

UnikoinGold is an Ethereum based token created for the Unikrn e-sports platform.

Unikorn designed the UnikoinGold token for the exchange and interchange of a virtual point-based reward system for the purpose of legal and license betting on e-sports matches, tournaments and other engagement around gaming. The token will also be used as a rewards and incentive token for e-sports participants, players and teams.

Project Overview

Name	UnikoinGold
Issuer	Unikrn
Category	Utility token
Sector	E-Sports
Sale Start	09/22/2017
Sale End	10/22/2017

Token Overview

Name	UnikoinGold
Symbol	UKG
Type	ERC20 token
Initial Distribution	127,616,023
Current Supply	141,022,371
Max Supply	1,000,000,000
Emission Type	Fixed

Resource Links

- [Website](#)
- [GitHub](#)
- [Twitter](#)
- [Medium](#)
- [Whitepaper](#)

Project Background

Unikrn is an e-sports entertainment and betting platform that allows users to place wagers on e-sports matches and complete skills based games. UnikoinGold is an Ethereum based token used on the platform as a native payment and rewards currency. Prior to launching the UnikoinGold (UKG) and UnikoinSilver tokens, the Unikrn platform already had a token, Unikoin, that was used to buy products through the Unikrn jackpot market. However, betting laws limit Unikoin functionality to exist solely within the Unikrn system. As a result, the team launched a new ERC20 token, UnikoinGold, in an effort to give alternative methods of turning over winnings on the Unikrn platform. Following the launch of UKG, the team elected to replace the title of the original Unikoin token with that of the UnikoinSilver token, but did not make any functional changes to this existing token.

The creation of UKG coincides with a skill-based betting product that is expected to be legal in most of the United States and other markets in the world. Unikrn anticipates to expand beyond Australia and the United Kingdom for UKG betting, and also plans to allow more betting operators to license Unikrn's platform in an effort to allow customers in more regions around the world to live bet on e-sports tournaments and also bet on themselves in skill-based challenges. UKG is designed to be used as a rewards and incentive token for the exchange and interchange of a virtual point-based reward system for the purpose of legal and licensed gambling on e-sports matches, tournaments and other engagement around gaming and jackpots. Conversely, the UnikoinSilver token is designed to replace the former Unikoin token whereby, similar to UKG, it allows users to earn, bet and compete in any jurisdiction where the Unikrn platform is offered, but unlike UKG users are not allowed to withdraw from the platform.

The team aims for UKG to become a standard token for the e-sports and gaming ecosystem. Currently, Unikrn's e-sports platform has certain limitations depending on whether users are located in jurisdictions in which Unikrn is licensed to offer a full suite of gambling services (known as a Full Service Jurisdiction) or in jurisdictions where Unikrn will offer a more limited set of betting services (known as a Limited Jurisdiction).

Technology

Unikrn features three main segments of its platform; gambling, jackpots, and premium features. Gambling products include skill-based wagering and spectator-based gambling amongst a wide global selection of professional e-sports matches and tournaments. Jackpot products offer users the opportunity to acquire jackpot tickets to win prizes that range from in-game items to gaming hardware and accessories. Lastly, the premium membership includes the ability for users to earn UKG and UnikoinSilver for playing and winning video games on Unikrn's community servers. Premium users are also able to access native wallets which allow for faster transactions without additional fees. The Unikrn team anticipates making more features available over time, including the ability to allow users to tip e-sports professionals using UKG and UnikoinSilver.

The UKG token is designed to allow these technologies to function across the network. The main utilities intended to be available for UKG holders are: 1) the ability to place bets for professional e-sports matches on Unikrn's platform; 2) the ability for users to play for UKG in competitive, skill-based video game matches; 3) the ability for users to host tournaments; 4) the ability for users to earn rewards for hosting skill-based gaming servers using Unikrn's application programming interface; 5) a mechanism for users to wager on next-generation spectator engagement applications; and 6) user access to premium Unikrn subscription features such as rewards for performing various actions on Unikrn's crypto platform that includes a) connecting gaming accounts, b) referring new customers and c) access to premium Unikrn written and video content.

Distribution

Unikrn completed a pre-sale and public token sale between Sept. and Oct. 2017, raising approximately \$40 million in ether (ETH). Participants in the pre-sale and public sale received 12.8% of total supply (127.6 million UKG) at a price of 0.00115473 ETH per UKG (approximately \$0.30 at the time of sale). According to the Unikrn team all investors received the same rate for tokens and no discounts were given to pre-sale investors.

The total supply of UKG is fixed at one billion. Initially the team planned to sell 20% of total supply (200 million UKG) during the token sale process but only sold 12.8% (127.6 million UKG). Additional tokens were released to the public follow the sale bringing the total allocation to 14.1% (141.2 million UKG).

Unikrn holds the remaining 85.9% of supply (858.8 million UKG) with plans to deploy 35% of total supply (350 million UKG) towards user growth and development, 15% (150 million UKG) for a betting reserve, 20% (200 million UKG) to be retained by the company, and 10% (100 million UKG) allocated to the founding team and employees. The Unikrn team informed us that these tokens are to be released and used over the course of several years to come, but details on inflation policies, specific lock-up periods or vesting schedules for team members and advisors were not provided. Unikrn has noted that the team plans to release tokens as part of their promotional efforts (i.e., growth & development, marketing) and also to maintain the betting reserve within certain thresholds.

Team

Rahul Sood

Co-founder & CEO

- Previously worked at Microft and launched Microsoft Ventures in 2013
- Founded Voodoo prior to Microsoft

Karl Flores

Co-founder & CPO/CMO

- Previously CEO & co-founder of Pinion, a game community platform that was later acquired by Unikrn in 2014

Daniel Rudolph

CTO

- Created PlayAll, a skill betting platform for video games

Advisors

Anthony Di Iorio

Co-founder, of Ethereum

Erick Miller

CEO at CoinCircle

Shane Fontaine

Lead Crypto Engineer at CoinCircle

Investors

Mark Cuban

Ashton Kutcher

Binary Capital

Advancit Capital

Freelands Groups

500 Starups

Indicator Ventures

TabCorp

Additional Resources

- [Unikrn Partners](#)

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