

# ICO Review: Refereum (RFR)

Decentralized Gaming Referral Marketplace

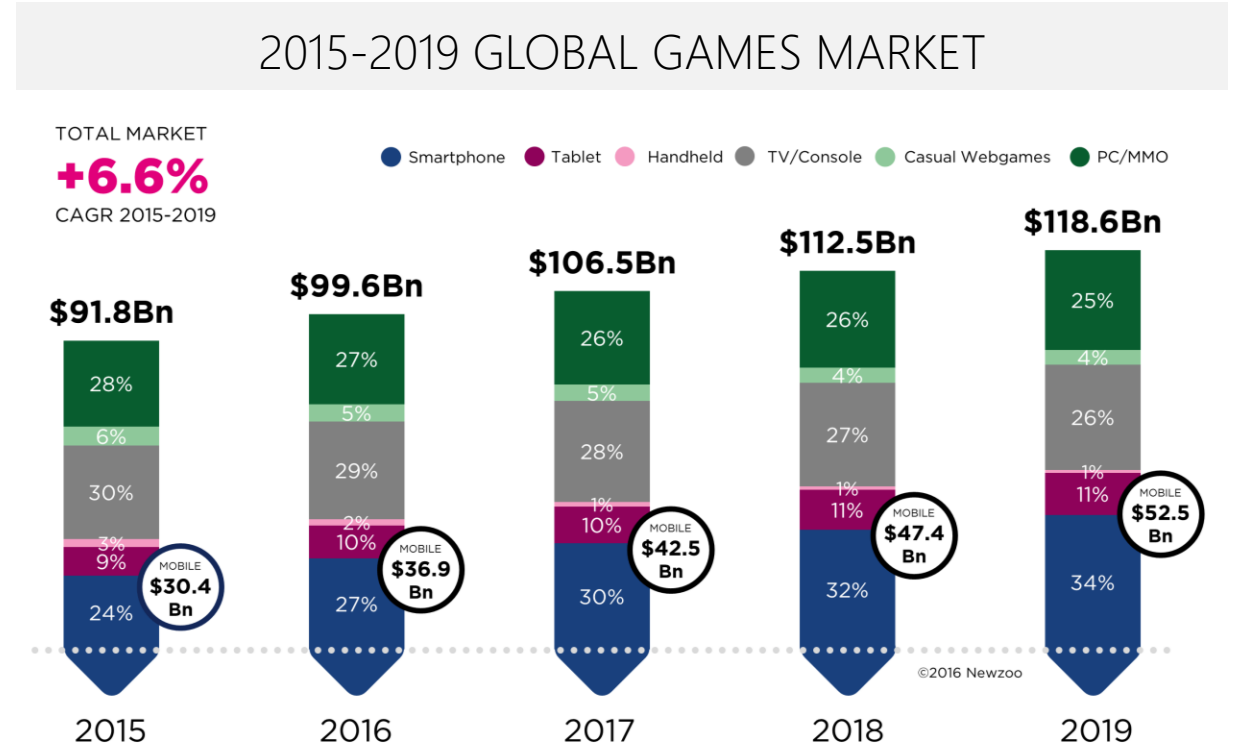
January 23, 2018



**Refereum**

# The problem

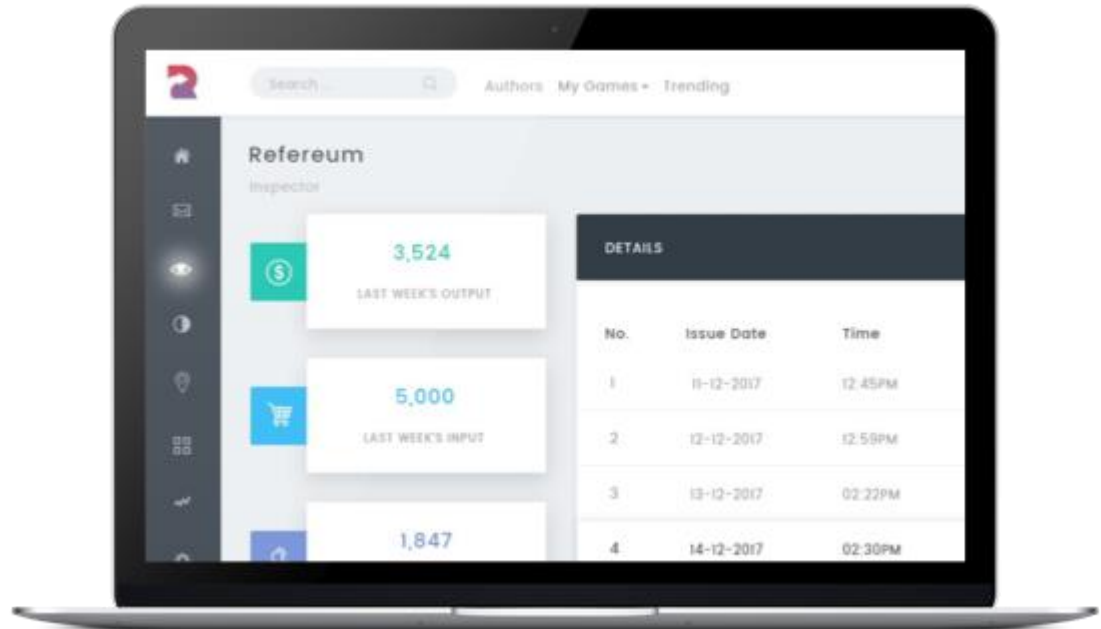
- Game budgets are shifting away from development and more towards marketing.
