



LOOT TOKEN (WIP)

WHITE PAPER

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Legal Disclaimer: The LOOT token sale is only available to purchasers who are: (i) *TBA* and (ii) eligible to purchase LOOT tokens under the applicable laws of each such purchaser's jurisdiction

Crypto-token for buying, selling, and trading digital assets in gaming

Executive Summary

The following white paper details a new decentralized ecosystem built on the NEO blockchain where digital assets in gaming can be securely bought, sold, and/ or traded securely. The smart contract being utilized can call for an integratable marketplace compatible across all gaming platforms, such as PC, mobile, console, and VR/ AR. These marketplaces will be tailor made to meet a developer or publisher's needs. Transactions will utilize a crypto-token called "LOOT."

This decentralized ecosystem was developed by Warped Gaming, LLC, a sprouting technology company that specializes in game development and enhancement. Warped Gaming is based in the United States, but has a team spanning across the globe. The company was founded by industry experts who have experience coding, designing, and producing wildly successful gaming titles with millions of registered users. Our team recognizes there is a large need in the gaming industry that is not adequately being met by those currently working in its space; a secure marketplace in which digital assets in gaming can be bought and sold freely among players. The status quo suggests gamers must seek out third party sites. This market has become saturated and security often comes second to making a quick buck. Once users find a site or seller they trust, they are then often met with absurdly high fees that make the transaction feel unsatisfying or hardly worth the effort. The popularization of blockchain can certainly solve these security issues, and a small group of individuals have begun exploring the opportunities of integrating said technology into the gaming sector. However, solutions currently being proposed assume the status quo (third party providers) is the only way in which decentralized marketplaces can thrive in gaming. In many cases these serve as an unnecessary barrier that will deter a majority of gamers' efforts to seek out said marketplaces. A streamlined approach to gaming marketplaces for digital assets will undoubtedly cause the already rapidly expanding gaming market to explode as players become more invested in the digital assets across titles both old and new.

The decentralized ecosystem Warped Gaming is able to develop utilizing LOOT marketplaces is truly one of a kind, and will thus establish itself as the golden standard for gaming crypto. The benefits of LOOT marketplaces will be felt by gamers, developers, and publishers alike. In order to share the complete vision behind LOOT, our teams believes it is important to keep developers and publishers as separate groups, as opposed to lumping them together in an attempt to save space. We believe blockchain technology will both impact how developers approach game design as a whole, and how publishers monetize and market their titles.

Gamers will be be afforded the opportunity to freely own, trade, buy, and sell digital assets in a way they have never experienced. Imagine finding a rare piece of gear in a game and knowing

that it has a monetary value. For many titles, this is already an opportunity that is afforded to those willing to jump over the hurdles of third party platforms. The NEO blockchain and LOOT marketplace/ token allow any gamer to experience the thrill of gaining wealth by playing their favorite titles. Blockchain eliminates the threat of fraud and creates a healthier environment for all.

Developers will have an entire new world of design to explore, specifically with ingame economies. LOOT marketplaces can be integrated directly into a game using our API, or built as a traditional third party site. The Warped Gaming team will act as consultants with developers when deciding how to best tailor the marketplace for their game's needs. Parameters will be discussed and tuned, such as what items should and should not be tradeable and what sorts of limits should be established. This will also allow independent (or smaller) development teams to explore the benefits of offering digital assets with their titles. The status quo suggests that only games with larger player bases can thrive with massive digital asset libraries. This is largely due to the low conversion rate between active players and market participants. By offering developers the opportunity to bypass the third party market, and integrate a powerful, customized marketplace directly into their game's client, any game can offer tradeable digital assets right where every single player finds themselves; in the actual game. Again, developers will also have the ability to utilize a more traditional, less invasive integration technique where a third party site houses the game's marketplace.

