



First Decentralized Platform  
with Mass Gambling Games

White Paper v1.21  
2017

# Introduction

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As of December 2017, cryptocurrency market is worth over \$600 billion dollars ([CoinMarketcap](#)). Online gambling games market in the last year was worth \$44 billion dollars ([Technavio](#)). It is expected that revenues from the online gambling games market will exceed \$60 billion dollars by 2020.

This business line is one of the most profitable in the industry. Nonetheless, even such a large market has a range of problems, such as **security, honesty** and **lack of bias in game results**, playing for money or cryptocurrency in gambling, there is no confidence in their honesty, that the results are not framed or forged by a special algorithm.

Solving these problems with our many years of experience served as the inspiration for PlayBets.

**PlayBets – first decentralized game platform with a catalog of mass gambling games**, a key part of which is built on **Blockchain** and **Smart Contracts** technology. One of its key features is extremely simple and appealing gambling games designed for anyone, even non-gambling gamers, with **open, provably fair and honest** game results.

Blockchain technology and cryptocurrencies have unlocked new possibilities for the security and honesty of games, and we use this simplicity and security to striving to create games, that are just as simple for everyone. The technology of honest game results created within the platform, based on an international encryption method, along with lotteries of prize funds and Jackpots, based on blockchain tech, create new possibilities in gambling games.

Basing on the requirements of the market, our team considers that one of the most important tasks is launching the platform quickly, in November 2018, and releasing monthly updates of the platform according to the described Road Map. Many projects make plans for implementation within 2-3 years; our task is to roll out the project as quickly as possible and bring value as soon as possible to players and users that have placed faith in our platform.

The **PlayBets** team has already implemented a test version of the game platform with one of the games involved. So that, you can already play one of our games Lucky, the audience of which is growing every day. In just a couple of months we are planning to accept payments in ETH (Ethereum) and BTC (Bitcoin) as bets, with the first Jackpot drawings.

This document describes how we combine blockchain technology and our experience in the gaming industry to create a new type of entertainment in a multi-billion game business.

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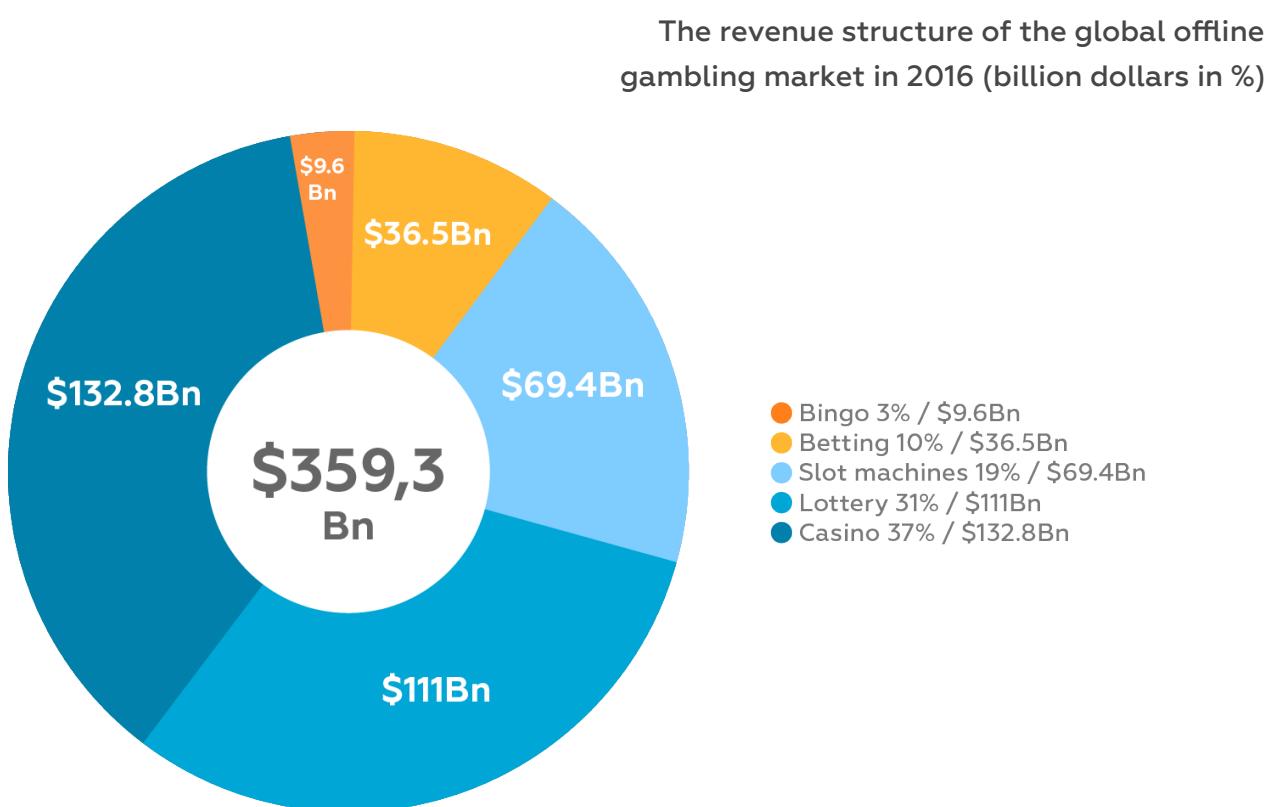
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# Market overview

Below is a short description of the business sphere and tendencies that may influence the PlayBets platform and PLT tokens.

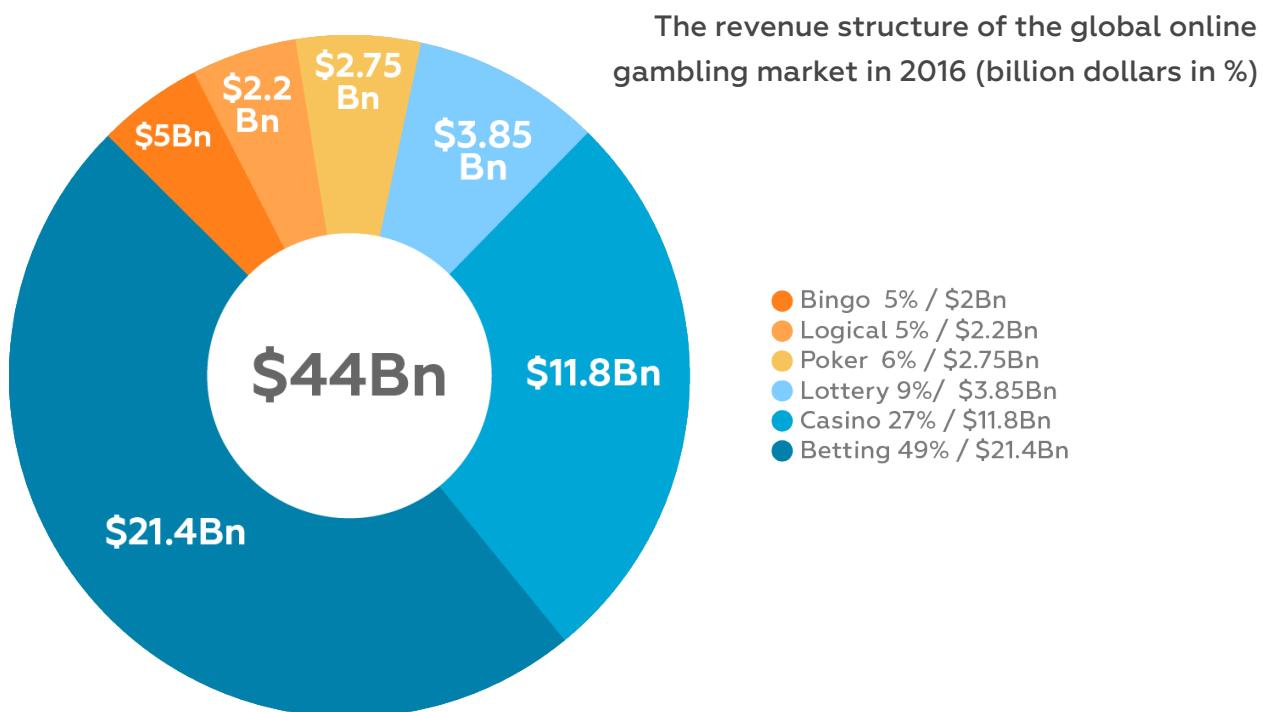
## Gambling games

According to data from [H2 Gambling Capital](#), casinos with a wide range of games became key players in the online gambling games industry in 2016. In monetary equivalent, its share equaled 132.8 billion US dollars with a market share of 37%. The lottery segment took 30.9% (or \$111 billion), followed by slot machines with 19.3% (or \$69.4 billion).



When it comes to the online gambling games market, there are particular differences. Bets is leader with 48.7% of the market (21.4 billion dollars). Casinos and lotteries follow them. They have 26.8% (11.8 billion dollars) and 8.8% (3.85 billion dollars) respectively.

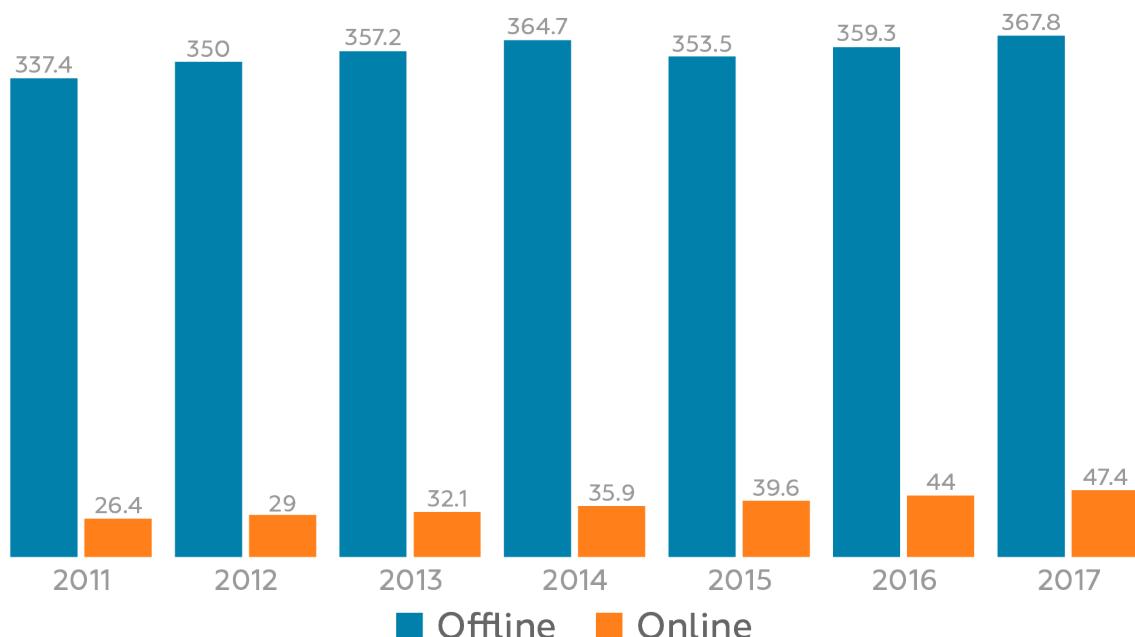
## Offline and online gambling games



The offline gambling games market in 2016 was worth 359.3 billion dollars, while the online gambling games market was worth 44 billion dollars. As we see from the graph below, both the offline and online markets are gradually growing.

It is noteworthy that online gambling games are growing faster than offline ones. According to the predictions of H2 Gambling Capital, the offline gambling industry occupies only 11.5% of the overall market revenue, while online it will grow in the future. It is expected that revenues from the online gambling games market will exceed 60 billion dollars by 2020 with a total yearly growth rate of roughly 10%.

Offline and online gambling games revenue (billion US dollars)



## Cryptocurrency market

Parallel to the games development market and the gambling games market, the cryptocurrency market is expanding and growing at a high rate. And although it is difficult to make predictions, the numbers are unequivocally showing that demand for cryptocurrencies is growing rapidly. Although each currency's market value fluctuates (depending on various events that influence the different phases of what is known as the 'Hype Cycle' (Gartner's Hype Cycle for Emerging Technologies), we can still expect them to become widespread.

In other words, today's conditions are excellent for the advancement of cryptocurrencies. Cryptocurrencies have achieved market capitalization exceeding \$600 billion for the first time ([CoinMarketcap](#)). As of December 2017, it has exceeded \$600 billion.

Bitcoin (BTC) has the greater share at 47.3%. The recent proliferation of other coins such as Ethereum (ETH), has enabled the achievement of maximum market capitalization. Bitcoin has reached the highest level (ATH) both in price and in market capitalization.



## Blockchain technology and online gambling games

Cryptocurrencies are quickly capturing the online gambling games market, becoming the most popular payment methods among gamblers. Until recently, only a few game resources accepted bitcoins, but today its integration into payment systems has become ubiquitous.

According to experts of the gambling games market, cryptocurrencies will take a leading position in the market and fulfill a key role in this sphere.

This is happening primarily because of its more loyal control in comparison to fiduciary funds for both market participants – players and online operators.

The most obvious advantages of using it are:

- openness and honesty in hosting games
- no need to identify players
- lack of limitation on number of transactions
- automation of internal processes, faster payments
- reduced minimum payment threshold
- creation of internal service ecosystem

As a consequence, cryptocurrencies are becoming the most reliable, transparent and profitable distribution sphere for the online gambling games industry. Soon, online casinos using blockchain technology will be just as popular as, for instance, the Internet.

With the emergence of blockchain and cryptocurrency technologies that provide honesty, security, payment availability anywhere in the world and microtransactions, it is finally possible to make a global game platform with mass online gambling games.

# Product information

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## Problem definition

According to statistical and sociological research, 5% of all internet users are gamblers.

Roughly 100 million people play gambling games online all over the world.

Poker, blackjack, all kinds of slots, roulette and other games are considered widespread.

Many game services offer a limited selection of games by genres on their platforms, thereby constricting their potential player audience, which at this moment amounts to 2.3 billion people.

The majority of services implemented with blockchain technology are specialized games of a single genre – Dice, Poker, Lottery and others, focusing on only one thing.

The difference between players that play ordinary games and players that play gambling games is an enormous untapped niche not currently exploited by any game platform based on the blockchain with mass online gambling games aimed not only at a gambling audience, but also at ordinary players.

