Hello!

Betarena is a <mark>paradigm-transforming web3</mark> sports project that allows users to be rewarded for their role in the platform's economic ecosystem.

João Neves

Founder, CEO & CTO   joao.neves@betarena.com

TABLE OF CONTENTS

Betarena's Opportunity

Betarena envisions a future where access to information does not involve users offering their privacy and data but instead participating and getting rewarded for creating better and more accurate content.

PROBLEMS:

01   Too many ads

02   Dispersed information in several platforms

03   No financial rewards for involvement

04   User privacy and data as a product

05   Lack of opportunities and exposure for journalists and sports writers

06   Limited, or non-existing, WEB3 Sports Platforms

Unique Web3 sports platform allowing users to participate in...

"We offer users the opportunity to be rewarded by their content creation, participation in our token economy, and in supporting Betarena's platform development."

João Neves

Content Creation

Data Contribution

Benefit from MetaVerse and Virtual Reality

Competitions

Sports' NFTs & Staking

NFT

$15+
BILLION
CAGR of 34.10%

DeFi

$170
BILLION
CAGR of 43.8% in 2028

Cryptocurrency

$3
TRILLION
CAGR: 12.8%

Sports Betting

$76
BILLION
CAGR: 10,26%

Sports
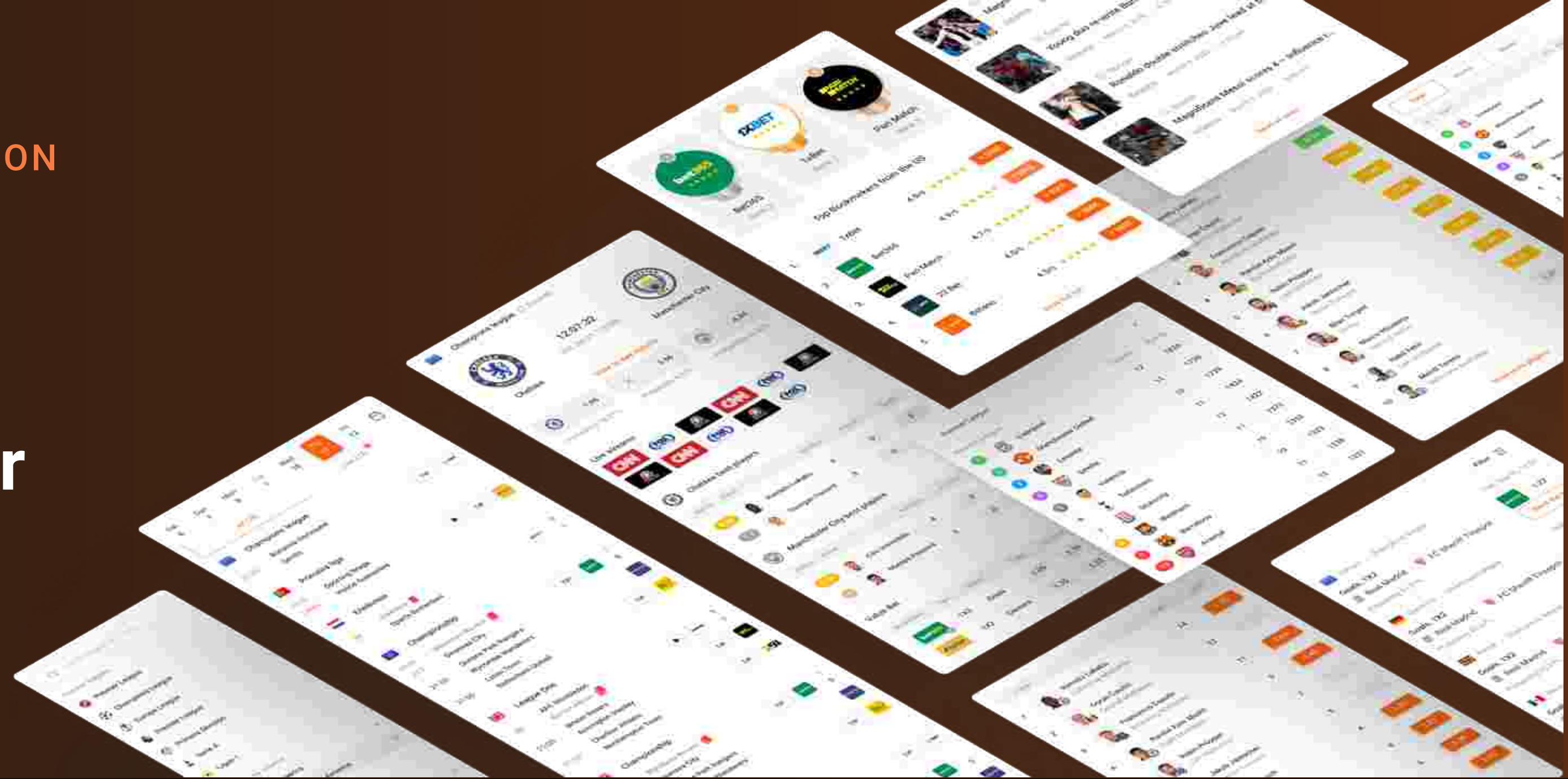
$354+
BILLION
CAGR: 10,26%

TAM $15 BILLION

Betarena's Platform

With over **+2.5M** visits in 2023, Betarena managed to end the year with a **14%** net profit.

