



GamiFi

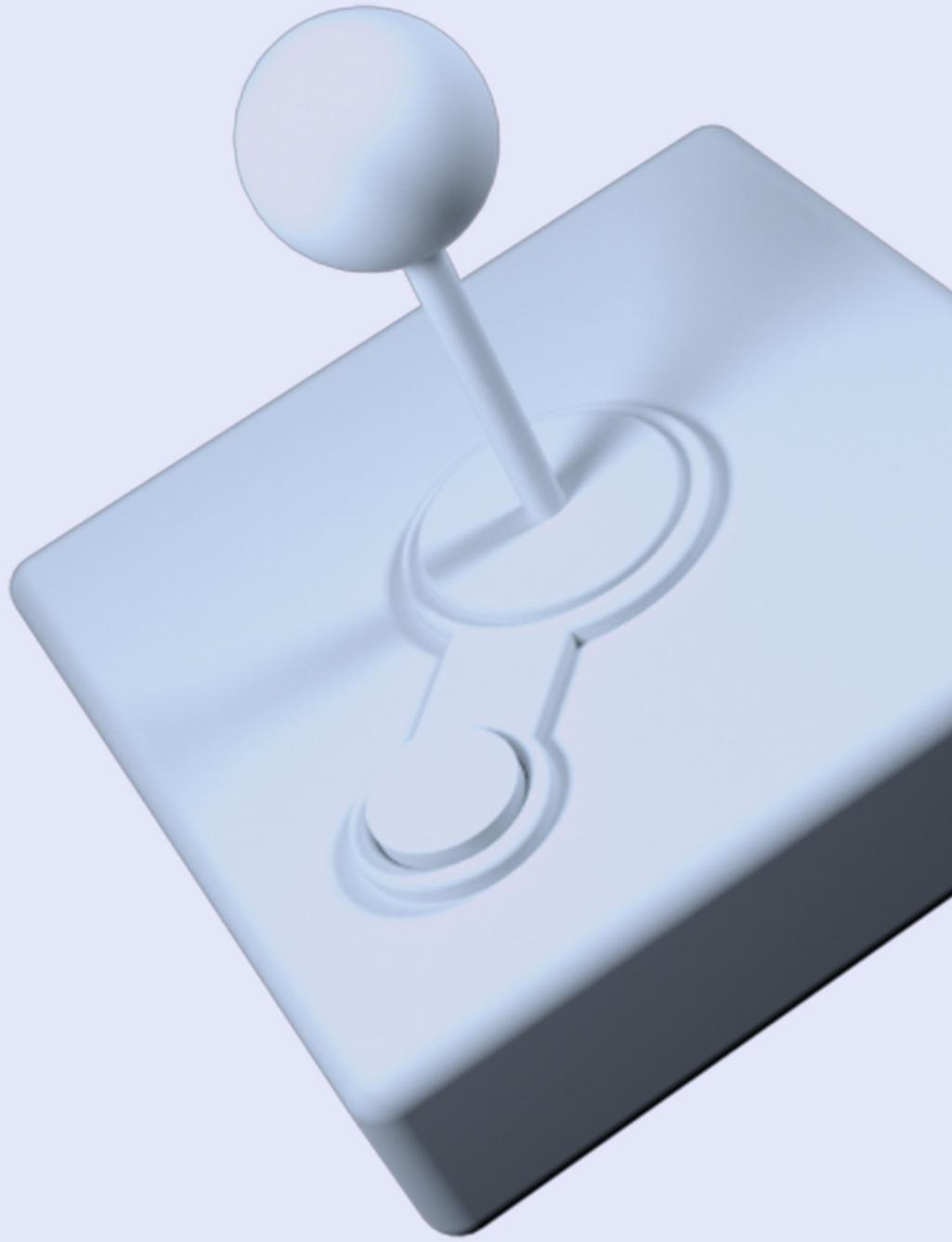
# Launching the Gamefied Universe

*Litepaper*

November 2021

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**Background**

# Why Games, and why blockchain games?

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The total value of the gaming industry in 2021 is estimated to be \$335 billion dollars. (Bitkraft)<sup>1</sup> The blockchain enabled gaming industry had an estimated value in 2020 of 321 million USD. Approximately 41.9 million of those gamers own various cryptocurrencies. The blockchain and cryptocurrency enabled gaming industry has a huge potential to expand to be the same size if not bigger than the traditional gaming market.

