

arenaplay.io gaming platform with Epic Loot Hunters MMORPG

Esports PvP based Platform for Free to Play MMORPG's
with token based economics and headliner game

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Problem

- There is only few possibilities to have a payout in current mobile and pc games due to game economics and market restrictions
- Competitive games have their hype and then they are over, because they don't create any additional value in long run
- Players cannot or hard to purchase goods due to not availability to pay due to restrictions caused by impossibility of using cc, fear of fraud from developers and marketplaces, etc
- eSports platform common players is hard to be truly successful, because only few win - others are just spending a time.

Solution

Game consist from highly competitive PvP battles and core mechanics based on:

- Player skills (eating food, combat types, potions - repetitive tasks and possibility to earn selling items to other players)
- Player stats (do player make his character right - so players will point if they want to level-up best they should invest in food, potions, etc)
- Player equipment (level and type of armor, level and type of weapon - if they want to level-up fast to battle in arena they should invest in equipment as well)
- 200M players auditory with proven Runescape combat

Peer-to-peer marketplace is:

- Trading platform to purchase goods out of game for tokens
- Transaction earnings at any trade appear in game or at marketplace
- Possible conversion of tokens to another cryptocurrency tokens
- No cheating, trade is connected to game account of both parties

eSports consist from:

- Daily PvP battles with chests exactly as in Clash Royale (but player level up his stats, armor, weapon etc.)
- Rating Tournaments with Token prizes every week-month for best players
- Hardcore tournaments where players bet all their equipments (highly competitive and watchable)

Team and traction

- We started early pre-production at 2016 August with Roman Busels. It was idea to expand Runescape MMORPG to mobile platforms.
- At 2017 January we received a proposal to move to the Spain Seville-Jerez to start an office and in February 2017 received an 200 000 - 1 000 000 EUR investment offer, but our Investor started to have health and family issues, so we decided to decline this offer.
- In April 2017 we have made prototype based on Unity3d.
- In May 2017 we have got agreement with Genera Games <https://generagames.com> about publishing and 20k EUR initial grant proposal, we also declined this, due to insufficient funding.
- Right now, we think we will pivot and shift to hardcore PC market, to make our best
- Also we gain interest in co-investment of 3 investors with a total amount 350 000 EUR at Malaga, Spain, but they are ready to invest on more stable phase (3 month prototype).
 - One of angel investors is Andreas <http://ebanmalaga2017.com/profile/andreas-mihalovits/>

Team and traction

Our Game Development team consist from 4 developers, 3 artists and 2 managers who have created big free to play cross platform titles and are contributors in Unity3d engine. Some of them have experience in YCombinator as a Product Managers, others are brilliant Artists from Disney titles. Programmers were leading architects in various projects.

Our top team members:



Roman Busels - Lead Artist.
Co-Founder
6 years + of Game Modeling.
Studied at Blizzard Artist Courses.

Unity3d, Cocos2d, Blender, 3DS Max,
Maya, Mudbox, 3DCoat, Photoshop,
Marmoset Toolbag, xNormal, UVLayout,
Unreal Engine, Spine, ZBrush.



Max Mantur - Senior Artist.
5 years + of Game Modeling. Graphic design
department, Bachelors degree.
Unity3d, Blender, Mudbox, Photoshop



Max S. - Lead Architect. Co-Founder.
Have more than 6 years of development in
Unity3d, contributor to Unity3d engine. Java,
.NET/C#, Javascript/React.

Team and traction



Ivan I. - Lead Unity3d Developer

An experienced software engineer and developer who can boldly go where no one has gone before. Was one of the pioneers of the game development industry in Macedonia. XNA, Unity3D, Steam API, C#, HLSL, CG, SQLite, JSON, Steam Controller, Steam API.

