

 **PLAYGAME**

Decentralized, global and
universal virtual game token

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Executive Summary

The launch of digital distribution platforms such as Apple's iOS App Store (2008) and Google Play (2012) have contributed to the rise of indie game studios. The ease of entry to these platforms have allowed game developers to bypass traditional large game publishers like Electronic Arts. The instant accessibility to a large global player base conferred by these platforms allow indie game studios to compete with established game companies and profit off the games they have passionately created.

Some successful one-man indie game studios that have generated millions in revenue include Andreas Illiger's Tiny Wings (2011) and Dong Nguyen's Flappy Bird (2013). These were commonplace in the early years of these platforms. However, established studios with huge reserves and connections began entering the marketplace, causing indie game studios to struggle with increasing CPI (Cost-Per-Installs) and competition F2P (Free-to-Play) Games. These F2P games require a higher initial capital outlay of resources to be successful and are thus dominated by big game studios.

The situation was made worse by the high commissions (30% off revenue) from platform providers that reduce developer's margins. Developers have also complained about the lack of transparency, inefficient payment calculation and distribution. These platforms are also overcrowded with thousands of games released daily. Top-grossing games that make up 50% of the store's total revenue dominated by established big budget mega studios. As such, these digital distribution platforms are no longer the "Mecca" (champion and go-to-platform) for indie game studios.

The current crypto-revolution is a "God-send" solution for the game industry. It opens new possibilities in game distribution and a new, emerging market of gamers (>1 million) engaged in the Crypto-world who are eager to find new uses for their Crypto/Digital assets. Blockchain technologies offers a decentralized, efficient, open, and transparent payment system than can be adopted in a gaming platform, benefiting both developers and gamers. Moreover, features such as crowdfunding, marketing, monetizing, acquisition, and retainment of users can be incorporated into the gaming platform with blockchain. These features are what indie game developers and small-budget studios need to survive and succeed in this increasingly competitive marketplace.

Game developers will no longer depend on traditional platforms to publish their games. PlayGame.com is the first decentralized Crypto Arcade Playground that uses blockchain technology to offer a simple world-class solution for game developers to fund their amazing projects. They will be able to acquire, retain and monetize their games to crypto-enthusiasts, without having to worry

about payment discrepancies. PlayGame.com will be able to combat rampant piracy issues and allow indie developers to compete on the CPI (Cost-Per-Install) war. Indie studios would have the funds to hire good talent to design Free-to-Play games that have long development timelines. These games would be able to compete with big game studios in this space where (paying) conversion rates, ARPU (Average Revenue per User), ARPPU (Average Revenue Per Paying Users) and ARPDAU (Average Revenue Per Daily Active Users) are diminishing from an overcrowded game development scene.

PlayGame.com provide game developers with everything they need: technical solutions including smart-contracts, marketing outreach with our easy to remember domain name: PlayGame.com, advisory and management expertise driven by our team of 20 game industry experts.

PlayGame.com provide game developers an amazing chance to create games for Crypto-enthusiasts which is an emerging market. Fun games where people pay tokens to play and compete to win more tokens of other cryptocurrencies. This solves the problem of acquiring, monetizing, and retaining users for indie game developers.

PlayGame.com, together with game projects within its ecosystem form the PlayGame economy, a space powered by PlayCoins that perform a variety of utility roles for Gamers and Game creators. PlayGame.com solves the funding problem that often plagues new developer aiming to turn their ideas into wonderful games. The transparent blockchain decentralized ecosystem backed by the PlayCoins Economy makes it possible for game projects/idea creators to receive proper funding and gives assurance for backers when they back projects that they see potential in.

Our mission is to help gamers, game developers, entrepreneurs, investors, advertisers, and other future-thinking crypto enthusiastic people convert their game ideas into fully-functional games that can be enjoyed by millions of people regardless of their location, origin, game devices or socio-economic status. We have a roadmap and a working product and will be up and running by October 2018.

1. The Gaming Market

1.1 Overview

According to mobile game research company Newzoo, the global gaming market is expected to reach \$125.4Bn in 2018, driven by mobile games on smart devices (Newzoo, 2017). 46% of the revenue is expected to be generated by games on tablets and smartphones.

This number is a \$9.4Bn or 8.1% increase from 2017, which reportedly reached \$116.0Bn and is consistent CAGR (Compound Annual Growth Rate) of 8.2% from 2016-2020. Based on this growth, revenue is expected to reach \$143.5Bn in 2020 with a significant increase in mobile gaming contribution of up to 51% or \$72.3Bn.

Furthermore, 87% or \$94.4Bn ~ \$100.92Bn of the total gaming revenue in 2017 was contributed from Digital Goods Purchased (In-App Purchase/ In-Game-Purchase) that is heavily linked to a Free-to-Play (F2P) game design framework.

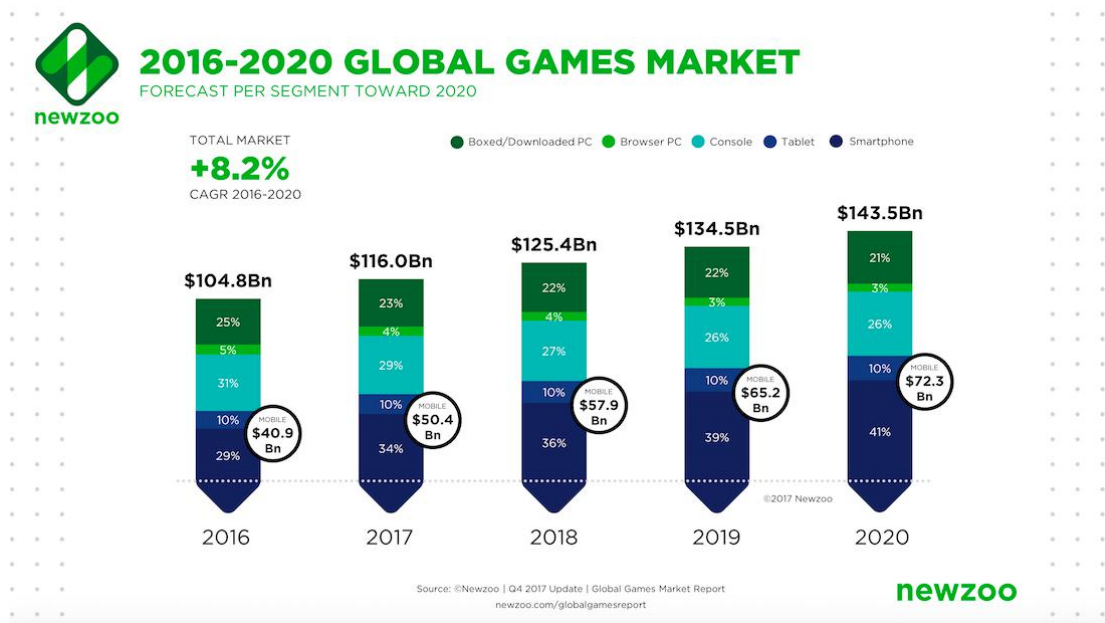


Fig 1: 2016-2020 Global Games Market by Newzoo

1.2 David VS Goliath

a) Dominant mobile gaming model (F2P)


Fig 2: Top 10 Mobile Games by Revenue (Worldwide) Q3 2017 (Sensor Tower, 2017)

Mixi's Monster Strike had the highest overall and Google Play game revenue. Tencent's Honor of Kings edge out Monster Strike in the Apple Appstore for game revenue.

