



eSPORTS.COM

WHITEPAPER

**eSports news, scores, statistics
and match analysis**

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EXECUTIVE SUMMARY

eSports.com brings news, scores, and statistics to the world, supporting the formation, growth, and activity of eSports organisations around the globe.

Using blockchain technology, eSports.com provides a unified, secure and transparent digital environment for all things eSports. Crucial steps towards achieving these goals are partnering with the largest eSports institutions on a global scale and involving the gaming community worldwide.



1. ESPORTS

**Definition of 'eSports' by the Oxford Dictionary –
“A multiplayer video game played competitively for spectators, typically by professional gamers.”**

1.1 WHAT DOES ESPORTS TRULY MEAN?

The simplified definition is “competitive gaming at a professional level”. It is based upon video games, however not on specific games, rather on any game that has a purpose and people play against one another. In general, it works just like traditional sports - the more popular a sport is, the more people are interested and practice it, and the better the competition is.

The objectives differ in the games but the majority of games are team-based and the players compete in tournaments, leagues, and offline events. Just like in traditional sports there are finals, qualifications, championships and so on. An important remark is that the leagues are usually region-specific – for instance Europe only or North America only. However the biggest events are open internationally and all teams are able to qualify for them, just like in the football world cup for instances.

1.2 WHAT ARE SOME OF THE MAJOR TITLES?

At the time of writing this paper there are over 50 eSports titles – ranging by genre and publishers into multiple categories, the two most notable ones are:

Multiplayer Online Battle Arena games – MOBAs

This genre incorporates allowing the player to control a single character in a team which competes versus another team of players. The objective is to destroy the opposing team's main structure.

Some of the biggest games in this category are League of Legends by Riot Games, Dota 2 by Valve Corporation and Heroes of the Storm by Blizzard Activision.

First-person shooters – FPS

This is a type of video game the gameplay of which involves shooting enemies and other targets and in which a player views the action as though through the eyes of the character they are controlling.

Some of the biggest games in this category are Counter-Strike: Global Offensive by Valve Corporation, Overwatch by Blizzard Activision and PlayerUnknown's

Battlegrounds by Bluehole Studio Inc.

Other notable mentions – Hearthstone by Blizzard Activision, a collectible card game, StarCraft II by Blizzard Activision, a real-time strategy game, Fifa and other sports games by Electronic Arts.

1.3 HOW BIG ARE ESPORTS?

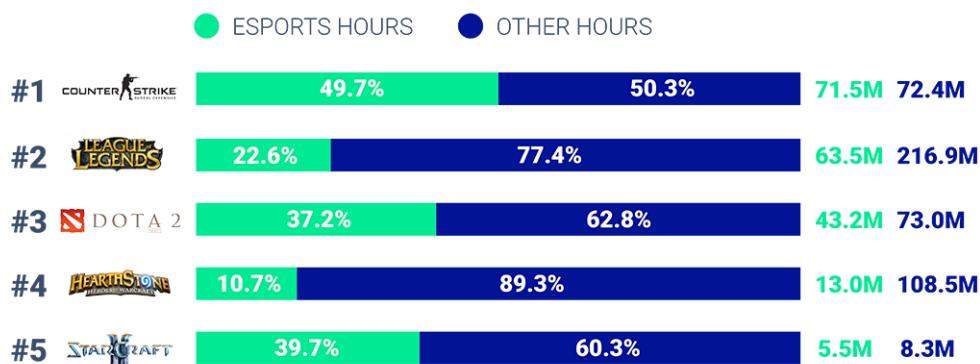
One of the most competitive traits of eSports is their extreme accessibility.

Practically anyone can play the games and has a chance of becoming a pro.

This, in addition to the sheer entertainment value of the games, means a massive global viewership. Millions are watching the tournaments and even more hours are spent casually following streamers in the meantime. The numbers, of course, are growing constantly.

