

# Hi, I'm RAWG

Video game discovery platform that converts your skills into goods and services



## Two major problems

1



We all know where to find good recommendations for movies, books, or music. But there is no popular cross-platform recommendation service for gamers. At the same time, more than 3/4 gamers use 2 or more devices<sup>1</sup>.

2

# Wasted!

Gaming requires lots of time and skills, but players find it difficult to be awarded for their hobby.

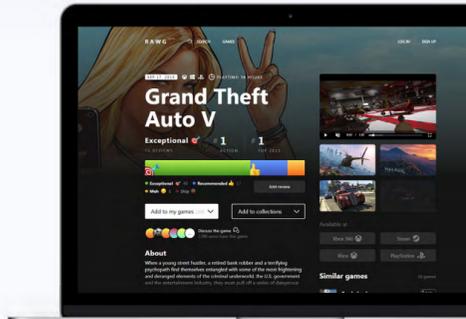
## One solution



RAWG is a recommendation online service for gamers and a database of games from all popular platforms. It is like IMDb, but for games, with over 57,000 titles and 17,000 game creators. It is the first service to recommend games based on gamers' interests across all platforms.



RAWG token is an ERC-20 unit to recognize your gaming achievements.



### THREE REASONS FOR RAWG TOKEN



#### Valuable

The token grants you a 30% discount for RAWG's advertising services<sup>2</sup>.



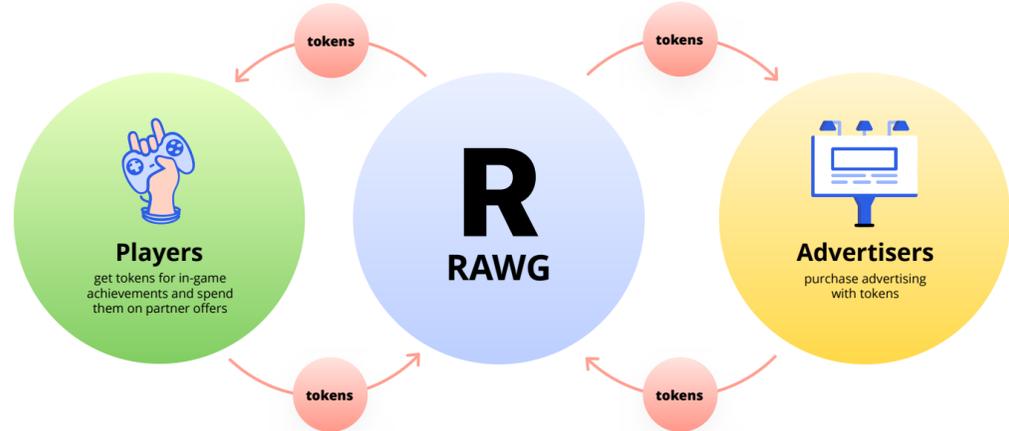
#### Flexible

RAWG token can be exchanged for goods and services<sup>3</sup>.



#### Practical

The easy way to target or acquire the tech-savvy, early-adopting audience of gamers.



## Crowdsale

Crowdsale starts in September 2018

PRICE

\$0.03 → B T C E T H

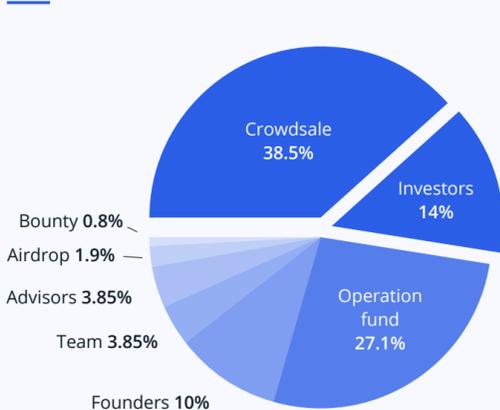
SOFTCAP

\$2 mln

HARDCAP

\$10 mln

### DISTRIBUTION OF TOKENS



RAWG Tokens will give access to advertising services granting a 30% discount compared to the price of the services in fiat.

## A dozen of experts behind

### TEAM



**Gadji Makhtiev**  
Founder

The founder and CEO of a leading Russian gaming outlet — Kanobu.



**Alexey Gornostaev**  
Co-founder, CPO

The CPO of Kanobu. The former Project Manager of Game Insight, one of the largest mobile game developers in Europe.



**Dasha Lyalin**  
COO

15 years in digital and media. 8 years as a CEO of mobile VAS and entertainment streaming service inside the largest Eastern European mobile retailer Svyaznoy.



**Sergey Ulankin**  
Editor-in-chief

Former editor-in-chief of Roem, one of the most influential technology media in Russia.



**Samat Galimov**  
CTO

Former CTO of leading Russian news media Meduza and social e-reading subscription service Bookmate.

### ADVISORS



**JOHN HANKE**

CEO of Niantic Inc., responsible for Pokemon GO. Ex-VP Google of Geo Product Management



**IGOR MATSANYUK**

Serial entrepreneur turned investor. He invested in 40+ companies



**JOHN LEE**

Chairman of Asia of ESL (Turtle Entertainment), ex-CSO of Zenimax Asia Pacific Ltd. (holding company of Bethesda Softworks and idSoft)



**MISHA LYALIN**

CEO of Zeptolab, a video game developer best known for the Cut the Rope series



**SANDRA GOLBREICH**

COO of Business Hive Vilnius accelerator, startup industry expert, and serial tech-entrepreneur



**EVGENY TARTAKOVSKY**

The founder of Siberia Capital & Research Center and ex-CTO of Santiment



**SAMUEL MCCULLOCH**

SmartICOInvestor.com Founder and Kaiju Head of Sales. Investor of Bucket Technologies



**VYACHESLAV MAKAROV**

Head of the World of Tanks Product Group. Head of R&D of Wargaming.net. Co-creator of World of Tanks



**VLADISLAV KREININ**

VP of Sberbank, the largest bank in Russia, Central and Eastern Europe

1 According to Mintel, 2015  
2 RAWG reserves the right to refuse to provide services to certain advertisers. The discount is calculated based on the current price of advertising in fiat money  
3 The described functionality is under development and may change. Offers are to be provided by RAWG's partners

[token.rawg.io](https://token.rawg.io)

[t.me/RAWGeng](https://t.me/RAWGeng)  
[twitter.com/rawgtheworld](https://twitter.com/rawgtheworld)

