



A NEXT GENERATION

Gaming Platform



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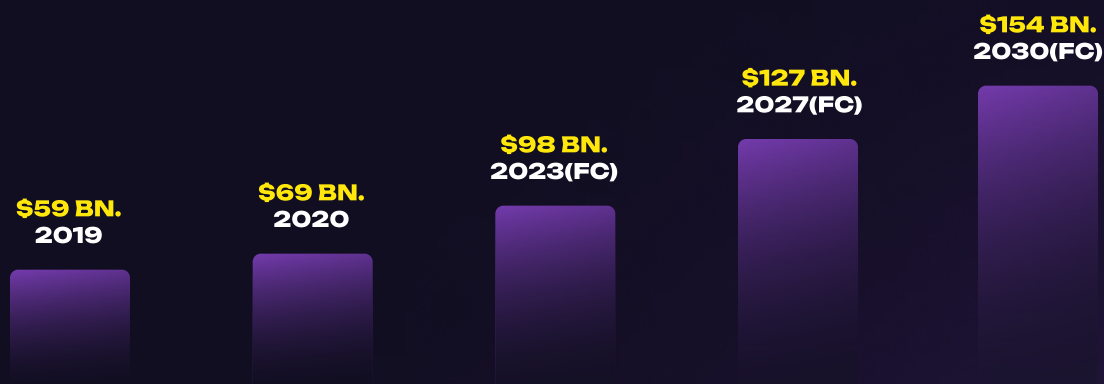
CURRENT STATE OF THE MARKET

iGaming is an emerging online gambling industry that blends classic gambling elements with contemporary innovative technology. The SnegBet project is a pioneering solution in the iGaming industry that combines traditional gambling elements with new trends such as decentralization, provably fair technology, anonymous access, and transparent platform operations. SnegBet is an ecosystem that synergizes iGaming platforms, game development, and payment gateways, operating at the intersection of Web 2.0 and Web 3.0, with the \$NEG token as its core asset. We believe that our proposal has significant potential in multiple markets, including iGaming, blockchain games, and crypto payment systems.

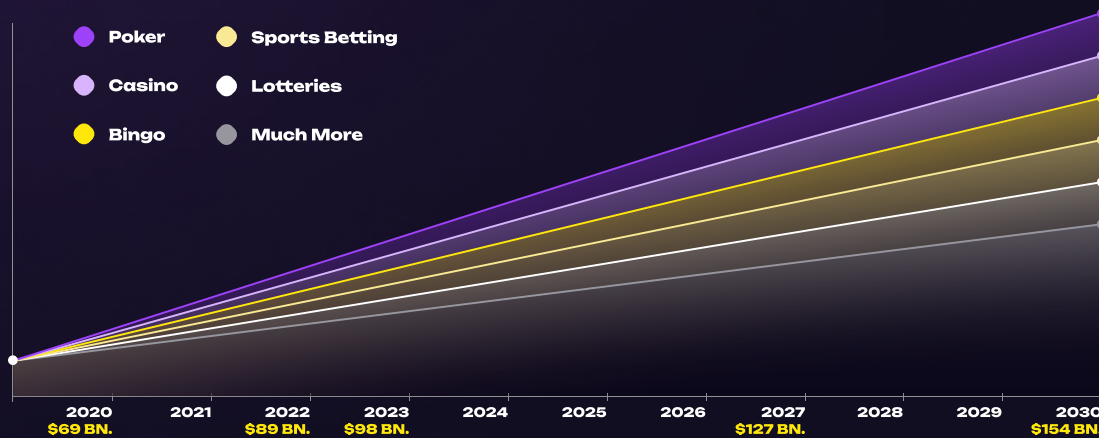
IGAMING

According to analysts, the iGaming market is expected to reach a volume of \$139 billion by 2028 and has the potential to grow to \$154 billion by 2030, with a CAGR (compound annual growth rate) ranging from 9.1% to 12%. The interest in online gambling has been increasing since the COVID-19 pandemic and has continued even after its end. This indicates a sustained interest in the gambling industry among a growing number of people. The forecasts for the iGaming market are presented in the graphs below.

Global iGaming Market Trend Forecast:



Forecast for the growth of the global iGaming market by segment:



Casinos are currently leading the online gambling market in Europe, bringing in 14.9 billion euros in revenue, which accounts for 39% of the total revenue from online gambling in the region. Sports betting and other types of betting come in second place, generating 13.6 billion euros in revenue, which is 35% of the total revenue. It is worth noting that online sports betting by EGBA members is responsible for the largest share of revenue, at 46%.

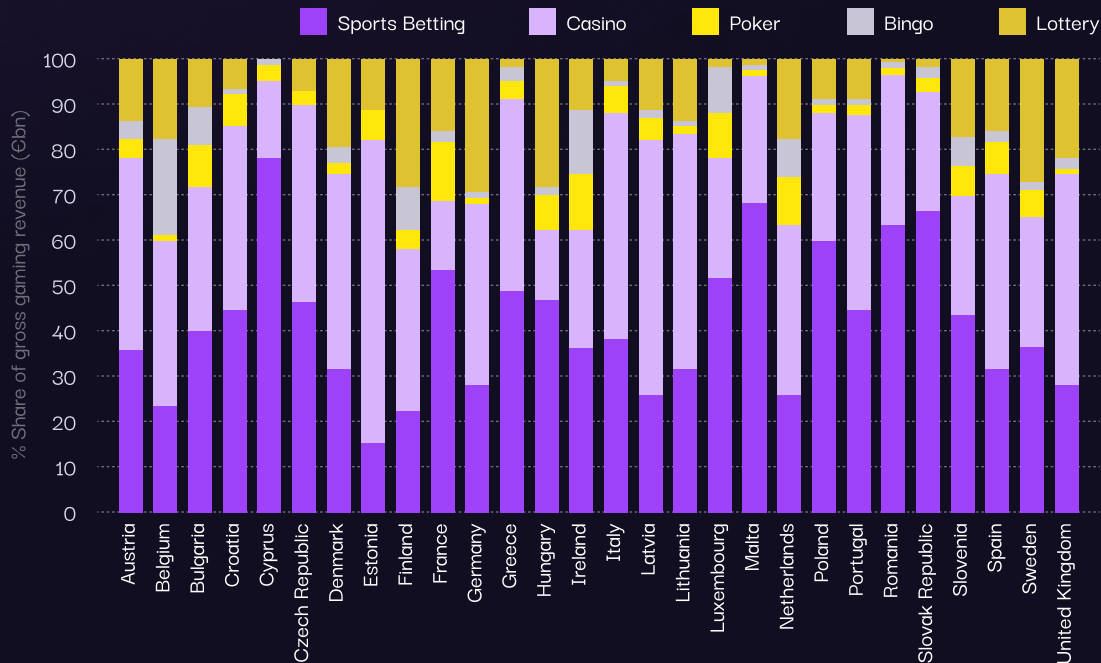
Share of online gambling segments in gross gambling revenue in the European market:

	Sports and other betting	35%
	Casino	39%
	Lottery	18%
	Poker	4%
	Bingo	3%
	Other/Skill Gaming	1%

The proportion of online gambling segments varies significantly across different European countries. However, the segments that generate the majority of revenue are casinos and sports betting.

For instance, in Cyprus, online casino and poker games are prohibited, but they still account for 21% of the gross revenue from gambling in the country, albeit offshore. Similarly, in France, online casino games are also prohibited, yet they generate 13% of the gross revenue from gambling, also offshore.

Breakdown of the proportion of online gambling segments in the gross revenue from gambling across European countries:



Source: EGBA research

Let's examine some of the key factors that are driving the growth of the iGaming market in the coming years:

■ **Increase in internet usage**

Currently, more than 5.18 billion people use the internet, which equates to roughly 65% of the world's population. This figure is expected to continue growing, opening up new opportunities for potential gaming platform customers.

■ **Secure payment methods**

Payment methods on iGaming platforms have become more efficient and secure, increasing the level of trust among players and making the process of depositing and withdrawing funds more carefree. The ease of making transactions significantly contributes to the development of the industry.

- **Changes in legislation**

It is worth noting that many countries, such as India, Canada, and the Netherlands, have legalized iGaming in the last five years. This creates a favorable environment for business development in the industry and opens up new markets for user acquisition. Similar changes in legislation are expected to continue in other developed and developing countries, providing enormous opportunities for expansion in the iGaming sector.

- **Technological advancements**

With technological advancements in graphics and user interface (UI), the number of users transitioning to online gaming has significantly increased. According to TrueList, over 3 billion people worldwide play video games, and by the end of 2024, this number will exceed 3.5 billion. This audience represents potential customers for iGaming platforms, indicating the possibility of business expansion in this industry.

- **The integration of esports and iGaming**

The recent integration of esports and iGaming has led to exciting developments and rapid growth in both industries. This partnership opens up new opportunities for creating engaging gaming products and collaboration, which can attract more users.

