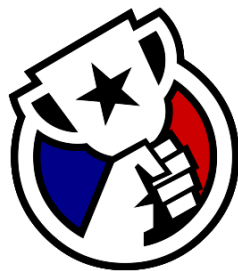


White Paper

RANKINGBALL GOLD (RBG)

Universal Cryptocurrency based on Ethereum
for Play-by-Play Strategy Prediction Game
for Sports and esports.



RANKINGBALL MAR 2018

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1. Abstract

RankingBall is an innovative gaming platform that unlocks a new future for sports and esports, transforming fans from idle spectators to fully engaged participants. RankingBall has developed the first skill-based game using real-time data from live sports and esports events. This allows players to participate in RankingBall games while watching live matches, to have fun by competing with other players, and to earn rewards based on their performance. RankingBall's user reward and loyalty program are unlike any other, as they are based on our blockchain ecosystem. With these features, we are ready to create a unique gaming platform and lead the world of sports and esports.

We've been running open beta tests for the last four years during sports events in major leagues like the Korea Baseball League, Major League Baseball, English Premier League, and National Basketball Association. Based on the tests and feedback, we are ready to launch the all new RankingBall Platform in April 2018. We've already secured partnerships with major sports media in Korea such as KBS, KBSN and SBS, and are in talks with ESPN and CBS, in the US. In the growing esports field, we've been carrying out closed beta tests with big names such as League of Legends, Counter Strike: Global Offensive, and DOTA 2. We've already secured a partnership with Player Unknown's Battle Grounds, and will be launching our official service globally in the first half of 2018.

While up to now RankingBall has been running as an independent platform, it's been built for collaboration and cooperation with game developers and publishers, streamers, and media. Attractive incentives, made possible by our blockchain ecosystem, encourage them to leverage RankingBall's full potential. Sports/esports Media such as KBS, SBS, ESPN, and Twitch can incorporate RankingBall's platform into their own to offer a whole new layer of gaming features to viewers to generate engagement and additional revenue. This model has been tested and proven, working with KBS and SBS, two of Korea's largest terrestrial broadcasters for three years. RankingBall will launch as an independent platform in April 2018. Partnerships with ESPN, CBS, and Twitch are also expected to be in place in the second half of 2018.

Additionally, RankingBall's incentives and excitement can go beyond streaming. Viewers or players will be able to create or enter tournaments for a fee and compete head-to-head against their peers for prizes. RankingBall provides automatic matchmaking and creates smart contracts, enabling them to easily set up tournaments between two players or among many. Major game publishers can also tap into this service to promote their games, by giving players around the world greater incentive to compete and share.

RankingBall will issue its own blockchain-based currency, RankingBall Gold (RBG), which improves convenience for players and makes games more fun, while also increasing the efficiency and security for our platform. RBG is a decentralized ERC20 token on the Ethereum blockchain. It enables us to develop a new and innovative cryptocurrency ecosystem within the platform, using smart contract technology.

In addition to the cryptocurrency based RBG, we will also allow players to buy RankingBall Silver (RBS) through in-app purchases on Android or iOS. In time, these two currencies will be linked. Players can create or participate in contests using either RBS or RBG. For the former, the entry fees are paid in RBS, base rewards are paid out in RBS and RBG as bonuses. For the latter, entry fees and rewards are both paid in RBG.

RBS can only be used within the RankingBall platform. However, RBG can be withdrawn and used outside of the platform via a multi-signature wallet and external exchange. It can also be used as an incentive within the platform (e.g. bonuses for RBS contests) or outside (e.g. rewards for playing games using linked Steam or Cheering for streamers on Twitch).

Now, the gaming industry, including online and mobile games, esports, sports betting, casinos, and other forms of gaming, is at the forefront of the innovation brought on by blockchain technology. Blockchain sits at the intersection of many of the existing problems concerning player matchmaking, payments and rewards, regulations, licensing, copyright and distribution, and data and statistics provision. Rapidly applying the benefits of blockchain technology to its ingenious and innovative gaming service, will soon make RankingBall a leading platform for Sports/esports.

Ultimately, RankingBall can act as a bridge platform on blockchain ecosystem where gamers, sports/esports media, and game developers/publishers are interconnected so they can create and share new value on their own platform. Therefore, RankingBall will realize its final goal of being “a leader of gaming platform on the blockchain ecosystem”.

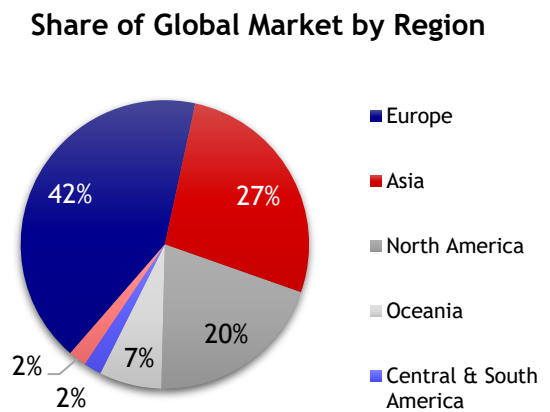
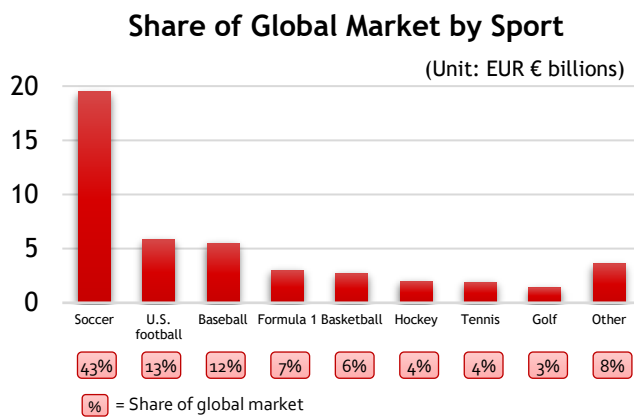
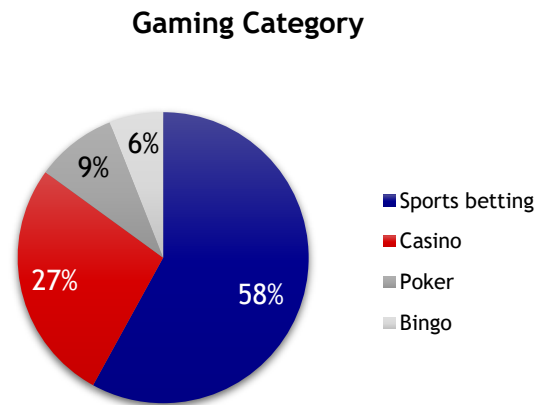
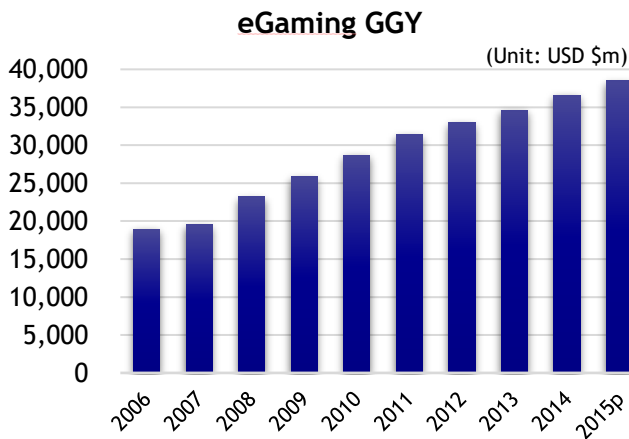
2. Market Analysis

2.1. Sports i-Gaming Market

In sports i-gaming, players bet on a team or player before a match begins, based on previously calculated odds. Players win or lose their bets according to the outcome of the game.

Overview

Gross Gaming Yield (GGY: Total Wagers minus Payout) was \$38.5 billion in 2015. This figure is expected to have grown to \$50Bn in 2017. (CAGR of 9% between 2006 and 2015.)



(Source: KPMG Summit 2016 and A.T. Kearney Report)

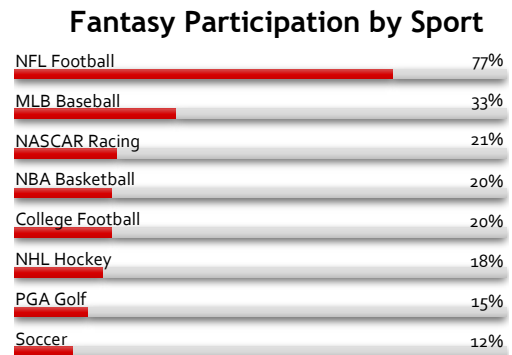
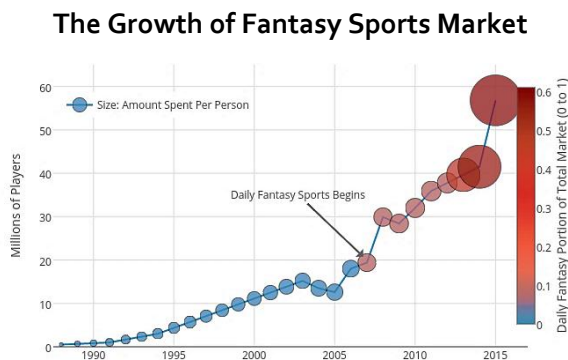
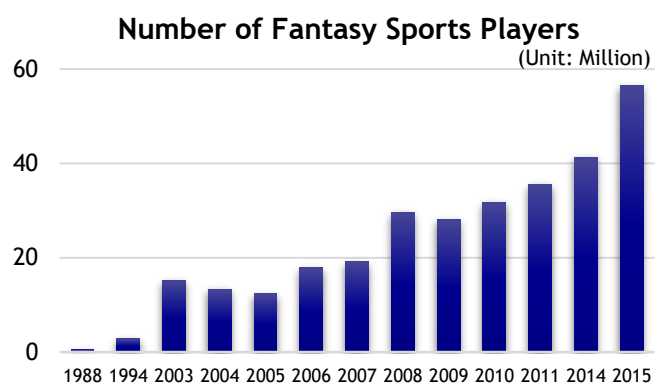
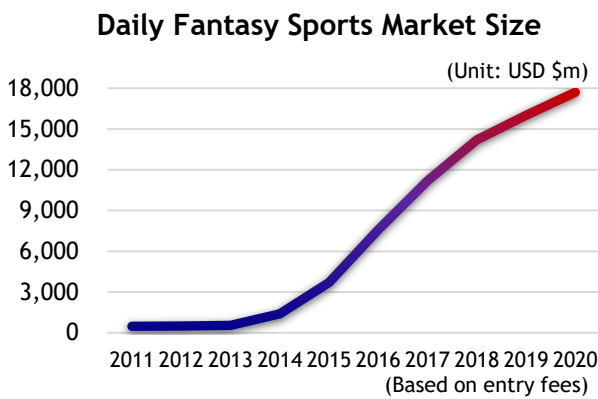
- Europe dominates this market, followed by Asia and North America
- The biggest sport is football (soccer), followed by American football, baseball, and basketball
- Sports betting revenue is double that of casinos and constitutes 60% of market share
- Mobile sports betting is expected to hit \$45 billion in 2017. Mobile i-gaming on smartphones is growing rapidly and expected to make up 44% of market share in 2018
- As of 2016, an adult in EU spends on average €17 on sports i-gaming (mobile survey only)
- The market is evolving from basic outcome prediction to in-play events prediction

2.2. Fantasy Sports Market

Fantasy sports is a type of sports strategy game to rank participants according to their own imaginary roster of real players in a professional sport under a given salary cap before the season or match begins. Afterwards, the performance data of each player in actual games will be converted into points to compare with other participants' in the same league.

