

BETERO

**THE FIRST PEOPLE-ORIENTED
BETTING PLATFORM**



VI



UI

01

CURRENT ISSUES

CHAPTER 1

01



Think differently



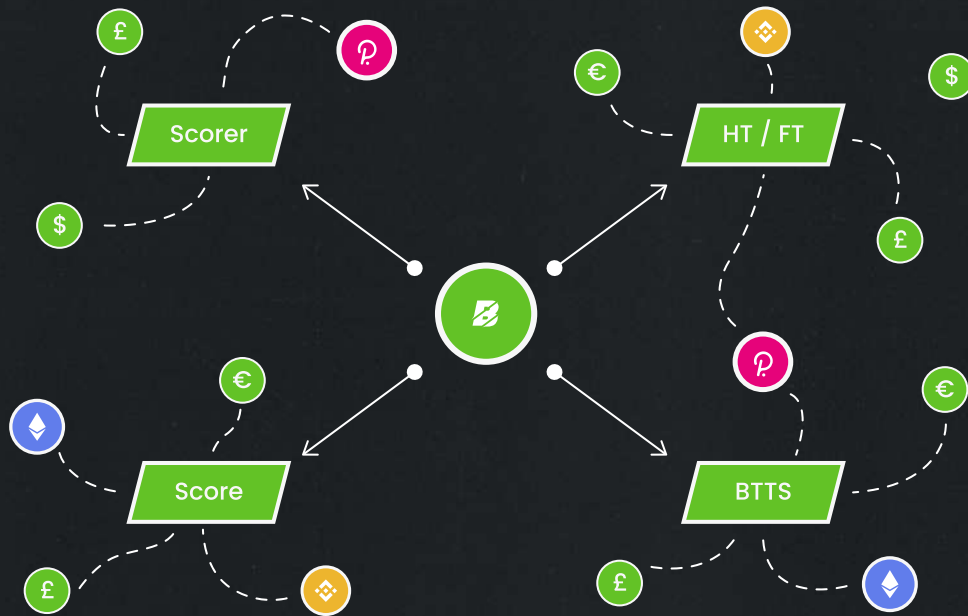
While there are several sports betting platforms on the market, almost all platforms that are trusted and have a good reputation only accept fiat payments.

Betting platforms that accept crypto payments are often not well known. More importantly, these platforms simply focus on accepting crypto payments while continuing to use traditional betting platform technologies. In essence, they are using the technology of centralized betting solutions, with the only difference being that they accept crypto payments; they are not blockchain based. Furthermore, those platforms seem to focus more on maximizing

their profits than on giving back to the users, which is a sign of centralized structures and outdated thinking.

Then there are the fully decentralized prediction market protocols that enable people to create a market on any possible real, live event. Theoretically, these technologies can be used to create prediction markets around sports events. However, in practice, such prediction markets require a considerable amount of liquidity to work for a mainstream audience. In addition, liquidity is needed for any outcome of a sports event.

Think differently



For example, in a football game, separate liquidity pools would be needed for betting on the match result, correct score, first-half score, first or last goalscorer, etc. Existing prediction market providers already have low liquidity for the match result (which team wins or whether it is a draw); thus, the liquidity for rarer bets, such as the first goalscorer, would be even less, making it impossible to bet on such outcomes. A possible scenario is that a user who places a bet on a rare outcome will not have another user betting against them, rendering them unable to win or lose the bet.

Another drawback of existing prediction market protocols is that a market needs to be fully resolved after the event happens. This makes it impossible to place accumulator bets, which involves betting on several

outcomes that must all be correct to win the bet. Accumulator bets are quite popular among players as they allow for higher odds and higher possible winnings. This type of betting is not possible when using existing prediction market protocols such as Augur, Gnosis, or Polkamarkets.

In summary, fully decentralized prediction market protocols have low liquidity, so not all betting options can be covered. Furthermore, most protocols are not user friendly.

Crypto-based betting platforms that rely on centralized structures are easy to use. However, they have low trust levels, and as their goal is to maximize the profit for shareholders, odds are unfavorable for the users, resulting in the latter losing money over time.



02

02

OUR VISION
CHAPTER 2

02



Next generation sports betting

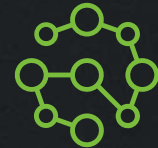
Betero's vision is to build a next-generation sports betting platform based on the following core principles:



Transparent product metrics, profit redistribution, and smart contracts



Utilization of blockchain and web3 technology



Ability to run as a decentralized autonomous organization (DAO)

The Betero protocol will function as a hybrid decentralized model that enables the platform to function in a manner as simple as that of traditional betting companies. To build the Betero platform, blockchain technology and smart contracts will be used for the most part, provided it ensures simplicity for the user.

For funding, users can connect their wallets and deposit crypto in their Betero escrow accounts. This process occurs entirely on the blockchain. The user funds are handled and protected by smart contracts.

As described above, it is not practical to run fully decentralized prediction markets because there is low liquidity and not all betting options can be placed. Therefore, Betero will process the entire betting data over the in-house backend solution, which is controlled by the integrated DAO. This will

enable users to have the full range of bets available, place live bets, and have their bets resolved instantly after the real-world event happens. The DAO formed by the Betero token (BTE) holders can decide on which data providers to use and what odds the bets will have.

The Betero escrow account will be updated in real time and will allow users to withdraw their winnings to their crypto wallets at any time.

In addition to the simplicity and speed of the Betero betting platform, users will have another advantage over traditional providers. The full profits will be distributed back to the players and BTE holders. As Betero is run as a DAO, token holders can create proposals to make changes to the system and the profit redistribution rate at any time.



03

03

THE PRODUCT

CHAPTER 3

03



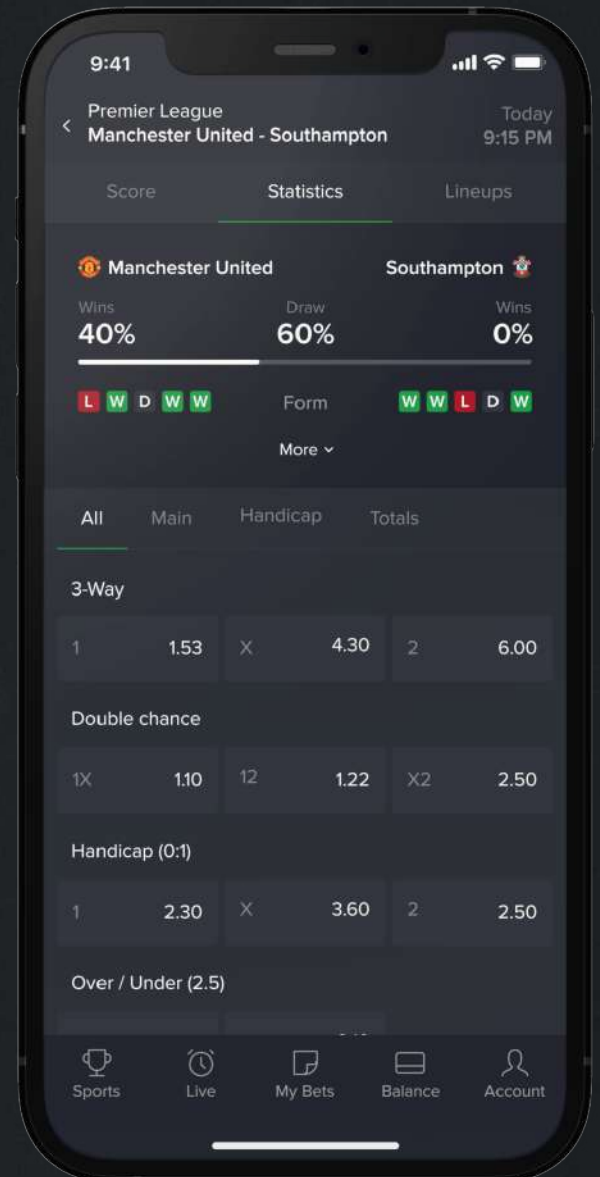
Our platform

Betero is the world's first online bookmaker that accepts deposits of multiple cryptocurrencies. Users can start betting on their favorite games with just a few clicks.

