



**moonbet**

# MOONBET WHITEPAPER

The World's First Community Driven,  
Decentralized iGaming Ecosystem

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## DISCLAIMER OF LIABILITY

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## EXECUTIVE SUMMARY

*Moonbet is a blockchain-powered, decentralized iGaming ecosystem that offers the benefits of owning a casino, sportsbook, and eSports platform to everybody.*

*Through the MBET token based on the Binance Smart Chain, Moonbet allows holders to receive profits from our premium Moonbet Sportsbook and Casino on a regular basis through airdrops, while also having input on the direction of the project.*

*Our three-phase decentralization plan will end in the development a fully-decentralized iGaming and eSports platform for users to enjoy, while the Moonbet community shares in the rewards.*

As reliance on technology continues to spread around the world, the online gambling industry (iGaming) is one of the sectors that has the most room to grow. It is asserted that the global online iGaming market size was valued at roughly \$53.7 billion as of 2019 and is anticipated to grow at a compound annual growth rate of 11.5% between 2020 - 2025. Especially true in emerging markets such as Africa, Asia, and Latin America (LATAM), traditional gaming is being replaced by mobile betting for everything from sports to blackjack to slots.

At the same time, the world of blockchain technology is rapidly offering new opportunities to disrupt traditional industries. Through decentralized blockchain technology, Moonbet will offer players an iGaming experience based on provably fair gaming, which allows them to ensure that every bet placed is done so without any additional advantage to the house.

Available for betting with a variety of cryptocurrencies, with more being added at all times, the Moonbet ecosystem will be the largest and most comprehensive iGaming platform based on the blockchain.

Most importantly, our experienced and professional team will use the same proven principles for successful iGaming ventures to have Moonbet competing not only for top spot in blockchain-based gaming, but in the entire iGaming industry.

## MOONBET - INTRODUCTION

Moonbet is the world's first community-driven decentralized iGaming platform. Ultimately, it allows the users to own the casinos, sportsbook, and eSports platform to its whole community through decentralized gaming.

The Moonbet concept breaks the myth that casinos are only for billionaires. Every member of the Moonbet ecosystem can own casinos and sportsbooks simply by holding the MBET token.

### THE MBET TOKEN

MBET is the native token of Moonbet built on the Binance Smart Chain and allows token holders to gain a significant privilege: the share of profits from the platform's Casino and Sportsbook.

Backed up by the Binance Smart Chain, with BEP-20 standard tokens, the network commits to offer swift transactions, low commission fees, enhanced security, non-custodial betting and dividend sharing.

To provide holders with rewards, 50% of all profits from the casino will be distributed among the holders of the token. To provide players with an unmatched experience, the other 50% will be reinvested into the project for development, game offerings, marketing, bonuses, and anything else that will propel us to the top of iGaming.

Furthermore, the Moonbet community will benefit from shared governance to guide the future of the Moonbet project. Our leadership team and advisors will create possibilities, however through community voting, we will decide the path of Moonbet as a group.

## MISSION

Being the world's first community-driven decentralized iGaming platform, our mission includes,

- A unique method to bring ownership of a world-class online sportsbook, casino, and eSports platform to the entire world.
- To allow everyone in the Moonbet community to generate a passive income through the distributed profits of the platform.
- To deliver an unmatched iGaming experience to the players around the globe.

## VISION

- As a community-driven platform, Moonbet will:
- Change the world of iGaming by building a worldwide community that can organically promote the Moonbet brand.
- Use dynamic blockchain technology to offer fairness, transparency, and security that traditional online sportsbooks and casinos cannot.
- Finalize in the world's first fully-decentralized iGaming solution, which includes all elements such as data feeds, game development, payment processing, and more, completely within the Moonbet ecosystem.

# PROBLEMS EXISTING IN THE IGAMING INDUSTRY

Although the iGaming industry has been wildly successful over the past two decades, inherent shortcomings remain. By addressing these shortcomings using emerging blockchain technology, we can both optimize the player experience and maximize profitability for our iGaming platform.

## Lack of Transparency

One of the biggest challenges in the iGaming industry is the transparent nature. The lack of transparency would make it difficult for players to understand and trust the process happening all over the platform. Although sportsbooks and casinos are licensed and regulated, the average player is unaware that certain practices tilt the odds in the favour of the house significantly, penalizing them for the winnings of other players.