Overview

The total fantasy sports market, both seasonal and daily, combines to \$26 billion. Its 65 million players spend an average of nine hours per week playing it. Growth in fantasy sports was sluggish for many years up until the introduction of Daily Fantasy Sports (DFS) in 2007, which condenses season-long fantasy leagues into a single day. Since then, the market has been growing very rapidly.



(Source: Fantasy Sports Trade Association, Eiler's Research and Newzoo)

- Seasonal Fantasy Sports
 - Market developed around North America with 58 million users as of 2015
 - 17% of US adult population are fantasy sports players
 - CAGR 18.7% between 1998 and 2014
 - Paid user ratio of 70% (Social casino 46%, Casual mobile games 2~5%, RPG mobile games 3~8%)
- Daily Fantasy Sports (DFS)

- A fledgling market with over 50% annual growth rate; expected market size of \$17.7 billion by 2020
- 4.5 million users as of 2015 - about 8% of total fantasy sports market
- Much more room and potential for growth within fantasy sports industry
- Huge increase in spending in fantasy sports after the introduction of DFS

Fantasy Sports Players' spending (over 12-month period)			
(unit: \$M)	2016	2015	2012
DFS	318	257	5
Seasonal	184	162	60
Materials	54	46	15

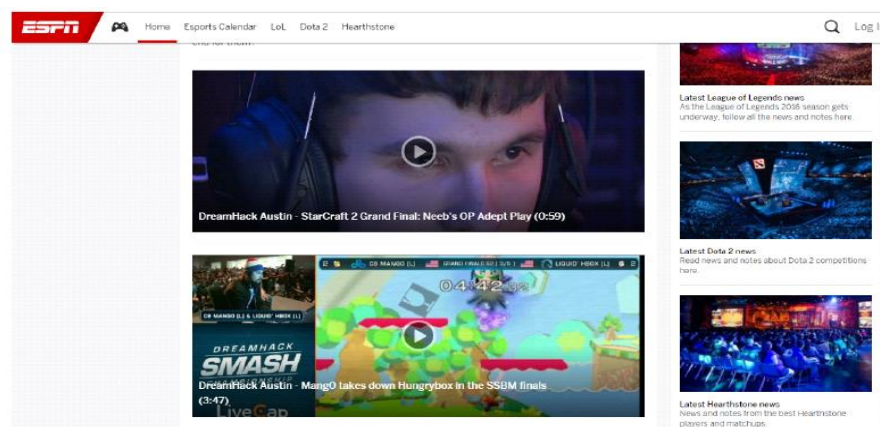
- Instant rewards and second screen experience are the catalysts of DFS's rapid growth.
- Purse sizes are ever increasing, contributing to higher retention rate and new players entering the market.
 - 44 US states run DFS and define it as a skill game, not gambling. (Strategic game with real monetary reward)
 - US-based companies like FanDuel and DraftKings have aggressively marketed their offering, further increasing the public's awareness of DFS (the two companies constitute 95% of DFS market) (Source: Forbes)
 - Main sources of revenue are entry fee and advertisements
 - 4 million combined active users between two companies as of 2015, followed by Yahoo's 100k users

2.3. Esports Market

Esports is a relatively new market, where gamers or teams compete in live-streamed web or mobile game tournaments. Esports have evolved from playable content into broadcasted media content, which gave birth to spectator games, specifically in the form of esports fantasy and esports book.

Overview

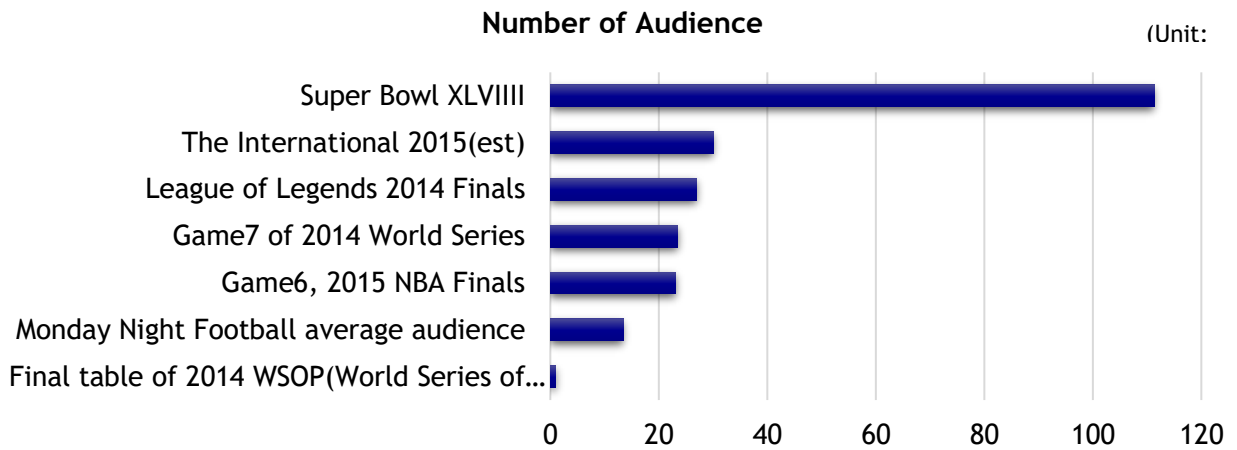
- Globally the esports market is worth \$463 million, annually, as of 2016, up 42.6% from the year before.
- Major scale esports began with StarCraft competitions and broadcasts. Team-based strategy games such as League of Legends and Dota 2 have dramatically broadened the fanbase.



(▲ A dedicated esports page on ESPN)

- The esports ecosystem is comprised of game publishers, teams (players), and media platforms, among others.
- Game publishers and dedicated esports streaming companies like Twitch (acquired by Amazon for \$970 million in 2014) make up the base of this ecosystem. Publishers provide the games, while streamers act as media platforms. Big name sports media outlets like ESPN are jumping on the esports broadcasting bandwagon as well.
- Annual esports prizes have exceeded \$61 million, and the amount is ever increasing year by year thanks to big sponsors like Nvidia and Intel.

2016 Top Esports Prizes and Number of Professional Gamers				
Rank	Game	Publisher	# of pro gamers	Prizes
1	DOTA 2	Valve	1,440	\$56M
2	League of Legends	Riot Games	3,821	\$27M
3	StarCraft2	Blizzard	1,458	\$18M
4	CounterStrike	Valve	2,567	\$11M



- Esports audience count has grown to match traditional sports viewership
 - Twitch has surpassed major sports channels like Fox Sports in viewership
 - League of Legend attracted 36 million viewers in 2015, eclipsing the MLB World Series and NBA Finals match (20 million viewers)
- Esports based i-gaming (esports book)
 - According to experts, microtransaction betting services acted as the catalyst for the explosive growth in esports
 - According to a game industry report published by the Korea Creative Content Agency, the esports book market will be \$1.8 billion in 2020, a tenfold growth from 2015

Key Numbers

\$5.5 Billion

Our base case estimate for the total value of money / items wagered around major esports titles in 2016

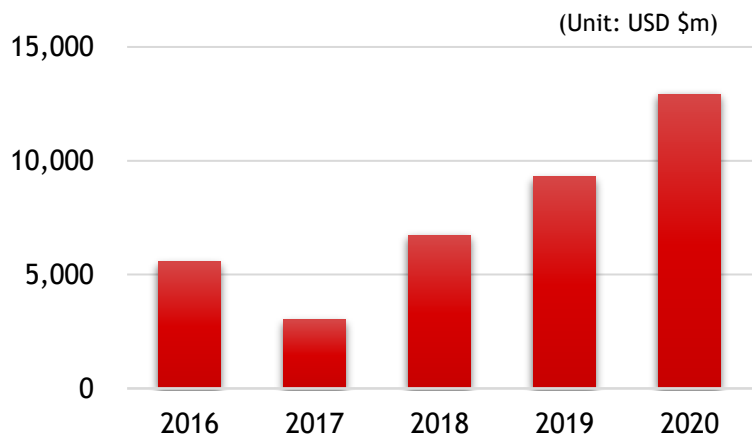
\$12.9 Billion

Our base case projection for the total value of money / items wagered around major esports titles by 2020

\$6.5 Million

Our base case projection for the number of unique customers placing esports wagers by 2020

Total Esports Gambling Handle Estimation



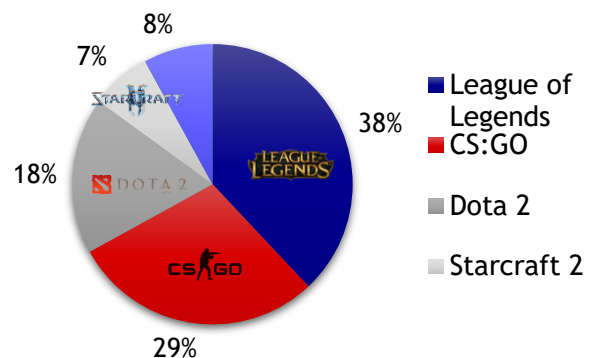
esports Cash Gambling Market Size



Sportsbooks that offer esports include



Esportsbook Betting Volume by Game



(Source: Narus Advisors / Eilers & Krejcik Gaming)

- Fantasy esports
 - Participants in fantasy esports act as virtual managers for competitive gaming teams. They create and organize virtual teams of players to compete with other managers. Platforms aggregate the data on individual players after the game and reflect them in fantasy points for participants' own teams.
 - North American contenders include PC-based Vulcun, mobile-based AlphaDraft and Sports Plus. AlphaDraft was acquired by Fanduel, and Vulcun received funding in early 2015, but never took off.

