

NEW ERA IN GAMBLING INDUSTRY

The only gambling platform 100% managed by its community. Players control the house, host all the games and receive most of the profit.

Gambling Platform

Gambling market problems

Time goes by, technologies change, but the main principle in the world of gambling remains the same: players come to the casino and spend their money hoping for a quick win. The problem is that the vast majority of players lose and don't have even a slightest chance to affect the work of the casino in any way. Consequently, the game rules, as well as the rules of conduct for the players are determined entirely by the casino that strips the players to the thread, and gets its super-profits from them. Signs on the venues, bonus programs and technologies may change, but any casino still operates by the same principal. As a result, gambling market (including online) is filled with almost identical casinos that gives the gamers absolutely no choice as all of the casinos look pretty much the same. Thus, the key issues of the market are:

- Based on our surveys, casino customers are very venturous people who are constantly looking for action and novelty; they get bored quickly, and are forced to move from one casino to another constantly looking for something different.
- It is very difficult for the casinos to attract new players, and they are forced to spend significant part of the profits on advertising, bonuses, affiliate programs and other gimmicks to attract customers.
- No matter how much money casino spends to keep customers for as long as possible, it doesn't work - customers simply won't stay for long.

Solution

- Absolutely all games, card tables, poker rooms, tournaments, slot machines, lotteries, etc. in this casino are controlled by the players themselves. Each game is hosted by a certain player.
- The easiest way to give each user the opportunity to become the owner of the game is drawing of the lots. Drawings are held automatically. The winners should pay a small fee in URUN tokens to confirm their right to own the game.
- This player determines parameters of the game or tournament he is hosting and becomes the owner of the game for the time being. Let's say, each game is leased to one of the players for a nominal fee.
- During this lease, the owner of the game not only monitors what is going on, but also performs basic functions of a moderator.
- At the end of this period, the owner of the game receives most of the profit generated during his lease.
- The more often the user plays and the bigger his bets, the higher is his rank. And the higher is the player's rank, the more chances he has to become the owner of the game.



Just imagine, if there is a choice, who would want to play in a regular casino that does not offer a possibility to become a part of it?

More awesome features

- What a player can do with his right to host a game**
 - He can host the game and receive the profit generated during his lease
 - He can sell this right to other players (fixed price, auction or lottery)
 - He can use this right as a bet or buy-in for some games
- Private games**
 - Every user can create his own private games and give the access to them to his friends and acquaintances. All private games are accessible only by invitation.
- What a player can do with his rank**
 - He can sell his rank to other players (fixed price, auction or lottery)
 - He can use his rank as a bet or buy-in for some games
- Jackpots**
 - 70% of all URUN tokens collected by the platform will be used in daily, weekly and monthly jackpot drawings. Every user who deposited certain amount of URUN tokens to his account or has a certain rank is eligible for jackpot.

The only gambling platform with constantly decreasing amount of tokens

URUN tokens issued during the ICO are the only tokens which will be issued by U Run It. No URUN tokens will be issued after ICO.



0.5% of every transactions when paying for the services on the platform made in URUN tokens is "burnt". Consider URUN tokens "fuel" for the platform transactions processing. This "burning process" is regulated by smart contracts on the blockchain.

It means the number of URUN tokens available will constantly decrease.

Platform modules



Tokenholder benefits



Limited offer

URUN Smart Contract through the decentralized blockchain protocol ensures that only certain number of URUN tokens will be issued during the ICO. There will be no more issues of tokens after the ICO.

Constant demand for tokens

URUN tokens are required to use U Run It platform, but the number of tokens in circulation will constantly decrease. URUN tokens are used as a "fuel" for all the transactions within the platform, and with every transaction a small number of tokens is "burnt" (they are taken out of circulation). However, in the same time the number of casino operators using our platform as well as overall number of players using URUN tokens will grow exponentially. Therefore, the demand for URUN tokens will constantly increase.

Why should you buy URUN tokens?

Jackpot drawings

Every token holder can participate in our daily, weekly and monthly jackpot drawings. 70% of all tokens collected by the platform will be used for jackpot drawings.

Compliance with regulation

We have taken professional advice from the best lawyers specializing in finance cryptocurrency regulations. URUN token is clearly a utility token, not a security. This means fast listing on exchanges after the ICO.

Technical excellence

Not only the programmers who developed our URUN smart contract, have over 3 years of experience in blockchain solutions, but also high quality and security of this smart contract was confirmed by the technical audit conducted by the best specialists in blockchain security.

Years of experience

We have a strong team with all the necessary skills, expertise and experience to launch the project and market it successfully. U Run It is the climax of our collective effort that incorporates most efficient technologies developed by our highly professional team.

No one's seen this before

This is not yet another casino. This is a platform with a whole new business concept in its heart. Existing casinos and gambling platforms (including ones in development stages) are not even close to what we offer.

Why U Run It is actually going to be a Big Thing?

Everything in one solution

This is an all-in-one solution which includes every possible subsystem needed on board. There are no holes or uncovered areas. In fact, other casino providers will become customers of U Run It buying our software to fill the gaps in their offerings.

The number of users soars

At the later stages we are going to integrate an extra module (which cannot be disclosed right now as it's a commercial secret) into the platform. This module will definitely blow up the market, and we expect drastic growth in number of our users.

Overwhelming interest

We are experiencing an overwhelming interest in our platform. Both gamblers and investors are amazed by the brilliance of the idea. We've repeatedly been told that this is the future of gambling industry.

