



BLACER COIN

WHITEPAPER

THE FIRST ESPORTS ORGANIZATION ON THE BLOCKCHAIN

PREAMBLE

Blacer Coin (BLCR) is a parent company of Blacer Limited Company . The company is registered in England. Blacer coin is a revolutionary blockchain project that has already begun to change the whole esports scene. The Blacer Coin allows even beginner players around the world to earn their first money on Blacer platform and tournaments.

Blacer organizes a lot of online and offline tournaments around the world. In our tournaments can participate the players with different gaming skills. Thanks to this our tournaments collect tens of thousands of players and hundreds of thousands of viewers on our streams Twitch and Youtube channels. We use Blacer Coins as payment method in our prize pool. The players get these coins as a reward for win tournaments and can spend Blacer Coins in our blacershop exchanging to mouse, keyboard, headphones and other devices. Also players can sell these coin on the markets for BTC. Some part of gamers spend Blacer Coin to for entry tournaments fees on our Blacer tournament platform. We use blockchain technology for building world players rating thanks to this rating the gamers will be able to leart their value on progamers markets, calculate how much they can earn, find sponsors and improve their skill finding yourself a sparring partner for trainig.



Marcin RAINBOW" Śliwka

PREAMBLE

Blacer Coin goal is low fees, scalability and decentralisation. Through offering proof-of-stake and masternode rewards, we will attract investors and believers in Blacer Coin who will maintain the network save and secure, while keeping transaction fees to a minimum.

We aim to make Blacer Coin the standard digital esport currency so it is more accessible and ready for wide scale adoption. We have TOP world players in our organization, which win the world's largest tournaments. The esport industry has grown significantly over the past years. Reports claim that it will increase in volume this year as well, becoming a \$900 million USD industry in 2018.

According to Forbes, the esports industry grew from \$493 million USD in 2016 to \$655 million USD in 2017. Its audience grew by roughly 2 to 3 million in over the same period of time. This brought large-scale corporations into the fray like Microsoft, CocaCola, Amazon, Tencent, and others. It also brought cryptocurrency enthusiasts who are developing blockchain-based technology for the industry.



USAGE OF BLACER COIN

- Blacer Webshop will allow you to exchange BLCR for digital games, hardware, apparel, tickets and more!
- Everyone will be able to join to Team Blacer and taking part in our events and tournaments
- Pay entry for various tournaments
- Setting the foundation so that - through tournaments, events and sponsorships - our Blacer Team will become the best advertising option for all businesses, crypto or not.



HISTORY OF CREATION BLACER LIMITED COMPANY

From playing Playstation, action and shooter games we always wanted to achieve something in the big wild gaming world. Now in the modern age, the gaming world is to be called esports, where our main focus lies.

Our organization is dedicated to make Blacer Coin a well known brand. We know the esports industry inside out and have already over 6 years of experience within esports. We are already hosting our tournaments on twitch, youtube, afreecatv and also hosting big live events. The Blacer organization exists of 45 esports players in six game disciplines and 5 team members who are doing all tasks from graphics to marketing. We have an experienced and enthusiastic team who are dedicated and ready to make reality of our dreams. We are a constant growing organization and always looking for new, talented and innovative members to join Blacer Team.



WHAT IS ESPORTS

**Definition of 'eSports' by the Oxford Dictionary –
“A multiplayer video game played competitively for
spectators, typically by professional gamers.”**

But what does it exactly mean?

“The simplified definition is “competitive gaming at a professional level”. It is based upon video games, however not on specific games, rather on any game that has a purpose and people play against one another. In general, it works just like traditional sports - the more popular a sport is, the more people are interested and practice it, and the better the competition is.

The objectives differ in the games but the majority of games are team-based and the players compete in tournaments, leagues, and offline events. Just like in traditional sports there are finals, qualifications, championships and so on. An important remark is that the leagues are usually region-specific – for instance Europe only or North America only. However the biggest events are open internationally and all teams are able to qualify for them, just like in the football world cup for instances.”

