

CODENAME: OPENGENESIS

WHITEPAPER V1.0.0

MYETHERSPORTS S.R.L. | 4/4/2018 https://www.myethersports.com

contact@myethersports.com

Table of Contents

1. Abstract	 	2
2. Line between gambling and betting	 	2
3. Market research	 	2
4. Competition	 	2
5. Problems with online gambling	 	3
5.1. Privacy	 ·····	3
5.2. Security	 	3
5.3. Secrecy	 	3
5.4. Gambling addiction	 	3
6. Solution and technology		
6.1. Current technology	 	4
6.2. MyEtherSports 2.0	 	4
7. Features of OpenGenesis platform	 	5
7.1. Social features		
7.2 Accurate content	 	5
8. Potential issues		6
9. GEN token	 	6
10. DAICO (DAO + ICO)	 	7
10.1. How and when	 	7
10.2. 90% Refundable	 	7
10.3. Every vote counts		7
10.4. SuperMajority	 	8
10.4. Affiliate Program	 	8
10.5. Security measures	 	9
11. Funds distribution	 	9
12. Marketing	 	10
13. Who we are	 	10
14. Roadmap	 	10
15. Find Us on social media		10

1. Abstract

It is hard to deny that illegal online gambling has become a big problem and therefore became highly regulated. Placing regulations and tax the hell out of it is unfortunately not enough, as overprotection and over taxation can sometimes have a negative impact on consumers. It limits competition and drives people off to illegal sportsbooks that may provide a better service, more sports or offer better payouts. Valuing those things over privacy will eventually end badly, but why cannot we have a platform with all those things? As it turns out - we already can. With blockchain on the rise it is the perfect opportunity to redefine how a sportsbook should look like. Secure, anonymous, and fair.

2. Line between gambling and betting

Increase in gambling among regular citizens made gambling highly regulatory in many countries, leaving loopholes that are yet to catch up with trends. Today such loopholes allow for the grey market to exist, which currently is bigger than ever before, and can lead to all sorts of shady activities.

As far as regulatory bodies are concerned, the line between gambling and betting is usually very blurry and not well defined. In some jurisdictions betting can be classified as a game of skill that relies on either skill or statistics, rather than pure luck, which is what gambling is all about.

In our view betting is a way of directly supporting your favorite teams and getting rewarded as they get rewarded, making it feel like you are part of that team if just for a moment. Some might say "People can support teams by purchasing their merchandise products directly" which is only profitable for big established brands.

3. Market research

Entering an already established multibillion dollar market sure doesn't sound easy, some might say even impossible considering how much budget it requires. Sportsbook software usually goes for tens of thousands of dollars just to license and creating one from scratch may cost even more than that. Targeting audience all around the world can be a challenge on its own both legally and financially, especially when each country has

its own set of regulations when it comes to betting and gambling in general. It is always better to target a specific group of people at first and then go from there.

Our primary target group is of course blockchain enthusiasts who are constantly looking for new ways to use, spend or further invest their cryptocurrency without going through a procedure of converting it into fiat.

The second group on the list is e-sport bettors who converted to bitcoin betting after that skin gambling fiasco¹. It is unfortunate how many people lost their items because of a few bad actors. It is a perfect example of how centralization can have a negative impact on the industry.

That's where we come in. Our platform will be the first of its kind on the market, fully decentralized, completely self-governed, and immune to any potential regulatory actions that might get thrown at it.

4. Competition

As in any other market there is always competition, and competition is healthy for any market. Competition motivates us and makes us stronger. There is already plenty of competition to learn from, but not all of them are flawless, despite having a big team, large budget, or a gambling license.

As for our direct competitors there is little to none, taking into consideration that most of them are still in early development, giving us a slight edge while entering this market. Writing backend in Solidity² can give a huge competitive advantage, as Ethereum VM (Virtual Machine³) or EVM for short is not directly tied to Ethereum and is used in other faster blockchain platforms, such as Rootstock⁴ and Hedera Hashgraph⁵, just to name a few.

