

The logo for NOT BET is centered in the upper half of the page. It consists of a dark blue circle containing the text "NOT" in a bright green, bold, sans-serif font, and "BET" in a white, bold, sans-serif font below it. This central circle is surrounded by several concentric circles of varying shades of green, creating a layered effect.

**NOT
BET**

WHITEPAPER

notbet.com

v.1.0.3_10.24

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1. Introduction

1.1 Abstract

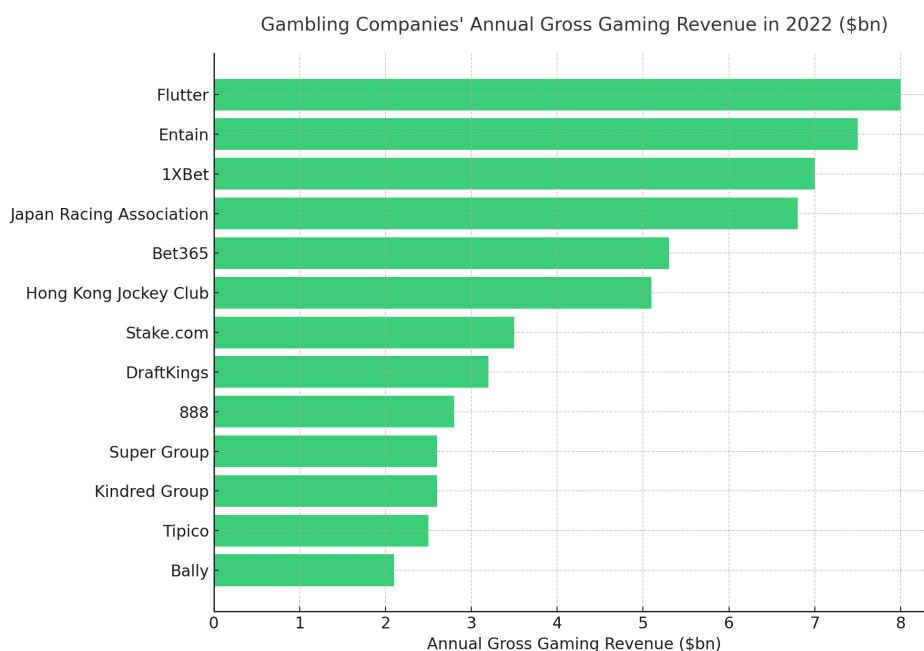
The betting industry, with the global sports betting market size projected to reach \$182.12 billion by 2030 [1.1-1], has long struggled with transparency, fairness, and centralized control, leading to a lack of trust among players and stifled innovation. While decentralized betting platforms have attempted to solve these problems, they often introduced new challenges like complex interfaces, high transaction costs, and scalability issues, limiting their adoption. As of 2021, approximately 8.5% of the sports betting market had transitioned to blockchain technology [1.1-2], and this figure is rapidly increasing as blockchain continues to gain traction in the sector.

In response to these evolving dynamics, a new decentralized sports trading platform is currently being developed, offering a practical and scalable solution. This platform seamlessly blends transparency with user-friendliness, empowering users to actively engage in sports trading. Advanced AI-driven analytics simplify decision-making, while a blockchain-agnostic design ensures global accessibility and robust security. By enabling true peer-to-peer transactions and reducing costs, this platform stands as a fair and engaging alternative, poised to capture a growing share of the global sports betting market as blockchain adoption accelerates.

1.2 Market Opportunity

The gambling industry is rapidly evolving, driven by digital platforms and the integration of cryptocurrencies. Stake.com, founded in 2017, has quickly grown to become the world's seventh-largest gambling group by revenue, surpassing many well-established companies that have been around for centuries. This growth reflects how blockchain technology is helping newer companies bypass traditional barriers like high transaction costs and strict regulations.

Stake.com's use of cryptocurrency enables faster, more private transactions, which has fueled its revenue growth from \$105 million in 2020 to nearly \$2.6 billion in 2022. This remarkable rise shows the potential of combining blockchain with traditional betting, allowing Stake.com to compete with long-established industry leaders. [\[1.2-1\]](#)



The chart illustrates how newer platforms like Stake.com are closing the gap with companies that have dominated the market for decades. As blockchain adoption increases, these digital platforms are reshaping the betting industry, challenging traditional operators and carving out significant market share.

1.3 A Brief History of Sports Betting

Betting has a rich history that spans thousands of years and numerous cultures. It began in ancient civilizations where people gambled on various activities.

In ancient Egypt, as early as 4000-3000 BC, people engaged in gambling with dice games. Meanwhile, in ancient Greece, betting on the Olympic Games, which started around 776 BC, was common. The Romans took this a step further by betting on chariot races and gladiator contests, making betting a significant part of their entertainment culture.

During the Middle Ages and Renaissance in Europe, betting remained popular, particularly on horse racing. This era set the stage for more formalized betting practices.

The turning point for modern betting came in 1790 in the United Kingdom. Harry Ogden became the first professional bookmaker at Newmarket, where he set odds based on his assessments. This marked the beginning of organized bookmaking.

The year 2000 marked a significant turning point in the betting industry with the emergence of sports trading exchanges, exemplified by platforms such as Betfair, Betdaq, and Matchbook. This innovative approach to betting swiftly gained traction among enthusiasts, offering a peer-to-peer model where users could both back and lay bets, effectively assuming the role of bookmakers. The appeal of these exchanges lay in their ability to provide more favorable odds, enhanced market efficiency, and the exciting possibility of in-play trading.

1.4 How Bookmaking Works

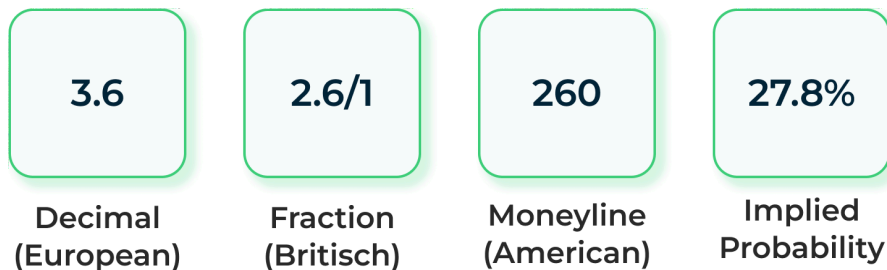
Bookmaking involves setting odds on various outcomes of an event and accepting bets on those outcomes. The bookmaker's goal is to ensure a profit regardless of the event's outcome. This is achieved through the use of a "margin" or "vig" (short for vigorish), which is a built-in profit for the bookmaker.

1.4.1 Setting Odds

Bookmakers assess the probability of different outcomes and set odds accordingly. Betting odds come in several formats, each representing the same probabilities in different ways.

The three most common formats are:

- Decimal Odds (European)
- Fractional Odds (British)
- American Odds (American)



1.4.2 Calculating Implied Probability

The implied probability for each outcome can be calculated using a simple division:

- Chelsea to win: 1 divided by 4.0 = 0.25 or **25%**
- The Draw: 1 divided by 3.8 = 0.2632 or **26.32%**
- Manchester City to win: 1 divided by 1.75 = 0.5714 or **57.14%**



Adding these probabilities together gives a total of **108.46%**.

1.4.3 Real-Life Example

Consider a high-profile football match between Chelsea and Manchester City featured on a traditional bookmaker platform, which is owned by the largest gambling company in the world, traded on the NYSE with a 2024 market capitalization of €30.18 billion. [1.4.3-1]

The bookmaker sets the following decimal odds:

Chelsea to win: **4.0** | Draw: **3.8** | Manchester City to win: **1.75**

Market	Team	Odds
1	 Chelsea	4.0
X	D Draw	3.8
2	 Manchester City	1.75

Implied Probability

1 25.00% + x 26.32% + 2 57.14% = 108.46%

1.4.4 Bookmaker's Margin

The bookmaker's margin is found by subtracting 100% from the total implied probability:

$$108.46\% - 100\% = 8.46\%$$

This 8.46% margin represents the bookmaker's built-in profit for this event, ensuring they make money regardless of the outcome. This simple subtraction shows how the margin is incorporated into the odds, providing the bookmaker a safeguard to earn regardless of the game result.

1.4.5 What are Sports Trading Exchanges?

In contrast, sports trading exchanges function more like a financial market. It allows participants to both support and oppose outcomes directly with each other in a continuous double auction, without the need for market makers. This means traders can either endorse an outcome, such as a team winning (back trading), or challenge it by acting like the bookmaker (lay trading).

The Difference Between Sportsbook and Sports Exchange

Unlike traditional sportsbooks, where participants bet against the house with marked-up odds, a sports exchange lets market dynamics, not a bookmaker, determine the odds. This approach often results in fairer odds and no markup, reflecting true market conditions and the trading experience.

Back and Lay Trading

- **Back Trading:** Here, a trader commits to a potential outcome; for example, predicting a team to win. If a trader places \$100 on a team at odds of 1.81, their potential profit would be \$81.
- **Lay Trading:** In this strategy, a trader opposes an outcome. For instance, predicting that a team will not win. This covers scenarios where either the opposing team wins or the event ends in a draw. If the lay trader's prediction proves correct, they could earn a profit, showcasing the strategic depth this method offers compared to traditional sports betting.

1.5 High Fees and Lack of Innovation

1.5.1 High Margin Fees

Despite technological advancements and market growth, the betting industry faces significant criticism for high margin fees (i.e., vig), as highlighted above. These fees have remained unchanged, even with new technologies and increased competition in the market.

The persistence of high margin fees is largely due to the lack of competitive pressure. With a few major players controlling the market, there is little incentive to reduce margins, as these companies can maintain high fees without losing significant market share.

1.5.2 Lack of Innovation

The betting industry also faces criticism for its lack of innovation. Many companies prioritize gaining market share through aggressive advertising and promotions rather than investing in R&D. This focus diverts resources away from innovation, as companies often find it more effective to spend on marketing to attract new customers rather than enhancing their product offerings.

Established international betting organizations have built substantial liquidity and customer bases, creating high barriers for new competitors. This dominance reduces the incentive to innovate, as steady profits and limited alternatives keep customers loyal despite dissatisfaction. Consequently, these companies prioritize profitability over improving user experience.

1.5.3 Underdeveloped Social Betting

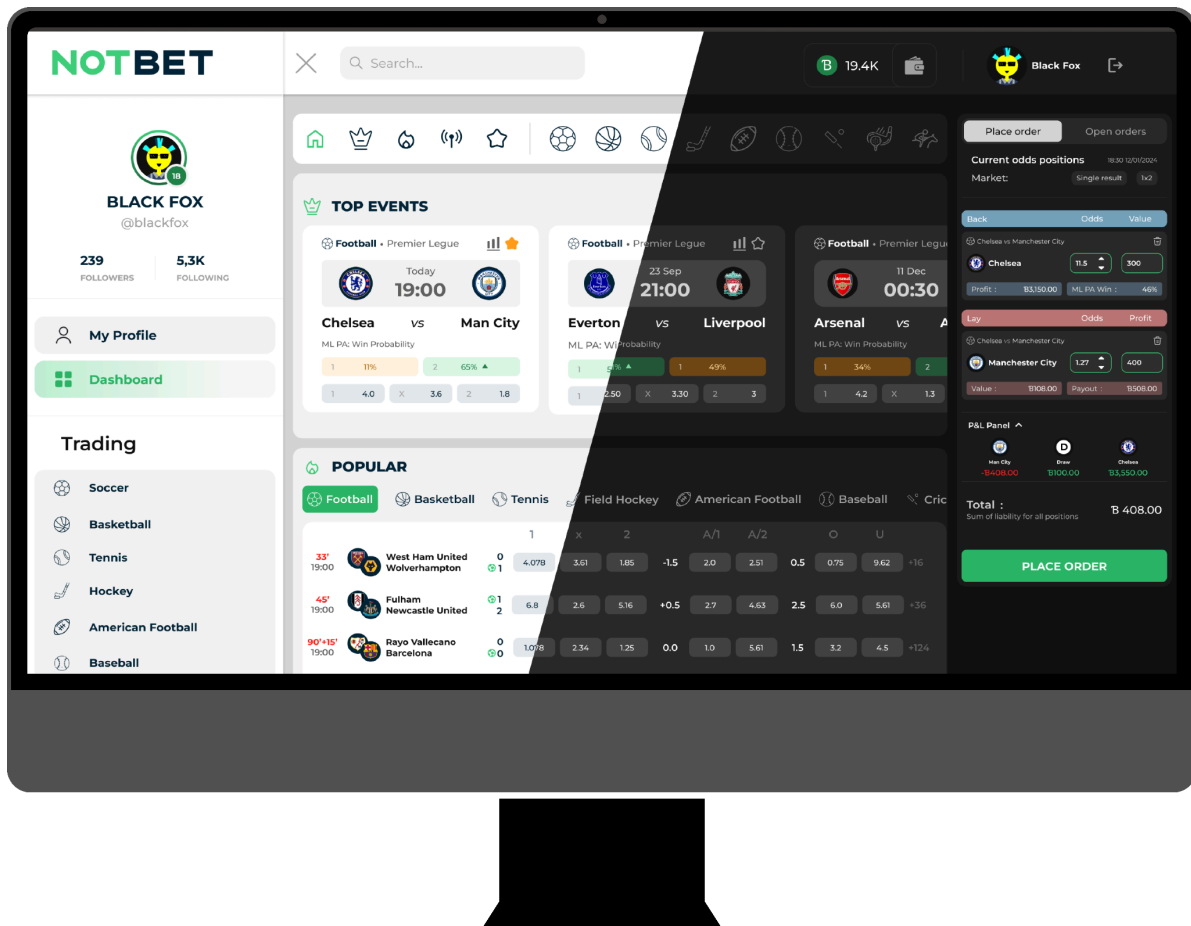
Social betting, like social trading in finance, represents a significant yet underdeveloped area within the betting industry. Social trading has reshaped financial markets by enabling users to follow and replicate strategies within a community-driven environment. This approach has made trading more accessible and engaging, particularly for younger generations who value interaction and shared experiences.

In the betting world, similar opportunities for social interaction and community engagement remain largely untapped. Envision a betting platform where users can place bets not only based on their knowledge but also by following and learning from peers within a trusted network. Just as platforms like Robinhood.com revolutionized trading by fostering a social experience, a betting platform that emphasizes social features could transform the industry. Users could engage in group bets, share insights, and compete in friendly wagers, shifting betting from a solitary activity to a shared, interactive experience.

