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PLA TOKEN

Plair Foundation Whitepaper

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Executive Summary

Mission Statement

Plair is a video-gamer-focused public blockchain platform built to serve and improve the gaming experience and lifestyle. We intend to establish and grow a community space where gamers can not only engage with one another through on- and offline events and tournaments, but where they will have access to tools that will allow them to earn a sustainable living and forge a career path in video game play. The Plair platform will reward and empower every member of the video gaming community, both socially and financially.

Plair Vision

On the surface, video games and athletic sports may seem like social opposites, but these two communities both share otherwise immeasurable enthusiasm, passion, and dedication from those who consider themselves active participants of either lifestyle. However, while athletes have many opportunities to establish careers through their talents, engage with like-minded fans, and experience a far-reaching sense of community, the video gaming industry falls distinctly short in these areas.

This disconnect is what Plair aims to solve, by leveraging innovative distributed technology to create a platform that delivers tools for community engagement and professional development for gamers. Plair will be the gamer's best friend and an essential part of enjoying video games to the fullest.

The Plair vision is to promote and facilitate the gamer--and therefore the Plair--lifestyle and community through on- and offline products and events. With Plair, gamers will reap the benefits that sports fans and athletes already experience: accessible venues for playing, spectating, and discussing the games they love.

Essential Goals

Through our decentralized, gamer-focused technology, we will allow for the following:

- Rewards for both video game streamers and viewers for their participation on our platform.
- The growth of the amateur eSports scene, allowing for amateur player development for professional organizations.
- Additional DApp development through accessible open-source tools.
- The merge of game play and streaming on a unified platform.
- A platform that brings together the massive gaming industry and crypto community.

Introduction

In recent years, “gaming reality” and “real life” have truly begun to blend and integrate with one another, similar to the blending of in-person social interactions and the use of social media. Yet, despite the increasing ubiquity of digital game play, the gaming industry has been neglecting its members at the root level: the gamers themselves.

The Plair platform will become the premiere venue for online social experiences, where gamers can interact with one another while playing, watching, discussing, and creating game-related content. We believe that by building a sustainable and ultimately disruptive gaming ecosystem we can truly empower the gaming community, providing them with the means to earn “real life” value through their gaming interests and lifestyle.

Through blockchain technology, our gamer-focused economic model, and unique algorithms, Plair will be able to quantify the value members are producing for the platform and reward them for their time, participation, viewership, growth, intellectual property, and other activities. These rewards will come in the form of Plair Tokens (PLA), a crypto asset that will hold real world value, which will be sustained by and thrive on engagement within our community.

In order to achieve our goals, Plair has assembled a team of experienced, passionate gaming veterans and players, as well as some of the top tech talent in Asian regions. Our team has a broad spectrum of industry skills ranging from eSports, technology, marketing, product, design, operations, and executive management.

We plan to scale by leveraging our network of celebrities, current and ex-professional eSports players, and established strategic partnerships with global eSports companies such as Next Generation Esports (NGE), Global eSports (GES), Asia City League (ACL), and more. These collaborations are at the heart of our vision for Plair to become a large, sustainable brand, as well as keeping the platform fun and interesting for game players and spectators.

Plair will also partner with VeChain and use the VeChainThor blockchain to become a pioneer in gaming ecosystems. In choosing VeChain, the Plair platform will anchor into the world's leading blockchain. Using the tools and infrastructure provided by VeChain, Plair will be able to seamlessly adapt to the ever-changing blockchain industry. We will be the first ICO to launch on the VeChain platform.

While this whitepaper will describe the Plair vision and means of achieving that vision related to eSports and tournament gaming, we are also focusing on game streaming and the development of user-created dApps on our platform, which we will address at length in subsequent whitepapers.

Market Opportunity

Gaming Industry

The gaming experience is vast and varied, ranging from free-to-play mobile games to community-driven massively multiplayer online role-playing games (“MMORPGs”) to watching others compete in tournaments via streaming channels. Accessing games has also never been easier thanks to the ubiquity of smart devices and the Internet, meaning most individuals have some relationship to gaming, no matter how casual.

This industry generated 116 billion USD in 2017, 10.7% more than the previous year. Games played on a computer accounted for 28% (+1.4%) of this number, console games 29% (+3.7%), and mobile games a whopping 43% (+23.3%). The whole segment is expected to grow 7.7% in 2018, reaching a revenue of 125 billion USD. These values culminate at +23.7% between now and 2020 for a total revenue of 143.5 billion USD.

ESports

The number of eSports fans is expected to reach approximately 590 million in total by 2020. Roughly half of them are occasional viewers and half of them are eSports enthusiasts. eSports will have over 1 billion fans by 2025, which is nearly one third of all gamers. Gamers do not just want to watch; they want to play as well.

Global eSports revenue is expected to grow by 26% from 2017 to 2020 as it is anticipated to attract a more mainstream audience. This increase is expected to be fueled by a viewership projected to grow 12% each year from 2016 to 2021.

With over 200 million amateur eSports players across the globe, this market offers huge potential for further growth and development. Plair will secure a position as the leading force in driving eSports forward and integrating blockchain into this industry.

Tournaments

Organizing eSports tournaments is a key component for top Multiplayer Online Battle Arena (“MOBA”) and First-Person Shooter (“FPS”) games, which have earned a combined 19.6 billion USD to date in revenue. MOBA, FPS, and MMO players spend more on gaming-related expenditures than the average gamers.



Globally, free-to-play users were converting into paying customers in 2017 at a rate of 7.7% and 10.8%. Many gaming studios have capitalized on this. For example, once Riot started organizing and approving team tournaments, the game’s annual revenue increased from 85.3 million USD to a whopping 1.2 billion USD by the end of 2017.

In 2017, fantasy sites, prize pools, and tournament revenues amounted to roughly 213 million USD, and this is expected to grow to 350 USD million by the end of 2018. The enormous growth potential in these markets shows us that we have a huge opportunity to capitalize on the growing interest of eSports enthusiasts who want to be more involved in the eSports action.

Growth Expectations

By 2018, the eSports market is expected to generate 1.92 billion USD in global revenue. Capturing 0.5% of the current market would produce an estimated 70,445,000 USD in platform volume for Plair by the end of 2018 from competitive matchmaking alone.

Below is the estimated potential volume of Plair if the minimum value to play in game is 10 USD per player. This price may go up depending on the spending habits of the players, and we are conservatively assuming monthly active players participate in ten games per month.

The potential platform volume is based on the current data that exists for just four games:

GAME	Active Monthly Users	Conservative Potential Volume in US\$ (5% @ US\$10)
	100,000,000	\$50,000,000
	70,000,000	\$35,000,000
 DOTA 2™	13,000,000	\$6,500,000
	11,500,000	\$5,650,000
TOTAL	194,500,000	\$97,250,000

Game Streaming

The gaming content industry has generated 3.8 billion USD in 2015, while the audience was approximately made of 235 million people, from curious and occasional viewers to enthusiast ones. Twitch and Youtube broadly monopolize the industry with the former getting 43% of the lion share with the later falling just behind with a decent 36%.

Capturing the Market

Plair aims to take advantage of glaring gaps in the aforementioned markets by developing a decentralized user-generated eSports platform ("Plair Platform") which will allow players to

test their skills, compete, and earn Plair Token ("PLA") in 1 vs. 1 and/or team vs. team matches in popular online games such as League of Legends, Dota 2, CounterStrike: Global Offensive, Player Unknown's Battleground, and Fortnite.

Most traditional tournament platforms have not yet chosen to enhance their performance with the integration of cryptocurrency and cryptographic tokens. Tournament platforms that have adopted a blockchain structure are usually built for "hardcore" gaming. Plair ("Plair") aims to build a platform that is friendly for users who may be brand new to eSports, while also providing a great overall experience for amateur players at more experience levels.

In terms of the game streaming industry, by empowering the gamers from the very way they broadcast the content they create to the way they get paid in exchange, Plair should be perceived as a real contender from an innovation and an economic perspective. By simply reaching a market share of 0.5%, Plair would ensure a volume of 190 million USD, based on 2015 streaming platforms revenues.

Problems

Streaming and Tournament Dissonance

Currently, there is a stark disconnect between streaming and tournaments in gaming, where gamers are required to visit separate platforms to either play tournaments or watch pro players stream. Combining both tournaments and streaming into a single unified platform will allow for players to make more money for views of their streams and establish a fan following on our platform. This will create a more streamlined experience for members of the community who are looking to do both without having to go to separate platforms to accomplish it.

With hundreds of millions of players worldwide, the amateur gaming market is undoubtedly underserved. However, there are few platforms available that allow amateur gaming enthusiasts to interact with each other and get rewarded by doing so. This has created a massive opportunity to capture and expand upon the amateur gaming market.

Gaming has undergone rapid growth over the last few years. During this period, substantial money has flowed through tournaments as well as content providers. But there is no clear winner, and a true cohesion among the players, content providers, and the viewers has yet to be formed. Unfortunately, the current tournament model is primarily focused on professional eSports players and large prize pools that are not easily accessed by amateur players. This has caused hundreds of millions of amateur eSports players to feel left out with nowhere to go, and thereby neglects countless opportunities to cultivate a widespread community of gamers.

Underutilized Engagement Opportunities

Content providers are also seeing a lot of benefits from the large amount of users watching games that are streamed through Twitch or Youtube, but they often don't engage the players beyond the point of mere viewership. Monetization of the average eSports viewer is poor. Although users often watch and pay content creators, viewers themselves do not get rewarded for watching the content.

Most gamers spend their time playing online desktop games and viewing content in a casual environment, and they are looking for ways to be rewarded for watching and playing matches against friends or small tournament platforms that are centralized and heavily controlled by the industry operating companies. This can often lead to non-payment of tournament winnings due to the fact that many tournaments are unofficial and unapproved. Even if a tournament is approved by an eSports platform, players are subject to centralized governance by the platform itself and are therefore ultimately subject to such rules of payment. This means that if the platform decides not to deliver the rewards, there is not much the players can do about it. A centralized regulation of gaming tournaments means players are left without agency.

Fiat Prioritization

Another weakness lies in various platforms taking fiat currency instead of cryptocurrency. This can often lead to issues such as:

- Chargebacks

- Centralized governance of payment system
- Third-party involvement with merchant payment solutions

On average, eSports fans compete in four live tournaments every six months³. This can be frustrating for players who want to play more frequently.