The majority of the top 10 games are Free-to-Play games (F2P). Some key activities that made the games was successful are (Klubnikin, 2017):

1. **Fine balance** between the sophistication of video games and triviality of popular mobile gaming titles;
2. **Multi-player component** (which, in its turn, drives user engagement);
3. **Clever monetization strategy** (free to play, pay to unlock new features faster);
4. **Elaborated gameplay** (which evolves over time and...never ends);
5. **Soft launch** (that is, a controlled release of a mobile app outside a publisher's target market that involves through KPI monitoring and continuous feature set optimization);
6. **Experience** (before Supercell achieved mainstream success, they'd built and scrapped 14 games).

Klubnikin mentions "Marketing and maintenance costs aside, we've arrived at a figure close to \$ 400 thousand – and that's the very minimum budget for a long-lasting hit like Clash of Clans." (Klubnikin, 2017). To summarize, F2P games require huge development budgets that are not possible for indie game studios.

b) US market mobile gaming market

2016 Releases by Revenue – Top 10 (US only)					
Rank	Game	Revenue	Downloads	Release Date	
1	Clash Royale	\$277.1M	19.1M	2/16	
2	Pokemon GO	\$270.2M	42.0M	7/16	
3	Lords Mobile	\$18.1M	4.1M	3/16	
4	Super Mario Run	\$16.4M	16.6M	11/16	
5	CSR Racing 2	\$15.7M	6.0M	6/16	
6	King of Avalon: Dragon Warfare	\$13.0M	0.9M	7/16	
7	Tap Sports Baseball 2016	\$13.0M	4.9M	3/16	
8	Farm Heroes Super Saga	\$12.4M	6.0M	6/16	
9	MARVEL Avengers Academy	\$10.9M	3.4M	2/16	
10	NBA LIVE Basketball	\$10.1M	10.0M	7/16	

Fig 3: Top 10 Games release by revenue, data from Sega and Sensor Tower

Based on an analysis of 362 games with a minimum revenue of \$250,000, it was found that the top five grossing mobile games of 2016 generated 28% (\$597.5M) of the US mobile gaming market revenues in 2016 (PocketGamer, 2017).

c) Analysis of game development companies


























IMAGE	RANK	COMPANY	Q1	Q2	Q3	Q4	TOTAL	CHANGE
	1	Tencent	3888	4090	4723	0	12701	44 % ▲
	2	Sony*	2358	1920	2365	0	6642	30 % ▲
	3	Activision Blizzard	1726	1631	1618	0	4975	8 % ▲
	4	Microsoft	1704	1531	1619	0	4854	11 % ▲
	5	Apple*	1429	1574	1762	0	4764	13 % ▲
	6	NetEase	1546	1358	1168	0	4072	41 % ▲
	7	EA	1527	1449	959	0	3935	13 % ▲
	8	Google*	1001	1058	1034	0	3093	12 % ▲
	9	Nintendo*	498	527	855	0	1879	93 % ▲
	10	Bandai Namco	568	573	596	0	1737	17 % ▲
	11	Nexon	639	402	516	0	1557	30 % ▲
	12	Netmarble	571	449	484	0	1503	74 % ▲
	13	TakeTwo Interactive	572	418	444	0	1433	29 % ▲
	14	Square Enix	451	377	495	0	1323	22 % ▲
	15	Ubisoft	724	226	295	0	1245	23 % ▲
	16	Warner Bros	313	486	424	0	1223	3 % ▲
	17	Mixi	468	345	318	0	1131	9 % ▲
	18	NCSOFT	199	215	604	0	1018	75 % ▲
	19	Cyber Agent	306	285	309	0	900	14 % ▲
	20	Konami	273	247	246	0	766	35 % ▲
	21	Perfect World	210	232	239	0	681	75 % ▲
	22	DeNA	235	208	209	0	651	1 % ▼
	23	Disney*	205	207	212	0	624	7 % ▼
	24	GungHo Entertainment	220	200	178	0	598	20 % ▼
	25	Zynga	153	209	225	0	587	17 % ▲

Fig 4: Top 25 Game development companies in 2017 (Newzoo, 2017)
 Change column is the YoY change in % and revenues are in USD

This listing of top game development companies is based on their annual and interim reports available on stock exchanges and their company website. For companies they do no segment mobile gaming revenue out, the figures are based on expert estimates. Revenues (GAAP) are restated to reflect Calendar Years, therefore do not necessarily match reported Fiscal Year results of individual companies. Hardware revenues are excluded.

In 2017, top 25 gaming companies contributed to 55.05% of the world's gaming revenue. The high market share possess by these companies is unhealthy for innovation and growth within the mobile gaming industry. Some have a monopoly in certain game genres. Small studios find it hard to break into the market and we are seeing a plateau in their revenue growths.

2. The Opportunity

2.1 First-world problem: Gamers with too many choices.

There has been an exponential increase in the number of games available for gamers to choose on mobile gaming platforms. From December 2009 to 2017, the number of application spike from 16 thousand to 3.5 million. It is increasingly difficult to capture attention and retain users.

