

DKDAO

— DKDAO

Unchain the next

gaming revolution

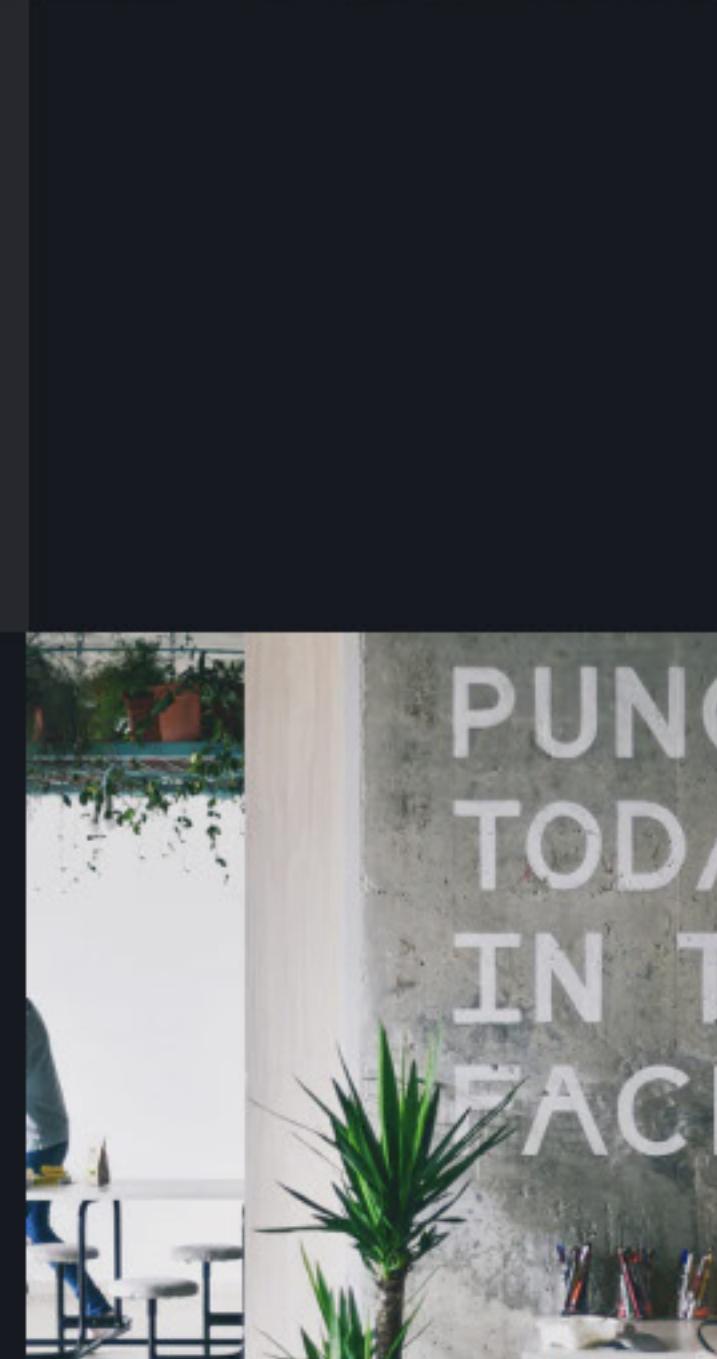


Executive Summary

Quick description

DKDAO provides a lego-styled, ready-to-use and customizable platform for each game to launch their own ecosystem, in which game items are issued as Non-Fungible Tokens (NFTs) in a fair, transparent and traceable method using an oracle and verifiable Random Number Generator (RNG) on blockchain while each ecosystem is governed by a Decentralized Autonomous Organization (DAO) based on weighted voting and decision making power of the whole community. We will transform the way in-game items are distributed, owned and transferred.

Launched as the first showcase or “first-born child” of the DKDAO’s platform, Duelist King is a democratized card game whereby all decisions made on the card issuance, distribution and proceeds allocation of the card game are governed by decentralized mechanics on blockchain for proven fairness, transparency and best interests for the community.



