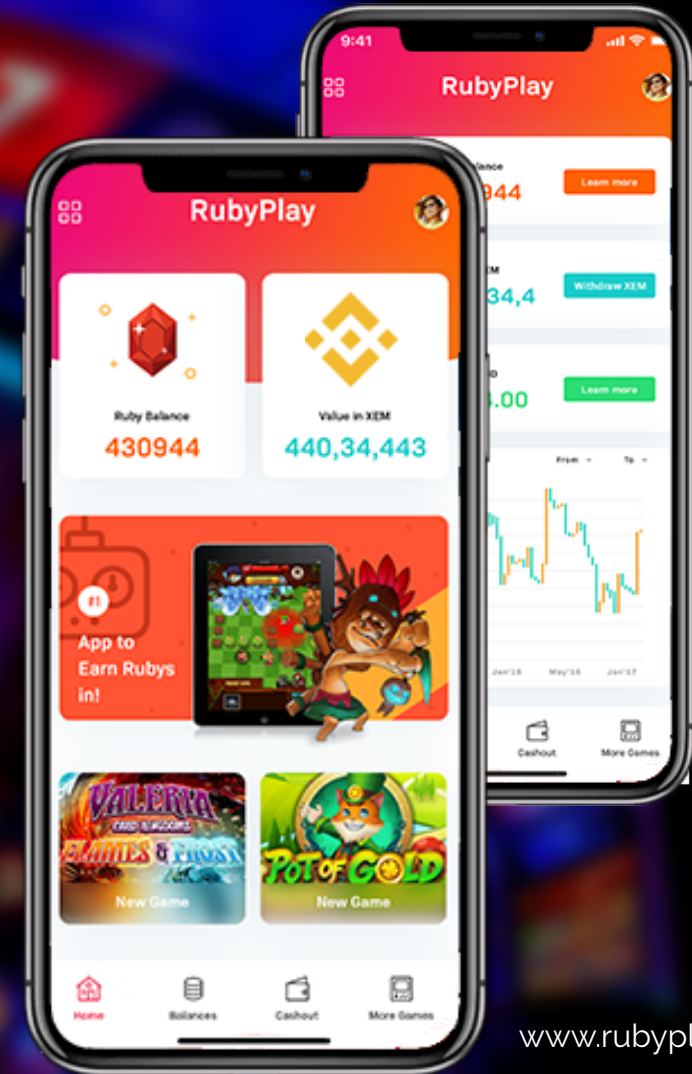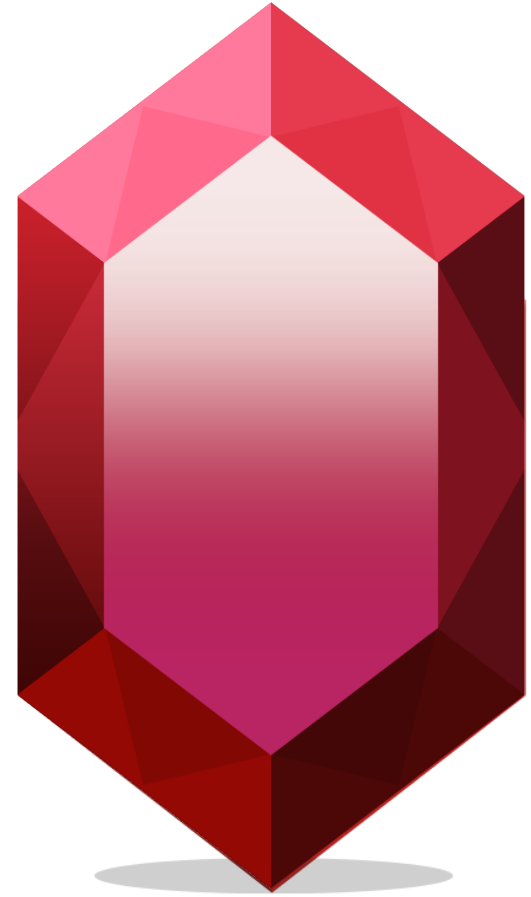# RUBYPLAY
NETWORK

An Incentivised, Blockchain Enabled, Disruptive Gaming & Gambling Ecosystem

www.rubyplaynetwork.com

The **Ruby Play Token** is a new kind of reward that can be earned for **free**, cashed like real money and can become more valuable as the network grows.

