

SMARTSWEEP

A decentralised blockchain sweepstake with real time draw & probability data.

WHITEPAPER

DISCLAIMER

You are not eligible and you are not to purchase any SmartSweep tokens if you are a citizen or resident (tax or otherwise) of Singapore, or other Singapore Person. "Singapore Person" is generally defined as a natural person, residing in the Singapore or any entity organized or incorporated under the laws of Singapore. Citizens and foreign citizens with main residence in South Korea are also not allowed by the South Korea's Financial Services Commission to invest in the public sale of SmartSweep tokens. Furthermore, because of current regulatory uncertainty and before additional information is publicly released by the Platform on the matter, green card holders of the United States or citizens or residents (tax or otherwise) of the United States of America, Singapore, or other U.S., Singapore Person, are not eligible to register as Continuous Contributors. That limits the ability of U.S., Singapore, to utilize SmartSweep tokens and participate in the future development of the Platform as well as in the distribution of proceeds.

Executive Summary

The first signs of a lottery were discovered from the Chinese Han Dynasty between 205 and 187 BC. Since this time modern day lotteries have essentially remained unchanged, with limited modifications to game play and ticketing systems. Lotteries have one of the highest odds within the gaming industry, meaning participants odds of winning are incredibly low. Probabilities range from 1 in 8,145,060 for a 6 draw 45 number lottery, to 1 in 292,201,338 for a 6 draw 69 number Powerball.

Despite the majorities of lotteries being operated by a centralised government, or approved agency, there continues to be a large concern over fairness and countermeasures protecting against fraud and tampering. In any monopolised market, one controlling powerbroker has ultimate control granting them the power to set their own rules and demand users of their service abide by what they deem fair. In all other industries, monopolies are strongly opposed due to this fact, and often strong governmental pressure ensures they do not occur, but the lotteries, operated mostly by the government seem to be immune from this rule.

SmartSweep is a decentralised sweepstake platform managed by Ethereum smart contract, designed to change these modern-day flaws. Through a transparent and public blockchain algorithm all results are drawn without 3rd party involvement. The SmartSweep Ethereum contract ensures sufficient prize funds are available prior to any draw and automatically pays out winnings after each draw.

Using a blockchain random number generator for a transparent & autonomous scalable solution, SmartSweep will offer “micro draws” in terms of probability, with participants having a 1 in 10,000 probability of winning, more than 800 times better than any of its competitors.

With a combined experience of 6+ years in the cryptocurrency, IT and finance industry the SmartSweep team is highly experienced and driven to launch the first micro draw sweepstake solution. With an estimated \$400 billion in the lottery sector SmartSweep is poised to rapidly appreciate, with prizes increasing as more players enter each draw.

During the ICO we target to raise a minimum of \$3 million with an approximate total of \$18 million USD to support a global rollout by offering investors 11 million SMRTS Tokens and the opportunity to share in the profits of this lucrative industry via an advanced hosted staking distribution model.

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Introduction

Background

The SmartSweep team first began conceptualising the platform in early 2017. The team has significant experience in the cryptocurrency industry, financial markets & technology and gambling sectors and wanted to create a solution to solve 4 main concerns in the current lottery market.

1. Fair and transparent play

Due to security concerns, current lottery providers are not clear on their operations and processes, which raises doubts in players minds. Despite high levels of security, lotteries have a history of results tampering with the most well-known case being the Hot Lotto fraud scandal orchestrated by a security director of the US Multi-State Lottery Association. Human interaction is often the weakest security flaw in any technical security measure with weak points not only in draw processes, but also prize distribution and ticket funds handling.

2. Winners are not guaranteed

Conventional lotteries offer a chance of winning a large prize, with prizes jackpotting if no winner is selected. In 2015 the UK lottery ran 15 consecutive weeks without a major prize being draw. Notably the largest Powerball jackpot of \$1.6 billion ran 19 consecutive weeks, with more than \$2.8 million worth of ticket sales recorded an hour at its peak.

