

# WHITEPAPER NEED FOR GAME IDEA PLATFORM PWAY TOKEN

## I INTRODUCTION

### Abstract

The following document describes the Need for Game Idea platform and its benefits.

The main goal of Need for Game Idea is to promote the social model of creating and publishing games. By designing the global Need for Game Idea system, Pway gives players from all over the world a unique opportunity to participate in the process of computer game development. Each player interested in participating in the project will be able to present their own idea for a game (the so-called Idea) and make it available to development teams from all over the world via the platform, observing the process of its creation from the very beginning.

The best ideas selected by the Organizer will be produced and sold. PWay tokens are a key element of this venture. Originators of new games will receive prizes in the form of PWay Tokens in return for passing on their Idea.

The distance between players and developers is a challenge in designing new, engaging and innovative games. Need for Game Idea system is a solution to this problem, allowing anyone interested in professional game development to participate in the process of its creation.

## II. DICTIONARY OF CONCEPTS

**Token or Token PWay** - means a digital token emitted by PWay that will have a wide range of applications - from financing game ideas and their implementation by professional development studios to rewarding people involved in these productions and Token holders.

**The Website** - internet platform available at [www.pway.io](http://www.pway.io).

**Whitepaper** - The document below. It presents in detail the plans and concepts on the basis of which PWay is implementing the Need For Game Idea project.

- User -** an individual who has successfully registered on the Need for Game Idea platform, using the services provided by the Organizer electronically within the platform for purposes not directly related to their business or professional activities.
- Idea -** means a manifestation of the User's literary activity, which is not subject to protection within the meaning of Article 1, paragraph 21 of the Act of 4 February 1994 on Copyright and Related Rights (i.e. of 6 June 2019, Journal of Laws of 2019, item 1231, as amended), expressed in the form of a short description of the future computer game. Submitting an Idea in accordance with the rules described in the Regulations constitutes realization of the subject of the public promise made by the Organizer referred to in the Regulations.
- Game Concept -** creative development of the Idea presented by the User, constituting a work within the meaning of art. 1.1 of the Act of 4 February 1994 on Copyright and Related Rights (i.e. of 6 June 2019, Journal of Laws of 2019, item 1231, as amended).
- Crypto exchange -** Internet service, enabling users to place offers to buy and sell virtual currencies and tokens.
- Registration -** procedure for setting up an Account in the Service, consisting in filling in a registration form, including the User's data referred to in §4 subparagraph 3 of the Regulations.
- The Organizer -** PWay Sp. z o.o., with its registered office in Warsaw, at 2 Miła Street (zip code: 00-180) entered into the Register of Entrepreneurs of the National Court Register kept by the District Court for the capital city of Warsaw in Warsaw, 12th Commercial Department of the National Court Register under the number KRS: 0000831601, NIP: 5252817200, being a member of PlayWay S.A. capital group.
- GC Creator -** Service User, who will develop a creative Game Concept based on the previously submitted Idea
- Contest -** means a public promise of reward in return for sending the Idea by the User in accordance with the rules described in the Regulations, within the framework of an undertaking organized through the Service by the Organizer, with the reservation that such an undertaking does not mean a competition, constituting a game of chance, a fantasy lottery, a mutual

bet, a promotional lottery or any other game, the result of which depends on the case within the meaning of the Act of 19 November 2009 on gambling (i.e. of 4 April 2019 Journal of Laws of 2019, item 847 as amended).

**Regulations -** Regulations of the Need for Game Idea Platform

### **III. INTRODUCING PLAYWAY S.A. - LEADING COMPANY IN THE FIELD OF COMPUTER GAMES**

PlayWay S.A. (hereinafter also referred to as the "Company") is a commercial company under Polish law listed on the Warsaw Stock Exchange, which has a total share capital of about 165.000,00 USD valued at approximately about 812.000.000,00 USD (as of the date of publication of this document). Consolidated sales revenues of the PlayWay S.A. capital group, consisting of 34 subsidiaries, reached about 29.000.000,00 USD in 2019, compared to about 18.000.000,00 USD for 2018.

