



PlayDFS



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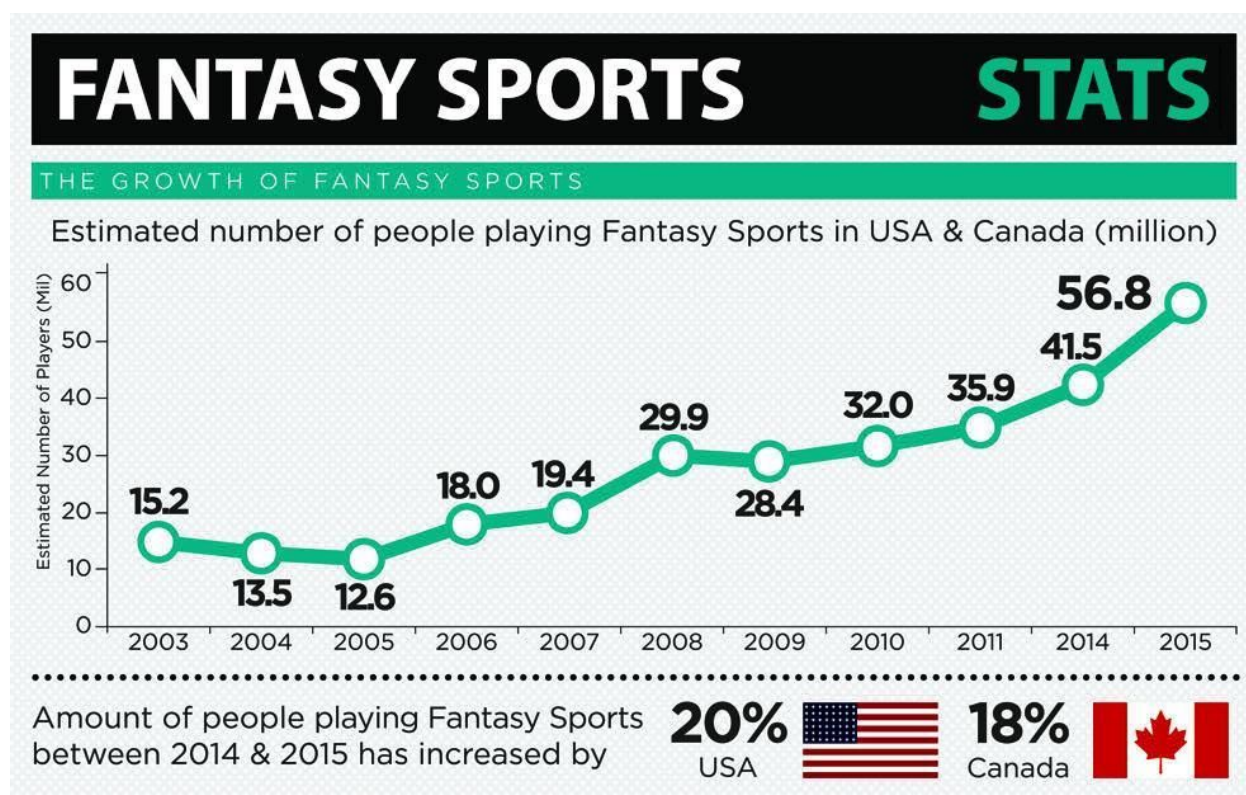
## Important Notices

## What is Fantasy Contest?

Fantasy Contest aims to make Daily Fantasy Sports (DFS) more transparent and secure using blockchain technology and will introduce the system of fair play by enabling global players to compete against one another for low entry fees and higher returns. Our reward program is also far more efficient as compared to competitors in the market and our solution aims to offer investors significant profit potential and the players with good earnings potential.

DFS is a fun, skill based game where groups of participants compete in an effort to build the best fantasy sports team. The statistical performance of actual athletes playing in the games determines the winning or losing of these participants.

The Fantasy Sports Trade Association (FSTA) estimates that 56 million people play fantasy sports spending an average of \$500 a year in entry fees<sup>1</sup>. Fantasy sports has become a billion dollar industry with skyrocketing popularity in the USA and Canada and millions of players across the world. In 2017, about 59.3 million people were playing fantasy sports in the USA and Canada.



