



Yamzu

eSports tournaments
on the Blockchain

Whitepaper 1.0

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Table of contents

| | |
|--|-----------|
| Abstract | 3 |
| 01. Yamzu Overview | 5 |
| 02. Market Analysis | 9 |
| 03. Competitor Analysis | 17 |
| 04. Use Cases | 19 |
| 05. Points of Strength | 25 |
| 06. Technology | 30 |
| 07. Yamzu on Blockchain | 33 |
| 08. Yamzu - putting trust back into eSports | 42 |
| 09. Token Model | 44 |
| 10. Token Functionality | 46 |
| 11. Token Sale | 53 |
| 12. Use of Funds | 58 |
| 13. Roadmap | 61 |
| 14. The Team | 63 |
| 15. Appendix | 69 |
| Financial Statement | |
| 16. Sources | 75 |

Abstract

Opportunity

Not only is the eSports market in the midst of an economic boom, but new revenue stream opportunities are also emerging on a daily basis within this broader marketplace. New technologies such as smart contracts, decentralized applications, and the Blockchain represent an unprecedented opportunity for a successful company to pinpoint its niche in the evolving gaming universe. We believe established companies in particular stand to gain the most from the application of new emerging technologies to online gaming.

Solution

eSports have evolved from a simple simple amusement into a full-fledged entertainment phenomenon on par with many traditional sports. Professional eSports teams now hold multi-million-dollar sponsorships, compete in tournaments around the world, and fill up entire arenas with supporters (and soon, they will take over television lineups). New generations are now growing up inspired by adults who can make a living by playing video games and more and more eSports enthusiasts want to pursue this newly formed career path. The next frontier in competitive gaming will be creating the opportunity for gamers to play eSports directly from the comfort of their own homes, without having to find a sponsor to financially support them. None of this will be possible without the introduction of a platform that will allow gamers to monetize their winnings. Yamzu wishes to provide players with a browser-based platform for eSports that will specifically cater to this need. Yamzu's platform is tailored to include every type of player, amateurs and professionals alike. Yamzu has already successfully integrated **Counterstrike Global Offensive ("CS:GO")** and **League of Legends ("LoL")** on its platform, and now that both titles are live, other computer based games have entered the pipeline and are scheduled to be implemented in the near future.

The Company

Yamzu is a successful **Swedish Gaming Company** with a current user base of over 10,000 players. We earn revenue, and we have worked to put forth a recognizable brand. Both of these characteristics stand our organization in good stead to take full advantage of the new revenue streams opportunities generated by Blockchain-related technology. Yamzu is different from its newly formed competitors since it is an **active and real business** which has already been in operation since 2016 and has since then achieved a staggering result of **300% growth rate on revenues**. Yamzu's team has accumulated direct experience on the field that cannot be replicated by its newly formed competitors. This means that Yamzu can implement its groundbreaking ideas much faster than the rest of the market. Since gamers recognize our brand, they will be quick to adapt to our platform. Yamzu has already earned and allocated significant amounts of revenue into the business therefore we are ideally positioned to repurpose the potential funds obtainable through the Token Sale to pursue the expansion of our business worldwide thanks to the implementation of Blockchain technology.

1. Yamzu Overview



1. Yamzu Overview

Yamzu is designed as a fully operational, browser-based eSports tournament platform. The Yamzu platform makes eSports competitions available to any gamer in any location on Earth.

The platform is the only one of its kind, being entirely browser-based. Rival companies face constant struggles due to users' privacy concerns, and several other entry barriers such as the need to download a user interface. Meanwhile, our internal user research shows that a browser-based platform does indeed show more growth potential. These factors instill confidence, especially considering Yamzu's pre-existing user base (10,000) and irrefutable track record of 300% annual growth in just two years of activity.

Platform

The platform is tailored to suit the needs of:

- Players and teams battling for prizes and rewards.
- Brands, influencers, and organizations that wish to set up tournaments.
- Advertisers and sponsors targeting eSports audiences.

Currently Yamzu supports **CS:GO** and **LoL**, two of the most popular eSports games in the world. The platform is ready to integrate many more popular games such as DOTA2, Call of Duty, Battlefield, and PUBG.



Revenue generation

Yamzu generates revenue through the following three outlets:

1. Yamzu retains a fee from each entry fee payed by the users to gain access to tournaments or to set up matches among peers. The fee structure is designed in the following way:

- **12.5%** for games/tournaments where there are less than two teams participating;
- **15%** for games/tournaments where there are more than two teams participating;
- Of the above described fees, **2.5%** is the current VAT (Value Added Tax) and is paid directly by Yamzu to the relevant government.

2. Yamzu licenses its engine to companies wishing to hold events.

3. Yamzu holds sponsored events for brands wishing for exclusive rights to hold events online.

Note: See appendix for Financial Statements.



Vision

As a brand, Yamzu plans to branch out into several niches of the gaming industry—including but not limited to entertainment hubs, talent agencies supporting Twitch streamers, and niche-oriented clothing lines.

In the long-term, Yamzu envisions the platform as a genuine household name for **eSports competitions of any skill level**. At the same time, we are developing several Blockchain based projects on the platform, some of which are almost ready to be implemented.

Yamzu is determined to become a leading eSports tournament provider and host, one both affiliated with P2P (Peer to Peer) gaming as well as with significant regional and global tournaments. The fact that Yamzu already supports an active platform gives strength to our projections. In the future, we will work with game developers by forming symbiotic relationships surrounding the creation of new games. In doing so, both Yamzu and value creators (e.g. developers) will collaborate to encourage more gamers to participate at the intersection of paid gaming and cryptocurrency.

2. Market Analysis



2. Market Analysis

"Esports will rival the biggest traditional sports leagues regarding future opportunities, and between advertising, ticket sales, licensing, sponsorships, and merchandising, there are tremendous growth areas in this nascent industry."

Steve Borenstein

Chairman of Activision Blizzard's eSports Division
Former CEO of ESPN and NFL Network

Overview

- The eSports sector is experiencing surging growth rates of ca. **38%**.
- The number of players is expected to increase from 300M to **500M** by **2020**.
- The global market capitalization of the industry is likely to increment from \$650M to **\$1.5B** by **2020**.
- Currently more than **130 companies** are active in the sector.
- Asia is the continent with the highest number of active players, followed by North America and Europe.
- It has been estimated that in the coming years, brands will invest around **\$700M in sponsorship** deals related to eSports.
- The number of players joining this emerging market is steadily increasing by **15% on an annual basis**.



GLOBAL OVERVIEW 2018

| | |
|---------------------------|------------|
| POPULATION | 7,590.5 M |
| ONLINE POPULATION | 3,965.9 M |
| AWARENESS | 1,586.1 M |
| ESPORTS ENTHUSIASTS | 165.0 M |
| ESPORTS REVENUES | \$ 905.6 M |
| ANNUAL REVENUE/ENTHUSIAST | \$ 5.49 |

- Based on the data gathered on index.co, there are more than 130 companies currently active in the eSports sector, the market is experiencing an annual growth rate of ca. 38%.
- According to CB Insight, the start-up that managed to raise the most in venture capital is **Sea Limited**. The company in 2017 closed a round of investment of ca. **\$772M** and consequently launched an **IPO** (Initial Public Offering) on Nasdaq with a **post-money valuation of \$5B**.

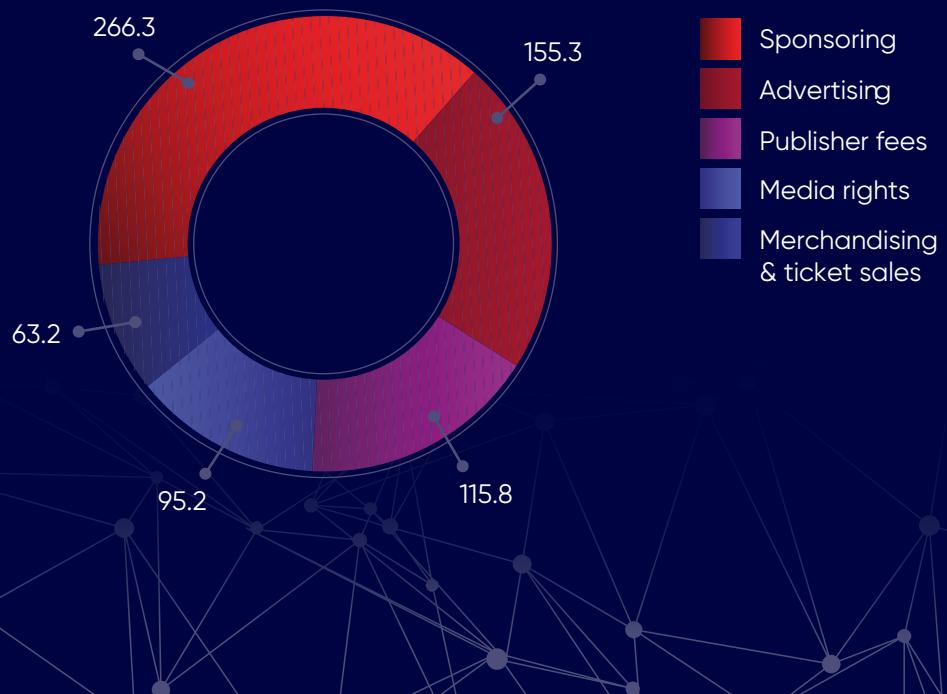
Revenue Stream Sector Analysis

eSports market capitalization is likely to reach **\$905.6M by 2018**, with an increment of over \$250M in respect to 2017. North America is expected to generate the biggest portion of revenues, contributing 38% relative to 2018 total market cap. Sponsorship contributions are also expected to increase in 2018, generating **\$359.4M** against \$234.6M obtained in 2017. Revenues from Media events are steadily growing, with a **CAGR (2016 – 2021) of + 49.8%**. By 2021, the average revenues from media rights are expected to more than double in value in respect to 2018, making media rights the second major revenue stream in eSports industry worldwide.

eSports companies' revenues streams primarily originate from the following areas:

- Sponsorships and advertising.
- Prize pools.
- eSports betting.
- Media events.

eSports revenue per segment
(USD millions, 2017)



Sponsorships and advertising

The current revenue model adopted by most players in the industry is one where companies trying to promote their respective brands allocate relevant funds into sponsoring both championships and tournaments alike. eSports companies collect the money provided through sponsorships and the sponsoring companies capitalize on the visibility of the players competing in the event to promote their image to the audience following the competition.

The image below shows the various companies which have recently sponsored LoL tournaments.



One of the companies that has been active since the dawn of the eSports industry and is without a doubt its pioneer is **RedBull**.

The following image shows several dedicated brands utilized by RedBull to sponsor specific eSports events:

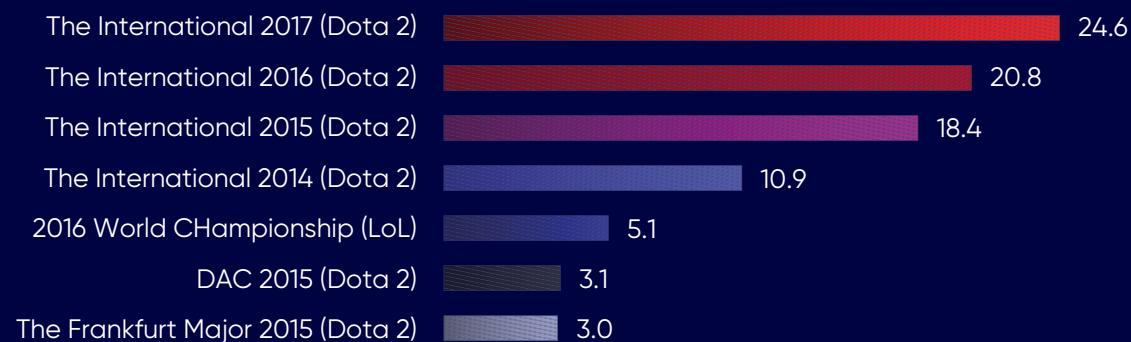


Prize pool

The revenue model described above also entails that the main sponsor, besides sponsoring the event, will moreover provide the prize pool to be delivered to the winner of the tournament.



