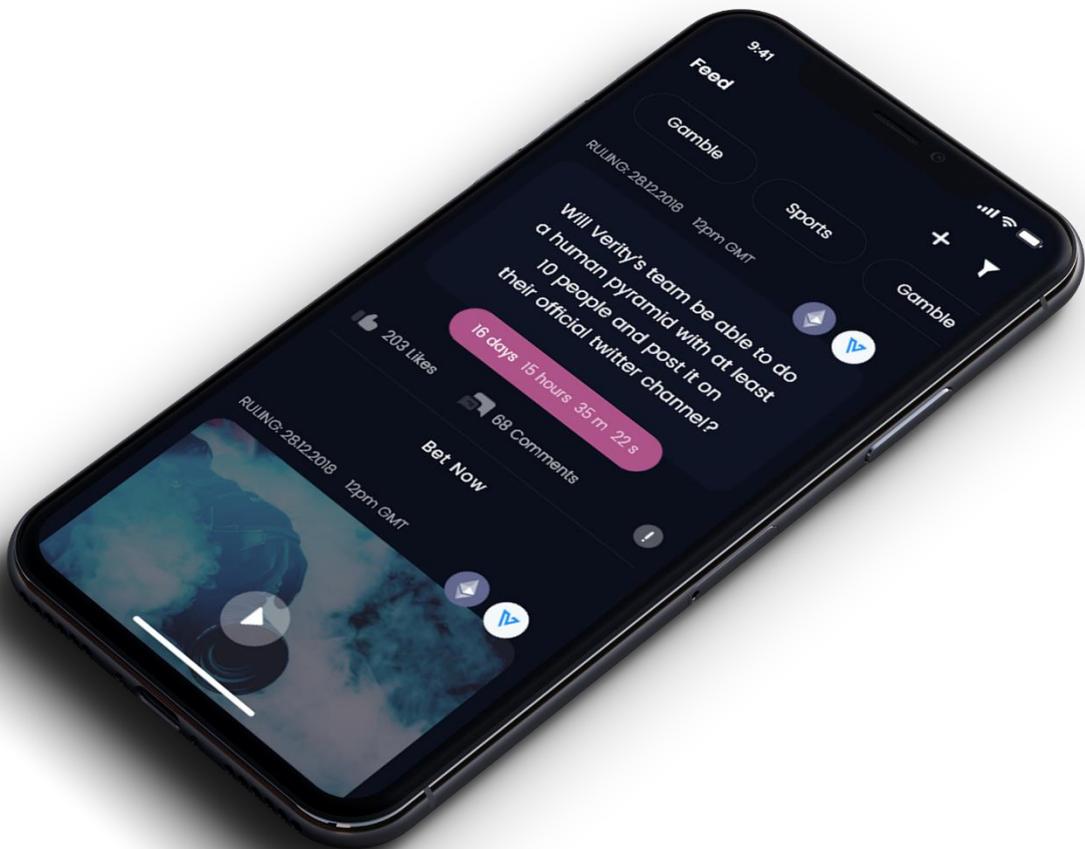


# Betbox – Bet on everything, always and everywhere.

Version 1 | 17.12.18



*Health Warning! Engaging with betbox may cause dependencies to be entertained and addiction to earn money. We are under no circumstances responsible for your mood swings that can include depression, irritability, and aggressive behavior.*

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# 1 Introduction

This paper provides a brief summary of the purpose and aim of betbox. In the following sections this paper will cover markets, competitors and provide an overview where betbox stands. In addition to that, the marketing strategy will be covered and betbox' revenue model is pictured. But first things first, what is betbox?

Betbox is an ecosystem built upon Ethereum Virtual Machine, a protocol allowing trustless processes within smart contracts. With a competent and diversified team from Switzerland, the company aims to create "social media 2.0". But it's not the social media channel, which is commonly known in our society. There's more to the story

The decentralized application for mobile and desktop is enabling users to compete against each other, set up challenges or simply take part in events.

In addition to the social aspects, betbox enables users to play raffles, jackpot games and many more priceless features governed by the blockchain.

*Flavio Weidmann, CMO of betbox: "Betbox in its unique setup is more than an application, it's the key to a world full of entertainment and social eagerness. Be part of tomorrow's Instagram!"*

The company is currently raising 32,000 ETH in an extraordinary ICO and targets to release the beta application for desktop before Christmas 2018. The TGE will be a gamified event, not by any means a typical ICO investment. The unique procedure to issue the native token of the ecosystem will boost its exclusiveness and therefore create global awareness for the product and the virtual currency. It all starts with the TGE ticket lottery in December, which selects passionate investors and gamblers to obtain betbox coin during the sales period.

