Skara

Rewarding the SKARA community by connecting to the wider economy on the blockchain

Whitepaper

ABSTRACT

Video games are everywhere. Not only are more people playing games than ever before, but more people are watching them and even winning money competing in them.

The global phenomenon has received the attention of media and corporations, who increasingly benefit from involvement in the industry as sponsors, partners, owners and investors.

However, few truly benefit from the economic gains associated with all of this activity - until now.

SKARA is a new entertainment universe that includes a multiplayer competitive eSports platform, narrative role playing (RPG) games and mobile apps in a rich fantasy world described in a series of novels to be published January 2018.

We propose embedding blockchain at the heart of the SKARA ecosystem, in order to decentralize the benefits of participating in the games, both casually and competitively.

Connecting the rewards for participating in the SKARA community to the larger community is a huge benefit to everyone. We believe this is the future for gaming.

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EXECUTIVE SUMMARY

Imagine making real money while playing your favorite game. In SKARA, you can now do just that, legally.

Video games have experimented with purely digital currencies and digital assets for years, often with great success. However, until the advent of blockchain technology, these economies existed in official isolation to the real economy. It is time to change this.

SKARA is one of the first games to overcome this barrier by creating a new cryptocurrency in the form of an ERC-20 token based off the Ethereum blockchain called SKARAT (SKARA Token - SKT), which can be traded on the open market.

Through this new vehicle, participants in the SKARA community will be able to buy, sell and trade in-game assets without having to go to shady black markets.

The idea enhances the already well established concept of rewarding players of free-to-play video games. These type of games usually offer in-game currency, cosmetic assets and other goods simply by playing the game - a concept known as farming. Although some platforms offer the limited possibility to trade these goods through a closed market, game developers and publishers strive to suppress free trade as they undermine their profits and game balance economy.

Such environments often facilitate the creation of off-game black markets where game resources are being traded for real money between people

farming assets and those who don't want to spend the time doing so. Too often players are cheated out of money or hard won game assets. By opening up SKARA to these kind of transactions, players will benefit from the security of a controlled environment.

These transactions are only limited by the imagination. Amongst our intended use cases for SKARATs, is to be able to bet in eSports tournaments, to collect cards, purchase items, gain access to certain tournaments or events, or access limited areas of territory inside of the SKARA World.

SKARA is an entire universe, including an award-winning, competitive team-based action game, a novel set for release January 2018, a mobile game and several single player RPG games. All of these products inhabit a post-apocalyptic fantasy world where cultures must struggle and adapt to survive.

Without any marketing spend, more than three hundred thousand people have played SKARA to date. Many more are waiting for SKARA's Beta release. With a successful token sale, SKARA will be able to fully develop and market like no indie game has ever done before. This will have a positive impact on everyone holding in-game assets, which the development team plans to connect and secure to the blockchain.

This paper explains the principles of the SKARAT ecosystem and our execution plan.

THE SKARA UNIVERSE

SKARA goes far beyond a simple video game. SKARA is a rich world thought up by creator Pablo Rodriguez - a world peopled by dramatically different cultures who compete to survive a cosmic disaster. By combining cross-platform video games with novels and comics, the SKARA Universe is fully intending to become a lasting cultural contribution of the same magnitude as Lord of the Rings or Star Wars.

Pablo has been working on the story behind SKARA for more than 5 years. This work has culminated in a debut novel, SKARA - THE TIME OF THE TWO SUNS, which will be published in January 2018.

SKARA - THE TIME OF THE TWO SUNS describes the world of SKARA before a planet crashes into the sun, unleashing a violent cataclysm that destroys everything.

This post-apocalyptic world is where SKARA's innovative, team-based action video game begins. SKARA - THE BLADE REMAINS is designed for competitive eSports. It combines AAA level graphics, the intense feel of online multiplayer games with the soul of an RPG.

The combination of high quality, fast paced multiplayer action with a deep narrative driven by the players involved serves to create an absorbing experience that our global community cannot get enough of.

Description of SKARA,
the multiplayer game

The multiplayer aspect of the SKARA Universe has several key features::

Fast-paced combat with timing and accuracy focus: Each survivor has his own 3rd person combat style with a personalized set of close combat movements and skills to fight in frenetic skirmishes against other players.

Fighting synergies between team characters: In order to master the game you will need to learn the specificities of each culture's combat style to take advantage of your survivor's unique skills to play as a cohesive group of warriors, powered by each other's strengths.

Quick multiplayer matches: You can choose different game modes ranging approximately from 3 to 10 minutes. You cannot hide in the arenas. You must kill your enemies before they kill you.

> **"You must kill your enemies before they kill you"**
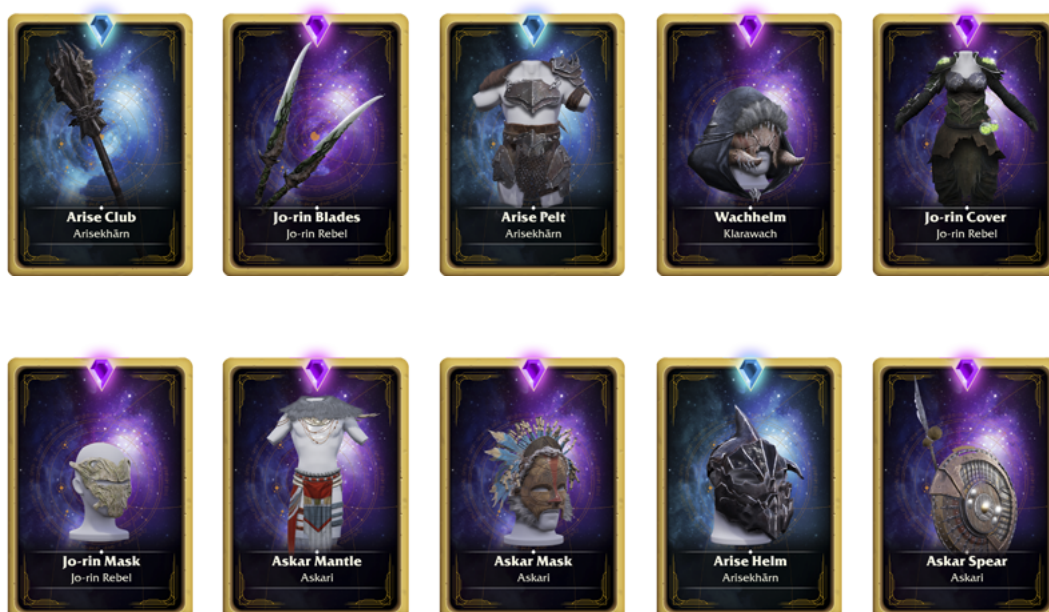
Game modes: There are 3 game modes: a 1v1 "Duel", a 3v3 "Last Team Standing" and a 5v5 "Domination". There are 4 arenas: "Jaarvi" is the icy scenario for the Duels, "Khilma - Lava Coliseum" and "Gâo-di" are the two scenarios where the Last Team Standing matches take place, and "Zem" hosts the "Domination". Nearly all of them contain interactive elements. Danger is everywhere.

Lore-Rich: The team will also continue the SKARA story directly reflecting what happens in the multiplayer game. Each culture in SKARA has its own story, mythology, heroes and political structure. Music, funerary rites, language and even calligraphy for each one of the cultures is described in the Lore and players can interact with it on the SKARA Wikia (SKARA.wikia. com). Much of this material is generated by players themselves. To date, more than 101 pages worth!