Total cash prizes in eSports tournaments (USD millions)



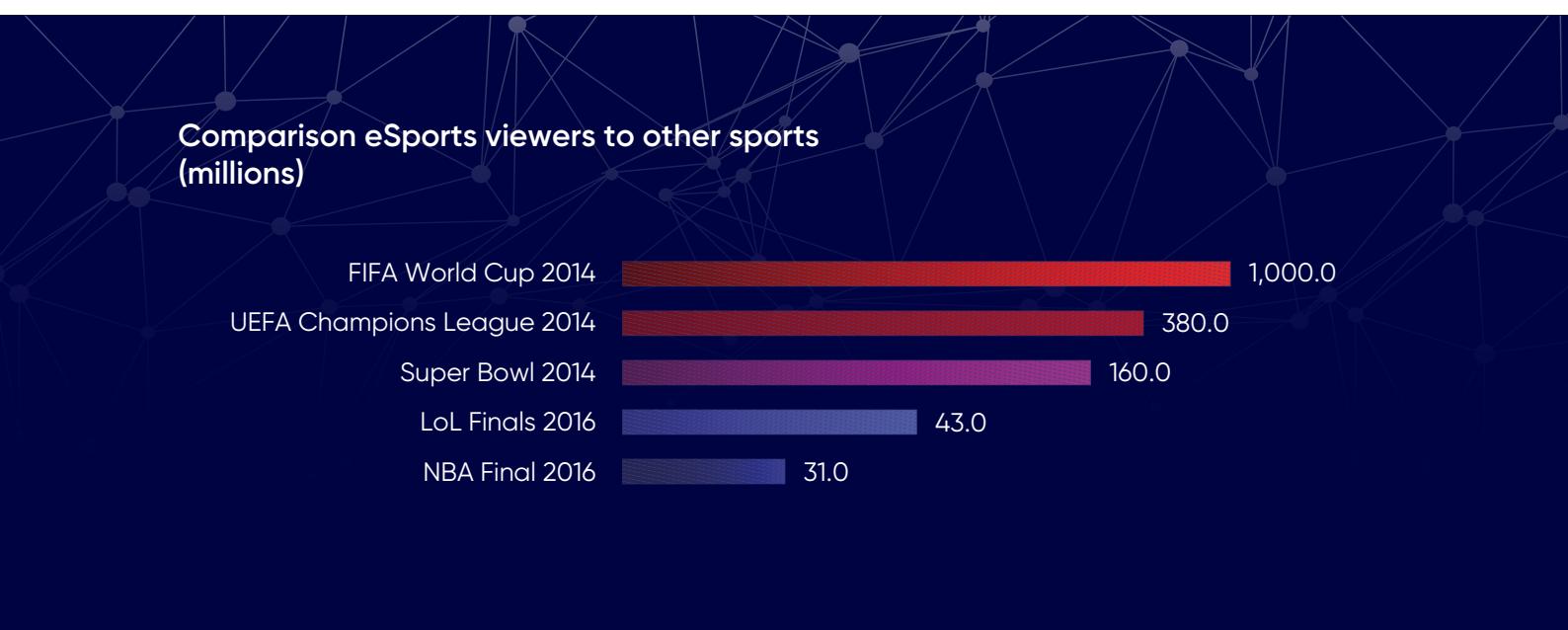
eSport betting

The gambling system in eSports functions in exactly the same way as classical sports betting. Viewers can bet on who will be crowned winner of the tournament or bet just on a single match. The revenues for eSports companies operating in the gambling sector are derived from the subtraction of all bets won from the amount comprising of all lost bets. Companies that operate following this revenue stream model are both eSports companies and classic betting companies alike.

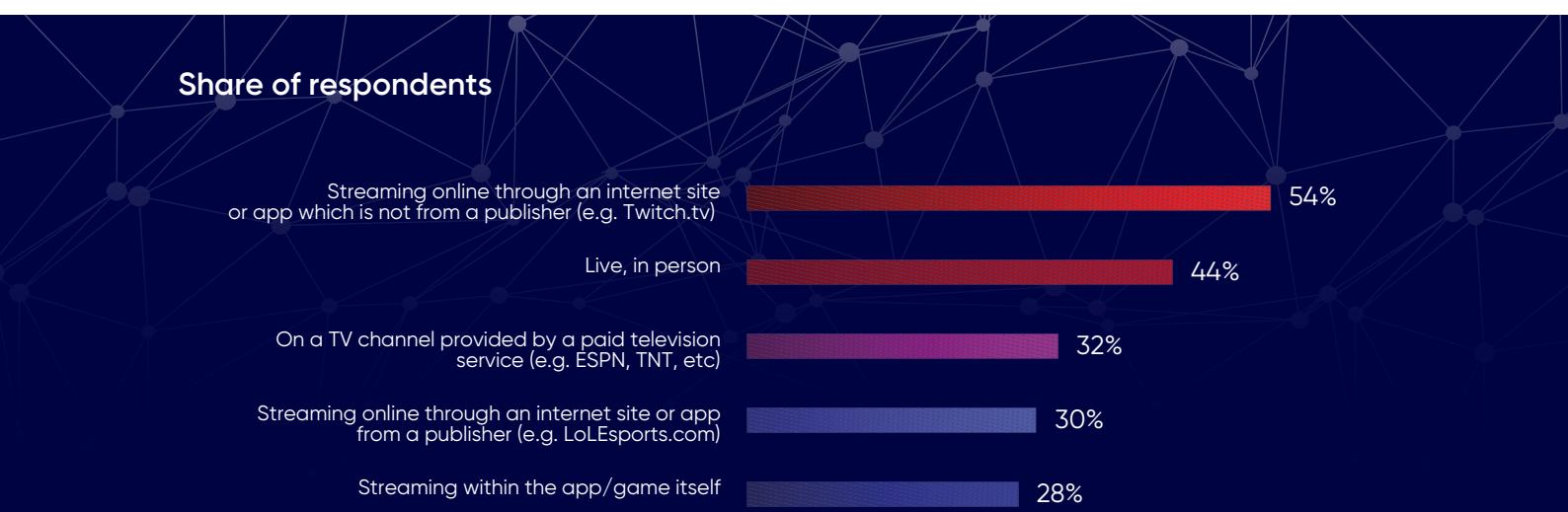
Media events

Tournaments are streamed through web-tv and viewers usually pay to watch the event. Companies can monetize the event through entry fees and through the superior number of views deriving from the online streaming of the event.

The following graph shows just how relevant eSports events are in terms of viewership even if compared with traditional sports events:



The graph below represents the different modalities of viewership available and shows which is the most commonly utilized by the viewers:



Top player companies



Tencent 腾讯

Definitely among the biggest names in the industry as of today. In December 2015, Electronic Arts launched its own "EA – Competitive Gaming Division", that promised to create championships for its most relevant titles (FIFA, Madden NFL and Battlefield).



Activision Blizzard is a major videogames company that recently acquired an important sport venture, Major League Gaming, for \$46M. Blizzard is trying to find new ways to continue exploiting its high calibre titles, Call of Duty and Overwatch. Activision Blizzard is a major videogames company that recently acquired an important sport venture, Major League Gaming for \$46M. Blizzard is trying to find new ways to continue exploiting its high calibre titles, Call of Duty and Overwatch.

Exports ICO market

Following the recent boom of the cryptocurrencies market, several start-ups operating in the eSports sector have raised funds through ICO (Initial Coin Offerings). The average sum raised was ca. **\$12M**.

3. Competitor Analysis



3. Competitor analysis

The following table describes Yamzu's main competitors and shows the difference of our business model compared to other companies. The selected competitors are all active leading companies in the eSports sector.

| | ESL | FACE IT | CHALLENGEME | FIRTS BLOOD | YAMZU |
|--|------------------------|------------------------|-------------|-------------|-------------|
| Freedom to use | Limited | Open to all | Open to all | ✓ | Open to all |
| Subscription fee | ✓ | ✓ | ✗ | ✗ | ✗ |
| Freedom to choose team | ✗ | ✗ | Open to all | ✓ | Open to all |
| Freedom to choose opponent | ✗ | ✗ | Open to all | ✗ | Open to all |
| Freedom to create "Vs." games | ✗ | Limited to subscribers | Open to all | ✓ | Open to all |
| Pro setting for the games | Limited to subscribers | Limited to subscribers | Free to all | Limited | Free to all |
| High tick servers | Limited to subscribers | Limited to subscribers | Free to all | ✗ | Free to all |
| Freedom to create multi-team tournaments | ✗ | ✗ | ✗ | ✗ | ✓ |
| Open for affiliate | ✗ | ✗ | ✓ | ✗ | ✓ |
| Brands/sponsors can create events | ✗ | ✗ | ✗ | ✗ | ✓ |
| No UI download necessary | ✓ | ✗ | ✓ | ✓ | ✓ |
| Users can compete for money prizes | ✗ | ✗ | ✓ | ✓ | ✓ |
| Ready for most pc games | ✗ | ✗ | ✗ | ✗ | ✓ |
| Ready for mobile games | ✗ | ✗ | ✗ | ✗ | ✓ |
| Freedom to stream every game | Limited | Limited | Limited | Limited | Open to all |
| Use Blockchain | ✗ | ✗ | ✗ | ✓ | ✓ |
| Use Smart Contracts | ✗ | ✗ | ✗ | ✓ | ✓ |

4. Use Cases



4. Use Cases

The following use cases demonstrate how platforms starting with Yamzu will usher the rest of the industry into an age in which gamers can capitalize on the enormous potential for monetization of the eSports market.

Use Case #1: Lack of Good Business in Practice

Problem

Unfair working conditions have plagued value creators in the gaming industry ever since eSports started generating revenues for professional gamers.

The reason behind this scenario is that the industry has evolved so rapidly, rules and regulations governing working conditions are still in a constant state of flux. As a result, eSports has seen **a multitude of cases in which players were not rightfully compensated**, contracts were breached and the reputation of professional teams was irremediably tarnished.

Solution

Yamzu's completely automated system is based on user created events which effectively remove any form of uncertainty.

Gamers will be paid automatically the end of each match/tournament through a system of automated prize pool allocations powered by Blockchain Technology; there is practically no room for error. Thanks to the introduction of Smart Contracts each transaction will be executed automatically, both sponsors and users will send and receive funds to and from their wallets in a much safer and efficient way. Smart Contracts cannot be tampered with by external sources, which means that the beneficiaries will be 100% sure to receive rightful compensation for their efforts. Moreover, the adoption of virtual currencies as a means of payment will bring about several other options for monetization that our users will be able to capitalize on.

Use Case #2: Lack of Business Tools

Problem

As of today, **there is no go-to marketplace** where business tools are made available to eSports enthusiasts. Therefore, players, most of whom bring more value to the gaming industry than they receive in return, are left with no resources to build a career in the eSports business.

Solution

Yamzu provides business entities (such as sponsors and affiliates) with the **opportunity to create events directly on the platform**, hence allowing them to enhance their image as well as promoting their products. Consequentially, gamers will gain access to tournaments with major prize pools along with the chance to increase their reputation and visibility by performing well in the event.

Only three steps separate a sponsor (approaching Yamzu for the first time) from sponsoring an event:

1. Register on Yamzu.
2. Create an online event.
3. Invite gamers.

It is in the interest of sponsors and other business entities alike to take advantage of the additional business tools available on our platform:

- **Custom events**
where a sponsor can tailor this or that event to their specific needs.
- **Integrated streaming**
where streamers will enjoy frictionless broadcasting to their viewers.
- **An interface to plan future events**
where entities will use our browser-less platform.
- **Region-targeted events**
where business entities will capitalize on target demographics.
- **Access to commentators**
where events will gain larger viewership from broadcast talent.

- **Access to design talent**

where entities will promote events effortlessly through designs.

- **Access to video editors**

where talent will create highlights available for online upload.

Use Case #3.1: Tournament Costs

Problem

Sponsors and advertisers have to face several obstacles when it comes to the logistical aspects behind arranging an eSports tournament. They must manually search for teams, meet these teams' requirements, and meet the high costs associated with renting venues, not to mention the costs associated with branding.

Solution

Companies who want to sponsor or advertise through eSports tournaments will find the perfect partner in Yamzu. Influencers will also receive auxiliary benefits, such as the ability to host larger tournaments. Sponsors will not have to spend time and invaluable resources on manually searching for teams since they can be created directly on our platform. Moreover, **setting up a tournament on Yamzu is completely free of charge**, no extra fee will be required of the sponsors. They only need to provide the prize pool which will be converted into tokens by Yamzu and the event is ready to launch. In the unfortunate event of the tournament not reaching a sufficient number of subscriptions, the sponsors will not have spent anything.

Due to the platform being entirely online-based, sponsors can advertise without having to incur any additional costs. Besides the aforementioned advantages, utilizing Yamzu's platform will give access to the efficiency and speed native of Blockchain technology, that will ensure the correct execution of transactions as well as the reduction of expenses otherwise applicable (e.g. bank fees, legal fees, etc...).

