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CURATING THE WEB3 ECONOMY IN THE MIDDLE EAST

In the Crypto Oasis, we have created global platforms to foster creativity, entrepreneurship, and collaboration in Web3 and the Metaverse. These initiatives have been designed to bring together prominent voices from the Web3 design, metaverse, and gaming community space. While we share insights and experiences, we get a chance to network and educate each other on the Web3 revolution.

The Web3 renaissance is being heralded by technological innovations such as NFTs. NFTs (Non-fungible tokens) are ground-breaking for the digital economy, the art world, and the gaming universe. The fact that they enable digital asset ownership, has enabled multiple industries, especially art, collectibles, and gaming.

Allowing individuals to own their digital assets has brought a new economic incentive to the crypto world and the NFT market is set to be worth USD 231 Billion in 2030. NFT projects, blockchain gaming, play-to-earn games, fractionalisation of art, and democratising art are some of the opportunities that we realise can leverage Blockchain and give power back to the creators through decentralised tech.

We have two initiatives that have helped create spaces to acknowledge the multiple dimensions of real-world application of Blockchain technologies especially in art and gaming. We have been adding to Dubai's vibrant Web3 community with:

- arte - a Web3 Meta Community
- Crypto Oasis Games Guild - an ecosystem for game makers and service providers

arte

arte is a dynamic community-driven initiative that fosters collaboration and knowledge sharing among individuals in the Web3 space, including artists, investors, collectors, blockchain specialists, and Metaverse enthusiasts. It serves as a hub for staying updated on the latest news and trends, while also educating the wider public on blockchain technologies.

As the art industry has become increasingly intertwined with the crypto market and the emergence of NFTs in 2020, arte provides a much-needed space for various communities to connect, collaborate, and showcase their creativity and entrepreneurship in the Web3 ecosystem. Its global community offers a platform for even the smallest projects to gain exposure and interact with the industry and community.

With the art industry playing a vital role in shaping the virtual design of the Metaverse, arte brings together all the essential players in the Web3 universe, creating opportunities for thought leaders to share knowledge and collaborate.

Arte's weekly meetups held at the Pointe, Palm Jumeirah, have been a significant achievement, with over 100 projects and founders showcased in the past year. The platform welcomes all newcomers, blockchain enthusiasts, and seasoned crypto professionals, creating an inclusive community. Where community members come for the project and stay for the community.

In partnership with the Theatre of Digital Art at Madinat

Jumeirah, we launched arte Talks. A bi-weekly talk series that elevates the thought leadership element to the next level, featuring some of the most exciting emerging voices in art and crypto, delivered in a keynote format to a crowd of Web3 enthusiasts.

Arte Experience has been a pioneering Web3 IP export from the region, with regular meetups and exhibitions held at Trust Square in Zurich over the past six months, showcasing major artists and projects from around the world. This global expansion is set to continue, with arte Experience soon to be held in other countries worldwide.

Crypto Oasis Games Guild

The Crypto Oasis Games Guild is a B2B symbiotic collective of game makers and service providers from all over the world. It was created to be an ecosystem within an ecosystem for the region. It aims to enable businesses in the Web3 gaming industry to create alliances, create mentorships between industry experts and newcomers and build thought leadership in the space. With blockchain games transforming the gaming universe, the Crypto Oasis Games Guild will create opportunities for initiatives to be taken as a collective rather than as individual organisation, in turn having a higher level of success and reach.

Blockchain gaming has experienced tremendous growth in 2022, with activity increasing by 2000% compared to the previous year. Despite challenging economic conditions, the Blockchain gaming sector has surpassed \$3 billion in investments from global investors and venture capitalists. The development of gaming decentralized apps (dApps) is on the rise, while the metaverse ecosystem provides further opportunities for games to shine in the blockchain universe. Integration of blockchain technology in gaming apps is driving market growth and Blockchain games attracted over 1.22 million unique active wallets in March 2022, making up 52% of the total activities in the blockchain ecosystem.

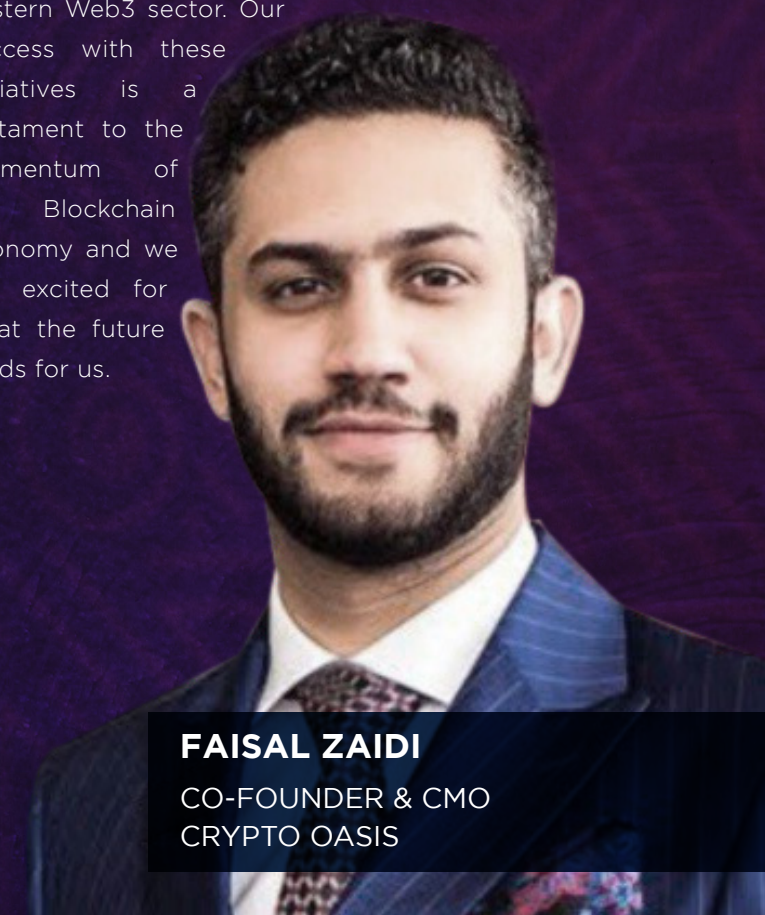
The Games Guild will create leadership in this space with content and events that will educate and inform. We have already completed workshops with Unity, where some of

the Unity leadership came down to give training on new products and showcase some new developments made on the software.

