



AS SIMPLE AS :

**YESNO
YESNO**



YES IINO

White Paper

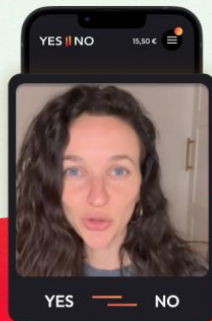
V2 july 2024

WHAT
IS IT??

YES || NO

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YES || NO

1. Who wears YESorNO

Gilles Feingold, as CEO, tell us about your experience of innovation



I started with the launch of the 1st energy drink in France, when this type of drink first appeared on the market in the late 90s. Our original marketing and specific targeting made it a great success, right up to our launch with a major industrial player. a great success, right up to our release by a major industrial player.

I went on to create the first neighbourhood social network in 2008. So my vision of community platforms today is a mature one, based on many years of experience..

In my other experience in the technology industry, I helped the French government with its digital strategy, acting as spokesperson for one of its main projects, again with responsibilities for innovation at the highest level.

Since then, I have launched a number of innovative multidisciplinary healthcare centres on my own behalf, and I am active in the start-up ecosystem as a Business Angel for around thirty companies, some of which are already very well known ;) All this motivates me to guide YESorNO towards global success.

What are the key factors for YESorNO ?



First of all, we have a fantastic and highly complementary team, which is a fantastic asset for the project. From a former world handball champion to a Technical Director who is an expert in complex projects, not forgetting two former directors of different online gambling operators (Betclie and PMU); people who are recognised and successful in the betting market, digital natives with international experience, we are ready to take on the online gambling industry..

What's more, we all share the same dream of disrupting the market thanks to our vision and its implementation through a platform unlike any other in the world, whether in terms of its user experience, its business model or its positioning.

This value proposition and vision have been tried and tested, and are now just waiting to be developed: we have been supported in our financing by business angels as well as by a community that is ultra-motivated to make our vision a success, and we have already obtained 2 licences as an operator, including the one issued by the ANJ. This licence has never been issued to a start-up before, because it involves financial, legal and operational commitments that might seem insurmountable, but we've done it!



YES || NO

Pierre Klein, you are in charge of strategy, particularly international strategy. Why did you join the project?



I met Gilles several years ago when we were working on national digital issues. At the time, I was at Betclie, the future No. 1 on the betting market. I was impressed by his and his vision. Later, when he told me his idea, it was very clear to me. I had previously run TBWA, a major European communications agency, and I was very familiar with efforts to address the digital native market. But it was quite difficult to solve within a big machine. You need the agility of a start-up. This was the project to do it!

How do you see the betting market at the moment?



Until recently, we only talked about the gambling market. I'm totally convinced that the market is much bigger and that it's more about entertainment than gambling. Betting is not that much fun. It's even a bit oppressive. But here's the thing: if you look at betting from an entertainment point of view, it will appeal to a wider and wider audience. That's where the story is heading, and our story, I think. I helped make Betclie No. 1 at its launch, taking 70% of the market with just 15% of the budget of all the players. It was a question of a strong vision and targeting to the millimetre. We have no doubt that we will succeed with YESorNO.

Pierre Pagès, you used to be General Secretary of PMU, so why did you decide to work with this start-up ?



I began working for YESorNO as an external consultant on specific regulatory issues. Then everything accelerated. I was retired, with a mad desire to continue the adventure of the online gaming world, but in a different way.. YESorNO is sports pari-mutuel betting, which nobody else does! And yet it's a brilliant approach: much more social, much less human resources intensive (no co-authors), and risk-free for the operator. So it's an excellent way to quickly stand out from the crowd and dust off the market. This is also what the ANJ understood when it granted YESorNO its approval. It wasn't a foregone conclusion, but all the ingredients were there to make it happen.

I'm delighted to have helped YESorNO to take this first step, and now to launch, to show the industry that it can indeed evolve in a more Fun, more Social, and more Responsible dimension!



YES || NO

2. Introduction

YESorNO is a mutual betting service.
The offer can be adapted to various regulations.

However, we have in our DNA the spirit of English-style betting, where we could gamble on anything and everything: sport, of course, but also politics, the sex of the next Royal Baby or the date of the next Bitcoin ATH.

An ICO was completed at the end of 2021, enabling us to raise \$4.2m (\$3.4m after tax).

In return, investors received \$YON (a contraction of YES Or NO), the project token. Its price depended on the round in which they had participated (see part 7: tokenomics).

Our project had to adapt to an ecosystem in full crisis in 2022 (FTX, TerraLuna, Celsius) and uncertain legislation on crypto-currencies at global level (SEC / MICA regulation in Europe). As a result, we have decided to postpone our pure crypto project slightly in order to focus initially on a fiat currency offering and attack the French market.

