SKRILLA

TOKEN SALE WHITEPAPER

Draft v 0.6

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SKRILLA ICO WHITEPAPER

EXECUTIVE SUMMARY

Skrilla is a licensed, fully regulated, global esports wagering brand.

Skrilla is a collaboration between two leading technology firms, Puntaa and the GAMURS Group. **Puntaa** are the founders of the world's first licenced peer-to-peer (P2P) social betting platform, while the **GAMURS group** are the leading international esports media network.

Skrilla have delivered an innovative, scalable, and engaging entertainment and wagering platform to achieve our mission; connecting esports fans through competition, social and betting. Our skill-based Daily Fantasy eSports (DFS) platform is currently live, and our roadmap details a betting exchange, pool betting and head to head skill based competitions. This will ensure we provide the gaming community with the the world's premier esports P2P betting platform. The days of opaque corporate bookmakers extracting money from your wallet are numbered.

We have created a token, Skrilla (SKR), to address issues inherent in existing centralised betting products. The benefits include; improved trust and transparency, enhanced liquidity through global player pools, reduced fees, and incentivised behaviours (participation, referrals, and social sharing) that grow the network effects for the benefit of all members.

SKR, an ERC20 token built on the Ethereum blockchain, will be the unit of exchange within the network. Initially it will be available for use within the existing, operational DFS platform, alongside traditional currencies, to ensure immediate utility for token holders. In tandem we are transitioning the Skrilla platform to a decentralised, licensed, P2P betting platform on the blockchain, with the token as the sole unit of exchange, to enter contests, place bets, and collect winnings. Further utility may be available within the broader GAMURS Group ecosystem, which has 3.5 million monthly active members and is growing rapidly, as well as additional esports partners.

Skrilla is poised to ride the explosive growth forecast for esports and is committed to bringing the gaming and esports community the best licensed decentralised betting and entertainment experience. The SKR token sale represents an opportunity for us to work closely with the passionate esports community and share the benefits with the network. We are excited to be taking this journey with you!

? WHAT IS DAILY FANTASY?

An online contest, where members enter and compete against each other, by building a roster of professional players from teams competing in major esports tournaments. As the matches unfold in real time, selected players will accrue points based on their actions. The entrants with rosters comprising of the best performing players share in the cash prizes. Everyday presents a new opportunity to engage, compete and win!
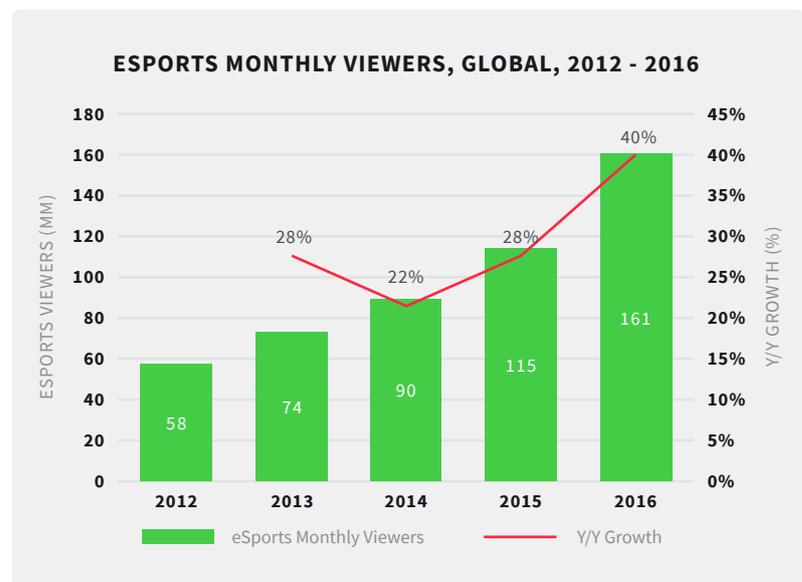
THE RISE OF ESPORTS; RESISTANCE IS FUTILE

Gaming and more specifically esports, the spectator sport of professional video gaming, has exploded into the mainstream, leveraging off 2.6 billion engaged gamers globally[1].

We have seen gaming transition from individual play, focused on the consoles of yesteryear, through to collaborative and competitive play focused on millions of players in network based games like League of Legends. The latest evolution to the expanding gaming ecosystem has been the engagement of fans and spectators alike, with thousands in arenas and millions of spectators flocking to esports through digital channels like Twitch and Youtube Gaming, representing a new wave of opportunity.

Esports is experiencing explosive growth, with monthly viewership currently sitting at 161m spectators, and accelerating rapidly with 40% YoY growth[2]. Esports is driven by the valued millennial generation (18-35 year olds with an average household income of $76,000), where it has reached a tipping point. 2017 represents the first time millennials have had a significant preference for their favourite esports team over their favourite traditional sporting team[3]. Not only are the number and favourable demographic of viewers growing, but those viewers are also heavily engaged, with Twitch reporting an active customer watches on average 106 minutes of content each day[4].

