



POKERPAY

Sports Poker Platform



White Paper

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Abstract

The first cryptocurrency poker rooms appeared in 2011. The boom in cryptocurrency occurred in 2017, when the first poker ICO appeared. However, today crypto rooms are not ready to compete with the usual poker rooms that use hard currency.

POKERPAY can change that!

POKERPAY is the world's first sports poker platform based on blockchain smart contracts for play, management and recruitment! The game, management, investment will be completely safe and comfortable.

Smart tournaments.

Blockchain technology tournaments will enable players, sponsors and organizations to independently collect large prize funds at POKERPAY.

Exclusive property rights.

Limited edition tokens will determine the competition for the right of ownership on the market.

Entry to all markets of the country.

Add new team leagues and tournaments.

Attract advertisers.

The growth of the number of brands interested in advertising in sports poker.

Introduction

Sports poker is one of the fastest growing digital markets. By 2022, the online poker market will grow to \$ 5 billion.

Playing for cryptocurrency is a new trend in online poker. The development of blockchain technology and the promotion of new poker rooms through ICO opens up new opportunities for the gambling industry.

Playing for cryptocurrencies has a number of advantages: immediate placing and withdrawal of money, no fee in the payment system, no risk of blocking the account and access to gray markets.

The use of blockchain technology in the rooms is also beneficial for players. For example, the blockchain can help in creating a random number generator that each player can check. The loyalty program of the room and many other key points of the poker room functioning can be based on the blockchain.

Unfortunately, the development of the sports poker industry is seriously hampered by security issues, transaction fraud, lack of a single entry point, limited understanding of the market and lack of appropriate business tools.

POKERPAY has been established to deal with these issues— the first universal infrastructure platform and payment system in the world of poker! We provide a secure platform for playing, financial transactions, communication and recruiting in the field of sports poker.

Our goal: to unite players, teams, sponsors , tournaments and media on the platform, to provide access to poker and competitions to everyone and to build a multi-billion dollar economy on one platform. To do this, we have developed a network that unites the entire ecosystem of sports poker in one area. As an all-in-one platform, we give hundreds of millions of players, millions of teams, tens of thousands of sponsors, advertisers and tournaments a chance to keep in touch with each other. For the first time in poker history, there is a unique opportunity to invest \$50 billion in this economy in a few years .

Alex loves sports poker, but he is not a professional and does not know how to play well, he has no chance of success! The popularity of poker is growing. There are over a million players like Alex in the world

Now there's POKERPAY - platform where you don't need to be a professional to win.
It is a complete ecosystem for players, viewers and brands who love poker. It is based on the POKERPAY (PP) token.

Now Alex gathers 100 players in one tournament and they form prize funds or participate in sponsored tournaments. Players get sports experience (XP) and wins like real pros.

POKERPAY allows its token holders to organize tournaments (tokens are a reward in tournaments, smart tournaments), advertise (brands can offer their products and services to the poker audience), sell tokens on exchanges.



Market problems

When sponsors and advertisers want to enter the sports poker industry, they must perform many complex operations to find teams and tournaments that meet their requirements.

As you know, this is a million-dollar investment, but it is unattainable amounts for the average person who wants to sponsor a local team and advertise their business during a local tournament. For both novice teams and amateur tournaments, the inability to secure such a sponsor or advertiser is a stumbling block in development.

With the ability to securely sign contracts, make payments and increase the number of participants in poker, teams still do not have a single entry point to find sponsors, and vice versa.

This gap is the ultimate barrier to the monetization of sports poker, as there is no single platform to find teams, tournaments, sponsors or advertisers, and their interactions. There is no database and no single system for linking sponsors and advertisers with teams.

In addition, the modern online poker market has to deal with other pressing problems.

Fight against bots

One of the main problems of online poker is artificial intelligence. Bots and expert advisors are playing mathematically optimally, they never tire, are not affected by tilt. In the fight of AI and human, people have no chance to win.

Online poker reservation and field strengthening

From the joint pool of players excluded players from the USA, Spain, Portugal, France, Italy, Australia. Players from other countries have difficulty gaining access to the lobby. “Sweet” opponents are excluded from the joint pool of players, the fields become more difficult.

Casino and poker

The line between casino games and poker is blurred. Nearly in every poker client, next to the tournaments there are tabs with slot machines and games against the dealer. This may lead to the fact that novice players do not see the difference between sports poker and games against the casino. But worse, the authorities of many countries also cease to see the difference.

Distrust of modern RNG

The main drawbacks of modern random number generators (RNG) in poker are the inability to trace how the distribution was generated and track the randomness of the outcome of the distribution, and players have to believe the reputation of the room.

Our solution

The basis of the POKERPAY platform is a set of tools that offers a comprehensive range of services: players and teams search, selection of managers, coaches, analysts, scouts, agents and even personal psychologists to ensure the daily work of the team.

Previously, it was impossible to get it all on one platform, but with POKERPAY, poker teams will have even more flexibility in recruiting staff compared to traditional sports. For example, from the very beginning of working with POKERPAY, a newly registered player must indicate his skill level, role and location.

This allows teams that want to recruit players to easily find local players among thousands of others: just enter the required parameters to get a short list of suitable players.

In the later stages of development of the POKERPAY platform, there will also be other ways to improve recruitment efficiency for both teams and players: premium accounts that offer advanced filters, unlimited games, individual game profiles, and more.

Players interested in a professional gaming career will be able to confirm their rank to demonstrate their skills to the best teams and get more chances to be noticed.

And last but not least: POKERPAY will offer one-time services, which will allow players to raise their profiles to the top of the search list and provide a quick team recruitment.



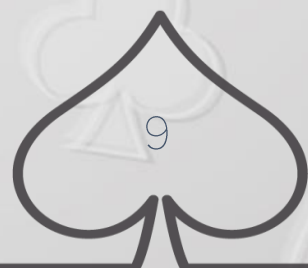
A great example of how to do this is Airbnb, a rental platform where lessor and lessee are interconnected. And this is exactly what the POKERPAY market intends to do for sports poker, namely to unite teams with sponsors, tournaments with advertisers and become a business platform for all types of poker.

POKERPAY will allow sponsors with different needs to find teams with diverse experiences, whether small, regional or large international teams.

And all this can be done with a single click. Similar to Google AdWords, you can search by geolocation, number of subscribers, and other detailed parameters in one place. For example, a local advertiser will be able to find a successful regional team or player with a track record of winning amateur tournaments and offer them compensation for displaying the company's brand on their team's uniform.

POKERPAY also offers players the ability to place bets on teams and players and provides players with global payment solutions.

Offering such functionality, POKERPAY will provide effective interaction and channels for the development of business relations within the framework of sports poker and automates all sponsorship and advertising transactions.



In addition, since POKERPAY is built on the blockchain, it has all the advantages of this technology:

Fast and cheap transactions.

