



MIXMARVEL

The Global Blockchain Game

Publishing Platform

whitepaper v2.0

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1. Project Background

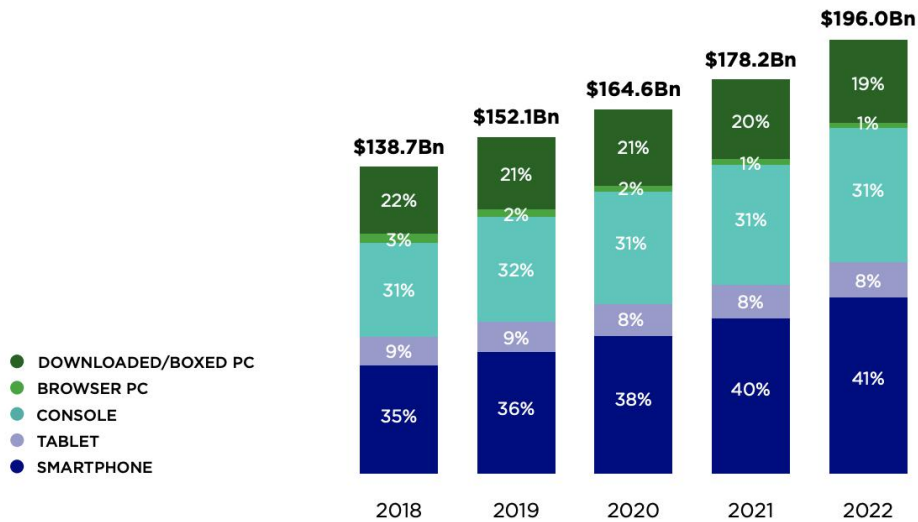
1.1. Industry Status

◆ Mainstream Games Sector Status

Over the past 20 years, the growing gaming industry achieved rapid explosive growth.

According to the report released by NEWZOO, Asia-Pacific (APAC) region will produce game revenues of \$72.2 billion, accounting for 47% of total global game revenues and representing a year-on-year growth of +7.6%. North America will, once more, be the second-largest region by game revenues, taking more than a quarter (26%) of 2019's total global games market with \$39.6 billion, and representing a +11.7% increase from last year, the fastest year-on-year growth rate of any region. Game revenue growth in Europe, the Middle East, and Africa region (EMEA) will be slightly lower than North America's. With a year-on-year growth of +11.5%, EMEA will generate revenues of \$34.7 billion this year, representing 23% of the total global games market. Meanwhile, Latin America will make up 4% of the games market, growing +11.1% year on year to \$5.6 billion.

SEGMENT BREAKDOWN
OF GLOBAL GAME REVENUES
TOWARD 2022

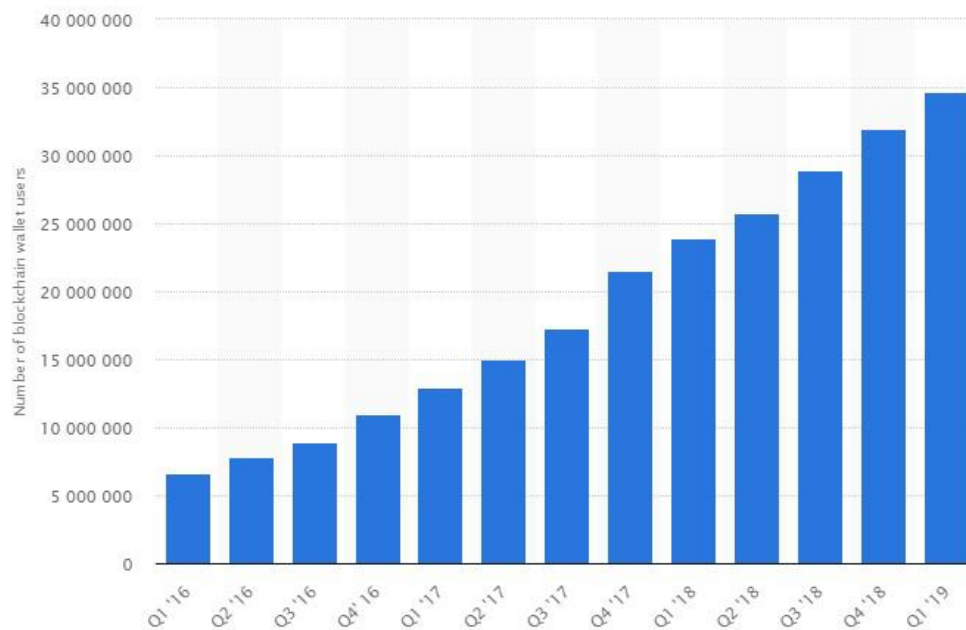


Across the board, the games market is in a healthy state, with every segment showing growth. Console is the second-largest segment, boasting revenues of \$47.9 billion. It will grow to \$61.1 billion by 2022 with a CAGR (2018-2022) of +9.7%. In total, PC games will generate \$35.7 billion in 2019, making it the third-largest segment. Growth in downloaded/boxed PC games is partially offset by declining browser PC revenues, as browser gamers have mostly transitioned to mobile. Browser PC revenues will continue to decline from \$3.5 billion this year to \$2.2 billion in 2022, a CAGR (2018-2022) of -14.7%.

◆ Blockchain Industry Condition

During the past two years, the blockchain industry has experienced explosive growth, with the average number of daily users increased by hundreds of thousands. By 2019, nearly 35 million wallet holders have created a market of hundreds of billions of

dollars.



Gaming has an exceptional position in the blockchain field. Where through, games are one of the most readily accepted industries in both the internet and blockchain fields. Apart from that, it also tends to have the characteristics of low trial and error costs.

The blockchain game industry has been gradually attracting more and more attention over the past few years due to the booming contents and the global attraction of young-aged willing-to-pay users. The addition of digital assets into the game creates another scope of potential value for the gaming industry. There are a lot of talented teams exploring blockchain games, and some have successfully created products that achieved global awareness. As the industry progressively matures, the blockchain-oriented game business and publishing models have become much clearer.

1.2. Mainstream Gaming Limitations

◆ Data Ownership Problems

- Data generated by players who have spent time and money in the game belongs to the gaming company, not the players.
- Gaming companies recklessly use players' data, manipulating it in a way that jeopardizes players' interests.
- Players own neither the data nor the potential benefits derived from that data.

◆ Divided Gaming Economy Value

- Independent in-game economy makes interactions between games difficult.
- Every game has a limited life cycle. For players, it means that, once the game life cycle ends, the digital assets they own will be lost. For game developers, it means continuously repeating the cycle of attracting users, leading them to pay, and coping with user drainage.
- Independent third-party suppliers that offer trading of in-game assets provide services with low security; lots of disputes occur in the outside markets.

◆ Monopolized Resources and Non-exposed Quality Content

- Oligopolies control the distribution channels, user pools, and data sources, raising the cost of game development and distribution, which is then passed on to the players.
- Although independent studios and developers create great content, actually reaching the market is demanding.
- Gaming has gradually become a "cash cow" for investors, which prevents

remarkable gaming content from getting sufficient acknowledgment.

◆ **Lack of Transparency**

- In mainstream games, players can usually gather some unique and high-valued items which can boost the character or provide game coins. In the mainstream game area, the rate of generating exclusive rare items is not disclosed to players.
- In mainstream games, players generally get exclusive in-game items through lucky draw events. In the actual game operating systems, the asset quantity and generation rate are usually not disclosed. Such lack of transparency typically creates unfairness, potential inflation, and oversupply of exclusive items.

◆ **Security Issue**

- There is a growing emphasis on in-game virtual asset security, such as stealth of in-game asset transactions and hacking behaviors that jeopardize players' interests.
- The gaming company issues all in-game assets, which can only circulate within the game. If the game is discontinued, players will lose all their assets and items, which will harm the players' interests as well.

1.3. The Advantages of Game + Blockchain

The blockchain technology solves the problem of trust and secures the rights that

should belong to players. The combination of blockchain and games not only makes the games more fun but changes the mindset and business model of the game. It simultaneously brings the possibility of nurturing new game types and gameplay.

- **Digital assets ownership and liquidity**

In the mainstream game model, in-game points, assets, and characters all belong to the game developer, who has the absolute right to change the rule of generation of all in-game assets. All the in-game assets are only valuable within the game. Blockchain technology allows distributing the ownership of digital assets to users. Players who invest time, obtain valuable virtual items, which are no longer affected by operators' obedience or data modification. Players can manage their assets, trade, or transfer them to other games without being controlled by the developers, which significantly improves the liquidity of assets.