"I believe esports will rival the biggest traditional sports leagues in terms of future opportunities, and between advertising, ticket sales, licensing, sponsorships and merchandising, there are tremendous growth areas for this nascent industry"

–STEVE BORENSTEIN
Chairman of Activision Blizzard's Esports Division and Former CEO of ESPN and NFL Network

ESPORTS MONTHLY VIEWERS, GLOBAL, 2012 - 2016

[1] Unity Q1:17 estimate (5/17), Electronic Arts 2016 estimate (12/16), Electronic Arts 1995 estimate (5/17)
[2] Newzoo Global eSports Market Report (2/17), Newzoo press release (1/16), Newzoo Casual Connect Europe Presentation (2/15).
[3] L.E.K. Sports Survey, Digital Engagement Part One: Sports and the "Millennial Problem" (2/17)
[4] Twitch (www.twitch.com)

With a combination of a passionate fanbase, professional and scaling event organisation, marquee sponsors and live media coverage (both digital and traditional), the infrastructure is in place for significant fan betting. $5.5bn total in cash and items were bet by six million unique players across all betting products in 2016[5]. This is estimated to grow to $23bn bet by 19 million unique players in 2020, generating $1.81bn for operators worldwide[6].

Yet most esports fans do not have a relationship with a traditional sports betting operator, and strongly believe that esports be considered an independent segment with a tailored product specific to their needs[7]. Many existing traditional betting companies fail to connect with the esports community by continuing to offer esports as a limited subset of their existing betting offering, rather than a standalone brand and platform, tailored to the sports idiosyncrasies and unique community, of which few currently exist.

Moreover, betting operators have to consider the communities' requirements for information. As with normal sports, it is still clear that content is king. Providing esports fans with the necessary information and data to inform their betting decisions, as well as content to engage and entertain, is considered essential[8].

Skrilla is strategically positioned to continue serving the needs of the gaming community, as a licensed, regulated, global esports wagering brand, with a Daily Fantasy product live and operational in the market. Having an intrinsic understanding of the gaming and wagering industries, Skrilla is able to continuously innovate and deliver what our members demand. This is evident with our industry leading platform, which incorporates streaming content, real-time statistics and leaderboards, and access to exclusive data and content, to create an immersive and engaging user-focused experience.

$23 BILLION WAGERED ON ESPORTS ANNUALLY BY 2020

[5] Esports & Gambing: Where's the Action? Chris Grove - Partner, Narus Advisors
[6] Eilers Research. Bet Radar - esports, the next big thing in betting
[7] Bet Radar - esports, the next big thing in betting
[8] Bet Radar - esports, the next big thing in betting

SKRILLA

Skrilla is a collaboration between Puntaa and the GAMURS Group, two leading technology firms with an extensive track record of serving the esports community, building innovative P2P wagering products and working with gaming regulators.
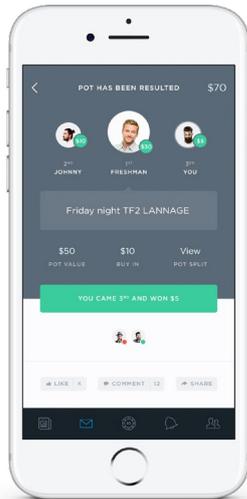
PUNTAA

Puntaa, founded in 2014, is experienced in delivering and operating innovative P2P wagering platforms, having launched the world's first licenced P2P social betting platform. The team built the technology stack, compliance and regulatory systems, and operational procedures to scale a globally compliant wagering platform.

Puntaa allows members the ability to place custom wagers against each other, socialise their wins, and actually get paid. The product was born out of chasing outstanding payments from friends, and a dissatisfaction with corporate bookmakers and their opaque approach to wagering. Puntaa have more recently added a second product to the lineup, Daily Fantasy Sports.

GAMURS GROUP

GAMURS Group, founded in 2014, are a leading media network dedicated to shaping the future of gaming. They pride themselves on offering highly engaging coverage of the latest esports news from around the globe. Their flagship platform, Dot Esports, is an all in one platform offering members breaking news, in-depth coverage of esports personalities and events, and soon, the largest single hub for esports data in the world.

They are one of the largest esports media groups and communities globally.

|		
BRANDS 12 media and service brands	**REACH** 3.5 million monthly active users	**SOCIAL REACH** 3 million followers 250 million impressions 8.5 million video views
DEVICES 1 in 2 users on mobile/tablet	**USERS** 90% aged 18 - 31yo	**TRAFFIC** 55% of users from NA and EU

LEGAL

Skrilla is the only regulated, esports focused bookmaker, operating a skill-based DFS platform globally. We are licensed in Australia, a wagering market recognised as one of the most mature and regulated globally.

This ensures we apply industry leading practices and systems to deliver consumer protections, including KYC, account verification, underage screening, responsible gambling practices and anti-money laundering (AML) checks. We are also a member of the Esports Integrity Coalition (ESIC), recognised as the acting international body for esports wagering integrity, and along with other stakeholders united by a desire to confront and prevent corruption in esports; particularly match-fixing driven by betting fraud.

Skrilla has submitted applications for real money wagering licences and met with gaming commissions in several jurisdictions, including Europe and the US. Due to Australia's position as mature regulatory gaming market and Skrilla's status as a licensed operator, we are well positioned to operate our existing product, compliance systems and operational processes, with only minor adjustments for a specific region.

