

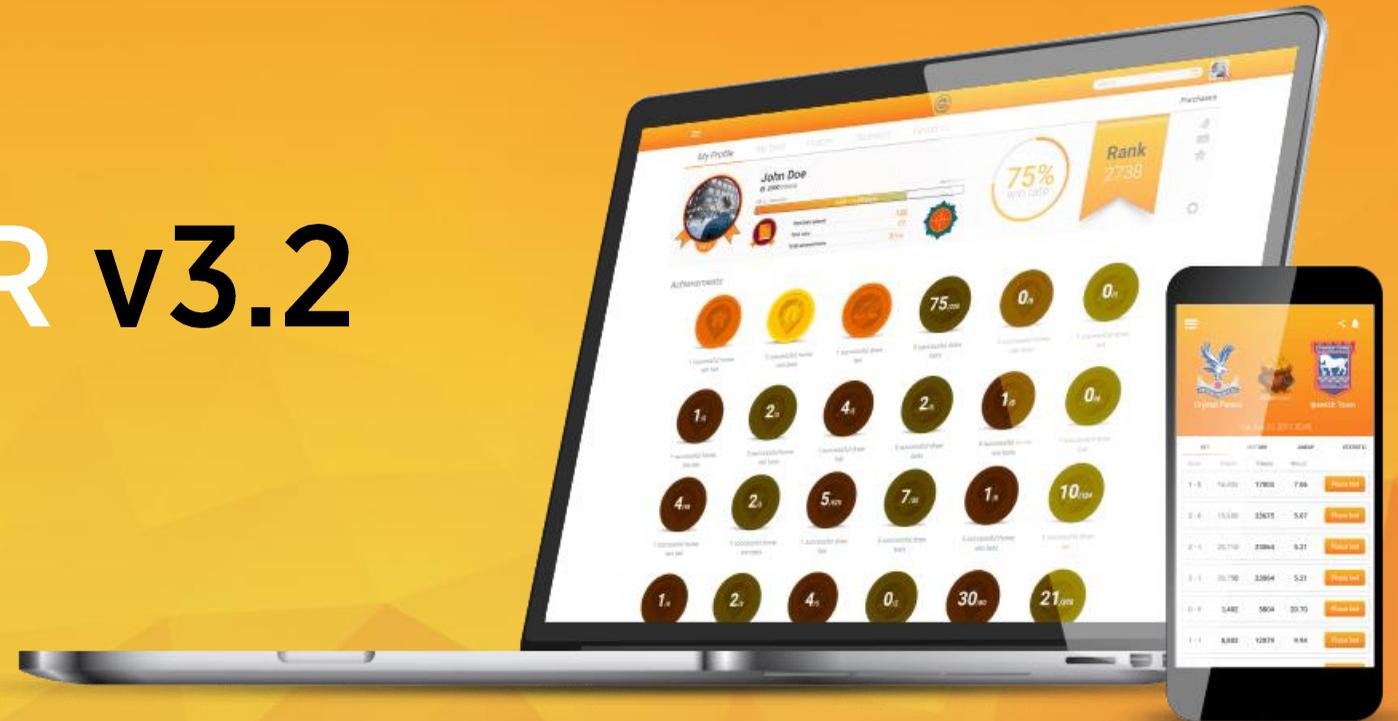


# GOAL BONANZA

FOOTBALL BETTING REVOLUTION

powered by **blockchain**

## WHITE PAPER v3.2



\$3 TRILLION DOLLAR GLOBAL BETTING INDUSTRY IS ABOUT TO GET DISRUPTED



## 1 Executive Summary

# Disruptor of the football betting industry

Goal Bonanza is a self-regulating, blockchain powered football betting platform based on ERC20 token standard. It offers fresh and new football betting experience by combining lottery like crowd betting on 10 possible football game final score outcomes where the crowd drives the potential returns, unlike traditional bookmakers and betting exchanges that offer unattractive odds and low returns. The bigger the crowd the bigger are the potential returns easily reaching six figures. In simple terms, **imagine \$100,000+ in returns on 1\$ bet by successfully predicting the final score of a football game out of 10 possible outcomes. That is Goal Bonanza and much more.**

In addition to the unique game mechanics, Goal Bonanza revolutionary concept taps into basic desires and needs of users' impulses which revolve around the idea of profits, status, achievement, competition and community collaboration. Goal Bonanza applies gamification mechanics to engage and motivate users to play in order to win rewards, badges and points, that are used to elevate their status and privileges, and to showcase their talents, expertise, and accomplishments.

**Build on ethereum platform** and adopting ethereum as the underlying game currency, Goal Bonanza will significantly contribute to the crypto-community and the ethereum platform by increasing the demand for ethereum cryptocurrency, increase its value, and induce adoption in the global betting marketplace.

Goal Bonanza doesn't require the use of fiat currency for playing therefore it is outside gambling regulatory bodies and jurisdiction and therefore a **non-regulated stateless business**. Operations funding and dividends payouts is performed in convertible ethereum cryptocurrency. In year 3 we expect to reach a total of **6.34m active players and generate earnings of \$74.9 million.**

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## 2 Market Overview

# Introduction

Sports betting is a very popular type of gambling that involves predicting sports results and placing a wager on the outcome.

It has become the fastest growing market segment within gambling worldwide, and now dominates, accounting for nearly half of the total online betting market.

A fifth of sports betting takes place via mobile, and this is expected to reach 45 per cent by 2018.

**The consolidated global sports betting market, both regulated and unregulated, is worth up to \$3-trillion.** Around 65 per cent of that figure is spent on football betting, with the Asian market the center of sports gambling.

The Chinese, Indian and Southeast Asian markets, where betting is largely illegal, have been identified as the principal operational jurisdictions for unregulated bookmakers.

**In China, where up to 1\$-billion dollars can be gambled on a single game of football, the ratio of legal bets to illegal bets is 1:10.**

The global licensed and regulated gambling market (all products including: betting, poker, casino, bingo, gaming machines and lotteries) is forecast to reach \$533 billion in 2017. That is a 47% increase from the \$363 billion market figure in 2007.

**The gross gambling yield\* (GGY) of the licensed and regulated global football betting market is expected to reach \$80 billion in 2017.**

The gross gambling yield (GGY) from the global mobile device betting market is expected to generate an increasing share of all interactive gambling reaching nearly 44% by 2018 and representing around 5% of total gambling. This trend is driven by growth in smartphone and tablet penetration.

As mobile gambling is exponentially growing, the average mobile gambling spend per adult in the European Union (EU) is expected to grow from just over \$1 in 2010 to over \$17 by 2018.

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## 2 Market Overview

# Key industry figures

 **\$3-trillion** global sports betting market size

 **65%** is spend on football betting

 Up to **\$1-billion** is gambled on a single football game in China

 **\$80-billion** global football betting market yield in 2017

 **\$17** is the average mobile gambling spend per adult in the EU

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## 2 Market Overview

# Popular types of football bets

### TRADITIONAL BETTING

When betting with a bookmaker you can only bet on the odds they offer, only having the option to back a certain outcome. The odds set by bookies include their margin meaning they price markets in their favor with unfair odds. Bookmakers effectively make money by building in a margin/over-round into their odds.

### BETTING EXCHANGES

Instead of being limited to the odds set by bookies, and only having the option to back a certain outcome, an exchange allows users to go head-to-head against each other by either backing or laying. It differs to traditional sportsbooks by allowing bettors to bet against each other, rather than a bookmaker.

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### FULL-TIME RESULT (1X2)

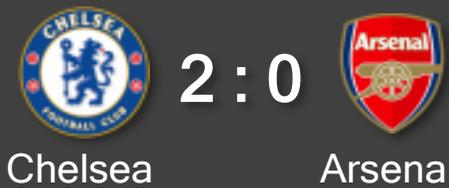
This is by far the most common type of football bet and is usually based on the match result after 90 minutes where the punter predicts a Win, Draw or Lose outcome with a total of three possible outcomes.