By aggregating various sports data providers, Betero will be able to offer the best odds on the market. Moreover, through the integrated Betero DAO, token holders can vote for their preferred data providers.

Betero's unique profit redistribution mechanism will ensure that the users and BTE holders profit the most from the success of the betting platform. All profits will be redistributed back to the people, making Betero fully decentralized.

The Betero app is very simple to use; it offers users all the necessary information and just the right tools for placing bets on the go.





U4

D4

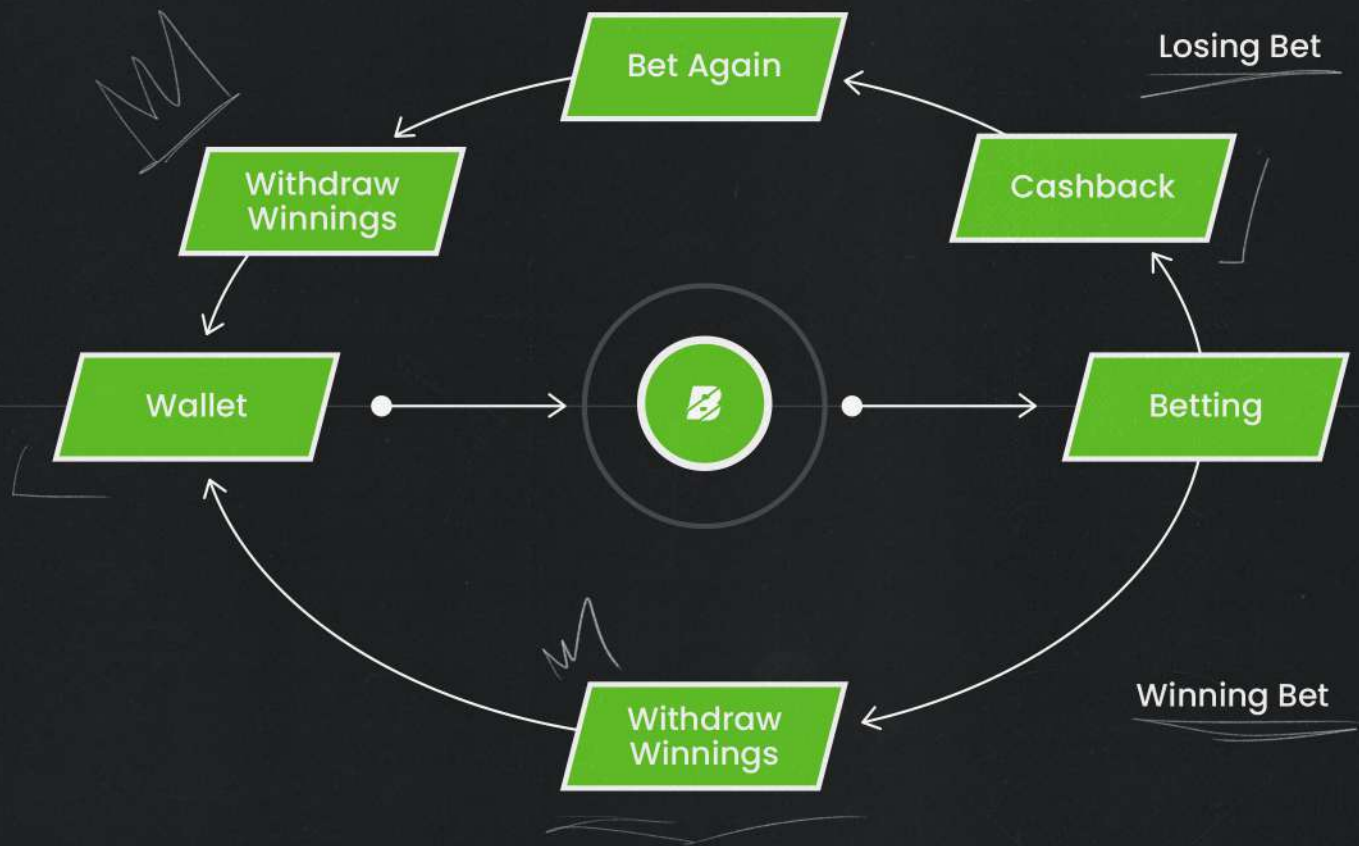
BETERO ACCOUNT & KYC

CHAPTER 4

U4



Understanding the play



To place their first bets on the Betero app, users can simply connect their wallets and directly top up their Betero accounts. Every user will have a dedicated Betero account. A smart contract will be used to process the users' crypto funds and credit them to their accounts.

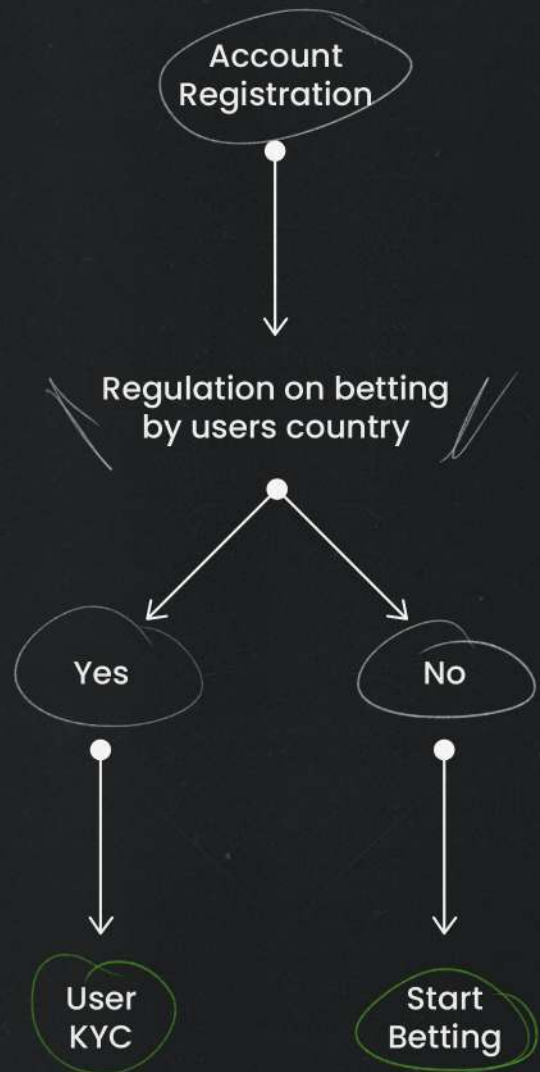
After the Betero account has been topped up with cryptos, users can place bets

immediately. Winnings will be credited directly after the end of the game to the user's Betero account.

Withdrawing from the Betero account is possible at any time. However, the funds of active bets are locked until the end of the game. Users can easily withdraw winnings on Betero by transferring them from their Betero account back to their crypto wallet.

