



## Infrastructure Platform and Payment Gateway for Esports and Gaming

Whitepaper 2.0



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# Abstract

The desire to compete is in our nature. Striving to be faster, better, stronger at everything - from faster cars to sports achievements to... becoming the best player on a gaming server!

Presently, gaming is the largest entertainment market on the planet. It is a \$100Bn industry covering  $\frac{1}{3}$  of the world population i.e. 2.3Bn people as of 2017. Competitive gaming, a thin line between gaming and sports, has emerged in which players pit their skills against one another online. It already has over 1.4 Bn users concentrated around the top-10 most competitive titles like Counter-Strike, League of Legends, Dota 2 and Overwatch, etc. Esports, as it is today, has emerged from competitive gaming - that is, when players compete against each other in computer games professionally.

**Esports** is one of the fastest growing digital markets with a **33% annual growth rate**. Its opportunities are endless: esports will have **over 1Bn enthusiasts & viewers by 2023**, which is  $\frac{1}{3}$  of all gamers, and will become the **#1 sport of the future**. But with all this potential, the esports industry's growth is still currently hampered by the insecurity and fraud of transactions, no single point of entry, and limited market knowledge and business tools.

This is where DreamTeam comes into play - as the first all-in-one infrastructure platform for competitive gaming and a payment gateway for esports! We are acting as the secured payment gateway ensuring mutual trust and delivery by creating the basis for a solid economy of esports. And by offering an all-in-one network interconnecting all parts of the esports ecosystem under one roof, our goal is to make esports accessible to everyone willing to join and compete. As an all-in-one platform, we are unlocking the possibility for hundreds of millions of gamers, millions of teams, dozens of thousands of sponsors, advertisers and tournaments to securely connect with each other and become a part of the global esports ecosystem, where we have a unique opportunity to unlock a **\$50Bn** economy in a matter of a few years.



# Market Overview

## Gaming market

Just some 20 years ago, the gaming industry was taking its first steps as a developing market with a yearly revenue of under \$200M. Back in the 90's, we played everlasting hits like Super Mario, Legend of Zelda, DOOM, Duke Nukem and Half-Life - all immensely entertaining despite their limited single-player mode.



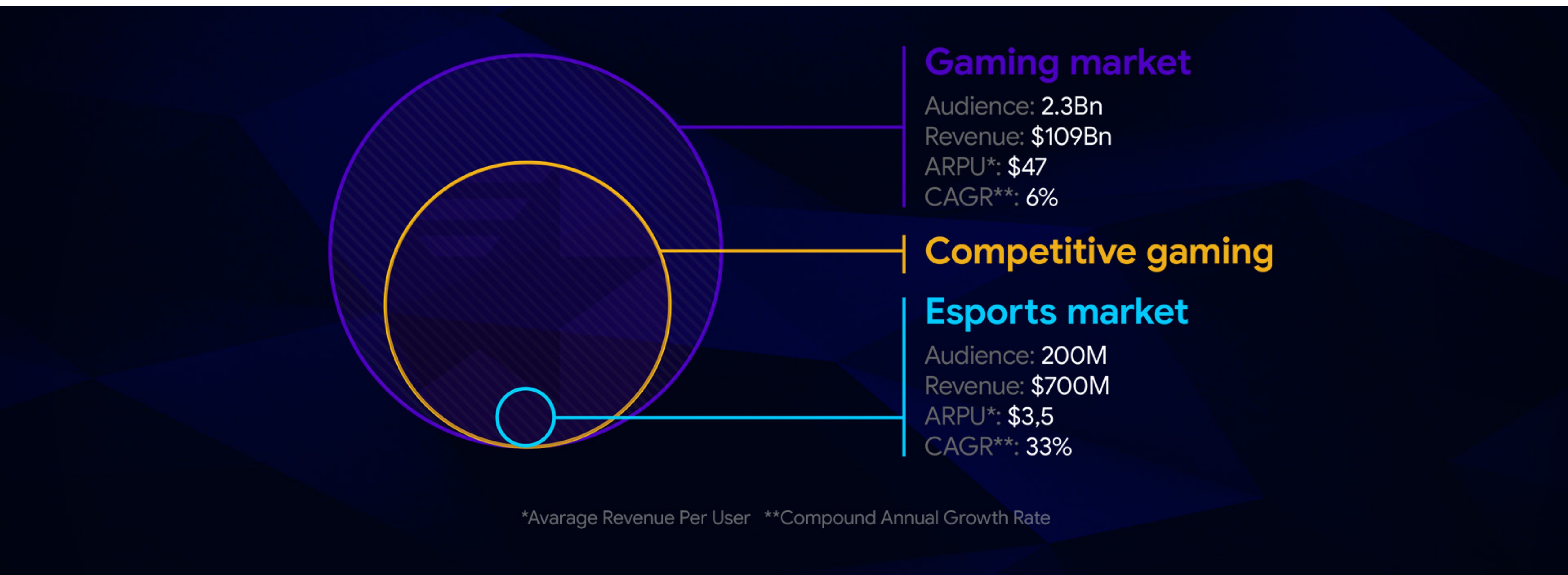
But playing against your computer could never compare to the level of engagement and challenges when faced by real opponents. So as the evolution of the internet and technology progressed, the era of multiplayer gaming began and the gaming market rapidly expanded

Today it already encompasses 2.3 Bn people and continues to grow. Each year it will continue growing, covering more and more of the yet claimed audiences.

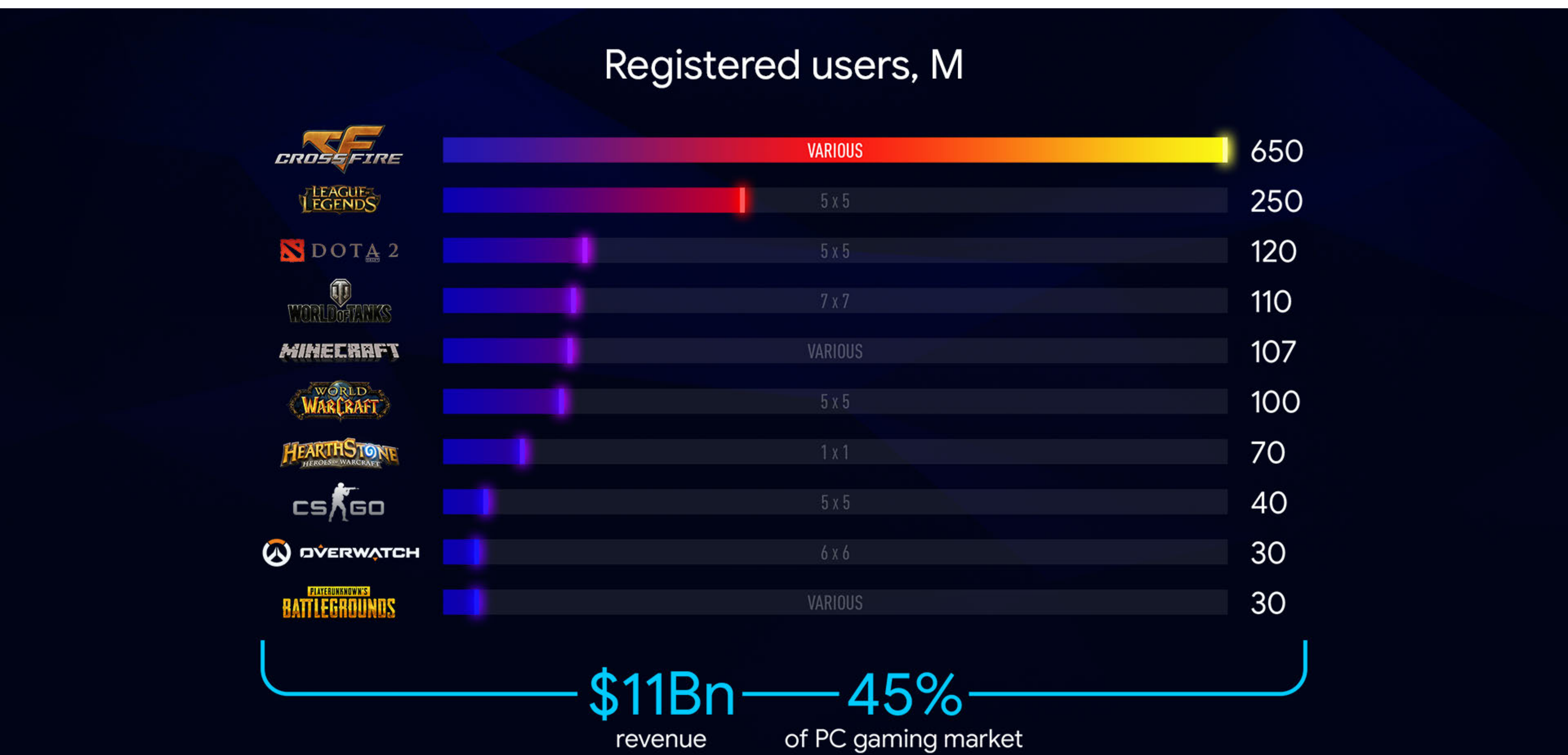
In perspective, the gaming market revenue was \$101Bn in 2016, \$109Bn in 2017 and is projected to slowly grow year-over-year and reach \$129Bn in 2020 with a CAGR of around 6%. The gaming audience growth is showing similar signs of steady but slow growth with a CAGR of 5% and 2.2Bn viewers in 2016, 2.3Bn in 2017 and a projected 2.7Bn in 2020 if the growth rates remain the same.



# Competitive gaming as a major part of the gaming industry



The core of competitive gaming and a large part of the gaming market is in competition between players or teams in the online multiplayer games. Remember that 1.5 Bn users are registered in the top-10 competitive titles on PC alone, and the revenue of such games equals to about 45% of the entire PC gaming market revenue, around \$11Bn. Eight out of ten titles are team-based games like Counter-Strike, League of Legends, DotA 2, World of Tanks and Overwatch, all played 5-on-5 or 6-on-6.







