



BITLEAGUECOIN

Bringing Blockchain to the Sports and Betting Industry

WHITE PAPER V1.0 (NON-TECHNICAL VERSION)

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Our mission is to build the most robust community of sports enthusiasts, and revolutionize the way the sports, gaming and betting industry works while projecting BitleagueCoin as the cryptocurrency of choice to be used in exchange for sports merchandise, betting-related and ancillary services the world over.



BitleagueCoin is focused on building a decentralized, crypto-token powered ecosystem, that bridges the gap between various sports-related industries through leveraging the real-world benefits of blockchain. Our mission is to build the most robust community of sports enthusiasts, and revolutionize the way the sports, gaming and betting industry operates while projecting BitleagueCoin as the cryptocurrency of choice in exchange for sports merchandise, betting-related and ancillary services the world over.

1.1 Introduction

The BitleagueCoin project is one based on the visual appeal, passion, love, knowledge and fortune check in sporting events, and the desire to gain materialistic returns from the outcome of these events. Its background goes back centuries ago embedded in the human essence, belief, and passion and up till this generation still rooted deep in the human nature.

Regarding cryptocurrencies and smart contracting, the evolution of blockchain technology has brought with it an unprecedented number of advancements. Amongst those advancements is the ability to ensure transparency and offer a guarantee of fairness. BitleagueCoin harnesses these advancements which give rise to a radical revolution in the Sports, Gaming and Betting industry, by tapping into the viable and real-world applications inherent in blockchain technology.

BitleagueCoin is set to deploy sports betting, a marketplace [e-shop], and social hub within its ecosystem with the aim of redefining the way enthusiasts enjoy sports. BitleagueCoin's ecosystem is trustless, and all participants enjoy complete transparency and decentralization to the utmost degree. With the ticker (BLG), it is, in its purest form, an ERC20 token. The token is the primary mode of payment in the system and marketplace. Being an ERC20 token is temporary, there are plans in place for BLG's future migration to a superior hybrid blockchain (e.g., Cardano, Qtum, EOS, Htmlcoin amongst others). While dedicated to the sports, betting, and gaming industry; BLG tokens serve as a dealing currency as it is being designed, upon full migration, to have low transaction fees coupled with the ability to scale to a considerable number of transactions per se-

cond. For our participants, the investment risk when compared with similar projects incorporating traditional betting - tends towards zero.

“ The Sports, Betting & Gaming industry are all independent but inter-related industries with endless possibilities when viewed from a decentralized scope. ”

Blockchain technology and cryptocurrencies are a new advancement in the history of human innovation. To ensure success, both advancements require acceptance and adoption. Currently, universal acceptance towards blockchain technology and cryptocurrency usage is low but growing at a rapid rate. On the other hand, the sports betting and gaming industries are not only stable but also developed. BitleagueCoin brings both the tech and sports betting industries together allowing an opportunity for blockchain technology to create lasting solutions to significant problems faced by these industries, while at the same time, paves the way for such innovations to reach a broader audience.

Bitleaguecoin creates a solution by offering a fully decentralized sports betting platform, an e-shop, and social hub to elevate the love and unity sports provide, via interactions, fan engagement, and loyalty rewards programs.

BitleagueCoin focuses on granting people seamless access to the crypto ecosystem and allow them the opportunity to be a part of the revolution alongside reinforcing global sensitization and adoption of cryptocurrencies. The BLG token is the stamp of the BitleagueCoin betting platform, marketplace, and social hub. This creates an economy for the BLG token, which in turn creates true demand. Issuing both a virtual and real debit card makes it possible for BLG to be spent on everyday items outside of the BitleagueCoin ecosystem.

The Government Problem

Biased Regulations: In those countries where sports betting is legal, governments continue to regulate the sports betting industry with a heavy hand. With unfounded suspicion, Illegally ordered crackdowns on betting operators alongside a series of baseless allegations, extortions, and harassments.

Unfair and Unfounded Taxation and Policy Reforms: Certain governments impose additional tax reforms and policies on the sports betting industry. These additional reforms discourage potential investors from further investing in the sector for fear of losing their capital due to new unsavory policies or negative swings in tax reforms.

Bribes demanded by corrupt government officials: As seen in some jurisdictions, corrupt governments, either in the form of policymakers or regulatory officials, coerce onshore sports betting operators into giving bribes to continue peaceful/smooth operations. In other jurisdictions, we see that even the operators are responsible for offering bribes to these policymakers or regulators so that they turn a blind eye to the abuses enacted by these sportsbook operators. In both ways, the bettors end up bearing the brunt as it is transferred to them by the operators whose goal, of course, is to make a profit (at any cost for some operators).

BitleagueCoin Solution: The BLG Betting platform is the silver bullet for sidelining all forms of regulations, policies, and laws that are unwelcoming to the entire online betting industry. The BLG Betting platform which rides on the blockchain revolution comes into the online betting industry as a next-generation betting platform revolutionizing and transcending the fundamental limitations the sports gaming industry has battles for so long.

The Operator Problem

Deliberate Delay of Payouts: Some traditional betting operators are found to deliberately delay payouts to subtly trick users into canceling the payouts and consider re-staking same funds on a-

nother bet with the hope that user will probably lose out on this next bet.

BitleagueCoin Solution: The scenario mentioned above will not be possible on the BLG betting platform. Powered by smart contracts on the Ethereum blockchain, the BLG betting protocol temporarily holds the wagered funds from bettors and will only disburse them to the bettors' wallet addresses once the outcome of the events are determined and filled.

Unjust Suspension and Closure of Bettors Account: There have been instances where bettors, who, on the verge of winning very high stakes, discover their accounts unfairly suspended and in some instances, closed to prevent them from winning the high payouts. In some cases, bankrupt, greedy, or dubious operators stall bets to buy more time before shutting down the platform unannounced.

BitleagueCoin Solution: BLG Development team can help neither stall nor interfere with bets or bettors' activities. The BLG Platform only provides the decentralized platform on which the betting takes place, hence the tamper-proof, uncompromisable blockchain is the actual referee in the real sense for all betting activities on the BLG betting platform.

Outright Denial of Bettors Funds at the will of Bettor: Some betting operators restrict players from withdrawing deposited funds which have not been staked on any event, thereby making it impossible for users to withdraw their funds should they have any reason to discontinue from placing bets after making deposits.

