

# ERISTICA



## **Eristica Network**

*Global Decentralized Platform  
of Personal and Mass Challenges*

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# Motivation

From times immemorial, people have been making bets. One of the earliest bets known to the mankind is the one that Cleopatra and Mark Antony made. In this story, the queen bet that she could drink wine that cost 10 million sesterces in one meal. So, she dissolved 10 million sesterces worth of pearls into a glass of wine and drank it in a gulp! Legend has it that this how Cleopatra won the bet.

The term eristica is derived from the Greek *eristikē technē*, which translates to, “the art of winning disputes”. It is known that ancient Greeks had a very keen eye for bets. As a matter of fact, the whole Greek mythology is steeped in the idea of a rivalry between gods and people for a good reason.

Fast forward to the 20th century and this is when challenges and bets grew into a commercial industry where anyone who wanted to have a bet could put his/her money on almost any event in any city throughout the world.

So, in 1960 David Threlfall made one of the most unbelievable bets ever in history. In one of the bookmaker’s offices in London, the Brit bet 10 pounds on an unbelievable bet at the time that man would get to the Moon within the following 10 years! And it did happen! 9 years later Neil Armstrong landed on the Moon and David won 10,000 pounds! He converted this fortune into a very expensive sports car but long story short, it was all thanks to a bet!

Moreover, bets have also been known to influence culture and art around the globe. For example, betting is the main subject in the novel “Around the World in Eighty Days”. “The Gambler”, the novel by Fyodor Dostoevsky, was written by the author within a month as the writer looked settle up his debts to a casino.

Hollywood celebrities have not lagged behind either. Steven Spielberg still receives checks from George Lucas for the bet he won, when the films “Star Wars. Episode IV: A New Hope” and “Close Encounters of the Third Kind” were released. The directors bet on the film that will get more box office sales. Spielberg put his stake on Lucas’ film, and Lucas, on the contrary, put it on Spielberg’s movie. As far as we know, “Star Wars” became a real sensation. Within the first year after the release, the film got record-breaking \$740 million, which is 2.5 times more than the competitor’s gains. This is how George Lucas lost the bet!

With the advent of the MTV era and shows such as “I bet You Will”<sup>1</sup> and “Jackass”<sup>2</sup>, the industry of bets was transformed. Bets were replaced by personal and group challenges that became very popular among young people. “Jackass” for instance was rated 68th on the top shows of past 25 years<sup>3</sup>.

<sup>1</sup> [https://en.wikipedia.org/wiki/I\\_Bet\\_You\\_Will](https://en.wikipedia.org/wiki/I_Bet_You_Will)

<sup>2</sup> [https://en.wikipedia.org/wiki/Jackass\\_\(TV\\_series\)](https://en.wikipedia.org/wiki/Jackass_(TV_series))

<sup>3</sup> According to Entertainment Weekly: <http://ew.com/article/2007/06/18/new-classics-tv/>



Then there was the emergence of YouTube that set a new stage in the development of challenges. Everyone could now become famous – by just performing a crazy task, record everything on a smartphone and put the video on the Web. Videos with new challenges get millions of views and likes, making their authors YouTube stars and motivating new players to challenge the winners.

This is where Eristica project comes in given that it is designed to unify challenges into one single mobile platform, where users post videos with their challenges, challenge others and compete for top places in the overall ranking.

But, despite the huge progress, there are still problems in the industry that hinder further development. Most notably, there is the problem of trust that hasn't been solved yet. This has led to the existence of intermediary guarantors, high commissions, and complicated the procedure for creating a challenge.

Then there is the control over national currencies, legislative restrictions, the absence of a global market which is yet another layer of problems imposed by the classical monetary system.

Moreover, there are internal reasons for stagnation, one of them being the fact that monetization through advertising for FunTech is the base pay. Projects are forced to look to major advertisers, place aggressive advertising and sell the user base, which is negatively perceived by the community.

Well, Eristica project intends to resolve the mentioned issues with the help of blockchain technology and smart contracts. This way, Eristica will create a new direction for development and it will be able to spearhead the evolutionary breakthrough in the FunTech industry.



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# The project concept

Eristica is a revolutionary P2P-platform that drives participation in challenges and online competitions. The project was launched in 2015 and has already got more than 1.2 million users.

The platform enables each participant to launch and accept challenges, provide video footage of challenges completed and get ratings based on the results.

Eristica users are also allowed to generate viral content with the videos of challenges getting millions of views on YouTube, and the winners becoming stars. The system of rating, reputation and ranking creates a powerful incentive for active participation. Competitive incentive makes players fight for top places in the rating, in the quest for fame and prizes.

With the help of blockchain technology, the Eristica project intends to overcome the obstacles faced by the industry and create a single ecosystem for both offline and online competitions.

Tokenization of the platform's economy will offer the opportunity to get a reward for winning challenges, receive virtual reward from successful predictions and buy access to all services of the platform.

Eristica is a universal platform, where each member of the community benefits from the synergy created within the ecosystem.

## Unification

The users of Eristica will get the opportunity to create completely different types of challenges, including competitions in online games, offline bets<sup>4</sup>, as well as mass competitions, which is a unique advantage of the project.

One other great feature of the platform is the freedom afforded to users when it comes to choosing the number of participants and members. There may be one-vs-one, one-vs-many and mass competitions.

At the heart of this project is the ability to digitize the industry coupled with democratization and unification of all business processes in the platform. The platform brings offline challenges to online with the help of a user-friendly interface. Challenges will be created according to a set of uniform rules while the terms of the bet will be confirmed in a smart contract and executed automatically.

<sup>4</sup> Wherever the term 'Bet' is used in this White Paper the term 'Challenge' is meant ('bet' = 'challenge'). There are no connections to casinos, money bets or gambling.