1.5.4 Need for Disruption

The persistent high fees and innovation stagnation in the betting industry point to a clear need for disruption. Consumers, feeling trapped by limited options and dissatisfied with current offerings, are crying out for change. This situation underscores the importance of introducing more competitive, innovative, and user-centric platforms to revitalize the market and better meet player demands.

2. Introducing Notbet



2.1 What is Notbet?

Notbet is a decentralized, AI-powered sports trading platform that leverages Web3 technology to enable secure, peer-to-peer transactions, transforming the traditional betting landscape. It is dedicated to providing a fun, fair, and transparent environment for its users.

The Notbet platform aims to bring the world of sports trading to the blockchain. Here is how it is making a difference:

2.1.1 Innovative Sports Trading

Unlike traditional platforms, Notbet allows traders to open and close positions before the game starts, with dynamic trading

odds that adjust based on market shifts and team performance updates. Bettercoin is used as the universal in-game currency, consolidating liquidity and simplifying transactions. With up to 0% commission and 0% trading margin, Notbet provides both long-term and speculative traders a cost-efficient way to capitalize on evolving market conditions.

2.1.2 Blockchain-Agnostic Platform

Notbet infrastructure is designed to operate seamlessly across multiple blockchains, ensuring greater flexibility and robust security. This blockchain-agnostic approach enhances the platform's accessibility, allowing users from different regions to participate without the constraints of specific blockchain technologies.

2.1.3 Decentralization

The decentralized nature of Notbet ensures that there is no central authority controlling the platform. This minimizes potential biases and manipulations, offering a transparent and fair trading environment for all participants.

2.1.4 True Peer-to-Peer Transactions

By facilitating direct transactions between users, Notbet cuts out traditional intermediaries. This not only reduces transaction costs but also speeds up the trading process, giving users complete control over their trading terms and conditions.

2.1.5 Web3 Technology

Utilizing Web3 technology guarantees that all transactions on Notbet are secure and transparent. Every transaction and trade is recorded on the blockchain, providing an immutable record that fosters trust and reliability among users.

2.1.6 Global Accessibility

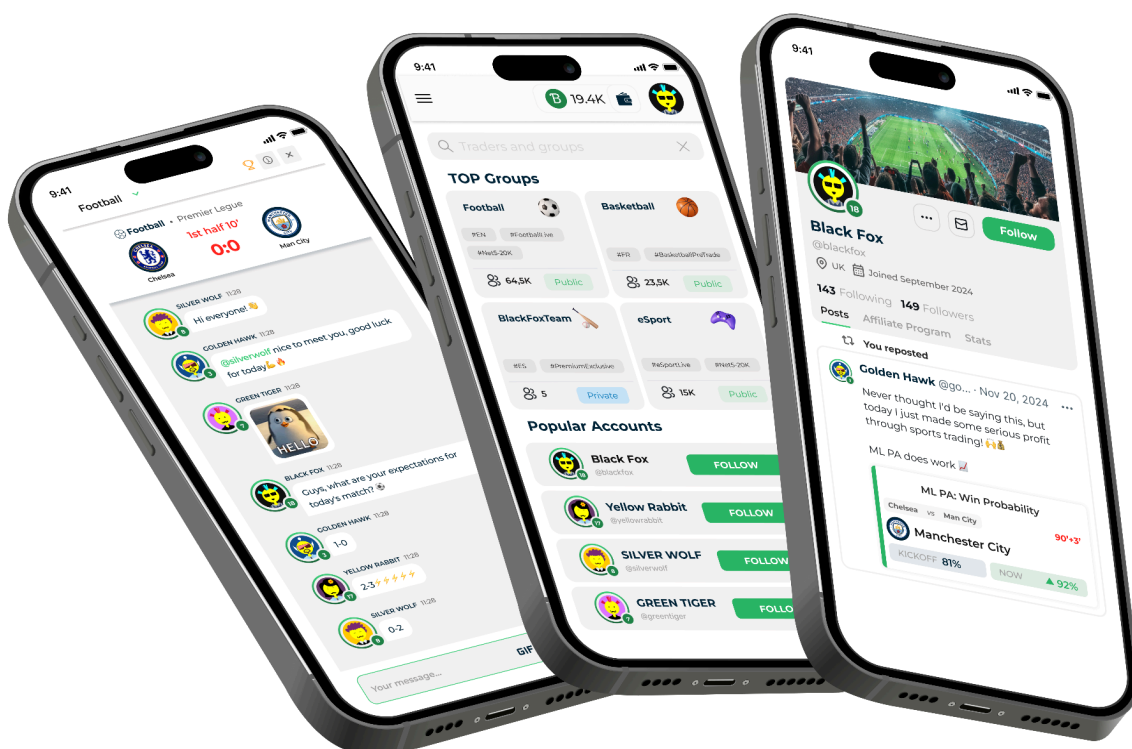
The use of multiple blockchains and a decentralized system allows Notbet to operate globally without jurisdictional boundaries. This global reach ensures that users from around the world can access and benefit from the platform, making it a truly international sports trading exchange.

2.1.7 ML Predictive Analytics

At the core of Notbet is its integration of sophisticated AI tools that analyze patterns and performance data across sports. These insights equip users with predictive analytics, significantly enhancing their decision-making capabilities and boosting their prospects for successful trades.

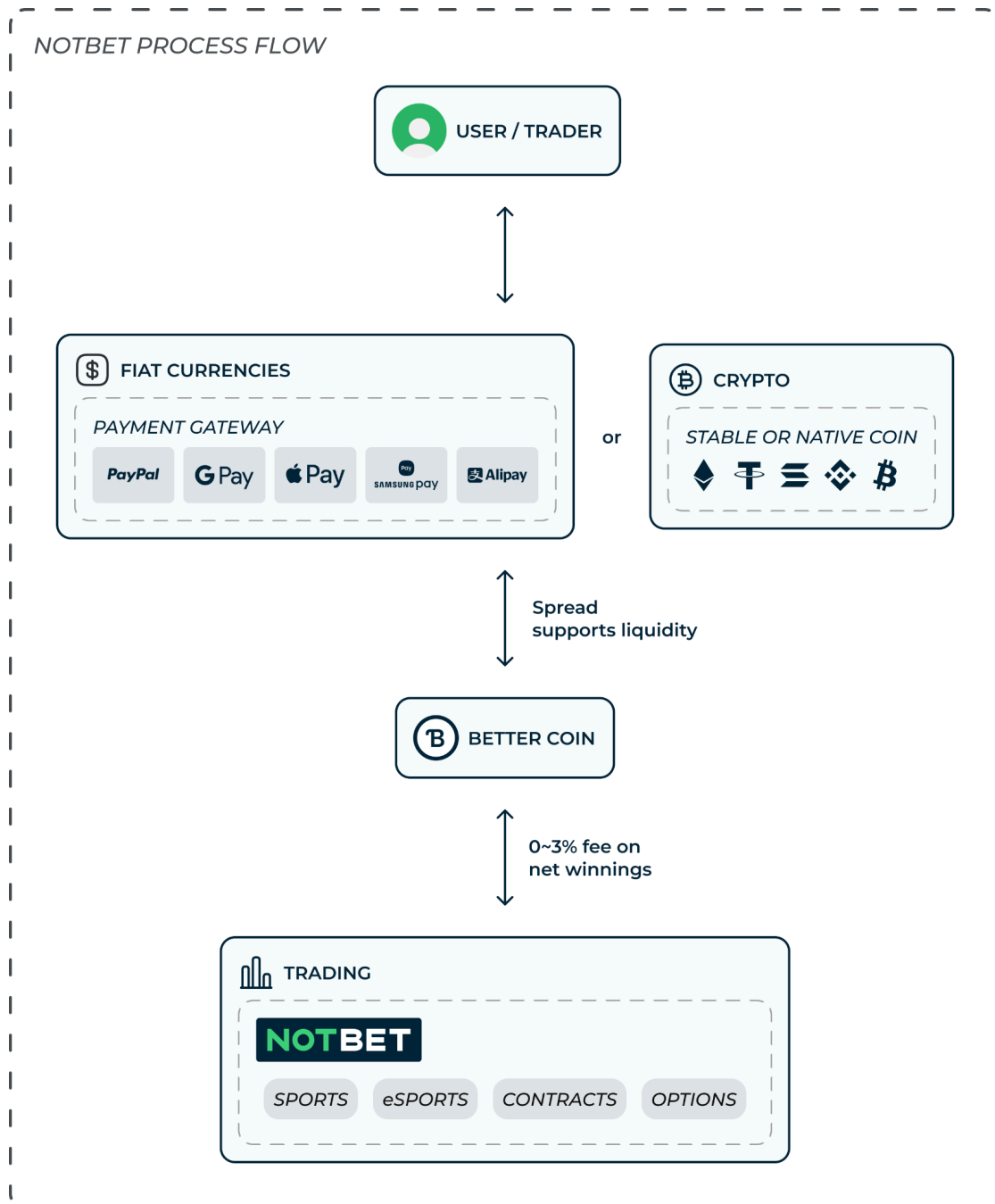
2.1.8 Social Trading

Notbet enhances community engagement with interactive chat rooms and virtual flares. Users can cheer on their teams and light up the platform, creating a shared, immersive experience.



2.2 How does it work?

Notbet is a decentralized sports trading platform that allows users to trade various assets ranging from sports outcomes to esports and options using **B** (Bettercoin). The platform integrates both fiat and cryptocurrency payment gateways, offering flexibility and ease of access for traders.



2.2.1 Process Flow

1. Funding an Account

Users can deposit funds using fiat currencies via popular payment gateways such as PayPal, Google Pay, Apple Pay and others. Alternatively, they can use stablecoins or other native cryptocurrencies like Ethereum, Tether, Binance Coin, or Bitcoin.

2. Conversion to Better Coin

Once the deposit is made, the funds are converted into **B**.

3. Trading on the Platform

With **B**, users can trade various assets available on the Notbet platform, including sports, esports, contracts, and options. The platform supports both long and short trades, providing users with ample flexibility to leverage market conditions.

4. Fees and Winnings

Notbet applies a 0–3% fee on net winnings, depending on the specific asset or market being traded and trader level within the platform. This fee structure ensures competitive pricing while maintaining platform sustainability.

5. Withdrawing Funds

After successful trading, Bettercoin can be transferred to a crypto wallet. From there, it can be exchanged for fiat currencies via BetterXchange or other supported exchanges.

2.3 Notbet Vision

Notbet envisions a future where sports trading transcends traditional betting, transforming it into a secure, transparent, and user-centric experience powered by blockchain technology. Our goal is to build a decentralized platform that, through the Notbet protocol, offers unparalleled access, fairness, and engagement for users worldwide.

2.4 Notbet Principles

2.4.1 Trading's not betting

Notbet leverages advanced AI for actionable insights and machine learning predictive analytics, revolutionizing sports trading.

The platform combines financial trading principles with sports betting, allowing users to buy and sell event outcomes for profit even before the event takes place. This creates an engaging and intellectually stimulating ecosystem. By eliminating the bookmaker's margin, also known as the vig or the overround, Notbet ensures fair trading conditions and provides a unique opportunity for strategic profit-making in sports events.

2.4.2 User-Centric

Notbet user-centric approach features a comprehensive ecosystem designed to empower sports traders. It implements a free-to-play model, eliminating financial barriers to entry, and offers a suite of personalized tools. These include advanced analytics, intuitive interfaces, and educational resources built around users' actions.

2.4.3 Secure, Regulated and Transparent

Notbet is actively working towards full compliance with regulatory standards and aims to secure licenses from reputable authorities such as the Malta Gaming Authority (MGA), UK Gambling Commission, and Curacao eGaming. This ensures that we can accept diverse payment methods and operate legally across various regions. Through blockchain technology, we guarantee that all transactions are transparent, secure, and immutable.

2.5 Notbet Mission

To provide a fair, secure, and engaging environment for sports traders worldwide.

2.6 Comparative Analysis

Bookmakers vs Sports Exchanges vs Notbet

Let's imagine how one sports trading exchange built on a blockchain-agnostic protocol can terraform the layout of modern Sports Trading.

2.6.1 Control Over Odds

Traditional bookmakers dictate odds with a built-in margin to guarantee their profit. In contrast, sports trading exchanges allow market participants to set odds, but they still operate within the framework of a centralized platform.

With odds entirely driven by market participants and no central authority influencing them Notbet empowers users with full autonomy over their trades.

2.6.2 Fairness of Odds

The odds offered by traditional bookmakers are often marked up to secure their profit margin, making them less favorable to the bettor. Sports trading exchanges provide more competitive odds, though exchange fees can still diminish winnings.

Notbet introduces the most competitive environment, with lower (or even 0%) commission on net winnings, ensuring that traders retain more of their profits compared to other platforms.

2.6.3 Transparency

Traditional bookmakers offer little transparency, as odds are controlled behind the scenes by the bookmaker. Sports trading exchanges improve transparency slightly by making transactions visible, but these are still controlled by a centralized entity.

Notbet maximizes transparency by utilizing blockchain technology, where transactions are immutably recorded on a public ledger, ensuring full visibility and trust for participants.

2.6.4 User Control

In traditional betting, users have limited control and must accept the odds provided by the bookmaker. Sports trading exchanges grant users more control by allowing them to back or lay outcomes, yet the exchange remains the ultimate authority.

Notbet offers unparalleled control, allowing users to set their own terms, coupled with access to AI-driven insights that provide enhanced decision-making support.

2.6.5 Decentralization

Both traditional bookmakers and sports trading exchanges are centralized, with control resting in the hands of the bookmaker or exchange, leading to potential biases and manipulation.

Notbet peer-to-peer system eliminates the risk of centralized manipulation, ensuring a fairer and more democratic environment for traders.

2.6.6 Innovation

Traditional bookmakers are known for their lack of innovation, sticking to conventional models that prioritize their profit margins. Sports trading exchanges have introduced some innovation, mainly in their trading mechanisms.

Incorporating AI, blockchain, advanced matching engine and predictive algorithms powered by machine learning to deliver a cutting-edge trading experience that surpasses both traditional bookmakers and exchanges, Notbet is at the forefront of innovation.

2.6.7 Social Interaction

Traditional bookmakers provide minimal social engagement, focusing solely on betting. Sports trading exchanges are also limited in this regard, emphasizing the trading process over interaction.

Notbet introduces multiple enhanced social features and community-driven interactions, fostering a more engaging and interactive experience for traders.

2.6.8 Regulation and Compliance

Traditional bookmakers are heavily regulated, complying with various regional authorities. Sports trading exchanges, while regulated, remain confined by the exchange's internal rules.

Notbet adheres to global regulatory standards, leveraging blockchain technology to ensure transparent compliance, which can be easily audited and verified by all participants.

