



# esportmanager

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blockchain-based e-sport matchmaker  
and community platform



# Summary

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We plan to launch a new, blockchain-based e-sport gaming and community service in 2019. We believe that there is a definite market need among gamers: compared to the amount of people playing games in the world, only a handful of them are able to monetize their skills and abilities in this rapidly growing field. We would like to offer a comprehensive gaming service, with an opportunity to win money without significant investment.

The technological background, i.e. the blockchain technology we are basing the backend system on, offers us several important advantages. The usage of smart contracts makes the following claims realistic:

Players do not have to rely on the system to be sure that winnings and payments are fair and clear. They can easily verify game fairness by the integration with major e-sport game APIs and due to the blockchain technology they can be sure that the payments are done according to the rules previously approved by all parties. There is a secure, automatic escrow system in place, which ensures fair and instantaneous payments. Nevertheless users can always raise a support ticket with any query or request.

Hence we can state, that [esportmanager.com](https://esportmanager.com) will be the first-of-its-kind, fully smart contract-based infrastructure, which is:

- **ACCOUNTABLE**
- **TRUSTLESS**
- **AND AUTONOMOUS**

# Market situation

E-gaming is one of the fastest-growing market. In 2016 the total value of the gaming industry on the global market was about \$44.16 billion, and by the year 2022 it is forecasted by analytics to become \$81.71 billion. The annual growth of the market for the years 2017-2021 is expected to show at least 18% increase. E-gaming is already an enormous industry in itself, and in parallel the e-sports (professional e-gaming) market also experiences outstanding and continuous growth.

## E-sports market

In the recent years expert analysts have identified a huge upsurge in e-sports. In 2018 the most popular game to watch was Dota 2, followed by League of Legends and Counter Strike: Global Offensive. The global e-sports audience reached 380 million last year, made up of 165 million dedicated fans and 215 million occasional viewers. The investments involved indicate a significant increase as well. In 2018, the e-sports industry generated \$906 million in revenue, reaching over \$1 billion in the next two years.

The e-sport market is undoubtedly growing and expanding. Based on recent data (Newzoo 2018 Global Esports Market Report) the audience's year-on-year growth is slowing, but this is only due to the relatively small base. The core demographics in 2021 will reach 250 million, with the relative majority in the Asia-Pacific area.

The total revenue of the industry is expected to more than triple in five years. The largest source of the revenue is still from sponsorships and this makes the industry dependent on the individual judgement of the companies investing in it. One of our core goals is to change this dependency and open up new possibilities not only for professionals but for everyone who likes to game.

