

CRYDE

2018



SUMMARY	2
1. INTRODUCTION.....	5
Gambling Market Overview.....	5
Challenges in Traditional Raffles and Lotteries.....	7
Blockchain technology as a solution.....	8
2. HOW CRYDE'S RAFFLE SYSTEM WORKS.....	9
Operating scheme	9
Distribution of Funds Collected from Raffle Ticket Sales	10
3. BUSINESS MODEL	11
4. MARKETING PLAN.....	12
5. INVESTOR, TOKEN HOLDER BENEFITS	13
Tokens to Tickets	13
Future Price of Tokens.....	13
CRYDE Profits, You Profit!.....	14
6. TOKEN TECHNICAL ASPECTS	15
CRYDE Token (ERC-20 – Compatible).....	15
Voting with tokens	16
Raffle transparency	16
7. FAQ.....	17








SUMMARY

CRYDE is the first truly transparent raffle managed by Ethereum smart contracts and Bitcoin Blockchain. In order to fulfill our idea in the best possible way we are making the whole raffle fully transparent: every ticket sold, every win, all the token holder rewards distributed and financial results will be published on the blockchain.

As the first step, we plan to create Crypto Ride tokens (called **CRYDE**) which will grant holders an access to our first ever **CRYDE** Raffle and entitle them to earn 60% on future profits of the raffle. **CRYDE** token's crowd sale ("ICO") goal is set at USD 13,150,000. Up to 70% of the funds raised will be allocated to secure the winners' prize for the first 8 Months after **CRYDE**'s main platform launch. In the ICO, 60% of all **CRYDE** tokens will be distributed within the community. The team will own 30% of the tokens. Since our goal is not making quick profit, our 30% will be locked in a smart contract for 3 years, releasing 2.78% of the locked tokens each month starting from the official release of **CRYDE** platform. We **will not** be able to claim profit dividends on our tokens locked in this smart contract. 7% will be used to pay for advisors and 3% for bounty services.

Unsold **CRYDE** tokens will be locked for 1 year. Afterwards, they will be available for sale at various exchanges (Dividends will not be claimed on the unsold, locked tokens for this timeframe providing more dividends to investors)

CRYDE's main idea is the following:

-  Users browse through various car's raffle tickets
-  Users select the desired tickets and proceed to checkout (Limited to 150 ticket/car/person)
-  Each ticket has a unique ticket number, which goes into a smart contract
-  Every Sunday at 20:00 GMT, a draw is executed with a smart contract based on the blockchain
-  One lucky winner gets his dream car every week (can be increased later on)



Example:

Bob wants a 2018 Porsche Panamera Turbo, but does not have the cash to buy it.

Bob goes to **cryde.io**, puts 3 tickets for a 2018 Porsche Panamera Turbo in his basket for \$10 each. Bob wouldn't mind a slightly lower class vehicle either, so he puts 10 more 2018 Volkswagen Golf R tickets in his basket for \$3 each, totalling an order of \$60.

Jane's only dream is a 2018 Alfa Romeo Giulia Quadrifoglio, but does not have the cash to buy it. Jane buys 10 tickets for her dream car for \$8 each, but she also thinks, winning \$20,000 worth of Ethereum and fuel coverage for a year is worth \$2, so she adds an additional ticket, totalling an order of \$82

Bob owns the following tickets:

- No.1-2018 Porsche Panamera Turbo
- No.2-2018 Porsche Panamera Turbo
- No.3-2018 Porsche Panamera Turbo
- No.4-2018 Volkswagen Golf R
- No.5-2018 Volkswagen Golf R
- No.6-2018 Volkswagen Golf R
- No.7-2018 Volkswagen Golf R
- No.8-2018 Volkswagen Golf R
- No.9-2018 Volkswagen Golf R
- No.10-2018 Volkswagen Golf R
- No.11-2018 Volkswagen Golf R
- No.12-2018 Volkswagen Golf R
- No.13-2018 Volkswagen Golf R

Jane owns the following tickets:

- Additional ticket for \$20,000 and fuel coverage for a year
- No.14-2018 Alfa Romeo Giulia Quadrifoglio
- No.15-2018 Alfa Romeo Giulia Quadrifoglio
- No.16-2018 Alfa Romeo Giulia Quadrifoglio
- No.17-2018 Alfa Romeo Giulia Quadrifoglio
- No.18-2018 Alfa Romeo Giulia Quadrifoglio
- No.19-2018 Alfa Romeo Giulia Quadrifoglio
- No.20-2018 Alfa Romeo Giulia Quadrifoglio
- No.21-2018 Alfa Romeo Giulia Quadrifoglio
- No.22-2018 Alfa Romeo Giulia Quadrifoglio
- No.23-2018 Alfa Romeo Giulia Quadrifoglio

Draw happens at Sunday 20:00 GMT, our system picks Ticket No.20 as a winning ticket.

