



Rupie

White paper

Rupie Network white paper

Redefining the gaming community

V0.3

Abstract

The Rupie Network (RN) is a video game community and digital distribution platform built on top of Ethereum and IPFS.

With Rupie, we are aiming to change the way people create video games. By solving major industry pain points, Rupie will provide a collaborative approach to funding, building and playing the games we love. Rupie leverages many new and existing technologies to create an incentivized place for gaming built on the blockchain.

We are creating an ERC20 token called RPI. This paper outlines the constituent parts of RN, as well as exciting technological hurdles we will overcome using these emerging features of network and data decentralization.

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Introduction

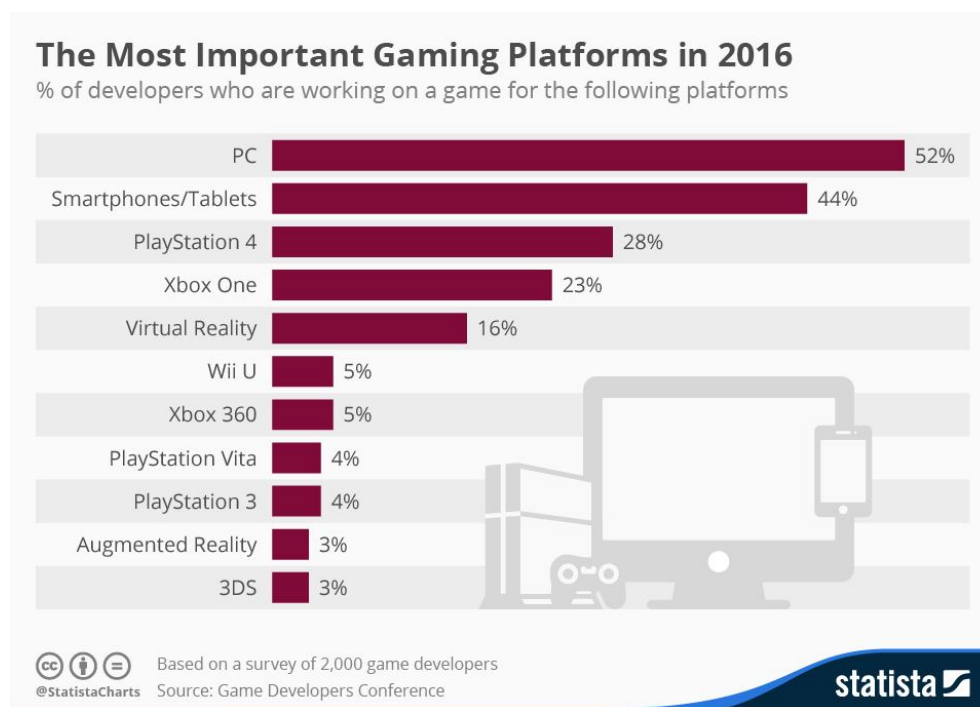
Our audience

Game Developers

PC game developers make up over 52% of the game dev community, and with easy-to-use tools like Unity and Unreal engine, new PC releases went from less than 600 in 2013 to over 5,000 in 2016 alone¹.

Gamers

The PC gaming industry is a far more dynamic environment for it's users, as opposed to console gaming, gamers themselves often become developers due to the sheer accessibility of creating a game on a very open platform. The machine you play games on also doubles as the device you can fabricate entirely new virtual worlds with.



The PC Gaming market is becoming massive

PC gaming, sales and microtransactions make up more than a 36 billion dollar market ¹⁷, and gaming as a whole is estimated to equate to an astounding 105 billion dollars. In addition, the number of gamers in the world has reached 1.8 billion in 2016.

Considering these statistics, leveraging the next generation of web tools and aiming at the future of decentralized community driven applications, Rupie will leverage an incredible opportunity in the game industry space by both revamping and rewriting many core value propositions that exist currently.

How money is made in PC gaming

- Game sales
- In-game purchases
- Online game subscriptions
- Official DLCs and expansions
- Community generated *Mods* and additional game content