Players become Heroes: In Skara, the best players are not only rewarded with competitive earnings, they become the stuff of legend. We mean that, literally, the best players actually become characters in Skara novels and first person action games - to be played alongside by all.

Card system: To make players into heroes, we have engineered a collectible card system which tracks player stats. The top performers become an asset on the blockchain - and of course they gain some benefit from that status!

> **"eSports players will be the protagonists of Skara's future books"**

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Traction - The Story so Far

SKARA the company was founded in 2012 after several years of pre-production on the SKARA Universe.

In 2014, SKARA - The Blade Remains was selected to join the Microsoft Ventures Accelerator Program in London as one of only two video game companies receiving access to the Xbox One Developer Program.
SKARA has received multiple international awards and global recognition in its Early Access stage.

A playable Alpha version of SKARA has been accessible on STEAM Early Access intermittently since early 2017 in order to allow the developers to collect feedback and improve the game experience. This has also helped grow the SKARA community to the size it is today.

Metrics (in Alpha)

As a community driven project, SKARA's players have already demonstrated very high levels of engagement since inception and especially during time-limited events, continually breaking participation records with top players engaged in SKARA for more than 20 hours a day!

TRACTION IN ALPHA

+300k Players

With no marketing budget (viral)

37,649	Monthly active users
$0.33	Average revenue per daily active user
+40.000	Transactions with premium currency

28,9 ARPPU/Month (USD)

Players	%	RPPU
Whales	10%	109
Dolphins	48%	32
Minnows	42%	6

78.95% Day 1 retention
42.11% Day 7 retention

2h 49min
Average time played

+3k Players
Played for more than 30h

+120k Players
Played for more than 3h

+200k Followers

Average revenue per daily active user

| 38% | Facebook |
+130k followers on Skara's Facebook Page

| 24% | Steam |
+90k members on Skara's Steam Community Hub

| 16% | Youtube |
+2m Skara related views.

| 12% | Twitch |
Our fastest growing platform, including streams by popular gamers and eSports players.

| 10% | Others |
Twitter, ArtStation. Pinterest, etc.

METRICS

Metrics

7%	Download growth p.m.
1.00	Early Access price (USD)
7%	Conversion to pay
28.9	ARPPU/Month (USD)
2.0	ARPU/Month (USD)
60%	Av Monthly Churn
1.7	Av Player Life Time (mths)
3.4	LTV (USD)
0.8	K-factor
0.5	CAC (GBP)

Leagues

SKARA is helping players develop regional professional eSports leagues (Premier and Secondary Leagues) where player teams compete with each other for prize pools. The best eight teams in each region will compete regularly in playoffs and championships.

In early 2017, players organized the first tournaments with amazing success. Four teams with twelve players participated, creating their own team logos and broadcasting the competition online.

With the advent of the Skara Beta, we aim to help take this further.
Leagues will be organized and broadcasted by SKARA.
Leagues will last for six months and the best teams will be financially sponsored by SKARA.

To access the Premier League, other teams have to compete in a series of drafts. These will become the Secondary League. At the end of the draft period, the bottom two teams in the Premier League will compete against the top two teams in the Secondary League (or Draft Series) to stay in the Premier League, or face relegation.

SKARA PREMIER LEAGUE

SKARA SILVER LEAGUE

Betting

As a competitive and exciting game with high production value, SKARA will attract a large number of spectators willing to bet on their favourite players and teams.

In order to promote fairness and transparency, SKARA will build its own betting platform in which results will automatically update in real time. This solution is more efficient than using betting sites that rely on manual inputs in order to provide results, which is usually time consuming and prone to human errors. By synchronizing game results automatically, people will be able to bet in real time allowing odds to reflect the specific situation of the game more accurately at any given time.

SKARA has entered an agreement with a third party betting platform for the licensing of their platform in order to speed up the implementation of betting capabilities. Bets will be conducted using the SKARA Tokens only.

Economic assumptions

Based on our existing Alpha metrics, SKARA uses the following assumptions to estimate our Beta launch results.

7%	Download growth (per month)
7%	Conversion to paying players
28.85	Average Revenue Per Paying Player ARPPU/Month (USD)
2.02	Average Revenue per Player ARPU/Month (USD)
60%	Average Monthly Churn
1.7	Average Player Life Time (in months)
3.4	Lifetime Value (USD)
0.8	K-factor
1	Customer Acqusition Cost (USD)

We expect 5 million downloads in the first 12 months after Beta launch and 40 million in the first three years.

World target revenue is expected to reach $1.5 million per month after year one and $18 million per month in the long term.

This will create tens of millions of transactions in SKARATS and generate a substantial demand for their limited supply.

Development Roadmap

DEC 2012
Skara is founded

JAN 2013
Pre-production

JUL 2013
Beginning of development with Unreal Engine 4

JAN 2014
Skara passes Steam Greenlight in just 7 days with +8k votes

FEB 2014
Skara is selected in the Microsoft Venture Accelerator Program

OCT 2015
Skara first private Alpha version hits Steam

DEC 2015
Skara is awarded with Best Beta of 2015 award by MMO Games

AUG 2016
Skara soft launches in Spain

FEB 2017
Skara globally releases its Open Alpha

JUN 2017
Skara reaches +300k users

AUG 2017
First official Skara tournament

SEP 2017
Preparation for token sale
First assets recorded on the blockchain

NOV 2017
Skara Tokens pre-sale

JAN 2018
Skara Beta Launch

JAN 2018
Skara 'Time of the Two Suns' novel launch

JAN 2018
Start of Token sale

FEB 2018
End of Token sale

Development Roadmap

FEB 2018
Skara beta is launched (PvP only)

FEB 2018
All Skara assets in the blockchain.

MAR 2018
Second official Skara Tournament - SKT's for the winners

APR 2018
Skara Pro League system

MAY 2018
First Skara Beta Event (exclusive new content)

JUN 2018
Single Player is released

JUL 2018
The Journey Feature is added

AUG 2018
Second Skara Beta Event (celebrating the 2018 World Cup)

SEP 2018
Betting system is implemented

OCT 2018
Second Season of Skara Premier League

NOV 2018
Skara Fantasy Leagues are released

JAN 2019
Skara cards game mobile game App

MAR 2019
Third Season of Skara Premier League

MAY 2019
Skara in Asian market

JUN 2019
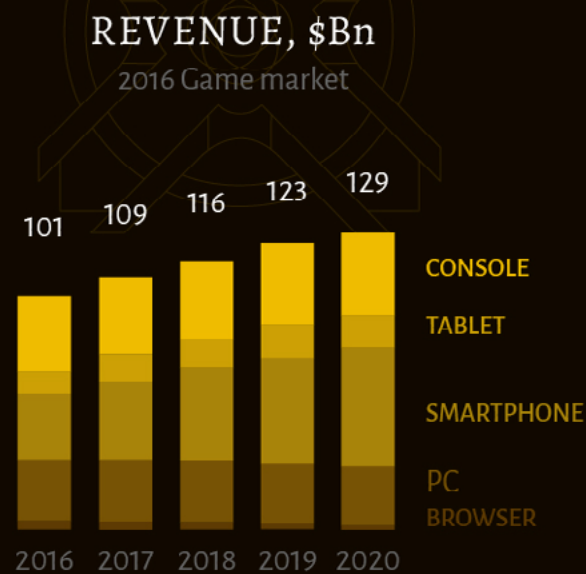Release of Skara's second novel, featuring best players of 2018