DAILY FANTASY
SPORTS PRODUCT
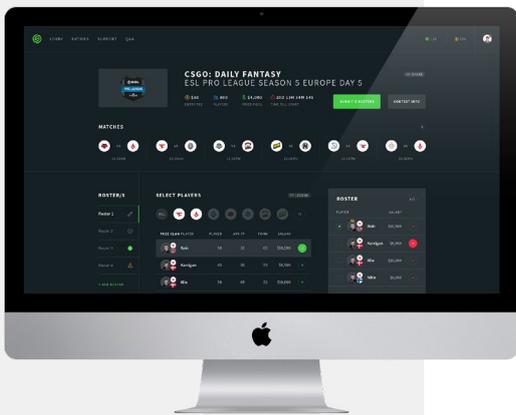
1. Enter contest from the lobby
2. Build and submit your DFS roster
3. Watch the content unfold (live leaderboard, chat, live video stream)
4. View the winners and win cash prizes!
5. Play on, with a constant stream of contests each week!

PLAY SKRILLA NOW

PRODUCT

We have developed an end-to-end wagering technology stack, ensuring a lower risk profile and greater flexibility than our competitors. Our DFS product is live and in use, and our roadmap details a betting exchange, pool betting, and head to head skill based competitions. This will ensure we provide our community with the world's premier esports P2P betting platform.

Daily Fantasy Esports (DFS)

DFS is changing how fans watch and engage with esports globally through social competitions against other fans to win cash.

Members pay an entry fee to enter daily contests, centred around popular tournaments for major esports titles, including CS:GO, League of Legends and DOTA2.

Members pick a roster comprising of professional players from teams competing in a day's fixtures. They spend their budget on players, each of whom have a price tag. The goal is to assemble a roster of players, under the salary cap, that will amass the most points.

As matches unfold in real time, selected players accrue points based on their action in the games. Once the final match has concluded the Members with rosters comprising the best performing players share in the cash prize pool.

Every day presents a new opportunity to engage, compete and win!

Pool betting

Pool betting, or pari-mutuel betting, is a system in which all bets on a particular market are collected together in a pool, and the odds calculated based on the total amount wagered on each potential outcome. The betting pool is shared amongst members who made winning bets, minus a small commission.

BETTORS

BETTING POOL

| WINNINGS ($) | COMMISSION ($) |

WINNING BETTORS

(SKRILLA) POOL BETTING OPERATOR
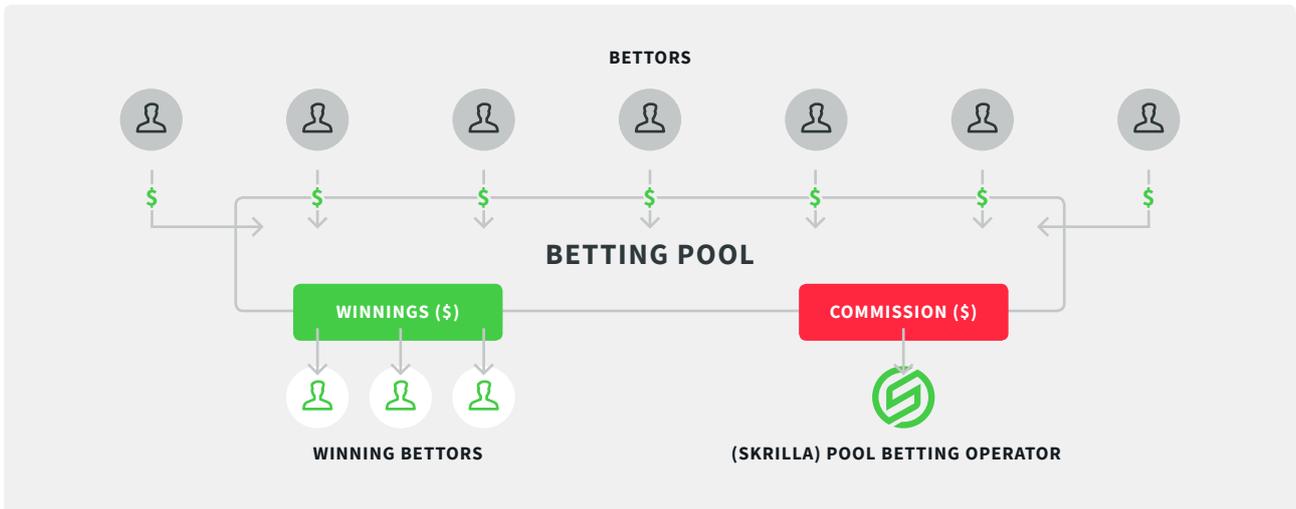
Betting exchange

A betting exchange allows members to become their own bookmaker on esports events, by proposing and accepting odds from another exchange member or members. Skrilla validates the outcome, using 3rd party data, resulting in a transfer to the winner, minus a small commission.

COMMISSION (%)

Head to head skill based competition

A head to head skill based platform allows members to wager on themselves in head to head or team versus team contests on popular PC games, including; CS:GO, StarCraft, League of Legends and DOTA2. Skrilla validates the outcome, using 3rd party data, resulting in a transfer to the winner minus a small commission.

