



BetterBetting Opens ICO Public Sale for BETR, the Betting Currency of the Future

BetterBetting launches their ICO Public Sale for BETR, a digital currency that will pave the way for a decentralized peer-to-peer sports betting

TALLINN, ESTONIA, December 15, 2017 /EINPresswire.com/ -- BetterBetting, a software systems enabler for sports betting on the blockchain, today launched their ICO Public Sale for BETR, a digital currency that will pave the way for a decentralized peer-to-peer sports betting system, and revolutionize online sports gaming.

The token sale is an integral part of the company's advanced distributed peer-to-peer and peer-to-sportsbook wagering platform. As BetterBetting continues to gain ground, ICO and gambling experts expect that BETR will soon become the betting currency of the leading sports betting sites.

Following BetterBetting's successful pre-ICO sale period, their website (<http://betterbetting.org>) will open at 14:00 GMT on December 15, 2017 for Public Sales. Given the high level of interest, pundits expect a rapid progression through the early-bird bonus levels (the first \$5M have a progressive bonus level applied –see website for details). Cryptocurrency enthusiasts can purchase their desired share of the ICO until the projected sale end in January 2018 or hard cap of \$30 million.

BetterBetting to ICO Enthusiasts: Get Tokens Before You Regret It

Once the hard cap is reached, a total of up to 650,000,000 BETR will have been released (with some kept in reserve and embargoed). These tokens will immediately be usable by sports bettors for wagers in sportsbooks that cater to BETR clients, and in peer-to-peer bets. The target date for the launch of the fully fledged, much-awaited, Better Betting Nodes compatible with BETR is in March 2018, but owners of the crypto coin will be able to use their BETR with select sportsbooks prior to the full launch date.

As the digital currency is geared toward becoming the betting currency of the future, BetterBetting encourages everyone to make the most from the sale as the token is expected to appreciate in value within a short time of launch. There is minimal risk in buying tokens as they are tradable within two weeks after purchase, and will almost immediately start being used as value tokens on associated sportsbooks. When the ICO is over, the hard cap for BETR cannot be increased beyond the 650M limit.

BETR: A Promise of Transparency and Provable Fairness

Adriaan Brink, the CEO and Founder of Better Betting Foundation, stated, "With Better Betting we are excited to bring a new paradigm to the world of sports betting. By combining the power of blockchain with our experience and knowledge of the sports betting industry, we are introducing a new betting currency that understands the underlying structure of a sports bet, ensuring fair and robust betting opportunities between two parties, who may not have any relationship with one another."

By removing much of the friction associated with placing sports bets, Brink's team has created a transparent and provably fair peer-to-peer sports betting system that is not controlled by a central authority. With a core team of seasoned industry experts, BetterBetting is now in the final stages of

introducing BETR to the world.

Brink added, "Working with major industry players, this decentralized liquidity marketplace for sports betting can be used in many different ways and provides automated programmatic interfaces so that existing sportsbooks can link into the system. Working with, rather than against, major industry players with a zero margin model, we seek to provide the railway tracks for sports betting in the future."

About BetterBetting

The BetterBetting Foundation was established in 2017 in Estonia, aiming to integrate blockchain technology into sports betting for a decentralized gambling system. Founded by Adriaan Brink and David Vanrenen, BetterBetting is a non-profit group of ICO and sports betting experts inclusive of the supervisory board members David Vanrenen, Hilly Ehrlich, and Mitchell Rankin; and the advisors Jon Matonis, Ronnie O'Sullivan, Jez San, and Eric Benz. For more information, go to <http://betterbetting.org/>.

Lindsey Lewis
Betterbetting
+447500662977
email us here

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