2.4. Market Problem Analysis

Sports i-Gaming

- For the last 50 years, i-gaming has been an iterative, excitement-free wager on specific outcomes at the end of a match. (win/draw/loss or over/under)
- The market is big, but the average player's age has been rising. With new entrants being minimal, it has caused the number of members to be static.
- Younger audiences, such as millennials, are much more used to instant interaction via the internet and mobile apps, resulting in lack of interest in slow and boring i-gaming.
- Millennials are more attracted by the fun of participating in a sports event than the monetary reward.
- The fact that major casinos are running social casino sites (online casinos where players can play alongside or against friends on social media) and that the sports betting industry is taking up esports betting reinforces the aforementioned points.

Fantasy Sports

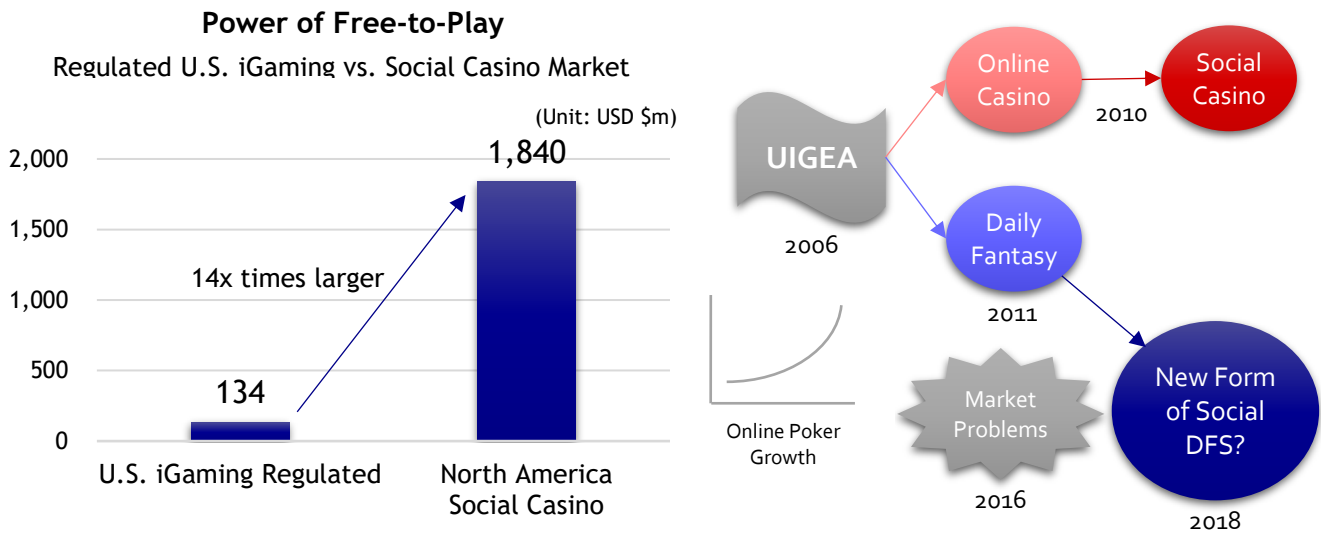
- Fantasy Sports had seen its inception and growth in North America but did not gain much traction in Europe or Asia.
- It requires a lot of time and effort to be able to find the most cost-effective players to include in a roster within the salary cap.
- Game-changing moments during the actual games are not reflected in real time, severely limiting relatability.
- There is a very skewed reward system where 92% of total prizes are won by only 1.5% of players, and most others lose their money.
- The need for constant monitoring, analyzing and drafting makes it inapplicable to sports played by individuals or esports.

Esports, Esports Fantasy, and Esports Book

- Limited applicability; The revenue model of existing esports businesses is limited to only using sponsored ads in game streams.
- Gaming has already become a form of media content, so there is a need for new and more interactive play that is more fun and rewarding.
- The absence of standardized esports leagues and teams makes it difficult to analyze data and make a strategic choice in creating a virtual team; in fact, there is no firm that has succeeded in this area.
- Existing sports i-gaming companies have adopted esports betting in order to capture millennials, but the gameplay is still simple: predicting the outcome of the game.
- Today's esports fantasy games that do not reflect the real-time events (e.g. Kill, Deaths, and Assists) are not exciting enough to appeal millennials.

2.5. Why They Are Changing Now

Just as social casinos have taken a strong foothold in the casino industry, sports i-gaming and fantasy sports are undergoing earthshaking changes brought on by explosive growth of esports.



(Source: NJ DJE, NV Control Board, DE Lottery, Company Reports, Eilers Research, LLC.)

- Traditional on-land casinos that are stuck in static growth have introduced social casinos as a way to attract millennials. Social casinos now threaten to overthrow traditional casinos, even attracting gaming companies to the industry.
- The sports industry is going through similar changes, and esports are causing these changes to accelerate.
- As a result, sports i-gaming and fantasy sports companies must start providing more interactive user interfaces and game logics to give players the fun and exciting experience that they seek, instead of focusing on the reward itself.

3. Innovations of RankingBall

3.1. What is RankingBall?

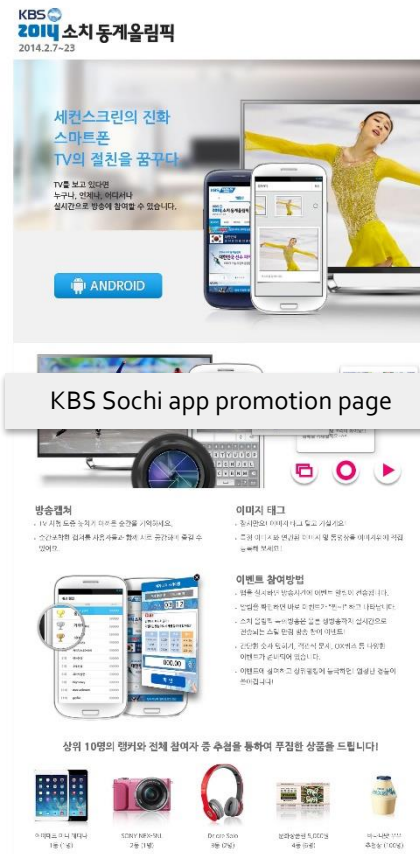
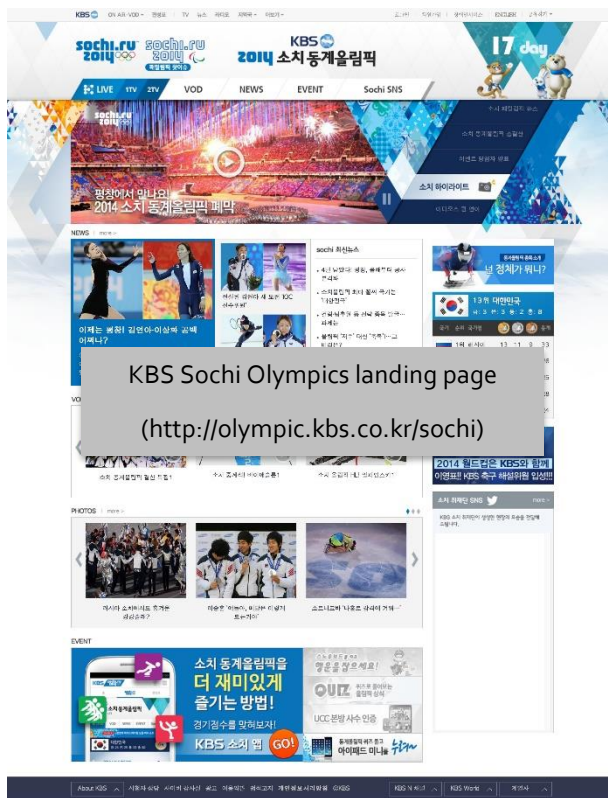
RankingBall is a play-by-play strategy prediction game. We spent the last four years analyzing the pros and cons of fantasy sports, sports i-gaming and esports platforms in North America and Europe. We took the data and worked to incorporate all the pros into one innovative gaming platform. RankingBall quantifies the numerous real-time events that happen in a game and reflects them in a scoring system. In addition, its interface is modeled after bingo, one of the most popular games around the world, reducing the learning curve for players to near zero.

3.2. Market Solution and Leading Features

- With RankingBall, players can easily connect their play-by-play predictions to live events on TV, streamed online or mobile, or in a stadium.
- We are ready to disrupt the sports/esports gaming market by targeting millennials and focusing on their wants: real-time interaction, more exciting, and strategic game UI & logic, optimized scoring & reward system, and dynamic data visualization.
- RankingBall is optimized to make the gameplay fun in and of itself, rather than focusing solely on monetary rewards.
- We're the first platform of our time to make real-time interaction possible by integrating live data. To do this we had to optimize each data source, the game logic, our scoring system and the broadcast delay for each sport and broadcaster. Existing sports i-gaming and fantasy sports have so far failed to do this.
- The world's first esports real-time data feed makes spectator gaming (second screen) possible. This adds a new layer of fun to streaming.
- Our new and innovative reward system and spectator games are built on a cryptocurrency economy.
- Blockchain technology makes RankingBall's decentralized player matchmaking and rewards system possible. These are integrated into smart contracts, allowing RankingBall to expand into P2P skill matching games and create a new ecosystem for esports media, game developers, and ad sponsors.

