



chiliz  
Spice Up Your Game

Giving esports fans  
the power of **voice**

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# chiliZ

Top Level **Snapshot**

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## Vision

- Give 2.2+ Billion gamers a direct voice in the industry
- Create a crowd management platform for teams, leagues, events and games
- Inspired by Socios team control models used by football teams like Real Madrid & FC Barcelona
- Create the first single entity esports league with fan-controlled teams



## Team

- 20+ Game industry experts
- Experienced in regulated gaming and gaming tech
- Advisory Board:  
Current and former leaders from Facebook, Playtech, Sina Sports, Fnatic, Team Vitality, Pokerstars, InFront Sports and esports influencers



## Legitimacy

- Developed in the E.U. (Malta)
- Executed with the support of the Maltese Government
- Member of the EEA (Enterprise Ethereum Alliance)

# chiliZ

Top Level **Snapshot**



## Market

- Games, the largest entertainment vertical in the world:

Larger than Film + Music industries, combined

- Game Industry Market Cap:

2017: \$108.9B  
2020: \$128.5B (projected)

- Esports revenues:

2017: \$1.5B  
2022: \$2.3B (projected)



## Shareholders

- Top Chinese Venture Capital firms:

Ceyuan Ventures (Feng Bo)  
H&S Financial Group

- Business Leaders:

Dr. Stanley Choi, Investor and  
IPO Specialist (Hong Kong)

Xavier Niel, French  
Telecommunications Tycoon  
(France)

Donald Tang, Hedge Fund  
Manager (Hong Kong)



## Token Crowd Sale

- Utilizing ERC20 Token Standard

- \$50 Million Goal

- \$CHZ

- Ongoing discussions to list chiliZ tokens on multiple leading exchanges accross Asia post-sale

- Private Sale March 1st

## **Viable Consumer Demographics**

Gaming and esports consumers are digitally affined, young and usually well educated and relatively affluent; they also fit nearly the exact profile of early cryptocurrency adopters in addition to having experience with open systems and the utility of digital socialism in the form of crowd-solutions, real-time online voting and the like.

## **A Gap in Current Investment and Engagement Services**

Currently a large majority of all investments being made into esports come from top tier game publishers, media corporations, corporate sponsors & wealthy independent investors. Formalized, fan-friendly platforms which offer crowdfunding and crowd-decision making that are accessible to casual or average fans in esports do not exist although demand for these services is evident.

## **chiliZ Pioneers “Fans as Influencers” Solutions**

The chiliZ platform will allow fans to leverage their chiliZ token ownership to directly participate in decisions and management guidance for the teams, leagues, game titles and events they choose to have a Voice within. This tokenized ‘crowd control’ system is scalable and flexible enough to traverse every corridor of esports & find use outside this vertical in traditional sports application as well.

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# Contents

PAGE 7

**01** The chiliZ ecosystem

- 1.1 What is the chiliZ platform?
- 1.2 Why develop the chiliZ platform

PAGE 10

**02** Problem & Solution

- 2.1 The Problem (a.k.a The Opportunity)
- 2.2 The Solution

PAGE 13

**03** Platform Introduction

- 3.1 An overview
- 3.2 Fan decisions
- 3.3 Third parties

PAGE 18

**04** The chiliZ vision through 2020

- 4.1 First application
- 4.2 Milestones
- 4.3 Expansion Phases

PAGE 22

**05** Current & Future Marketplace

- 5.1 Industry Snapshot
- 5.2 Precedents
- 5.3 Industry Evolution
- 5.4 Other token sales

PAGE 27

**06** The chiliZ Platform: Features

- 6.1 Voices
- 6.2 Voice Queue
- 6.3 Voice Marketplace
- 6.4 Service/Gaming features

PAGE 32

**07** The chiliZ platform: Technology & Values

- 7.1 Our values
- 7.2 Why Ethereum?
- 7.3 The platform at a glance

PAGE 36

**08** Fan Engagement Transactional Model

- 8.1 Monetization
- 8.2 Revenue for teams, leagues & events

PAGE 39

**09** GPL: The 1st League application of the chiliZ platform

- 9.1 Introduction
- 9.2 The GPL today
- 9.3 The GPL in 2019
- 9.4 The GPL dashboard

PAGE 48

**10** Team, Advisory & Shareholders

- 10.1 Team
- 10.2 Advisory
- 10.3 Shareholders

PAGE 56

**11** chiliZ Crowd Sale

- 11.1 Distribution
- 11.2 Funding allocation
- 11.3 Token sale process

PAGE 60

**12** Legitimacy

- 12.1 Operation in Malta

PAGE 62

**13** Contact

- 13.1 Points of Contact

# 01

## The chiliZ ecosystem

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- 1.1 What is the chiliZ platform?
- 1.2 Why develop the chiliZ platform?

**1.1**

What is the chiliZ platform?

**A platform for sports and esports fans to crowd-manage their favorite teams, games, leagues and events**

By 2020 we envision an esports landscape that is shaped not just by what games, teams, and leagues draw the highest viewership, but by those that most effectively activate and monetize their fan-base and make them the decision makers – the crowd management – behind their own competitive entertainment. Our drive is to push to esports into this new reality via **radical fan engagement**, & the chiliZ platform will make this direct influence-as-engagement possible:

A universal sports & esports “crowd-control” engine capable of giving fans a direct Voice to guide their favorite teams’ management & strategy decisions. Any league, any team & any game, realized with blockchain technology.

With chiliZ, fans can become **Socios for esports** - managers of any competitive entity that’s fueled by it’s Voice platform while teams, leagues & events from any corner of the esports landscape can monetize the fan demand for these Voice rights.





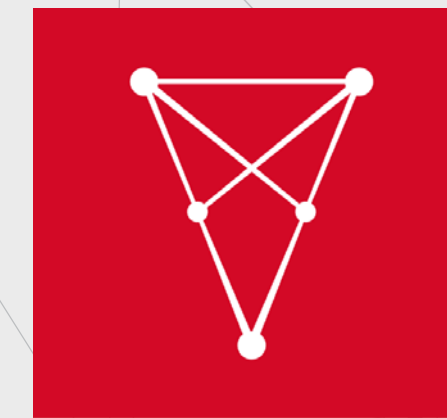
**1.2**

## Why develop the chiliZ platform?

**Turn 2.2+ Billion gamers and 380+ Million esports fans from spectators into decision makers**

The global esports market is slated to experience 32% growth annually over the next 2-3 years, building up from today's current population of 2.2+ billion gamers.

Currently there is a lot of ongoing exploration into the improvement of fan engagement and monetization solutions within this space. Our vision to do so embraces cryptocurrency and blockchain technology as the most effective tools to empower esports' more than 380 million active fans and transform them **from passive spectators into active agents** who control the competitive landscape they love to follow.



chiliz

# 02

## Problem & Solution

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- 2.1 The Problem (a.k.a The Opportunity)
- 2.2 The Solution

**2.1**

## The Problem (a.k.a The Opportunity)

**Fans can only watch. They can't make decisions or influence the organizations they love**

**The current esports environment offers only transactional 'contact' for fans.** They pay for licensed products & watch their favorite line-ups compete in their favorite games, but do so passively. Much like traditional sports, they have no influence in their favorite teams or players. They are passive observers.

There is no systems in place for controlling team decisions other than creating your own franchise today & no way of transitioning from fan to active agent in your favorite team's decision making processes. Doing so by investing within a specific team is not on offer from any existing esports organization - and even if it were - would fall far outside the average esports' fans grasp as barriers to entry - time, funding, talent acquisition ability, and the like - are immense.



**2.2**

## The Solution

**A platform where fans can get a direct Voice in their favorite organizations, connect, & help fund new sports and esports entities**

**The chiliZ platform, powered by the chiliZ token** – an esports team crowd-management environment which lets fans take a meaningful, active hand in guiding the major decision making events for their favorite professional esports teams for the first time ever. This is made possible via the novel application of scalable, blockchain-based team Voice ownership and Trading infrastructure, and realized via the secure, trustless deployment of tokenized voting rights, executed via smart contract on the chiliZ platform.

**chiliZ' blockchain solution turns team management into an entertainment proposition in its own right**, gamifying voting rights into a trading & re-trading experience. This is a 'fantasy esports' experience with a single fantastic caveat – every fan's voting decisions will directly affect real-world esports teams & real world esports competitions. chiliZ fan-controlled teams can operate in both existing esports infrastructures – competing independently in conventional events such as Dreamhack, ESL and the like – or in new environments such as multi-game, single entity leagues.



# 03

## Platform Introduction

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- 3.1 An overview
- 3.2 Fan decisions
- 3.3 Third parties

3.1

# The chiliZ platform: An overview

## The Dream Machines

Esports entities – from individual teams to entire self-contained leagues competing globally, guided by a brain-trust of thousands of fans acting as each team’s hive-mind management engine.

## The Engine

The chiliZ’ platform’s blockchain based ‘Voice’ voting system; capable of fueling management decision for team from any game type or professional strata.

## The Fuel

The chiliZ token, used by fans to acquire & trade team Voices & enact their voting rights as managers.

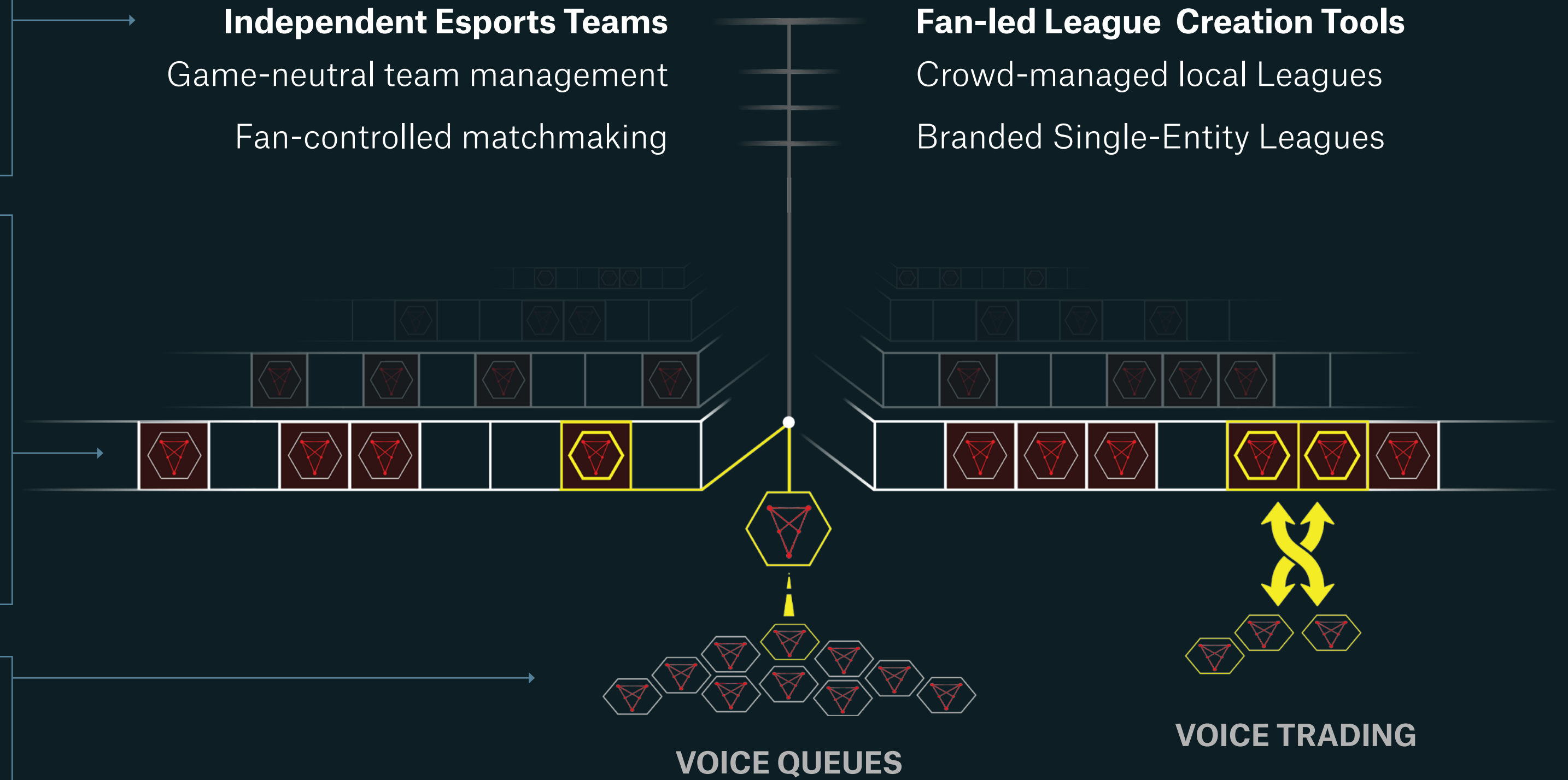
## What this management engine can fuel

### Independent Esports Teams

- Game-neutral team management
- Fan-controlled matchmaking

### Fan-led League Creation Tools

- Crowd-managed local Leagues
- Branded Single-Entity Leagues



**3.2**

## What decisions can fans make?

When fans enter the chiliZ platform, acquire chiliZ tokens & use them to become Voice holders they become part of the crowd-management decision engine for whichever organization they've chosen.