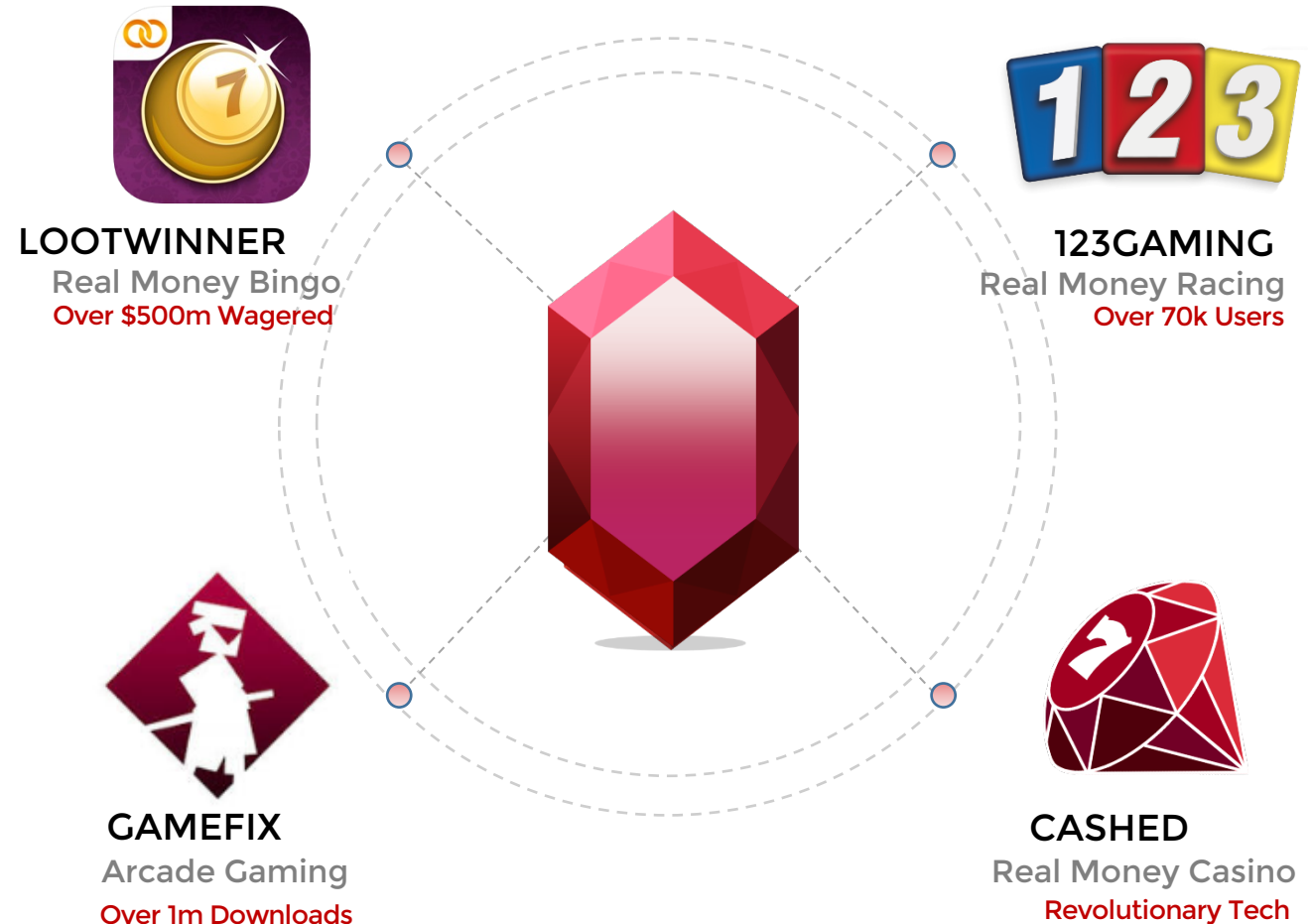It's like **Frequent Flyer Points** if they could grow in value.

