cubiex

A decentralized blockchain powered
Social Network and Crypto League for eSports

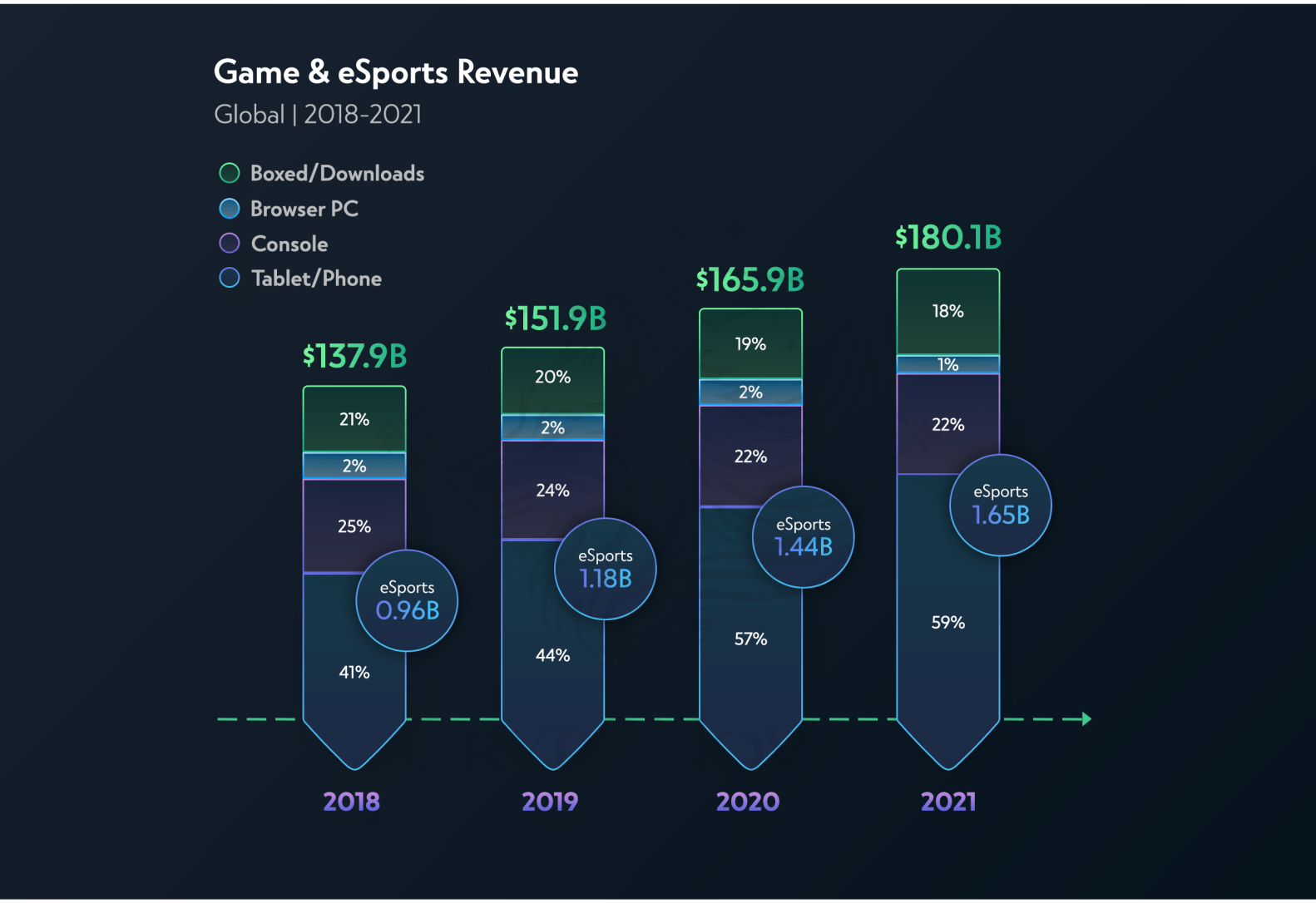
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By Pierre Chahine, Founder and CEO of cubiex.com - Version 1.3

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1.0 Abstract

The current global gaming market is worth more than $137 billion dollars with projected revenues to reach as high as $180 billion by 2021. Every day more than 2.3 billion people play video games worldwide, with over 400 million gamers competing in eSports at an amateur or professional level, across a variety of devices. As of 2018, these players spend more than $900 million dollars in the consumer video games market with forecasts reaching over $1.65 billion by 2021.



Currently, there is no tokenized social media platform combining the capability to connect gaming enthusiasts with the potential to earn tokens for their time spent playing games and creating digital content. With global growth in the last twenty years (Compound Annual Growth Rate +10.3%), gaming and eSports have obtained worldwide attention. eSports fills stadiums with tens of thousands of spectators, and is beginning to rival traditional sports audiences. Despite all this growth, the average gamer has been left behind, creating an opportune time for disruption and innovation.

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2.0 Executive Summary

The eSports and Gaming Video Content (GVC) industries have experienced unprecedented growth in recent years and are expected to greatly accelerate beyond expectations as paradigms shift and advertisers, corporate sponsors, and marketing/media establishments begin to focus on these lucrative new revenue opportunities. This will in turn incentivise more gamers into the ecosystem, creating an opportunity for institutional investors. These two industries operate largely independently from each other and have very little cohesive structure when it comes to the service providers; with each operating under their own directives.

This forces communities to use these oligopolistic platforms whom hold all the bargaining power such as gaming.youtube.com and twitch.tv. This provides opportunity for a new platform to bring audiences together and provide a foundational community around which stability can be built. In turn, this will encourage more substantial investment into an already hugely successful space. eSports as of 2017 was valued at $696 million with revenues growing with a CAGR (2015-2020) of +35.6% to reach $1.448 billion by 2020. Conversely, the GVC industry which is more stable is expected to achieve a revenue of $4.6 billion with a global audience of over 600 million viewers by 2020. In 2017, over 5 billion hours annually was spent watching video game streams in some capacity online.

This creates a huge demand that allows gamers to monetize their time. These figures are largely exclusive to the professional domain, leaving a huge untapped capacity in the semi-professional and amateur markets. Players and GVC creators, professional and amateurs alike do not have access to a decentralized & tokenized social network that aims to incentivize gaming & social media activities. The Cubiex vision is to establish a tokenized social network and crypto league for gaming and eSports.

Bringing together more than 2.2 billion gamers, over 400 million passionate eSports players, and more than 600 million GVC creators and viewers alike, Cubiex enables them to earn tokens by connecting with fellow members, writing articles, streaming gaming activities and participating in P2P community matches, by placing a stake directly against an opponent. Members will also have the opportunity to trade directly with other community members their digital in-game assets, such as skins on the platforms internal trading marketplace. Cubiex presents a self-sustaining ecosystem, tailored to address the participants of these industries who are looking for social connectivity and incentivization.

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3 Introduction

eSports & Gaming Market

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3.0 eSports

eSports (electronic sports) has been around for some time but only recently has started to really enjoy mass adoption and international media coverage on the world stage. The eSports industry can be defined as competitive (pro and amateur) video gaming that is often coordinated by different leagues, ladders and tournaments.

It is a phenomenon that has become a fundamental element in today's youth culture. 2018 and 2019 will be pivotal years in determining the pace at which eSports is expected to mature into a global multi-billion-dollar business. It is expected to grow to $905.6 million with a year-on-year growth of an astounding 38%. The speed at which eSports is expected to grow will be determined by several key factors...

- Mechanisms to engage new fans through new formats and franchises
- Growth of multi-device games
- The success of the franchising structures
- Team profitability

At its current pace, the eSports industry is estimated to surpass $1.488 billion in revenues by 2020. However, with the success of these key influences, a more optimistic scenario will place revenues in the order of $2.4 billion. Platforms like Cubiex will be one of these influences driving the market to this success.

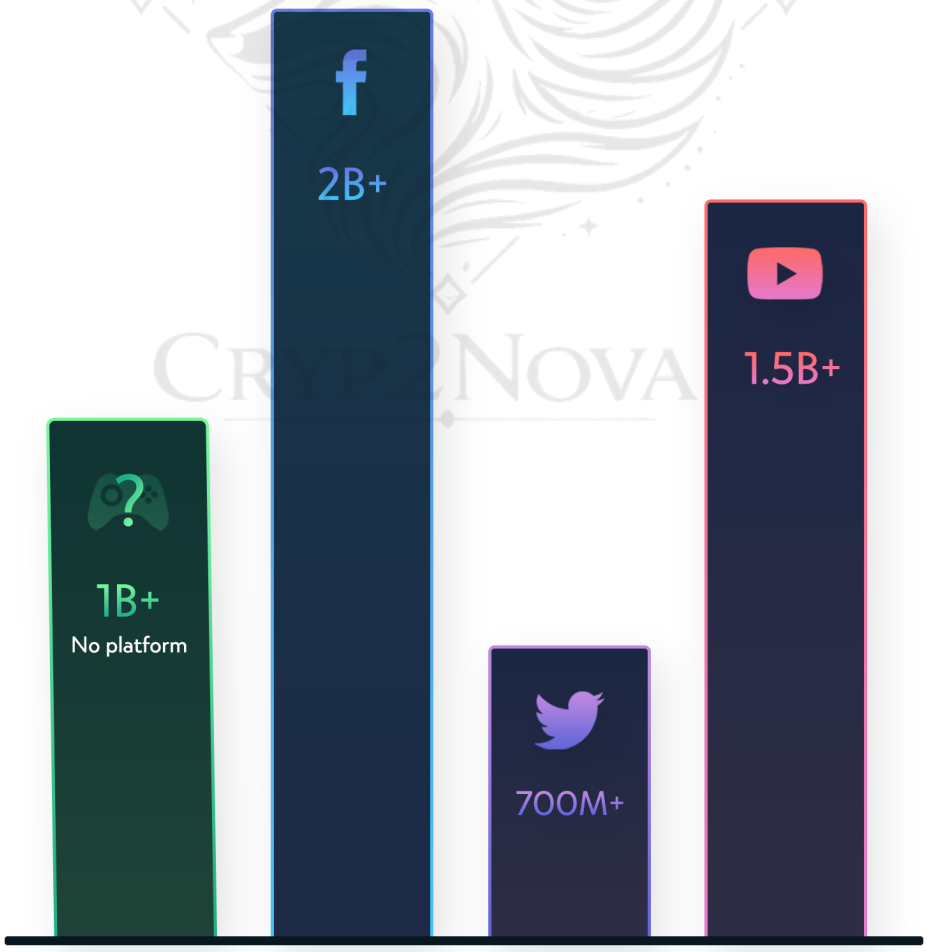


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3.1 Gaming

During the 1990s gaming was still a small market, with roughly $200 million in annual revenues. At the time, first-person shooter games like Duke Nukem, Half-Life and Doom were quite popular, but playing against your computer was only the start. With the technical evolution of the internet, it became possible to play online against real opponents from all over the world. Soon after the first multiplayer-online games evolved, gamers formed themselves into teams or clans, competing both online and offline against each other. In recent years eSports and gaming have become a multi-billion dollar industry with stadiums being filled with thousands of spectators and millions of gamers watching their favorite teams compete from all over the world via livestream.

