White Paper

ARENUM.10

A

The first DET platform for mobile gaming tournaments

Arenum

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Introduction

The Covid Pandemic that began in March of 2020 has had lasting effects on the way in which we interact in the modern day. Restrictions on in-person interaction, the rise of work from home, teleconferencing^[1], and the younger generations increasingly attending classes via zoom^[2] have ramped up the shift of online interactions amongst people significantly. With all of this in mind, the logical next step is where are all of these people now congregating if normal meetup locations, bars, restaurants, concert venues, and the like are continually under threat of shutdown or onerous in person restrictions? The answer is online, through various social networking sites such as Instagram and TikTok to online gaming venues such as consoles, computers, and increasingly mobile devices.

Mobile devices specifically have been making leaps and bounds since Apple introduced its App Store back in 2008^[3] with a mere 500 apps; the landscape now is shared by Google, Apple, Microsoft, and Amazon with a combined total app count of nearly 7.0M between them.^[4] Moreover, as the number of people around the world with access to smartphones nears the 6.5 billion mark by 2022,^[5] companies that want to cater to these brand new emerging markets are going to have to provide mobile apps to reach them rather than develop them for consoles and computers.

^[1] https://www.uctoday.com/collaboration/video-conferencing/the-rise-of-the-video-call-how-covid-19-has-changed-the-way-we-collaborate

^[2] https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning

^[3] https://www.apple.com/newsroom/2018/07/app-store-turns-10

 $^{[4] \} https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores$

Mobile games are continuing to dominate the overall gaming market place «making up more than half of the total revenue of the games industry in 2018», and only increasing since then because of the growth fueled by the reaction to the Covid-19 Pandemic. In 2020 mobile game downloads exceeded 80 billion which is a year-over-year growth of 14% and the amount of money spent by mobile gamers is expected to reach \$138B by 2025. The global mobile games market is going to continue to expand massively as more and more countries gain access to better cellular communications, internet, and smartphone technology only providing more fuel for mobile games as more potential consumers have access to them.

Alongside the very healthy growth of the mobile games industry, is the exponential expansion of the cryptocurrency industry. Reaching lows of \$1.25T in 2018 to all-time highs of nearly \$2.5T in May of 2021^[9] with an overall market cap expected to reach \$10T by 2030^[10] the cryptocurrency industry is the fastest growing industry in the world bar none. The intersection of these two industries, gaming, and cryptocurrency is what is going to supercharge the growth of the mobile gaming industry and allow the immense amount of wealth and value circulating within the cryptocurrency ecosystem to make its way into the mainstream via its application in the realm of mobile gaming.

^[6] https://mediakix.com/blog/mobile-gaming-industry-statistics-market-revenue

^[7] https://www.blog.udonis.co/mobile-marketing/mobile-games/mobile-gaming-statistics

^[8] https://go.sensortower.com/industry-trends-report-2021.html

^[9] https://coinmarketcap.com/charts

Arenum is the evolution of mobile gaming and cryptocurrency which has a feature-rich ecosystem to attract players and engage them for the long term while providing rewarding incentives for developers and gamers alike. Arenum fuses internal publishing services, and an engine for player-versus-player tournaments as a service, into a unique metasystem existing on a layer above the games, integrated. Integration into Arenum's metasystem is entirely autonomous and is seamlessly enabled through a powerful developer SDK. Arenum is not starting its journey anew - the service has been on the market since 2018 with a proven track record of 150,000 paying users. Arenum is the next step in the evolution of web3, it incorporates a unique and exciting metaverse with NFT collecting and battling and leverages its competitive play-to-earn mechanics for any type of game on its roster; Arenum is the web3-powered matching engine for eSports.

