



myEdge

*NEXT GENERATION COMPARISON
ENGINE AND CRYPTOCURRENCY
HUB FOR THE BLOCKCHAIN ERA.*

The first blockchain-based ecosystem to provide offers comparison for decentralized trading and prediction networks with a powerful intermediate cryptocurrency for maximum mobility and minimum funds transfer costs.

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Vision

myEdge's vision is to bridge the gap between mass market and blockchain economy, by enabling individual users to get the best available offers at any given time, while at the same time - eliminating complex and costly token conversion processes by using a single token as the standardized currency in the **myEdge** ecosystem for unified cross-platform use.

Mission

myEdge's mission is to revolutionize the prediction markets industry by eliminating the built-in player disadvantage, promoting efficiency by giving players unlimited market flexibility and creating optimum conditions for success in predictions. We strive to collect and present all offers for any outcome in every prediction and to harness the power of blockchain for quick and seamless access to any chosen platform, regardless of the cryptocurrency it uses.

myEdge aims to create a two-fold solution:

1

Develop the first predictions comparison service dedicated to cryptocurrency based platforms giving players the advantages of finding the best offer for any outcome and increase returns.

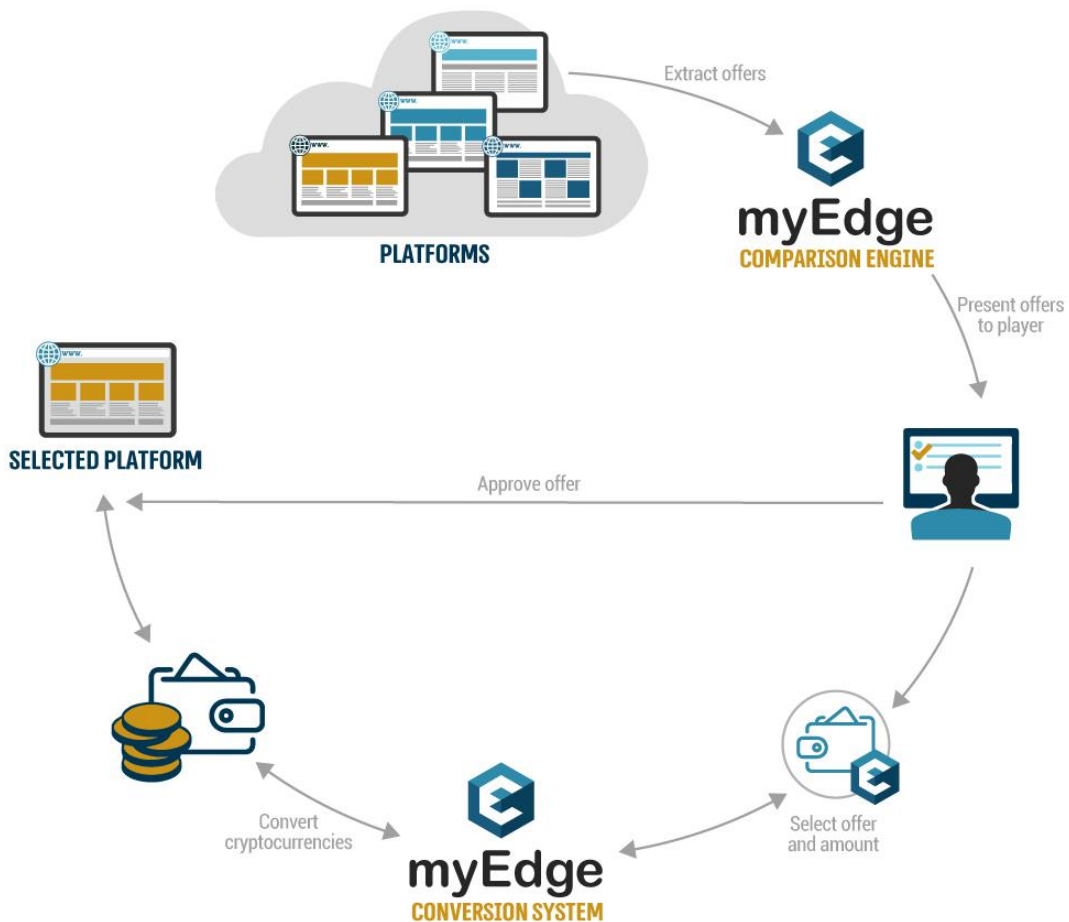
2

Create a powerful intermediate currency to facilitate a fast, efficient and low cost way to wager on any compared platform without the need to perform individual lengthy and complex currency conversions to target platform token, which will become the standard currency in the industry.

