

Monster BYTE



Contents

Introduction	03
Our History	04
Problem Overview	05-06
Product Overview	07-12
Existing Clients	13
Revenues	14
IEO Overview	15-16
Roadmap	17
Marketing Plan	18
Competitive Analysis	19
Leadership Team	20
Conclusion	21
Legal Disclaimer	22

Introduction

Sports betting and online gambling is one of the best use cases for cryptocurrencies. Currently, online gambling as a whole is a \$46 billion market yearly. Depending on estimates, it is expected to be approximately \$53 billion yearly by 2020. At the same time, due to the benefits for both players and operators, cryptocurrency gambling is gradually taking a larger share of this market.

Monster Byte is a licensed B2B blockchain iGaming operator which provides Provably Fair Casino Games, a risk-free Sportsbook, and cryptocurrency "bankroll as a service" and wallet solutions.

We serve new and existing clients, both large and small. Our mission has been to leverage the powerful nature of cryptocurrencies as the perfect medium for a fast, safe, and fun gaming chip. Cryptocurrencies are rapidly gaining mainstream acceptance, especially within the online gambling community, and we aim for complete customer satisfaction by offering a fair, safe, and superior customer experience.

We have a distinct advantage over our competitors in that we cater to both the sports betting and casino gaming demographics. In addition, our company has been well-established in the Bitcoin gaming community for several years, and has an extremely solid and well-received reputation. After completing a strategic acquisition in 2018, and most recently signing on a number of new clients, we are now primed for rapid growth and acceleration.

Monster Byte is introducing a new utility token (MBT) on the EOSIO network which can be leveraged in a new fully-licensed direct to consumer Provably Fair Casino and Sportsbook, **MonsterGames.io**, we are building with our own gaming software. In addition to the gaming utility, our new EOS token (MBT) will have other incentives built in with our operational profitability.

Existing Waves-based Monster Byte token holders will be given an opportunity to convert to the new EOS token.

Our History

In the summer of 2017, Monster Byte conducted a modest ICO in which it successfully sold its entire offering for just over \$1mm. Since then, Monster Byte has accomplished several important milestones, including the following:

- Built a suite of Provably Fair B2B Casino and Sportsbook offerings that our clients can access either via restful APIs or from our white-label solutions.
- Fine-tuned our Sportsbook offering, improving our ability to assess player skill and intelligently hedge risk using proprietary artificial intelligence and machine learning solutions.
- Acquired and enhanced MoneyPot's intellectual property, including its wallet, user, and universal bankroll solutions in January of 2018.
- Garnered several new white-label & API clients which utilize our products.
- Paid out over \$75,000 in dividends.
- Bought back over 1,400,000 tokens on the open market.

In the history of gaming ICOs, none have delivered as much as Monster Byte when factoring in how modest the original raise was (\$1mm).



ICO Date	July 2017	June 2017	July 2017	October 2017
Capital Raised	\$1,100,000	\$26,000,000	\$10,000,000	\$15,765,000
Direct to Consumer	✓	✓	✓	✗
Business to Business	✓	●	✗	✗
Casino Games (Live and in Production)	<ul style="list-style-type: none"> • Blackjack • Roulette • Dice • Hi-Lo • Baccarat • Video Poker • 3-Card Poker 	<ul style="list-style-type: none"> • Slots • Roulette • Blackjack • Hi-Lo • Baccarat • Let-it-Ride • Caribbean Stud • 3-Card Poker • Video Poker 	✗	✗
Sportsbook (Live and in Production)	✓	✗	✓	✗

Problem Overview

Various problems affect traditional online gaming sites, affecting both operators and players. Monster Byte is well positioned to address these needs in the market.

Issues effecting Operators:



- **Fraud:** The principal issue online gaming operators face is fraud. Whether it is a credit card scammer attempting to play with others' money, or a player attempting a chargeback after losing their deposit, traditional fiat gaming sites leave room for fraudulent activity by users. Additionally, most banks and internet financial institutions are wary of supporting gaming websites. Even when a gaming website is able to access traditional financial institutions, it comes with enormous transactional costs.

Our Solution: Through the use of cryptocurrencies, the risk of chargebacks is completely eliminated. Cryptocurrencies also eliminate the need to use third party financial partners to handle transfers, which removes a significant transactional cost, as well as miscellaneous third party risk (i.e. payment processor shuts down or its servers are down).