## 2 Market

Betbox aims to penetrate a highly interesting market, a mixture of social media and online gambling. A fast-changing and emerging market with vast potential. In the following section this paper will briefly examine the Social Media and Online Gaming market.

### 2.1 Social media

In the early 80s, when the first online chat rooms appeared, blogs and platforms with limited access to a certain set of users were established. During that time nobody could foresee such an exponential growth of the market and how social media would affect our lives nowadays.

Over several decades the interaction of users in an online environment was refined and successively advanced. With the boom of Instagram and co. the integrity of the market finally became undisputed.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication (Hendricks, 2018).

The top 5 social networks alone combine a total market cap of over 600 Billion US Dollar (Kerby, 2017), whereas the global revenue from social media exceeds 30 Billion US\$ per year and is constantly growing (Statista, 2018).

In the next part, the Online Gaming market will be examined, which is the second pillar on which betbox' business model is built on.

### 2.2 Online Gambling

The annual turnover of mobile casinos and other online gambling applications exceeds 60 Billion US\$ per annum in 2018 (Smith, 2018). The market is evolving fast and several countries recently released online-gambling friendly regulations which unfold huge potential. Even the USA opened the market in a few states and will continue to do so (Trulioo, 2018). The online gambling industry is booming. It is an industry that is in rapid expansion, with annual growth rates of over +10% (Statista, 2018).

Despite the fact that consumers cannot win FIAT, several Apps- including Big Fish Casino, Poker by Zynga and Slotomania - are amongst the highest grossing games on Apple's App Store through consumer purchases of virtual currency (Smith, 2018)

About 51% of the world's population takes part in some form of gambling every year (R'search, 2018), so obviously the demand is here but are the regulations in place?

### 2.3 Trends and Options

Many new platforms and apps are being launched to enhance the reliability and transparency of networks in both, social media and online gambling markets. All of them aim

to add their own peculiarities and restrictions to stand out of the masses. Many of them intend to deploy a decentralized infrastructure to get free media and global awareness. But is this enough? Is the change in technology what makes users shift from one application to another? What does it take to establish yourself next to industry giants such as Instagram and Facebook?

From our point of view, there must be an extra appeal for a social media app in addition to stories, followers and likes. We want to offer our community a virtual world with added value for the user. The application functions as an ecosystem that can be driven, motivated, entertained and promoted with a monetary aspect. Betbox combines the best elements of gambling and social media, with the goal of creating a novel betting experience for our users.

### **3 Audience**

Our agile product allows targeting a wide range of users. Due to the variety of events promoted through our product, all regions and countries can be served with different entertaining content. The local regulations and license requirements decide upon the availability of certain services within the ecosystem.

As the offering contains a mixture of user-based content and sponsored events, both in private or public, the audience is not limited. After introducing the application to the crypto audience, the company aims to deliver the product to a larger, non-familiar with crypto, audience.

### **4 Competition**

Most traditional operators in the betting industry have full control over the assets of the user and provide an operating system with a lack of transparency. But there are countless operators who target to launch decentralized infrastructure to facilitate either social media applications or online casinos. Also, there are multiple companies planning to offer sports betting and peer-to-peer betting on the blockchain. Some of them already launched their initial product.

Some operators of online gambling providers are listed below:

- Augur
- Bethereum
- Fasttoken
- POA
- Trueplay
- Wager

But as the company aims to open a new market in social media and gambling, both highly competitive industries, the analysis of competitors must shift to a risk analysis of potential technical adaption of competitors.

The tech giant Facebook is considered to be the most dangerous of all competitors when it comes to innovation and user base.

## 5 USP

The company established a virtual ecosystem which allows users to participate in real life events shared from users in return for rewards. With a crowd-based oracle, public events on a global range may be ruled in a transparent and secure way. With the monetization of social media, the company aims to create entertaining content to attract returning customers to the application.

The multi-dimensional reward system allows users to generate an income model for activity, content-creation, and participation in events.

In the anticipated product, which will be released in Q1 2019, the payment system is completely decentralized and transparent and the user experience will be light and easy.

## 6 Company and Licenses

The company evolved out of a Swiss IT startup with an experienced team in business management, development of centralized and decentralized applications, design and marketing. To establish a worldwide operation the company aims to incorporate in different countries licensed under the trademark *betbox*. In order to maintain a sustainable and compliant ecosystem, the company is in contact with several authorities to ensure compliance with federal laws, including but not limited to the following:

- Switzerland
- Germany
- Denmark
- Gibraltar
- Malta
- UK
- Nigeria
- Russia

## 7 Team

We have a solid team with experience in business management, developing centralized and decentralized applications, design and marketing. We have a track record of successful startups under our belt and are looking for a new challenge.