TOP ESPORTS TITLES ON TWITCH

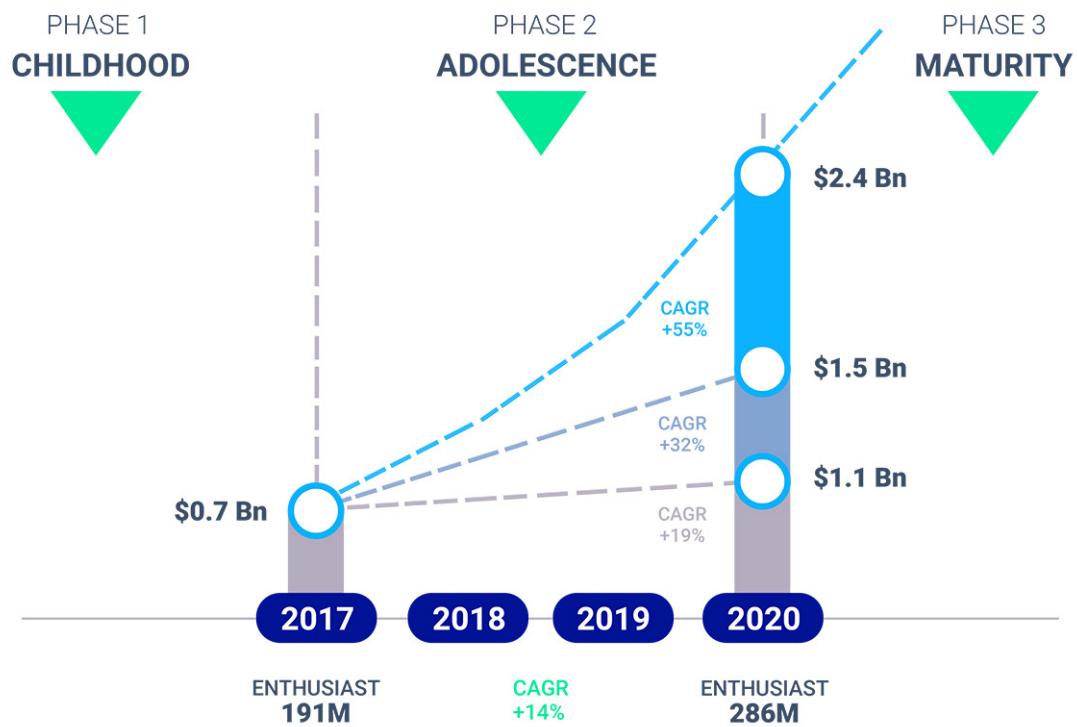
GLOBAL TWITCH DOTA DECEMBER 2016 - FEBRUARY 2017



1.4 WHAT IS THE FUTURE OF THE ESPORTS?

Forecasts that seemed too optimistic at some point, now look like they're seriously underestimating the entertainment capacity of eSports. Even with high market projections, eSports are continuing to exceed expectations. We've seen the enormous potential of the industry in just a few years. Now we're lucky enough to be able to witness it reach its full power in the coming decades and we're determined to be a major part of it.

THE NEXT PHASE: ADOLESCENCE THAT WILL DETERMINE THE PACE OF GROWTH



2. INTRODUCTION

2.1 ESPORTS LANDSCAPE

The eSports landscape incorporates a few different entities – publishers, events & their organisers, teams, and fanbase. Those cannot be weighted in importance and are not listed in such a manner.

Publishers

There are many publishers of games that are considered eSports or are attempting to become one. The most notable ones are:

- Blizzard Activision – Headquartered in Santa Monica, California and founded in 2008 through the merger of Vivendi Games and Activision. The eSports titles that they publish are Overwatch, Heroes of the Storm, StarCraft II and Hearthstone. They also have a rich portfolio of other games such as World of Warcraft, Diablo, and others. They also acquired MLG (Major League Gaming) in an attempt to be more active on the eSports front.
- Riot Games - Their main office is based in West Los Angeles, California established in 2006. They publish League of Legends, among the game development they are also involved in Tournament organising and championship support for their title.
- Valve Corporation - Headquartered in Bellevue, Washington, Valve Corporation was established in 1996. Most notably Valve publishes the Steam platform – that is the biggest video game store on PC. They also publish Counter Strike: Global Offensive and Dota 2.

