




# RUBY

## Whitepaper



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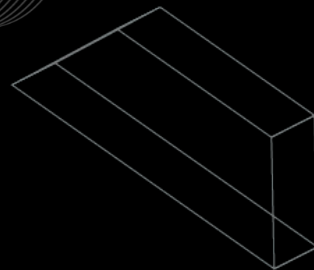
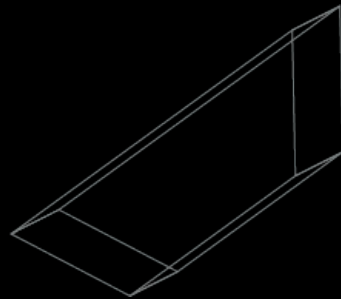
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# Introduction





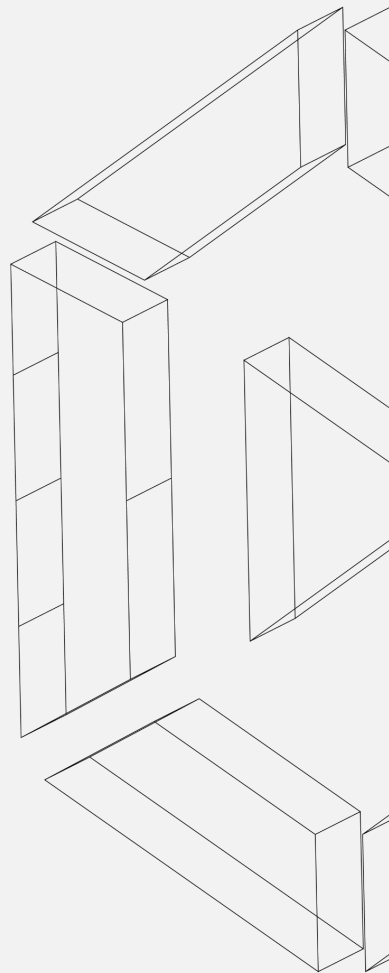
# Introduction

The **Ruby Play Network** is a blockchain-powered loyalty and retention platform that provides real world value to customers through rewards of our **RUBY token**. The Ruby Play Network helps solve the persistent problem businesses have of attracting new customers, properly engaging them, and ultimately retaining them.

We are led by a world class mobile, social casino gaming executive team, who have built several gaming companies, over the last 15 years of working together.

We have **34 staff** spread across two different studios in New Zealand, having previously delivered AAA games for billion-dollar brands and companies such as **Disney, Lionsgate, Dreamworks, Wargaming & the BBC**. The team as a whole has been working on the Ruby Play Network and our gaming platform for the past 5 years.

Currently, in addition to our upcoming token rewards platform, we have a successful gaming business which sees more than **\$5 million played every month**. Our in-house games are the first customer of the rewards platform, with **4,000 people already playing the beta**.





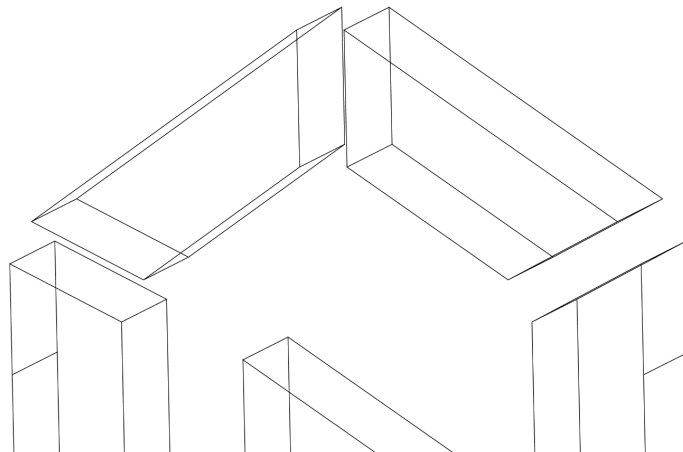
# Introduction

The success of both our gaming and blockchain projects led to us establishing the Ruby Play Network in 2019 and incorporating **Gaming Rewards Group Limited** to become the holding group for both our gaming and rewards interests, which are wholly owned subsidiaries of Gaming Rewards Group Limited.

The Ruby Play Network will continue to add partners to the platform that are looking for new and innovative ways to retain their customers with blockchain-based rewards and to help expand the reach of our RUBY token.

Based in **New Zealand**, the Gaming Rewards Group is focused on providing continuous innovation and employment opportunities within the local gaming and blockchain industries.

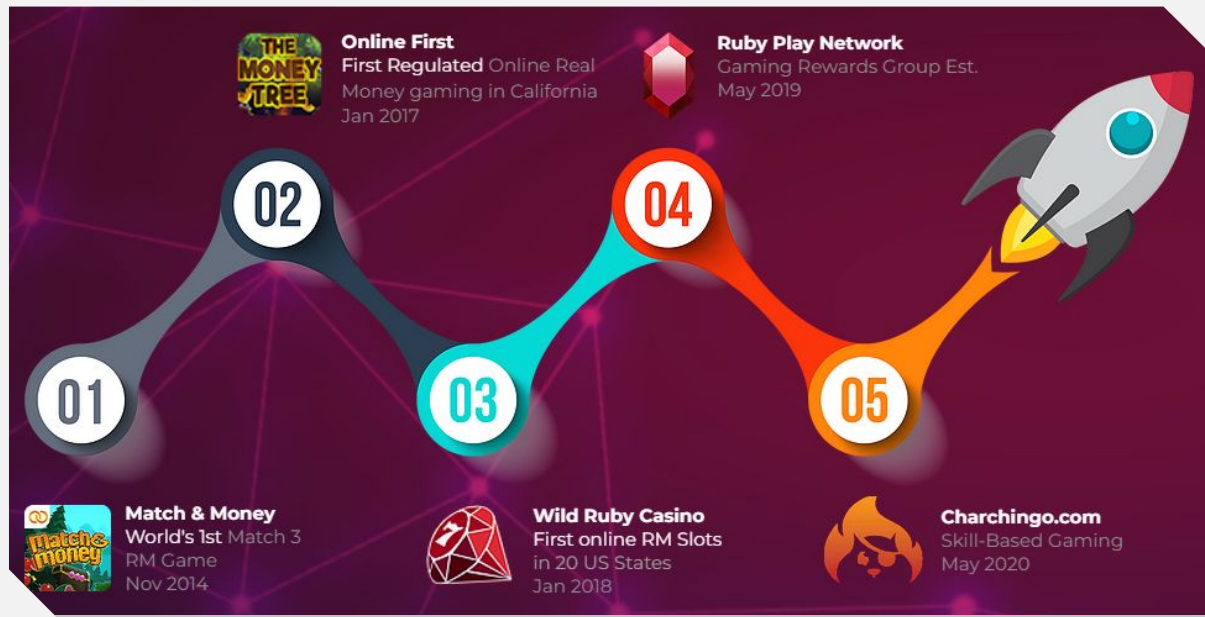
Within our team, we have the talent, experience, and enthusiasm, as well as a strong, supportive community, to run this project towards becoming an international powerhouse in blockchain gaming. We believe this is an excellent chance to seed a new industry in a country not typically associated with blockchain or gaming innovation and to create new opportunities for local communities like **Westport** and **Christchurch**. We aim to bring new job options and resources to help future-proof our local workforce.





# Introduction

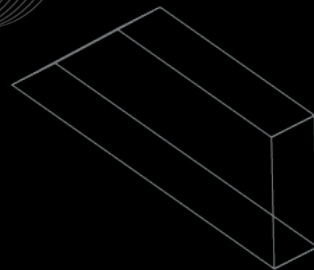
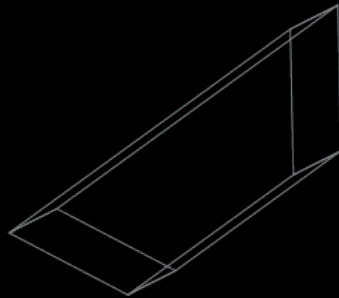
Historically the combined efforts of the Gaming Rewards Group founders have seen success in many relevant online social casino-based games such as **Bingo Lounge**, and **Match & Money**. These past projects have experienced **millions of dollars** in earnings within a highly competitive online gaming market and provide a winning formula for future projects.



We have also previously released the **Wild Ruby Casino** in 2018, which gave us valuable and relevant experience in loyalty and retention towards our users and fans. During this same period, we began our involvement with the **NEM Foundation** and even hosted their **NEM conference** at our Westport, New Zealand office location. Through NEM, we had our introduction into blockchain technology, and this started our journey to where we are today, putting our focus on dominating this emerging and fast-growing market.