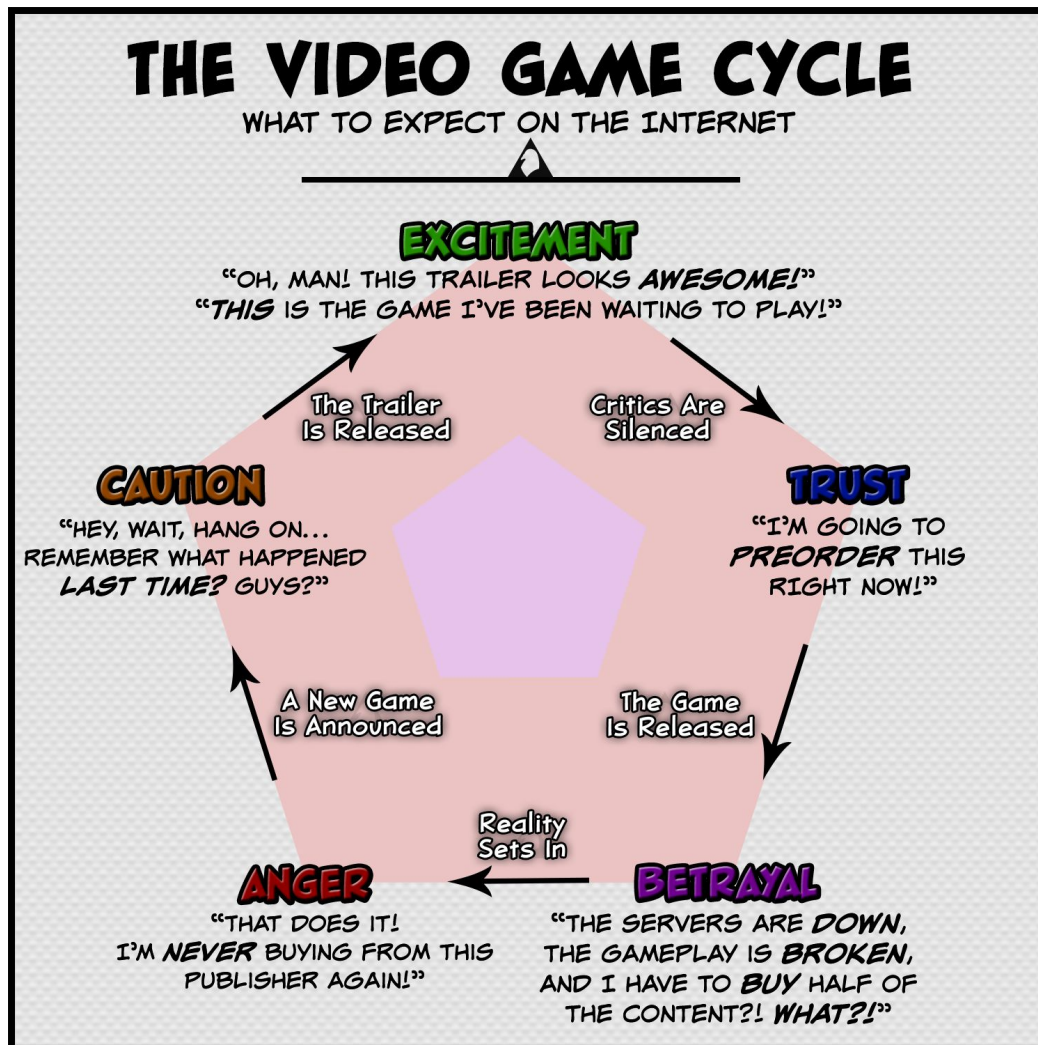
- Soundtracks and game assets

Current pain points

Many large video game publishers launch their own closed distribution channel to house their own IP. This is a frustration as a gamer and as a game developer. It decouples the community from the product, and if there exist community venues, they are often lackluster. In addition, juggling many proprietary platforms can be tiresome, contractually obligating, and confusing.²

While features of applications such as *Steam* are powerful, we feel that community centricity and tools are lacking, and that the future of game platforms are centered holistically around social tools.

Users themselves want community (see Twitch, YouTube and Reddit community popularity over time) and access to useful social/moderation tools to help create a more open and uncensored platform. A space where content is filtered for quality, but isn't necessarily limited based on context or theme. As we've seen with large-scale content moderation in social aggregates like Reddit, it can be done without top-down moderation.



As a gamer

Early Release fatigue

It's well known in the PC gaming community that purchasing early release games can be a huge waste of time. Lining the pockets of fraudulent developers has become a major headache for gamers, which has slowly decreased trust over time for work-in-progress games.

Sparse community tools

Within game platforms, aside from simple forum tools and direct messages, you are hard pressed to find any true social functionality. This creates offload onto other third party platforms such as Reddit, and a missed opportunity for a strong integration.

Skewed moderation

As we've seen with the "Review Bombing" in the game *Firewatch*¹², game reviews are very much subject to abuse and misuse. Gamers are often able to skew opinion disproportionate to the amount of time playing said game, but are able to cast vote and opinion solely based on some external force (political brigading, etc).

Censorship and community reaction

Game distribution platforms have had a track record of inconsistent rules regarding its censorship and outright banning of games. The community has complained many times, and desires a more democratic approach to choice content.¹³

As a game developer

Wasted game content

When you create a game, often enough you may want to maximize profitability by selling *parts* of your game (code, textures, images, etc). There are many ways to do this, and platforms that support selling assets, however it's often expensive for game developers to invest much cash into expensive game parts. With Rupie, we want to create the concept of *Rentable assets*, where via smart contract, you are able to gain royalties off of game sales that leverage your creative pieces you've built.

