



Provably Fair

## WHITE PAPER

2020 v.3

The purpose of this paper is to describe the concept of an international blockchain fair games, its principles and the business rules which support its technical implementation, as well the prize fund constitution, the marketing plan including the referral program, and the Token sale. It will address all relevant aspects related to the development, promotion and operation of the system in the international market.

## Disclaimer

This version of the lemon bet whitepaper is released with the purpose of introducing the idea and receiving feedback from the blockchain community. The information in this document is subject to change or update without notice and should not be construed as a commitment by lemon bet.

Purchasers should be aware that they will be required to bear the financial risks of this purchase for an indefinite period of time.

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# Summary

Lemon Bet is a blockchain fair games platform. It is the first stage of the development and we have done half the work already.

Further details are set forth in this Whitepaper.

As the next step, we plan to create Lemon Bet tokens which will grant their holders an opportunity to play our games. We will also launch a Token Sale in order to distribute 70% of all Lemon Bet tokens within the participants. The team will own 20% of the tokens to remain motivated to keep on developing the project. The remaining 10% will be used to pay for advisers, escrow and bounty services.

Lemon Bet is incorporated in Curaçao, and is fully compliant with the local laws.

We believe that Curaçao is an appropriate jurisdiction as it provides a legitimate framework for online gambling products. Please refer to the [token.lemon.bet](http://token.lemon.bet) website for the Terms & conditions, Public offer, Privacy Policy and Referral System Agreement.

Please note that [lemon.bet](http://lemon.bet) is a venture project and the platform may evolve over time to provide for the new functionality and features. We therefore reserve the right to alter this white paper, terms of use and any other documents the future in our discretion.

## Introduction

### Gambling market overview

According to H2 Gambling Capital ([www.h2gc.com](http://www.h2gc.com)), the casino business was a major revenue contributor to the offline gambling market in 2016. In money equivalent, it accounted for \$132.8 billion with a 37% market share.

The lottery segment occupied 30.9% (or \$111 billion), followed by slot machines with 19.3% (or \$69.4 billion).

When it comes to the online gambling market, there were certain differences.

The leader was Betting, with a 48.7% market share (\$21.4 billion). It was followed by casino business and lotteries. Each with 26.8% (\$11.8 billion) and 8.8% (\$3.85 billion), respectively. This segment appears to have a strong market potential due to the clear added value for the customers and relatively low market share as compared to offline lotteries.

As a result, the size of offline gambling market accounted for \$359.3 billion in 2016, while online gambling market was \$44 billion. As can be seen from the graph below, both offline and online markets are gradually growing. It is notable that online gambling is increasing with a higher growth rate in comparison with offline one.

According to the H2 Gambling Capital forecast, the offline gambling industry will occupy only 11.5% of the overall market revenue, whereas online one will keep increasing in the future. It is expected that revenues from the online gambling market will exceed \$60 billion by 2020, at a compound annual growth rate of around 10%.

## Blockchain technology in online gambling

Cryptocurrencies quickly seize the online gambling market, turning into the most popular means of payment among gambling sites. Until recently, only several resources accepted Bitcoins, but today its integration into payment systems has become ubiquitous.

Many participants of the online gambling market believe that the cryptocurrencies will continue to occupy this industry. This mostly happens due to its lower regulators control relative to fiat money for both players and online operators. Other advantages include:

- no need to identify users;
- no restrictions on the amount of transactions;
- acceleration of payments;
- lowering the minimum payment threshold.

It looks like cryptocurrencies are turning into the most reliable, transparent and profitable medium of circulation for the online gambling industry. Soon the online casinos on blockchain will become as familiar as the Internet. With the advent of blockchain technology, which gives transparency and cross-border dimension to the whole industry, it became possible to make an honest international game. Moreover, thanks to the new trend of smart contracts, thus Lemon's games can belong to the community and not to a handful of stakeholders. So, when we talk about a lottery based on blockchain technology, we are talking about linking the wide lottery participation in the whole gambling market to the constant and significant growth of Bitcoin's share in the global financial market.

Combined, those trends bring about brand new opportunities for online gambling, especially considering the increasing number of networked devices and the number of users who prefer to play online and anonymously. Despite the turnover and the prevalence of lotteries as one of the most important games in the world, there are numerous problems concerning fair play due to the issues surrounding the raffles and the awards. As was mentioned above, presently a large number of issues involving prize distribution and fairness of raffles are observed, which becomes even worse when associated with the difficulty of receiving the prize and the high fees. However, with the massive use of blockchain technology, we finally have the opportunity to solve these old problems, bringing about the complete and total transparency of all the operations involving the Lemon platform as the main change and the most important advantage.