Use Case #3.2: Travel in eSports

Problem

The eSports infrastructure we know today geographically limits both the scope of its audience and the quality of the players who compete in tournaments. Only a handful of cities around the world host events, therefore putting players and teams in a difficult situation from a **logistical and economic standpoint**. They must acquire sponsors to finance the expenses incurred by travel and accommodation, all just for the chance to compete in a tournament.

Solution

Teams and players competing on Yamzu need not concern themselves with purchasing expensive flights or booking hotel rooms, nor with the several additional costs associated with travelling. As we have mentioned in previous use cases, Yamzu simply removes the logistical element which heretofore had plagued eSports events. Thanks to Yamzu's platform players can **create tournaments directly from their homes**, without having to plan any trips, just with the click of a button.

Use Case #4: Cyber-Bullying

Problem

However unlikely it may be to encounter a cyber-bully (also known in the online community as "troll"), gamers and athletes on the internet nonetheless are nevertheless left **vulnerable** to exposure to disrespectful language from a small but still present minority. Such exposure may affect not only their tournament performance but also their offline livelihood.

Solution

Community reviews on the Yamzu platform leave cyber-bullies very little leeway. While we recognize there is a difference between good-natured ribbing and bullying, at the same time players have the right to enjoy every gaming experience. Due to there being such a fine line between what's offensive and what may not be, our community **adjusts to a sensitive scale**, one in which if a user sends too many negative reports, the value of these reports will be diminished.

Use Case #5: Disparity Between Amateurs and Professionals

Problem

The wage **gap between amateur and professional gamers** has become increasingly wider. The main reason the gap has not yet been bridged is the absence of a unified platform where eSports professionals, amateurs, and investors can collaborate and compete with one another.

Solution

The Yamzu platform functions as a great equalizer when it comes to the status of our users. While not everyone will achieve the same level of success in competitions, players will be on a level playing field, where only skills matter. Through our platform it will be possible even for amateur players to participate in major tournaments organized by Yamzu and gain access to much higher prize pools that thus far have been completely out of reach to them.

Use Case #6: Lack of Open Sponsorship Model

Problem

Currently in the eSports market there is **no platform allowing players to create their own events** as well as enabling sponsors to access broad audiences through brand-led competitions.

Solution

Yamzu's users can organize their own tournaments independent of sponsors and affiliates or alongside them. The only thing that's easier and faster than setting up a tournament on Yamzu is collecting payments, which are distributed automatically (via Smart Contracts) in proportion to the results of the tournament. Exploiting Yamzu's platform, sponsors can also create their own events, with their own brand and they do not have to worry about the logistics and payouts of the winnings. Yamzu's automated system will take care of all these burdensome aspects. Gamers will be able to play without fear of not being compensated for their efforts and sponsors will gain access to a much broader audience.

5. Points of Strength



5. Points of Strength

As a one-stop shop for eSports tournaments, Yamzu follows in the footsteps of platforms of the like of Twitch and Steam, places situated at the crossroads of multiple revenue streams. In addition, we plan to offer advanced tools (e.g. tokens) which will greatly simplify monetization for our users. To achieve this ambitious objective, Yamzu has structured a series of processes that were deemed necessary to ensure speed, efficiency and ease of use of the platform. The following section highlights these processes that are empowered and upgraded thanks to the introduction of Blockchain technology:



Automaticity

The primary focus of Yamzu is to provide players with a completely new avenue to regularly participate in eSports events. **The Yamzu platform cuts out the middle-man**, without requiring a third party to monitor the outcome of contests. Moreover, the winners are not required to send screenshots or any other proof of victory. Yamzu automatically pinpoints the winners and awards them with the prizes. In fact, results update in real time so that all the interested parties can review the statistics of the match without any delay. By adopting the tokens and adapting the system already in place to include Blockchain features, Yamzu will be able to provide an even more reliable service to its customers as well as reducing costs and increasing transaction speed.



Monetization

Yamzu wishes to create an environment where gamers can play freely and can monetize their efforts. Gamers can organize matches or tournaments and invite only their friends or leave the contests open to the public.

The platform tracks statistics both in real time and over the course of weeks and months, providing a reliable and fair competitive environment for our gaming community. Thanks to the introduction of YMZ tokens ("YMZ" or "Yamzu token"), **players will have access to a reliable mean to store value and exchange value on our platform**. Not only they will be able to earn an income in YMZ which will have a market value, hence introducing a complete new feature for eSports but they will also gain access to a series of features that can generate additional sources of value (e.g. meeting sponsors, streaming, purchasing in-game items, increased visibility, etc....).



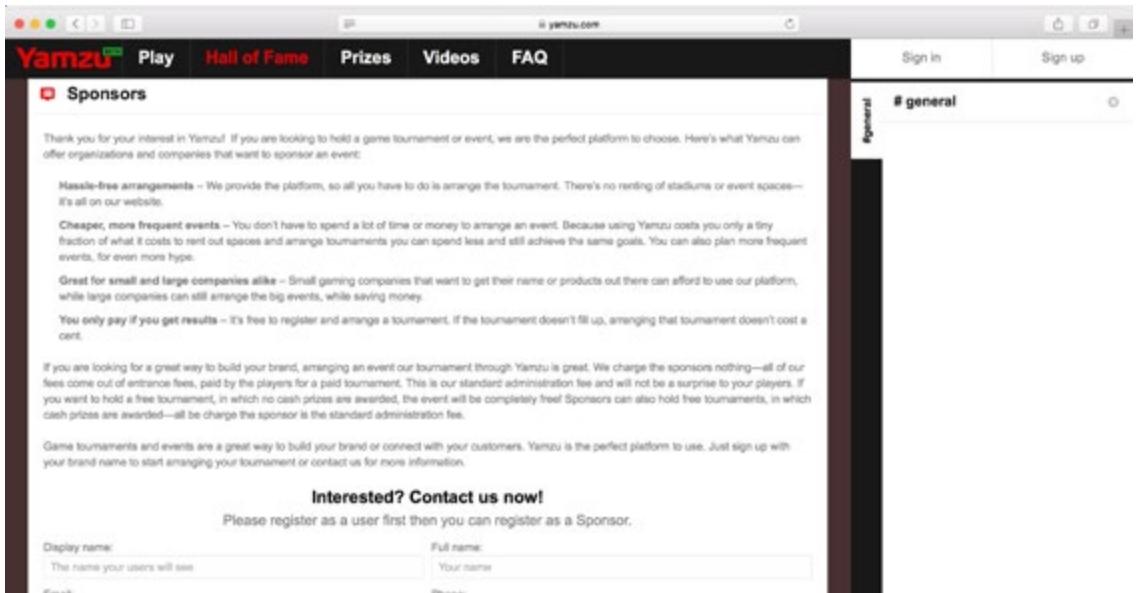
Sponsorships

Using Yamzu, **sponsors and advertisers can opportunistically host gaming competitions** in a matter of minutes and target specific demographics of consumers (e.g. filtered by country or region). Because it drastically cuts the costs associated with traditional tournaments, the platform can absorb and adapt to nearly any advertising budget.

Becoming a sponsor on Yamzu will enable companies of any size to reach an already established gamers base, therefore avoiding the several costs associated with acquiring and securing an audience.

Setting up an event is completely free of charge and the only fee due to Yamzu will be paid upon completion of the tournament and will be derived directly from the entry fees paid by the participants. Sponsors can decide to organize the tournament completely on their own or they can rely on Yamzu's expertise to support their project in every aspect.

The onboarding process is very easy and straightforward as denoted by the following image:



As soon as the onboarding request is forwarded, Yamzu will take the first step and contact the sponsor, offering our support in every activity to facilitate the process.



Affiliate program

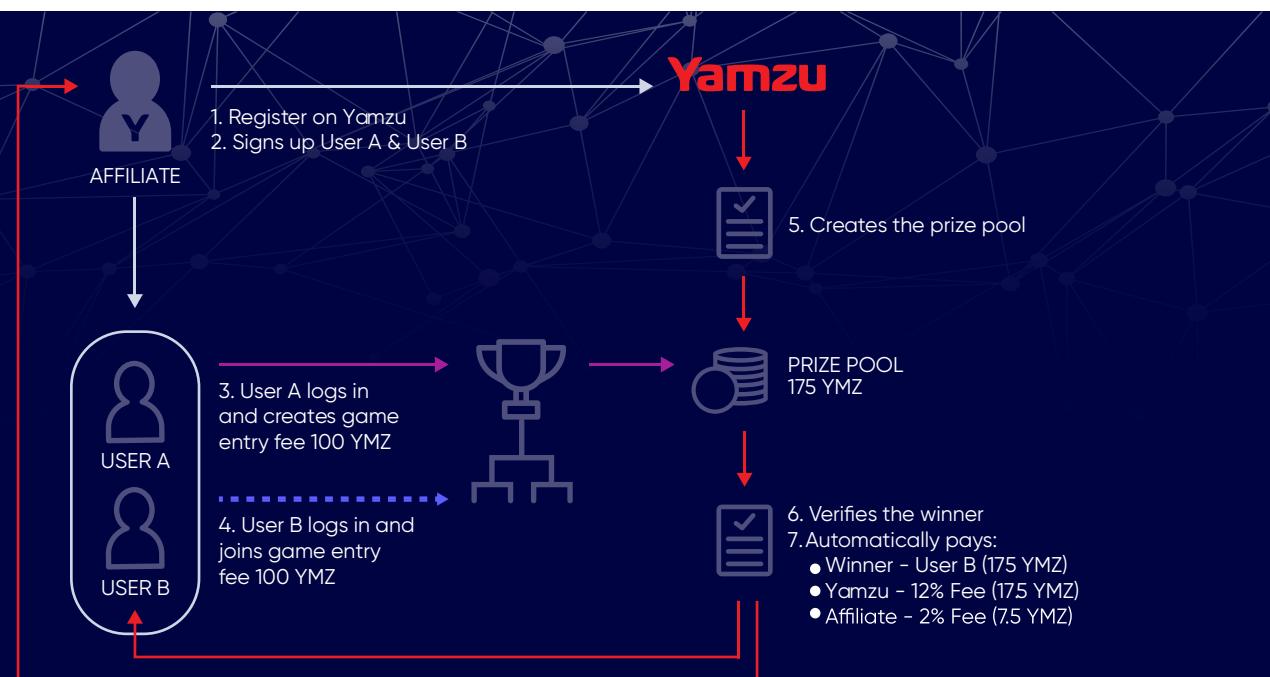
Influencers can use Yamzu exclusively or in conjunction with other platforms. As an additional revenue stream, our platform represents an invaluable resource for influencers looking to reach audiences who might prefer our browser-only interface. Besides the obvious use case of organizing an event, influencers can join Yamzu's affiliate program and receive compensation whenever a new player who they have previously invited to the platform wins a tournament or a match.

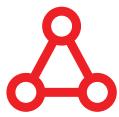
Affiliates can generate revenue in two ways:

- **2%** of the fee due to Yamzu for each tournament hosted by the affiliate.
- **2%** of all entry fees payed by any person who has registered on Yamzu thanks to the affiliate's referral.

Becoming an affiliate on Yamzu gives **streamers/influencers the perfect tool to capitalize** on their reputation/public image to earn an additional source of revenue that was otherwise untapped. Moreover, a symbiotic beneficial relationship will be established between the affiliate and Yamzu: The more people the influencer can gather to take part to the tournament he/she is hosting/organizing the more fees he/she will earn and accordingly so will Yamzu.

The following image presents an example of possible revenue streams for a Yamzu affiliate:





Community

Yamzu will combine elements of social and competitive gaming into what we have tested to be a unique gaming experience for all parties involved. **Yamzu is creating a strong community** in which players can enjoy a superior gaming experience whilst also having access to a successful way to monetize the time they have invested into their passion. Moreover, we believe the creation of such a virtuous system will encourage players to unite and generate a safe and respectful community where everyone can share their views and communicate with sponsors and amongst themselves other without any external interference.



6. Technology



6. Technology

Core elements

Yamzu points

The Yamzu Point is the platform's currency as of today. Players can obtain Yamzu Points in two ways:

- Make deposits in fiat currencies and exchange it into Yamzu Points (e.g. 1 EUR = 100 YP).
- Through achievements (e.g. referring a friend, winning a contest, etc...).

After obtaining a sufficient amount of Yamzu Points, players can utilize them to redeem prizes (e.g. Steam and Amazon gift cards).

