



# TRIFORCE

## T O K E N S

### WHITE PAPER

A gaming community decentralised application & network.  
UK regulations compliant ICO

# EXECUTIVE SUMMARY

This white paper discusses the proposal of a community driven, multi-platform gaming crypto currency that utilises blockchain technology to solve prevalent challenges in the gaming industry, relating to both developers and players.

Attention will be drawn to particular challenges felt hardest by indie game development companies and complaints about high costs relating to publication of games on favourable platforms, difficulties retaining and acquisition of players, challenging revenue models and also limitations for players.

Although blockchain technology is a new emerging industry, it has experienced exponential growth due to how it can permeate through and deliver solutions to already established industries. The gaming industry is no different with only a small handful of significant blockchain projects aiming to penetrate this market at present, with none that are dominating it. Hence this is a perfect time to enter with the proposed solutions that TriForce Tokens will deliver.

TriForce Tokens will provide a digital ecosystem that is built on top of blockchain technology to tackle the aforementioned issues. It will do so by delivering technology that will offer game companies and players ways to trade through peer-to-peer transactions at it's core; Working harmoniously with existing platforms that provides both parties with new exciting revenue models.

To help foster community collaboration amongst players, TriForce Tokens will introduce an honorary system that will encourage players to work together and reward each other. The honorary system will provide an added benefit to developers by tackling toxic communities that can be off-putting to new comers, which in turn will improve player retention.

Piracy is a very prevalent problem in the gaming industry, with again, smaller game companies finding it challenging to combat due to limited resources and time. So TriForce Tokens will introduce unique anti-piracy strategies that utilises blockchain technology for its transparency and authentication mechanisms to provide them with ways to detect suspicious player activities across their games.

Finally, game companies are battling to attract and win over players with marketing costs inflating due to strength of competition. TriForce Tokens will be providing interesting ways to help game companies tackle this by promoting their games to the right audiences and increase retention through player behavioural analysis. Utilisation and implementation of Big Data strategies will be key to delivering this solution.

A solid foundation has been created, through prototypes, significant partnerships with global leaders such as TIGA, CoinPayments and IT Governance Ltd and strong team members including a senior professor on Ethical Hacking and Computer Security of Coventry University.

This allows TriForce Tokens to move forward and become a leader in this market. Therefore an introduction of a public crowdsale through an Initial Coin Offering is presented. This allows members of the public to invest in this start-up in exchange for TriForce Tokens (Crypto Currency) with the aim of significant value appreciation as the project grows in strength.





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# ICO SUMMARY

Participate At:	<a href="https://triforcetokens.io">https://triforcetokens.io</a>
ICO Pre-sale Dates:	1st October 2017 - 15th October 2017
Pre-sale Restrictions:	Individual Required Funding \$4,000 up to \$100,000 Maximum Total Fund Limit \$1,000,000
Official ICO Open Date:	1st November 2017, 1:30pm CET
Official ICO Close Date:	16th December 2017, 1:30pm CET OR once hard-cap is reached.
Currency Symbol:	TFT
Total Supply:	50,000,000
Accepted Currencies:	BTC, ETH, LTC, WAVES
Minimum Requirement:	\$500,000
Maximum Cap:	To be announced at ICO launch
ICO token distribution:	Token distribution is dependent on funds raised during the ICO. Please see specific details under 5.2 ICO Rules.
Bonus Structure:	Pre-Sale = 60% November 1 <sup>st</sup> , First 24h (Day 1) = 40% November 2 <sup>nd</sup> - November 8 <sup>th</sup> = 20% November 9 <sup>th</sup> - November 15 <sup>th</sup> = 15% November 16 <sup>th</sup> - November 22 <sup>nd</sup> = 10% November 23 <sup>rd</sup> - December 16 <sup>th</sup> = No Bonus
Investor Dividends:	If \$5m is raised a 20% profit share will be distributed to investors at the end of each accounting year in the form of ETH.

**Risk Disclaimer: Buying TriForce Tokens involves substantial risk of loss and is not suitable for every investor.**  
The valuation of the TriForce Tokens may fluctuate, and, as a result, you as an investor could lose your full investment. Before deciding to invest, you should carefully consider your investment objectives, level of experience, and risk appetite.

A black and white image of Iron Man in a dynamic pose, set against a background of a cloudy sky. The image is partially obscured by a large yellow diagonal shape that covers the left side of the page.

# ABSTRACT

TriForce Tokens, more than just a crypto-currency, has discovered a missing link within the gaming industry; a link that is causing game developers frustration on multiple levels. As it stands the gaming industry, especially the indie game sector, is losing revenue and battling with high player attrition rates. Whilst players are spending vast amounts on games and in-game purchases, they receive little in return. TriForce Tokens aims to solve this problem.

Solving this missing link will generate a more productive, efficient and rewarding gaming industry. Player retention within games will increase and individuals will be more inclined to purchase further games as well as in-game purchases. Player experience within games will become more enjoyable and profitable as they develop their virtual wallet and reputation within the community. Developers will increase their revenues and margins allowing for further innovation and development of games. Piracy will be reduced to a manageable level, minimising loss of revenue and further increasing players' experience.

TriForce Tokens will create an ecosystem that brings game developers and players together to create a more enjoyable and lucrative experience for both. Through the use of blockchain technology TriForce Tokens will offer a scalable solution that enables further generation of revenue for both parties, whilst also helping to reduce piracy and boost player retention rates. This will be achieved through the use of a new, next generation currency - TriForce Tokens - that can be exchanged player-to-player and developer-to-player, from which developers take a variable transaction fee.

By bridging this known gap within the gaming industry - utilising existing technologies as well as its own new releases - TriForce Tokens will create a better experience for every party involved. The outcome will be a happy end user and a more efficient, profitable and fair gaming industry for all.

# PROJECT TARGETS

- Turn initial network and platform prototypes into production ready versions by 2019
- Release stable beta versions onto market by Q2 2018
- Build an in-house team of 25+ developers, marketers and business operations staff who have a mixture of backgrounds and experiences by Q1 2018
- Gain significant market share of 5% by 2020
- Become the go-to technology for game development companies that want to implement blockchain technology by 2020
- Develop robust anti-piracy solutions through research and development partners by Q4 2018
- Publish a successful global multiplayer game with TriForce Tokens technology integrated by 2019
- Become a leading industry member on ethical gaming and workplace diversity by 2020

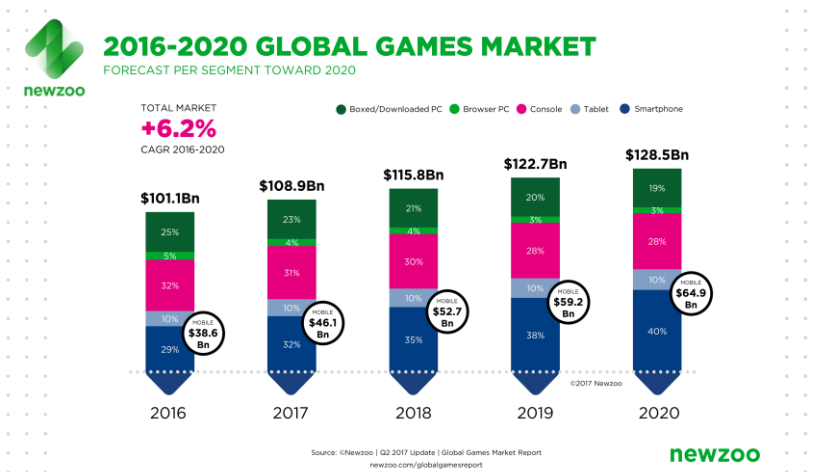


# INDUSTRY OVERVIEW

Based upon market research conducted, the gaming industry is a highly lucrative market, experiencing consistent growth year on year. With revenues expected to reach approximately \$128.5Bn by 2020 with 6.2% year on year growth, TriForce Tokens will be a part of this growth through yet unexplored revenue generation models.

