



TRADEPLAYZ

THE PREMIERE FANTASY INVESTMENT TRADING APP

W H I T E P A P E R

v 2.2

RAISE THE STAKES. ПОВЫШАЙ СТАВКИ.
DIE EINSÄTZE ERHÖHEN. AUGMENTER LES ENJEUX.
ELEVAR LAS APUESTAS. 提高賭注. ステークスを上げる.

DISCLAIMER OF LIABILITY

The purpose of this White Paper is to present TradePlayz and Zed tokens to potential token holders in connection with the proposed Token sale occurring December 20, 2017. The information set forth below and its elements does not constitute a contractual relationship of any kind. This document's sole purpose is to provide relevant and reasonable information to potential token holders and prospective investors, in order for them to determine future involvement with the proposed opportunity. Equally, it is provided to enable thorough, concise and transparent analysis of the company for the presumed intent of purchasing and investing Zed Tokens / TradePlayz, the app.

- The content within this document is not considered to be an application for investment, nor does it, in any way apply to the offer, or offer to purchase any securities in any legal jurisdiction. This document is not drawn up in accordance with the laws or regulations of any jurisdiction and is not subject to laws that are intended to protect investors (ie: SEC).
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- The TradePlayz token can not be used for any purpose other than those specified in the White Paper, including, but not limited to, any investment, speculative or other financial purposes beyond application within the TradePlayz app.
- The TradePlayz token is not intended for sale or use in any jurisdictions where sale or use of digital tokens may be prohibited.
- The TradePlayz token does not give any other rights in any form, including but not limited to any property, distribution (including but not limited to profit), redemption, liquidation. (including all forms of intellectual property) or other financial or legal rights, with the exception of those specifically described within the content of this White Paper.
- Some statements, estimates and financial information contained in this White Paper represent statements or information concerning the future of the TradePlayz app and TradePlayz token. Such forward-looking statements or information are associated with known and unknown risks and uncertainties that could cause actual events or results to differ materially from those estimates or results implied or expressed in such forward-looking statements. This specific White Paper can be changed or modified over time to provide more detailed information. Additionally, more information can be requested at any time by registering an inquiry.
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1. ABSTRACT

Games and competitions are held from an elimination guideline. Games are conducted on the basis of real-time quotes from the cryptocurrency market. The Zed token, released by us, becomes the official game currency. The Zed token sources the entry fees for the competitions as well as the winnings paid out to the victor(s).

TradePlayz is a mobile platform for playing «Fantasy Trading and Investment» with real winnings / rewards based on real value through the Zed token. We believe that the best elements of gaming, excitement and the passion of trading and investments, can be obtained from an honest and fair platform, that is equally thrilling.

With these elements decidedly in mind, we have coupled them with blockchain technology; where all games are held between real people. Thereby, players are creating the unique and thrilling personality, and environment, of our product.

TradePlayz is the world's premiere platform for fantasy trading and investment that allows you to earn winnings / rewards based in real value, with your own mind, from simply playing the game, learning the markets, teaching yourself through experience and trading actively. In this way, we actively encourage and help our users to enrich their lives mentally, and literally. Raise the stakes!

1.1 VALUE PROPOSITIONS

Transparency – the whole history of trading and it's results is created by blockchain technology.

Fair play, fair game – Only real people, the same terms and rules for everyone without exception. Real time quotes, real time experience and real time excitement.

Low Risk – low entry fees to each competition, with a large potential profit margin.

Legality – Listed under the «game of skill» category - this makes it so TradePlayz meets the legal requirements of almost every legal jurisdiction and government entity.

1.2 SHORT-TERM OBJECTIVE

The success of a new, legal fantasy trading and investment platform is largely dependent on network effects in maximizing liquidity pools. Our goal is to be the first legal online trading game to market and to leverage this first-mover advantage in establishing TradePlayz as a legitimate market contender and the market leader as the premiere medium.

1.3 LONG TERM GROWTH STRATEGY

Our strategy is comprised of two macro phases: (1) To first build out the technology and liquidity for our platform as a B2C operator to prove the desirability, integrity, and credibility of our solution to selected local markets with strict observance of legal standards, (2) After proving retention and consistent growth by volume; and finally, expanding globally.

