



FORCE™  
PROTOCOL

# White Paper v3.2

September, 2018

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All token sale information contained in this document is intended to be indicative only. Any such information may be varied by Force Protocol Ltd prior to the token sale event. If so, any new documentation will supersede this document and be available at <https://www.forceprotocol.io>

# CONTENTS

<b>Introduction</b>	<b>2</b>
Our Vision	2
Company Summary	2
Achievements	3
Existing Problems	4
Solutions	6
<b>Market Industry &amp; Growth</b>	<b>8</b>
Global Market	8
Mobile, PC & Console Markets	9
Gaming Market Places	10
<b>FORCE Coin Adoption</b>	<b>11</b>
<b>TriForce Tokens Team</b>	<b>12</b>
<b>Platform Features</b>	<b>17</b>
FORCE Blockchain	17
Tokens & Smart Contracts	18
Market Place	19
Community Integration	20
Game Intergration & SDK's	21
RaidParty	22
Games Publishing Framework	25
Dynamic Advertising	26
<b>Token Offering</b>	<b>27</b>
Funding Allocation	30
<b>Development Roadmap</b>	<b>32</b>
<b>Important Links &amp; Support</b>	<b>36</b>
<b>Strategic Partners</b>	<b>37</b>
<b>References</b>	<b>39</b>

# INTRODUCTION

## Our Vision

"To provide the games industry with a technological framework that gives consumers high quality gaming experiences, whilst supporting growth of game developers, publishers and global brands."

## Company Summary

Force Protocol is establishing a new type of game publishing framework that is enhanced by technology, in particular the implementation of distributed ledger technology to improve key KPI's for new game releases, transfer of value from business to consumer and vice-versa, and the ability to provide a trustless, traceable dynamic advertisement network.

The application of blockchain technology via the companies first MVP, RaidParty, has proven to increase key metrics for game releases leading to new revenue opportunities for those companies (evidence and further details are discussed in sections throughout this document).

Since launching in August 2017 the company has gone through significant maturity and this general whitepaper details the restructuring being conducted. This has been as a result of securing assets, new partnerships, partial acquisition of a games publishing company and emerging industry opportunities.

# ACHIEVEMENTS

## Revenue Share Agreement

On 18th march, Force Protocol secured a 50% revenue share agreement with TheGameWall Studios, a UK games publisher.

## TheGameWall Studios Ownership

On 6th june 2018, Force Protocol acquired 100 ordinary shares in TheGameWall Studios game's publisher.

## New Partnership

June 2018, Force Protocol secured a partnership with a media agency MediaGame.

## Successful Paid Trial

June 2018, Force Protocol secured its first two paid dynamic advertising trials with Dominos and Sony AXN, generating Force Protocol €1,500.

## Award Winners

On 27th June 2018, Force Protocol won The Blocks award for "the most innovative use of blockchain in gaming & entertainment 2018" presented at the Blockchain Expo event, RIA, Amsterdam.

## New Publishing Agreements

Force Protocol has secured new publishing agreements with several games through TheGameWall Studios. One of which is EXIMIUS: Seize The Frontline.

# EXISTING PROBLEMS

## Player Attraction & Retention

Player acquisition rates and CPI (Cost Per Install) in the gaming industry are expensive. As of May 2018, mobile game CPI through Google Play is an average of \$2.05 and \$2.07 for iOS. Both of which are up from the prior months. CPI costs are high, where revenue per active user is well below that. For example, strategy based games' average revenue per daily active user was only \$0.50. Add to this the fact games typically have a short life span, with an ever-decreasing player base after initial high growth, makes it a challenging space for independent game studios and publishers to thrive.

This makes player retention a key strategy in generating enough revenue to provide a suitable return on investment. The greater a game's ability to retain players can have a huge exponential effect on its revenue potential throughout the game's lifespan.

## Player Disappointment

Due to competition within the games industry, games are marketed and sold in such a way that it creates a false pretense around the game in order to attract players. More often than not, players are then disappointed with the content they have been sold into.

Players have no real control over the content that is produced and therefore place their trust in the developers to create content and material that appeals to them and their tastes. Other than community forums, contact forms and social media, players have no other way of expressing their expectations and desires directly with the game developers. Players are therefore left disappointed with many games as expectations are left unmet.

# EXISTING PROBLEMS

## High Cost For Players

As the gaming industry grows, many publishers and developers are experimenting with revenue generation models. However, this is at the expense of the players. Some of these experimental revenue generations have even made it to court with many developers and publishers left with fines and lawsuits. In many cases, gamers can expect to pay around \$150 to unlock all content from just one game, after already purchasing the game. This is through things such as DLC's, loot crates, memberships and in-game item purchases.

In 2015, players spent \$16.5 billion on gaming content. Games like Star Wars: Battlefront II, would cost a player \$2,100 to unlock all in game content. Other monetary based issues can be seen through gaming markets like Steam, where nearly 50% of their revenue was based upon only 0.5% of their game library. This means, only 100 games generated nearly half of their revenue.