BitleagueCoin Solution: Because bettors fund their wagers directly from their personal, secured, cryptocurrency wallets, into the smart contract that keeps the funds locked and ready for disbursement, the BLG development team may not access the bettor's funds.

Trust Issues: The problem of users having to trust that traditional betting platforms are transparent, thoroughly fair, and accountable, is an age long problem. These trust issues are even more a-

pparent in the case of online betting where bettors cannot physically access the operator. Bettors' predictions suddenly edited and or altered from admin backend and odds suddenly tampered with to reduce the impending payouts reinforces the need for a more trustworthy system.

BitleagueCoin Solution: Blockchain based systems operate in a trustless environment. The matter of having to trust or not system does not even come into play at all. The smart contracts that power the betting protocol can neither be edited nor tweaked after deployment hence bettors have no reason to be concerned about the above-stated problem.

Betting Network Security: Traditional betting operators work through a centralized network of computers which makes them prone to hacking. These hacks may result in loss of bettors funds, vital information, and privacy.

BitleagueCoin Solution: The Ethereum network on which BLG operates is secure and almost un-hackable. The smart contracts that power the betting cannot even be altered once deployed, not even from the developer end.

The Bettor Problem

Bettors' Anonymity, Safety, Sabotage, and Confidentiality: Most traditional betting operators occupy their time by profiling bettors. Profiling happens so that the operator may profit by releasing the bettors' sensitive information to government officials, or in some cases, other bidders in return for certain favors. In almost all cases a patrons personal information is released to advertising companies without the bettor's prior knowledge or permission.

Bitleague Solution: Powered by smart contracts on the decentralized Ethereum network, the BLG betting platform harnesses the power of decentralized smart contracts which guarantee anonymity for actions that take place across the network. Furthermore, as contained in our privacy policy, in the case where bettors choose to reveal their identities, their confidentiality remains gu-

aranteed.

Legislative limitations on deposits and withdrawals: In some regions, specific legislative actions place limitations on wire transfer amounts through fiat debit/credit cards regarding deposits and withdrawals. Some jurisdictions outrightly ban bettors from making fiat deposits and withdrawals from online betting platforms as well as payouts. Currently, there are no limits on the deposit/withdrawal amounts as is typical of cryptocurrencies.

The Ecosystem Problem

The Absence of an Ecosystem that Blends Cryptocurrency Savvy Bettors and Sports Fans in one Community: Few platforms bring sports fans into the same community with sports and e-gaming bettors. Much more than a platform, Bitleague is a community that complements cryptocurrency users, sports fans, and sports bettors.

Bitleague Solution: BLG Social Hub not only provides an innovative platform that complements cryptocurrency users, sports fans, and sports bettors, but also provides a structure for sports analytics experts and even ‘bookies’ to interact with the community they serve and grow their followers/fans in a social environment in a decentralized ecosystem.

The absence of a System that Independently Rewards Sports Analytics Experts: Do systems exist that provide a platform for sport analytics experts to grow and groom their followers and reward them for their expertise at the same time? No.

Bitleague Solution: BLG Social Hub is a robust system that enables experts in the field of sports analytics to connect with both cryptocurrency and sports betting enthusiasts alike and rewards them for their positive contributions to the ecosystem.

The Absence of Accountability for Self-Proclaimed Experts: Most sports betting experts lie. These experts falsify and inflate their track record in order to bolster credibility for their predictions. C-

urrently, these “experts” get away with these claims because there isn’t a system to hold them accountable

Bitleague Solution: BLG provides a Social Accountability and Hype Filtering solution. This solution aggregates the expertise level of a sports analytics expert based on past predictions, upvotes/downvotes from patrons, and assigns a social reputation ranking to the expert’s profile. Doing so allows both existing and intending followers to be well-informed of the experts’ expertise level and performance records. The algorithm which enables this system to function can filter claims and fake upvotes/downvotes so that both rewards and restraints as well can be reasonably served.

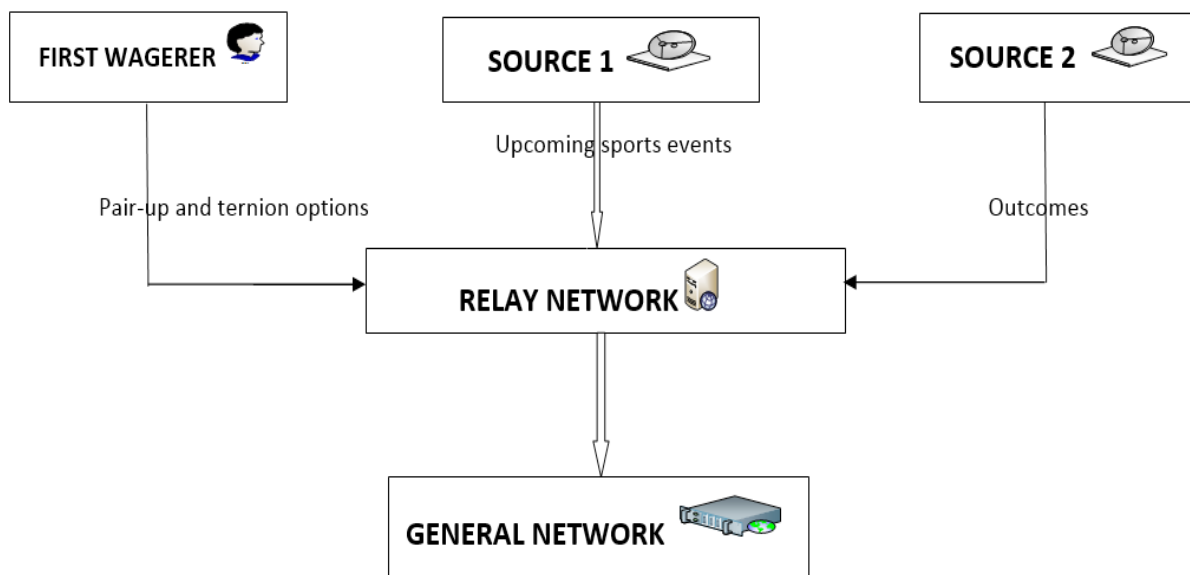
As previously stated, the BLG token is the fuel which powers its ecosystem consisting of a network of products with real market values, this section brings to light the different systems that makes BitleagueCoin a whole.