A platform designed not only to simplify all the processes linked with registration, security and game honesty, but also casual, very simple games that allow non-gambling players to be converted into gambling players

### Problems of classic online game platforms

- lack of transparency in hosting games and tournaments
- complexities with fiat currency associated with commissions, transfers and a whole range of banking operations
- lack of full control over privacy and security in making payments
- lack of a low minimum deposit and payment threshold
- difficulties in long registration

### Problems of other blockchain game platforms

- focus on one genre of gambling games (vDice, True Flip, iDice and others)
- lack of a game catalog with mass online gambling games aimed not only at gambling players
- lack of focus on external developers, publishing activities
- lack of support for mobile web version of games
- lack of internal pull factors for players, in-built internal ecosystem for holding players' interest

## Problem solution

Solving these problems with our many years of experience served as the inspiration for creating **PlayBets** – decentralized game platform with a catalog of mass online gambling games.

Where a key feature is provably fair, prosimple and engaging gambling games designed for anyone, even non-gambling players, with open and honest results.

In contrast to other decentralized platforms, in which transactions are mainly performed in Ether or bitcoins, PlayBets uses special tokens based on ERC20 – PLT.

They have been introduced with the aim of creating an internal ecosystem on the game platform, a loyalty program and rapid scaling. This approach provides a multitude of possibilities, for example organizations belonging to the community, white label solutions etc.

The main transactions within the game platform are transparent and available for checking on the blockchain. Transparency guarantees a lack of malevolent agents or predatory actions from the very beginning.

The main payouts of Jackpot fund distributions and token purchases will be fully decentralized and logged on the chain

# Our main advantages



## Proven business model

Development of the game platform and its growth potential are determined by a business plan and metrics based on the experience of the team and the development of adjoining gambling projects



## Big Choice of Games

By the end of 2018, we plan to have published up to 20 games in the catalog;  
By year end 2019 – 70 games  
By year end 2020 – 200 games



## Token Ecosystem

PLT tokens encourage heightened involvement by all participants of the platform in its development. They provide regular inclusion in Jackpots, and also various systems for rewarding activity.



## Cryptocurrency

We plan to accept up to 20 different types of cryptocurrency, with the ability to deposit and withdraw funds through any convenient means



## Connecting Game Platform

PlayBets is a platform that connects players and game developers, which increases its growth potential many times over



## Mass Gambling Games

The platform is focused on mass games, for a varied audience of players, even non-gamblers



## Honesty and Transparency

An open game results protocol is available in each game (hashing and decrypting system). Open winnings protocol for all jackpots (based on blockchain).



## Team

With an experienced team of developers, along with mentors from the gambling industry and experts in payment services and blockchain technology standing behind PlayBets, we are ready to take our platform of gambling games to a new level

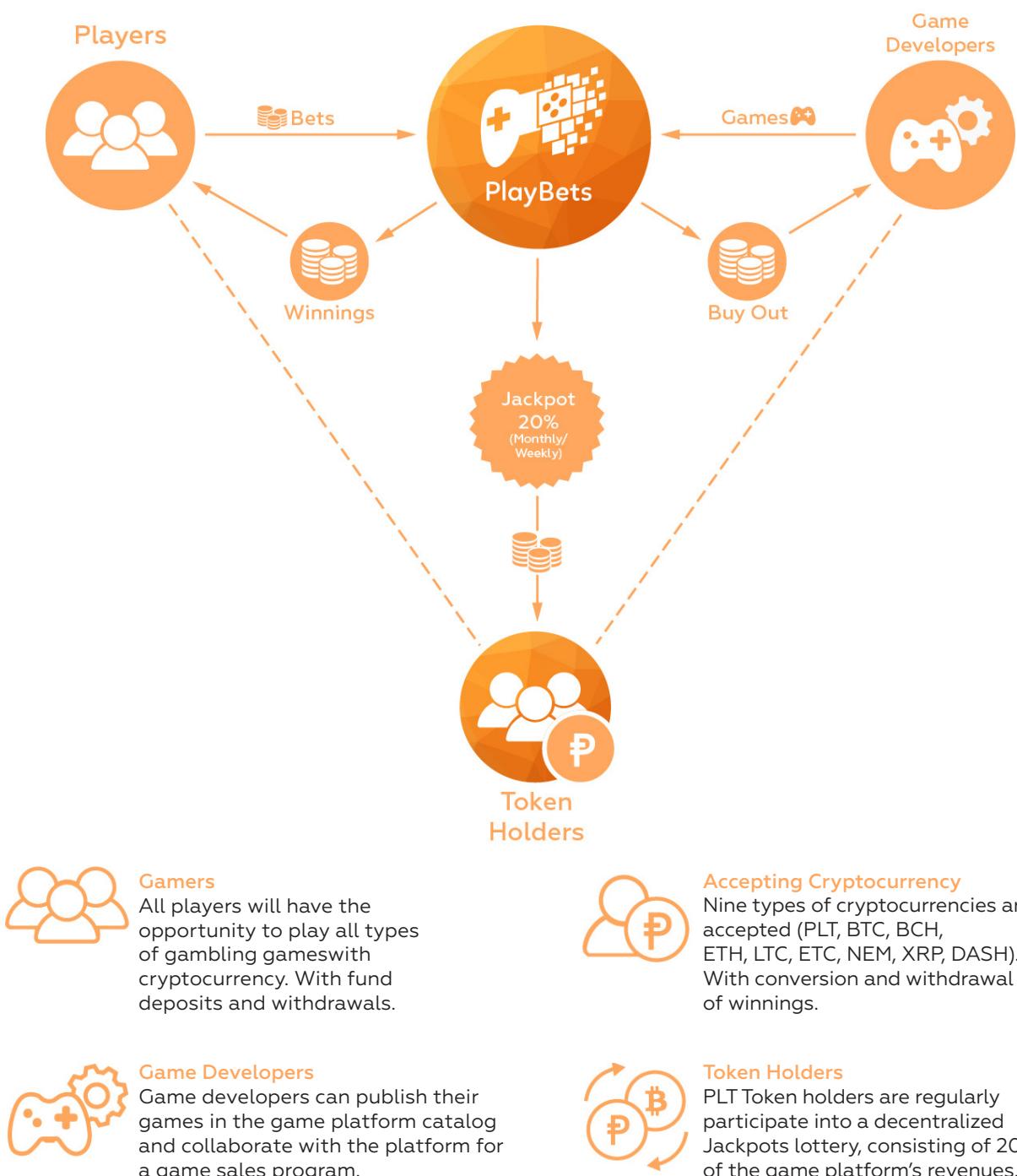
## Key differences between the PlayBets platform and other services

	Traditional Online Casino	Bitcoin Online Casino	PlayBets
Easy authorization	✗	✓	✓
Single payment system	✗	✓	✓
Full payment control	✗	✓	✓
No delays for deposits in and out	✗	✓	✓
100% anonymity by cryptocurrency	✗	✓	✓
Game honesty Check	✗	✓	✓
Transparency for in and out	✗	✓	✓
Bets micro transactions on in-game cryptocurrency	✗	✓	✓
Mass Gambling Game Catalog	✗	✗	✓
Publishing activity	✗	✗	✓
Regular Jackpots for Token Holders	✗	✗	✓

# Main concept of the PlayBets game platform

In a general sense, the game platform represents a catalog of games with mass gambling games with an entertainment character. Where each user can choose a game to match their taste, and play without any limitations, 24/7, with fast deposit and withdrawal of funds earned in cryptocurrency. Where every game is Provably Fair, with open results.

One of the important features of the game platform is the unity of developers and players in one place. Also, as a boost to the internal ecosystem and support for the internal economy, Weekly and Monthly Jackpot lotteries will be held among token holders and players

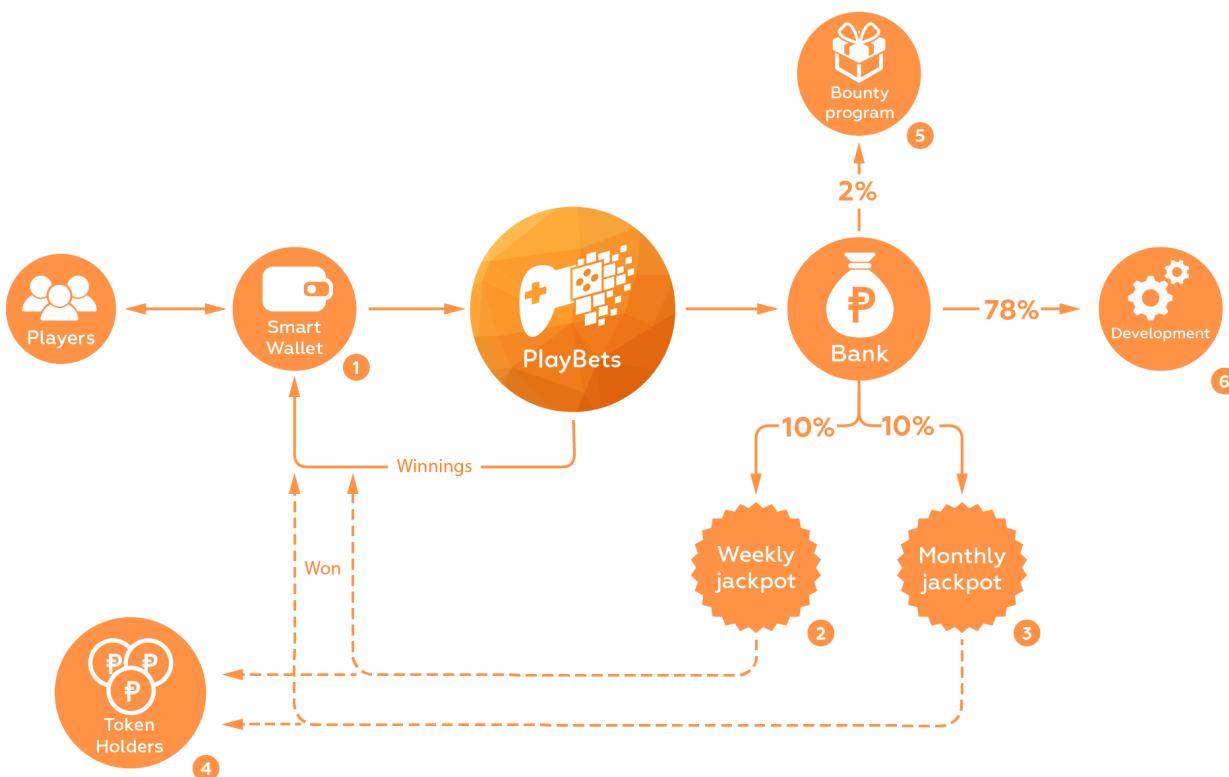


# How it works for players

Players can choose any game from the catalog and place a bet for a chosen amount in in-game currency Play Bets Coin (Pc). For them, the **player area** was created, which provides

- the ability to add funds in the most popular cryptocurrencies (ETH, BTC, NEM, PLT, 9 cryptocurrencies in total)
- the ability to convert funds to PlayBets Coin (Pc) with a conversion reserve
- a game account in PLT Tokens, PlayBets Coins and other cryptocurrencies
- an account of the current number of tickets for participation in Jackpots

**Simplified workflow of the PlayBets game platform (how it works for players)**



**1** Multicurrency smart wallet – provides fund conversion from BTC, ETH, BCH, LTC, XRP, NEM, DASH, ETC (9 cryptocurrencies) to PlayBets Coins (Pc) with the option of reverse conversion. With fund deposit and withdrawal

**2** **Weekly Jackpot** – the entire jackpot is played in a lottery (10% of all platform revenues for the week) between all ticket holders, with 100 winners selected.

All token holders with at least 10.000 PLT in their accounts are entered into the lottery, along with players that have bet at least \$10 in the week. The lottery takes place in an open format based on blockchain technology. Funds are transferred automatically using smart contract transfers (*detailed operation is described in Description of Jackpots*)

**3** **Monthly Jackpot** – the entire jackpot is played in a lottery (10% of all platform revenues for the month) between ticket holders, with 100 winners selected.

All token holders with at least 50.000 PLT in their accounts are entered into the lottery, with a bonus payment of 1 ticket for every 50.000 PLT in the player's account. The lottery takes place in an open format based on blockchain technology. Funds are transferred automatically using smart contract transfers (*detailed operation is described in Description of Jackpots*)

**4 Token Holders** – the server initializes a smart contract that checks for the minimum number of tokens of 10.000 PLT or 50.000 PLT and credits the required number of tickets to the user account

**5 Bounty Program** – 2% of the game platform's total revenue is distributed in a bounty program (*detailed description of the program below*)

**6 Operation and Scaling** – 78% of revenue goes toward developing the game platform  
(*detailed description of the program below*)

Accordingly, distribution of all funds within the game platform takes place like so

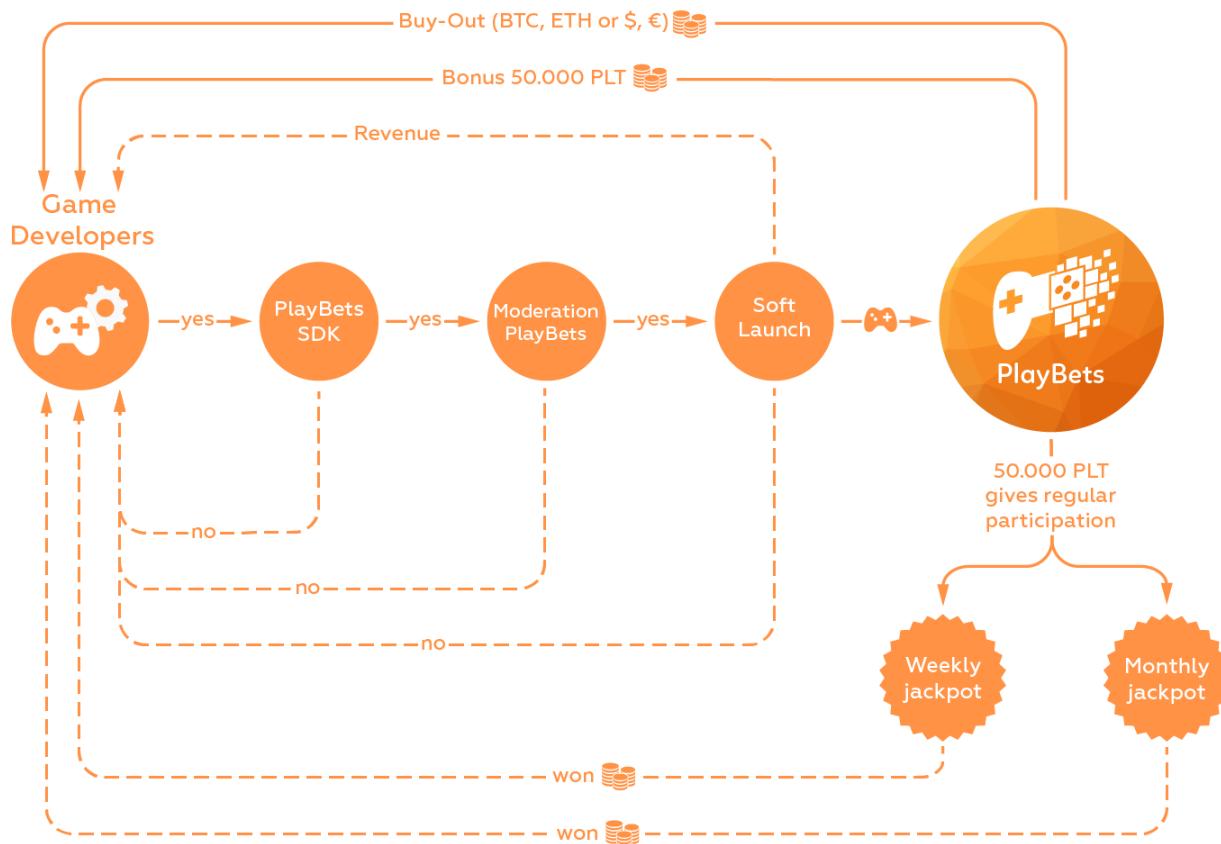
- 78% of revenue goes on developing and advancing the game (marketing, game development, purchasing games from external developers in a Buy-Out program, paychecks etc.)
- 10% goes on the Weekly Jackpot and is distributed between players and token holders
- 10% goes on the Monthly Jackpot and is distributed between token holders
- 2% Bounty, referral program

## How it works for developers

PlayBets will offer one of the most loyal conditions for purchasing games in a Buy-Out system, along with a bonus system for game developers.

