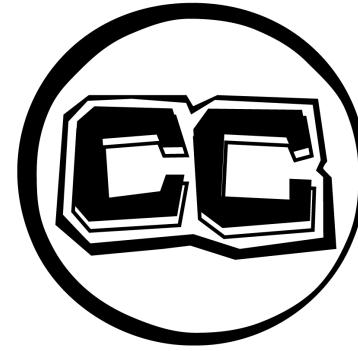


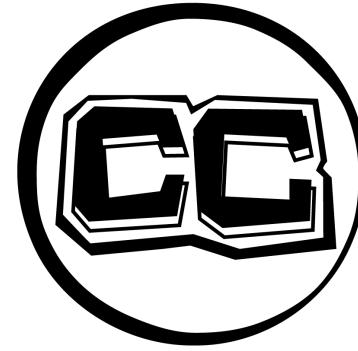
Crowd Control

A community owned online trading card game



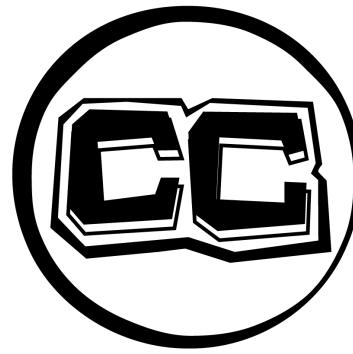
Problem

- Cursed problem: Balancing player-generated content in competitive games, as Riot Games designer Alex Jaffe described in his 2019 GDC talk.
- Games are designed with wishful player promises, while user feedback and its implementation is severely delayed. This problem is caused by limited reactivity due to centralised game design teams.
- Game balancing is the most hard and tedious task in game design. Imbalance of game mechanics lead to player frustration, disrupt player immersion, causing players to quit playing the game.



Solution

- Crowd Control revolutionises trading card games by empowering the players to create their own cards and be a part of the game creation and game balancing itself. This drastically shortens feedback and balancing loops.
- In Crowd Control, players give their feedback directly on the blockchain. The blockchain automatically and iteratively balances the game according to this feedback.
- Balancing and new creations work completely autonomously, without human/work input.
- For this Crowd Control runs their own L1 blockchain, based on Cosmos SDK.



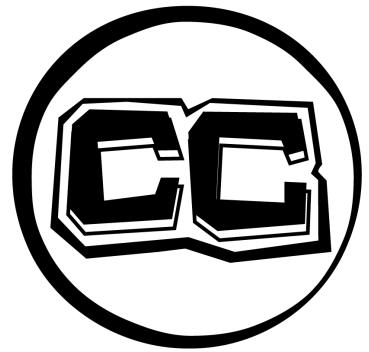
Team / Advisors

- Patrick Wieth (Technical Lead), Marius Faust (Game Design Lead), Anna Zhu (Creative Lead).
- The co-founders have been working together since more than 3 years. Together we have built a team of 10 people including coders, game designers and artists.
- Crowd Control is in the process of incorporating in Estonia.
- Partners: Interchain Foundation, Staking Cabin, CloudNFT
- We run our own blockchain, building on top of the Cosmos SDK. We will be using USDC for booster packs, Osmosis for trading of our staking coin.



Vision / Mission

- Magic: The Gathering revolutionised card games by empowering the crowd to build their own decks. Crowd Control revolutionises trading card games by empowering the crowd to create their own cards and be a part of the game creation itself.
- We believe in a decentralised game economy, which encourages crowd-generated content and community ownership.
- Our timeless long-term vision is to become the go-to platform that provides the tools for game asset creation in crowd-controlled games, making creation, balancing and iteration easy in any game world (metaverse, mmorpgs, open world games etc.)