Community participation

Having a community that exists elsewhere can pose a challenge when it comes to PR related to game updates and general communication with those playing your game. Blogs are used often as a way to centralize updates, but lack the social integration necessary to drive interest and prolonged game exposure.²⁰

Game crowdfunding difficulty

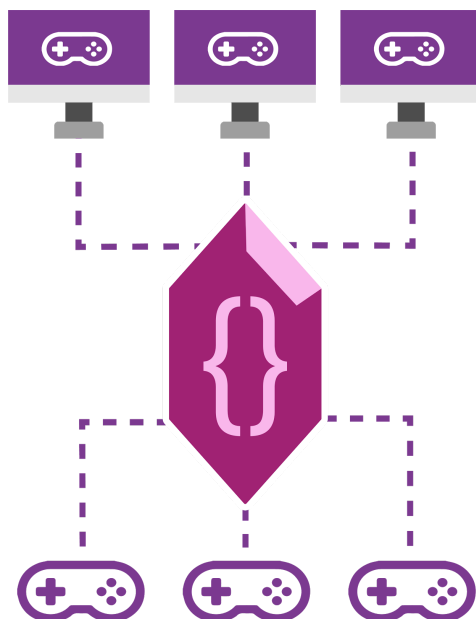
Programs like *Greenlight* offered users the hope of pitching their game idea or demo, and potentially getting chosen by the user community to be published on *Steam*. Steam has since switch to a new model, where users pay a fee and are then able to have their game be listed. New problems arise with both content quality and cost to indie game developers.¹⁴ Kickstarter is used more often than not to crowdfund games, it however lacks game specific tools that would create a more effective platform geared to getting interactive software funded.

Fraud and chargebacks

Chargebacks make up over \$7 billion in loss in 2017, and things like *Trade Scams* are widespread means of tricking players in a sort of phishing attack.¹⁵

So how do we solve these issues?

If we could merge social aggregate sites communal usability with Steam's popular distribution tools, all built in a decentralized way, we could truly change the way people play and interact with their games. We could give platform ownership to the community in a way that hasn't been done before.



Build games together with *Community Game Incubation*

Rupie represents a whole new way to crowdfund games. One where game developers and gamers are both equally incentivized to participate, **and most importantly, one where gamers have the trust of the platform to hold the developer accountable**. Learn more about Game Incubating [here](#).

Rent your content out, make money

A space between gamer and developer, make assets and see developers use them in their games. A massive asset rental marketplace enables **a whole way for content creators to lend their skills and abilities and make profit in return**. Click [here](#) to learn more about Asset Rentals.

A safe community, run literally by the users

Incentivized moderation in a decentralized community, what does the mean? It means gamers feel safe and are the driving force in the place they communicate. Reputation means abuse prevention, and social incentive is a whole new way for gamers to make tokens by participating. Click [here](#) to learn more about community aspect of the Rupie Network.

A token that actually does something useful

So many ICOs have a token *just because*. The Rupie Token is used to drive asset rental, voting, distribution, reputation, escrow, virtual item, and social & economic aspects of the network. Click [here](#) to learn more about the token.

So why does this matter?

The Rupie Network aims to model an open and community generated system built on the blockchain. We will predicate many core features on user signal, feedback and metrics, and provide a democratic environment where gamers can publish and fund games, trade items and commune on a rich social platform.

We believe in a bottom up approach to game communities, where rather than a distribution platform with lackluster social tools tacked on top, we want to rewrite that paradigm by leveraging the tight communal aspect of gamers. ***Effectively, we want the userspace to be the first-class citizen in our network, with powerful and easy to use marketplace features built solidly on top.***

Benefits for gamers

- Make money participating in moderation and content creation
- All in one community feed
- Make Games together, and help drive game vision
- Publish your game idea and get your game funded
- Vote for upcoming titles to play the games you want to play
- Easy to use platform to buy, trade and discuss games and virtual goods
- Store virtual inventory items and sell in the community auction
- Community regulated game content

Benefits for game developers

- Increased game sales profit
- Increased community participation means better gamer engagement
- Rent game assets for additional revenue
- Eliminates chargebacks
- Virtual items integration creates new opportunities for microtransactions
- Reuse and sell game content to other game developers
- Easy in-app crowdfunding platform
- Easy to use game engine SDKs

Amongst many of the features that game distribution platforms currently provide to their users, we are choosing a subset of features to target for the initial Rupie launch, which are organized below:

Throughout this paper, we will discuss the many applications of various distribution technologies, and how RP aims to offload and enrich many traditionally centralized features of said platforms.

