

Splash Markets

onchain ~~prediction~~ sports betting options anything market

make a splash in any market, any time, with minimal fees and infinite liquidity.

The_Problem

And why it matters

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High Fees Reduce Returns:

Traditional platforms charge 5-10% fees, cutting into bettor winnings.

Security and Trust Issues:

Data breaches erode trust in centralised platforms.

Centralisation Limits Flexibility:

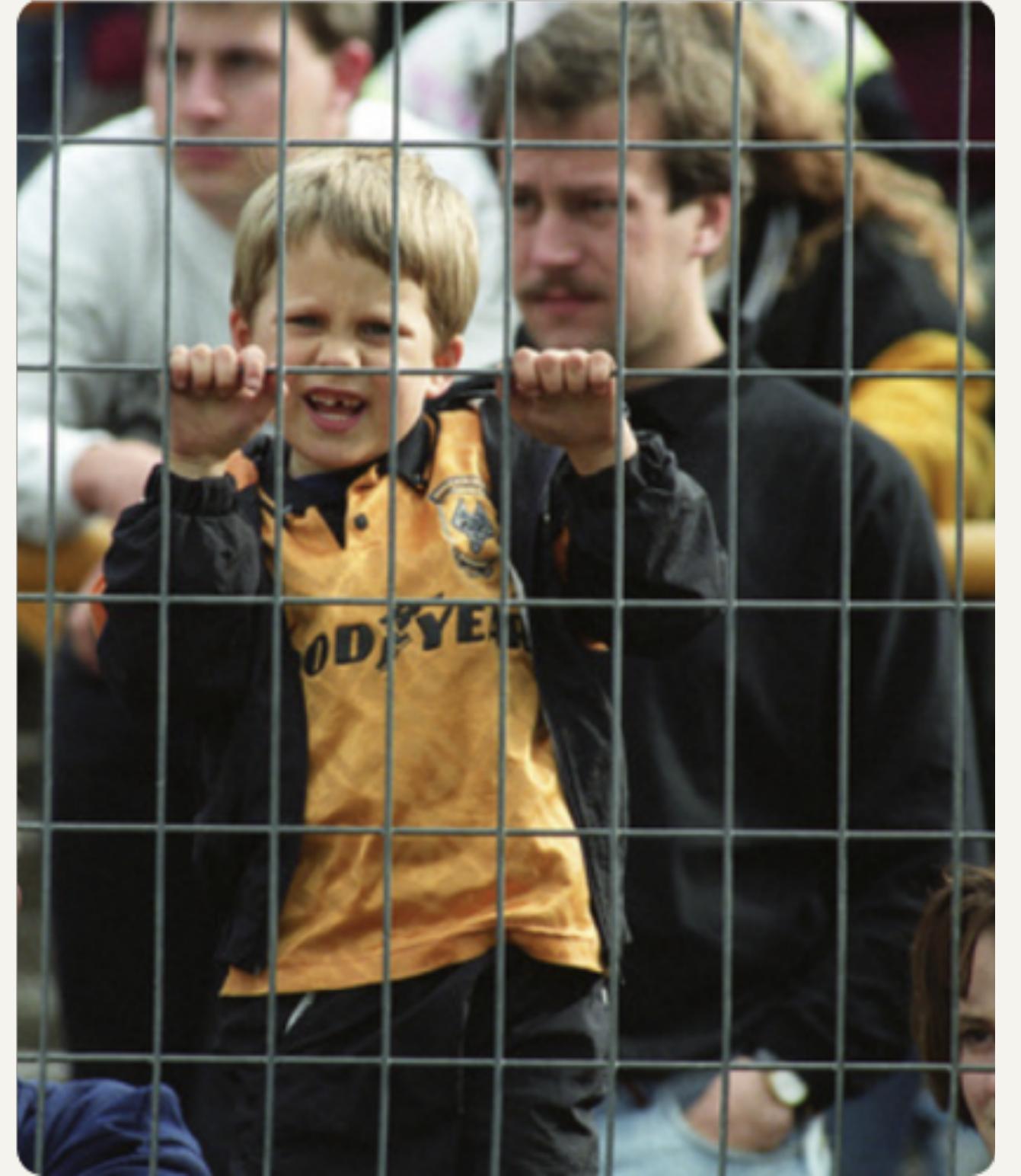
Dependence on centralised liquidity providers restricts market offerings.