**But, what kinds of decisions can fans make to guide & engage with the Teams & Leagues they have a Voice in?**

Here are some general examples of what the power of Voice grants fans in the chiliZ\* platform:

\* Please note that these are conceptual, general examples as real-world decision making/ voting topics for teams & leagues will vary drastically depending on which specific title they are competing in.



### Team-wide decisions

For teams built from the ground up to run on chiliZ voting - which players are drafted onto the team (chosen from an eligible draft pool)

For applicable games - Which matchups teams would prefer to face at specific events, exhibition games & in opening tournament rounds.

Where applicable - Which character skins players on the team 'wear' during games.

Where applicable - Which maps teams will compete on in any given match-up.



### League-wide decisions

Format decisions regarding leagues (length of season, competitive match-making formats for season, and the like.

Which new game modes teams should compete in.

For multi-game capable leagues - Which new titles should be included for league expansions.

Matchmaking decisions regarding leagues - How teams should be seeded & how matchmaking will occur during the regular season (where applicable).

3.3

Which third parties will be connected?

**Franchised esports Leagues**

Fan-controlled management of teams in existing esports leagues (i.e. ELEAGUE, etc.)

**Independent esports teams**

Fan-controlled management of individual esports teams (i.e. Fnatic, Team Liquid, etc.)

**Single-entity Leagues**

Voting management platform for the Global Player League and other SELs

**Traditional Sports**

Fan-controlled blockchain solution for socios-based club management (as utilized via conventional means in Real Madrid, FC Barcelona & etc.)

**Fans as Gamers**

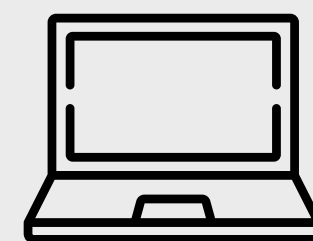
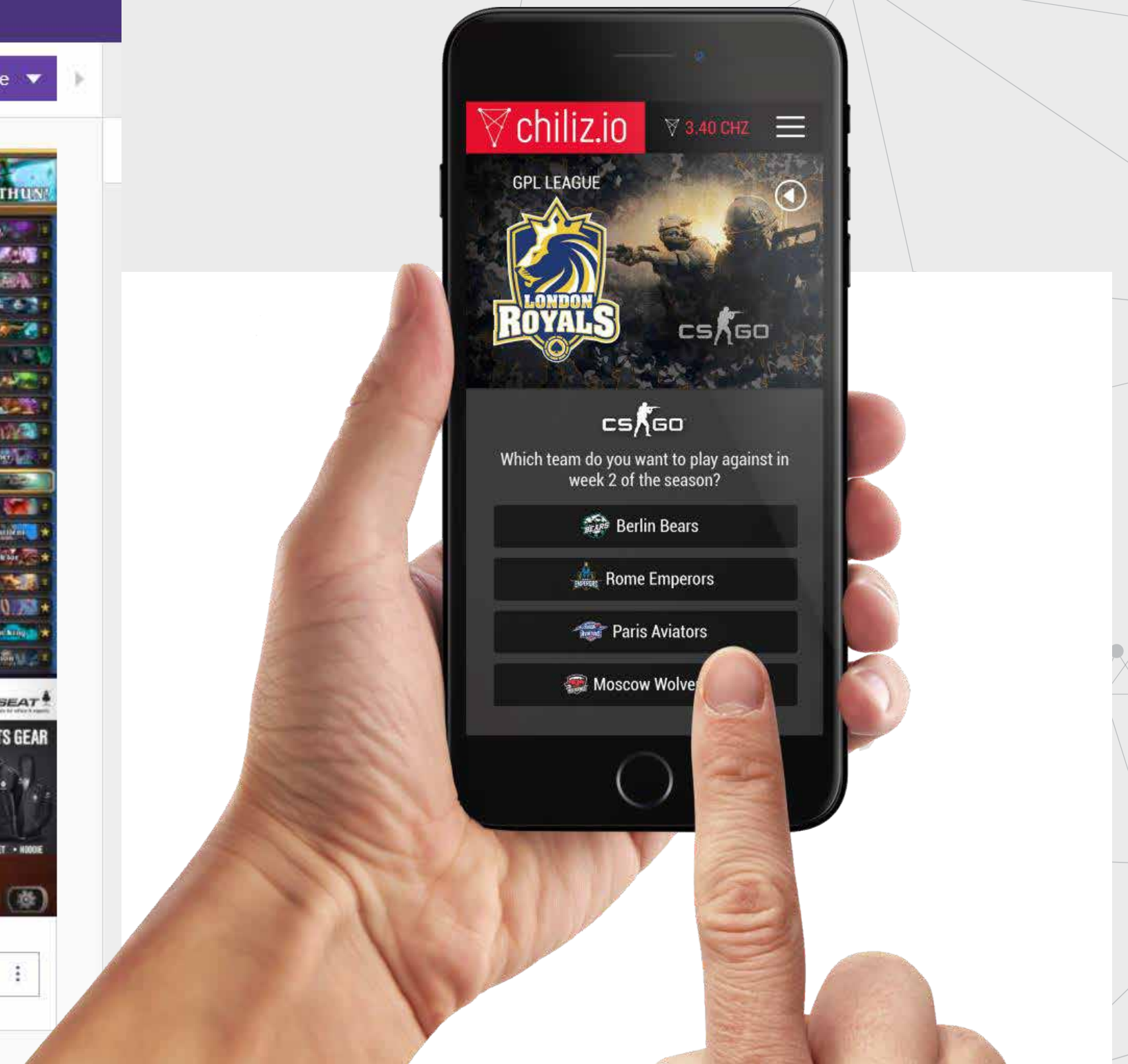
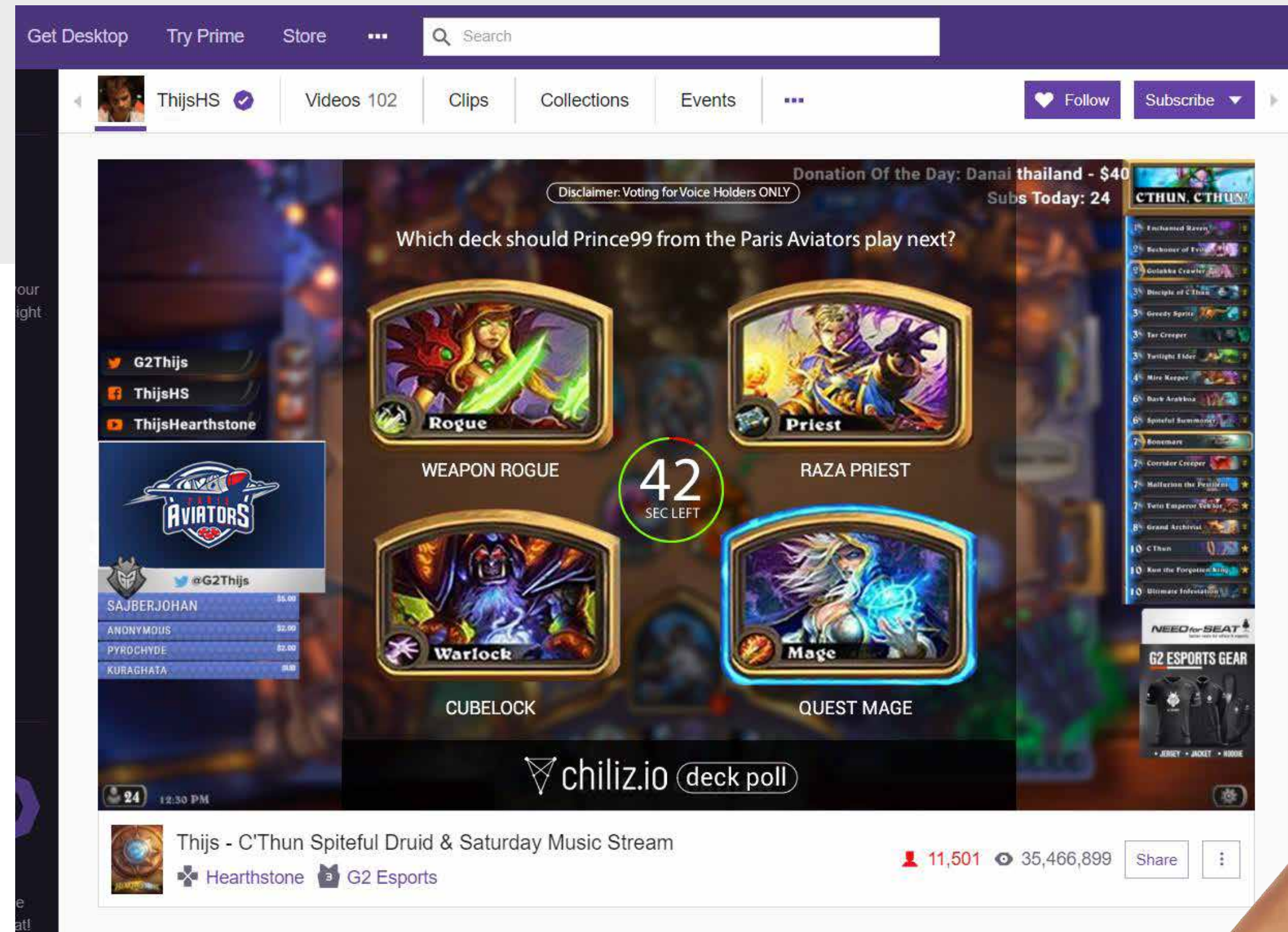
- P2P real money competitions
- Esports bookmaking
- Digital asset (skins etc.) trading
- Leaderboard leagues



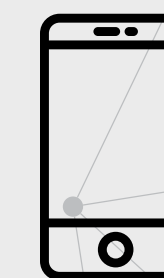


3.3

Connectable to existing platforms & mobile-friendly



^  
The chiliZ platform can be connected to Twitch via its overlay options, creating real-time decision-making and crowd management opportunities for chiliZ Voice Holders in multiple games.



^  
Mobile application development for the chiliZ platform will allow fans to access and execute their team's decisions from anywhere, voting on match-ups and more on the go.