So that TriForce Tokens can secure a strong foundation with which to grow, the initial focus will be to establish itself across the European and US markets, and then to expand to other global regions. European and the US markets generate the second largest share of revenues within the gaming industry, estimated around 49% revenue share in 2016. This equates to a generation of approximately \$53Bn in revenues. Since TriForce Tokens is established within the UK and is located near some of the top global gaming companies, it makes sense for the project to focus its operations within these regions.

TriForce Tokens will become a part of this revenue growth by developing the go-to technology for established gaming companies, looking to explore blockchain technology



Source: Newzoo Insights, Emma McDonald, published April 2017

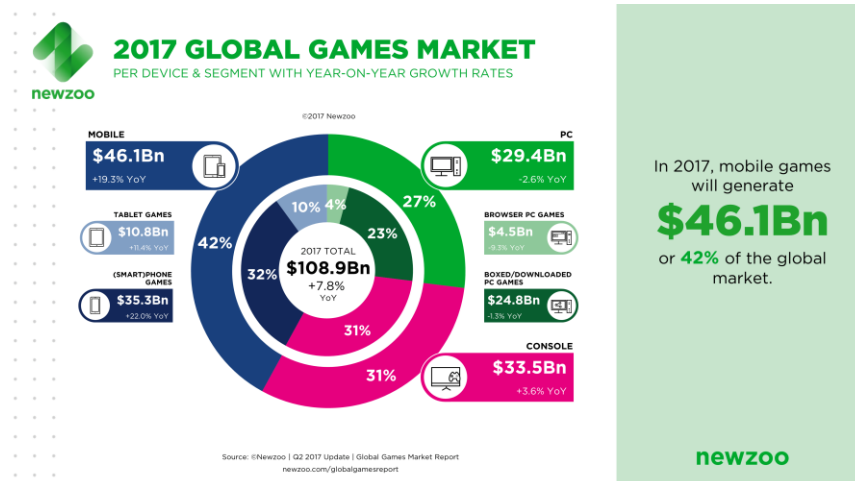
<https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/>

# ENTRY TO MOBILE MARKET

Since the introduction of smart phones, there has been an expansion to the typical gamer demographic, and now includes both older and younger generations entering the market.

Mobile devices have become the most used devices for gaming due to the accessibility and convenience of launching a game on the go; \* It is estimated that 62% of smart phone owners install a game within a week of getting their phones. Of the 2.7Bn smart phones and 750M tablets owned by consumers, an estimated 1.75Bn smart phones and tablets are used to play games.

In terms of revenue generated for mobile gaming apps, this accounts for \$46.1Bn globally across the gaming industry, approximately 32%.



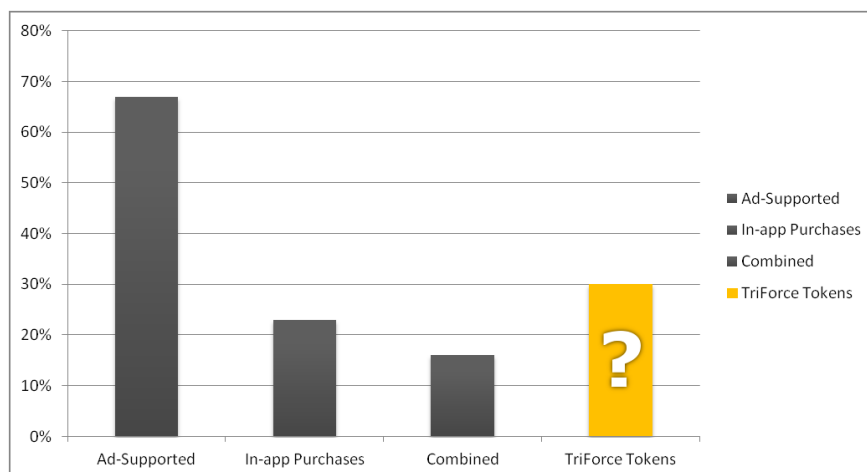
Source: Newzoo Insights, Emma McDonald, published April 2017

<https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/>

\* Mediakix team, May 2017. <http://mediakix.com/2017/05/mobile-gaming-statistics-gaming-apps/>



# MOBILE GAMES MONETISATION



Source: Statista, December 2016, <https://www.statista.com/statistics/673479/mobile-games-android-share-monetization-model/>

One of the most popular methods for mobile games is the free to download model. This model relies heavily on high volumes of users downloading the game and either watching/clicking on adverts or purchasing digital content. The data suggests the largest monetisation model is in-game adverts, with a smaller percentage combining both types, approximately 16%.

TriForce Tokens technology will provide new monetisation models (as indicated in the graph above) that forms a natural part of game play and works to the players advantages. Players will enjoy the new gaming ecosystem provided by TriForce Tokens with developers benefiting from additional revenue sources.

This clearly indicates the mobile market should form part of the strategic focus for delivery of this technology.

# PC GAMING MARKET

Although the PC market revenue share has seen a small decrease in year on year revenue of 2.6%, it still stands strong with a 27% market share, generating around \$29.4Bn for 2017.

Despite this, the PC market is the most long established gaming market in the industry and has seen a recent explosion of indie developers. This has been largely due to the introduction of platforms that provide readily available developer kits that are cheap to use and make it simple for development.

With this recent rise in smaller studios being able to access this market paves the way for TriForce Tokens to follow suit; TriForce Tokens technology will provide full integration kits that allows developers to rapidly and easily deploy the projects' solutions as part of their game releases.

# CONSOLE MARKET

The console market contributed 29% toward the global games market revenue for 2016, with year on year growth of 4.5%, equating to \$29Bn in revenues in 2016.

The largest console holding a significant market share of 57% is Sony, largely due to their PS4 console, followed by Microsoft and their Xbox console with a 26% market share. Both consoles allow for indie developers to release games through their in console stores, paving the way for TriForce Tokens to be deployed in this industry.

Based on everything discussed it demonstrates the ability for TriForce Tokens to create unification between all platforms and devices – providing a single point access for all types of gamers to collaborate via a single platform.

#### Sources:

- 1) Newzoo games, 2016 Global Games Market Report, [https://cdn2.hubspot.net/hubfs/700740/Reports/Newzoo\\_Free\\_2016\\_Global\\_Games\\_Market\\_Report.pdf](https://cdn2.hubspot.net/hubfs/700740/Reports/Newzoo_Free_2016_Global_Games_Market_Report.pdf)
- 2) VentureBeat, Dean Takahashi, March 2016 <https://venturebeat.com/2017/03/16/sony-dominates-console-market-with-57-share-worldwide/>

# MARKET CHALLENGES

The gaming market has evolved rapidly which has paved the way for smaller game companies and individuals to create highly successful businesses in the industry. As is clearly evident from market research, the industry continues to grow year on year.

What is clear however, is with the increase in opportunities and gaming variability, comes increased competition and increased complexity in terms of producing successful games, monetisation, and marketing, reaching out to players and retaining them. These are particularly tough for smaller and indie companies to combat.

Below is a short list of five top challenges game developers say they experience.