Gaming and Crypto's Intersection has Just Begun

The mobile gaming industry continues to outpace many other industries yearover-year and is expected to do so for the foreseeable future. From 2012, when mobile gaming revenues were a mere \$12.7B, revenues increased by almost 1,000% to nearly \$110B as of 2021[11] these are garnered mainly from casual games which make up more than 75% of global gaming^[12]downloads. Additionally, nearly all of these revenues, 95%^[13] of them, are made up by In-App purchases, which demonstrates that players are willing to spend their money paying for enhancements to their mobile gaming experiences. On top of spending their hard-earned money, players are also dedicating serious amounts of time to mobile games and other apps installed on their phones with some regions surpassing more than 4 hours [14] spent daily on apps for mobile devices. Unfortunately, the current model of In-app purchases is such that players spend their money in one-off instances, this is an outdated and exploitative model. With Arenum we allow players to purchase tokens, that have inherent value, and then stake said tokens to gain access to some of the exact same rewards they'd normally get for making a \$0.99 or \$2.99 transaction on the app and much more. Staking has the added bonus of allowing players to be exposed to the upside of the Arenum token, on top of the access to the multitude of different rewards in-game and in the Arenum NFT metaverse while having them contribute as much or as little as they want to their favorite games.

Mobile gaming and the games that make it up can also be looked to as the next logical step for social networks as the foundations of it already exists in the form of game discord servers, forums, and gaming groups.

The mobile gaming community is expected to surpass 3.0 billion members by 2023^[15] which vastly exceeds the likes of social networks like Instagram and Twitter.

^[11] https://www.statista.com/statistics/260167/mobile-gaming-share-of-total-gaming-revenue-worldwide

^[13] https://techcrunch.com/2019/06/11/mobile-games-now-account-for-33-of-installs-10-of-time-and-74-of-consumer-spend

 $^{[14]\} https://www.techspot.com/news/89253-app-habit-average-consumer-now-spends-42-hours.html$

Communities that exist around these games want to be able to interact and engage in different experiences with other members and the metaverse is the answer. Metaverses are the social networks of Web3.0 and will be formed by things like PvP tournaments and NFT collecting and battling changing the way players have previously interacted with each other. Gone are the days of simply messaging each other or talking over voice chat, with Arenum and its metaverses players will be granted access to game-changing means of interaction.

Looking at games like 'Axie Infinity' which serve as working examples of the intersection of cryptocurrency and gaming. Axie Infinity is a blockchain game, with an all-time-high market cap of nearly \$4.5B, 163 that has players purchasing in-game characters and battling them out against other players. Players can then earn in-game cryptocurrencies and sell their characters for real-world money. Axie Infinity demonstrates multiple points; first, developing systems for competitive gaming, attention-grabbing multiplayer, and synchronous engines for PvP encounters is difficult and not straightforward to build for many games on the market today. Secondly, lots of gaming communities want to be able to access PvP and multiplayer encounters for their games but as mentioned earlier, many developers don't have the capabilities to give players what they want, the developers that are able to do so are rewarded very handsomely by the market as demonstrated by Axie Infinity. Thirdly gameified-metaverses, where NFTs are able to be unlocked, collected, traded and able to be used with other players' NFTs, is the Web3.0 enabled future of social networking. Finally, tokenized ingame content where players can take legitimate ownership of the content they pour their time and effort into and which will remain forever on the blockchain regardless of a game studio's continued existence. We know the eSports industry propels these games to the next level, in 2020 there were 550M^[17]users actively engaged in it with over a \$1B in revenue, Arenum is able to take that success that has been isolated to a small assortment of games and give that power to any game and add dynamic levels of play with an exciting NFT metaverse and exciting play-to-earn mechanics.

Arenum leverages Player-versus-Player tournaments and the addition of an eSports layer to each of the games it supports—to empower developers, gamers, and influencers. The Arenum platform is a tokenized ecosystem where all participants interact on-chain in a permissionless and censorship-resistant environment. Arenum is built by engineers with a background in mission-critical high load low-latency systems. Arenum platform will be able to deliver state-of-the-art connectivity to its tournament engine enabling one-click deployments of synchronous and asynchronous PvP tournaments - PvP as a service. With the addition of Arenum's NFT-powered metaverse, players are further incentivized to compete against each other in the games they love to play to unlock brand new, unique NFTs which exist in their own game and economy above every game in the Arenum ecosystem.