The essence of cryptocurrencies boils down to decentralization - the lack of a single center through which all transactions pass. Compared to standard payment systems, cryptocurrency has no fees for payment transactions, no chargebacks and significantly reduces transaction processing time. In fact, information about payments in crypto rooms is in the blockchain, so the rooms will not be able to block, freeze funds. On the blockchain, black Friday would never have happened.

Honesty and anonymity

Information about all transactions and payers is encrypted and stored in the blockchain. It cannot be rewritten or changed. This is how the principle of honesty is guaranteed, but anonymity can be used by dishonest scammers, carders who launder money through poker rooms.

Honest RNG

Ideally, the RNG crypto room, like all information about payments, should be located in the blockchain between players. Thus, the shuffle tracking by the developers of the room is not possible.

Today cryptocurrency poker sites are future-oriented projects of enthusiasts without a lot of funding. Play or not in crypto rooms is a personal choice. Now, when the marketing of cryptocurrency projects is aimed at attracting new players, when freerolls with real cash prizes are held, the POKERPAY gaming platform brings poker to a new level.

Project description

We see that the poker market is growing rapidly, and the creation and management of teams in poker will only raise and bring to a new level this sport.

All, that fans of sports poker have dreamed of, will be available on one POKERPAY platform.

The fastest way to find a player, team, coach, tournament or just to play!

The fastest way from beginner to amateur and pro. You can create, develop, manage and monetize a team!

Sale of media rights, bonuses, salary payment, prize payment, sponsorship and transfer market!

Blockchain technology allows you to withdraw your money instantly and safely , as well as provide a completely random shuffle, which means honesty of the game and you will see the transparency of the process. The use of smart contracts provides anonymity and security to token holders. Easy registration on the POKERPAY platform without excessive personal data collection.

The POKERPAY security team will ensure fair play and prevent fraud, all actions will be tracked - such as fighting bots, scripts, ghosting, teamplay and many others

Key elements



Search for players, teams, coach and transfer players



Search for tournaments or training games



Team management, training process planning and analytics



Sponsorship, sales of media rights, advertising



Placing bets on teams and players



Issuing credits to players and teams



Financial management - payment of prize money, salaries and bonuses



Withdrawal and exchange of tokens, the payment at any store via PayPass

Security

POKERPAY solves this problem by providing a fast and secure payment system similar to PayPal.

For the poker industry, which is also digital, the use of blockchain technology and smart contracts is an ideal solution. Thus, we can ensure payment of all prize money, player salaries and transfers, sponsorship and advertising deals.

For example, the sponsor who signed the deal with the team, sets out specific key performance indicators in a smart contract, such as the number of visits of the tournament with company logo, mention in social channels, groups, etc. Automatically register and check all these parameters were previously impossible.

But with POKERPAY you can easily track the performance of players and teams through the API, follow the team's popularity.

In a smart contract, we can set all the requirements and ensure that teams, players and sponsors are satisfied with the result.

In addition, the money is transferred only when all the requirements established in the smart contract are met.

Financial management

Ensuring the security of the sports poker market is sumptuously. But industry enthusiasts want to make a living with poker and require advanced business tools to achieve stable returns.

Currently, people are not able to create and develop their business projects in poker, because such tools are not used. There is no clear way to succeed in poker. For example, the player faces many challenges when creating a team: recruiting, creating a Bank account, maintaining all legal documents and working with various third-party services.

Millions of players want to spend money on developing their teams, hiring coaches, psychologists and other support staff, but want it all to be automated.

If you do everything yourself, you have to spend at least a few months to negotiate with different companies. In addition to the teams themselves, there are tournaments, players and coaches who do not have access to tools that can make it all work. Currently, most people do not know how to make money with poker.

The uniqueness of the POKERPAY project is that at any time the user can take the necessary amount of credit with just one click, and it will be possible to bet on teams and players.

Wallet

POKERPAY not limited to operations within cryptocurrency systems. It provides gateways for both classical banking and electronic payment systems. The account holder can pay with cryptocurrency for goods and services, pay bills in online stores that support this type of payment.

And the most amazing thing is that POKERPAY tokens can be exchanged for fiat money inside the platform in a matter of seconds. And from the entire account on the POKERPAY platform, you can easily pay via your phone whatever you want via the PayPass terminal anywhere in the world and in any store or restaurant. And all this on one POKERPAY platform.

All financial instruments directly from the wallet!

- Fast transactions with currency exchange function
- Direct lending system
- Enhanced integration of links between fiat and digital currencies, including integration of instantaneous transmission systems
- Availability of a gateway to third-party payment systems and access to work with all types of fiat and digital currencies

Team management

Managing a poker team and achieving success is an important part of the POKERPAY platform. Currently, there are no comprehensive tools that would allow team owners to easily manage a team, and team staff is limited in automating their responsibilities.

With POKERPAY, all poker processes are now always at hand with the team owner..

You can: plan your line-up, maintain a calendar that includes all your tournaments and other group activities such as training games; register for tournaments with just one click and ensure that all staff and players are properly performing their tasks.

POKERPAY will allow players and teams to effectively find tournaments and leagues in which they can compete. For example, an amateur team can find a local tournament and join it by signing a smart contract. Such smart contract features allow teams to secure a place in the tournament and receive tournament prize money in accordance with the place occupied in the tournament or league. This money will then be automatically distributed among the team members.

Other benefits that support the monetization of tournaments – is shuttles around the rollers..

This means that POKERPAY offers a transparent transfer market where teams can buy and sell players.

Analytics system

The Analytics system of POKERPAY gives you the ability to track personal and team game statistics with detail, which was previously impossible to dream of. By this we mean that you will be able to research and control in — game indicators, such as the positioning of players on the map, the percentage of wins, the index of all-in and others.

Simply by connecting the timeline of the relevant game, you will have all the information you need to make informed decisions about how to improve your gaming performance. With the POKERPAY platform, the team coach can improve the learning process by analyzing large pieces of data and performing their tasks more efficiently.

By automating many points in a coach's work, POKERPAY gives coaches more free time to work one - to-one with players and teams. For example, a team coach can analyze the performance of a team in a new tournament, get all the data and give valuable feedback to each player based not on general observations, but on specific data provided by the POKERPAY platform .

Currently, it is only possible to monitor the presence of poker in the media manually. At the same time, demonstrating your popularity in the media and among fans, its growth and coverage requires painstaking data collection. Specific POKERPAY media tools automate such processes. Teams or players will be able to easily collect, create and submit detailed media reports and transmit them to sponsors within minutes.

These reports allow them to present their rap sheet and potential to the media, as well as any other information they deem appropriate for publishing and creating their own brand.

We will be able to provide access to a huge pool of data coming from our users and external sources: personal, team and tournament statistics, open API, latest news, as well as external sources.

All of this data will be automatically processed to provide high quality global poker research.