myEdge's long term goal is to simplify the wager process on all existing platforms and eliminate the need to use countless currencies by using a single leading token as a standardized currency for the blockchain prediction industry.

How myEdge Works

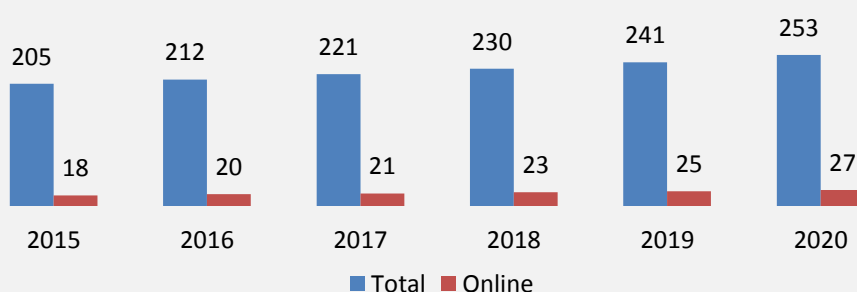
myEdge collects offers from various trading and prediction platforms by using powerful parsing tools, analyzes and arranges the data, and presents it to players by event, prediction type, outcome and platform. Once an offer is selected, the player can use the **myEdge** reserve system to skip lengthy and complex multiple funds conversions and benefit from immediate and cheap access to the target platform's token needed for the wager or investment hedging.



Market Landscape

The prediction markets industry is enormous and is growing rapidly in both size and stature. Online prediction markets are built on the principle that markets serve to aggregate the beliefs of multiple traders to generate a forecast. It spreads over multiple fields and includes key sectors such as:

Sports betting generated USD 212 billion in revenues in 2016 and forecast to reach USD 253 billion by 2020 ^[1]



Forex options segment, which has a daily turnover of USD 250 billion in 2016 out of USD 2.7 trillion of currency derivatives ^[2], not including commodities derivatives, which is expected to be adopted by new cryptocurrency-based platforms to allow users to predict crypto currencies future movements.

eSports, another emerging segment, with USD 5.5 billion estimate for the total value wagered in 2016 and USD 12.9 billion expected in 2020 by 6.5 million unique active players. ^[3]

Innovation in technology and improving broadband penetration, as well as growth in the number of televised events due to increasing global interest in the outcome of high-profile events among the public, are leading to an increase in the demand for online prediction opportunities.

[1] www.businesswire.com/news/home/20161019005427/en/Top-4-Emerging-Trends-Impacting-Sports-Betting

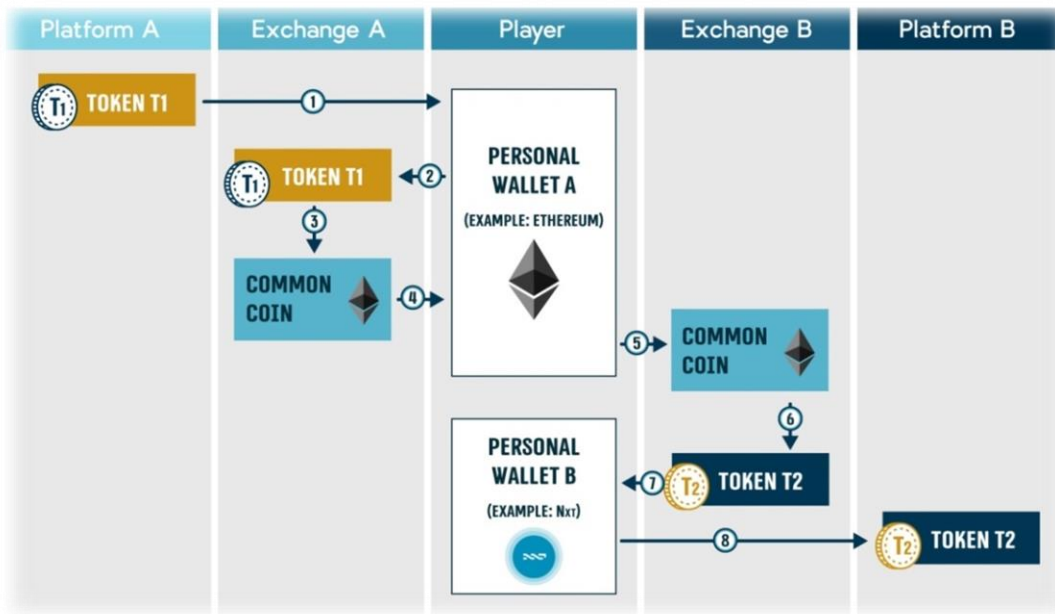
[2] <http://stats.bis.org/statx/srs/table/d11.1>