- **Saturation of the same games:** In addition to difficulties moving funds, from an operational perspective most of our competitors are hindered and restricted in their capabilities due to a reliance on non-proprietary software. Whether this comes in the form of games, payment processors, game licenses, or a combination of the all three, the majority of operators in the gaming space are restrained in the services and types of promotions they are able to offer customers.

Our Solution: Since Monster Byte's products are all built in-house, including payment processing capabilities, Monster Byte is not subject to the third-party risks that online casinos traditionally face. This also allows Monster Byte limitless flexibility in the services it is able to provide. If a client asks to create a new idea for a card game, or have casino built as a DApp on its blockchain, Monster Byte is able to deliver where few other providers can.



- **Cost:** There are many costs associated with starting a new iGaming business for any new operator or entrepreneur. Beyond the cost to simply gain access to casino and sportsbook software, there are additional costs with licensing, marketing, and of course the need for a bankroll.

Our Solution: We not only offer affordable turnkey solutions (API and White-label access) to our Casino and Sportsbook software, but we also provide access to gaming licenses, marketing support, and a first-of-its-kind universal bankroll solution, which will surely encourage innovation for entrepreneurs on a limited budget

Problem Overview

Issues affecting players: The issues affecting players are more diverse than those affecting the operator. They include the following:



- **Speed of deposits and withdrawals:** Players at traditional fiat gaming websites need to wait for their bank wire (if they are not using a credit card) to get to the site's in-game wallet before being able to play. Regardless of their deposit method, the player must wait several days to receive their withdrawal if they decide to stop playing and cash-out.

Our Solution: Most cryptocurrency deposits are nearly instant, and withdrawals can be handled immediately. Deposits and withdrawals can be sent at any time of day, every day of the year. Players no longer have to wait to start playing, or to cash out.



- **High House Edge and "Stacked Decks":** While online casinos have much lower house edges relative to that of physical casinos (which can run as high as 25% on slots), the return to the player is still low considering online establishments have much lower overhead than physical casinos. Most online games have a house edge of around ~5%. On top of that, it is nearly impossible for players to tell if they were cheated or simply had terrible luck after an unlikely loss. Over the past couple years there have been cases of casinos, previously of good reputation, that either rigged jackpots or even refused to pay them out.

Our Solution: Monster Byte offers games with as low as a 0% house edge, as well as a dice game with a flat 1% house edge. Players get more bang for buck. Further, all games built by Monster Byte are built using the Provably Fair paradigm which allows the user to independently cut the deck before the game begins, and independently verify the results after the game is finished.



- **Lack of privacy:** There are players for whom gaming is a private, personal matter. Nonetheless, with traditional gaming sites transactions in and out of bank accounts are exposed to financial institutions and anyone who has access to those records.

Our Solution: Our users (in most jurisdictions) enjoy non-invasive online freedom of movement and engagement. Additionally Monster Byte players' financial transaction records are not subject to un-private, institutional data harvesting. On-boarding and Cash-outs are completely private.

Product Overview

Monster Byte began in 2013 as a hobby to explore bitcoin technology and online gaming software. The first products built were both a Sportsbook and Casino launched as a B2C site, **BitcoinRush.io**, in 2014. In 2017, seeing a large gap in the B2B iGaming sector, Monster Byte began to refactor all its software to be resold in both direct API access, as well as white label solutions.

Our main products are our casino and sportsbook software; however, we have recently added new optional solutions and features to supplement our base products including player management, CRM, various support for many different cryptocurrencies, and access to our universal bankroll for clients leveraging our products.



**Provably Fair
Casino**



**Risk-Free
Sportsbook**



**User Management
& CRM**



**Crypto Wallet
Solutions**



**Universal
Bankroll**

How does Monster Byte earn Revenue?

- **On-boarding Fee** - For a small one-time fee, clients obtain direct Application Programming Interface (API) access to Monster Byte's Provably Fair gaming software and sportsbook. This means that clients pay to be able to communicate with, and use our technology for their needs. The Monster Byte sportsbook API supports both pre-game and live in-game wagering, including additional solutions for built-in risk-management where qualified operators can run a risk-free sportsbook. The casino API supports six different Provably Fair games (blackjack, roulette, video poker, baccarat, dice, and hi-lo), with more games in the pipeline.
- **Royalties / Revenue Share** - Monster Byte sells custom white label solutions for our casino and sportsbook. Clients can utilize our robust technology and games under their own branding, and even custom visualization. In return, Monster Byte receives a monthly royalty based on the volume and house edge of the wagers placed on the white label sites.