**1**

**Keeping Players – Reduce Attrition Rate**

**2**

**Attracting Players – Improve Marketing Strategy**

**3**

**Generating Revenues to Support Development**

**4**

**Understanding player motivations/desires**

**5**

**Finding the right resources/talent**

# PLAYER BEHAVIOURS

Players have the luxury of choice. They chose what platforms they use, what style of game they like, how long they play for and crucially what they spend their money on.

The difference between a successful game and a failure will be the result of paying close attention to what keeps players coming back and spending.

With the introduction of TriForce Tokens, gaming companies will be able to combat many of these challenges. This will be provided by the utilisation of big data analysis of the players' behaviours.

Below are some key factors related to establishing a successful game and maintaining player retention.

**1**

**Looking after early adopters**

**2**

**Convert to paying users**

**3**

**Update faster with high iterations**

**4**

**First Impressions Count – Impress Them!**

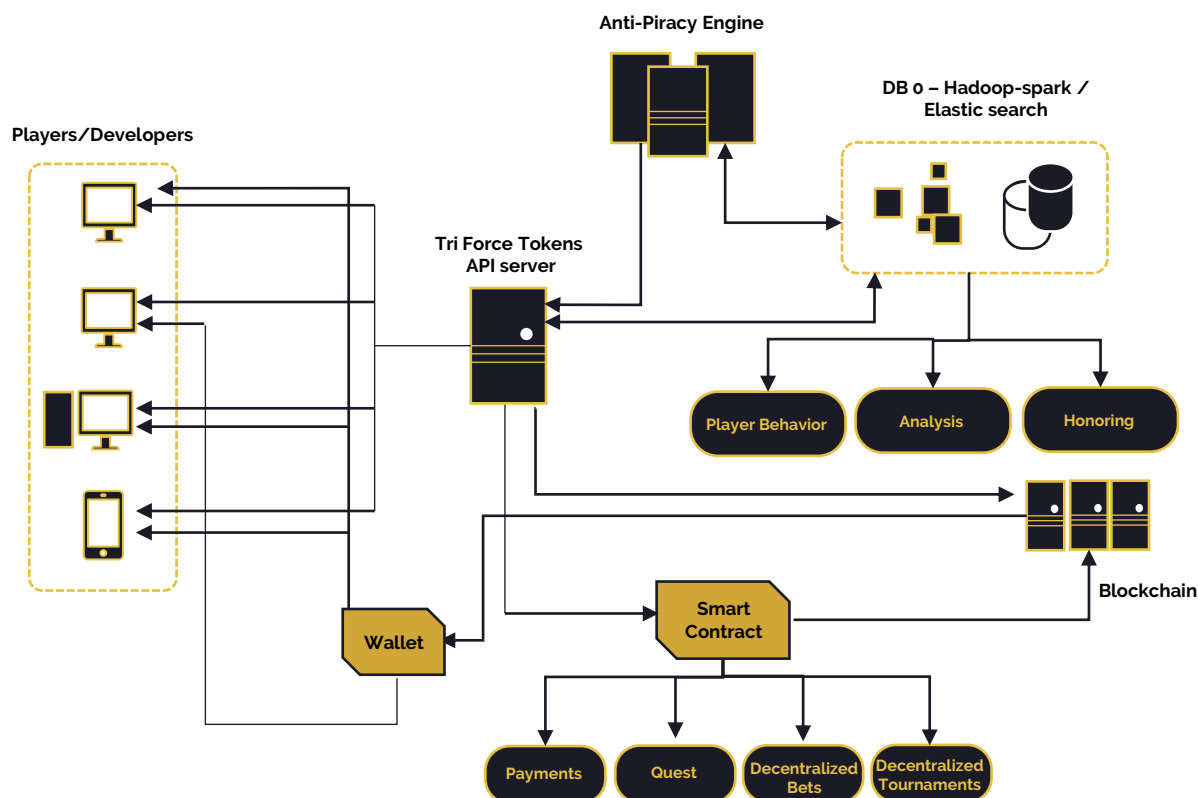
**5**

**Prevent a toxic player community from growing**

# TRIFORCE TOKENS

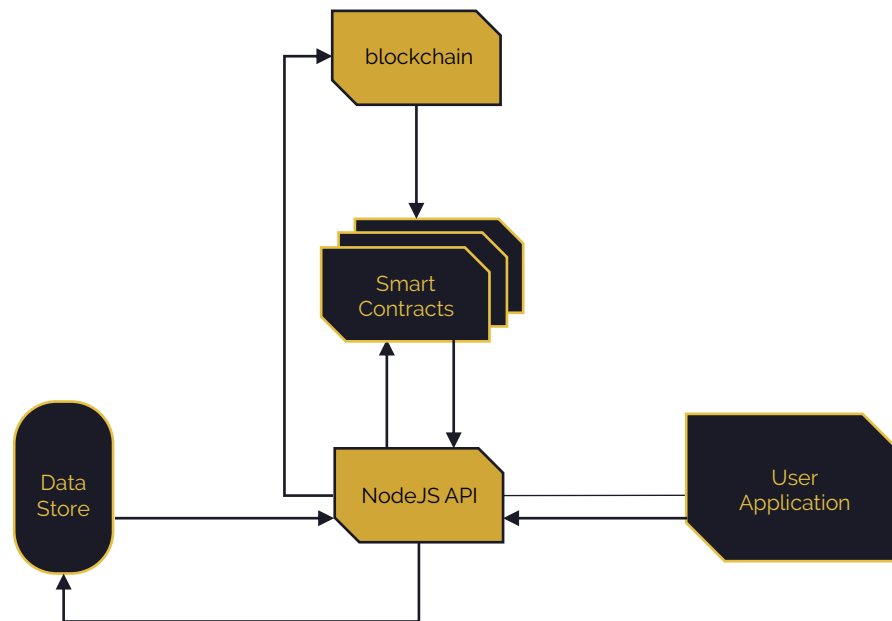
## TECHNOLOGY

The technology being deployed to serve the TriForce Tokens ecosystem is a combination of the ERC20 compatible tokens implemented on a solidity framework on top of the Ethereum Network. The full technology stack will also include node.js servers, enterprise level data stores, Hadoop for big data interrogation, front-end technologies such as ReactJS and native mobile applications.



The above diagram gives an overview of the entire technology stack. There are many components that have to be considered and so the development strategy will consist of many stages, with the primary focus to deploy a beta version by Q2 2018. This will include a player and developer platform, smart contracts connected to the blockchain and developer integration kits to serve the core functionality.

# TRIFORCE TOKENS NETWORK



The network will coordinate the logic between the smart contracts, dApp, user applications, anti-piracy and honorary system. This will be deployed through a node.js server utilising a RESTful API framework and connected to both a NoSQL and SQL server for off-blockchain data storage.

One of the great unique propositions of the project will be that of near-instant transactions and so for this reason the interaction with the blockchain via the smart contracts will be based on a JIT (Just In Time) model, right at the point when the network is asked to perform an immutable operation.

Immutable operations are defined as:

- TFT Withdrawals
- TFT Deposits
- TFT Transfers

With this approach the network can be deployed in a scalable way to handle heavy loads while delivering a robust service to users.

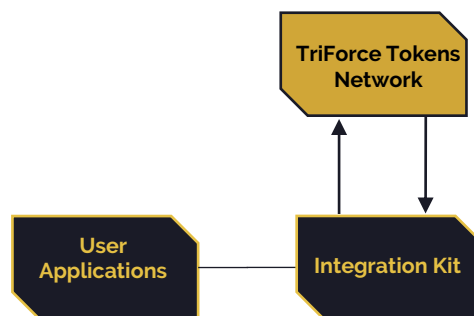
# TRIFORCE TOKENS

## INTEGRATION KITS

Developers will need a way to integrate the TriForce Tokens technology into games they are developing with ease. This will be provided by a library of device specific integration kits that will cater for all platforms.

