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## **PEAFARM**

### ***Social Network - Staking & Earning Cryptocurrencies - Farming Yield Finance Game Power***

#### **ABSTRACT**

This whitepaper introduces PEA FARM Ecosystem, a form of crypto-gaming, the practical application of the blockchain industry to the creation of a special product, completely independent and irreplaceable.

Although the blockchain's concept has appeared a long time, but until now, most of us have seen it applied mainly in the financial sector, hosted databases, auditing, banking,... According to Peafarm Network, we want to simplify the concepts of smart contracts, exchange electronic money, convert any other valuable item by referencing it an independent convention on the distributed ledger.

Peafarm's network and protocol are not merely creating a miniature society in the game, but it is also creating residual value calculated in digital assets. Traditional concept and approach "Game is an entertainment play" has been transformed by us into "Game is a financial investment field". According in the PEA FARM world, your gameplay is also a productive activity that creates benefits.

We hope that the ideas and the ecosystem we are developing will help you access the world of blockchain technology in a simple and closest way. Through features, operations and benefits. Benefits that Peafarm game brings.

Notice:

This white paper describes the concepts and methods of operation of the Peafarm ecosystem, the Peafarm Network with PEA tokens issued on the TRON 4.0 platform and complying with all standards established by the TRC platform.

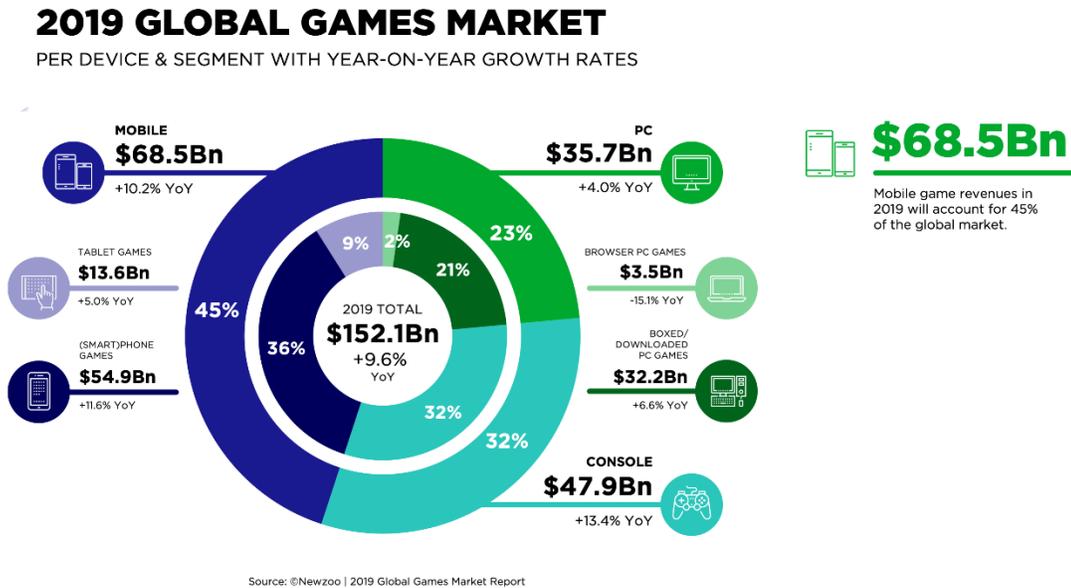
The content of this report had created for purpose of providing the project's information and to the community. We do not have any legal obligations on third parties. For specific Peafarm terms, please see here.

#### **VISION**

More than ever, Game is always at the center of all entertainment business activities. The number of players participating in the entertainment by accessing online games is not only increasing over time, but also forced the billion-dollar

industry to innovate constantly, creating many different games and ways to accommodate players of different ages and segments.

According to statistics by 2019, there are more than 2.5 billion gamers around the world, the total amount they spend on games were 152.1 billion dollars, up + 9.6% over the same period last year.

