

Monster BYTE

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1.0 Abstract

Monster Byte Inc. is a technology company which owns a suite of long-standing and profitable Cryptocurrency Gambling websites, all of which have been custom-built with proprietary technology owned by Monster Byte Inc.

Our company is seeking expansion and revenue growth by increased marketing and product development while also entering into wholesale B2B operations via white-labeling all existing software for resale and licensing purposes.

Since its inception, Monster Byte Inc. has been on a mission to become the world's premier destination for cryptocurrency gamblers to not only wager on sports, but also bet on casino games like Blackjack, Roulette, and Baccarat. We have a distinct advantage over our competitors as we can cater towards both the sports betting and casino game demographic. Further, our B2C portals are all well-established and have a great reputation within the bitcoin gaming community.

2.0 Manifesto

Our mission is to leverage the powerful nature of cryptocurrencies (such as Bitcoin) as the perfect medium for a fast, safe, and fun gaming chip which is rapidly gaining mainstream acceptance within the online gambling community. We aim for complete customer satisfaction by offering a fair, safe, and superior customer experience.

3.0 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 industry.

Issues affecting operators: The principal issue affecting online gaming operators is fraud. Whether it's 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 its users. Additionally, most banks and internet financial institutions (such as PayPal) are weary of supporting gaming websites.

Monster Byte's solution: Through the use of cryptocurrencies, the risk of chargebacks is completely eliminated. Cryptocurrencies also eliminate the need of using third party financial partners to handle transfers of funds.

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

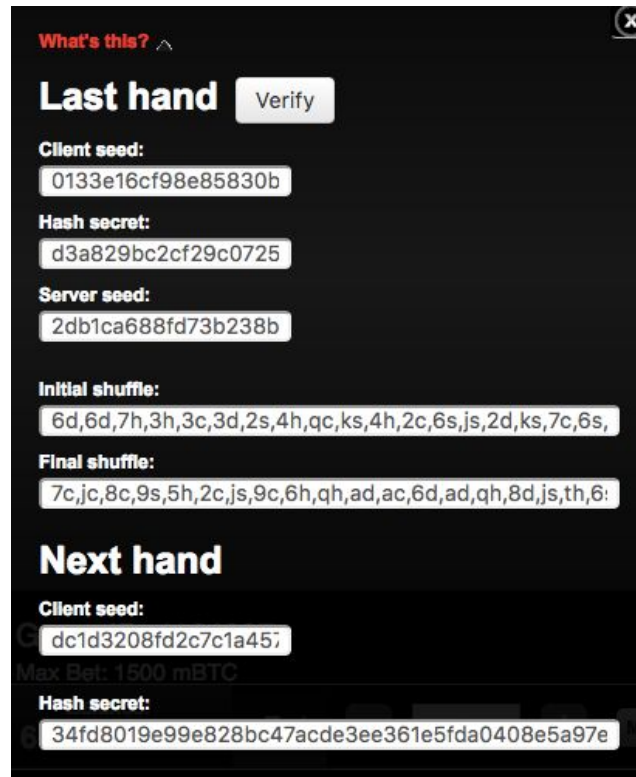
- Speed of deposits and withdrawals: Players at traditional fiat gaming websites need to wait for their bank wire (if they are not using a credit card) to get to the sites in-game wallet before being able to play. Regardless of their deposit method, the player must wait several days to receive their withdrawal if they decide to stop playing and cash-out.
- High House Edge and “Stacked Decks”: While online gaming websites have much lower house edges relative to that of physical casinos, the return to the player is still low considering online establishments do not have nearly the overhead that physical casinos have. Most online games have a house edge 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.
- Lack of privacy: If a player does not want their spouse to know they are wagering, it is difficult to remain discreet when their credit/bank statements would show that they made a deposit, or received a payment from a gaming site.

Monster Byte’s solution: Monster Byte is prepared to meet player needs where its fiat counterparts have failed.