PlayWay S.A. sets standards in creating innovative projects as one of the largest Polish manufacturers and publishers of promising computer games for the most popular hardware platforms (PC/PS4/Xbox1/iOS/Android). The company is the leader financing the largest number of development teams in Poland, bringing together over 400 developers, who are responsible for the development of over 70 video games and pre-production of several dozen more, which are waiting to be purchased (as of 12 July 2020, according to ESPI report no. 25/2020) in the STEAM store by over 8.16 million players.

Company established in 2011 with its seat in Poland:

- current stock market capitalization: 812.000.000,00 USD,
- Over 400 artists working in 88 teams,
- Sales of games through leading global sales platforms Steam, App Store and Google Play,
- provides space for the creators to cooperate on a dedicated corporate campus,
- is a parallel producer of games such as "Car Mechanic Simulator", "911 Operator" and "House Flipper". The list of games published by PlayWay S.A. can be found at <http://playway.com>.

## IV. PROJECT CHALLENGES

### 1. Challenges

The production of computer games is currently facing many challenges.

#### Creating games is expensive

Game enthusiasts usually don't have the knowledge and experience needed to make their visions come true. Even if they are involved in game design, they often lack the funds required to produce and distribute their own game.

#### The complexity of promoting games

Despite the momentum of the computer game industry, it is difficult for the products of this industry to stand out. For a game to become an icon in the history of its medium or even gain a significant position on the industry's charts, an original idea, recognition (marketing) and uniqueness of the game are required.

#### Good ideas are essential for success.

Finding new, engaging game ideas involving the gaming community is the biggest challenge. The most difficult step is to start the process of designing a game based on its concepts, which are often abandoned, changed or lost. Originators do not have the opportunity to effectively contact game developers to realize their own ideas.

#### Obstacles to game development:

- the finances,
- a vast industry,
- promoting games,
- a lack of new ideas,
- ignorance of the game industry marketing,
- programming,
- graphic design.

## 2. Possibilities

The Need for Game Idea initiative is the first on the market to create a space for collecting and sharing ideas for computer games that have a chance to be created.

### The experience of players is invaluable

Many enthusiasts of electronic gaming have unusual ideas for new games. They devote their free time to explore more virtual worlds. On their own or together with friends they gather a rich baggage of experience and share it with other users. All this allows players to get a unique perspective on what makes games fun, engaging and commercially successful.

### Providing greater commitment

Players deserve a chance to become creators. Enabling professional development teams to breathe life into players' fresh ideas is an untapped opportunity in the industry. It is very difficult to find the right idea that has a chance to succeed.

### PlayWay S.A. has the opportunity to implement game ideas

Thanks to many years of experience in the production of games and working with dozens of development teams, PlayWay S.A. provides an ideal background for the implementation of social game concepts.

### The possibilities of *Need for Game Idea* platform:

- to use good ideas,
- integrating communities involved in the phenomenon of computer games,
- providing players with the opportunity to create the game they have always dreamed of,
- to facilitate the process of creating games from the very beginning of the concept.

## V. TOKEN

### 1. Token purpose

- We are creating a system that engages the gaming community to create *Game Concepts* for new productions.
- Users can actively participate in the process of creating a new title by voting.
- Remuneration of users by awarding Tokens for their activity (e.g. sending Ideas).

In order to finance and reward Ideas and Game Concept games, Need for Game Idea platform, using Token, is created.

