



CoinRacer

RELOADED



SUMMARY

- Introduction
- Relaunch process
- New Mechanics
- Phase 1 Roadmap
- Phase 2 Roadmap
- Phase 3 Roadmap
- Phase 4 Roadmap
- Phase 5 Roadmap
- Squad Assembly
- Top Level Gantt Chart



Coia *Racer*

INTRODUCTION

INTRODUCTION

The Coinracer team has grown and evolved in the past 6 months. With the new team members and also the added benefit of gained experience, our team can now fully grow to maturity the Coinracer project.

To this end we set 3 main goals for this year:

1. Token relaunch with a sustainable tokenomics model.
2. Game mechanics and features overhaul in order to create a true gaming experience for our players.
3. Game economic model overhaul that will allow steady and constant project growth.

What does this mean for our community?

1. Our community will be rewarded for their trust and loyalty to the project.
2. They will enjoy a true racing game that will bring together the E-Sports and the Crypto Community.
3. The Play & Earn concept will be proven in practice, through facts. We have a goal of proving that Play & Earn is self-sustainable and can be achieved, thus our community members will be part of a new trend in Play & Earn games.



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RELAUNCH PROCESS

RELAUNCH PROCESS

Coinracer Reloaded

After reviewing Coinracer's (Crace token) performance and behavior as well as other P2E Projects, we have identified a series of issues that generally impact P2E games; these are as follow:

- Token is pegged to BNB or ETH rather than a stable coin such as BUSD or USDT
- Main emphasis of the project is pumping the chart, not the product itself
- Game currency is the token itself
- Game logic and game economy have a high reliance on blockchain
- Set in stone mechanics with limited scalability and flexibility
- Lack of constant game content updates
- Overuse of NFTs with no real in-game utility
- Lack of a self-sustainable economic model based on main game features and mechanics
- Unrealistic growth goals with poor objectives and milestones planning
- Lack of proper project management and team organization (roles definition, workflows, project management methodology, etc.)



RELAUNCH PROCESS

Coinracer Reloaded



In order to counter these threats our team took a step back in order to improve and optimize our overall approach. This allowed us to take the following important actions:

- Identify missing roles in the Coinracer team and acquire senior level resources
 - Identify flaws in our game development strategy
 - Improve and optimize overall workflow efficiency
 - Rethink our top-level project plan and adapt to the new market conditions
 - Rethink our overall business strategy with focus on the product quality rather than the token chart
 - Ensure project scalability and flexibility
 - Decrease reliance on constant artificial growth spikes and switch to an organic and stable growth model
- Adapt our game development strategy to the new project plan
 - Improve the game economic model based on the new game development strategy with the aim of self-sustenance
 - Shift from an “on Blockchain” code logic to an “off Blockchain” one, while keeping the P2E main element (the token) as key aspect of the game

RELAUNCH PROCESS

Coinracer Reloaded - V2 Token Contract

Why a new contract?

We identified a couple of business issues the current contract creates, especially the 0 tax policy. This has drained the liquidity pool and limited our marketing capabilities to such an extent that we are forced to relaunch in order to keep the Coinracer project alive.

The new contract will also be pegged to BUSD rather than BNB to further stabilize the token. Doing this will diminish the indirect impact a red market, thus BNB price, has on the Coinracer Reloaded token.

Our V1 contract was audited by Solidity Finance and proved to be 100% safe and exploit free during and after the launch on the BSC mainnet. We will follow the same process with the new V2 Token Contract to ensure we uphold our security standards.



RELAUNCH PROCESS

The relaunch process is a 3-stage process. The first one is the seed phase, followed by Public Presale and finally the Launch. This are how each phase will work:

Seed Phase

V1 Token Holders Migration

- Snapshot of V1 token holders (staked and unstaked) taken on the 23rd of May
- Swap formula for V1 token diamond hand holders (1 V1 token for 0.75 V2 token)

Swap formula for V1 token for seed phase buyers

Public announcement of the seed phase

Development and launch of the Swap Page in the new Coinracer dApp (ETA: the 30th of June)

Reach Seed Phase Hardcap and retrieve liquidity from the V1 token

01

Public Presale

Marketing campaign for V2 token public presale

Awareness campaign for V2 token public presale

Partnership with various Influencers and call channels

V2 contract audit

V2 contract deployment on BSC and airdrop tokens to V1 token diamond hand holders and seed phase contributors

