



# White Paper

2017 v. 1/1

**True Flip**  
Blockchain  
Fair Games

The purpose of this paper is to describe the concept of an international blockchain\* fair games, its principles and the business rules which support its technical implementation, as well the prize fund constitution, the marketing plan including the referral program, and the Token sale.

It will address all relevant aspects related to the development, promotion and operation of the system in the international market.

\* A blockchain is a distributed database that maintains a continuously growing list of ordered records called blocks.  
By design, blockchains are inherently resistant to modification of the data — once recorded, the data in a block cannot be altered retroactively.  
<https://en.wikipedia.org/wiki/Blockchain>





# Disclaimer

This version of the true flip whitepaper is released with the purpose of introducing the idea and receiving feedback from the blockchain community.

The information in this document is subject to change or update without notice and should not be construed as a commitment by true flip.

## **Regulatory and securities law disclaimer**

The regulation of tokens is very uncertain.

The true flip tokens (the “tokens”) may be considered securities under us law, though this area of law is evolving rapidly. In order to comply with us securities law in the event the tokens are determined to be securities, purchases of tokens may only be made outside the United States to non-U.S. persons as described in the following paragraph.

Only persons of adequate financial means who have no need for present liquidity should consider purchasing the tokens because:

**(i)** an investment in the tokens involves a number of significant risks described below; and **(ii)** there is no market for the tokens and none is likely to develop in the reasonably foreseeable future.

This offering is intended to be a private offering to non-united states investors that is exempt from registration under the us securities act of 1933 and applicable state securities laws.

Tokens may not be offered, sold, pledged or otherwise transferred within the united states or to, or for the account or benefit of, U.S. persons.

## **By its acquisition of a token, the holder:**

**(i)** agrees that it will not resell or otherwise transfer this security, except

**A)** if it is to a U.S. person, then

**1.** to a verified U.S. accredited investor, and

**2.** not until the first anniversary of the issuance of the token;

**B)** if it is a non-U.S. person outside the united states in an offshore transaction in compliance with rule 903 or rule 904 under the securities act;

**C)** to true flip or any subsidiary thereof; or

**D)** pursuant to an effective registration statement under the securities act and, in each case, in accordance with applicable state and local securities laws, and

**(ii)** agrees that it will deliver to each person to whom this security or an interest herein is transferred (other than a transfer pursuant to clause **(i)(d)** above) a notice substantially to the effect of this legend.

## Disclaimer

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As used herein the terms "offshore transaction", "United States" and "U.S. person" have the meaning given to them by rule 902 of regulations under the securities act.

The tokens are subject to restrictions on transferability and resale and may not be transferred or resold except as permitted under applicable laws.

This includes but is not limited to prohibition of the purchase of the tokens by any persons or entities that are acting, whether directly or indirectly,

**(i)** in contravention of any U.S., other national, international or other money laundering or gambling regulations or conventions, or

**(ii)** on behalf of terrorists, terrorist organizations or other high-risk entities, including those persons or entities that are included on any relevant lists maintained by the United Nations, North Atlantic Treaty Organization, Organization for Economic Cooperation and Development, Financial Action Task Force, U.S. office of foreign assets control, U.S. Securities & Exchange Commission, U.S. Federal Bureau of Investigation, U.S. Central Intelligence Agency, U.S. Internal Revenue Service, Financial Crimes Enforcement Network (fincen), the Office of Foreign Assets Control (ofac), countries listed by Transparency International ([www.Transparency.Org](http://www.Transparency.Org)) as being vulnerable to corruption, or any country or organization, all as may be amended from time to time,

**(iii)** for a senior foreign political figure, any member of a senior foreign political figure's immediate family or any close associate of a senior foreign political figures, or

**(iv)** for a foreign shell bank.

Purchasers should be aware that they will be required to bear the financial risks of this purchase for an indefinite period of time.

The transferability of the tokens is further restricted by the terms and conditions of the tfl tokens public offer for purchase.

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# Summary

True Flip is a blockchain fair games platform.

We have already developed a bitcoin-based and fair-proof game 6/49 (Powerball\*) and plan to make at least 3 more games.

It is the first stage of the development and we have done half the work already.

In order to fulfill our mission in the best possible way we are making the whole game fully transparent: every ticket sold, every win and financial results will be published on the blockchain.

The third, probably the most ambitious goal is to create a platform which could be used by private companies, charitable foundations and even governments to set up any kind of games White label.

Further details are set forth in this Whitepaper.

As the first step, we plan to create True Flip tokens which will grant their holders an access to a special quarterly game and to take part in the surveys related to the platform development on the regular basis.

We will also launch a Token Sale in order to distribute 70% of all True Flip tokens within the participants.

The team will own 20% of the tokens to remain motivated to keep on developing the project.

The remaining 10% will be used to pay for advisers, escrow and bounty services. All unsold tokens will be burned.

True Flip Group SRL is incorporated in Costa Rica, and is fully compliant with the local laws.

We believe that Costa Rica is an appropriate jurisdiction as it provides a legitimate framework for online gambling products.

Please refer to the Trueflip.io website for the Terms & conditions, Public offer, Privacy Policy and Referral System Agreement.

Please note that Trueflip.io is a venture project and the platform may evolve over time to provide for the new functionality and features.

We therefore reserve the right to alter this white paper, terms of use and any other documents the future in our discretion.

**There will be  
21,000,000  
of the TFL**

**Tokens issued at the rate of  
0.0005BTC  
per 1 Token**

**During the Token sale  
14,700,000  
Tokens will be put on sale**

**10 to 15% of the ticket sales  
revenues will be allocated to a  
TFL Token holder game, held only  
among the TFL Token owners.**

# 1 Introduction

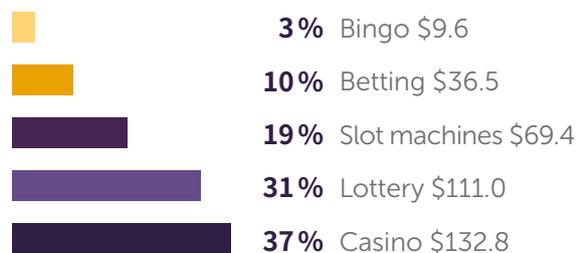
## Gambling market overview

According to H2 Gambling Capital ([www.h2gc.com](http://www.h2gc.com)), the casino business was a major revenue contributor to the offline gambling market in 2016. In money equivalent, it accounted for \$132.8 billion with a 37% market share.

The lottery segment occupied 30.9% (or \$111 billion), followed by slot machines with 19.3% (or \$69.4 billion).