Plair's decentralized online platform will provide an environment for gamers to compete, watch, and communicate without the problems associated with the current market offerings. Plair will also provide a means of monetization of eSports viewers and content creators where publishers, companies, communities, and developers all gain from a centralized platform with decentralized methodology.

³ Llamas, Stephanie, and Ravon James. ESports_Market_Brief_Update_20152016_SuperData_Research. New York, New York

Solutions

Accessible Platform

Creating a platform that is easily accessible, moldable, and desirable to all parties makes the restrictions placed on user generation cheaper and easier to maintain. Plair will give users the tools they want cross game and the ability to find true community, competition, and value creation through decentralized means. Meanwhile, publishers get to tap into tools on a platform in which users are already connected and verified for easier value creation within their ecosystems.

Plair will solve the problems within the realms of community and competition by creating a platform that is accessible to all games and provides tools for amateur players to both compete and earn through governed processes. Plair allows for transparent peer-to-peer transactions that are automatically handled by smart contracts on blockchain. All transactions will be checked by a system of automated network nodes that will further be used to check new and completed matches before releasing tokens to players' wallets. As a company and a platform, Plair will remain hands off for all transactions. This will solve the issue caused by centralized governance of payment through taking the process out of the company's and third-party merchants' hands.

The current video gaming industry offers a precious opportunity for Plair to display their expertise in reducing costs while enhancing the gaming experience at the same time. Plair's technology is flexible enough to be implemented on multiple devices including smart phones, tablets, consoles, and personal computers. By decentralizing the gear required to access titles and platforms, games will overcome hardware limitations, and publishers will increase earnings through licensing and royalties. By decentralizing communities and the value of a user to a games ecosystem, game publishers have a plethora of tools to craft their ideal community behavior and fine tune the necessary criteria to leverage it for the betterment of our platform.

Empower Underserved Markets

Plair will particularly target the currently underserved amateur players segment in the eSports market. With Plair, users will also be able to create or participate in tournaments anytime and anywhere. The online and eventually offline nature of Plair would also allow them to compete against and engage with players from all over the world.

In building on the amateur scene, Plair can provide tools and services to a rapidly growing user base that can easily be optimized, shared, and utilized by the harder-to-capture market of general gamers. By creating tools that enable value creation for participation in the platform and that show growth in the gamers' development, Plair can provide resources to a market that operates purely on passion, incentivizing a highly motivated demographic.

Without serving the amateur market, the growth of eSports will forever be separated by reality. By creating systems that incentivize gamers further, Plair creates a gaming lifestyle similar to that of traditional sports. With the ever-growing market, video games should be closely connected to value creation for users both at a high and a low level in the ecosystem.

Market Growth Through Transparency

Valuation of both transaction transparency and competitive tools allows Plair to introduce community features to users with more longevity and greater incentive to bring other players into their sphere. With a growing of user base, Plair can introduce more community-building features such as streaming and content management (videos, articles, forums), which need a large user base to handle the decentralized mechanisms necessary to handle large video files and bandwidth restraints.

With the full introduction of products from Plair (amateur tools, streaming, content management, community management, and cloud gaming), users can create, earn, and distribute value in ways the current market is lacking through the use of the PLA token. By incentivizing, stabilizing, and empowering gamers, gaming as a lifestyle can take on a brand-new meaning. The emergence of the full-time gamer can transcend niche into a true ecosystem that rewards all parties through the value of resource dedication, intellectual property, and competition.

Summary

Plair	Gamers and Viewers	Content Providers
Is a public blockchain platform that will decentralize video games and the surrounding community	Can play and watch a wide array of games with and against other casual or competitive users	Will have full autonomy over the games they make and a large audience of potential players
Will provide a transparent peer-to-peer market model for players and creators	Will be members of an overarching, like-minded social community that caters to the gaming lifestyle at every level of interest	Will collaborate with other developers to create variety of gaming products
Will give value to games by empowering gamers and game creators	Gaming habits, interests, and demands will be valuable assets to industry growth	Will provide specific content that addresses the unique needs of gamers
Will remove gameplay and game development barriers instilled by hardware and tech exclusivity and make games widely accessible	Will be able to play games from any device	Will have access to tools and gear necessary to develop games
Will incentivize and support the gaming lifestyle	Will earn tradable value from playing and streaming games	Will earn tradable value from producing and distributing games through licensing and royalties
Will integrate and prioritize crypto exchange in gaming with the PLA token	Will benefit from PLA stake through game coaching and skill sharing	Will benefit from PLA stake by accessing leverageable player data and analytics
Plans to utilize streaming technology in gaming	Will gain social and monetized value by broadcasting gameplay	Will gain viewers and players by broadcasting content on the platform

Development Phases

Phase 1

In the first phase of development, Plair's focus will be to capture and promote the amateur eSports industry within the gaming circuit. To do so, Plair will build automated decentralized matchmaking and tournament systems that use blockchain technology to be both KYC verified and give users ownership of their personal data, resulting in fast creation and filling of high-quality instances and tournaments that are governed through decentralized systems.

The Plair platform encourages healthy competition with true results and a system that cultivates honest staking to power the amateur eSports market. The platform creates cross-platform interoperability between identity management and matchmaking (VeVID+AI) that enables robust community tools and eSports services (team development, coaching, organizational tools, etc.). Through statistical and behavioral analysis tools, amateur players will be empowered to best position themselves for breaking into the professional eSports scene, and they will be able to recruit other members as coaches through the platform. The matchmaking services and community tools can still be experienced in noncompetitive environments for participants looking for more casual interactions in the community.

As users interact with the platform, their data is protected via Distributed Data Vending (a VeChainThor blockchain service), but they are still free to submit interactions with users (via text or video) to the tribunal for formal review on a user's behavior in a way that is certified by the blockchain. This solution bolsters proper moderation across platforms of individuals based on KYC information without ever revealing true identities to the participants.

In Phase 1, users will be able to earn PLA by winning tournaments, verifying matches, and participating in the tribunal system. They can also trade PLA for goods and rewards within the platform. Plair will combine machine learning, artificial intelligence, and big data to give users the best matchups when playing.

Phase 2

As the Plair Platform grows in user base, the introduction of Phase 2 will begin. In Phase 2, Plair will utilize blockchain technology to create a decentralized streaming network. In this phase of development, PLA will take on additional utility being able to utilize intellectual property tools and additional community building functionality. PLA will also be able to be acquired through watching, participating, and lending resources to streams and video solutions.

Phase 3

As the Plair Platforms decentralized resource grows through their user base, the platform will enter Phase 3. In Phase 3 gamers can tap into cloud computing resources to rent, play, and stream video games with the combined computing power of the participants. This is a long term goal that is best applied to a thriving ecosystem of users before launching the beta given the resource necessity and economic disruption such services could endure. In this phase of development, Plair will also provide SDKs and resources that allow additional gaming dApps to be built on the Plair Platform.

We will be elaborating on Phase 2 and Phase 3 of the Plair platform in separate whitepapers, which will be released at a later date.

Competitive Landscape

Within the gaming ecosystem there are a few competitors doing what Plair will be doing. Amongst these competitors there is a disconnect on these platforms when it comes to players versus viewers. Right now the gaming ecosystem is very fragmented. Plair plans to bring a lot of these together under one larger gaming ecosystem built for players, viewers and content providers.

Overview

There are few other online amateur eSports tournament platforms in the market today. Among those, there are only flawed solutions to the problem and none of these cater to the player's full expectation.

Problems such as confusing user interfaces and potential fraud have prevented current platforms from reaching their full potential. Some also lack certain quality and features for good gaming experience. Some have features others do not and vice versa.

Plair is here to change that. We plan to build a full gaming ecosystem that properly supports our users. Most platforms such as First Blood focus only on tournaments. This gives the feeling of a "hardcore" eSport professional tournament for amateurs, which can become mundane or too heavy for some. Plair does not believe in this model.

Plair believes that in order to become a successful platform, we need to include more community features as well as allowing users the rare opportunity to interact with celebrities and professional gamers. This makes the platform fun and keeps users coming back for more. Below are some comparisons with centralized and decentralized eSports tournament platforms:

	PLAIR	First Blood	Twitch	Youtube	Toornament	Battlefy
Decentralized	△	✓				
Community Platform	△	✓	✓	✓	✓	✓
Celebrity Network	△		✓	✓		
Non Gambling	△	✓	✓	✓	✓	
In-Game Items	△					
Training	△	✓				✓
Token Mining	△					
Community Regulated	△	✓				
Offline Tournaments Events	△					
Major Partnership Signed	△	✓	✓	✓		
Multiple Games on Launch	△		✓	✓	✓	✓
Streaming	△		✓	✓		
Viewers rewarded	△					