Launch Public Presale

02

Coinracer Reloaded Launch

Pre-launch marketing campaign

Antibot measures setup for the BSC smart contract

Final preparations of the V2 smart contract

Live launch

Post-launch marketing campaign and contest

New game mechanics and economic system launch

New game mechanics and economic system awareness campaign and marketing push

03

RELAUNCH PROCESS

Seed Phase

To better explain the benefits of buying during the Seed Phase we will use the following infographic:



Best buy price for the V2 token

Public presale and launch prices will be at least 3x higher.



Ambassador Program

Anyone with less than 500K V2 can still join VIP by becoming an Ambassador and joining the team on various marketing activities.



VIP Membership

Holders of 500K V2 or more access the VIP Discord channel with weekly AMAs with team & weekly project development reports.



Dedicated AMA

Focused on how investors can optimize their in-game earnings.



RELAUNCH PROCESS

V1 Token Migration & Seed Phase



Our aim is to ensure that the current holders that truly believed in our project are rewarded for their loyalty. To achieve this aim we have created a simple process from a user experience perspective. The steps are as follows:

1. Diamond hand holders snapshot was taken on the 23rd of May.
2. Users will be able to swap their old tokens for the new ones in the Coinracer new dApp.
Our diamond hand holders will benefit from a preferential exchange rate: **1 Crace for 0.75 Cracer.**
3. Users that did not qualify as diamond hand holders will be able to swap at the following rate: **1 Crace for 0.55 Cracer.**

RELAUNCH PROCESS

V1 Token Migration & Seed Phase

To better explain the relaunch process, we will use some simple diagrams as the one below:

V1 Token Migration Process (Diamond handed holders only)

V1 Token Holders
Snapshot

Swap V1 Tokens for
V2 Tokens. Swap Rate:
1 CRACE = 0.75 CRACER

Airdrop V2 Tokens

Launch V2 Token

V2 Seed Phase

V1 Token bought after
the Holders Snapshot

Swap V1 Tokens for
V2 Tokens. Swap Rate:
1 CRACE = 0.55 CRACER

Airdrop V2 Tokens

Launch V2 Token

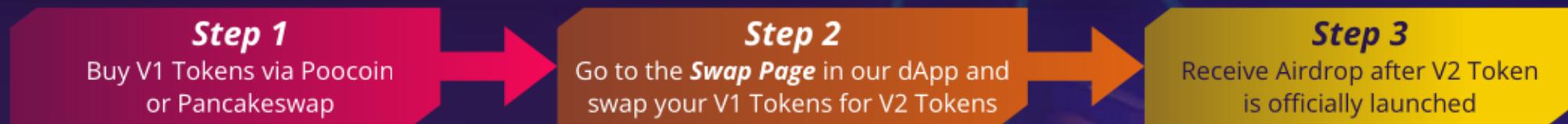
Important Note:

V2 Tokens obtained through the seed phase will be 75% vested. Any investor will be able to trade/use 25% of their total seed phase contribution after launch, while the rest will be gradually unvested over a period of 3 months (25% per month).

RELAUNCH PROCESS

How To Swap

We aimed to provide a simple and intuitive Swap process between the V1 tokens and V2 tokens. The process is as follows:



Hard Cap Fill
10000000 V2 Tokens

Soft Cap Fill
5000000 V2 Tokens

Swap

Swap Ratio: 1 Croce = 0.55 Crocer

V1 Tokens

V2 Tokens

SWAP

Disclaimer: After the Seed Phase is over all the V1 Tokens will be used to pull out as much of the old Tokens liquidity as possible. Please swap all your V1 Tokens as possible as it will become useless after the Seed phase will end.

Important Note:

V2 Tokens obtained through the Seed phase will be 75% vested. Any investor will be able to trade/use 25% of their total seed phase contribution after launch, while the rest will be gradually unvested over a period of 3 months (25% per month).

The logo for 'CoinaRacer' features the word 'Coina' in a stylized, italicized white font with a purple outline and a yellow-to-red gradient shadow. The letter 'a' is replaced by a yellow octagonal coin with a black wheel-like pattern. To the right, the word 'Racer' is written in a similar italicized white font with a purple outline. The background is a dark purple space with streaks of orange and blue light, and a blurred car is visible on the left.