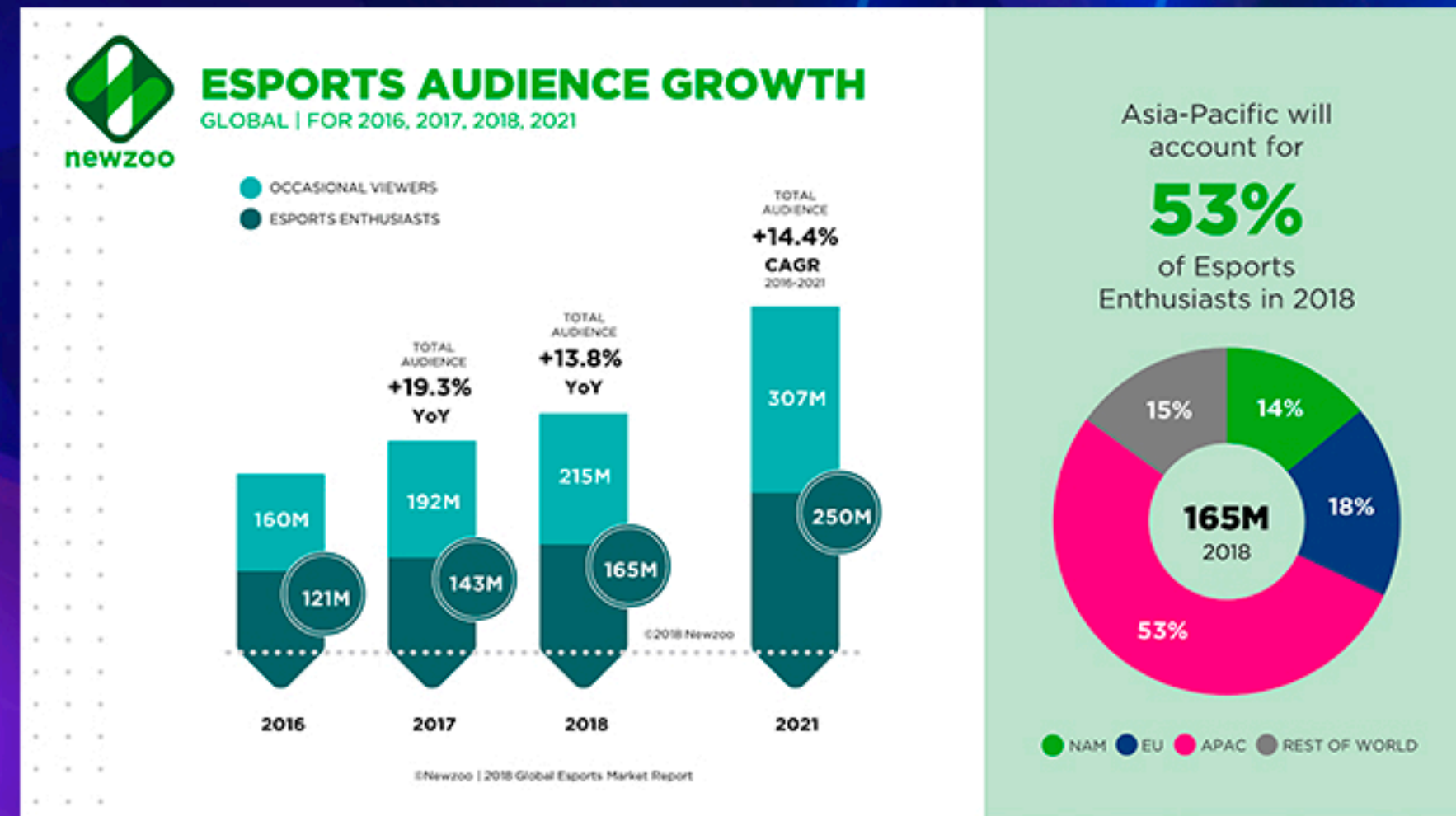


WHAT IS ESPORTS? CONTINUED

It is predicted that this year, esports will become a billion-dollar industry. Everything thanks to highly developed components of esports, that are said to have earned \$493m in 2016, with an annual 51.7% growth.