COMPETITIVE VIDEO GAME MARKET

Market overview

Few industries are growing at the pace of the video games market as more people all over the world get access to computers and the internet.
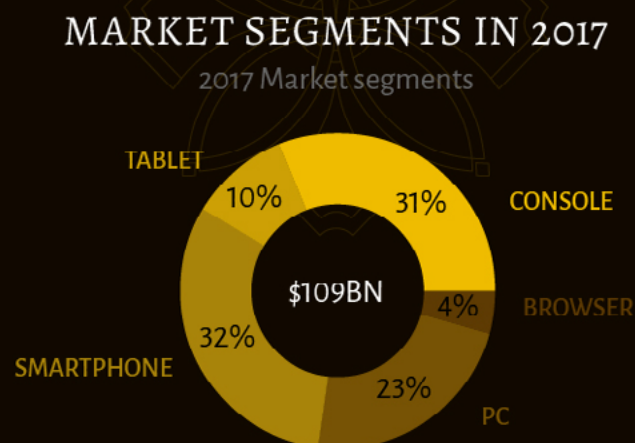
NewZoo's Global Games Market Report shows that 2.2 billion gamers across the globe are expected to generate $108.9 billion in game revenues in 2017. This represents an increase of $7.8 billion, or 7.8%, from the year before. Digital game revenues will account for $94.4 billion or 87% of the global market. The PC and console game markets will generate $29.4 billion and $33.5 billion in 2017, respectively.

2015-2019 GLOBAL GAMES
Forecast per segment toward 2019

TORAL MARKET
+6.6%
CARGR 2015-2019

$91.8Bn

2015
- 28%
- 6%
- 30%
- 3%
- 9%
- 24%
- Mobile $30.4 bn

$99.6Bn

2016
- 27%
- 5%
- 29%
- 2%
- 10%
- 27%
- Mobile $36.9 bn

$106.5Bn

2017
- 26%
- 5%
- 28%
- 1%
- 10%
- 30%
- Mobile $42.5 bn

$112.5Bn

2018
- 26%
- 4%
- 27%
- 1%
- 11%
- 32%
- Mobile $47.4 bn

$118.6Bn

2019
- 25%
- 4%
- 26%
- 1%
- 11%
- 34%
- Mobile $52.5 bn

PC/MMO
Casual Webgames
TV/Console
Handheld
Tablet
Smatphone

REVENUE, $Bn
2016 Game market

101   109   116   123   129

CONSOLE

TABLET

SMARTPHONE

PC
BROWSER

2016 2017 2018 2019 2020

Digital game revenues will account for $94.4 billion or 87% of the global market. The PC and console game markets will generate $29.4 billion and $33.5 billion in 2017, respectively. Companies are seeing a huge increase of in-game revenues thanks to loot boxes with content sales jumping 25% year-over-year.

While games of all types are increasing in market size, a certain segment of the market is making noted growth — namely the competitive eSports market.

MARKET SEGMENTS IN 2017
2017 Market segments

TABLET
10%   31%   CONSOLE

$109BN   4%   BROWSER

32%
SMARTPHONE   23%
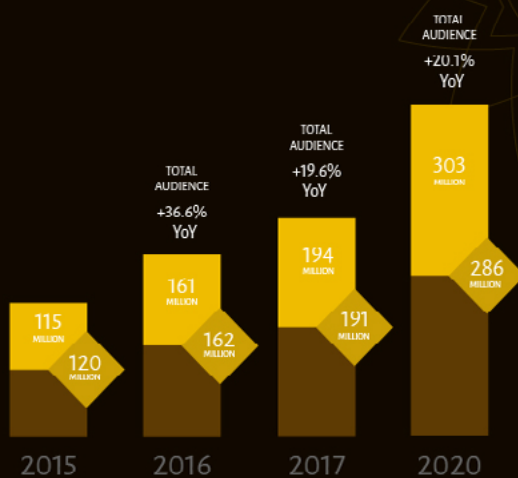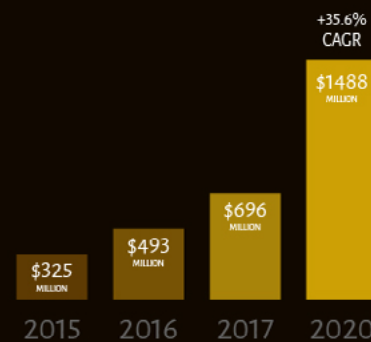   PC

eSports

The eSports phenomenon is deeply international and cross-cultural. For example, players from Japan and South Korea regularly compete with players from Europe and the United States. Successful gamers often have Olympic status - and can earn very serious sums of money for their skills.

Superdata says that over 213 million people watch competitive gaming this year, and is on track to reach a global audience of 303 million by 2019.
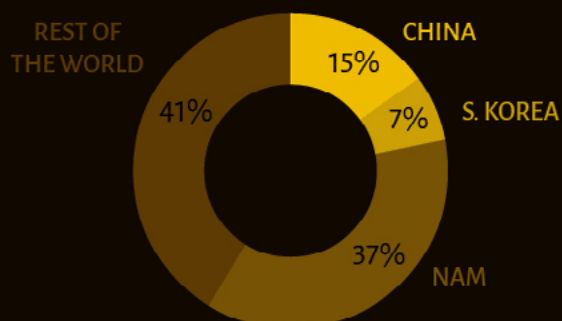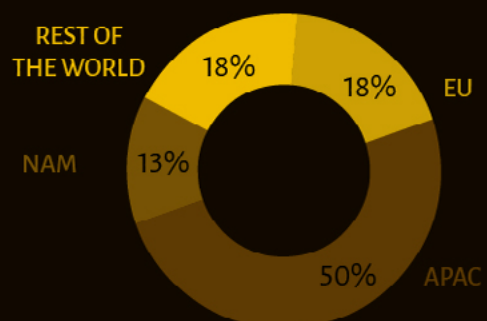
eSports Audience Growth

TOTAL AUDIENCE
+36.6% YoY
115 MILLION
120 MILLION
2015

TOTAL AUDIENCE
+19.6% YoY
161 MILLION
162 MILLION
2016

TOTAL AUDIENCE
+19.6% YoY
194 MILLION
191 MILLION
2017

TOTAL AUDIENCE
+20.1% YoY
303 MILLION
286 MILLION
2020

eSports Revenue Growth

+35.6% CAGR

$325 MILLION
2015

$493 MILLION
2016

$696 MILLION
2017

$1488 MILLION
2020

eSports Global Audience

REST OF THE WORLD 41%
CHINA 15%
S. KOREA 7%
NAM 37%

eSports Global Audience

REST OF THE WORLD 18%
EU 18%
NAM 13%
APAC 50%

THE NEXT LEVEL
Q3 2017 esports brand tracker

Global revenue for the worldwide eSports market totals $892.8 million in 2016, up 19% year over year.

Direct consumer revenue grew 36% year over year, as eSports enthusiasts spent $230 million on tickets to events, merchandise and prize pool contributions, among other items.

eSports audiences are predominantly male (85%), and nearly half (46%) are between 18 and 25 years old.

eSports tournaments have exploded in the past twenty years, rising exponentially from a **mere 27 tournaments in the year 2000 to more than 2,000 tournaments this year alone**[9]. This outstanding growth comes with a sharp increase in the number of viewers, that now record tens of millions for major events and competes with traditional sports and the most famous television programs. This year, the Intel Extreme Masters in Katowice gathered more viewers than NCIS, The Walking Dead and The Big Bang Theory.

