DFantasy

Abstract

DFantasy is the decentralized fantasy sports platform which offers wide variety of sports popular across the globe. DFantasy democratize fantasy sports platform eradicating the existing problems in conventional platforms like centralization, monopoly, lengthy verification and slow withdrawal of funds.

Fantasy sports market is ever growing and has reached to about 56 million users. The dominant number of users are from North America. The wide range of sports popular in various parts of the world can be included in the platform and the global accessibility of FAN tokens contribute in huge increment in number of fantasy players.

Basically, DFantasy is a community-driven platform where fantasy leagues are created and played by the users and the benefits are eventually returned to them.

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Introduction

About Fantasy Sports

Fantasy sports is a type of online game where participants assemble virtual teams of professional players of a particular sport. Such teams then compete based on their actual statistical performances in the actual games being played by them. Based on this performance of the chosen players of the fantasy team, the points for the team are compiled and totaled.

The point system for fantasy leagues are calculated by a league commissioner, or may also be calculated by tracking actual results of the professional sport. Thus, fantasy sports allow its players to involve themselves much more directly during the entire duration of the league.

The medium allows individuals to exercise direct control over the operations of their fantasy sports team. They also provide the individual with the chance to live vicariously as general managers, franchise owners, or coaches of their own team or teams by structuring and drafting the team. They also have the liberty to structure the team in a manner where they can start and organize rosters of athletes playing for them.

In addition, playing fantasy sports creates a competitive experience among friends and fellow fantasy sports enthusiasts. The medium also enables sharing of knowledge and expertise. These games also provide a platform for end-users to interact with their friends and colleagues while engaging in their favorite leisure activity.

DFantasy

Conventional fantasy sports are centralized and heavily monopolistic. FanDuel and DraftKings are the two big companies owning over 90% of DFS market. High commission rates, lengthy verification process, unfair competition and slow withdrawal of money are other major problems in conventional fantasy sports.

Over 4 billion people across the globe follow some kind of sports. Fantasy sports users, however, have increased to 59.3 million in US and Canada in 2017. Our team, being a team of crypto and sports enthusiasts, believes that there is a huge pool of market uncashed due to the lack of accessibility. Our team knows that users do not have access to fantasy sports due to the lack or weak payment infrastructure in these parts of the world as we belong here.

The existing fantasy sports platforms hugely focus on American football and basketball which are not very popular in other parts of the world. We want to build a platform which provides wide variety of fantasy sports which is accessible to every users.

DFantasy is a decentralized, blockchain-based fantasy sports platform. It is built on top of ethereum technology. We want to use blockchain in the fantasy sports to make the platform inexpensive, fast and highly accessible. Users all over the globe can enjoy the wide variety of sports anonymously.

Market

Fantasy sports is ever growing market. About 59.3 million users play fantasy sports in USA and Canada alone in 2017. The growth rate is 100% as compared in 2009 when the number was 28 million. 39% of these users use mobile to play fantasy sports.

The users of fantasy sports are increasing by 900,000 per day. The average expense per user has grown by 206% from $15 in 2012 to $46 in 2015. 85% of fantasy sports users are from North America and 95% of expenses are from North American users.

The market size(entry fees) of fantasy sports in 2016 was $2.6 billion which is estimated to reach $5.6 billion by 2021. The estimation is based on the expectation of making the platform accessible to UK, Australia and Latin America. The market size can increase further with the increase in accessibility.