Limited Access to Niche Markets:

40% of bettors are frustrated by the lack of smaller markets.

Regulatory Barriers:

Legal complexities hinder global accessibility.



Splash_Markets

And why it matters



Minimal Fees:

Maximising user returns with 0% vig or margin.

Infinite Liquidity:

Our unique vAMM scales liquidity with user participation.

Decentralised Settlement:

Future-proofing against regulatory hurdles with community-driven resolutions.

Limited Access to Niche Markets:

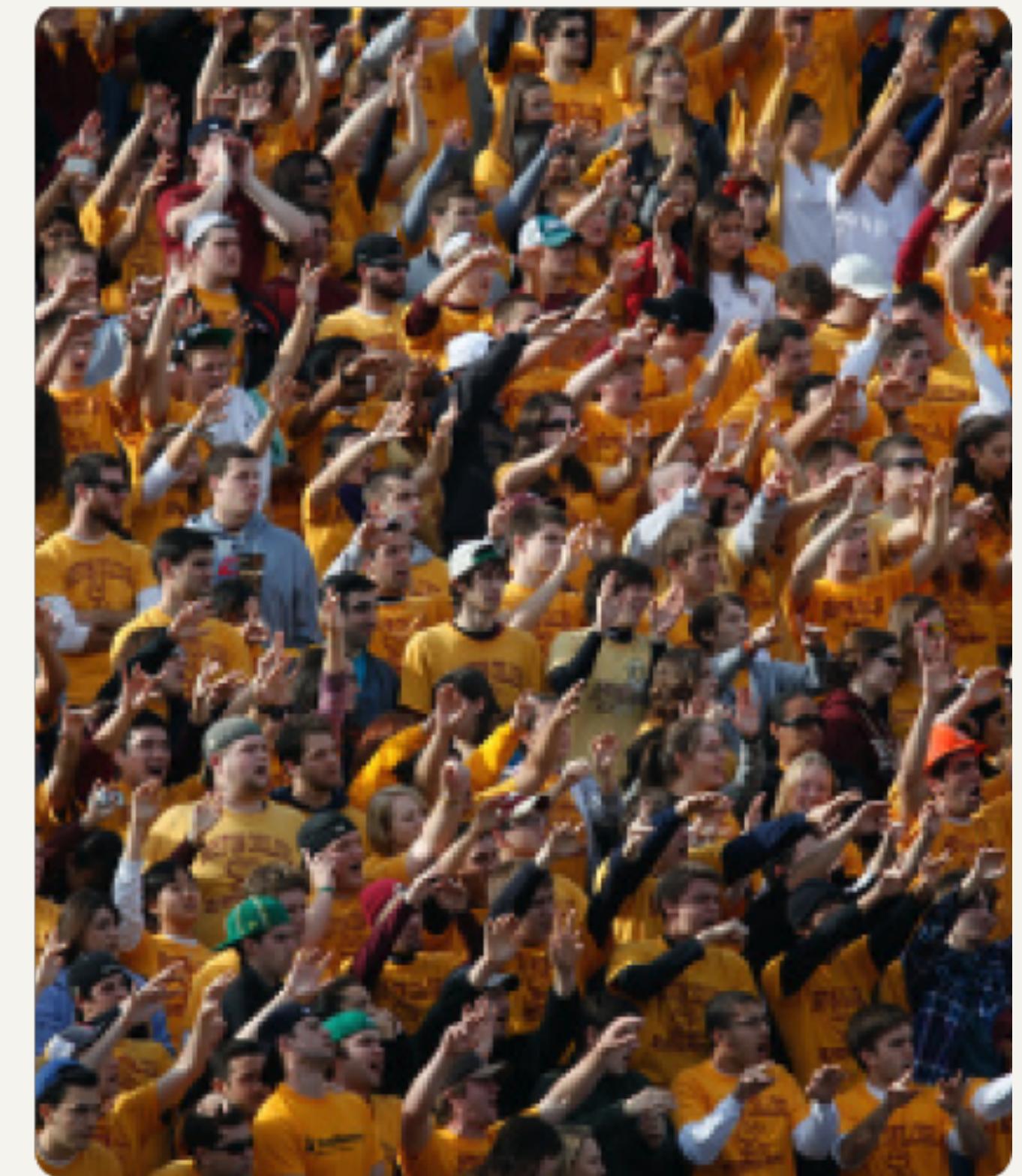
From sports and esports to crypto options and even Twitter drama.