Professional teams nowadays compete for huge amounts of money. For example, the prize pool at The International 2016 exceeded \$20m, while the tournament itself was watched by staggering numbers of people either online (counted in millions) or in football stadiums.

But how did the prizes increase so rapidly? The most important factor when it comes to tournament organisation are donations, either granted by the community or sponsors. They fuel the whole machine



WORLD ESPORTS MARKET

By 2019, it is estimated that 427 million people worldwide will be watching some form of e-sports. The increasing availability of online streaming media platforms, particularly Panda.tv, YouTube and Twitch.tv, has become central to the growth and promotion of esports competitions.

Demographically, Major League Gaming has reported viewership that is approximately 85% male and 15% female, with a majority of viewers between the ages of 18 and 34. Despite this, several female personalities within esports are hopeful about the increasing presence of female gamers. South Korea has several established esports organizations, which have licensed pro gamers since the year 2000. Recognition of esports competitions outside of South Korea has come somewhat slower.

Along with South Korea, most competitions take place in Europe, North America and China. Despite its large video game market, esports in Japan is relatively underdeveloped, and this has been attributed largely to its broad anti-gambling laws which prohibit paid professional gaming tournaments. The global esports market generated US\$325 million of revenue in 2015 and was expected to make \$493 million in 2016. The global esports audience in 2015 was 226 million people. According to a Newzoo report in April 2017, 42% of the gaming market belongs to the mobile industry, and mobile is projected to claim more than 50% the market by 2020.

Forecasts that seemed too optimistic at some point, now look like they're seriously underestimating the entertainment capacity of eSports. Even with high market projections, eSports are continuing to exceed expectations. We've seen the enormous potential of the industry in just a few years. Now we're lucky enough to be able to witness it reach its full power in the coming decades and we're determined to be a major part of it.



BLACER MARKET ADVERTISING

Advertisers have been trying to get into gaming for years but it's been tricky to crack when most developers aren't commercially set up to make money beyond video games sales. Most of the money being poured into esports goes to sponsorships and advertising. Fees paid to games developers are set to account for 11 percent of esports growth in 2018, while money made from sponsorships, which are usually sold by league owners, will drive 40 percent of its growth, according to Newzoo.

Gaming-related brands dominate esports leagues, teams and players, with brands such as Coca-Cola, Red Bull and McDonald's seeing an opportunity to reach an audience that isn't the most receptive to advertising. A 2017 Nielsen study of 4,000 esports fans aged 13 to 40-years old found that more than seven in 10 on average preferred promotions from gaming-related brands. Blacer platform it's a new era of e-sports advertising.

We will offer new kind of advertisements for e-sport sponsors. This will be the most effective type of advertisement that will encourage players and viewers to take action and make purchases of advertiser's products, since Blacer platform users will get coin as rewards or cash back to their purchases. All sponsors will get the opportunity to advertise your products and your brand on the websites, social networks of the company Blacer and our players. We have total more