The mentorship provided by industry leaders in the Guild will help design best practices and build tools that will enhance the future of gaming and the metaverse. The Crypto Oasis acknowledges the concept of an open economy and the new business model of Play-to-Earn (P2E) Games that is witnessing exponential growth and is gaining traction as it refines itself over time.

These two ventures in the Crypto Oasis have two primary directives: to educate about the cultural phenomenon that is NFTs, the Metaverse, blockchain, and Web3 and, to provide a platform that helps develop cutting-edge disruptions. arte and the Crypto Oasis Games Guild bring together a strong portfolio of Web3 leaders to help create synergy in the industry and share information readily that otherwise would not be accessible to the ordinary folk.

Members of arte and the Games Guild will play a significant role in the Crypto Oasis ecosystem and contribute to the growth and development of the Web3 community. They will be at the forefront of the vibrant and growing Middle Eastern Web3 sector. Our success with these initiatives is a testament to the momentum of the Blockchain economy and we are excited for what the future holds for us.



FAISAL ZAIDI

CO-FOUNDER & CMO
CRYPTO OASIS

WEB3 GAMING

Web3 gaming is a relatively new concept that is built upon the foundations of Blockchain technology. It provides gamers with a new way to play and developers with a new way to monetise their games. Traditional gaming platforms rely on centralised servers that control game logic and transactions. Web3 gaming, on the other hand, leverages decentralised Blockchain networks to create a truly decentralised gaming experience.

The key advantage of Web3 gaming is that it offers unparalleled security and transparency for players. Since Blockchain technology is immutable and decentralised, games built on it are less prone to hacks and cyber-attacks. Players also have greater control over their in-game assets, as these assets are stored on the Blockchain and can be easily transferred between different games or platforms.

Web3 gaming also offers a range of monetisation options for developers. With traditional gaming platforms, developers are often limited to selling games or in-game items for fiat currency. With Web3 gaming, developers can create their own tokens or cryptocurrencies, which can be used to buy and sell in-game items or even entire games.

As the industry continues to mature and more developers and players become involved, we can expect to see even more innovative games and business models emerge. Overall, Web3 gaming represents a major shift in the gaming industry, offering players and developers alike new opportunities and benefits that were previously unimaginable.

717
Total Number of Web3 Games Launched in 2022

23x
Web3 Gaming Generates More Transactions than DeFi

\$67.9bn
Total In-Game Market Purchases During 2022





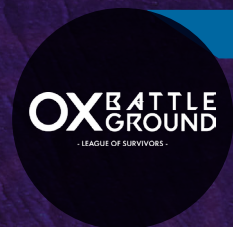
99starz

— Token Ticker: **N/A**

Dubai-based 99Starz, led by industry experts as well as Silicon Valley veterans, focuses on building cutting-edge Web3 products and services that will empower gamers, guilds, studios, and investors. The end goal is to bridge the gap in growing play-and-earn as a movement to a wider audience around the world. The three pillars that will enable this are the Gamefied Asset Management Ecosystem, the Gamefied Wallet, and the 99Starz Guild.

1
EMPLOYEES UAE

Dubai, (Inception)
LOCATION



OxBattleground

— Token Ticker: **N/A**

A Battle Royal, PUBG and Call of Duty inspired game where players can fight on their own or form powerful teams and compete against others. The mission is to survive in different gameplay modes.

10
EMPLOYEES UAE

Dubai, DMCC
LOCATION



AA Meta

— Token Ticker: **N/A**

AA Meta provides Metaverse infrastructure and Web3 technology solutions that enable next-generation gaming. Alongside using this technology for its own projects, AA Meta provides its offering to other gaming businesses as well. Metaverses and Blockchain gaming allow gamers to interact in new, community-driven worlds, whilst providing businesses with new payment solutions to power new in-game economic models and innovative ways to deliver immersive experiences to audiences across the world.

5
EMPLOYEES UAE

Dubai, DED
LOCATION



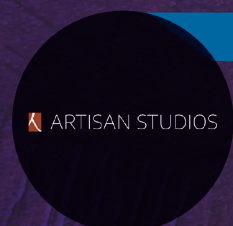
Anarchy Game

— Token Ticker: **N/A**

Anarchy Game is a soon-to-be-launched real-time multiplayer mobile third-person shooter game. It is built on the 'Play & Earn' model that rewards its players based on "Proof of Play" and skills with Tokens and NFTs in their Web3 version of the game. Players can choose among multiple exciting gameplay modes like Death matches, Battle Royale, Missions & Quests.

1
EMPLOYEES UAE

Dubai, (Inception)
LOCATION



Artisan Studios

— Token Ticker: **N/A**

Artisan is a specialist in the creation of 2D RPG games whose mission is to create the highest quality 2D game studio in the world and become the top western studio developing original IPs in Japan. Artisan primarily works in partnership with Japanese developers and publishers to release titles for the Japanese market and then bring those IPs to the west. The multicultural team at Artisan works in fluent Japanese, French, and English.

2
EMPLOYEES UAE

Dubai, (Inception)
LOCATION



Cross The Ages

— Token Ticker: **CTA**

Cross The Ages is a mobile-first collectible card game set in a dystopian clash of worlds, based on seven fantasy and science fiction novels. The dystopian world is where mystical creatures and masters of magic collide with AI-powered cyborgs in a fight for the last resources of power. Cross the Ages is a compelling gaming Universe in which: Free-to-play meets play-to-earn.

1
EMPLOYEES UAE

Dubai, DMCC
LOCATION



THE RISE OF WEB3 GAMING AND HOW 99STARZ IS DRIVING ADOPTION

As the world becomes increasingly digitised, the gaming industry is no exception. The rise of Web3 has introduced a new era of gaming that is Decentralised, secure, and transparent. With the help of Blockchain technology, Web3 gaming is disrupting the industry in ways that were once unimaginable. In this article, we explore the emergence of Web3 gaming and how Blockchain technology is revolutionising the industry.

