



TRADEPLAYZ

THE PREMIERE FANTASY INVESTMENT TRADING APP

W H I T E P A P E R

v 3.2

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.

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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 February 1, 2018. The information set forth below and its elements do not constitute a contractual relationship of any kind. This documents sole purpose is to provide relevant and reasonable information to potential token holders and buyers, in order for them to determine future involvement with the proposed opportunity. Equally, it is meant to provide information to enable thorough, concise and transparent analysis of the company for the presumed intent of purchasing 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 (i.e.: SEC).
- The TradePlayz Zed token is a utility token. This product is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.
- The Zed token cannot 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 Zed token is not intended for sale or use in any jurisdictions where sale or use of digital tokens may be prohibited.
- The Zed 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, and 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 Zed 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.
- This document is the main official source of information about the Zed token. The information contained herein, may from time to time be translated into other languages or used in a written or oral communication with existing and potential customers, partners, etc. During such transfers or communications, part of the information contained in this document may be lost, maimed or distorted. The accuracy of such alternative messages cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this Official Document in English, the provisions of this document in English shall prevail. Additionally, more information can be requested at any time by registering an inquiry.

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 — is 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 on real value, with your own mind, by simply playing the game, learning the markets, teaching yourself through experience and trading actively. Thus, 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 its 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 — compete in a low risk environment 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

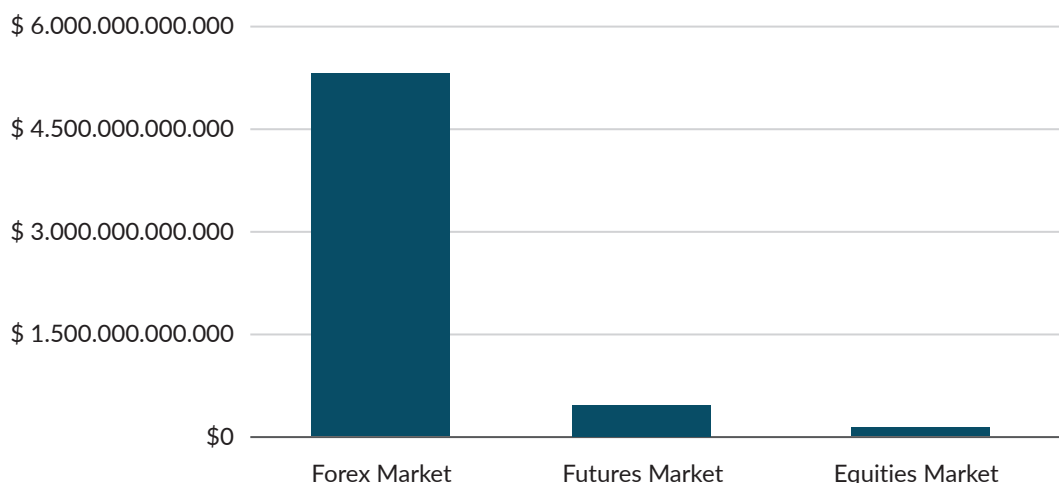
Our strategy is comprised of two macro phases: (1) To first build out the technology and liquidity for our platform as a B2C operator to prove the desirability, integrity, and credibility of our solution to selected local markets with strict observance of legal standards, (2) After proving retention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

