



FundFantasy

Whitepaper v1.3

Abstract

The online trading market is notorious for its wide variety of scandals and many accusations of fraud. Owing to the fact that it is one of the largest online markets, it stands out as one of the thirstiest markets for blockchain based solutions. While trading most financial assets on the blockchain is still not operational and streamlined, the vast majority of traders on foreign-exchange, stock and commodity exchanges are amateurs who buy and sell financial assets for the sole purpose of netting capital gains. Most retail traders only hold financial assets in order to sell at a higher price, and derive no benefit from the actual ownership of those assets. A peer-to-peer, blockchain-based simulated-investing platform that relies on real market data will allow retail traders to continue practicing financial analysis for profit, without the major counterparty risks that are presently involved. Supported by an ecosystem that propels growth and new user acquisition, and based on a deflationary currency, the FundFantasy platform will revolutionize the online trading market.

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What is the FundFantasy Project?

FundFantasy is the first provably-fair fantasy gaming platform for finance enthusiasts, powered by blockchain technology. Our platform enables trustless and transparent gaming, and is therefore a natural solution to well-known problems in both the online trading and the online gaming/gambling markets. When the age-old sports betting industry was revolutionized by the rise of Daily Fantasy Sports, people were reminded of the fact that good ideas can change the world. This is precisely what FundFantasy intends to do to the online trading market.

FundFantasy is currently beta-testing its very own Financial Fantasy Contest Platform simulating investments in financial assets in a fun, secure, and responsible environment, free of the conflicts of interest which plague both markets.

Platform Highlights

- **Fully transparent:** All contest details are upfront and available for examination prior to entry. As soon as the contest starts users can view and compare their portfolios with the ones submitted by their opponents.
- **Provably Fair:** Asset prices are based on accurate, publicly available data from well-known and respected financial data API's. Portfolios are encrypted until contests lock up and start, and are thus inaccessible even to FundFantasy employees.
- **Simple to use:** Very intuitive gameplay. Users allocate 1 million virtual US dollars to their long/short positions on the assets available on our platform.
- **Social:** Users can create their own contests and invite their friends.
- **Profitable:** Users can participate in contests carrying FundToken, BitCoin, and Ether prizes.

- **Low fees:** FundFantasy charges only up to 10% from every contest.
- **No actual ownership of financial assets**
- **No conflict of interests**
- **Responsible Gaming & Self Exclusion:** Users can limit and restrict their own gaming behavior.
- **Multiplier contests:** Users have the chance to win x2, x3 of participation costs.
- **Lottery-size prizes:** Top-heavy contests will make sure winners get hefty prizes.
- **Low entry barriers:** Free contests are also available.
- **Multiple Entries allowed:** Users can craft and submit the finest portfolios they can think of.
- Much more fun!

The Problems

1. **The Gamer/Trader Dichotomy** - In the world of financial investments there is almost no awareness of the trader/investor's gambling instinct, and therefore the concept of Responsible Gaming and Self-Exclusion is not applicable. It is all presumed to be calculated risk. The founders of the FundFantasy project believe this to be a grave injustice to retail traders and, after over 10 years of being retail traders, have come to the conclusion that it may be the root of the problem.

It is not a secret that stock, futures and foreign exchange markets have benefited from a flocking of inexperienced gamblers to their shores. Unfortunately, due to the apparently responsible and diligent environment, these inexperienced traders do not see the slippery slope. With no one other than a sales agent/account manager to advise them, they are easily manipulated towards increased activity which benefits the agent as well as the brokerage regardless of the consequences.

2. **The Risk Management Complexity Problem** - Owing to the nature of speculative investments, traders and investors must accept the fact that risk is involved and take measures to manage it. All investors want the prospects of large profits; some of them are inclined to take more risk than others. This explains the popularity of trading on margin in order to leverage their positions. Trading on margin, however, entails calculations that are slightly more complex, and are certainly not common among amateur traders and average investors. This (margin) is one of the primary reasons for which the majority of traders end up losing their initial investments. The solution that is often proposed by the brokerage is to "start with a larger investment capital" so as to account for the risk and uncertainty involved.

Our platform gives users a chance to win large prizes while keeping expenses fixed regardless of the market's volatility or black-swan events. The required "capital" can be as low as 0, as we will also feature free daily contests carrying cryptocurrency prizes.

3. **The Jackpot Problem** - While some people engage in trading for purposes of gradual growth, others are looking for the prospects of “big wins”. This naturally has to do with the degree to which the trader is liquid as well as his appetite for risk. Risk-averse investors with large amounts of capital would often rather experience stable and gradual growth while diversifying their portfolio. However, there is an entire market that is being overlooked, and it is comprised of people seeking investments that can pay up in multiples. This is also demonstrated in the flocking of investors and speculators to the cryptocurrency market.