Fixed Odds:

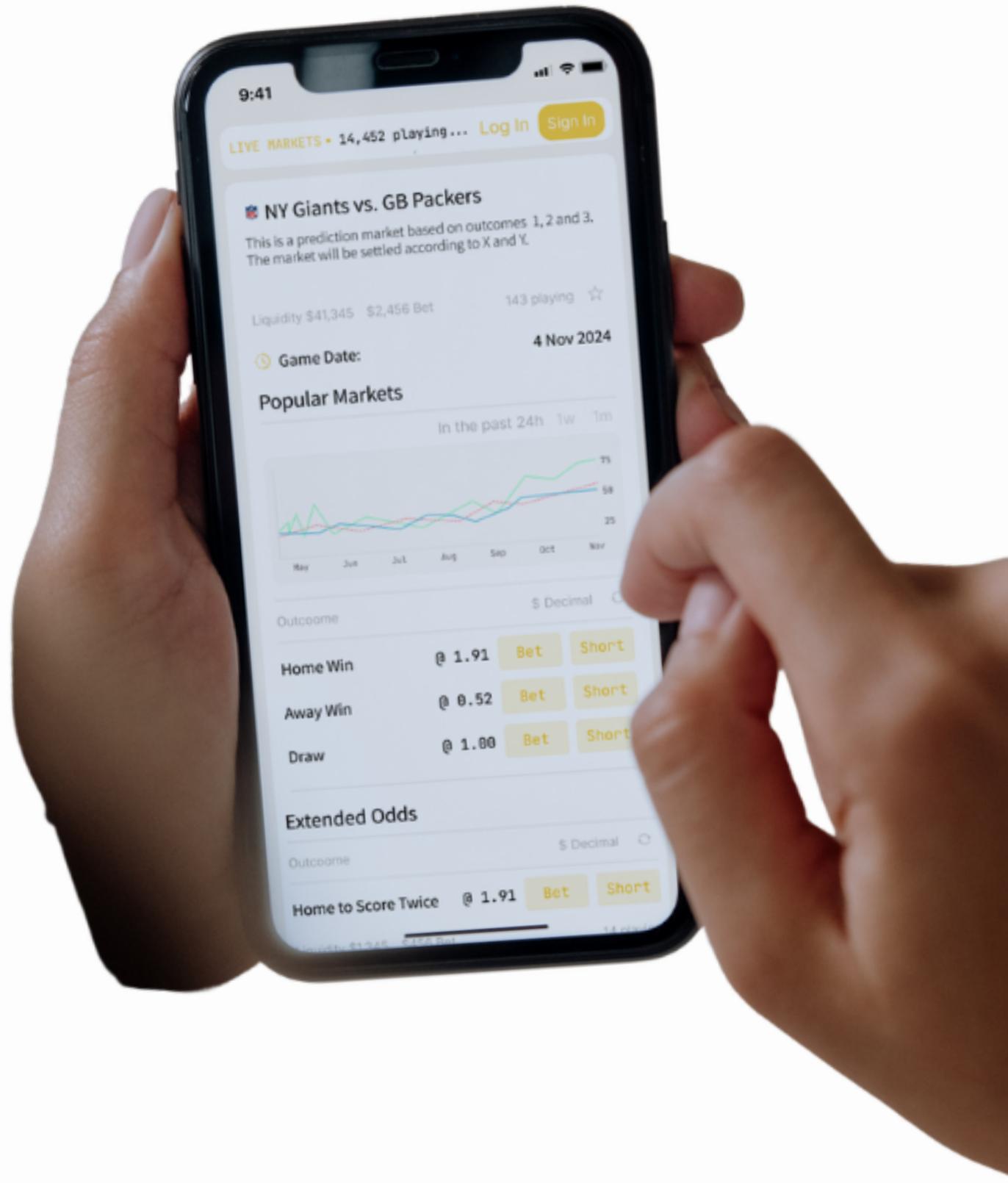
Transparent and predictable betting at the time of placement.