2.6.9 Hidden Fees

In traditional sports betting, the vig (or bookmaker's margin) is a built-in fee that ensures the bookmaker's profit, making it harder for bettors to see real returns. Even on sports trading exchanges, transaction fees act as a form of vig, reducing net winnings.

Notbet eliminates this barrier by offering 0% trading margin and low to 0% commission on net winnings. Without hidden fees, users can maximize profits, benefiting from a transparent and fair trading environment. This approach allows traders to focus purely on strategy, making Notbet more attractive and rewarding for both casual and professional users.

3. Technical Overview

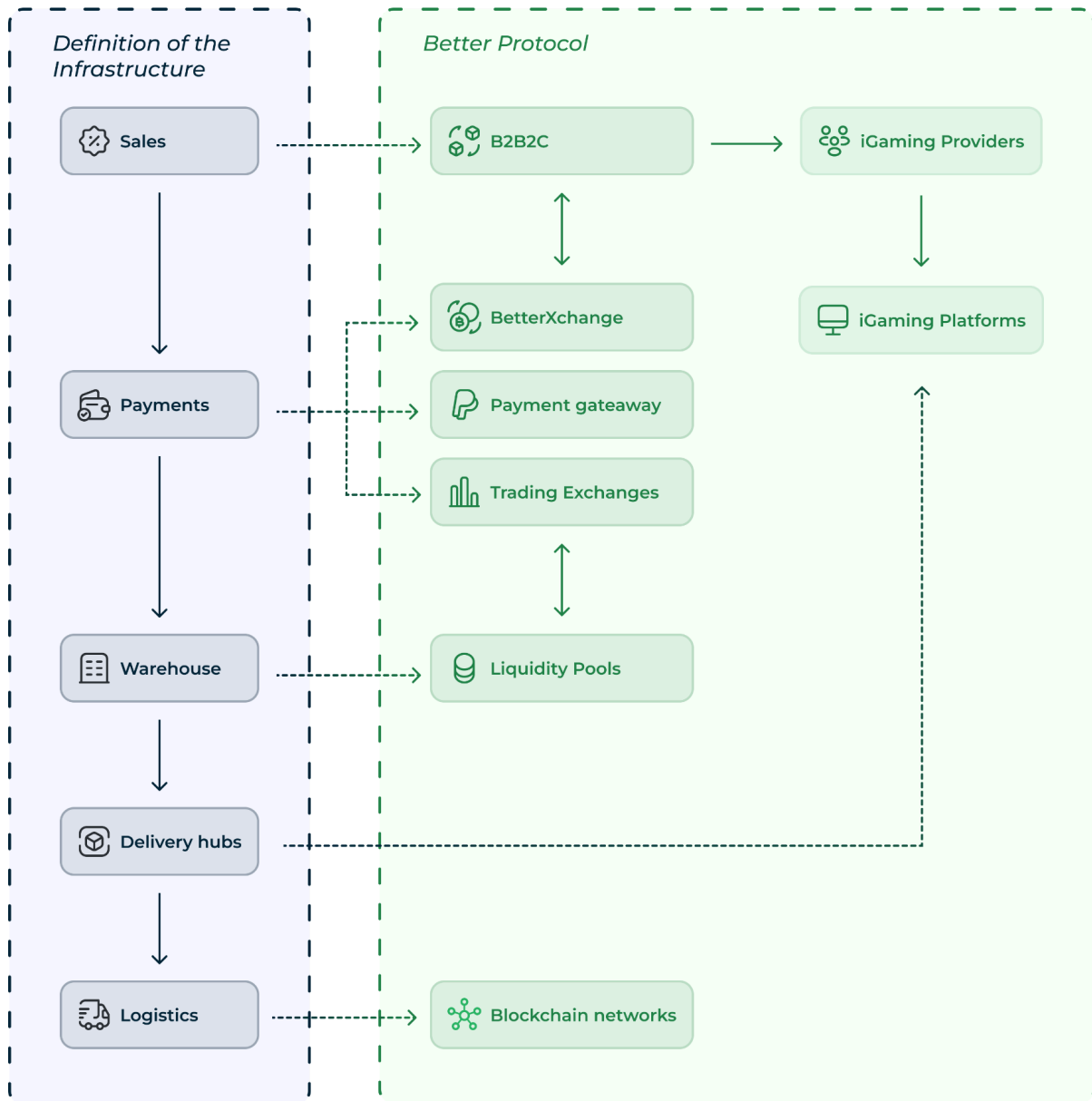
By combining a scalable, blockchain-agnostic infrastructure with a versatile multi-chain token, Notbet is poised to redefine how users interact with sports trading platforms.

3.1 Better Protocol

WHAT IS INFRASTRUCTURE?

WHAT IS BETTER PROTOCOL ?

What the business runs on **FOUNDATION** Foundation for decentralized iGaming



Better Protocol provides the core decentralized infrastructure that powers Notbet, offering a unified and consistent foundation for developing, operating, and scaling iGaming platforms in the blockchain space.

Better Protocol utilizes a sophisticated architecture of blockchain-agnostic smart contracts, engineered to function seamlessly across all supported Layer 1 and Layer 2 blockchains. This design facilitates seamless cross-chain operability, enabling the protocol to:

- Execute transactions and operations on multiple blockchain networks simultaneously.
- Leverage the unique strengths of different blockchain ecosystems.
- Ensure optimal performance and scalability through load balancing across networks.
- Provide a unified interface for developers, regardless of the underlying blockchain infrastructure.

This multi-chain compatibility is achieved through advanced abstraction layers and standardized APIs, which translate protocol-specific operations into blockchain-specific instructions. Consequently, Better Protocol offers unparalleled flexibility and future-proofing in the rapidly evolving blockchain landscape.

3.1.1 **B** (Bettercoin)

The Better Protocol and **B** represent a significant leap forward in the world of decentralized sports trading.

B, also known as **Bettercoin**, is the future native coin of the Better Protocol ecosystem. It is a multi-blockchain token used by iGaming platforms for data communication and liquidity sharing. It's a scalable solution equipped with a well-designed governance mechanism that takes community needs into account.

As the protocol continues to evolve, it lays the foundation for a future where sports trading is more accessible, engaging, and aligned with the needs of a global community.

3.1.2 Unified Approach is Better

Better protocol was designed to address the key challenges that have emerged in the crypto-based betting and gaming industries, where fragmentation and inconsistency have created significant barriers to user experience, operational efficiency, and innovation. By creating a unified, blockchain-agnostic infrastructure that can be adopted across the iGaming industry, the protocol delivers several key advantages:

Seamless Integration and Interoperability

With smart contracts that can be deployed across various blockchain networks, Better Protocol ensures that platforms built on it can interact seamlessly with one another, providing users with a consistent experience regardless of the underlying blockchain.

Standardized Transactions and Fairness

Better Protocol enforces standardized transactions, P2P pools, and other key features. This consistency simplifies user interactions, guarantees fairness, and builds trust across the ecosystem, enhancing overall engagement and satisfaction.

Horizontal Scalability

The protocol's architecture is designed to scale horizontally, allowing it to grow almost indefinitely as new blockchains are integrated. This scalability ensures that Better Protocol can support the growth of the iGaming industry without compromising performance or user experience.

Reduced Operational Costs

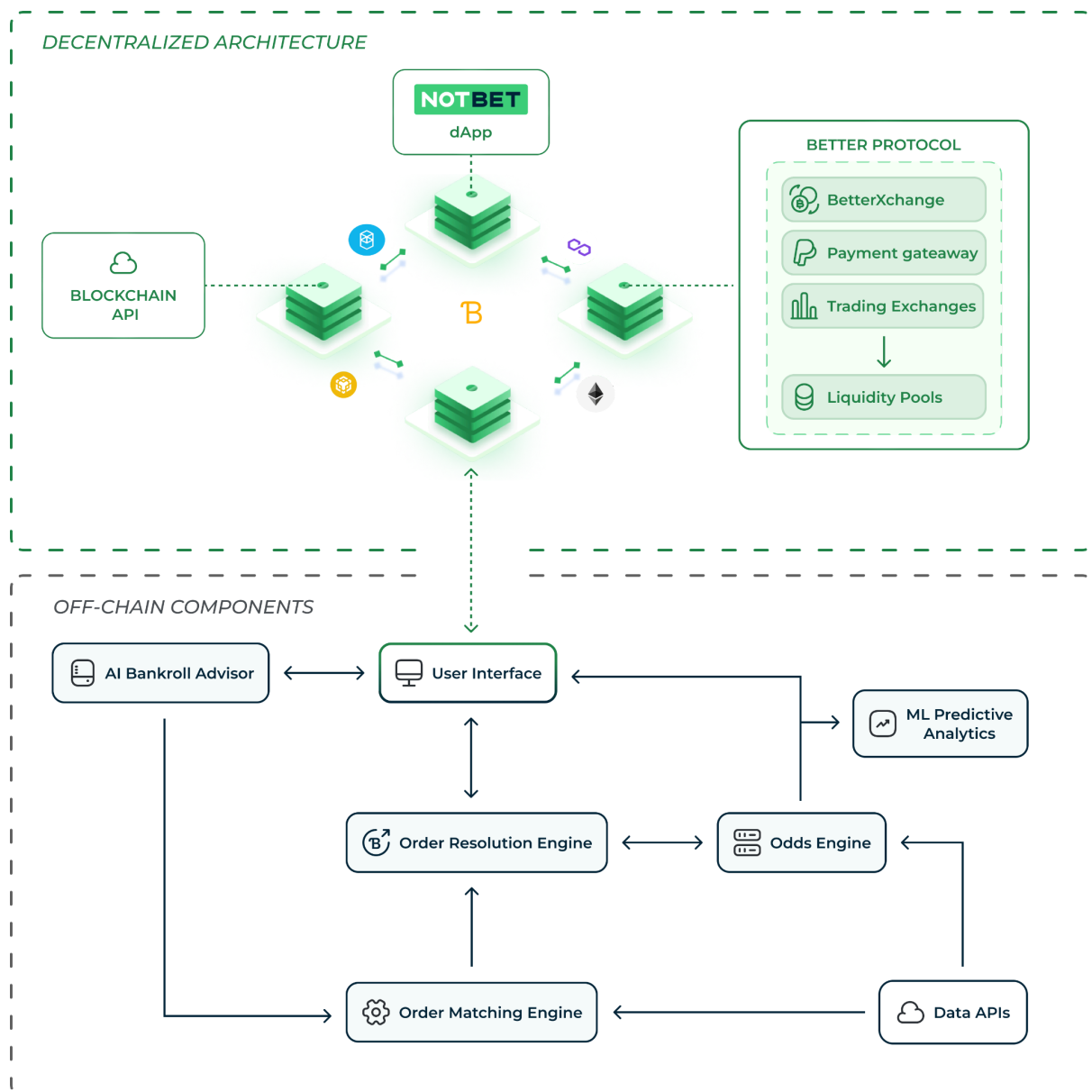
With Better Protocol, iGaming platforms no longer need to develop and maintain their own proprietary infrastructures. This reduces duplication of effort and lowers operational costs, allowing companies to focus on innovation and user engagement.

Enhanced Security and Fairness

Better Protocol includes built-in security features and best practices for fairness and transparency. This ensures that all platforms using the protocol adhere to the same high standards, building trust among users and reducing the risk of fraud or manipulation.

3.2 Platform Architecture

The Notbet platform is designed to provide a seamless, secure, and scalable trading experience by integrating both centralized (off-chain) and decentralized components. This hybrid architecture leverages the strengths of centralized systems for speed and user experience, while utilizing decentralized technologies to ensure transparency, security, and autonomy.



3.2.1 Off-Chain Components

The centralized components of the Notbet platform are designed to manage high-performance, latency-sensitive operations that require rapid processing and real-time interaction.

3.2.1.1 Order Matching Engine

The matching engine is the core of the centralized architecture, responsible for processing and matching trades in real-time. It ensures that users can place and settle orders with minimal delay, providing a smooth and responsive trading experience. It handles the high transaction throughput of a trading platform, reducing the load on the blockchain and ensuring quick execution of trades.

Partial Order Matching

Notbet's engine supports partial order matching. This allows orders to be filled incrementally, improving liquidity and enabling users to execute trades even when full order volumes are not immediately available.

Price-Time Priority Algorithm

The engine employs a sophisticated price-time priority algorithm for order matching, ensuring fair execution while accommodating high-frequency trading scenarios. The primary matching criterion is based on the best odds, with the time of order placement serving as a secondary factor for orders at the same price point.

To facilitate rapid execution of large orders in fast-moving markets, the engine incorporates an optional order-splitting feature. This allows chunky orders to be automatically divided into smaller, more manageable pieces. Each of these smaller orders is then matched using the current market odds, which

may result in an average odds that differs from the initial order placement. While this approach may lead to some price variation, it significantly enhances the ability to execute large volumes quickly in highly volatile markets where odds are changing rapidly.

This adaptive matching strategy is particularly valuable in high-frequency trading markets, where the ability to react swiftly to the market state changes is crucial. By balancing the need for fair price execution with the demands of high-volume, time-sensitive trading, the engine provides a flexible and efficient solution for a wide range of trading scenarios.

Distributed Order Book

Distributed order book system (DOM) allowing for horizontal scalability and reduced latency. This architecture distributes the order book across multiple nodes, enabling parallel processing of orders and improving overall system throughput. The system provides real-time updates to the order book, reflecting partial fills and allowing traders to adjust their strategies dynamically based on current market depth and liquidity.

In-Memory Processing

To achieve ultra-low latency, the engine leverages in-memory data structures and algorithms. This approach minimizes disk I/O operations, allowing for near-instantaneous order matching and execution.

Lock-Free Algorithms

The engine implements lock-free algorithms to manage concurrent access to shared data structures, reducing contention and improving performance in high-volume trading scenarios.

Smart Order Routing (SOR)

The engine incorporates a sophisticated SOR system that intelligently routes orders to the most appropriate liquidity pools, optimizing fill rates and minimizing slippage.

Real-time Risk Management

Integrated within the order-matching process is a real-time risk management system that performs pre-trade checks and enforces position limits, ensuring the integrity of the trading environment.

3.2.1.2 Order Resolution Engine

The order resolution engine handles the final processing and settlement of trades, ensuring all matched orders are validated and executed promptly. It calculates profits and losses, updates user accounts in real-time, and offloads complex transaction processing from the blockchain, ensuring faster and more efficient trade finalization.

