

REWARDMOB



WHITEPAPER

The image shows three smartphones side-by-side, each displaying a different screen of the RewardMob mobile application against a dark, cloudy background with birds flying.

- Smartphone 1 (Left):** Displays the "Mayday Payday" event details. It shows a timer of 2 days, 22 hours, 28 minutes, and 0 seconds remaining. A green button at the bottom says "OPEN NOW". Below it is a table of winners:

#	NAME	PRIZE	POINTS
1 st	BeenieBoyRjay	\$28.54	14,164
2 nd	ArynK	\$21.39	4,124
3 rd	Kobie	\$12.26	2,069
13 th	You	\$1.26	25
- Smartphone 2 (Middle):** Displays the "Jackpot Jelly" event. It shows a "Card" icon and a yellow star icon with "50 Points" below it. A red banner at the top says "Jump 7 Places!". Below the banner is a table of winners:

PRIZE	6 days ago	7 days ago	10 days ago
\$51.57	21,608		
\$20.63		20,092	
\$15.47			16,696
- Smartphone 3 (Right):** Displays a "Chat" section. It shows a message from "Card" with "2000 POINTS" and "Jump 7 Places". Below it is another message with "250 POINTS" and "Jump 2 Places". At the bottom right is a message with "5000 POINTS" and "Jump 11 Places".



Abstract

RewardMob's eSports platform and mobile loyalty program leverages the speed and security of the Waves Blockchain to bring game developers and players together in a more engaging way.

All game developers inherently face the same common business issues. Finding new players for their game, keeping those players engaged and operating a profitable gaming business.

RewardMob has built a tournament based reward platform that can turn any mobile game into a competitive eSport. By leveraging the power of the blockchain we are able to solve these problems through better game discovery design, increased player engagement and stronger monetization methods. We achieve this by delivering players a more rewarding experience where they can earn, or win real life cash, prizes and tokens for their efforts.

The RMOB token is an incentive based token that is the central currency of our platform. It will be the fuel that runs our competitive mobile gaming landscape and our Pay-to-Play multiplayer tournaments.

RMOB tokens cannot be purchased directly from RewardMob. They can only be earned or won on or through our platform and apps.

RewardMob endeavors to become a leader in Free-to-Play and Pay-to-Play mobile eSports by helping mobile game publishers and developers achieve greater success, while creating a more exciting and rewarding gaming experience for players.



Challenges in Today's Mobile Game Market

Gameplay on mobile devices has exploded in the past ten years, initially catalyzed by Apple's introduction of the iPhone and its tightly integrated App Store. In 2016, mobile gaming has grown to 2.7 billion active players, generated \$43.6 billion in global revenue, and has also become the largest gaming segment representing 47% of all gaming revenue.¹

However, success has resulted in an overabundance of options. Today there are over 2.2 million mobile apps in the Apple App Store alone and approximately 800,000 of these are mobile gaming apps.²

This reality has created three fundamental challenges for both Game Developers and players:

- **Connecting Games with Interested Players:** With so many options, connecting fun and challenging games with players who may enjoy them is difficult and expensive.
- **Engagement:** Game Developers need to build and maintain engaged and enthusiastic players or they risk having them move on, dissatisfied, or simply seeking the next new thing.
- **Monetization:** Game Developers must support themselves by generating revenue via a variety of methods, all challenging in their own ways. While game players understand that Game Developers must generate revenue, players generally reject intrusive and distracting efforts to do so.

1] *Trends and Insights on Games and Interactive Media*, 2017, SuperData Research.
2] Mediakix, *The Top Mobile Gaming Statistics*, May 26, 2017



Connecting Games with Interested Players

Game Developers are required to spend significant sums on marketing and advertising to attract new players. For example, for free-to-play games it costs on average, \$4.07 to attract a new player to simply download a mobile game and only 8.0% end up making an in-game purchase. Given this dynamic this means the effective cost for each monetizing player is \$50.88.³ These high costs can challenge the profitability of even the most popular games.

Engagement

The next challenge is building and maintaining player engagement. Game Developers go to great lengths to measure a variety of engagement metrics such as daily and monthly active users, sessions of play, time spent and a variety of in-game metrics. Educated by these metrics,⁴ Game Developers then use a variety of techniques seeking to improve

engagement including careful player on-boarding, in-app messaging, individualization, push notifications, in-app discounts and free in-game currency to maintain player interest and game play. In spite of such effort, success in retaining players is generally poor, with on average, 85% of game players abandoning a game within the first 30 days⁵.

³] Liftoff. [2017 Mobile Gaming Apps Report: User Acquisition Trends and Benchmarks](#).

⁴] Game Analytics. [15 Metrics All Game Developers Should Know by Heart](#)

⁵] AppTentive.

“Mobile Game Developers lose up to 85% of their users within the first 30 days of installing the game”⁵

AppTentive

⁵] AppTentive website

Monetization

Mobile Game Developers depend upon a variety of approaches to generate revenue. These generally include i) selling the app, ii) offering the app on a monthly subscription basis, iii) offering it free initially with the intention of eventually selling a subscription or extra game features and capabilities, generally referred to as freemium and iv) integrating advertising or sponsorship into the gameplay. Often multiple methods are utilized in any one game.

Few mobile games have successfully attracted players via sale or subscription.

As a result, the majority of mobile Game Developers pursue a strategy of offering the game for free and eventually generate revenue through two methods, i) the purchases of in game features and capabilities and ii) advertising.