User Empowerment:

Users can create markets and are not locked into positions—they can sell back at market rate.



How Our Unique vAMM Technology Works



Dynamic Liquidity Scaling:

- Liquidity grows as users bet—the more people bet, the more liquidity builds up.
- Supports both popular and niche markets without the need for centralised liquidity providers or market makers.

No Need for Fragmented Markets:

- Offers a single market with any number of outcomes, avoiding the fragmentation of Yes/No markets.

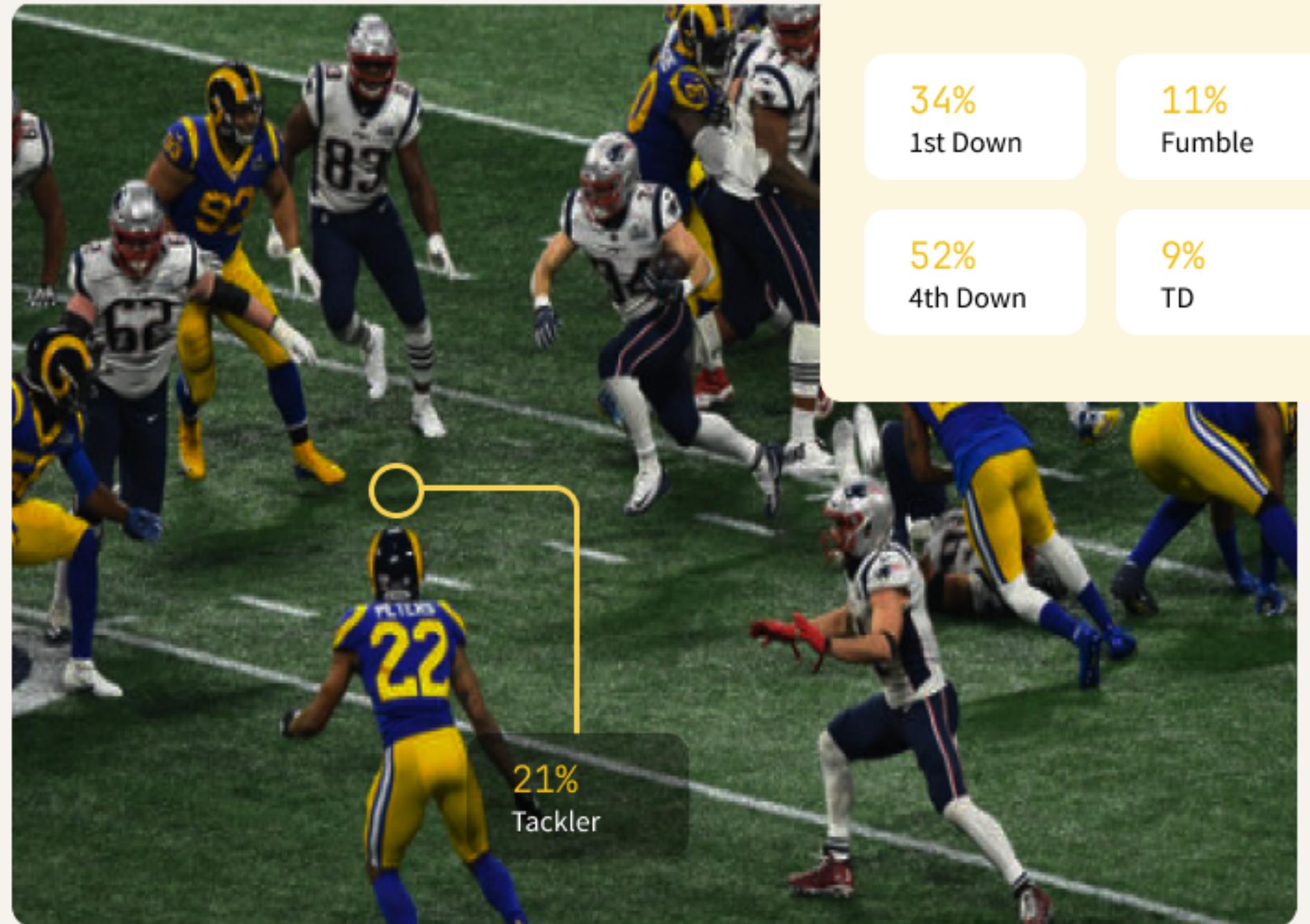
Users Can Enter and Exit Positions Freely:

- Users are not locked into their bets; they can sell back positions at the current market price.

Lower Slippage and Better Odds:

- Popular markets have extremely low slippage, allowing for bigger bets with confidence.

Liquidity Model and Monetisation



Unique Liquidity Approach:

No Market Makers:

- Eliminates reliance on paid market makers or risk of no offers.

User-Provided Liquidity:

- Users can earn passive yield by supplying USDC to a single pool that supplies all markets.

Zero Vigorish (Vig) or Margin:

- We start with 0% vig, enhancing user returns.

Sustainable Revenue Streams:

Dynamic Fees:

- Adjustable fees based on market size and liquidity, applied to compensate liquidity providers.

Aligning Incentives:

- Fees are designed to enhance, not hinder, the user experience.

Settlement_



Use Cases:

- Ideal for public 1v1 bets.
- DAOs involving their members in events.
- Smallcap communities creating options markets on future market caps rapidly accelerating community growth and finding product-market fit.

Accurate and Fair Settlements:

Decentralised Oracles:

- Utilising reliable data sources for market outcomes, adjusting odds automatically based on user bets, reducing dependency on external data feeds.

Community Governance:

- Users participate in dispute resolution through a futarchy model.

Future Plans:

Decentralised Settlement System:

- Based on the Augur whitepaper combined with MetaDAO futarchy voting.
- Community-driven market resolution allows anyone to create markets by providing initial liquidity.

Implementing Futarchy-Based Models:

- Evaluating settlement options based on future protocol value, enhancing fairness.

Enabling Market Creation by Anyone:

- Users provide initial liquidity.
- Earn from user losses and fees.
- Benefit from deepening liquidity as more people get involved.



Competitive_Edge

Decentralised, scalable and user-driven with a unique liquidity model.

Unique Selling Points:

First-Mover with vAMM in Betting

Utilising reliable data sources for market outcomes, adjusting odds automatically based on user bets, reducing dependency on external data feeds.

Niche markets, esports, smallcap tokens

The most requested and underserved feature in web2 and web3 betting.

Zero Vig and Minimal Fees

Attracts users from fee-charging platforms.

User-Created Markets and Positions

Empowering communities to bet on what matters to them.

