

**bet your  
buddies,  
not your  
bookie**

***the world's  
first p2p crypto  
betting app***

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## **executive summary**

Balooga.Bet is the world's first Peer To Peer (P2P), social, crypto betting application. It's a place where you bet your buddies and other bettor's from around the world, rather than betting the bookies.

We are disrupting the betting landscape in three primary ways:

- 01.** Peer To Peer (P2P) rather than centralized (sportsbook) model
- 02.** Crypto-Based Application – We utilize smart contracts and blockchain to facilitate bets. Connect your crypto wallet to play.
- 03.** Increasing the Social Component/Gamification of betting – We're turning sports betting from a solitary activity to a social one, and increasing the gamification/fun of betting with others.

Our native coin will be BaloogaBux (BBX), and is built with deflationary considerations and mechanisms baked in. Additionally, we'll be incentivizing the use of BBX within the app by taking less of a cut from bets made with BBX. This will increase the demand for BBX.

BBX Tokenomics have been engineered for long term sustainability and project legitimacy.



## **business ideologies**

What problems are we solving?

- 01.** Harder and harder to beat the bookies – They're increasing their win likelihood (margin), and taking too much of a cut. (10%)
- 02.** Sports-Betting is traditionally a deeply solitary activity. We seek to increase the social component of betting through social media integration and gamification tactics.

### **big hairy audacious goal (bhag)**

Floyd Mayweather makes a bet on Balooga.Bet, and shares it to his socials.

### **purpose**

To turn sports betting from a very solitary experience to a social one.

### **mission**

To build the greatest Web3 (blockchain) betting platform in the world.

# **balooga.bet benefits**

**p2p**

**crypto  
– based**



**gamification  
social sports betting  
create event**



# benefits / p2p



- 01.** Bet your buddies, not your bookies!
- 02.** Take one side of a bet
- 03.** See who you're betting against!



# benefits / crypto-based



- 01.** Bet with ETHEREUM (ETH), Stablecoins, or BALOOGA BUX (BBX)
- 02.** BBX is an ERC-20 coin on the Base network.
- 03.** Low Gas/Transaction Fees: The Base network's gas fees typically range from \$0.0005 to \$0.2.

# benefits / social & gamification



- 01.** See where you rank globally, or within friend groups
- 02.** Sort by each column statistical category
- 03.** View the Profiles of everyone and their advanced statistics.

# create an event

Golfing with your buddies? A fight card for a smaller fight league? No problem! Create the event and determine how much you make from each bet.



**1** **2** **3** **4** **5**

**Create your event** < Back

**Event title**

**Type of event**  
Mixed Art Fighting

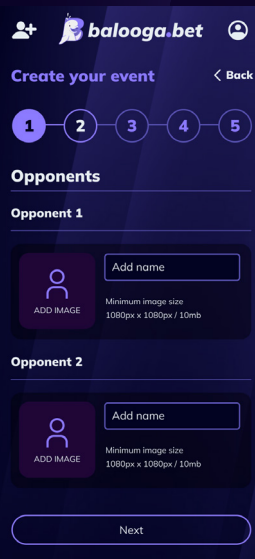
**Event name**  
Loserico (Mexico) vs. Victorio (Argentina)

**Date**  
November 15, 2024

**Time**  
7:30 PM

**Time zone**  
EST

Next



**1** **2** **3** **4** **5**

**Create your event** < Back

**Opponents**

**Opponent 1**

Add name

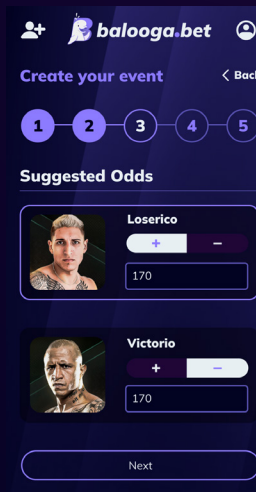
ADD IMAGE Minimum image size 1080px x 1080px / 10mb