Coina *Racer*

NEW GAME MECHANICS

NEW GAME MECHANICS

Crypto and games are a match made in heaven, but as any gamer will tell you, a game has to be fun to play. Most games using the Play & Earn system are solely focused on the **EARN** part. There's no fun in that, thus we made it our primary goal to deliver first and foremost a fun and entertaining experience to our community, ultimately achieving what Play & Earn should really be: Make money while having fun!

To this end we added new mechanics to the game, summarily listed below:

- Car damage and consumables
- In-game virtual currency
- Achievements
- Seasonal Championship
- Race Team
- Car performance upgrades
- Car visual upgrades
- Coinracer World

These mechanics allowed us to create new game and racing modes, a few examples below:

- Destruction Derby racing mode
- JunkYard Race mode
- Rally Race mode
- FUDball match



NEW GAME MECHANICS — STAGE 1

Car Damage Mechanic



We enjoyed tons of racing games, ranging from big names such as the Need for Speed franchise to the more obscure Test Drive Unlimited franchise. All these games were great, but most lacked a very important component: car damage. Did you know that the most appreciated Need for Speed game to this day is still the Need for Speed Porsche? Guess why? Yep, you guessed it, it was the only one that had a car damage mechanic.

We have three main reasons for implementing the car damage mechanic:

1. End wall curve exploit
2. It is a balancer of the playing field (you may not have the fastest car on the track, but you could have the most resilient one)
3. Adds to the sustainability of the game economic system

NEW GAME MECHANICS — STAGE 1

Car Damage Mechanic

So how this will work in Coinracer?

Depending on your speed and point of impact you will receive various amounts of damage. Every car will have a health bar which will gradually decrease as you take more and more damage. Taking damage will slow your overall car performance, thus decrease maximum speed and acceleration, until eventually you will not be able to continue the race.

However, after a race is finished, you can and should repair your damage in the garage menu of the game. This costs some in-game virtual currency, but keeping your car 100% ready to race will always give you an edge over more neglectful players.



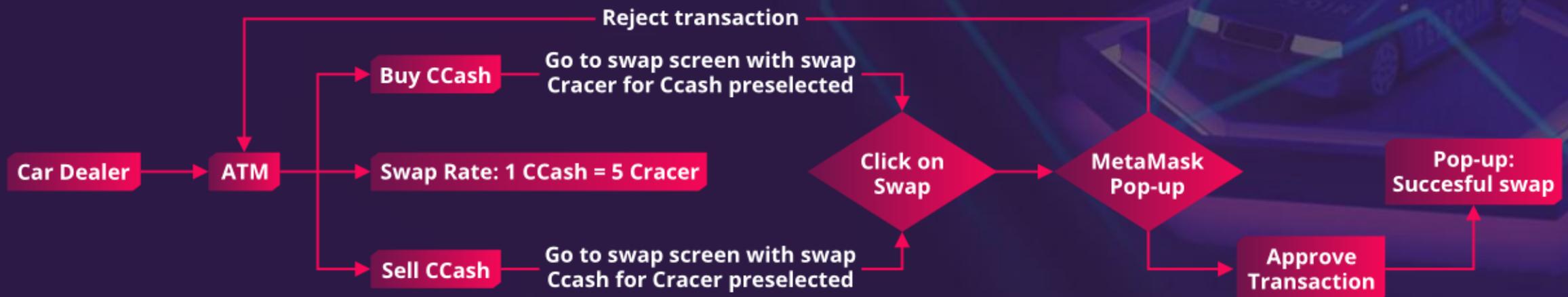
NEW GAME MECHANICS — STAGE 1

New Economic Model

One of our aims from the get-go was to create a truly self-sustaining P2E game. While V1 of the game handled the main driving mechanics of the game, it is time to introduce this innovative economic model to our players.

First things first, the in-game currency. We concluded that we needed an extra financial layer that will allow us to control the token inflation. This issue was resolved by the introduction of a new in-game virtual currency. We are still thinking on the name for it, most probably we will do a poll with the community to pick one, for now we will refer to it as CCash (because we all love Moneh, heh 😊). Nerdy jokes aside, how does CCash work?

