WHITE PAPER

VER 0.9 (Public Review)

ZAR GATES

CONTENT

INTRODUCTION

The Gamedev industry has never been as dynamic and enterprising as we are seeing today. Technological advances means game developers are constantly pushing the boundaries in content, genres, utility and quality, with the best teams making near constant advancements. The industry is growing rapidly and the high economic indicators are a reflection of this.

It is very difficult today to find a person who does not play games in some capacity. Games are more accessible than ever before, widening the market and attracting new players every day. With audiences spending ever longer on their devices as a form of recreation, spending has also increased as people immerse themselves in online virtual worlds and adventures. The future of gaming lies in combining the emotional pleasure from top quality games with the ability to monetise a user's time for playing their favourite game.

ZARGATES will be at the forefront of this transition with the creation of a Web3 gaming platform that bridges the gap between traditional Web2 games that are played for fun, and Web3's ability to monetise user activity.

On the ZARGATES platform, players will be able to accumulate their progress and monetize their gaming activity in a **Play-and-Earn** concept and build a gaming legacy for generations by upgrading their account and NFT cards whilst playing their favourite Web2 and Web3 games. ZARGATES also opens the door for players to become investors and receive exclusive offers to allocate shares in their favourite games via our launchpad.

ZARGATES is a solution for not just users but game developers alike. We will provide game developers with an opportunity to have a huge release on any kind of platform with millions of motivated users making quests to receive rewards of unique NFTs and ZARGATES tokens. The power of ZARGATES service is that there is no competition with game mechanics or tokenomics. Developers have to support our API to synchronize User ID between ZARGATES and the game to make Proof-of-Playtime protocol valid. In this particular case it doesn't matter how many tokens support the project or what is the distribution platform of the game. ZARGATES has the expertise to overcome the main obstacles which prevent even the most established Web2 studios

from migrating to Web3, namely the legal frameworks, user experience and blockchain technical knowledge. Our platform overcomes all the issues and results in a community that is more motivated to play, more engaged, more loyal and more invested. Game Developers will also have access to our IDO service on the launchpad as well as receiving daily tokens from our project.

One of the biggest values of ZARGATES is that all our tokenomic design is based on pure emission via game play. So we don't have any early investors that will cash out when the token pumps and even developers don't have any upfront tokens. It means that from the very first day of TGE the only tokens that will be generated from the emission will be available for the initial Gaming NFT holders and their invited users. Only after this, will tokens be available on the secondary market and only from users that for some reason choose not to HODL. At launch we will have only 1,000 NFT owners with 9 invites each so 10,000 users in total. They will mine 1,140 tokens and 140 tokens will go to developers for their content. In the second month the system generates 1,000 more Gaming NFTs between all stakers of the ZARGATES token and with the same design, each Gaming NFT has 9 invites. As a result, competition for the same amount of tokens will double. In the third month the algorithm generates 1,000 more Gaming NFTs that will compete for the same amount of tokens. In this tokenomic design it is very hard to predict the value of every single token but by its nature it will increase in value all the time.

ZARGATES has attracted players, investors and influencers of both Web2 and Web3 gaming industries to create a DAO community at the intersection of Web2 and Web3 technologies, which will take part in the generation of the project and support it at all stages of its development. This ecosystem stands for fair, transparent, secure, trustworthy and predictable quality with easy to understand mechanics for capitalizing engagement for players, developers, influencers and investors.

PROBLEM

I. PROJECTS CANNOT SATISFY BOTH WEB2 AND WEB3 AUDIENCES

The Web2 and Web3 audiences are very different and developers continue to struggle to build a proposition that satisfies both audiences. Web2 games have no contact with the cryptocurrency movement and thus miss out on a paying audience of Web3 users. In turn, Web3 projects lack the development capabilities of established Web2 powerhouses and thus struggle to gain mass adoption and a user base large enough to meet their goals and objectives.

From a user's perspective the options don't satisfy their core needs either. A Web2 gamer is put off entering Web3 games because the standard and enjoyment is not to the same level. For Web3 players, the lack of monetary motivation deters them from traditional Web2 games.

II. LACK OF ADDITIONAL MOTIVATION FOR WEB2 PLAYERS

For the vast majority of the world's 3.3 billion Web2 gamers, the motivation for playing comes solely from how a game makes you feel. How a game grabs your attention, motivates you and challenges you, affects your emotions and your desire to purchase in-game content. Emotions change and with this being the only motivation to play, games can struggle to retain users over time. There is little or no reward for players outside the game itself or anything tangible they can own or keep as a real life asset or reward.

III. DIFFICULTY IN ATTRACTING AND RETAINING PLAYERS

After IDFA changes, Web2 gaming companies faced difficulties in user acquisition. In addition to the high cost of attracting a player, there are risks of attracting a non-relevant audience. Constantly attracting new users in a highly competitive industry is only half the challenge - keeping them is another. Growing a loyal and engaged user base takes a lot of time, expertise and effort and must be continually improved in order to retain players.

IV. OBSOLESCENCE OF THE PLAY-TO-EARN CONCEPT

In Web3, the GameFi sector is focused almost solely around Play-to-Earn which has Ponzi mechanics as a model that damages the Web3 market and its value for Web3 users. A game that is play-to-earn is designed and optimised for players to earn money only if new users come, often at the expense of enjoyment, game mechanics and player interactions. The term puts pressure on users inside the game and an expectation on the game producers that often lead to negative sentiments and poor user retention. Casual gamers or players with less time or expertise are often deterred and become unmotivated by the lack of rewards they can earn relative to others.

V. PAINFULNESS OF WEB3 TECHNOLOGIES FOR WEB2 PROJECTS

There are solutions on the market combining Web2 and Web3 technologies. There is one common denominator between all existing services - they are looking for content to onboard games to utilize their token. However, this could damage existing legal and investment commitments and doesn't include a transparent and secure technical service, as well as time and development costs, which deter the Web2 Developer from onboarding. The need to send sensitive user data from gaming products to third-party services, onboarding technical complications, risks to production and legal complications in certain jurisdictions often lead to Web2 projects abandoning the idea or deferring roll-outs, often indefinitely. The rewards simply don't outweigh the issues, expense and risks.

VI. PROJECTS ONLY ON PAPER

Most often, investors receive projects that are implemented only on paper and collect investments for a startup. Thus, in addition to the risks of the likely unpredictability of the behavior of the product's audience, there is also the risk of curtailing production before reaching the development and soft launch stages. The risks of such investments create a wall between worthy game projects and investors, both those who have already studied the gaming industry market and potentially new ones.

VII. CLOSED GAME PRODUCTION

The game development process, from the idea to the technological nuances and the team assembled for it, largely remains closed and unpredictable for users and investors. This has an impact on the decision-making on participation in projects by both players and investors. Nobody wants to invest money and time in a "pig in a poke," and it's not easy to understand the issue so that high-risk investments become less risky.

VIII. PERCEIVED UNTRUSTWORTHINESS OF WEB3

There is no shortage of new Web3 projects, token launches entering the market and unfortunately bad actors do appear. Projects and teams that have only the motivation to make a quick buck at the expense of their investors and community end up deterring Web2 Producers and users alike.

Projects come and go and are not built to last. This deters Web2 developers from collaborating and entering into partnerships with Web3 companies and communities.

SOLUTION

I. REWARDS FOR GAMING ACTIVITY

The ZARGATES project moves away from the traditional Play-to-Earn concept, as it is being replaced by a more socially friendly and efficient solution - **Play-and-Earn**. The term, although appears to be almost identical, convey different concepts and incentives that will benefit both players and developers.

Under the ZARGATES Play-and-Earn model, there is a balance between enjoyment and monetisation.

The key concept that underpins ZARGATES is that players can earn and monetise their gaming activity but without sacrificing any of the emotional enjoyment they get from their favourite games. Bringing this balance gives game developers and players a common middle ground, creating a community that we can safely call Web2.5.

This hybrid approach brings sustainable engagement and multiple avenues for incentivising and rewarding developers and players. With ZARGATES, developers will see tangible benefits in the form of tokens for their users' activity and players can gain further rewards by referring and attracting friends, guild members or affiliates to the ecosystem.

II. A LEGAL SOLUTION

At the core of the ZARGATES project is the ability to make a quick, easy and painless integration to Web2.5 for developers and users. Our technology allows for small, quick and private data exchange ensuring sensitive data is maintained and kept safe. We also legally guarantee the legality and security of both data exchange and the partnership with ZARGATES as we strive to be the benchmark in trustworthiness, reliability and security around the world.

ZARGATES uses IP-Shares as a legal framework for all issued tokens including NFTs and provides a 100% transparent and clear legal service.

III. IMPLEMENTED GAME PROJECTS AND EXCLUSIVE RELEASES

Projects that will become ZARGATES partners are previously implemented projects whose metrics are available and known, or projects that have received approval and are released on the ZARGATES launchpad on an exclusive basis. In any case, information about game projects will be as transparently available to the audience as possible. No pigs in a poke and careless unpredictability. The project team puts its reputation into achieving this goal. Therefore, if the project on the launchpad does not meet predicted expectations, we provide for the possibility of refunding investments.

ZARGATES is a community driven service that includes 'Green Light' procedure as the key DAO feature for the game to be accepted onto the platform by the ZARGATES community.

IV. FULL TRANSPARENCY OF TRANSACTIONS

ZARGATES is committed to ensuring full transparency of on-chain transactions for gaming products and assets that will be released and connected to the ecosystem. From the composition of the team to some key indicators and all processes will be covered for our audience as much as possible. We want to provide ZARGATES users with predictable, top quality content.

V. OPPORTUNITY FOR THE PLAYER TO BECOME AN INVESTOR

Our balanced approach to focusing on user enjoyment and monetisation does not end with playing the games themselves. With ZARGATES, players will also have the opportunity to become investors and help shape the future of the gaming industry through our launchpad. These exclusive projects will only be available to ZARGATES players and based on the volume of their investments and tier within the ecosystem: VIP, Pre-Seed, Seed, Private and IDO. This is how we create ranked tiers of investors who will be able to participate in exclusive releases of game projects on the launchpad and receive lucrative offers depending on the tier occupied. Our legal framework that underpins ZARGATES gives investors confidence and peace of mind in the safety, legality and security of their assets and their investments in this process. Our staking technology involves freezing invested tokens for a certain period of time, which will not require investors to painlessly

unlock investments and have a sharply negative impact on the development of gaming projects, which is a safer solution for attracting investment in gaming projects.

VI. THE TRUSTWORTHINESS OF OUR TOKENOMICS AND MODEL

The ZARGATES tokenomics is unlike any other project in the Web3 Gamefi sector. There will be no IDO, token distribution for Co-Founders and Advisors, no vesting schedules or other hidden incentives that will not benefit our users and partners.