As the CEO of 99Starz and someone who has been deeply involved in the gaming industry for over a decade, I am excited to see the growth and potential of Web3 gaming. According to a recent report by DappRadar, the number of active users on Web3 gaming platforms has increased by over 1,000% in the last year alone, with over 800,000 daily active users. This exponential growth is a clear indication of the immense potential of Web3 gaming, and the opportunities it presents for gamers, developers, and investors.

The MENA region is no stranger to the gaming industry and has shown tremendous growth in recent years. In fact, a recent report by MENA Research Partners showed that the gaming industry in the MENA region is expected to reach \$6bn by 2023. The rise of Web3 gaming is also gaining traction in this region and is expected to contribute to this growth.

Blockchain technology is at the heart of Web3 gaming, enabling new levels of decentralisation, transparency, and player ownership. By utilising Blockchain, games can be built with trust and fairness at their core, providing players with true ownership and control over their assets. This opens up a range of possibilities, from in-game economies and digital assets, to new forms of social interaction and play.

The potential of Blockchain technology in gaming goes far beyond Tokenization and in-game assets alone. It can also serve as the foundation for new game mechanics and experiences, such as decentralised autonomous organisations (DAOs) and player-driven communities. By leveraging Blockchain, game developers can create new and innovative gameplay mechanics that are not possible in traditional games, such as user-generated content and player-driven economies.

At the forefront of this trend is 99Starz, a cutting-edge Web3 gaming Ecosystem that is committed to empowering gamers, guilds, studios, and investors through the use of innovative products and services.

Such as our Gamefied Asset Management Platform and Gamefied Wallet, for example, which allows users to seamlessly connect their existing gaming accounts to our Ecosystem, providing them with a secure, trustless and institutional-grade management solution that will enable holders of large in-game assets the chance to securely delegate, distribute, track and use their assets to generate revenue without compromising on custody or ownership.

We believe that by providing a user-friendly and familiar experience, we can help to onboard millions of traditional gamers into Web3 and drive adoption across the industry.

We are always on the lookout for games that are designed from the ground up with decentralisation and player ownership in mind, and leveraging the power of Blockchain to create new and innovative gameplay mechanics and experiences. At 99Starz, we are committed to driving this change and shaping the future of gaming. We invite gamers, developers, and investors to join us on this journey, and help to build a new era of gaming that is fair, transparent, and player-centric.



Luca Lamberti
CEO, 99Starz



THE (R)EVOLUTION OF GAMING

GamesCoin is unlocking an Ecosystem for a whole new gaming world by combining Blockchain and gaming in innovative ways to enable a digital cosmos offering countless opportunities - from multi-utility NFT marketplaces for gaming items to cross-game promotions. This next-generation gaming Ecosystem will introduce concepts of the Blockchain technology to the gamer community like true digital ownership and trustless transactions. Fungible and non-fungible utility tokens will be the heart of next generation game economies. It offers players and partners a highly secure, compliant and easy-to-use wallet technology.

Actually, 3bn gamers generate over \$200bn of direct gaming revenue per year and forecasts say it will grow to over \$580bn by 2030. GamesCoin Group has ambitious plans for growth and expansion. The company around Founder and CEO Alex Suárez is creating the biggest economy in the world - with a very simple and yet so revolutionary idea: the combination of gaming and Blockchain.

When asked about leading the Blockchain gaming revolution, Alex Suárez said: "Ideas must grow into great visions. And at a certain point, you have to make them happen with purpose and without compromise. That's what we're doing right now. We're democratising gaming by building a Decentralised Ecosystem on the Blockchain based on our credo "Free to play to own for fun".

GamesCoin Group is a strategic partner of the Middle East's fastest-growing Blockchain Ecosystem, Crypto Oasis. The alliance brings their game-changing Ecosystem to the Middle East and is supported by Crypto Oasis world-class infrastructure and talent. Dubai was the first stop for the "MOMENTUM" tour and, in partnership, they successfully showcased their disruptive tech to the Middle East's fast-growing gaming sector last year.



"And there is much more to come", says Alex Suárez, who describes 2023 as the most crucial year in the company's history. "So, are you ready for take-off?"



Christian Schön
Chief Communications Officer, GamesCoin

	<p>Earn.Games</p> <p>— Token Ticker: N/A</p> <p>Earn.Games is a platform that offers both play-to-earn (P2E) games and a non-fungible token (NFT) marketplace. Through the lending, borrowing, and minting features, users have complete financial control over their assets. They also offer an e-gaming diploma, preparing the next generation of game developers.</p>	<p>10 EMPLOYEES UAE</p> <p>Dubai, (Inception) LOCATION</p>
	<p>Epic Games</p> <p>— Token Ticker: N/A</p> <p>Founded in 1991, Epic Games is an interactive entertainment company and provider of 3D engine technology. Epic operates Fortnite, one of the world's largest games with over 350mn accounts and 2.5bn friend connections. Epic also develops Unreal Engine, which powers the world's leading games and is adopted across industries such as film and television, architecture, automotive, manufacturing, and simulation.</p>	<p>36 EMPLOYEES UAE</p> <p>Abu Dhabi, (Inception) LOCATION</p>
	<p>Evil Plan</p> <p>— Token Ticker: N/A</p> <p>EvilPlan introduces AI Sports, the first AI game platform powered by blockchain. In our first game, Secret Fight Club, human-run teams use DAO voting to configure AI athletes who autonomously compete in online streaming tournaments for cash and prizes. Stacking team memberships boosts voting power and rewards. The platform generates sustainable rewards via advertising, merchandising, fan loyalty, and sponsorships.</p>	<p>1 EMPLOYEES UAE</p> <p>Dubai, (Inception) LOCATION</p>
	<p>Farcana</p> <p>— Token Ticker: FARCANA</p> <p>Farcana game is a shooter with battle royale mode, where the players will seek to start a new life on terraformed Mars and earn Infilium - the most powerful resource in the Galaxy to create disruptive technologies and mine Bitcoin with extra speed. Farcana is backed by the patented deflation Play-to-Hash economic model based on real Bitcoin mining power. It connects the Web2 gaming quality with the Web3 economy and technologies. There are daily, monthly and yearly battle royale tournaments where players fight for Bitcoin.</p>	<p>15 EMPLOYEES UAE</p> <p>Dubai, DED LOCATION</p>
	<p>Fight League</p> <p>— Token Ticker: N/A</p> <p>Fight League is an online multiplayer, 3D, skill-based, strategy auto battler and a deck building game. Players can construct their own teams and select from a wide variety of unique fighters with diverse skill sets, stats, and cosmetic features. The game utilises dynamic matchups, and requires strategic play / witty use of power cards to influence the outcome, keeping players on the edge of their seats.</p>	<p>1 EMPLOYEES UAE</p> <p>Dubai, (Inception) LOCATION</p>
	<p>GamesCoin</p> <p>— Token Ticker: N/A</p> <p>GamesCoin Group will provide an Ecosystem for gamers, game developers, publishers and advertising partners built on the GamesChain - its own Ethereum-based Blockchain. The hub will enable players to seamlessly move between different games and virtual worlds, using the GamesCoin token as an integrated currency in all worlds across the hub.</p>	<p>1 EMPLOYEES UAE</p> <p>Dubai, (Inception) LOCATION</p>