# 04

## The chiliZ vision through 2020

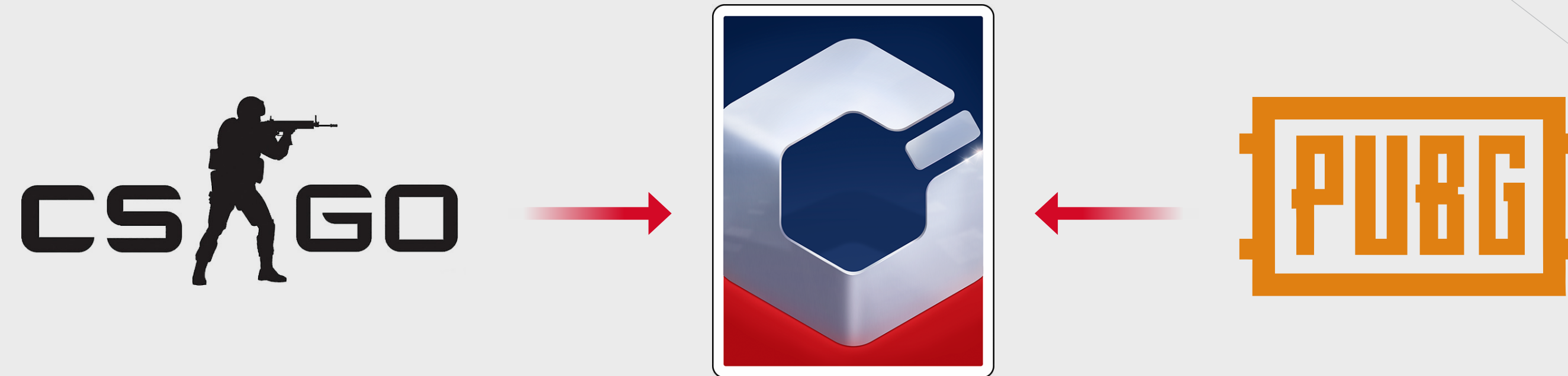
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- 4.1 First application
- 4.2 Milestones
- 4.3 Expansion Phases

**4.1**

First Application:  
The Global Player  
League

**GPL is a single  
entity esports  
league native  
to chiliZ and  
controlled  
directly by fans**



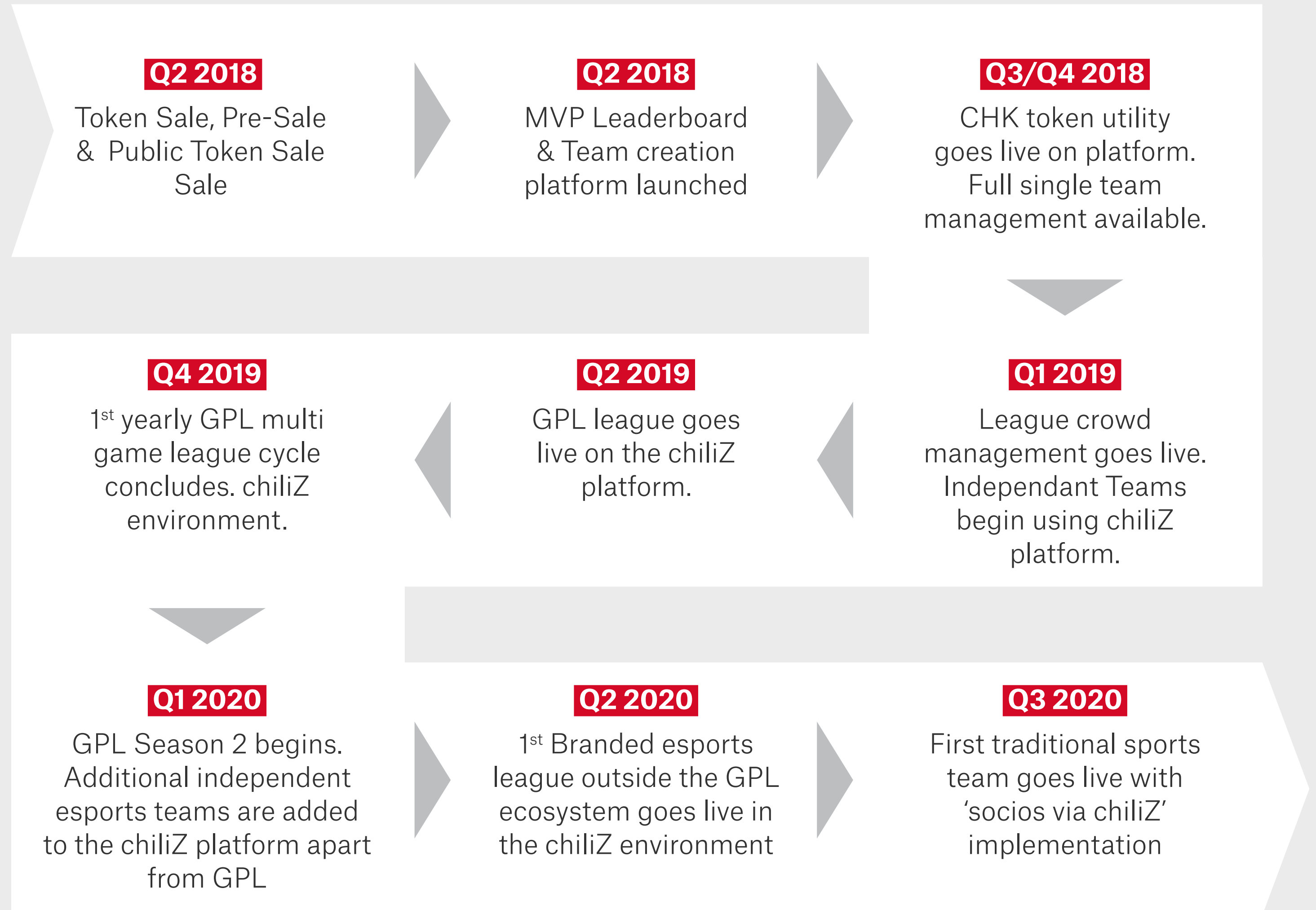
As its first large scale native application, the chiliZ platform & its utility token powered crowd-voting economy will fuel the Global Player League (GPL) - a fan-controlled, city-based, globally scalable esports league for today's 2 billion+ strong gamer community. **Inspired by Socios, football's fan ownership model for giants like FC Barcelona & Real Madrid & realized with blockchain technology.**

This decentralized esports league environment allows the GPL's team franchises to be guided directly by fan consensus, accomplished via unique voting rights underpinning each chiliZ token when inhabiting one of any given team's Voices and realized via smart contracts. No middle-men, no disconnect between events and fans.

**4.2**

## Short & Mid-Term: Anticipated Milestones

Post Token Sale, one of Mediarex's key markets for the chiliZ platform will be Asia. This region is the world's esports hub & deeply involved in the build-out and adoption of blockchain technology. **Mediarex will set up JVs and Partnerships with organizations throughout South Korea, Japan & South-East Asia**, open offices across the region & support the rollout of GPL China Season 2 and beyond.



**4.3**

## 3 Phases: From launch to traditional sports coverage

### Launch

**Q3, 2018**

The chiliZ token and platform roll out publicly, connecting with our natively developed esports assets like the Global Player League and some 3rd party early adopters and partners.

Fans trade, vote and control - organizations gain engagement, redefine their connection to fans and open up stable new revenue streams.

### Launching Pad

**Q1, 2019**

The chiliZ platform opens up to full utility by all interested 3rd party team rosters, esports events, game publishers & league producers.

Experimentation with chiliZ as a dApp and blockchain for qualified small scale esports organization's to conduct controlled token sales moves closer to rollout.

### Entry into Conventional Sports

**Q3, 2020**

The chiliZ platform now operated on its own independent blockchain centered around usage needs for esports dApps and other actors.

The chiliZ platform itself moves towards having its Voice crowd-management and trading system utilized by conventional sports organizations across various game verticals (football and the like).

# 05

## Current & Future Marketplace

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- 5.1 Industry Snapshot
- 5.2 Precedents
- 5.3 Industry Evolution
- 5.4 Other token sales

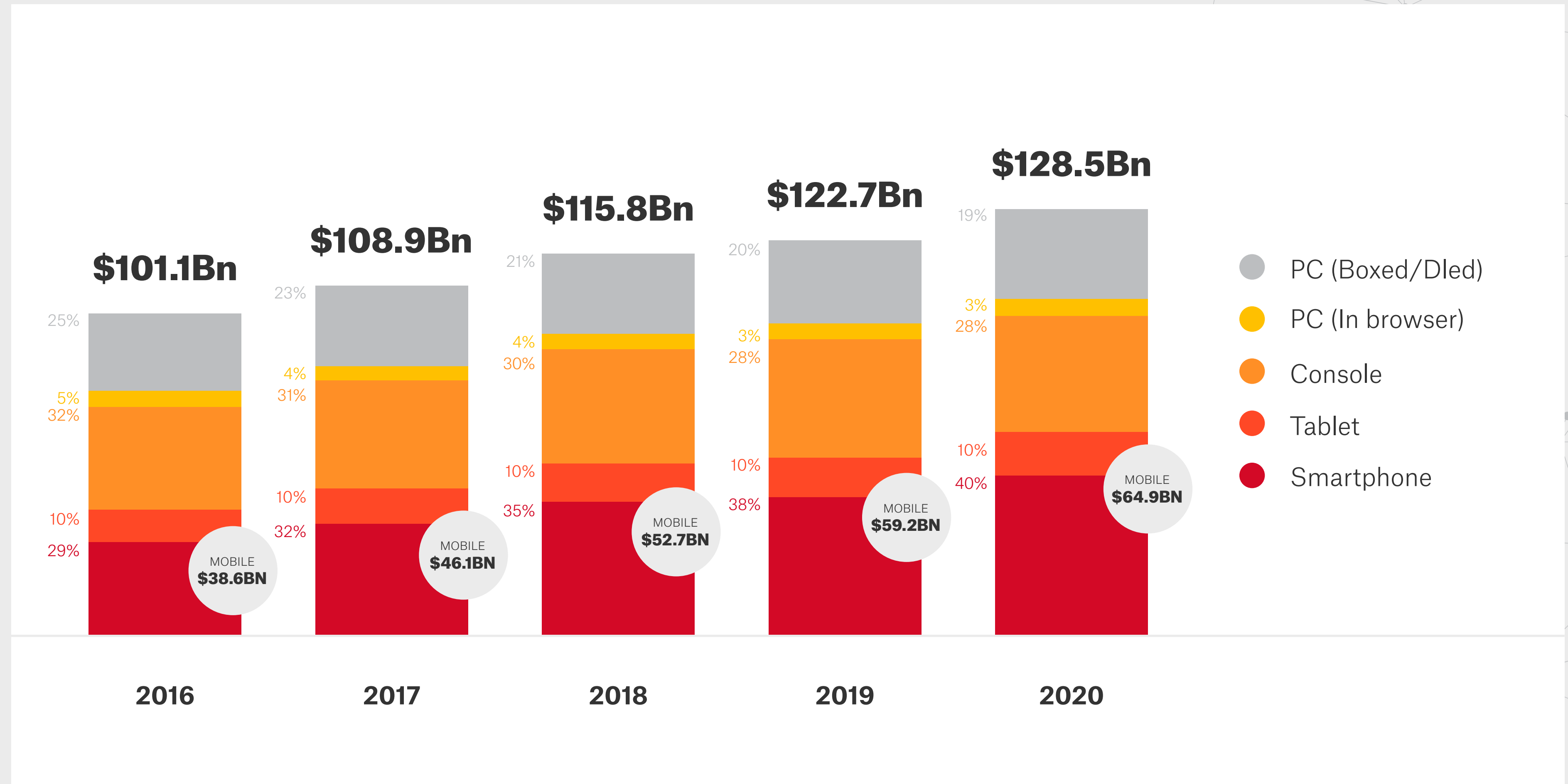
5.1

# The Game Environment: An Industry Snapshot



Forecast 2016 - 2020

Source: © Newzoo | Q2 2017 update



The modern gaming industry is the largest entertainment provider in the world – larger than the global movie and music industries combined. **The ecosystem's 2.2B+ player base is continuously growing**, turning into viewers of the games they play, and enjoying access to constant innovations, new game releases and options to interact with the brands they enjoy most.

5.2

Historic  
Precedents:  
Fan-Owned  
Teams



**European Football**

Some of the most valuable sports franchises such as FC Barcelona, Real Madrid, FC Porto & SL Benfica are owned & partly managed by **'Socios' - groups of tens of thousands of club supporters who actively vote to elect their teams' boards & president.** No single 'Socio' can have monopolistic voting power & as a result everyone has a hand in guiding top level management decisions.



**The NFL**

The Green Bay Packers are the only community owned team in the NFL – with 360,584 current stockholders, none of whom is allowed to own more than 4% of the franchises 5m+ shares at any one time.



5.3

# Evolution of esports competitive structures

**As esports continues to mature it's beginning to follow a similar pattern of consolidation & organization seen in the lifecycle older conventional sports ecosystems.** Esports' disconnected, grassroots organizational structures are coming together, while new initiatives adopt a more centralized, interconnected structure from inception. The rise of tight-knit leagues and independent esports teams tied directly to their fans is a logical next step.

## 1st Generation



Independent teams & disconnected tournaments run around the world.

## 2nd Generation



Franchise teams are brought together to compete in organized game-specific leagues.






## 3rd Generation



Fan driven & fan controlled leagues and teams with concrete, meaningful and regular interactions between the two.