Users Can Exit Positions Freely

Enhancing flexibility and control.

Differentiation from Competitors:

Polymarket:

Limited to prediction markets, relies on paid market makers.

Azuro & Overtime:

Rely on external oracles, limited market offerings.

SX Bet:

Limited liquidity on smaller events due to no market maker offers.



User_Acquisition

And strategy

Targeted Marketing:

Engage Diverse Communities:

Crypto enthusiasts, esports fans, local sports supporters.

User-driven Experience

Mobile-First Design:

Over 50% of betting is done on mobile—our design caters to this.

Multiple Platforms Supported by Solana's Composability:

Accessible via website, app, blinks for sharing, Telegram bots, and automated trading systems.

Simplified Onboarding:

For Non-Crypto Users:

Streamlined processes to encourage adoption.

Team_

And experience

Backend

Euan



Co-founder of Purebet.io.
Designed Splash Markets and
wrote the backend.

Onchain

Manu



Lead Developer, wrote the
onchain Rust program and
built our demo site.

Design

Joey



Founder of Mattermore.
Designer, worked on the
brand and product design.

Frontend

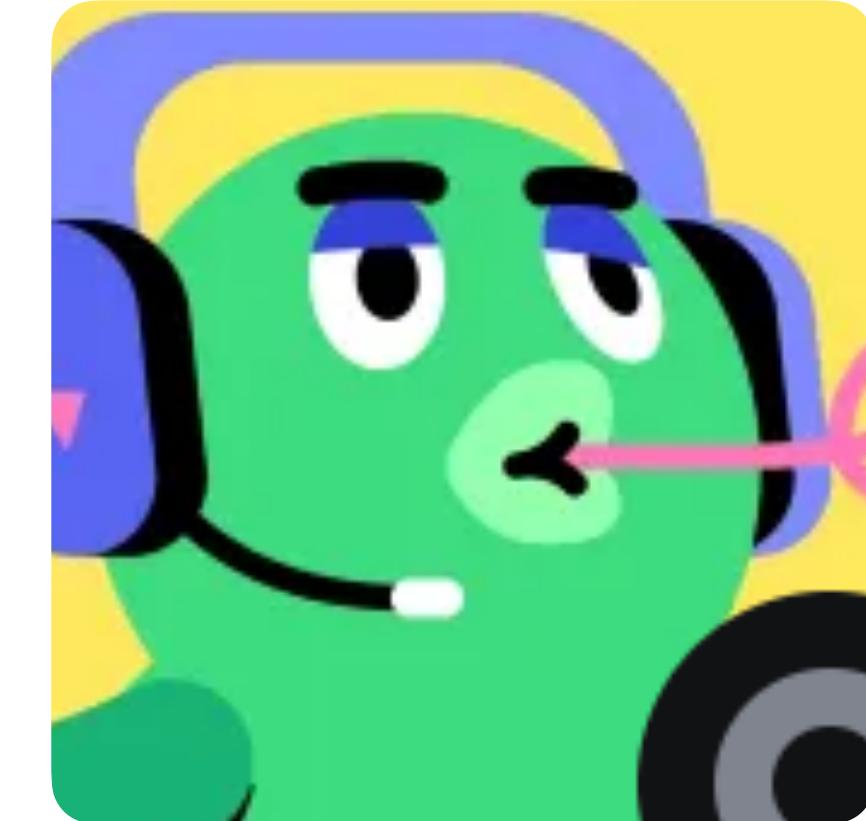
Rahul



Frontend Developer.
Built the main website.

Frontend

Aman



Frontend Developer.
Built the main website.

Make_a_Splash

Experience Splash Markets on Solana's Devnet

Get some devnet SOL and our SMUSD token from our faucet.

Get in Touch

Website: www.splash.markets

Email: splashmarketsprotocol@gmail.com

Twitter: @SplashMarkets