Ghost Ivy Development Studio

— Token Ticker: **N/A**
 The future of gaming will change your idea of socialization & entertainment. Their projects are developed for gamers by gamers from all around the globe.

1
EMPLOYEES UAE

Dubai, (Inception)
LOCATION



Legends of Bezogia

— Token Ticker: **BEZOG**
 Bezoge Earth is a unique multi-utility and deflationary ERC-20 token on the Ethereum Network. It is first of many developing use cases include Legends of Bezogia, a play to earn MMORPG game designed with a unique rent to earn mechanism. It features rich lore, gritty combat and epic landscapes filled with adventure and exploration.

5
EMPLOYEES UAE

Dubai, DED
LOCATION



Metaverse Game Studios

— Token Ticker: **ANGL**
 Metaverse Game Studios is a cross-platform game development and publishing company based in Florida, USA. Nowadays, they are working on Angelic, a narrative multiplayer Strategy RPG set in a collaborative sci-fi universe. Angelic is more than a game. It is a collaborative intellectual property. This means that you will design, build, iterate and play together.

2
EMPLOYEES UAE

Dubai, DED
LOCATION



Moonland

— Token Ticker: **N/A**
 Moonland is a gaming platform, which is building a Metaverse on proven Blockchains like Ethereum, Binance Chain and Qtum, for players to create personalised avatars and explore new cities.

1
EMPLOYEES UAE

Dubai, (Inception)
LOCATION



Nitro League

— Token Ticker: **NITRO**
 Players can collect Nitro League NFT cars, race with them online, and trade them on any NFT marketplace, or showcase them across the Metaverse. Upgrade your NFT car with rare parts to increase market value, as well as increase your chances of winning more races. Custom designs, skins and more will become available with new partners coming on board.

5
EMPLOYEES UAE

Dubai, TECOM
LOCATION



Quantum Works

— Token Ticker: **QBIT**
 Quantum Works was founded in 2021 when Fraser Gordon saw a unique opportunity and a gap in the global market place for a AAA gaming title and studio, where fairness and customer satisfaction lead the way.

3
EMPLOYEES UAE

Dubai, DMCC
LOCATION



THE ADOPTION OF WEB3 GAMING

Democratisation of Ownership

We have been fortunate to have seen Web3 gaming from more angles than most people. We were heavy players of games like Runescape, World of Warcraft, Diablo, and DOTA, which all demonstrated early experiments at what we'd now call Web3 gaming. These experiments ranged from gray markets for in-game currency in World of Warcraft, to "NFTs" of rare items in Runescape and DOTA 2, and the brief attempt at a real-money auction house in Diablo 3.

For as long as gaming has been around, third-party trading has been a reality. Traditional gamers are not opposed to ownership, but they are wary of over-commercialisation and financialisation, they don't want digital capitalism in their games.

Web3 Gaming

The Value

Access; 3rd party trading for in-game assets using fiat money has existed for a long time. But games offer more

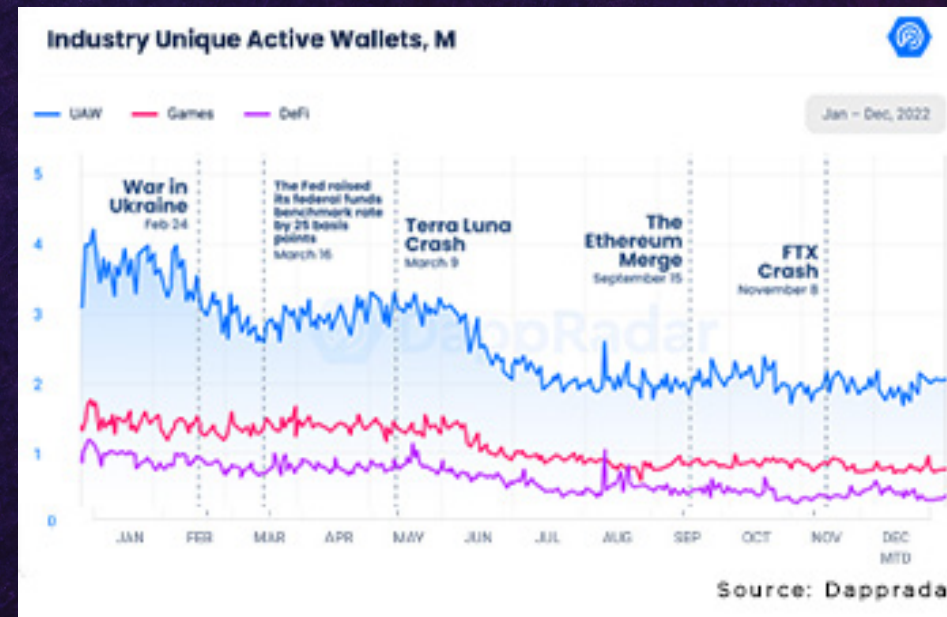
than currency—they offer access. NFTs will open the door for creative inputs, allowing artistic careers to be more accessible from different communities.