The Plair Distinction

Fully Automated

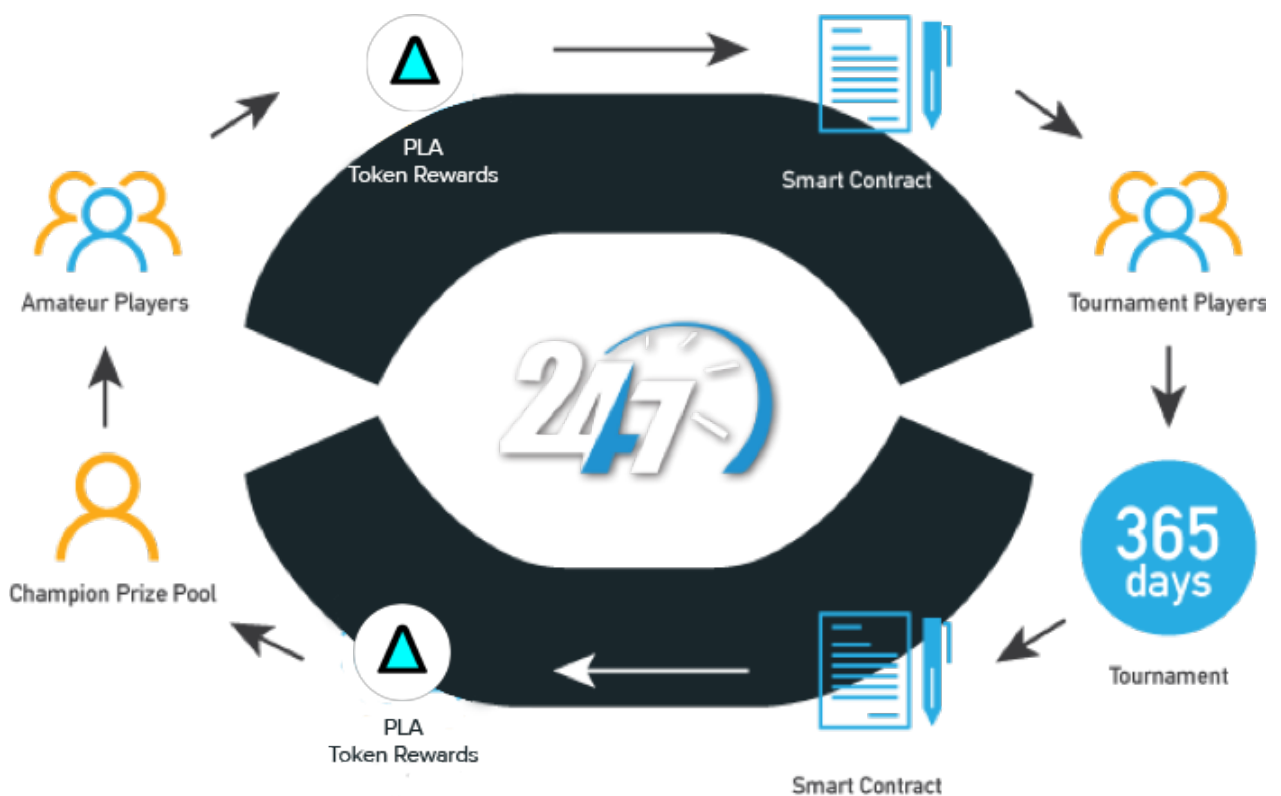
All matches are automatically verified by our match-verification system.

The Plair platform has a unique relationship between smart contracts and JS nodes that run on users' desktops to mine PLA through processing match data and reporting game results.

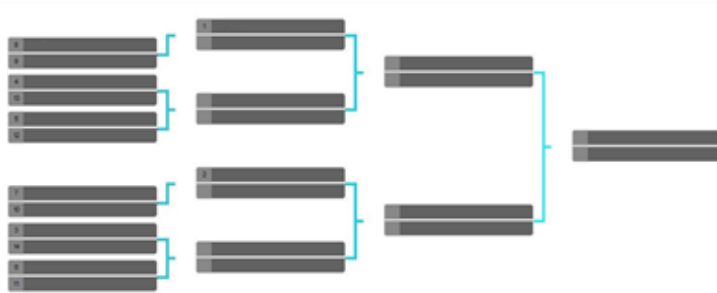
Match verifiers are randomly selected, and the tribunal pool will be activated only if a match is contested. This system significantly reduces the risk of fraudulent reporting that is rampant on similar platforms.

Playing Matches

The Plair platform is a web and desktop platform that allows users to interact with the Plair smart contracts. Users can use PLA to place a stake in the match they are playing, which will be placed in a smart contract. The smart contract acts as a decentralized escrow with all rewards settled by the automated match-verification system at the end of a match. Details are summarized below:



Tournament Play Design



Plair will implement concepts such as global ranking and match ranking. Plair will offer a variety of match types from 1 vs. 1 to bracket-style tournament matches.

Match Result Verification

A decentralized result-verification system is beneficial because it is resilient against game API policy changes, fraud from subjective reporting, and other interferences or risks. Having a decentralized result-verification system will also broaden the game list for peer-to-peer tournaments. If a game publisher decides to make changes to their API policy, Plair will not be affected by this because we are collecting data through a network of decentralized nodes that help verify each and every match. All PLA holders have the right to help determine match outcomes by witnessing matches and voting in the tribunal pool.

A match result can either be contested or uncontested. A match is contested if the opponents disagree with the result of the match. A match is uncontested if the opponents agree with the result of the match. Whether a match is contested or uncontested, it needs to be confirmed by two observers.

People running the pool node will essentially be mining PLA within the Plair ecosystem into their Plair wallets as rewards as they process game data for the platform.

Our network nodes automatically connect to game APIs to cross-reference game data to make sure that there is no fraud. All uncontested matches will be automatically processed.

Tribunal Pool

One of the advantages of holding PLA is the ability to receive PLA compensation for volunteering for the tribunal pool. In the event that a match is contested, two or more users will be selected at random. The Plair platform will randomly select members from the tribunal pool. In order to be a part of the pool, users will need to be a holder of PLA and install the pool node. The probability that a user's node will be selected is proportional to the number of PLA they are holding compared to the total amount of PLA that has opted in to run the nodes.

Plair will randomly select users to serve on the tribunal. The smart contract from the contested match will provide a function that hashes a random seed provided by Plair, the user's address and the match ID. The smart contract will use this hash to extract a random number from 0 to 1. The random number will then be scaled by the desired number of selected tribunal users needed. The randomly generated number will be compared to the user's share of PLA. If the random number is less than the PLA share, then the user is selected to vote within the

tribunal pool. Once the selection process is complete, a required quorum will need to vote, otherwise the contested decision will revert back to the original result at the time of the game.

For example, if the platform randomly selects 50 people to be part of the tribunal and the desired quorum is 20 users, then 20 users must vote in order to validate the contested match. The users selected to vote on a contested match will be provided with game data as well as any evidence the players can produce to back up their claim.

Plair takes the tribunal process extremely seriously. Hence, all records will be maintained and audit using VeChains VeVID KYC technology. This enables admins of the platform to analyze if moderation is being issued fairly and isolate individuals that may be causing harm to the ecosystem.

Hosting Tournaments

Another utility of PLA is the ability to initiate tournaments on the platform. Tournaments can be competitive matches between individuals or teams. These tournaments can be an array of pre-arranged matches (bracketed, charity, free-to-play) handled by the same mechanism using pool nodes. The PLA tournament-creating function will be one of the main functions which support our eSports ecosystem.

Purchasing Quests

There are some game players that may not want to participate in tournament style gaming. Plair will offer these users quests that they can purchase with PLA which allows them to casually play challenges that PLA offers on a daily basis. These challenges can be based off particular types of games such as Player's Unknown Battlegrounds where we may challenge a player to get 5 chicken dinners in 1 day. If a player is successful in their challenge Plair will give out a bonus reward to the player for completing the challenge. Player's can earn quest and challenge badges which will count toward their reputation score.

Ranking Score (RS)

The player's Ranking Score (RS) will be adjusted once a match is complete. The score will be adjusted depending on the level of difficulty of the matches and opponents played. A player can earn up to 40 points for a win and can lose up to 40 points for a loss. Depending on the game, the player's ranking score equation can be different but will always be a maximum of 40 points gained or lost.

For example, if a player wins a match against an opponent within the same tier, the player will earn 10 points while the opponent will lose 10 points. However, if a player manages to beat an opponent with a much higher skill tier, that player can earn up to the maximum of 40 points while the opponent suffers a 40-point loss at the same time.

Player Reputation Score (PRS)

Plair will create a Player Reputation Score (PRS) per player. This is an alternative feature to ensure that the users of Plair are protected from hackers and abusive players and will become a more robust metric of individual skill and valued participation in subsequent phases of development.

In Phase 1, all players will increase their PRS with more interactions and more games played.

As users gain reputation, new features will be unlocked to those players who hit a certain threshold. For instance, players will be allowed to create new tournaments with higher stakes. Players with a high PRS will be allowed to play in higher tiered tournaments.

Players who hack or abuse the Plair Platform and Community will be subject to a timed or permanent ban if they continue to engage in such activities. Given the use of VeVID on the platform, individual bans could ensure a users removal across every game as well as removing the possibilities of duplicated accounts.

Global Ranking

We will include a global rank of all players on the Plair Platform. This will encourage players to increase their skill level to move further up in the global ranking ladder. The Plair Platform will run events with eSports influencers or professional players, where we would invite the top players on the platform to take a shot at them.

Player Skill Matching

Players will be matched in lobby games by Plair's machine learning algorithm to match players of similar skill level. Our algorithm will process data points from a user's profile as well as from game APIs. We may take data such as user rank and PRS which will allow us to find a best match for lobby matches.

Lessons and Coaching

Once a player plays sufficient games and reaches a certain amount of PRS such as tier 3 Gold Level, he becomes a veteran player. The veteran player can apply to become a mentor and coach for the less experienced players. The PLA stake that is normally put up for a match will become the payment for the lesson. This will allow less experienced players to have the ability to move up the rank on the platform by learning new skills from Plair's coaches and mentors. Players will be able to rate the coach after the lesson is complete. The ratings will help future players looking for help to choose a coach who best suits them.



Global Ecosystem

The Plair platform thrives when it has a waiting user base to introduce and adopted solutions that require immense community resources to operate efficiently. As such, the following are the goals associated with the Plair Foundation for the longevity of the platform:

- Establish value by providing unique products and services that meet the current needs of gamers

- Offer rewards for long term use of the platform and provide benefits (or level ups) for contribution to the platform
- Establish relationships with Gaming Studios, Publishers, and leading eSports franchises to create products that service their future product or needs
- Create a UX that is easy for end users without technical understanding of the blockchain or even our business model
- Create systems for thriving players to stand out and potentially make a living in eSports or coaching
- Have the buy in from KOLs

These goals will be addressed throughout Phase 1 and Phase 2 of development and must be established before entering Phase 3.

Only after capturing the current market will the Plair platform have the decentralized resources to introduce streaming and cloud gaming solutions that are built on blockchain technology. By inducting a vast user base into the network empowers the global Plair Platform computing power and as a result, makes the alpha, beta, and live launch practical compared to alternative measures solution.

Technology

The Plair platform will be host to many features, including: streaming, cloud computing, matchmaking, reporting, and community management that benefit largely from the lack of a middleman and the presence of authenticated use and record keeping.

The blockchain offers a proof of publishing and fosters digital communities and gaming platforms that are immutable and secure. The presence of smart contracts within the blockchain enable an entire suite of new tools and services to be delivered to video gamers without additional middlemen between gamers, viewers, and their payment dues.