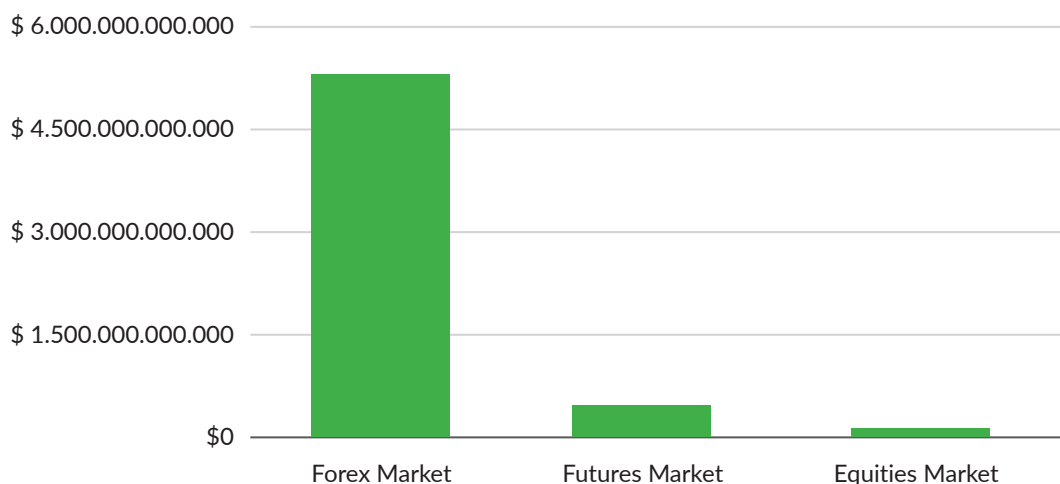
2. MARKET AND INDUSTRY

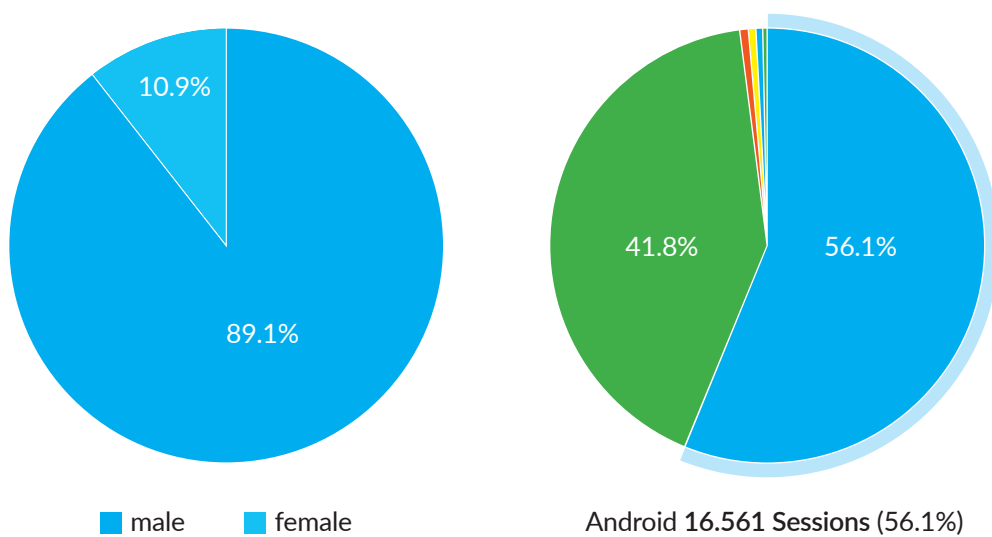
Since our main market is trading and investment from a gaming and fantasy perspective, we will analyze both markets in great detail with vigilance.