Source: StatsWeb

DFS players participate in a number of various sports all year round. These sports include baseball, football, basketball and golf just to name a few. Fantasy sports have evolved from a niche hobby to a booming industry as evident from the chart above. The appeal of DFS is it allows fantasy sports players to feel like they are the GM and their decisions directly impact whether they win or not.

The popularity of DFS has transformed it into a social segment and individuals interface with seasoned competitors, champions and amateurs. The industry is hugely profitable and it is growing significantly every year. The industry is growing at a tremendous rate and is estimated to experience continued growth well into the future as regulation and international markets evolve.

## General Guide to DFS

### **Step 1: Registration**

Players (or users) can register for free on almost all fantasy sites offering cash rewards. The user on-boarding process is simple. Sites do need to ensure the current legality of offering Paid games in certain states.

### **Step 2: Game Entry**

Each fantasy application allows the users to participate in multiple contests (or leagues or pool). Each contest has its own rules that can range from entry fees, prize structure, game duration, users permitted, etc. The idea is to offer users with multiple options in order for them to pick and choose a game based on their personal preference.

### **Step 3: Team Draft or Line-Up Creation**

This is the key feature that generally differentiates one application from the other. For most fantasy applications, the entire process or team draft is the main USP. The most common format within DFS genre is letting users pick a team within the confines of a FIXED budget. Users are allocated a fixed virtual budget and each player available for picking has a fixed value. Users need to create their team (line-up) within this allocated budget (salary cap). There are other restrictions in place mainly from the regulations side that restricts the number of players a user can PICK from one Real team. Ideally, any given lineup needs to consist of players from at least 3 teams. There are a few applications (like ours) that follow a far more interactive and unique lineup set up formula that is NOT salary based.

### **Step 4: The Game Play**

Each fantasy application has its own unique algorithm that allocates fantasy points to a player based on their REAL TIME performance. To offer a more interactive game play experience, all these points and scores are updated in real time. The aim for a user is simple, score the highest accumulated points (points from their entire lineup) and be declared the winner.

**Step 5: Rewards**

Each application has its own way of rewarding users. The rewards are generally position based (Top 1, Top 3, Top 5, Top 30, etc..) or it can be percentage based (Top 20%, Top 30%, Top 50%, etc. for contests with massive player pool). The positional cash rewards are mostly incremental (Higher cash award for higher finish). Rewards are posted at the completion of the contest (Same day for Daily Contests, etc.).

**Application Revenue Source**

Fantasy application (paid fantasy applications) earn majority of their revenues from contest “Commission Rate”. Commissions are what the application charges. The standard commission ranges from 20% to 7% (based on the contest entry fees). This commission is deducted from the total pool money collected for the contest. The outcome of the contest or the winner profile has NO relevance when it comes to commission income. The application will make this money irrespective of the winner and total prize pool

## The Roadblock

Despite the popularity, fantasy sports industry is on a roller coaster ride facing numerous challenges<sup>2</sup>.

Speculations are that tech savvy players exploit the industry with their skill<sup>3</sup> by making profit on the expense of amateur players who do not have the bankroll or advanced algorithms to compete. A renowned DFS critique Ed Miller has quoted that the current state of game offerings is “not robust enough” to handle significant growth.

Other factors such as huge bank rolls and salary cap games drive small players further away. Common DFS players are estimated to be an active contributor to the industry by ingesting a massive amount of \$28 billion dollars! Third party transactions are also not safe, besides charges for transaction and currency exchange they are vulnerable to fraud and the account security could be compromised.

High commission<sup>4</sup> is also a reason for decreasing popularity. On average, 10% commission or higher is charged to participants for playing and participating. The larger the contest, the more commissions that are charged.

Verification procedures that are required to withdraw and deposit funds are complicated and some platforms ask for proof of identity. Such information is susceptible to misuse. Withdrawal processes are also time consuming and may take more than 7 days in some cases. Companies also reserve the right to close accounts and refuse withdrawal at their discretion.