## Manipulation of Data

Secondly, altering data is considered to be another flaw in the sector. Being an online gaming platform, the chances for manipulating the data are very high. This nefarious activity of altering, modifying, or tweaking of valuable data widely diminishes the trust among the players and can lead to them exiting the platform.

## Lack of Trust

The participants enter the platform to get entertained and earn profits. However, with new iGaming businesses enter the market constantly, it is difficult for players to know where to put their trust. Even with licenses and regulations, there are always concerns about where players are sending their funds, if they will be able to withdraw, and the fairness of the bets they are making.

## Payment Constraints

The flow of capital is vital in the online iGaming platform. All their betting in casinos or sportsbooks involves some sort of capital. So the payment methods are mostly restricted to some common modes such as bank transfer, credit or debit cards. Not all players will be comfortable with such constrained payment methods, especially as certain traditional financial providers block access to iGaming platforms.

## Emerging Market Barriers

As 3G and 4G internet connectivity spreads further and the costs of smartphones are reduced, emerging markets are quickly becoming a major target for iGaming providers. Africa has seen an explosion of online sports betting, with South Africa alone becoming a \$2.5 billion annual market, having an estimated 50% of the population betting regularly on sports.

However, emerging markets also have a low percentage of population with traditional bank accounts. Africa, Asia, and LATAM studies show that citizens are 200% less likely to have a traditional bank account. Without access to bank accounts, it is extremely difficult for them to enter into iGaming.

## Acquiring Players

The average cost-per-acquisition (CPA) in iGaming is between \$50 and \$100, depending on platform and region. More complicated is the fact that many markets have strict regulations surrounding iGaming advertising, making it more difficult and costly to reach potential users. Traditional iGaming is limited in how they can advertise, as well as in their marketing budgets.

## User Experience

The on boarding process for traditional iGaming can be exhausting, leading to players simply abandoning their journey. This raises the CPA and leads to millions of dollars in lost potential revenue.





## SOLUTIONS THAT MOONBET OFFERS

In order to put an end to all aforementioned issues, one concept comes to the mind - Blockchain Technology. This emerging technology has been used to solve similar issues in the banking sector (Decentralized Finance), secure payments (Distributed Ledger), and efficient development (Blockchain Platforms).

Here is how Moonbet will leverage blockchain technology and the cryptocurrency community to accomplish our goals.

### Transparent yet Private

One of the prime purposes that Moonbet incorporated blockchain technology in the iGaming platform is to resolve the issue of transparency. The entire process and even the transactions are completely decentralized, which means that players can see the movement of funds, each bet placed, and their results, all through a public ledger.

This aspect of transparency is also protected through the highest levels of privacy and security, keeping players safe at all times.

### Data Immutable

All casino play in the Moonbet ecosystem will use Provably Fair Gaming. This means that players can understand the house edge and instantly verify the fairness of the game they are playing. This builds trust in our product, while also ensuring that there is no manipulation of data or added disadvantage for users.

### Fully Licensed and Regulated

Moonbet will be fully licensed and regulated by the Curacao Gaming Control Board. This ensures that all activities are held to strict guidelines to ensure fairness and integrity. It also means we will be 100% compliant with all Anti-Money Laundering and KYC verifications needed to legally operate in the world's top iGaming markets.

## Reduction and Elimination of Third Parties

By creating a decentralized iGaming platform, we will be drastically reducing the third-party integration from the outset. Currently, there are few necessities that will remain in order to offer a world-class gaming product to users, allowing us to gain traction in the market.

However, the ultimate phase of Moonbet will be the complete elimination of third-party suppliers in order to have a fully-decentralized platform using only our ecosystem.

## Play with a Variety of Cryptocurrencies

We believe that the world of blockchain should be united in growth and projects should support each other.

This is why players can deposit using a variety of top cryptocurrencies for their gaming needs, while also withdrawing them quickly and easily. The best part? As new crypto-communities emerge, we can integrate them into our platform to grow our user base and build cross-platform relationships.

## Community Marketing

There is no arguing that blockchain projects have incredibly loyal and passionate followers. By building a Moonbet community that earns from holding the MBET token, we will benefit from organic referral and word-of-mouth marketing that will significantly reduce player CPA and maximize brand recognition.

## Enhanced User Experience

Moonbet's platform is designed to be inviting, simple, and engaging. New players will love how quickly they can join and place their first bet, while experienced iGamers can take advantage of 1000s of sportsbook options and a provably fair casino, all on their smartphone, tablet, or desktop.