### Income structure of global offline gambling business in 2016 (bln US Dollars and %)



When it comes to the online gambling market, there were certain differences.

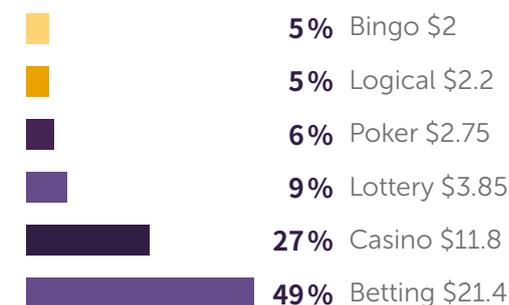
The leader was Betting, with a 48.7% market share (\$21.4 billion).

It was followed by casino business and lotteries. Each with 26.8% (\$11.8 billion) and 8.8% (\$3.85 billion), respectively.

This segment appears to have a strong market potential due to the clear added value for the customers and relatively low market share as compared to offline lotteries.



### Income structure of global online gambling business in 2016 (billion US Dollars and %)



As a result, the size of offline gambling market accounted for \$359.3 billion in 2016, while online gambling market was \$44 billion.

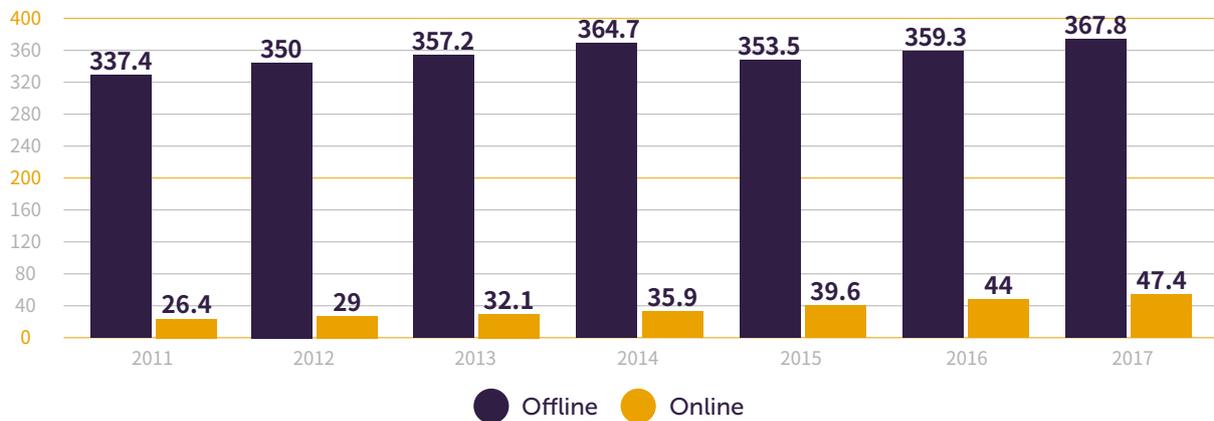
As can be seen from the graph below, both of-line and online markets are gradually growing. It is notable that online gambling is increasing with a higher growth rate in comparison with offline one.

According to the H2 Gambling Capital forecast, the offline gambling industry will occupy only 11.5% of the overall market revenue, whereas online one will keep increasing in the future. It is expected that revenues from the online gambling market will exceed \$60 billion by 2020, at a compound annual growth rate of around 10%.

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Income of offline and online gambling (billion us dollars)



# Blockchain technology in online gambling

Cryptocurrencies quickly seize the online gambling market, turning into the most popular means of payment among gambling sites.

Until recently, only several resources accepted Bitcoins, but today its integration into payment systems has become ubiquitous.

Many participants of the online gambling market believe that the cryptocurrencies will continue to occupy this industry.

This mostly happens due to its lower regulators control relative to fiat money for both players and online operators.

Other advantages include:

- no need to identify users;
- no restrictions on the amount of transactions;
- acceleration of payments;
- lowering the minimum payment threshold.

It looks like cryptocurrencies are turning into the most reliable, transparent and profitable medium of circulation for the online gambling industry.

Soon the online casinos on blockchain will become as familiar as the Internet.

With the advent of blockchain technology, which gives transparency and cross-border dimension to the whole industry, it became possible to make an honest international game.

Moreover, thanks to the new trend of smart contracts, thus True Flip's games can belong to the community and not to a handful of stakeholders.

So, when we talk about a lottery based on blockchain technology, we are talking about linking the wide lottery participation in the whole gambling market to the constant and

## Introduction

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significant growth of Bitcoin's\* share in the global financial market.

Combined, those trends bring about brand new opportunities for online gambling, especially considering the increasing number of net-worked devices and the number of users who prefer to play online and anonymously.

Despite the turnover and the prevalence of lotteries as one of the most important games in the world, there are numerous problems concerning fair play due to the issues surrounding the raffles and the awards.

As was mentioned above, presently a large number of issues involving prize distribution and fairness of raffles are observed, which becomes even worse when associated with the difficulty of receiving the prize and the high fees.

However, with the massive use of blockchain technology, we finally have the opportunity to solve these old problems, bringing about the complete and total transparency of all the



**Fifth of population partake in lotteries**



**Crypto market capitalization is \$80+ 1 bln. 200% growth in 2017**



**\$12.5 Million bitcoin wallets registered on Blockchain.info**



**\$218 bln. spent on lotteries throughout the world in 2016**

operations involving the True Flip platform as the main change and the most important advantage.

On True Flip platform, all lottery issues such as ticket purchase, random number generation for betting and draws, prize fund composition, prize tickets verification, prize distribution and other operations are 100% implemented using blockchain technology and open source code available on GitHub.\*\*

True Flip token (TFL) holders are entitled to take part in the surveys related to the platform development on the regular basis.

**\* Bitcoin is both a cryptocurrency and an electronic payment system invented by an unidentified programmer, or group of programmers, under the name of Satoshi Nakamoto.**

**Bitcoin was introduced on 31 October 2008 to a cryptography mailing list, and released as open-source software in 2009.**

**<https://en.wikipedia.org/wiki/Bitcoin>**

**\*\* <https://github.com/TrueFlip/prizecounter>**



# Mission

Lotteries give a chance to dramatically change one's life for the better.

This chance has always drawn the attention of millions of people around the world for the past 500 years, giving them hope to improve their financial condition.

True Flip's goal is to become the most popular and transparent international blockchain platform of fair games that offers the biggest Jackpots and prize funds in the world.

Most of currently existing lotteries are totally centralized or even held by governments and are hardly transparent.

Our mission is to build True Flip as a provably fair and decentralized platform that neither any nation state, nor a single authority, nor members of our team could control.

