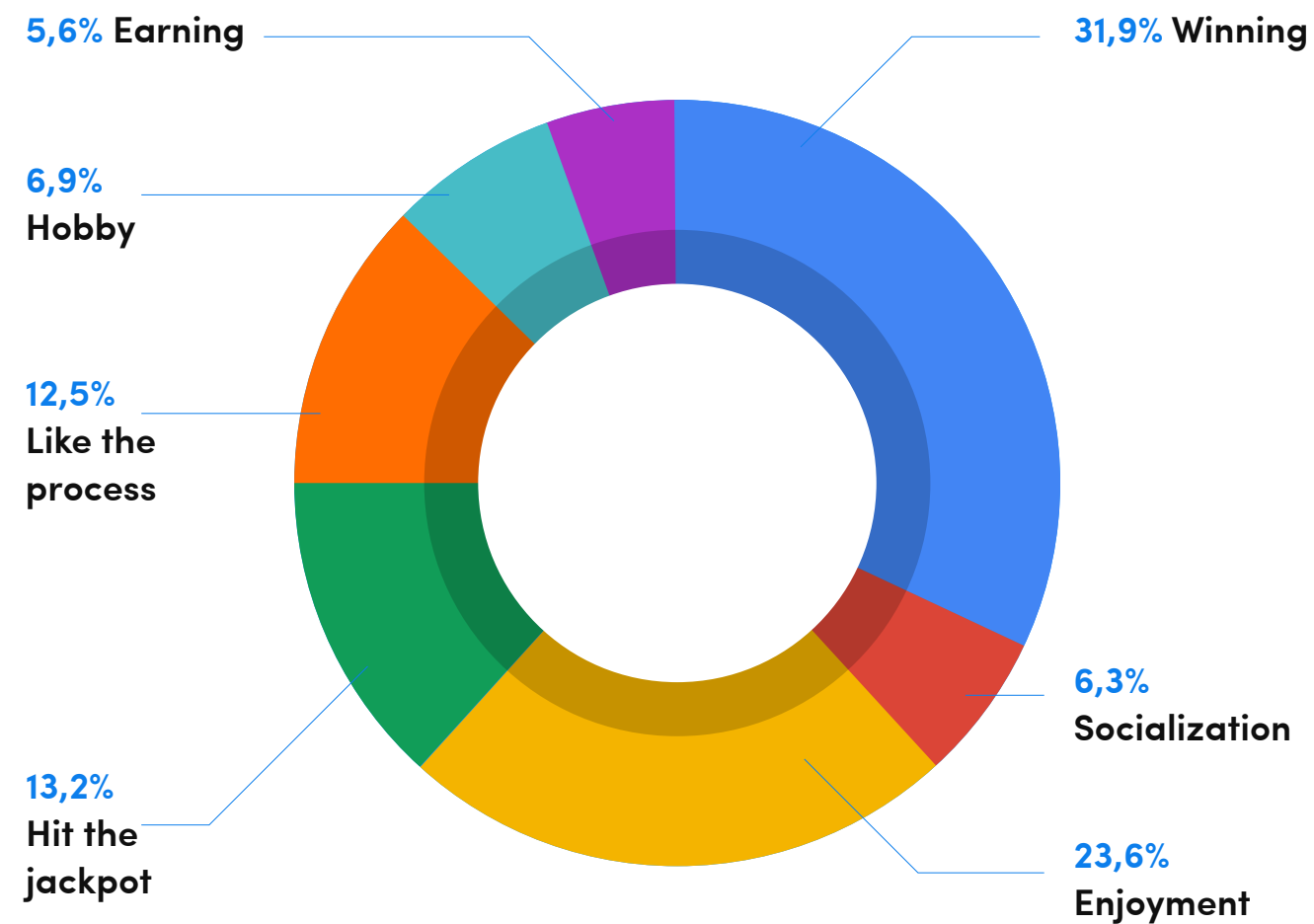
Users of gambling platforms play mostly for fun and a sense of victory. It should be noted that only for the sake of monetary gain or earnings only 13 and respectively 5 percent of players play. Socialization motive, for which 6 percent of the players play, is the promising factor. It should be clarified that there is no functional for socializing in classic online gambling platform. and if such opportunity is provided for users, it can increase the number of the platform users and the average bill.