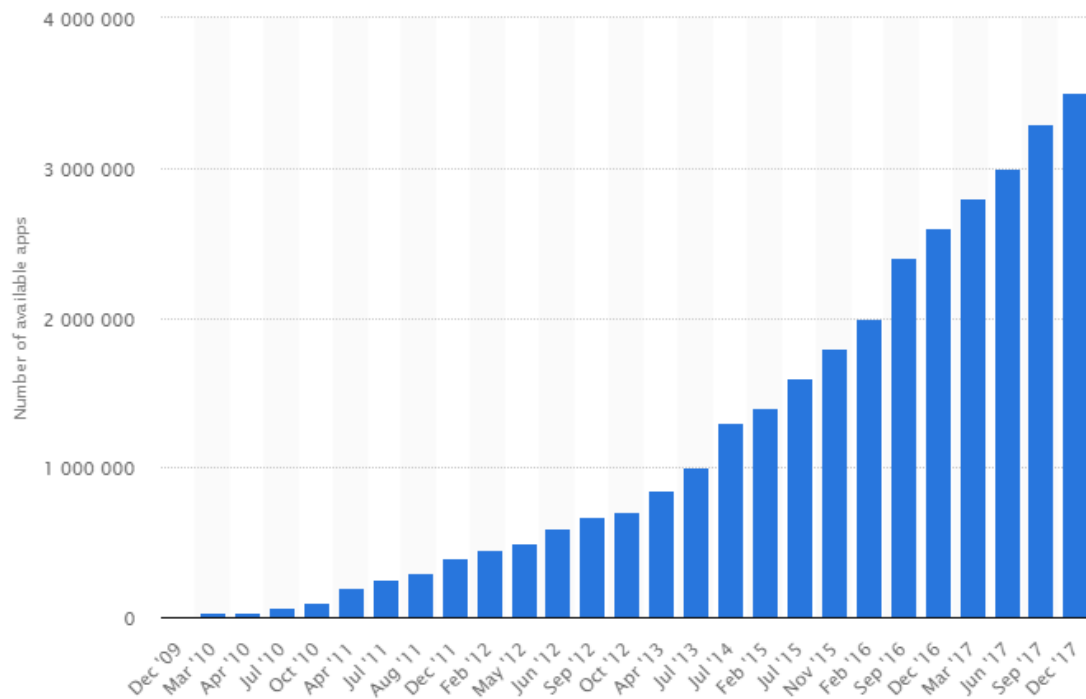


Fig 5: Google Play Store applications from 2009 to 2017 (Statista, 2018)

2.2 The Crypto People - We've just started!

a) Bitcoin

A Cambridge study conducted by Dr. Garrick Hileman and Michel Rauchs in March of 2017 revealed that the number of active users of bitcoin wallets was in the range of 2.9 million and 5.8 million (CCN, 2017). Based on this growth trend, analysts expect the number of bitcoin users to reach 200 million by 2024.

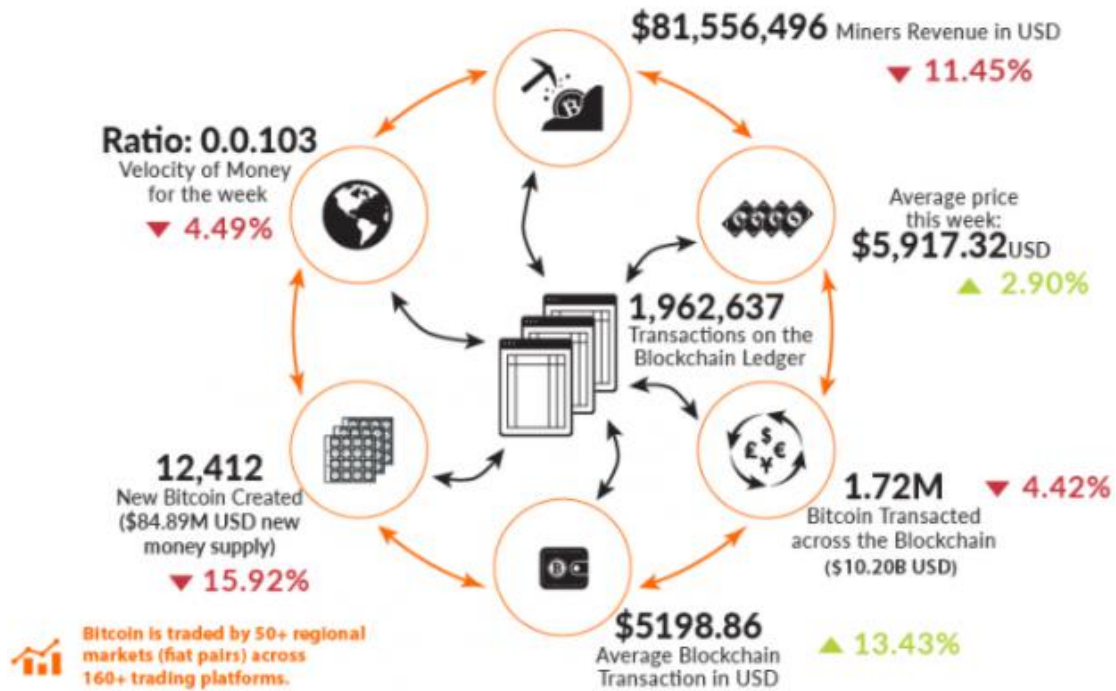


Fig 6: Breaking Down Bitcoin

Bitcoin is the dominant cryptocurrency used for trading. Below are some key facts on Bitcoin. (Statista, 2017)

Bitcoin:

- 16.67 million: current bitcoin supply.
- 58%: crypto market dominance.
- \$4.9 billion: 24-hour trade volume.
- 96: countries where bitcoin usage is unrestricted.

Transactions:

- 12,000: transactions per hour.
- 99,000: BTC sent per hour.
- 0.103 BTC: average transaction value.

Popularity:

1. 400,000: number of subscribers on r/Bitcoin.
2. 12 million: number of Coinbase users (1 million of whom were added in the past three weeks).
3. 18.5 million: number of Blockchain.info wallets.
4. 80,000: number of bitcoin tweets sent per day.

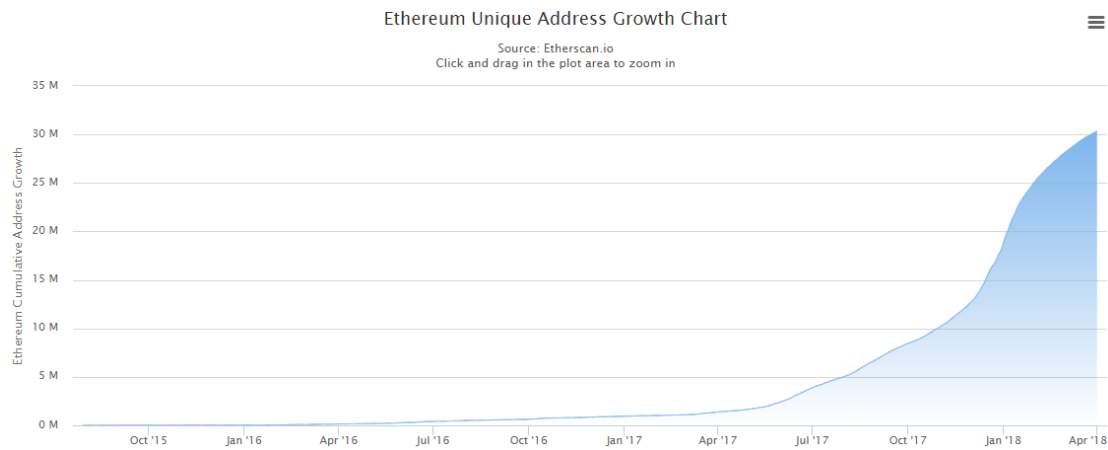
b) Ethereum


Fig 7: Ethereum Unique Address growth chart (Etherscan, 2018)

Ethereum is one of the most prestigious and second largest cryptocurrency by market capitalization. The number of unique users has grown from 23 thousand to 30 million from October 2015 to April 2018.

