

WITHAGAINST

WITH AGAINST

Prediction markets let you trade opinions. WithAgainst makes you live with them.

Conviction Exchange – Founding Concept Document – Version 3.0 – June 2026

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The Idea

WithAgainst is a market where people commit capital on their own beliefs and hold until reality proves them right or wrong.

It is not a betting platform. It is not a prediction market. It is not social media.

It is a conviction exchange – the first market where the pricing signal is personal conviction, held to expiry, settled by reality.

"Conviction is cheap because it costs nothing. WithAgainst is the consequence layer."

The Problem

Every day billions of people make predictions about sport, finance, politics, and culture. None of it means anything. No consequence. No accountability. No reward for being right. No cost for being wrong.

The loudest voices win regardless of accuracy. Conviction is cheap because it costs nothing.

The Solution

Anyone posts a claim. Commits real capital. Both sides open immediately. Participants choose WITH or AGAINST. When both sides hit their target – the pool activates. Everyone holds until reality settles it.

Post a claim. Fill both sides. Reality pays one.

How It Works

Step 1 – The Claim. Binary, resolvable against a verified data source, time-bound. A single declarative statement about a future outcome.

Step 2 – The Commitment And Target. The poster commits their own capital on the claim being true and sets a pool target – the minimum entries required per side to activate for settlement.

Step 3 – Both Sides Open. Both sides open simultaneously from second one. WITH or AGAINST. No phases. No waiting.

Step 4 – Core Slices Fill The Target. Participants who enter while core capacity remains are core participants. Best payout structure. The target ensures the pool is always worth settling.

Step 5 – Extra Slices. Once a side hits target it stays open. Extra participants share the overflow – meaningful but smaller than core.

Step 6 – Pool Activation. Both sides must hit target before the pool activates. Neither side alone is enough.

Step 7 – Hold To Expiry. No early exits. No withdrawals. Capital locked until settlement or cancellation.

Step 8 – Cancellation. If either side misses target at resolution – full refund both sides. No fee. No settlement.

Step 9 – Settlement. Correct side shares entire opposing pool. Core gets bulk plus 20% boost from opposing extras. Platform takes 6%.

The Target Pool Formula

Both sides must hit target before pool activates
Core participants: opposing core + 20% of opposing extras
Extra participants: 80% of opposing extras
Platform fee: 6% of total settled pool

The 20% core boost means core participants are financially rewarded every time an opponent joins after activation. The pool never goes quiet. Core participants keep recruiting opposition because every new opposing entry makes them richer.

The Cancellation Protection

A pool that cancels means neither side could muster enough conviction to fill. Full refund protects everyone. The platform only earns on pools worth settling.

"The pool only pays when both sides believe enough to commit. That is the entire philosophy."

The Ecosystem

User Archetypes

Archetype	Behaviour	Role
The Caller	Posts and commits first	Anchors pool. Wins most if right.
Core Participant	Enters while core slots remain	Best return. Gets 20% boost.
Extra Participant	Enters after target fills	Smaller upside. Full downside.
Opponent Recruiter	Shares pool with opposition	Unique to WithAgainst. Self-interested altruism.
Offset Participant	Enters both sides	Fills both targets simultaneously.
Spectator	Watches and follows	Largest group. Primary funnel.

The Unique Social Dynamic

On most platforms you share with believers. On WithAgainst you also share with doubters – because you need them. If WITH fills but AGAINST is slow, WITH participants are incentivised to recruit opponents. The pool's activation threshold turns opponents into required participants. The viral loop works in both directions simultaneously.

Cancellation Is A Quality Signal

A pool that cancels means neither side could muster enough genuine conviction. The refund protects participants. Over time cancellation data tells the platform what claims generate real two-sided belief.

MVP Scope

The MVP proves one thing: the target pool mechanic works. Both sides fill. Pool activates. Reality settles it. Correct side receives their distribution. Everything else is roadmap.

