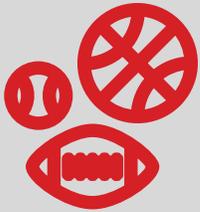




## TOKEN PROGRAM



## WHITE PAPER

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# **DISCLAIMER**

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The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders with pertinent information for them to thoroughly analyze the project and make an informed decision.

Prior to your participation in the purchase of **“YR” Tokens**, we strongly advocate a careful study of this whitepaper and all the documents associated with the same. You may even engage the services of appropriate experts to help you with your analysis.

Certain statements, estimates and financial information featured in this whitepaper are forward-looking statements that are based on and take into consideration certain known and unknown contingencies and risks which in eventuality may cause the estimated results or may differ factually and substantially from the featured estimates or results extrapolated or expressed in such forward-looking statements herewith.

# INTRODUCTION

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YouRulz™ is a cutting-edge fantasy sports platform built to provide users with long desired improvements giving users a true custom experience.

We have created a feature set that is unmatched in the industry today, with features such as In-Game Substitutions allowing users to swap players during games just like the coach on the field. With an issued patent (PTO#10737182), these features cannot be duplicated by our competition (without penalty) and will be a strong driver in our customer acquisition strategy.

The company is working to add more features with added dynasty league settings, additional interactive features in the application, and partnerships with data providers to offer more statistics and projections in one location than any of our competitors – creating that true unique user experience.

Along with unique features, YouRulz is creating **YouRewards**. A rewards program which will be based on our newly minted **“YR” Tokens**. With these tokens, users will have the ability to spend tokens on our site for various product offerings and reward items.

# WHY “YR” TOKENS?

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YouRulz represents a pivotal moment in fantasy sports, where the user is finally able to take control of their game, similar to a coach on the field.

Just as YouRulz represents such an important shift in fantasy sports, we felt it was equally important to recognize the pivotal change taking place in the world of cryptocurrency as it becomes a more accepted form of currency throughout the world.

“Cryptocurrency itself comes from the idea of disrupting routine, which goes against traditional processes by its very nature. And yet, most, if not all, cryptocurrencies function within a system of enforceable rules.” - SHIB

This statement resonates with YouRulz as we look to disrupt the traditional fantasy sports marketplace by putting control in the hands of our users. So, it was a logical step to take the same approach to purchases and rewards on our system, thus creating the **“YR” Token**.

# **“YR” TOKEN VISION**

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We are dedicated to creating a custom cryptocurrency that represents value within the YouRulz platform and on the open crypto market. As a result, YouRulz has created the **“YR” Token**, a Polygon Matic-based (ERC20-compatible) token that will allow our users to benefit financially simply by utilizing these tokens.

As part of this vision, YouRulz is creating a custom webpage where you will be able to purchase tokens directly from YouRulz, while also being able to buy/sell/trade tokens independently on various crypto exchanges.

We’ve established numerous use cases for our newly minted token. The **“YR” Token** will be accepted as payment for Premium Leagues and for League Dues in Pay Leagues on our site. In addition to payment for leagues, we are planning to offer merchandise and other items for sale in the future that users will be able to be purchase with **“YR” Tokens**. In addition, we plan to offer a NFT token program for league trophies, player cards, and more. We believe this sets us apart from many tokens available today as we provide a highly-valued, direct outlet for token use.

**“YR” Tokens** will also be earned by our users through the **YouRewards** program which we are creating. As part of this program, users can earn tokens for items such as winning their leagues, creating a league that fills with users, inviting friends to play, and many other opportunities. This reward program not only sets us apart from other sites but will help increase utilization and value of the tokens.

To support the value and stability of the **“YR” Tokens**, YouRulz will initially value the tokens at \$1.00 USD on our token page and allow users to acquire tokens through an exchange of USDT and USDC stablecoins. The price on our site will be adjusted regularly to reflect the current trading value on the exchanges. However, as part of our effort to support the value we intend to have a floor value on our site of \$1.00 USD per token.

# **OUR BACKGROUND**

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YouRulz was founded in 2016 by a group of friends who had grown frustrated with the lack of innovation in the fantasy sports market. Not only had there been a lack of in-game features, but many smaller sports had been ignored all together.

The group came together to form YouRulz with a simple mission “To be the premier Fantasy Sports provider offering true in-game features and the most extensive customization capabilities to ensure maximum customer interaction and loyalty.”

After several years in development, and a patent for our most differentiating feature, In-Game Substitutions, we are now preparing to launch our platform for the 2021 American Football season.

Shortly after the launch of the football platform, we will be preparing to launch Basketball and Motorsports applications, with many sports to follow in 2022.