### **We also take into account the following points on the way to our goal:**

- Online gambling is recognized as the fastest-growing sector in the industry.
- The synergy of the cryptocurrencies and gambling market opens up new opportunities for projects in this industry.
- The size of the lottery market in the offline sector is about € 100 billion, while in the online sector it is only about € 3.5 billion.
- By combining the advantages of Blockchain technology and cryptocurrencies (as a means of payment), we will be able to seize the market share from classic lotteries by turning their disadvantages into our possibilities.

# 20 Operating scheme

True Flip is the international fair games platform based on the blockchain technology with instant payouts and the source code of the winning combination is publicly available.

Our first game Flip's Star looks the same as any ordinary lottery (for example Powerball): you guess five numbers between 1 and 49 and one number between 1 and 26.

We decided to significantly increase the probability of winning by reducing the total quantity of numbers from 69 to 49, which makes the chance of winning 1.3 times higher than in Powerball. After that, our system randomly draws six numbered balls and the whole process is totally transparent.

However, these are all similarities to classic lotteries.

Our advantage comes from the fact that our game is fully based on Bitcoin blockchain.

Everything concerning draw process must be transparent to every user and exclude any possibility of meddling with results.

We applied those advanced IT technologies to completely overhaul the rules of the game that had not seen any major changes for almost 500 years.

Our goal is to make it more convenient, open, fair, and valuable.

## How does the draw take place and why is it transparent?

The Flip's Star works by taking the first block in blockchain which fits in the technical requirements that appears after 8:00 p.m.

UTC (which is impossible to know in advance, because last ticket for the draw cannot be purchased after 19:00 p.m. UTC) and plugs it into the algorithm, which can be found on Github\*, to generate the six numbers for the upcoming drawing.

This process repeats for every draw at 8:00 p.m. every day.

The full explanation about the process can be watched on Youtube\*\* or read in an article in Trueflip's official Steemit Blog\*\*\*.

Because it is a game based on blockchain, it is possible to obtain several advantages, applying advanced technologies to completely transform the way the game is processed:

- Any person from any place in the world should be able to sign in to our platform after providing the necessary information.
- The draw process is operated by open-source software. This excludes any possibility of the project's team of interfering with the draw process.
- Prize payouts are executed instantly, no third parties involved. All payments are shown in the open blockchain ledger and any player may make sure that we've given all prizes in full concordance with game rules.

## Operating scheme

- All transactions are reflected in the open registry (blockchain) and any user can monitor payment processing all the time.

With that, one needs no licence, or registration to work with Bitcoin - it's enough just to create a wallet (on Blockchain.info, for example).

All those features enable us to provide quality entertainment to any user that wants to test their luck on a daily basis by playing in the True Flip's games, as well as make True Flip the number one blockchain fair games platform in the Bitcoin community.

In fact, the Bitcoin network is accessible to everybody connected to the Internet.

This monetary system, as well as our platform which is Bitcoin-based and works pursuant to the same rules, is one of the most friendly and open technologies today.

# Distribution of the prize fund

The system automatically converts every payment to bitcoin and transfers funds to the prize fund of the game.

The platform prize fund is transparent and always open for viewing due to blockchain technology, and accounts for 60% of the ticket

cost (for more information about the distribution of the ticket sales revenue, see the Business model section).

A bet wins when numbers of the ticket match the numbers of the winning set according to the table below.

Match	Prize	Probability
● 1/1 ● ● ● ● ● 5/5	Jackpot	1 : 49,504,950
○ 0/1 ● ● ● ● ● 5/5	8.0000 BTC	1 : 1,984,127
● 1/1 ● ● ● ● ○ 4/5	2.0000 BTC	1 : 225,225
○ 0/1 ● ● ● ● ○ 4/5	0.0400 BTC	1 : 9,014
● 1/1 ● ● ● ○ ○ 3/5	0.0100 BTC	1 : 5,241
● 1/1 ● ● ○ ○ ○ 2/5	0.0040 BTC	1 : 374
○ 0/1 ● ● ● ○ ○ 3/5	0.0020 BTC	1 : 210
● 1/1 ● ○ ○ ○ ○ 1/5	0.0010 BTC	1 : 73
● 1/1 ○ ○ ○ ○ ○ 0/5	0.0006 BTC	1 : 46
○ 1/1 ● ● ○ ○ ○ 0/5	0.0002 BTC	1 : 15

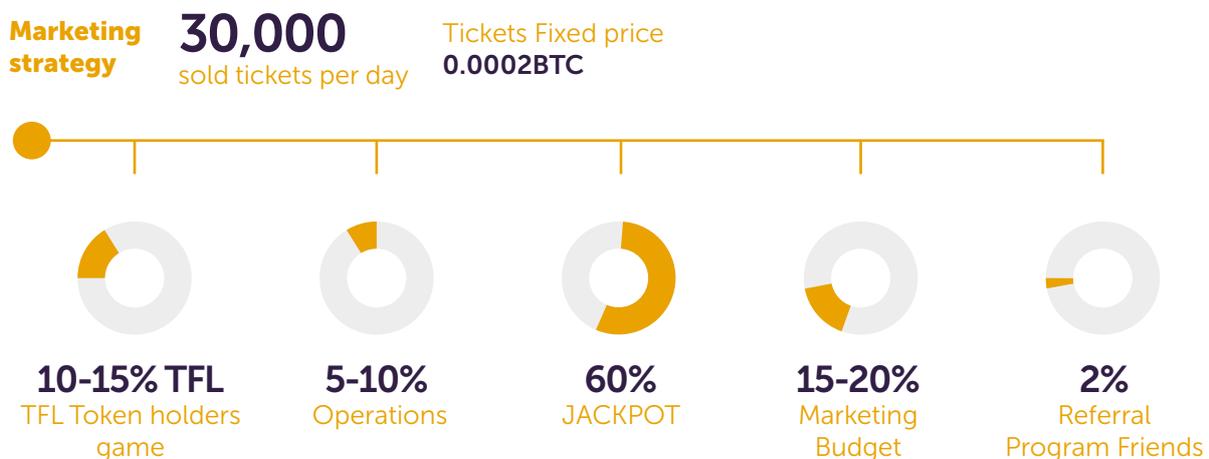
The Jackpot is initially formed at the Token sale stage and is refilled by the tickets being sold. For more information about the game process and winnings distribution see section 9 (Game features).

# Business model

Every sold ticket, winnings, withdrawals and operational expenses will be open for every TFL token holder and recorded onto the blockchain, so it will not change.

The main service that generates True Flip's profits is ticket sales. The structure below shows how cash flow is assigned to main areas of expenditures.