Barcelona Win	1	2.10
Real Madrid Win	2	3.30
Draw	x	3.00

### GOALS (UNDER/OVER)

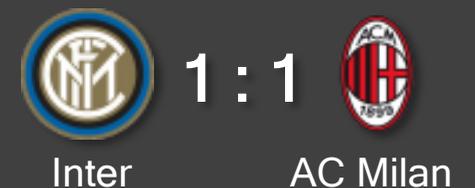
Two-way bet regarding whether the total number of goals scored will be more than the one quoted or less. In most cases, the bet appears to exceed or even be less than 2.5 goals and two possible outcomes.



Under 2.5 goals	1.75
Over 2.5 goals	1.95
Over 3.5 goals	2.80

### CORRECT SCORE (CS)

Under these types of football bets, one has to predict the correct score within the normal 90 minutes of football action. The odds tend to be quite high because of the fact that there are many possible outcomes.



Correct score 1 : 0	8.50
Correct score 1 : 1	6.50
Correct score 2 : 1	7.50



## 2 Market Overview

# Industry challenges we are solving

### LICENCING AND COMPLIANCE

Licensing challenges, regulatory repercussions and compliance requirements. Very strict gaming regulations and legislation that significantly varies between countries and governments.

Goal Bonanza is a stateless, non-regulated cryptocurrency platform that is not subject to any regulatory or licensing requirements.

### UNIQUE CUSTOMER PROPOSITION

Lack of innovation and differentiation as sportsbooks are using the same 'off-the-shelf' solutions provided by monopolized and regulations heavy marketplace of gaming providers. Goal Bonanza is brand new gaming concept offering different football betting experience unlike anything else on the market.

Build on ethereum platform and adopting ethereum as the underlying game currency, Goal Bonanza will significantly contribute to the crypto-community and the ethereum platform by increasing the demand for ethereum cryptocurrency, increase its value, and induce its adoption in the global football betting market.

### LACK OF PRIVACY

Identity verification requires substantial personally identifiable information including form of identification, credit card and bank account details. Goal Bonanza provides the ability to play without any forms of identification. No record of deposits/withdrawals appearing on a monthly statement ensuring privacy is respected.

### LOW RETURNS

Low returns and unattractive odds set by bookmakers that effectively balance their books in a way that allows them to make money irrespective of the result. Goal Bonanza doesn't set the odds and potential returns but the players do. The bigger the crowd the bigger the returns. No limits. Period.

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### 3 What is Goal Bonanza

# The inspiration behind Goal Bonanza

Betting on sports makes a game you didn't care about, interesting. "Will my prediction come up?" "Will my team win?"

The anticipation of winning or losing a bet creates a natural high, adrenaline rush, a feeling we seek when looking for fun and entertainment. There's an edge-of-your-seat rush when you bet on a game and it's in the final seconds and the bet is won or lost on a single shot, out, or pass.

Why do people like to bet so much on football? Well, the first reason is because most people love to gamble. The second reason why people love to bet so much on football is because people love football. In our modern culture we no longer go to war and battle one another, so instead we enjoy competition through the safer medium of sport.

We all like to pick a favorite team so we can get together with fans of the same team, celebrating when they win or supporting one another should they lose.

Guys like to think they can predict the outcome of a football game. They like to talk trash to each other and that trash talk can escalate into a bet.

Spending a dollar to maybe make a million as in buying a lottery ticket is one thing but when it comes to football betting, there is a little more to it.

Today, you cannot bet a dollar on a football match to maybe make a million bucks.

Traditional bookies and betting exchanges don't offer this type of excitement and adrenaline rush. They simply don't offer a betting model that can generate the potential returns of lotteries.

But what if someone is to invent an innovative way of football betting where players can win unlimited returns, a million or more by betting a single dollar. A platform with unprecedented proposition of unlimited returns where players can showcase their betting skills and expertise to the community, but also win status, privileges, rewards and bonuses for their engagement and activity.

Can you imagine the excitement this kind of game would create in a football betting market that lacks innovation and a breath of fresh air and offers unattractive odds?

We see an opportunity to innovate and disrupt an industry with annual turnover of \$3-trillion. People love to gamble on football and we made it our mission to make football betting even more fun and exciting.

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### 3 What is Goal Bonanza

# The science behind Goal Bonanza

In a simple 6-from-49 lottery, a player chooses six numbers from 1 to 49. If all six numbers on the player's ticket match those produced in the official drawing then the player is a jackpot winner. For such a lottery, the chance of being a winner is 1 in 13,983,816. Our main challenge was to design a model with a total of 10 available game score outcomes where there will be at least one winner in every football game available for betting. From statistical perspective and in practice, a football game has significantly more than 10 possible outcomes as displayed in the table on the right.

		Final Away Score							
		0	1	2	3	4	5	6	7+
Final Home Score	0	7.2%	6.3%	3.4%	1.4%	0.4%	0.1%	0.1%	0.1%
	1	9.8%	11.6%	5.6%	2.3%	0.7%	0.2%	0.1%	0.1%
	2	8.1%	8.9%	5.2%	1.8%	0.6%	0.2%	0.1%	0.1%
	3	4.8%	5.2%	2.8%	1.1%	0.3%	0.1%	0.1%	0.1%
	4	2.3%	2.5%	1.4%	0.5%	0.2%	0.1%	0.1%	0.1%
	5	1.0%	1.1%	0.6%	0.2%	0.1%	0.1%	0.1%	0.1%
	6	0.4%	0.4%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%
	7+	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%

		Final Away Score							
		0	1	2	3	4	5	6	7+
Final Home Score	0	7.2%	6.3%	3.4%					
	1	9.8%	11.6%	5.6%					
	2	8.1%	8.9%	5.2%					
	3								
	4								
	5								
	6								
	7+								

33.9%

In the table provided above, you can see a matrix with historical data from all football game scores in the top 4 English leagues in the last 126 years. In 66.1% of the total games played, neither team scored more than 2 goals. This accounts for a total of 9 outcomes. From statistical perspective, in 33.9% of the games played, at least one team scored 3 or more goals. All though not impossible, it would be very hard to predict the final game score out of 49 options. We decided to improve the odds and simply bundled those 33.9% in "Goal Bonanza" as the 10<sup>th</sup> outcome in our model.

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### 3 What is Goal Bonanza

# Game mechanics

Goal Bonanza is a lottery game where players predict the final score of a single football game by backing at least 1 out of 10 available options. Unlike traditional bookmakers and betting exchanges that offer unattractive odds and low returns, in the Goal Bonanza lottery the size of the pot drives the potential returns. **The bigger the pot is, the bigger the potential returns are. The bigger the potential returns are, the bigger the incentive to place a bet for a chance to win big profits.**

For example, 80,000 players wager a total of 100,000 tokens worth \$1 each, on a single football game. 180 tokens are wagered on 0-0, a scoreless draw. If the game ends 0-0, the players that wagered those 180 tokens will split the winnings proportionally. Every winning token generates a return of 555 tokens or \$555.

Players can also use hedging strategies and bet on more than one outcome to improve their chances. For example, backing 3 outcomes statistically increases the chance of winning a bet to 30%.