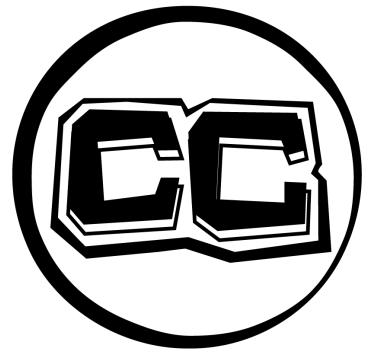


Product Demo

- Card creator functional on website <https://crowdcontrol.network/#/newcard>
- Gameclient prototype screenshots on next slide



Gameclient prototype



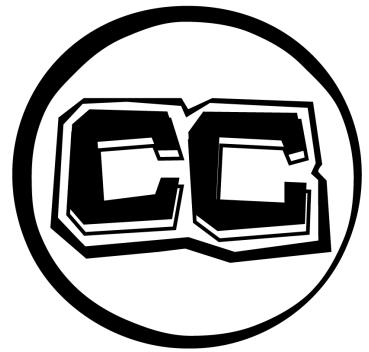
Opportunity / Market Size

- Crowd Control is targeting the online trading card game market. The traditional trading card game is lead by Magic: The Gathering (Hasbro), whereas the online market is lead by Hearthstone (Blizzard Entertainment).
- In Q1 2022 alone, Hasbro accounted for 262.8M USD in net revenue for their digital trading card game. From its launch in 2014 until 2018 Hearthstone has grossed more than \$700 million on mobile worldwide.
- In blockchain gaming the online trading card game *Gods Unchained*, who is building a similar version of Hearthstone on blockchain, have raised 15M USD in initial funding and 25M USD in the public sale. Next to this project, Crowd Control allows decentralised ownership of the game. In fact, the most prominent complaint in *Gods Unchained*'s most recent player survey is the imbalance of the game.