RUBYPLAYTOKEN

The **Ruby Play Token** will bring together our unique online gaming and gambling ecosystem.

4
PLATFORMS

15k
Players/Wk

OVER
$**500**m
WAGERED

Business Unit Ecosystem

All Platforms offer **disruptive** industry busting gaming innovation, that will leverage **Ruby Play** rewards for millions of users.

LOOTWINNER
Real Money Bingo
Over $500m Wagered

123GAMING
Real Money Racing
Over 70k Users

GAMEFIX
Arcade Gaming
Over 1m Downloads

CASHED
Real Money Casino
Revolutionary Tech

Ruby Token

CONSUMER BENEFITS

- Earned for free

- Cashed for gaming

- Useable in many games

BUSINESS UNIT BENEFITS

- Attracts users

- Retains users

- Encourages spending

Our Business Units

The **Ruby Play Network** is made up of a group of strategic businesses, each addressing a specific audience. Combined they provide the foundation for a formidable gaming **ecosystem** that gives the Ruby Play Tokens **use** and **value**.

BINGO LOUNGE

NINJA TOBU

WILD RUBY RACING

123GAMING

Ruby Play App & Wallet

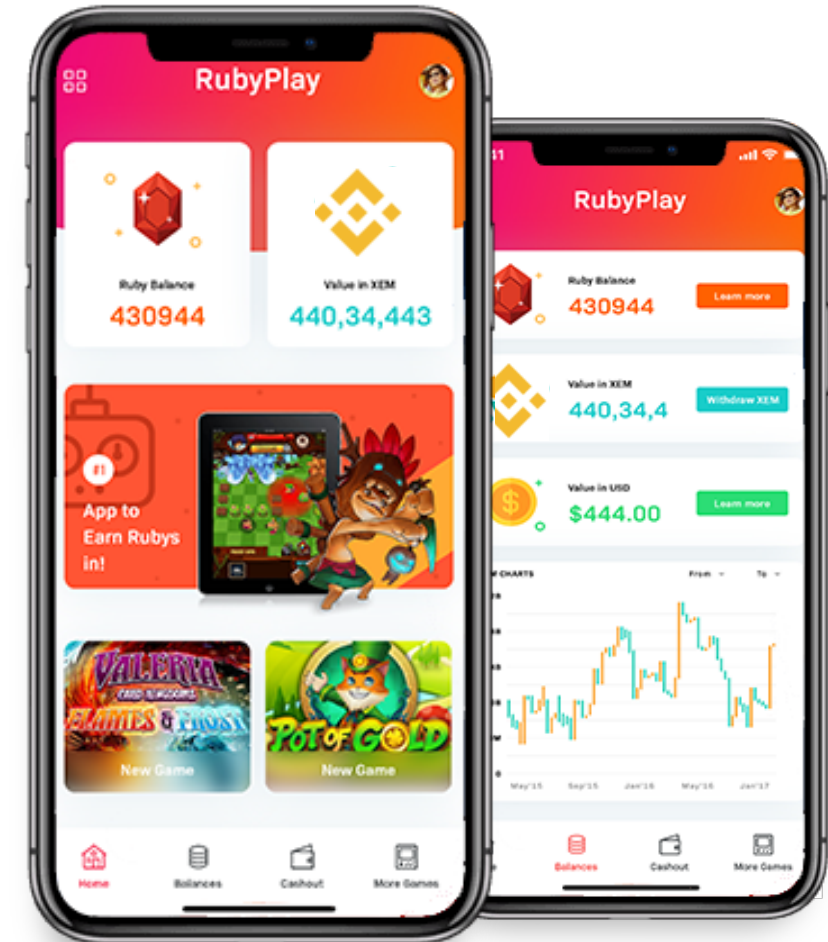Helps users to **find** other apps in the ecosystem