**Opponent 2**

Add name

ADD IMAGE Minimum image size 1080px x 1080px / 10mb

Next



**1** **2** **3** **4** **5**

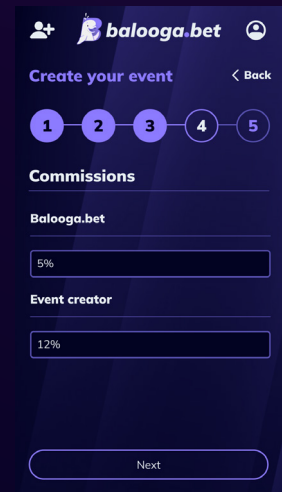
**Create your event** < Back

**Suggested Odds**

**Loserico**  
+ 170 -

**Victorio**  
+ 170 -

Next



**1** **2** **3** **4** **5**

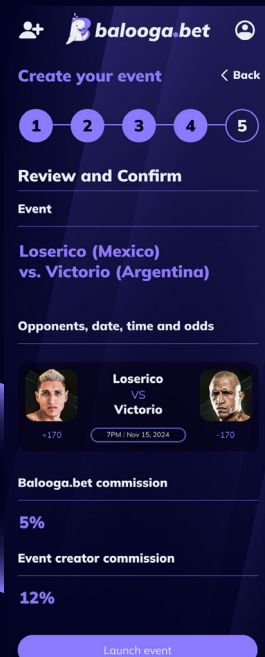
**Create your event** < Back

**Commissions**

**Balooga.bet**  
5%

**Event creator**  
12%

Next



**1** **2** **3** **4** **5**

**Create your event** < Back

**Review and Confirm**

**Event**  
Loserico (Mexico) vs. Victorio (Argentina)

**Opponents, date, time and odds**

Loserico +170 vs Victorio -170  
7PM / Nov 15, 2024

**Balooga.bet commission**  
5%

**Event creator commission**  
12%

Launch event



**1** **2** **3** **4** **5**

**Create your event** < Back

**Event QR Code**

Download

Share

- 01.** Choose event type/ date/time
- 02.** Upload possible event outcomes
- 03.** Choose the market "suggested" odds
- 04.** How much commission will you make?
- 05.** Confirm event details
- 06.** Generate event QR Code

# tokenomics



<b>Allocations</b>		<b>Cliff (Mo.)</b>	<b>Vesting (Mo.)</b>
OG Sale	<b>2.5%</b>	<b>6</b>	<b>12</b>
Private Sale	<b>8%</b>	<b>0</b>	<b>0</b>
Public	<b>12.5%</b>	<b>0</b>	<b>0</b>
Marketing	<b>10%</b>	<b>3</b>	<b>24</b>
Development	<b>10%</b>	<b>3</b>	<b>24</b>
Team	<b>12%</b>	<b>9</b>	<b>36</b>
DEX Liquidity	<b>5%</b>	<b>0</b>	<b>3</b>
CEX Listing	<b>9%</b>	<b>0</b>	<b>6</b>
Growth incentives	<b>10%</b>	<b>0</b>	<b>6</b>
Treasury	<b>15%</b>	<b>0</b>	<b>60</b>
Staking	<b>6%</b>	<b>5</b>	<b>12</b>