## 2. Token specification:

- a) Token will be a prize in the Competition,
- b) Token was issued under the symbol "PWAY" in ERC20 standard,
- c) each Token will be the same and all Tokens will be issued in one series of 42,111,111 (forty-two million one hundred and eleven thousand one hundred and eleven) units and no additional Tokens will be issued,
- d) Token's smartcontract address is 0x5a14fe6923e767A8238f29d3E1FB1a913975F0d7,
- e) each User shall be entitled to cast the same number of votes in each vote organized in the Service, regardless of the number of Tokens held,
- f) Token does not have an expiration date, the rights related to Token do not expire and Token will be honored by the Company in accordance with Need for Game Idea platform Regulations,
- g) Token will be a means of payment and a means of exchange acceptable in the Need for Game Idea platform, enabling future purchases of goods and services inside the Service or other services and platforms accepting the Token in the future,
- h) cannot be returned and the transfer of Token during the Contest is irreversible,
- i) The Token has been designed without any mechanisms, including technical ones (e.g. in the form of an appropriate blockade or deposit), which will actually and permanently prevent the transfer of PWay Tokens or rights expressed therein (related to the Token); any owner will be able to transfer Token to any other purchaser without any restrictions;
- j) The Tokens may be sold on external PWay-independent virtual currency exchanges (both decentralized and centralized exchanges) and without the participation or intermediation of PWay in such transaction,
- k) the terms and conditions of the issue (and the smart contract functionality) do not provide for the irreversible destruction of PWay Tokens not covered by the buyers.

### **Benefits for the players:**

1. In the Need for Game Idea Service, every computer game enthusiast takes a voice in the process of creating new games, giving his or her vote to implement new, selected functionalities of the Service or a specific solution in a particular computer game.
2. Thanks to the Need for Game Idea platform, the player can realize his passion for virtual entertainment in the form of a professionally developed title.
3. This is done by presenting their Idea, and then the Game Concept.
4. The selected Game Concepts are then directed to pre-production and implemented by professional development studios.
5. Players can submit their Ideas and Game Concepts, for which they will be rewarded.
6. Players will be able to purchase newly created games before their release.
7. PlayWay S.A. employs hundreds of talented developers and has the ability to efficiently create new, well-developed games.
8. Players who create an account in Need for Game Idea will become part of the community. They will be able to share their impressions and opinions about games and propose changes and improvements on a dedicated forum.

### **Benefits for developers:**

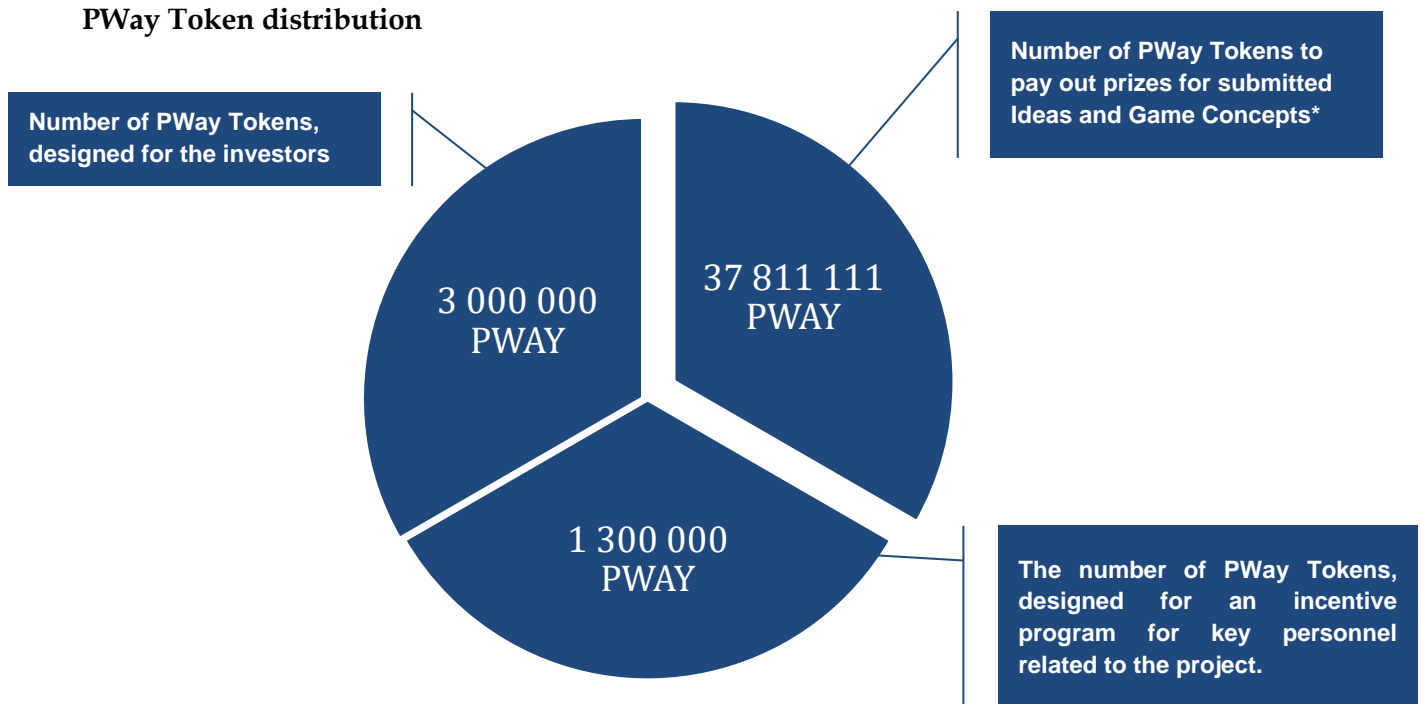
1. Creating games based on a proven idea with the *Need for Game Idea* platform.
2. Developers can cooperate with the target customers of their production. More importantly, they can create games that players really want to have access to.
3. With competing game concepts, it is difficult to say which ones will provide players with highest level entertainment. This is facilitated by the *Need for Game Idea* platform.
4. More creative minds involved in production will lead to more and better, more rewarding games.
5. PlayWay S.A.'s productions will be of higher quality and more popular, with financial benefits for manufacturers, Token holders and players alike.