The Buy-Out system offers to buy games from developers and collaborate with third-party game companies with the aim of expanding the game catalog. This means that any game developer can develop a game that matches the description below and can sign a partnership contract if the right conditions are met

## Detailed workflow of collaboration with game developers



Requirements for games to be published in catalog:

- games developed in JavaScript, HTML, PHP, Node.js, HTML5
- integrated SDK PlayBets
- games that have undergone preliminary moderation by PlayBets administrators
- games that have undergone closed testing (soft launch) for one month with 1% of the platform's entire audience, with a sample KPI and satisfying the Benchmark (standard) metrics.

Throughout the testing period, developers will be paid all the earnings from the game, with the exception of the platform commission (20% Jackpots and 2% Bounty Program)

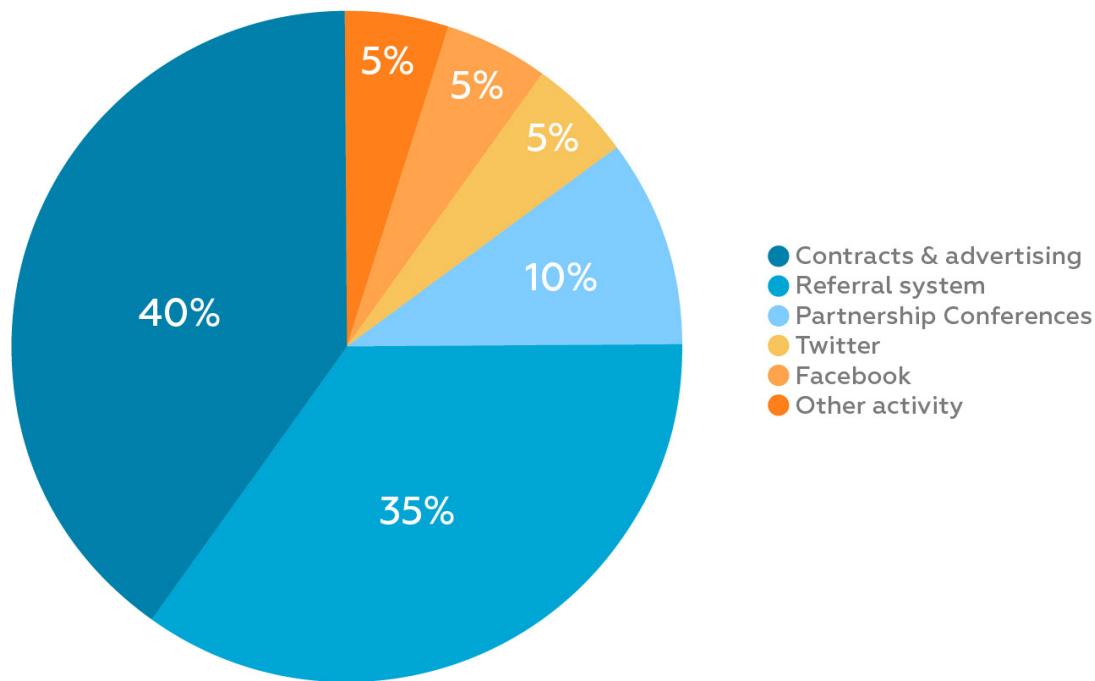
Employment conditions, bonuses for developers:

- buy-up of the game application on Buy-Out conditions, with cost determination based on the KPI values of the game
- payout from the application with a right to select among the main cryptocurrencies BTC, ETH, PLT or in fiat \$ (US Dollar), € (Euro)
- bonus 50.000 PLT (depending on the currency different of tokens at the current time, of the game company, to the developer)
- 50.000 PLT automatically guarantees entry to the Weekly and Monthly Jackpots

## The Bounty Program, how it works

The PlayBets game platform presents one of the most profitable Bounty programs around. 2% of all the game platform's revenues are distributed weekly to all participants of the program. This concept assumes minor organic growth in the platform due to all the members of the ecosystem.

Any member can take part in the program, and funds are distributed like so



40% Contracts, advertising, articles and reviews

35% Referral system

10% Partner conferences

5% Twitter (moderation and activity)

5% Facebook (moderation and activity)

5% Other activity (Reddit etc.)

**Attention:** This item describes the bounty company within the framework of the launched PlayBets service in November 2018. Bounty company operating within the framework of the crowdsale company's is described on the PlayBets website

# Game catalog

In contrast to classic gambling sites and casinos, we in the PlayBets team strive to provide a high-quality catalog of mass online games supported and developed independently by us, providing a benchmark of quality for publishing games from third-party developers based on a publishing model.

A radical difference in the game catalog on the platform is a distancing from classic casinos with games in the format of roulette, black jack and so on.

Only large-scale and simple games will be offered on the platform.

One of our team's main priorities is to offer a new gaming experience for a large number of players, even those who dislike or aren't interested in gambling games.

This is exactly why we are presenting our first developed game **Lucky** – you can already play it on our active game platform [PlayBets](#)

List of games to be introduced soon:

- |                                 |  |
|---------------------------------|--|
| <b>Lucky</b><br>(Alpha Version) | — a game of luck, where cards are revealed and the reward constantly grows                                 |
| <b>Sticker Mania</b> —          | an instant lottery. A set of each of the stickers contains 5 tickets, and each ticket can contain a reward |
| <b>Sloot Boost</b> —            | a simplified, new format slot game. New game mechanics and a format with 3 and 5 drums                     |
| <b>Auctionist</b> —             | a betting auction where you must beat the bet of the last opponent   |



The road map shows the dates and quantity of games to be launched.

At the game platform's release date in November 2018, we plan to launch no less than 15! games

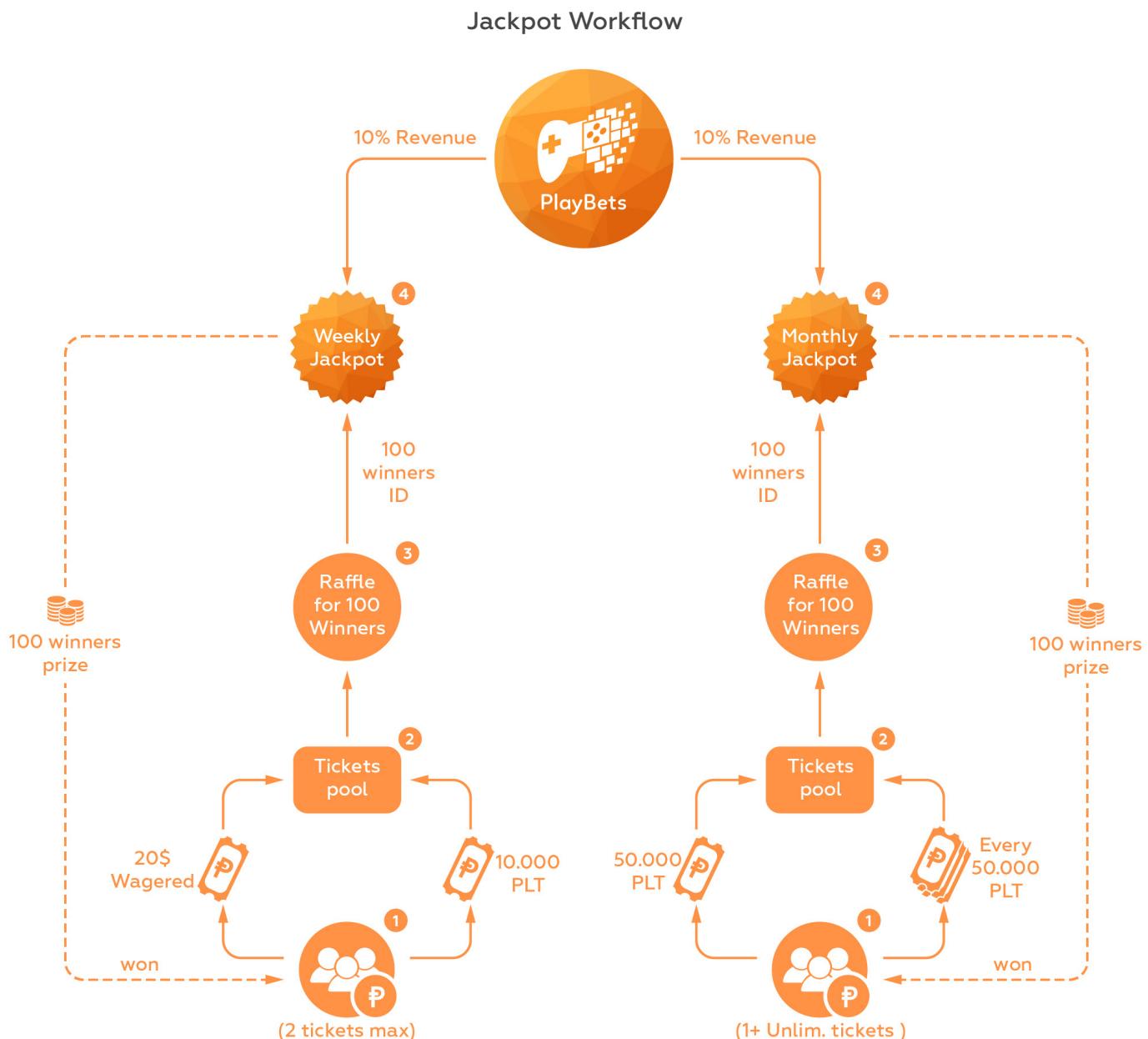
- by the end of 2018 we plan to publish 20 games
- by the end of 2019 we plan to publish up to 70 games
- by the end of 2020 we plan to publish up to 200 games

# Jackpots description

Jackpots are regular drawing prize funds gathered over a certain period of time from a % ratio of the game platform's revenues. In a general sense, this is a unique loyalty program for all participants of the system. Aimed at strengthening the ecosystem – token holders, player loyalty, token holders, game developers. They are divided into:

*The Weekly Jackpot* – the entire jackpot is played in a lottery (10% of all platform revenues for the week) with a distribution between 100 winning tickets of participants. All token holders with at least 10.000 PLT in their accounts are entered into the lottery, along with players that have bet at least \$10 total in the week.

*The Monthly Jackpot* – the entire jackpot is played in a lottery (10% of all platform revenues for the month) with a distribution between 100 winning tickets of participants. Only token holders with at least 50.000 PLT in their account are entered into the lottery. Including the bonus award, 1 ticket for every subsequent 50.000 PLT on the account



**Smart contract** – the server initializes a smart contract that checks for the minimum amount of tokens on the user's account, 10.000 PLT or 50.000 PLT and gives the user account the appropriate number of tickets. In the case of a win, the smart contract automatically transfers the winnings to the participant's wallet

- 1 The server initiates smart contracts to check the number of tokens and tickets; the smart contract credits Personal Tickets to users for participation in Jackpots. These are credited before the jackpot lottery starts, and are then automatically added to the **Ticket Pool**
- 2 All tickets entered into the lottery are transferred to a database in the form of a lottery list
- 3 The blockchain server logic distributes the prize places between **100 winners**, formulates the volume of prize bets, and transfers the received data to the platform at the end of the Weekly and Monthly lotteries
- 4 The prize currency is credited to the winners' accounts depending on their prize position and the Jackpot (weekly or monthly)

The Jackpots are always distributed by drawing among 100 winners when the week or month ends, with automated distribution of winnings to the participants' accounts. This means they can be called **regular distribution of Jackpots**

A developed internal generator on the blockchain generates the winning tickets, and, using smart contracts for the transfers, the winnings are automatically paid out to the wallet owner. On next login to the platform, the wallet owner will be notified of their prize-winning place and the amount of the Jackpot winnings in their private user area

**Please pay attention!** To participate in each draw, every token holder must:

1. Enter to the platform and confirm participation in the Jackpot
2. Check the required amount of tokens in the account (10,000 or more 50,000 Play Bets (PLT Tokens)).
3. Show your activity by making at least 10 game bets in Pc coins in a given period.