**Goal Bonanza is a brand new product that combines lottery mechanics and football betting to unlock the potential of unlimited returns for players but also requires skills and know how unlike plain lottery. This is what makes this game a unique proposition in the football betting market.**

Betting options

<b>1-0</b> HOME WIN	<b>0-0</b> DRAW	<b>0-1</b> AWAY WIN
<b>2-0</b> HOME WIN	<b>1-1</b> DRAW	<b>0-2</b> AWAY WIN
<b>2-1</b> HOME WIN	<b>2-2</b> DRAW	<b>1-2</b> AWAY WIN
<b>GOAL BONANZA</b> ANY OTHER FINAL SCORE		

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### 3 What is Goal Bonanza

# Game essentials

## Summary

1	Players will have between 150 and 200 football games available for betting on weekly basis. Football games from all major national and international competitions will be available for betting.
2	Multiple 3rd party API services will be used to feed available competitions, game schedules and game scores to ensure data quality and integrity via multi-tier data validation system.
3	Football games from selected competitions will open for betting with 100 GOAL tokens Goal Bonanza sponsored bounty, 24h prior to match start. Bets will be accepted until the start of the football match.
4	Minimum accepted bet will be 1 GOAL token valued at 0.0002 ETH per 1 GOAL token on launch date. Players can wager a minimum of 1 GOAL token on at least 1 of the 10 available outcomes.
5	The game pot will be shared between players that successfully predicted the game outcome. In event of no winning bets, the pot is thrown in a jackpot game organized every month for players with account level 5 only.
6	Goal Bonanza will withhold 9.75% retainer from every football game pot as the games organizer.
7	Withdrawals will be available only for players with account level 3 or above. Users will have to have an ERC20 compatible token wallet to make a withdrawal. Players collecting winnings by selling tokens on an exchange.
8	Players will be able to earn 10 tokens for every referred player that will reaches account level 3 via the referral program. The referral program will be available when user unlocks account level 2.
9	Players will be able to earn win additional tokens as a reward for completing various achievements, challenges and milestones. Withdrawals of reward tokens will be available only for players with account level 4 or above.
10	Goal Bonanza doesn't require any identity verification, submission of forms of identification, credit card and bank account details. Players in Goal Bonanza are anonymous and personal data privacy is guaranteed.

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### 3 What is Goal Bonanza

# Real game simulation

Real Madrid is a big favorite hosting Levante in the 3<sup>rd</sup> round of Primera Division at Santiago Bernabeu. The average odds for a home win are 1.10, with 19.00 for an away win and 10.00 for a draw. Levante is undefeated in the last two games, they are playing very well and tight at the back, and John believes Levante might be able to snatch a low scoring draw in Madrid.

The crowd is backing a home win for Real Madrid and most of the wagers go on "GOAL BONANZA" and home win game scores. John however, wagers 5 tokens on 0:0, 1:1 and 2:2, each and hedged his draw prediction with 15 tokens on "GOAL BONANZA" to cover his losses in case Real Madrid trashes Levante. On the right you can see the expected distribution of stakes in a football game with a home team as a huge favorite.

John just made profit of \$45,782.85 (Total returns - total stake). No traditional bookmaker or betting exchange could match this. If the game ended up with a high scoring home win, John would get his stakes back by hedging his draw bets with 15 tokens on "GOAL BONANZA" at 2.10 to 1. Real Madrid was a big favorite in the match and the crowd is heavily backing the most probable outcome. The potential returns on the less probable outcomes are exponentially growing and the crowd is more keen to back an underdog. This behavior on the other side increases the potential returns for backing a home win that no traditional bookmaker of betting exchange can match.

Real Madrid



9/9/2017

1:1

FINAL SCORE

Levante



DISTRIBUTION OF STAKES BY FINAL SCORE			
PLAYERS	945,405	1,081,181	POT
SCORE	PLAYERS	TOKENS	RETURNS PER TOKEN
1-0	116,403	117,003	9.24
2-0	296,084	323,675	3.34
2-1	120,710	123,064	8.79
0-0	89	115	9,401.57
1-1	102	118	9,162.55
2-2	126	144	7,508.20
0-1	187	201	5,379.01
0-2	310	350	3,089.09
1-2	850	851	1,270.48
GB	410,544	515,660	2.10

SCORE	STAKES IN TOKENS	BET OUTCOME	WINNINGS
0-0	5	loss	-
1-1	5	won	45,812.75
2-2	5	loss	-
GB	15	loss	-
TOTAL STAKE	30		

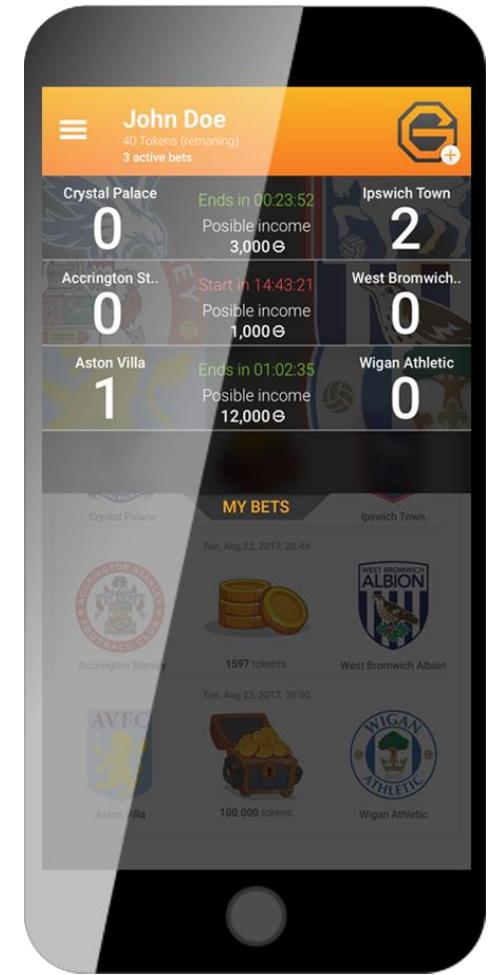
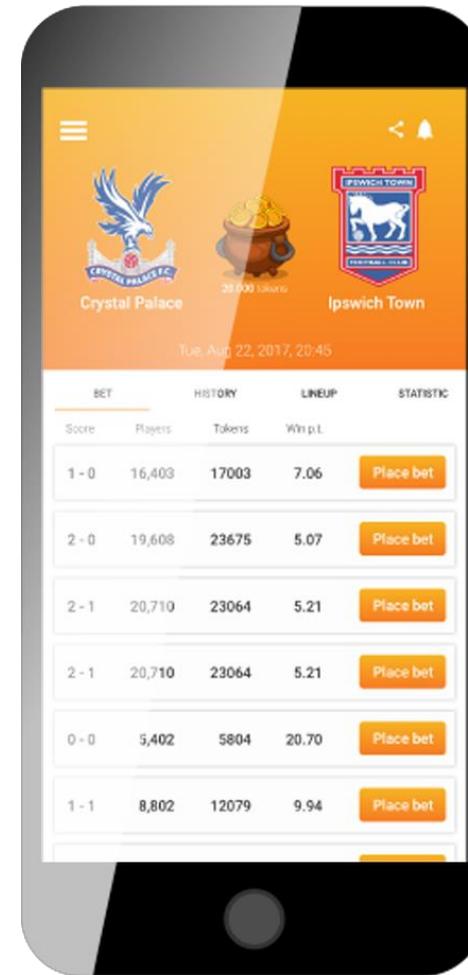
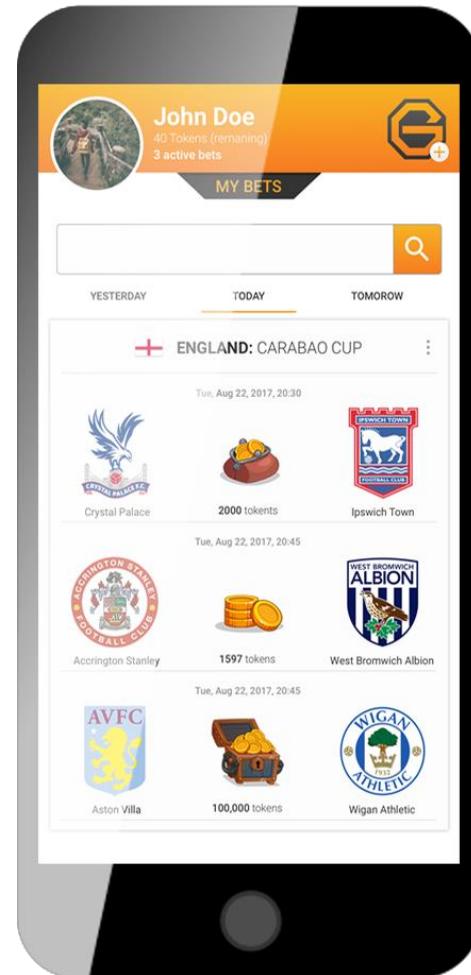
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### 3 What is Goal Bonanza

# Goal Bonanza prototypes

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### 3 What is Goal Bonanza

# Available competitions

Available competitions for betting



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### 3 What is Goal Bonanza

# Gamification, retention and acquisition

Goal Bonanza will include a **gamification platform, embedded in the core game mechanics**, that will incentivize players to perform different actions and tasks, but ultimately to keep on playing.