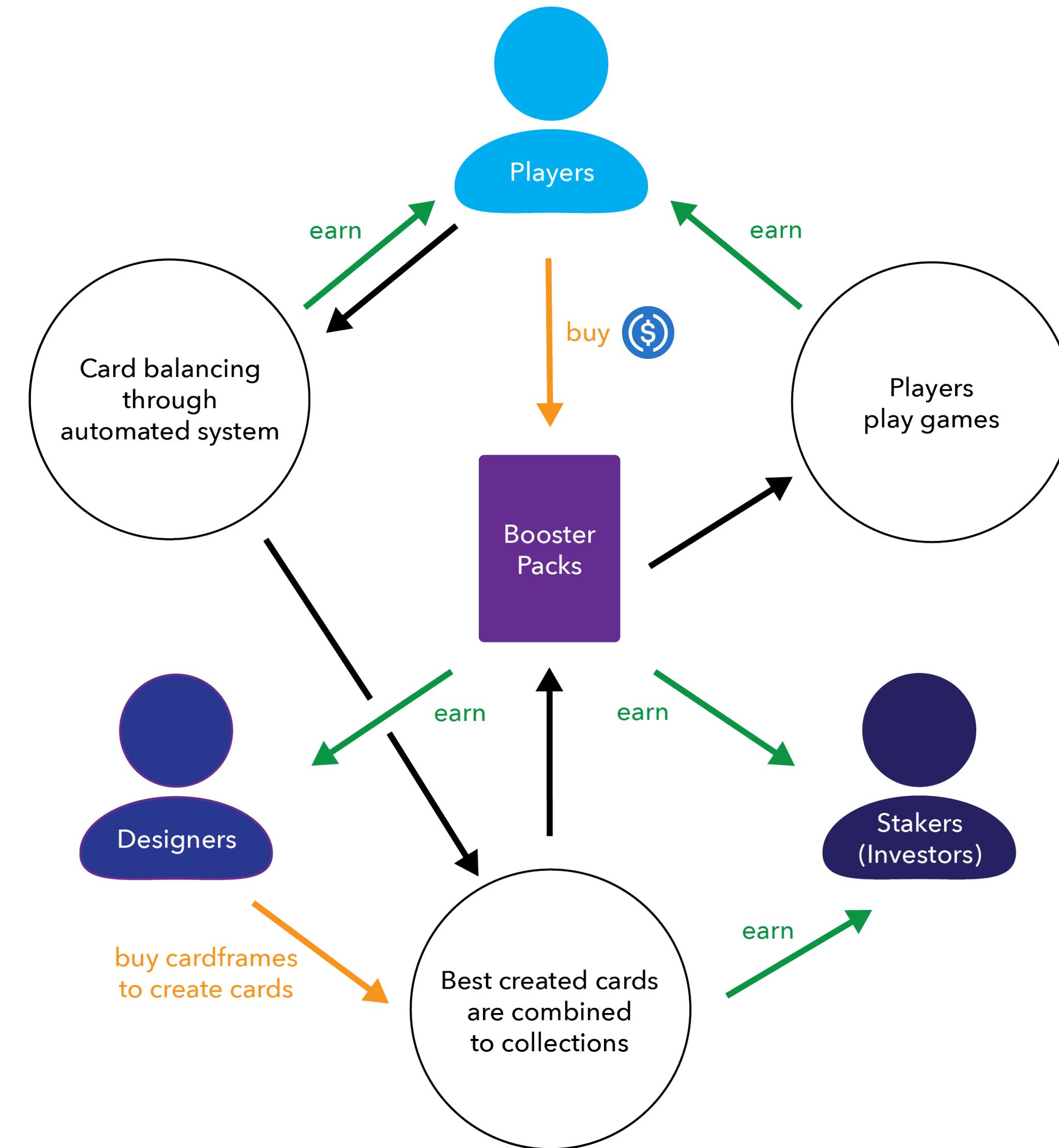


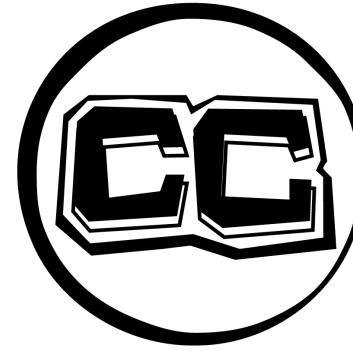
Token Design

- CrowdControl uses a 2-token-model, where Burning Pitchforks (BPF) are the staking coins and Crowd Coins (CC) are the in-game credits.
- Our tokenomics incentivise not only playing the game but mostly giving valuable feedback and creating game content. The content creators are directly rewarded for booster packs bought from their creations, whereas the stakers are rewarded for general use of the product. Players can play the game for free via a play to earn model, but collecting all cards or acquiring vanity items is only possible through content creation or USDC. This is the classical free to play model (Hearthstone, League of Legends etc.) realised on a blockchain.