Product Overview: Casino

The first component of our B2B solutions are our Casino games. All of Monster Byte's games are Provably Fair: ensuring players and operators peace of mind.

Developers have access to restful APIs so they can build their own rich UI without worrying about the complexities of the game logic; and our white-label offerings are built with a mobile first design - everything we do has a responsive design for tablet, phone and desktop use.

Monster Byte currently offers Black Jack, Roulette, Video Poker, Dice, Baccarat, and Hi / Lo, with plans to add more games, including slots in the future.



Blackjack



Roulette



Video Poker



Dice



Hi-Lo



BACCARAT

Baccarat

Revenue Opportunity - For our casino games, we hold anywhere from a 1-7% edge based on the game being played.

Product Overview: Sportsbook

To complement our casino products, we also offer a sportsbook solution with over 18 different sports for both pre-game and live in-game wagering.

Monster Byte now has a machine learning model which allows our clients to earn anywhere from 2-4% on all bets placed through the sportsbook, regardless of whether individual players win or lose. This has allowed us to operate at industry-best margins with overrounds of just under 2.5%!

Below are just some of the more popular sports we offer through our sportsbook offering.



US Football



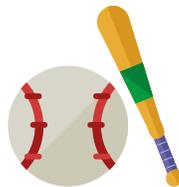
Basketball



Tennis



Soccer



Baseball



E-Sports



Cricket



Rugby



Boxing

Revenue Opportunity - For our sportsbook, we earn anywhere from 2%- 4% of each wager placed, irrespective of whether the outcome of the event.

Product Overview: User CRM

For all clients leveraging our API or White-label solutions, Monster Byte provides a complete User Management system as an optional complementary component to our Casino and Sportsbook.

This allows operators to get up and running quickly, without having to worry about the technical complexities around securely storing user credentials, user balances, play history, and more.

Through this system, operators are able to easily oversee their userbase, including viewing user balances, lock/disable the ability to play for individual players, and setting up marketing and email campaigns.



**Safe &
Secure**



**Fast and
Easy Setup**



**Email & Promotional
Marketing**

Revenue Opportunity - Clients who wish to utilize our user management software simply need to pay a one-time fee to on-board. *(Note: User Management software is only available to clients utilizing one or more of our gaming products)*

Product Overview: Bankroll

For operators who either do not have the resources to provide a sufficient bankroll for the limits they wish to offer their players, or who would prefer to avoid exposure to variance of any kind, Monster Byte's Universal Bankroll is the perfect product.

This product, only available for licensed Monster Byte games, allows operators to utilize our bankroll, in exchange for a flat percentage of the house edge



**Safe and
Secure**



**High
Limits**

Revenue Opportunity - Monster Byte earns a share (*starting at 50%*) of the house-edge for every wager placed against the universal bankroll.

Product Overview: MonsterGames



MonsterGames.io will be a new direct to consumer gaming portal featuring all of Monster Byte's Casino, Sportsbook, and User & Wallet Management solutions. It will be owned and operated by Monster Byte exclusively.

This new site will not just be an excellent showcase of all our different products, but users in supported jurisdictions will be able to play with 8 different cryptocurrencies, centered around our new EOS Monster Byte token (MBT) once it launches.

We will have various incentive programs to entice users to play with MBT on MonsterGames.io, below are three examples we will have ready upon launch.

- **VIP Promotions:** On a regular basis, special wagering competitions for MBT players will be conducted on MonsterGames.io. Prizes will range from cash, high-end merchandise, to even special 1-1 poker coaching from 2006 WSOP Main Event Winner - and Monster Byte Board Member - Jamie Gold.
- **Deposit Bonuses:** Users depositing in MBT will receive an automatic 10% bonus on top of their deposit with industry-best play through requirements.
- **Higher Loss-Back:** Players who deposit, play, and lose with MBT will receive a higher Loss-Back percentage than the other cryptocurrencies supported on MonsterGames.io.