Event Organisers

- ESL – the world's largest eSports company and the oldest professional eSports organization that is still operational. Based in Cologne, Germany.
- Dreamhack – a Swedish events and production company specialising in eSports tournaments and gaming conventions.

Teams

- Fnatic – a professional eSports organisation headquartered in London, United Kingdom.
- SK Gaming – a professional eSports organisation based in Germany.
- Team Liquid – a multiregional professional eSports organisation based in the Netherlands.
- TSM – Team Solomid – an eSports organisation based in the United States.

Fanbase and markets

- Asia – 182.9 millions
- Europe – 52.9 millions
- North America – 76.9 millions
- South America – 49.3 millions

2.2 ESPORTS ECOSYSTEM



TEAMS



PUBLISHERS



esports.com



FANBASE



2.3 MARKET OPPORTUNITY

The eSports scene is very diverse – there are many games, many publishers and hundreds of websites that cover different aspects of it.

Imagine for a moment that you needed to check football news in multiple small local websites – if you needed to find out something about a Brazilian team – you would have to go to a Brazilian webpage; if you needed to see a score from a match in Wales, you would need to go to a Welsh page. No BBC, no Sky Sports, no Livescores.com, no unified place. To further elaborate on the problem, now imagine that football had 20 different rulesets in place, and each ruleset had its own federations and websites – not very convenient, right?

This is how the eSports industry operates – there are many publishers, with even more games and millions of players that visit small hub websites to find news about their favourite games. There isn't a consolidating space, where users can go and see all eSports-related news, scores and a calendar of upcoming events. Nowadays eSports are similar to football in the 1950s.

2.4 TECHNOLOGY

We will use the most advanced blockchain-based technology to deliver a fully transparent environment for the eSports space. We are currently working on this solution and it will be developed over the next months.

In addition, our goal is to create a fully automated platform which will dramatically increase ease and transparency of financial operations in the content creation process.

In the long run, most or all of the content on our platform will be open-sourced. Content creators will be ranked and paid based on their posts' view count and organic user engagement.

3. VISION

Everything we do, we believe in unification and convenience. We value time, and it is important for us to give our visitors the opportunity to preserve on it, and make their life easier. The way we do it is by creating a platform that will incorporate a beautiful, simple to use design, that is also user-friendly.

The name of this platform is eSports.com, and if something is related to eSports, you can be confident that it will be covered on it.

We believe in things that work and do exactly what they are stating they do. An airplane brings people from point A to point B, a violin creates pleasant sound, a light bulb gives light.

**Our vision is to create the unified place for every aspect of eSports.
A journey within eSports that starts and ends within eSports.com**



A journey starts with a single step, and then it goes through multiple stages – a long road with many obstacles. We envision that every visitor on our platform should be able to complete their journey without leaving eSports.com – whether they are an eSports enthusiast or a complete novice to the scene, they should be able to find everything they're looking for at a glance.