Success in Mobile Gaming is Challenging

No game is guaranteed to be a breakout sensation. Games like 'Flappy Bird', 'Angry Birds', 'Plants v. Zombies' are all extremely successful mobile games that for a variety of reasons, not least of which being their ease of playability, led them to become smash hits and to really define the mobile gaming industry. At the same time, games such as these can be easily listed off and are well known which can't be said for the rest of the entire market which is absolutely filled to the brim with creative, unique, and innovative games as well as downright copies of some of the most famous games. All of these games which took countless hours of developer time to build need to be part of a large platform in order to succeed in the current market, it is no longer the case where simply releasing on the app store is going to get attention on many of these games, they need to be apart of a platform that is able to supplement their gameplay with dynamic levels of interaction for players.

In 2021, only 810 mobile games were able to surpass net revenues of more than \$1M.^[19] To put that in perspective on just the Google Play store there were over 475,000 games available to be played in the first quarter of 2021.^[20] The games that are successful in generating these revenues are then able to capitalize on it by investing the money and man-hours required to develop PvP multiplayer, build multi-level referral systems, reward systems, leagues and tournaments, metagames, and other mechanisms that are known to generate the biggest return on investment and retention from player bases. But for most mobile games none of that is ever built because they lack the initial allure to pull in players as well as the funding to keep players involved. Many games last barely a few months and hardly ever make it to the year mark with a meaningful amount of players playing, the marketing continues to get more expensive and the amount of competing games only increases. Moreover, those components which attract players and money are the most challenging to build and are surprisingly also the ones that generate the highest LTV for these games.

Arenum provides a robust solution to all of these problems, its innovative approach to skill-based cash gaming adds dynamic and exciting ways to experience casual and non-causal games. Arenum is unencumbered by the physical and fiat-driven nature which has previously limited growth, efficiency, and inclusivity. Arenum allows anyone to initiate a League of Legends tournament directly from one's mobile device whenever they want, pick their sponsors from an automated attention marketplace and settle the prize pool instantly, Arenum gives control back to the players.

Arenum Serves Developers and Players

Arenum is built from the ground up to reward both the players for their engagement in the games they play as well as the developers for the games they labor on. Arenum brings its asynchronous and synchronous PvP multiplayer solution which can be integrated into any game genre from MOBAs and Shooters to Puzzles and Match3s. Arenum is able to serve a massive variety of developers and player communities.

The aforementioned issues of player retention that would normally have to be solved by the developers are instead taken care of by Arenum. Via the Cross-Game exposure, Arenum is able to make marketing cheaper and insure the entire platform against 'flash-in-the-pan' games. Arenum sits at a level above all of the games and is able to help direct the flow of players to new and existing games on the platform. On top of that, developers are also able to publish games via Arenum which provides developers a much better alternative to the currently available publishers on the market as games that come out of Arenum are going to have the support of the entire Arenum platform and everything that entails.

Arenum's additional meta-layer on top of the base game on the platform, which includes multiplayer, referral and reward systems, leagues, tournaments, and more, increases player retention significantly and opens the gateway for long term retention of many players and at the same time allows the developer to focus on building their games and make their systems exciting and enjoyable for players rather than having to worry about systems to specifically ensure player retention. With Arenum supporting a game, players will never get bored as they'll have growing access to a catalog of games published and cross advertised on Arenum, in addition to, the intense metagame and social network built into Arenum, there will be a long term draw for players to continue playing long after they've finished the original game.