No. of users in million
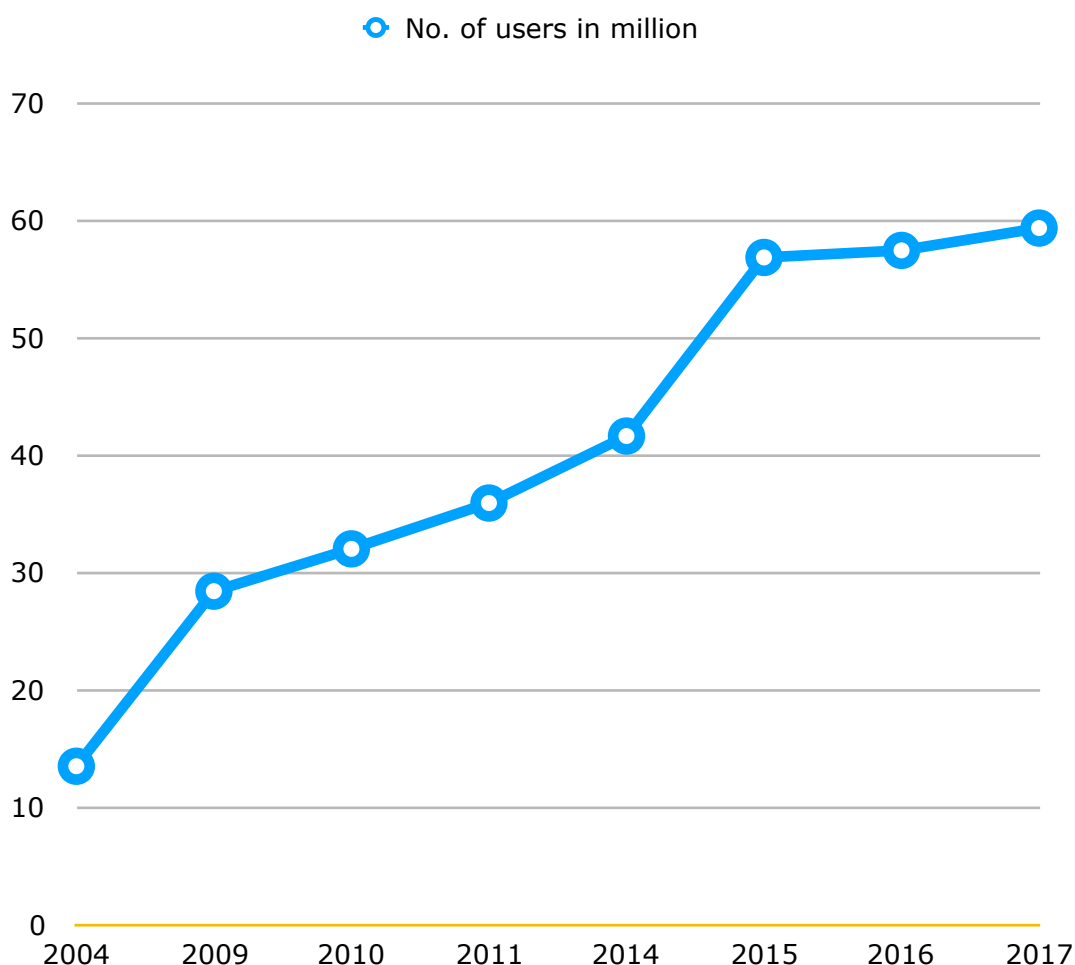
Soccer Market

Soccer is the most popular sport played in almost every parts of the world. About 4 billion people follow the sport worldwide [rank sports](#). It is estimated that there are 5 to 6 million fantasy soccer players in UK alone. Out of these players, 95% play traditional season long fantasy while remaining 5% play daily fantasy(DFS). Each of these users spends $130 in average on DFS. [[European fantasy market](#)].

Online gambling industry market in UK is worth 1.2 billion. Fantasy sports can be a better opportunity for online bettors to wager and win money.

The market size of European football is about $29 million in 2016. The revenue of UEFA has reached to about $5500 million in 2016.

Cricket Market

2.5 billion people follow cricket, most of them are from CommonWealth nations. Fantasy cricket is recently being introduced in cricket loving nations like India and Australia. It is gaining huge popularity recently. Fantasy cricket is legalized by Supreme Court of India.

Sports followers in million
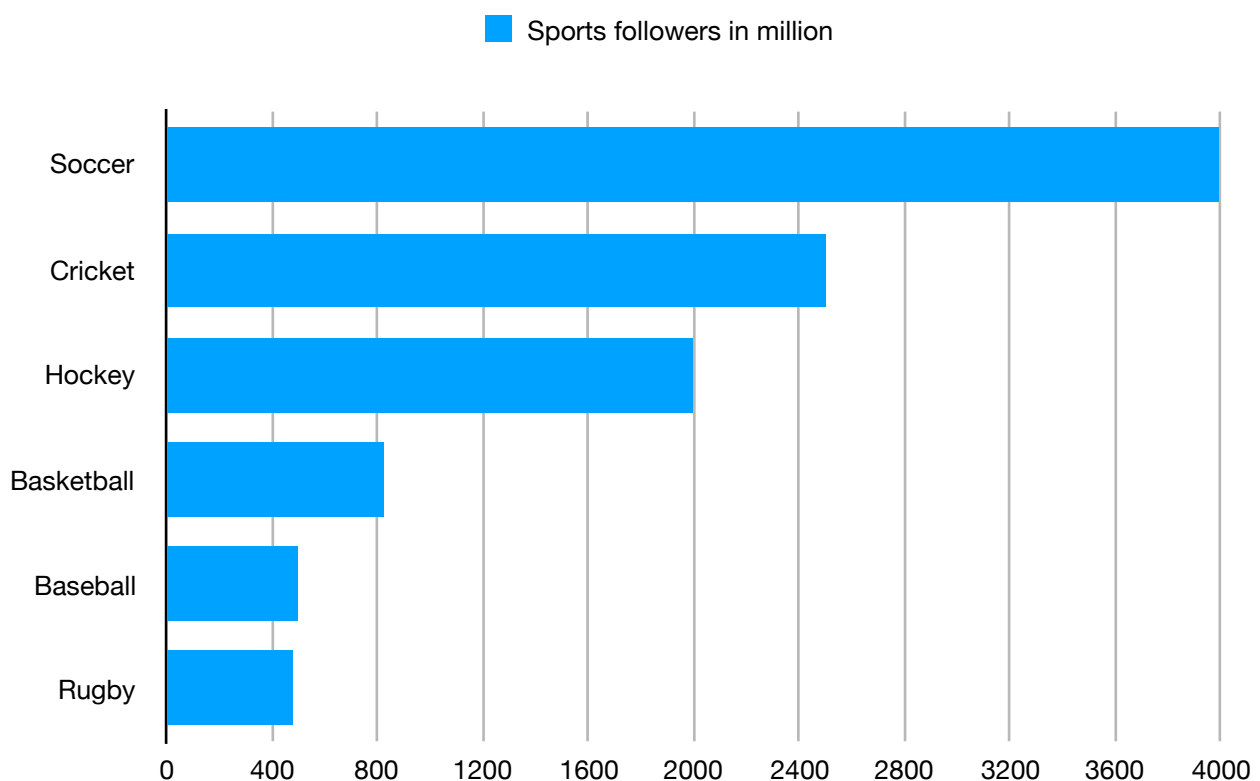
Cryptocurrency Market