This data can be used, for example, to predict player ranks based on past gameplay and progress, automatic matchmaking, or player suggestions for teams- and teams for players.

In addition, AI will advice on improving player performance by analyzing the tactics used in millions of gaming sessions taking place on the platform and related to it.

This information cannot be processed in any other conventional way — only with advanced AI tools, machine learning and data science.



Blockchain

The blockchain technology is used on the POKERPAY platform through smart contracts that ensure the execution of contracts and payments under specified conditions.

Smart contracts protect all agreements from retroactive changes. By using them on POKERPAY, we can guarantee the payment of the promised amounts to players or teams and the fulfillment of all obligations to the tournament organizers and sponsors.

Smart contracts can be verified by all POKERPAY users after we have implemented a test version of the POKERPAY platform. Thus, both players and teams can enter into contracts and establish the terms of their cooperation.

The sports poker industry is an ideal place to integrate with blockchain technology, for example, to track the results of games and the corresponding fulfillment of the terms of smart contracts.

POKERPAY creates a three-factor verification system:

- we use the API from the corresponding game and correlate it with the tournament ID, team ID, and so on
- we further affirm the results of the games via the Oracle Networks;
- we confirm the results with the help of the best specialized poker resources.

Blockchain technology and the use of smart contracts will open new prospects and unite the entire ecosystem under the same roof.

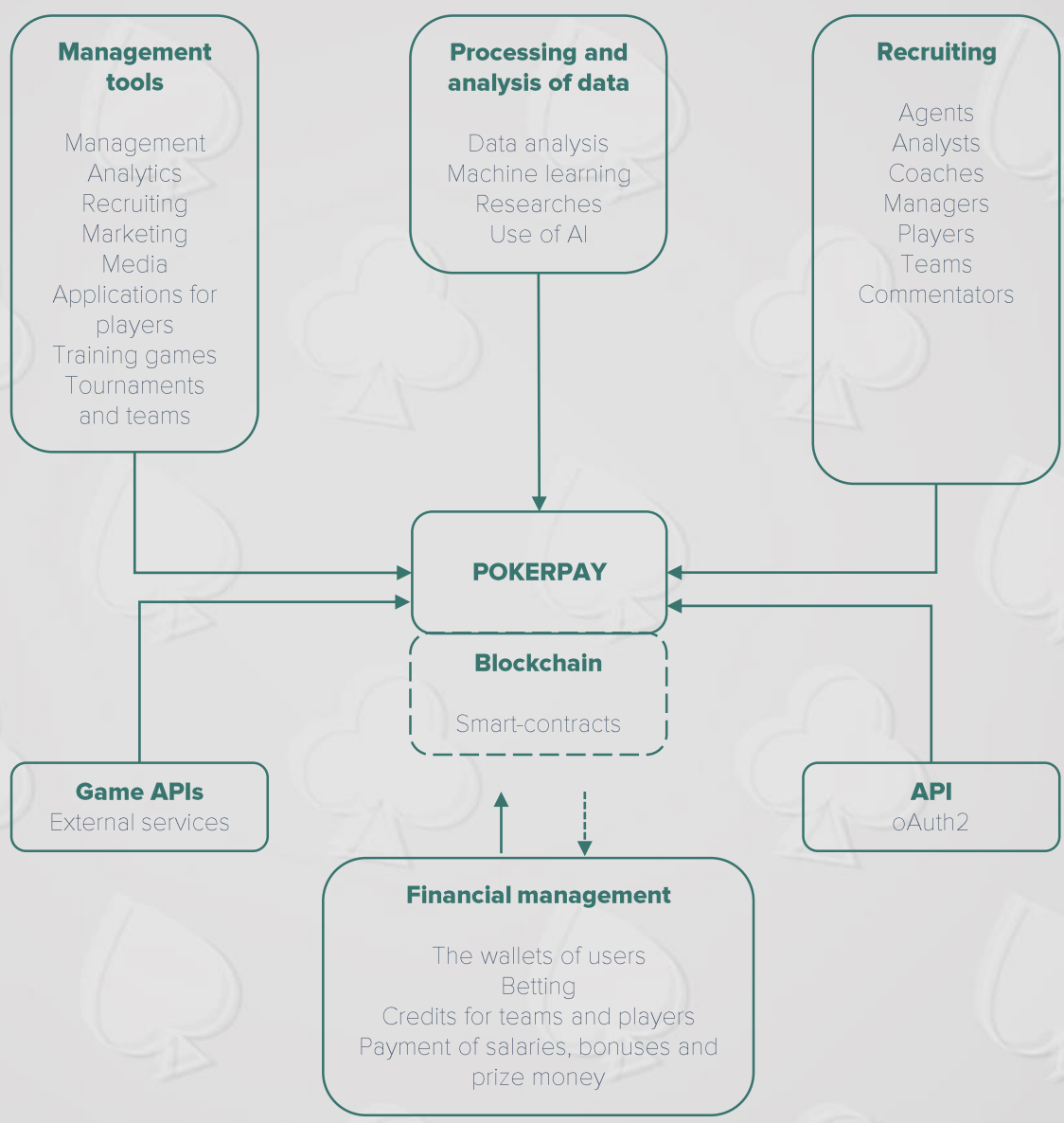
With the support of POKERPAY tokens and the application of smart contracts, the industry will receive the necessary impetus to enable every poker fan to monetize their skills or promote their business.

The platform infrastructure is based on Ethereum ERC-20 smart contracts with the Open Zeppelin framework (using the Solidity).

It works as follows: the external web interface of the platform connects user requests with our services, which, in turn, send a corresponding request to our blockchain system. From there, the blockchain will publish the requested ERC-20 smart contract through the Ethereum network or issue the appropriate payments and refunds through the JSON-RPC mechanism.

We have also implemented an additional mechanism to control who can manage, approve or authorize payments within the network, such as: only the team owner, only the tournament organizer, etc.

Scheme of work on the blockchain



Smart-contracts

All transactions on the platform will require the use of POKERPAY tokens. The use of the token is fully supported by the blockchain network technology and can be used to pay for all obligations of smart contracts, as well as paid and other functions of the platform. All players and teams will have access to the POKERPAY wallet with tokens.

The use of smart contracts will allow each user of the platform to sign contracts and receive compensation for their games, including payment of player compensation — all types of salaries (from the team to the player, from the team to the coach, from the player to the personal coach, etc.).

Player transfers

A safe and transparent transfer market that allows teams to safely buy and sell players by signing a smart contract. This will create a market for player transfers, similar to traditional sports, and increase the market value of the best poker players.

Sponsorship and media right sales

Direct access to the sports poker market, which will allow to enter into contracts with various poker teams not only leading sponsors and media magnates, but also small local sponsors and sponsors of medium size, as well as media representatives. The same applies to amateur and professional teams and players: they get sponsorship opportunities and can sell their media rights that are verified and paid for with POKERPAY tokens.

