



ASURA COIN ^{ASA}

WHITEPAPER
VER. 1.0

**THE WORLD'S FIRST SELF-SUSTAINABLE
ESPORTS PLATFORM**

FOR INFORMATIONAL PURPOSES ONLY

NOTHING IN THIS PAPER CONSTITUTES AN OFFER OR SOLICITATION TO SELL SHARES OR SECURITIES IN ASURA WORLD LLC OR ANY RELATED COMPANY.

LETTER FROM THE CEO 	03
INTRODUCTION TO ESPORTS 	04
THE ASURA WORLD PLATFORM 	05
ONLINE ESPORTS BETTING	06
BETTING SYSTEM	07
UNIQUE BETTING RULES	08
COMMUNITY-VOTED BETS	08
LIVE STREAMING	09
PROFESSIONAL GUIDES	10
COMMUNITY MATCHMAKING	11
COMMUNITY TOURNAMENTS	12
ASURA WORLD TOURNAMENTS	12
COMMUNITY CENTER	12
REWARDS & INCENTIVES	13
ASURA WORLD ECOSYSTEM	14
COMMUNITY REVENUE STREAMS	15
REFERRAL PROGRAM	16
THE CURRENT ENVIRONMENT 	17
LACK OF REGULATIONS	17
WITHDRAWAL ISSUES	18
SECURITY	18
FUNCTIONALITY 	19
NEO TECHNOLOGY	19
THE ASURA CROWDSALE 	20
UNSOLD TOKENS AND TEAM VESTING	21
FUNDING ALLOCATION	22
THE ASURA TEAM 	23
MANAGEMENT TEAM & KEY MEMBERS	23
ADVISORY BOARD	25
THE ASURA ROADMAP 	26
LEGALS 	27

Hello,

Before I get into the details of Asura World, I believe that it is important for you as the reader to get to know me a bit better.

I have always been an avid gamer. This, in fact, started at a young age. I would spend hours playing various genres of games, from popular game titles such as Dota, LoL and Counter-Strike, to classics such as Final Fantasy 7 and Age of Empires; the list goes on. Although I never reached the professional gaming tier, I have always enjoyed watching professionals play. The improvement in the technology available to me has shepherded myself and others into a new age of eSports viewership, via popular sites such as Twitch and YouTube.

The Asura World team all share a similar passion for gaming, especially the competitive scene. The global expansion of eSports over the years has opened various new avenues for gamers worldwide, one of these being the competitive eSports community.

We have fervently researched the competitive gaming platforms currently available, and discovered that everything is scattered all over the internet, there's no central hub for the gaming community.

This is why we have decided to create Asura World - a revolutionary new eSports community platform. It will provide users with the ability to access professional game guides, eSports news, videos, forum discussions, community-oriented events, community matchmaking, community tournament hosting, eSports streams, a unique betting system, and much more - all in one place.

Building a self-sustainable gaming platform is our primary vision. This will ultimately create a new era for eSports: A utopian community for gamers, and most importantly a more supportive and incentivizing environment for everyone.

We hope that you are just as excited as us at Asura World about the prospect of creating a global eSports community.

Onwards, to a brighter and more united 2018!



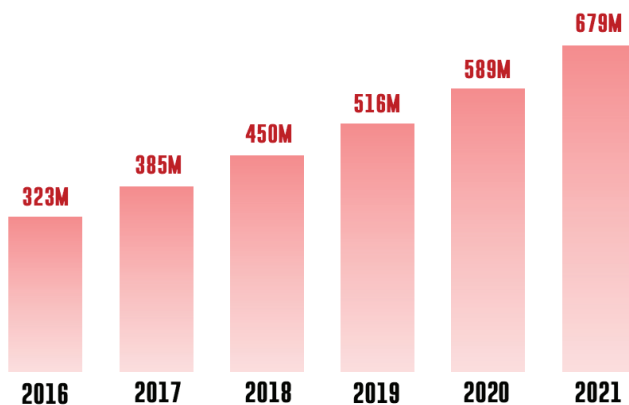
Peter Shen
CEO of Asura World LLC.

The live streaming and audiences of competitive and non-competitive eSports have grown considerably throughout the years. We have witnessed changes in the way we view content, more specifically the content we view in the fields of online and offline gaming.

eSports viewership has increased considerably throughout the years. The type of gaming content we view, as well as the ways we view it, have evolved remarkably.

One of the very first eSport tournaments to take place was for the popular game Spacewar, hosted by Harvard University on 19 October 1972, with a viewership of less than 1000 people. By comparison, the initial international tournament for the online game Dota 2 in August 2011 received over 1.5 million concurrent viewers, as the first live-streamed e-sports event in history.

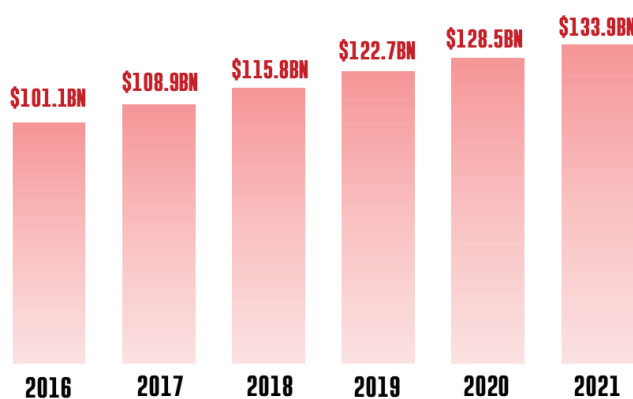
COMPETITIVE ESPORTS AUDIENCE GROWTH



Growth of online viewership has further boosted the popularity of online streaming websites such as Twitch.tv. Today, Twitch has 15 million daily active users, who each consume an average of over 100 minutes of content daily¹.

A market research report released by Newzoo revealed that competitive eSports alone generated 323 million viewers in the year 2016. Of that number, 162 million viewers considered themselves eSports enthusiasts, while the other 161 million were considered casual viewers².

GLOBAL GAMES MARKET REVENUE FORECAST



A separate report by Newzoo in 2017 showed that there were over 2 billion active gamers worldwide in 2016, generated USD \$101.1 billion dollars of revenue in the industry³. This meteoric revenue growth has attracted large sponsorship deals from all areas of the gaming industry, from hardware manufacturers like NVIDIA and AMD, to software developers such as Microsoft. Even digital media giants such as Facebook and YouTube have become involved.

1. <https://expandedramblings.com/index.php/twitch-stats/>

2. <https://newzoo.com/insights/articles/esports-revenues-will-reach-696-million-in-2017/>

3. <https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/>

INTRODUCTION

Asura World is a self-sustainable eSports platform, which focuses on the community ecosystem as a whole, this in tune creates an ecosystem that will be self-regulated & self-evolving.

The Asura World platform can be broken down into five major sections:

1. **eSports Betting & Tournament Live Stream**
2. **Professional Guides**
3. **Community Match making**
4. **Tournament Hosting**
5. **Community Center**

Fueling Asura World is the ASA Coin, an NEP-5 token which provides a range of functions and utility across the platform.

This will be used as a Coin for payments, bets and stakes, and to incentivize the sharing of quality content, professional guides, forum contributions and more.

Asura World will provide both free-to-use and paid content. The platform will also offer multiple avenues for members to earn tokens, by hosting tournaments and/or contributing content which provides value to the community.

The platform will initially focus on four major games:

- **Counter Strike: Global Operations**
- **Dota 2**
- **King of Glory (currently the most-played MOBA mobile app in China). 王者荣耀**
- **League of Legends**

The addition of new games will be voted in by the community in the future.



