



Welcome To the World of Web3 Sports Parlays, Revolutionizing Sports Betting with Blockchain: A White Paper

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1. Introduction: Welcome to the Future of Sports Parlays with ParlayIt

Welcome to the thrilling world of sports parlays, where ParlayIt strives to terraform the current landscape as we know, into a total and complete game changer! ParlayIt is about leveraging blockchain technology to redefine how we experience P2P - sports wagering. We're a community-driven revolution that's transparent, secure, and incredibly rewarding. We offer P2P wagering where individuals can directly engage in bets, bypassing intermediaries found in traditional platforms where users play against the house. ParlayIt has an abundance of unique features such as: flexible parlays, a decentralized marketplace, and a bustling community hub. ParlayIt: the hub where sports fans come to play, connect, and win big.



2. Our Mission

At ParlayIt, our mission is fueled by love of sports, tech, and bringing people together. Our goal? To shake up the sports parlay scene and give everyone a fair shot at winning big.

- *Redefining Sports Parlays:*

We are eliminating the houses' edge and flipping the script by putting the power back in your hands. Our platform focuses on transparency, security, and giving you a level playing field to show off your skills. At ParlayIt every player has the opportunity to win, making it a truly fair and rewarding experience for all.

- *Making Sports Parlays Accessible to all:*

We believe sports betting should be fun and inclusive for everyone, no matter your experience level. This is why ParlayIt is designed around the end user's experience. Whether you are a seasoned parlayer or novice, you'll find plenty of exciting features to explore.

- *Promoting Community Interaction:*

One of the highlights of ParlayIt is our dedication to the community of sports fans and parlay enthusiasts. We encourage creating new bonds within our community whether it's for some friendly competition or sharing tips and picks. Our "Friendzone" is where the magic happens – chat with friends, challenge them to head-to-head matchups, and make new connections along the way.

- *Driving Innovation:*

Innovation is the core of everything we do at ParlayIt. We are constantly pushing the boundaries of what's possible, exploring new technologies, and experimenting with novel concepts to improve the sports parlay experience for our users. Whether it's through use of blockchain technology, innovative platform features, or commitment to user-centric design, we are always striving to push the envelope and drive positive change in the industry. We want to truly innovate on a platform that people enjoy being on.



3. Platform Features

ParlayIt offers a range of features designed to enhance your web3 sports parlaying experience:

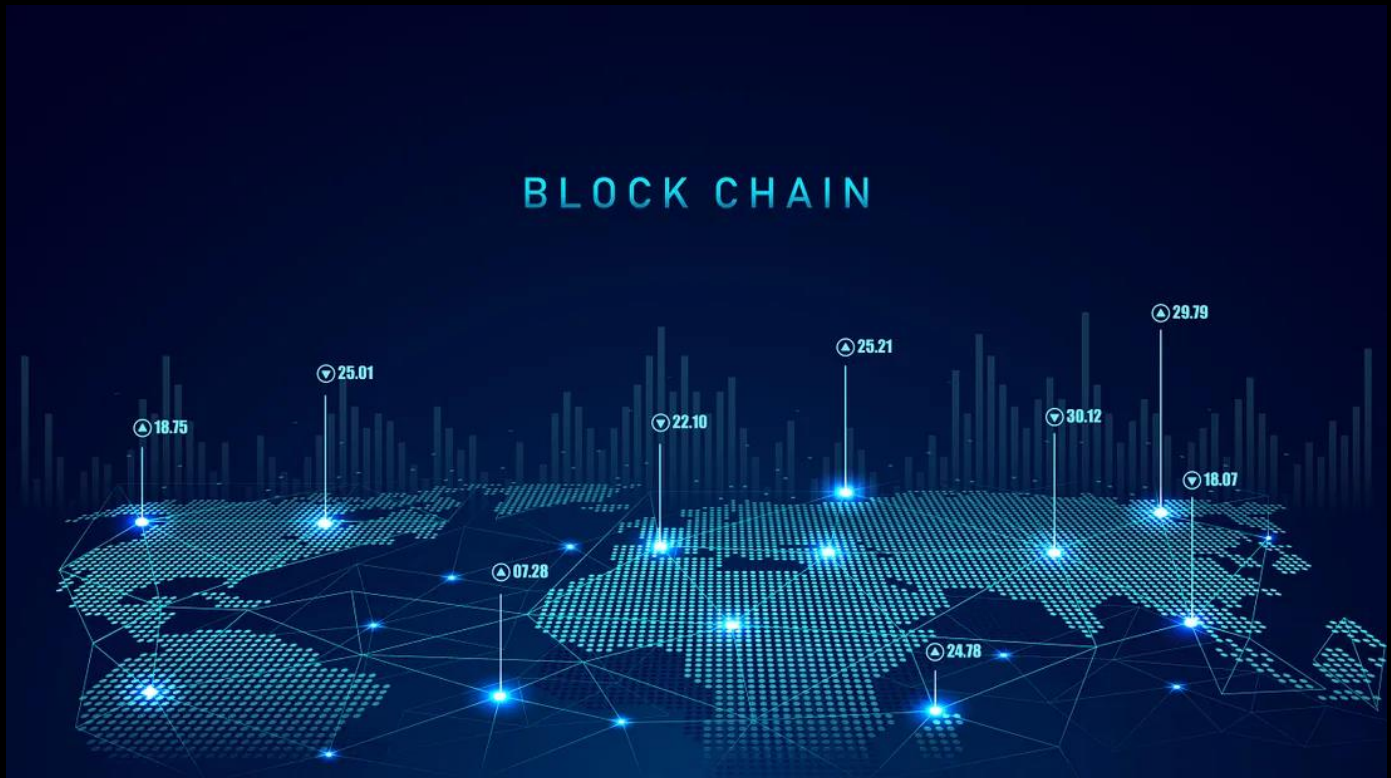
- a. ***Flexible Parlaying:*** Say goodbye to the frustration of losing a parlay because of one missed leg. With ParlayIt, you can still win even if you miss a leg or two, all while competing against your friends and other members of the community.
- b. ***"Highest Odds" and "Most Hits" Pots:*** Explore our highest odds and most hits pots, where victory is still within reach even with an imperfect parlay.

- c. ***Draft a Parlay:*** Experience the thrill of drafting your parlay lineup with our innovative Draft a Parlay feature, combining the excitement of fantasy sports drafting with the rush of creating a parlay.
- d. ***Community Connection:*** Join a vibrant community of sports enthusiasts and parlay aficionados. Our "Friendzone" section allows you to connect with friends, make new ones, and engage in thrilling head-to-head matchups. Create a following and pave the way for people who are eager to learn and improve.
- e. ***Track Your Progress:*** ParlayIt keeps track of your wins, losses, leg hits, and parlay creations. Gain more exposure as you climb the ranks and showcase your skills. Creating a profile and branding yourself will all be in your hands.
- f. ***Sell/Buy Picks:*** In this section, you will be able to sell your picks, have people tail you or have people buy into your parlay. We want you to build your own legacy. Simply create your own profile and allow your skills to do the work.
- g. ***High Rollers Section:*** Want to parlay against the best? This VIP section allows you to let your money talk for you. Parlaying bigger, will allow you to unlock rewards.



4. Rewards and Incentive

We believe in rewarding our members for their achievements. Earn ParlayIt tokens [PLY], mulligans, and other exciting rewards for your successes. Yes, you read that correctly, mulligans – allowing you to remove a single leg from a parlay and boost your chances of success.



5. Advantages of Blockchain Technology

Blockchain technology offers several advantages for a web3 sports parlay platforms like ParlayIt:

- a. **Transparency:** All transactions and parlaying activities are recorded on the blockchain, ensuring transparency, and eliminating the possibility of tampering or manipulation.
- b. **Security:** Blockchain technology provides robust security features, such as encryption and decentralized consensus mechanisms, to protect user data and funds.
- c. **Fairness:** Smart contracts ensure that parlays are executed automatically based on predefined conditions, eliminating the need for intermediaries, and ensuring fair outcomes for all parties involved.