The total market cap of cryptocurrencies is about $150 billion with bitcoin dominance of nearly 50%. The market cap of cryptocurrencies has increased by about 900% from 2016. Further adoption of these coins in meaningful projects will help make the market larger.

Market Cap in billion
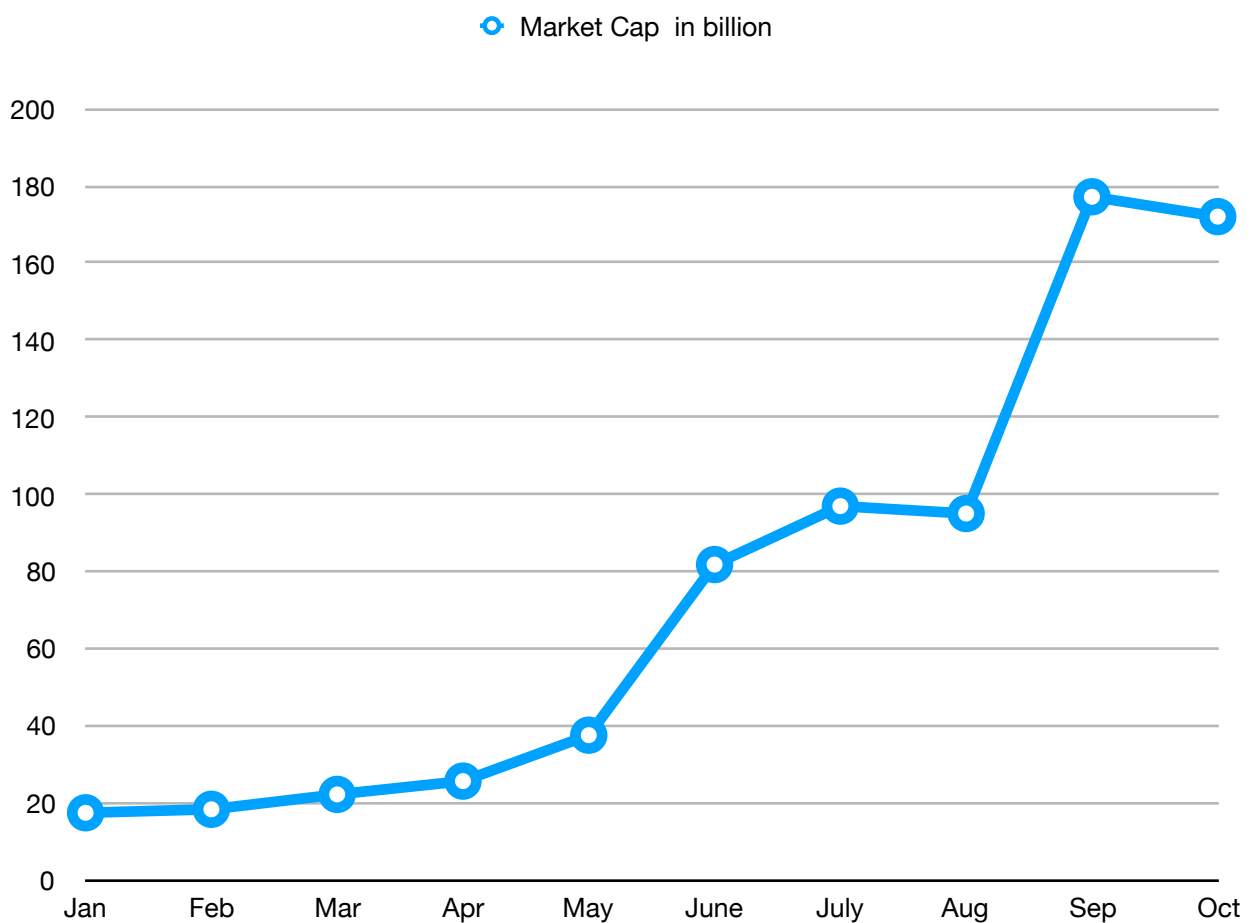
Problems in existing platform

Online fantasy sports industry is immature and thriving to grow its market. There are various shortcomings like high rates of commission, lack of variety in sports, lengthy verification process and so on.

Accessibility

85% of fantasy sports users are from North America and 95% expenses are made by these users. There are many sports followers apart from these parts of the world who are not reached by these platforms. The major fantasy sports platforms hugely focus their marketing campaigns in North America and they have leagues only for sports popular in those parts. One of the reasons we believe for this sort of targeting should be the lack of efficient payment system in many countries in the world.