3. Diluted prize pools

The above Powerball jackpot example raises another real concern; with conventional lotteries there is no cap on ticket sales or participants. Prize pools are often diluted by multiple winners, often resulting in those winning being disappointed when they learn their winnings are reduced sometimes by up to 4 times. Of the top 10 lotto draws in the US alone, 50% had more than one winner.

4. Centralised ownership

Current lotteries operate in a monopolised industry through central controlling government agencies. SmartSweep will allow for a fully transparent decentralised alternative to conventional lottery models, with maximised winnings for players and returns for token holders - SmartSweep a platform "owned" by token holders.

Why a sweepstake alternative instead of a lottery? A sweepstake enables a guaranteed winner and prize pool. This model represents the best opportunity for significant financial return for both players and SmartSweep investors.

Vision

Our vision is to disrupt the current lottery models by offering a trustworthy, decentralised platform to ensure no one can control or influence the outcome of the draws. SmartSweep aims to become a market leader, offering the lowest probability draws in the market, with guaranteed prizes and real time player data to finally put the power in the hands of the player with a fully automated system. With 70% of money from sales going to prizes & 15% in distribution to investors, SmartSweep will benefit players and token holders alike with a long term sustainable platform.

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Overview of The Lottery Market



Market Size & Statistics

According to Union Gaming Research, the global lottery industry grew approximately 60% between 2004 and 2016, to \$295 billion. It is estimated in the next 3 years the lottery industry will grow at a compound annual growth rate of 9% bring global revenues to nearly \$400 billion.

A key driver of this projected growth is the uptake of mobile devices and applications offering players an easy route of entry. In 2016 an estimated \$43 billion of the \$295 billion revenue in the industry came from mobile device sales and this is expected to sharply increase as users move away from conventional purchasing methods.

\$295 Billion



\$43 Billion

Overall lotteries only account for 9% of the global gambling industry with casinos & online betting taking over 76% of the market. This is due in part to a lack of innovation and regulations leading to concerns over fairness, prize allocation and availability. With the top 10 lotteries in the world accounting for 78% of the global revenue, the industry is monopolised disadvantaging players options.

Competitors

SmartSweep's competitors will come from the traditional state and country wide lotteries, and new online crypto-lotteries. Current crypto-lotteries have aimed to solve problems with the traditional lotteries, such as fairness, transparency and payout speed; however, to date all have fallen short in improving player odds and investor returns. All competitors still fail to solve the most important issues of prize dilution and guaranteed winners.

By marketing and "offering" multi-million or even multi-billion dollar prizes SmartSweep's competitors aim to manipulate players with the dream of a life changing payout, that they in fact have a minuscule probability of winning.

Mega Millions: 1 in 302,575,350

Powerball: 1 in 292,201,338

True Flip: 1 in 49,578,984

Smartbillions: 1 in 16,777,216

Lottland Bitcoin Lotto: 1 in 13,983,816

Smart Sweep: 1 in 10,000

*To put the above into perspective **it is more likely to be hit by a meteorite, 1 in 1,600,000 than of winning any of the traditional or cryptocurrency lotteries.***

Powerball & Mega Millions

The US Powerball & Mega Millions are the world's most well-known lotteries due to their record breaking jackpots. However the chances of winning these are 1 in 292,201,338 and 1 in 302,575,350 respectively, with prizes regularly shared between multiple winners.

Both these jackpots reached their heights due to continual draws with no winners, Powerball specifically running for 19 weeks without any winner drawn.

SmartBillions

SmartBillions is a new online lottery marketing itself as the world's first multi-billion-dollar lottery. To date they have paid out 2674 prizes* with majority of the prizes ranging from \$2 - \$160. This is due to variable nature of ticket prices, with users being able to wager any value from \$0.676 to \$676. To win the marketed multi-billion-dollar prize players would need to wager \$300+ per ticket, with a probability of 1 in 16,777,216 of hitting the jackpot.

**As of the end of June*

Lottoland Bitcoin Lotto

Lottoland is a multinational company that allows users to bet on the outcome of lotteries around the world. Founded in 2013 Lottoland has rapidly grown with an estimated revenue of over \$300 million Euro in 2016.