Educates mainstream populations about crypto currency and Binance

Displays Ruby Token **balances**

Tracks **transactions**

Tracks token **price** action

Will become the **Ruby Play Wallet**

Benefits to the **Binance** Ecosystem

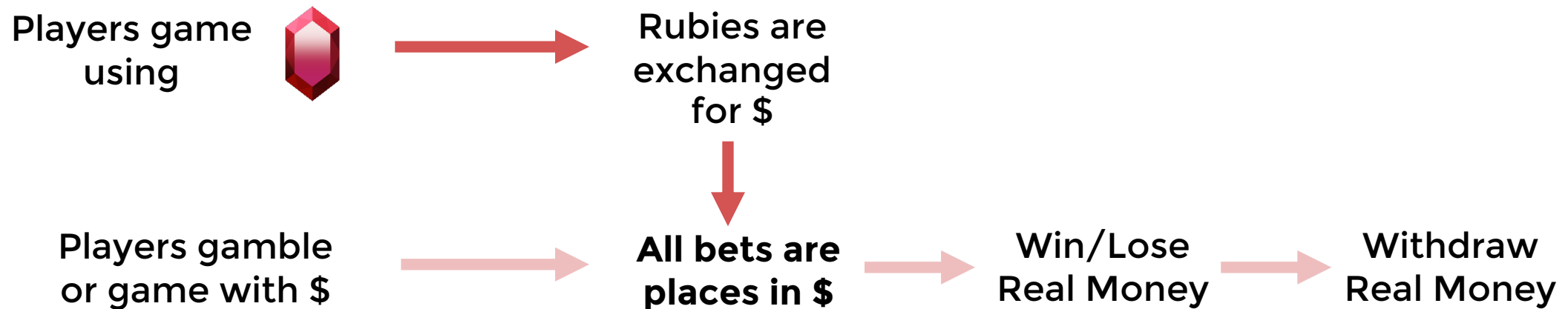**Attract** a mainstream population to **Binance**