Use Case

The SKARA World Championship Tournament is held at the Barcelona Congress Centre. Players from regional Premier teams show up for the week to compete for the Skara Cup and the prize pool (1,000,000 SKARATs). The event is livestreamed over various outlets, including Youtube, Twitch and Facebook Live. Over 500,000 watch the matches on average. As part of the event, the next novel is debuted. Fan fiction submissions will be shared and selected to help form the narrative development for SKARA during the next year and season.

Betting Market

Watching a match is more fun when you have some stake in the outcome.

This is why Newzoo describes betting on eSports as likely to mirror that of traditional sports and therefore become an even bigger industry than the sport itself. For instance, while the NFL generated 13 billion USD in 2015 [14], betting around the NFL was estimated to have made up to **100 billion USD [21]**.

Using the NFL's model, **it is estimated that eSports betting revenue could amount to over $200 billion USD per year**.

Even though using FIAT currencies for betting may be attractive, several countries have regulations that make it hard for any player to capture that market. As a result, the millions of daily eSports viewers lack a transparent, digital, and easy-to-use betting platform to bet on their favorite players and competitions. There is currently no widespread platform that allows users to place real-time bets on eSports. The few existing alternatives such as Pinnacle use a private matchmaking system, private computations, and therefore suffer from lack of trust and weak overall user adoption. Furthermore, their gathering process for the games results is opaque and undisclosed.

This, together with a lack of reliable betting solutions, represents a tremendous opportunity for SKARA.

Use Case

The Spanish SKARA Premier League Semi Final features a competition between the teams from Zaragoza and Madrid. Zaragoza beat Madrid in the regular season and the SKARA betting platform has 3:1 odds in their favour going into the match.

Fans tune in to watch the livestream on the betting platform. Supporters of the Madrid team have placed heavy SKARAT bets on their team winning, since the team replaced the squad with two new players.

The first game Zaragoza wins handily, pushing the odds to 5:1. Viewers have put 125,000 SKARATs in--but only 30,000 is coming from pro Zaragoza bets. Viewers expect an upset and a huge payout.

They are not disappointed. The new Madrid team beat Zaragoza in the remaining matches, earning their supporters a huge payout. The top better placed 2,000 SKARATs on Madrid walked away with 10,000--which can be   traded on the exchanges into FIAT money, or used to further improve their gaming experience in the SKARA Universe.

'Real money' trading overview

'Real money' trading has a long and fairly sordid history, and has been illegal, or strongly discouraged by most Western game developers, especially in Massive Multiplayer Online Role Playing Games (MMORPGs), where real money trading is most common, since the games have virtual economies in which gold and other resources have real value.

Below are some examples of games that allow players to be paid for playing.

Team Fortress 2 and Dota 2

These games contain a "cosmetic item market" (Workshop) where you can exchange your goods with another player for real dollars. This is all permitted, even encouraged, by Valve.

Valve disclosed that over 90% of the items in TF2 were actually created by players. Users can submit models and textures to be voted on by the community. Those that succeed are sold in the TF2 store and the creators receive a cut of the profits.

Second life

Second Life is a social RPG (a life simulator). It has a player-centric economy in which they can earn real money. Players can earn in-game currency - Linden Dollars (L$) by engaging in various activities in-game. Some activities are quite passive, such as sitting on camping chairs, while others require skill, such as creating virtual content and trading virtual real estate.

Some players would rather save time and spend cash for L$, so other players can sell their surplus L$ to other players on the LindeX Currency Exchange for real money. The exchange rate changes based on supply and demand.
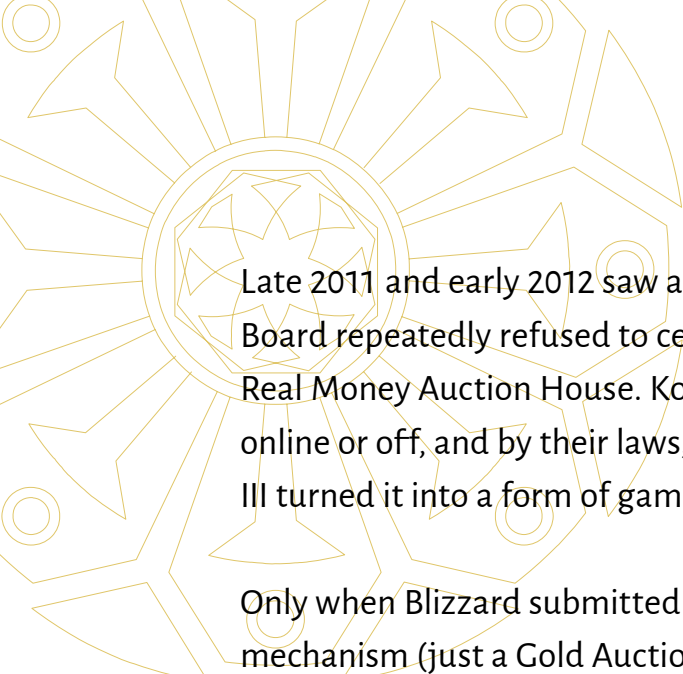
Entropia Universe

Entropia uses a micropayment business model, in which players may buy in-game currency (PED - Project Entropia Dollars) with real money that can be redeemed back into U.S. dollars at a fixed exchange rate of 10:1. This means that virtual items acquired within Entropia Universe have a real cash value, and a participant may, at any time, initiate a withdrawal of their accumulated PED back into U.S. dollars according to the fixed exchange rate, minus transaction fees.

Like SKARA - The Blade Remains, Entropia Universe can be played for free, but spending money on the in-game currency allows significant additional options like purchasing items, skills, deeds/shares, services from other players. It contains a market where expendable resources can be purchased from the game or other players.

Entropia Universe entered the Guinness World Records Book in both 2004 and 2008 for the most expensive virtual world objects ever sold. In 2009, a virtual space station, a popular destination, sold for $330,000. This was then eclipsed in November 2010 when Jon Jacobs sold a club named "Club Neverdie" for $635,000; this property was sold in chunks, with the largest one sold for $335,000.

Diablo III

In July 2011 Blizzard announced that the Diablo III Auction House will have a real money aspect to it. The real money is only usable for item (and eventually character) sales for softcore (non-hardcore) characters, and it operates in tandem with the in-game gold trading auction house. Players may list items on either service. Blizzard charges a flat fee for each item listed (to discourage players from flooding the market with junk items), then takes another fee from successful sales. Proceeds can be spent on Blizzard merchandise and games, or withdrawn in Fiat currency, after another fee is paid to Blizzard and the financial partner.

Late 2011 and early 2012 saw a lengthy saga as the Korean Games Rating Board repeatedly refused to certify Diablo III for sale in Korea, due to the Real Money Auction House. Korea strictly regulates all forms of gambling, online or off, and by their laws, the Real Money mechanism built into Diablo III turned it into a form of gambling.

Only when Blizzard submitted Diablo III without any Real Money mechanism (just a Gold Auction House), did the game win approval on January 13, 2012. As a result, since 2012 there has been no real money trading in Diablo III or any other Blizzard games.

Legal and compliance

Online betting is regulated in some shape or form in most countries, and SKARA will always operate within the legal frame established by those countries.

Most countries make a distinction between games of chance and games of skill, many also legislate differently on sport betting and games of cards such as poker. Some countries, like France, recognize eSports as a sport and have clear licensing rules and guidelines, others like the United Kingdom authorizes most forms of online betting within a simple regulatory environment; many countries in Asia simply authorize all forms of online gambling, whilst others forbid it.

Overall, most countries will require a license to be obtained by the platform operating the gambling games, and potentially any software provider providing software to be used by the platform.

