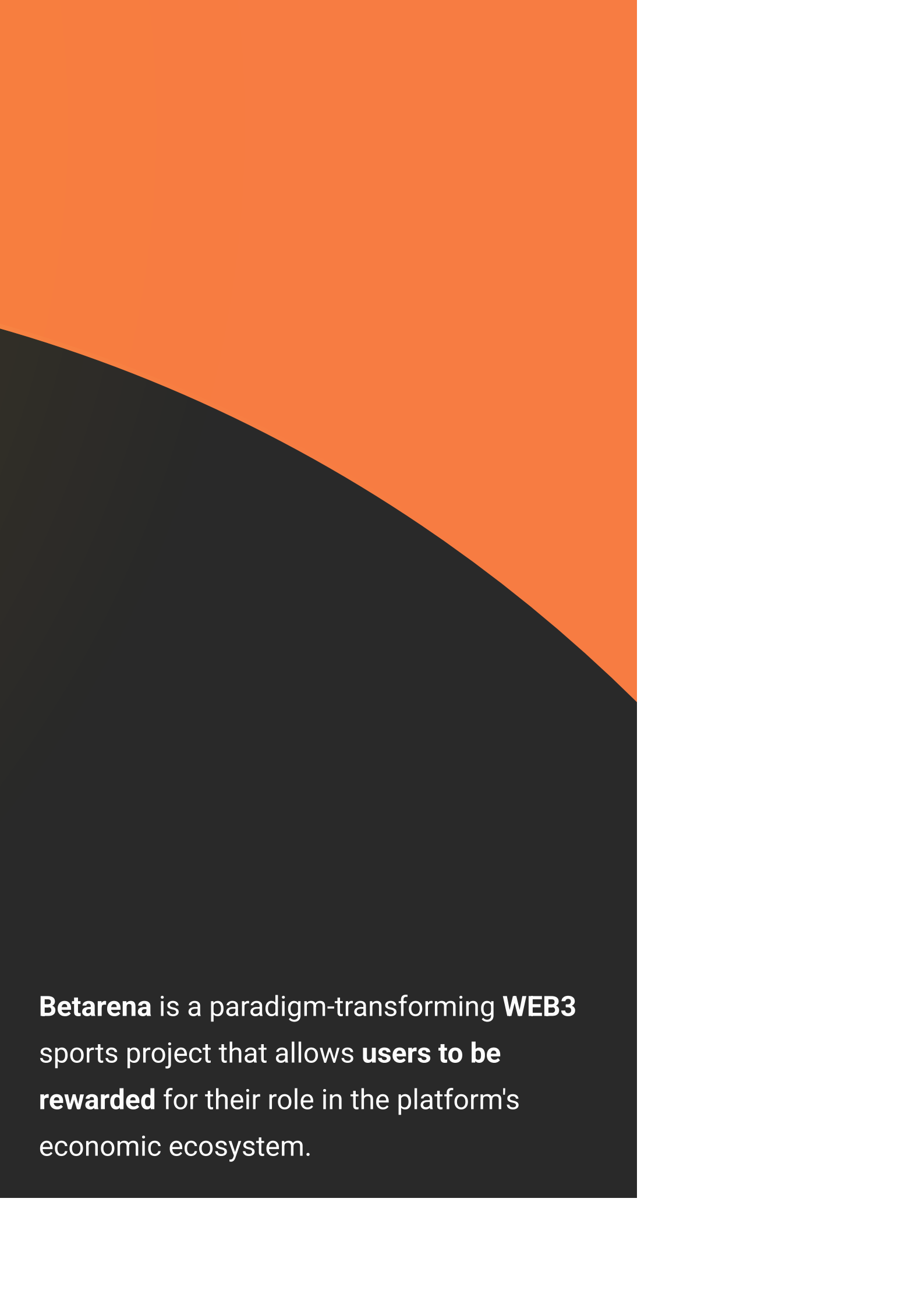


White Paper

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Betarena is a paradigm-transforming **WEB3** sports project that allows **users to be rewarded** for their role in the platform's economic ecosystem.