# MARKET STUDY OF IGAMING SECTOR

Since the adoption of iGaming around 1997, the industry has continued to flourish for the past 25 years. Players from around the world are drawn to the ability to place bets on everything from the World Cup to blackjack, all from the comfort of their own home.

According to a report published by Fortune Business Insights entitled title 'Online Gambling Market, 2021 - 2028,' the global market size is anticipated to be \$158.20 billion by 2028 with a CAGR of 11.4%. The market was \$66.72 billion for the year 2020.

As the next generation turns the legal age of iGaming (18 years in most jurisdictions), the market for iGaming will strengthen in upcoming years. Already, 58% of respondents in a study in The Gaming Commission 2020 Young People & Gambling survey carried out by Ipsos MORI had made bets on sporting events with friends before turning 18. This, combined with their enormously-high usage rates of smartphones and other mobile devices indicates that they will have a positive impact on iGaming's future.

## Emerging Markets

### Africa

A study entitled Africa Gaming Market - Growth, Trends, and Forecasts (2020 - 2025) shows that Africa's iGaming industry is set to see a 12% CAGR over the next five years, led by the percentage of population aged 0-24 doubling during that time.

With over 200 million Africans under the age of 35, extensive rollouts of high-speed internet across the continent, and affordable smartphones, the African iGaming market is set to rapidly expand over the next 10 years.

### Latin America

As online gaming becomes more culturally-accepted in LATAM markets, it is estimated that the total market will grow to over \$3.5 billion by 2023. With several nations in this region wary of keeping their money in central banks due to hyperinflation of native currencies, the combination between cryptocurrency and iGaming is ideal.

## Influence of COVID-19 in the Market

The pandemic COVID-19 has exhaustively shaken the world in the aspect of health and the economy. This outbreak made the governments of the majority of the countries to impose rigid lockdowns. Some of the organizations preferred to continue their operations by enabling the work from home option for their employees, while others had left with no options other than to take a huge break. The entertainment services were least bothered as it comes under non-essential services, and people were not permitted to reach the places physically. This is where virtual gambling platforms came into the picture and stood crucial in elevating the online gambling market growth.

The pandemic has opened the gates of virtual gambling platforms and users commenced accepting this approach. According to the report of AlphaBeta Australia, there was a sturdy increase of 67% in online betting in the month of April, 2020 in Australia. While the United Kingdom witnessed a rise of 17.5% in internet-based gambling. Assuredly, COVID-19 has helped the sector to unleash its potential, and definitely, the growth is remarkable.

## Blockchain Innovation: The Future of the iGaming

Blockchain technology and iGaming are the perfect marriage based on fairness, decentralization, and transparency.

By offering Provably Fair Gaming, where players can use the blockchain to view the random fairness of each hand in real-time, they can truly trust in the games they are playing.

Decentralization allows Moonbet to take ownership of a premium sportsbook and casino offering out of the hands of those who can pay billions to build and back it, so that the average person can own a share.

The blockchain also provides pure transparency, where bets placed from each user and deposits/withdrawals of all cryptocurrency wallets are displayed via the public ledger.

# MOONBET ECOSYSTEM

Moonbet is a decentralized community driven iGaming platform that facilitates Moonbet holders to own a casino and sportsbook. Just sitting at the comfort of your home and without even placing bets, you could share the profits. Each time when the bet is placed with Moonbet, the whole community shares the revenue. Through this, every holder has the equal opportunity to become a sportsbook or casino owner.

## The Benefits for MBET Holders

- By owning an MBET token, you exclusively enter the Moonbet community, the world's first decentralized iGaming platform.
- By simply staking the MBET token, you are entitled to 50% of the house profits.
- Further 50% is reinvested in the platform to come up with an unmatched user experience including development, operations, and marketing.
- The community governance permits the token holders to provide suggestions on the future of Moonbet.
- Having a solid base of Binance Smart Chain, it renders swift and secured transactions on the platform.

## The Benefits for Moonbet Sportsbook & Casino Players

- Implementing 'provably fair' blockchain technology in the platform gives a trustful, safe, and reliable ecosystem.
- A chance to be a part of a world-class online sportsbook with thousands of betting choices available, including an eSports betting platform.
- The multifarious payment options enable the user to place a bet with an assorted range of cryptocurrencies including Bitcoins, Ethereum, Binance Coin and more.
- The platform is wholly licensed and standardized by the Curacao Gaming Control Board.