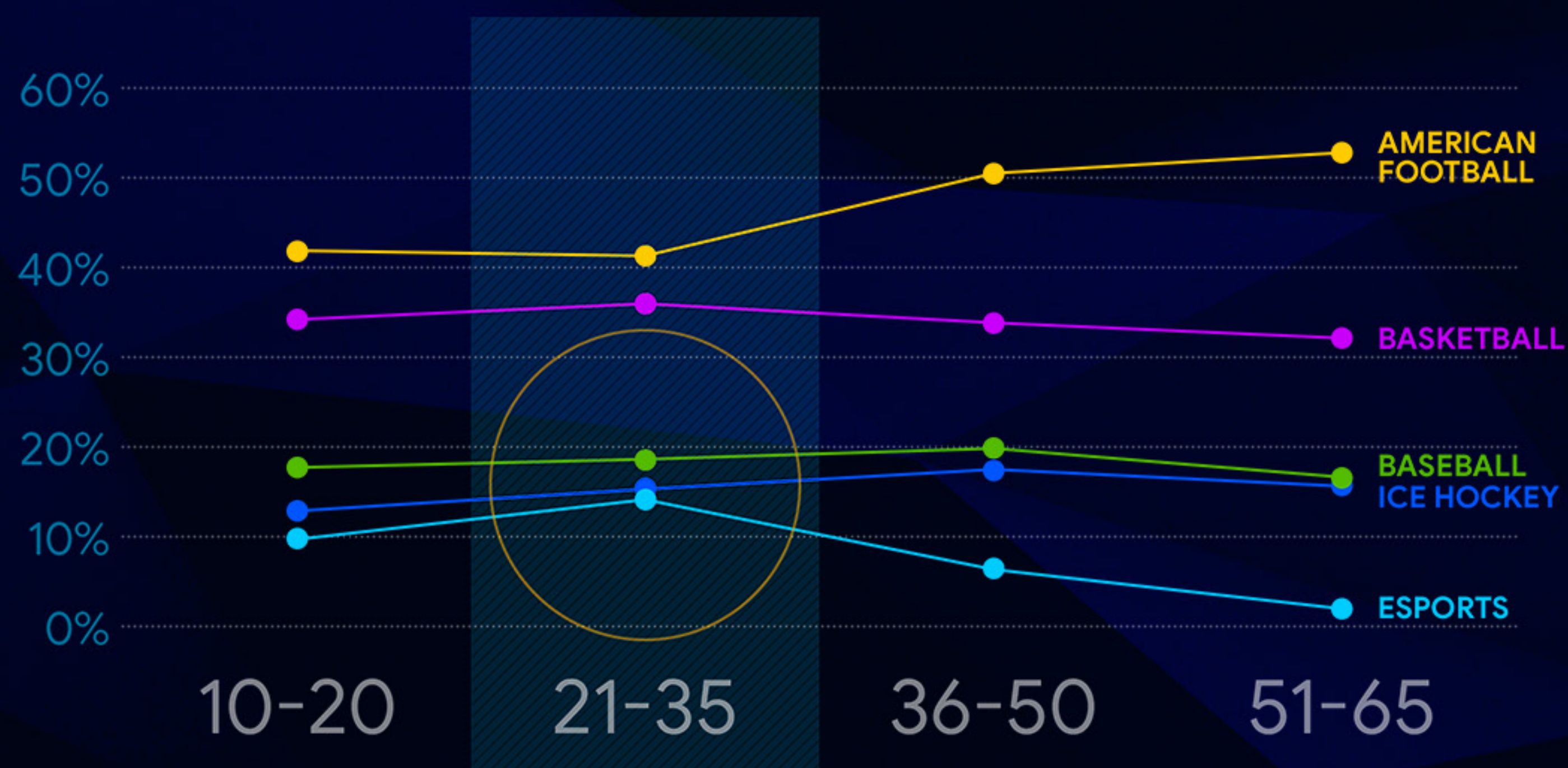
As in traditional sports, team-based games are by far the most popular for their intense visuals and interest for the viewers. And with its growing popularity, esports is spanning not only across the PC market, but on consoles and mobile markets as well. Indeed, consoles have a variety of competitive titles such as Call of Duty, Star Wars Battlefront II and Battlefield that have a huge fan base. For example, Call of Duty sold over 250M game copies which equates to roughly \$15Bn.

Another important part of the ecosystem is mobile esports - e.g. Clash of Clans has over 100M daily active users who enjoy playing on the go. Vainglory is one more competitive mobile video game that left its Beta in 2015 with over 1.5M active users. And the majority of players in both games are teens and young adults. The company behind Clash of Clans, Supercell, generated \$2.3 billion in revenue and profited \$964 million last year. Just think about it, the \$5.5 billion-dollar gaming company is worth more than LinkedIn, AirBnB, and Twitter combined.

We should also consider the potential of the VR & AR gaming market which is rapidly developing and is expected to reach its full potential in 4-5 years. In 2014, The VR/AR market was only worth \$100M and in 2017 it had already surpassed \$1Bn. That's a ten-fold growth in just 3 years with a potential to hit \$20Bn revenue in 2020, provided that a few "killer apps" are created. Esports fans are a major buying force of VR/AR hardware and games. Actually, according to Newzoo research, 52% of esports enthusiasts are planning to buy something connected to VR in the next 6 months. And 63% of all VR buyers are, at least, casual esports viewers. The number of people aged 16-35 who play esports is pretty much equal to those who play traditional sports like ice hockey and baseball.



## Popularity of (e)sports by ages in US



The younger population is keen to embrace the digital age and VR/AR technological advances only support the growing trend. It may soon be like in the movie Tron: Legacy, where the full physical and intellectual capacities become combined and lead to a new world with virtual stadiums and augmented reality for viewers.

The dedication and number of fans striving to become amateur or pro players are outstanding indeed. Nearly half of the 300M core players are engaged in competitive activities such as ranked matches (matches with a special ranking system) or some mini/amateur tournaments and want to know more about the reality of professional gaming - players, teams and tournaments.



In the top competitive titles, the numbers are even higher: according to the open source stats site Steamspy.com, there are 100+M registered users in DOTA2 with ~13M unique active monthly players with over 40% of them playing 40+ hours a month. The same with Counter Strike: Global Offensive – 35% of its ~9M unique monthly players, play 40+ hours a month.

This is a pressing issue for amateur players that has yet to be resolved, as 4 out of 5 League of Legends players, for example, want to compete professionally, yet have no clear way of doing so.



# Esports market revenue and audience



Esports is the realm of competitive gaming, meaning that people are making a living competing in video games. It is one of the highest potential markets on the planet within the hardest to reach audience aged 16-36.

The current esports market has a revenue of \$700M with an active audience of nearly 200M, making it an average revenue of \$3.5 per user, who are willing not only to watch, but to actively participate and make a living with esports. Furthermore, the compound annual growth rate is a staggering 33%. At the same time, this market is limited to the top 1000 players and about 100 teams, who together hold the biggest share of money in esports, namely, the \$300M sponsorships and media rights sales pie, \$120M in advertising revenue, \$100M of prize money and \$40M in player compensations and salaries.





The esports market revenue was \$0.5Bn in 2016, \$0.7Bn in 2017, \$1Bn in 2018 and is projected to grow to \$1.5Bn in 2020 with a 33% CAGR. The esports audience is also growing fast with a 324M audience in 2016, 390M in 2017 and could reach 590M in 2020 with a 17% CAGR.

## Esports market is growing fast. Here's why:



From the historical perspective, modern esports first emerged in 1997 and remained in the so-called “Dark Ages” up until 2003. At that time, it was an underground movement with prize pools usually amounting to a case of beer. The total revenue of esports at that time was just around \$5M.

In the years 2004-2010 what one might call the “Renaissance” of esports happened. That’s when esports became a widespread movement, alas an unstructured one, with the entire market worth around \$50M.

In 2011-2016 esports rose to fame and became a Global Phenomenon with \$500M in revenue. At that time, esports began to seriously challenge and at times even exceed traditional sports in terms of popularity. Prize pools were reaching \$20M in some instances.

We are now on the verge of a breakthrough as traditional sports have reached their peak all the while more and more young adults and teens are actively pursuing competitive gaming as their key pastime. Many believe that esports titles will soon be officially included as part of the Olympics with their overall revenue exceeding \$5Bn.

And the esports Olympic dream is growing ever closer. In February 2018, Intel brought amazing gaming experiences to PyeongChang ahead of the Olympic Winter Games 2018 - the Intel Extreme Masters (IEM) Season XII. The event hosted the esports tournament in “StarCraft® II” which was open to any player, at any level via global online qualifiers. It is noteworthy that the event was held with the support of the International Olympic Committee (IOC).

The future looks positive as the Olympic Channel has started engaging with the young audience through esports. With a budget of \$450 million, it was created by the International Olympic Committee to ensure the year-round interest in the Olympic movement and attract younger viewership. According to the channel’s Executive Director, Yiannis Exarchos, the rise in popularity of competitive gaming cannot be ignored. And talks about allowing esports to be a part of the Olympics are ensuing.



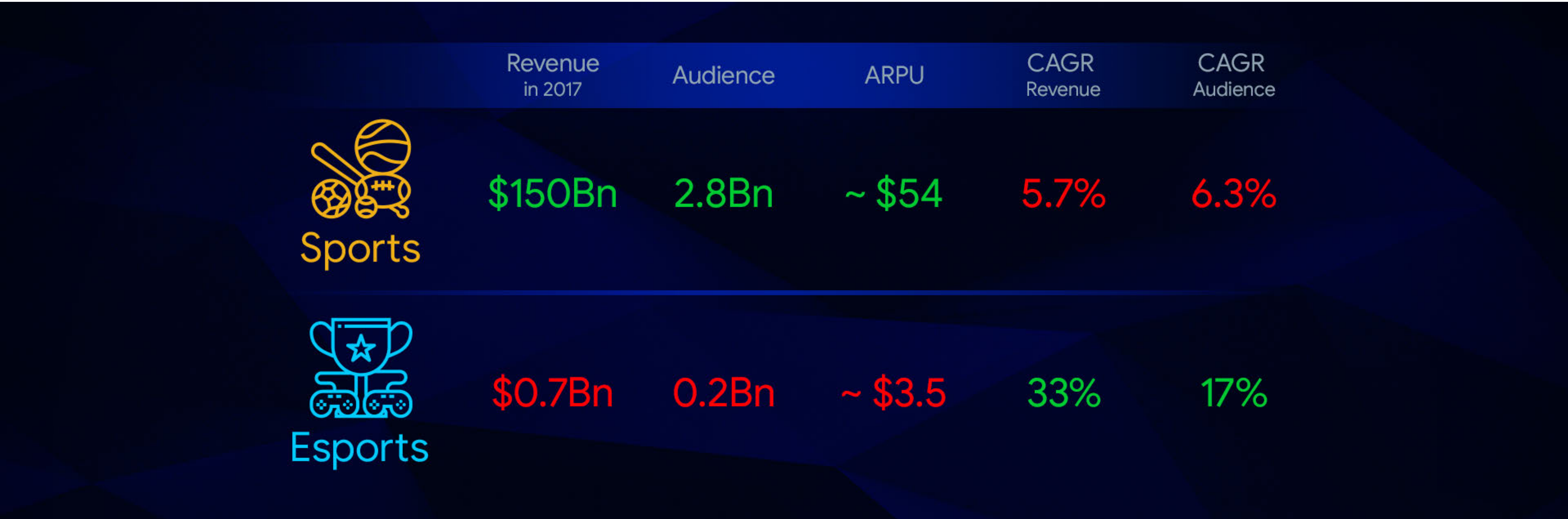
# Comparison of esports market with sports market

In terms of the players, teams, tournaments and gaming structures, esports is very similar to traditional sports.



But why invest in esports over the traditional sports market?

## Current landscape



While the traditional sports market is by far one of the largest markets with a 2.8Bn audience and \$150Bn in revenue, its very slow growth seems to have hit a ceiling. The sports market is highly regulated and its growth rate is not like it used to be 10-20 years ago, as we are immersing further and further into the virtual gaming world. And esports has all the prerequisites to become the biggest sport on the planet.



# Esports is the #1 sport of the future?

The pressing question is, how many youngsters actually play traditional sports such as football, tennis or hockey on a regular basis? Some of them probably do. If you ask around you will be amazed by the fact that 8 out of 10 youngsters actively play video games. Of those, 7 out of 8 are playing competitive titles, creating a massive audience eager to find a way to begin the road to professional esports glory and monetize their play.