- Top game distribution platforms enforce up to 30% cuts of all product sales, taking away value from game companies and impeding developers.
- Top game streamers and content creators are growing huge followings but have limited opportunities to monetize this.



Source: Newzoo

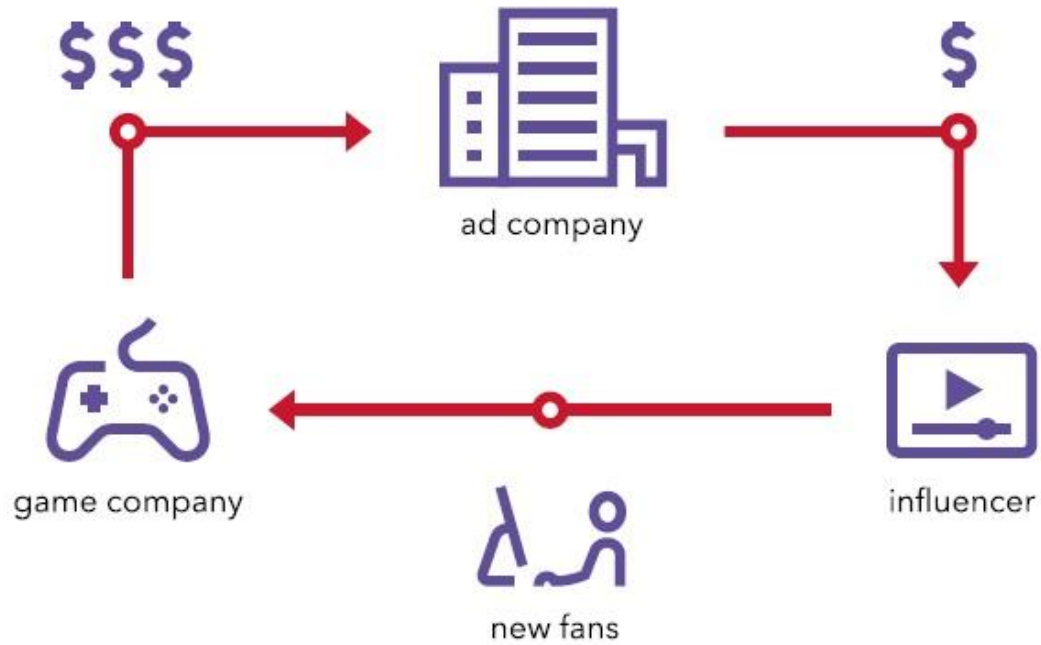
# What is Refereum?