- **A new relationship between players and game developers**

Most of the time, players and game developers are not on the same page with each other. Players want to earn points and enjoy the thrill of the game through utilizing skills and following rules. But the developers adjust the game parameters and make the game harder to extract value from the users.

Through using the equity distribution of token economy, players gain a right to speak and become consistent with the interests of the developers. Thus, together, they can reach an absolute consensus and form a community to maintain the steady development of the game. To some extent, the blockchain may bring unprecedented freedom and democracy to the gaming world, moving the industry in the right

direction.

- **The "game is an investment" concept**

The application of blockchain-based assets eradicates the developers' from excessive issuance of the game assets. Players can use their votes to reject the official game via a "hard fork" that creates a private game server. And thus, the greedy developers will be abandoned, which would ensure the value of the rare and limited digital assets. Under these protective mechanisms, user gameplay will become genuinely valuable. Gaming is no longer a simple form of entertainment and consumption. Players now can obtain practical value through their invested in-game money, time, and game skills. Playing games may no longer be a "waste" but an "investment."

- **A new business model**

The combination of the token economy and the gaming brings infinite possibilities for a great internal and external economic model. In essence, blockchain technology solves the problem of "trust," and is expected to create a true democratic network through application of decentralization. Freedom of democracy and efficient collaboration inspires the natural participants' enthusiasm and brings unprecedented creativity and vitality to the community.

Besides, through an entirely fair and transparent blockchain-based technology, digital assets become the label of traffic. Thereby, the new games can reduce the cost of asset creation through digital asset reuse or with the help of regular giveaways.

With the constant development of blockchain technology and the continuous

renovation of token design, blockchain games will keep gaining new empowerment, thus creating even more significant value. The future potential of blockchain games is beyond measure.

2. MixMarvel Overview

2.1. What is MixMarvel?

MixMarvel is a multiplayer online game community powered by blockchain, that appears in the form of a large-scale virtual 3D world created by global players and developers. It allows developers to release their content liberally and gain long-term returns for it, and players — to find better content and obtain and manage digital assets.

In the future, both players and developers empowered by the MixMarvel community will easily be able to find the resources and elements they need to create content. Through collaboration, creation, and involvement in the community, they will obtain further value. Eventually, MixMarvel will be the brand-new ecosystem that not only engages developers, players, and content but revolutionizes the mainstream gaming world by leveraging blockchain technology.

2.2. MixMarvel Worldview

◆ Wonder of MixMarvel



As players start the game, the MixMarvel universe randomly generates a new planet for them to explore. Players will start the journey from the home planet and fly a spaceship to discover the world.

The generation process of the new planet is random; its records are not on any centralized server. Each planet has a unique combination of gene sequences, which consists of 256 different genotypes.

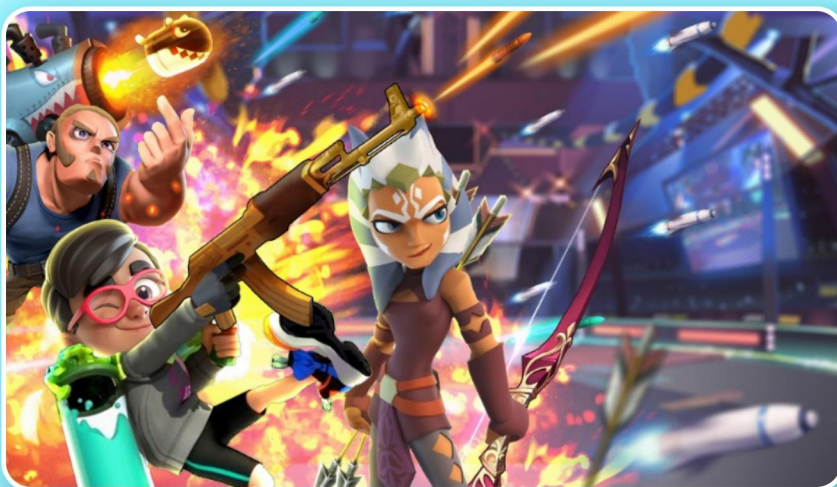
◆ Explore and Create



Once players encounter a planet, they are free to start the exploration quest. Players can plan and create unique game levels, exciting missions, and even innovative small game challenges.

Once players have created something new and fascinating, they can start running it and welcome other players from all over the MixMarvel universe into their game. At the same time, they can develop business plans for the masterpieces, which may include setting up game tickets or mission completion rewards.

◆ Digital Assets Reuse



The digital assets players have accumulated within MixMarvel can neatly integrate into any other games of the universe!

In specific games, for instance, players are allowed to select a weapon to utilize before a match starts. If players have any favorite previously-obtained firearms, they now can switch them within several other MixMarvel games.

◆ Mutual Benefits



There are new games produced in the world every day; MixMarvel lets demanding users realize their ideas by creating new content.

Every content creator can gain long-term rewards, while players earn rewards, glory, and confidence from the creators' creativity and innovation, which makes it a mutually beneficial strategy.

2.3. Design Concept

Boldly facing the pain points of the mainstream game industry, MixMarvel has merged blockchain technology into the mainstream game developing process. In doing so, MixMarvel solves the problems in mainstream gaming and avoids them in blockchain games. Via using unique blockchain design, MixMarvel wishes to create a safer, fairer, and more independent game environment for all game players.

- **Data Dependability**

All of the core data is saved on the blockchain, which makes it impossible for game companies to spam the virtual assets. Blockchain technology can make the data transparent and trusted, and reduce contradictions and disputes caused by inequality between game companies and game players.

- **Game Assets Authority**

As the most sophisticated collection of multimedia products that combine art, text, and coding, the game asset has become one of the most crucial factors of blockchain technology. In its turn, the blockchain technology provides a safe and controllable storage method for the digital assets' authority circulation. Thus, in games that allow asset trading, the buying and selling behavior becomes challenging to tamper with. While ensuring the security of transactions, it also provides the possibility for players to hold virtual assets and digital collections. Based on the multi-centralized data storage method, virtual assets can exist, never affected by centralized operations, as long as the network is not shut down.

- **The Practical Role of Blockchain Assets in Games**

In MixMarvel, game assets can also promote the progress of games and general expansion of the universe. Throughout the games, these assets enable the players to purchase their own homes on various planets across the universe. Once MixMarvel has enough residents, it is going to broaden its horizons.

- **Inheritance and Permanent Record by Blockchain Ledgers**

As soon as the game assets get recorded on-chain, the account's public and private keys will strictly control such operations as transfer, splitting, and withdrawal. All of the above transactions have signature verification and leave trading tracks. The game asset inheritance gets permanently recorded, which allows the players and digital collections to establish a full affectionate connection between each other. Those collections can be retrieved and interacted by the players in blockchain at any time in the future.

- **Security Protection**

The players' digital assets are stored on a multi-node record blockchain. Even comes such an extreme situation as the invasion of the game company's database, the blockchain will not lose players' game assets. Blockchain technology takes the security of users' virtual property to the maximum extent.

2.4. Products and Services

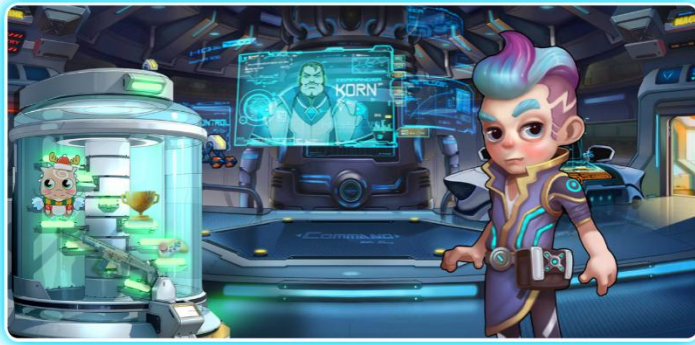


Being a global content community created by users and developers, MixMarvel creates an immersive experience through active community interaction scenarios. The content and services are presented to each player or developer in a 3D virtual world.