Despite the global expansion of eSports & social media, the needs of amateur gamers have fallen by the wayside. While only about 1,000 teams in the professional sector worldwide can develop a real income with their passion, the rest of the 2.2 billion gamers find it difficult to monetize their time. On top of that, there is no tokenized social network that can connect 400m+ gamers in the world and offer them unique features, that are tailored to their needs.

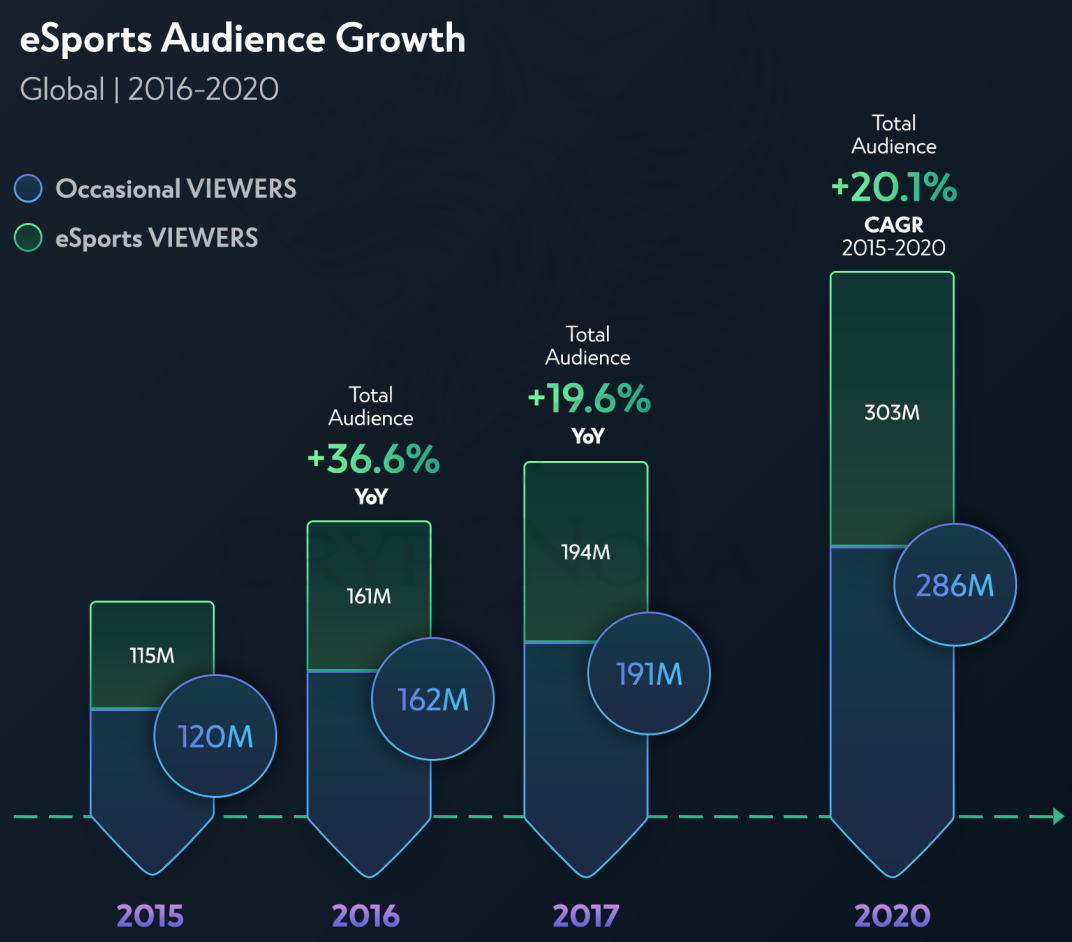


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3.2 Gaming Video Content Creators

With over 286 million dedicated viewers and a combined total of over 600 million viewers by 2020, the consumption within the Gaming Video Content (GVC) market has a projected revenue of over $4.6 billion.

This is incredibly important to the larger gaming ecosystem and various submarkets. At present, this is highly fragmented across two primary competitors, twitch.tv (Amazon) and gaming.youtube.com (Google) but no one provider brings professional and amateur gamers, enthusiasts, branding, sponsorship, and media specialists together into a monetised hyper-communicative social networking environment. This is precisely where Cubiex will forge ahead and bring a cohesive stability to a global market.

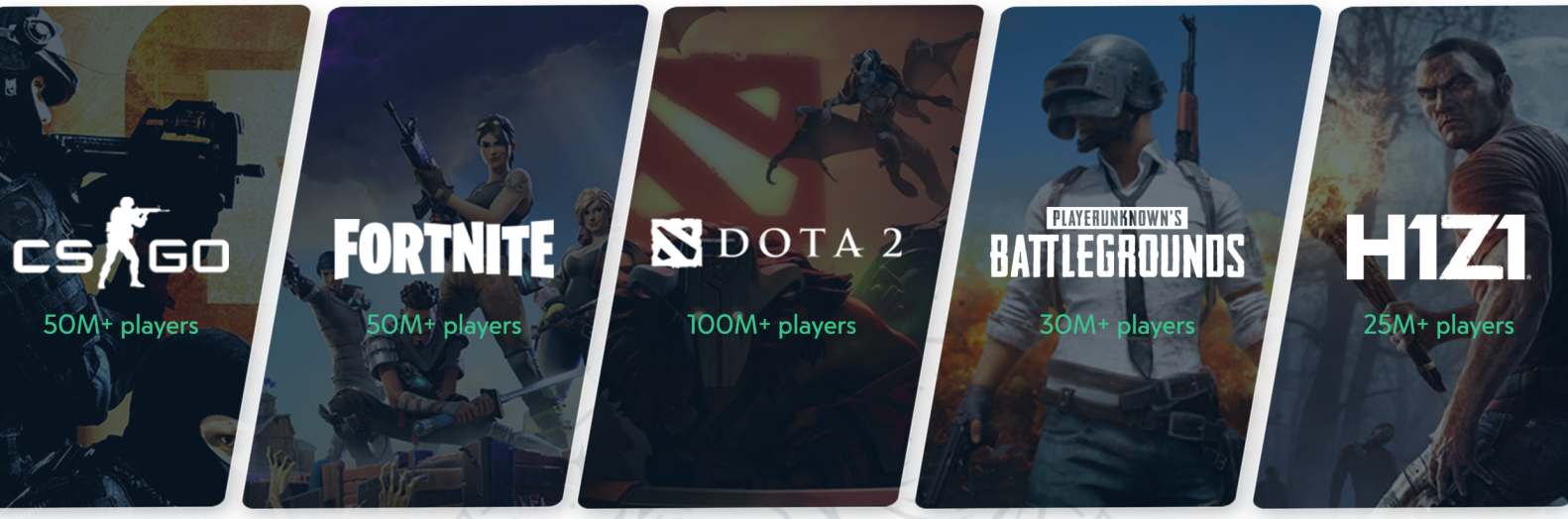


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3.3 Progression of Video Games

With over 286 million dedicated viewers and a combined total of over 600 million viewers by 2020 consuming within the Gaming Video Content (GVC) market, it is incredibly important to the larger gaming ecosystem. It brings professional and amateur gamers, enthusiasts, and media specialists together into an environment that supports the wider community.



With its projected $4.6 billion revenue stream and significant reach into many other submarkets, it is attracting huge attention from brand and sponsorship bodies. This is precisely where Cubiex will help nurture and push the global market into a new era of gaming and content creation.

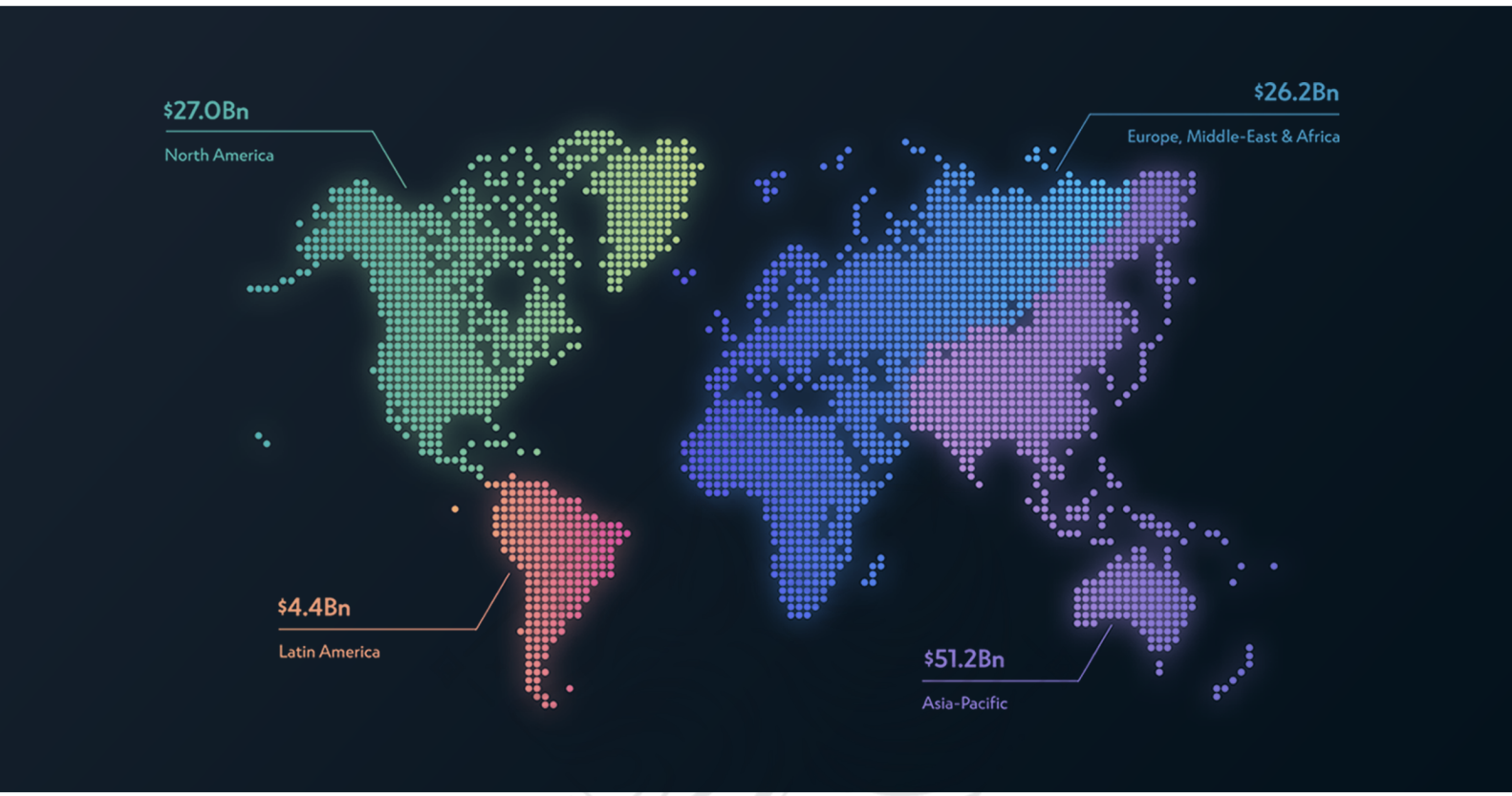
By allowing players to compete against each other and improve their rankings, gamers obtain a never-ending goal: to be the best. With time, this competitiveness may lead to the birth of their professional eSports career. Be it through tournaments, live streams, or content creation, gamers today have a unique opportunity to leverage their time and experience in a financially positive way.