3.1 Sports Betting Platform

Promising a redefined, user-friendly experience for sports enthusiasts interested in wagering on real-life sporting events, BitleagueCoin brings forth its sports betting platform. BitleagueCoin provides safe and secure participation in a trustless, decentralized environment. The platform hosts several types of betting discussed in future sections of this report.

3.1.1 Features

The Relay Network: A network of technical components which retrieves upcoming sporting event information (and the outcomes of these events) from several sources and relays them to the “general network.” The relay network also plays a crucial role in pairing up participants in the head-to-head betting.



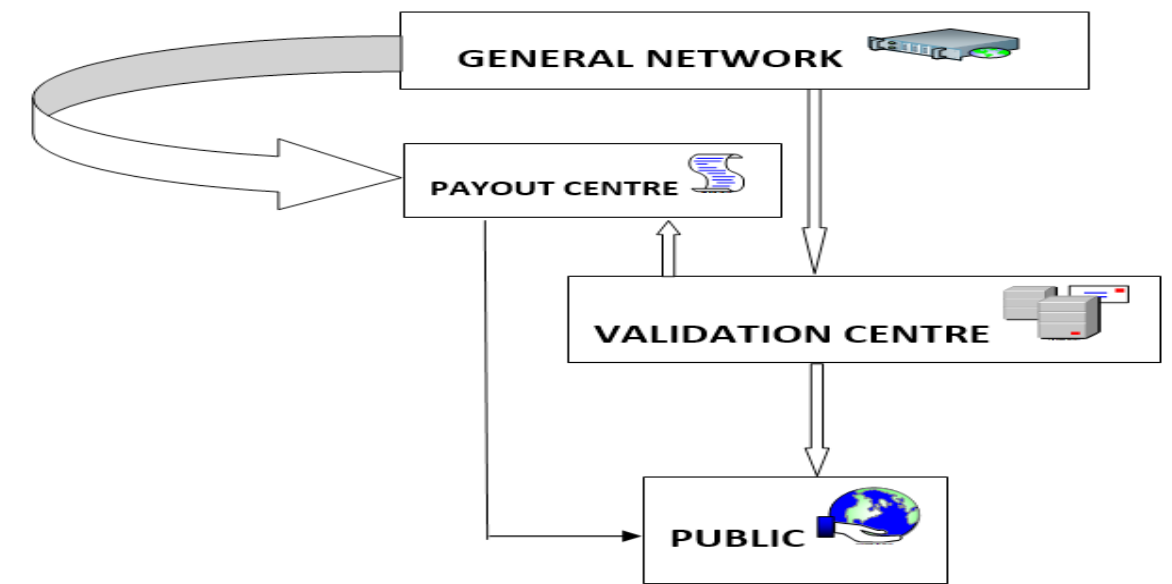
Multi-faceted Betting System: A feature of the betting platform gives the participants freedom

to choose the exact kind of bet. Types of betting include Head-to-head betting, ternion betting, and general betting.

Safe, Secure and Decentralized: BitleagueCoin's betting platform is a trustless system which allows participants to wager in a safe and secure environment while enjoying the platform's transparency, and decentralization. Handled by smart contracts, transactions and pay-outs are tamperproof and irreversible once meeting betting terms and wager requirements.

Privacy: The betting platform embraces privacy and merely requires the pieces of information included in a participant's profile: no identification required.

The General Network: The general network receives information from the relay network which then validates and broadcasts the information to the public. Also, the general network pairs participants, resolves betting outcomes, and executes instant payouts.



Fast Payment System: BLG is the tender of the betting platform and is designed to be a quick and easy solution to seamless and exciting participation. The payment system hosts both internal and

external transfers. The former is seamless and instant and is also without fees as it occurs within the BitleagueCoin's ecosystem. The later has associated fees as the transfer is blockchain-based.

Chat Systems: The betting platform features two different chat systems: a general chat system (troll box), and a private chat system. The former allows anyone to air his or her opinions on sporting events while the latter is for people or groups who are involved in the various kinds of betting (except the general betting).

Commissions: As a way to compensate the participants who actively promote the betting platform, commissions are paid out to every user referred to the system. The commissions accrue as the referred participants place wagers within the system.

“ BitleagueCoin offers a completely decentralized sports betting platform independent of any form of manipulation or foul play ”

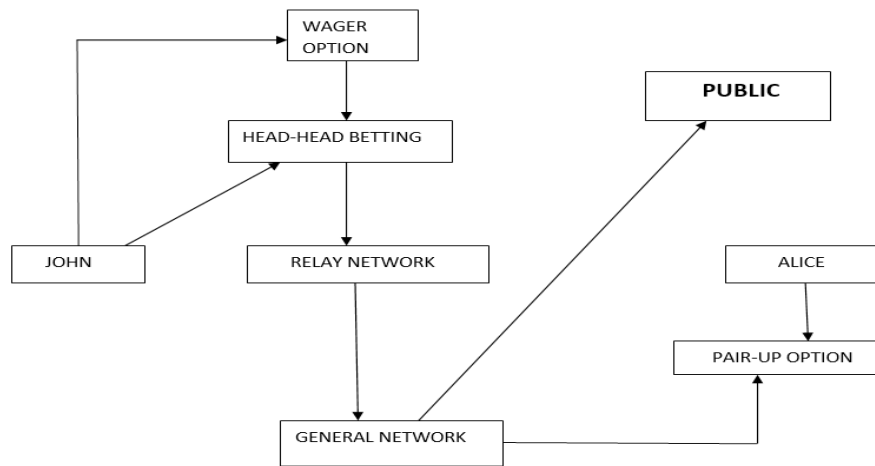


Types of Betting: The betting platform features several betting options. These betting options include head-to-head betting involving two players, ternion betting involving three players, and general betting which involves one player staking against the system. Bettors may be refunded as much as 20% on losses depending on the systems calculated net profit/loss margin.

Head to Head Betting: h2h betting involves two participants. The first participant triggers a “wager” selecting the h2h option and imputing the conditions and stakes for the bet. After a successful selection and placement, the relay network receives the notification and sends it to the general network which in turn broadcasts it to the public. Another participant, who is interested in the terms and stakes of the bet has the option of joining the bet. However, the two participants must not wager on the same outcome. Deducted from the payout of the player who wins the bet, h2h betting attracts a fee of 2%.