Video games are labours of love. They take years of dedication and hard, sometimes harsh deadlines and crunch times. Oftentimes, delays and bugs happen, costs overrun, and small indie shops can't make the games they love. The bigger gaming studios have an unfair advantage when it comes to capital, marketing, and reach.

Crowdfunding has helped some teams a little bit, and grants and funding from governments and corporations try to plug the holes, but it is exceedingly difficult for a small start up, even a team, to compete with the juggernauts.

The exciting new paradigm of blockchain enabled gaming, the rise of the NFT (non fungible token), the metaverse, and during the COVID-19 pandemic, the boom with play-to-earn games, gaming and blockchain have finally come together.

So you have an amazing game, an agile team, you want to get the community involved and launch to as wide an audience as possible, all while fundraising to ensure the sustainability of your startup and fund ongoing development. How do you do it? The traditional way of pitching to VC's and Funds is all well and good, but if your game has NFTs, or an in-game currency on the blockchain, you will need a community to support you and help you grow. That's where an initial decentralised exchange offering (IDO) comes in.

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1. Bitkraft. "Gaming Industry Nearly Twice as large as reported." <https://www.bitkraft.vc/gaming-industry-market-size/>, 2021, <https://www.bitkraft.vc/gaming-industry-market-size/>. Accessed Wednesday November 2021



# What is GamiFi.gg?

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GamiFi.gg is the IDO launchpad for blockchain based gaming. Gamifi will be the launchpad of choice for your Metaverse, Play to Earn, or blockchain – enabled games. Gamified whitelisting and a multi-chain agnostic support system are just some of the benefits of Gamifi.gg. ***Gamifi everything.***