Available since
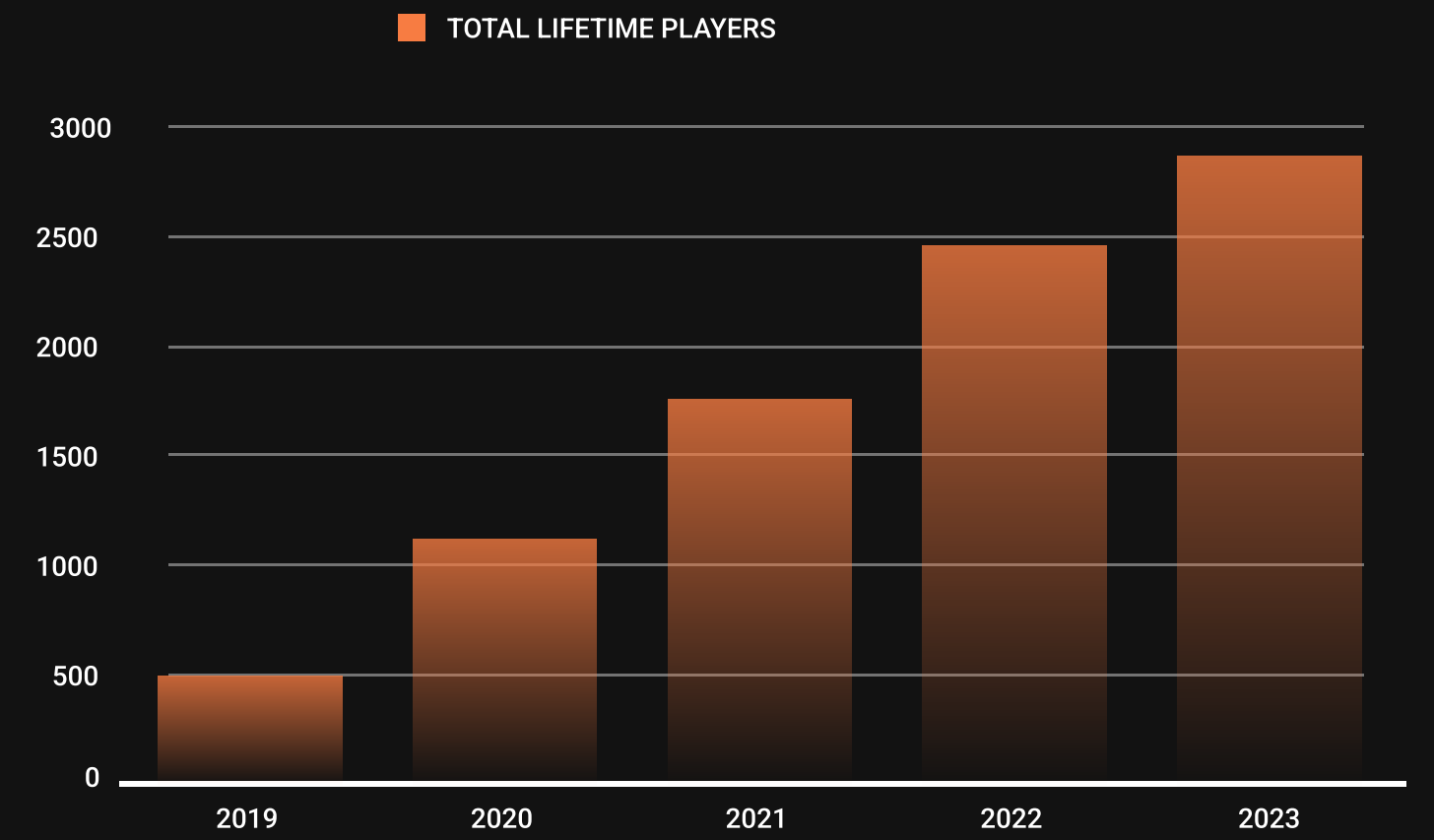July, 2018

YOY average growth:
190% 2018 to 2023.

