



White Paper v2.0

eSports Federation powered by Blockchain and Smart Contracts

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Introduction

We live in a society driven by gadgets and technology. The immense success of movies with superheroes, who possess alien powers, pushes many of us to aspire to become superheros. That's why more than 300 million people escape reality by entering the virtual worlds of computer games like League of Legends, Overwatch, World of Warcraft and many others, where anyone can have any power they want, without the limitations of the physical world.

Think of a video game as a virtual world where people can escape reality, be anyone they want and get immersed in a much happier existence. To cater to the competitive nature of humans, these virtual worlds are very competitive, just like sports are.

Currencies in video games have existed since the beginning, long before cryptocurrencies appeared. Hundreds of thousands of people have earned and continue to earn a decent living creating virtual goods and value inside this industry. The largest marketplace - G2A, is generating Billions of Dollars in revenue and it is just one of the many. Despite its huge size, the industry operates mostly without contracts and is fully market-driven, turning many users into independent entrepreneurs.

But the absence of contracts creates many loopholes that can be exploited easily. This is one of the big barriers keeping virtual worlds from growing faster and becoming mainstream. Loopholes are already abused by a growing number of gatekeepers, who migrate their traditional business models and unethical old school practices inside the virtual worlds.

There is no global organization, like FIFA, to drive and support the global growth of eSports and provide governance for the eSports industry.

LEAP is building a blockchain platform to govern relations and transactions between major video game stakeholders in the eSports industry via smart contracts. Think of LEAP as FIFA for eSports.

LEAP will enable anyone to benefit from the growth of the virtual worlds, either as players, coaches, investors or simply fans and make video games and eSports as ubiquitous as football/soccer is.

Why?

Esports is today there where soccer was more than 100 years ago. Worldwide 200 million people play games such as League of Legends and 100 million watch others play. Today's youth is already more interested in video games than actual sports like tennis, soccer, and football. **Esports will keep expanding as every next teenage generation will grow up playing video game eSports and will keep on watching eSports as they get older - just like all sports fans watch traditional sports for fun because they used to play them as kids.**

But unlike in the traditional sports, much of the infrastructure and relationships between key stakeholders are missing in eSports. **The industry is still far from mature.** It's starting to become mainstream, but there are still no national teams, no global eSports world cup.

Since **advertising dollars are the major fuel for any sport**, we need to do for eSports what FIFA did for football - create a global organization to promote eSports on a massive scale, by supporting talented players to grow into superstar athletes and by creating the eSports World Cup where national teams compete.

Why now?

This is the single moment in history where we as fans, players, coaches, and viewers can unite and create an organization which is not owned by Billionaires or corporations. Since eSports is just starting to get mainstream, now is the time is to launch the LEAP organization.

Why Token Sale?

Doing a token sale is the perfect way for LEAP to get widespread support and a critical mass of players, coaches, fans, and sponsors to adopt the LEAP smart contracts platform and to become ambassadors of the eSports World Cup.

Why Blockchain?

Although FIFA has done and continues to do great work, it has been plagued by corruption and abuse of power. By using the blockchain alongside with smart contracts to govern relations among eSports stakeholders, corruption and abuse will be practically impossible.

Thanks to the immutable blockchain ledger we can log interaction among eSports stakeholders and enable them to define their relations with smart contracts. The fact that the blockchain smart contracts are completely public will bring a level of transparency that no

other sports industry has ever seen. And transparency is greatly needed in eSports, where currently the majority of contracts are very unfair.

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What is eSports?

Before we define eSports, we need to talk about virtual worlds and video games.

Video games are the modern form of escapism into virtual worlds

Video games like League of Legends, Overwatch, Dota 2 and many others are in fact virtual worlds, where you choose which hero you are and what superpowers you want to possess.

All you need to access virtual worlds is a computer, Internet connection and to install a video game. Some games already support virtual and augmented reality devices, offering a much more immersive experience than traditional games do. And as AR/VR hardware continues to advance, virtual worlds will become more important in our daily lives as a form of entertaining escapism.

