



AN INCENTIVISED, BLOCKCHAIN ENABLED, SPORTS COMMUNITY & GAMBLING ECOSYSTEM

PlayUp is ushering the 3 trillion dollar gambling market into the crypto world.

What is PlayUp?

PlayUp is not a concept, it is an existing global fantasy sports and licensed online betting ecosystem, made up of six complimentary business units with a combined user base of over 400,000. PlayUp is on track to generate \$200 Million in turnover in 2018 and is set to disrupt and lead a new revolution in online gaming via the introduction of the PlayChip.

What is the PlayChip?

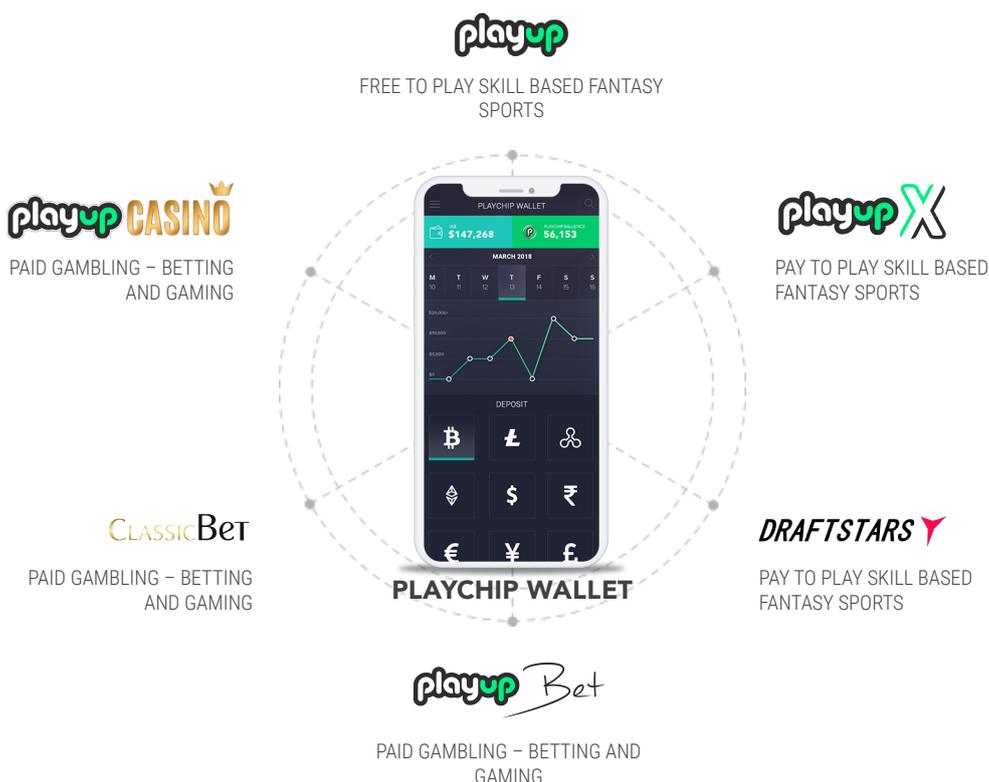
The PlayChip is an ERC20 token, which will provide a truly global, frictionless payment and reward system. The PlayChip, built on the Ethereum blockchain will decentralise our community, kickstart network effects, incentivise members and provide fast liquidity.

By transitioning to the PlayChip, we can immediately open up our platform to the world and provide our users from over 70 countries a system to better realise the value of their wins. This will rapidly increase appeal and user demand.

The PlayUp Ecosystem

PlayUp has implemented a business model based on "freemium" to "premium" transition. Free PlayChips are distributed to our users in a process we call activity based 'mining' i.e. the PlayChips we give to users are paid for by advertising on our free to play platform. This gives us the ability to build a huge global audience quickly as there is no barrier to entry. Central to our strategy is the PlayChip Wallet, capable of accepting deposits and withdrawals from all major global currencies and cryptocurrencies. All users will receive a free crypto enabled PlayChip wallet and are incentivised to grow the network by referring friends and completing other activities that grow our user base, resulting in rapid growth and higher demand.

As we build our sports loving community, PlayUp frictionlessly transitions users to paid products within our ecosystem such as our Licensed Fantasy Sports, Betting and Gaming platforms, utilising the PlayChip wallet. The PlayChip and Wallet will also be available for adoption by third party gaming platforms, creating limitless opportunities across the globe for the PlayChip to become a universal gaming currency.



TRACTION:

Users: 400,000+
Avg Session: 11:22 mins
Projected Users: 2 Million + (Q4 2018)
Ambassadors:



Brett Lee (2018)
Cricket Legend
@BrettLee_58



Barry Hall (2017)
AFL Legend
@BarryhHall



Wendell Sailor (2016)
NRL Legend
@RealBigDell

TIMELINE:

Private Pre Sale: 1bn PlayChips (Sold)
Public Pre Sale: 3bn PlayChips (Available Now)
Pre ICO: 7bn PlayChips
ICO: 10bn PlayChips
Listing: July 2018

TARGET:

\$50,000,000 USD
Accepting USD, AUD, VISA / Mastercard, ETH, BTC, NEO

FOUNDING TEAM:

20+ years combined experience building interactive gaming products and running global online businesses. Highlights including generating over \$650 million in online billings within 5 years of startup and existing company via listing on the Australian Stock Exchange.



Daniel Simic, CEO
in /in/daniel-simic/



Michael Costa, CTO
in /in/miccosta/



Ryan Bowman, CMO
in /in/ryanbrowman/



Prashant Arora, CFO
in /in/prashant-arora/

TEAM:

PlayUp has 27 full time talented development and operational staff located in our offices in Sydney, Darwin, Melbourne and Hong Kong.

Investors & Advisors



Richard Sapsford
Founder, Wizer Capital



Dr Adam Weigold
Founder, Cryptyk



Jesse Merl
Founder, MLF



Jamie Mackay
Founder, BWM Dentsu



Dean Richards
Operations Manager, Betfair