Recently they added a bitcoin lottery, which pays out the major prize and 1st divisions in bitcoin, with other divisions being paid out in FIAT currency.

Major prize winners are actually determined from two separate lotteries, the Lottoland Bitcoin lottery and also the

Bonoloto. So if there were two winners in Lottoland & 2 in Bonoloto, the prize pool would be diluted 4 times. ***The probability of winning the jackpot, 1090 BTC is 1 in 13,983,816, and 1 in 55,492 to win 1 BTC.*** In comparison to SmartSweeps 1 in 10,000 chance of winning 5 BTC - 5 x better odds, and 5 x better pay out.

***In comparison to SmartSweeps
1 in 10,000 chance of winning 5
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better pay out.***

True Flip

True Flip is one of the first online cryptocurrency lottery platforms released in 2017 running a 6 number 49 Powerball with an approximate ***1 in 49 million probability of winning.*** Like SmartBillions, TrueFlip has kept inline with traditional lottery models, favouring the lottery owners with exceptionally low winning probabilities and unlimited ticket sales.

A large, white, sans-serif number '3' is positioned on the left side of the page. The background is a solid blue color, with a decorative vertical strip on the right side featuring a geometric pattern of overlapping triangles in various shades of blue and cyan.

Introducing
SmartSweep

The SmartSweep platform uses a smart contract to manage and regulate all transactions for full player and investor transparency. All ticket transactions, number selections, and fund distributions are recorded on the blockchain, and are fully available to the public.

When a player buys a ticket, the smart contract ensures enough funds are available in the prize pool before accepting the bet. Funds from the purchase are immediately transferred to the prize pool wallet and distributions wallet eliminating any need for human interaction and eliminating the possibility of manipulation.

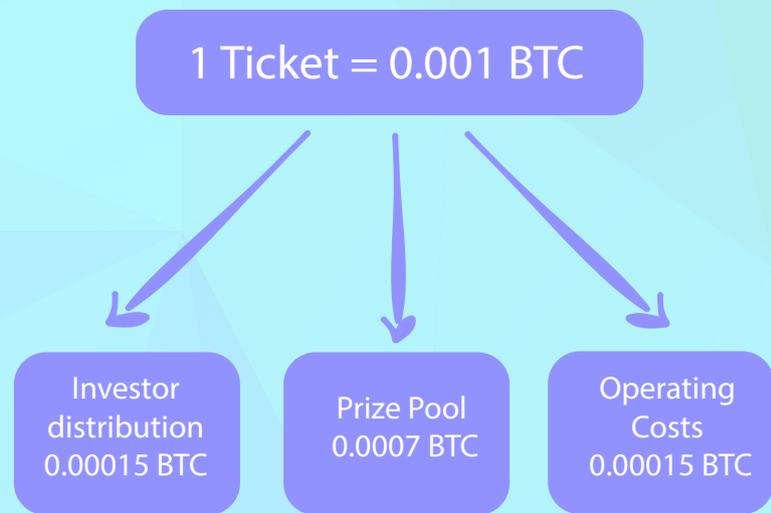
The daily draw is drawn at 6pm EST (UTC - 4), using the linear Congruential Generator algorithm, and the current available block number as a seed of randomness, a ticket is drawn. The algorithm continues to return numbers until a winner is drawn. This process is then repeated for the consolation draws.

Ticket Sale Process



Ticket Price & Distribution of Proceeds

Each daily draw has a capped number of 10 000 tickets for sale, with a cost of 0.001 BTC per ticket. The SmartSweep smart contract ensures revenue generated from each ticket sale is divided automatically to the relevant wallets to remove the need for human interaction and guarantee fair use of proceeds. Of each sale 70% goes directly into the prize pool, with the remaining 30% divided equally between investor distributions and daily operations costs.



Payout & Odds

SmartSweep offers dynamic odds at the time of purchasing tickets in the sweep. Due to the nature of the draws, ticket sales are capped, and prizes are guaranteed, odds will change depending on how many tickets are sold. The maximum amount of tickets that can be sold in each draw are capped at 10 000, generating a prize pool for 7 BTC.