To cater to the competitive nature of people, video games are competitive by design. The moment you enter you start competing. Most games require you to kill or destroy the “enemy”. But unlike in the real world, if you die and lose in a virtual world, you can simply restart the game and play again. This is what makes video games highly addictive.

The barrier to entry to start playing a game is very low and at the same time playing is very attractive:

1. You don't need to be in good physical shape to play. Your in-game performance has no correlation to how athletic you are in real life.
2. You don't need to have friends to play. Video games will automatically match you with other players to form a team so you can compete.
3. You can attain global recognition and respect you may lack in the real world.
4. Players buy and sell virtual goods to be used exclusively inside these virtual worlds, creating huge virtual economies, some reaching Billion dollar turnovers.
5. Some players reach such a high level of skill, that they become stars inside the virtual worlds, also called eSports (electronic sports) pro players.

“Video games are the ultimate form of escapism in the modern age. Anyone can play anywhere, anytime. All you need to join is a computer.”

eSports are the Olympics of virtual worlds



Some players learn how to win consistently and gain more competitive points, which enables them to become pro players and join or create professional teams. These pro teams compete in online and offline tournaments. This is what we call eSports (electronic sports).

eSports is expected to double in audience size by 2020 and grow bigger than physical sports later on.

Big investors and corporations are getting in in an attempt to control the industry and place many gatekeepers, just like they have done in the traditional physical sports.

Getting in eSports today is a no-brainer. Pro players, pro teams, game publishers and technology companies will generate multi-Billion dollar revenues in the coming decade.

Pains & problems inside eSports

eSports has a lot of problems, which need to be solved before it can grow to its full potential.

There is no independent federation like FIFA for eSports

There is no federation, which is independent from game developers, current leading pro teams, and tournament or media companies. Such an organization doesn't exist yet because all major stakeholders in the industry have hidden agendas and are more interested in their own corporate short-term benefit than the long-term growth of the whole eSports industry.

Lack of critical mass of pro players & teams

At the center of any sports are the athletes. By competing publicly, they create entertainment, which is watched online and offline. Without enough athletes there is no sports entertainment. And without entertainment, there are not enough sponsors and advertisers interested to devote budgets, which in turn finances athlete formation.

For eSports to become mainstream, we need to have an infrastructure to source, nurture and form professional players. Today none of the infrastructure which exists in the traditional physical sports exists for eSports.

No clear and easy roadmap for talent to become pro

Unlike in almost any physical sport, in eSports there is no roadmap to become a pro player. Most pro players are accidental successes. Most of them need years to reach the top. And even if you become a top solo-player, this doesn't mean you will be as good in a team.

A small group of the eSports elite wants to control the industry

The first big companies and pro teams in eSports are trying to own the whole industry and control its evolution. Because the industry is still very young, these actors can pretty much do whatever they want. They buy up pro teams, tournaments, fund startups and even buy people trying to create monopolies so eSports becomes just like any other sports industry, where a small group of super-rich control everything and the fans are destined to be just consumers.

No standardized contracts

Because the industry is still nascent, there are no standardized and fair contracts to govern relations. Since pro players are usually teenagers, pro teams and talent management

companies abuse players' immaturity and infect them and the whole eSports industry with bad practices from other industries.

Advertising budgets are limited to known pro teams instead of best performers

Advertisers and sponsors don't have an easy way to distribute their budgets inside the eSports industry. That's why today a very limited group of pro teams and leagues take in most of the budgets, making it very hard for new players and teams to enter the market.

The good news is that many of the pains and problems can easily be solved with an immutable blockchain ledger where every stakeholder in the industry is identified by a wallet and certain interactions between them are governed by smart contracts.

Introducing the LEAP blockchain platform

LEAP is building a **decentralized platform specifically designed to run smart contracts among key stakeholders in the eSports industry**. LEAP aims become the glue between eSports stakeholders and thus unlock the massive growth potential of the industry. Smart contracts running on the Ethereum blockchain enable us to build a trusted environment where interactions and relations between stakeholders are logged. We will build standard contracts as well as an **easy-to-use constructor for custom smart contracts**. LEAP will firstly power the GameLeap educational universe and then expand to the whole industry (see the LEAP roadmap on page 16).