## Ticket structure



The ticket price comprises 0.0002 BTC or its Ethereum or Litecoins equivalent.

Our basic forecast suggests 15`000 sold tickets per day.

This number accounts for only 0.4% of the global online-gambling market in current prices.

After the launch of three new games, the daily turnover in our model might reach 50`000 sold tickets (1.3% of the world market).

### After a player buys a ticket, the funds will be distributed as follows:

1. 60% goes straight to the Jackpot
2. 15-20% for marketing
3. 5-10% for operations
4. 2% - referral awards
5. 10-15% to the Token holder game

# 4 Marketing strategy

Since May 10, 2017, when our marketing strategy started, we have achieved some stats: daily traffic is more than 35,000 visitors\*, more than 18`000+ tickets played daily, and overall winning of 32 BTC.

In order to stimulate the steady growth of the platform, we provide users a possibility to participate in one or more specific promotion campaigns accordingly with their user profile and the desired extent of their involvement.

## Marketing plan



Referral program



Partnership networks  
450M + views every  
month



World's best bloggers



Offline partners

**1.** All players can spread the word about this innovative platform and invite friends and other players using their personal referral link. After your referred friends sign up on True Flip, he gets a free ticket to start playing. Users will receive 2% of their referred players' winnings on an ongoing basis (including the Jackpot!). This feature is also implemented without human involvement and is part of the marketing strategy called "Friends' Winnings". Thus, True Flip users continuously remain interested in inviting other players to the platform, because each guest ends up increasing the chances of winning in each new draw.

**2.** Another deep marketing strategy consists in joining a partnership network, which is a technological platform connecting advertisers and partners, ensuring financial and informational interaction between them. Any kind of business organizations get an opportunity of holding advertising campaigns online. On the other hand, media partners get instruments for selection and deployment of advertising offers. We are also developing a widget for quick tickets purchase on the websites of our partners.

**3.** Given the importance of a well-defined marketing plan, it is impossible to ignore the increase in the number of Internet users around the world and the effect that blogs and specialised sites have on those users. Despite the huge number of pages on the most varied platforms, the list of most influential pages practically does not change, varying only the local classification between them. This characteristic allows us to easily identify the most effective media to run public campaigns. We will also use the power of social networks and their tools in our marketing strategy where it is permitted by law.

**4.** In addition, we intend to conduct various media advertising, PR-campaigns, off-line activities in different regions and non-standard advertising through the attraction of offline partners. Concerning the marketing budget, it is expensive but effective to achieve 250,000+ users per day. However, this detailed plan is supported by financial resources previously set forth in the platform's fund-sharing strategy. All reports will be fully transparent for the Token holders.

# 5 Roadmap





# Token Sale

First of all, what differs True Flip's Token sale from other Token sales is that we have already made the product, as opposed to others who just promise to develop something in the future.

## Why do we still need to sell Tokens?

Here are the main issues:

**1. Tokens will be used as tickets**, so token holders can play True Flip's games.

### **2. Jackpot.**

A lottery is interesting only if there is a BIG Jackpot. For a powerful launch we are planning to raise 1`960 BTC for Jackpot via Token Sale campaign. This value is achieved by multiplying:  $40\% * \text{TotalSaleGoal} * 80\%$ , where 40% - is a share of funds assigned for Jackpot, TotalSaleGoal – amount of money raised during the Token Sale and 80% - is the first part of the Jackpot. The Jackpot will be secured on cold wallets with use of multisignature escrow involving three community stakeholders, while the development team won't have any access to this money. So when someone lucky wins the Jackpot, it will be transferred manually.

### **3. Second Jackpot.**

We understand that the probability of winning the Jackpot is 1:49`504`950. But the risk still exists, and we must ensure that we do everything we can to protect interests of our contributors. Therefore, we will have a second Jackpot, the size of 490 BTC, which corresponds

to 20% of the funds assigned for the Jackpot. The calculation is as follows:  $40\% * \text{TotalSaleGoal} * 20\%$ . It will also be stored on a cold wallet and use multisignature escrow involving three community stakeholders, but will only be used if the first Jackpot is won. Thus, we minimize the risk of losing interest to our game if during one of the first drawings the Jackpot will be won.

### **4. Transparency.**

We want to prove to the blockchain community that our game is fair. At this very moment True Flip is not 100% decentralized. Our team knows about this and has a plan on how to make True Flip as much decentralized as virtually possible. Our next goal is to make the platform independent of any third-party (including the team).

### **5. Development.**

We plan to develop 3 (three) more games based blockchain opportunities.

### **6. Marketing and PR.**

We understand that a project can hardly attract millions of customers without a marketing budget. So selling TFL tokens will assemble a budget for a global marketing campaign.

### **Token sale details**

We have successfully completed the Token pre-sale, in which 1`050`000 TFL tokens were sold (5% of the total amount).

The raised funds will be used to finance operations, marketing and to increase the Jackpot.

**Expected Token Sale commencement date: June 28.07.2017.**

**Issuance of TFL Tokens: 21`000`000 TFL tokens**

## Token Sale

### Know Your Customer procedure (KYC)

Know Your Customer procedure (KYC) is an integral part of our business activities. Our KYC procedure is a critical function to assess and monitor customer risk.

KYC procedure allows us to:

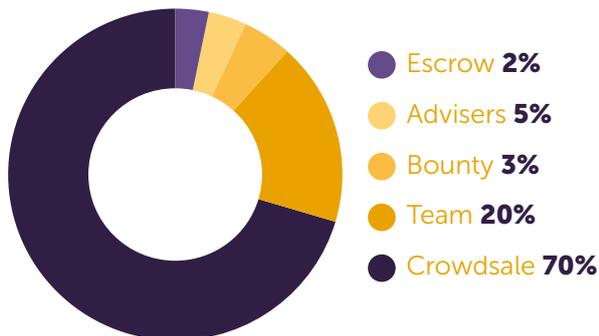
- Establish the identify of the customer
- Understand the nature of the customer's activities
- Assess money laundering risks associated with that customer for purposes of monitoring the customer's activities

KYC program of our company consists of the Customer Identification Program. For the aim of the procedure we request our customers to submit us the following documents:

- National Passport
- Utility bill
- Phone number

We collect, verify and keep records of customer identification information. We also screen our customers against lists of known criminals.