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1. Executive Summary

Betarena is the first sports content platform with a WEB3 approach already operating in the market, with revenue and profit. Betarena is not an idea to be tested. It didn't resort to funding first to then prove its feasibility. Betarena is a platform with simple and easy-to-understand logic, with a huge potential that serves the community. It's a WEB3 platform that is useful and allows all stakeholders to benefit from it.

At Betarena, we want to change from the traditional advertising model (WEB2) that turns users into the product to a model that allows users to become participating members and, in return, receive a financial gain.

Our hybrid approach allows all users to choose the role they want to play on the platform, whether they just wish to browse information and receive advertising or join a participation model with WEB3 features.

In 2024 Betarena will exceed three million visits and is already present in several countries, translated into 8 languages.

Get ready to be part of this journey to make Betarena the most powerful and relevant sports content platform in the world!



2. Mission

Our mission is to change the access paradigm to sports content. Currently, most platforms that provide sports information depend on advertising to operate. This model of using private data that served as a support for web 2.0 has several flaws and significantly affects users' trust. Through a strategically planned economic ecosystem, Betarena can create an alternative where the user does not need to trade their privacy to access sports information. Our mission is to return the power to the user that has become the product in web 2.0 to a new web 3.0 model where they are rewarded for their participation.

3. Vision

A future where access to information does not involve users offering their privacy and data but an effort to participate in the creation of better and more accurate content.

4. Problem worth solving

Anyone looking for general sports content, statistics, live results, or technical information about sports betting needs to visit several platforms, create several registrations, and be bombarded with advertising in exchange for access to that information. But what if we consolidated all that information on a single platform? What if it were possible for users to be involved in creating the content and receiving rewards? What if users could compete in contests and multiply their earnings? Or put their profits earning interest on the platform? What if they could contribute by submitting data for the events they are watching and be rewarded for this contribution one day?

It is time to move sports content to the web3 and solve the problem of information dispersion, moving away from the traditional advertising model that turns users into the product. It is time to reward users for their time through access to the best and most exclusive sports information and through Betarena tokens that they can sell on cryptocurrency exchanges, use for access to exclusive information, spend on other partners, or put into earning interest.

5. Our Solution

Content creation

To create the best sports content, we will unite man and machine, that is, make use of our AI system to create narratives that allow releasing forecasts, analysis, and news, among other content, on a large scale, covering a range of events, impossible to achieve through human creation. We will gather the wisdom of the world's best-recognized experts in the field and challenge them to create narratives for specific events and categories that will be published daily in an automated way.

However, we will not stop there. Through our reward system, we will allow thousands of content creators, amateur or professional, who can publish their content on the platform and receive tokens from Betarena. The financial model is simple and defined by the author. It is not up to Betarena to determine the value of the content is the author of the content himself. Betarena will only charge a small flat fee.

Live Scores and Stats

All fans want to look at game stats, event data, and valuable information to help them with their goals. Several platforms provide this kind of information. What does not exist is a platform that creates the sports content that complements this data, so we will add the content to the statistical data to avoid the user having to use more than one platform.

Using the best statistical data providers and artificial intelligence, we will have the best real-time updated data platform.

Competitions

Fans love to test their knowledge and win prizes. The competitions we will launch will serve to do just that. Competitions based on fantasy football, and predictions of events results, among other formats, will allow users to increase their gains and use the Betarena token.

Staking

Users who purchase tokens or earn them for their involvement in the platform will be able to earn interest by allocating a certain amount of tokens. The interest will vary based on the number of tokens allocated. The higher the number, the higher the gain. Betarena will have its economic system that allows this and similar types of monetization of the tokens, just like in a traditional economy.

Scouting

Being a scout at this point is restricted to a few, but what if any user was allowed to become a scout and submit data about the events they are watching? That is what we intend to do, a community scouting platform that will allow having the best sports data in real-time. One more opportunity that the community will have to be rewarded for their involvement.