ZARGATES operates an algorithmic token and NFT emission structure designed for 100 years. It is transparent and easy to understand so all our partners and our community know that we are committed to handing ZARGATES down through the generations and being the long term pinnacle in the Gamefi sector.

TECHNOLOGY

ZARGATES is a Web3 gaming platform that provides a service for integrating existing Web2 / Web3 games into the Web3 ecosystem, attracting users to games and increasing their monetization under a legal framework across the globe.

Our unique technological concept stands out from all other solutions on the market due to its simplicity, interoperability, security and efficiency. Our platform is a multi-faceted solution that mutually benefits players, game developers and investors alike. The ZARGATES project has a transparent 100 year Token Emission, which will allow players to create their gaming legacy for generations to come. Our trustless technology and proof-of-playtime tokenomics ensures ZARGATES will be at the forefront of the gaming industry for decades, underpinned by our Battle Pass PRO system.
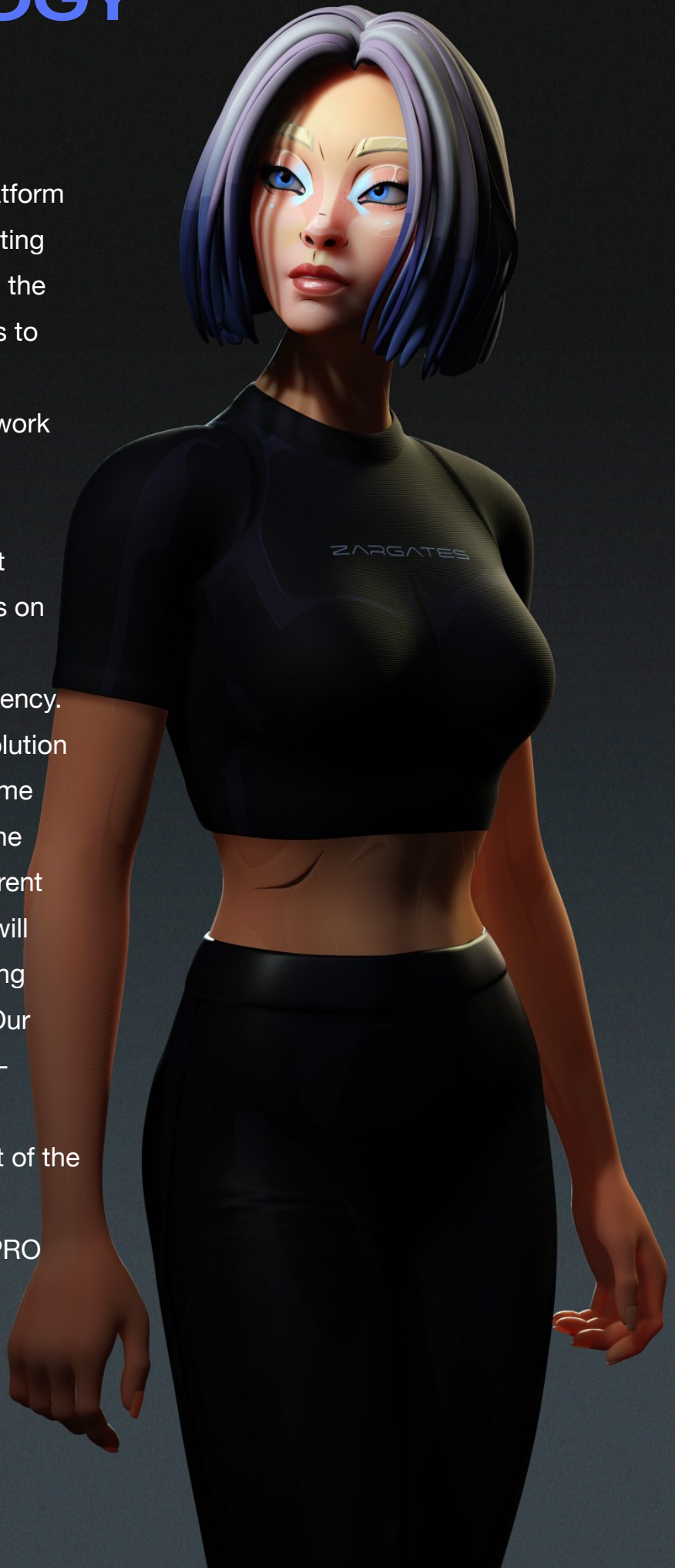
PRIVATE ACCESS TO THE ZARGATES ECOSYSTEM

ZARGATES is a Web3 ecosystem for gamers, influencers and game developers. Our active community will be that of gamers, not speculators or bad actors. That is why there are only two routes into our ecosystem, ensuring its exclusivity and activeness.

The first is to own a **ZARGATES Gaming NFT.** This can be done by staking on our platform and entering our monthly event to win an NFT or by purchasing an already minted NFT on our ZARGATES marketplace. Owning a ZARGATES Gaming NFT gives you access to our top tier with the highest level of rewards, token allocation and access to exclusive ZARGATES features.

The second is to be **invited** by an existing ZARGATES Gaming NFT owner or to purchase an invite on our marketplace. Upon accepting an invite you can progress through the ZARGATES journey under our Battle Pass Pro account without the need to purchase your own NFT. As an invited user you will have access to the Reward Point System, daily token allocations, ZarGates Airdrops, Partner Airdrops, Artefacts, Boosters and Staking as well as being able to level up your account at exactly the same rate as the Gaming NFT holders. Naturally however, the rewards and token allocation is lower than that of our ZARGATES Gaming NFT owners.

Both types of user have the ability to level up their account and pay to progress through the ecosystem if they wish, with ever increasing rewards as they do. Our ZARGATES Gaming NFT owners will even be able to progress their NFT to sell it in the future or pass down to the next generation to continue their legacy for the full 100 years.

People without an NFT or an invite will form our **Community Members.** These users will have access to ZarGates Airdrops and Partner Airdrops as well as being able to participate in community events, competitions and giveaways.

Emission of ZARGATES Tokens

Token Emission per halving periods
Halving in 5, 25, 50 and 75 years.
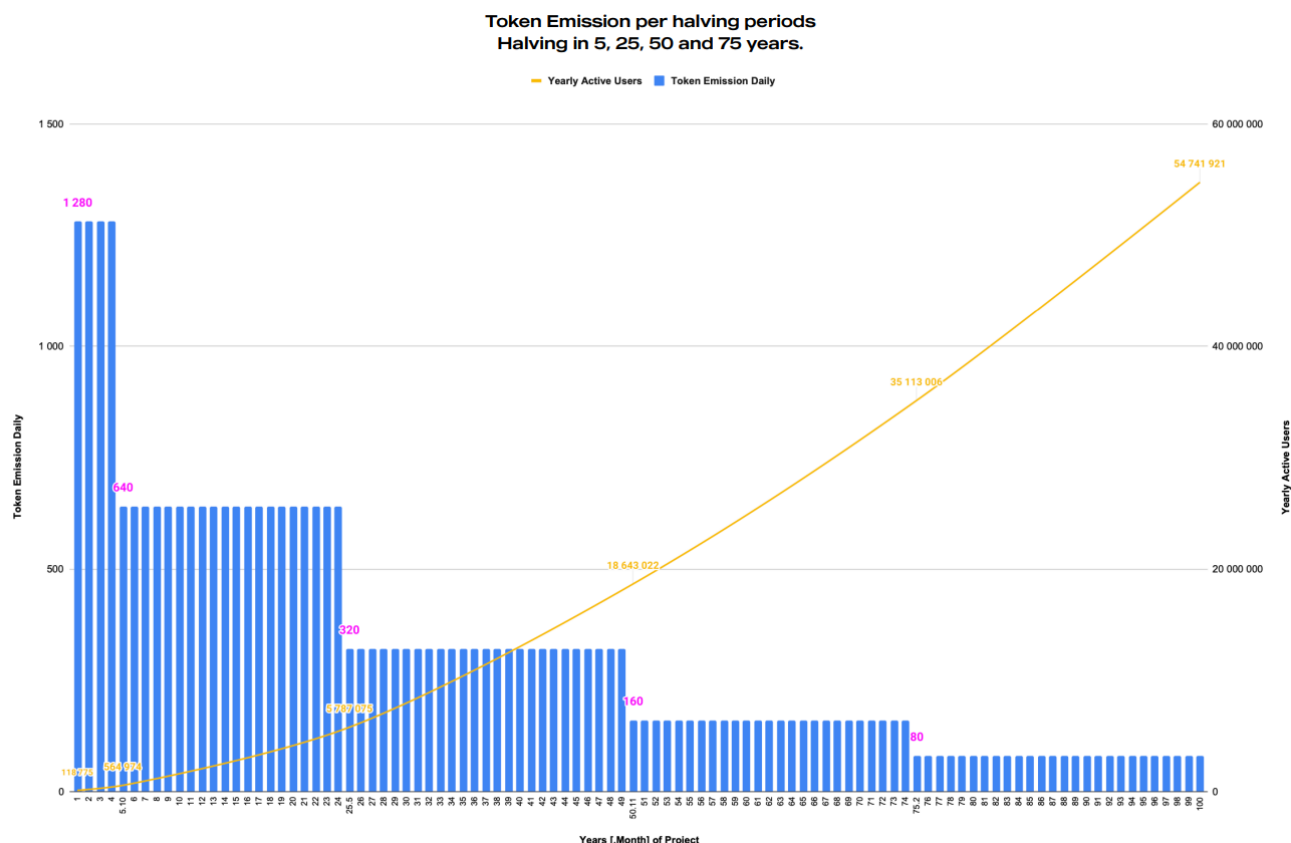
There is no IDO or allocation of up-front tokens in ZARGATES. The only way to earn the native ZARGATES tokens is through gameplay on games published on the ZARGATES platform. The token will be mined by players each day and allocated based on their play time, level and whether they are an NFT holder or invited user. There will be a daily emission of 1,280 ZARGATES tokens with these being split between all players *(78.125% of the daily tokens)*, game developers *(10.9375%)* and the NFT owners who have successfully invited playing users to the platform *(10.9375%)*.

ZARGATES tokens will also be subject to periodic halvings throughout the 100 years in the following time intervals:

- In the 5th year after TGE

- In the 25th year after TGE

- In the 50th year after TGE

- In the 75th year after TGE

The limited but predictable supply of ZARGATES tokens, coupled with an increasing user base and halving structure ensures both continued upward pressure on the token over 100 years and a clear incentive for both players and game developers to join ZARGATES as early as possible to start building their balances.