Advertising agreements

The ease of signing contracts and standstill obligations for both parties will improve advertising opportunities and allow local advertisers to reach poker audiences and teams to get more funds to support their poker activities.

Prize payouts in tournaments

Payouts to teams and players will reach several billion dollars and allow amateur, novice and professional teams to earn a living by competing in poker tournaments.

Teams will be able to enter into contracts with coaches, and team coaches, in turn, can set personal KPIs for each player, and after a certain period of time (for example, a month), each player is automatically checked using smart contracts, and depending on the results, all participants in the process receive their salaries and bonuses. This is equally effective and applies to tournament prize cash payouts with amounts reaching over \$ 100 million per year.

A typical scenario might be: the team participates in the tournament, takes the prize place, after which the prize money is automatically transferred to its account through smart contracts in accordance with the established rules. After that, all players receive their share of the prize pool. In the long run, it will help to develop small tournaments and secure payments for all teams, from beginners to professional. Thus, you can create a unique platform with a payment gateway for players, teams, tournaments and sponsors, as POKERPAY smart contracts can be used without restrictions in all poker spheres.

When a player purchases a premium account, his/her profile is displayed at the top of the search bar and is highlighted for teams looking for a player with similar skills and gaming experience. This player will also receive advanced account analytics and will be able to analyze and improve his/her game more deeply.

Smart contracts protect all the agreements from being changed retroactively. By using them on POKERPAY, we can guarantee the payment of promised amounts to players or teams and the fulfillment of all obligations to the organizers and sponsors of the tournament. Also, smart contracts can be verified by all POKERPAY users. Later, sponsorship agreements and agreements on the sale of media rights will be added, as well as payments of prize money in tournaments.

POKERPAY is in a great position because the sports poker industry is the perfect place to properly integrate blockchain technology. For example, tracking the results of the game and the corresponding fulfillment of the terms of the smart contract.

All of the above tools allow us to create a unique digital sphere for the sports poker industry, which can ensure the security and proper implementation of the blockchain. Blockchain technology and the use of smart contracts in the poker industry will open new prospects and unite the entire ecosystem under one roof. Thanks to the support of POKERPAY tokens and the use of smart contracts, the industry will receive the necessary impetus, which will enable each poker fan to monetize their skills or promote their business.

Because we are dealing with digital sports, the use of advanced (but easy-to-use) technologies is necessary to ensure long-term growth and success in general. Without the use of blockchain technology and smart contracts, the current sports poker industry will be stagnating.

We believe that blockchain technology is the key to unlocking the promise of sports poker.

POKERPAY firmly believes that the lack of an all-in-one platform with a full set of tools to start a poker career is an important issue for more than a billion community of players around the world.

The audience of players is waiting for a simple and effective solution that will solve the problems of creating teams and communities of players with the same level of skill with minimal costs.

The solutions that are offered today are too expensive, and their implementation takes up to several weeks.

PokerPay works in the same way as leading companies in other areas, such as LinkedIn and IMDB, which unite organizations and communities.

Unlike any other existing poker platform, we do not develop games. Our main goal is to collect all the information in one place, which will give users the opportunity to search for players, create teams, manage them with the help of various tools, look for sponsors, sell media, receive payments for prize funds and compensation for games, as well as earn more from other numerous monetization options.

It is almost impossible to compare POKERPAY in standard conditions with any other platform, as none of them currently offers all of the above features to poker fans.

Advantages of technology

POKERPAY combines the most advanced blockchain technologies. The advantage of a full-fledged ecosystem is that all processes are connected to a stable network, and are suitable for solving any, including large-scale tasks.

We integrate developments, companies and business assets into a single blockchain ecosystem, which makes the business really efficient, transparent and reliable.

Provably fair games on the blockchain.

All rights to the games belong to their creators. Ownership of virtual game assets is guaranteed and confirmed in the blockchain.

A complete set of tools for creating games on the blockchain.

Blockchain security and protection of user accounts and in-game property.

Game client and POKERPAY Wallet compatibility.

The integration of the game algorithms in the blockchain. Full management of own funds from the sale of gaming assets.

Platform services

The services API provides a common way to define the functions of interaction with the blockchain and provides them through a simple API that allows service developers to create service contracts, pay for contracts, get the results of contracts execution.

The platform provides infinite scalability and reliability of a distributed database using the latest encryption and data validation technologies.

Easy and fast deployment of decentralized applications on child chains, without waiting and loading the main blockchain.

POKERPAY services help your BUSINESS to move forward: they include guides and resources to implement certain user scenarios that will allow you not to waste time, but to focus on your work.

The platform provides everything necessary for the development of game projects- from the possibility of rapid design to stable support of the finished product to maximize profits throughout the life cycle of the game.

Technological advantages of the platform:

- Reliable blockchain with high speed
- Game APIs
- Hardware wallet support
- Built-in trading platform
- Built-in game servers
- Betting system
- Tournaments
- Global game client
- Open source

Our advantages

Availability.

You will be able to purchase project tokens regardless of where in the world you are. Thanks to the technology of smart contracts, your deposits and withdrawals to the e-wallet will be carried out within a few seconds.

Transparency.

The random number generator (RNG) is the basis of any poker room. We use modern technology that provides absolutely random shuffling of cards, and hence the honesty of the game. Since the RNG operates on a blockchain basis, all users are guaranteed absolute transparency of the process.

Privacy.

We use smart contracts that ensure the anonymity and security of token holders.

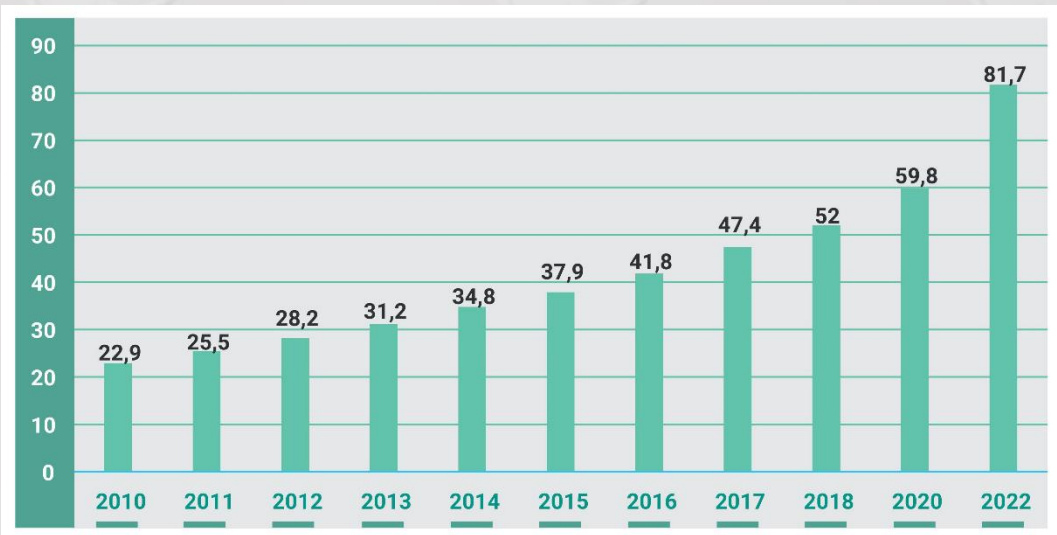
Fair play.