*"There is 1 major prize draw, representing a **5000% return on the ticket prize**"*

There is 1 guaranteed major prize draw, representing a 5000% return on the ticket prize, 5 BTC. Additionally there are 1000 guaranteed consolidation prizes of 0.002 BTC, doubling the players money.

For example, if a player were to purchase a ticket in a draw, where a total of 3000 tickets were sold, their probability of winning a prize would be as follows

Major Daw: 1 in 3000

Consolidation Draw: 1 in 3

For a draw where ticket sales were exhausted probabilities are as follows

Major Daw: 1 in 10,000

Consolidation Draw: 1 in 10

Anonymous Play

SmartSweep allows players around the world to participate in the lottery anonymously without registering an account. Players will have the option of creating a SmartSweep account where they can track previous draws, prior prizes won and wallet management. For those who do not wish to create an account, prior to purchasing a ticket the player will need to enter their wallet details to allow any prizes to be transferred in a cryptocurrency payout.

Secure Platform

In any gaming platform online security is paramount to ensure player account information are protected and the integrity of the game is intact. By utilising a smart contract system player transactions, prize draws, and fund distributions are inviolable due to the decentralised nature of the Ethereum network. The SmartSweep platform has been built in AWS to allow for an incredibly robust and scalable platform.

Whilst SmartSweep has an inhouse technical team highly experience in the AWS suit, server management & security, 3rd party consultants will also be engaged for penetration testing and providing a comprehensive security audit on our smart contract system prior to the platform going live, with GitHub repository links to follow for added transparency.

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SmartSweep
Token

Why an ICO

The primary objective of the ICO is to raise funds to support, maintain, and further develop a sophisticated SmartSweep platform. Furthermore, funds raised will be used for initial jackpots and global marketing. SmartSweep recognises the need to rapidly generate ticket sales to ensure the longevity of the platform. With a product accessible to a worldwide audience, extensive marketing campaigns in multinational markets will be required to establish a SmartSweep community.

Investor Benefits

Token holders will be entitled to a 15% distribution of all ticketing sales with funds reserved from each ticket sale by a smart contract. To create investor loyalty, those wishing to benefit from profit distributions will be required to stake their tokens a minimum of 1 month prior to the distribution payout.

A hosted staking platform will be created for investors and accessible via our website to ensure the process is as simple as possible without the need for wallet downloads and set up. The 1 month staking period will constrict the supply of tokens and cause price appreciation, similar to ex-dividend dates in global share markets.

Investors could see first year returns of +40% based on the below projections;

Year	Draw	Days for Sale	Ticket Price	Expected Revenue	Amount for Distribution
Year 1	Daily Draw	365*	0.001 BTC	3332 BTC	499.8 BTC
	Daily Draw 2	180**	0.002 BTC	3600 BTC	540 BTC
					1039.8 BTC
Year 2	Daily Draw	365	0.001 BTC	3650 BTC	547.5 BTC
	Daily Draw 2	365	0.002 BTC	7300 BTC	1095 BTC
	Daily Draw 3	180**	0.003 BTC	5400 BTC	810 BTC
					2452.5 BTC
Year 3	Daily Draw	365	0.001 BTC	3650 BTC	547.5 BTC
	Daily Draw 2	365	0.002 BTC	7300 BTC	1095 BTC
	Daily Draw 3	365	0.003 BTC	10950 BTC	1642.5 BTC
					3285 BTC

*During Year 1 Daily draw sales projections factor in a 2 month lead in with 10% of tickets sold in the first week, increasing by 10% each week, then draws are sold out

** Added daily draws sales projections are for half year sold out draws to allow growth of the new draw.

*** Investor returns are indicative only and subject to change based on project milestones & decisions as well as market conditions.

+40%

First Year Return***

580.19%

Five Year Return***

The average token prize in a sold out ICO , with bonus tokens factored in will equal \$1.80 USD. With our yearly 5% buy back and burn below are the projected investor dividends.