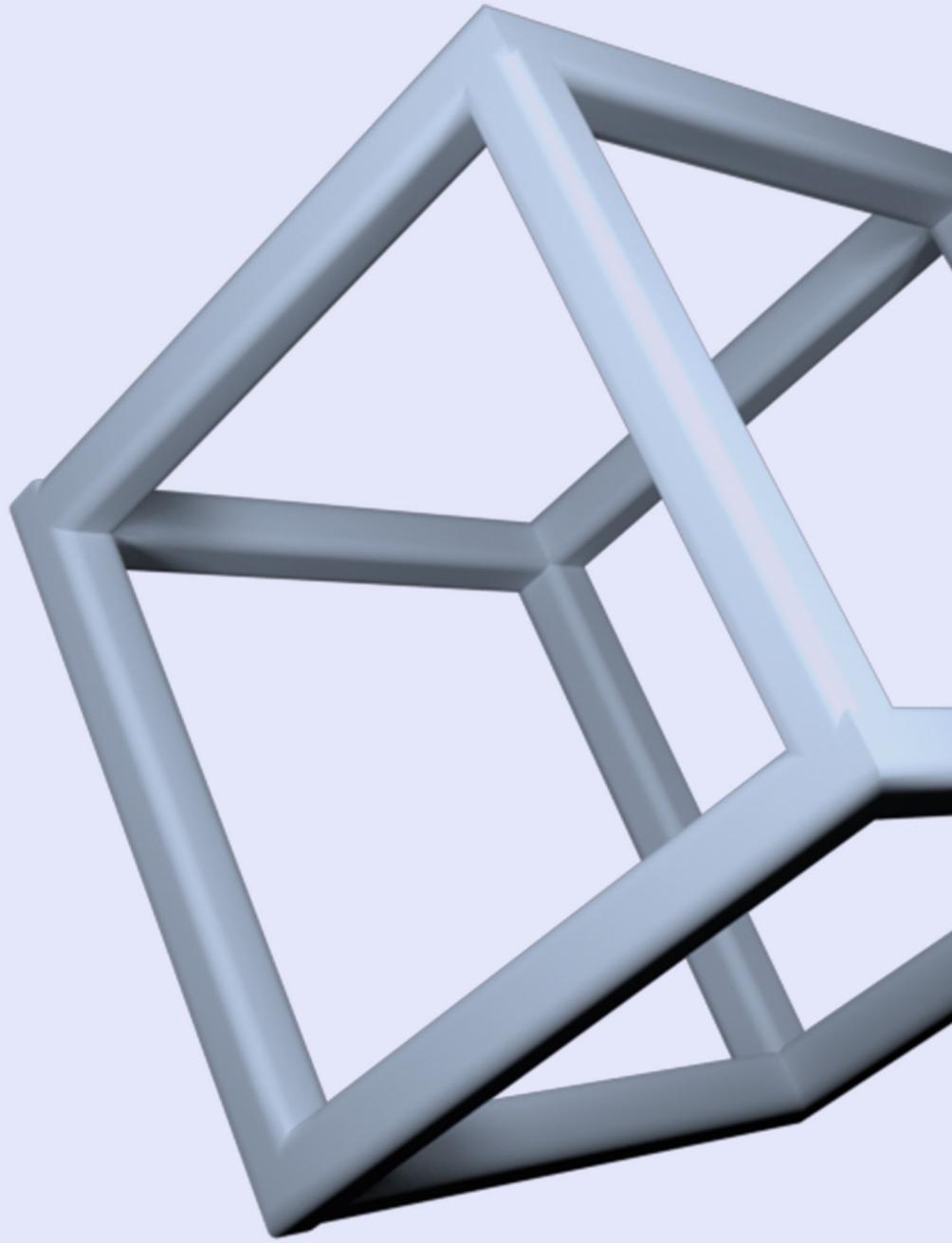
We take the guesswork out of IDO participation with a fun, tiered, whitelist system. The more tasks you complete, the more tickets you get, the more chances you have to be whitelisted for our IDO's! We live up to our name of GamiFi by making the whitelisting fun and interactive.

The GamiFi platform will also cater to an industry leading chain agnostic NFT system which will allow you to see all your NFTs in erc721 and erc1155 format so you can tap into any of the games listed on the platform.

Additional to this ultra cool user dashboard will be a link to all the most recent EVM based games in the blockchain space with an ability to see their daily statistics and user amounts. Think of a Netflix for games, but on the blockchain.

Metaverse, In-game NFTs, and blockchain enabled games are our specialty.