2.3 Crypto Kitties case study.

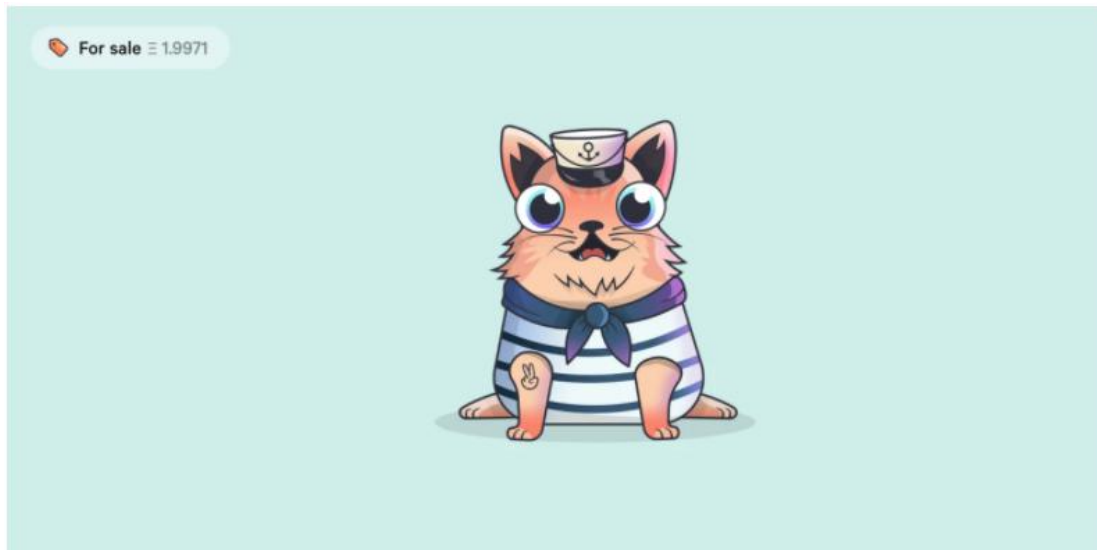


Fig 8: Virtual Cats (TechCrunch, 2017)

CryptoKitties is essentially a digital version of the popular Pokémon trading cards but based on the Ethereum blockchain. It is growing fast owing to the extensive media coverage. A total of \$1.3 million USD has been transacted. Multiple kittens are selling for approximately 50 ETH which is \$23 thousand dollars. The highest record is 246 Eth or 113 thousand dollars. People are using cryptocurrencies to purchase other intangible assets which is like buying in-game items and features.

Japan's self-regulatory body the Japanese Cryptocurrency Business Association (JCBA) found that there were 3.5 million active crypto investors from a study of 17 crypto-exchanges. Annual trading volume has increase from \$22 million in 2014 to \$97 billion in 2017, a 340 thousand increase over three years. Secondary trading options such as margin, futures saw similar growth from 2 million in 2014 to 543 billion in 2017.

This coupled with the high gaming population makes Japan an attractive target for PlayGame.com.

3. Our Company (PlayGame.com)

3.1 Background

PlayGame.com is here to address mounting challenges that game developers and publishers are facing. We combine our experience as game developers and technological startup founders to meet the demand of crypto enthusiasts to integrate cryptocurrencies into games. Founded in 2018, our company is based in Singapore and funded by a top tier venture capital investor. We have built games on Google Play and Apple's App Store with over 50 million downloads and millions of daily active users. We intend to leverage on our deep knowledge of the mobile gaming industry, the startup payment and security functions of a marketplace, and the technological expertise of the current platform to grow and scale a new decentralized gaming ecosystem.

3.2 Team Overview

Our team includes top-notch Indonesia startup industry veterans. We are highly experienced and have successfully executed numerous business strategies. We are backed and have a long-standing relationship with prominent Venture Capital firms. Graduated from prestigious universities, we are an experienced team who have accumulated multi-million downloads and revenue. We are now focused on making PlayGame.com as the world's largest Crypto-Arcade playground, that will be beneficial for game developers, publishers, and the crypto-enthusiast crowd.

3.3 Team



[LinkedIn](#) , [Facebook](#) , [Twitter](#)

Anton Soeharyo

CEO

Anton founded one of the most successful mobile game company in Indonesia - TouchTen Pte Ltd. It has published over 50 mobile game titles, accumulating over 50 million downloads with many reaching the top charts. Notable backers include Ideosource, CyberAgent Ventures, TMS-Entertainment (Sega Sammy group), UOB venture Management, GREE, Inc., 500 startups, and Digital Nusantara Capital. He loves venture building and the startup world and believes the next revolution lies with Blockchain

Anton graduated from Japan's Waseda University and China's Top Peking University (Beijing University), earning a double-degree in International Liberal Studies

(Bachelor). He also holds a master's degree in International Relations from Waseda University.



[LinkedIn](#), [Twitter](#)

Aria Rajasa

CIO Product Lead

Aria Rajasa is a serial entrepreneur with over 10+ years in the digital marketing, digital marketplace, and e-commerce space in Indonesia. He founded Tees.co.id, a leading online custom clothing, procurement, and custom goods solution provider. Tees.co.id raised money from famous investors such as 500 Startups and Telkom Group. Aria graduated from the country's most prestigious national University - Universitas Indonesia and hold a bachelor's degree in computer science.



[LinkedIn](#), [Twitter](#)

Batista Harahap

CTO Residence Hacker

Batista has been building startups since 2007 and he strongly believe that timing is the most important factor in a successful startup with product and team coming in close. He first built DuniaQuiz.com in 2007, a quiz website that grew to a million pageviews in its first 3 months of conception. He joined his second startup Urbanesia (Indonesia's Yelp) because of his passion to help local businesses in 2010. He strongly advocates equal opportunities for small and large business and believe that local business forms the backbone of micro-economies. He created Coral, a marketplace focusing on a chat-only flow to purchase from sellers. Seeing opportunity, he created PrismApp and Selly as spin-offs targeting e-Commerce customers and their sellers.