Understanding the play

To be compliant with current legal regulations, depending on the region, users have to verify their identity, via the know-your-customer (KYC) process, within certain time limits to continue placing bets. If a user does not verify their identity, their account will be temporarily suspended. The KYC process is handled by an external service provider. Deposit providers such as MoonPay or similar non-crypto payment providers can be used to transfer funds via bank transfer or credit card in addition to direct crypto payments.





05

05

BETTING
CHAPTER 5

05



Placing a Bet

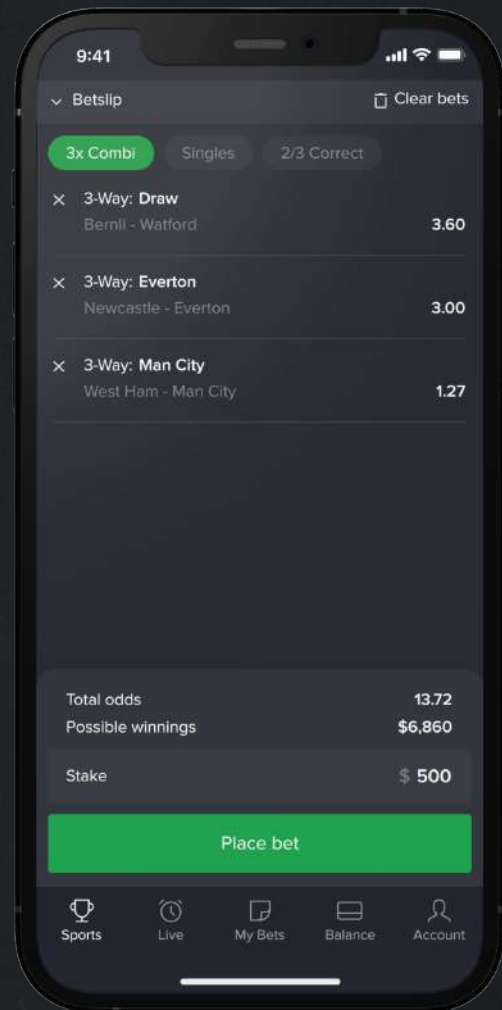
For Betero, ensuring the entire process of placing bets can be done in the most efficient and simplest way possible is a key priority. The Betero user experience (UX) is well thought-out and provides the user with all relevant information while hiding advanced data to keep the simplicity high.

Filling out a betting slip can be done in less than two seconds by simply selecting the desired outcome of a game to see the odds and possible payout. Users have the option to accumulate bets by betting on multiple outcomes of a game or betting on outcomes across multiple games. All games selected by a user are automatically added to their betting slip.

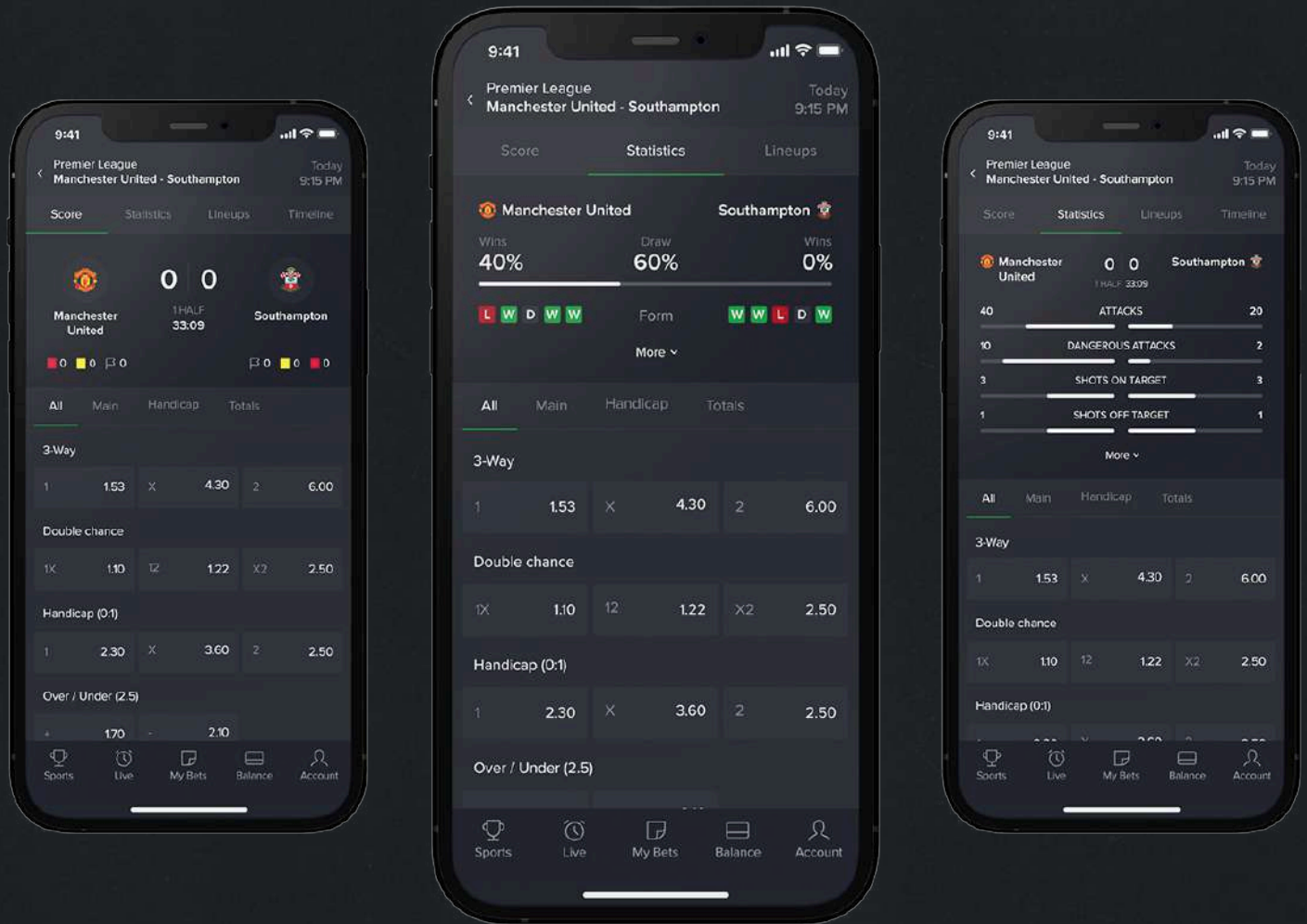
Confirmation is done in a separate step to protect users from mistakes; once confirmed, the bet is placed in the Betero sportsbook.

Betero offers its users a wide range of bets with high odds. With no betting fees, users can place both regular and live bets with various betting options at any time.

The maximum bet per ticket is \$1,000, and the maximum possible payout per betting slip is \$25,000. For example, if a user bets \$50, the maximum odds of an accumulated bet can be 50.