To sum up, therefore, the major challenges faced by the industry are :

1. Unfair advantage to players using computer algorithms
2. Large bankrolls for the expert player
3. High commissions fees
4. Fraud.

## The Resolution

Our solution is application of blockchain technology<sup>5</sup> and revolutionizing the fantasy sports industry. Fantasy Contest is aiming to make the whole experience transparent and more reliable without the mediation of a third party. With low commission, we can ensure that the winner gets maximum return. It's an easy, fast and reliable transaction for the consumer to trade products and services compared to the competitors solutions as of October 2017.

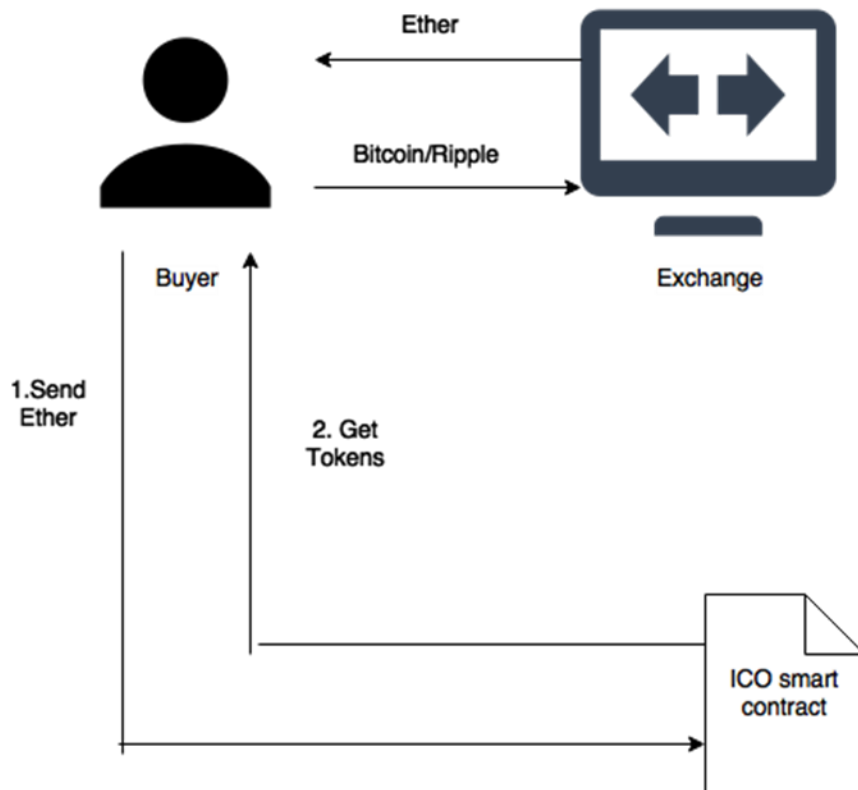
We are creating a non-salary cap game that offers a small entry fee, a huge grand prize, and a 50/50 element with reduced commission. If the smaller player does not have to use an advanced algorithm or spend lots of money to try and win a 50/50 game AND have a chance at life changing money, we will gain their business and level the playing field between the advanced and novice player(s).

Given the recent negative news reports on token sales, we are structuring our corporate affairs to be as legitimate as possible. The Isle of Man ("IOM") offers the only jurisdiction in which one can conduct a reputable financial services regulator supervised (not regulated) token sale. This requires the issuing entity to be established in the IOM and registered under the Designated Business Act. We do need to carefully plan token sales being mindful of anti-money laundering and counter terrorist financing ("AML/CFT") legislation. Although seemingly cumbersome, such an approach will protect the business against future scrutiny and provide easier access to traditional banking facilities in the future.



## Token Summary

Our solution is designed to ensure that users get the authentic fantasy sports experience and enjoy rewards for their efforts. The main product that will drive our business is our fantasy football, baseball and basketball contest game. Statistical analysis supports that our contest games act like a traditional number style contest such as Powerball and Mega Millions.