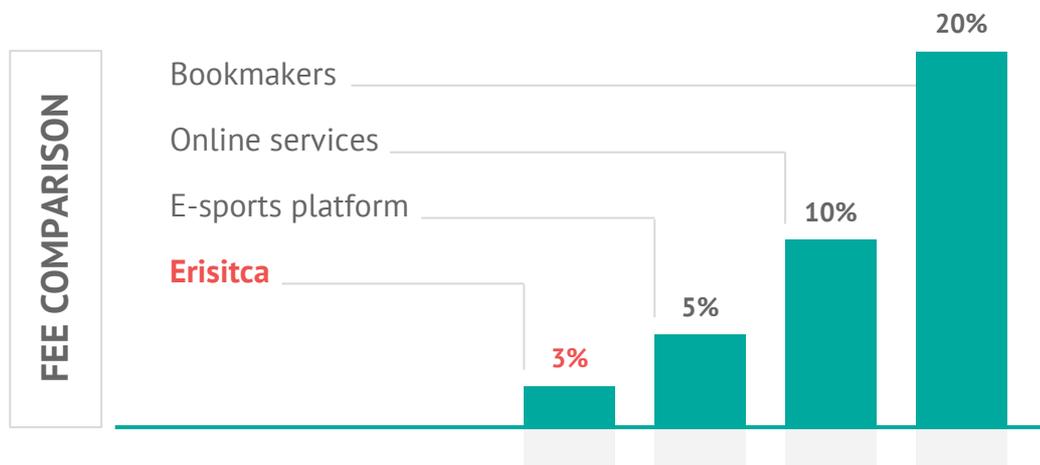
Democratization will make the industry affordable to everyone. With a single click, one will be able to challenge thousands of participants to compete or guess the winner of the current challenge and get rewards for it. In other words, Eristica's ecosystem allows everyone to pick a suitable level of participation depending on preferences.

## Benefits

Financial indicators and fees in the industry of Bets and Challenges are not uniform and sometimes the disparity can be exorbitant. Bets are usually subject to bookmaker or intermediary firms meaning that the fees can rise up to 20%.

For example, platforms with challenges among young people charge a 10% fee while online and eSports competitions charge 5-10%.

That said, Eristica sets a single bet for all types of bets, challenges, and competitions, that is 3%. This is bound to become a standard in the industry and create a flow of customers from more expensive platforms.



## Synergy

Eristica will also create a platform where different types of people can interact with each other thus creating a level of synergy in the process. The young demographic who perhaps have never dealt with crypto-currency before, will get an opportunity to try the products and services in the crypto-industry. This will create a new inflow of users and speed up the process of introducing crypto-currency into the masses.

Everybody is thus expected to benefit from this paradigm. The creators of crypto-projects get access to a new active audience, independent developers get the platform, where they can implement their ideas. The community of Eristica, on the other hand, will have an opportunity to get a rewarded for activity and contribution to the development of the project.



## Community

A young audience demographic is one of the attractive aspects of the Eristica project. About 64% of the 1.2 million user base are young people between 13-25 years old which are interested in video, challenges and entertainment. This audience watches an average of 20 hours of video on their smartphones per week, which is 50% more than for the average internet user. Active users log in to the application 4 times per day on average. What's even amazing is that the average session duration is at 13 minutes, which is a pretty high in the industry.

At the current stage of development, the project expansion covers mainly the region of Southeast Asia and India where we target the same demographics of people between 13-35 years with the same area of interests. Starting with 2018, local manufacturers will pre-install the Eristica app on new smartphones. Potential growth from the cooperation targets around 500,000 new users in the first quarter of 2018.

The Eristica project is the gateway to the world of the crypto-industry for the ever-growing community-minded and committed project audience. Eristica intends to democratize the existing challenge industry and make the new crypto experience seamless for both new and existing users.



# FunTech market

Penetration of the internet technology in the entertainment industry created a new market called FunTech, similarly to FinTech (Financial Technologies) or BioTech (Biological Technologies). This market became one of the largest and the fastest growing industry on the Internet. The audience of YouTube stands at over 1.5 billion registered users and still growing each passing day. On average, users spend 40 minutes a day watching YouTube videos<sup>5</sup>.

No wonder YouTube became the medium, where mass challenges turned into a truly global phenomenon. Most Internet users remember the globe-spanning Gangnam Style<sup>6</sup> hype in 2012. This was inspired by Psy's music video that was the first video clip in the history to hit 1 billion and later 2 billion views. This triggered the wave of Gangnam Style Challenge with over 2 million videos featuring parodies, contests, and competitions dedicated to the famous dance.

After that, the phenomenon of video challenges became even more popular. In 2013, Harlem Shake Challenge<sup>7</sup> became super popular. To date, more than 9.9 million video challenges have been uploaded on YouTube, and this number continues to increase.

In 2014, ALS Ice Bucket Challenge became extremely popular around the globe. The current US President Donald Trump<sup>8</sup> was one of those who accepted this challenge among many other personalities. Hillary Clinton is another popular figure who has been involved in a popular challenge in what was known as the Mannequin Challenge<sup>9</sup>.

<sup>5</sup> YouTube statistics for 2017: <http://www.socialmediatoday.com/social-business/mind-blowing-youtube-stats-facts-and-figures-2017-infographic>

<sup>6</sup> <https://www.youtube.com/watch?v=9bZkp7q19f0>

<sup>7</sup> Harlem Shake Celebrity Edition: <https://www.youtube.com/watch?v=Krn46xfo-Ts>

<sup>8</sup> Donald Trump in ALS Ice Bucket Challenge: <https://www.youtube.com/watch?v=fxDAyUiXphg>

<sup>9</sup> Top-15 video Mannequin Challenge: <https://www.youtube.com/watch?v=ptWWWqkpSj4>