## Advertisement Challenges

Currently the majority of advertising within games is provided via simple pop-up or video overlay advertisement.

At the moment, brands have to depend on third party agencies for key metrics on deliverables achieved for their campaigns. Additionally, the tracking capabilities and metrics are not entirely accurate since it is dependent on a connected web of different platforms.



# SOLUTIONS

Although blockchain technology is a newly 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 handful of significant blockchain projects aiming to penetrate this market at present, with none that are dominating it. Thus TriForce Tokens have a competitive advantage as having already established itself within this space and having secured partnerships with leading companies in the industry.

The end goal of the project is to have a complete technological framework for the games industry, specifically relating to game publishing and revenue generation for game studios, developers, publishers and advertisers. This will be provided by several layers of technology that combine, starting with the FORCE blockchain, and ending with client side applications that interface with it.

## Player Attraction & Retention

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 behavioral analysis. Utilization and implementation of Big Data strategies will be key to delivering this solution.

## Player Disappointment

Creating ways to involve players in the game publishing process, would be an effective way to reduce player disappointment. By doing this, TriForce Tokens will involve players in selecting games in which they want to see released, and give the necessary feedback to begin producing products in which gaming communities and players are asking for.

# SOLUTIONS

## High Cost For Players

Rewarding and incentivizing players with in-game purchases utilizing block-chain technology, can combat the need for players to use their own currency to unlock achievements and virtual goods. 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 its 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 also improve player retention.

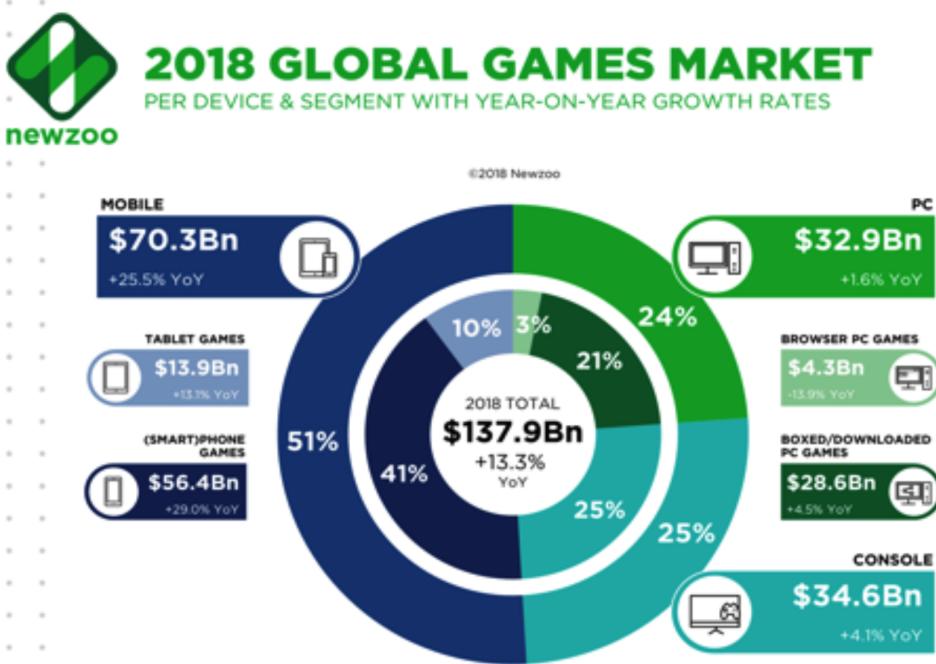
## Advertisement Challenges

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.

# MARKET INDUSTRY & GROWTH

## Global Market

The global games market is forecasted to be USD 137.9 billion in 2018, 13.3% higher than last year. This will be spent by nearly 2.3 billion gamers globally. Nearly ninety one percent of this revenue is from digital games alone.