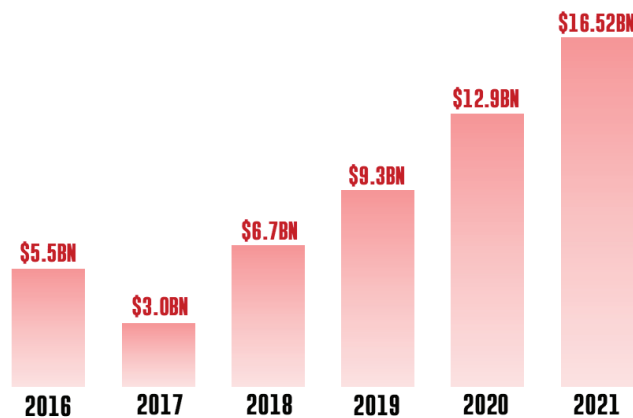
ONLINE ESPORTS BETTING

As the popularity of eSports continues to increase, so does the market for online betting and wagering. Through recent years, we've observed a rapid surge in this market, with reported figures showing a whopping USD \$649 million of cash bets being wagered on eSports games in 2016. This "official" figure does not account for betting in unregulated markets, which Eilers & Krejcik Gaming estimate to raise the total to USD \$5.5 billion dollars in both cash and digital asset (e.g. skin) wagers⁴.

Eilers & Krejcik Gaming go on to predict that global eSports betting will reach USD \$12.9 billion by the year 2020⁴. It is estimated that this turnover will generate over USD \$1 billion in revenue for eSports platforms and operators, from the betting and wager market alone.

The Asura World platform looks to assist the transition from traditional eSports betting through cash and skin wagers, into a more fair and ethical market using digital currency. The platform will create a friendly environment for gamers to follow and participate in eSports events, as well as make bets and wagers on their favorite teams and outcomes.

ESPORTS WAGERING FORECAST



4. <https://www.esportsbettingreport.com/wp-content/uploads/2017/04/Esports-White-Paper-v3.pdf>

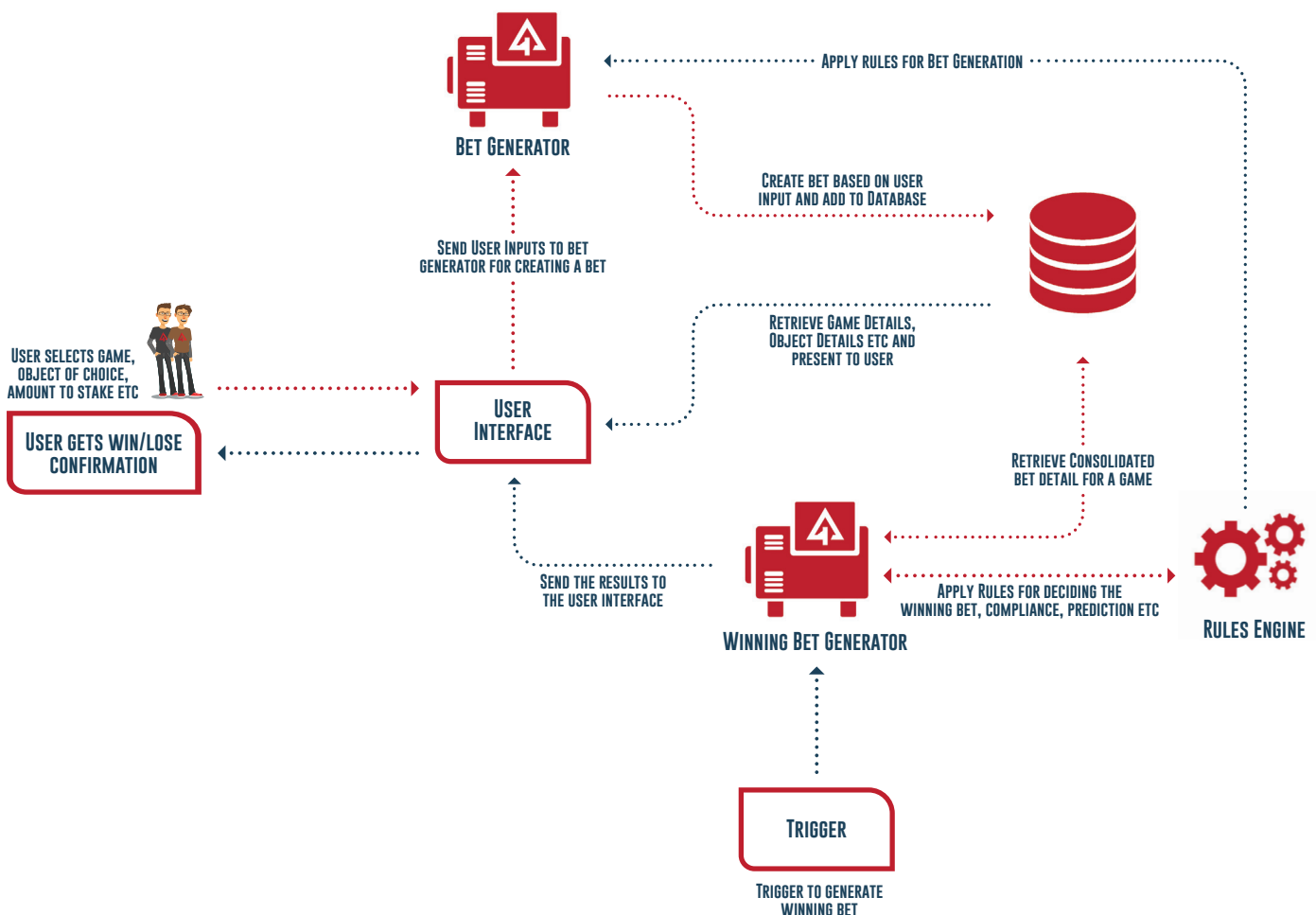
BETTING SYSTEM

Everything in Asura World is focused on improving user experience and maintaining a wonderful community. We aim to involve the community in the decision-making process for as many facets of the platform as possible, gradually phasing it into a truly self-sustainable eSports platform.

We want users to experience something new and exciting with each and every activity they participate in – especially in regards to betting and wagering.

What separates Asura World eSports betting from traditional eSports betting?

1. **Unique betting rules** - These will involve a new array of bets that are more eSports-focused, gamestyle-focused and random than traditional platforms.
2. **Community-voted bets** - Unlike current eSports betting platforms, Asura World allows members to suggest their own betting ideas. Winning selections will be rewarded with ASA Coins.



UNIQUE BETTING RULES

The Unique Betting Rules are the selection of bets available for each match.

Below is a comparison of traditional betting rules, and Asura World's unique betting rules.

Traditional betting rules tend to be identical across all online platforms, clearly lacking creativity and depth. Asura World's rules are more specific to the gaming world, and allow for more depth that resonates better with gamers.






TRADITIONAL BETTING RULES

GAME: DOTA 2

Handicap
Winner Map 1
First Blood (Map 1)
First to 10 Kills (Map 1)
Total Kills (Map 1)
Map 1, Total Time
Odd / Even Kills (Map 1)

ASURA WORLD UNIQUE BETTING RULES

GAME: DOTA 2

 Odd / Even Kills	<input type="range"/>
 First to Buy Boots	<input type="range"/>
 Total Time	<input type="range"/>
 Total Kills	<input type="text"/>
 Most Ward Bought	<input type="text"/>
 Mid Gank	<input type="text"/>
 Double Damage Rune	<input type="text"/>

COMMUNITY-VOTED BETS

One of the most important factors for a community-focused platform like Asura World is the ability to listen to the community, as well as carrying out their collective wishes.

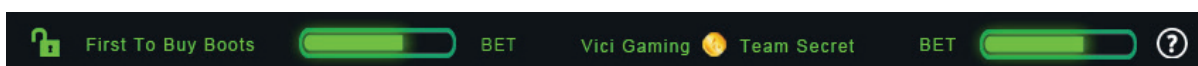
With Asura World eSports betting, we encourage members to submit their own creative betting ideas under "Community Center".