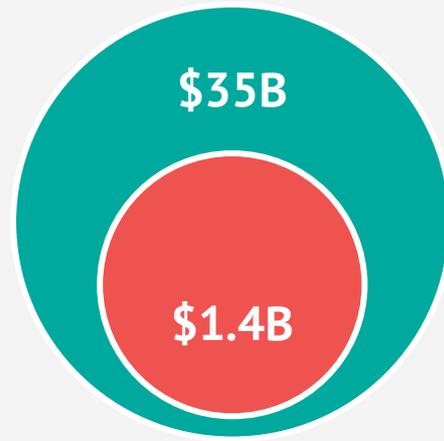
# CONTENT MARKET IS GROWING

## ONLINE VIDEO

- Online video market
- Challenge videos



TAM: \$13B IN 2017



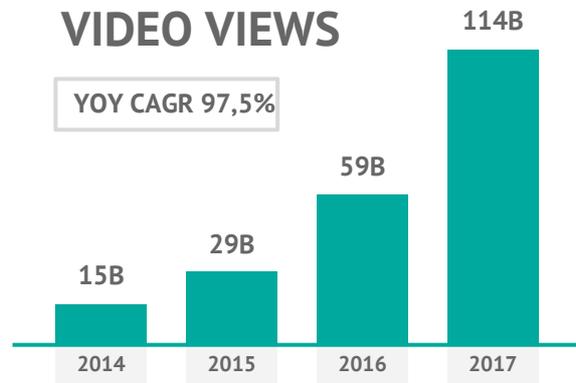
UP TO \$35B BY 2021

Grows dynamics of the video content market in Asia. Sources: [www.variety.com](http://www.variety.com) and [www.insivia.com](http://www.insivia.com)

The online video market in 2017 for the Asian region was estimated to be worth \$13 billion. The share of challenge videos is approximately 4% or \$510 million.

It is estimated that by 2021, the entire online video market will cost \$35 billion, with a \$1.4 billion<sup>10</sup> share of Video Challenges, respectively.

## VIDEO VIEWS



Further growth of the market will be promoted by an increase in the number of smartphone users. Nowadays, about 70% of the views on YouTube originate from mobile devices. Besides, the increase in population and the expansion of the Internet access network can be considered as a key factor that will propel this industry into greater heights.

Viral videos with Challenges have become a part of modern culture and the Eristica project is using this as a yardstick. Having entered the market in 2015, Eristica has already seen significant growth in the market keeping in mind that the project is still in the early phases of development.

By introducing technological innovation into the industry, by means of decentralization and tokenization of processes, Eristica simplifies interaction among participants, making the challenge process gamified, transparent and super exciting!

<sup>10</sup> Aggregated data from [variety.com](http://variety.com) and [insivia.com](http://insivia.com)



# Eristica overview

The project was started as an idea in 2014. It was at the time, when Nikita Akimov, the founder of Eristica, began working on the prototype of the application, forming the team and experimenting in the search for the best way to interact with the challenge community.

In 2015, the first public version of the Eristica application became available for download on Google Play and iTunes.

In August 2016, the project took part in the startup competition held by Winter Capital venture fund and the McKinsey & Company consulting company. The Eristica team shared the first place with two other projects, winning the prize of \$75,000. This was the first major recognition of the project. This is the same year that the project started growing in popularity reaching 500,000 users.

At the beginning of 2017, the Eristica team focused on rapidly developing region of Southeast Asia and India which is known for high demand for local entertainment content. That was one of the reasons why Eristica was invited to participate in the acceleration program of the startup Mobile Only Accelerator (MOX)<sup>11</sup>, managed by the SOSV<sup>12</sup> fund.

This market became both an opportunity and a technological challenge for Eristica. The application was rebuilt to work in the area with low speed Internet:

- The size of the application was reduced to 7mb
- Phone RAM consumption was decreased
- Eristica app was optimized work in zone of 2G internet

In the middle of 2017, the project team successfully completed the program in SOSV accelerator, which is one of the largest venture capital fund in the world. SOSV fund ranks first in “Investments in the early stages” rating<sup>13</sup>, ahead of other top giants like YCombinator and 500 Startups.

SOSV helped to get deals with major electronics manufacturers (OEMs) concerning pre-installing the Eristica application on new smartphones sold countries like India, Indonesia, Thailand, the Philippines, and Russia.

<sup>11</sup> <https://e27.co/meet-second-batch-mox-run-man-behind-one-chinas-successful-accelerators-20170109/>

<sup>12</sup> <https://sosv.com/choosing-accelerator-china-running/>

<sup>13</sup> Data from Techcrunch analytic report

[http://static.crunchbase.com/reports/annual\\_2016\\_yf42a/crunchbase\\_annual\\_2016.pdf?utm\\_source=autopilot&utm\\_medium=email&utm\\_campaign=YIR2016&utm\\_content=YIR](http://static.crunchbase.com/reports/annual_2016_yf42a/crunchbase_annual_2016.pdf?utm_source=autopilot&utm_medium=email&utm_campaign=YIR2016&utm_content=YIR)



# The Eristica cryptocurrency

## Purpose and characterization

The main mission of the Eristica project is to create a full-fledged crypto-economy in the digital entertainment space where tokens are the main tool for all interactions within the digital ecosystem. Eristica intends to use crypto to make the democratization of challenges economy, including creation, participation and rewards for challenges more efficient, fair and affordable.

Eristica utility tokens<sup>14</sup> (ticker: ERT) will enable users to participate in bets even with celebrities, get rewards for winning challenges and successful predictions. And also buy access to platform services.

ERC20<sup>15</sup> standard tokens will be issued on the basis of the Ethereum<sup>16</sup> blockchain. Eristica choosed Ethereum as the most technologically advanced blockchain for smart contracts development. As a matter of fact, the Eristica token will be a cryptocurrency with limited issuance, stable to inflation. The token can be divided into fractions. Besides, it is interchangeable and transferable.

## Building fundamental value

Estimates and predictions of Eristica are based on Metcalfe's<sup>17</sup> law, which states that: "The utility of the network is proportional to the square of the number of users of this network  $\approx n^2$ ."

1.2 million users of the platform will add value to Eristica tokens. Moreover, the constant exponential growth already seen plus the pre-installation of the application on new smartphones will certainly contribute to the further growth of the user base and, consequently, the increase in the value of the token.

The increasing number of users has an impact on the amount of Challenges undertaken on the platform. Given that Eristica incentivises users to be active on the platform, this, in turn, will increase the demand for Eristica tokens.

According to our statistics, one user creates 2 Challenges on average. Since the tokens supply is limited and tokens are used for a prize fund and for commission fee payments, its value is expected to increase.