Live Betting

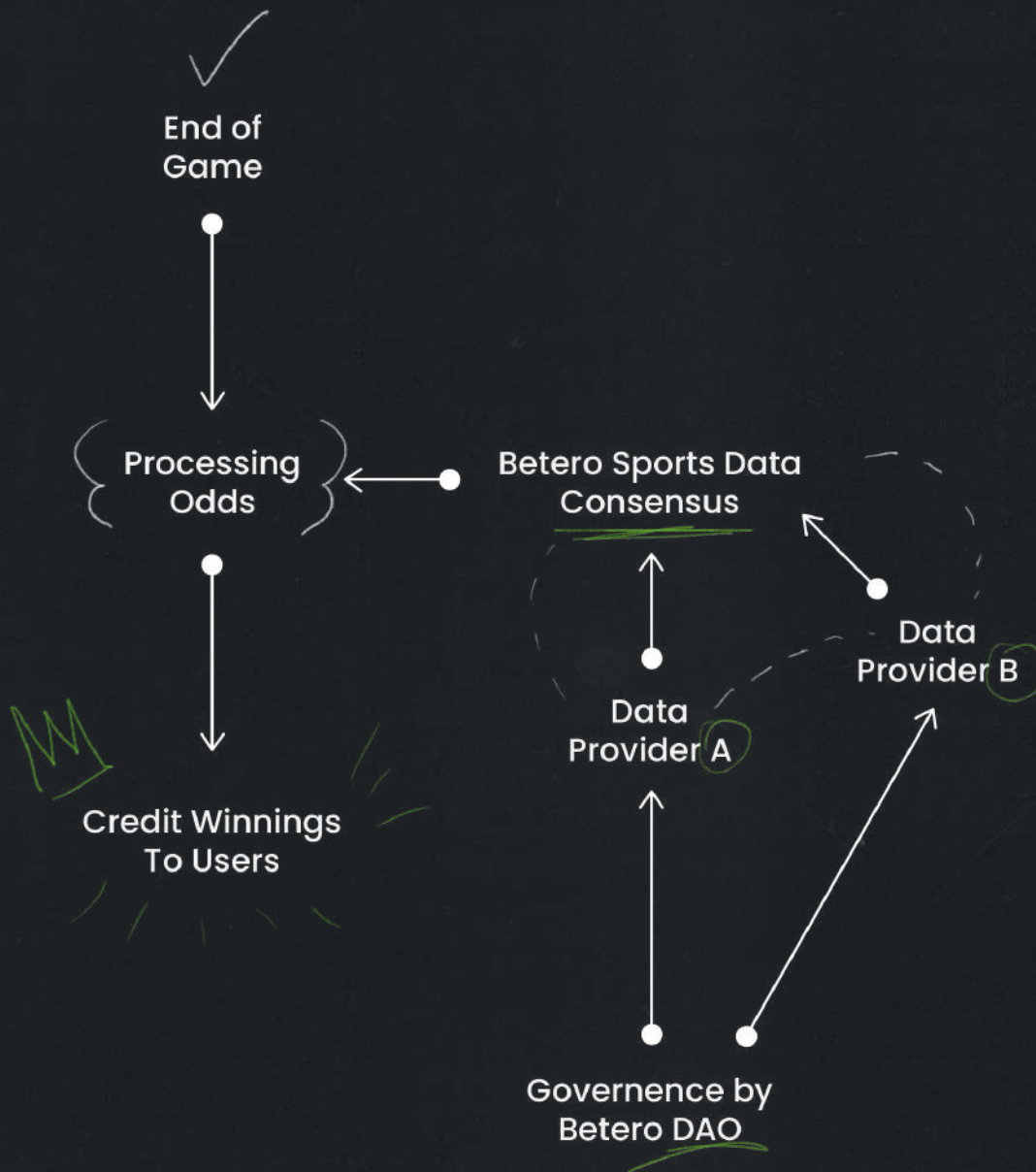


In addition to pre-play betting, users can also access a large section of live betting on Betero. They can place bets in real time on outcomes of games that are already happening. The Betero backend is able to update and process odds in real time to provide users with up-to-date odds at all times.

Funds that have been transferred to the users' Betero account can be used to place live bets in just one click, without waiting for confirmation by the blockchain.

Note that not all bets that users can place before a match are necessarily offered in Betero's live betting section.

Resolution of Bets

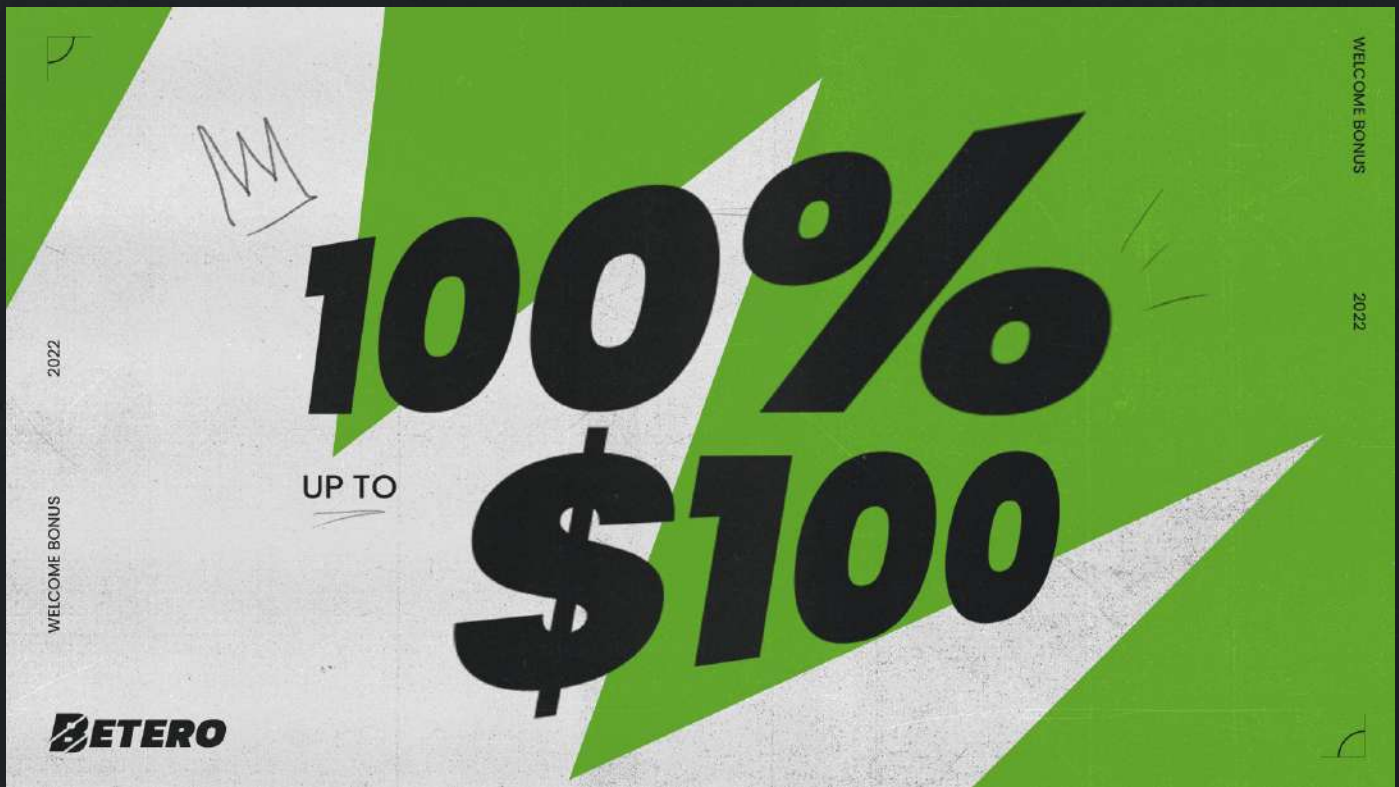


After the end of each game, all user bets are getting resolved. Users who won a bet receive their winnings within minutes to their Betero account after the game officially ended.

The bets are being resolved by relying on several data providers for defining the odds.