The popularity of gaming and eSports has attracted widespread media coverage of the sport, broadening exposure and increasing access to livestreams. A recently streamed ESL tournament reached more than 71 million views within just four days. Current viewership shows that the demand for eSports streaming is rapidly increasing.

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3.4 Size of the Video Games Market

Within the past 20 years, the video gaming market emerged rapidly to a multi-billion dollar industry. More money is spent on games and in-game items than ever before.



The video game market faces a constant growth of up to 10.3% a year, and the already 400 million eSports audience grows up to 15% annually. Video games have never been as popular, and as technology advances we can only expect video games to expand at faster rates.



Market value
(2015-2018)

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4 The Problem

Social Connectivity & Incentivization

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4.0 The Problem - Social Connectivity

The problem that Cubiex is directly addressing is primarily broken down into two broad groups. Firstly, the lack of any specialised social networking platform and secondly, no incentivisation for the amateur gamer. In both scenarios there is presently no existing option to monetise the time spent by both parties.

Social media has grown exponentially in recent years. An estimated 970 million individuals worldwide used social media in 2010. Currently, in 2018, the user base is an astonishing 3.1 billion people. Growth stemming from increased global accessibility to computers and the Internet has made it possible to network with friends, acquaintances and business partners regardless of their geographic location. However, these media platforms do not have unique features designed to provide real tangible benefits to the gamers experience.

Only a small handful of successful eSports influencers have been able to earn revenue through the current existing social media platforms. This is not due to a lack of potential, but to a lack of a specialized platform. A game such as Fortnite has over 10 million followers between Facebook and Instagram, and even though these platforms are not optimized and do not encourage this type of content, fans use them to produce millions of posts related to the game on a regular basis.

It has become increasingly clear gamers need a social network that is specifically designed for their needs. To this day, it is not possible to search for similar-minded members in a social network by country and city, to network with one another or to form new eSports teams.

The first step in solving this problem is to create a social network that gives gamers the ability to find new friends in the eSports area and network with them through a real-time messaging system. Many gamers are reluctant to post everyday content from their gaming life on networks such as Facebook and Instagram, as this could have an impact on their public perception.

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4.1 Incentives for Amateur Gamers

Only a few hundred professional eSports teams around the world actually generate an income, while hundreds of millions of unpaid players are driving this economy. This is a significant problem when looking at the global market. Where does the average amateur player benefit from this billion dollar industry? Neither the time in the game or any content creating activities are monetised.

Many gamers train for years in the amateur field and pursue the dream of one day playing in stadiums in front of thousands of spectators. The reality, however, is that a very small percentage of gamers make it to a professional level to achieve this goal. In Counter-Strike alone, there are more than 50 million players worldwide, but only a few dozen CS:GO teams actually make it to the top professional level. The chances of a professional eSports career and generating a personal income are very low.



Professional eSports prize pool earnings are only available to a very limited and select number of individuals but this model can be applied to the larger semi-professional and amateur markets alike. This inherently creates an environment incentivising players to join the community and thus opens up access to brand identities, sponsorship, and marketing entities in unprecedented volumes.

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5 The Solution

Introducing a tokenized Social Network &
Crypto League for eSports



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5.0 Introducing Cubiex



Cubiex aims to connect more than 400m players worldwide on a decentralized blockchain powered social network and crypto league for eSports. Users can find friends, connect with them, create teams and participate in our unique Crypto Battle League. With features such as tokenized P2P matchmaking between single players or teams, every gamer now can generate income by placing tokens directly against another opponent and fight for the prize pool. Additional features within the social network such as content creation and livestreaming will be monetized through a unique upvoting system. Cubiex is the first social network of its kind that enables gamers, content creators, and passive members to interact with each other and use our instant messaging chat app to stay in touch and plan their gaming activities.

- Create your own personal eSports profile
- Upload pictures, videos, and other digital content
- Write articles, receive upvotes and get rewarded in Cubiex POWER
- Find new friends by country and city and connect with them
- Stream your live gaming to worldwide players and receive Cubiex POWER
- Sell and buy your in-game items with Cubiex POWER on Cubiex Market
- Play in 1on1 or team community matches and generate an income for yourself
- Create teams and participate in Cubiex tournaments - win Cubiex POWER

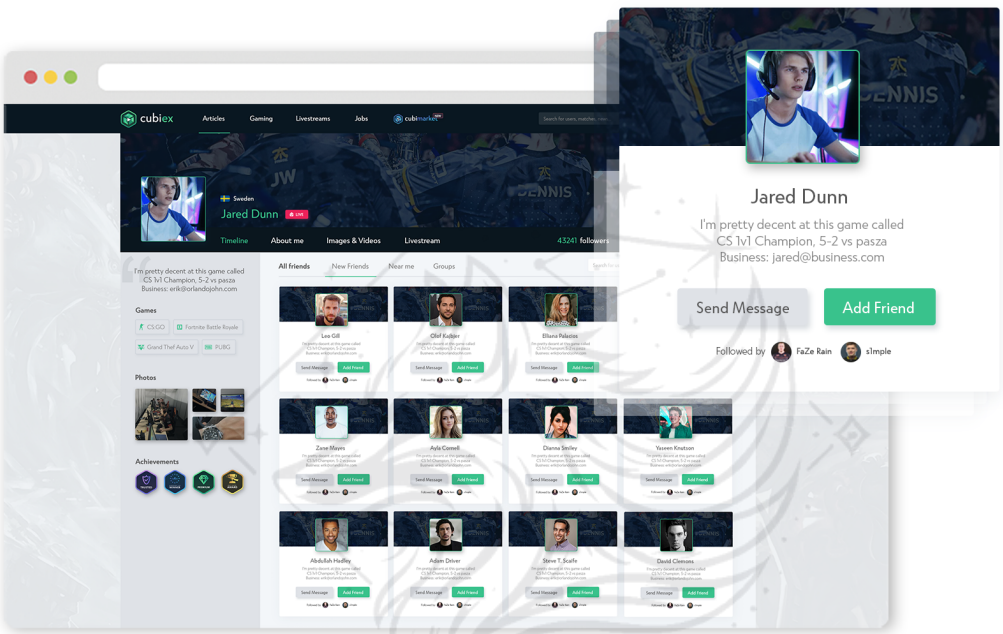
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5.1 Social Connectivity & Content Creation

Account Creation & Details

As previously mentioned, social connectivity between gamers has always been an issue. Cubiex aims to fix this, by providing a platform where all gamers will be able to meet other players through detailed searches, interact with them, create specific game content and develop a career network which will open the gates to a new wave of professional eSports players.

Example of friend suggestions



Cubiex is the first tokenized social network for eSports and gamers. Anyone can create a social media profile and start networking and sharing content, all the while being rewarded in Cubiex POWER.

Cubiex allows each player to search for other gamers via geographic area, interests, or skill level. After connecting with each other, teams can be created and can participate in crypto battle leagues or other tournaments.

By using the platform, every gamer has the ability to generate income through content creation and by participating in the Crypto Battle Leagues.

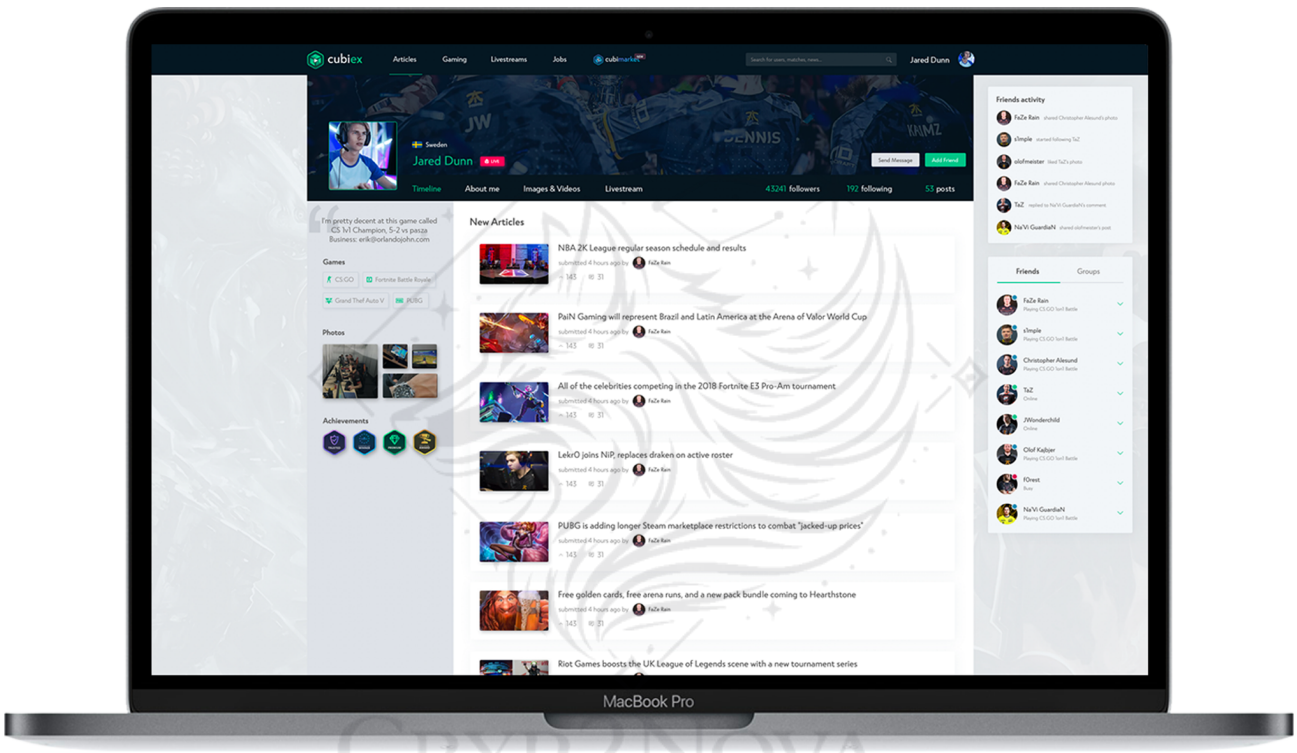
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5.1 Social Connectivity & Content Creation