<sup>14</sup> <https://medium.com/startup-grind/understanding-the-difference-between-coins-utility-tokens-and-tokenized-securities-a6522655fb91>

<sup>15</sup> [https://theethereum.wiki/w/index.php/ERC20\\_Token\\_Standard](https://theethereum.wiki/w/index.php/ERC20_Token_Standard)

<sup>16</sup> <https://en.wikipedia.org/wiki/Ethereum>

<sup>17</sup> [https://en.wikipedia.org/wiki/Metcalfe%27s\\_law](https://en.wikipedia.org/wiki/Metcalfe%27s_law)



Integration with third-party services and engaging partners in the project will also contribute to the growth of the project ecosystem, and thereby, make the platform even more attractive to users.

## Ethereum settlement layer

Users who want to transfer or withdraw their tokens from the platform can do this by interacting with the Ethereum network. With the help of any wallet supporting ERC 20 standard, it will be possible to route Eristica tokens out of the platform.

The current capacity of Ethereum is approximately 15 transactions per second<sup>18</sup>. This is not enough for all increasing network demands. Occasionally, the Ethereum network undergoes overloads and long delays in transactions.

In the context of a comfortable user experience, it is undesirable to use an on-chain solution within the Eristica system. That's why a hybrid off-chain solution to the Ethereum scalability problem will be created for operations inside the system.

This will enable an earlier version of the system to perform instant transactions without fees, wrap in complex functions and data, as well as provide a unified API to all partners engaged in digital services within the platform. Technical Paper covering those issues is coming up soon.

With the development of Ethereum blockchain technologies and the introduction of solutions that increase the network capacity then transferring these functions to a completely decentralized medium will become possible.

<sup>18</sup> <https://www.coindesk.com/information/will-ethereum-scale/>



# Digital economy

## Wallet

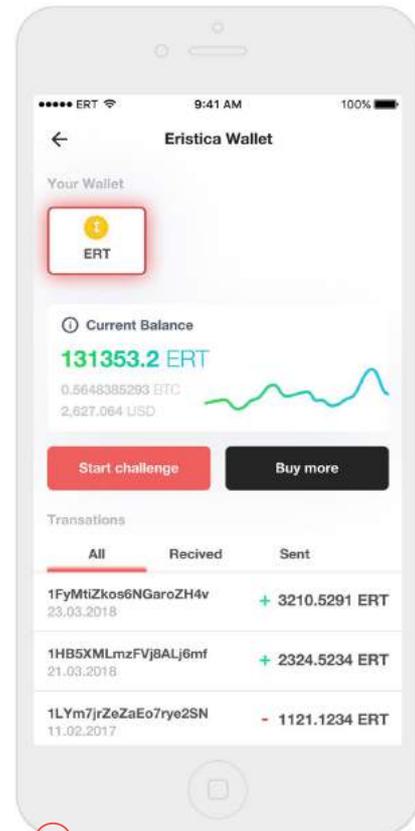
The wallet is a basic and an on-demand service for the use of cryptocurrency, which will be implemented in every account on the platform. The wallet features will allow users to transfer, withdraw and receive tokens. The intuitive interface shows the transaction history made through Challenges.

Integration of the wallet in the accounts of more than 1,200,000 users of Eristica is expected to make it one of the mass mobile cryptocurrency wallets in the world. Wallet API will be chosen from well-known 3d party developers based on various criteria, such as: security, functionality, scalability and supported currencies.

Cryptocurrency has been known to be quite complex and one of the Eristica goals is to simplify the experience for the mass user.

This is an ambitious goal that drives the Eristica project keeping in mind that the audience of the project comprises of active millennials and teenagers who are the future users of cryptocurrencies and services based on the blockchain.

The Eristica crypto-wallet is thus first step in acquaintance with the new world of blockchain for the audience of the project.



Example of the future Eristica wallet. *Options:* transfer, withdraw, transaction history and recommendations based on the previous actions.



## Eristica Game API

Initially, Game API was intended to be an experiment based on observations and analysis of the actions of the platform's gaming audience. Gamers made challenges concerning the one who would score more points or who would complete the level with the best result. Interest in such bets began after the emergence of popular game, Flappy Bird.

The problem was the fact that the Eristica services weren't integrated into this games, so the gamers had to send screenshots as evidence in their challenges. Game developers noted positives of these challenges in terms of increasing the average duration of the gaming session, as well as in the viral effect, where users went on to recommend the game to their friends.

On this basis, Eristica started working on a Game API. This is a simple and easy-to-use software interface will make it possible to integrate Eristica services into games on various platforms. Gamers can win Eristica tokens in challenges with friends and spend them on in-game purchases inside the game right after that. Circulation of tokens will run through both the Eristica platform itself and the partner applications with economic links, thus, forming a strong and lively ecosystem.

