



**MEISHU**



# Whitepaper v1.0

Next Generation Gaming Platform That Offers a Whole  
New Experience in the World of Cryptocurrency.

**SEPTEMBER 2022**

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# INTRODUCTION

The value of the global video game market is projected to reach 268.8 billion U.S. dollars by 2025, according to Statista.

Even though this growth rate is impressive, the industry is now facing problems like system saturation, unfair account bans, a lack of transparency, game developers manipulating game economics, and, most importantly, a lack of ways to make money.

These constraints may be traced back to the centralized architecture of video games, in which the in-game assets, achievements, virtual currency, collectibles, etc. of the players are under the jurisdiction of the game administrators and development team. Players have no direct control over these assets and information.

In reference to the study released by Statista, it has been determined that gamers throughout the globe made in-game transactions totaling more than 74 million U.S. dollars. Even though the games cost millions of dollars, users are not allowed to trade, sell, or rent their in-game purchases or assets for cash.

The Meishu team came up with the idea of Play-to-Earn games based on a decentralized architecture powered by blockchain technology. In these games, players are rewarded with the in-game cryptocurrency, \$MEISHU, for completing different in-game challenges or taking part in tournaments and other virtual events.

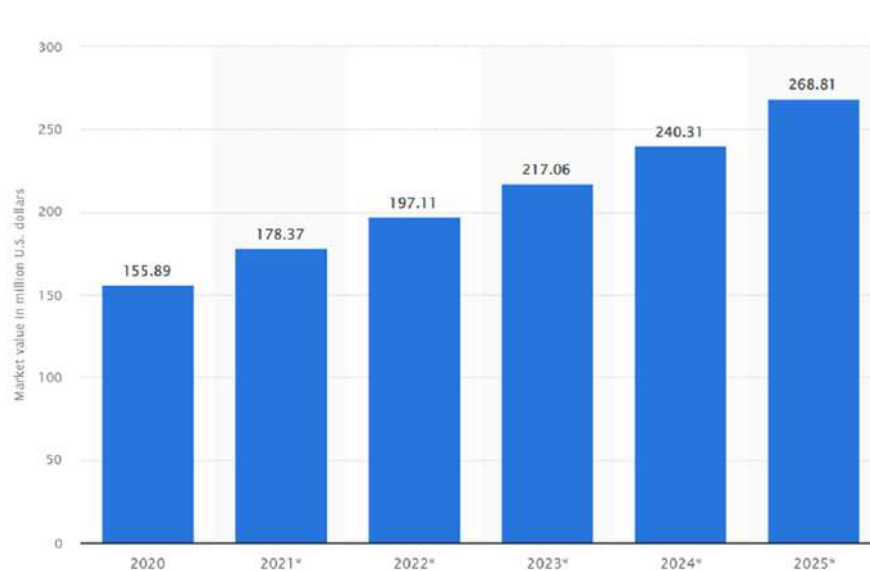
In contrast to traditional video games, players who join the Meishu ecosystem will have full ownership and responsibility over their accounts, virtual assets (NFTs), and virtual money (in-game cryptocurrency) earned through game play.

Thus, players will be able to use the entire ownership of in-game NFTs, sell them in a decentralized NFT marketplace, and include a peer-to-peer network with no central authority.

INSANE will be a center for p2e games that will attract a web2 audience via a simple registration procedure. INSANE will have its own exchange, NFT marketplace, and game development libraries. The major features of INSANE have not yet been disclosed.

# MARKET ANALYSIS

The market research conducted by Statista indicates that the video game business is projected to reach a worldwide market worth of 268.8 billion U.S. dollars by 2025, representing an astounding CAGR over the period of 2020 to 2025.



Despite this impressive growth rate, the video game industry faces the following difficulties:

- ✓ Insufficient Interoperability
- ✓ Insufficient Transparency
- ✓ Absence of Financial Opportunities
- ✓ Wanted Closures
- ✓ System Intrusion and Server Failure Prohibition of Accounts

The gaming communities, worldwide investment organizations, and even AAA game development firms such as Ubisoft have their sights on the next-generation gaming experience powered by blockchain technology.

In March 2022, blockchain games drew over 1.22 million Unique Active Wallets (UAW), according to a research issued by DappRadar in collaboration with the Blockchain Gaming Alliance (BGA) titled "Blockchain Games Report for Q1 2022."