[3] www.esportsbettingreport.com/wp-content/uploads/2017/04/Esports-White-Paper-v3.pdf

Problem

The traditional prediction markets industry is characterized by a strong built-in player disadvantage, with providers having full control of the funds deposited by players. Not only does this place a risk for the player losing their funds, it also prevents quick transfer by the player to an alternate provider, limiting their freedom to use multiple platforms concurrently. A player has little chance to take advantage of better offers presented to him across other platforms, either due to the short time provided to act on an offer or funds transfer costs, making the move to a new platform cost-inefficient despite the better offers.

The obvious disadvantage of the existing ecosystem for the players has led to a new type of platform - the decentralized cryptocurrency-based platform. While the new platforms harness the power of blockchain to create new trustless ecosystems with smart contracts and fast and cheap funds transfer, eliminating FIAT currency-based limitations, most new platforms introduce a new way to tie players to their platform by using a designated cryptocurrency. Switching between platforms will require the player to make lengthy, complex and expensive conversions to transfer funds across different platforms while keeping multiple wallets and multiple exchange accounts at any given time.



Example of a manual token conversion process

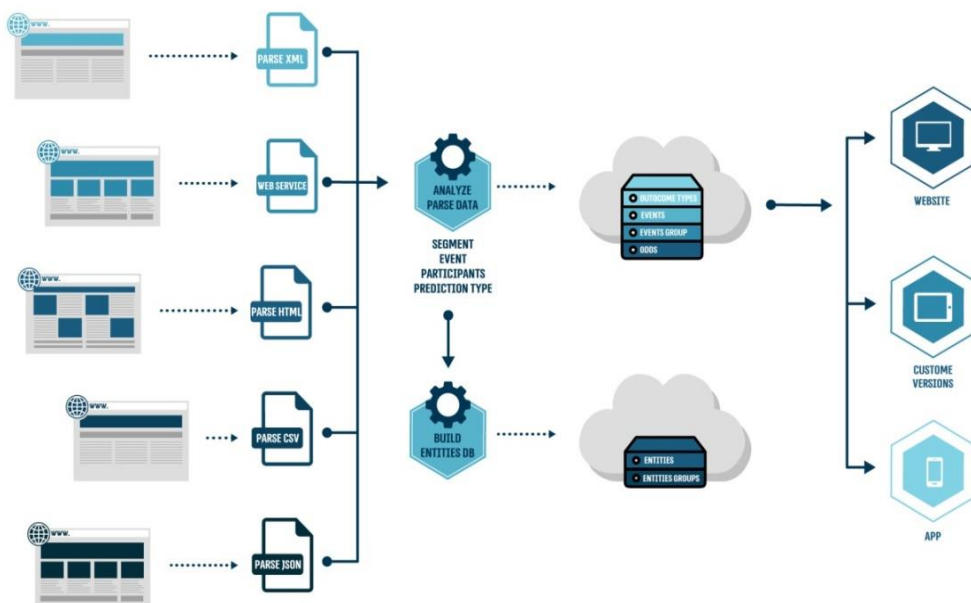
Both traditional and cryptocurrency providers include a margin of up to 10% between the forecast odds and the actual offer to ensure a long-lasting profit. These high margins dramatically reduce the user's ability to profit over time.