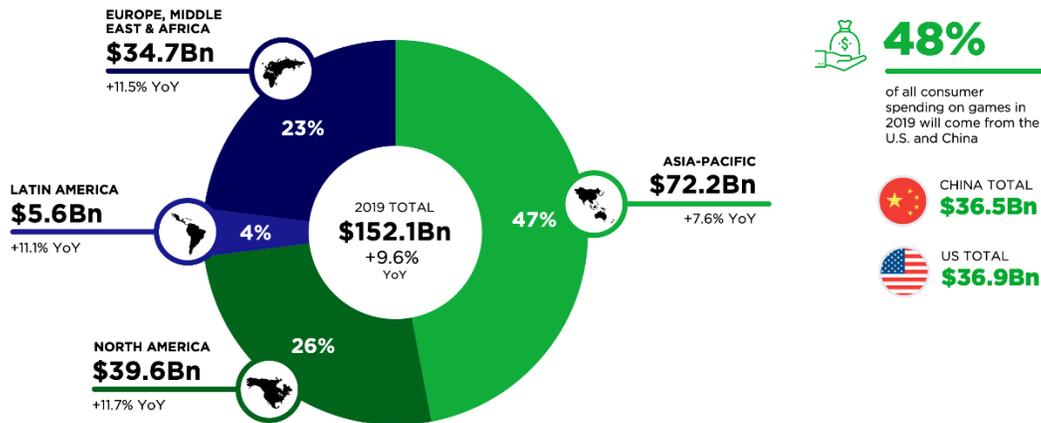


*P1: Statistics chart of global games market revenue in 2019*

In particular, mobile games (smartphones and tablets) are still the largest segment in 2019, accounting for 45% of the global game market, up + 10.2%. Console is the fastest growing segment, up 13.4%. Although PC gaming has a modest growth of only + 4%, the position of PC games has always been the foundation of all developments and innovations in the online gaming market. Most of the most popular game genres originated in the PC gaming community. (All figures above are compared with the same period on last year).

## 2019 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | 2019 Global Games Market Report

### *P2: Statistical chart of the global games market share, in 2019*

The United State and China remain the world's two largest online game markets. An estimated that 48% of the customers spending their time playing games come from those countries.

In terms of revenue, the Asia Pacific region holds the largest share, with sales of \$ 72.2 billion accounting for 47% of total global sales. Right after that is North America, Europe - Middle East and Africa ranked third, Latin America is at last.

A new opportunity opens up for the growth of the online game industry on a decentralized platform.

The idea of Peafarm is to create a free online farm game for all users to experience. But in the Peafarm-game's world, you are not only participate in entertainment, but also invest and farm for profit. All items in the game such as Grapes, Cherry, Apples, Pigs, Chicken, ... and all your farming activities create valuable products converted into electronic money, exchange codes.

Especially, each farm in the game is a special product, with its own characteristics.

Regarding in-game items, we use NTF (Non - Fungible Tokens), each item which are irreplaceable and they will be a standalone smart contract assigned to a corresponding value code. It allows Peafarm to create better privacy, verify user ownership and better security.

It's an ecosystem that goes from entertainment to investment, and as a result profitable. Hundreds of millions of users in Peafarm's community network will create liquidity and help the ecosystem grow sustainably.

To learn more about the concepts and how our project works, please check out the following categories.

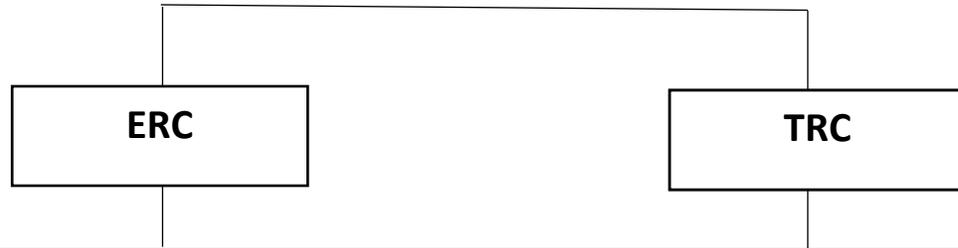
## **DEVELOPMENT PLATFORM AND HOW PEAFAARM WORKS**

### **I. WHY WE CHOOSE TRON 4.0?**

For decentralized game development applications, you can see many familiar projects developed in the early stages on the Ethereum platform such as ERC721, ERC998, ...

However, at Peafarm, we aim for an investment and entertainment environment that offers as many convenience and comfort as possible. And after considering many factors in terms of conversion cost, transaction speed, stability, security level of the blockchain network, ... we choose TRON 4.0 platform with the best version being Great Voyage.

Let's take a look at the detailed comparison between the two ERC and TRC platforms that we create below.