Integration kits are small self-contained code bases that the TriForce Tokens development team create. This reduces development time considerably for game developers and provides a consistent, standardised way of deploying the technology.

The below diagram is a simple overview of where an integration kit sits in the technology stack.



Delivery of the integration kits will be provided by a development community website that will host full documentation, simple how-to guides, coding samples and a support forum.

# DECENTRALISED APPLICATION

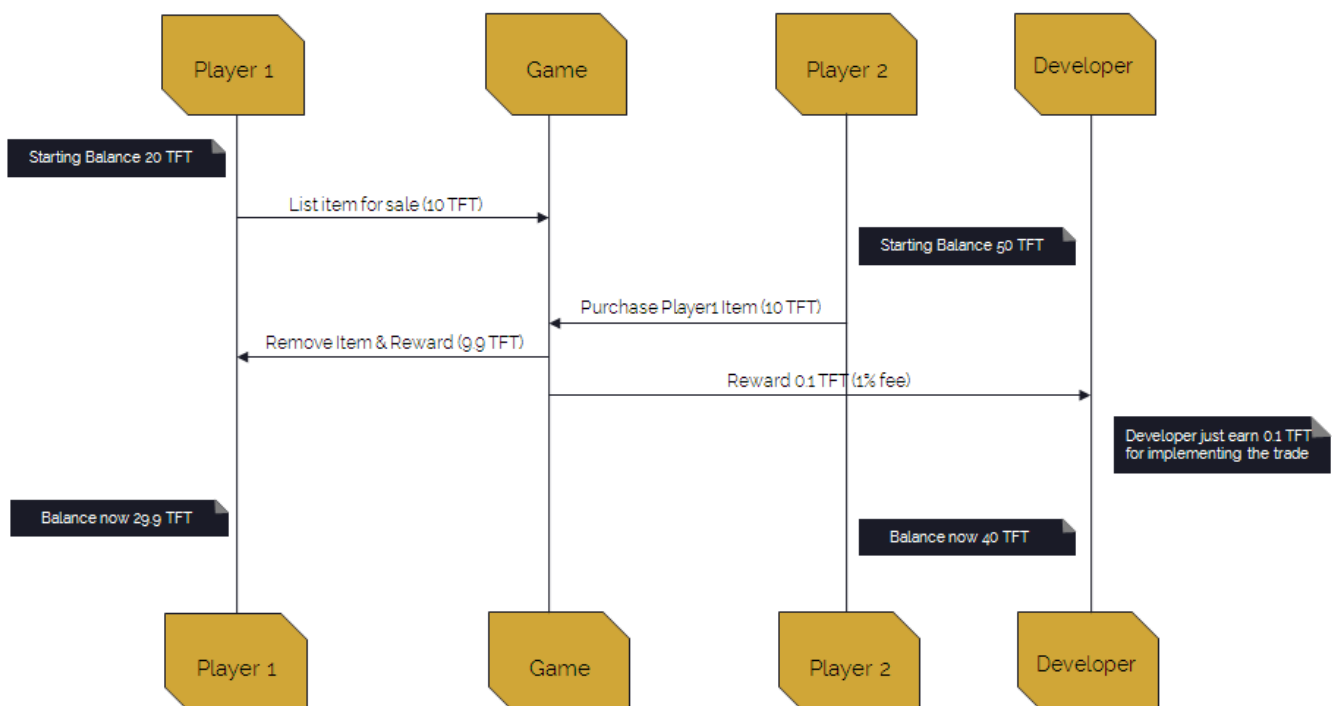
To foster true user adoption and retention, players and developers will have access to a platform that will allow them to manage and analyse their activities within the TriForce Tokens network.

For players, it means growing their digital wealth and collaborating within a community across all platforms. This introduces a new environment for players not only in game, but outside of games that opens up new opportunities.

Some of the unique aspects that will be delivered through the decentralised application for players will be:

- Player to Player trading
- Competitive play and betting
- Honouring
- Receiving rewards
- Building clans, teams and friends

## Player to Player Trade Sequence





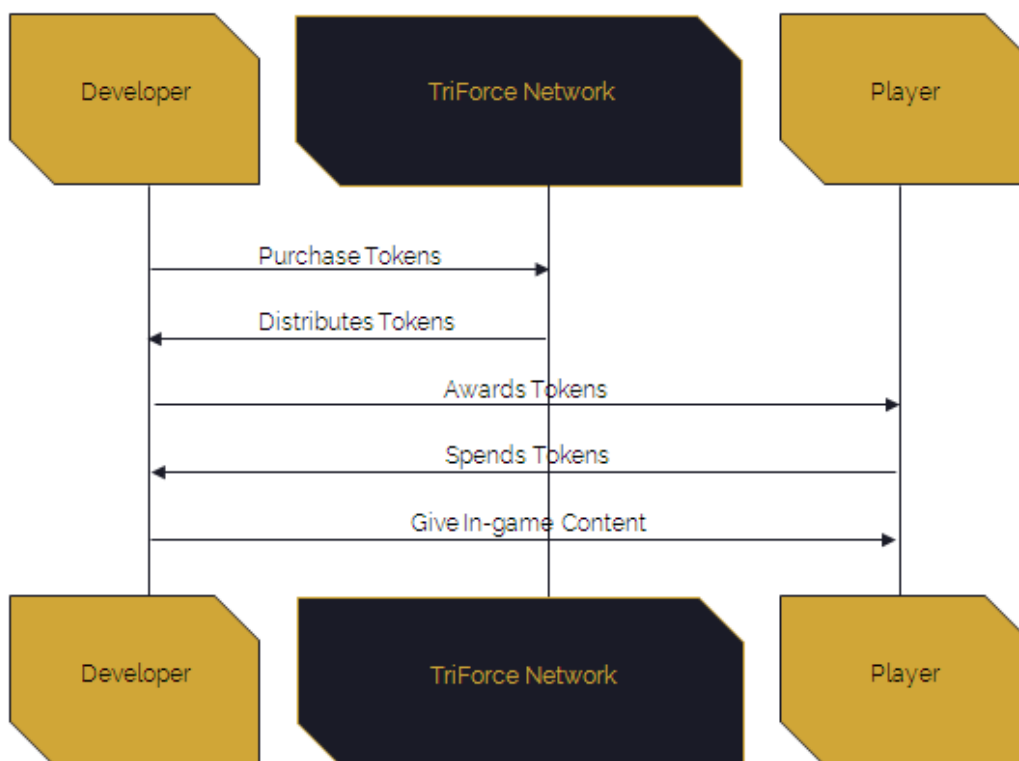
# DECENTRALISED APPLICATION

For developers, it means additional revenues, player data interrogation of behaviours, and a platform for promotion of their games to the community. The platform will provide them with more opportunities to grow their user base and retain players.

Some of the unique aspects that will be delivered through the decentralised application for developers will be:

- Player behaviour analytics
- Game wallet management
- Revenue management
- Revenue generation outside of their games
- Game promotion through quests
- Reward distribution

## Token Usage Sequence



# DECENTRALISED APPLICATION

## Monetary Exchange

All users will be able to purchase and withdraw funds from their account using fiat currencies.

This will work through a mixture of local peer-to-peer exchange and integrations with third party exchanges. This ensures users can receive the best market rates and delivers faster transactions.