Many, many **transactions** on the **Binance** Smart Chain

A suite of gaming product on the **Binance** action Smart Chain

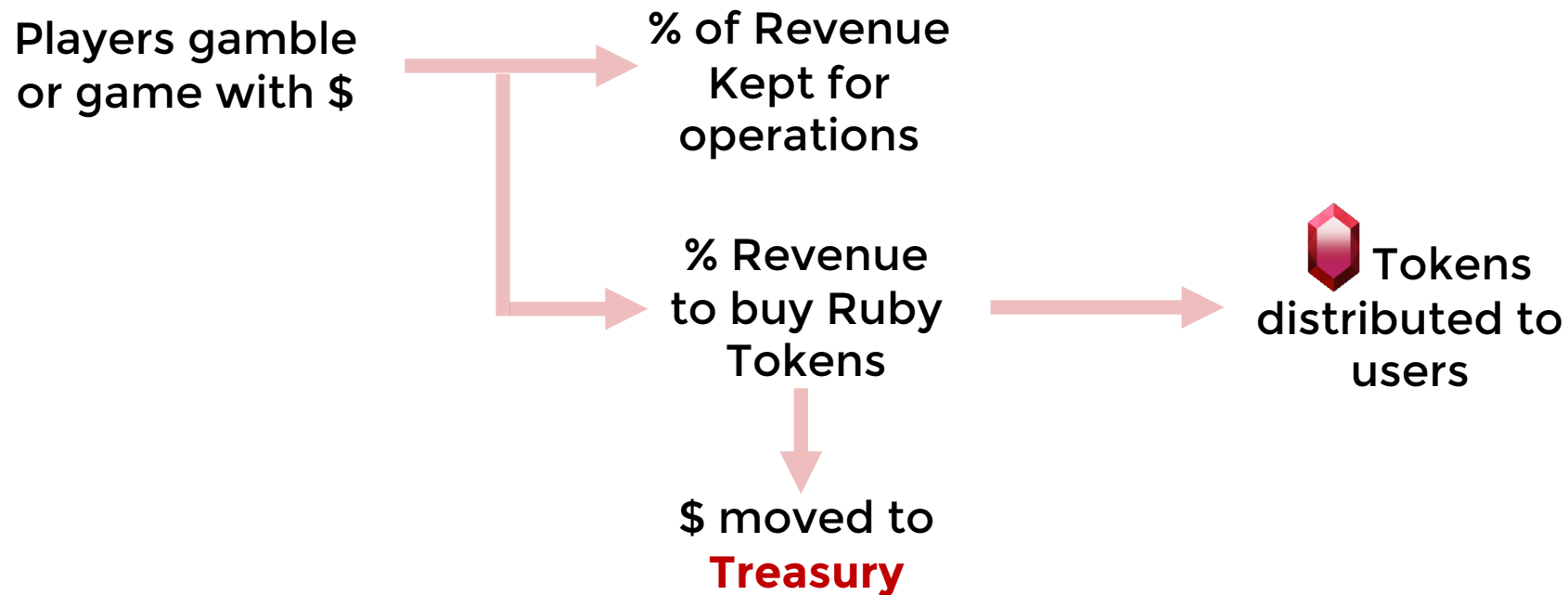# How it Works

Our platform enables gamers to use Ruby Play Tokens to buy gaming or gambling at the target rate of $0.01 per Ruby on any game in our Network.

Players game using → Rubies are exchanged for $

Players gamble or game with $ → **All bets are places in $** → Win/Lose Real Money → Withdraw Real Money
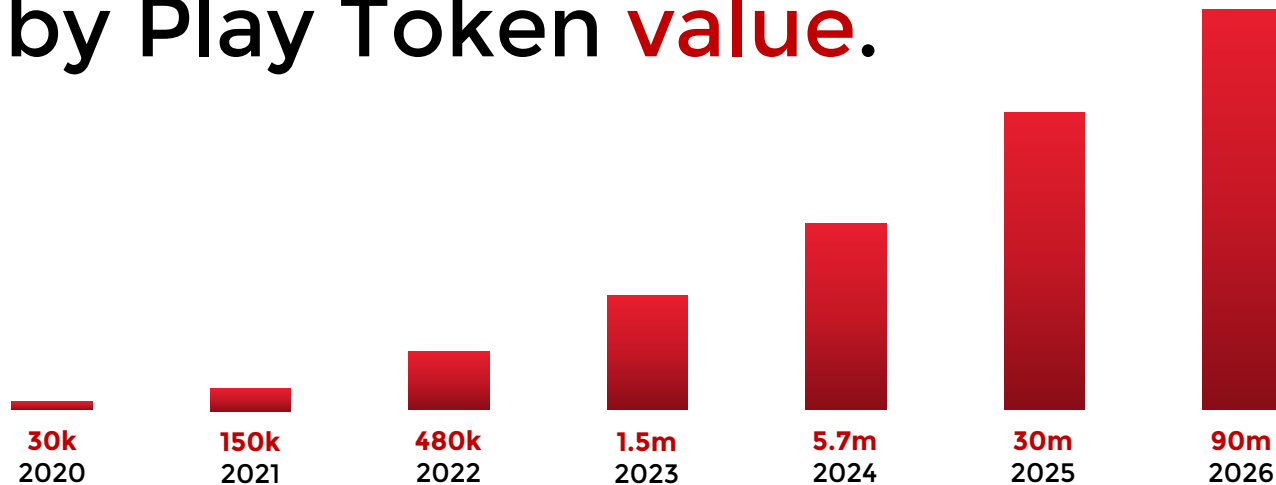
We use a portion of revenue generated from users to buy and distribute **Ruby Play Tokens** back to users.