- Cryptocurrency deposits are nearly instant, and withdrawals are handled immediately.
- 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 a lot more bang for buck. Further, all games built by Monster Byte are built with using the Provably Fair paradigm.
 - At a high level, Provably Fair Shuffling is a technique that Monster Byte leverages which allows the user to reshuffle the deck before it is dealt. The system first shuffles the deck once, and then presents the user with a hash of the the shuffled deck before any wagers are made. Then, whenever the user places a wager, he can optionally provide a `client_seed`. The system then uses the `client_seed` provided to reshuffle the deck in a deterministic way. At the end of the wager the software reveals the initial shuffle, which allows the user to verify that the system presented them with a valid hash, and also reshuffled the deck in the correct way. Since there is no way of the system to know

the value of the client_seed until the moment the hand was dealt, there is no way to manipulate the outcome of the shuffle of the deck.

Example of Provably Fair Verification



- Finally, the ability to play without having to show forms of identification, and not having your record of deposits/withdrawals appearing on a monthly statement ensure that players privacy is respected.

4.0 Product Overview

4.1 BitcoinRush.io

Founded in 2013, BitcoinRush.io (formerly known as CasinoBitco.in) was the first Bitcoin Sportsbook to offer Provably Fair Bitcoin Casino Games, starting with Blackjack. Overtime, based on player feedback and demand, we have been able to expand and enhance these offerings. No download is required, and all games are available for free across all browser types and mobile devices. BitcoinRush.io is a credible and established leader in the Bitcoin Gambling space.

Generally speaking there are three main sets of products on BitcoinRush.io, the Sportsbook, Casino, and Peer to Peer Games.

Sportsbook

- Since 2013, we have handled almost 17,000 bitcoin worth of wagers (~\$45MM US at time of authoring) within the sportsbook.
- BitcoinRush.io supports over 24 different wagering markets, from US Football all the way down to exotics like Auto Racing.
- Spreads, Moneylines, Totals, Parlays, Halftime, and Asian Markets offered.
- Competitive leaderboard system based on volume of bettors.

Provably Fair Casino

- Since inception, users have wagered 18,000 bitcoin (~\$50MM US at time of authoring) in our casino.
- BitcoinRush.io utilizes a Provably Fair system with its Casino games.
- Games Provided
 - Blackjack
 - Roulette
 - Hi-Lo

- Baccarat
- Video Poker

Peer to Peer Games

- Bitcoin Rush is a Peer to peer multiplayer game which offers a new refreshing way to bet BTC, all head to head.
- Super Bowl and March Madness Squares Contests

4.2 Peerbet

4.5.1 Dice

Bitcoin dice games are definitely the most well-known Bitcoin powered casino game accessible online. Bitcoin dice allows players to enter the game with provable odds on their rolls, decide their own risk, all while the house takes just a 1% edge, the lowest of any gambling game online.

4.5.2 Wheel

The Betting Wheel on PeerBet offers a new way of gambling but without the usual house edge. On this wheel based game users will find the wheel is divided up into different segments, and the aim of the game is to predict which segment of the wheel is going to spin in opposite the winning pointer. Users can choose to place a bet on any of the segments or by the laying of those bets, and when doing the latter then if the player loses you will win their stake amount, however if that player correctly predicts the segment of the wheel that is spun in and wins then you need to pay them out their winnings.

4.5.3 Raffles

The Raffles on PeerBet are another game where there is no house edge involved and as such everyone taking part in it has a fair and more importantly equal chance of winning when playing it, just like a lottery. Once all of the tickets for your Raffle have been sold then the draw will take place, and the winners will then be announced and they will instantly be paid their winnings.

4.3 Bit777



Bit777 was one of the first Bitcoin casinos, founded in 2012, to offer a full-suite of interactive games to the gaming community. The games available on the site, which are flash-based, were developed by UltraPlay, one of the largest online gaming software companies. Over its 5-year life, Bit777 has handled over 100,000 Bitcoin in wagers. Monster Byte acquired Bit777, and the software which powers Bit777, in early 2014 from UltraPlay.

While not Provably Fair, Bit777 utilizes the Mersenne Twister randomizing technology and its games have been RNG tested. Bit777 offers users a plethora of games that are not available on Monster Byte's provably fair casino, Bitcoinrush.io. Bit777 also runs a mystery jackpot, so that users have a chance of winning even when they "lose" their wager.