ZARGATES GAMING NFT UTILITY

As we have seen, the two ways to enter ZARGATES as a player is to purchase a ZARGATES Gaming NFT or to be invited by an NFT owner.

Each ZARGATES Gaming NFT that is won through our monthly event comes with 9 unique, one-time referral codes to give to your fellow gamers, family, friends or guild members at your discretion. These can only be used once for the life of the NFT but each user who enters ZARGATES using the referral code forms part of the NFT owners gaming family. The invited user automatically becomes a referral user to the Gaming NFT owner and can immediately begin earning tokens through gameplay, with the NFT owner now benefitting not only from their individual gameplay but also the gameplay of everyone in their family tree.
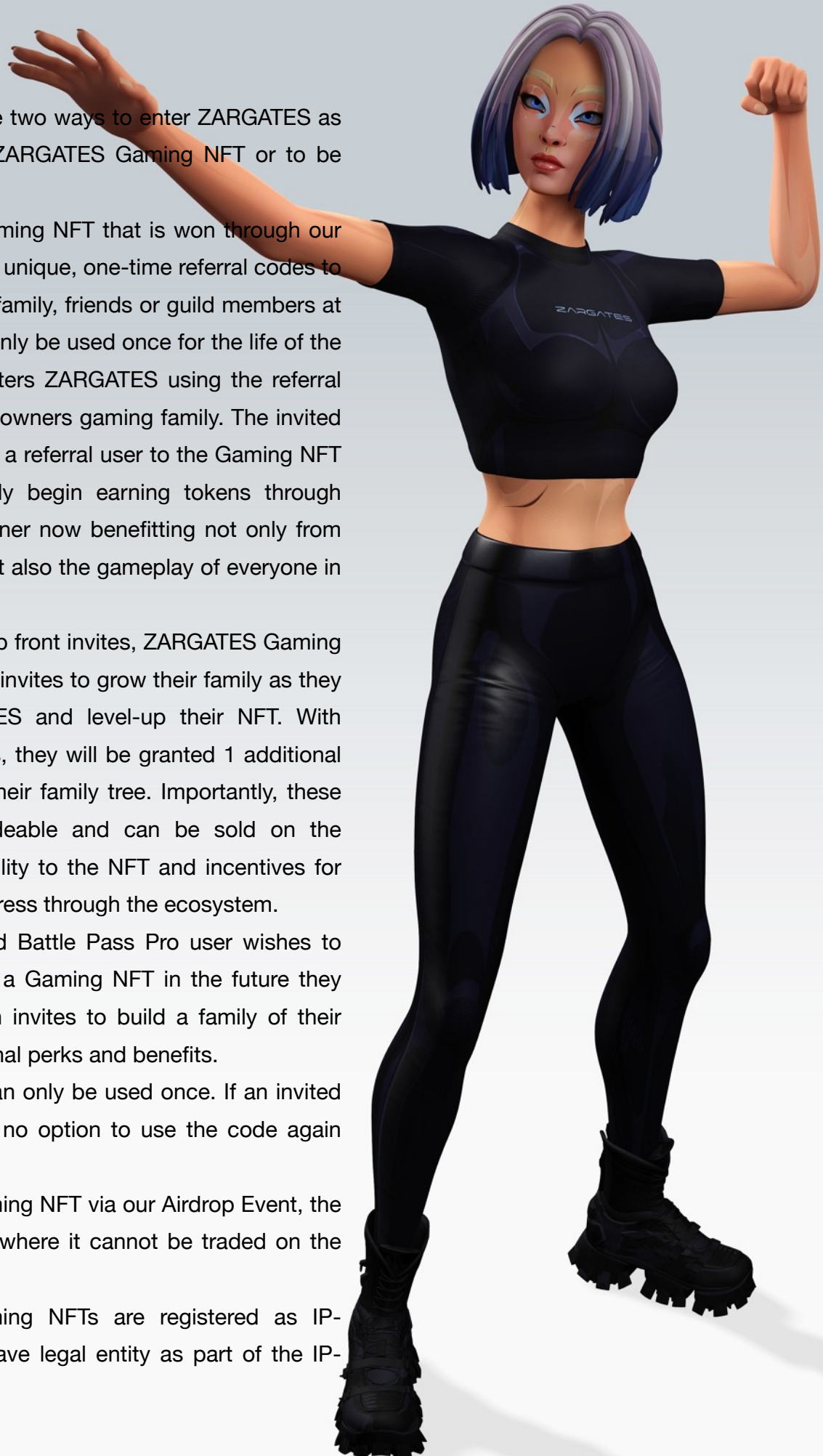
In addition to the 9 up front invites, ZARGATES Gaming NFT owners earn additional invites to grow their family as they progress through ZARGATES and level-up their NFT. With every 5 levels they progress, they will be granted 1 additional invite for someone to join their family tree. Importantly, these leveling-up invites are tradeable and can be sold on the marketplace giving extra utility to the NFT and incentives for players to level-up and progress through the ecosystem.

Naturally if an invited Battle Pass Pro user wishes to enter the Airdrop Event for a Gaming NFT in the future they can, then receive their own invites to build a family of their own and receive the additional perks and benefits.

Each referral code can only be used once. If an invited user stops playing there is no option to use the code again with a new user.
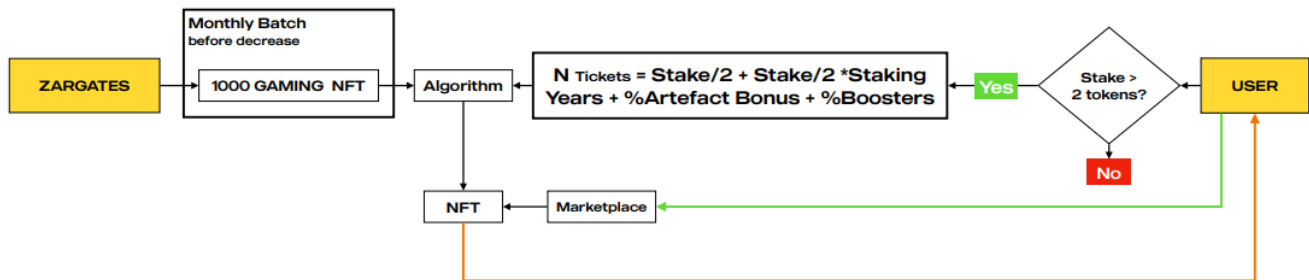
After receiving a Gaming NFT via our Airdrop Event, the NFT is locked for 1 month where it cannot be traded on the secondary market.

All ZARGATES Gaming NFTs are registered as IP-Shares and encrypted to have legal entity as part of the IP-Portfolio of ZARGATES.

ZARGATES GAMING NFT CARDS

NFT distribution strategy

Legend:
Process ———▶ (black)
Token Spendings ———▶ (green)
Token Income ———▶ (blue)
Fiat Spendings ———▶ (pink)

The ZARGATES project will release a limited number of Gaming NFTs every month. The starting volume will be 1,000 Gaming NFTs per month and this will reduce by 10 each year. Thus, by the time we reach Year 100 of ZARGATES the monthly mint of NFT's will be just 10 with then 1 final NFT being available. The total number of ZARGATES Gaming NFTs emitted over the 100 years is 606,001.

The player's dynamic NFT records their journey and progress throughout ZARGATES. The Gaming NFT will increase in level as the player progresses over time, it records invite codes and the gaming activity of themselves and their family tree. The progress of the Gaming NFT stays with it upon sale or transfer making it an ever more valuable and rare asset over time.

In addition to rewards for a players gaming activity, leveling and referral tree as discussed, the ZARGATES Gaming NFT card will also come with additional benefits and access to features of the ZARGATES ecosystem, namely:

a.) Deposit for liquidity pools with APY
b.) Token vesting from Launchpad investments

If a user trades their Gaming NFT, their level, referral tree, staking and liquidity pool incentives will also be traded to the new owner alongside tokens emitted through launchpad project contributions.

Each NFT within ZARGATES is pinned under IPFS ensuring a decentralized and immutable record of the progress into perpetuity. Only 1 Gaming NFT can be active on ZARGATES per user account at any one time with all progress and achievements being rewarded on their chosen active Gaming NFT. Players can play with multiple cards on different accounts however or keep multiple NFTs as a store of value.

There is no cost for the Gaming NFT and will be distributed via a monthly airdrop event. All users on the platform will have the opportunity to gain NFT event tickets each month via staking their ZARGATES tokens on the platform.

To qualify for the Gaming NFT Airdrop Event a user must stake a minimum of 2 ZARGATES tokens. There will be different lock periods varying from 1 month to 10 years and the lock period a user chooses will determine how many NFT lottery tickets they receive per 2 tokens staked. Their tickets are then active for the duration of their staking lock period.

NFT's already in circulation can be made available to buy through the ZARGATES marketplace by users wishing to sell on the secondary market.

HOW TO EARN TOKENS THROUGH GAMEPLAY

Core economy loop
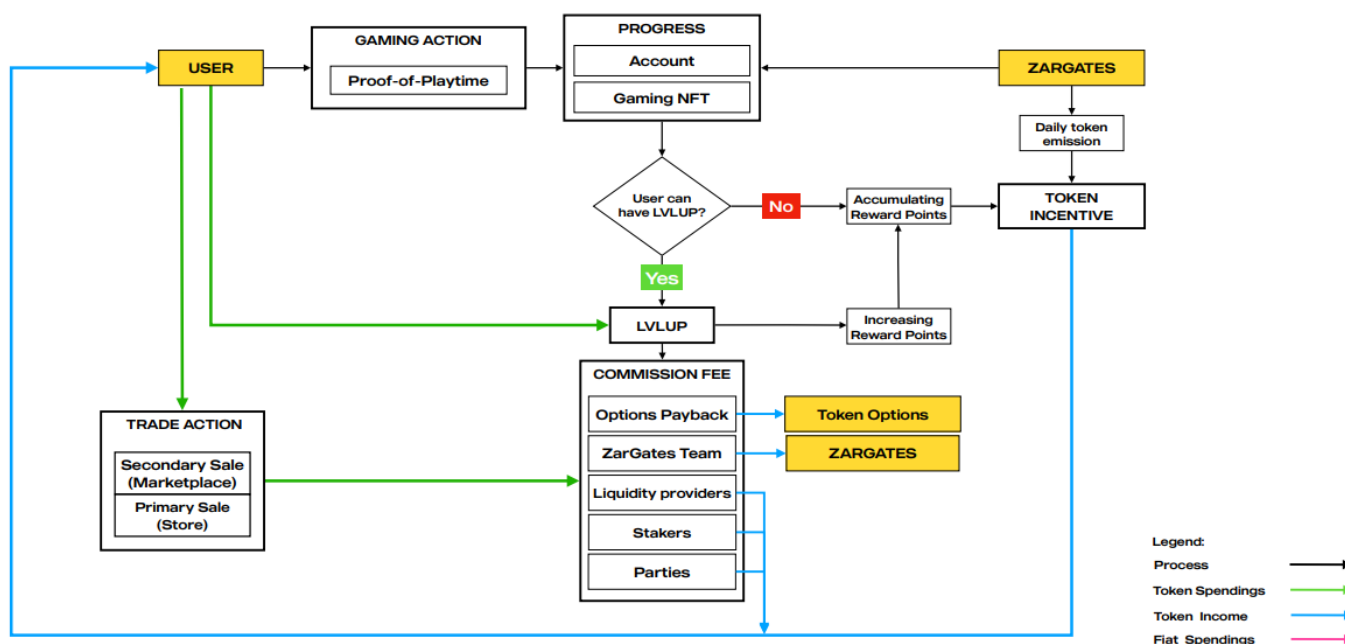
Users compete daily for the allocation of ZARGATES tokens under our Proof-of-Playtime model. Each day users can login and play their favourite games on the ZARGATES platform and their playtime is recorded on their account to a maximum time of 2 hours playtime per day.