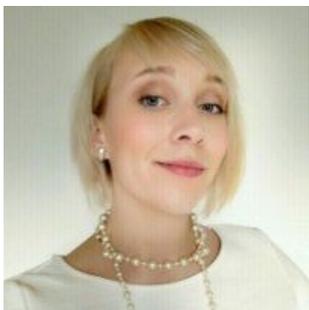


Vitaly Vishnevsky - CEO/Co-founder

Started to use bitcoins at February 2013, have used to create own mining farm, gained 500% in profits by trading and farming, sold farm before fall. So in additional I have some knowledge about blockchain. Created 2 game development companies. Starting to work with Unity3d from 2011, Participated in YCombinator startup as Product Manager making 5% week to week growth. Basic knowledge of OOP and JS, SQL, Git, JIRA. Hired more than 40 people, 7 Years of Product Management experience, SCRUM/AGILE, Google Analytics, Flurry, Cohorts, A/B testing, Strategy and Marketing.

Experience in platform creation

Our platform team developers consist of people who make online banking systems and people who make marketplaces as designers and developers.



Gabriele I. - Lead Designer

Created enormous amount of various website designs from big marketplaces such as car rental marketplace till peer-to-peer working marketplace where people give to each other various jobs. Photoshop, Adobe xD, Sketchapp.



Boris Abramov - Lead Web Developer

Created about 10 marketplaces at last 4 years from cinemas to car rental marketplaces. Have passion to do things in time. PHP/Javascript. *I've made with him 2 marketplaces - Vitaly Vishnevsky

Experience in platform creation



Alex R. - Lead Developer.

Alex created Online Banking System with usage of blockchain and lead the team of 6 people using SCRUM/Agile methods. Stack: JS, React, PHP. Master Degree in IT.



Dmitry S. - Senior Developer

Dmitry was a lead developer in Online Banking System with usage of blockchain along with Alex R. have deep knowledge of Java and OOP. Bachelor Degree in IT.

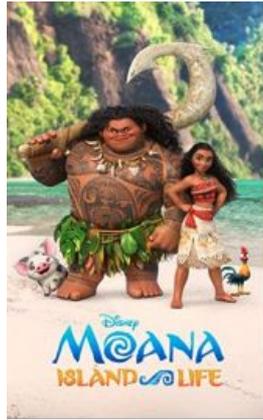
Team and traction

Also we have 4 more people, who are artists and developers with more than 5 years experience, but cannot be disclosed now.

Every people listed above is proven by years and worked with any of Co-founders previously.

Team experience in game development

Here is a few titles where we have worked. You can check level of graphics and design presented by members of our team. They have got only top positions in those projects.



Team experience in platform- marketplace development

Mobocars List a car How it works Earn from your car Sign In | Sign up

Easy way to rent a car

Enter city Pick up Pick up [Find cars](#)

Cars for rent

 <p>Volvo XC90 (2012) 5 Riga, Latvia 55€ 1800 / week</p>	 <p>BMW X1 (2013) 5 Riga, Latvia 72€ 2388 / week</p>	 <p>Citroen Berlingo (2007) 5 Riga, Latvia 40€ 1800 / week</p>
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Facebook page

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IHRE ADRESSE (Straße, Stadt)

z.B. München

[Suche](#)

Nina K.

Mit der automatische Erinnerungsfunktion nie wieder einen Termin vergessen! Ich spare mir Zeit

Wie funktioniert STYLSTER?

SCHRITT 1
GEWÜNSCHTER SERVICE
& IHRE ADRESSE

SCHRITT 2
WÄHLEN SIE IHREN
EXPERTEN UND TERMIN

SCHRITT 3
TERMIN ONLINE
BUCHEN

SCHRITT 4
IHR ERWAITEN

kinoheld KINOTICKETS ONLINE KAUFEN

FILME | KINO

Stadt / PLZ eingeben

Kino / Film eingeben

Aktuell im Kino



Ich - Einfach unverbesserlich 3

Transformers: The Last Knight

Das Pubertier - Der Film

Girls' Night Out

Demnächst

alle Filme in



Game production

We produce 100M tokens and pre-sell 80% of them starting with 80% and ending with 30% discount

We are selling tokens to players as a premium currency with fair spread between investors making them possibility to cash out when players starting to purchase premium currency

We announce that in-game token sale is over and then only operate as a transaction operator. It means that there wouldn't be new in-game tokens

Marketplace phase

So players getting tokens by:

- Purchasing them at in-game marketplace
- Trading their items to other players with tokens via marketplace

At both ways we receive commission

Game starting to earn not selling virtual goods directly, but providing players open market with only transaction based commission.

