REIGN OR DIE

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UNREAL
ENGINE

PIKABOO
GAMES

www.reignordie.com

ABSTRACT

(Addressing the potential interested founders)

The Reign or Die game brings together cryptocurrency and the world of online real-time strategy free to play gaming. This is a cutting-edge approach in combining cryptocurrency use with gaming micro-transactions.

Reign or Die players battle against their opponents, in a mobile game, deploying battle units and iconic characters, in a PVP arena. Upon victory, players will be rewarded with in-game **Gold**, skins(visual upgrades), items, **ROD Gems** and **Legendary Cards**.

Owning *Reign or Die* (**ROD**) **Gem**, an **ERC-223** standard token, players can purchase various cosmetic upgrades from the in-game store, complete for daily/weekly quests and play in different challenges or weekly and weekend Tournaments. Players can also own and trade *Legendary Cards*(**RLC**), an **ERC-721** non fungible token, via the in-game **Auction House** in exchange for (**ROD Gems**) that will enable players to use legendary units in ranked arenas.

Players will be able to withdraw their **ROD Gems** to their Ethereum wallets through the Ethereum network.

The Reign or Die **Token Sale Event**(**TSE**), will be initiated Q4 2018, to assure funds for development, publishing and maintenance of Reign or Die for the upcoming years.

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REIGN OR DIE GAME

Game overview

Reign or Die is a **Triple-I** indie game, reuniting a top class professional team of game developers in a world premiere project. The game is planned to be available for download on the **Google Play Store** and **Apple App Store**.

As reward for their progress in the game, players will earn Gold, items, **ROD Gems** and **Legendary Cards** through the blockchain technology and use of smart contracts. Players can use **ROD Gems** so that they can unlock items, character skins and other upgrades in the game. Also, weekend tournaments and weekly challenges will reward players with **ROD Gems** and **Legendary Cards** that can be used when playing ranked arenas. Players can trade and exchange between **Legendary Cards** and **ROD Gems** via the in-game **Auction House**. Currently, the proposed system for this exchange is "dutch auction".

Players can also develop skins for in-game units/cards in our **Community Workshop HUB**, where upon curation and review, they may get included in the game, earning the players that designed the skins **ROD Gems** with each skin sold.

Game summary

The game is set in a fantasy universe where players battle against each other in a never ending quest to reign over the realm. Battles take place in different themed arenas where players use a card deck build, designed by them with the cards they have unlocked or bought. Owning these cards will allow players to deploy units in the arena to battle their opponents.

Once a certain level, players will be able to create and join guilds, which enables them to access the social layer of the game. The guild mates can help out with donating cards and items. Certain challenges require for the player to be member of a guild and some to play a 2v2 match with one of your guildmates.

The players can join casual battles where they play against a random opponent, similar to their level in a random arena. They will earn in-game Gold and experience points to level up with each win.

In ranked battles, players will also earn trophy points which determine a player's league and rank on the season's player ladder. Matchmaking will be made between players based on their rank and league. Also, players will be able to equip two **Legendary Cards** which are playable cards only in ranked matches and tournaments.

In addition to casual and ranked matches, players will get to enter special tournaments, complete quests, challenges and play special modes for gold, **ROD Gems** and items.