Year	Tokens	Amount for Distribution	Yearly BTC per Token
Year 1	12,000,000*	1039.8 BTC	0.0000867 BTC
Year 2	11,400,000	2452.5 BTC	0.000215 BTC
Year 3	10,830,000	3285 BTC	0.000303 BTC
Year 4	10,288,500	3285 BTC	0.000319 BTC
Year 5	9,774,075	3285 BTC	0.000336 BTC

*The 3 million tokens distributed to the team will not be eligible for dividend returns so have been excluded.

Year	Token Price	BTC Value	Yearly BTC per Token	% Return
Year 1	\$1.80 USD	0.000212 BTC	0.0000867 BTC	40.89 %
Year 2	\$1.80 USD	0.000212 BTC	0.000215 BTC	101.42 %
Year 3	\$1.80 USD	0.000212 BTC	0.000303 BTC	142.92 %
Year 4	\$1.80 USD	0.000212 BTC	0.000319 BTC	150.47 %
Year 4	\$1.80 USD	0.000212 BTC	0.000336 BTC	158.49 %
5 Year Return	\$1.80 USD	0.000212 BTC	0.001230 BTC	580.19 %

As the platform grows each year we will add more draws, so assuming all draws sell out, and new draws are added each year the returns for tokens holders are exceptional.

Token Sale

Overview

Name: SmartSweep Coin (SMRTS)

Total Supply: 15,000,000

Hard Cap: \$19,897,837

Soft Cap: \$3,500,000

Token Value: 1 SMRTS = \$2.50 USD



2,750,000 SMRTS
\$2.50 USD



2,750,000 SMRTS
\$2.50 USD



2,750,000 SMRTS
\$2.50 USD



2,750,000 SMRTS
\$2.50 USD

ICO Event

The ICO will commence on August 1st with each round running until tokens are sold. 73.33% of coins will be available for purchase during the ICO event.

Token Distribution

73.33% of tokens will be allocated during the ICO period, with any unsold tokens to be burned. 6.67% have been reserved for bounty program rewards. The remaining 20% have been distributed between the core team, development partners and advisors.



Use of Proceeds



First and foremost, 40% of ICO funds will be reserved for Prize money jackpots. This pool will allow for the team to focus on driving ticket sales to fund future draws and increase prizes.

SmartSweep recognises as an emerging alternative to traditional online lotteries the key to success is marketing & development. 20% of raised funds will be used in an extensive marketing campaign focused on generating ticket sales and replenishing prize pools.

20% of ICO funds will be used to pay personnel and professionals and 10% for software development. Whilst work has already commenced, SmartSweep will need to further involve the highest quality personnel to ensure a seamless operation and the launch of the mobile application supporting FIAT currency transactions.

The final 10% will be designated to legal costs and consulting.

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Business
Model



SmartSweep Opportunity & Value Proposition

SmartSweep ticket sales will be processed via a publicly visible smart contract that ensures compliance to the marketed funds allocation. Every sale will generate a random ticket number, with winners calculated via the published blockchain random number generator. All results will be published and available for auditing at any stage. The prize money wallet will be displayed at all times on the website, with transaction IDs of winners also being published so that users can validate winner's proceeds are being transferred.

SmartSweep number one goal is full transparency to all users and token holders. During the initial weeks after launch 40% of ICO funds will be used to ensure prize money is guaranteed regardless of ticket sales. After an extensive marketing campaign, we are confident ticket sales will maximise allowing for expansion of prizes.

15% of all sales will be deposited into a distribution wallet via a smart contract, and quarterly sent to token holders via the staking wallet. The initial distribution will be announced following the ICO and successful launch of the platform. 15% will be retained for management and daily costs, with the remaining 70% used for prizes. A major prize starting at 5 BTC will be paid out, with a maximum probability of winning of 1/10 000, and 1000 players receiving double their ticket price back at a 1/10 probability.

SmartSweep has the best probability in the market, with live odds displayed at ticket purchased to enhance the players experience.