Arenum Allows Developers to Shift into Overdrive

eSports has historically been a select group of competitors that require a fair amount of funding and resources for them to play as well as to set up the tournaments that they're playing in, Arenum revolutionizes the eSports industry by democratizing eSports back into the hands of the average player and providing monetization of competitive mobile gaming at scale.

Competition is at the core of gaming and it's the primary feature that drives long-term player retention, casual-competitive gamers are the 'blue ocean' of an as yet untapped marketplace that is ready to be served and catered to. But both the competitive and casual gaming landscapes have high entry barriers from technological and legal standpoints and there are plenty of well-positioned competitors that will be a challenge to compete with. Arenum, therefore, covers both casual and competitive gamers provided systems for both of them to be able to compete amongst each other and experience the thrill of winning against someone else. Arenum already has demonstrated its skill and has launched an eSports platform that had \$750k in revenue in the previous year and is ready to scale.

By adding crypto to the Arenum platform we're able to instantly payout winners, provide transparency of money flows, and be completely censorship-resistant. The Arenum open-source toolbox has essential competitive mechanisms and seamless connectivity for any game to join the platform. The elaborate tokenomics of Arenum allow the shaping of incentives within the ecosystem for all groups of economics agents, the developers, the players, the influencers, and instant attention capture by the sponsors.

Arenum provides its tournament engine for a variety of mobile games and demographics. For the younger audiences we target 100+ daily tournaments in games like PUBG, FreeFire, Call of Duty and Brawl Stars, for audiences in the 30+ range we target casual games like puzzles, bubbles, match3s, card duels, and other types to add an additional layer of excitement to their games. By offering its services to a variety of gamers Arenum targets the mass market and is focused on giving them access to services and features previously exclusive to eSports teams and much more skilled and active players.

Arenum's tech is built of four main features:

• The PvP multiplayer Engine (SDK) for games

 PvP multiplayer as a service is a collection of smart contracts and infrastructure that enable any game developer to integrate them into their games and get leaderboards, tournaments, leagues, referral and reward systems, and a deep metagame all in 1 tool.

NFT Metagame

• Players can earn resources through tournaments to get NFT collectible animals, breed them to make more powerful creatures, and participate in PvP auto battles with a unique and powerful army of NFTs.

Platform for game developers and influencers

A set of tools from the multiplayer SDK engine allowing the game developers
to publish their games as a standalone product and perform one-click
deployment of tournaments for instant monetization of influencer's
communities.

Marketplace

• Players use the marketplace to trade and acquire rare NFT animals which they can then merge together to level up and earn even more rare NFTs.

How Arenum Works

All games have access to the Arenum Multiplayer PvP SDK which they can integrate into their games in order to connect to the tournament engine. From there, influencers and sponsors are able to integrate their tournaments as well into the Arenum engine for whichever game they want to sponsor. Players select which games and tournaments they want to compete in and then stake tokens to get higher tiers of tournaments unlocked. The rewards of this metagame are the NFTs which can be collected, traded, and bought on the marketplace and then used to auto-battle for NFTs and other in-game rewards.

Setting up a tournament is a rather straightforward and streamlined process:

- 1. The tournament creator sets up the tournament, rules and the goals for gamers; and creating a tournament requires having the Arenum token staked.
- 2. Gamers have to stake tokens to have more daily tournaments open for playing.
- 3. The amount contributed will define one's pro-rata allocation shall he or she be eligible (by e.g. winning the tournament). ~90% of the total prize pool is distributed back across the winning players (or likewise, those who have satisfied more exotic criteria based on the in-game achievements).
- 4. Arenum receives ~3% of the staked tokens for providing the platform.*
- 5. Game Devs must stake tokens for their game to be eligible for hosting tournaments. The stake can be delegated by the community or other interested parties. They are also eligible for the remaining ~3% of the prize pool.
- 6. When the games and tournaments are created by Arenum, the platform acts as both the tournament creator and publisher and earns rewards in the same manner as mentioned above.

