TOKENOMICS

ALLOCATIONS AND VESTINGS

In this section, we will discuss token allocations and vestings. Additionally, we will provide our calculations for price dynamics and other related metrics.
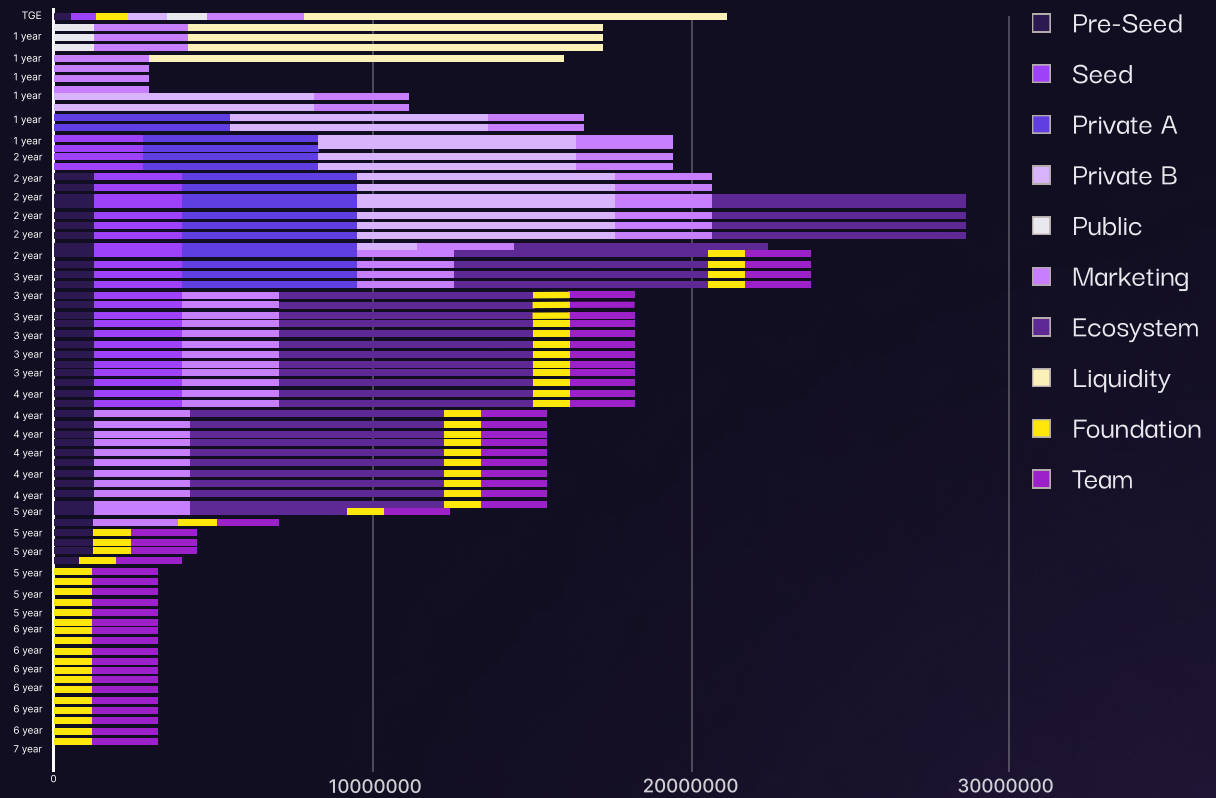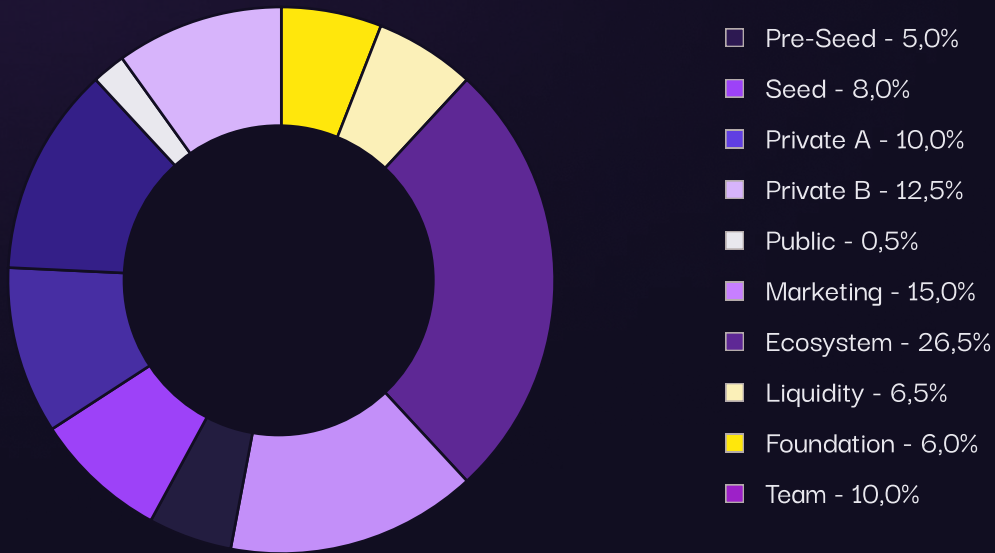
We have included a table that reflects four funding rounds, through which we aim to raise $24.5 million for a 36% stake in the company. Our plan is to list the company with a valuation of $200 million, which is a 20X increase from the Pre-Seed to Public rounds.