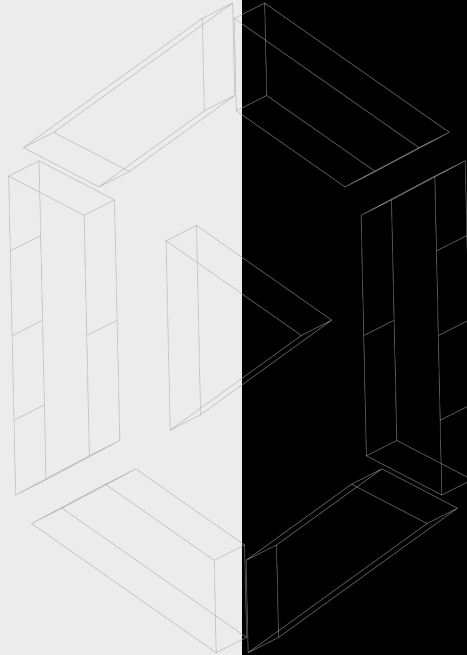
Combining **blockchain innovation**  
with **gaming experience**



The team at Gaming Rewards Group have been working together for the past five years developing successful online gaming products and innovative projects in the blockchain space. Over this time we have developed two core development verticals for our growth. Our blockchain development with the RUBY token and the Ruby Play Network, and our gaming platforms.

Let's look a bit deeper into these:

## **Blockchain vertical**

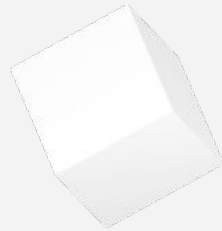


## **Gaming Vertical**





# Blockchain Vertical



## The Ruby Play Network

### The RUBY token

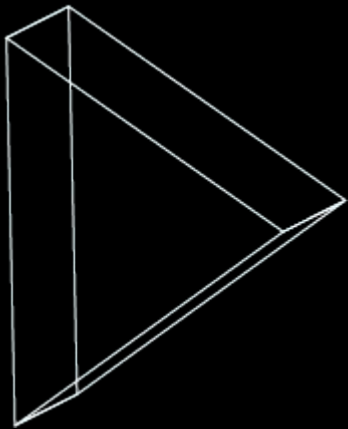
The core of our platform is the **RUBY token**, we created the RUBY on the Binance Smart Chain, which is an Ethereum compatible blockchain but developed with it's own architecture and token management. Because the RUBY token is created on the Binance chain, it is a **BEP20** token rather than an ERC20 token, which allows us to have significantly lower gas fees and faster transaction times.

We created the Ruby Play Network to fill a void that we saw in the market. Our team have been developing in the mobile and online gaming space for a number of years. In that time, we've found one of the most difficult things for a company to do is find, engage and retain people with their service. There are so many things in people's lives all calling for their attention, it can be hard to get discovered and keep people coming back, without spending huge amounts of money on marketing. To help overcome this, we wanted to create a network that would **provide customers with a reward for their loyalty**. The blockchain is the perfect platform to power this new generation of rewards.

The idea of a rewards platform is not new. There are hundreds of them out there, such as; *airline points*, *credit card points* and *grocery points*. The problem with many of these platforms is that they only provide the customer with rewards that help the company, not that provide real value to the customer for their loyalty. The truth about these loyalty programs is that you are being rewarded for supporting that business, but you don't control that reward. With the RUBY and the Ruby Play Network, **you own the reward**. The RUBY token allows you to choose how and where you can use your rewards.

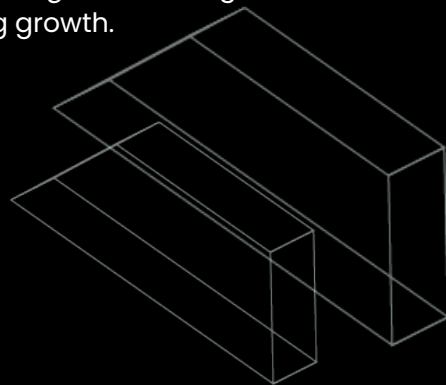


# Gaming Vertical



Our team has a long history of creating innovative products in the gaming space. The team has delivered content that has helped rehabilitate brain damaged patients as well as gaming in *education*, *VR*, and *gambling*. In October of 2013, we split away from the highly successful **CerebralFix** business and began specializing in game production aimed at addressing new market frontiers.

In 2014, we produced the **world's first fully regulated Match-3 real money game**, *Match & Money*, beating companies such as *MGM*, *GameCo*, and *Gamblit* to market. Running gaming platforms such as the *Wild Ruby Racing Casino* taught us the importance of giving good incentives for encouraging growth.





# Gaming Vertical

## — Live games



**Charchingo** is a live online gaming platform that delivers social gaming for real money in the US. This innovative real value gaming solution is powered by complimentary points players receive from making donations to local charities. These points can then be used in live bingo games to win real money prizes in US dollars. The platform is fully built, a complete white-label turnkey solution available at [www.charchingo.com](http://www.charchingo.com).

Charchingo is currently experiencing significant growth with milestones such as:

- ❑ **\$5 Million** in plays per month and growing.
- ❑ **33%** Monthly growth.
- ❑ **\$500** Average return per player and growing.



# Gaming Vertical

## — Live games



*Wild Ruby*

**Wild Ruby Racing Casino** is a social casino styled real money product for the US that is available in 23 different States. The product uses live horse racing in the backend to retrieve players a real money win or a loss for their wagers made in the social casino styled games. The platform is fully built, a complete white-label turnkey solution and can be found live at [www.wildrubycasino.com](http://www.wildrubycasino.com).



**Loyal Royal** is a live online gaming platform that delivers social gaming with the ability for players to win real money by leveraging separate sweepstake-based games. The platform is fully built, a complete white-label turnkey solution and can be found live at [www.play.loyalroyalcasino.com](http://www.play.loyalroyalcasino.com).



**Spin2Win** our innovative new marketing program that lets people from all over the world win various cryptocurrencies, NFTs and prizes alike. Found at [spin2win.world](http://spin2win.world), these daily win wheels offer many different kinds of rewards.



# Gaming Vertical

— Coming soon



## Strawberry Sweeps

**Strawberry Sweeps** is a white-label sweepstake-based gaming platform, partnered to address the wider APAC region focusing specifically on *Singapore, Thailand, & New Zealand*. Strawberry is partnered with *TCG.world* to become the first real money social casino within their metaverse.

It is Strawberry's ambition to become the **market leader in real money gaming** interests within the metaverse.





# What is the Ruby Play Network?



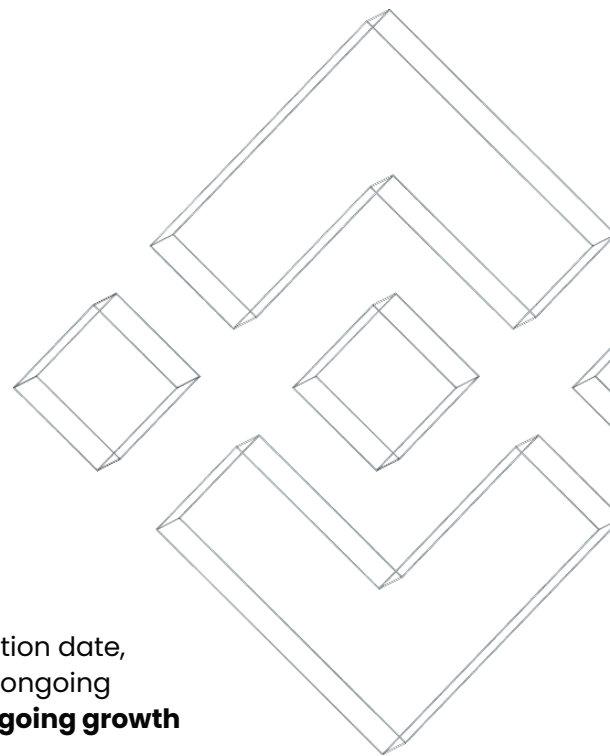
# What is the Ruby Play Network?

The Ruby Play Network is a blockchain-powered platform that aims to provide genuine, real-world value to customers and partner businesses through the network's native RUBY token. Our platform is set to become the **next generation standard of loyalty and retention rewards for consumers**.

Launched in 2019, the Ruby Play Network is built on the Binance Smart Chain architecture. We are the first New Zealand project to have received investment from the **Binance Smart Chain Accelerator Fund**. As such, they provide additional support and development opportunities for us to take advantage of.

The BSC provides our developers with a **fast and secure** blockchain to build on, and we are proud to have the Binance team working alongside our project and providing additional resources when required.