NFT

Betarena is positioned in a market area that is highly interested in collectibles, with a strong community that is actively engaged in the sports industry. Who hasn't collected stickers of national team players participating in world championships? This is precisely what we plan to offer by creating exclusive NFT artwork that will be available for purchase on our platform and can later be traded and sold.

Our aim is to monetize Betarena tokens from users and create a revival trend for the sticker collection in NFT format, for major world sporting events. Additionally, authors will have the ability to transform their content into NFTs, making them into collectibles for a select number of followers. This will enable fans to own the exclusivity of some content masterpieces.

MetaVerse and Virtual Reality

What if you could reserve your place to watch events with other community members through virtual reality, and it would be possible to engage in competitions in real-time? Put your NFT in play and make predictions with your team for the final result. Whoever wins keeps the NFT. Or alternatively, create pools of Betarena Tokens and make real-time predictions through virtual reality from Betarena's MetaVerse. How about buying a captive seat in a virtual stadium in Betarena's MetaVerse? Imagination is the limit. Welcome to WEB3 and the MetaVerse!

6. Betarena Present Stage

The first years of Betarena were dedicated to proving the initial concept interested users and resulted in a fair number of searches through organic traffic. With a minimal initial investment, Betarena managed to break even through Bootstrapping without funding from outside investors and is 100% owned by the founder, current CEO & CTO.

After five years and, Betarena received more than 2.5M visits in 2023 and surpassed the 1 million mark in 2022.

Team

Betarena consists of a small team and aims to stay that way. The goal? To reach a valuation of \$1 billion with just 10 members. This objective serves the purpose of keeping a tight-knit team on a mission, having the 10 best and most efficient individuals who live and breathe Betarena, while also being highly rewarded for it.

In this manner, Betarena's returns are funnelled back into the community, new features, and marketing. That's it!

Communication and Media

Several steps are being taken to get Betarena in the Media. A newsroom has already been created where press releases and the latest news from the platform are added, and several journalists and media outlets are being contacted to publish the latest relevant information from the platform.

Partners

Betarena already has 28 bookmaker partnerships. All major world sportsbooks are present in Betarena.

Financial Results

The financial return has increased every year, almost every quarter, with an 190% average growth since its inception.

Betarena's return is generated through affiliations with various partners worldwide. The affiliation model allows for a 20% to 40% recurring return on all players it refers to its partners, mainly on a (Lifetime) basis. In other words, it is an incremental business model that offers good sustainability for the project to grow and implement the different business models planned for the coming years.

Content automation

In 2023 Betarena published more than 100k forecasts for various sports events. The predictions are created from more than 60 professionally prepared narratives using NLG technology that use extensive databases with historical results and relevant information for sporting events.

At this moment, Betarena is the platform with the most consistent and complete automated predictions of the market as a result of an exhaustive work of preparation of the narratives to bring real value to the readers.

Betarena offers automated predictions for Soccer, Basket, NBA, NFL

For 2024 it is planned to support tennis and basketball to increase the number of predictions and, above all, attract other audiences.

Betarena has also recently integrated with OpenAI's API to utilise its data for generating predictions.

Expert content

Betarena has been following an expert content strategy created by journalists, sports experts, and bettors. Betarena provides hundreds of guides and tutorials and thousands of hand-made predictions for a wide range of sports events, covering soccer, tennis, basketball, futsal, MMA, and UFC.

UX / UI

In 2021 Betaren applied resources to redesigning the entire platform to have an appealing and functional UX that would allow a consistent connection with the new scores platform that debuted already in 2022 that will replace all other legacy existing platforms.

Internationalization

Betarena has been focusing on international expansion, being available in 8 languages. In the year 2023, it is planned to add 5 more languages, expanding the potential of visitors that will impact not only the current business model but will also be highly relevant in the promotion of the token and other business models to be implemented in the platform.

New Scores Platform

Betarena's new scoring platform has already debuted, with its own codebase and in an open-source model. It is the platform where it is possible to check results, statistics, and information related to various sports. It is a platform that also aims to attract programmers who can actively participate in the project's development and be rewarded with Betarena tokens for their participation. This new platform will replace all other existing legacy platforms.