At the end of the month, the profit of the entire Betero platform is calculated, and users who lost bets get cashback depending on their total bet amount. From all platform profits, 25% gets redistributed as cashback.

Bet Bonus



New customers can secure a welcome bonus at Betero. This is a deposit bonus of 100% up to \$100 in the form of their input cryptocurrency, which is granted directly for the first deposit from a new betting account.

In order for the bonus to become payable, the customer must place a betting slip at least three times with odds of at least 3.00.

Supported Football Divisions



Germany 1. Bundesliga
Germany 2. Bundesliga
Germany 3. Bundesliga



English Premier League
English Championship
England League One
England League Two



UEFA Champions League
UEFA Europa League
UEFA Conference League
UEFA Nations League



Italy Seria A
Italy Seria B



France Ligue 1
France Ligue 2



Spain La Liga
Spain La Liga 2

Turkey Super League
Turkey 1. Lig
Portugal Liga
Portugal Liga 2
Switzerland Super League
Switzerland Challenge League
Austria Bundesliga
Albania Superliga
Argentina Liga Profesional
Aserbaidjan Premier Liga
Belgium Jupiler League
Brazil Campeonato
Bulgaria Parva Liga
Chile Primera Division

Greece Super League
Ireland Premier Division
Japan J1 League
Croatia 1.HNL
Malta Premier League
Mexico Liga MX
Norwegen Eliteserien
Poland Ekstraklasa
Romania Liga 1
Russia Premier Liga
Scotland Premier League
Sweden Allsvenskan
Serbia Super Liga
Slovakia Fortuna Liga

Czech Republic 1. Liga
Ukraine Premier League
Hungary OTP Bank Liga
USA MLS
Wales Cymru Premier
Netherlands Eredivisie
Netherlands Eerste Divisie
Denmark Superliga
Slovenia Prva Liga

FIFA World Cup Qualifications
FIFA World Cup
FIFA European Qualifications
FIFA European Cup

Not only football



American Football

Boxing

Handball

Baseball

Darts

Rugby



Tennis

eSports

Badminton

Volleyball

Basketball

Ice Hockey



Cricket

Motosport

Table Tennis

Snooker

Winterspot

Betting Opportunities



Match Result

Home-Draw-Away or 1x2 betting is a bet on the result of the match and which team will win



Correct Score

Can you correctly identify what the correct score will be at the end of the match?



Both Teams To Score

Often referred as BTTS, this is a binary bet on whether both teams score a goal in the match



Accumulator Bets

Accas are when you pick a number of markets and try to identify the outcome of all your picks.



Anytime Goalscorer

Will a specific player score a goal during the match that they're playing in?



Draw No Bet

You select a team to win and if the match ends in a draw then your stake is refunded



Half-Time / Full-Time

What will the result be at half-time and what will it be at full-time if a game?



First / Last Goalscorer

Can you predict which player will score the First or Last goal of a game?



European Handicap

A bet that 'gives' one of the teams playing a head start or deficit prior to kick-off



Double Chance

This allows you to bet on two of the three outcomes in the Match Result market

Betero Boost Game

Betero Boost Game is a soccer manager that is part of the main Betero application. The main purpose of the game is to bind users to the Betero app and build a community of engaged players who play and bet regularly. In the Betero game, users get free BTEs that can be used as a booster for future bets, thus increasing the bet volume on Betero.

Build your own soccer team and compete with your friends

The gameplay of Betero Game, unlike other online managers, is based on real-time data provided by a sports analysis company. During a match, all relevant actions of the

soccer players on the pitch are analyzed and converted into Betero Game points. These points can be viewed in the app in real time by the players.

In Betero Game, several players compete against each other in self-created leagues by assembling the strongest soccer team, composed of real professionals, possible within a set budget. In each league, only one virtual version of each soccer player exists; once a player is bought from the app's internal trading platform, the transfer market, they can only be passed in a trade between two managers. Before a match day, each manager lines up a starting eleven from his squad, which is supposed to score points for him.

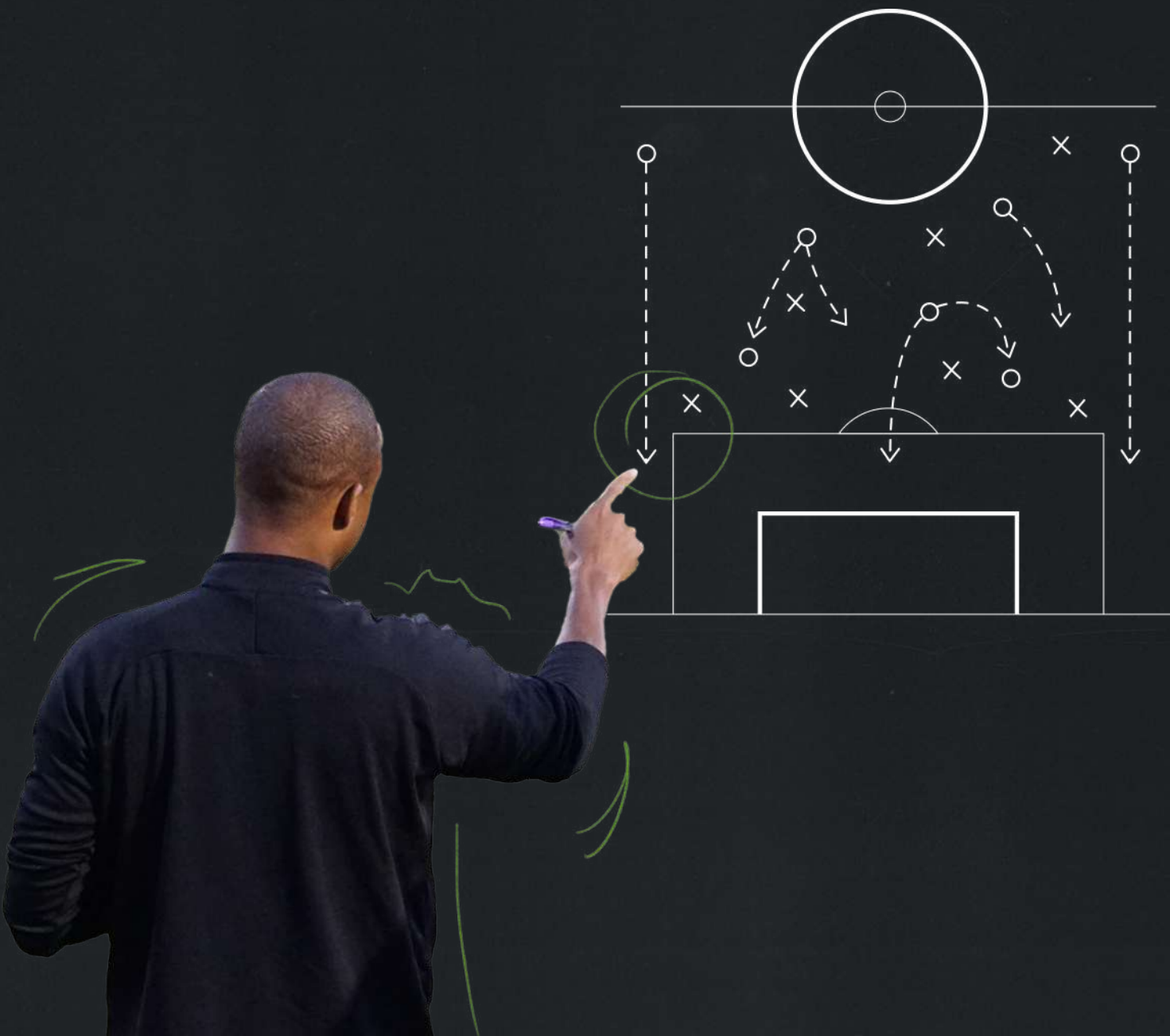


Betero Boost Game

If one of the lined-up players then plays in reality, all relevant game actions from the pass to the goal shot are analyzed and converted into Betero Game points. The aim of the game is to collect as many points as possible during a season. The soccer players can be traded at any time between the managers of a league and the Betero Game transfer market. However, the market price of the players varies daily and is based on the demand within the Betero Game community.