FundFantasy allows both professional and amateur economic analysts to win lottery-sized prizes without jeopardizing large and indeterminate amounts of money.

4. **The Speculative Bubble Problem** - Speculation is often associated with economic bubbles¹. However, we believe that speculation isn't to blame. Uncertainty is an integral part of reality, particularly the economic reality, and the fact that humans are profit-seekers is immutable. Therefore, it is inevitable that people should speculate for profit. The problem lies in the fact that, in order to profit from “putting one's savings to work”, one must resort to the actual and rather unnecessary ownership of financial securities, real-estate, etc. The tulip mania of the 17th century is a wonderful example of the fact that this wave of profit-seekers looking for capital gains is precisely what drives the prices. People who are looking for dividends or rent for example, may choose to consider pursuing ownership. On the other hand, people who are after speculation for fun and profit, should not be forced to resort to the actual ownership of financial securities.
5. **The Transparency Problem** - There's also the transparency issue which, as put by Fonseca, Globerman & Trout²:

“... is still of foremost concern to investors and regulators. As a result of the financial crisis, investors remain uncertain about the market and economic climate. Investors' demands for increased visibility, reporting, and control of their investment decisions continue to challenge brokerage firms. Investors are gradually becoming sophisticated and desire high-quality and timely reporting in addition to choosing their own investment strategies.”

6. **The Conflicts of Interest Problem** - As put by Gary A. Varnavides³, Associate at Sichenzia Ross Ference Kesner LLP:

“Established almost 80 years ago, the current regulatory framework for broker-dealers and investment advisers is outdated. Since the 1990s, the broker-dealer industry has undergone considerable changes, with an increasing number of financial professionals offering a vast array of financial products and services. These changes render the regulatory distinction between broker-dealers and investment advisers obsolete. Instead of protecting customers, the regulatory scheme established by the ‘34 and ‘40 Acts actually diminishes investor protections and increases investor confusion regarding financial professionals. The Investor Protection Act of 2009 recognizes the flawed state of broker-dealer regulation and represents a decent attempt at reform. Nevertheless, it is flawed because it does not guarantee that broker-dealers will be held to a fiduciary standard when dealing with all of their clients.”

These conflicts of interests can manifest in many ways, including false advertising, “churning”, asymmetric price-slippage, and many others.

Exploring the wide variety of securities fraud is beyond the scope of this whitepaper, but there is plenty of information online about the subject. We, the FundFantasy team, believe as many others do, that blockchain technology can deliver mankind from the current state of shameful disregard for fiduciary standards, in all of its many forms.

The Solution: FundFantasy

FundFantasy is an online social platform featuring peer-to-peer, provably-fair simulated investing contests, where users compete for prizes by crafting the ultimate portfolio. Contests vary in duration and can range from 1 hour to a full year. Participation in a contest is done by:

1. **Purchasing a ticket** and thus contributing to the contest's prize pool. FundFantasy charges a 5-10% fee from every contest and the rest is distributed among the winners as prizes, according to the prize allocation model. The fees are used for operating and marketing purposes as well as to fund the FundFantasy Prize Pool (FFPP).
2. **Creating and submitting a portfolio.** Users, when creating their portfolios can choose assets from various asset classes including stocks, commodities, cryptocurrencies, and fiat currencies. These user-submitted portfolios are sorted and ranked as soon as the contest ends according to their rate-of-return, as calculated on the basis of price quotes from established and well known financial data APIs. Portfolios are encrypted from the moment they are submitted by the user and are only published once the contest starts - this way we solve the problem of asymmetric information which may result when fantasy employees have access to the portfolios submitted by users; such a situation can be exploited by management or employees gaining an unfair advantage.

FundFantasy is a refreshing and new investment-fantasy experience, and we are proud to be the ones introducing this new fantasy category to the decentralized economy. The fantasy model has already demonstrated its popularity and mass acceptance in the US as in the case of Daily Fantasy Sports (DFS). **FundFantasy is creating the missing link between two popular markets by providing a safe, provably-fair, and simplified way to play the role of an investor/fund manager, move up in rank, and win prizes in the first game of its kind.**

Background

Current Landscape

Since our platform and game is the first of its kind there are **currently no active direct competitors**. Our users share a common characteristic with users of the following platform types:

<ul style="list-style-type: none"> • Online Broker-Dealers • Daily Fantasy Sports • Online Poker Sites 	<ul style="list-style-type: none"> • Online Casinos • Online Lotteries • Sports Betting Sites
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Our platform appeals to both fantasy gamers and online traders. Our users will be either:

1. Traders who want to take some time off their burdensome daily bustle, and are looking to play a fun, simplified version of the real thing, with fixed levels of risk and with chances for high payouts.
2. Gamers who want to play a new game, and would either like to try out their economic analysis skills, or would like to get acquainted with the world of investing, by playing a simulated version while competing for FundToken, BTC, ETH and other prizes.