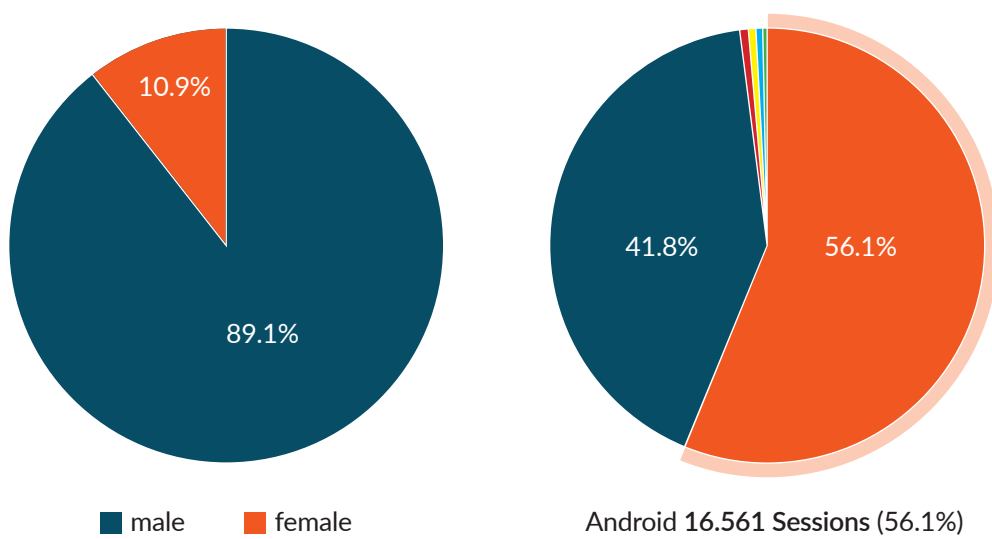
2. MARKET AND INDUSTRY

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

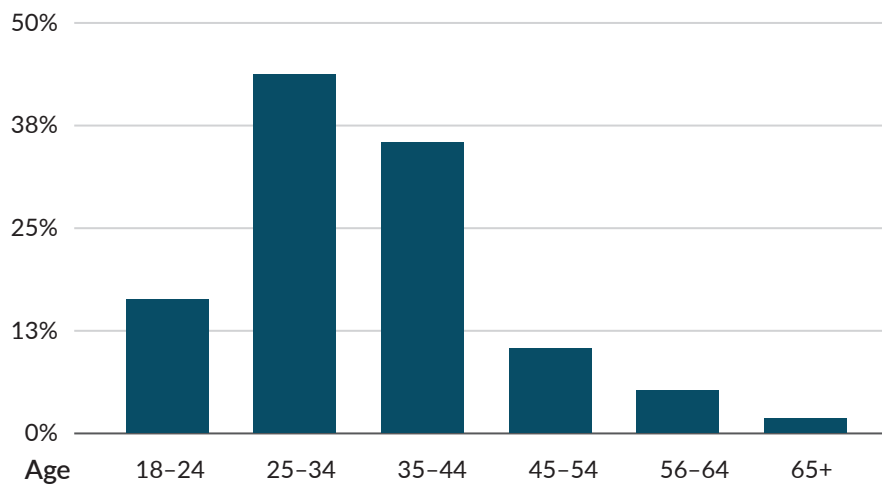
2.1 GLOBAL TRADING MARKET

- 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.





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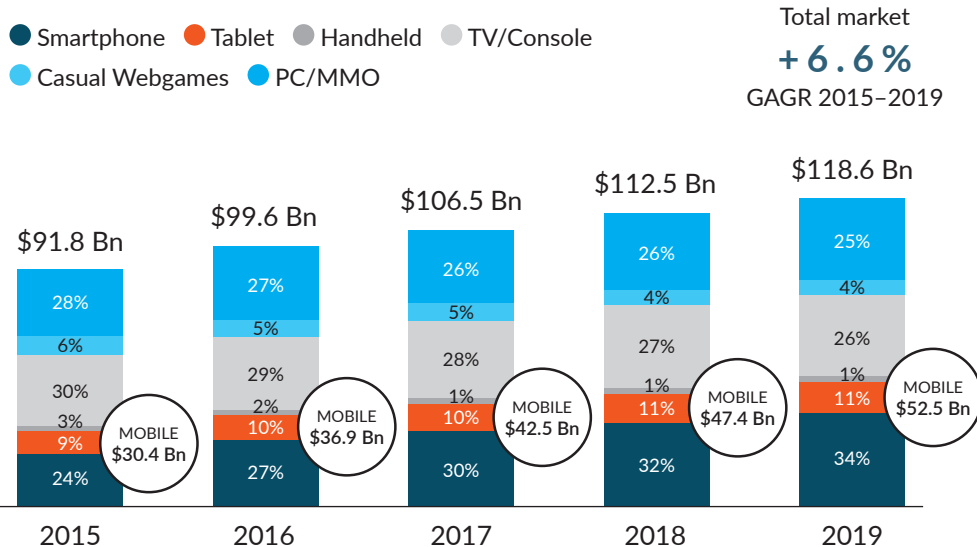