### Distribution rules TFL token distribution rules

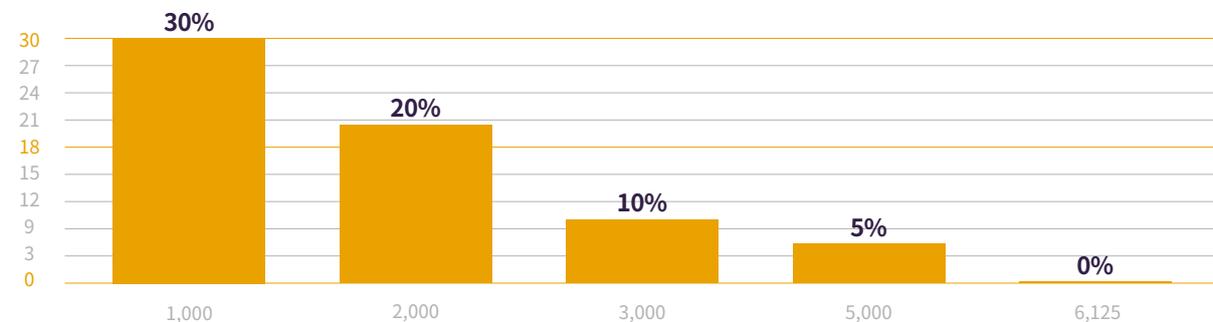


During the Token sale, all participants of the True Flip Token sale will receive a number of TFL Tokens depending on their contribution and current bonus.

Once the Token sale is over, the True Flip team will distribute tokens on TFL Token smart contract.

The price of the TFL Token is 0.0005 BTC. During the Token sale we'll be collecting the funds in Bitcoin, Ethereum, Dash and Litecoin.

Token Sale goal: 6.125 BTC including the bonuses.



● Sales Volume, BTC

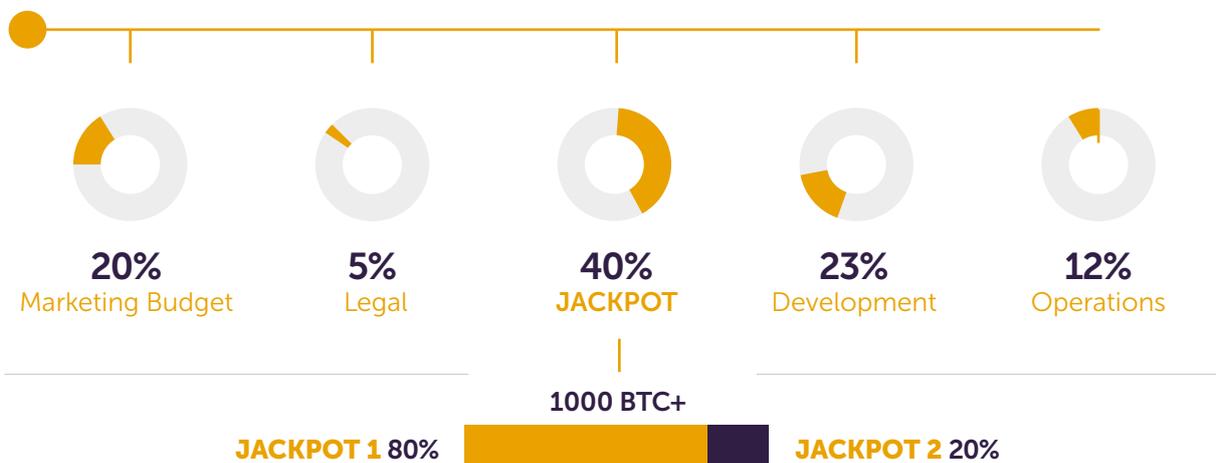
## Raised funds distribution:

We also need to implement a maximum transparency in the system by moving True Flip to a decentralized platform and make it independent from any third parties - this task will also be financed from the funds raised during the Token sale.

### Crowdsale campaign

**0.0005 BTC**

#### Token



**20% of the Tokens assigned for the development team, remain under escrow and will be released in 3 stages:**

1. 20% will be available after Token sale;
2. 40% will be on hold until reaching the KPI (launch of 3 new games);
3. 40% will be on hold for 1 year.

At the initial stage Tokens will be distributed between the managing team as a reward for their efforts to bring True Flip platform to existence.

In the future these Tokens can be negotiated among other partners interested in development and growth of the project/platform.

All unsold tokens will be burned.

# Escrow of the Token Sale funds

### Our escrows are:

- **Richard Kestelein** - CEO ([www.cryptoassets.io](http://www.cryptoassets.io), Blockchain News, [www.the-blockchain.com](http://www.the-blockchain.com) and [www.blockchain-partners.com](http://www.blockchain-partners.com)).
- **George Basiladze** - Founder of Cryptopay, UK bitcoin payment gateway ([www.cryptopay.me](http://www.cryptopay.me))
- **Nikita Parkhomenko** - Co-Founder and COO of True Flip ([www.trueflip.io](http://www.trueflip.io)).

Public addresses will be published right after the start of the Token sale.

The raised funds will be (in a confirmation or two) transferred to a 2/3 multi-signature address, with two of the keys held by trusted third-party individuals (Escrow).

This way the funds are protected in an escrow account that will be released in defined cases, described below.

The raised funds can only be accessed with the consent of at least two of the three signees and when all the conditions are met.

- Bitcoin collecting address;
- Ethereum collecting address.

### Responsibilities of the crowdfunding escrow are as follows:

- verification of the amount and the source of funds not observable on public blockchains through documentation provided by True Flip;
- determining the conditions for a successful or unsuccessful crowdfund in regard to this information;
- acting in accordance with this condition to either transfer or refund wallets under partial control of an arbitrator;
- recording the time and the type of arbitrator work hours (via Google doc, viewing and commenting publicly).

### Decidedly not responsible for:

- verifying the functioning of smart contracts or technical infrastructure;
- conforming to or being held liable for the lawful compliance of the Token sale.

### Liability:

- preserving wallets to the best of the arbitrator's knowledge and skills (minimum are one set of redundant paper wallets and one copy of wallets offline);
- in case of negligence to any degree, the maximum liability is the sum of those values and fees that would otherwise be generated, through reimbursement.

# 7 Token holders benefits

## Token holders game

TFL Token allows its owners to participate in a special quarterly game held only among the TFL Token holders.

Its prize fund is formed by 10-15% payments from each sold ticket in the following manner:

- payments are assigned to the fund daily after each draw;
- the Token owners game is held 4 times a year;
- the amount of funds assigned to the fund (within 10-15% of income) is determined by the team;
- the owners of the Tokens are notified in advance of the date of the game;
- to participate in the game, TFL Token holders must verify their ownership of TFL Tokens through a smart contract;

### Token holders benefits

According to the basic forecast, at the initial stage True Flip can seize up to 0.4% of the global online lotteries market (or 0.03% of the world online gambling market).