7. Business Model

Betarena has several sources of income in its business model, focusing on the following areas:

Affiliation

The affiliation model consists in promoting partners on the platform. The goal is to convert platform visitors into registrations and active players in the sportsbooks. Betarena, in return, receives a Revenue Share amount spent by players in the sportsbooks. Players in most cases have a Lifetime duration with exceptions in some markets that keep the player associated with Betarena from 3 to 5 years.

Subscription

This model consists of premium access for users who wish to access all the content created by Betarena without advertising.

Sports Data and APIs

Betarena intends to provide access to an API that will deliver thousands of data about sports events, including news and forecasts generated through artificial intelligence. Access to the API has an associated cost that will allow the company to create a revenue stream.

The economic ecosystem created through the token/blockchain

Through Betarena's token, it is possible to generate several forms of return, which include:

- Return on appreciation of the token;
- Fees charged on the purchase and sale of the tokens on decentralized DEX exchanges;
- Fees charged for using the tokens on the platform, including competitions, rewards paid to content creators, rewards paid to developers and stacking.
- Fees applied to the sale of NFT;

8. The Hybrid model

Betarena's approach consists of a hybrid model between WEB 2.0 and 3.0. This way, it is possible to broaden the community involved in Betarena, contrary to what would happen if the option fell only on a WEB3 approach, alienating a considerable number of users.

It becomes more interesting to help the whole community participate in the WEB3 model from a traditional one. It is necessary to understand that blockchain, tokens, and all the mechanics behind the new WEB3 platforms have a learning curve.

From our perspective, many of the WEB3 platforms don't succeed with the general public because they have complicated models and a high degree of difficulty in understanding, which takes only a few users to adopt them for daily use, which often is not enough for the projects to become sustainable.

In Betarena, the community can choose how they want to participate, with full involvement and financial rewards, or simply use the platform to access the best sports content in the world without wallets, tokens, and other WEB3 features they don't find interesting yet. Still, maybe with the continuous use of the platform and the several tutorials we will create, they will become interested in joining the WEB 3 sports world that Betarena is creating.

9. Authors and Rewards

During the year 2024, the ability for any user to contribute with content to Betarena will be implemented. The goal is to attract sports journalists, fans, bettors, and traders who want to have a space where they can write reviews, opinion articles, or any sports-related content.

Initially, the goal is to attract through rewards with the Betarena token well-known names, including online content portals with notoriety in the various countries where Betarena is present.

The opening to the general public will happen during the year 2024 when any user can create content, and once a specific mark is reached will be able to block part or all of the content for exclusive access to paid users.

The authors will define the price of access to the authors' content. There will only be a certain percentage fee to be determined for Betarena.

Authors will be able to transform their content into NFTs and make them collectible for their followers, with the freedom to limit the number of collectibles and the associated value.

The content will always be the property of the authors, who can choose to export the content at any time and close their account in Betarena.

Betarena's roadmap includes the creation of a wallet that stores the content created by the authors on the platform and that can be connected and used on other platforms that choose to integrate the technology. This will ensure the immutability of the content, total security, and copyright protection.

At launch, it should be possible to create written content, add videos and audio from external platforms, and as the project progresses, it is planned to enable the creation of video directly on the platform and podcasts. Further down the line, a streaming platform is also planned to allow authors to create live sessions.

10. Betarena Marketplace and Rewards

The involvement of developers in Betarena's open-source platform is a requirement. Developers, content creators, scouts, and all other participants in the Betarena ecosystem are a crucial part of the growth and evolution of the platform.

The possibility to access Betarena's API will be introduced for developers to use data to develop extensions that can be used by content creators. These can be Livescores, widgets with information about the fixtures, podcast importers, and anything else the imagination allows.

Developers can choose to provide the extensions for free or charge a fee defined by themselves. Betarena, as in the model presented to the authors, will charge a percentage fee.