Members submitting their bets are advised to include written details, and in-game examples where possible. This is to prevent any misinterpretation in the case that Asura World implements it as a winning selection.

As an incentive for members to think creatively and participate often, Asura World will reward the winning user-submissions with ASA Coins. Voters themselves may also be rewarded with "Community Points" simply by participating regularly.

Below, is an example of a community-voted bet:

This particular bet is on which team will be the first to purchase the in-game item, Brown Boots. The users who select the correct team (i.e. the team that purchased Brown Boots before any other team) win the bet.



Asura World creates the Smart Contract, and the Smart Contract understands the Community-Voted Unique Betting Rules created by users. Users are able to creatively create any Rule supported by the Game API and submit them for voting. The top voted bets will then be audited automatically to provide odds, this whole process is automated by the Smart Contract providing a transparent and untampered experience.

Example: Bob wants to create the custom bet “By the end of the game, total number of Boots of Travels purchased from both teams, less or greater than 3”

He then uses our powerful yet intuitive Rule Creator to describe this rule. The rule engine then transforms this into a codified Rule that the Smart contract understands:

```
result = count(eq('players.item_#', 48))
A. result > 3
B. result <= 3
```

1. Game concludes and match data is uploaded online.
2. Smart Contract pulls API data of game and runs the Rule Engine. Coins are distributed to the winners.

LIVE STREAMING

Asura World will provide a one-stop shop for everyone to watch their tournaments live and free-of-charge. Users can maneuver through the streams by simply clicking on the game titles shown below. Clicking on “League of Legends” will automatically change the stream to League of Legends content, and so on. Asura World live streams directly from Twitch for Dota 2, LoL, and CSGO, KoG is streamed directly from Chinese portals instead.



During times when there are no active tournaments, Asura World will replay footage from previous tournaments, or play other game-relevant material.

PROFESSIONAL GUIDES

Like any discipline, there is a large market in the gaming community for coaching and guidance, both for competitive and casual players.

Instead of having ambitious gamers settle for outdated learning methods such as observing professional players on YouTube, Asura World aims to provide in-depth game analysis to walk players through the intricate details of professional gameplay. This will include teaching professional decision-making processes, winning strategies, item-builds, skill-builds, situational advice, and so on.

We understand that behind every successful student, there must be an experienced coach. To provide the finest guidance possible, we will recruit top professional gamers and guide them through the teaching process, so that all shared knowledge can be effectively understood and absorbed by the community.

Professional guides will be available in videos along with commentary and annotated images, as research has demonstrated the clear superiority of the use of motion, sound and visual cues for learning, over plain-text material.

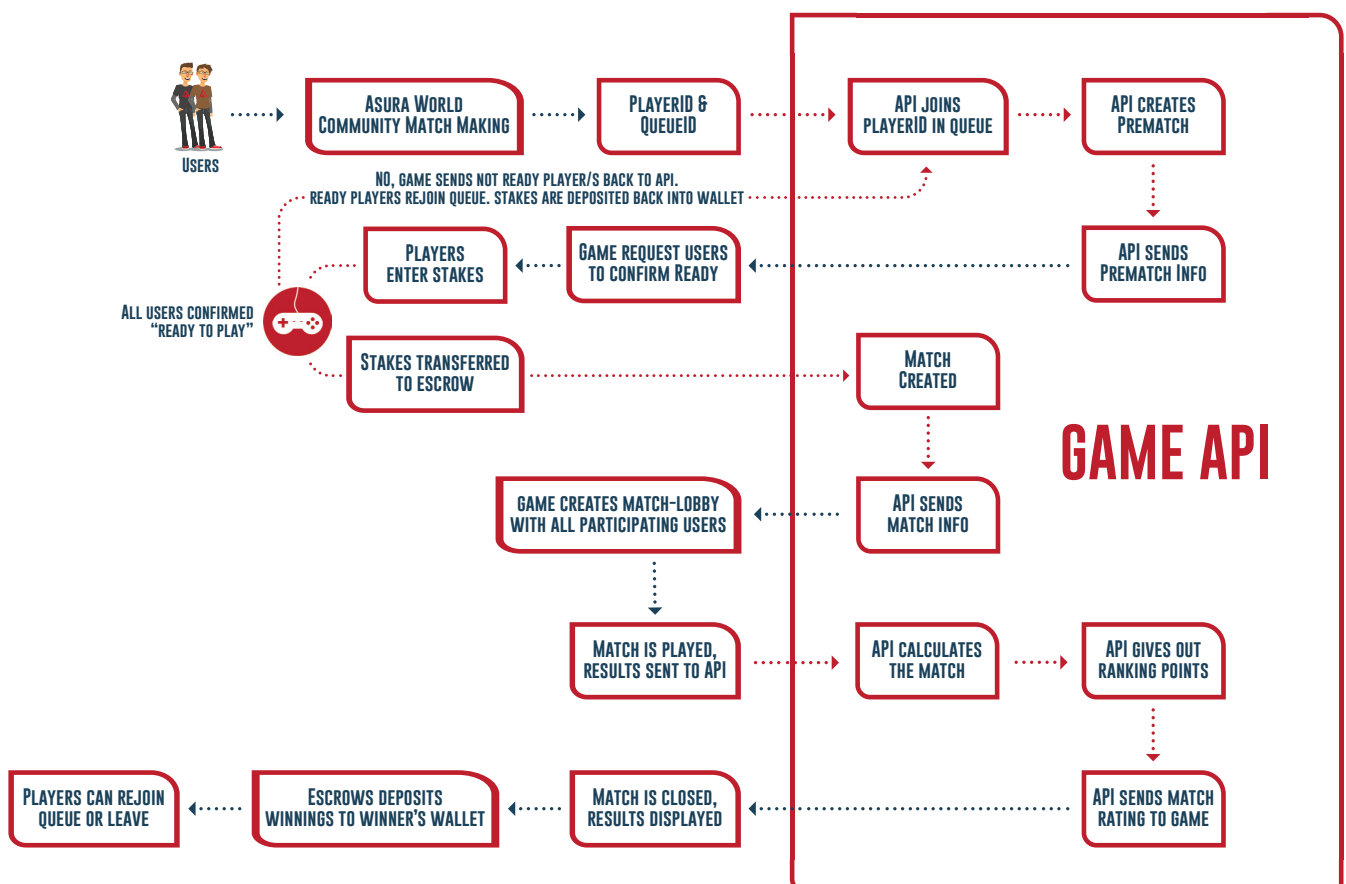
COMMUNITY MATCHMAKING

One of the primary reasons that the eSport market is one of the fastest growing markets of the 21st century, is simply that people around the world are competitive by nature.

Everyone has an innate desire for competing, winning, and standing out amongst their peers. Rather than just watching and betting on the professionals, we recognize the demand for regular players and teams to exercise and showcase their own skills.

Asura World's Community Matchmaking, platform users can take the stage and host their own 1v1 or 5v5 matches. To maintain fairness, both parties will agree on prearranged match terms (game, match conditions and amount staked). Upon completion of the term selection, staked funds will go into the Asura World Escrow where a processing fee is charged. Results are automatically determined by our Smart Contract, and the winnings will be released to the winner.

Much like the betting component of our service, having our open source Smart Contract match players and control the gathering and the release of the stake, we can reduce operations cost and unnecessary audits, and guarantee transparency, authenticity, integrity, and fairness.



COMMUNITY TOURNAMENTS

At Asura World, some of us have experience in both organizing and participating in their own local eSports tournaments, and understand the difficulties behind it. Issues often arise such as team absences and time clashes, and overlooked details can result in significant issues later in the tournament. It's difficult to run a small tournament smoothly through a LAN, however doing it digitally is different.

Asura World will eliminate the stress and obstacles for small tournament organizers, with an inbuilt community tournament platform. This will offer users the ability to host round-robin and group stages for both 1v1 and 5v5 matches.