Sophisticated players try to increase their returns by exploiting the fact that each provider uses a slightly different way to determine probabilities and over time those offers change depending on time left and the actual funds wagered by outcome, leading to different offers presented by different providers. Scanning numerous platforms manually is time consuming and inefficient. The process then of getting the token needed for the wager is usually lengthy, expensive and complicated.

Solution

myEdge is a first of its kind, next generation blockchain-based ecosystem, empowering players in various prediction and trading industries to maximize the value of their wagers by providing an offers comparison service for decentralized prediction and trading networks.

myEdge uses powerful parsing and analyzing tools to extract and compare offers from cryptocurrency-supported platforms and presents them to users, so they can select the highest paying offer of any prediction for a wide variety of prediction events, increasing returns substantially.



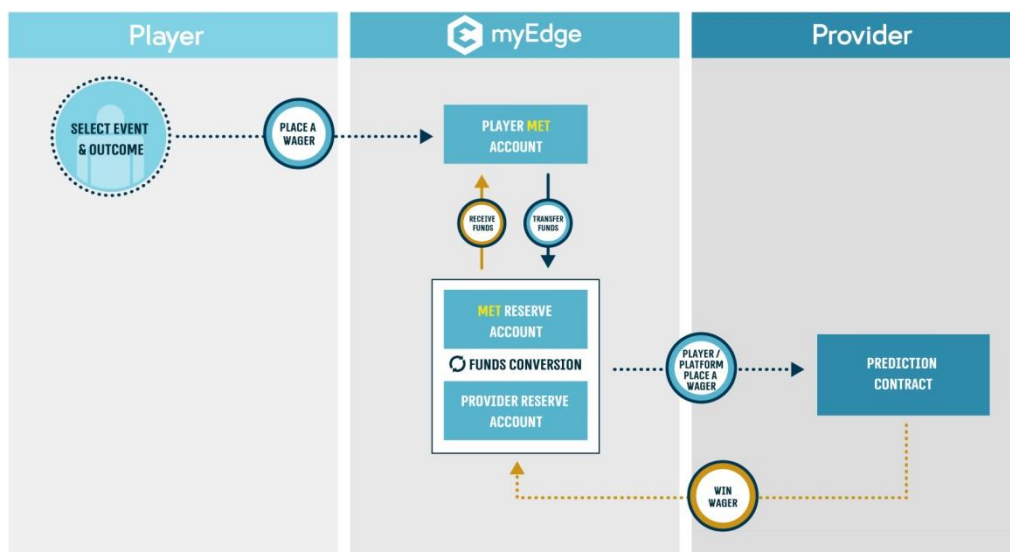
myEdge comparison engine flow

The mere comparison offered by **myEdge** structurally refers the player to the best possible outcome out of all outcomes presented by providers, and once such offer is selected, **myEdge** tokens conversion system will kick into action to leverage the advantages of the crypto industry to make the process as easy, safe, cheap and fast as possible.

myEdge will operate on top of cryptocurrency-supported platforms only to ensure players have control over their funds, the ability to quickly mobilize funds as they deem fit and the safety of using trustless smart contracts as the way for both the player and the provider to escrow funds and for the winner to receive all funds at the event conclusion, eliminating any concern from payment issues by providers.

myEdge conversion system will use platform dedicated reserve accounts in any platform which uses platform specific tokens in order to supply liquidity for players in any token they need for any wager, and allow them to acquire the desired token in a fast, frictionless and low cost one step process.

myEdge will encourage FIAT-based and cryptocurrency based platforms to use its token as a means of payment to completely avoid funds conversion and become more attractive to players.



myEdge dedicated platform reserve account wager process

Where and when legally applicable , **myEdge** will use an API based process to place wagers for the players, releasing them from manually placing a wager, thereby removing an additional barrier from the process.

To overcome long payouts by platforms, **myEdge** will act to create a liquidity network in which participants can supply liquidity for other participants, allowing them to collect their winnings immediately upon conclusion of the event, without the need to wait for the platform to pay out, all for a fee which will be based on the lapse of time for the payout to be received.