The Cubiex business model does not rely on selling personal data and information.
It is a self-sustaining network, that finances itself through transactional commissions on matchmakings as well as premium accounts and sponsorships.

Content creation & content sharing are major factors in every social network. While traditional social networks like Facebook and Twitter do not reward their users for content creation at all, new blockchain powered platforms empower users with different ways to monetize content.



By giving each participant the chance to create content by writing articles, blogging or uploading useful content to the community, every user can now start earning Cubiex POWER.

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5.1 Social Connectivity & Content Creation

Depending on the number of upvotes (likes) and the influence the article has on the community, users are rewarded every 7 days once an article has been published. Creating stability and customer loyalty as well as a stable demand for Cubiex ERC20 tokens is critical to the underlying ecosystem of Cubiex.

While 100% of rewards are paid out in Cubiex POWER, 50% are immediately eligible for conversion into Cubiex ERC20 tokens. The remaining 50% of Cubiex POWER can be converted after a vesting period of 4 weeks.

Security & Account Fraud

Security is one of our primary focuses to prevent possible fraud attempts against Cubiex. To prevent the network from being flooded with artificially generated content and upvotes, only verified user accounts, verified via a proper KYC check, will be allowed to participate in content creation and upvoting systems.

Other tokenized content creation platforms have failed at implementing proper security mechanisms that have made them vulnerable to exploits and manipulation by automated bots. Cubiex, however, will offer a solution to adequately protect its customers at all times.

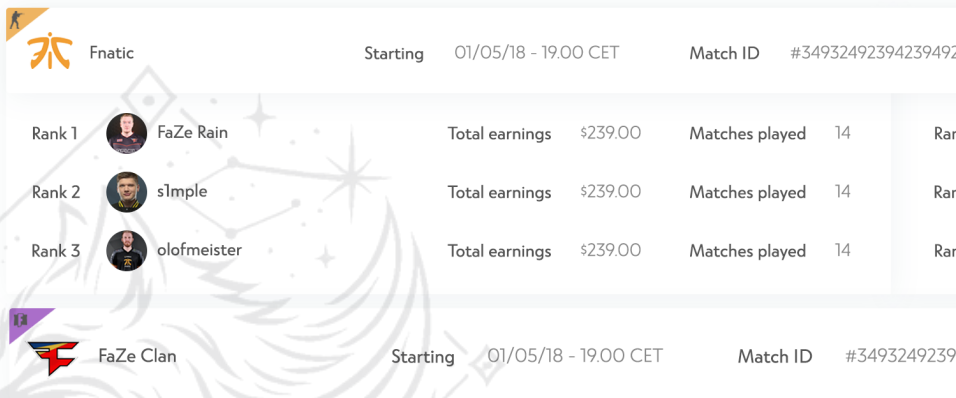
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5.2 Community Matchmaking

Within the Cubiex social network, gamers can participate in a tokenized P2P matchmaking system that allows every participant to place Cubiex POWER tokens directly against opponents and fight for the prize pool. By enabling this way each amateur gamer has the chance to generate their own income from playing their favorite games. Players have the opportunity to duel in single games, but at the same time, it is also possible to join forces with other players by creating team accounts through the Cubiex career network and compete against other teams over tokens. The game results will be recorded and archived in the Cubiex battle league, where gamers will be ranked in ladders, giving gamers the chance of generating income while climbing up the ladder at the same time.

Players will be able to use the web platform as well as a downloadable desktop version of the Crypto Battle Challenger.



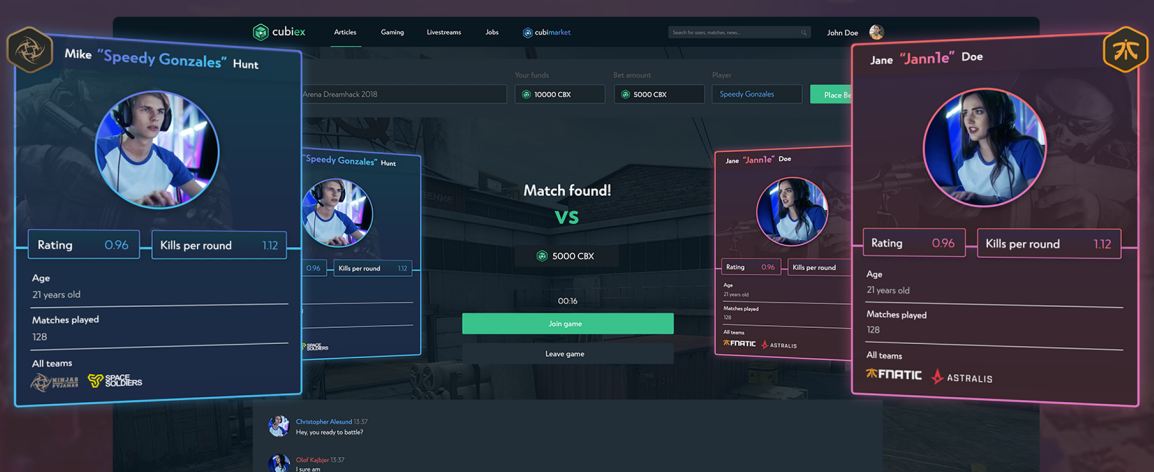


Players can choose to randomly join a game by launching the "Crypto Battle Challenger" or if they want to search a specific game in the battle arena lobby, where they can find other matches in the lobby. This way players can choose opponents from different skill categories, ranks, and different prize pools on their own.

CRYPTO LEAGUE AND BATTLE CHALLENGER

Decentralized P2P-matchmaking

Join the crypto battle challenger and place tokens directly in a peer to peer match against another opponent. Prove your skill, win the pot and start generating your income.

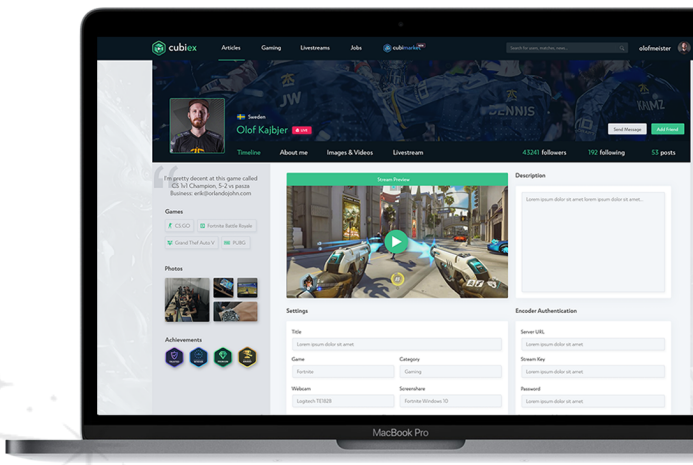


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5.3 Live Streaming

The live streaming market is growing at an astonishing pace, especially in the eSports field. Cubiex offers streamers the opportunity to raise their income through donations while massively reducing commissions and their dependency on sponsors. YouTube videos, which sometimes have the potential of reaching millions of clicks, stop generating revenue for youtubers.

Tournament organizers can host and stream their events on Cubiex. eSport events like the ESL ONE COLOGNE attracted more than 70m+ viewers during the tournament in 2017.





Broadcast everywhere

Livestreams on Cubiex can be accessed through desktop and mobile devices worldwide. Gamers on Cubiex can livestream their daily matchmaking for their general gaming activities to the whole user base of Cubiex. They can receive donations directly through Cubiex POWER. All income generated through matchmaking, streaming or social media content production, can be used to purchase digital in-game items on the Cubiex.Market or can be spent via the matchmaking platform to participate in community matches.