VeChainThor Blockchain

By choosing the VeChainThor Platform as the public blockchain of Plair, our platform is able to tap into the necessary tools and infrastructure to adapt to an ever-changing industry. At its core, the VeChainThor blockchain uses a PoA that allows Plair to focus on the development of services rather than focusing on the stability of the blockchain.

By building Multi-Party Payment Protocol (MPP) smart contracts, Plair is able to offer services and opportunities that allow advertisers, affiliates, viewers, and organizers to produce content and services through their funding and allow users to operate freely within the ecosystem.

The use of Distributed Data Vending (DDV) within Plair enables a platform where users are fully in control of their data while being able to leverage their passions for profit. DDV allows the owners to opt in and out of opportunities, restrict public data, and truly control their own profiles while providing the Plair protocol the ability to formulate their encrypted streams. Through DDV and VeVID, Plair can have a true log of individual input, allowed permissions, and voicing within a public domain.

By using VeVID, Plair can become a completely KYC-serviced platform that operates globally. Mandated by KYC, Plair can truly be cross-platform and do cross-game analytics and profiles while centralizing community opportunities through decentralized technologies. VeVID does not outright eliminate online anonymity; rather, if issues arise within a community that require individual removal, VeVID allows the protocol to provide views and offer moderation logs and rulings to moderating parties while also hiding user identity. VeVID also enables streamlined payment processing and reward distribution services across any content.

Plair will also be able to tap into the entire host of SDKs and tools that enable quick creation and adaptability of the Plair platform throughout the service's lifetime. Many features of the VeChainThor Platform are applicable to the development of Plair, some of which are currently not in the public eye.

In addition to running our platform on VeChainThor, Plair will leverage the VeChain community by engaging a new user demographic with the VeChainThor blockchain. Plair and VeChain will be a long-lasting, valuable, and symbiotic partnership that will invariably shape the future of blockchain adoption.

Desktop App

Plair plans to create a native application that runs on players' desktops that will allow multiple Plair tools built in. Users who run the JS node will be rewarded with PLA.

In Phase 1 this JS Node is the decentralized match verification network node that helps the match verification process.

In Phase 2 users will be offered streaming tools that will allow users to share their bandwidth and help Plair process the content on our system.

In Phase 3 user will have automated cloud gaming tools that will help to share their idle computing resources to pass extra bandwidth, GPU and CPU power to help boost not only Plair's systems but user's systems as well.

Platform Infrastructure

- The user interface will be an online web platform.
- KYC is mandatory throughout the platform outside of viewer only instances utilizing VeChains VeVID tools
- A popular 3rd party chrome plugin similar to MetaMask will be used to help support the easy transfer of cryptocurrencies (buying/selling) for users who may not be cryptocurrency-savvy.
- The Plair Platform will be built off CSS, HTML and JS.

Machine Learning & Artificial Intelligence

This is based on a collaborative filtering algorithm using historical big data from players and games. Plair will use both machine learning and applied statistical approaches to continuously optimize matching results.

As the system grows with more player data, the platform itself will be trained to grow, with the ability to process complex data quickly in order to give each user a better Plair experience.

Depending on the game data available to us, we may use this to help players analyze their playing style and offer automated analysis by artificial intelligence.

We may use a variety of 3rd party tools to help us build our neural network. Our team has a variety of expertise on these 3rd party tools such as:

- TensorFlow - A system for large-scale machine learning
- MariaDB - Big data storage engines
- Google Cloud - Data analytics service

Framework and Tools

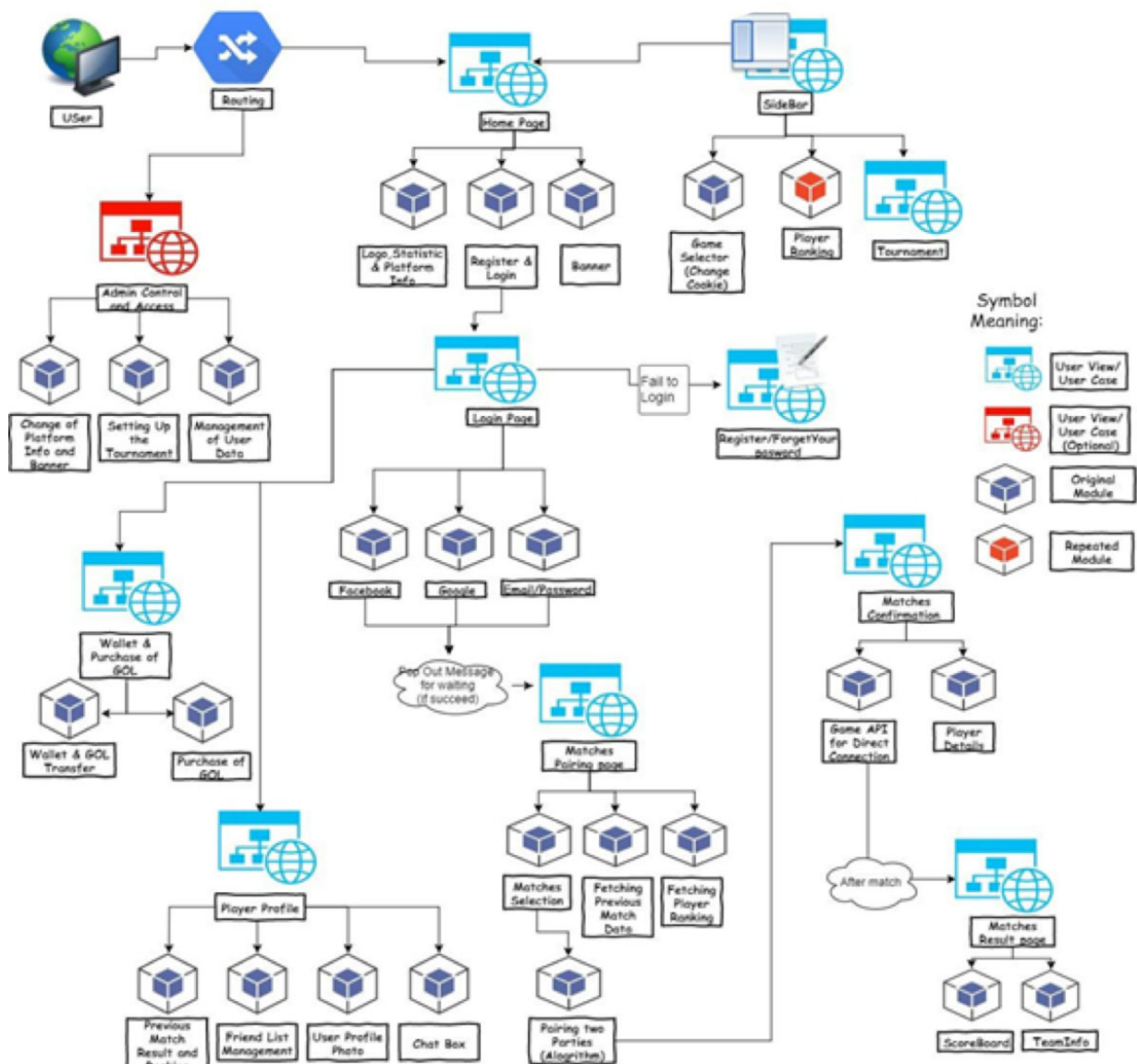
Plair will stay very transparent during the entire development process. Below are the development framework and tools we plan to use. These include but are not limited to:

- CentOS 7: Enterprise class computing platform, compatible with Red Hat Enterprise Linux
- Node.js: Lightweight, efficient, and real-time applications running across distributed devices

- MariaDB: Database engineered with an extensible architecture to support a broad set of use cases via pluggable storage engines
- Redis: Open-source in-memory database implementing a distributed, in-memory key-value store with optional durability
- Nginx: Handling large amount of connections with a low memory footprint
- Apache Spark: Fast and general engine for big data processing, with built-in modules for streaming, SQL, machine learning and graph processing

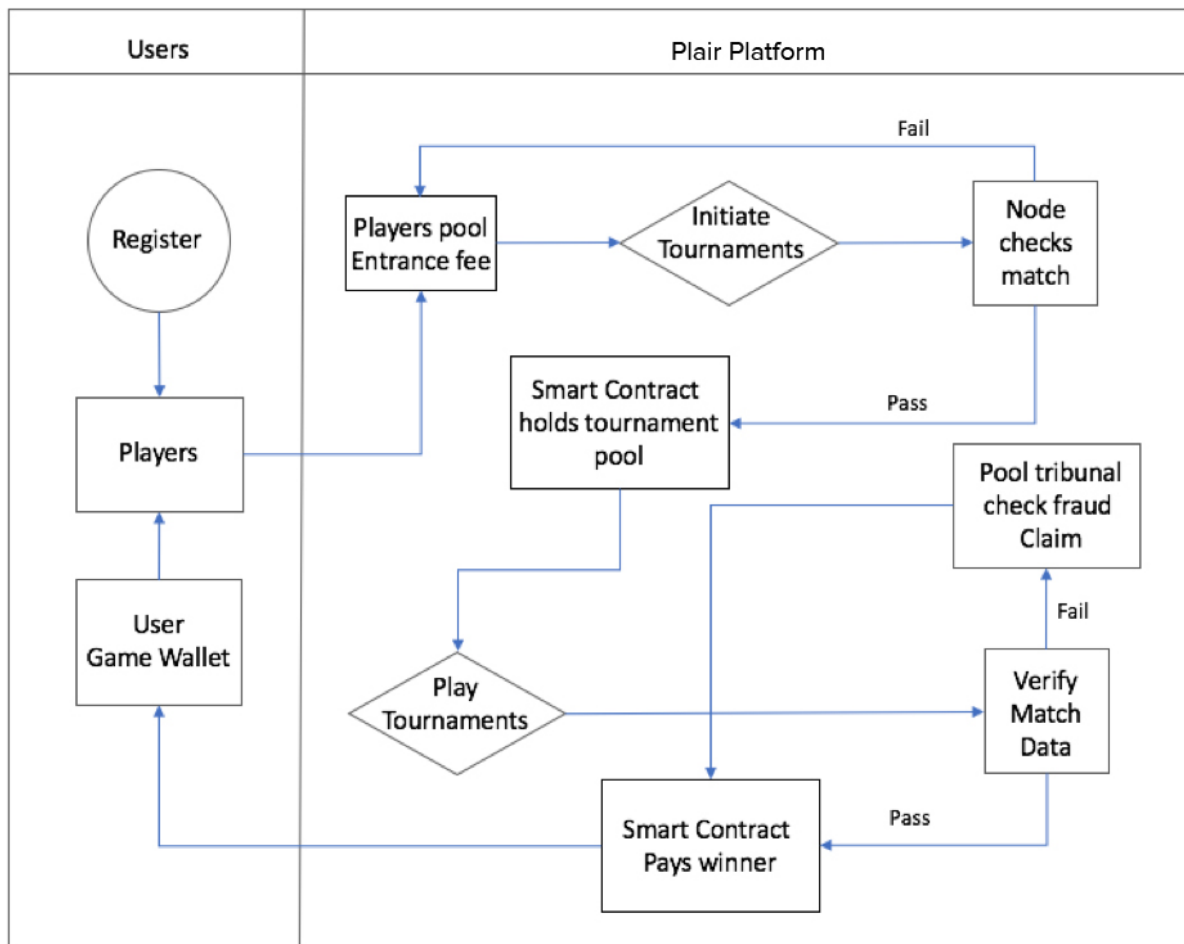
Plair Schematic

This is our base platform schematic for eSports tournaments. It shows how Plair flows and how the platform will work.