## How Moonbet Works

- **Buy Moonbet Tokens:** The first step is to purchase the MBET tokens and hold them in your wallet.
- **Players Use Moonbet's Sportsbook and Casino:** Players can join Moonbet to bet on sports, in our provably fair casino, and even on eSports matches.
- **Receive Your Profits:** 50% of all profits are distributed among the holders of the token via airdrops, while the other 50% are reinvested to optimize our offerings.
- **Keep Earning:** The tokens can be staked in the Moonbet's wallet to continue earning additional rewards.

## How the Community Earns

**Moonbet's Profit Airdrop Distribution:** Our dividend systems pave the path effectively to earn rewards for both the stakeholders as well as the players.

**Referral:** It is one of the common ways to earn attractive rewards and profits. Refer players to the Moonbet platform, and if the referred player successfully registers and places a bet, you will receive a percentage of the revenue generated from their play.

**Stake MBET Tokens:** By staking MBET tokens in your wallet, you can increase your holdings on a regular basis via our Fixed-Term Staking Program.

# PROFIT AIRDROP DISTRIBUTION MODEL

What sets Moonbet apart from other iGaming operations is that we share profits with our community. Any community member MBET tokens in their wallet will receive regular airdrops via the Binance Smart Chain as a reward for being part of our community.

## Profit Sharing Model

*Gross Gaming Revenue – Operating Expenses = Profits*

Profits will then be divided by 50%.

50% will be distributed via regular airdrops to all holders based on the amount of MBET tokens they hold. These distributions will be in the form of cryptocurrencies which can be distributed through the Binance Smart Chain.

*Note: The distribution of profits will NOT be in the form of MBET tokens.*

We chose not to distribute the profits in the form of MBET tokens in order to allow for the long-term growth of this project. If we solely distribute MBET tokens for profits, then at one moment the token supply will be diminished.

Airdrops will be made in the form of a Stablecoin (Binance USD or other), so that community members can see the true earnings from our platform.

## Long-Term Rewards

By allowing for profit distribution through other cryptocurrencies found on the Binance Smart Chain, we are able to keep rewarding community members in the long-term.

## Airdrop Schedule

By making airdrops often yet unscheduled, holders are rewarded for being part of our community. We will not employ regularly scheduled profit airdrops, as this would encourage entering the Moonbet ecosystem to solely receive profits on certain dates, before exiting with the profit share.

# MBET TOKEN STAKING

In order to ensure that the Moonbet community has the chance to earn before our Sportsbook & Casino is online in August 2021, we have added a staking function.

By staking MBET tokens in their wallet, holders will receive up to 20% Annual Percentage Yield (APY) for locked staking periods ranging from 15 days to 90 days.

As MBET tokens are staked and the balance grows, it also means that community members will receive a greater percentage of the Sportsbook & Casino profits due to their increased holdings.

We are genuinely committed to helping the entire Moonbet Community create a passive income source by being a part of our ecosystem.

Offering staking in addition to the profit distribution provides the entire Moonbet community with an alternative way to be rewarded for holding.

These rewards will keep community members holding MBET tokens for the duration of the project, reducing volatility and adding to the value of the token.



# DECENTRALIZATION

## Building a Decentralized Moonbet Community

In the entire Moonbet ecosystem, no one wallet shall be holding more than 2% of the entire token supply. By implementing ICO caps of \$20,000 USD (in cryptocurrency equivalent), we ensure that MBET tokens will be available for community members of all sizes.

## The Benefit of a Decentralized Community

The more community members there are, the more we are able to leverage organic marketing via social media, referrals, and community-driven marketing initiatives.

As the cost of customer acquisition is a large factor in the success of a new iGaming operation, bringing Moonbet to a global audience will drastically reduce our operating costs.

## Reduction in Volatility

One issue that may concern some community members is the inherent volatility of the cryptocurrency market.

By providing MBET holders with 50% profit sharing and coin staking for rewards, we reduce price volatility by encouraging members to hold their tokens.