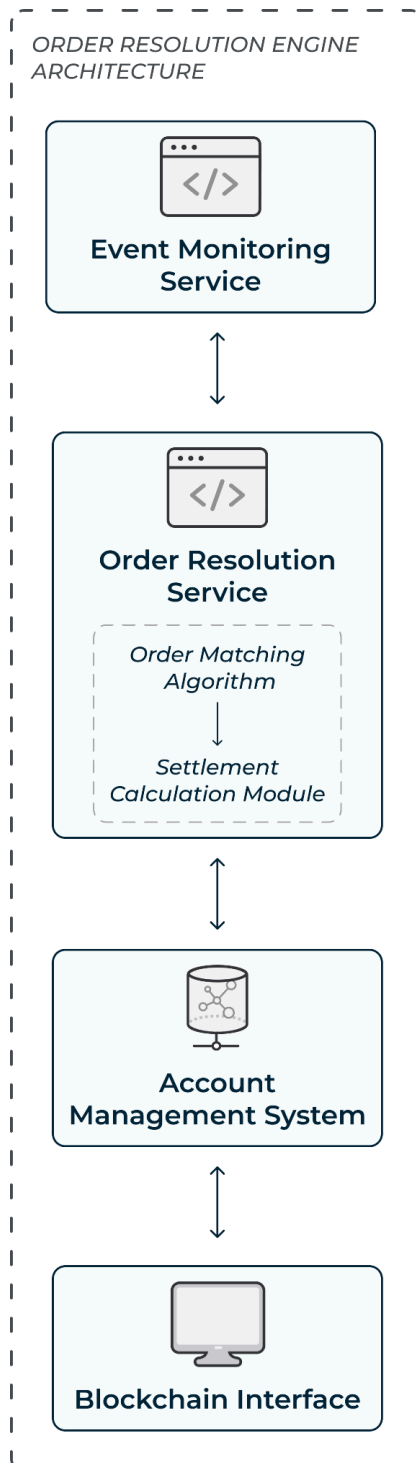
The NOTBET Order Resolution Engine is a key part of our trading infrastructure, designed to efficiently process and settle trades in both live-play and pre-event scenarios. The engine is capable of handling throughputs of 100,000 orders per second, ensuring rapid and reliable execution of trades across the platform.

Scenarios for Order Processing:

- **Event Conclusion:** When a sporting event or market closes
- **Early Settlement:** For markets that can be settled before the event ends
- **Canceled Events:** When an event is called off or postponed
- **Manual Interventions:** In cases where human oversight is required

In all these scenarios, the system automatically processes relevant orders based on the determined outcome. Traders with successful orders will see their winnings reflected in their **B** (Bettercoin) balance without any manual intervention required.

Order Resolution Engine Architecture



Event Monitoring Service

Constantly polls event data sources to detect events updates.

Order Matching Algorithm

Utilizes a high-performance algorithm to match open orders with event outcomes.

Settlement Calculation Module

Computes winnings based on odds and stake amounts.

Account Management System

Handles internal Notbet account balance updates.

Blockchain Interface

Manages interactions with various blockchain networks for payouts.

Order Resolution Engine Flow

1. Scenario Detection: The system identifies the specific resolution scenario.
2. Order Retrieval: Relevant orders are fetched from the database.
3. Outcome Matching: Orders are matched against the determined outcome.
4. Payout Calculation: Winnings are calculated for successful trades.
5. Settlement Execution: Funds are transferred via the user's chosen method.

Order Settlement Methods

- **Blockchain Integration:** For users with connected blockchain wallets, winnings are automatically transferred as Bettercoins directly to their wallet address.
- **NOTBET Account:** By default, users' winnings are instantly credited to their NOTBET **B** account balance. This method bypasses costly and time-consuming blockchain operations.

3.2.1.3 Odds Engine

The Role of Odds Mathematics

Odds Mathematics refers to the algorithms and calculations that determine the odds presented in various trading markets. These odds are crucial for defining the potential payouts for users.

Fair Odds Calculation

Notbet's Odds Mathematics is integral to its peer-to-peer trading system, where users open orders against each other rather than betting against the house. In this decentralized

model, Notbet acts as an intermediary marketplace, facilitating trades between users. This system leverages advanced algorithms to ensure that odds are calculated fairly, reflecting real market conditions. By allowing users to trade directly with one another, the platform creates a transparent and equitable trading environment.

Algorithmic Integrity

Traditional betting systems typically introduce a bookmaker's margin, which distorts the odds and creates an inherent imbalance favoring the house. In contrast, Notbet employs advanced algorithms to ensure that the sum of the implied probabilities for both back and lay orders is always close to 100%. This algorithmic approach effectively eliminates any hidden margins, presenting users with pure market-driven odds.

3.2.1.4 User interface

Notbet provides a sophisticated yet intuitive web- and mobile-based user interface for users to interact with the platform, including trading dashboards, trading interfaces, and real-time data visualizations.

3.2.1.5 Data APIs

The platform integrates with multiple sports odds providers through centralized API integrations, delivering real-time data of trading markets. This API aggregates odds and sports data from various sources, ensuring that users receive accurate and up-to-date information.

The data feed system is responsible for collecting, processing, and distributing various types of data critical to the operation of the platform. This includes sports statistics, market data, and betting trends required for enhancing the predictive capabilities of the platform and enabling advanced analytics.

3.2.2 Decentralized Architecture

Secure and transparent core platform functionalities governed by smart contracts.

Blockchain API

Designed to support multiple blockchain protocols, ensuring compatibility with various decentralized ecosystems.

Better Protocol

The Better Protocol is the backbone of Notbet decentralized architecture. It governs all decentralized trading activities, including the management of smart contracts, orders settlements, and token distributions.

This protocol ensures that all transactions are transparent, secure, and immutable, providing users with confidence in the fairness and integrity of the platform. The Better Protocol customisable smart contracts allowed Notbet to tailor betting products to their specific needs.

Notbet dApp

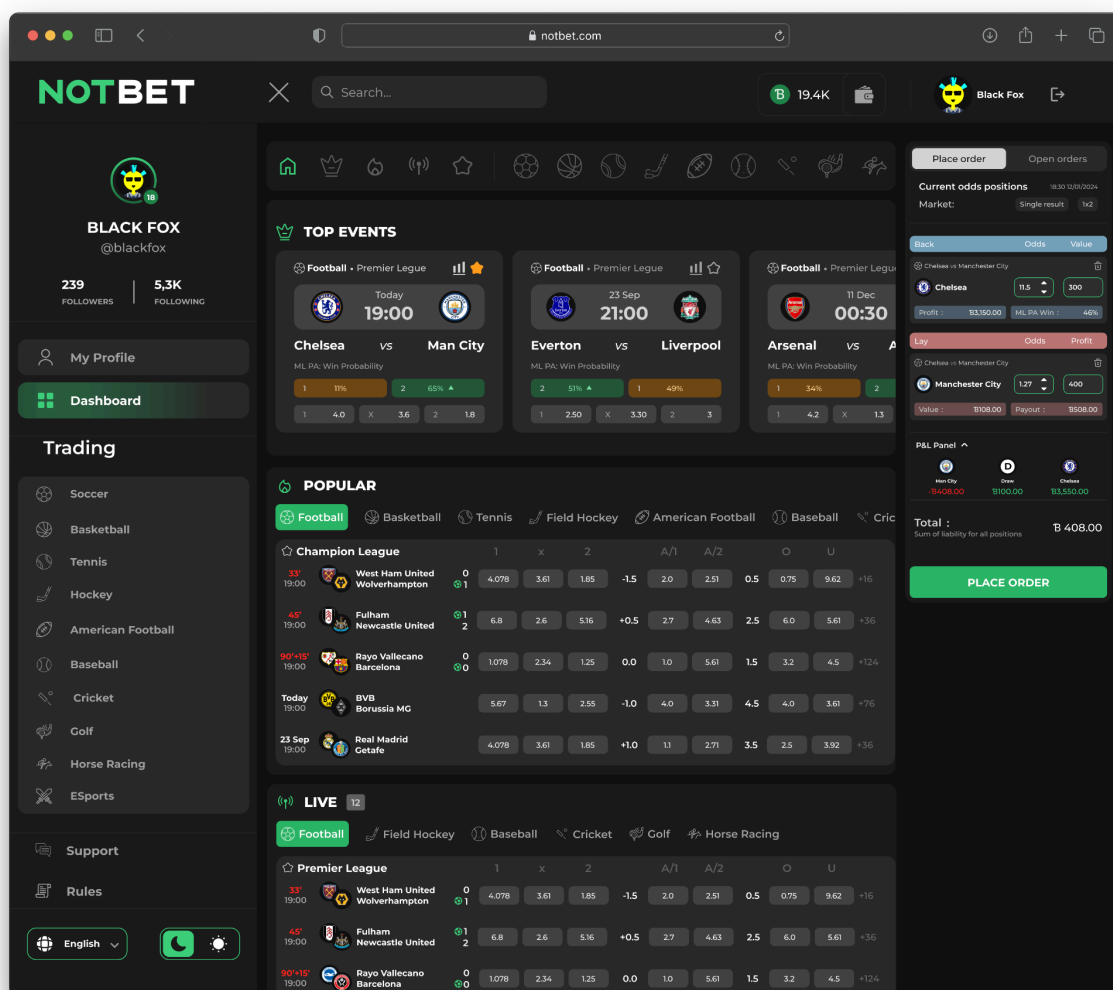
Integrates centralized and decentralized architecture to provide users with an efficient trading experience.

The Notbet dApp connects to both centralized and decentralized components, offering users the benefits of both systems. The dApp dynamically routes transactions and interactions through the appropriate system, depending on the nature of the operation (e.g., rapid order matching through the centralized engine, decentralized settlement through smart contracts).

3.3 Trading Interface

The Notbet platform is designed with a dual-interface approach, catering to both casual users and experienced traders. This design philosophy ensures that all users, regardless of their experience level, can interact with the platform efficiently and enjoy a seamless trading experience.

Notbet provides full support for all three major odds formats—Decimal, Fractional, and American—across the platform. Users can easily configure their preferred odds format through the platform's settings, allowing for a fully personalized trading experience.



3.3.1 Lite View

The Lite View offers a streamlined, user-friendly interface aimed at casual traders and those new to sports trading. It prioritizes simplicity and ease of use, providing all the essential tools and information needed to engage in sports trading without overwhelming the user.

Real-Time Odds Updates

Lite View provides real-time updates on odds, ensuring that users have access to the latest market information.

Automated Order Settlements

To enhance the user experience, Lite View includes automated trade settlements. This feature ensures that orders are settled promptly and accurately without requiring manual intervention, offering users a hassle-free trading process.

The Lite View interface is designed to be intuitive, making it accessible to users of all levels of expertise. By focusing on core functionalities and presenting them in a clear and straightforward manner, Lite View ensures that users can enjoy a seamless and enjoyable trading experience.

3.3.2 Pro View

For more experienced users and traders, the Pro View offers a sophisticated trading dashboard packed with advanced features. This interface is designed for those who require detailed market information, comprehensive analysis tools, and the ability to execute complex trading strategies.

Advanced Trading Dashboard

The Pro View provides a comprehensive trading dashboard, featuring detailed charts, order books, and market analysis tools. Users can monitor market trends, track price movements, and analyze data to make informed trading decisions.

Trading Open Orders

Pro View allows users to trade open orders, providing flexibility and control over their betting activities. This feature enables traders to enter and exit positions based on real-time market conditions, capitalizing on opportunities as they arise.

Advanced Trading Instruments

The Pro View includes advanced trading instruments, such as limit orders, stop-loss orders, and more. These tools give traders the ability to implement sophisticated strategies, manage risk, and optimize their trading performance.

Advances Analytics Tools

Users of Pro View have access to a range of advanced analytics tools, allowing them to tailor their trading experience to their specific needs. These tools enable the creation of personalized dashboards, customized alerts, and detailed reports, helping traders stay ahead of the market.

3.4 Trading exchange

Notbet introduces a new era in sports trading by merging the core principles of a sports exchange with a refined, modern user interface. With intuitive trading logic, enhanced order management, and improved price visualization, the platform empowers both novice and professional traders to engage seamlessly with sports markets, offering a superior trading experience.

Notbet Trading Exchange allows users to place both Back (backing an outcome to happen) and Lay (trading against an outcome) orders. Traders effectively become market makers, setting prices for outcomes or taking existing prices, making the platform more community-driven and engaging.

3.4.1 Dynamic Odds

The odds in Notbet are not set by a bookmaker but are market-driven, determined by the supply and demand of orders placed by users. As trading occurs, the odds adjust in real time, reflecting the true sentiment of the market.

This creates a real-time, fluid market where odds shift according to how the market views each outcome. The system ensures a minimal spread between the back and lay odds, meaning the difference between the two remains fair and narrow.

3.4.2 Notifications

Notbet integrates a granular notification system that alerts users of significant odds movements or market depth changes. Users can customize these alerts based on their trading strategy, receiving different kinds of notifications when certain thresholds are reached.

3.4.3 Algorithmic Trading

Notbet supports API access for algorithmic trading. This allows experienced traders to develop bots that can automate strategies such as market making, arbitrage, or scalping, providing a more sophisticated trading experience. Notbet Trading Exchange has several market types, each designed around the specific outcomes of events.

3.4.4 Market Types

Notbet Trading Exchange has several market types, each designed around the specific outcomes of events.

Single Result Market

A Single Result Market is where there is one primary outcome that determines the result of the trade. These markets have straightforward results, making them easy to understand and trade.

Examples:

Team Win/Draw: The most basic market, where traders speculate on whether a specific team will win or draw.

Total Goals (Over/Under): This market involves predicting whether the total number of goals will be over or under a set threshold.

Exact Score: Although there are multiple potential scorelines, this market only results in one final score, making it a Single Result Market.

Multiple Results Market

A Multiple Results Market is one where multiple outcomes could occur, offering several different possibilities within the same

market. These markets typically involve various outcomes within the same event, where each outcome represents a distinct possibility.

Example: Player to Score — traders speculate on whether a particular player will score during the match. There are multiple players who can score.

Handicap Market

A Handicap Market is designed to balance the playing field between two unevenly matched teams. Traders speculate based on adjusted outcomes, with the handicap determining the final result.

In this context, handicap trading is conditional, meaning that the outcome is contingent on the handicap being applied to the final score. Traders can either back or lay a team based on the adjusted result, similar to how a financial derivative functions in relation to its underlying asset.

Example: Football Handicap: A team with a -1 handicap must win by more than one goal for the trade to be successful, but the result is still singular — either the handicap is overcome or it is not.

Example Scenario:

- Back Position: Manchester City -1.0
- Odds: 1.36
- Position size: £100

Possible Outcomes:

1. Manchester City wins by 2 or more goals: The trader's position is successful, and they earn a profit of £36 (1.36 odds).