As put by Michael J. Gutmann⁵:

“Trading and gambling are both fundamentally stochastic... [and] are similar in that they both attempt to create a capital gain, over a relatively short period of time”

In a 2015 study conducted in Taiwan, researchers Xiaohui Gao and Tse-Chun Lin hypothesized and found that⁶:

“individual investors treat trading as a fun and exciting gambling activity, implying substitution between this activity and alternative gambling opportunities... individual investors trade less on large [lottery] jackpot days or, equivalently, that there is a substitution effect between stock trading and lottery participation.”

The Online Trading Market

People who engage in active, self-directed investing are now a regular part of the social scenery. According to a 2015 Celent report:

“The self-directed investor segment is growing faster than the non self-directed segment (4.9% and 1.4% respectively)... The US self-directed population is rebalancing away from traditional investors and more toward the active investor and active trader.... Women and millennials will continue to enter the self-directed market at all customer segments, slowly changing the average self-directed investor profile.”

This means that the market is already educated (and becoming more so) in the art of capital allocation, which is precisely what the core of FundFantasy is about. Users can engage the FundFantasy platform with an intuitive ease.

It is also widely known that retail online trading is a very large market, to say the least. According to the Bank for International Settlements (BIS)⁷ -

“volume from retail foreign exchange trading represented 5.5% of the whole foreign exchange market (\$282 billion in daily trading turnover)... foreign exchange markets averaged \$5.1 trillion per day in April 2016.”

And in emerging markets:

In Hong Kong, “Retail online trading accounted for 47 percent of total retail investor trading, compared to 44 percent in 2014/15”.

In Thailand, “Online retail trading surged 239 percent to 1 trillion baht (\$30.72 billion) in February from a year earlier.”⁸

Unfortunately, the online trading industry has been plagued by many accusations of misconduct and outright fraud. One would imagine that these sorts of practices would become a historical relic in the age of the internet, which has so far been characterized by massive flows of information and a relative increase in transparency. This, however, is yet to be the case. A recent example is FXCM⁹. From Wikipedia:

“On February 6, 2017, the CFTC imposed a penalty of \$7 million on FXCM for defrauding its retail customers. The Commission found that a closely related company was acting as the main market maker for its trades, and that FXCM lied to its customers about the market maker. FXCM received \$77 million in "rebates" from the market maker... [The CFTC] prohibited the company from registering with CFTC, effectively banning it from the US commodity brokerage industry”

It is a very unfortunate case, as FXCM was the first publicly traded foreign-exchange broker, and for many years has been the largest retail forex broker¹⁰. What is more surprising is that this wasn't the first time. Again from Wikipedia:

“In December 2010, FXCM went public and began trading on the NYSE, becoming the first forex broker in the US to issue stock to the public.... The following year, in February and March 2011, several class actions lawsuits were filed against FXCM, alleging fraud and racketeering from deceptive and unfair trade practices, and misleading shareholders during the 2010 IPO. In August 2011, the NFA fined FXCM \$2 million for slippage malpractices.”

These types of behavior were also exhibited in the UK, where, according to the FCA's director of enforcement and financial crime, Tracey McDermott¹¹:

“Between August 2006 and December 2010, the FXCM Group kept profits from favourable market movements between the time the orders were placed by FXCM UK and executed by the FXCM Group, while any losses were passed on to clients in full – a practice known as asymmetric price slippage.”

It is important to note that the purpose of this analysis is not to slam FXCM specifically, but to pose a number of questions:

- How could such misconduct and such grave breaches of trust go on for so long and on such a large scale? Is this alleged disregard of fiduciary standards exclusive to the above-mentioned companies, or do they permeate the entire industry?
- How effective is society's current method of dealing with these issues? Should we wait until the next scandal erupts where millions of dollars in savings will again be lost?
- Should all retail traders, who own foreign currency for the sole purpose of netting capital gains, put themselves at the mercy of predatory mediators?

The answers proposed by the FundFantasy team are three resounding 'No's.

1. even under the assumption that other industry giants are acting in good will, a transparent and trustless platform would certainly improve the conditions of retail traders.
2. The post-bust “slap-on-the-wrist” approach has failed tremendously for years.
3. Investors who are looking for dividends can always purchase dividend yielding stocks or bonds - but the truth is that majority of retail traders in both the currency, commodity and stock markets, are doing so for the sole purpose of speculation for capital gains, i.e. gambling.

The online trading market is ready for a casual, fun, straightforward and fully transparent platform for financial speculation, without the massive counterparty risks which are presently involved.