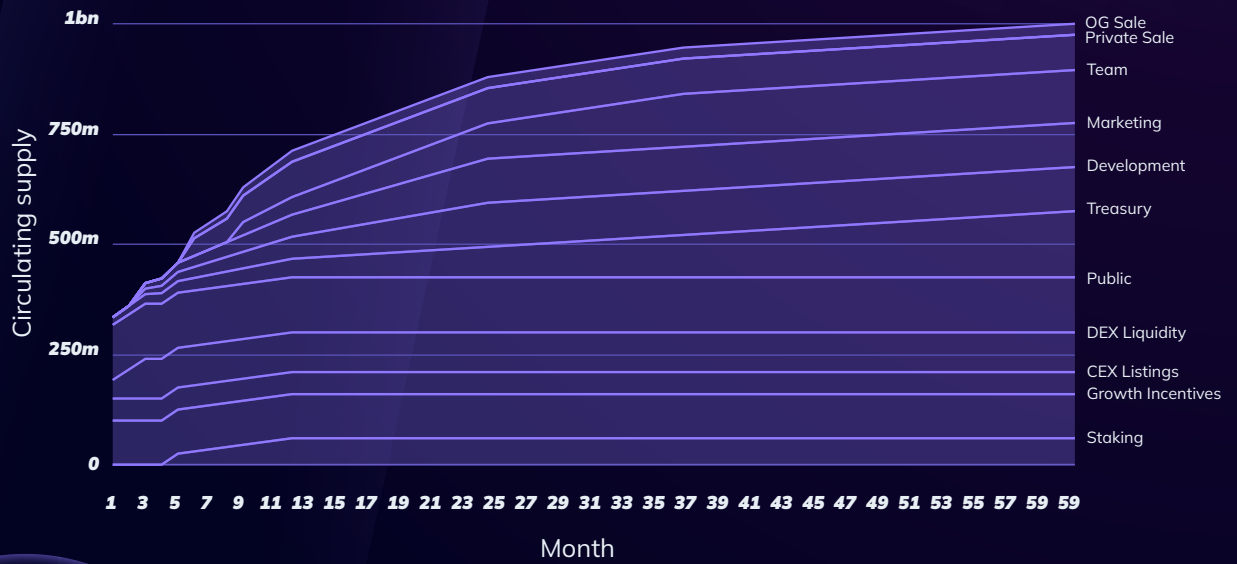
# the raise

	<b>Equity (10%) + Allocation</b>	<b>OG BBX Sale</b>	<b>Private Sale</b>	<b>Public Sale</b>
Amount Raised	<b>\$125,000</b>	<b>\$50,000</b>	<b>\$240,000</b>	<b>\$500,000</b>
Equity Given	<b>10%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
BBX Tokens Allocated or Sold	<b>12,000,000</b>	<b>25,000,000</b>	<b>80,000,000</b>	<b>125,000,000</b>
Valuation (Market Cap)	<b>1,250,000</b>	<b>2,000,000</b>	<b>3,000,000</b>	<b>4,000,000</b>
BBX Price	—	<b>0.00200</b>	<b>0.00300</b>	<b>0.00400</b>
Cliff (Months)	<b>9</b>	<b>6</b>	<b>0</b>	<b>0</b>
Vesting Period (Months)	<b>36</b>	<b>12</b>	<b>0</b>	<b>0</b>