Token Design

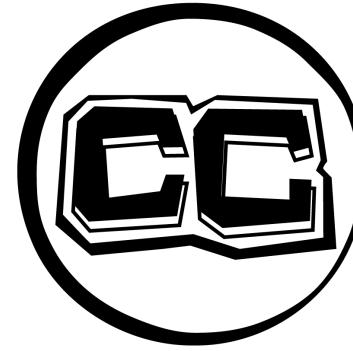




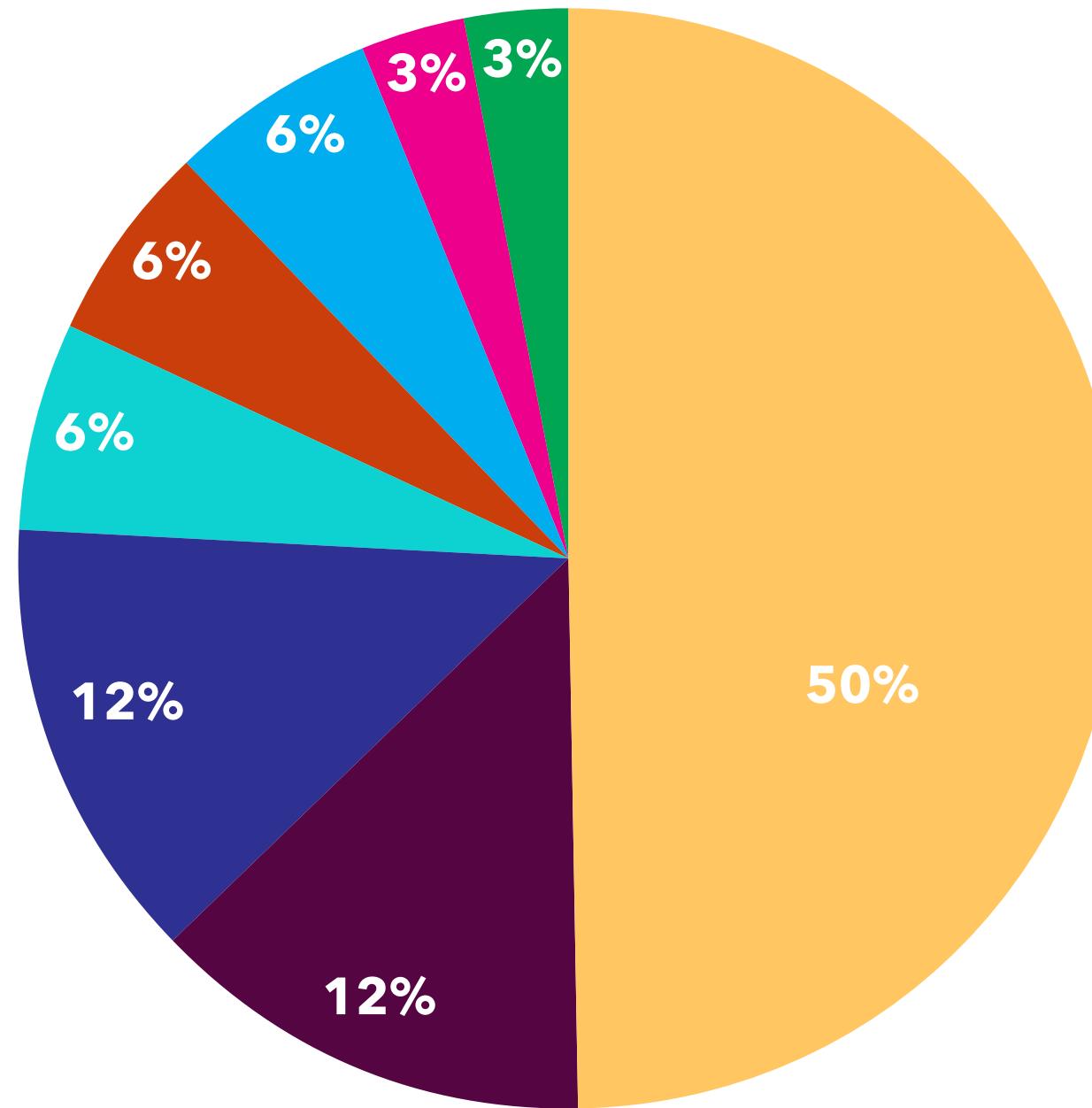
Cross-Chain NFTs

- Cards on CrowdControl are NFTs, these can be moved off chain via IBC and be traded on all connected decentral marketplaces.
- NFTs from other blockchains can be moved to CrowdControl chain and these can be minted into Cards, turning well known NFTs into playable Cards and allowing to print and sell playable cards from such a prototype.





Token Supply



● Public Sale

● Early Dev

● Team

● Validator Reserve

● Airdrops

● Pre-Sale Investors

● Community Reserve

● Marketing

Burning Pitchforks Allocation

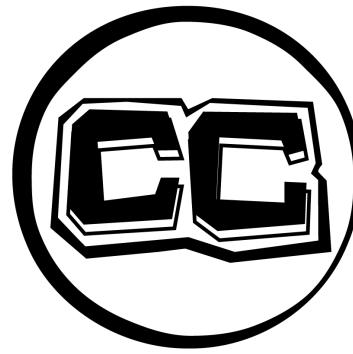
Early Development	2M	Development, programming and designing from 2019-2022
Pre-Sale Investors	1M	Strategic partners, mostly validators
Public Sale	8M	Sold in a Lockdrop or Osmosis Pool
Team	2M	Released over 5 years proportional to salary for each employee
Validator Reserve	1M	Used to lift off small validators (delegation), rewards flow into community reserve
Community Reserve	0.5M	Used to fund Tournaments, Community Events and similar things
Marketing	0.5M	Paid to marketing partners (youtube, twitch, twitter, etc)
Airdrops	1M	Airdrops are given out to early testers, early players, early tweeters, atom holders

NFT Sale

150 Alpha Set Cards

Each card is auctioned off starting \$100

NFT cards gives credits (ingame currency) with every booster pack purchase of the alpha set.

