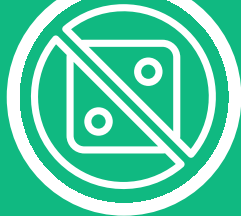




Horse racing has an estimated global annual economic impact of around USD 300 billion¹

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

Problem



Despite the size of the industry, significant 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

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

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
- 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

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 Sale

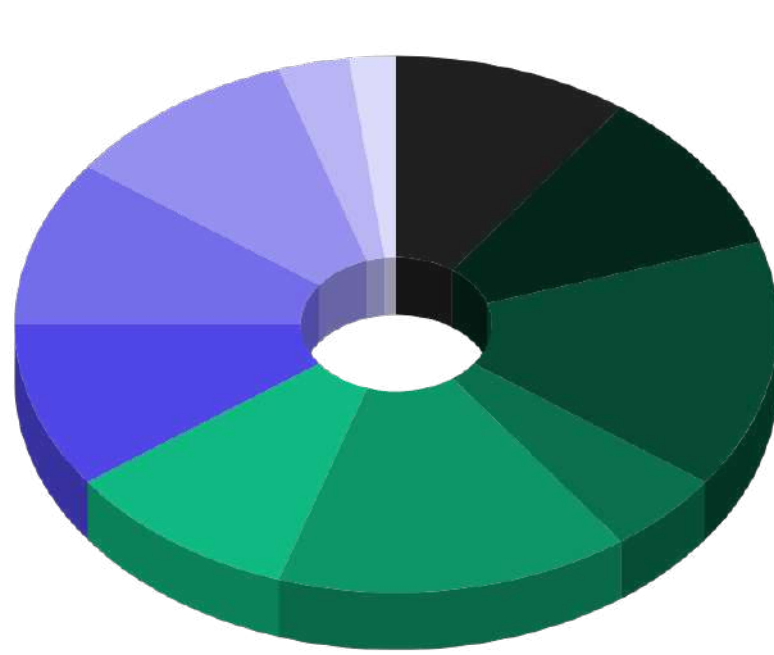
HL shall only be made available for purchase through its token sale or on the secondary exchange market.

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

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

TOKEN BREAKDOWN



10% Seed 10,000,000 HL	10% Treasury 10,000,000 HL
10% Strategic Sale 10,000,000 HL	10% Marketing & Growth 10,000,000 HL
15% Private Sale 15,000,000 HL	10% Staking Reserve 10,000,000 HL
5% Public Sale 5,000,000 HL	3% Exchange Liq. & MM 3,000,000 HL
15% Team 15,000,000 HL	2% Advisors 2,000,000 HL
10% Operations & Dev 10,000,000 HL	

VESTING

Seed	<ul style="list-style-type: none">• 12 mo. lockup• 24 mo. linear vesting thereafter
Strategic Sale	<ul style="list-style-type: none">• 6 mo. lockup• 24 mo. linear vesting thereafter
Private Sale	<ul style="list-style-type: none">• 6 mo. lockup• 18 mo. linear vesting thereafter
Public Sale	<ul style="list-style-type: none">• 10% released at listing• 6 mo. lockup• 12 mo. linear vesting thereafter
Team	<ul style="list-style-type: none">• 12 mo. lockup• 24 mo. linear vesting thereafter
Operations & Dev	<ul style="list-style-type: none">• 6 mo. lockup• 18 mo. linear vesting
Treasury	<ul style="list-style-type: none">• Unlocked based on governance vote
Marketing & Growth	<ul style="list-style-type: none">• 3 mo. lockup• 24 mo. linear vesting thereafter
Staking Reserve	<ul style="list-style-type: none">• Unlocked as per actual earnings• Max 1M HL per mo.
Exchange Liq. & MM	<ul style="list-style-type: none">• 2M unlocked at DEX listing• 1M unlocked at CEX listing or after 3 mo.
Advisors	<ul style="list-style-type: none">• 12 mo. lockup• 24 mo. linear vesting thereafter