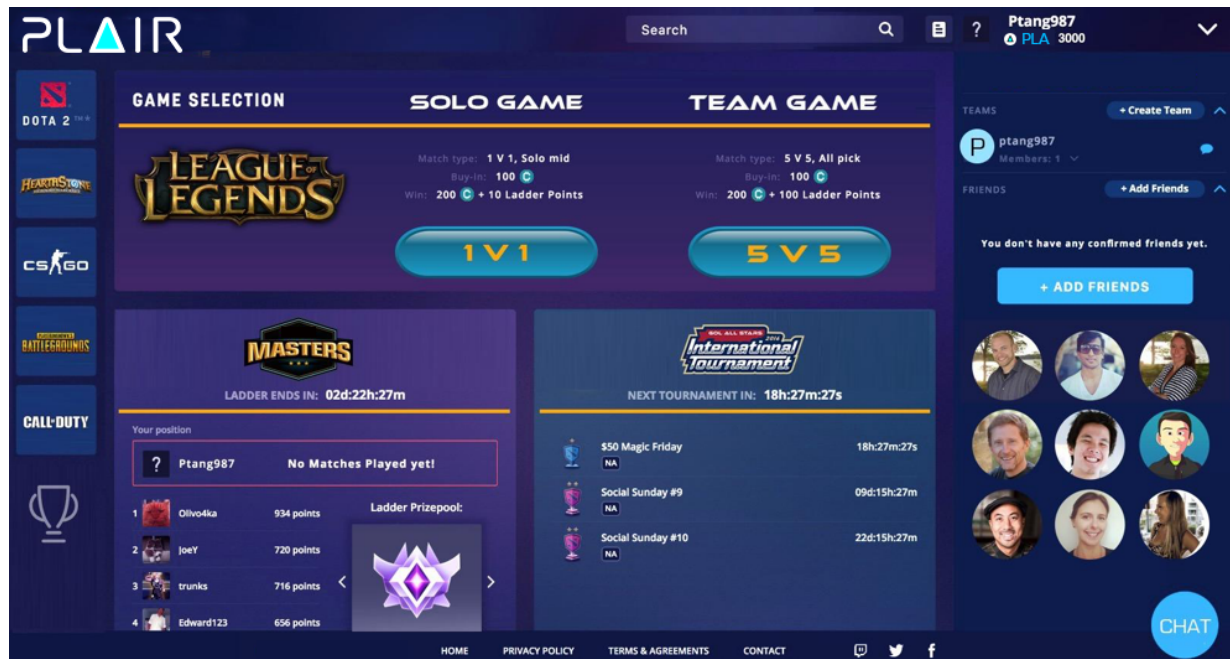
Plair Flow for Tournament Play

The Plair Platform game flow is shown below. All users will register on the platform and can initiate a game. Other players will join and pay an entrance fee for the pool. The tournaments will be checked against our pool of decentralized nodes to make sure the game is ready to play. Once a game is completed, our pool of decentralized nodes will automatically check the game results and the winner of the match will be rewarded with the pool size of PLA sent directly into their in-game wallets.



UI/UX

This is one of the main tournament screens when users decide which game to play for a lobby match.



Match Fraud

Some users may have concerns on the possibilities of a fraudulent match. We remedy this issue with our Match Verification System (MVS). Users who are part of the tribunal pool will help control match fraud by automatically verifying match data and resolving any disputes with the matches.

- If and when a match result is challenged, our system will automatically choose users who opted in to be a part of the MVS to verify the match results.
- Match results are automatically verified by desktop nodes that process match data. Running a node will allow users to earn PLA.

Smurfing

This is a common issue in eSports games nowadays. Smurfing means the act of a user who is an experienced gamer but pretends to play as a beginner. It is usually done by logging into a secret account that is separated from the user's main account and is at a much lower rank, which will allow the user to participate in low rank matches. In the case of the Plair Platform, smurfing users can pose as beginners, play the game and win PLA easily. Although it is impossible to completely eliminate smurfing on the Plair Platform, Plair aims to do its absolute best to protect users and remedy this through a variety of methods, such as:

- Tracking user's IP address: If a user is caught creating multiple accounts with a similar IP address, that particular user could be sent a one-time notice and may potentially be banned.

- Setting limits on how large a pool can be for new accounts: Users will need to play a certain amount on each account before being allowed to run their own pool tournaments.
- Allowing players to monitor each other: If a player plays a fair game, another user approves such player. If a person is believed to be cheating, that person may be disapproved, and can be reported to the platform. This may affect the player's reputation score, as explained previously. There will be algorithms in place to place a temporary or permanent ban on players who are caught smurfing. Plair will also combat malicious voting and protect players from being wrongfully accused.

Tokens

The Plair Token ("PLA") is a functional utility token is an essential part of the Plair platform ecosystem.

Token Usage

PLA can be used in the following ways on the Plair platform:

- Playing matches
- Voting in the tribunal
- Receiving coaching lessons by Plair veterans
- Gaining access to data analytics of players' performances and tips to improve
- E-commerce products and services (e.g. Zenox, MSI, Razer)
- Sponsoring challenges
- Paying for quests

In future iterations of Plair, PLA will be used to:

- Pay donation or subscriptions to content providers
- Pay the VeThor payment necessary to have your stream and content protected through digital intellectual property services
- Pay to rent cloud computing machines
- Pay to have players conduct reviewed
- Sponsors pay to buy ad space

Token Acquisition

PLA can be acquired using the following different methods:

- Winning competitive matches with other players on the platform
- Defeating purchased quests
- Referring a friend to play on the Plair platform
- Verifying matches by running the desktop node
- Participating in the tribunal pool by running the desktop node
- Participating in events hosted by sponsors, celebrities, or Plair
- Wallet-to-wallet transfer from another player
- Purchasing the PLA during Plair's presale and public sale

In future iterations of Plair, PLA can be acquired by:

- Lending bandwidth
- Lending CPU
- Lending GPU
- Streaming and content viewership
- Using the platform as a milemarker for CDN (everyone opts in automatically for this but can opt out)

In Platform Utilization	Price	PLA
Tournaments	833 PLA or \$1 worth of PLA (Min buy-in) decided by host	2% PLA of transaction
Tribunal Pool	Transacted in PLA according to algorithm	2% PLA of transaction
Sponsorship and Celebrities	Dependent on sponsorship size, all transacted in PLA	2% PLA of transaction
Coaching	1666 PLA or \$2 worth of PLA (Min buy-in) decided by coach	2% PLA of transaction
E-Commerce	Transacted in PLA	100% in PLA
Streamer Donation	Transacted in PLA	10% in PLA
Sponsor Ads	Dependent on sponsors budget size, all transacted in PLA	2% PLA of transaction
Quests	Purchase in PLA. Will pay back user more if completed	100% in PLA
Resource Lending	Transacted in PLA	100% in PLA

The Reserve Pool

Tournaments are at the root of what Plair is all about. We expect thousands of user-generated tournaments to run on a daily basis, all of which Plair will take 2 % worth of PLA from the transactions, which will be moved into our reserve pool. Plair will also host various sponsored challenges where PLA earned from the sponsorships will be added to the reserve pool.

PLA reserves will be used for future promotional and marketing plans. Promotional plans may include bonus tokens awarded to users for participating in particular Plair events during specific times of the year. Reserved PLA may also be used to invite celebrities and professional players to play on the Plair platform. Promotions will be launched on Plair and other marketing channels so that all gaming enthusiasts will have an opportunity to participate.

In Phase 1, users who run the decentralized JS nodes and check match results will also earn rewards from our reserve pool.

Long-Term Goals

Plair aims to be the leading platform globally for the gaming community. A major goal of Plair is to become a leading brand within gaming. This will be accomplished by:

- Creating true competition
- Digital intellectual property protection for streamers and content creators
- Cloud gaming solutions
- Streaming CDNs
- Forming communities and relationships through gaming

Forming a Gaming Ecosystem

Plair is built by gaming enthusiasts for gaming enthusiasts. Plair is starting out as an online tournament platform, but we plan to go beyond that.

We aim to become the dominant brand in the gaming industry, reaching out to all gamers in every corner of the globe. Plair will accomplish this by creating a complete ecosystem powered by blockchain and leveraging our future partnerships with sponsors and companies which have an interest in eSports. Plair will actively look for partnerships such as the ones listed below who share the same values and vision in the gaming industry as Plair. Plair will also engage with non-blockchain related gaming companies and audiences to ensure a global reach. We will offer services to players, viewers and content creators which will allow all gaming enthusiasts to staying within the Plair ecosystem.

Strategic Partnerships

Plair has several strategic partnerships lined up. These partnerships will allow us to grow with our partners and expand the platform not only online but offline as well, establishing strong brand recognition.

Below are some examples of the partnerships we have forged. We will continue to add partners to our platform either in the form of working partners or sponsorship partners. The partners we currently have will allow us to have a strong foundation right from the start.

Plair will partner up with Next Generation ESports (NGE) to collaborate in potential offline Plair tournaments and broadcasting. NGE is one of North America's largest eSports content providers, working with some of the industry's largest game publishers.

