



FTW

(For The Win)

**A global blockchain lottery
that anyone can play anywhere, anytime.**

1 Introduction	2
2 Background	4
3 FTW Lottery	5
4 FTW Token	8
5 Marketing plans	12
6 Roadmap	13

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A global blockchain lottery
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Abstract: The future of the lottery

The lottery industry, which has over 5 billion players worldwide, is undergoing profound change, due to the internet and other technological developments. Distribution of lottery tickets has shifted from physical to digital, changing the face of the whole market and significantly expanding a lottery's potential reach. Recognizing the opportunity and the fit, currencies enabled by blockchain technology have become the most popular means of payment among gambling sites. Utilizing the most promising features of blockchain, FTW is creating a global lottery that removes geographical limitations and brings full transparency to the process, offering unprecedented trust and quality. FTW will issue 100M tokens that give holders a share of profits from its services.

1 Introduction

There's never been a better time to enter the gambling industry. The advent of online gambling through digital technology has made it a stable, lucrative investment that is projected to grow by 51% over the next several years. A Juniper Research study shows that the value of all wagers placed through online gambling will approach [\\$1 trillion by 2022](#). The lottery CAGR between 2016-2020 in the US alone, with American consumers already spending nearly \$70 billion on lottery ticket sales annually.

Nevertheless, gambling, both traditional and digital, suffers from a number of problems:

Geographic limitations. The most lucrative lotteries are traditionally hosted by the states, where participation is often restricted by one's geographic location. Even though online gambling has expanded the consumer base, many states and countries have enacted

legislation limiting or restricting their scope of operations. Some countries, including Singapore, UAE, Poland and Cambodia, have even banned online gambling altogether.

Lack of consumer trust. Centralized authority means the organization controls the amount of information and funds released to the public, creating a system rife with the potential for abuse, fraud, and rigging. As for-profit businesses, online gambling sites especially have an incentive to prevent people from collecting earnings.

Poor autonomy over jackpot and overall earnings. In a traditional state-run lottery, no more than 50% of the profits from lottery ticket earnings are included in the jackpot pool. Part of the remaining funds are distributed to bloated overhead and administrative costs. Winnings are also subject to an exorbitant amount of taxes in most states and countries.

The Value of FTW & Blockchain Technology for the Lottery

The features of blockchain technology contain enormous promise for resolving these challenges. Utilizing this potential, we are creating a lottery where all entries and payouts are managed by a blockchain-based ledger. Additionally, we are creating a utility token called For the Win (FTW), built on the [NEO blockchain](#), that can be used to participate in a lottery hosted on the FTW website.

The advantages are:

1. **Global participation.** The decentralization of the blockchain allows individuals from all over the world to participate in a fun, rewarding, low-risk entertainment activity.
2. **Fast transactions.** Winnings are paid out minutes after a drawing has been completed and reflect accurate earnings from one's share of the pool, minus fees.
3. **Complete trust in the system.** Ledger information includes deposits, transaction IDs, and payouts. All this information is open to and verifiable by the public.

Players will be incentivized to play the FTW lottery for the following reasons:

- All transactions can be verified by the public ledger for complete transparency and trust.
- The increased number of participants, along with reduced administrative fees, means additional revenue can be allocated to the prize pool.
- The rules and structure are simple, easy to understand, and supported by an intuitive, user-friendly interface.

- Overall odds are 1 in 10, making the FTW lottery an attractive and low-risk option for even a casual gambler. The return on investment is also highly favorable. Hitting just the FTW number recoups the value of a participant's lottery entry, and increases exponentially from that point.
- Winners can maintain full autonomy over their earnings.

2 Background

2.1 Blockchains

A blockchain is a digital ledger in which transactions made in Bitcoin or another cryptocurrency are recorded chronologically and publicly. The simplest way to think of a blockchain is as a large distributed ledger that stores records of transactions. This "ledger" is replicated hundreds of times throughout the public network so it is available to everyone. Every time a transaction occurs, it is updated in all of these replicated ledgers, so everyone can see it.