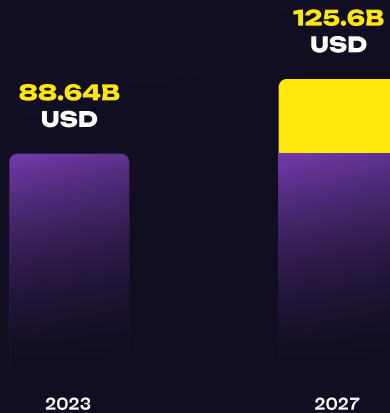
- **Marketing strategies**

Gambling operators and marketing agencies have developed innovative marketing campaigns that successfully attract a young audience and new players from different age groups. This collaboration between game developers and marketers contributes to the long-term growth of the industry.

With the availability of affordable smartphones, streamlined payment systems, and improved end-user services, the online gaming industry is poised for growth. As more users become comfortable playing online, it is essential to continue developing in this direction.

Research and Markets predicts that the global iGaming market will grow to \$126 billion by 2027. This forecast is in line with the icon-worldwide forecast, which expects the market to reach \$127 billion by 2027. Other estimates from various agencies also indicate that the iGaming market is already significant and poised for growth, making it a promising area for businesses to explore.

Market forecast to grow at CAGR of 9.1%%



Source: Research and Markets

Let's examine the crucial market trends that can aid iGaming businesses in expanding and capturing a share of the online gambling market.

■ **MarTech Tools Based on Artificial Intelligence**

Artificial intelligence-based MarTech SaaS systems combine data into detailed reports, allowing us to segment player data based on age group, geography, gaming preferences, and even specific behavior such as gaming patterns. This leads to a personalized approach to retaining platform users.

■ **New Advertising: Video and Audio Formats**

Affiliates and gaming operators are prioritizing dynamic content like video and audio formats, as banner advertising becomes less effective and search engine demand increases. Consequently, online advertising expenses for gaming operators are projected to triple by 2023.

- **Personal Brand**

Using celebrities as brand ambassadors for gaming operators has two advantages: strengthening player trust and attracting more users. Therefore, gaming operators are attracting celebrities to their online games to increase the number of user registrations.

- **Personalization - Key to Success**

Personalizing gaming platforms to provide value to players has become the main focus in game development. Rather than providing casual betting platforms, developers focus on providing a more tailored experience for users.

- **iGaming Goes Mobile**

Over 60% of the world's population currently uses smartphones, creating a need for gaming operators to move to mobile devices. The number of players on mobile gaming platforms has surpassed other types of platforms. Game enthusiasts now prefer to use smartphones as the most preferred channel of interaction with the gaming platform. In addition, advertisers now focus more on mobile marketing to attract new users and retain existing ones.

- **AR and VR in iGaming**

Augmented and virtual reality technologies are becoming increasingly popular in the online gaming industry. Developers strive to provide a more exciting and realistic iGaming experience using this new technology. AR and VR are also being integrated into mobile games and wearable devices such as smartwatches to create an engaging gaming experience, inspired by the massive success of Pokemon Go.

- **Flexible Payments**

To improve the user experience, gaming business operators are implementing new and improved payment methods such as Google Pay and Apple Pay. They also integrate local payment methods to build trust among their users and help them make secure transactions on the platform. Users can also make payments and withdrawals in cryptocurrencies with the implementation of cryptocurrency on the iGaming platform.

Leaders in the online gambling market in 2023:



We have reviewed the key trends and growth forecasts for the online casino market. Now, let's analyze the blockchain market and blockchain games.

BLOCKCHAIN MARKET & BLOCKCHAIN GAMES

At SnegBet, we've implemented an innovative approach called the "attention economy" model. Unlike other gambling platforms, we view our users as active participants and full-fledged members of our ecosystem, as opposed to just a target audience for advertising. We follow the concept developed by Nobel laureate Herbert Simon, which states that human attention is a scarce resource that can be converted into income with modern technology.

Our users don't just play on the platform, they actively participate in the process and interact with us. We offer them the chance to convert their attention into real rewards and earn along with SnegBet. To do this, we use GameFi mechanics, which allow users to convert engagement in the gaming ecosystem into rewards.

We believe that this approach to iGaming not only makes the gaming process more engaging and attention-grabbing, but also fosters long-term partnerships with our users. This, in turn, contributes to the sustainable and successful development of SnegBet. We're proud that our project is focused on creating a fair and mutually beneficial environment for all participants.

■ On Blockchain Market

The global blockchain market expanded to \$7.4 billion in 2022, and is predicted to reach \$94 billion by the end of 2027, with a CAGR of 66.2% from 2022 to 2027. Furthermore, it is anticipated that by 2030, the global blockchain market will increase to \$403.36 billion, further accelerating the CAGR from 2023 to 2030.

The primary factors driving the growth of the blockchain market are:

1. Cross-border payments
2. Development of the Web 3.0 sector
3. Increased demand for blockchain technology in retail, banking, and supply chains
4. Growing demand for secure and transparent payments in the BFSI sector
5. Growing need in data fraud prevention within the key sectors of the economy
6. Increasing investment appeal of cryptocurrencies for both retail and institutional investors
7. Increased trend towards cryptocurrency regulation in developed nations.

■ On Blockchain Games Market

The global market for blockchain games exceeded \$4.6 billion in 2022 and is expected to reach approximately \$65.7 billion by the end of 2027, representing a CAGR of 70.3% during the period 2022-2027.

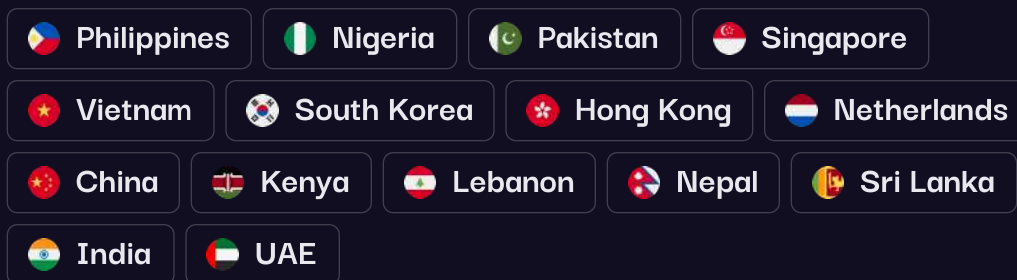
The main drivers of growth in the blockchain games market are:

1. Investment in blockchain games Increased investments are expected to fuel the growth of the blockchain gaming industry. Blockchain technology is revolutionizing this industry, and numerous game studios and developers are collaborating with billion-dollar blockchain platforms worldwide. The world's largest gaming companies are investing in blockchain-based gaming systems.

2. Player demand for blockchain games Traditional games are centralized, which means that all resources, including characters, skins, weapons, as well as upgrades and experience gained during gameplay, cannot be used in other gaming ventures. However, blockchain gaming allows users to develop virtual goods within games. Now, players can access rewards and in-game products from various cryptocurrency-related gaming initiatives. There are several ways in which players can earn real-life money through blockchain games. An example of this idea is the "Play-to-Earn" (P2E) model.

3. Players as partners Active involvement of players in the game development process contributes to the development of a sense of belonging, loyalty, and engagement.

Top 15 Countries with the Most Interest in the Web 3.0 Gaming Market:



■ Advantages of SnegBet as a Game Provider

One of the core businesses in our ecosystem is game development, and SnegBet stands out as a game provider. We've identified the blockchain game market as one of our target markets.

1. Transparency and Reliability Games built on provably fair technology are transparent to players, ensuring that each bet and round of the game is fair. This technology prevents game providers from manipulating the results and allows users to verify the fairness of each game.

2. Certification Certified games undergo rigorous testing and auditing, increasing the level of trust among players. Certificates indicate that the games comply with industry standards of quality and reliability.

3. NFT Integration Non-fungible tokens (NFTs) allow players to own in-game assets, giving virtual items real value that can be traded on NFT marketplaces. Unique NFTs in games are not easy to obtain, increasing player engagement and encouraging players to invest more time and resources into the game.

4. Competitive Advantage Offering games with provably fair technology and NFT integration demonstrates a commitment to advanced technologies and player-oriented features, setting SnegBet apart from competitors.

CRYPTOCURRENCY PAYMENTS MARKET

SnegBet has created an in-house payment gateway for processing cryptocurrencies. This technology will be the backbone of our ecosystem's payment system and can also be utilized as a white label solution for B2B clients. We consider this feature to be one of the primary components of the SnegBet ecosystem, and we believe that our competitors, as well as other businesses that require crypto payment solutions, could benefit from it.

Based on a study by Future Market Insights, the global cryptocurrency payments market is projected to reach \$4.9 billion by 2033, with a CAGR of 14.1%, from \$1.3 billion in 2023.

The demand for cryptocurrency payment gateways is driven by the following factors:

1. Cryptocurrencies are increasingly recognized and adopted as a medium of exchange.
2. E-commerce is rapidly growing worldwide.
3. Cryptocurrency gateways typically offer lower transaction fees when compared to traditional payment gateways.
4. Cross-border transactions are fast and unimpeded, which is appealing to international e-commerce companies.
5. Cryptocurrencies offer enhanced security and privacy features.

Research indicates that cryptocurrencies account for less than 1% of all payments in the real economy, due to the strong network effect created by the user base of traditional payments. However, crypto-payment systems have enormous growth potential. In 2022 USDT stable coin has surpassed Visa and Mastercard in the transaction volume and the trend is constantly growing.

Cryptocurrency payments make up 25% of all payments in online gambling and are the fastest-growing sector in this area. This is a positive trend for SnegBet, as the project enters a new and growing market.