From a Centralised System to a Smart Contract System

Yamzu's website is currently regulated by a centralized system that oversees every function available on the platform. It has been designed to be fast and efficient hence guaranteeing our users the best gaming experience on the market. From the users' registration process to the exact pinpointing of the winner of an event, Yamzu's powerful system has been effective and more importantly loved by our players. Even though Yamzu's centralized system has been powerful enough so far, newly emerged technologies (e.g. Blockchain) have created new decentralized systems that may be more effective in serving our customers. Therefore, Yamzu did not remain idle, but instead embraced these new cutting-edge technologies, starting with the introduction of a new currency, the Yamzu token.

Organic and simple change

With the adoption of the Yamzu token, Yamzu's official currency will shift from the Yamzu Point to the YMZ. The token will enable players to bypass several issues such as payment barriers (at least for some regions), credit card fees and other bank fees. What's even more appealing, the token will also permit players to create and maintain their own cryptocurrency wallets and thus unlock a variety of withdrawal possibilities that are completely unavailable on current platforms.

The coin's sustainable growth is ensured by the anchor of Yamzu-branded contests with larger prize pools than typical tournaments. Thus players are incentivized to buy more Yamzu tokens, which in turn will fuel the platform's economic growth.

Upon gaining access to Yamzu tokens, players can trade the value they have earned on the platform for open-market international branding, making eSports more viable than ever as a career for both new and experienced gamers.

Sponsors will be able to use YMZ not only to distribute prize pools, but also to sell their merchandise. Through specialized demographic targeting, these entities can strengthen their brands by choosing to host events which best suit their respective business models.

Token implementation - Timeline

90-120 days following the Token Sale

1. Yamzu will shift from YP (Yamzu Points) to YMZ (Yamzu tokens) that will essentially empower players by providing them with many new ways to utilize the currency. **All transactions on the new Yamzu platform will be conducted through YMZ** and no other currency will be accepted. Yamzu has estimated the implementation of the new currency will take between 3 and 4 months, given the complexity of the process. In the meantime, gamers will be able to continue playing with the current features without any disruption from Yamzu's end until the new system is operational and ready to be deployed.
2. Yamzu will **open its platform to sponsors and affiliates** to transact value through such methods as advertising and promotion and to take full advantage of the introduction of the tokens. The open trade of YMZ for sponsors and affiliates will provide them with new ways to attract more players and to organize events. Because all events on the platform will occur within the online browser, users of all experience levels will experience next to no friction in the transaction of value on Yamzu.

Note: Sponsors can already utilize the platform as of today. This is just from a marketing perspective.

7. Yamzu on Blockchain



7. Yamzu on Blockchain

An overview on Blockchain and Smart Contracts

An important milestone in the cryptocurrencies world has been reached with the development and deployment to the public of the Ethereum Blockchain, on the 30th of July 2015.

Vitalik Buterin managed to take an important first step in a world which in just a short time ago recognized Bitcoin as the sole relevant benchmark for the market. To gain a better understanding of what makes Ethereum so innovative and disruptive, we should take a step back and remember that one of the major benefits of Blockchain technology is indeed the possibility of eliminating, from any given transaction, the third "trusted" party and therefore allowing two "trustless" individuals to exchange value in complete confidence and security.

This level of confidence is justifiable since Blockchain is the technology that supports the complete decentralization of all operations that run through its system which are consequently registered on its virtual ledger. Every person in possession of this technology acts as a user as well as a guarantor of what has happened in the past and what is happening in the immediate present.

The potential of this technology is expressed by what is commonly referred to as "decentralized ledger". It has been defined as "decentralized" because every user of the technology can access the entire ledger, containing all transactions that have occurred from the creation of the Blockchain up to that specific moment. The ledger is in fact updated in real time as new transactions are added to the chain. Bitcoin's ledger and relative registered transactions date back to 2009, whereas the ones captured by Ethereum date back to 2015.

The security of this technology resides in its decentralizations properties: the more the level of adoption of the Blockchain increases, the more the ledgers are shared, exactly duplicated and made available, the more the ledger will be airtight and "trustless". It is defined as "trustless" because the verification of the truthfulness of a transaction is obtained based on the number of consensus that are confirmed by the system as the transaction is read by more nodes of the network. (A node is the hardware system, usually a PC, that holds the entire Blockchain ledger).

Ethereum indeed shares the same features as its predecessor Bitcoin, which is to say the decentralized ledger, but moreover introduces in 2015 an entirely new concept: The Smart Contracts. Up until that moment the only operations executable on the Blockchain were very similar to bank transactions of debit/credit: simple transactions that registered the change in ownership of the value of the relative cryptocurrency.

The Smart Contract (for simplicity SC) has made possible and continues to makes possible even today the execution of more complex actions, achievable at the materialization of certain conditions, without any need for human intervention apart from its creation and deployment on the Blockchain.

From the Blockchain the SC has inherited:

- A decentralized system.
- A secure system.
- A system that can act as an impartial third party.

At present the Smart Contracts have been expressed to their full potential in two specific cases: Decentralized Exchange Platforms (valid examples are ForkDelta and EtherData) and the ludic application "Crypto Kitties". In both cases the interaction between users and between user and platform, is implemented through a Smart Contract without any human intervention, apart in the form of the direct use of the platform itself.

Yamzu Token (YMZ)

How can Yamzu benefit from decentralization being it a eSports platform that is already active and functioning?

Currently Yamzu's core activities can be divided into three macro areas:

- Payments denominated in fiat currencies.
- Prizes in Yamzu Points.
- In-platform purchases in Yamzu Points.

Future Blockchain implementations carried out by Yamzu will include the transformation of the first two macro areas. Players will have access to a mini-internal exchange where they will be able to exchange fiat currencies in Yamzu tokens which will be needed for every in-platform transaction. Thereafter, the following features will be implemented on our platform:

- Exchange to swap fiat currency with YMZ.
- Prize pools pay-outs in YMZ.
- YMZ utilized to redeem prizes or to be exchanged on the market for fiat currency.

The second macro area of interest, "Prize pool distribution in YMZ" will entail the all-around involvement of Ethereum's Blockchain and the implementation of Smart Contracts to ensure the successful management of post - game events with consequent winnings pay-outs.

Game Model on Blockchain

As mentioned at the beginning of the chapter, Ethereum, through its Blockchain, has permitted the introduction and the deployment of SC to ensure the management and successful execution of forecastable events or to act only if certain conditions are met. The case presented from the management of eSports events is the perfect example of a mechanism that can be upgraded to construct a “trustless” system.

To manage the processes linked to the introduction of the tokens, Yamzu will link the account of every player to a wallet that is ERC-20 compliant. This newly formed link will make sure that every transaction deriving from the payment of winnings will be executed far more fluidly and with enhanced user experience.

The functionality of the YMZ tokens (inside the gaming platform) can be described through the following phases:

Phase 1

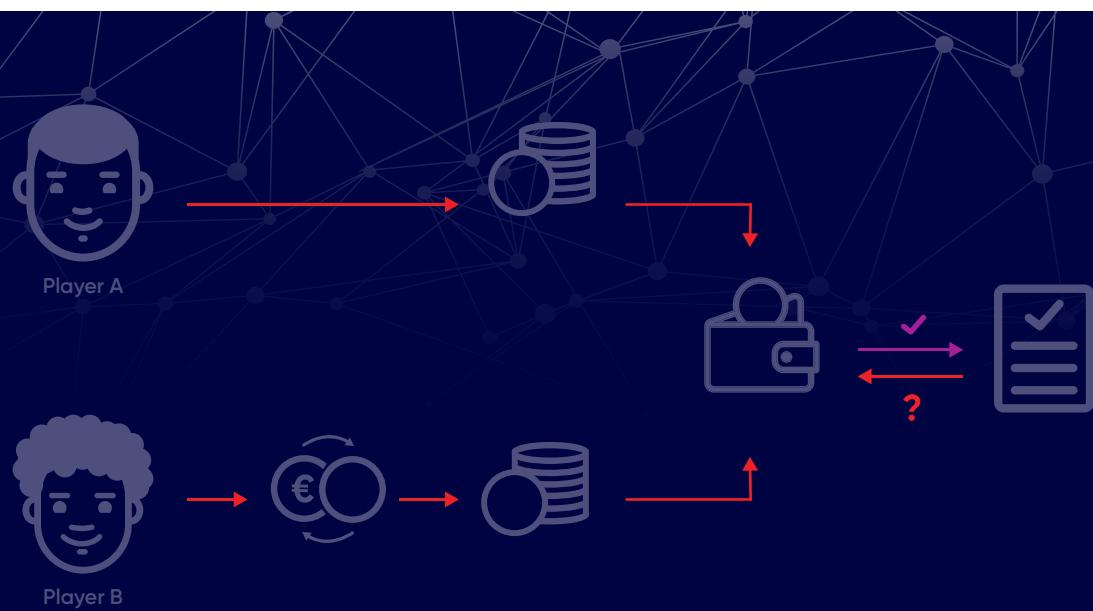
Player A and B decide to play a 1v1 match of CS:GO. They both pay for the creation of the custom tournament and the entry fee in YMZ and they send the tokens to the Smart Contract which gathers all the fees in its ledger.

The event is therefore written on the Blockchain in a permanent and exclusive manner.

Alternative scenario 1b

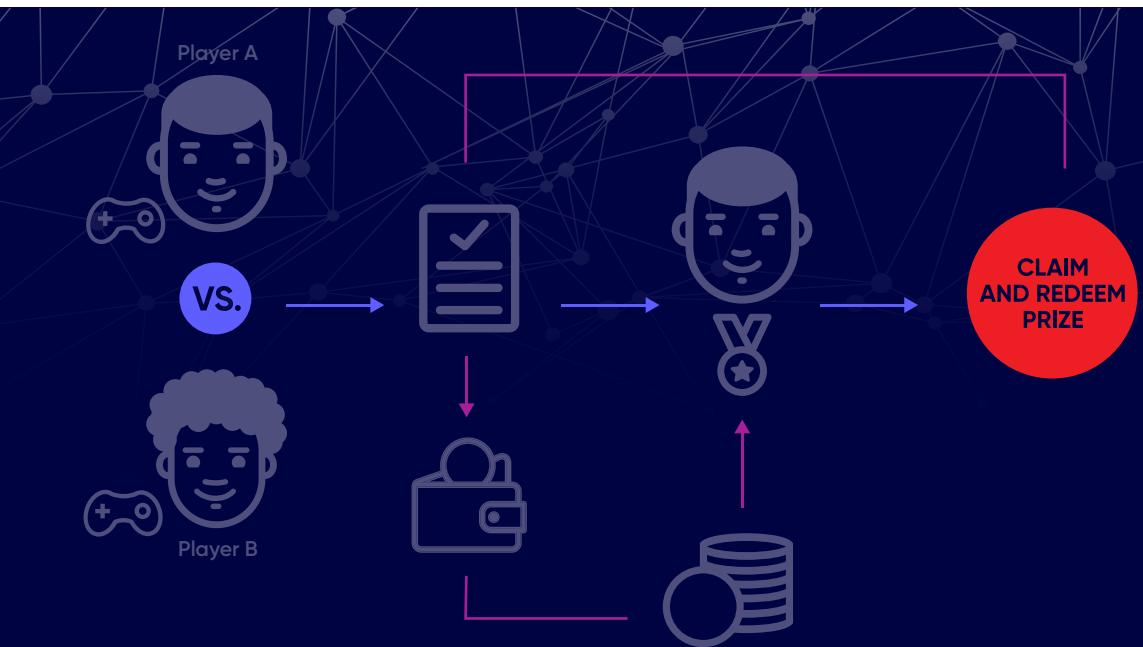
Player A and B do not yet hold any YMZ and they can easily purchase them through the exchange directly from Yamzu's platform.

Once YMZ have been purchased, the two players can spend them to create or to take part in the tournament on the platform, therefore falling under the same scenario as the one presented in phase (1).



Phase 2

At the end of the match, hence at the completion of the action one of the two players, A or B, must be crowned winner of the game. In this case, Yamzu's server, already geared to manage this type of event automatically, will give the choice to the winner, through the interface, to "redeem" the win and receive the consequent winnings.



At this point, after the "redeem" button has been clicked, Yamzu's server signs and hence authorizes the transaction to the SC for the release of the amount of YMZ to the victor.

Alternative scenarios 2b

There are not many possible alternative scenarios to 2b since it is technically impossible for more than one player participating in the same game to disconnect at the same exact time, even if they are using the same internet connection.