5.4

Other Token Sales in the esports & gaming industry

 <p><b>Market Cap: \$310m</b></p> <p>Smart Cryptocurrency created for the Gaming ecosystem. (ENJ).</p> <p><b>Token Sale: \$23m, Oct, 2017</b></p>	 <p><b>Pre-Token Sale: \$6m</b></p> <p>Esports Talent management, Networking &amp; monetization platform (DRT).</p> <p><b>Token Sale: Q2, 2018 Aim: \$45m</b></p>	 <p><b>Token Sale Goal: \$30m</b></p> <p>Game &amp; Digital Asset (in-game) trading platform.</p> <p><b>Token Sale: Q1, 2018</b></p>	 <p><b>Market Cap: \$250m</b></p> <p>Esports betting platform (UKG).</p> <p><b>Token Sale: \$31m, Oct, 2017</b></p>	 <p><b>Market Cap: \$320m</b></p> <p>Cryptocurrency for gaming (GAME).</p> <p><b>Token Sale: \$26m, May, 2017</b></p>
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A majority of esports & gaming tokens are traded on exchanges globally, including OKEx, Upbit, Bittrex, and Binance.

Note: Valuations reflect early January, 2018 market states.

# 06

## The chiliZ Platform: Features

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- 6.1 Voices
- 6.2 Voice Queue
- 6.3 Voice Marketplace
- 6.4 Service/Gaming features

6.1

# Voices

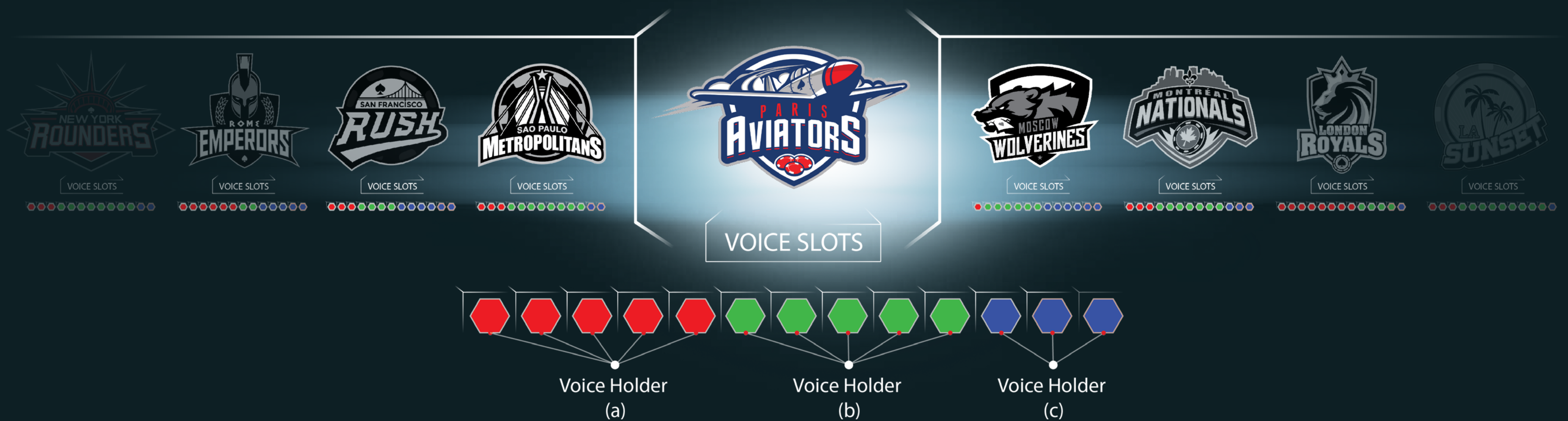
# Voting rights & execution for fans via Decentralized Autonomous Organizations (DAOs)

## The decentralized Engine that runs every decision in the chiliZ platform

All esports teams – independent or league-tied - operating in the chiliZ platform will debut with a specified, finite number of ‘Voices’, each of which are activated when filled in with a chiliZ token. Fans who ‘park’ chiliZ tokens in any given Voices automatically – via smart contract execution – gain voting rights for the team that Voice is associated with. Voice holders vote regularly on management issues, team roster creation and changes, matchmaking (where applicable, and more.

### Maintaining Team Management Integrity

Every esports team operating in the chiliZ platform will run their own Decentralized Autonomous Organization, implementing their own democratic rules to poll Voice holders about every team related decision. Decentralized Autonomous Organizations consist of smart contracts executed in the blockchain, guaranteeing voting integrity by ensuring that only Voice holders can participate to the vote and influence it proportionally to the number of Voices they own. Having votes executed in the blockchain and publicly auditable will ensure that neither the chiliZ platform or the organizations fueled by it can manipulate voting results or ignore fan crowd-guidance.



**6.2**

## The Voice Queue

### **A democratic solution to fill newly generated Voices**

The Voice queue is a decentralized, democratic waiting room to ensure all new Voices – either created when new teams are added to the league, or generated for existing teams as the chiliZ market grows - are able to be secured fairly by fans. First come first served.

#### **How the Voice Queue works**

Fans choose the parameters of what they'd like their chiliZ token – or tokens – to be queued up for. They can tell the queue system that they want the first available new Voice in a specific team, in a range of teams, for any team in a specific game type or League, or for ANY new Voice that becomes available across the chiliZ platform.

The Voice Queue is a slower way to obtain Voices when compared to doing so at auction on the **Voice Trading Floor**, but this system guarantees fans Voices at their 'prime' rate. 1 ChiliZ token = 1 Voice.

Queuing times differ depending on how specific or general fans make their queuing requests, but as team Voices can only expand in the chiliZ platform, everyone who enters is virtually guaranteed to find their Voice at some point. This also represents the lowest impact way for a casual Fan to leverage their chiliZ ownership into a direct Voice guiding a real-world esports team.

## Voice Trading (The Voice Marketplace)

### **The gamified platform where fans acquire, trade & grow their 'Voice Portfolio'**

Fans who are in control of 1 or more Voices for any chiliZ-fueled esports entity gain access to the **Voice Trading Floor**. The Voice Trading Floor enables fans to auction off Voices under their control - and the voice/ voting rights they hold. This dynamic, gamified system gives fans value added on top of the entertainment and prestige their Voices afford them, as they can leverage their position to exchange Voices for chiliZ at 'above prime' rates. **What this means:**

Fans can offer for a minimum 'buy-out' - i.e. 2 chiliZ for a given Voice - and leave the rest to a public 'highest bidder' auction. This live auction is subject to maximum ask ceilings and regulated via cancellation ceilings as well. A Voice holder can only cancel 2 auctions, before being put into a do-or-die scenario where their next auction held, cannot be turned off. In this way new fans have the option to actively secure voices in their favorite teams rather than simply sitting in the **Voice Queue**, with the trade-off being that they will likely use more chiliZ to do so.

**From the prospective of selling**, fans who auction off Voices can use their accrued chiliZ gains to diversify the Voices they hold across teams or entities fueled by the chiliZ platform, or to keep building their Voice stewardship in a single team. Think of it as 'esports decision-making tycoon' - the only difference is the esports teams fans become a powerful voice in are all real.

**A Gamified Economy & Business Model:** The Voice Trading Floor ensures that chiliZ have real utility - in addition to the voting leverage they provide fans - as a gamified Voice growth tool, traded in a sub-environment where building up voting rights in Fan's favorite esports teams itself becomes a meta-game. Trading micro-fees taken by the platform also represent a sustainable business model to fuel the chiliZ environment as a whole.



### Leaderboard Leagues

The chiliZ platform will enable users to participate in season-structured 'amateur' leaderboard leagues both as part of a team or in solo mode. Each leaderboard league will be dedicated to a specific gaming title (i.e. PUBG/CS:GO) with leagues divided according to regions, & branded according to sponsors or existing platform applications (teams, leagues or the like).

End-of-Season rewards both for F2P leagues and paid leagues (bought into with chiliZ) will be executed automatically via smart contracts depending on team's or player's finishing positions.



### Digital Asset Trading

Branded assets for applications running on the chiliZ platform will be turned into buy-able skins for numerous top tier game titles. The chiliZ platform will partner with top skin trading providers in the industry to ensure liquidity & numerous skin trading partners will also utilize the chiliZ token to carry out transactions. This enables chiliZ platform users to have a 'platform-native' trading experience, even with independent traders.

Other assets will be available for trade in the chiliZ platform's Trading hub as well, including in-game items across titles and more.



### P2P Daily Challenges

chiliZ platform users will have access to 'instant challenge' single-game tournaments across many titles. Challenges will be on demand and offered both at a variety of fixed stakes and via mutual agreement of stakes. Competitor's chiliZ are held until game completion and awarded to the winner as a smart contract execution.

**Fixed Stakes:** Users can find Challenges via a conventional registration menu divided by title type & and game mode type.

**Personal Challenge:** Users can put out a challenge, offering terms and the amount of chiliZ they want to play for. Once an opponent signs up its game on.



### Team Matchmaking & Social Connection

Finding like minded gamers, or teammates to compete in team based titles like PUBG, CS:GO, or the like - isn't always easy. The chiliZ platform solves this with a built-out 'Team Matchmaking' system that brings together active users in real time who are searching for other to share co-op experiences with in their favorite titles.

Players are matched by skill levels, character types (if applicable), and connected via group chat. Once everyone confirms a team it auto-registers to players profiles - where everyone can remain in contact and coordinate games. chiliZ's match making system also works directly with Leaderboard Leagues.

# 07

## The chiliZ Platform: Technology & Values

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- 7.1 Our values
- 7.2 Why Ethereum?
- 7.3 The platform at a glance



**7.1**

## Our values & how blockchain serves them

### Transparency and auditability: **At the core of the chiliZ platform ethos**

We take our commitments both to our users and the organizations fueled by the chiliZ platform seriously:

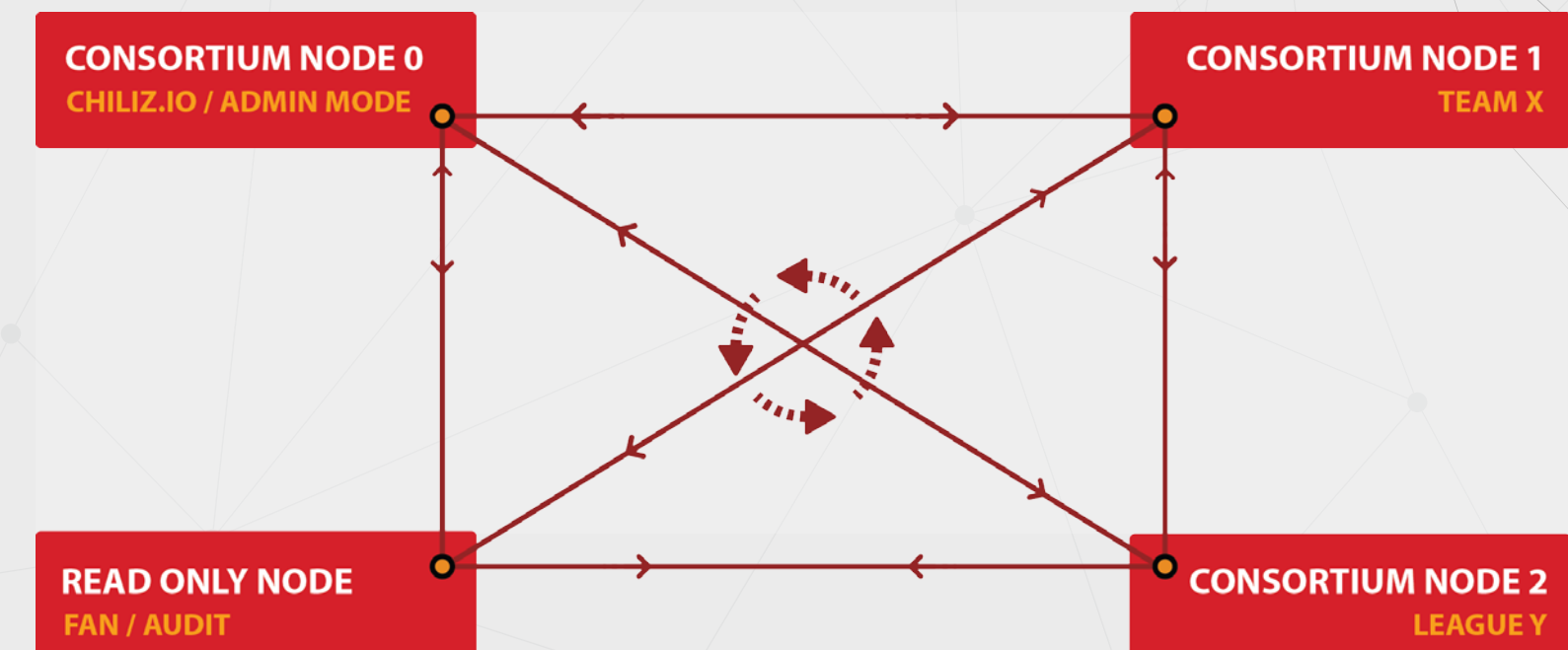
**For our users: To be the Voice engine of the fans**, giving them a way to meaningfully influence crowd-managed on our platform under complete integrity. **For our partner organizations: To create and share revenue generated via the chiliZ platform in a fair & transparent way.**

It is important for us that trust in our platform – both on the side of users and partners - isn't the only thing giving them security that their Voices will be heard fairly & revenue will be accounted for accurately. Blockchain is the de-facto choice as a technological foundation to build a platform that meets these values & guarantees from us.