2.2 GLOBAL GAMING MARKET

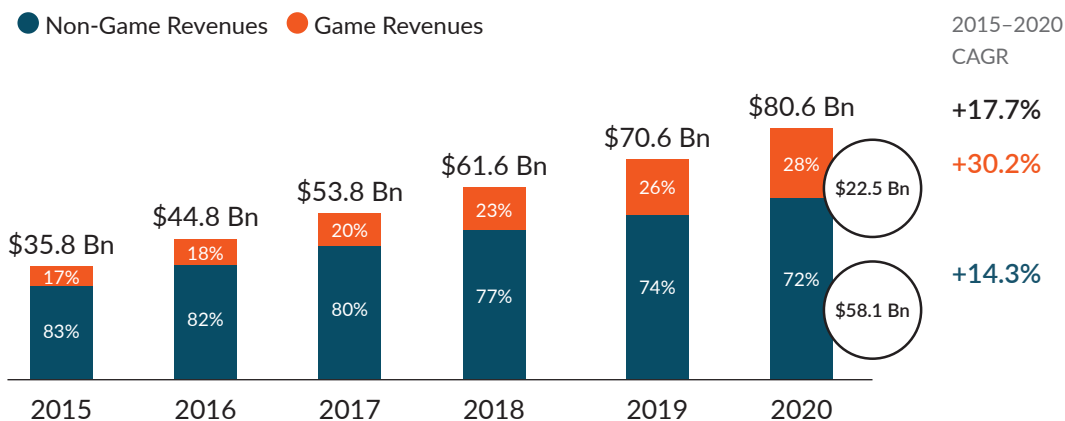
In 2016, global gaming industry revenue was \$99.6 billion. By 2019, the industry is expected to increase by 20% to \$118.6 billion.

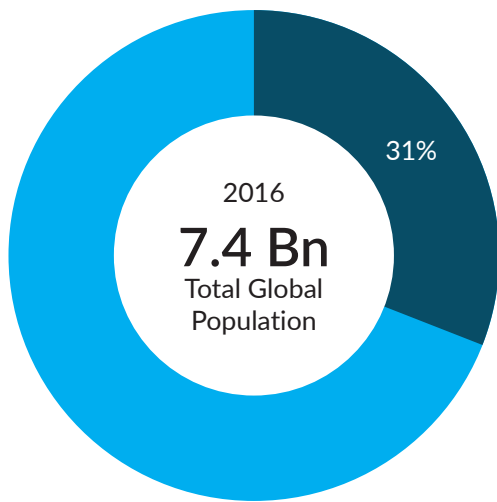
Of that growth, the global mobile gaming market is the fastest growing sector. The mobile gaming market was \$36.7 billion in 2016. At current growth rates, the mobile gaming market is expected to grow 58% to \$58.1 billion by 2020.

2015–2019 global games market
Forecast per segment toward 2019

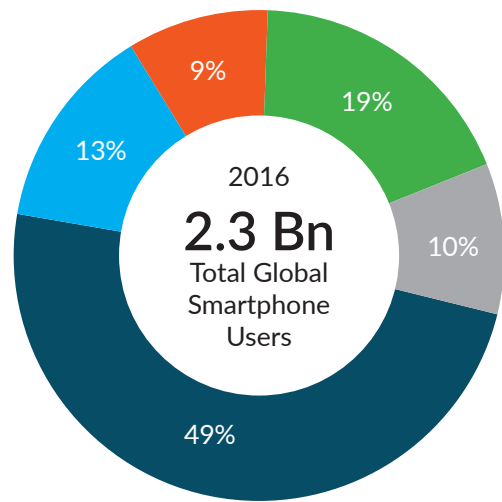


The region of greatest growth in mobile gaming markets is Asia, which consists of 49% of all smartphones users.





● Smartphone Users



● EU ● NAM ● APAC ● MEA ● LATAM

3. TOKENSALE OVERVIEW

Over the past year, 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 playable beta version of the app for the public.

100 Million Zed Tokens have been created to support the demand of users. These will be issued once the crowdsale is concluded on April 15 of 2018. Varied discounts will be available during the various stages of the crowd sale (see table below). For additional information contact crowdsale@tradeplayz.com.