2.1 GLOBAL TRADING MARKET

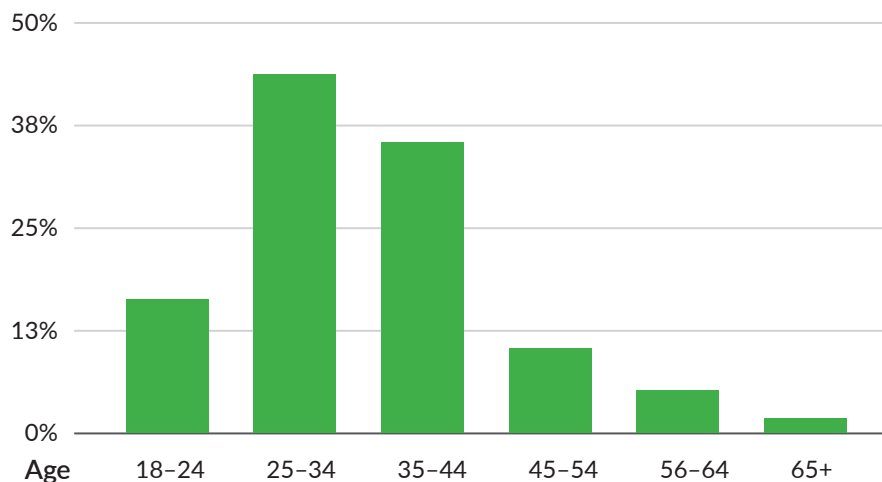
In 2016, the global trading industry revenue was \$5.9 trillion (USD).

- Over 35% of traders search for a broker using a mobile or tablet device. Traders prefer Android over iOS.
- 56.1% of traders have an Android phone, while 41.8% use iOS. Samsung is the most popular brand among traders using Android. In Binary option trading every trade lasts from less than 10 minutes to a maximum of 19 minutes, according to extensive and established research.





Traders are getting started at a younger age. 43.5% of traders in 2017 were aged 25-34. This is up by almost 1% compared to 2016. 10.9% of them are women and rising as well.



2.2 BINARY OPTIONS INDUSTRY

Binary options «are based on a simple 'yes' or 'no' proposition: The question is, will an underlying asset be above a certain price at a certain time?

Binary options are often considered a form of gambling rather than investment because of their negative cumulative payout (the brokers have an edge over the investor), because they require little or no knowledge of the market.

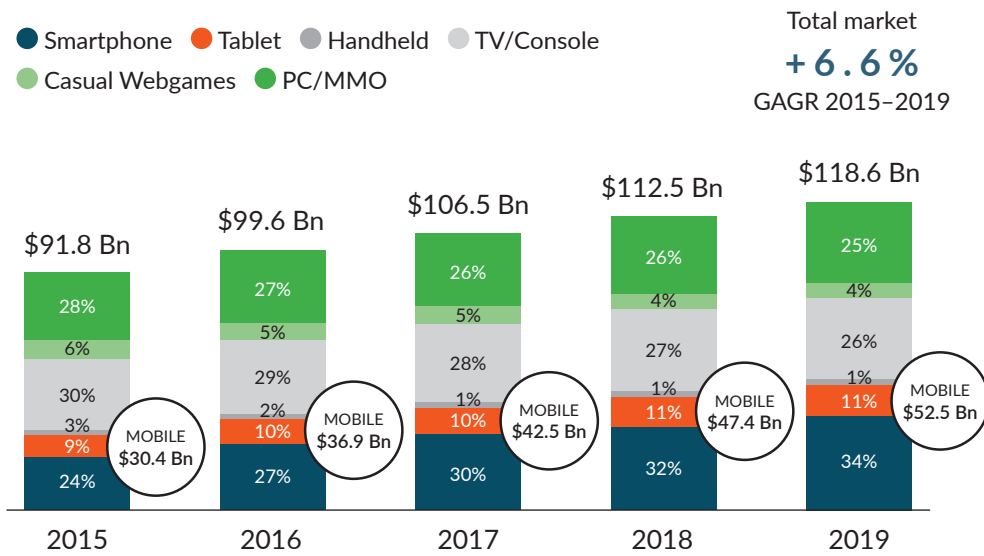
One of the biggest binary options platform in the United States makes almost 1M profit per day. IG Group, One of these top companies made \$305.1 million of net trading revenue in 2016.