Ownership; Web3 allows people from different backgrounds combine financial resources, enable creators and distribute to true fans. Direct ownership of a community enables direct incentivisation. **In gaming, people provide value for others through digital objects, NFTs will take this to another level.**

Composability; is simply extending the work somebody has done. It allows devs to extend the utility of a game's assets to an infinite amount of use cases. **We'll see the best games built on the foundation of previous builders.**

Distribution; Gaming NFTs might look like a toy now, but the concept behind this new tech is that all media can be free and creators can monetise the true fans / owners. When the platform becomes the largest publisher, independent studios lose their leverage for distribution. **Web3 will allow creators to capture value that is locked into the monetisation strategy of distribution platforms.**

It's not a "zero sum game" anymore for players; There are essentially two ways to value something; Non-monetary value (Status, happiness, excitement, joy, etc) and Monetary value (cash flow and appreciation). The non-monetary value of Web2 games has been paramount. Now, Web3 offers us a chance to combine those two; - **We can build real products with great gameplay and strive for matching that non-monetary value and top that with true ownership.**



in 2022 and is anticipated to rise to \$65.7bn by 2027, at a CAGR of 70.3%. So we might hit 100mn players by 2027.

Scaling Web3 Games

Stop Trying To Onboard People Into Web3; Instead, we need to infuse the internet with Blockchain technology in such a way that everyday users can enjoy the benefits without knowing they are doing anything differently. Reddit's Collectible Avatars, limited-edition personal profile pictures backed by non-fungible tokens, offer the perfect case study. Since their launch in July, more than 6M of Reddit's users have bought at least one, paying for it with their credit cards.

Build a Game Everyone Wants To Play; For Web3 games to live up to their societal paradigm-shifting potential, we will also need to build what many more people will want to play. Going back to fundamentals, building real products inspired by traditional games, economies not reliant on short term incentives, but with intrinsic values, is essential for scaling.

Fair / Skill Based gameplay; Power distribution should be fair and should be attained through playing time and sharpening skills, rather than through the purchase of an epic in-game item / NFT. When money impacts core gameplay it can undermine the above.

Frictionless gaming Experience (let them play);

- Lower the barrier to entry and expand to a F2P model.
- Remove Web3 game mechanics of using NFT as a prerequisite and let players jump directly to the game without having NFT or Wallet.
- Offer, alternative payments options
- Build in-app Wallets/built-in marketplaces, to make it easy for users to purchase/store NFTs and access other in-game assets directly in their in-app wallets.

Create Utility for Your NFTs (in-game/out-game); Have other devs build games with your NFTs (composability) Build B2B businesses, give players the option to use those NFTs somewhere else (interoperability). Think about what tried-and-true biz models you can combine w/Tokenization to create innovation while improving your chance of success. Focusing on partnerships w/diverse brands in both real life & Metaverse is a key part of making growth. Think about how you can bridge the real economy & Metaverse in creative ways.

NFTs as a Business Model (like f2p); You can build your game economy on NFTs and price in-game transactions with a major Crypto asset or a stable coin. The huge benefit here is the transaction fees are in an asset that is not tied to the game performance. For this model to be sustainable, stop anchoring value as ROI to in-game assets! Let players earn them/put a value on them and let those digital assets be uplifted by players themselves.

Think About Traditional Monetary/Fiscal Policies; You can play around w/ interest rates / taxes to manipulate the token demand/supply, price and growth. Token emission rate should match the rate of project growth, so it doesn't hurt NFT value but at same time doesn't unnecessarily encourage "up only" financial speculation either.

Conclusion

In order to innovate within the realms of Web3 gaming, it is essential to apply the rules and principles that are applicable to traditional finance / gaming. - It is my opinion that those who possess a sound understanding of those rules / principles will be the ones to make these innovations work and scale.

We are striving to create a permission-less world, which will require a considerable amount of time and effort. It is safe to say that the final chapter of Web3 is not only not written, it's not even imagined.



Uluç Yuca
Co-Founder, Curator Studios



QORPO Game Studio

— Token Ticker: **QORPO**

QORPO's mission is to democratise E-Sports and bridge the gap between Web2 and Web3. Born of a desire to challenge the limits, they are one of the leading independent AAA games development studios with headquarters in Slovakia, strong ties to Dubai, and a web of affiliates around the world.

1 EMPLOYEES UAE
Dubai, DED LOCATION



Race Kingdom

— Token Ticker: **ATOZ**

Race Kingdom is an upcoming Metaverse game based on racing ultra-rare NFT creatures with unique attributes and functions. It is an income-generating game designed for gamers and individuals to leverage Blockchain technology to earn the highly coveted Crypto token of Race Kingdom called \$ATOZ.

9 EMPLOYEES UAE
Dubai, DED LOCATION



UFO Gaming

— Token Ticker: **UFO**

UFO Gaming is a Decentralised gaming platform launching play-to-earn games onto the Blockchain combined within its Metaverse. Their mission is to bridge the gap between gaming and Blockchain, giving players the ability to earn while playing.

5 EMPLOYEES UAE
Decentralised LOCATION



Unity

— Token Ticker: **N/A**

Unity (NYSE: U) is a platform for creating and operating real-time 3D (RT3D) content. Creators, ranging from game developers to artists, architects, automotive designers, filmmakers, and others, use Unity to make their imaginations come to life.

13 EMPLOYEES UAE
Abu Dhabi, TwoFour54 LOCATION



Wemix

— Token Ticker: **WEMIX**

WEMIX is a Blockchain subsidiary of WEMADE, operating self-developed Blockchain-based gaming platform WEMIX and related services including NFT marketplace, and DeFi service Kleva.