This growing trend is going to turn esports into the most popular sport on our planet. We already have over 1,7Bn people that play online competitive video games on PC, Mobile, VR and Consoles. And being successful in competitive gaming is all the rage: getting a seat as a team at a large stadium and winning a tournament is what players long for most. Indeed, esports is so popular that in the years 2016-2017 a total of 70M people watched the LoL World Finals, 32M watched the DoTA 2 Internationals and 33M - the CS:GO ESL event in Cologne. This means that the combined viewership of these three tournaments was 135M. In comparison, the 2016-2017 NBA Finals only had a viewership of around 25M.

The total prize money pool exceeded \$100M and one of the top esports players, Kuro “Kuroky” Takhasomi received over \$2.5M in 2017, excluding his hefty salary and bonus payouts.



## Viewership 2017



On top of that, esports has a number of unique opportunities that everyone is trying to exploit, like creating a brand new league which is virtually impossible to do these days in the highly regulated traditional sports industry. Developers, for instance, are rushing to create closed championships and leagues, like the NHL & NBA. Riot Games, the owner of League of Legends, has created a closed ecosystem that mimics such traditional sports leagues: there are 6 regional leagues (Korea, China, EU, NA, Taiwan/Hong Kong/Macao, SEA), and the top-2 placing teams in each region get a spot in the World Championship, which is very similar to the Championship League in football. The 2017 Season World's prize pool was over \$4.5M. And the overall amount of prize money awarded in various LoL competitions exceeded \$12M in 2017. All of the media rights and tournaments have to be licensed and the profit goes to Riot Games, much similar to traditional sports TV broadcasting rights. As in traditional sports, the league will have a stable roster of franchises, and teams will share revenue from media deals.

The buy-in price to join the League of Legends league in North America is \$10-13 million per team, depending on the team's track record. And the process is highly selective: from around 100 applications willing to shell out millions. The league owner - Riot Games, created a very narrowed down shortlist. For example, in 2017 they decided that the league would not expand and instead remain at just 10 teams.

VALVE, owner of CS:GO and Dota 2, in turn chose to create an open ecosystem, where any team can take part in open tournaments with the top teams progressing to the closed regional qualifiers. In Dota 2, for example, winners of those qualifiers can partake in over 10 Minors with a \$300K prize pool and later in 10 Majors with a \$1M prize pool in each tournament. Based on the results of each tournament, teams get qualification points, and a short list is created for the main event with as much as \$24M in prizes up for grabs. As for CS:GO, there are 8 Minors and 2 Majors as well as over 20 smaller tournaments worldwide. Apart from the official VALVE sponsored tournaments, esports players can partake in thousands of tournaments that do not offer qualification points or serious prize money.





As the CS:GO tournaments are becoming more popular, ELEAGUE was created and officially launched in 2016, which is now the premium esports tournament and content brand formed in partnership between Turner and IMG. A leader in the delivery of live event experiences, ELEAGUE content is regularly showcased on TBS and widely distributed across digital platforms including Twitch, YouTube and ELEAGUE.com. Over its first two years, ELEAGUE has produced and staged three season-long competitions featuring Counter-Strike: Global Offensive, along with the first-ever Overwatch® Open.

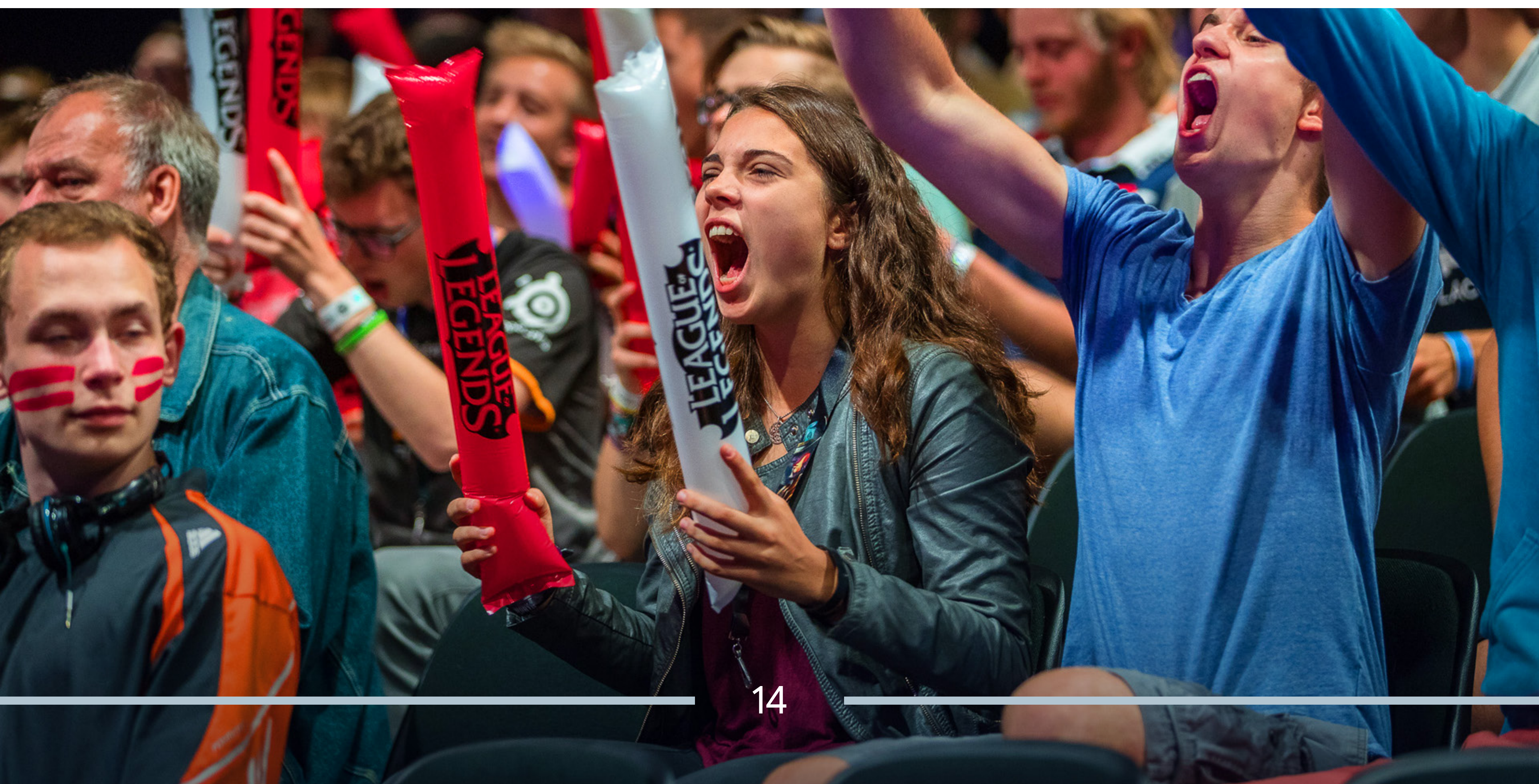
Another notable mention goes to the Overwatch League, created by Blizzard. It is divided into two regions: Pacific and Atlantic. In each region there are 6 participating teams that represent cities: Seoul, London, Shanghai, etc. The league is franchised, and the price for a spot varies from 5 to 20 million US dollars. In 2017, within the framework of the Overwatch League, a prize fund of \$3.5M will be drawn, and the season will be divided into several stages. Subsequently, all teams of the Overwatch League will acquire their own arenas in their hometowns, where they will conduct “home” matches. Contrary to the above mentioned video games, Blizzard created the Overwatch Open League - an open division, in which players with a high player rating can participate.

Winners of these competitions in their region will get a chance to compete in the Overwatch Contenders tournament series in 2018. It is from this league new talents will be recruited for the Overwatch League. Thus, for the first time in esports history, a “healthy open” ecosystem has emerged, in which players replace each other as they would in traditional sports.





It's also worth noting that the Olympic Council of Asia will be adding esports events to the 2018 and 2022 Asian Games in Jakarta, Indonesia and Hangzhou, China. No wonder that substantial investments are pouring into esports. For example, Tencent, the world's largest game developer and the owner of Riot Games and Super Cell, has revealed its five-year investment plan into esports - \$14.6Bn to create and complete within new leagues, tournaments, and associations. Additional financing for esports of nearly \$1Bn came from the hands of Amazon which acquired Twitch, a live video-game streaming site. Twitch is a major force on the web as it accounts for nearly 2% of all traffic in the U.S. with over 15 billion minutes of content, with users spending on average an unparalleled 100 minutes a day on the site. In turn, ESPN, that had previously covered esports via live streaming, television, and print coverage, launched a new online resource with in-depth news and research dedicated to the world of competitive gaming. Such games as League of Legends, Dota 2, and Counter-Strike: Global Offensive will be covered on par with traditional sports mastodons like the NFL, NBA, and MLB. And that's yet another step towards the mainstream acceptance of professional video gaming.







Nowadays, game developers are using esports as their #1 marketing tool – aside from making games, they're creating a whole ecosystem to provide high-quality entertainment not just for players and teams, but also game viewers and fans who fill huge stadiums and venues to watch major gaming events with million-dollar prize funds. At the same time, traditional sports teams and sponsors are chipping in because esports is the best way to reach young audiences which are often unreachable through standard media outlets (TV, radio, etc.). They are actively investing in esports, opening esports divisions and signing professional players.

Clubs like Paris Saint-Germain, Philadelphia 76ers, Miami Heat, Schalke 04, Spartak, Roma, Valencia, and Manchester City have already joined esports. One of the most prominent esports deals by a traditional sports team is the Dallas Cowboys acquisition of Complexity Gaming. The Dallas Cowboys are worth \$4.2 billion, which makes them the world's most valuable sports franchise. The purchase of Complexity that fields teams in 26 different competitive esports and has won 130 titles since its founding in 2003, is another step to create a universal competitive brand spanning across industries. Another team is the New York Yankees, the second highest valued sports franchise in the world and not too far behind with an investment in Vision Esports.

The opportunities are endless: esports will have over 1Bn enthusiasts and viewers by 2023, which is nearly  $\frac{1}{3}$  of all gamers. But even now, esports enthusiasts are a major gaming force with above-average household incomes. And yet, despite all of these facts, its market pool is still extremely low - esports ARPU is just \$3.5 compared to \$54 ARPU of traditional sports. There are many other issues that need to be addressed in the esports industry to make it truly competitive with traditional sports. So let's have a look at the key esports problems and the solutions DreamTeam offers to overcome them and make esports a globally attractive venture with limitless monetization options.



# Problem & Solution

The esports industry is constantly growing but has a low APRU, especially compared to traditional sports. It has huge potential for monetization that is presently hampered by three key problems that are discussed below:

## 1. Insecurity and fraud

### Problem

Not receiving compensation for your success isn't fair by any standard. But that's exactly what's happening in esports, where teams, tournaments and sponsors are guilty of multiple accounts of non-payments and fraud. When players risk their hard work for nothing in return esports as a business suffers. Sponsors are also facing the same issues as they lose money when a team does not deliver. Even a signed contract does not guarantee that a team won't collapse, drop its best players and squander media coverage. This has so far amounted to millions of dollars in losses to sponsors and advertisers.

For example, NaVi, one of the world's leading and most popular esports teams on the planet, have joined top-level tournaments and ended up winning a share of the prize-money, but still, in many instances, never received the payout. As of now, over \$700K is owed to NaVi in sponsorship deals and tournament winnings. And this is happening all over Europe, Asia and the US. The NaVi team has won or placed among the top teams yet has been left empty-handed as the prize money was never paid out.