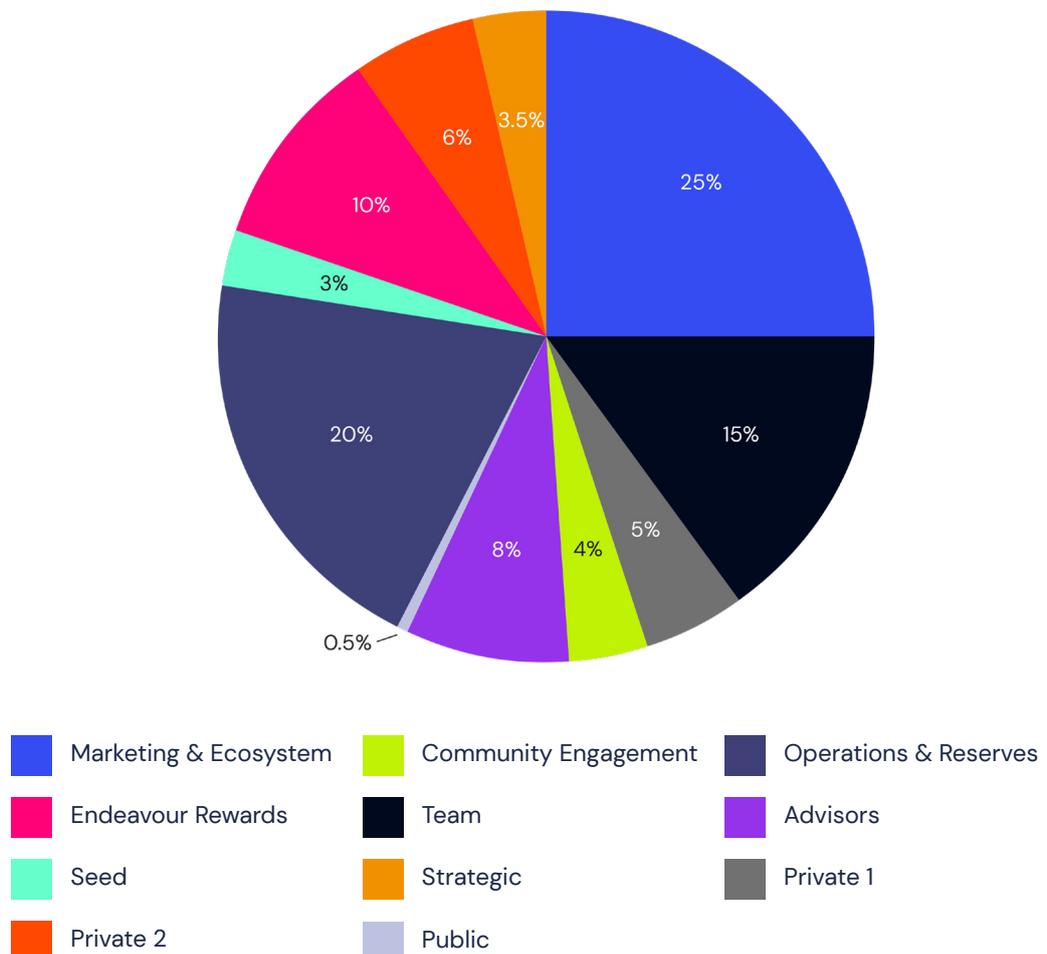
# Token Utility & Tokenomics

# Token Utility & Tokenomics

Introducing the GMI token! (ticker GMI – *gonna make it!*) and there will be a total of **1,000,000,000** tokens created.

GMI HODLers who have held GMI tokens in our tiered system get preferential access to whitelisting slots for allocation on our IDO platform. We want to cut through unfair lotteries for IDO whitelisting, but we will introduce the First Come First Serve (FCFS) model. However, whitelisted members who are keen to get involved in the IDO can rest assured that each account is held by a unique individual through our KYC'd model, thus preventing bots and fake accounts. GamiFi.gg will be community focussed, gamer focussed, and gamified DeFi project focussed.

## Tokenomics



Total Token Supply		1,000,000,000	Price	Raise US\$	Valuation US\$
Seed	3%	30,000,000	0.015	450,000	15,000,000
Strategic	3.5%	35,000,000	0.015	525,000	15,000,000
Private 1	5%	50,000,000	0.017	850,000	17,000,000
Private 2	6%	60,000,000	0.018	1,080,000	18,000,000
Public	0.5%	5,000,000	0.03	150,000	30,000,000

Total Token Supply		1,000,000,000	Price	Raise US\$	Valuation US\$
Marketing & Ecosystem	25%	250,000,000			
Community Engagement	4%	40,000,000			
Operations & Reserves	20%	200,000,000			
Endeavour Rewards	10%	100,000,000			
Team	15%	150,000,000			
Advisors	8%	80,000,000			

Fully Diluted Market Cap – 30,000,000

Market Cap on TGE – 577,500

Circulating Supply at TGE – 18,000,000

#### *Vesting Schedule –*

Seed and Strategic: 5% release on TGE, 3 month cliff with a linear vesting over 9 months.

Private round 1: 7.5% release on TGE, 3 month cliff with a linear vesting over 9 months.