Marketplace and in-game trades start to work as a money generator, taking commission for every in-game transaction. Doesn't matter, if it is in-game Axe purchase or in-game token trade, we just take 5-10% commission which we can sell on open market as players.

eSports

We start to make weekly, monthly, PvP tournaments with revenue based prizes provided by betting using tokens at marketplaces.

Community start to grow more widely, so tokens increase in price not only due to transactions for different in-game content, but due to value amount

Best players receiving weekly and monthly prizes. Top players winning tourneys. We start to expand game and announce 2v2, 3v3 tournaments for more competitive gameplay possibilities.

Roadmap of Product

Multiplayer PvP Semi-idle RPG with sandbox mechanics

Epic Loot Hunters will bring mobile adoption of an accessible eye to the familiar hero based gameplay of Runescape classic 2001-2005, split by zones making player unnecessary to spend a time for running between locations and idle gaming, making player unnecessary to wait until wood is cut or skill is gained.

We are making session length and return predictable by notifications or player will.

Runescape had a positive growth until 2007, they changed main mechanics, we want to revive and cover this niche of 200M of accounts. Even Google trends search cover that.



Why Runescape?

They failed at 2005 and 2007:

- Because of limiting PVP system

- Because of limiting trading system

- Because of changing overall mechanics

How can we make better:

- Return original combat system like in original Runescape

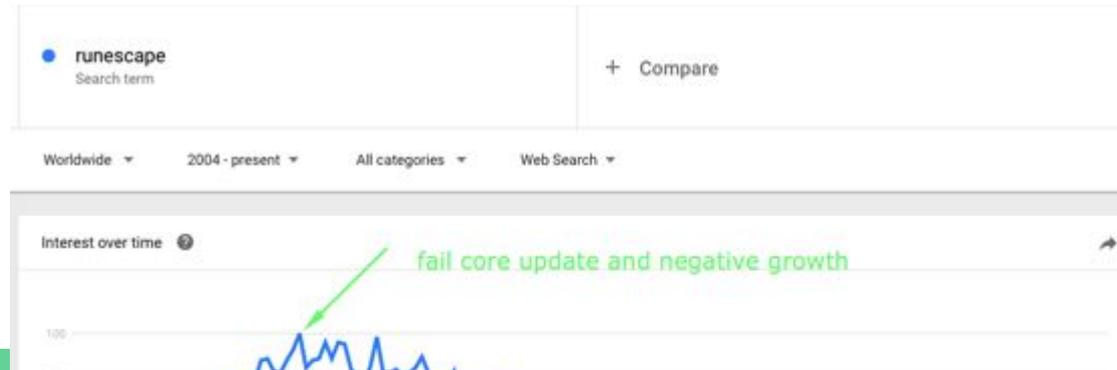
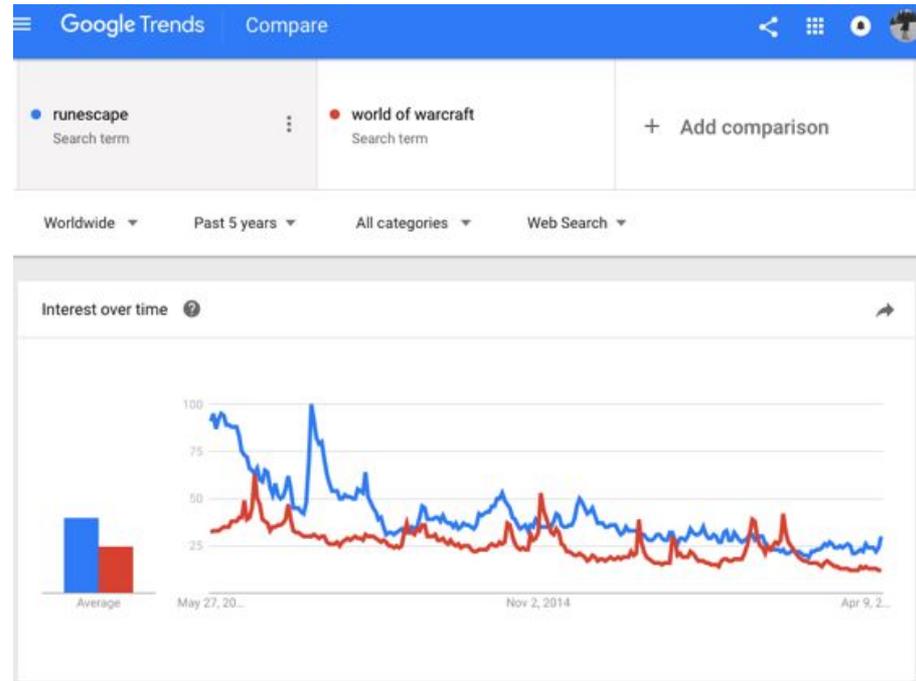
- Make simulation of trading system