## TOKEN FUNCTIONALITY

Token functionality related to the Need for Game Idea platform:

- is a payment unit (virtual currency), used for mutual settlements exclusively in the Need for Game Idea platform environment.
- will enable you to have exclusive contact with game developers through a dedicated forum in the Need for Game Idea platform.
- is your ticket to participate in voting on the direction of a particular game and the platform itself,
- will provide you with exclusive access to features and services that are inaccessible to other Need for Game Idea users, such as the ability to talk to the development team of your choice or participate in a game with the development team that created the game.

### PWay Token distribution



\*The sum for prize does not include the amount of the GC Creator's commission fee equivalent to 5% of the revenue from the video game to be sold. The tokens intended for the payment of the Creator's GC Creator's commission of the equivalent of 5% of the revenue from the video game will be purchased by the Organizer on the secondary market (e.g. virtual currency exchange).



## VI. NEED FOR GAME IDEA PLATFORM



### 1. Remuneration for game ideas

- Need for Game Idea platform users will present their Ideas for computer games,
- The result of the project will be the announcement of a Contest to select Ideas for games (presented by users), for which each user of the platform will receive one (1) Token PWay.
- Then, on the basis of the best Ideas selected by PWay, extended Game Concepts will be developed, on the basis of which developers will be able to create computer games.

# STAGE I

Registration process and initial evaluation of the idea



## Go through the registration process.

To take part in the Competition, you must have a Steam account, which will allow you to go through the registration process on our platform. We will need your data: e-mail address, username, date of birth (DD-MM-YYYYY)



## Send us your Idea and we will send you one PWay Token for a good start!

In order to express your Idea, please send us the Ideasender Form, in which you will present a short description of your dream game. In return you will receive from us one Token PWay, a kind of digital token generated by blockchain technology.



## You will receive an email with a manual from us explaining how to create your own Ethereum account.

What does a PWay token give you?

1. You can create and send us the Game Concept of your dream game in the second stage of the competition,
2. actively participate in the development of our platform's functionality, especially by participating in voting on changes in its functioning,
3. direct contact with developers,
4. possibility to interact and exchange opinions with other users of the platform.