The ICO funds enabled us to develop a web2 offering based on blockchain architecture, and to obtain approval as a sports betting operator in France from the French National Gaming Authority (ANJ).

French law does not allow betting on anything other than sport and Fiat for the time being.
Nevertheless, LDE (the company behind the YESorNO project) is the 1st start-up to receive this approval, after more than 3 years of effort and almost 3 million invested.

Only 12 players have been approved by the Authority, and this approval is on a par with banking or insurance approvals, so it represents a huge asset for the project, and a superb basis for developing the crypto project further.

In addition to our blockchain architecture, we have continued to develop a web3 offering in parallel, where the assets played would be cryptocurrencies, depending on the countries in which we launch our offering with more or less broad betting themes depending on what local legislation allows us.

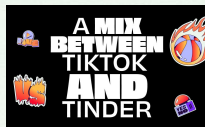
As these strategic imperatives, which were beyond our control, had an impact on the project initially proposed to our investors, it was decided to modify the tokenomics in depth and to proceed with a migration.
The new tokenomics are presented in Chapter 7.

Issues

Traditional sports betting platforms all offer identical products, with only their marketing differentiating them.

The offer is also not very clear for an uninformed player: several hundred bets are often offered on the same match, real-time betting can lead players into addiction, etc. Nothing to write home about.

YESorNO's offering is fun, social and responsible: a real disrupter of sports betting in France and, more broadly, abroad.



YES || NO

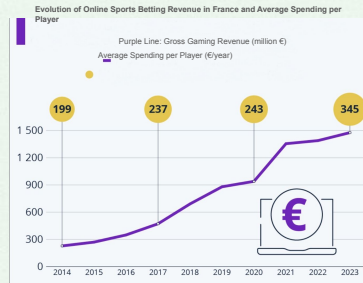
3. The French market

Size and Opportunity of the French Market

Sales (gross gaming revenue) from online sports betting in France have literally exploded over the last ten years, rising from €228 million in 2014 to €1.48 billion in 2023, representing growth of more than 500% over the period.

This trend can be explained by the fact that sports betting is attracting more and more players, but also by the fact that these players tend to spend more and more. While the average annual spend of French players was no more than €200 in 2014, it has jumped to €345 per year by 2023.

Around 30% of sports bettors (mainly men) are aged between 18 and 24, and 34% between 25 and 34.
(source Statista via ANJ data)



Competitors

The market is hyper-competitive (12 operators in France), but the offering has stabilised around the incumbents. In fact, obtaining approval is so complex and so costly that no one dares attempt it any more, so market shares remain more or less the same, as does the offering, which changes very little.

**WE BREAK
THE CODES**

#BETTINGUP #ANTITRUST



YES | NO

4. A concept seen nowhere else

YESorNO is a publisher of bets (called "Yoni" in our jargon).

YESorNO acts as a trusted third party, where players play against each other, and winnings from losers are then redistributed, with the platform taking a commission when bets are resolved.

Unlike other sports betting operators, YESorNO does not play against the players, and as such does not take any financial risk in gambling operations.

Our concept (Web 2 version in France and soon abroad)

YESorNO is a recreational sports betting service, in mutual form, which until now has only existed for horseracing in France.

Our baseline is FUN, SOCIAL, RESPONSIBLE.



- Video Yoni: our bets are mainly presented on video by content creators, with a systematic text transcript afterwards to avoid any misunderstandings.
- Players play with each other. YESorNO publishes the Yoni and acts as a trusted third party between the players to secure the stakes and then redistribute the winnings to the winners.
- There are no advertised odds when the player bets, so he is playing for his convictions and not for the odds.
- The player must choose between YES and NO to place a bet.
- A limited, clear range of games (just a few Yoni each day)

FULLY SOCIAL

- Players can interact with each other in the dedicated comments area on each Yoni.
- Mutual Yoni: the sums wagered are collected in a common pot corresponding to the total stake, which is then redistributed to the winners and other stakeholders, in proportion to the stakes involved, and in accordance with the distribution rules laid down by YESorNO.
- Everyone can subscribe to a player to find them more easily and keep an eye on their games.
- Moderation: the reporting of a message by several members of the community will automatically delete a comment, in order to maintain the spirit of play on YESorNO.



FULLY SOCIAL

YES || NO



- In order to protect minors and people in difficulty with the game, an identity verification step (KYC) is compulsory to create an account.
- Bets on a Yoni range from €2 to €20
- Monthly bets cannot exceed €2,000
- Our teams are on hand to help you if you have any problems with the game.
- To prevent money laundering, only bank cards can be used to pay for purchases.