Redefining developer collaboration

Game developers often lie on a treasure trove of dormant assets, and gamers themselves often wish to use the same *sword* or *set of armor* from one game in another.

The Rupie network aims to allow developers to capitalize on that, by providing them the ability to rent our assets and items between games in a rich content market. Developers will have the ability to auction the use of game assets and virtual goods for use in other games in order to drive player traffic between games. Games inherently create the same types of content over and over, renting assets would allow:

- Players to get extra value for virtual goods (use your kick ass sword from game A in game B)
- Players to engage in familiar content in a new way
- Game developers to drive users to new games by promoting the use of existing virtual goods
- Game developers to shorten development timelines and costs by using pre-existing assets with an existing fan base

Redefining Game crowdfunding

Crowdfunding has been a very successful approach in many respects, in the game industry this holds true as well. Given the financial basis of the RN, allowing users to stake their coins on Game Idea contracts will add an entire new element to how funding games work currently. User's will submit a game idea, and the community will vote for their favorite game by pitching RT and get paid dividends per game sale thereafter.

Make money

One of the core mechanisms for increasing accountability and providing additional value for game players, is allowing them to make money by investing in the game ideas that inspire them. Gamers can lend their talents in fulfilling *Bounties* and selling or renting game assets to help drive game development.

Accountability

A major difficulty in early access game purchases, is you are unaware if the supposed team will abandon the project you've funded at any given time. We hope to fix this by creating unlockable cash milestones for developers to get paid their crowdfund capital. Deliverables are necessary and defined prior to fund, and users vote on whether the developer has followed through, which then predicates the disbursement of crowd fund tokens.

Use of Rupie

Users can give RT to game ideas they believe will succeed, and a crowdfunding smart-contract will be the driving force of that campaign creation by aspiring game developers.

Voting system

We will build a quality aggregate system will be organically moderated by the user-base. Algorithms are sometimes abused, and we hope to take advantage of some of the lessons learned with sites like Reddit.¹⁸

Reputation considerations

Users will be unable to both create game crowd sales, or fund games without a certain reputation score. Subject to change, we are also considering implementing weighted actions, which take into account reputation with functions such as voting in other parts of the platform.

Game purchasing

Purchasing can be a technical challenge, microtransactions, managing payment gateways, PCS compliance, fees and fraud can make for some very daunting product, security and R&D related tasks. Luckily, blockchain technology provides many means to either circumvent these problems, or approach them from a different point of view. We will also implement 2FA prior to purchases to attempt to decrease accidental purchases.

Transactional Cost

Game publishers take an average of 30% per game, and the Rupie network has an opportunity to decrease this significantly by offering cutting edge tools, but with less of the infrastructural/payment gateway bulk by offloading the majority of computation and storage onto the Ethereum network. Thus, RN takes a smaller margin and gives back to game publishers, both increasing incentive to publish, and increasing total profits.

Network Cost

We are reducing transaction cost significantly for *writes* by using the Raiden network, as well as stored IPFS multi hashes in a compressed way. GAS prices will be included in the total cost for game purchases.

Mitigating fluctuating prices

We are able to combat the volatility of item/game prices by creating an oracle via *oraclize* to price observe a stable value.. When a user goes to purchase a game with RT, they will see price of said game pegged to the value of USD. USDT has recently announced implementing as an ERC20 token. We also introduce consecutive purchase throttling to deter token trade abuse internally.

Ethereum transaction speed

Right now, it takes quite a bit of time (ideally ~20 seconds) to make a transaction on Ethereum. We are looking to implement off-chain transactions with Casper and the Raiden network make it subsecond.

Rupie Tokens (RT)

The main utility token – RT are used as the entrypoint in participation within the RN, and once your account is funded with RT, you are ready to rock. RT will be both be transferrable and will exist on exchanges. Several smart contracts will serve as a custom bridge between RT themselves, and a variety of additional functionality. You'll not only be able to purchase games with Rupie tokens, but you also be able to stake them during game crowdfunding to vote, convert them into virtual items as well as acquire them via a system of social incentivising.



Rupie Token as social incentive

Reputation matters in a social world, and we are working to bring a new dynamic to the process of identity and social interaction. Similar to *Reddit Gold*, you'll be able to give fellow community members RT as a means to show sentimental agreement, thus increasing engagement and promoting economic incentives to constructive content.

Rupie Token as virtual items

Developers will be allowed the custom minting of virtual item tokens. Once these tokens are established, their intrinsic value in a digital ecosystem will persist outside the game itself. Every

virtual item token will represent 1 RT, and each token will be deducted from the total volume of RT in existence.