● Debit Card   ● Credit Card   ● eWallet   ● Bank Transfer   ● Cash on Deliver
● Others   ● PrePay
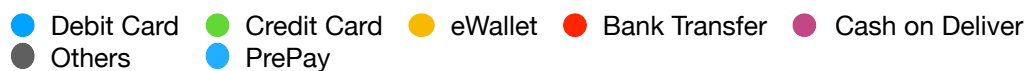
Global Payment Methods Breakdown 2019 (Prediction)
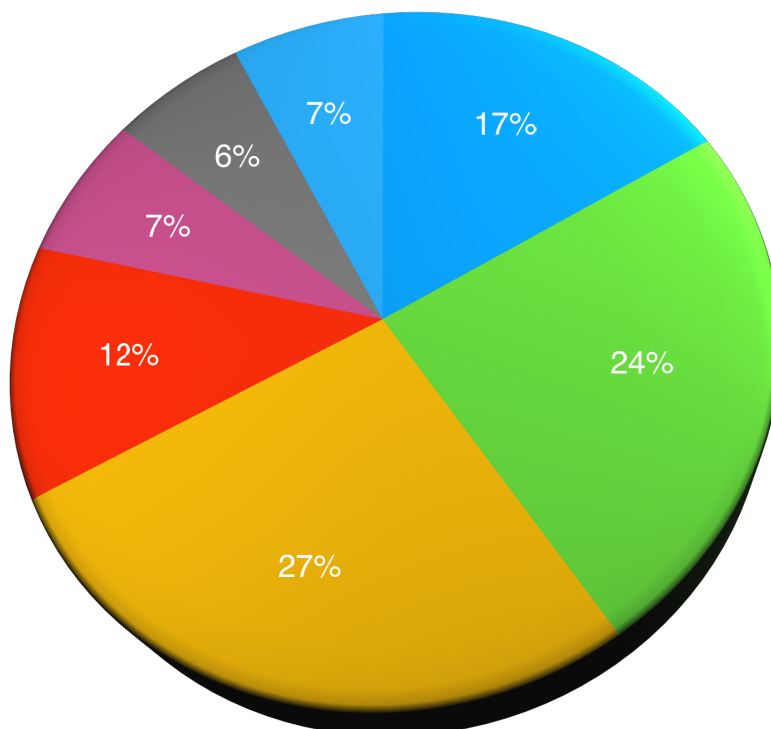
High Commission Rate

Existing major fantasy sports platforms charge around 10% as commission which is a very high rate. Smaller the pool size, more the charge is. This really affects the majority of fantasy players and beneficial for the large players. The major essence of fantasy sports is disturbed by this structure of commission as the smaller players are discouraged due to the higher rate of charges in smaller pools.

Site	Pool	Buy-in	Entrants	Total	Winning Sum	Rake(%)
Fanduel	Small	$5	2	$10	$9	10%
Fanduel	Medium	$50	2	$100	$90	10%
Fanduel	Large	$535	2	$1070	$1000	6.54%
DraftKings	Small	$5	2	$10	$10	10%
DraftKings	Medium	$55	2	$110	$100	9.09%
DraftKings	Large	$530	2	$1060	$1000	5.66%

Table: Head to Head Rakes

Site	Pool	Buy-in	Entrants	Total	Winning Sum	Rake(%)
Fanduel	Small	$1	2232	$2232	$2000	10.39%
Fanduel	Medium	$25	892	$22,300	$20,000	10.31%
Fanduel	Large	$270	32	$8640	$8000	7.41%
DraftKings	Small	$2	575	$1150	$1000	13.04%
DraftKings	Medium	$27	127	$3429	$3000	12.51%
DraftKings	Large	$109	30	$3270	$3000	8.26%

Table: Prize Pool Rakes

Lengthy Verification Process

Verification process in existing fantasy platforms are lengthy and complicated. Users need various government issued documents to make themselves eligible to play fantasy sports. The whole process can get tedious, troublesome, lengthy and complicated.

Slow Transaction Of Funds

The amount which is rightfully yours as you have won it with your skills and investments can get stuck due to various technical and legal obstructions. Existing platforms can take from 1 week to several weeks to withdraw your fund electronically or by check. The companies can even deny your fund as they have 'right to refuse your withdrawal and close your account'.Unfair Competitions

Unfair Competition

Large players in fantasy sports can use scripts and algorithms to create many possible combinations of line ups which increases the probability of them winning the league nearly to 100%. Existing platforms allow users to participate any number of teams of one particular user to join the league which provides the larger players the opportunity to outplay the smaller players with their huge investments and infrastructures.

Solution

There are various problems and shortcomings in the existing fantasy platforms to overcome which we want to develop decentralized fantasy platform which is inexpensive, fast and fun. The features which help overcome the shortcomings of existing platforms are discussed as follows.

Anonymity

All users need to participate in the contests in our platform are wallet address and FAN tokens. Public address is the only thing that represents user in the blockchain. This prevents the lengthy verification process which are must in the existing fiat-based fantasy platforms.

Accessibility

As discussed above, the only things required to enter a contest in DFantasy platform are wallet address and FAN tokens. The geographical locations and the lack of credit card information do not prohibit users from participating in their favorite fantasy sport leagues.