2.3 GLOBAL GAMING MARKET

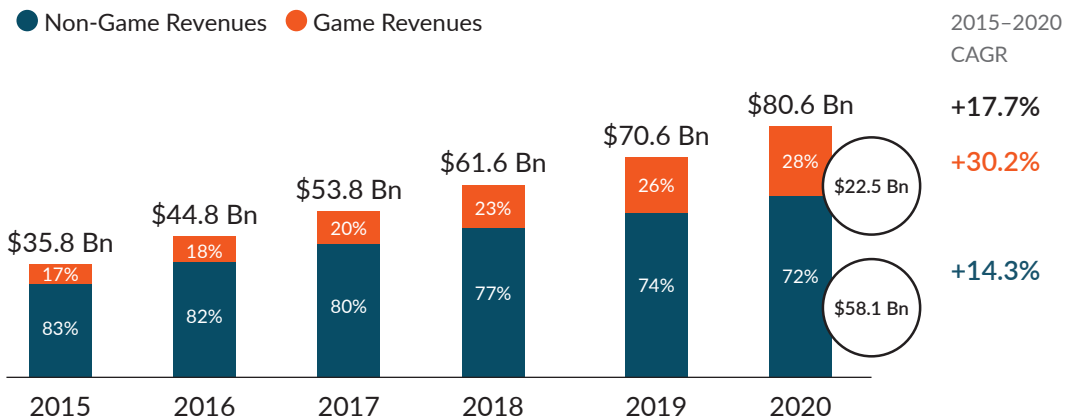
In 2016, global gaming industry revenue was \$99.6 billion. By 2019, the industry is expected to increase by 20% to \$118.6 billion.

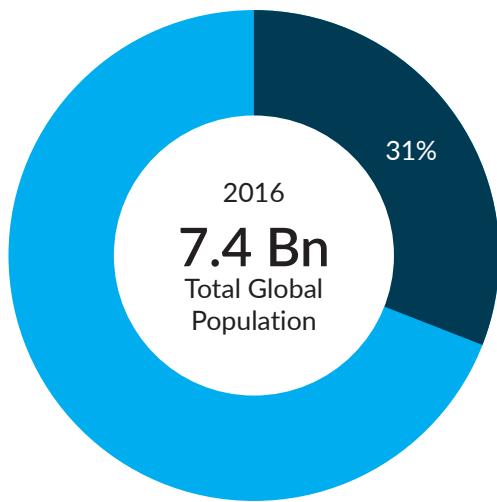
Of that growth, the global mobile gaming market is the fastest growing sector. The mobile gaming market was \$36.7 billion in 2016. At current growth rates, the mobile gaming market is expected to grow 58% to \$58.1 billion by 2020.

2015–2019 global games market
Forecast per segment toward 2019

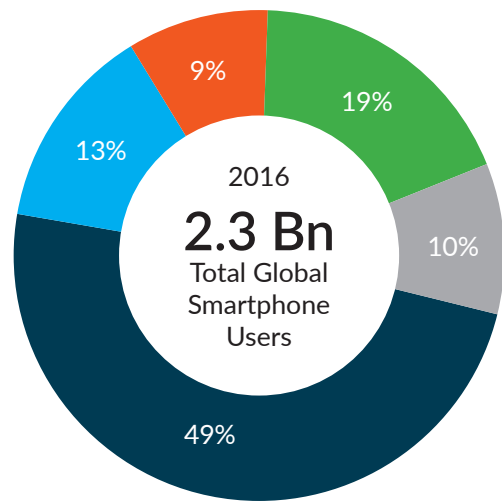


The region of greatest growth in mobile gaming markets is Asia, which consists of 49% of all smart phone users.





● Smartphone Users



● EU ● NAM ● APAC ● MEA ● LATAM

3. TOKENSALE OVERVIEW:

Over the past 6 months, the team at TradePlayz has been building the platform on which its game/trade services will be launched. The next stage in our development will be the release of our own cryptocurrency – Zed, to fee the all processes inside our game.

100 Million TradePlayz Tokens will be created. These will be issued once the crowdsale is completed. Discounts will be available for first day crowd sale participants only and during the private sale. For information contact crowdsale@tradeplayz.com.

Start Date	Dec 20, 2017, 00:00 (GMT+0)
End Date	Feb 28, 2018, 23:59 (GMT+0)
Duration of Token Sale	70 days total, see ICO stages below
Option for early termination	Yes, upon reaching \$30 million USD (hardcap)
Technical limit to the number of tokens	100,000,000 (one hundred million)
Secured methods of token purchase	
Mincap	\$3 million USD
Adjustable distribution	Unsold tokens will be destroyed

Our ICO will continue for a total of 70 days starting from 20.12.2017 until 28.02.2018. During this period our Zed token will have various discounts, depending on the stage of the ICO.

