

05th September



**GAMELAND.FINANCE WHITE PAPER**  
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THE VERY BEST IN MOBILE GAMING

# ABOUT



GAMELAND IS A DECENTRALIZED AUTONOMOUS ORGANIZATION (DAO) FOR INVESTING IN NON FUNGIBLE TOKENS (NFTS) USED IN VIRTUAL WORLDS AND BLOCKCHAIN-BASED GAMES. THE ORGANIZATION'S MISSION IS TO CREATE THE BIGGEST VIRTUAL WORLD ECONOMY, OPTIMIZING ITS COMMUNITY-OWNED ASSETS FOR MAXIMUM UTILITY AND SHARING ITS PROFITS WITH ITS TOKEN HOLDERS.



**Gameland combines the best of the non-fungible token (NFT) and the decentralized finance (DeFi) space, bringing yield farming to game economies while adding value to these virtual worlds by developing the content and economy of these games.**

**We want to own and develop assets in the metaverse as we believe that virtual economies will be more valuable than real-world economies over time.**



AT THE SAME TIME, WE WANT TO CREATE VALUE IN THE VIRTUAL WORLD FOR OUR GUILD MEMBERS TO THRIVE IN A VIRTUAL ENVIRONMENT - THE COMPETITIVE GAMERS, THE ARTISTS, AND CONTENT CREATORS THAT POPULATE THE METAVERSE.



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**GAMELAND SITS AT THE INTERSECTION OF THREE MARKETS EACH OF WHICH IS HAS STRONG GROWTH POTENTIAL:**

- NFT sales topped \$2 billion in Q1 of 2021. NBA Top Shots and NFT artists, such as Beeple, have pushed NFTs into mainstream vernacular.
  - DeFi tokens hit \$50B in total locked value.
- There are 70m crypto wallet holders.
- The global gaming market reached a value of US \$167.9 Billion in 2020.
  - The rise of virtual worlds, such as Decentraland, and blockchain games, such as Axie Infinity and The Sandbox, have gained a fully diluted valuation of over \$1.8B USD.

# ACTIVITIES OF GAMELAND

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Gameland's goal is to maximize the value of NFTs used in virtual worlds and blockchain-based games. Its protocol is automated by smart contracts instructed by consensus through the DAO based on governance proposals and voting of a distributed network of token holders. Activities of Gameland include:

- Building a global community of play-to-earn gamers who play competitively to collect in-game rewards,
- Producing revenue through the rental or sale of Gameland-owned NFT assets for a markup,
- Allowing the community to participate in the DAO by passing proposals and voting,
- Coordinating research and development for gamers in the DAO to arbitrage on yield generation by being competitive in metaverse-related games.

## BUSINESS MODEL

As technology allows more people to move more of their lives online, an entire digital economy is developing inside these new virtual worlds, known as “the metaverse.” Gameland’s business model builds real-world value from fundamental metaverse economics.

## BUSINESS THESIS

The primary revenue of the DAO will come from leveraging Gameland-owned NFT assets, either directly, or indirectly, via a rental program where guild members utilize the assets in exchange for a portion of the in-game rewards going directly to Gameland. In the case of in-game assets such as land, revenue may be generated by third party (non-guild members) conducting economic activities on that in-game land.

NFT ownership will benefit from the rise of the in-game asset’s economic value being reflected in the value of its native fungible token on the open market. The value of all activities in Gameland will be captured in the fully diluted market capitalisation of Gameland governance tokens.

## ● SELECTION CRITERIA

The Gameland business thesis requires the following elements of a play-to-earn game to make it suitable for selection by the DAO:

1. A virtual land-based economy which can be acquired;
2. A virtual economy with a native token;
3. Play-to-earn functionality where players are rewarded native tokens for in-game activity.

## ● GAMELAND TOKENS CAN BE USED FOR THE FOLLOWING:

- Stake Gameland for token rewards related to its overall activities,
- Stake Gameland for rewards related to specific activities,
- Stake Gameland for exclusive content,
- Stake Gameland to vote and participate in the DAO,
- Stake Gameland to subscribe to exclusive merchandise,
- Use Gameland tokens to pay for services in its network.

## ● LAUNCH PLANS

At launch our treasury and our guild will focus on the following play-to-earn games that have already shown strong potential and community support:

1. Kipon
2. Robotrix
3. Treasure Box

As play-to-earn evolves, Gameland's portfolio will expand to other games that fulfill the criteria and yield requirements outlined above as governed by the DAO.

## ● ECONOMIC ACTIVITIES

- Purchase of assets in the form of cryptocurrencies, virtual assets in the metaverse, SAFTs, in-game tokens (such as, but not limited to, Small Love Potion (SLP), which is a token earned by winning battles in Robotrix and is required in order to breed NFTs), as well as other NFTs to contribute to the development of metaverse economies,
- Arbitrage farms to maximise yields,
- Manage locked, unvested, undistributed tokens of all parties,
- Provide guidance in events that involve debt and interest payments, acquisition of assets including any buybacks and future fundraising rounds,
- Perform financial operations such as accounting, audits, reporting and tax, treasury assets are managed by the three co-founders via a multisignature wallet. Two out of three hardware wallet signatures will be required per transaction.

# TEAM TEAM TEAM TEAM TEAM



**BRATON LEE**  
CEO / CO-FOUNDER

Blockchain since 2014. Cambridge University Alumna and President of Cryptocurrency Society 2016; FX Quants GCP at BlackRock Asset Management; Entrepreneur In Residence at Coins.ph (Acquired by GoJek); Co-founder at CapchainX (Acquired by SMKG: OTC US); Consultant to licensed financial institutions.



**MARTIN KROZNIAC**  
CFO / CO-FOUNDER

Dev since 2016, blockchain since 2018. Built a breeding algorithm for Axie Infinity and many bots on discord to integrate the blockchain for NFTs. Wrote smart contracts to integrate discord tipping, a token wrapper for deflationary tokens, and farming strategies to the standard of yVaults.



**TOM GABIRALD**  
CTO / CO-FOUNDER

Blockchain since 2017. 5+ years experience in SaaS sales and partnerships. Lifelong tech and gaming fanatic. Passionate about leveraging nascent technologies to promote the democratization of wealth creation and financial inclusivity.



**ANTONIO MAREV**  
HEAD OF PARTNERSHIPS

Blockchain enthusiast since 2015. Former U.S. Air Force Information Technology Manager/Process Improvement Manager. Competitive esports and TCGPlayer. Axie Infinity community member since launch (2018). NFT maximalist.

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- you will not make any representation to any person regarding the Tokens that conflict with these

Legal Notices:

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