In other words, only active user can participate in jackpot drawings (these conditions are compulsory for participation in weekly, monthly and daily jackpots)

### Distribution of funds by date

#### Weekly Jackpot

**Start date:** Every Monday at 00:01 (London Time, UTC+0)

**End date:** Every Sunday at 23:59 (London Time, UTC+0)

#### Weekly Jackpot

**Start date:** The first day of each month at 00:01 (London Time, UTC+0)

**End date:** The last day of each month at 23:59 (London Time, UTC+0)

# Jackpot distribution

Jackpots are distributed between all ticket holders using the following formula:

$$\sigma = (W_1 W_2 \dots W_{k-1})$$

$$W_n \subset A_s, A, b, b_u$$
$$W_{n(n=1)} = \frac{A \cdot A_s}{\sum\limits_1^k b_u}$$
$$W_{n(n>1)} = \frac{A \cdot A_s}{\sum\limits_1^k b_u - b_{uw}}$$

where  $k$  is the limit of winnings (available stages on the condition of  $k \leq u$ , where  $u$  is the number of holders),

$b$  is the number of tickets for the lottery

$b_u$  is the number of tickets of a certain user

$b_{uw}$  is the number of tickets of the user who won in the previous stage

$A$  is the number of tokens for the Jackpot

$A_s$  a percentage bet at each stage

$W_n$  is the number of tokens received at this stage

\*One user cannot occupy several prize-winning places at once in a single Jackpot, because as soon as the user wins, they occupy no prize-winning places in the current lottery

## Position distribution table in Jackpots

All 100 prize-winning places in the Weekly and Monthly Jackpots are regular to be distributed among the winning ticket holders. The amount of the winnings changes depending on the position occupied.

As an example, let's consider the distribution of a prize fund of \$100 000

Place	Jackpot (Sum.)	Sum, USD
#1	40%	40.000\$
#2	25%	25.000\$
#3	10%	10.000\$
#4	5%	5.000\$
#5	3,2%	3.200\$
#6-10	0,5% (2,5%)	500\$ Each
#11-25	0,3% (4,5%)	300\$ Each
#26-50	0,2% (5%)	200\$ Each
#51-100	0,1% (4,9%)	100\$ Each

## Ticket awarding table in Jackpots

**Weekly Jackpot** – each player can have no more than 2x participation tickets in Weekly Jackpots: 1 (for 10 000 PLT) and 1 (for at least \$10 turnover in bets won over the week)

**Monthly Jackpot** – each player can have an unlimited number of participation tickets in Monthly Jackpots in the following manner:  
1 (for 50 000 PLT), and 1 ticket for each subsequent 50 000 PLT.  
Only PlayBets (PLT) token holders can enter the Monthly Jackpot

In this way, all token holders, in accordance with the requirements, participate in the free Jackpot lotteries. And the more tokens the user has in their account, the greater their chance of winning the Jackpot each time

Description	Weekly	Monthly
Wagered 20\$	1 Ticket	-
10.000 PLT	1 Ticket	-
50.000 PLT	-	1 Ticket
50.000+ PLT	-	1 Ticket every 50.000 PLT
Max number of Tickets	2	Unlimited

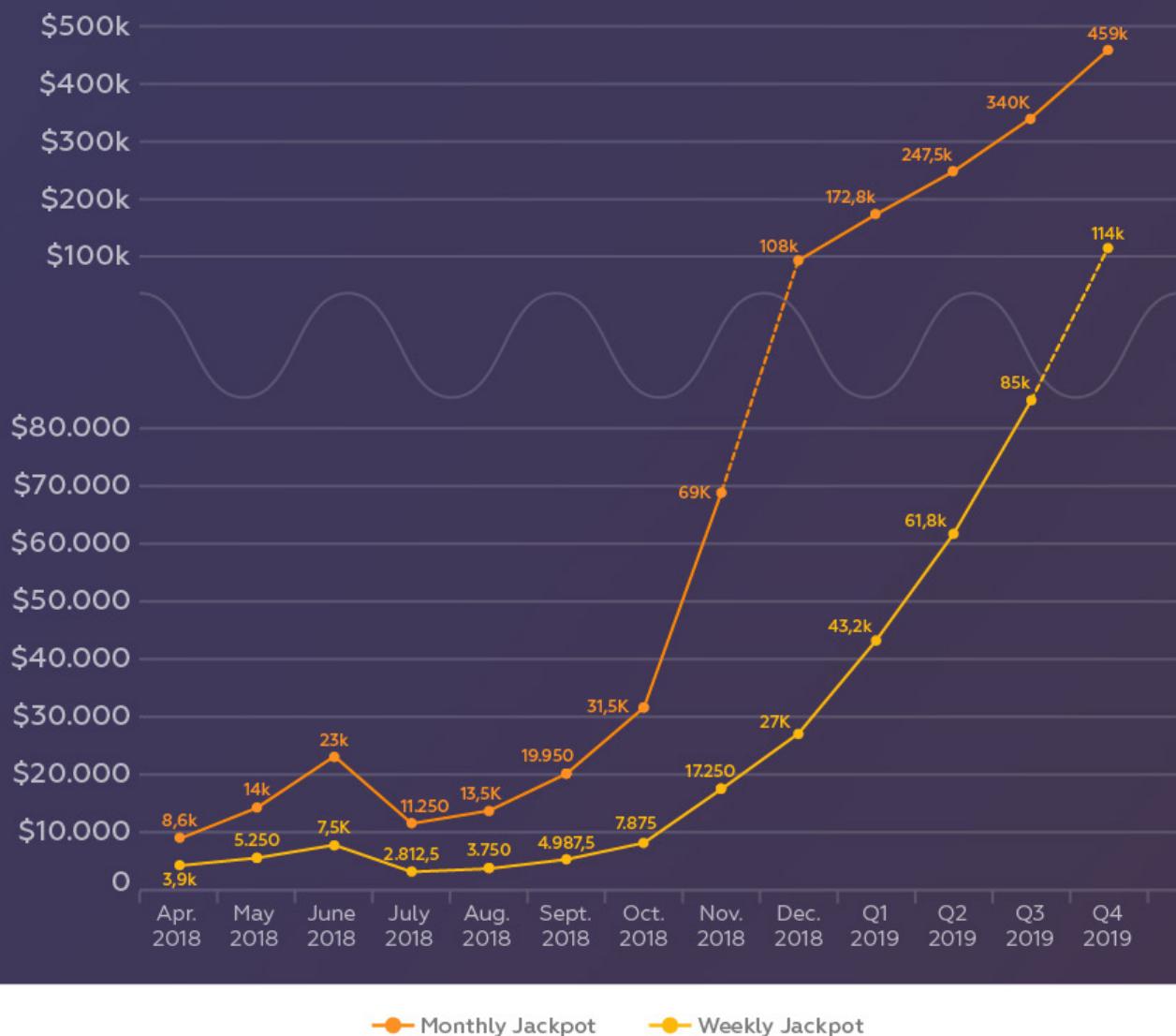
## Predicted growth chart of Jackpots

In accordance with the game platform's financial prognoses, the jackpots' prize funds will regularly grow alongside the growth of the game platform's audience, bets and revenue. Participation in Jackpot lotteries is available to

- players (Weekly Jackpot)
- token holders (Weekly and Monthly Jackpots)

Below is shown a growth chart of the Jackpots distributed between players and token holders for the period of April 2018 – Q4 2019

## Jackpot growth chart



\* In June 2018, the first Weekly and Monthly Jackpot lotteries will be launched, the Jackpot funds will begin to accumulate with the beta launch of ETH and BTC payment acceptance from February 2018

\*\*Weekly Jackpot – will accumulate over several months, from the start of April to the first lottery in June 2018 (with a starting bonus of \$3,000)

\*\*\*Monthly Jackpot – will accumulate over several months, from the start of April to the first lottery in June 2018 (with a starting bonus of \$5,000)

\*\*\*\*Daily Jackpot – will be launched in December 2018, currently not included in schedule. The schedule will be updated at launch time

# PlayBets tokens

Description	PLT Tokens are a game currency within the PlayBets platform (when converted to PlayBets Coins). At the same time PLT is, as a tool for rewarding activity, also a token for participating in Weekly, Monthly Jackpots
Technology	The PlayBets (PLT) token has been developed to the ERC20 standard, which is part of the Ethereum network. It is a transferable token compatible with wallets and exchanges
Token Name	PLT
Token Type	Utility token
Overall Supply	300.000.000 PLT
Accepted Currencies	ETH (automatically); BTC, BCH, LTC (manually)

Stage	Closed Pre-Sale	Pre-ICO	ICO
Token's limit	300.000.000 PLT (PlayBets)		
Token's limits on stages	3.600.000	28.800.000	207.000.000
Start of the sales	December, 22	March, 2018	April, 2018
End of the sales	February, 28	March, 2018	April, 2018
Token's exchange rate	1 ETH = 10.000 PLT	1 ETH = 8.000 PLT	1 ETH = 6.000 PLT
Accepted currencies	ETH (automaticly); BTC, BCH, LTC (manual)		
Soft Cap	\$30.000 or 90 ETH	\$300.000 or 1.000 ETH	\$1.000.000 or 3.000 ETH
Hard Cap	\$100.000 or 300 ETH	\$1.000.000 or 3.000 ETH	\$10.000.000 or 30.000 ETH
Soft Cap of all fees	Soft Cap – \$1.000.000; Hard Cap – \$10.000.000		
Bonuses	Day 1 – 20%; Day 2 – 15%; First week – 10%; Second week – 5%;	TBA	TBA
Minimum sum of the transaction	0,1 ETH	0,1 ETH	0,1 ETH
Maximum sum of the transaction	Unlimited	Unlimited	Unlimited

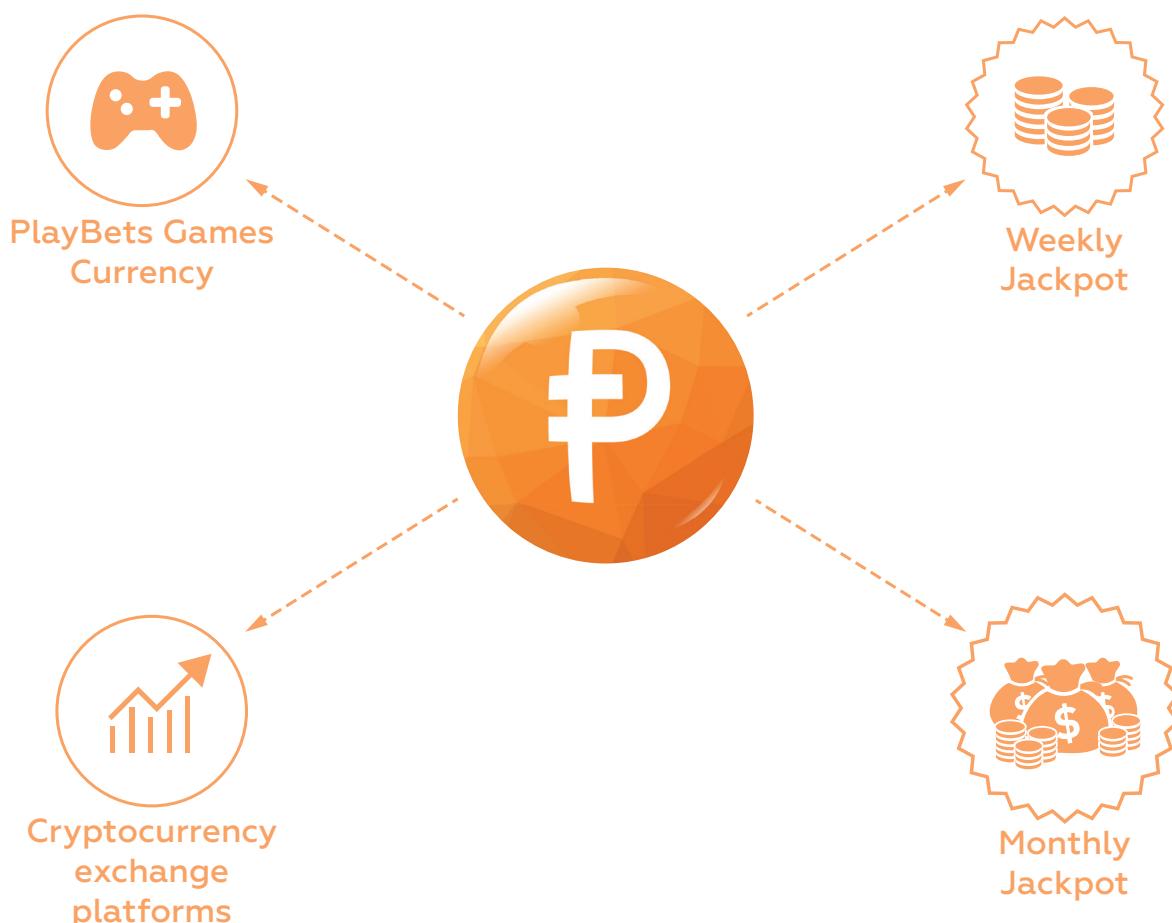
## Token holders Advantages

The **PLT PlayBets** token provides the right to be a full-fledged participant in the platform's ecosystem with all attached preferences, to exchange it for in-game currency, participate in regular distributed weekly and monthly jackpots, exchange and list on key cryptocurrency exchanges

In summary, **PLT Tokens** provide the ability to

- enter Weekly Jackpot lotteries (10% of platform revenue)
- enter exclusive Monthly Jackpot lotteries (10% of platform revenue)
- exchange and listing on key cryptocurrency platforms
- use as a game currency on the PlayBets platform (when converted to Play Coins)

Advantages of using PlayBets tokens



**Updated:** Use of the cryptographic PlayBets PLT Tokens will proliferate alongside the development of the game platform, so that in 2018-2020 years it will be additionally used to:

- reduce commission when depositing to an account (bonus transfer of additional PlayBets Coins)
- access to closed tests of games, ability to test games in Alpha (from game developers)
- use as a game currency equal to PlayBets Coin
- use for Premium accounts

## In-game currency PlayBets Coin



**PlayBets Coin(Pc)** – used within the game platform as a main in-game currency. It is implemented with the aim of setting a single standard currency within the game platform

1 PlayBets Coin = 100 Satoshi (Sat.)

1 BTC = 1.000.000 Pc (PlayBets Coin)

1 ETH ≈ 55.000 Pc (PlayBets Coin)

Currently, PlayBets Coin(Pc) can be used to test the active game Lucky.  
Using the currency:

- As of October 2017, the in-game currency PlayBets Coin has already been integrated with the aim of testing and tuning the platform
- from April 2017, there will be an option to cross-exchange PlayBets Coin between BTC and ETH within the platform, with a conversion cost based on an equated standard of 1 PlayBets Coin(Pc) = 100 Satoshi (Sat.)\*

\*<http://www.btc-satoshi.com/>

- as of November 2018, PlayBets Tokens **PLT** can be converted to **Pc** PlayBets Coins (based on optimistic predictions, this might happen sooner, by Summer 2018)
- with token integration and market release, conversion will change according to the market exchange rate

This means that the in-game currency PlayBets Coins (Pc) has the following properties

- in-game currency within the game platform
- reward for all types of loyalty programs (monthly/weekly leaderboards)
- reward within the weekly and monthly jackpots
- unified standard with conversion, deposit and withdrawal of any cryptocurrency (BTC, LTC, PLT, etc.)