Bit777 currently offers the following games:

- Roulette (6 variations)
 - 8 Wheel Roulette
 - 3 Wheel Roulette

- American Roulette
- European Roulette
- French Roulette
- La Boule
- Blackjack (8 variations)
 - Blackjack SH
 - Blackjack MH
 - Blackjack Switch
 - Blackjack Surrender
 - Blackjack Exposure
 - Blackjack Snapjax
 - Blackjack Pontoon
- Video Poker (4 variations)
 - Jacks or Better
 - Jokers Export
 - Deuces Wild
 - All American
- Slots (4 variations)
 - Blazin 7's
 - Royal Bars
 - The Pawn Machine
 - Hot Fruits
- Sic Bo
- Red Dog
- Let Em Ride
- Baccarat
- Casino War
- Tri-Card Poker
- Trey Poker
- 3 Card Brag
- Caribbean Stud
- Stud Poker
- Texas Hold 'Em (as well as Texas Hold Em Bonus)

5.0 ICO Overview

The ICO presale will begin on July 3rd 2017 at 16:00 UTC, and extend until July 8th 16:00 UTC or whenever the presale is sold out, whichever occurs first. During the

pre-sale, 2,500,000 Monster Byte tokens will be sold at \$0.08 USD, a 31.5% discount over the general sale.

The general sale will open at July 8th at 16:00, 7,500,000 Monster Byte tokens will then be sold at \$0.11 USD.

All tokens will be sold exclusively on the Monster Byte ICO portal, <https://www.monsterbyte.io>. Users can purchase tokens with Bitcoin, Waves, Litecoin, Dash, Ethereum, and Shapeshift.

In total, we anticipate raising \$1,025,000 USD which will give Monster Byte a \$4.4M post-money valuation*. We chose not to have an open cap as savvy investors should know exactly what they are buying into, with a well-defined capitalization model.

**If there is an extremely high demand, Monster Byte reserves the right to issue a third ICO wave in which principals will offer their tokens up for sale to the general public at a price TBD. If this were to occur, we would provide 5 days notices via various mediums.*

6.0. Exchanges

The Monster Byte token is a Waves platform based token. We anticipate that the majority of Monster Byte trading will occur in the Waves Decentralized Exchange (DEX). However, in an effort to increase liquidity and exposure of Monster Byte to a broader population, we will also endeavour to include Monster Byte tokens in some classic exchanges.

As such, our efforts will be concentrated in listing Monster Byte on (in order of priority):

Must:

1. DEX
2. Tidex

Should:

3. Bittrex
4. Other exchanges may be added if a good opportunity is presented.

We will also submit Monster Byte in Coinmarketcap which as solid way to ensure that we expose Monster Byte to the wider population.

7.0 Benefits

Monster Byte Token holders will benefit from us listing this token on the Waves Platform due to the ability to easily trade tokens against other assets and cryptocurrencies all within the DEX, a very liquid decentralized exchange in the Waves LiteApp Wallet.

On a quarterly basis, all Monster Byte token holders are entitled to their share of our collective profit (revenue - expenses). Dividends will be paid in bitcoin, and detailed quarterly reports will be published to provide full transparency on our operations. An example of a recent report is located here: [Q1 2017 Report](#)

8.0 Economics: Monster Byte B2C Revenue Model

Since we are not a startup, and have very valuable and practical experience in this space, we have the ability to share our Historic, and Projected, P&L:
<https://docs.google.com/spreadsheets/d/14hV9RUtrdPeDusRDwdjyFzwmMep3tVOE daVuOSd4J3M/edit?usp=sharing>

5.1 Sportsbook

The sportsbook as a whole has been a very good lesson learned, we were handling risk at first, then offset with a third party (who went bankrupt and left us holding the bad) then we handled the risk ourselves again a bit more intelligently.

Without going into some of our intellectual property, we now have a new model that allows us to earn anywhere from 2%-4% on all bets placed, regardless of the user wins or losses.

5.2 Casino Edge

It's true, the house always wins. In the casino, we hold anywhere from 1-7% edge based on the game being played in both BitcoinRush.io and Bit777.com.