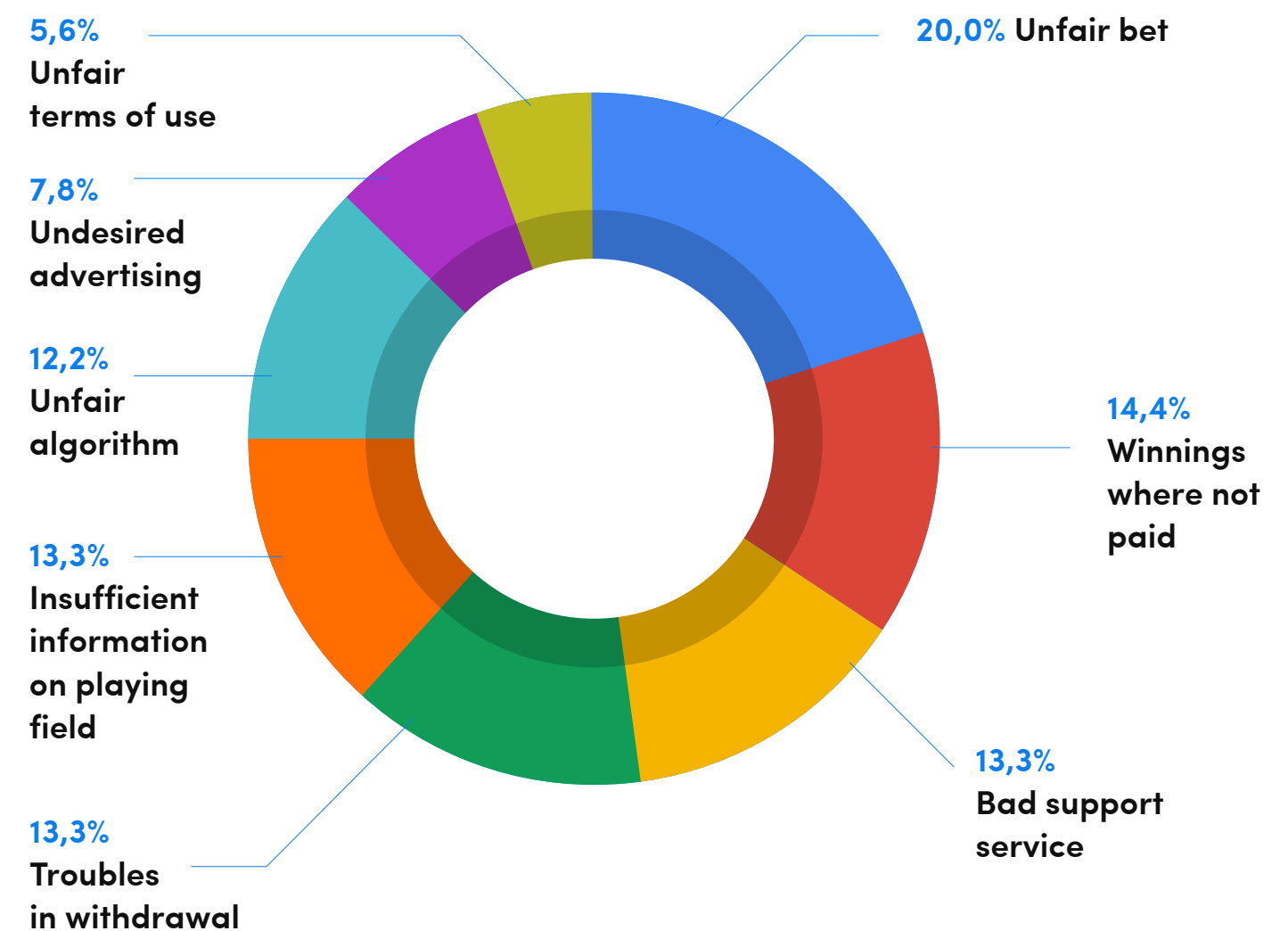
Market analysis



Motives of players



Things the users claim about



Market analysis



8% of the players have ever raised a complaint, other 5% would like to file a complaint, but did not do it for a certain reason. Most of the complaints have been filed in connection with the incorrect calculation of bets (20%). The following proportions of the players complained about the non-payment of winnings (14%), connected with customer service (13%) and withdrawals (13%) and also misinform on playing field via promotions and aggressive advertising (13%). Smaller proportions of complaints have been made against unfair algorithms (12%), undesired advertising (7%) and the unjust use conditions (5%).

Competitive analysis

In our opinion there are no direct competitors and analogues of CryptoWars on the market. However, we consider its closest competitors to be EU gambling holdings. There are more than ten of such holdings in Europe, we analyzed 5 of them that represent different types of holdings:

- Bet365 is the largest online gambling marketplace in EU, the one brand focused all kinds of online gambling.
- Betsson AB - an effective, but relatively small Swedish multi branded holding.
- GVC Holdings - a major British multi branded holding with growth problems.
- Kindred Group - a major Swedish multi branded holding, with high efficiency and without growth problems.
- MRG - one of the fastest growing gambling holdings.

Market analysis



We did not take into account the crypto casinos, since they have a very suspicious activity with signs of money legalization. Moreover, these casinos do not cover a significant share of the market and are very small in comparison with classic online gambling, and often do not support fiat currency, working exclusively with digital currencies.

	Bet365	Betsson AB	GVC Holdings	Kindred Group	MRG	Average
Revenue, million, EUR	3364	504.09	1 281.80	1 052.82	41,40	1 248.82
Revenue growth, 2018	26.09%	14.00%	8,00%	20.00%	36.00%	20.82%
EBITDA, in 2018	24.44%	27.77%	21.27%	22.37%	16.97%	22.56%
Active users	No data	668,000	No data	1568000	120000	No data
Registered users	35000000	14000000	No data	24900000	No data	No data
Number of submitted brands	1	17	24	11	8	No data
Direct traffic, %	56	69.78	64.63	65.1	57.5	62.60
Referral Traffic%	7	3.72	9.6	10.8	18.75	9.97
Search Traffic%	2	18.52	17.3	18.1	13.75	13.93

Market analysis



	Bet365	Betsson AB	GVC Holdings	Kindred Group	MRG	Average
"Traffic from social networks, %"	3	1.91	1.83	2.1	0.75	1.92
Mail traffic %	0	0.28	0.24	0.2	0,375	0.22
Cryptocurrency	No one has the support of cryptocurrency					
Strategy	There are no analogues, or even close game mechanics among games					
Affiliates	30% -50%	20-50%	25-35%	25-35%	25-45%	
Socialization	Holding tournaments and branded offline events					

Strengths of competitors:

- Huge number of games on platforms
- All types of online gambling are focused in one place
- Image of trusted brands
- Huge marketing budgets

Market analysis



Weaknesses:

- Lack of similar algorithms of the gambling strategy
- Winning depends on random algorithms
- Growing dissatisfaction of users concerning dishonesty of platform algorithms
(about 13% of users filed a complaint or would like to file it)
- Lack of cryptocurrency support

Advertising promises of competitors:

- Large and easy winnings
- Fast Payouts
- Reliable gambling operator

Weaknesses:

- Unique algorithm of the gambling strategy
- Winning depends on actions of the players
- Cryptocurrency support
- Team games with higher winnings and seasonal awards
- Referral fees for inviting friends to the game

Market analysis



Weaknesses of CryptoWars:

- New Product
- Lack of opportunities to make a scoop
- Less than 10 game modes

Opportunities of CryptoWars:

- The platform is free from disadvantages the users of the competitors complain of, that allows to win over up to 13% of the audience,
- The platform is able to attract those users whose main motive of the game is the opportunity to socialize,
- The platform is able to attract an audience that spends money on online games, but is not fond of gambling.
- The system of referral fees for attracting new users allows you to use an effective tool – direct marketing, which gives access to a new audience segment.
- Due quintessence of gaming and gambling, you can attract new users through the tools unavailable for classic online gambling.