Benefits

For Players

myEdge aims to be a disruptive force in the cryptocurrency prediction and trading networks and shift the power from corporate providers to the individual user. Our users will enjoy the following benefits:

Benefit	Description
Maximum Returns	Review all relevant offers and choose the highest one every time in order to get better returns by up to 25%.
Reduced Transaction Cost	By implementing smart contracts and using crypto currency, cost of funds transfers plummets and increases dramatically players' returns, especially in smaller wagers.
Simplified Conversion Process	myEdge cryptocurrency conversion system, using its exclusive intermediate token, reduces dramatically the number of conversions needed to move from one token-based platform to another from up to eight different conversions to an easy single step process, saving time and exchange costs.
Maximum Flexibility And Liquidity	Use of trustless smart contracts allows players to lock a wager and release funds after event ends, freeing the player to choose the best offer every time without the need to wait for funds to be transferred between providers.
Funds Control	Using a single intermediate token eliminates the need to transfer funds to a provider to make a wager, as funds are held by a smart contract, as well as the need to maintain funds in multiple tokens, enabling funds availability at any time and making it easier to keep track of funds transactions.
Powerful Token	myEdge token can be adopted by numerous existing FIAT providers, so players will have the advantage of using one token with many existing FIAT platforms without the need to use actual FIAT currency and costly conversions.
Unique Opportunities	Comparing a vast number of events and outcomes can assist in identifying offers with extremely higher-than-average offers (indicating an offer mispriced by the provider) or events allowing players to wager all outcomes and profit regardless of the outcome.
Comprehensive Ecosystem	myEdge will collect offers from multiple segments, such as sports, politics, cryptocurrencies derivatives, forex and eSports, and do so from multiple providers so users will get a wide variety of events with countless opportunities to act at any given time.
Advanced Comparison Capabilities	Access to provider's information such as bonuses, reviews and chats to help players get the best possible return on wagers.

For Providers

myEdge is part of the prediction and trading networks ecosystem and its success is directly linked to the success of these platforms. We leverage technology to challenge the current status-quo providing the following benefits to prediction platform providers:

Benefit	Description
Low Player Acquisition Cost	Providers will get active players without investing in promoting their platforms. Efficient providers offering better returns will be rewarded by generating more traffic.
Highly Targeted Users	Players using comparison services are familiar with prediction markets and most likely ready to act.
Higher Revenue Per Player	Players getting higher returns will most likely wager more often and increase provider's volume.

Features

myEdge is a multilayer comprehensive solution designed to help players get the best results in any prediction.

Features	Description
Comparison Engine	Compare offers on any outcome for any prediction type on a wide variety of events in multiple segments like sports, politics, cryptocurrencies derivatives, forex and eSports.
Cryptocurrency Conversion System	Quick, seamless and low cost blockchain powered cryptocurrency conversion to any compared platform's token.
Productivity Tools	User-friendly returns calculator, bonuses calculator, offers changes over time, top value offers, events statistics and active notifications to get better results.
System Customization	Dynamic and personalized dashboard, including providers selection, offers display formats, languages, events segments and more.
Community	Results and success ratio sharing with others, upcoming events chats, rankings and reviews of platforms and providers.
Customized Versions	Tools for implementation of a branded and customized client by 3 rd parties, along with detailed documentation to allow seamless customization process.

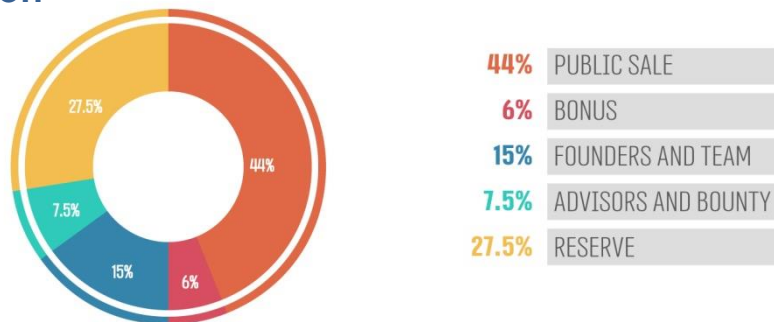
Token Economy

myEdge's long term goal is to eliminate the downsides for players of multiple currencies and simplify the wager process by using **MET** token as a standardized currency for the industry. Tokens will be utilized to implement the following functions:

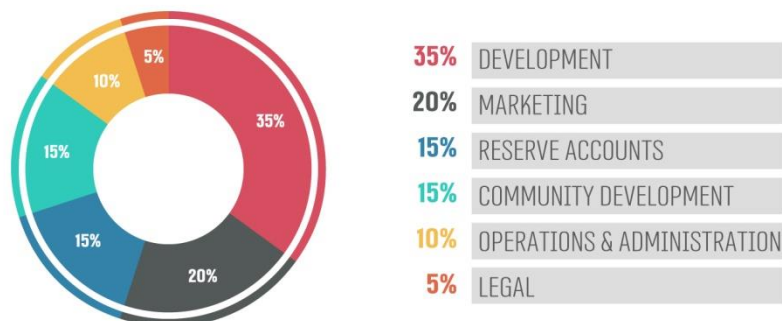
- ✓ The base token for **myEdge** platform users' accounts, allowing them to keep their funds available at any time for any future wager.
- ✓ A native token in any prediction or trading platform which will adopt it as one of its supported currencies.
- ✓ The payment token for liquidity network services given by participants to supply liquidity for other participants, and any additional premium services offered in the future by participants, partners or the platform.
- ✓ A payment token for services given to other platforms and providers.

The **MET** tokens do not represent equity or any other stake in **myEdge**'s business. **myEdge** does not intend to create or facilitate the creation of a secondary market for trading **MET** Tokens and they should not be considered as an investment.

Token Distribution



Use of Funds



Roadmap

Here are **myEdge** primary milestones:

2017

Q3-Q4

Concept and Setup

- Creating the first **myEdge** concept
- Data analyzing system development

2018

Q1-Q2

Crowdsale

- Functional alpha version with live data
- **Public token crowdsale event**

Q3-Q4

Beta

- Release a beta version for selected segments with smart contracts and reserve accounts functionality
- Social components integration

2019

Q1-Q2

Full Version

- Native Android/iOS App
- Full comparison engine version with all segments
Activate conversion system and implement smart contracts functionality
- Expand partnerships with prediction and trading networks

Q3-Q4

Expand Ecosystem

- Events statistics and pre events analysis and reviews
3rd party customized versions
- Open Source customized app and SDK

Team & Advisors

Team



Asaf Koren
Co-Founder



Kobi Koren
Co-Founder



George Antoniadou
Head of Operations



Eyal Keren
Blockchain Developer



Dan Berachowitz
Front-End Advisor



Nir Zavaro
SMM Manager
(streetwise)

Advisors



Ophir Gertner
Founder of Stox



Asaf Levi
Founder and CEO of Flow
investment



David Lieber
Former CEO at SPHERA, Israel's
largest and most successful
hedge fund



Ziv Pnini
Head of corporate derivatives
and risk management, IBI
investment



Adam Wurf
Director, Yellow Jersey PR

Disclaimer

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MET do not grant participation in **myEdge** or its assets and/or any right of claim thereon and/or any ownership or other interest in **myEdge**. Acquisition of MET does not present an exchange of crypto currencies for any form of shares in the **myEdge** or its assets, including intellectual property. MET holders are not entitled to any guaranteed form of dividends, revenue distributions, and voting rights. MET do not represent a loan to **myEdge**. MET is neither debt instrument or bonds of any kind nor any other form of loan advanced to **myEdge**.

MET are not currencies in any jurisdiction and are not issued by any central bank or national, supra-national or quasi-national organization, nor is it backed by any hard assets or other credit.

MET are non-refundable. Unless otherwise is provided by applicable legislation or strictly set out in the legally binding documentation on sale of MET, **myEdge** is not obliged to provide MET holders with a refund related to MET for any reason, and MET holders will not receive money or other compensation in lieu of the refund.