Mission & Vision

Mission

We combine the power of blockchain, more specifically the DAO, to provide a transparent, community-owned and permissionless platform, whereby all stakeholders ranging from gamers, creators and investors are incentivized to participate in, earn their own benefits and grow the gaming ecosystem.

Vision

DKDAO aims to champion the tokenization and democratization of games



Industry analysis

Gaming is one of the highest growing industries in the world with value in 2020 hovering at 162.31 billion USD, with the prospect of reaching 300 billion USD in the next five years. However, the sprawling monopoly in distribution and operational management of games has led to unfair market competition between the large studios and other indie studios and presented tremendous growth challenges to the industry. What follows is:

01

Massive growth challenges to indie and smaller studios

they need to pay 20-30% of their revenue to the game publishers while each transaction on "the community market" will be charged with 10-20% fee on average, not to mention other barriers in terms of crowdfunding and crowdsourcing from the community to support their games.

02

Lack of authenticity of in-game items

game publishers actually own the in-game items and have the liberty to issue in-game items at their own discretion while gamers keep splurging on items they don't actually own.

03

Lack of interoperability among different game platforms

in-game items are now bound by their own game and impossible to be transferred at free will or used in another game. Geographical constraint is another reason that limits the potential of the secondary exchange market of in-game items.

The NFT market itself has tripled to 250 million in 2020, representing huge untapped potentials given that only a handful of projects in basketball collectibles, artworks, games or more specifically card games and music have been circulated. However there has been little movement from other projects in the market to develop a full-fledged and blockchain-agnostic online NFT platform for gaming.

Competitive landscape

For DKDAO

DKDAO will be launched to serve the whole gaming market with Duelist King as the first showcase. The competitive landscape for full-fledged gaming platforms similar to DKDAO has been largely vacant with some projects such as Pteria DAO that comes with a governance and staking token. Most notably, GameDAO might be the closest to a direct competitor to DKDAO yet it serves like a crowdfunding platform only and there have been literally no movements or activities visible from its website or blog.