Market analysis



Risks of CryptoWars:

- The users may dislike the gaming process
- The introduction of new regulations of cryptocurrencies and online gambling in the EU

Analysis of online gaming market: Purchasing behavior of the players

The survey of the behavior of online game players in 2014 from the Higher School of Economics found that players get satisfaction from various aspects of the game such as achievement, communication and immersive gaming process. While the results for all surveyed respondents show that gaming achievements have the greatest impact on the involvement of players in the gaming process, and are accompanied by inducement to socialization and a deeper dive.

The same analysis for people with different gaming experience confirms Bartle theory - players go through various stages in the game. Less experienced players (<1 year) get satisfaction from the achievements; Those who have played more than 1 year, increasingly appreciate the dive, but the achievements and chat also makes its contribution.

Separation of the survey sample in two groups depending on whether the funds are paid for the game by the participants or not, resulted in the following: those who prefer to play the games for free, appreciate all three of

Market analysis



motivations – achievement, communication and dive, while players who spend money on the game are generally satisfied with the achievements and immersion.

All it means that different players need to be approached in different ways – for experienced players and donors need to provide new content, constant development, news, opportunity of socialization and other game elements, which leads to the desire to open, adjust the game account, develop or execute a game role. Beginners, in turn, want to feel their progress.

Communication and socialization factors are important for all categories of users and are now perceived as a mandatory part of massive online games.

Blockchain in the gaming industry

In recent years, the potential of blockchain technology started to be realized, more and more sectors of the economy from the financial to the national security services, appreciate the benefits it can bring. We may so long go into details of the work of the blockchain technology and its various modifications, but we would like to focus only on its major advantages, namely to ensure the genuineness of the data in the information system when it is fully opened and when there is no single center. Online gambling industry as a whole lags behind other sectors in two to three years.

Market analysis



For example, in the field of finance R3 banking consortium has 80 global banks, and IBM is already creating blockchain technology that HSBC, Rabobank and 5 other global banks will use for the promotion of international trade for small and medium-sized enterprises. As for gambling, publications devote more and more articles to technology, and conferences, as a rule, hold sessions on this topic, but none of the major operators have yet begun to use the technology.

Potential of blockchain technology, however, allows online gambling operators to: optimize chargebacks, increase the trust of customers, limit the possibility of fraud, reduce administrative costs and create new types of games. In addition, after an explosion of interest in cryptocurrency they open up new opportunities for operators willing to accept them as a regular method of payment.

Crypto wars

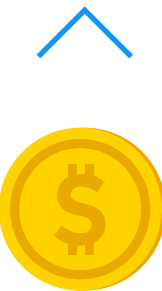
Fiat and Crypto currencies

- IT development and project improvement
- Affiliate Payments
- Marketing

Crypto Wars Token

Crypto Wars' CWT fund

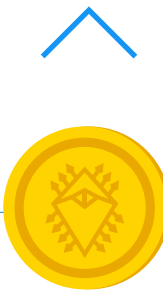
Player



Revenue



50% to buyback CWT at double the sales price



Reveue in CWT



50% burning until 5 555 555 555 CWT left

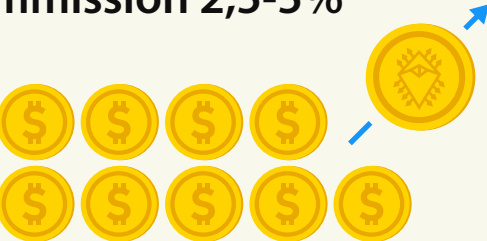
Purchase of game tokens at the exchange price



Game purchases



Payment of the game commission 2,5-5%





Product description



CWT (CryptoWars Token)

Terms of ICO

Token purchase is only available after the user has won a certain number of vouchers in the demo game, this is done in order to avoid speculative weak hands. Also the sale of tokens is possible by the application for the purchase and transmission of KYC, in this case, the purchase will be regulated by the contract, which also provides the restriction of speculative actions that could harm the gaming ecosystem, on the part of the purchaser.

Estimated IOE period: 14.07 - 4.08.2019

Emission: 11 111 111 111 CWT

Burning: 50% of the CWT spent on in-commission will be burnt until the amount reaches 5,555,555,555 CWT

Sale share: 30% of area reserve, 18% of sales during the ICO period, Balance will be reserved on the purse of the management company for the following stages of the ICO.

Technology: ERC20

Price: \$ 0.04 = 1 CWT

Restrictions: Purchase tokens is available only after receiving the 1000 vouchers in the demo version of the game or in the case of a successful review of the application platform for the purchase.



Product description



Functional and legal model of CWT

CWT is a key component of CryptoWars ecosystem and is designed exclusively for access to the platform and payment within the Gaming Commission for participating in a battle against another player. Participation in the battle without paying a commission to the CWT is impossible, that makes token an integral part of the ecosystem and the determining factor of its economy.

Based on the above utilitarian model of the CWT Estonia was chosen by us as the most favorable and crypto-friendly jurisdiction and CryptoWars OU company, on behalf of which CWT are issued and offered, was established.

