

# ERISTICA

SEP  
1

Start of Pre-Sale  
1 September 2017

DEC  
7

Start of Main Token Sale  
7 December 2017

FEB  
7

Closing of Public Sale  
7 February 2018

**Eristica** - is a revolutionary platform that provides a decentralized way for anyone to participate in challenges, contests and online competitions. It's all thanks to a Transparent and interoperable infrastructure which blends both offline challenges and e-sport competitions allowing users to earn rewards for participation.

## Eristica platform

Currently, limitations imposed by the classical monetary system, as well as intermediary guarantors are the constraining factors that have pegged back development in the realm of the challenges industry. This is where Eristica comes in through a peer-to-peer challenge platform that provides a unified infrastructure for online and offline challenges coupled with prediction market and ecosystem services.

Eristica project has seen its popularity escalate around the globe ever since its inception in 2015. It now has over 1.2 million users around the world with most of the users being teens and young adults. The platform currently allows players to take part in dares and challenges while they earn points and even interact with other players.

## Eristica token (ERT)

The main goal of Eristica project is to create of a fully functional crypto-economy, where tokens will be the lifeblood of the ecosystem. This through what are known as Utility tokens (ticker: ERT) which users earn for winning contests or for successful predictions. Through the tokens, users can participate in challenges with celebrities or use them to buy access to ecosystem services.

In other words, by dynamically increasing the interaction of agents within the ecosystem, we will create a stable demand, thus steadily increasing the real token value inside the platform and beyond. The size of the user base, its demographics, and its community ethos makes Eristica a unique ecosystem where cryptocurrency may be introduced, adopted, and utilized by a large mainstream audience.

## Viral effect

The viral content created by the community is one of the main reason behind the platform's exponential growth. Challenge Videos gets millions of views and attracts a new audience to the platform. On average, users spend 13 minutes per session which is very high in the industry. This sort of engagement and the ever socially active community makes Eristica a leader in attracting millions of youths.



## Blockchain layer

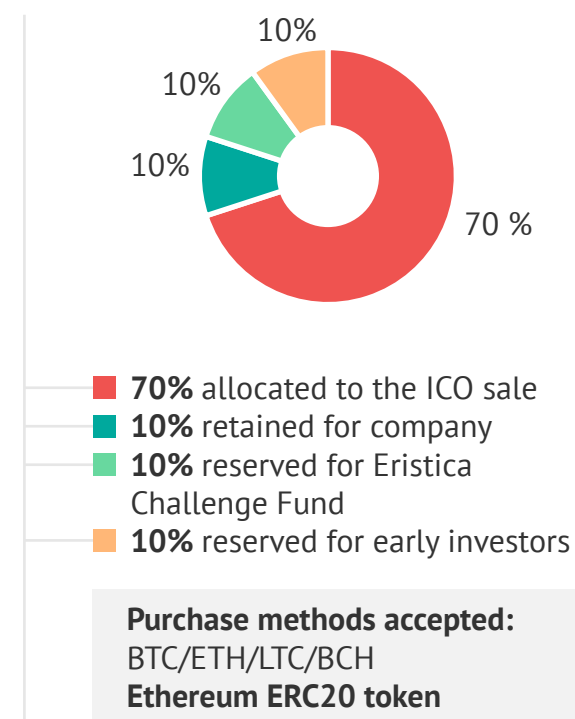
With the help of Time-stamp technology and proof-of-existence, Eristica intends to bring the Challenge industry to a new level and unleash exponential mainstream adoption. By solving the problem of trust and eliminating intermediaries, Eristica is creating a smart and secure peer to peer paradigm. This will ensure that the community is confident with the results given that the terms of competitions are guaranteed to be carried out by smart contracts.

## Game API

Our Game API provides game studios and indie developers with the ability to integrate Eristica services in their applications. This brings a new seamless experience for contest and challenge events even in single player games. The Game API is thus a gateway to the 100 billion dollars game industry.

## Key metrics

Hard Cap: \$10M ( 10.000.000 )  
Supply: 687M ( 687.575.392 )



## Executive Team



**Nikita Akimov, CEO**  
Founder of Eristica

Entrepreneur and marketing guru. Graduate of **Mobile Only Accelerator** (MOX) which is the number 1 startup accelerator in Asia. Winner of the startup competition **Winter Capital & McKinsey**. Ideologist for decentralization and Democratic Anonymous Organizations (DAO).



**Andrey Sheludchenko, CTO**  
Co-founder of Eristica

Blockchain evangelist with extensive experience in building networks architecture and cloud solutions for enterprise mobile platforms.

## Investors & Mentors

**Stan Larimer** Godfather of BitShares  
**William Bao Bean** General Partner @ SOSV  
**Michael Taggart** Founder of Cryptonomex  
**Evgeny Tchegotarev** Founder of 500px  
**Bitbollo** Bitcoin Foundation Italia

### Additional Information

You can find more information about the Eristica token sale on:  
[eristica.com](http://eristica.com)  
For presale requests and support: [info@eristica.com](mailto:info@eristica.com)

McKinsey&Company

MOX



SOSV  
THE ACCELERATOR VC

Winter Capital