William Riyadi**Chief Strategy Officer**[LinkedIn](#)

William has vast experience in commodities trading and mined resources. He was involved in two IPOs before in Singapore and Indonesia. He previously worked as Chief Marketing Officer for PT Golden Energy Mines Tbk and Golden Energy and Resources Ltd, Commercial Director for Coal for PT AKR Corporindo Tbk and Head of Trading with CWT Limited. He read law in University College London graduating LLB with honours and he completed Graduate Certificate with Fudan University Shanghai and mini MBA collaboration between Sinarmas Group and Huawei Academy in Shenzhen.

3.4 Advisory Board



Andrew Darwis

Kaskus Network Founder

Andrew Darwis is the founder and owner of Kaskus Network, the largest internet forum in Indonesia. Kaskus was acquired by Djarum Group.

[LinkedIn](#), [Twitter](#), [Wikipedia](#)



Oscar Darmawan

CEO INDODAX & Tokenomy

Oscar Darmawan, co-founded Indodax.om, the biggest bitcoin and blockchain startup in Indonesia which facilitates cryptocurrency trading for more than 1 million registered users. He soon became the Chief Executive Officer for the company, which has become the largest cryptocurrency platform in South East Asia. In the past 4 years, Oscar has been focusing on building the blockchain ecosystem in Indonesia. He graduated from Monash University, majoring in Information Technology and System.

[LinkedIn](#), [Twitter](#)

**Sun Xue Feng**

Founder of OKGAEX

OKGAEX is a gaming token exchange under Okex.com. OKGAEX provides gaming digital asset and derivatives trading services to over 220 million gamers around the world, building an eco-system for all blockchain gaming projects.

**Edward Chamdani**

Ideosource VC Managing Partner

Edward is managing and founding partner of Ideosource Venture Capital, an Indonesia focused venture capital firm dedicated on making investment in early-stage to later-stage.

[LinkedIn](#), [CrunchBase](#)**Mizuno Kazuhiro**

CEO Quan Inc

Kazuhiro is the founder and CEO of Quan Inc, a company that specialized in gaming and chat stickers character contents. Since 2001, he has launched more than 20 websites as a mobile content producer in Japan. Notably, Decome ("stickers") site, is the largest website in Japan with annual sales exceeding 2.5 billion USD. It is ranked first in sticker downloads at 2.2 billion. Quan's shareholders include TOHO, Daiwa and many other top companies. In 2009, he took office as Representative Director of Tekunodo Inc, a game company for smartphones. Having worked on Touch the Numbers, among others, his apps have been downloaded over 10 million times.

[LinkedIn](#), [Company](#)

**Edy Sulistiyo**[Loket.com](#)

Mr Sulistyو is a serial tech entrepreneur who has founded several startups such as LOKÉT (acquired by GO-JEK, 2017), eEvent (acquired by EnvisionPoint, 2013), OW.com (acquired by Telepathy, 2009), Kamus.net (acquired by Stand4, 2008). He is currently heading the entertainment verticals within GO-JEK group and act as an advisor for a few prominent ICOs in the region.

[Biography](#)**Lawrence Samantha**[HonestMining.com](#)

Lawrence is an old timer on cryptocurrency miner and trading world, dating back to 2011. He believes in the power of crypto to change the world. His Computer Science expertise and drive to do to the right thing are the reasons he created several crypto solutions such as BitHarga for instant cryptocurrency pricing analysis and HonestMining whose mission is to make trustworthy crypto mining that is accessible to everyone.

[LinkedIn](#), [Twitter](#)**Calvin Kizana**[CEO & Founder PicMix](#)

Calvin is a serial Technopreneur with more than 22 years of experience in the technology sector. He built successful companies over the years and is actively involved in the SEA startups as both mentor and advisor. He advises several Blockchain and ICO startups. He received the Ernst & Young (EY) Technology and Digital Entrepreneur of The Year 2014, Forbes Global Rising Stars Awards 2015 and Top 100 Companies Asia Winner, Red Herring 2013. He is the CEO and Co-Founder of PicMix, an interest-based social media platform with 35

[LinkedIn](#) , [Company](#)

Million+ worldwide users and is in the process of integrating blockchain into its platform.

**Jason Lamuda****CEO & Co-Founder BerryBenka**

Jason Lamuda is the co-founder of the leading omni-channel fashion retailer in Indonesia. Previously, he co-founded Disdus.com which was acquired by Groupon.

[LinkedIn](#)**Krystelle Galano****Crypto and Blockchain Expert**

Krystelle Galano is an expert and have more than 5 years of experience in social media management, such as Facebook Marketing, LinkedIn Marketing, Twitter Marketing and also years of experience in crypto and blockchain.

[LinkedIn](#)**Sydney Ifergan****ICO Marketing Expert**

Sydney has 20+ years commercial experience and has spent the last 10 years working in the online marketing arena and was the CMO for a large brokerage. In recent years, he has been consulting to various brokerage globally on their online marketing and utilization of technology to improve their results.

[LinkedIn](#)

**Tran Van Tinh****Internet Marketing & Communication Expert**

Mr. Tinh is an internet marketing and communications expert with more than 15 years of experiences. He is also a crypto enthusiast who is now among top 15 global ICO expert of ICOBench.

**Jason Hung****ICO Bench Top Expert Greater China**

Jason is a serial entrepreneur and inventor in mobile business, blockchain, digital marketing, AI and ERP related business. He is co-founder of GFOB (Global Federation of Oxford Blockchain) and Keyman Technology Ltd, IDACB (International Decentralized Association of Cryptocurrency and Blockchain) advisor.

He is the world top 3 expert ranked by ICOBench, help on more than 40 projects include IOTW, Gemstra, NHCT, Buying.com, DEPO, CyClean, INTRO, ICOMax, BitRewards, DateCoin, eCoinomic, USAT, EVENFOUND, and AllSporter.

He has more than 20 years proven track record on managing RD, IT, sales, consulting service with 9 patents which using at more than 2000 Apps.



Jun Hyuk Ahn

Korean ICO and Gaming Expert

Jun Hyuk Ahn is a founder of Chains.Asia LLC, a company that specializes in marketing & communications for foreign blockchain projects in Korea. He is also a founder of TheNews.Asia, one of the top Korean media platforms focused on blockchain and cryptocurrency news.

Ahn has also been heavily involved in the gaming industry, administrating a Korean gaming community of 30K+ members as well as working as a Korean data analyst partner of Supercell Oy.

3.5 Investors



Ideasource

Website: <http://www.ideasource.com>

Ideasource Venture Capital, an Indonesia focused venture capital firm dedicated on early-stage to later-stage investments. Ideasource has helped entrepreneurs when it comes to business development, marketing and brand building, access to talents, fundraising network, and financial/accounting support.