Reward Points are accumulated by users that day based on their individual playtime, account, Gaming NFT's level, Artefacts they obtain, set bonuses of their Artefacts and Boosters. Tokens are then allocated proportionally between all the players according to their total Reward Points. Both Gaming NFT players and invited users will be able to level up at the same rate of once for every 4 hours of gameplay, meaning the most engaged players will be able to level up every 2 days. The Cost of each level is established in USDT, but ZARGATES charges in native tokens at the exchange rate at the point of purchase. This helps make predictions of token spendings easier in the case of possible token price changes.

Referral Tree

Referrals flow
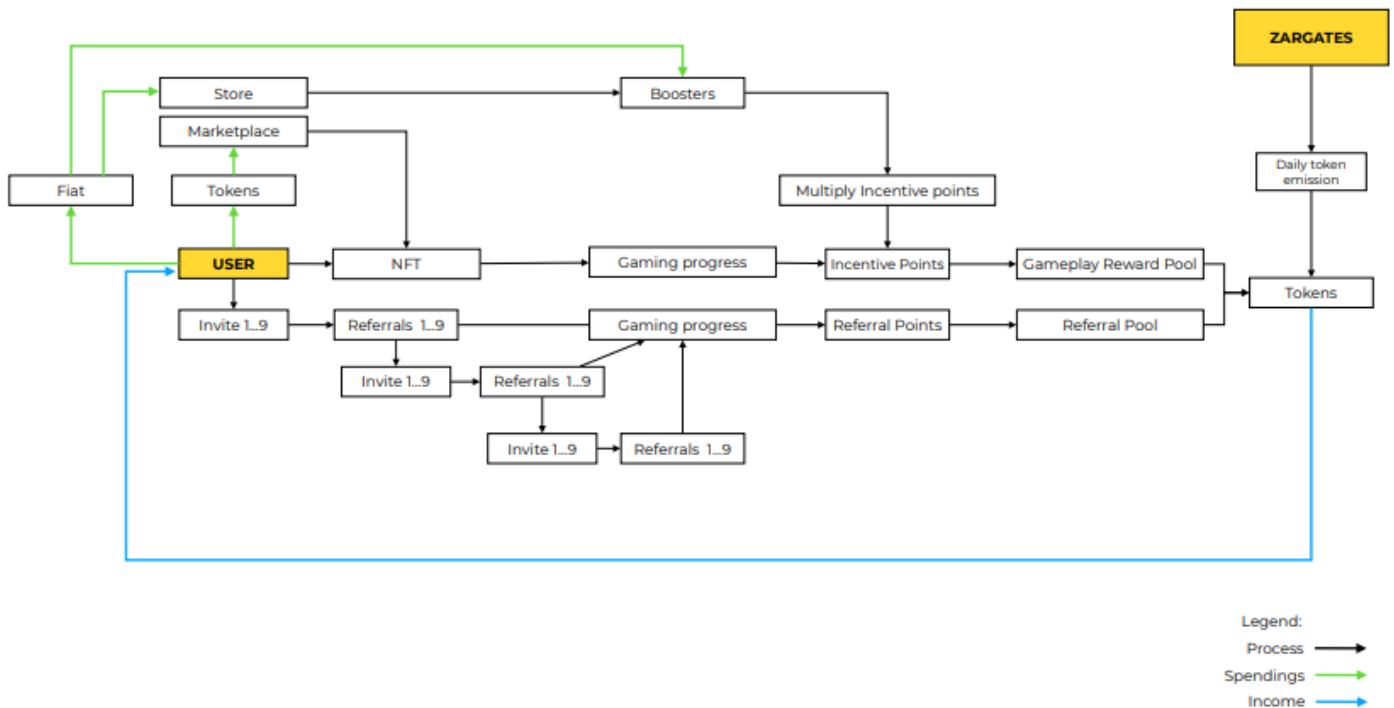
The NFT owner's referral tree is formed from all users whom he invited to the ZARGATES project through received invites.

The user receives the first 9 invites when purchasing an NFT card with subsequent invites only being obtained by upgrading NFT card levels *(1 invite per 5 levels)*.

The daily emission of ZARGATES tokens includes part of the referral reward *(10.9375% of total daily tokens)* for ZARGATES Gaming NFT owners who have built a referral tree through attracting active invited users. The daily playtime of each of their invited users is recorded with the total ZARGATES tokens from the referral pool allocated proportionally to the Gaming NFT owners.

Such a solution makes invites not just an invitation, but a truly valuable asset that is tied to the Gaming NFT and can influence its value and the rewards received by the NFT owner each day. Therefore, there is an obvious desire to form the highest quality referral tree on your ZARGATES Gaming NFT with the most active users for the longest possible time.

Upon sale of the Gaming NFT, the tree is also transferred to the purchaser along with any unused invites to expand the tree over time and further increase the daily token rewards and value of the Gaming NFT itself.

The 9 invites that come with the Gaming NFT are soulbound and fixed to the NFT. However the additional invites received through leveling-up the NFT are tradable assets and can either be used or sold to other NFT holders on the secondary market. This gives even greater utility and value to the NFT and motivation for users to continue to level-up their NFT over time.

INFLUENCE NARRATIVE DESIGN
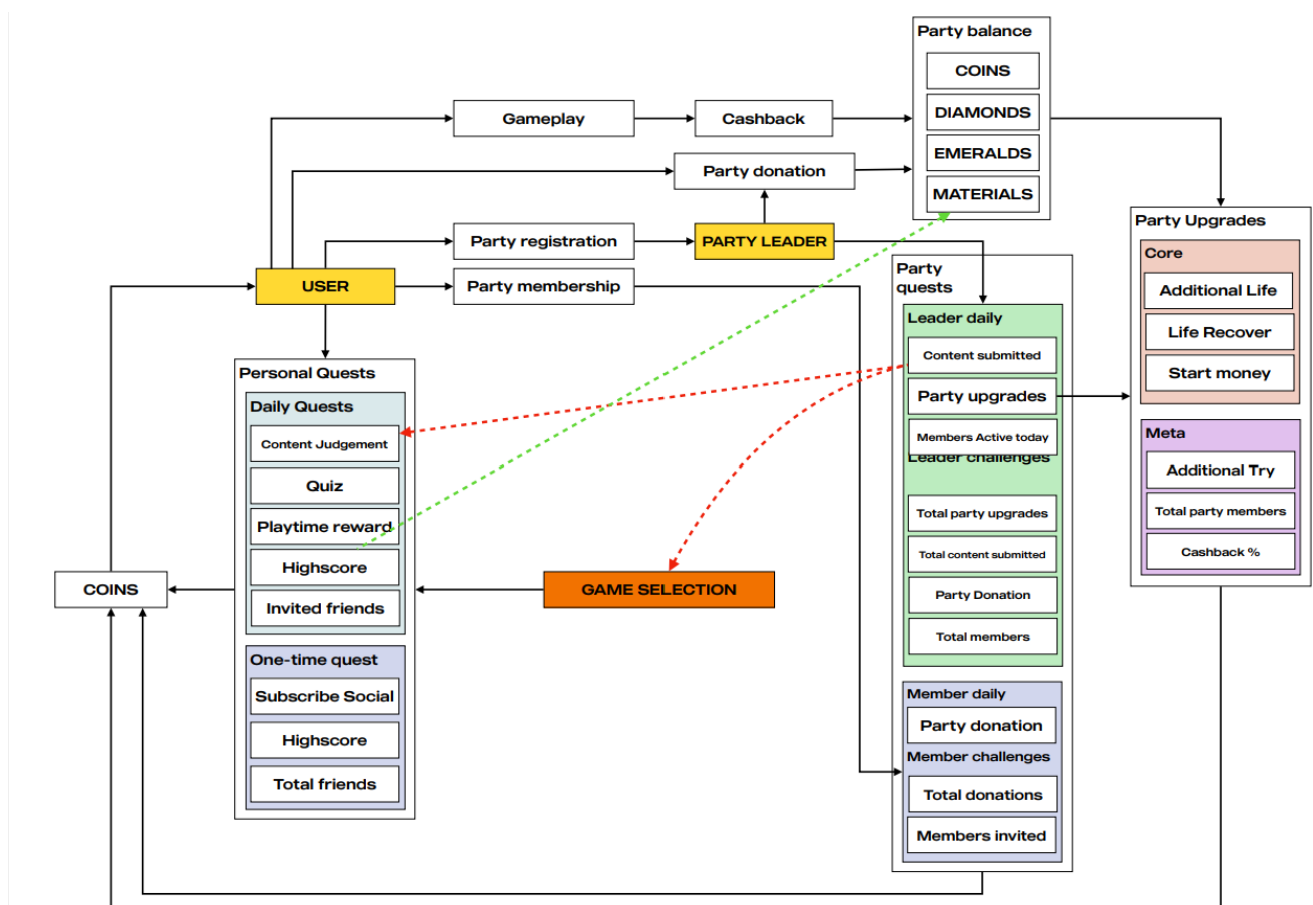
Within the ZarGates ecosystem, players will have the opportunity to join their fellow gamers by either creating or joining a Party which acts like an organisation or group. Each Party will have quests to complete as well as rising through the ranks and competing with other Parties to become top influencers within ZarGates through their content creation, playtime, activity and invites to new users.

The economic model for this Narrative design comes through Party Donations, the creation of content, Party upgrades and rewards in coins, Diamonds, Emeralds and Materials across all of the games on the ZarGates platform.