Start Date	Feb 1, 2018, 00:00 (GMT+0)
End Date	April 15, 2018, 23:59 (GMT+0)
Duration of Token Sale	74 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	
Adjustable distribution	Unsold tokens will be destroyed

Our token sale will continue for a total of 74 days starting from 01.02.2018 until 15.04.2018. During this period our Zed token will have various discounts, depending on the stage of the token sale.

The token sale stages are divided into the following segments:

01.02.18 – 20.02.18	Zed price – \$0.40
21.02.18 – 12.03.18	Zed price – \$0.45
13.03.18 – 22.03.18	Zed price – \$0.50
23.03.18 – 31.03.18	Zed price – \$0.60
01.04.18 – 07.04.18	Zed price – \$0.70
08.04.18 – 15.04.18	Zed price – \$0.80

Out of the 100,000,000 Zed tokens 62% will be available for the token sale, another 20% will be reserved to support the economic model within the TradePlayz system, 18% is reserved for the TradePlayz company team, bounty and referral programs.

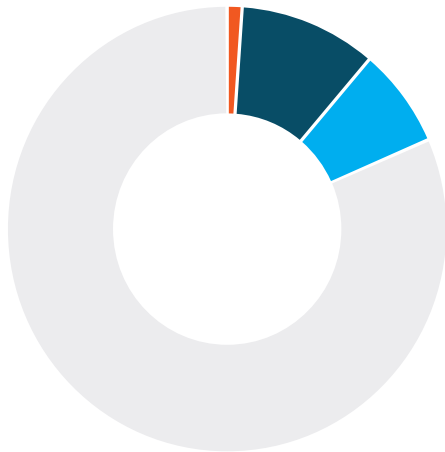
Once the token sale is concluded, the 20% out of the 100,000,000 Zed tokens reserved for the support of the economic model within the TradePlayz application.

The maximum number of Zed 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 any 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 token sale.

3.1 ESCROW AND LEGAL ADVISER

The escrow services shall be provided by Blockchain Law Group (<http://blockchainlawgroup.com>), founded by Katrina Arden – a licensed attorney in the United States and in the Russian Federation, with over 10 years of successful law practice.



18% of Zed tokens will be distributed for:

- 1% for members of the bounty program (available after the conclusion of the token sale)
- 7% for the team and advisers (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 reserved for sale within the application without discount



62% will be sold during the token sale

All unsold tokens will be destroyed within 48 (forty eight) hours after the conclusion of the token sale.

Purchased tokens shall be transferred to the wallet address specified by the buyer at any moment after the verification of the purchase, but up to 5 (five) working days, depending on the load of the Ethereum blockchain network.

4. THE ZED TOKEN

Zed tokens are issued for internal (tournament entry fees) and external (rewards, withdraws) payments on the TradePlayz platform. Zed tokens are profoundly integrated into the system to ensure maximum trade flow – as a rule, as the number of users within the system grows, the value of any cryptocurrency increases.

The platform fund will be actively growing via collection of fees, but these tokens shall not be sold on the exchange market. Their future purpose will be determined upon analyzing the project development during its first years of operation. In the event of favorable business activity, the said tokens may be used to enhance and improve further development of the platform.

4.1 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 possibly 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 token sale.

5. 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.

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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 — from private bets to large tournaments. 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.

Types of tournaments

Tournaments via subscription

The total sum of the prize pool: from the moment of launch of the tournaments via subscription and for three months thereafter, the monthly total sum of the prize pool is going to consist of 72 000 ZED tokens, with a 100 ZED tokens per tournament.

Moreover, upon finishing collecting statistical data, regarding the economy of the project: the total sum of the prize pool will be decided upon based on the information gathered from the previous period, and cannot be lower than 90% of the total funds received via the subscription system. The announcement of the sum of the prize pool, as well as the tournament net, made via subscription — shall be announced not later than the first date of each month, and is not subject to change.

By purchasing a subscription, the user receives the right to participate in daily tournaments, which are taking place not less than 24 times per day.

Large tournaments with entry fees

Tournaments with entry fees have a fixed entry fee in ZED tokens, and an exact time of the beginning of each tournament.