The gamification platform will tap into the basic desires and needs of the players, and leverage their natural desire for **competition, achievement, status, recognition and collaboration**. Goal Bonanza will increase users engagement by rewarding them when they accomplish the desired tasks.

**Rewards such as badges and tokens will be used to elevate status by showcasing their talents, expertise, and accomplishments.**

As players wager and make predictions, they advance up to Veteran level and **unlock different privileges, token bonuses, new account features and new game features.**

Players can win tokens, create communities and make friends, can **challenge their friends or other players to make a bet on a football game**, receive challenges from friends and other players, unlock an advanced notification system and receive alerts when their favorite team is available for betting, when their biggest competitor made a bet, receive notifications on the football games open for betting with the highest pot and much more.

Advanced status players will be able to follow the best punters, follow their predictions, and veteran level players will be able to participate in **special power-play games with a big bounty for the winners.**

Players will also be able to unlock the **referral program** and earn 1 token for every referred player that will reach professional level.

This way we will create a formidable force of Goal Bonanza advocates that will promote the game and **drive acquisition of new players.**

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### 3 What is Goal Bonanza

# Account levels and available features



STATUS LEVEL	NEWBIE LEVEL 1	APPRENTICE LEVEL 2	PROFESSIONAL LEVER 3	EXPERT LEVEL 4	VETERAN LEVEL 5
UNLOCK LEVEL	CREATE ACCOUNT	1ST BET	10 BETS	100 BETS	500 BETS
WELCOME BONUS FOR UNLOCKING NEXT LEVEL	25 TOKEN	50 TOKENS	100 TOKENS	250 TOKENS	500 TOKENS
WIN TOKENS FOR ACHIEVEMENTS	YES	YES	YES	YES	YES
MAKE FRIENDS	NO	UP TO 5 FRIENDS	UP TO 10 FIRENDS	UP TO 50 FIRENDS	UP TO 100 FIRENDS
FOLLOW PLAYERS' ACTIVITIES	NO	NO	NO	YES	YES
SEND AND RECEIVE FRIEND REQUESTS	NO	YES	YES	YES	YES
PERSONALISE ACCOUNT	NO	YES	YES	YES	YES
SEND CHALLENGES TO FRIENDS	NO	YES	YES	YES	YES
WITHDRAW TOKENS	NO	NO	YES	YES	YES
ACCESS TO SPECIAL VIP EVENTS WITH SPECIAL BONUSES	NO	NO	NO	NO	YES
UNLOCK REFERRAL PROGRAM	NO	YES	YES	YES	YES

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### 3 What is Goal Bonanza

# Achievements, badges and rewards

ACHIEVEMENT	BADGE	REWARD	ACHIEVEMENT	BADGE	REWARD
PLAYER WON HIS 1ST HOME WIN BET		10 TOKENS	PLAYER WON 5 GOAL BONANZA BETS		50 TOKENS
PLAYER WON 5 HOME WIN BETS		60 TOKENS	PLAYER WON GOAL BONANZA 10 TIMES		100 TOKENS
PLAYER WON HIS 1ST DRAW BET		20 TOKENS	PLAYER WON 3 HOME, 3 AWAY, 3 DRAW AND 3 GOAL BONANZA BETS		100 TOKENS
PLAYER WON 5 DRAW BETS		120 TOKENS	PLAYER MADE 50 REFERRALS		100 TOKENS
PLAYER WON HIS 1ST AWAY WIN BET		20 TOKENS	PLAYER REACHED 1000 FOLLOWERS		200 TOKENS
PLAYER WON 5 AWAY WIN BETS		120 TOKENS	PLAYER COMPLETED 11 ACHIEVEMENTS		1000 TOKENS

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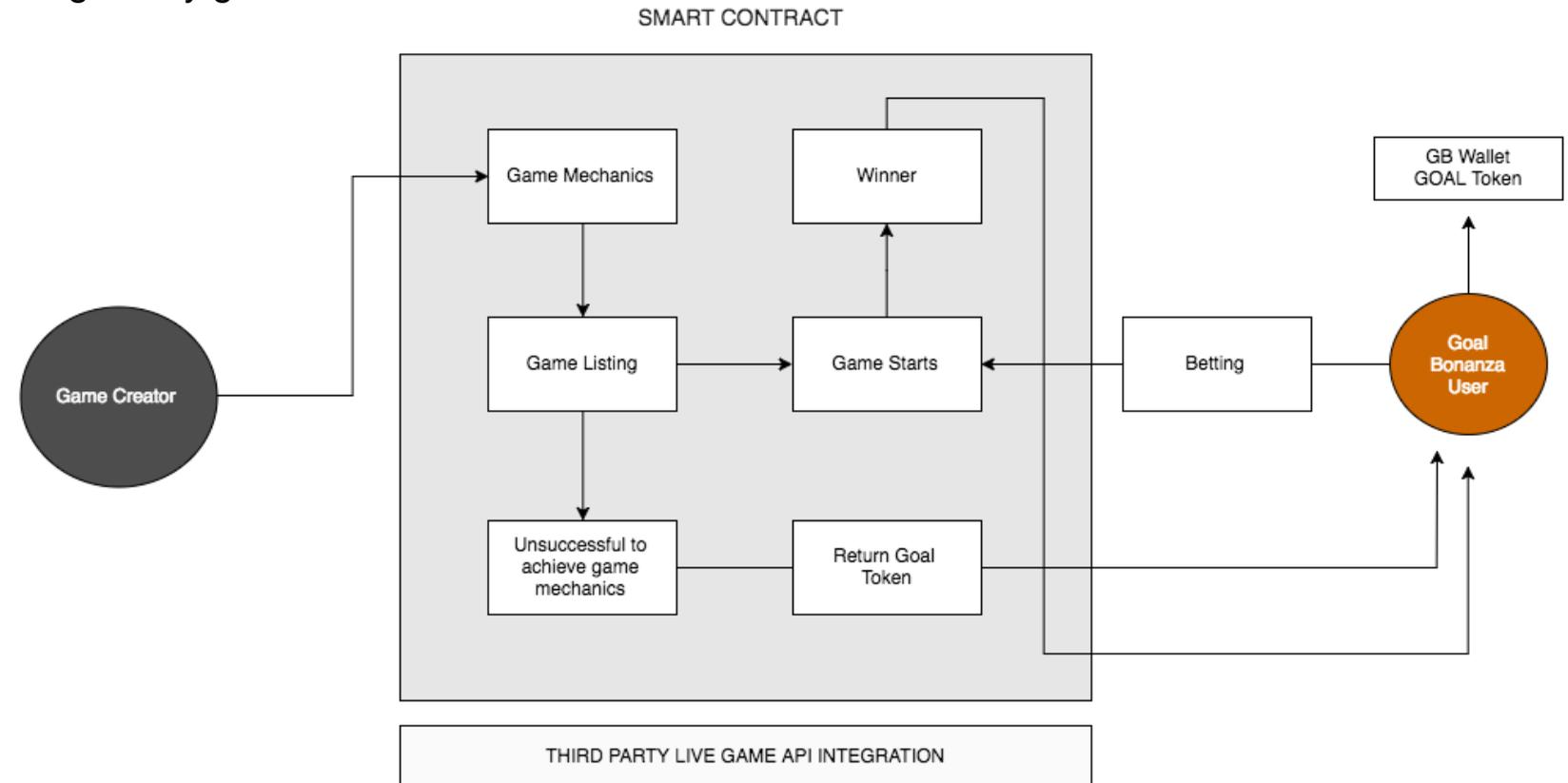


### 3 What is Goal Bonanza

# The technology behind Goal Bonanza

## Goal Bonanza smart contract

Goal Bonanza users will interact with a front end interface written in Javascript that creates a smart contract through the Web3 protocol. The smart contract defines the mechanics of the game such as total number of users that participate in a single game, wagered tokens per outcome, distribution of winnings, fulfillment of achievements, distribution of bonuses and rewards, and other rules and restrictions. This front end will provide general information about the game as well as the most up-to-date scores of the football team that are competing at any given time.