Win BTE tokens by playing the football manager game

Based on the Betero Game points, users get a free BTE boost from the profit redistribution pool to encourage them to place additional bets on the main Betero app. The boost can only be used in combination with a new bet.





Web

06

COMPETITOR ANALYSIS

CHAPTER 6

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Blockchain-based and Decentralized Prediction Markets

Augur, launched in 2015, was the first blockchain-based prediction market, followed by Gnosis in 2017. Since then, several more prediction markets have popped up, such as Polkamarkets, Polymarkets, PlotX, etc.

While a decentralized prediction market is a great concept in theory, an analysis of the usage and volumes of those platforms shows that the concept is not working out and that there is low liquidity. For example, on Augur, the market with the highest liquidity had only \$31k in liquidity. On the Gnosis-based platform Omen, the market with the highest

liquidity only had \$8k. Other platforms have even smaller markets.

Due to the low liquidity of these markets, it is not possible to cover various bets, such as first scorer, first goal, handicap, etc. Prediction markets can only cover the simple outcomes of a match (Team A wins, Team B wins, or it is a draw). Their long resolution times, usually around seven days, make the whole experience rather slow, which is not suitable for attracting the users of traditional betting platforms, where winnings are calculated and given in real time.

| |  Augur |  Gnosis/Omen |  Polkamarkets |  Bet365 |  Tipico |  Betero |
|----------------------|---|---|--|--|--|--|
| Type | Blockchain prediction market | Blockchain prediction market | Blockchain prediction market | Fiat betting market | Fiat betting market | Blockchain betting market |
| Decentralised | Fully | Fully | Fully | No | No | Hybrid DAO model |
| Highest Liquidity | \$31000 | \$8000 | \$1500 | No liquidity needed | No liquidity needed | No liquidity needed |
| Active Sports Events | 45 | 21 | 5 | 1000+ | 1000+ | 1000+ |
| Accumulator Bets | No | No | No | Yes | Yes | Yes |
| Alexa Website Rank | #192,772 | #127,082 | #298,853 | #202 | #64,720 | - |
| Marketcap of Token | \$116,000,000 | \$612,000,000 | \$58,000,000 | - | - | - |

Traditional Betting Platforms with Fiat Payments

Betting platforms are on the rise. New technologies have allowed centralized companies to rapidly become involved in betting all over the world.. As compared to five years ago, betting is now very easy and can be done using just your mobile phone. The sports betting market alone exhibits increasing growth at a CAGR of over 10%, with a year-over-year growth rate of 9.58% in 2019. The US sports betting market is predicted to hit \$5.7 billion by 2024.

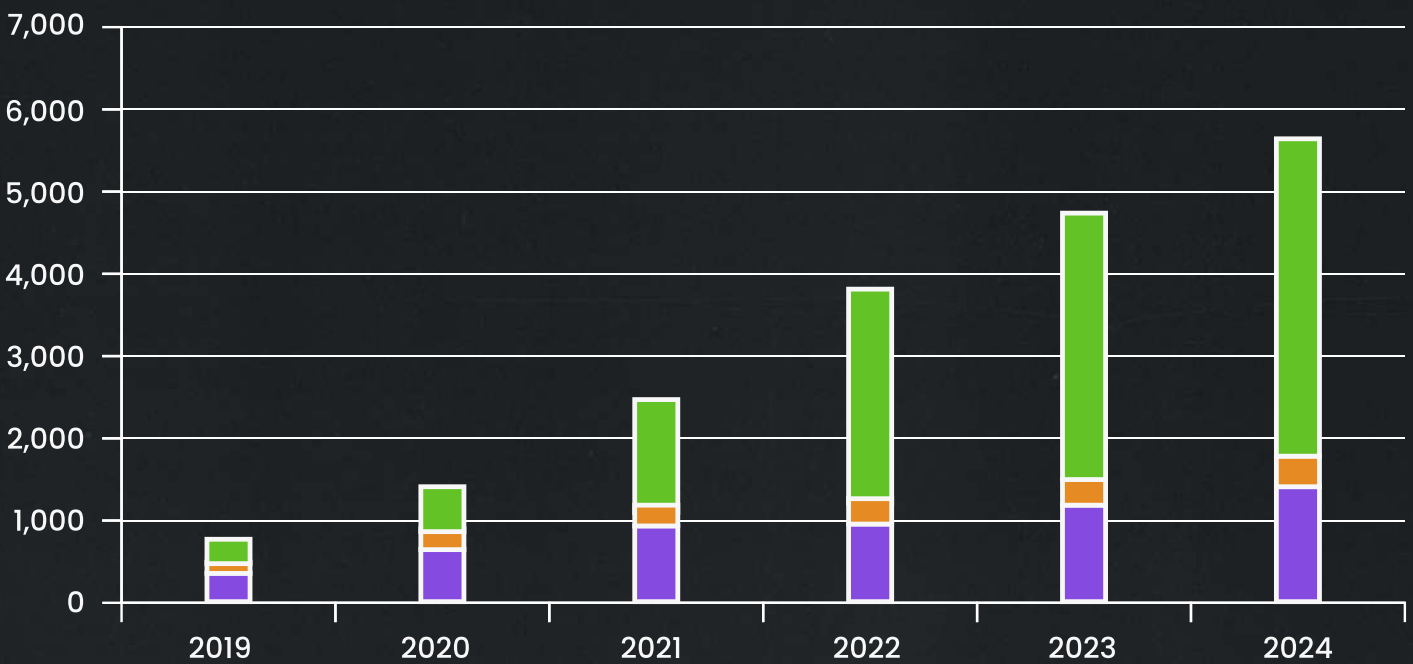
Prediction markets are forecasted to be one of the most growing markets in the 2020s. The players are heavily fragmented; several have their roots in traditional betting and are

transitioning to the online model. In addition, new players are pushing online and app-based betting to the next level, opening up the market to even more people. Furthermore, as seen in Fig.1, the online betting section is growing exponentially compared to the retail section. The market fragmentation and transition phase will allow Betero to easily step into the market and gain traction.

Well-known betting platforms are Bet365, Tipico, etc. In 2019, Bet365 made a revenue of 2.981 billion GBP, with an operating income of 767 million GBP. This is a profit margin of more than 25%.