- **Planets**

MixMarvel planets are tremendous mutually-linked plot-composed scenes, each with unique gameplay. These plots seamlessly continue between the scenarios and enable the players to control their characters' behavior. Some plots are systematic — used to create the planet's principal cities; some are ordinary — to freely build and trade users' homes. Besides, MixMarvel provides corresponding editor to create additional content, such as planets of racing, tower defense, parkour, or adventures.

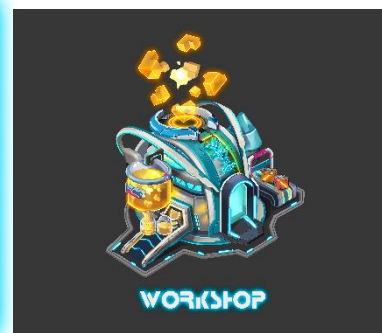
- **Homeland**



MixMarvel developed a home system where users can display their assets and satisfy their social needs. Players can buy plots of land, and decorate and upgrade their own homes to attract other players to visit. Players who like social interaction can also invite friends over, hold family parties, and play small games together.

When building a home system, players should consider the level of their involvement and participation. The prosperity of a home system is also an essential evaluation index for the platform user group: the higher the welfare, the more rights and interests can be obtained.

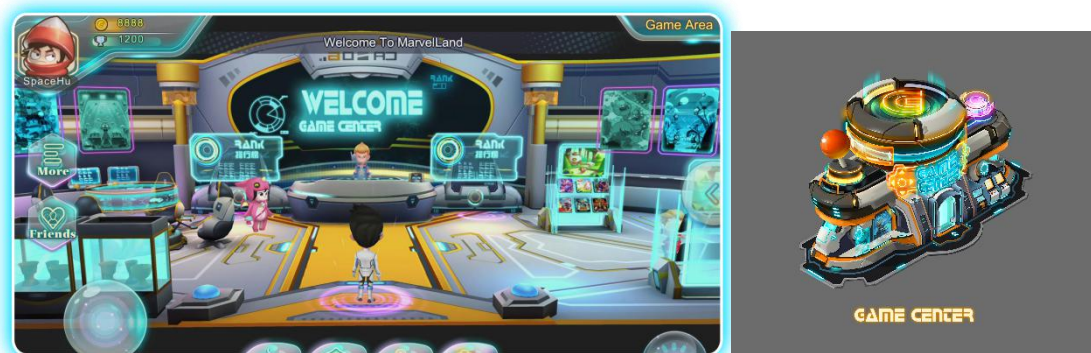
- **Creative Center**



At the Creative Center, players can create personalized game content, such as characters' appearance, voice, and movements, based on their ideas. Although MixMarvel has included dozens of expression combinations, interactions, and character

voices, users can also edit, upload, and create more resources and content. Besides, to emerge each player's creative talent, MixMarvel also provides corresponding editors for characters, assets, scenes, or even game rules. MixMarvel lowers the usage barriers to help players get their token incentives quicker and easier via sharing and selling their ideas.

- **Game Center**



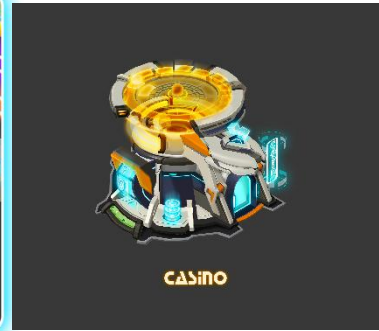
The Game Center carries all of the MixMarvel games. Here, players can find games that suit their interests and have the platform to recommend other games based on three particular dimensions. MixMarvel provides the most detailed game introduction, preview, commentary, and data on each game, while also providing three straight and intelligent types of search: game search, item search, and fuzzy search. What is more, MixMarvel collects players' past game data, combines it with the friend recommendation, game store, and user recommendation dimensions, and makes unique multi-dimensional screened game recommendations for each player. MixMarvel will continue to develop algorithms and guarantee players all games are comprehensive, convenient, and fitting.

- **Airdrop House**



Airdrop House is a vital way for players to get digital assets, helping new players to get original game characters, costumes, assets, and supplies. At the Airdrop House, content creators and developers can promote their content, while players can discover these new assets. If a new digital asset appears at the Creative Center or wants to enter MixMarvel from the outside, — as soon as it gets the Governance Committee approval, — it can be distributed to players at the Airdrop House. In the meantime, the creators do not need to worry about blockchain technological issues. Through the platform creator service components, the distribution, creation, and circulation of digital assets and on-chain data placing can be efficiently completed. The platform only takes a small part of each asset revenue as a handling fee. Through such an innovative cycle, a vast range of new resources will be created to contribute to the prosperity of the virtual world.

- **Prediction House**



At the Prediction House, players can use tokens to forecast trendy events. MixMarvel regularly hosts events on the platform, and players can choose to sign up for the competitions or take part in predictive quizzes during these events. Also, the platform will gradually add a greater variety of popular sports and dynamic competition content to synchronize with the prediction activities. The current and upcoming prediction events timetables and live events and scores broadcasts are presented at the Prediction House.

- **User Center**

At the User Center, users can easily manage their platform account. Under the premise of security insurance, the user center information, user identity information, user platform currency and game currency information, are all managed simultaneously. Apart from that, the User Center also stores user-owned and -played games, providing game installation and start interfaces.

Virtual assets and characters of each game can be located in the user's Inventory at the User Center. All the resources in the user's Inventory are interoperable. All aspects of the user statistics, user friends' data, published content, and the latest game status will continue to be developed in the User Center.

- **Trading Center**



MixMarvel has an entirely secure trading environment under the premise of the multi-node blockchain ledger, which allows users to trade digital assets such as tokens and props. During a token trade, MixMarvel would dock a third party to complete the transaction of platform token, game token, or other digital assets. The Trading Center is the market for in-game asset confirmation, valuation, auction, pre-sale, and exchange.

- **Mining Center**



MixMarvel provides a fair and well-developed token incentive system. By completing platforms and game tasks, or accomplishing achievements, users can obtain the hash rate to use for PoA (Proof of Action) mining. Besides, users can apply to participate in the calculation and verification of the Rocket Protocol and set their

devices as proposal or verification nodes for mining.

2.5. Ecosystem Participants

◆ Developers

Developers provide high-quality game content and digital assets, which are essential parts of the platform ecosystem. MixMarvel encourages various forms of content contributors, including game companies, developers, resource creators, or UGC creators. The platform helps creators to produce better content utilizing sufficient incentives, convenient development tools, and a comprehensive service system.

At the same time, MixMarvel continues to provide substantial players traffic, helping game companies obtain users quickly and accurately. It also offers a variety of profit models to choose from; hence, game companies and players only need their professional skills to create and make a profit of it. Besides, MixMarvel provides an economical solution that can help mainstream game developers enter the blockchain smoothly.

◆ Game Players

Players are the foundation of the game industry. MixMarvel is committed to returning the rights deprived of players in mainstream games back with blockchain technology.

In the mainstream game industry, game companies and users stand on the opposite sides. Game companies have absolute speaking right through in-game and

participation rules; they own the users' characters, props, equipment, and experience.

As a result, in mainstream games, players can not even be counted as buyers.

MixMarvel is eager to change such a relationship model, making the players the owners of virtual assets. Such an ownership transfer enables the token-holders with a right to influence the game direction, creating a win-win situation for both game manufacturers and players. After the players perceive the assets' relevance and time cost, they can involve themselves in games as owners, maximizing their interests and gaining unprecedented experience.

When more and more players recognize the changes that blockchain brings in, it will push more game companies to embrace these changes. Game companies will use blockchain technology and decentralized thinking to develop more conscious games.

Game players are the most essential to both the industry and the platform. MixMarvel attaches great importance to players and devotedly protects their rights.

◆ **Community**

Community is the link between the platform and user groups, which is maintained by platform and game developers, publishers, advertisers, content creators, players, and other groups.

MixMarvel is based on the decentralization concept as the initial community construction. It uses blockchain technology to stipulate rules and incentives to form an ecosystem that can be managed and constructed by all parties. Meaning, users can participate in managing regulations and votings, which lets game companies reach out to users better, as well as promote and maintain game content through community

tags.

MixMarvel provides tokens for community incentives, launches multiple token incentive programs — such as invitation incentives, developer incentives, game promotion incentives, and content creation incentives — and encourages users to promote community.

3. Technical Solutions

3.1 Technical Architecture

Currently, there are three pain points in the blockchain game development.