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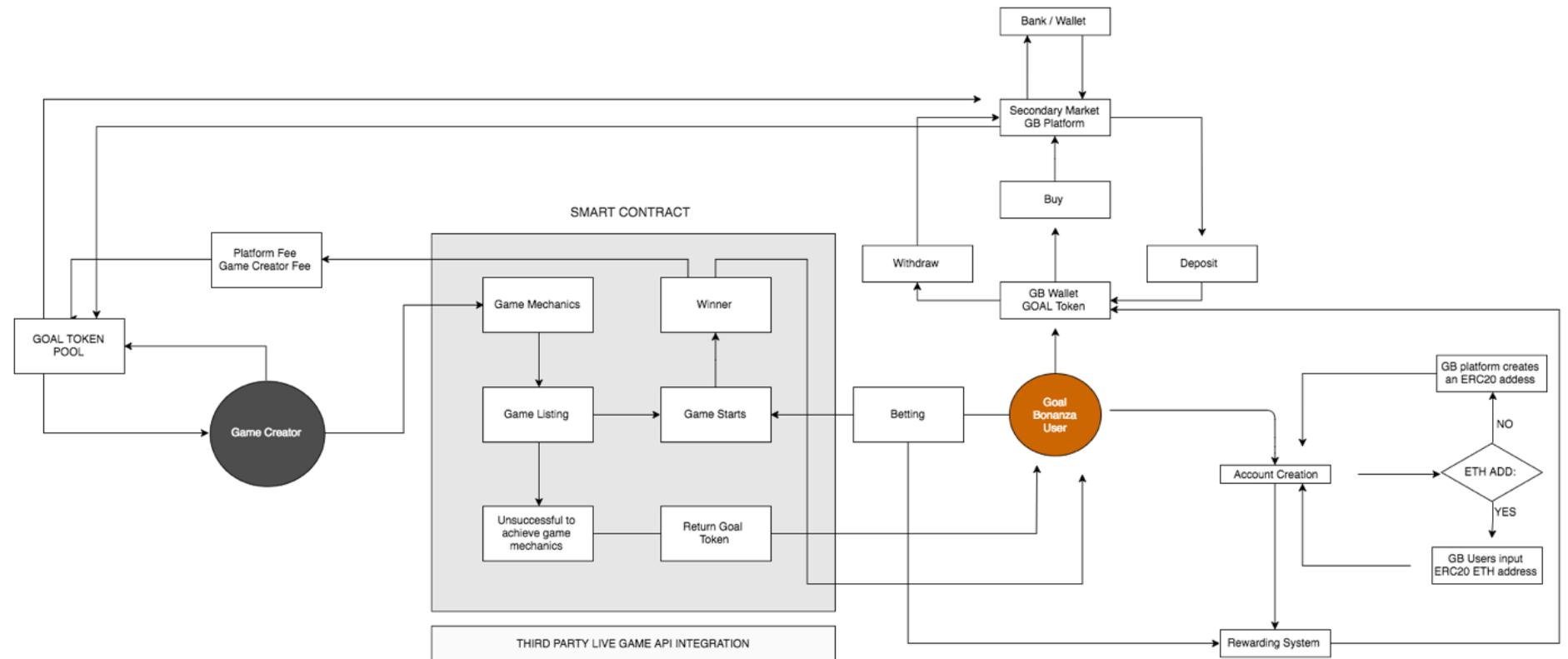


### 3 What is Goal Bonanza

# The technology behind Goal Bonanza

## How Goal Bonanza platform interacts with the environment

Goal Bonanza will sell the retained tokens from the ICO, which will in later stages be also supplemented by purchases in the secondary market to refill the funds and ensure liquidity as the user base and turnover of GOAL tokens in the platform grows. We will be a constant buyer of GOAL tokens in the secondary market. This will ensure platform liquidity and maintenance of GOAL token funds required for the rewards system give always and for selling to players.



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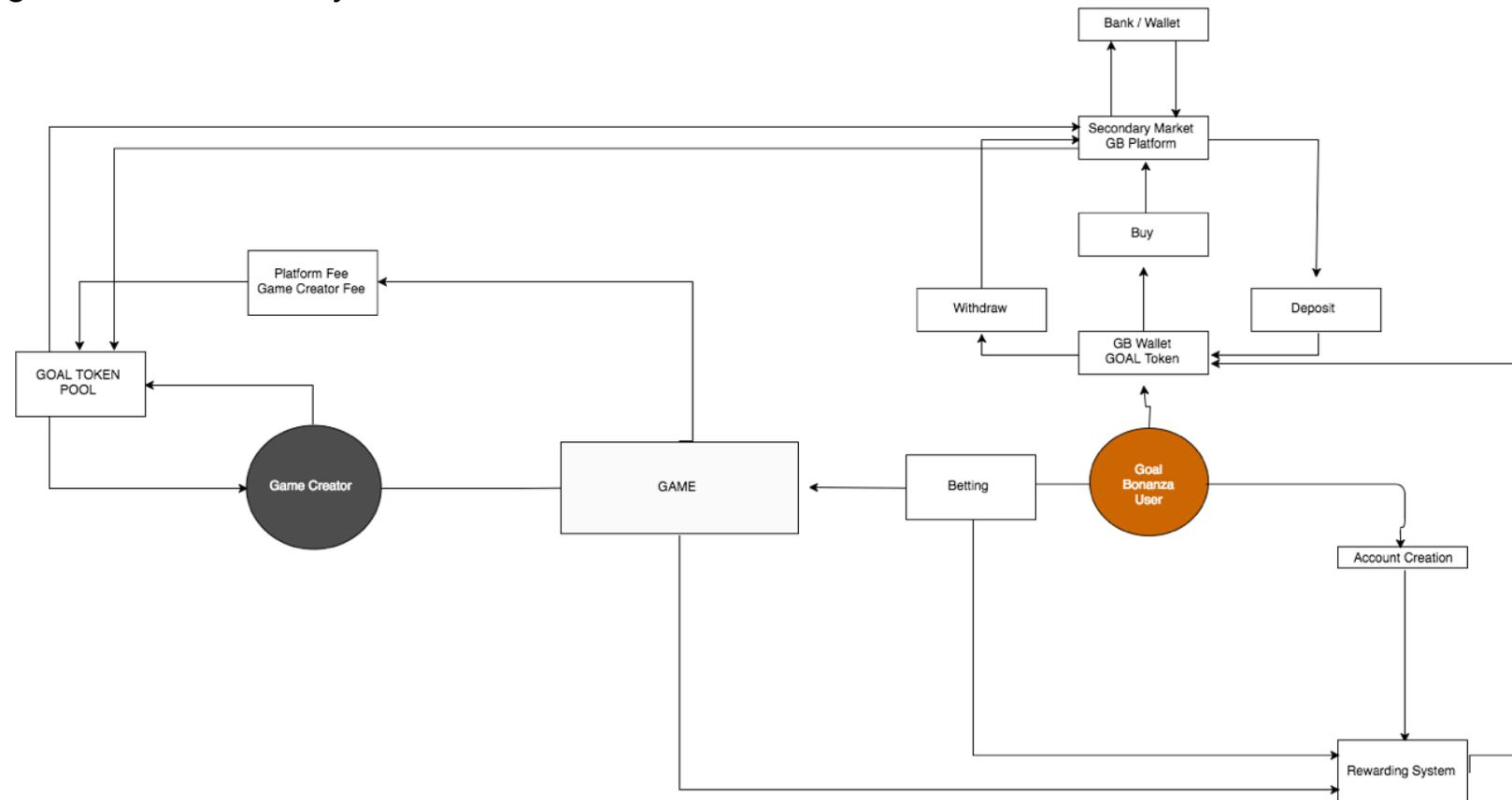


### 3 What is Goal Bonanza

# The technology behind Goal Bonanza

#### Overview of the token environment and flow

The Goal Bonanza Tokens (GOAL) are ERC20 compatible tokens that can be easily transferred or sold among users of ETH, using standard methods. Moreover, the Goal Bonanza team is in contact with major exchanges to list GOAL tokens on multiple exchanges shortly after the initial sale ends. GOAL tokens will be acquired directly on the Goal Bonanza platform via the rewarding system, during the initial sale, or bought on exchanges in the secondary market.