28 affiliate partners
20 countries

Stable team
State-of-the-art
development

+2.5M visits in 2022 -
Expected 4M in 2023
60% Growth

VISITORS

REVENUE

2 500 000
2 000 000
1 000 000
750 000
500 000
250 000
0

2 500 000
1 000 000
691 000
560 000
376 000

2019   2020   2021   2022   2023

€ 0
2019   2020   2021   2022   2023

TOTAL DEPOSITS AMOUNT

TOTAL LIFETIME PLAYERS

€ 2 655 085,60
€ 1 600 000
€ 1 200 000
€ 800 000
€ 400 000
€ 0

3000
2500
2000
1500
1000
500
0

Africa   2019   2020   2021   2022   2023

2019   2020   2021   2022   2023
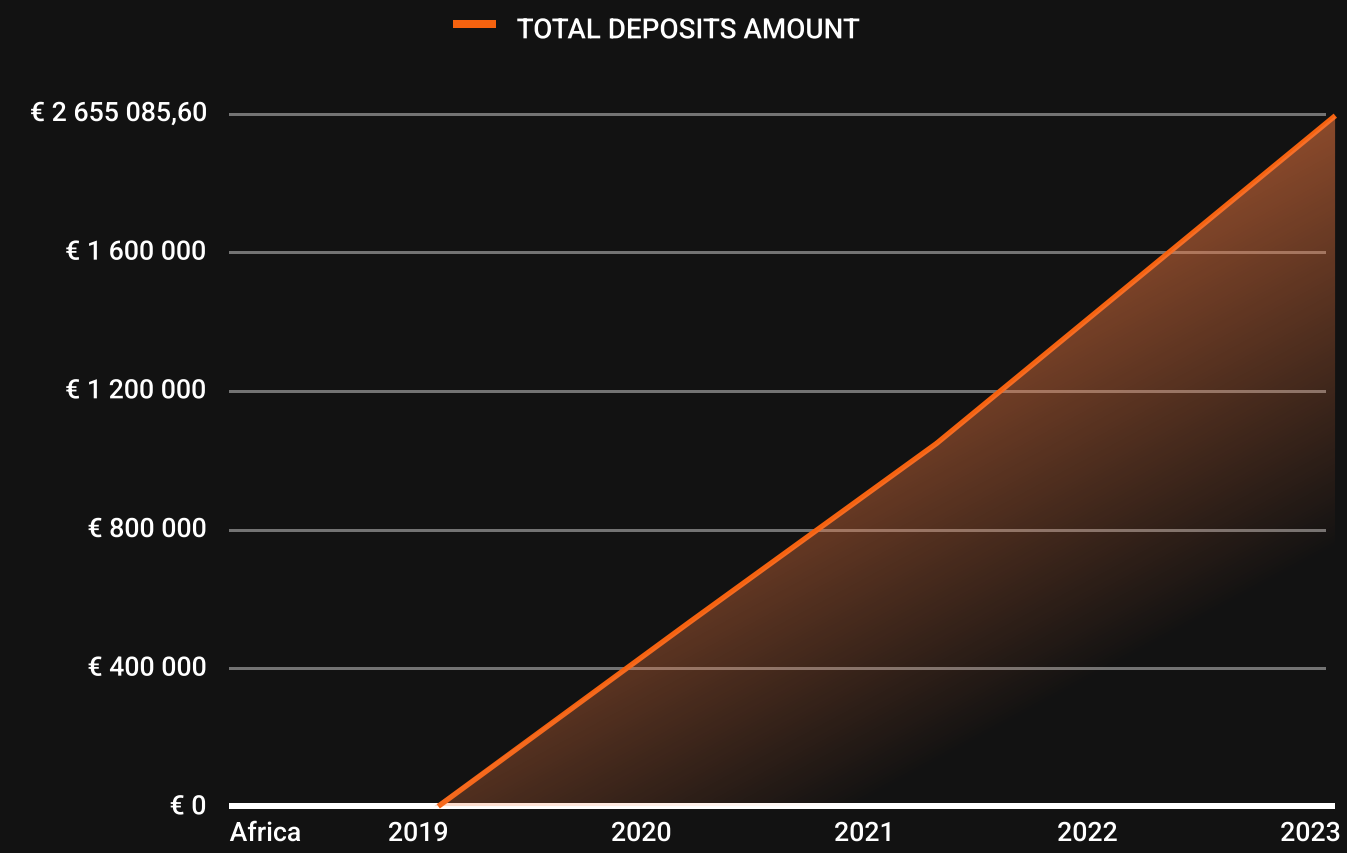