PROBLEM & SOLUTION

CURRENT LANDSCAPE

SKARA SOLUTION

Esports betting and profesionalization

LACK OF TRANSPARENCY

Publishers and developers get all the profits. Lack of transparency in competitions. Manual eSports betting solutions lacking accuracy and efficiency.

HARD TO BECOME A PRO

No clear progression path for professional gamers. Creating a eSports team is time and money-consuming. Getting and managing revenues requires hiring 3rd party services.

DECENTRALIZED GAME ECONOMY

Game economy becomes transparent thanks to the blockchain. Asset ownership and real time betting means benefits for gamers, not only for publishers.

SKARAT'S AS ESPORT ECONOMY

Gamers can create and manage their own eSports teams and Fantasy Leagues within the Skara game and get Skarat's for winning Tournaments.

Acquisition, retention and monetization

PREMIUM SINGLE PLAYER

Overwatch, FIFA, Call of Duty, NBA2K... All big premium franchises are adding in-game sales and loot boxes, getting huge revenues with the GaaS economy.

EXPENSIVE MARKETING

Player acquisition in free-to-play is a difficult, high-cost strategy involving marketing in gaming platforms, advertisement and paid streaming.

FREE-TO-PLAY SINGLE PLAYER

Thanks to the benefits of the blockchain, the Skara team can focus on releasing the first AAA Single Player ever, getting the revenues from the cross-game loot boxes.

ORGANIC ACQUISITION

Having a f2p AAA Single Player cross-game guarantees a high acquisition from launch. eSports, Lore events, streamers getting revenues in Skarat's and players getting value from their assets in the blockchain will keep the pace going.

SKARA TOKENOMICS

Overview

SKARA will be playable for free. Players will be able to acquire different kinds of assets in SKARA using two different currencies, a soft currency called Shard (that you can earn by playing the game) and a premium currency called SKARAT (which you can acquire with ETH). The SKARAT (SKARA Token) is a unit of value that will be created to self-govern our ecosystem, and empower SKARA users to interact with other products, while facilitating the distribution and sharing of rewards and benefits to all of our community and stakeholders.

Most SKARA assets that can be bought with SKARATs are purely cosmetic and don't provide a competitive advantage in-game since we aim to become a competitive eSports game. Some of these assets will grant special abilities or higher stats but only in certain non-competitive game modes such as single-player mode. SKARA will always be free to play and free to win.

In order to incentivise players to keep playing and spending money in SKARA, we need a large community of gamers engaged continually, this is only achievable with retention mechanics that will encourage participation. This is why the dual currency structure is important - the soft currency Shard rewards players who spend time in the game and helps keep them engaged.

The following assets will be achievable for free by playing Skara, using shards, or by leveling up:

- Common, Rare and Epic skins and weapons.
- Avatars
- Frames for avatars
- Sprays
- Common Emotes

- Common Victory Poses
- Voice Lines
- Character Add-ons (beards, scars, tattoos, etc)
- Banners
- Dyes

The following assets will be available by spending SKARATs:

- Purchase of unique player skins
- Purchase of Legendary weapons and items
- Epic and Legendary Victory poses
- Boosts
- Purchase of in-game territory
- Player-to-player trades
- Players will be able to bet on different events (i.e. tournaments, championships, leagues...) using SKARAT
- SKARATs will be used to deploy events' awards for those participants
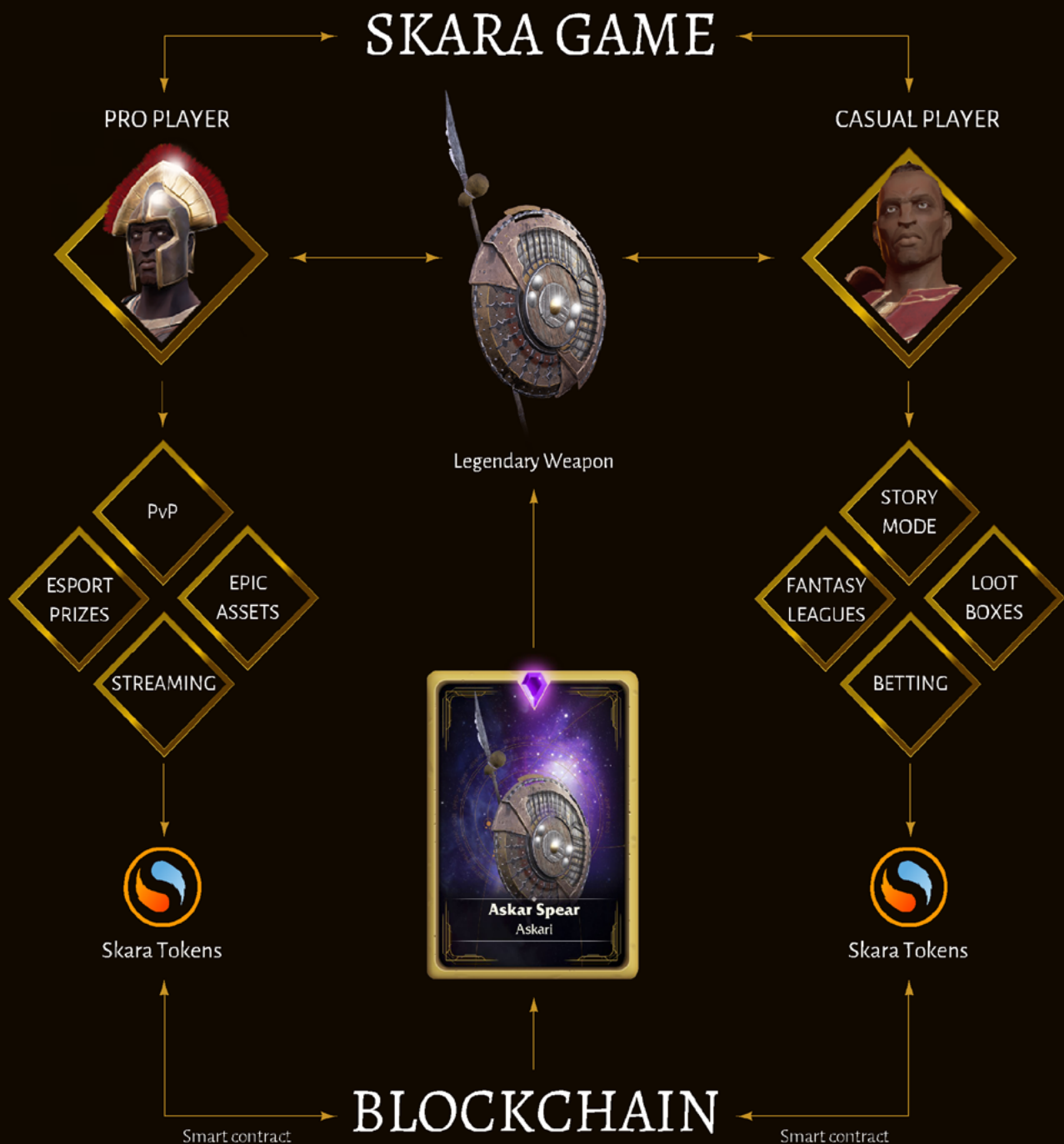- Professional players will receive part of their gains in SKARATs

Using tokens

SKARATs and valuable game items will be stored in a decentralized blockchain on the user's dedicated Ether wallet. The game will allow the user to link his blockchain identity (wallet) to his account in SKARA. Accounting for game assets through the blockchain allows the users to take the value of their game items outside of the SKARA universe. By having the freedom to buy, trade and sell items, Skara assets (including SKARATs) become even more collectible and valuable.