In the following table potential scenarios and their solutions are presented:

| Possible scenario | Server Yamzu | Smart Contract action |
|---|--------------|--|
| The game is interrupted because of a technical issue of the platform | Null | The entry fees are returned (no Yamzu Fee) |
| The game is interrupted because of the disconnection of one of the players or of the other team | Victory | The prize pool is paid the player/ team still online (- Yamzu Fee) |

In cases that have not been envisaged or because they require the intervention of an external referee, given by Yamzu's staff which would guarantee the regular progress of gaming procedures as well as the payment procedures.

Internal Exchange – Unidirectional: Fiat Currency → Token

The construction of an internal exchange embedded into Yamzu's platform will **enable users to convert fiat money into tokens**, hence allowing users still not in possession of any YMZ to pay for the entry fees necessary to gain access to tournaments or matches that would otherwise be inaccessible to them. In this regard, Yamzu will allocate a percentage of the tokens issued as funds to be utilised and exchanged inside the platform. Therefore, Yamzu will behave, through its wallet, like an internal clearing-house.

The exchange platform will facilitate players, but also Yamzu in its ability to provide an additional service to its users by giving them the opportunity to purchase some YMZ and start playing without any delay.

The exchange will accept **payments directly from credit cards or PayPal services**.

The value, or better the counter-value of the YMZ purchasable directly from the platform, will be linked to the daily quotation in real time through an API that will read the average price of the token on the relevant exchange platforms and precisely report it on Yamzu's website.

To avoid arbitrage schemes on the token's price, a minimum level of spread will be applied. This will cover the collection expenses due to payment circuits (e.g. Visa, Mastercard, etc...) or to PayPal services.

Burning Mechanism

Yamzu will implement a burning mechanism to ensure the value of the token will remain elevated. This mechanism entails that **5% of the tokens received by Yamzu as fee for each tournament will be burned.**

Example:

- User A wins a game and is entitled to **200 YMZ**.
- Yamzu's fee is 12.5%, therefore $(200 \times 12.5\%)$ **25 YMZ**.
- 5% will be burned, therefore $(25 \times 5\%)$ **1.25 YMZ**.
- Yamzu will receive $(25 - 1.25)$ **23.75 YMZ** as fee.
- User A will receive $(200 - 25)$ **175 YMZ** as winning.

"Hodl" of Yamzu Tokens – A staking reward mechanism

In the cryptocoin community it is often described as "holding" or rather "hodling", term coined from a thread written on Bitcointalk in 2013 caused by a misprint in the text: Hodl instead of hold. This word "hodl" has been thereafter utilized as acronym for "Hold On for Dear Life".

Why "hodling" Yamzu tokens?

Yamzu reflected on how to best protect investors taking part to the Token Sale from potential negative price swings determined by the under-priced (in respect to the ICO price) sale of tokens that could be executed by players and teams that would have earned tokens at the end of each game. Players/teams will be in possession of tokens obtained for "free", hence not payed for with money, but with time dedicated to playing on the platform. Therefore, they would perhaps be more inclined to sell the tokens on the market to monetize their winnings.

The best way to prevent this type of behaviour is to encourage each player as well as each contributor vested in the ICO to hold the tokens in an ERC20 wallet, so that the YMZ can generate an augmented revenue stream deriving from prize winnings for both interested parties.

At the end of each game, the server will check the YMZ balance for each players and based on the corresponding amount of Yamzu tokens available it will establish the value of the "**Bonus**" of the winnings following the scheme illustrated below:

| Wallet Balance (YMZ) | Bonus |
|----------------------|-------|
| 0 | +0% |
| 100 | +0.5% |
| 200 | +0.6% |
| 300 | +0.7% |
| 400 | +0.8% |
| 500 | +1% |
| 600 | +1.5% |
| 700 | +1.6% |
| 800 | +1.7% |
| 900 | +1.8% |
| 1,000 | +2% |
| 2,000 | +3% |

This mechanism will be implemented precisely to stimulate purchasing and **staking of Yamzu tokens** and to discourage mass sell-off of the YMZ that could cause the price to drop and hence users would incur in a loss of value.

The rewarding staking scheme above described will be applicable to every match organized among players, whereas Yamzu will reserve the right to discretionally implement/or not this mechanism to tournaments organized either by sponsors or by Yamzu itself.

Example:

Scenario 1

- User A has **100 YMZ** available on his/her wallet.
- User A wins a tournament and is entitled to **175 YMZ** as winnings.
- User A will receive $(175 \times 0.5\%)$ **0.875 YMZ** as bonus.
- User A will receive a total amount of $(175 + 0.875)$ **175.875 YMZ**.

Scenario 2

- User A has **2,000 YMZ** available on his/her wallet.
- User A wins a tournament and is entitled to **175 YMZ** as winnings.
- User A will receive $(175 \times 3\%)$ **5.25 YMZ**.
- User A will receive a total amount of $(175 + 5.25)$ **180.25 YMZ**

Note: The bonus percentages above illustrated are just for explanatory purposes and not fixed, they might change based on the future market value of the Yamzu token.

8. Yamzu – putting trust back into eSports



8. Yamzu – putting trust back into eSports.

Today, when you win an eSports competition you have to trust that the sponsor or organizer will pay out the prize money promised. Unfortunately, this does not always happen. One of the biggest problems in eSports today is the fraudulent payout of prizes. Winning players can be left with nothing.

With blockchain-enabled smart contracts, the Yamzu platform will ensure that winners get the prizes they are promised. Blockchains are distributed databases that are secure without third parties. Cryptocurrencies, digital money built on blockchains, mean we can now trade and exchange value without worrying that a single coin can be used twice. For this reason, blockchains are called 'trustless', which really means that people can transact without needing to be able to trust that the other is acting in good faith. When you receive a coin, you, and you alone receive it. There is no way for it to be sent anywhere else or for the sender to retract the payment. Smart Contracts take this one step further and allow us to automate irreversible transactions, meaning payments can be initiated only once certain conditions are satisfied.

Yamzu puts trust back into eSports with an ERC-20 token combined with Ethereum Smart Contracts. This way we can automate and secure all phases of the award payment procedure.

Here's how it works:

- 1** Prizes for competitions must be deposited into the Yamzu smart contract by the participants in YMZ (Yamzu tokens). Once received, the smart contract sends verification to the Yamzu platform that the funds are held securely in escrow, and only once this is satisfied can the competition take place.
- 2** After the match has completed, the Yamzu platform receives the results from our secure game servers via custom RESTful APIs written in Node.js. This makes the data impossible to tamper with or falsify. We currently offer eSports services for CS:GO and LoL, and are developing secure RESTful APIs for additional titles which we will rollout in Q1 2019 (see roadmap).
- 3** The platform pushes the results of the match to the Yamzu smart contract, which receives and verifies the data. The verification of the results satisfies the conditions of the Yamzu smart contact, and the funds held are released into the ERC-20 compliant wallet of the winning player or team. Payments can never bounce or be reversed.
- 4** The winner is then able to use the YMZ funds as they wish, using it to organize their own Yamzu matches and tournaments, or trading it for a fiat currency like USD or EUR on an exchange.

9. Token Model



9. Token Model

The token model has been developed to estimate the optimal number of tokens to be issued and to ensure an adequate level of liquidity and token adoption inside the Yamzu community.

The token model has been based on the following parameters of estimation:

- N° of games available.
- N° of Active Users.
- User Base Growth Rate.
- Token functionality (Outflow, Inflow and Retained).

Token Price discovery

The price of the YMZ token has been set upon the criteria of **Users preference**.

Based on the most recent market researches, it has transpired that most gamers utilizing online gaming platforms would rather receive substantial quantities of game credits, with a lower relative value instead of holding a fewer number of game credits with a higher relative value.

Therefore, it has been estimated that the optimal price for YMZ is equal to:

$$1 \text{ YM} = 0.1 \text{ €}$$

Token monetary base estimate

The total supply of tokens (i.e. the number of tokens to be distributed through the platform) has been estimated on the following two parameters: The **Number of Users** and the **User Base Growth Rate**.

10. Token Functionality



10. Token Functionality

The YMZ tokens will be obtainable by winning tournaments, completing daily/weekly/monthly quests or by transfer among players (e.g. Donations).

To estimate the optimal number of tokens to be issued aiming to maintain a sufficient level of liquidity inside a self-sustaining ecosystem, the tokens have been divided into three categories:

- Outflow – Tokens.
- Inflow – Tokens.
- Retained – Tokens.

Outflow – Tokens

This category refers to the tokens that will flow from Yamzu's reserve of YMZ to the users of the platform. In particular, it includes tokens that will be utilized for tournament organisation and for rewards system. Outlined below are the processes specific to the outflow tokens:



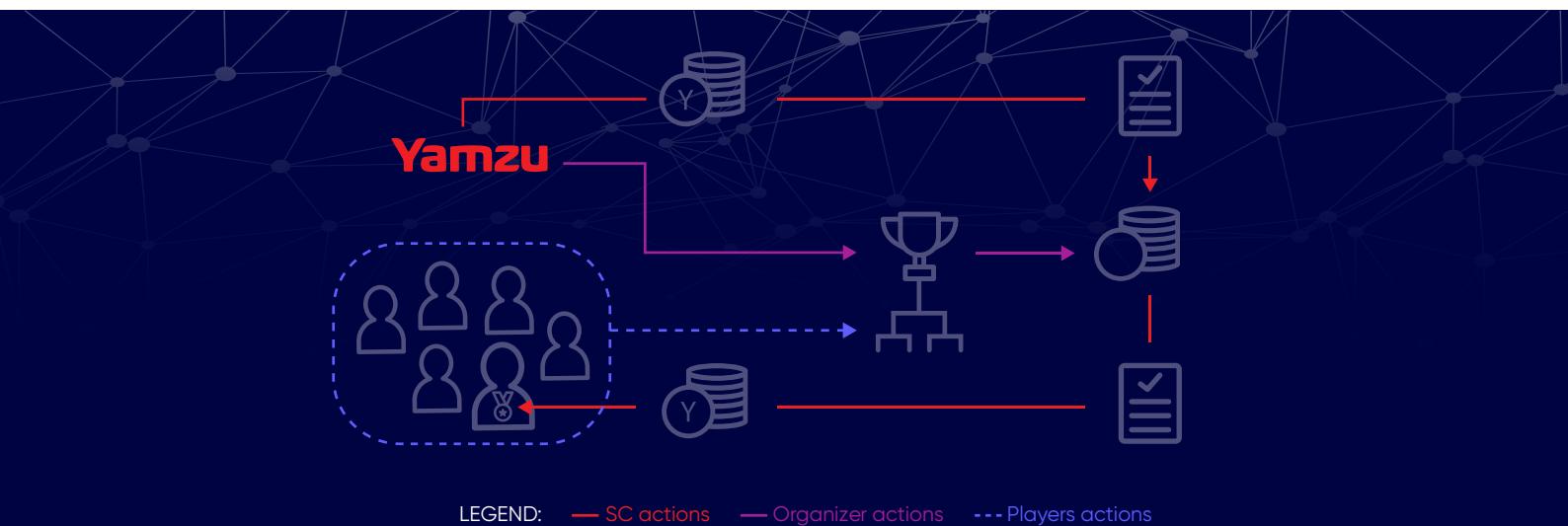
Yamzu's Organized Tournaments

Yamzu will organize tournaments to engage new players, to promote specific events or just for the sake of bolstering competition amongst its users. By providing the prize pool, Yamzu will enable even amateurs to participate in tournaments otherwise inaccessible to a player of their skill level. The funds will be provided directly from Yamzu's dedicated reserve of YMZ tokens, therefore making access to the tournament free of charge for all the participants.

The winners of the tournament will be rewarded directly and exclusively in YMZ tokens through the execution of Smart Contracts.

The size of the tournament, the number of allowed participants and the size of the prize pool will vary depending on the unique purpose of the tournament and will be specified beforehand by Yamzu.