We contact Jane, because she just won a 2018 Alfa Romeo Giulia Quadrifoglio + \$20,000 worth of Ethereum and fuel coverage for a year.

Since all of the won cars are custom-ordered, delivery time is expected to be 1-12 months depending on the manufacturing and shipping times.

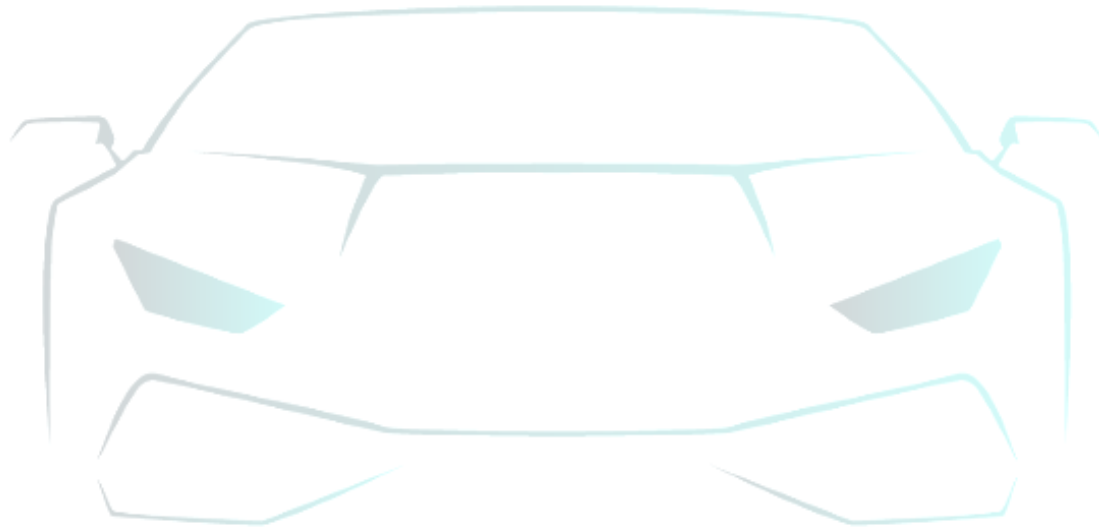
Winners can choose to get 80% of the prize's MSRP in Ethereum instead of the car.



There will be 100,000,000 of the CRYDE Tokens, and during our crowd sale, 60,000,000 of the tokens will be put up for sale.

Worldwide demand for more transparent, fair services has grown concurrent with the advance of technologies that enable the change. A raffle game built on Ethereum and Bitcoin blockchain will be a major innovation in the global raffle/lottery industry.

Cryde.io website contains Terms of Use, Privacy Policy and Token Purchase Agreement.