# TECHNOLOGY STACK BEHIND MOONBET



## 1. Blockchain Technology:

One of the strongest concepts in Moonbet's ecosystem is blockchain technology. Here is why we use blockchain technology for both the native MBET tokens, as well as in our Sportsbook & Casino:

- It is generally a decentralized immutable ledger that can be accessed only by chosen authorities.
- The authorities can have control on the data and actions that the members can take on the data.
- A blockchain is mostly referred to as trustless systems as no trust is required and it will be secured completely.
- Enhanced transparency, instant traceability, and robust security are the added merits of blockchain.
- It significantly reduces the headaches involved in the process and eradicates the middlemen comprehensively.

All these made Moonbet prefer decentralized technology and yearned to make the best of it for the empowerment of the iGaming experience.

## 2. Binance Smart Chain:

Binance Smart Chain is a one-of-a-kind blockchain network that utilizes smart contract functionality. It is considered to be a parallel network to the Binance chain. Its token standard, BEP-20, is wholly compatible with Ethereum's ERC-20 standards. The network uses a Proof-of-Staked-Authority (PoSA) consensus mechanism where the participants who stake the token show up as validators. Some of the prime features of Binance Smart Chain include,

**Distributed On-Chain Governance:** Proof of Staked Authority (PoSA) will pave a path for a decentralized community to enter. The tokens facilitate both the gas of smart contract operation and staking as well.

**Cross-Chain Functionalities:** It enables efficacious dual chain interaction among the networks, thereby making the decentralized applications perform smoothly and faster.

**EVM-Compatible:** Since the network is built on Ethereum Virtual Machine, it is effortless for a developer to incorporate the project over the Ethereum network. Also, all the Ethereum toolings operate in Binance Smart Chain comparatively faster and at lower fees.

**High Performance:** It is a smart contract-enabled platform that gets processed with a shorter block time. This greatly increases the performance of the network.

**Self-Sovereign Network:** It proffers users with utmost security measures in a way that no data or information can be forged.

## 3. Cryptocurrencies:

With the sturdy emergence of blockchain technology, there arose an ideal concept of digital currencies called cryptocurrencies. Undoubtedly, it revolutionized the entire finance sector, and it served as a great alternative to the traditional fiat currencies. With the skyrocketing trend of Bitcoin, cryptocurrencies have now become a perfect investment for audiences. Backed by a robust decentralized nature, the constructive impact and the efficacious trading practices made it evolve as one of the eminent assets all across the globe. The supreme merits of cryptocurrencies are discussed below.

- The peer-to-peer transactions of cryptocurrencies eliminate the intermediate people, and it doesn't incur any kind of fees such as brokerage fee, commissions, etc.
- It safeguards the privacy of the user and facilitates more confidential transactions. The anonymity of the user is maintained all the time.
- The transaction fees are comparatively less when compared to traditional fiat currency transactions.
- The cross-border transactions could be performed without any complications.
- It provides robust security and encryption techniques to prevent frauds or illegal activities.

# TOKENOMICS OF MBET

## TOKEN DETAILS

|                             |                     |                                  |                   |
|-----------------------------|---------------------|----------------------------------|-------------------|
| TOKEN NAME                  | : Moonbet           | TOKENS FOR PUBLIC ICO SALE       | : 400,000,000,000 |
| TOKEN SYMBOL                | : MBET              | RESERVED TOKENS FOR FUTURE       | : 200,000,000,000 |
| TOKEN TYPE                  | : BEP-20            | TOKENS RESERVED FOR SEED FUNDING | : 10,000,000,000  |
| DECIMAL SUPPORT             | : 18                | RESERVED FOR REFERRALS & BONUS   | : 20,000,000,000  |
| TOTAL TOKEN SUPPLY          | : 1,000,000,000,000 | SOFT CAP                         | : \$500,000       |
| TOKENS RESERVED FOR COMPANY | : 200,000,000,000   | HARD CAP                         | : \$1,000,000     |
|                             |                     | ICO START DATE                   | : JULY 7, 2021    |

## Initial Coin Offering

|                     |                 |
|---------------------|-----------------|
| TOKEN SUPPLY IN ICO | 390,000,000,000 |
|---------------------|-----------------|

## ICO Pre-Sale – July 7

|                              |                |
|------------------------------|----------------|
| NO. OF TOKENS IN ICO PHASE 1 | 50,000,000,000 |
| TOKEN PRICE                  | \$0.000025 USD |