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5.4 Introducing Cubiex.Market

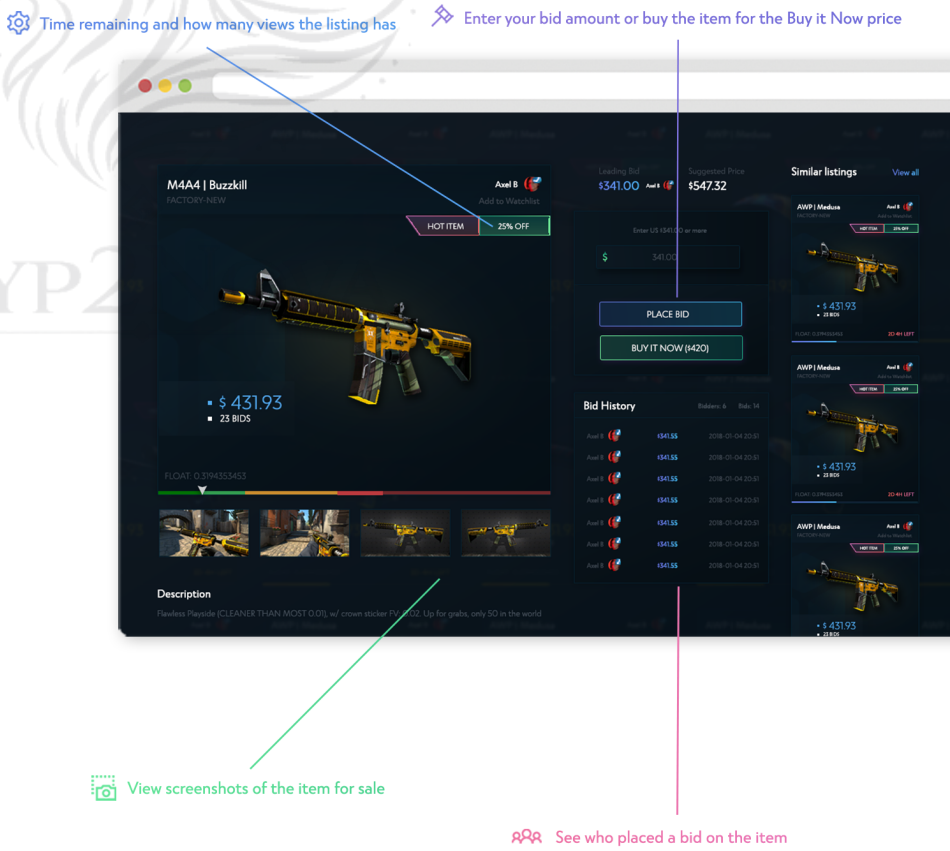


The virtual in-game items industry is a relatively young and new industry reaching an annual turnover of more than $7 billion in 2017. With Cubiex.Market, users can use the Cubiex POWER that they have earned to purchase their desired virtual in-game items within the Cubiex platform. This is a service that is offered without any transaction fees to improve the overall features of the Cubiex ecosystem.

Brands, marketing agencies as well as game developers can upload in-game items to incentivize certain influencers with the Cubiex social network.

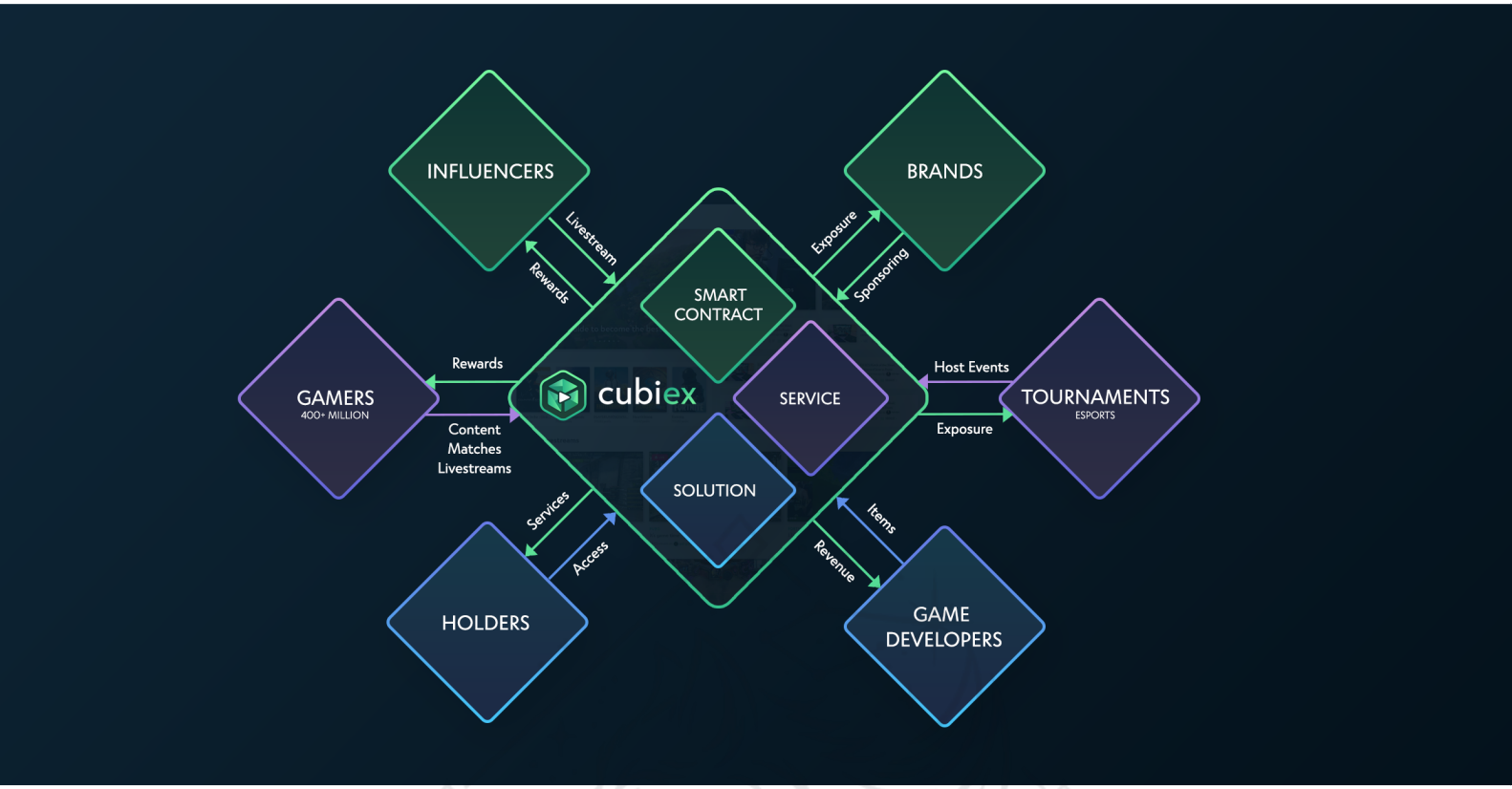
It will also be possible to create packages as prizes for specific tournaments and league matches, where multiple items can be given away in collectors editions.

Cubiex.Market cuts out the middlemen, reducing costs and time for each participant in the community store



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5.5 Benefits for all Participants



Gamers & Content Creators

Cubiex, as a tokenized social network for eSports, allows members to use a variety of services and features, which are tailored to their needs. Gamers on Cubiex will have the potential to network worldwide, while earning tokens for producing digital content on their timeline, livestreaming and participating in community matches. Earnings can be spent on our virtual in-game items on the Cubiex Market.

Brands

Brands will have access to a directory of more than 400 million gamers worldwide, allowing them to approach them for potential sponsorships and advertising campaigns by purchasing Cubiex POWER and sending it directly to the influencer.

Tournaments

Professionally organized tournament organizers can set up livestreams and share their tournaments live on the Cubiex platform, giving them access to a worldwide audience.

Game Developers

Game developers currently have to spend vast sums of money on Facebook and Google for advertising to generate enough traffic for their products. The Cubiex social network will allow game developers to target marketing activities to their potential clients directly.

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6 Tokenomics

Tokenomics of the Cubiex Ecosystem

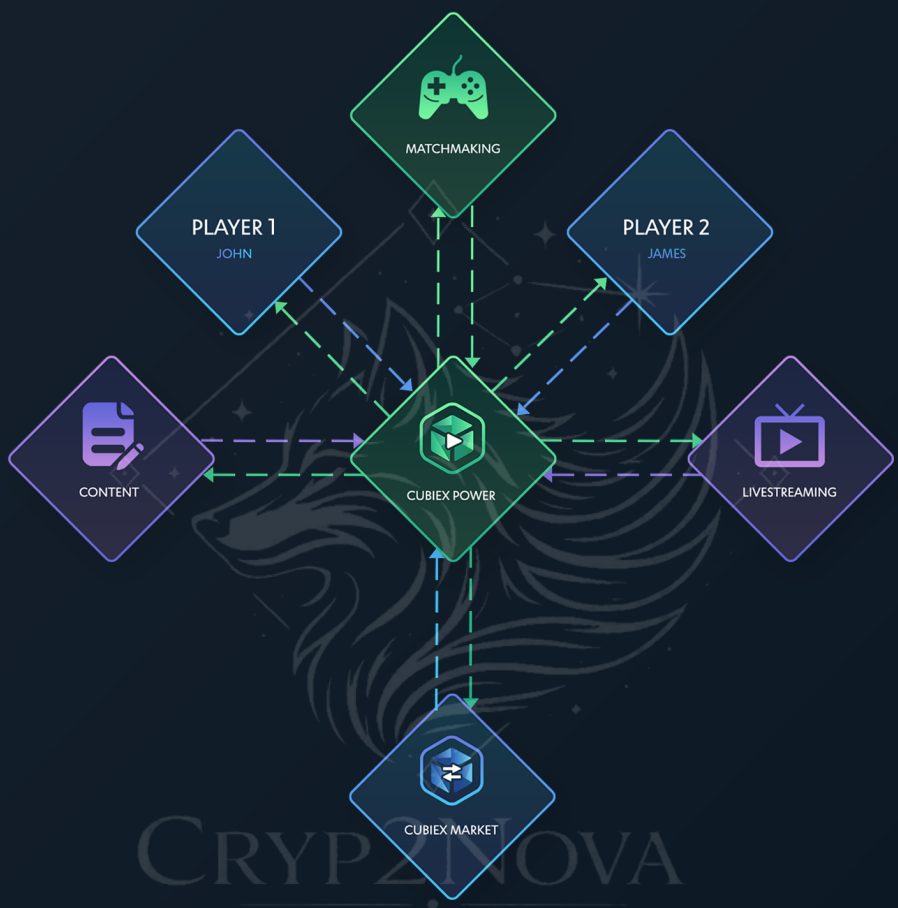
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6.0 Tokenomics

Cubiex will be blockchain agnostic to guarantee best possible services to users. In order to use the services of the Cubiex ecosystem, without running into any scalability issues with the ETH blockchain, Cubiex has a dual token model. While the ERC20 CBIX token grants access to the Cubiex ecosystem, within the Cubiex ecosystem all transactions are handled by the Cubiex POWER token off chain.

TOKEN FUNCTIONALITIES



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- Use Cubiex POWER Tokens for Donations to Livestreamers
- Place Tokens directly against other Players in P2P Matches
- Receive Cubiex POWER Tokens for Content Creation
- Trade your Virtual Ingame Items and receive Cubiex POWER

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6.0 Tokenomics

The Cubiex ecosystem is centered around the POWER token. The POWER token is fixed on a 1:1 basis with the ERC-20 token (CBIX). The POWER token has both a utility and is an internal platform currency, required by members to use the services and features provided by the Cubiex platform. The POWER token is used in a variety of areas within the platform as outlined in the below table.