Implemented in*	Go, Rust, C++, Solidity	Java
Targeted at	dApps platform	Decentralized Internet and its infrastructure
Transaction Speed*	6 minutes	15 sec
Transactions per second*	25 trx/second	Up to 1500 trx per second
Transaction Fee*	Gas fees paid in Gwei	Normal transactions cost bandwidth points (free 5000 bandwidth points provided daily) and Smart contracts cost energy (Earned through freezing of TRX)
Block Size Limit*	Gas limit per block – depends on contracts complexity that is being run	No limit
Programming languages Supported*	Solidity	Java, Scala, C++, Python, Go
Governance*	Decentralized autonomous organization (DAO)	Super representative (SR). Everyone can vote for SR candidates. The top 27 candidates with the most votes will become SRs with the right and obligation to generate blocks.
dApps Support	Yes	Yes
Architecture	3 layer architecture	3 layer architecture
Core Components	Database, code	Storage layer, core layer and application layer
Virtual Machine	Ethereum Virtual Machine	Tron Virtual Machine
Features*	Decentralized, Cryptocurrency, Automatic, Open	Data liberation, Content ecosystem, Distributed digital assets
Blockchain Storage	Trie data structure	LevelDB, KhaosDB
Scalability	Scalable	Scalable
Consensus Algorithm*	Proof of Work (POW)	Delegated Proof of Stake (DpoS)

*P3: Comparison table between blockchain platform ERC and TRC*

In the above comparison table, please pay attention to the categories we have marked with (\*). That is important information to decide why we choose TRC blockchain.

There are three core points that facilitate the best for users in the game, namely: Transaction speed, number of transactions per second, and transaction fees.

On the Peafarm Game platform, we aim to make the simplest and most convenient for users, exchanging in auction the items which harvested from your farm in the game system. It is an action that happen regularly. What if it often suffers from network congestion, slow processing, or costs your transaction a lot?

Time per transaction is only about 15 seconds, fees are extremely cheap and the ability to process up to 1500 transactions per second. We fully believe that the TRC blockchain platform will meet the crypto-games ecosystem that Peafarm aims for.

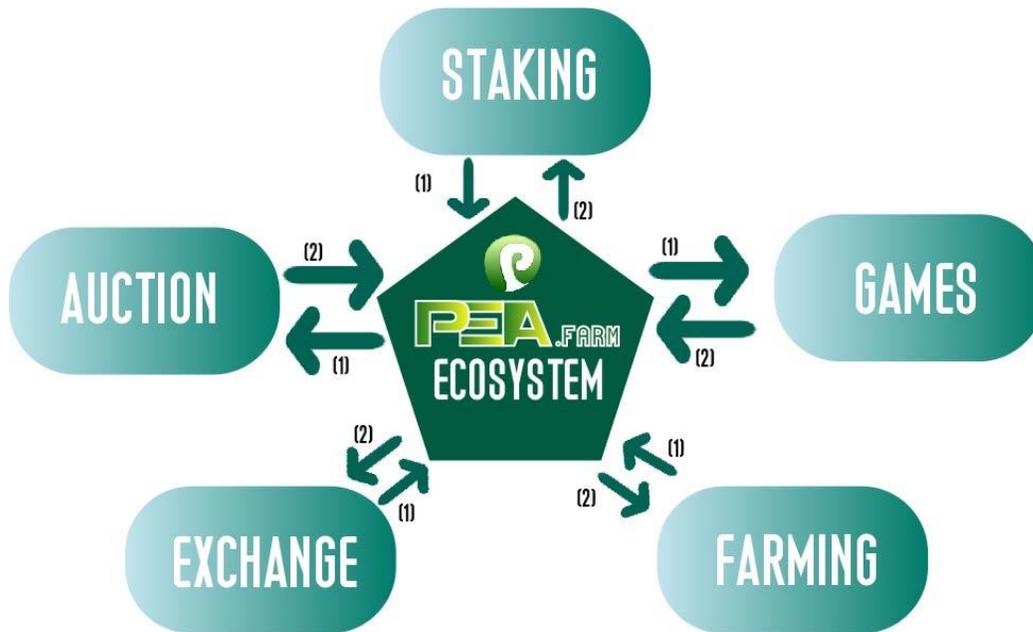
In terms of the transparency of the platform, Tron uses a delegated Delegate Proof of Stake (DPos) algorithm, time-voting that validates transactions, it works really efficiently and without any cheat - (Cheating takes place in the network).

In contrast, Ethereum uses Proof Of Work (POW), an algorithm that requires solving mathematical equation nodes, so that the ERC network becomes less efficient when operating in the condition of a block. large amount of transactions at the same time, and the transaction fee is also very high.

If we choose the Ethereum platform for Peafarm, players will certainly not enjoy many benefits that the network brings.

ERC's limitation in security is also one of the reasons that Peafarm chooses to develop the Peafarm ecosystem on TRON 4.0 platform.

## II. PEAFARM ECOSYSTEM GAME OPERATION:



*P4: Peafarm blockchain ecosystem*

Peafarm is a virtual farm game system using blockchain technology and NFT to create many different digital asset values for the purpose of unleashing creativity and giving ownership to players.

Each NFT has a special and unique value that cannot be divided or replaced by another. NFT tokens are characterized by scarcity, security, and high authentication.