Revenue Opportunity - Solely owned & operated by Monster Byte, we will earn 100% of the revenue from this site.

Existing Clients

Below are select clients which leverage in the Monster Byte products; some of which are launching in the near-future. Further negotiations are on-going to on-board additional clients into our platform.



BitcoinRush.io

Casino & Sportsbook Provider



AlteCarlo

AlteCarlo.com

Casino Provider



Dice.One

Sportsbook Provider



Block & Chain Studios

Casino Provider

ThunderSports



ThunderSports.io

Sportsbook Provider



MonsterGames.io

Casino & Sportsbook

Revenues

Bootstrapped with our own funds, and a US \$1MM round of funding in 2017, Monster Byte has seen steady growth year over year and is currently profitable.

Existing Revenues	2017	2018
License Fees	\$0	\$36,000
B2B Revenue Share	\$135,570	\$273,208
Universal Bankroll	\$0	\$0
Top-Line Revenue	\$135,570	\$309,208
Expenditures	\$95,787	\$217,276
Net Profit	\$39,783	\$91,932

We anticipate exponential growth powered by a large scale sales & marketing push made possible by the fund raise as well as newly executed strategic partnerships.

Projected Revenues	1 Year Post Raise	2 Years Post Raise	3 Years Post Raise
License Fees	\$161,500	\$395,000	\$592,500
B2B Revenue Share	\$1,305,125	\$5,035,000	\$9,063,000
Universal Bankroll	\$400,450	\$919,350	\$1,516,927
Top-Line Revenue	\$1,867,075	\$6,349,350	\$11,172,427
Expenditures	\$1,390,000	\$3,492,500	\$6,098,000
Net Profit	\$477,075	\$2,856,850	\$5,074,427

Disclaimers:

2017, and 2018 are actuals and independently audited.

Post raise projections are based on successfully executing our capital raise via IEO.

Market conditions and the regulatory environment outside our control have a direct impact (negative or positive) to our projections.

IEO

Monster Byte is creating 105,000,000 tokens, of which 60,000,000 are to be sold during our IEO on various exchanges** in order to fund the next stage of Monster Byte's development. In addition, we are converting all our existing non-team owned Waves-based tokens into our new EOS token (MBT) after the IEO has finished.



- Token Sale: 60mm (58% of supply)
- Converted Tokens: ~33.65mm (~32% of supply)
- Pre-sale, Marketing & Bonuses: ~11.35mm (~10% of supply)

● Token Sale ● Converted Token Holders
● Pre-Sale, Marketing & Bonuses

Utility and Use Cases

- Structured token buy-backs on various exchanges** from our incentive fund.
- Preferred gaming token on MonsterGames.io, providing players with preferential VIP promotions, and increased Loss-Back percentages.
- B2B Clients Paying License Fees (*one-time or monthly*) in MBT will receive 10% discounts, **for life**.



Fundraising Cap

\$4,500,000

Hard Cap

IEO Parameters

\$0.075

Token Price

60,000,000

Total IEO Issue

*Existing Waves-based tokens will be released to current token holders, at a 2:1 ratio following our IEO on the MonsterByte.io portal.

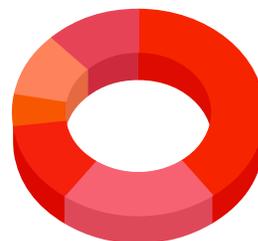
** IEO to occur on Shortex, Liquid, and a 3rd exchange TBD

IEO Tokenomics

Use of Capital

The new round of funding will enable Monster Byte to:

- Greatly increase play-limits in the Universal Bankroll so that we can welcome high-roller action. Higher bets will equate to higher long-term profitability.
- Build, and Launch MonsterGames.io
- Fully execute our marketing plan.
- Continue to create New and Innovative Provably Fair Games.
- Fill various positions, enabling us to scale and convert key personnel to full-time.



- Universal Bankroll
- Marketing / Sales
- Operations / Salaries
- Reserves
- Administrative / Legal
- Research & Development



On a monthly basis, Monster Byte will devote 50 percent of its operational profits into an **Incentive Fund**.

The **Incentive Fund** is strategically leveraged in two different ways to ensure MBT is strategically taken out of circulation, having a deflationary effect on the total MBT supply over time.