The Online Gaming Market

The online gaming market represents one of the fastest growing segments of the gambling industry. According to KPMG¹²:

“H2 Gambling Capital, a leading supplier of data and market intelligence on the global gambling industry, puts the size of the global online gaming market at about US\$21 billion, hitting US\$30 billion by 2012. But that may be just a drop in the ocean... As the popularity of both gambling and online entertainment continues to grow, the online gaming market is without a doubt an attractive area of expansion for software developers, casinos and other land-based gambling operators, related suppliers, and industry newcomers and investors alike.”

According to the Fantasy Sports Trade Association¹³:

“Daily fantasy players have doubled in the last two years. 56.8 million people play some form of online fantasy sports in the United States and Canada. 57% have a college degree or higher, and 47% report a household income of \$75,000 and above. 66% enjoy full-time employment.”

The online gaming market has currently hit a temporary plateau, as new games have not been introduced since the rise of Daily Fantasy Sports (DFS). The expansion of the fantasy model from the sports betting industry to the financial speculation market is very natural and intuitive, some say even more so than in sports.

FundFantasy leads the battle for fully-transparent and provably-fair gaming. As is the case with any Fantasy gaming platform; access to the user-submitted portfolio database gives an unfair advantage¹⁴. While both major US-based DFS providers have implemented a ban on their own employees and those of their rivals, **portfolio data on FundFantasy is fully encrypted and inaccessible by the FundFantasy team and employees**. Portfolio data is only published once the contest starts. With the backwinds of transparency and fairness provability, FundFantasy has a great shot at positioning itself as the first provider in an untouched market and thus gain a massive foothold, for the benefit of our ERC20 token holders, and the FundFantasy community as a whole.

The Platform

FundFantasy

Our self-funded platform is already built and operational, and the alpha version is scheduled to be launched in the coming months. Contests will be published on the platform's lobby. All of the details are upfront for users to examine before entering contests, including ticket price, fees, prizes, date & duration, entries and so on. Since ticket prices are fixed, participation risk is known in advance and is independent of market volatility.

Asset prices come from well known and respected 3rd party financial data providers. Portfolios are encrypted from the moment they are submitted until the contest locks up and starts, at which point they will be visible to the contests participants, making our contests provably-fair top to bottom.

Although the game revolves around financial assets, our platform does not purchase any financial assets on behalf of clients - it only relies on market data to conduct the relevant calculations. As such it is characterized by a much lighter attitude, lower counterparty risk, full transparency, and chances at higher payouts. Users enter contests by purchasing entry tickets and submitting their portfolios. Contests vary in duration, size, asset-classes, and other variables. Decentralized smart contracts will manage the whole process; deposits, ticket purchases, contests, prize payouts and withdrawals are all done without human intervention.

The platform will allow users to open and organize their own contests, invite their friends and even earn a percentage of the fee that is charged from the contests prize pool. This will considerably speed up the process of acquiring new users. In other words, users can profit from organizing contests on our platform.

Test Runs and Market Validation

Our alpha version has been successfully tested with over 100 users. Polls that were taken among the users show that:

- 46% would play in FundFantasy regularly
- 31% enjoyed themselves and would probably play once in week
- 14% would rather trade/invest in the old-fashioned ways
- 9% “don’t like the financial stuff”

Business Model

Contest Flow

When the user wants to enter a contest he now has to craft his portfolio from the list of available assets. In order to submit his portfolio, the user must purchase a ticket to the contest. Ticket prices vary from contest to contest. Income from ticket sales is automatically distributed via smart contracts into:

- 90%-95% Prizes to winners
- 5%-10% to the FundFantasy Network and be used for:
 - Marketing FundFantasy
 - Funding the FundFantasy PrizePool -
Hosting Free Daily Contests & Guaranteed Contests

When a contest comes to an end, the remaining funds in the pool are paid in prizes to the winners according to the prize allocation model, and via a self-executing smart contract. All funds are stored and transferred with smart contracts, thereby eliminating counterparty risk and allowing speedy automated payments to the winners. Withdrawing and depositing funds are also fully automated.

Go-To-Market Strategy

Pre-Launch

- **Bounty:** visit our bounty thread at bitcointalk.org for details.
- **Alpha Launch:** FundFantasy will launch an invite-only alpha to allow early adopters to test out the system and earn FUNDZ by playing.

Post-Launch

- **Daily Free Contests, MegaJackpot and Guaranteed Contests:** Automatically contributing a proportion from the FundFantasy Network Fee to the FundFantasy Prize Pool will allow us to attract many new players by presenting them with the opportunity to win cryptocurrencies. This will serve to jumpstart our platform and increase demand for FundTokens.
- **Affiliate Marketing:** The online trading industry relies heavily on affiliate marketing, and we believe FundFantasy can become viral very quickly by doing the same. Our expertise in this field will come into play post-launch.
- **Online Marketing:** Our giveaways will allow us to advertise Free Contests carrying cryptocurrency prizes, as well as Jackpot Contests carrying large prizes. We believe that these campaigns can create massive inflows of new users seeking to play and own FUNDZ for chances at large prizes in cryptocurrencies, participation rights in exclusive contests and discounted entries to contests.

