

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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Abstract: The future of the lottery

The lottery industry, which has made more than US\$2.3 billion since 1994, is currently undergoing a process of profound change. Internet and high technology development have triggered a shift from physical to digital distribution of lottery tickets that is changing the face of the whole market. Blockchain technology has quickly seized the online gambling market, becoming the most popular means of payment among gambling sites. Using features of blockchain technology, FTW is creating a global lottery that removes the limitations of a traditional lottery and brings full transparency, offering a new kind of trust and quality. FTW will issue 100 million tokens that gives 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 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 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 transaction 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:

- The increased number of participants, along with reduced administrative fees, means additional revenue can be allocated to the prize pool.
- Participation in FTW is completely anonymous and private.
- Winners can maintain full autonomy over their earnings.
- All transactions can be verified by the public ledger for complete transparency and trust.
- 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.

2 Background

2.1 Blockchain

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 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. Due This is seen as a benefit to maintaining an immutable ledger of transactions.

2.2 Real-time using Websocket

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 FTW website in real-time. This allows people the ability to monitor all the lottery tickets 24/7

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 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.

2.3.1 Neon wallet

Neon wallet is an open source cross-platform light wallet for the NEO blockchain. The main advantage of this light wallet is that it does not require users to download the entire blockchain, like the core wallet does. The NEON wallet is currently also the most popular wallet in use for people who want to generate and claim their GAS, as it features a one-click GAS claim button. GAS the acronym for NeoGas, the secondary coin generated by NEO. It is created as a by-product for users who store NEO locally. FTW plans on accepting other NEO tokens, including GAS, for payment and Neon will be a good partner.

2.3.2 Neon exchange (NEX)

NEX is a NEO-based platform that will allow for payment service creation and complex, decentralized cryptographic trade. It is slated for a 2018 start date. It works by combining the NEO blockchain with a matching engine that leads to faster, more complex trades. Users will be able to deposit tokens straight from the NEX to buy FTW tickets.

3 FTW Lottery

3.1 Centralized User Accounts

The main reason to have centralized user accounts is for a better user experience. Every account will have its own wallet and balance so users don't have to send tokens for each ticket purchase. Plus, people can participate in lotteries directly from any exchange or wallet because it does not require adding lottery numbers in a transaction which the other smart contract lotteries can not do. For security purpose, an FTW account will require Two-Factor Authentication, which is an extra layer of security that requires not only a password and username, but an additional layer of security such as a code texted to your phone or a key fob with an ever-changing code.

3.2 Payment

Users will purchase FTW lottery tickets with FTW tokens, NEP-5 tokens and GAS by sending them from any exchanges or wallets to FTW blockchain wallets. There will be different lottery pools for different kinds of tokens, for instance, one for GAS tokens, one for FTW tokens, etc. Each user participate in the different FTW lotteries by transferring those tokens they wish to play.

3.3 Tickets

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

3.4 Drawing

Most random numbers used in computer programs are pseudo-random, which means they are generated in a predictable fashion using a mathematical formula. This is fine for many purposes, but it may not be random in the way you expect if you're used to dice rolls and lottery drawings.

Random.org 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. The service has existed since 1998 and was built by Dr Mads Haahr of the School of Computer Science and Statistics at Trinity College, Dublin, Ireland. Today, Random.org is operated by Randomness and Integrity Services Ltd.

FTW server will receive winning numbers from Random.org by drawing schedules.

3.5 Payout

Winners will be determined as soon as the drawings are completed and prizes will be deposited to users' account along with a notification.

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	50,000
4 Main Numbers + FTW Number	1 in 86,676	500
4 Main Numbers	1 in 9,630	250
3 Main Numbers + FTW Number	1 in 2,015	25
3 Main Numbers	1 in 223	10
2 Main Numbers + FTW Number	1 in 143	5
1 Main Numbers + FTW Number	1 in 28	3
FTW Number Only	1 in 10	1

The jackpot is paid out last. In case 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 case that 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
- 5% to operations, maintenance, technical and transactional fees
- 5% to charitable causes

3.8 Demo lottery

We will run a demo lottery during the token sale. The demo lottery will become the main official lottery with other new lotteries after the token sale ends. The demo game has a few different rules than the official release.

- The initial prize pool will start at 500,000 FTW tokens, which is 50% of the reserve portion of the token allocation
- Tokens can not be withdrawn during the token sale
- Drawing is every day at 4am UTC
- The winning numbers will be generated using FTW RGN instead of Random.org. (Our RGN code is at <https://github.com/forthewinproject/rgn>)
- Play at <https://www.ftwcoin.io/play>

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. All tokens that are earned from the demo will be paid out in the token distribution stage.