From our point of view, both calculations are very conservative and do not take into account the growth potential of the whole market in general, and the potential of the True Flip platform for further expansion.

### Average annual number of tickets sold per day

	10,000	30,000	50,000	100,000	200,000
10%	3.5%	10.4%	17.4%	34.8%	69.5%
11%	3.8%	11.5%	19.1%	38.2%	76.5%
12%	4.2%	12.5%	20.9%	41.7%	83.4%
13%	4.5%	13.6%	22.6%	45.2%	90.4%
14%	4.9%	14.6%	24.3%	48.7%	97.3%
15%	5.2%	15.6%	26.1%	52.1%	104.3%

Share of the ticket sales revenue allocated for the Token holders game

# Opportunities for Token holders

Token holder will be able to track the amount of funds transferred to the Token holders game fund with help of our Website tool - Token holder panel:

Every TFL Token holder has a personal panel with all data proven by blockchain transactions:

- TFL token amount;
- Value of tokens;
- % of TFL tokens out of all tokens;
- winnings in the Token holder game;
- all users transactions (buy tickets, withdraw winnings).

### Ability to participate in product surveys

For optimal further development of the True Flip platform, we have developed a survey system on new products that will arise as the project develops.

Any holder of the TFL Tokens will be able to send their offer to the True Flip team using a special form on the website.

### The basic survey participation rules with TFL tokens:

- only verified tokens on the platform can be used to participate in surveys;
- for each issue on the survey agenda, a time frame for the beginning and the end of the survey collection period will be provided;
- a decision on each item on the survey agenda is made by a simple majority of votes.

Participation of the Token owners in products surveys is considered to be eligible (i.e. has necessary quorum) only if the number of the TFL Tokens that took part in the process is more than 50% of the issued TFL tokens.

If there was no quorum, new terms for survey on the same issues will be announced.

At the same time, on the second survey of the Tokens owners, it will be considered eligible (that is, has the necessary quorum) if the number of the TFL Tokens that took part in the

process is more than 30% of the issued TFL tokens.

Proposals with text descriptions will be created as separate contracts on Ethereum blockchain.

In the dashboard, Token holders will be able to associate their address with their decision on a particular proposal.

Once the survey deadline has passed, the contract will calculate the sum of tokens on addresses for decision as well as a number of tokens against this proposal.

Once all the votes are considered, the contract will save the results of the survey process, and it will stay forever on the Ethereum blockchain.

By such procedure we want to develop our products in the most interesting way for our community.

# Token technical aspects

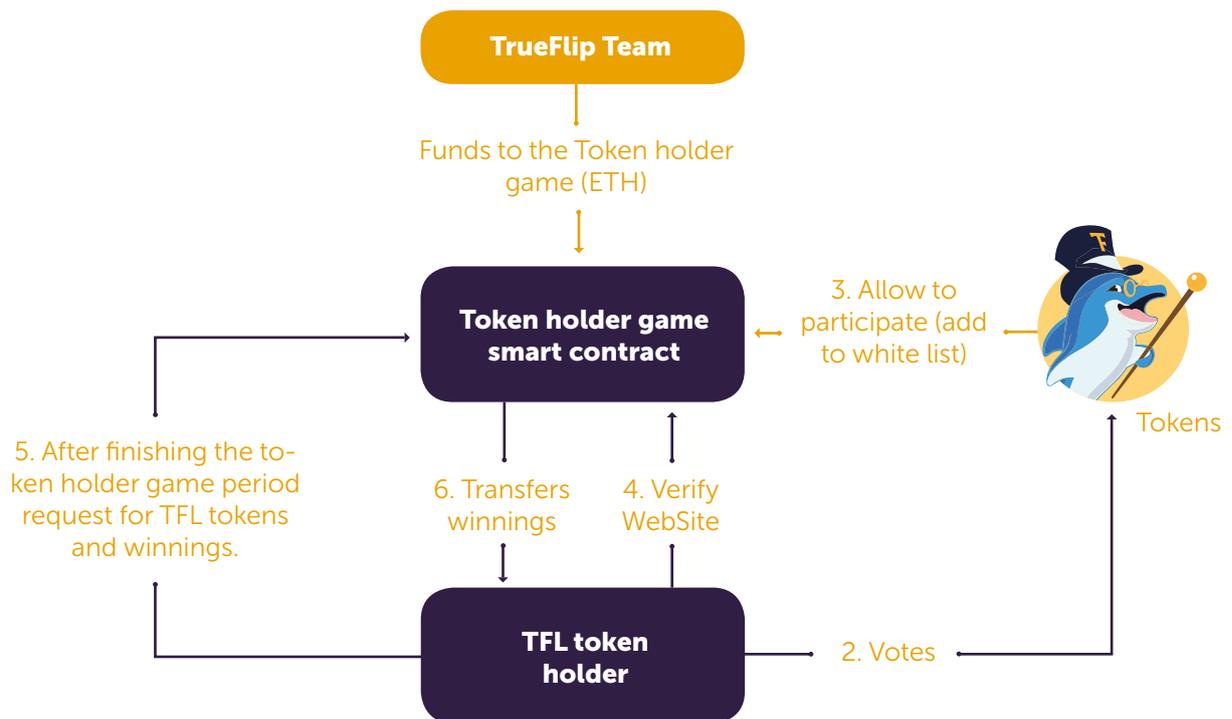
The True Flip platform implements various feedback types according to the result of an operation performed by the system.

No human involvement is required. The purchase of betting tickets is the most frequent operation in the system and any financial movement in the platform is executed in Bitcoin regardless of the form of payment initially used.

However, you can not confuse the financial system with the token implemented on the platform.

The token allows its to become a partner of the world's largest blockchain-based games.

## TrueFlip Token (ERC-20 – compatible)



## Token smart contract functionality

TFL token is ERC-20-compatible smart contract on Ethereum blockchain.

Following this standard means that tokens will be easily transferable between users using existing Ethereum wallets.

TFL token will be used to Verify the Token holder.

# Opportunities for Token holders

True Flip token sale will use Ethereum blockchain. The structure of the sale is presented on the picture.

During the Token sale there will be two ways to get TFL tokens: first one is sending Ether directly to the Token sale contract.