- Return original mechanics with correct

- cross-platform gameplay

- Provide Cross-Platform Game for 200M people,

- who know its mechanics and 27+ years old.



Epic Loot Hunters

Any type of length sessions

Absolutely async gameplay only sync PvP mode

One-handed gameplay

No virtual joystick

Low network use

Low data use (<300 kb per session)



Epic Loot Hunters

With the best aspects of Mid Core Multiplayer:

- 1 vs 1 PvP multiplayer for Killers
- Character Stats Leveling for Achievers
- Different zones and quests for Explorers
- Customization and chat for Socializers

- Sandbox for Minecraft, Survival game fans

- Ultimate Old Runescape experience for more than 200M fans*¹



¹* <https://usatoday30.usatoday.com/tech/columnist/marcsaltzman/story/2012-07-29/runescape-fun-facts/56542606/1>

Arenaplay.io - Marketplace

Combined experience of Auctions for entities + Game marketplace

RuneScape Gold

RuneScape Gold – RuneScape Market

Sell

RuneScape gold? You are in the right place. On PlayerAuctions, thousands of transactions are completed every month for RSGP trading. Don't buy RS gold from us, but from other verified RuneScape players. Most of our RS gold sellers also provide a discount price if you buy in bulk. It makes it cheaper than anywhere else.

OLD SCHOOL RUNESCAPE **LOOKING FOR OSRS GOLD?** [CLICK HERE](#)

Gold (137 offers) | **Accounts** (137 offers) | **Power leveling** (4 offers) | **Items** (25 offers) | **CD Keys** (no offers)

Search: [Go](#) 23 Offers found **Quantity** 300M Gold

Seller	Delivery Speed	Rating	Price	Details	Buy Now
D	24 Hours	1177 ★★★★★	\$63.00 \$1 = 4.761M Gold	Details	Buy Now
	20 Minutes	24331 ★★★★★	\$59.82 \$1 = 5.015M Gold	Details	Buy Now
	20 Minutes	4070 ★★★★★	\$55.65 \$1 = 5.390M Gold	Details	Buy Now

+

Market Activity

Popular Items | Newly Listed | Recently Sold

NAME	SELLER	PRICE	Buy Now
 Recipe: Augment Common Item Dota 2		\$0.05 USD	Buy Now
 Petals of the Woodland Outcast Dota 2		\$0.04 USD	Buy Now
 Winter Offensive Weapon Case Counter-Strike: Global Offensive		\$0.19 USD	Buy Now
 Sticker Natus Vincere Counter-Strike: Global Offensive		\$4.73 USD	Buy Now
 Treasure of Crystalline Chaos Dota 2		\$0.04 USD	Buy Now

Find Items

Looking for a specific item?