Why are cryptocurrencies so popular among players?

- 1. Anonymity** Cryptocurrency gambling eliminates many of the obstacles associated with fiat money. Cryptography addresses one of the biggest risks on the Internet - protecting user's personal information. This allows players to overcome geographical restrictions on access to certain online casinos.
- 2. Speed** With cryptocurrencies, users can increase transaction speed, making payments and receiving payments instantly, providing them with comfortable interaction with the gaming platform.
- 3. Security** Blockchain technology provides a high level of security in conducting transactions, protects keys, and stops illegal trading of digital assets. The value of cryptocurrency may rise over time. Thus, any winnings in online gambling games can potentially increase compared to the initial amount.

SOLUTIONS FOR GAMBLING PROBLEMS AT SNEGBET

A significant number of users are still skeptical about online gambling platforms due to various reasons. To address this, SnegBet focuses on meeting users' basic needs.

■ Security

Using online betting platforms comes with the risk of losing funds and compromising security, which can lead to losses and negatively impact the platform's reputation. To prevent these issues, SnegBet ensures a high level of security and confidentiality by using encryption and security protocols.

■ Access to Funds

SnegBet provides a secure and convenient way to transfer funds that does not require storing user keys. All input and output of funds are carried out through a payment gateway, and to protect funds, it is sufficient to connect the user's account to it. With this approach, users can avoid losing keys and the risk of fund theft, which increases trust in the SnegBet platform.

■ **Crypto Transactions**

Using cryptocurrency for money transfers and deposits can be problematic when using online platforms. However, even when using Web 3.0 platforms, users may need to use a wallet that supports the corresponding network, creating problems and becoming a significant barrier to entry onto the platform. SnegBet offers its own payment gateway, solving the issue of multichain integration and will be offered as a White Label to other projects in the future.

In summary, we provide a comparison of traditional gambling with SnegBet.

TRADITIONAL GAMBLING	
KYC	Registration free access
Limited access and ban	Limitless access, no bans
Local legislative issues	Global unregulated market
Verification for withdrawals	Instant withdrawals
Casino Fraud	Transparency - provably fair

COMPETITOR ANALYSIS

SnegBet has an excellent business model that offers users exceptional opportunities, but it is important to note that the market is highly competitive, and we are aware of it. There are several blockchain projects that can be considered close competitors, including Exeedme, BetFury, Dexsport, Rollbit, and other gambling platforms. SnegBet’s competitive advantage over traditional gambling platforms is that game play is completely transparent, there are no bans, instant payouts are made, and there is also real value for the user, realized through the \$NEG token and NFT.

Please refer to the comparative table below, which highlights SnegBet’s competitive advantages over the best crypto gambling platforms:

Characteristics	SnegBet	Exeedme	BetFury	Dexsport	Traditional gambling
Web3 authorization	✓	✗	✓	✓	✗
Provably fair	✓	✗	✓	✓	✗
Token value	✓	✓	✓	✓	✗
NFT features	✓	✓	✗	✗	✗
Customization	✓	✓	✗	✗	✗
Loyalty program	✓	✓	✓	✓	✓
AML&ATF compliance	✓	✗	✗	✗	✓

PLATFORM DESCRIPTION

WHAT IS SNEGBET?

SnegBet is a cutting-edge online gambling ecosystem that utilizes Web 3 technologies, blockchain games (Web 3.0 gaming), and a payment gateway that enables cryptocurrency transactions on the platform. The ecosystem includes a gaming platform, in-house games, and a payment gateway that will serve as the foundation for the multi-white-label, which will be monetized within the SnegBet ecosystem.

Ecosystem:



PROJECT MISSION AND VISION

SnegBet was created to meet current market demands and stand out from competitors. Our platform addresses all user issues. We conducted a thorough analysis of existing market conditions, surveyed users, and identified gaps in the gambling industry before developing the platform. To incorporate innovative solutions into our product, we plan to conduct numerous design tests, registration processes, and betting methods. Our meticulous approach guarantees that user will enjoy the best gambling platform available today.

■ Mission

Our mission is to create a gaming ecosystem where user experience is comfortable and enjoyable. We want users to not only earn rewards but also experience unique and unforgettable emotions through immersion in the gaming process.

- **Vision**

We firmly believe that the betting market has significant potential for growth, even though it has gained popularity over the years. Transaction and security issues have caused people to distrust betting platforms. Our goal at SnegBet is to solve these problems and contribute to the expansion of the market.

Play and earn - earn with us.

GAMES AND ACTIVITIES ON THE PLATFORM

- **Our platform offers a vast selection of both licensed and proprietary games, including PvP and PvE options**

We place a special emphasis on developing proprietary PvP games, as we believe they have the greatest potential to attract users to our platform.

- **Tournaments**

We organize tournaments on a regular basis for both regular and private PvP games, providing the best rewards to the champions. We have 5 levels of tournaments, each offering a different prize pool to the winners. Participants without an NFT can only take part in the basic tournament, which has the smallest prize pool. Players with higher NFT tiers can participate in their tier's tournament as well as all the lower ones. The higher the tier, the bigger the prize pool. Players with lower tiers are not eligible to participate in the higher tier tournaments.

- **Daily Tasks for Players**

Players can earn rewards in \$NEG tokens for completing gaming activities under certain conditions. Daily gaming events in several in-house games make the gaming experience even more exciting. The number of games and tasks available, as well as the conditions and rewards for completion, are determined by user's level in the Loyalty Program. The higher the user's level, the more tasks user can complete with increased rewards. For example, one of the tasks may be to win 5 times with a coefficient of more than 3x in the Crash game or make 50 spins in the slots.

- **Achievements - a list of tasks with increasing difficulty levels.**

Achievements are designed based on daily tasks. They consist of a sequence of tasks where each subsequent task is more difficult than the previous one, and the reward increases with each new step in the quest. Once user completes a task, the next one becomes available. Rewards for completing the quest are given in \$NEG tokens.

- **Extensive game store**

Our project collaborates with many game providers, so users of our gaming platform have the opportunity to play familiar and well-known games from trusted providers. Our platform provides all the necessary functionality for game providers, which allows our users to fully immerse themselves in the gameplay.

- **VR games**

According to the latest trends, metaverses and virtual reality are becoming increasingly popular. These technologies allow users to experience almost full immersion in online content. This also opens up new opportunities for online casinos, which can use virtual reality to create a more exciting gaming experience. In addition, the development of metaverses can significantly expand the business platform towards classic earning models in metaverses.

- **Auction pool**

The game pool is launched for a certain period of time, for example, an hour. Each player places bids in \$NEG tokens in turn to outbid the previous user's bid and win the prize. All bids made are accumulated in the pool. After the hour expires, the pool is closed, and the user with the last bid wins, i.e. the one whose bid was not outbid. The winner receives half of the collected pool in \$NEG tokens, and the other half of the pool is burned. There are five levels of pools corresponding to the levels of NFT. In the fifth pool, the minimum bid is the smallest, and in the first pool, the highest. Owners of level five NFT have access only to the fifth level of the pool, while owners of level one NFT have access to all levels of the pool.

■ **Leaderboard**

The leaderboard ranks all players on our platform based on the volume of bets and the maximum bid. We update the leaderboard every day, and at the end of each game day, the top 100 players receive rewards in \$NEG tokens. The amount of the reward depends on user's ranking: the top 3, top 10, top 50, and top 100 players on the leaderboard receive different-sized rewards.

GAMING CATEGORIES

On our platform, user can choose between two gaming categories: sports and gaming. User can place bets on various cryptocurrencies (USDT, USDC, MATIC, ETH, BTC) and the \$NEG token in all games. Placing a bet in \$NEG token increases the experience gained, allowing user to level up faster in the Loyalty Program.

1. Sports Betting

SnegBet is a bookmaker where user can place bets on a wide range of sports events. We offer fast deposits and withdrawals, with a multitude of betting options. User can place bets on practically any sports event that interests them.

We have no restrictions on the types of bets or sports events available. We offer a wide range of sports disciplines and types of bets (European, American, etc.). On our platform, user can place bets on football, basketball, tennis, baseball, ice hockey, American football, volleyball, boxing, MMA, and more. Moreover, we offer the opportunity to bet on esports, including games like Dota 2, Counter-Strike, League of Legends, StarCraft, Overwatch, Rainbow Six, and King of Glory. We also offer various leagues, such as the NBA, English Premier League, La Liga, Serie A, MLB, ATP, UFC, NFL, NHL, and more. On our platform, user can also place bets on virtual sports, such as FIFA, NBA 2K, and Rocket League. We are constantly expanding the list of games and betting opportunities for sports.

2. Gaming

The gaming category includes various in-house developed games, including PvP and options, slots, Live Casino games, and table games. We collaborate with more than 10 gaming providers to offer user a wide range of games from different providers. Our in-house game collection consists of unique games created specifically for the SnegBet platform, using the popular and user-loved Crash mechanic. However, our team plans to continue delighting users with other entertainment and ideas by releasing new games. In-house games are an important part of the casino, as tournaments are held here.