BLOCKCHAIN, CRYPTOCURRENCY AND ESPORTS: THE FUTURE OF WAGERING

The convergence of blockchain, cryptocurrencies and esports, represents the future of wagering.

The integration of a core utility and work token, in tandem with the transition of Skrilla's P2P wagering platform onto a decentralised blockchain, delivers four key benefits.

🔒	**TRUST & TRANSPARENCY**	📊	**REDUCED FEES**
🌐	**GLOBAL POOLS**	⚛	**INCENTIVISED NETWORK**

"If you're building a network-based Internet product, forming a decentralized autonomous organization, implementing a blockchain-based token into the product and structuring the token as a usage or work token it is likely to be a winning business model"

–NICK TOMAINO
Runa Capital

Reduced Fees

Fees are driven by intermediaries and middle men of the financial system, who charge a premium to process 'high risk' wagering transactions. Transactions that occur on a decentralised blockchain do not require third party intermediaries or centralised institutions to verify or facilitate a transaction.

By removing regionalised banks, credit card providers, payment gateways and various other middle men that 'clip the ticket', and replacing them with a single utility token and blockchain facilitated transactions, we can significantly cut costs. This allows us to pass on the savings to members through increased prize pool payouts and improved odds.

Global Pools

Existing wagering operators operate regionalised platforms for a ring fenced set of customers, due to localised currency preferences and the complexity of accounting treatment, regulation and variability in exchange rates. This is to the detriment of platform members.

The token's use as the global unit of exchange within the platform, rather than a selection of regional currencies and siloed betting markets, allows for cross border prize pools and socialisation, increased liquidity, and better market based pricing.

Incentivised Network

A decentralised P2P wagering ecosystem requires both a group of engaged users at scale, as well as incentives to maximise the network's value for all members. The automated distribution of work tokens, to members and affiliates, for delivering desired behaviours (activation, retention and referral) enhances network effects for the benefit of all.

Trust and Transparency

A blockchain based wagering platform provides increased trust through the documentation and immutability of transactions. This provides a level of transparency, prevention of tampering and auditability, previously impossible for a wagering operator, and further strengthens the customer protections Skrilla already have in place as a licensed and fully compliant regulated operator.

TOKEN FUNCTIONALITY

We are creating an ERC20 token, Skrilla (SKR), on the Ethereum blockchain. The creation of the SKR token is the first step towards the Skrilla platform operating solely on a decentralised blockchain, utilising a single global utility token with which to bet.

The primary function of Skrilla (SKR) is as a utility token at the core of the Skrilla platform, used to enter contests, place bets and receive winnings in regulated jurisdictions. Tokens will also be distributed to users from the Growth pool for work completed, for the purpose of providing liquidity to the network, incentivising desired behaviours, and driving members to participate in, and grow, network effects.

Initially the token will be available for use within the existing, operational DFS platform, alongside traditional currencies, to ensure near immediate utility for token holders. In tandem we are transitioning the Skrilla platform to a decentralised, licensed, P2P betting platform on the blockchain, with the token as the sole unit of exchange.

Further utility may be available within the broader GAMURS Group ecosystem, which has 3.5 million monthly active members and is growing rapidly. Early application within these networks would potentially see the token used as a unit of exchange to:

1. purchase premium education content, on DoubleXP, the world's first platform to offer a university style education in gaming and esports, allowing gamers to improve their skillset across multiple titles; and

2. purchase additional premium services on Teamfind, an ever-growing social network and go-to hub allowing users to join or assemble esports teams.

ROADMAP

CURRENT POSITION

- Esports DFS product live
- Licenced (Aus)
- Existing members
- Gamurs ecosystem
- Offshore licensing in progress

The roadmap below is divided into 6 stages. Each stage represents an advancement in platform technology, licensing and partnerships in order to grow the ecosystem, and the token's utility within it, for the benefit of members.

STAGE 1

- Ewallet token integration
- Token contests (Aus)
- Free-to-play contests (US + Canada)

STAGE 2

- Growth token integration
- Licences (US)
- Token contests (US)

STAGE 3

- European expansion (Malta licence)
- Platform transition to blockchain

STAGE 4

- Head to head skill based competition
- Token integration into GAMURS Group brands

STAGE 5

- Betting exchange
- Pool betting

STAGE 6

- Token integration with external partners

CUSTOMER ACQUISITION

Building a scalable esports betting network requires an engaging content driven product and the ability to acquire and retain customers cost effectively. In traditional sports betting, the cost to acquire customers is high and leads to significant recurring expenditure on traditional advertising mediums (television, radio, print), affiliates and sponsorships, which is compounded due to the maturity of the market and customer.

Skrilla is in the unique position to be able to both -

1. leverage the GAMURS Group's content creation, marketing channels and existing community to connect with and convert an untapped, millennial, esports audience; and
2. allocate Growth tokens for work completed, to incentivise the customer acquisition, retention and referral behaviours of it's members, along with affiliates and influencers, to build network effects.

GAMURS GROUP

The GAMURS Group is one of the largest esports networks globally, with 12 brands, including the leading esports news publisher on the planet, Dot Esports, 3.5 million monthly active members and 250 million organic monthly social media impressions.