## Developer Buy Back Policy

Additionally developers will be granted the ability to sell back their TriForce Tokens at the original rate with which they purchased through their account. This will work to counter depreciation of their TriForce Tokens value.

To implement this requires that the TriForce Tokens network will protect these funds received by storing them separately in a protected account. This ensures that these funds are only used in relation to developer buy back transactions.

For example, developer A purchases 500 tokens as \$1 each from TriForce Tokens, meaning a transaction value of \$500. One month later, the value of tokens depreciates to \$0.50, meaning at market rate developer A now holds \$250 worth of tokens. Since the funds have been protected by TriForce Tokens, developer A will be able to sell back at the original \$1 value, receiving the full \$500 of funds back.

In the case of value appreciation, developer buy back funds will be integrated into a normal market value transaction process, ensuring developers receive full market value of their tokens and buy back funds are released.

# ANTI-PIRACY STRATEGIES

Piracy is a problem that is not likely to go away. Based on research conducted it was discovered that developers simply accept this and try to minimise the damage to revenues where possible.

There are a wide variety of methods that attempt to counter piracy within the gaming industry and with reasonable success at preventing simple piracy methods. However, there is no definitive answer to stopping those determined to get around these methods. Certainly for indie developers or smaller companies, the level of investment required to attempt to counter piracy is not commercially viable. In fact there is a more commercially sound argument to consider piracy as part and parcel of publishing games. So more thought can be given around revenue models to extract what value there is from pirates.

With this in mind, TriForce Tokens goal is to create the technology and infrastructure that will make it more attractive and easier to detect piracy within the gaming industry using the blockchain. The goals of the project are simply to provide more insight for developers to proactively provide them the technology to detect and allow them to deploy unique strategies for revenue generation.

More specifically how this would work in practice is based on the transparency of the blockchain and verifiability that a connected users transaction occurred and is genuine. This will allow detection methods to be used to prompt developers about specific activities.

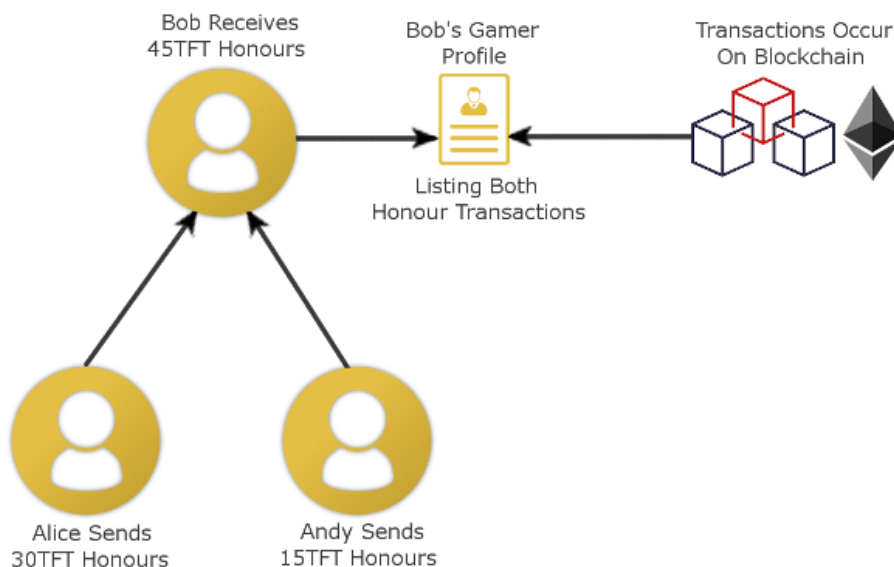
# PEER-TO-PEER HONOUR SYSTEM

When looking into multiplayer gaming communities, there is a great deal of collaboration not just in-game, but also outside of the games. Take the recent explosion of live-streaming as an example; People are subscribing and following popular players, handing over their money either because they give some valuable insight into their particular strategies or even simply because they make it entertaining. Other examples include players helping each other level up in game, completing quests together or sharing in game items they have acquired.

TriForce Tokens are creating a unique honorary system that will tap into these collaborative communities – providing a way to easily identify trustworthy players and also show their appreciation to each other if they have been helped in some way. Because it is tied to the blockchain, it means players can carry these honours with them and build up a transparent and verifiable history.

This will actually encourage collaboration and help to counter toxic players, by creating value through supportive game play; Players can now earn a revenue simply for assisting each other.

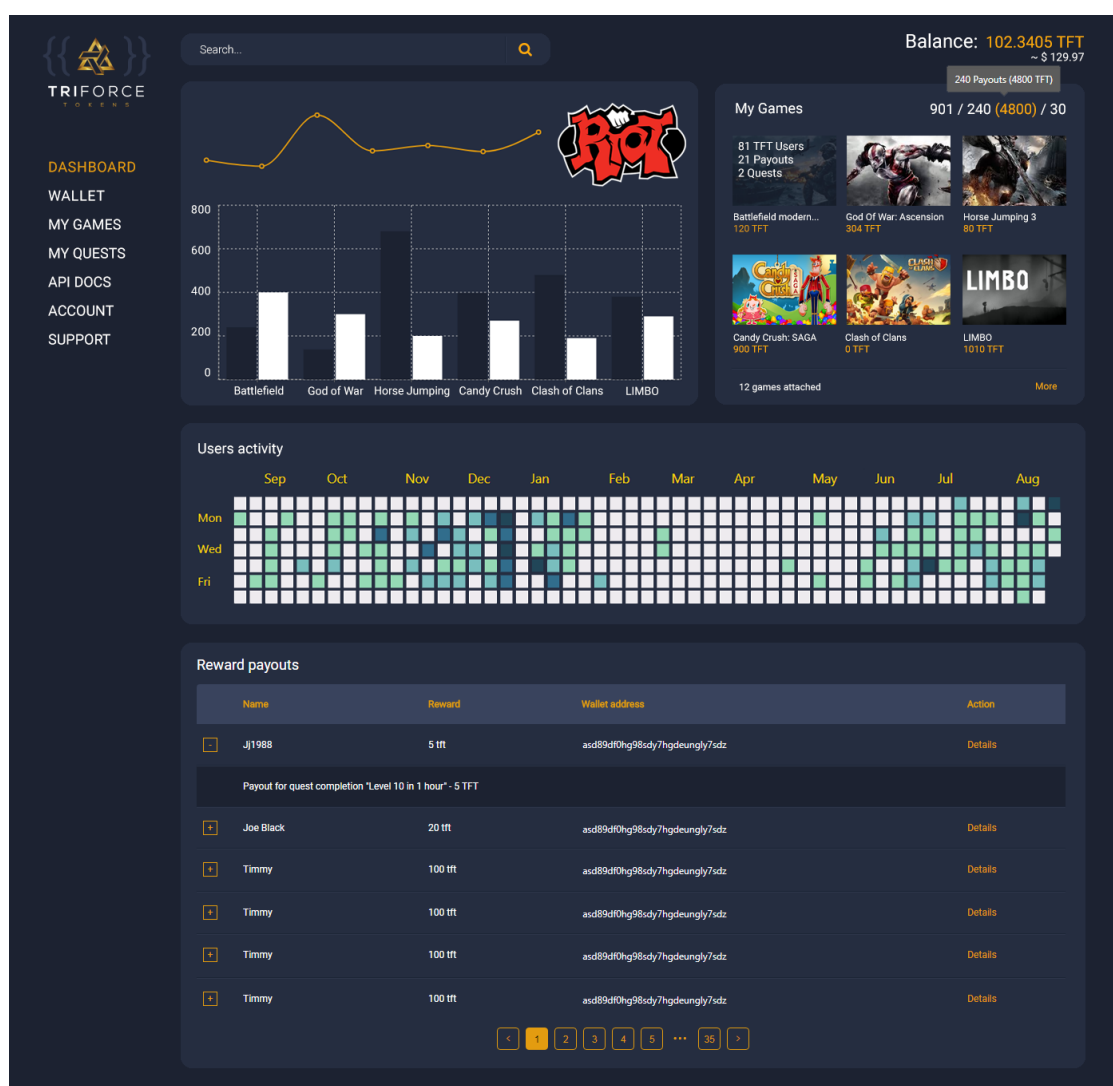
In practice, this will allow a player to honour a peer by donating some of their TriForce Tokens through a special honour action that carries an honour stamp that would accumulate against that players profile. This gives players the ability to earn TriForce Tokens through honours. These are visibly separate to other transactions that have taken place.