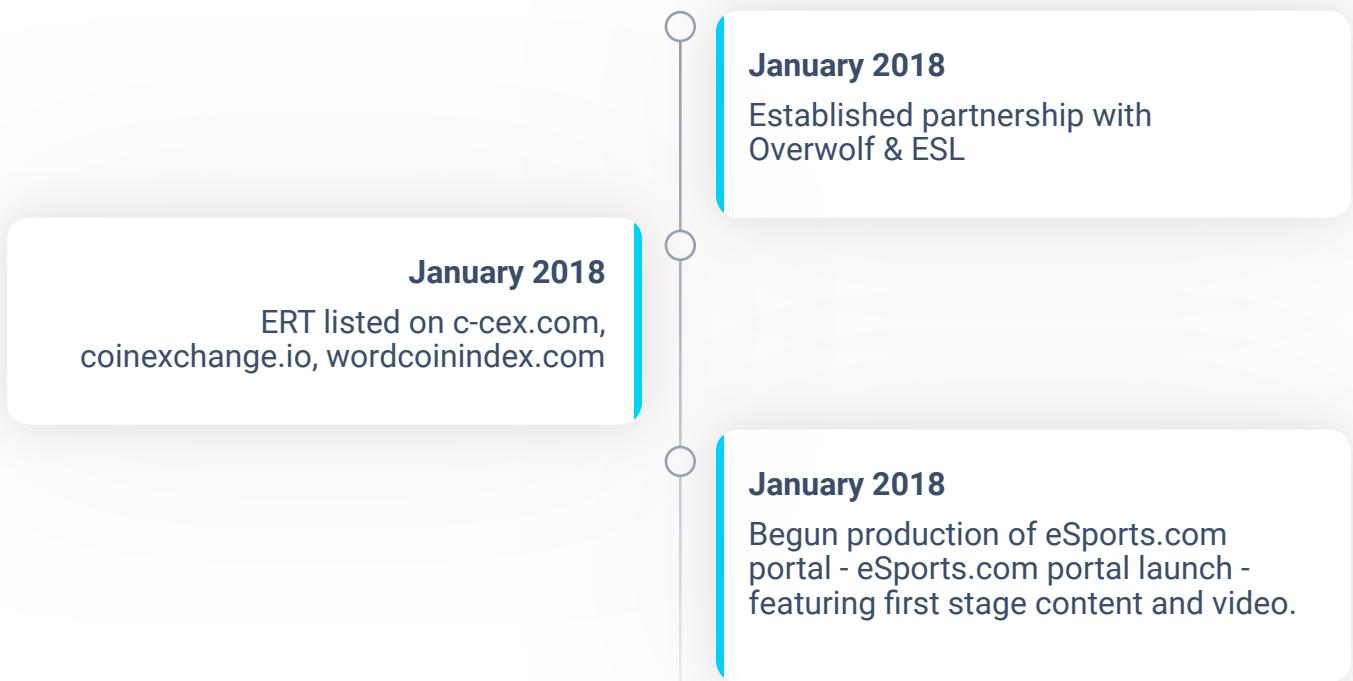
eSports constitute one of the very few global spaces which are almost 100% digital and accessible. This new space is fully developed and functional, and at the same time - swelling with potential.

The mission of eSports.com will be to ensure that the most technologically advanced sport on the planet has the best platform to live and grow on, that's equally advanced. Blockchain technology is a true game changer which will continue to disrupt and substitute classic models one environment at a time.

We believe a platform such as the one we aim to create absolutely needs to be well-organised, intuitive, secure and transparent. In many regards, such as track records, association possibilities, and the digital application of democratic principles, blockchain technology will help us achieve a balance between control and accessibility, giving our users the freedom to contribute within the fair limits of our vision and strategy.

4. HISTORY OF THE PROJECT





5. ESPORTS.COM

Domain names are some of the most valuable digital assets companies have. According to Brandirectory the three most valuable brands in the world are Amazon (151M USD), Apple (146M USD) and Google (120M USD). These brands are so valuable because the companies have become one of the most prominent players in their industries. Amazon as the global well-known only shop, Apple as the synonym of the technical excellence with their electronic devices and Google that operates as a technological conglomerate specializing in internet-related services and products.

 <https://www.esports.com/>

eSports as a new blooming industry also deserves a domain that will represent its bright future, therefore our domain as our most valuable asset cannot be called anything other than esports.com. Think twice, which domain with the eSports theme can attract more audience than eSports.com. The extra net income stream generated from the competitive advantage of this domain possession is the generator of its intellectual property value that has been already valued for 7 figures. We underline our vision to be the leading authority in the eSports industry. The added value also relates to SEO, virility, and partnerships in the media or the eSports industry itself. The URL is logical and instantly recognizable.

The value of this domain will gradually increase with time, because people will be able to automatically land on it, through search engines. The traffic related to eSports has massively increased in the past few years, doubling on an annual base. This on itself will be enough to drive people to the page.

6. TECH DESCRIPTION OF ERT

Esports Reward Token (“ERT”) is an Ethereum-based reward token using Ethereum token standard (ERC20) for Ethereum smart contracts. Smart contracts are revolutionary feature of blockchain, automated autonomous program that encapsulated code enabling the execution of the set functionality according to the business logic anticipated. As Nick Szabo theorized: “A smart contract is a computerized transaction protocol that executes the terms of a contract.” These contracts work on the principle that the programmed code becomes a law, so there is no arbitrator or third party in the execution process.