MARKET

Overview, Capitalization & Comparison

The 2018 global gaming market is estimated to be over $115 billion USD and mobile gaming apps will account for a **$50 billion USD** market space during this time. The demographics of this market is increasingly found to be 30-something adults with disposable income. Approximately 30% are women who actively play mobile applications. We at **Reign or Die** intend to reach this target market by creating addictive, simple play with thoughtful and unique design based on an improved Clash Royale gaming format. Seen below, the mobile gaming application market, which has not yet reached full maturity, is expected to increase by nearly 50% between 2017-2020 to $72 billion USD market capitalization:
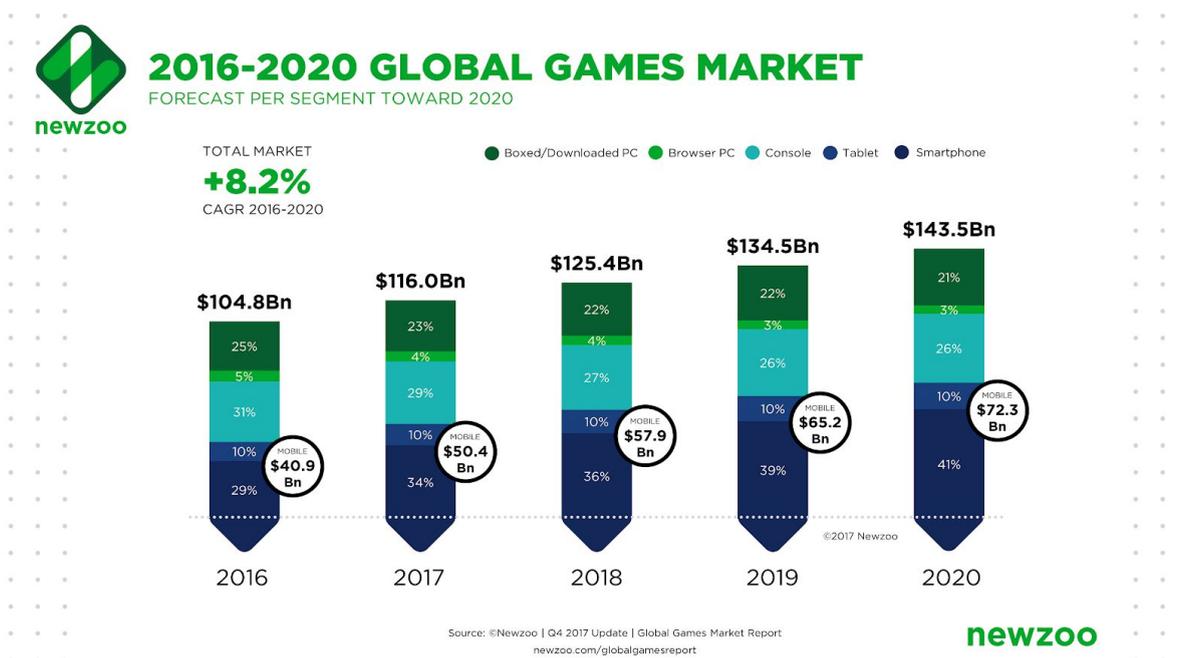
To place the mobile gaming market in scope, please note the following comparisons:

Mobile Gaming Market Cap 2017:	2017 Revenues (in $Billions)
$50.4 Billion USD	Global Film Box Office: $40 (2017)
	Global Tea Market: $30 (2017)
	USA Valentine's Day: $19.6 (2018)
	Costa Rica's GDP: $57.4 (2016)

Supercell, the parent company of Clash of Clans, Boom Beach and Clash Royale achieved $2 Billion USD in revenues in 2017 with over $800 Million USD in profits. This represents a 4% market penetration to the mobile gaming industry with no new games added but with significant investment in their target audience community cultivation. We believe Reign-or-Die with its novel fungibility and game play incentivizing model can make a strong showing in this market space.

Project goals

- Develop a **F2P game** for the mass market with an in-game economy and its own **cryptocurrency** based on **blockchain technology** and **smart-contracts**;
- Provide an asset withdrawal feature to a F2P game in order to reward time and effort spent playing with **ROD Gems**, tradable on external exchanges for other cryptocurrencies such as **BTC**, **ETH**, **LTC**, etc;
- Create a **super-competitive** real-time strategy game with an unique social experience;
- Create a platform and build a **strong** and active **community**;
- Allow the community to get involved in the game's development through submitting skin variation designs and earning **ROD Gems** for it.
- Educate the **mass market** audience about blockchain technology and cryptocurrency operations through a **free to play game**.