## Industry Unique Active Wallets vs Games Unique Active Wallets

Daily Average Unique Active Wallets, K



According to the research, in the first quarter of 2022, enormous investments of \$2.5 billion were already made in blockchain gaming. Among these investors are renowned entities such as Animoca Brands and Sequoia Capital.

The decentralized design of blockchain games (P2E NFT Games), in which players own their accounts, data, and virtual assets, has contributed to this rise.

This has several benefits, including but not limited to genuine ownership of in-game things; monetization and trade possibilities; a decentralized marketplace; a level playing field; cold storage of in-game assets; fraud protection; and interoperability of assets.

The most interesting of these benefits is that users can earn in-game goods (NFTs) and then trade or sell them on the decentralized NFT marketplace for a decent profit.

The team at Meishu wants to find out how to make money from games in the easiest way possible for users, since this is one of the best things about blockchain games.

## \$10Bn Blockchain Investment Forecast for 2022

Bn, USD





Secure and  
transparent  
transactions



Enhanced  
security



Lower  
transaction  
cost



Improved user  
experience



Verifications



Trading  
resources



Earning  
rewards



Creating  
integrated  
gaming profiles

Taking into account all these market factors discussed above followed by performing comprehensive research, pooling the technological resources, and assembling a dynamic team, we at Meishu took the initiative of building a Play-to-Earn ecosystem for the gaming communities all across the globe.

Meishu is implementing the wonders of web 3.0 by introducing NFTs, cryptocurrencies, and a community-driven approach to P2E gaming. The players shall have absolute governance power while enjoying high-quality games and earning in-game NFT items and in-game cryptocurrency including \$MEISHU to generate passive income sources.

**The in-game NFT items collected by the players can be easily exchanged or traded on the native NFT marketplace of the Meishu platform.**

While blockchain gaming has immense potential, there are some critical challenges that need to be addressed to ensure long-term growth and success. The table illustrated below highlights the existing challenges in the blockchain gaming market and how Meishu plans to overcome them.

MARKET CHALLENGES	SOLUTION FROM MEISHU
Scalability Problems	Multi-Chain Gaming
Lack of Awareness	Insane Games Academy
Poor UI & UX	Powerful Game Engine, Use of Any Wallet, Robust Security
Complexity in Crypto Conversion	Insane Swap for Seamless Conversion
Simple Gameplay Mechanics	Use of Skills, Abilities, and Dexterity in Gaming
The Whale Effect on Game Currency	Anti Whale Mechanism
Bad Bots & Actors	Anti Bot Mechanism
Difficulty in Building Community	Physical Gaming Pubs, Merch, Events and Meets, and more!
Common Marketplace for P2E NFTs	Meishu NFT Marketplace



# MEISHU ECOSYSTEM

## Play-to-Earn

MEISHU will use the Play-to-Earn gaming environment with a vast selection of high-quality games developed with robust game engines spanning from RPGs to arcade. We are confident that the games on our platform will contribute to the growth of web 3.0 gaming by allowing gamers to seamlessly transition from video games to getting paid to do what they love.

The first Play-to-Earn game on the MEISHU platform is a multiplayer aircraft combat game in which users participate in fierce dogfights, battle against other players, and earn liquid or tradeable in-game token awards. MEISHU'S first game was made with strong design and development ideas so that players could have a high-quality experience.

## High-Class Games

During the development of the Meishu Ecosystem, we understood that the P2E games must have high-end visuals to compete with current video games. Our development team utilizes the sophisticated game engine Unity to create top-tier video games.

The following image was extracted from the trailer of MEISHU'S first Play-to-Earn game.





Watch the complete trailer here: <https://www.youtube.com/watch?v=u2ILt6sgnB4>

The Meishu development team chose Unity as the game engine because it is a dependable and comprehensive game framework for creating games with high-quality visuals. This game engine has become the industry standard due to its properties, which include but are not limited to

- ✓ Cross-Platform Integration
- ✓ Diverse Collection of Plugins Large Community Size
- ✓ Support for native VR Platforms
- ✓ Simple Construction
- ✓ Understandable Documentation

Pokémon Go, Assassin's Creed: Identity, Angry Birds Epic, Fall Guys: Ultimate Knockout, Untitled Goose Game, Beat Saber, Wasteland 2, Kerbal Space Program, and a multitude of other notable games were developed utilizing the Unity game engine.