The prize pool of the tournaments is decided upon and based on the amount of participants and the amount of ZED tokens placed in the tournament after the TradePlayz service commission fees. The commission fees may vary, and may reach up to 10% of the entry fee.

Small tournaments with entry fees — «sit and play»

Tournaments of the «sit and play» format have a fixed entry fee, reflected in its ZED price and the amount of participants. The tournament commences during 1 minute after the necessary amount of participants have registered.

The prize pool is fixed, and is based upon the amount of participants and the tournament cost in ZED after the TradePlayz service commission fees. The commission fees may vary, and may reach up to 5% of the entry fee.

Private tournaments

Private tournaments are organized by the users of our service, and are created for the purpose of a private game between friends or acquaintances. Private tournaments are protected from any third party interference: the creator of the private tournament may set a password, which will be required to participate.

The cost of organizing a private tournament is fixed to 1 ZED.

In case of private tournaments with a prize pool: the TradePlayz service takes an additional fee. The commission fee may vary, and may reach up to 10% of the entry fee

Types of quotes

The gameplay process of TradePlayz is based on decision-making and prognosis of changes of the values of a given cryptocurrency, based on a technical and fundamental analysis. During the early stages of the project, the gameplay process will revolve around the pair of BTC/USD. As the project develops – the amount of available pairs will be increased. We do not intend to limit ourselves with a set amount of playable pairs. The inclusion of new playable pairs will largely depend on the needs of the TradePlayz community.

At the moment, TradePlayz LP has an agreement with 7 of the most prominent quote providers. As mentioned above, with the development of the project new playable pairs will follow. Moreover, additional quote providers will be included to prevent any risks.

Types of mechanics

Short-term competitions

For the realization of quick tournaments, which have a 1 minute per round duration, we took the basis of binary options. The complexity of the mechanic behind binary options is based on a mathematical equation of the efficiency of a wager.

The result of each barter is calculated using:

$$R=x_1*(D-d_1) + x_2*(D-d_2) + \dots + x_N*(D-d_N)$$

Where:

R – Result

D – Price at the moment of the end of the round

d1 – Price at the moment of wager №1

x1 – Size of wager №1

As such, a player should not only strive for the correct prognosis, but also for the moment of action: the higher the difference of value between the currency – the bigger the prize, in addition it provides an edge over the player's opponent at any given stage of the tournament.

Long-term competitions

For the realization of long-term competitions we chose the concept of portfolio investments. The goal of each player is going to be to reorganize the cryptocurrency portfolios. The winner is determined by the total profit of a portfolio, based on percentage, during the course of time. Such tournaments will have a varied duration: between 10 hours and up to 7 days.

The various combinations of all the types of mechanics and types of tournaments will result in over 40 possible playable variants. TradePlayz is the project where anyone will be able to find a format suited for himself.

Please note that:

Each country will have its own version of the application, designed in concordance with a given country's laws. This aspect involves both the legality of the gameplay mechanics, as well as the question of personal information storage, server location and so forth.

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.

Disclaimer:

Dates and order of the implementation of the aforementioned gaming mechanics will largely depend on the opinions and needs of our user-base, based on surveys and analysis we shall conduct during the time after the initial release of the application.

With TradePlayz, we have solved several problems at once:

- **Transparency:** We have created a platform with the use of blockchain technology 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 to take part in a capacity that once was impossible.

With the cryptocurrency world growing at a juggernaut pace, the TradePlayz platform is creating a niche market for global gamers / users / players. 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 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 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. **Reward:** Gamers / users / players 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 crypto markets.

5.1 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. The TradePlayz Platform doesn't make money from traders' losses but from fees per game.

5.2 QUOTE PROVIDER

After a thorough analysis, we have selected the top 7 of the top crypto exchanges globally.