Organizers simply log-in to Asura World, click the "Community Matchmaking" button, and select "Community Tournament". The organizer will then get to choose their tournament style, number of teams participating in the tournament, total prize pool, winning distribution, commencement times, and few other small details, to ensure a smoothly-operating tournament.

To ensure Asura World Community Tournaments run both quickly and smoothly, organizers are required to pay a small hosting fee in ASA Coins for each tournament. Each tournament will be allocated a maximum run-time of 48 hours.

ASURA WORLD TOURNAMENTS

Each month, the community will be given the chance to vote for their favorite game. Asura World will host an internal tournament at the end of the month for the game with the most votes, with participating teams paying a small entry fee in ASA Coins. The game style will be decided by Asura World. These Asura World Tournaments will be free to view, and streamed live on both Twitch.tv and the official Asura World website, for everyone to enjoy. The Prizepool is month's accumulation of ASA Coins from the Betting commission

COMMUNITY CENTER

Asura World offers an entire community hub section for users to socialize, share ideas, and have a good time. The hub is divided into sections:

- General News
- Match & Gameplay Discussions
- Humorous Content & Stories
- Arcade Mechanisms & Other Featured Events.
- And more.

We encourage users to stay and socialize within the community, promoting a more united platform.

REWARDS & INCENTIVES

We aim to incentivize and reward users for their contributions wherever possible. Users can earn rewards in the form of ASA Coins or "Community Points", in a variety of ways.

ASA Coins are won through betting, wagers, or formal payments for content. On the other hand, Community Points are awarded primarily from user-to-user, for valuable or entertaining content or contributions to the community. Community points will be redeemable for ASA Coins once they reach certain thresholds.

Asura World members can SPEND ASA Coins by:

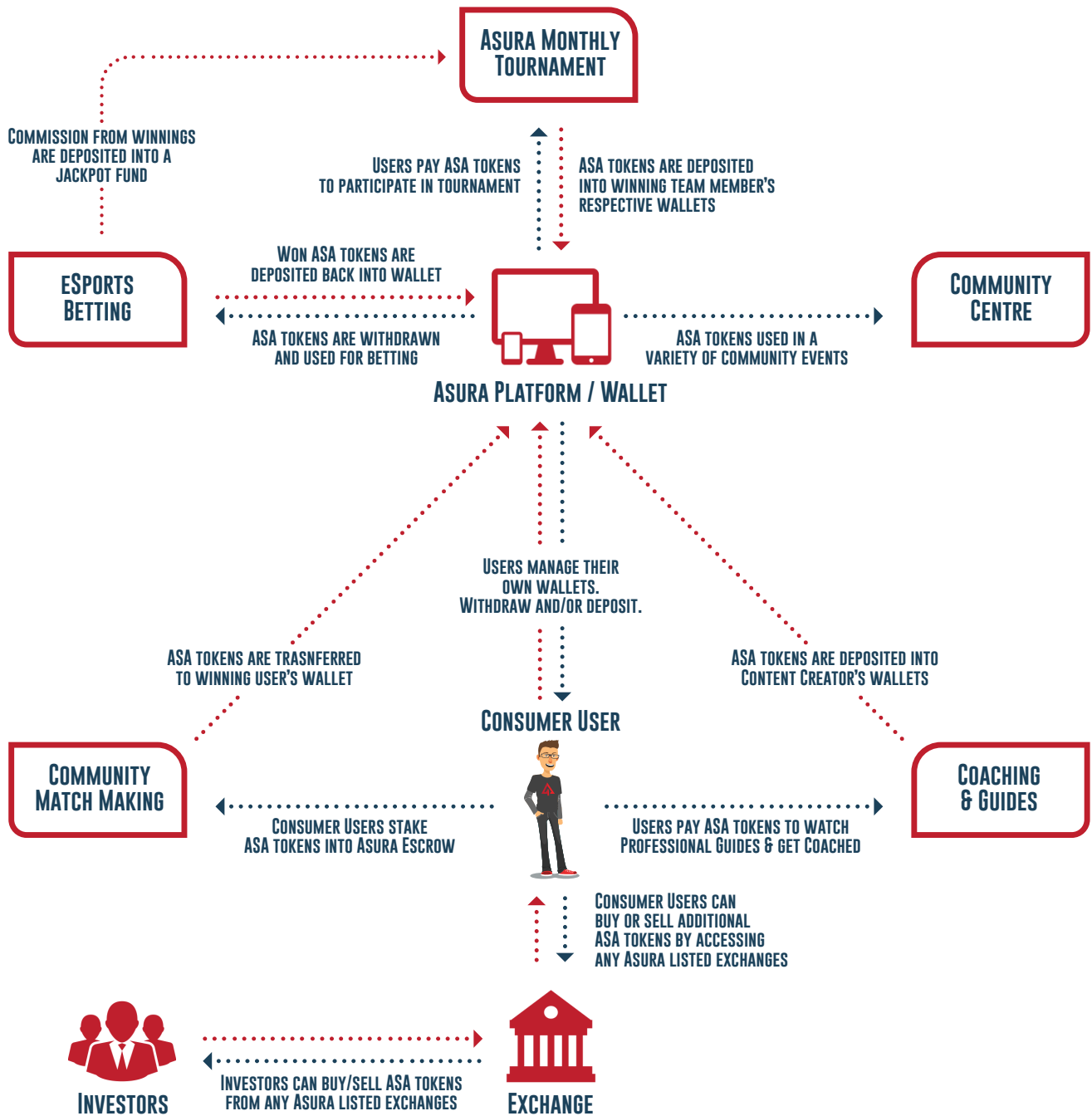


1. Betting
2. Participating in hosted Tournaments
3. Participating in the Asura Tournaments
4. Hosting their own Tournaments [hosting fee]
5. Watching and Learning from ranked players.
6. Reward other users, eg: Content
7. Staking against other players in match making.
8. Community Center Features

Asura World members can EARN ASA Coins by:

1. Winning said Bets
2. Winning said hosted Tournaments & Asura Tournaments
3. Hosting their own Tournaments [having other players join]
4. Creating Quality Coaching content
5. Contributing to the community by either creating content, interacting within the community, or by being helpful & kind.
6. Winning Matchmaking.
7. Participate in monthly Asura World events in the Community Center

ASURA WORLD ECOSYSTEM



COMMUNITY REVENUE STREAMS

As a user, there are a variety of ways in which you can generate revenue via the Asura World Platform. These include:

1. Professional Guides:

Asura World will hire high-ranked and professional players to create step-by-step detailed guides, designed to cater to all levels of ability. Guides will be comprised of video series which provide in-depth breakdowns of all facets of a game.

Prospective buyers who are interested in a guide will be given the ability to sample the first video free of charge, but unlocking the complete guide will require payment in ASA Coins.

All revenue from guides are paid directly to the content creators.

2. eSports Betting:

Competitive members are welcome to enjoy the betting lounge, currently hosting 4 different game titles: CS:GO, Dota 2, King of Glory, and League of Legends.

All commission earned through winnings is circulated back into the community or contributes to the monthly tournament prizepool.

3. Hosting Tournaments:

Asura World charges a fee for members to run tournaments on the platform, part of which will go to the hosts of that tournament.

Intuitively, tournament fees will increase with number of teams participating in the tournament, as more resources will be required. But in tune, with more participating teams, the commission earned by the host will subsequently increase too.