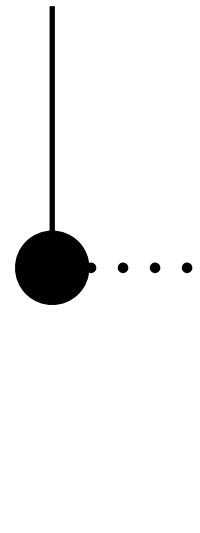


Roadmap / Timeline / Traction

The Beginning

Q1 2019

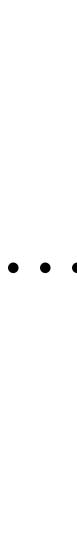
- Develop the game rules and mechanics
- Community owned trading card game concept



The Revolution Starts

Q4 2022

- Pre-alpha game client internal testing
- 100 validators on testnet
- 150 alpha set cards + 2 starter decks finalised



The Revolution Unfolds

Q2 2023

- ICO/IDO/LBP preparations
- Acquire financing



The Revolution Unfolds

Q4 2023

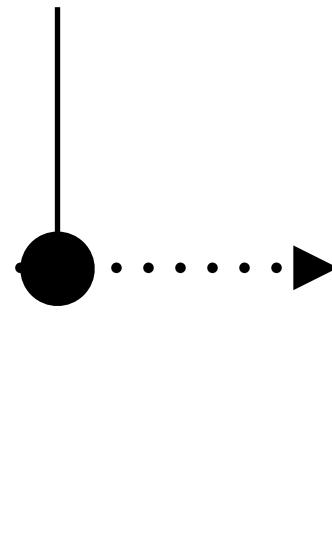
- Mainnet launch
- Begin AAA gameclient production
- Airdrop to several groups



The Crowd Takes Over

Q1 2028

- Most played online trading card game
- Official e-sports championships
- Building environment and tools for crowd-game creation



The Crowd Gets Angry

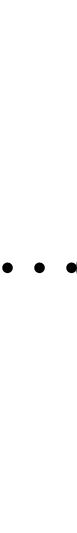
Q1 2021

- Create cards with the Card Creator
- Manage cards on the blockchain (testnet)
- Buff/nerf mechanics via blockchain

The Revolution Unfolds

Q1 2023

- Blockchain-ready gameclient is playable
- Creation of Card Sets/Editions
- Startup tests for the mainnet
- Incorporation
- Visual overhaul
- User Testing



The Revolution Unfolds

Q3 2023

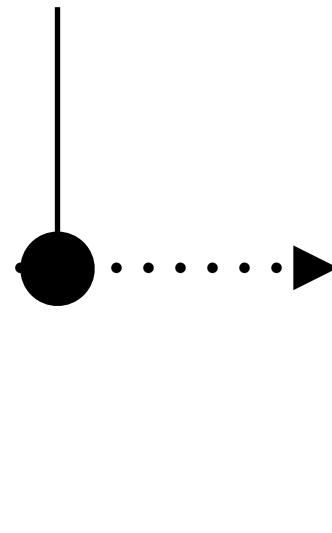
- AAA game project management and task breakdown (DAO structure)
- Hiring process

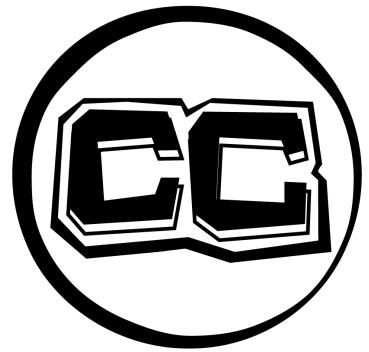


The Crowd Is In Control

Q1 2026

- Official game launch of AAA gameclient and full player experience
- Active player base with crowd-generated game content
- Collaboration with metaverse franchise brands