The following image represents the flow of the tokens in a scenario where a tournament is organized by Yamzu:





Sponsored Tournaments

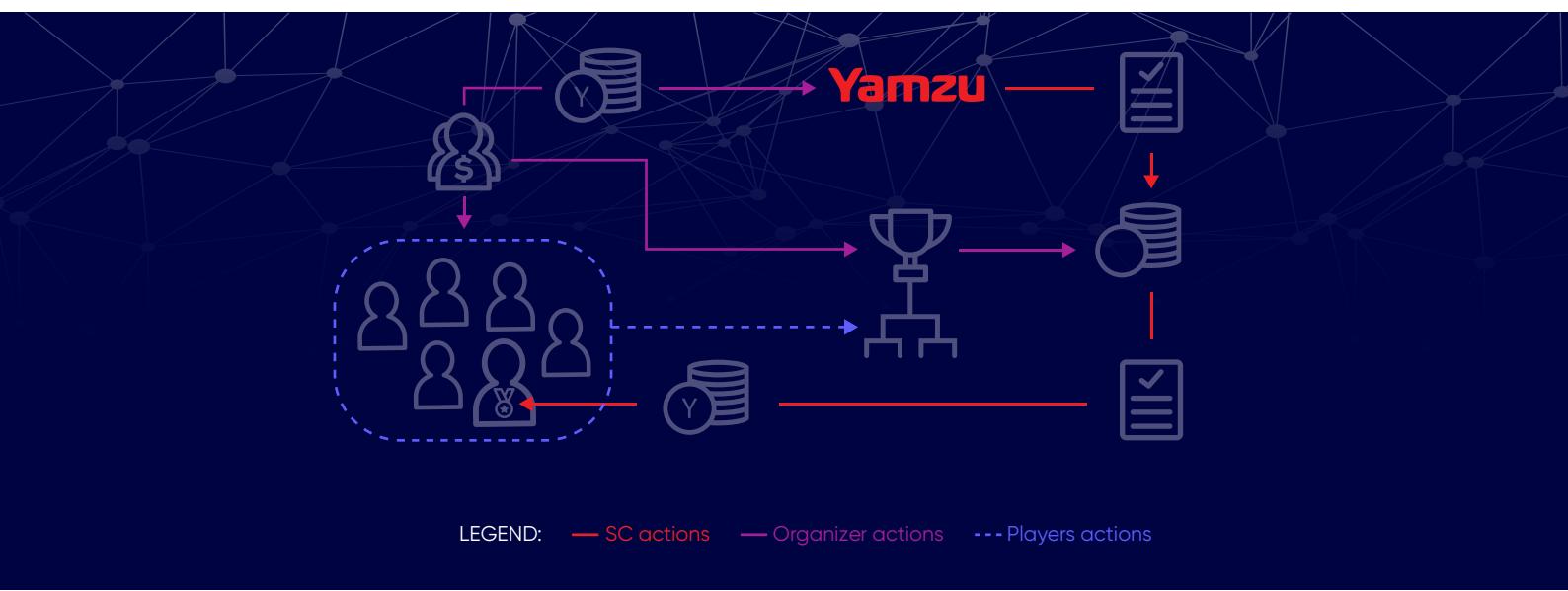
Sponsors can handily set up their own events through Yamzu's platform. They will contact Yamzu and request the purchase of YMZ to be used as prize pool for the tournament in exchange for a fiat amount of their choosing.

The sponsors can set-up the tournament free of charge without having to rent an expensive location and incur in all the associated costs. They can simply open an account on Yamzu and start organising their own events.

Sponsors are free to decide how many players will take part to the completion, their required skill level, the location of provenance, etc...

The distribution of the prize pool to the winners of the tournament will be implemented and overseen entirely by Yamzu's SC, therefore relieving the sponsor of this burdening and risky procedure.

The following image represents the flow of the tokens in a scenario where a tournament is organized by a sponsoring company:





Quests

To reward players actively utilizing our platform, a series of quests have been implemented:

> E-mail Validation

By simply linking your Yamzu's account to an e-mail address and after having successively validated it, the user will receive tokens as a bonus for having completed the process.

> Daily quest

- Play two games.
- Win one game.

> Weekly quest

- Play five games.
- Win three games.

> Monthly

- Play twenty games.
- Win ten games.



Best Winnin Streak

The player that has won the most consecutive amount of games at the end of each day will receive some YMZ tokens as bonus.



Leaderboard – Top Positions

To boost competition, Yamzu thought of providing tokens as rewards for those players who always aim for the top and through their dedication and skills are able to reach the top positions on Yamzu's Leaderboard.

The Leaderboard positions will depend upon a series of parameters that will establish the overall top 10 players for each game available on Yamzu's platform. These amazing athletes will receive bonus YMZ depending on their position at the end of each month.



Hall of Fame

Yamzu has set up a Hall of Fame containing different rewards on a monthly basis. This feature has been designed to reward not only the best players but also the most dedicated, those who spend a lot of time on our platform.

Yamzu's Hall of Fame will include the following rewards:

The Hall of Fame has been structured as follows:

- Rookie of the month.
- Most wins in a month.
- Most games played.
- Most YMZ tokens won in a month.



Refer a Friend

Yamzu always compensates the efforts of its users, especially when these efforts are dedicated to sponsoring our platform. This system of referral has been structured to include a maximum number of 5 referrals.

The user, after having validated the e-mail address, can "refer a friend" and receive as a reward a certain amount of YMZ per new user. To be able to receive the reward the new user will have to play at least 10 games.

This limit has been implemented to avoid the creation of accounts for purely speculative purposes.

Inflow - Tokens

This category refers to the tokens that will flow from the users into Yamzu's reserve. It concerns tokens purchased with the distinct purpose of completing the three specific actions stated in the following paragraph. This category of tokens has been designed to insure a satisfactory level of liquidity in the ecosystem.



Player Organized Matches/Tournaments

The main advantage of Yamzu's platform lies in the ability to empower players by giving them freedom to create and organize their own matches/tournaments. The creation of a match/tournament is easy and straightforward.

The organizing player sets up:

- Type of game (CS:GO, LoL, etc...).
- Server.
- Date and time.
- Number of players/teams.
- Tournament/match format (Single game, tournament, etc...).
- Number of players.
- Entry Fee.

The entry fee is decided by the organising player and the creation of the prize pool is automatic and is generated by a Smart Contract that effortlessly merges the entrance fees from all of the participants. The fees are also automatically sent from the players' wallets to Yamzu's wallet until the completion of the tournament.

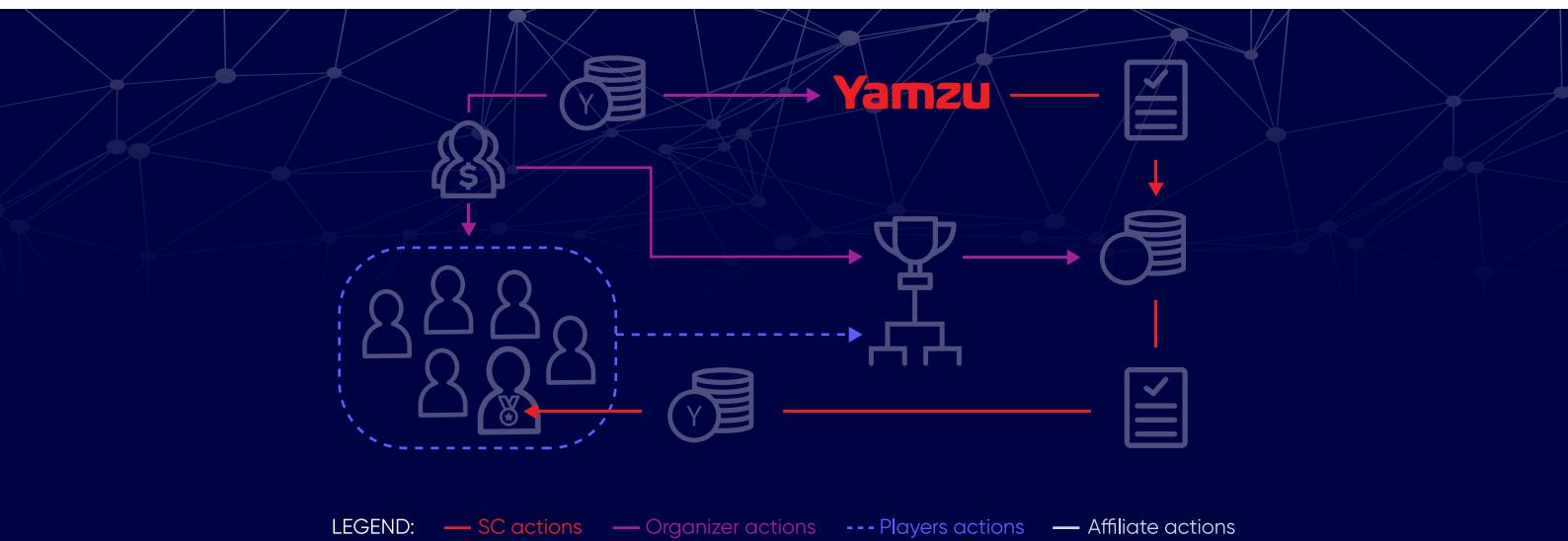
- The winners will receive **85%** of the prize pool.
- **12.5% or 15%** (depending on the number of players) of all entry fees will go to Yamzu as payment for providing the service.
- A **Burning Mechanism** has been implemented to burn 5% of the fee received by Yamzu.

Following an example of possible pay-outs:

| Prize pool creation/pay-out | |
|-----------------------------|---------------|
| N. players | 8 |
| Entry fee | 150 YMZ |
| Prize pool | 1,200 YMZ |
| Yamzu's fee | 171 YMZ (15%) |
| Burned tokens | 9 YMZ (5%) |
| 1st Place | 600 YMZ (50%) |
| 2nd Place | 288 YMZ (24%) |
| 3rd Place | 84 YMZ (7%) |
| 4th Place | 48 YMZ (4%) |

Upon completion of the contest, the winners will be payed automatically by a Smart Contract in accordance with what has been set out beforehand. Thereafter, the tokens will be transferred directly into the players' wallets.

The following image represents the flow of the tokens in a scenario in which a tournament is organized among player and there is only a single winner:



Steam gift cards purchase

Another function of the inflow tokens will be represented by the possibility for the users to purchase Steam gift cards in exchange for YMZ tokens. Steam gift cards can then be utilized by players to purchase whatever they prefer on Steam (e.g. Characters skins, new games, etc...).



Amazon gift cards purchase

YMZ tokens earned by the players in the platform can furthermore be exchanged for Amazon gift cards to later be spent on Amazon on whatever the users see fit.

Retained - Tokens

This category refers to the tokens that will be freely exchanged among players.



In-Game Donations

Through Yamzu platform's cutting-edge technology, players will be able to donate a voluntary number of YMZ to other players at the end of each game. Thanks to these feature players will have access to a means by which reward other players directly.



Off-Game Donations

In addition, donations can be carried out outside the lobby environment. Followers/viewers can donate YMZ to their favourite players and streamers by simply clicking a button. This will also enable top players to receive funds directly into their Yamzu wallets without having to rely on third parties to process the donations. This system will generate incentives for both the player (obtain donations faster and more securely) and the follower/viewer.

11. Token Sale



11. Token Sale

Every transaction on the platform, after the introduction of the tokens, will involve the use of Yamzu tokens.

The YMZ will be the only currency accepted as payment by the Smart Contracts operating Yamzu's platform.

The issuance of Yamzu tokens will be limited to the Token Sale (also known as TGE event – Token Generation Event). After their conclusion no more YMZ will ever be generated.

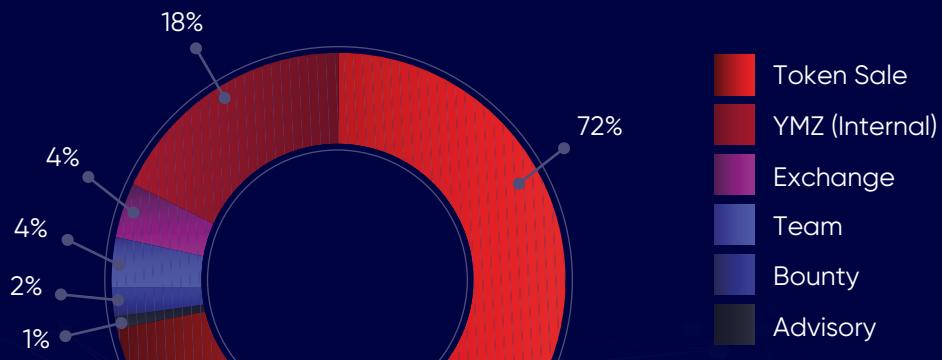
| | Public Pre-Sale | ICO |
|----------------------|------------------------------|---------------------------------|
| Start date | 25 th July 2018 | 29 th August 2018 |
| End date | 25 th August 2018 | 29 th September 2018 |
| Bonus | 30% | 0% |
| Soft CAP | | 3,000,000 € |
| Hard Cap | | 13,000,000 € |
| Exchange Rate | | 1 YMZ = 0.1 € |
| Available Currencies | | ETH |
| Min. Contribution | | 0.1 ETH |
| Max. Contribution | | Unlimited (AML & KYC apply) |

Token Distribution

Total amount of tokens to be issued by Yamzu = 276M YMZ

The total amount will be broken down into the following parts:

| | |
|----------------|--------------------------------|
| Token Sale | = 72.1% |
| Advisory | = 0.7% |
| Bounty | = 1.8% |
| Team | = 3.6% (Locked for 24 months). |
| Exchange | = 3.6% |
| YMZ (internal) | = 18.1% |



Advisory:

Yamzu will allocate **2M YMZ** to Advisors to compensate their work in supporting and promoting the Token Sale.