Most tokens created through ICOs on Ethereum are ERC20 compliant. For tokens in the Ethereum network, ERC 20 is a standard interface. ERC stands for Ethereum Request for Comments supporting six functionalities and two events. The primary benefit of an ERC20 token is interoperability with other compliant tokens and decentralized applications on Ethereum. In practice it allows the smart contracts to act similarly like Bitcoin or Ethereum. ERC20 tokens can also be traded on all platforms that support Ethereum standards.



Ethereum thus becomes the main technological platform that enabled the ICO of our token taking advantage of the security the Ethereum protocol provides. ERT is a digital currency operating on a blockchain technology in which encryption is used for the verification of the funds transfers as well as for the generation of the new currency units. Total supply of the ERT is 60 million.

To hold tokens the only requirement is to have an Ethereum wallet. Any ERC20 is piggybacked on the Ethereum protocol, thus the Ethereum will provide the basic functionality to assign and transfer tokens.

8crypt is a software platform based upon own blockchain technology that connects to other technologies such as Bitcoin, Ethereum, DASH, and others.

Offering high security and data protection when cryptocurrencies are traded and connecting cryptos to fiat currency accepting rapid transfer payments incl. SEPA claims to be a promising base for 8crypt to become the platform for ERT to be traded on.

More than that the direct integration of the 8crypt wallet into the eSports website is just on its way. In case a user has his ERT tokens within an 8crypt wallet, the token balance is already visible on the eSports website. Purchases on the eSports Website will be settled with one click. And finally, it is planned to buy and sell tokens through 8crypt again directly from the eSports website (which avoids the alternative way of using exchanges). The future of 8crypt is in addition of the wallet functionalities to enable the usage of ERT in the Venture capital fund structure as a trading platform.

Any eSports registered user may register his 8crypt wallet free of charge. The depth of 8crypt integration into the eSports website is always related to the user's decision – so the security is only in the user's sole hands.

This really simple implementation and direct connection of the two services (eSports and 8crypt) should eliminate any hurdles and the ERT token can be used directly by any user.



7. USE CASES OF ERT

ERT stands for eSports Reward Token and is the main currency on our community platform. It is an ERC20 Token released on the ETH main net. (This is a digitalised industry – it makes the most sense having a token here – really digital, really global, no other place where it makes that much sense) – punchline.

The eSports are fully digital, it is one of those industries in the world, where every interaction happens digitally, it is truly digital and truly global. It makes the most sense to have a token in this industry because it will come naturally to the people to use it – a more convenient way of trading and interacting.

Some notable examples of what can ERT be used for?



Means of payment

Every T-Shirt you buy, every coaching lesson you book is done through ERT.



Reward system

When others value your content, we'll reward you for your contribution with ERT.



Exclusive offers

Access special features, merchandise and content, only available through ERT.



Game currency

We are currently working on integrating ERT as a payment method on partner websites and in games.



ERT generating hardware

We are going to introduce gaming machines that you can use to both mine ERT & play games simultaneously.



ERT investment opportunities

You'll be able to invest ERT in eSports.com approved ICO projects.

8. ROADMAP





9. TOKEN DISTRIBUTION

Minimum funding goals of raising 2 Million € was exceeded in the presale while the ICO contributed to the final raised amount even more. Tokens were distributed accordingly.

PERCENTAGES FOR WHO	PERCENTAGES ALLOCATED	TOKEN AMOUNT
Investor	12%	7,100,000
Team	14%	8,500,000
Pre-sale & ICO	8%	4,630,000
Crowd/Marketplace	7%	4,000,000
VC fund	25%	15,000,000
Blockchain Exchange	17%	10,000,000
Development IT & Company	11%	6,770,000
Reserve	7%	4,000,000
Overall	100%	60,000,000

- Investor and Pre-sale & ICO: Tokens distributed to investors
Team: Allocated to the team members
Crowd/Marketplace: Operation of the crowd/marketplace
VC fund: VC fund will enable to participate in eSports acquisitions
Blockchain Exchange: Exchange for the eSports tokens