Token Usage	Description
Peer2Peer Prize Pool	Members will be paid for match wins in POWER tokens
Content Creation	Creators can earn POWER based on community support of the created content
Matchmaking	Members will be able to place POWER tokens directly against opponents
Sponsorship	Members can receive POWER from Brand & Marketing firms
Premium Accounts	Members can pay to access more advanced features of the platform with ≈5% transaction fee.
Conversion	Members can convert their POWER tokens back to CBIX (ERC20 token) which can then be exchanged
cubiex market	Members can trade in-game items with 0% transaction fees

Cubiex POWER Tokens

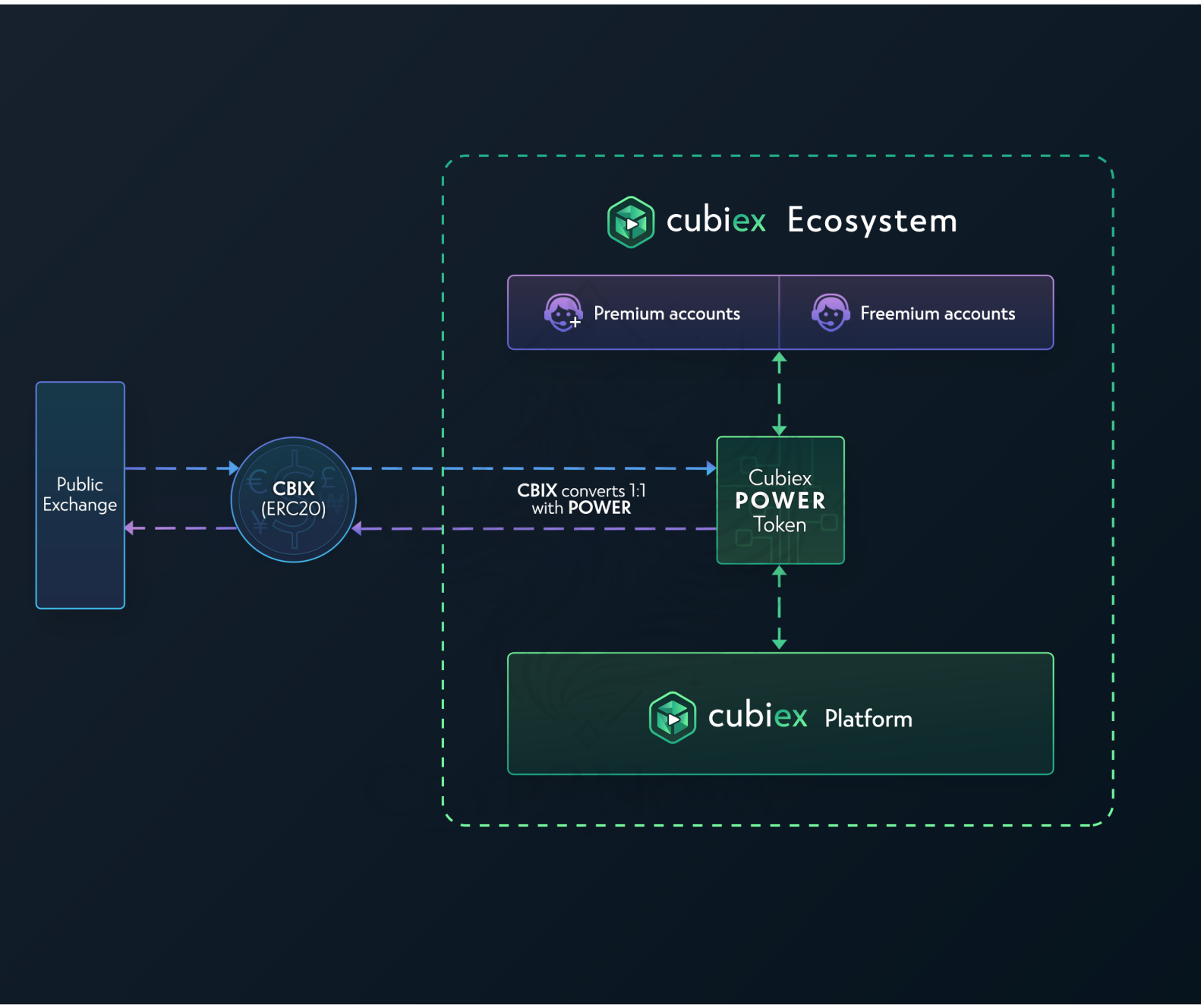
The Cubiex POWER token is the onsite credit underlying the economic core within the entire Cubiex ecosystem. It will only ever be available on the Cubiex platform and will not be tradeable on any secondary markets. In order to receive Cubiex POWER, one must first deposit CBIX onto platform. The CBIX protocol is a decentralized blockchain solution that is based on the Ethereum Blockchain technology. These CBIX tokens grant access to the loyalty points program of the Cubiex ecosystem.

Once the Cubiex platform goes live, up to an initial 25% of Cubiex POWER will be generated to kickstart the ecosystem. From this point on, Cubiex POWER cannot be generated on the platform, it can only ever be converted. Cubiex POWER represents a 1:1 conversion relationship with the CBIX Token. The total volume of Cubiex POWER on the platform at any one time will never exceed the total volume of the corresponding CBIX token.

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Cubiex POWER Tokens

The Cubiex ERC20 token will always display and represent the real-time value of CBIX ERC20 tokens so members can easily see the value of their POWER tokens. Cubiex POWER and CBIX are paired at a 1:1 ratio.



When a member wishes to convert their POWER, 50% is immediately available, while the remaining 50% will become available after a vesting period of 4 weeks. CBIX will be available for purchase from participating public exchanges (to be announced) and during the Token Generation Event.

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Operational Use Cases

The Gamer

James is an amateur gamer who uses the Cubiex platform to monetise the time he spends in game. He purchases 10 CBIX from a participating public exchange and then logs in to his Cubiex membership account. He sends the 10 CBIX from the exchange to his Cubiex members wallet where he uses the platform to convert the CBIX (ERC20 token) to Cubiex POWER. Since the POWER token is a 1:1 match with CBIX, he receives 10 POWER tokens in his wallet. The platform conveniently shows him the real time value of his POWER in US$ whenever he is interested to see what his current holdings value is.

With his new 10 POWER tokens, he is now able to use any of the Cubiex platforms services. In this example, he wants to purchase some in-game items he spotted on Cubiex.Market the day earlier. He purchases the items and they are now safely stored within his wallet ready for the big match the following day. He has joined a league and is competing in many tournaments. He has already won several P2P matches and has started building up a nice amount of POWER tokens. If he decides he would withdraw some of his POWER tokens and convert them back to CBIX, he can send them to a participating exchange for conversion to fiat to be withdrawn. He has also decided to pay for a Premium Membership account so he has access to many additional features over the Freemium option to help him in his gaming activities.

The Content Creator

Daniel enjoys playing games but isn't a competing gamer, he sees himself as more of a gaming journalist. He spends most of his time reporting on the gaming community/industry; blogging, writing articles, streaming commentaries etc. He uses the Cubiex Platform to generate an income simply by being an active Content Creator. Cubiex pays Daniel in POWER tokens for creating content within the community and the amount of POWER he receives is influenced by how the community engages and responds to his content.

The Sponsor

Top eSport brand management firm, ProGamerX sponsors many different leagues across a variety of gaming profiles. They have recently discovered James and have contacted him about sponsorship. James has gladly accepted and is now receiving POWER tokens from ProGamerX.

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7.0 Token Generation Event

The CBIX protocol is a decentralized blockchain solution that is based on the Ethereum Blockchain technology. The Cubiex ERC20 tokens grant access to the loyalty points program of the Cubiex ecosystem. Cubiex ERC20 tokens users have the right to receive Cubiex POWER. Cubiex POWER represents an onsite point and reward system, and is not tradeable on secondary markets. Cubiex POWER will only ever be used within the Cubiex platform itself. After earning Cubiex POWER, users can convert them into the initial Cubiex ERC20 tokens. The initial token sale will take place in full compliance with all applicable laws under the jurisdiction of Germany.

Ticker	CBIX
Tokentype	ERC20 (Blockchain Agnostic)
Softcap	1.500.000 US$
Hardcap	6.000.000 US$
Total supply	TBA 2019
Private sale	2.000.000 US$
Tokenprice	0.10 US$
Bonus	TBA
Public-Presale	2.000.000 US$ Date: TBA
Tokenprice	0.10 US$
Bonus	TBA
Crowdsale	2.000.000 US$ Date: TBA
Tokenprice	0.10 US$
Bonus	TBA
Whitelisting / KYC	Yes
Contribution methods	ETH, BTC, EUR, USD
Jurisdiction	Germany

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7.1 Token Distribution

The Cubiex token will be built as an ERC20 token on the Ethereum Blockchain. All tokens will be distributed after the crowdsale. The Cubiex smart contract will go through an independent audit to guarantee allocations and security. The audit report will be published on our token site www.cubiex.com

We offer all participants in our token sale a bounty program. After registering on our token site users can fulfill tasks such as writing articles, blogging, vlogging and many more to earn tokens in return for promoting the ICO. All airdrop and bounty participants have to go through our implemented KYC / AML processes to comply with all applicable KYC and AML laws.



25 % Crowdsale - 25 % Cubiex Foundation
Total tokens sold to the crowd during private sale, public-presale and crowdsale. Foundation tokens with a 3-year lock-up.

10% Advisors
Advisory team. 12 months vesting period.

25% Core Activities
User acquisition, content creation rewards, tournaments & prizes.

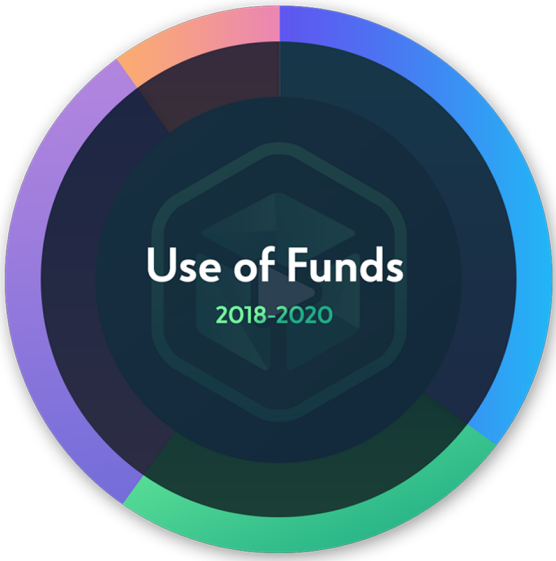
3 % Bounty Program
Marketing campagne during community building period.