The intention is to design highly targeted, data-driven content campaigns using their channels to drive customer acquisition. The campaigns will be a combination of high impact website takeovers, banners, video advertising, social amplification across their 3 million followers and 80 million monthly unique viewers, and sponsored content.

96% OF USERS
are millenials

OUR WEBSITES REACH
users in 88 countries across the globe

KEY DATA

93% OF USERS
are males

SPEND 4 MIN
per session per site

1 IN 2 USERS
on mobile

33 MILLION MONTHLY
ad opportunities

4X CLICK RATE
compared to industry standard

5X AVERAGE
dwell time

GROWTH TOKENS

A proportion of the SKR tokens issued will be allocated to a Growth pool for the purpose of providing liquidity to the network, incentivising desired behaviours and driving members to participate in, and grow, network effects. Such incentives will see the automated issuing of tokens to members, influencers and affiliates for the following behaviours (work completed):

CONVERSION / RETENTION (MEMBERS)

Account Verification

Deposits

Entry into paid Contests

REFERRAL (MEMBERS / AFFILIATES)

Referring Friends

Sharing Content

Following Social Accounts

Skrilla will also run free to enter contests where the prize pools consist of SKR tokens.

TEAM

MANAGEMENT

Nicholas Heaney - Co-founder and CEO

Nick is a serial entrepreneur, having most recently co-founded Puntaa, the world's first licensed P2P custom betting platform. He has a passion for innovative and decentralised tech solutions, with several years startup experience. This includes co-founding Stepsie, an online collaboration tool, which exited in 2017, and as an early investor and director of Mach 7 Technologies, an innovative healthtech company, which recently listed on the Australian Stock Exchange.

Nick holds business and law degrees from the University of Queensland, where he honed his CS 1.5 skills, and prior to startups, spent five years at PwC as a management consultant and lawyer, focusing on operations, finance and legals for corporates.

Riad Chikhani - Co-founder

Riad has a strong gaming background, having founded his first business, Rune Gear at the age of 14, teaching himself to code in order to establish a community for RuneScape fans. Rune Gear at its peak had over 5 million annual views, before Riad sold the business at the ripe age of 17.

Riad then set about focusing on a bigger mission, to shape the future of gaming, which he is realising within the GAMURS Group ecosystem he founded. Twelve core brands, including the leading esports content publisher, Dot Esports, plus social media assets, now reach 80 million monthly unique viewers and combine for 250 million monthly impressions. Meaning Riad has both reach and a deep understanding of what the gaming and esports community demand.

Jeremy Hare - CTO

Jeremy is the seasoned technology architect behind Skrilla, with over 15 years experience building globally scalable enterprise technology solutions. Jeremy delivered the architecture that facilitated the world's first licensed P2P custom betting platform, combining social, P2P custom betting, payments, and compliance systems. He is also responsible for the technology stack behind Skrilla's live and operational DFS platform.

When he is not solving the mind bending challenges of scaling a global esports entertainment and P2P betting platform, he can be found building an alternative reality in Minecraft.

Ash Guy - Head of User Technology

Ash is a creative and software all-rounder with a
history in the gaming space and a core drive to build deeply immersive and
enjoyable platforms and user experiences, something he tackles with relish on
Skrilla's frontend. He is a keen problem solver who brings to the team a wealth
of experience and a different way of thinking driven by his unique background,
including five years at the helm of his own media and software business and
four years working on large scale enterprise projects at Biarri, a world leading
commercial mathematics company.

At the same time, he is a regular game-jammer, crypto tinkerer, an occasional
lecturer in Interactive Media and holds dual degrees in Information Technology
and Creative Industries (Communication Design) from Queensland University
of Technology.

CORE TEAM

Skrilla Team

NICK HEANEY
CEO & Co-founder

DAMON OUDEJANS
COO and Co-founder

JEREMY HARE
CTO

ASH GUY
Head of User
Technology

THOMAS PONTING
Software Engineer

RIAD CHIKHANI
Co-founder

PHILLIP LUU
Director of Services
& Product

ANDREW NGUYEN
Software Engineer

TRACEY YAU
Web Developer

CHANCE WATERS
Director of
Partnerships

BEN LUNDIN
Director of
Marketing

ADVISORS

Lucas Cullen

Lucas is a preeminent blockchain technologist, consultant and international speaker, combining a passion and expertise for the space with community contribution, through his role as a board member of Blockchain Australia, content curator for Blockchain Academy Australia and founder of Bitcoin Brisbane.

Lucas has been developing blockchain solutions since 2012, including as a freelance smart contract developer for Chronobank.io, which had a successful token sale in February 2017, and is the CTO at Civic Ledger, which provides blockchain solutions for public sector markets.

Craig Meagher

Craig is an executive with a wealth of knowledge in building brands, managing large teams, growing commercial revenue, and delivering on world class events whilst focusing on positive customer service.

Craig's experience spans executive roles in several industries, including gaming, online entertainment and ecommerce. Craig was the General Manager at PokerStars, overseeing the company's growth as the number one poker brand globally, prior to steering its successful acquisition by Amaya group, the world's largest publicly traded online gaming company, for $4.9bn.