6. Token Economy

ParlayIt operates on a native token economy. Our platform's utility token plays a central role in facilitating transactions, incentivizing user participation, and driving the growth of the ecosystem.

Token Utility:

The ParlayIt token, [PLY], serves as the primary medium of exchange within the platform. Users can utilize PLY tokens for various purposes, including:

- a. **Placing Parlays:** Users can use PLY tokens to place parlays on the platform. The token serves as the currency for all wagering activities, providing a seamless and efficient parlaying experience.
- b. **Purchasing Sports Picks:** In addition to placing parlays, users can also use PLY tokens to purchase sports picks from other users within the decentralized marketplace. This feature allows users to monetize their sports betting expertise and provides an additional revenue stream for community members.

- c. ***Investing in Curated Parlays:*** Users can invest their PLY tokens in curated parlays created by expert handicappers on the platform. By diversifying their parlaying portfolio and leveraging the expertise of seasoned professionals, users can maximize their returns and take their sports parlays to the next level.
- d. ***Participating in Platform Governance:*** As the native token of the platform, PLY tokens also play a crucial role in platform governance. Token holders may have voting rights on key decisions related to platform development, governance mechanisms, and other important matters affecting the ecosystem.

Token Incentives:

To encourage active participation and contribution to the platform ecosystem, ParlayIt offers various incentives for token holders. These incentives may include:

- a. ***Rewards for Active Participation:*** Token holders may receive rewards and incentives for actively participating in platform activities, such as placing parlays, purchasing sports picks, and engaging with the community.
- b. ***Staking Mechanisms:*** ParlayIt may implement staking mechanisms that allow token holders to stake their PLY tokens in exchange for rewards, such as additional tokens or access to exclusive features and privileges.
- c. ***Referral Programs:*** ParlayIt may introduce referral programs that reward users for referring new members to the platform. Token holders may receive bonuses or other incentives for successful referrals, helping to grow the platform's user base and ecosystem.

Token Distribution:

ParlayIt's token distribution model ensures a fair and sustainable ecosystem for all stakeholders. With an initial total token supply of 16 million tokens, the distribution breakdown is as follows:

- **Team Allocation (10%):** To incentivize the team's dedication and commitment to the project, 10% of the initial total token supply is allocated for the team.
- **IDO/VC (40%):** A significant portion, 35% of the initial total token supply, is reserved for the initial dex offering (IDO) and 5% for venture capital investments. This allocation facilitates the platform's growth and development by securing necessary funding.
- **Liquidity Pool (17.5%):** 17.5% of the initial total token supply is designated for the liquidity pool (LP), ensuring sufficient liquidity for trading and stability within the ecosystem. This allocation enhances the user experience by providing seamless access to liquidity for token holders.
- **Developers (5%):** In recognition of their pivotal role in platform development and maintenance, 5% of the initial total token supply is allocated to the development team. This allocation serves as a reward for their contributions to the project's success.
- **Marketing (5%):** To fuel adoption and awareness of the ParlayIt platform, 5% of the initial total token supply is allocated for marketing initiatives. This allocation supports comprehensive marketing campaigns aimed at increasing platform visibility and attracting users.
- **LP Reserves (27.5%):** An additional 27.5% of the initial total token supply is set aside for LP reserves, bolstering liquidity provision efforts and ensuring robustness in the platform's trading infrastructure.

There will be a rake fee of 2%, with 1% directed towards supporting the team and the other 1% reinvested into the parlay of the week pots.

This distribution model is meticulously crafted to align incentives, foster growth, and maintain equilibrium within the ParlayIt ecosystem. This ultimately contributes to the platform's long-term success.



7. Market Opportunity

As the web3 sports parlaying industry continues to evolve, there is a growing demand for innovative platforms that offer users a seamless and engaging experience. ParlayIt is positioned to capitalize on this opportunity by leveraging blockchain technology to provide a transparent, secure, and rewarding parlay environment.