As blockchains are shared and everyone can see all transactions, the system becomes transparent, allowing trust to be established. Because of the nature of its architecture, transactions in the blockchain are nearly impossible to alter once they are added. This is more relevant in scenarios such as the disbursement of funds or benefits where personal discretion should be restricted. This is seen as a benefit to maintaining an immutable ledger of transactions.

2.2 Smart Contracts

Smart contracts are self-executing contracts with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network. Using the smart contract we are able to render lottery transactions traceable, transparent, and irreversible.

2.3 The NEO Blockchain and NEP-5 Token

The NEO Blockchain was founded in 2014 and became a [real](#)-time open source software on GitHub in June 2015. It aims to develop a "smart economy" with a distributed network by utilizing blockchain technology and digital identity to digitize assets and by automating the management of those assets using smart contracts. Smart contracts are binding agreements written in code and uploaded to the blockchain. The blockchain holds the item of value - currency or something else - until specific, recorded transactions have been made by one or more parties involved in the contract.

NEO offers up to 10,000 transactions per second, plans to incorporate quantum-resistant cryptography (NeoQS), utilizes several smart-contract dev programming languages, is extremely scalable and eco-friendly and witnesses physical assets identified as digital assets on the NEO blockchain. The FTW token will be an NEP-5 token, compatible with existing NEO-related infrastructure.

2.4 Real-time updates using Websockets

Websockets represent a long-awaited evolution in client/server web technology. They allow a long-held single TCP socket connection to be established between the client and server which allows for bidirectional, full duplex messages to be instantly distributed with little overhead, resulting in a very low latency connection. Using those benefits, all lottery tickets are going to be listed on the FTW website in real-time. This allows people the ability to monitor all the lottery tickets 24/7.

3 FTW Lottery

3.1 Ticket Purchase

Users pick numbers manually or automatically, just like traditional lotteries. And purchase the tickets by sending FTW tokens to a FTW lottery smart contract. All tickets will be stored in the smart contract and listed on the FTW website with a unique ticket number in real time. Users can monitor and export all lottery tickets 24/7 via the blockchain, ensuring that tickets can't be modified or manipulated.

3.3 Drawing

FTW lottery draws occur every day with winning numbers from [Random.org](https://www.random.org/), which offers true random numbers to anyone on the Internet. The randomness comes from atmospheric noise, which for many purposes is better than the pseudo-random number algorithms typically used in computer programs. People use Random.org for holding drawings, lotteries and sweepstakes, to drive online games, for scientific applications and for art and music.

3.5 Payout

Winners will be determined as soon as the drawings are completed and prizes will be deposited to wallets that were used to purchase the tickets.

3.6 Odds and Prizes

Overall odds are 1 in 10, making the FTW lottery an attractive and low-risk option for even a casual gambler. The return on investment is also highly favorable. Hitting just the FTW number recoups the value of a participant's lottery entry, and increases exponentially from that point.

1 Ticket = 1 FTW

Numbers Matched	Odds	Payout
5 Main Numbers + FTW Number	1 in 19,068,840	Jackpot
5 Main Numbers	1 in 2,118,760	Pari-mutuel
4 Main Numbers + FTW Number	1 in 86,676	Pari-mutuel
4 Main Numbers	1 in 9,630	Pari-mutuel
3 Main Numbers + FTW Number	1 in 2,015	Pari-mutuel
3 Main Numbers	1 in 223	Pari-mutuel
2 Main Numbers + FTW Number	1 in 143	Pari-mutuel
1 Main Number + FTW Number	1 in 28	2
FTW Number Only	1 in 10	1

The jackpot is paid out last. In the event the jackpot is won, winners from the bottom tiers will be paid out first and the remaining balance will be allocated to the jackpot winner, or split, in the event there are multiple jackpot winners.

After the jackpot has been won, the lottery will restart, with prize pool funds coming from the 10% of tokens collected from lottery entry sales. With this system, the lottery will remain perpetually self-funding.