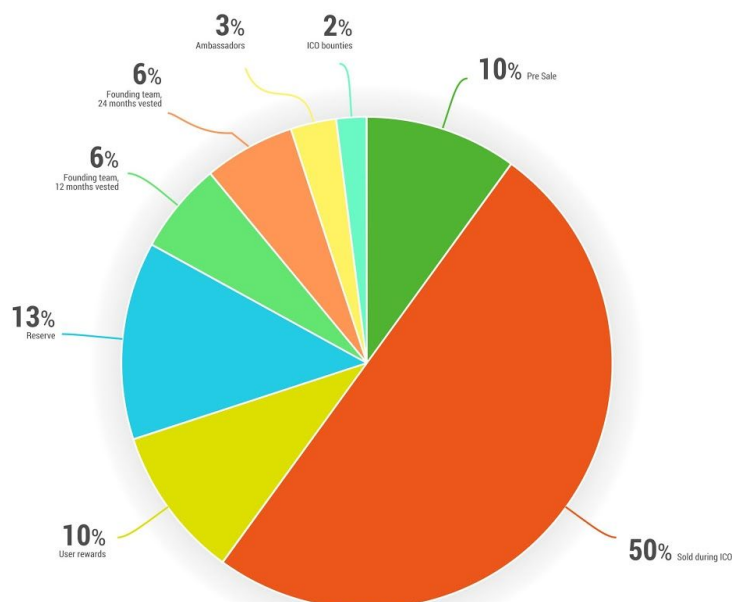


Play DFS Foundation will issue DFS tokens, an ERC-20 token. In short, the ERC-20 defines a common list of rules for all Ethereum tokens to follow, meaning that this particular token empowers developers of all types to accurately predict how new tokens will function within the larger Ethereum system.

The total number of DFS is four hundred million. They will be distributed as follows:

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## Meet the Team

With our vision in mind, our core team is a combination of experienced financial services executives, developers and blockchain experts with a successful track record of working for international FinTech companies.

Our team has a wealth of experience in blockchain, DFS and software with a passion for innovation and tech solutions based on blockchain. has enabled us to create scalable technology solutions. Our experts have a wealth of experience in blockchain, fantasy sports and software world.

1. **Korey Gardner** is the co-founder of RotoPlay (2003) which he developed, grew, and subsequently negotiated an exit from in 2005, upon recognizing the ever-changing and uncertain landscape of Daily Fantasy Sports (DFS) in the USA. Since that time, the outlook for DFS operations has become far more certain, and Korey has been keeping a

watchful-brief on the industry's regulatory environment. Korey has identified the bounty of opportunities for innovative products, while observing the absence of competition in the growing DFS market. Korey is located in Harrisburg, PA.

2. **Ian Olito** began playing DSF in 2013. Despite enjoying the play, his initial entry rendered 10 months of consistent losses. Ian sought a statistical platform to optimize his play. Ian commissioned a data analytics model which proved successful; his DFS play now yielded winning results. Using these analytics, he developed an online DFS consulting company. Ian's interests led him to blockchain technology. He aligned himself with the co-founders, to create the first global based DFS platform using cryptocurrency in a tokenized ecosystem which rewards positive behaviors and promotes the social aspects of DFS.
3. **William Richardson** is a highly regarded and experienced business owner with an established history of working in the marketing and advertising industry. His entrepreneurship is highlighted with his professional skills in negotiation, business planning, customer service, sales, and strategic planning. William's professional dossier includes an MBA in Business, Finance, Stanford University; A.B Economics and BA, Economics, Cum Laude, Princeton University. William divides his time between locations in New Jersey and Florida.
4. **Peter Schoenke** is the president and co-founder of RotoWire.com, the largest independently-owned fantasy sports web site and syndicates content to such companies as ESPN.com, Yahoo! Sports, NFL.com, FoxSports.com, Sirius XM Radio (hosting a daily three-hour show) and Sports Illustrated. RotoWire is the successor to RotoNews.com which was a pioneering web site in sports, developing such innovations as real-time fantasy player notes and free commissioner services. Peter has been elected to the hall of fame for both the Fantasy Sports Trade Association and Fantasy Sports Writers Association.