Search

Include descriptions in search results

Browse by

- Steam
- Warframe
- Team Fortress 2
- Path of Exile
- Counter-Strike: Global Offensive
- Dota 2
- Sins of a Dark Lords
- BattleBlock Theater

Arenaplay.io - what type of games are appreciated?

- Where game developers are able to provide game with transaction based economy
- Where players can trade their hardly acquired game assets to tokens
- Mechanics should fit perfect free to play monetisation, to have better conversion on entrance
- PC and Android mobile games
- Main genres: MMORPG's, MMORTS, MMO Shooters
- Possible genres: Card Battlers like heartstone - but with progression system like in Clash Royale (player should have big amount of cards to advance his hero)
- Possible genres: Tycoons and Strategies where people can sell resources to each other as in real world

Benefits of Marketplace for Game Developers

- Every game developer can connect to our marketplace tighten their economics making transaction based economy making money from every transaction. They are not obliged to use only our coins, they can make their own connecting it to our marketplace.
- We would take only 5-10% depends on their in-game transaction amount.
- Marketplace do not limit developers to be exclusively published on our platform.
- Currencies are tradable between games, making economics tighten between each other.

Benefits for Players

- Players are not tight to get tokens in game and out of game.
- eSports giving possibility to compete and know that game will stay popular.
- Marketplace guarantees that there would be another games which would easily transfer token to other games.
- Players can earn just playing a game

The Opportunity with Arena Token Crowdsale

With a more than 200M addressable people market (i.e. only Runescape, not mentioning other games which are possibly will be published at our marketplace), getting 5 Million of players or 2.5%, will result a large turnover and revenues month by month making possibility to push the coin price higher due to in-game exchange and purchasing.

With a \$99.6 billion gaming market, we watching to expand our game to new heights at eSports and Competition gaming, making headliner PvP game, but also providing convenient decentralized platform for any game goods<->token exchange for any game developers. Because Runescape have huge community, we plan to have youtube marketing with enormous amount of fans of Runescape. Facebook, Youtube, Reddit will be main drivers in marketing of the game. We plan to spend at least 35% of received tokens for marketing.

What you will get as early investor

- We produce 100M Arena Tokens and crowdsale 80% of them with 50% - 30% -15% discount at 3 phases for ETH and BTC
- We leave 20% for our purposes with 18 months guaranteed non-spending time
- We can propose pre-crowdsale of 7% of tokens in exchange of 350 000 EUR
- Tokens sold in game and used in marketplace as premium currency
- Investor can put his tokens for sale through the system when the marketplace and our game starting working.
- Token price is not tighten to the amount of tokens, so demand and market define it price by itself, making token possibility to growth at enormous amount of time.

How funds would be used

- 50% development
- 35% marketing and sales
- 10% operations
- 5% legal

First alpha of game and marketplace in period of 2.5-5 months after crowdfund. We are targeting on to 6-8 months to market.

Links

Video explainer text:

https://docs.google.com/document/d/1uF1DSdsnyDx3mFpiPuwV1Yukk_-uyKLRdxexRVUcEwY/edit

Game Design Document, who have good understanding free to play Game Development and monetization

https://docs.google.com/document/d/1jv74AccPwOC_OeXEmq3Uri1BBhaepk5EUVwKfec4zgE/edit?usp=drive_web

Free to play game earnings forecast with 10% platform share -

https://docs.google.com/spreadsheets/d/1YPgwE-Ux3p7Fn0W-DAYmkE3uJ0OQPixh2VcwFkGjrg4/edit?usp=drive_web