In order to speed up the user acquisition process, the platform may also host contests which accept BTC, ETH and possibly other currencies. FUNDZ usage will be incentivized with considerable discounts.

FundTokens (FUNDZ)

FundTokens are functional utility tokens within the FundFantasy platform, and can be used to purchase entry tickets to contests which are hosted on our platform.

- Valuable - FundTokens grant access to:
 - Discounted entries to contests that pay out large prizes in various currencies (such as BTC, ETH, FUNDZ and others).
 - Exclusive contests for FundToken owners
- Deflationary:

0.5% of all payments made using FundTokens will be burnt, i.e. destroyed. This means that the total supply of FundTokens will decrease over time.

FundTokens comply with the ERC20 standard. This means they are very easily interchangeable with other Ethereum-based tokens or Ether, and allow for easier listing on exchanges with infrastructure already in place.

Token Sale

The total supply of FundTokens will be 80,000,000 FUNDZ. New issuances of FUNDZ are not possible. During the pre-sale phase, FundFantasy will accept payments from select individuals or entities prior to the token sale, at a negotiated price. FundFantasy reserves the right to change the price per token for pre-sale customers. The total amount of FundTokens to be sold in the presale is 4,000,000 tokens, which constitute 5% of the total supply of FUNDZ.

The token sale and the corresponding token creation process will be organized with smart contracts running on Ethereum. Participants willing to purchase FUNDZ can do so by sending ETH to the designated address which will be published prior to the token sale.

During the public token sale we will make 56,000,000 FundTokens available for purchase, which constitute 70% of the total FundToken supply.

Bonuses will be given to participants in the token sale according to the bonus schedule (see “Bonus Schedule” below). The token sale is due* to begin on February 25th, 2018 (GMT 12:00), and will end when one of the following occurs:

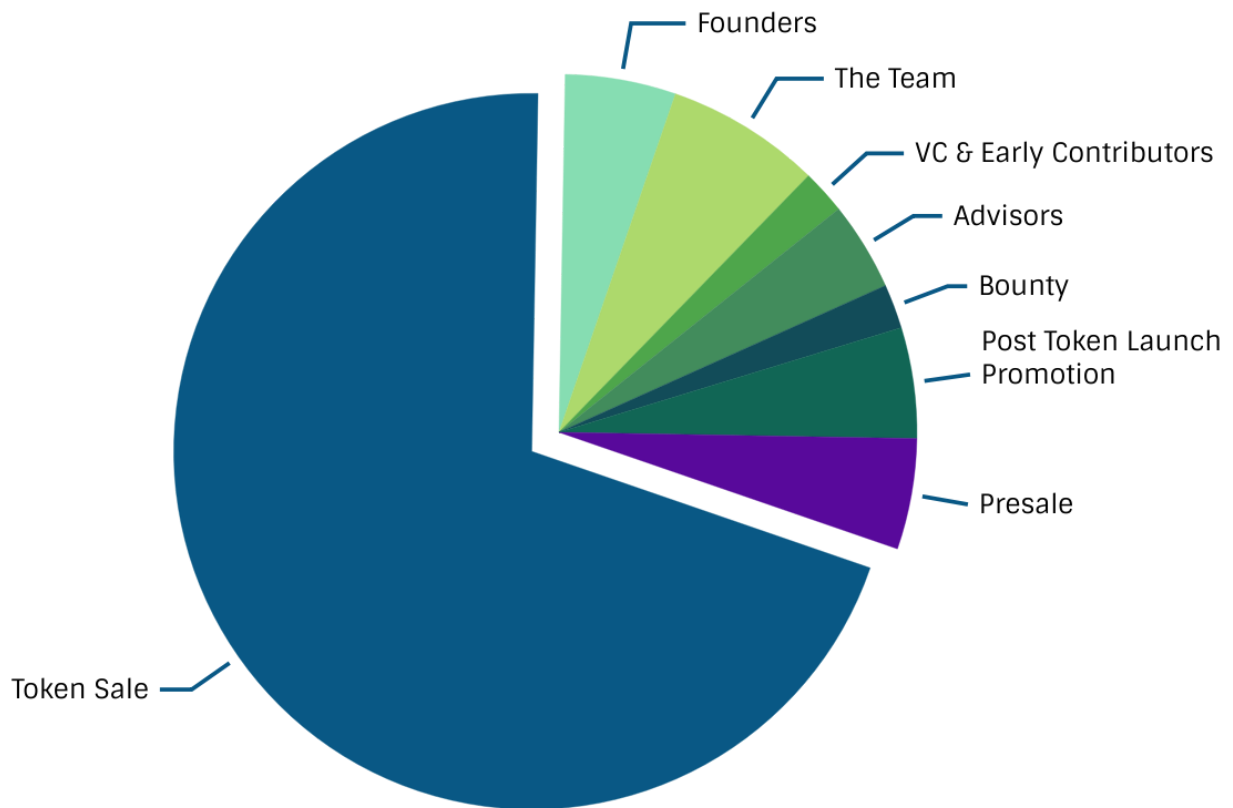
- March 25th, 2018* (GMT 12:00pm)
- FundTokens are sold out.
- 15m USD are raised