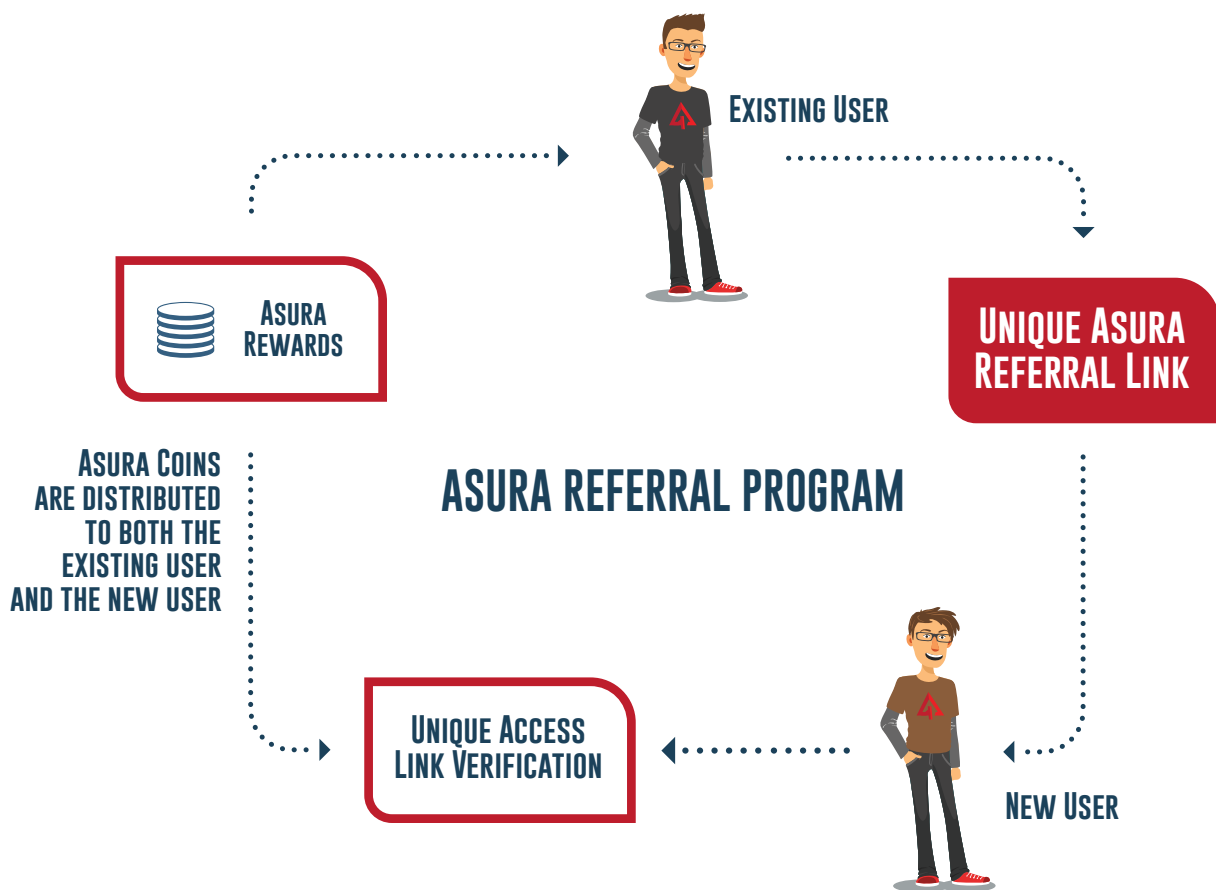
4. Diligent Contributor:

Asura World aims to self-regulate, therefore users are highly encouraged to regulate their environment. Asura World digitally monitors the behaviour of all users and ASA Coins are rewarded to users that are diligent contributors towards their community.

REFERRAL PROGRAM

The Asura World referral program is designed to reward members of the community for their contributions to improving the platform's exposure. The program aims to retain existing members, while also encouraging them to invite their friends and teammates to the Asura World platform.

Any existing member can participate in the referral program. Each user will be able to generate a unique referral link to the Asura World platform. When a member's referral link is used and a new account is registered on the platform, this will be automatically recorded in the Asura World database, and both parties will be rewarded in ASA Coins.



LACK OF REGULATIONS

Along with the rapid growth of the eSports industry, we've seen an equally large expansion in the trading, betting, and leveraging of cash and in-game assets.

Unfortunately, this has also led to an unprecedented number of lost assets and unprocessed transactions, due to negligence and bad actors behind some existing platforms. Part of this problem can be attributed to the lack of robust regulations in the space.

Asura World will be the world's first self-sustained platform designed specifically for the eSports community. It will be built on the NEO network and powered by the ASA Coin, an NEP-5 token. Leveraging the NEO network for the platform allows a fast, safe and easily-accessible route for users to transfer and store tokens⁵.

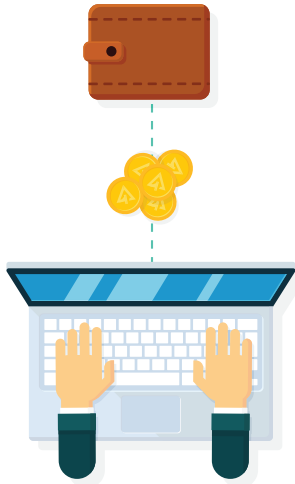
In contrast to traditional platforms, the Asura World platform acts solely as the platform provider on which users can host, compete, and interact with each other in a number of ways.

Asura World has a set of rules integrated into the blockchain and operated by a selection of nodes. These rules act as the protocol to keep the platform running safely and securely at all times.

Asura World developers and community managers will continually seek new opportunities to enhance user experience, as well as amend any issues that may conflict with the terms and conditions of the platform.

5. <https://www.kotaku.com.au/2017/03/inside-the-unregulated-and-scam-filled-world-of-video-game-betting/>

WITHDRAWAL ISSUES



Traditional platforms involving monetary features often lack a streamlined and secure withdrawal process. There has been a rise in cases where platforms have blocked users withdrawing their funds, or even completely confiscated funds from user accounts, without explanation.

Fortunately, the use of NEO blockchain technology removes the middle man, and allows Asura World to run as a trustless platform. Withdrawals will be simple and efficient, assets cannot be held from their rightful owners, and users will be able to enjoy the qualities of a completely fair and tamper-proof platform. By using the Asura World platform, users can rest assured knowing that all transactions are processed more quickly and securely, and scalability will not be an issue.

SECURITY

Protecting sensitive personal information is highly important in today's digital age. As we have seen in other cases, without proper security in place, anybody with the correct set of skills is able to access sensitive information, and cause a host of complications amongst users of the platform⁸.



A platform that operates using any form of sensitive user information must have adequate levels of data security in place, to eliminate unauthorized access. By leveraging the use of NEO blockchain technology, the security of the Asura World platform is improved considerably over traditional centralized systems. Blockchain can remove human error, make data records tamper-proof, and create a trustless system for worry-free transactions.

Asura World also seeks to integrate a new DNS Security Extension (DNSSEC) to protect users from being misled to malicious fake websites. This new protocol verifies the authenticity of the website, in this case, Asura World, and makes sure the user reaches the website they're actually trying to reach. Asura World utilizes the NEO public ledger to store digital certificates, public keys and other authentication data. When requested, this data will be verified and compared to the data provided by the website through the DNSSEC protocol.

6. <https://www.theguardian.com/sport/2016/jun/28/bet365-legal-action-delay-paying-punter-54000>

7. <https://www.esportsbettingreport.com/esports-betting-site-fanobet-problems/>

8. <http://fortune.com/2017/01/10/hackers-havoc-ransomware-esea/>

NEO TECHNOLOGY

The Asura World team is creating the ASA Coin, an NEP-5 token for use on our Asura World platform, powered by NEO. The creation of the ASA Coin is the first step towards the Asura World platform being powered by the NEO blockchain. It will apply a single universal utility token to all aspects of participation on the Asura World platform, including betting. NEO blockchain technology will allow for quicker transactions and greater scalability than is currently possible with similar blockchains.