Legal model of CryptoWars project

Estonia is opened to entrepreneurs from around the world and has a positive attitude to the companies with foreign investments. In addition, Estonia is recognized as one of the most developed countries in the IT field. Estonia is one of the few countries in the world where it is possible to obtain a license to work with cryptocurrencies. CryptoWars OU company issuing tokens received the following licenses for its activities:

«License for providing services of exchanging a virtual currency against a fiat currency.»



Product description



This license allows us to provide services of exchanging a virtual currency against a fiat currency and vice versa. Virtual currency, in the understanding of this license is any Digital value that can be transferred, sold or stored digitally and which is recognized as a legal tender by legal entities and individuals, but it is not official legal tender or monetary assets of any country.

«License for providing a virtual currency wallet service.»

This license allows us to provide clients with a virtual wallet, i.e. within such services crypto keys that are used to store or transfer virtual currency are either created or stored for the client.

Details of the Issuing Company:

Name: CryptoWars OÜ

Registration code: 14616880

Address: Narva mnt 7-634 Tallinn Harjumaa 10117

Registration date: 29/11/2018

Director: Kisilov Bohdan Olehovych

Obtained licenses: (1) Financial services, providing a virtual currency wallet service, (2) Financial services, providing services of exchanging a virtual currency against a fiat currency



Product description



Obtained licenses: Financial services, operating as a financial institution.

After the ICO is completed, all participants will receive CWT utility tokens, compatible with ERC-20 standard.

Operating company

The operating company is the main company on behalf of which CryptoWars online game is going to function. Funds raised at the ICO will also focus on the company's registration and obtaining the necessary license.

The project plans to register the company in the jurisdiction of Curacao Island. Curacao is a subject that is part of the Netherlands, which significantly increases the level of loyalty of potential players. Licenses for gambling activities are issued on the island since 2002, so there is a rich practice of obtaining such licenses for gambling projects of any level of complexity.

The most significant advantage of the jurisdiction of Curacao is that there is no distribution on the types of gambling - this feature allows you to get a single license for all types of gambling, which will make it possible to modify and improve the project, without a long process of formal negotiation of each innovation with the regulator.



Product description



Term for the license registration in Curacao takes about 4 months. The license can be obtained remotely, without the personal presence. The license is issued by the company authorized by the Gaming Authority of Curacao. There are only three such companies (Master License Holder) in Curacao:

Antillephone NV,

Gaming Curacao NV,

Curacao Interactive Licensing NV

For starting the process of obtaining a license, you need to register a company in a special economic zone (E-Zone) and the Chamber of Commerce of Curacao and to get a license for it.

The company shall have at least one director (individual or legal entity, resident of Curacao), as well as the local agent (who will be engaged in Curacao company management).

To obtain a license you need to get RNG certificate necessarily, in addition to the registration of the company and the placement of program code and databases within Curacao.

This certificate is issued by specially authorized company and confirms that the random number generator used in the



Product description



project base truly shows random numbers, and not artificially overestimates / underestimates the probability of winning / losing.

After receiving all the necessary documents, the list of which is unique to each individual case, the company with Master License, issues a license to the applicant company to conduct gambling activities.

It should be clarified that the tax bet of all companies registered in Curacao conducting gambling is 2% of the net profit of the company. Moreover, there is no VAT or sales tax in this jurisdiction.

Corporate structure

Since the implementation of the planned activities will require registration of two companies, namely the issuing company and the operating company, which will directly implement the project, the following table summarizes information on the corporate structure of companies for simplicity



Product description



The issuing company, CryptoWars OU, registered in Estonia performs the primary fund-raising during the ICO.

The issuing company is the parent company of the operating company and is expected to be its 100% shareholder.

The operating company planned for registration, Administers CryptoWar online game.

Mobile applications and Demo Game administration company.

Technical description of CWT and platforms

CWT is ERC20-compatible token and is developed on the basis Ethereum blockchain.

Technical description of the gaming platform

The server part (backend) of the gaming platform is written using following technologies:

1. Docker
2. Node.js + TS
3. NestJS
4. TypeORM
5. PostgreSQL
6. Blockchain platforms and payment systems



Product description



The front-end part of the gaming platform is written using following technologies:


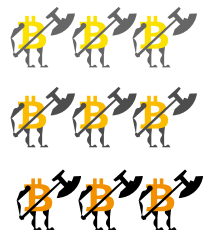





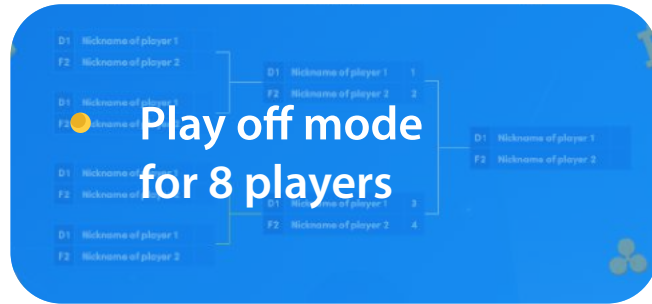




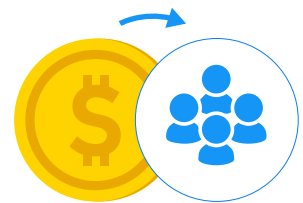
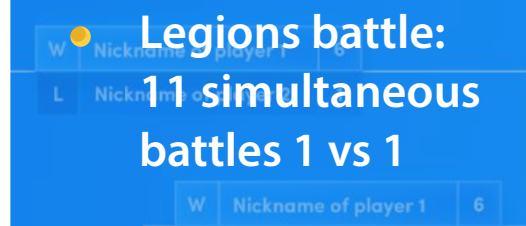