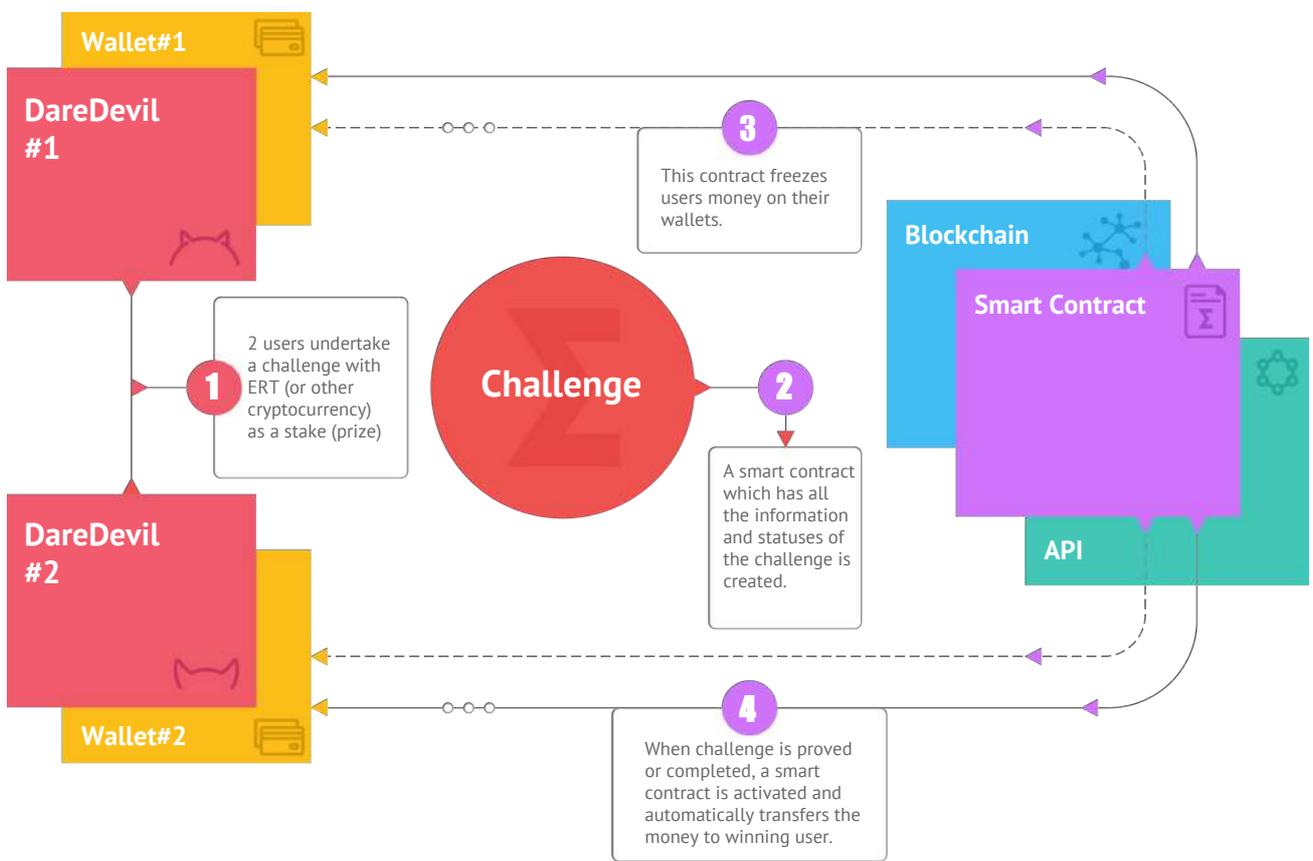
First of all, Eristica will look at creating an SDK for the most popular game development platforms, such as Unity3D Engine<sup>19</sup> and Unreal Engine<sup>20</sup>. The SDK will allow building of a wallet and services both in the existing and in the future games developed on these platforms. The development will be available on Github in the open-source format. Full deployment is expected in Q3 2018.

<sup>19</sup> <https://unity3d.com/>

<sup>20</sup> <https://www.unrealengine.com>



# Visualisation



 Principal algorithm for Challenge creation using a smart contract.



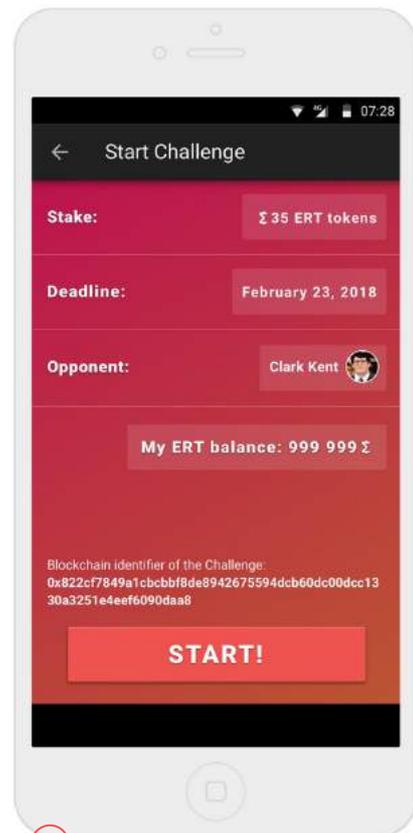
## Example use case: *challenges and predictions*

Eristica services enable users to challenge each other and further development of these services will enable the audience to create customized groups that will be challenged.

It will be possible to create mass challenges that coincide with special dates or time of day. By combining offline and online competition into one smart contract, users will receive the full range of tools to create any bet or challenge.

Eristica tokens will become universal cash for creating challenges, prize funds and rewards for the winners. The Eristica project will charge a 3% fee from each bet. The fee will be paid in ERT tokens.

The tokens received in the form of fees will be brought to the project pool, where they can be repurchased by users through the personal account. Thus, the community of the project will have the opportunity to buy tokens, without the need for delving into third-party exchanges.



An example of a screen with challenge creation. *Option:* choosing a specific opponent, stake, dead-line and challenge condition.



## Example use case: *decentralized governance*

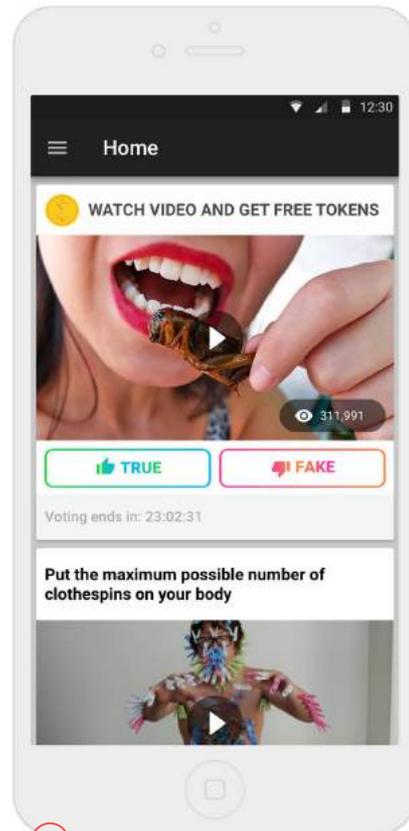
Decentralized voting will make it possible to find out the community's opinion on all important issues transparently and quickly, as well as select representatives of user groups and resolve disputable situations.

The request for voting will be sent to the user's feed. And, depending on the importance of the subject, it will encourage the user to make a choice. When voting on important issues, users will receive tokens as a reward for participation.

The anonymity of voting will help avoid the pressure of the majority. The transparency of the calculation will guarantee a fair result. A smart content filter will remove voting that isn't relevant to the user without padding the user with queries.

With the help of decentralized voting, users will be able to have an influence on solving disputable situations when determining winners in a challenge. In case of disputable situations, a video with the challenge will be sent to the users' feed, where everyone can vote whether a challenge was completed or not.