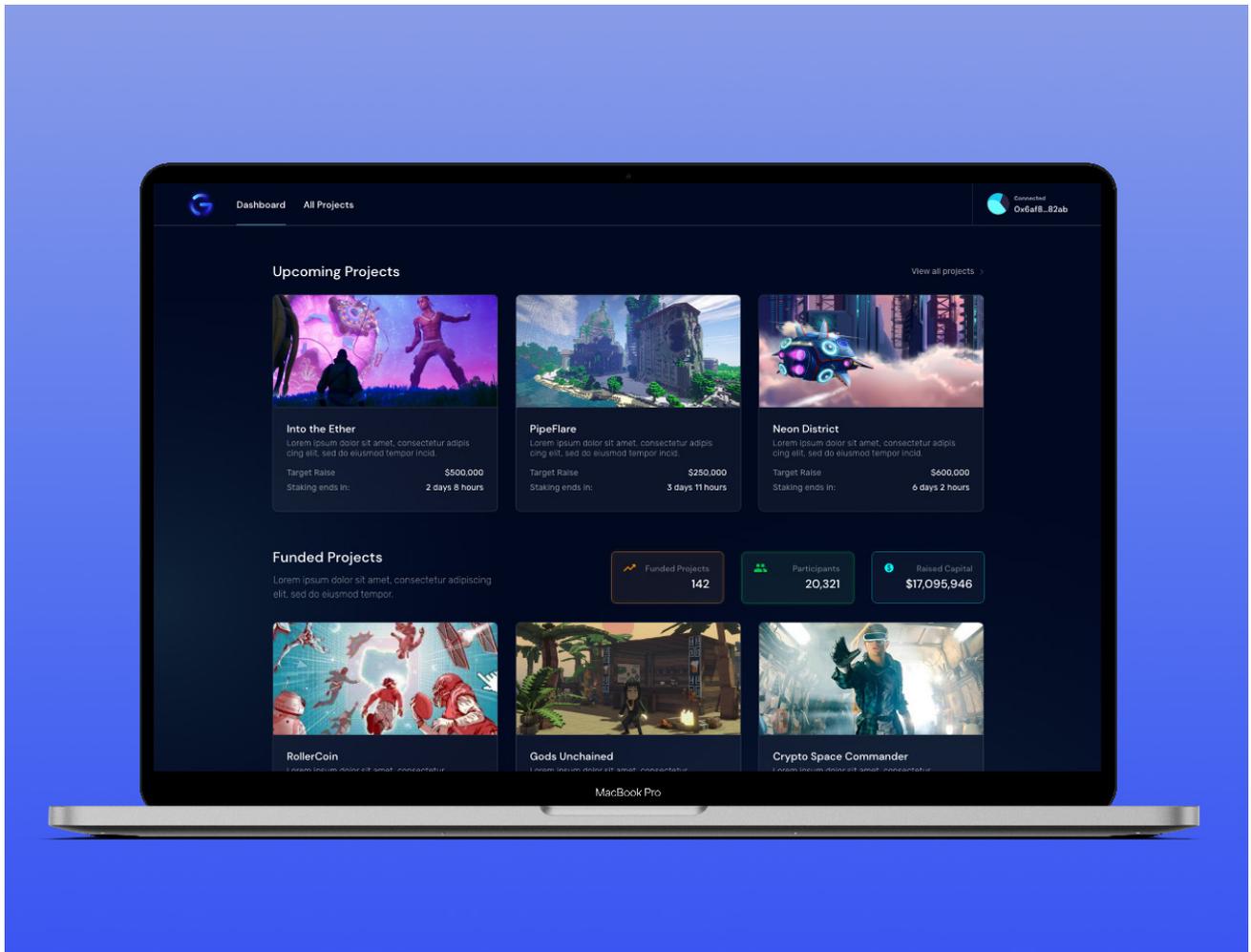
Private round 2: 10% release on TGE, 3 month cliff with a linear vesting over 9 months.