* FundFantasy reserves the right to postpone the launch date and/or closing date of the public token-sale by no more than 90 days.

Token Distribution

FundTokens will be distributed as follows:

<u>Category</u>	<u>Token Distribution</u>	<u>FUNDZ Amount</u>
<i>Team</i>	7%	5,600,000
<i>Founders</i>	5%	4,000,000
<i>Post-Launch Promotion</i>	5%	4,000,000
<i>Advisors</i>	4%	3,200,000
<i>Bounty</i>	2%	1,600,000
<i>VC & Early Contributors</i>	2%	1,600,000
<i>Presale</i>	5%	4,000,000
<i>Public Token sale</i>	70%	56,000,000



Lockup Period

Founders, the team and early contributors are prevented from selling their tokens for a period of 180 days.

Bonus Schedule

Purchasers of FundTokens during the token sale will enjoy a bonus on their token purchase:

First 8 Hours <i>February 25th, 2018 12:00 GMT - February 25th, 2018 20:00 GMT</i>	25%
Next 24 Hours <i>February 25th, 2018 20:00 GMT - February 26th, 2018 20:00 GMT</i>	15%
Rest of First Week <i>February 26th, 2018 20:00 GMT - March 4th, 2018 12:00 GMT</i>	10%

* Individuals interested in purchasing over 150,000 FundTokens should contact us for better terms.

Undistributed Tokens

FundTokens left unsold will be distributed (“airdropped”) proportionally among the participants in the token sale according to their holdings relative to the total amount of tokens sold in the token sale. For example, if a participant has purchased 10% of the total amount of tokens sold, he will receive 10% of the tokens which were left undistributed when the token sale is finished.

Only participants in the Pre-sale and the Token Sale will be eligible for the airdropped tokens (Founders, Team, Advisors, VC & Early Contributors will not receive any of the airdropped tokens). The airdrop will be calculated as follows:

Let P_i be the amount of fundtokens purchased by participant i at the token sale

Let A_i be the amount of airdropped fundtokens for participant i

Let B_i be the balance of participant i after the token sale

Let n be the total number of token sale participants

Let U be the total number of undistributed tokens

The airdrop for each participant is calculated as follows:

$$A_i = U * \frac{P_i}{\sum_{i=1}^n P_i}$$

Thus the FundToken balance for each participant after the airdrop will be:

$$B_i = P_i + U * \frac{P_i}{\sum_{i=1}^n P_i}$$

Or:

$$B_i = P_i * \left(1 + \frac{U}{\sum_{i=1}^n P_i} \right)$$

Token Sale Summary

Token name:	<i>FundToken</i>
Token Symbol:	<i>FUNDZ</i>
Decimals	<i>18</i>
Token standard:	<i>Ethereum ERC20</i>
Token Sale Price:	<i>1 ETH = 1000 FUNDZ</i>
Token Sale Target:	<i>Hard Cap: 60,000 ETH or \$ 15,000,000 US the first to occur</i>
Token Supply:	<i>80,000,000 FUNDZ in total.</i>
Undistributed tokens:	<i>Tokens left undistributed after the token sale will be “airdropped”, i.e. distributed proportionally among participants in the token sale, according to the amount purchased. A buyer who has purchased 10% of the sold tokens, will receive 10% of the undistributed tokens.</i>
Token distribution:	<i>7% to Team, 5% to Founders, 5% to Post-Launch Promotion, 4% to Advisors, 2% VC & Early Contributors, 2% to Bounty, 5% to Presale, 70% of the issued tokens to be sold during the actual Token Sale.</i>
Bonus:	<i>Participants in the token sale will enjoy a bonus structure on their FundToken purchase. 25% bonus for the first 8 hours, 15% bonus for the following 24 hours, 10% bonus until the end of the first week.</i>
Lockup period:	<i>Founders, Team, VC & Early Contributors: 180 days</i>
Token Sale timeline:	<i>Start Date: February 25th, 2018 (GMT 12:00 PM) End Date: March 25th, 2018 (GMT 12:00 PM)</i>