On the Eristica platform, videos are one of the main sources of proving that the challenge was complete. With the introduction of blockchain technology, the authenticity of the video shot on the smartphone will be guaranteed. The hash<sup>21</sup> of the video along with the timestamp will be kept in the blockchain, where everyone will be able to check out the authenticity and timing of the video recording. Thus, the community will be assured of the evidence presented.



Example of voting request in user's feed. Whether the evidence provided by the proof-video is enough for winning the Challenge?

<sup>21</sup> [https://en.wikipedia.org/wiki/Hash\\_function](https://en.wikipedia.org/wiki/Hash_function)

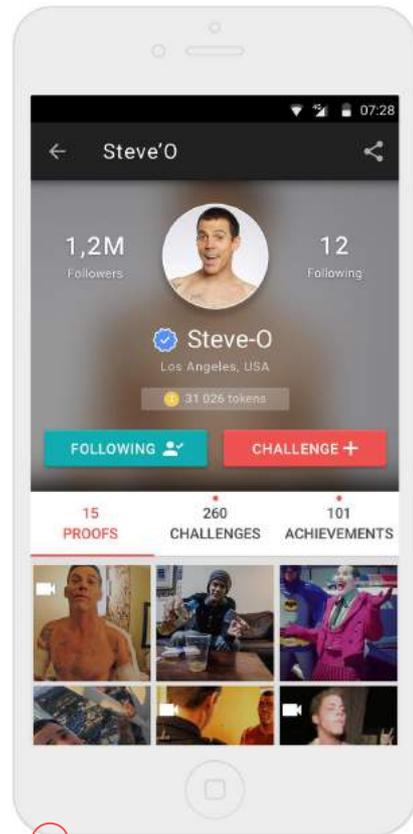


## Example use case: top bloggers challenges

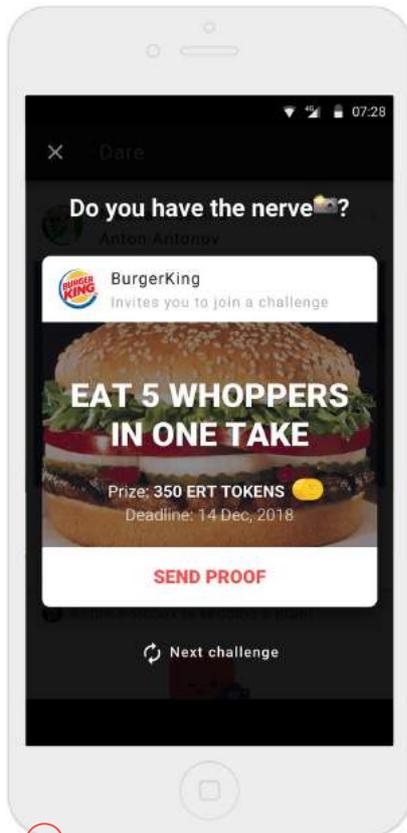
Challenges to star bloggers have become a new popular trend on YouTube. Often the bloggers themselves encourage viewers to challenge them.

Eristica provides a ready-made and reliable platform, where bloggers can create challenges for their subscribers and accept challenges of other bloggers.

ERT tokens will provide the opportunity to monetize the event at a new level. The fee received from the event will motivate bloggers to engage their audience in participation in the event. Also, rewarding the winners with Eristica tokens will spark interests from the viewers.



Example of a Star Blogger account screen. Options: the current and finished challenges, achievements, etc.



An example of a Popular Brand Challenge. The player must eat 5 burgers at a time to receive the 350 ERT reward.

## Example use case: brand challenges

Well-known brands will be able to interact with the community in a new way. It means that by creating their own challenges and rewarding participants with Eristica tokens, brands will be able to work with the audience at a new level.

The recent success of the Burger King<sup>22</sup> offer (they gave tokens as a reward to all buyers) showed the real potential in a new kind of interaction based on the tokenization of the economy.

<sup>22</sup> <http://www.bbc.com/news/technology-41082388>



# Eristica Challenge Foundation

## Development goals

The blockchain industry is based on the digital promotion of economic agents. Whether it's a reward to a miner for the found Bitcoin block<sup>23</sup> or encouraging authors inside the decentralized Steemit<sup>24</sup> blog platform, it all creates a powerful engagement mechanism.

Using the experience of the industry, the Eristica project will create its own Challenge foundation aimed at the promotion, adaptation, and growth of the platform ecosystem.

The rewarding mechanism promoted by the foundation will become a natural incentive for digital service providers to join the Eristica ecosystem. The network effect of Eristica will grow with each new partner joining the system. Thus, the value of the ecosystem for users and network partners will increase.

This is why Eristica is using the experience of the industry and creating its own Challenge foundation aimed at the promotion, adaptation, and growth of the platform ecosystem. In addition to providing general ethics, the legitimacy of content and transactions, the ecosystem won't impose unnecessary restrictions, which should create an attractive image of the platform.

## Financing and activities

10% of all the issued tokens will be reserved for activities of Challenge Foundation. In the future, some of the tokens received from the fees will be re-invested in Challenge Foundation as well. Thus, Foundation will have its own source of funding.

The activities of Foundation will be aimed at periodic distribution to reward active users, opinion leaders, well-known bloggers, and of course, third-party developers providing additional services within the ecosystem. The amount of remuneration will be proportional to the contribution to the economy of the project. At the same time, the payment will gradually decrease as the total value of the currency grows.

Challenge Foundation will ensure an equitable distribution of rewards using an impersonal, result-oriented methodology based on a formula with the following variables such as: user's activity, time spent on the platform, retention, number of challenges, upvotes, video uploads, referrals and many more factors.