The reward platform has provided a solution that has no expiration date, grows alongside the network we are creating, and encourages ongoing participation from the user. This creates a **perfect recipe for ongoing growth** despite well-known cryptocurrency market volatility.



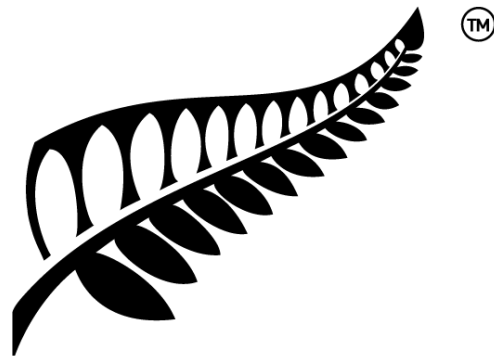
# NOW



# What is the Ruby Play Network?

In addition to our support from Binance, through our work with the New Zealand government and **New Zealand Trade and Enterprise (NZTE)**, we became one of NZTE's focus companies in April of 2020. NZTE Focus companies are selected because of their strong potential for international growth and get access to support and New Zealand's network of advisors.

We are planning to continually bring on new partners to the platform that are excited about new opportunities in blockchain-based gaming rewards. Our partners will be those that are seeking new and innovative ways to retain and reward their customers with our RUBY token. As the number of partners increase, so does the utilization and adoption of the rewards token, **benefiting the platform and the holders simultaneously.**



**NEW ZEALAND  
TRADE & ENTERPRISE  
Te Taurapa Tūhono**





## Our team

Predominantly based in *Christchurch* and *Westport, New Zealand*, along with operatives in the *US*, the Ruby Play Network team is constantly adapting and scaling with the growth of the project. The team has a wealth of experience in the entertainment, social casino, gaming, and tech industries, delivering **hundreds of millions in downloads.**

The core team at *Gaming Rewards Group* has been collaborating and working together for almost 10 years, successfully bringing many games and complex technologies to market, through a number of related companies. Combined, the team has helped develop solutions for some of the **worlds largest billion-dollar brands and companies.**



# The executive team



## Benjamin Dellaca

### CEO, Executive Director

Ben is an experienced business leader in the field of digital engagement and retention, building companies like *Battlelink*, *Stickmen Studios*, and *CerebralFix*. Ben has overseen the development of digital engagement products for major international clients, including *BBC Worldwide*, *Disney*, *Dreamworks*, and *Lionsgate*. Additionally, Ben regularly consults in the Healthcare, Education, and Casino industries.



## Jeremy Cadillac

### COO, Executive Director

Jeremy is currently focused on growing gaming, blockchain, and tech business. An early investor in the social mobile space that likes to make the complex simple. Jeremy plays a key role in the design of the business strategy. Jeremy has held senior leadership positions including Director, CEO, COO, and GM in the Finance, Utility, Technology, Communications, and Gaming sectors for over 20 years.



# The executive team



## Rob Carroll

### CGO, Growth Officer

Rob focuses on the growth of the Ruby Network, with both the community and visibility in the blockchain space. Over the course of fifteen years, he has launched more than thirty games, as well as publishing and consulting on more than sixty others. Rob's past projects include work with *LucasArts*, *Zynga* and he led the North American release of *World of Tanks: Blitz* for *Wargaming*. Previously, Rob ran the indie developer publishing fund for *Tapjoy* and built wagering platforms for online and physical casinos, including the *Jackpot Fantasy game*.



## Gwyn Edwards

### CTO, Technical Officer

From Advanced Treasury Technologies Limited to the giant that is PeopleSoft, Gwyn is a Senior IT Manager, having worked in many facets of the IT industry, including small startups, consulting firms, and large software houses. Gwyn is experienced in all dimensions of the software development lifecycle, from innovation through to commercialization. Gwyn is driven to find innovative solutions and loves working with creative people.



# Advisors



## Alexis Yellow

**GSR, Yellow.org**

Alexis is the founder of *yellow.org* and co-founder of *GSR*. *GSR* is a global leader in digital asset trading and market making firm famous for their contribution to the *XRP token*. Alexis is well renowned in the crypto world, making his mark early by being the first investor in the development of *Ripple*, and helping develop standardisation for various blockchain technologies.



## Caleb Yeoh

**Binance Australia, Travalab.com**

Caleb is a Blockchain industry veteran, he founded *TravelByBit* in Australia and then became a founding member of *Binance Australia*. Recently Caleb has also been an advisor to the successful *Travalab* blockchain travel business. Caleb advises on Tokenomics, strategic partnerships, and communications.



# Advisors



## David Oh

### CopyrightBank

David is an Intellectual Property lawyer by trade, known for his IP management systems that he has rolled out across the APC region. David is also the founder of *CopyrightBank*, the world's first platform for stamping Intellectual Property onto a blockchain. David advises on Defi, Intellectual Property, and business modeling.



## Jamison Selby

### Game Play Network

Jamison Selby is the current SVP of Games and Marketing at Game Play Network (GPN / b spot) and an international speaker and strategist at iGaming. Jamison has helped bring over 85 different games to market via platforms such as PC, iOS, Android, Facebook, Browser, Blackberry, DVD, and much more. In addition, Jamison has directly released over 65 real money gaming titles that include 15 applications on the iOS US App Store.



# Our development and operation teams



## — Westport Development Team

The Westport Team is based in the *EPIC Westport Innovation Campus*, on the West Coast of the South Island. The team is five years young and is responsible for communications and player management.

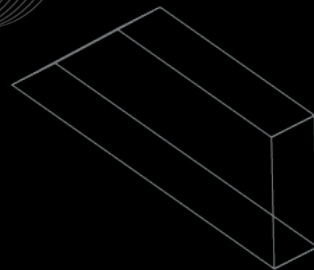
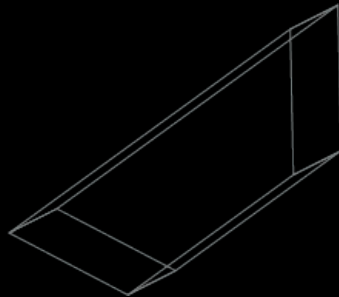
## Christchurch Development Team —

The Christchurch Team is based in the *SALT District* – Christchurch cities heart of innovation. The team has been together for over five years and creates a comprehensive development unit amongst them. The team is responsible for creating the various products Ruby Play provides in the gaming and blockchain industries.





What makes Ruby Play  
**Different?**



# What makes Ruby Play different?

## ▶ True ownership – True control

Our native token RUBY is your reward, you own the coins that you possess and you control what you do with them. Unlike similar reward platform such as those in the gaming and social casino industry, you can **hold, sell, transfer** or **trade** your RUBY tokens.

## ▶ Security

The RUBY token is constructed on the Binance Smart Chain architecture which is highly **secure** and **transparent**. This is a big advantage over other rewards platforms that control the customer's points from a centralized entity and over no transparency.

## ▶ Rewards without expiration

One of the biggest benefits to the Ruby Play Network and the rewards platform we provide is that the RUBYs do not belong to a centralized entity and are owned by you the holder. **There is no expiration date for the rewards.**

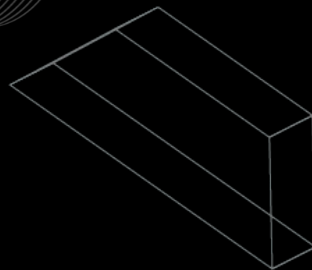
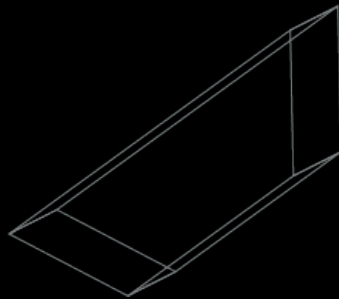
## ▶ Cross-platform rewards

Due to the cross-platform compatibility provided by blockchain technology, **RUBYs can be used by any partner** to reward their own customers, autonomously.





# Our 'free to play' & 'play to earn' games





## 'Free to play' & 'play to earn'

Our *Free to Play* proposition is an important focus for the project currently and is allowing the RUBY token to be utilized by more players and increasing the overall adoption, before we list the token. Players are able to get a taste of what the Ruby Play Network provides, and do so without charge. RUBY tokens are given as rewards and are encouraged to join our social channels as part of the redemption process, growing our online presence and interaction within our expanding community. **The games are free to play** and encourage the player to return daily to increase their rewards and RUBY totals.

## Ruby Sweeper



**Ruby Sweeper** is a Minesweeper-esque online play-to-earn game that allows users to play without charge or restriction. Each and every day, our users can submit their highest score to receive the associated rewards directly to their nominated wallet. The rewards are given in RUBY tokens and enable users to earn real cryptocurrency without any initial cost.