**Stefan Godly, CEO**

A visionary mind with deep understanding of technical and business-related aspects of DLT. BSc mechanical engineering followed up by several years of business development and start-up marketing. A passionate leader with inexhaustible energy and drive.

**Roman Fritschi, CFO**

10+ years experience in start-up development and business transformation. Deep insight and experience towards digitalization projects and IT consultancy. Successful financial management of several Swiss startups including REFIVE GmbH.

**Flavio Weidman, CMO**

BSc communication and marketing. Creative mind with intuitive sense for product placement and advertising. Go-to-market expert for innovative digital products looking to expand his knowledge to new markets outside of Europe.

**Marc Weyermann, CTO**

Technical mastermind with wide experience in IT and 10+ years experience in development, security and performance of centralized and decentralized applications. True connection between the business administrative tasks and the developers.

**Dren Imeraj, Head Blockchain Developer**

5+ years experience in DLT development. 15+ years experience in development of various fintech applications. Incredible know-how in R&D and innovation projects. Genius with detail-oriented attitude.

**Fabio Niggli, Law & License Department**

Legal consulting for national and international companies. Eager mind with an in-depth knowledge of the industry. Extraordinary legal network with multiple partner cooperations for international expansion.

**Pascal Dufner, Head of Community Management**

Photography, social connections, languages and more united in one mind. An easy to connect character with an outgoing yet professional attitude.

**Rinor Dreshaj, Head Developer**

8+ years experience in development and machine learning. Always keen to learn and improve the code no matter how performant it is. IT talent who strives for greatness.

**Chantale Hegi, Head of Administration**

Reliable and lovely character for any kind of organizational or administrative work. With her friendly and welcoming mindset she solves any issue with ease and positive attitude.



**Arbnor Rashiti, head of UI/UX**

9+ years experience with designing user interfaces for mobile and desktop applications. Expert in user experience, latest trends and standards.



**Gazmen Dermaku, Art Designer**

Creator of artwork since more than 15 years. Innovative attitude with flexible and creative thinking.



**Robin Héritier, PR & Network**

Internationally connected business expert with broad experience in public relations.

## 8 Advisory Board



### **Abiodun Ayorinde, Blockchain Advisor**

In the past few years, Abiodun Ayorinde has co-founded a couple of blockchain technology startups and provided expert support to a number of blockchain and cryptocurrency driven projects. A social entrepreneur with over 10 years' experience as a front-end developer, user experience designer, and digital marketing strategist, he has worked for several companies in Nigeria and has helped them build the innovative brand through online presence, focusing on DLT



### **Vivien E. Büchler, Strategic Advisor**

7+ years of consulting and managerial experience in strategy, finance, and corporate development. Advising and executing transformation and M&A processes in producing and service industries. A researcher at the University of St. Gallen focusing on DLT.



**Kevin Fährdrich, Financial Advisor**

10+ years' experience in various financial institutions and asset management companies. Co-Founder private equity investment company Pontem Capital Ltd.



**Rudolf Peschel, Compliance Advisor**

15+ years' experience in management, compliance and regulatory institutions. Founder of Kanzlei Peschel a Swiss-based compliance agency with broad experience in crypto related startups.



**Mark Trautvetter, Network & PR Advisor**

Founder of Cirque of Billionaire and involvement in multiple international startups. Excellent networker with an in-depth knowledge of public relations.



### **Roger Gysin, Financial Advisor**

Multiple entrepreneur in real estate and private equity sector. Has 20+ years of experience in management and advisory of corporates and startups including ICOs.

## **9 Strategy**

Our goal is to attract active users to our ecosystem by providing a seamless experience for various interactions between users, groups, the company or licensed partners within a decentralized and transparent environment.

### **9.1 Product**

The ecosystem is built around a virtual currency called betbox coin. The extendable framework based on React JS allows the company to provide a full-flexed dApp for desktop, IOS, and Android.

The minimalistic but yet modern user interface allows a simple experience in a complex environment. The reliability of the product is given with the decentralization of critical actions on the Ethereum public Mainnet or the additional OX-Chains. An interchain relay interconnects the features and allows sophisticated data-management of various events which will be confined in a single feed.

The structuring of data in a feed allows individual filtering and customized user experience. Users may connect with friends, establish groups or create public events. The ecosystem is governed by blockchain and ruled by the users. The company offers the gateway to the decentralized features in return for service commissions.

The set up allows the company to expand in different directions without modifying the core application. By the end, the company aims to provide a full range of options to socially engage with a monetary aspect from national lotteries to sports betting to personal challenges and many more.

The product contains the following features (not limited):

- Create monetarized events

- Join promoted events
- Participate in events
- Send and receive assets and prices
- Sell, buy assets and prices

After the release of the mobile app, the company focuses to remain innovative and introduce new features to the ecosystem to enhance usability and attract new users and audiences.