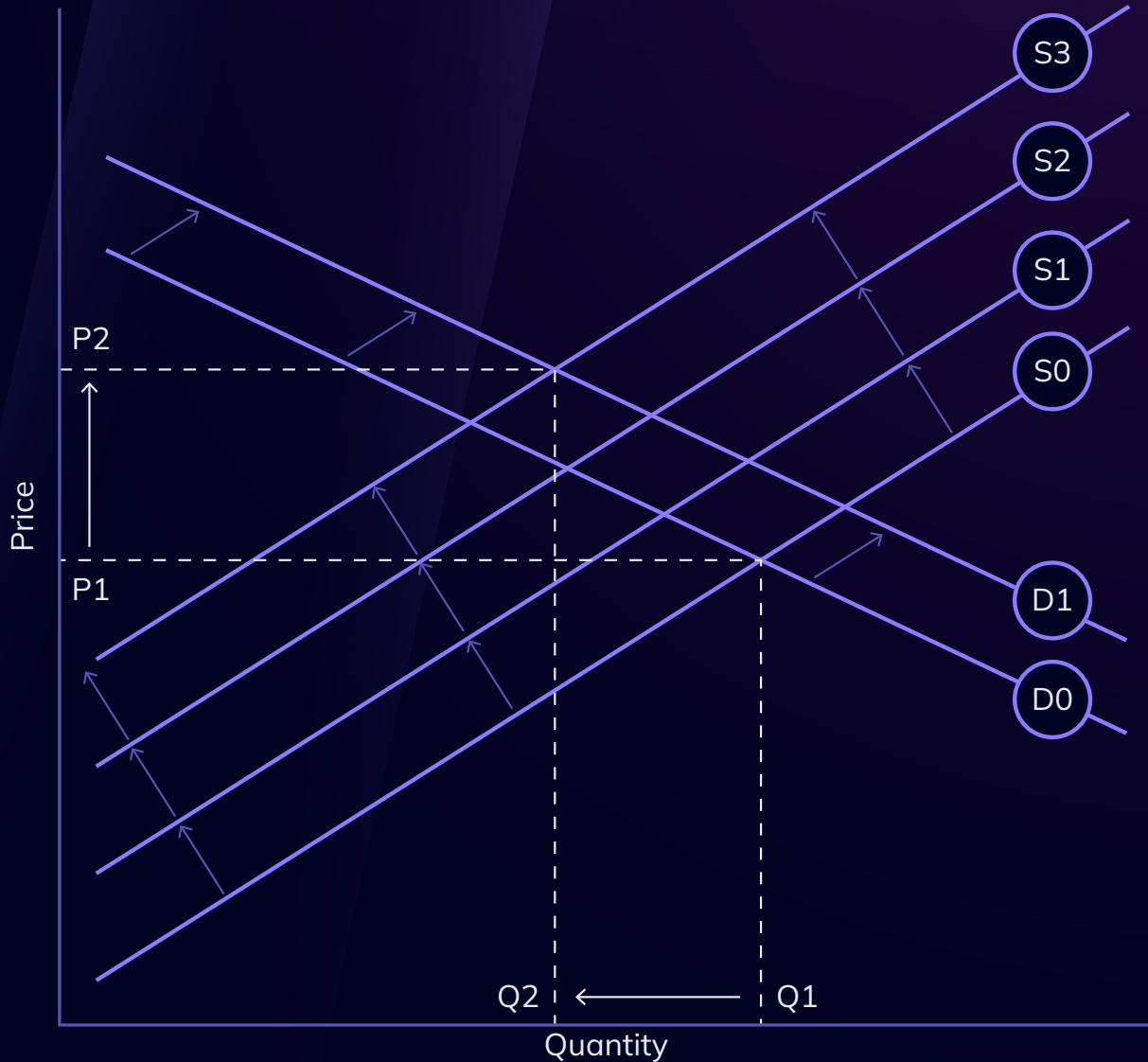


# tokenomics

## token vesting schedule



# supply & demand tactics



## supply side shifts

- S1** Buy Backs and Quarterly Burns
- S2** Rewards and Redistribution back to owners
- S3** Transactional Burns