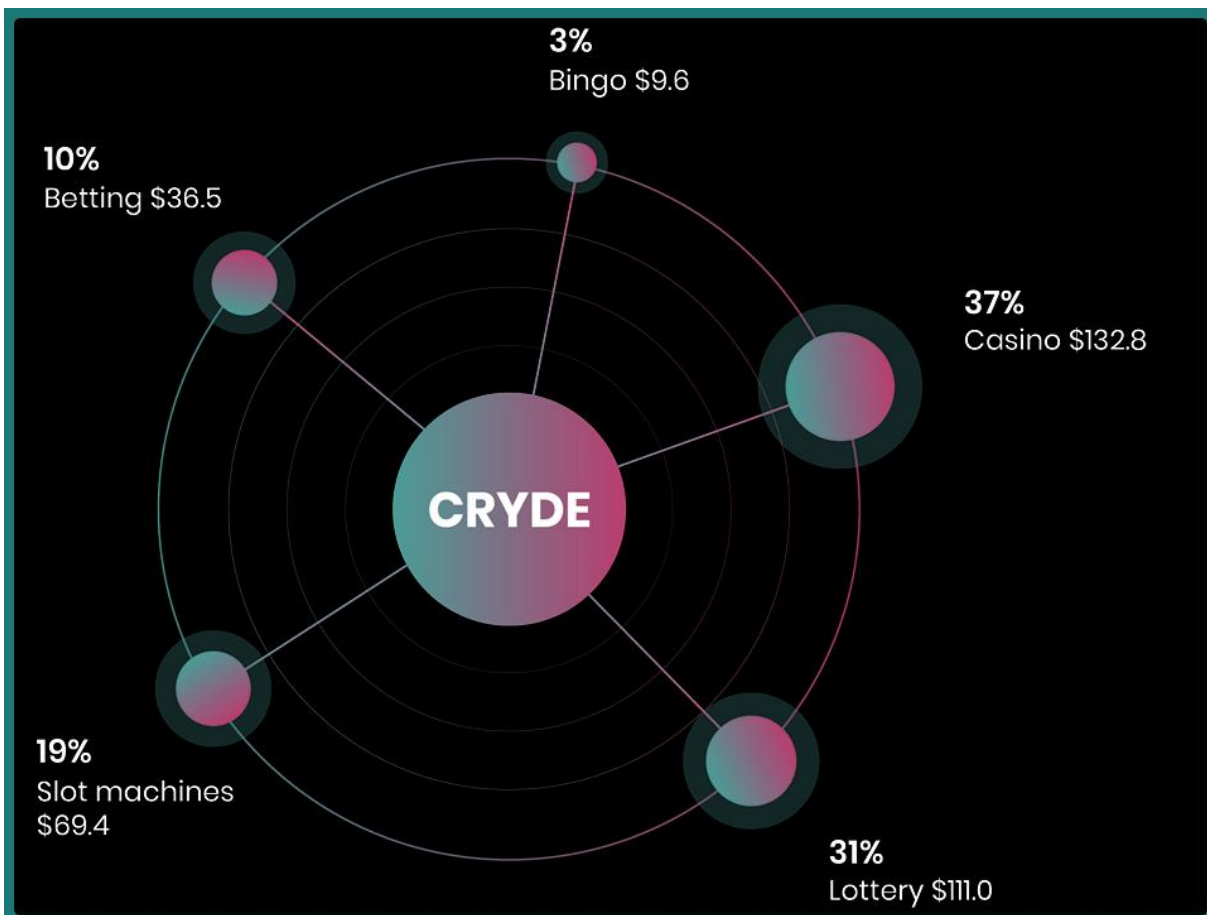




1. INTRODUCTION

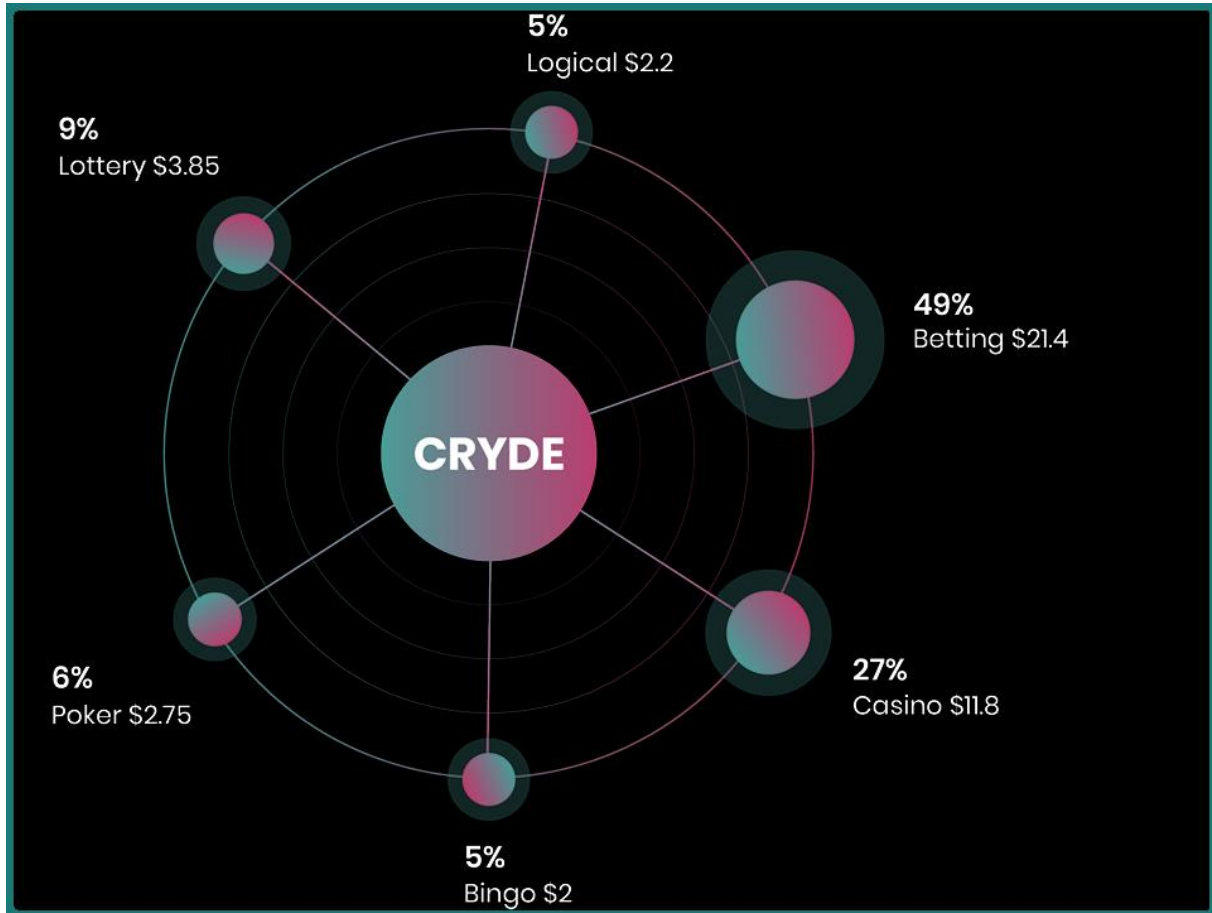
Gambling Market Overview

The offline and online gambling market continues to grow every year. In 2016, the offline gambling market accounted for 359.3 billion USD, while the online market was estimated at 44 billion USD. It is noted that online gambling is experiencing faster growth (10% higher than offline) and is expected to reach 60 Billion USD annually by 2020.





As online lottery has an added value and low market share in comparison to offline lottery, it seems that this sector has strong market potential in the future.








Challenges in Traditional Raffles and Lotteries

There are a lot of trust and fairness issues faced by the traditional raffle and lottery industry. Blockchain technology can provide a transparent and trustworthy foundation to solve these problems. Some of the most common issues may have already popped into your head.

Fairness

Lottery and raffle players may question the possibility of manipulation:

-  Are these games real?
-  Are these prizes really paid out?
-  Are these winning numbers really randomly generated?

Two cases of lottery manipulation have already proved that the concerns above are valid.

The 1980 Pennsylvania Lottery Scandal: The Triple Six Fix was a plot to rig The Daily Number, a three-digit game of the Pennsylvania Lottery. All of the balls in the three machines, except those numbered 4 and 6, were weighted, making sure that the drawn numbers will be a combination of those digits. The scheme was successful, one of the eight combination (666) that the fixers were hoping for, was drawn on April 24, 1980; however, the unusual betting patterns alerted the authorities. The chief conspirator was sent to prison, and most of the fraudulent winnings were never paid out.

The Hot Lotto Fraud (2011): Eddie Raymond Tipton, a former security director of the American Multi-State Lottery Association (MUSL), confessed to rigging a random number generator. Tipton used a DLL file on secure computers that were charged with randomly choosing winning tickets, that allowed him to predict the winning numbers which led to his winning of a \$14 million jackpot in December 2010. The manipulation was discovered, and Tipton is now facing up to 25 years in prison.



Availability

Users from foreign countries usually cannot participate in some of the best lotteries or raffles in the world, such as Eurojackpot, Powerball, etc. Users are limited to playing local lotteries or raffles, missing out on possibly huge winnings, valuable prizes.