Players will be able to swap through an in-game feature from Cracer to CCash and back. The swap ratio is 1 CCash = 5 Cracer, but will vary based on Cracer value. Why so you ask? Because we like to keep things simple, intuitive, and easy to implement and use. Below is the flow for the Cracer to CCash Swap and vice-versa:



NEW GAME MECHANICS — STAGE 1

New Economic Model



What can you do with Ccash?

Tons of in-game stuff, such as upgrading your car performance, endurance or visuals; repairing your car, paying for consumables such as fuel, tires or engine oil; participating in various race modes. Players will place a bet when they will enter a race. The pool generated by these bets will be the prize pool for that race and the reward will be in... you guessed it: **CCash**. More details on that when we will present the new race modes. This model will allow players to play the game with minimum investments on their part and also a good cost control for your earnings while at the same time keeping the Cracer token safe from in-game inflation.

NEW GAME MECHANICS — STAGE 1

Racing Modes

The new mechanics allow us to create new and fun racing modes. Let's take a closer look:



Coin Race

This is the standard race mode. It is a 3-lap race around various racetracks.

In order to participate players will have to contribute to the Race CCash Pool. There will be 2 types of pools contributions: 10 CCash or 20 CCash. Players will choose in which type of pool they wish to participate in, the bigger the pool, the bigger the prize.



Rally Race

This is a sprint race type, who gets from point A to point B the fastest. You will be alone on the racetrack and race against other player's time.

The CCash pools and prize distributions are like the ones for Coin Race.

1st place: 50% of the total pool
2nd place: 25 % of the total pool
3rd place: 15% of the total pool
Coinracer Game fee: 10%



Junkyard Race

In this race mode players will focus on totaling the car of the Demon Racer. This will be an AI driven car and will have 1000 HP.

During this event players will earn CCash dropped when they damage or total the Demon Racer car.



Destruction Derby

Last car standing type of race, where players will focus on disabling the competition's cars by ramming into them and reducing their HP to 0. Last car to have at least 1 HP left wins 90% of the prize pool.

Contribution for this race type is 15 CCash flat.

NEW GAME MECHANICS — STAGE 1

Car Upgrades

Want your car to perform better, or perhaps you wish to make it unique with a new body paint and vinyl combo or simply just make it the toughest most resilient one out there? Now you can do that with our new car upgrades system. Let's check it out:

Performance Upgrades

These are split in 3 main categories that in turn are split in 3 Tiers. In order to install Tier 2 you need to have all Tier 1 already installed. Tier 3 requires all Tier 2 installed.

Engine upgrades affects the car max speed and acceleration

Tier 1: +4% engine power

Tier 2: +6% engine power

Tier 3: +10% engine power

Maneuverability upgrades affects the overall handling of the car

Tier 1: +4% car handling

Tier 2: +6% car handling

Tier 3: +10% car handling

Fine tuning boosts both engine power and maneuverability

Tier 1: +5% Engine and Maneuverability

Tier 2: +7.5% Engine and Maneuverability

Tier 3: +10% Engine and Maneuverability

01

Visual Upgrades

You are winning races, making CCash, but somehow you don't get the deserved recognition? Maybe you need to stand out more and make a flashy entrance or simply be recognizable. Whatever the reason, the visual upgrades will make your car unique on the racing track.

These are split into 3 main categories:

Body kits → You guessed it: Spoilers, hoods, bumpers, fenders, taillights and headlights.

Vinyls/Decals → Choose from a variety of themed vinyls or decals sets (tribal, stripe, flame, Coinracer)

Paintjobs → Maybe the stock orange of the Bonecrusher doesn't do it justice... maybe a blood red metallic would be in order?

02

Endurance Upgrades

Those Destruction Derby races will test your car endurance to the limit. While skill will bring you victory, you can purchase an extra edge with the endurance upgrades. These will improve your cars durability at the cost of Engine power and Maneuverability.