Example: If John is interested in the head-to-head betting, he either must join a created wager or create a new one. Let’s assume John creates a new pair. Upon creation (with a 50 BLG stake), the relay network receives the notification and sends it to the general network which makes it public. Alice is notified of a new wager, goes through the conditions, finds them reasonable, and decides to pair up and wager on the opposite outcome with the option of negotiating and adjusting the terms of the wager and outcome with John before placing the bet. When both have agreed, the bet is locked in on the smart contract without the option to cancel or reverse the wager. At the end of the event, the system analyzes the results and automatically pays the winner.

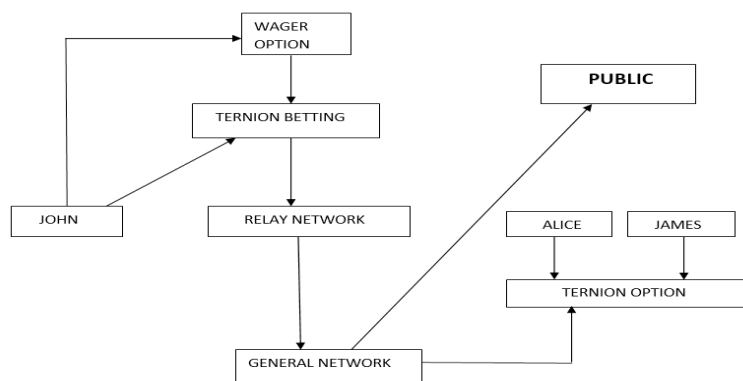
If in the above-stated scenario, John wins the bet, the smart contract pays him his 50 BLG wager and Alice’s 50 BLG wager, making a total of 100 BLG. Alice is left with nothing from the stakes because she lost.



Ternion Betting: Ternion betting involves three or more participants depending on the number of outcomes. The first participant triggers a “Wager” selecting the ternion option and imputing the conditions. After successful selection and placement, the relay network receives the notification and forwards it to the general network which in turn broadcasts it to the public. Other participants, who are interested in the terms and stakes of the bet are welcome to join the bet. However, all participants must not wager on a different outcome. Deducted from the payout of the player who wins the bet, ternion betting attracts a fee of 4%.

Example: If John is interested in the ternion betting, he either has to join in on a created wager or create a new one. Let’s assume John creates a new pair. Upon creation (with say a 50 BLG stake), the relay network receives the notification and sends it to the general network which makes it public. Notified of a new wager, Alice and Jane both go through the conditions, and if reasonable, they pair up and wager on other possible but not same outcomes. Before joining in, Alice and Jane have the option of discussing and proposing an adjustment of the terms of the wager with John. If they all agree, the bet is locked in on the smart contract without the option of cancellation or reversal. At the end of the event, the system analyses the results and automatically pays the winner of the bet.

If in the above-stated scenario John wins the bet, the smart contract pays him all funds wagered on the bet which would include his 50 BLG wager, Alice’ 50 BLG wager, and Jane’s 50 BLG wager, making a total of 150 BLG. Alice and Jane are left with nothing from the stakes because they both lost.



General Betting (peerless betting): This is a peerless betting, which employs an absolute “odd betting” system. In every sports event, there are three possible outcomes (win, loss, or draw). On BitleagueCoin’s betting platform, the participants can bet on any of these outcomes, taking the odds (in connection with the payouts) of the events into consideration.

Example: John is interested in placing a bet on a football event, Chelsea vs. Arsenal, and the outcomes of the event are:

- Win (Chelsea wins) - 2 odds
- Draw - 3 odds
- Loss (Chelsea loses) – 2 odds

If John placed a bet on the first outcome (Chelsea wins), with 10BLG, and the game ended in Chelsea winning (2-0), he would win the bet. Paid automatically, John would receive his bet multiplied by the odds of the event. Simply put, John’s reward is equivalent to 20BLG ($10 * 2$). However, If John placed a bet on the first outcome (Chelsea wins), with 10 BLG, but the game ended in Chelsea losing (0-2), John would lose the bet. However, the loss is subject to mitigation by the refund policy discussed in this sub-section.

Also, If John placed a bet on the first outcome (Chelsea wins), with 10BLG, but the game ended in a draw (2-2), he would lose the bet. The loss is subject to mitigation by the refund policy as well.

3.1.3 Refund Policy

Refund Policy: When a bettor sustains a loss equaling 70% or more of total funds wagered during a calendar week, BitleagueCoin will refund as much as 20% of the bettors’ weekly loss. The BitleagueCoin betting platform AI tracks continuously and records the number of games played, won, and lost by each player and on a weekly basis, performs an audit of both the profits and losses of those who have placed wagers.

System Calculated Profit & Loss Margin (SCPLM): The SCPLM is a tool that continuously moni

tors the profits and losses the system experiences against the wins and losses of its players. At the end of every week, the SCPLM tool calculates the total amount of profits and losses by the BitleagueCoin betting system and that balance would be used to determine if, and by what percent, bettors will receive a refund on their losses. The system is designed to share up to 20% of profits made by the BitleagueCoin betting system amongst bettors that sustain losses of 70% or more.

Example:

John places a bet of 200 BLG on Monday and loses it all to the system. On Tuesday, he places another bet of 200 BLG and subsequently loses that wager to the system as well. However, on Wednesday, he places a bet of 400 BLG on a 3.0 odd and wins an additional 800 BLG to his original stake of 400 BLG making a total of 1200 BLG.

Jane places a bet of 200 BLG on Monday and loses it all to the system. On Tuesday, she places another bet of 200 BLG and subsequently loses that wager to the system as well. However, on Wednesday, she places a bet of 200 BLG on a 2.0 odd and wins an additional 200 BLG to her original stake of 200 BLG making a total of 400 BLG.

At the end of the week

- John would get no refund on his losses because he closed the week with a profit 400 BLG.
- Jane would get no refund on her losses because she closed the week with a loss of 200 BLG which is only a 33.33% loss of her total stake making her ineligible for a refund which occurs at a loss of more than 70% on the week.
- According to the SCPLM for the week under review, the system encountered a loss of 400 BLG, and hence no participant would be eligible for a refund.