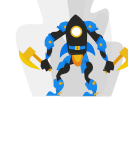
1. HTML
2. CANVAS
3. React JS
4. Redux
5. Redux-saga
6. Emotion

CryptoWars platform uses the following payment methods:

1. Bitcoin API
2. Ethereum API
3. Credit Card Payment

Player in the legion

Player

	Bet	Game modes	Prize	Add. functional
	 <p>Betting in fiat currency and cryptocurrency</p>	<div> <div> Arrange 100 soldiers  </div> <div> To capture 7 bases  </div> <div> Over 3 rounds  </div> </div> <div> <div>  1p. 30 cek </div> <div>  2p. 41 cek </div> <div>  3p. 40 cek </div> </div> <div>  <p>Play off mode for 8 players</p> </div>	<div>  <div> 150% <p>For the winner</p> </div> </div> <div>  <div> 50% <p>For the loser</p> </div> </div> <div> <div>  350% <p>1st place</p> </div> <div>  250% <p>2nd place</p> </div> </div> <div> <div>  100% <p>1/2 finals</p> </div> <div>  0% <p>1/4 finals</p> </div> </div>	<ul style="list-style-type: none"> Deposits for decreasing game positions Royalties for attracting the new participants Purchasing game skins Joint games with friends
	 <p>Opportunity to invest in teams</p>	<div> <div>  <p>Legions battle: 11 simultaneous battles 1 vs 1</p> </div> <div>  <p>Legions battle: Play off mode for 16 players</p> </div> </div>	<div>  <div> 150% <p>For the winner</p> </div> </div> <div>  <div> 40% <p>For the loser</p> </div> </div> <div>  <div> 10% <p>Seasonal Fund</p> </div> </div>	<ul style="list-style-type: none"> Legion treasury Joint legion decisions adoption Seasonal awards to the participants Offline tournaments



Product description



DESCRIPTION OF GAMING PROCESS

The player needs to place 100 soldiers in 7 blocks for 3 rounds so that at total he could take more units than the opponent.

The fight passes three round and lasts 111 second (Opening of 3 units (30 seconds), Opening of 2 units (41 second) and Opening of last 2 blocks (40 seconds)).

The minimum possible value for placing soldiers in the block is 1, and the maximum is the remaining amount of soldiers excluding the mandatory minimum values in the remaining blocks.

If a player has not filled units after the set round the block is filled automatically with the minimum possible value and the transition to the next round occurs.

When you open the blocks, the soldiers placed in them begin to battle for the block. The block engagement is performed by the detachment with a large number of soldiers.

After the battle is completed, the winner receives a reward (his bet + 50%), and the loser loses 50% of the bet.



Product description



After the battle, any participant can call the opponent for revenge, and if the opponent agrees, and the balance of both players meet the conditions of the fight, the fight will be repeated.

Battles provide a draw, if the number of blocks captured by players is equal after the third round. In this case, the players are invited to replay the fight and in the case of mutual agreement – the fight is replayed, but if someone from the players refuses to replay, that player loses.

The game also provides a tournament battle. 8 persons participate in the tournament on the basis of playoff.

Fights in the tournament take place in parallel. Before the start of each stage 30 seconds are given for the player to prepare. In case of a draw, the fight is replayed and future opponent awaits the winner.

After the tournament appear the standings with the results and rewards are shown:

1. 350% of the bet for the first place,
2. 250% of the bet for the second place,
3. 100% of the bet for getting into the semi-final (3,4 place)
4. Losers lose everything in $\frac{1}{4}$.



Product description



Legions

The player with the rank of Centurion can create a Legion (obtaining the rank of Legate), or a player, who put \$4200 on a special account in CWT. Legion is the union of the players with a single name, its own emblem, control system, total budget (treasury), which can be output from the game at such a decision by the legion government.

Treasury of the Legion is a multicurrency wallet, assigned to the legion, with the possibility of arrival of the award based on the season results, with the percentage of fees of personal battles of Legion players. Legions can participate in battles of legions.

Preparation for the Battle of Legions

Member of the Legion can start creating the team, and then the Team room is created, which is available in the Battle of Legions of the entire personnel of the Legion, and the player who created it becomes the Team leader.

The Team leader chooses: a league in which the team will fight: Limitanie (the bet of \$ 400), Comitatuses (the bet of \$ 800), Palatines (the bet of \$ 4,000), Praetorian (special bet, which depends on the specific conditions of the season).

Limitanie League, Comitatuses and Palatines are the usual leagues, and the Praetorian league is a separate.



Product description



Joining the team:

When choosing Legion Battle, the player can join the battle as an investor and / or as a player.

When joining the team as an investor, you specify the bet and the percentage you take if your team wins (110-150%). The system, automatically indicates how many CWT will be charged as a fee. Until the moment of engagement, an investor can change his bet and / or a percentage taken.

When you join as a player, the you specify a primary or the secondary squad (for Praetorian league only) and hero to play. Before engaging in the battle, the player can change his conditions.

The Team leader, can approve or not approve players and investors. Only confirmed participants can take part in the fighting.



Product description



Mechanics of the battle in the usual league

The tournament involve 22 people (11 from each Legion) on the basis of 1 on 1 duel between personal personnel of different legions.

In case of a draw, the battle is replayed.

The Legion, the members of which win the most number of blocks during the battle, wins.

The distribution of awards between the participants is performed as follows: the winner of the Legion receives 150% of the bet, 10% is directed to seasonal fund of the league, the loser gets 40% of his bet.

If the player leaves the game, he loses, and all 7 blocks shall be scored to the opponent.

Draw is awarded if the number of blocks captured by players is equal at the end of the third round. Players are invited to replay and in the case of mutual agreement - the battle is replayed, if someone refuses to replay, he loses. Moreover, the future opponent awaits the outcome of the battle in the next stage. In case of refusal to replay the draw fight, all 7 blocks shall be scored to the opponent.