3.3. Track Record

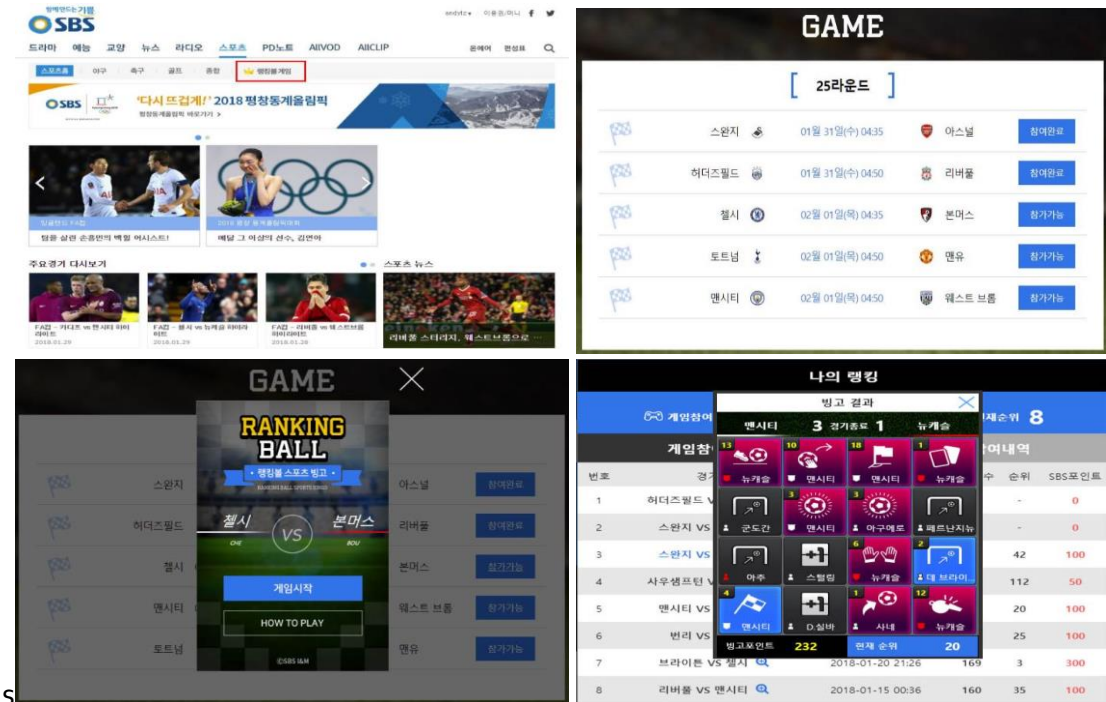
- RankingBall was originally developed as an interactive sports platform that brings together sports betting, live streaming, the fan community, and marketing channels in partnership with sports media.
- It was intended as a second screen prediction game where players could watch live events on mobile phones and participate in a real time betting for big events such as the Olympic Games, World Cup Football, etc.
- RankingBall generated revenue by turning regular viewers into gamers and helping sports media gain wider viewership.
- We applied the same business model to seasonal sports like baseball, football(soccer), and basketball, making RankingBall an independent platform in effect.



(▲ 2014 Sochi Winter Olympics Service with KBS)



(▲ 2014~16 KBO Baseball Service Screenshot with KBSN)



(▲ 2017~18 EPL Soccer Service Screenshot with SBS)

3.4. Product Overview

- RankingBall quantifies in-game events in real time by their statistical occurrence and significance that will be reflected in our unique scoring system.
- Players can easily navigate the game using a familiar bingo card interface.
- RankingBall is applicable to nearly all forms of sports/esports and players/teams.
- We've finished beta tests with traditional sports (baseball, soccer, basketball, American football, golf) and esports (LOL, PUBG, CS:GO).

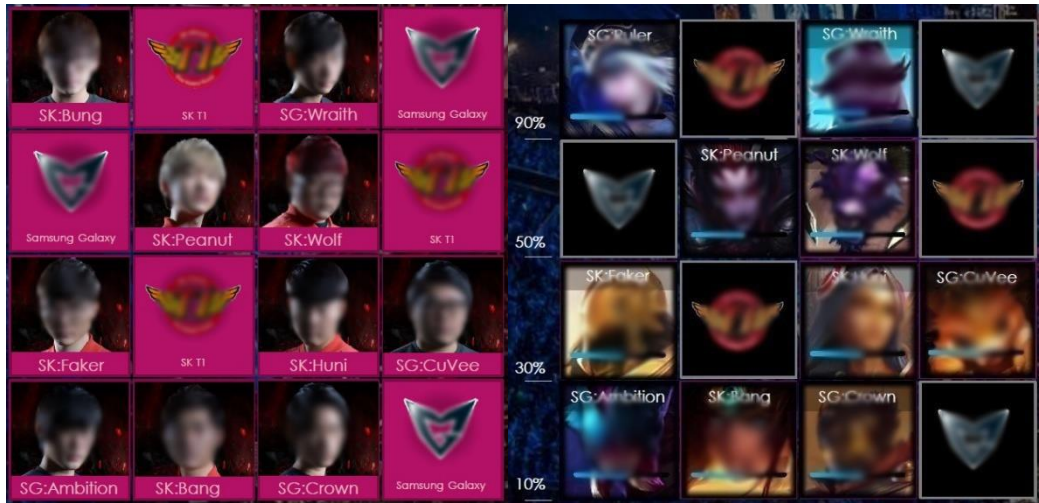
Sports Bingo Game



(▲ 2017 MLB Baseball and EPL Soccer Service Screenshot)

- How to Play
 - Select the match you are going to watch. Then create/join in a contest.
 - Pay the entry fee. Fill in the 4x4 bingo card with player, performance, team and team events.
 - When the prediction is true, the corresponding tile gets dubbed in real time, Play-By-Play, allowing you to track your progress against other contestants.
 - At the end of the event, each contestant's rank is calculated based on the scores earned from the dubbed tiles and bingo scores (row, column, diagonals).
 - Rewards are paid out in virtual money (RBS), cryptocurrency (RBG), or cash based on the contest type.
- There are four contest types: ① Tournament (ranked), ② Head to Head (1 on 1), ③ Top 50 (top 50% win), ④ Top 30 (top 30% win)
- Above the bingo card is a simulation widget that shows the game data and stats in real-time.
- The RankingBall contest ends at the same time as the live event, and a final rank is provided according to players' scores.

esports Bingo Game

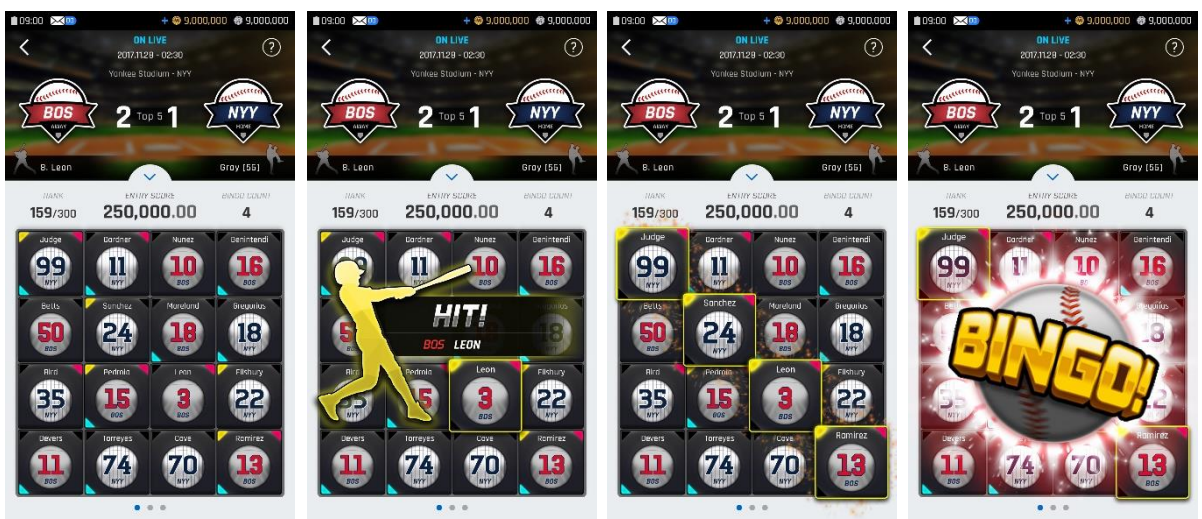


(▲ LoL Beta Service Screenshot)

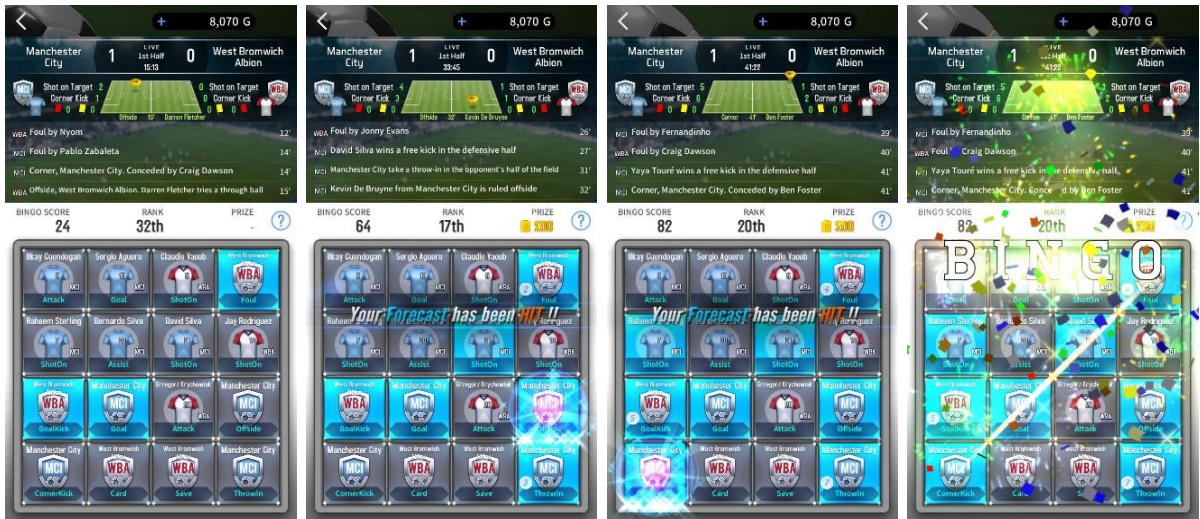
- For esports, the gameplay is the same as the sports bingo, but reflects the unique rules and format of esports.
- Esports matches revolve around repetitive events like Kills, Deaths and Assists, whereas traditional sports have a wider variety of events, which each happen less frequently.
- As a result, repetitive events are assigned to a single tile. When they happen successively, a point multiplier is triggered.