# Why do we sell tokens

First of all, the **PlayBets** team has already implemented a test version of the game platform with one of the games involved, available on our platform at [PlayBets](#)

The sale of PlayBets tokens differs from other companies in that we've already made an MVP version of the product, in contrast to many other companies, which simply promise to develop something in the future.

A key feature of the PlayBets platform is its fast launch, as early as November 2018.

Many projects make plans for implementation within 2-3 years; our task is to roll out the project as quickly as possible and bring value as soon as possible to players and backers that have placed faith in our platform.

With the aim to further develop and scale up the game platform, our team is launching several stages of fundraising by means of selling the platform's PLT PlayBets Tokens:

**Closed Pre-Sale** (December, 22 — February, 28)

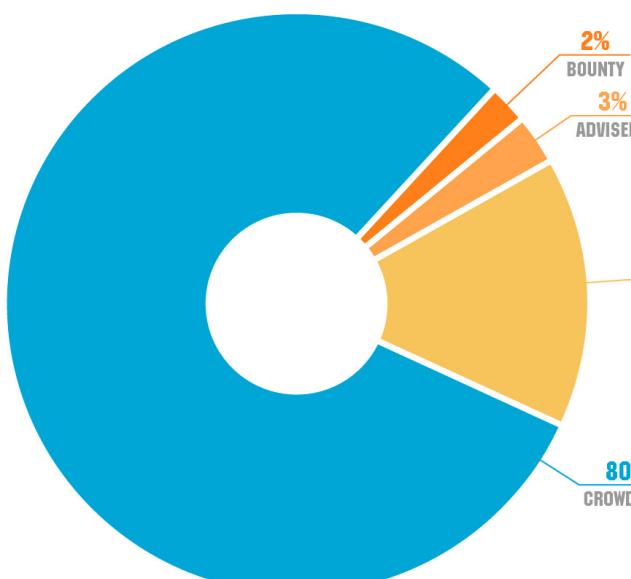
**Pre-ICO** (March)

**ICO** (April)

## ICO and PlayBets token distribution system

The aim of ICO fundraising is to reach a Soft Cap equivalent to 3 000 ETH or a 30 000 ETH Hard Cap in overall funds from all fundraising (or equivalent \$1 000 000 — \$10 000 000 USD). If the required sum for the upper limit Hard Cap (30 000 ETH or \$10 million dollars) is collected, the crowdsale will end early.

In total, the number of PlayBets tokens to be released will be limited to 300 000 000 PLT. During the company crowdsale, the maximum number of tokens sold is limited to 239.400.000 PLT. Unsold PlayBets PLT tokens that have been issued for sale during Closed Pre-sale, Pre-ICO and ICO will be burned.



**ICO and PlayBets token distribution chart**

80%	Crowdsale	(239.400.000 PLT)
15%	Team	(45.600.000 PLT)
3%	Advisers	(9.000.000 PLT)
2%	Bounties	(6.000.000 PLT)

The majority of the tokens will be released during the crowdsale companies

#### **Closed Pre-sale**

Minimum number of tokens sold: 900 000 PLT

Maximum number of tokens sold: 3 600 000 PLT

#### **Pre-ICO**

Minimum number of tokens sold: 8.640.000 PLT

Maximum number of tokens sold: 28.800.000 PLT

#### **ICO**

Minimum number of tokens sold: 20.700.000 PLT

Maximum number of tokens sold: 207.000.000 PLT

The funds collected (depending on the amount of funds collected and the ETH/USD exchange rate) will be distributed like so:

45% Game platform development

35% Marketing and scaling

10% Stabilization fund (for paying out winnings and jackpots)

5% Legalization and licensing

3% Advisers

2% Bounty program

Use of funds to develop the game platform is described below under Target use of funds

## **PlayBets token sales schedule**

Tokens will be sold in several stages, each of which includes a varied token price depending on the fundraising stage

<b>Closed Pre-Sale</b>	(December, 22 – February, 28)	value of 1 ETH = 10.000 PLT
<b>Pre-ICO</b>	(March)	value of 1 ETH = 8.000 PLT
<b>ICO</b>	(April)	value of 1 ETH = 6.000 PLT

## **Closed Pre-Sale stage**

The sale of PlayBets (PLT) tokens will take place on the [PlayBets](#) website

**Start date:** December 22, 2017 (From 18:00 PM, GMT)

**End date:** February 28, 2018 (From 12:00 AM, GMT)

**Minimum aim** for token sales: \$30.000 or 90 ETH

**Maximum aim** for token sales: \$100.000 or 300 ETH

**Accepted currencies:** ETH (automatically); BTC (with a request form sent for token sales)

**Token exchange rate:** 1 ETH = 10 000 PLT

Number of tokens per person: unlimited

Maximum volume of a single transaction: unlimited

Minimum transaction volume: 0.01 ETH

Token issue takes place when a certain number of ETH triggers the tokensale smart contract. This means that purchasers get their tokens as soon as they make the purchase. With BTC, the support service gets in touch personally to transfer the PLT manually depending on the sum of purchase. When payment is made in (BTC) Bitcoin, the BTC/ETH exchange rate is used (taken from the service [Coinmarketcap](#))

The overall progress of fundraising will be displayed on the [PlayBets](#) website

Minimum number of tokens sold: 900 000 PLT

Maximum number of tokens sold: 3 600 000 PLT

The bonus tokensale will take place in 5 stages:

- |                |   |
|----------------|---|
| First day      | — 20% bonus tokens (1 ETH = 12.000 PLT) |
| Second day     | — 15% bonus tokens (1 ETH = 11.500 PLT) |
| First week     | — 10% bonus tokens (1 ETH = 11.000 PLT) |
| Second week    | — 5% bonus tokens (1 ETH = 10.500 PLT)  |
| Remaining days | — 0% bonus tokens (1 ETH = 10.000 PLT)  |



## Pre-ICO stage

The sale of PlayBets (PLT) tokens will take place on the [PlayBets](#) website and possibly on the KICKICO website

**Start date:** March 2018 (From 12:00 AM, GMT)

**End date:** March 2018 (From 12:00 AM, GMT)

**Minimum aim** for token sales: \$300.000 or 900 ETH

**Maximum aim** for token sales: \$1.000.000 or 3.000 ETH

**Accepted currencies:** ETH (automatically); BTC, BCH, LTC, DASH, ZEC – after a token sale request form is sent, the support service gets in touch personally and manually transfers the PLT depending on the purchase amount. On payment, cross exchange rates are used (from the [Coinmarketcap](#) service) at the time the payment is made

**Token exchange rate:** 1 ETH = 8.000 PLT

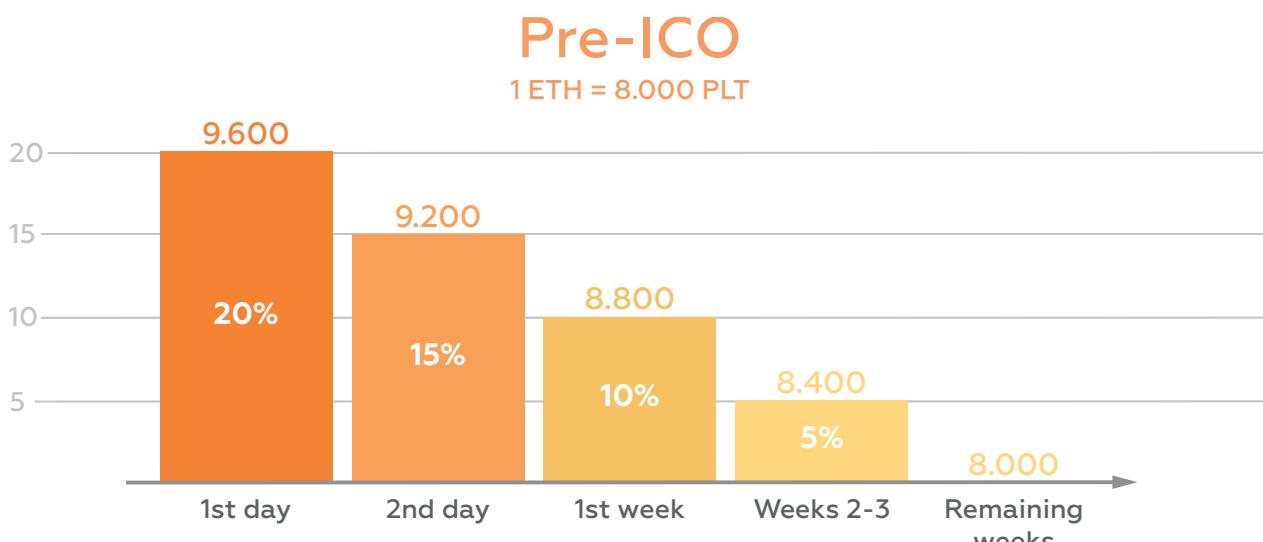
The overall progress of fundraising from the two platforms will be displayed on the [PlayBets](#) website

**Minimum volume** of sold tokens: 8.640.000 PLT

**Maximum volume** of sold tokens: 28.800.000 PLT

The bonus tokensale will take place in 5 stages:

- |                     |  |
|---------------------|--|
| First day           | — 20% bonus tokens (1 ETH = 9.600 PLT) |
| Second day          | — 15% bonus tokens (1 ETH = 9.200 PLT) |
| First week          | — 10% bonus tokens (1 ETH = 8.800 PLT) |
| Second, third weeks | — 5% bonus tokens (1 ETH = 8.400 PLT)  |
| Remaining weeks     | — 0% bonus tokens (1 ETH = 8.000 PLT)  |



## ICO stage

The sale of PlayBets (PLT) tokens will take place on the [PlayBets](#) website and possibly on the KICKICO website

**Start date:** April 2018 (From 12:00 AM, GMT)

**End date:** April 2018 (From 12:00 AM, GMT)

**Minimum aim** for token sales: \$1.000.000 or 3.000 ETH

**Maximum aim** for token sales: \$10.000.000 or 30.000 ETH

**Accepted currencies:** ETH (automatically); BTC, BCH, LTC, DASH, ZEC – after a token sale request form is sent, the support service gets in touch personally and manually transfers the PLT depending on the purchase amount. On payment, cross exchange rates are used (from the [Coinmarketcap](#) service) at the time the payment is made

**Token exchange rate:** 1 ETH = 6.000 PLT

The overall progress of fundraising from the two platforms will be displayed on the [PlayBets](#) website

**Minimum volume** of sold tokens: 20.700.000 PLT

**Maximum volume** of sold tokens: 207.000.000 PLT

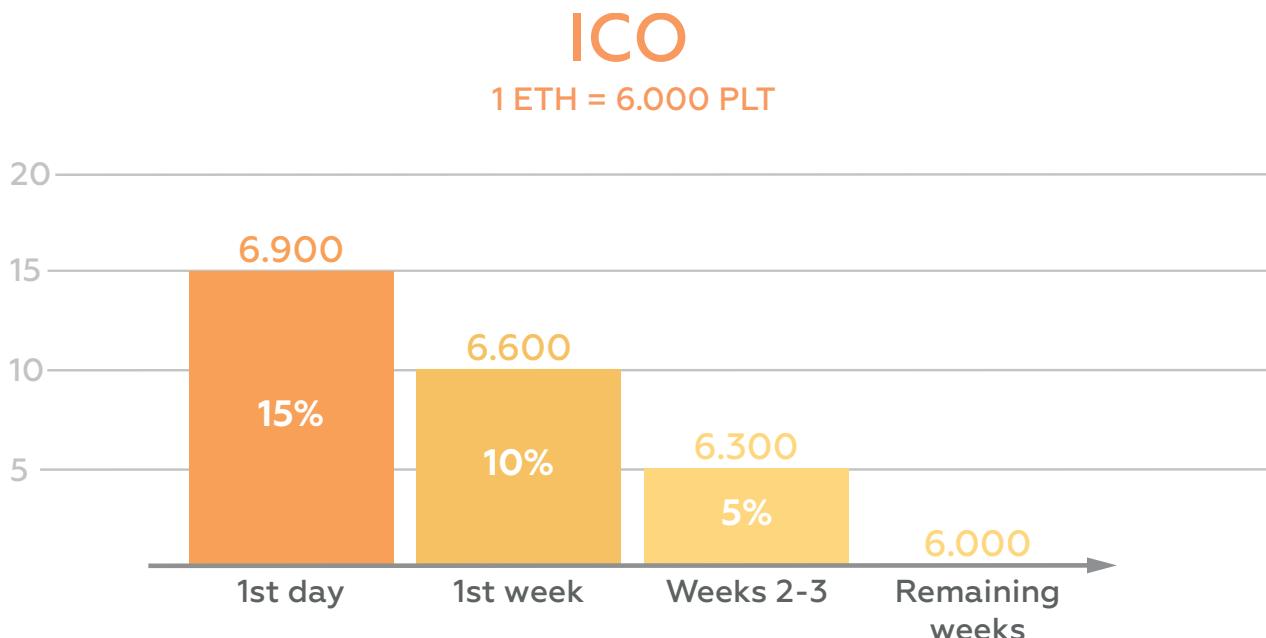
**The bonus tokensale will take place in 4 stages:**

First day — 15% bonus tokens (1 ETH = 6.900 PLT)

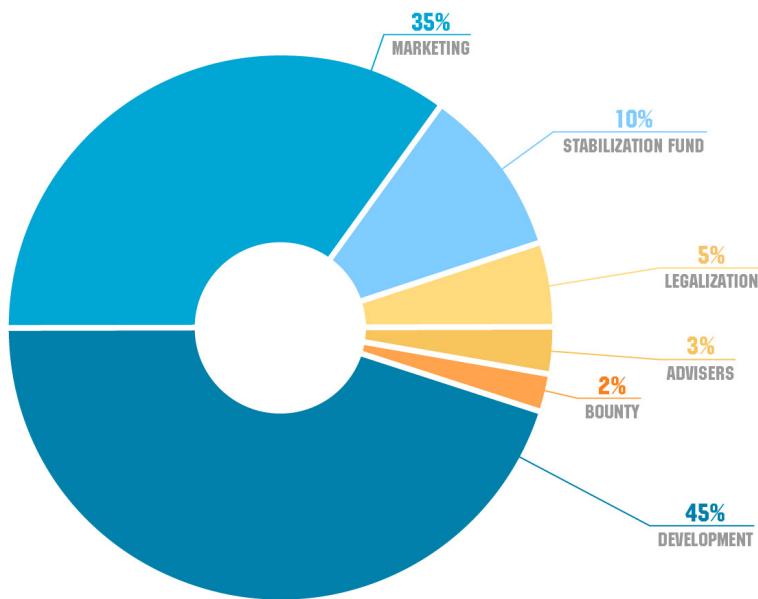
First week — 10% bonus tokens (1 ETH = 6.600 PLT)

Second, third weeks — 5% bonus tokens (1 ETH = 6.300 PLT)

Remaining weeks — 0% bonus tokens (1 ETH = 6.000 PLT)



# Expenditure of collected funds



All funds collected during the crowdsale campaigns will be used exclusively to develop, promote and grow the PlayBets game platform. The distribution of funds is shown below

100% of gathered funds will be distributed in the following way

## 45% Game platform development

This includes developmental and operational expenses on all technologies described in this technical document, including smart contracts, wallets, SDK, API, user accounts, multicurrency smart wallet, game plugins, plugins for third-party developers, game purchases in the Buy-Out system, any other updates linked to PlayBets.