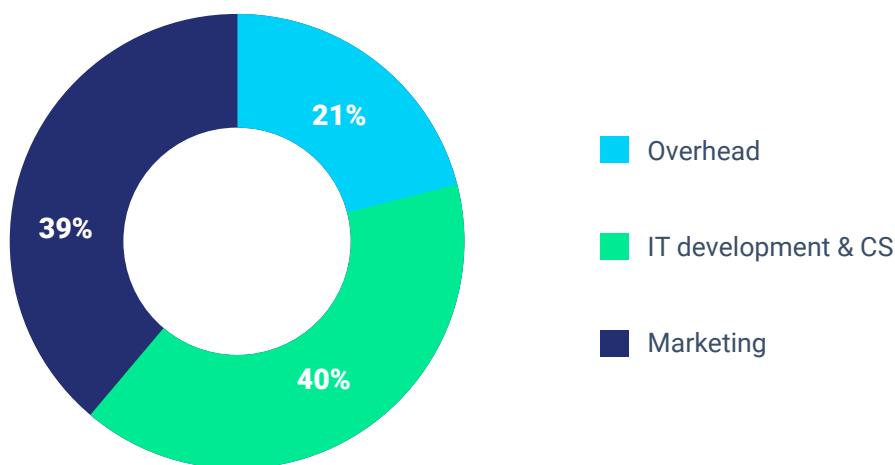
Tokens are primarily allocated to further extension of the eSports.com operations including entering new businesses in the eSports market, therefore the venture capital fund will be set up where ERT holders can participate in acquisitions.

10. USE OF FUNDS

There are two main categories for the funds' uses:

1. Development: 20 million tokens
2. Investments: 30 million tokens

USES OF FUNDS - DEVELOPMENT PHASE



Development phase expects the funds to be disbursed during the first 2 years of the company operations.

All the portal functionalities will be set up including blockchain and associated programming costs will be expensed.

Marketing represents an important expense category as the propagation is the tool to attract potential new customers and fans of eSports who will become the backbone of the portal's community.

Strong community will enhance the popularity of the eSports and support ambitions to acknowledge the eSports as a discipline by International Olympic Committee.

eSports industry grows and will culminate close to 1.5B USD by 2020, so further M&A activity in this sector is expected. According to CrunchBase, non-controlling equity investments in the eSports have already reached YTD 2017 1.2B USD. The Deal Flow CAGR 2013-2017 is astonishing 59% and this trend continues. The shift from the early stage to later stage investing opens a space for venture capital investments in the upcoming years when the startup boom consolidates. Gaming is one of the fastest growing tech industries with a global fan base. Conglomerates such as Amazon (Twitch acquisition 2014) or Alibaba (International eSports Federation 2016) already invest in eSports heavily.

Our strategy is to develop partnerships in form of JV or realize strategic acquisitions, where we can benefit from the operational and financial synergy. Expansion through strategic investments is the key to success in the competition with other eSports projects.

11. GOVERNANCE

Our ambitions go way beyond the local scale. eSports.com will not remain a single-purpose portal but will expand internationally, growing both organically and in accordance with an elaborate expansion strategy. Therefore, the goal is to create a company which is not only well established in the ICO field but also applies all the rules of international financial markets.

We strongly support all ICO-positive movements and transparency in this sector. The blockchain-supported ICO governance is one example of the good practices eSports.com will apply to its business model in that context.

However, since this business sector is relatively new and it is bound to undergo many changes in the near future, we will regularly adjust our governance strategy. This flexibility will allow us to not only fulfill all lawful requirements but find new ways to stand out way above the sector in terms of intendance.

It is worth mentioning that security is among the crucial and omnipresent concerns on our agenda and we constantly thrive to improve in this regard, following the latest and best practices. So, to ensure safe authentication and guarantee the privacy and integrity of exchanged data through our website, we have implemented the strongest HTTPS networking protocols.

We will work towards maintaining the positive image of the ICO sector. We will actively support all of its current and future members in their efforts to help create and apply regulation to a positive outcome for everyone involved.

eSports.com will be regularly audited and all the numbers will be announced to investors on a quarterly basis, according to the company's strategy.

