



PROJECT UPDATE

JULY, 2022

 twitter.com/beterocoin

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*"We don't want to **tell** our dreams,
we want to **show** them"*

Christiano Ronaldo



 **ETERO**





INTRODUCTION

Betting platforms are on the rise. New technologies have allowed centralized companies to rapidly become involved in betting all over the world. As compared to five years ago, betting is now very easy and can be done using just your mobile phone. The sports betting market alone exhibits increasing growth at a CAGR of over 10%, with a year-over-year growth rate of 9.58% in 2019. The US sports betting market is predicted to hit \$5.7 billion by 2024.

Join Beteros journey to revolutionise the betting market fueled by the power of blockchain

The screenshot displays a mobile betting application interface. At the top, there are navigation options for 'ALL GAMES' and 'LIVE GAMES', along with a balance of '\$ 0.00' and a 'DEPOSIT' button. A sidebar on the left lists various sports categories like Soccer, UEFA, England, Premier League, Championship, League 1, League 2, National League, Germany, Spain, Basketball, Tennis, and Ice hockey. The main content area shows a live match for Manchester United vs Southampton in the Premier League, with a score of 0-0 at the 33:09 mark in the 1st half. Below the match details, there are betting odds for 3-Way and Double chance markets. On the right, a 'Betslip' section shows a selected bet: '3-Way: Berni Berni - Watford' with a stake of \$ 7.25 and a possible winning of \$5. A 'Place bet' button is visible at the bottom of the betslip.

Market	1	X	2
3-Way	1.53	4.30	6.00
Double chance	2.53	4.30	6.00
Double chance	1.53	4.30	6.00
3-Way	1.53	4.30	6.00
Double chance	1.53	4.30	6.00
Double chance	1.53	4.30	6.00



THE PROBLEM



BAD ODDS

- Traditional platforms seem to focus more on maximizing their profits than on giving back to the users, which is a sign of centralized structures and outdated thinking.



LOW LIQUIDITY

- Fully decentralized prediction market protocols have low liquidity, so not all betting options can be covered.



LOW TRUST

- Crypto-based betting platforms that rely on centralized structures are easy to use. However, they have low trust levels, and as their goal is to maximize the profit for shareholders, odds are unfavorable for the users, resulting in the latter losing money over time.