### E-SPORTS REVENUE GROWTH

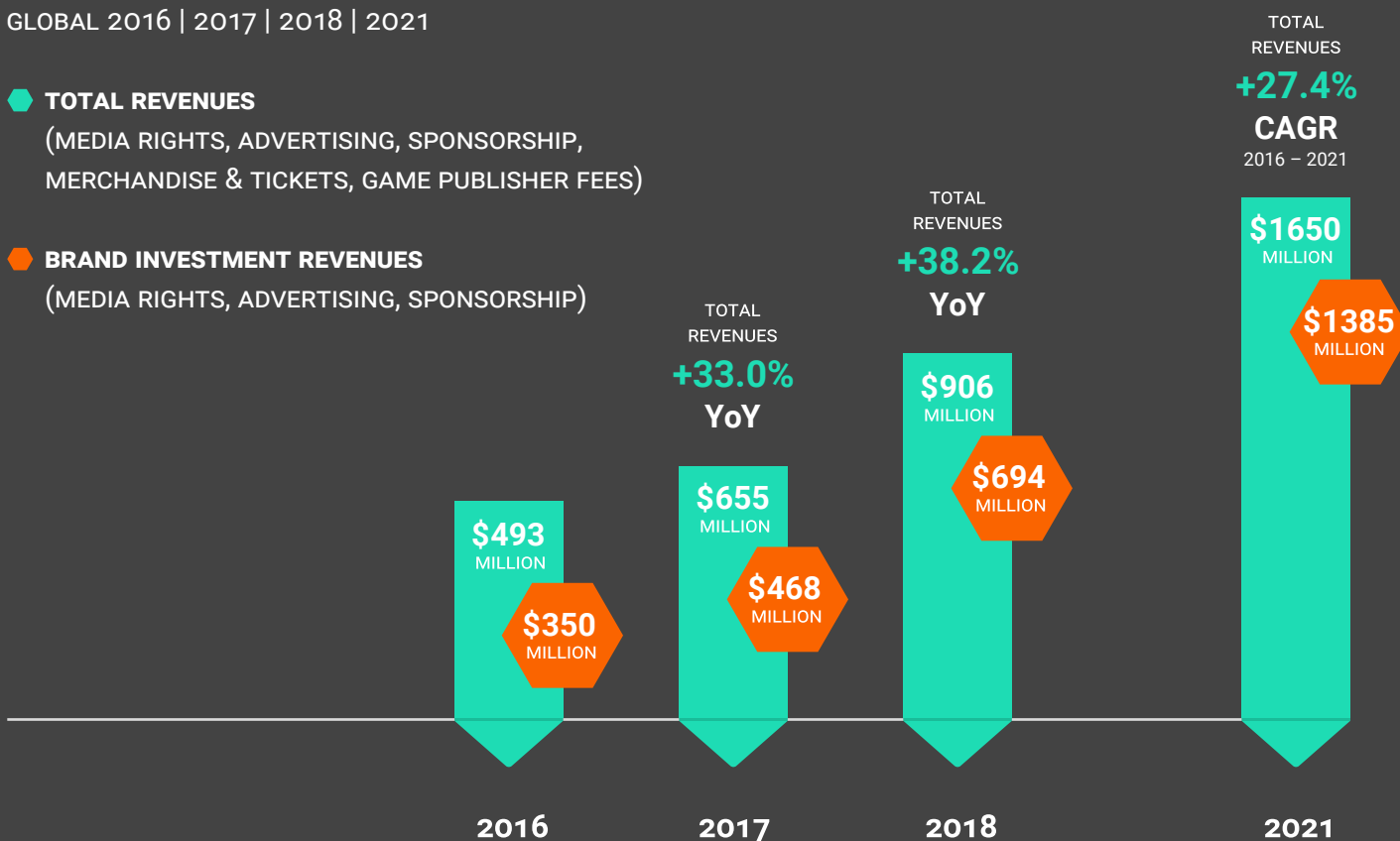
GLOBAL 2016 | 2017 | 2018 | 2021

#### TOTAL REVENUES

(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP, MERCHANDISE & TICKETS, GAME PUBLISHER FEES)