Our Web 3 concept for foreign markets once France has been launched

The FUN and RESPONSIBLE offer remains identical to the web2 version.

The move to a web 3 offering gives us total transparency for players. The plan is to delegate bet resolution to the community, who will be rewarded for their work with a Proof Of Resolution.

To participate, validators will have to deposit their YON. Validators who have contributed to the resolutions will be rewarded, while others will lose their deposit. Anyone who has enough YON to deposit them can take part in this consensus resolution and be paid for it.

Eventually, bets will also be proposed by the community, which will be able to control the content from creation to validation. Safeguards will obviously be put in place to protect players and avoid any risk of organised fraud on YESorNO.



YES || NO

5. The team



Gilles Feingold : CEO
Successful entrepreneur (first energy drink in France, founder of ma-residence.fr, owner of medico-social centres, Business Angel for 30 companies and fund shareholder).



Florian Ronzi : CTO
Blockchain expert, Founder of QTradingTheory, Founder and CTO of AlienFX, Technical consultant for the M6 Group (French TV channel)



Benjamin Pestel : CMO
Specialist in digital marketing and development, international deployment in Africa, Asia and the USA.



Pierre Pagès : CLO
Former General Secretary of PMU (organiser of horse racing in France)



Florian Ferrando : COO
15 years in retail banking, expert in compliance, fraud, risk management, support and customer relations.



Pierre Klein : CIO
Former director of Betclac France and TBWA Europe



YES || NO

6. Regulation and Compliance



A word from Pierre Pagès

With the award of the sports betting operator's licence in France, YESorNO has demonstrated its ability to adapt to the most complex regulation in the world, and to respect the excessively heavy technical constraints also imposed by the National Gaming Authority.

In order to respect the maximum Player Return Rate (PRR) set at 85% by the ANJ, as part of the fight against money laundering, YESorNO's commission on lost bets will be regularly piloted, and will vary between 10 and 40% depending on the mode of play.

YESorNO will comply with local and international gambling and crypto-currency regulations. Regular security audits will be carried out on smart contracts and technical infrastructure to ensure the protection of players and their funds.



YES || NO

7. Tokenomics



The Token

- Name : YESorNO
- Symbol : YON
- Standard : BEP20
- Total Supply : 4 500 000 000 YON

Token distribution

- Public sale : 44% (1 980 000 000 YON)

Round 1 : 0,0015\$
(Minimum 5 000\$ cliff 6 mois / vesting 10 mois)

Round 2 : 0,002\$
(Minimum 1 000\$ cliff 3 mois / vesting 6 mois)

Round 3 : 0,003\$
(Minimum 200\$ no cliff / pas de vesting)

There is no longer any cliff or vesting on public sale YON.

YON not claimed by investors are visible [HERE](#)

- Community Fund : 23,67% (1 065 000 000 YON)

Initially, the project provided for the release of 27 million YON per month.
The first release took place in October 2023.

TOKENOMICS BEFORE MIGRATION						
Date	Period	Monthly release	Period release	Total release	Still to be released	% unlocked
Oct/Nov 2023	2 months V1	27 000 000		54 000 000	1 011 000 000	5,07%
12/2023 > 02/2024	3 months migration	27 000 000	81 000 000	135 000 000	930 000 000	12,68%

Since the migration in March 2024, 11,140,000 YON have been released each month to reward the community.
Unused YON are burnt.

The Community Fund is available [HERE](#)

CURRENT TOKENOMICS						
Date	Period	Monthly release	Period release	Total release	Still to be released	% unlocked
Since March 2024	43 months	11 140 000	479 020 000	614 020 000	450 980 000	57,65%
October 2027	Halving 4 ans	5 570 000	239 510 000	853 530 000	211 470 000	80,14%
October 2031	Halving 8 ans	2 785 000	119 755 000	973 285 000	91 715 000	91,39%
October 2035	Halving 12 ans	1 392 500	59 877 500	1 033 162 500	31 837 500	97,01%
October 2039	Halving 16 ans	696 250	29 938 750	1 063 101 250	1 898 750	99,82%
October 2043	Halving 20 ans	348 125	1 898 750	1 065 000 000	0	100,00%

A halving halves the release of the Community Fund every 4 years.
The first halving is scheduled for October 2027.



YES || NO

- Air drops / beta rewards : 3,11% (140 000 000 YON)

There are no more YON in this wallet.

- Operations / Marketing : 15% (675 000 000 YON)

The wallet can be consulted [HERE](#)

- Founders : 5,56% (250 000 000 YON)

There are no more YON in this wallet.