Faster Transactions

As a user wins a contest, their fund instantly gets transferred to their wallet address. The transaction time is as long as it takes for the miners to mine the transaction which is usually couple of minutes.

Low Rakes(Commission)

In our DFantasy platform, leagues are created by users and certain(very small)percentage of the winning amount is transferred to the league creator for contributing to the platform by creating leagues. We as a development team

will get a very small percentage of the winning amount. Overall, the overall percentage of commission will not exceed 2-3%.

Fair competition

To make the platform for all players with varying skill sets and varying budgets, we are discussing on various potential solutions.

1. Efficient Pricing

We are putting our efforts on building an algorithm to efficiently calculate the salary of players based on their opponents as well. Obviously, the metrics like their earlier performances will be taken into consideration.

We are also discussing on pricing the players by the 'wisdom of crowd' approach.

2. Limiting Entry

Skilled players joining almost every contests in the platform make the league uninteresting and unfair. For this purpose, we will be limiting the players to join only certain number of contests per day. We will also only allow certain number of teams to enter a particular contest for a user to prevent user from running unnatural tricks to create the line ups.

3. Private Leagues

Private leagues can be created which will not be visible for public. The unique code to join the league can be shared to friends, colleagues, relatives or whoever the league creator want to play the league with.

Product Detail

In DFanatasy platform, users holding threshold number of 10,000 FAN tokens are allowed to create leagues. Once the league is completed and the winners are decided, the league creator will get certain percentage of FAN tokens as reward for creating the league and helping the platform. User creates the league, user plays and users earn the tokens. We like to call this process as the democratization of fantasy sports. League creator can create **private and public leagues**.

• Private League

Private leagues are not visible to any user in the platform. The league creator can invite her friends by sharing a unique code to join the league.

• Public League

Public leagues ,in contrast to private league, can be viewed and joined by anyone by paying the entry fees.

League Types

Daily, weekly and season long will be the three types of leagues provided in DFantasy platform providing league creator with options on how long she wants the league to run.

1. Daily Fantasy Sport

Daily Fantasy Sport(DFS) is played by picking the players participating in a sport event taking place that day. The winner is decided by statistically calculating the points of the user according to the performance of the players she picked before the match.

2. Weekly

Users pick players participating in that particular gameweek. Other protocols are similar to DFS.

3. Season long

Season long fantasy are considered as traditional fantasy sports. These fantasy sports run throughout the season and winners are decided in the end of the season.

Fantasy Sports Types

On the basis of how players are picked and how the league runs, **draft fantasy and capped fantasy** are two widely popular types of fantasy sports. Technically, draft and capped are algorithms which are used to conduct the league. We are going to introduce the third type of algorithm **odd fantasy**.

1. Draft Fantasy

There are two types of draft: snake and auction draft. Basically snake draft algorithm allows participants to pick players in turn. Once all the participants complete picking their players of choice, it is called a round. In the next round, players turns are reversed to provide every participants equal chance of picking their favorite players. The rounds continue and turns are reversed until all the participants have

2. Salary-capped fantasy

Every participants are provided with equal budget and players are priced with salary. Participants can pick any players and build their squad but not exceed the budget. Participants may have same players in their squad but in draft, players do not repeat in different squads in

3. Odd fantasy

Odd fantasy is our organic concept. It is in many aspects similar to the salary capped fantasy except there is no cap fixed. The more expensive one builds her squad, more the entry fees will be. If the squad is inexpensive, the entry fees will be lower accordingly. The total sum of all entry fees will be the winning amount. The participant with inexpensive squad will have better odds but less chance to win and the one with expensive squad will have less odds but better chance to win.

Sports Included

DFantasy is the platform where FAN tokens can be used to play the fantasy sports. DFantasy is a flexible platform and new sports can be added efficiently into the platform.

1. Soccer

Various leagues of soccer are played in most of the countries in the world. Premiere league is the most widely followed league and is competitive league as well.

In the initial phase of DFantasy platform, we will include Premiere league as the first league so that many users can be reached. We plan on including other leagues like La Liga (Spain), Serie A(Italy), Bundesliga(Germany), Ligue 1(France). We will also add other leagues like Major Soccer League (USA), Campeonato Brasileiro Série A (Brazil) and other major leagues played across the world. We will also try and add major Asian leagues.

Major world events of soccer like FIFA World Cup, FIFA Confederation Cup, UEFA Euro Cup, Copa America will also be added.

2. American Football

American football is the most popular fantasy sports. We will have National Football League NFL (USA) and Canadian Football League CFL (Canada) in our platform.

3. Cricket

Cricket has a very genuine and passionate followers across the CommonWealth nations. The sport is expanding its followers in other parts of the world like America both North and South. Cricket Leagues are not very long and usually international cricket are more popular and followed.

T20 leagues are recently gaining more popularity in countries like India, Australia, England, Bangladesh and West Indies.

In DFantasy platform, we will include T20 leagues like IPL (Indian Premiere League, India), Big Bash League (BBL, Australia), NatWest T20 Blast (England Cricket Board), Caribbean Cricket League (CCL, West Indies Cricket Board now the Windies) and Bangladesh Premiere League (BPL, Bangladesh).