1 EMPLOYEES UAE
Abu Dhabi, ADGM LOCATION



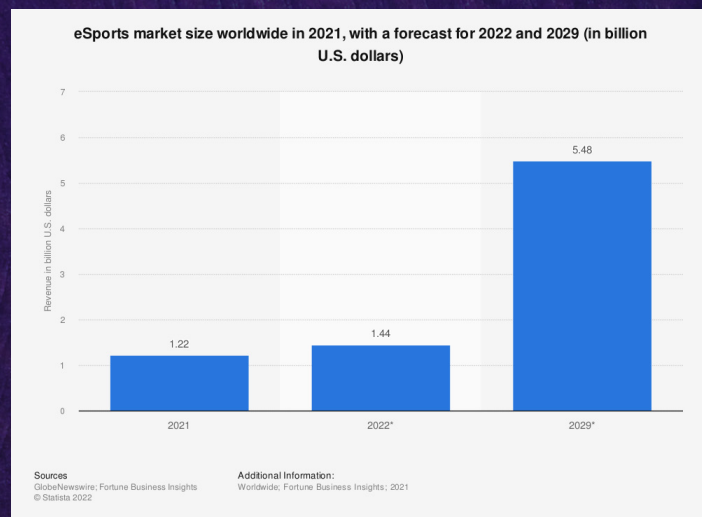
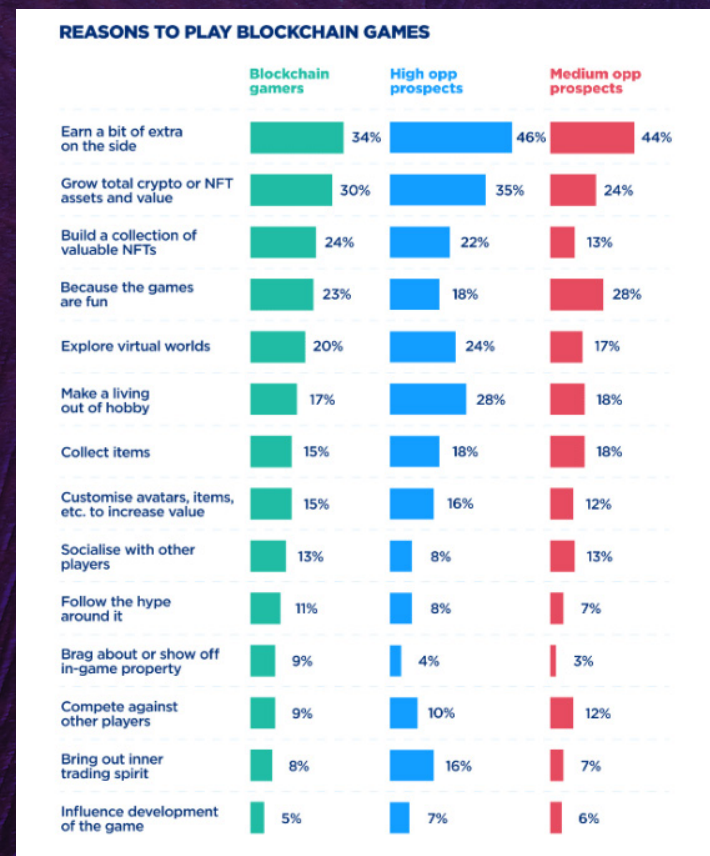
HOW WILL GAMING & ESPORTS BRING MILLIONS OF USERS TO WEB3?

Blockchain technology has witnessed a significant increase in popularity over the last decade. Thanks to ample room for reaching beyond the vertically Centralised nature of Web2, especially Web3 games are showing great future potential. But just like any other Blockchain-based project, Web3 games also face considerable challenges regarding the user onboarding process. Despite the staggering market growth projections, most Web3 companies struggle to attract new users and retain the existing ones.

The Blockchain games market alone is projected to grow from \$4.6 bn in 2022 to an incredible \$65.7 bn in 2027 at a Compound Annual Growth Rate (CAGR) of 70.3%, according to recent Global Blockchain Game research. Yet still, Web3 games not seldom suffer from the lack of a sustainable userbase. Why is it so, and what steps to consider to bring mainstream players to Web3? In short, to make it more accessible and democratic.

Democratisation of E-Sports as a Web3 Games Onboarding Driver

The global market size of esports was valued at over \$1,44bn in 2022 and is expected to grow rapidly, with a value of a



staggering \$5.48bn in 2029, which represents a compound annual growth rate of 21%.

How Do These Astonishing Numbers Apply to Retail Players?

Poorly. To get into a professional esports league, aspiring contenders face immense demands to deserve a try - endless hours of obsessive training, generous sponsors, an influential team, and a handful of luck, to name a few must-haves.

Bearing that in mind, retail players have little to no chance of accessing the "big league" nor utilising competitive gaming as a means of side income. However, the latter may be the gateway to attracting new players since, according to the collaborative Crypto.com and Newzoo research, the most frequent reason among Web2 users for giving Blockchain games a try is to "earn a bit extra on the side."

These results open the door for Web3 games E-Sports to take place and fulfill this market demand, thanks to decentralisation and community-organised tournaments.

Another strong point of Web3 games is true ownership of NFT in-game assets, which are not exclusively tied to the respective game or company. As explained by QORPO Game Studio CEO Rastislav Bakala:

"The price of maxing out a character's attributes and inventory in games like Diablo Immortal can reach over \$100,000, yet players are unable to sell or monetise these assets in any way. That's insane money for game content. Furthermore, you can't even manipulate the in-game content. There's no way you can sell these assets for real money; in fact, users are basically funding a black hole. This is an abuse of the free-to-play system by the developer."

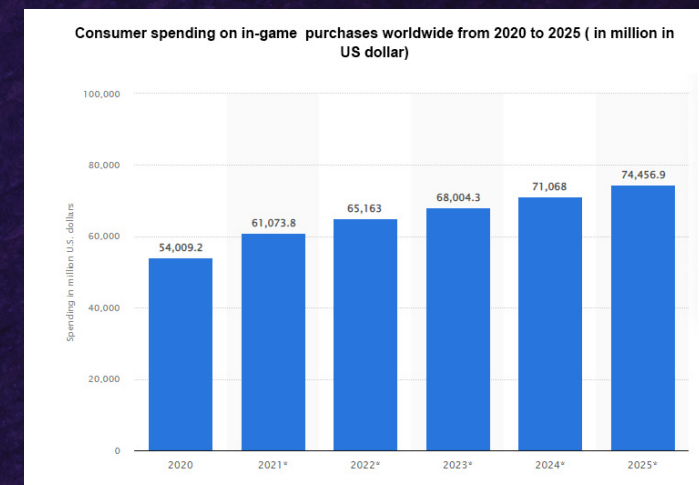
Yet still, in-game consumer spending accounts for the biggest share of the gaming market, with approximately \$65bn worldwide in 2022, and is expected to soar up to over \$74bn as soon as 2025. Despite the detrimental circumstances of the current game market, this statistic has a favorable impact on Web3 gaming prospects since NFTs provide much more opportunities than Web2 virtual items.