The NFT metagame acts as follows:

- Players play their favorite mobile games and earn rewards NFT eggs in the form of cups or chests. These eggs are free to open and do not require any transactions to unlock.
- Players Cross-breed the eggs to level them up. Leveling their eggs up increases a player's opportunity to hatch a rarer and thus more powerful creature.
- Players can crack open their eggs, build an army of rare creatures, and head over to the PvP arena to battle it out in an autobattler metagame.
- Free-to-enter PvP battles also allow players to earn Arenum tokens

NFT games provide players with an opportunity to earn by reselling NFT creatures, players can also choose to invest in these creatures by purchasing more as they are a liquid asset. This will inculcate a high involvement of players due to the randomness of farming the creature eggs and the rarity that is discovered once they are hatched. Merging creatures together to acquire more powerful and rare creatures is encouraged and motivates players to continue to farm eggs in hopes of getting more powerful creatures in the long run. The stronger the creature army the more likely it is to win the PvP auto battler and earn more tokens for them. The approach to both casual gamers and cryptogamers makes the Arenum model strong. Casual gamers play tournaments in their normal mobile games: farm eggs, buy tokens, and breed eggs together to sell on the marketplace; others focus on crypto. Crypto-gamers collect rare creatures, build powerful armies, and square off against each other for Arenum tokens. In each battle, a player's win probability varies from 30% to 70%. Hence, even with a weak army, there is always a chance to beat a strong player using your gamer skill. At the same time, players are naturally prompted to collect rare and strong characters: to boost the meta winning expectations.

While these features may seem similar to other blockchain-based games, Arenum differentiates itself on multiple levels. Arenum engages a much wider audience of casual gamers, smoothly onboarding them into the world of blockchain games by adding PvP functionality to their favorite games and the exciting NFT meta-layer. Players are able to collect these NFT Eggs resell them as well as cross-breed them to increase their rarity. Players are also incentivized to buy rare creatures and high-level eggs in an effort to earn more in PvP battles using their skill.

These complex but intuitive layers, that will exist on top of any game published through Arenum or incorporating the Arenum SDK, will vastly increase player retention and by increasing the ways players can interact with both the game and the wider community. Arenum eases the additional burdens on developers and gives players a large variety of ways to play the games they love.

Tokenomics

Outlined below are the various tiers players can acquire by staking the Arenum token; these include all of the list benefits and the tiers range from 'Free' or zero tokens staked, to 'Developer' which requires a large number of tokens staked.

- 1. Tier IV (Free: No amount required for access)
- Players have confirmed their wallet on the platform.
- Players can participate in Arenum tournaments.
 - With a limited prize pool.
- Players have access to the NFT metagame on the blockchain (higher rank of eggs the higher opportunity to receive stronger creature).
- Players can share 1 level deep referral links.
 - Ability to generate referral links.
- Players may buy and sell on the marketplace.
 - Use money and referral points, reward points (from daily activities like sharing links, participating in tournaments, daily check-ins, etc)to purchase:
 - Tokens, Magic Boxes.
- Players can begin staking the Arenum token.
 - High initial cast out fee of 5% should the user choose to unstake
- Tier IV Profile Badge



FREE:

No amount required for access,

User has confirmed their wallet on the platform

Participate
in
ARENUM
TOURNAMENTS

With a limited prize pool

AWARDED

a free starter pack of eggs **PVP GAME**

based on blockchai

Any players tierIV can battle but higher tier eggs give higher longterm opportunities

Share

1st LEVEL

of referral links

Ability to

GENERATE

referral links

 \square

BUY AND SELL

on the marketplace

 \square

USE MONEY

and referral points to purchase:

Tokens Reward Points Magic Boxes

 \square

Ability to withdraw

YOUR NFT PRIZES

HIGHEST AMOUNT

of commission fees.