- Refereum aims to reduce the costs of selling and marketing games by directly rewarding individuals for sharing games and embracing influencer sites.
- Their goal is to build a three-sided network where developers benefit from lower costs and less hassle, influencers receive effective avenues to profit, and gamers can earn money sharing and playing video games.

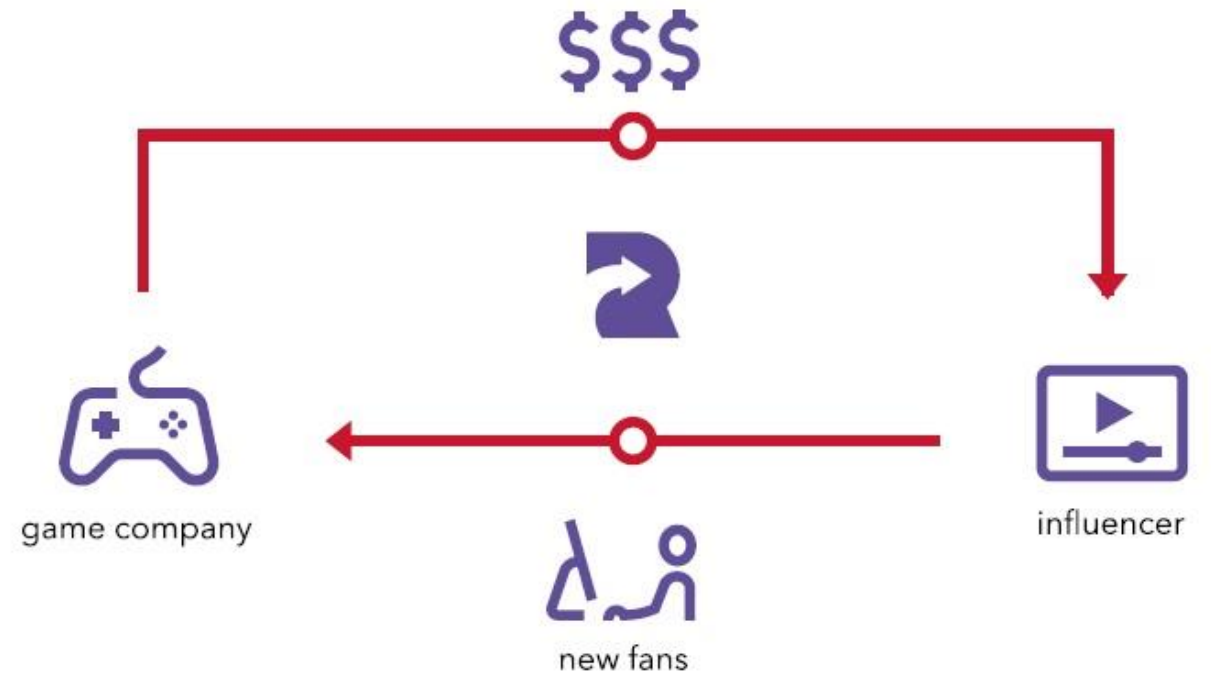


# How it works

## TRADITIONAL



## REFEREUM



# Development roadmap

## 1H 2018

Further development and completion of the Platform functionality with open source technical implementations and game developer documentation, thereby adding new features and scalability to the Platform.



## 2H 2018

Comprehensive Twitch API integration with Unity asset store tools.  
Additional features and marketing with top games for the Platform. Planned partnership with Connex, anyone can purchase Refereum with credit cards.



## Q1 2019

Allow developers deeper integrations with the Platform and rewards (e.g. furthering exclusive Refereum content with eSport sponsorship and maximize Twitch API integration with Refereum Unity plugin).