- Team : 1,67% (75 000 000 YON)

There are no more YON in this wallet.

- Staking : 2% (90 000 000 YON)

There are no more YON in this wallet.

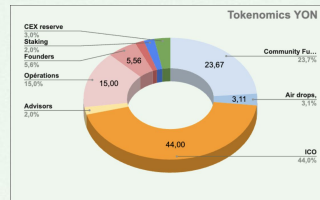
- Centralised exchange reserve : 3% (135 000 000 YON)

The wallet can be consulted [HERE](#)

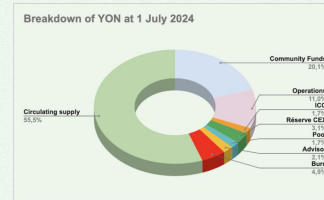
- Advisors : 2% (90 000 000 YON)

The wallet can be consulted [HERE](#)

YON tokenomics



Snapshot of tokenomics on 1 July 2024



YES || NO

YON is currently available on decentralised exchanges.

There are plans to list the YON on one or more centralised exchanges when it becomes possible to play in YON (crypto licence + international rollout).

YON contract : 0x68355E342ff81633CCd0395Cc77c83e266ca548e

Network : BEP20 (Binance Smart Chain)

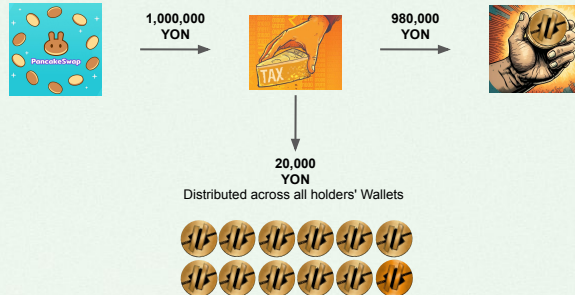
Buy taxes
2% buy tax in the form of 🥞 Reflections 🥞

Reflection[™] is the redistribution of fees to all holders on an equitable basis according to their token holdings.

I launch a buy of 1,000,000 YON V2 on [Pancakeswap](#)

There is 2% buy tax:
All taxes are paid in the form of Reflections

I get 980,000 YON V2 on my wallet.
20,000 YON redistributed to YON V2 holders



YES || NO

Here is a list of current mechanisms for reducing the YON supply :

- Reflections: every time you buy or sell, the wallet burn recovers part of these taxes in the form of a reflection, ensuring a regular burn linked to the volume of transactions on decentralised exchanges.
- 🔥 The burn on sale 🔥: a 1% tax on each sale automatically burns YON
- The unused community fund: each month a number of YON is allocated to the community. The amount not distributed to the community is burnt each month.

Taxes may not exceed 2% on purchases and 3% on sales. They may be reduced or abolished in the coming months.

The white paper will be updated accordingly, and a communication will be made on our various social networks: telegram and X (only on the account dedicated to the YON and crypto).

Future mechanism to reduce the YON supply:

A % of the net profit generated by YESorNO on the Web2 version in France will go into a fund dedicated to incentives on the YON.

- To Buy Back and Burn YON 🔥
- To increase funds in the liquidity pool

Here is the initial allocation of these funds based on the price of YON at the time of use:

	Price per YON	Buy Back And Burn	Adding to liquidity
Up to	0,001 \$	100%	0%
Round 1	0,0015 \$	90%	10%
Round 2	0,002 \$	80%	20%
Round 3	0,003 \$ et +	75%	25%

- SURPRISE (end 2024 - during 2025) **

A new mechanism will make investing in and holding YON even more attractive.

- Exclusive advertising in the YESorNO format will potentially be available from 100,000 users, and a % of the turnover generated will be added to the previous mechanism to boost the YON.

Uses of YON :

- Reflections: on each purchase/sale, you receive a portion of the taxes on your wallet in YON.
- Enhanced player experience: in Web 3, options will be available in exchange for YON.
- YON betting: Web version 3 will offer exclusive YON betting.
- Validator guarantee: in Web version 3, the YESorNO community will have the task of validating the bet's answer once it is known. In return, they will receive YON from the community fund. A deposit in YON will be required in order to validate an answer, which will be burnt in the event of an incorrect answer from the validator.



YES || NO

8. Roadmap

- September 2024: Launch of YESorNO in France (web2 app)
- Q4 2024: Fundraising post French licence (Equity)
- 2025-2026: International launch of YESorNO and institutional fundraising
- 2026-2027: Deployment on mainnet web3 offer and official launch of YESorNO on blockchain