Ability to stake

THE ARENUM
TOKEN

HIGH INITIAL CAST OUT FEE

should the user choose to unstake

Tier IV Profile Badge

2. Tier III (Noobs: Stake 20tokens):

- Everything from Tier IV.
- Players are awarded a free starter pack that contains one egg.
- Players are able to participate in all Arenum tournaments with the base-tier prize pool, and magic boxes.
- Players may now bid without participation in lower-tier tournaments
 - Increases total prize pool for players
- Players now have a chance to obtain high-grade egg(s) from magic boxes
- Players get a 5% bonus from referrals and get benefits from affiliate referrals only (first and second level referrals).
- Players can take part in challenges and special missions.
- Players have a chance to get a random airdrop of a magic box at the end of a match:
 - Higher tiers for in-game items increases as players increase their stake and ascend in tiers.
- Players can withdraw their prizes.
 - High amount of commission fees.
- Tier III Profile Badge which is a:
 - NFT Badge
 - Perks allowing one to enter special events, etc.



NOOBS:

Stake **20** tokens

EVERYTHING FROM ® TIER IV

Participate in all Arenum tournaments and branded tournaments

Base-tier

NFT POOL

and magic boxes

WITHOUT PARTICIPATION

in lower-tier tournaments

Increases total

PRIZE POOL

for players

GETS CHANCE

to obtain high-grade eggs

 \triangle

GET A HIGH %

from referrals and get benefits from child referrals \triangle

Take part

IN CHALLENGES

and special missions.

ABILITY

to withdraw

HIGH

amount

of commission fees

Tier III Profile Badge

- 3. Tier II (Pros: Stake 80Tokens):
- Everything from Tier III.
- Players gain access to a premium-tier prize pool, including magic boxes.
- Players may start bidding without participation in all tiered and branded tournaments:
 - Increases total prize pool for players.
- Players get a higher chance to obtain high-grade egg(s) from magic boxes.
- Players get a higher percentage from referrals and get bonuses from the referral matrix (depth is still limited).
- Players have premium support 24/7.
- Players have the ability to withdraw their NFT prizes:
 - · Lower amount of commission fees.
- P2P marketplace for NFT items.
- Tier II Profile Badge which is a:
 - NFT Badge
 - Perks allowing one to enter special events, etc.



PROS:

Stake **80** tokens

EVERYTHING FROM (TIER III

Premium-tier prize pool, including magic boxes

Allow battle

WITHOUT PARTICIPATION

in all tiered and branded tournaments

Increases

NFT PRIZE POOL

pool for players

Gets higher chance to obtain high-grade eggs

GET A HIGH %

from referrals and get bonuses from the referral matrix PREMIUM SUPPORT

24/7

P2P MARKETPLACE

of NFT items

Lower amount of commission fees.

Tier II Profile Badge

- 4. Tier I (Pro-Influencer: Stake 160 Tokens)
- Everything from Tier II.
- Players can pay 100,000 tokens to place banners on the platform for different amounts of time as well as in different locations on the platform.
- Players get the highest chance to obtain high-grade egg(s).
- Players can organize their own tournaments.
- Players have the ability to withdraw their NFT prizes:
 - Lowest amount of commission fees.
- Tier I Profile Badge which is a:
 - NFT Badge
 - Perks allowing one to enter special events, etc.