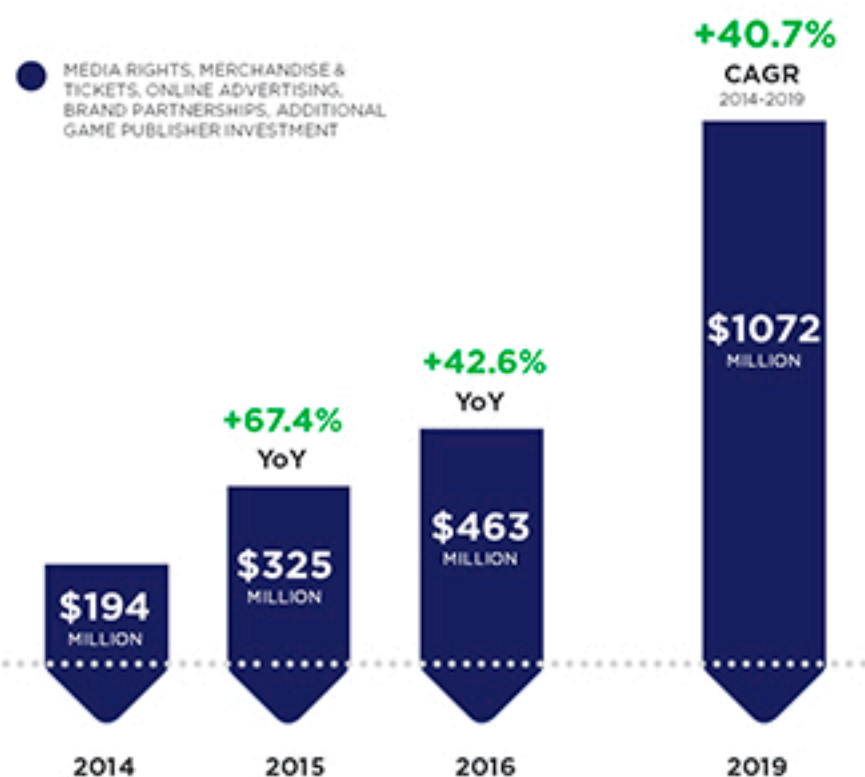
MARKET



ESPORTS REVENUE GROWTH

GLOBAL | FOR 2014, 2015, 2016, 2019

- MEDIA RIGHTS, MERCHANDISE & TICKETS, ONLINE ADVERTISING, BRAND PARTNERSHIPS, ADDITIONAL GAME PUBLISHER INVESTMENT

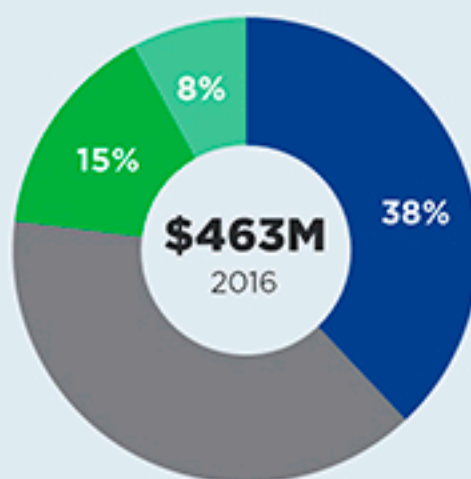


© Newzoo | 2016 Global Esports Market Report

China & South Korea
will generate

\$106M

in 2016, or 23% of global
esports revenues



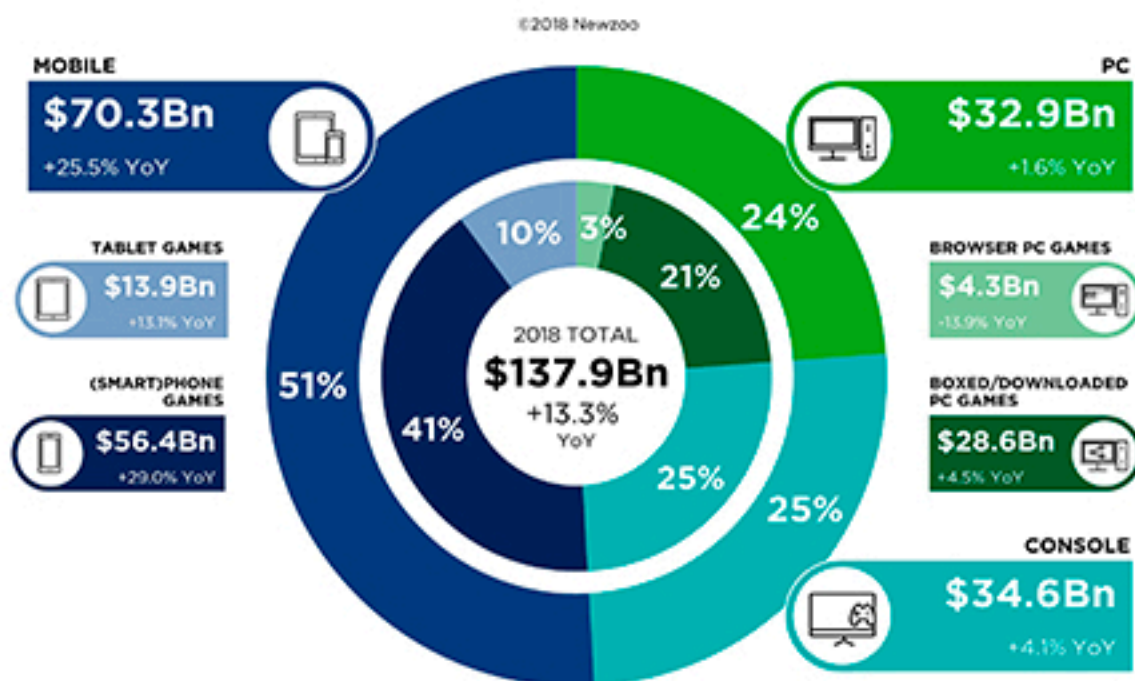
● CHINA ● S.KOREA ● NAM ● REST OF WORLD

\$463M
2016



2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

BLACER BLOCKCHAIN GAMING PLATFORMS

- The gaming platforms that are interested in capitalizing on esports use traditional centralized systems.
- Online gaming enables users to play with others, share their experience and even earn prizes, through centralized platforms. These however lack transparency insofar as prize distribution is concerned.