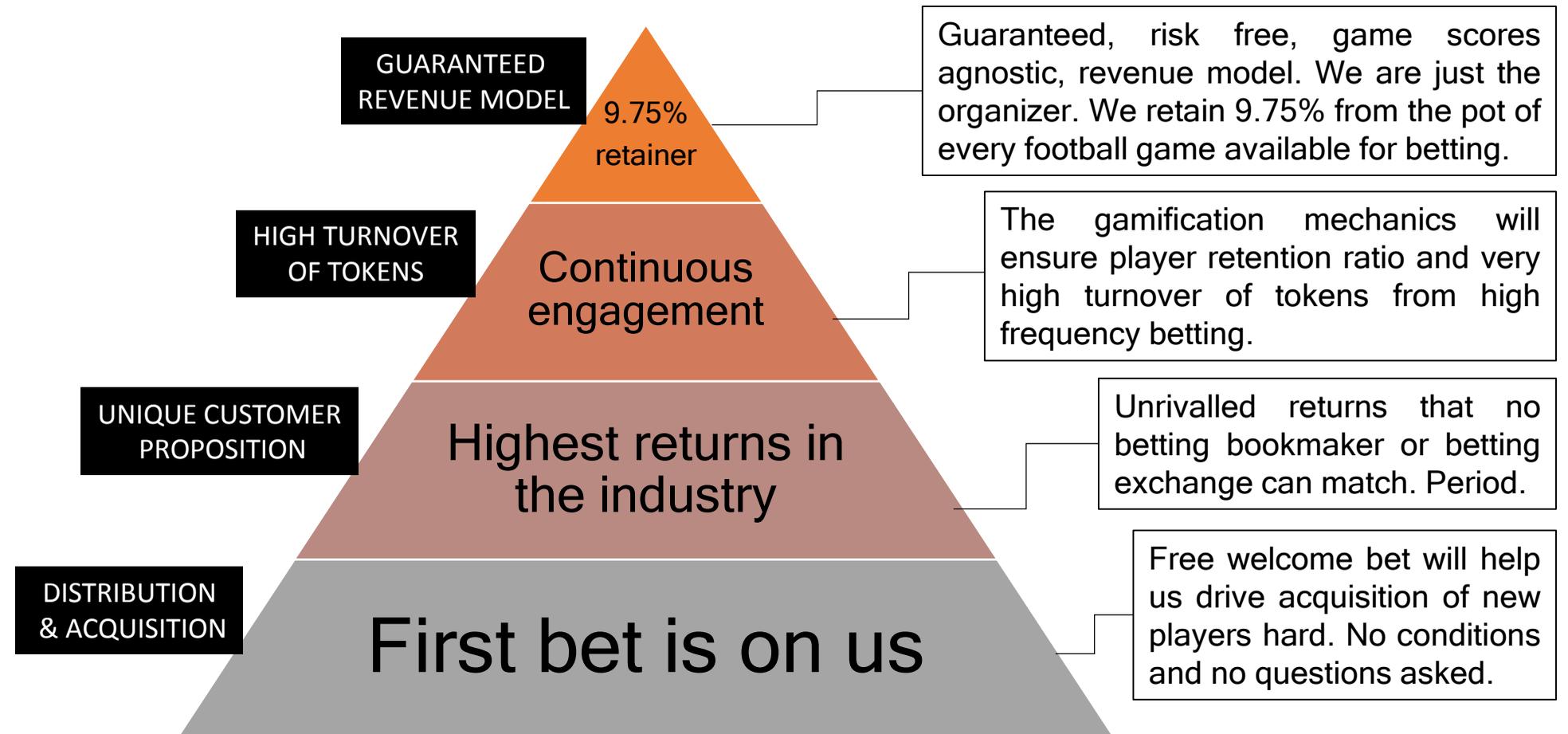
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## 4 Business model

# Goal Bonanza business model pyramid

Our business model is very simple. Effective acquisition of new players, retention and conversion to paying accounts in order to unlock withdrawal capability and strong stimulation for frequent betting via gamification methods. The higher the tokens turnover frequency is, the higher the total retainer will be as percentage from total tokens in circulation in the platform.



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## 4 Business model

# 3-year plan | Assumptions and numbers

User accounts
185,417 new accounts open per month in average
20% of accounts will unlock Level 3 in 30 days
8% of accounts will unlock Level 4 in 30 days
3% of accounts will unlock Level 5 in 30 days
5% of accounts will be closed on monthly basis
50% of accounts will be active on monthly basis

Accounts	Level bonus	Achievement bonus	Referral bonus	Total bonus	Spend per user
L 1 & 2	6	1	5	1.00	6
L 3	20	15	50	7.08	75
L 4	100	75	30	17.08	350
L 5	500	500	20	85.00	1300
<b>Average per user per month (Tokens)</b>				<b>5.86</b>	<b>82.7</b>

- 1** Total required financing for year 1 marketing and acquisition activities including bonus tokens, is \$ 10.949M.
- 2** In Y2 the business is self-sustainable cash flow operation generating a positive P&L (earnings) of \$ 36.5M, and \$ 74.9M in Y3.
- 3** Product development and Pre ICO/ICO financing is not included in the operation financing requirements for Y1.

Monthly retainer assumptions (example model below)			
Total tokens in circulation turnover 6 times on monthly basis.			
Each turnover cycle 20% of tokens in circulation are withdrawn.			
Turnover per month	POT	Retainer per game	Retainer (tokens)
Cycle 1	1,000,000	9.75%	97,500
Cycle 2	722,000	9.75%	70,395
Cycle 3	521,284	9.75%	50,825
Cycle 4	376,367	9.75%	36,696
Cycle 5	271,737	9.75%	26,494
Cycle 6	196,194	9.75%	19,129
<b>Total</b>		<b>30.10%</b>	<b>301,039</b>

	Total accounts	Bonus tokens	Sold tokens	Total tokens	Retained tokens	Tokens balance	Operating Revenue	Operating Costs	Earnings
Year 1	1.56M	53.5M	313.9M	367.4M	110.6M	57.1M	\$ 8.56M	\$ 2.9M	\$ 5.6M
Year 2	4.21M	206.3M	1.346B	1.553B	467.4M	261.1M	\$ 39.1M	\$ 2.7M	\$ 36.5M
Year 3	6.34M	383.5M	2.616B	2.999B	903.1M	519.5M	\$ 77.9M	\$ 3.0M	\$ 74.9M
<b>Total</b>	<b>6.34M</b>	<b>643.3M</b>	<b>4.276B</b>	<b>4.919B</b>	<b>1.481B</b>	<b>837.7M</b>	<b>\$ 125.7M</b>	<b>\$ 8.62M</b>	<b>\$ 117.1M</b>

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## 5 Why contribute

# Industry challenges we are solving

### LICENCING AND COMPLIANCE

Licensing challenges, regulatory repercussions and compliance requirements. Very strict gaming regulations and legislation that significantly varies between countries and governments.

Goal Bonanza is a stateless, non-regulated cryptocurrency platform that is not subject to any regulatory or licensing requirements.

### UNIQUE CUSTOMER PROPOSITION

Lack of innovation and differentiation as sportsbooks are using the same 'off-the-shelf' solutions provided by monopolized and regulations heavy marketplace of gaming providers. Goal Bonanza is brand new gaming concept offering different football betting experience unlike anything else on the market.

Build on ethereum platform and adopting ethereum as the underlying game currency, Goal Bonanza will significantly contribute to the crypto-community and the ethereum platform by increasing the demand for ethereum cryptocurrency, increase its value, and induce its adoption in the global football betting market.

### LACK OF PRIVACY

Identity verification requires substantial personally identifiable information including form of identification, credit card and bank account details. Goal Bonanza provides the ability to play without any forms of identification. No record of deposits/withdrawals appearing on a monthly statement ensuring privacy is respected.