<sup>23</sup> <http://www.bitcoinblockhalf.com/>

<sup>24</sup> <https://steem.io/getinvolved/posting-rewards/>



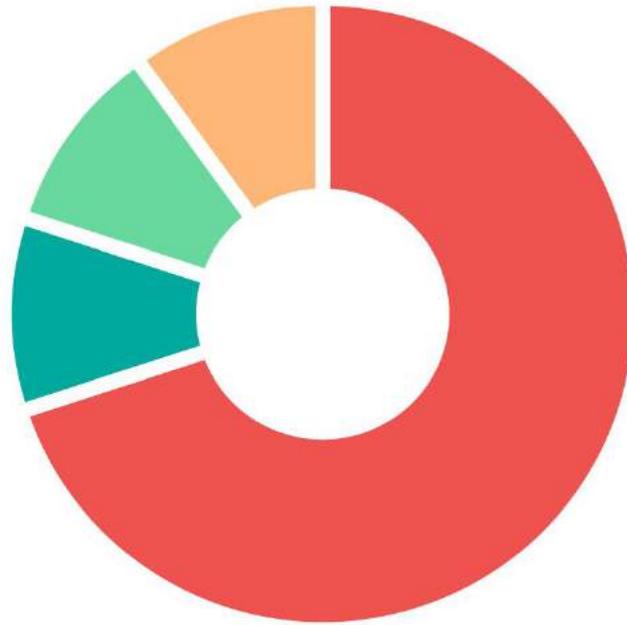
# Eristica token issuance

## Brief summary

<b>Eristica Utility tokens</b>	<b>Fundraising limits</b>
Eristica token belongs to Utility token class, and it isn't regulated by SEC (Estimation as regards to Howey test = 19)	Hard cap: \$10.000.000
<b>ICO start dates</b>	<b>ICO closing dates</b>
Pre-sale of tokens – September 1, 2017 Main ICO start – December 7, 2017	ICO closing – February 7, 2018
<b>Duration of ICO</b>	<b>Terms of ICO termination</b>
Pre-sale stage: 45 days Main sale stage: 62 days	ICO will be closed, subject to fulfillment of one of the terms, namely: Hard Cap or ICO termination date is reached.
<b>Total number of tokens</b>	<b>Additional issue\mining</b>
687.575.392 of ERT tokens will be issued under the smart contract at the date of ICO start. All the tokens that won't be sold will be burnt after ICO.	Under the terms of the smart contract, tokens can't be additionally issued.
<b>Base price for a token</b>	<b>Currencies approved for payment</b>
Please see website for exact price	BTC BTS ETH LTC BCH



## Token allocations



- **70%** of all tokens will be available for purchase within the ICO.
- **10%** is reserved for the Eristica team. The tokens will be locked in a smart contract with a 24 month vesting period, and a 6-month cliff.
- **10%** of the tokens will be transferred to Challenge Foundation for the development of the ecosystem of the platform.
- **10%** will be a reserve for early investors, project advisors and bounty program.



The total number of tokens is strictly limited by the initial issue. Therefore, a deflationary economic model has been created within the framework of the platform. It provides an increase in the value of tokens over time.

Tokens paid as fees for using the services of the platform will be kept as the project cash reserve. Users will be able to buy tokens from the reserve at a fixed price depending on the increasing value of the token.

Purchase of tokens will be available from the user's personal account. Users can pay with bank cards, local payments or cryptocurrency. Thus, a powerful flow of exchange of Eristica tokens for classical local money will be created. This will, in turn, support the value and circulation of tokens in the crypto-economy of the project.

## Project Budget

The fund raised in the course of ICO activity will be fully and completely used for the development of the Eristica platform. Depending on the volume of funds raised, a specific scheme for the allocation of the fund will be chosen.

Eristica intends to become a pioneer in the field of peer-to-peer challenges using smart contract technology and blockchain. The achieved success and the over a million strong user base indicates the feasibility of this idea. However, further development requires tremendous effort and top draw R&D (Research and Development) cycles.

Taking into account the volatility of cryptocurrency rate, up to 40% of the resources of the foundation will be hedged using the USD/EUR fiduciary currency, in order to ensure full functionality of the project for 18 months.

The figure below presents a budget scenario where the amount of raised funds is \$5.000.000. For KPIs and more details please see the Roadmap section below.



31%

Research and Development

Development of the core, adoption of blockchain technologies and smart contracts, creation of new services, implementation of the voting mechanism and prize fund.



23%

Content Creation

Viral content is one of the advantages of the project. That's why Eristica intends to direct some of the funds raised to create high-quality content and engage talented specialists from all over the world. Besides, expenses include video production, offline events, production of TV shows and other activities.



31%

Marketing

Expenses for promoting the project and expanding the user base. Promotion on new markets, local partnerships. Visiting conferences and issue-related exhibitions.



15%

Other Expenses

Payment for servers, legal expenses, accountancy, operating and other expenses.



# Cryptocurrency adoption among mass audience

The first active users of cryptocurrency were professionals in the field of IT and cryptography. Initially, mining of bitcoins wasn't profitable. It was more like a guiding light, a starting point for an acquaintance of all newcomers with new technology.

Vitalik Buterin, the founder of Ethereum, came to the world of blockchain through mining. Due to its open architecture, anyone could figure out the code and launch his/her own version of the blockchain or create an application using blockchain technologies.

The Eristica project considers the promotion of the crypto-economy among young people to be one of its main goals. The project is thus looking to bring in millions of young users to the crypto world.

The first won tokens will be a new starting point for the future generation of crypto-enthusiasts. And you never can tell, some of them may end up being future founders of projects like Ethereum!

*«For the first time I got in touch with the blockchain industry six years ago, and my experience was very simple. I entered the Internet, earned twenty Bitcoins, and then spent eight and a half of them to buy a shirt. Now these Bitcoins cost \$20 thousand. The shirt, unfortunately, was lost somewhere on a train in London.»*

Vitalik Buterin



Vitalik Buterin, founder of Ethereum, and Nikita Akimov, the founder of Eristica, at a conference in Kazan, Russia in 2017.