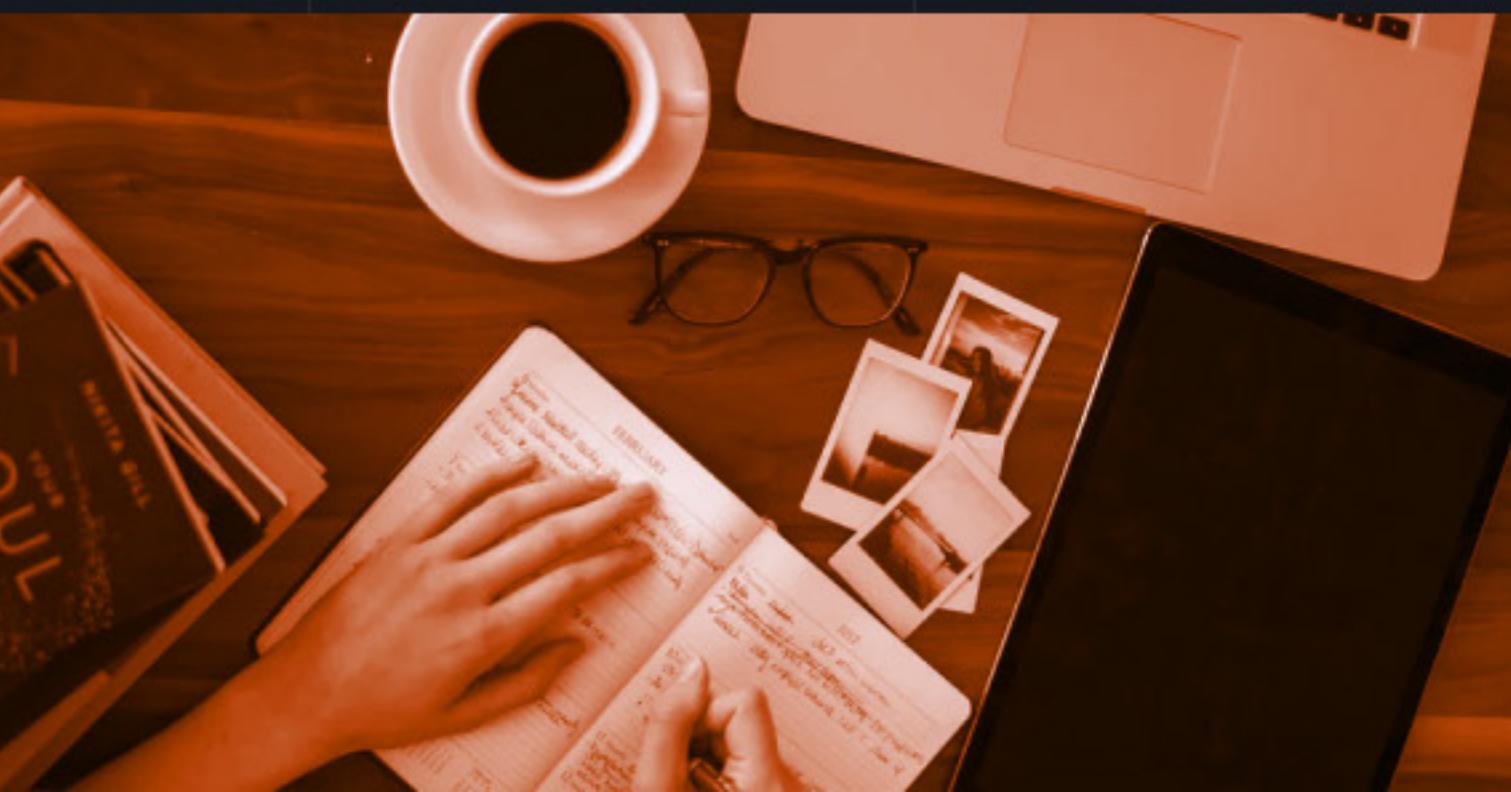
For Duelist King

The main driver behind Duelist King reception is to tap into another emerging sub-segment of the gaming market - card games. According to Statista, the revenue in the Card Games segment hovers around 5.6 billion USD in 2021 with a CAGR of 5.18% between the period of 2021-2025, in which China accounts for 23% of global revenue. Also Print Ninja stated that 43% of players were willing to spend from 600\$ on new board game and card games (2017) and word-of-mouth is the best marketing tool as voted by 71% of the respondents.

The NFT card game ecosystem has expanded significantly thanks to the popularity of a handful of games such as Gods Unchained, Illuvium, AnrKey. Built as the first showcase on DKDAO, Duelist King will be designed as a decentralized card game where both upstream and downstream solutions such as tokenization, distribution algorithms and governance are conducted through decentralized tools such as dRNG, decentralized oracle and DAO, while keeping the experiences for card games intact.



Project Overview



Key technological pillars

In order to resolve the chronic challenges to the gaming market, DKDAO employs blockchain technology, more specifically Non-Fungible Tokens (NFTs) and decentralized mechanics to revolutionize games like never before. Also DKDAO will be built on state-of-the-art Binance Smart Chain (BSC) for optimal business and operational performance.

01

Non-Fungible Token is an emerging approach to represent and verify the ownership of a unique asset, for example a collectible, an artwork, a card or a memorabilia, powered by programmable and deterministic smart contracts on blockchain. The NFT market has tripled in 2021 to 250 million USD led by the 69.3 million USD worth auction of Beeple's NFT at Christie.