## ICO SECOND PHASE – July 21

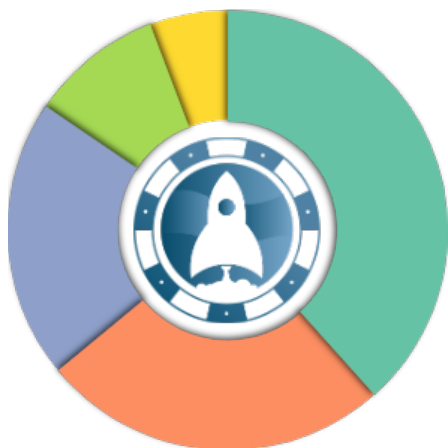
|                              |                 |
|------------------------------|-----------------|
| NO. OF TOKENS IN ICO PHASE 2 | 150,000,000,000 |
| TOKEN PRICE                  | \$0.00005 USD   |

## PUBLIC EXCHANGE - August

|                          |                 |
|--------------------------|-----------------|
| NO. OF TOKENS IN PHASE 3 | 170,000,000,000 |
| TOKEN PRICE              | TBD             |

# TOKEN DISTRIBUTION

Allocation of tokens is crucial in any project. Moonbet has come up with an ideal distribution of tokens among the community to manifest itself as a community-driven decentralized iGaming platform.



**Airdrops - 5%**

**Core Team - 10%**

**Reserved for Future Decentralization Phases -20%**

**Moonbet Community -25%**

**Seed Funding and ICO - 40%**

- **Airdrops - 5%**

To rewards early Moonbet community members with additional tokens.

- **Core Team - 10%**

Each member of the founding team can own up to 2% of the total supply of tokens to ensure that our team is invested in the project for the long-term.

- **Reserved for Future Decentralization Projects - 20%**

- o 5% of tokens are utilized for Decentralization Phase 2
- o 15% of tokens are utilized for Decentralization Phase 3

- **Moonbet Community - 25%**

To help grow our community, these tokens are reserved for holder promotions, strategic partners, influencers, project contributors, and everybody that will make the Moonbet vision a reality.

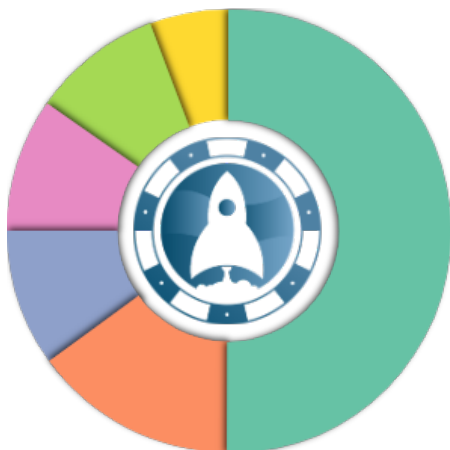
- o 5% for strategic advisors and influencer partnerships
- o 10% in community giveaways, promotions, and organic marketing
- o 10% for staking and community rewards

- **Seed Funding, ICO and Exchanges - 40%**

These tokens are allocated for the seed funding round, the Initial Coin Offering, and to reach exchanges to bring MBET to the world.

# ICO FUNDS ALLOCATION

Below is the list of how we divide the ICO funds to have Moonbet holders earn instantly, while also working to our long-term goal of full decentralization.



**Regulatory and Licensing - 5%**

**Development of MoonBet Sportsbook & Casino - 10%**

**Partnership and Community Growth - 10%**

**Operations & Administration - 10%**

**Capital Reserve - 15%**

**Marketing - 50%**

- Regulatory and Licensing - 5%**  
Covering all expenses related to the iGaming license and regulatory necessities.
- Development of Moonbet Sportsbook & Casino - 10%**  
The ongoing development of our platform to add exciting new features, games, and functions that enhance user experience.
- Partnership and Community Growth - 10%**  
Building partnerships with iGaming, blockchain, eSports, and others through token offerings, leading to their long-term commitment to the project.
- Operations & Administration - 10%**  
This fund is allocated for daily operations, offices, team FTE, servers, and other equipment critical for a successful project.
- Capital Reserve - 15%**  
Capital reserve to back the Moonbet Sportsbook & Casino to ensure regulatory compliance.
- Marketing - 50%**  
All advertising necessary to promote both the MBET token and the Moonbet Sportsbook & Casino.

# ROADMAP

Below is the list of how we divide the ICO funds to have Moonbet holders earn instantly, while also working to our long-term goal of full decentralization.

