

# BitDice ICO Report

## The idea

- **Already established casino** that is making **\$5.5 million of profit** annually. Most of the profit is paid out to current investors.
- They intend to **expand** their casino offering and **grow faster** for which they need additional funding.
- In order to achieve this, they will seek funding via ICO and offer **dividends** to investors.
- Their **whitepaper** is **very clear** and offers a lot of **relevant financial information**.

## How will they make money?

- BitDice is making money by running an online cryptocurrency casino.
- Company already has investors and **ROI for current investors** is **50%** on average.
- Their casino has 1% house edge for Dice, 0.7% for BlackJack and 4% for Slots.

## Team & Advisors

- Team members will **not be disclosed** until all **legal formalities** related to gambling regulation are put in **good order** to avoid potential legal liabilities.
- Since the company has been successfully running for some time, we can conclude that the team has **experience** in both running a casino business and in software development.

## Timeline

- Project plans to end token sale on September 15th 2017. A week later tokens will be distributed.
- Their online casino already has customers and will continue to operate.
- In Q4 2017 smart contract development will start (Ethereum or IOTA).
- **New casino games** will be added in **each quarter** starting with Q4 2017 until Q4 2018.
- Their timeline is pretty **specific** and it seems **realistic**.

## Competition

- Currently the biggest competitors are Vdice, Etheroll, with new ones coming like Edgeless and DAO.Casino (these two haven't started with the business yet).
- Other casino services in crypto sphere are also CloudBet, Crypto-Games, BitCasino.io.
- Looks like BitDice is doing a good job regarding profitability. In order to be more competitive and to expand quicker they seek for additional funding via ICO.

## Funding

- Start date of their **ICO** is **August 15th 2017** and it ends on **September 15th 2017**.
- BitDice is raising funds to expand their business and grow quicker.
- **Minimum goal**: an equivalent of \$10 million.
- Accepted currencies are **BTC, LTC, ETH** and **DOGE**.
- Existing investors will receive special treatment for converting their stakes into CSNO tokens.
- The pre-sale period will only be available to their existing investors.
- Account registration will be available once the ICO officially begins.
- US residents are not allowed to participate in the ICO.

## Tokens

- 100 000 000 CSNO tokens will be created.
- Token is based on the new **ERC223** Ethereum smart-contract standard. The token contract hasn't been created yet.
- **70% of total supply** is distributed to public, 30% will be retained by owners.
- All tokens will be created regardless of the raised funds. They will be distributed to investors according to the amount invested.
- Token type is **equity** token. Investors will receive **dividends**.
- Tokens will be distributed to investors 7 days after the ICO.
- It will likely be hard for the casino to get an immediate access to the biggest exchanges due to the nature of their business and dividend policy.
- The **final supply** of tokens is **finite**, as is usual with tokens on Ethereum blockchain.

## Marketing

- So far they are doing the marketing themselves.
- After the ICO they will hire a **professional digital marketing agency**.

- Gambling is heavily regulated and limited in marketing, so they will have to be very innovative in their marketing strategy (the same goes for all the competitors).

## Legal

- They have consulting lawyers but their names are not disclosed.
- Team has applied for a **gambling licence** to be competitive on global market.

## Escrow & Security

- They use Email Authorization, 2-Factor Authentication, IP Whitelisting and Address Lock as security measures. They claim to be safer than Bitfinex.
- Team is **not planning** to introduce **escrow** because they feel comfortable with current **reputation** of being **safe** casino.

## TLDR

- An **already running casino** that seeks new funding for expansion and fast growth.
- Presale starts on **1 August 2017**. ICO starts two weeks later.
- **70%** of net casino **profits** will be distributed to CSNO token holders as **dividends**.
- **Pros:**
  - they already have a running online casino which is profitable;
  - current investors receive a pretty high ROI;
  - they seem to understand technology very well;
  - they will apply for a casino license.
- **Cons:**
  - the team is not publicly revealed (due to legal challenges), but will be revealed after they get the casino license;
  - lots of competition in the gambling industry.