Fair play and fraud prevention system. We will monitor all users' actions, as well as promptly respond to their signals. This way we can calculate and eliminate unfair play in all forms.

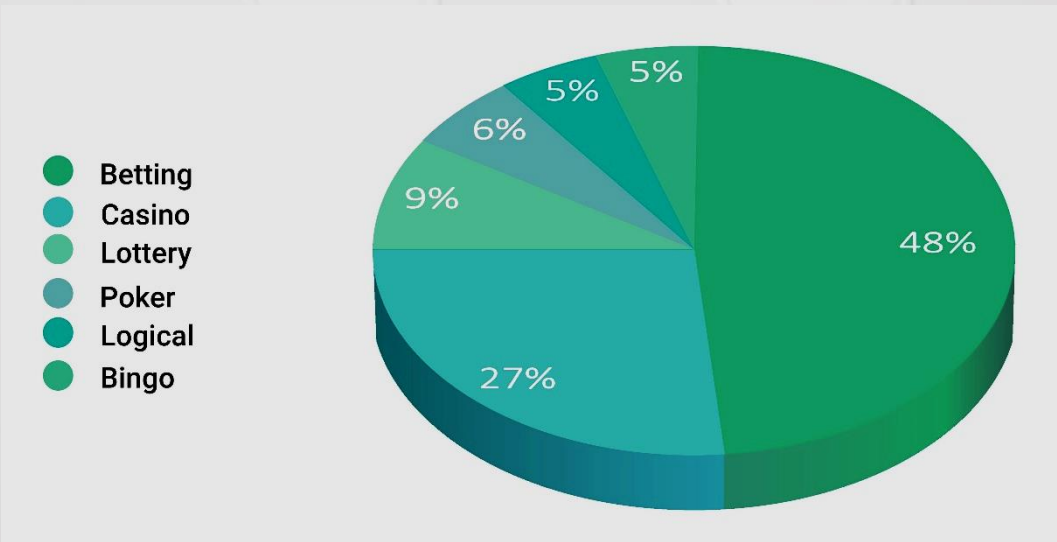
Market potential

The gambling market is growing from year to year. At the beginning of 2017, the gambling market amounted to \$ 360 billion, including \$ 44.16 billion in online games. According to H2 Gambling Capital, the market share of online games will continue to grow, capturing most of the offline market

Growth of online gambling market (in billions of US dollars)::



Distribution of income from gambling:



We are now on the verge of a breakthrough, as traditional sports have reached their peak, and more and more young people and teenagers are actively playing poker as their main pastime. Many people believe that the championship titles of sports poker will soon be officially included in the Olympic games. The Olympic dream of sports poker is becoming more and more real!

Unfortunately, the development of the sports poker industry is seriously hampered by security problems, fraud in the field of transactions, the lack of a single entry point, limited understanding of the market and the lack of business tools tailored to this niche.

POKERPAY was created to address these issues — the first universal infrastructure platform and payment system in the world of poker! We provide a secure platform for financial transactions, communication and recruitment in the field of sports poker.

Our goal is to provide access to poker and competitions for everyone, and for this we have developed a network that unites the entire ecosystem of sports poker in one place.

As an all-in-one platform, we give hundreds of millions of players, millions of teams, tens of thousands of sponsors, advertisers and tournaments a chance to keep in touch with each other. For the first time in the history of poker, there is a unique opportunity to invest \$50 billion in this economy in a few years.

Business model

The transaction-based business model is aimed at the bulk of players who are interested in building a career in sports poker at a basic level — creating or joining a team, receiving payment for playing in a team and playing in tournaments..

At a more advanced level, teams and players will be able to share sponsorship payments, participate in the player transfer scheme in the market and sell their media rights. All these operations require the use of smart contracts.

These operations provide POKERPAY with a constant flow of commission and commission income (2-5% per transaction). According to this model, the estimated net profit in 3 years (with a gross income of 20-50 times more) will be more than \$100 million.

Other Commission-based monetization options will also be provided, including an expanded set of one-time payments (personal trainers, agencies, etc.).

The company plans to launch one-time payments in the second quarter of 2019. Also during 2019, all monetization will be done through big data analysis, research, crowdfunding and other one-time services (marketing, media tools, etc.).

All these services can only be paid for with POKERPAY tokens.

Potential market for online poker

Potential global gross income from online poker - 5 billion USD, including:



Compensation and player transfers - 2.0 billion USD



Prize funds in tournaments-1.5 billion USD



Advertising, sponsorship and media rights-1.5 billion USD

Source of income

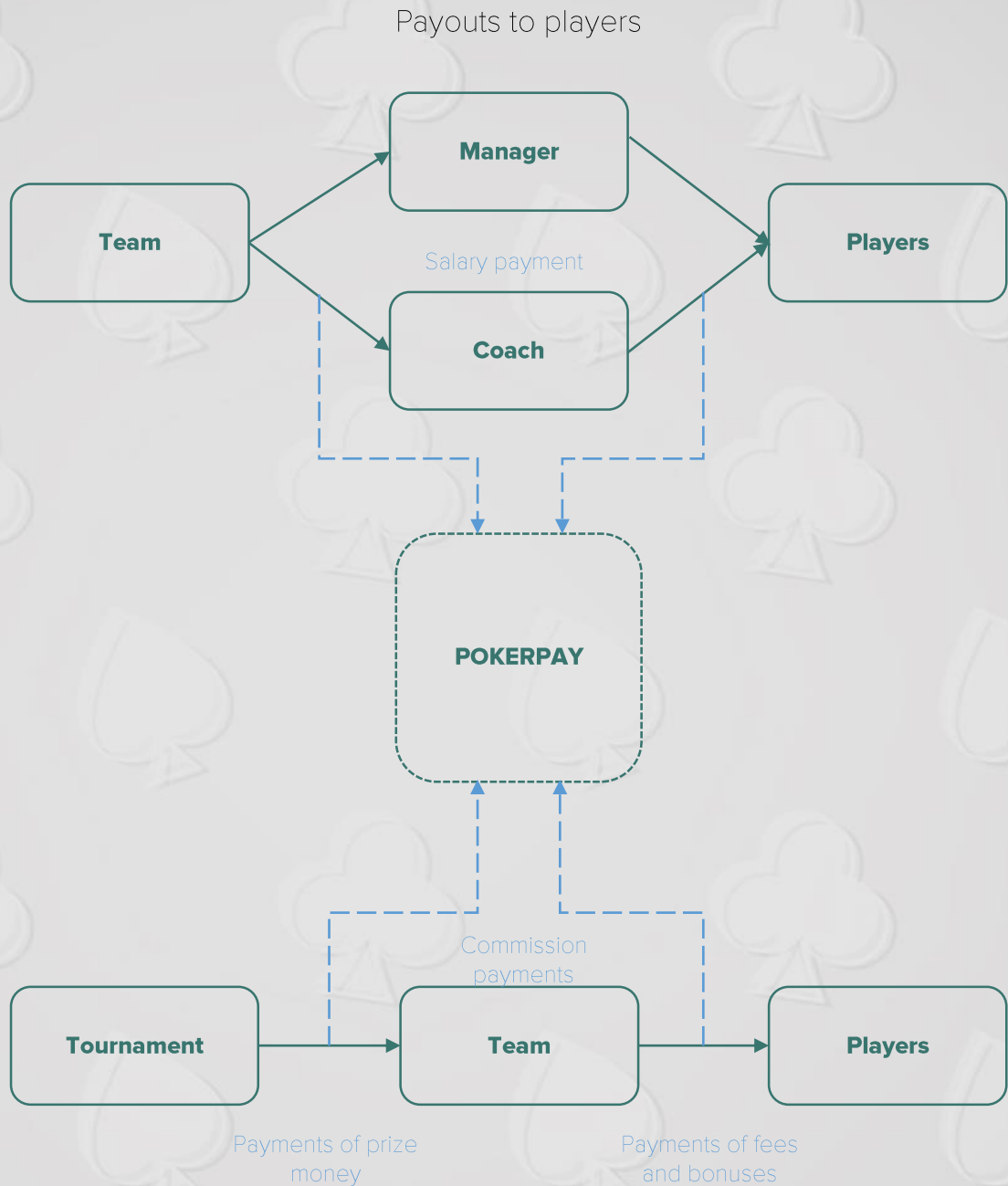
Transaction fee-2-5%

Transaction income for 3 years-more than \$100 million..

Transaction types:

- Player Salaries and Bonuses
- Sponsorship payments
- Prize fund payouts
- Market fees from players
- Sale of media rights

Examples of monetization



Financial forecast

Indicators	1 year	2 year	3 year
Revenue			
Registered users, million people.	1,0	5,0	15,0
Turnover, million \$	250	750	1150
Net income, million \$	12,5	37,5	57,5
Expenses			
Platform development, million \$	6,0	4,0	4,0
Equipment, million \$	4,0	2,0	2,0
IT and infrastructure, million \$	1,0	1,0	1,0
Marketing, million \$	5,0	5,0	5,0
Staff, million \$	2,0	2,0	2,0
Administrative, million \$	2,0	2,0	2,0
Total expenses, million \$	20,0	16,0	16,0
Operating profit, million \$	-7,5	21,5	41,5

Market entry strategy



Stage 1 (January-May 2019)

- Launch of smart contracts and test blockchain network
- The withdrawal of token to the cryptocurrency exchanges
- Run a series of open tournaments
- Attracting 200 thousand users



Stage 2 (December 2019)

- The launch of the payment system and wallet
- Launching an active marketing campaign
- The launch of the sponsorship and affiliate programs
- Attracting 1 million users



Stage 3 (January-May 2020)

- Running analysts and management teams
- Launch of advertising platform
- Launch of the betting system
- Smart contracts for player transfer
- Attracting 5 million users

Token model

To Finance the development of the platform and the introduction of the POKERPAY token into circulation, as well as the formation of prize funds and a financial reserve to guarantee any payment of winnings to the player, the POKERPAY team decided to conduct a Token Sale.

During the Token Sale, POKERPAY tokens will be sold, which will be used by market participants for mutual settlements, i.e. circulation within the ecosystem.

Tokens can be used to pay for services on the POKERPAY platform, trade on exchanges, as well as to pay for services of third parties or exchange for tokens of other platforms.

The ERC20 token standard is used to sell POKERPAY tokens. Issuing tokens will occur 30 days after the end of sales. Tokens will be transferred to the wallets of the platform users.

The date of registration of POKERPAY tokens on the stock exchanges will be announced later. The list of stock exchanges where the POKERPAY token will be presented will be announced later.

POKERPAY complies with standard policy procedures on money-laundering (AML) policy and customer identification (KYC).



Token functionality

POKERPAY token is the only intra-platform currency of POKERPAY platform. Each transaction on the platform will require the use of POKERPAY tokens.

Payment of all obligations under smart contracts:

- Compensations for players
- Players
- Sponsorship and sale of media rights
- Advertising agreements

Platform features:

- Premium account
- Researches
- Confirmed rank
- One-time services
- Purchase software, hardware and more.



Why buy tokens?

Limited time offer.

POKERPAY's smart contract on a decentralized blockchain protocol ensures that only a certain number of POKERPAY tokens will be issued during the ICO. There will be no additional token issues after the ICO.

Accordance with the regulations

We have received professional advice from the best lawyers specializing in cryptocurrencies. POKERPAY token is not a security. This means a quick listing on the exchanges after the ICO.

The constant demand for the tokens

POKERPAY tokens are required for use within the platform, but their number in circulation will constantly decrease as tokens are used as "fuel" for all operations on the platform, and a small amount of tokens "burn" for each transaction. However, at the same time, the number of operators on our platform, as well as the total number of players using POKERPAY tokens, will grow exponentially. This ensures a constant increase in demand for POKERPAY tokens.

Technical perfection

The high quality and security of the smart contract were confirmed by a technical audit conducted by the best specialists in the field of blockchain security.



Ways of monetization for participants

The POKERPAY platform offers several monetization options.

Premium account

Various options to enhance user experience

Paid service

One-time services such as «Boost profile in search \ results»

Verification and validation of the rating

Officially confirmed rating

Data analysis and research

The company will acquire various research and consumer behavior analytics.

Salaries and bonuses

All kinds of salaries (players, coach)

Sponsorship

Attracting sponsorship contracts

Sale of media rights

Payments under contracts through the platform

Prize fund payouts

Payouts to players and teams on the results of the competition

Player transfers

Reliable and transparent transfer market

ICO

We put into circulation POKERPAY or PP tokens which will be considered the official currency of POKERPAY. The market will 800.000.000 PP tokens.

Among the members of the community in the process of ICO, which will be held in three phases, will be distributed 65% of the total number of tokens - 520.000.000 tokens

Tokens	PP
Total number of tokens:	800.000.000
Total number of tokens for sale:	520.000.000
Soft Cap	8 млн. USD
Hard Cap	52 млн. USD
Token exchange rate	1 PP = 0,1 USD
Additional issue	Impossible
Sale token start date	01.01.2019
Sale token finish date	28.02.2019
Payment method	BTC, ETH, LTC, BCC, USD
Minimum purchase amount	No

If the project does not collect the minimum amount (Soft Cap) in the amount of 8 million USD, all the money will be returned to the participants of the token sale.