### LOW RETURNS

Low returns and unattractive odds set by bookmakers that effectively balance their books in a way that allows them to make money irrespective of the result. Goal Bonanza doesn't set the odds and potential returns but the players do. The bigger the crowd the bigger the returns. No limits. Period.

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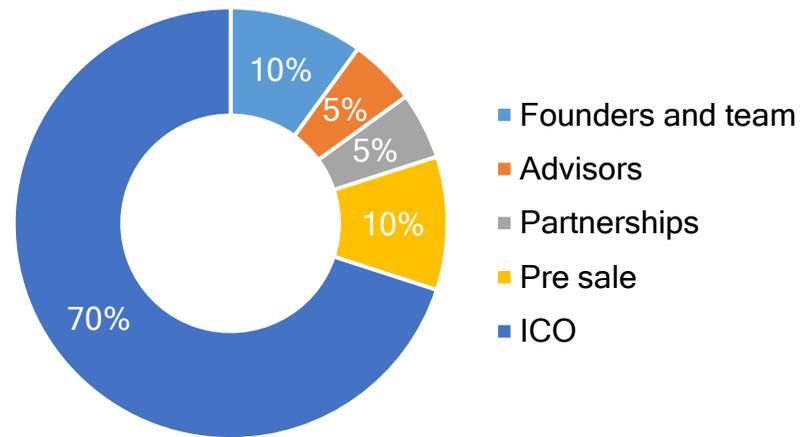


## 6 FUNDRAISING

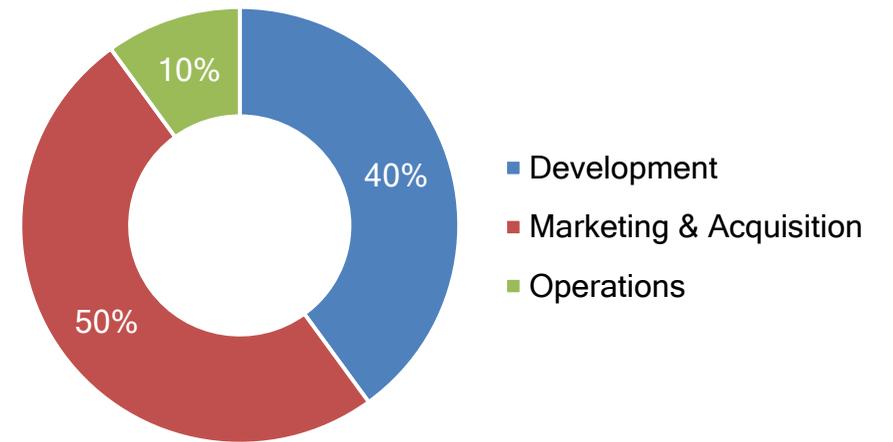
# Tokens distribution and allocation of funds

GOAL TOKENS ISSUED: 1,000,000,000

Tokens distribution



Allocation of funds



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## 6 FUNDRAISING

# ICO details

1. Currency accepted: **ETH, BTC, LTC**
2. ICO start date: **16<sup>st</sup> NOV 2017 00:00h**
3. ICO end date: **15<sup>th</sup> DEC 2017 23:59h**
4. Soft cap: **No**
5. Hard cap: **\$25,000,000**
6. Tokens per one person: **unlimited**
7. Minimum transaction amount: **No**
8. Maximum transaction amount: **unlimited**

START DATE	END DATE	ROUND	TOKEN PRICE	BONUS %
16-Nov-17	16-Nov-17	Round 1	\$0.03	100%
17-Nov-17	17-Nov-17	Round 2	\$0.0316	90%
18-Nov-17	18-Nov-17	Round 3	\$0.0333	80%
19-Nov-17	19-Nov-17	Round 4	\$0.0353	70%
20-Nov-17	20-Nov-17	Round 5	\$0.0375	60%
21-Nov-17	15-Dec-17	Round 6-30	\$0.04 - \$0.0545	50% - 2,0%

1 ETH = \$300   1 BTC = \$8,000   1 LTC = \$55

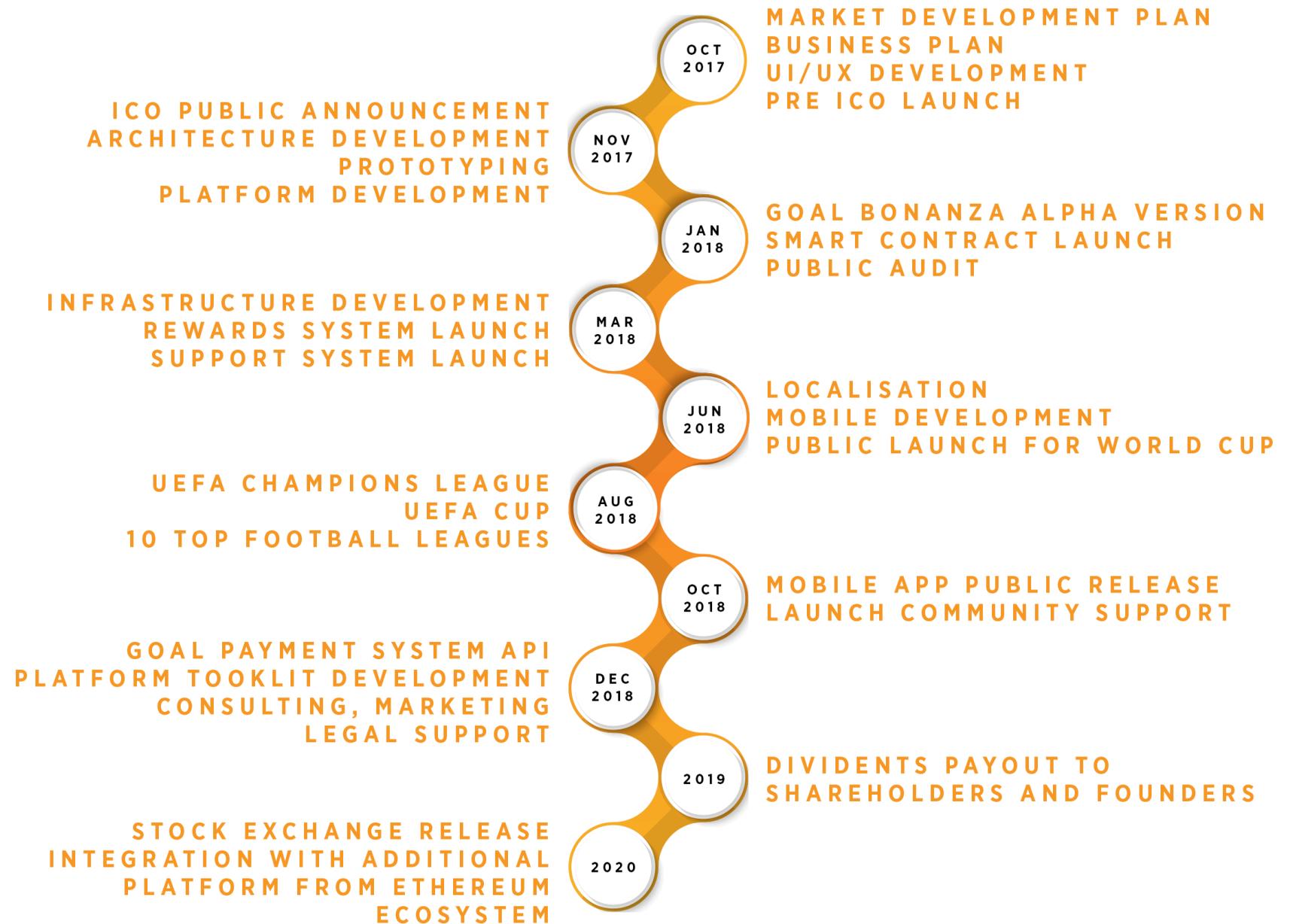
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## 7 Roadmap

# Goal Bonanza product roadmap

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## 8 Our team

# Key members



**Veljko Ristic**  
Founding Partner

Seasoned C-level ecommerce professional with extensive experience in both startups and large corporations in a variety of industries ranging from social entertainment and gaming to travel. Throughout his career Veljko consistently delivered double-digit growth year on year, managing 9-figure budgets and large teams of 100+ professionals with different skill sets and backgrounds in a cross-cultural environment.