## True Gaming Experience

There are a variety of Play-to-Earn games on the market with basic game dynamics in which players are required to accomplish assigned tasks in order to receive crypto prizes. However, this is not the best strategy for product development in the game sector, since consumers demand more than prizes.

The gamers anticipate an authentic gaming experience characterized by challenges, narrative, contests, solid level design, memorable characters, etc. To attract consumers who are used to playing video games, it is necessary to build and combine these characteristics into blockchain games.

To this end, the games launched on the Meishu platform will include these qualities, allowing blockchain gaming to focus more on experiences in addition to producing bitcoin rewards and using NFTs.

Lieutenant Meishu (NFT character) participates in a dogfight with other players in the first game in the Meishu ecosystem, which has an intriguing plot. The player will be able to take off in a fighter plane and use authentic dogfight strategies to survive the clashes.

In addition to air-to-air combat, the game will also include ground combat missions to broaden the players' capabilities. The realistic visuals, damage

modeling, complexity of gameplay, and cutting-edge technology will add to the authenticity of the gaming experience.

## Skill-Based Game

We will release games that will drive players to remain competitive in order to remain at the top of leaderboards and tournaments. In the games, neither chance nor randomness will play a role; only devoted talents will be used.

In addition, all players will be given the ability to compete in several tournaments, allowing them to still win a tournament and receive in-game cryptocurrency.

The following advantages will result from the usage of talents by the players:

- ✓ The more the player's ability, the greater their in-game bitcoin awards.
- ✓ The cultivation of patience and tenacity.
- ✓ Development of skill in addressing problems.
- ✓ Enhancement of leadership abilities and attention.
- ✓ Complex planning capabilities and strategy development.





Player Name



0

10 / 10

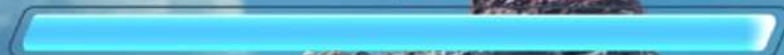


02:26:59

120m

Height

120m





## Social Gameplay Experience

MEISHU will enhance the social gameplay experience in blockchain games since social gameplay is the driving force behind the success of multiplayer games. The participants will have the ability to interact with one another, form teams, devise winning tactics, and win tournaments and challenges.

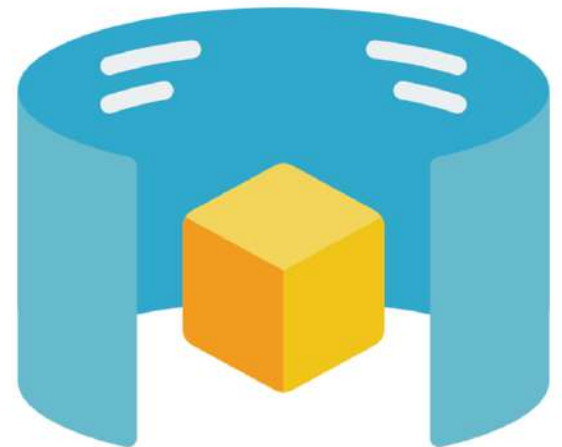
## 3D NFT Collection

The Genesis Jet NFT Collection is the first-ever 3D fighter jet NFT collection, empowering owners with many utilitarian advantages and passive income-generating potential. To play in the Play-to-Earn (P2E) game offered by MEISHU, one must own one of these jets.

The NFT Jet collection was released on March 25th, 2022, and quickly became an integral part of the MEISHU community's foundation. The website's issuance of NFTs sparked a series of events that led to the formation of the following:

- ✓ Inclusion of NFTs on OpenSea.
- ✓ Maintain Twitter Space.

The image below is a glimpse of one of the Jet NFT Collection.





# Benefits of Holding Genesis Jet NFTs

## Supreme Quality

The 3D Jet NFTs in our range have an artistic and ethereal appeal and are of the highest quality. In creating the jet NFTs, the skilled designers on our team adhered to the highest industry requirements. All 180 Jet NFTs are unique and have distinct features.