ICO stages

Pre-ICO	ICO stages 1	ICO stages 2
Bonus	Bonus	Bonus
30%	15%	5%
Price	Price	Price
1 PP = \$0,1	1 PP = \$0,1	1 PP = \$0,1
Sales volume	Sales volume	Sales volume
150.000.000 PP	185.000.000 PP	185.000.000 PP

How to purchase PP tokens

You can buy POKERPAY tokens for some cryptocurrencies or us dollars at any stage of the ICO project or later on the exchange.

List of wallets that support Ethereum tokens (ERC-20):

- MyEtherWallet
- MetaMask (Firefox и Chrome аддон)
- Mist (PC)
- Parity (PC)
- imToken (iPhone)
- imToken (Android)

Attention: operation with PP tokens will be implemented only after the closure of the ICO. They can't be transmitted until that time.

Each transaction on the PokerPay platform is made using POKERPAY tokens . The use of tokens is fully supported by blockchain technology and can be used to pay for all obligations under smart contracts, as well as using paid platform functions and other functions.

A limited time period will be set for the purchase of POKERPAY tokens — sales stages № 1 and № 2, after which it will be impossible to purchase tokens.

For more information about purchasing tokens:

TTokens may be used on the POKERPAY platform by third-party services and other platforms at THEIR own risk and discretion.

In the process of selling tokens, POKERPAY is guided by the ERC20 Ethereum Standard.

Issue of tokens-within 30 days after the end of the 2nd stage of sales and their subsequent placement in the wallets of users within the platform.

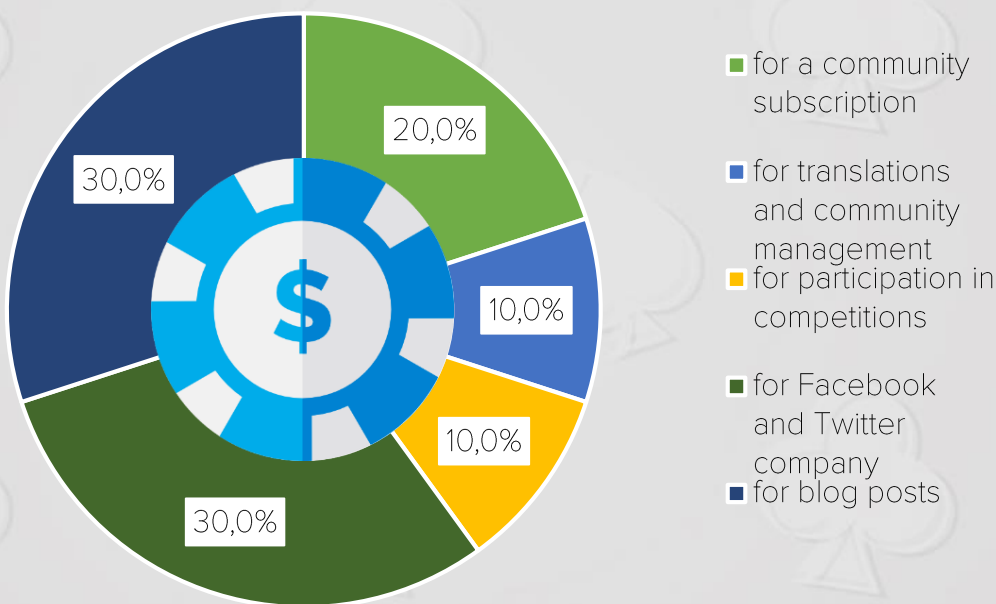
The POKERPAY token will appear on cryptocurrency exchanges within 45 days after the completion of the 2nd stage of sales. When selling, the standard rules of the KYC (Know your customer) and AML (Anti money laundering) principles will be applied.

POKERPAY token issuance is limited to 1 and 2 sales stages. POKERPAY issues the number of tokens corresponding to the amount of invested funds. Issue of POKERPAY tokens will be discontinued after 1 and 2 stages of sales.

Bounty program

We offer attractive conditions for active users who help in the development of our project. In any of these options, bonus tokens are provided for participation in the bounty program of the project. Detailed conditions for the distribution of remuneration for the bounty program are on the official website of the project.

To participate in the Bounty program and receive free POKERPAY tokens, each participant must fulfill any of the conditions specified in the program. The program provides for the payment of remuneration for different types of activity:



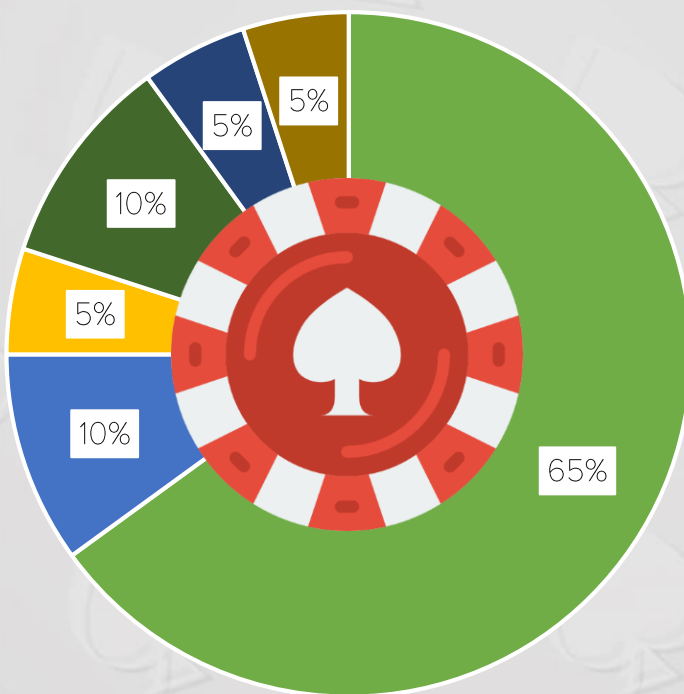
Members of the subscription campaign will also receive a reward throughout the promotional campaign.

At the end of the campaign, the number of POKERPAY tokens for each participant will be calculated individually.