Example 2

John places a bet of 300 BLG on Monday and loses it all to the system. On Tuesday, he places another bet of 400 BLG and subsequently loses that wager to the system as well, On Wednesday, John places another bet of 100 BLG and loses again. During the week in question, John has lost 100% of all wagers placed for a total of 800 BLG.

Jane places a bet of 300 BLG on Monday and loses it all to the system. On Tuesday, she places another bet of 400 BLG and subsequently loses that wager to the system as well. However, on Wednesday, Jane places a bet of 100 BLG on a 2.0 odd and wins an additional 100 BLG to her original stake of 100 BLG making a total of 200 BLG.

At the end of the week

- John would receive a refund of up to 20% on his losses because he closed the week with a loss of 800 BLG which is a 100% loss of his stake which qualifies for a refund.
- Jane would get a refund of up to 20% on her losses because she closed the week with a loss of 500 BLG which is a 71.4% loss of her total stake which qualifies for a refund.
- According to the SCPLM for the week under review, the system made a profit of 1300 BLG and hence participants that incurred up to 70% losses are eligible for a refund.

With verified merchants from around the world, BitleagueCoin offers a one-stop e-commerce platform dedicated to the sports industry. With the option to pay for goods and services with BLG and other select cryptocurrencies, the BitleagueCoin e-shop operates with the most advanced technologies in the e-commerce space. BitleagueCoin e-shop smart contract payment system ensures the safety, speed, and certainty of transactions.

Example: When Ethan, a buyer, places an order through an approved vendors page in the BitleagueCoin eshop, the eshop notifies the vendor that they have a buyer for a specific product. Simultaneously, the eshop's smart contract system temporarily holds Ethan's payment until specific conditions trigger its disbursement to the vendor. Similarly, if conditions cannot be satisfied, the eshop smart contracting system will issue a refund to Ethan's account. Bitleaguecoin nor associated vendors may access or modify these smart contracts or the accounts.

During the delivery process, Ethan may track his package using a tracking code and may elect to receive notification updates concerning the whereabouts of his package. The payment held by the smart contract for Ethan's order is immediately transferred to the vendor the moment the item is delivered successfully. By so doing, the vendor receives Ethan's funds only after a successful delivery of goods. This payment method goes a long way to increase a client's confidence in the eshop's services and makes online shopping more attractive as well as reinforces trust within the community. Also, where applicable, package return and or insurance policies are utilized for maximum satisfaction of buyers on the BitleagueCoin eshop platform.

BitleagueCoin e-shop offers a leading marketplace bringing together sports lovers, cryptocurrency enthusiasts, and the world's top athletic designers, ticket vendors, as well as clothing and equipment retailers and manufacturers



The BitleagueCoin e-shop platform also enables merchants to collect VAT and effectively manage client orders from the admin back-end API provided to our registered, certified, and KYC/AML policy compliant merchants. In addition to mainstream sports shops, we shall continually expand our list of verified merchants by sourcing merchants within the BitleagueCoin community and BLG Social Hub. Such merchants must not only be following our KYC/AML policies but also have good endorsement ratings from within the BitleagueCoin Social Hub community.

Meeting the strict standards and requirements set forth by BitleagueCoin can be a challenge for some of the small-scale merchants and vendors within our community. For this reason, the BitleagueCoin team shall offer an exclusive consultancy service to assist such vendors. This service will include the formation of partnerships with major sports apparel and equipment manufacturers/dealers and facilitate the processes for full penetration into the international market place.

BitleagueCoin Hub: A decentralized social network, blog, and forum, BitleagueCoin hub brings together sports and cryptocurrency enthusiasts. BitleagueCoin hub provides a platform where participants are rewarded for original and useful content in both the sporting and cryptocurrency space. The hub also provides participants an opportunity to interact with other individuals to obtain a clearer picture of the general sentiment in both the sporting and cryptocurrency space. BitleagueCoin hub is the “Goal.com-Facebook-Steem” of the Sporting industry.

Sports Section: Here, hot, trending events in the sporting world are open for discussion. Ranging from analysis to predictions of upcoming sporting events, members have the option to upvote or downvote their favorite analysis and forecast. Subsequently, our social accountability and touting filtering algorithm assigns social reputation scores in sync with his/her past performance records and expertise level. Doing so forms the basis for either rewarding or restraining members as they engage in providing expert analysis and forecasts on the BLG social hub. Profiled and continuously showcased, top trending contributors and Experts have their achievements published and celebrated. Awards and badges of social reputation are duly given making BLG social hub a platform for experts and even newcomers to build a fanbase in a decentralized social environment and get rewarded for doing so.

Cryptocurrency Section: Part of Bitleaguecoin’s vision is to build a formidable community of cryptocurrency enthusiasts from around the world. The community is both nurtured and delivered at the BLG Social Hub where discussions, analysis, and trade signals on cryptocurrencies are not only entertained but also rewarded when necessary. Welcomed are topics ranging from major events in the cryptocurrency space, technical and fundamental analysis, offerings and critiques.





BLG Pay consists of a Prepaid Card and a mobile wallet which offers BLG holders secure point-of-sale access to worldwide retailers, global ATM networks and purchase protection on every transaction. Our near-to-be-sealed partnership with existing payment networks would give BLG Pay users access to over 24million merchant locations. This number would increase as we

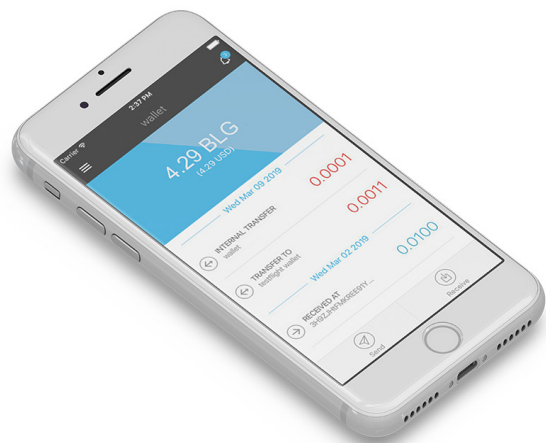
BitleagueCoin Pay

BitleagueCoin would be integrated with choice cryptocurrency-to-fiat payment processors in sync with

all our merchants and vendors.

