



Esports Smart Tournaments



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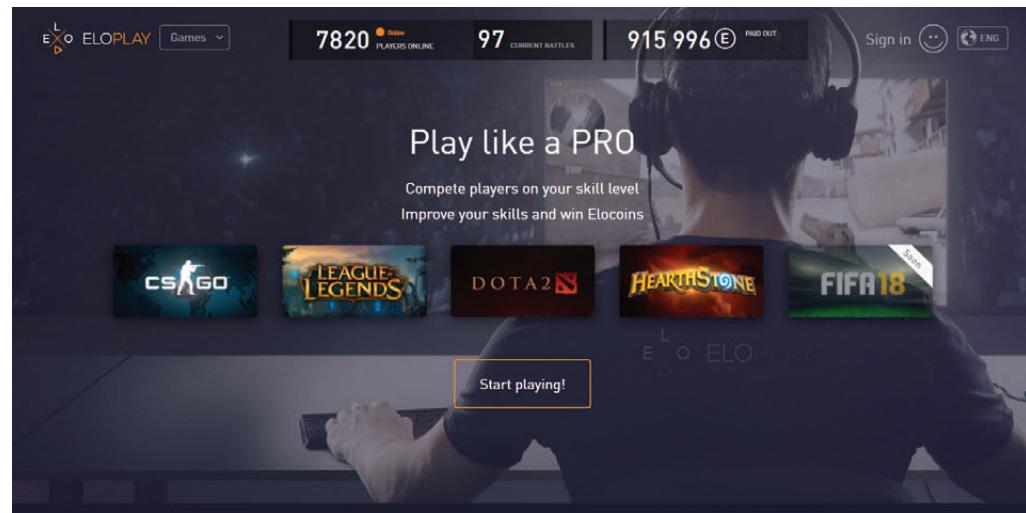
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Eloplay

Esports platform Eloplay.com allows players to organize and participate in tournaments with decentralized prize pools. The Eloplay team has managed to develop and test a set of hypotheses, and to bring the project to life in 18 months.

Today Eloplay is an operational esports platform with 90,000 registered users and 80,000 finished battles. We've already hosted 3,500 one-on-one and team tournaments.

The platform supports the most popular esports disciplines:



Eloplay.com

Esports discipline	Monthly active users
League of Legends	100,000,000
Hearthstone: Heroes of Warcraft	70,000,000
Dota2	12,500,000
Counter-Strike: Global Offensive	11,600,000

There are 3 competitive modes on the platform: quick battles (match-making with random opponent), duels (select with whom to fight), and tournaments. The site offers Russian and English interfaces.

The platform is made for:

- players and teams who want to battle for prizes and rewards;
- brands and organizations who want to conduct tournaments by themselves;
- advertisers who target esports audience.

Esports

Global brands and game developers conduct major tournaments with million dollar prize pools. However, only a small group of professional players can compete for those prizes. It creates inequality and leaves millions of amateur players aside with no chance to compete for major prizes.

Esports are a form of competitive computer gaming and a new kind of sports, rapidly gaining popularity among the youth.

The esports market is booming

Video games have turned into a global esports market with revenues turnover that might reach \$1.5 billion by 2020. Experts call esports the investment opportunity of the decade.

The esports market is a 385,5 million people global audience who spend \$230 million a year

Tournaments are the most exciting esports events.

The overall prize pool at major events where prize funds exceed \$5,000 has reached \$93.3 million in 2016.

Major tournaments are organized and funded by global brands and game developers, but there's only a handful of elite players that can compete for those prize pools.

This situation creates disparity in esports and leaves amateurs no chance to compete for major prize pools.

Smart Tournaments



Eloplay proposes Smart Tournaments as a solution to the challenges faced by esports today.

Smart Tournaments are esports skill competitions with decentralized prize pools. In these tournaments prize pools are funded by players or tournament organizers. Funds are gathered in Eloplay Tokens.

Smart Tournaments are a blockchain-based ecosystem that brings automation to conducting an esports event.

For players, it's a completely new opportunity to self-organize, launch tournaments and establish collective prize pools. Funds are gathered in Eloplay Tokens.

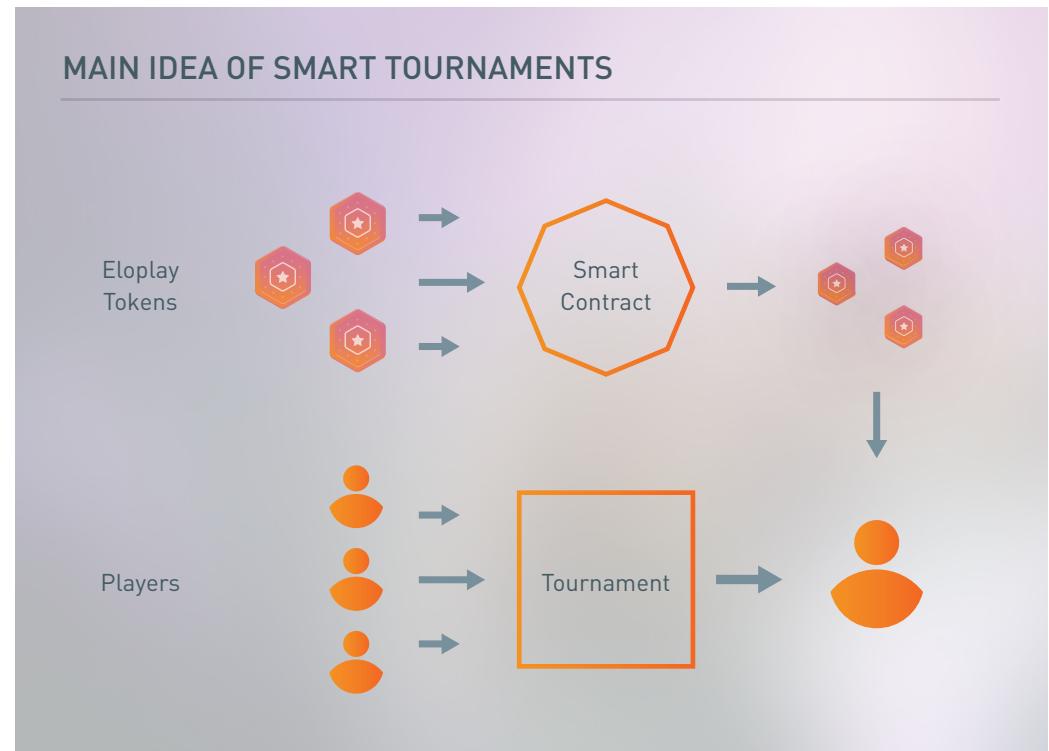
For brands, the tournaments offer a direct access to the esports audience. It might take the form of a brand-led tournament, or just ad placement at the platform.

Smart Tournaments

Prize pools of \$5,000 and higher are considered major. In order to raise such funds for a tournament of 1024 players, one player would have to pay only \$4.88. The organizing player would have 8% of this fund, i.e. \$400. It is important to note, however, that USD prices are for explanatory purposes only, and in actuality all settlements will be conducted in Eloplay tokens.

Smart Tournament is the only opportunity for an amateur player to battle for a major prize pool.

Prize pools of Smart Tournaments can be scaled from \$5,000 to \$1,000,000 and so on.



Thank you!