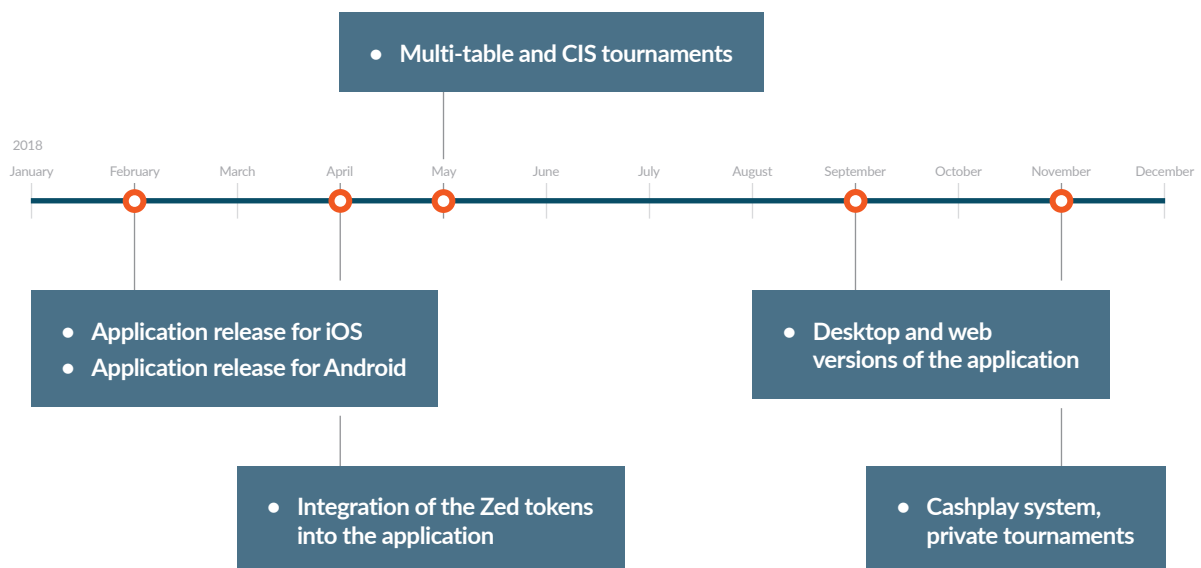
5.3 ETHEREUM BLOCKCHAIN

TradePlayz' token smart contracts and trading history(s) will be deployed on Ethereum 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 beginning of the token sale.

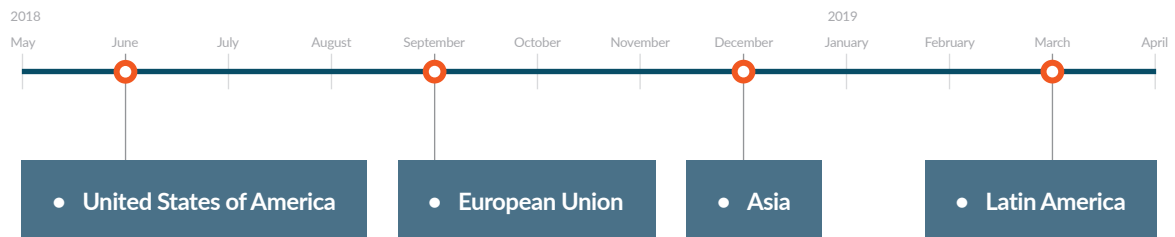
6. ROAD MAP

1. **Global presentation** of our brand / product / organization at global exhibitions: Moscow, Belarus, Amsterdam, Singapore, USA, etc.
2. **The first batch of Zed tokens** with a ETH, Bitcoin, Fiat Pre-Sale cap was placed on sale for early buyers.
3. **Global IOS / Android public release of version 1.0**, the first playable version of the TradePlayz multiplayer online game. Provision of future enhancements of the app / platform on a global scale will follow.
4. **Tournaments via subscription.**



5. **Token Sale.** TradePlayz Zed tokens will be placed on sale and offered to the public. The Token Sale will be active for 74 days with a Max Hard Cap of \$30 million (USD).

6. **Global marketing** expansion to ensure a global presence 24/7. We are planning to expand on the markets of the following continents:



Disclaimer:

Dates, locations, and order of the aforementioned plans (roadmap) are subject to change including, but not limited to some, all or any of them being implemented sooner than stated or later, depending on the actual state of a given market (Asia, Europe etc.), potential legal aspects (such as documents, registration offices working schedules / dates / deadlines etc.) or logistic aspects (documents / travel time / working schedules etc.).

7. 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.

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.

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.

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

Yana Bepalova: 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.



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