It also includes hiring new developers and consultants for a full work day to speed up development with the aim of achieving accordance with the described plans or with achieving them early

## 35% Marketing budget for scaling the platform

Includes attracting new users through various channels such as Google AdWords, Facebook, YouTube and others. These funds will also be used for marketing events, sponsorship, adverts and partner campaigns and exhibitions.

## 10% Stabilization fund

Required to form a prize fund for paying out winnings to players after high bets.

In the early stages, this is also a guarantee of regular payouts for all forms of activity including Jackpots

## 5% Legalization and licensing

PlayBets will obtain relevant judicial and financial consultation with the aim of ensuring the operation of the game platform in accordance with the laws and regulations of each jurisdiction in which the service will operate. A portion of the funds will also be reserved for solutions and accreditations in problematic regions.

This also includes registering an additional license in Costa Rica for hosting gambling games on the game platform

### 3% Advisers, consultants

With the aim of successfully scaling up and developing the game platform at various stages of its development, we will employ experts from various spheres of industry – financial, legal, technological (blockchain and smart development), gambling. Advisers will be brought in for the purposes of consulting and mentoring within the already formed PlayBets team. Payments will be made to each adviser in stages in accordance with the confirmed schedule. This also includes expenses for hiring outside escrow agents and auditors.

### 2% Bounty program

As part of developing the game platform, organically growing the playerbase and creating activities, a portion of funds will be distributed to this program. Activities including articles, reviews, a referral program for attracting users, a bonus program for new players and a range of other events linked to scaling up the program.

## Target use of funds

Depending on the volume of funds raised, the development of the game platform will change based on a range of criteria, the most obvious of which is the number of games published in the catalog and the size of the platform's audience

ETH, collected	3.000	10.000	20.000	30.000	%
\$, indicative amount	1.000.000	3.000.000	6.000.000	10.000.000	
Development of the Gaming Platform	450.000	1.350.000	2.700.000	4.500.000	
Number of games	<b>7-12</b>	<b>21</b>	<b>42</b>	<b>70</b>	<b>45%</b>
Marketing and scaling	350.000	1.050.000	2.100.000	3.500.000	
Number of Players, MAU	<b>51.000-100.000</b>	<b>153.000</b>	<b>306.000</b>	<b>510.000</b>	<b>35%</b>
Stabilization Fund	100.000	300.000	600.000	1.000.000	10%
Legalization and licensing	50.000	150.000	300.000	500.000	5%
Advisors, counseling	30.000	90.000	180.000	300.000	3%
Bounty program	20.000	60.000	120.000	200.000	2%
Development within a period of	2017, 2018, 2019 Year				

- The target use of the funds is described in \$(USD) equivalent, since financial predictions are based on this currency
- A cross exchange rate is taken for the calculation (USD/ETH = \$333/ETH)
- Development expenses in 2017, 2018 and 2019 are logged in \$(USD) equivalent, also for the reason of tracking traffic purchases and paychecks
- At the end of the verified Closed Pre-Sale campaign, a separate document will be presented on the target use of funds in the fundraising stages from Closed Pre-Sale to ICO
- In the description of games, their number can be much larger, when concluding contracts with gaming studios, so at the stage of signing the inclusion in the catalog of 30 games

## Escrow and audit of the PlayBets game platform

At the ICO stage, we plan to hire an escrow agency. As of now, we are considering one of the Big Four companies. The agency will be selected on a competition basis.

With regards to the ICO, escrow will serve the following function – funds collected during the crowdsale campaign will be gathered in a Multisig wallet. Access to this is only available to trusted escrow agents.

Investors will sent funds not to the ICO project directly, but to a previously created wallet with a smart contract that is designed in such a way that the financing of each stage of the project (milestone) is completed only with the agreement of the third person(s) of the escrow agent(s), who, in their turn, provide additional protection. The Multisig wallet will undergo a preliminary audit to search for vulnerabilities

Escrow agents will be hired during the process of storing and managing investors' assets. The escrow agents' responsibilities include monitoring the use of funds collected in accordance with the road map described in this document, fulfilling deadlines and obligations to investors.

Only if the declared conditions are met will the PlayBets team obtain access to predetermined sums with the Multisig wallet. This means that our team strives to ensure transparent expenditure of funds collected.

Additionally, the PlayBets game platform plans to introduce a yearly financial audit with data provision to all investors with at least 500,000 PLT tokens in their account when they contact the support service. The chosen audit company will be published on the [PlayBets](#) website in a separate document

# Financial prognoses of the PlayBets game platform

To calculate the platform's financial metrics, we used the following input data

MAU	the number of paying users on the platform per month
CPI	the cost of attracting one player (taking into account attracting users to web games through Facebook, AdWords, YouTube and mixed sources)
CPI, Budget	the daily budget for attracting users is calculated as CPI*Monthly Audience*70% = Marketing Budget (Calculations also included Retention D1-50%; D7-20%; D28-10% – the user retention rate and K-factor (viral user attraction) = 15% and Bounty factor = 5% user attraction)
Wagered	the total sum of all bets per average user over a month (from 120 to \$340 per day - at various stages of the platform's development; the presented data are collected from the internal analytics of mixed game projects) (see <a href="#">BitKong → Statistics (Wagered)</a> ) Average allowable number of bets by each user per month = 200
RTP	the percentage of payouts to players from the overall rate of return, amounts to 97% depending on the game. The average % of platform revenue (House Edge) equals 3% of the overall rate of return in all games
ARPU, Monthly	monthly revenue of the game platform (calculated as the volume of all bets in the month multiplied by a coefficient of revenue, calculated as Wagered*10% = ARPU Monthly)
Revenue	revenue of the game platform in the month, without calculating expenditure on supporting the service, jackpots, taxes and payouts. Revenue = MAU*Wagered*10%

Date	MAU	Wagered, (USD, \$)	CPI, \$	CPI, Marketing Budget, \$	ARPU, \$	Revenue, \$	Jackpot, Monthly (\$)	Jackpot, Weekly (\$)	Jackpot, Daily (\$)
Jan. 2018	>4000	-	-	-	-	-	-	-	-
Feb. 2018	5.000	-	-	-	-	-	-	-	-
Mar. 2018	7.000	-	-	-	-	-	-	-	-
April 2018	10.000	120	2	14.000	3,6	36.000	(3.600 + 5 K \$ Bonus) = \$8.600	(900 + 3 K \$ Bonus) = 3.900 \$	-
May 2018	15.000	120	2	21.000	3,6	54.000	14.000	5.250	-
June 2018	20.000	150	2,5	35.000	4,5	90.000	23.000	7.500	-
July 2018	25.000	150	2,5	43.750	4,5	112.500	11.250	2.812,5	-
Aug. 2018	30.000	150	2,5	52.500	4,5	135.000	13.500	3.375	-
Sept. 2018	50.000	190	4	140.000	5,7	199.500	19.950	4.987,5	-
Oct. 2018	75.000	210	4	210.000	6,3	315.000	31.500	7.875	-
Nov. 2018	100.000	230	5	350.000	6,9	690.000	69.000	17.250	-
Dec. 2018	150.000	240	5	525.000	7,2	1.080.000	108.000	27.000	3.600
2018	150.000	173,3	2,9	1.285.550	5,2	2.712.000	8,6-108 K	2,8-27 K	3.600
Q1 2019	240.000	240	4,5	1,984 M	7,2	4,5 M	129,6-172,8K	32,4-43,2K	4.320-5.760
Q2 2019	330.000	250	5	3,145 M	7,5	6,75 M	202,5-247,5K	50,6-61,8K	6750-8.250
Q3 2019	420.000	270	5	4,095M	8,1	9,47 M	291,6-340K	72,9-85K	9.7-11.3 K
Q4 2019	510.000	300	6	6,048M	9	12,96 M	405-459K	101,2-114,7K	13,5 -15,3 K
2019	510.000	265	5,125	15,272 M	7,95	33,72 M	129,6-459K	32,4-114,7K	4,3 -15,3 K
2020	1.500.000	340	6,5	-	10,2	-	-	-	-

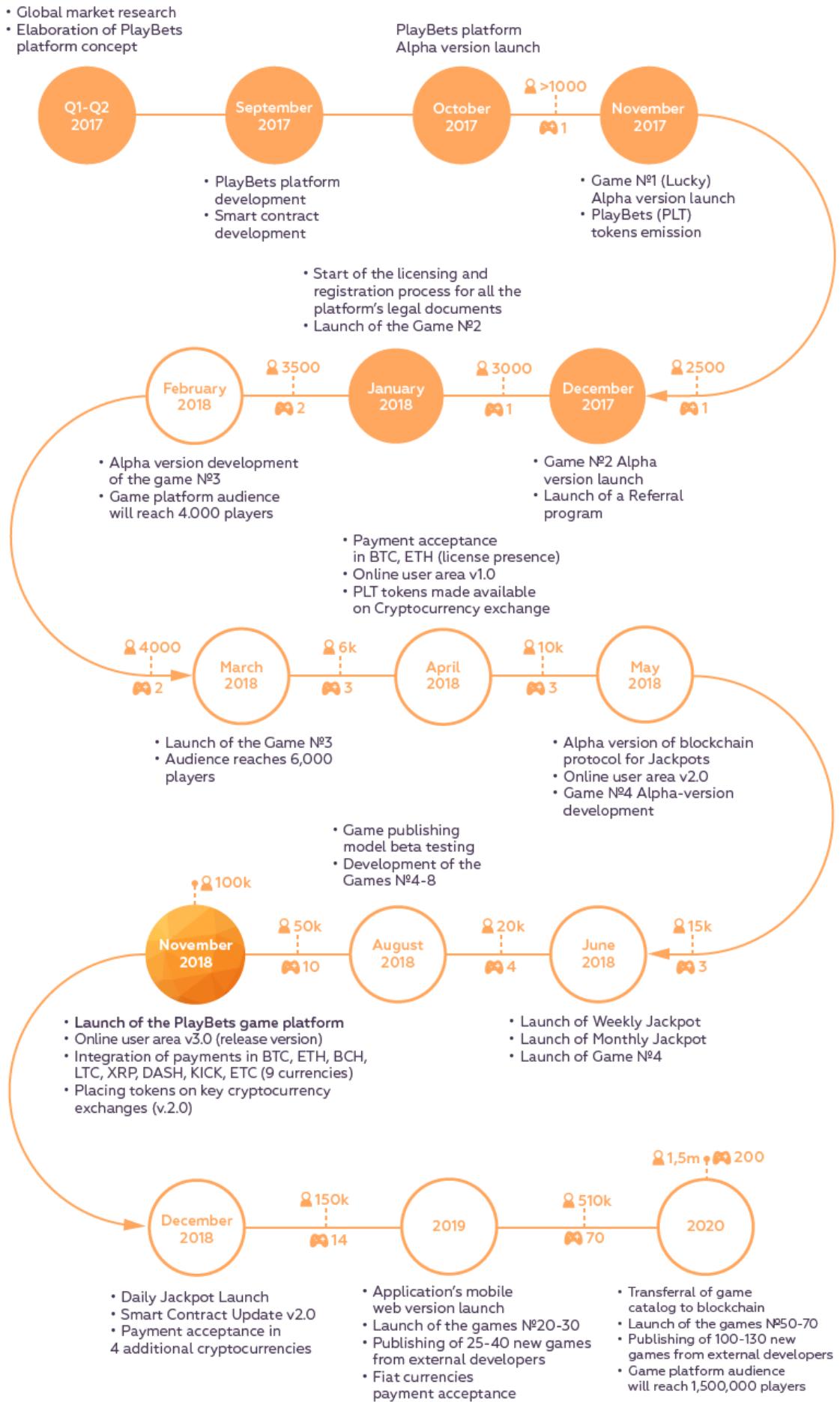
## Designations

- \$ – US dollars
- K – x1,000 (one thousand)
- M – x1,000,000 (one million)
- Daily Jackpot – a daily Jackpot amounting to 10% of all daily revenue
- Weekly Jackpot – a weekly Jackpot amounting to 10% of all weekly revenue
- Monthly Jackpot – a monthly Jackpot amounting to 10% of all monthly revenue  
(without taxes)

## Notes

- in the description of MAU in Q4 2018; 2018, Q1/Q2/Q3/Q4 2019, 2019, 2020 – the total sums of the audience based on the results of platform growth are shown marketing budget – throughout 2017 and 2018, this will be financed from the crowdsale. from 2019, funds for attracting users will come from revenues.
- Weekly Jackpot – will build up until the first lottery in June 2018  
(with a starting bonus of \$3,000)
- Monthly Jackpot – will build up until the first lottery in June 2018  
(with a starting bonus of \$5,000)
- Daily Jackpot – starts in December 2018 (all token holders with at least 5,000 PLT or a betting volume of at least \$10 in a single day can enter the lottery, maximum of 2 tickets for participating in the Jackpot lottery)
- the overall sum of all Daily Jackpots will amount to 10% of the platform's monthly revenues, and it will be calculated from the development expenses and distributed in the following manner (68% Platform Development; 10% Monthly Jackpot, 10% Weekly Jackpot, 10% Daily Jackpot, 2% Bounty Program)
- the sum of jackpots proportional to the game platform revenues; can be reduced depending on overall revenue; a commission in the form of taxes and transfer costs will also be taken from the overall sum of jackpots
- in spite of the fact that the prognosis is built on the working business model of one of the mixed cryptocurrency services (BitKong, True Flip etc.) and experienced business managers, we request that this schedule be treated as a proposed schedule which may grow or shrink