Fungible Tokens	Non – Fungible Tokens
E.g., One US Dollar	E.g., Mona Lisa of Leonardo Da Vinci’s painting
Interchangeable	Not interchangeable
Uniform (all are the same)	Distinct or unique
Divisible	Indivisible

*P5. Comparison table between fungible and non-fungible tokens*

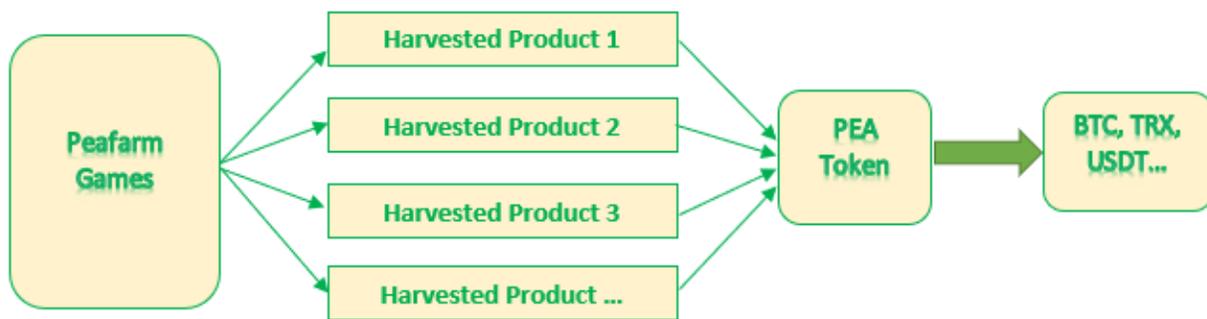
In the Peafarm ecosystem, every member of our network experiences full facilities and unlimited features on the platform.

Act as the center of the project, Peafarm Ecosystem will have five main applications developed, including: Games, Staking, Farming, Exchange, Auction..

### 1. Games:

As the best game application on blockchain platform, Peafarm changes everyone's traditional perception of how to play video games.

As of now, it is not just a normal entertainment game, with Peafarm you can completely invest and maximize your profits by selling the items harvested from your farm into valuable electronic money, tokens.



*P6: The process of creating value property on Peafarm Game*

Looking at the above diagram, it can be easily seen that the items harvested in the Peafarm games are worth converting into BTC, TRX, USDT, ... through the PEA administrative token.

In the traditional game market, all conventional items such as diamonds, pearls, gold coins,... are only virtual symbolic value for the game, you can not turn them into an investment - real profit.

On the Peafarm entertainment platform, every activity can bring value and profit. That is the most important practical application of Blockchain to the game industry.

## **2. Auction:**

Aims at creating the community interaction and creating the highest liquidity environment for the game network. The auction catalog will be developed by us as an integral part of the Peafarm Farm Games ecosystem.

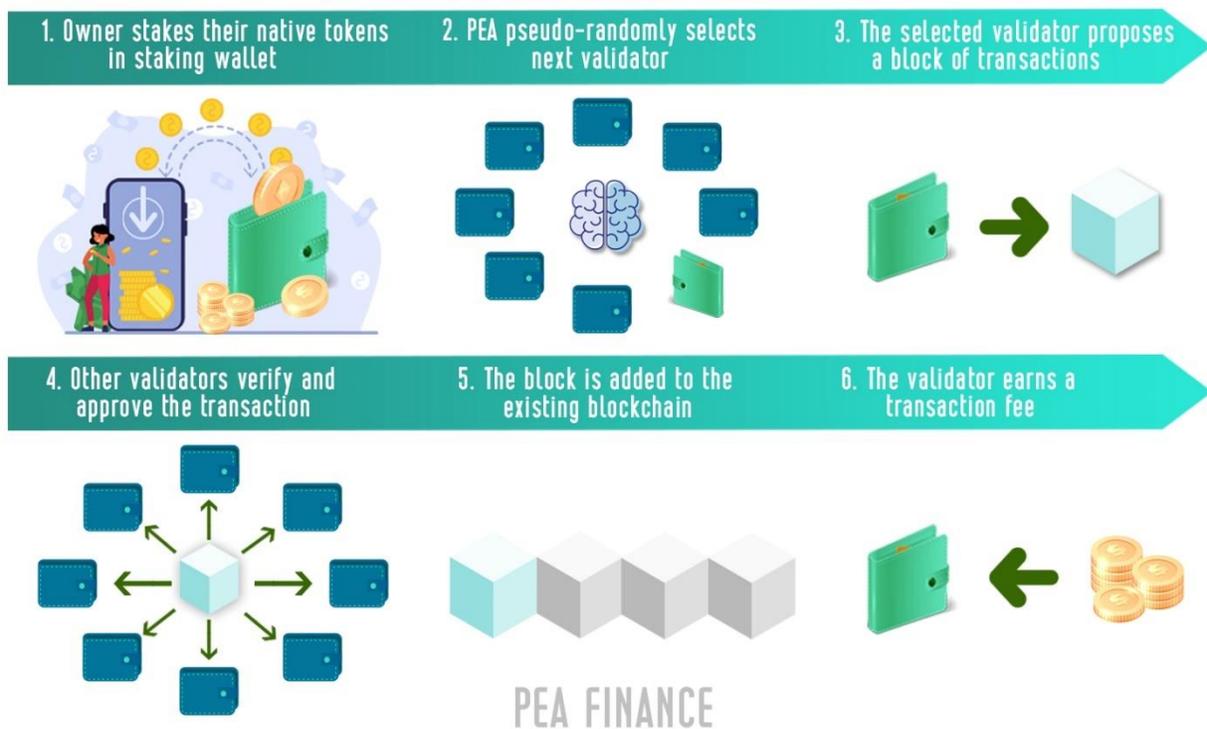
As a farm owner, you will need a variety of tools and items needed to grow your farming or increase the productivity of your farm. And the products harvested from the crop in the game, you will need to sell them in exchange for other valuable crypto tokens.