**To ensure that the chiliZ platform is a fully blockchain based dApp, we will build and run a consortium blockchain** beside the main Ethereum blockchain where our chiliZ ERC20 token will be emitted. This consortium will be open to every team, league, game title or other organization who connects with the chiliZ platform. Running our own Ethereum based consortium chain will drastically reduce transactional costs for transactions by allowing the use of a Proof of Authority consensus algorithm.

As a result, everything occurring in the chiliZ platform – all Voice voting, trading, new accrument of Voices converted from chiliZ tokens and chiliZ balance exchanges as part of chiliZ' additional service features - will be stored in an auditable, permanent way on our consortium blockchain.

**The chiliZ platform is an open book**, a public ledger consisting of all platform-wide transactions that can be audited by every member of the consortium as well as by fans who entrust us to give them a legitimate Voice within their favorite chiliZ-connected organization.



**7.2**

## Why Ethereum?

### Ten reasons the chiliZ consortium chain is based on Ethereum:

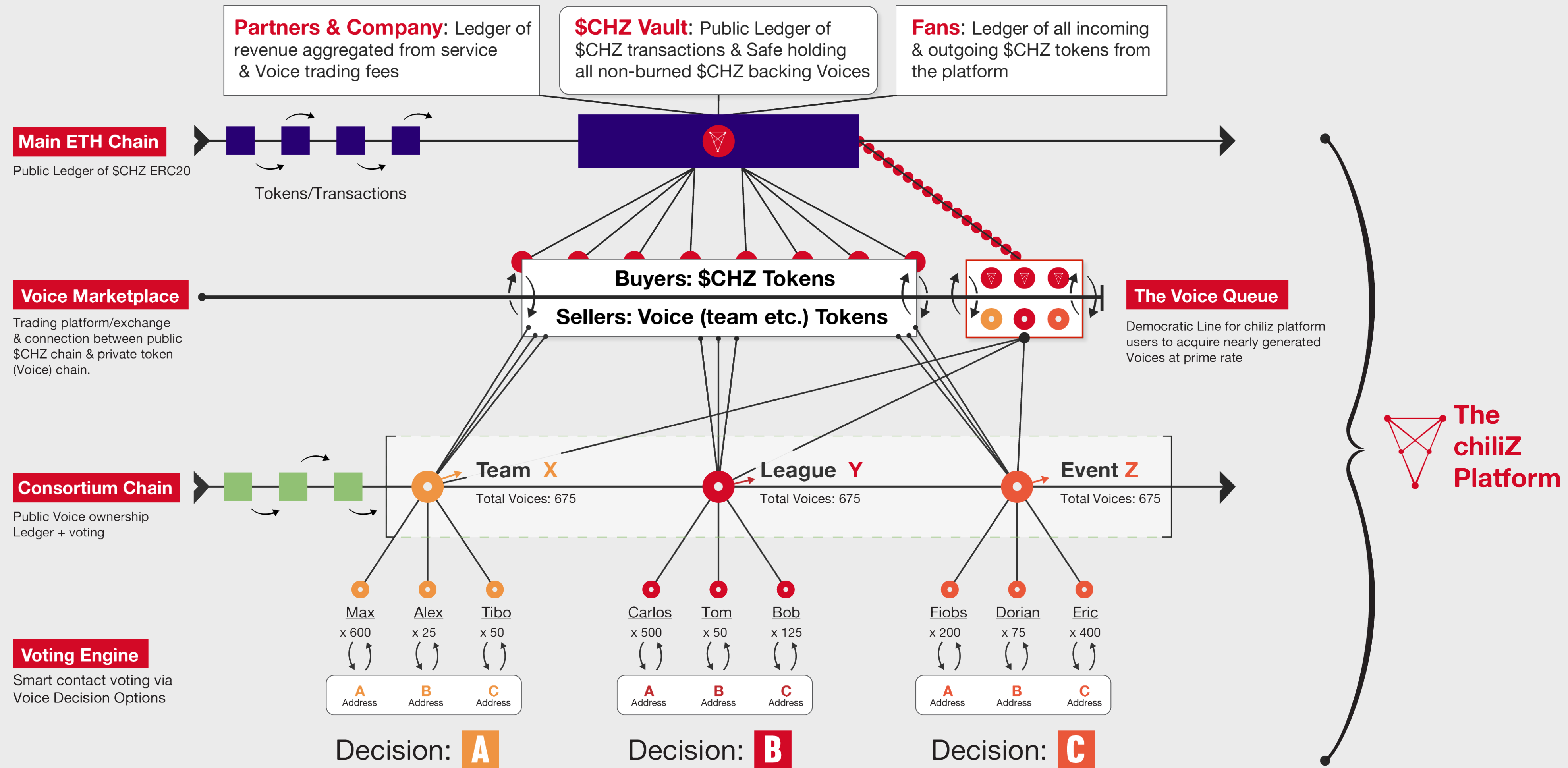
1. We believe in the spirit of **open source** development, having found help from many innovations created by open source communities for the last 15 years.
2. Ethereum provides a complete toolkit for developers to build **dApps, Decentralized Autonomous Organizations and Smart Contracts**.
3. Ethereum and Solidity - its smart contract scripting language - have a very **well established and active community** surrounding them.
4. Compared to other blockchains that have not delivered on use-case promises, Ethereum is a **proven technology** running live applications by the thousands.
5. Ethereum comes with a Turing complete **smart contract scripting language** that allows us to develop feature-rich dApps.
6. Ethereum is a **mature ecosystem** where tools like Truffle or Open Zeppelin continue to push quality and security upwards.
7. Ethereum's **vast choice of consensus algorithms** (including Proof of Authority) allows any chain topology, including consortium chains.
8. Ethereum has much **higher performance when deployed on consortium** permissioned chains.
9. Ethereum is '**future proof**' when considering its roadmap (Metropolis and Serenity phases), which paves the way for things like Proof of Stake and Sharding.
10. With communities - including the Enterprise Ethereum Alliance - rallying around the environment, Ethereum benefits from the consensus-confidence of its **diversely focused active adopters**.



7.3

# The platform at a glance:

On an architectural level, the chiliZ (\$CHZ) platform combines its core components across the public Ethereum and the chiliZ consortium blockchains. The platform plays an oracle role, bridging these two chains.



chiliZ ERC20 tokens are part of the main Ethereum chain and associated with transactions from fans funding & withdrawing from the platform, and aggregation of service & trading fees (monetization for company and partner organizations). The chiliZ Vault is also located on the Main Ethereum chain.

The chiliZ consortium chain is where Voice Tokens (Voices) are emitted & allocated to fans through the Voice queue, or acquired via trading in the Voice Marketplace.

# 08

## Fan Engagement Transactional Model

---

- 8.1 Monetization
- 8.2 Revenue for teams, leagues & events

**8.1**

## Platform monetization

# Fees for trading and platform services power the chiliZ business model

### Low service fees, high transactional volumes

The chiliZ platform will monetize its userbase of esports fans by charging a micro-fee for all transactions and trades done on its platform. One thing that will always be free though – the act of voting & making decisions as a fan once they’ve attained a Voice for their desired team, league and/ or event.

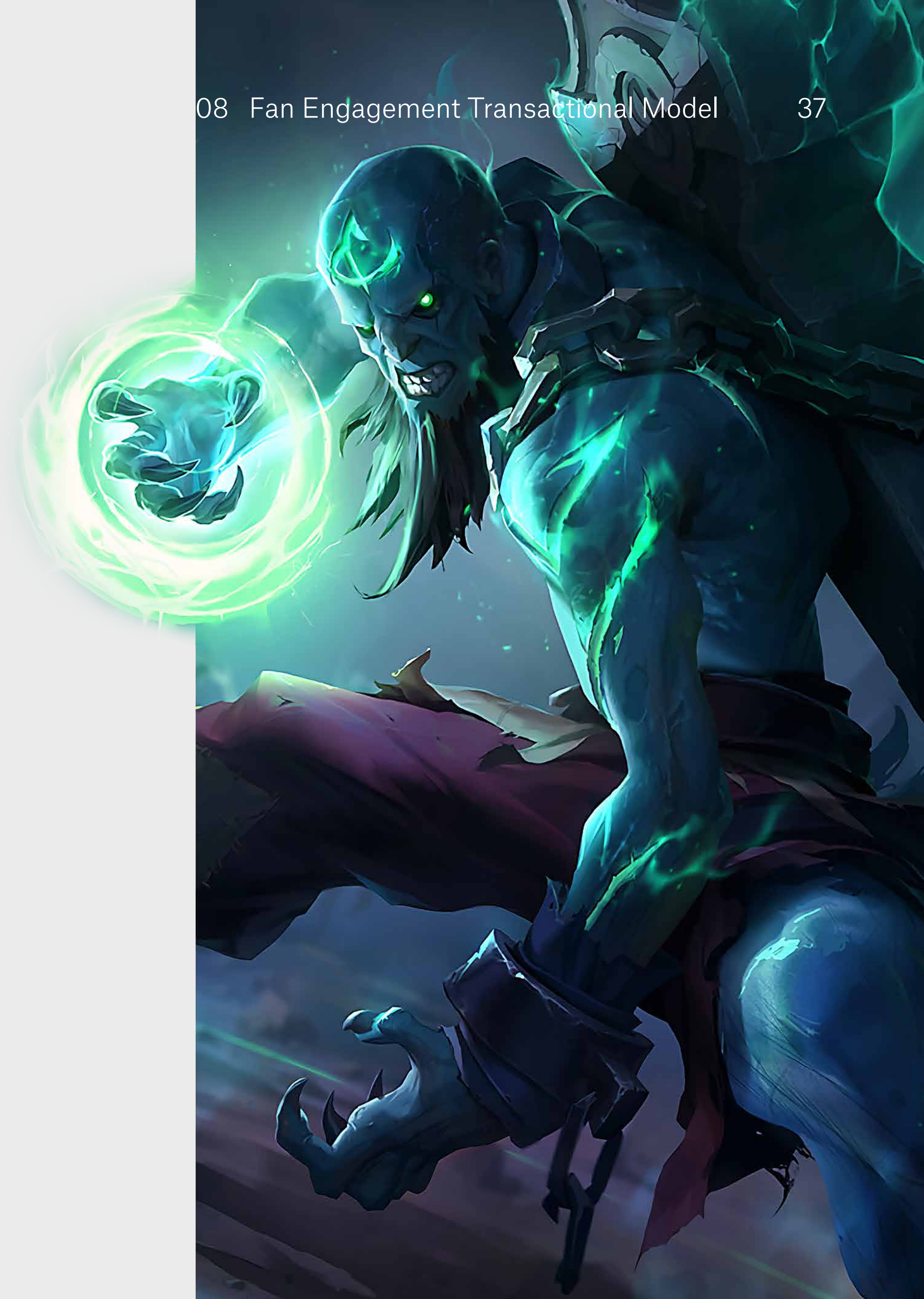
Fees will be gathered from all of the following major transaction/ trade points on the chiliZ platform as either a very small percentage amount of transactions or trades, or as a set percentage fee, depending on service type:

### Voice Marketplace Trading Fees

All P2P trades conducted on the chiliZ platform’s Voice Marketplace – for fans buying and selling ownership of Voices for specific teams, leagues & events will be subject to a micro-fee.