¹ https://en.wikipedia.org/wiki/Skin gambling#Lawsuits

² https://en.wikipedia.org/wiki/Solidity

³ https://en.wikipedia.org/wiki/Virtual_machine

⁴ https://www.rsk.co/

⁵ https://www.hederahashgraph.com/

Unlike most projects that create their own play currency just because they can, we believe that new users should not have to deal with learning new things or having to go to an exchange just to place a bet. Since majority of people who are in crypto know how to handle Ether or Bitcoin, the probability of them having disposable Ether or Bitcoin already in their wallets is very high. We put convenience first before anything else.

5. Problems with online gambling

Gambling today has numerous issues, both technical and legal. Many online casinos and betting sites in general are unregulated and it is those sites that are becoming more popular among casual bettors. Some countries even go as far as to support anti-consumer practices, like allowing monopoly on gambling, making it impossible for anyone to enter the market outside of the country. This selfishness of having monopoly puts an average consumer at risk because these regulatory actions only make illegal market to bloom even more, as we humans by nature like to have a personal choice, and they choose where they're treated best. Because of this phenomenon most people have personal preference when it comes to dressing, hairstyle, favorite restaurants, or even favorite browser and operating system.

5.1. Privacy

With a centralized sportsbook there is always a question of privacy. Not only that people's money is at risk, but also their identities, as any licensed betting site must follow the KYC "Know your Customer" policy which requires to conduct a procedure of ID verification, revealing enough sensitive information for ID hijacking by anyone who has access to it. Since everything is uploaded and most likely stored on a central server, it may fall into wrong hands. You wouldn't want anyone to know how much you've won, when you're going online, and where you live, do you? Until there is a more secure and efficient way to verify identities (like government approved wallet addresses) we have no interest in putting resources for such a repetitive and cost not cost-effective task.

5.2. Security

It doesn't necessarily mean these sites don't care about security. In fact, quite the contrary. Online betting sites

spend millions on software and care too much about THEIR OWN safety, and usually protect themselves first by making users agree to their Terms of Service that basically grant them permission to do whatever they want. In some extreme cases it comes down to users not having any rights at all, accounts being suspended without any prior notice, odds changed for already placed bets, and other shady activity imaginable that should be considered illegal and yet isn't.

5.3. Secrecy

Another issue that may or may not be obvious is that software that is powering a centralized system may be silently working against users. An algorithm that appears random may not actually be random at all, but always favoring house in some way or another. Imagine, if the algorithm truly was random, half of the casino sites would bleed money and eventually declare bankruptcy. These algorithms are usually never disclosed for obvious reasons, such as house margins or odds of dropping ingame items. Fortunately, countries like China already have begun to regulate these predatory practices by making game creators and gambling operators to disclose true odds. Otherwise, without knowing the algorithm under the hood, they can adjust it on demand to boost their profitability.

5.4. Gambling addiction

As we all know gambling addiction is a real problem, which obviously cannot be ignored. Human beings are irrational creatures and can make bad uncalculated decisions that are driven by emotions. This type of behavior can make a player lose everything in a blink of an eye. Most sportsbooks (especially illegal ones) don't have it in their nature to prevent such players from playing, instead they use every trick in the book to maximize their profits. On a positive side, some sportsbooks have a hidden feature that acts as a panic button and allows users to temporarily lock their own accounts. We however want to approach this problem differently, by allowing the system to detect potential losses upfront and suggest a different betting strategy and show tips from professional bettors who have good record.

6. Solution and technology

Our goal is to design a reliable system that players can trust. But how do we make a system reliable?

6.1. Current technology

As the first general rule, such system must be immutable. Immutability⁶ is they key of making a system secure and prone to changes. This prevents unwanted alterations to the database.

Secondly, a system should be self-sustained⁷ to be reliable. If a system is relying on an external source of input data, such as an oracle and cannot function without it, then that system cannot be considered reliable. Such input data could be time, random number generator, stock price, or outcome of any real-life event.