Token Sale Distribution

The distribution of POKERPAY tokens is carried out in the same way and is divided into token sales, bonuses for teams and tournament organizers, teams and early investors, reserve fund, compensation for the company's Advisory Board and partners, and the bounty program:

- 65% - token sale
- 10% - bonus for professional teams and tournament organization
- 5% - project team and early investors
- 10% - reserve fund
- 5% - consultants and partners
- 5% - bounty program

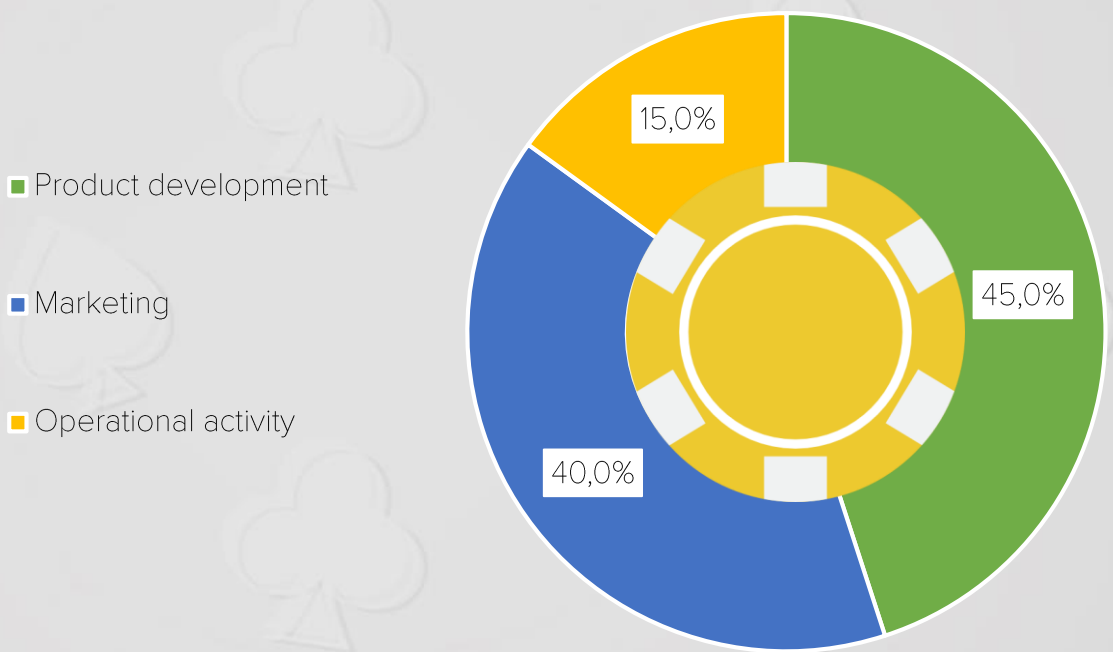


- Token sale
- Bonus for professional teams and tournament organization
- Project team and early investors
- Reserve fund
- Consultants and partners
- Bounty program

Allocation of Funds

The POKERPAY team guarantees a transparent and clear scheme of using the raised funds, which will be used for product development, operational and administrative costs and marketing and promotion costs:

- 45% - product development
- 40% - marketing
- 15% - operational activity



Дорожная карта



December 2017

Elaboration of the idea, development of the project concept.

March 2018

The formation of the project team.

June 2018

The beginning of the development, team extension.

November 2018

Preparation for the token sale, development of regulatory documents.

February 2019

ICO announcement, launch of marketing company.

March 2019

The launch of the Pre-ICO and the beginning of the 1st stage of the Token Sale.
Obtaining the required licenses.

April 2019

The launch of the 2nd stage of the Token Sale.
Partnership with other blockchain projects.

May 2019

The withdrawal of the token to the cryptocurrency exchange, development of the wallet, the launching of the tournaments.

June 2019

Launch of the test version of the platform, smart contracts and blockchain network, release of the payment system.

July 2019

The release of the beta version of the platform.



Our team

POKERPAY team is created by leading professionals and experienced developers. We are constantly growing and evolving to meet the expectations of the sports poker community and to create a unique all-in-one platform for competing players around the world.



Kryukov Mikhail

Project manager

President of the Moscow regional chess Federation, international referee, honorary sports judge of Russia.

Over the years, as the head of chess in the Moscow region, he organized dozens of different tournaments, the participants of which were well-known today grandmasters and international masters. In his native Serpukhov he held the finals of the Cup of Russia.

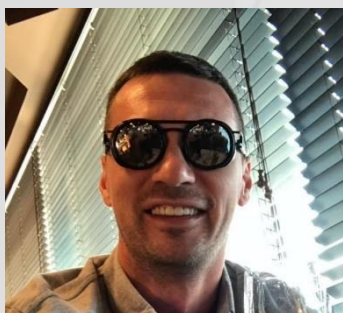


Afanasyev Igor

Operations Director (COO)

In poker since 2000, he started as a dealer and created his own series. For several years he worked as a Cash Management Director of The Russian Poker Tour series, as well as a Curator of the UPS series. Currently he is the organizer of the IPS project

Advisers



Milevsky Artem

Consultant

Professional athlete, crypto enthusiast. Top scorer of the Ukrainian championship: 2009/2010. Ukrainian Footballer of the Year - 2008, 2009. Winner of the Golden ball of Ukraine - 2009. Champion Of Ukraine (3): 2003/04, 2006/07, 2008/09



Tolstygina Alexandra

ICO consultant

Managing partner of AIK «TCIFRA». Specialization - ICO consulting, monetization of Internet projects and business planning, financial planning and evaluation of investment projects.

Disclaimer

The Company's Token sale whitepaper and the documents attached thereto or associated herewith contain forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements, including, without limitation, statements regarding anticipated use of proceeds from the Token sale, are based on current expectations, estimates and projections about our industry, Company management's beliefs, and assumptions made by Company management. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," and variations of such words and similar expressions are intended to identify such forward-looking statements.

These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict; therefore, actual results may differ materially from those expressed or forecasted in any forward-looking statements due to a variety of factors, including, without limitation, our ability to meet the minimum Token sale amount, if any, unanticipated costs and expenses related to the Token sale, changes in Company's financial condition or business strategy that impact the use of proceeds from the Token sale, and other factors.

The risks and uncertainties include those noted in "Risk Factors" above. Undue reliance should not be placed on the forward-looking statements in this whitepaper or any associated materials, which are based on information available to us on the date hereof. We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent that we are required to do so by law.

In cases when the tokens offered for sale to act as securities in accordance with the Securities Act of 1933, they are intended for sale only outside the United States to persons who are not citizens of the United States of America, permanent and temporarily residing, and not in the territory of the United States of America, in accordance with the provisions of Regulation S of the Securities Act of 1933 in the corresponding edition.

These tokens will not be registered under the Securities Act 1933 and accordingly may not be offered or sold in the United States without registration or available exemption from the registration requirements, and buyers should not assume that they will be able to resell their tokens. Neither the securities and exchange Commission nor any other governmental authority has issued a judgment or given its consent to the issue of tokens, the terms of the token sale, or the accuracy or completeness of any related materials.

Buying tokens involves risks, and purchasers should be able to bear the loss of their entire purchase. all purchasers should make their own determination of whether or not to make any purchase, based on their own independent evaluation and analysis.

Contacts



POKERPAY