### Sub-feature Service Fees

All socially and competitively minded sub-features on the chiliZ platform such as its **Leaderboard Leagues, P2P Daily Challenges** and **Digital Asset Trading** will be subject to set provider fees for users.



**8.2**

Revenue streams for chiliZ-fueled teams, leagues & events

**Whenever fans trade Voices:**

**Teams, leagues, events and games make revenue**

**Profit share with platform partners**

All team, league & event entities who connect with the chiliZ platform and have themselves 'listed' on its Voice Marketplace will collect a percentage of the revenue the chiliZ platform generates as our users buy, sell and trade those partner's Voices.

The chiliZ platform does more than simply pay teams, leagues or event organizers for leveraging their individual fan bases and bringing them into the chiliZ environment. It places them within **a sustainable Fan Engagement Transactional Model** – where spurring fan engagement isn't pursued as a marketing tactic, but as part of a direct business model.



# 9

## GPL: The 1st League application of the chiliZ platform

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- 9.1 Introduction
- 9.2 The GPL today
- 9.3 The GPL in 2019
- 9.4 The GPL dashboard

9.1

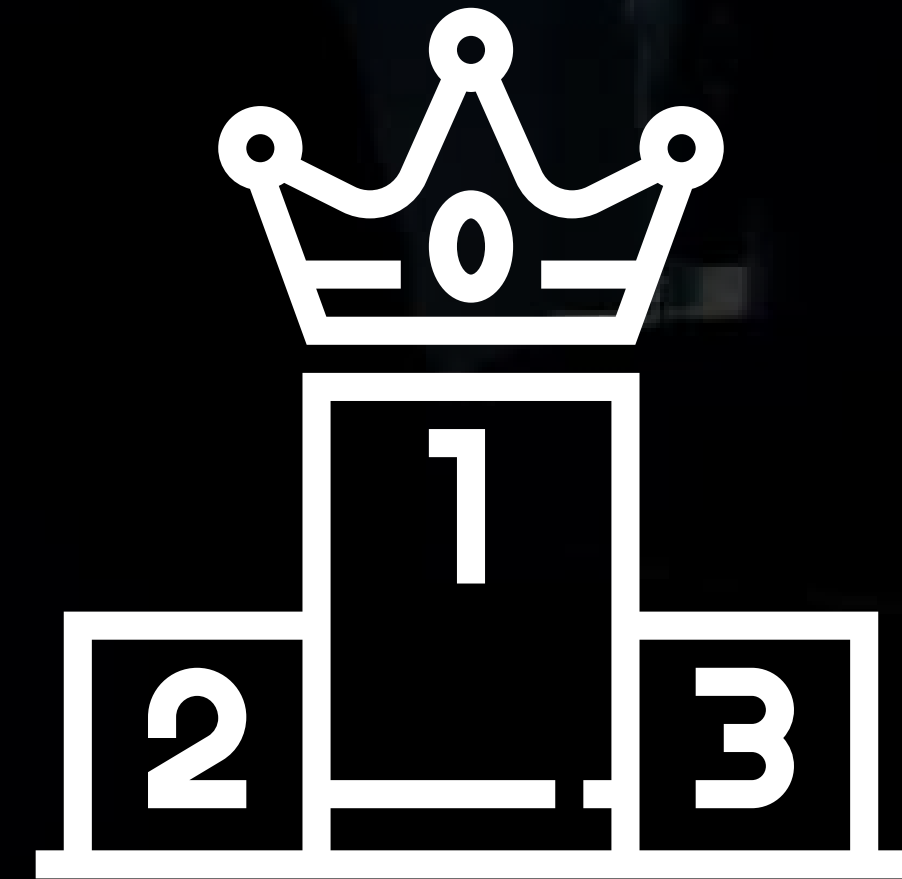
A Native League powered by the chiliZ platform

**A league run on the chiliz platform where the fans are in charge**

The Global Player League (GPL) environment will be the first full, self-contained league structure to utilize the chiliZ platform to fuel its team and league management decisions.

Initially created & realized in 2016 as an experimental narrative-driven poker-viewing experience, the GPL features the city-tied team structure, adaptability & existing infrastructure (broadcast studios, team branding assets, etc.) to transition into a multi-game league which embraces modern competitive esports.

Because the GPL is a single-entity environment, all of its teams are governed in unison, which make the adoption of fan-controlled management practical to realize. Plugging the GPL into the chiliZ platform as a team management tool in fact allows the League to connect directly and meaningfully with fans, without any further significant build-outs to its infrastructure.





9.2

## The GPL today



### 30 City-Based Teams

With the game of poker acting as its founding competitive gaming vertical, the GPL includes teams linked to major urban centers around the Americas, Europe & Asia



### Game Neutral Branding

All GPL team identities were designed to be game-agnostic; they can be easily adapted to function as the league framework for a wide variety of esports ready game titles.



### Content Delivery

GPL Season 1 was livestreamed online & broadcast via select TV providers.



### 10 Covered Nations

GPL's 30 teams cover a total for 10 different countries.



### Cross-Region Engagement

GPL's proof of concept coverage during its 1st season, as well as its regional Chinese season has shown promise for creating global exposure for localized sponsors seeking value from specific teams.














### Live Games & Commentary

All GPL matches were hosted by prominent pro players & professional commentators in-studio, while season-end events played out Live in GPL's Cube Arena in Las Vegas.

# The GPL today

## Experiment

Developing the **'league' narrative** with the world's most popular card game, in preparation for branching out to other game verticals.

 GPL AMERICAS						
 GPL EURASIA						
 GPL INDIA						
 GPL CHINA						
						

## Expansion

After GPL's successful rollout in the EU/ NA Markets Mediarex franchised the league formula via **partnerships in China with JuzhongJoy Group & Sina**, partnered with **Kwan in India** to develop GPL India & are currently **working to expand to Japan & South Korea**.



9.2

The GPL today



9.2

The GPL today

# GPL Season 1 Video Highlights



**GPL Summer Series**

Behind the Scenes with Breaking Bad star Aaron Paul

[View on GPL.com](#)



**The GPL Finals**

Highlights of GPL Playoff & Finals action at the Cube, LV

[View on GPL.com](#)

## 9.3

## The GPL in 2019: A new type of esports league

GPL's organization as a single-entity league and cross-regional reach mean that it is uniquely structured to create a global competitive network that creates value for its local connections – cities, and regional sponsors:

**Compete Globally, Play Locally = Reach Globally, Network Locally**

GPL's transition into a multi-game single entity esports league will be fueled by its chiliZ powered fan-controlled team management & game-relevant services platform, but it's the live leagues focus on networking with team's host cities & the local sponsors within those regions that will drive league adoption by live audiences and casual esports enthusiasts. GPL will focus on the following areas to ensure this adoption takes root in the mid to long-term future of the league:

- Networking with host cities to create city-funded 'home base' venues for GPL teams, where fans can congregate for viewing parties, have a brick & mortar outlet for merchandise & connect with their fellow fans.
- Partnering with regional sponsors to support their local GPL teams, leveraging local GPL fan bases to reach high-value demographics & create an aspirational connection between their brands and esports.



# LIVE

## Broadcast Events

Spectator-Friendly

# 7 FIGURE

## Prizepools

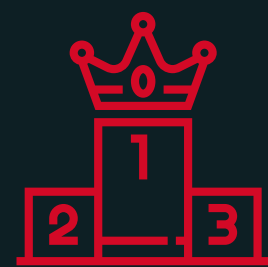
Recurring Seasons

LIVE SINGLE-ENTITY ESPORTS LEAGUE COMPETITION

CROWD-MANAGED ENGINE VIA THE CHILIZ PLATFORM

### The GPL Fan-Controlled League

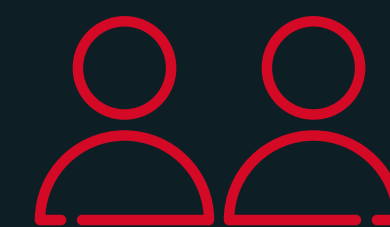
Crowd managed teams playing in a single-entity esports league; Fans using voting rights obtained by connecting chiliZ to any given team's 'Voices' to have an active hand in guiding their decisions throughout each season.



Open Fan Leagues  
& Leaderboards



Digital Asset  
Trading



P2P Tournaments  
& Battles



Multi-game  
Team Matchmaking

**9.4**

# The GPL dashboard on the chiliZ platform

**This is home base.** Every user will have access to a personalized dashboard from which they can utilize every component of the platform. From trading team Voices and other digital assets like game skins, to entering leaderboard leagues, playing challenges meeting new prospective team mates – it all happens here:

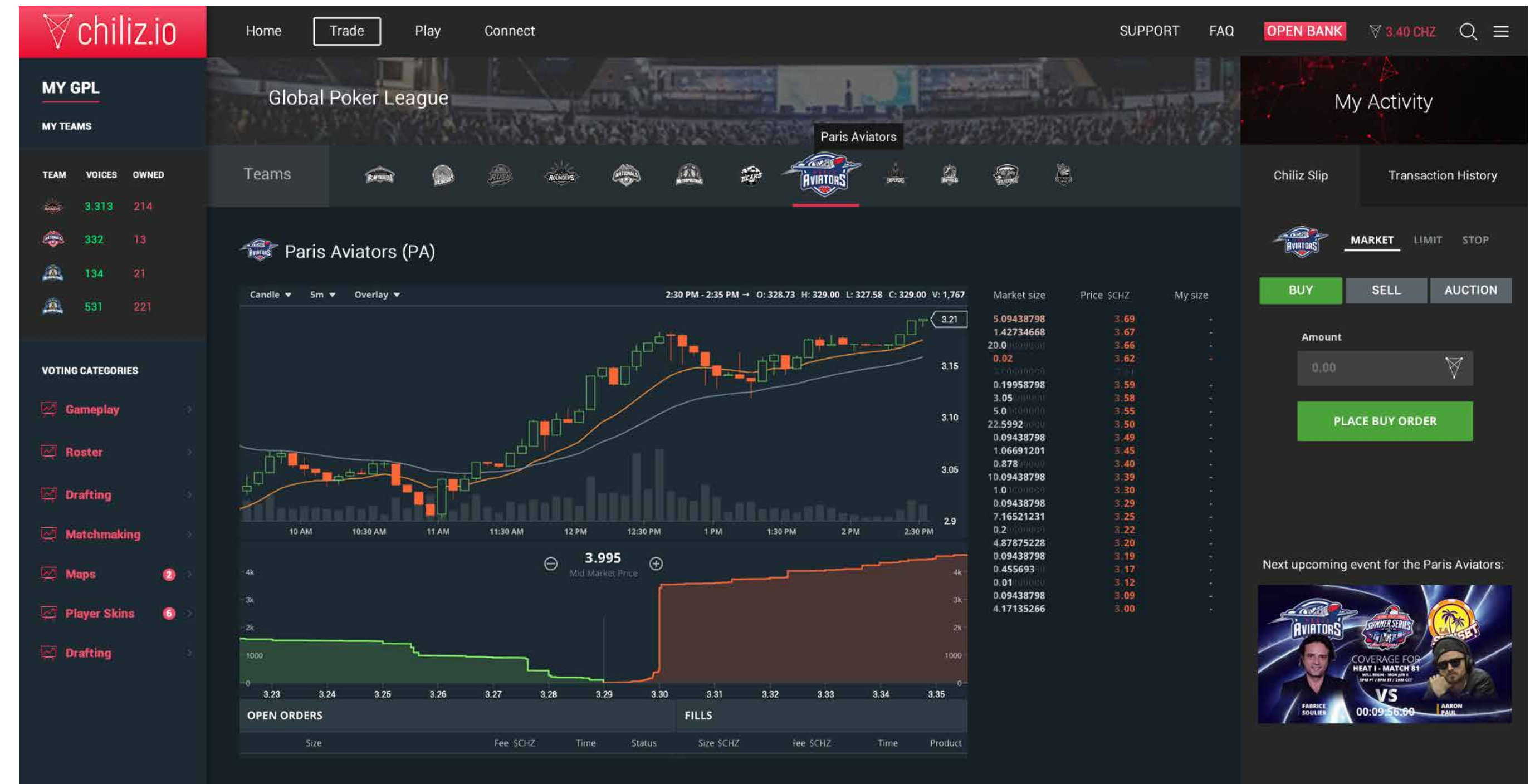
Mockup Concept for Demonstration Only

## 'My GPL' Team Voting Manger

Find your Voting snapshot & pull the trigger on daily or weekly management decisions for teams you have a Voice in.