02

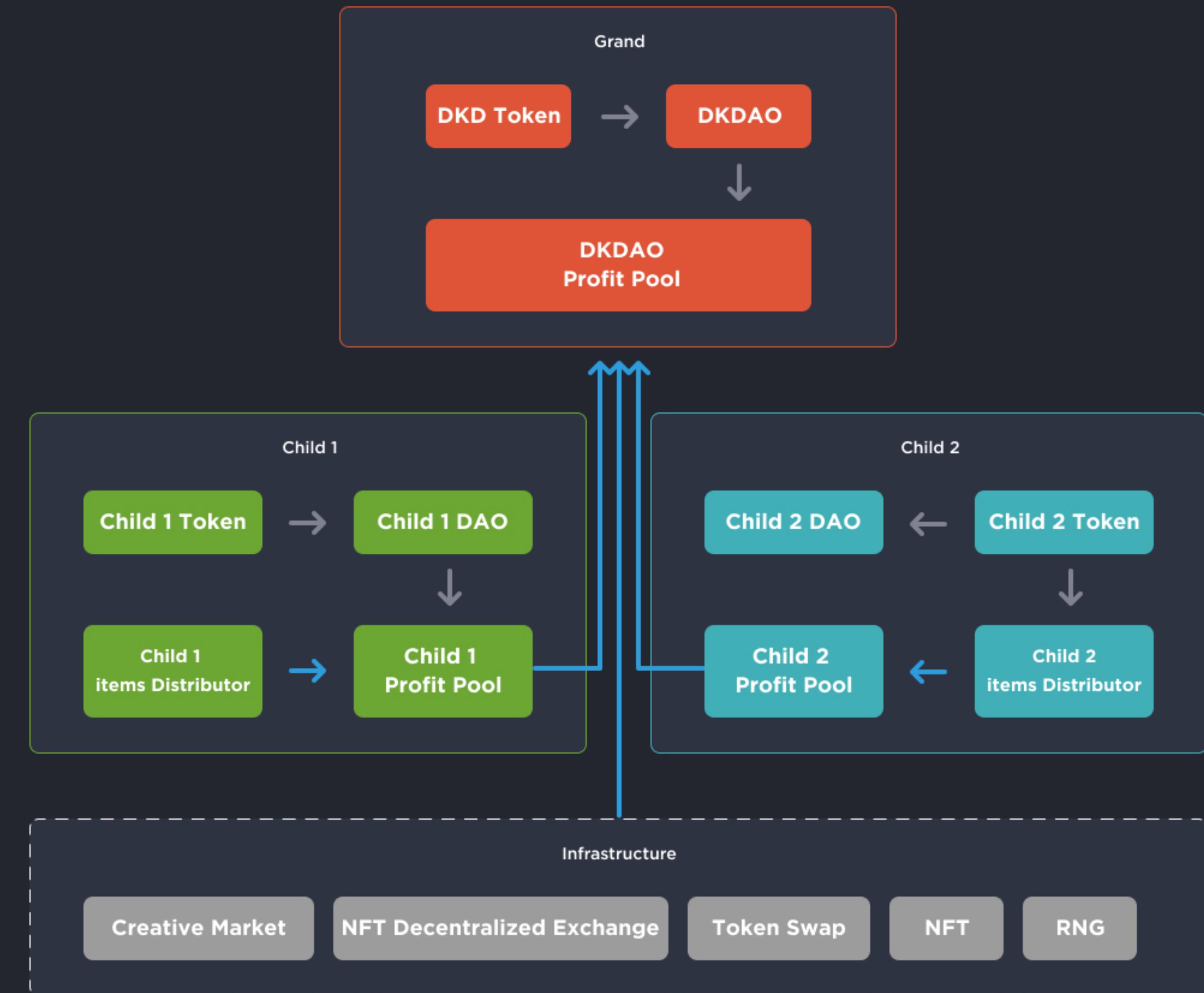
Decentralized mechanics include Decentralized Autonomous Organization (DAO), decentralized oracle and decentralized Random Number Generator (dRNG). The two latter tools are built-in input processors that power the distribution of in-game items in a fair and transparent way. For instance, unlike traditional distribution scheme of loot boxes where the distributor has offered anything but transparency and fair supervision of distribution, DKDAO uses a decentralized oracle to verify, query and authenticate external inputs to a decentralized RNG in a manipulation-proof, deterministic and 100% random process, allowing fair distribution of card; whilst DAO as an open source, transparent and community-powered entity will govern the whole ecosystem in a permissionless, incorruptible and community-driven approach. This approach will be demonstrated via Duelist King.