Marketing Strategy

SmartSweep will undertake a global marketing campaign, commencing in the US market & Europe simultaneously before rolling out in Asia and then the rest of the world. To ensure the longevity of the platform the team recognises a rapid need to attract players to grow the prize pool and allow for future prize increases & new draws. We have developed comprehensive marketing and promotional strategies and will engage a 3rd party marketing & PR agency with ICO funds to maximise the effectiveness of the strategy. Our strategy will centre around 3 key areas;

1. Public Relations
2. Online & Social Media Marketing
3. Affiliate Programs

Public Relations

Public relations will offer SmartSweep the opportunity to generate significant free media exposure. The key strategy will be highlighting the key benefits and enhanced changes to the platform benefitting the wider community. As the platform grows and draws sell out we will seek to participate in events to support the communities we are most active in, similar to traditional gambling & lottery platforms giving back a portion of their profits to the community. We believe this current model in traditional gambling is crucial in developing trust and within the community and generates free publicity in the mainstream media. Our players will initially come from those familiar with cryptocurrency, however with the release of our FIAT currency our demographic will rapidly shift to the mainstream community regardless of their experience in the blockchain community.

Online & Social Media Marketing

To effectively reach the online crypto, lottery, and gaming communities and spread the platform worldwide, we will utilise the traditional methods such as CPC & CPM campaigns in the early stages of the platform to drive growth. The SmartSweep team will also spend a large portion of the marketing spend on SEO and SMM so the SmartSweep platform will feature prominently in any search results related to lotteries or gambling platforms. Coupled with this we will launch a comprehensive social media campaign, engaging with online stakeholders and focusing on customer supports to validate the platform for new players.

Affiliate Program

The SmartSweep affiliate program will be open to anyone that is interested in helping the platforms growth, and who wish to receive incentives to do so. We will also engage key online influencers to promote to platform, recognising this is a great way to reach a large audience in a cost effective way. Affiliates will be asked to sign up, where they will be provided marketing material, and their affiliate links to help promote the platform. Our system will keep track of all traffic and conversions so rewards can be distributed according to the individual affiliate performance.

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Road Map



SmartSweep has already commenced the development of the SmartSweep platform to ensure a swift launch following the completion of the ICO. The remaining road to a minimum viable product is relatively short, with the bulk of the work required for a successful platform being in marketing and the development and launch of a FIAT iPhone app integrated with exchanges to convert all FIAT transactions into Ethereum to utilise the smart contract functionality.

Q4 2018

Private Sale

1

Q1 2019

ICO Event

2

Q2 2019

SmartSweep
Launch &
Marketing
Campaign Launch

3

Q3 2019

Hosted Staking
Wallet Release
for dividend
distribution

4

Q4 2019

Android & iPhone
app with FIAT
payment options

5

Q1 2020

Addition of
more draws –
prize increase

6

Q1 2020

Yearly buy back
5% of tokens
and burn

7



7

The Team



Team



IT Specialist

6+ Years AWS Specialist, IT Project Management & Coding and software development consultation



Financial Expert

5+ Years in the finance industry specialising in company auditing & liquidation



Marketing Manager

Marketing specialist with extensive experience in online marketing, SEO & large campaign development and management

Advisor & Partners

Blockchain

Ethereum blockchain specialist with specific ERC20 experience and smart contract development specifically in gaming

Gambling

Gambling expert with probability & mathematical background.

ICO Specialist

ICO advisor specialising in ICO launches and development

Legal

Lawyer partners with 10+ years' experience in contract and legislation interpretation

LEGAL DISCLAIMER

The purpose of this White Paper is to present the SmartSweep Token to potential token holders in connection with the proposed pre-sale and ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring SmartSweep tokens.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with and is not subject to laws or regulations of any jurisdiction, which are designed to protect investors.

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The token purchasers shall carry their own tax obligations under the applicable laws of the country and location they reside in. The financial information of token purchasers or holders shall not be disclosed unless officially requested by government authorities or required under the law.

The product token has not been registered under the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. SmartSweep token cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. SmartSweep token confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth in the White Paper.

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