11. NFT'S

Sports is, by default, one of the favorite markets for collectors, and we want to allow the community to have this possibility to collect sports-themed NFTs.

In Betarena, we want to create a marketplace where NFTs released by Betarena can be purchased, but we also want to allow the community to create and sell their NFTs, whether they have been purchased previously or new creations.

In the evolution of the project, it is also foreseen that Avatars associated with users will be NFTs that can be related to certain perks within the platform. The value of the NFT acquired will correspond to a certain level of the user on the platform.

12. Staking Rewards

Betarena will include DeFi features that will allow the community to monetize their tokens. Several monetization formats are foreseen, such as the stake of Betarena tokens that will have associated interest that varies according to the number of tokens in stake. It is also planned the Swap possibility that will allow a simple and fast way to exchange other tokens for Betarena tokens.

As regulation and the DeFi market evolves, features will be introduced to allow users the option to monetize Betarena tokens, whether they are purchased or earned as a reward for participating on the platform.

12. Governance

Betarena's model can be viewed as a country dedicated to the world of sports, where participants are needed to grow the economy.

The various participants in the economic system will have financial returns just as in a traditional economy. This allows the participants to grow within the platform, becoming more recognized and relevant.

Just as in a traditional economy, there is a governing entity. In this case, the Betarena team and its structure are the centralized entity that governs this world of sports. The goal is that, over time and based on the relevance of the community, members can participate in important decisions on the platform's future.

As in a traditional economy, taxes must be applied to the participants' earnings to keep the project sustainable, with room for innovation and development of more and better features.

Betarena will remain a private for-profit entity. It is not a DAO, nor does it have the expectation of becoming one. The governing body will transparently manage the funds available for public consultation.

The goal is to build a platform with great community involvement that allows for the creation of the best and most relevant sports content in the world where everyone can benefit from the growth and relevance of the platform.

13. Initial Portfolio and distribution

Investors, advisors, and other wallets that can significantly influence the token's market value will have vesting periods to avoid significant fluctuations in the token's value.

Initial Supply:

Total Initial Supply: 21.000.000

Token Name: Betarena

Token Symbol: BTA

Token Type: Mintable

Distribution

Founding Team = 5% (1.050.000)

Advisory Board = 2% (420.000)

Investors = 4% (840.000)

Team = 5% (1.050.000)

Participants = 10% (2.100.000)

Marketing Operations = 10% (2.100.000)

Private & Public Sale = 60% (12.600.000)

Reserve = 4% (840.000)

Founding Team 5%

The Smart Contract address controlling the private tokens is:

****SMART CONTRACT ADDRESS****

The tokens are locked in for 24 months. Every three months, 12.5% of the tokens are unlocked to the Founding Team address:

The founders of the project are the most interested in the success of the platform and probably the last who want to sell their tokens in numbers that create destabilization for the token's value.

Advisory Board 2%

The Smart Contract address controlling the investors' tokens is:

****SMART CONTRACT ADDRESS****

The tokens are locked in for 36 months. Every three months, 10% of the tokens are unlocked to the advisors' address:

This amount seeks to compensate the initial advisors of the project for their work. As any participants that believe in the project, there is no desire to sell the tokens soon.

Investors 4%

The Smart Contract address controlling the investors' tokens is:

****SMART CONTRACT ADDRESS****

The tokens are locked in for 36 months. Every three months, 10% of the tokens are unlocked to the investors' address:

This amount seeks to compensate the initial investors of the project for their investment. As any participants that believe in the project, there is no desire to sell the tokens soon.

Team 5%

The Smart Contract address controlling the team tokens is:

****SMART CONTRACT ADDRESS****

Half of the tokens are available immediately since the project requires funds to operate and move forward with the roadmap. The remaining 50% are locked.

The locked amounts will be released at a rate of 25% every three months, which means that they will be all available at the end of 12 months to fund the operations of the project team.

The sale of the tokens can be spaced out over time according to the business revenue and amount of external investment. Based on the current status, these tokens will be kept in reserve. Only to be used for exceptional development of the platform or in case of need to supplement the annual budget.