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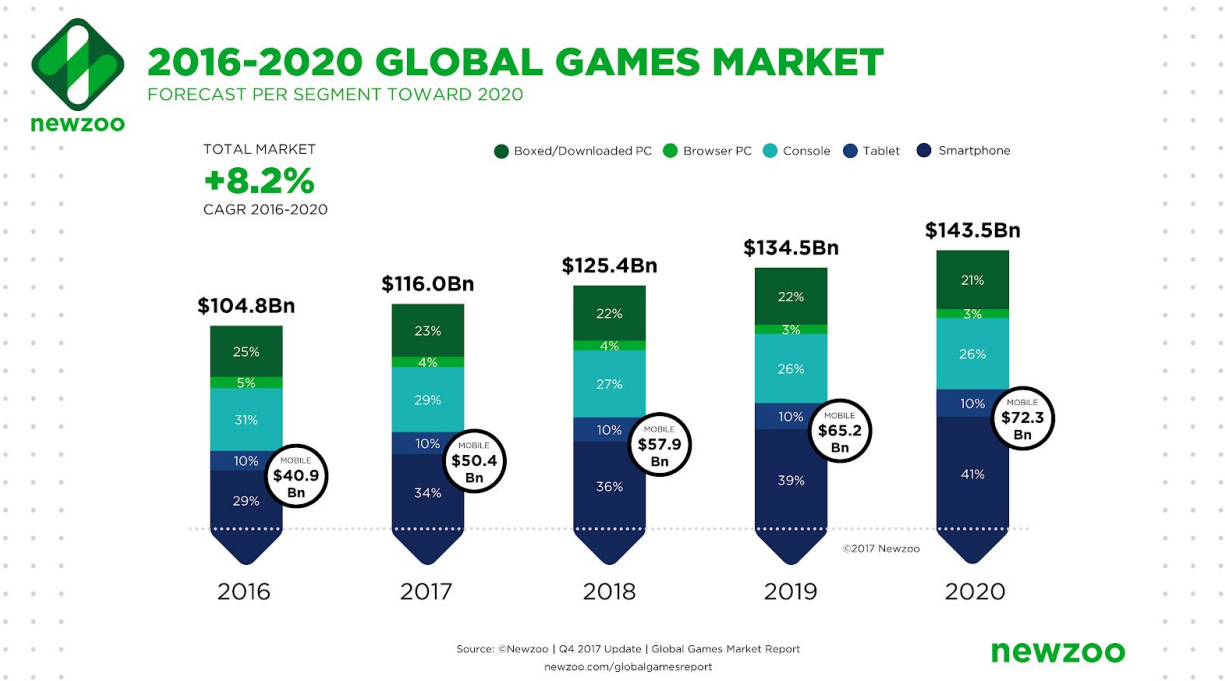
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1. The Market

1.1. Overview

The advancement and popularization of blockchain technology has certainly brought digital currencies to center stage over the last few years. However, the idea of digital assets holding monetary value is far from a new concept to gamers. With classic online titles such as Ultima Online, Runescape, Everquest, etc. players would often sell soft currencies for real world cash. For the purpose of this paper, “soft currency” will be referred to as “gold” and is understood to be any currency earned in a game by achieving particular objectives. The monetary value of gold was reflective of what the player base was willing to pay for it.

Fast forward to 2018 and the global market for gaming has exploded. Newzoo of November 28, 2017 reports, “The global games market will generate \$116.0 billion in games software revenues, growing 10.7% compared to 2016.” This enormous growth led the analysts to adjust their market forecast.¹



A significant portion of the market’s growth is rooted in mobile gaming. The popularization of mobile gaming can be directly linked to the “free-to-play” model, which often features a full length game that players can easily pick up and play. However, developers will implement “paywalls” into the game to prevent (or slow down) player progression. These walls can be overcome by a player making in-app purchases or investing a large quantity of time in order to overcome the objective. Many of these in-app purchases result in the player receiving some

¹<https://newzoo.com/insights/articles/new-gaming-boom-newzoo-ups-its-2017-global-games-market-estimate-to-116-0bn-growing-to-143-5bn-in-2020/>

kind of digital good, often represented by a weapon, piece of armor, or unique creature/ character . Microtransactions for collectible digital goods has caused an enormous boom, as reflected in the graph above.

2. The Opportunity

Digital goods hold significant value and demand, despite the lack of an optimized marketplace to handle transactions.