- a. ***Rising Demand for Transparency:*** Many people worry that traditional betting sites might not play fair. ParlayIt takes these concerns seriously

by keeping track of every bet and transaction on the blockchain. This means you can trust that everything is above board and transparent.

- b. ***Embracing Digital Trends:*** More and more people are betting online everyday, and ParlayIt is keeping up with the times. We have designed our platform to be user-friendly and packed with options, so whether you're a seasoned parlayer or just getting started, you'll find something you love.
- c. ***Joining the Defi Revolution:*** The rise of decentralized finance (DeFi) is changing the game for betting platforms. ParlayIt is at the forefront of this movement, creating a decentralized marketplace where users can buy and sell sports picks. It's a whole new way to get involved and make some money.
- d. ***Going Global:*** Sports betting is a global phenomenon, and ParlayIt wants to be part of it. We're tapping into the growing market by offering an alternative to traditional betting sites. With our focus on transparency, security, and community, we're attracting users from all over the world
- e. ***Building a Community:*** ParlayIt isn't just about betting – it's about connecting with others who share your passion. Our platform is a place where you can chat with fellow sports fans, share tips, and compete in friendly competitions. It's like joining a big, happy family.

In summary, ParlayIt is leading the way in the world of web3 sports parlays. With our focus on transparency, security, and innovation, we are creating an experience that's unlike anything else out there. Join us and see for yourself what makes ParlayIt special.



8. Roadmap

2024 Q1-

- ***Token Craft:*** This phase involves the development and finalization of the ParlayIt token, including aspects such as tokenomics, smart contract creation, and distribution mechanisms.
- ***Initial Website Launch:*** The launch of the initial version of the ParlayIt website, providing users with basic information about the platform and allowing them to explore the upcoming features.

2024 Q1-Q2 -

- ***Private Sale:*** ParlayIt will conduct a private sale of tokens to select investors, allowing them to acquire tokens at preferential rates before the public sale.

- **ICO:** The Initial Coin Offering (ICO) will be launched to the public, enabling a broader audience to purchase ParlayIt tokens and participate in the project's growth.
- **Venture Capitals:** During this phase, ParlayIt will seek strategic investments from venture capitalists to secure additional funding for platform development and expansion.

2024 Q2-Q3 -

- **Marketing Campaign:** ParlayIt will roll out extensive marketing campaigns to increase awareness and attract users to the platform. This may include digital marketing, social media outreach, and participation in industry events.
- **Partnerships:** ParlayIt will seek partnerships to enhance its ecosystem, fostering collaborations with various entities to drive growth and expand its user base.
- **LP Partnerships:** Formation of partnerships with liquidity providers to ensure sufficient liquidity for ParlayIt tokens, facilitating smooth trading and token utilization on various platforms.

2024 Q3-Q4 -

- **DApp Development:** This phase will focus on intensive development efforts to build and refine ParlayIt's decentralized applications. Features such as advanced parlay options, enhanced security measures, and improved user interfaces will be developed and tested during this period.

2025 Q1 -

- **DApp Launch:** Get ready for the grand unveiling of ParlayIt's decentralized application! It's been a journey of dedication and hard work, and now we're excited to bring you a fully loaded platform. With this launch, you'll get access to diverse betting options, connect with fellow fans, and dive into all the thrilling activities we have in store for you.



9. Conclusion

In closing, ParlayIt represents the future of web3 sports parlays, where transparency, security, and social interaction come together to provide users with an engaging and fulfilling experience. Through our innovative platform features and advanced blockchain technology, we're reshaping the sports betting scene. But at ParlayIt, we're more than just a platform – we're a community. Our goal is to offer sports enthusiasts worldwide a platform where they can showcase their skills, connect with others who share their passion, and build a legacy of success. Whether you're creating parlays, selling sports picks, or investing in curated parlays, ParlayIt has something for everyone. Join us today and be part of the evolution of web3 sports parlays. Together, we can change the way people interact with sports and create a brighter future for sports parlays. Thank you for considering ParlayIt. We're excited to have you join our community and help you unleash your full potential as a sports parlayer.



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