5.3 Peerbet

In Dice, the house retains a 1% edge; and just like other dice sites; however, this bankroll is still all crowdfunded; so we make a small commission of the profits (and losses) the investor endures on PeerBet. In addition, we also charge smaller altcoins a commission (paid in btc) to list their coin on PeerBet, a recent example of this is PepeCoin.

9.0 Economics: Monster Byte B2B Revenue Model

Syndication of our products and intellectual property is a new venture for Monster Byte, and something we aim to have off the ground in late 2017. Most pricing models that other gaming providers support is a monthly 'license' fee, in addition to a share of the operator's revenue.

We strive to achieve an extremely similar model; however, will likely offer significant discounts and potential premiums to first-time 'tenants' or operators of our software to not only test the software, but also the support model necessary to support such a line of business.

10.0 Competitive Analysis

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

Most of our competitors are leveraging the same 'off-the-shelf' solutions provided by European gaming providers. While this software is tangibly best in class, our competitors run into consistent challenges being able to differentiate themselves. Due to the fact that we own all our intellectual software, and can modify it at will, we believe we properly compete with all the competitors below.

Main competitors

- Bitcasino.io
 - Launched January 2014
 - Games offered: Baccarat, Blackjack, Casual Games, Hd Slots, Jackpot Games, Live Games, Lottery, Roulette, Slots, Table Games, Video Poker
 - Disadvantage: Not Provably Fair, Software is in the control of BetSoft.
- Bitcoin.ag
 - Launched February 2014
 - Games offered: Blackjack, Card Games, Dice, Hd Slots, Live Games, Roulette
 - Disadvantage: Not Provably Fair, Software is in the control of BetSoft.

- Bitstarz.com
 - Launched June 2014
 - Games offered Dice, Hd Slots, Jackpot Games, Live Games, Slots, Table Games
 - Accepts BTC as well as fiat currency
 - Disadvantage: Not Provably Fair, does not own its software
- FortuneJack.com
 - Launched September 2014
 - Games offered Bingo, Blackjack, Dice, Hd Slots, Keno, Live Games, Slots
 - Accepts BTC, Ethereum, and fiat currency
 - Disadvantage: Not Provably Fair, Poor community presence, deemed untrustworthy by most
- CloudBet.com
 - Launched November 2013
 - Has a wide-ranging sportsbook
 - Casino games offered: Baccarat, Blackjack, Craps, Hd Slots, Roulette, Slots
 - Disadvantage: Not Provably Fair
- Nitrogensports.eu
 - Launched February 2013
 - Sportsbook offering 30+ sporting options to bet on, easily the leader in the Bitcoin Sportsbook space
 - Contains a Poker game which offers Cash Games, Sit & Go's, and Tournaments.
 - Has a casino which offers the following games: Blackjack, Poker, Dice
 - Disadvantage: While having a superior sportsbook, NitrogenSports.eu has a very limited Casino Offering

11.0 Marketing Plan

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

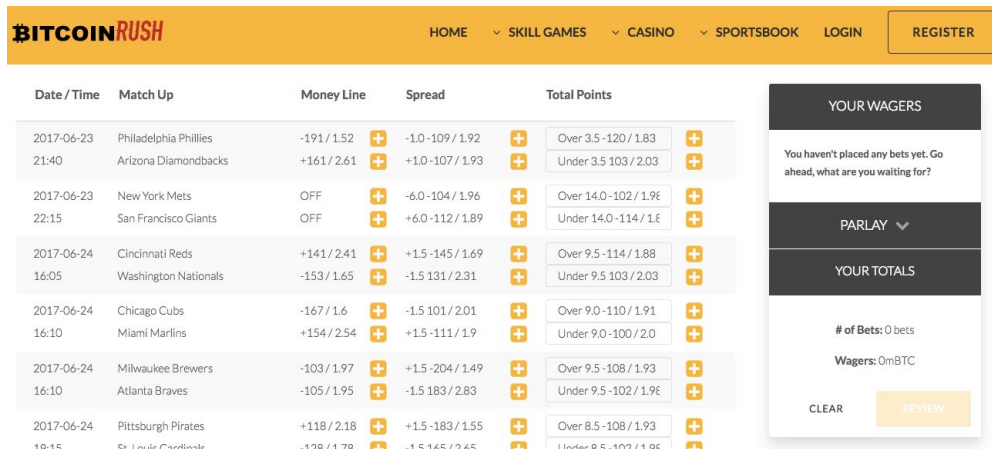
Historically, we've also found our biggest ROI when it comes to marketing has always been improvement with our SEO rankings. So In parallel with the promotions above, we will outsource our organic and paid search efforts to a professional firm that has proven experience in the online gambling marketplace.