Car Chassis Bracing → Increases HP by 10 points and decreases Maneuverability by 5%

Replace Lightweight Materials → Increases HP by 10 Points and decreases Engine Performance by 10%

Body Kit → Increases HP by 15 points and decreases overall car performance (Maneuverability and Engine power)by 10%

03

NEW GAME MECHANICS — STAGE 1

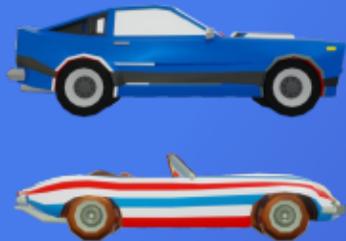
Car Specs and Attributes

Initially cars were mildly different regarding performance. With the new mechanics, however, this has changed. Some cars are built for race tracks, others for rally races, while some are built for pure destruction. Our current carpool selection was split on 3 tiers (Tier 1 – Top, Tier 2 – Medium, Tier 3 – Low) and on several criteria as shown below:

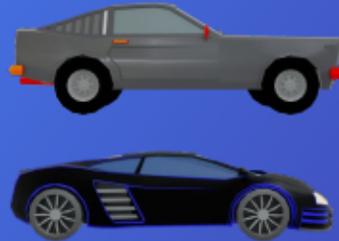
**Tier
1**



**Tier
2**



**Tier
3**



When it comes to speed and cornering, these cars are the best. But take note, some are the fastest, some have great acceleration and some stick to the asphalt like glue.

**Tier
1**



**Tier
2**



**Tier
3**



If you wish to go for all-arounders, these are the cars you should look at. They may not be the fastest, but they aren't the most fragile either. They do well on dirt and on asphalt, so if you are into rally racing, these are the cars for you.

**Tier
1**



**Tier
2**



**Tier
3**



These cars are not well suited for the racetrack or for any race for that matter. They do, however, shine when physical interaction is involved, making them the perfect choice when destruction is the goal.



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PHASE 1

PHASE 1

Token Relaunch

Goal 1: Relaunch Top Level Strategy

Objectives:

- Coinracer Rebranding
- Top Level Strategy drill down
- Squad Assembly

Milestones:

- Brand book generation
- Website & dApp Facelift
- Relaunch Mechanics & process definition
- Identify team requirements and acquisition of resources

Goal 2: Game Overhaul

Objectives:

- Game UX/UI update
- Top Level Mechanics and Features
- Update Economic Model

Milestones:

- New game mechanics & flows definition
- New game economic model definition

Goal 3: Relaunch Planning

Objectives:

- Relaunch Marketing strategy and approach
- Relaunch mechanics implementation

Milestones:

- Seed Phase completion
- Community reactivation through communication channels
- dApp relaunch page deployment
- New Game Mechanics development (stage 1)

Goal 4: Token Relaunch

Objectives:

- Game Beta Launch (new features included)
- Coinracer Reloaded Token Launch

Milestones:

- Public Presale completed
- New Game Mechanics development (stage 1)
- Pre-launch marketing campaign completed



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PHASE 2

PHASE 2

Main Game mechanics and Economic system development

Goal 1: Game Mechanics (Stage 1)

Objectives:

- Car damage mechanics
- Car performance upgrades & mechanics
- Car visual upgrades & mechanics

Milestones:

- Car damage mechanics development
- Car performance upgrades & mechanics development
- Car visual upgrade & mechanics development
- Game UX/UI update development

Goal 2: Game Economy

Objectives:

- Generate sustainable in-game economy model
- Simulate in-game economy model

Milestones:

- Economic model mechanics & flows definition
- In-game currency and economy simulator
- New game economic model development

Goal 3: Stage 1 Mechanics Deployment

Objectives:

- Stage 1 Mechanics Deployment
- New Economic Model Deployment

Milestones:

- Car Damage mechanics QA session
- Car upgrades (Performance & Visuals) QA session
- New Economic Model QA Session

Goal 4: Stage 1 Mechanics Live Launch

Objectives:

- Complete Stage 1 Mechanics Beta Testing
- Complete New Economic Model Beta Testing

Milestones:

- Stage environment setup and deployment
- Community beta testing session (VIP members only)
- Beta testing feedback implementation
- Stage 1 Live Launch



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PHASE 3

PHASE 3

Game Mobile Version Launch, Achievement Feature Launch

Goal 1: Game Mobile Version Development

Objectives:

- Mobile version development done

Milestones:

- Android integration
- iOS integration
- Mobile UX/UI Interface development
- Deployment to stage environment