We are passionate in helping entrepreneurs give birth to new technologies and provide insights to help them become industry-leading companies. We invest in companies across Asia-Pacific, especially Indonesia. Our startup founders are idealistic yet grounded, visionary yet execution oriented, chartered into new technology yet insightful to the customers and consumers that they served.



Digital Nusantara Capital

Website: <http://dncindonesia.com/>

Discovery Nusantara Capital is an early stage technology venture fund focusing on internet startups investments in Indonesia and Southeast Asia. This fund is led by Irene Umar (Managing Partner) and Felix Zhang (Lead advisor). Together, they are committed to join forces to support poignant and dynamic startups not only in Indonesia, but also throughout Southeast Asia.

3.6 What we've build in the past – TouchTen.com



PT. Langit Impian or TouchTen was founded on 2009 by Anton Soeharyo as Chief Executive Officer, Rokimas Soeharyo as Chief Operating Officer and dan Dede Indrapurna as Chief Technology Officer.

Its product Infinite Sky made into the top 10 downloads on the iOS App Store in 43 countries. Other notable titles are Ramen Chain, Cute Kill, Amazing Cupid, and Teka Teki Saku. Among these titles, Sushi Chain has reached more than 3 million downloads and Warung Chain was winner of Google Play Indonesia Games Competition 2017.



Warung Chain Game from TouchTen Games

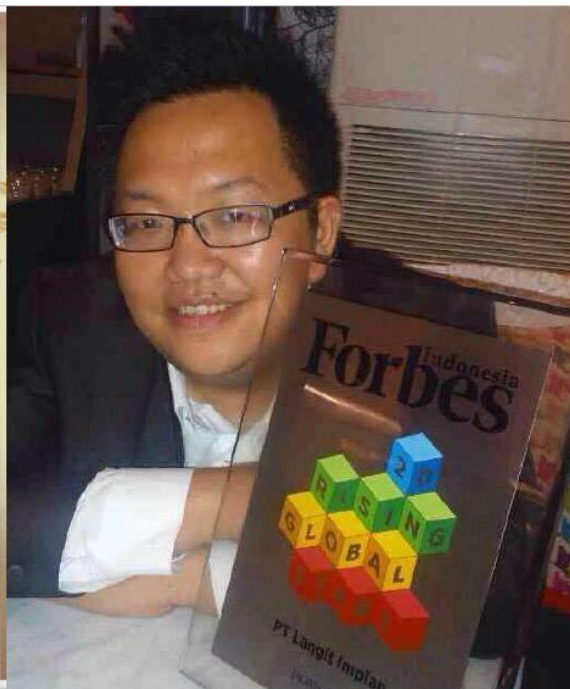
In 2015, TouchTen Games collaborated with 9GAG to develop 9GAG's first game ever, Redhead Redemption. In the same year, TouchTen Games also worked with Bravewave and Manami Matsumae, the legendary music composer of Megaman to compose a song for their upcoming game, Target Acquired.



Anton Soeharyo on Stage in Tech in Asia



Anton Soeharyo being covered by Fortune Magazine, promote Infinite Sky game, having revenue USD\$ 9,000-10,000 per month from Sushi Chain Game with 1.2 million users



Anton Soeharyo being covered by Forbes Magazine as 20 Rising Global Stars

TouchTen Games has been funded by many Venture Capitals such as Ideosource, CyberAgent Ventures, TMS-Entertainment, UOB Venture Management, GREE, 500 Startups, and Digital Nusantara Capital.

4. The Solution – PlayGame Token

4.1 PlayGame Token General overview

We have described the current disadvantages and challenges that the game industry faces in our market analysis (chapter 1). We then presented the opportunities of a whole new untapped market of Crypto-enthusiasts (chapter 2). As such we see potential in tapping on these two multi-billion industries to create value for users through PlayGame.com and PlayGame token (PXG).

PXG is a crypto-token of fixed supply. Only 1,000,000,000 (1 Billion Token) will ever be created. It is fractionally divisible, and units of PXG are fungible and transferable. The Ethereum blockchain will serve as the backbone for PXG. We have chosen Ethereum because of its flexibility and adoption rates. Gamers can easily send PXG to play on our platform and to each other, provided both the sender and recipient have an Ethereum compatible wallet. Game developers and publishers can incorporate this function – for gamers to pay and participate in game rooms and tournaments to earn more tokens. The blockchain will act as a multi-game database, securely storing all leaderboard scores and PXG. With the new PXG token, we aim to create a digital decentralized arcade playground for Crypto-holders and traders, while also helping game developers and publishers to build their games without worrying about CPI-cost, costly team building and maintenance of F2P gameplay. Blockchain technology makes it possible for gamers to find, fund, play and win tokens from the games they love, and for game developers to build them.

4.2 ERC20 and Ethereum

PlayGame Token (PXG) will leverage on the Ethereum blockchain, the industry standard for issuing custom digital assets and smart contracts. As an ERC-20 token, PXG will be compatible with the existing Ethereum infrastructure, such as development tools, wallets, and exchanges. The Ethereum Virtual Machine (EVM) allows the deployment and execution of smart contracts, enabling complex issuance rules for crypto-currencies and automation of incentive structures. EVM eliminates any question of trust and protects the transacting parties against fraud. These powerful features and the dynamic ecosystem makes Ethereum a strong fit for PXG and would result in quick adoption by game developers and gamers. In later phases, game developers and publishers will be provided with open-sourced plug-ins and software development kits (SDKs), so that they can build games outside of the PlayGame website/Web Store. The transparency provided is in-lieu with our Mission statement.

We want players to be confident that all games on our platform are not rigged and our game developers to have the assurance that payment is fair and transparent. Ownership data will be securely kept on the blockchain, with smart contracts safeguarding against fraud. Game publishers or third-party tool developers need to campaign and win votes from PXG holders, making game selection decentralized and promoting innovation.

4.3 RoadMap

Q2 2018 - ICO planning

1. ICO planning.
2. Formalizing partnerships, legal procedures, and advisory members.
3. Private sales scheduled on **1 April – 10 September 2018**

Q3 2018 - Pre-ICO and Crowd sale starts

1. Private sales ends
2. **10 September – 22 October 2018**
 - a) Token Public Sale
 - b) Multiplayer asynchronous playable games and working economic models of PlayGame.com demo completed
 - c) ERC20 PXG (PlayGame Token) final security audits and distributions.
3. **Q4 2018**
 - a) Platform and SDK development

Q1 2019 - PlayGame.com in business

- 1) **Q1 2019**
 - a) Account services, wallet and trust protocol, Crypto payment gateway launch, SDK in beta phase.
- 2) **Q2 2019**
 - a) Playgame.com platform soft launch, PXG wallet and smart contract implementation SDK released. Game developer beta outreach.
- 3) **Q3 2019**
 - a) Playgame.com public global launch, PXG virtual vending machine, international expansion focusing on Japan and China

4.4 Business Model

In PlayGame.com, gamers (crypto traders) must “insert” a certain amount of PXG to participate and play in a time-exclusive gaming event.