Quick look

- player **revenue** models:
    1. earn rewards when winning and exchange them for **ROD Gems**
    2. marketplace for players with paid auctions for **Legendary Cards**;
    3. *50% from the sales revenue of the community approved skin design

- **iconic** characters and units;

- a **super-competitive** game providing rewards and global rankings;

- creating a **professional gaming scene** - championships, tournaments, challenges, etc.;

- **casual** and **ranked** matches;

Development Roadmap

• 2018

Q1 -Q3 - Project genesis / Research / Team assembly / Gathering resources / Support documents / Focus groups

Q4 - Secure seed funding / MVP Development / ERC-223 token Smart-Contract development / Private Token Sale Event

• 2019

Q1 - Public token sale event / Establishing partnership / ERC-721 token Smart-Contract development / Closed Alpha release

Q2 - ERC-721 Token Sale Event / Marketing & PR kick-off / Closed Beta release

Q3 - Open Beta release / Promotional campaigns / Public events

Q4 - Reign or Die soft-launch / Unlocking founders tokens / Post-launch game development / Implementing first community designs

Business model

Reign or Die is designed to generate revenue in the following methods:

1. In-game **skin sales**;

2. In-game visual effects and items upgrades;

3. Weekly and weekend tournament and challenges **entry fees**;

4. Auction fees from trading **Legendary Cards** for **ROD Gems**;

5. Commission from selling **user designed** skins.

6. **ROD Gems** will be available for purchase after **Soft launch** (estimated 1 year of development subsequent to the **Private Token Sale Event**) from the in-game store and will have a fixed price of **$1** or **€1**, depending on the region in which the player is located.

ROD TOKENS

Overview

Reign or Die game will have two tradable assets that users may transfer, **ROD Gems(ROD)** and **Legendary Cards(RLC)**.

<u>ROD Gems</u> is an **ERC-223** standard, fungible token. This token is the fundamental unit of account on the blockchain. The smart contract offers the players the possibility to:

- swap **ROD Gems** for in-game Gold to purchase various skins, items and unit upgrades;

- withdrawal **ROD Gems** to a personal Ethereum address - "cashout" feature;

- trades between **ROD Gems**, **Legendary Cards** and items are possible in the **Auction House**;

- hold a liquid currency that can be bought or sold on external exchanges;

<u>Legendary Cards</u>(**RLC**) are digital collectibles. **ERC-721** token is a non-fungible asset with the value determined by the players market, through the game's **Auction House** or private trades. **Legendary Cards** determine the special units a player is allowed to deploy in game when battling in ranked arenas. Players will be able to put their **Legendary Cards** up for auction in the game's **Auction House** that other players may bid on them.

The Reign or Die **smart contracts** will offer the users the following:

- **Transparency** of the assets on the blockchain;
- **Unique** and **transferable ownership** of digital assets;
- Asset **management** and **trading;**
- In-game / external exchanges asset **value**.
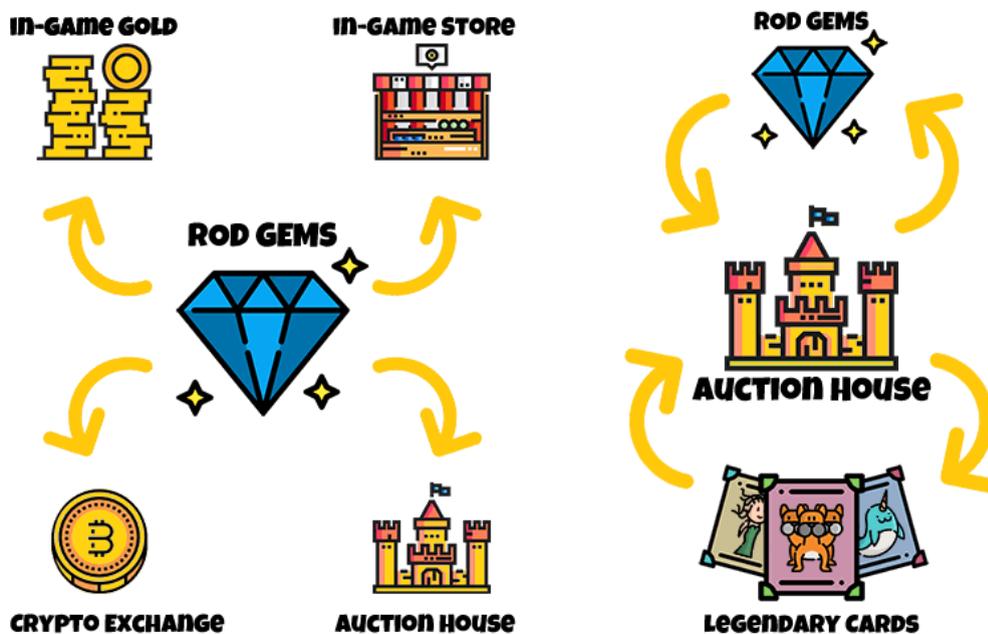
Token Monetization