2. Manchester City wins by exactly 1 goal: The result is neutral after applying the handicap, so the trader breaks even with no profit or loss (£0).
3. Manchester City draws or loses: The position is unsuccessful, and the trader incurs a loss of £100.

3.4.5 The Role of Game Theory

In game theory, particularly in markets, the Nash equilibrium represents a state where no participant can benefit by changing their strategy while others keep theirs unchanged. The pricing mechanism in Notbet aims to achieve a dynamic equilibrium where the price reflects the true value of the asset as determined by the collective actions of all market participants.

Buyer and Seller Strategies

Buyers aim to purchase assets at the lowest possible price, while sellers aim to sell at the highest. The price sensitivity factor and market depth ensure that large orders don't unfairly tip the market in one party's favor, maintaining fairness and balance.

Market Depth and Liquidity

Greater market depth represents more liquidity, which stabilizes prices and reduces volatility. This is analogous to a well-balanced market in game theory, where many participants ensure that no single player can dominate the market.

The equilibrium framework applies primarily to pre-event trading, where price movements are driven solely by market participants' actions. During the event itself, game events such as goals, injuries, or score changes directly impact the odds, creating volatility that shifts market dynamics away from a stable equilibrium. These real-time developments add another layer of complexity, requiring traders to adapt their strategies dynamically as the market reacts to live conditions.

3.5 Contract-based Trading

Notbet introduces a contract-based sports trading, offering an alternative more familiar to traders with a foreign exchange (FX) background. By incorporating financial market principles, users can now buy and sell contracts on specific sports markets, providing flexibility and control in managing positions based on market conditions.

Designed for those with FX market experience, the system leverages shared liquidity between contract-based trades and back-lay orders, ensuring smooth integration within the platform.

3.5.1 Contracts

The contract-based interface treats each order as a tradeable contract. These contracts represent positions on specific outcomes, similar to how assets are traded in financial markets.

For example, a user might purchase 100 contracts on "Team A to win" at a certain price. As market conditions evolve, the price of these contracts adjusts dynamically within the market based on demand and supply, offering traders the ability to buy, sell, or hold their positions as the trading progresses.

3.5.2 Dynamic Pricing

Dynamic pricing is applied in some trading instruments such as sports contracts on Notbet, where prices are continuously adjusted based on market activity. As more users back or lay a specific outcome, the price dynamically changes to reflect the latest market sentiment and liquidity. This system ensures that prices remain transparent and real-time, allowing traders to better understand how their actions and those of others influence the market. Additionally, the user-friendly price adjustment mechanism makes it easier for traders to monitor

price fluctuations and react to shifting market depth, creating a more informed and responsive trading environment.

Initial Price Setting

The initial price of an asset is set based on the market's consensus or an initial offering. The initial price reflects the market's perception of the asset's value at the start, considering factors like the probability of the event and historical data.

Price Adjustment

Notbet introduces a price adjustment formula that ensures fairness and transparency:

- Prices are updated based on cumulative market orders and current liquidity. When large orders are placed, the system gradually adjusts the prices in increments rather than jumps, providing a smoother transition and allowing traders to react appropriately.
- The formula for price changes considers both volume-weighted average price (VWAP) and market impact models, ensuring that large trades don't disrupt the market excessively but reflect genuine demand or supply pressures.

The price of an asset changes dynamically as back and lay orders are placed. The next price after each transaction is calculated based on the size of the order and the direction of the trade. The price adjustment is done to ensure that the market remains balanced, reflecting the latest demand and supply conditions.

The formula to calculate the new price after each order is as follows:

$$\text{New Price} = \text{Current Price} \times \left(1 + \frac{\text{Order Size} \times \text{Price Sensitivity Factor}}{\text{Total Market Depth}}\right)$$

Current Price: The price of the asset before the new order is placed.

Order Size: The number of assets in the order (e.g., 50 assets).

Price Sensitivity Factor: A variable multiplier that determines how sensitive the price is to new orders. This factor is crucial for controlling market volatility and ensuring that large orders do not disproportionately affect the price.

Total Market Depth: The cumulative size of all active orders in the market, representing the liquidity available. Higher market depth means more liquidity, and thus, less price movement for a given order size.

4. Platform features

4.1 Trading Dashboard

Advanced trading dashboard with comprehensive tools, detailed charts, and market analysis.

Equipped with detailed charts, order books, and market depth analysis. This allows users to monitor real-time odds, analyze market trends, and make informed decisions based on up-to-the-minute data.

4.1.1 Real-Time Market Interaction

Users can actively trade open orders, buying and selling positions as odds fluctuate during live events so traders can capitalize on market movements before the event outcomes are decided, offering a dynamic and interactive trading experience.

4.1.2 Analytics Tools

Analytics tools that allow users to track market trends, develop trading strategies, and gain insights into their trading activities. These tools are essential for users who wish to refine their approach and optimize their trading performance.

4.1.3 Advanced Order Types

Notbet supports advanced order types, including limit orders and more. These options give users greater control over their trades, allowing them to set specific conditions under which their orders will be executed, minimizing risk and maximizing potential returns.

4.2 Arbitrage Trading

An implemented strategy to take advantage of discrepancies in odds offered by different trading platforms or bookmakers to secure a profit, regardless of the event outcome.

By placing orders on all possible outcomes of an event across various platforms, users can get guaranteed profit due to the differences in odds.

4.2.1 Arbitrage Trading Features

Real-Time Odds Comparison

Notbet provides tools for real-time odds comparison across various platforms, enabling users to quickly spot arbitrage opportunities.

Alerts and Notifications

Users can set up alerts and notifications to be informed immediately when an arbitrage opportunity arises, allowing for prompt action.

4.2.2 How Arbitrage Trading Works

1. Identifying Arbitrage Opportunities

Users must monitor and compare odds across multiple bookmakers or platforms. When a discrepancy in the odds for a particular event is identified, it creates an arbitrage opportunity. This discrepancy occurs because different platforms may assess the probabilities of outcomes differently, leading to varied odds.

2. Placing orders

Once an arbitrage opportunity is identified, the user places orders on all possible outcomes of the event. The key is to

calculate the stake for each order in such a way that, regardless of which outcome occurs, the total payout exceeds the total amount staked, ensuring a profit.

Example

Imagine a football match between Team A and Team B.

Platform X offers odds of 2.10 for Team A to win, while

Platform Y offers odds of 2.10 for Team B to win.

A user can place a \$100 order on Team A to win at Platform X and another \$100 order on Team B to win at Platform Y.

Regardless of the outcome, the user will receive \$210 from the profitable order, securing a \$10 profit.

4.3 ML Predictive Analytics

ML-driven insights for enhanced decision-making.

By leveraging advanced machine learning techniques and neural networks, Notbet analyzes vast amounts of historical data, real-time statistics, and contextual factors to predict the most likely outcomes of sports events.

4.3.1 Predictive Analytics Features

Enhanced Decision-Making

The AI-driven insights provided by the predictive algorithms help users make more informed decisions, increasing their chances of placing successful orders.

Customisable Predictions

Users can customize the algorithm's focus, such as prioritizing recent performance or considering specific variables like injuries or weather conditions, to align with their trading strategies.

Real-Time Updates

The algorithms provide real-time updates as new data becomes available, ensuring that users have the most current information when placing their orders.

4.3.2 How Predictive Algorithms Work

1. Data Collection

The predictive algorithms collect and process data from various sources, including past performance statistics, player conditions, weather forecasts, and more. This extensive dataset forms the foundation for accurate predictions.

2. Machine Learning Models

The platform uses sophisticated machine learning models, including neural networks, to identify patterns and correlations within the data. These models continuously learn and adapt, improving their accuracy over time as more data becomes available.

3. Outcome Predictions

Based on the analyzed data, the algorithms generate predictions about the most likely outcomes of sports events. These predictions are presented to users in an easy-to-understand format, such as probability percentages or recommended orders.

Example Use Case

A user interested in trading on a football match can utilize the predictive algorithm to assess market movements and the potential value of different trading positions, such as going long or short on a particular outcome.

The algorithm analyzes factors like team form, head-to-head history, and player injuries to forecast price shifts. Based on this AI-driven insight, the user can open or close positions during the trading session, focusing solely on maximizing profit rather than predicting the final outcome of the match.

4.4 AI Bankroll Advisor

AI Bankroll Advisor is designed to assist traders in optimizing their financial decisions and managing risk effectively. This tool utilizes advanced machine learning algorithms and integrated AI to analyze a trader's historical performance, current market conditions, and real-time sports data to recommend the best strategy for managing their available capital, also known as the bankroll.

4.4.1 How the AI Bankroll Advisor Works

Analysis factors

The AI Bankroll Advisor performs an ongoing analysis of several analysis factors:

Historical Trading Performance

It analyzes a user's previous trades, taking into account factors such as win/loss ratios, order sizes, and profit margins.

Current Market Conditions

The system continuously monitors real-time market data, including odds, event changes, and market sentiment, to provide updated recommendations.

Risk Preferences

Traders can set their own risk profiles, and the AI system will tailor its suggestions to either a conservative, balanced, or aggressive bankroll strategy.

Recommendations

Based on these factors, the AI Bankroll Management System provides traders with tailored recommendations:

Optimal Order Sizing

Ensuring that a trader's order size is proportionate to both their bankroll and the perceived risk of the trade.

Diversification

Recommending the spread of the bankroll across multiple trades to minimize risk exposure.

Dynamic Adjustments

Recommending adjustments in real-time if market conditions change (e.g., odds shift due to team injuries).

4.4.2 Purpose of AI Bankroll

Data-Driven Decision Making

By leveraging AI, traders no longer need to rely solely on intuition or manual analysis. The AI bankroll tool provides data-backed recommendations that increase a trader's chances of long-term profitability.

Reduced Risk of Over-Exposure

One of the primary risks in trading is over-investing in a single outcome. The AI Bankroll system helps mitigate this risk by advising traders on how much to allocate for each trade relative to their total bankroll.

Customized Strategies

Traders can personalize their experience by setting their own risk preferences, allowing the system to offer a highly tailored trading experience that suits both beginners and experienced traders.

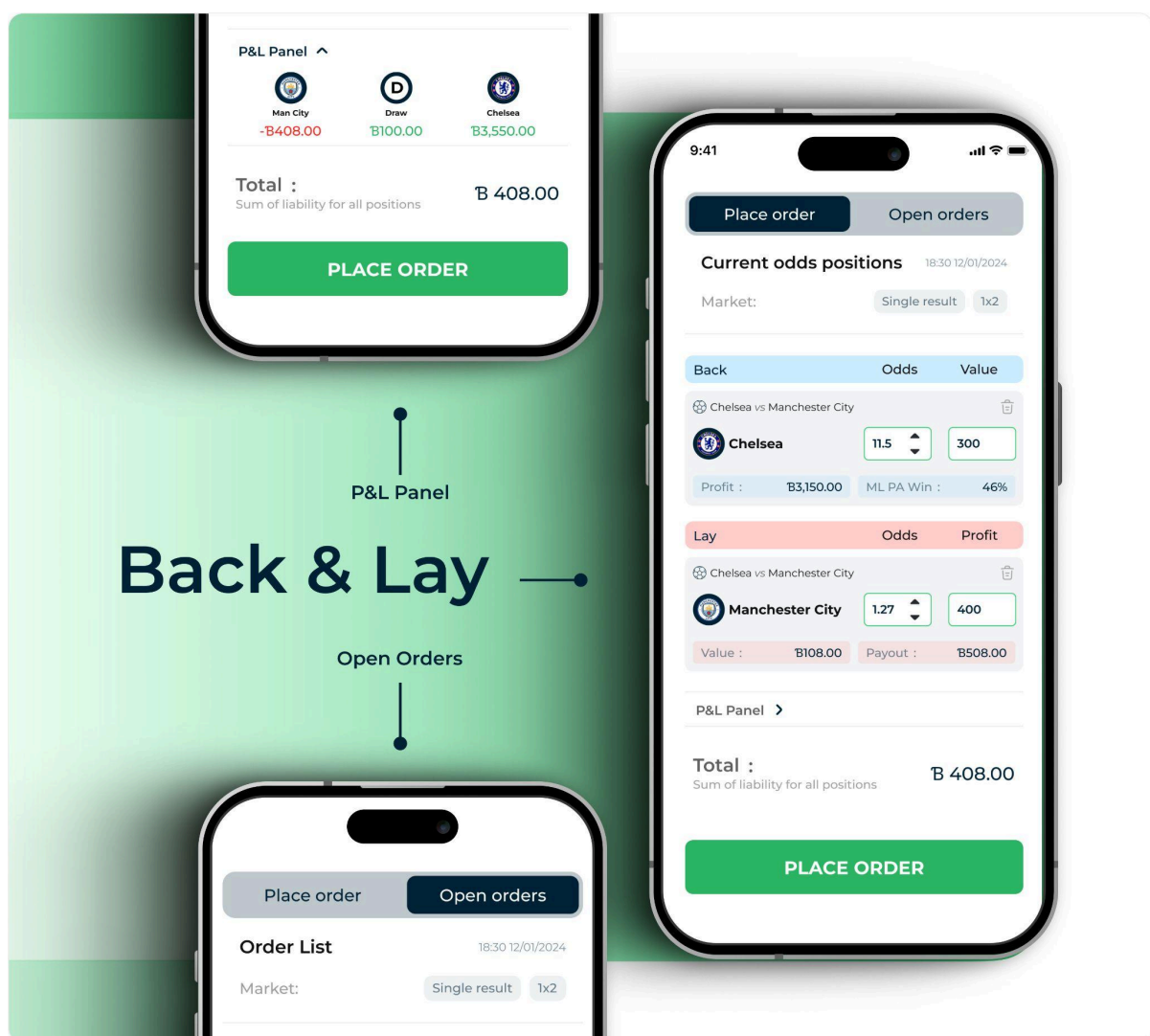
Continuous Learning and Adaptation

As users trade on Notbet, the AI system continuously learns from their behavior and the outcomes of their trades. This allows it to offer increasingly accurate and personalized recommendations as the user's trading patterns evolve.

4.5 Orderslip

The Orderslip in Notbet is a powerful tool designed to allow users to efficiently construct and manage multiple trades within an order.

Orderslip gives traders the ability to combine various trading positions, such as back and lay positions, into one organized trade, allowing for a more strategic approach to sports trading.



4.5.1 What is a position?

A trading position is a term that refers to the amount of **B** that a trader speculates, taking a specific market view within a particular event. A position can be either back or lay, and it can be open or closed:

Back position

The trader speculates that the outcome will occur, regardless of its probability.