# 'Free to play' & 'play to earn'

## SPIN2WIN



**SPIN2WIN** is our daily wheel spinning game that rewards users for doing nothing more than spinning. Each player is allowed to participate in the game once per day and provides an opportunity to **win free RUBYs** in variable amounts and for a limited time, is also offering **free NFTs**. Every spin gives the player the chance to win NFTs provided by renowned digital artist *Boomer*.

## PuriPets

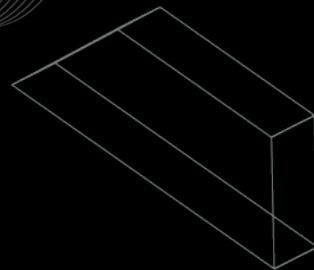
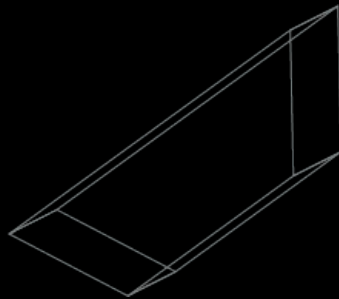


PuriPets is an online, top-down, platformer created by The Ruby Play Network that allows users to mint PuriPets NFTs and earn rewards in RUBYs. The PuriPets are collectible entities within the game that come in many different types and levels of scarcity. The game is filled to the brim with variety, with almost unlimited options for customization. There is plenty to collect, all originating from the internal loot crates that include items like weapons, potions, and RUBYs.

**The game is enabling players to mint their own NFTs in two different ways; Players can mint an NFT directly from the smart contract or the simpler alternative through the game itself.**



# Our Objectives





# Our Objectives

The team behind the Ruby Play Network has a long history of providing innovation to the gaming industry, additionally delivering content in *gaming* for *education, virtual reality, medical training, and social casinos*.

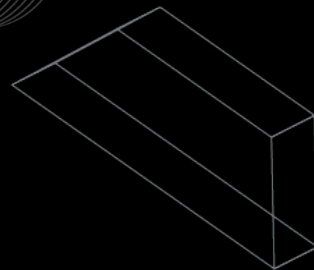
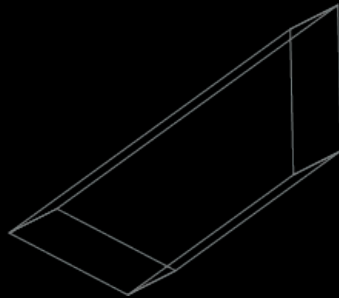
The main objective of the Ruby Play Networks platform is to rapidly increase revenues, maximize earnings before interest, taxes, depreciation, and amortization, all through creating verticals that encourage the growth of our rewards system. We want to exponentially increase the adoption of our rewards program and drive the distribution of the RUBY token to more holders and wallets. At present, our decentralized rewards system **distributes 200,000 play points each week which equates to 20,000 RUBYs**.

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By continually growing our gaming division and utilizing the RUBY token within these new verticals, the RUBY token will experience **continual growth and adoption** alongside the platform. We will achieve this because more players will be participating in the network, and subsequently more tokens will be distributed.



# Competitor comparison





# Competitor comparison

When comparing existing rewards and loyalty programs from reputable businesses and organizations within traditional and blockchain industries, we can show that integrating the two is the most effective way to introduce tokenization to the average consumer.

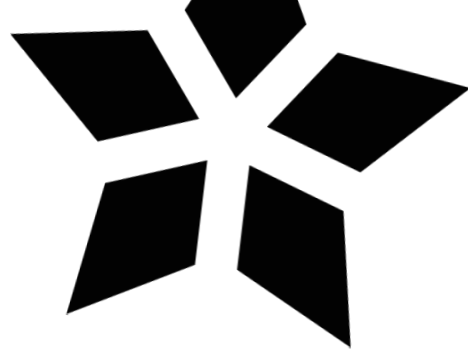
According to a report from KPMG:

- **82%** of consumers are willing to use tokens as part of the membership of an existing membership program.
- **81%** would trust the use of tokens more readily if they are already a loyalty program participant.





## Rewards platform examples



# Airline Points

### — Air New Zealand – AirPoints

Within the New Zealand market, *Air New Zealand* is one of the better examples of reward points representing real cash value with one air point equating to one New Zealand dollar.

Due to the ease of understanding through their distance and value spend proposition, transferability, as well as their utility with multiple products and services, this model works well with consumers.

### — Delta Airlines – SkyMiles

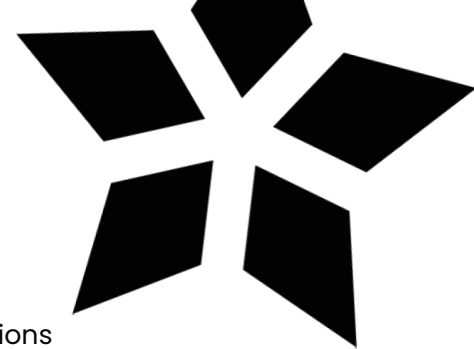
On the opposite side of the same coin, we have *Delta Airlines*, using what we could call is a convoluted formula for earning that is based on the price of the ticket and not anything else. *SkyMiles* are difficult to redeem, and place restrictions on when and where they can be used, and are not transferable. Due to recent changes the company faced consumer backlash over a loss in value of their rewards points as well as the addition of an expiration date.





## Rewards platform examples

# Gaming & Gambling



Generally, most Casino rewards will have a series of strict conditions that include terms like activity and minimal deposits amongst others. Typically using misleading value, where conversion for things like bonuses, not equating to real money for the consumer.

### — MGM - MyVEGAS

The *MGM*-operated mobile casino game, where players earn reward points through gameplay that they can redeem for perks exclusively at MGM locations and partners.



# **The Binance Accelerator Fund**



# The Binance Accelerator Fund

Binance is a cryptocurrency exchange that is currently the largest exchange in the world in terms of the daily trading volume of cryptocurrencies. The exchange provides market-leading services to the wider crypto space for project creators and investors.

Because of this, we are pleased to announce that they have **invested in the Ruby Play Network as part of their Binance Smart Chain Accelerator fund**. We are the first New Zealand company to have received this investment.

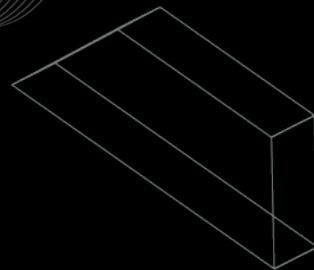
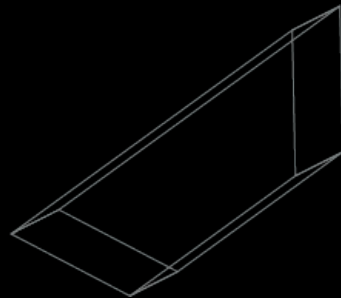
The Ruby Play Network has received investment directly from Binance to the tune of \$50K as part of our initial seed round for the RUBY token. We receive extensive and ongoing technical support and advice from the specialist team at Binance. In addition to the technical support, their backing also provides us access to other areas of the Binance ecosystem that most projects do not get to utilize.

The program is designed to boost the growth and innovation of projects and bolster the wider crypto community in order to create a pool of talent that will pave the future of crypto. The Binance Smart Chain is one of the most popular and biggest crypto ecosystems in the space with over **1.5 million daily active users** spread across more than **900 dApps**. This fund is targeting scaling blockchain technology for real-life use cases, bridging the gap between blockchain and various different industries to increase adoption.





# The RUBY token





# The RUBY token

Ruby Play Network is a rewards-based ecosystem that utilizes RUBY to provide loyalty rewards to users. The Ruby Token (\$RUBY) is a digital token that utilizes and is built on the *Binance Smart Chain architecture*.

The RUBY Token is a loyalty reward that is used to attract new players, incentivize larger spending, and engage players within this fast-growing ecosystem. RUBY is released into the market via an **adoption mining model**, governed by token holders. We also use a small portion of the revenue generated from players to buy and distribute Ruby Play Tokens back to users.

RUBYS are used within each one of our gaming verticals, our **free-to-play**, and **play-to-earn games**. Additionally, they will be the reward system for partner projects to the Ruby Play Network.

— Additionally, RUBY can be **staked** to win prizes, earn more RUBY and gain access to better gaming features.

The Ruby Play Network and our RUBY token are designed in a way that will plug into an existing system or platform, without the need for the partner to develop or integrate their own complex blockchain rewards-based infrastructure. The partner's network will simply make an API call that can be inserted wherever they want to provide their rewards system. This model maintains control of the RUBY token by the customer and not from the partner or company.