12.0 Developmental Roadmap

While we do have very well-established gaming portals, with active users, there is a clear need to update the user experience across the board, as well as better market our collective brand.

Immediately following the ICO, our near-term development and marketing initiatives are as follows:

1. **July 2017:** Hire additional marketing staff, including community managers for both BitcoinRush.io and PeerBet.org to entice more play, and camaraderie, within the community. Amazingly in the past four years we have not had any dedicated marketing staff, or community presence. With more active community presence we believe we will convert, or “win back” many users that haven’t been to our consumer sites in years based on the many advantages our sites have (*automated comps based on volume of play not wins or losses, strong affiliate brand, etc*).
2. **August 2017:** Launch the Updated BitcoinRush.io Sportsbook, this includes a complete overhaul of the UX (*designed in a responsive manner for mobile users*), also includes the new risk-management platform, which allows Monster Byte to retain 2%-4% of every bet placed regardless if the players wins or loses.



Date / Time	Match Up	Money Line	Spread	Total Points			
2017-06-23 21:40	Philadelphia Phillies Arizona Diamondbacks	-191 / 1.52 +161 / 2.61	+ +	-1.0 -109 / 1.92 +1.0 -107 / 1.93	+ +	Over 3.5 -120 / 1.83 Under 3.5 103 / 2.03	+ +
2017-06-23 22:15	New York Mets San Francisco Giants	OFF OFF	+ +	-6.0 -104 / 1.96 +6.0 -112 / 1.89	+ +	Over 14.0 -102 / 1.9€ Under 14.0 -114 / 1.£	+ +
2017-06-24 16:05	Cincinnati Reds Washington Nationals	+141 / 2.41 -153 / 1.65	+ +	+1.5 -145 / 1.69 -1.5 131 / 2.31	+ +	Over 9.5 -114 / 1.88 Under 9.5 103 / 2.03	+ +
2017-06-24 16:10	Chicago Cubs Miami Marlins	-167 / 1.6 +154 / 2.54	+ +	-1.5 101 / 2.01 +1.5 -111 / 1.9	+ +	Over 9.0 -110 / 1.91 Under 9.0 -100 / 2.0	+ +
2017-06-24 16:10	Milwaukee Brewers Atlanta Braves	-103 / 1.97 -105 / 1.95	+ +	+1.5 -204 / 1.49 -1.5 183 / 2.83	+ +	Over 9.5 -108 / 1.93 Under 9.5 -102 / 1.9€	+ +
2017-06-24 19:15	Pittsburgh Pirates St. Louis Cardinals	+118 / 2.18 -128 / 1.78	+ +	+1.5 -183 / 1.55 -1.5 165 / 2.65	+ +	Over 8.5 -108 / 1.93 Under 8.5 -102 / 1.9€	+ +

YOUR WAGERS

You haven't placed any bets yet. Go ahead, what are you waiting for?