Leadership & Advisors



Roman Grushkovsky
(Co-founder, CEO)
Experienced entrepreneur. Has extensive experience in the field of software development team management and business management.



Max Vaschuk
(Co-founder, CMO)
An expert in marketing; managed marketing departments of the major companies in Ukraine.



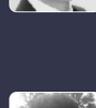
Leonid Rubin
(Co-founder, COO)
Entrepreneur. Excels in an environment where quality, aggressive development schedules are expected. Demonstrates exceptional leadership qualities and works great as part of the team.



Pankaj Gupta
(ICO Adviser)
One of the top [CO]bench Experts. Has over 11 years of experience in business development and strategic marketing both in North America and Asia. Founder of Renewable Energy & Healthcare startups and highly successful investor with expertise in blockchain global marketing, healthcare, renewable energy.



Timo Trippler
(Investment Adviser)
Member of Blockchain Advisory Council. There are very few experts in the world who can compare with Timo when it comes to ICO fundraising and risk management. He has advised various successful ICOs and managed several Crypto Fund Portfolios.



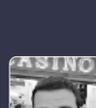
Jason Coles
(Community Adviser)
Blockchain advisor with many years of experience. Has launched his own successful ICO and helped 75 different companies develop and release their own cryptocurrency. Jason is maestro of ICO community building and an expert in business strategy and relations.



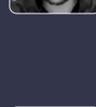
Dmitry Pshenin
(ICO Adviser)
Expert in ICOs, blockchain, SAFTS, fund offerings, and business development strategies. Founder of ICOBoard (peer to peer network for institutional investors, family offices, ultra high net worths, limited partners, and funds). Dmitry's experience, knowledge and understanding of global markets are truly impressive.



Aleksy Batishhev
(Gambling Adviser)
Guru of online gambling with years of experience in development and marketing for online gambling software solutions. Aleksy is highly proficient in multilevel and affiliate marketing, gamification systems, and knows everything there is to know about online gaming and gambling.



Maksim Mishchenko
(Marketing Adviser)
Master of roadshows, PR and business events worldwide. Maksim is also a blockchain enthusiast, ICO advisor, specialist in investment relations, and entrepreneur with many years of experience and a number of successful projects.



Victoria Naizer
(Casino Adviser)
Casino controller. Highly professional, with over 12 years of experience in major USA casinos. She has a comprehensive knowledge in casino operation.



Tamara Dvir
(Casino UI/UX Adviser)
Senior UI/UX Designer, Communication and Product Designer at Hewlett Packard. She is unrivaled expert in development of GUI ranging from very simple to extremely complex.

Team experience

We have all the necessary skills, talents and experience to launch the project and market it successfully



URUN tokens

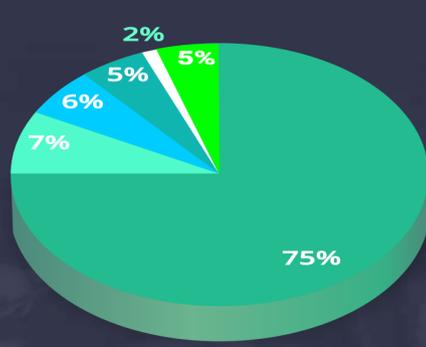
Token is created by ERC20 standard on Ethereum platform. Token is compatible with stock exchanges and wallets. The URUN token is used to pay for services within the platform and those provided by the third-party, as well as for transactions between the platform users.

Token sales schedule

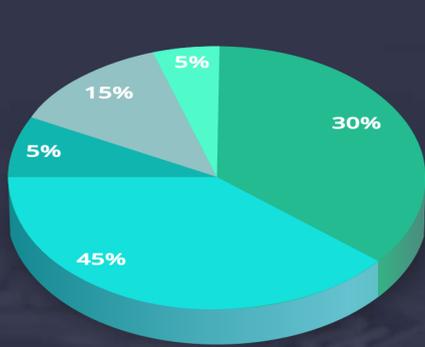
Stage	Closed pre-Sale	pre-ICO	ICO
Total number of tokens available	80,000,000		
Total number of tokens for sale	60,000,000		
The beginning of the sale	May 15th, 2018 12:00 AM GMT	July 1st, 2018 12:00 AM GMT	September 1st, 2018 12:00 AM GMT
The end of the sale	June 30th, 2018 12:00 AM GMT	August 15th, 2018 12:00 AM GMT	October 15th, 2018 12:00 AM GMT
Token exchange rate	1 URUN = 0.00125 ETH (1 ETH = 800 URUN)		
Bonuses	40% - May 30th - June 14th 30% - June 15th - June 30th	20% - July 1st - July 31st 15% - August 1st - August 15th	10% - September 1st - September 15th 7.5% - September 16th - September 30th 5% - October 1st - October 15th
Minimum goal (Soft Cap)	4,000,000 tokens		
Maximum goal (Hard Cap)	60,000,000 tokens		
Accepted currency	ETH automatically (ZCL, BTC, LTC, XRP, DASH - manually)		
Minimum transaction amount	1 ETH - May 30th - June 14th 0.3 ETH - June 15th - June 30th	0.05 ETH	0.05 ETH

Unsold tokens will be distributed proportionally among those who bought our tokens during pre-Sale and ICO stages

Token Distribution



Use of Funds



The possibility of pump & dump is low

Founders: (tokens are frozen for 2 years)

Team: (tokens are frozen for 1 year)

Additional Information

You can find additional information about U Run It and URUN tokens sale here

White Paper | www.urunit.io | Presentation
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