2.1. Disadvantageous Marketplaces for Developers

2.2. Confusing/ Unsafe Marketplaces for Players

3. Our Company - Warped Gaming, LLC

3.1. Company Overview

3.2. Loot Clicker Overview

3.3. Warped Gaming Team Member Bios

3.4. LOOT Advisory Board Members

3.5. Investors in Warped Gaming | Investor Representatives

4. The Solution - LOOT Token and Decentralized/Integratable Ecosystem

The LOOT token is a brand new decentralized ecosystem in which digital assets can be stored, traded, and sold. Players will take comfort in knowing their assets are being securely traded on the fastest platform on the market, and developers will enjoy the seamless integration our API offers. It is no secret that blockchain is the most secure space for digital assets, and smart contracts make the transfer of digital wealth painless for all parties involved in a transaction within any LOOT marketplace.

4.1. Overview of LOOT

Perhaps the most important aspect of LOOT is its development on the NEO blockchain. Players want to be able to send and receive their assets as fast as possible so they may begin to enjoy the enhanced experience these assets provide ingame. NEO will allow LOOT marketplaces to move assets at an incredibly fast rate, positioning itself as the frontrunner for blockchain's integration into gaming. Game developers and publishers will benefit from having the option to integrate LOOT's functionality inside or outside their game. The marketplace's API is highly customizable and can be hand crafted based on the developers' desired specs for simple, but precise, integration. However, if a game would suffer from an ingame marketplace (this will largely be determined by the needs of the game's economy) LOOT can still provide a marketplace for gamers outside of the game itself.

Ideally, LOOT hopes to bring a living, breathing economy to any game, revolutionizing the way developers, publishers, and gamers experience digital assets. If a game simply wants to provide unique cosmetics that gamers are free to trade and sell, LOOT can encourage the acquisition of said assets by providing players a space to dictate what those cosmetics are worth. By extending the value of cosmetic assets beyond the sentimental, players will be encouraged to increase the time and money they invest in the LOOT-supported game.

However, the vision of LOOT extends beyond the business practices we are familiar with in gaming today. The evolving value of LOOT, and the digital assets under LOOT's umbrella, creates a living economy across multiple platforms. We believe this opens doors previously closed in the gaming sphere. Imagine a game where resources are so plentiful and diverse, there is simply no feasible way for a single player to specialize in the skillsets to acquire all of the assets the game has to provide. A player who specializes in hunting monsters would need to dedicate their time to honing their craft, therefore being unable to craft the weapons they need for said combat. A LOOT marketplace could create a world in which players work together to build a complex and engaging economy. It is ideas like this that make LOOT truly incredible. As the LOOT developers, we will continually develop games to showcase the potential of our marketplace, making us a truly unique team with a very particular vision for the marriage between blockchain and gaming.

4.2. Implementation using Neo

LOOT will proudly utilize the NEO blockchain, the industry leader in transaction speed. For some perspective, competitor Ethereum can do about fifteen transactions per second in practicality, with a theoretical limit of thirty transactions per second. NEO can currently do one thousand transactions per second with a theoretical limit of ten thousand transactions per second. Considering the high demand for transactions in the gaming sphere, these speeds are integral to any gaming marketplace built on blockchain technology. LOOT is the only application like this being built on NEO, making it the most powerful marketplace for gaming assets by default. Gamers will be provided a wallet upon the creation of an account in any game within the LOOT ecosystem, allowing them to transfer their assets freely.

For game developers and publishers, we will provide plug-ins and software development kits (SDKs), open-sourced, to ensure their game's particular needs are met. Any digital good, such as in-game currencies, gear, materials, etc., can be tagged as tradable or non-tradable to ensure the marketplace serves the exact purpose the developers intended. A finely tuned marketplace can easily increase a player's lifetime value by upgrading an asset's worth from sentimental and subjective to concrete. This also creates a more engaging player experience, encouraging player retention. In short, we believe integrating or supporting an external LOOT marketplace will raise several, if not all, key metrics for games handling digital assets.

Unique LOOT wallet addresses will be generated when a player signs up for an account with any supported game. Furthermore, gamers will be able to transfer their LOOT among supported wallets and exchanges. The digital assets in the LOOT ecosystem (such as a piece of armor in a particular game) will be blocked from being sent to wallets attached to non-compatible games.