We are also well supported by our Advisors:

**Thomas L. McLaughlin Jr., Managing Partner, Global Sports Inc.**

Tom is a Co-Founder of Global Sports Inc., professionally dedicated to providing sports fans with the opportunity to invest in the industry. Since being introduced to Bitcoin in late 2012, Tom has been an adamant supporter of the blockchain and cryptocurrency industry, believing that the underlying technology will revolutionize the financial industry.

At the age of 20, Tom broke into Wall Street as a leveraged finance investment banker at Bank of America Merrill Lynch and went on to work as a restructuring banker at Alvarez & Marsal.

Working alongside the brightest minds in the financial industry, Tom advised corporations on nearly \$20 billion of financial transactions including: issuance of high-yield bonds and leveraged loans, debt restructuring, leveraged buyouts, mergers & acquisitions.

Born and raised in the New York metropolitan area, Tom is a lifelong New York Yankees & New York Giants fan. Baseball cards were Tom's first hustle, he began collecting, trading and memorizing the back of them at the age of five. Graduated from Lehigh University with a degree in Finance & Accounting.

### **Thomas Brooke, Legal Advisor**

Legal and technology executive with a track record of success guiding companies from startup to growing and sustainable businesses, IPO's and M&A transactions. General Counsel experience, both private and publicly traded companies, with significant international business experience. Specialties include drafting and negotiating commercial transactions with a focus on software licensing, new and emerging media, fintech, mobile and entertainment, managing heavy deal-flow and complex multi-million-dollar enterprise deals, revenue recognition, intellectual property matters, legal stewardship.

### **Vishal Maheshwari, Tchracers**

A seasoned and result oriented IT professional with more than 7 years of experience in developing enterprise solutions in mobile technology from product conception to execution and final product launch. Vishal is a people's manager who believes in giving to 100% in what he does and delivering results. His eye for user experience and out of the box approaches has led to successful product launches. And now an early adopter of block-chain technology he is focused on delivering customized enterprise class solution in block-chain space.

### **Lee Hills, Token Partners, Advisor**

Lee is an essential advisor to gaming businesses having been the regulated gaming space for almost a decade. Lee is especially adept at dealing with new sectors, obtaining regulatory approvals and sourcing/designing banking solutions for sectors that are considered high risk. This has led Lee to widening his scope of technology expertise to the Blockchain and FinTech sectors, where he is advising numerous Token Generation Events on jurisdictional matters, best practices and efficient execution.

### **Steven Ormond-Smith, Token Partners, Advisor**

Steven is a qualified Chartered Certified Accountant with over 20 years, offshore financial management and control experience. Steven has gained extensive experience in outsourcing

projects for banks, law firms, fiduciary, property and trading companies. Prior to founding OrmCo, Steven worked for a Fund Administration company for four years, managing the finance function for several fully listed and AIM listed companies quoted on the London Stock Exchange. Steven has also gained valuable experience working for two of the 'Big Four' accounting firms.

### **Ankur Maheshwari, Tchracers**

A technologist at heart who believes innovation is the key to success. His perennial curiosity in technology and the zeal to build innovative products has helped him to lead large cross-functional, globally distributed teams in delivering on challenging technology, time and quality goals. His experience varies, starting with setting up of entire new engineering and product teams to scaling up business to several notch higher. He believes that business aligned strategies and programs need to rest on an ecosystem that fosters innovation.

### **Tracy Garrett, Token Partners, Token Sale Manager**

Tracy is a Chartered Company Secretary with Over 30 years' experience in the financial services sector, the last 20 of which working in fund and investment management services supporting the company secretarial requirements of Public listed companies and private investment companies on the Isle of Man, to include being the Company Secretary for Optimal Payments (now PaySafe). Tracy is also Branch Chairman of the SSAFA, the Armed Forces charity, providing lifelong support for armed forces and their families.

## How does Blockchain work?

Blockchain is a revolutionary technology<sup>8</sup> which performs complex functions and also acts as an open ledger which is immutable. It works on the principle of decentralized consensus. Smart contracts are the vital part of a blockchain. Smart contracts govern the execution in an automated manner when the conditions of the smart contract are fulfilled.

Blockchain acts as an immutable ledger. Each transaction on the blockchain is recorded and is digitally signed and preserves high integrity and authenticity of records.