A **back position** reflects the trader's belief that a particular outcome is likely to occur. The trader is effectively “supporting” or “backing” the event to happen (e.g., backing a team to win). This position is entered with the expectation of a favorable result for the outcome backed.

Lay Position

The trader speculates that the outcome will not occur, regardless of its probability.

A lay position allows the trader to take the opposite stance, where they are essentially acting as a counterparty to those backing the outcome. In this position, the trader speculates that the outcome will **not** happen (e.g., laying a team means the trader expects that the team will not win, allowing for the possibility that either the opposing team wins or the match results in a draw). Laying is akin to offering the market the chance to back the opposite outcome, and it provides traders with more flexibility in hedging their risk or speculating against the event.

Position Statuses

Open Position

An open position is one that is currently active in the market. The trader has committed to a back or lay stance but the event is ongoing, and the position remains unresolved.

Closed Position

Closed position occurs when the event concludes, or the trader exits the position, locking in either a profit or a loss. Closing a position signifies the end of the trade, and the outcome is fully realized.

Combining Positions in the Orderslip

The Orderslip enables users to combine back and lay positions into a single, unified order. This capability allows traders to craft intricate strategies by simultaneously managing multiple event outcomes.

4.5.3 What's an Order?

In Notbet, an order represents a collection of back or lay positions placed by the trader on a specific event. The order is processed through the platform's matching engine, and its status can change based on market conditions and how it interacts with other traders' positions.

Order Statuses

Orders can have several statuses that reflect their current state in the market:

Matched

A **matched order** occurs when the full amount of the position (whether back or lay) has found an opposing counterpart in the market. In this state, the trade has been successfully executed, and the trader's position is fully active. The outcome will be determined by the event's result.

Partially Matched

A **partially matched** order happens when only a portion of the trader's position has been matched by an opposing position in the market. The unmatched portion remains pending until further counterparties can be found, or the market closes. This can happen due to low liquidity or insufficient opposing trades for the full amount.

Example: A trader places a backorder for **B100**, but only **B50** is matched with an opposing lay. The remaining **B50** remains unmatched.

Pending

A **pending order** is one that has been submitted but is yet to be matched by any opposing position in the market. Pending orders remain open until the system either finds counterparties or the trader decides to cancel the order. This status is common when market liquidity is low, or the requested odds have not yet been met.

Canceled

A **canceled order** is one that has been withdrawn by the trader or automatically removed by the system (e.g., due to market closure). In this status, no part of the position is executed, and the order no longer exists in the market.

Expired

An **expired order** is one that was pending but didn't get matched before the event started, the market closed, or due to other conditions like scheduled suspensions or trader-set expiration times. In all cases, the system voids the order, returning the trader's stake with no profit or loss realized.

Rejected

A **rejected order** happens when the system or platform flags the order for some reason, such as incorrect odds, system failure, or liquidity issues. In this case, the order does not proceed and the trader is informed.

Matching Process

Full Match: The entire order is executed because there are sufficient counterparties on the opposing side.

Partial Match: Only part of the order is executed, while the remaining part stays pending until further counterparties are found.

Unmatched/Pending: No counterparties have been found, and the order remains unfilled.

4.6 Order Builder

Combine multiple orders for strategic management.

The Order Builder on Notbet functions similarly to an investment portfolio builder, allowing users to diversify their orders across multiple outcomes in one streamlined collection. Just as an investor might allocate funds across different assets, including high-risk, high-reward options, users can strategically combine various orders across different markets to balance risk and potential reward.

4.6.1 How Order Builder Works

1. Diversification of Orders

Users can combine multiple orders across different events or outcomes into a single wager.

2. Strategic Customisation

Similar to how an investor might allocate a portion of their portfolio to riskier ventures, Order Builder allows users to customize their orders to reflect their risk tolerance and desired returns. Users can mix conservative orders with a few high-stake ones to create a well-rounded trading strategy.

3. Simplified Management

Order Builder consolidates multiple orders, automatically calculating the combined odds and potential payouts, akin to a financial dashboard showing overall portfolio performance. This makes it easier for users to track their orders and understand the total risk and reward.

4.6.2 Order Builder Features

Flexibility and Control

Order Builder offers users the flexibility to craft a personalized trading strategy, similar to customizing an investment portfolio. This control is essential for both novice and experienced traders looking to optimize their wagers.

Enhanced User Experience

The platform simplifies complex trading strategies by providing a single interface for creating and monitoring combined orders, much like a portfolio management tool enhances an investor's experience.

Strategic Trading

Users can experiment with advanced strategies, such as combining low-risk orders with a few high-risk, high-reward orders, reflecting a balanced investment approach. This allows for a more thoughtful and potentially profitable trading experience.

4.6.3 Order Builder Use Case Example

Consider a user planning their weekend sports trades like an investor planning a portfolio. They could use Order Builder to place several safe orders on favored teams and add a high-risk trade on an underdog. Order Builder then calculates the total odds and potential return, offering a clear picture of the overall risk and reward, similar to an investment portfolio's risk assessment.

4.7 Social Trading



4.7.1 Group trading with friends and allies

Social trading transforms the traditional trading experience by integrating community-driven features, allowing users to engage with fellow traders in a more interactive and collaborative environment. This feature not only adds a layer of fun to the trading process but also enhances user engagement and retention.

4.7.2 How Social Trading Works

Group Trading

Users can create or join trading groups, where they can place orders together on various sports events. These groups can be formed with friends, family members, or other like-minded traders. By pooling their orders, users can share insights, strategies, and tips, making the trading experience more social and collaborative.

Shared Experiences

Social Trading enables users to share their trading activities, including their wins, losses, and strategies, with their groups. This shared experience fosters a sense of community and makes trading more engaging, as users can celebrate wins together or discuss outcomes.

Interactive Features

The platform offers interactive features such as chat rooms, leaderboards, and challenges within trading groups. These tools encourage communication and competition among group members, enhancing the overall social aspect of the trading experience.

4.7.3 Benefits of Social Trading

Enhanced User Engagement

Social trading increases user engagement by turning trading into a group activity. This social element makes the platform more appealing, especially to users who enjoy shared experiences and community interactions.

Group Strategy Development

Users can collaborate within their groups to develop trading strategies, share insights, and make collective decisions. This collaborative approach can lead to more informed trading decisions and potentially higher returns.

Increased Retention

The community aspect of social trading helps retain users, as they are more likely to return to the platform to engage with their groups, discuss upcoming events, and participate in group orders.

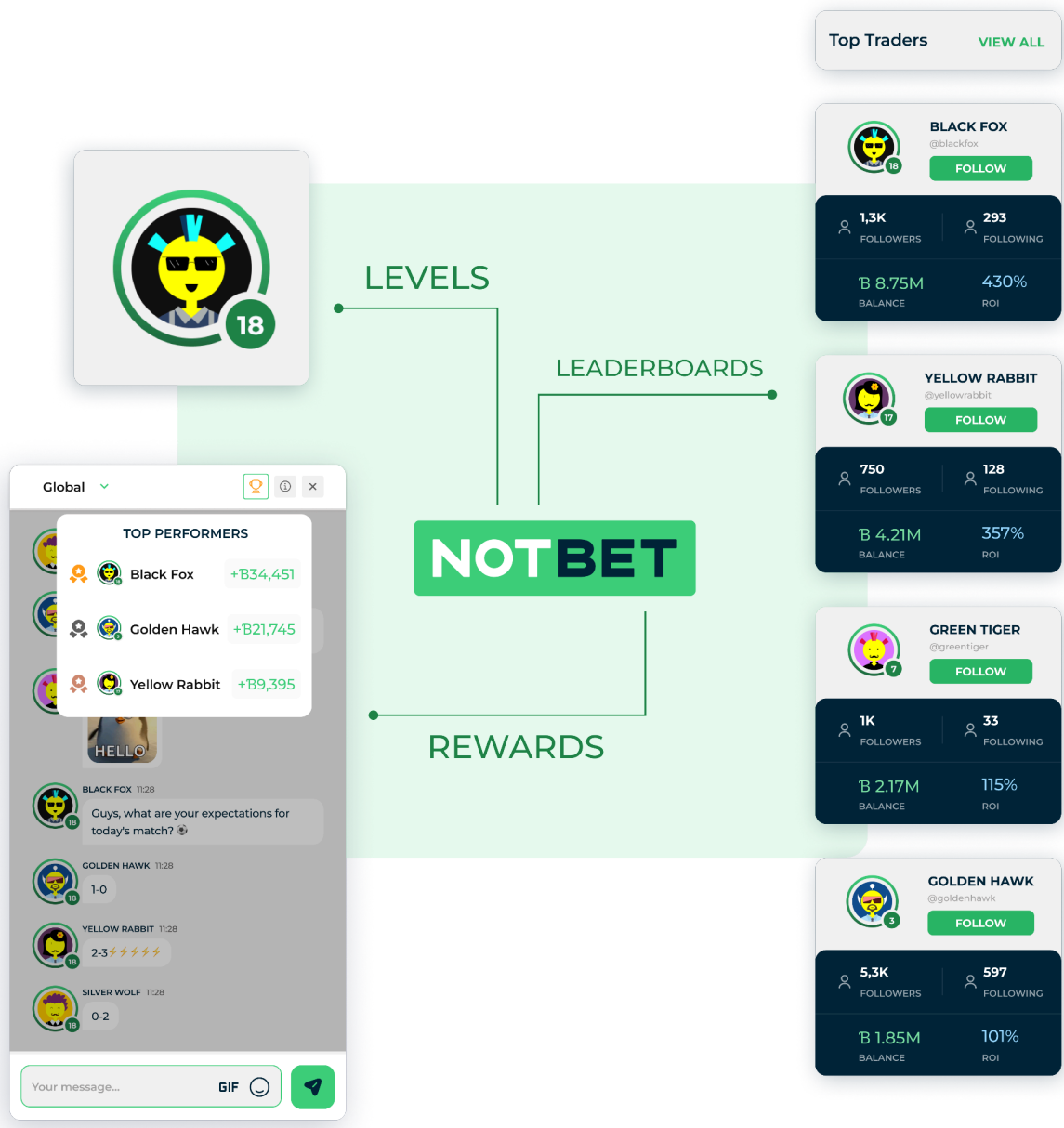
4.7.4 Social Trading Use Case Example

A group of friends passionate about football can form a trading group on Notbet. They can place orders on upcoming matches, share their predictions, and discuss strategies in real-time through the platform's chat feature. As they win or lose, they can track their progress on a group leaderboard, making the entire experience more enjoyable and interactive.

4.8 Gamification

4.8.1 What is Gamification?

Gamification is the strategic application of game-design elements and game principles in non-game contexts. It serves as a powerful tool to enhance user engagement, loyalty, and overall experience. Notbet leverages gamification to transform the traditional trading landscape into an interactive, rewarding, and socially-driven trading platform.



4.8.2 Gamification Key Elements

Leaderboards and Tournaments

Notbet implements competitive leaderboards and virtual tournaments, allowing users to compete for top positions. These features not only foster a sense of achievement but also encourage consistent platform engagement.

Challenges and Rewards

The platform offers a variety of challenges, from daily tasks to long-term goals. Completing these challenges rewards users with Bettercoins, badges, or exclusive access to features, incentivising continued participation and skill development.

Earn Bettercoins

B can be earned through various activities such as registration, referrals, and social interactions creating risk-free way for users to engage with the platform and learn about sports trading.

Progression System

Users can level up their profiles by consistently engaging with the platform. Higher levels unlock additional features, better rewards, and potentially lower fees, encouraging long-term commitment.

4.8.3 Gamification is cool

Enhanced User Engagement

By incorporating game-like elements, Notbet transforms sports trading from a transactional activity into an immersive experience, significantly increasing user engagement and time spent on the platform.

Educational Value

Gamification elements serve as effective tools for educating users about sports trading, blockchain technology, and responsible trading practices, lowering the entry barrier for newcomers.

Community Building

Features like social trading and leaderboards foster a sense of community among users, encouraging interaction and knowledge sharing.

Increased User Retention

The continuous rewards and progression system motivate users to return to the platform regularly, improving user retention rates.

4.9 Cross-Platform Aid

Cross-Platform Assistance in Notbet is designed to provide guidance, support, and educational resources to traders across all devices. These tools aim to help users understand the platform's features, improve their trading skills, and enjoy their experience.

4.9.1 Seamless operation across devices

The aids are designed to adapt to different screen sizes, operating systems, and user environments, making the platform accessible and convenient to use from any device.

Responsive Design

The Notbet platform employs responsive design principles, ensuring that the user interface automatically adjusts to fit the screen size and resolution of the device being used.

Enhanced Engagement

By providing seamless access across multiple devices, Notbet encourages greater user engagement. Users can place orders, track their progress, and interact with other features of the platform at their convenience, whether they are at home, at work, or on the go.

4.10 3-Step Trade

By focusing on the needs of the user, Notbet has created a streamlined process that allows orders to be placed in a matter of seconds, enhancing overall efficiency and engagement.

4.10.1 User-Centric Interface

The design of the 3-Step Trading process is centered around the user experience. Each step is carefully crafted to reduce friction, enhance usability, and ensure that users can place orders with minimal effort.

4.10.2 The Three Steps of Trading

Step 1: Select a Sport/Event

UX: The selection process is designed to be quick and effortless. Users are presented with a clean, categorized list of sports and events, with search and filter options to help them find their desired match quickly.

Time: This step typically takes **2-3 seconds** as users can easily navigate to their preferred sport or event without unnecessary scrolling or confusion.

Step 2: Open an order

UX: Order options are displayed in a clear, concise manner, allowing users to quickly assess their choices. The interface highlights the most popular orders, with an option to view more detailed trading markets if desired.

Time: Users can create their order in **2-4 seconds**, thanks to the intuitive layout that reduces decision-making time by presenting the most relevant options, first taking into account the available odds, probabilities and **B** amount.

Step 3: Confirm and Place The Order

UX: The confirmation screen is designed to be straightforward, with a clear summary of the open order and potential payout.

Time: This final step takes **3-5 seconds**, as users can quickly review and confirm their order with confidence, supported by clear visuals and straightforward controls.

4.10.3 Features and Benefits

It's Fast and Efficient

Dramatically reduced time required to place an order, enabling users to quickly engage with the platform and capitalize on live trading opportunities.

UX is Pleasant

Clear, intuitive design minimizes confusion and streamlines the decision-making process. The speed and simplicity encourage users to place more orders, increasing overall engagement and retention.

Less Complex

Makes the platform more accessible and less intimidating for new users.