For example:

- 1) We have 1000 players aiming to join and play a game of SUDOKU for a 24-hour period. Each player would have to deposit 1 PXG to participate.
- 2) The game “room” would have 1000 players competing in the 24-hour period and 1000. We have 1000 players on the game “room”, competing for a limited amount of time (24 hours) and a pool of 1000 PXG. PlayGame.com will take 5% of the 1000 PXG to be divided with game developers at a 90% - 10% rate favoring the developers. 50PXG will be taken out of the “room” and 5 PXG (10%)

will go to Playgame.com as maintenance and administrative fee, and 45 PXG (90%) will go as payment to Game developers. 950 PXG will be the prize pool for gamers.

3) They will play and compete for high scores and scores will be reflected as leaderboard for the next 24 hours on the SUDOKU Game. The prize is not fixed but an example could be: No 1 will get 100 PXG, 2-10 will get 50 PXG each and the remaining players will share 400 PXG, which means = $400/900$ players = 0.44 PXG per players who does not reach the top 10 leaderboards.

The rules and numerals have not been finalized and the above example is just to illustrate the business model of how it will work in the platform.

5. PlayGame Token Utility

5.1 For Game Developers

Game developers can use the tokens to get their games listed “green-lit” on the platform through the voting system. They could reward the players who supported them with PXG. Game developers would get paid in PXG which is fair and transparent.

5.2 For Gamers – Crypto Enthusiasts

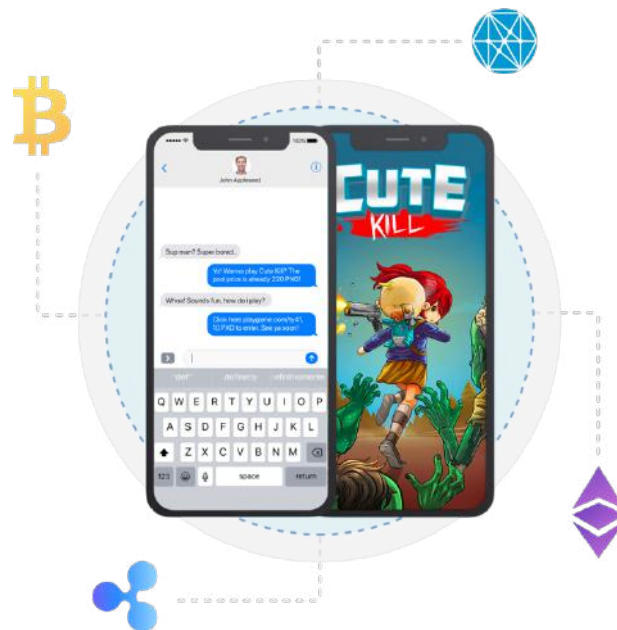
Gamers will use their PXG to vote in a decentralized and transparent platform to get the work of their favorite game developer(s) listed on the platform. Gamers have an opportunity to increase the value of their PXG holdings by playing games

5.3 For Advertisers in-game

CPM, CPI, CPC are never transparent as recorded clicks and impressions for advertisers are highly inaccurate. Utilizing the power of blockchain, we want to create a transparent environment for advertisers.

5.4 For Token issuers

We will also work with Cryptocurrency and token issuers, to make the holding of other coins beneficial. For example, holding a certain number of a particular coin (10,000 TEN) will allow you to get additional benefits in the competition.



6. PXG ICO & Distribution

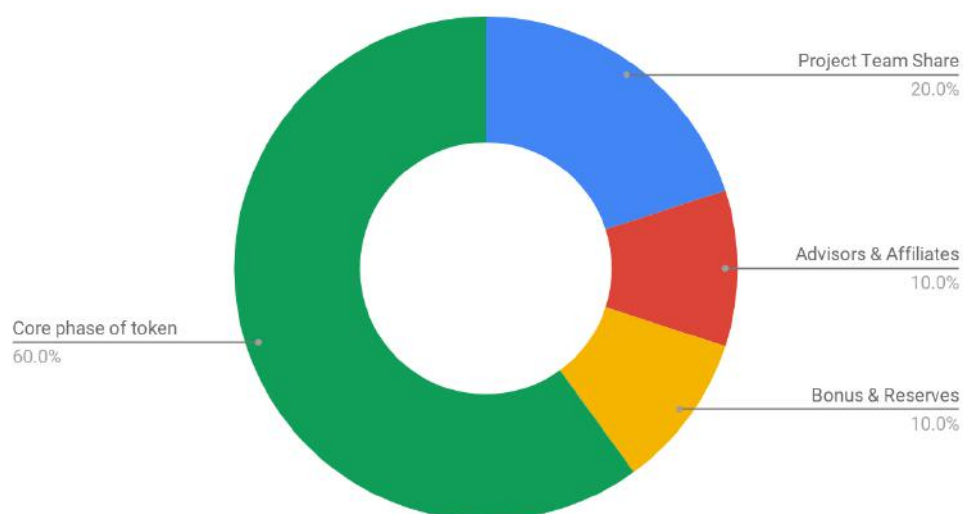
6.1 Pricing and Discounts

Base price : **1 ETH = 15,000 PXG**
 Discounts : **Please refer to the sections below for discounts.**

6.2 Distributions

1 Billion PXG will ever be distributed	600 Million PXG will be sold during private sale, pre-ICO, and crowd sale (ICO)
100 Million PXG will be distributed for advisors, bounty, affiliate rewards and other marketing related programs such as but not limited to Airdrops, etc.	100 Million PXG will be kept for the network growth of the PXG economy
200 Million PXG will be given out to founders and stakeholders of the company with a lockup period of a minimum of 2 years	