**The more the gaming business grows the more tokens there will be in circulation.**

# RUBY tokenomics

NAME/TICKER

**RUBY**

SUPPLY

**9 BILLION**

TOTAL RAISE

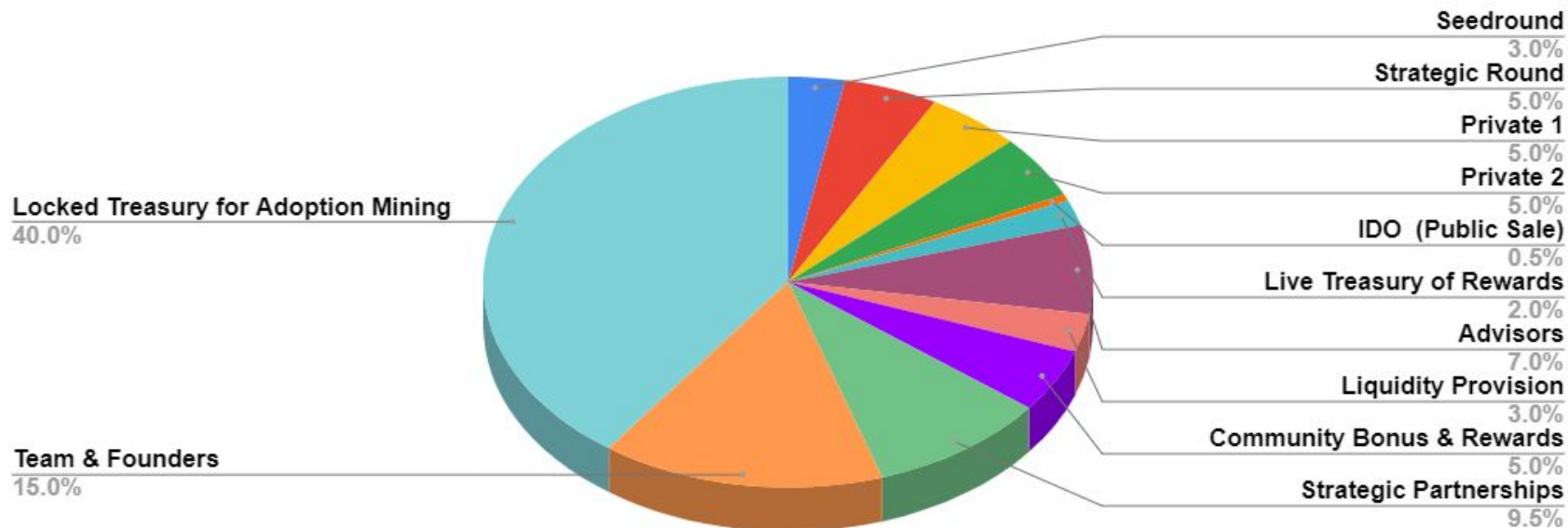
**6.3 MILLION**

LIST PRICE TARGET

**\$0.01**

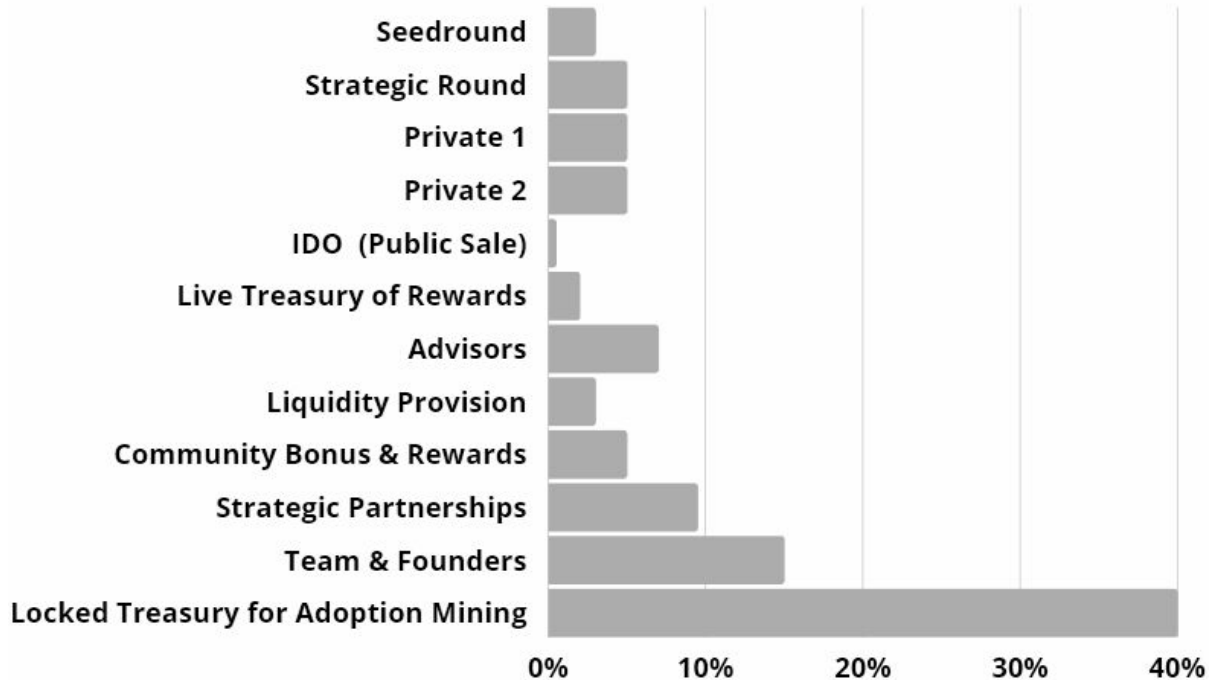


# Ruby token distribution





# Ruby token distribution







# Ruby token distribution

## Locked Treasury for Adoption Mining

**Percentage:** 40.00%

**Unlocked at Listing:** N/A

**Vesting Months:** 12 Months

**Vesting Terms:** 6 Month Lockup, Monthly Linear Vesting for 6 Months

**Total Tokens:** 630,000,000

**Total Raised in USD:** N/A

**Unlock at Listing %:** 0.00%

**Token Price:** N/A

**Lock Period:** 6 Months

## Strategic Round

**Percentage:** 5.00%

**Unlocked at Listing:** 22,500,000

**Vesting Months:** 12 Months

**Vesting Terms:** 5% Unlocked at Listing, Monthly Linear Vesting for 12 Months

**Total Tokens:** 450,000,000

**Total Raised in USD:** \$900,000

**Unlock at Listing %:** 5.00%

**Token Price:** \$0.0020

**Lock Period:** 0 Months

## Private One

**Percentage:** 5.00%

**Unlocked at Listing:** 45,000,000

**Vesting Months:** 12 Months

**Vesting Terms:** 10% Unlocked at Listing, Monthly Linear Vesting for 12 Months

**Total Tokens:** 450,000,000

**Total Raised in USD:** \$2,025,000

**Unlock at Listing %:** 10.00%

**Token Price:** \$0.0045

**Lock Period:** 0 Months



# Ruby token distribution

## Private Two

**Percentage:** 15.00%

**Unlocked at Listing:** 67,500,000

**Vesting Months:** 12 Months

**Vesting Terms:** 15% Unlocked at Listing, Monthly Linear Vesting for 12 Months

**Total Tokens:** 450,000,000

**Total Raised in USD:** \$2,700,000

**Unlock at Listing %:** 15.00%

**Token Price:** \$0.0060

**Lock Period:** 0 Months

## Community Bonus and Rewards

**Percentage:** 5.00%

**Unlocked at Listing:** 13,513,514

**Vesting Months:** 48 Months

**Vesting Terms:** 3% Unlocked at Listing, 2% for 48 Months and 3% in the final month

**Total Tokens:** 450,000,000

**Total Raised in USD:** N/A

**Unlock at Listing %:** 3.00%

**Token Price:** N/A

**Lock Period:** 0 Months

## Liquidity Provision

**Percentage:** 3.00%

**Unlocked at Listing:** N/A

**Vesting Months:** N/A

**Vesting Terms:** Remitted to the Market Maker (MM)

**Total Tokens:** 270,000,000

**Total Raised in USD:** N/A

**Unlock at Listing %:** 0.00%

**Token Price:** N/A

**Lock Period:** N/A



# Ruby token distribution

## Seed Round

**Percentage:** 3.00%

**Unlocked at Listing:** 13,500,000

**Vesting Months:** 12 Months

**Vesting Terms:** 5.00% Unlocked at Listing, Monthly Linear Vesting for 12 Months.