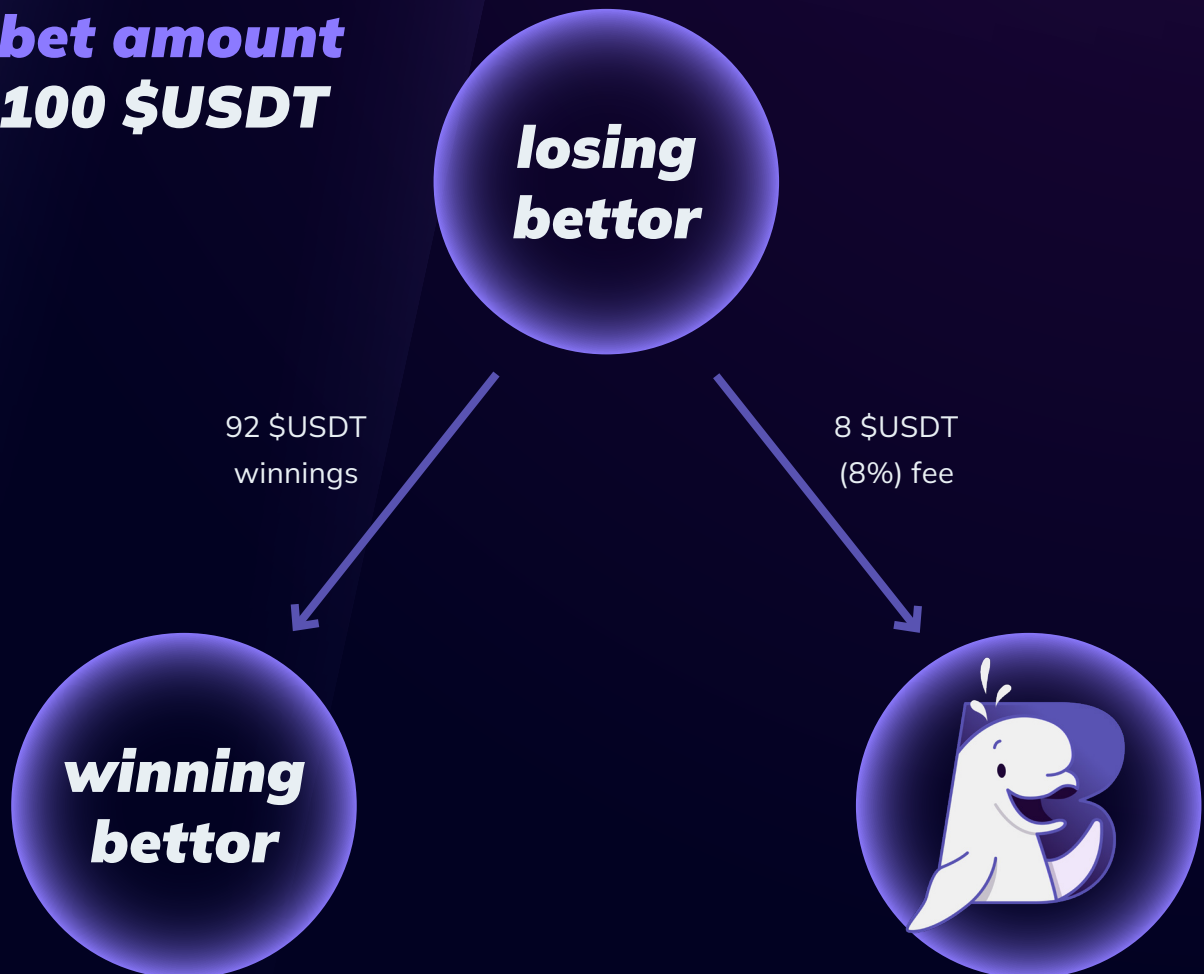
## demand side shifts

- D1** Desire to bet with BBX, to lower transaction/bet cost

# **bet fee structure**

## **bet with \$ETH