Strategy 1 - Exchange Purchases

On a monthly basis, Monster Byte will leverage 70% of the **Incentive Fund** to purchase MBT on the open market. All MBT purchased in this manner will be taken out of circulation, and publicly burned.

Strategy 2 - Loyalty Pool

30% of the incentive fund goes towards the Loyalty Pool. Funds sent to the Loyalty Pool will be held via cold-storage, with a publicly viewable address so that token holders can see how much has accumulated at any time. Once more than 50% of the token supply has been burnt, Monster Byte reserves the right to buy-back all of the remaining tokens at a 10% premium to the 30-day trading average at any time (at a minimum of \$0.075 per token). At this time, the funds accrued in the Loyalty Pool will be split amongst all of the remaining token holders, providing a large reward for long-term token holders.

Roadmap



Marketing Plan

Direct to Consumer



The gaming and cryptocurrency trading industries are fiercely competitive when it comes to competing for market share. In addition to traditional tactics, such as paid advertisements and player incentives, Monster Byte needs to deploy a strong marketing campaign. This will require a solid, on-going presence in social media, getting more news coverage and a greater presence on more casino review sites (*which are typically "pay to play"*), and various physical merchandise (i.e. t-shirts).

By virtue of already being established and reputable for years, we will focus a fair amount of our attention on acquiring new customers via giveaways and play-based promotions for MonsterGames.io. This effort will include hiring freelance staff who will serve as 'community managers' helping promote our various brands in social media and forums.

Historically, when it comes to marketing, our biggest ROI has always been realized via our SEO rankings. We will outsource our organic and paid search efforts to a professional firm that has proven experience in the online gaming marketplace.

Business to Business

Monster Byte will market its B2B gaming solutions by registering with directory/review sites such as iGaming Business, as well as creating and maintaining a high profile in the global iGaming industry conferences which occur throughout the year.

We also anticipate spending on various paid media and marketing campaigns. In addition, our logo and a link to our sales website are on the footer of all our clients sites, sending us quality organic referrals interested in our various offerings.



Competitive Analysis

Cryptocurrency gaming has a rather complex barrier of entry due to the highly technical nature of handling cryptocurrencies securely, as well as catering to the needs of cryptocurrency players (*most notably, Provably Fair gaming*); however, online gaming as a whole is an extremely competitive marketplace. In order to continue to be successful, we need to be able to differentiate ourselves from the competition by offering more gaming options, a rich and interactive experience, all while providing the best rewards to keep players coming back.

Most of our licensed competitors are leveraging the same 'off-the-shelf' solutions and thereby run into consistent challenges being able to differentiate themselves. It is important to note that the game catalogues these B2B providers offer are also **not** Provably Fair.

Main Competitors:



SoftSwiss - Their software is largely not proprietary, licensing games from providers such as BetSoft, in addition to having a few in-house games. Minimal customization available to clients due to lack of ownership regarding majority of products.



SoftGamings - Their software is largely not proprietary, licensing games from providers such as BetSoft and NetEnt. SoftGamings does not have any games that are completely proprietary. Minimal customization available to clients due to reliance on 3rd party game providers.

Leadership Team

Monster Byte consists of a dozen employees, spread across North America, UK, and India. Disciplines range from engineering, business development, marketing and leadership verticals. Our team collectively has over 70 years experience in the internet technology & gaming sector.



Tim Walters
Founder

Founder of Monster Byte. Tim has been pivotal to the development of all of Monster Byte's intellectual property since inception, as well as through its various acquisitions. In addition, he has vast experience running large and complex software architecture solutions as a Director of Architecture for large 50 companies in North America



Jamie Gold
Advisor & Brand Advisor

Jamie is a world-renowned champion recognized by over 200 million players and gaming enthusiasts worldwide as the winner of the largest event in poker history. An advisor, marketing, and PR specialist for tech companies he has been instrumental in the launch, expansion, marketing, and financing of several companies in the gaming sector.



Keith Erickson
Business Operations

Keith has over 17 years of experience in management consulting, process analysis, strategic planning, project management, business development and executive coaching. He recently joined the Monster Byte leadership team in 2019 and is responsible for Business Operations.



Theo Goodman
Community and Marketing Lead

Sports Betting expert and Bitcoin fanatic, Theo is the owner of degenbet.com and the largest sports betting community on Telegram messenger. He is also a long-time contributor to World Crypto Network and writes for bitsonline.com.