Lastly, a system should be distributed⁸. A non-distributed system suffers from a single point of failure, limited bandwidth and memory, poor security, etc. A distributed system is a system that appears as one but consists of many independent subsystems that can enter or leave the network at their own discretion.

An example of such system is Ethereum which happens to be our platform of choosing for the OpenGenesis platform. Ethereum is enough to store small permanent pieces of data, such as account balances, but for larger data structures such as images it is very costly and inefficient. To work around this problem, we're using IPFS (Inter Planetary File System) to store image data. It works like a big distributed hash table of reverse hashes. Uploading a file means finding a hash of its content and using that hash as a pointer. Loading times are much faster and it costs nothing to store temporary data. We are using IPFS to store team logos and event thumbnails, streaming them in chunks.

6.2. MyEtherSports 2.0

Sadly, in practice Ethereum is extremely slow and shows signs of centralization, which is why we have plans to

migrate to a different network and ultimately design our own network that will use the best innovations to date, such as Block Lattice (used in Nano) for lightning fast transactions, a sandboxed smart contract environment and a Virtual Voting alternative in case a resolution between nodes is needed. It is possible to achieve self-coordination and reach consensus without voting or staking. Since the algorithm that utilizes that technique is currently protected by an U.S. patent, we will design our own alternative to not to infringe on their patent. All these technologies combined can help us achieve the goal of making the ultimate betting platform that can outperform competitors and make it both fast and feeless.

To push it even further we plan to have a tight integration with Godot Engine⁹ which is very portable and has a great core architecture, allowing us to build cross-platform node and wallet software for our next generation betting platform. The gaming industry can benefit from this due to Godot being primarily a game engine. This will allow game developers to use our tools to create decentralized games that can either have their own network or join ours, adding more computing power and making our network more secure. We want these networks to be able to talk with each other, for example allow some game items to be transferred to another game that supports it or allow games to utilize GEN tokens for internal economy, which eventually will be transferred from Ethereum public ledger. We want GEN tokens to be transferrable between both our platforms using an automated Atomic Swap¹⁰ technique. There are no reasons two platforms cannot co-exist, which one will become dominant will come down to user preference.

We will cover this more in depth in our second whitepaper after the R&D (Research and Development).

⁶ https://en.wikipedia.org/wiki/Immutable_object

⁷ https://en.wikipedia.org/wiki/Self-sustainability

https://www.techopedia.com/definition/18909/distributed -system

⁹ https://godotengine.org/

¹⁰ https://en.wikipedia.org/wiki/Atomic_swap

7. Features of OpenGenesis platform

OpenGenesis is one of a kind platform where bettors not only can feel safe but can also interact with one another. This brings betting to a more social level, where users can follow each other, communicate with each other, share useful information about an upcoming match, subscribe to notifications as well as copy other popular bets. It has fixed odds betting and allows players to bet against each other, balancing the odds. Betting limits depend on the number of bets placed, making sure that one bet can't change odds significantly.

7.1. Social features



Some sportsbooks have a chat box where users can talk freely but is not effective in any way because of inability to filter out spam and unwanted content. This is the reason it is sometimes referred to as a "trollbox". Our platform filters comments by the amount of ether they receive from public votes.

Voting costs ether and allows anyone to upvote or downvote a comment, which either rewards or punishes its original creator. It works just like betting on comment becoming popular or not. Upvoting a useful comment or downvoting a bad one early on can be rewarding, because the more people do the same the more reward you get in the long term. Comments are sorted by the number of upvotes they receive, ultimately increasing or lowering their position on the list. This filters out unimportant and unwanted content, leaving only legitimate information visible on top. With this technique we will become the most informative betting community out there.



We also have a built-in messaging system that allows players to directly communicate with one another. Users can receive, compose, delete, or move messages between folders, just as a regular mail client. Users can also create own folders, making it easier to organize incoming messages.

Players will be ranked as they win or lose, adding some competition element into the mix. Players will be able to se their own rank as well as others, and position on the leaderboard. There is a high probability that top ranked bettors really know what they're doing, so we allow anyone to subscribe to any of them. We call it *Shadowing*.