3.7 Fees

The remaining 30% of each lottery entry is distributed as follows:

- 10% to token holders
- 10% to an additional reserve fund, which will be used as the next minimum prize pool after the jackpot is won
- 10% to operations, maintenance, technical and transactional fees

3.8 Competitive advantage

Compared to our competitors from both online and traditional lottery platforms, FTW has easier access and higher chance to win for the players. Our scalability is also very high.

	FTW	Firelotto	Truflip	Powerball
Price per ticket	1 USD	2 USD	2 USD	2 USD
Platform	NEO	Ethereum	BTC	Centralized
Chance to win	High	Low	Low	High
Accessibility	Easy	Users need to be more skilled	Users need to be more skilled	Offline
Scalability	High	Low	Low	Low

4 FTW Token

The FTW token allows holders to claim a share of commissions generated by the lottery ticket sales. 100 million tokens will be issued with the purpose of giving holders a share of the commissions taken by the lottery ticket sale. FTW holders will get their profits through a staking process. This will be based on the model of GAS claim calculations on the NEO network. This will give token holders who stake FTW an additional benefit as the global lottery succeeds. The more tickets that are sold, the more each token holder will earn.

Please note: There is always the possibility that legal or regulatory policies will require updates to the current token model. We will share these updates with the FTW community as they transpire.

4.1 Commissions

FTW will collect a 10% commission on each ticket sold. Token holders also receive a share for each ticket sold. FTW lotteries will involve multiple NEO-based tokens, including the FTW token. Token holders will receive a direct cut of the commissions of each token. Therefore, if there are price pools of GAS and FTW, the user would receive a share of both. FTW token holders have the right to do whatever they wish with their share of the sales commission.

4.2 Claiming commissions

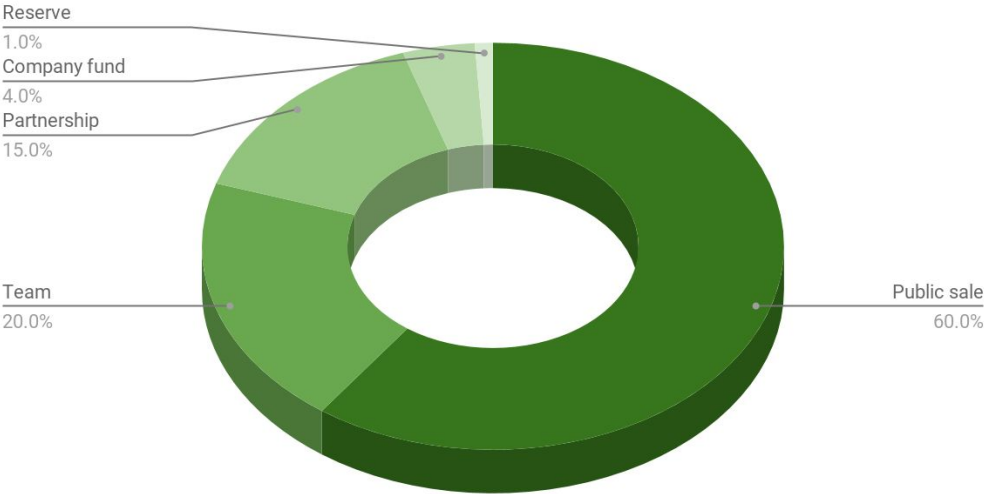
Users can stake their FTW tokens in a smart contract that pays out a proportion of lottery commissions. To stake their tokens, users must send their FTW tokens to the smart contract via a stake method that records not only the starting block, but also the amount sent by the user. The user can then make claims from time to time on the contract to retrieve his or her share of FTW profits. If a user commits to staking their tokens for longer periods of time, they will in turn receive a larger proportion of commissions.

Users can claim commissions using FTW wallets that will be released in the near future in accordance with our roadmap.