Product Screenshot (Official Version)

- Sports: Baseball and Football (Soccer)

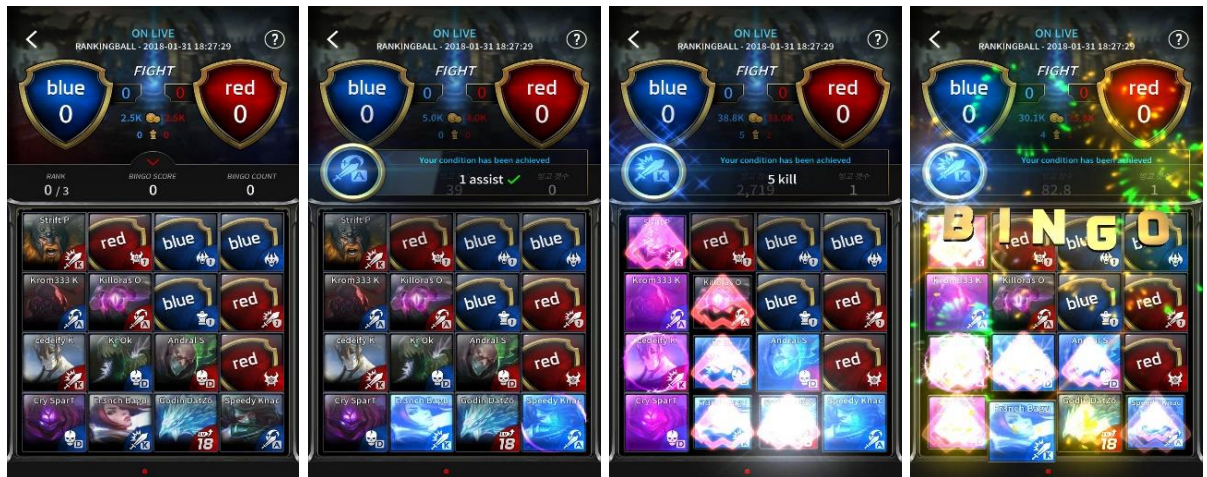


(▲ 2018 MLB Baseball Service Screenshot)

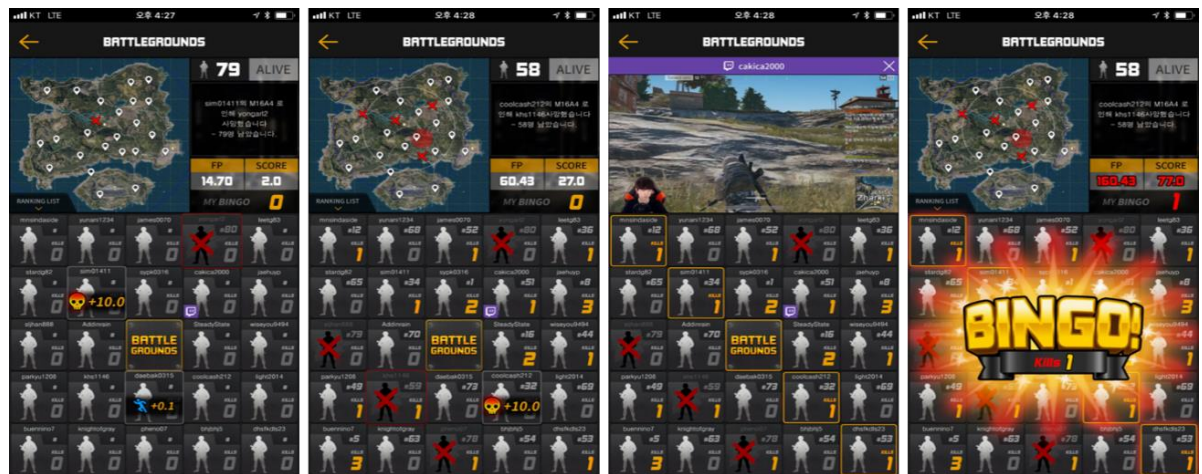


(▲ 2017-18 EPL Soccer Service Screenshot)

■ Esports: League of Legends and PUBG



(▲ 2018 LoL Service Screenshot)



(▲ 2018 PUBG Service Screenshot)

3.5. Competitive Advantages

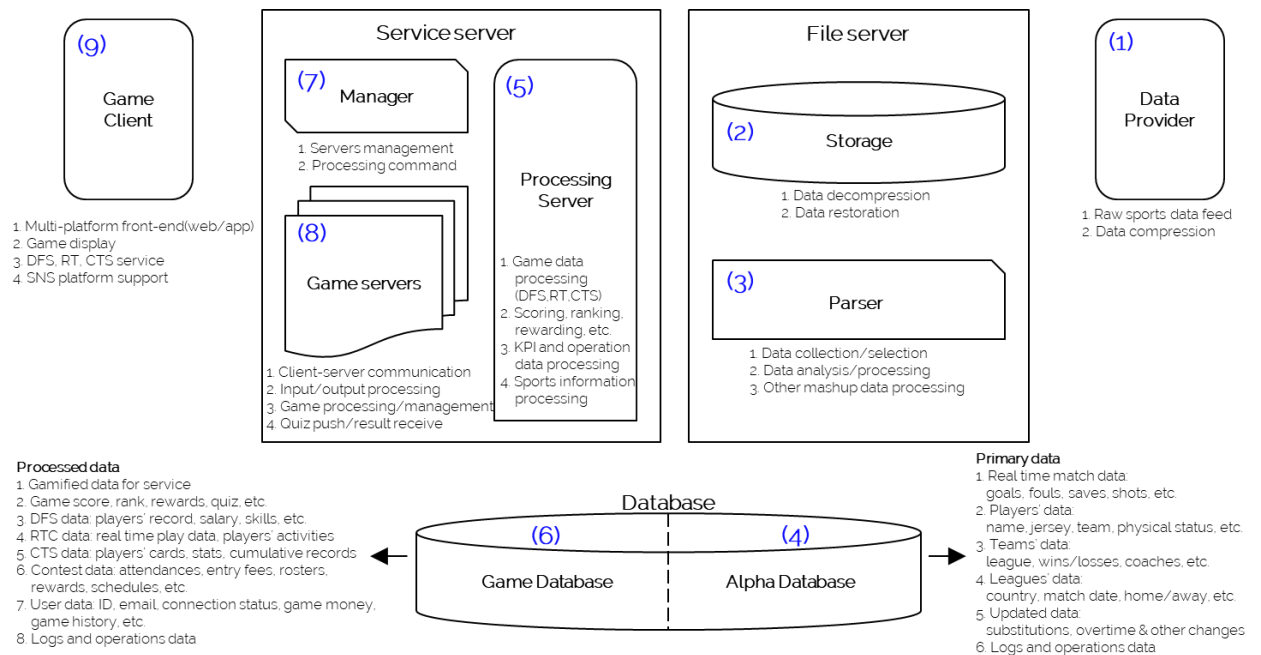
Technical Advantages

We believe that RankingBall is at least two years ahead of our competition, based on the last four years of development, beta testing and current market dynamics.

- Real-time data
 - Real-time sports data feeds have only been around for a very short time. Real-time data feeds for esports don't exist yet.
 - Traditional fantasy sports and sports i-gaming depend on post-game data i.e. wins, draws, losses; they fail to reflect live in-game data.
 - Real-time data feeds require immense data analysis, cleaning and classification, as live data often includes errors and changes. Simulation data cannot capture these exceptions.
- Real-time Bingo Game Logic
 - No other fantasy sports, daily fantasy sports, or esports games provide our unique bingo interface.
 - In order to reflect a live game in a bingo format, participants must be able to strategically synergize the right players for the right times. We spent years of trial and error creating a scoring system that takes into account the statistical occurrence and significance of in-game events.
 - Additional R&D went into weaving in different aspects of different sports and events.
- Data Classification
 - Different data providers have different data formats, and each data set has different depth, price and speed. We had to develop a thorough screening and testing process to weed out providers with invalid or unusable data.
 - Finding the right data provider for each sport requires one to two seasons of observation and testing. An additional season is spent on developing and optimizing the platform for each valid data set.

- Latency for each media
 - Each medium has a different latency or delay for live broadcasts, even for the same event.
 - Typically, it takes 10 to 15 seconds from on-site recording to reach your TV screen, and another 20 to 25 seconds for the data to be encoded and streamed online or on mobile apps.
 - RankingBall has made multiple tests to synchronize the data for our players. We spent the last two years going to live sports events to test and develop a solution for the latency challenge.
 - In conclusion, the technology that goes into the RankingBall platform requires years of data analysis, field tests, and iterations to optimize it for each sport. This makes for a high barrier of entry for any potential competitors.

▪ RankingBall Function & Data Flow



(Source: RankingBall IP – Function/Data Processing Flow)

Business Advantages

- Upper hand on the competition
 - Most sports i-gaming and fantasy sports companies operate with very similar models (e.g. game logic, reward structure and marketing strategy).
 - The static market combined with established models make it hard for them to adjust and adopt new systems, such as game interface, logic, rewards, media relation, etc. The same is true for adopting new technologies like blockchain and real-time data handling.
 - They lack basic understanding of and experience with social games (free to play) and what drives people to play them (fun over reward). They also lack expertise in live streaming and the use of a

second screen.