# **Fantasy's Harsh Reality**

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You do not have to be a pro athlete for a shot at sports glory. The fantasy sports industry has been growing at a double-digit annual rate for over a decade now and appears to be picking up even more speed.

However, this growth masks the widespread discontent among players regarding the top platforms' lack of innovation - particularly with in-game features. The community is clamoring for changes that give players more of a realistic, coach-like impact on games.

In-Game Substitutions. When injuries occur to one of your athletes on gameday, current systems don't allow for substitutions - which takes skill out of the equation and potentially crushes your team performance. Other pain points that plague top fantasy platforms include:

- Outdated interfaces and performance issues
- Lack of new and unique features
- Mobile apps are missing portions of the web functionality
- Neglected sports such as auto racing, e-sports, and others

# THE YOURULZ SOLUTION

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It's about time to zero in on what's next and move fantasy sports more towards "reality."

We are dedicated to being the player's fantasy platform here at YouRulz. Unlike others, we will continue to evolve based on player needs, wants, and direct requests with features that provide unmatched interaction and customization. Here are some additional ways we already achieve this:



In-Game Substitutions allows you to take control. Whether a player is injured, underperforming, or any other reason, you can swap your player with another on your roster.



An automatic substitution feature that will switch out last-minute inactive athletes or injured players during the game.



Earning points for pass interference penalties against; the penalty info is fed to us and added to your QB and/or pass catchers.



The ability to customize the in-game substitution feature to the league's liking (number of swaps per week, etc.)



Custom play-by-play performance tracking (by fantasy team, player, etc.)



Availability of a freemium version



Premium and paid league options for more serious players

The result of this developmental excellence is a fantasy sports experience that is a true reflection of our name: all according to “your rules.” This starts with the ability to make In-Game Substitutions - a key feature that keeps YouRulz ahead of the pack.

# TEAM YOURULZ

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The YouRulz team is made up of individuals who have a passion for sports, but who also have extensive experience in technology, finance, and marketing.



**Mike Magolnick**  
**Chief Executive Officer**

With 25 years of executive experience in Marketing, Operations and Strategy, Mike has been instrumental in developing the YouRulz strategy and vision. Mike is also an avid fantasy sports fan and has a passion for motorsports.



**Eric Martin**  
**Co-Founder**

Eric is a finance & legal expert with 25+ years of experience leading business units in F100 companies. Eric has also been an avid fantasy sports player since 1993 and was an inaugural year season ticket holder for the Jaguars.



**John Sim**  
**Co-Founder**

With 25+ years spent leading IT, marketing, and sales initiatives for global companies in various industries, John has proven value and is a great asset to the team. John is long time Giants fan and also plays fantasy football in several leagues each year.



**Sean Bohannon**  
**Co-Founder & Motorsports**  
**Product**

Sean has over three decades of financial services systems experience. He brings a wealth of knowledge from his time working with many of the top 10 Fortune 100 companies. Sean is also a lifelong racing enthusiast, following all major and most minor racing series.



**Keith Sensabaugh**  
**Sports Product**

Keith has succeeded at senior executive and C-level roles in casino resort gaming, risk management, and tech-based property management. His drive to create wins for his shareholders, customers, and team is the secret to award winning business results. Keith is a big Seattle Seahawks fan and was also a tennis pro in his younger years.



**Roger Gaskins**  
**Finance**

Roger is an accomplished finance professional with four decades of proven experience. He is an exceptional financial, strategic, and operational leader skilled at driving results. Roger is also a former CFO of Blockbuster Video and Big-6 accounting/consulting firm executive.



**Marat Oganessian**  
**Business Development**

A performance driven sports professional, Marat has spent the last four years with the Texas Legends/Mavericks as the Director of Business Development. He brings a unique wealth of knowledge as well as a diverse professional contact base to the team.

# LOOKING FORWARD

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In Q3 2021, YouRulz will be launching both the **“YR” Token** program as well as the main YouRulz Fantasy Football application. Once the launch of the fantasy platform is completed, we plan to soon-after integrate the **“YR” Tokens** into the website to use as a payment method for the fantasy sports product.

In late Q3 2021, we plan to launch the basketball application on the website and have a fully functional mobile application available. This will also mark the launch of Pay Leagues on our site where users will be able to begin using tokens for League Dues within their pay leagues.

During 2022 we plan to continue the launch of additional sports, including motorsports, baseball, soccer, and golf. We also hope to include additional ways to utilize the **“YR” Tokens** during 2022, such as the purchase of merchandise and store gift cards.