While a small minority of mobile game players actually make in-game purchases, this form of revenue often

comprises the majority of total revenue from a mobile game. As an example, in 2016, public mobile game company Zynga, publisher of many well-known mobile games including FarmVille and Words with Friends, generated 74% of their total revenues from in-game purchases. Similarly, with public mobile game developer, Glu Mobile, in game purchase represented 82% of their total revenue in 2016.⁶ These in game purchases are of virtual goods and capabilities which are tightly integrated into game play and often improve the player experience or unlock new features.

The in-app display of advertising generally comprises the remainder of revenue. Mobile Game Developers struggle to integrate in-game advertising in ways which are non-intrusive to the player or result in an interruption of game play. Generally, the result is fewer opportunities for ads to appear without resulting in adverse player reaction.

In addition, while in 2016 advertisers spent \$108 billion on ads displayed on mobile devices,⁷ mobile games generally have a difficult time competing for that advertiser spend vs. other large mobile app publishers. This challenge is well illustrated by an analysis of ad revenues generated per monthly active user. Large mobile publishers, such as Facebook and Google, generate 5x - 24x larger ad revenue per monthly active user than the the two-aforementioned leading mobile game developers.⁸

⁶] Security and Exchange 2016 10K Filings

⁷] eMarketer Worldwide Ad Spending Report

⁸] In calendar 2016, advertising revenue per monthly active user was as follows: Facebook - \$15.36, Google - \$24.30, Zynga - \$3.01 and Glu Mobile - \$1.00. Source 2016 SEC 10K filings.

⁹] In calendar 2016, Zynga and Glu Mobile. Source 2016 SEC 10K filings.



RewardMob Solution

RewardMob offers a tournament-based rewards platform (our “RMOB Platform”) which transforms new and existing mobile games into competitive, tournament-based contests, what we call casual eSports.

The RMOB Platform is designed to address the key challenges faced by Game Developers and players.

After two years of development, multiple iterations and months of testing, RewardMob

successfully launched into beta in August of 2017 and fully launched on January 13th of 2018. We have a catalogue of in-house games currently available and are working with multiple development studios and publishers on integrating our tournament-based rewards platform into their games.

The emergence of the blockchain has been an important enabler of the RewardMob platform. It allows us to create a better environment for our players,

Game Developers and advertising partners.

We can increase the speed and time of payments to both our players and Game Developers. We are also able to lower the cost typically associated with these transactions.

Our goal is to make the RewardMob token the standard in mobile game currency.

Improve Engagement

The RMOB Platform has proven to increase the number of times a player plays a game during the tournament by up to 4x. While the amount of time that the player plays the game has also seen an increase of up to 3x according to our analytics.

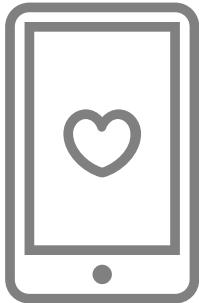
One of the most consistent and significant key performance indicators (KPI's) that we measure closely is the amount of rewards that are earned versus the amount of rewards that are opened. At an open rate of 94.5%, we are able to determine that players are interested in finding out what prize their reward contains and further confirms that people enjoy the process.





Increasing Revenue and Benefit Players Directly

RewardMob creates a new revenue stream for the Game Developer through free-to-play & pay-to-play tournaments.



In our free-to-play model, players are rewarded for completing actions inside the game. For example, completing a level or collecting in game items will earn rewards. When the player opens the reward to see what they have won, we show them offers from our advertising partners. The revenue from these offers is distributed back to the players as prizes and tournament winnings.

Game Developers also receive a portion of the revenue earned from the advertising. Because the advertising revenue earned takes place outside of the game, developers can focus on improving the user experience without sacrificing revenue.

In our pay-to-play model, players will use tokens that they have earned or purchased to enter skill based tournaments. The tokens that are used for entry into the tournament form the prize pool for the tournament and based on the results of the completed tournament, the tokens will be distributed to the players.

Enhanced Discovery

RewardMob allows Game Developers to acquire players more easily and at less cost. When new games are added to our community, the active users from these games are given an option to create an account with RewardMob so that they can earn rewards and compete in tournaments. These users are then exposed to all of the other games on the platform. Once players grow accustomed to earning rewards and tokens, they will be much more likely to search for a new game within the community, rather than search outside the platform for new games to play.





RewardMob Platform

The RewardMob platform has eight separate components as described below. Our SDK, Authentication, RewardMob App, Tournament Management, Waves Wallet and Waves node are integral components of the platform. With our Advertising Platform and Analytics Suite, still in development.

Software Development Kit (SDK) (Completed)

Our SDK allows Game Developers to integrate their app with our RewardMob app. It enables a variety of rewards to be given to players for achieving certain actions inside the game. It also allows the current tournament rankings, time remaining in the tournament and the total tournament prize pool available to be displayed within the Game Developer app.



Tournament Management (Completed)

Our tournament management system and administration console helps Game Developers easily set up and run their own free-to-play and Pay-to-Play tournaments.

Secure Authentication (Completed)

Our secure player login authentication process allows game players to authenticate their identity and easily log into any RewardMob powered game in a fast and secure way.



RewardMob App (Completed)

Rewards that are earned in games are opened in our app. Players can also manage their accounts and discover other RewardMob powered games.



Wallet (Completed)

Fully integrated into the RewardMob app is our easy to use wallet. Each user will have their own wallet to collect and spend tokens. The wallet is connected to the Waves blockchain. It is fast, transparent and fully secured.



Full Node (Completed)

RewardMob operates a full node on the Waves blockchain therefore, contributing to the confirmation of transactions on the network.

Advertising Platform (In Development)

The advertising platform allows us to sell our advertising inventory directly through our platform. To ensure we always have an adequate supply of advertising, we supplement our own in-house ad placements by partnering with other ad networks.