Bitleaguecoin would then be spendable, all around the world, via debit cards, ATMs and POS channels upon successful integration.

secure further partnerships with both cryptocurrency and card payment processors. This service is immediately implemented into our network of BLG e-Shop merchants worldwide and eventually implemented on the network of global ATM, card payments, and cryptocurrency payments processing networks once the partnership deals are sealed and running.



Bitcoin and most other cryptocurrencies embrace a system of coin distribution that rewards a few individuals set amount of coins upon finding a new block. Although this is arguably a technically safe method of coin distribution, some argue that it is biased as, over time, the cost of mining becomes increasingly expensive and exclusive to those who can afford the ever-increasing cost of acquiring mining equipment.

BitleagueCoin brings a new and thoughtful idea into the cryptocurrency space with her block reward distribution staking. A mechanism where not the rich but the passionate community member with the visual appeal, love, passion, and knowledge in sporting events have a shot at claiming a share of our block reward emissions at no cost, so long as participants meet specific preset conditions.

The BLG block reward distribution staking would involve staking some tokens on specific earmarked weekly sports event by predicting the outcome of that event. Participants whose predictions turn out correct would partake in the proportionate sharing of the weekly block reward emissions and their staked tokens reimbursed in full. Participants whose predictions turned out wrong would have their staked tokens refunded in full after the event outcome.

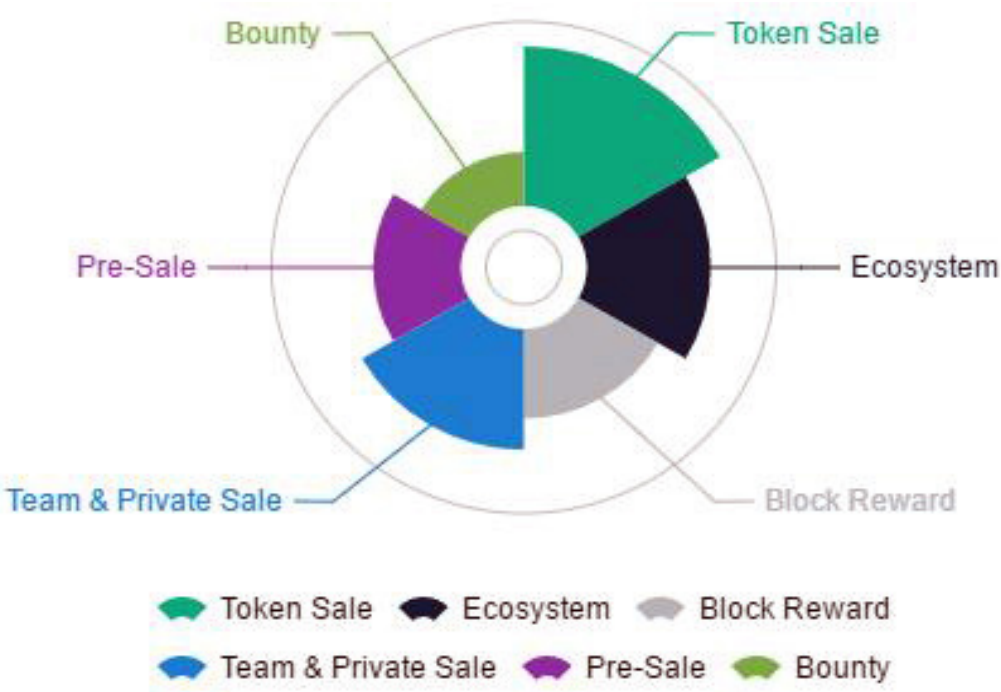
(Note: Participant's quota of reward would vary depending on how many participants predicted correctly. Hence, if 50 participants predict correctly, the reward is proportionately distributed amongst the 50 participants).

A total of 300,000,000 Bitleaguecoin will ever be created and allocated as follows:

- 35% (105,000,000) Token Sale
- 20% (60,000,000) Escrowed for Ecosystem
- 15% (45,000,000) Escrowed for Team
- 11% (33,000,000) Block Reward Staking
- 10% (30,000,000) Pre-sale
- 5% (15,000,000) Private sale
- 4% (12,000,000) Bounty

COIN INFORMATION

Name: BitleagueCoin
 Ticker: BLG
 Decimal Places: 8
 Total Supply: 300,000,000
 Private Sale: 15,000,000
 Pre-Sale: 30,000,000
 Token Sale: 105,000,000
 ERC 20 Token: Yes



Participants contribution to the BitleagueCoin token sale would ensure that BitleagueCoin builds the most robust community of sports enthusiasts and revolutionize the way the sports, gaming, and betting industry operates while projecting BitleagueCoin as the cryptocurrency of choice used in exchange for sports merchandise, betting-related, and ancillary services the world over. The funds raised during the token sale would be used to develop the BitleagueCoin ecosystem further, strengthen compliance with regional regulatory frameworks and engage in aggressive and large-scale marketing campaigns to ensure that BitleagueCoin reaches as much audience as possible. These efforts will inturn establish BITLEAGUECOIN as the leading service for secure online betting, e-commerce, social networking, and media.

The BLG token sale involves the issuance of digital utility tokens. BLG tokens are utility tokens and are required for the use of service within the BITLEAGUECOIN ecosystem. Within existing legal and regulatory frameworks its functionality determines the legal status of the token in the eyes of regulatory authorities and, more specifically, determine whether it is considered as a security.