Dr Adrian McCullagh

Dr Adrian McCullagh, is a lawyer specialising in IT and IT Security law, with a particular focus on the legal implications of blockchain technology. This has seen his appointment to Standards Australia's Blockchain Technical Committee and the International Blockchain Intellectual Property Committee.

Dr Adrian has three degrees from the Queensland University of Technology; a bachelors degree in both laws (honours) and computer science, and a Ph.D in digital signatures, PKI and hash algorithms. He is currently advising four token sales, a number of government bodies, and is asked to speak regularly on the regulatory issues related to the subject.

Dan Crane

Dan Crane is a self confessed technophile, with an extensive career as a technology leader within the Australian betting space. His most recent roles were as Chief Online Officer at Tatts Group, running their $1 billion plus turnover digital operations, to heading up their newly created Innovation team, where he was the product owner of all innovative new technology within one of the world's largest betting and lotteries companies. Dan is also a co-founder at Horizon State, the world's first public blockchain based voting system in wide use.

Dan has an extensive background in leading technology projects in wagering, esports, blockchain, virtual reality (VR) and cryptocurrencies, including a project on the viability of eSports betting within Australia, and the creation of a VR betting app to showcase the new medium's potential.

Scott Cross

Scott Cross is a co-founder and director of Altor Capital, a boutique alternative investment company specialising in private equity and venture capital. Altor Capital led a number of Puntaa's funding rounds. Scott brings extensive experience as a financier spanning his time as a Senior Manager at Macquarie Bank and Altor Capital.

Scott also has extensive betting, payments and startup experience, having founded and exited OneTab, a mobile payment system designed to service the hospitality industry, to Tabcorp, and founded CrossBet, a sports lottery focused bookmaker.

Alistair Doulin

Alistair is a video game industry veteran with multiple PC, console and mobile titles over the past 14 years. He's a dedicated Ethereum miner and brings the best software development practices to the intersection of games and blockchain. Alistair's game industry experience gives him unique insights into esports and the technical challenges faced.

Alistair began investing in cryptocurrencies in 2012 and mining Ethereum in 2016. He brings his extensive programming experience to bear in the preparation and review of smart contracts and technical guidance surrounding blockchain and token sales.

Jamie Skella

Technologist and foresight strategist, Jamie is co-founder of Horizon State, the team behind MiVote's blockchain based voting platform. Formerly Head of UX at the AFL and Director of UX at Tatts Group, Jamie is now launching Australia's first dedicated esports bar in Melbourne's CBD.

TOKEN SALE

TOKEN LAUNCH SUMMARY

Up to one billion (1,000,000,000) SKR Tokens will be created as SKR's total Token supply.

Exchange Rate - 1 ETH = 2,000 SKR (this is subject to change prior to sale due to ETH exchange rates, with discounts applied for Strategic Backers and during the Pre-Sale and Crowdsale Rounds).

Accepted Purchasing Currencies - ETH only

Hard Cap - 150,000 ETH

TOKEN DISTRIBUTION

Maximum SKR created - 1,000,000,000.

The total Token supply at the completion of the Token Sale will depend on the number of Purchased Tokens sold, in addition to Growth Tokens and Team Tokens allocated.

1. **Purchased Tokens** - 60% of SKR Tokens (600,000,000) will be available for purchase during the Token Sale.
   The funds will be used for development, business operations, marketing, legals and contingency over the next four years to deliver on the roadmap milestones. Unsold Tokens from this budget will be non-transferrable, and removed from the usable supply.

2. **Growth Tokens** - 30% of SKR tokens (300,000,000)
   These Tokens will be allocated to ensure that liquidity and incentives will be available to distribute to members and affiliates to grow the network post the Sale.

3. **Team Tokens** - 10% of SKR tokens (100,000,000) will be allocated to the the Skrilla Team (advisors and core team) and vested to align the Team with project delivery.

Growth Tokens

A proportion of the SKR tokens issued will be allocated to a Growth pool for the purpose of providing liquidity to the network, incentivising desired behaviours and driving members to participate in, and grow, network effects. Such incentives will see the automated issuing of tokens to members, influencers and affiliates for the following behaviours:

1. account verification;
2. deposits;
3. entry into paid Contests.
4. referring friends;
5. sharing content; and
6. following social accounts.

Skrilla will also run free to enter contests where the prize pools consist of SKR tokens.

STRATEGIC BACKERS

We are working with existing strategic shareholders and venture capital partners to ensure project success. If you would like to be a Strategic Backer please contact us for further details at support@skrilla.com.

PRE-SALE

We will be offering interested participants the option to register their interest through the website https://tokensale.skrilla.com, in order to increase the likelihood of participation in the Sale, and ensure they can access the Pre-Sale discounts. The Pre-Sale will remain open for three days.

Pre-Sale launch date and time - TBD

Minimum Participation Amount - 10 ETH

Rounds - The Sale will be carried out over three (3) rounds -

Day 1	3000 SKR : 1 ETH
Day 2-3	2500 SKR : 1 ETH

Token contract address - TBD (the contract address will ONLY ever be published on https://tokensale.skrilla.com)

Maximum Pre-Sale - 100% of the Cap can be raised during the Pre-Sale period.