Analytics Suite (In Development)

A full analytics package is available to Game Developers to monitor live tournaments in real time. Developers can use these analytics to help create a better user experience for the players.

RewardMob World Wide Launch

**RewardMob successfully launched world wide on
January 13th 2018.**



Install the RewardMob App

RewardMob App

Main App



GET IT ON
Google Play

Download on the
App Store

Game Development Partners

Dumadu

Dumadu Games
www.dumadu.com



Headquartered in Bangalore, India, Dumadu is one of the world's leading game design and development companies, offering a wide range of mobile games for the iOS, Android and Windows platforms, among them Pocket Bowling 3D, Pool 3D and the Dark Runner series with over 100 games and 40,000,000 installs.

Narasimha Reddy, CEO of Dumadu, said: "We're excited to partner with RewardMob to give our fans the chance to compete in free tournaments for real cash and prizes. We look forward to releasing even more titles featuring RewardMob."

Big Code Games

Big Code Games
www.bigcodegames.com



BigCode is an industry leading mobile game developer that has launched in excess of 2000 mobile games across iOS App Store, Google Play Store, and web-based games, amassing in excess of 100,000,000 installs.

BigCode's game catalog spans across match-3, first-person shooters and simulation style titles. They recently announced their upcoming launch of 'Azhar the Captain' which has seen them produce a unique 3D Cricket experience alongside Hall of Fame Cricket star Mohammad Azharuddin.

Ahmed Mohammed, Founder BigCode Games, said: "We are excited to be working with RewardMob and the opportunity to make our games even more exciting for our fans. RewardMob will help bring a 'Mobile eSports' feel to our games allowing our users to play for free and win real money, prizes and cryptocurrency'.

PlayPay Games

PlayPay Games
www.playpaygames.com



Justin Graysmark, Founder of PlayPayGames said, "RewardMob has the potential to create an additional revenue stream for our games through their free-to-play tournaments. We are also excited to see the launch of cryptocurrency rewards in our titles and the increase in engagement that the platform will bring."

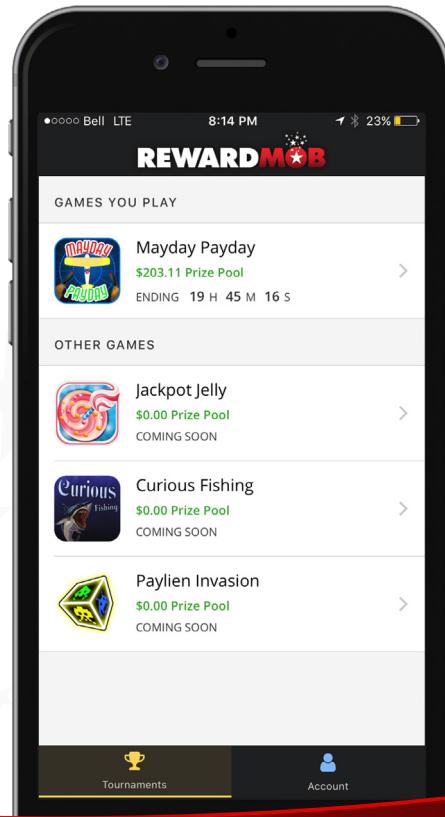
"We are one of the first adopters of real cash competitions in mobile games, which allow more and more people to experience the thrill of casual eSports."



Start Reward Loop

1

Players discover all the game tournaments running via the RewardMob app, helping to trigger new game discovery and downloads.



2

Once the new game is opened, the red RMOB logo indicates a live tournament is running and the time remaining in the tournament.

Mayday Payday 2

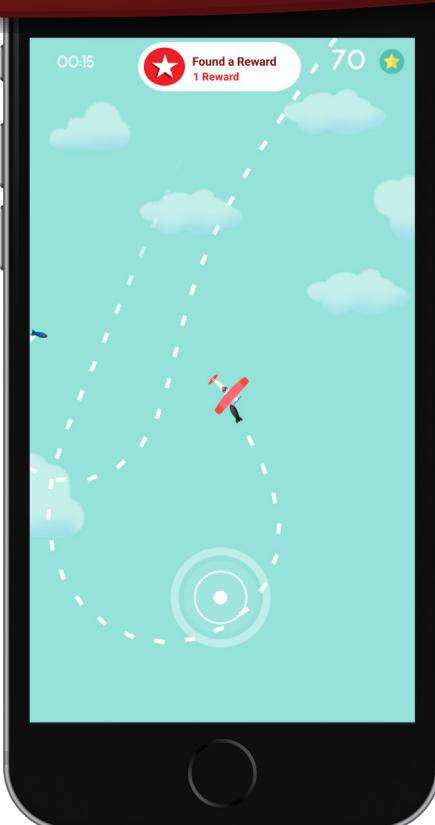
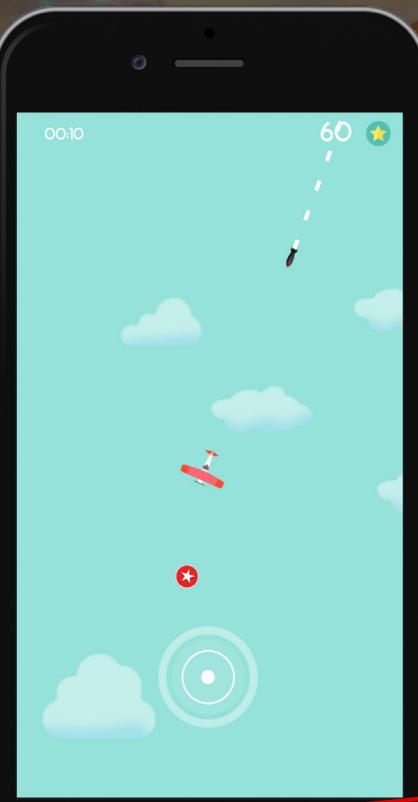
Highscore : 0
Games played : 0



REWARDMOB

3

In this specific game, play commences and rewards are earned by collecting stars.