Players gamble or game with $ → % of Revenue Kept for operations

% Revenue to buy Ruby Tokens → Tokens distributed to users

$ moved to **Treasury**

Our Treasury
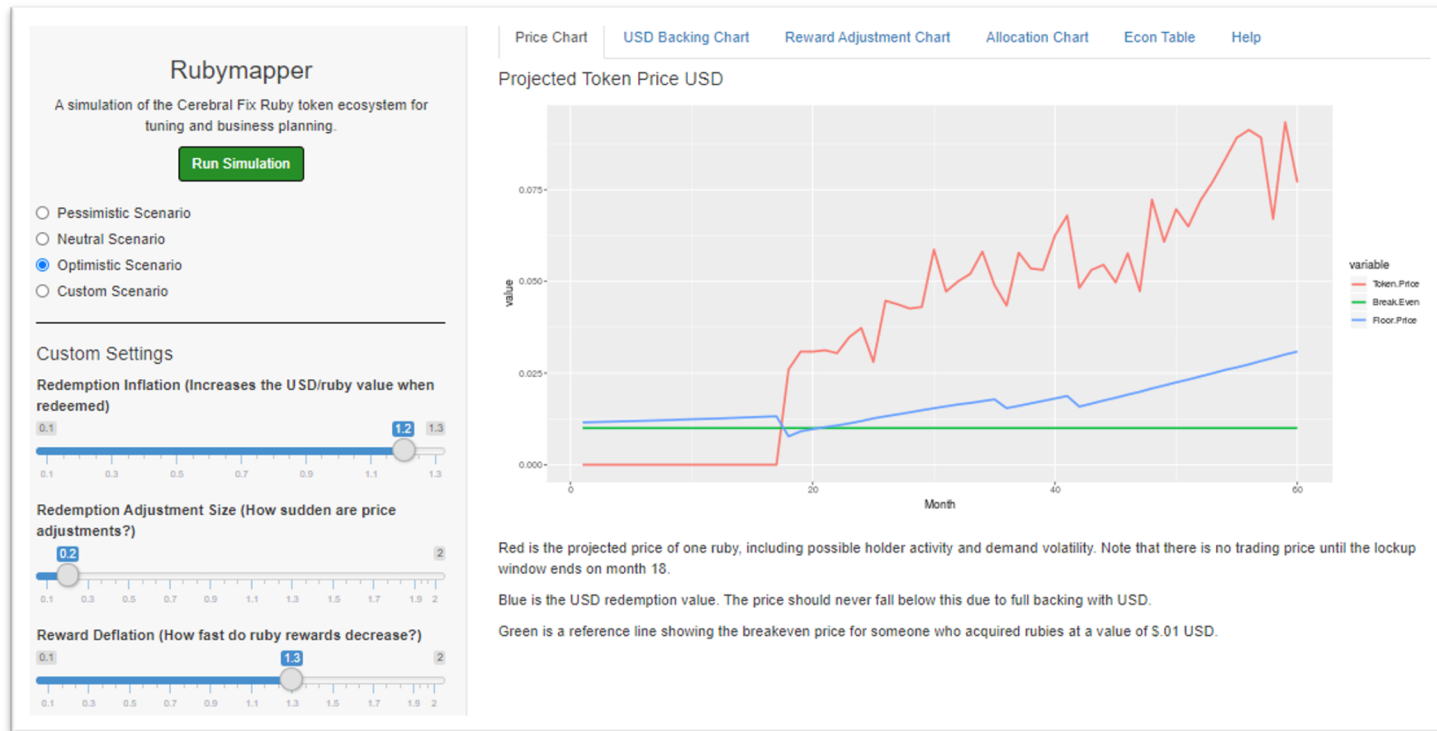
The money used to buy and sell Ruby Play Tokens is held in the Ruby Treasury account. Over time this holding increases as continual revenue form the network feeds it. This Treasury represents the true backing of the Ruby Play Token value.