BOOSTERS

ZARGATES utilizes boosters which provide users with temporary increases in Reward Points for their gameplay and therefore a larger allocation of the daily emission of ZARGATES tokens.

Purchasing boosters operates on a daily basis under a simple mechanism. Users deposit fiat or USDT into their ZARGATES account and purchase tickets up to the total amount of boosters they would like to win. With a finite amount of boosters for sale each day, only some lucky users will be successful, with unsuccessful lottery tickets being returned for the lottery the following day.

ZARGATES operates two types of daily boosters. The first is a 'Personal Booster' which increases the points a user receives for each hour of gameplay. The second is a 'Family Booster' which is restricted to NFT owners and not only increases their points but also the points of everyone in their referral tree.

Each type of booster will have its own daily emission, which will increase monthly. From the first day of release of boosters, the following will be available daily but these may change based on circumstances:

-   Common Personal boosters - 1,000 per day, $10 per booster
-   Epic Personal boosters - 300 per day, $25 per booster
-   Legendary Personal boosters - 100 per day, $50 per booster
-   Legendary Family boosters - 30 per day, $100 per booster

The complete ZARGATES Incentive flow

Incentive flow
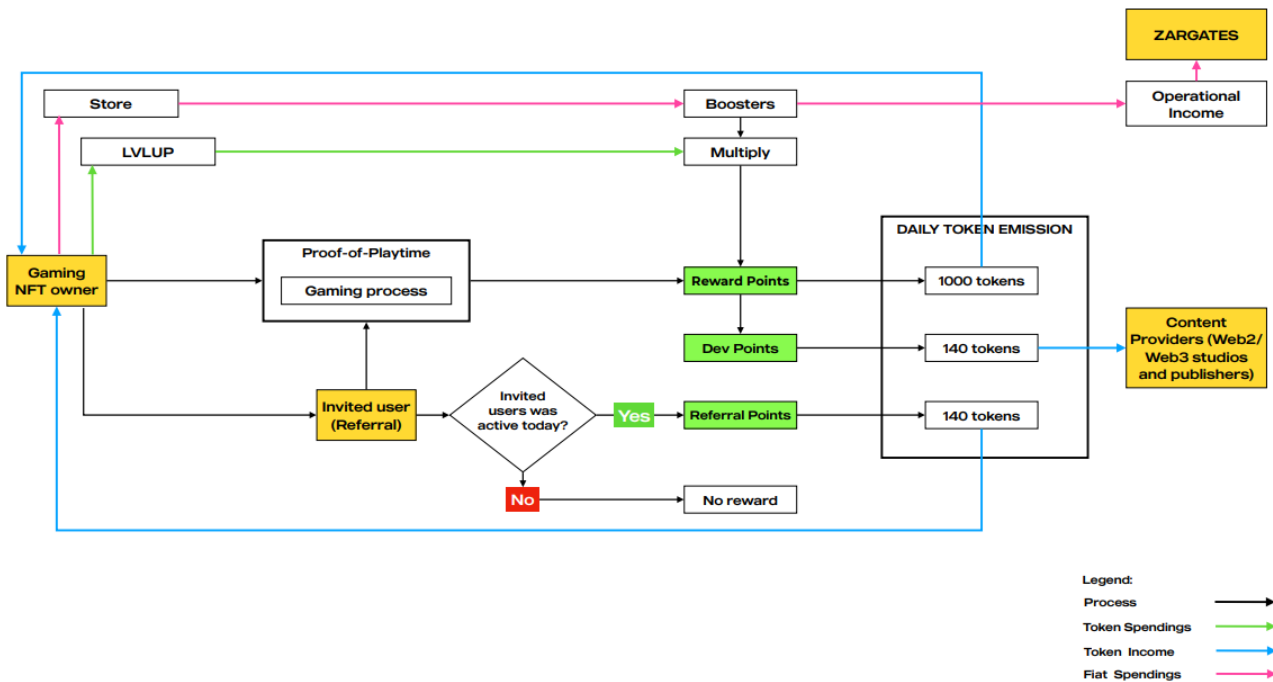
In the picture above we show the token distribution within 3 pools:

- 1000 tokens shared between all users that were active today and have at least 1 Reward Point.

- 140 tokens distributed between ZARGATES Gaming NFT owners who had active referrals that day who generated at least 1 Reward Point.

- 140 tokens distributed between all Game Developers that provide their content for the ZARGATES platform.

ARTEFACTS

ZARGATES utilizes Artefacts which provide users with permanent bonuses, increases in reward points for their gameplay and therefore a larger allocation of the daily ZARGATES token emissions, Staking and liquidity rewards as well as larger token allocations on the Launchpad.

Users can get Artefacts as a reward for their gaming activities as well as completing special events and quests.

All Artefacts are separated by type and collection and developed as a set where users can receive additional bonuses completing the set of Artefacts in the same collection.

LAUNCHPAD PRO

In addition to our core business of connecting existing projects to the ecosystem, developers will be able to release new gaming projects exclusively on the ZARGATES platform through our Launchpad PRO. Launchpad PRO opens up a vast pool of opportunities for both gaming product developers and players:

- New and exciting gaming projects will have access to a ready-made audience of engaged gamers, ready to invest, test and play their game through the ZARGATES platform.

- Players will be able to invest and engage with new games from the very beginning, helping the game develop and share in the success as the game flourishes and grows over time. Players can become the true early believers.

- Players who want to become an investor on the ZARGATES launchpad and participate in exclusive releases of game projects, depending on the activation of the shooting gallery of their game NFT card through staking, can gain access to the early stages (VIP, Pre-seed, Seed, Private, IDO rounds) of fundraising and will be able to secure future gaming hits with initial investments

All projects that become partners of ZARGATES will undergo stages of thorough due diligence and verification, the purpose of which will be to provide ZARGATES users with predictable high quality content. To become a participant on the launchpad, the game project development team, together with the ZARGATES team, will work on the concept of presenting the project to the community. The presentation will be based on the principle that ZARGATES provides the community with complete transparency of game projects that become part of the ecosystem which is one of our core principles. In the event that our partners' game projects, for some reason, cannot meet the declared quality and implementation, we will provide a refund of investments.

DAO COMMUNITY

ZARGATES will form a thriving DAO community of players, investors, influencers and developers that will be able to make decisions on the development of the ZARGATES project throughout its entire journey. One of the most important functions that the DAO community will perform will be voting to decide on projects that will become part of the ecosystem. ZARGATES only aims to satisfy the community through the best quality of games and through this DAO the players will have control over this hugely important mechanism. The DAO will therefore ensure that only games that our community play, enjoy and trust ever form part of the ZARGATES ecosystem.

Our community will be invited to share and suggest games to join the platform which the ZARGATES team can then explore, develop and conduct due diligence before presenting it to the community for voting. This engaging loop provides gaming developers with confidence that the ZARGATES project will be beneficial for them and gives our players ever more opportunity to play their favourite games with ZARGATES.

VESTING TOKENS FROM LAUNCHPAD PRO AND STAKING DEPOSITS

Each player who owns a ZARGATES NFT card can become an investor on the launchpad and participate in exclusive releases, receiving allocations from partner projects. Depending on how many ZARGATES tokens the player has staked in the ZARGATES ecosystem through their NFT, they will have access to the most profitable and early stages of fundraising for exclusive projects of ZARGATES partners. Players will have the opportunity, depending on their funds in the staking pool to get into one of five tiers of investors:

- VIP
- Pre-seed
- Seed
- Private
- IDO

Each card tier will provide investors with access to its own stage of fundraising for exclusive projects on the launchpad and all subsequent stages with VIP receiving the earliest stage access and IDO the last stage. The higher the tier, the more opportunities and the better terms of investment the investor will receive.
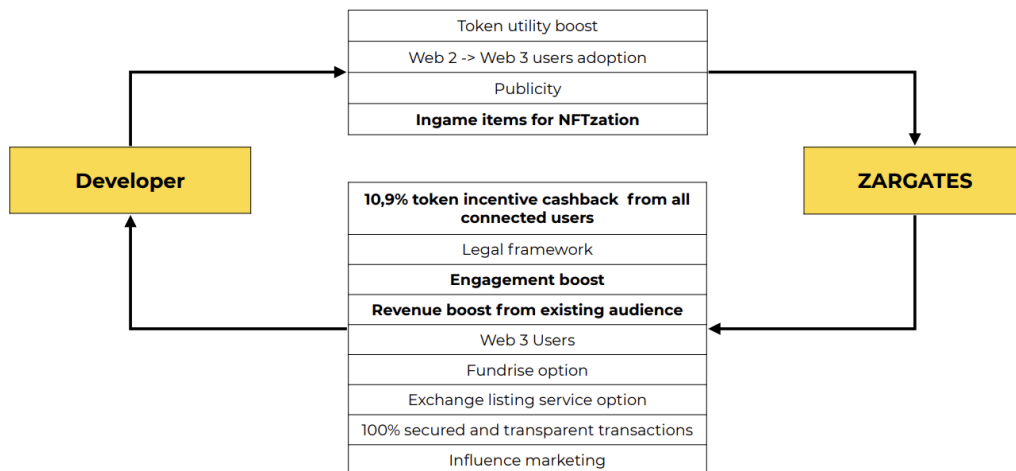
In particular, each of the tiers will have its own investor ratings, which will influence the distribution of additional allocations of game project tokens. All investors initially have the same weight in their tier relative to each other in the distribution of allocations. Top stakers of their tier can count on additional allocations as a reward for their commitment and investment into both ZARGATES and the projects on the launchpad. Ratings will depend on the volume of tokens being staked and there is also an APY for stakers in all tiers.

All these functions are available to owners of NFT cards and are embedded functionality in the NFT, which can also be transferred to another owner by transferring the NFT along with vesting of tokens from investments and staking.

GAME DEVELOPER FEATURES

Value cycle

| Token utility boost |
| Web 2 -> Web 3 users adoption |
| Publicity |
| **Ingame items for NFTzation** |

Developer → **ZARGATES**

| **10,9% token incentive cashback from all connected users** |
| Legal framework |
| **Engagement boost** |
| **Revenue boost from existing audience** |
| Web 3 Users |
| Fundrise option |
| Exchange listing service option |
| 100% secured and transparent transactions |
| Influence marketing |

Game developers, along with their products, can become partners of the ZARGATES project and join the Battle Pass Pro rewards.

ZARGATES does not take any commissions from fundraising on Launchpad PRO. On the contrary, we reward developers for listing their projects in the ZARGATES ecosystem with tokens from the allocated pool of tokens emitted specifically for developers.