Rupie Token as a vote in crowdfunding

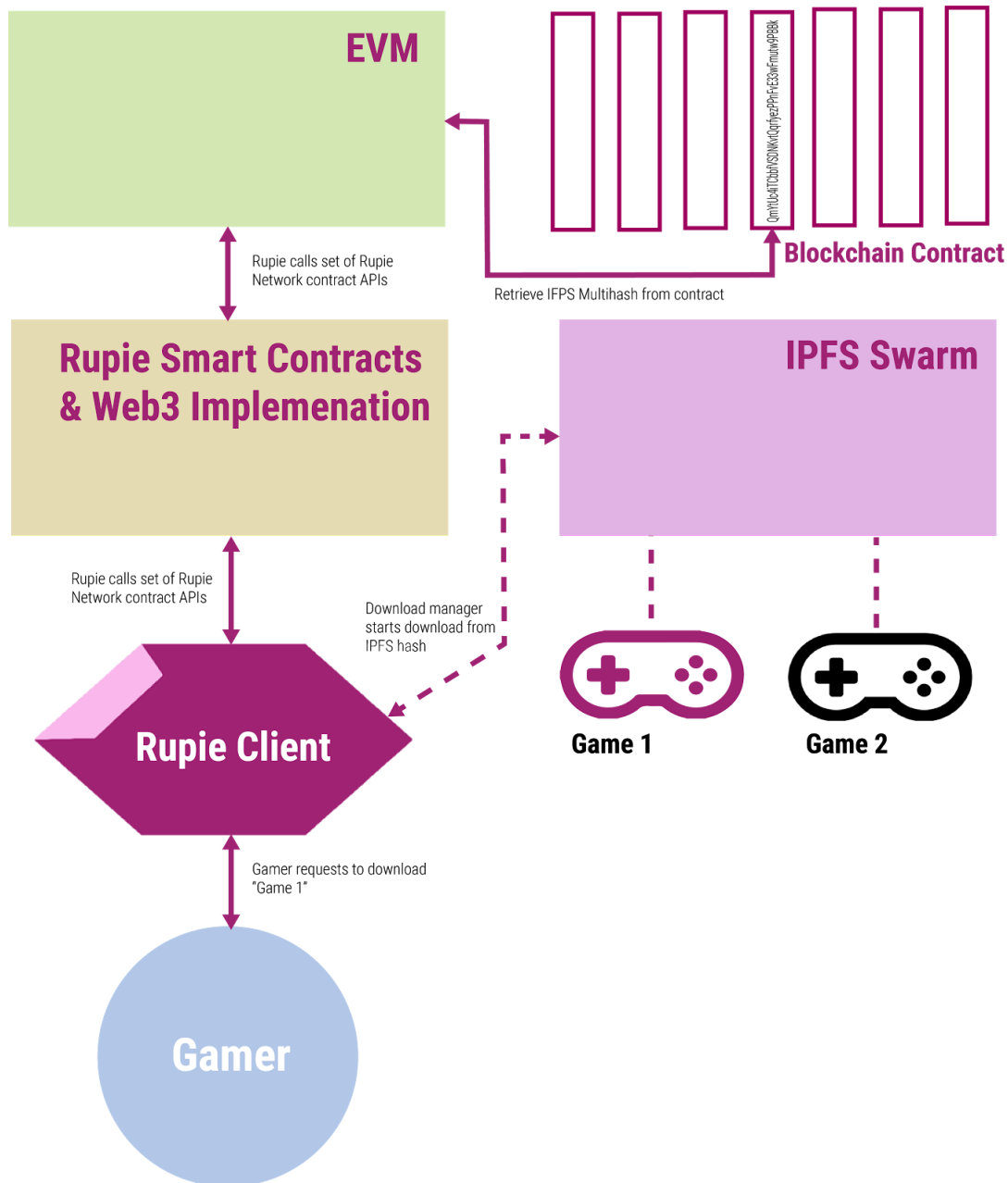
One of the core features in the RN is the ability to fund other people's game, akin to *Steam Greenlight*. Using an algorithmic approach, users are able to stake RT onto a game idea, thus acting as a points system in the sorting aggregate. Once a game is funded (once RT goal is reached, which is determined by the submitter) the developer is then awarded said RT and the game is deemed successfully funded. There will also be a countdown system which will issue refunds if said idea wasn't funded during elapsed time.

Rupie Token as a means of Reputation

Money is one easy way to prevent abusive behavior in a platform. A consideration in our reputation system is that staking your tokens in game crowdfunds actually increasing your positive net reputation score. Reputation limits or enables you to participate in many community content creation aspects.

Economic Considerations

Staking your Rupies against communities or crowdfunds has the side effect of removing users' Rupies from transacting for a duration, the side effect is that we create a more stable economic environment by slowing the inflation/deflation cycle. In addition, some in-platform actions have deflationary implications. Creating a virtual item, crowdsale and certain social actions cause Rupie token burn, thus slowly eliminating tokens from the total pool.