30k	150k	480k	1.5m	5.7m	30m	90m
2020	2021	2022	2023	2024	2025	2026

Our Tokenomics

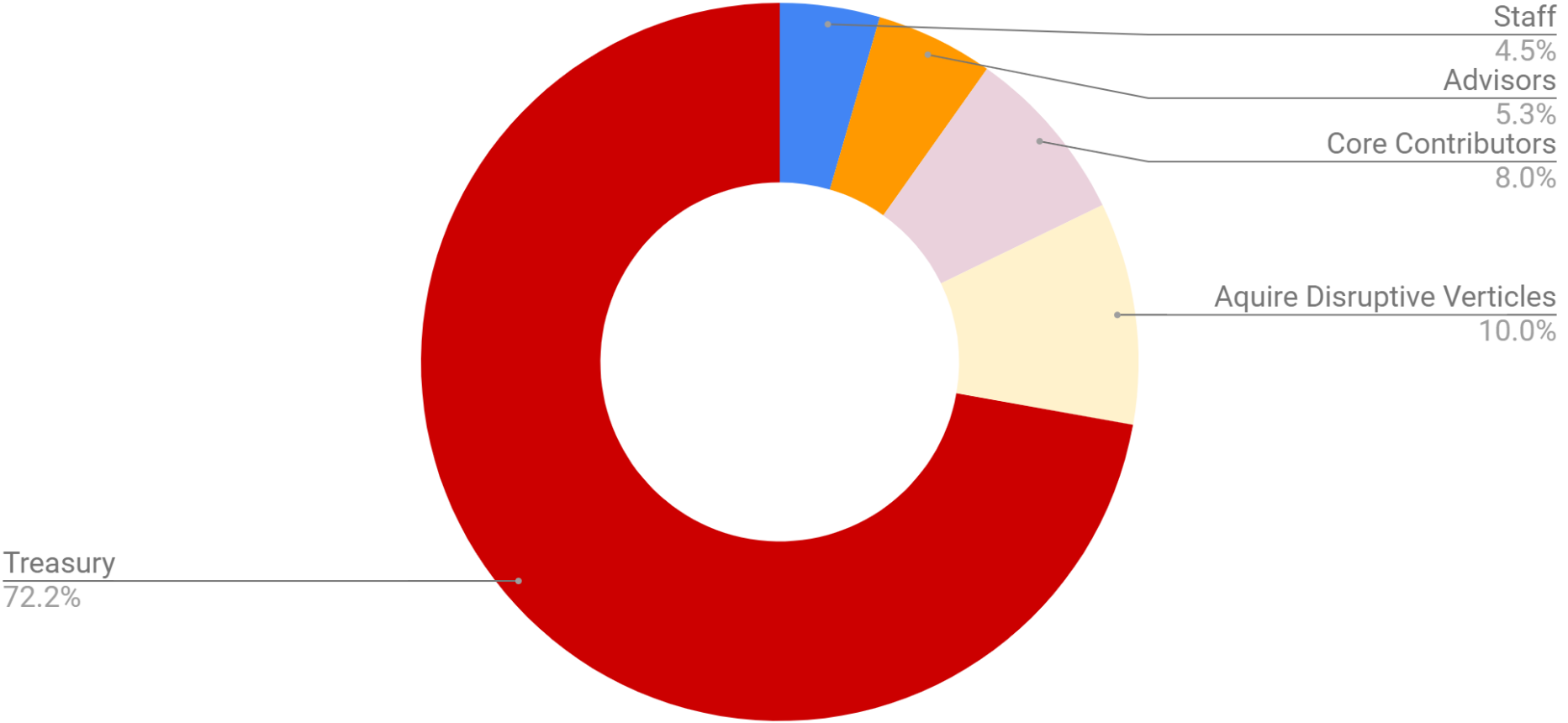We have a number of different systems that oversee how players are gifted back rubies. These systems form a macro economy with a high level of complexity to it.