The developer receives ZARGATES tokens based on the activity of players who farmed tokens by playing their game. Depending on the activity of the players in the developer's game, they will receive points, which will influence the further distribution of rewards from the Developers Royalty pot among all developers. The more players in the ZARGATES ecosystem that play the game compared to other games, the more tokens the game developer receives each day.

We ensure the legality of the developer's actions within the ZARGATES ecosystem. All decisions to monetize players' gaming activity in games do not conflict with the rules of Google and Apple platforms, as well as other popular platforms. Also, we guarantee 100% secure and transparent transactions.

This additional motivation for players will add value to the game and give the game developer not only daily tokens themselves but an ever increasingly loyal community with

higher time spent within the game and more often, thus boosting additional metrics and value for the game producers.

Web2 games can also look forward to increased revenue inside their business as we attract a paying Web3 audience to the space who are familiar and comfortable with paying to progress through games and to earn additional rewards.

For developers who wish to exclusively release their product on the ZARGATES launchpad, the opportunity to stage-by-stage fundraise for the production of the game becomes available.

To take advantage of all the capabilities of the ZARGATES ecosystem, the developer enters into an agreement on the basis of which, within two years, he will release his own NFT, which will be sold for ZARGATES tokens. This method of mutually beneficial cooperation will provide the developer with all the capabilities of ZARGATES, and we will give users additional utilization of the token in their favorite games.

Until the developer releases his NFT, 70% of his rewards will be in the account, which will be unlocked and available to the developer immediately after the release of his NFT card.

PURCHASERS OF ZG-VIP NFT

ZARGATES VIP membership NFT's

	Pre-Seed NFT	Seed NFT	Private NFT	Total
Initial collection pcs.	100	200	700	1 000
Selling Price, USD	10 000 $	10 000 $	10 000 $	
Token allocation (option), USD	20 000 $	17 000 $	14 000 $	
Total fundrise, USD	1 000 000 $	2 000 000 $	7 000 000 $	10 000 000 $
Total vesting, USD	2 000 000 $	3 400 000 $	9 800 000 $	15 200 000 $
Investment ROI	200 %	170 %	140 %	

ZARGATES will issue 1,000 one-off ZG-VIP NFT's during the initial fund raising phase of the project. There will be 3 different VIP NFTs available through the investment period, each costing $10,000. The 3 different cards come with different vesting options and ROI which will be paid back simultaneously and therefore realised at the same time. The 1,000 Investor NFTs are split as follows:

-   100 Pre-Seed cards providing the cardholder with 200% ROI
-   200 Seed cards providing the cardholder with 170% ROI
-   700 Private cards providing the cardholder with 140% ROI

RIGHTS AND PRIVILEGES.

The ownership of ZG-VIP confers upon the IP-Shares rightsholders a suite of rights and privileges, integral to their engagement with the ZARGATES platform. These rights include, but are not limited to, the following:

1. **Option rights** - right to redeem the option
2. **Royalty Rights:** Holders of ZARGATES Tokens are entitled to receive royalty income proportional to their Token holdings and commissions, contingent upon the financial performance and profit distributions of the

ZARGATES platform.

3. **Transfer Rights:** Tokens can be freely transferred, sold, or gifted by their holders. The transferability of Tokens facilitates secondary market trading and provides liquidity to the IP-Shares rightsholders.

4. **Event Participation:** Exclusive access to ZARGATES events is granted to IP-Shares rightsholders, fostering community engagement and providing unique opportunities for interaction with the ZARGATES team and other Purchasers.

5. **Discounts and Gifts:** IP-Shares rightsholders are eligible for discounts on ZARGATES products and may receive gifts, enhancing their overall value proposition and engagement with the platform.

6. **Airdrop Eligibility:** IP-Shares rightsholders are eligible to receive airdrops of additional collectible content from ZARGATES and its partners, further augmenting their holdings.

OPTIONS PAYBACK SCHEDULE

ZarGates commission
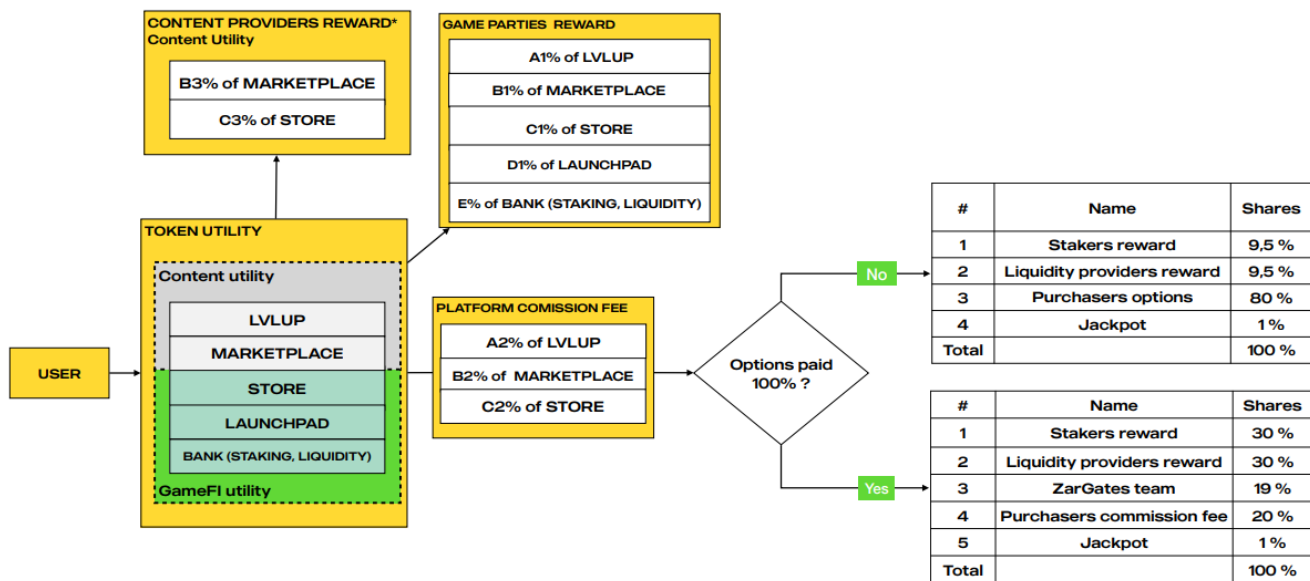
SHARES from STORE and MARKETPLACE are the private deal between ZARGATES operational team and content provider.

ZARGATES will use the proceeds from certain economic activities within the ecosystem to repay the Investor NFT cardholders according to their ROI. The revenue generated by ZARGATES which will be allocated towards this ROI will come from 3 different sources:

1. The revenue generated from players leveling-up their account and NFT through the platform
2. The revenue generated from NFT transactions on the secondary marketplace
3. The revenue generated from primary sales in our Store

ONGOING TOKEN ACCUMULATION AND MARKETPLACE TRANSACTIONS

Irrespective of the stage of purchase, each ZG-VIP shall continue to accumulate tokens derived from transaction commissions on the ZARGATES platform. ZG-VIP may be sold on the marketplace with attached Options, either fully or partially redeemed. According to the algorithm shown in the ZARGATES Commission diagram, before the payout of options, 80% of the ZARGATES commission is distributed proportionally among all ZG VIP holders. Purchasers can only sell their tokens through market makers. The terms of the sale will be outlined in additional documents.

(a) The seller is entitled to realize up to 80% of the ZG-VIP's value, plus 0.02% of future emissions (after Options payback), as each ZG-VIP holds a proportional share of the 20% Purchaser allocation post-repayment.

It is important to ZARGATES that the initial ZG-VIP Purchasers and believers that will help the project in its infancy receive their investment and ROI as quickly as possible and are prioritised. This is why the team will ensure that this ROI is met before the team receives any income from these revenue streams.

STORE, MARKETPLACE AND AUCTIONS

The ZARGATES ecosystem will have a store for the primary sale of gaming NFTs and third party NFTs of connected products. In addition to the store, NFTs of connected products can be purchased for the ZAR token at the Auction. As for the secondary sale, for this we will have our own marketplace and auction for the secondary sale of ZARGATES NFTs with accumulated gaming experience, as well as NFTs of connected products for tokens.

COMPETITIVE ANALYSIS

CARV

CARV builds gaming-centric credentials and data infrastructure, empowering gamers with data sovereignty and smart gaming. One of the few platforms that provides cashback in its own cryptocurrency for gaming activity.

CARV	24h	7d	30d
Unique Active Wallets	496 900	736 170	972 920
Transactions	553 750	3 810 000	15 550 000

Source [DappRadar](#)

Statistics on unique active wallets and transactions (Source [DappRadar](#))

As of the research date (14/5/2024), the decline in the graph is due to the lack of updated data for the day. Based on the graphs, we can draw a conclusion about the activity of unique users and their number of transactions over a long period of time. There is a tendency to maintain the trends.

Series A	📅 25 Apr 2024 ↗		🪙 Raised **$ 10.00M**
Investors:	IOSG Ventures [Lead]	Tribe Capital [Lead]	ConsenSys
	OKX Ventures	Fenbushi Capital	Draper Dragon +4

Strategic	📅 5 Dec 2023 ↗	Valuation **$ 60M**	🪙 Raised **N/A**
Investors:	HashKey Capital		

Seed	📅 22 Nov 2022 ↗	Valuation **$ 40M**	🪙 Raised **$ 4.00M**
Investors:	Vertex Ventures [Lead]	Infinity Ventures Crypto	PAKA
	UpHonest Capital	SNACKCLUB	7UpDAO +5

Source [Cryptorank](#)

According to "Cryptorank" estimates, in 2022 the project was able to attract $4,000,000 in investments and was valued at $40,000,000. On the strategic round of investment attraction as of December 5, 2023 is $60,000,000. The latest fundrise on Series A brings to the project $10,000,000.

KRATOS (KGEN)

Kratos Studios connects gaming communities in emerging markets and creates an online reputation system for gamers and gaming clans. Kratos Studios is on a mission to make gamers owners of their data. This allows them to convert their time and skills into income opportunities. Games and gamers use the Kratos suite of products to create meaningful exchanges of value.