03

Binance Smart Chain (BSC) comes with a distinct dual-chain architecture that allows users to build their decentralized apps and digital assets on one blockchain and take advantage of the fast trading to exchange on the other with block time in less than 3 seconds. BSC with transaction volume at over 700 billion USD is also powered by Binance - the largest crypto exchange in the world with daily volume at over 55 billion USD and over 5 million wallets in use.

Governance

The whole system is governed through the dual model of **GranDAO** and **ChilDAO** - both are **Decentralized Autonomous Organizations (DAO)**. The GranDAO is the master DAO of the whole gaming ecosystem whilst every new game studio or publisher joining us can become a



Infrastructure

There are 6 blocks of infrastructure stated below in order of development priority:

NFT (non-fungible tokens)

a built-in function to convert and tokenize in-game items and digital assets from creative asset creators to non-fungible tokens.

NFT Exchange

is an open exchange for people to trade and sell their items and digital assets which were tokenized through NFT function

RNG (random number generator)

a commit scheme-based Random Number Generator to provide fairness specifically for loot box mechanism and games that employ loot boxes.

Token Swap

is a swap facility that allows people to swap among stablecoins, ChilDAO tokens or GranDAO tokens.

Oracle

an off-chain function which helps verify, query and authenticate external inputs to the aforementioned RNG in a manipulation-proof, deterministic and 100% random process, allowing fair distribution of in-game items.

Creative asset market

a holistic marketplace centered around game creative assets whereby:

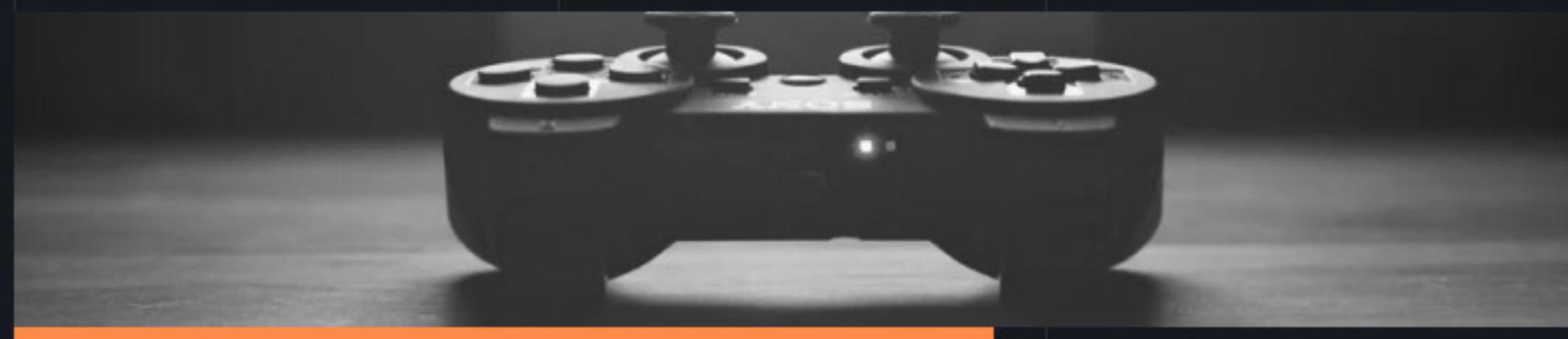
- Artists and creative asset creators can sell their digital assets as NFT
- Creative assets can be used in game with credits to the artist
- Game studio can register to borrow the creative assets for an agreed period
- Creative asset owners can lend their assets for an agreed period

Target users

DKDAO targets game distributors, creators, collectors, entrepreneurs and people who are interested in publishing their creative assets or crowdsourcing and building games.