Product description



Mechanics of the fight in the Praetorian league

The tournament involves 16 people on the basis of the playoff.

The four stages of the battle (1/8, 1/4, 1/2 and final) occur in parallel one-on-one duels, according to the above mechanics. However, unlike other tournaments, before the stage participants are given 2 minutes to prepare for the battle. In case of a draw, the battle is replayed in the next stage, and the future opponent awaits the winner.

The legion, the participants of which score the most number of capture points, wins (See Capture points in the Ratio table).

Distribution of awards is performed as follows: Legion winner receives 150% of the bet, 10% goes to fund seasonal league, the loser gets 40% of his bet.

Tournament points are assigned to the Legion on the following basis: (10 tournament points for winning + the number of the blocks conquered by participants multiplied by the Ratio of Guild tournament points), the loser gets a number of tournament points, which is equal to the number of members of the conquered blocks multiplied by the ratio of tournament points.



Product description



Tournament points are assigned to the player in the personal tournament ranking on following basis: the number of blocks conquered by the participant multiplied by the Ratio of personal Tournament points + 2.5 for each won fight.

Seasonal awards

Each season is a season of the year (Spring, Summer, Fall, Winter) with a break in the first and the last day of the season, when the fighting stops, awards are distributed and features of the next season are announced.

Awards distribution takes place on the last day of the season.



Development strategy



Advertising channels

CryptoWars team plans to use four main marketing channels: the purchase of targeted traffic, SMM-promotion, event-marketing and situational marketing.

1. Purchase of targeted traffic:

From our experience, gambling-marketing projects are based on the purchase of targeted traffic. The main costs (90% of the marketing budget) will be incurred in order to attract users, and will be directed to a large-scale advertising campaign in the CPA networks. After the market analysis, including commercial traffic proposals of traffic sellers, the team found that the average cost per user of gambling sites, who are ready to make money for their participation in the game is \$ 200.

The team expects that the cost of purchase of targeted traffic will be diversified among several major traffic providers such as Admixer, Ad Supply and Media Math, the payment is made for users who bring the money to the platform.

Development strategy



2. SMM (Social Media Marketing)

The second marketing channel after the purchase of CPA traffic is SMM (creation of various content, placing at bloggers) that in view of the advertising policy of social networks will act not as a channel for the traffic purchase, but as a platform for content marketing and viral advertising, which minimizes costs. It is expected that the cost of attracting users who make a purchase in an online game, will be less than \$ 170 (the project team plans to allocate for SMM 5% of monthly marketing budget).

3. Event-Marketing

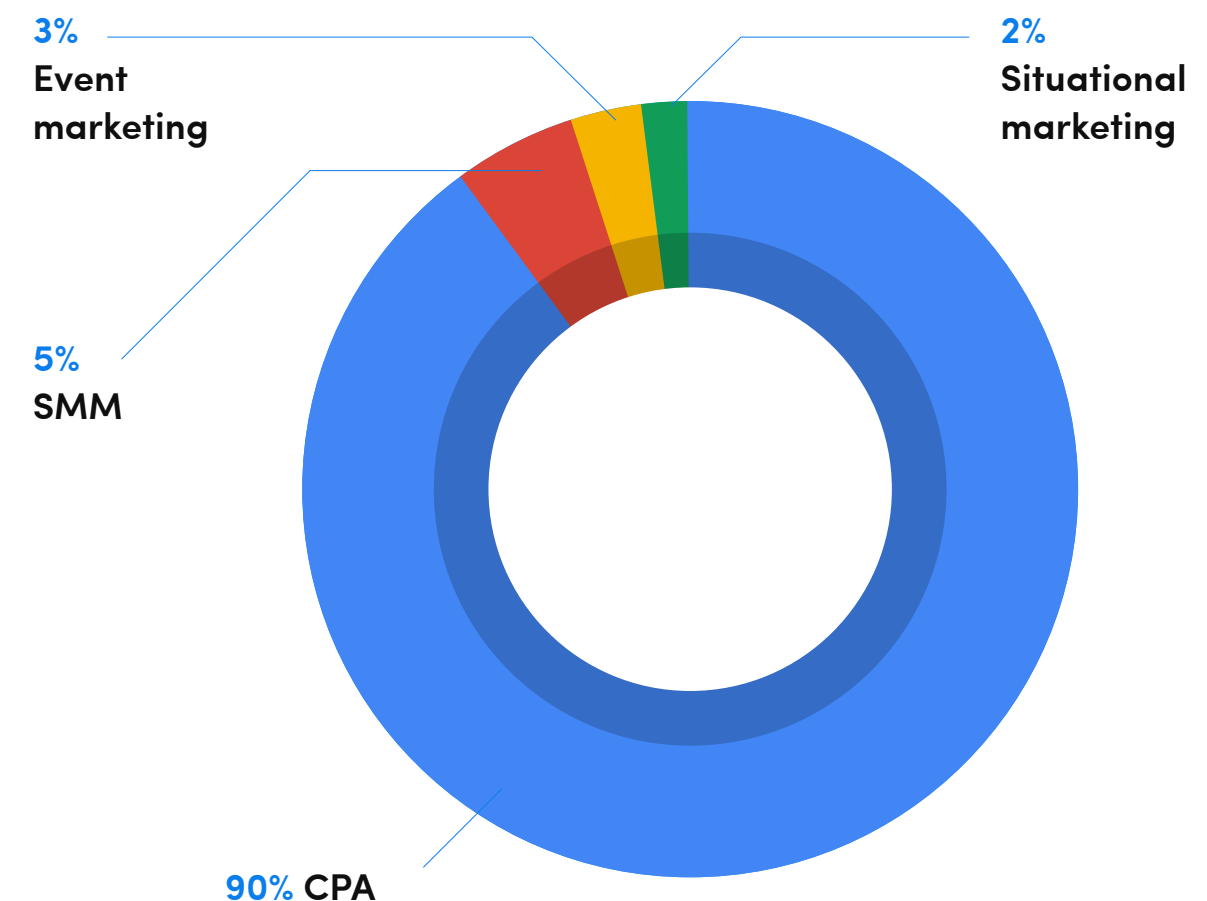
In view of the fact that the game platform provides for the payment of remuneration to attract players and tournaments together with increased reward, these tools provide the possibility of using direct marketing channel. To activate the direct marketing channel, regular offline events are needed for the development of the food network. The team plans to carry out the organization of such events, and commit 3% of the monthly budget for Event marketing and organization of events.