Player

Character

1. A Ladder system will make players rise and fall in the leaderboards. Best players and Teams get invitations to Tournaments and Pro Leagues.
2. Players get Skarat's by winning official tournaments.
3. Best teams get a monthly salary in Skarat's by archieving the Top League.
4. Players unlock content to keep advancing in the Single Player.
5. The assets obtained can be traded for Skarat's in the blockchain.
6. The more players play, the more chances they have to get limited-edition, expensive Legendary items.
7. Best players, Youtubers and Influencers will be featured in future Skara novels as the protagonists of the Lore.

Esports PvP mode

Single Player mode

Player must go from one mode to the other to unlock special gear

Classificatory matches[1]

Tournaments[2]

Champions league[3]

Unlock content[4]

Rare and epic items[5]

Legendary items[6]

Skara token

Anax of Rhodes

Fantasy leagues

Betting

Speedrun

Narrative gameplay

Leave your mark

Becoming a legend[7]

When a SKARAT enters the game, it gets parked in a SKARA - The Blade Remains Wallet, tied to a player's account. When the reverse process takes place, the token is moved from SKARA - The Blade Remains Wallet to the new owner's Ethereum wallet, and this SKARAT is no longer in the game. All such token transactions are stored on the blockchain. The SKARA - The Blade Remains game server has access only to those tokens that are held in the SKARA - The Blade Remains Wallet.

SKARA GAME

PRO PLAYER

CASUAL PLAYER

Legendary Weapon

PvP

ESPORT PRIZES

EPIC ASSETS

STREAMING

STORY MODE

FANTASY LEAGUES

LOOT BOXES

BETTING

Skara Tokens

Askar Spear
Askari

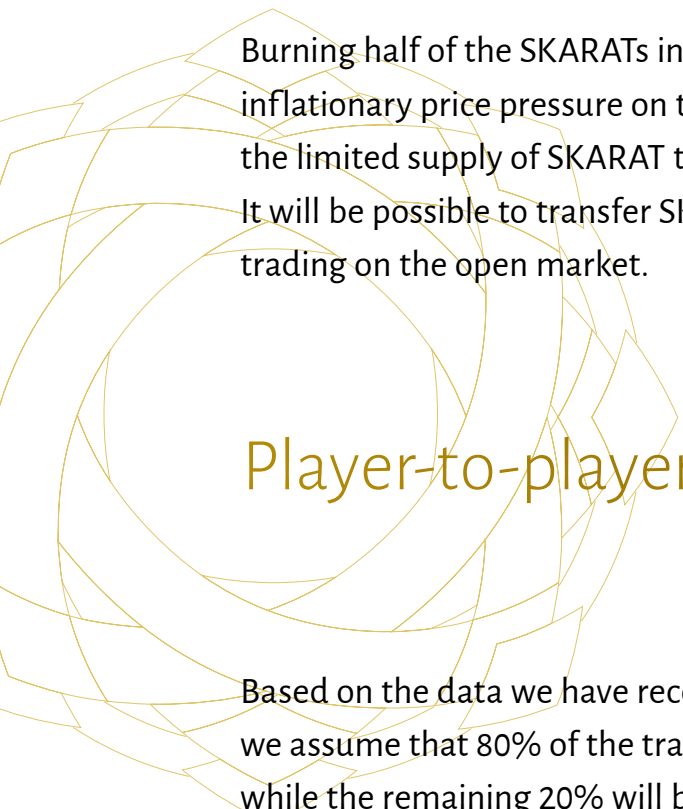Skara Tokens

BLOCKCHAIN

Smart contract

Smart contract

Burning tokens

Players spend SKARATs on unique game content, on player-to-player trades, or by participating in SKARA Tournaments (whether playing or betting). All this daily activity by the millions of players we are forecast to have playing SKARA creates a constant demand for SKARATs on the open market.

When a player purchases something, e.g. a weapon or a boost, from the game itself, we burn 50% of spent SKARATs, and move the remaining 50% to a special account called Game Funds.

Burning half of the SKARATs involved in every in-game transaction provides inflationary price pressure on the market value of the remaining SKARATs as the limited supply of SKARAT tokens is continually reduced.
It will be possible to transfer SKARATs between player accounts in case of trading on the open market.

Player-to-player trade

Based on the data we have received from gamers playing the game so far we assume that 80% of the trades inside the game will be player-to-player, while the remaining 20% will be game-to-player.

Ways to purchase SKARATs by a player

There will be three ways to purchase SKARATs:

During the **SKARA Pre-sale** between **28th November 2017, and 21st January 2018,** and in the **token sale event** starting **23rd January** until **23th February 2018.**

From another SKARAT owner, using an Ethereum wallet. After the completion of the token sale process we will open SKARAT for trading. A player will be able to purchase SKARATs on the market and move it to their game accounts.

On the **SKARA - The Blade Remains website**. Those players not familiar with cryptocurrencies will be able to easily purchase SKARATs for FIAT money from SKARA acting as an intermediary. The player immediately receives SKARATs in their wallet account.

TOKEN SALE

Token Sale structure

· **SKARAT (SKT)** is the token issued in the Token Sale.

· SKARATs are ERC20 compliant Ethereum smart contract tokens.

· Only ETH will be accepted as a contribution. You can use certain exchanges such as Evercoin, to contribute with Bitcoin, Litecoin, Dash and other cryptocurrencies. Contributions coming from exchanges will not be accepted and the money will be lost.

· To contribute into our token pre-sale or to comply with our Whitelist procedure:
· Visit https://www.skaratoken.com/
· Provide your email, and the other required information.
· A minimum of 10 ETH will be accepted for the pre-sale.

· ETH/SKARAT price: We cannot determine the exact amount a token will cost in ETH until the token sale starts due to price fluctuations.
We will update the price of ETH according to the market at 2PM (CET) each day after the token sale goes live in order to adjust for any price fluctuations. To see the current SKARAT value, go to www.skaratoken.com

· Token release: The tokens will be issued within two weeks of the end of the token sale.

· Only purchased tokens will be minted.

Economic overview

Token distribution

We expect to issue a maximum of 20,000,000 SKARATs. When the token sale is completed, no more SKARA tokens will be issued. The tokens will be distributed as follows:

- 9% of the tokens will be distributed among co-founders and the team.
- 15% of the tokens will be held by the company to fund future marketing activities.
- 2% will be used for Bounty program and another 3% for advisers.
- 70% will be available to token sale contributors.

Pre-sale structure

All tokens sold in the pre-sale are subject to a minimum lockup of 3 months. Sale bonus structure

Sale bonus structure

Stage	Bonus
Whitelist - day 1	15%
Day 2 - Whitelist	10%
Public - day 3	5%

Vesting

Shares for the SKARA team and those for advisors will be vested for a period of three years.

Pre sold tokens will also be vested for a period ranging between 3 months and two years, depending on the bonus.

Intended use of Funds

50% of the proceeds will be used for R&D including the blockchain implementation, creating our tournaments and betting platform. We estimate this cost to vary between €1m to €5m.
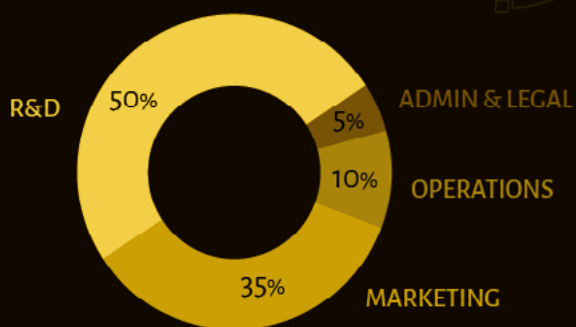
35% will be used for Marketing to grow our already existing community.