- Players may at times encounter difficulty in withdrawing funds and even experience fraud through third-party services. These aspects, as well as the whole betting infrastructure that surrounds esports, can be enhanced by Blacer blockchain systems.



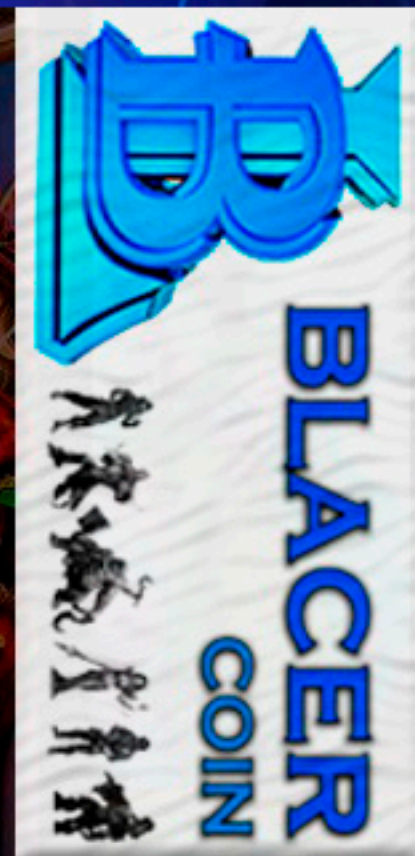


COIN SPECIFICATIONS



BLACER COIN Specification	
Coin name:	BLACER COIN
Ticker:	BLCR
Algorithm:	X11/POS
Block reward:	0.5 – 7 BLCR
Masternode Collateral:	1000 BLCR
Masternode reward:	50 - 90%
Staking (POS) reward:	50 - 10%
Block Time:	60 seconds
Total supply:	42 000 000 BLCR
Premine:	798 000 BLCR (1.9%)

Special specifications for Presale:	
Phase Presale (blocks):	2 – 10000
Special ROI for Presale:	
Masternode online	ROI %
5	4204
10	2102
15	1401
20	1051
25	840
30	700