The auction market will be a place where you will meet other players, where you can trade and find all kinds of valuable, publicly sold items. You will interact directly with millions of users in the Peafarm ecosystem, and all purchases and prices for each item are determined by the market, without the intervention of the game-play management system.

The algorithm will be pre-programmed on the smart contract, allowing the auction to be operated in the most independent and transparent manner. You can easily verify this through our smart contract..

## **3. Staking:**

Because of using a Delegated Proof Of Stake (DPos) consensus mechanism, you can contribute stakes to the network nodes and participate in transaction-validation block on the network, you will receive a corresponding block reward PEA token for each validation transaction completed.



*P7: The Staking process occurs in the Peafarm blockchain network*

A special feature about Peafarm's Blockchain, is that we focus on the highest security and safety for network nodes, by creating a Cold Staking solution.

Most of the shares used for staking are stored in hot wallets, and are connected to an online computer. Your IP will be public, and this will facilitate hackers to carry out many attacks to take over your property through private keys being installed and launched on your computer..

Cold Staking helps to solve this problem by delegating the Staking authority to a Staking Node, which is done through an independent smart contract.

The Staking Node will always be online, but does not contain its own key. Staking Node provides resources for Blockchain and Stakes on behalf of another wallet but cannot spend or move tokens in any way.

By using cold wallets like Ledger, Trezor,... shareholders only need to set up smart contracts and check their accumulated passive income, without the need to online connect to the internet. or power source.

#### **4. Farming:**

When you are an investor who wants to contribute liquidity to our ecosystem. It is entirely possible to hold the PEA governance token to interact with the Liquidity Provider (LP) and provide liquidity to the protocol's Liquidity Pool. In other words, your PEA token will be locked, in return after a certain time you will receive the corresponding block reward, including PEA token and part of the new PEAS token. (The percentage of shares we will specifically provide in the next plan update).

All of these mechanisms are managed by many independent smart contracts, allowing for transparency and security of assets on the Peafarm blockchain..

#### **5. Exchange:**

After Pea token being put into use, it will be listed on public Exchanges. Investor can make transfer and exchange after the PEA Token is officially listed. This will be updated by the PEA FARM development team with specific information on roadmap and our mainstream news channels.

### **III. HOW PEA FARM ECONOMIC CYCLE IS CREATED?**

#### **1. Game Player:**

This is a community that brings together people who love and experience a version of farming game on blockchain technology

This community is expected to account for about 65% of the total number of users participating in the Games ecosystem. This group of people will spend more time playing games and interacting with the community.

They can earn profits through a special in-game feature that helps neighbors grow / harvest products in the game.

Farmers are compensated with a PEA commensurate with their labor. And after they have enough PEA, they will be able to buy plant seeds, breed animals, etc... to cultivate and build their own farm..

#### **2. Opportunity Investors:**

The number of this group of people only accounts for 35% of the ecosystem, they participate in the market to carry out activities of holding, buying, selling, trading, exchanging PEA tokens, they come to look for profitable investment opportunities,

and they contribute to creating great sources of liquidity for the Peafarm ecosystem.

### **3. Business Activity:**

In the game system, Peafarm devotes an important space where sellers and buyers or investors can meet to exchange items, buy and sell finished products harvested in the game, That is the "auction market" area.