ROD Gems currency will elegantly blend in-game purchases with the fungibility of the token economy. In this fashion, **ROD Gems** will give our target market the ability to earn cryptocurrency and be reimbursed for the time and effort invested in the game. This feature will incentivize players to invest in our gaming platform as no other game currently on the market provides.

ROD Gems will allow players to buy in-game gold currency and tradeable amongst players through the auction house. Gold currency and in-game account **ROD Gems** will be utilized off the blockchain to ensure a smooth gaming experience and reduce the token's bandwidth. Skins purchases, visual upgrades and various items will be purchased with both **ROD Gems** and Gold from either the game's store. Buying from other player

via the Auction House it is done only with **ROD Gems**. **ROD Gems** may then be sold on any listed external cryptocurrency exchange.

Token Supply

ROD Gems will generate a max total supply of *333.000.000* **ROD** out of which **183.000.000 ROD** will be sold to the public, **35.000.000 ROD** for the soft-launch game economy supply, **10.000.000 ROD** for the **ROD Team** and **5.000.000 ROD** will be offered as bounty reward for several community tasks. The game reserve supply is set to be **100.000.000 ROD** and it shall be destined for sustaining a smooth supply flow in the game's economy for future years.

ROD TOKEN SALE EVENT

TSE Structure

ROD Gems will be available for purchase on pre-sale TSE phase, starting on **TBD*, 2018 and during the Public TSE pase from **TBD*, 2019 to **TBD*, 2019 unless a cap of *183.000.000* **ROD** sold is reached earlier.

Token Sale Supply

MAX SALE SUPPLY: 183.000.000 ROD

Token Sale Event Hard Cap: $14.760.000

1 ROD = $0.1

- **Founders & Private Token Sale Event**

42 000 000 ROD

1. 11 000 000 ROD (**Founder Tokens** - **locked** for the 1st year) - **Bonus 3.33x** per ROD
2. 31 000 000 ROD (**Private TSE**) - **Bonus 2x** per ROD

- **Public Token Sale Event**

70 500 ETH - 141 000 000 ROD (**20% discount**)

1. 61 000 000 ROD (**TSE bonus price**) - Bonus **1.25x** per ROD
2. 80 000 000 ROD - **TSE public sale price**;

Token Distribution

- Token sale event (public) - 25%
- Game economy supply - 10.5%
- Game reserve supply - 30%
- Founders tokens - 3%
- Developers Team - 3%
- Advisors & bounties - 1.5%

Use of Funds

- Game & token development - 25%
- Marketing - 35%
- Community platform & customer support - 10%
- Business administration, business development & operational cost - 10%
- Back-end operations & technical security - 8%
- Legal services - 2%
- Reserve funds - 10%

Game & Business Development Team

Radu Ionescu - Founder / Producer / Game Developer

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