1. In-house games At SnegBet, our in-house games fuse fresh ideas with classic games to create an immersive experience that allows players to relive past moments. Our games transport the user to a positive gaming experience of the past, providing a unique product on the market. For instance, the mechanics of Crash games require users to keep track of a progressing coefficient and withdraw their bet before the moment of CRASH! Overall, our games are based on classic concepts but are complemented by unique features from SnegBet developers and the ability to place bets in cryptocurrency.

We are launching four games at the start:

Dice: a legendary dice game where players choose a range and win randomly.

Plinko: a pyramid in which a ball falls from the top, and the closer it falls to the edge, the greater the winnings.

Crash: be sure to withdraw your bet with the highest coefficient before the moment of CRASH! to earn as much cryptocurrency as possible.

Wheel: a well-known wheel of fortune.

New game development will continue actively after the platform is launched. In the future, players will see completely new games and versions of existing masterpieces. We plan to place special emphasis on PvP games.

Private PvP games are PvP games created by our team that user can play thanks to the presence of higher-tier NFTs. If user owns a 5th-tier NFT, user will get exclusive pre-release access for 14 days to new games. If user has a 4th or 3rd-tier NFT, user will get early access for 3 months. Private games have several advantages, such as tournaments with the biggest prizes on the platform during the exclusive pre-release and early access. This gives user the opportunity to significantly increase their capital by defeating opponents with their strategy and luck. In addition, user will have access to increased limits on maximum bets and use bets with increased coefficients, giving the user more freedom in creating non-trivial strategies to win tournaments.

3. Slots

SnegBet offers an impressive selection of over 500 unique slot games, including crypto slots, from more than 10 different providers. User can find games on any theme imaginable, from classic slots to megaways, from fruits to space. Each provider has their own unique range of thematic slots to explore. Thanks to our partnership with top suppliers, the graphic quality of our slot games is exceptional. In addition, we provide weekly promotions and a loyalty program for players of all levels to enjoy.

We work with more than 10 game providers, such as Pragmatic Play, Spinomenal, Wazdan, Evoplay, Endorphins, Microgaming, and others, all of whom create amazing games that user can play on our platform. User can easily choose any provider and play their games, as well as add and remove slots from their favorites list. We also offer private tournaments with big prize pools to make the game even more exciting.

We give players the opportunity to try games in free demo mode to familiarize themselves with the game without risking any real money. By choosing "Demo" under the game window, user can enjoy online slots for free, develop strategies, and understand the payout mechanism, which will increase their chances of winning real money.

4. Live games

At SnegBet, we offer over 200 live casino games, including poker, blackjack, baccarat, and roulette. Our live dealers add a unique and exciting element to the gameplay. If any issues or disputes arise, players can easily contact the dealer. Enjoy gambling in real-time at a high level with our high-quality graphics and gameplay.

5. P2E games

All of our beloved live games and more will have a P2E alternative. All of our games boast high-quality graphics and interfaces, and are supported by the best providers. Players can compete against the randomizer, using their strategies and skills to win.

LOYALTY PROGRAM WITH NFT

We are excited to introduce our two-level Loyalty Program that can be accessed through a separate ladder in the Loyalty Program and NFT collections. In the NFT collections, the NFTs are organized into different tiers based on their rarity level.

■ Loyalty Program Achievement Ladder

Our Loyalty Program is designed to include 30 levels that can be achieved by participating in various activities on our platform.

The level hierarchy is presented in 5 categories that are similar to the tiers in the NFT collections:

Levels 1-6	Fortunate Monkey
Levels 7-12	Brutal Bull
Levels 13-18	Prosperous Tiger
Levels 19-24	Emerging Phoenix
Levels 24-30	Majestic Dragon

1. An additional experience accumulation coefficient for increasing the level in the Loyalty Program when betting in tokens
2. Cashback in \$NEG tokens for every bet starting from level 3
3. Rewards for completing daily tasks that are determined by the level
4. Access to different-sized auction pools that are determined by the level
5. Access to different-sized free loot boxes that are determined by the level
6. Discounts on paid loot boxes that are determined by the level

■ **NFT Collection and User Benefits**

We have described the first level of our loyalty program above. Now, we would like to introduce you to the second level - NFT collections. NFTs grant users access to unique platform features. Every new collection will have several types of NFTs, ranging from basic to legendary. NFTs are divided into 5 tiers (Common, Improved, Rare, Epic, Legendary) based on their rarity. Basic NFTs do not provide access to unique features, while legendary NFTs provide access to all functionality.

Let's consider an example with the coinflip game, where the casino's usual house edge is 0.5%. A user with an NFT of a certain type (above basic) can reduce the house edge to 0.1% or even eliminate it entirely (for this, a special type of NFT is required). Thus, NFTs work similarly to the loyalty program, providing users with access to the best platform features (the given house edge is used as an example).

Special functions can be performed when NFTs are detected in a user's wallet, as NFTs allow easy identification of individual wallets. This means that players with different NFTs will receive more rewards and will have access to extended functionality and unique project features. Additionally, NFT holders will receive more benefits than ordinary users.

NFTs are exclusive digital membership cards on the world's leading gaming platform. NFTs will allow access to exclusive private games with high rollers, early access to new self-developed games, and much more.

REFERRAL PROGRAM

At SnegBet, we believe in growing together with our users. To encourage this, we've designed a referral system that rewards leader for each new user they bring to our platform. Our referral program is straightforward: leaders receive rewards in \$NEG tokens for every deposit their referrals make on the platform, and referrals also receive bonus payouts in \$NEG tokens for signing up through a unique referral link. The amount of rewards leader receives depends on the size of the deposit. In other words, the more users the leader refers to SnegBet, the more tokens they can earn.

Furthermore, we store information about referral achievements in an NFT, which is a part of our Web3 ID system. The system automatically distributes referral rewards based on the data stored in the NFT. User can even transfer or sell the NFT to other users as a legitimate business opportunity.

WEB3 ID

On our gaming platform, users can create a SnegBet ID using zero-knowledge (zk) technology. This allows applications to authenticate the user without revealing their personal data.

Users will have access to:

- A single account for all SnegBet ecosystem apps.
- The option to create an NFT that records their referral achievements. They can transfer or sell this NFT to other users.

USER'S JOURNEY ON THE PLATFORM

To get started, simply head to the website and register with or without a referral link. As a welcome bonus, user will receive credit that can be used on the platform. Once registered, make a deposit using any available currency, either fiat or cryptocurrency, to receive additional bonuses that can be used within the platform. With this deposit, user will automatically be granted the Oth level in the Loyalty Program, which doesn't grant access to any platform features. However, user can use all available products at this level. And, if they're not interested in the full gaming experience, there's no need to pass KYC. Just play, earn, increase their Loyalty Program levels, upgrade their character through improving NFT tiers, and earn even more rewards.

NFTS

DESCRIPTION OF NFT

As a part of Loyalty Program level two, we are introducing an NFT collection. We will release the first NFT collection, which will have unlimited issuance during the first season, upon project launch. Afterward, new collections with seasonal mechanics will be released. We offer five different tiers of NFT rarity, with each belonging to different levels. This means that NFTs in one tier will have the same rarity, but will differ from the rarity in other tiers. User can get NFTs from a paid loot box or buy them on the secondary market from other players. The platform offers five tiers of loot boxes. From each tier of loot box, user can get an NFT whose rarity is not higher than the rarity of the loot box. The higher the tier of the loot box, the higher the probability of getting a rarer NFT. However, the higher the rarity of the NFT, the lower the probability of it dropping from the loot box. Additionally, the more often user opens loot boxes, the greater their chance of getting the desired NFT. If user does not need a specific NFT, user can easily recycle it through our "Breeding" system.

DESCRIPTION OF NFT TIERS AND UTILITIES

Each NFT collection consists of five categories with different levels of rarity. These categories are referred to as "tiers," and each tier offers unique bonuses for users within the Loyalty Program. NFTs with basic rarity belong to the Basic tier and provide regular bonuses, while NFTs with legendary rarity belong to the highest tier, the Best tier, and provide the platform's top bonuses. The tiers are named as follows: the 1st tier is Common, the 2nd tier is Improved, the 3rd tier is Rare, the 4th tier is Epic, and the 5th tier is Legendary.

■ **NFT Characteristics**

1. User has the option to obtain NFT from loot boxes, which can be acquired for free by actively engaging with the platform, or user can purchase premium boxes for \$NEG tokens. It's also possible to buy them on the secondary market.
2. NFT are categorized into 5 tiers based on their rarity level.
3. We intend to launch our own marketplace for gaming NFT. Additionally, the secondary market will be available on OpenSea, Magic Eden, and other platforms.
4. Resale of NFTs on the secondary market entails royalties.
5. NFT have unlimited issuance within each season, but the number of NFT in the collection is fixed at the end of the season.
6. NFT are seasonal, which means that every quarter a new collection of NFT with unique seasonal mechanics will be released.