**Total Tokens:** 270,000,000

**Total Raised in USD:** \$207,000

**Unlock at Listing %:** 5.00%

**Token Price:** \$0.0010

**Lock Period:** 0 Months

## Live Treasury of Rewards

**Percentage:** 2.00%

**Unlocked at Listing:** N/A

**Vesting Months:** N/A

**Total Tokens:** 180,000,000

**Total Raised in USD:** N/A

**Unlock at Listing %:** 0.00%

**Token Price:** N/A

**Lock Period:** N/A

**Vesting Terms:** N/A

## IDO (Public Sale)

**Percentage:** 0.05%

**Unlocked at Listing:** 45,000,000

**Vesting Months:** 0 Months

**Vesting Terms:** 100% Unlocked Immediately

**Total Tokens:** 45,000,000

**Total Raised in USD:** \$450,000

**Unlock at Listing %:** 100.00%

**Token Price:** \$0.0100

**Lock Period:** None

# Token generation event

## ▶ Listing – Circulating tokens from sales

**Seed Round:** 13,500,000

**Strategic Round:** 22,500,000

**Private One:** 45,000,000

**Private Two:** 67,500,000

**IDO (Public Sale):** 45,000,000

**Community Bonus and Rewards:** 13,513,514

**Soft Cap at Listing** – \$3,645,000 USD

**Hard Cap at Listing** – \$6,345,000 USD

**Market Cap at Listing:** \$2,070,135 USD

## ▶ Reward tokens distribution targets

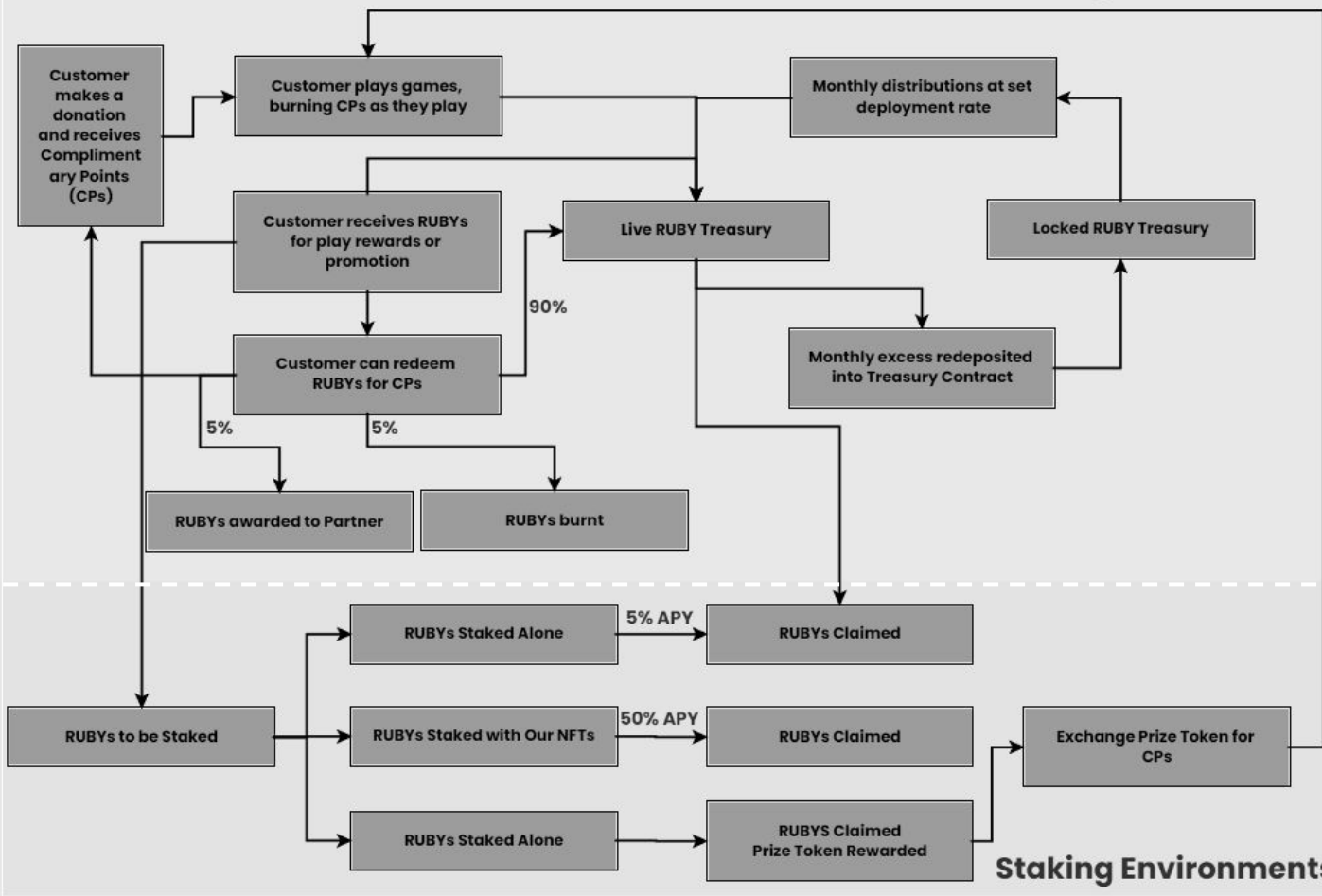
**Fiscal Year Ending 2022:** 1 BILLION

**Fiscal Year Ending 2023:** 2 BILLION

**Fiscal Year Ending 2024:** 3 BILLION



## Gaming Environments



## Staking Environments



# **Why the Binance Smart Chain?**

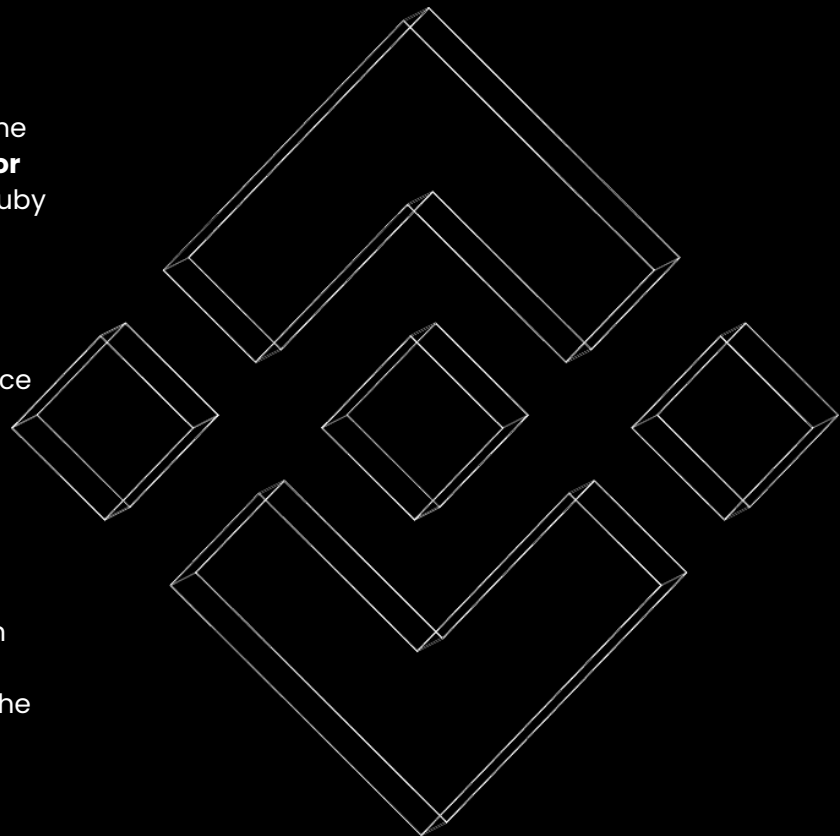


# Why the Binance Smart Chain?

Binance, the largest token exchange by volume, has invested in the Ruby Play Network through their **Binance Smart Chain Accelerator fund**. Binance provides ongoing assistance and support for the Ruby Play Network and allows us access to areas of their infrastructure not normally available for most projects.

The Binance Smart Chain is a **secure, open-source blockchain** platform, created to deploy smart contracts and is a perfect choice for the creation of the RUBY rewards token.

The network takes the benefits of the hugely popular Ethereum Network, but **reduces the cost, while increasing the speed and throughput**. Just like the engines that power games in the video gaming industry like *Unity* or *Unreal Engine*, there are also blockchain engines in the crypto space. The Binance Smart Chain utilizes the **EVM** (Ethereum Virtual Machine) to create smart contracts and allows increased interoperability and creation on the network.





# Why the Binance Smart Chain?

## Interoperability

Binance Smart Chain is built using a **dual-chain architecture**. This makes it possible for users to transfer assets from one blockchain to another. It is also widely utilized and allows us to interact with any existing rewards platform or system.