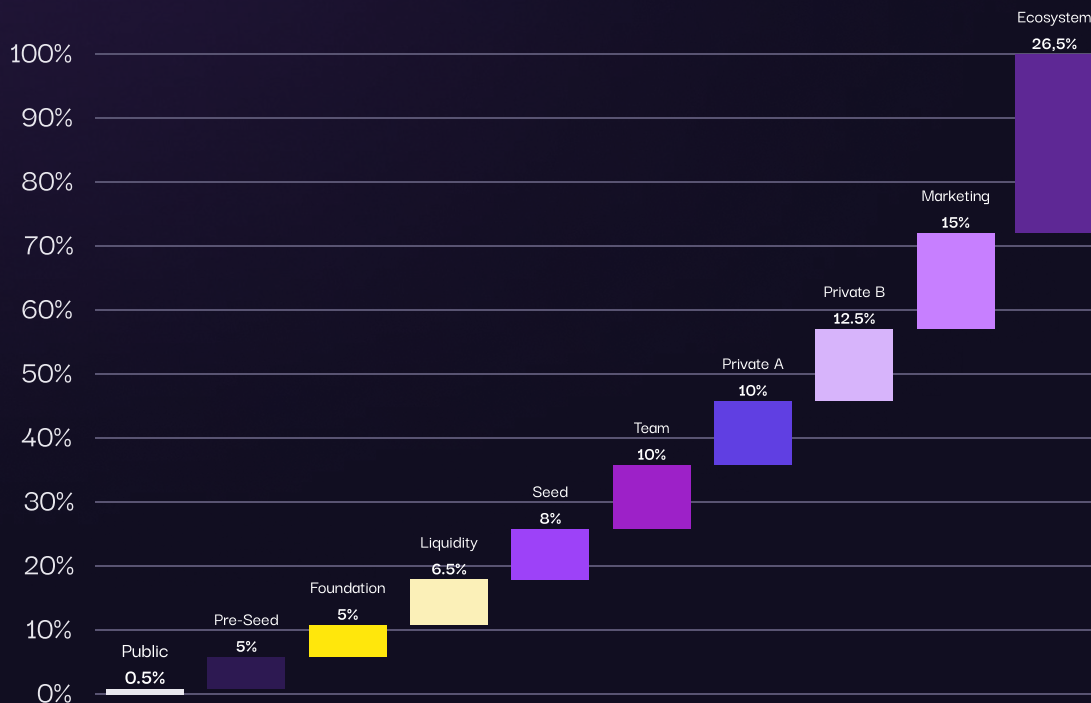| Financing round	Token Price	FDV	Amt. of tokens	Raise	% of total supply
Pre-Seed	$0.01	$10,000,000	50,000,000	$500,000	5%
Seed	$0.025	$25,000,000	80,000,000	$2,000,000	8%
Private A	$0.06	$60,000,000	100,000,000	$6,000,000	10%
Private B	$0.12	$120,000,000	125,000,000	$15,000,000	12.5%
Public	$0.2	$200,000,000	5,000,000	$1,000,000	0.5%
Total			360,000,000	$24,500,000	36%

Below is a table of token allocations, releases, cliffs, and vesting.