- **Poor performance and flexibility**

A good user experience requires reliable feedback in seconds or even milliseconds. Yet, not even the latest generation of blockchain technology can meet the demands needed for gaming applications, let alone the ability to handle large amounts of concurrency. Different types of games usually have different characteristics in terms of process and logic, which require different solutions. However, the existing smart contracts are relatively simple, which is barely enough to meet the developers' needs.

- **Lack of function and poor service**

The existing blockchain infrastructure lacks the features and facilities to adapt to the game industry. Most of the system components, collaborative processing modules, customization functions, system interfaces that developers need, they must build

themselves.

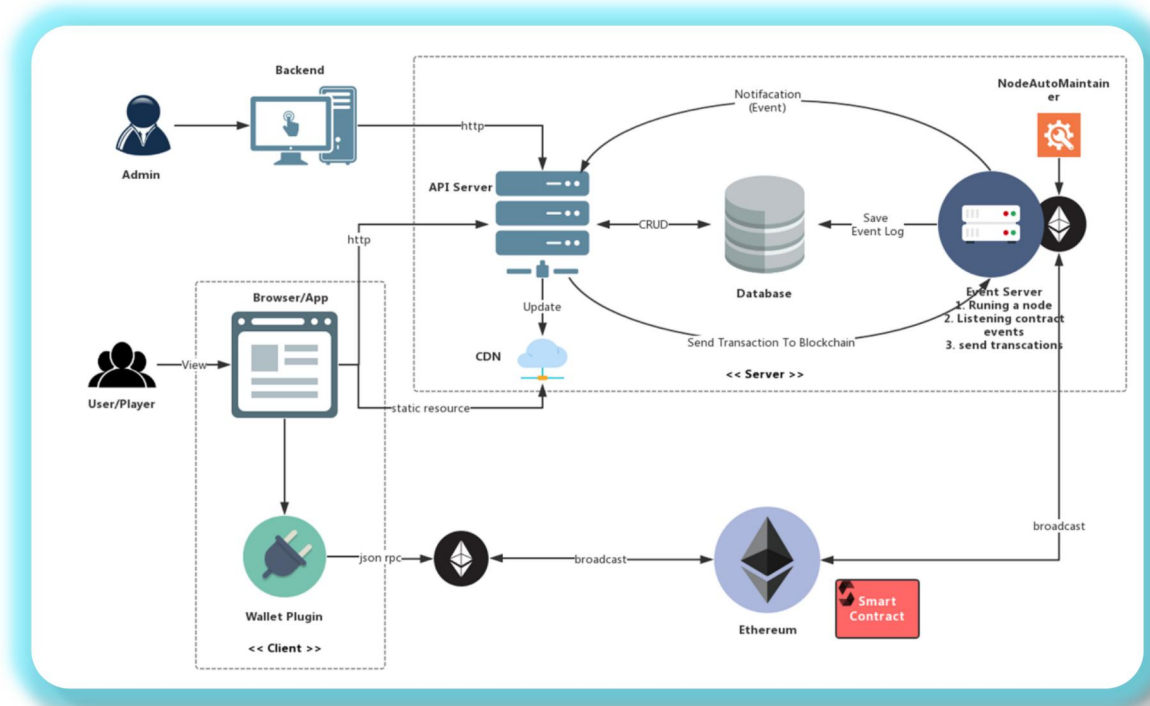
- **High cost and high barrier of Entry**

The high price of blockchain technology limits not only the flexibility of developers to create applications but also these applications' spread and popularity among the masses. Besides, there is a high learning and utilization cost for blockchain-based applications' development, such as the installation of a node before the application can be launched.

- **MixMarvel focuses on blockchain game solutions**

MixMarvel dramatically reduces the game development and operation threshold through the fast access C/S cloud architecture, rich SDK (Software Development Kit), and high-performance, scalable Rocket Protocol.

3.2 Fast Access via C/S Cloud Architecture

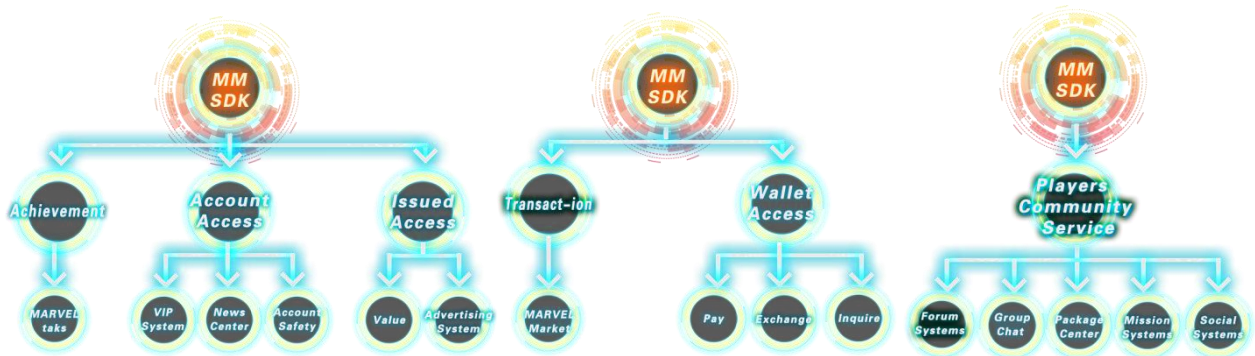


C/S cloud architecture

◆ Quick access to systems supporting any structure

For new — initially mainstream — developers, there is no need to learn blockchain development; they can seamlessly get access based on their original game development experience. As for mainstream game developers, they do not need to make any significant technical changes to put their games onto the blockchain.

3.3 Rich and Convenient SDK



MM SDK architecture

MixMarvel SDK compiles abundant development tool kits for developers, including internal and external SDK, as well as player community SDK. MixMarvel SDK can help with development and community construction and make it much easier to connect players smoothly.

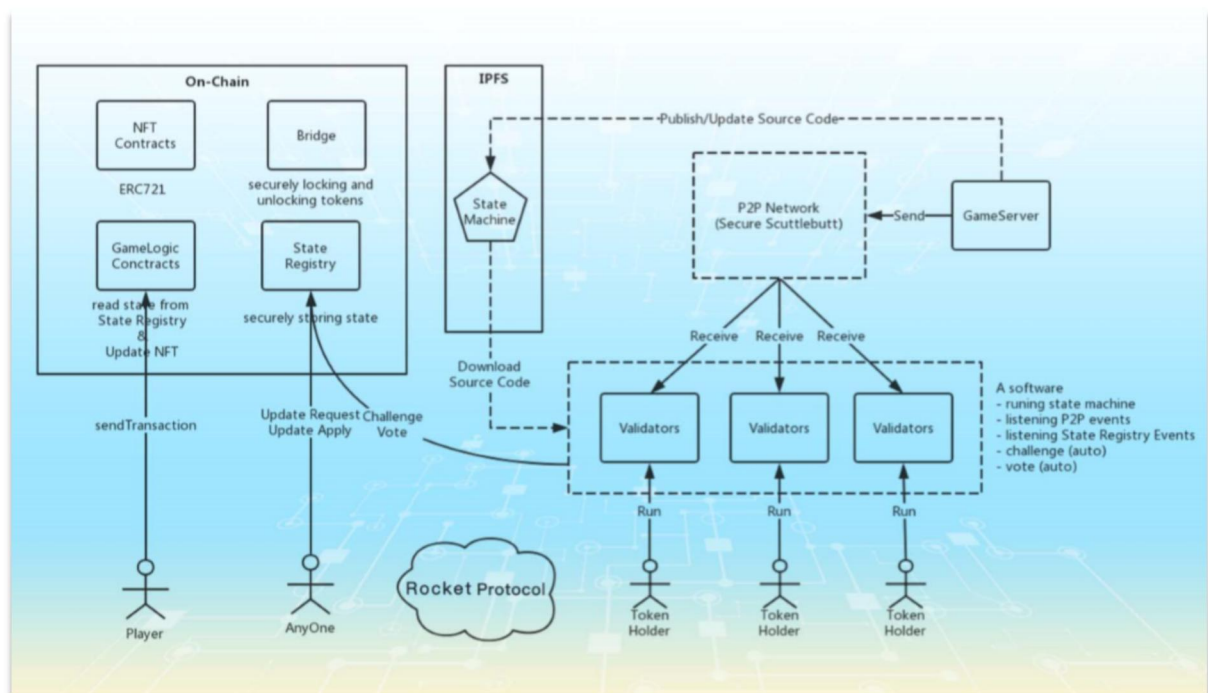
The SDK's services include:

- Account access: Use of the platform's unified account system can significantly improve the user conversion rate in mainstream game access. The platform's unified achievement and VIP systems can increase the rate of users' loyalty.
- Blockchain wallet: The in-built multi-chain wallet can provide support for major chain currencies and NFT item storage while reducing the threshold for new users' wallet installation.
- Trade market: Mainstream game developers and asset creators can quickly sell their items on the platform's trade market. Whereas to get their items on a chain, they do not need the blockchain development technology, all they need is to

release smart contracts through MixMarvel's SDK.