**Jon Santillan**  
CTO

Managing Director of Searchfuse Marketing Management, Managing Partner of Mountain Partners Philippines, Partner of Audience.to & Co-founder of Getlaundry. Jon is a serial entrepreneur with a proven track record for effectively achieving revenue goals and applying a strong expertise in data-driven, long-term strategies for international brands and products. He currently manages teams specializing in product development & digital marketing.



**Jacob Lopez**  
Chief Advisor

Founder, Chairman and CEO of Optima group. Optima is a group of companies developing and maintaining gambling and bookmaking software worldwide for the commercial online and retail gambling industry since 2012 and winner of “best retail betting product” award at the SBC awards in 2016. With global portfolio of clients, Optima group is one of the leading technology providers for the gambling and betting industry.

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## 8 Our team

# Advisors and Team



**Andrew Rippon**  
Advisor



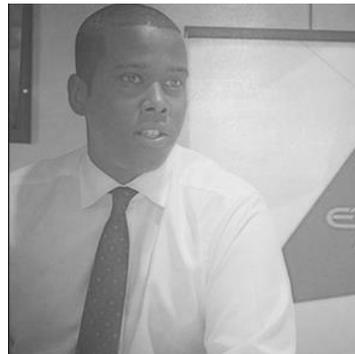
**Aleksandar Birovljev**  
Advisor



**Ivan Recevic**  
Advisor



**Gaurang Manjrekar**  
Advisor



**Ahmed Elmi**  
Advisor



**Srdjan Erceg**  
Advisor



**Kamal El Agha**  
Advisor



**Daryl R. Wallace**  
Advisor



**Zorana Mitrovic**  
UI/UX Developer



**Poch Gonzales**  
Creative Director



**Oscar Daniel Torres**  
Software Developer



**Loraine Razon**  
Project Manager



**Leodan Buduen**  
Software Developer

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ARE YOU READY FOR  
**TAKE OFF?**



GOALBONANZA.COM



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### IMPORTANT NOTICE

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION”, “NO OFFER OF SECURITIES OR REGISTRATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The GOAL tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the GOAL tokens (the “Distributor”) to purchase any GOAL tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor will deploy all proceeds of sale of the GOAL tokens to fund Goal Bonanza’s cryptocurrency project, businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the GOAL tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of GOAL tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any GOAL tokens in the Goal Bonanza Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore.

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## 9 Legal

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with Goal Bonanza and/or the Distributor and their respective businesses and operations, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled “Disclaimer of Liability”, “No Representations and Warranties”, “Representations and Warranties By You”, “Cautionary Note On Forward-Looking Statements”, “Market and Industry Information and No Consent of Other Persons”, “Terms Used”, “No Advice”, “No Further Information or Update”, “Restrictions On Distribution and Dissemination”, “No Offer of Securities Or Registration” and “Risks and Uncertainties”.

### DISCLAIMER OF LIABILITY

To the maximum extent permitted by the applicable laws, regulations and rules, Goal Bonanza and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

### NO REPRESENTATIONS AND WARRANTIES

Goal Bonanza and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

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### REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Goal Bonanza and/or the Distributor as follows:

(a) you agree and acknowledge that the GOAL tokens do not constitute securities in any form in any jurisdiction;

(b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

(c) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(d) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Goal Bonanza Token Sale, or future trading of the GOAL tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Goal Bonanza and/or the Distributor, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in this Whitepaper);

(e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Goal Bonanza and/or the Distributor;

(f) you agree and acknowledge that in the case where you wish to purchase any GOAL tokens, the GOAL tokens are not to be construed, interpreted, classified or treated as:

- (i) any kind of currency other than cryptocurrency;
- (ii) debentures, stocks or shares issued by any person or entity (whether Goal Bonanza and/or the Distributor)
- (i) rights, options or derivatives in respect of such debentures, stocks or shares;
- (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

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- (iii) units in a collective investment scheme;
- (iv) units in a business trust;
- (v) derivatives of units in a business trust; or
- (vi) any other security or class of securities.

(g) you are fully aware of and understand that you are not eligible to purchase any GOAL tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore;

(h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(i) you are fully aware and understand that in the case where you wish to purchase any GOAL tokens, there are risks associated with Goal Bonanza and the Distributor and their respective business and operations, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in the Whitepaper);

(j) you agree and acknowledge that neither Goal Bonanza nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and

(k) all of the above representations and warranties are true, complete, accurate and nonmisleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

### CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by Goal Bonanza and/or the Distributor or their respective directors, executive officers or employees acting on behalf of Goal Bonanza or the Distributor (as the case may be), that are not statements of historical fact, constitute “forwardlooking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”,

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“if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding Goal Bonanza’s and/or the Distributor’s financial position, business strategies, plans and prospects and the future prospects of the industry which Goal Bonanza and/or the Distributor is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Goal Bonanza’s and/or the Distributor’s revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding Goal Bonanza and/or the Distributor are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Goal Bonanza and/or the Distributor to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Goal Bonanza and/or the Distributor conducts its respective businesses and operations;
- (b) the risk that Goal Bonanza and/or the Distributor may be unable or execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of Goal Bonanza and/or the Distributor;
- (e) changes in the availability and fees payable to Goal Bonanza and/or the Distributor in connection with their respective businesses and operations;
- (f) changes in the availability and salaries of employees who are required by Goal Bonanza and/or the Distributor to operate their respective businesses and operations;
- (g) changes in preferences of customers of Goal Bonanza and/or the Distributor;
- (h) changes in competitive conditions under which Goal Bonanza and/or the Distributor operate, and the ability of Goal Bonanza and/or the Distributor to compete under such conditions;

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(i) changes in the future capital needs of Goal Bonanza and/or the Distributor and the availability of financing and capital to fund such needs;

(j) war or acts of international or domestic terrorism;

(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Goal Bonanza and/or the Distributor;

(l) other factors beyond the control of Goal Bonanza and/or the Distributor; and

(m) any risk and uncertainties associated with Goal Bonanza and/or the Distributor and their businesses and operations, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in the Whitepaper).

All forward-looking statements made by or attributable to Goal Bonanza and/or the Distributor or persons acting on behalf of Goal Bonanza and/or the Distributor are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of Goal Bonanza and/or the Distributor to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither Goal Bonanza, the Distributor nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of Goal Bonanza and/or the Distributor will be as discussed in those forward-looking statements. The actual results, performance or achievements of Goal Bonanza and/or the Distributor may differ materially from those anticipated in these forwardlooking statements.

Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of Goal Bonanza and/or the Distributor. Further, Goal Bonanza and/or the Distributor disclaim any responsibility to update any of those forwardlooking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

### MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS

This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and

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industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Save for Goal Bonanza, the Distributor and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.

While Goal Bonanza and/or the Distributor have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, Goal Bonanza and/or the Distributor have not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither Goal Bonanza, the Distributor, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

### TERMS USED

To facilitate a better understanding of the GOAL tokens being offered for purchase by the Distributor, and the businesses and operations of Goal Bonanza and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

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### NO ADVICE

No information in this Whitepaper should be considered to be business, legal, and financial or tax advice regarding Goal Bonanza, the Distributor, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding Goal Bonanza and/or the Distributor and their respective businesses and operations, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of GOAL tokens for an indefinite period of time.

### NO FURTHER INFORMATION OR UPDATE

No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with Goal Bonanza and/or the Distributor and their respective businesses and operations, the GOAL tokens and the Goal Bonanza Token Sale (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of Goal Bonanza and/or the Distributor. The Goal Bonanza Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of Goal Bonanza and/or the Distributor or in any statement of fact or information contained in this Whitepaper since the date hereof.

### RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to Goal Bonanza and/or the Distributor. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

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### NO OFFER OF SECURITIES OR REGISTRATION

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