Purpose	Amount of tokens	% of total supply	Release on TGE	Cliff	Vesting monthly, %	Vesting, months
Pre-Seed	50,000,000	5%	1%	1 yr 4 mo	2.5%	4 yr 2 mo
Seed	80,000,000	8%	1%	1 yr	3.5%	2 yr 5 mo
Private A	100,000,000	10%	1%	10 mo	5,5%	1 yr 7 mo
Private B	125,000,000	12.5%	1%	8 mo	6.5%	1 yr 3 mo
Public	5,000,000	0.5%	25%	-	25%	4 mo
Team	100,000,000	10%	-	2 yr	2%	4 yr 2 mo
Marketing	150,000,000	15%	2%	-	2%	4 yr 2 mo
Ecosystem	265,000,000	26,5%	-	1 yr 6 mo	3%	4 yr 4 mo
Liquidity	65,000,000	6.5%	20%	-	20%	5 mo
Foundation	60,000,000	6%	-	2 yr	2%	4 yr 2 mo
Total supply	1,000,000,000	100%				

Next, token allocations are visualized on 3 charts:

Pre-Seed - 5,0%

Seed - 8,0%

Private A - 10,0%

Private B - 12,5%

Public - 0,5%

Marketing - 15,0%

Ecosystem - 26,5%

Liquidity - 6,5%

Foundation - 6,0%

Team - 10,0%

Pre-Seed

Seed

Private A

Private B

Public

Marketing

Ecosystem

Liquidity

Foundation

Team

Token allocations chart:

Unlock schedule. Unlocking was carried out on a 72-month horizon, which is 6 years.

Legend:
- Pre-Seed
- Seed
- Private A
- Private B
- Public
- Marketing
- Ecosystem
- Liquidity
- Foundation
- Team
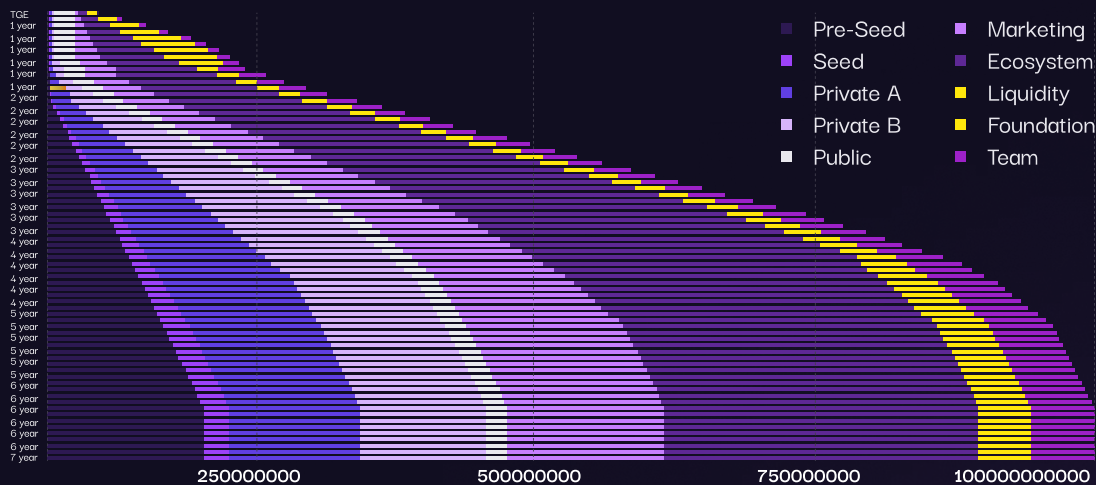
TOKEN BURNING MECHANISMS

- Open market repurchase (buyback) & burn
- NFT auction
- NFT lottery
- Paid loot boxes
- Token lottery
- Auction pool

DEVELOPMENT

Developing tokenomics for the SnegBet platform is a comprehensive project that involves analyzing the platform's needs and designing a token model.

To effectively develop tokenomics, the team has divided the project into several key stages:

1. Market analysis
2. Selection of a tokenomics model and creation of utilities
3. Development of a DeFi strategy
4. Calculation of allocations, cliffs, and vesting.

MODEL DESCRIPTION: ONE INTERCHANGEABLE TOKEN + NFT

We have analyzed several tokenomics models and based on our concepts and goals, with consideration of limitations, we have chosen a model with one interchangeable token and NFT. This model involves utilities for both the token and NFT. The token serves as an in-game currency as well as a deflationary asset that accumulates value. The maximum benefits of the platform are realized through NFT.

LAUNCH ON THE POLYGON BLOCKCHAIN

We have decided to implement the token and NFT on Polygon as it is the most suitable blockchain for the token + NFT model. Here are some reasons why:

- Polygon is in the top 5 of all existing networks by TVL. This means that there are many well-known protocols in the network that can integrate the $NEG token.