Goal 2: Game Mobile Version Deployment

Objectives:

- Mobile Version Live Launch

Milestones:

- Mobile Version QA & Beta Testing session
- Mobile Version QA & Beta Testing feedback implementation
- Coinracer game launch on Google Store
- Coinracer game launch on Apple Store

Goal 3: Achievements Feature

Objectives:

- Achievement system in depth mechanics
- Economic model update

Milestones:

- Achievements feature mechanics
- Achievements list
- Integrate Achievements in the game economy
- Economic model update & simulation
- Achievements feature development

Goal 4: Achievements Feature Launch

Objectives:

- Achievements feature Testing
- Achievements feature Launch

Milestones:

- Achievements QA and Beta testing
- QA & Beta Testing feedback implementation
- Achievements Live Launch



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PHASE 4

PHASE 4

Solo Career & Coinracer Championship (Stage 3)

Goal 1: Solo Career Development

Objectives:

- Solo Career Mode mechanics
- Economic Model Update

Milestones:

- Solo Career flows
- Integrate Solo Career in the game economy
- Economic model update & simulation
- Game UX/UI Update
- Solo Career Development

Goal 2: Solo Career Launch

Objectives:

- Solo Career Awareness Campaign
- Solo Career Live Launch

Milestones:

- Solo Career QA & Beta Testing sessions
- Solo Career QA & Beta Testing feedback implementation
- Solo Career Live Launch

Goal 3: Championship development

Objectives:

- Championship mechanics
- Economic model update

Milestones:

- Coinracer Championship mechanic development
- Integrate Achievements in the game economy
- Economic model update & simulation
- Coinracer Championship mechanics QA and Beta testing sessions

Goal 4: Championship Launch

Objectives:

- Coinracer Championship Awareness Campaign
- First Coinracer Championship Started

Milestones:

- QA & Beta Testing feedback implementation
- Prize Pool Announcement
- Coinracer Championship Live Launch



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PHASE 5

PHASE 5

Coinracer World (Stage 4)

Goal 1: Coinracer World Mechanics

Objectives:

- Coinracer World Roaming
- Economic Model Update

Milestones:

- Coinracer World features design
- Coinracer World mechanics design
- Economic model update & simulation
- Coinracer World race mods

Goal 2: Coinracer World Development

Objectives:

- Coinracer World mechanics development
- Coinracer World Economic model integration

Milestones:

- Economic model integration
- Digital assets development
- Coinracer world mechanics development

Goal 3: Coinracer World development

Objectives:

- Coinracer World race mods
- Game UX/UI update

Milestones:

- Digital assets development
- Race mods development
- Coinracer world features development

Goal 4: Coinracer World Beta Launch

Objectives:

- Coinracer World internal QA Testing
- Coinracer World Beta Launch & Testing

Milestones:

- Coinracer World deployment to Stage
- Coinracer World internal QA Testing
- Coinracer World Beta launch and UAT testing



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S Q U A D A S S E M B L Y

STRATEGY SQUAD

Project Manager/ Digital Solution Architect

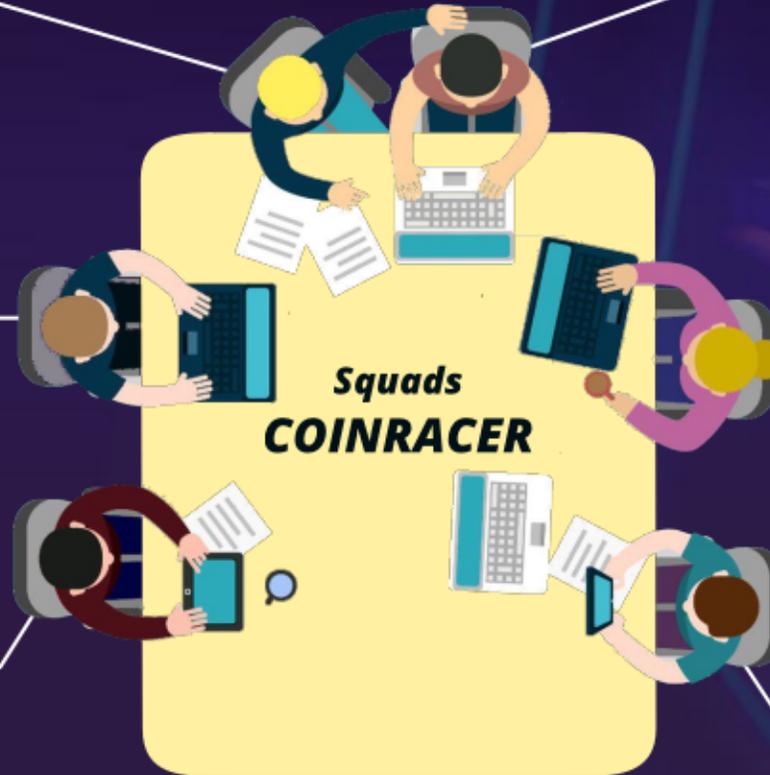
- Coinracer World mechanics development
- Coinracer World Economic model integration
- Economic model integration
- Digital assets development
- Coinracer world mechanics development