Distribution of tokens



6.3 Pre-ICO

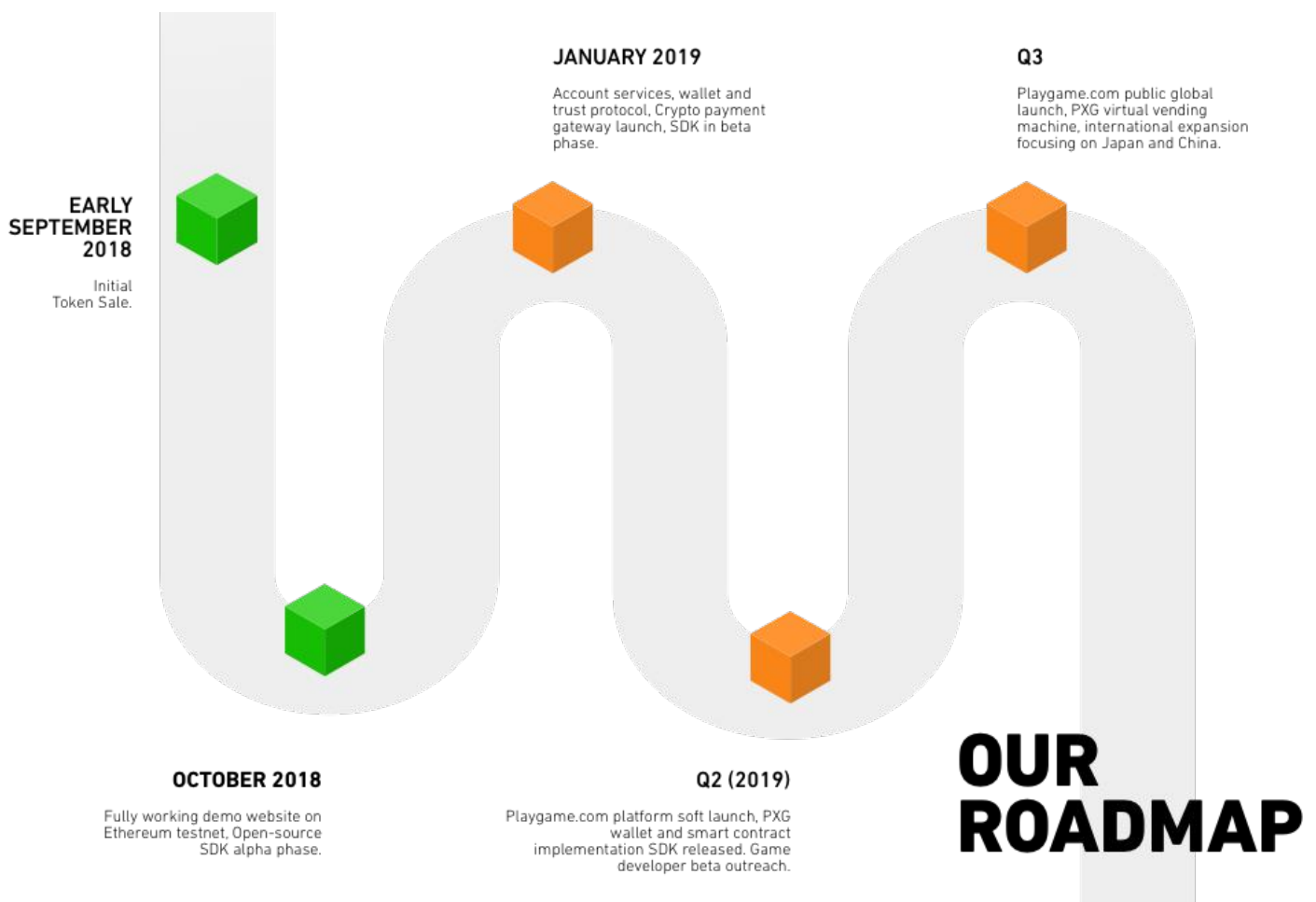
Start and End Date : **10-23 September 2018**
 Rate : **1 ETH = 18,000 PXG**
 Currency accepted : **ETH, BTC, TEN**

6.4 ICO – Crowd Sale

Start and End Date : **24 September – 22 October 2018**
 Rate : **1 ETH = 15,000 PXG**
 Currency accepted : **ETH, BTC, TEN**

6.5 Affiliate program

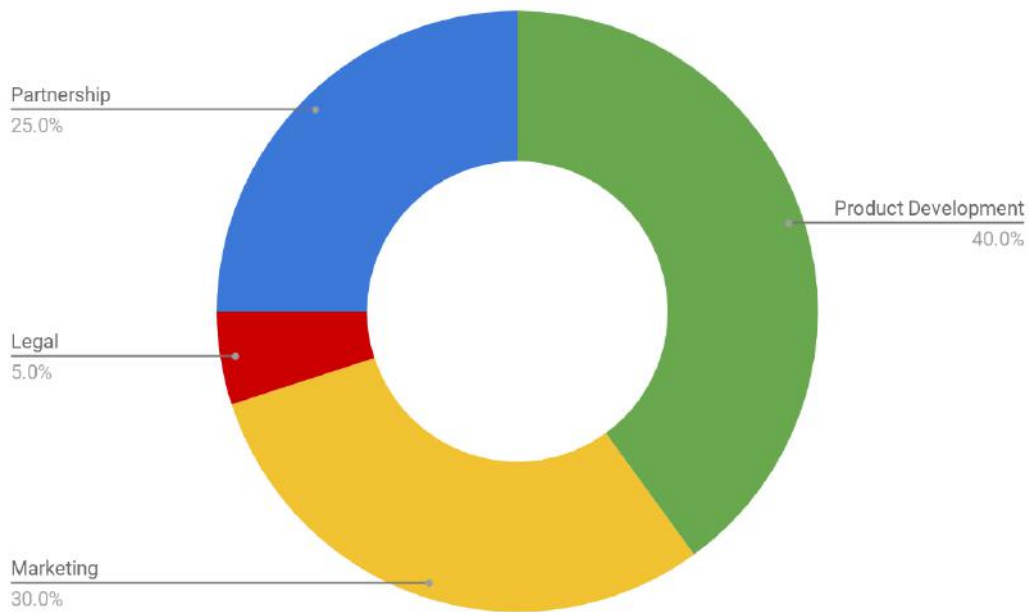
Refer anyone and receive 10% in PXG (Play Game Token) for the amount the referee purchased.



7. Use of Funds

The proceeds from the token sale will be used for the development, promotion, and growth of the new decentralized ecosystem. The preliminary allocation is set forth below but is subjected to change:

<p>40% Product Development</p> <p>This includes development and operations of PXG-related technology, such as smart contracts, wallets, SDKs, plugins, and other updates. This will also include hiring of additional personnel.</p>	<p>30% Marketing</p> <p>This will be used for advertising, promotional events, sponsorships, and other marketing activities to promote the adoption of PXG.</p>
<p>15% Partnerships</p> <p>This will be used to develop partnerships and attract participants in the PlayGame Token decentralized ecosystem.</p>	<p>15% General and Administrative</p> <p>This includes, among other things, costs associated with rent, utilities, insurance, and administrative salaries.</p>



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