Regulations

In some countries lotteries are illegal, and in most of the other countries, only governments and affiliated organizations can obtain a license to operate a lottery business. Corruption schemes may take place in different regions. Blockchain technology can help us solve this problem.

Blockchain technology as a solution

Cryptocurrencies quickly seized the online gambling market, working their way up amongst the most popular means of payment.

The transparency and the trust attributed to smart contracts operating on the blockchains derive from the fact that all agreements are executed automatically and allow no third-party access or administrator intervention. Blockchain allows a fundamental global shift in decentralized re-intermediated economy. It answers the social need for a global reinvention of gambling systems and their governance, which will lead to full transparency.

Thanks to the development of blockchain technology and smart contracts for Ethereum, nearly all of today's gambling issuances can work in a public, truly transparent way. Smart contracts mean a solution for issues such as random number generation for draws, ticket purchase, handling of prize funds, distribution of dividends.






2. HOW CRYDE'S RAFFLE SYSTEM WORKS

Operating scheme

We are building a completely transparent and decentralized platform for organizing and conducting a raffle using ETH smart contracts and the blockchain technology. This provides the base solution for collecting funds, drawing winning numbers in a truly random way, and paying profit dividends to the token holders.

Because **CRYDE**'s raffle system is based on the blockchain, it is impossible to obtain unfair advantages as a Player, on the other hand, there are several advantages in the way the game is processed.

-  The winning numbers draw is operated by open-source software - which will be available to inspection on our Github page - using the first appearing hash on the Bitcoin blockchain after 20:00 GMT (This excludes any possibility of interfering with the draw process)
-  All transactions are reflected in the blockchain, so any user can monitor our payment processing all the time
-  Any person from any place in the world should be able to sign in to play our raffle without providing any private information*

*After winning your dream car, we will contact you to gather some of your private informations. This is needed for various paperworks regarding your new car. (Sales contract, shipping, etc. In case of choosing Ethereum payout instead, you can stay fully anonymous.)



