

HORSE.LINK



Abstract

HorseLink is a decentralized finance platform that enables bookmakers to borrow against their book of wagers from a pool of lender supplied capital. Lenders receive competitive interest, and the platform charges a fee to facilitate the transaction.

HorseLink leverages decentralized smart contracts to escrow funds securely and uses a market-based risk scoring mechanism to determine the lending rate to each bookmaker. The platform is powered by its ERC-20 token "HL" to facilitate payments and bets.

Background

Horse racing has an estimated global annual economic impact of around USD 300 billion¹

Europe and USA account for over two-thirds of this market; with a greater economic impact than the motion picture industry

Worldwide prize money for horse racing reaches USD 3.5 billion annually with global betting industry for horse racing generating over USD 116 billion in revenue every year²

Sports betting, too, contributes significantly to the economy, adding nearly USD 87 billion in 2022 with a projected CAGR over 10.3% through 2030³

1 <https://equinebusinessassociation.com/equine-industry-statistics/>

2 <https://www.americasbestracing.net/the-sport/2017-american-horse-racing-vs-the-world-whats-the-same-whats-different>

3 <https://www.grandviewresearch.com/industry-analysis/sports-betting-market-report>

Problem

Despite the size of the industry, advancements in the way sports betting is handled has not evolved significantly for decades

Options for online betting are limited to a few global players, with high fees and the need to transact in fiat

This limits accessibility and growth which stalls demand and limits the size of the industry

However, today, significant advancements in blockchain technologies enable the use of cryptographic tokens to transfer, and lend value – opening up a new cohort of potential players

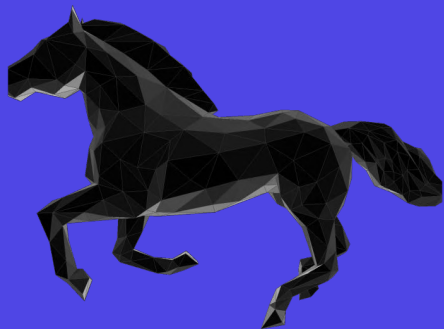
Furthermore, these advancements in the crypto sector has led to the explosive growth of an entirely new category called decentralized finance (DeFi)

Currently there's nearly USD 51 billion in total value locked (TVL) in DeFi protocols

This evolution in finance has enabled new sources of lending and liquidity

We believe that when combined with the horse racing and sports betting industries, the liquidity can help drive significant expansion in the market

The Solution



HorseLink is a protocol that leverages DeFi to provide newfound lending and liquidity to bookmakers in the horse racing and sports betting industry

By providing more liquidity, bookmakers can increase the volume and size of their book, expanding access in the industry

HorseLink also enables simplified and decentralized access to betting, greatly opening up accessibility to the crypto markets

HorseLink is powered by its ERC-20 token “HL” which operates on the Ethereum ecosystem to enable punters and speculators to place bets

Speculators can also resell their bets on the secondary market

How it Works

Lenders loan stablecoins such as USDC to vaults in return for interest they receive in HL

Bookmakers borrow from these vaults and pay interest in HL to do so

In doing so they can then structure their book with larger bets or more volume from punters

This means more potential winnings for punters and more revenue for bookmakers, lenders and the platform

All bets are encoded as unique NFTs to enable reselling of a position, or speculation by other parties, greatly increasing the liquidity for bets in the secondary market

HorseLink burns 10% of its profits through token burning – making its token more scarce each time

Features



Rating System

Allows markets to form for each bookmaker based on their individual risk profiles