To help us better understand this economy we have constructed a working model that can be easily and quickly flexed according to the different complexities we imagine we will face in growing our network.

https://tokenomicslabs.shinyapps.io/Rubymapper/

Token Distribution

Staff
4.5%

Advisors
5.3%

Core Contributors
8.0%

Aquire Disruptive Verticles
10.0%

Treasury
72.2%

The Road Ahead

Ruby Tokens on Binance Smart Chain – COMPLETED
Generate

Establish Development & Fundraising Strategy
Accelerate Business Traction

NFTs, Blockchain Wallet etc.
Launch Full Stack Ecosystem

Q4 2020

Q1 2021

Q3 2021

End 2020

Q2 2021

Integration on Binance Smart Chain
Phased rollout on Ruby Play Network's Platforms

Form Strategic Partnerships
Acquire disruptive gaming and gambilng verticals

Use of Funding

(USD)

	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Project Management	14,238	14,238	14,238	14,238
Primary Developer	15,075	15,075	15,075	15,075
Integration Developer	0	13,400	13,400	13,400
QA/Art/Sound	0	8,933	8,933	8,933
Operating Costs	6,407	6,407	6,407	6,407
Sub Totals	35,719	58,053	58,053	5,8053
Total				$209,878

We will fund the additional $109,878 ourselves from core business funds

15   The mainstream program has already had $4.6m spent and has a commitment for another $1.57m over the next 12 months. The above budget is solely for the Blockchain module.

Use of Funding

Snapshot		
Stage I *Current to Q1 2021* Use of initial funds: **~ US$200,000**	Phase 1	Create Ruby Play Tokens and establish infrastructure on Binance Smart Chain - COMPLETED
	Phase 2a	Interim Technology Testing and Integration with First Platform
	Phase 2b	Ecosystem Development and Fundraising Strategy
Stage II *Q2 2021 onwards* Fundraising target: **~ US$5,000,000**	Phase 3	List on Binance.com and Accelerate Business Traction
	Phase 4	Form Strategic Partnerships and Acquire Disruptive Gaming & Gambling Verticals
	Phase 5	Launch Full Stack Ecosystem (NFTs, DEFI, blockchain Wallet)
Stage III	Exit	IPO Listing or become Acquisition Target

See full Breakdown and detailed Use of Funding here:

http://bit.ly/RPNonBSC

Binance Investment

We are asking Binance to invest **US$100,000**

In return we offer 10,000,000 Ruby Tokens

Current Binance Smart Chain Deployment

1. BSC Testnet Token (Ruby)

2. BSC Mainnet Token to be use for our live User Testing environment (RBY)

3. BSC Mainnet Token to be use in our actual system (RUBY)

Leadership Team

World class mobile, social & casino gaming executive team Ben and Jeremy have built several world class gaming companies, over the last 15 years of working together.

The team have delivered hundreds of millions of downloads, building for billion-dollar brands and companies such as Disney, Lionsgate & BBC. They have massive mainstream experience delivering games such as "Where's My Water 2" for Disney, generating over 80million downloads in two weeks flat.

Games delivered include Wheel of Fortune, Lion King, Transformers, Madagascar, Toy Story, The BBC's Jane Austen and many, many more.

Co-Founders of CerebralFix, the largest outsource partner for Digital gaming products to the Walt Disney Group and LootWinner, the world's most innovative real money gaming company

Benjamin Dellaca
CEO

Jeremy Cadillac
COO

Leadership Team

Jason Lee was the Vice President forthr NEM Foundation, serving as Board Director, Executive Committee and Council Member. As an advocate for emerging technologies, he was recognised as a Forbes 30 Under 30 Asia 2018 listmaker and had represented NEM Foundation in 30 cities over the past year as an advocate in his past role as the partnerships & strategic alliances director.

Jason is an advisory board member for the Blockchain Philanthropy Foundation and had co-founded multiple startups in Asia, including a Smart City Accelerator programme and PolicyStreet, a financial inclusion-focused Insurance Technology startup and LIFE School. He is a founding member of the FinTech Association of Malaysia and the ASEAN FinTech Network. He has been a mentor, judge, speaker and thought leader and his views have been featured in Bloomberg TV and Skynews.

Jason Lee

CMO

Powerful Partners