Projected U.S Sports Betting GGR by Channel (US\$M)

Online Retail Casino



[Competitor Analysis Table here](#)



UW

07

ROADMAP
CHAPTER 7

07



Our Journey

Stage 1

Performing seed raise, private sale, pre-sale, and public sale

Launching the website

Deploying the token contract and auditing it

Stage 2

Launching Betero yield-farming program

Launching the Betero DAO governance interface

Backend development and building the infrastructure

Starting the development of the app and web version

Stage 3

Releasing the web version on BSC Testnet

Launching the Betero beta tester incentive program

Support of the major football leagues

Stage 4

Releasing the mobile app for iOS and Android

Launching the full service on BSC Mainnet

Starting the Betero profit redistribution

Support of the major football leagues

Stage 5

Accepting cross-chain crypto transactions

Adding several different sports for which users can place bets

Sponsoring football clubs



08

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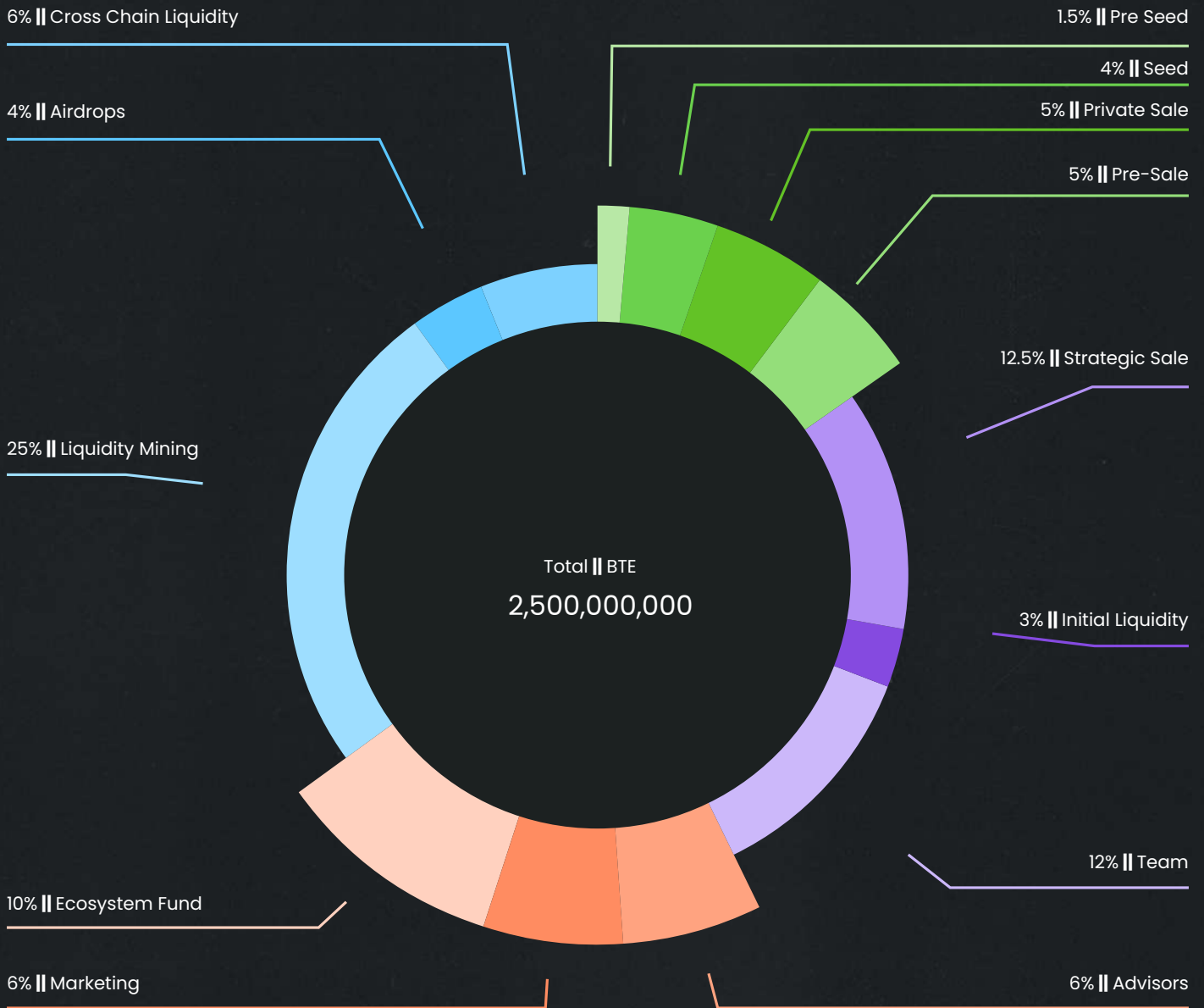
TOKENOMICS

CHAPTER 8

08



Our Breakdown



Vesting Breakdown

- 1.5% || Pre Seed**
Unlocked after the token launch
- 4% || Seed**
Unlocked after the token launch
- 5% || Private Sale**
Unlocked after the token launch
- 5% || Pre Sale**
Unlocked after the token launch
- 12.5% || Strategic Sale**
Unvested linearly over 12 months and reserved for future raises
- 3% || Initial Liquidity**
Unlocked to provide liquidity
- 12% || Team**
Fully locked for 1 year. Then linear unvesting over 3 years
- 6% || Advisors**
Fully locked for 1 year. Then linear unvesting over 3 years
- 6% || Marketing**
Fully locked for 1 year. Then linear unvesting over 3 years
- 10% || Ecosystem Fund**
Locked for 3 months. Then unvested linearly over 24 months to grow the ecosystem
- 25% || Liquidity Mining**
5% unlocked to deposit to staking contracts. Rest unvested linearly over 24 months to incentivize long term holders
- 4% || Airdrops**
Unvested linearly over 24 months to incentivize token holders and platform users
- 6% || Cross Chain Liquidity**
2% unlocked, rest unvested linearly over 6 months and used to provide cross chain liquidity



09

09

TOKEN UTILITY

CHAPTER 9

09



Our Ecosystem

The Betero token (BTE) is the native token of the Betero ecosystem. It is used to redistribute rewards to the community and make betting fair again.

Betero's vision is to eliminate capitalism's stranglehold on the betting market and distribute profits back to the players and token holders. We want to dissolve the existing structures that enable platform providers to earn high profit margins on people's bets. It is also an opportunity to explore breaking up a margin based marketplace economy, into a decentralized market that rewards the participants.

Traditional betting platforms have profit margins starting from approximately 5% for

bets on which team would win a match. Bets on the scoreline of a match have margins greater than 20%, while bets on who would score first have margins greater than 30%. Multiple bets that combine different types of odds, such as the first scorer and winner, are merged and yield even higher margins for betting platform providers, up to even 50%.

With Betero, most of the profits made on people's bets will be returned directly to the users in the form of cashback and staking rewards. Before the profit redistribution begins, all other cryptocurrencies are converted into BTE.

Betero Profit Redistribution

Cashback:

25% of all profits made return to the players who placed bets and lost. Players who won their bets do not receive a cashback.

The Betero system calculates the total platform profit at the end of each month and redistributes it among the accounts of players who have a negative betting balance.

Staking Rewards:

25% of all profits made are used as staking rewards to incentivize BTE holders and attract liquidity providers.

Marketing:

20% of all profits made are spent on marketing and the sponsoring of football clubs. This ensures Betero reaches a wide audience and can grow steadily.

Burn:

15% of all profits made are used to buy back

BTE and burn those tokens. This puts constant buy pressure on the BTEs and reduces the total supply.