■ **NFT utilities**

1. Lowered house edge for high-tier NFTs Players who own basic-tier NFTs are subject to a fixed house edge in in-house games. However, starting from the 3rd NFT tier, the player's house edge decreases. With each subsequent NFT tier, the size of the house edge decreases even more. This reduction only applies in in-house games.
2. Loyalty program's most valuable features are accessible through holding NFTs, including:
 - A betting bonus that increases with higher-tier NFTs, i.e. more rare NFTs
 - Access to private games granted through NFTs, including:
 - Exclusive access to PvP games for 14 days with Top Tournaments, available only to owners of 5th tier NFTs
 - After 14 days of exclusive access, players with 4th and 5th tier NFTs get early access to games for 4 months
 - After months of early access, players with 3rd and 2nd tier NFTs also gain access to these games, but with lower RTP.
 - The ability to adjust the maximum bet in games
 - The ability to place bets above the base and increased odds

- Additional deposit bonuses
- Lower wagering requirements for cashback
- Higher cashback
- Profile customization Players can create a character (avatar) that represents themselves, which enhances their personal interaction with the game.
- Live dealers: Owners of 5th tier NFTs with a certain turnover on the platform participate in periodic drawings of VR goggles, which can be used to play in the live category on the platform.

NFT BREEDING MECHANICS (NFT ALCHEMY)

We believe that, over time, many active players will accumulate a large number of first-tier NFTs. One way to make use of these NFTs profitably is through NFT breeding, a mechanic that has proven successful in many NFT games.

To obtain a next-tier NFT or an NFT of the same tier, user must collect 4 NFTs of the same level and a certain amount of \$NEG tokens. During the "Breeding" process, 3 NFTs and the required \$NEG tokens will be used up. The chances of getting a next-tier NFT using this mechanic are significantly higher than the chances of getting any tier NFT from a paid loot box.

Each unsuccessful "Breeding" attempt increases the chance of getting a higher-tier NFT in the next iteration by 4%. This cumulative effect applies up to 10 times, significantly increasing the chances of obtaining top-tier NFTs. This effect in the "Breeding" mechanic applies to all levels starting from the third.

The Alchemy mechanics serve several purposes:

- controlling the emission of NFTs (especially first-tier ones)
- balancing the distribution of NFTs from paid loot boxes
- increasing the burning amount of \$NEG tokens

SECONDARY MARKET FOR NFTS

A secondary market for NFTs is available on marketplaces like OpenSea and Magic Eden where users can buy and sell the project's NFTs. The prices on the secondary market are determined by the balance of supply and demand and are not controlled by the project team. On these marketplaces, NFTs are sold for the native blockchain token that holds the NFT. In the case of our project, NFTs can be purchased for MATIC. When NFTs are sold on the secondary market, a royalty on the sale price is paid to the SnegBet project.

GAMEFI MECHANICS

PAID LOOTBOXES WITH NFT

NFTs can only be obtained from paid lootboxes, which come in 5 different levels of rarity, each corresponding to a different NFT level. Basic NFTs can only be obtained from regular lootboxes, while legendary lootboxes offer a chance to get all NFT levels, although the probability of obtaining each level is different and constant. Lootboxes can be purchased using stablecoins or \$NEG tokens. If tokens are used, a portion of the payment will be burned, while for stablecoin payments, a portion will be used to buy tokens on the market for subsequent burning. This mechanism provides a deflationary model for the token. Lootbox prices are subject to change at the discretion of the project team.

NFT AUCTION

This is a product offered on our platform that allows users to win NFTs through an auction system. The NFT level up for auction is randomly determined before the auction begins and can be of first, second, or third tier. The auction is exclusive to fourth-tier and higher NFT owners and is held once every two weeks for a period of one day. The auction process only accepts bids in \$NEG tokens, with the starting price determined by a dynamic formula that takes into account dozens of parameters based on market conditions and internal platform economics. Users bid against each other, with Bob's tokens being returned to him if Alice outbids him. If Alice's bid is not outbid, her bid becomes the last one, and she receives the NFT, with all of her \$NEG tokens being burned. This burning mechanism provides a deflationary model for the project's token.

NFT RAFFLE

The NFT raffle involves drawing NFTs. To participate, user must purchase a ticket. The number of tickets is unlimited, and the more user buy, the higher their chance of winning. The auction is held once a week, and ticket purchases are available for 24 hours. The only payment method accepted for tickets is \$NEG tokens. The drawing of NFTs only occurs among 3rd or 2nd tier holders. NFTs are only won by 4th tier and higher holders who have access to the raffle. At the end of the ticket sales period, a winning ticket is randomly selected, and the owner receives an NFT. All tokens collected from ticket sales are burned, ensuring a deflationary model for the token.

\$NEG TOKEN RAFFLE

The \$NEG token raffle works the same way as the NFT raffle. To participate, user can buy any number of tickets, and the total number of tickets is unlimited. Tickets are only sold for \$NEG tokens, and tokens received from ticket sales accumulate in a pool. Then, one winning ticket is randomly selected, and the owner receives half of the tokens from the pool. The other half is burned. The token raffle has three categories: daily, weekly, and monthly. The ticket prices differ in each category, with the cheapest ticket in the daily raffle and the most expensive in the monthly raffle. The biggest jackpot can be won in the monthly raffle, all other conditions being equal.

FREE LOOT BOXES

Loot boxes are boxes in the game that players can open to get different rewards such as an NFT project or free bets on the platform. User can get loot boxes only by betting a certain amount on the platform. The counter for the bet volume is updated every day, and user can get a maximum of 5 loot boxes per day. If user does not open an available loot box within a day, it will expire, and user will not have any loot boxes the next day. The loot boxes are divided into 5 tiers according to the NFT tiers. If user has an NFT of the 5th tier and reach the threshold bet volume, user will receive a 5th tier loot box. The same goes for an NFT of the 1st tier and a 1st tier loot box. There are two types of rewards in loot boxes: NFTs and free bets. User cannot get an NFT from a loot box whose tier is higher than the highest tier of all user's NFTs.

CASHBACK

Through cashback in \$NEG token, we implement the P2E concept. Every 4 days, user will receive cashback in \$NEG tokens with a wager, which is a certain portion of all bets made in our in-house games over the past 4 days. This cashback will be credited to user's gaming account. If use has not played in our in-house games for 4 consecutive days after receiving the cashback, it will expire. To avoid this, user needs to place a bet in an in-house game. To withdraw the earned cashback, user needs to play it back. The amount of cashback credited and the wager depend on user's level in the Loyalty Program. The higher the user's level, the more portion of bets is paid as cashback, and the lower the wager imposed on cashback. The first cashback will start when user reaches level 3 in the Loyalty Program.

PAYMENT GATEWAY

The SnegBet payment gateway is a key component of our platform, developed independently by our project team. It enables users to make secure and convenient payments in both cryptocurrencies and fiat currencies, enhancing their overall gaming experience. Below is a brief overview of our payment solution, including:

- **Exchange**

Our fully-implemented exchange service is responsible for transactions and exchange operations, and is integrated with Binance. It allows for depositing and withdrawing various liquid cryptocurrencies across several of the safest networks, as well as buying various liquid cryptocurrencies for fiat money. With this integration, we are able to accept payments in many national currencies.

- **Security modules: risk levels and limits**

Our security module helps mitigate transactional risks, removes limits, and includes procedures for combating AML (anti-money laundering) and ATF (anti-terrorist funding) fraud. We have integrated the system with major external service providers to eliminate basic security threats.

- **User service**

Our user service is responsible for providing access to the platform, creating user profiles, and collecting user data for profiling and security purposes. It also allows users to create a personal address book, which eliminates the need to enter the address every time a transaction is made.

- **Wallet**

Our non-custodial wallet solution for storing cryptocurrencies is implemented as b2b and b2c wallets.

■ **Mobile Application**

Our mobile application allows clients to conveniently top up their platform account via their phone, making it easier for them to use and more likely to promote user loyalty. The mobile application is part of our developing omni-channel ecosystem that is oriented towards providing the best experience for our clients.

■ Advantages of Our Payment Gateway:

- Secure login using OTP (one-time password)
- Integration with Binance for easy exchange of fiat for cryptocurrency
- Security system with different risk levels for different users
- External security integrations with MaxMind, Sum&Sub, and Twilio

Some of our direct competitors only accept deposits through Web 3 wallets, which can be inconvenient for users. Our payment gateway sets us apart from these competitors, such as Dexsport. While some competitors, such as BetFury, have also implemented a payment gateway, our solution allows us to maintain our position as leaders in the market.

TOKENOMICS

DEVELOPMENT

Developing tokenomics for the SnegBet platform is a comprehensive project that involves analyzing the platform's needs and designing a token model.

To effectively develop tokenomics, the team has divided the project into several key stages:

1. Market analysis
2. Selection of a tokenomics model and creation of utilities
3. Development of a DeFi strategy
4. Calculation of allocations, cliffs, and vesting.

MODEL DESCRIPTION: ONE INTERCHANGEABLE TOKEN + NFT

We have analyzed several tokenomics models and based on our concepts and goals, with consideration of limitations, we have chosen a model with one interchangeable token and NFT. This model involves utilities for both the token and NFT. The token serves as an in-game currency as well as a deflationary asset that accumulates value. The maximum benefits of the platform are realized through NFT.

LAUNCH ON THE POLYGON BLOCKCHAIN

We have decided to implement the token and NFT on Polygon as it is the most suitable blockchain for the token + NFT model. Here are some reasons why:

- Polygon is in the top 5 of all existing networks by TVL. This means that there are many well-known protocols in the network that can integrate the \$NEG token.
- Transactions on Polygon are fast and cheap.
- The NFT environment on Polygon is well-developed. In terms of NFT trading volumes, the Polygon blockchain is also in the top 5 of all networks, surpassing BNB Smart Chain. A developed NFT environment is crucial for launching the SnegBet project because NFT serves as a driver of token price growth and is tied to key utilities.