Managing downloadable game files

With the advent of Blu Ray, videogame sizes have increased significantly over the years, ranging from 1GB to over 50GB.² This poses a significant challenge for a distributed content system. The RN has to provide a way to store these clusters of files on a large network of nodes, and also needs to provide a means for the network to seed said information.

Game patching

With game downloads, reducing the amount of network usage to patch a pre-existing game must be considered. Luckily with Rupie, IPFS integration means that file deduplication happens automatically as a side effect of the DAG Merkle tree.

If a revision has been submitted by a game developer, the hash will be updated pointing to the correct revision, and only files that are new will be redownloaded.

In addition to this, game developers will have an option to push experimental branches to the network, which will allow users to play beta versions of their game while being developed.

BitTorrent and P2P (peer-to-peer) protocols

The P2P protocol BitTorrent was created in 2001, and has since been a well established means of sharing information across a large network, without the need of a centralized server. In 2013 BitTorrent made up 3.35% of the global bandwidth.³ P2P technologies like BitTorrent have established themselves as adequate means of distributing large sized content for quite a while.

In the scope of BitTorrent, *seeding* is the act of uploading data related to files you have partially or completely downloaded from the distributed network (swarm), which in turn allows other *peers* to download said file. Since seeding isn't necessary to leverage downloading from the network, an issue comes into play when peers disable seeding after a file completes, thus not providing any additional bandwidth to drive downloads for other peers.

Leveraging IPFS

IPFS is a P2P hypermedia protocol that allows clients to run participating nodes on a large distributed network. Combining IPFS with the blockchain, we can create large versioned file structures that can be fetched by peers. While this is a great use-case for game data, similar to BitTorrent, download speeds still become a concern, since it's strictly dependent on the volume and bandwidth of those peer participants of said file. IPFS also is distributed-denial-of-service

resistant, considering file names/locations are cryptographically hashed signatures; i.e content addressing. IPFS can also handle very large files.¹⁶

Incentivising user seeding

While bandwidth is expensive, with Rupie, we are creating a system that allows users to earn rewards (RT) for actively seeding games they play. This reward system is the backbone of what drives game downloads. Since game downloads are often a single event per user (but can be re-downloaded at any time in the case of uninstall), the total network usage per player will be throttled if an excess of download abuse is detected.

Community facilitated downloads work very well for large applications and BitTorrent is an example of that concept in action, and incentivising users to seed only increases the overall network speed and availability. The concept of *drive farming* is one that Storj presents, and Rupie will leverage a system similar.¹⁹

Social Tools

Social tools are where Rupie will shine brightest, gamifying conversation, and promoting constructive content while dissuading trolling and vitriol. Our team have been experts in the field of managing and building social tools for years, and our implementation will introduce old concepts as well as new methodologies to build a cutting edge social platform.

Content Aggregate

The aggregate will be the central hub for game related content. User created channels will add an additional dimension to subdividing culture. User-based moderation will also be implemented, with powerful tools to dismiss abusive content.

User profile

User profile storage will be an IPFS tree located on the blockchain. For example, when users make changes, purchase new games, and update friends lists, their represented changes will reflect in the distributed data storage system.

Reputation

User will also have a reputation function that changes based on negative behavior. Reputation starts at a base value, and certain features (such as launching a game crowdsale) will require certain reputation privilege. This model will balance the potential for spam by reducing unknown users from creating potential low value content, as well as load on the network.

Chat Application

Ethereum provides a basis for chat using whisper, which is a protocol for Dapps to communicate to each other.⁴ Private chat apps have been created already, and we will model and implementation after those.⁶

Discussions and profiles

We will leverage existing technologies and libraries similar to akasha leverage IPFS and Ethereum to build out full-fledged conversations tools.⁷

Identity management

We believe in leveraging existing persistent identity management software like *uport* to manage user profiles across the network.⁸ Technologies such as these are enabling the use of powerful identity addressing, where an user that interacts with a smart contract is more than just another address, but a set of private information about themselves.⁹

Social Incentive

Within the scope of a gaming distribution platform, there exists many avenues vitriol, trolling and abuse. We believe that tools like *Steemit* have proven that reward for constructive user behavior is effective. Using aspects of game theory, we can predict the outcome of negative interaction with the community by creating a system of reward and punishment community sponsored social interaction.

Those venues include, but are not limited to:

- Game reviews
- User-based platform moderation
- Game funding
- Forum posts
- Comments

Game reviews in particular are well known in the community as a novel way of expressing opinions of games in a creative way, and are currently shared outside of these platforms as a means of storytelling and comedy. ¹⁰

User based moderation can be made more effective by positive reward, and a proper voting algorithms can create a metric for good content or good behavior. In game funding, we can provide a reward for idea in a social venue where potential games may be discussed.