10% Team
Founders team and core members, 24 months vesting period.

2% Reserve
Reserve tokens for core activities.

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7.2 Use of Funds



35% Product Development
Product development of cubiex.com

40% Marketing & Advertising
Core influencer marketing, ads, articles, vlogs & user acquisition.

15% Sales & Business
Strategic partnerships.

10% Administrative & General
Administrative, legal, tax.

Product Development

According to our roadmap, the gaming ecosystem Cubiex and Cubiex.Market will be fully released 4 weeks after our crowdsale. To successfully build an ecosystem with all its functionalities, 35% of the collected funds are used for product development.

Marketing / Advertising

To promote our social network and crypto league for eSports, 40% of the revenue is spent on marketing through core influencers, advertising in well-known esports portals and appearances at essential conferences such as the gamescom.

Sales & Business

We have pledge 15% of the revenue to construct long-lasting relationships to ensure a competitive edge over our competitors.

Administrative & General

10% of the funds will be used to cover fixed expenses and all the various general costs of running a business such as legal costs, accounting, tax. These funds will ensure a smooth operation of the company.

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7.3 How to participate

To participate in the public presale or the crowdsale, signing up for our whitelist is necessary. Once this step is completed, users will receive detailed instructions so we can walk them through our KYC (Know-Your-Customer) and AML (Anti-money-laundering) process. It is imperative for us to follow the applicable laws; allowing us to protect our customers and token-holders equally. We kindly ask you, therefore, to follow the instructions to get whitelisted and verified for your token purchase.



1. Sign up for whitelist

Register on token.cubiex.com



2. Follow KYC instructions

Follow detailed KYC instructions on our tokensite and wait for approval status.



3. Buy tokens

Once you can see the approval status in your personal client area / in your e-mail box you can send ETH/BTC/EUR/USD.



4. Receive tokens

One week after the crowdsale all tokens will be distributed automatically through our smart contract.

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8.0 MVP - Personal Profile

Account Creation & Details

eSports athletes and gamers as well as everybody else who is interested in amateur gaming, can create their own personal eSports profile on Cubiex. The general overview of the profile displays basic information like gamertag, photo as well as all the leagues the user is currently subscribed to.



Content Creation & Content Sharing

On the personal eSports profile on Cubiex users can write articles, share them with their friends and get rewarded in Cubiex POWER tokens. Users are also able to upload images & videos from their daily gaming activities or from events and comment on them. A specialized "About me" section introduces profile visitors to the user's gaming setup, their special configurations as well as their CV in eSports.

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8.1 MVP - Team Profiles

Account Creation & Details

On Cubiex gamers can also form their own eSports team by connecting with their friends and inviting them to join a team account. Team accounts in general share the same information as personal accounts, such as timeline for past content creation, about me, images & videos and subscribed leagues.



Full Social Connectivity

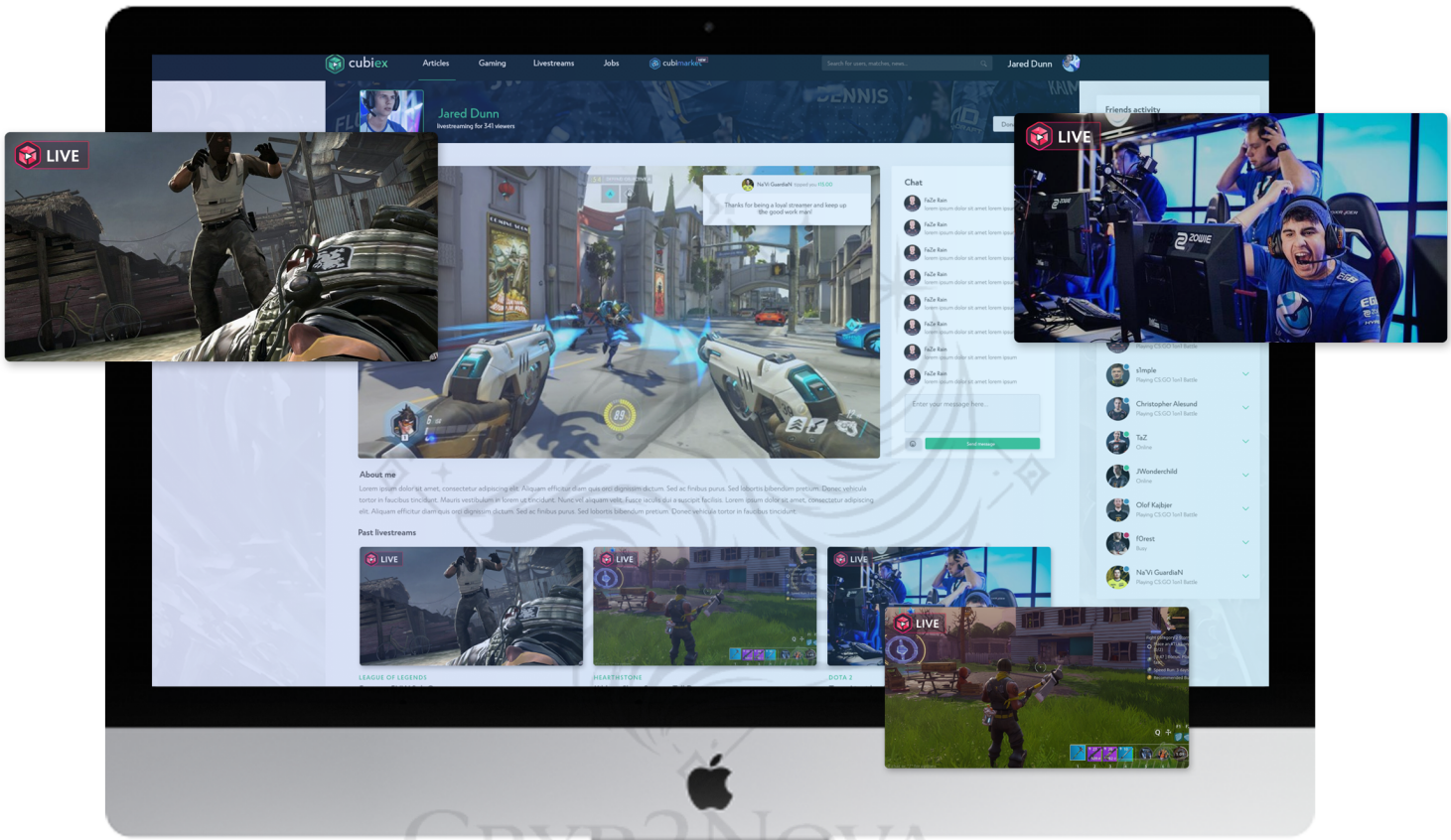
Team accounts on Cubiex can be used by amateur as well as professional teams not only to challenge other teams on Cubiex over tokens, but also to connect with their own social media audience. Teams can livestream their gaming activities or simply promote their gaming activities by creating regular content on their timeline and create a new follower base.

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8.2 MVP - Live Streaming

Start your livestream

With a simple One-Click-Instant feature, users on Cubiex can start their own livestream to all their friends and potential other viewers. Livestreamers will be able to receive donations from their audience in Cubiex POWER. At the same time, livestreamers can create prizepools from all donations received that can be won by any spectator during the livestream.



Freemium / Premium business model

Users on Cubiex can decide, if they want to watch livestreams without or with ads. Freemium accounts allow you to watch livestreams, but they will have a delay due to advertisements prior to the livestream. Premium accounts will be able to watch livestreams without any breaks or advertisements.

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9.0 Team



Pierre Chahine

FOUNDER - CEO

Pierre is a private banker and entrepreneur with a degree in finance from Genoakademie in Hannover. He has also been an esports pro-series player and manager in Counter-Strike 1.6 with 15 years of gaming experience.



Marc Schroetel

CHIEF TECHNICAL OFFICER

Being in the IT industry for 20 years, Marc is a developer and gamer at heart. Having gathered a considerable amount of experience in software architecture and system design, he now leads the development of the cubiex ecosystem.



Tano Lopez

HEAD OF COMMUNICATIONS

Tano is a double major with Bachelors in Communications and Marketing, serial entrepreneur and Google Ambassador. Founder & CEO of fleed international as well as member of the european union co-working program.



Guillermo Gomez Tapia

CO-FOUNDER - COO

Guillermo Gomez Tapia has been an angel investor for the past 10 years. With many succesful investments into startup companies and cryptocurrency companies he became a successful ICO and blockchain analyst.



Sascha Walter

ICO & BLOCKCHAIN STRATEGY

Sascha is an ICO & cryptocurrency market expert with a breadth of experience in the field including investing, analyzing, and advising ICOs. He spent many years as a risk manager before he found his passion for the blockchain world.



Axel Bergqvist

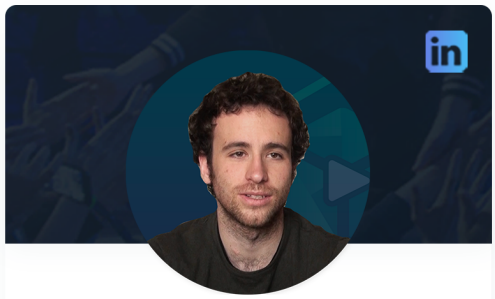
CO-FOUNDER - HEAD OF DESIGN

Axel is a professional designer based in Sweden with years of experience in the esports and gaming industry. He has worked for major gaming related websites and is considered as one of the best in his area.

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9.0 Team



Ruben Guiterrez

HEAD OF ESPORTS

Ruben is the CEO of thegamer.mundodeportivo.com - one of the largest spanish online esports news portals. With more than 40 millon total visits per month mundodeportivo is #3 in the spanish online market.



Julian Chahine

DEVELOPER

Julian is a passionate developer with more than 15 years experience in front-end coding. He mastered programing languages like html, css, ruby, jquery and java and worked with many different projects in germany.



Joel Witzke

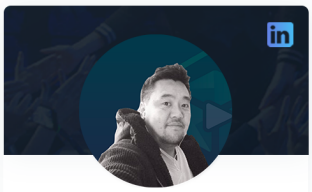
BLOCKCHAIN ENGINEER

Joel is a Bachelor in IT engineering with 10 years in experience of backend development. Currently, he is completing his masters thesis about the Ethereum network. He is in charge of smart contract development and scaling.