10% of the proceeds will be used for Operations in order to continue the development of the SKARA Universe by adding a single player mode and a mobile companion app.
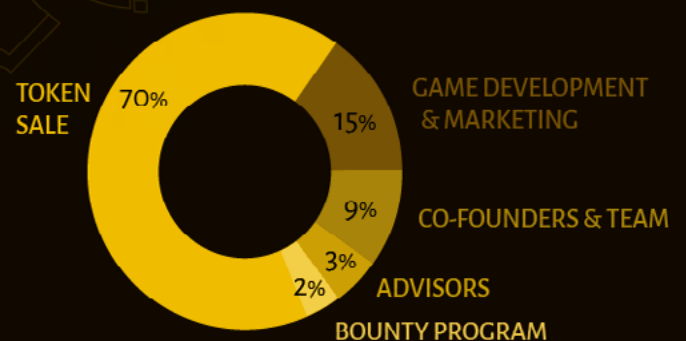
5% will be spent on Administrative & Legal costs.

TOKENS STRUCTURE

USE OF FUNDS

R&D 50%
ADMIN & LEGAL 5%
OPERATIONS 10%
MARKETING 35%

TOKEN DISTRIBUTION

TOKEN SALE 70%
GAME DEVELOPMENT & MARKETING 15%
CO-FOUNDERS & TEAM 9%
ADVISORS 3%
BOUNTY PROGRAM 2%

TOKEN SALE TIMELINE

24 Nov 2017
TOKEN Pre-SALE Available

23 Jan 2018
TOKEN SALE Launch
SKARA Game Beta Launch
SKARA Novel Released

23 Feb 2018
TOKEN SALE ENDS

DEVELOPMENT > GROWTH > TOKEN DEPLOYMENT

Pre Token Sale

The Pre Token Sale will take place starting 27th November 2017 at 5pm CET (11am ET) and will finish on the 21st January 2018 at 5pm (11am ET), or when the cap is reached.

A Maximum €5 MM will be sold during the Pre Token Sale.
There will be a bonus structure depending on amount contributed.
Cash will go towards the SKARA game launch.

Token Sale

The Token Sale will take place starting 23rd January 2018 at 5pm CET (11am ET) and will finish on the 23 February 2018 at 5pm CET (11am ET), or when the cap is reached.

The remaining SKARATs up to a total of €10 MM will be sold during the token sale.

The hardcap, and the absolute greatest amount of funds we will raise is €10 MM.

Bounty program

The Bounty program has a 2% allocation. Tokens will be paid out for various actions across a number of platforms including forums, Twitter, Facebook, Youtube and Bitcoin Signature users.

This amount is subject to change.

Bounty Program	%
Translations & Forum Moderation	10%
Twitter	20%
Facebook	15%
Blogs/Youtube	30%
Bitcointalk Signature	25%

For more details on the Bounty Program please visit https://www. skaratoken.com/bounty-program

ADVANTAGES AND GAINS FOR SKARAT HOLDERS

SKARA - The Blade Remains will boost demand for SKARATs from players by using three mechanisms:

- Selling of unique skins, weapons and items to players, exclusively for SKARATs
- Encouraging player-to-player trade conducted in SKARATs
- Betting on official tournaments using SKARATs

For any operation with SKARATs inside the game, those SKARATs first need to be purchased from the market and parked in the SKARA - The Blade Remains' Wallet. Every game-to-player operation with SKARATs leads to 50% tokens being burned, which decreases the total supply of SKARATs and increases the market value of each individual SKARAT.

Therefore, for the SKARAT holders, the gain in value lies in the potential increase of SKARATs price on the market from the constant demand from players, other cryptocurrency investors and the game server itself, acting on behalf of its players who wish to purchase SKARATs.

We have provided our players with a simple and convenient mechanism for purchasing SKARATs without them needing to know anything about cryptocurrencies. This dramatically expands the potential customer base for SKARATs, since the game can act as an intermediary between players and the crypto world.

Growth in the volume of in-game trade will simultaneously lead to SKARATs getting more valuable, and to a subsequent revenue increase. Therefore, we, as the creators of the game, are as much motivated to boost the SKARATs turnover and their market value as the token holders.
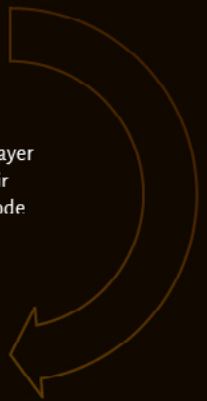
PLAYER PROGRESSION FLOW

Players download and play Skara eSports title for free. They create a character and get the first free Loot Box with cosmetic items.

Single Player mission is unlocked, with player-created character as the protagonist.

In order to success on the Single Player mode, players need to level their character up in the multiplayer mode

As players progress on both modes, new Loot Boxes will be obtained with items for all characters within the Warband.

Difficulty in the Single Player mode increases. That second character will help the player in the single player mode as a PNJ-AI controlled warrior.

Second character slot is unlocked. Players can form now their own Warband with up to 4 different characters.
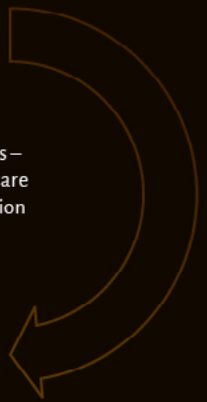
Some of the items dropped on the Loot Boxes increase characters stats on the Single Player mode. Difficulty increases.

To be able to advance on the Single Player and get the top score – which grants better Loot Boxes – players need to play more on both modes.

Complete Warband – 4 characters – created. Synergies between them are useful for PvP but also as companion AI's for Single Player.
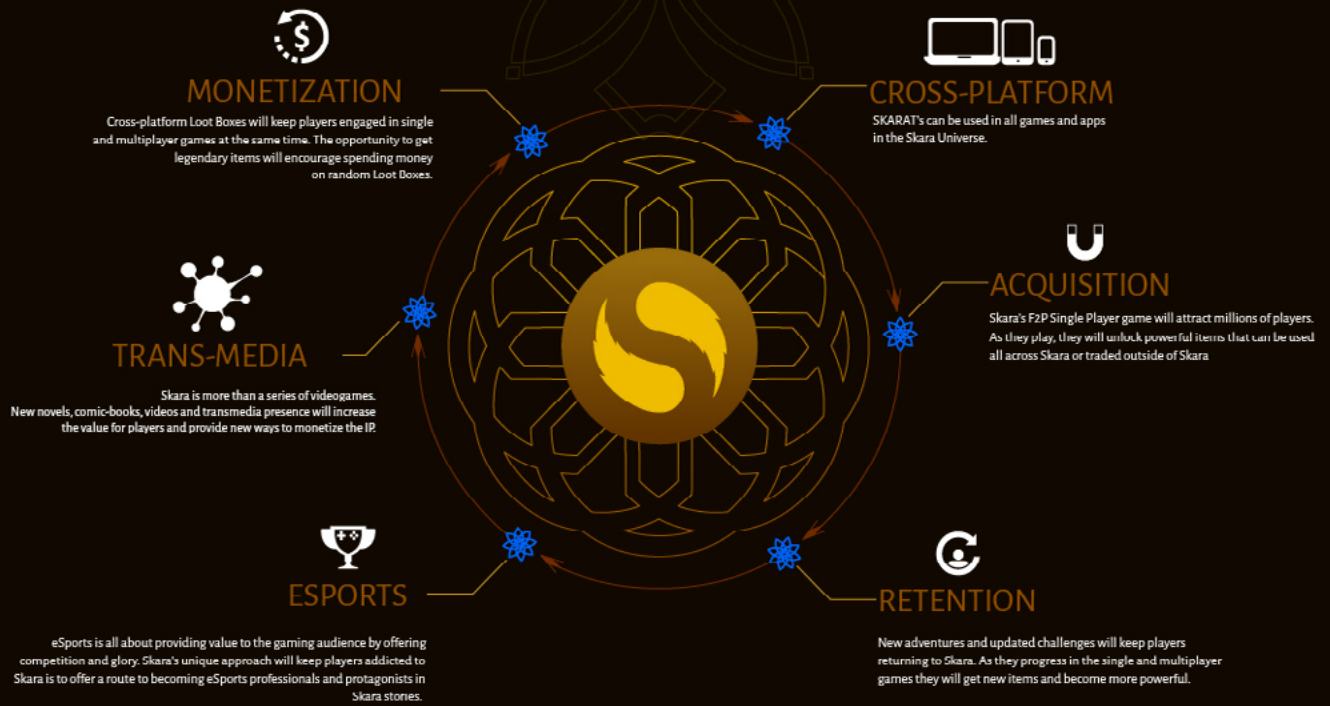
Players can buy, sell and trade those items on the blockchain. Legendary weapons and armours will provide spectacular stats on the Single Player mode and cool aspect on the Multiplayer.

