



CoinPoker

EXECUTIVE SUMMARY



Crypto-Currency Based
Online Poker Room

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1. Executive Summary

CoinPoker is a poker room built on blockchain technology that will offer fantastic value for poker players and cryptocurrency purchasers. Poker players will benefit from games offered at extremely competitive rakes with huge valued added bonuses and promotions to drive traffic and a potential appreciation of their CHPs, which is the currency that will power the economy.

CoinPoker is not a concept, it's been fully developed and is ready to launch post ICO ensuring immediate benefits to the CHP purchasers. The software is fully tested and the MVP (minimum viable product) is ready to try. Millions have already been invested to get the software to this state.

CoinPoker's blockchain technology also solves the key obstacles inhabiting the growth of online poker today, namely avoiding payment processing issues, managing game integrity, creating purely random number generation and allowing for blockchain marketing initiatives. Even product design, new games can be controlled by a blockchain voting system based on user preferences.

The timing is perfect for CoinPoker as recent forecasts expect online poker to surge in popularity with previously taboo markets coming back online (such as parts of the U.S) and poker growing in popularity in emerging regions such as Asia and South America. Expenditure is set to treble of the next 3 years.

Due to the reasons listed above, we would like to introduce you to our ICO, or Initial Coin Offering. Pre- ICO is going to start on November 16th, and the ICO is expected to start mid-January. Throughout we will be releasing 500 million of our Tokens called Chips (CHP). Chips will be our official currency that will circulate within the platform, benefiting the holders of the currency.

2. CoinPoker is live today!

CoinPoker is not a concept, it's already here! As proof, you can play a fully functional CoinPoker desktop application. You can jump in and try it with your friends right now.

There are already various promotional events running for the recreational players who want to give this app a go. Play against your friends or with others online. Any feedback would be greatly appreciated.

3. The state of online poker today

The growth of online poker has plateaued somewhat mainly due to regulatory and game integrity issues. Despite these obstacles, forecasts going forward are strong with expenditure expected to double over the next 3 years - estimated to reach a staggering USD \$5.2 billion by 2020 in US alone. The increased growth is put down to increased demand in emerging markets and previously closed markets (such as the U.S) opening again.

CoinPoker has the potential to revolutionise online poker by solving the "old world" issues using blockchain technology, which have stifled growth in recent years.

4. Game integrity

The industry has suffered significant reputational damage due to a number of high profile scams (e.g. UltimateBet and Full Tilt Poker). In addition to the public scams, there are under the surface issues specifically with unfair tactics such as collusion, robots and exploitation of non-random shuffles. Because of this unfair play, the gap between the novice player and the professionals has never been greater, which means that new players to the ecosystem have difficulties becoming established which reduces their value to the network. Blockchain technology has the potential to change this.

4.1. Fairplay (fairblock) program and initiatives

CoinPoker will introduce a Fairplay security and fraud system. Blockchain technology will be at the heart of the Fairplay system.

Our team of poker professionals and computer algorithms will look for anomalies to help to identify unfair play. Such anomalies might include simple solutions such as too many continuous games without a break,

or too many simultaneous games (indicating bots) being played at a high level, or, accounts playing too quickly and at a very high level consistently. Even mouse clicks and other actions can be used to identify unfair game play.

More advanced techniques will involve identifying fraud (such as collusion) using artificial intelligence and other machine learning algorithms, which might extend to deep learnings. Outside of machine learning, Benford's Law can also be implemented to detect other forms of fraud, much like banks and other financial institutions use. For example, this technology could be used to pick up chip dumping.

4.2. Random number generation (RNG)

In the past, all software- based RNG are effectively pseudorandom number generators (PRNGs), which is a process that appears to be random but is not and therefore could be exploited. CoinPoker will introduce a new RNG technology based on a blockchain methodology which will significantly increase randomness making the algorithm difficult to be exploited. Our blockchain implementation will be fast enough that it will work seamlessly in the background.

4.3. Deposits and withdrawals and identity

Even if you are playing at a reputable room with a fair game, problems exist around payment processing. The timeframe for withdrawals takes at least two full days and much longer in some regions. With smaller networks that have less established payment processing solutions, withdrawals can take weeks or months. Some poker rooms still send a cheque in the mail!

CoinPoker will operate on Ethereum smart contract based crypto-currency protocols and will introduce a new cryptocurrency called a "CHP" (CHiPs).

The blockchain era eradicates this problem as the CNP currency will instantly be able to be converted to other crypto currencies or traditional fiat currencies available to you via your e-wallet. This process addresses two of the major concerns that have affected the growth in poker. It opens up previously closed geographical markets and bypasses third party banks, e-wallets and other brokers who create distrust in the poker community and cause payment delays.

Another key advantage of CoinPoker is that smart contracts will guarantee the token holders' anonymity and safety. Backed by solid legal opinions worldwide, the poker room will operate with maximally simplified registration process, avoiding redundant user personal data collection.