## I CONTEST STAGE

- The contest task is to send a short description of a computer game, the so-called "Ideas" for a computer game,
- Choose wisely. Each User can submit only one Idea. They can do it only once during the first registration in the Service,
- There are no better or worse ideas, so the Idea will only be verified for compliance with the Terms of Use, and any User who submits an Idea that complies with the Terms of Use will receive one (1) PWay Token,
- The idea will be placed on the Need for Game Idea platform and made available to developers,
- It is not possible to return the Token to the Organizer or its subsequent redemption by the Organizer. The idea remains in the Organizer's possession forever, even after deletion of the Account by the User.

# STAGE II

We will review all Ideas sent by users. If your Idea is interesting for us, we will contact You.



**You get the opportunity to create a full Game Concept and present it on the form designed for this purpose.**



**We publish Your Game Concept in our database available for PlayWay group developers. It will now be up to them to decide whether to develop the game.**

If one of our teams decides to develop your Game Concept, we will ask you to transfer the copyright associated with it as a work within the meaning of the Polish Copyright and Related Rights Act. For this purpose, we will conclude a written agreement with you, under which, in return for the transfer of copyrights to the Game Concept, you will receive from us a fee of 100 PWay tokens!



**One of our development teams is creating a pre-production of the game, on the basis of which we will assess its potential and popularity among users. The success of the preproduction will determine whether the game will be released and sold in its full version.**



**If a game created on the basis of Your Game Concept, after successful preproduction, goes to full production and sale, you will receive from us extra remuneration amounting to 5% of net profits from the sale of the game. We will pay you the profit in the form of PWay tokens!**

Remember that the process of creating a computer game can take 1-3 years, so you may have to wait for the rest of your salary. Remember also that you are entitled to 5% of the profits from the distribution of the produced full version of the game being sold, not to a certain amount of money.

## SECOND STAGE OF THE PROJECT - GAME CONCEPTS

- During the project, the Ideas that we consider worth using will be selected,
- We will contact you within a few days after receiving your idea. Each user, whose idea will be selected by PWay for implementation, will receive a proposal to send a creative and extensive description of their own game concept, the so-called Game Concept. The choice will be made together with a development studio from the PlayWay group, which will express their interest in the presented Idea,
- Don't worry if you don't get a cooperation offer right away. This means that your Idea has been put in the waiting room and is waiting for the development team to take up the project,
- The user who will be interested in participating in the pre-production of a computer game on the basis of the Ideas sent by him/her will be asked to send a Game Concept, consisting of, among other things, a proposal for the title of the future game, a role sketch, or a description of the game mechanics. We will provide you with a form in which you can tell us about your new game in detail,
- The chance for realization will be given to such Ideas, which were not previously developed in the form of a creative Game Concept, and no work on a computer game using the provided Ideas was undertaken,
- In case of positive verification of Game Concept, you will receive a proposal to conclude an Agreement transferring the rights to use your creative idea for the game. The transfer of the economic copyrights and subsidiary rights to the Game Concept and the commitment not to exercise the personal copyrights will be made on the basis of a written agreement, in exchange for a fee of 100 Pway Tokens (paid within 3 business days of the choice of your Game Concept),
- You will also receive remuneration, paid in Tokens of the equivalent of 5% of the income from the future possible distribution of the game (i.e. net profits, after deducting all costs, in particular all public contributions, marketing costs, game production costs, hosting costs, game maintenance costs, etc.).

### Payment of remuneration

The remuneration of the equivalent of 5% of the video game income will be paid only in Tokens quarterly (Tokens will be purchased on Cryptocurrency Exchanges at prices

established on the 45th day following a given quarter and paid within 3 days of their purchase). As a result, the User's remuneration will be the number of Tokens, which is a product of 5% of net profits from a given video game (described above) and the Organizer's average purchase price of Tokens from the market (Cryptocurrency Exchanges on which the Token will be listed) as of the 45th day following a given quarter.