## Q1 2020

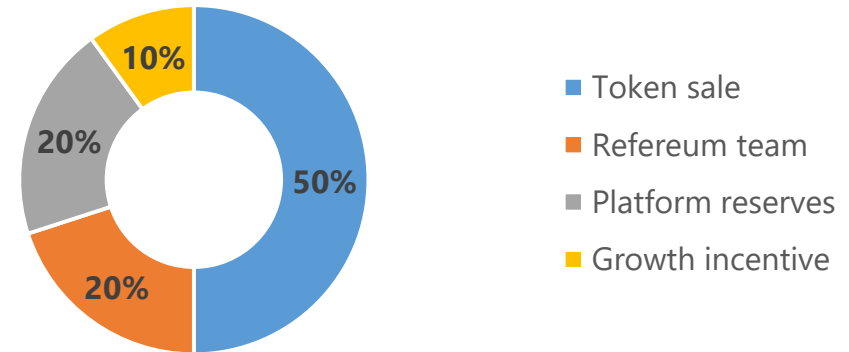
Adapt to the needs of the community.

# RFR token sale summary

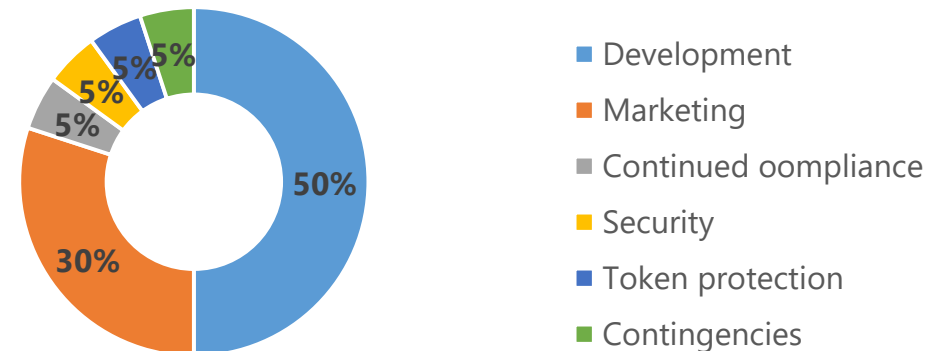
## ICO SUMMARY

- **Project name:** Refereum
- **Token symbol:** RFR
- **Website:** <https://refereum.com/>
- **Hard cap:** US\$25M for 50% of total tokens
- **Conversion rate:** 1 RFR = \$0.01
- **Max market cap at ICO (fully diluted basis):** US\$50M
- **Bonus structure:** No bonus for crowdsale, presale bonus undisclosed
- **Presale or white list:** Presale ongoing, whitelist closed. Need to contact team@refereum.com for presale information. Minimum for presale is \$20,000.
- **ERC-20 token:** Yes
- **Timeline:** Whitelist closed January 18, 2018, waitlist now open. Token sale starting February 8, 2018
- **Token distribution date:** After token sale ends

## TOKEN DISTRIBUTION



## USE OF PROCEEDS



# Use of RFR tokens

- Anyone can buy games on Earn.Refereum.com using RFR tokens, and verify these purchases on the blockchain. This provides incentive for users to refer their friends and followers and earn RFR tokens, so they can earn new games over time. However, games can still be purchased with fiat currency.
- Game developers can pay in RFR tokens to feature their game on the marketplace and get more traffic. They can also share profits in the form of RFR with influencers who help sell the game.
- Sellers of digital goods can pay to list their products for distribution by paying with RFR tokens.

## THE TEAM

# Who are the people behind Refereum?



**Dylan Jones**

Founder

Dylan has helped design games such as RGB and Battle Group 2 along with other Facebook and mobile games.

He founded the co-working space Gamenest, and advocates for decentralized systems at global conferences as well as his meetups in San Francisco.