Kratos	24h	7d	30d
Unique Active Wallets	110 970	395 490	1 100 000
Transactions	121 780	522 220	1 860 000
Volume	63 540	132 180	385 840

Source DappRadar
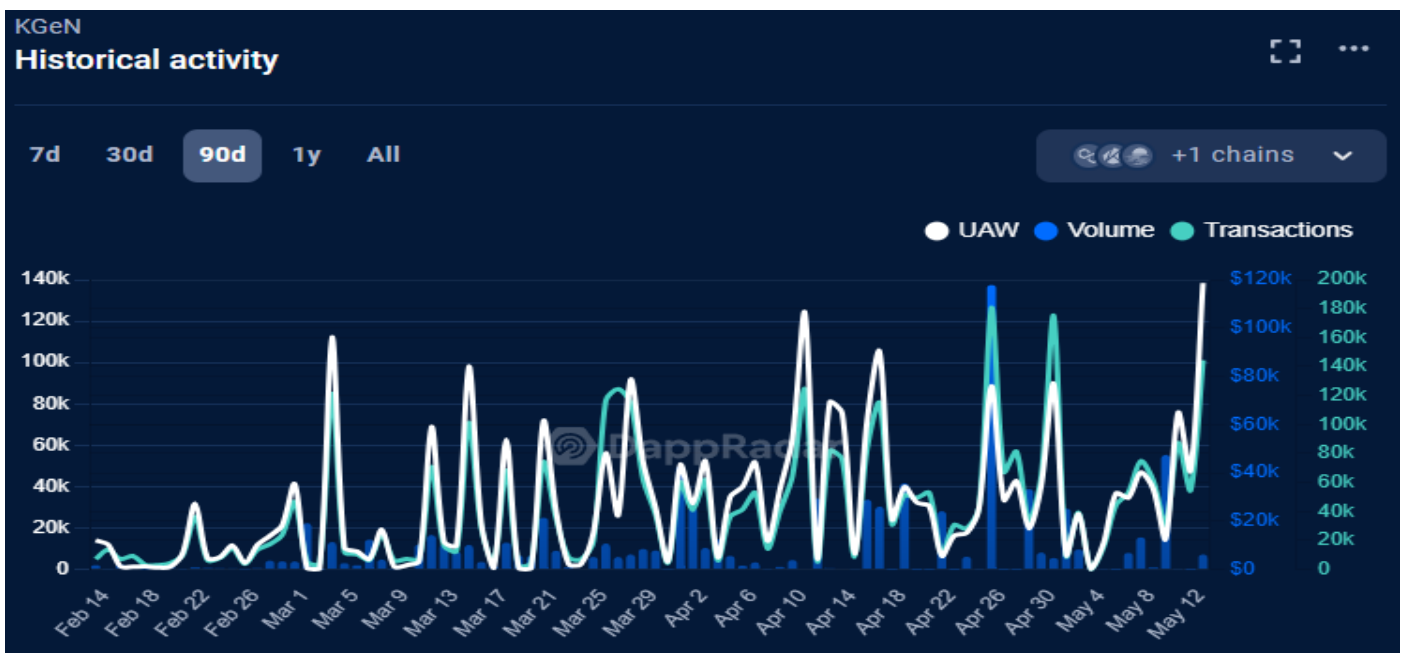
Statistics on unique active wallets and transactions (Source DappRadar)

The charts for this product are extremely volatile and this is probably due to the audience's interest in specific events and products.

Funding Rounds

Seed 📅 22 Feb 2023 ⬚   Valuation **$ 150M**   Raised **$ 20.00M**

Investors: Accel **Lead**   Courtside Ventures   Prosus Ventures

Nexus Venture Partners   Nazara Technologies

Pre-Seed 📅 19 Jan 2022 ⬚   Raised **$ 1.00M**

Investors: Yield Guild Games (Y... **Lead**

Undisclosed 📅 19 Jan 2022 ⬚   Raised **$ 6.00M**

Investors: Animoca Brands   Infinity Ventures Crypto   Sfermion

Jump Capital   Lightspeed Venture Partners   Variant +14

Source <u>Cryptorank</u>

According to Cryptorank estimates, in the first round of financing, the Kratos project was able to collect $20,000,000 in investments with an estimate of $150,000,000. It is worth noting that this project belongs to the world's largest DAO community IndiGG. The freshness of the project and the attention of major market figures directly speaks to the relevance of the concept.

GAMESWIFT

The project aims to monetize the player's gaming experience in a single service with a hidden blockchain layer to facilitate the user experience. It also builds on SDK-based infrastructure optimization for developers to efficiently and securely deploy their dApps on zkEVM.

This project is also extremely similar and is more likely one of direct competitors than indirect ones. The total number of products that this product has in the Game

section is 106. This indicates the popularity of Web2 and Web 3 synchronization mechanics among developers of this kind, as well as the possible size of the audience. Among them are very popular products such as Defi Kingdoms, World of Tanks and World of Warships, whose metrics are significant and pass through the GameSwitch system. For example, Defi Kingdoms with the fiat value of incoming dapp transactions in dollars (Volume) and the total value of assets in smart contracts in dollars (Asset Balance):

Defi Kingdoms (GameSwift partner)	24h	7d	30d
Unique Active Wallets	6 690	8 330	17 130
Transactions	275 610	1 950 000	8 450 000
Volume	21 740	421 540	2 210 000

Source DappRadar
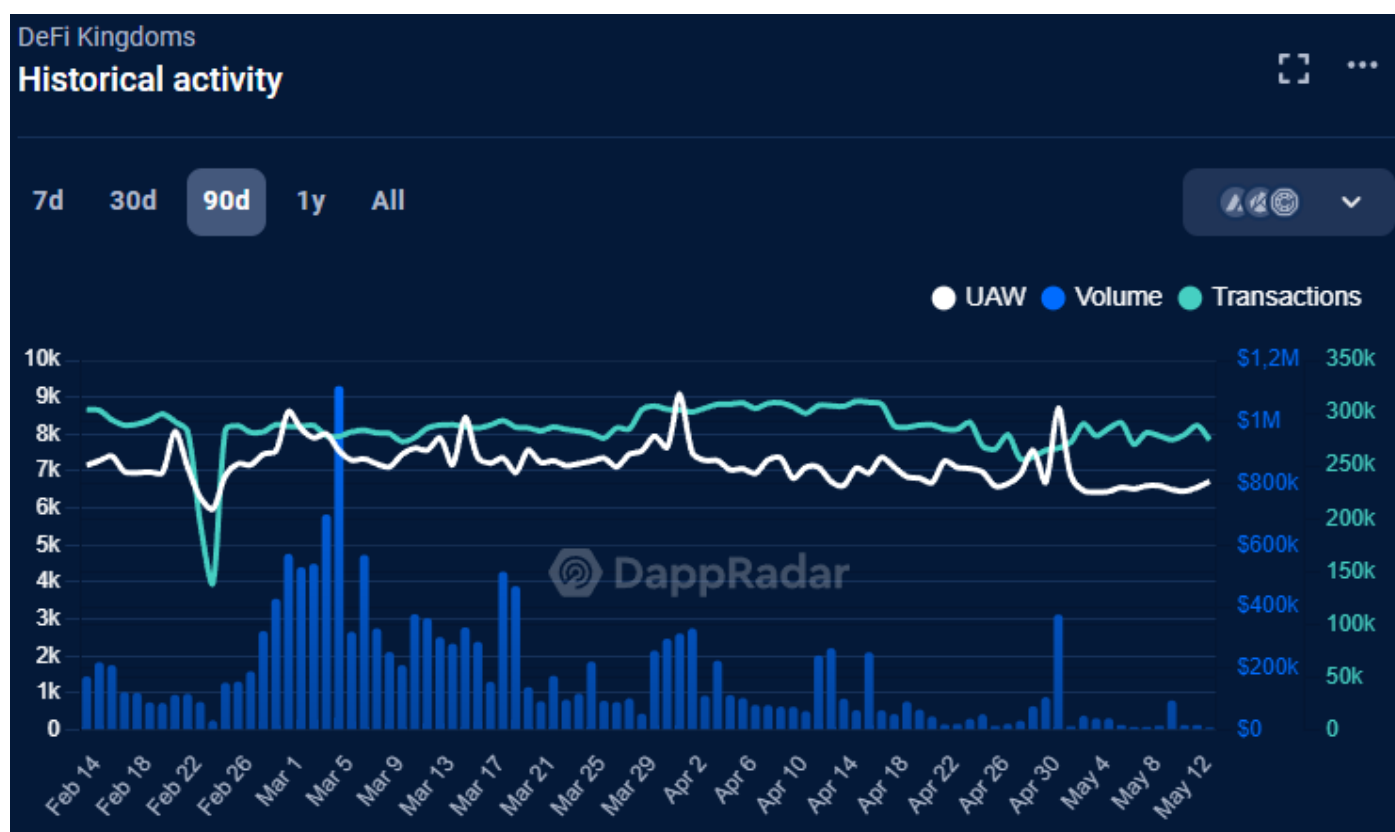
Statistics on unique active wallets and transactions (Source DappRadar)

GameSwift project token chart to assess the potential of this project and see its history in economic terms.

GSWIFT token to USDT chart from the Cryptorank platform by week (Source Cryptorank)

This graph shows that over the period of its existence, the project has grown significantly, which has brought investors to date, in the case of holding and selling in the upper limits, 36x profit from July 17, 2023 to March 2024.

ARENA GAMES

On 10.05.2024 the project had 56,644 followers, which indicates the audience's interest in this project.
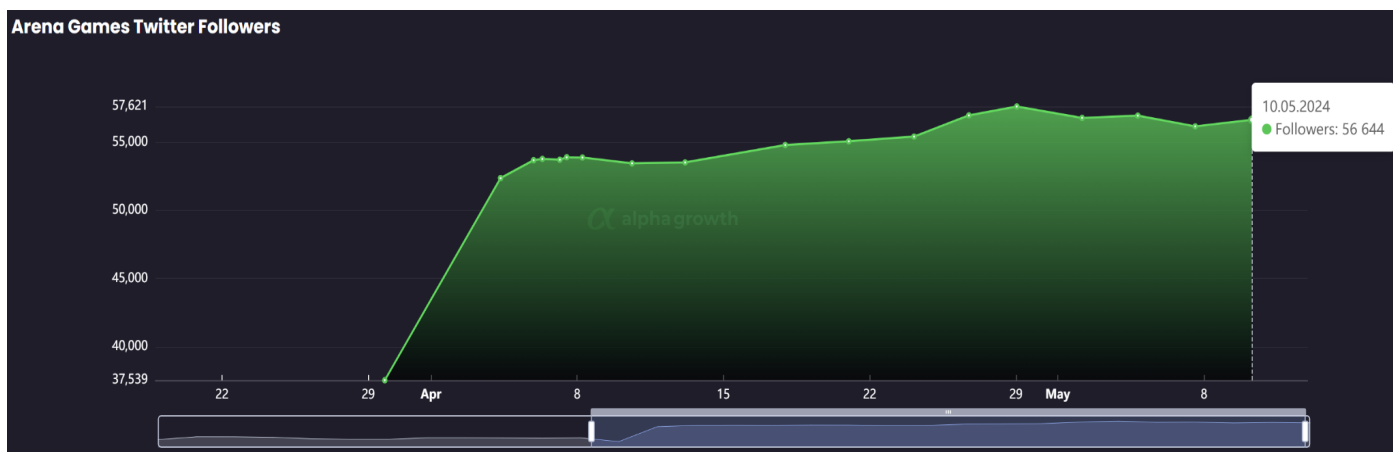
Source [AlphaGrowth](#)

Private 🪙 Raised **$ 1.21M** ⌄

Price: **$ 0.011** Platform: **N/A**

Tokens For Sale: **110,000,000** Lock-up: **7% at TGE, cliff 3 month, then vestin...**

KOL 🪙 Raised **$ 340.00K**

Price: **$ 0.017** Platform: **N/A**

Tokens For Sale: **20,000,000** Lock-up: **20% at TGE, then vesting 8 months**

Seed 🪙 Raised **$ 490.00K** ⌄

Price: **$ 0.007** Platform: **N/A**

Tokens For Sale: **70,000,000** Lock-up: **5% at TGE, cliff 5 month, then vestin...**

Source [Cryptorank](#)

According to Cryptorank estimates, in the first round of financing, the ArenaGames project raised $490,000, on the second round $340,000. The latest fundrise on Private round brings to the project $1,210,000.