### **Pway's remuneration**

As remuneration for using *the Game Concept in accordance with* the provisions of the license agreement, the Developer will pay Pway an amount of 6% of the income from the future distribution of the game (i.e. net profits, after deducting all costs, in particular all public data, marketing costs, production costs of the game, hosting costs, maintenance costs of the game). Remuneration will be paid quarterly in PLN or US dollars.

## **2. Production of the game based on an idea from *Need for Game Idea***

After choosing a given idea for the game, the User develops one's Idea on a form containing the necessary elements for the production of the game, such as:

- Title,
- A feature sketch,
- The world presented,
- Sound,
- Other elements.

Then, after the game is properly described, the development team creates a full version of the game, which eventually goes on sale

The newly developed game selected on the *Need for Game Idea* platform will be produced as a full version and then distributed.

### 3. Need for Game Idea platform roadmap

## PWAY Roadmap 2020–2021



### September 2020

Launch date – Need for Game Idea platform allows you to submit a game idea and participate in voting on platform's and game's functionalities.



### October 2020

The platform will be enriched with a discussion forum on computer games.



### November – December 2020

An online store will be created, where it will be possible to issue PWAY Tokens for purchasing unique products or services, e.g. chat with the development team, joint transition of a computer game, own photo in the game, placing your name in the game credits...



### January – March 2021

Making PWAY Tokens available on crypto exchanges and establishing cooperation with strategic, external partners.

#### 4. PWay team

##### MAREK PARZYŃSKI • PWay's CEO



PWay's and Games Incubator's CEO. Shareholder and member of a dozen Supervisory Boards in PlayWay Group. Advisor and active promoter in the area of blockchain technology and digital currencies since 2010. Co-founder of Polish Blockchain and New Technology Chamber of Commerce and Permanent Arbitrator of the Blockchain Court of Arbitration.

Partner in the Graś & Partners Law Office, founder of New Technology Department. CEO and co-founder of BC&Law Ltd. – global law and consulting platform that specializes in new technology regulations.

Holds two Master's Degrees (SGH - Warsaw School of Economics): in Finance and Banking and also in Marketing and Management. Doctoral Candidate at SGH at Department of Administrative and Financial Corporate Law.

[LinkedIn](#)

##### KRZYSZTOF KOSTKOWSKI • PlayWay's CEO



PlayWay has been operating in Poland since 2011. The company is a producer and publisher of medium and low-budget games, which it creates in cooperation with about 30 affiliates and numerous internal teams.

The entrepreneur's business model consists of simultaneous creation of several low-budget titles, which reduces the risk in case of failure of one of them. The biggest successes of the PlayWay group are games: Car Mechanic and House Flipper. PlayWay examines the potential demand for games created by the company, using a variety of tools, including social media and lists of people signing up to buy a particular game.

Krzysztof Kostowski has been involved in the game industry since the beginning of his career, and his main goal was to consolidate many



development teams into one structure. The action was aimed at reducing marketing and accounting costs, as well as using the common knowledge of many developers - this was achieved in the PlayWay group, in which he is the largest shareholder.

[LinkedIn](#)

### BARTOSZ GRAŚ • Graś & Partners Law Office



Attorney at the Regional Bar Council in Warsaw, partner in the Graś & Partners Law Office – one of the biggest law firm in Poland. He is also a co-founder of BC&Law Ltd. – global law and consulting platform that specializes in new technology regulations. Moreover, he is one of co-founders of Cathay Associates, association which consociates 80 law firms from all around the world and hires more than 2000 lawyers. Co-founder of Polish Blockchain and New Technology Chamber of Commerce and Permanent Arbitrator of the Blockchain Court of Arbitration.

[LinkedIn](#)

### ŁUKASZ GRYNASZ • Tech Lead, Blockchain Engineer



Łukasz has 11 years of experience in creating applications in industries such as entertainment, public, banking and finance or insurance. Apart from development aspects, he specializes in managing teams providing the best quality software. He has extensive experience in blockchain technology from both the programming and business side. In his work he practices Kaizen and Lean methodologies.