## Mission

Lotteries give a chance to dramatically change one's life for the better. This chance has always drawn the attention of millions of people around the world for the past 500 years, giving them hope to improve their financial condition. Lemon's goal is to become the most popular and transparent international blockchain platform of fair games that offers the biggest Jackpots and prize funds in the world. Most of currently existing lotteries are totally centralized or even held by governments and are hardly transparent. Our mission is to build Lemon Bet as a provably fair and decentralized platform that neither any nation state, nor a single authority, nor members of our team could control.

**We also take into account the following points on the way to our goal:**

- Online gambling is recognized as the fastest-growing sector in the industry.
- The synergy of the cryptocurrencies and gambling market opens up new opportunities for projects in this industry.
- The size of the lottery market in the offline sector is about € 100 billion, while in the online sector it is only about € 3.5 billion.
- By combining the advantages of Blockchain technology and cryptocurrencies (as a means of payment), we will be able to seize the market share from classic lotteries by turning their disadvantages into our possibilities.

## Business model

The main service that generates Lemon's profits is ticket sales.

The ticket price comprises 0.01 USDC or its Ethereum equivalent.

Our basic forecast suggests 7'000 sold tickets per day.

This number accounts for only 0.2% of the global online-gambling market in current prices.

## Marketing strategy

Since December 2019, when our marketing strategy started, we have achieved some stats: daily traffic is more than 1,000 visitors, more than 2'000+ tickets played daily.

In order to stimulate the steady growth of the platform, we provide users a possibility to participate in one or more specific promotion campaigns accordingly with their user profile and the desired extent of their involvement.

### Referral program

All players can spread the word about this innovative platform and invite friends and other players using their personal referral link. After your referred friends sign up on Lemon Bet, he gets a free tickets to start playing. Users will receive 20% of their referred players' losing on an ongoing basis. This feature is also implemented without human involvement .

### Partnership networks 450M + views every month

Another deep marketing strategy consists in joining a partnership network, which is a technological platform connecting advertisers and partners, ensuring financial and informational interaction between them. Any kind of business organizations get an opportunity of holding advertising campaigns online. On the other hand, media partners get instruments for selection and deployment of advertising offers.

### World's best bloggers

Given the importance of a well-defined marketing plan, it is impossible to ignore the

increase in the number of Internet users around the world and the effect that blogs and specialised sites have on those users. Despite the huge number of pages on the most varied platforms, the list of most influential pages practically does not change, varying only the local classification between them. This characteristic allows us to easily identify the most effective media to run public campaigns. We will also use the power of social networks and their tools in our marketing strategy where it is permitted by law.

### **Offline partners**

In addition, we intend to conduct various media advertising, PR-campaigns, off-line activities in different regions and non-standard advertising through the attraction of offline partners. Concerning the marketing budget, it is expensive but effective to achieve 250,000+ users per day. However, this detailed plan is supported by financial resources previously set forth in the platform's fund-sharing strategy. All reports will be fully transparent for the Token holders.

# Roadmap

## **IV Q 2019**

- Lemon Project Design
- Project Website Design
- Software Provider Partnership Agreement
- Testing of Games
- Deposits and Withdrawals Payment System Integration
- Lemon Platform Final Style Design
- Final Testing and Release of the platform

## **I Q 2020**

- MetaMask Wallet Integration
- Faucet Development
- Wagering Contest
- Bounty campaign

## **II Q 2020**

- LBET Token Tradable
- Lemon Wallet
- Staking LBET
- LBET Token Sale
- LBET Token Exchanges Listing

## **III Q 2020**

- New Games
- Platform New Futures

- Bonuses and Promotional Offers for LBET tokens holders

#### IV Q 2020

- Curacao Gambling License
- Token holders game
- Updated Roadmap For Future Plans

## Token sale



First of all, what differs Lemon's Token sale from other Token sales is that we have already made the product, as opposed to others who just promise to develop something in the future. Tokens will be used as tickets, so token holders can play Lemon's games.

### Token sale details

Expected Token Sale commencement date: 05.05.2020.

Issuance of LBET Tokens: 1`000`000 LBET tokens

Token Address: 0x932d447274dCFfB4Aea4f0944d3C804e88056416

Name: Lemon Bet

Ticker: LBET

Technology: ERC-20 Token

Token Legal: Utility

The price of the LBET Token is 0.005 ETH.

During the Token sale we'll be collecting the funds in Ethereum.

### Private Sale

The private sale of LBET starts on May 5th 2020 and ends November 30th 2020.