### Solution

DreamTeam addresses this problem by providing a fast and secure payment system just like PayPal. And with the esports industry being digital, it is a perfect place to apply the blockchain and smart contracts technology. This way we can ensure the payout of all prize-money, players' salaries and transfers, sponsorship and advertising deals. For example, a sponsor signing a deal with a team sets specific KPIs in a smart contract, such as the number of attended tournaments with the company's logo, mentions in the team's social media channels, etc. All of these parameters were impossible to automatically record and check before. But with DreamTeam, you can easily track players' and teams' performance through APIs, monitor when, with whom, and with what kind of branding they completed, as well as the popularity of the team. In a smart contract, we can put down all the requirements and guarantee that teams, players, and sponsors are satisfied with the outcome. Furthermore, the money is only released when all of the requirements set in the smart contract are met.



The same is true for tournaments, where teams sign a smart contract with tournaments organizers. DreamTeam can track match IDs and provide prize money payouts immediately after the tournament ends. We will also offer advanced three-factor authentication to ensure zero fraud by double-checking stats of top esports sites such as Hltv.org to verify our data. DreamTeam also uses the Oracle network to secure smart contracts and guarantee the fairness of results.

## 2. No business tools

### Problem

Securing the esports market is great. But esports enthusiasts want to make a living with esports and require advanced business tools to maintain a steady income. Presently, people can't build and develop their esports businesses as there is no go-to place for such tools. There is no clear-cut way to succeed in esports.

For example, gamers are faced with many challenges when creating an esports club or team: people recruitment, creating a bank account, doing all the legal paperwork and dealing with a variety of third-party services. Millions of gamers want to spend money to develop their teams, hire coaches, psychologists and other supporting personnel, but don't want to do it all manually. You'll have to spend at least a few months dealing with various companies and \$3000 just to start. Then add \$400 a month to support the basic functioning of your team. Therefore, there are only around 100 pro teams globally that have gone all the way and can earn top dollar in esports. And this is just a small part of the esports ecosystem. Besides teams, there are tournaments, players, and coaches that have no access to such tools to make it all work. Right now most people can't make a living with esports.

### Solution

With the set of advanced business tools DreamTeam can help monetize the esports industry and open up the esports market to millions. These tools can turn the esports stagnation into prosperity and help dozens of thousands of esports fans make a living in gaming. For teams, we are offering recruitment functionality, with options to search and analyze players, their ranking, game stats, and tournaments played. We are also providing management tools – practice games, tournaments and performance tracking as well as analytics tools to develop teams.

Moreover, tournaments organizers can track the performance of the teams and players they want to invite. They can create and showcase team-listings. The same goes for coaches allowing them to check their team's progress, adapt their strategy and train their team to esports success. We will also create media tools to show growth of your media fan base. And based on these data, players and teams can get a report to provide it to potential sponsors and showcase their skills and media popularity.



### 3. Can't monetize/can't advertise

#### Problem

When sponsors and advertisers want to enter the esports industry they have to do complex manual labor to search for the teams and tournaments that meet their requirements. For example, Kingston/HyperX (a Fortune 100 company) employs over 50 people who search for and deal with esports sponsorship and advertising agreements. As you can imagine, such investments run into the millions, but that's not attainable for your average Joe that wants to sponsor a local team and advertise their business during a local tournament. And for the up-and-coming teams and amateur tournaments, the inability to secure such a sponsor or advertiser is a key stumbling block in their development.

While having the ability to secure contracts, payments and boost the esports participants' numbers, teams still don't have a single point of entry to find sponsors and vice versa. This gap is the final barrier of esports monetization, as there isn't a single platform to find teams, tournaments, sponsors or advertisers, and arrange meetings with them. There is no database and no uniform system to connect sponsors and advertisers with the esports teams.

#### Solution

A great example of how things are done is Airbnb – the gateway for rentals, where both the landlords and renters are interconnected on one single platform. And this is what the DreamTeam marketplace wants to do for esports, namely, to unite teams and sponsors, tournaments and advertisers and become the business gateway for all esports. DreamTeam will let sponsors with different needs find teams with diverse backgrounds, either small, regional, or large international ones. And make sure that all of this can be done with a click of a button.

Similar to Google AdWords, the search can be done by geolocation, number of subscribers and other precise requirements in one place. For example, a local advertiser will be able to search for a successful regional team with a track record of wins in amateur tournaments, and offer them compensation for showcasing the company's branding on their team uniform. By offering such functionality DreamTeam will secure smooth interactions and business flow within esports, and automate all of the sponsorship and advertising deals.



# Product & Strategy

DreamTeam is an infrastructure platform and payment gateway for esports and gaming. The network's primary goal is to become a universal platform for the millions of esports enthusiasts: gamers, teams, sponsors, advertisers as well as tournament organizers, and more. By uniting multiple businesses in one place and giving them advanced but easy-to-use tools, we are unlocking a \$50Bn ecosystem.

## Infrastructure platform and payment gateway for esports and gaming



## Development strategy

We have devised a 3-stage development strategy to showcase the DreamTeam platform timeline and its prospects:

### Stage 1 (Oct 2017 - Jul 2018)

The main focus of Stage 1 is offering esports player and teams recruitment and management tools for the most popular PC titles CS:GO, LOL, DoTA 2, PUBG and Overwatch as well as reaching 2M registered users. In this period of time, DreamTeam also focuses on offering basic monetization elements: launch of the Blockchain test network with Smart Contracts support. It lets all platform users create a Test Wallet and check out how smart contracts work. The essence of smart contracts is in allowing players to receive salaries from their teams. After the initial test, DreamTeam will launch a version with real-value DreamTeam Tokens in Q2 2018 to conduct real-value operations. We will also offer other monetization options, such as Premium Accounts with loads of unique features to provide the platform's most active users



with a way of making their efforts easier and more effective.

## In-depth look

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### Recruitment functionality

The foundation of the DreamTeam platform is the toolset that offers an exhaustive array of services: finding players and teams, recruitment of managers, coaches, analysts, scouts, agents, and even personal psychologists to support the team's day-to-day operations. All of this was previously unavailable on a single platform, and with DreamTeam the esports teams will have even greater recruitment flexibility compared to traditional sports.

For example, from the very start of DreamTeam, a newly registered player has to indicate his skill level, game-role, and location. This allows teams who want to recruit players an easy way to find local players among thousands of others by inputting the desired parameters to get a short list of suitable players.

In the later stages of DreamTeam platform development, there will also be other ways to boost recruitment for both teams and players by using premium accounts that offer advanced filters, unlimited games and individual game profiles, and more. Players interested in pursuing a pro gaming career will be able to verify their rank to showcase their skills to top teams and have a better chance of getting noticed. Last but not least, DreamTeam will offer one-time services that allow players to raise their profiles to the top of the search list and ensure faster recruitment.

### Stage 2 (Jul 2018 - Jun 2019)

During Stage 2, DreamTeam will pay particular attention to supporting pro teams and tournaments who are well-established leaders in the esports industry. By June 2019, DreamTeam will offer comprehensive modules for management, analytics, coaching, media, and marketing for pro-teams. DreamTeam will also add search tools for coaches, analysts, managers and top-15 games tournament lists, as well as include promo tournaments and more advanced monetization options via smart contracts - payment of tournament prize money to eliminate fraud and non-payment as well as create a transfer market that will make it easier to search and sign top talents. This will drive us to reach over 5M registered users on our platform.

## In-depth look

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### Team management

Managing an esports team to success is a vital part of the DreamTeam platform. Currently, there are no comprehensive tools that allow team owners to easily



manage a team, and team staff is also limited in their ability to automate their duties. With DreamTeam all esports processes are now at team owner's fingertips as you can: plan your team composition, have a calendar that includes all of your tournaments and other team activities, such as practice games; the ability to register for tournaments in advance in just one click; and ensure that all staff and players duly perform their tasks.

## **Tournament and league modules**

This is yet another vital functionality to be implemented within the DreamTeam platform that allows players and teams to effectively find tournaments/leagues they can compete in. For example, an amateur team can search for a local CS:GO tournament and join it by signing a smart contract. Such smart contracts capabilities let teams secure a place in the tournament and receive tournament prize-money payouts according to their placement. This money will then be automatically distributed among team members. With millions of new teams being created on DreamTeam such payouts will reach dozens of millions of dollars and let amateur, novice and pro teams make a living competing in esports tournaments.

Other benefits that support monetization of tournaments are player transfers. This means that DreamTeam offers a transparent transfer market where teams can sign and sell players.

## **Analytics tools**

DreamTeam analytics tools will offer capabilities to track personal and team gaming stats in detail that was previously unheard of. By that we mean that you can research and monitor in-game performances, such as players' positioning on the map, headshot ratio, kill rate and other parameters. Even such tiny things like the timing of the grenade throw can influence the game outcome. By simply plugging in the timeline of the corresponding game, you will be provided with all required info to make informed choices on how to improve your gaming performance.

## **Coaching**

With the help of the DreamTeam platform the team coach can improve the training process, while analyzing large swathes of data and perform their tasks more effectively. By automating many points in the coach's work, DreamTeam opens up more time for coaches to work one-on-one with players and teams. For example, a team coach can analyze team performance on a new map, get all the data and provide valuable feedback to every player based not on general observations, but precise data points provided by the DreamTeam platform.



## Media tools

Presently, all esports media presence tracking has to be done by hand. And showcasing your social media popularity and fan base, its growth and reach requires tedious data collecting. With precise DreamTeam media tools such processes become automated. Teams or players will be able to easily collect, create and provide detailed media reports that can be submitted to sponsors in a matter of minutes. Such reports will represent their media track record and potential, and any other information they deem appropriate to share and represent their personal brand.

## Stage 3 (Jul 2019 - Jul 2020)

The 3rd and final Stage has its focus on sponsors and advertisers that will have access to over 15M active users and 2M teams. With a worldwide reach, we will be able to offer our users all of the imaginable monetization options, analytics and research tools, and have direct contact with dozens of thousands of advertisers, sponsors and content platforms, both local and global. More smart contracts will be offered - signing sponsorships, media-rights sales and advertising contracts. The DreamTeam Tokens' application in smart contracts will also help boost the ecosystem and their industry-wide application will help promote the security and transparency of all esports financial activities that, in turn, will help boost the ARPU of esports to over \$16 per user. This will result in the creation of dozens of thousands more local tournaments with easy access to them by interested sponsors and esports fans alike.

## In-depth look

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### Sponsorship and advertising tools

DreamTeam will offer sponsors, advertisers, teams and tournaments an advanced tool that provides precise targeting of their marketing effort, just like in Facebook Ads or Google Adwords. On one hand, the esports enthusiasts that were able to form a team with the help of DreamTeam now gain access to the wide sponsorship and advertising market. While, on the other hand, small, local and medium-sized businesses will get access to these esports teams and tournaments that they could not previously reach. This way they will be able to promote their businesses, search for the pro and amateur esports teams, and make their business known to the esports audience.