# DEVELOPER PLATFORM PROTOTYPE

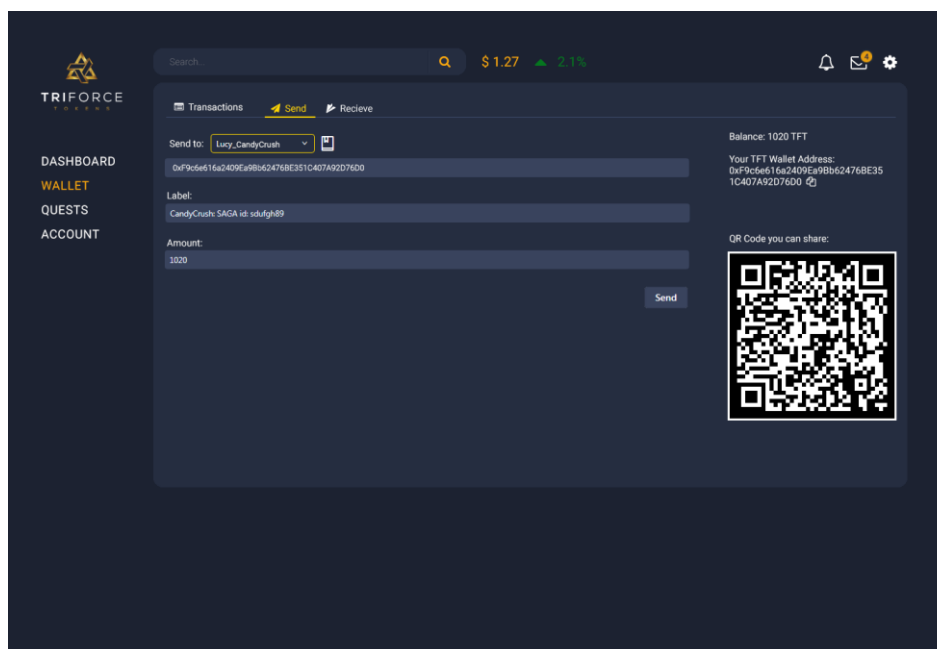
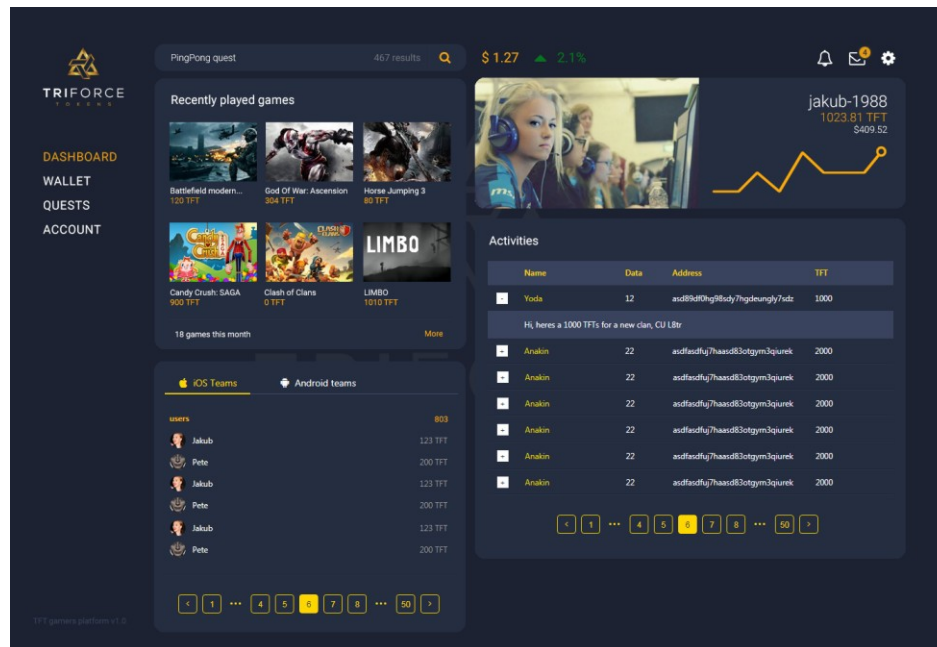
Fully operational prototypes are currently in alpha stage but will soon be deployed for anyone to use for demonstration purposes. Anticipated release date for the developer platform will be 26<sup>th</sup> September 2017.

Full details will be provided nearer this time.



# PLAYER PLATFORM PROTOTYPE

Fully operational prototypes are currently in alpha stage but will soon be deployed for anyone to use for demonstration purposes. Anticipated release date for the player platform will be 26<sup>th</sup> September 2017.



# PROJECT HISTORY

## **September 2015**

Pete Mardell creates a platform that allows browser based multiplayer games to be deployed where players could bet Bitcoins against each other.

## **April - September 2016**

Pete and Raza join together to work on a new project of the initial concept however the plan now was to deploy using the Ethereum Network. During this time market research had been conducted.

## **February 2017**

Introduction of new team members and work starts on prototypes of the network and visual mock-ups.

First advisor, Nazaraf Shah, a Professor of Ethical Hacking and security at Coventry University joins the project.

## **May 2017**

Completed basic working game with the technology integrated.

## **June 2017**

Officially registered in the UK at Companies House as a Limited Company. Research into UK regulatory framework requirements to launch an ICO, start of discussions with FCA and Gambling Commission requirements.

## **July 2017**

Introduction of further advisors to the project:

- Amos Anderson, Lecturer at Coventry University, MBA Business Administration
- Kate Breed, Former Molecular Biologist, Business Change Management
- Owen Ashby, Business Analyst, Market Intelligence and Corporate Strategy

Registered with the Information Commissioners Office relating to data protection policies.

## **August**

Became full member of TIGA, a game, publisher and trade association

Partnered with IT Governance Ltd, providing technology audit and assurances

Partnered with Bitcoin PR Buzz to manage marketing communications.

# PROJECT ROADMAP

## **1st October – 15th October 2017**

### ICO Pre-Sale

If you wish to join the pre-sale please visit the website and register your interest to join. You will then receive details on how to participate. You must be prepared to invest a minimum funding of \$4,000 up to maximum of \$100,000 in the form of the accepted crypto-currencies. Those who participate in the pre-sale will receive a 60% bonus and be first in line to receive tokens and dividends. The maximum funding accepted at this stage will be \$1,000,000.

## **1st November – 16th December 2017**

### Official Public ICO Launch

The main funding round opens to investors. Please see the section on ICO rules for more details.