#### Private Sale token sale price

| Amount USDT | Price USDT per LBET |
|-------------|---------------------|
| 1000 - 2499 | 0.95                |
| 2500 - 4999 | 0.90                |

|               |      |
|---------------|------|
| 5000 - 7499   | 0.85 |
| 7500 - 9999   | 0.80 |
| 10000 - 24999 | 0.75 |
| 25000 - 49999 | 0.70 |
| 50000 -       | 0.65 |

### Distribution rules:

- 60% Token Sale
- 20% Founding Team
- 10% Private Sale
- 5% Bounty, Airdrops
- 3% Initial Operating Costs
- 2% Future Research and Development

### Raised funds distribution:

The raised funds will be used to finance operations, platform development and marketing. We also need to implement a maximum transparency in the system by moving Lemon Bet to a decentralized platform and make it independent from any third parties - this task will also be financed from the funds raised during the Token sale.

- 40% Jackpot and reserve for winnings in games
- 20% Marketing Budget
- 20% Development
- 10% Operations
- 5% Staking
- 5% Legal

At the initial stage Tokens will be distributed between the managing team as a reward for their efforts to bring Lemon Bet platform to existence. In the future these Tokens can be negotiated among other partners interested in development and growth of the project/platform.



# Token holders benefits

## Game Token

The LBET token is used as a utility token on the Lemon Bet platform. You can play 8+ games in the platform with the LBET token.

## Token holders game

LBET Token allows its owners to participate in a special quarterly game held only among the LBET Token holders.

Its prize fund is formed by 20% payments from each sold ticket in the following manner:

- payments are assigned to the fund daily after each draw;
- the Token owners game is held 4 times a year;
- the amount of funds assigned to the fund (within 20% of income) is determined by the team;
- the owners of the Tokens are notified in advance of the date of the game;
- to participate in the game, LBET Token holders must verify their ownership of LBET Tokens through a smart contract;

## Staking LBET

Earn Passive Income With Lemon Bet Token

Stake at least 10 LBET Tokens and earn up to 16% rewards per year. Just staking your LBET tokens to earn interest with the flexibility to withdraw your funds promptly at any time.

## Ability to participate in product surveys

For optimal further development of the Lemon Bet platform, we have developed a survey system on new products that will arise as the project develops.

Any holder of the LBET Tokens will be able to send their offer to the Lemon Bet team using a special form on the website.

# Gaming platform



Slots



Crypto Slots



European Roulette



Blackjack



Video Poker



Dice



Keno



Lucky Wheel

## Provably fair

Our gambling platform uses provably fair technology, which allows you to verify that each roll or card draw is completely random and you are not being cheated! It is a chance games built around cryptocurrency.

We change perception of online gambling by applying revolutionary approaches in gambling fairness, technologies and customer support. Lemon introduces new generation of online casinos where players can be sure that results are not manipulated. With the concept of provably fair gambling, using cryptography, Lemon makes online gambling trusted. Verification at Lemon allows users to verify integrity of every bet.

## Methods of depositing

Lemon Bet platform also incorporates multiple payment methods, so every user has a chance to play the game. As Lemon Bet wants to be an international company and its founders realize that not every person has Bitcoins, they decided to add multiple payment processors to the payment method to increase the number of players. Aside from LBET, these payment methods include Bitcoin, Ethereum, Litecoins, Dash and other cryptocurrencies.

## The Project team

Our team is international: Poland, Russia and other countries. We have great experience in product development (more than 12 years). Core developers are well experienced in blockchain.

Also we are working to engage some well-known community members in our advisory board and as escrow holders keeping the token sale funds. Right now we are redesigning our Token Sale page and will publish more info about team members: who we are and what we've already achieved.

## Privacy

Privacy is of utmost importance for Blockchain and Bitcoin communities, and it couldn't be different Lemon Bet Platform. We recognize the significance of protecting information which is stored or is intended to be stored on our system. We don't store any kind of information which relates to an individual, that is any information relating to an identified or identifiable natural person, sometimes called a data subject, and have made privacy protection and confidentiality a fundamental component of our business model.

Our "Privacy Policy" informs of the ways we ensure privacy and the confidentiality of personal data and, even more, the anonymity of our users. We are always in compliance with applicable privacy laws in the countries in which we operate.

Privacy policies also describes the information we gather, how we may use those data and the circumstances under which we may disclose such information to third parties.

## Conclusion

This document presents in great part the technological and marketing strategies planned and adopted with the objective of perfecting and maintaining the continuous development of Lemon Bet Platform. The extensive use of both Blockchain technologies brings about unique features to the system presented herein, catapulting Lemon Bet platform to a whole new level of reliability and process management. Due to the available level of automation and reliability this platform is a great opportunity for those who believe in the advances brought about by the technology that underlies this project, and those who have decided to join Lemon Bet during its early stages (Token sale).

## References

<https://token.lemon.bet>

<https://lemon.bet>

<https://ethereum.org/>

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lemon.bet