## Utility-based NFTs

The jet NFTs in the collection function as a virtual pass to the multiplayer battle royale game featuring arcade-style aerial warfare. Moreover, the NFT may be staked in the INSANE protocol to provide passive revenue. Additionally, holders of Genesis Jet NFTs will be permitted to participate in the unique events organized for the Meishu community.

## NFT Staking

The NFT Meishu Staking is presently active. In exchange for \$MEISHU token payouts, gamers may link their Jet NFTs to the protocol. In this manner, gamers may make more income without surrendering control of NFT assets. When participants stake their NFTs, the platform determines the annual percentage yield (APY) based

on the original amount staked and demand for the specific NFT.

Moreover, because to the auto-burn mechanism, when players bet their jet NFTs, the payouts will result in a burn of the governance token \$MEISHU. This component of the ecosystem will guarantee that the \$MEISHU price floor rises, hence promoting the evolution of the community and ecosystem.

## NFT Renting

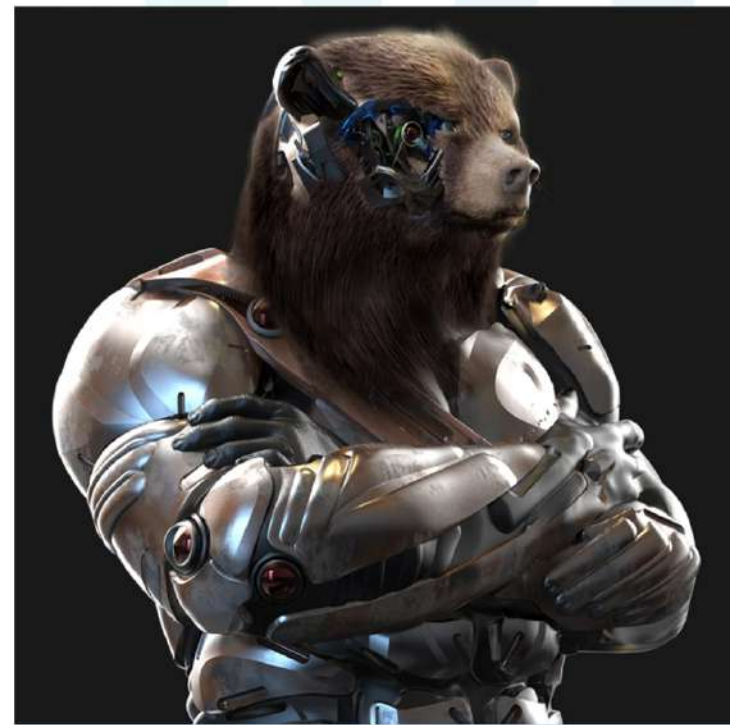
The players who possess several jet NFTs will be able to rent them to other players in the ecosystem. Holders will generate a passive income by defining the terms and circumstances that will allow them to participate in the action on the day the game is released.

The NFT rental offers several chances to holders of \$MEISHU tokens. The players will be able to deposit and offer their NFTs for lease, and those who may need these NFTs for usage in the P2E game will be able to borrow them immediately without contacting the lender directly.

## Genesis Character NFTs

The Meishu project will include the NFT character collection. There are a total of 180 NFT characters available for use in the game. Each character in the collection has a distinguishing quality, ability, and history that set it apart from the other.





# PHYSICAL GAMING PUBS

Meishu will create collaborations with a variety of Metaverse-enabled gaming cafés situated across the globe. This will enable players to immerse themselves in metaverse technologies of the future generation.

We feel that there is no better location to socialize with other gamers and members of the community than in a gaming bar. If you want to make friends with community members who share your interests, you should visit a gaming bar.

Involving other gamers in the community may help you develop as an offline and online gamer. With these gaming pubs, we hope to create a community that will assist everyone in gaining access to new possibilities.

With VR-enabled gaming pubs, we hope to build an environment with a stable technical infrastructure and cutting-edge hardware that allows players to enjoy high-quality games from Meishu while gaining an understanding of how various P2E and Metaverse components and regions function.

Examine some of the facilities that our community will be able to enjoy in the actual gaming pubs that are enabled with the Metaverse.