- Real-time betting platforms only work when every independent variable works together perfectly. These variables include the interface, game logic, scoring and reward system, and media partnerships.
 - RankingBall has successfully solved the aforementioned problems after years of trial and error, and we are already preparing our services for real-time interactive games, social games, esports and decentralized matching games with blockchain technology.
- Win-win relationships with major global partners
 - We've already secured partnerships with major sports media in Korea (KBS, KBSN, SBS) to run beta tests for baseball and soccer. More sports including golf, basketball, and volleyball are in progress.
 - PlayerUnknown's Battle Grounds (PUBG), one of the hottest online games in the world right now, has agreed to provide our services beginning in May 2018. This is a welcome addition to other major titles we have to offer, including LOL, DOTA2, and CS:GO.
 - Synergy with local broadcasters and sports media ensures stable partnerships and efficient marketing. Broadcasters benefit from more ad revenue driven by higher viewership and greater traffic.
 - Our services meet the needs for more interactive and engaging broadcasts for major outlets like ESPN, CBS, NBC, and FOX. (70% of premium members for these sport channels sign up to get an upper hand in fantasy sports)
 - RankingBall encourages live viewership, leading to efficient mass marketing
 - We can provide a white label product and share profits in partnership with major sports betting companies like Bet365, Betfair, Bewin, Fanduel, and Draftkings.
 - Targeted marketing for sports betting enthusiasts
 - Easy access and potential partnerships with established sports communities and fan pages.
 - Targeted marketing for sports fans
 - Marketing partnership with Social Casinos (e.g. Double U Games, Huuuge Games) that share similar user base and marketing channels
 - Cross-Promotion
 - Organic social engagement on social media from users sharing friend invites, ranks, results
 - CPI, CPA, DA

4. Token Model

4.1. Token Issuance Objectives

RankingBall has developed an innovative gaming platform which will disrupt the traditional sports and esports gaming industries. This comes at an ideal time, coinciding with the emergence of blockchain technology and the crypto economy, which are acting as disruptors across a wide swath of industries.

Until now, gaming companies have spent enormous time and money to comply with local rules, regulations and licensing requirements related to gaming, payments, KYC and AML before they can launch their businesses.

By issuing our Ethereum-based RankingBall Gold (RBG) token, and linking our Ranking Ball Silver (RBS) virtual money to fiat currency, we solve many of the issues related regulations across multiple regions. This allows us to create a new player contest system with an entry fee and reward structure.

In addition to the in-platform token economy, RankingBall offers a loyalty program in partnership with external platforms with token economy. We believe this will allow RankingBall to not only lead the sports/esports gaming frontier, but also create a whole new ecosystem that connects gamers, sports/esports media, and game developer/publisher.

4.2. Types of Contests

Three types of contests exist on the RankingBall platform:

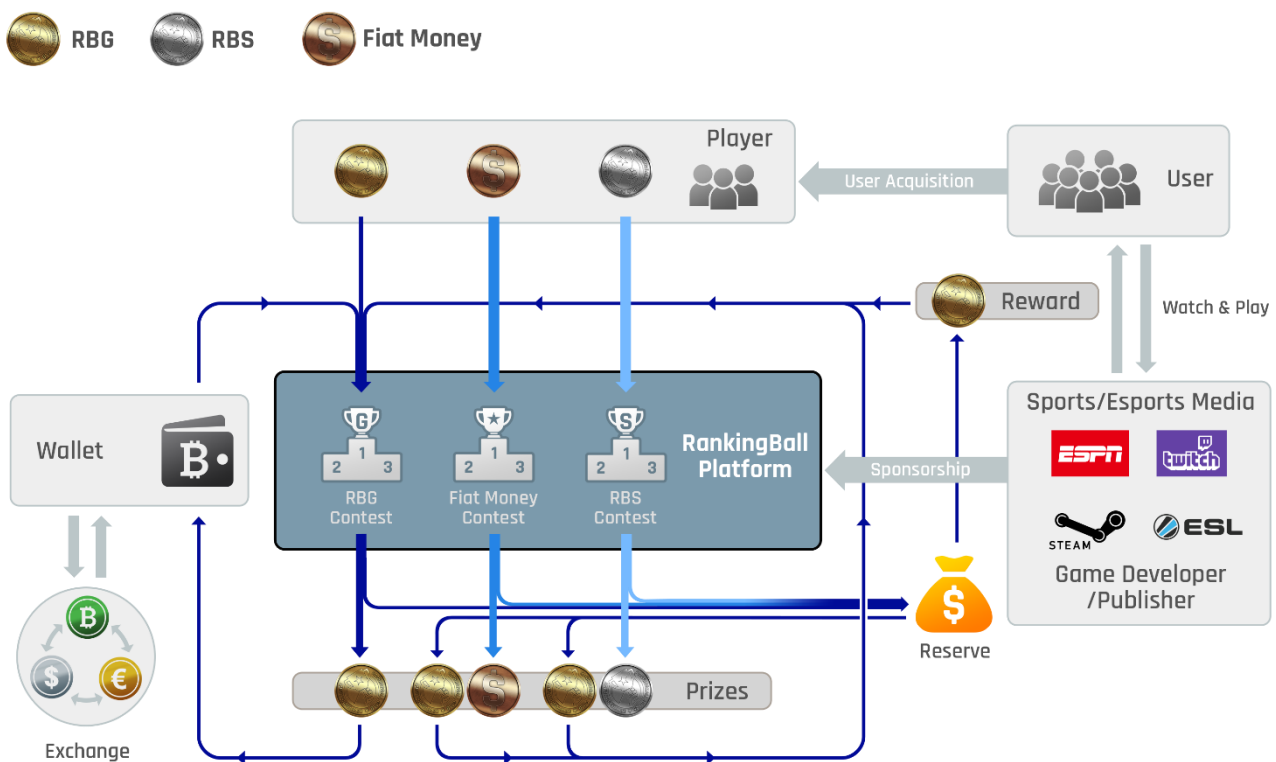
- RBS Contest: RankingBall Silver is a Universal Game Money within RankingBall, and a small amount is given to all players upon signing up and daily attendance check. RBS is used to join contests and is given out as rewards after the contest. Top ranked players are awarded bonus RBG.
- RBG Contest: RankingBall Gold is a Universal Game Money that can be purchased as ETH or other coin (TBD) on exchanges linked to the players' electronic wallet and API. Players can join in contests and earn rewards in RBG. You also have the opportunity to earn RBG by using RBS..
- Fiat Money Contest: Where allowed, contestants can use regulated fiat currency to join contests and also earn rewards in fiat currency. 20 states in the US have allowed real money games for skill games. Europe allows license-based games by default, and Asian countries differ case-by-case.) Fiat money contests can be integrated with RBG contests in the future.

4.3. Loyalty Program

Two loyalty programs exist within the RankingBall service. RBG earned through loyalty programs can only be used within RankingBall (as entry fees for RBG contests) and cannot be exchanged on external exchanges to fiat money.

- Internal Loyalty Program
 - Players can participate in RBS contests to earn RBS and RBG as bonuses. RBG token holders can participate in special sports/esports events (World Cup, Olympics, final matches, etc.) or Special Promotion GPP (Guaranteed Pool Prize) Contests to earn additional RBG on top of basic rewards.
- External Loyalty Program
 - RBG is awarded to users who meet certain criteria on external platforms (e.g. viewers on Steam, Twitch, and Sports Media who play/watch for certain number of hours) in partnership with game publishers and sports media. This in turn attracts those viewers to RankingBall Platform to join contests.

4.4. Tokenized Economy Diagram of RankingBall



5. Token Sale

5.1. ICO Parameters

- **Token Name and Symbol:** RankingBall Gold, **RBG**
- **Token Contract Address:** will be announced 48 hours prior to the Crowdsale
- **ICO Start Date:** June 11, 2018 (UTC 00:00)
- **ICO End Date:** July 1, 2018 (UTC 23:59)
- **Token Exchange rate:** 50,000 RBG = 1 ETH
- **Maximum Sale Goal:** 30,000 ETH
- **Minimum Sale Goal:** 3,000 ETH
- **Minimum transaction amount:** 0.1 ETH(5,000 RBG)
- **Maximum transaction amount:** 1,000 ETH(50,000,000 RBG)
- **Bonuses**

2018.06.11(UTC 00:00) ~ 2018.06.11(UTC 23:59) the participants will get a 20% tokens bonus

2018.06.12(UTC 00:00) ~ 2018.06.13(UTC 23:59) the participants will get a 15% tokens bonus

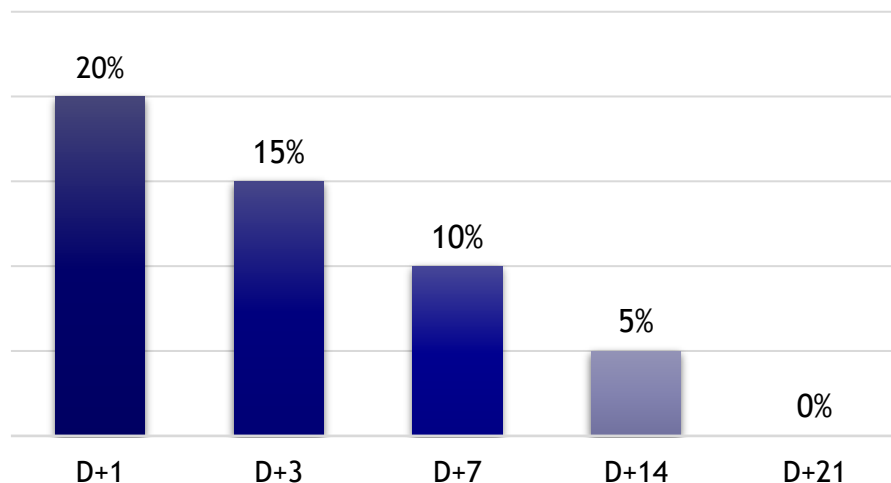
2018.06.14(UTC 00:00) ~ 2018.06.17(UTC 23:59) the participants will get a 10% tokens bonus

2018.06.18(UTC 00:00) ~ 2018.06.24(UTC 23:59) the participants will get a 5% tokens bonus

After 2018.06.25(UTC 00:00) the participants will get a 0% tokens bonus

(Sale goal will be fixed in ETH using the exchange rate of June 8 (UTC 00:00))

Crowd Sale Bonus Schedule



- The cap for the token sale will be dependent on the going price of ETH. If a minimum sale target is not reached, all ETH will be refunded to those who participated in the token sale.
- Minimum Buying Interval: 5 blocks
- Each user account is limited to 1,000 ETH during the token sale. If one account participates in the token sale more than once, there must be at least five blocks between purchases, which is regulated

with Ethereum Block Timing.