Shadowing works by giving a bettor (shadowed bettor) an extra invisible amount to bet with, basically equivalent of placing bets on behalf of the subscriber. The invisible amount is the same in terms of percentage. If shadowed bettor has 10 Ether and places 10% of it in a bet, and if subscriber only has 1 Ether, the total bet amount will be 1.1 Ether. The winnings are also divided in the same way, rewarding the shadowed bettor ever so slightly.

7.2 Accurate content



We've designed the content creation and drafting mechanisms so that they cannot be misused. To create a match staking GEN tokens is required. There is no fixed amount, nor is there a minimal amount. The match creator must decide how much is a reasonable amount, leaving enough room for oracles to jump in.

Staking GEN tokens is equivalent to selling them for a share of house margin, which cannot be determined upfront and must be estimated based on many factors (like how many people will bet on the match)

Once the creator decides on the amount to be staked, a match can be created but is yet to be open for betting.

Second stage is when oracles sign up and agree to provide result after the match is concluded, locking up a reasonable amount of GEN tokens on their end. Staking must be done upfront before the match can be open for betting. The more reputable oracles are invited the higher is the overall profitability. Unfortunately, we cannot allow oracles to decide on the amount themselves, so the system will invite oracles with a random max cap and autosuggest a reasonable amount. To prevent race conditions some oracles will be invited before others in a form of a queue, providing some threshold in between. Oracles will have a dedicated view that sort matches based on the amount of gain they can receive, and randomness will make sure that all oracles receive same opportunities over a long period of time. After enough oracles sign up the match can finally be opened for betting by its creator.

Once the game ends and results are known, oracles that signed up can proceed and cast their votes on the first-round voting. If a conflict occurs and there is a disagreement, a second-round voting will come into play. The difference between first-round voting and second-round voting is that on first-round there is a known deadline that can be pushed forward if everyone agrees the match has been postponed, while second-round voting has a random deadline and more oracles allowed to sign up and provide results to resolve the conflict.

If the conflict won't get resolved after second-round voting all bets will be returned and curators receive no reward. It is in everyone's best interest to play by the rules

All this complexity is essential for the entire platform to function properly. It is a way to ensure that the match they're staking is genuine and not made up.

push it to its knees. For this reason, we're not limiting ourselves to Ethereum platform and considering other options, among which is designing our own network solution. We will make sure GEN tokens will be transferred in some way or another and be usable on the new platform after it's been tested.

Another issue that we've faced is live betting which is very hard to achieve if the network is slow. It is a very basic feature that unfortunately needs less latency to be fair for everyone. Therefore, first-generation platform probably won't have live betting functionality, while our second-generation platform will for sure have it.

Combining bets into a single bet slip (parlay) when people play against each other is technically challenging to achieve without having players play against the house. We have a few ideas to achieve that, by allowing a group of players come together and be a house, but we cannot make any guarantees. Parlay bets are usually considered bad by many professional bettors and it is not the end of the world if it doesn't make it through. In worst case scenario we will implement scheduled parlay bets, that work by allowing someone else to bet on the next game as soon as the previous one finishes and can guarantee a payout after consensus is reached.

9. GEN token

GEN is a utility token that it ERC20 compatible and lives on Ethereum public ledger. These tokens are used to create content (such as teams, logos, matches, leagues, categories, and more) while betting is done through ether. We decided to go with a custom token because otherwise voting on the platform will not be fair and be prone to manipulation. Some of our competitors use their custom tokens for betting, while we want to preserve the convenience of having ether. It is also a security decision as betting with GEN could result into more centralization, so we just want to leave it as a utility token only for now.

8. Potential issues

As of recently Ethereum suffered from massive overload issues due to how popular it became. A single trending application is capable to throttle the entire network and



10. DAICO (DAO + ICO)

ICOs have become a very common type of crowdfunding for up and coming projects on the internet but have also became a problem recently as they pose a substantial risk to investors. Our take on this approach is rather different and innovative, which shares some similarities with DAICO¹¹, making everything much safer as majority of the deposited ether can be requested back at any time after a distribution. It consists of many smart contracts working in tangle making it more flexible and secure.