Escrow Contracts

Funds are released only when conditions are met, protecting lenders



NFT Marketplace

Enables secondary market trading of bets through the use of NFTs

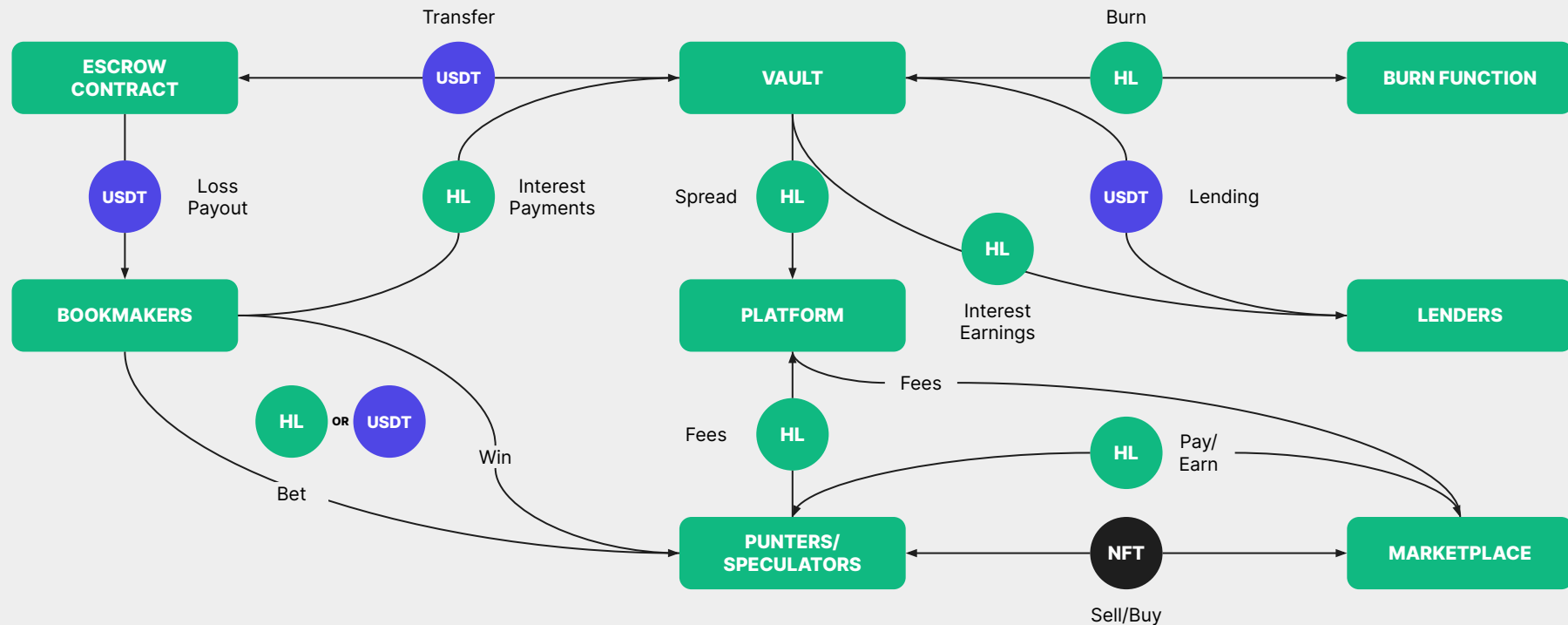
Use of Tokens

**HorseLink utilizes
an ERC-20 token
(symbol: HL) built
on Ethereum**

HL IS USED FOR:

- Lender interest earnings / Bookmaker interest payments
- Punter bets and winnings
- NFT marketplace purchases
- Speculation on sports betting DeFi
- Value accrual through token burning
- Fast value transfer and usage with ecosystem participants
- Participation in token holder staking rewards and bonuses
- Participation in governance through voting

Token Topology



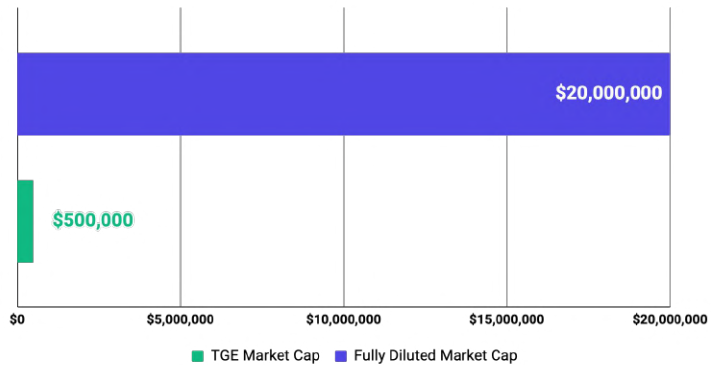
Token Sale

HL shall only be made available for purchase through its token sale or on the secondary exchange market.