Distribution of Funds Collected from Raffle Ticket Sales

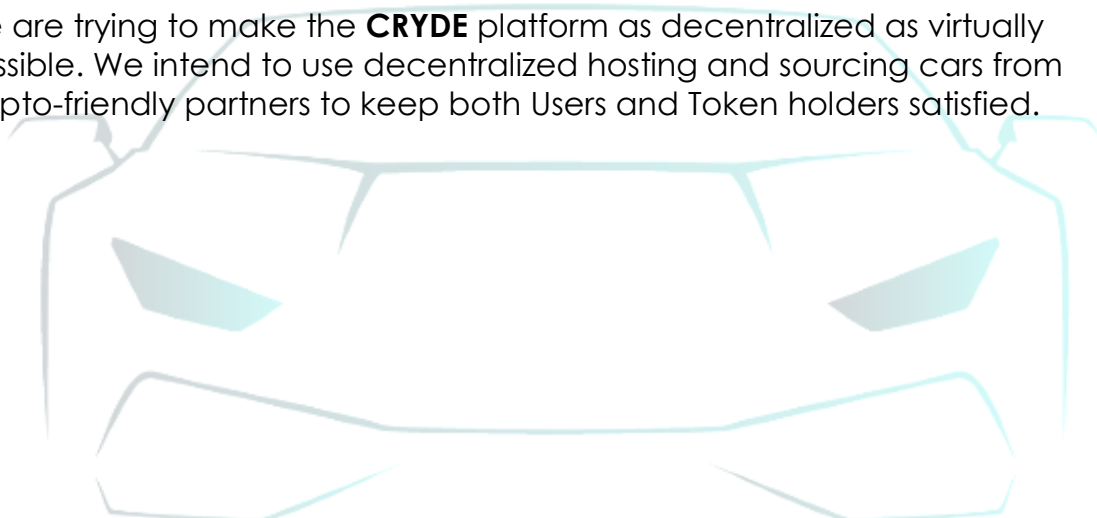
The system automatically converts every payment from the incoming cryptocurrency to USD in order to secure the weekly prize, our marketing and operations expenses.

As soon as these expenses are covered by sufficient amount of USD, **CRYDE** will convert the further incoming funds into Ethereum and send it to our profit dividend smart contract.

Monthly dividend payouts are made with this smart contract.

All of our expenses will be fully transparent for **CRYDE**'s investors, token holders.

We are trying to make the **CRYDE** platform as decentralized as virtually possible. We intend to use decentralized hosting and sourcing cars from crypto-friendly partners to keep both Users and Token holders satisfied.



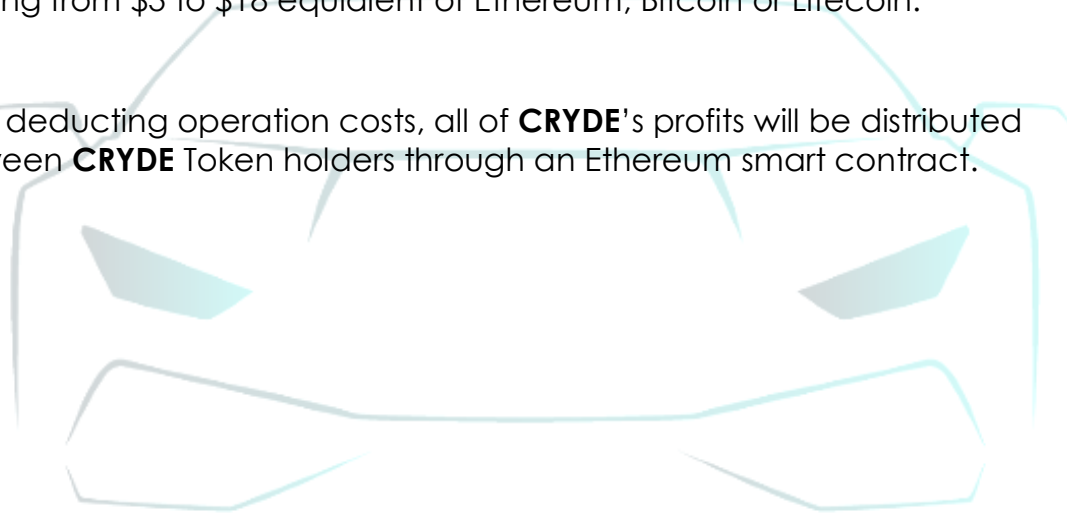


3. BUSINESS MODEL

CRYDE's Raffle offers a transparent business model for **CRYDE** Token holders. Operation expenses, prize expenses and tickets sold will be on record for Token holders on the Ethereum blockchain, so it cannot be altered.