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

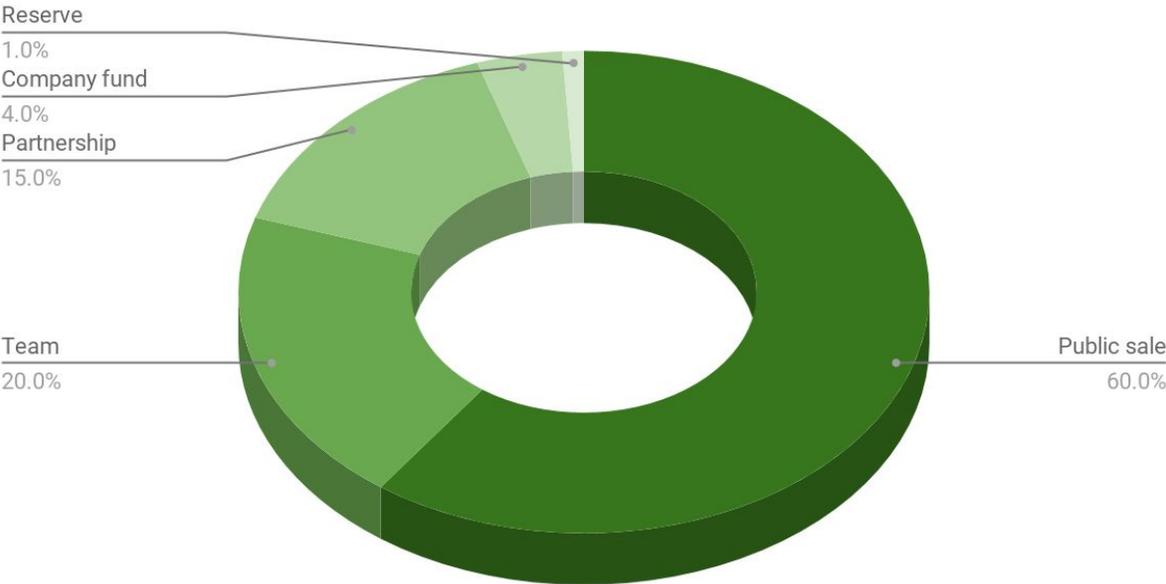
Users can stake their FTW tokens in a smart contract that pays out a proportion of lottery commissions. To stake their tokens, users must send their FTW tokens to the smart contract via a stake method that records not only the starting block, but also the amount sent by the user.

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.

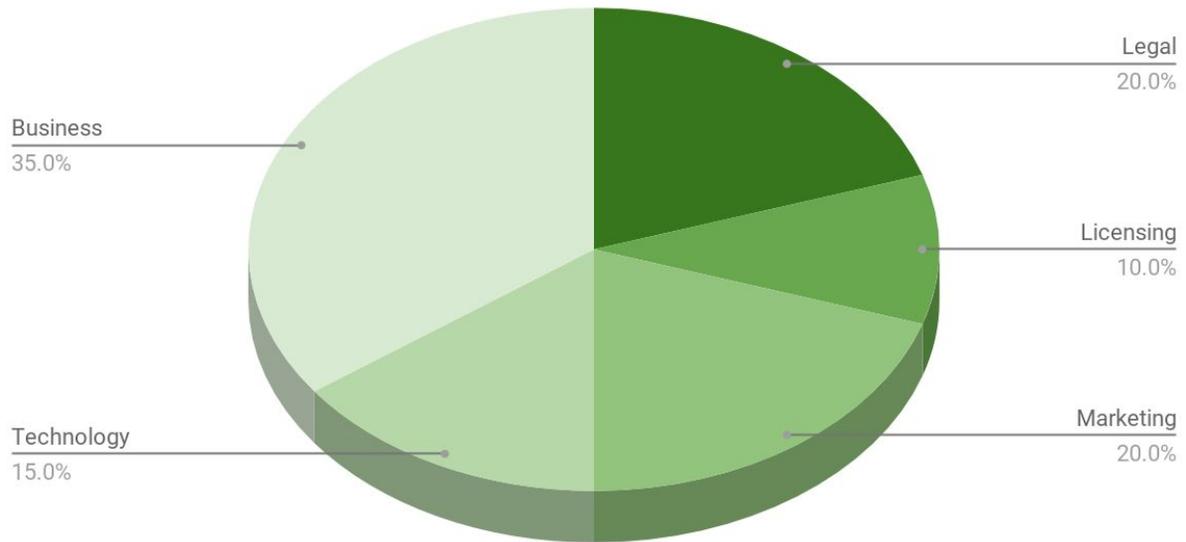
4.3 Token allocation

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)



4.3 Use of funds



4.3 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 contribute to 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

4.3 Token sales schedule

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

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

4.4 Event for Demo trial

Users who participate in the pre-register will receive a yet-to-be-determine number of ree FTW tokens to try the demo lottery. Free tokens will be deposited to each user's account if they have all KYC documents submitted. Those tokens are from the reserve portion of the allocation. The demo lottery will start with an initial pool at 500,000 tokens. Tokens that were not used for the event will disappear after the token sale ends as the sole purpose of the free tokens is for trialing the demo lottery. However, all winning prizes will be deposited to winner's accounts and paid out by following the token sales distribution schedule.

5 Marketing plans

FTW will be promoted with 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.

6 Roadmap

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

6.1 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.

6.2 PC wallet

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

6.3 Roadmap

We propose the following as a preliminary release schedule:

- **Q3 2018:** Token sale ends. Listing on exchanges.
- **Q4 2018:** Launching the official lottery with multiple pools with different kinds of NEO tokens.
- **Q1 2019:** Release 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.