In addition to selling the produce harvested in the season, the rancher can also auction his entire farm to someone else, if they do not feel like continuing to invest. This will be done through the property transfer feature on Peafarm's smart contract.

In the game, each farm will have completely different characteristics depending on the choice of farm investment and the preferences of each owner. Therefore, the products will alternately be traded actively, creating the need to use PEA copper for payment, the high potential of PEA will be beneficial for both gamers and investors.

## **IV. WHAT IS PEA, HOW IT WORKS?**

The PEA serves as the governance token of the Peafarm blockchain ecosystem. Is a utility token built on TRON 4.0 Blockchain platform, used as the basis for all transactions and exchanges on the Peafarm Finance derivative platform.

In the game system and Peafarm financial platform, PEA tokens have specific use as follow:

### **1. Payment And Use On Peafarm Platform:**

Players can use PEA tokens to buy seeds, ... then perform farming and breeding on their farm. The PEA token is also used to pay for pet food purchases or to upgrade the technological machinery that produces additional items for the farm.

After the crop were harvested, the player can sell harvested items from the farm in exchange for PEA tokens.

The PEA token is also used for the liquidation of the purchases in the auction area, some special rarity items such as: Gold-laying hens for 10 times more yield, a magical seed immediate harvest in 24 hours, ...

The need to change and develop personal farms in the game helps PEA tokens to be circulated continuously, PEA is the token that connects players to different applications on the platform.

## **2. PEA Governance:**

Owning PEA token, you will have the right to vote and participate in the important decisions of the platform. Those issues may be related to the upgrade to launch a new version of the game, upgrade the blockchain system network, split the blockchain ... And vote on some other important issues when the referendum of shareholders' opinion is needed.

The PEA token is also the underlying cryptocurrency to create many other tokens for each independent smart contract of the blockchain network.

## **3. Staking and Farming:**

As analyzed above (section 3.4 of content II), the Peafarm ecosystem platform allows investors to profit from staking and participate in providing liquidity to the protocol's Liquidity Pool.

The PEA token serves as the key for you to generate passive income from contributing the amount of PEA tokens you own to Peafarm's financial system, and you can continue to reinvest the residual income. or convert to asset value such as BTC, ETH, TRX, USDT, ... From Staking and Farming you will receive more than the amount of PEA tokens and a few other value tokens respectively will be official updated in the next development roadmap of the project.

## **4. Virtual Land:**

The world that Peafarm builds are fertile and lush virtual farms, where you can unleash your creativity by farming, breeding, economic development, farming on your own property. .

PEA tokens are using to buy ownership of those lands, depending on the size and area, geographic location, ... which will have different values. This ownership is permanently unchanging, it is clearly and transparently represented by an independent smart contract.

After claiming ownership of the property, you can cultivate, plant on your farm, or have the right to auction, resell to others in need. This property transfer right will also be clearly shown on the TRC smart contract..

## **5. Foundation:**

Like many other blockchain projects, Peafarm will have a Pea Foundation with the purpose of supporting and providing investment costs for the Peafarm ecosystem to operate and develop. The fund also sponsors many affiliate programs with partners, or funds additional auxiliary projects to expand the scale of Peafarm later.

In future, the fund will also support many other game projects with attractive and quality content to bring to the community the best versions of games. The fund's asset valuation will now be calculated by the total value of the projects funded by the fund.

Therefore the PEA token has an important role to play in creating liquidity and anchoring of long-term asset value for the thriving Peafarm community.

## **V. PEA TOKEN'S GROWTH PLAN?**

With a vision and mission to create the merger between playing video games combined with profitable investment activities on virtual assets but with real value of blockchain technology. It can be said that Peafarm is one of the technology projects that bring the concept of blockchain closer to the people and the real world than ever.

Until now, the community of video game players has joined for entertainment purposes, they are willing to spend a lot of money to decorate characters in the game, to buy virtual items and upgrade development. a virtual character, does not bring any major revenue.

And in the crypto market, investors come to the blockchain industry solely for the purpose of buying ownership of crypto tokens because of the expectation of its growth value in the future. There are few applications of cryptocurrencies in real life.

Peafarm's ecosystem is the most effective bridge connecting gaming entertainment and profitable investment in the blockchain industry.

The virtual world in all kinds of video games is inherently familiar and popular in all walks of life and different ages of players. However, playing games to profit from direct interactions in the game is a new thing that only blockchain technology can do.

And to demonstrate the purpose and ambition of the project, our team will launch the complete Peafarm farm game interface and content in quarter 4/2020.

Unlike other projects that require funding prior to product launch, Peafarm aims to market trust and credibility, we offer farm farming game product with full version, allowing Registered users for practical experience in the investment process on the Peafarm ecosystem.