## **December 2017**

Establish Base of Operations and Recruitment Drive

Establish new offices in an area with a high level of technical talent and high concentration of gaming companies.

## **April 2018**

Achieve ISO27001 certification.

Phase 1 of beta network is completed, which includes item trading, quests and honorary system.

Beta version of anti-piracy strategies are deployed.

## **May 2018**

Become fully GDPR compliant with help from IT Governance Ltd.

## **June 2018**

Complete beta version integration kit libraries for platforms and build developer community platform with full documentation.

## **November 2018**

Complete phase 2 of beta network, which includes decentralised tournaments, peer-to-peer betting, player behavioural engine.

## **March 2019**

Release full production version of entire TriForce Tokens technology.



# TECHNOLOGY ASSURANCE, LEGAL & GOVERNANCE



## **Technology Audit and IT Governance**

Working with IT Governance Ltd, who are a world leader in the field of international management standards, IT governance, cyber security, risk management and compliance.

IT Governance Ltd are working with TriForce Tokens Ltd to toward being ISO27001 certified and prepared for GDPR legislation.

Visit <https://www.itgovernance.co.uk> for more information.



## **Financial Audit, Tax and Advisory**

KPMG, one of the big four Auditors in the world, are providing TriForce Tokens Ltd with accountancy services, auditing and advice.

Visit <https://home.kpmg.com/uk/en/home.html> for more information.

# INVESTMENT ASSURANCES

## **Financial Conduct Authority (UK)**

TriForce Tokens Ltd is working with the Innovate department of the Financial Conduct Authority (FCA) within the UK which is the conduct regulator for financial services and markets in the UK. Through this TriForce Tokens are ensuring they meet the strict UK regulations and anti-money laundering standards.

## **Information Commissioner's Office**

TriForce Tokens Ltd are registered as a data controller (ZA270643) with the Information Commissioner's Office who are the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

## **ISO27001 Certification and GDPR**

TriForce Tokens Ltd are working together with IT Governance Ltd to become ISO27001 certified and prepared for GDPR legislation that will be brought into force throughout Europe and the United Kingdom on 25th May 2018. This will make TriForce Tokens the first UK ICO project to be working toward full compliancy.

## **UK Gambling Commission**

TriForce Tokens Ltd are currently going through the application process of gaining a Remote betting intermediary operating licence from the UK's official gambling regulations authority, the Gambling Commission.

## **Official Member of TIGA**

TIGA is the network for games developers and digital publishers and the trade association representing the video games industry.

TIGA has won 24 recognised business awards since 2010. They run many campaigns that influence government policy relating to the benefit of the industry, such as introducing tax relief, improvements to tax credits and helped establish a £4 million prototype fund for new start-ups.

Visit <http://tiga.org> to learn more.



# INVESTMENT ASSURANCES

## Fund Management

TriForce Tokens will not have access to funds at the end of the ICO. Instead, funds will be released based on the defined objectives in 5.2 Fund Release Strategy. This will be managed independently by CoinPayments who will be acting as an independent escrow fund management partner. This provides a level of assurance that funds will not be released until specific measurable objectives have been met that advance the project.



## Transparency Policy

The business will operate a transparency policy that specifies:

- A dedicated communications manager will be responsible for delivery of the transparency policy
- Bi-weekly detailed updates on the project as a minimum
- Any new team member introduced will be publicly disclosed
- A summary of end of year accounts report will be disclosed to investors

The above policies does not require TriForce Tokens to reveal any information that could be damaging to staff, business operations or disclose sensitive information that competitors could take advantage of.

# ICO RULES

Capital will be raised and managed through a portal hosted at <https://triforcetokens.io> which operates over a SHA256 SSL encryption, has DDOS protection from Cloudflare, firewalls and server access policies in place. TriForce Tokens is working towards Cyber Essentials Plus Certification.

## **Pre-Sale**

A public pre-sale will be conducted between the period of 1<sup>st</sup> October to 15<sup>th</sup> October 2017. The specific requirements will be:

- Minimum individual funding of \$4,000
- Maximum individual funding of \$100,000
- Maximum total funding of \$1,000,000

Anyone that is accepted to join the pre-sale will receive a 60% token bonus on the entire amount they invest and will be prioritised in delivery of tokens and dividend payments (if applicable). Please visit <https://triforcetokens.io> and register your interest in joining the pre-sale.

## **Official ICO**

Official start time and date at which members of the public will be able to invest will be 1<sup>st</sup> November 2017 at 12:30PM GMT (1:30PM CET).

The crowdfund will remain open until one of the following is met:

- A maximum cap is reached (to be confirmed)
- Close date of 16th December 2017 at 12:30PM GMT (1:30PM CET)

If the crowdfund fails to raise a minimum of \$500,000 in crypto-currency values at the end of the funding period, then all raised funds will be returned to investors, minus any transaction fees incurred.

Funds will be accepted in the form of BTC, ETH, LTC, WAVES which will be stored in single signature cold store wallets held by CoinPayments to provide a level of protection against an attack or breach.

# ICO RULES

Strict policies and procedures are in place to deal with the level of funding, protection and management of the funds, however no guarantees can be made that funds are 100% safe, as is intrinsic to the crypto-currency industry. Based on this, should any attack or breach that results in the loss of funds that would not be considered disastrous for the project to launch, all investors will still have tokens issued proportionally to the funding they provided.

### **For example:**

A particular wallet that stores Litecoin is breached and 30% loss of funding from Litecoin occurs. Investors who invested in Litecoin will still receive the same number of TriForce Tokens at the end of the crowdsale, as if the attack never happened.

At the end of the crowdsale a full audit process will take place which will involve ensuring no more funding is received, funds received are verified at the addresses and checks that transactions match investors. Once TriForce Tokens are satisfied with the audit process, the distribution of TriForce Tokens will be sent to investors and will have this completed within 30 days.

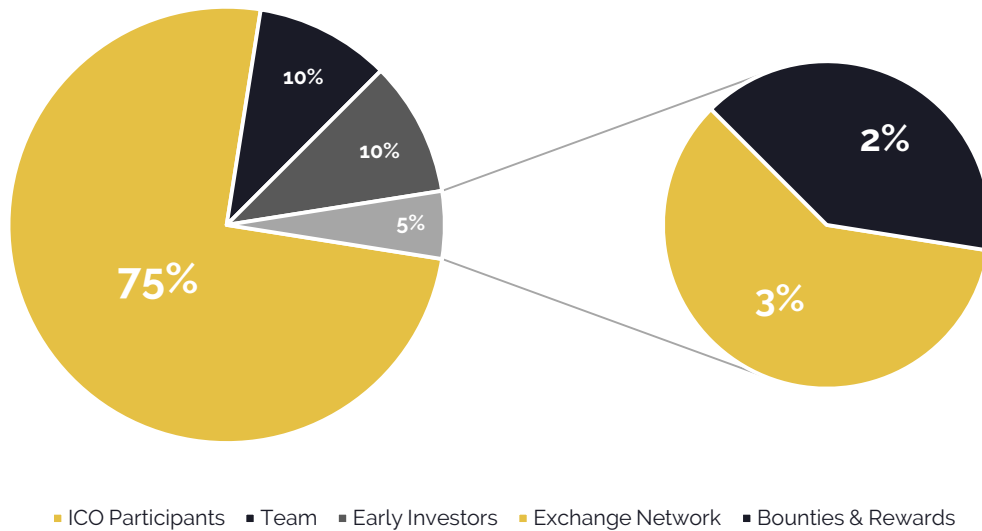
### **Bonus Structure**

In order to encourage early investment at launch of the crowdfund an attractive bonus scheme that scales down over time will be introduced.