Marketing Manager

- Market research and analysis
- Develops marketing strategy
- Oversees marketing campaign implementation
- Tracking effectiveness of ongoing marketing campaigns
- Provides reports on marketing campaigns results

Community Manager

- Setting and implementing social media and communication campaigns in accordance with the overall Marketing Strategy
- Setting and implementing PR campaigns
- Develop a content and editorial plan in accordance with the overall marketing strategy
- Provide Social Media traffic and community feedback reports



Product Manager/Game Designer

- Develops the storyline and gameplay systems that achieve a fulfilling flow state, risk/reward balance and addictive game loops
- Works closely with the UX/UI Designer to optimize player interface and in game experience

Game Economist

- Designs and builds the internal game economy
- Designs and builds the reward structure of the game
- Provides feedback in daily stand-up meetings

Dev Lead

- Coordinates the Development Team
- Provides status during daily stand-ups
- Prioritizes task in backlog in accordance with daily stand-ups meeting feedback
- Ensures coding quality standards are upheld through out the deployment process

CREATIVE SQUAD

Project Manager/ Digital Solution Architect

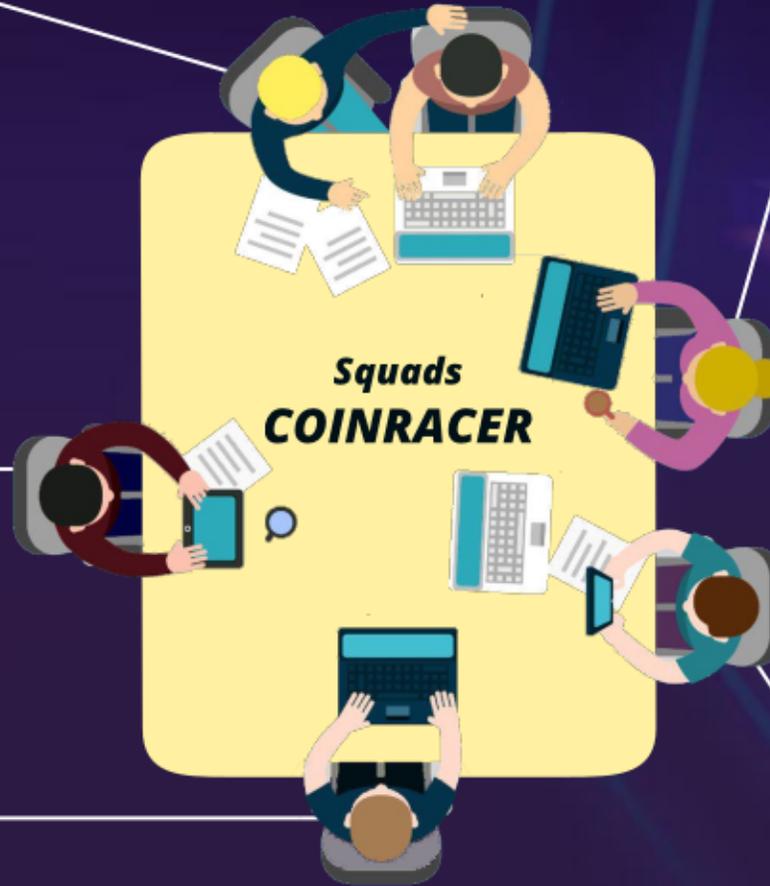
- Ensures project status transparency with the client through reports and weekly status calls
- Provides daily, weekly and monthly reports on project status
- Risk management & mitigation