## Cheaper transactions

Binance Smart Chain and Ethereum are two of the most common blockchains used by most projects. In regards to blockchain fees, the Binance Smart Chain is significantly **more cost-effective** than chains like Ethereum allowing easier transfer of RUBYs across the network, and to the users.

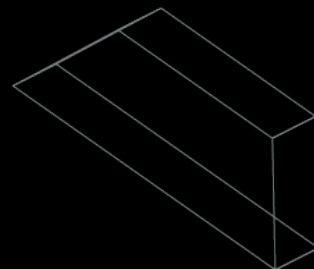
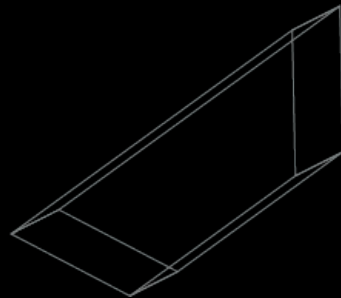
## Fast transaction speeds

The Binance Smart Chain was specifically designed with speed in mind. The BSC is connected with the high throughput Binance Chain to achieve **quicker confirmation times and higher transaction processing speeds** for our RUBY token.

## Interoperability

We want to minimize our impact on the environment wherever possible and Binance provides a more **energy-efficient** alternative to other first-generation blockchain projects relying on Proof-of-Work (PoW), like Bitcoin or Ethereum. Considered a second-generation blockchain, the Binance Smart Chain uses what is called Proof-of-Staked-Authority (PoSA). This means it uses a combination of Proof-of-Stake (PoS) and Proof-of-Authority (PoA) - two low-energy blockchain models that **reduce the environmental impact of our network**.





# Marketing & listings

Despite making our way within the gaming industry and establishing our utility first, our team is derived from some of the best digital marketing professionals within crypto and gaming. The projects that we have helped scale over the last 30 years were not through technical success alone, and required marketing funnels as with any other business or project.



# Marketing & listings

# The Plan

## — A marketing plan for bull & bear markets








Ruby Play Network is no different. If anything, the level of marketing spend required in this venture is significantly higher than previous due to the competitive nature of the crypto space - particularly the BSC. **Driving volume through bull and bear markets** alike is fundamentally important in sustaining projects, of which our marketing strategy has been aligned towards achieving.

Through our significant fund raising activities, and progressive partnerships made with top marketers and entities within cryptocurrency, the Ruby Play Network marketing plan is essentially costed for years to come - **regardless of potential upcoming downturns in the market** as a whole.



# Marketing & listings

## — A marketing plan for bull & bear markets

- ❑ New Enterprise-Level website, connected to our gaming suite at the time of live date on Dec 24th 2021.
- ❑ Content Marketing including Press Releases, Sponsored Articles and blogs, with premium level publisher access already acquired.
- ❑ Search Engine Optimisation strategy including onpage audit, landing page and content optimisation – plus link building.
- ❑ Social Media Marketing, already seeing 19.9k twitter followers organically gained inside a few months. 
- ❑ Weekly giveaways in RUBYs with prizes of up to 10,000 RUBYs each.
- ❑ CoinMarketCap. 
- ❑ CoinGecko. 
- ❑ Application for Facebook and Google ads permits for crypto ads.  
- ❑ PooCoin and DexTools ads in lead-up, and after listing.  



# Marketing & listings

# Listings

## — Exchange listings

As with any exchange listing, an application must be made and certain liquidity conditions met.

With our offering, we feel quietly confident on our ability to onboard with exchanges, due to our doxxed team, utility-driven product, plus being backed by the biggest players in the industry in **Binance** and **Yellow**. Having these types of backers makes applications a lot more seamless than perhaps other BSC projects.

We will be making applications to list with the following exchanges:



**Binance** (Approved for Accelerator program)



**Gate.io Labs** (Approved)



**Altbase** (Approved)



**Bittrue** (In Progress)



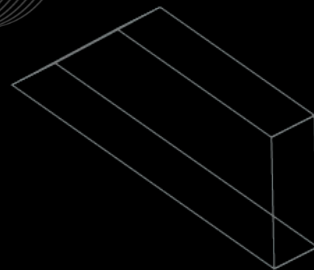
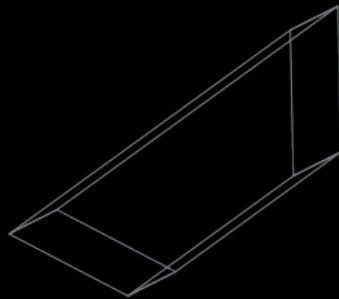
**Whitebit** (In Progress)



**DassetX** (In Progress)



**Security**





# Security

The Binance Smart Chain is the network that the RUBY token has been built upon and provides **security at unprecedented levels** when compared to other rewards programs that are typically centralized and operated by companies.

Binance, the creator of the network, has shown us continuous support and assistance across the entire journey our project has taken. As the largest cryptocurrency exchange by volume, Binance's initial funding and ongoing backing provides an additional level of verification to the Ruby Play Network.

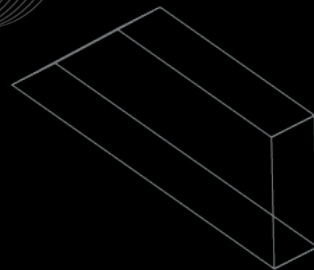
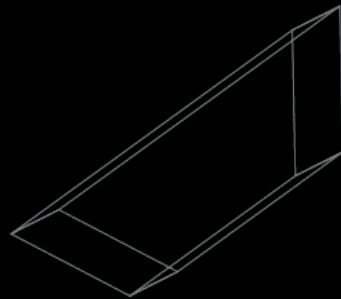
Binance, through their accelerator fund, undertakes rigorous **verification, certification, and compliance** processes at every level before investing in any project. We have undertaken and successfully completed this process without fault.

As a **community-driven** and **decentralized ecosystem**, security on the Binance Smart Chain is a top priority. The Binance Smart Chain network and the algorithm that controls everything that is possible within the network has proven to be extremely safe. The track record and history of the Binance Smart Chain is clean of incidents or hacks, showing that there are **no known vulnerabilities or attack points** that could be abused on the blockchain itself.

Binance has independent security teams and incentivizes the community with its bounty program. The aim of the program is to **rigorously test every element of the BSC's security** on a very regular basis. This ensures that even the slightest issues are found, reported, and resolved immediately.



# Contract audits





# Contract audits

We will soon have the contract audited to provide additional security by two industry-leading, top-rate auditors. This will be conducted to give our community complete assurance that the safety and security of our smart contract is of the highest standard.

The auditors we are using are:



CERTIK



Certik is the prominent auditor of smart contracts and blockchain protocols within the blockchain industry. As a leading blockchain security firm, they have pioneered the use of cutting-edge Formal Verification technology on smart contracts and blockchain networks. The company has conducted audits on the largest blockchains and DeFi protocols, including Binance, PancakeSwap, and Tera. Certik is well known for adding a layer of much-needed security to the growth of projects within the Binance Smart Chain DeFi ecosystem.



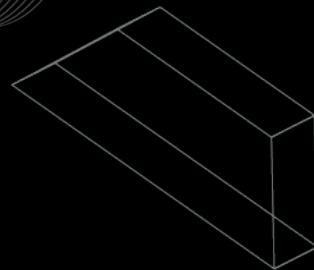
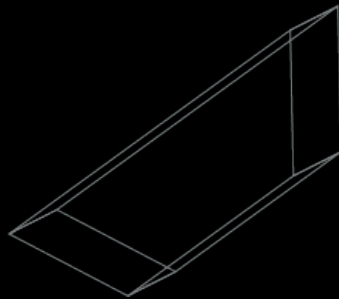
Techrate is an analytical and engineering agency with a focus on blockchain technology solutions and audits. The company has a widely recognized history of auditing a vast array of different contracts for projects across multiple chains. A typical audit from Techrate consists of a deep analysis of the smart contract, line by line to ensure every detail of the code is secure and free of vulnerabilities.

*Full and complete results of both audits will be disclosed when complete.*





# Conclusion





# Conclusion

The Ruby Play Network is expected to become a prominent force within the online social casino gaming industry as a rewards platform any partner can easily integrate and establish within their own existing systems. The token is decentralized, secure, transparent, and owned entirely by the customer.

We have the relevant and necessary experience across the gaming and social casino verticals with a strong, forward-thinking team of dedicated and hard-working industry leaders, developers, testers, and marketers. **We plan to become a mainstay in the blockchain and gaming industry** and will have a first-mover advantage over other competing platforms, despite holding a plethora of industry-specific experience.