Date	Bonus
Pre-Sale 1 <sup>st</sup> October – 15 <sup>th</sup> October 2017	60%
1 <sup>st</sup> November 1:30pm CET – 2 <sup>nd</sup> November 1:30pm CET (First 24 Hours)	40%
2 <sup>nd</sup> November 1:31pm CET – 9 <sup>th</sup> November 1:30pm CET (Next 7 Days)	20%
9 <sup>th</sup> November 1:31pm CET – 16 <sup>th</sup> November 1:30pm CET (Next 7 Days)	15%
16 <sup>th</sup> November 1:31pm CET – 23 <sup>rd</sup> November 1:30pm CET (Next 7 Days)	10%
23 <sup>rd</sup> November 1:31pm CET – 16 <sup>th</sup> December 1:30pm CET (Final 23 Days)	No Bonus

# ICO RULES

## Token Distribution



Since there is a fixed supply of TriForce Tokens available and varied bonuses are in place, investors will receive a share of the Tokens proportionally dependant on how much they invested plus the bonus level applied.

### Example A:

Darren invests \$500 during the first day and receives a 40% bonus. Darren then invests \$250 at the end of the ICO and receives no bonus. This funding would be converted to unit shares totalling 950 points.

$$\begin{aligned} &(\text{First Investment} + \text{Bonus}) + \text{Second Investment} = \text{Unit Shares} \\ &500 + ((500 / 100) \times 40) + 250 = 950 \end{aligned}$$

# ICO RULES

## Example B:

Sarah invests \$1,000 during the first week, but after day one, and received a 20% bonus.

This funding would be converted to unit shares totalling 1,200 points.

$$\begin{aligned}\text{First Investment} + \text{Bonus} &= \text{Unit Shares} \\ 1000 + ((1000 / 100) \times 20) &= 1,200\end{aligned}$$

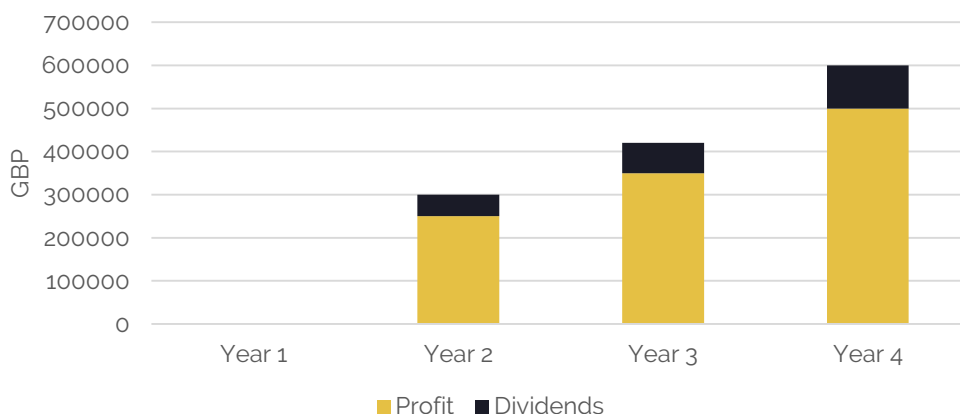
Using the two examples above means Sarah would expect to receive just over 20% more TriForce Tokens than Darren.

## Investor Dividends

Should the project raise \$5m or more during the ICO, as a reward to investors, the business will distribute 20% of profits at the end of each accounting year. These dividends will be distributed proportionally according to the level of investment each participant made during the ICO. For example if investor 'A' invested \$500 and investor 'B' invested \$2,000, investor 'B' would receive 4 times the dividends pay out of investor 'A'.

Dividends will be paid out in the form of Ether (ETH) that will be distributed to the deposit addresses associated to the investor. As defined in the transparency policy, accounts will be made publicly available.

### Example Dividend Forecast



# FUND RELEASE STRATEGY



The team is committed to delivering on its' objectives and is confident they will be achieved. To provide a level of assurance to investors TriForce Tokens have sought the provision of professional escrow management services from CoinPayments.

CoinPayments is the first and largest payment processor of over 70 crypto currencies across 182 different countries and is used by over 348,500 vendors.

By partnering with CoinPayments to provide escrow management services, funds are released only when certain objectives are met and that investors receive their TriForce Tokens upon completion of the ICO.

The specific methods of receiving funds from the accepted crypto currencies will be deployment of single signature cold wallets. CoinPayments will have sole access to these single signature wallets. This means funds can only be released when the CoinPayments agree to do so, as obligated by the contract between them and TriForce Tokens.

The strategy for fund release will be based on meeting the following milestones:

Milestone	Estimated Date	Funds Released
Initial funding release once minimum cap of \$500,000 reached	15 <sup>th</sup> October 2017	\$125,000
Successful ICO Completion and Tokens distributed to investors	5 <sup>th</sup> January 2018	25%
Release of beta version of API network, developer and player platform	April 2018	25%
Introduction of player behavioural analysis engine and honorary system.	December 2018	25%
Full production release of entire technology stack including anti-piracy system.	April 2019	25%

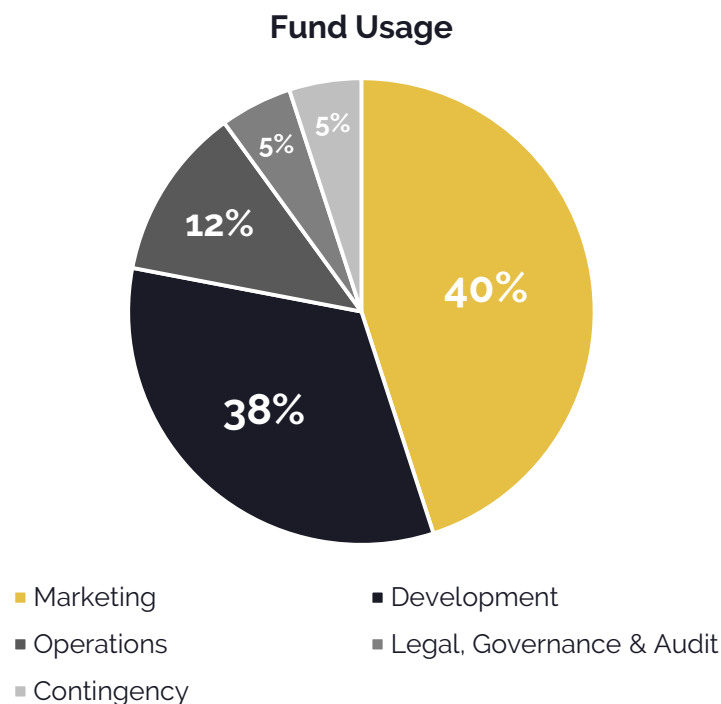


# FUND USAGE

The primary usage of funds initially will be to grow the team significantly to introduce new skills that can further the development, promotion and management of the entire project. TriForce Tokens shall also establish new office space in an area within the UK where there is the right level of available talent and gaming companies.

The entire recruitment process will be transparent with new individuals being introduced to the investor community through publications. A communications manager will be recruited, ensuring investors are kept up to date with the projects progress and enforces the transparency policy.

The other key area that funding will support will be marketing operations. It will be imperative that strong partnerships are built to ensure business growth. This will involve attending events, promotional content, partnerships and engagement with the wider gaming community. TriForce Tokens will be investing heavily into this area to ensure real market penetration is achieved.





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## GET IN TOUCH



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