## 9.2 Marketing

The company will use 50% of the sale of betbox coin to initiate a marketing campaign with a global reach. Yet betbox' marketing strategy will not solely rely on mainstream media, in point of fact betbox is looking for target-oriented engagement with its potential user base. After the go-to-market strategy with the TGE, the awareness will be strengthened by virtual and real-world branding events. The company aims to attract a crypto-educated audience within the sales process of the betbox coin. Nevertheless, the company focuses to deliver a mainstream application.

To motivate new users to join the betbox community, the company intends to market the product with the following actions:

- Video Challenges
- Rewards and Giveaways
- Prices and Bounties
- Social Media Invocations
- Community Tasks
- Innovation Awards
- Hackathons

In Addition to that, a traditional media mix across all relevant channels will be established. Along with traditional marketing tools such as print & TV, betbox aims to create a unique and purposeful digital marketing strategy focusing on brand and product:

- Online Awareness & Branding
- Social Media Community Building
- Roadshow
- City Events
- Digital Marketing

- Promotions
- Ambassadors
- Event Collaborations

### 9.3 Operation

The agile ecosystem is highly adaptable to local regulations and indefinite scalable due to the integration of multiple EVM sidechains next to the Ethereum Mainnet. The product itself is structured according to the latest technological standards and therefore is reliable and available cross-platform.

The operational costs for the infrastructure are minor. Expenses for growth are mostly dependant to marketing, legal, support and R&D costs.

### 9.4 R&D

The company's main challenge is to fully decentralize all interactions within the ecosystem whilst remaining user-friendly.

The improvement of the application engine and the integration of innovative features is a continuous process. Next, to this, the team will concept and create a global workbench for developers interested to be a part of the ecosystem.

## 10 Revenue Model

The value of active users and content is undisputed. For this reason, the company evolved a business model to increase the percentage of returning customers with the combination of user-based challenges and creative opportunities provided by betbox. The organic content creates a priceless collection of events in a single customizable feed in anyone's pocket.

The ecosystem is built up to provide entertaining content from real users next to innovative events and promotions in only one feed. The activity of every user will help to generate more interest as more events will be created and monetarized.

The monetarized events are charged **1% service commission** by the smart contracts. 20% of the earnings from user activity in the ecosystem will be offered to OX owners for voluntary burn activity and 20% to OX-Node Owners as compensation payment for their service each quarter of the year.

## #PROFITDISTRIBUTION



Abb. 1: Distribution of all earnings from user activity in betbox ecosystem

Furthermore, the distributed OX-Nodes will collect transaction fees on the OX-Chains, which will be used to enable various event types and features, for providing the network to the betbox community. The company may charge withdraw and interchain swap commissions.

In addition to commissions, the company generates revenue with ticket sales and participation fees for certain events.

## 11 Closing Remarks

Betbox intends to rely on a relayed OX-Chain ecosystem in order to provide better scalability and throughput within certain processes. Together with the reliability of the Ethereum public Mainnet, which is used as a treasury for long-time events, it will provide a solid fundament to anticipate and serve a large userbase.

Although “betbox coin” will be sold to users from all over the globe, the ecosystem is not limited to OX token holders. The company allows participation in events with various cryptocurrencies and aims to follow up with FIAT integration within the next year. More information will be published in due time, so stay tuned to be the first to know.

According to the CEO of betbox, the main focus of the team is building a sustainable and active community who are passionate about the product and helps the company to

evolve. After the release of the final application at the beginning of 2019, the company will focus on developing a global workbench to allow developers from all over the world contribute to the ecosystem with innovative concepts and solutions. Besides this, betbox has already started to collaborate with certain regulators to obtain a leading position within national lotteries, especially on the African continent.

*Stefan Godly, CEO of betbox: "Our users will be able to contribute their knowledge and experience to the project as it grows by submitting ideas and solutions ready for implementation in return for OX."*

Despite strict regulations within the industry, there is no limit for Betbox in terms of scalability. The well experienced legal team provides the tech company with a strong backbone and guarantees a long-term success of the application and the betbox coin.

Follow up on [www.betbox.app](http://www.betbox.app) and start winning!

## 12 Contact

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Website: [www.betbox.app](http://www.betbox.app)

Telegram community group: <https://t.me/betboxGlobal>

Telegram announcement channel: <https://t.me/betboxAnnouncements>

Facebook: <https://www.facebook.com/betbox2018/>

Twitter: [https://twitter.com/@betbox\\_OX](https://twitter.com/@betbox_OX)

Github: <https://github.com/betbox>

Email: [hello@betbox.app](mailto:hello@betbox.app)

## 13 Resources

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