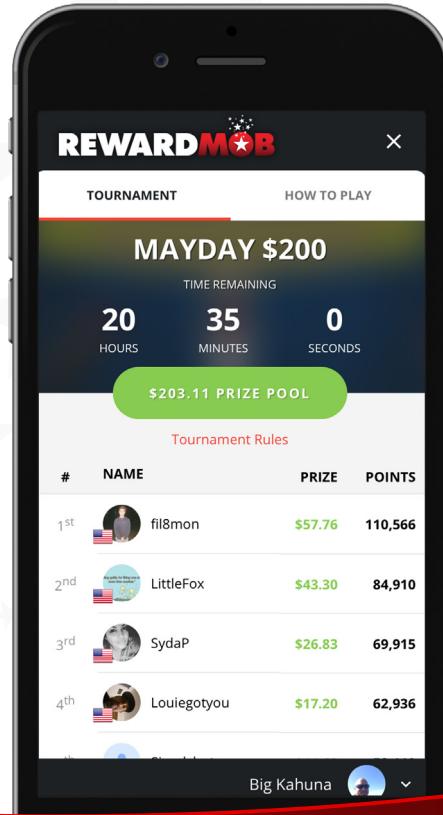
4

When a reward is earned immediate feedback is displayed to the player at the top of the screen.



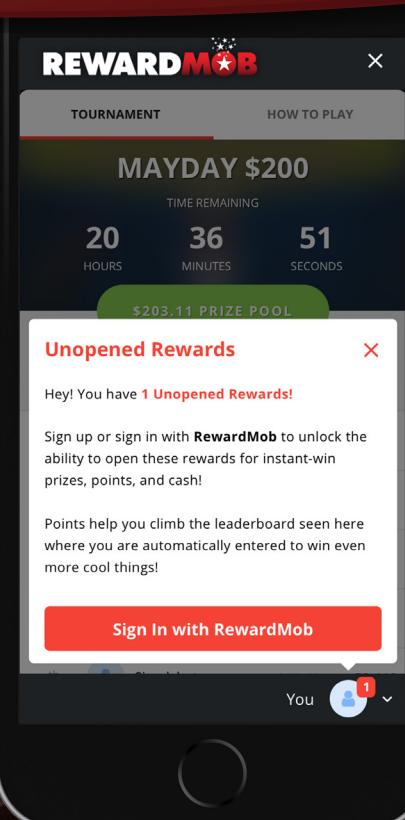
5

As play pauses, pressing on the RMOB logo opens the tournament leaderboard displaying the time left in the tournament, prizes and ranking of the players in the tournament.



6

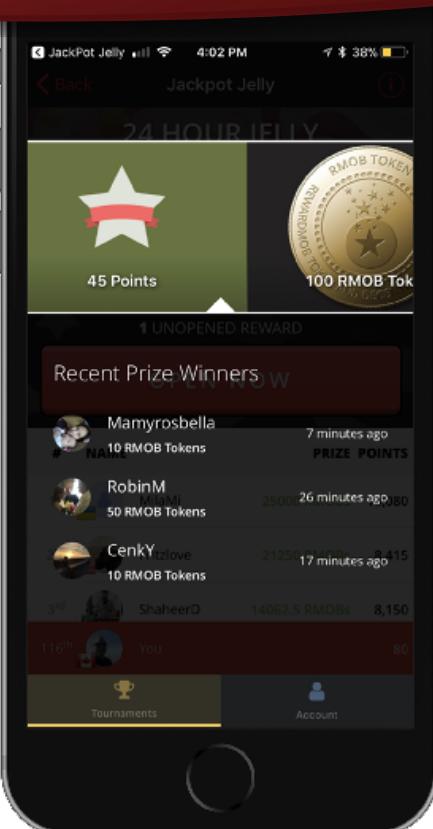
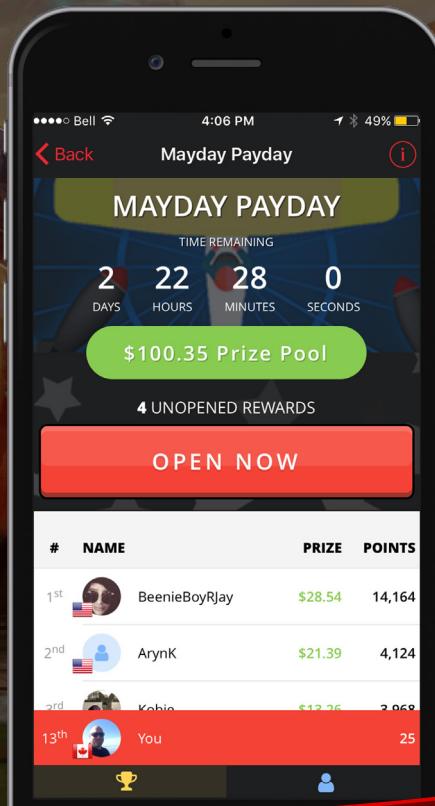
Rewards collected are also displayed. Clicking Open Rewards will open the RewardMob App to discover the options to open the rewards.



REWARDMOB

7

Users can open the Reward to discover what they have won by clicking on the Open Now button.