or \$USDT**

**bet amount**  
**100 \$USDT**

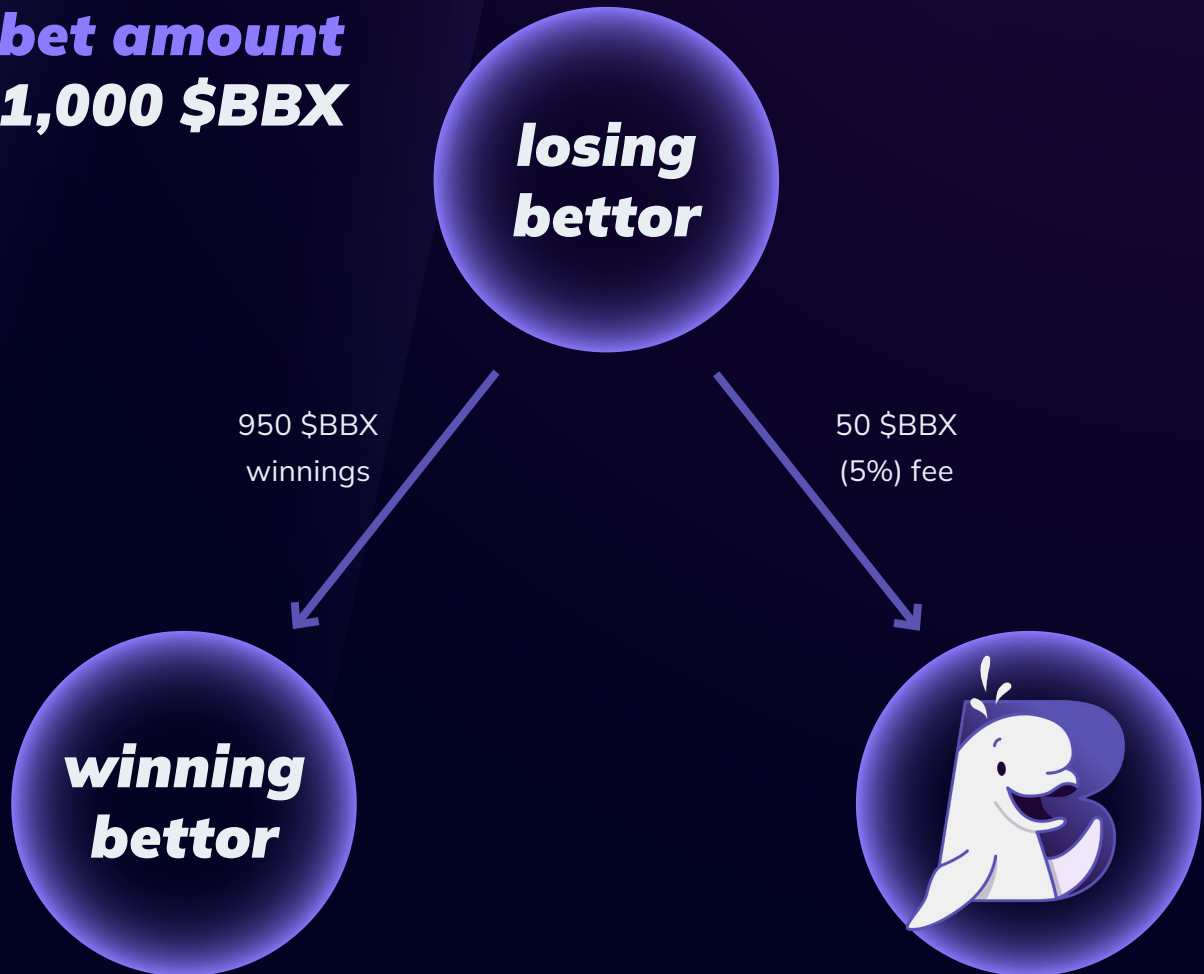


### **What happens with the 8 \$USDT?**

Proceeds go to balooga.bet treasury.