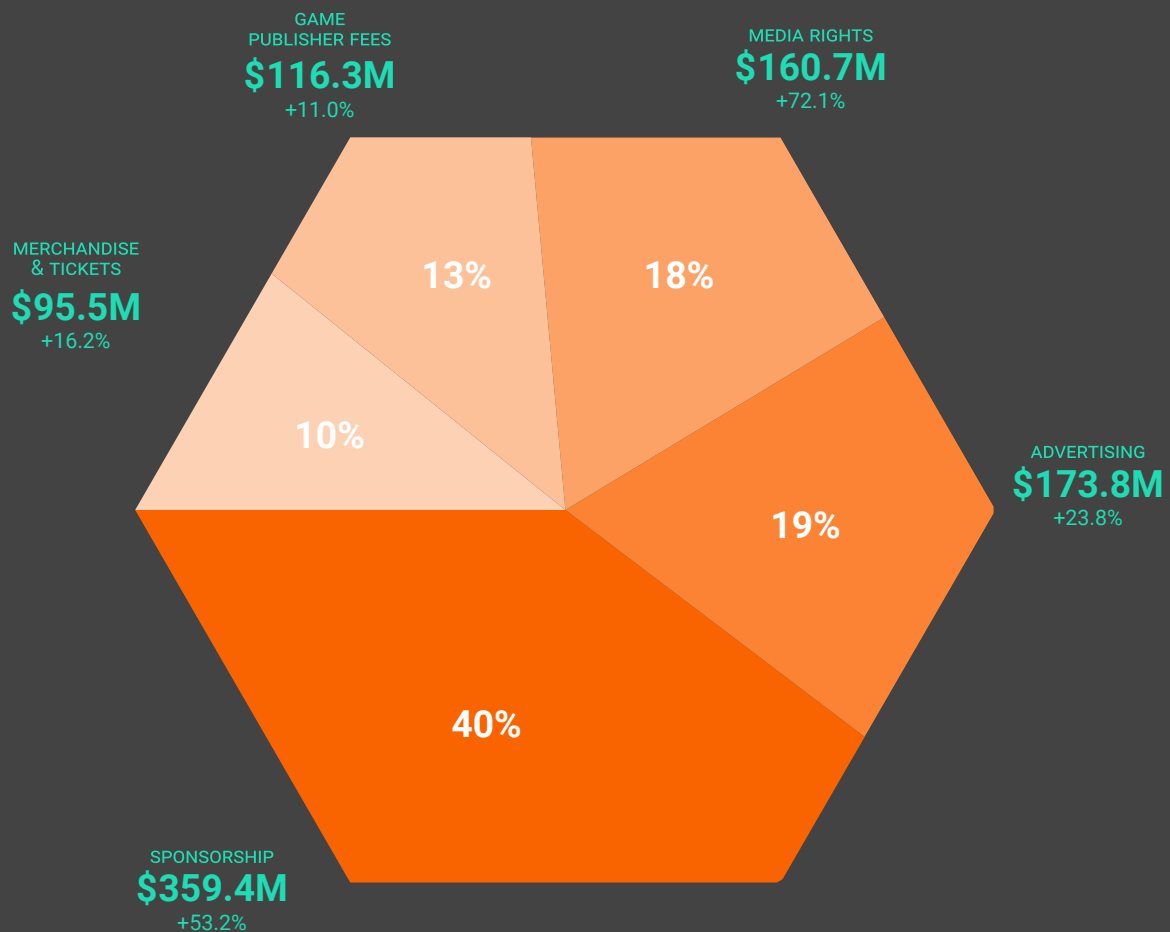
#### BRAND INVESTMENT REVENUES

(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)



# E-SPORTS REVENUE STREAMS

GLOBAL 2018



E.g. the total prize pool for The International in Dota 2 in 2018 was over 25 million USD. This is already larger than the NBA Championship Prize Pool (13 million USD), the Tour de France (2.7 million USD) or the FIFA Confederations Cup (20 million USD). This means, that there is a large and exponentially growing market, where a few professional players can monetize their abilities and skills in gaming, paid very well in that.

The problem is that e-sport gaming can be monetized only for the sponsored elite of the gamers, while there is a huge group, which has close to elite abilities and skills, but has no access to sponsoring. We offer solution to this problem: gamers can win money at our site with comparatively low investment, even for free at some events.

## Target audience

Esportmanager.com is primarily aiming to be a gaming site, although we support alternative usages, like streaming, posting gaming videos and we have social media features. The main appeal will be the possibility to game for free and win money – ESM tokens to be exact, which will be converted to any currency as requested. We will spend a significant amount of our marketing budget sponsoring freeplay events: tournaments where people compete for prize pools, but can join for free. The number of sponsored players in the industry is really small compared to the saturation in the world with the same skill level. Most players in this category are restricted due to various unfortunate circumstances, like geolocation or seed investments.

Our goal is to provide easy access to such players into the industry and help to:

- **Find opponents;**
- **Form communities;**
- **Organize small-scale events and tournaments;**
- **Challenge better players or earn money through challenges;**
- **Find sponsors.**

We aim to be the top-notch gaming site to set up and organize tournaments. One of our most important offerings is the possibility to easily organize a closed tournament with exclusive access to invited people – be it a high-profile event with the gaming elite or a weekend kickback with colleagues from work. We plan to support these events by offering to complement the prize pool.

We envision three types of users: players, investors and sponsors. The players are the core demography: everyone can join in, create a profile and play games for an amount of money set by the organizers. The investors, who bet on that the token we use for internal gaming will increase in value and invest in the token, as the increasing usage of the site will raise the token's exchange rate compared to the US dollar. We also will have sponsors, who can approach outstanding gamers and friend them, send them ESM tokens, enter them in championships and tournaments. Sponsorship can be done at all levels and amounts of tokens and it is not reserved for companies alone..

# Game types

**Quick Game:** Instantaneous gameplay in pre-set stake levels, e.g.: 10 USD Quick Game, 50 USD Quick Game etc. The system randomly draws an enemy, who is waiting in the queue.

**Challenge Player:** In this version one can challenge another player through his profile sheet. This is suitable for people, who would like to compare their abilities against each other or would like to try a game against their favorite players. When the other side accepts the challenge the game starts. The amount of tokens set on the game is arbitrary.

**Lobby:** This setup is similar to the poker tables: people are waiting in a room, and if somebody is joining, the game will start. Players can see the person waiting and can decide whether he wants to play the game against that particular person. Entering the lobby starts the game.

**Tournament:** There will be a set amount of entry fee, which creates the prize pool. The game will consist of several rounds, with player elimination. The first rankers receive tokens from the prize pool based on rank (similar to the case in a poker competition).