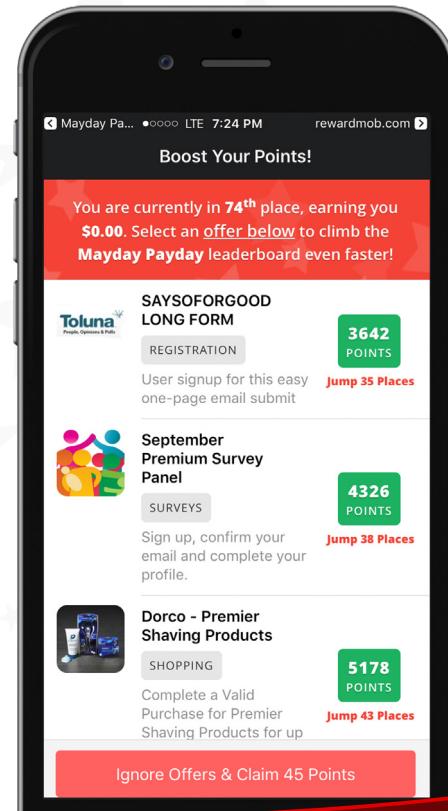
8

After the user clicks on the Open Now button our prize wheel begins to spin. When it stops, it will reveal a prize, RMOB Tokens or points that advance the player up the leaderboard.



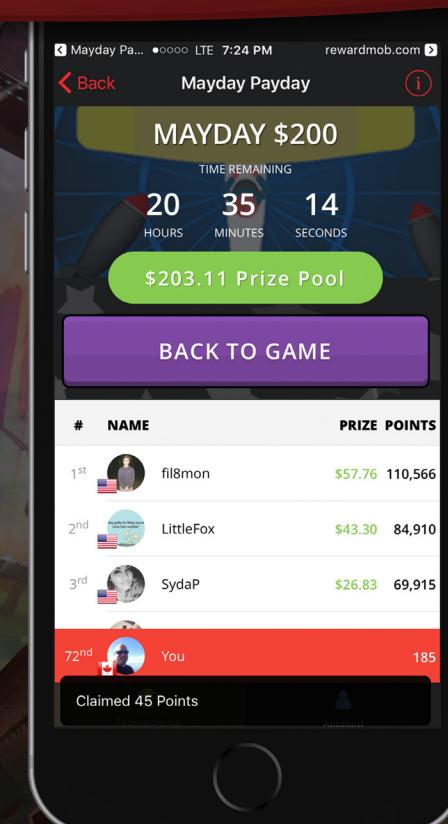
9

Players earn bonus points by completing offers from our advertising partners.



10

After the reward discovery process has completed, the player is able to resume play back in the game with one click.



Reward Loop
Repeat



RewardMob Pay-to-Play

PC based eSports has seen a meteoric rise in the past two years. Thousands of fans fill stadiums to watch professional gamers compete for millions of dollars in cash and prizes while tens of millions of fans live stream the events from home. The International 2017, DOTA 2 eSports event that took place at the Key Arena in Seattle August 2017, set a new record by boasting the largest prize pool in eSports history - over 24 million dollars!

This is considered by most as professional competitive gaming. We feel there is an incredible opportunity for amateur eSports by creating

massive multi player mobile tournaments. These tournaments can be played over a shorter time period and players can participate from anywhere in the world.

The Pay-to-Play version will also give players the ability to create their own tournaments that will be managed completely on the blockchain. A smart contract will be created to manage each tournament including the payment of tokens to the winners.

Live Streaming:

Similar to the live stream popularity of the PC tournaments, we will be live streaming our Pay-to-Play competitions. The content creators that operate YouTube and Twitch channels will be able to offer this content to their viewers free of charge.



Mobile eSports Marketplace:

According to a report released by Newzoo in February of 2017 eSport revenue in 2017 will reach 696 million and grow to 1.5 billion by 2020.

Skillz is the current leader in pay-to-play mobile eSports in North America. They currently have over 12 million players with an annual run rate of over 100 million dollars according to their press release from May 2nd, 2017.



Skillz tournaments are based on a player vs player model where each player wagers an equal amount of money and then compete against each other. The winner receives the majority of the prize pool while Skillz retains a share to be split between the company and the Game Developer.



Opportunity with Massive Multiplayer Tournaments

RewardMob utilizes tournament-based leaderboards to host tournaments with multiple players and higher payouts similar to online poker tournaments.

Players will be able to enter a lobby for each game to see all of the upcoming scheduled tournaments. They then select the tournament or tournaments they would like to enter and use their RMOB tokens for the required entry fees.

Players that do not have tokens, would need to purchase them for fair market value or win/earn them in the free-to-play events.



Tournament Duration

Pay-to-Play tournaments will be much shorter than our free casual tournaments. The goal is to create a faster more competitive experience that can be achieved in minutes instead of days.

10) [Newzoo eSport Report Feb 2016](#)

What is Blockchain Technology?

Blockchain Technology is an algorithm and distributed data structure for managing transactions without the need to have someone administer a central register.

It was created by Satoshi Nakamoto, the developer who created Bitcoin, as a way for

people to spend money without the need for intermediaries or to trust the people making the transactions.

This was accomplished by creating a network of nodes that monitor transactions and compete with each other to verify that the transaction is

accurate. The nodes are rewarded for successfully verifying the transaction. Fraudulent transactions are easily identified and rejected. Node owners compete to verify transactions, thus protecting the integrity of the entire system.



Why the RewardMob Token?

By integrating our platform with blockchain technology, we create an all-in-one solution for Game Developers, players and our advertising partners to prosper in a decentralized ecosphere.