Road Map

<i>Concept Formation & Proof of Concept</i>	Q1 - Q3 2016
<i>Pre-Seed Funding</i>	Q4 2016
<i>Platform Development</i>	Q1 2017
<i>Alpha Pilot</i>	Q2 - Q3 2017
<i>Token Sale</i>	February 25th, 2018
<i>Phase II Development</i>	Q1 2018
<i>Licensing Process Completion</i>	Q2 2018
<i>Launch the FundFantasy Platform</i>	Q3 2018

Legal Considerations

The FundFantasy team has been exercising, and continues to exercise extreme legal diligence with regards to the launch of our platform. We have been working with several law firms in various jurisdictions around the world to assess the legal implications of our current and future operations. FundFantasy intends to operate its business operations in full accord with the regulatory and legal landscape in the relevant jurisdictions in which it is allowed to operate.

United States

Regulations in the US have a habit of reaching beyond the borders of its states. In the US, operating a money transmission business is regulated by the Financial Crimes Enforcement Network (FinCEN) at a federal level, and then again at the state level. Famously, on 18 March 2013, FinCEN extended the scope of its regulation to Bitcoin exchanges and others buying and selling Bitcoin or other digital currencies. For non-US businesses, this regulation has an extraterritorial scope, it even applies to non-US businesses providing their services to US citizens. Given the burden of complying with US regulation, FundFantasy will be forced to close its doors to US gamblers until it will be ready to expand into the US market and have sufficient funds to undertake the compliance process. This involves geo-blocking US IP addresses until at least Q1 2019.

Europe

The Malta Gaming Authority (MGA) offers a Controlled Skill Game License. DraftKings, the U.S. based Daily Fantasy Sports platform has received the above-stated license in January 2017¹⁵.

This Controlled Skill Game License is preferable to traditional online gaming licenses since many European countries have inner regulations which prohibit or regulate gaming activity. This is not the case with skill games, and it explains why DraftKings took steps to get a Skill-Game license when they already had a UK gambling license to passport themselves into the EU. Europe is again open for business.

Rest of the World

Obtaining foreign legal opinions in any and all possible jurisdictions will take place on a top priority basis as soon as the Token Sale ends.

The Team

Tal Zander

CEO & Co-Founder



Tal has over 10 years of business experience in a variety of fields; Finance, Business Management, Online Marketing, Entrepreneurship, Project Management, Accounting and Sales are only a few. Expertising in Economics (of the Viennese/Austrian school of economics) and Finance, Tal brings his online trading background, as well as his drive, creativity and vision to the FundFantasy team.

Daniel Vaisman

COO & Co-Founder



Daniel is a cryptoeconomics specialist and blockchain enthusiast. He is a successful online trader of over 8 years, has 10 years of IT expertise and programming experience. Daniel has successfully completed dozens of web projects in a variety of fields such as finance, gaming, insurance and more. As our Chief Operating Officer, Daniel likes to get things done and belongs to the “get things right the first time” school.

Tzahi Kanza

CSO & Co-Founder



Tzahi is the CEO at Titanium Technologies - a global full scale software R&D company focusing on IT entrepreneurship/startups as well as Blockchain, Cryptocurrencies and ICOs. Tzahi has 17 years of experience as founder and CEO managing global companies, and is an expert in strategic planning, international business activity, products planning and design, logistic planning and implementation, general management & HR, business networking and marketing & sales.

Asaf Yosifov*CTO & Co-Founder*

A blockchain freak, Asaf has 16 years of experience managing complex projects, using both local and offshore development teams. Expert in developing products in diverse fields such as telecom, education, gaming, networking, travel, finance and more. Founder and co-founder of startups, leading the CTO, R&D and operations activities.

Vladimir Murzac*Head Developer*

Vladimir is a full-stack developer with years of experience in programming. Albeit his young age he has already lead teams in large scale web-development projects involving a variety of programming languages including C#, Python, JavaScript, PHP and more. Vladimir's ambition, drive and perfectionism make him such an important part of our team.

Avri Rotem*CMO*

18 years of specializing in digital marketing, from small to global companies. Expert in mobile apps marketing strategy and execution, with vast network to business opportunities and investments. Founder and co-founder of digital marketing company and ad-networks. Skilled in Search Engine Optimization (SEO), Digital Strategy, Online Gaming, Mobile Advertising, and User Experience. Strong marketing professional with a B.A. focused in Economics and Management from

The Academic College of Tel-Aviv, Yaffo.

Shay Tiram

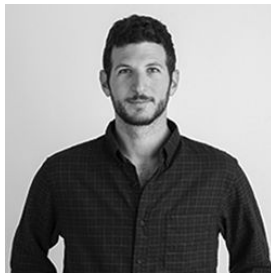
Digital Marketing



Shay is our inhouse digital marketing out-of-the-box specialist. With over 5 years of experience in digital marketing, Shay unlocks the full potential of the world wide web in his work.