Development strategy



4. Situational marketing

Since that CryptoWars project belongs to the industry of online gambling, but it is not a casino or betting platform, as the result depends entirely on the skills of the player, CryptoWars has no such restrictions on advertising channels, caused by moral aspects of gambling. Every month the team will carry out research of new marketing channels, such as the publication of press releases, situational marketing, cross-platform promo of BTL activities, etc. The team plans to commit 2% of the monthly budget for such operations.





Development strategy



Crypto Wars Platform Software Bus



Security modules

- KYC providing
- Anti fraud services
- User verification tools



Financial modules

- CWT Smart Contract
- Multicurrency wallet
- Asquirers integration system



Game modules

- Legion administration system
- Affilaite system
- Battles system
- Legion battles system
- Visual elements management system



Development strategy



ROADMAP



**Demo version launch
IEO announcement**
25.06.2019



IEO
Full version pre-registration
In period from 14.07 to 4.08.2019



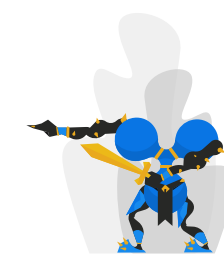
- Demo version development and closed test
- CWT sales for private buyers
- IEO negotiation
- Marketing campaign preparations

- Full version development
- CWT sales for demo version players
- Test CPA campaigns
- Affiliate networks involving
- PR activities

First offline seasonal tournament
In period from 21.11 to 31.11.2019



Full version launch
In period from 10.08 to 05.09.2019



- Market campaign for full version
- Product improvement

- eGambling License accreditation
- PR activities for full version launch



Development strategy



TEAM



Director & Founder

Bohdan Kisilov

Early blockchain Adopter



Development strategy



TEAM



Product director

Maxim Slizkoukh

Max has experience in concept development for digital products and optimization of business processes.

Strengths of Max:

- creation and launch of digital products
- optimization of business processes
- analytics

Among projects of Max there are the following: ACS - strategic consulting services, business integration of Prozorro digital procurement system, K&K Group - improving digital products, Affect - the creation of the product concept of viral marketing.



Development strategy



TEAM



Marketing Director

Igor Rusetsky

Igor is an expert in the creation, digital asset management and development in the areas of business as pharmaceuticals, logistics, manufacturing, wood processing, consulting, real estate, energy, and also has extensive experience in the hotel industry.

Igor has the following strengths:

Management of projects for asset transformation in order to improve their effectiveness. He participated in joint projects with the EBRD and BCG.

He participated in the development of an operational strategy and launch of resource efficient production.

Igor has experience as a project manager in the following companies: PwC, VTB Bank, Globus Bank, Zammler, Ecopharm, Palma Group Companies, Kriger, DTEK Kyivenergo.

Igor held the positions of Chief Marketing Officer in Result (project for the establishment and development of an umbrella brand); director of strategy and marketing In Time logistic, operational director at Fairmont Grand Hotel.



Development strategy



TEAM



Business Analyst

**Bohdan
Nikolaienko**

The implementation and development of projects in finance, real estate, hotel business, the head of a number of successful international, investment and export projects.

Strengths of Bohdan are the following:

- Market analysis and implementation of successful business strategies;

- Analytics and optimization of business processes;

- Financial modeling;

- Creation and implementation of strategies for bringing companies to foreign markets.

Among the projects of Bohdan there are the following: experience of a manager of international and export projects in Bella Trade (TZMO Groupe), Galicia (TB Fruit), Manorm (Vik-A), Magnetik, Small fruits, Ukrpharmexport, Omnifarma, U-Berry, Limo, has the experience in the Bank4YYOU, VTB Bank, Bank Globus, Kriger, Ecopharm.



Development strategy



TEAM



Business Analyst

**Roman
Tarnovetsky**

Roman has extensive experience in financial analysis, tax audit and consulting in Deloitte, Aston Financial Services, Sales Capital, as well as SFS Kyiv and Kyiv region.

Roman obtained MBA degree (Master of Business Administration) at Kyiv School of Economics (KSE)

Strengths of Roman are the following:

- Analysis and optimization of business processes;
- Business intelligence and financial modeling;
- Development of business strategy and conducting market research

Roman has experience in the following companies: Bank4YOU, TaxFree4U, VTB, Krieger, "Ecopharm" Struktum, Globe Bank, Kernel, Struktum, Globus Bank.



Development strategy



TEAM



BDO (Business Development Officer)

Maxim Balym

Maxim has extensive experience in business development, there are the following projects, prepared by him: ACS, Association of Enterprises and Industrial Suppliers for Public Requirements



Creative Advisor

Nuri Gulver

Former creative director of PornHub, has experience in international advertising campaign management of PornHub.

PARTNERS



Mix Digital

Advertising agency that provides services to medium and large businesses, helping our customers to achieve new heights.