PROFIT DIAGRAM

Phase	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Blocks from and to	10001 20000	20001 30000	30001 40000	40001 50000	50001 60000	60001 70000	70001 80000	80001 90000	90001 100000	100001 110000	110001 120000	120001 130000	130001 140000	140001 150000	150001 160000	160001 170000	170001 180000	180001 190000
Reward for 1 block	0.75	1	1.25	1.5	1.75	2	2.25	2,5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5
Masternode reward %	50	50	50	50	50	50	50	50	51	52	53	54	55	56	57	58	59	60
Staking reward %	50	50	50	50	50	50	50	50	49	48	47	46	45	44	43	42	41	40
MN reward coin (1 block)	0.375	0.5	0.625	0.75	0.875	1	1.125	1.25	1.4025	1.56	1.7225	1.89	2.0625	2.24	2.4225	2.61	2.8025	3

Phase	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Blocks from and to	190001 200000	200001 210000	210001 220000	220001 230000	230001 240000	240001 250000	250001 260000	260001 270000	270001 280000	280001 290000	290001 300000	300001 310000	310001 320000	320001 330000	330001 340000	340001 350000	350001 360000	360001 370000
Reward for 1 block	5,25	5,5	5,75	6	6,25	6,5	6,75	7	6,9	6,8	6,7	6,6	6,5	6,4	6,3	6,2	6,1	6
Masternode reward %	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78
Staking reward %	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22
MN reward coin (1 block)	3.2025	3.41	3.6225	3.84	4.0625	4.29	4.5225	4.76	4.761	4.76	4.757	4.752	4.745	4.736	4.725	4.712	4.697	4.68

Phase	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Blocks from and to	370001 380000	380001 390000	390001 400000	400001 410000	410001 420000	420001 430000	430001 440000	440001 450000	450001 460000	460001 470000	470001 480000	480001 490000	490001 500000	500001 510000	510001 520000	520001 42000000
Reward for 1 block	5,9	5,8	5,7	5,6	5,5	5,4	5,3	5,2	5,1	5	4,9	4,8	4,7	4,6	4,5	4
Masternode reward %	79	80	81	82	83	84	85	86	87	88	89	90	90	90	90	90
Staking reward %	21	20	19	18	17	16	15	14	13	12	11	10	10	10	10	10
MN reward coin (1 block)	4.661	4.64	4.617	4.592	4.565	4.536	4.505	4.472	4.437	4.4	4.361	4.32	4.23	4.14	4.05	3.6



OCTOBER/NOVEMBER 2018

- ✓ BlacerCoin idea
- ✓ Usecase research
- ✓ Forming core team
- ✓ Blacer Limited founded
- ✓ Proteam of StarCraft2 and CS:GO created.



DECEMBER 2018

- ✓ BlacerCoin creation
- ✓ Logo Design
- ✓ Website development
- ✓ Marketing
- ✓ Whitepaper V1

JANUARY 2019

- ✗ Creating advertising packages
- ✗ Website updates
- ✗ Blacer esport platform development
- ✗ CryptoBridge
- ✗ CoinExchange.io

FEBRUARY/MARCH 2019

- ✗ BlacerCoin team expansion
- ✗ BlacerShop development
- ✗ Coinpayments.net
- ✗ Marketing
- ✗ Listing on platforms (CMC, coingecko, etc)
- ✗ Whitepaper V2
- ✗ 3rd Exchange

Q2 2019

- ✗ BlacerCoin Sponsorship program
- ✗ Blacercoin esports tournaments
- ✗ Mobile wallets
- ✗ Marketing
- ✗ Redefine roadmap 2019

CONCLUSION

Blockchain technology has the potential to prevent fraudulent activity and BLCR is promising to introduce blockchain technology within their platforms to combat the shortcomings created by the centralization of prize disbursement. These solutions can also be applied to the gambling side of esports.

The BLCR development team prepared this document in order to provide detailed information about the platform and BLCR Coin. We are very confident that our platform and mobile applications will be used around the world to provide increased protection of customers data shared with world esports organizations and bring esports to a new level.