Key features & Benefits



For gamers

- ◆ **Fair and transparent distribution** A of in-game items
- ◆ **Empowerment and involvement** in gaming operations gamers would be able to get involved in game development or give ideas to their favorite games by submitting improvement proposal and get voted/funded by all ChilDAO token holders
- ◆ **Reasonable exchange fee** at maximum 50% lower than market rate
- ◆ **Authenticated ownership** of in-game items: gamers will be provided a cryptographic proof of their in-game item ownership which allows them to be able to freely transfer the items to other people
- ◆ **Increased liquidity** of in-game items thanks to the transferability of in-game items among gamers and across different games and countries/localities

For content creators

- ◆ **Potentials to tap in global market** to sell their creative assets right away anytime from anywhere
- ◆ **Lower exposure to intellectual property rights infringement** thanks to the verifiable feature of blockchain and DKDAO. Once an in-game item is verified as an asset of a creator, he or she will have a genesis version of the in-game item issued to them only which makes it impossible for other parties to claim their ownership with the same item.
- ◆ **Real-time incentive payout** the creator automatically receives incentives everytime the in-game item changes hands, thanks to a self-deterministic smart contract signed off between the creator and ChilDAO.

Key features & Benefits



For game studios

- ◆ **Lower fee and higher reinvestment rate for their product** game studio can enjoy 50% lower distribution fee than market rate meaning they can reserve bigger funds towards reinvesting and developing their games
- ◆ **Access to a borderless market and exchange** to sell/exchange their idea, game and crowdsouce to build a new game.
- ◆ **Straightforward, verifiable and community-powered scheme** of raising fund and distributing proceeds to stakeholders through GranDAO



For investors

- ◆ **Access to investment opportunities** in a global pool of games
- ◆ **Entitled to dividends allocated** from the accrued profit pool of the project.
- ◆ **Participation as a stakeholder** in DKDAO with similar voting rights to a stakeholder in a normal company

Growth strategies



Funding allocation

	Token %
Private Sale	10%
Public Sale	15%
Foundation	10%
Product and marketing	10%
Advisors	5%
Tournament	20%
Airdrop	10%
Team	20%



Investment opportunity

10,000,000 DKD (DKDAO Token) will be issued and token holders will have the following rights:

01

Receiving dividend annually proportionate to their held DKD volume

02

Voting on DKDAO that controls DKDAO Profit Pool to fund or refund a proposal

03

Initiating a proposal to move funds or execute a decision (funding new ChildDAO, or defund a ChildDAO...)

DKD token price tends to increase through time since the supply is fixed and the DKDAO fund expands.



Team Overview



Friendship becomes awesome Team

The masterminds of DKDAO are seasoned blockchain advocates and warriors who are passionate about blockchain and its ultimate goal in breaking silos and boundaries through community empowerment.