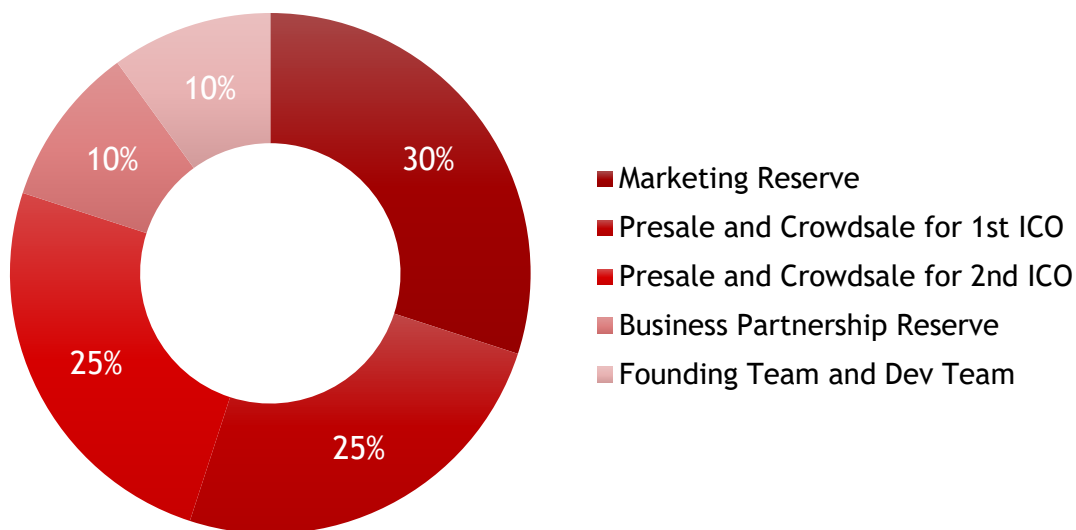
5.2. Token Allocation and Distribution Rules:

- 25% will be available to participants (Presale or Crowdsale) for the first token sale
- 25% will remain in the reserve for the second token sale, planned for Q4 in 2018
- 30% will remain in the marketing reserve for user growth, internal and external loyalty programs, bounty, etc.

(The portion of user loyalty program can be used within only RankingBall platform)

- 10% will be distributed among business partners
- 10% will be distributed among founding team and dev team members (2-year vesting)
- All collected funds shall be received and stored on multi-signature wallets

Token Allocation and Distribution Rules



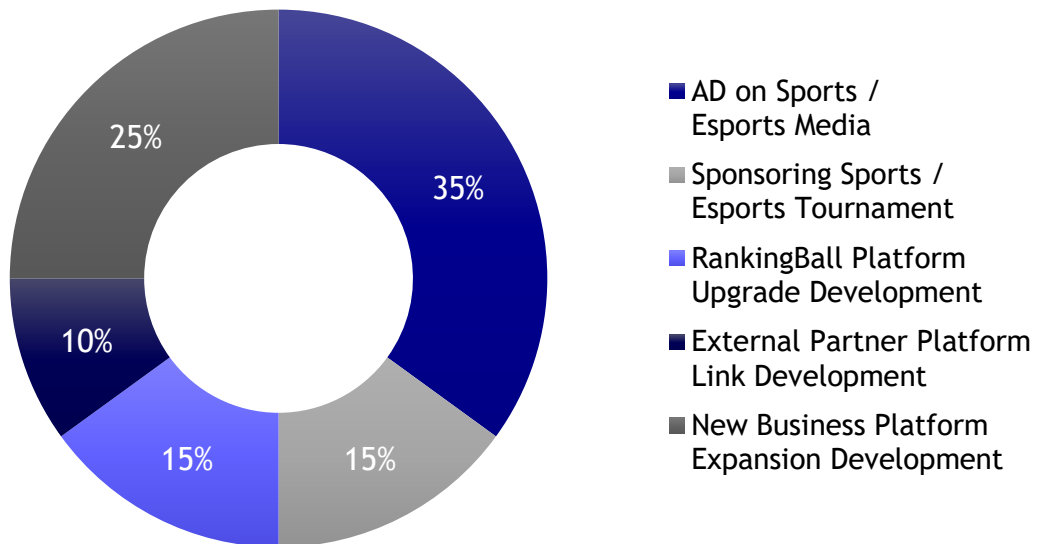
5.3. Token Holder Benefits

- To maximize the profits for our token holders, we will hold two separate token sales. the second sale will be based on the market feedback on the first sale
- Airdrop: Incentive from marketing reserve of external business partners (game developer & publisher, eSports media, and eSports platform) in their token sales which are scheduled to be 2nd half of 2018
- Exclusive contests: Special contests only for token holders during major events (World Cup, Olympics and Invitationals) where they can win bonuses

5.4. Use of ETH Proceeds

- 35% will be spent on marketing such as media ads on sports/esports Media
- 15% will be spent on sponsoring sports/esports tournament
- 15% will be spent on development of RankingBall platform upgrade
- 10% will be spent on development of with external partner platforms such as sports/esports media and game developers/publishers
- 25% will be spent on new business expansion such as data provider and esports media

Use of ETH Proceeds

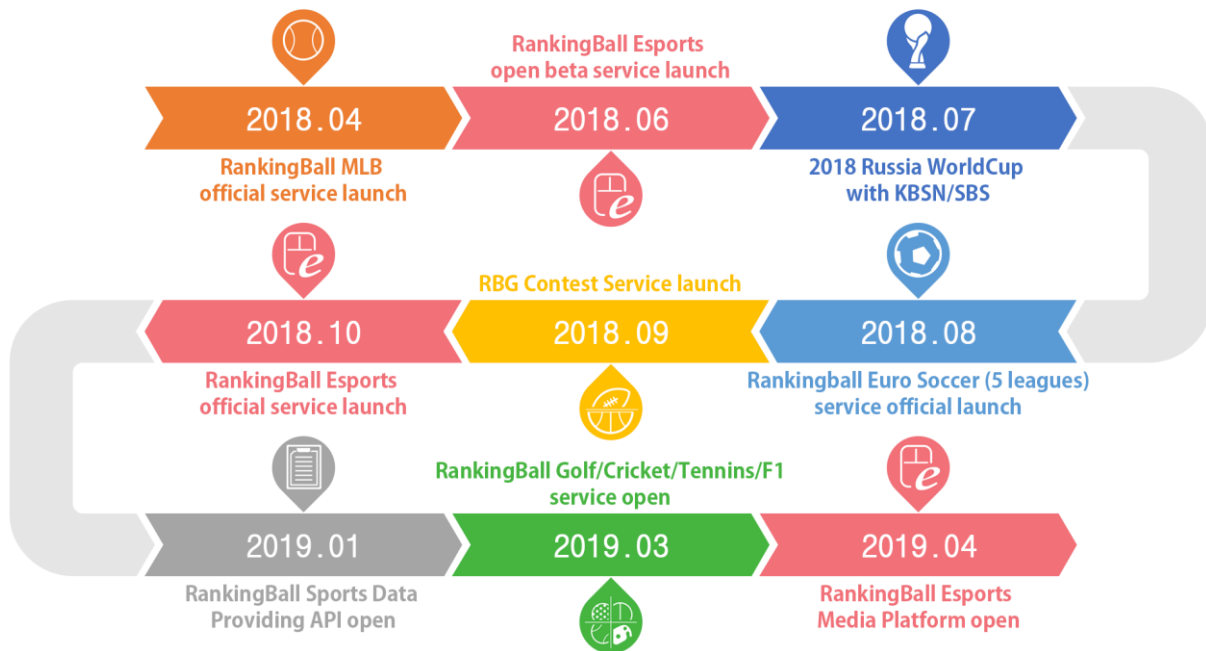


6. Roadmap

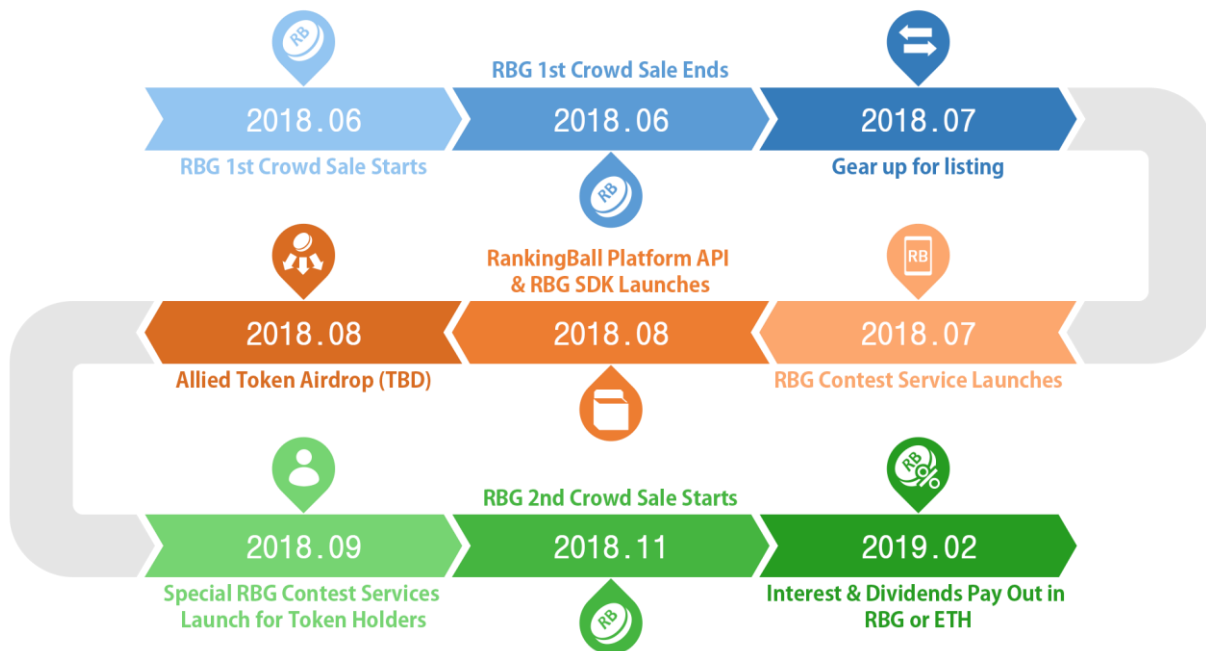
6.1. Milestones History

- 2014.01** Partnership with KBS to provide interactive services for Sochi Winter Olympics
- 2014.03** Partnership with KBSN to launch world's first real-time prediction game for KBO
- 2014.05** Partnership with MBC Sports+ for interactive sportscasting format
- 2014.06** Real-time prediction game for Brazil World Cup soccer beta launch
- 2014.11** First place in Columbus Global Camp by Ministry of Science, ICT and Future Planning
- 2015.04** Partnership with KBSN to broadcast world's first interactive baseball games
- 2015.07** Paid beta test launched for real-time prediction game for baseball
Monthly sales over \$90K from TV commercials and services
- 2015.09** #1 sports app on for two consecutive months on Android
- 2015.10** Integrated existing real-time prediction game into RankingBall platform
- 2015.11** Tested data feed validity for RankingBall European Soccer 5 League
- 2016.04** RankingBall's first open beta test for MLB
- 2016.09** Built RankingBall and tested data validity for NFL and NBA
- 2016.10** Built RankingBall and tested data validity for esports
- 2017.04** RankingBall's second open beta test for KBO and MLB
- 2017.09** Partnership with SBS for sports interactive business
- 2017.11** RankingBall EPL beta service launch with SBS
- 2018.01** Partnership with PUBG for esports live data and media
- 2018.02** Open beta test for European Soccer 5 League

