Racing Factors - betting without losing

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Racing Factors is a worldwide horse racing platform driven by Karrotz coins. Users earn Karrotz by simply playing a free-to-enter daily Pick 10 competition, and by buying and trading racehorse NFTs that earn prize money as Karrotz when your horse wins or places in actual race events.

Digital Revolution

During the digital revolution, traditional bookmakers and the racing press duly moved online. They were joined by a myriad of micro tipping websites, and a proliferation of here today/gone tomorrow punting systems.

The first landmark of the new era was the introduction of the Betfair exchange, which is probably the most creative and successful business model that the betting industry has seen - so far.

Changing Landscape

But recently the landscape has changed, and betting as we know it is under threat. There is the prospect of more restrictions on betting accounts on the horizon - including affordability checks and trigger limits.

Which means online bookmakers are having to remodel their business plans. There is likely to be less turnover per head. So, to maintain margins they will need to attract more customers.

The high-tech alternative to traditional betting

Therefore, we decided to create an alternative to traditional betting. One where users don't lose money, but instead earn ERC-20 crypto tokens.

That alternative is called Racing Factors. A worldwide user-focused horseracing platform driven by decentralised tokens called Karrotz.

Racing Factors has three main offerings: Factors, Pick 10, and NFTs. This unique combination forms the powerhouse that creates a high level of daily activity within the Racing Factors community, which in turn drives the value of the Karrotz crypto-token economy.

FACTORS: Form study in double-quick time

Factors are dynamic real-time statistics, compiled and created from historical data. They provide the key information for each horse in relation to the particular race in question. For example, what is the horse's record with this jockey? At this track? At this distance? In this class? With this headgear? And so on.

The Factors are presented in an intuitive racecard format. Which gives users ease of access to all factors within seconds, compared to the many minutes - and sometimes hours - it would take using other websites.

During the testing phase, Factors-based ratings have proved to be very successful in highlighting winners.

PICK 10: Earn crypto tokens in our free daily tipping challenge

The Pick 10 is a free-to-enter daily competition for all Racing Factors members. The goal is to top the daily leaderboard and scoop the lion's share of the daily prize pool, but you also pick up a reward for each winner selected along the way. All prizes are paid in Karrotz.

Selections can be made from any of the racecards on the site - which covers several territories. The Pick 10 runs from midnight to midnight UK time, with the winner being announced immediately after the competition ends.

As well as the main public leaderboard, you can also create private groups to play against your friends.

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NFTs: Individually-crafted racehorse artwork

Racing Factors has produced a unique collection of NFT digital artwork depicting real racehorses, available to buy and sell.

Artworks in the Current Racehorses collection are available for purchase on the Racing Factors marketplace. As the owner of a Current racehorse NFT, you will earn prize money if the horse depicted wins a real race.

Artworks in the Legends collection are available to buy via OpenSea NFT marketplace.

Synergy

The synergy between Factors, Pick 10, and NFTs is clear. A Racing Factors member will use the Factors in order to help them choose selections in the Pick 10. Once they have built up a supply of Karrotz, the member can then purchase an NFT.

If the horse depicted in the NFT wins a race, they will earn more Karrotz for each success. And if it becomes a superstar then the NFT's value could rise significantly, and the member may decide to sell it to take a profit.

Community

The Racing Factors offering is community-based. Each race meeting has designated public and private chatrooms, which will encourage users to engage with each other and share opinions and views.

The Top 100 section on the site shows the Most Picked horses of the day, which will be of interest outside, as well as inside, the Racing Factors community – it may even put the future of some of the pay tipping sites in jeopardy! This section also includes the Most Liked and Top Pickers lists, which will also fuel debate in the chatrooms.

However, the community revolves around the key element of the Pick 10 competition. Members will enjoy the buzz of competing, of having fun, but not losing money. Even if all of your Pick 10 selections fail, you will be no worse off. And tomorrow is another day, another chance to top the leaderboard, to battle it out with friends, and win a share of the prize pool.

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