Besides genuine ownership and applicable utilities, players have ultimate control over their NFTs and can expect a feasible return on investment thanks to the freedom of trading them however they like. According to Rastislav Bakala, thanks to this quality, we can expect three times bigger consumer spending in the near future. Having said that, while the prospect might seem utopian on paper, the reality strikes back with several challenges to be solved.

Meeting The Demands of Mainstream Players

The most significant problem of Web3 projects stems from the lack of accessibility for the traditional user. To attract the Web2 userbase, companies have to meet their demands by addressing the following concerns:

- Unintuitive onboarding process
- Insufficient awareness of the Blockchain technology
- Fear of losing money
- Paywalls & costs of entry



Building a User-Friendly and Universal Web3 Ecosystem

To address these concerns, we set ourselves to build a well-integrated Web3 gaming Ecosystem, which not only amalgamates all our products under one roof but also conforms to the user experience Web2 users expect. From initial login to gaming and trading, we strive to encourage Web2 users to do what they are used to. We give our users a choice to proceed with both Web2 and Web3 way by allowing them to register either with Metamask or any Web2 login they prefer, such as their Google, Facebook, or Twitter account.

The whole effort is to provide our users with a seamless flow, which doesn't allow them to notice that they just stepped into the waters of Web3. Therefore we developed QORPO ID, an all-in-one Ecosystem solution, which serves as an SDK custody wallet, universal game launcher, drag-and-drop NFT manager, as well as a platform for socialization with a simple UI, typical of Web2 apps. QORPO ID lets users switch between Web2 and Web3 with a push of the button within a single and aesthetically pleasing administration.

Competitive Gaming Experience and Community-Driven

Tournaments

Another high point of Web2 players' expectations from Blockchain gaming is the fun factor. While "earning a bit extra on the side" indeed topped Crypto.com and Newzoo research, the overall gaming experience also landed as an arbitrating factor.

Therefore we focus on the quality of the games first. With our game titles, such as MMO shooter Citizen Conflict or the upcoming Battle Royale adventure AniMate, players can count on AAA quality developed in Unreal Engine 5 to compete with the highest demands on par with the latest Web2 games by major studios.

In regard to costs of entry fears, we consider it pivotal to make all our games free to play, along with ample opportunities to compete and win in the sponsored tournaments with generous prize pools or even letting the community organise their own tournaments.

This way, we satisfy all primary expectations mainstream players are looking for in Web3 projects, i.e. ease of use, high-quality products, and opportunities to monetise their skills with minimised costs of entry.

Blockchain Games at the Forefront - Will Games Revolutionise Web3?

According to the aforementioned studies and statistics, incredible growth looms ahead of games within Web3, despite the challenges which have to be tackled to reach the full potential of Blockchain gaming.

Having said that, Levan Kvirkvelia's own research suggests that Web3 games didn't record desired YoY growth. However, the user retention rate is a completely different story. With an average user retention rate of 10 to 30% for several months, Web3 games currently have a 3 to 7 times bigger retention rate than Web2 games, making games the best-performing services among Web3 products overall.

With such a feasible prospect, it's likely that with the right focus, Web3 gaming will be able to rival the mainstream game industry in the years to come.



Rastislav Bakala
Founder and CEO, QORPO Game Studio



METaverse
Game Studios

UNLEASHING BLOCKCHAIN'S TRUE POTENTIAL BY DEVELOPING AN OPEN METaverse WITH A COLLABORATIVE INTELLECTUAL PROPERTY APPROACH

Metaverse Game Studios Inc. is an independent game development company based in Florida, US, with a team led by industry veterans. More than 100mn players have enjoyed our games so far, and many of our titles have been acquired by industry giants such as Ubisoft, Microsoft, Mail.ru, and Peak Games. We are currently busy developing our first title Angelic, which combines turn-based strategy combat with a narrative RPG, all backed by a collaboratively crafting science-fiction setting thanks to Blockchain technology.

For years, AAA games have been known to be the most high profile games in the gaming industry typically featuring cutting-edge graphics, expansive worlds, complex gameplay mechanics and often incorporating elements of open-world gameplay, online multiplayer, and microtransactions. For the Web3 space, AAA titles are still a relatively new concept, but ones that are quickly gaining traction as the technology and infrastructure continue to evolve. One of the key trends in Web3 gaming is the rise of play-to-earn mechanics, which allow players to earn real-world Cryptocurrency or in-game assets by playing the game. However, to us such mechanics are primitive and are an inefficient way of utilising Blockchain technology to benefit both game developers and its players. Over the last few months we have seen a significant shift in moving away from P2E models as they can be interpreted as barriers of entry for new players, too repetitive with little focus on actual gameplay and gradually reducing the value of rewards due to inflationary pressures.