6.2. Business Related Timeline



6.3. Token Related Timeline



7. Leadership

7.1. Core Team



Darren Kim ([Linkedin](#))

- Co-Founder and CEO of RankingBall, Inc.
- M.S. in Management from Stanford University's Graduate School of Business
- M.S. in Electronics from Yonsei University, Seoul
- Blockchain and AI Evangelist, Crypto Economy Expert

Darren, a serial entrepreneur and an blockchain evangelist, is an insightful first mover with strong determination and intuition proven from the outstanding accomplishments and robust execution which he has shown engaging in IT and mobile service industry for the last 20 years. In 2002, he founded Key2Net Solution Inc., a mobile payment (FinTech) company in South Korea, which created global first mobile gift certificate and went on to generate over \$200 million in annual revenue before its sale in 2008 and IPO in 2009. Prior to Key2Net, Darren worked as a system s/w engineer at LG Electronics in Seoul, South Korea. After graduating from business school in 2010, he founded Friize Networks Inc. in Silicon Valley, a company specialized in developing an AR-based social game like "Pokemon Go", years before the megahit game hit the market. Now, with RankingBall, Darren is working to disrupt sports/esports gaming industry through blockchain technology.



Charles Chang ([Linkedin](#))

- Co-Founder and CTO of RankingBall, Inc
- M.S. in Electronics from Yonsei University, Seoul.
- Blockchain Evangelist and Crypto Economy Expert

Charles is a visionary and a strategist in gaming and blockchains. He brings vast field of knowledge and experience to spearhead the product design of RankingBall. He was a founding member of Key2Net Solution Inc., which had a successful exit in 2008. He brings 20+ years of experience in gaming and IT industry, by being a round table member at Sony's gaming division, a researcher at Korea Telecom, and a regional representative of Executive Voice. He has shaped different businesses soar to success with his specialty in game architecture, product design, and game publishing. Born in Japan and was educated globally, he now navigates through the multiregional challenges.



Wibe Wagmans ([Linkedin](#))

- CMO and A member of the board of director of RankingBall Inc.
- MSc. the Netherlands and participate in MBA programs at universities in Stockholm & Tokyo
- Pioneer in Mobile; Blockchain and AI Evangelist

Wibe has a long experience in product and marketing in the mobile and gaming industries, and has been responsible for two dozen no. 1 ranked games on iTunes. He was the Chairman of the Board of Directors of Huuuge Games, one of the most promising social casino game companies, until he founded an AI startup in stealth where he's currently the CEO. Previously, he was the president and CEO at IndoorAtlas Inc., SVP at Rovio, and Regional Board member at Nokia. He built brands like Angry Birds, Bing, Nokia, and Gillette and drove revenues of \$1 billion.



Min Lee

Blockchain Technology Expert
Leader of Dev Team



Bryan Kim

Blockchain Technology Expert
Leader of Backend Dev



James Cho

Leader of Art Design



Kurt Jeon

Blockchain Technology Expert
Leader of Frontend Dev



Oscar Hong

Blockchain Technology Expert



Kei Choi

Leader of Game Design



Vincent Ahn



Moon Kim



Camden Bernhardt

Backend Developer

Mobile Developer

Leader of Digital Marketing

7.2. Board & Advisory Members



Ken Hershman ([Linkedin](#))

Advisory for Sports/Esports Gaming

- Chief Executive Officer at WESA Agency
- Fordham University School of Law, J.D Law
- George Washington University, BS, Political Science

Widely known in the television sports world for his 27+ year career helping build and innovate sports television programming for both HBO and Showtime, Ken has most recently been appointed Executive Chairman & Commissioner of the World Esports Association (WESA). Prior to that, Ken successfully entered the entrepreneurial world through the launch of Crossing Way Advisors, a multi-faceted advisory company geared towards helping early and mid-stage companies achieve success. As President, HBO Sports, for HBO, Ken was responsible for the strategic direction and overseeing of the HBO Sports division. This included the renowned boxing franchises World Championship Boxing®, Boxing After Dark® and HBO-Pay-Per-View®, as well as compelling programs like the Emmy®-winning journalism series Real Sports with Bryant Gumbel. He was named to this position in January 2012. Regarded in the sports television community as a proven innovator, Ken came to HBO from Showtime, where he was executive vice president & general manager, Sports & Event Programming, since October 2003.

Seokgu Yun ([Linkedin](#))



Advisory for Blockchain Technology and Crypto Economy

- CEO of NOD Bizware Co., Ltd
- University of Southern California M.S., Computer Science
- KAIST(Korea Advanced Institute of Science and Technology) B.S., Electrical and Electronics Engineering
- Stanford University Graduate School of Business Executive Program

Founder and CEO of NOD Bizware Co., Ltd., Seokgu is an entrepreneur, futurist and computer scientist. He specializes in development for cryptography, cryptocurrency, consensus protocols, distributed OS, decentralized applications, machine learning, predictive analytics, and functional reactive programming. NOD Bizware is a technology company specializing in development of secure application. The company holds core patents for self-protecting applications and combines security and artificial intelligence technologies.



Christian Ferri ([Linkedin](#))

Advisory for Blockchain Technology and ICO

- President of Blockstar and executive director of Blockchain Compliance Alliance
- Cornell Johnson Graduate School of Management
- Join BBA, Università degli Studi di Udine

Christian is a believer in the power of decentralization, and the remarkable impact it can have on our lives. Dubbed by Forbes as "Blockchain Humanitarian" and "Blockchain Expert", Christian is a writer, public speaker, investor, advisor and connector in the space. Fortunate enough to have lived the transition, he brings two decades of traditional business experience coupled with the new decentralized frontier. He advises on Blockchain tech (Dapp, tokenomics, architecture, etc.), Initial Coin Offerings (i.e. ICO), from start to finish, ICO regulation and compliance, Cryptocurrency investments, Start-up strategy/operations/go-to-market.



John Mackewich ([Linkedin](#))

Advisory for Legal and Compliance

- Corporate and Employment Lawyer at Dinsmore & Shohl LL
- University of Toledo, JD
- Wayne State University, Finance

John is a lawyer representing startup and emerging companies. He specializes in mergers and acquisitions, corporate reorganizations, joint ventures, franchising and drafting commercial agreements for clients in the United States and internationally. He has worked extensively on public company securities compliance and is also overseeing compliance for RankingBall.



Folkert Graafsma ([Linkedin](#))

Advisory for Legal and Compliance

- Partner International Trade at VVGB
- Stanford University Graduate School of Business
- Stanford University Law School

Folkert is a senior legal professional with management skills and extensive experience. He specializes International Law, EC Law, Trade Law (e.g. Anti-Dumping), Customs Law, WTO Law, Corporate Governance & Fraud, Capital Markets, White Collar Crime, Evidence. Accounting-, audit-, management-, computer- and language-skills. As a Partner at VVGB, he is working in multiple countries directing on-site investigations, audits, due diligence, and compliance proceedings.



Sean Ryu ([Linkedin](#))

Advisory for Blockchain Technology and Crypto Economy

- Managing Director at Willow Venture Partners
- Venture Partner at Nautilus Venture Partners
- Yonsei University

Sean is a venture investment expert with hands on experience in high growth mobile, Internet and media industry. He is the Managing Director at Willow Venture Partners, a Silicon Valley based micro fund investing in high growth technology sectors in APAC. He’s acting as a catalyst to facilitate international entrepreneurs create value and capital formation. He served as Vice President of SKTelecom Americas, building technology and business partnership with start-ups, major carriers, college labs and research centers in the US, to develop collaborative business opportunities in Korean market. With more than 15 years of experience, he specializes in venture investment, technology partnership, and market strategy/market entry.



Kris (Gyeongjin) Ghil ([Linkedin](#))

Advisory for ICO and Crypto Economy

- MD at Pi Capital International LLC.
- Committee member of KOSPI Market committee
- Co-Chairman at IIPCC Korea
- SEIT Program, Stanford University

Kris has been working for an American investment advisory company as a country manager for several years. Prior to the investment advisor, he was a representative fund manager of Sovik Global Contents fund and CEO of Chorokbaem Media which produced mega-hit soap operas such as Jumong, Iljimae, Chuno and High-kick. He worked for a global business management consulting firm as a senior consultant and Korean government such as Ministry of Economy & Finance and National Tax Administration as a deputy director.



Michael Cho ([LinkedIn](#))

Advisory for Finance and Crypto Economy

- Partner at Samjong KPMG Financial Advisory Services
- SEIT Program, Stanford University
- M.A. in Seoul National University

Michael is currently heading the strategic marketing initiative for all of the Samjong KPMG Financial Advisory Services, with over 15 years of experience in M&A engagements. He served as the Head of the Corporate Finance division of Samjong KPMG FAS Inc. from 2001-2005 and headed a wide range of engagements such as M&A advisory, financing, valuation, deal structuring, etc. During his leadership, the division was ranked the no. 1 M&A house in terms of number of deals in 2004, during which time 9 high profile deals were closed by his team.