MATR1X

Matr1x is a Metaverse brand that plans to grow the brand through high-quality games developed independently or in collaboration with third parties. Matr1x will express its gaming trilogy (Cyber Earth – Mars Immigration – Interstellar Exploration) through three large-scale games with a single worldview: Matr1x FIRE (first-person shooter), Matr1x WAR (shooting + MMORPG) and Matr1x EVOLUTION (SOC).

February and March 2024 demonstrated the following indicators of this project:

MATR1X Milestones

- 1,001,119 Registered Users
- 1,108,239 Global Downloads
- #1 Web3 Game & #4 Dapp by 347,480 UAW
- 1,230,000 Transactions
- 520,312 On-chain Holders
- 133,600,000 USD in NFT Transactions

Source Matr1x Gitbook

One of the latest news from the project in November 2023 talks about attracting $10 million to these projects.
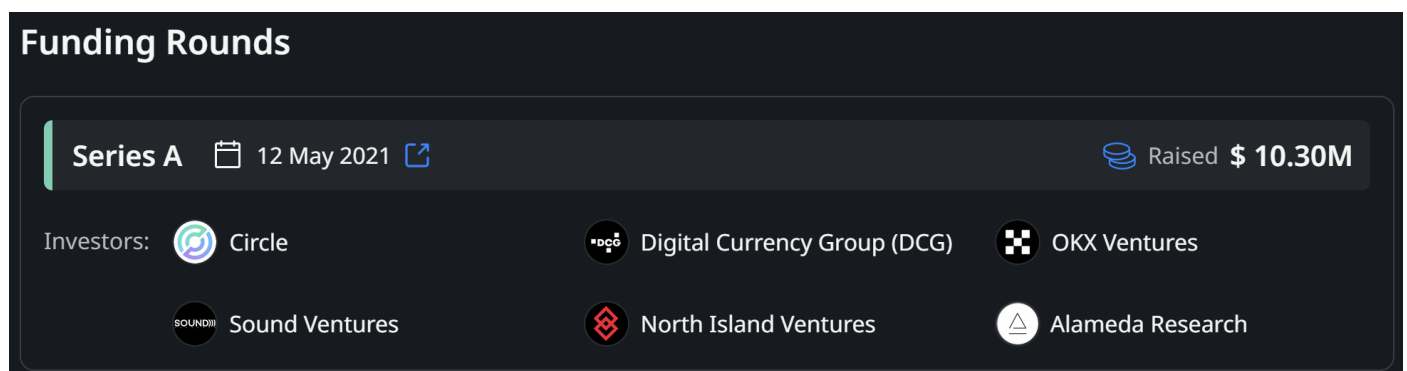
BIG TIME

Big Time is a MMORPG developed by a team of veterans who have worked across all major gaming giants. The founder is well known for making the project "Decentraland". The game peaked a lot of interest among content creators and gaming communities. The project cannot be considered a pure crypto game.It is correct to call it an ecosystem for

other game studios, although at the moment it is difficult to assert this based on open sources. Its architecture includes:

- Multiplayer (RPG) online game Big Time.

- The company is the developer of Open Loot.

- The eponymous NFT marketplace.

- The Big Time Studio development team, which simultaneously develops the ecosystem and helps other companies create games.

- Cryptocurrencies MANA and Big Time.

- Vault technology.

The concept implies that the game experience can be monetized in various ways. The Big Time crypto game is an example of an economy with digital currencies and NFT. The system is designed so that gamers with minimal experience in the blockchain can participate in it. In the format of non-interchangeable tokens, they acquire ammunition, game characters and functions for use in plot actions. Big Time's 24 hour(14/5/2024) trading volume is $ 8.40 Million. Big Time's current share of the entire cryptocurrency market is 0.01%, with a market capitalization of $ 138.89 Million.

Funding Rounds

| **Series A** 📅 12 May 2021 ⬚ | 🪙 Raised **$ 10.30M** |

| Investors: | 🔵 Circle | ⚫ Digital Currency Group (DCG) | ⬛ OKX Ventures |
| | ⚫ Sound Ventures | 🔴 North Island Ventures | ⚪ Alameda Research |

Source [Cryptorank](#)

At the fundraising stage, the project was able to attract $10,300,000.

COMPETITIVE ANALYSIS

	CARV	KRATOS GAMES NETWORK	GameSwift	ARENA GAMES	MATR1X	BIGTIME	ZAR GATES
DAO centric	+	+	+	-	+	+	+
Availability of a distribution service under development of a WEB2 project	-	+	-	-	-	-	+
Availability of a distribution service under LiveOPS of a WEB2 project	+	+	-	+	-	-	+
IDO Service on Launchpad	-	-	-	-	-	-	+
Activity based token emission	+	+	+	+	+	+	+
Battle Pass with the possibility of reward for gaming activity	+	-	-	-	+	-	+
Opportunity to refund investments on the launchpad	-	-	-	-	-	-	+
Lack of own products	+	+	+	+	-	-	+
The ability to publish without your own token	+	+	+	+	-	-	+
The opportunities to accumulate progress with the help of NFT and to sell it	-	-	-	-	-	+	+
The ability for published products to sell their NFTs on the marketplace and auctions	-	-	-	+	-	+	+
Royalties for developers	-	-	+	-	-	-	+
Legal digital assets publishing as IPshares incripted in NFT	-	-	-	-	-	-	+
Ensuring the issue of tokens by purchased boosters for USDT	-	-	-	-	-	+	+
Bitcoin like emission with pure gaming incentive	-	-	-	-	-	+/-	+

BASIC PROVISIONS

FOR WHOM: Creative entrepreneurs, gamers, developers and crypto enthusiasts

COMPETITIVE ANALYSIS: The segment is quite young and developing. Successful cases demonstrate multi-million dollar fundraises at different rounds. In comparison with other projects, ZARGATES stands out by creating Battle Pass Pro which has a unique, easy to recognise predicted value and non-toxic narrative design for mass adoption of Web2 gamers. Also, one of the differences is the presence of ZARGATES Launchpad PRO with predictable quality content and an existing audience with the possibility of refunding investments, a legal framework, as well as rewards for game developers for the activity of players in their products.

PROBLEM: Lack of an ecosystem that would legally combine Web2 and Web3 game projects with predictable content quality, as well as players and developers. Complex solutions for integrating rewards for gaming activity and useful user activity in the tired Play to Earn concept

SOLUTION: ZARGATES is a unique service for converting Web2 projects to Web3 with a DAO community of investors, players and game developers, providing players with a simple method of receiving cashback for useful actions for the ecosystem and for their gaming activity.

TECHNOLOGY: Data exchange via API with gaming projects that can safely and without any particular difficulties and risks reward users for gaming activity by joining the ZARGATES ecosystem, as well as receive a bonus in project tokens for user activity in their games. Web3 projects will be able to release high-quality exclusive products on the launchpad and present themselves in the most transparent form to the community of players and investors to attract investment. Players will be able to farm tokens and increase the volume of daily token farming, increasing the level of their account and NFTs without restrictions on levels, unlock investment functions and access to exclusive releases on the launchpad, and also receive bonuses through the referral program.

CRITERIA OF FINANCIAL MODEL

THE TARGET AUDIENCE :

- Web2 segment gamers
- Web3 segment gamers
- Crypto enthusiasts
- NFT Collectors
- Entrepreneurs
- Developers of WEB2 and WEB3 games
- Influencers
- Speculators
- Airdrop Hunters

THE MAIN MOTIVATION OF THE INVESTOR:

- Predictable content quality
- No option for early investment or changing token supply. Pure Bitcoin-like emission
- Making a profit from the growth of the token and its sale
- Making a profit from selling NFTs
- Making profit from the referral program
- Opportunity to participate in exclusive projects at the early stages of fundraising
- Predictable growth in the user base on the platform

THE MAIN MOTIVATION OF THE PLAYER:

- Playing your favorite games get valuable assets
- Monetization of your gaming activity
- Access to exclusive projects
- Making profit from the referral program
- Making profit from the growth of the token and its sale

THE MAIN MOTIVATION OF THE DEVELOPERS:

- Attracting additional audience
- Improving qualitative and quantitative project metrics
- Improving monetization indicators of projects
- Opportunity for legal fundrise
- Data Security
- Easy integration

ROADMAP

Q2 2024

- **100%** Team setup
- **100%** Company setup
- **100%** MVP
- **100%** Open-Beta release
- **100%** 1.000.000 users registered
- **100%** Influencers onboarded
- **66%** 3 Web2 + 3 web3 gaming projects committed on beta-test
- **100%** IP-Portfolio registered

Q3 2024

- 5.000.000 users registered
- ZarGates Platform Alfa-Test
- Battle Pass pro integration
- API/SDK test
- Anti-Cheat AI-Based system testing
- AI-Based character release

Q4 2024

- 15.000.000 users registered
- TGE
- DEX Token listing
- 7 Games released on ZarGates platform
- Launchpad release
- Staking and Liquidity Pools release

ZARGATES FIRST MONTH RESULTS

950 000
Total Users

180 000
Community in Telegram

88 000
Followers on X

66 000
Followers on Instagram

65 000
Subscribers on YouTube

50 000
Community on Discord

SOCIAL MEDIA

ZARGATESCHAT

ZARGATES

ZARGATES

ZARGATES

ZARGATES

ZARGATES

ZARGATESCHANNEL

ZAR GATES