

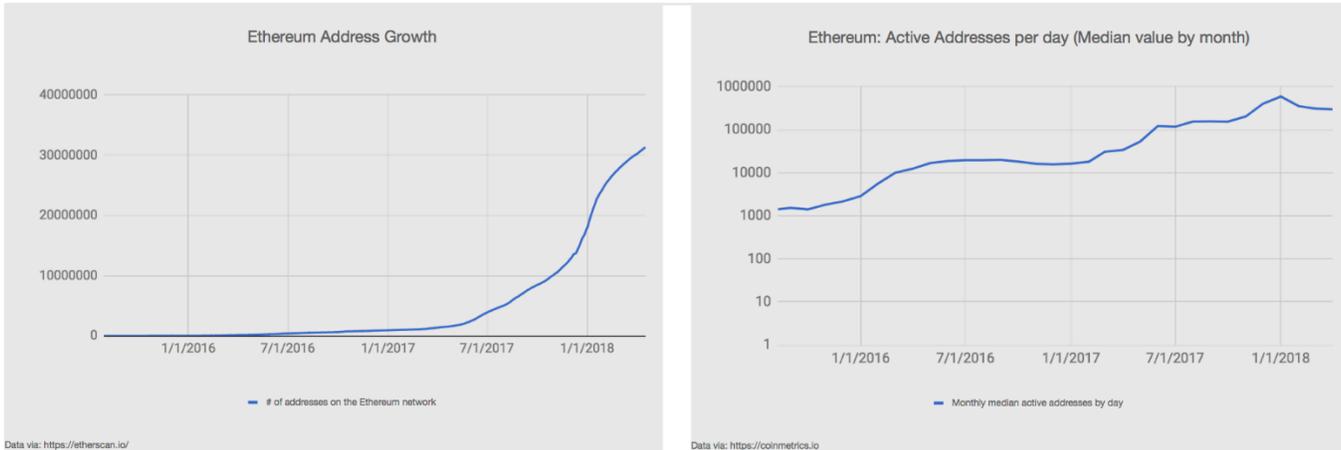


### Win-Bet Introduction

Win-Bet is a peer-to-peer, decentralized, blockchain-based betting platform targeted to crypto-wallet owners to enable placing online sport bets in a simpler, more transparent and private way.

Our solution is designed for online sports bettors which already have crypto wallets. Typically, these people are technically competent and are well-aware of the current trends in crypto space.

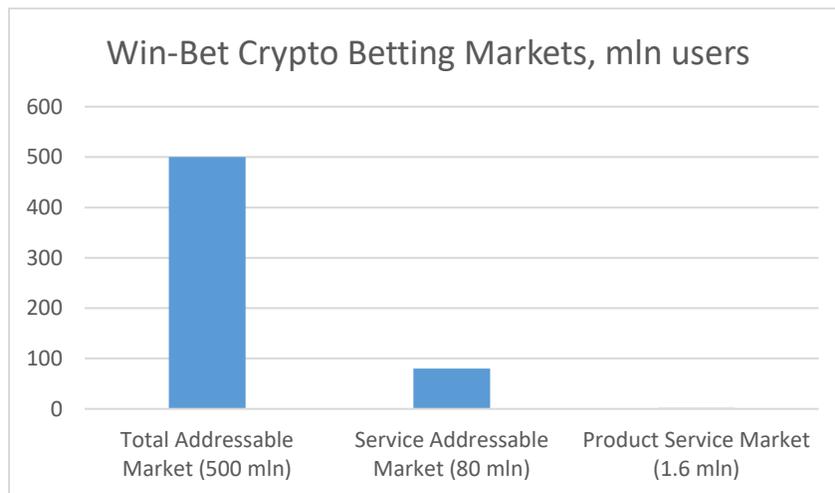
According to statistics, the number of users with crypto wallets is growing on average by 100% per year.



Since the chance of winning traditional lottery is 1 in 49,000,000, and chance of placing a successful bet in online sports betting is about to 1 in 49, our solution lets users play and win one million times more often!

The number of crypto wallet owners is currently more than 40 mln (and more than a million of them is used on a daily basis) and is expected to reach 100 mln by 2020. Win-Bet enables these users to easily engage in the world of online sports betting.

Win-Bet’s Total Addressable Market (TAM) is 500 mln users (total number of people betting online), Service Addressable Market (SAM) is 80 mln (forecasted number of sports bettors with crypto in 5 years). We are targeting 2% of the SAM, which makes about 1.6 mln of active online crypto users.