Legendary Loot Boxes can only be obtained with either FIAT currencies, SKARAT's or playing a lot of time via missions, quests and events.

THE MONETIZATION CICLE

MONETIZATION
Cross-platform Loot Boxes will keep players engaged in single and multiplayer games at the same time. The opportunity to get legendary items will encourage spending money on random Loot Boxes.

CROSS-PLATFORM
SKARAT's can be used in all games and apps in the Skara Universe.

TRANS-MEDIA
Skara is more than a series of videogames. New novels, comic-books, videos and transmedia presence will increase the value for players and provide new ways to monetize the IP.

ACQUISITION
Skara's F2P Single Player game will attract millions of players. As they play, they will unlock powerful items that can be used all across Skara or traded outside of Skara

ESPORTS
eSports is all about providing value to the gaming audience by offering competition and glory. Skara's unique approach will keep players addicted to Skara is to offer a route to becoming eSports professionals and protagonists in Skara stories.

RETENTION
New adventures and updated challenges will keep players returning to Skara. As they progress in the single and multiplayer games they will get new items and become more powerful.

TEAM

Management

Pablo Rodríguez

CEO, Co-Founder and Studio Head, Pablo has a BA in Fine Arts and has worked on SKARA for the last six years. He has 15 years' experience developing video games from concept to market and teaches a Master in Video Games at Alicante University.

César Ortega

Co-Founder and CFO. Cesar is an Engineer with an MBA from The University of Oxford. He has more than ten years' experience as an investor in tech startups and in Business Development in the financial services industry.

Victor Moreno

CTO, Victor is a full-stack Engineer with a focus on Research and Development. Victor has a deep passion for crypto technology and video games. He has worked with Pablo since 2009 and recently rejoined the the team after sending an iPhone into space on Project Horizon. Victor studied Engineering at ETSEIB in Spain and a earned a Masters of Engineering at Blekinge Institute of Technology in Sweden.

Marc Boulesteix

CMO, Project Manager, Marc has 7 years' experience working with video games, with a specialisation in free to play online ecosystems. He holds a Masters in Business and Marketing from ESEISA University in Barcelona.

Jackson Adams

Writer and PR manager, Jackson has worked with SKARA since 2013. He is also an award winning journalist with a degree in Theology from the University of Oxford.
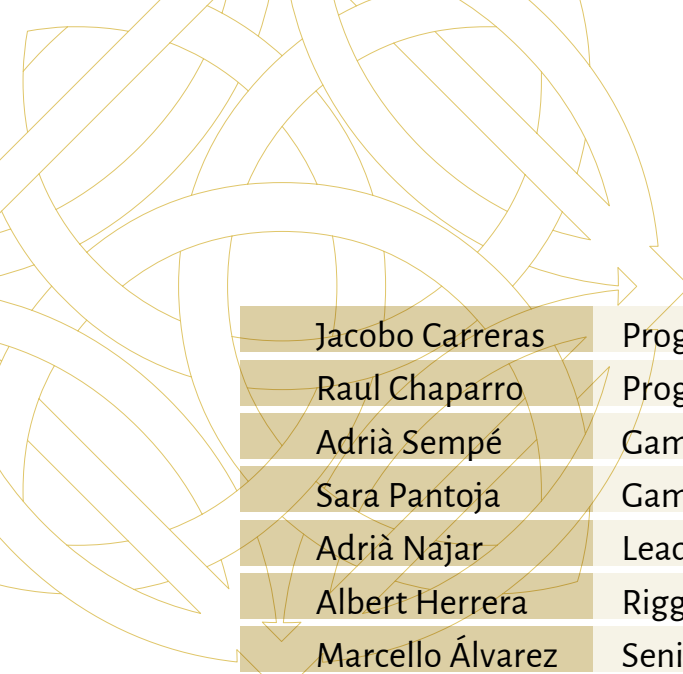
Development team

The idea for SKARA was born in Pablo's sketchbook in 2008, and became a reality in December 2012.

The journey started with a handful of passionate indie developers who wanted to become a great studio.

Today we are an international team of 20 developers with dozens of years of experience in AAA games.

Jacobo Carreras	Programmer	2 yr in Skara
Raul Chaparro	Programmer	1 yr in Skara
Adrià Sempé	Game Designer	2 yr in Skara
Sara Pantoja	Game Designer	2 yr in Skara
Adrià Najar	Lead Artist	3 yr in Skara
Albert Herrera	Rigger	4 yr in Skara
Marcello Álvarez	Senior Animator	2 yr in Skara
Marc Obiols	3D Artist	3 yr in Skara
Antonio Montilla	3D Artist	3 yr in Skara
Marc Celma	Sound and effects	4 yr in Skara
Aleix Perellada	QA	1 yr in Skara
Ismael Gelabert	QA	1 yr in Skara

Partners

Blockchain Reserve

A token issuance advisory firm, offering complete support through the entire process of raising contributions, whilst spreading knowledge, ethics and governance in the sector.

EverdreamSoft (EDS)

is a Swiss-based company specialized in the development of mobile games and applications. EverdreamSoft explores current and upcoming technologies and their potential application in the entertainment world. EDS is pioneering "true ownership" of digital assets to their players, while building a base for blockchain integration in games.
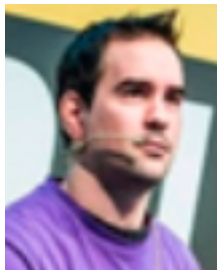
Advisors

James Roy Poulter

James began his career in finance at EY, moving people, capital and companies around the world. A Chartered Accountant, he was recognised in the 35 Chartered Accountants under 35, as well as Forbes 30 Under 30, whilst having a technical background as a Developer in Residence at Playfair Capital - an early stage venture capital firm in London.

Shaban Shaame

CEO Founder at EverdreamSoft, Creator of the first video game ever to use blockchain technology.

Eric Murillo

Former director for Twitch Spain, Eric has more than 10 years working on eSports and many more as a professional gamer. He is one of the most respected and influential personalities in the industry.

Alastair Moore

Head of Innovation and Entrepreneurship, UCL Faculty of Engineering.