RewardMob is a significant innovation in mobile gaming and eSports. We will expose millions of new users to the blockchain and further advance knowledge and adoption in this space. Blockchain technology has given us the ability to create a better and more secure gaming experience

for players and Game Developers. We considered other cryptocurrencies such as Bitcoin, Ethereum, Dash, etc. While each have certain benefits and challenges, we found the ideal solution was to create our own token and token mechanics that best suited our players and developers.

We have put a unique focus on solving the main challenges faced by Game Developers by rewarding player loyalty, reducing transaction costs, and speeding up payment times.

Users benefit from a better gaming experience in a community where they are rewarded for their efforts.

The RewardMob token becomes the heart and soul of the platform, providing all of our users faster access and more choice of where to spend their tokens. In most mobile games, any virtual "gems" or "coins" that are earned must be used in the same game.

IT CAN TAKE UP TO 90 DAYS FOR GAME DEVELOPERS TO RECEIVE PAYMENTS FROM AD NETWORKS.



What Can Tokens Be Used For?



Making Purchases

RewardMob is working on unifying a payment currency with game publishers, developers, advertisers and businesses.

We will make it easy for players to use their tokens to purchase items in games on our platform as well as outside the platform. The speed and ease of use benefits our users as well as the merchants that accept our token.



Pay-to-Play Tournament Entries

Tokens earned and won within our platform or purchased on the exchanges can be used to compete in our Pay-to-Play tournaments.



RewardMob Experience

Tokens can be spent to improve the player experience within the RewardMob app. For instance, they can be redeemed for auto spin functionality or profile upgrades. They can also be earned for referring new players or won in tournaments.



Why the Waves Platform

We have chosen to create our token using the Waves Platform. Waves is an open blockchain platform designed for ease of use and mass adoption. The platform, which was launched in April of 2016, is fully decentralized, transparent and auditable. Here is the list of benefits that helped us make this decision.

Highly accessible

- Clean, familiar UX
- Chrome app or html lite client
- No blockchain download necessary

Fiat transfer

- Fully compliant, licensed gateways into and out of the blockchain
- EUR, USD currencies
- Tokens fully backed by fiat deposits
- Bitcoin & Ethereum gateway

Fast, low-cost and scalable

- Proof of Stake vs. Proof of Work
- Low transaction fees
- Bitcoin NG Protocol Completed Dec 22, 2017
- 100s of txs/second compared to Bitcoin at 3 txs/second and Ethereum at 15 txs/second

Decentralized exchange (DEX)

- Peer-to-peer trading from within the client
- Trade any pair of Waves tokens
- Near-Realtime order matching
- Blockchain settlement for security

Security Audit

The Waves node application was submitted to [Kudelski Security](#) for auditing. The audit took around 50 hours of work and was led by Dr. Jean-Philippe Aumasson who is the principal Research Engineer at Kudelski Security. The purpose of the audit was to uncover any security shortcomings in the Waves platform and help implement relevant mitigations. The Kudelski study concluded that no critical security issues were located in the audit, and concluded that the Waves platform "shows good security engineering, good choice of cryptographic components with reliable implementations thereof, and has a clear design and code. that facilitate auditing." [View the entire report here.](#)

Significant Events

The addition of the Waves NG Protocol, Smart Contracts and Mobile Dex are quite a significant improvement to the Waves Platform and our overall business goals.

1. The recent implementation of the Waves NG protocol increases transaction speeds on the network to hundreds of transactions per second which ensures long term scalability and performance of the RewardMob platform.
2. Smart contract implementation Q2
3. The mobile DEX will allow users to trade tokens from their mobile device in an easy and secure manner.



The RewardMob (RMOB) Token

RewardMob has created a total supply of 3.0 billion RewardMob tokens based on the Waves blockchain. The total token supply is fixed in perpetuity. The chart below highlights how we intend to allocate the total supply of tokens and a more detailed explanation follows.

Game Pool	1.09 billion	36.4%
Loyalty Bonus Pool	1.0 billion	33.6%
Reserve Tokens	.3 billion	10%
Company Tokens	.6 billion	20%
Total Supply	3 billion	100%

Game Pool

Given the importance of the RewardMob token to the successful operations of our RewardMob platform, 1.092 billion tokens (36.4% of total token supply) are allocated to a pool which will be distributed to players as incentives, won in tournaments and as prizes. (the "Game Pool"). The Game Pool will gradually be earned by game players from tournament participation and

performance and via the completion of offers. Once distributed to players, these tokens become freely circulating tokens (the "Token Pool in Circulation"). The pace at which this occurs is dependent upon the success of our efforts to attract Game Developers to the RewardMob platform and on their efforts to introduce and engage players with its capabilities.

Loyalty Bonus Pool

The loyalty bonus pool will be given out as an incentive bonus for early access into the RewardMob Pay-to-Play tournaments. Any unsold

tickets at the end of the ticket sale will result in the burning of corresponding bonus tokens. The burning of tokens will be executed in way that will preserve the ratios of tokens across all token pools.

Reserve Pool

0.3 billion tokens will be held in reserve as a contingency to support the efforts of RewardMob. These Reserve Tokens ("Reserve Tokens"), represent 10% of the total token supply. Reserve Tokens will allow us flexibility to support our efforts in

the coming years should we need them; however, we may not utilize the entire pool. If any Reserve Tokens remain as of December 31, 2020, we have the option to burn the remaining unused tokens.