World events organized by ICC like ICC World Cup (ODI and T20) and ICC Champions Trophy will be added to the platform.

Other team sports like basketball, baseball and hockey will be continuously added as the platform and user grow.

FAN token

FAN tokens are the only tokens which are used to participate in the fantasy sports available in the DFanstasy platform. FAN tokens are paid to enter into the contests available in DFantasy platform and the winning amount are rewarded in FAN tokens. At least 10000 FAN tokens are required to be hold by user to create a league. The league creator is awarded with FAN tokens as reward for creating the contest. FAN tokens have various usabilities which are

1. Participation

As discussed above, FAN tokens are the only tokens used to participate in the fantasy sports available in our platform.

2. Create League

The users who hold at least 10,000 tokens at the time have the opportunity to create the league and earn x% of winning FAN tokens as reward.

FAN tokens can be acquired by joining the pre- ICO and phases of ICOs.Those who miss the ICOs can later acquire the FAN tokens from various exchanges with BTC, ETH and other coins.

Playing DFantasy Platform from User Perspective

Users do not need to create an account to access the DFantasy platform as the platform guarantees the anonymity of user. The user once gets in the platform can search various public leagues available for their favorite sport. If the user does not find the appropriate league for her to join, she can create her own league(if she has at least 10,000 tokens). To join the league, however, user must deposit the FAN tokens as entry fees. To deposit those tokens, user should make the signed transaction i.e user must sign with her private key or keystore file and password. We do not save or access these information any further after making the deposit.Once the league is joined, user can participate

in various activities as the league proceeds depending on the type of league. Winners will be declared and the FAN tokens won will be immediately transferred to the public wallet address of the winning user. The league creator will be awarded with x% of winning FAN tokens after the league is completed.
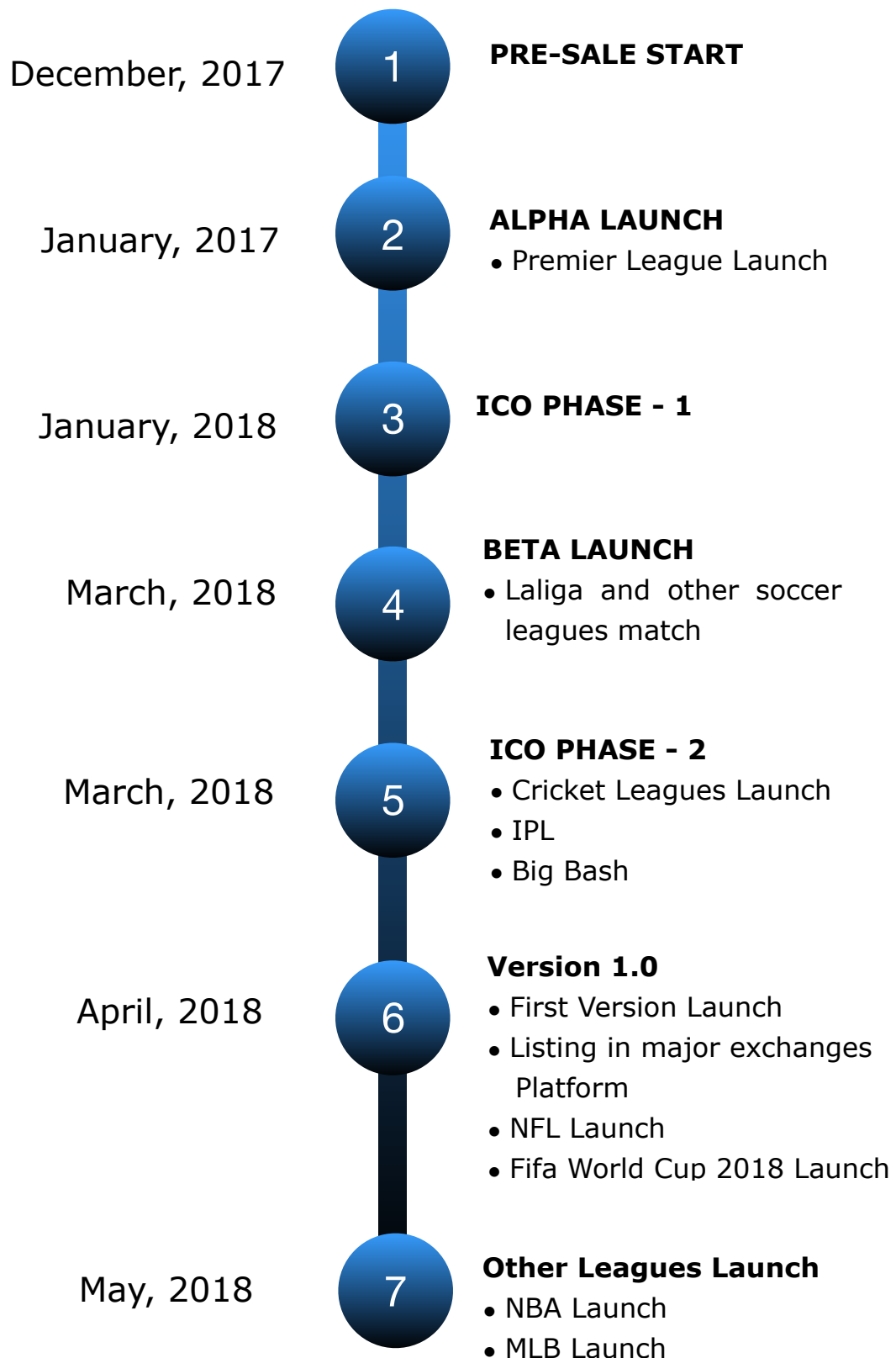
Technology