If people want to participate in the Token sale using other cryptocurrencies like Bitcoin, Litecoin or

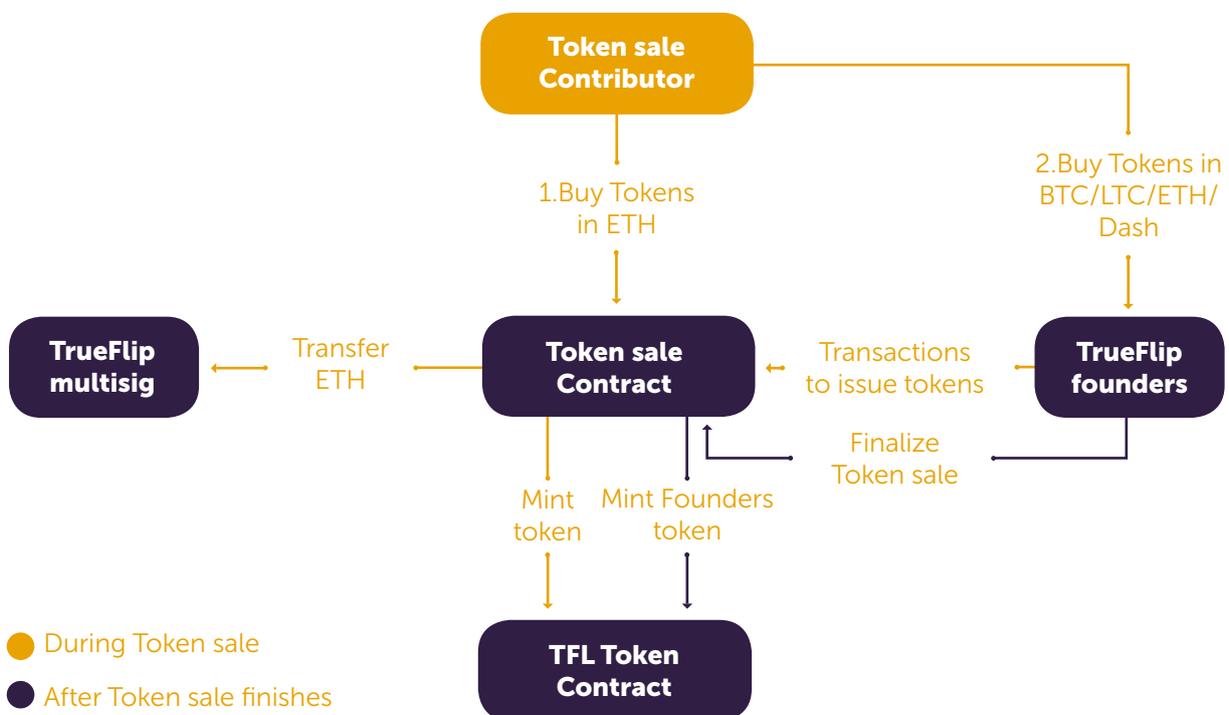
Dash, they would need to send their coins to the founders in the dashboard, and True Flip backend will create a transaction to issue new tokens.

After that, in both scenarios, Token sale contract will make a 'contract call' to the TFL Token Contract to mint new tokens and allocate them to a public address of a contributor.

Token sale contract is the only entity that will be able to mint tokens.

After the end date of the token sale or once all the tokens are sold, True Flip founders will issue a transaction that will finalize the Token sale.

This will trigger minting the tokens for the team and prevent future tokens from minting on the TFL Token Contract.



## Lottery transparency

The Flip's Star game happens every day. The winning ticket is picked based on the hash of the first block on the Bitcoin blockchain after 20:00 UTC. It will not be possible to buy a ticket after 19:00 UTC each day. To verify that there were no ticket purchases after that time all ticket sales will be logged in the game contract. Logging every single purchase separately will be quite expensive. Therefore, to save on the transaction costs, True Flip backend will calculate the hash of each sold ticket and then compute a root hash in a Merkle tree for all transactions (similar to the way it is done for transactions in bitcoin blocks). This root hash will be published on the Ethereum blockchain along with other information about the current game. Each separate transaction will still be available through the True Flip platform: information about each transaction should have the tx\_hash, ticket numbers. After the winning numbers are calculated, True Flip backend server will log them to the same contract. Everyone can verify the numbers, as well as all payouts on the blockchain and make sure there is no cheating on the platform.

# Flip's Star features

## Test period

During the first 3 months after the Token sale the Jackpot will be limited to 200 BTC in order to test all the algorithms in the system and prevent potential loss of the whole funds due to fraudulent actions.

As soon as the platform is audited to be safe, the remainder of the sum will be added.

## Jackpot: increase and release

There are two Jackpots in the Flip's Star game. Initially, they are created at the expense of funds raised during the Token sale: 40% of the total funds is allocated to the jackpot, 80% of which is assigned to the Jackpot No. 1, and the remaining 20% to the Jackpot No. 2.

Jackpot number 2 is a reserve in case of winning the Jackpot number 1. It is not refilled by revenue from the sale of tickets.

Jackpot number 1 - the main, it is played daily and is increased by selling tickets.

If the jackpot is not raffled in the current draw, then the funds from the current Jackpot are going to increase the next. Thus, the Jackpot is growing constantly until the moment when someone wins it.

The platform keeps an archive of draws with the whole history and Jackpot amounts for each raffle.

In case of winning Jackpot 1, Jackpot number 2 becomes the main one. At the same time, a new reserve Jackpot is created. Revenues from the tickets sales are distributed in a ratio of 80:20 to the main and reserve Jackpot correspondingly.

## Calculation

The mathematics of the Flip's Star was developed by Felix Sidokhin. The process of determination of the winning set has 3 stages:

- Ticket sale for the current run ends 60 minutes before 8:00 p.m. (UTC);
  - At 8:00 p.m. (UTC), the first hash of transactions accessible for everybody on blockchain.info is taken and this hash cannot be previously predicted;
  - This hash is incorporated into the algorithm that forms 6 numbers based on the arithmetic action.
- The source code of the algorithm is open, and anybody can check and repeat calculations.



## Methods of depositing

True Flip platform also incorporates multiple payment methods, so every user has a chance to play the game.

As True Flip wants to be an international company and its founders realize that not every person has Bitcoins, they decided to add multiple payment processors to the payment method to increase the number of players. Aside from Bitcoin, these payment methods include Ethereum, Litecoins, Dash and other cryptocurrencies.

Since True Flip just entered its beta-testing phase, the number of available currencies is limited. However, True Flip's development team is working on an in-house exchange to work with a wide range of tradable cryptocurrencies (altcoins).

## Payouts of winning

Benefiting from the Bitcoin network features, when a ticket wins, the amount is instantly transferred to the users wallets under their accounts. Further, users may:

- send Bitcoins to their personal wallets in any other system and convert Bitcoins to any currency of their choosing;
- use True Flip account for any Bitcoin expenses (the address of your True Flip wallet is the same as in any other system).