# bet fee structure bet with \$BBX

bet amount  
**1,000 \$BBX**

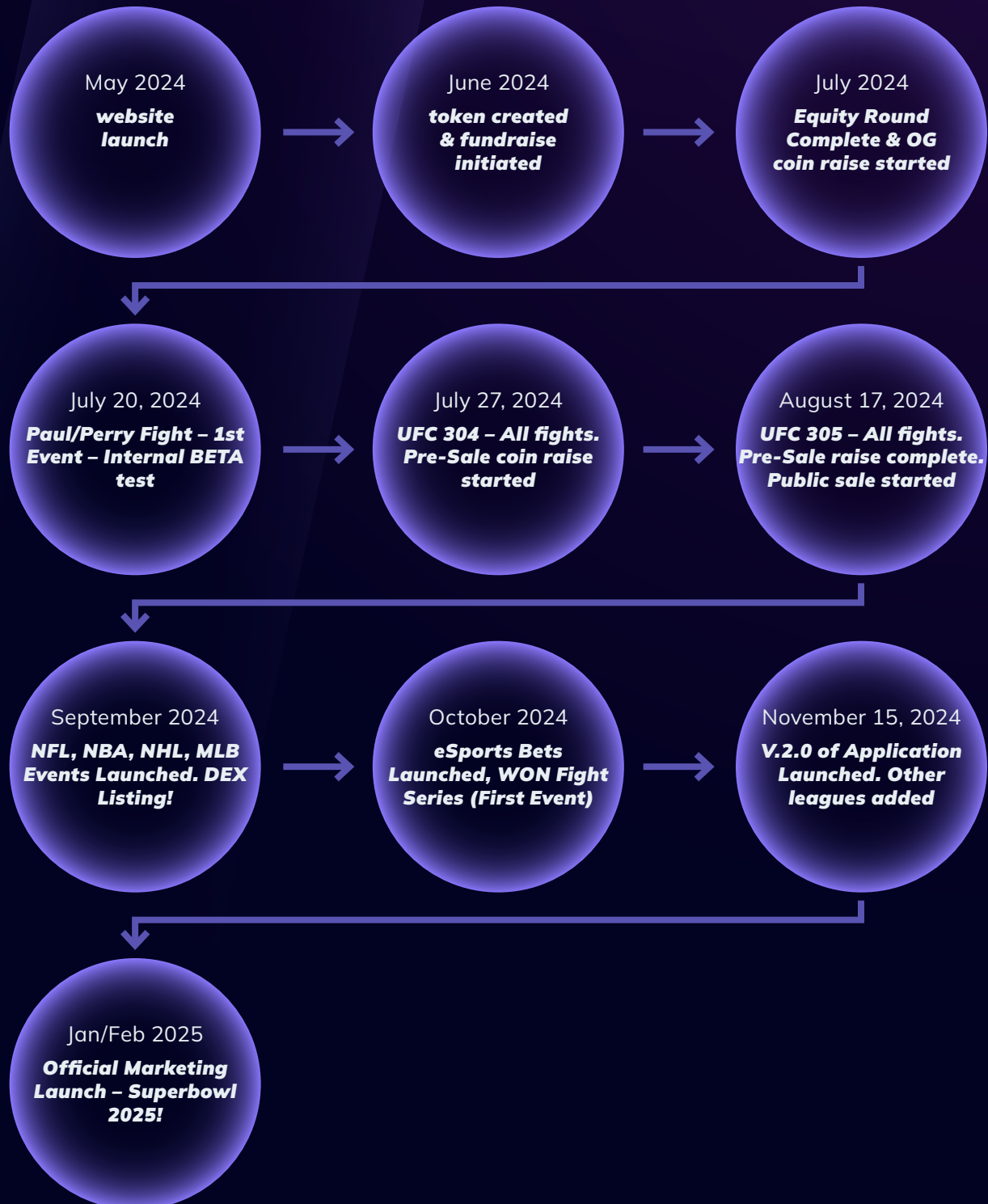


## What happens with the 50 BBX Tokens?

Part is used for Gas Fees.

25% are burnt, 25% goes to Rewards & Redistribution  
and 50% to the balooga.bet treasury

# roadmap





# team



## **steve ennis**

Co-Founder & CEO

Steve spent the last 15 years in the Traffic Technology Industry and is a very creative and passionate business leader. He is an experienced executive with a track record of impeccable business relationships and reputation and an early adopter of cryptocurrencies/blockchain. He is now the founder of MyGeoTokens.com (the worlds first geospatial NFT marketplace), and is excited to take on this new challenge that marries a few areas near and dear to his heart – sports betting and blockchain technology.

## **tim hanas**

Co-Founder CMO

Tim is the founder and President of Habit Creations Inc., an award-winning marketing agency with clients across Canada. He is currently the Director of Marketing for CELS (Canadian Entrepreneurs in Life Science). He was the National Communications Director for EO Canada and sat on the local board for several years. Tim's team has managed clients like Flair Airlines, Qualico, University of Alberta, Alberta Health Services, REACH BC, and are actively engaged in brand and strategic work for Santander Bank as they venture into the Canadian market.



# team



## **adrian cooper**

CCO

Adrian has lived and breathed design and marketing for the last 18 years. Throughout his career, Adrian has had the opportunity to work with some of the best Fortune 500 companies around the world, such as Coca-Cola, Air France, Nissan North America, LEGO, and Toyota. Working with such global brands instilled an enthusiasm and skills to help build brands from the ground up, as well as a relentless drive and a keen vision for brand growth and continuity.

## **spidev**

Development Partner

Spidev is a global leader in the Web3 space, leveraging vast expertise to deliver standout projects such as NFT ticketing systems, unique NFT collections, and seamless marketplaces. The collaboration with Balooga provides a great opportunity for Spidev to continue to execute and create robust and innovative web3 platforms.





***social sports betting***

[www.balooga.bet](http://www.balooga.bet)