**Alistair Doulin**

CTO

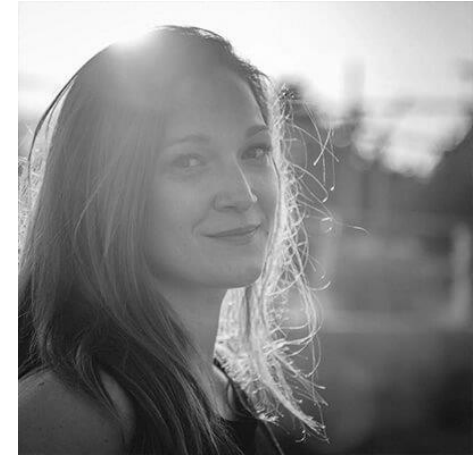
Alistair has over 15 years of software development experience, including the management of teams and architecting large systems. He has worked on multiple game and engine projects including Battlestar Galactica, and runs Bane Games, a development studio in Australia.



**Oleksii Matiiasevych**

Smart Contract Author

Oleksii is the main contributor to Refereum's smart contracts. He is a smart contract engineer at Ambisafe, also a "White Hat" hacker who saved and returned \$1.4 million worth of Ethereum in the July Parity multi-sig exploit.



**Sloane Earl**

Business Development

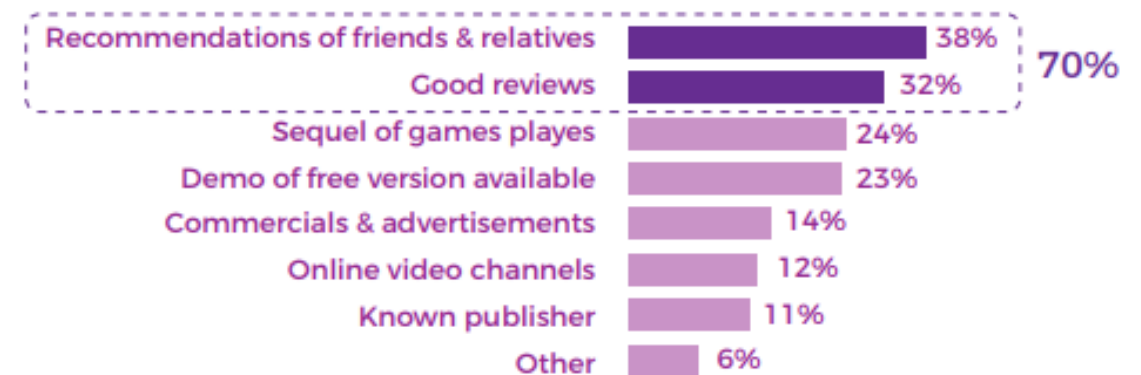
Sloane started in the game industry as a traditional and digital concept artist, eventually working her way into a business development manager role at the game animation studio Plastic Wax.



# The opportunities

- The idea of compensating gamers is a good way to build up a community and create traction.
- Influencers are paramount in the gaming industry today. With Refereum, influencers should be able to bring in a lot more earnings.
- The demo is showing a lot of promises with the referral model and ways that gamers can be compensated.

## What drives a consumer to start playing a mobile game?



Source: Newzoo

# Our concerns

- The roadmap is vague so we cannot gauge how well thought out the team's strategy is.
- The team did not disclose the range of bonus provided to presale participants. This makes it hard to see the cost basis of presale participants.

## SCREENSHOT OF RECENT REFEREUM BLOG POST

### What is the bonus structure?

Sometimes called a bonus, sometimes called a discount, we have a range and it's relatively small. We are not releasing specific numbers yet, until we complete the current phase of data collection and analysis—which is reviewing community participation in Season I and Season II to date as well as analyzing information we are receiving via our outbound communication with the community.

We are guided by the principle of equitable rewards. We will take into consideration:

1. Your participation in Season I and Season II on Refereum.com
2. Your place in the whitelist/waitlist
3. How you plan to participate in the Refereum community moving forward

The best thing you can do right now is join [Refereum.com](https://www.refereum.com) Season II and enjoy and share the platform.

# What do we recommend?

## For flipping: **Positive.**

- The project has a promising demo, with the team, idea, and market awareness all being above average. Despite the recent market environment, we believe the project can be sold out with unmet demand.

## For long-term holding: **Positive.**

- We like the idea of the project and believe it can gain traction quickly because of its referral model and compensation to gamers. If the project is successful, the potential can be substantial.

***CrushCrypto***