**Freeroll:** This setup is similar to the tournament, but in this case entry is free and players can win tokens.

## Advantages

### CONTINUOUS VERIFIABILITY AND SECURITY

Players can verify game fairness through major e-sport game APIs and due to the blockchain technology they can be sure, that the payments are done by the rules previously approved by all parties. There is a secure, automatic escrow system in place, which ensures fair and instantaneous payments. Nevertheless users can always raise a support ticket with any query or request.

### ANONYMITY

If the players would like to play anonymously, they can set up a profile, which utilizes only cryptocurrency. In this case they can play without walking through the otherwise unavoidable KYC processes. Although if anybody would like to be able to retrieve their winnings in fiat, then the normal identification and anti-money laundering processes must be followed.

### EASY / FREE TO JOIN

Joining the service is free and people do not have to participate in games which they do not want to risk to invest in. There also will be events, which will be free to join, but offer ESM tokens as a prize pool.

## Unique, verifiable matchmaking with blockchain

We provide an MMR-matching mechanism that's not just always accountable on the Ethereum blockchain but also billable. This opens up never-seen e-sport possibilities, e.g. fully automated p2p tournaments with unbiased escrow systems. Our platform will be the first entry point to competitive prize gaming for players with no access to enormous funds by sponsors. Here they can show and quantify their skills.

Current affiliate systems involve external human judgement, that needs expertise in both the gaming and financial industry. Esportmanager.com is the first platform to fully automatically distribute funds from a sponsorship based on pre-agreed values through smart contracts. It is also able to connect players with sponsors based on common values and results.

Esportmanager.com's engine is designed to be modular and easily extensible, making it extremely flexible and able to accommodate the gaming industry's rapidly changing trends. Our games are handled through plugins, only value definitions need modifications on the blockchain.

## Obstacle-free user experience with fully automated APIs

To generate income through the popular MMR-based selection will be the easiest ever. We utilize a higher-order geometric algorithm to select the best opponents around a player. This selection is visible and accountable on the blockchain. No additional organizing and lobby-management is required, everything is handled through game application programming interfaces' automatically.

## Challenge-based incentive for community improvement

Players, who want to improve, can challenge significantly better players for a fee, or hire one as a coach. This opportunity opens up a new revenue model for pro players without sponsors. Our smart contract infrastructure is the first to reliably monitor and quantify e-sport results, thus making it invoiceable through tokens.

## Sustainability

We believe that the technological advantage of the trustless and verifiable blockchain-based gaming system is an enduring competitive asset. In the booming e-sport market the entry is always an inviting option, but latecomers do have to fight the already existing knowledge and social capital of the market incumbents. The bleeding edge users will easily switch to new service providers with novelty value offers. We plan to serve the medium-to-highly proficient gamers, who are interested in playing socially in an easy-to-use and verifiably fair gaming environment.

# ESM Token functions

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- ◆ **Token Type: ERC20**
- ◆ **Max Supply: 1,000,000**
- ◆ **Decimals: 6**
- ◆ **Not-mineable**

All transaction in the systems of [esportmanager.com](https://esportmanager.com) are handled in ESM tokens. There is no lockout period, after winning or buying any amount the owner can freely move, sell and use it. The main usage of the token is setting up games and offering the chosen amount for the winner of the games. It also can be used as investment, if the owner expects increase in the exchange rate of the token. The token can be freely converted to other cryptocurrencies.

# Roadmap



# Legal disclaimer

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This whitepaper has been prepared in good faith to provide a comprehensive overview of esportmanager.com and its planned activities and is for information purposes only. With the development of the esportmanager.com and its services, it may be amended in the following, as the development process progresses. Please also note that the esportmanager.com itself may be redesigned/reshaped in future, if that would be required for any material reasons (including, but not limited to: commercial considerations, technical possibilities, or the need to ensure compliance with any (existing or future) applicable laws and regulations, or any other material reasons).

Esportmanager.com tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investments in securities in any jurisdiction. The contents of this Whitepaper are not a financial promotion. Therefore, none of the contents of this Whitepaper serves as an invitation or inducement to engage in any sort of investment activity.

For participation in the purchase of esportmanager.com tokens do not contribute any money that you can't afford to lose. Make sure you read and understand this Whitepaper and Terms and Conditions for participating in the token sale (including all warnings regarding possible token value, technical, regulatory and any other risks; as well as all disclaimers contained therein), as published on our website esportmanager.com (and as they may be amended from time to time).

For any questions regarding the sale of tokens or esportmanager.com services please contact us via e-mail at [mail@esportmanager.com](mailto:mail@esportmanager.com).

## References

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● <https://newzoo.com/insights/trend-reports/global-esports-market-report-2018-light/>

## Contact us

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