Admixer Technologies

International company specializing in the development of its own products in the fields of advertising and information technology.



Law firm
Yaroslav Popov
& Partners

Provision of legal services in the field of IT / IP



Vintage

Included in the list of the top 30 global Internet agencies according to the Awwwards.

Legal information and disclaimer



General information

CWT cannot be legally qualified as a security because it does not give its holders any rights for participation (CWT are not shares and do not give the right to participate in the general meeting of CryptoWars OU), dividend distribution or receiving any payments from CryptoWars OU. Sale of CWT is final and CWT is not refundable.

CWT have no functional characteristics or a certain value beyond CryptoWars ecosystem. In addition, CWT should not be used or acquired for speculative or investment purposes. The purchaser of CWT is aware and agrees that no national laws on securities and on the turnover of securities, which guarantee investors' rights, including the right to adequate provision of full information, on required examination of proposals from the competent state authority, are not applicable.

Anyone who purchases CWT, agrees that he / she carefully examined this document (Whitepaper) and fully understand and accept all the risks and costs, without exception that are, or may be associated with the purchase and / or receipt of CWT.

Legal information and disclaimer



Required knowledge

The purchaser of CWT when making a purchase agrees that he / she has considerable experience in the field of cryptocurrency and technology of distributed registry (blockchain), as well as that he / she fully understands the risks associated with the ICO, as well as with trafficking of cryptocurrency and storage of cryptocurrency.

CryptoWars OU is not responsible for the loss of tokens or situations that occur on the fault of the purchaser due to which it is impossible to gain access to CWT (including, but not limited to, loss of access to the cryptocurrency wallet), which may arise as a result of any actions or inactivity, as well as in the case of hacker attacks on CryptoWars OU.

Risks

Purchase and storage of tokens are associated with various risks, in particular planned to create a product for the realization of the goals cannot start its activities and / or develop a product (online game). Therefore, before purchasing CWT, each person concerned should carefully examine and consider the risks and costs associated with purchasing of CWT on the ICO and, if necessary, to obtain any independent advice on the matter

Legal information and disclaimer



Any person concerned who is unable to accept or understand the risks associated with the activities of CryptoWars OU or operating company planned for creating (including the risks associated with non-development of ecosystem and CryptoWars online game), or any other risks specified in the terms of sale of CWT, should refrain from purchasing CWT.

The purchaser agrees that CWT are provided under the principle of «as it is» and «as available», without any expressed or implied warranties. Any loss or damage, including loss of any property, loss of income or loss of profits, loss of or damage to data, hardware or software (as well as direct, indirect, punitive, actual, or other potential losses) arising from any use or inability to use CryptoWars ecosystem.

Important reservation

This document (Whitepaper) should not be considered and cannot be considered as an investment memorandum (prospectus). This document is not, in no way affiliated with, and should not be considered as a proposal of securities in any jurisdiction. This document does not include or does not contain any information or instructions, which may be considered as a recommendation or that can be used as the basis for any investment decision. CWT are purely functional (utility tokens), which can only be used in CryptoWars ecosystem and are not proposed for investment purposes.

Legal information and disclaimer



CryptoWars OU also provides investment advice, as well as advice on any legal, tax or financial matters. Any information in Whitepaper is provided for informational purposes only, and the CryptoWars OU company makes no warranty as to the accuracy or completeness of the information.

The purchaser of CWT should keep in mind that regulators around the world scrutinize any transactions related to the cryptocurrencies. Because of this, the introduction of certain regulatory measures, investigations or other actions can affect the activity of the CryptoWars OU company and / or operating company, planned for creating. Moreover, in view of the fact that the implementation of the project depends on obtaining a license to offer online gambling on Curacao island, CryptoWars OU and / or operating company planned for creating cannot guarantee the absolute probability of obtaining a license to offer online gambling. Any person who undertakes to purchase CWT, should be aware of the functional of CWT. Also, the purchaser of CWT agrees that this Whitepaper can be altered or modified, not least because of the conducting of the new regulatory requirements.

In these cases, the purchaser of CWT acknowledges that neither CryptoWars OU, nor the operating company planned for creating, nor any of its affiliates should be liable for any direct or indirect loss or damage caused by such changes.

Legal information and disclaimer



CryptoWars OU, however, makes every effort to start its activities and to develop CryptoWars ecosystem and online game. Anyone who purchase CWT, also recognizes that CryptoWars OU and / or the operating company planned for creating does not give any guarantee that the project will be able to achieve this goal.

Representations and warranties

By participating in the ICO, the purchaser agrees with the above provisions, and in particular, he / she represents and warrants that he / she:

1. Has carefully read this Whitepaper;
2. Fully agrees with the content of the Whitepaper;
3. Has the full right to purchase CWT in accordance with the laws practiced in his / her jurisdiction at the place of residence of the purchaser;
4. Lives in the jurisdiction that allows CryptoWars OU to sell CWT through ICO, without requiring to obtain any local permits;
5. Will not participate in the ICO to carry out any illegal activities, including, but not limited to, money laundering and financing of terrorism;

Legal information and disclaimer



- 6. Has sufficient knowledge of the nature of cryptographic tokens and has significant experience and functional understanding of the distributed registry technology;
- 7. Purchases CWT, exclusively for the use of the purchased CWT in the ecosystem;
- 8. Does not purchase CWT for investment purposes.

Disclaimer

The information provided in this document is not comprehensive and does not imply any contractual relationship. This document is provided for informational purposes only. The content of this document is not legally binding for the initiating company (CryptoWars OU). The document is not an investment prospectus and may not contain relevant information.

Practiced law and arbitration

Any dispute or controversy arising out of or during the sale of CWT are allowed by the courts of Estonia, and all relations are governed by the legislation of Estonia.



**CRYPTO
WARS**

Contacts

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