Team: 12 month vesting period.

Advisors: 6 month vesting period.



# Platform Mockup





# How it Works

# How it Works (How to Participate)

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## Level 1 – Find an IDO to participate in

Make sure you have your GMI tokens ready. Complete our KYC via our app and then wait for verification. After that, acquire your GMI tokens on your favourite DEX (provided upon listing) and (CEX).

Head over to our website GamiFi.gg – under the ‘Current Projects’ tab, you will find all the upcoming as well as current projects that are launching on GamiFi.gg, their status, funding amount, link to project site, and project information.

## Level 2 – Whitelisting

There will be several ways to get your account whitelisted for IDO’s on GamiFi. You will need to complete a set of requirements \*Note – GLEAM campaign – Follow Like RT GamiFi Twitter, Join TG group, Join Discord server, tag three friends, etc\*. This plus:

### *Tiered Staking*

- Tiers for holders are below, the more GMI you hold, the more tickets put into the pot for a chance to win a whitelist slot. These tiers also correspond to the size of the allocation granted during the IDO, if/when your wallet is chosen for whitelisting.

#### **Tiers**

Player 1	10000 GMI	=	15 Tickets
Player 2	6000 GMI	=	10 Tickets
High Score	2000 GMI	=	5 Tickets
• Griefer	1000 GMI	=	3 Tickets



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- Buy one of our 'EARLY ACCESS' NFTs that grants you instant whitelisting access. These NFTs are valid for three IDO projects, or three months. These NFTs give you instant whitelist VIP access to three IDO projects within a 3 month timeline from purchase. (Note, it is still FCFS, and you will still need to pay for your allocation). After three uses or three months, the NFTs will no longer be useable on GamiFi.gg's platform.
  - These are a few exciting ways to earn tickets towards the whitelisting.
  - Staking on APP - In roadmap for 2022

Counting is from both supported chains, Ethereum and Binance Smart Chain.

IDO's will only happen on GamiFi's website, please ensure you have enough BNB or ETH for transaction fees.

Once you've submitted all the criteria for whitelisting, you will need to wait until the GamiFi team reviews the applications and approves or denies the requests. **ONLY SUCCESSFULLY KYC'D APPLICANTS WILL BE CONSIDERED.** This keeps the platform bot free, and fairer for all.

### Level 3 - The IDO

Once you've got your account whitelisted, congratulations! Next is to wait for the IDO to start. Keep an eye on our announcement channels and the GamiFi official website for a countdown of the IDO launch as the IDOs are FCFS for verified accounts. Once live, you will be able to purchase the project tokens via supported stablecoins in order to secure your allocation. There will be a limited number of addresses whitelisted, so pay attention or you'll miss your chance to snag some tokens! Don't miss your chance, so being ready some time before the IDO launches is always a good idea. Also be sure to have enough ETH or BNB to pay for your allocation.

Enjoy your new Gems!

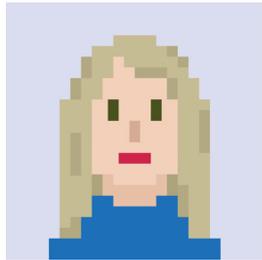


# The Team

# The Team

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GamiFi.gg's founding team consists of blockchain veterans and powerhouses in the TradFi and DeFi worlds. A wealth of experience incubating, accelerating, funding and building projects is behind GamiFi.gg



CEO

## Laura Walsh

Many years in the blockchain space, focussed on South East Asia. Former Executive Committee member of NEM and also worked at NEAR Protocol. Master of Arts/ Political Science in International Development Studies from Chulalongkorn University. Unrepentant console lover, but willing to try PC (for the right game).



CSO

## Shane McQuillan

Shane McQuillan is a globetrotting financial professional with decades of experience across Investment Banking, Trading, Venture Capital and Cryptocurrency.



