



WHITEPAPER

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Introduction

The eSports industry has seen tremendous growth over the last years, both in terms of viewership and revenue. One of the main reasons for this is the tremendous rise in awareness of the eSports industry since 2015. Back then, there were slightly more than 800,000 people who had heard about it. These numbers soon changed, and by the next year, more than a billion people had learnt about eSports.

These numbers continued to increase in the following years, by a few hundred thousand annually. By 2017, eSports awareness had risen to 1.28 billion, and it reached 1.43 billion by 2018.

Realising the potential of the eSports market, some brands made significant investments into eSports marketing and the industry saw an impressive increase in revenue in the past years. In 2016, the total eSports revenue was \$493 million, this increased by 33% year over year in 2017, where the total revenue was \$655 million.

In 2018, the average year-on-year increase in total revenue was at an impressive 38.2%. The eSports industry made a total of \$906 million in revenue. Out of this, \$694 million came from brand investments – both direct and indirect.

That's a 48% increase in brand investment from the previous year. Newzoo predicts that by 2021, eSports will generate more than \$1.6 billion in total revenue with \$1.3 billion coming from brand investments.¹⁾

Motor racing eSports – or Sim Racing as it's known to the community – was initially left behind as competitive gaming hit the big time. But that is now changing, 2019 was an year of incredible growth for Sim Racing, not just in player bases but in views and engagement. The second year of F1 Esports, generated an audience of around four million and nearly every automotive and motor racing series is looking at esports. Porsche wants to help

develop the eco-system, McLaren is developing their Shadow project, ACO have started their Le Mans Esport series in conjunction with the Motorsport Network, WRC have a world champion, NASCAR created a series called eNASCAR Heat Pro League with 704Games and eNASCAR Peak Antifreeze Series with iRacing, and Blancpain have their own title with Assetto Corsa Competizione. This is just a snapshot of what's upcoming with plenty more series involved, creating huge diversity coupled with a huge opportunity.²⁾

But not all is good, some like Kevin Chou, CEO of Forte, say that free-to-play is broken, with a lot of player anger and a narrow focus on a small base of players who buy things. Blockchain could expand that base dramatically, he said, and that will ultimately fix those economies so they work better.³⁾

The new economic model is decentralization, which does not use a centralized entity to make decisions. Rather, it uses an open-source community tied together by a token. No one party can control it. The crypto industry hopes game companies will pioneer a lot of the uses of the tokens.

Blockchain will someday enable players to take assets created in one game and take them to another. More likely, we'll soon see peer-to-peer communities emerge where users create content, own that content, and sell it to their friends.

Sim racing eSports and blockchain are a great match, Simracer Coin and the future Sim Racing Assets Marketplace aim to create more engagement in the community and drive crypto adoption. Sim racers could see their efforts compensated with Simracer Coin tokens, use them to buy sim racing related items (like setups, skins and services) and leagues could create more realistic and engaging team management, with sim racing assets being translated into non-fungible tokens, tradable in our marketplace as well as in third party ones.

The Vision

Believers think that blockchain gaming will drive crypto mass adoption and will be the key to dreams such as Ready Player One. We believe it will disrupt gaming/eSports and, as sim racing enthusiasts, we want to drive crypto adoption in this growing eSport and bring even more fun and realism to the virtual tracks.

Some of us have been in the sim racing community for almost 2 decades and we plan to leverage this presence and connections to accelerate the adoption of Simracer Coin and it's platforms.

The Project

The Token

Simracer Coin, a standard ERC-20 Token deployed in the Ethereum Blockchain, will be the first step to achieve our vision. Many simracers spend a lot of time competing in several series just for fun. We believe in a 'race to own' model and, by leveraging our presence in the community and building partnerships with existent leagues, we want to offer this virtual champions our token as a prize and put their names on the blockchain forever.

The Marketplace

The next step is to build a marketplace dapp where sim racers can use our token to buy sim racing assets, like setup files, car paints/skins and pay for sim racing services, like coaching. This marketplace aims also to enable the creation of more realistic leagues where you can own the cars and it's parts, each represented by tradable crypto assets, deal with damage costs and realistically manage an eSports racing team.

The League Management Platform

Finally we want to create a league management platform dapp, where league owners can easily

set the specific parameters for each series like costs of participation, required assets and prizes.

The Simracer Coin iRacing Series

To further engage with the community, we will create our own series, starting in 2021, based in the iRacing simulator. This league will also serve to try and introduce new features to our platforms.

Simracer Coin Token (SRC) Details

The SRC token is a standard ERC-20 token secured by the Ethereum blockchain, with the following details:

Token Name: Simracer Coin
Symbol: SRC
Token Type: ERC-20
Total Supply: 200,000,000 SRC Tokens

Token Distribution

The token allocation is as follows.

Community

60,000,000 SRC (30%) is allocated for the community. We plan to leverage our presence in the community to build League and eSports teams partnerships. Part of this allocation will be assigned for bounties and to reward community members. These tokens are to be released over a 5-year period.

Reserve

20,000,000 SRC (10%) is allocated for essential expenditure. Some will be used to pay for required products and services and some will be reserved for future bounties.

Private Sale

30,000,000 SRC (15%) is allocated for the Pre-sale. This will be held in Q3 2020. The private sale funds will be used for marketing and communication (50%), product development

(30%) and for paying for listing in exchanges (20%).

ICO

50,000,000 SRC (25%) is allocated for the ICO. This will be held in Q2 2020.

Marketing

20,000,000 SRC (10%) is allocated for marketing. This will be used for paid campaigns, promotion and partnerships with influencers.

Team/Advisors

20,000,000 SRC (10%) is allocated for the team and its advisors.

Roadmap

Simracer Coin project started in late 2019 and the following are the milestones we plan to achieve in a 2-year period. Some of them will be a continuous effort during this period, like the league/team partnerships and community outreach.

2019

- Idea and Branding Q4 2019

- 2020

- Token Creation, Q1 2020
- Marketing and community outreach, Q1 2020
- Token Listing, Q2 2020
- League and Teams Partnerships
- Private Sale, Q3 2020
- Marketplace V1, Q4 2020
- IEO, Q4 2020
- E-sports League, Q1 2021
- Marketplace V2, Q1 2021
- NFTs Creation, Q1 2021
- League Management Platform, Q2 2021

- Simracer Coin own eSports League Q4 2020
- Marketplace V3, Q4 2020

2021

- Creation of NFTs for simulator assets, Q1 2021
- Simracer Coin League season opener, Q1 2021
- League Management platform, Q2 2021

Contact

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- 3) VentureBeat, **“The DeanBeat: Why the smart kids are moving into blockchain games”**
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