Each stakeholder entering the LEAP eSports ecosystem is defined by a wallet on the blockchain, which acts as his or her user-ID. The wallet/ID will be connected to an actual identity, and will be used throughout the lifespan of the user. Groups or companies will also be represented via such user-ID's and smart contracts will enable everyone to interact and perform trusted transactions.

These are the key eSports stakeholders who will be able to benefit from the LEAP platform:

FAN
TALENT
COACH
PRO PLAYER
PRO TEAM
NATIONAL LEAGUES
eSPORTS WORLD CUP
GAME PUBLISHER
ADVERTISER

Easy-to-use constructor for Smart Contracts

Since some entities and stakeholders of the LEAP ecosystem may require unique contracts, we will create an easy-to-use smart contract constructor, which will empower anyone to use and adapt any smart contract on the LEAP ecosystem for his/her own particular need.

Usecase #1: Governing relationships between talent, coaches, and sponsors

By using the LEAP smart contracts the relationships between talent, coaches and sponsors are clear and transparent for all parties. All interactions are recorded in the immutable ledger, so that there can be no conflicts at a later stage between any of the parties. For example, a young player who grows into a pro player and starts winning contests can share a small part of his earnings with coaches and people who supported him/her before.

The talent receives value from the coaches, who teach young players either by creating educational content or by coaching in 1-1 sessions.



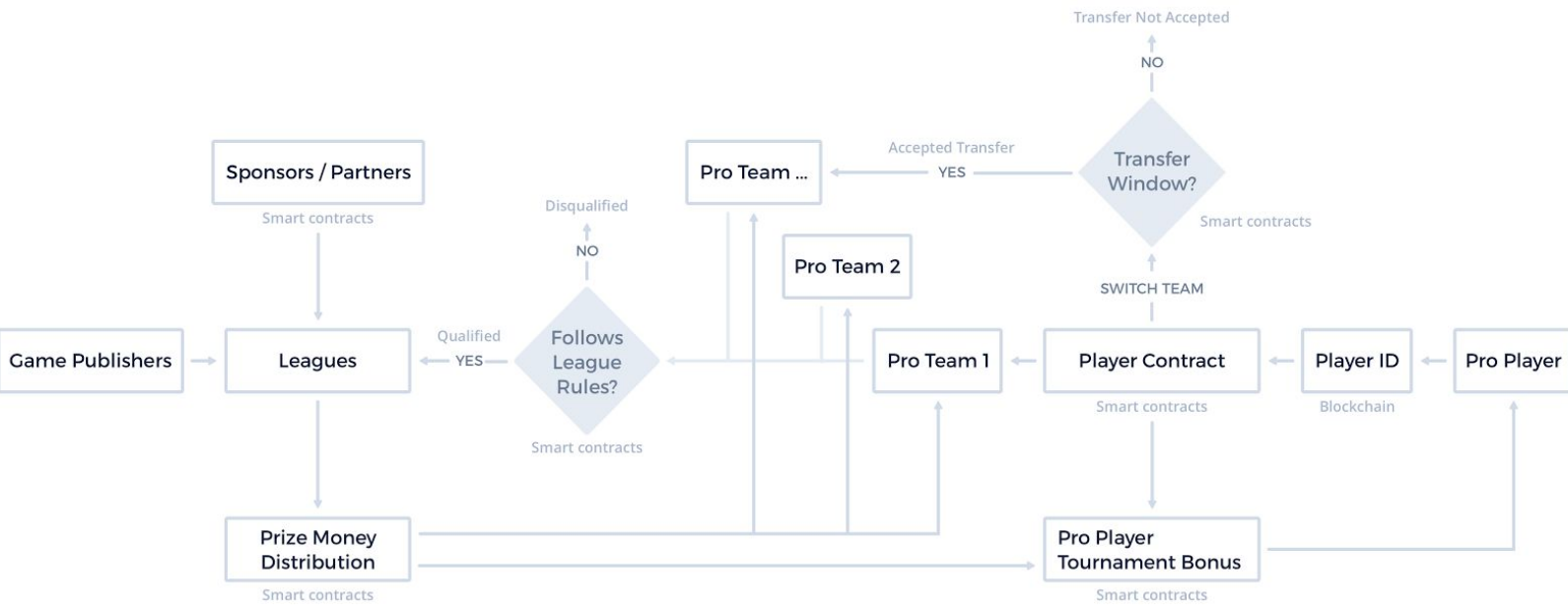
Advertisers and sponsors can also finance the educational process of young talent by distributing their budgets through the LEAP ecosystem in exchange for visibility, product placement and other marketing.