- ✓ Walk-in, pay-to-play
- ✓ Tournaments
- ✓ Team practices
- ✓ Special game nights
- ✓ Memberships
- ✓ Private parties and events
- ✓ PubStomps & meetups
- ✓ Lock-Ins/all-nighters
- ✓ Snack bars
- ✓ Exclusive Merchandise



# MEISHU TELEGRAPH

Meishu Telegraph is a proprietary announcement site that will broadcast the most recent updates, DAO results, technological amendments, referral program, roadmap updates, and ambassador program updates that have been presented to the ecosystem for the community's benefit.

In addition, it will include player- and guild-specific notifications, including but not limited to the following:

- ✓ Top-Ranking Position
- ✓ Recent Guild Alliances
- ✓ \$MEISHU Token Airdrop Announcements
- ✓ Mini-Games Launch Updates
- ✓ Upcoming Tournament Updates





# SECURITY MEASURES

## Anti Whale Mechanism

Whales in the world of cryptocurrencies are people or organizations that have an excessively high number of tokens. Although there is no established threshold to designate a whale, it is considered that if a person or organization HODLs more than 700 BTC, they are a whale.

The whales have the ability to influence and manipulate markets in either an upward or negative direction due to their massive holding. The whales sometimes use this power to their advantage by placing a massive order to sell a substantial chunk of their assets at a price that is lower than other sell orders.

Not only does this result in price fluctuation, but the overall price of the coin is also drastically lowered, triggering FUD (Fear, Uncertainty, and Doubt) among the community. This results in a loss of confidence and a poor reputation for the cryptocurrency, causing the community to dump at a lower price in order to avoid financial hardship.

In order to safeguard the financial interests of the Meishu community, the development team will include an anti-whale system that prevents users from making excessively large sell orders. Users will not be permitted to sell more than 5% of their \$MEISHU tokens every day. This limit will prohibit whales from selling all of their tokens simultaneously.

## Anti Bot Mechanism

Many P2E games, particularly those that do not involve the application of skills, are plagued with bots. In several instances, it has been discovered that bots affect even those blockchain games that require players to apply complex abilities.

The bots in the game pose a significant challenge since they may outperform genuine players or claim more in-game products when it comes to NFT sales. Bots influence the trading of in-game NFT products by manipulating the price of reward tokens or pumping and selling tokens prior to a player's request.



This also results in the deterioration of the game economy, which has a detrimental impact on the price of game tokens and in-game NFTs, so affecting the financial interest of players who have committed money, time, and effort to acquire these assets. In addition, the bots enjoy a substantial edge over human participants in the game.

As bots grow increasingly effective, players or academics attempting to acquire true abilities to win the game may suffer a repetitive gaming environment.



Undoubtedly, bots are the dirty little secret of Play-to-Earn games, which explains why the value of the games' native tokens looks like this after the launch:

The Meishu development team is aware of these issues and has created powerful anti-bot systems after doing extensive study on numerous entrance or weak spots that might be exploited by bots. Listed below are numerous anti-bot methods that will protect the interests of gamers from bots:

**#1 Human Verification:** The use of a technology to validate people on the blockchain network prior to allowing them to play the game. Before whitelisting a player for NFT drops, this tool will also be utilized on our Discord channel to check the players' wallets, followed by actual interaction with the user.

**#2 Solving CAPTCHA:** Prior to receiving in-game tokens, users must successfully complete the CAPTCHA test offered to them. Thus, players will be required to pass through this CAPTCHA gateway before transferring cash from their gaming account to their centralized or decentralized bitcoin wallet.

**#3 Automated Flagging of Suspicious Accounts:** The Meishu team is in the process of developing a bot scoring system that will periodically check the players' accounts and flag the suspicious ones. These accounts will be detected and sent to the development team for further investigation.



# INSANE ACADEMY

INSANE Academy is the education branch of the Ecosystem that will make users aware of the many ideas (Fundamental to Advanced) that are crucial to comprehending the Play-to-Earn ecosystem's mechanisms.

The school will cover a variety of essential GameFi topics, including filling the wallet with assets (crypto and NFTs), utilizing NFTs in-game, guilds, and scholarships, cross-chain asset transfer, NFT renting, NFT minting, NFT trading, NFT Staking, Metaverse, and more.

INSANE academy will categorize the GameFi and Play-to-Learn educational modules as Beginner, Intermediate, and Advanced. This project will facilitate player interaction with Play-to-Earn games not just inside the ecosystem, but also outside.