Bounty:

Yamzu will allocate **6M YMZ** to a Bounty campaign offering rewards for participating in the development and improvement of the gaming platform.

Team:

Yamzu will allocate **10M YMZ** to the founders, ensuring this way their dedication and investment in the future of the company.

All the tokens given to the team members will be **locked for a period of 24 months** and will be unlocked as follows: 1/3 after 12 months, 1/3 after 18 months and the last 1/3 after at end of the 24th month.

Exchange:

Yamzu will allocate **10M YMZ** to ensure exchange listing of the tokens on various exchanges.

YMZ (internal):

Yamzu will reserve **49M YMZ** to be utilized in the promotion of tournaments and as mean of funding for the internal exchange of tokens and fiat currencies.

Additional Information

Participation in the Token Sale will be available only through contributions in Ethereum. Contributions realized through other cryptocurrencies will not be accepted.

In this instance, we would like to remind contributors that Yamzu is not in any way responsible for the contributions processed through incorrect addresses.

We would like to inform contributors that contributions in Ethereum will only be accepted from the wallets of which the contributor possesses the private key, therefore excluding any contribution carried out through exchange platforms.

In the unlikely case of the Soft Cap not being reached, the total amount of contributions will be refunded net of costs.

The minimum size of the donation is set to **0.1 ETH**.

The counter value YMZ/ETH will be communicated after the end of the Token Sale.

The maximum amount has not been specified but will be subject to AML and KYC restrictions.

Marketing and Social Media

Customers and Investors will be contacted through Marketing & Social Media channels such as:

-  Facebook
-  Twitter
-  Telegram
-  Github
-  Bitcoin Talk
-  Coin Telegraph
-  Other minor

All the accounts mentioned above are ready and some of them are already active. At the same time, a communication campaign is being carried out thanks to the patronage of influential web-users and "Crypto Evangelists" that carry influential weight in the crypto community of Token Sale's friendly countries. Moreover, Yamzu has planned a series of information and communication campaigns that will be implemented through meetups and scheduled events.

12. Use of Funds



12. Use of Funds

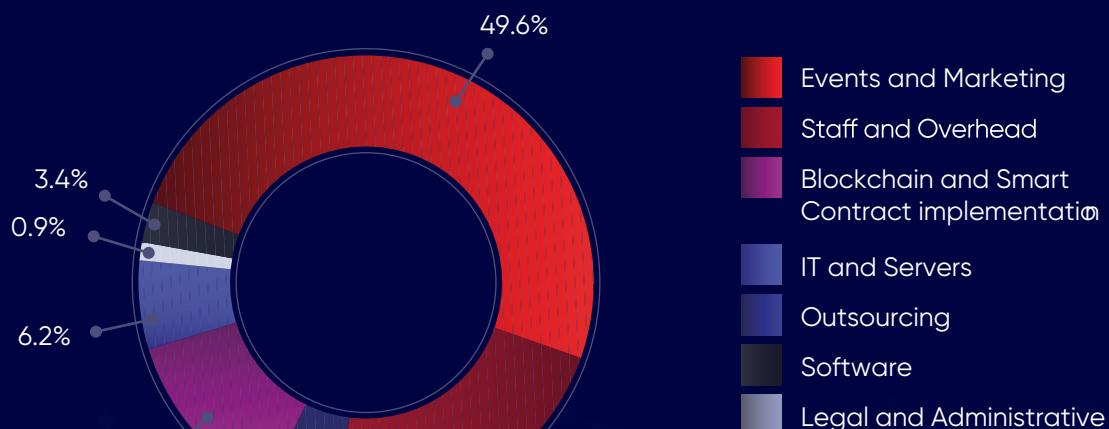
The majority of the funds raised from the Token Sale will be invested in marketing campaigns and events (49.6%) to pursue an expansion plan aimed at making Yamzu's brand worldwide.

During the first three years, we expect the player base of Yamzu to expand even more rapidly. We will implement marketing campaigns and events for the gaming community targeting relevant groups and enabling our brand to gain recognition.

The funds allocated to Staff (21.7%) are elevated because Yamzu is planning to hire new personnel to support its expansion plan.

The Yamzu Crew ensures a transparent and clear use of the raised funds that will go towards:

- 1. Events and Marketing: 49.6%.**
- 2. Staff and Overhead: 21.7%.**
- 3. Blockchain and Smart Contract implementation: 12.8%.**
- 4. IT and Servers: 6.2%.**
- 5. Outsourcing: 5.1%.**
- 6. Software: 3.4%.**
- 7. Legal and Administrative: 0.9%.**



Follow-up

Influencer Marketing

The number one marketing tool in the eSports' business is influencer marketing. eSports enthusiasts frequently follow their favorite e-athletes, blogs, and websites on a daily basis. We plan to reach out to gaming and gaming-related channels in order to increase our brand recognition and attract the attention of more gamers.

We will be reaching out to the following entities specifically to enhance Yamzu's image via social media:

- eSports teams.
- Gaming clubs.
- Companies and organizations.
- Professional gamers.
- Streamers.
- YouTube personalities.
- Facebook pages.
- Cyber-cafes.

As we continue to grow and our marketing budget increases, we will continue to seek out more social media accounts to connect with in order to promote events on Yamzu, a process which also endorses the engine itself.

Sponsors

In today's eSports environment, the only brands which can afford to sponsor events are huge names in the gaming and gaming-related industries. Yamzu will provide a platform for small- and medium-size brands to host big events with little, if any, investment.

Even a major tournament will be free for a brand to arrange, and we will even help these brands market their events so the word will get out to participants. This platform represents a golden opportunity for small businesses to compete with and even outpace larger companies whose budgets are vastly superior.

13. Roadmap



13.1. Overview

This section provides an overview of the roadmap, detailing the key milestones and features planned for the future.

The roadmap is divided into several phases, each with its own set of goals and timelines.

The first phase focuses on core system development and initial feature implementation.

The second phase involves refining existing features and adding new ones.

The third phase aims to complete the roadmap and prepare for deployment.

The final phase involves post-deployment monitoring and maintenance.

The roadmap is subject to change based on feedback and market conditions.

We will keep you updated on our progress and any changes to the roadmap.

If you have any questions or concerns, please don't hesitate to reach out.

We appreciate your continued support and look forward to your feedback.

Thank you for choosing us as your partner in this journey.

We are excited about the future and what it holds for us all.

Stay tuned for more updates and news from us.

We will keep you informed of any developments and changes to the roadmap.

Thank you again for your support and trust in us.

We are grateful for your continued partnership and look forward to many more successful years together.

Thank you for choosing us as your partner in this journey.

We are excited about the future and what it holds for us all.

Stay tuned for more updates and news from us.

We will keep you informed of any developments and changes to the roadmap.

Thank you again for your support and trust in us.

13. Roadmap

The following timeline illustrates both the growth to date of Yamzu's already successful platform as well as our plans for expansion following the TGE.

The Past

Yamzu constitution **Q1 2016**
Yamzu's first "closed beta" is launched for League of Legends.
Yamzu starts generating revenue.

Q4 2016 Yamzu ends its first operational year with revenue higher than **800K SEK**.

Yamzu launches CS:GO in "closed beta". **Q1 2017**

Q2 2017 CS: GO launches in "open beta" alongside League of Legends.

The Yamzu engine is ready to support mobile games. **Q4 2017**
We celebrate the second and best year of the platform in terms of revenue.
The platform generated more than 2.7 M SEK for a roughly 300% growth in revenue generated in 2016.

The Future

Token Sale **Q3 2018**

Q4 2018 Full implementation of YMZ tokens into the platform. Yamzu opens the platform to sponsors, influencers and partners
Launch of Yamzu merchandise line for gamers.
The YMZ will be quoted on trading platforms
Internal exchange implementation

The first mobile eSports games will be implemented in the platform. **Q1 2019**
More PC eSports titles will be available, including DOTA 2, PUBG, Call of Duty, and Battlefield.

By this point in time, Yamzu will have more than 20 eSports titles available on its platform, ranging from AAA to indie games. **Q4 2019**

Q2 2019 Yamzu will hold its first global eSports events.

Q2 2020 Yamzu will hold annual eSports championships for our top ten countries with the most users.

13. The Team



14. The Team

The founder



Asiad Majeed - CEO

Asiad Majeed manages daily operations at Yamzu. A lifelong entrepreneur with international experience, Asiad brings a wealth of knowledge to bear on every phase of the business's growth, having built Yamzu from the ground up. As a gamer since the industry's infancy, he also possesses the unique insight necessary to ascertain the ever-evolving needs of the gaming community. The Yamzu marketplace is in good hands. During Asiad's time at Lulea Technical University, he studied economics and management under the tutelage of mentor Bob Proctor. Following university, he worked for five years in Costa Rica in a leadership capacity for sales organizations as well as in business planning for an American Forbes and York investment firm. Upon his return to Sweden, Asiad trained at I22 in Kiruna with the Army Arctic Rangers, who recognized his leadership ability and persuaded the founder to stay behind and train soldiers in Kiruna. Asiad speaks fluent Swedish, English, Spanish, and Arabic.

The co-founder



Hristiyan Nikolov - CTO

Yamzu's in-house tech guru, programming maven, and CTO is none other than Hristiyan Nikolov. Combining strong experience in game development with an aptitude for game statistics mining, Hristiyan built the browser-based interface which supports the thriving Yamzu community. Before joining Yamzu, he worked on software for MOBAs and online fantasy leagues. Hristiyan is the architect of the Yamzu machine. It would be an understatement to classify him as a Windows and Unix expert. Pragmatic in thought and approach, Hristiyan engineers custom solutions with a precise and creative adaptivity that lends itself well to the field of emerging tech. Blockchain engineering is one of the most challenging realms of development, and we count ourselves fortunate to have such a brilliant mind at the helm.

Management



Antonio Migliaccio – CFO

Antonio Migliaccio has been supporting Yamzu since its conception, specifically helping the company in fully exploiting its matrix and user conversion. Given his extensive financial background, Antonio guided Yamzu in choosing the most suitable path to follow to best deliver added value to its users and in selecting critical areas in which to continue expanding. Antonio's approach to business is both technical and financial oriented, making him the perfect fit for a CFO position in this eSports evolving market. As far as past experience is concerned, Antonio obtained a Bachelor Degree in Business Management at the University of Verona (Italy) and a Master's degree in Banking and Corporate Finance at the SDA Bocconi in Milan. Antonio is also working as Head of Origination at Maveric SA, a Blockchain consulting firm and furthermore cooperates with several financial entities in Italy. In the past, Antonio worked as an equity and FX trader at several proprietary trading companies.



Mathias Hautala – COO

A leader in its purest essence who will stop at nothing until the task at hand is performed. Got his hands on his first computer at the mere age of 12 and has been involved within E-sports for over 15 years and he knows the in and outs of the industry. CEO and founder of LeagueShop, an online retailer for E-sport merchandise. Overtook the role as General Manager for Team Property and managed to turn the team from the brink of financial and competitive wreckage to going head-to-head with many of the top elite teams within its scene. Co-owner of LeagueVines, one of the biggest League of Legends fanbased platforms with over 860 000 followers. Chef of an E-sport office located in Stockholm with over 20 employees. Ex-military and served two years in Stockholm and advanced to Squad Commander before returning to the E-sport industry. Mathias brings driver and creative entrepreneur with a clear vision of what it takes to be a leader.



Morten Christensen – CMO

Morten Christensen is a seasoned industry veteran with years of experience in marketing and brand positioning on the market. Morten is a well-rounded and valuable team member, in his beginnings having served as an intern, assisting CEO of Cheche. At Yamzu, Morten's experience and insight has made him Asiad's right hand in decision making and strategizing. Morten's excellent knowledge of marketing in esports, along with his analytical skills and critical assessment is what drives Yamzu forward. As an ex professional basketball player, Morten knows how to bring team spirit on any field through hard work, commitment and persistence which all got him where he is today.