# Road Map

2017

**Working product** - Eristica app 3.0  
**1.100.000** million users were registered in the CIS countries and 100.000 – in the countries of Southeast Asia and India  
**SOSV investment**, MOX accelerator in Taipei and Singapore  
**Pre ICO** was reached  
**Eristica awarded** as #2 Product of the Day on Product Hunt

2018

**Q1** **Nominated** for Crypto Product of the Year on Product Hunt  
**Global scale** - Eristica app 3.5 Preloads on smartphones in Southeast Asia and India  
**Embedding** core smart contracts  
**Exchange** listed

**Q2** **Eristica app 4.0** with ERT wallet launch  
**Eristica World Challenge Platform** concept creation  
**Eristica WCP 1.0** development  
Meetup with Game Publishers  
**ERT** offerings marketplace development

**Q3** **Eristica WCP 1.0** release  
**SDK for Unity** and selected game engines  
**Integration kit** for Game Publishers  
**Eristica WCP 2.0** development

**Q4** **Over 4 500 000** users in Southeast Asia and India in Eristica app 4.0  
**Eristica app 4.0** launch in the US market

2019

**Eristica WCP 2.0** release  
**Dashboard** for Game Publishers launch  
**ERT payment** framework  
**Start integration** with Game Publishers



# Conclusion

The Eristica project has been spearheading innovation in the realm of challenges since 2015 and has already earned the trust of more than a million users. The exponential growth of the platform is a clear indicator of the virality of content created by users plus the fact that videos with challenges are getting millions of views and encouraging new users to participate.

The FunTech industry is on the threshold of a new evolutionary breakthrough. While many market participants are still at the stage of comprehension of all those new opportunities that will be brought by blockchain and tokenization of the economy, Eristica intends to become a pioneer in creating a single platform for offline and online challenges.

The ecosystem of the platform will enable providers, developers, online services and community of the project to interact with each other through Eristica utility tokens.

Using an API, third-party game developers will get the opportunity to implement Eristica services in their products. Thus, the project will combine both classic offline challenges and online eSports competitions. Even a simple mobile game will be easily turned into a platform for mass competitions.

Users of the platform will be able to personally participate in online and offline challenges, make bets with famous bloggers, receive virtual rewards for successful predictions of the results of challenges. Moreover, they will be able to actively interact with third-party services and the services of a developed platform ecosystem.

Tokens will become a universal currency approved for payment both within the ecosystem and by the partners of the project. The ability to purchase tokens within the application will create a stable demand for tokens, which will positively influence the liquidity and growth of the value of the token. To increase the liquidity of the token, Eristica will work hard on listing tokens at the largest exchanges.



# Founding team



**Nikita Akimov**   
CEO

Founder of Eristica. He is an avid entrepreneur and marketing guru. He is a graduate of Mobile Only Accelerator (MOX) which is the number 1 startup accelerator in Asia. Akimov is a winner of the startup competition Winter Capital & McKinsey. He is also an advocate of decentralization and democratic anonymous organizations (DAO). He is a Graduate of the Department of Mathematical Methods for Economic Analysis at Moscow State University.



**Andrey Sheludchenko**    
CTO

He is a blockchain evangelist with extensive experience in building networks architecture and cloud solutions for enterprise mobile platforms. He is also the Head of Mobile Development Department at Wildberries.



**Valentina Ivashchenko**   
COO

Serial entrepreneur. She is the founder of “Atelier Kälte” online store and a General partner at Corporate Real Estate Fund. A Lawyer by occupation, she has extensive experiences working with the largest oil corporations in Russia.



**Artyom Dalevich**   
CMO

Serial entrepreneur and professional advisor on the management of high technology projects. A Mathematician by profession, Dalevich is the founder of Appnow.com project, with a current capitalization of \$10M. He has also been a speaker at international conferences around the world.



# Mentors and advisers



**Stan Larimer**   
**Godfather of BitShares**

Stan Larimer is a prolific blogger, keynote speaker and expert consultant on real-time industrial grade digital currencies. He is CEO of Cryptonomex, cofounded with his son Dan Larimer, the originator of blockchain technologies that currently process over half of all public blockchain transactions in the world. These include BitShares, Steemit, Peer Plays, Muse, Golos, and next year EOS. Stan has used his MSEE degree to teach rocket science at the US Air Force Academy and to develop unmanned air, ground, sea and space “drones” for 40 years with aerospace giants such as Lockheed Martin, Northrop Grumman, Boeing, General Dynamics, and SAIC.



**William Bao Bean**   
**General Partner at SOSV**

William Bao Bean is SOSV’s title partner and managing director of China Accelerator, the first startup accelerator in China, based in Shanghai. He is a well-known practitioner, innovator, and thinker of technological investments in Asia and the founder of MOX, SOSV Mobile-Only Accelerator.



**Michael Taggart**   
**Co-founder and President of Cryptonomex**

Michael is a Co-Founder & President of Cryptonomex, a custom blockchain development company responsible for the Graphene blockchain that powers BitShares, Steem, EOS, Peer Plays, and other projects. He is also co-founder Press Advantage and London-based Remittio, a digital currency settlement service.



## Evgeny Tchebotarev

### Founder 500px

First time entrepreneur who founded 500px, a photo marketplace for millions of photographers. Evgeny is on the new quest to: 1) Dramatically improve education through software 2) Help startups bridge gap between Asia & the West.



## Bitollo

### Member of Bitcoin Foundation Italia

Bitollo is a professional consultant / Italian ambassador and member of Bitcoin Foundation Italia. He has a Legendary green trust account on the most famous bitcoin forum—<https://bitcointalk.org/>



## Hayk Hakobyan

### Founder of TinyCarrier Singapore

Hayk is a business expert (in product, strategy, innovation, gamification, AI), advisor (TheZimbabwean, Jornal a Verdade, Mountain Ram Adventures), speaker (TEDxAUC, TheChaosAsia, Markedu), mentor (SOSV), and blockchain enthusiast. He worked with and consulted for SMEs and MNCs in Europe, Africa, and Asia.



## Ryan Shuken

### Serial Entrepreneur

Serial entrepreneur. Partner at MOX and China Accelerator, where he supervises the development of MOX-ecosystem for startups, investors, mentors, and partners. He is a specialist in exponential growth and creator of the number 1 startup podcast in China.



**William Shor**   
**Managing Partner at Caspian Ventures**

William heads the investment department of CVC for global venture projects. Under his direction, CVC invested in such companies as: Uber, Uber China / Didi Chuxing, Hyperloop One, Diamond Foundry, ASAPP and Astra Space.



**Melody He**   
**Partner Investor at MOX**

Melody is an investment partner at MOX. She began her career in investment banking services in Hong Kong and is known for having an insatiable passion for tech companies. She has previously worked on the Baidu IPO among other big projects.

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