At the moment we are looking for off chain stack as (Erlang, go) etc for backend system (nodes) to extract player points and run algorithm. We are expecting the system to be

- High performant
- Fault tolerance
- Realtime
- distributed

We are developing Dfantasy platform as high load system. Fantasy sport is huge market and at pick hours traffic can be very high. For this we need system to be highly concurrent, distributed and high performance. Erlang is well known for handling these issues. On the next phase we will be using Ethereum blockchain and solidity framework for handling transaction, calculating results, and allocating token for league owners through Dapps.

Product Roadmap

1 — December, 2017 — **PRE-SALE START**

2 — January, 2017 — **ALPHA LAUNCH**
- Premier League Launch

3 — January, 2018 — **ICO PHASE - 1**

4 — March, 2018 — **BETA LAUNCH**
- Laliga and other soccer leagues match

5 — March, 2018 — **ICO PHASE - 2**
- Cricket Leagues Launch
- IPL
- Big Bash

6 — April, 2018 — **Version 1.0**
- First Version Launch
- Listing in major exchanges Platform
- NFL Launch
- Fifa World Cup 2018 Launch

7 — May, 2018 — **Other Leagues Launch**
- NBA Launch
- MLB Launch

Token Sales

Pre-Sale

- **Start — End:** 01/12/2017 — 10/12/2017

- **Accepted:** ETH,BTC,LTC,BCH,ETC

- **Fantasy Tokan Sale Cap:** 5,900,000 FAN

- **Minimum Goal to Start:** 2,360,00 FAN

- **Total Exchange Rate:** 1 ETH = 2000 FAN

- **Limit Per Person:** Unlimited

- **Minimum Transaction:** 0.1 ETH / 200 FAN (fluctuating BTC)

- **Bonuses(fluctuating BTC)**

    >15 ETH: +45%   **10 - 15 ETH:** +30%   **3-10 ETH:** +15%

- **Additional Bonuses**

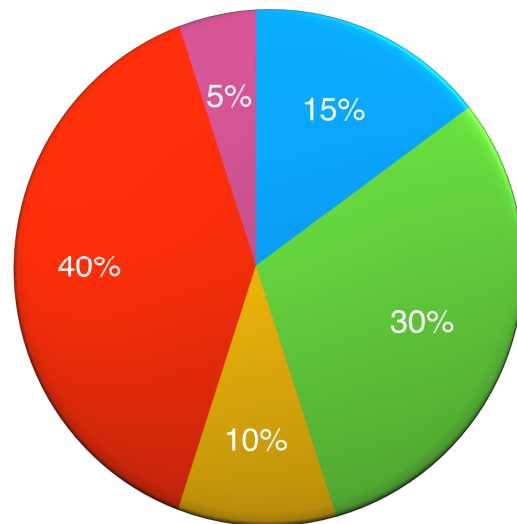   **Day 1-2:** +30%   **Day 3-4:** +20%.   **Day 5-6:** +10%.   **Day 7-8:** +5%

Note: Total bonus will be the sum of Bonus & Additional bonus
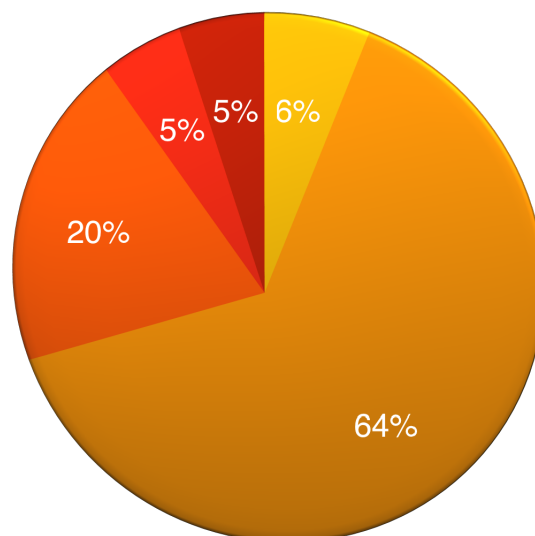
Token Distribution