- Transactions on Polygon are fast and cheap.

- The NFT environment on Polygon is well-developed. In terms of NFT trading volumes, the Polygon blockchain is also in the top 5 of all networks, surpassing BNB Smart Chain. A developed NFT environment is crucial for launching the SnegBet project because NFT serves as a driver of token price growth and is tied to key utilities.

Considering these advantages, the team has chosen the Polygon network as the first network to launch the project.

$NEG TOKEN, OBJECTIVE, UTILITIES AND CONSTRAINTS

To create token utilities, we've identified key concepts on which lie at the heart of our ecosystem.

- **Key concepts:**

    1. Loyalty program: Each Loyalty Program level includes several features. They're distributed from level 1 to level 30. User can access the best features only at the top levels. This encourages players to gain more experience on the platform and increase their Loyalty Program level.

    2. NFTs with different levels of rarity (Tiers): Each NFT tier has several unique features. They're distributed from the base tier to the legendary tier. User can access the best unique features only if they hold an NFT at the legendary level.

    3. Customizable monetization: NFTs let user customize their profile, which is public. Other players can see user's profile.

    4. PvP games:

    - Utility NFTs give early access to in-house PvP games.
    - House edge is reduced for holders of NFTs of certain tiers.
    - The best tournaments with exclusive access for holders of NFTs of the top tiers are organized in these games.

    5. Value accumulation:

    - The token has a limited emission.
    - The token economy is based on a deflationary model.
    - The token model includes many burning mechanics.

We have identified the main objectives for creating the token.

- **Token Objectives:**

    1. The token should offer unique features and utilities that differentiate the project from competitors.

    2. The token should accrue value to the stakeholders of our platform.

    3. The token should add value to users when they play on the platform.

    4. The token should contribute to the sustainability of the project's business model.

We have also identified exogenous and endogenous constraints on the token.

- **Endogenous Constraints:**

    1. Deflationary token (value accumulation)

    - We plan to include token buyback and burning.

    2. The total number of tokens should be limited to ensure scarcity and encourage value accumulation.

    3. Token design should be transparent and easily understandable for users, investors, and other stakeholders.

    - For existing platform products, the token will have transparent utilities.

    4. Token design should encourage long-term participation in the platform and reward loyal users.

    - Long-term participation will be encouraged by maintaining a stable/growing token price in the market. The Ecosystem and Marketing article in tokenomics is designed to promote long-term token retention and reward loyal users.

- **Exogenous Constraints:**

    1. Availability on centralized exchanges.

    2. The financial and crypto markets' volatility and the global economy's cyclicality.

    3. Economic crises and shocks.

We reviewed several tokenomics models and, considering the project objectives and limitations, selected a model that uses both a token and NFT to maximize unique features.

To ensure that all project stakeholders benefit from the utilities we develop, we identified a target audience and broke it down into specific groups. For each group, we identified actions that are desirable and undesirable for the project, and built in mechanisms to encourage desirable actions and discourage undesirable ones into the token utility.

Based on the project's objectives, we then developed utilities for both the token and NFT, taking into account the interests of all stakeholder groups.

- **Token Utilities**

    1. Bets on the platform are accepted in tokens and other assets (fiat, cryptocurrency)

    2. Token buyback on an approved timeline for a portion of the project's profits and burning

    3. Achievements and daily tasks:

- Reward for completed tasks is paid in tokens
- Tasks for the user are opened depending on their level

    4. For leaders of the referral program: attract users and receive additional token payouts for their deposits

- Marketing article in tokenomics, from which payments are made
- Single-level program

    5. For referrals: register via the leader's link and receive token bonuses for bets

- Marketing article in tokenomics, from which payments are made

    6. Token bet - additional coefficient for accumulating experience to increase loyalty program level

    7. Tokens as a lottery prize

- Daily, weekly, and monthly lotteries with $NEG token rewards

    8. Tokens received for purchasing lottery tickets are burned
    Token rewards for top positions in the leaderboard

- Top 100 leaderboard players receive token rewards every day
- The rating of players is formed based on the volume of bets on the platform and the maximum bet

    9. Drawing prizes through an auction pool

- The winner of the auction receives a $NEG token prize
- Pooled bets from users in $NEG tokens are burned

    10. Paid loot boxes:

- Sold for $NEG tokens or stablecoins

    11. Token cashback:

- The player is returned a portion of the played bet in tokens
- Cashback payments depend on the level in the loyalty program and NFT tier