- Community Services: MixMarvel can provide a set of components — such as forum system, social media sharing, gift package access, rewards, and in-game friends — to help developers focus on the game itself instead of worrying about its operation and community infrastructure.

3.4 High-performance Scalable Rocket Protocol



Rocket Protocol technical architecture

● Rocket Protocol technology

Rocket Protocol is a secure, efficient, and easy-to-use Layer-2 solution for the blockchain game industry. It was developed and first applied to Ethereum. The transformation of the Ethereum version of HyperDragons using the Layer-2 solution has

been completed, leading Rocket Protocol to become the first Ethereum public chain Layer-2 solution for large-scale blockchain games.

- **Advantages:**

- Supports any public chain with smart contracts;
- Breaks through the public chain bottleneck by making trusted off-chain calculations and putting consensus data on chain;
- Has high availability and high scalability to enhance the user experience;
- Offers holistic technical solutions: game developers only need to focus on game development, not the blockchain issues.

4 Token Distribution

4.1 Token Economy Introduction

The MixMarvel platform adopts two types of Tokens, the MIX token, and the MAX token. The MIX token represents the growth of the platform's ecosystem value. The MAX token is a utility token that represents a pass for users' participation in platform games and applications.

- **MIX Token**

MIX is a platform-based token promoted by the MixMarvel platform. The total amount of MIX is constant at 10 billion and will never be over-issued. MIX is a decentralized blockchain digital asset based on the ERC-20 standard token of the Ethereum blockchain. MIX's distribution mechanism in other public chains is based on Parallel-Protocol technology, which implements that other public chains are parallel worlds. Every time a token is issued on another public chain, MIX on Ethereum destroys a token to ensure a constant total deposit.

- **MIX holders enjoy the following benefits:**

Management rights: Participate in the voting of various decisions in the platform and participate in the governance of the platform's ecosystem construction.

Premium rights: According to the holding amount of MIX, users will enjoy the exclusive rights of various services on the platform.

Airdrop welfare: After the MixMarvel platform launch and the release of the game projects and corresponding services, MixMarvel will conduct a corresponding token

airdrop according to each holder's MIX quantity. At the same time, MIX holders will receive MAX tokens as benefits every day according to their prosperity in the ecosystem.

In each MIX transfer behavior, the platform will extract a certain percentage of the cost and lock it into the commonwealth of the community. After a certain time, the platform will release these resources for ecosystem construction.

- **MAX Token**

MAX token is a utility token issued by the MixMarvel platform representing the rights and interests that allow users to participate in platform games and applications.

- **Rights and interests of MAX:**

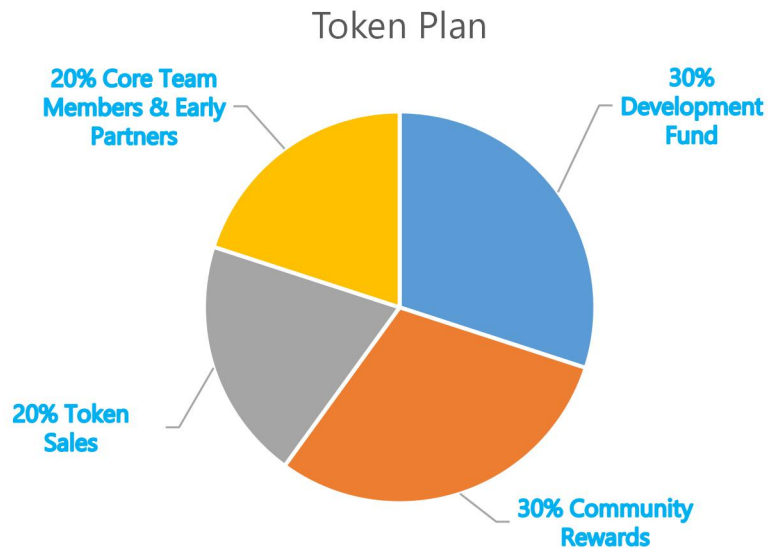
Consumer refund: In some games, users can obtain a corresponding MAX amount through consumption, as well as receive a respective refund through staking MAX.

- **MAX application scenarios:**

1) Payment: The games on the MixMarvel platform include MAX's consumption scenarios. Players may obtain corresponding digital assets, game rights, and related functions and rights by paying with MAX.

2) Fuel settlement: Users need to use MAX as a unified settlement unit to use platform-based basic services (such as digital asset trading, creation, forecasting) in the MixMarvel platform.

4.2 Token Distribution Scheme



Proportions	Distribution plan	Details
30%	Development Foundation	It is used to ensure the smooth development of the project's promotion and operation, ecological construction, strategic cooperation, and risk control, and is committed to providing the consensus of the use of funds.
30%	Community Rewards	It is used to motivate users to participate in the construction of the platform actively. Users can obtain rewards through promoting games, creating content, providing services, contributing applications. Smart contracts lock the tokens in the mining pool and gradually release them according to participation rate and time spent.
20%	Core Team Members and Early Partners	It is used as an incentive for founding teams, consultants, and partners.
20%	Token Sales	It is used to establish investment relationships with high-quality investors and mutual benefaction, as well as to ensure rapid progress of projects, and share the fast-growing rewards.

4.3 Community Reward Distribution

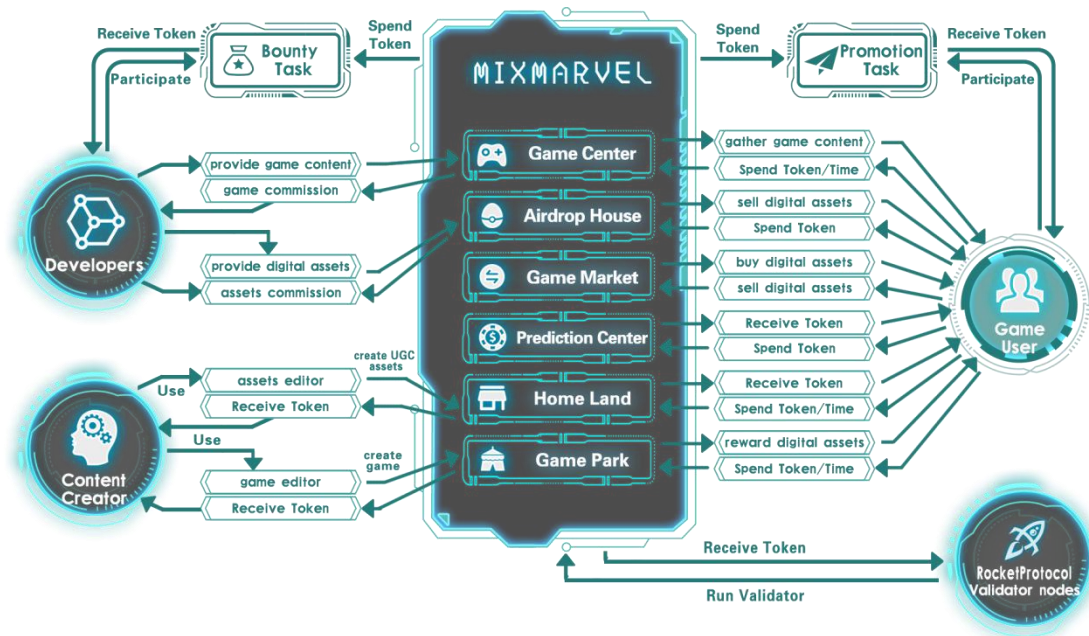
MixMarvel values overall community construction by defining the identities of various types of participants: game users, developers, Rocket Protocol participants, and content creators.

For different identity participants, the POA (Proof of Action) incentive mechanism and rewards' weight will be different. Participants will receive the correspondingly weighted MIX rewards when they complete the relevant incentive goals.