The main venue for discussion is also a location where a voting system can be implemented with the potential for social reward, in addition, will also create a web facing implementation the community can access outside the scope of the wallet client.

Game key validation

Piracy is a difficult thing to circumvent, and there is no true answer to inhibiting it entirely. A fine balance needs to be struck between making it harder for gamers to play their games, and making it easier for pirates to distribute a game on P2P networks.

Considering the blockchain is an immutable Merkle tree of information, storing who owns which game is a trivial task. When a game is purchased via our smart contract, the ownership information is stored on said ledger with an optional cryptographically hashed game key.

Launching a game from the Rupie client will check the ledger to make sure the ownership matches the wallet hash identity of the current user session. Offline mode will not make this check, which is how current implementations behave.

Item auctions

Virtual good account for over 15 billion dollars in the game industry ¹¹. There are massive benefits to integrating game items into the platform at which you launch your games. Steam currently has inventory management, and we want to create a cross platform item management system over the Ethereum network.

In addition, items that are deemed rare or unique often have the same trust and scarcity principles that make money valuable, creating an escrow driven auction will allows players to purchase game items that other players may have derived, and add them to their own personal game inventory.

Ethereum Raiden and Casper technologies will make the microtransaction atomic and fast, providing the necessary timing required to negate poor user experience. In addition we will develop an SDK that integrates into both Unity and Unreal that allows an API for integration into the RN that game developers can leverage.

Achievements

Game developers can enable achievements by integrating our cross-platform SDK into their game. After an achievement is unlocked per player, it will be visible to the player within the context of the RN dashboard.

Rupie aims to go beyond traditional achievements so that these gaming milestones can establish credibility in the community, contribute the play experience and even be financially rewarding.

Beneficial and ethical use of user data

At the core of Rupie is user data and its use to better serve the user themselves. The Rupie platform will be able to gather extensive user behaviour over multiple games. This user data can then be used to benefit the ecosystem as a whole and the individual.

Analytics

To create a healthy game ecosystem, both game developers and players need to be happy. Analytics is one of the key ways that game developers can create better and more popular games. The Rupie network will allow game developers extensive access to anonymous user behaviour not only on their game but also similar titles.

Tools will be made available to game developers who integrate the SDK to track large amounts of in game actions. This data will then be available to similar titles to help profile what the particular player enjoys and dislikes. The game can even use this data real time to change the player's experience.

Developers can easily see what type of users enjoy their game, what users are enjoying in similar games and general trends in communities that their player is a part of.

Ratings

Game developers live and die by user ratings. Rating systems today are easily manipulated and prone to the opinions of a vocal few. The Rupie network aims to give a contextual rating to a player based on their preferences, user behaviour, the behaviour of their micro and macro communities. This will be powered by the users time and actions spent in the game in question, their experience in similar titles and their social reputation. Players will always have an opinion but we want to ensure that expert voices can be heard.

Discoverability

If you ask any developer their number one business challenge, it will be discoverability. Players are beginning to suffer the same issue. In depth analytics and user data collection will allow the Rupie network to recommend truly relevant content. The longer the player is a part of the ecosystem, the better we will get to know them and not only recommend based on past games played, but also on what those players did in those games, when they played, how long they played, who they played with and what the micro community that they value is playing.

Modding

Game modding (“modifying”) has a very complex and active culture in the gaming community. Supporting game mods should be a priority in any game platform, and Rupie is no exception.

Mod installation

We will tie mods to games via the blockchain, and allow users to seed and download them. Representing a diff of file changes as binary, we can store this data on IPFS and make the proper changes to the user’s filesystem locally via the client. This will create a fast and efficient means to both store mod branches, diff and apply them.

Conclusion

We hope you’ve caught the vision for what Rupie will become, and how ripe the game industry is for a massive shift into something useful and integrative. Our philosophy is ultimately that of giving the power back to the people, but with discretion. The discretionary aspect is the need for proper set of tools and abilities member of communities can use to self govern effectively. We are hoping to enable the gaming communities of tomorrow, by building a flat system to equally incentivize game developers, and gamers themselves, so we can aid in inspiring the virtual worlds of the tomorrow.