PM

## Casey McQuillan

Casey is an accomplished Logistician and Operation Manager through his 30 years' military experience along with his Higher Degree in Supply Chain Management. He has also managed Elite Sports Teams including Raheny United and Shelbourne FC who have competed in the Women's UEFA Champion's League. This diversity brings a unique and valuable asset to the team and his experience of different cultures and work practices coupled with his leadership and decision-making qualities will prove invaluable.



# The Team [Cont.]

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Advisor

## Liam Robertson

CEO Alphabit Digital Currency Fund

Liam manages the portfolio of the Fund and drives all aspects of Alphabit's advisory services.



Advisor

## Joel Kovshoff

Known as Coach K, Joel is a fund manager for Alpha Stone Capital and financial coach. Coach has become well known as a swiss army knife for project providing everything from building teams, to using his vast network in supporting early stage projects. He is known by many for his go-to-market strategies, creative tokenomics and token supply flow modelling and having and utilizing a deep partnership network. Coach is the Co-founder of Alpha Trading Algos, and is an active advisor to the following projects, Ethernity (Premiere NFTs), Splyt (e-commerce and VR), FinXflo (Exchange aggregator), Paid Network (Ecosystem/Legal), Matrixswap (cross-chain swapping protocol), Ferrum Network (BaaS -staking, LP, Launchpad, Incubator), Veracity (E-sports/Gaming), Plotx (Prediction Markets), Sator (Tokenized TV), Matrixswap (a decentralized, multichain derivative platform) and helps as a consultant to several other top tier projects.



## The Team [Cont.]

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Advisor

### Josh Meier

Josh is the Managing Director and Co-Founder of Andromeda Capital S.A. and partner at Latitude Blockchain Services and has worked as a strategist and advisor for over 20 crypto startups including Legends of Elumia, vEmpire, EQIFI, StackOS, Splyt, Steady State Finance, Ally, OMNI, and Prasaga among others. His experience and acumen supplies key insights on market conditions, messaging, and how to avoid crucial mistakes. Josh also specializes in post-launch strategy to help create stronger, more active communities. As an early-stage strategic investor in well over a hundred startups, Josh has procured a trusted network of industry heavyweights, influencers and developers to guide synergistic partnerships and collaborations.



Advisor

### Corey Billington

Director of Latitude Blockchain Services, Co-Founder of Andromeda Capital. Corey is currently senior advisor of multiple projects including AuBit, Splyt, StackOS, OMNI and EQIFI. Assisting projects with all aspects of launch preparation, fundraising, partnerships and marketing strategy Corey has a professional background in business development, marketing and mechanical engineering.