Community rewards will be gradually generated and released according to smart contracts, totaling 3 billion pieces. Its circulation will be growing progressively; in the first year, the liquidity will reach 16.66%, and the rate of production will decrease gradually in the next few years. The output in the next year will be about 90% of the previous year's and will reach approximately 94.90% in the eighth year. Each year, the incentive weight will gradually adjust to ensure the stable development and growth of the MixMarvel platform.

Through the open and transparent distribution of community rewards, participants of various identities will join MixMarvel without the cost of trust and participate in the development and construction of MixMarvel.

4.4 MIX & MAX Token Liquidity



Economic circulation model

- **Game Users Token Acquisition:**

- Airdrop giveaway incentives: MIX holders can obtain MAX token based on the MIX amount they own.
- Consumer behavior incentives: Users can obtain a certain proportion of MAX tokens based on the spending behavior on the platform.
- UGC incentives: Users can obtain MIX tokens if they edit and publish game content via platform editor.
- Interaction incentives: Users can obtain MIX tokens by commenting, rating games, and posting in the community.
- Marketing motivation: Users can obtain MIX tokens if they complete platform

tasks on social media promotion and invite friends to the platform.

- Game behavior incentives: Users can obtain MIX tokens if they complete the platform's game tasks and make specific achievements.

- **Token Application:**

- By staking MIX tokens, users can participate in MAX Token Airdrop mining.
- By staking MIX tokens, users can participate in community governance, for example, vote on related matters.
- By using MIX tokens, users can buy land, home appearances, character skins.
- MAX tokens can be used as fuel costs for payment in basic platform services, such as digital asset trading, match forecasting, editor creation, and item reuse.
- MAX tokens can be used for in-game payment behavior, including all recharge and spending scenarios in all games on the platform.

- **Developers Token Acquisition:**

- Airdrop giveaway incentives: MIX holders can obtain MAX tokens based on the MIX amount they own.
- Developers can obtain MIX tokens if they complete the platform's irregular reward missions or release a game during the promotion period.
- Developers can obtain MAX tokens if they provide game content and platform users make consumer payments in the game.

- **Token Application:**

- By staking MIX tokens, developers can participate in MAX Token Airdrop

mining.

- By using MIX tokens, developers can participate in community governance, for example, vote on related matters.
- By using MIX tokens, developers can deploy game development using the platform's SDK service and technical support.
- By using MAX tokens, developers can get user traffic.
- By using MIX token, developers can build and maintain communities.

- **Platform Token Acquisition:**

- Regular Airdrop giveaway of MAX tokens based on the number of users holding MIX tokens.
- If the platform issues digital assets, it can get MIX tokens on the condition that users purchase the assets.
- The platform can obtain MAX tokens if users utilize the platform services, pay transaction fees, and participate in game predictions.
- The platform can obtain MIX tokens by providing launching and promotion services, as well as other services for game content producers and developers.

- **Token Application:**

- MAX Airdrop mining requires the staking of MIX tokens.
- Community governance, voting on related matters require the use of MIX tokens.
- Publishment of platform incentives requires the use of MIX tokens.
- Conducting external promotional activities requires the use of MIX tokens.

- Daily expenses of the platform require the use of MIX tokens.

4.5 Logic of the Ecosystem Value Growth

In a real business environment, value and demand determine the price.

By providing a complete SDK, the MixMarvel platform can quickly integrate a centralized game project into a blockchain game project, helping mainstream game companies significantly cut R&D costs and launch procedures.

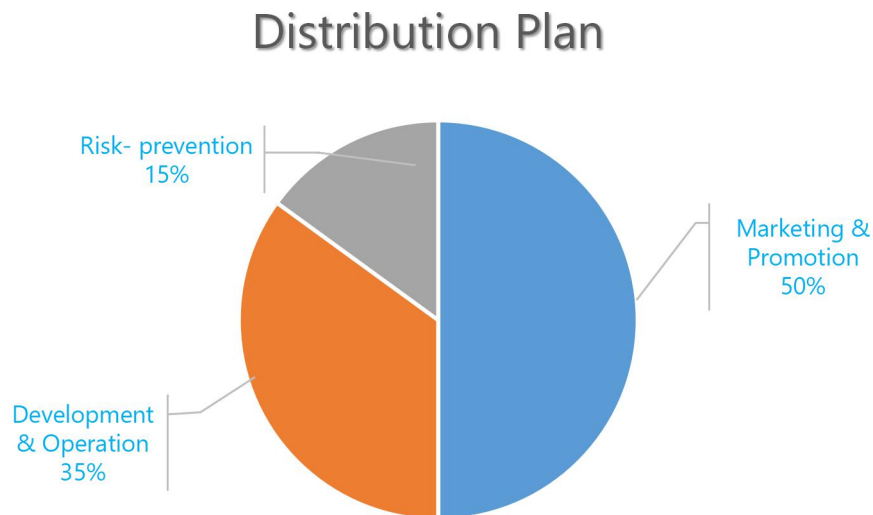
At the same time, the lightning-fast Rocket Protocol can reduce TPS issues, significantly reducing the cost of transaction authentication. The rocket protocol technology helps game developers to create a variety of game types and more vibrant, vivid, and engaging gameplay without the limitations of the primary chain's slow TPS.

Through the above two advantages, MixMarvel ensures many high-quality games with excellent gameplay to be developed within a short period. A steady stream of game makers and independent developers have joined the MixMarvel platform to provide players with complete game services. With the increase of games and the rise of quality of games, grows the number of users of community platforms, thus, increases the value of MIX.

Next, thanks to MixMarvel's digital asset reuse and creation model, the community reward weights are always tilted, various developers and creators continue to join, digital asset creation tools continue to be completed and born, and a large number of digital assets continue to acquire new capabilities and characteristics. A self-made

game is about to be created, and the demand for MIX will continue to expand.

4.6 Distribution Program



- 50% for MixMarvel brand building and marketing, including providing financial support for various marketing activities to ensure that the platform can continuously acquire and accumulate users.
- 35% for the development and operation of the team and continuous promotion of the construction of the MixMarvel ecosystem.
- 15% as reserve funds and emergency funds for risk prevention to cope with various emergencies and ensure the constant operation of the platform.

5. MixMarvel Foundation

The MixMarvel Foundation is a non-profit organization dedicated to the ecology development of the blockchain game industry as well as the construction, business development, and commercial cooperation of the MixMarvel platform.

5.1 MixMarvel Foundation Goals

Being a non-profit organization, the MixMarvel Foundation is committed to providing support and contribution to the whole blockchain industry, paying close attention to the development of the game ecosystem, and the advancement and promotion of the MixMarvel platform and related products. Being a long-term business, MixMarvel, to continue its growth, finds it necessary to continually attract outstanding talents from the blockchain industry to work with. At the same time, to reach critical milestones in the process of the development of MixMarvel, the involvement of more partners and agencies is also crucial. In this process, MixMarvel will make sure to continue to implement and focus on social responsibility from beginning to the very end. The MixMarvel Foundation will be responsible for the day-to-day management, revenue, expenditure, and security of the entire Fund.

The MixMarvel Foundation does not have any political or religious attributes.

5.2 Composition of MixMarvel Foundation

The MixMarvel Foundation has a Decision-Making and a Community Committee. The two committees are both responsible for the daily operation and management of the Foundation. The Decision-Making Committee manages the Development Fund, while the Community Committee manages the Community Incentive Fund.

5.21 Introduction to the MixMarvel Foundation

- **Development Fund**

The Development Fund manages and distributes the funds on demand according to the requirements of the fund management, in the total sum of 3 billion MIX. The Decision-Making Committee administrates the Development Fund.

The releasing mechanism of the Development Fund's funds is project-based. The entities submit applications, and the business corresponding committee reviews and submits them to the Decision-Making Committee for discussion or voting before they are put into use.

The MixMarvel Decision-Making Committee guarantees the operation, upload, and release of information of the Development Fund. It consists of the Promotion Committee, the Operation Evaluation Committee, the Technical Review Committee, and the Internal Control Supervision Committee. Such a structure is used to ensure the

smooth development of the project's promotion and operation, ecology construction, strategic cooperation, and risk control, and is committed to providing the consensus and openness of the funds use. Development funds are used for **business development and collaboration** as well as to encourage users to participate in the construction of the platform actively.