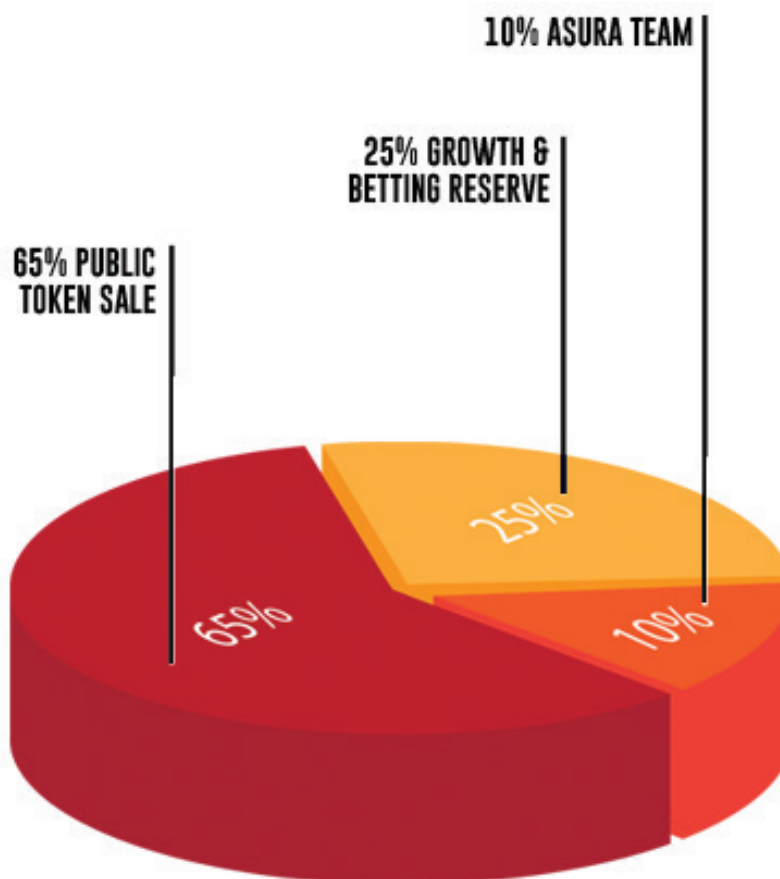
A total of 1 billion ASA Coins will ever be created.

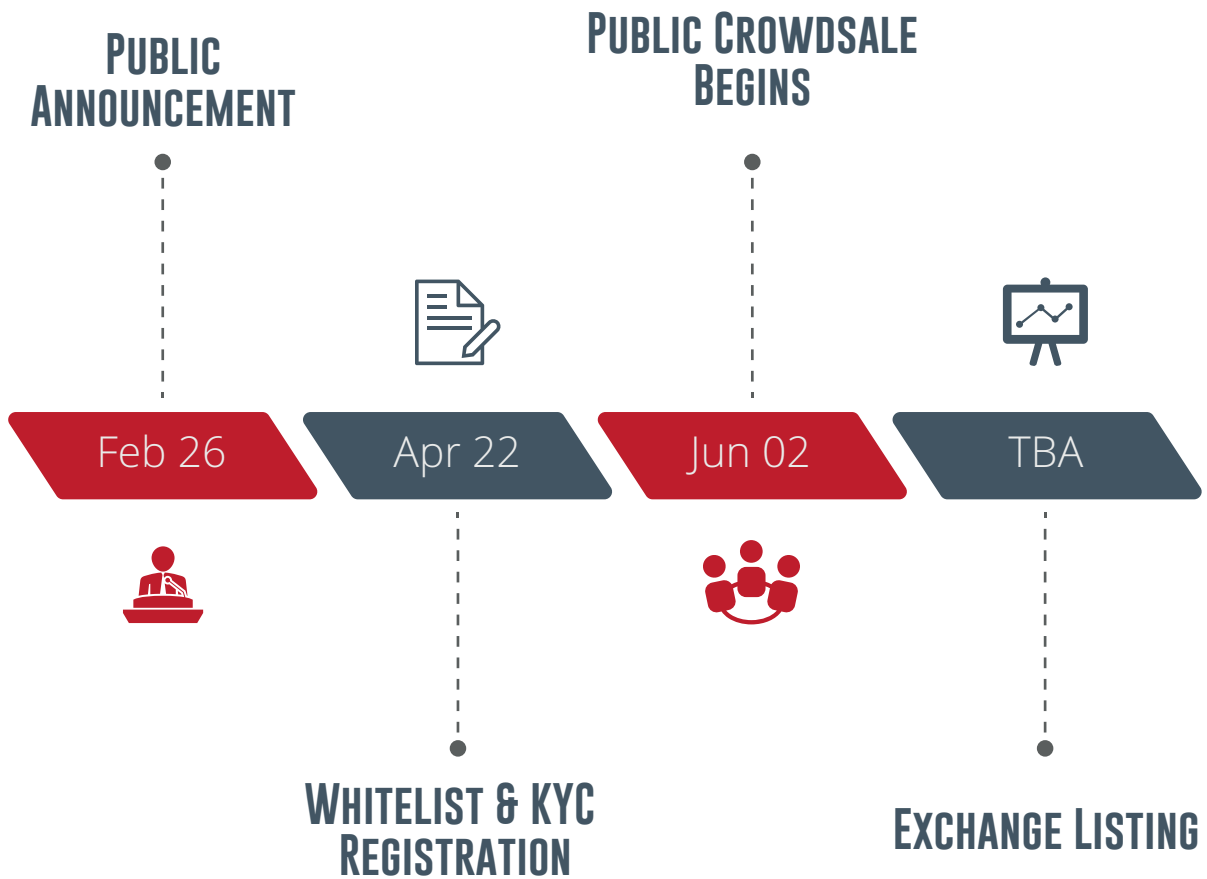
To achieve the development goals set by the Asura World team, we intend to allocate these 1 billion coins as follows:

Public Sale – 65% of ASA Coins (650,000,000) will be available for purchase during the presale. With bonuses at different stages that accommodate to all investor interests.

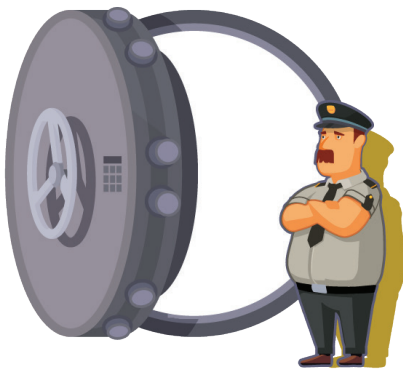
Growth & Betting Reserve - 25% of ASA Coins (250,000,000) will be for the referral program and to leverage strategic partnerships with key companies to grow the Asura World network. The Asura World team will seek to run contests with prizes awarded in Asura Coins.

Team - 10% of ASA Coins (100,000,000) will be allocated to the Asura World core team and advisors, to align the team with project delivery.





UNSOLD TOKENS AND TEAM VESTING

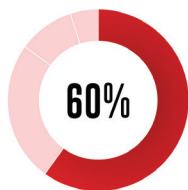


Coins allocated to the core team will be locked for the first 12 months, and then distributed across a 24 month period. 25% of this core team allocation will be released after 12 months, followed by a subsequent 12.5% every quarter until all coins have been released.

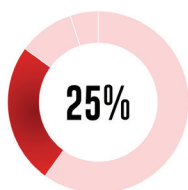
Coins allocated to the advisors will be locked for 12 months and released completely at the end of this period.

FUNDING ALLOCATION

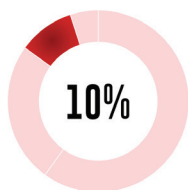
All funds contributed in the presale and crowdsale will be used solely for the development, promotion, and growth of the Asura World platform.



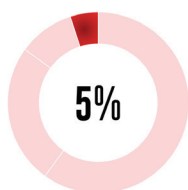
60% Development - This portion will be allocated directly to development work on the Asura World platform. This includes hiring and growing the development team to accelerate development to a level which can meet or exceed the roadmap goals.



25% Marketing - The marketing budget allows for the digital marketing team to deliver sponsorships, promotional events, tournaments, partnerships, and social media advertising to scale the platform user base.