Launching a product prior to a token sale to raise funds, this is a sure step towards demonstrating the seriousness and commitment of the future project to investors.

In addition, we also implement the Airdrop token sharing program so that anyone who joins Peafarm can experience our game instantly.

The PEA token, when released, will go directly to use as a digital currency with the function of exchanging transactions in the game.

Demand for PEA to pay for farm operations, own virtual real estate assets, contribute shares to earn profits, ... will make the demand for PEA to increase.

Meanwhile, the supply of PEA tokens are limited, the maximum supply are only 15,000,000 tokens. The more new players joining the Peafarm game ecosystem, the more the demand increases while the total supply remains unchanged. That creates a PEA scarcity that leads to an infinite upside potential for those who aim to hold PEA tokens in the long run..

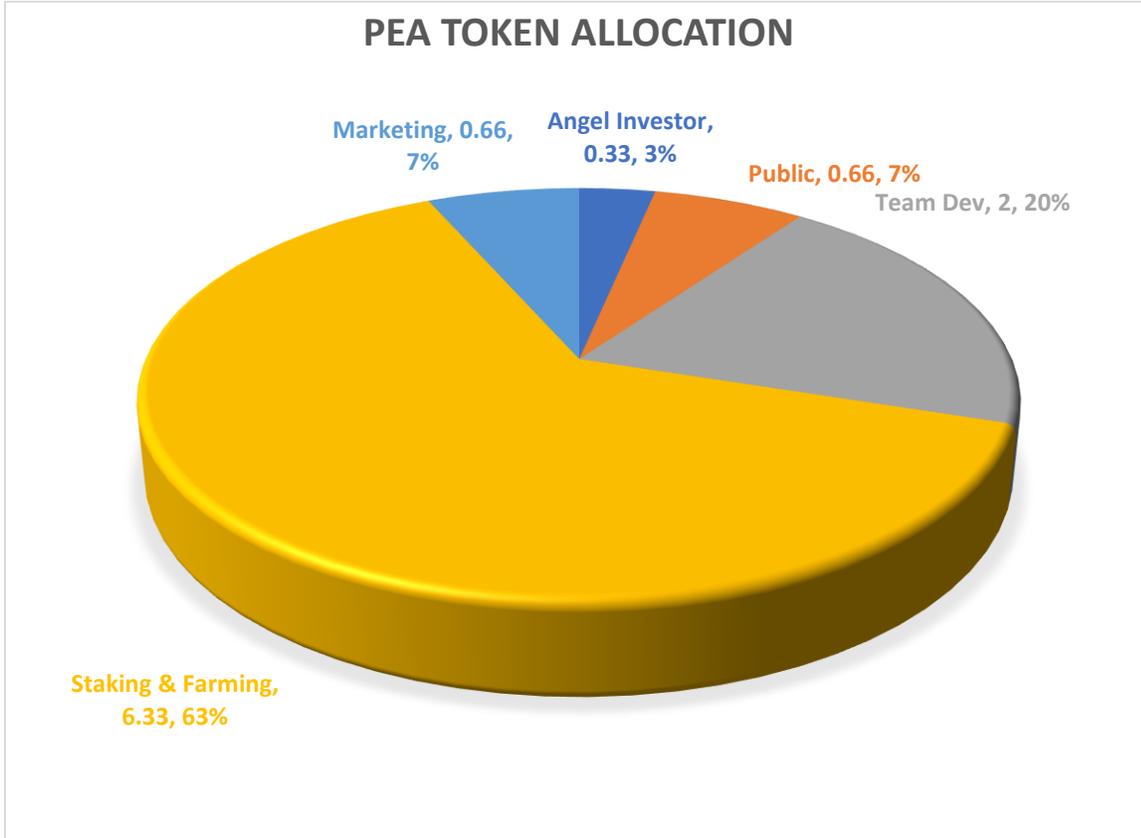
## **VI. PEA Token Details Information:**

PEA is a token issued on TRON 4.0's Great Voyage blockchain platform. Therefore, the PEA token has many outstanding features of the TRC platform, suitable for the operation and development of the Peafarm ecosystem, and towards the creation of an independent blockchain of Peafarm later.