Or Reznik

Business Development



Entrepreneur and Crowdfunding specialist. CEO and founder of hardware companies. Vast experience with Creative, Marketing, PR, Product Development and more. Crypto-currency enthusiast.

Guy Zinder

Business Development



Guy is a passionate crypto-economics specialist and business developer with an insatiable thirst for knowledge and experience. An excellent strategist, Guy's experience in crypto, gaming, his critical point of view and his strong drive towards excellence make him an important part of our team.

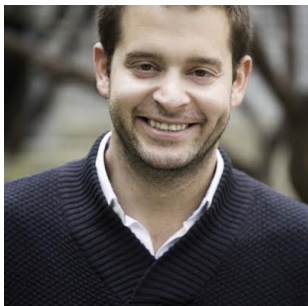
Nicoleta Anton*Chief Designer*

Nicoleta is a gifted artist and a very professional designer. Her expertise is best demonstrated by her work, which we at FundFantasy admire. Nicoleta has a unique style and can adapt quickly to the audience of choice.

Advisory Board

Mark Kenigsberg*CEO at Jamworx, Founder at BitcoinChaser*

A firm believer in Bitcoin since 2013, Marc operates various Bitcoin websites and projects, and regularly attends and speaks at industry events, as well as contributing to leading publications. Being a veteran of the gambling industry with 15 years experience, Mark has an extensive background in online gambling and marketing both as an operator and affiliate.

Eric Benz*Managing Director at CryptoPay*

Eric has over 10 years of experience working in and around Financial Technology. has delivered innovative SaaS systems for some of today's biggest institutions around payments, identity, and banking infrastructure. Has been a part of the Blockchain space since 2012 and is involved in a number of blockchain and fintech businesses.

George Kimionis

CEO of Coinomi, Founder at Cryptean, Author of BitcoinLib. Special Forces Veteran.



George studied Computer Systems Engineer at UMIST and served as a Special Forces Commando in the Army. He has a good expertise in the creation of Financial and Trading software, having participated in large-scaled projects since day one, such as the creation of real-time Trading, Analysis and Risk-Management software for Banking & Brokerage Institutions, Anti-Money-Laundering software for Banks and Brokers, Live Results' software for the Olympic Games, Trading and Exchange software for Forex Brokers, Online Betting software for Bookmakers and Betting Exchanges, Image Processing units, Automated Task Allocation units for Universities and interactive e-learning software for handicapped people, to name a few. He participated in the making of 4 start-up companies (co-founded 2) before his 30s and is now working passionately on his new venture.

Joseph Borg

Senior Advisor at WHpartners



Joseph Borg is currently a Senior Advisor to WH Partners and mainly provides advice to the Gaming, ICT, Real Estate and Financial Services industries. Before joining WH Partners, Joseph was the Chief Regulatory Officer at the Malta Gaming Authority (formerly the Lotteries and Gaming Authority, Malta)

Ilan Rosenberg*CEO at Arbitrage Family Office*

Ilan Rosenberg has 20+ years of experience in the Financial markets. Ilan is the CEO of Arbitrage Family Office, which specializes in personal financial management for high net-worth clients. Before that, Ilan was the CEO of "priority" Asset Management, and a senior manager at the private banking division of "Leumi Bank" in Israel. Ilan has an ultra-professional approach which has helped the FundFantasy team and project reach its current stages.

Melissa Blau*Director at iGaming*

Experienced Director with a demonstrated history of working in the gambling & casinos industry. Skilled in Business Planning, Analytical Skills, Customer Acquisition, and Corporate Development. Strong professional with a MBA focused in General Management & Finance from Harvard Business School.

Ishai Smadja

Product Manager at King



As a Product Manager Ishai is responsible for the game's commercial performance as well as business and product development in the areas monetisation, engagement, retention, loyalty and virality.

Ishai has lead multidisciplinary task forces of designers and data scientists to optimize game content for revenues and retention. Ishai has developed a content optimization framework, provided tools and best practice guidance, directed the implementation process and achieved a 10% uplift in overall revenues. Ishai has also directed a hypothesis driven approach to develop and test monetization and retention hooks for a casual games. Worked alongside design teams to develop features and game economies allowing for quick iterations and go/no-go decisions.

Robert Rottman

FinTech and Market Data Advisor at BarChart



Providing clients with reliable bitcoin and other crypto data feeds for enterprise class solutions. Robert works with anyone from start-ups to larger exchanges by introducing the technology and data feeds that BarChart has perfected over the past 30 years, now geared towards the crypto currency markets, but includes everything in the futures, equities, mutual funds, and forex space as well.

Robert leverages his my financial market intelligence and extensive global network to increase revenue, brand recognition and strategic partnerships. Robert's approach has assisted in reducing data management, exchange fees and research costs in the FundFantasy project.

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