Token Pre-Sale Launch Completion - The Token Pre-Sale will end when either the Cap of 150,000 ETH is reached or a TBD block number is reached.

CROWDSALE

The Crowdsale will be run over a two week period, over three Rounds, with discounts attached to all but the last Round. The Rounds will continue until the Cap of 150,000 ETH is reached or the final Round expires.

Launch date and time - TBD

Rounds - The Crowdsale will be carried out over three (3) rounds -

Day 1	2400 SKR : 1 ETH
Day 2-7	2200 SKR : 1 ETH
Day 8-14	2000 SKR : 1 ETH

Token contract address - TBD (the contract address will ONLY ever be published on https://tokensale.skrilla.com)

Crowdsale Launch Completion - The Token Sale launch will end when either the Cap of 150,000 ETH is reached or a TBD block number is reached.

Additional tokens available - We do not plan to have a follow-on offering.

LOCKUP PERIOD

Lockup period - Purchased tokens will be allocated upon receipt of ETH, however they are not transferable until 14 days from the completion of the last Round of the Sale.

The Tokens will be listed on selected reputable exchanges within 14 days from the completion of the Sale.

This will allow for potential members who potentially missed out on the opportunity to purchase the Token as part of the Sale, as well as members who only become aware of SKR after the Token Sale, to purchase tokens for use within the platform.

This does not apply to Team and Growth Tokens which are subject to Vesting restrictions (see below).

VESTING

Vesting will apply to all Team Tokens issued, to ensure alignment with the community and to incentivise the successful delivery of the project milestones.

Advisor Vesting - Advisors will vest 50% within 14 days of the close of the Sale, and the remaining 50% will vest over two years, with 1/24th vesting each month.

Founder and Employee Vesting - Tokens allocated to Founders and Employees will vest, over a minimum of two years, from the date of the allocation of their Tokens, with 1/24th vesting each month. allocation of their Tokens, with 1/24th vesting each month.

BUDGET ALLOCATION OF ETH RAISED
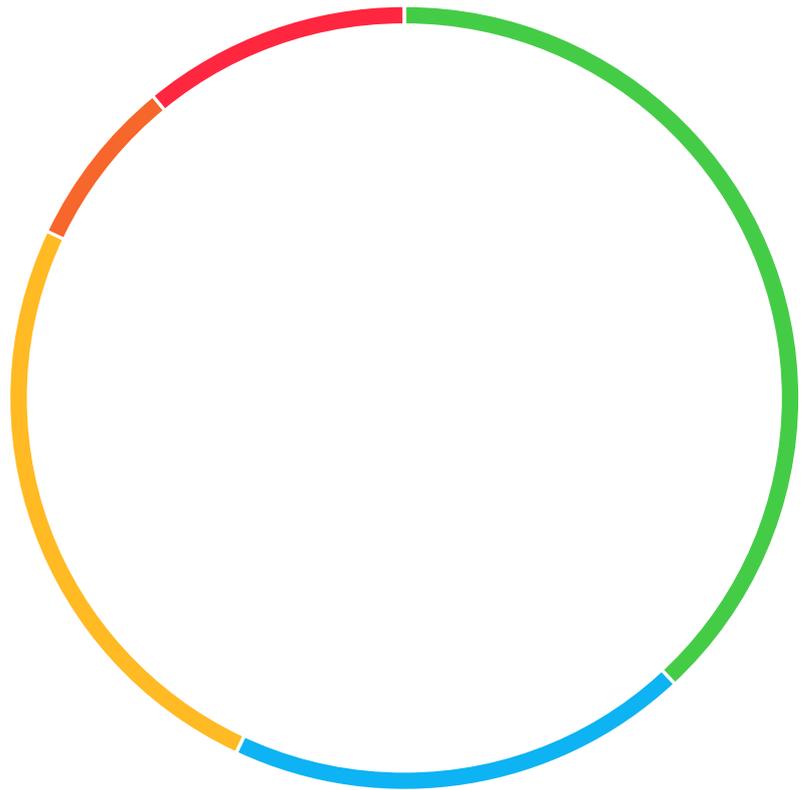
🟢 **38% Development** — core development team to deliver on the transition of the existing Skrilla platform to the blockchain and roadmap milestones.

🔵 **19% Business Operations** — support, trading and business services teams.

🟡 **25% Marketing** — content and digital marketing team to deliver sponsorships, partnerships, and social media ad purchases to scale the member base.

🟠 **7% Legal** — corporate structuring, licensing in various jurisdictions, and ongoing compliance costs with regulatory bodies.

🔴 **11% Other** — contingency fund set aside for unforeseen costs, as well as other key cost buckets including office space, infrastructure hosting and 3rd party data.

ILLEGAL BETTING: WHAT TO AVOID

A number of operators are promoting platforms, which in many cases represent unlicensed and illegal gambling, either thinly disguised as legitimate, or blatantly promoting blockchain and tokens as a solution to circumvent regulation.

The following types of platforms should be approached with caution, where they fail to meet regulatory standards, due to the risks involved for participants.