### Data Science and AI

DreamTeam has the capacity to offer the next level of analytics through our huge pool of data gathered from our users and external sources: personal, team and tournaments stats, open sources APIs, latest news, as well as outside sources, such as



Hltv.org and other outlets. All of this data will be automatically processed to provide high-quality global esports researches that can be used, for example, to forecast player ranks based on prior game play and progress, automatically match or suggest players for teams and vice versa.

Moreover, AI will give advice on improving player performance by analyzing the tactics used in millions of game matches happening on the platform and connected to it. This information would be impossible to process in any other conventional way - only through advanced AI, machine learning and data science instruments.

## Traction

DreamTeam launched its Beta version of the platform in late October 2017 and by the end of 2018 we expect at least 4M user registrations spread out across CS:GO, LoL, PUBG and other titles supported by our platform. The vast majority of users come from the US, Europe and CIS regions.



**BETA**  
is live



**250k**  
users  
in 3 months



**\$6M**  
raised on token  
sale phase #1



**36%**  
average weekly  
growth rate

Regarding the DreamTeam ICO, Phase #1 reached its hard cap of \$6M in December 2017. And Phase #2 of the DreamTeam Token Sale that will take place in April-May 2018 is expected to gather an additional \$39M to reach our overall goal of \$45M in investments.



# Token Functionality

The DreamTeam Token is the only intra-platform DreamTeam currency. Every transaction on the platform will require the use of DreamTeam Tokens. The Token application is fully supported by the blockchain technology and can be used for payment of all smart contracts obligations as well as paid platform features and other features.

## Smart contracts\*:

- Payment of players' compensations - All types of salaries (team to player; team to coach; player to personal coach; etc.). All players and teams will have access to a DreamTeam Wallet with Tokens. Utilizing smart contracts will enable every platform user to sign contracts and receive compensation for their gaming.
- Player transfers - Secure and transparent transfer market that allows teams to securely sign and sell players by signing a smart contract. This will create a player transfer market on par with traditional sports and boost the market value of top esports players.
- Sponsorship and media-rights sales - Clear-cut entry into the esports market that will allow not only the top sponsors and media moguls, but also small local and medium-sized sponsors and media representatives to sign contracts with a variety of esports teams. The same goes for amateur and pro teams and players that get sponsorship opportunities and are able to sell media rights that are validated and paid via DreamTeam Tokens.
- Advertising agreements - Simple-to-sign contracts and set-in-stone obligations for both sides will boost the advertising options and let local advertisers gain coverage among the esports audience as well as allow teams to get more funding to support their esports activities.
- Tournament prize payouts - Payouts to teams and players will reach several billion dollars and let amateur, novice and pro teams alike make a living competing in esports tournaments. Teams will be able to sign contracts with tournaments and receive prize money payouts that will be automatically distributed among their members.

## Examples of smart contract:

The blockchain technology enables teams to set their KPI's for the team manager and team coach, who in turn can set personal KPIs for each player. Then, after a period of time (e.g. after a month), everyone is auto-checked by smart contracts and

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\* DreamTeam charges a fee for each smart contract execution.



depending on the results, all participants of the process receive their salary and bonuses.

This is equally efficient and applicable when we look at tournament prize money payouts, with sums reaching \$100M+ per year. A typical scenario would be that of a team participating in a tournament and after getting a winning place, the prize money will be automatically transferred to their account, via smart contracts according to the set rules. Consecutively, all players will receive their share of the prize money. In the long run, this will help the development of small tournaments and secure payments for all teams, from novice to professional. So it becomes possible to create a one-of-a-kind platform with a payment gateway for players, teams, tournaments, and sponsors as DreamTeam smart contracts provide limitless opportunities for their application in all esports spheres.

## **Paid platform features:**

- Premium accounts for players - Various powerful options to enhance user experience, such as unlimited games and profiles, leaderboard top 1000, 10 monthly power messages, ability to apply to full teams and more.
- Premium accounts for teams - Various powerful options to enhance user experience, such as 8-10 team slots, ability to assign team roles, advanced player filters, unlimited number of applicants and more.
- Researches - Big data analytics and researches available for purchase by companies (this includes various consumer analytics and researches).
- Verified rank - Officially validated rank that will showcase player skills to ensure the best team-signing options.
- One-time services - Services like “Raise your profile to the top of search results”.

Along with the smart contracts, various monetization options will be gradually introduced to the platform. Premium Accounts and One-Time Services (management, analytics, tools, etc.), Rank Verification and Big Data Analytics will be added in the second half of 2018. Later, at the end of Q4 2018, we will launch additional monetization services, including an expanded set of one-time payments (personal coaches, agencies, etc.). In 2019 all monetization will be implemented with big data analytics, researches, crowdfunding and other one-time services (marketing, media tools, etc.). All of these services can only be paid for with the DreamTeam Token.

## **Example of a platform feature:**

When a player purchases a premium account, his account profile becomes listed at the top of the search feed, and is highlighted for teams that are looking for a player with similar skills and gaming experience. This player will also get advanced analytics



of his account to gain in-depth insights and improve his gaming. Another benefit is that the player's compound experience will be tracked and shown as a badge on his profile. This will allow teams searching for a player with extensive experience to recognise this player as such. Moreover, player's applications to teams will be shown at the top and upon being shortlisted for the team, he will receive a corresponding notification.



# Blockchain

## Smart contracts as a key to esports success

The blockchain technology is applied on the DreamTeam platform via smart contracts that ensure contract execution and payouts according to the preset conditions. Smart-contracts protect all arrangements from retroactive changes. By using them on DreamTeam, we can guarantee payments of promised sums to the players or teams and fulfillment of all undertaken obligations to the tournament organizers and sponsors.

Smart contracts can already be checked out by all of the DreamTeam users as we've implemented the DreamTeam Test Network. Thereby, both players and teams can sign contracts and set conditions for their cooperation. After the Phase #2 Token Sale, the Test Network will be replaced with the real-value smart contracts network that will have the above capabilities to sign contracts. Later in 2018, sponsorships and media rights sales agreements and tournament prize money payouts will be added as well.

DreamTeam is in a sweet spot, namely, the esports industry is the perfect place to integrate the blockchain technology the right way. For example, tracking game results and corresponding fulfillment of the conditions of a smart contract, DreamTeam created a three-factor verification system: firstly, we take the API from the corresponding game and correlate it with the match ID, team ID, and so on; secondly, we further confirm the results of the match through the Oracle Networks; finally, we confirm the results via top specialized esports resources, for example, for CS:GO matches we check hltv.org. All of the above tools enable us to create a unique digital sphere for the esports industry that can ensure the secureness and correct implementation of blockchain.

The blockchain technology and application of smart contracts in the esports industry will open up new perspectives and unite the entire ecosystem under one roof. With the support of DreamTeam Tokens and application of smart contracts, the industry will get the necessary boost to let every esports fan monetize their skills or promote their businesses. As we are dealing with the digital sports, application of advanced but easy-to-use technology is necessary to ensure long-term growth and overall success.

Without the application of blockchain and smart contracts technologies, the current esports industry will stagnate in its growth and will remain limited to teams and companies with extensive resources to support their esports activities. The blockchain technology is the key to unlocking the esports perspectives and help it grow from a worldwide phenomenon into a fully fledged entertainment industry on par with sports, with its own set of regulations and security of transactions that are available across the board.



## Blockchain infrastructure

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

### **It works as follows:**

The platform's web front-end interface communicates user's requests to our services, which in turn send the appropriate query into our Blockchain system. From there, the Blockchain will publish the requested ERC-20 smart contract via the Ethereum network or issue the respective payments and refunds through the JSON-RPC mechanism.

We also implemented an additional mechanism to control who can oversee and approve/authorize the payments within the network, i.e. only the team owner, only the tournament organizer, etc. In Q2 2018, when monetization is introduced, all tokens might be exchanged at a 1:1 ratio for a more convenient platform - Eos/Tezos/Waves or a new protocol developed by DreamTeam to solve the issues with the network speed and potential scalability.



# Technological Stack

**DreamTeam Web Platform:** is designed to be a SPA (Single Page Application) that's highly scalable to handle a load of millions of users with the following technology stack:

## Front-End:

Javascript (Vue.js), HTML5, CSS3 and Nodejs. Vue.js was chosen for being a lightweight and flexible Javascript framework that allows for creation of reusable components.

## APIs:

Restful APIs are created to work with the front end. We have created APIs as microservices to handle a variety of tasks including Achievement, Authentication that does not currently use OAuth2. However, we will add OAuth2 as we open our services to external users as well. Currently we are continuing to add new Services such as Steam Updater, LOL Updater, Notification, and Blockchain Services. We will also be adding further Services for CS:GO, League of Legends and Search utilizing Amazon Elastic Search in the near future.

As a part of our deployments, we will only extend microservices to the pre-set target regions instead of deploying all of the services in all regions. This reduces some of the complexities on the DevOps side and let's the DreamTeam be more time-effective.

## Back-End:

PHP7 with Symfony 4. Symfony is one of the best PHP frameworks that is enterprise-ready.

## Database:

PostgreSQL 9.5. PostgreSQL is an enterprise-grade, highly scalable, optimized database that creates well running query plans, making it very responsive. We also use NOSQL Databases such as MongoDB in different parts of the system, where it makes sense for us to use it, instead of relying on relational database for every functionality.

All of the technological stack runs on AWS Infrastructure with Docker containers, Kubernetes orchestration, and a CI/CD (Continuous Integration/Continuous deployment) infrastructure is in place. We have done performance testing using the Gatling tool and we are constantly optimizing our code, our queries and our infrastructure to handle the expected loads of the systems for years to come.



# Competitor Analysis

DreamTeam strongly believes that an absence of an all-in-one platform with a comprehensive list of tools and utilities to kick-start an esports career is a critical problem for more than 1Bn players worldwide. We are faced with a multi-million gamer audience that is stuck in development. There is no simple and effective solution that can solve their problems when creating a team and gathering players of similar skill level. And the solutions that are present require spending thousands of dollars and weeks of time.

DreamTeam functions the same way as the leading companies that unite their respective ecosystems around them, LinkedIn and IMDB being great examples. We do not develop games on our own, but serve to gather the entirety of esports in one place, unlike any other esports platform out there. We are letting users search and find players, create teams, manage teams through a variety of tools, as well as find and sign sponsorships & media right sales, get their prize money payouts and compensation for gaming, as well as earn more through other numerous monetization options.

It is virtually impossible to compare DreamTeam in standard terms to any other platform as currently nothing comes close in terms of offering all of the above features to esports fans. Nevertheless, we have conducted a thorough analysis of possible DreamTeam competitors both from crypto and esports markets.