MegaPros: Stake 160 tokens

EVERYTHING FROM TIER II



Ability to pay to put a banner on the platform

Gets

HIGHEST CHANCE

to obtain high-grade eggs

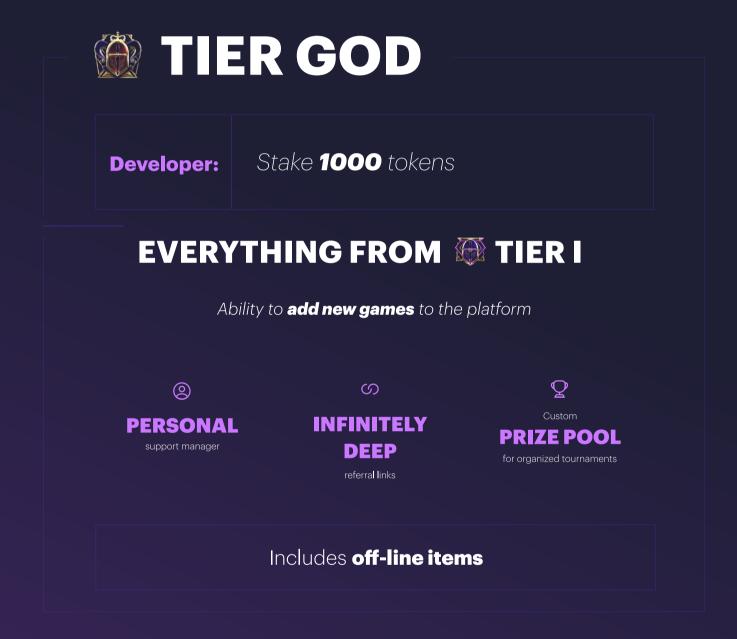
Organize your own

TOURNAMENTS

Ability to withdraw NFT prizes

Tier I Profile Badge

- 5. Tier O (Developer: Stake 1,000Tokens):
- Everything from Tier I.
- Developers can add new games to the platform.
- Developers have a personal support manager.
- Developers have access to infinitely deep referral links.
- Developers have a premium banner spot
- Developers can create custom prize pools for organized tournaments:
 - Includes off-line items.



6. Extra offer:

• For 10,000 staked tokens, users are able to place a banner in the premium location.

extra offer — 100 000 staked token

Regardless of a player's participation in the tier system, players do not need to stake to have access to the platform. See Tier IV above, they merely need to have their wallet connected to the system. Participating in tournaments requires users to pool tokens.

There will also be an initial token burn as well as an ongoing token tax. The token burn will be 2.5% on all withdrawals from every pool, and there will be a 10% burn as a cast-out fee from unstaking tokens. The burn will last the first four quarters of Arenum's operation and consist of a 50%, 25%, 12.5%, and 6.25% of the platform's revenue to be used to buy back the token and burn it every quarter for the first four quarters of operation followed by a 6.25% burm of the platform's revenue every quarter after which goes on ad infinitum.

Lastly, the egg system work as follows: the size of the user's stake affects the chance to loot some high-grade egg(s) from magic boxes, but this is not always guaranteed. Eggs can be merged, which costs tokens each time, in the case of a successful merge players are rewarded with a higher grade egg, and in the case of an unsuccessful egg merge, players will lose one of their eggs.

Towards a Multichain Future

To attract retail consumers, cryptocurrencies must be able to enter mainstream industries and dominate the landscape. Our development approach is to begin initial deployment on the Solana network and then start building out to multiple chains culminating with Solana. If we are to attract the widest range of cryptoenthusiasts and gamers we need to be able to be interoperable with some of the most popular and used chains in the space. By becoming a multichain platform we can connect all dApp games in the crypto space and break down the barriers between all communities and bring us under one banner to be united purely as gamers. Arenum is entering the mobile games industry with proven success and taking cryptocurrencies and leveraging the massive adoption of the NFTs to revolutionize the mobile games industry. By developing a platform that can support and publish mobile games across a variety of chains, Arenum is able to lift a significant burden from the shoulders of developers giving them time to focus on building their core game mechanics while Arenum introduces an exciting PvP layer and NFT metalayer to any type of game. Gamers are able to supercharge their normal gaming experience with access to Arenum's PvP tournaments for their game and take part in an NFT-metaverse that exists upon all games in the network. Arenum combines its exciting NFT metaverse, unique PvP SDK for developers, and play2earn mechanics to ensure that developers receive much-needed support and players continue to have exciting gaming experiences.