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9.1 Advisory Board



Michael Kim

GAMING ADVISOR

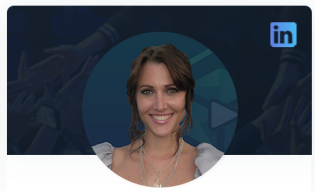
Michael has more than 18 years of work experience multinational in game and IT companies like Electronic Arts, Microsoft, Blizzard, Wargaming and Havok. Advisor of Theabyss, Playkey.



John Paul Thorbjornsen

BLOCKCHAIN ADVISOR

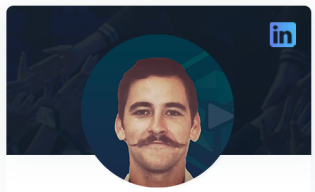
Technology enthusiast, aeronautical engineering, former Air Force pilot, early Bitcoin adopter, Ethereum ambassador. Now helping accelerate the adoption of cryptocurrencies globally.



Stephanie Reibel

MARKETING ADVISOR

Stephanie was the Head of Creative of Twin Hearts Productions for more than 12 years. She worked with many eSport blockchain companies and supports cubiex with her network.



Kyle Hornberg

BLOCKCHAIN ADVISOR

Innovator, Investor, Technologist, Blockchain Enthusiast. Co-founded CanYa and runs the MNV operations team to help ICO's to enter the blockchain world and succeed.



Chris McLoughlin

BLOCKCHAIN ADVISOR

Chris is a co founder of CanYa and has a background in economics and finance. He is the co founder of MNV. Chris ran the marketing side of the CanYa ICO and has since advised many other projects.



Jonas Schmid

FINANCIAL ADVISOR

Jonas holds degrees in finance, law and economics. With work experience at McKinsey and Pictet Jonas joined the market leading finance advisory firm pro ressource in Zurich, CH.



Uraitz de Julian Gárate

FINANCIAL ADVISOR

Private banking business analyst at Coutts Private Bank in Zürich. Currently involved in blockchain technology implementation projects. Experienced ICO and cryptoanalyst.



Luis Gomez

FINANCIAL ADVISOR

Luis Gomez Quintana holds a bachelors degree in finance. Having studied in Finland and Korea Luis has a broad international experience in international finance. Founder of Educablockchain.



Josef Salcman

BLOCKCHAIN ADVISOR

Josef is a technology-driven business developer since 12 years. Experienced in the DLT investment space and co-founder of cryptoinvest.es, the biggest Spanish speaking crypto-network.



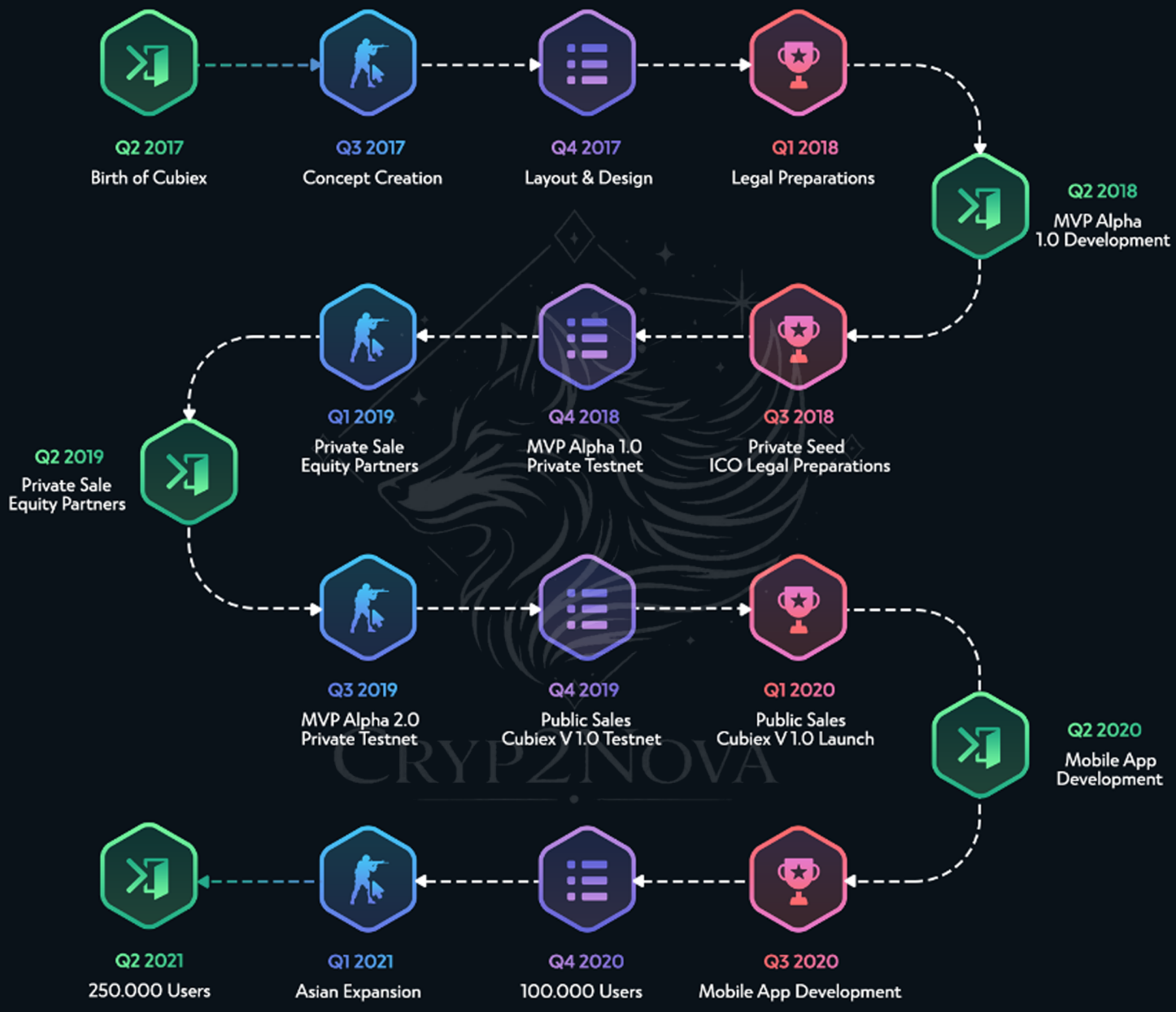
Nadeem Siddiqui

FINANCIAL ADVISOR

Crypto Analyst with strong background of Network Integration and Project Management: 10 years experience in Large Telco Networks deployments, mergers and rollouts.

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9.2 Roadmap



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9.3 Partners

Cubiex is supported across the globe through its powerful and strong network of ICO Consulting companies, fundraisers as well as marketing agencies.



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9.4 Legal Disclaimer

The Cubiex whitepaper is for informational purposes only which shall not and cannot be considered as an invitation to enter into an investment into Cubiex.com or its operating company esports ventures UG, a german limited liablity company incooperated under the laws of the federal republic of germany. This whitepaper, any information provided on the cubiex.com web page and any terms and conditions published by Cubiex 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 you decide to contribute via a token purchase to the Cubiex ecosystem development, please note that your contribution to Cubiex does not involve the exchange of cryptocurrencies for any form of securities, investment units or form of ordinary shares in Cubiex or any other company of relation. Due to legal and regulatory uncertainty in the following countries: China, Bangladesh, Nepal, Macedonia, Bolivia, Ecuador, Pakistan, Algeria, Morocco, USA, India those participants residing in the above mentioned countries are not allowed to provide contributions and obtain Cubiex tokens (CBIX).

Any participant providing false information about their citizenship, residency place and nationality will breach Cubiex terms and conditions and would entitle Cubiex to not compensate any damages and / or losses suffered due to this violation. The whitepaper, information provided on the cubiex.com web page and any terms and conditions published by Cubiex 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 this whitepaper at this current stage. The publication, distribution or dissemination of the whitepaper do not imply that the applicable laws, regulatory requirements or rules have been complied with. In no event will Cubiex 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.

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9.4 Legal Disclaimer

No information in this whitepaper should be considered to be business, legal, financial or tax advice regarding contribution to the development of the Cubiex platform. You as the participant should be aware that you may be required to bear the financial risk of any obtained Cubiex tokens for an indefinite period of time.

Any information in the whitepaper is given for general information purpose only, and Cubiex 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 Cubiex 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 Cubiex or any related associated company. The Cubiex tokens are utility tokens that grant access to the Cubiex ecosystem and its loyalty points program "Cubiex POWER".

They are not intended to be used as an investment. An offering of Cubiex tokens and secondary markets or crypto exchanges can't be guaranteed due to the uncertainty of applicable laws in all. If a listing on an exchange will be done, it will only be done to help the Cubiex ecosystem and it's users to get the tokens they need to participate in the Cubiex POWER program and its not been done for speculative purposes. The offering of Cubiex tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the Cubiex platform and is not a security.

Cubiex tokens confer no direct or indirect right to Cubiex or income, nor does it confer any governance right within the Cubiex platform; Cubiex tokens are not proof of ownership or a right of control over Cubiex platform and does not grant the controlling individual any asset or share in Cubiex or any Cubiex products, or in the Cubiex network.

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9.4 Legal Disclaimer

A Cubiex token does not grant any right to participate in control over Cubiex management or decision-making setup, or over the Cubiex 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 Cubiex's business and even limit or prevent it from developing its operations in the future.

Any person undertaking to acquire Cubiex (CBIX) token must be aware of the Cubiex 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 Cubiex (CBIX) token acknowledge and understand that neither Cubiex 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 cubiex. Cubiex assumes no responsibility for any errors that may appear in this document The purchaser of Cubiex tokens undertake that he or 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 Cubiex (or its affiliates) will not provide any refund of purchase of Cubiex 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 Cubiex ecosystem) or any other risks as indicated below or in the terms & conditions of the tokensale should not acquire Cubiex tokens. Cubiex 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.

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9.4 Legal Disclaimer

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 Cubiex tokens and or the Cubiex ecosystem in various ways. Cubiex (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. Cubiex may constantly adjust the sale strategy in order to avoid relevant legal risks as much as possible. Liquidity & market risks:

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

This is referred to the risk caused by the large-scale faults of the global network infrastructure such as force majeure. Cubiex token 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 Cubiex 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 Cubiex's control. Legal & tax risks: Cubiex token holders may be required to pay taxes associated with the transactions contemplated herein. It will be a sole responsibility of Cubiex token holders to comply with the tax and legal laws of the jurisdictions applicable to them and pay all relevant taxes.

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