Token Supply Policy

The RewardMob token supply is fixed at a total of 3.0 billion tokens. As RewardMob tokens are distributed and rewarded out of the Game Pool as rewards and prizes, we anticipate the tokens will be used by players as in-game currency to pay for a variety of game related purchases and tournament entries. Each purchase replenishes the Game

Pool and allows for the token to be reintroduced into circulation as a new award. The repeated cycle from Gamer Pool to Gamer Pool in Circulation and back to Gamer Pool is known as token velocity and we believe it will allow the Game Pool to remain fixed in size, regardless of any reasonable expected growth of the utilization of RewardMob tokens.

RewardMob Company

Over the past 26 months, our team has been working to develop, test and launch the RewardMob platform. In consideration of our past and ongoing efforts, we have allocated .6 billion RewardMob tokens (20% of total token supply) to RewardMob ("Company Tokens").





How to Purchase Tickets

REWARDMOB TOKENS ARE NOT PURCHASED DIRECTLY. The only way to get RMOB tokens is to earn them, win them or receive them as a bonus when you purchase tournament tickets to enter the Pay-to-Play tournaments.

We will be conducting a tournament ticket sale in order to provide players access to our Pay-to-Play tournaments. We will also be giving away bonus RMOB tokens for anyone purchasing tournament entries in our early bird sale. You will need to

create an account at <http://ticketsale.rewardmob.com/>.

If you are already a member of RewardMob, you will be able to sign into your account from this page. From the dashboard in your account, you will be able to purchase RewardMob tournament tickets with BTC, ETH, Waves or Visa & Mastercard.

Your RewardMob tickets will appear in your account as soon as your transaction is confirmed.

Tournament Tickets

In order to enter the Pay-to-Play tournaments you are going to need to purchase tickets. Pre-purchasing a ticket during our ticket sale will be eligible for an early bird bonus of RMOB tokens. Each player can purchase up to a maximum of 10,000 tickets during the sale. Any tickets not sold by the end of the ticket sale will result in the burning of the corresponding bonus tokens.

Bonus Token Distribution

The more you purchase, the higher tier you will qualify for. See below for all tier ranges.

Tier	Tickets	Token Bonus
1	1 - 100	15X
2	101 - 500	20X
3	501 - 1000	25X
4	1001 - 5000	30X
5.	5001- 10,000	40X

Purchase tickets at: <https://ticketsale.rewardmob.com>

Using Tickets

Tickets are needed to enter any of our Pay-to-Play tournaments.

We will be holding Pay-to-Play tournaments daily following the conclusion of the ticket sale with different levels of entry fees and prize levels.

Tickets never expire.

You can combine multiple tickets to enter tournaments with higher entry fees.

After the ticket sale has ended further tournament entry tickets can only be purchased with RMOB.





RewardMob Status Benefits:

RewardMob will offer 3 levels of Status for Members. Status levels will provide benefits to members that maintain a certain value of tokens in their account.

Silver Status:

To Qualify: Maintain a minimum balance of \$1,000 USD value in tokens in your account.

Each member that achieves this status will be granted a free entry ticket into the Silver Members Monthly Tournament.

This tournament will be free to participate in and have a minimum prize pool of \$5,000 USD in tokens.

Gold Status:

To Qualify: Maintain a minimum balance of \$5,000 USD value in tokens in your account.

Each member that achieves this status will be granted a free entry ticket into the Silver and Gold Members Monthly Tournament.

This tournament will be free to participate in and have a minimum prize pool of \$15,000 USD in tokens.

Platinum Status:

To Qualify: Maintain a minimum balance of \$10,000 USD value in tokens in your account.

Each member that achieves this status will be granted a free entry ticket into the Silver, Gold and Platinum Members Monthly Tournament.

This tournament will be free to participate in and have a minimum prize pool of \$30,000 USD in tokens. Also, an invitation to live Platinum events.

Plus special VIP offers.

Please note: Tokens must remain in your RewardMob account to count towards the Status Level. We constantly monitor the value of the account and display the status to the user in the app.

RewardMob Referral Program

Ticket Sale Referral Bonus

Each user that creates an account with RewardMob receives a unique Referral Code that they can share with their friends.

RewardMob will pay a referral bonus of 10% in the form of RMOB tokens for every user that purchases tickets during the ticket sale.

Earn One, Get One

The referral payment continues as players compete in tournaments and earn rewards. Any time a player that was referred earns RMOB in a reward. The player that referred them receives the same amount of RMOB. There is no limit to the amount of people that each person can refer.





Commitment to Growth

RewardMob uses funding received from the sale of tournament tickets to grow the company. Ticket sales come in as general revenue and are used to fund the following:

- i) research and development,
- ii) sales and marketing and
- iii) general and administrative expenses.

Research and development expenses are primarily

comprised of salaries and benefits for our developers which currently include professionals focused on user interface, the Pay-to-Play platform, platform security and customer service. Sales & marketing expenses are focused on efforts to attract third party game publishers and developers to the RewardMob platform. These expenses are comprised of salaries, benefits and travel expenses associated with trade shows and ongoing branding and promotion. General and administrative expenses are comprised of office lease, communication services, software licenses, ongoing legal and accounting cost.

Support Game Publisher & Developer Partners

The success of our game publisher and developer partners is essential to the success of the RewardMob platform. We anticipate providing our partners with marketing support to assist them in attracting, monetizing and retaining game players. These efforts could consist of user acquisition

campaigns for games that show above average retention and revenue numbers. While these expenses are designed to support our partners, they also directly support our efforts as well. These expenses will generally be categorized as sales and marketing expenses.

ONGOING DISCLOSURE COMMITMENT

We recognize the importance of transparency as stewards of the RewardMob platform and the commitment and support we receive from the holders of RewardMob tokens and our game publisher and developer partners. As such, we are committed to publishing regular updates on our operations.