	DREAMTEAM	ESPORTS.COM	ELOPLAY	FIRSTBLOOD	UNIKOINGOLD	ENJINCOIN	FACEIT	TEAMFIND	GUILDED.GG
Blockchain	+	+	+	+	+	+	-	-	-
Recruitment	+	+	-	-	-	-	-	+	+
Player/team management tools	+	-	-	-	-	-	-	-	+
Analytics/coaching tools	+	+	-	+	-	-	-	-	+
Sponsorship and advertisement payouts	+	-	-	-	-	-	-	-	-
Players transfer module	+	-	-	-	-	-	-	-	-
Tournaments prize money payouts	+	-	+	+	-	-	+	-	-
Players/team compensation payouts	+	-	-	-	-	-	-	-	-
Tournaments promotion	+	-	-	-	-	-	+	-	+
League/tournaments organization	-	-	+	+	-	-	+	-	-
Betting/gambling	-	-	-	-	+	-	-	-	-
In-game items trading	-	-	-	-	-	+	-	-	-



# User Acquisition Cost and Strategy

	Stage 1	Stage 2	Stage 3
<b>Core regions</b>	NA, EU	NA, EU, SA, SEA, CIS	NA, EU, SA, SEA, CIS
<b>Core marketing kips</b>	Brand awareness	Brand awareness + registrations	Brand loyalty + conv.rate + monetization
<b>Marketing tools</b>	<ul style="list-style-type: none"> <li>a Esports Tournaments sponsorships</li> <li>b YouTubers promo</li> <li>c Website SEO</li> <li>d Top Esports and gaming sites branding</li> <li>e Google AdWords + Google Search ADs</li> </ul>	<ul style="list-style-type: none"> <li>a Esports Tournaments sponsorships</li> <li>b Website SEO</li> <li>c Esports teams sponsorships</li> <li>d Live broadcasting studios sponsorships</li> <li>e Top Esports and gaming sites branding</li> <li>f Twitch streamers promo</li> </ul>	<ul style="list-style-type: none"> <li>a Esports Tournaments sponsorships</li> <li>b Website SEO</li> <li>c Esports teams sponsorships</li> <li>d YouTubers promo</li> <li>e YouTube video ADs</li> <li>f Twitch live broadcasting ADs</li> <li>g Top Esports and gaming sites branding</li> </ul>
<b>User ACQ. Costs</b>	<b>3\$</b>	<b>2\$</b>	<b>1.5\$</b>

Planned partnerships

There are two main directions in the DreamTeam marketing strategy as to drawing esports enthusiast to the platform:

- Creation of a global cooperation with top esports teams and tournament sponsorships as well as partnerships with famous esports brands
- Cost-effective targeted user acquisition

During the first three years, we plan on partnering up with the world's major esports entities like Fnatic, SK Gaming, NaVi, ESL, StarLadder, HLTV and many others to offer a comprehensive and all-encompassing experience to players around the globe. And since our launch in October we've already signed agreements with such giants as ESL - the world's #1 esports company and biggest tournament organizer, and Starladder - one of the biggest tournament organizers and a platform for amateur and semi-professional gamers. Also by signing agreements with the best esports teams, DreamTeam can reach more esports fans and build up its user base. Natus Vincere (NaVi), one of the most popular and successful esports teams on the planet, was the first pro-team to partner up with DreamTeam, with SK Gaming being the second one. And right now we are negotiating a global sponsorship agreement with Fnatic. Our goal is to create a strong community based on the DreamTeam platform and raise DreamTeam brand awareness among our shared core audiences. With this goal in mind, we have already sponsored IEM Oakland 2017 and StarSeries i-League CS:GO Season 4, among others.

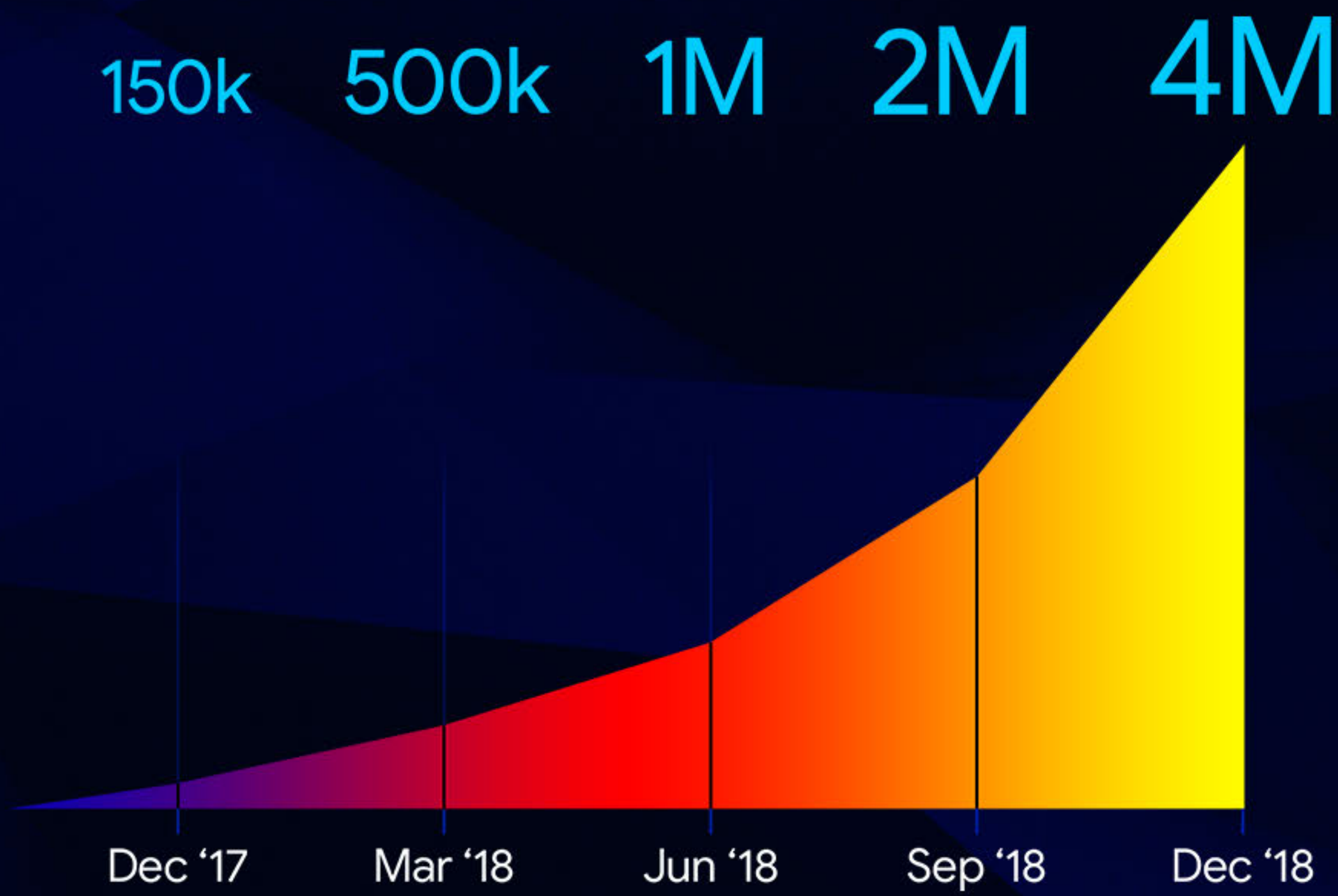
As for the DreamTeam user acquisition, we are aiming to make it very cost-effective not only through cooperation with top esports brands, but also by using high-precision



targeted ads. We are pinpointing the CS:GO audience to start with by using CPC promo campaigns, engaging with top YouTubers who have millions of viewers, pushing DreamTeam branding on specialized CS:GO sites and applying target banners and video commercials. All of this lets us promote DreamTeam and remain cost effective while acquiring a large user base with a goal to reach 4M users by the end of 2018.

In the first months after the launch of DreamTeam, we were mostly focused on developing the platform itself, which is a key focus as we want to offer the best experience for players as quickly as possible. According to SimilarWeb open data source, this strategy has paid off, as there were nearly 1M visits per month in the first quarter of the DreamTeam platform being live with the majority of players being from North America and Europe - our core regions. Since the DreamTeam Beta launch, this strategy has proved to be highly effective as in 3 months over 250K esports enthusiasts have signed up for DreamTeam with a 36% average weekly growth. In the future, we will broaden our key regions, expanding to South America, SEA and CIS.

Projected users growth 2017-2018





# Economics

The economics model of DreamTeam can be subdivided into two parts: the freemium business model and the transaction fee-based business model. Their comprehensive application will support the DreamTeam monetization in short- and long-term perspective.

## Freemium business model:

- Premium accounts conversion rate: 5-8%
- Additional monetization conversion rate: >3%
- Average ARPU per paying user: \$16
- MRR at expected 4M users: \$1M+

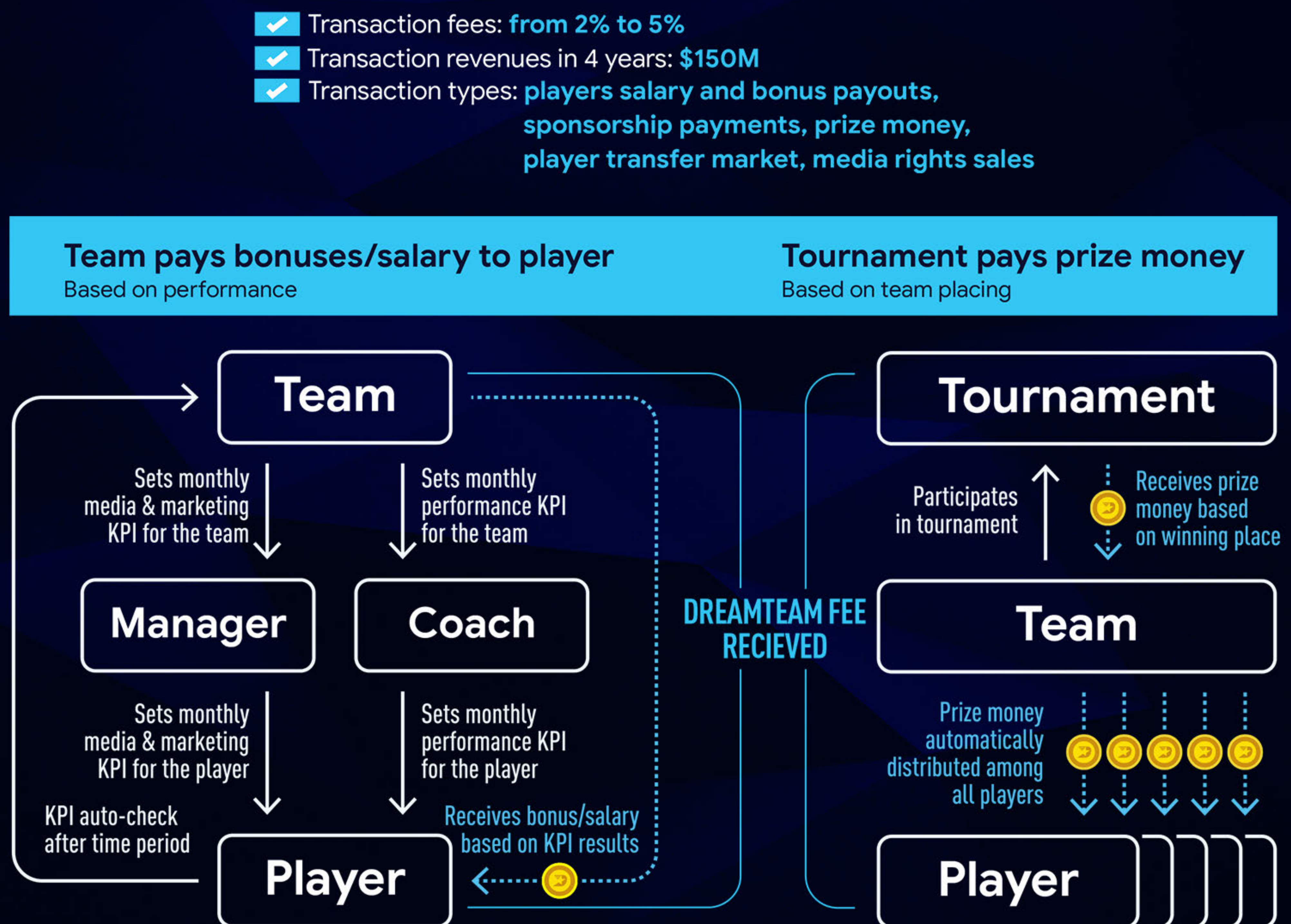
- ✓ Premium accounts conversion rate: **from 5% to 8%**
- ✓ Additional monetization options with conversion rate: **Up to 3%**
- ✓ Expected ARPU per paid user: **\$16**
- ✓ At 4M users expected MRR: **\$1M**
- ✓ Premium account types: **players, teams, tournaments, coaches, analysts, managers, sponsors**