[LinkedIn](#) - [GitHub](#)

## PIOTR KARBOWSKI • PlayWay Group



With over ten years of experience in computer games, publishing and advertising for the press and online products, Piotr specializes in new technologies and their implementation for business needs.

[LinkedIn](#)

## SZYMON MURAWSKI • Lawyer, taxes



Lawyer, MBA graduate, tax advisor in law. 20 years of experience. He specializes in income taxes. He also has extensive experience in projects related to international tax planning. He took part in many M&A transactions and participated in the restructuring of the largest Polish and international companies. He has conducted numerous conferences on tax issues. He specializes in industries related to modern technologies and advising financial institutions.

[LinkedIn](#)

## ROBERT PAKLA • fin-tech lawyer



Robert Pakla, Ph.D. is a fin-tech lawyer specialize in payment solutions. His experience covers regulatory framework for standard banking products, innovative payment solutions, usage of cryptocurrencies and blockchain technology. Robert Pakla is currently working as a Director of Legal Department in Global Primex Group and as Advisor in Graś & Wspólnicy law firm. Robert Pakla graduated his Ph.D degree based on analysis of level of the customer protection in the cross border payments in 2020.

[LinkedIn](#)

## VII. RESERVATIONS

The information presented in this document is not exhaustive and does not imply the existence of any elements of a legal relationship and is for information purposes only. Neither does this official document constitute a prospectus or a securities note and does not constitute an incentive or solicitation for an investment or an offer of financial instruments, securities or a collective investment scheme in any jurisdiction. The content of this document is not legally binding on the entity that published it. It should be emphasized that the Organizer at every stage of the Need for Game Idea project closely cooperates with the community of players around the world who are the recipients of the Need for Game Idea platform, which means that the content of the document is alive and may change, and consequently this document will be updated if necessary (see Section VIII - Record of changes).

This document does not constitute investment advice and should not be considered a consultation on investment, legal, tax, regulatory, financial, accounting or other matters; moreover, this document cannot be the sole basis for the assessment to make any transactions for the purchase of Tokens. The document was prepared in isolation from the individual financial circumstances and goals (e.g. investment goals) of people. Before purchasing Tokens, the prospective buyer should consult with their legal, investment, tax, accounting and other experts advisers to determine the potential benefits, burdens and other consequences of the upcoming transaction. Pway Sp. z o.o., neither any of its subsidiaries, nor any of their partners, shareholders, directors, members of the management team, employees, representatives, advisers or representatives shall be liable in any way in connection with this document.

### Languages

The main source of official information about the project is in this document in Polish. Information contained in the document in Polish may be translated into other languages. During the translation, some information contained in the document in Polish may be lost, distorted or may be misleading. In the event of a contradiction or inconsistency between the translations and the official document in Polish, the provisions of the original document in Polish shall prevail.

## Possibility to participate in the project

Eligibility to participate in the initiatives described in this white paper is not guaranteed and will be subject to legal and regulatory restrictions. Citizens or residents of countries where Tokens are or will be found illegal are not eligible to participate in the project.

## Third Party Information

Some information contained in this document may be obtained from third parties. In the event that some market or industry data referred to in the White Paper has been obtained from publications of third parties, it should be considered that such information has been accurately reproduced and within the limits that can be determined by PWay on the basis of information published by such third party, no facts have been omitted. that could make duplicated information inaccurate or misleading. At the same time, PWay has not independently verified whether such published information is fully reliable and accurate. Sections of this document that contain market statements without reference to specific sources, should consider that the information was compiled from Pway's market experience with due diligence. In any case, all such information may turn out to be incomplete for various reasons (e.g. due to the passage of time), and the potential Token buyer is encouraged to conduct their own market analysis of the Need for Game Idea project or seek professional advice.

## VIII. REGISTER OF CHANGES

Document drawn up by:	Version	Reason for change	Date of approval
PWay Sp. z o.o.	1.0	Original document	25.09.2020 r.