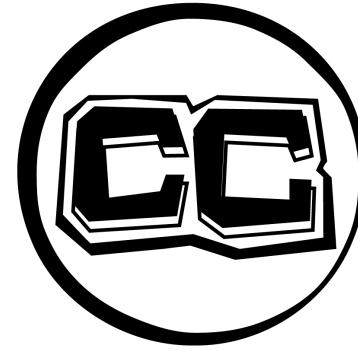
Go To Market

- CrowdControl will expand the scope of users for the game in several stages. At first the game client will be released for early adopters and feedback is collected regularly. We already have enough interested players for this stage. After that the game client is improved and then advertisement metrics can be measured, so that with the release of a AAA game client, advertisement can be optimally placed and the user base expanded.
- The customer segments for the Crowd Control online trading card game will consist of gamers, trading card collectors and creators. We have identified the explorer gamers, sandbox gamers, crypto enthusiasts, and indie gamers as the early adopters for our product.



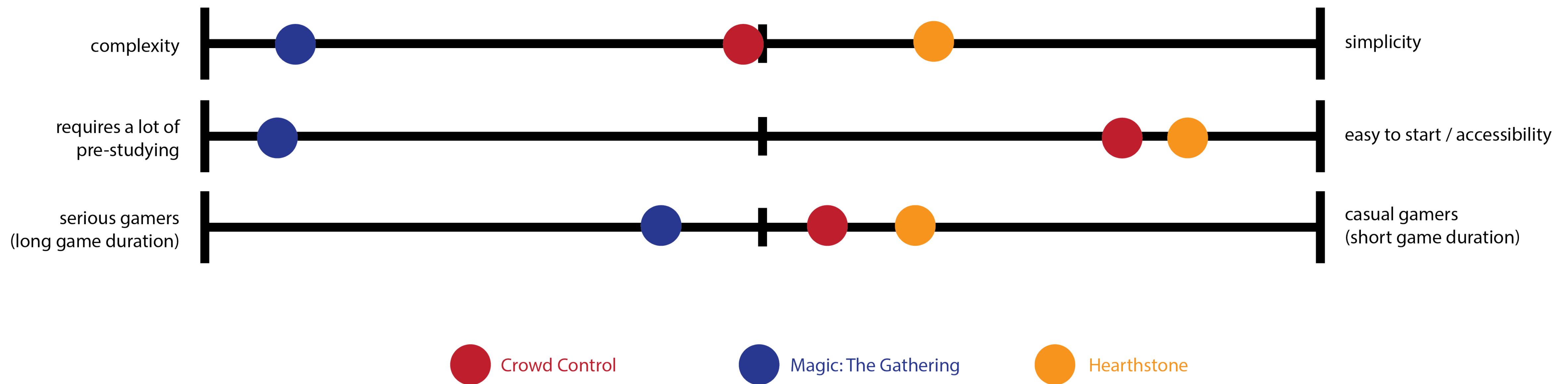
Ecosystem / Comparison / Differentiation

- Since our flagship product is an online trading card game on the blockchain, we are active in the ecosystem of both online trading card games and blockchain games. The graph shows where we are in key comparative characteristics.
- In terms of crowd-generated games, we are currently pioneering and do not know of a similar product.