# 10 Further development roadmap: introducing 3 new games

## 8+1 (takes place every 15 min)

You need to guess 8 numbers out of 20 and 1 out of 4 to win the Super Prize

Bet and winnings table:

		Super prize (min 1,5 BTC)			
You have guessed numbers in the first field (1-20)	You have guessed numbers in the second field (1-4)	1 bet in second field (ticket price 0,0005 BTC)	2 bet in second field (ticket price 0,0010 BTC)	3 bet in second field (ticket price 0,0015 BTC)	4 bet in second field (ticket price 0,0020 BTC)
8	1	Super Prize!	Super Prize! + 0.5 BTC	Super Prize! + 1 BTC	Super Prize! +1.5BTC
8	0	0.5	1	1.5	—
7	1	0.075	0.125	0.175	0.225
7	0	0.025	0.05	0.075	—
6	1	0.015	0.025	0.035	0.045
6	0	0.005	0.01	0.015	—
5	1	0.002	0.004	0.006	0.008
5	0	0.001	0.002	0.003	—
4	1	ticket price 0,0005 BTC			

Option to increase winnings by multiplying a bet

## 12/24 (take place every 15 min)

Try to guess 12 out of 24 number. You will win super prize if you succeed with 12 numbers or none of your 12 numbers you have choosen didn't get in the draw!

Bet and winnings table:

You guessed		Super prize (min 1,5 BTC)
0	12	—
1	11	BTC 0.1
2	10	BTC 0.01
3	9	BTC 0.0025
4	8	BTC 0.0005

Option to increase winnings by multiplying a bet

## Further development roadmap: introducing 3 new games

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### Flip flop

Instant game, in which a person erases 1 of 2 or 3 tickets at every step (depends on difficulty level) and, in case of luck, can either move on or fix a profit.

Step		Prize	
10	BTC 0.00373	\$8.96	\$8,958
9	BTC 0.00187	\$4.48	\$4,479
8	BTC 0.00093	\$2.24	\$2,239
7	BTC 0.00047	\$1.12	\$1,120
6	BTC 0.00026	\$0.62	\$622
5	BTC 0.00014	\$0.35	\$346
4	BTC 0.00008	\$0.19	\$192
3	BTC 0.00004	\$0.10	\$96
2	BTC 0.00002	\$0.05	\$48
1	BTC 0.00001	\$0.02	\$24
Bet	BTC 0.00001	\$0.02	\$24

**Bet can be multiplied up to x1000 times**

# The Project team

Our team is international: Canada, Russia, Brazil, China, Japan and other countries. We have great experience in product development (more than 12 years). Core developers are well experienced in blockchain. Also we are working to engage some well-known community members in our advisory board and as escrow holders keeping the token sale funds. Right now we are redesigning our Token Sale page and will publish more info about team members: who we are and what we've already achieved.

## Management



**Nikita Parkhomenko**

True Flip COO

Nikita Parkhomenko is a COO of True Flip. Previously, he was a CEO in the 7 Pikes Inc. company, engaged in the software development for large pharmaceutical companies. Before that he was the head of the large online retail companies like Piluli.ru and eApteka.ru (TOP 1 in online pharmaceutical market). Has experience of creating startups since 2004. Graduated from the Higher School of Economics in 2008.



**Daniil Andriyanov**

True Flip CFO

Daniil held executive positions in companies such as Partmedia Agency and Part Group. He was the head of the innovation center at the University of Bauman. Graduated from British Higher School of Design.

## Developers



**Felix Sidokhin** Lead Developer

Felix Sidokhin is the founder and developer of QuantAce Inc., which develops algorithmic trading systems on exchanges. Graduated with a master's degree in mathematics from Concordia University.



**Nikita Ivanov** Lead Developer

Specializes in working with web-interface. He was the head of the department at CIO Kidstore.ru



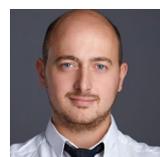
**Vladimir Feoktistov** Specialist in IT infrastructure



**Oleg Skorbatyuk** Specialist in IT infrastructure

Oleg Skorbatyuk has been developing IT systems since 2011. Specializes in working with SQL, SharePoint, PHP. He worked in such companies as Lizar Soft, Web Format LLC and Finport Technologies Inc. Graduated from Kiev National Taras Shevchenko University.

## Marketing



**Konstantin Katsev** Marketing/IR

Konstantin Katsev is a co-founder and specialist in marketing and project promotion. Successfully implemented the minex.io project in which he was a co-founder.

## Project advisors



**Eric Benz** Cryptopay CEO

Founder and CEO of the popular service cryptopay.me. Developed and implemented an improved bitcoin-wallet, which allows to easily exchange bitcoins to fiat money.



**George Basiladze** Founder of Cryptopay

Experienced professional with PE/VC and corporate finance background, passionate on starting new ventures or act as an adviser for founders regarding strategy, business modeling, valuation, fundraising.



**Pavel Kinchikov** Deputy Group CEO

Media Instinct Group, Stockholm School of Economics



**Jon Matonis** Founding Director at Bitcoin Foundation.  
CEO of Hushmail. Startup Team at RSA's VeriSign.

# 12 Privacy



Privacy is of utmost importance for Blockchain and Bitcoin communities, and it couldn't be different True Flip Platform. We recognize the significance of protecting information which is stored or is intended to be stored on our system.

We don't store any kind of information which relates to an individual, that is any information relating to an identified or identifiable natural person, sometimes called a data subject, and have made privacy protection and confidentiality a fundamental component of our business model.

Our "Privacy Policy" informs of the ways we ensure privacy and the confidentiality of personal data and, even more, the anonymity of our users. We are always in compliance with applicable privacy laws in the countries in which we operate.

Privacy policies also describes the information we gather, how we may use those data and the circumstances under which we may disclose such information to third parties.

# 13 Conclusion



This document presents in great part the technological and marketing strategies planned and adopted with the objective of perfecting and maintaining the continuous development of True Flip Platform.

The extensive use of both Blockchain technologies brings about unique features to the system presented herein, catapulting True Flip platform to a whole new level of reliability and process management.

Due to the available level of automation and reliability this platform is a great opportunity for those who believe in the advances brought about by the technology that underlies this project, and those who have decided to join True Flip during its early stages (Token pre-sale and Token sale).

## References

<https://bitcoin.org>

<https://github.com/TrueFlip/prizecounter>

<http://trueflip.io/?lang=en>

<http://trueflip.io/ico>

<https://trueflip.io/info/privacy-policy?lang=en>



[www.trueflip.io](http://www.trueflip.io)