Token name:	PEAFARM
Ticker:	PEA
Blockchain:	TRC20
Contract:	TPZwZjcnGeoTGk6K8hhsc8nSuLpcaWEYkV
Token Type:	NFT
Consensus:	Delegated Proof of Stake
Total Supply:	15,000,000
Circulating Supply:	1,500,000

## VII. Token Allocation:

With a fixed total supply of 15,000,000 tokens, the PEA token is divided by the team into 4 parts, allocated as follows:



*P8: PEA token distribution chart*

PEA TOKEN ALLOCATION	
Angel Investor	500,000
Public	1,000,000
Team Dev	3,000,000
Staking & Farming	9,500,000
Marketing	1,000,000

In Peafarm system, PEA tokens are allocated and used for the following purposes:

Only 3.3% of PEA tokens went to Angel Investors during the first Pre-sales sale. A very small amount of these PEA tokens are intended for Peafarm's investment

partners, and will not affect or change market prices when the PEA is traded on the market.

The amount of public offerings will account for 6.67% of PEA's total supply. Investors will buy PEA tokens through a direct auction on the website Pea.farm. You can immediately use the PEA token you just bought to invest in your virtual farm on the game Peafarm and profit from farming land, growing fruits, raising animals, harvesting agricultural products, ... or withdrawing to personal TRC wallet for storage purposes.

Peafarm spends 20% of the PEA token for the project's development team, which will be used to invest in upgrading blockchain, expanding the game map, upgrading system and continuously updating new application features through each stage.

6.67% will be used for communication, marketing and implementing affiliate programs for Peafarm's partners.

The remaining 66.3% of the remaining PEA tokens will be used to give investors access to Peafarm's staking and farming programs that help create liquidity and long-term profits for the ecosystem.

The PEA Tokens sale date of the PEA FARM project is divided into two phases as follows:

- Pre-sale phase: 08 Dec 2020
- Public sale phase: 15 Dec 2020

(Please follow the latest updates from our official media channels)

## **VIII. ROADMAP:**

(To be advised)

## **IX. DEVELOPMENT TEAM:**

### **1. Founder - Khubaib Ahmad:**

He has a huge interest in conducting Business-Related research that's why he had received a high achievement award during the 6th ICIM Conference. Prior to that, he had completed Graduation in Business and Information Technology from IBIT - Punjab University.

Education background:

\* 2012 - 2016: Institute of Business and Information Technology, University of The Punjab

\* 2012 - 2016: IBIT, University of The Punjab

\* 2019 - 2021: MBA, Business - University of Central Punjab



### **2. CEO - Carlos Rafael:**

He is all about leading successful brands. He develop high-performing digital marketing teams and use strategic, data-driven decision making to achieve business objectives. Especially, his experiences areas of expertise are: Digital Media, Email Marketing and SMS, Paid Search and SEO Data, Insights and Analytics, B2B and B2C Marketing, Product Marketing, Creative Strategy, Social Media Marketing, Organizational Design, People Development, and Team Building and Mentoring. He has completed MBA program in Escola Basica e Secundaria de Ourem.



### **3. CFO - Margarida Fernandes:**

*(Master in Business Management - ESGIN-IPCB)*

Her quotes: "*Shall we talk about technology in marketing or just talk about humanization? Both! With technology, we can create new and strong human connections from the automation of processes without losing awareness of who we are and how we possess our individualities.*"

She like digital marketing that works like this: a good inbound strategy, content focused on people and automation



that seeks respect for the buying journey and the necessary time for perfect nutrition.

#### 4. CTO - Syed Raza Ali Zaidi:

Innovative and dedicated professional with 4+ years of experience as a web developer as well as proficiency in web development technologies and Project Management skills. Expert at delivering simultaneous, large-scale projects within budget and time constraints while leading IT management teams in providing innovative business solutions. A technology enthusiast with experience in providing strategic guidance regarding IT technology and infrastructural enhancements to clients and organizations.



Education background:

\* 2011 - 2015: Bachelors of Science in Computer Science - COMSATS Institute of Information and Technology

\* 2016 - 2018: Masters of Science in Project Management - COMSATS Institute of Information and Technology



**Karin Ampferer**

(Advisor)



**Gonçalo Santos**

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**Alexa Németh**

(Advisor)



**Julie Porchet**

(Advisor)



**Steff Laphorne**

(Advisor)

## **X. REFERENCE:**

*\* This whitepaper use a part of the statistical literature from the source @Newzoo / 2019 Global game market report.*

*\* The data used in this whitepaper are also referenced from the blockchain background of ERC and TRC.*

*\* Peafarm's media channels:*

*Website: <https://pea.farm/>*

*Telegram Official: [https://t.me/pea\\_farm](https://t.me/pea_farm)*

*Telegram Channel: <https://t.me/peafarm>*

*Twitter: [https://twitter.com/PEA\\_FARMM](https://twitter.com/PEA_FARMM)*

*Linkedin: <https://www.linkedin.com/company/pea-farm/about/>*

*Facebook: <https://www.facebook.com/PEA-FARM-113676433824777>*

*Medium: <https://medium.com/@peafarm>*