Betero Boost Game:

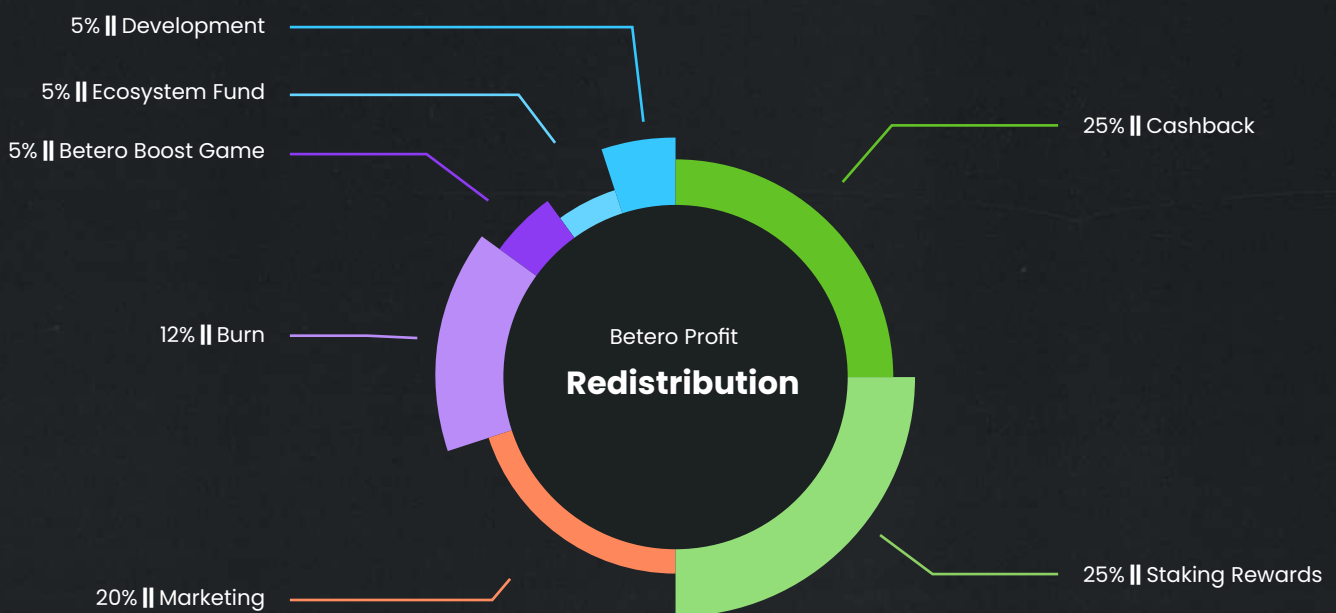
5% of all profits made are used to reward players of the Betero Boost Game. These rewards can be used by the players to boost future bets by 2x, 3x, or 4x. The boost can only be used with a new crypto bet, thus incentivizing people to bet more often.

Development:

5% of all profits made are used to add new features to the platform, keep it secure, and secure funds to run the server infrastructure.

Ecosystem Fund:

5% of all profits made go toward the ecosystem fund, which is used to build partnerships and increase Betero's exposure.





IU

10

THE BETERO DAO

CHAPTER 10

10



A New Era

DAOs (Decentralized Autonomous Organizations) are an excellent way to let token holders decide on how the organization should move forward. For Betero, this means that BTE holders will be able to participate in governance voting, provided they meet certain criteria.

Eligible token holders can submit proposals or vote for existing proposals to change the mechanisms of the platform, such as the following:

- Data providers for the odds
- Profit redistribution percentages
- Supported cryptocurrencies
- Sports and leagues
- Direction of future development
- Use of the ecosystem fund to fund projects that support Betero
- Allocation of marketing funds

Governance proposals need to have at least 5% voting power of all circulating BTE governance tokens. This rate can be changed later by creating a governance proposal.

BTE holders are entitled to participate in

governance voting by staking their BTEs to the official Betero staking or yield farming. BTEs need to be locked for at least one month to obtain voting rights.

The staking contract will automatically mint non-transferrable BTEG governance tokens to the user's wallet after depositing to the smart contract. If the user provides liquidity and stakes LP tokens, the contract will identify the amount of BTE included in the stake and mint the same number of BTEG tokens. If the user withdraws from the staking contract, the BTEG tokens will be burned, and the user's voting rights will be removed. BTE holders can always stake their tokens again to regain voting rights.

Betero governance will be available cross-chain to enable all BTE holders to vote.




BETERO CLUB

CHAPTER 11



The Breakdown

| |  Wooden |  Bronze |  Silver |  Gold |
|----------------|---|---|--|---|
| BTE Holdings | 0 | 30,000 | 150,000 | 500,000 |
| Cashback Share | 10% | 20% | 30% | 40% |
| Betero Boost | 2x | 2.5x | 3x | 4x |
| Bet Pump | 0% | 2% | 5% | 10% |
| Bet Oracle | No | No | No | Yes |

BTE Holdings:

The number of BTEs that must be held by the user’s wallet to obtain the Gold status is given in the table. The user needs to hold all BTEs in the same wallet.

Cashback Share:

The cashback from the profit redistribution program will be split between the four premium tiers. Users in the highest tier will share a bigger amount of the cashback. This incentivizes users who bet frequently to hold more BTE to receive higher cashback.

Betero Boost:

The Betero Boost is given to active users from the Betero Club Manager Game and can only be used with a new bet in cryptocurrency. The multiplier indicates the required amount of crypto. For example, consider that a player earns \$100 in BTE by playing the Boost Game. Then they need to provide \$100 in crypto for

the 2x multiplier; their bet would have the value of \$200. If the user is Gold, they only need to add \$50 in crypto to play with a value of \$200.

The Boost is another mechanism for incentivizing users to bet more often on Betero.

Bet Pump:

Based on the Betero standard odds, which are already the best in class, Gold users can get an additional bet pump to improve their odds by up to 10%.

Bet Oracle:

Gold users will have the opportunity to better analyze games before placing a bet. The Bet Oracle collects tips from many users and shows which teams have a better chance of winning.



12

12

THE TEAM

CHAPTER 12

12



The engine room

ALVARO

The founder of the project. He comes from the professional soccer sector and uses the reach of his community to make Betero grow quickly. He knows the emotions of the gamblers and the interests of the majority. The idea was born after a market analysis of digital sports betting. He has had the first cooperation talks with some clubs. He has built a large team, which is ambitious and experienced in the crypto world. He doesn't want to build just a platform, he wants to build the biggest one.

LUCAS

A marketing strategist who himself has worked successfully for several years in a large company (Würth) in the field for the promotion of products. The main task there was to advertise the products in the best possible way. He also has several years of experience in the betting business. He is very well connected with people who have a high reach in social media in Germany.

The engine room



ISABELLA

Studied business administration and has extensive expertise in marketing. Besides setting up and working in startups she gained experience in creating a sales funnel concept for a fashion brand and working in key account management for Bosch. She is very well connected to other successful marketers in the field and loves to attend marketing summits to learn about the latest advertising and marketing techniques to supercharge Beteros marketing activities.



AMIR

He's a 26 year old event manager from Berlin, who had successful events all over Germany so far. Additionally he has participated in festivals and has worked on graphic designs not only for his own events but also for clients all over the country. His social media reaches a lot of followers on a daily basis and he's very much connected to female and male influencers in Germany.



The engine room

BRUNO



A product builder, obsessed with developing user-centric experiences for the digital world. He has contributed to building marketplaces and products such as the largest eCommerce in Middle East from scratch, scaled a ride-hailing company towards an exit of \$3.1B, and building industry leading next generation products at Uber (Freight and Fintech solutions). His approach is always centered on solving a user problem first, and providing value through product solutions.

RUUD



With a background in design & marketing, Ruud leads multiple design teams across many sectors, primarily in the gaming sector. Having helped launch games like Brawl Stars to over 100 million downloads and \$400million in player spend. Over the past few years Ruud has helped multiple crypto projects get off the ground reaching a combined market cap of over \$350 million and counting.



ADVISORS



BETERO

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THANKYOU