The idea is simple. At first the talent receives value and afterwards, once the talent becomes successful and starts earning revenue, a small portion of that value is shared with those who supported the talent earlier. Sponsors act as financiers of this process. This process is governed by the LEAP smart contracts, which allows for this approach to be scaled globally and across thousands of talented players with zero effort.

Usecase #2: League tournament management

Leagues, which can either be independent or organized by game publishers, are governed by rules. These rules and regulations can easily be encoded into the League's smart contracts and pro teams and pro players will have to follow them. At the end of a tournament prize money is distributed via smart contracts.

To make use of the LEAP smart contracts, a fee will have to be paid to the LEAP organization. This fee is dependent on the amount of transactions and will have to be paid in LEAPs.



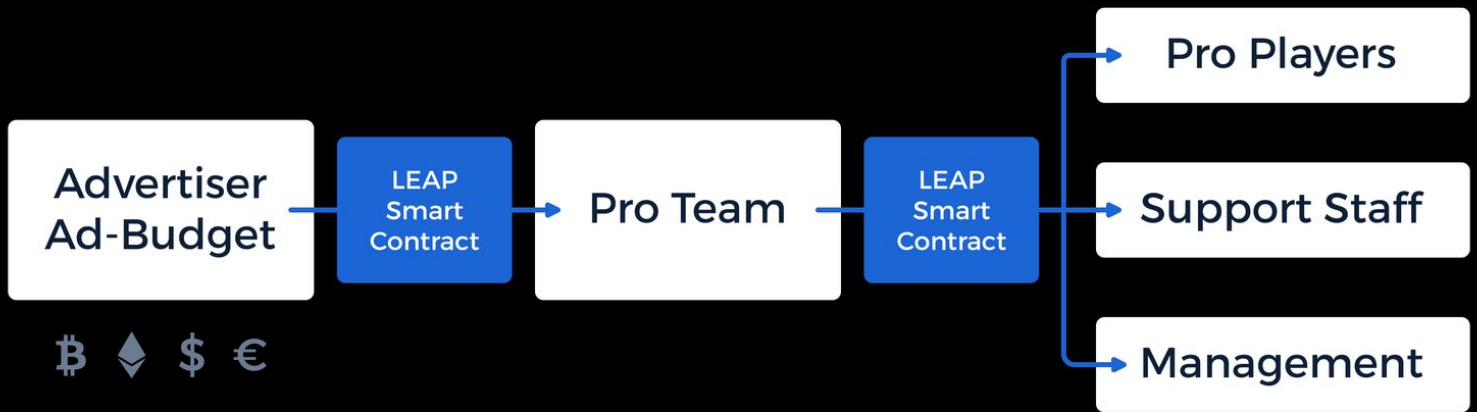
Usecase #3: Distributing advertising budgets

Advertisers can easily distribute their budgets and achieve the best targeting by encoding the targeting and audience requirements into smart contracts, which will automatically and instantly distribute the budgets.

The currency of the budgets doesn't have to be converted into LEAP, but can be distributed in US dollars, Euros, Bitcoin or other fiat and crypto currencies. A small fee in the form of a commission will have to be paid to execute these transactions. This fee will be paid in LEAP tokens.

To do native advertising in the LEAP ecosystem using LEAP smart contracts (for example to buy advertising space at the eSports World Cup), sponsors will exchange LEAP tokens for a certain advertising package.

ADVERTISING BUDGET SPREAD



The LEAP token

LEAP tokens are the fuel on which eSports smart contracts will run. To use LEAP smart contracts and move value over the smart contracts, advertisers, and sponsors will need to pay a transaction fee with LEAP tokens.