Hiep Duong
COO & Co-founder



Nicole Nguyen
CMO & Co-founder



Dzung Tran
CEO & Founder

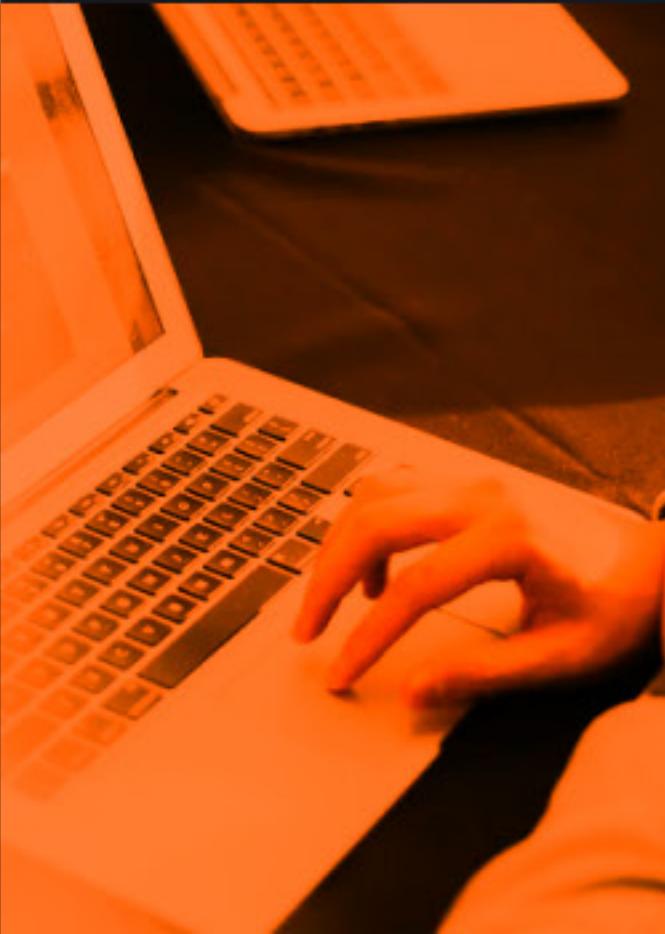


Nam Nguyen
Product Designer & Co-founder

Dzung Tran

CEO & Founder

Dzung (Chiro Hiro) was the R&D Engineer of Cardano Labo Vietnam/Infinity Blockchain Labs, one of the first and leading blockchain startups in Vietnam. He is also the former Solution Architecture at HexTrust, a custodian firm based in Hong Kong with 6 years of experience in security, blockchain technology. Dzung has been involved with a variety of world-class research projects on tokenization, Random Number Generator. He has a strong passion for cryptography, decentralization and permissionless applications.





Nicole Nguyen CMO & Co-founder

In her previous role as Head of Asia-Pacific for Asia Blockchain Review and Infinity Blockchain Ventures, Nicole was entrusted to leverage her industry insights and extensive network to develop the blockchain and emerging tech startup ecosystem in Vietnam and help transform the country into the leading blockchain hub in the region. Nicole has been the key organizer behind a series of community outreach initiatives in Vietnam including the first Vietnam Blockchain Hackathon, the first mass scale conference Vietnam Blockchain Week for 2,500 audience and ENIGMA - a blockchain business contest. She is also a co-author of the first Vietnam Blockchain Landscape Report and other landscape reports for Indonesia, Thailand, Malaysia and the Philippines. She was interviewed by Forbes, the Business Times Singapore and South China Morning Post as a blockchain thought leader.

Nicole was the spokesperson for the company at over 50 local and international conferences including - World Bank/IFC event themed Blockchain transforms Global Supply Chain and Trade Finances, Blockshow Asia 2018 and a TEDx blockchain speaker. She has over 10 years of experience in managing operations and projects in MNCs, international donors, NGOs and startups.

Hiep Duong

COO & Co-founder

Hiep is the Founder of ABhorizon, with more than 18 years of experience in Information Technology. As a visionary and forward thinking leader, he has showcased exceptional skills in forming and building cohesive, high-performing teams that deliver consistent and distinguished value to clients.

Prior to finding ABhorizon, Hiep had a proven track record of scaling infrastructure, teams, and processes to both support and drive growth. He held key roles in a number of Fortune 100 company's major and most sophisticated projects in HRIS implementation for their Vietnam entry operation as well as a software solution for government projects. Hiep is a well-seasoned entrepreneur and builder in various industries ranging from talent management, ICT, finance to e-commerce.



Nam Nguyen

Product Designer & Co-founder

Nam has 7 years of experiences in design, UX/UI and product development through his tenure at numerous multinational companies and industry powerhouses such as NEC Corporation, Infinity Blockchain Labs, VinID and Binance - the largest crypto exchange in the world. He has been engaged with various roles in the blockchain space for the last 4 years.



Website & social media handles



<https://www.dkdao.network>



<https://www.reddit.com/r/DKDAO>



<https://www.t.me/DKDAO>



<https://www.twitter.com/DKDAOFoundation>