Prediction Markets

Prediction markets are a betting market on an event, where a group of people speculate on the predicted outcome. They are classed as a bet exchange, regardless of how they label themselves, requiring regulatory oversight in most jurisdictions.

Skin Betting

Skin betting, is the use of cosmetic or decorative in-game items, as a virtual currency to bet on the outcome of professional esports matches. The industry has been embroiled in controversy in recent times, with rampant underage gambling, undisclosed ownership of platforms by influencers, rigged games, and regulatory action undertaken against these illegal operators.

Unlicensed Betting Platforms

Unlicensed betting platforms abound, often located in lightly regulated jurisdictions, and providing none of the customer protections that legitimately licensed betting providers are required to. This can see participants breaching the law, and no recourse when a site goes down and the money disappears with it.

POTENTIAL ISSUES

Underage gambling

The biggest concern with these platforms is the ease of accessibility for underage minors. This has been particularly prevalent in skins betting, with non-existent customer verification procedures, necessary to stem fraud and underage access.

Consumer protections

Licensed and regulated operators are subject to a range of protections, to ensure consumers are protected, that do not extend to unregulated platforms. This includes monitoring and supporting problem gamblers, geoblocking jurisdictions in which betting is illegal, pre-set limits on the amounts members can deposit or bet, and exclusions for unsuitable members.

Protection of funds

Unlicensed operators ensure that members have limited recourse in the event that disputes arise, bets are left unpaid, or operators abandon platforms and disappear with members' funds.

WHY DOES THIS MATTER?

Due to the recent momentum surrounding token sales and the inherent benefits of betting with a decentralised token, a number of operators have arisen seemingly overnight to take advantage.

The concern arises with those token sales and proposed platforms that do not have existing experience as licenced operators, limited or nonexistent communication on the subject, or worse still, dismiss the regulatory and licensing considerations as unnecessary in a decentralised solution. Those operators are likely operating illegally, and members placing bets or entering contests, are potentially breaking the law in selected jurisdictions. Further for any token purchaser, this represents a significant risk of the token utility going to zero in the event that the public facing operators and developers are pursued by regulators, or they are a fraudulent front.

Skrilla represents the antithesis of this, as the passionate cause of two partners with an extensive track record of serving the esports community, building innovative P2P wagering products and working with regulators to ensure customer protections. We are a licensed, fully regulated, global esports wagering brand, and are working with a range of jurisdictions and regulators to further that scope. Finally we are community first, which is the core reason we are transitioning the platform onto the blockchain; to provide a decentralised solution to maximise the benefits for the members of the network.

FAQS

What does SKR stand for and what is it?

Skrilla (SKR), a token based on Ethereum technology and the ERC20 protocol, is the core unit of exchange in a licensed, fully regulated, P2P esports wagering platform. The primary function of SKR is as a utility token within the Skrilla platform, to enter contests, place bets and receive winnings. Growth tokens will also be allocated to members and affiliates to incentivise activation, retention and referral behaviours.

What do SKRs represent?

SKRs are tokens in a new blockchain esports P2P betting platform. They are not refundable, nor are they securities or for speculation. There is no promise of future performance. There is no suggestion or promise that SKR has or will hold a particular value. SKRs give no right in the company and do not represent participation in the company. SKRs are sold as a functional good. Any value received by the company may be spent without conditions. SKRs are meant only for experts in cryptographic tokens and blockchain-based software systems.

What amount is being raised? What's the cap of tokens? Will there be a follow-on offering?

We have set a Hard Cap of 150,000 ETH. We do not plan to have a follow-on offering.

What cryptocurrencies are accepted in the token sale?

ETH is the only cryptocurrency accepted during the token sale in exchange for SKR tokens. You will be required to have an Ethereum wallet to participate in the token sale. SKR are Ethereum derived tokens. If you hold BTC or some other cryptocurrency it can be exchanged for ETH and used to participate in the token sale.

When will the pre-sale and token sale happen?

We're working with security auditors to finalise the contract. When they have completed their analysis we will announce the confirmed dates of both the pre-sale and token sale. Note that the SKR pre-sale and token sale parameters will be tied to the block number, so times will depend on Ethereum mining rates. The contract will be pushed to github and Ethereum mainnet at least 3 days before the presale starts. We'll also give people a week to interact with the contract on Ropsen / testnet.

What is the price of SKR?

SKR will be set at fixed ratios to ETH. We may adjust these slightly with ETH volatility as we get closer to the contract deployment date. The non-discounted exchange rate will be 2,000 SKR per ETH. With the maximum discount for pre-sale participants of 3,000 SKR per ETH.

How will Skrilla use ETH raised during the Token Sale?

The ETH received in the token sale will be used by the team as per the budget allocation listed, with a strong focus on building out the blockchain based P2P wagering platform, which uses SKR as the core unit of exchange.

How will Skrilla store ETH?

Skrilla will use the standard Ethereum multisig wallet to store ETH as well as transfer a significant portion into cold storage.

DISCLAIMER

This document is a technical Whitepaper setting out the current and future developments of the Skrilla platform and the Skrilla ecosystem. An integral aspect of the Skrilla ecosystem is the issuance and usage of the crypto-token known as SKR.

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