- **Community Incentive Fund**

Community Incentive Fund will be gradually generated and released according to smart contracts, with a total of 3 billion tokens, and the circulation will increase progressively. The flow of the first year will reach 16.66%, as in the following years, the production rate will gradually decrease, and the output in the next years will reach about 90% of the one in the previous year, and will reach approximately 94.90% in the eighth year. Each year, the incentive weight will be gradually adjusted to ensure the stable development and growth of the MixMarvel platform. Through the open and transparent distribution of community rewards, participants of various identities will join the MixMarvel platform without the cost of trust and jointly participate in the development and construction of the MixMarvel platform.

The Community Committee guarantees the Community Incentive Fund and will use a PoA (Proof of Action) algorithm based on the participation and contribution rate of all users in the community.

The first Community Incentive Foundation will be nominated and established by the founding team of MixMarvel as soon as the first community incentive MIX is released. In community reward distribution, we attach importance to the overall

construction of the community. In the MixMarvel platform, we define the identities of various types of participants: game users, developers, Rocket Protocol participants, and content creators. For participants of different identities, the PoA incentive mechanism and reward weight will be different, and participants who complete the corresponding incentive goals will receive the identical weight of MIX coin rewards.

5.22 Organization Structure of MixMarvel Foundation

- **Decision Committee**

The establishment of the Foundation is nominated by the community and is responsible for members of the community. The MixMarvel Decision-Making Committee ensures the Foundation operation and the upload and release of information. It consists of branch committees, such as the Promotion Committee, Operation Evaluation Committee, Technical Review Committee, and the Internal Control Committee. The Decision-Making Committee manages the assets of the Foundation and makes decisions to achieve the goals of the Fund.

1) Composition of Decision-Making Committee: 7 members

2) Rights and obligations of the Decision-Making Committee

- **Rights:**

- Right to formulate and modify the articles of association;
- Right to develop internal management systems;

- Right to establish offices and hire the leading relevant business executives;
- Right to decide on plans for significant business activities, including, but not

limited to, the raising, management and use of funds;

- Right to review of annual revenue and expenditure budget and final accounts;
- Right to vote, be elected and be voted for;
- Right to guide, advise and supervise the work of the Foundation;
- Right to participate in and explain the Foundation's related activities;
- Right to decide on the division, merger or termination of the Foundation;
- Other major matters.

- **Obligations:**

- Obligation to execute the decisions of the Committee;
- Obligation to perform duties and earnestly honor the reputation and legitimate

rights and interests of the Foundation;

- Obligation to provide relevant information to the Foundation;
- Obligation to convene and host meetings;
- Other obligations under the Foundation's constitution.

3) Committee term

The term duration of the Committee equals to two years, and the term of office can be re-elected.

4) Commission formation and removal:

- The first Committee is nominated and appointed by the community;
- Commission re-election is the nomination of candidates by the community and

the organization of a leadership group for the re-election, which organizes all candidates to elect a new member jointly. A Committee meeting shall approve the removal and addition of members, and the results shall be publicized concerning the publicity measures.

5) Decision-making mechanism of the Committee: At least two-thirds of the members must attend the meeting of the Decision-Making Committee; more than five votes of the members present must approve the decision of the Decision-Making Committee for it to be valid.

- **Community Committee**

The Community Committee is responsible for managing the Community Incentive Fund and motivating users to participate in the construction of the platform actively. Users can get rewards by promoting games to create content, provide services, and contribute applications. Community incentive tokens are locked by smart contracts and gradually go into release based on the participation rate and time. The community nominates the establishment of a Community Committee.

1) Community Committee composition: members of the Decision-Making Committee and eight community-nominated members, a total of 15 members.

2) Community Committee rights and obligations: The Community Committee manages the Foundation assets.

- **Rights:**

- Right to formulate and modify the articles of association;

- Right to develop internal management systems;
- Right to establish an office and hire the relevant leading business executives;
- Right to decide on plans for significant business activities, including, but not

limited to, raising, management and use of funds;

- Right to review the annual revenue and expenditure budget and final accounts;
- Right to vote, be elected and be voted for;
- Right to guide, advise and supervise the work of the Foundation;
- Right to participate in and explain the Foundation's related activities;
- Right to decide on the division, merger or termination of the Foundation;
- Other major matters.

- **Obligations:**

- Obligation to execute the decisions of the Committee;
- Obligation to perform duties and earnestly honor the reputation and legitimate

rights and interests of the Foundation;

- Obligation to provide relevant information to the Foundation;
- Obligation to convene and host meetings;
- Other obligations under the Foundation's constitution.

3) Committee term

The term of the Committee equals to one year, the term of office can be re-elected.

4) Commission formation and removal:

- The first Community Committee was established through the Decision-making

Committee nominating the community members.

- Community Committee re-election is the nomination of candidates by the Community Committee and the organization of a leadership group for the re-election of all the candidates. The Committee meeting shall approve the removal and addition of members, and the results shall be publicized concerning the publicity measures.

5) Committee decision-making mechanism: more than two-thirds of the members must attend each meeting of the Decision-making Committee; more than ten votes of the members present must approve the decision of the Decision-making Committee.

5.3 Operation of the MixMarvel Foundation

5.31 Fund Management Principles

The MixMarvel Foundation manages digital assets with the concept of sustainable development and adheres to the following governance principles:

1) To ensure openness, impartiality, and transparency. The Foundation reports its operation to the community and project followers through regular reports and information disclosure.

2) To focus on the ecology development of the MixMarvel community. All income and expenditure are based on the ecology development of the project community.

3) The combination of project promotion and technology development. The MixMarvel Foundation improves the competitiveness of the market through technological development and allows more people to participate in the ecology construction of MixMarvel community through publicity and promotion, to enhance

the strength of the platform and achieve the purpose of promoting ecology development.

5.32 Fund Supervision

To ensure the operation of the development foundation is open, fair, transparent, and financially secure, the Foundation fund guarantees to host the digital assets of the Foundation in a multi-signature smart contract with a public MixMarvel address, managed by the Foundation management team and the multi-signature holders. A transaction can only be executed when a certain number of holders confirm the transaction. When the Foundation management team changes personnel or loses the key, operations such as adding, removing, and replacing the smart contract manager must also be signed by more than 2/3 of the total number of people before it can be executed. Besides, before the creation of the multi-signature wallet, MixMarvel will conduct a strict security audit of the contract code to ensure the security of the wallet.

5.33 Use of Foundation Funds

- **Use of Development Foundation**

The MixMarvel Development Foundation is committed to **the construction, business development, and commercial cooperation of the MixMarvel platform**, and will be directly managed by the MixMarvel Decision Committee. Being a long-term

business, for MixMarvel to continue its development, it is necessary to continually attract outstanding talents from the blockchain industry to work with. At the same time, to achieve essential supporting nodes in the development process of MixMarvel, we also need to work with more partners and institutions.

- **Technological Development**

Blockchain technology has always been the groundwork of MixMarvel. Development Funds are well aware of the core impact of blockchain technology on the MixMarvel platform and the entire industry. The Development Fund will actively support MixMarvel's blockchain technology research and development and innovation, while also investing and citing other blockchain game-related technologies. The Development Fund will strive to ensure the smooth progress of technological research and development, reduce the pressure on technical research and development funding, and become a reliable backup for the development of MixMarvel blockchain technology.

- **Ecology Construction**

As a brand new track for blockchain games, ecology construction and mutually beneficial cooperation structure will be two of the core ideas of the Development Fund. The Development Fund will support the MixMarvel platform to continue the cooperation with high-quality third-party game studios to develop games to create a blockchain game ecosystem jointly and independently. Third-party game studios will not only be limited to blockchain games but will also explore the possibility of combining game chains with mainstream games, and will work to create a new,

multi-beneficial blockchain game ecology and a concordant cooperation business model.

- **Strategic Cooperation**

MixMarvel strives to reach strategic cooperation with multiple public chains in its development process, consolidate the existing public chain cooperation relationship, and further develop cooperative partnerships. The collaborative relationship will not only be limited to the public chain, but also expand the general direction of the alliance chain, traditional industries, and the real economy. The Development Fund will bear part of the cooperation cost and encourage MixMarvel to increase and deepen the possibility of industry integration in various industries and expand broader strategic cooperation models.