10% Legal - Asura World will obtain the appropriate legal advice to ensure that we are consistently operating in accordance with the laws and regulations of all jurisdictions in which we conduct business.



5% Security - We will be taking all necessary steps to ensure that optimal security standards are followed.

MANAGEMENT TEAM & KEY MEMBERS



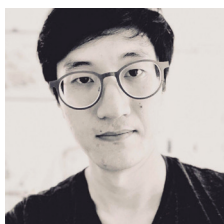
PETER SHEN - CEO - NANJING BASED

Peter is a serial entrepreneur, having founded an array of companies and brands. His main skills lie in marketing and branding, with many years of experience conducting business in China, delegating roles, establishing targets and working within extremely tight timelines. Having grown up playing games, Peter sees an undeniable future in eSports and aims to fill the gaps in the current eSports online community through the Asura World platform.



EMAN ABDOLLAHI - COO

Before Asura World, Eman's focus was in app-building on Android and IOS, including co-building games on Android with local development studios. With his programming knowledge and also operational experience in development studios, Eman makes sure the company operates smoothly and efficiently.



HAOYANG FENG - CTO

Haoyang started coding since early teens and have been involved in a large number of startups, Haoyang is a tech generalist who's deeply familiar with engineering, design, business development, and how everything can be aligned with good product management. With a deep background in software engineering, Haoyang joins Asura World to steer it into the technological future.



NATHAN FRATER

Nathan is the acting Marketing Manager for Asura World. He has over a decade of experience in building businesses, growing sales and identifying patterns of success. Nathan is also a co-founder of Outliers of Orbit, building dedicated communities around products & ideas using open and honest communication.



STEVEN NGOV

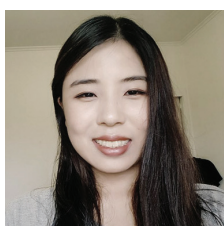
Steven is an online marketing expert with over 12 years in the industry. He has constructed, launched and managed successful marketing campaigns for a variety of sites and businesses. Steven joins the Asura team as a developer and also as an online marketing consultant.

MANAGEMENT TEAM & KEY MEMBERS



DANG TIE PENG - NANJING BASED

Dang Tie Peng is an experienced Software Engineer, previously at Huawei Nanjing. With Huawei's research into the area, he has a developed a deep understanding of blockchain technology. Tie Peng joins Asura World as a core developer, primarily working in the network and database sections of the Asura World platform.



KANG JI HYE

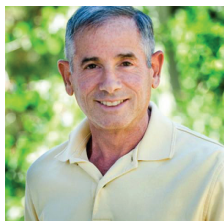
Jihye is a senior developer and UX designer by day, eSports content creator by night. Jihye has been called into the project to implement Asura platform's MVP and make the Asura World's vision into reality with her front-end development skills.



PANDING HUANG - NANJING BASED

Panding has a Masters in Statistics, and has worked as a data scientist in companies such as ZTE Corporation. One of China's largest telecommunication companies. Panding will be calculating and implementing the bettings odds for Asura World.

ADVISORY TEAM



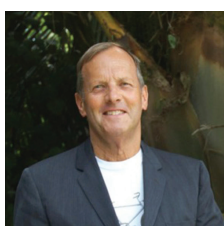
STUART FEIGIN - HONORARY ADVISOR

Stuart is the 5th employee of Oracle. He was originally offered the position of Co-Founder by Larry Ellison, however Stuart was only interested in programming, rather than business. Stuart has extremely profound knowledge of the tech world and programming fundamentals. Today Stuart sits as the chairman of Northstar Investors.



NICK FUJITA

Nick is a City of Zion contributor, and Senior Software Engineer at Crunchyroll. Nick brings with him a large array of knowledge and skills in NEO and NEO development. Nick will be heading the Smart Contract development for Asura World.



RICHARD MACDONALD

Richard could be considered as one of New Zealand's most prominent social entrepreneurs. He has extensive experience with start-ups of all sorts, predominantly in networks, connecting businesses, setting up channels and more. Richard has helped immensely in the formation of the Asura World team. He is the chairman of Alexanders, a brand with over 100 years of history.



TAYLOR LIU

Taylor is a seasoned Software Engineer from Konami, focused in Konami's slot machines department. Taylor's experience and knowledge lies in gambling algorithms, creating and setting up games in Konami slot machines to retain customers.

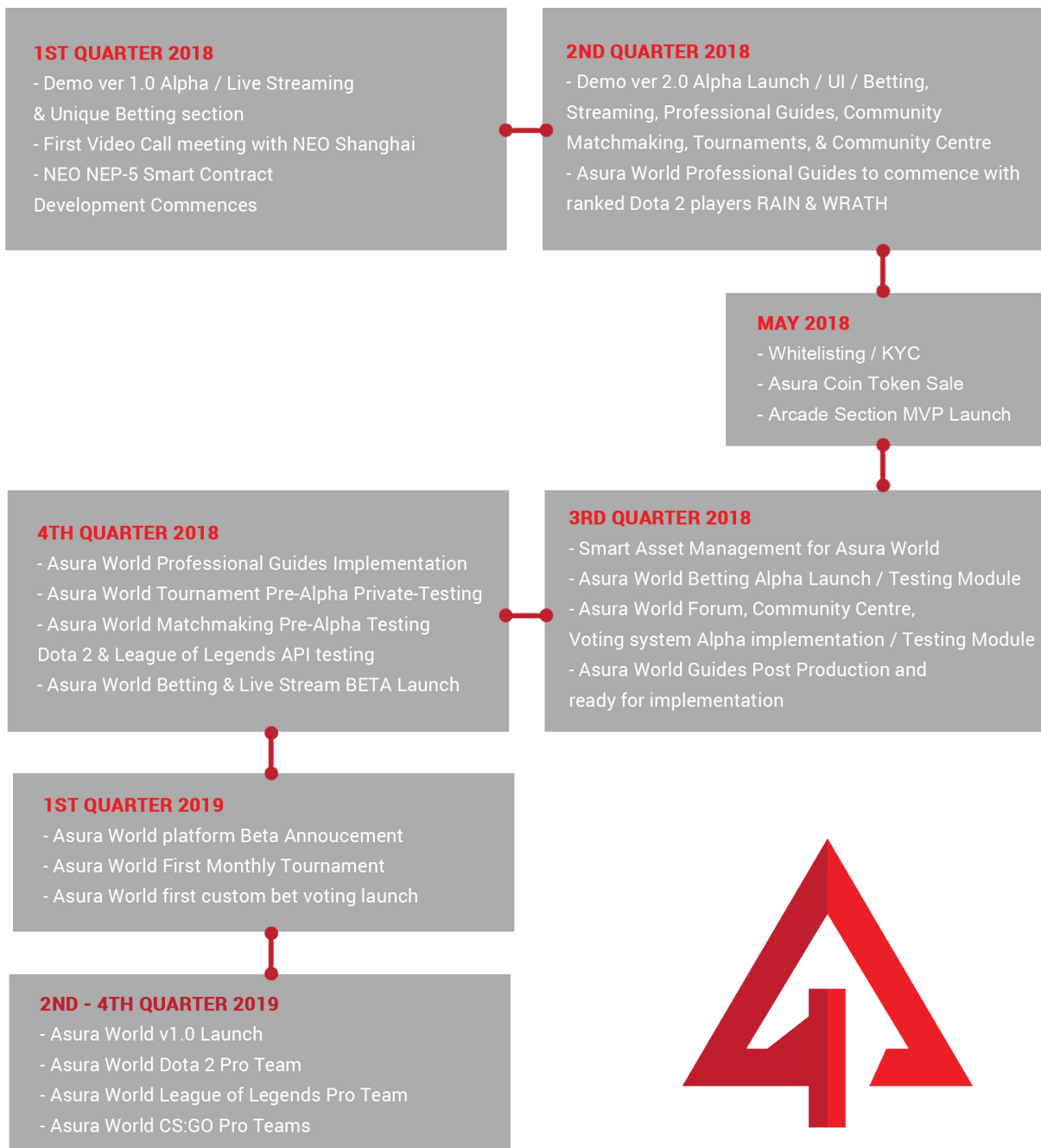


CECILIA XU

Cecilia is a part of the Perfect World Master's organising team. Cecilia's role includes team scheduling, tournament organising, marketing, and more. All of these are centered around eSport Tournaments and how they're operated. Cecilia brings to Asura World a wealth of knowledge and experience on how to run and manage the perfect eSport tournament.