5. Value to poker players

CoinPoker will provide never before seen value to poker players across a range of games. CoinPoker will offer traditional "cash" games and tournament play all using CHP tokens. Initially, CoinPoker will allow poker players to play the most popular games including Texas Holdem No Limit and Pot Limit Omaha with a limit starting at the equivalent of €0.05 for the big blind all the way up to €5. Starting with lower limits is expected to attract the recreational players, which is essential to build a thriving community.

5.1. Money back to the community

Rather than providing traditional rakeback, whereby the mechanism is often unclear and sometimes shady, CoinPoker will return no less than 25% back to community using a blockchain based community reward system to keep poker rooms liquidity and stable in a fair and transparent manner. The revenue will be distributed using Smart contracts.

Every month no less than 25% of the revenue raised will be returned to the community through various promotions including rake races, daily tournaments, jackpots etc. This is very important part of this project as these tools will ensure player loyalty through rewards. Not only that, these monthly contributions will reach players pockets and keep tokens circulating for a significant time period. Much of the focus will be in supporting new recreational players to the network.

5.2. Low rake

We will offer very competitive rake with cash games raked @4% with certain caps adjusted for different limits, this is significantly less than the market average of 5%. Importantly, many of the regions that we will market to have no alternative and often play offline poker with higher uncapped rakes. CoinPoker will offer tremendous value to those players.

6. Value to cryptocurrency investors

Holders of CHP post ICO will benefit from an increase in the price of CHP as demand for coins increases. The only way for any poker fan to play at CoinPoker is to buy coins at market rates. If the site grows, as outlined above, so will the price of CHP coins, this will result in more utility and use on the platform.

CoinPoker will release 500 million CHIPS (CHP) tokens into the market and this amount will be fixed. Newcomers to the site after ICO, or those who have lost and need to chip up again, will need to buy additional CHP. To do this, they will need to buy CHP on the exchange from holders of CHPs looking to cash out, these transactions are done at market rates. This structure of fixed supply and increasing demand will cause the price of CHP to rise facilitating a significant return-on-investment for early adopters.

Here's simple example: if there's 1,000 coins in the market spread evenly between 20 players with 50 coins each. Statistically if 5% of poker players are winners in online poker, eventually all the coins will end up in one player's wallet. So the remaining 19 players will have to buy additional tokens in order to play and this demand will increase the value of all tokens.

7. Player partnership and referral program

One of our focuses after the ICO will be to develop a player partnership platform. Such programs have been a significant driver of traffic for traditional online poker rooms. However, the advantage of CoinPoker's blockchain technology is that affiliates can have full visibility over the players they refer because blockchain can be used to monitor their activities. Building this technology will be a priority and should empower affiliates to maximise the engagement of their referrals, increasing network revenues.

This platform can extend to monitoring players results, bonuses, deposits and other financial data. Affiliates can manage their own business and even empower sub manages and team leaders under a tree structure. Master affiliates can also provide poker training etc. to different referrals based on their ability which is visible.

8. Advisors and Team

Our project is heavily backed by the poker community as well as crypto enthusiasts all over the world. Our advisors board includes such respected names as HSDB, Pokertube, PokerNews, as well as Brian Hall, Warren Lush, Teresa Nousiainen. We're planning to add a lot more familiar faces including poker pros and crypto industry sharks as the project progresses.

8.1. Meet our Team

- **René Boutestijn** - Chief Development Officer
- **Justas Kregždė** - CTO & Smart Contract Developer
- **Michael Josem** - Head of Security
- **Isabele Mercier** - Community Manager
- **Paulius Mikaliūnas** - Product Manager
- **Alex Mishiev** - Online Business Strategy & Digital Marketing Expert

8.2. Our Advisors & Partners

- **Antanas Guoga – Tony G** - Entrepreneur
- **Mike Segal** - Cryptography expert
- **Kevin Hobbs** - Blockchain Technology Expert
- **Danilo S. Carlucci** - Marketing & Communication Expert
- **Emerson Fonseca - CryptoFonzy** - Blockchain Consultant, Cryptocurrency Trader and Community Advisor
- **Teresa Nousiainen** - Poker and Community Advisor
- **Warren Anthony Lush** - PR and Marketing Expert
- **Brian Thomas Hall** - Legal Advisor
- **Eugene Dubossarsky** - Data Scientist
- **Chadd Burgess** - Quantitative Trader & Capital Markets Consultant

8.3. Partners

- **ValueNet Capital** - Venture Fund Investors
- **DigitalX** - Financial & Technical Advisors
- **Pokernews** – Biggest online poker news and affiliation site in the world
- **HighstakesDB** – Online Poker News
- **Pokertube** - World's largest poker media portal, providing all the essential poker TV shows, live events and videos.