Content Creator

- Provides short videos, gifs and other content media
- Provides onboarding materials for the community

3D Designer & Animator

- Provide 3D assets (such as NFTs)
- Provides feedback for 3D models and Artwork concepts
- Provides CGI animations



Senior Graphic Designer

- Designs and builds the internal game economy
- Designs and builds the reward structure of the game
- Provides feedback in daily stand-up meetings

3D Modeler

- Provides game 3D models in accordance with the general graphics direction
- Provides feedback for Artwork concepts and general graphics direction

DEVELOPMENT SQUAD

Project Manager/ Digital Solution Architect

- Ensures project status transparency with the client through reports and weekly status calls
- Provides daily, weekly and monthly reports on project status
- Risk management & mitigation
- Provides digital solutions and know-how for project requirements

Unity Developer

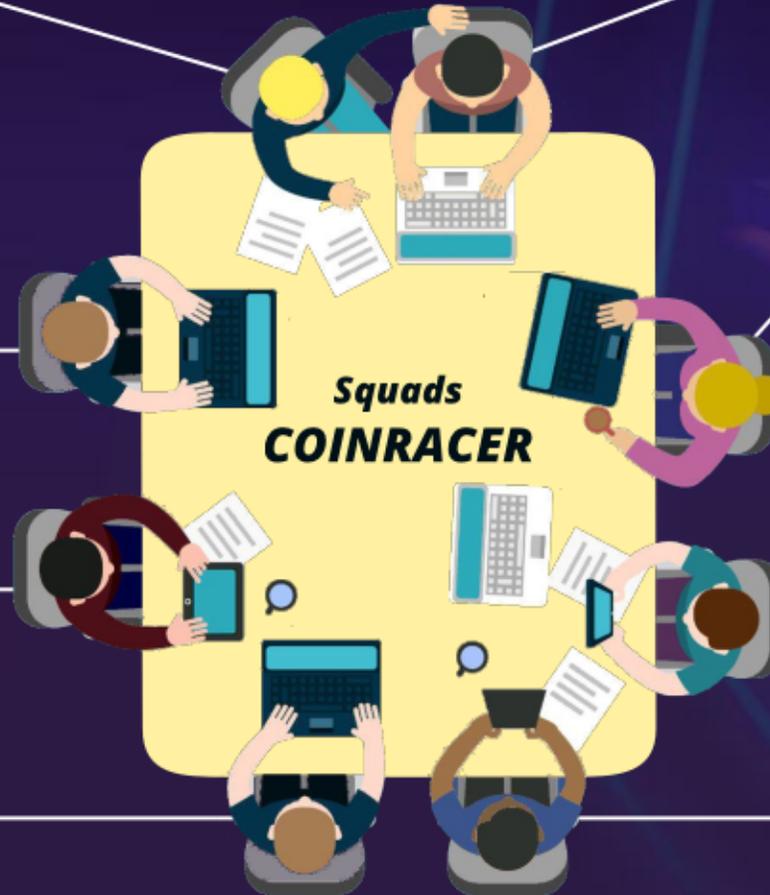
- Game related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers

Unity Developer

- Game related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers

Solidity Developer

- Blockchain related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers



Dev Lead

- Coordinates the Development Team
- Provides status during daily stand-ups
- Prioritizes task in backlog in accordance with daily stand-ups meeting feedback
- Ensures coding quality standards are upheld through out the deployment process

Unity Developer

- Game related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers

Fullstack Developer

- Back End related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers

Solidity Developer

- Blockchain related tasks development
- Provides feedback in daily stand-up meetings
- Provides Developer Testing on tasks finished by other developers

The logo for 'CoinRacer' features the word 'Coin' in a stylized, italicized white font with a purple outline. A yellow coin with a black wheel-like pattern is positioned between 'Coin' and 'Racer'. The word 'Racer' is also in a stylized, italicized white font with a purple outline. The background is a dark purple space with streaks of orange and blue light, suggesting speed and motion.

CoinRacer

TOP LEVEL GANTT CHART



Coin Racer

THANK YOU