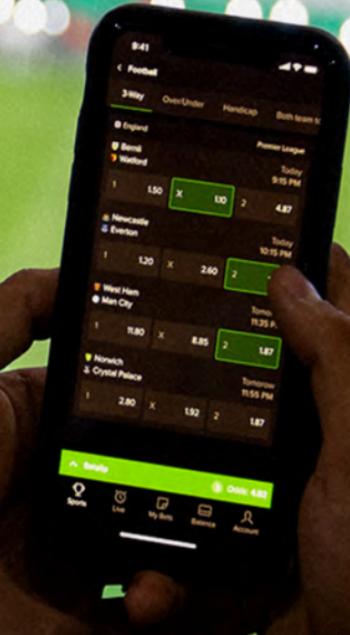


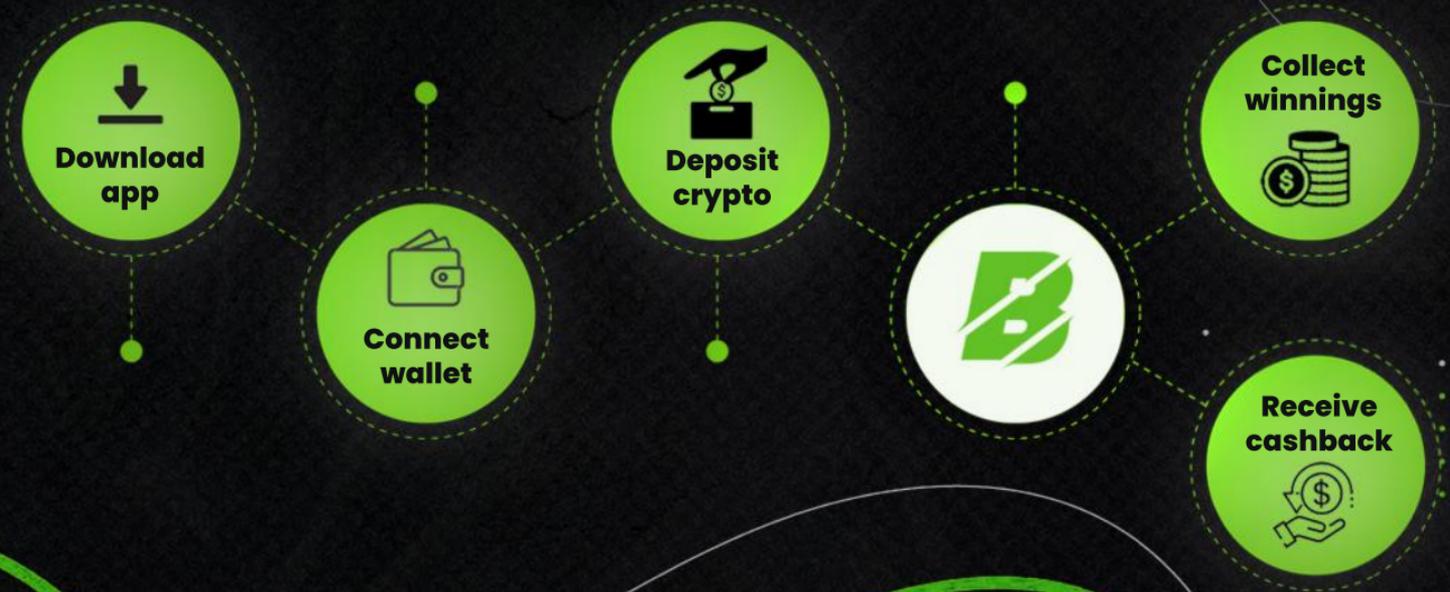
HIGH FEES

- Well-known betting platforms are Bet365, Tipico, etc. In 2019, Bet365 made a revenue of 2.981 billion GBP, with an operating income of 767 million GBP. This is a profit margin of more than 25%.



When Decentralization Meets Sports Betting, Everyone Wins







DEVELOPMENT ROADMAP





THE BETERO APP

By aggregating various sports data providers, Betero will be able to offer the best odds on the market. Moreover, through the integrated Betero DAO, token holders can vote for their preferred data providers.

Betero's unique profit redistribution mechanism will ensure that the users and BTE holders profit the most from the success of the betting platform. All profits will be redistributed back to the people, making Betero fully decentralized.

The Betero app is very simple to use; it offers users all the necessary information and just the right tools for placing bets on the go.





HIGH LEVEL DEVELOPMENT MILESTONES





MASS MARKETING
& SPONSORING



TARGETED ADS



SUPPORT FROM
FOOTBALL PLAYERS



PRESS RELEASES



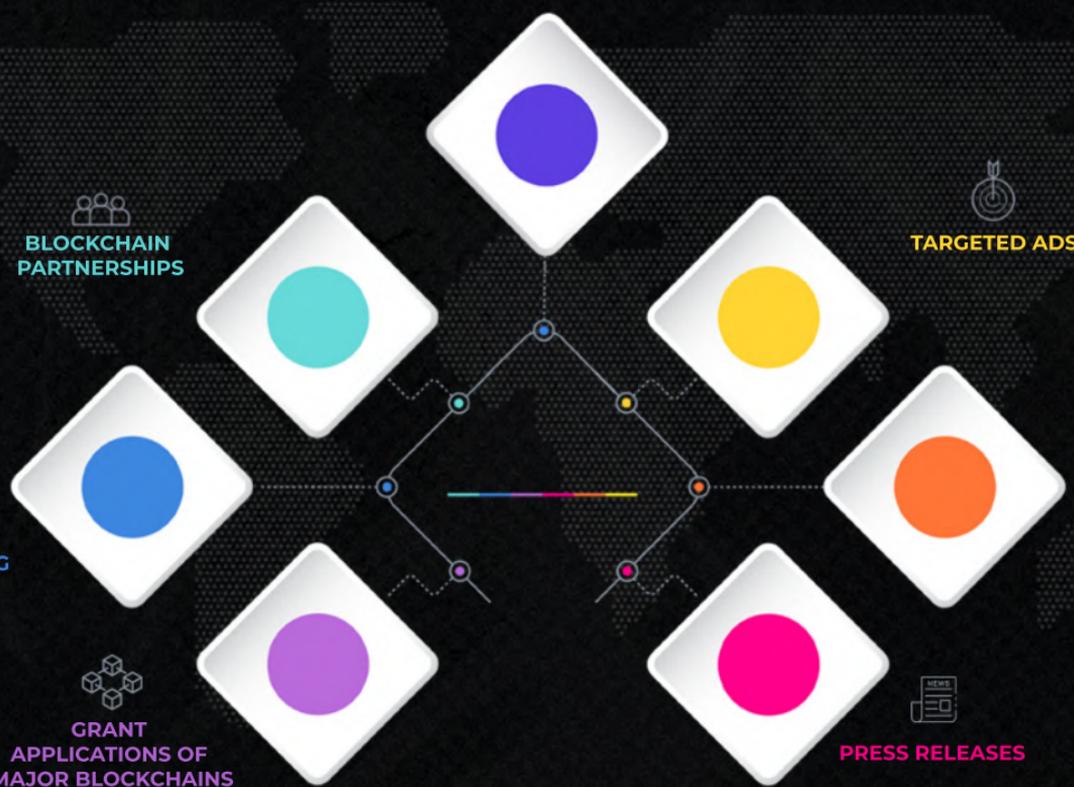
BLOCKCHAIN
PARTNERSHIPS



APP MARKETING



GRANT
APPLICATIONS OF
MAJOR BLOCKCHAINS





PHASE I – PRESS RELEASES

Focus on passive marketing to spread the word about Betero. We will release Sponsored Articles and Press Releases on leading crypto publication platforms.



This kind of marketing stays online for a long time and builds trust around the Betero brand.