4.3 Token allocation

FTW will have a total supply of 100 million tokens, which will be distributed in the following manner:

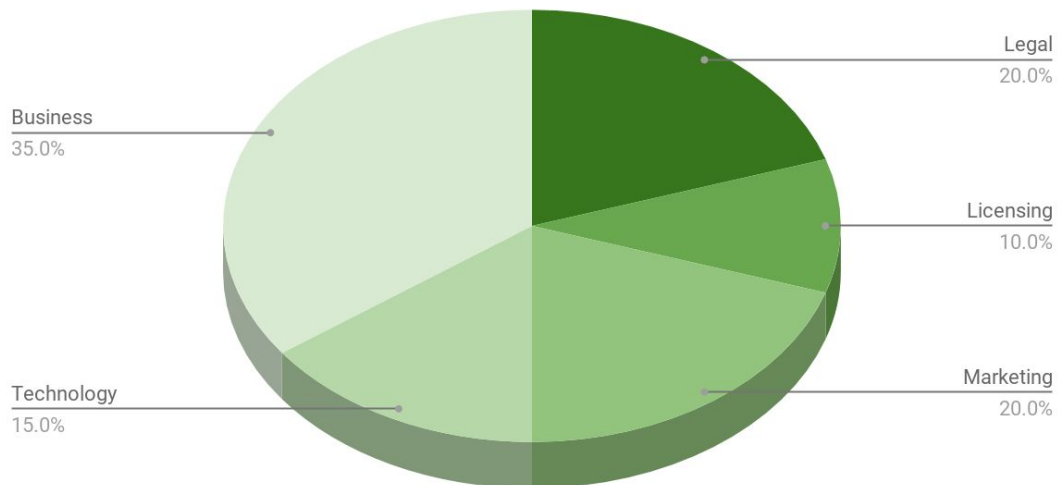
- Public sale - 60% (60 million)
- Team - 20% (20 million)
- Partnership - 15% (15 million)
- Company fund - 4% (4 million)
- Reserve - 1% (1 million)



4.4 Use of funds

A successful token sale will allow the FTW leadership to shift its focus to expansion and marketing to develop FTW models in more countries, thus adding more players globally.

- Business operation and development - 35%
- Legal - 20%
- Marketing - 20%
- Technology - 15%
- Licensing - 10%



4.5 Know Your Customer (KYC)

Know your customer (KYC) is the process of verifying the identity of an entity or organization's clients. The term is also used to refer to the bank and anti-money laundering regulations which governs these activities.

All users who want to participate in the FTW token sale are required to go through this process. It is our belief that asking for the following information helps keep FTW safe for all users. Depending on the final investment amount, required information vary.

Requirements are:

- Personal information
 - Full name
 - Date of birth
 - Gender
 - Citizenship
 - Current Address
- Documents
 - Passport or National ID
 - Number of Passport or National ID
 - A frontside picture of Passport or National ID
 - A backside picture of Passport or National ID
 - A photo of yourself

4.6 Token sales schedule

- 1st stage: April 15 - 30
 - 25% Discount
 - 10 million FTW
- 2nd stage: May 1 - 16
 - 20% Discount
 - 10 million FTW
- 3rd stage: May 17 - June 1
 - 15% Discount
 - 10 million FTW
- 4rd stage: June 2 - June 17
 - 10% Discount
 - 10 million FTW
- 5rd stage: June 18 - July 3
 - 10% Discount
 - 10 million FTW
- Public crowd sale: July 3 - July 19
 - 10% Discount
 - 20 million FTW
 - 1 FTW = \$0.33

4.7 Reserve tokens for events

The demo's initial prize pool will be starting with 500,000 FTW tokens for a marketing purpose. This is 50% of the reserve portion of the token allocation. More detail is at the token sale information.

5 FTW Wallets

FTW mobile and pc wallets will aim to improve user experiences.

5.1 Easy ticket purchase

Although many cryptocurrency users are familiar how to deposit and withdraw their assets, it is still a challenge to understand deeply. The most challenge to participate blockchain lotteries, which includes FTW and others, is sending assets with winning numbers to a smart contract address because the most wallets do not have a input field of data even though blockchain 2.0 supports this feature. FTW will release wallets by following our roadmap schedule that makes users can purchase tickets with one-click without requiring of filling extra input fields.