# Project road map



# Technical aspects of the PlayBets game platform

**Smart contracts** on the game platform will provide

- verification of the PLT token balance
- transferral and verification of tickets for participation in Jackpots
- dispatch of winnings based on victory results in Jackpots
- deposit and withdraw funds in ETC and BTC
- transferral of funds between players

**Blockchain** technology will provide

- decentralized prize funds in the form of Jackpots
- honest and open conditions for Jackpot lotteries with an open protocol for all participants of the game platform
- systems of tracking game results, provided by an open protocol of game conditions (with offchain technology integration in 2019, with subsequent move to blockchain when Raiden is updated)

The **PlayBets (PLT)** token provides its holders with:

- safety and security of use
- Use without limitation from anywhere in the world
- ability to exchange for the PlayBets Coins Pc in-game currency
- participation in Weekly and Monthly Jackpots
- rotation and use of tokens on key cryptocurrency platforms

**It is worth noting the technical limitations of the Ethereum network**

As of now, the Ethereum network is limited in its capacity for issuing currency, since it has an average block time equal to 15 seconds (sometimes this reaches 2 minutes). **Future updates to Ethereum will be aimed at improving the block time to a 3 second update (Casper) and achieve millisecond-long transactions (Raiden).**

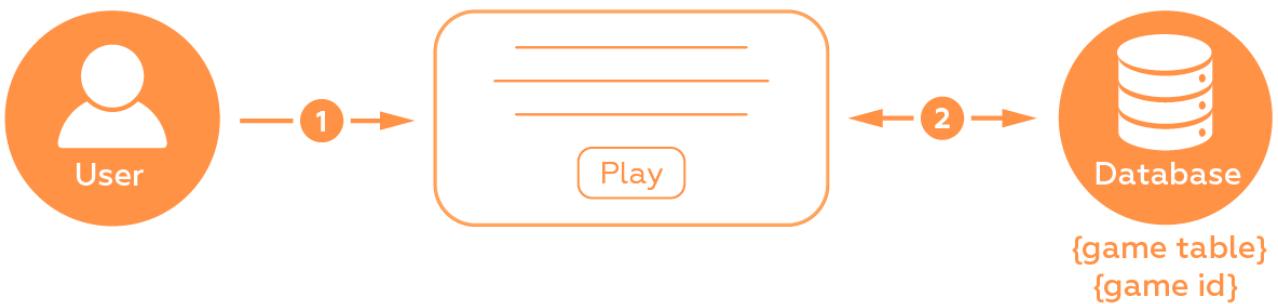
Both of these updates are planned for the end of 2017 to the start of 2018.

As soon as the releases of the Ethereum network with a minimum viable product (MVP) of the Raiden network are published, PlayBets will begin to test them to obtain the stated lightning-fast speeds in operating its games.

Since, at this moment, the standard block time causes response lag, all the game sessions and their results on the game platform will take place on internal servers of the platform, with an open protocol for game results on GitHub using the international encryption and hashing standard SHA-3. The result of each game will be openly available, so each user can check it (see below)

All the interactions described will take place through smart contracts and the blockchain network.

## Operation of the open protocol using the Lucky game as an example



- 1 The user initializes the game launch
- 2 The PlayBets service generates a game table/game results {game table} + id of the games {game id}, and with the help of the open algorithm SHA3-256, creates a hash rendering as {full hash}, and these data are saved to the databases db\*. {Id client } is sent to the user at the start of the game, {game table} + {game id} are sent at the end of the game in the case of any game outcome.

### Hashing on the backend

Encryption takes place using an SHA3 256 bit algorithm from the game's table data

### Hashing on the frontend

The data is decoded with the help of the SHA3-256 library in Javascript, and the user can also compare the hashes on any service using the logic described under Game mechanism — Honesty

### Game mechanism and honesty

Distribution of game cells (results) occurs when the “play game” button is pressed. At the moment of creation, a table of bets is generated and the index of this is then used to compare the correctness of the client’s response to the server, as a consequence of which the status of the cell (win/loss) is determined, along with the response to the user that determines the possibility of moving to the next step or notifies the user of a win or loss in the game.

At the end of the game, using the formulas shown below, data can be compared and their equivalence is proof of honesty in the game process

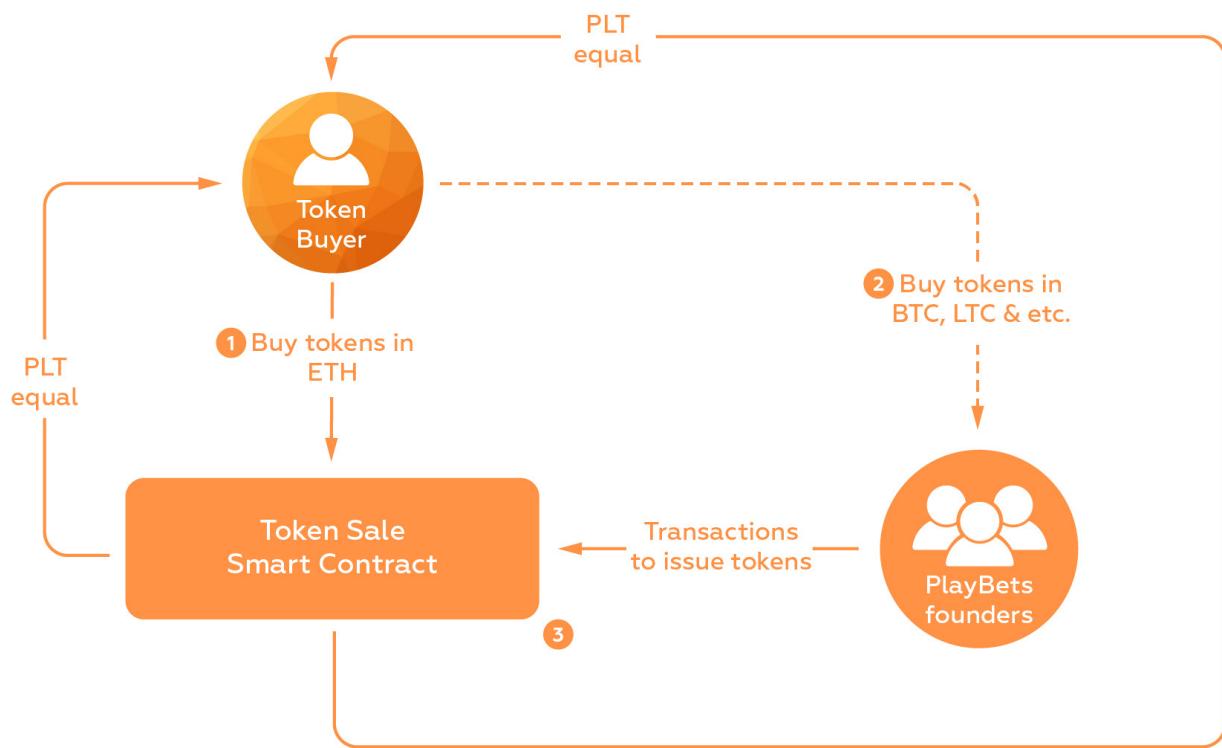
FULL HASH = SHA3-256(“get honesty data” («GAME TABLE» + «CLIENT ID» + «GAME ID»))

Proof of honesty is in the ability to check the data from the CTC and their hashing in Sha3-256 through any open third-party service, f.e. [Browsering](#). Through such a check, the user can obtain an identical hash to the one in the full hash field, which will be shown before the game ends. The table of results and comparison is found at the address [GamesPlayBets → Check Game Honestly](#)

In this manner the result is determined with the start of gamelaunch and is honest in relation to each player, since the result is provably honest and open.

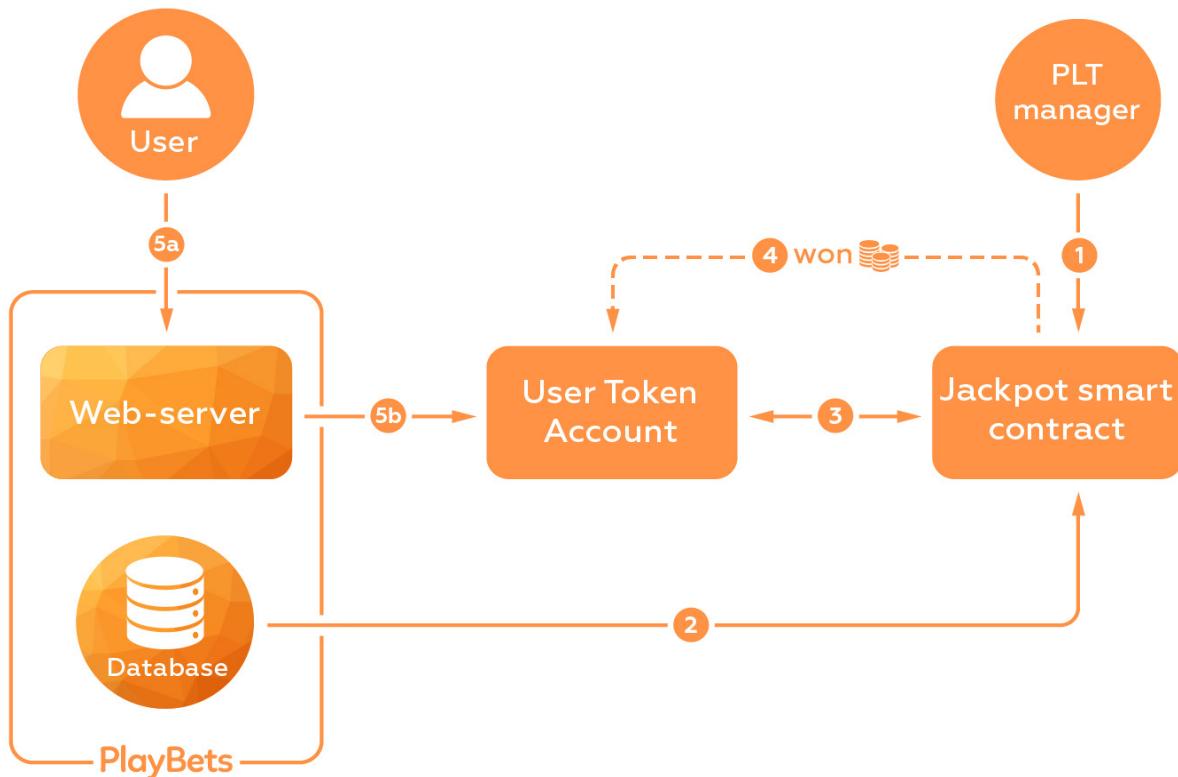
This mechanism has already been implemented in our game [Lucky](#), which anyone can play.

## Operation of smart contract for accepting funds during crowdsale campaigns



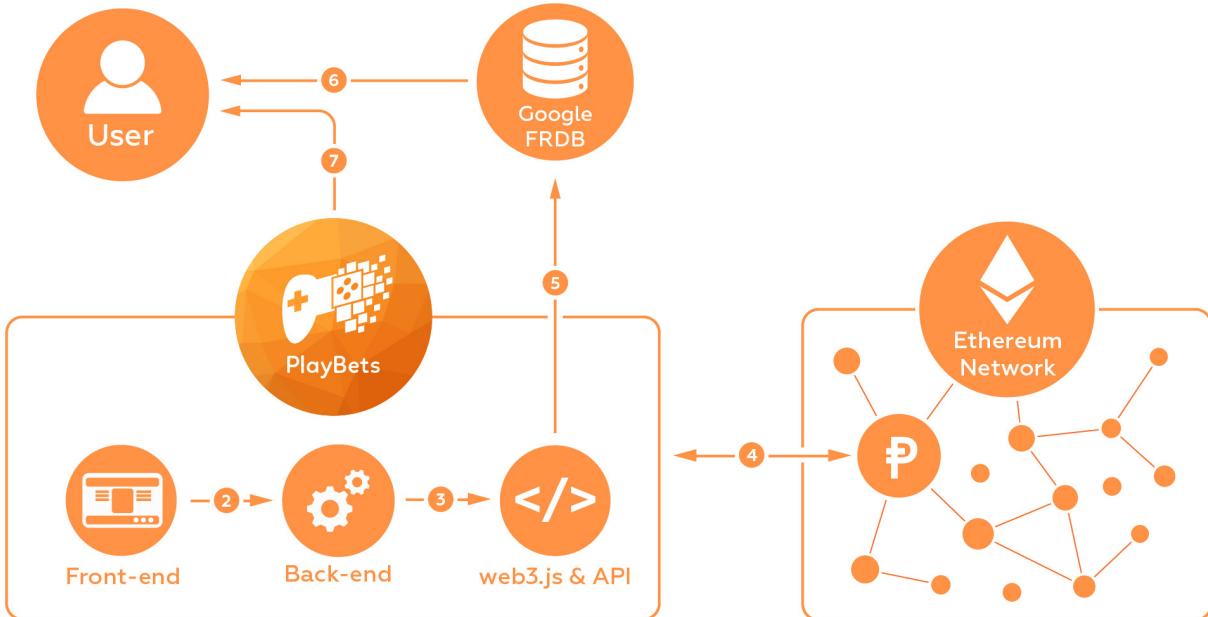
- 1** The user purchases PLT tokens for **ETH** (ether), transferring a set amount of currency to the platform's account, and a token sales smart contract automatically determines the number of PLT tokens to be awarded depending on the amount of ETH and a % discount
- 2** The user purchases PLT tokens for **BTC** (Bitcoins), **LTC** (Lightcoins), or an alternative cryptocurrency, transferring a set amount of currency to the platform's account, after making a request to purchase tokens in advance to [admin@playbets.io](mailto:admin@playbets.io). After the transfer of funds, representatives of the PlayBets game platform transfer the required number of tokens to the user's wallet manually
- 3** **Token sales smart contracts** automatically convert ETH to the required number of PLT tokens