The ICO stages are divided into the following segments:

20.12.17 – 10.01.18	Zed price – \$0.25
11.01.18 – 24.01.18	Zed price – \$0.30
25.01.18 – 07.02.18	Zed price – \$0.35
08.02.18 – 14.02.18	Zed price – \$0.40
15.02.18 – 21.02.18	Zed price – \$0.50
22.02.18 – 28.02.18	Zed price – \$0.60

62% will be available for tokensale, another 20% will be reserved to support the economic model within the TradePlayz system, 18% is reserved for the company TradePlayz, teams and bounty programs.

Once the ICO is over, the 20% of 100,000,000 of the Zed tokens reserved for the support of the economic model within the TradePlayz platform will be available only through the official TradePlayz platform at the price of \$1 for 1 Zed.

The maximum number of tokens is limited to 100,000,000 (one hundred million) tokens. Further issuance (issue, mining) is strictly prohibited and is not provided for under a smart contract.

Project team members, advisors, and otherwise other people who are awarded with Zed tokens as a compensation for their efforts will not be able to use said tokens for a period of 6 (six) months until after the official release of the TradePlayz platform.

18% will be distributed for:

1% – for members of the bounty program (available after the end of the ICO);

7% – for the team and advisors (tokens will be frozen for a period of 6 months);

10% – for the company's founders (tokens will be frozen for a period of 6 months).

20% will be distributed for:

Reserve prize fund for rewarding

62% will be distributed for:

20% – on the development of a decentralized gaming matches between players and decentralized tournaments;

42% – is reserved for legal expenses, opening offices, marketing promotions;

All unsold tokens will be destroyed within 48 (forty eight) hours after the completion of the ICO.

If, at the end of the ICO, an amount less than the equivalent of US \$ 3,000,000 is collected, then all collected funds will be returned to participants (customers / users) within 48 (forty eight) hours after the completion of the ICO.

3.1 TOKEN DISTRIBUTION

- For each member of the crowdsale, a personal wallet will be created, the address of which will be used to enroll the tokens.
- A private key of the wallet will be sent in the automatically generated letter in a PDF file.
- Tokens can be purchased for Bitcoin (BTC), Ethereum (ETH), fiat payments and others
- The user can transfer the wallet to any convenient service with ETH ERC20 support independently.
- All information about the transfers will be kept in Blockchain and user account
- All tokens will be stored in the generated private wallets on the site and can be sent to personal wallets after the end of the ICO.

4. INTRODUCTION OF THE TRADEPLAYZ APP / PLATFORM:

TradePlayz is the combination of two industries in one. It is equal parts mobile gaming and mobile trading, collectively. Tradeplayz is a mobile platform for playing «Fantasy Trading and Investment» with real rewards provided by our Zed token. We believe that the best elements of gaming, excitement and the passion of trading and investments, can be obtained from an honest and fair platform, that is equally thrilling.

With these elements decidedly in mind, we have coupled them with blockchain technology; where all games are held between real people. Thereby, players are creating the unique and thrilling personality, and environment, of our product.

TradePlayz is the world's premiere platform for fantasy trading and investment that allows

you to earn winnings / rewards based in real value, with your own mind, from simply playing the game, learning the markets, teaching yourself through experience and trading actively. In this way, we actively encourage and help our users to enrich their lives mentally, and literally. Raise the stakes!

Games are held through an elimination basis and are conducted on the basis of real time quotes within the cryptocurrency markets through the use of blockchain technology. The TradePlayz token, released by the TradePlayz organization, will be the official game currency that sources the entry fees as well as the winnings / rewards.

Game Types:

Each user / player will have a wide variety of competitions to participate in. Each tournament, no matter the size, will guarantee rewards / winnings to the winner. Powered by the knowledge and skill of the user / player, while also increasing their confidence and knowledge at the same time.

Before the existence of the TradePlayz organization / TradePlayz app, private wagers with friends by their own rules is all that has existed in very private communities and organizations with little governance, but also limited to a very small, select group of private players.

With TradePlayz, we have solved several problems at once:

- **Transparency:** We have created a platform with the use of block technology technologies to incorporate the entire history of each trader so it can be easily verified.
- **Honesty:** Trade is between live people / users / players. Everyone plays and operates on the same equal footing and fair terms, in real time, to ensure the thrill, excitement and pleasure of the TradePlayz atmosphere. No one has an edge or advantage, except for their knowledge or skill. May the best player win!
- **Profitability:** Minimum stakes with a large margin. With a low entry threshold and a large potential profit for the winner, we have created an environment where knowledge and skill pays, and the potential payout is big!
- **Legality:** The TradePlayz game is a «game of skill” not “game of chance”, so it is allowed almost everywhere around the globe. Making it possible for users to not only use their knowledge, where many could not have the same opportunity before; but profit from their dedication to evolving their intelligence within the investment world.
- **Global Involvement,** because of the TradePlayz organization finding and creating a niche market in the global gaming, cryptocurrency and investment world it will allow for a number of users / players / gamers / investors to take part in a capacity that once was impossible.