Considering these advantages, the team has chosen the Polygon network as the first network to launch the project.

\$NEG TOKEN, OBJECTIVE, UTILITIES AND CONSTRAINTS

To create token utilities, we've identified key concepts on which lie at the heart of our ecosystem.

■ Key concepts:

1. Loyalty program: Each Loyalty Program level includes several features. They're distributed from level 1 to level 30. User can access the best features only at the top levels. This encourages players to gain more experience on the platform and increase their Loyalty Program level.
2. NFTs with different levels of rarity (Tiers): Each NFT tier has several unique features. They're distributed from the base tier to the legendary tier. User can access the best unique features only if they hold an NFT at the legendary level.
3. Customizable monetization: NFTs let user customize their profile, which is public. Other players can see user's profile.
4. PvP games:
 - Utility NFTs give early access to in-house PvP games.
 - House edge is reduced for holders of NFTs of certain tiers.
 - The best tournaments with exclusive access for holders of NFTs of the top tiers are organized in these games.
5. Value accumulation:
 - The token has a limited emission.
 - The token economy is based on a deflationary model.
 - The token model includes many burning mechanics.

We have identified the main objectives for creating the token.

■ Token Objectives:

1. The token should offer unique features and utilities that differentiate the project from competitors.
2. The token should accrue value to the stakeholders of our platform.
3. The token should add value to users when they play on the platform.
4. The token should contribute to the sustainability of the project's business model.

We have also identified exogenous and endogenous constraints on the token.

■ **Endogenous Constraints:**

1. Deflationary token (value accumulation)
 - We plan to include token buyback and burning.
2. The total number of tokens should be limited to ensure scarcity and encourage value accumulation.
3. Token design should be transparent and easily understandable for users, investors, and other stakeholders.
 - For existing platform products, the token will have transparent utilities.
4. Token design should encourage long-term participation in the platform and reward loyal users.
 - Long-term participation will be encouraged by maintaining a stable/growing token price in the market. The Ecosystem and Marketing article in tokenomics is designed to promote long-term token retention and reward loyal users.

■ **Exogenous Constraints:**

1. Availability on centralized exchanges.
2. The financial and crypto markets' volatility and the global economy's cyclicity.
3. Economic crises and shocks.

We reviewed several tokenomics models and, considering the project objectives and limitations, selected a model that uses both a token and NFT to maximize unique features.

To ensure that all project stakeholders benefit from the utilities we develop, we identified a target audience and broke it down into specific groups. For each group, we identified actions that are desirable and undesirable for the project, and built in mechanisms to encourage desirable actions and discourage undesirable ones into the token utility.

Based on the project's objectives, we then developed utilities for both the token and NFT, taking into account the interests of all stakeholder groups.

■ Token Utilities

1. Bets on the platform are accepted in tokens and other assets (fiat, cryptocurrency)
2. Token buyback on an approved timeline for a portion of the project's profits and burning
3. Achievements and daily tasks:
 - Reward for completed tasks is paid in tokens
 - Tasks for the user are opened depending on their level
4. For leaders of the referral program: attract users and receive additional token payouts for their deposits
 - Marketing article in tokenomics, from which payments are made
 - Single-level program
5. For referrals: register via the leader's link and receive token bonuses for bets
 - Marketing article in tokenomics, from which payments are made
6. Token bet - additional coefficient for accumulating experience to increase loyalty program level
7. Tokens as a lottery prize
 - Daily, weekly, and monthly lotteries with \$NEG token rewards
8. Tokens received for purchasing lottery tickets are burned
Token rewards for top positions in the leaderboard
 - Top 100 leaderboard players receive token rewards every day
 - The rating of players is formed based on the volume of bets on the platform and the maximum bet
9. Drawing prizes through an auction pool
 - The winner of the auction receives a \$NEG token prize
 - Pooled bets from users in \$NEG tokens are burned
10. Paid loot boxes:
 - Sold for \$NEG tokens or stablecoins
11. Token cashback:
 - The player is returned a portion of the played bet in tokens
 - Cashback payments depend on the level in the loyalty program and NFT tier

ALLOCATIONS AND VESTINGS

In this section, we will discuss token allocations and vestings. Additionally, we will provide our calculations for price dynamics and other related metrics.

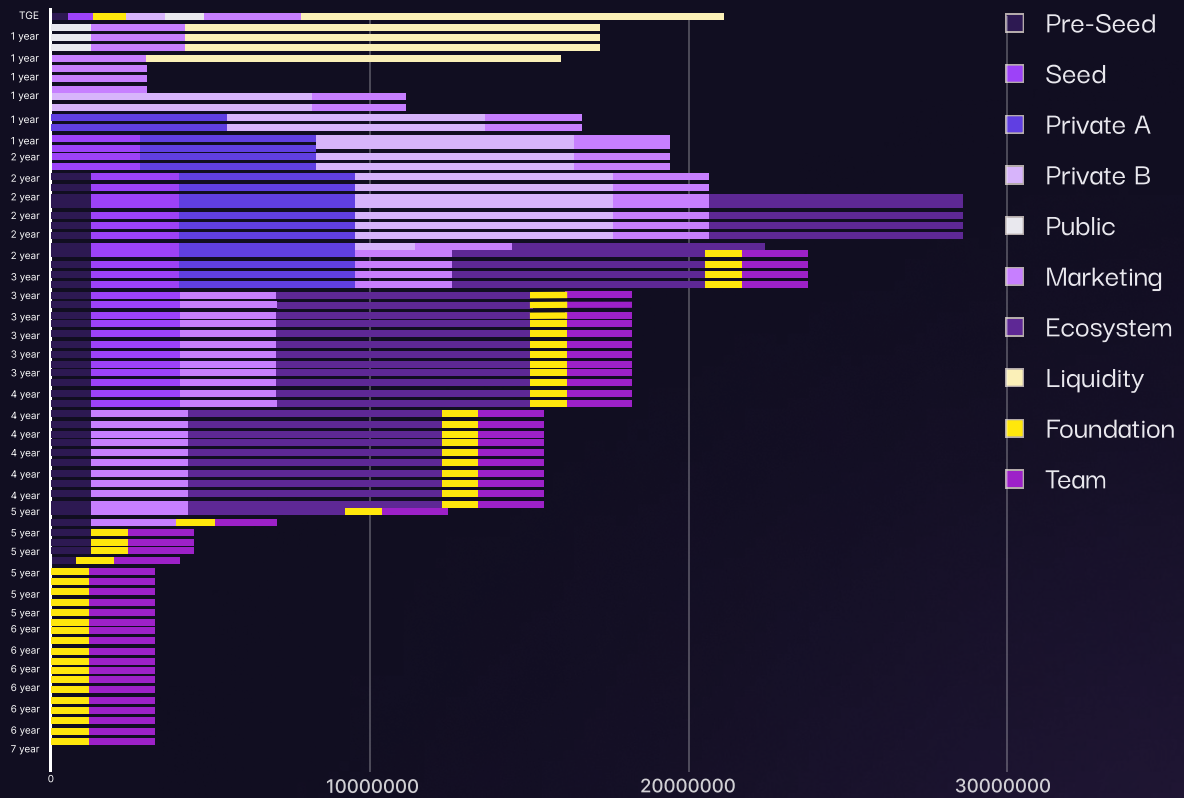
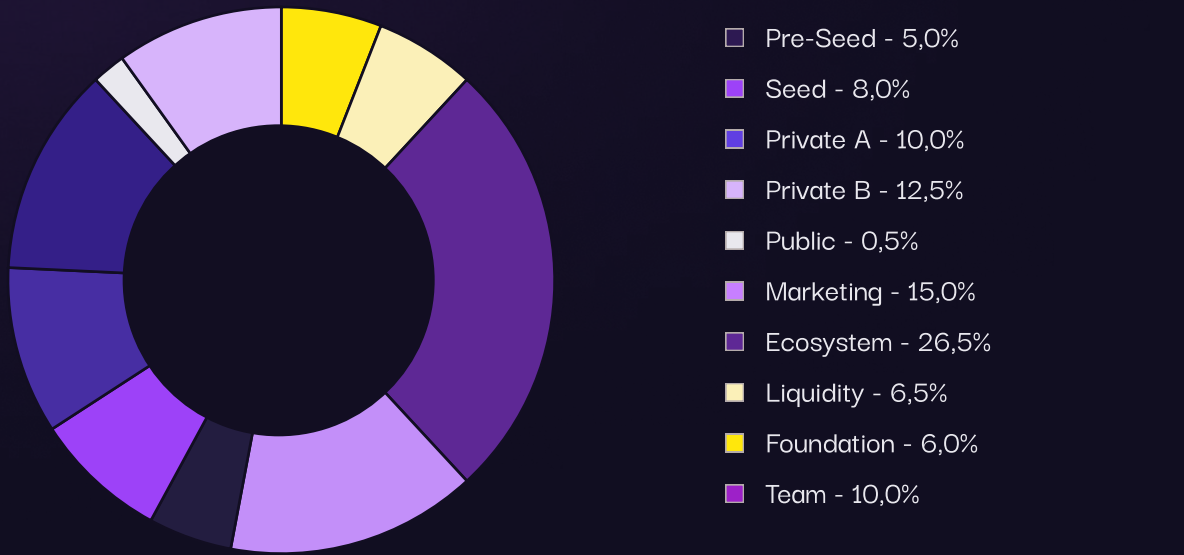
We have included a table that reflects four funding rounds, through which we aim to raise \$24.5 million for a 36% stake in the company. Our plan is to list the company with a valuation of \$200 million, which is a 20X increase from the Pre-Seed to Public rounds.