The main service that generates **CRYDE's** profits is ticket sales. Our forecast suggests that 165,000 tickets will be sold weekly, for an average of 10.50\$ each. This means a 0.2% market share of the global online gambling market as of 2016. We believe that **CRYDE** can even manage to obtain up to 0.8-1% of the total global online gambling market share. This means ~650,000-890,000 tickets sold weekly. The ticket prices will vary depending on the chosen cars, ranging from \$3 to \$18 equivalent of Ethereum, Bitcoin or Litecoin.

After deducting operation costs, all of **CRYDE's** profits will be distributed between **CRYDE** Token holders through an Ethereum smart contract.





4. MARKETING PLAN

CRYDE is planning to develop a strong presence in both online and offline community. We intend to run various media campaigns, offline and PR campaigns worldwide.

We will use a bounty system, which includes Facebook, Twitter, Bitcointalk, and various blogging-vlogging platforms, updated daily, to ensure the maximal effectiveness. Due to the recent ad restrictions, we are highly relying on C2C (Consumer to Consumer) advertising.

Three of our main ways of advertising will be:

Content Marketing

- a. Facebook
- b. Twitter
- c. Instagram
- d. Youtube
- e. etc.





Paid Advertising

- f. News
- g. Banners
- h. AdWords
- i. Various ads

Affiliate Program (Starting after the launch of our main platform)

- j. Referral programs
- k. Built-in modules (Using **CRYDE** through APIs)

To help achieving most of **CRYDE**'s Users naturally, we are heavily focused on:

-  A highly optimized SEO
-  Establishing a strong social presence
-  Referral programs
-  Mobile-friendly Platform



5. INVESTOR, TOKEN HOLDER BENEFITS

Tokens to Tickets

During our Token distribution, **CRYDE** Tokens have a fixed price of:

First phase:

\$0.2 With our +30% Bonus offer

Second phase:

\$0.226 With our +15% Bonus offer

Third phase:

\$0.26 With our +0% Bonus offer

After the launch of the **CRYDE** platform, tokens can be used to buy tickets, at a rate of \$2/token

Use them.

Future Price of Tokens

All issued tokens will be tradeable on exchanges worldwide.

The tokens which were used to buy tickets on **CRYDE**, will be put up for sale at an actual market price, but not lower than \$2/token to keep our tokens available for new investors, users. All of our token resales above \$2 will be counted as profits, thereby will be sent to our dividend smart contract.

*Eg. In April, 1,000,000 **CRYDE** Tokens were used to play at cryde.io*

*Market price for **CRYDE** Tokens on May 1st is \$4.6 each.*

*Selling 1,000,000 **CRYDE** Tokens at \$4.6 each proceeds to \$4.6 million income.*

*\$4.6-\$2=\$2.6 per **CRYDE** Tokens will count as profit, therefore \$2.6 million will be converted back into Ethereum, and will be sent to our profit dividend smart contract to be distributed amongst **CRYDE** Token holders.*

Our minimum resale price of \$2 and the fact that **CRYDE** Tokens can be used to buy tickets at a fixed \$2/token presumably creates an artificial floor on exchanges for **CRYDE** Tokens at \$2/token.

Trade them.







CRYDE Profits, You Profit!

Token holders will receive a dividend from **CRYDE**'s profit, paid in Ethereum on a monthly basis. Payouts are secured by smart contracts, providing a stable income to **CRYDE** Token holders. Dividends will be calculated by the following equation:

$$\text{Dividend per Token} = \frac{(\text{Income} - \text{Expenses})}{\text{Number of Parked Tokens}}$$

Advantages of holding **CRYDE** Tokens:

-  You get dividends on your parked Tokens
-  Dividends are paid each month
-  Token holders have a right to vote on various things (New cars, new prizes to add, etc.)
-  **CRYDE** Token holders will have a personal panel with all data proven by blockchain transactions:
 - a. Parked **CRYDE** Token amount
 - b. Value of Your Tokens
 - c. Your share of **CRYDE**'s profit based on the number of **CRYDE** Tokens you have
 - d. Dividends earned
 - e. All transactions (sale of tickets, operation costs, etc.)