4.11 Diverse Sports Directory



Expanding the horizons of trading

By offering a broad selection of sports, Notbet caters to a global audience with varied interests, ensuring that every user can find opportunities that align with their preferences and expertise.

This comprehensive approach sets Notbet apart from traditional sports betting platforms, making it a go-to destination for sports enthusiasts and traders alike.

4.11.1 Comprehensive Sports Selection

Notbet's Diverse Sports Directory includes all the most popular sports [\[4.11.1-1\]](#), ensuring that users can engage in trading across a wide spectrum of events.

Most Popular Sports Ranked By Total Fans

Rank	Sport Name	Fans	Regions
1	Football (Soccer)	3.5 Billion	Europe, Africa, Asia, America
2	Cricket	2.5 Billion	Asia, Australia, UK
3	Hockey	2 Billion	Europe, Africa, Asia, Australia
4	Tennis	1 Billion	Europe, Asia, America
5	Volleyball	900 Million	Europe, Australia, Asia, America
6	Table Tennis	850 Million	Europe, Africa, Asia, America
7	Basketball	800 Million	America, Oceania, Middle East
8	Baseball	500 Million	America, Japan
9	Rugby	475 Million	Oceania, South Africa, England
10	Golf	450 Million	America, Oceania, Europe

Notbet is strategically focusing on sports with both large fan bases and high global betting volumes [\[4.11.1-2\]](#).

GLOBAL BETTING GROSS WIN BY SPORT (\$bn)											
	2018	2019	2020	2021	2022	2023p	2024e	2025e	2026e	2027e	2028e
Football	27.5	28.3	26.2	35.1	42.1	47.6	52.9	57.3	62.7	66.5	71
Basketball	2.9	3.1	2.6	4.9	6	7.2	7.9	7.7	10.1	10	11.1
Tennis	2.2	2.2	2.3	1.5	3.1	3.6	4.1	4.4	4.9	5.4	5.8
American Football	0.8	1.1	1.6	2.5	3.1	4.9	6.7	9.9	7.9	9.6	10.5
Motor Sport	2.1	2.2	2.5	2.8	3.2	4.4	5.1	5.5	5.4	6.2	6.9
Other	10	8.6	8.1	11.5	13.6	15.9	17.6	18	21.1	23.7	26.3
Total	43.5	45.5	43.3	58.3	71.1	83.6	94.3	102.8	112.1	121.4	131.6

This approach ensures that the platform is well-positioned in the most lucrative markets, providing a robust foundation for rapid expansion.

4.11.2 Future Development

After establishing our presence in the dominant markets, we will expand our coverage to include sports where fan engagement and betting activity are less closely correlated.



In 2024, the projected revenue in the Esports Betting market is estimated to reach US\$2.5bn. [\[4.11.2-1\]](#)

Notbet isn't limiting itself to being merely a traditional sports betting marketplace. The platform is committed to continuous development and expansion, with plans to integrate additional features that cater to emerging markets and user demands.

A key area of future growth includes the incorporation of eSports, reflecting the rapid rise of competitive gaming as a global phenomenon. As of 2024, eSports has officially become part of the Olympic Games [\[4.11.2-2\]](#), further solidifying its place on the global stage and increasing its relevance in the sports industry.

League of Legends (LoL)

With over 100 million active monthly players and a global fan base exceeding 180 million, LoL is one of the most popular eSports. The annual World Championship attracts viewerships of over 100 million, with betting volumes estimated at \$1 billion annually.

Dota 2

Has a fan base of around 40 million players globally. The game's premier event, The International, regularly attracts viewerships exceeding 50 million, with annual betting volumes estimated at \$800 million.

Counter-Strike

CS has over 20 million active monthly players and a global fan base of around 50 million. Major tournaments like the CSMajor Championships see betting volumes of approximately \$1.5 billion annually.

Fortnite

Fortnite boasts over 350 million registered players, with a global fan base of around 125 million. The Fortnite World Cup attracted

more than 2 million concurrent viewers, with betting markets growing rapidly, currently estimated at \$500 million annually.

Overwatch

With around 10 million active monthly players and a fan base of 30 million globally, Overwatch's betting market is still growing, with annual betting volumes estimated at \$200 million. The Overwatch League has a significant following, with millions tuning in to watch each season.

Call of Duty

Call of Duty has a global fan base of over 100 million players, with annual betting volumes estimated at \$300 million. Major events like the Call of Duty League Championship attract millions of viewers.

Hearthstone

Hearthstone has approximately 30 million players worldwide, with a growing betting market. Annual betting volumes are estimated at \$150 million, with major tournaments drawing significant viewer interest.

FIFA eSports

FIFA eSports, based on the popular football video game, has around 40 million players and an estimated 20 million fans. Betting volumes for FIFA eSports tournaments are growing, currently estimated at \$100 million annually.

By adding eSports to its directory, Notbet aims to capture the attention of a younger, tech-savvy audience, providing them with the same robust trading tools and fair odds that are available for traditional sports.

4.12 Globalized Payments

Ability to support a wide range of global payment methods is essential for any platform aspiring to reach a global audience.

4.12.1 B as the Universal Platform Currency

By using B (Bettercoin) as the standard currency, Notbet consolidates global liquidity into individual pools per market rather than splitting liquidity across multiple currencies. This eliminates the need for multi-currency pools and removes costly conversion fees that can erode profits. As a result, transaction costs are reduced, allowing users to enjoy more competitive odds in each market.

4.12.2 Unified Transactions

On Notbet, all funds are automatically converted into B, allowing users to trade seamlessly. By using a single cryptocurrency for all transactions, Notbet eliminates the need for multiple currencies and exchange rates. This simplifies tracking spending and winnings, creating a more efficient and consistent experience across all sports and markets.

4.12.3 Integration with Global Payment Providers

Notbet's integration with leading global payment providers enables users to buy and sell B directly through the platform, using a variety of payment methods tailored to their region. This includes major credit and debit cards, bank transfers, e-wallets, and cryptocurrency payments. By offering such a diverse array of payment options, Notbet ensures that users from different regions can easily access the platform and engage in sports trading without being hindered by local payment constraints.

4.12.4 Enhanced Financial Flexibility

The ability to buy and sell **B** directly through the platform offers users greater financial flexibility. Users can convert their local currency into **B** at any time, allowing them to take advantage of favorable market conditions or lock in better odds for upcoming events.

4.12.5 Security and Transparency

All transactions are recorded on the blockchain, providing users with a verifiable and immutable record of their activity. This not only protects users from potential fraud but also ensures that all financial interactions on the platform are conducted fairly and transparently.

4.12.6 Future Developments

As part of its commitment to continuous improvement, Notbet plans to expand its global payment integrations further, making it even easier for users worldwide to engage with the platform. This will include adding more localized payment options and exploring partnerships with emerging fintech companies to offer innovative payment solutions.

4.13 Multilingual Platform

Notbet recognises the importance of catering to a worldwide audience and has integrated robust multilingual support into its platform. This feature is designed to break down language barriers, providing a seamless and inclusive experience for users, regardless of their native language.

4.13.1 Supported Languages

Notbet is focused on global accessibility through its comprehensive multilingual support, enabling users from different regions to interact in their preferred language. The platform's architecture is built to accommodate a diverse, global audience and will support the top most widely spoken languages [\[4.13.1-1\]](#), ensuring ease of use and a seamless experience for all users.



Top most widely spoken languages

1. **English:** Over 1.5 billion speakers globally.
2. **Mandarin Chinese:** Approximately 1.1 billion speakers.
3. **Hindi:** About 600 million speakers.
4. **Spanish:** Around 560 million speakers.
5. **Arabic:** Around 330 million speakers.
6. **French:** Approximately 310 million speakers.
7. **Bengali:** About 270 million speakers.
8. **Portuguese:** Approximately 260 million speakers.
9. **Russian:** Around 255 million speakers.

4.13.3 Localized User Experience

Beyond just translating the interface, Notbet's multilingual support includes localization of content, ensuring that cultural nuances and regional preferences are respected.

4.13.4 Support for Regional Markets

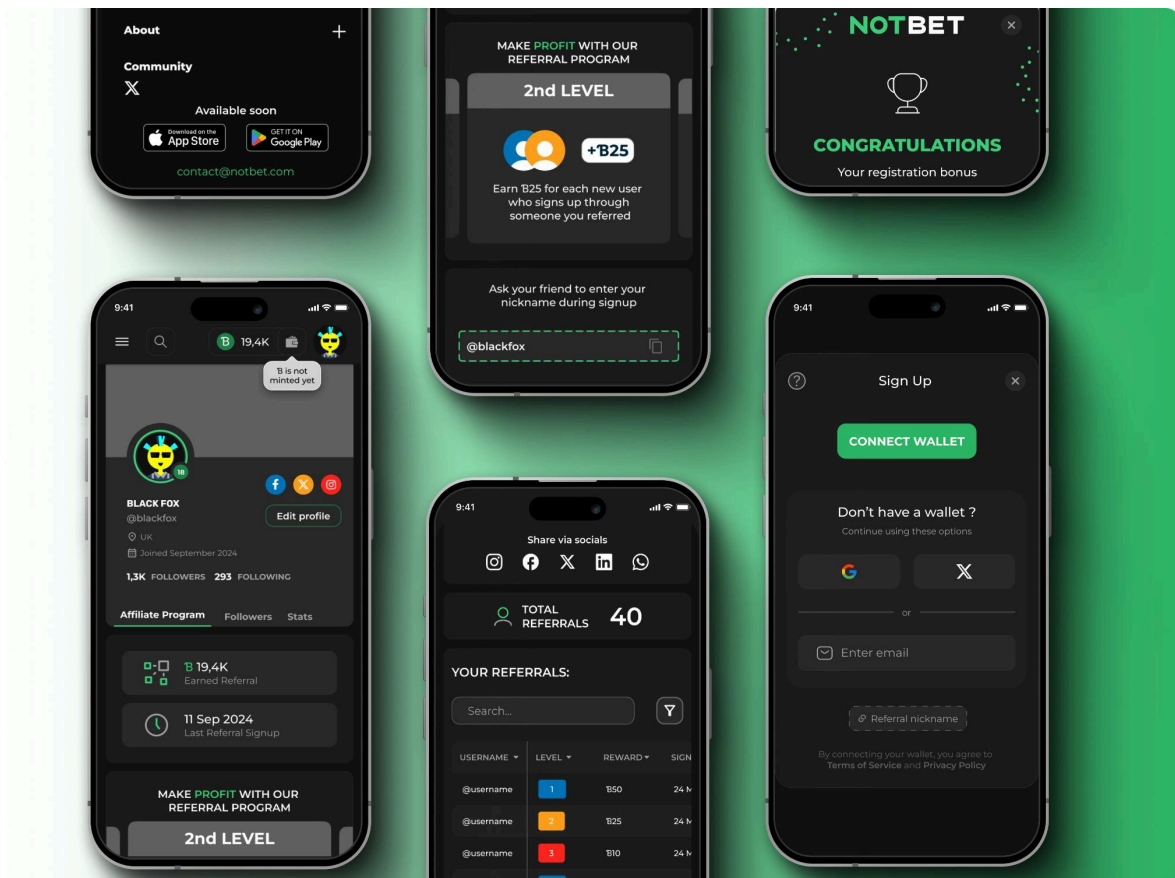
Users can view odds, event information, and other critical data in their preferred language, ensuring they have all the information they need to make informed betting decisions.

4.13.5 Future Developments

As part of its commitment to continuous improvement, Notbet plans to expand its multilingual support further by adding more languages and enhancing the quality of translations in the near future.

4.14 Affiliate System

A powerful tool for driving user acquisition, expanding platform reach, and fostering partnerships, Notbet Affiliate System is designed to both educate and reward users for introducing new members to the platform.



4.14.1 How the Affiliate System Works

The Affiliate System in Notbet operates through a simple, multi-level structure where existing users refer others to join the platform. The system ensures that both the affiliate and the new user benefit, creating a mutually rewarding relationship that encourages engagement.

4.14.2 Referral Links and Codes

Affiliates are provided with unique referral links and referral ids that they can share across various channels, including social media, websites, and personal networks. When a new user signs up using these links or codes, both the affiliate and the new user are credited.

4.14.3 Benefits

Incentivised Growth

The Affiliate System directly incentivises users and partners to contribute to the platform's expansion.

Community Engagement

Affiliates are not just users; they become ambassadors for the platform. This role fosters deeper community engagement, as affiliates have a vested interest in the platform's success.

4.14.4 Affiliate Levels

Notbet uses a **3-level affiliate system**, where rewards are distributed based on the number of referred users and the depth of the referral network. The levels are as follows:

1st Level: User A invites User B using a referral link. User A receives a reward when User B joins the platform.

2nd Level: User B invites User C using their referral link. User A also benefits when User C completes actions, despite being two degrees removed.

3rd Level: When User C invites User D, User A continues to receive rewards based on User D's activity. However, this is the final level at which User A will benefit.

User A does not receive rewards for User D's subsequent referrals (e.g., if User D invites User H, User A will not earn anything from User H's activity).

4.14.5 Why Join Early?

The affiliate system has been specifically designed for the early stages of Notbet's platform development and is planned to be amended in the future.

From an economic perspective, it's more beneficial for new users to join early because they may not have access to the same levels of rewards later on. By participating sooner, users can maximize their benefits before the affiliate program undergoes changes that could reduce the rewards offered.

4.15 Account Management

Set of systems, which are designed to offer users a comprehensive suite of tools for managing their accounts, safeguarding their assets, and enhancing their overall experience on the platform.

4.15.1 Key Features

KYC and AML Compliance

To meet global regulations, Notbet integrates KYC and AML processes into its Player Account Management system. Users must complete KYC verification for features like higher betting limits or withdrawals, ensuring compliance and protecting against fraud.

Account Customisation and Preferences

Notbet allows users to personalize their accounts by setting preferred languages, notifications, and security options. Privacy settings can also be managed, controlling what information is visible to others within the Notbet community.

Financial Management and Transaction History

The system offers comprehensive financial tools, enabling users to view balances, deposit/withdraw funds, and track transactions. It supports multiple currencies, including **B** (Bettercoin), with real-time updates on account activity.

Security Features

Security is a priority, with features like two-factor authentication, biometric login, and data encryption. Users are alerted to any suspicious activity, allowing them to quickly secure their accounts.

Reward and Loyalty Programs

Integrated with Notbet's reward system, users can track progress, redeem rewards, and join promotions, enhancing engagement and incentivising continued platform activity.

Support and Assistance

Notbet provides dedicated customer support through its Player Account Management system, offering access to a help center, support tickets, and live chat to promptly resolve any issues or questions.

4.16 Notbet Premium

Notbet Premium provides traders with exclusive features designed to enhance their trading skills, decision-making, and profitability.