MVP Includes

- + Claim posting with mandatory caller commitment and target setting
- + Platform-enforced minimum and maximum target limits
- + Live two-sided pool with core and extra slice distinction
- + Visual target progress bar per side simultaneously
- + 20% core boost from opposing extra entries
- + Hold to expiry – no withdrawals before settlement
- + Automatic cancellation with full refund if either side misses target
- + Automated settlement via verified data source
- + Transparent payout calculation shown at settlement
- + Anonymous by default
- + Shareable pool links – both sides

What We Need To Prove

1. The target mechanic changes behaviour

Do participants recruit opponents to fill the opposing side?

2. Core vs extra motivates early entry

Do core slots create urgency that drives faster pool activation?

3. Cancellation is accepted as fair

When a pool cancels, do participants accept the refund as fair?

4. Payout transparency builds trust

Does the transparent calculation eliminate the gap between expected and received?

"This is what seed funding buys: the answer to whether the target pool mechanic creates the social and financial dynamics we believe it does."

Business Model

Total pool at settlement: \$500,000 Platform fee (6%): \$30,000 Distributed to correct side: \$470,000

Clean. Transparent. One transaction per pool. The platform earns only on activated, resolved pools. Cancelled pools generate nothing.

Revenue Stream	Status	Model
Settlement fee	MVP	6% of total settled pool
Premium accounts	Post-MVP	Higher caps, analytics, featured placement
Verified status	Post-MVP	Annual subscription — institutional tier
Media partnerships	Post-MVP	Revenue share on embedded pool volume

Growth Model

"I just committed \$200 WITH on this. Come fill the AGAINST side so we can settle it." — The only conviction platform where sharing with opponents is as valuable as sharing with believers.

Market & Opportunity

Polymarket reached over \$10 billion in trading volume in 2025 at a \$2 billion valuation. Sports betting exceeds \$200 billion annually. WithAgainst creates a new category – the conviction exchange – at the intersection of all of them.

"Every existing platform asks: What will happen? WithAgainst asks: Do you believe it enough to commit capital on it — and can you convince enough people to take the other side?"

Category	Score
Concept Originality	9.5/10
Brand Potential	9.0/10
Viral Potential	9.0/10
Market Design	8.5/10
Investor Intrigue	9.0/10
Conversion Potential	8.5/10

Regulatory Positioning

Regulatory classification is the single most important question before launch. This is not a solved problem. It is the first thing to resolve.

The target pool structure resembles parimutuel wagering – which has established regulatory frameworks in most jurisdictions – more than a financial derivative or continuous trading market.

Jurisdiction	Framework	Notes
United Kingdom	FCA + Gambling Commission	Target pool structure may support non-gambling classification.
United States	CFTC	Polymarket precedent. Parimutuel frameworks at state level.
European Union	MiFID II	Potentially applicable if classified as financial instrument.
Nigeria	SEC + CBN	Growing fintech infrastructure. Potential early-mover advantage.

Pitch Summary

For investor conversations – June 2026

The Problem

Billions of people make predictions every day. None of it costs anything. None of it means anything. The world has no way to price human conviction.

The Solution

WithAgainst – the world's first conviction exchange. Post a claim. Fill both sides. Hold to expiry. Reality pays one. A target-based two-sided conviction pool where both sides must fill before settlement triggers – and where you are financially motivated to recruit your opponents.

How It Works — 30 Seconds

- + User posts a claim, commits capital, sets a target per side
- + Both sides open immediately – WITH and AGAINST
- + Core slots fill the target – extras overflow after
- + Pool activates only when both sides hit target
- + No exits – positions held to expiry
- + Event resolves – correct side shares the entire opposing pool
- + Core participants get best share plus 20% boost from opposing extras
- + Platform takes 6% of settled pool
- + If either side misses target – full refund, no fee

What Makes It Defensible

Hold-to-expiry with target-based activation, core/extra distinction, 20% boost, and no guaranteed exits. This single combination changes participant behaviour completely. It cannot be replicated by adding a feature to an existing platform.

The Ask

Seed Round – Amount TBD. Regulatory counsel first priority. Then MVP technical build, initial market launch, team: CTO, legal lead, product.