5.2 Claim commissions

FTW token holder can claim their commissions using a one-click commission claim button in FTW wallets. Commissions are generated after draws occur to users who store FTW tokens locally.

6 Marketing plans

FTW will be promoted by means of the following strategies:

Influencer promotion. The FTW team is connecting with high-visibility individuals, who believe in the FTW mission and who can leverage their reach to promote FTW. We are recruiting particularly from industries which we believe align well with FTW's core objectives, including media, entertainment, and gaming.

Advertisement purchasing. Part of our budget will be allocated towards purchasing premium-keyword related traffic from Google AdSense. Our keyword strategy will primarily be focused on 'lottery' and 'gambling', although we'll also be experimenting heavily with keywords related to alternative coins.

Press. Our team includes experienced PR/media professionals, who are helping us cast as wide of a net as possible in expanding FTW's name recognition within the cryptocurrency space, as well as within the broader industries of technology and gambling. We'll be establishing ourselves on [ProductHunt](#), as well as reaching out to both mainstream

tech-focused publications such as Forbes, Business Insider, Yahoo! Finance, TechCrunch, and Mashable and gambling publications, like Gambling Insider and Casino Insider.

Community building. We believe in the promise of alternative coins and we want to participate as fully as possible in the community, both to boost FTW and to ensure that it is evolving with the technology and the needs of its audience. Once FTW is launched, we'll establish an FTW-specific subreddit, with content cross-posted on /r/altcoin, /r/Cryptocurrency, /r/ethereum, and any other subreddit wherein we believe that the audience will find value in the FTW token. We'll also be posting on various crypto-related forums and Slack channels to promote FTW's ICO. Eventually, we'll be launching our own Slack and Discord channels to promote FTW-related discussion, stay attuned to our audience, and to grow FTW to its fullest potential in accordance with community needs.

A referral rewards program. FTW is setting up a referral program wherein members of the FTW community can obtain a unique affiliate code and distribute it out to other potential users. Whenever the affiliate code is used for a new account signup, the FTW account associated with the affiliate code will receive 10% commissions of the token sales.

Thought leadership. Withevolving at such a rapid pace, there is a need to educate both veteran and novice investors about how the technology's various applications work and interact. In order to establish trust and authority, FTW is creating meaningful, informative content about how blockchain can solve gambling's most pressing problems and create new innovation and opportunities within the industry. By doing this, we aim to become the most trusted platform and resource for enthusiasts of both cryptocurrency and gambling.

Miscellaneous sponsorships and partnerships. We believe that FTW's mission provides rich breeding grounds for partnerships across a diverse array of industries, including lifestyle brands, consumer goods, and entertainment. We'll be selling ad space to brands, as well as having them contribute funds to our jackpot. This will allow the brands to increase recognition and cultivate community goodwill. FTW players will be able to share in the dividends from FTW's growth.

7 Roadmap

Here we describe the current state of development of FTW as of 23 March 2018.

7.1 Gambling Licenses

International internet gambling law is a subject of immense complexity because every nation has its own take on the subject. Some parts of the world embrace online gambling while others do everything they can to ban it entirely. During the token sale, the FTW team will aim to work together with lawyers and partners to ensure compliance in order to protect investors across borders.

7.2 PC wallet

FTW plans to create an FTW PC wallet. The wallet will aim to improve the user experience. Users can deposit and withdraw tokens for tickets. Users also can buy tickets from the FTW PC wallet and claim token holder's commissions.

7.3 Roadmap

We propose the following as a preliminary release schedule:

- **Q3 2018:** Token sale ends. Listing on exchanges.
- **Q4 2018:** Launch of the official lottery with multiple pools with different kinds of NEO tokens.
- **Q1 2019:** Release of the FTW PC wallet and mobile apps for Android and Apple.
- **Q2+ 2019:** Outreach to World Lottery Associations and Global Gaming Platforms.
- **Q4+ 2019:** New partnerships with traditional paper lotteries.