These entries are distributed among a consensus infrastructure via nodes and layers. When a new entry is introduced in the system the nodes execute algorithms and verify the integrity of transaction by evaluation. If the signature and history is verified, a block is added. On the other hand, if nodes do not verify the entry then it is denied and not added to the block. This arrangement rules out the need of a centralized authority to interfere and verify the validity of transactions or entries.

## How does the Blockchain based Fantasy Contest solution work?

The transactions do not require third party verification and such blockchain facilitated transactions help in cost cutting and savings that can be passed to members by improving prize pool payouts. The ease of transactions, transparency and prevention of information tampering will strengthen the fantasy sports ecosystem.

## Token Sale

Many industry leaders and investors made significant contributions during the development of Play DFS. To appreciate their input and maintain a long-term partnership with them, we are conducting a private presale exclusively opened to these individuals and organisations.

All investors can buy tokens during crowdsale. They can exchange Bitcoin/Ripple for Ether from exchange and then buy tokens during crowdsale. The hardcap is set at, this is the maximum amount we are expecting via the token sale. Hardcap is set at USD 59.5 million. The softcap amount is estimated to be USD 2,030,000. The token sale will represent an opportunity for users to be associated closely with the fantasy sports community and share the benefits.

Ether is the cryptocurrency that would be accepted during token sale, In the event of an oversubscription ie token sale raises more than USD 59.5 million, the participating channels for token offering will be closed immediately. However, even when the channels are shut down, there is still a chance of oversubscription, leading to the crowd offering receiving more than USD 59.5 million. In such an event, the exceeding amount of fund will be returned within 15 days after the crowd offering. Please note that no interest will be paid in such case.

In the event of a Public sale failure and the Public sale does not hit the soft-cap, it will be considered a failed offering. In such case, the offering will be terminated immediately with the exceeding amount of fund returned within 15 days after the close of the public sale. Please note that no interest will be paid in such case.

## Play Fantasy Contest

All users will send tokens to smart contract onChain only then they will be allowed to play. All these tokens will be used as the prize pool with a small amount deducted as service charge.

Once the time to submit tokens to smart contract expires, all players who submitted tokens will be given permission to play.

All players will select a lineup and it will be stored onChain only after no one has permission to change their lineup.

Winners will be calculated offChain and whoever has won will be rewarded with tokens onChain. Server offChain will communicate with smart contracts which will then reward the users with tokens.

All winners can pull their winnings from smart contract.

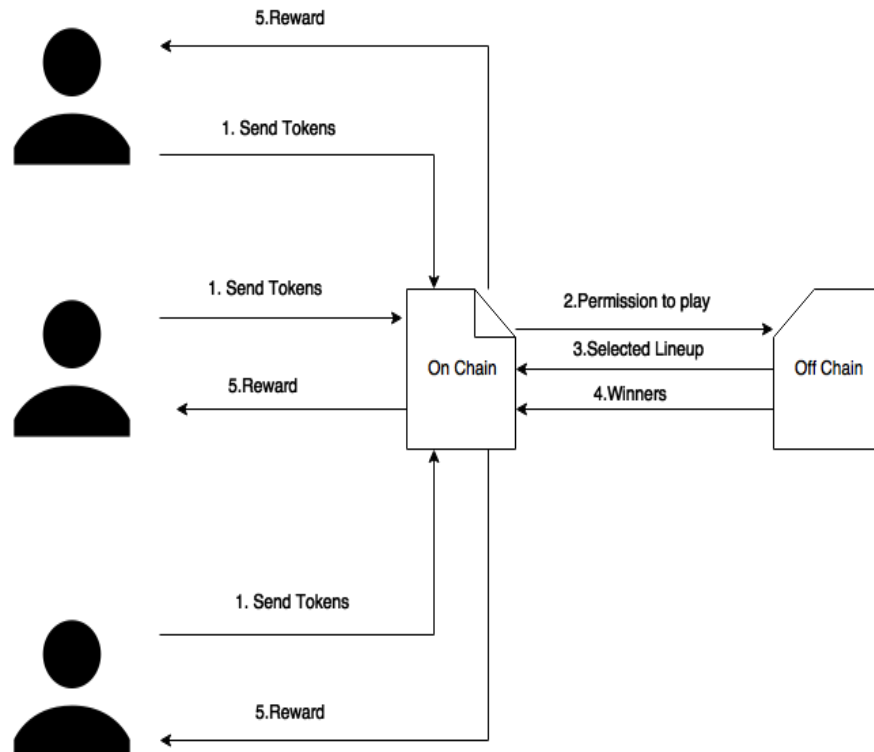
By placing 60 (+) players on a game card, users will have the opportunity to pick 6 players they think will score the most fantasy points that day.