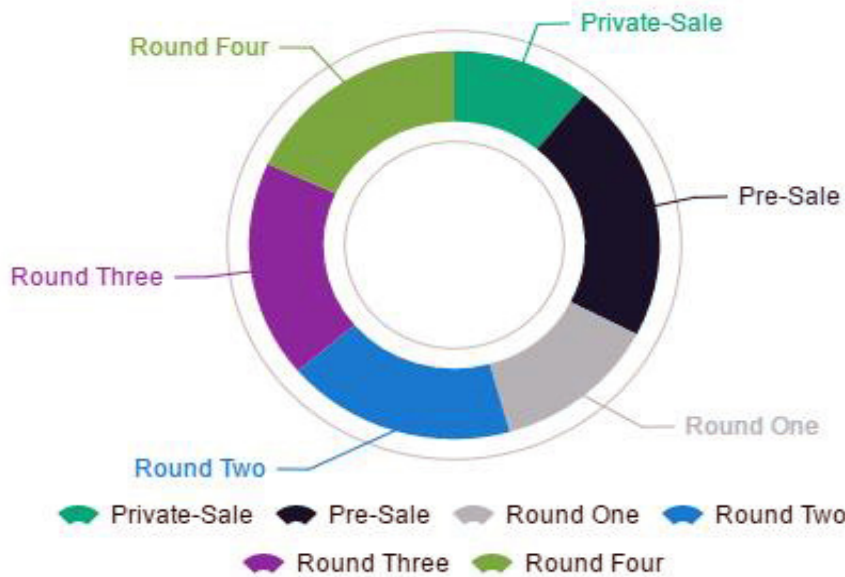
If representing ownership in a company, the right in sharing of a company's profits, or if it is a unit in a collective investment scheme or arrangement, it is likely a token's classification as security cannot be avoided despite existing differences between various jurisdictions. As these characteristics explicitly do NOT apply to the BLG token it has the status of a true utility token, and as such solely represents a voucher used by customers to access the services of BITLEAGUECOIN with a basic version of BITLEAGUECOIN ready for use at the time of the token sale.

The BitleagueCoin Pre-Sale is projected to start towards the fourth quarter of 2018 and would run for a maximum of 5 weeks or lesser if pre-sale tokens are sold out. A total of 30,000,000 BitleagueCoin are to be sold during the pre-sale. The BitleagueCoin main Token Sale would tentatively hold four weeks after the end of pre-sale. An exact date will be announced after the pre-sale. Specific modalities have been put in place to ensure a fair and even distribution of BitleagueCoin to interested participants globally.

A total of 105,000,000 BitleagueCoin will be sold during the main Token Sale in four different rounds with a bonus structure that would reward participants progressively based on time of participation (early backers get a more bonus).

Token Sale Information

- Pre-Sale Start Date: TBA
- Token Sale Start Date: TBA
- Token Price: 1 ETH = 2500 BLG
- Token Sale Soft-Cap: 5,000 ETH
- Token Sale Hard Cap: 49,000 ETH
- Bonus: Starting at 20%



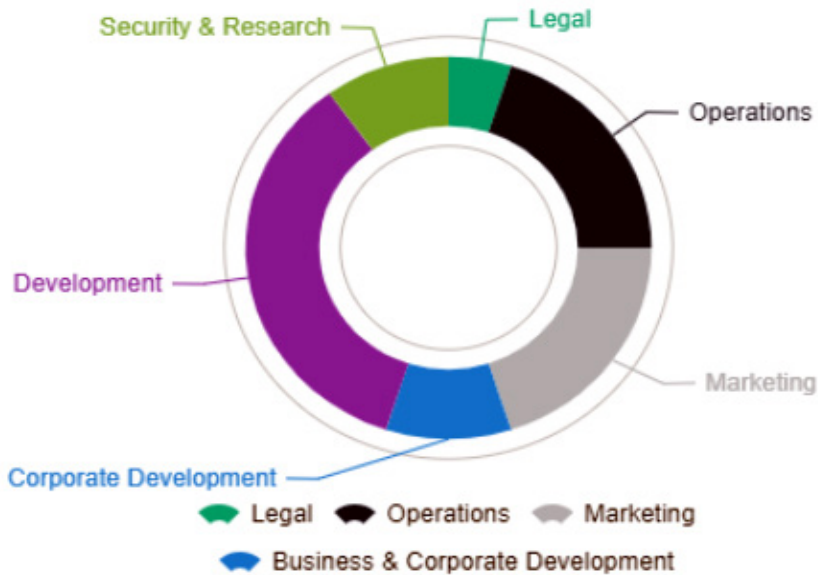
Our private sale window will open immediately with limited slots to individual investors, developers, game providers, sports bookies, social media influencers, e-shop operators, sport tickets vendors, sporting equipment and clothing manufactures, etc. who firmly believe in our project and want to be partners.

Please go through our whitepaper and send us a message to partner@bitleaguecoin.com indicating your interest and how you intend to partner with us.

Token Sale Milestones and Contingencies

The BitleagueCoin project is made up of individual systems (Betting, E-shop, Hub and Payment system) which make up the BitleagueCoin Ecosystem and as such funding milestones secure the development of the features in the BitleagueCoin roadmap. With the completion of Round 1, BitleagueCoin would issue tokens and ensure the completion of the BitleagueCoin Hub. Comple-

tion of Round 3 guarantees the BitleagueCoin Betting platform. Completion of Round four would fund the BitleagueCoin E-shop and Payment systems respectively.



Token Sale Information

Platform Development: 35%

Operations: 20%

Marketing: 20%

Security & Research: 10%

Business & Corporate Development: 10%

Legal: 5%

Bounty

4% of BitleagueCoin's total supply has been set aside for the bounty campaign program. The bounty campaign program is one of the tools for introducing and promoting the BLG project and Token sale to the general public. It involves promoting the project through performing some basic tasks and earning some portion of the BLG set aside for the bounty campaign as a reward.

Everyone is welcome to be a part of this program and can take part by going to the bounty section of the Token Sale web page. Individuals are asked to share posts on social media, blockchain forums, and blogs. Special tasks for developers, tech-savvy participants, social media influencers and marketing/business development/public relations experts are available as well

- Special Task Bounties – 30%
- Social Media & Blockchain Forums Bounties – 70%



The above roadmap shows our primary milestones and the order in which we will accomplish them but this process will largely depend on market forces, regulatory environment, partnerships and feedback from our community. These factors could alter the order at which these milestones are executed. We always keep in touch with our community and provide updates on our progress towards achieving the milestones.

BitleagueCoin is not just some online betting platform. BitleagueCoin is a complete ecosystem comprising a vast community of cryptocurrency users, sports fans, bettors, top/upcoming sporting clothing and equipment brands, online shoppers, complete e-commerce solutions, crypto-sport bettors social media hub, cryptocurrency to fiat payment processing solutions, etc. all fused and delivered as a complete package.

Our blockchain based online betting system in a decentralized environment is the silver bullet against all forms of unfair policies and unjust regulations against sports betting in some regions. The deployment of smart contracts to power the wagering and payout systems solves the problem of various abuses sometimes carried out by traditional betting operators and reinforces the bettors overall trust in the system.