Community - Marketing



Jovan Radnic

Jovan is a young and skilled marketing assistant from Montenegro. "The Little Engine That Could" of the Yamzu team, Jovan found the first streamers to include in the closed beta in 2016 and since then he has overseen three main functions. Firstly, he maintains and interacts with the Yamzu community while also keeping abuzz of news in the broader gaming culture. Secondly, Jovan acts as the customer support mouthpiece for Yamzu—a function made most crucial by the direct feedback he gathers on the platform. Finally, he also brainstorms ideas equally impressive for their creativity as for their sheer audacity. Prior to joining Yamzu for marketing, Jovan worked with artist "Can Dogan" in 2014–2015, managing artist's social media and reaching out to partners. He secured "Can" a lucrative deal with Riot Games, League of Legends' publisher. Jovan also has experience in event and project management.



Marcus Zacco

Marcus creates internal processes, evaluates metrics, and makes sure Yamzu is on the right path to reach its concrete goals. A member of Sweden M.E.N.S.A., Marcus combines a high IQ with a low-to-the-ground approach to data on the Yamzu platform, the contours of the gaming landscape, and of course the competition. Beyond mere brainpower, Marcus possesses special insights into marketing and is the resident copywriter and facilitator of the general feel of the company to outsiders. Perhaps most impressively, he designs flowcharts which often capture events and corporate structures before they happen or take shape. In addition, Marcus helps build and update Yamzu's own workflow, a system he designed mostly from scratch.



Bartož Navarra

Bartož has almost 15 years of experience precisely executing branding, design and communication projects with Navarra.is, focusing on the creation of unique and memorable brand experiences. He has also been involved in the IT industry for the last 20 years and brings in an intensive knowledge.

Advisors



Ian Scarffe

Ian Scarffe, Blockchain and Crypto Advisor, Ian is a serial entrepreneur, investor and consultant with business experience from around the world. As a leading entrepreneur, Ian is on a personal mission to develop a culture of entrepreneurship, helping startups achieve their full potential as well as helping to expand existing companies. A leading expert in Bitcoin, Blockchain and Crypto industries, Ian is at the very heart of revolutionizing the financing industry across the globe and currently consults and advises for a range of multi-million dollar companies.



Alexandr Chevtaev

Serial entrepreneur with international experience, specialized on blockchain, internet business, startups, strategy, innovative products, marketing and business development. MBA degree at IE Business School (top 3 MBA in Europe and top 10 in the world).



Alan Moon Soo Kim

Alan Moon Soo Kim is a founder of BeCrypto and director of aSSIST Crypto Economy Research Institute. As a head professor of Digital Strategic MBA at aSSIST Business School, Alan delivers up-to-date lecture on the mechanism of Blockchain, Token Economy, Artificial Intelligence and Digital Strategy. Alan is a serial entrepreneur and founded an edu-tech company, ETOOS. Successfully sold to the SK Group, ETOOS was also selected as one of the fastest-growing companies in Korea by Deloitte. Alan graduated from Seoul National University's College of Engineering, CKGSB EMBA in China and completed doctoral course at aSSIST Graduate School of Business Administration.

Tech Team

Emil Priver



Elmer Kuloglija



Thomas Fredriksson



ICO Community Support

Ilona Borsiak



Maria Tokareva



15. Appendix



15. Appendix

Financials Statements

The figures below are denominated in Swedish Krona (SEK) and are a matter of public record.

Note: The financial statements can be ordered directly from the Swedish Companies Registration Office by clicking on the following links:

-  <http://bolagsverket.se/en>
-  <https://foretagsfakta.bolagsverket.se/fpl-dft-ext-web/grundlnformation.seam?cid=747021>

Income Statement

| | 2017-01-01 2017-12-31 | 2016-01-25 2016-12-31 |
|---|--------------------------|--------------------------|
| Operating income, inventory change, etc. | | |
| Net sales | 1,766,342 | 402,294 |
| Activated work for own account | - | 148,000 |
| Other operating income | 842,416 | 341,488 |
| Total operating income | 2,608,758 | 891,782 |
| Operating expenses | | |
| Raw materials and consumables | - | (45,421) |
| Other external expenses | (2,653,699) | (823,868) |
| Staff costs | (3,942) | - |
| Depreciation and amortization of tangible and intangible assets | (66,207) | - |
| Total operating expenses | (2,723,848) | (869,289) |
| Operating profit | (115,090) | 22,493 |
| Financial posts | | |
| Interest expenses and similar income items | (32,119) | (23,160) |
| Total financial items | (32,119) | (23,160) |
| Profit after financial items | (147,209) | (667) |
| Profit before taxes | (147,209) | (667) |
| Taxes | | |
| Tax on profit for the year | - | (9,772) |
| PROFIT FOR THE YEAR | (147,209) | (0,439) |

Balance Sheet

| | 2017-12-31 | 2016-01-25 |
|---|----------------|----------------|
| Fixed assets | | |
| Intangible assets | 264,829 | 331,036 |
| Balanced expenses for development work and similar work | 264,829 | 331,036 |
| Total intangible fixed assets | 264,829 | 331,036 |
| Total assets | | |
| Current assets | | |
| Receivables | | |
| Other receivables | 46,332 | 43,202 |
| Prepayments and accrued income | - | 207,000 |
| Total current receivables | 46,332 | 250,202 |
| Cash and bank balances | | |
| Cash and bank balances | 65,380 | 44,988 |
| Total cash and bank | 65,380 | 44,988 |
| Total current assets | 111,712 | 295,190 |
| TOTAL ASSETS | 376,541 | 626,226 |
| EQUITY AND LIABILITIES | | |
| Equity | | |
| Bound equity | | |
| Share capital | 50,000 | 50,000 |
| Development fund | 264,829 | 331,036 |
| Total restricted equity | 314,829 | 381,036 |
| Unrestricted equity | | |
| Balanced result | (130,664) | (331,036) |
| Profit for the year | (147,209) | (10,439) |
| Total free equity | (277,873) | (341,475) |
| Total equity | 36,956 | 39,561 |
| Long-term liabilities | | |
| Other liabilities to credit institutions | 240,493 | 388,447 |
| Total long-term liabilities | 240,493 | 388,447 |
| Current liabilities | | |
| Other liabilities to credit institutions | 79,320 | - |
| Current tax liabilities | 9,772 | 9,772 |
| Other debts | - | 178,446 |
| Accrued expenses and prepaid income | 10,000 | 10,000 |
| Total short-term liabilities | 99,092 | 198,218 |
| TOTAL EQUITY AND LIABILITIES | 376,541 | 626,226 |

Legal Disclaimer

General Information

In order to fund the development of the YAMZU ecosystem, tokens will be sold to the public in exchange for cryptocurrencies. The YMZ Token is a coin, which will allow the user to access the services provided on the YAMZU platform. Users that intend to purchase YMZ Token are subject to the acceptance of the General Terms & Conditions. The YMZ Token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of YMZ Tokens is final and non-refundable. YMZ Tokens are not shares and do not give any right to participate to the general meeting of YAMZU Sweden AB. YMZ Tokens cannot have a performance or a particular value outside the YAMZU Platform. YMZ Tokens shall therefore not be used or purchased for speculative or investment purposes. YMZ Tokens will not be listed on any regulated stock exchange. This Whitepaper nor any other material relating to the Offer, YAMZU Platform or YMZ Tokens, has ever been or ever will be filed with regard to legal standards such as the Federal Act on Stock Exchanges and Securities Trading law, the Financial Market Infrastructure Act, or the Collective Investment Schemes Act, which are not applicable to this token sale. Therefore, laws and acts that ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable in this case. Every purchaser of the YMZ Token should seek proper advice in order to understand whether the purchase of the Token is appropriate for them or not. Anyone purchasing YMZ Tokens expressly acknowledges and represents that she/he has carefully reviewed this Whitepaper and fully understands the risks, costs, and benefits associated with the purchase of YMZ Token.

Knowledge Required

The purchaser of YMZ Tokens undertakes that she/he understands and has significant experience of cryptocurrencies, Blockchain systems, and services, and that she/he fully understands the risks associated with crowd-sale as well as the mechanism related to the use of cryptocurrencies (incl. storage). YAMZU AB shall not be responsible for any loss of YMZ Tokens, or situations making it impossible to access YMZ Tokens, which may result from any actions or omissions of the user, or any person undertaking the acquisition of YMZ Tokens, as well as in case of hacker attacks.

Risks

Prior to acquiring YMZ Tokens, any user should carefully consider the risks, costs and benefits of acquiring YMZ Tokens in the context of the crowd-sale and, if necessary, obtain independent advice in this regard.

Any interested person who is not in a position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the YAMZU platform) or any other risks as indicated in the Terms & Conditions of the crowd-sale, should not acquire YMZ Tokens.

Financial Disclaimer

This Whitepaper shall not and cannot be considered as an invitation to enter an investment. It does not constitute or relate in any way, nor should it be considered as, an offering of securities in any jurisdiction. This Whitepaper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. YMZ Tokens are just utility tokens which can be used only on the YAMZU platform and are not intended to be used as an investment.

The offering of YMZ Tokens on a trading platform is done in order to allow the use of the YAMZU platform and not for speculative purposes. The offering of YMZ Tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the YAMZU platform and are not a security. YAMZU Sweden AB is not to be considered as an advisor in any legal, tax or financial matters.

Any information in the Whitepaper is provided for general information purposes only and YAMZU Sweden AB does not provide any warranty as to the accuracy and completeness of this information. YAMZU Sweden AB is not a financial intermediary and is not required to obtain any authorization for Anti-Money Laundering purposes. Acquiring YMZ Tokens shall not grant any right or influence over YAMZU's organization and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact YAMZU Sweden AB business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire YMZ Tokens must be aware that the YAMZU Sweden AB business model, the Whitepaper, or Terms & Conditions may change or need to be modified because of new regulatory and compliance requirements according to any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire YMZ Tokens acknowledge and understand that neither YAMZU Sweden AB nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

They acknowledge and understand therefore that YAMZU Sweden AB (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from, or relate to, the incapacity to use YMZ Tokens, except in case of intentional misconduct or gross negligence.

Representation and Warranties

By participating in the Initial Coin Offering, the purchaser agrees to the above and in particular, they represent and guarantee that they: have carefully read the Terms & Conditions attached to the Whitepaper; agree to their full contents and accept to be legally bound by them; are authorized and have full power to purchase YMZ Tokens according to the laws that apply in their jurisdiction of domicile; are not a U.S. citizen, resident or entity (a "U.S. Person") nor are they purchasing YAMZU or signing on behalf of a U.S. Person; are not resident in China, Canada, Israel, Vietnam or South Korea, nor are they purchasing YAMZU or signing on behalf of a person resident in China, Canada, Israel, Vietnam or South Korea; live in a jurisdiction which allows YAMZU Sweden AB to sell YMZ Tokens through a crowd-sale without requiring any local authorization; are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind; will not use the crowd-sale for any illegal activity, including but not limited to money laundering and the financing of terrorism; have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and Blockchain-based systems and services; purchase YMZ Tokens because they wish to have access to the YAMZU platform; are not purchasing YMZ Tokens for the purpose of speculative investment or usage.

Governing Law and Arbitration

The Client acknowledges and accepts that the YAMZU ICO operation is taking place within a Swedish legal environment that is still under development. The Parties agree to seek an amicable settlement prior to bringing any legal action. All disputes arising with the papers provided, shall be resolved by arbitration in accordance with the Swedish Law.

Investment Disclaimer

There are risks and uncertainties associated with YAMZU and/or the Distributor and their respective businesses and operations: the YMZ Tokens and the YAMZU Initial Token Sale. You can find a description of the risk related to the Token Sale under the Legal section, which should be read carefully. This Whitepaper, any part thereof and any copy thereof, must not be taken or transmitted to any country where distribution or dissemination of Token Sale or Initial Coin Offering like the one described in this Whitepaper is prohibited or restricted. The YMZ Tokens are not intended to constitute securities in any jurisdiction. YMZ Tokens are utility token and cannot have a performance or a particular value outside the YAMZU Platform. Therefore, this Whitepaper cannot constitute a prospectus or offer document for investment in securities. This Whitepaper does not constitute, or form part of, any opinion on any advice to sell, or any solicitation of any offer by YAMZU Sweden AB to purchase any YMZ Tokens, or give any help in any investment decision. You are not eligible and cannot purchase any YMZ Tokens in the YMZ Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, or if you are a resident of the People's Republic of China, Canada, Israel, Vietnam or South Korea.

16. Sources



16. Sources

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Yamzu

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