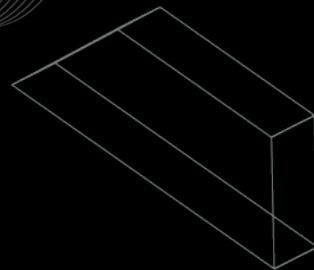
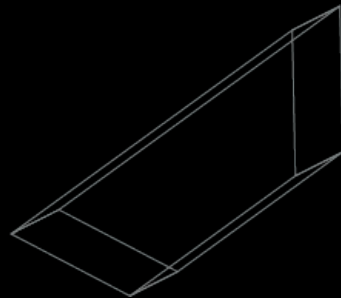
# Conclusion

## Key Conclusions:

- ❑ The online casino gaming industry is expected to grow to **127.3 billion by 2027.**
- ❑ The global games market is expected to grow to **\$196.0 billion in 2022.**
- ❑ Mobile gaming alone is expected to grow to almost half of this with **\$95.4 billion in 2022.**
- ❑ Our current gaming division is seeing **\$5 million in plays each month**, growing at around **33% month on month.**
- ❑ We already have a foothold in the US market, beating competing players, and will continue to **expand into more key states** before others.
- ❑ Our Ruby token is **already adopted**, being utilized as a reward amongst the many games and services we provide.
- ❑ The success of the RUBY token is fundamentally tied to the success of the Ruby Play Network, as the partners increase and more consumers are utilizing the token, **so will the value of the RUBY.**
- ❑ The RUBY token rewards are **easily adopted and integrated** by partner systems to offer as a rewards system.
- ❑ Our experienced team has **decades of experience** in relevant industries, working with some of the biggest names in all of them.
- ❑ We have a detailed plan and the expertise to commence this plan. We have a **dual-natured advantage** over others in the space that puts us ahead of the competition.



# Disclaimer





# Disclaimer

**Acquiring, holding, using and disposing RUBYs and using the platforms, whether associated with the Website or not, involve risks, some but not all of which are set out below.**

These risks, and any additional risks not described below, arising either now or in the future, could result in your RUBY tokens being lost. You must consider carefully whether the risks set out below, as well as all other applicable risks associated with a relevant platform are acceptable to you prior to acquiring RUBYs. You must seek professional advice (legal, taxation, financial, technical or otherwise) regarding your particular situation before acquiring, holding, using or disposing of RUBYs. Volatility of RUBYs. The value of RUBYs may be highly volatile. Factors such as market dynamics, regulatory actions and changes, technical advancements, as well as broader economic and political factors, may cause the value of your RUBYs to change significantly over a short period of time. In addition, there may be insufficient liquidity to support an active market in RUBYs, or the market in RUBYs may become susceptible to market manipulation.

## ❑ **Liquidity**

Markets for RUBYs have varying degrees of liquidity. Thin markets can amplify volatility. There is never a guarantee that there will be an active market for you to sell, buy, or trade RUBYs or products derived from or ancillary to them. Further, any market for RUBYs may abruptly appear, vanish or be removed from an exchange.

## ❑ **Tax treatment and accounting**

The purchase and sale of RUBYs may be subject to the tax laws in any applicable jurisdictions. The tax treatment and accounting of transactions in relation to RUBYs is uncertain and a largely untested area of law and practice that is subject to prospective and retroactive changes without notice. Tax treatment of RUBYs may vary across jurisdictions and you are solely responsible for understanding how RUBYs will be taxed under the laws applicable to you.



# Disclaimer

## ❑ **Regulatory risk**

The legal status of RUBYs may be uncertain. This means the implications of issuing, buying, holding, using and selling RUBYs will not be certain. The legal treatment of RUBYs may vary across jurisdictions and you are solely responsible for understanding how RUBYs will be treated under the laws applicable to you in all respects.

## ❑ **Reliance on the internet**

RUBYs, the Website and any related or third-party platform rely heavily on the internet. However, the public nature of the internet means that either parts of the internet or the entire internet may be unreliable or unavailable at any given time. Further, interruption, delay, corruption or loss of data, the loss of confidentiality in the transmission of data, or the transmission of malware may occur when transmitting data via the internet.

## ❑ **Reliance on technology**

RUBYs rely on sophisticated software applications, many of which in turn rely on unpermissioned blockchains or similar or competing technology. RUBYs currently exist on the Binance Smart Chain and therefore rely on the Binance Smart Chain network. The Binance Smart Chain network and most other similar technology is open-source software that is built upon experimental technology, namely blockchain. Risks arising from technology include (but are not limited to): (a) the existence of technical flaws; (b) targeting by malicious persons; (c) majority-mining, consensus-based or other mining attacks; (d) changes in consensus protocol or algorithms; (e) decreased community or miner support; (f) rapid fluctuations in the value of the underlying crypto; (g) the existence or development of competing networks and platforms; (h) the existence or development of “forked” versions; (i) flaws in the scripting language and code; (j) disputes between developers, nodes, miners and/or users; and (k) regulatory action. RUBYs may in the future migrate (in whole or in part) to other blockchains which are likely to have the same or similar risks as the Binance Smart Chain network.

## ❑ **Cryptographic advancements**

Developments in cryptographic technologies and techniques, including the advancement of artificial intelligence and/or quantum computing, pose security risks to all cryptography-based systems, including RUBYs. Applying these technologies and techniques to RUBYs and/or a platform may result in theft, loss, disappearance, destruction, devaluation or other compromises of your RUBYs, the platform or your data.



# Disclaimer

## ❑ **RUBYs transactions**

RUBYs transactions on unpermissioned blockchains are irreversible and entities like Gaming Rewards Group will not be able to reverse or recall any such transaction once initiated. You bear all responsibility for any losses that may be incurred in connection with sending RUBYs to an incorrect or unintended address.

## ❑ **Source code changes and flaws**

The various source codes used in RUBYs and associated platforms is subject to change and may at any time contain one or more defects, weaknesses, inconsistencies, errors or bugs.

## ❑ **No anonymity**

Your participation in receiving, holding and transferring RUBYs and/or use of a platform will not be anonymous on the the Binance Smart Chain (or other) network. Your address and such participation will be recorded on an unpermissioned blockchain like Ethereum. It is possible for people, including regulatory authorities, to match your addresses to your identity.

## ❑ **Loss of private key is permanent and irreversible**

You alone are responsible for securing your private key to your wallet which holds RUBYs. Losing control of your private key will permanently and irreversibly deny you access to your RUBYs. Neither we nor any other person will be able to retrieve or protect your RUBYs. Once lost, you will not be able to transfer your RUBYs to any other address or wallet. You will not be able to realise any value or utility that the RUBY may hold now or in future.

## ❑ **Targeting of RUBYs, blockchains and platforms by malicious persons**

RUBYs, blockchains and platforms may be targeted by malicious persons who may attempt to steal RUBYs or otherwise interfere with the correct operation of a platform. This includes (but is not limited to) interventions by way of: (a) distributed denial of service; (b) Sybil Attacks; (c) phishing; (d) social engineering; (e) hacking; (f) smurfing; (g) malware; (h) double spending; (i) majoritymining, consensus-based or other mining attacks; (j) misinformation campaigns; and (k) spoofing.



# Disclaimer

## ❑ **Targeting by malicious persons**

Malicious entities may target you in an attempt to steal any RUBYs or cryptocurrencies that you may hold, or to claim any RUBYs that you may have purchased. This may involve unauthorised access to your wallet, your private keys, your RUBY addresses, your email or social media accounts, as well as unauthorised access to your computer, smartphone and any other devices that you may use. You alone are responsible for protecting yourself against such actions.

## ❑ **Valuation**

RUBYs are not insured and could be subject to unforeseeable and/or significant reductions in value at any time. This may result in delays and other barriers to redemptions for instance. RUBYs are not a fiat currency and are not issued, backed, or guaranteed by any government.

## ❑ **Use of RUBY Token**

The use of the RUBY Token and the number of RUBY Tokens required for in game usage may change and vary without notice by Gaming Rewards Group and or associated companies.

## ❑ **Receipt of RUBYs**

Recipient's of RUBY Tokens may be subject to compliance requirements and may be required to submit relevant documentation required by regulators for Anti Money Laundering (AML), Know Your Customer (KYC) and other such requirements.

## ❑ **Unknown risks**

RUBYs are a fast-evolving technology. There are things that will be discovered in the development process which at this point cannot be predicted. We may not yet know all the risks that will be associated with any particular platform.





**Thank you!**

*This is only the beginning for The Ruby Play Network. Our team is made up of industry leaders, who have pioneered within relevant industries for decades. At the Ruby Play Network, we plan to revolutionize the crypto gaming industry forever.*