	Player		Team	
	Basic	Premium	Basic	Premium
Profile	<ul style="list-style-type: none"><li>✓ Profile for 2 games with 1 profile per game</li><li>✓ LeaderBoards top-50</li><li>✓ Can see 50 last visitors</li></ul>	<ul style="list-style-type: none"><li>✓ Premium Logo</li><li>✓ Unlimited Games &amp; Profiles</li><li>✓ LeaderBoards top 1000</li><li>✓ 10 Power Messages</li><li>✓ Can see last 1000 visitors</li><li>✓ Additional Review Options (Entry Fragger   Lurker   Camper   Grenade Master etc.)</li><li>✓ Notifications about actions of People/Teams you are following.</li><li>✓ Advanced Team Role stats</li></ul>	<ul style="list-style-type: none"><li>✓ 5 Team Slots</li><li>✓ 1 Chat room for your team members</li></ul>	<ul style="list-style-type: none"><li>✓ 8-10 Team Slots for all your team members and staff</li><li>✓ Multiple Group Chats</li><li>✓ Can assign Player Game Roles</li><li>✓ Can assign Position in the Team</li><li>✓ Premium Logo</li><li>✓ Team Name in URL</li></ul>
Advanced search		<ul style="list-style-type: none"><li>✓ Advanced filters for Player/Team search</li><li>✓ Can search for Full Teams</li></ul>	<ul style="list-style-type: none"><li>✓ Search for Players looking for a Team</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced Player filters</li><li>✓ Search for all Players (on a Team or not)</li></ul>
Team applications	<ul style="list-style-type: none"><li>✓ Can apply for vacancy with up to 100 applicants</li></ul>	<ul style="list-style-type: none"><li>✓ Can apply to a Full Team</li><li>✓ Can apply for any vacancy w/o limit</li><li>✓ Application appears at the TOP of the list</li><li>✓ Receive Finalist List notification from Teams</li><li>✓ Can see Full Team stack experience</li></ul>	<ul style="list-style-type: none"><li>✓ 100 Applications per vacancy</li></ul>	<ul style="list-style-type: none"><li>✓ Unlimited number of applicants</li><li>✓ Advanced vacancy creation options</li><li>✓ Invitation to Players already on a Team</li><li>✓ Invitation shown at the TOP of the list</li></ul>
Pricing	Free	\$4.99 / 49.9 🟡	Free	\$19.99 / 199.9 🟡



## Transaction fee-based business model:

- Transaction fees: -5%
- Transactional revenue in 4 years: \$150M+
- Transaction types: players' salary and bonuses, sponsorship payments, prize money payouts, player transfer market fees and media rights sales.



Both models are based on the obligatory application of the DreamTeam currency - DreamTeam Tokens and smart contracts.

**The freemium business model** is the key monetization of the DreamTeam platform and it stems from users signing up for the premium player and team profiles that provide extensive functionality. With a transparent and fair pricing model (just for example 49.9 DTT for premium player profile and 199.9 DTT for premium team profile), we expect a 4-5% sign up rate with 4M+ users being active on the platform with an MRR of \$1M. This business model also includes additional monetization options with a conversion rate of around 3% - among these options will be One-Time Services (management, analytics, tools, etc.), Rank Verification and Big Data Analytics.



**The transaction fee-based business model** is intended for the vast majority of players that are interested in pursuing a competitive esports career, and this requires setting up or joining a team, and getting paid for playing video games on a team as well as sharing tournament winnings at the basic level. At the more advanced level, teams and players will share sponsorship payments, engage in the player transfer market and sales of their media rights. All of these transactions require the application of smart contracts and bring in a steady flow of commission/fee-based revenue (2-5% per transaction) for DreamTeam. The estimated NET revenue (meaning gross revenue will be 20-50 times higher) in 4 years time, according to this model, is \$150M+ per annum. There will be other fee-based monetization options, including an expanded set of one-time payments (personal coaches, agencies, etc.) projected to launch in Q4 2018. In 2019 all monetization will be implemented with big data analytics, researches, crowdfunding and other one-time services (marketing, media tools, etc.). All of these services can only be paid for with the DreamTeam Token.



# Token Sale

Every transaction on the DreamTeam platform will require the use of DreamTeam Tokens. The token application is fully supported by the blockchain technology and can be used for payment of all smart contract obligations as well as paid platform features and other features. Their issuance is limited to the DreamTeam Token Sale Phase #1 and #2, with no more Tokens ever being issued. The only way to acquire the tokens at this time is to do so during the sales within a limited timeframe.

	Pre-Sale #2	Token Sale #2	Token Sale #1
Status	Upcoming		Finished. Hard Cap reached
Overall Cap	\$45 000 000		
Minimum Goal	-	-	\$2 000 000 (including Pre-Sale)
Hard Cap	\$7 000 000	\$39 000 000 (- Pre-Sale #2)	\$6 000 000 (including Pre-Sale)
Start	12 <sup>TH</sup> of April (12:00 PM NYC, 17:00 LDN, 19:00 MSK, 00:00 HKG)	19 <sup>TH</sup> of April (12:00 PM NYC, 17:00 LDN, 19:00 MSK, 00:00 HKG)	11 <sup>TH</sup> of December
End	19 <sup>TH</sup> of April (12:00 PM NYC, 17:00 LDN, 19:00 MSK, 00:00 HKG)	19 <sup>TH</sup> of May (12:00 PM NYC, 17:00 LDN, 19:00 MSK, 00:00 HKG)	14 <sup>TH</sup> of December
Exchange	1 ETH = 1600 DTT		1 ETH = 2000 DTT
Currency	ETH, BTC		ETH, BTC
Bonuses	15%	Days 1-3 – 10%, Days 4-6 – 5%, Days 7-9 – 3%	Day 1 – 10%, Day 2 – 5%, Day 3 – 3%
Min Transaction amount	\$50 000	0,1 ETH	0,1 ETH
Max Transaction amount	Unlimited		Unlimited

\* The minimum contribution amount for US residents - 1 ETH, including the account verification cost - \$70.  
For the rest of the world, the minimum contribution remains the same - 0.1 ETH.

## Additional Token Sale information:

- Tokens can be used within the DreamTeam platform, by third-party services and platforms at their own risk and lawful discretion.
- For token sales, DreamTeam token uses Ethereum ERC20 token standard. In 2018 all tokens might be exchanged at a 1:1 ratio for a more convenient platform - Eos/ Tezos/Waves or our own platform.
- Token issue – within 30 days after the end of the Phase#2 Token Sale with their



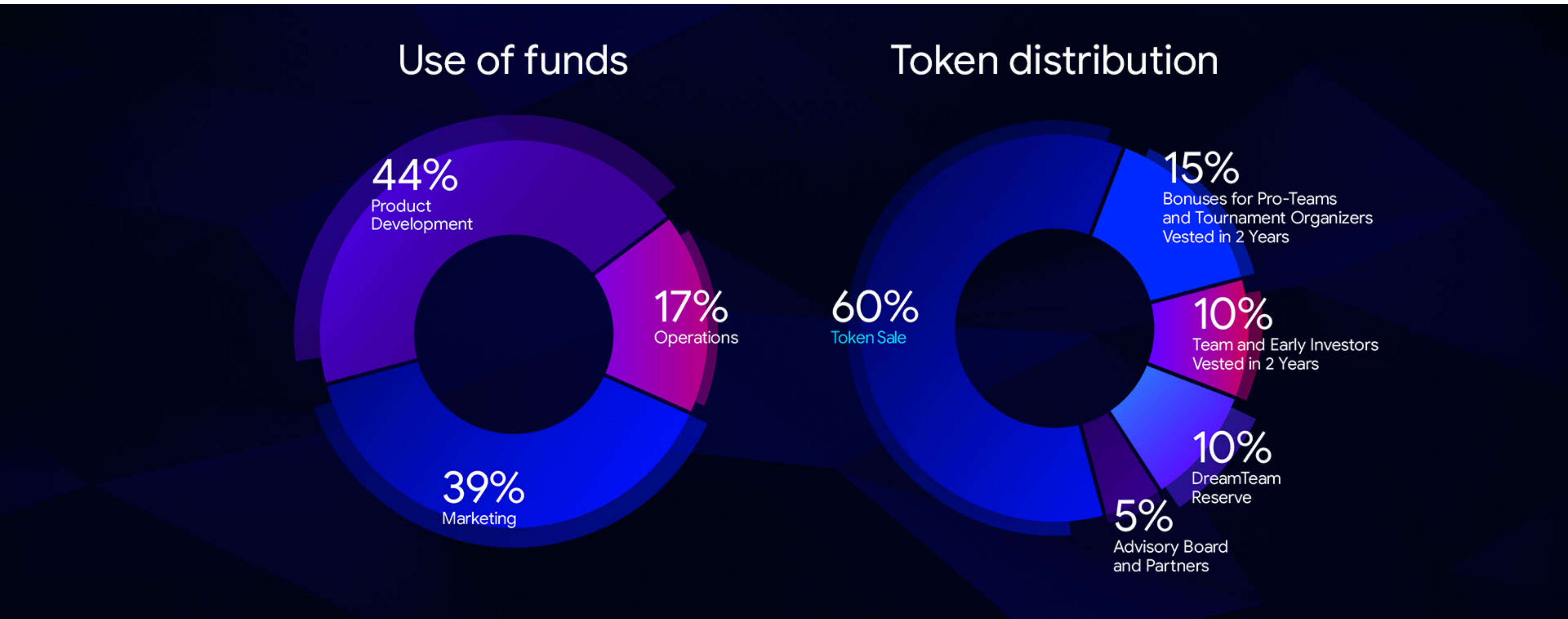
subsequent placement in users' wallets within the platform.

- Date when DreamTeam Token gets listed on crypto-trading platforms - up to 45 days after Token Sale Phase #2 completion.
- Standard KYC and AML rules will apply.
- DreamTeam Token issuance is limited to the DreamTeam Token Sale Phase #1 and Token Sale Phase #2. DreamTeam will issue the number of tokens corresponding to the amount invested. No more DreamTeam Tokens will be issued thereafter.



# Use of Funds, Token Distribution

The DreamTeam Crew guarantees a transparent and clear-cut use of raised funds that will go towards Product Development (44%), Operations (17%), and Marketing efforts (39%). The same is true for the DreamTeam Tokens distribution that is divided into the Token Sale (60%), Bonuses for Teams and Tournament Organizers (15%), Team and Early Investors (10%), DreamTeam Reserve (10%), and Advisory Board and Partners Compensation (5%).