Ecosystem / Comparison / Differentiation

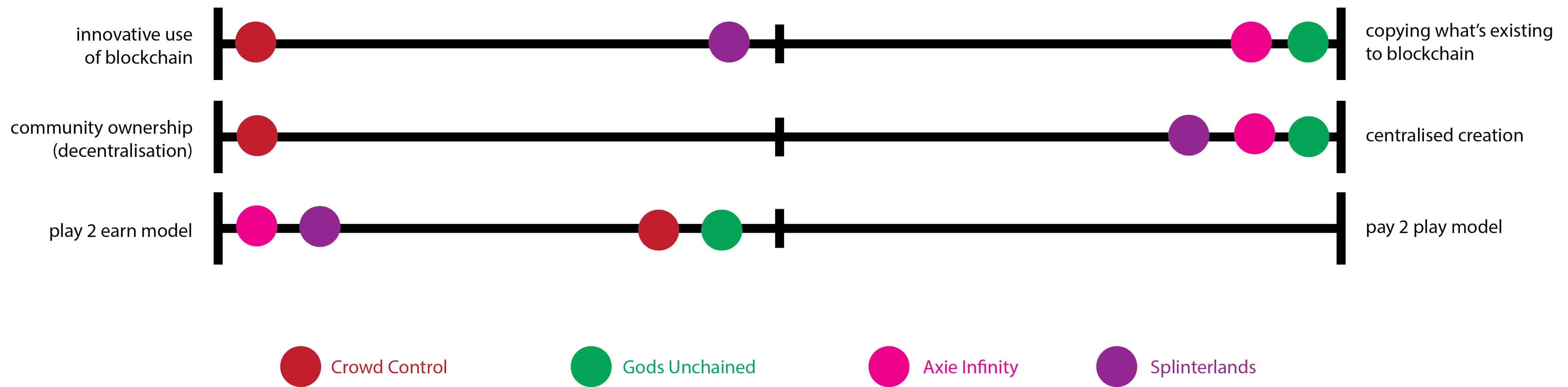
- Crowd Control in comparison with major players in online trading card games





Ecosystem / Comparison / Differentiation

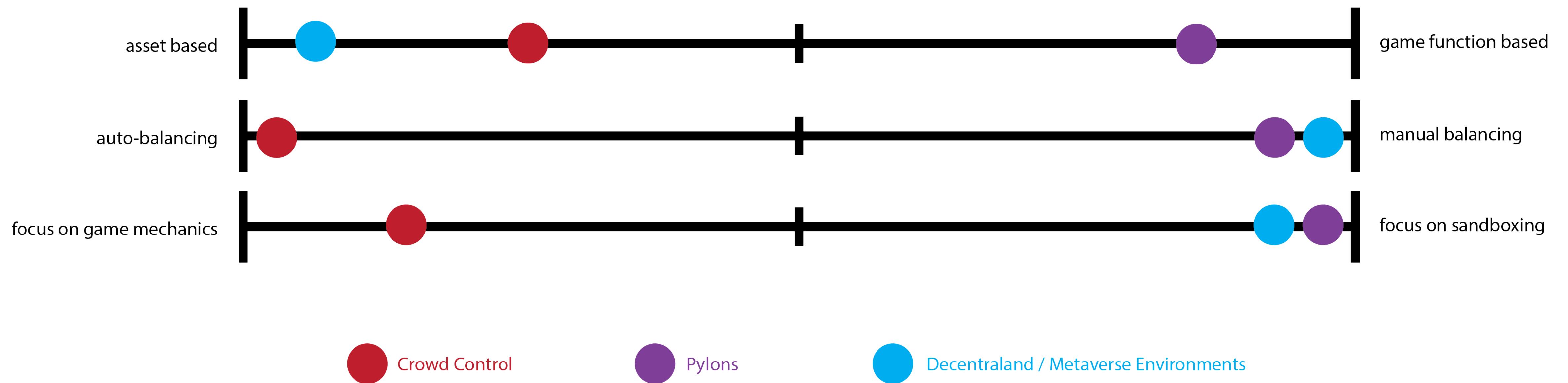
- Crowd Control in comparison with major players in blockchain games

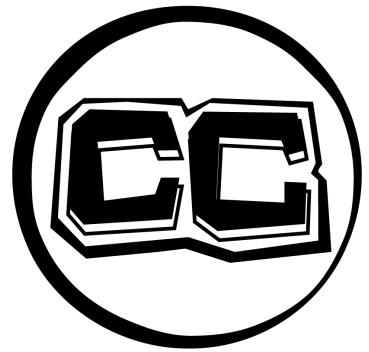




Ecosystem / Comparison / Differentiation

- Crowd Control in comparison with blockchain tools and environments





Contact

- Website: crowdcontrol.network
- E-mail: commandcenter@crowdcontrol.network
- Public Discord: <https://discord.gg/jQ5dwWzd>