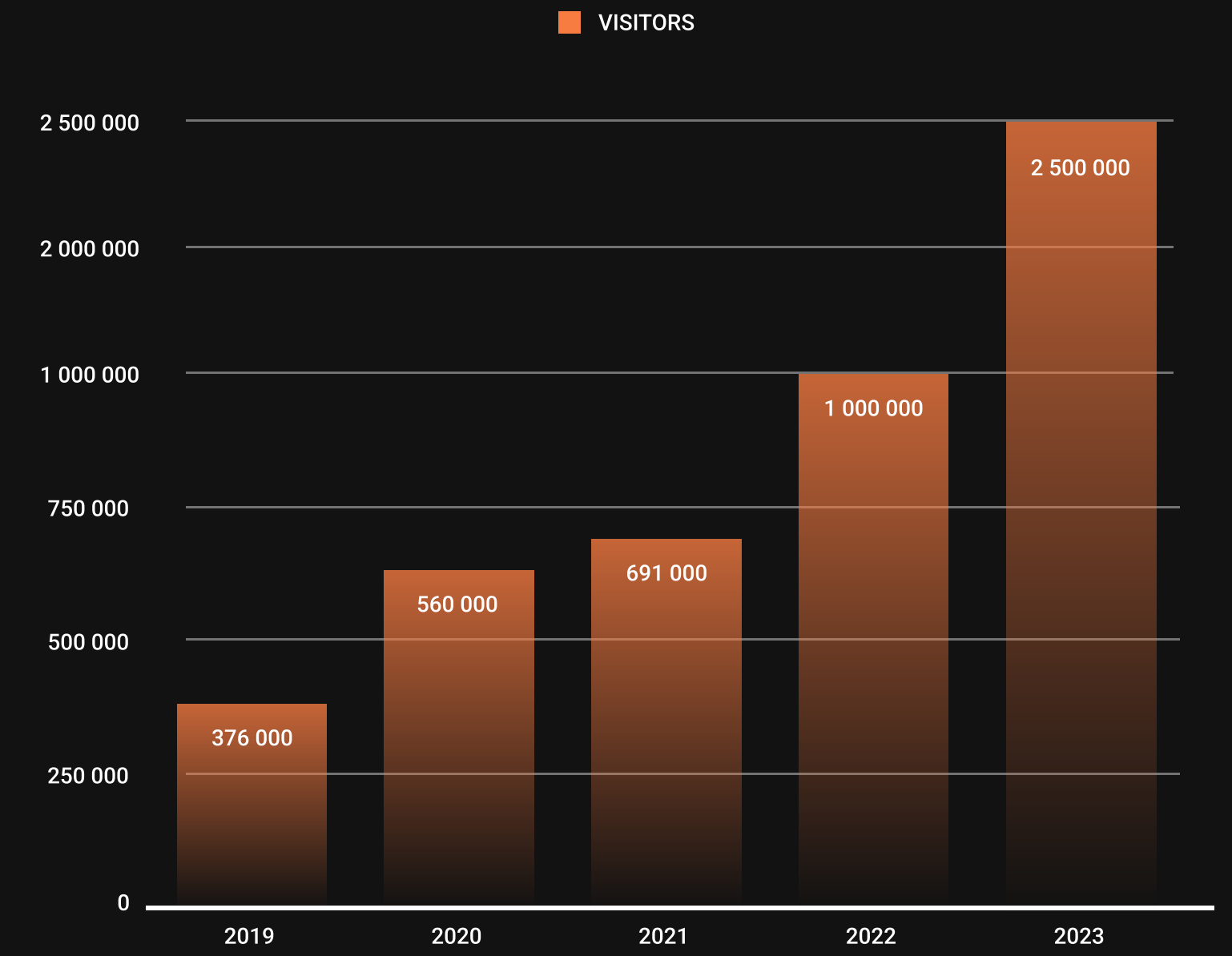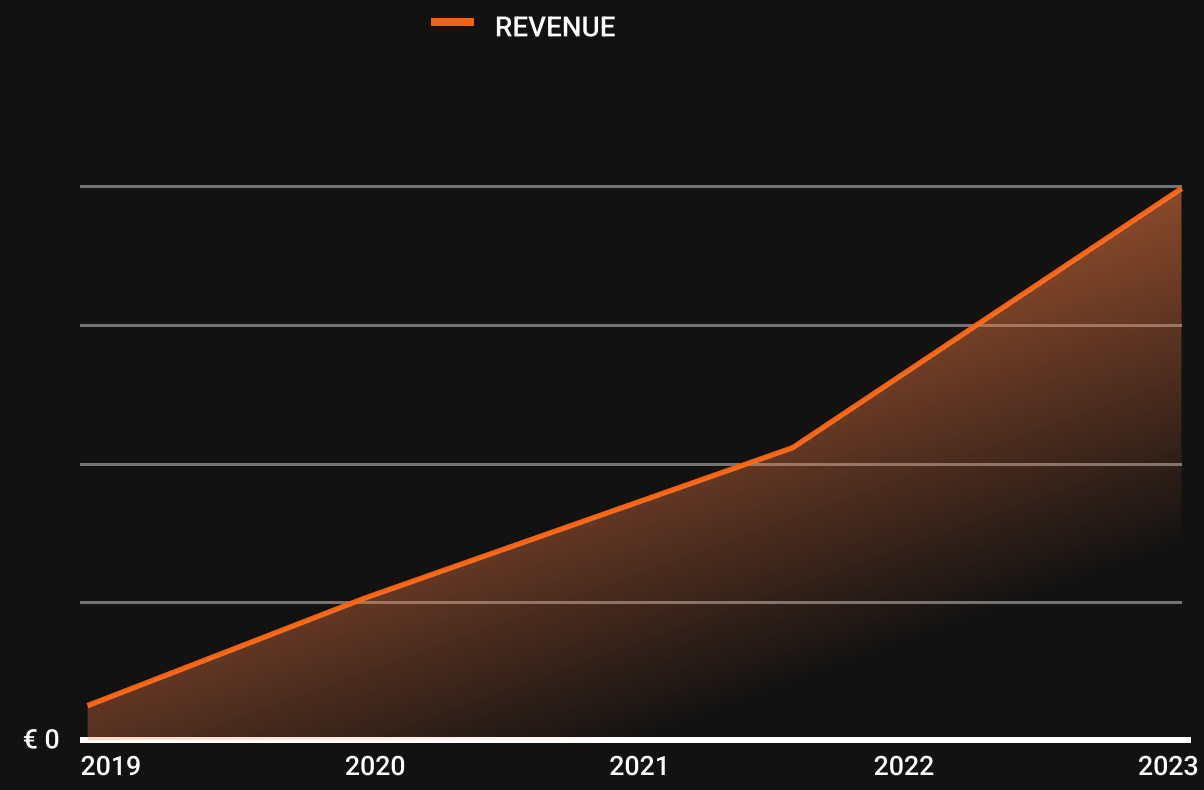
A platform created and built by a small and highly efficient team, with simplified development methods to prioritize execution speed.
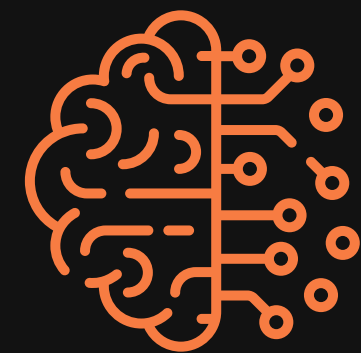
AI - NLG Narratives Exclusive configuration developed by Betarena