## Decentralization Phase One

### Q4 2020

- Moonbet Concept Creation
- Strategic Gaming Partnerships
- Strategic Marketing Plan

1

### Q2 2021

- Partnership with Blockchain App Factory
- License from Curacao Gaming Control Board
- MBET Token Development
- Partnership with Lion Gaming
- Seed Funding Round

2

3

### Q4 2021

- Strategic Sporting Partnerships
- Inclusion of Various Languages
- NFT Integrations for Bet Certification

4

5

### Q1 2021

- Development of Moonbet's Token - MBET
- Moonbet Sportsbook and Casino Sitemap
- ICO Preparations

### Q3 2021

- Pre-ICO Sale, ICO and Public Token Sale
- Launch of Moonbet Sportsbook & Casino
- MBET Token Holder Rewards
- MBET Staking Pools
- eSports Betting Integration

## Decentralization Phase Two

### Q2 2022

- Moonbet Blockchain Launch
- Moonbet Exchange for Fiat-to-Crypto
- Native Casino Game Development

6

## Decentralization Phase Three

### Q2 2023

- Moonbet Sports Data Feed
- Moonbet Payment Processing
- Entire decentralized Sportsbook, Casino and eSports gaming platform with all elements found completely within the Moonbet ecosystem

7

# MOONBET SPORTSBOOK AND CASINO

Our premium iGaming platform will offer everything needed to drive player acquisition and deliver an exceptional experience that will optimize Gross Gaming Revenues.

## **Blockchain-Based Platform**

Our iGaming platform will be run entirely on the blockchain, allowing players to deposit, play with, and withdraw a wide range of cryptocurrencies.

The Moonbet Sportsbook & Casino will accept Bitcoin, Ethereum, and Litecoin initially, and will be adding more tokens each month to integrate other cryptocurrency communities into our ecosystem.

Once the cryptocurrencies are deposited, they will be converted into a usable USD equivalent that allows players to quickly and easily understand their betting value.

## **Sportsbook**

The Moonbet Sportsbook will initially include data feeds from the world's largest provider, allowing players to bet on 30+ sports across 100+ countries.

Players will be able to bet on up to hundred of markets per game depending on the sport, as well as live in-play betting.

Players will benefit from a wide range of bonuses, promotions, and other marketing initiatives that maximize retention and minimize the cost-of-acquisition.



## Provably Fair Casino

As a blockchain-based casino, we will offer players Provably Fair gaming.

This means that each hand, spin, or game can be verified to be 100% fairly run by clicking the 'Verify' button found at the top of the page.

By providing Provably Fair gaming, we offer players the highest level of trust and transparency, giving them the confidence to continue to play with Moonbet.

This offers a direct competitive advantage over traditional iGaming platforms, where players may be reluctant to play casino games because they do not trust the operator.

## Casino Games

There will be six games included in the initial launch of the Moonbet Casino:

- Blackjack
- Roulette
- Dice
- Video Poker
- Hi-Lo
- Crash

## eSports Betting Platform

According to a study by Eilers and Krejci, there are currently 6.5 million players wagering on eSports matches around the world, bringing the market value to over \$8 billion in 2020.

Boosted by the lack of sports during the global pandemic, players aged 18-25 are extremely drawn to betting on CS:GO, League of Legends, DOTA 2, and other popular games.

The Moonbet Sportsbook & Casino will feature a comprehensive eSports betting platform where players can wager pre-match and live on the top matches across the world.

The eSports market also provides an exceptional opportunity for crossover promotion, as there are many blockchain projects involved in the eSports space.

## Player Acquisition

We will use proven iGaming marketing strategies to acquire new players, allowing us to efficiently use marketing funds and optimize ROI.

**Welcome Bonus** – New players will receive Welcome Bonuses on their first deposit that will be a driving force in allowing them to enter our ecosystem.

**Referral Marketing** – Players will receive additional funds by referring other players using a unique referral code.

**Affiliate Marketing** – By connecting with major affiliate brands such as ‘Top Casino lists’, prediction websites, and online influencers, we reduce the upfront CPA through a Revenue Sharing model.

**Community Marketing** – Building a strong community allows us to leverage our branding in the cryptocurrency world and translate it into the Moonbet Sportsbook and Casino.

Community members will receive rewards based on their organic marketing contributions as outlined in our Token Distribution section (10% for community giveaways and promotions).

Organic marketing via social media accounts such as Twitter, Instagram, TikTok, and other channels not only drastically reduces our need for paid advertising, but such campaigns allow us to circumvent strict gambling-related marketing laws in major markets.