Our Team



Todd Koch
CoFounder & CEO

Over 22 Years of entrepreneurial experience across a variety of industries including education, technology and finance.

Todd has an extensive background in business management & growth strategies. Building RewardMob has been his passion over the past 2 years.



Colin Bracey
CoFounder & CTO

Over 29 years of technical experience as Lead Developer for some of the largest multinational companies in the world such as Motorola, Orange, TRW, and Vodafone.

The gaming industry was new territory for Colin when he and Todd joined forces in 2015, but this partnership soon resulted in one of the most innovative companies in Canada.



Travis Kraft
CMO

With over 25 Years of sales and marketing experience, he helps bring ideas to life.

He has successfully launched a medical tourism company that was recognized globally in its 2nd year by WMTC held in Chicago.

Travis brings a wealth of knowledge and experience with him as the co-founder of a previously successful startup.



Mark Walker
Director of Gaming

Mark's background is in personal finance where he built one of Canada's largest UK pension transfer companies.

His love of mobile games led him to RewardMob where he manages game acquisitions.



Tanner Steele
Development

Tanner has amassed several years of software development experience from a variety of subfields such as web/mobile application development, and game development.

His generalist skillset has him specializing in SDK/Integrations development at RewardMob, where he works with several game developers to improve the RewardMob developer experience.



Alex Saunders
Front End Developer

Alex has over 10 years of development experience and specializes in mobile app development. He holds a BCIS Degree majoring in Software Design & Database Administration.

Alex spent 3+ years shaping Canadian Healthcare Technology at QHR Technologies, Canada's leader in EMR.



Thomas Newman
Director of Gaming Europe

Thomas brings invaluable eSports and Gaming industry experience to RewardMob as the former Managing Director of both Mobile eSports platform Cashplay and Social Influencer network ApplInfluencer.

Prior to gaming, Thomas held senior roles in the Financial services industry with HSBC operating as an integral part of the core project management team which involved launching an International bank across 6 countries.



Bryan Pellegrino

Co-Founder OpenToken,
former CEO BuzzDraft
Advisor SCIENCE, Shipchain, Fogcoin

Bryan brings a wealth of information and experience to RewardMob. Bryan is a serial entrepreneur and has been in the crypto space since 2013.

He is an active early stage investor as well as advisor, and brings his vision and understanding of the landscape to every project he works on. He aims to create more robust token economic models and align incentives between all parties.



Simon Cocking
Cryptocurrency Advisor

Simon Cocking is Senior Editor at Irish Tech News, Editor in Chief at CryptoCoinNews, and freelances for Sunday Business Post, Irish Times, Southern Star, IBM, G+D, and others. He is a top ranked member of the 'People of Blockchain' (currently ranked at #1 / 18,000).

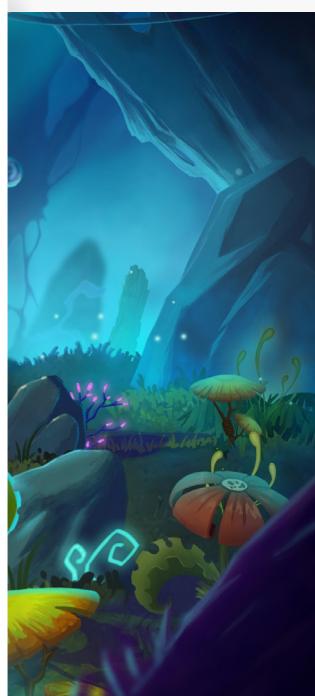
He is also a business mentor and advisor working with 70+ successful ICOs to date. He also been named many global Twitter influencer lists in the last 12 months.



Jeff Donnelley
Marketing Consultant

Jeff brings 25 years of executive experience in all facets of marketing, advertising and media, building and executing strategic and tactical plans for brands globally. Jeff believes in disruptive technology, paradigm shifts and being an active change agent to deliver ROI for brands during their life cycle in the business verticals of fintech, i-gaming, e-gaming and fantasy sports including brands such as Draft Kings, Ubisoft, World of Tanks and Jam City.

Jeff's emphasis is in market research and analysis for the purposes of planning, testing, optimizing and pivoting to identify and deliver target audiences, emerging trends, conversion events,





Advisors & Partners



Nicola Austin Advisor

Nicola is the Data Analysis Manager for QHR Technologies, Canada's leading EMR platform.

Nicola has a passion for trading and spent 7 years as a proprietary day trader on the NYSE and Nasdaq exchanges.

She holds a B.Sc in Life Sciences from Queen's University in Kingston, Ontario.



Famous Publicity Public Relations Agency

Famous Publicity Ltd is a UK based boutique PR agency whose clients range from the world-renowned Rubik's Cube brand to leading engineering innovators. The agency has considerable experience in the specialist cryptocurrency arena as well as mainstream household names.



Marc Jansen Blockchain Advisor

Marc studied Mathematics and Computer Science at the University of Duisburg-Essen, Germany and holds a Masters degree in Mathematics and a PhD in Computer Science. After five years of industry experience in running large and complex IT systems, he returned to academia in 2011, holding a Professorship for Applied Computer Science both at the University of Applied Sciences Ruhr West (Bottrop, Germany) and the Linnaeus University (Växjö, Sweden)



Guillermo Manzanares Community Advisor & Management

Guillermo has a deep sense of responsibility to catalyze change in what he regards as a critical evolutionary phase of blockchain. In 2016, with the invention of Waves, Guillermo forged lifelong friendships with the Waves team and community. Guillermo poses strong communication skills across major world markets. You can find Guillermo roaming on multiple social media channels, where he enjoys the community and an opportunity to contribute to the expansion of blockchain's network effect.



Product and Business Road Map