- **Media Promotion**

MixMarvel vigorously participates in the promotion of the blockchain industry, actively publishes the analyses and interpretations of the blockchain game industry, explores future directions, and seeks to reach long-term cooperative relationships with multimedia. The Development Fund attaches great importance to the long-standing collaboration between MixMarvel and media as well as industry conferences and supports MixMarvel to demonstrate fans, community users, and partners the development process and future direction of MixMarvel through PR, advertising, and social media. The Development Fund will provide the necessary cost support to encourage MixMarvel to increase its influence and credibility in the blockchain industry.

- **Operational activities**

MixMarvel has always paid considerable attention to the feedback and activity of its community users. The experience of community users and gamers is the most crucial concern for the MixMarvel team and Development Funds. The Development Fund will vigorously support community operations and expenses to meet the needs of users and create a more comfortable gaming environment for blockchain gamers. At the same time, the Development Fund and the MixMarvel team are also looking for more high-quality operating platforms to become our partners and work together to build a decentralized operation ecosystem.

5.34 Purpose of the Community Incentive Fund

The MixMarvel Community Incentive Fund (*further referred to as* the Incentive Fund) is **committed to encouraging individuals or groups that contribute to the ecological efforts of MixMarvel and the distribution of benefits such as airdrops to fans**; this includes, but is not limited to, volunteers, community administrators, and community workers, both domestic and foreign. The Incentive Fund will be managed directly by the MixMarvel Community Council.

- **User Relationship Management**

MixMarvel attaches great importance to the interaction with users in terms of products, technologies, and services. The construction of the MixMarvel ecosystem cannot be separated from the persistence and efforts of community users. Understanding, serving, and satisfying users are our goals and primary motivation. To reward gamers and community users, the Incentive Fund will give bonuses and hold

thank-you events to gamers and community users from time to time. Community users and the MixMarvel team have not forgotten their original intentions and jointly built a big blockchain game ecosystem.

- **Volunteer Support**

The decentralized community ecology is inseparable from the participation of volunteers and like-minded partners. The Incentive Fund will heartily welcome volunteers from technology and the community areas to join. In terms of blockchain technology, the MixMarvel team will recruit volunteers to improve and develop the underlying code and technical architecture and will give back generous returns to technical volunteers. At the same time, community volunteers are also welcome to participate in the community building, as well as adding an indispensable part to the game ecosystem of MixMarvel.

- **Community Management**

MixMarvel is committed to building a community user autonomous ecology. In addition to the official administration of the MixMarvel Foundation, the Incentive Fund encourages community users to contribute to community management spontaneously and to provide voluntary feedback to MixMarvel administrators of social platforms in different regions. At the same time, it also encourages users to become the community development supporters of various MixMarvel and its products at will. Distributed offices are co-constructed to create a decentralized blockchain game community and form a "from a community to a community" sustainable development ecology.

- **Ecosystem Cooperation**

MixMarvel ecosystem construction is inseparable from the close cooperation of various excellent organizations and partners, and it is inseparable from the general help and efforts of the community users and game players: rewards. Any self-distribution that is good for ecology construction will be rewarded, including but not limited to: article writing, self-media dissemination, SDK development.

- **Daily Operations and Other**

Incentive Funds will also support other useful behaviors, including day-to-day operations, including but not limited to: beneficial action to the entire game ecosystem of MixMarvel and the community ecology, sharing of community governance and technology research and development, or discussion of the direction of the blockchain game industry. The Incentive Fund encourages all collaborative user behaviors and will provide long-term incentives.

5.4 Public announcement of the MixMarvel Foundation

5.41 Information Disclosure

Publicity: Official website

Public information: Foundation activities and use of funds

5.42 Work report

The MixMarvel Foundation publishes work reports on a regular or irregular basis.

The report includes necessary information, the status of institution building, business activities, and information disclosure.

6. Team Introduction

Jade Zhang ----- Co-Founder & CEO



Former core developer of Ubisoft Entertainment.

Thirteen years of game development experience.

A blockchain specialist dedicated to developing and publicizing the blockchain technology, the token economy in gaming, and the entertainment industry. Founder of HyperDragons and the gaming platform of MixMarvel.

Leo Yang ----- Co-Founder & CPO



Globally recognized product manager

Former product manager of leading international game development firms including In-Fusio, Shenfa Soft, T3 Entertainment, and The9 Limited.

Completed game projects have generated a monthly revenue of over 2 million USD.

Previously led start-ups that produced games co-branded with famous intellectual properties.

Nep Yan ----- Co-Founder & CTO



Former CTO of multinational tech firms and game companies

Over ten years of experience in the gaming industry, entrepreneurship, and community management. Early stage manager of WoW8; the community of World of Warcraft.

Multi-skilled engineer specializing in numerous programming languages. Expanding further into gameplay design and game level design.

Yiyi He ----- Co-Founder & CMO



Forbes 30 Under 30 Elite

Has a BA from the University of Southern California and an MA from the University of Chicago; has conducted in-depth research in economics; is a former researcher at the IMF and various DC think tanks. Focused on building MixMarvel into a global brand with a high-quality gaming community and develop creative contents for the younger generation.

7. Strategic Cooperation

Investors



Partners



8. Risk Tips and Disclaimer

Risks

- **Policy risk**

At present, the regulatory policies for blockchain and transaction policies are not clear. There is a distinct possibility of loss due to policy changes. Due to market risk, if the overall value of the digital asset market is overvalued, the investment risk will rise rapidly.

- **Regulatory risk**

Blockchain technology has become the main target of state regulation in all major countries in the world. In case of any political intervention or influence, the MixMarvel platform may be affected. For example, in case the statutory may restrict the use and sale of virtual currency, it may hinder or even directly terminate the development of the MIX application.

- **Market risk**

Digital asset trading is exceptionally uncertain due to the lack of active supervision in the blockchain space. There is a risk of ups and downs in tokens prices. Participating individuals must be proficient or ready to face difficulties to resist the market unforeseen drawbacks problems caused by market instability.

- **Insurance risk**

Unlike accounts in banks or other financial institutions, there is usually no insurance coverage on the MixMarvel account or the Ethereum network, and in no case will any

open individual organization cover the losses.

Disclaimer

- This document is for informational purposes only. The contents of this document are for reference only and do not constitute any financial advice, trading advice or solicitation for the sale of stocks or securities in the MixMarvel platform and its related companies.
- This document is not intended to be portrayed as providing trading or any form of contract or commitment.
- In regards to unpredictable circumstances, the objectives listed in this white paper may change according to the development process, although the team will try its best to achieve all the goals of this white paper. All individuals and organizations that purchase and use the MIX will acknowledge bearing the risk. Any modification to the whitepaper will be made public and stated by posting an announcement or a new white paper on the official website.
- To the fullest extent permitted by applicable law, all liability for any negligence, breach of contract, or lack of attention to any loss (whether foreseeable or not) arising from any person or aspect of this white paper shall be exempted.
- Please follow professional advice regarding tax and affordability. We assume a successful execution of the MixMarvel project but unable to guarantee absolute success, and both digital assets and platforms involve risks. Please assess personal affordability before you conduct substantial investment.

9. Conclusion

The number of blockchain games and inflated cryptocurrencies massively increased in number over the past few years, while the slope of the mainstream games started declining. Under such circumstances, MixMarvel opts to become the best blockchain games platform in the industry. At MixMarvel, players can experience the highest quality game content, investors can receive massive return on assets, and creators can get a great sense of accomplishment. MixMarvel makes it possible for all three above to trade assets in a safe and reliable environment.

The mainstream gaming is set to last, MixMarvel never thought of ultimately exterminating the mainstream game industry. Never in the history of gaming, an innovative game form has eliminated previous ones. On the contrary, it has produced new game fields and markets, making the entire game industry significantly more diverse and inclusive than ever before. MixMarvel is the daring explorer and practitioner of this new growing field of blockchain games.

As the gamers' consciousness steadily awakens, more and more players realize that they want to play the game instead of being "played" by the game. Whether it's indulging themselves in long hours of game time, or being impulsive in a consumer trap, players will always feel wasted and empty after a game. Now is the time to change, and blockchain technology is providing the world with an opportunity for creating a new game experience different from the past, from the redistribution of production relationships and equity.

MixMarvel believes that in the future, more and more excellent games will enrich the virtual world through MixMarvel's technology. MixMarvel will also continuously update the technology, continuously optimize the content, improve the services, give users the best platform experience, and build the future of the blockchain games side by side with its community.