PARLAY ▾

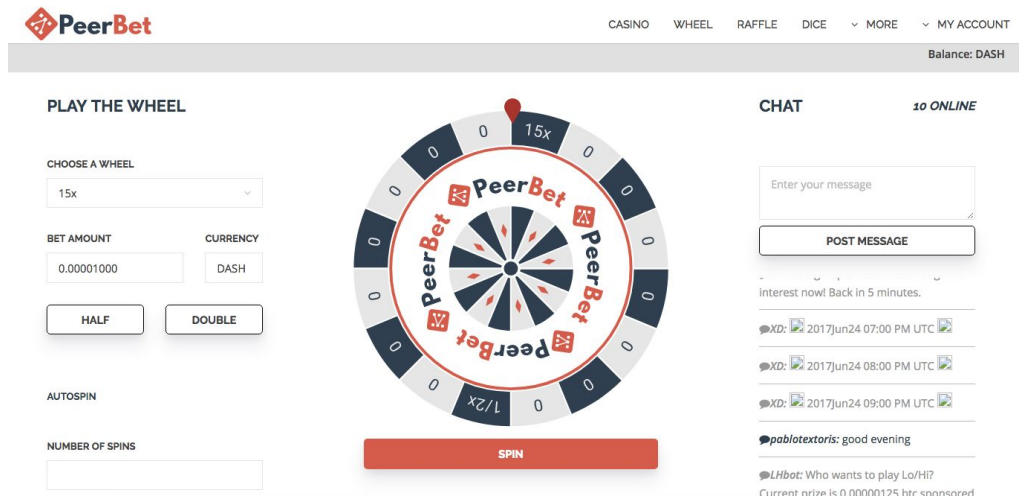
YOUR TOTALS

of Bets: 0 bets

Wagers: 0mBTC

CLEAR REVIEW

3. **August 2017:** PeerBet.org, one of the oldest dice sites around, will be relaunched with a far more modern look and feel; built with a responsive design for mobile and tablet play.



4. **September 2017:** We will natively add additional coin support on BitcoinRush.io. Just ahead of the US NFL season, we will begin accepting other cryptocurrency coins, including Waves, Ethereum, Litecoin, Dash, and others. This broadens our reach of players by substantially lowering the barrier of entry, and cost for customers around the world to place wagers in both the Casino and Sportsbook

5. **November 2017:** B2B APIs. Casino and Sportsbook APIs will be available for consumption by third party operators that want the benefit of our no-risk sportsbook, and provably fair casino platform. Monster Byte will charge a yearly platform licensing fee, as well as partake in a share of the operator's revenue.

6. **January 2018:** As part of a broader global strategy, we will launch additional language support on all consumer sites we own and operate. Starting with Mandarin Chinese, we anticipate a large lift with Asian gamblers that are entering the cryptocurrency marketplace in force, and also have always historically embraced gambling.

13.0 ICO Token Allocation

The following is the exact breakdown of Monster Byte tokens. In total there are 40,000,000 Monster Byte tokens. We will not issue any beyond that amount. If the ICO were to sell out completely, it would give Monster Byte a run rate of 12 months, so Principals, Owners, and New Hires would not execute any tokens on the open market. However, If there is a need for additional capital beyond the 12

month period, Principals / Owners will sell tokens OTC, or in a controlled and responsible way as to avoid impact of the price of Monster Byte Inc.

		# of tokens
Principals / Owners / New Hires	51.10%	20,588,428
Havelock Unit Holders	20.15%	8,061,572
Waves Sale	25.00%	10,000,000
Bounties	1.50%	600,000
Advisors	1.88%	750,000

14.0 Conclusion

We stand firm that the Monster Byte ICO is an extremely unique and exciting opportunity you will not find in the plethora of ICOs launching daily. This is primarily due to:

- Our proven track record, as we've been operating in the cryptocurrency gaming space since 2013.
- This is not an idea or startup, we are post-revenue, all our products are launched and have active usage.
- Our team has collective over 40 years experience in the internet technology and gaming sector. We are confident we can execute on the roadmap we've set for ourselves.

This is your chance to invest in one of the fastest growing industries. Sports betting and online gambling is one of the best use cases for cryptocurrencies. Currently, online gambling as a whole is a \$46 Billion/year market. Depending on estimates, it is expected to be approximately \$50 Billion/year by 2019. At the same time, due the benefits of both the player and operator, cryptocurrency gambling is going to 'eat into' this market gradually year over year.

Please visit our website and sign up for our newsletter to get the latest updates on the ICO and presale.

Web: <https://www.monsterbyte.io/ico>

Slack: https://join.slack.com/monsterbyte/shared_invite/MjAyMzg4Njk4OTMzLTE0OTgxNjk2MDQtOTgyMjRmYzI0Mg

Bitcointalk: <https://bitcointalk.org/index.php?topic=1980482>