Plair will partner up with Global eSports. Global eSports aims to be the biggest technology entertainment ecosystem for eSports in Asia. Global eSports runs professional eSports teams, including PandaCute, the number 1 all-girl League of Legends team in Hong Kong and also Team Razer.

Asia City League (ACL) is the largest offline tournament in Asia for amateurs. Players sign up and play online to compete for spots in their city. The final tournament will be held in a physical location where we will celebrate the emergence of the ultimate champion of ACL. The tournaments will be held in 4 cities across Hong Kong and China to start with and will feed their users into Plair.

Future partnerships will include, but are not limited to:

- Publishers
- Developers
- Content providers
- Brands

Marketing Strategies

In order to promote Plair to the gaming community, we will:

- Pitch the Plair story to online news sources and other digital media outlets and seek media partnerships with the press
- Launch a strong PR campaign to build the Plair brand
- Work in conjunction with our partners to promote offline tournament events in major cities around the world to drive user token utilization and brand recognition
- Set up matches with real celebrities as well as famous eSports professionals
- Partner with existing popular streaming companies

Leveraging Influencers

Plair has already built up an impressive network of influencers while working with Global eSports and various other businesses that our founders have previously worked with. Influencers will play a crucial role when it comes to the eSports industry and Plair's platform growth.

With these influencers playing frequently on the Plair platform we will be able to maximize our marketing spend as well as increase the number of players who sign up on our platform. All of these factors will contribute to the growth and success of Plair.

Fan-Base Potential

After our ICO, Plair will be actively promoting the platform to the massive eSports audience, which will be the primary driver of our platform. The eSports fan base is one of the largest in the world--second only to soccer--boasting over 200 million fans.

We have been working on marketing strategies with partners who will help us promote Plair to their offline-tournament players. Our brand partners will also collaborate with us to sponsor and host official offline Plair tournaments.

Plair Game Streaming

In the next iteration of our platform's development, Plair will target the game streaming market. Given the potential proprietary risks associated with detailing our developmental plans prior to this time, an additional whitepaper outlining our development plan will be unveiled at a later date.

Overview

A decade ago, gaming was considered a “geeky” hobby, but over time, it has grown into a worldwide phenomenon—so much so that major traditional sports broadcasting networks such as ESPN and Turner have dedicated divisions of their respective programming to eSports, bringing gaming into the limelight.

When Twitch was created in 2011, it transformed the world of online gaming viewership. No longer did users have to go to conventions to view matches; they could view them from the click of a button and instantly access millions of matches across different genres of games, time zones, and regions. Twitch helped to create tournaments and turned gaming into spectator sport. It opened up a new market for many game publishers and developers, and in some ways changed the way games are produced.

In the modern landscape, any gaming content creator has to act through a streaming platform to broadcast their pieces of work. These platforms provide bandwidth, memory space, and a whole set of tools to best attract viewers. In exchange, they either charge the viewers for premium contents or access, or simply get paid through an ad system, with a part of these flow going to the content creators, which are mostly gamers, but not only. Streamers using these platforms cover a wide range of content creation, from the most obvious one being the gaming field, to more discreet niche, such as painting, sculpting or even sewing contents.

Game publishers and the streaming-style platform have a symbiotic relationship that encourages mutual growth. When publishers create a game that is made for streaming, they add users to the streaming platform. When users get added, other users view the streamers' content, which in turn sends new players back to the game publishers.

Market Opportunity

Fortnite is currently the most-watched game on Twitch. Fortnite released only recently on July 25th, 2017. Since then, about 6,500 Fortnite channels with 150,000 concurrent viewers have formed on Twitch. During a mere two-week stretch, people spent around 5,000 years of cumulative time viewing Fortnite. The growth rate is staggering.

Such numbers have led to a large streaming community already primed for using Plair. Through the games and streaming platforms, both players and content creators have become gaming influencers. These influencers have gained notoriety and have profited from sponsorships and donations from companies and fans.

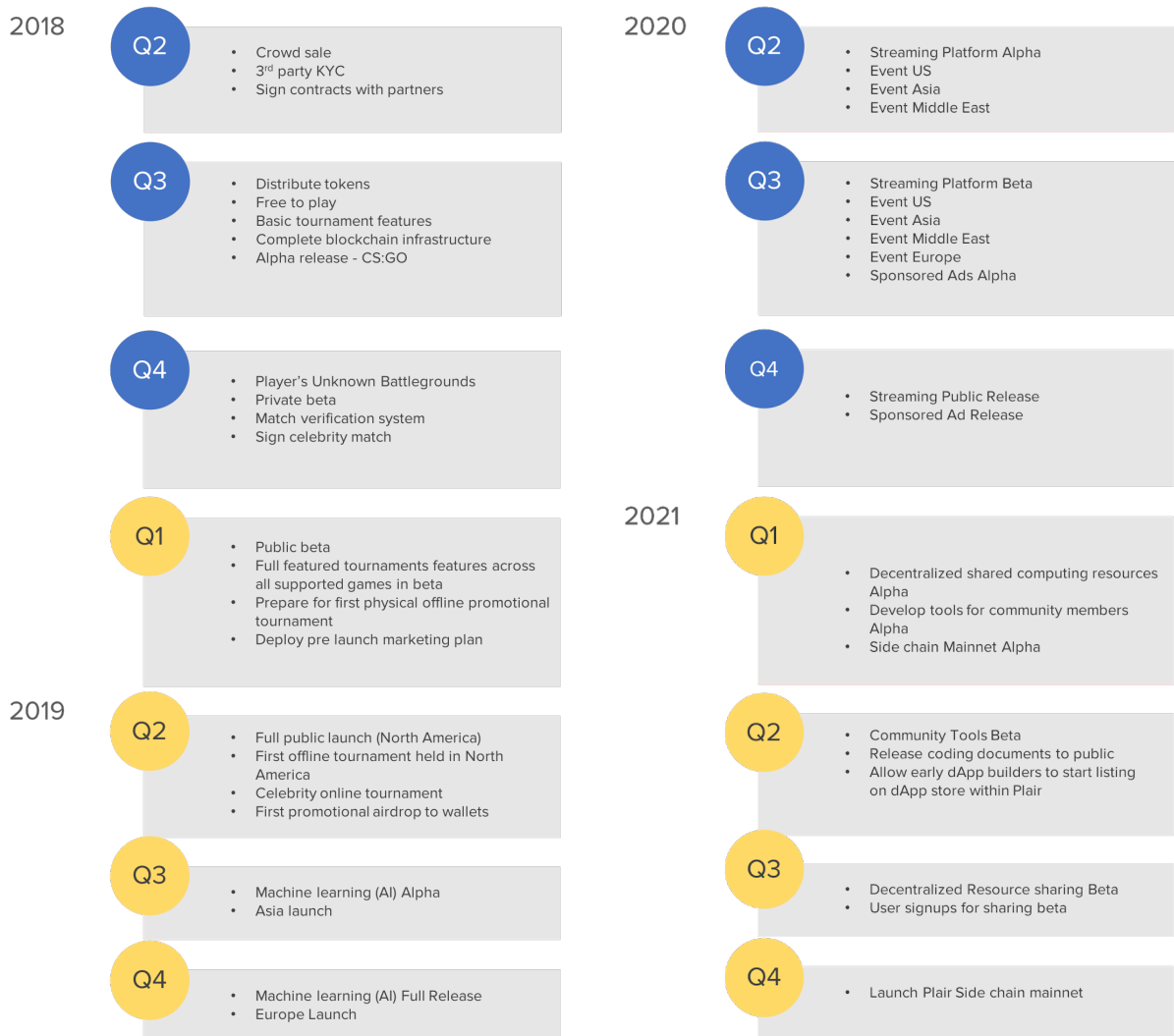
Decentralized Streaming

There are many game streaming competitors out in the market currently, however most are not decentralized. Those that are, such as Ethereum-based eSports tournament platforms like First Blood, will run into limitations on processing speed as they run more user tournaments. These limitations in scaling will lead to slow confirmations in the middle of tournaments, which can cause users to leave a gaming platform.

The Plair platform runs on the VeChainThor blockchain, which makes it extremely scalable. VeChainThor can process 10,000 transactions or more per second versus Ethereum's 15 transactions per second.

Roadmap


Roadmap will be subject to change as we add more partnerships to the Plair platform.



Token Sale

All ratios are assumed prior to the VET 1:100 split at mainnet launch. All distributed tokens will be created on the VeChainThor blockchain and distributed after the mainnet launch. A summary of important details regarding the sale can be found below:

Token Raise Details	
Maximum Token Supply:	100,000,000,000 PLA
Maximum Tokens Sold:	27,500,000,000 PLA
Token Price:	\$0.0012 USD
VET to PLA Ratio:	Determined at the beginning of each round
HardCap:	\$30M USD
Private Round Start Date:	May 25, 2018
VeChain Community Round:	June 7, 2018
Public Round Start Date:	Whenever allocation for VeChain Community Round is accounted for.



Raise Rounds

Plair's raise is divided into three tranches, plus a special round for the VeChain MainNet Launch:

Raise Rounds	
Private Round For Strategic Investors:	May 25, 2018
VeChain Community Round:	June 7, 2018
Public Round:	Whenever VeChain Community allocation is accounted for.
VeChain MainNet Launch Round:	To Be Determined

Private Round

The Private Round will be primarily for strategic partners and funds that will be able to offer a long term benefit to the Plair Platform and its community. If you believe you can offer value to Plair Foundation and would like to be a part of this round, we encourage you to contact us at IR@Plair.life.

All Private Round members will participate in a required PLA token lockup program, with the first 25% of their tokens released a few days after token minting and 25% released every quarter there after. Participants in the Private Round will not be able to utilize a discount higher than 20% unless providing immense strategic value.

Private Round	
Total Raise:	\$12,000,000 USD
Discount:	20%
VET to PLA Ratio:	1 VET = 4000 PLA
Private Round Max per account/user:	85000 VET/500 ETH
Private Round Min per account/user:	17000 VET/100 ETH

VeChain Community Round

The VeChain Community Round is dedicated to VeChain X-Node holders and other holders of VET. Plair pledges, through the facilitation of the VeChain Foundation, to provide VeChain X-Node holders with access to exclusive tiers of discounts and rights of purchase.