With the cryptocurrency world growing at a juggernaut pace, the TradePlayz platform creating a niche market for global gamers / users / players / investors. It is destined to become a staple of not just the gaming and investment world, but the investment educational world on a global scale.

What is TradePlayz:

Since the creation of the first publicly traded company on March 20, 1602, The Dutch East India Company, people with the means and desire to create a better future for themselves have equally desired to invest appropriately and wisely. With the ripple effect that has followed, investment in publicly traded companies and regulated currencies has become heavily regulated globally. The regulations, while necessary, have caused many hindrances for the common man seeking a better life in his or her pursuit of happiness. It is with this in mind that TradePlayz was created, to give knowledge and empowerment to anyone who is willing to work for their knowledge, play by the rules and exercise a healthy level of competition. Our deepest desire is to see each of our users / players grow in knowledge to apply it beyond the TradePlayz platform.

The TradePlayz platform creates a safe environment for gamers / users / players / investors on a global level, free of many unnecessary regulations that have held many other organizations / companies back in the past. It is equally a game as much as it is an educational tool and investment market metric that we believe will achieve many desired and very specific results.

1. **Knowledge** – As gamers / users / players / investors participate in the games provided by the platform with each other, they will gain real experience that has been exclusive to them and many others over hundreds of years.
2. **Money:** Gamers / users / players / investors will undoubtedly play. Some will win, some will lose. The winners will be paid for their efforts and knowledge, as the adage proclaims, «to the victor belongs the spoils.» The losers will gain knowledge at a minimum risk in a safe environment that will encourage them to get back in the game and play to win again and again.
3. **Confidence:** In time the game will no longer be enough for the more experienced users as they will desire to apply their knowledge to the real markets and hold other positions with alternative currencies in the real markets that are not games. Our end goal is to see each player succeed to this end and to not only walk away a winner from the TradePlayz games, but as a winner in the established securities markets.

4.1 PLATFORM

Our aim is to provide the best binary options platform in the market by providing an honest, fair, guaranteed payout with 100% transparency at the highest reward rate and best user friendly system to gamers / users / players / investors. The TradePlayz Platform doesn't make money from traders losses but from fees per game.

4.2 QUOTE PROVIDER

MVP version: Uses cryptocompare.com as quote provider. «At Crypto Compare we pride ourselves in showing the most accurate live prices, charting and market analysis from 37 of

the top crypto exchanges globally. Our content editors keep the mining data, be it company, mining equipment or mining contracts up to date with the latest pricing and products available on the market».

Later versions will utilize Xignite as quote provider. Xignite provides high quality quotes to many different banks and platforms.

4.3 ETHEREUM BLOCKCHAIN

TradePlayz' token smart contracts and trading history(s) will be deployed on Ethereum's blockchain (ERC20 standard). Trader and Bankrollers funds are also stored on the Ethereum blockchain.

The link to the smart contract and the address will be available at least 24 hours before the start of the Crowdsale.

5. ROAD MAP:

1. Global presentation of our brand / product / organization at global exhibitions: Moscow, Belarus, Amsterdam, Singapore, USA, etc.

Done	Minsk
Done	Moscow
Done	Amsterdam
January 9, 2018	Dubai, UAE
January 17-19, 2018	St. Moritz, Switzerland
January 17-19, 2018	The North American Bitcoin Conference
January 25, 2018	Philippines
February 5-6, 2018	Amsterdam, Netherlands

February 8, 2018	Gibraltar
February 13, 2018	Saint Petersburg
February 16-17, 2018	Dubai, UAE
February 21, 2018	Switzerland

2. The first batch of Zed tokens with a ETH, Bitcoin, Fiat Pre-Sale cap will be placed on sale for early investors.
3. Global IOS / Android public release of version 1.0, the first beta version of the TradePlayz multiplayer online game for traders. Global public release of the 2.0 version to follow. Providing full integration and functionality of the app / platform on a global scale through centralized and decentralized tournaments provided only through the TradePlayz platform.