- 60% Token Purchasers (20% reserved for future sale)
- 15% Ecosystem
- 15% Team
- 5% Bounty
- 5% Advisors, Media, Partners

During the token sale, our smart contract will issue Ethereum ERC20 tokens to all crowdsale participants.

Revenues of LEAP

Sponsors and advertisers can provide budgets to the LEAP organization in exchange for native visibility, branding and association with related pro teams, pro players, national and the eSports World Cups. Similarly to how FIFA receives sponsorship capital.

Fiat money gets in. LEAP distributes the funds correctly amongst all stakeholders via smart contracts. Advertisers pay a fee in the form of LEAP tokens in exchange for the service.

Sponsors, advertisers, leagues, and game publishers can also enter into direct relationships with pro players, pro teams, etc. via LEAP smart contracts. In that case again a fee is paid to the LEAP organization in the form of LEAP tokens for the service.

Expenses of LEAP

The LEAP organization will use the revenues to execute on its mission and reach its ultimate goal of growing eSports.

- Promoting eSports
- Supporting Talent Creation and Talent Technologies (Talent 2.0)
- Supporting National Leagues
- Supporting the National Leagues in the organization of National cups
- Organizing the World cup

Why would advertisers/sponsors join LEAP?

Instead of supporting individual private eSports companies, joining LEAP will give them access to a global audience of the annual eSports World Cup.

Because LEAP is global, corrupt free and has no expensive overhead, it will grow faster and it will be able to distribute budgets more efficiently and more fairly, energizing and growing the industry, and thus providing more ways for advertisers to reach larger audiences.

How can you use the LEAP token?

Sponsor players and teams

LEAP tokens can be used by anyone (individuals, organizations, and companies) to pay the transactional fees to use LEAP smart contracts to enter into relations with other stakeholders in the eSports industry, organize tournaments, arrange sponsorship deals, etc.

Advertise in the LEAP ecosystem

LEAP tokens can be used to sponsor players and teams via the LEAP smart contracts and get native advertising space and exposure within the LEAP ecosystem (eSports World Cup, offline and online tournaments organized by LEAP or its partners and affiliates).

Get services and products

You will be able to exchange LEAP tokens for products and services such as access to GameLeap University (see Talent 2.0 in the Roadmap), software, hardware, merchandise, memberships and tickets, coming out of the LEAP ecosystem. LEAP tokens can also be exchanged for VIP access, loge boxes, and access to exclusive eSports tournaments, including the annual eSports World Cup.

The LEAP Roadmap

To reach its objectives, the LEAP organization is open to cooperation and may support existing projects to grow through partnerships where possible. Partners will have to adhere to the principles of the LEAP organization and use the LEAP smart contracts where possible to bring transparency to relations and interactions inside its products and/or services.

The mission is to launch the first eSports World Cup in Q4 of 2019.

1. Talent Platform 2.0 - GameLeap eSports University

Sourcing and forming talent is an essential part of the LEAP ecosystem as it will empower more talent to become professional players faster. To achieve this goal, LEAP will power the GameLeap educational platform. The first iteration of this platform has been operational for more than a year, serving over 18,000 customers from 67 countries.

Dota 2 (1.0 beta) > <http://www.gameleap.com>

Overwatch (1.0 alpha) > <http://www.overpro.net>

GAMELEAP for  DOTA 2

NEW COURSES PROS FORUM LOGIN

SIGN UP



REVOLUTIONIZE YOUR
DOTA 2 EXPERIENCE.
DOMINATE. WIN.

LEARN DIRECTLY FROM
THE PROFESSIONALS
AND FLOURISH

The GameLeap team is currently working on version 2.0, based on the feedback from users and pro players. GameLeap 2.0 (the eSports University) will support multiple games in multiple languages and will be powered by the LEAP smart contracts. You will be able to exchange LEAP tokens to access educational services inside GameLeap from Q2 2018.

November 2017 - GameLeap 2.0 Beta supporting the Overwatch game.

