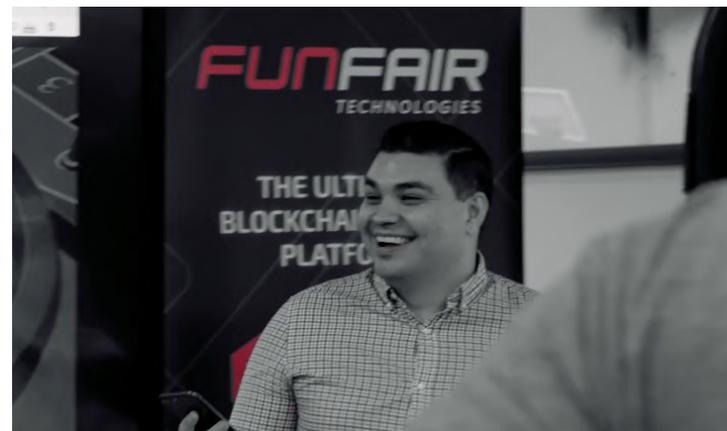# CASE STUDY

FunFair Technologies obtain Isle of Man Token-Based Software Supplier Licence

"We're incredibly proud and excited to have been approved for a licence from a tier-one gaming jurisdiction, and extremely impressed with the Isle of Man and their appetite for driving innovative blockchain technology. Not only does this partnership legitimise FunFair's blockchain gaming ecosystem but it also keeps us right there as a leader at the forefront of regulated, decentralised technology and token-based gambling."

- Lloyd Purser, Chief Operating Officer, FunFair Technologies

About

FunFair Technologies is a market-leading decentralised B2B casino platform providing blockchain eGaming solutions for enterprise and white label casinos, powered by high-performance blockchain technology.

Pursuing an Isle of Man licence was a clear objective in providing Guaranteed Fair gaming, and the jurisdiction holds an esteemed tier-one reputation with their progressive outlook on a dynamic, changing industry that includes blockchain as a key pillar.

Challenges

FunFair Technologies has overcome numerous hurdles on its way to becoming the first Isle of Man-licensed blockchain casino platform.

Building an entertaining, efficient, decentralised (yet cheat-proof) gaming ecosystem is what we continue to strive towards. Doing this within a tier-one regulatory framework where many are operating with no framework at all is a big challenge, but something we strongly believe in.

Key components of our platform, including smart-contracts, crypto wallets and payments, are pivotal to providing what we call Guaranteed Fair gaming. Still, the nascent nature of the technology has required a model of development that has not been seen before.

Goals

The Isle of Man has positioned itself as an international blockchain hub with an appetite for nurturing and supporting innovative and disruptive eGaming technologies. As a company seeking to expand further into the eGaming sector, we were impressed by the jurisdiction's experience and enthusiasm, and we were keen to work with Isle of Man licensees within the gambling space. A key benefit of our affiliation with the Isle of Man Government and their Digital Agency was the strong resonance that FunFair's technology and products has with global markets, and the Island's regulators are well positioned and experience in enabling operators to sell their products in renowned worldwide jurisdictions.

FUNFAIR
TECHNOLOGIES

Solutions

The Token-Based Software Supplier licence benefits us hugely through becoming part of a very highly-regarded gaming and decentralised technology community and the numerous business opportunities and regulatory learnings that come with that.

The Isle of Man has been very proactive in attracting companies that are reshaping not just the current industry, but also those of tomorrow, and this ambitious and open outlook is one that we are very excited to be a part of.

In discussion with Blockchain Isle of Man, the Island's blockchain consultancy, it was clear that there was a commitment from both sides to bring us on-board as the inaugural licensee, and their forward-thinking innovation around blockchain added invaluable legitimacy to our project and our presence within other jurisdictions.

Support

The support we've received from Blockchain Isle of Man and Digital Isle of Man has been fundamental to our success within the jurisdiction.

From networking events, demonstrations, and the upcoming ICE London exhibition, working side-by-side with the Digital Agency from the application stage to where we are now has been a far better experience than we've had with other government entities and jurisdictions. It's encouraging that what we discussed in our initial communication has come to fruition in terms of assistance in establishing an office and driving business.

Benefits

FunFair is already reaping the rewards from the awarding of the licence by such a well-respected jurisdiction. Not only have we made significant improvements to our technology and procedures, but by becoming an official part of the Island's blockchain community we have seen significant benefits to our brand's reputation.

Building real dialogue with partners around the benefits of our technology has often been a challenge. Many potential partners have often opted for a wait-and-see approach when it comes to blockchain adoption, but with the Isle of Man's continued endorsement and education on blockchain, doors are now opening.

The Isle of Man's continued assistance has been critical for our sales cycle to bring operators and white label partners into the ecosystem. This will help us to maintain our position as the leading blockchain gaming supplier well into the future.