Matthew Neumeier
Business Development

After entering the cryptocurrency space in 2012, Matthew worked on a decentralized P2P insurance start-up built over the Ripple protocol before venturing into the cryptocurrency gaming industry in late 2015 via MoneyPot.



Ray Hughes
Lead Engineer

Ray has been essential to the design and development of various Monster Byte backend components. He has an expert level focus on transactional and wallet services and is the architect of the Universal Wallet Product. Working as a senior level engineer for nearly a decade, Ray's experience encompasses various aspects of the development cycle.

Conclusion

Monster Byte has been a respected provider of cryptocurrency gaming solutions for nearly 5 years. In that time, we have acquired and built a great deal of software, products, and services, not to mention a sizable customer base of players and clients. No other company in the cryptocurrency gaming space owns a range of products as wide or diverse. We are confident we can successfully execute our roadmap, as we have since our previous raise.

Please feel free to engage with our team further via the links below.



Legal

This White Paper has been formulated to present the Monster Byte project to potential participants of the platform and those interested in contributing to its development. The information set out below may not be exhaustive and does not imply any contractual relationship. Its sole purpose is to provide information to potential Token holders, so they may determine whether they are willing to analyze the company with the intent of acquiring Monster Byte Tokens.

No part of the given White Paper shall be deemed to constitute a prospectus or a solicitation for contributions, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. The given document is not composed in accordance with, nor subject to, any laws or regulations of any jurisdiction aimed at protecting contributors. Certain statements, estimates, and financial information contained in the given White Paper constitutes forward-looking statements. Such forward-looking statements or information deemed risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or expressed in such forward-looking statements.

The given English language White Paper is the primary and sole official source of information about the Monster Byte project and its Token launch. The information contained herein may be translated into other languages or used for establishing written or verbal communication channels with potential partners or contributors of the project. As a result of translation, some information contained herein may be omitted, corrupted, or misrepresented. In the event of any inconsistency between translations or communications and the given official English language White Paper, the provisions of the given English language original document shall hold primary status and prevail.

Monster Byte reserves the right to introduce changes to the given White Paper. In the case of a difference or differences between the versions of the document, the latest version of the White Paper published on the MonsterByte.io website shall prevail, and all previously published versions are considered to be invalid in all their iterations and representations. Monster Byte prohibits users of the platform to avoid capital controls of any kind and does not allow them to conduct contributions in foreign assets of any manner.

The information contained in this White Paper and on <https://www.MonsterByte.io> are of descriptive nature only, are not binding and do not form part of the terms and conditions of the Token generation event (hereinafter known as the "Terms"). In particular, you should be advised that the purchase of Monster Byte Tokens may involve high risks. Before purchasing any Monster Byte Tokens, please ensure you are capable of offering official representation and warranties, specified in the respective sections of the Terms.

Any distribution, public or otherwise, of the given document and the offer and/or sale of Monster Byte Tokens may be restricted by law in some jurisdictions. Failure to comply with any restrictions could result in a violation of the law.

At the moment, Monster Byte Tokens have not been registered under the U.S. Securities Act of 1933 (hereinafter the "Securities Act"), or with any regulatory authority of securities of any state or other jurisdiction in the territory of the United States. Monster Byte Tokens shall not and cannot be offered to, purchased by or sold to, on the account of or for the benefit of, any green card holder of the United States or any US citizen or permanent resident of the United States (tax or otherwise), or to an individual having a primary residence or domicile in the United States (tax or otherwise), including Puerto Rico, the U.S. Virgin Islands or any other territory or possession of the United States.

Monster Byte Tokens shall not and cannot be offered to citizens or permanent residents of the Republic of Singapore (tax or otherwise), or anyone having a primary residence or domicile in Singapore.

Monster Byte Tokens shall not and cannot be offered to citizens or permanent residents of the province of British Columbia (tax or otherwise), or anyone having a primary residence or domicile in province of British Columbia.

We do not and cannot provide guarantees and disclaim any liability that the above-mentioned conditions shall be fulfilled. It is the sole responsibility of the reader and potential participant or contributor to ensure that participation in the Token Sale is not prohibited under the applicable laws of said participant's or contributor's country of residence or domicile