Prizes will be given to the highest scoring entries that day as well as the opportunity to win 'bonus' money for correctly predicting 4 of 6 winners, 5 of 6 winners and the fully insured \$1,000,000 grand prize for correctly predicting the top 6 winners of the day.

The prize money will grow (like a traditional number contest) which will build continued excitement in the contest.

The core of the contest game is a skill based game with guaranteed prizes so we are 100% in legal compliance with DFS laws and regulations.

Our 'bonus' prizes are just that and what allows us to continue building excitement in our contest product. The contest game will also be used for our 50/50 product platform where users pick 6 players and compete in a 50/50 contest to double their money. At a reduced commission, we can gain significant customers who enjoy a level playing field and smaller entry fees. Commission percentage is by far the biggest complaint by DFS players. Our 50/50 game addresses that problem and fixes it.



**Basic classification for onChain and offChain**

## Types of competitions supported:

Players can participate in H2H, 50/50 or tournament contests. Fantasy Contest validates the outcome and transfers the amount to the winner after deducting a small commission. Benefits of our strategy

1. Fantasy Contest will provide incentives to users from tokens i.e. OnChain (public blockchain). This establishes trust. Users all over world can participate.
2. Lineups selected by users will be kept on chain so that later on they can see what players they selected. This will establish trust in the user that no one can change the lineup that they selected and will make sure there was no cheating. This data will be put



onChain just before the game starts when users are not permitted to make any further changes their teams; the user can then verify if the lineup he selected is same as on blockchain.

Once the contest deadline has passed, Users will also be provided an option to see the listing of people he is competing against, this listing will also be downloadable in csv format.

3. All other calculations would be performed offChain: if they -take place onChain they will consume too much gas.

## What makes Fantasy Contest different?

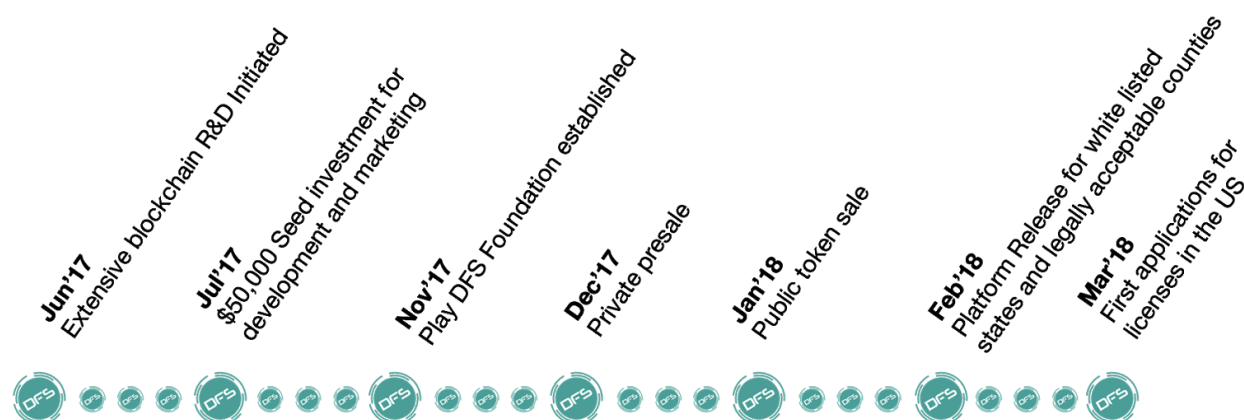
1. Low cost entry fees appealing to a mass amount of the DFS player base.
2. Ability to leverage strong relationships already established in the DFS community.
3. The opportunity to win over \$1,000,000 through our bonus prize pool.
4. 50/50 contests focusing on lower commission and equal skill level through the customer base.
5. The chance to utilize our contest game to obtain monthly subscription revenue.
6. The ability to drive the contest game due to its high profitability margins.
7. The development and delivery of a strong referral program to our customers.
8. Ongoing marketing incentives through the game and checkout process for additional revenue.
9. A customized app platform to play the contest game.
10. A contest game with content that enhances SEO placement and ranks.
11. Kiosk technology brings the contest game to restaurant and commercial entities.
12. More transparent and secure system.
13. Faster transactions.
14. Protection for players against computer algorithms.
15. A skill based model with higher chances of winning.