The average bet size in traditional online sports betting in the U.S. is about \$50. We see the concept of betting with crypto as a trend which will simplify the market entry for a casual user, partially because of the lower bet size. With lower bet size, even if we target to make about \$100/user annually, we project our market size as \$160 mln/year in the most pessimistic scenario.

The typical sports bettor is a 42-year-old married guy living in the suburbs, with a household income of \$74,000 a year. Among heavy bettors, 6% have an annual income of \$150,000 or more, twice the number of non-bettors in the general population who make that kind of coin.

Win-Bet is targeted to solve the problems of traditional sports betting:

- **INHERENT COMPLEXITY** Traditional sportsbooks are targeted towards skilled bettors which can easily master a wealth of information: odds, spreads, handicaps, money line, parlay, etc. This can be overwhelming to casual players.
- **LACK OF TRANSPARENCY** Betting companies operate under a shade of secrecy, not letting customers know how odds are created or how much money is poured in. Some even manipulate odds after a game start.
- **UNFAIR CONDITIONS, SECURITY CONCERNS** Over time, the House always wins. Odds are massively in favor of bookmakers. Players who regularly beat such odds are banned. When a bet has no winners, the bookie “takes it all.” And bets, where the bookmaker stands to make a large loss, are sometimes canceled. 41% of Americans say they've won a bet that's gone unpaid. Clients have no choice but to deal with complex registration procedures which are forced to reveal a lot of sensitive personal information on bookmaker websites they have never dealt with previously. Registration rules quickly change. The centralized nature of betting providers makes all bettors vulnerable to external and internal attacks, putting players' funds and financial information at risk. It is not a secret that many online gambling operators misuse personal information and sell it to advertising companies.

The key product features which allow Win-Bet to solve the listed problems:

- **SIMPLICITY** In Win-Bet, every bet is only three clicks away. Intuitive, self-explanatory UI enables all users without any special betting knowledge/background to place a bet in an instant. We welcome anyone!
- **TRANSPARENCY** All the decision making logic is driven by the Blockchain smart contracts which can be easily validated. No exceptions, no bets which are canceled at the last moment because they are not in favor of the House.
- **PRIVACY** No registration, no hidden fees, no assumed taxes, no anything. All bets are private by design. We don't require users to disclosure any personal or banking information. We don't reveal user's winnings or losses.



## Our Solution in More Details

Win-Bet leverages blockchain technology to ensure the safest and most transparent betting experience. There is no intermediary involved, and without registration hassles, players place the bets and provide the liquidity for fulfilling payouts. Smart Contracts protect funds and automatically distribute winnings based on bet conditions and outcomes. The entire process is fully decentralized, secure, and self-regulating. Features include:

- **PEER-TO-PEER** In Win-Bet, players bet against each other, not the House. There are no odds. Winners split the bank according to their share proportional to their bet size.
- **FAIR RULES** Bet on any event listed in the sports league we support. There are no exceptions to the event to bet on, no canceled bets which are not in favor of the House.
- **SIMPLICITY** We are targeting to create a solution for casual bettors (no registration/initial deposits, simplified user experience, fully responsive and mobile friendly).
- **TRANSPARENCY** Payout calculation logic is simple and can be easily validated by anyone.
- **LOW MINIMAL BET AND COMMISSION FEES** Low minimal and large max bets for casual bettors.
- **EASY CASH-IN AND CASH-OUT** Gamblers can use their credit cards to buy crypto to bet with, and can cash out their winnings back to credit cards.
- **ALREADY UP AND RUNNING** Win-Bet is currently available online at **win-bet.net** and is functioning with the support of two Ethereum networks: MainNet (Production) and Ropsten (one of test networks).

Just to mention, this project is not targeted specifically for Canada. There are plenty of places around the world where it can be launched perfectly legally and profitably (the Caribbean, Malta or Gibraltar, Macao or Hong Kong, etc.).

## Our Competitors

We can split our competitors into three distinct categories:

- Conventional bookmaker websites:  
Sports betting services are provided by companies such as William Hill, Ladbrokes, bet365, Bwin, Paddy Power, Betfair, Unibet, Better and many more through online platforms and in many cases via betting shops. As a case in point, in 2015, William Hill generated around \$2.37 billion in revenue, with about \$13.26 billion dollars in total being staked / wagered with the company.
- Bitcoin betting sites (CloudBet, SportsBet.io, mBitCasino, OneHash, etc.).
- Emerging websites which use advantages of the Ethereum platform (robet.io, bethereum.io, mev.u.bet).

From the competing parties listed above, conventional bookies take the most significant share of the market, but they introduce a long list of issues (see the section above) which our solution is aiming to resolve.

## Our Team



Our team is comprised of the professionals with years of experience in the product and business development, marketing and software development.