Participants 10%

The Smart Contract address controlling the participants tokens is:

****SMART CONTRACT ADDRESS****

The availability of the tokens to participants on the platform does not mean they are sold. These tokens will be distributed over time to platform participants who bring added value to all users. They allow the management of the wallet as the platform grows and increases its revenue.

Marketing Operations 10%

The Smart Contract address controlling the marketing operations tokens is:

****SMART CONTRACT ADDRESS****

Half of these tokens are available immediately since the project needs initial funds to promote and further develop the project. The remaining 50% are locked up.

The locked funds will be released at a rate of 25% every three months, which means they will be fully available at the end of 12 months.

Betarena intends to grow rapidly and exponentially; the marketing component is fundamental to achieving this goal. Betarena will implement several initiatives to attract users to the platform and improve brand awareness.

Private & Public Sale 60%

The Smart Contract address controlling the Private & Public Sale tokens is:

****SMART CONTRACT ADDRESS****

These tokens will be available immediately, serve the purpose of adding liquidity.

Reserve 4%

The Smart Contract address controlling the Private & Public Sale tokens is:

****SMART CONTRACT ADDRESS****

These tokens are intended to cover administrative or other expenses that were not initially foreseen. Only to be used in exceptional situations.

14. Fees and distribution

There will be several fees that will be distributed by the various wallets associated with Betarena. After the initial wallets are defined, information about the fees and how they will be distributed will be added to the White Paper.

15. Inflationary token with burn and mint mechanisms

The Betarena token and its valuation needs to be balanced, to maintain the value with some stability it will be possible for the governing entity to issue or withdraw tokens from circulation through Buybacks, burn and mint mechanisms of new cryptocurrency.

Buybacks can occur on an ad hoc basis depending on the company's cash flow, if appropriate and beneficial to the project and its participants buybacks can occur on centralized exchanges or DEX. Buybacks will allow tokens to be removed from circulation increasing their value in the market,

As for Burn, this process will be manual and will occur occasionally and if necessary due to an abnormal devaluation of the token.

Considering that one of Betarena's goals is for the token to be used in partner platforms such as sportsbooks or other platforms that accept cryptocurrency payments, it is important to keep the value of the token stable so that it becomes attractive to accumulate but not to the point where there is fear of selling and losing an opportunity of abrupt appreciation.

The Betarena token is a digital currency that Betarena's make use on its economic system.

16. Open source approach

Betarena is the first open-source sports content WEB3 platform of its kind. The repositories are public and can be used by third parties with the usual open-source licenses.

The extensions created by Betarena will also be public, as well as the Smart Contract and WEB3 features.

In the future, with access to our APIs, we will encourage all the community that develops applications for Betarena to keep them public so that the platform evolves in a community way.

As the project continues, documentation will be added to better collaborate with all who want to participate in Betarena.

17. The team

Betarena is composed of a small team with a big goal. Bring access to sports content to WEB 3.0, ensuring the authorship of the creators and freeing the users from being forced to become the product.

Betarena has a simple structure with a design team, developers, journalists, and big data managers.

João Neves

Founder, CEO & CTO

Founded the first company at 27, with a successful exit 14 years later.

Extensive experience in online platforms, cryptocurrency investment, and blockchain projects.

Bruno Pinto

Advisor

Leading eng. teams for 25 years. PT, FR, UK, China. Executive MBA - HEC Paris.

Entrepreneurship and Innovation - Babson College, Boston

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Do your due diligence and consult your financial advisor before making any investment decisions.

By purchasing Betarena Tokens, you agree that you are not purchasing a security or investment, and you agree to hold the team harmless and not liable for any losses or taxes you may incur. You also agree that the team presents the token "as is" and is not required to provide support or services. You should not expect any form from Betarena and its team. Although Betarena is a community-driven sports WEB3 platform token for social networking and not a registered digital currency, the team strongly recommends that citizens in areas with government bans on cryptocurrencies do not purchase it because the team cannot ensure compliance with established regulations within specific territories.

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