Timeline

MVP (Q2 2018)

→ ***Build games together with Game Incubator***

- ◆ Crowdfund platform with smart contracts for community game building, talent finding, and community participation

→ ***Rent digital assets to other game developers***

- ◆ Asset management platform with smart contract driven royalty tracking per game purchase

- Game purchasing, play and virtual item transactions
 - ◆ Open transaction consensus gives us definite knowledge of purchases made by users
 - ◆ Storing virtual items on the blockchain allows us to keep inventory of who owns what
- Social feed, comments and friends list
 - ◆ Full and rich social tools, with powerful democratic moderation algorithms that keep balance and fairness in the community

Q3 2018

- Virtual goods economies
 - ◆ Unity and Unreal SDKs that implement Rupie functionality directly into the game itself
 - ◆ Potential expansion into the mobile market
- Modding library support
 - ◆ Community modding is a big deal, easily browse mods and install them into the game
- Play analytics and publishing tools for game developers
 - ◆ Analytic data for game developers to see who/when and how people are playing their games
- Achievements
 - ◆ Decentralized achievement system offers an API developers can plug into
- Game key validation and security
 - ◆ Blockchain offers us cryptographic means to store game ownership, thus combating certain fraudulent attacks

The Team



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CTO/Engineer
Ex Valve, Eng @ Microsoft



David Panzarella

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Roger Miller

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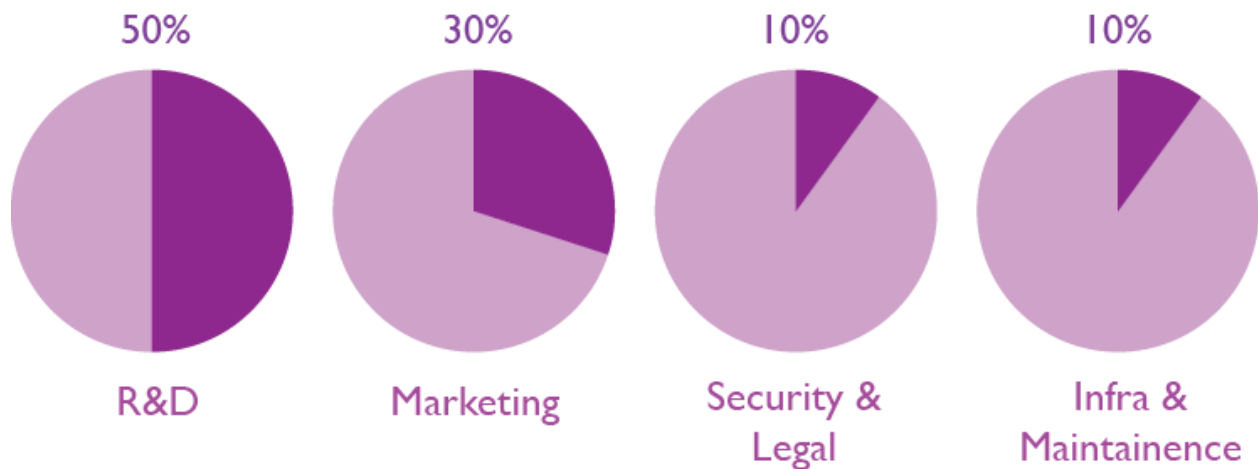
Lead Product/Design
Design @ Airbnb, LinkedIn



Samuel Sutch

Advisor
CTO Breadwallet

Funding Distribution



→ R&D

- ◆ Funding development costs, scaling, talent hiring and research. Building out Dapp, smart contracts, game engine SDKs, storage logic, algorithms, testing, deployment and other development.

→ Marketing

- ◆ Use for Rupie promotion so that we can advertise our platform and gain general market support. Will fund promotions, email campaigns, video development as well as outreach for getting game developers to release their IP on our platform.

→ Security & Legal

- ◆ Funds allocated for legal and business paperwork, lawyer and copyright/trademark registration and other fees that may arise from dealing with government policies.

→ Infra & Maintenance

- ◆ Cost for internal tooling, development and deployment software, hosting needs and other application related expenses.

How to get involved

Presale starts in January 2018

- **900 Million RPI (Rupie Tokens)**
- 45% to presale
- 25% to crowdsale
- 10% to dev team
- 10% to advisors & early backers
- 10% to reserve

Our soft-cap is \$12 million USD, which equates to around forty six thousand Ethereum tokens at Ethereum's current valuation against BTC. This price is subject to change, considering the price of Ethereum is volatile, thus 1 ETH = ~5600 RT. Prior to the crowdsale these numbers will be calculated and published. You'll need to agree to a legal document prior to participation in agreement that RPI is not a security.

Whatever presale tokens unsold will be rolled over to the crowdsale, and which time the Rupie team will decide the next action step. If funding is deemed sufficient, Rupie team may choose "burn" a number of extra tokens, this decreasing total market volume of RT.

Token Liquidation Freeze for Team and Advisors

Tokens reserved for core team members will have a (3) year sale freeze on them, thus liquidation will be smart contractually inhibited until the (3) year has elapsed from time of successful funding.

The same effect will happen on our advisory reserve, except the duration will be only (6) months. This can help prevent excess market volatility that may occur.

Contact Us

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RPI is not a security, but is a functional component of Ethereum, and will be used in utility from within the RN. Also make sure to read the SEC's paper on spotting ICO fraud, which you can find [here](#).

Appendix

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