# THE CORE TEAM



## Jason Poprawa

*Founder and CEO*

- Certificate in Sportsbook Management
- Certificate in iGaming Marketing

Jason has over 10 years of experience in the iGaming industry, having served as the Sportsbook and Casino operations manager for a startup. He blends his passion for iGaming with six years of investing and marketing experience in blockchain technology to bring the Moonbet concept to life.



## Juan Porta

*Chief Technology Officer*

- Backend and Database Specialist
- Manager for Top IT Consulting Firm

Born with a passion for all things technology, Juan is able to bring his ability to master any technical development to the blockchain world. Having managed IT teams for top consultation firms, he is now the backbone of the Moonbet ecosystem. Best of all, he does it while having a permanent smile on his face.



## Francisco Bengoechea

*Chief Operating Officer*

- Bachelor of Technical Engineering
- Former Professional Cyclist

Fran is a serial entrepreneur that has run successful business in his native Argentina and Spain. With a history of connecting with top business minds, influencers, and communities in the blockchain space, the Moonbet community will thrive under his creativity.



## Diego Almuiña

*Head of Development and Design*

- Telecommunications Engineering Specialist
- Masters Degree in App Development

With over 10 years of experience in web and app development, Diego has led projects for the biggest consulting company in Spain. A user experience guru, he will ensure that Moonbet's ecosystem delivers an unmatched player experience.



### **Victor Bondaruk**

*Senior Developer*

- Experienced Programming Analyst
- Development Project Manager

A lover of computer analysis, projection and development, Victor has led intricate projects for corporations including Nissan, Neuroline and GlobalPay. He is always pushing the boundaries to integrate cutting-edge technology into any ecosystem.



### **John Citro**

*Director of Marketing*

- Over 10 Years in Project Management
- Created & Managed Multiple High Stakes Fantasy Sports Leagues

John's ability to lead and manage teams has driven the success of operations across multiple industries. His player acquisition and retention abilities, as well as branding experience, will ensure Moonbet's rapid growth.



### **Constanza Carbonell**

*Community and Social Media Manager*

- Multimedia, Photography and Videography Specialist
- Certified in Social Media Management & Paid Advertising

Constanza offers expertise in everything needed to help the Moonbet community thrive. From directing documentaries to heading campaigns for sporting events with world class teams including Atletico Madrid and RCD Espanyol, she is the perfect person to bring Moonbet to the world.



### **Michael Stefancic**

*Business Strategy Specialist*

- Over 7 Years in Blockchain Investment
- Project Management and Sales Specialist

Mike has been active in the blockchain world since 2015 as an investor and enthusiast, while also managing several communities in the fantasy sports space. His experience in project management, iGaming, and knowledge of what blockchain investors are looking for in a project, all make him an exceptional addition as our business strategist.

# LEGAL STRUCTURE



Our experienced partners at Fast Offshore are providing legal guidance to ensure full regulatory compliance during the seed funding, ICO, and future of the Moonbet project.

The Moonbet ICO and all following blockchain operations will take place under the company Decentralized Gaming Technologies N.V., which is an incorporated company that has been registered in Curacao.

We are committed to taking all proper measures to ensure that every member of the Moonbet community can purchase, hold, and exchange MBET tokens with the highest level of confidence.

Our development team, legal team, and regulatory advisors have worked cohesively to develop a strategic plan that keeps us compliant throughout the entire cycle of the ICO and beyond.

## **Moonbet Sportsbook & Casino Separation**








In accordance with regulations of the Curacao Gaming Control Board, all activities of the Moonbet Sportsbook and Casino will be conducted as a completely separate entity.

This ensures that there is an arms-length reach between the blockchain project and our iGaming platform.

# CONNECT WITH MOONBET

If you have any questions about Moonbet, our ICO, partnership requests, or any feedback, we are excited to hear from you.

Connect with us across the following channels:

-  [www.moonbet.org](http://www.moonbet.org)
-  [info@moonbet.org](mailto:info@moonbet.org)
-  [@moonbetofficial](https://twitter.com/moonbetofficial)
-  [www.facebook.com/moonbetecosystem](https://www.facebook.com/moonbetecosystem)
-  [@moonbet\\_official](https://www.instagram.com/moonbet_official)
-  <https://www.linkedin.com/company/moonbet>
-  [t.me/moonbetofficial](https://t.me/moonbetofficial)