Budget Allocation

Legend: ICO Campaign, Marketing, IT Infrastructure, Development, Legal

- 15%
- 30%
- 10%
- 40%
- 5%

Token Allocation

Legend: Pre sale, ICO, Teams, Advisors, Investor
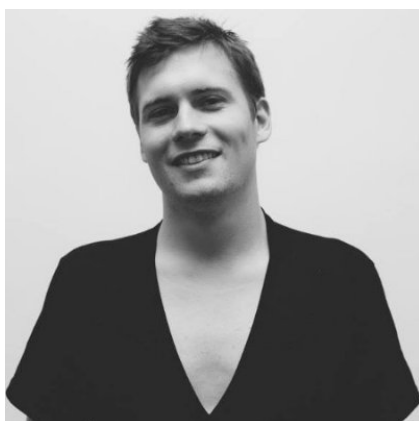
- 6%
- 64%
- 20%
- 5%
- 5%

Team

Piyush Thapa
Co-Founder

Graduated from Pokhara Univerity, Algorithm analysis & Software engineer. For more than 7 years he has been engaged in launching, development, and investing into Internet projects including bigdata, p2p technology , blockchain. He has also contributed several open source project including IPFS & web3 (Meteorjs UI)

Cale Gibson
Co-Founder

Cale is an exception businessman and connector. He's always very insightful and also gives motivational talk to for specific business opportunities. He also founded ThinkTank Labs which does several research on blockchain and other bigdata technology.

Praneeth Yashaswi
UI/UX

Praneeth is expert User Experience Designer and a Full-stack developer. he believes that successful ideas only flourish when they care about their user/customers. An average user is changing and they need more than just a service, app or a website; they look for an experience. He worked closely with many UX designers in challenging projects across the Silicon Beach (Los Angeles). He founded Cubicalreach & Clearcut Design Studio with an aim to bring UX design and design thinking standards to India with the same quality standards as the US or even more

Praneeth Yashaswi
Blockchain R&D

Able to provide leadership and strategic direction to support service-focused and cost effective activities related to sourcing, contracting, and acquisition of eMoney, Mobile services, and Alternative Finance. Building Connections with local players enabling stronger deeper distribution networks and fast tracking onboarding / activation. Ishmalik is editor in chief at icocroud. CEO and founder at Blockchainlab

Andrew Sellars
Advisor

Andrew is CEO and Co-Founder at 285 Digital Media. Digital Media Company specializing in innovative product development as well as eGaming consulting services focused on operational challenges and process, strategic partnerships, relationship management, business analysis and project management
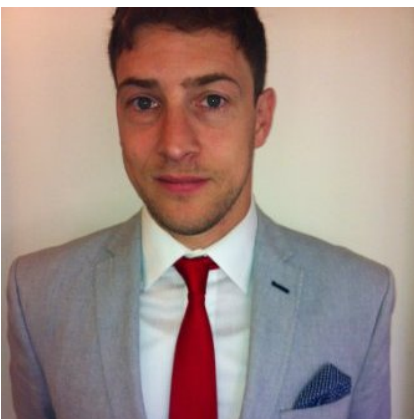
Matthew Heltay
Advisor

Former Managing Director of western Canada for a boutique corporate finance firm called Warrior Energy Capital. Currently operates a specialized consulting firm and is a senior partner and CIO. Passionate about deal flow ! Was one of the earliest adopters on blockchain, bitcoin, and Fintech. Has worked intimately with start-ups to fortune 500. Extremely well versed in real estate was in research, and a analyst for CBRE at the time the world's largest commercial real estate firm and worked directly with the investment team. Early investor in medical marijuana and Agtech industry and involved in all facets of the industry domestically and internationally.

Trevor Doerksen
Advisor

Mr. Trevor Doerksen, also known as Lee, has been Chief Executive Officer, President and Executive Director at e-Play Digital Inc. since November 18, 2016. Mr. Doerksen founded MoboVivo Inc., in 2005 and serves as its Chief Executive Officer. Mr. Doerksen has been at the intersection of media and technology for 20 years. He has investigated and developed large-scale implementations of streaming video and Internet TV for government and industry. His graduate research into flexible e-content and content repurposing has lead to a multi-million dollar research project, a chapter in the 2002 "Handbook on Information Technologies for Education and Training", and the founding of MoboVivo. He produced one of the first snowboarding films in 1989 and was the executive producer of the science television series, SciQ: Science Revealed. He serves as a Director of MoboVivo Inc. Mr. Doerksen was named one of the Top 20 Thinkers in Social TV and Second Screen. He received Digital Alberta's Entrepreneur of the year, was named one of Alberta's Most Influential People and was featured in New York Time business article in 2010

Trevor Doerksen
Advisor

Mr. Krasic has spent several years as an investment banker in Toronto. In this capacity, he began his career with Thomas Weisel Partners Canada Inc. and later joined Stifel Nicolaus Canada Inc. Mr. Krasic has experience in finance structuring, providing valuations, fairness opinions, exchange listings and various merger and acquisition transactions. His experience has enabled him to establish as CEO Terrella Capital. He holds and honours degree from the University of Toronto in Finance and Economics, and a Masters Degree in Investment Management with a specialization in Capital Markets from Concordia University. Mr. Krasic joined Beleave four (4) years ago in the capacity of a CFO and has helped develop various partnerships including legal, financial, and business development spectrums. He was instrumental in assisting Beleave in raising capital and has played an integral role in developing Beleave's security and recording keeping protocols. Mr. Krasic is also a Director and CEO of Golden Bay Media Inc., a company focused on online skilled based game development