Financing round	Token Price	FDV	Amt. of tokens	Raise	% of total supply
Pre-Seed	\$0.01	\$10,000,000	50,000,000	\$500,000	5%
Seed	\$0.025	\$25,000,000	80,000,000	\$2,000,000	8%
Private A	\$0.06	\$60,000,000	100,000,000	\$6,000,000	10%
Private B	\$0.12	\$120,000,000	125,000,000	\$15,000,000	12.5%
Public	\$0.2	\$200,000,000	5,000,000	\$1,000,000	0.5%
Total			360,000,000	\$24,500,000	36%

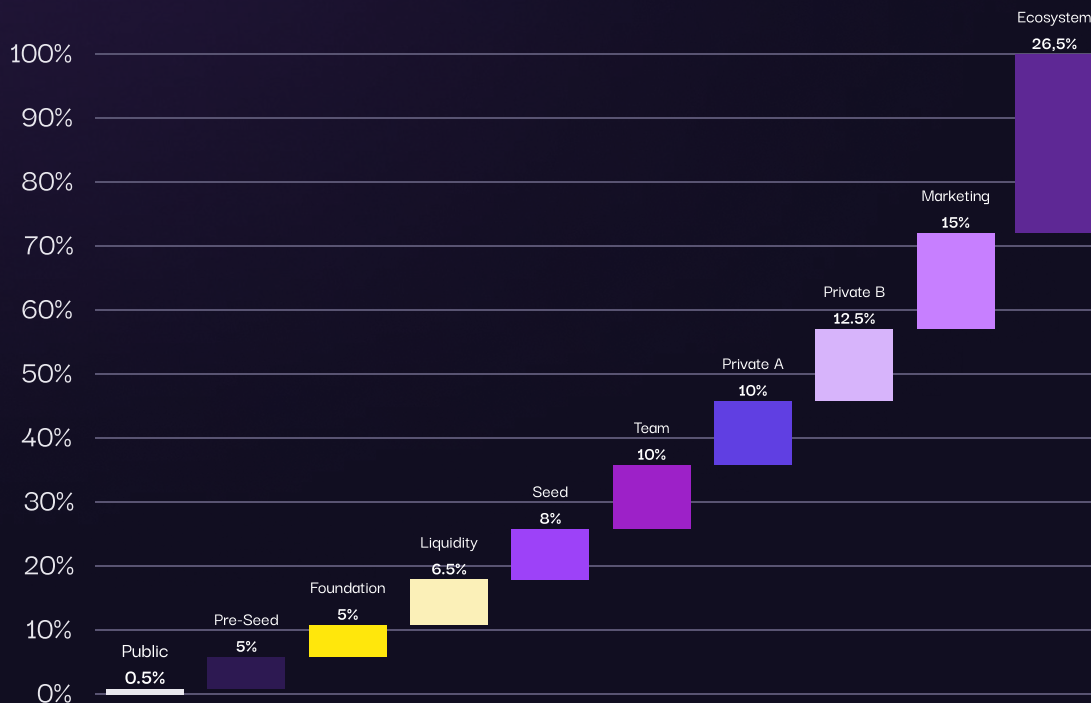
Below is a table of token allocations, releases, cliffs, and vesting.

Purpose	Amount of tokens	% of total supply	Release on TGE	Cliff	Vesting monthly, %	Vesting, months
Pre-Seed	50,000,000	5%	1%	1 yr 4 mo	2.5%	4 yr 2 mo
Seed	80,000,000	8%	1%	1 yr	3.5%	2 yr 5 mo
Private A	100,000,000	10%	1%	10 mo	5.5%	1 yr 7 mo
Private B	125,000,000	12.5%	1%	8 mo	6.5%	1 yr 3 mo
Public	5,000,000	0.5%	25%	-	25%	4 mo
Team	100,000,000	10%	-	2 yr	2%	4 yr 2 mo
Marketing	150,000,000	15%	2%	-	2%	4 yr 2 mo
Ecosystem	265,000,000	26.5%	-	1 yr 6 mo	3%	4 yr 4 mo
Liquidity	65,000,000	6.5%	20%	-	20%	5 mo
Foundation	60,000,000	6%	-	2 yr	2%	4 yr 2 mo
Total supply	1,000,000,000	100%				

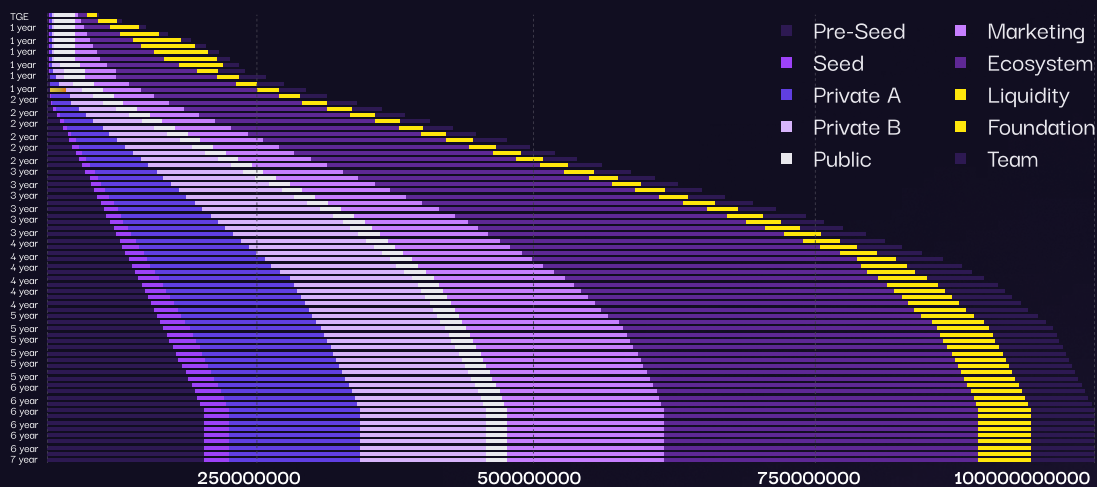
Next, token allocations are visualized on 3 charts:



Token allocations chart:



Unlock schedule. Unlocking was carried out on a 72-month horizon, which is 6 years.



TOKEN BURNING MECHANISMS

- Open market repurchase (buyback) & burn
- NFT auction
- NFT lottery
- Paid loot boxes
- Token lottery
- Auction pool

FINANCE

REVENUE STREAMS

Our primary source of revenue comes from the commission charged on the volume of bets placed by all players. In the sports and gaming categories, we charge a basic house edge on bets. In in-house games, we may impose a lower house edge on player bets due to the higher NFT tier.

Our second source of revenue is from the sale of paid loot boxes for stablecoins. If the loot boxes were purchased with \$NEG tokens, the tokens are sent to the project's treasury and stored there.

The third source of revenue is from the sale of \$NEG tokens on the open market to meet demand for the token.

The fourth revenue stream for the SnegBet platform is through its multi white label with payment gateway and game licensing. This service allows other gaming platforms to use the SnegBet payment gateway and licensing to offer their own gaming services. The platform charges a fee for this service, which provides an additional revenue stream for the project.

EXPENSE PLAN

We have ambitious development plans, so we created a 2-year roadmap outlining key stages for developing new products and improving the ecosystem. Most of our revenue will be directed towards developing the project in line with this roadmap.

PLAN FOR PAYMENTS TO INTERESTED PARTIES

Our main goal is to accumulate value, so stakeholders receive a return on investment in \$NEG tokens, as reflected in our tokenomics. Interested parties are investors who have a stake in the project confirmed by the presence of tokens. After the cliff period expires and depending on how the tokens were unlocked, investors can sell tokens on the market at a profit and receive a return on investment. Our team is developing an effective business model that will be supported by a sustainable model of our tokens to ensure market price stability.

TARGET AUDIENCE

■ Target Regions

Europe, CIS, Asia, South America

■ Client Profile

Our client is a man between the ages of 28-45 who leads an active lifestyle and enjoys entertainment. He values his time and seeks out engaging and exciting events and experiences. He primarily plays online casino and games for fun and excitement, but is also motivated by the possibility of winning money and bonuses. The client has a stable, middle class income. He is up-to-date with the latest trends and finds cryptocurrency payment convenient. He often plays games with friends and prefers platforms with multiplayer modes and communication options. The client plays mostly on his mobile phone and is particularly interested in slots, fast games, and crash games. He trusts games with Provably Fair technology, as it allows him to verify and confirm the results.