12. TEAM



MICHAEL BRODA

CHIEF EXECUTIVE OFFICER

Michael started his career as a banker at Commerzbank in Germany before moving into investment banking. He earned an MBA in Banking and Finance, a Master in Strategic Management and was licensed as a broker for the Bank, including trading of financial derivatives. Michael founded his own investment company – www.deltacapital.cz – in Prague, which is still successfully running. In 2017, he became a member of the supervisory board. 20 years of experience with European investment have turned Michael into a top business leader in Central Europe, making him a great CEO.



ROBIN LAWSON

CHIEF OPERATIONS OFFICER

Robin started his career in stock trading and later moved into private and commercial real estate for markets ranging from the UK to Abu Dhabi. He began his first venture into casinos as a founding member of a VIP department creating revenue upwards of €10 million per month, with 7 years of continual growth. Later on, he became operations head for VIP retention and sign-ups for a leading European casino. Over 10 years in European gaming have fine-tuned Robin's skillset and allowed him to grow into an experienced, proven leader in the gaming industry.



IVAN NIKOLAEV

MANAGING DIRECTOR

Ivan has been an eSports player and enthusiast all his life. He competed in StarCraft: Brood War and is among the Global elites in Counter-Strike: Global Offensive and StarCraft II. He holds a Ph.D. degree in Business Administration and has given lectures in Strategic Planning. After few years in trading, he started a company for sports predictions and gambling advisory. He has consulted several Sports odds and platform providers, helping them improve their eSports offering and models. As Managing Director, Ivan oversees our financial structure and helps create synergy between different groups in the holding.



GEORGI "GIGI" GEORGIEV

CHIEF MARKETING OFFICER

Gigi wrote his Master's thesis on marketing in the gaming industry, graduating at the top of his class at the University of Southampton. He worked for brands such as British Gas, Lego, BMW, Walmart, American Express, DHL, Kellogg's. He's a member of the Institute of Practitioners in Advertising (IPA). As the CMO of eSports.com, Gigi is in charge of the overall marketing strategy, content, design, business development, cumulatively creating a strong brand that resonates with the community.

ADVISORY BOARD



MELISSA BLAU

DIRECTOR, IGAMING CAPITAL

Melissa is an investor/advisor in several companies in iGaming, Cryptocurrency, eSports and fantasy sports. Her prior experience in the company includes sector includes senior executive roles with operators and banking advisory capacity. Prior to iGaming, Melissa was a partner at a \$450m MediaTech fund. Melissa has a BA from the Wharton School, University of Pennsylvania and an MBA from Harvard University.



ERIC BENZ

MD, CRYPTOPAY

In his 10+ years of experience in Financial Technology Eric has delivered innovative SaaS systems for some of the biggest institutions around payments, identity, and banking infrastructure. In addition, Eric helped build some exciting Blockchain businesses: GoCoin, Changetip, Uphold, Credits, Blockex, Trueflip.io, Dao.casino. He is currently Managing Director for Cryptopay, one of the longest running bitcoin exchanges, merchant processors, and pre-paid bitcoin card issuers.



HEIKO HUBERTZ

FORMER FOUNDER OF BIGPOINT.COM
AND CEO OF WHO GAMES

Heiko Hubertz is the CEO of Who Games GmbH (Jackpot.de), founder of Bigpoint GmbH (one of the global Top 5 developers and publishers of browser and online games), founder and CEO of both the AASP GmbH and the Coolspot AG. He presented with a prize by Red Herring TOP 100 Europe and is also recognized as one of the Top 10 most important Internet Managers in Germany. He currently serves as a business angel in supporting promising start-ups and Internet projects.



DR. JOSEPH F BORG

LEGAL COUNSEL

Dr. Joseph F. Borg is an expert on Gaming, Blockchain, eSports, Corporate, IT, Telecoms and Intellectual Property Law. He is the Vice-President and Co-Founder of Bitmalta, a blockchain-related NGO. He lectures Gaming Law at the University of Malta and is Senior Advisor to WH Partners. Joe was Secretary General of the Malta IT Law Association, Chief Regulatory Officer of the Lotteries and Gaming Authority – Malta, and member of the Board of Trustees of the International Association of Gaming Regulators.