The roadmap to be listed below will be divided into five quarters. Each quarter represents an advancement in platform technology and partnerships. These are both required in order to grow the ecosystem, and the token's utility within it, for the benefit of the users.



DISCLAIMER

The Asura World white paper is for informational purposes only which shall not and cannot be considered as an invitation to enter into an investment. This white paper, any information provided on the Asura World web page and any terms and conditions published by Asura World do not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. If the participant decides to contribute to the Asura World development, please note that your contribution to Asura Coin does not involve the exchange of cryptocurrencies for any form of securities, investment units or form of ordinary shares in Asura World Limited or any other company of relation.

Due to legal and regulatory uncertainty in the United States of America and People's Republic of China, participants residing in the United States of America and China are not allowed to provide contributions and obtain Asura Coin (ASA) tokens. Any participant providing false information about their citizenship, residency place and nationality will breach Asura World terms and conditions and would entitle Asura World to not compensate any damages and/or losses suffered due to this violation. The white paper, information provided on the Asura World web page and any terms and conditions published by Asura World any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of these documents/information is prohibited or restricted.

No regulatory authority has examined or approved of any of the information set out in the white paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of the white paper do not imply that the applicable laws, regulatory requirements or rules have been complied with.

In no event will Asura World or its affiliates be liable to any person or entity for any damages, losses, liabilities, costs and/or expenses of any kind, whether direct or indirect, consequential, compensatory, incidental, actual, exemplary, punitive or special for the use of, reference to, or reliance on this white paper or any of the content contained herein, including, without limitation, any loss of business, revenues, profits, data, use, goodwill or other intangible losses.

No information in this whitepaper should be considered to be business, legal, financial or tax advice regarding contribution to the development of the Asura World platform. You as the participant should be aware that you may be required to bear the financial risk of any obtained Asura Coin (ASA) tokens for an indefinite period of time. Any information in the whitepaper is given for general information purpose only, and Asura World does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each participant is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of Asura Coin (ASA) tokens according to their nationality and place of residence.

The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to Asura World Limited or any related associated company. The Asura Coin (ASA) tokens are just utility tokens which can be used only on the Asura World platform and is not intended to be used as an investment.

The offering of Asura Coin (ASA) tokens on a trading platform is done in order to allow the use of the Asura World platform and is not for speculative purposes. The offering of Asura Coin (ASA) tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the Asura World platform and is not a security.

Asura Coin (ASA) tokens confer no direct or indirect right to Asura World Limited capital or income, nor does it confer any governance right within the Asura World platform; Asura Coin is not proof of ownership or a right of control over Asura World platform and does not grant the controlling individual any asset or share in Asura World Limited or any Asura World products, or in the Asura World network. An Asura Coin (ASA) token does not grant any right to participate in control over Asura World's management or decision-making setup, or over the Asura World network and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Asura World's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Asura Coin (ASA) token must be aware of the Asura World business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Asura Coin (ASA) token acknowledge and understand that neither Asura World nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

The information in this document is subject to change without notice and should not be construed as a commitment by Asura World Limited. Asura World assumes no responsibility for any errors that may appear in this document

RISK FACTORS

The purchaser of Asura Coins undertake that he/she understands and has significant experience in blockchain systems and crypto-currencies and has carefully read through this white paper and all relevant information provided in the official website to have a comprehensive understanding of the potential risks associated with participating in the crowd sale and fully aware that Asura World (or its affiliates) will not provide any refund of purchase of ASA tokens under any circumstance. Any interested person who is not in the position to accept or understand the risks associated with the activity (including the risks related to the non-development of the Asura World Platform) or any other risks as indicated below or in the Terms & Conditions of the crowd sale should not acquire Asura Coin tokens.

Asura World will use reasonable efforts to ensure that the project proceeds in the general direction as that discussed in the whitepaper. However, buyers may still face various risks of incurring losses. The risks include regulatory risk, risk on the token market, digital wallet management, systematic risk, taxes, and other risks not listed here.

REGULATORY RISKS

Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing laws, or introduce new regulations regarding blockchain technology-based applications, and such regulations may conflict with the token concept. Regulatory actions could negatively impact ASA and/or Asura World platform in various ways. Asura World (or its affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulations, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. Asura World may constantly adjust the sale strategy in order to avoid relevant legal risks as much as possible.

TOKEN MARKET RISKS

Once purchased, ASA tokens are designed to be used solely on the Asura World Platform, hence there may be illiquidity risk with respect to ASA. The value of ASA token may significantly fluctuate due to various reasons. Asura World does not guarantee any specific value of the ASA token over any specific period of time. Asura World shall not be held responsible for any change in the value of the ASA token including the complete loss of value due to factors such as ASA is not accepted by the market, there are not enough users using them, development of Asura World Platform is stagnant, or there are rumors or other uncontrollable factors.

DIGITAL WALLET MANAGEMENT

Buyers may receive ASA coins only after installing the NEO wallet and obtaining the digital wallet address. Individual users are responsible for protecting their private keys, which is used to prove their ownership of the ASA tokens. The users should be fully aware that if their private key or password is lost or stolen, the tokens on their account will be lost forever and cannot be recovered.

SYSTEMIC RISK

This is referred to the risk caused by the large-scale faults of the global network infrastructure such as force majeure. Asura Coin performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this whitepaper, force majeure shall mean extraordinary events and circumstances which could not be prevented by Asura World and shall include acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, prolonged shortage or other failures of energy supplies or communication service, other circumstances beyond Asura World's control.

TAXES

ASA Coin token holders may be required to pay taxes associated with the transactions contemplated herein. It will be a sole responsibility of ASA Coin token holders to comply with the tax laws of the jurisdictions applicable to them and pay all relevant taxes.

REPRESENTATIONS AND WARRANTIES

By accessing and/or accepting possession of any information in this whitepaper and participating in the token sale, you represent and warrant to Asura World:

- (a)** You are fully aware of and understand that you are not eligible to purchase any ASA tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the People's Republic of China;
- (b)** You are authorized and have full power to purchase Asura Coin tokens according to the laws that apply in their jurisdiction of domicile;
- (c)** Live in a jurisdiction which allows to sell Asura Coin tokens through a crowdsale without requiring any local authorization and are in compliance with the local, state and national laws and regulations when purchasing, selling and/or using Asura Coin tokens;
- (d)** Are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- (e)** You agree and acknowledge that ASA tokens do not constitute securities in any form in any jurisdiction;
- (f)** You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment have to be accepted on the basis of this Whitepaper;

(g) You agree and acknowledge that in the case where you wish to purchase any ASA tokens, the ASA tokens are not to be construed, interpreted, classified or treated as:

- Any kind of currency other than cryptocurrency;
- Debentures, stocks or shares issued by any person or entity (whether ASAand/or the Token Provider)
- Rights, options or derivatives in respect of such debentures, stocks or shares;

(h) Have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;

(i) You are fully aware and understand that in the case where you wish to purchase any ASA Coin tokens, there are risks associated with Asura Coin;

(j) You agree and acknowledge that Asura World nor its affiliates are liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(k) Purchase Asura Coin tokens because they wish to have access to the Asura World platform;

(l) Are not purchasing Asura Coin tokens for the purpose of speculative investment or usage.