X-Node Tiers, Rights and Ratio	
Total Raise:	\$8,400,000 USD
Authority Mjolnir X	Discount: 20 % 1 VET = 4000 PLA
Thunder X	Discount: 15 % 1 VET = 3765 PLA
Strength X	Discount: 10 % 1 VET = 3556 PLA
VeThor X-Node	Discount: 5 % 1 VET = 3368 PLA

The VeChain Community Round is not restricted only to X-Node holders, but rather offers X-Node holders discounts and early purchasing rights. After X-Node holders have had their opportunity to purchase, Economic Nodes will also be allowed to participate in the VeChain Community Round, as long as there are allocations still available in the VeChain Community pool. Economic Nodes will not, however, be eligible to purchase with a discount.

The KYC/Whitelisting process for the VeChain Community Round starts on Friday, June 1. The Plair Foundation will securely store all X-Node holders KYC information gathered during the Plair Token offering. X-Nodes will only be recognized by their holding at the time of the VeChain Foundation designated lock period (no maturity period is recognized). In addition, the Foundation will verify the X-Node holders status and identity by cross referencing with the VeChain Foundation's own database. Please note, each purchasing address for the VeChain Community Round must correspond to a distinct VeVID upon VeChainThor MainNet launch.

The VeChain Community Round purchasing limits are as follows:

- VeChain X-Node holders: Minimum 300 VET—Maximum 50,000 VET (Per KYC/VeVID)
- Economic Nodes and other VET holders: Minimum 300 VET—Maximum 5,000 VET (Per KYC/VeVID)

In the event that whitelisted VeChain Community Sale participants request to provide funds in total that eclipses the predetermined \$8,400,000, VeChain Community Round participants

will be able to continuously pull from the Public Round pool until the completion of the token sale.

Authority and Mjolnir X members that receive a discount will participate in a required PLA token lockup program, with 25% of their tokens released a few days after token minting and 25% released every quarter thereafter.

There is no lock up for Thunder X, Strength X, Economic Node and other VET holders. Public Round.

The Public Round will begin as soon as the VeChain Community Round concludes. The Public Round will only accept VET tokens. There will be no discounts offered during the Public Round.

There is no lockup for the public round.

KYC is required for the Public Round. The KYC process will begin on Friday, June 1. The Public Round purchasing limits are as follows:

- All participants: Minimum 100 VET —Maximum 1000 VET (Per KYC)

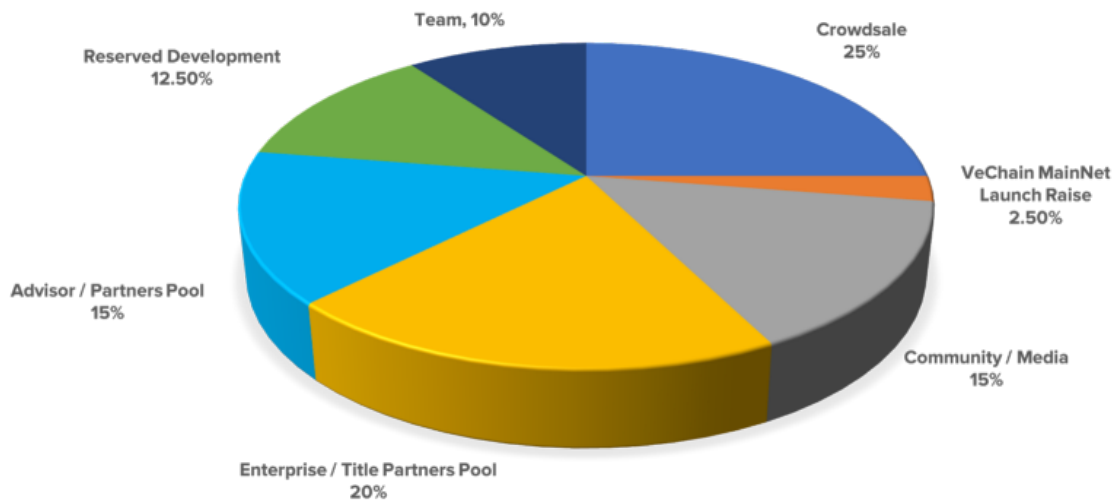
Public Round	
Total Raise:	\$9,600,000 USD
VET to PLA Ratio:	1 VET = 3200 PLA
▲	

VeChain MainNet Launch Round

Plair Foundation will hold a special VeChain MainNet launch raise with more details announced around the time when VeChain launches its MainNet.

Token Structure

The maximum supply of 100 billion tokens will be created.



Total Token Offering

27.5% of the tokens are available for offering or 27,500,000,000 PLA.

25% of the total token supply will be sold in the initial crowdsale for \$30M USD.

2.5% of the total token supply will be sold in a special VeChain MainNet launch raise for a total of 27.5% of total token supply sold.

Community and Media

15% of the token supply will be used to reward our most dedicated community members for various contributions to the project.

Advisors and Partners

15% of the token supply is to be used as incentives alignment mechanism for strategic partners, influencers and advisors.

Enterprise and Title Partners

20% of the token supply will be used for enterprise and title partners that we sign onto to the Plair Platform. These partnerships will help to accelerate the Plair Platform forward.

Team and Founders

10% of the token supply is reserved for the core contributors. These tokens will be distributed based on a merit system and at the discretion of the foundation. The lockup period of these tokens will be 24 months.

Reserve for Development

12.5% of the token supply will be reserved for future development of the Plair Platform.

How to Participate

<http://www.plair.life>

Whitelist, KYC and Auditing

All contributors will need to enter KYC information on our whitelist in order to participate in our public sale. All KYC information will be verified by an independent 3rd party. All subsequent users who sign up to the Plair Platform will also need to go through the same process.

Sale Geography

Plair tokens are not offered to certain countries. Please refer to a list of the countries stated in the disclaimer section of this whitepaper.

Under no circumstances would holders of the PLA be entitled to any management rights of the Plair Platform and Plair, any rights to dividends and profits generated from the Plair Platform and by Plair and any interests in Plair for holding the PLA.

The Team



Patrick Tang - CEO

Patrick is a serial entrepreneur and founded several startups and hardware companies, with extensive tech background working for companies such as Dell and EMC in the San Francisco Bay Area before moving to Hong Kong. He is an avid amateur gamer since high school and currently plays CS:GO.



Man Kin Fung - Co-Founder

Kin Fung is the Founder of Global Esports. He created and managed the number 1 female professional eSports team in Hong Kong. He is the organizer of one of the largest amateur eSports events in Asia, Asia City League (ACL). He was previously Co-Founder of Memoriki Limited, a leading game publisher which works very closely with game development teams in Asia. It maintains a fast-growing international user base.



Kisu Kim - CTO

Kisu has been involved in the development of several top games in Korea. He comes from several top companies in which he ran various development teams. He is the former CTO of Netmarble's Calvary games. He ran development teams at WeMade as well as NCSoft.



Brian Balsbaugh - Global Strategy Officer

Brian has been involved in the sports management field for the over 20 years. He has significant experience running several companies that represented several prominent professional golf, poker and eSports players. Brian brings a wealth of knowledge from the sports entertainment, eSports, gambling and casinos industries.



Kenneth Chu - Blockchain Developer

Kenneth is an IT professional with extensive design and development experience. He worked in The Hong Kong Jockey Club as an Assistant Executive and was responsible to design and develop multiple critical systems including the core betting systems. Being an enthusiast in Blockchain technology, Kenneth serves advisory roles for several projects related to insurance and logistics.



Chun Tung Poon - Senior Project Manager

Over 11 years of experience in the IT industry, managing a portfolio of complex video projects with large user base. CT began his career as a programmer and various technical positions. CT is an early adopter of Blockchain technology since 2012, when he started mining and worked on a digital currency trading platform



Deer Chan - Professional Gamer/KOL

Deer is the leader of the number 1 HK all girls League of Legends team Panda Cute and will be actively playing and mentoring on the Plair Platform. Deer and Panda Cute are also the only girls' team to be part of Team Razer. She is a gaming influencer and a former professional player for Girls HK Logitech team.



Elaine Tsang - PR and Communications

Elaine has an extensive background working with PR and media agencies throughout her career. She brings with her an extensive network of media and corporate relationships.

Strategic Advisors



A Crypto Merchant Bank



Sunny Lu - CEO and CoFounder of VeChain Foundation

Sunny was graduated from Shanghai Jiao Tong University, majored in Electronics and Communication Engineering. He has been served as IT Executive in Fortune 500 companies over 13 years, former CIO of LV China. He started VeChain project in 2015.

Advisors

**Bo Shen - Founder of Fenbushi Capital and GF Network**

Mr. Bo Shen is the Founding Partner and General Partner at Fenbushi Capital. Mr. Shen founded Fenbushi Capital in 2015 as one of the first venture capital investors focusing exclusively on blockchain-enabled companies. He held prominent roles at several successful businesses, including Chief Executive Officer of DACx, Managing Partner of Confederated Asset Management and Chief Executive Officer of Shanghai HuaJi Holdings.

**Boxmining - Youtuber and Fundamental Crypto Analyst**

Boxmining comes from a strong gaming background and will be a strategic asset for the Plair Foundation. Plair is Boxmining's first ever public advisorship.

**Andy Vander Woude - CEO at Next Generation Esports (NGE)**

Andy is the CEO of NGE, one of North America's largest eSports content providers. Over the past 16 years, Andy has worked in several industries ranging from security products to green building to video games. Andy co-founded, raised money and led both a startup and a small cap public company from inception through growth and successful exits.

**Jason Woo - Chief Strategy Office at Next Generation Esports (NGE)**

Jason leads NGE's content group. NGE's content group is one of North America's largest eSports content providers. His team generates content and runs eSports tournaments for their distribution partners.


Zhi-Yuan Guan - Founder of 暴鸡电竞

Zhi-Yuan was previously Manager at Tencent's mobile game division and led the launch of popular games, King of Glory ("王者荣耀") and Crossfire's ("穿越火线"). He formed a new company with his ex-Tencent colleagues, an eSports-focused entertainment app named "暴鸡电竞". It raised over US\$7 million in its series A round from investors such as Sequoia China, Zhen Fund and Morningside Venture Capital.