Tournaments via subscription.

Global expansion. Opening a first office and global headquarters with others to follow, to ensure a global presence 24/7. We are planning to expand and release our app / platform globally to the following continents:

After our flagship office is opened, a new roadmap will be introduced to reflect the updated and current demands of the organization / users / investors.

December 15, 2017	Application release for iOS
December 30, 2017	Application release for Android
March 5, 2018	Integration of the Zed tokens into the application. Tournaments via subscription
May, 2018	Multi-table and CIS tournaments
September, 2018	Desktop and web versions of the application
November, 2018	Cashplay system, private tournaments

4. Token Sale. The rest of TradePlayz Zed tokens will be placed on sale and offered to the public. The Token Sale will be active for 30 days with a Max Hard Cap of \$30 million (USD).

5. Global expansion. Opening a first office and global headquarters with others to follow to ensure a global presence 24/7. We are planning to expand and release our application on the markets of the following continents:

March, 2018	United States of America
May, 2018	European Union
September, 2018	Asia
December, 2018	Latin America

6. After the first office is opened a new roadmap will be introduced to reflect the updated and current demands of the organization / users / investors.

6. THE TRADEPLAYZ TEAM:

Alex Vinokurov: As CEO (Chief Executive Officer), Alex has always had his mind set on business. His dedication to seeing TradePlayz become a reality is clear as the founding member of the organization. Since the age of 16, Alex has managed his own businesses off and on with a strong entrepreneurial mindset. By joining his interests in betting games and gambling with digital age technology, and his knowledge of the investment markets, he was able to lay the foundation for TradePlayz.

Nikita Krestyanikov: As CTO (Chief Technology Officer), Nikita has all of the skills demanded for such a position with a unique focus. He has a strong background as a poker player, cryptoinvestor and serial entrepreneur. He is responsible for all of the stylistic elements and functionality of the TradePlayz platform / app and fusing them with mathematical logic. He is the engineer of the TradePlayz platform, making it possible for our users / players to have the fullest and most secure experience possible.

Alex Kondratenko: As CDO (Chief Design Officer), Alex is responsible for the UX/UI design of the platform / app as well as the direction of all of the stylistic components and visual elements used in print or within the architecture of the app. Alex is a full stack communication designer who enables the team as a whole to capture the media necessary for TradePlayz.

Michael Todd: As CBDD (Corporate Business Development Director), Michael brings his wealth of experience in international business development, branding, design, marketing, investment and partnership engineering to the team. Michael is a full package entrepreneur and has been a founding member of 3 startups and has been a corporate level entrepreneur and senior business developer for 10+ years. He is an essential part of TradePlayz that secures international growth and development in every sector.

Leonid Minderov: Team Lead. Project development team leader. Specialization – development of iOS-based mobile applications, over 8 years of programming experience. Took part in development of 3 startup projects for the Russian market.

Anton Ignatov: Android developer. 6 years of Java programming experience. Constantly involved in development of various projects for the western market.

Artem Nurullin: Product manager. The person in charge of linking the technical specialists and the marketing department. Founder of a digital company specializing in development of IT-products.

Vyacheslav Oktyabrski: Community manager. The youngest member of the project. Has a keen interest in blockchain-technologies. Responsible for interaction with the users and potential investors in social media and messengers. Co-author of technical and promo-documentation.

Polina Karkina: UX/UI Designer. In charge of art design of chat boxes, animations and interactions with the TradePlayz application.

Yana Bespalova: PR-specialist. Responsible for outreach to the press, participation in events, development and redaction of content, promo-materials and advertisements.

Vitaly Litvak: PR-coordinator. Responsible for developing and maintaining the public image of the project. Spent most of his life in Israel, was involved in various projects ranging from education to oil and gas industry.

Julia Baldina: Accountant. In charge of money transfers and tax management.

7 TRADEPLAYZ TOKEN – «ZED TOKEN»:

The TradePlayz Token – is the core of all transactions made within the TradePlayz playing platform / app. No payment can be conducted without this. The only issue of TradePlayz tokens will occur during the token sale, which in fact is the pre-sale of TradePlayz services. TradePlayz in the future is planning to list its token on all cryptocurrency exchanges to enlarge userbase and fulfill users expectations to provide the most comprehensive services.



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