Expected weekly income from dividends in ETH (calculated at \$600/ETH, with 15-80% profit margin and 50% of total tokens parked):

Number of tickets sold per week (At an average price of \$10.5/ticket)

Number of your parked CRYDE tokens		33,000	100,000	165,000	330,000	660,000
	1000	0.0016	0.0183	0.041	0.0989	0.1866
	3000	0.0046	0.055	0.123	0.2965	0.5598
	5000	0.0078	0.0917	0.205	0.4942	0.933
	10000	0.0155	0.1833	0.41	0.9883	1.8661
	25000	0.0388	0.4583	1.025	2.4708	4,6643
	50000	0,0775	0.9167	2.05	4.9417	9.33
	150000	0,2325	2.75	6.15	14.825	27.992

Hold them.

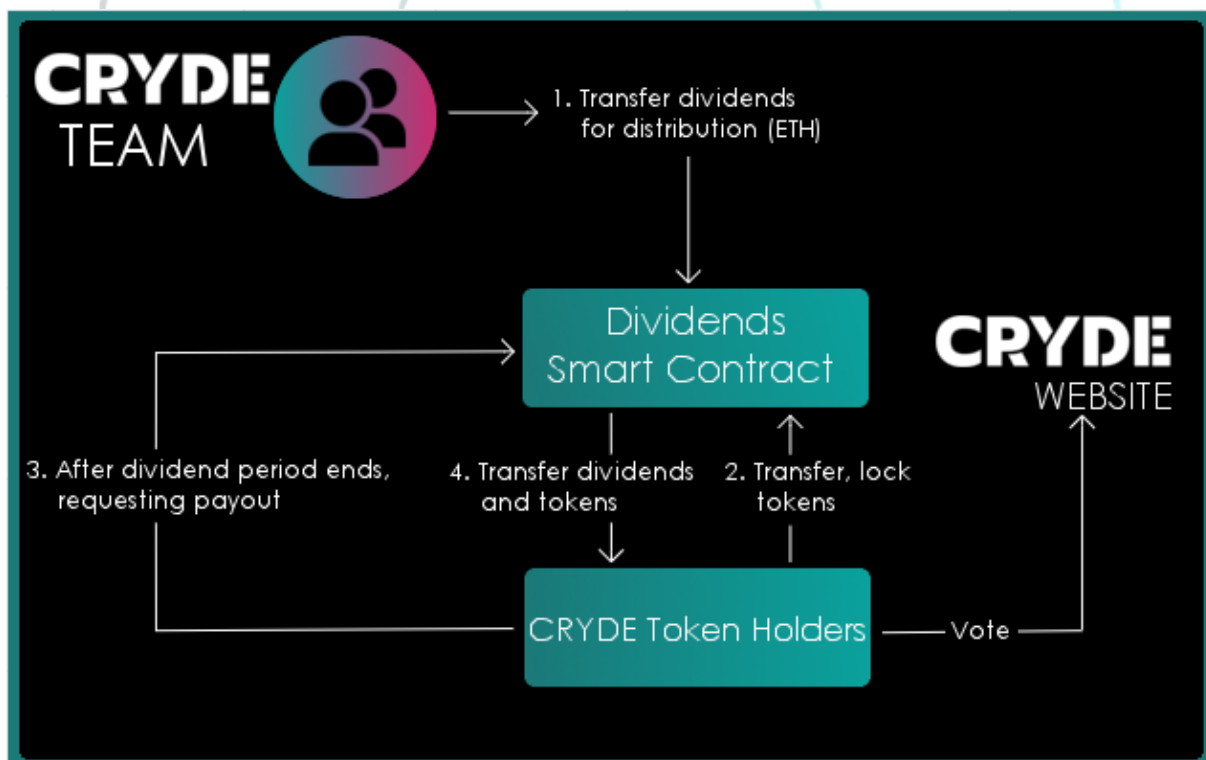


6. TOKEN TECHNICAL ASPECTS

CRYDE Token (ERC-20 – Compatible)

CRYDE Token is an ERC-20 – compatible smart contract on the Ethereum blockchain. This means, tokens will be easily transferable between Ethereum wallets, and allows exchanges to smoothly integrate **CRYDE** Token into their trading system. **CRYDE** Tokens will be used to buy tickets and distribute dividends among **CRYDE** Token holders.







In order to stop letting exchanges claim the dividends, we extended **CRYDE**'s functionality with a parking feature. Every user with **CRYDE** tokens will have to park their tokens for at least 1 week, in order to be able to claim that week's profit dividends. Parked tokens will not be transferable until the chosen locking period has finished.