Capability of raising content in a new language in just 20 days

Cryptocurrency : Token and DeFi Smart Contracts

Use of Agile Scrum methodologies | Fully remote and highly motivated teams

Betarena's Business Model

Betarena has a business model with several sources of income focused on the following areas...

Betarena is an open-source platform that aims to involve the community in building the world's largest sports information WEB3 platform.
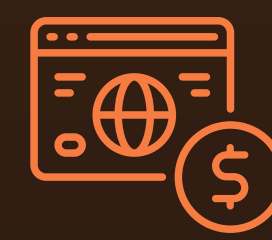
Affiliation Model

Subscription

Economic ecosystem

Sports Data and APIs

04

Token Utility

Use cases outside Betarena

Use cases on Betarena

Authors

Sell earned tokens on exchanges

Use tokens for betting payments

Get sports event tickets with BTA

Shop at sports stores with BTA

Betarena is a user-centric WEB3 sports platform where participants are rewarded for their involvement. The Betarena token (BTA) is at the heart of this ecosystem, enabling a variety of roles and interactions.

Scouts

Participate and submit data about events you are attending and receive rewards in BTA.

Authors

Create content on Betarena, set your price, and mint NFTs of your publications, transforming them into collectibles. Payments are sent directly to the author's wallet in BTA.

Investors

Put your winnings to earn interest and multiply your income with staking. The staking token is BTA.

Competitors

Participate in prediction competitions and fantasy football. Earn BTA tokens that are then available in their wallet.

SCOUTS   AUTHORS

INVESTORS   COMPETITORS

NFTS CREATORS & TRADERS   DEVELOPERS

NFTs Creators & Traders

Buy and sell NFTs in Betarena's marketplace using BTA. Access the best sports collectibles!

Developers

Create plugins and extensions that you can offer in the marketplace for free or by setting your price. Developers are rewarded in BTA tokens for their contributions.

04

Our Team

Sports information consolidated
into a single WEB3 platform

scores.**betarena**.com

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

05

Presale Goal

OUR ASK

$2M
Investment

2M
BTA Tokens
Pool

01 Strengthening the Team
Create the 10 team members model

02 Marketing and Promotion
New markets, develop existing markets, partnerships.

03 Increasing the Speed of Development
New languages, more sports, e-sports, competitions

04 Introduce Cryptocurrency (Token) & Mobile Apps
DeFi features, NFT, WEB3

05 Token Private and Public Presale
Promote and launch the BTA utility token

Let's do this. Together.

Betarena is an open-source platform that aims to involve the community in building the world's largest sports information WEB3 platform, rewarding contributors with the future Betarena token.

betarena