Adrian Lai - Managing Partner at BlackHorse

Adrian is Managing Partner of BlackHorse one of the few multi-strategy cryptocurrency investment and blockchain advisory firms in Asia. He leads blockchain project investments and collaborations. He previously worked at BlackRock.


Jennifer Ng - Principal at Soul Capital

Jennifer is the Principal at Soul Capital, focusing on venture and ICO investments. Prior to this, she specialized in investor relations and worked at one of the top private equity placement agents globally, raising institutional capital for private equity funds. She has extensive background and networks across the cryptocurrency, venture capital and private equity industries.


Jing Cheng Xu - Founding Partner at Badwater Capital

Jing Cheng is the Founding Partner of Badwater Capital, a digital asset fund. Previously, he worked at DFJ Dragon Fund. He is a successful entrepreneur who ran startups before getting into blockchain investments. He invested into early blockchain protocols and dApps such as Icon(ICX) and VeChain.



Yamato Sakai - Blockchain Expert and Influencer

Yamato is a Japanese blockchain expert. He managed eSports teams in Japan and has a wealth of experience in the crypto sector including COO of Blockchain Store and Whitestone coin.



Kenneth Hsia - Founding Partner at Badwater Capital

Kenneth is the Founding Partner of Badwater Capital, a digital asset fund. Previously, he was a tech entrepreneur backed by Tim Draper and IDG Capital. He has been involved in the blockchain space since 2014, investing in both early blockchain protocols and decentralized apps. He was an early supporter of projects such as Red Pulse, NEX, Vechain, Mainframe and Beetoken.



Vincenzo Lee - Founder of Vinus Entertainment

Vincenzo is a leader in the Korean gaming community. He was formerly Director of Business Development at YD Online, which develops and publishes both online games and mobile content. It is one of the best IP-based game developers in South Korea.



Ricky Ng - Founder of I-House Token (IHT)

Ricky is a successful serial entrepreneur with vast experience in digital marketing. He recently raised over US\$30 million for IHT from investors such as Draper Dragon, Collinstar Capital and Blockchain Ventures. He was formerly Senior Business Manager at Yahoo Asia – Yahoo! Search Marketing.



Wilson Yuen - CEO and Founder of TFI DM

Wilson founded TFI Media in 2010 and served as the Chief Executive Officer. He is a lecturer of post-graduate courses on game development and design at the Hong Kong Polytechnic University. He has had over 20 years of experience in development and interaction design.



Henry Yu - Founding Partner at L&Y Law Office

Henry previously worked as Executive Director, Deputy Head of legal counsel for ICBC, a major Chinese bank. He also worked at Freshfields Bruckhaus Deringer in Hong Kong. He is the Honorary Legal Advisor to the Bitcoin Association of Hong Kong. From time to time, he represents the Bitcoin Community at meetings with the Legislative Council members, the Hong Kong Monetary Authority and the Financial Services and the Treasury Bureau.

Plair Limited Disclaimers

Plair Limited does not make, and hereby disclaims, any representation or warranty with respect to Plair or PLA (such as merchantability or fitness for particular purposes), except those expressly specified in this White Paper. Each purchaser's decision to participate in the PLA token sale and purchase any PLA shall be made based on his/her own knowledge of Plair and PLA and the information disclosed in this White Paper. Without prejudice to the generality of the foregoing, each purchaser will, upon the launch of PLA, accept PLA on an "as is" basis, irrespective of the technical specifications, parameters, performance or function thereof.

Plair Limited hereby expressly disclaims its liability and refuse to be liable for the following liabilities:

any person's purchase of PLA in violation of any anti-money laundering, counter-terrorism financing or other regulatory requirements that are imposed in any jurisdiction;

(1) any person's purchase of PLA in violation of any anti-money laundering, counter-terrorism financing or other regulatory requirements that are imposed in any jurisdiction;

(2) any person's purchase of PLA in violation of any representation, warranty, obligation, covenant or other provision under this White Paper, which results in the failure of paying and withdrawing PLA;

(3) termination of the PLA crowd sale for any reason;

(4) failure or termination of the Plair development which results in the failure to deliver PLA;

(5) delay or rescheduling of the Plair development and resulting failure to meet any published schedules;

(6) any errors, flaws, defects or other issues in the source code of Plair;

(7) any malfunction, breakdown, collapse, rollback or hard forking of the original public chain that Plair relies on;

(8) failure of Plair to meet any specific purpose or its unfitness for any specific use;

(9) utilization of the proceeds raised through the PLA crowd sale;

(10) failure to promptly and completely disclose any information relating to the development of Plair;

(11) any purchaser's divulgence, loss or destruction of the private key to his/her wallet for cryptocurrency or cryptographic (in particular the private key to the PLA wallet);

(12) any default, breach, infringement, breakdown, collapse, service suspension or interruption, fraud, mishandling, misconduct, malpractice, negligence, bankruptcy, insolvency, dissolution or winding-up of any third-party crowdfunding platform or exchange for PLA;

(13) any difference, conflict or contradiction between this White Paper and the agreement between any purchaser and any third-party crowdfunding portal;

(14) trading or speculation of PLA by any person;

(15) listing or delisting of PLA on or from any exchange;

(16) PLA being classified or treated by any government, quasi-government, authority or public body as a type of currency, securities, commercial paper, negotiable instrument, investment instrument or otherwise that results in it being banned, regulated or subject to certain legal restrictions;

(17) any damage, loss, claim, liability, punishment, cost or other adverse impact that is caused by, associated with, in connection with, incidental to or relevant to the risk factors disclosed in this White Paper.

NOTICE TO RESIDENTS of the United States

The offer and sale of PLA has not been registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), or under the laws of certain states as this token should not be taken as securities. PLA may not be offered, sold or otherwise transferred, pledged or hypothecated except as permitted under the act and applicable state laws pursuant to an effective registration statement or an exemption therefrom.

NOTICE TO RESIDENTS OF CHINA

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, within the People’s Republic of China (for such purposes, not including the Hong Kong and Macau Special Administrative Regions or Taiwan), except as permitted by the laws and regulations of the People’s Republic of China.

NOTICE TO RESIDENTS OF VIETNAM

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, within the Vietnam, except as permitted by the laws and regulations of the Vietnam.

NOTICE TO RESIDENTS OF MALAYSIA

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, within the Malaysia, except as permitted by the laws and regulations of the Malaysia.

NOTICE TO RESIDENTS OF THAILAND

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, within the Vietnam, except as permitted by the laws and regulations of the Vietnam.

NOTICE TO RESIDENTS OF COUNTRIES WHICH WAS PREVIOUSLY SANCTIONED BY THE UNITED NATION

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, to residents of countries who have previously been sanctioned by the United Nation (up to the date of this White Paper), which includes Afghanistan, Central Africa Republic, Democratic Republic of the Congo, Democratic People’s Republic of Korea, Eritrea, Guinea-Bissau, Iran, Iraq, Libya, Somalia, South Sudan, Sudan, Syria and Yemen.

NOTICE TO RESIDENTS OF COUNTRIES FROM HIGH-RISKS AND OTHER MONITORED JURISDICTIONS AS ISSUED BY THE FINANCIAL ACTION TASK FORCE

PLA are not being offered or sold and may not be offered or sold, directly or indirectly, to residents of countries who have been listed as high-risk and being monitored by the Financial Action Task Force as of November 2017, especially those who have been listed as particularly weak in its anti-money laundering regimes. In particular, this includes Bosnia and Herzegovina, Democratic People's Republic of Korea, Ethiopia, Iran, Iraq, Sri Lanka, Syria, Trinidad, Tobago, Tunisia, Vanuatu and Yemen.

NOTICE TO RESIDENTS OF OTHER COUNTRIES EXCEPT THOSE MENTIONED ABOVE

This instrument may only be offered or sold, directly or indirectly, within the applicable jurisdiction of the purchasers, if the securities and other laws and regulations of such jurisdictions allow and permit. The purchaser should refer to any applicable laws, legislation and regulations, including but not limited to the securities law and legislation, of the applicable jurisdictions or consult a legal advisor. The purchaser has the obligations to ensure they and the purchase of the instrument meet the securities and other laws, legislation and regulations. Plair Limited reserves the final right to reject any purchasers from any other jurisdictions at any moment without any reasons or notifications in Plair Limited's sole discretion.

This document has not been approved by an authorised person. Any information to which this document relates is available only to a relevant person. This document is only for relevant persons and non-relevant persons shall not take any action based on this document nor should he/she/they rely on it. It is a condition of you receiving and retaining this document that you warrant to the Plair Limited, its directors, and its officers that you are a relevant person.

Plair Limited's social media and email platform are places where we encourage interaction, discussion, organization and participation between users of the community, in fact anyone interested in the product of the Foundation Plair Limited.

Whilst we make reasonable efforts to monitor participation to ensure that discussions are related to Plair, there may be situations where we are not in a position to monitor all statements, comments and views made by every user. We ask that you're respectful in your comments. We reserve the right to remove anything we deem to be abusive or personal attacks, material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful or embarrassing to any other entity or persons, third-party advertising, chain letters or 'spams'. Please be aware that anything posted may potentially be read by thousands (or hundreds of thousands) even years from now. Therefore, users should exercise cautions when posting on any of our social media sites.

We also reserve the right to terminate involvement by users who post such content.

The views and opinions expressed on any social media sites of ours do not necessarily represent those of Plair Limited. Therefore, we cannot be held responsible for the accuracy or reliability of information posted by external parties. Any information posted on any of our social media platforms should not be considered as financial, legal, accounting or other professional advice.

For your safety, never include your phone number, email, address or other personal information in a post. Your comments are visible to all.

Certain information set forth in our website and other documents may contain "forward-looking information", including "future oriented financial information" and "financial outlook", under any applicable laws and regulations (collectively referred to herein as forward-looking

statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of PLA; (ii) completion of, and the use of proceeds from, the sale of PLA being offered during the token sale; (iii) the expected development of the business, projects and joint ventures; (iv) execution of Plair Limited's vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for Plair Limited's projects; (vi) completion of Plair Limited's projects that are currently underway, in development or otherwise under consideration; (vii) renewal of Plair Limited's current customer, supplier and other material agreements; and (viii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential purchasers the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. For further explanation of the risk involved in the Plair community please consult the documents as issued by Plair Limited.

Although forward-looking statements contained in this presentation are based upon what management of Plair Limited believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Plair Limited undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

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