Passive marketing



PHASE II – BLOCKCHAIN PARTNERSHIPS

Next is to build partnerships in the DeFi space to increase the BTE token's exposure and make it accessible on major decentralized exchanges (DEX). We are also in discussion to set up farm pools on major DEXes.



 UNISWAP



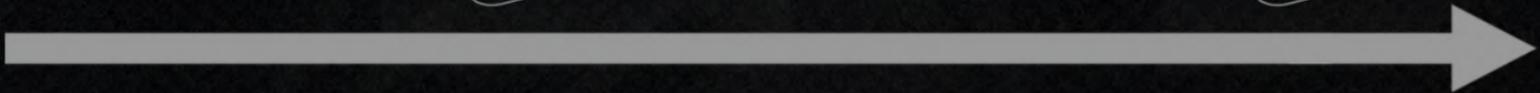
 PancakeSwap



 IMME



 Multichain



Passive marketing



PHASE IV – GRANT APPLICATIONS OF MAJOR BLOCKCHAINS

Blockchain companies and providers are always looking to invest in interesting new startups. Betero is reaching out to major blockchains using our big network of the team and advisors.



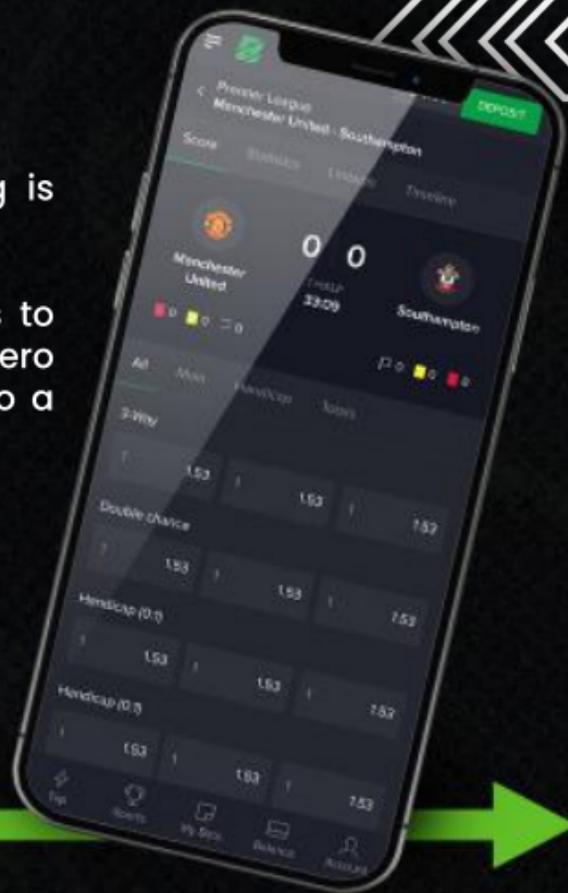
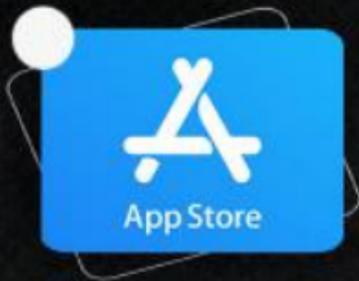
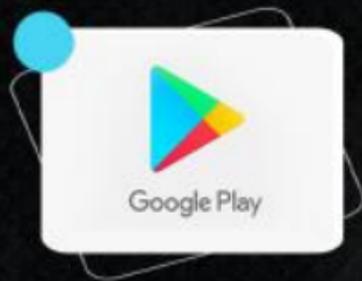
Passive marketing



PHASE V – APP MARKETING!

After the release of the Betero app, our marketing is shifting from passive to active marketing.

This is the time when we will open the flood gates to attract a mainstream audience to download the Betero app for iOS and Android, making Betero available to a global audience.



Passive marketing



PHASE ∞ – TARGETED ADS

Chances are high; you will see Betero ads on the app stores and Instagram, Facebook, Snapchat, TikTok, and influencer marketing on YouTube.



+

Passive marketing

+





PHASE ∞ – MASS MARKETING & SPONSORING

Betero will perform billboard marketing and create sponsorships for clubs and arenas to scale up.

Passive marketing

+

+





**BTE STAKING
INCENTIVES**



**BTE PREMIUM
TIERS**



**BETERO NFT
PLATFORM**





BTE STAKING INCENTIVES

Launch of the Betero farm and staking to incentivize long term token holders

BETERO FARM

EARN BTE





BTE PREMIUM TIERS

Holding BTE tokens provides lots of benefits while using the Betero app such as Cashback, Boost, Bet Pump and Bet Oracle.

Also, token holders receive a major part of the platform profits



	 Wooden	 Bronze	 Silver	 Gold
BTE Holdings	0	30,000	150,000	500,000
Cashback Share	10%	20%	30%	40%
Betero Boost	2x	2.5x	3x	4x
Bet Pump	0%	2%	5%	10%
Bet Oracle	No	No	No	Yes





BETERO NFT PLATFORM

Holding BTE allows people to purchase special limited edition NFTs that grant access to the Betero Club. First, it is coming as a virtual group to gain insider information and sports data.



Tier 1



Tier 2



Tier 3





Thanks,
your Betero team!