## The GPL Voice Trading Floor

The gamified platform where fans acquire, trade & grow their 'Voice Portfolio' – selling & buying Voices from one another.



## Access to Community Features

Access to GPL's leaderboards leagues, skin/ in-game asset trading, daily P2P challenges & team matchmaking.

# 10

## Team, Advisory & Shareholders

---

10.1 Team

10.2 Advisory

10.3 Shareholders



## 10.1

# Leadership



**Alexandre Dreyfus**  
Chief Executive Officer

22 years of experience as a serial entrepreneur in the digital space building & maturing tech businesses. Pioneered web-based interactive tourism guides in the late 1990's with Webcity, co-founder of Winamax (the largest French online poker room) & Chilipoker. Successful business exits include buyout of Webcity via Carrefour – later merging with a competitor service & sold to Yelp & sale of technology platform underpinning Chilipoker to Bally Technologies (now Scientific Games). Founded Mediarex Entertainment & acquired the Global Poker Index & The Hendon Mob in 2013.



**Thibaut Pelletier**  
Chief Technology Officer

13 years of experience in application & platform development for gaming and digital media. Co-developed a state-of-the-art iGaming software platform as CTO of Chiligaming which created B2C payment, CRM & Banking solutions for over 240,000 global users. Later managed this platform's implementation to power regulated online gambling operators in the US and Europe at Bally Technologies. Beginning in 2016, lead a team of over 35 engineers and developers to build out & deploy a full B2C platform solution for a leading regulated Lottery & Casino Operator in Denmark as Director of Application Development at Scientific Games.



**Max Rabinovitch**  
Chief Strategy Officer

9 years of experience in creative direction & strategic consulting in the digital space. Helped bring enterprise clients USPCC (Bicycle Brand) & Morton Salt into the mobile arena as CD at ComboApp; directed content & platform strategy for start-up clients at New Coast Ventures. Produced commercial concepts from pitch to production for clients including Famous Footwear, McDonald's (NA), Nestle & Sony (PlayStation) as a freelance consultant with MadHat Creative & partners. Headed league/ gameplay organization for the 1st season of the GPL.

10.1

## Team

**Mediarex Enterprises Ltd. is leveraging its full multi-national team of creatives, developers & gaming industry professionals** to bring the chiliZ platform from concept to Token Sale realization and functional build-out. The company forecasts 20+ talent additions to its team in 2018 to ensure specialist coverage for every area in its new blockchain based environment.



**Fiobian Manicolo**  
Chief Financial Officer



**Jade Cruickshank**  
Chief People Officer



**Max Orlovsky**  
Head of Gaming Development



**Eric Danis**  
Editor-in-Chief, Platform Content



**Marius Mikusauskas**  
Head of Back-end Development



**Carlos Muray**  
Senior Graphic Designer



**Hans Kleinsman**  
Head of Social Media



**Roland Boothby**  
Head of Player Database Services



**Roberto Umana**  
Senior Editor, Digital Assets

**10.1**

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## Team (cont.)



**Richard Sambron**  
Head of Video Production



**Dorian Michel**  
Graphic Designer



**Wesley McKenzie**  
Admin, Player Database  
Services



**Tom Pickering**  
Advisor & shoutcaster, esports

10.2

# Advisory

**Mediarex’s Advisory Board supports the company in 2 significant areas:** Token Sale execution process & platform growth. This brain-trust of gaming space expertise, industry networks and marketing power will ensure momentum for chiliZ’ opening Token Sale & ensure robust platform growth post-Token Sale.



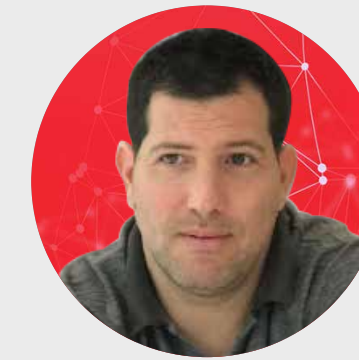
**Mor Weizer**  
CEO, Playtech PLC

Chief Executive Officer & Director of the world's largest iGaming supplier, holding a market cap of over \$3.5 Billion.



**Sam Li**  
Head, Strategic Partnerships, Sina Sports

Former Associate VP of the NBA & current lead for domestic & international sports content acquisition for China's largest online media portal.



**Gil Rotem**  
Former Gaming COO, Bet365

Former board member & part of leadership team for the world’s largest online sportsbook.



**Tarquin Henderson**  
Former Head, EMEA Gaming Sales, Facebook

iGaming industry veteran & expert in social game marketing; former executive at 888 Holdings & CMO of BetClic Everest Group.



**Dr. Christian Mueller**  
Director, Business Dev., Infront Sports

Business development head for one of Europe’s leading sports marketing agencies.



**Wouter Sleijffers**  
CEO, Fnatic

Leader of one the world's most popular & competitively successful esports teams, Formers VP, Marketing Services, Skrill.

Note: Final Advisory Board list to be confirmed and published upon final White Paper iteration before Crowd Sale.

## 10.2

## Advisory

**Tobias Sherman**

CEO, Founder, FOUNDRY IV

Former Head of Global eSports at WME | IMG & studio owner focused on competitive titles. Co-Creator of E-League.

**Morten Pederson Tonnesen**

CEO, Ve Global

Marketing solutions innovator & former Head of Group Marketing, PokerStars.

**Nicolas Maurer**

Owner &amp; CEO, Team Vitality

Esports entrepreneur, founder of the most popular team in France; spot inductee into the EU LCS.

**Thomas Winter**

VP, Golden Nugget Interactive

Veteran executive in the iGaming space & former CEO of BetClic.

**Ludovic Bodin**

Co-Founder, French Tech (Beijing)

Serial entrepreneur in gaming and tech, and creator of multiple FPS games.

**Matthieu Pigasse**

Global Head of M&amp;A, Lazard Bank

CEO of Lazard France, prominent investment banker & media owner.

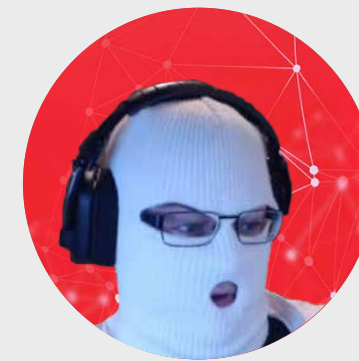
**10.2**

## Advisory

**EIkY**

Poker Icon, Esports Star

World famous Poker pro with over \$13.5M in lifetime earnings & former StarCraft phenom. Also known as Bertrand GrosPELLier.

**Anomaly**

YouTube Influencer

Esports expert with over 2+ million YouTube followers; Co-Owner of a CS:GO trading platform.

**Guillaume Patry**

StarCraft World Champion

Iconic former StarCraft Pro under the alias "Grrrr...", World Champion in 1999 & one of the top players in Korea in the early 2000's.

10.3

# Shareholders

**Mediarex's shareholders represent a diverse cross-section of business & investment leaders**, with top level Asian venture capitalists, and media & sports analytics leaders adding world-class business strategy value to the company in addition to financial support & security.



### Ceyuan Ventures

Venture Capital Firm

Top tier Beijing Based Venture Capital firm & early investor into the OKEx exchange. Founded by Bo Feng (pictured, top).



### Xavier Niel

Telecommunications Tycoon

French telecom mogul, majority shareholder of Free, Monaco Telecom, Eir Telecom & owner of Le Monde.



### Dr Stanley Choi

Venture Capitalist

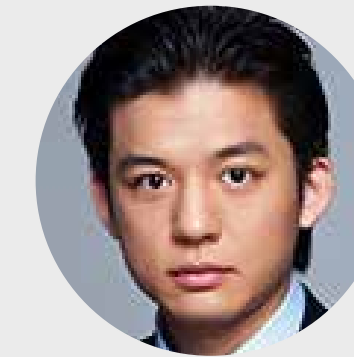
Dr Choi, together with H&S Financial Group are a leading financial vehicle focused on IPOs & gaming transactions.



### John Gleasure

Co-Founder, Perform Group

Founding Board Member of Perform Group, a sports marketing company sold to Access Industries for \$1.2B in 2014.



### Donald Tang

Former CEO, D.E. Shaw & Co (Asia Pacific) Greater China

Former leader of one of China's largest hedge funds - D.E. Shaw.

# 11

## chiliZ Crowd Sale (\$CHZ)

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- 11.1 Distribution
- 11.2 Funding allocation
- 11.3 Token sale process





11.1

# chiliZ Token Distribution

**Total chiliZ to be minted**  
(\$CHZ) 8,888,888,888

**Private Pre-sale and Public sale Hardcap**  
(\$CHZ) 3,066,666,666

**chiliZ issued to Team + Seed Investors**  
(\$CHZ) 888,888,888

Team: (\$CHZ) 444,444,444  
Seed Investors: (\$CHZ) 444,444,444

**chiliZ issued to Advisory Board**  
(\$CHZ) 266,666,666

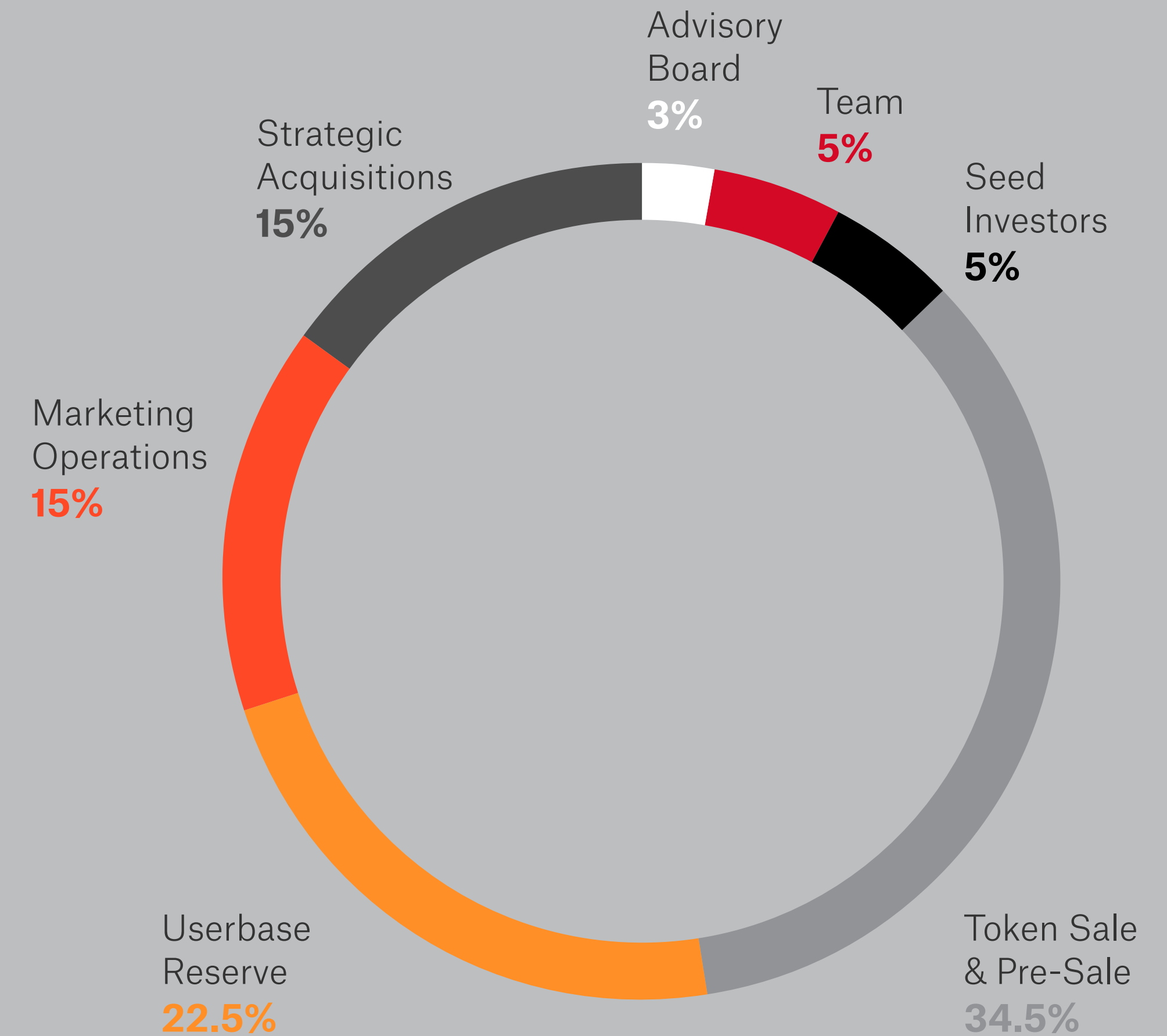
**Userbase Reserve**  
(\$CHZ) 2,000,000,002\*