4.3. Roadmap

LOOT will serve as the leading force of the blockchain revolution within the gaming sector. We are able to show a proof of concept by developing our own unique titles centered around the LOOT token, as well as demonstrating the incredible opportunities of developing titles with blockchain technology and LOOT marketplaces in mind. This will position LOOT as the most attractive option for developers and publishers alike as they move their titles forward to keep up with the blockchain revolution. The following roadmap demonstrates exactly how we plan to get this done:

- Current State (Q1 2018)
 - Completed and tested marketplace smart contract on the NEO Testnet/ Mainnet
 - Completed In-game wallet
 - Preparing Loot Clicker to enter pre-alpha
 - Preparing in-game purchases with LOOT
- Phase 1: Proof of Concept Launch (Q2 & Q3 2018)
 - Loot Clicker will enter closed alpha (and transition to open beta)
 - Marketplace integrated in Loot Clicker
 - Begin exploring marketplace partnerships

- Create a bidding system for marketplace
- Phase 2: Internal Growth & External Expansion (Q4 2018)
 - Loot Clicker's official launch
 - Expanding the digital asset library of Loot Clicker
 - Announce upcoming partnerships
 - Marketing push for Loot Clicker- Goal: 800,000 users (40,000 concurrent)
 - Loot Clicker's mobile launch
- Phase 3: Become the Golden Standard (2019)
 - Begin development on Game 2 (under Warped Gaming, LLC)
 - Announce more upcoming partnerships
 - Continuing to expand the digital asset library of Loot Clicker
 - Marketing push for LOOT Token- Goal 5,00,000 gamers utilizing LOOT marketplaces across several titles
 - Develop a 3rd party LOOT marketplace that lists all LOOT compatible digital assets

4.4. Business Model

The LOOT ecosystem will primary function on two fronts. The Warped Gaming team will continue to develop titles that push the boundaries of blockchain gaming, exploring the new opportunities integrating this technology affords developers. Meanwhile, any game developer/ publisher/ transaction enabler will be welcomed to integrate their own LOOT marketplace and take a small percentage of LOOT utilized in each transaction. Warped Gaming will be responsible for tailoring the LOOT marketplace to meet the needs of any developer/ publisher.

4.5. Economic Model

The supply of LOOT will be capped at one billion. After all one billion tokens have been issued, no more will be printed. Because LOOT will become the golden standard across the gaming sector, a strong initial supply is ideal for long term scalability. The inevitable increase in demand will not lead to additional tokens being minted, and the value of LOOT will adjust accordingly.

LOOT Issuance:

- 45% Token Sale
- 38% Network Growth
- 14% Company
- 3% Advisors & Partners

4.6. Network Growth Model

WIP

5. Technical Considerations (WIP)

Being a newer project, the NEO blockchain has limitations that are worth reviewing.

5.1. Listing Game Items on Blockchain

5.2. Purchasing Items Using Smart Contract

5.3. Customizable Interface for Developers/ Publishers

5.4. Game Integration

5.5. Smart Wallets and Decentralization

6. Benefits for Gamers, Developers, and Publishers

LOOT's purpose is to add value to digital assets for gamers, developers, and publishers alike, dramatically increasing the market for gaming digital goods.

6.1. Gamers

LOOT will couple the sentimental value of digital assets with a secure monetary value, while giving them a secure platform in which to explore the new potential of their goods. This will eliminate the stigma gamers often feel when using 3rd party sites or other dangerous trading platforms since smart contracts can securely move the assets while dodging any attempts at fraud.

Gamers will ultimately enjoy a sense of ownership they have never experienced before in a game. Their digital assets become their digital wealth. As LOOT becomes the golden standard, this digital wealth spans across the gaming marketplace... (WIP)

6.2. Developers

6.3. Publishers

7. Token Crowdsale and Distribution

7.1. Pricing

7.2. Distribution

7.3. Token Pre-Sale

7.4. Token Main Sale

7.5. Other Tokens

8. Use of Proceeds