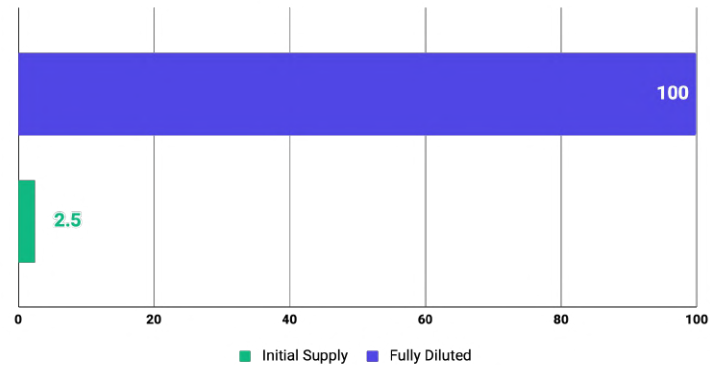
HorseLink will create 100,000,000 (100 million) HL tokens at the token generation event as its total token supply. No other tokens will be created. These tokens will be sold according to the following structure:

SALE PERIOD	TOKENS SOLD	SELLING PRICE	AMOUNT RAISED
Seed Sale	10,000,000	USD 0.085	USD 850,000
Strategic Sale	10,000,000	USD 0.12	USD 1,200,000
Private Sale	15,000,000	USD 0.15	USD 2,250,000
Public Sale	5,000,000	USD 0.20	USD 1,000,000
Totals	40,000,000 HL	-	USD 5,300,000

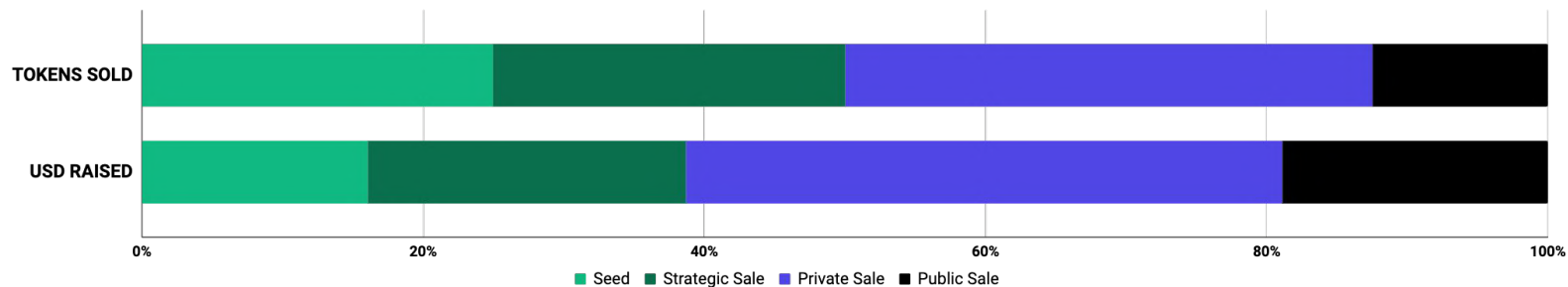
Valuation



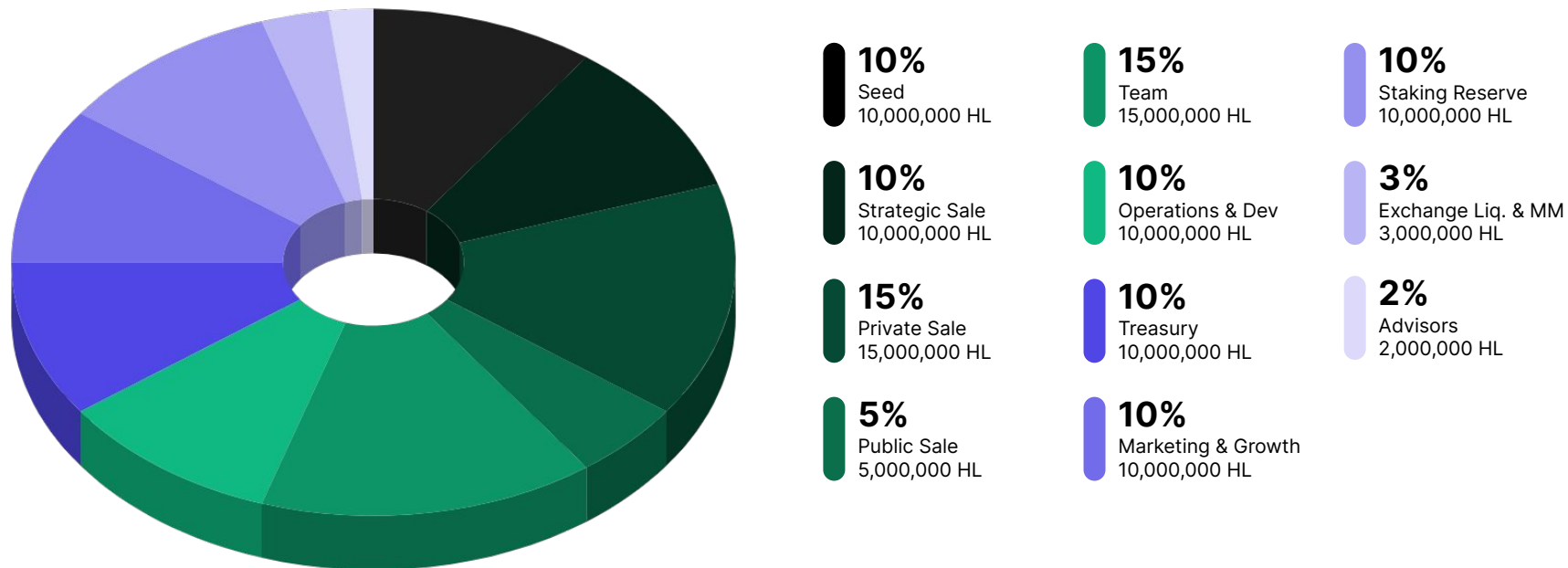
Circulation (Millions)