# Financial Forecast

## Financial forecast 2018-2022

	2018	2019	2020	2021	2022
Registered users	4M	8M	18M	35M	55M
Turnover	\$10M	\$53M	\$130M	\$380M	\$1Bn
NET revenue	\$1M	\$10M	\$18M	\$42M	\$130M
Annual costs	\$7M	\$10M	\$15M	\$21M	\$35M
EBITDA	-\$6M	0	\$3M	\$21M	\$95M

## DreamTeam cost structure

Yearly expenses, '000 usd	2018	2019	2020	2021	Total
<b>Development</b>					
Product development team	1 235	2 058	3 260	4 742	12 452
Business development team	721	1 201	1 903	2 768	7 175
Media and content	101	173	270	399	1 021
IT and infrastructure	200	285	410	594	1 730
Other employees	41	68	141	211	475
Top management	605	847	847	1 361	4 311
<b>Marketing</b>					
Sponsorship and advertisement	2 202	2 981	3 895	4 960	15 719
PR and promo	502	552	608	668	2 803
Marketing and PR team	915	640	1 215	1 756	5 232
<b>General and administrative</b>					
Office UA	322	362	501	511	2 058
Office US	303	632	876	1 338	3 232
Software	167	243	337	429	1 312
Financial and legal	123	184	221	265	930
Business trips	95	131	173	210	691
<b>Capex</b>					
Hardware and equipment	308	398	500	522	2 184
<b>Total costs</b>	<b>7 839</b>	<b>10 757</b>	<b>15 155</b>	<b>20 733</b>	<b>61 325</b>



# Roadmap

## Q2 2017

- Platform Development Started
- Team Assembled

## Q4 2017

- Beta Launch
- 👉 \$6M Contributed on Token Sale Phase #1
- 120K Registered Players
- 20K Registered Teams

## Q2 2018

- 1.6M Players & 400K Teams Registered
- 👉 First Smart Contract & Blockchain Test Network Launched (Compensation Payment from Team to Players)
- 👉 Premium Accounts for Players and Teams Launched

## Q4 2018

- 3.2M Players & 800K Teams Registered
- Basic Modules for Team Management and Analytics Launched
- Basic Tournament Modules Launched
- 👉 Smart Contracts for Player Transfers

## Q2 2019

- 500 Tournaments Registered
- Advanced Team Management, Analytics and Tournaments Modules Implemented
- 👉 Prize Money Payouts

## Q4 2019

- 6.4M Players & 1.6M Teams Registered
- 1000 Sponsors and Advertisers Registered
- 850 Tournaments Registered
- Sponsorship & Advertising Modules Launched
- 👉 Smart Contracts for Sponsors & Advertising Payments
- 👉 \$250M Total Token Turnover in USD Equivalent



# Team

Our DreamTeam Crew is made up of top esports professionals and developers with extensive experience. The team is constantly growing and evolving to ensure that it can meet the expectations of the esports community and create a unique all-in-one platform for competitive players all over the world. Below you can find an overview of the DreamTeam leadership with the corresponding info on new DreamTeam members being constantly added.



## Alexander Kokhanovskyy

### CEO & Co-Founder

17 years of experience in the esports industry; created one of the most popular teams in the history of esports – Natus Vincere (Na`Vi); shareholder of ESForce, the 3rd biggest esports entity funded by USM Holdings



## Volodymyr Panchenko

### Co-Founder

World's #1 private merchant of digital goods (15M games sold over the past 5 years); built the 2nd largest virtual items trading marketplace – skins.cash (10M items sold in the past year)



## Mustafa Seyrek

### CTO

Software Engineering Leader with 20 years experience in multiple industries including ecommerce, media, wireless, finance; worked as Director of Engineering at Sony Pictures Entertainment (Los Angeles, USA) Crackle department





## Alexander Trigub

### Backend TeamLead

10 years of experience in successfully leading the full software development lifecycle; PHP Team\tech lead in Ciklum (20 PHP developers)



## Igor Drozd

### System Architect

9 years of experience as a Software Engineer in professional design and development of full stack web-applications on PHP and JavaScript; 40 successfully completed projects from scratch



## Alexandr Beseda

### Lead Architect

9 years of experience in the industry with a vast portfolio of successfully delivered projects; well-regarded depositphotos.com developer



## Dmitriy Lennoy

### Head of Development

7 years of experience in IT with 5 years at management positions; worked as Delivery Manager in charge of a business unit of 150 people and a yearly budget of over \$6M



## Andrey Cherednychenko

### Marketing Director

7 years of experience in all marketing segments: agency, client and media; executed over 100 successful promo campaigns; strong background in esports marketing





## Max Tkachuk

### Chief Designer

14 years of experience in design, 10 years in a leadership position; has solid experience in designing large-scale systems for both enterprise and customer-oriented business models



## Petr Loboda

### Product Manager

Master's degree in Computer Science, PMP, Agile certified. Has 14 years in IT, 4 years of top-level project management experience with over 10 successfully delivered projects (web, mobile) in ecommerce, sales, healthcare, VR and social network



## Oleg Bulavko

### Head of Media

11 years of solid experience in the esports industry: Media, PR, Video-production and Live Broadcasting. Had an impact in making NaVi one of the most popular teams in the world with more than 5 million fans globally



# Advisory Board

As of Q1 2018 DreamTeam has an extensive Advisory Board composed of leading experts in esports and relating industries. We are constantly updating the list of our advisers and partners and publicize their addition to the DreamTeam Advisory Board and Partners List on our website. We will continue to add high-level professionals and consultants from different spheres and plan on having the strongest Advisory Board compared to any other gaming/crypto ICO ever.

As of now, the DreamTeam Board has been joined by:



**Sundance DiGiovanni**

Former CEO & Co Founder of MLG  
VP Content and Media of Blizzard



**Ralf Reichert**

CEO of ESL



**Emmanuel Aidoo**

Director of Blockchain  
and Cryptocurrency strategy



**Salim Mitha**

Partner at Evolution Media



**David Waroquier**

Partner at Mangrove Capital



**Kim Rom**

Chief Gaming Officer of Kinguin





**Patrik Sattermon**

Chief Gaming Officer of Fnatic



**Alexey Kuznetsov**

Esports industry leader



**Kenneth Hsia**

Co-Founder of Badwater Capital



**Juwan Lee**

CEO of NexChange



**Moe Levin**

CEO of Keynote



**Denis Dovgopoliy**

Founder of GrowthUP Group



# Lead Investor

In April 2018 Mangrove Capital Partners became the lead investor of DreamTeam. This is a key investment into esports for Mangrove. For the European fund, this is a big step into the future. Yet this is a huge responsibility for DreamTeam. Mangrove, being one of the largest venture capital companies in Europe, is making its first investment both in equity and in tokens (a hybrid deal).



## **Mangrove Capital Partners**

Venture capital and private equity firm focused on early and expansion stage investment rounds, mid ventures, startups, growth capital investments, buyouts, and emerging growth. Its portfolio companies include: Skype, Wix, Walkme, Freedompop, Lesara, and many others



# Partners

In the last months, we've announced several large and well-known partners that, in their essence, are the world's most significant esports entities.



**ESL**

The world #1 esports company and the biggest tournament organizer



**Natus Vincere (NaVi)**

One of the most popular and one of the most successful esports teams on the planet



**Starladder**

One of the biggest tournament organizer, platform for amateur and semi-professional gamers



**Enterprise Ethereum Alliance**

Connects Fortune 500 enterprises, startups, academics, and technology vendors with Ethereum subject matter experts. Helps to build upon Ethereum to define enterprise-grade software capable of handling the most complex, highly demanding applications at the speed of business.



**SK Gaming**

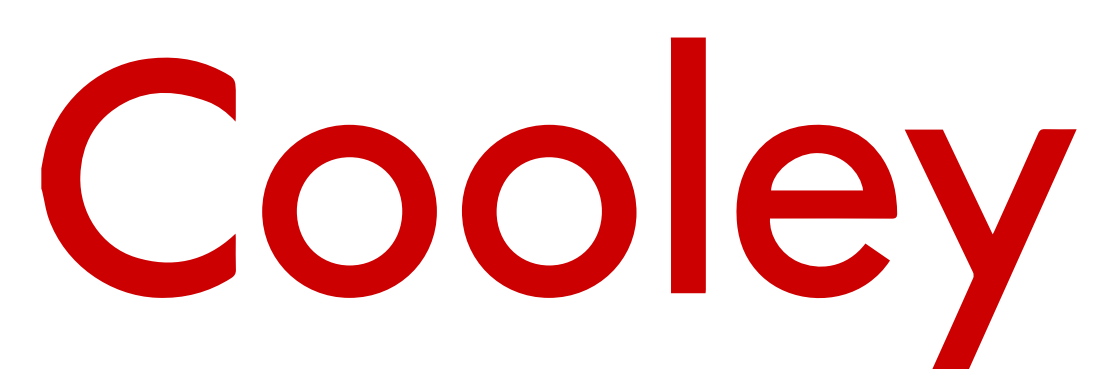
Leading eSports organization and one of the world's most recognized brands in competitive video gaming





## Badwater Capital

Fund and consultancy active in the blockchain space



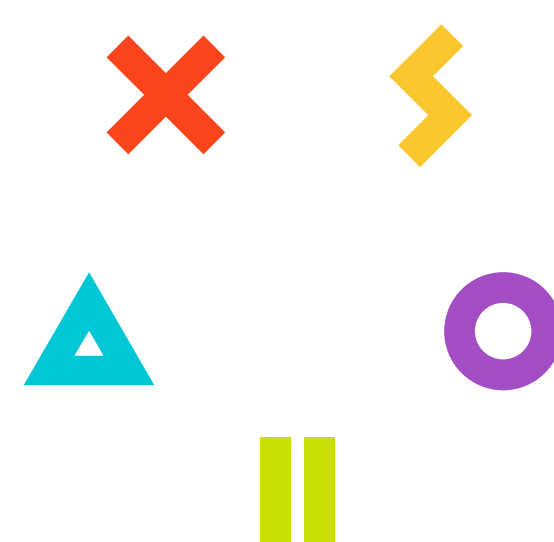
## Cooley LLP

One of the world's top 50 law firms, according to American Lawyer magazine's Global 100, and a recognized leader in the blockchain technology law!



## DMarket

The world's first cross-game platform based on blockchain and smart contracts that enables one-click sale, exchange, or evaluation of every virtual item among all games on any platform



## Xsolla

Global distributor and publisher of video games, providing its clients – game developers and publishers – with advanced technical tools to optimize user acquisition and monetization efforts



## Latham & Watkins LLP

Global FinTech Industry Group advises clients from New York, London, Frankfurt, Hong Kong, Singapore, and Silicon Valley on trailblazing corporate transactions and complex regulatory matters



# Contacts

**Register and check out DreamTeam Beta:**

[DreamTeam.gg](https://DreamTeam.gg)

**Learn more and take part in the Token Sale:**

[Token.DreamTeam.gg](https://Token.DreamTeam.gg)

**Contact us if you have any questions regarding the Token Sale:**

[Token@DreamTeam.gg](mailto:Token@DreamTeam.gg)



# Sources

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- Mindshare North America Esports research
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