## The Team [Cont.]

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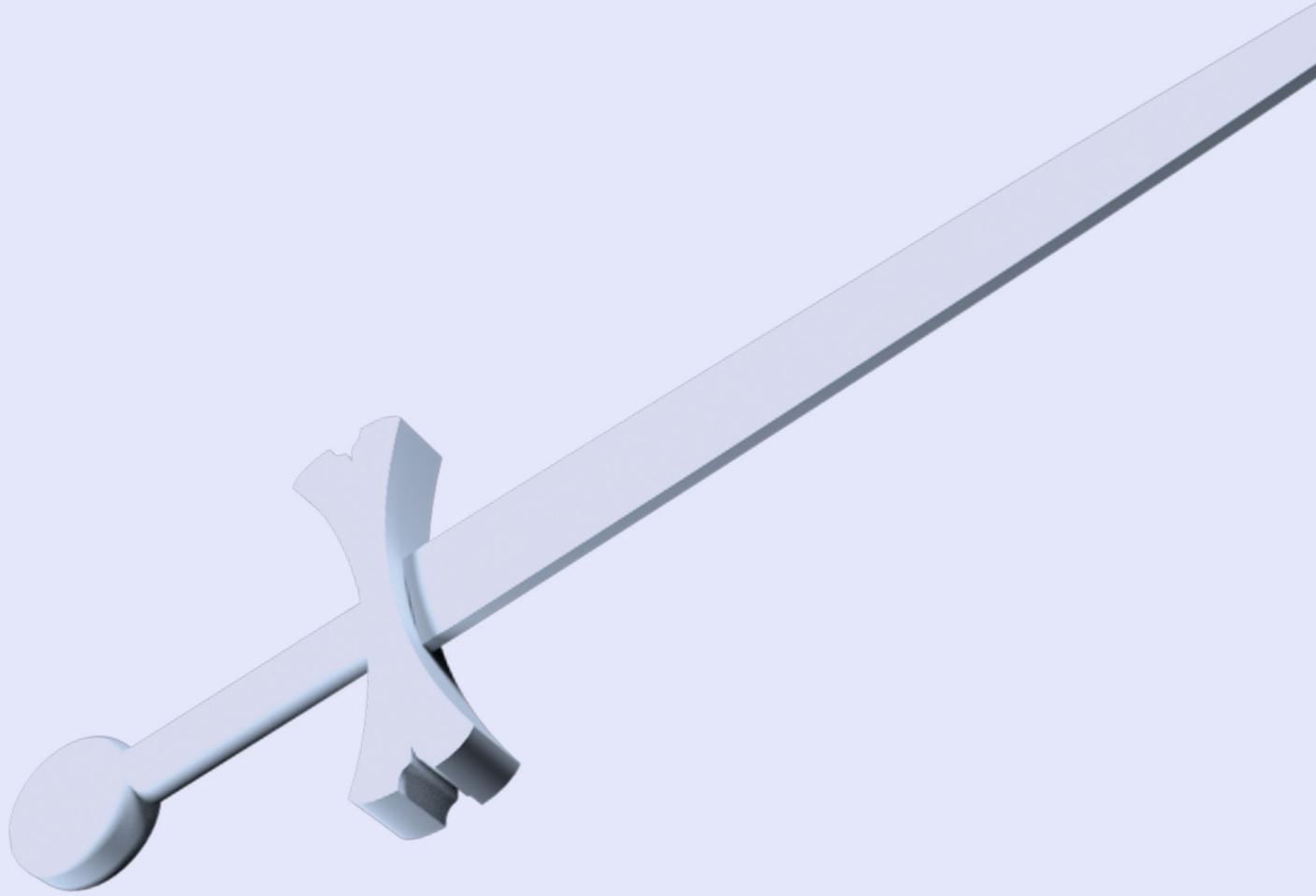


Advisor

### Tim Bos

Tim has over 26 years' experience working with, advising and investing in start-ups and established enterprises, with a focus on technology, and more recently, blockchain development. He has held senior roles with a number of widely recognised and respected organisations, such as, Avanade Australia (a Microsoft and Accenture joint venture), Barclays Capital Investment Bank, GE, Atari, and Melbourne House, one of Australia's first gaming companies. Tim is also the founder and CEO of ShareRing, a blockchain company with a mission to empower individuals around the world with seamless access to goods and services (both online and offline) with the highest levels of security and ownership over their personal data.





**Why choose  
GamiFi?**

# Why choose GamiFi (as a project)?

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An IDO on Gamifi.gg will be accessible via any EVM-compatible chain, which means we can launch projects on Polygon (Matic), BSC, Fantom, AVAX, and ETH. With our network of partnerships with protocols and funds, as well as a KYC'd enthusiastic community with individually verified accounts, you can ensure that your project IDO will be out of this world.

Unlike some IDO platforms, GamiFi does not ask for a large allocation of tokens nor big fees to launch on our platform. GamiFi charges 5% of the allocation for each IDO. That means, for example, if your IDO is \$250,000, GameFi will charge \$12,500.

GamiFi will also be your partner AFTER your IDO launch. We will keep sharing your news, updates, and milestones with our community and across our partner communities, long after the IDO madness has ended. Ongoing marketing support is key to a successful project, not just a successful launch.

GameFi's unique system will also assist your project in building an organic community through our gamification whitelisting activities. We are focussed on your game and your project and will work with you to make it a success.

GamiFi Everything