■ Customer Interaction Plan

We offer a variety of channels for customer support. Our clients can contact us through online chat with AI assistant and email, both of which are available 24/7 for quick and convenient support. A phone line is also available for clients who prefer to talk to an operator, and our VIP clients have a personal manager assigned to them. We also provide the opportunity to interact through social networks such as Telegram bot, Telegram chat, Discord, subreddit, and X, where clients can ask questions and leave comments. Forums, communities, and internal chat can also be used to communicate with our clients. We value feedback and strive to improve our service and platform based on customer reviews. For those who want to learn more, we provide educational content and guides on our games and tournaments.

GO TO MARKET STRATEGY

INVESTOR ATTRACTION

■ **Angel Investments**

To attract angel investments, we will leverage our industry connections. We will attend events and conferences where angel investors are present, as well as approach potential investors through personal contacts. Our investment package includes a detailed business plan, financial forecasts, an explanation of the unique proposal and growth potential, which will be presented to potential investors in digital and personal formats. Finally, we offer attractive investment conditions and incentives, such as a share in the company and early access to new products and features.

■ **Venture Capital Investments**

We plan to use multiple channels to attract venture investments, such as events and conferences focused on investing in technology startups, investment funds specializing in financing technology startups, as well as investment search platforms, such as AngelList and Crunchbase. We provide potential investors with a business plan, financial forecasts, a unique proposal, and growth potential in digital and personal formats. In addition, we offer attractive investment conditions and incentives, such as a share in the company and early access to new products and features.

CUSTOMERS ATTRACTION INTERESTED PARTIES

■ Traffic Arbitration

To attract customers from different regions, we plan to use traffic arbitration. We will partner with arbitrageurs who purchase advertising traffic on popular platforms like Google Ads, Facebook Ads, and Instagram Ads and redirect it to our website. We will also utilize targeted advertising to attract customers who match our target audience.

■ Influencers

We will build partnerships with opinion leaders who have many subscribers that match our target audience. We will offer them exclusive access to our products, exclusive content, and rewards for promoting the SnegBet brand. We will also use various platforms such as HypeAuditor, [Influencer.co](https://www.influencer.co/), and AspireIQ to search for bloggers and influencers. Additionally, we will conduct contests and prize draws for bloggers' subscribers to draw attention to our project.

■ Cross-Promotion with Other Crypto Projects

We plan to expand our audience and attract new customers by conducting cross-promotion with other crypto projects. We will look for projects that have a similar audience but do not compete directly with us. We will offer joint events such as contests and prize draws, exchange advertising traffic, and mentions on social networks. Additionally, we can offer our customers exclusive bonuses and promo codes from our partners to encourage participation in cross-promotion.

■ Web 3.0 Social

We aim to leverage Web 3.0 social to attract and expand our audience. Web 3.0 social is a novel social network built on blockchain that enables users to interact with each other without intermediaries or control by centralized companies. Our Web 3.0 social strategy involves creating a customer community and providing unique opportunities for interaction. We will incorporate mechanics such as airdrops, quests, tournaments, and contests to promote engagement. An example of a Web 3.0 social platform is Galxe.

- **Native Traffic**

We will advertise on popular websites and portals that align with our target audience. Native advertising enables us to seamlessly integrate our advertising into the context of the website, making it more attractive and effective. We will utilize sponsored articles, advertising blocks, video advertising, and other formats to reach potential customers and communicate our project.

- **SEO**

We plan to use SEO to attract customers through organic search. We will optimize our website and content for search queries used by our potential customers. Our strategy involves creating informative and high-quality content that addresses our customers' questions and aids them in understanding our product. We will also incorporate various techniques, such as link building, meta tag optimization, page loading speed optimization, and others, to enhance the ranking of our website across search engines.

- **Affiliate Program**

We are considering creating an affiliate program to attract customers through our partners. Our partners would earn commission rewards for every customer they refer to our site who makes a purchase. To help our partners attract customers, we will provide them with special links and promo codes. We plan to hold contests and giveaways to encourage our partners to participate in the affiliate program. Additionally, we will offer our partners exclusive bonuses and promo codes to help them attract even more customers.

- **Interaction Channels**

We offer our customers a variety of ways to interact with us. Online chat and email provide quick and convenient support. For customers who prefer to speak with an operator, we also have a phone line available. We also interact with customers on social media, answering questions and comments. Forums and communities allow customers to communicate and share their experiences with each other. We also have an internal chat for users to interact with us. We are planning to use AI technology to improve the quality of our customer communication.

PARTNER ACQUISITION

■ Networking Events

As part of our strategy, we plan to actively participate in networking events related to blockchain and gaming, such as conferences, seminars, workshops, and forums. At these events, our team members will be able to learn about the latest market trends and technological innovations, and establish contacts with industry leaders to advance our ideas and plans. We will also organize some events to showcase our expertise and draw attention to our products and services. Networking events provide not only a learning opportunity for our team, but also a chance to build strong relationships and long-term partnerships with other industry players.

■ Social Media Engagement

There are active communities dedicated to Web 3.0 on social media platforms like Twitter and LinkedIn. Engaging with these communities is an important way to connect with other professionals in the field. Social media can also be used to promote ideas and projects, and attract new clients and investors. Daily communication with the community will also help stay up-to-date with the latest news and trends in Web 3.0, which in turn will help develop projects and achieve greater success.

■ Joining Industry Groups and Forums

Our team plans to actively interact with the community and find new partners through various web resources, such as CryptoCompare and the Ethereum forum on Stack Exchange. Additionally, we will seek out forums for specific projects to establish closer relationships with key players in the industry. Furthermore, we will conduct research and analyze various websites and forums to find new partnership and collaboration opportunities. We will also actively participate in discussions and share our experience and knowledge to strengthen our expertise and stay up-to-date with the latest trends and news in the industry.

- **Working with DAOs**

Many projects in the Web 3.0 space operate as DAOs, which are decentralized autonomous organizations that enable users to make decisions and manage the project directly, without intermediaries. We have a team of experts who specialize in working with DAOs and will participate management and discussions of our partners' projects through DAO management platforms.

- **Establishing Partnerships**

We employ various methods of direct contact, such as personal meetings, phone calls, emails, and even social media, as part of our strategy for establishing partnerships.

- **Advisors and Business Development**

Our professional network includes experienced advisors and bizdev specialists who help us find the right partners. We consistently strive to expand our professional circle and establish effective relationships with key leaders in our industry. Our goal is to penetrate promising new markets while drawing on our experience and knowledge to achieve success.

DEFI STRATEGY

The aim of this strategy is to understand the development opportunities in DeFi and set milestones for the project's roadmap. The strategy will prioritize protocols and crypto projects for partnership and integration. We have identified protocols that are compatible with Polygon, where the token and NFT will be launched.

In terms of DeFi strategy, we have categorized integrations/partnerships into early and late ones on the Polygon network. This section outlines the most relevant integrations/partnerships for the launch while the rest will be included in the project roadmap.

To conduct the public investment round, we have chosen Tier-1 launchpads:



We have also selected Tier-1 NFT launchpads (INO platforms):



In parallel with the launchpad launch, we plan to carry out an IEO. We have chosen Tier-2 exchanges:



For our listing, we have selected Tier 2 centralized exchanges, which we believe offer a balanced solution based on price, quality, and potential for future listings. Our primary listing will be on MEXC, Gate, and/or BitGet, immediately after the IEO on these exchanges.

We also plan to list on a decentralized exchange, specifically Uniswap V3, either simultaneously with the centralized exchange listing or shortly after. We have identified several categories for token integrations with DeFi protocols on the Polygon network, including derivative products, farming, structured products, lending protocols, and NFT fractionalization platforms. We have included partnerships with these projects in our roadmap because, at the launch stage, we do not want to disperse resources on integrations that have weak effects for young projects. However, as the platform develops and we accumulate liquidity in pools and exchanges, we plan to move to Tier 1 centralized exchanges before focusing on integrations. By this time, we will have a loyal user base, long-term holders, and highly liquid tokens and NFTs, so integration with DeFi protocols will be truly relevant and will serve as an additional driver of token demand growth.

ROADMAP

2023 Q4:

Foundation & Infrastructure

- Marketing documentation
- Crypto Processing
- Formation of C-level and Advisory Board

2024 Q1-Q2:

Community Building & Early Development

- Seed Round
- PR
- KOL's Promotion
- Partnerships with Launchpads
- Collaboration with streamers

2024 Q3:

Post-Seed to Public Launch

- Launchpads IDO
- Listing on DEX
- MVP 1.0
- Agreements with major media buyers
- In-house mediabuying
- Purchasing in CPA networks

2024 Q4:

Game Development & Marketing

- 10,000 active players per month
- Private A round
- Marketing

2025 Q1:

Wider Accessibility & Upgrades

- CEX & NFT listings
- Loyalty Program updates
- Platform update
- Multi-chain staking functionalities

2025 Q2:

Diversification & Growth

- Development of white-label DAO games
- Development of the SnegBet trading platform
- Private B round

2025 Q3:

B2B platform development

- SAAS infrastructure development
- Hiring a B2B profile operations team
- Formation of working infrastructure for B2B clients
- Developing the base of operator partners (sales)

2025 Q4:

Building an ecosystem

- Testing MVP SAAS platform on trust partners
- Working out possible problems
- Building an ecosystem around the SAAS platform (operators, providers, vendors, services, etc.)



SNEGBET