The purpose of this ICO (or as we also call it DAICO) is to mainly distribute voting power among as many hands as possible and to sponsor the further development of the project itself, as ICOs have been proven to be a very effective in that regard.

8% of all tokens will belong to foundation and be unlocked at a fixed daily rate, 2% will be split between angel investors and released in the same fashion while remaining 90% will be distributed to the public in 4 seasonal token sales (Spring, Summer, Autumn and Winter) each lasting for 30 days and having 2 months waiting period in between.

10.1. How and when

Unlike many other ICOs that want to sell as much and as fast as possible to maximize their spending budget, our goal is to distribute as many tokens as possible to as many people as possible to minimize risk of power abuse and make it an uninhabitable environment for so called "whales" to exist and breed in.

There is no minimal price nor is there a soft cap. Instead, 90 million tokens will be split into 4 smaller distributions.

Each distribution is scheduled to begin at a fixed date, lasting for 30 days straight and releasing a fixed number of tokens (March: 27mln, June: 24mln, September:21mln, December: 18mln) with 2 months waiting period in between. The daily amount to be distributed is determined by a simple descending function, which releases fewer and fewer tokens each day (4.000 to be exact).

The token rewards will be split proportionally between participants depending on how much ether was gathered during the entire day. Calling a function ClaimMyTokens() directly after the daily distribution ends will grant you your share.

10.2. 90% Refundable

Every ICO participant will be able to get a refund at any time (except during distribution hours) and receive back 90% of the invested amount of Ether. Remaining 10% automatically goes towards development fund and is not refundable. Getting a refund simply means getting 90% of your investment back for burning the tokens that your wallet acquired during the distribution, as the result of which lowering the circulating supply but keeping the price around the ICO price levels at all time.

10.3. Every vote counts

Our smart contract implements a supermajority voting system as a DAICO should. But what most DAO/DAICO implementations get wrong is assuming voting weight is proportional to number of tokens and don't take all possible scenarios into consideration. In their case anyone can simply buy their tokens on the exchange, vote, and get rid of them, meaning the voting power is directly proportional to the amount of money the voter has and not in any way tied to actual supporters of the project.

Our approach is to bind voting power rights to two wallet types:

 ColdStorage contains 90% of ether from the ICO and won't unlock it until purchased tokens are burned. Every ICO participant receives one of those after executing ClaimMyTokens() function. The longer they keep their tokens the more weight they receive.

¹¹ https://ethresear.ch/t/explanation-of-daicos/465

 with TokenStorage owner can lock tokens voluntarily and release them at a fixed daily rate.
 The lower the daily rate the higher voting weight token holder receives. It is the same type that holds foundations and angel investors tokens.

Be aware that daily limit is the exact fractional amount and you cannot remove the limit, only lower it, make sure to include with decimal precision otherwise tokens will be locked for a very long time.

10.4. SuperMajority

Voting is done through SuperMajority wallet that needs to be interacted with in order to vote. It has exclusive rights to execute any code in contracts that belong to the foundation by voting if supermajority consensus is reached. It's address can be found by calling GetSuperMajorityWallet() function. We will create a user interface to interact with it after first distribution ends, because that's when proposals can be created.

Anyone can propose a change, and anyone can vote on every proposal without restrictions, however it requires a supermajority (75% of needed points) to reach consensus and execute an action. Because each vote might have different vote weight, we need to figure out the maximum consensus weight, hence how many points should be required. Let's assume "x" is the token amount in a wallet and "y" is daily released amount.