Token Breakdown



Tokens created by the contract will be distributed based on the following:



Vesting

Seed

12 mo. lockup
24 mo. linear vesting thereafter

Strategic Sale

6 mo. lockup
24 mo. linear vesting thereafter

Private Sale

6 mo. lockup
18 mo. linear vesting thereafter

Public Sale

10% released at listing
6 mo. lockup
12 mo. linear vesting thereafter

Team

12 mo. lockup
24 mo. linear vesting thereafter

Operations & Dev

6 mo. lockup
18 mo. linear vesting

Treasury

Unlocked based on governance vote

Marketing & Growth

3 mo. lockup
24 mo. linear vesting thereafter

Staking Reserve

Unlocked as per actual earnings
Max 1M HL per mo.

Exchange Liq. & MM

2M unlocked at DEX listing
1M unlocked at CEX listing or after 3
mo

Advisors

12 mo. lockup
24 mo. linear vesting thereafter

Team & Advisors

FOUNDERS



Lucas Cullen
Visionary and Tech Lead



Daniel Dzian
Project Manager & Rain maker

DLTX TEAM



Taylor Scheel
Developer



Thomas Miller
Sudo Developer



Peerawas Archavanuntakun
Developer



Jasmin Farhi
Developer



Neki Rajbahak
Admin Assistant



Jing Yang
Business Analyst



Mikey Robertson
Tokenomist



Steve Milburn
Voice of Reason / Director



Cooper Bennison
Developer / Quality Assurance



Barry Earsman
Sudo Developer

Roadmap

Quarter 3 2022

- Landing page and basic website
- Began work on technical White paper
- Market research
- Concept design
- White label API for signing odds

Quarter 4 2022

- Convert the website to a React Dapp and interface with wallets via Metamask and Wallet Connect
- V1 LP smart contracts work start
- Liquidity pool added
- Investment (seed round)

Quarter 1 2023

- MVP up and running
- Finalise Chainlink oracle integration
- Invite Beta testers
- Extend the Horse.link team with Advisors and new strategic partnerships
- Complete Whitepaper
- Investment (Strategic Sale)

Quarter 2 2023

- Begin Horse.link oracles as a service
- Horse.link marketing campaign begins
- Social media and brand name awareness campaign
- Horse.link official launch
- Work begins on Horse.link mobile app
- TGE / DEX listing
- Investment (Private Sale)

Quarter 3 2023

- Layer two Launch
- NFT trading
- Place/Multi betting
- Multi Lingual protocol
- Globalisation
- Basic Horse.link mobile app
- Investment (public sale)

Quarter 4 2023

- Increase global market share
- Horse.link native mobile app Launch
- Applications starting for CEX listings
- Exotics Betting (Trifecta etc)

Quarter 1 2024

- Desktop client for adding results on chain
- Add greyhound and sports betting protocol

HORSE.LINK 



horse.link



github.com/horse-link



alpha.horse.link



[HorseLinkETH](https://twitter.com/HorseLinkETH)