## Operation of smart contracts for distributing jackpots



- 1 LT Manager formulates conditions for hosting Jackpots (Weekly and Monthly)
- 2 A check is made to ensure that the user is in the system and their data is in the closed Database (in particular the PLT address to which the payout of winnings must be made in PLT tokens)
- 3 The smart contract checks the user's account for a minimum amount of tokens, 10.000 PLT, 50.000 PLT or higher, and transfers the required number of tickets to the user's account. In the same way, it checks the presence of tickets for Weekly Jackpots, or a ticket for volume of bets placed (for a betting amount above \$20 over the week)
- 4 If the user wins, the platform's main PLT account will be used to transfer the PLT winnings to the user
- 5 a/b The user can deposit to their account to participate in Jackpot lotteries

## PlayBets platform workflow



- 1 The user visits the PlayBets web platform
- 2 The SPA application forms a request for the database
- 3 A request is formed to the interface for accessing the blockchain resources
- 4 Web3.js makes a request to the blockchain resources of the Ethereum network for obtaining information to the data of the contract (the user's register, their balance, jackpot conditions etc.)
- 5 Google RFDB — request to cloud resources to increase the system's response time and subsequent issue of results to the client browser
- 6 Valid information is obtained in the user interface from cloud services and data is updated in real time for the end user

# Our team

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**Eugene Lavrinenko**

CEO & Founder

Over 9 years in game development. Founder of the Cells Games game studio. Game developer of more than 15 games. Active participant at games conferences, speaker on the conferences about game development. A number of games, which were developed by Eugene, are international participants and prizewinners in game exhibitions and gamejams. One of his latest games "Madness Road" won the Unity Special Award 2016. Also, it has received support from such game platforms as Apple, with publishing on the main pages of the game store in more than 120 countries.  
<https://www.linkedin.com/in/eugene-lavrinenko-29260384/>



**Andriy Sharanevych**

Founder and Chief Operating Officer

Andriy is an experienced executive and entrepreneur with a 20-year history of working in gaming and gambling industries. He is a Founder of several companies, in he which Andrey participated in the development of more than 50 games of various genres for PC, consoles, web and mobiles. Co-founder and CEO of Rockspro, the developer of premium gaming software and games for social and real-money gambling verticals. Engaged in PlayBets operating activities and gaming solutions integration.  
<https://www.linkedin.com/in/sharanevych/>



**Yuri Klinkov**

Chief Technical Officer

More than 20 years in IT sphere and 5 years in game development. Yuri is experienced in all positions from the Back-End developer to the SRT of game projects. He has a huge experience in new technological solution implementation and realization, extensive experience in Web applications and platforms. Participant of international conferences in the field of gambling and ready-made B2B solutions for them. Co-founder in several projects of mobile applications and web development.  
<https://www.linkedin.com/in/klinkov/>



**Vladimir Bobrov**

Blockchain Architect

More than 2 years in Blockchain development. Vladimir is experienced in tools and program decisions for conducting ICO. He is also experienced in development of cabinet of investors, smart contracts for jury.online, crowdwiz, anonym, viuly, expay, dragon corporation, etc. Vladimir has implemented state purchases tender system on blockchain and distributed registry system for OTC shares. Besides, he has an experience of implementation solidity in relational databases operation.  
<https://www.linkedin.com/in/vladimir-bobrov-94594570/>



**Dmitry Morsky**

Lead Blockchain Developer

2 years in Blockchain development. Great experience in the integration of software solutions for ICO. Deep knowledge of smart contracts, the experience of development patches for the network Ethereum. Mathematical knowledge of cryptography, asymmetric and symmetric encryption, algorithms to achieve consensus PoW, PoS. Work with server-side frameworks, web3j, web3js, blockrail, integration of information with etherscan, blockchain.info. Work with private blockchain (corda, hyperledger fabrics), experience in projects zenome, jury.online, annihilatio, santiment, humaniq.  
<https://github.com/orangebyte256>



### Daniil Demchenko

#### Head Of Product

Daniil is a Game Producer and Product Manager with 14 years of experience in the gaming industry. He has provided product expertise and leaded a development of multiple successful bespoke apps for high-profile companies. Produced 'Microsoft Solitaire', which is the most played computer game of all time. Daniil has produced 'My Om Nom' (#1 top-grossing kids app in 96 countries). He is an expert in mobile and web UX, gaming, gambling and blockchain; adept of Agile and Lean Startup.

<https://www.linkedin.com/in/producer/>



### Mikhail Gabun

#### Game Development Manager

Mikhail has worked in game development for over 7 years. Highly experienced in developing mass casual games of various difficulties, has experience in Web and Mobile game development. Participant of game development jams and high-speed programming meetings.

<https://www.linkedin.com/in/михаил-габун-451228140/>

- Ilya M — Back-End Architect
- Pavel G. — Head of Art Department
- Svetlana A. — Director of Media and Content Department (launched ICO for b2bx)
- Alexei V. — Head of UI / UX Web development
- Daniil P. — UI Developer
- Andrei A. — 2D & 3D Artist
- Development team (6 people)

## Advisers



### Mickael Benjaminovich

#### Marketing Director at Playamo

Professional in advertising, marketing and product development.  
Previously worked at 888 Holdings for over 4 years.

An experienced specialist with over 7 years in the gambling industry.  
<https://www.linkedin.com/in/mickael-benjaminovich-b3330741/>



### Gai Drumer

#### Affiliate Manager at 888 Holdings

Gai is a professional in the gambling industry. Extensive experience in products, advertising, offline & online marketing and game promotion.

<https://www.linkedin.com/in/gai-drumer-9990b9103>



**Leonid Konovalov**  
CEO and Founder of Slotberry

Leonid more than 15 years in the gambling industry, with experience in offline and online directions. Great operational and managerial experience in the development of games of gambling character, lottery, bingo, slots. CEO and Founder of Slotberry, engaged in B2B solutions, providing SaaS solutions, and other services for gambling and platforms. Judge of start-ups and projects in the sphere of gambling  
<https://www.linkedin.com/in/leonid-konovalov-1bb0425b/>



**Vladislav Shchetinin**  
Head of Sales at ICOBox

7 years in advertising and games. Vladislav is an experienced manager and leader. In the last 2 years, he has launched an entire range of marketing companies and events dedicated to blockchain marketing.  
Has launched an entire range of successful ICOs, including ICOBox.  
<https://www.linkedin.com/in/vlad-shchetinin/>

## Consulting companies



Ambisafe is a pioneer developer of products based on blockchain technology. It has been operating since 2010 and is currently an industry leader that completes projects for large companies and globally renowned startups. Ambisafe developed one of the first multicurrency crypto wallets and many other significant projects.



COBOX is one of a few companies that have provided consulting services, including technical consulting, audit consulting and marketing campaign consulting. It has experience in hosting over 10 ICOs. The company has held a range of successful ICOs at various stages and levels of involvement in projects.



Decebtry Group is a dynamically developing and experienced team specialized in developing and publishing complete solutions based on blockchain technology.  
Experience in launching ICOs, developing private user areas for investors, smart contracts for jury.online, crowdwiz, anonym, viuly, dragon corporation etc. Implemented a blockchain-based tendering system for state purchases and a distributed register system for non-exchange offers

# Conclusion

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The first priority of the PlayBets team was to create an MVP version of the active game platform. For this reason, right now PlayBets is an already **active platform** with **Provably Fair** and with **Open game results**; with a high number of game sessions per day and weekly with a growing audience

At the Pre-ICO and ICO stages, we plan to publish a whole range of new games. Our goals include parallel fundraising, development and scaling of the game platform. The entire catalog of our games will be united by an open protocol for hosting games, which provides honesty in games hosted, the use of smart contracts that automate most processes, and blockchain integration for hosting weekly and monthly Jackpots.

In contrast to most services, PlayBets immediately offers a tried and tested business model, along with understandable international expansion. Rapid scaling of the service is ensured by an internal publishing system for collaborating with third-party game developers, a referral program, and a whole range of service integrations, for example support for a multicurrency wallet with deposit and withdrawal of funds in most popular cryptocurrencies.

A developed internal jackpot system between players and token holders is aimed at retaining and stimulating the participation of each user of the platform, and designed to strengthen the platform's internal economy.

The next step in developing our platform is collaborating with external developers. As of now, **6 game studios** are at the stage of signing up with **30 games to be published** in the game platform's catalog.

With an experienced team of developers, our striving and the support of consultants from the gambling industry and experts in payment services and blockchain technology standing behind **PlayBets**, we are ready to take our platform of gambling games to a new level. Our cryptocurrency PlayBets **PLT** will only strengthen our success by creating a full-fledged internal entertainment ecosystem

# Conditions, regulations and risk factors

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This document is presented exclusively for the purpose of familiarization.

No information contained in this document should be taken as an offer to make a deal with any company or individual mentioned within it.

No information contained in this document should be taken as recommendation, advice or guidance. All actions taken on the basis of information contained in this document are performed at the discretion and risk of the agent that performed them.

The PlayBets company and its affiliates bear no responsibility for the consequences of these actions.

This document is not an offer to use the PlayBets platform's PLT tokens or Pc coins (or any other company linked or associated with it) for buying/selling operations.

PlayBets Coins (Pc) do not provide the right to participate in management, and are exclusively a means of payment within the game platform and a mechanism for rewarding users.

PlayBets (PLT) tokens do not provide the right to participate in management and are also exclusively Utility tokens. The possession of PLT tokens does not provide their holder with the ability to participate in the management of the company or the right to PlayBets platform property (or that of any other company linked to it).

## **No guarantees of revenue or profit**

All financial and economic calculations used in this document were made exclusively for the purposes of familiarization or demonstrating the average industry metrics and there is no guarantee that the predicted metrics will be achieved.

## **Risks linked to the Ethereum network**

Tokens of the PlayBets game platform are available on the Ethereum platform. In connection with this, any defect or incorrect functioning of the Ethereum protocol could lead to unforeseen changes in the operation of the PlayBets platform.

In addition, achievements in the sphere of cryptography or other technical achievements could represent risks for PLT tokens and the Ecosystem, including for the advantages of using PLT tokens in the Ecosystem, if the mechanism of cryptographic uniformity at the base of the Ethereum protocol is rendered ineffective.

## **Risks linked to hacking and flaws in the security system**

Hackers or other criminal groups or organizations may attempt to influence the Ecosystem or PLT tokens in various ways, using, among other things, attacks by malicious software, DoS attacks, agreement attacks, Sybil attacks and viral connection imitation.

## **Standard uncertainty**

In connection with the fact that this project uses blockchain technologies, PLT tokens may be affected by one or more requests, injunctions or other actions from regulating bodies across the world, including, but not limited to, the placing of limitations on the use or possession of digital tokens like PlayBets tokens, which may influence the functionality of PlayBets tokens in the future.

## **PlayBets (PLT) tokens are not an investment**

PlayBets (PLT) tokens are not official and have no obligatory judicial force as an investment. For reasons independent of the initiators of the project, the aims described in this document may change. In spite of the fact that the project team intends to realize everything described in this document, all individuals and parties that purchase PlayBets tokens are acting at their own discretion and risk.

Terms of development, for objective reasons, may be increased or reduced due to range of factors.

## **Voluntary character and absence of full regulation**

In spite of the fact that PlayBets (PLT) tokens are not an investment, with time their value may increase or fall, if the PlayBets platform experiences a scarcity or overload of tokens. The PlayBets game platform bears no responsibility for the cost of PLT on cryptocurrency exchanges or any value lost or obtained.

## **Risk of loss of funds**

The funds from the ICO are not insured. In the case of loss of value, there is no insurance representative that the purchaser can address.

## **Risk of partial investment return**

If the PlayBets game platform does not reach its minimum Soft Cap fundraising threshold, all funds will be returned to the token purchasers, after expenses are deducted for the marketing campaigns at the Pre-ICO and ICO stages.

## **Risk of fundraising failure**

There is a possibility that for various reasons, the PlayBets platform and all subsequent actions related to gathering funds in the Pre-ICO and ICO stages may not achieve success for various reasons (low-quality development of marketing strategies, poor delivery of product to end user, competition etc.).

## **Risk of using new technologies**

PlayBets tokens, like any other crypto-tokens, are a new and relatively untested technology. There are also additional risks linked to the use of information technologies that the game platform's team cannot foresee. These risks may influence other aspects of the project's activity and sharpen the risks previously indicated here.

## **Risks linked to development and technical servicing of the PlayBets ecosystem**

The PlayBets game platform is still in the stage of development and over time it may undergo significant changes. Development of the platform depends in no small part on the number of PLT tokens sold during the crowdsale stage. Apart from that, in spite of the well-intentioned efforts of the company to develop and run the game platform, there is a possibility that PlayBets will experience technical difficulties or may, for some other reason, not be developed or serviced as expected, which may negatively influence the platform and PLT tokens, along with the potential value of the PLT tokens, including the advantages of using PLT tokens on the PlayBets game platform

## **Risk of liquidation of the company or ecosystem**

It is possible that, for a range of reasons, including, apart from anything else, unfavorable fluctuations in the value of ETH, BC or other cryptographic currencies, the value of PLT tokens may go down, commercial relationships may fail to develop or problems may arise with intellectual property, or the functioning of the PlayBets platform may become unfeasible or the company may be liquidated.

## **Integration**

This Agreement represents a full agreement between parties in relation to the item of this Contract. All previous agreements, discussions, presentations, guarantees and conditions are unified in this document. Between the parties there are no guarantees, concepts, conditions or agreements, clear or implied, with the exception of those that are clearly indicated in this Agreement. This Agreement can be changed only through a written document formed by the parties in the proper manner.

**DISCLAIMER OF WARRANTIES AND GUARANTEES. YOU AGREE THAT YOUR USE OR INABILITY TO USE PLAYBETS TOKENS IS PERFORMED EXCLUSIVELY AT YOUR OWN RISK, AND YOU TAKE ALL THE RESPONSIBILITY FROM THE PLAYBETS PLATFORM.**

**FROM THE MOMENT OF RELEASE, PLAYBETS TOKENS WILL BE ISSUED WITHOUT GUARANTEES, INCLUDING A DISCLAIMER OF ANY GUARANTEES FOR ALL IMPLIED GUARANTEES OF COMMERCIAL VALUE FOR A SPECIFIC GOAL, THE NAME, WITHOUT VIOLATING THE INTELLECTUAL PROPERTY RIGHTS OF ANY PARTY. SINCE CERTAIN JURISDICTIONS DO NOT ALLOW IMPLIED GUARANTEES TO BE DISCLAIMED, THE AFOREMENTIONED EXCEPTIONS OF IMPLIED GUARANTEES MAY NOT APPLY TO YOU.**

## Links to resources used

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