# INSANE SWAP

INSANE Swap is a proprietary decentralized exchange that has been meticulously created and developed to facilitate the exchange of game tokens between players. With INSANE Swap, it will be simple for players to exchange cryptocurrencies such as Ethereum for \$MEISHU.

**“The INSANE Swap is Powered by Uniswap, one of the most prominent, secure, and dependable DEXs on Ethereum”.**

This unique swap will eliminate all dangers generally associated with centralized exchanges, including but not limited to hacking, manipulation of money, withdrawal freezes, and arbitrary fee payment.

Similar to other major swap programs, INSANE Swap would enable users to modify settings such as Default Transaction Speed, Slippage Tolerance, and Transaction Deadline.

# INSANE CARD

INSANE Card is a proprietary virtual card that allows players to rapidly change in-game cryptocurrencies such as \$MEISHU into fiat currencies such as USD, GBP, EUR, etc. while making online or in-store purchases.

Every transaction will be assessed a 2.5% charge, which will be allocated as follows:

- 1% is the Processor Fee.
- 0.5% is allocated for Auto-Reflections.
- 0.25 percent for Auto-Burn.
- 0.25 percent for the Liquidity Pool.

The INSANE Card will also provide access to the whole purchasing transaction history. Moreover, customer assistance will be available 24 hours a day, seven days a week.

# INSANE NFT MARKETPLACE:

The INSANE NFT Marketplace is a new program that enables players to purchase, sell, and trade NFT products from any Play-to-Earn game. It makes no difference whether the game is built on Ethereum, Solana, BNB Smart Chain, or another chain. Participants from any blockchain environment may perform transactions on the INSANE NFT Marketplace.

There is a need for a specialized NFT marketplace where users and players may perform trading and transactions in an environment that is both user-friendly and intuitive. This marketplace will become the one-stop shop for all the needs and requirements of our consumers.

The participants will also have the opportunity to utilize the Blockchain NFT explorer to cross-verify ownership and track the origin or origins of assets that have changed hands.

Here are the outstanding elements that will be included into the design of INSANE NFT Marketplace:

- ✓ Decentralized and P2P Trading
- ✓ View Top NFT Transactions
- ✓ Multiple Blockchain Networks
- ✓ Multiple NFT Standards
- ✓ Blockchain NFT Explorer
- ✓ Support for Multi-Wallets





# INSANE SDKS

The INSANE development team is aware that creating a blockchain-based game may be a hard and time-consuming process. To this end, we have developed SDK, a Unity 3D SDK that will alleviate the gaming studios' burden and make it simple for them to include sophisticated crypto-driven features in their games.

The SDKs will provide gaming studios with everything they need to create an exceptional blockchain gaming experience, including NFTs, multi-chain wallet integrations, an NFT marketplace, and much more.

Here are the outstanding features of the SDKs:

- ✓ Permitting players to simply link their decentralized wallets for an intuitive user interface (UX) while conducting in-game transactions.
- ✓ The development team has easy access to technological integrations such as minting, renting, and selling NFTs.
- ✓ Multi-chain experience.
- ✓ Strategies with extensive study for NFT Monetization.
- ✓ Tokens for the game: Launch and distribute.



# SDK

# TOKENOMICS

\$MEISHU is an ERC-20 governance token of the Meishu that will empower the community members with voting, governance, and management rights.

SPECIFICATION	DETAIL
Token Name	MEISHU Token
Ticker Symbol	\$MEISHU
Contract Type	ERC-20
Blockchain	Ethereum
Total Supply	777 000 000

## Token Contract Address:

0X406B9DCA8B52F08385014EC1ED1CF6A0D5C01289

## \$MEISHU Token Tax

SMEISHU TOKEN TAX STRUCTURE		
	BUY	SELL
Token Redistribution	6%	7%
Marketing	2%	2%
TOTAL TAX	8%	9%

## Smart Contract Audit

The Meishu team has already launched the smart contract audit process for a full, systematic study of the code. The smart contract audit report will be submitted on the Meishu website and disseminated on social networking sites.

It is crucial that we get the smart contract inspected by recognized and independent firms, such as Certik, so that the community may have faith that the project is genuine and free of faults, technical difficulties, and security flaws