4.16.1 Features list

ML Predictive Analytics

Subscribers access real-time market predictions using machine learning, helping them forecast outcomes and trends for smarter sports trading decisions. [4.16.1-1]

AI Bankroll Advisor

An AI-powered system offers personalized advice on trading strategies and bankroll management, optimizing capital allocation for long-term success.

Reduced Transaction Fees

Premium subscribers benefit from lower transaction fees on trades and withdrawals, enhancing profitability and overall trading experience.

Priority Customer Support

Premium users receive priority customer support, ensuring timely resolution of any issues.

Loyalty Rewards and Bonuses

The subscription plan includes access to enhanced loyalty rewards, bonuses, and promotions, encouraging ongoing engagement and rewarding active users.

Advanced Notifications

Subscribers can set up personalized alerts and notifications, staying informed about market changes, new events, and platform updates in real-time.

Customisable Alerts and Notifications

Premium users can set up personalized notifications for specific events, odds changes, or market movements. These alerts can be delivered via email, SMS, or push notifications, ensuring that users never miss out on important opportunities or updates.

API Access

Including API access allows advanced users and developers to create custom applications, dashboards, trading bots, or integrations that better meet their specific needs.

4.17 Advanced Trading Instruments

4.17.1 Derivative products in sports trading

In the evolving world of sports trading, Notbet is at the forefront of innovation by offering advanced trading instruments that go beyond traditional betting. These derivative products, such as Sport Options, provide users with sophisticated tools to enhance their trading strategies, manage risks, and capitalize on market movements. By introducing these instruments, Notbet is not only expanding the possibilities within sports trading but also setting new standards for fairness and transparency in the industry.

4.17.2 Sport Options

One of the features of Notbet's advanced trading instruments is the introduction of Sport Options. This derivative product allows users to acquire the right, but not the obligation, to place an order at a predetermined price before a sporting event begins. Sport Options are particularly valuable for users who want to hedge their trades, speculate on market movements, or lock in favorable odds without committing to a full order upfront.

Strategic Flexibility

Sport Options provide traders with greater flexibility, allowing them to react to market conditions and news developments in real-time.

Risk Management

By using Sport Options, users can effectively manage their risk exposure. For example, if the market moves against their initial bet, they can choose not to exercise the option, thereby limiting their losses.

4.17.3 Expanding the Range of Trading Instruments

As Notbet continues to grow, the platform is committed to expanding its range of advanced trading instruments. This expansion will include the introduction of additional derivative products that cater to the diverse needs of sports traders. These instruments will be designed to offer users more ways to engage with the platform, diversify their portfolios, and enhance their overall trading experience.

4.17.4 Future Developments

The development of new trading instruments will be guided by user feedback and market trends. Notbet aims to introduce products that not only meet the needs of its current users but also attract new participants to the platform.

4.17.5 Fairness and Transparency in Fee Structures

To maintain the platform's sustainability and support the ongoing development of advanced trading instruments, Notbet may introduce fees associated with specific trade types. These fees will be designed with the core principles of fairness and transparency, ensuring that they provide value to both the platform and its users.

Users will be fully informed of any fees associated with advanced trading instruments before executing a trade. This ensures that users can make informed decisions and understand the costs involved in their trading activities.

4.18 Integrated 3rd Party APIs

4.18.1 Enhanced platform functionality through API integration.

Integrations enable Notbet to offer a wide range of features—from real-time data feeds to enhanced security, all while maintaining a flexible, scalable infrastructure.

4.18.2 Real-Time Data Feeds

Integration with third-party data providers ensures users have access to real-time sports data, odds, and market movements, enabling quick, informed trading decisions.

4.18.3 Enhanced Security

Integration with leading security providers to implement advanced authentication, such as two-factor and biometric verification, protecting user accounts and transactions.

4.18.4 KYC Integration

Enables secure and efficient identity verification, allowing users to quickly complete KYC requirements and access the platform's full range of features.

4.18.5 Payment systems

Integrations with global payment gateways, offering a wide range of options for deposits, withdrawals, and trading in fiat, crypto, and other currencies.

4.18.6 Future Integrations

As Notbet evolves, additional integrations will include crypto exchanges and other necessary services to enhance platform capabilities.

4.19 Back-Office Controls

Efficient and secure back-office controls are crucial for the successful operation of any digital platform, particularly in the complex and dynamic environment of sports trading.

4.19.1 Key Features

Administrative Dashboard

The central hub of Back-Office Controls, this user-friendly dashboard gives operators real-time visibility into platform activities, including user activity, transaction volumes, and system performance, enabling quick decision-making.

User Management

Comprehensive tools allow operators to oversee user accounts, manage permissions, set access levels, and monitor activity. This supports efficient customer service and smooth account management.

Risk Management and Fraud Detection

Advanced tools using machine learning and real-time data analysis help identify suspicious activities, such as unusual betting patterns or unauthorized access. Operators receive alerts to mitigate risks and maintain platform integrity.

Financial Controls

Detailed financial management tools enable operators to monitor transactions, manage payouts, oversee liquidity, and ensure regulatory compliance, maintaining the platform's financial health.

Regulatory Compliance and Reporting

Back-Office Controls include tools for managing KYC and AML processes, generating compliance reports, and staying updated on regulations, ensuring the platform meets legal requirements and avoids risks.

Customisable Settings and Configurations

Operators can customize platform settings, including betting limits, market setups, fee structures, and promotional activities, tailoring the platform to their business objectives and market conditions.

Performance Monitoring and Analytics

Advanced analytics and monitoring tools provide insights into user behavior, market trends, and platform performance, enabling data-driven decisions and optimisation of user engagement and platform efficiency.

Audit Trails and Activity Logs

Detailed audit trails and activity logs track all administrative actions, user activities, and financial transactions, ensuring transparency, accountability, and proper documentation for compliance and issue resolution.

4.20 In-Play Trading

Users can place orders while the event is happening, allowing for dynamic trading opportunities as the odds shift in real-time based on the unfolding action.

4.20.1 Key Features

Real-Time Data Integration and Processing

The core architecture of Notbet's In-Play Trading is built on a robust, low-latency data ingestion and processing pipeline. This infrastructure leverages distributed stream processing frameworks to handle high-velocity, real-time data feeds from multiple sports data providers. The system employs a microservices architecture, with each microservice dedicated to specific data transformation and enrichment tasks.

Event-driven processing ensures that every granular action within a sporting event — such as goals, fouls, or substitutions that triggers immediate updates to the trading market. This is achieved through a combination of Complex Event Processing (CEP) engine and time-series databases optimized for real-time analytics. [\[4.20.1-1\]](#) The platform utilizes advanced data serialization formats to minimize latency in data transmission and parsing.

To maintain data consistency and fault tolerance, the system implements a distributed log as the central nervous system for event streaming. This allows for horizontal scalability and ensures that all components of the trading engine have access to a single source of truth for real-time event data.

Dynamic Price Adjustments

Unlike traditional sportsbooks, where odds are fixed or adjusted manually, Notbet automates price and odds adjustments

through our proprietary algorithms. Each market (e.g., home win, away win, total goals) operates like a financial instrument, where the odds fluctuate based on the live feed of actions and events.

4.20.2 Platform Features Supporting In-Play Trading

Market Liquidity

B (Bettercoin) serves as the universal currency, consolidating liquidity across different events and markets, reducing fragmentation and enabling smoother transactions.

Real-Time Market Depth

Users are provided with real-time visibility into market depth, displaying active buy and sell orders, trading volume, and price fluctuations. This transparency allows traders to gauge market sentiment and adjust their strategies accordingly.

Advanced Risk Management Tools

Notbet offers advanced risk management features, such as stop-loss orders and limit orders, which allow users to automate their trades based on specific price points. These features are critical for in-play trading, where rapid market changes can occur in response to game events.

AI-Driven Insights

Notbet enhances in-play trading by offering AI-driven insights that analyze real-time data, team form, and historical performance to provide users with predictive analytics. These insights help traders make informed decisions as the event unfolds, improving their ability to profit from dynamic price movements.

5. Tokenomics

B (Bettercoin) is designed to be the cornerstone of the Notbet ecosystem, serving as both a key currency and a mechanism for driving long-term value growth.

As of 2024, **B** has not yet been minted as a cryptocurrency and holds no monetary value. It cannot be bought or sold.

The only way to acquire **B** is through participation on the Notbet platform. This ensures that **B** is earned based on user engagement, reinforcing the decentralized and gamified nature of the Notbet ecosystem.

B serves as both the primary trading currency and the currency for paying transaction fees within the Notbet platform, creating constant demand for the future native coin as users engage in trading activities and transactions.

6. Security and Compliance

Security and compliance are foundational pillars of the Notbet platform, ensuring that users can trade with confidence in a safe and legally compliant environment.

6.1 Smart Contract Security

At the core of Notbet security architecture are smart contracts. These smart contracts are rigorously audited to identify and eliminate potential vulnerabilities. Through comprehensive testing and validation processes, Notbet ensures that its smart contracts operate as intended, safeguarding user funds and ensuring the reliability of all transactions.

6.2 KYC and AML Compliance

To comply with international regulations and prevent illicit activities, Notbet incorporates Know Your Customer (KYC) and Anti-Money Laundering (AML) processes into its platform in regions where it's required by law according to the current legal status. Users in such regions will be required to complete KYC verification before accessing certain features, such as higher betting limits, withdrawals, and participation in larger trading volumes etc. This verification process ensures that all users are properly identified, reducing the risk of fraudulent activities and ensuring compliance with global standards.

Notbet's commitment to security and compliance is central to its mission of creating a fair, transparent, and secure sports trading platform.

7. Roadmap

7.1 Q1 2024: Research & Planning

7.1.1 Market Research

In-depth research into the sports betting and Web3 industries, identifying key opportunities and potential challenges.

7.1.2 Social Effects Analysis

Study the effects of social apps on user behavior and engagement, identifying potential features to incorporate into the platform.

7.1.3 Market Analysis

Analyze major competitors, such as hybrid trading platforms, blockchain solutions, iGaming trends together with both FX and blockchain-based trading platforms, sports betting exchanges, and traditional bookmakers.

7.2 Q2 2024: Initial Development

7.2.1 Platform Architecture

Design of the platform's decentralized and centralized architecture.

7.2.2 Better Protocol Concept

Finalize the structure and design of Bettercoin, determining how it will be earned and used within iGaming industry.

7.3 Q3 2024: Design & Development

7.3.1 Platform Design

Finalize the design for the Notbet platform, ensuring smooth integration of hybrid trading features and decentralized components.

7.3.2 Affiliate System Design

Complete the design and mechanics for the multi-tier affiliate program, ensuring scalability.

7.3.3 Gamification Elements

Continue design of the gamified features such as leaderboards, daily activities, and engagement tools.

7.4 Q4 2024: Prototype, Whitepaper, and Affiliate Program

7.4.1 Whitepaper Release

Publish the official whitepaper, outlining the platform's vision, technology, tokenomics, and roadmap.

7.4.2 Affiliate Program Launch

Roll out the affiliate program, allowing early users to start referring others and earn **B**.

7.4.3 Prototype Trading Platform Launch

Launch a prototype of a free-to-trade version of the trading exchange, allowing users to trade and experience the platform's core functionality.

7.5 2025: Full Free-to-trade Platform

7.5.1 Notbet Premium & Additional Features

Launch Notbet Premium, offering advanced tools and features for users, along with enhanced trading options.

7.5.2 Community Building

Ramp up community engagement through social media, influencer partnerships, and Web3 platforms to attract a larger user base.

7.5.3 Multilingual & Global Expansion

Introduce a multilingual system to serve global markets, with additional languages to be added as the platform expands. Optional KYC processes, aimed at preparing for Bettercoin minting and the platform's transition to trading with Bettercoin, will ensure future compliance across different regions.

7.6 Future: Bettercoin Minting

Minting of Bettercoin as the platform ecosystem matures, transitioning the currency from platform-exclusive to a minted cryptocurrency for expanded utility.

Glossary

ML-Driven Predictive Analytics: Machine Learning (ML) tools that analyze patterns, historical data, and other performance metrics to provide predictive insights on sports events, helping users make informed trading decisions.

Arbitrage Betting: A strategy where users place bets on all possible outcomes of an event across different platforms to ensure a guaranteed profit regardless of the event outcome, exploiting differences in odds.

B: Bettercoin. The future blockchain native coin, a utility token used within the Notbet platform for transactions. It powers all trading activities on the platform and incentivizes user engagement.

Blockchain-Agnostic: Refers to a platform that operates on multiple blockchain networks rather than being tied to a single blockchain, ensuring flexibility and scalability across different ecosystems.

Bookmaker: An entity or individual that sets odds and accepts bets on the outcome of sporting events. Traditional bookmakers often take a margin on odds to guarantee profit.

Commission: A small fee (0~3%) charged on successful trades. On the Notbet platform, a fee is applied only to winning trades, contrasting with the higher margins of traditional bookmakers.

Decentralized Exchange (DEX): A peer-to-peer marketplace where transactions occur directly between users without intermediaries. In Notbet, users trade directly with each other via smart contracts.

Liquidity: The availability of assets in a market to facilitate trading. High liquidity means that traders can easily buy and sell without significantly affecting the price.

Liquidity Pool: A reserve of tokens or assets locked into a smart contract to provide liquidity for decentralized exchanges. On Notbet, liquidity pools ensure that users can place and settle trades seamlessly.

Market Depth: A measure of the number of open orders (buy and sell) in the market at various price levels. Greater market depth means more liquidity and less price fluctuation with large trades.

Nash Equilibrium: A concept from game theory where all participants in a market are making the best decision they can, given the choices of others. In Notbet's trading system, the goal is to achieve balanced prices reflecting the true value of assets.

Smart Contracts: Self-executing contracts with the terms written into code. They automatically enforce agreements and conditions without the need for intermediaries. Smart contracts ensure transparent and secure transactions on Notbet.

Spread: The difference between the buy and sell price of an asset. On traditional platforms, the spread represents the bookmaker's profit. Notbet operates with a fair spread and charges commission only on winning trades.

Volume-Weighted Average Price (VWAP): A trading benchmark that gives the average price of a security over a specified time, weighted by volume. This metric is used to ensure fair price adjustments on Notbet's platform.

Better Protocol: The decentralized infrastructure that powers Notbet, offering liquidity sharing, cross-chain operability, and scalability across multiple blockchain ecosystems. Better Protocol ensures a standardized, efficient, and secure environment for iGaming platforms to conduct trades, manage transactions, and optimize costs by utilizing a unified, blockchain-agnostic system.

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