**Marketing Operations**  
(\$CHZ) 1,333,333,333

**Strategic Acquisitions**  
(\$CHZ) 1,333,333,333

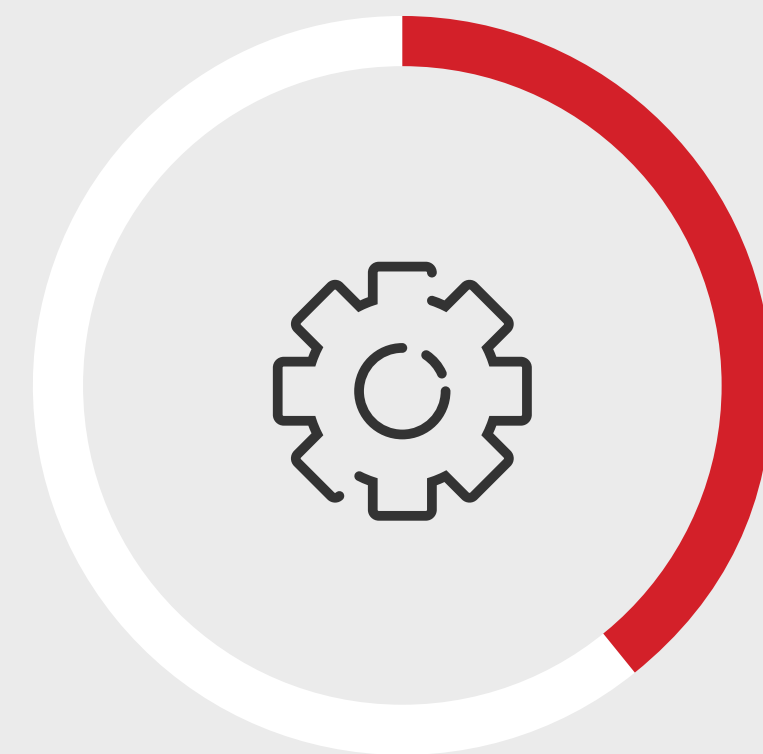
\*3 token addition to Userbase Reserve factored in to off-set fractional allocations to other uses/ parties.

## chiliZ Allocation by Group



11.2

## Pre-Sale & Sale Funding Allocation



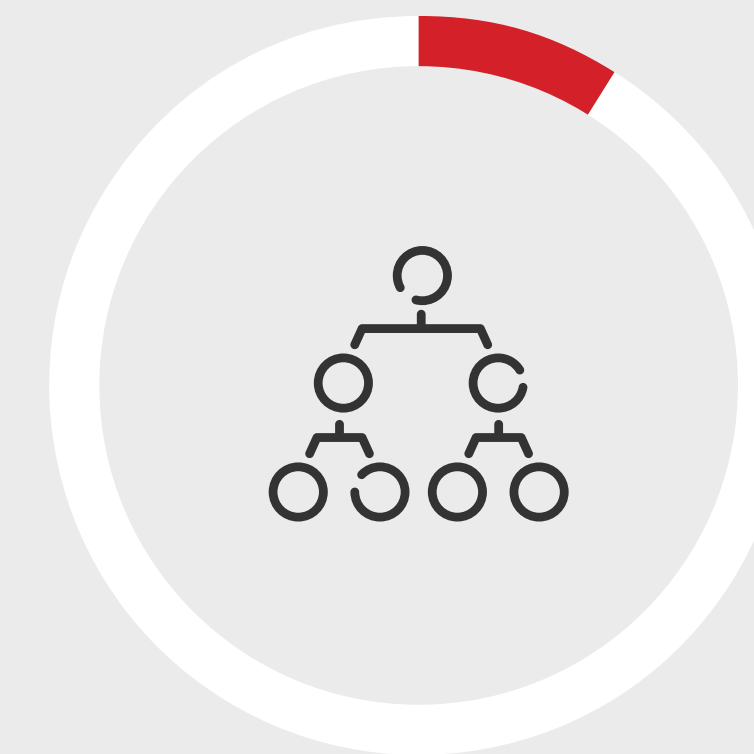
**Operational Expenses**  
**65%**

A majority of funds will be used to build-out the chiliZ platform, secure esports partnerships, and invest in the production of native esports leagues and events.



**User Acquisition**  
**20%**

Funds will be used to acquire new users for the chiliZ platform and grow engagement in its Voice, P2P Challenges & P2P trading marketplaces.



**Corporate Structuring**  
**10%**

Funds will be used to ensure the chiliZ platform maintains fully independent operations & has the strategic freedom to grow on its own terms.



**Security & Legal**  
**5%**

Funds will ensure timely audits for chiliZ platform security & ensure the legality of the platform's operation in the EU and in all other global markets.

**11.3**

# chiliZ project Token Sale rollout process

**Private Pre-Sale**

1 March 2018 - 15 March 2018

**Pre-Marketing**

1 March 2018 - 2 April 2018

**Public Pre-Sale**

2 April 2018 - 17 April 2018

**Public Announcement**

17 April 2018 - 5 May 2018

**Token Sale**

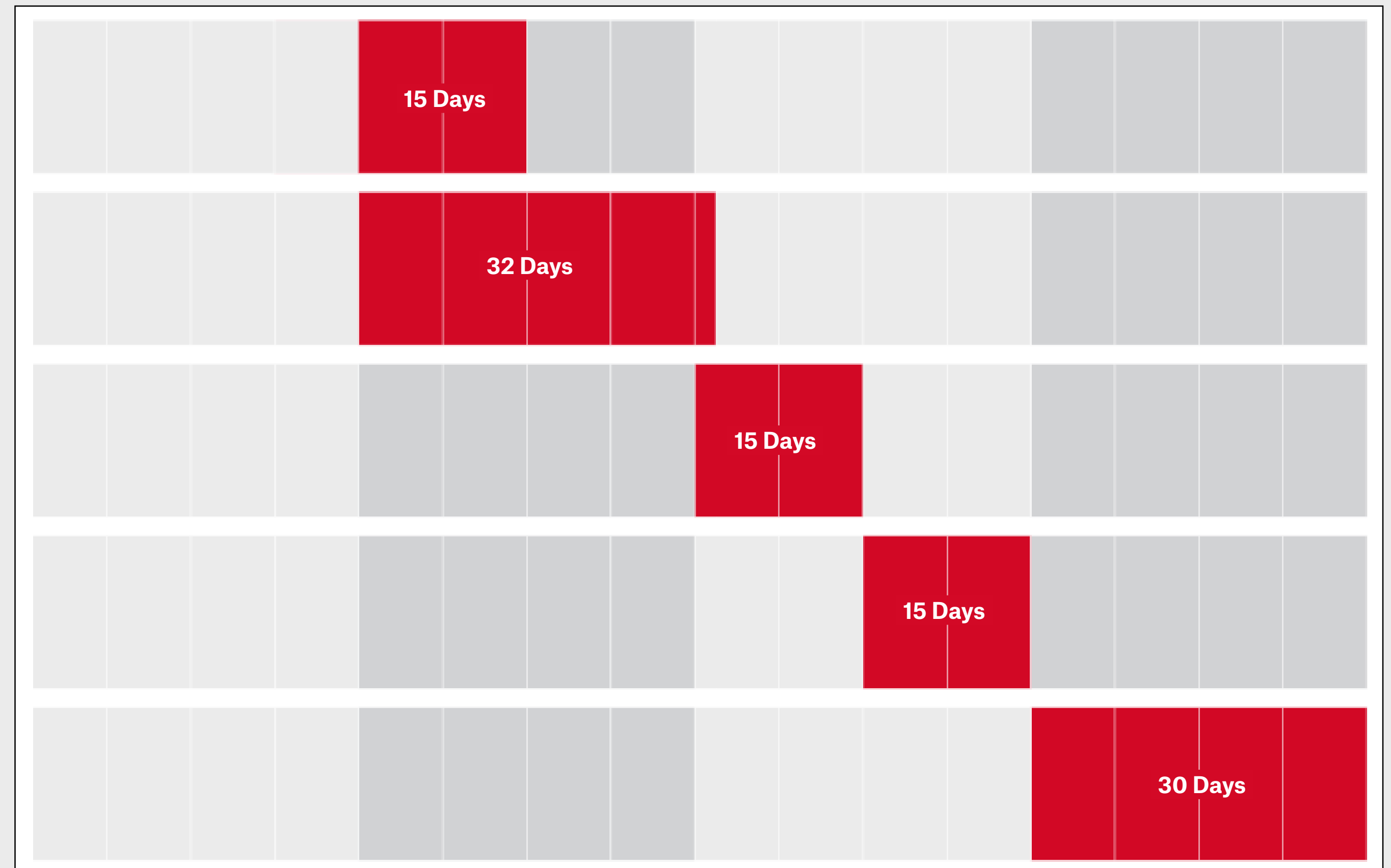
2 May 2018 - 1 June 2018

March

April

May

June



# 12

## Legitimacy

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### 12.1 Operation in Malta

## Working in a blockchain-friendly legislative environment

The chiliZToken Sale will be executed in Malta, where the Mediarex team has been based for over 12 years. Malta is an EU member nation with a pro-blockchain project exploration/ adoption government that is actively building regulatory and tech infrastructure to support these initiatives.

With roughly 25% of it's national GDP driven by Financial Services, Fintech & Gaming sectors, Malta looks to support local blockchain entrepreneurial efforts as a long-term investment in it's own economic growth & evolution.

The nation is currently in the process of formalizing these efforts into a 'Virtual Currency Act', paving the way for a first-of-its-kind auditing framework made specifically to regulate blockchain-driven investment operations such as Token Sales.

### Operations inside the European Union

chiliZ & its parent company Mediarex Enterprises Ltd. are not an off-shore vehicle (not operating through Bermuda & Belize as a majority of Token Sales are) – instead working through the European banking system & under full regulatory oversight. All Mediarex company accounts are audited and publicly available.

## 12.1

Government support & local Token Sale execution

**Executed in the E.U. and a member of the Enterprise Ethereum Alliance (EEA)**



**Secretary Silvio Schembri** (left), **Maltese Prime Minister Joseph Muscat** (center) & **chiliZ CEO Alexandre Dreyfus** (right) meeting to discuss the future of esports & blockchain initiatives in Malta.

# 13

## Contact

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13.1 Points of Contact

13.1

Offices

**Telegram channel:** [t.me/chiliz\\_io](https://t.me/chiliz_io)  
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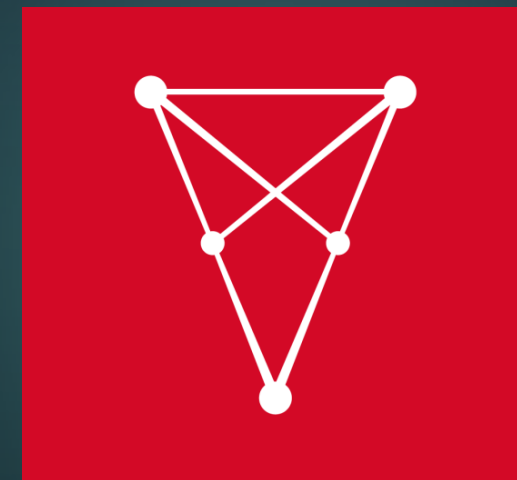
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Live soon:  
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chiliz

#### White Paper editing history

V1.00 January 8th, 2018  
V1.01 February 7th, 2018  
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V1.03 February 13th, 2018  
V1.04 February 16th, 2018  
V1.05 February 20th, 2018  
V1.06 February 22th, 2018  
V1.07 February 23th, 2018  
V1.08 February 27th, 2018  
V1.09 March 2nd, 2018