Traditionally, players typically have little control over the game's economy or the ownership of in-game assets. In Web3 games, however, players often have complete control over their in-game assets and can buy, sell, and trade them as they see fit, such advances allow for more social and community-driven interactions, thus gaining the name shared intellectual property. Sharing IP with gamers in Web3 is an emerging trend in the gaming industry, and is an approach that represents a significant departure from the traditional gaming model, where game developers retain ownership of in-game items, and gamers can only use them within the game's Ecosystem. By creating NFTs that represent in-game assets, game developers can give gamers true ownership over the items they acquire within the game. This ownership allows gamers to trade or sell their in-game assets for real-world value, potentially creating new revenue streams for game developers and giving gamers a sense of investment in the games they play. In addition to providing gamers with ownership of in-game assets, Web3 also allows for increased transparency and accountability in the gaming industry by utilising Blockchain-based systems, gamers can verify the authenticity and rarity of the assets they own, reducing the risk of fraud or counterfeit items. Since 2016, our team has embodied such an approach and began leveraging Blockchain in building a collaborative IP based on both AAA game qualities and our fanbase. Such a move in establishing a foundation for proper IP distribution, will allow our players to become our content creators and true collaborators, whom we can share governance, management,

prosperity and rewards with all the while creating a universe in which people can flourish, compete, enjoy and immerse themselves within. As game developers we believe that such an integral mechanism should not be overlooked as it will enrich our narrative and allow our gamers to truly engage in creating their own assets and piece of the world within Angelic's open universe.

A great example and one that we deem as validation of our core principles and business model can be seen in Epic Games' recent move to allow games to be created within the Fortnite universe, which is a significant step in the evolution of the gaming industry. This new initiative, called "Fortnite Creative," allows game developers to create their own games, experiences, and challenges within the Fortnite world using Epic Games' proprietary tools and assets. The Fortnite Creative platform provides game developers with access to a vast library of assets, including characters, weapons, and terrain elements, which can be used to create their own unique games and experiences. These games can be shared with other Fortnite players, allowing for a wide range of community-created content within the Fortnite universe. The move to allow third-party game developers to create within the Fortnite universe is a significant

departure from the traditional closed Ecosystem of video game development. By providing developers with access to Epic Games' tools and assets, the company is empowering a new generation of game creators to build their own unique experiences within the Fortnite universe. Overall, we see this move to allow game developers to create within the Fortnite universe as an exciting development for the gaming industry. It represents a significant departure from the traditional closed Ecosystem of game development and provides developers with unprecedented access to the tools and assets needed to create their own unique experiences within the Fortnite universe. We are excited to see how this initiative develops and how it impacts the future of the gaming industry as a whole.

My team and I are elated to be bringing a new take on AAA games within the Web3 space and invite all interested parties to join our Discord and share feedback on the article, as well as learn more about what Angelic has to offer. For those ready to take the plunge into our universe, sign up for our early-alpha access and experience a new side to gaming as you know it!



Erkan Bayol

Founder & CEO,
Metaverse Game Studios



Anastasia Volgemut

Director of Operations,
Metaverse Game Studios

WAGMI!

THE RISE OF DATS AND TTS: A NEW ERA OF NON-FUNGIBLE TOKENS

When Bitcoin is bought, it's referred to as Cryptocurrency, and not as an FT (fungible token). Cryptocurrencies are categorised into different types such as a store of value, smart contract tokens, stablecoins, and meme coins, just to name a few. This categorisation has helped the general public to manage expectations when investing in them, and also helped regulators distinguish between the different kinds of Cryptocurrencies and regulate them accordingly.

On the other hand, when an artwork is minted as a non-fungible token, it's referred to as an NFT rather than just calling it digital art. A gaming avatar minted as an NFT is called an NFT rather than an avatar, and a concert ticket minted as an NFT is also labeled as an NFT instead of being called a digital ticket.

The term NFT was brought to mainstream attention through sensational stories about teenagers making millions overnight. As a result, the term NFT became synonymous with high-risk investment and trading.

The general belief was that if something was an NFT, it would increase in value tenfold or even a hundredfold. This led to many people making money off of those who were caught up in the hype. Most of the NFT sales that took place in 2021 were heavily based on the greater fool theory, which is the belief that an investor can make a profit by buying an overpriced asset and selling it to a "greater fool" who is willing to pay an even higher price, rather than investing based on the asset's intrinsic value.

In order to alter the existing perception and tap into the full potential of non-fungible tokens (NFTs), it may be worth contemplating a rebranding and relabeling of these tokens. This would enable clearer communication of their value and potential use cases. Additionally, it would help distinguish between NFTs that are perceived as an "investment" and those that have utility-based applications.

One proposed solution is to label NFTs the same way fungible tokens were labeled. For example, digital artwork utilising non-fungible tokens can be labeled as DATs (digital art tokens), while tickets that utilise non-fungible tokens can be labeled as TTs (ticketing tokens). I can see this one trending.

Regulatory bodies in many countries are attempting to regulate Cryptocurrencies and NFTs, and distinguishing between the different kinds of NFTs and the assets they represent is critical. NFT regulation cannot follow a one-size-fits-all approach. For instance, it is argued that a digital art NFT could be considered a security as people purchase it with the expectation of future profit. However, an NFT minted as a concert ticket would not fall under the same category. From a regulatory point of view, policy makers will treat both applications of the same technology in the same manner, creating more hurdles for innovators and entrepreneurs who are getting mixed up with artists and traders. Establishing clear categorisation will enable regulators to regulate without preventing innovators from innovating, and this ultimately protects all buyers of NFTs, especially the new ones.

In light of the latest booms and busts seen in the industry, we have learnt that not all Cryptocurrencies are created equal. Regulators understand that Bitcoin is not like Ethereum, and both are different from USDT. Industry veterans can smell rug pulls and scam coins from a mile away, and the sooner these distinctions reach the NFT space, the better it will be for everybody. NFTs have the potential to revolutionise the way we think about digital assets, and it is up to us to ensure that they are properly understood, utilised, and regulated. Relabeling and rebranding NFTs could help change the existing perception and unlock the full potential of this technology.



Nagham Hassan
Co-Founder & COO, Wagmi



4 Subscription

Once approved, your CH or XS ISIN can be opened and your product goes live.

2 Request

Start your request on our custom platform and set up your unique product structure, selecting from existing counterparties – such as custodians, brokers, paying agents – or your own.

5 Issuance

Everyone can now participate in your product performance, as investors have received their certificates, and your idea can be funded.

3 Creation

Enjoy as we take care of the product setup consisting of legal review, any required onboardings, structuring, termsheets, and approvals.

1 Idea

Expand your investment universe: turn literally any investment idea into a bankable security or token.



From idea to investment

Make any asset bankable and investable –
simple, fast and effective.