Voting with tokens

In order to keep our investors as close to our project as possible, we are developing a voting system on key issues that will arise as **CRYDE** develops, so the owners of **CRYDE** Tokens will be able to influence the way of **CRYDE**'s development. However, there are a few rules of voting with **CRYDE** Tokens:

-  One **CRYDE** Token equals to one vote
-  Only parked tokens can participate in voting
-  There will be only pre-set answers
-  For each issue, a time frame will be provided
-  A decision on each issue is made simply by the majority of votes
-  Voting is considered valid if at least 35% of the issued **CRYDE** tokens took part in the process

Raffle transparency

The winning ticket is picked based on the first block on the Bitcoin Blockchain after every Sunday 20:00 GMT.

Sales of the raffle tickets will be suspended from every Sunday 19:45 GMT to 20:15 GMT

Each ticket sale will be logged in our Ethereum contract, verifying that no one purchases raffle tickets between 19:45-20:15 GMT, providing a fully transparent draw. Each separate transaction will be available through the **CRYDE** platform, information about each transaction should have a tx_hash and ticket numbers. After the winning numbers are calculated, **CRYDE**'s system will log them in the same contract.

Everyone can verify the winning numbers, as well as the raffle ticket's numbers on the Ethereum blockchain to make sure that there is no cheating on **CRYDE**.



7. FAQ



How many **CRYDE** tokens will be issued?

A total of 100,000,000 tokens will be issued.



How much will one token cost?

CRYDE Tokens will have a fixed price of:

May 7, 2018 at 12:00 GMT – May 28, 2018 at 11:59 GMT – 0.2 \$

May 28, 2018 at 12:00 GMT – June 6, 2018 at 11:59 GMT – 0.226 \$

June 6, 2018 at 12:00 GMT – June 12, 2018 at 11:59 GMT – 0.26 \$



How much will one token cost during the pre-sales?

CRYDE Tokens will be offered at a price of 0.173 \$, with a minimum transaction of 200 CRYDE Tokens.



Why do you need a pre-sales phase?

Funds raised in the pre-sale phase of the ICO will be used for main-sale marketing, and legal expenses.



How are you going to pay profit dividend?

Each week's profits will be transferred under a smart contract to a crypto wallet responsible for dividend payouts.

Dividends will be paid out on the first day of every month.



How do I get my **CRYDE** tokens?

CRYDE tokens will be transferred to the investor's account linked to her/his personal profile after the transaction has been confirmed. Within 2 weeks of the end of the ICO, investors will receive their **CRYDE** tokens on the ERC20 compatible Ethereum wallet given by them.



What happens if not all of the tokens are sold?

Unsold **CRYDE** tokens will be locked for 1 year. Afterwards, they will be available for sale at various exchanges (Dividends will not be claimed on the unsold, locked tokens for this timeframe)



How much money can I invest during the pre-sale and main-sale?

There is no upper limit in the token sale, however the minimum transaction during the pre-sale is 200 CRYDE Tokens. For further information about the pre-sale, please contact us on info@cryde.io.



When will **CRYDE** tokens be listed on exchanges?

CRYDE tokens will be listed within 1-6 months of the end of the ICO.



How much will **CRYDE** tokens cost in the future?

CRYDE token prices might be influenced by many different factors. Considering that you can use **CRYDE** tokens for ticket purchases at a \$2/token rate, and used tokens will be put up on exchanges for resale at a minimum price of \$2/token, we expect **CRYDE** tokens to have a price floor of \$2/token.



What will your marketing campaign include?

Referral campaign: Once the main platform launches, we will provide a referral link for the users. 5% of all referred purchases will be credited to the link owner's profile.

Online marketing: **CRYDE** will appear on various websites, banners, articles.

Email marketing: An email marketing campaign with more than 8 million target customers worldwide.



Will you expand the platform, if **CRYDE** is successfully funded, and profitable?

Yes, we are planning to add further raffles on **CRYDE**. Token holders will be able to vote on what to add next. If there is sufficient demand, draws can even be held in several categories, more often than 1 time/week.



What is your hard cap?

We have a hard cap of USD 13,150,000.



Will you use KYC?

We are not planning to use KYC, however, if you win a car, or traditional currencies will be accepted, a certain level of personal data will be required.



What are the main risks to the project?

Please be aware, that cryptocurrencies are not yet regulated worldwide. Abandoning cryptocurrencies or banning/criminalizing them in developed countries can mean serious problems for services like us.



Will **CRYDE** be a legal project?

A big portion of the funds will be spent on legalizing the product and obtaining various licenses and permits. We are consulting about several possible solutions for creating and holding internet gambling, crypto gambling (Curaçao, Isle of Man, Gibraltar gambling/gaming licenses)

These licenses provide several advantages for **CRYDE** against its competitors:

-  Fiat funds may be accepted from the users
-  Usage of traditional payment services (VISA, PayPal, MasterCard, etc.)
-  Raising trust in our platform
-  Increasing number of **CRYDE** players