We can find maximum consensus weight by testing 4 different scenarios and looking at the results this non-linear limit function yields:

$$\begin{split} &\lim_{(x,y)\to(1,\infty)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(\frac{x}{y}\right)\right) = x \cdot (1 + 0 \cdot 0) = x \\ &\lim_{(x,y)\to(1,0)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(\frac{x}{y}\right)\right) = x \cdot (1 + 0 \cdot 0) = x \\ &\lim_{(x,y)\to(100 \cdot 10^8 \cdot 10^8,\infty)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(\frac{x}{y}\right)\right) = x \cdot (1 + 107 \cdot 0) = x \\ &\lim_{(x,y)\to(100 \cdot 10^8 \cdot 10^8,1)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(\frac{x}{y}\right)\right) = x \cdot (1 + 107 \cdot 54) = 5779x \end{split}$$

where right side represent vote power / token. The formula looks similar for cold storage wallets:

$$\lim_{(x,y)\to(1,\infty)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(x - \frac{x}{y}\right)\right) = x \cdot (1 + 0 \cdot 0) = x$$

$$\lim_{(x,y)\to(1,1)} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(x - \frac{x}{y}\right)\right) = x \cdot (1 + 0 \cdot 0) = x$$

$$\lim_{(x,y)\to(100\cdot10^0\cdot10^0\cdot00^0} x \cdot \left(1 + \log_2(x^2) \cdot \log_2\left(x - \frac{x}{y}\right)\right) = x \cdot (1 + 107 \cdot 54) = 5779x$$

$$\lim_{(x,y)\to (100\cdot 10^6\cdot 10^6\cdot 1)} x\cdot \left(1+\log_2(x^2)\cdot \log_2\left(x-\frac{x}{y}\right)\right) = x\cdot (1+107\cdot 0) = x$$

However, it is possible for some users to have both, so it can go up to as high as 11558 points / token. Foundation holds 8 million tokens releasing 11 thousand every day, meaning foundation vote has a weight of 1001 / token and a total of 8 billion points, but that number is multiplied by 2 and it gives foundation some extra weight to help reach supermajority vote if not enough people will end up voting.

After the first 37 million tokens have been released the maximum consensus weight will be somewhere around 6000 points / token making it around 210 billion points, requiring 150 billion to reach supermajority. In practice this number of people voting will be much, much lower. Our tests show a more practical approach would be to increment the target value with the number of days, limiting at around 210 billion points. As time goes by and the more tokens get released the more voting power community receives, making sure that eventually proposals will pass.

10.4. Affiliate Program

We've designed a referral program that rewards both referrer and referee. Right after a daily distribution ends it calculates how many tokens should be reserved for the entire referral program. It is calculated by using a simple formula:

reserved = $min(m \cdot 5/100, m \cdot r/e)$ where m = maximum daily amount, r = how much ether all the referrals deposited themselves and e = how much ether was deposited in total during the entire day. The amount the referrer and referee get to share is decided by using same formula that determines how many tokens should be assigned, namely:

$$bonus_for_both = reserved * b/r$$

Now we can determine how many tokens should be split between referrer and the referred person. How tokens should be split is determined by:

$$referral_bonus = (bonus_for_both \cdot a/(a + b))$$

 $referee_bonus = (bonus_for_both \cdot b/(a + b))$

where 'a' = referral influence value which represents how much ether the referral has put in or brought in and 'b' = how much ether is in current purchase order.

This simple but effective approach makes sure that referrals receive a fair bonus that is directly proportional to how much they've purchased themselves.

10.5. Security measures

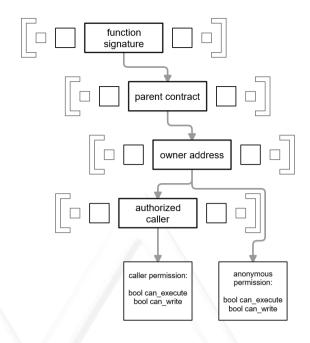
Smart contracts are normally written with high security in mind, but as history has shown they aren't all flawless even if the best cryptocurrency experts had their eyes on the code. Because this is still a new industry a security audit is out of the price range for a lot of new projects. But that didn't stop us from securing our own smart contract in our own ways.

To begin with, for every new deposit it creates a cold storage type of smart contract, meaning the main contract never holds anything, not even the tokens it is distributing. Instead, everything is spread out between remote wallets that each individual user has full control over.