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LEAP - leap.gg

Questions? team@leap.gg | [Telegram](#) | [Discord](#)

Q1 2018 - Developing additional features for GameLeap 2.0, such as LEAP token integration and personalized data analysis

Q1 2018 - Porting the current Dota platform to GameLeap 2.0

Q2 2018 - Launching GameLeap 2.0 for League of Legends

Q2 2018 - GameLeap 2.0 available in Russian, Spanish, German

Q3 2018 - Launching GameLeap 2.0 for PuBG

After the completion of the of the Talent 2.0 platform, the GameLeap eSports University will gradually expand into providing other services that will accelerate the growth of the eSports industry.



Q3 2018 - Coaching 1-1

Q4 2018 - Pro Team Services

Q4 2018 - Machine learning, AI services

The mission is to create at least 100 pro players in 2018.

2. LEAP Tournament Framework - Q2 2018

LEAP will create a platform powered by smart contracts, which can be easily adapted for different rules and regulations, so anyone who wishes to start an eSports tournament can use a transparent and fair framework, which governs relationships and guarantees fair operations and fair distribution of prize pools after tournaments.

Benefits for the LEAP Token Economy

Prize money will be converted to LEAP tokens so all transactions post tournament are managed by the smart contracts in a fair and transparent manner.

Benefit for the eSports industry

This will allow any organisation to set up small and medium tournaments where local teams can practice. This will grow the number of semi-pro teams, speeding up massive adoption by the general public globally.

Benefits for the tournament organizers

By using the LEAP framework tournament organizers will be able to tap into the global advertising budgets of advertisers, sponsors and partners. Instead of searching for partners, organizers will be able to focus on creating tournaments.

Sponsors and partners will have to transfer advertising and sponsor budgets to locked wallets, so the prize money is guaranteed and the distributions will occur automatically immediately after the tournament. Today in many tournaments it takes up to 6 months for the prizes to be distributed to the winners.

Benefits for the Sponsors and Tournament partners

Instead of putting all their advertising and sponsor budgets into a limited amount of events, sponsors will have access to a huge amount of small and medium events, which combined will surpass any audience reach they might have by sponsoring one or two tournaments per year. Sponsors will be able to easily target audiences by age, location, etc.

3. LEAP Pro Team Framework - Q3 2018

LEAP will expand the platform powered by smart contracts to empower team members to easily set up a pro team and govern all relationships between team members, coaches, team staff, and sponsors in a transparent and fair way.

The Pro Team Framework will be automatically linked to the LEAP Tournament Framework enabling the team to benefit in multiple ways from the LEAP eSports ecosystem.

1. Tournament organizers have the assurance that pro teams abide by tournament rules.

2. Players are guaranteed their fair share of advertising/sponsor budgets and winnings.
3. Semi-pro and young amateur teams get access to early sponsor budgets, which will increase if they keep winning.

Benefits for the eSports industry

This will result in the creation of tens of thousands of pro teams globally, resulting in the creation of hundreds of eSports superstars with hundreds of millions of followers and an explosion of national eSports pro teams.

Benefits for pro teams

Young pro teams have a hard time getting access to sponsors. By using the LEAP Pro Team framework they will automatically get access to a community of investors and sponsor budgets.

Benefits for Sponsors

Their advertising budgets will be distributed much more efficiently and they will have a much better reach at a lower cost.

Benefits for LEAP token economy

Sponsors will use LEAP tokens to distribute their budgets.

4. LEAP user-ID Framework (OAUTH) - Q4 2018

The LEAP platform will build a user-ID and a OAUTH framework for every fan, player, coach, tournament organizer, and sponsor. With the OAUTH people are organizations will be able to share all data or specific part of the data they have on LEAP so they can get better products and services from third party organizations. Think of it like a "Login with Facebook". In our case it will be "Login with LEAP". Other eSports stakeholders who use the "Login with LEAP" can benefit from the data and services of the LEAP ecosystem.

With the OAUTH other eSports organizations and companies can expand LEAP's framework to create their own sets, by following the LEAP user-ID framework, so they can benefit from the LEAP ecosystem.

The user-ID will provide KYC compliance to any stakeholder of the ecosystem.