BLG social hub unites cryptocurrency users, sports fans, and bettors in one community where they can relate, add value, and even get rewarded for providing leadership, expert betting advice, and crypto trading signals to community members.

BLG e-shop seeks to become the one-stop e-shop for world leading brands in the sports industry as well as an e-commerce platform that facilitates export trades for manufacturers of sporting equipment and clothing.

BLG Pay aims to offer a solution to the long-standing problem of users being able to make daily, real-life uses of cryptocurrencies for debit card and point of sale purchases. Also, BLG Pay will make it possible to use cryptocurrency as a means of payment for goods and services by providing cash liquidity pools of chosen fiat currencies in partnership with selected payment processors and a global variety of merchants.

BitleagueCoin is the revolution that will move the sport industry a step above the problems that have limited it for so long by presenting next-generation solutions to online sports betting, sporting brands export trades, cryptocurrency use cases in sporting circles, sports fan base community engagement, and loyalty rewards programme.

This document and any other documents published in association with this white paper relate to a potential token offering to persons (contributors) in respect of the intended development and use of the BitleagueCoin ecosystem by various participants. this document does not constitute an offer of securities or a promotion, invitation or solicitation for investment purposes. the terms of the contribution are not intended to be a financial services offering document or a prospectus. the BLG token offering involves and relates to the development and use of experimental software and technologies that may not come to fruition or achieve the objectives specified in this white paper.

The purchase of BLG tokens represents a high risk to any contributors. BLG tokens do not represent equity, shares, units, royalties or rights to capital, profit or income in the network ecosystem or software or in the entity that issues BLG tokens or any other company or intellectual property associated with the BitleagueCoin network or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction. the BLG token is not therefore intended to represent a security interest.

Although BitleagueCoin has made every effort to ensure that all data contained herein (whitepaper) and on website (bitleaguecoin.com) are, to the best of BitleagueCoin's knowledge, accurate, relevant and current, the proposed document does not replace consultations with the specialists. BitleagueCoin does not guarantee or assume any legal responsibility arising from or related to the accuracy, reliability, relevance or completeness of any material contained in this document (whitepaper), any other associated document, and on website (bitleaguecoin.com). So also BitleagueCoin reserves the rights to edit, modify and change the contents of this white paper as future versions are released.

All warranties are expressly disclaimed, including, but not limited to, warranties of merchantability, fitness for a particular purpose, title or non-infringement. BITLEAGUECOIN or its affiliates will under no circumstances be liable for damages of any kind (including, but not limited to, direct, indirect, consequential, incidental, special or punitive damages, including loss of profits, revenues, lost business or loss of use of products) resulting from or linked to the use, reference to, or reliance on information contained herein. The general exclusion of liability extends to, but is not limited to,

any token holder, user, person, entity, partners, partner's customer or end-users and remains unaffected by claims of breach of contract, negligence, strict liability in tort or other legal or equitable actions.

By taking part in the BITLEAGUECOIN token sale the user acknowledges the following:

- BITLEAGUECOIN token are not an investment, a currency, stock, shares, rights, options or derivatives and do not represent units or holdings in a collective investment scheme including an investment fund, units in a business trust, derivatives of units in a business trust or any other security or type of security and they are not registered with any government entity as a security or have characteristics typically associated with securities. BITLEAGUECOIN token holders do not receive profits, income, interests, rights, ownership, title, payments or other forms of returns or benefits from BITLEAGUECOIN or any associated property, for the acquisition, transfer, holding, management or disposal of BITLEAGUECOIN tokens.*
- This white paper does not represent or form an offer, solicitation, opinion or advice by the distributor and/or vendor of the BITLEAGUECOIN tokens to buy, hold or sell BITLEAGUECOIN tokens. This white paper or any part of it or its presentation shall not form the basis for any contract or investment decision.*
- There is no guarantee that BITLEAGUECOIN tokens will increase in value. BITLEAGUECOIN tokens might at any point decrease in price, even significantly, as a result of unforeseen events, events beyond the control of the developers or due to force majeure circumstances. There is no private or public insurance on funds collected in the initial token sale. All persons and parties involved in the purchase of BITLEAGUECOIN tokens do so at their own risk.*
- While the developers intend to realize the BITLEAGUECOIN project as described in this white paper, some or all of its aspects, objectives and plans stated in this document may need revisions due to unforeseen circumstances.*

- *The entirety of forward-looking statements, including but not limited to statements in regard to BITLEAGUECOIN's and the distributor's plans, future developments, investments, revenues, profitability, industry trends and regulatory trends, are solely predictions involving various known and unknown risks, uncertainties and depend on complex factors. Therefore, future reality may significantly differ from the statements expressed or implied in this document.*
- Blockchain technology's legal status, regulation, control and supervision are subject to regulatory bodies and government agencies on a national level. The user acknowledges that regulatory changes and legal restrictions concerning the use, acquisition, sale or possession of digital tokens such as the BITLEAGUECOIN token, could potentially affect, limit or prevent the functionality of BITLEAGUECOIN and/or the use of BITLEAGUECOIN tokens.
- As BITLEAGUECOIN tokens will be issued on the Ethereum Blockchain, Ethereum protocol failure or malfunctioning could affect the trading of BITLEAGUECOIN tokens.
- Citizens, residents or green card holders of the United States of America, China and South Korea are excluded from purchasing BITLEAGUECOIN tokens during BITLEAGUECOIN's initial token sale.
- The user hereby declares that he/she possesses the required level of understanding and knowledge of underlying mechanisms, characteristics, functionality, technology, storage and use of Blockchain technology, cryptocurrencies and smart contract technology.
- The user agrees and acknowledges that BITLEAGUECOIN and the distributor have no liability whatsoever for any form of direct or indirect loss of, including but are not limited to, revenue, income, profits, investments, use or data occurred in context or as a result from his/her participation in the initial token sale or based on his actions after having read this white paper.

- *As part of the Know Your Customer procedure (KYC) and Anti-Money Laundering compliance (AML), the Participants will have to provide BITLEAGUECOIN with the documents and/or information requested as a part of KYC/AML compliance check.*



bitleaguecoin.com

contact@bitleaguecoin.com