There are three types of wallets used, namely VirtualWallet, ColdStorage and TokenStorage each serving a different purpose:

- VirtualWallet acts as a generic wallet that holds ether, has withdrawal functionality, and can set a withdrawal limit.
- ColdStorage stores 90% ether from the ICO but only allows for refunds.
- TokenStorage stores only GEN tokens and rejects any ether sent to it. It can set a withdrawal limit just as VirtualWallet does.

We've taken all the necessary measures to protect funds and went as far as to implement a full-blown permission system, we call it a "Delegated Function Tree". It allows us to have a complete overview over every function in a single place. It defaults public functions to zero permission and gives more flexibility as to who gets to call what, making it easier to achieve inter-contract communication. The earliest implementation was rather similar to Unix permission system, but because of strict gas limits we had to simplify it a lot.



It uses nested mappings to create a multidimensional array structure. Changing parent or owner voids every other permission, resetting everything to their defaults. Changing back however restores everything to its previous state. This allows users to further automate their wallets or disconnect them completely from any outside calls except their own wallet if they feel safer that way. Parent contract is not subject to supermajority vote and cannot be altered, it is safe to say that master contract won't do anything it wasn't designed to do.

11. Funds distribution

Funds in development fund are unlocked at a predetermined daily rate of 5 ethers per day which should be looked at as a monthly budget rather than a onetime payment.

We want to focus primarily on the technology, therefore at least half of the budget will go towards research and development, as well as team. The other half can be rather flexible. Knowing how volatile the cryptocurrency market is it acts as a buffer.

12. Marketing

As for our marketing strategy, the primarily strategy is simply offering better service (better odds, faster payouts, transparency, etc.) but then even a great product cannot survive on its own without a good marketing strategy. Therefore, several features were implemented with marketing in mind to attract newcomers:

- * We've designed a referral program that rewards both referral and anyone who uses a referral link. This creates a ripple effect and brings in more exposure.
- * By allowing organizations to enter and profit from our platform, they are more likely to advertise us in their own interest if revenue becomes substantial enough compared to other sources of income.
- * Bet slip sharing is a very common way of marketing which allows anyone to brag about their winnings with other players by sending a direct link to a bet slip. It is a very powerful marketing tool that is hard to ignore.
- * We plan to organize a game jam that will allow us to stress test our blockchain implementation and receive feedback, at the same time explore more use cases for blockchain in games. Down the road we could organize an e-sport tournament what will allow us to test some of our platform features that are devoted to organizations and receive the much-needed exposure at the same time. All of this will require a decent sized prize pool so that it will be worthwhile.

13. Who we are

Our dev team consists of individuals with backgrounds in game development as well as software engineering. We will take this opportunity to expand our skills beyond that and possibly find a way to utilize blockchain and cryptography within games while we're at it. We also love Open Source and we would want our technology to be accessible to others, therefore everything we do will eventually become open source.



14. Roadmap

Road towards the ultimate platform will sure be long, so we plan to devote at least one year to the development alone. This is how our roadmap currently looks like:

Q2 2018 – Finalizing OpenGenesis platform, deploy to ethereum test network. R&D.

Q3 2018 – Release OpenGenesis platform on Ethereum public ledger, possibly even on Rootstock and Hedera as well. Begin development of custom network.

Q4 2018 - Test our implementation by deploying a test network and organizing a game jam to stress-test our tools.

Q1 2019 – Release revamped betting platform running on our own custom network. Allow tokens to be transferred between two ledgers.

Q2 2019 – OAuth and social integration, that will allow casual players to sign-in using already existing accounts.

Q3 2019 – Heavy marketing campaign, invite famous sports organizations to join and earn from our platform.

Please note that this roadmap is preliminary and can be subject to changes.

15. Find Us on social media

Facebook: https://www.facebook.com/myethersports

Twitter: https://twitter.com/myethersports

Telegram: https://t.me/myethersports

Steemit: https://steemit.com/@myethersports

Reddit: https://www.reddit.com/r/MyEtherSports

Linkedin:

https://www.linkedin.com/company/myethersports

For more information, visit our website https://www.myethersports.com