## The future for Fantasy Contest

To increase public exposure, active marketing will be done which will help grow of the solution. Some partnerships to create brand awareness and promote growth with the fantasy sports community will be made. We believe that a very strong referral program will drive organic growth through our customer base. Strong commissions and bonuses on money won will drive customer acquisition. It is also our belief that our technology needs to continually look for creative ways to enhance customer purchasing habits. Our management team will implement innovative ideas on how to make this happen. In addition, we plan on adding content material

focusing on our contest games. Content will help drive page ranks, views and placement in SEO results.

## Road Map



The DFS token will be based on Ethereum blockchain and its development has already been spearheaded by the experts. Extensive research and development on blockchain and its utility in daily fantasy sports and implementing the best features was done. Seed fund of \$50,000 has been secured for development and marketing and DFS foundation is established.

Private pre-sale has been scheduled in Dec 2017 followed by a public token sale in January 2018 to further fund the development and positioning. Soon after in February 2018 platform will be released for white listed states and legally acceptable counties. Finally first applications for licenses in the US would be submitted in March 2018.

## Risk Factors

Purchasing, trading and holding digital assets such as tokens] entails certain risks. This risk disclosure statement cannot and does not disclose all the possible risks and other aspects involved in holding, trading, or engaging in financing or financed transactions in [token name]. Your risks include, but are not limited to, the following:

- **Market Risk:** The market for token and any other digital asset is new and uncertain. No one should purchase [token name] or speculate in [token name] if they are not prepared to lose their funds. Whether the market for one or more [token name] will move up or down, or whether a particular digital asset it is linked to, e.g. ETH will lose all or

substantially all of its value, is unknown. This applies equally to traders that are going long and to traders that are shorting the market. Participants should be cautious about holding [token name].

- **Liquidity Risk:** Markets for token will have varying degrees of liquidity. Some will be quite liquid while others may be thinner. Thin markets can amplify volatility. There is never a guarantee that there will be an active market for one to sell, buy, or trade [token name] or products derived from or ancillary to them
- **Legal Risk:** The legal status of certain token may be uncertain. This can mean that the legality of holding or trading them is not always clear. Whether and how one or more [token name] constitute property, or assets, or rights of any kind may also seem unclear, and is likely to vary from country to country. Participants are responsible for knowing and understanding how [token name] will be addressed, regulated, and taxed under applicable law in their own place of residence.
- **Exchange Risk (Counterparty Risk):** Having token on deposit or with any third party in a custodial relationship has attendant risks. These risks include security breaches, risk of contractual breach, and risk of loss. Participants should be wary of allowing third parties to hold their property for any reason.
- **Trading Risk:** In addition to liquidity risks, values in any digital token marketplace are volatile and can shift quickly. Participants in any token are warned that they should pay close attention to their position and holdings, and how they may be impacted by sudden and adverse shifts in trading and other market activities.
- **Risks Associated with Financing Activities:** If you finance a purchase or sale of token on a peer-to-peer basis, you run the risk of losing your provided financing. Similarly, when you accept financing to enter a trading agreement, you accept the risk of not being able to repay that financing (e.g. if the market price of the Digital Token you purchased with the financing falls). Participants should know all of the terms of any contracts they enter and how their trading strategies and other market and risk factors can affect their financing obligations.

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