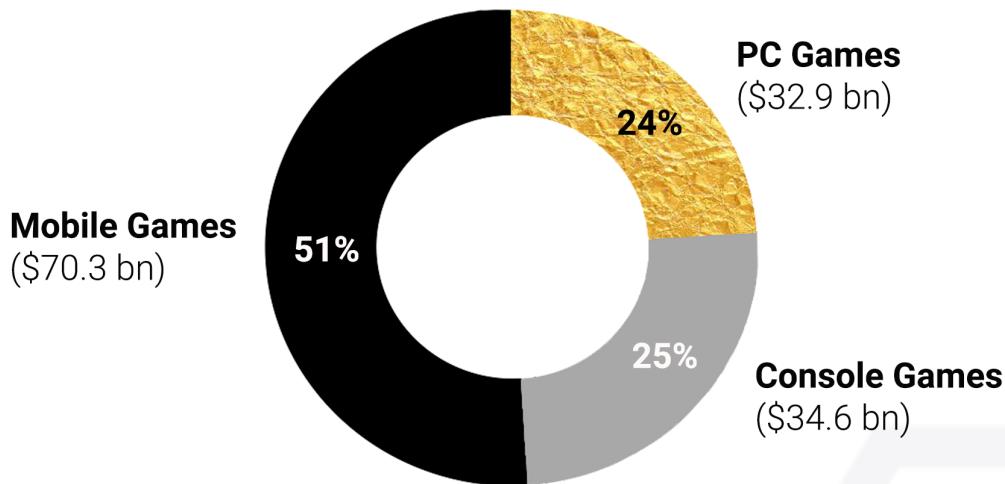


While there has been an overall growth of the industry, sub-segments in the industry are shifting in prominence such as the decline of console platform ownership, experiencing an estimated 14% decline since 2015 [Global-WebIndex Gaming insight report Q3 2017].

There have also been many new niche markets arriving in the space as a result of this continuous growth, such as esports and spectator services (Twitch, YouTube Gaming).

# MARKET INDUSTRY & GROWTH

## Mobile, PC and Console Markets



**Mobile Revenues Account for More Than 50% of the global Games Market as it reaches \$137.9 Billion in 2018.**

Looking at New Zoo's 2018 Games Market stats, it was an incredible surprise to see mobile gaming predicted to take in \$70.3 Billion. For the first time, mobile gaming has accounted for over half of the industries total revenue. This is a significant increase from 2012, where it was listed as the smallest earning segment.

Smartphones will be responsible for nearly 80 percent of the mobile game revenue for 2018, with \$56.4 billion. Tablets account for the remaining 20 percent. Gaming Market predictions are foreseeing that the revenue for mobile games' growth will outpace the games market overall. Reaching \$106.4 billion by 2021, and also by that time, 59 percent of the entire markets' revenues will be from smartphone and tablet games.

PC games are expected to bring in \$32.9 billion in 2018. This is the smallest of the entire market share with only 24% and the second largest segment in the gaming market, is console gaming at 25%. Console gaming is expected to bring in \$34.6 billion in 2018. Utilizing each gaming market is beneficial for growth and implementation of our products.

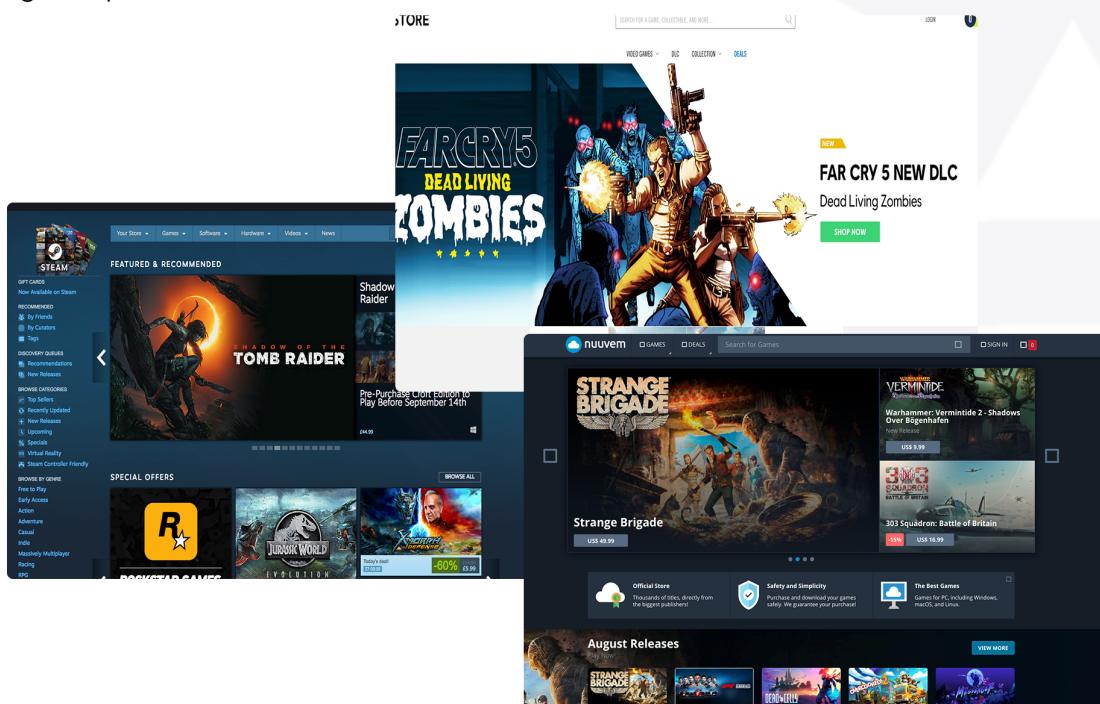
# MARKET INDUSTRY & GROWTH

## Gaming Market Places

Gaming Market Places are where gamers can access games and content in one central area. Third party sites like Steam and Ubisoft provide gaming companies a platform to release their media. It is estimated that, the value of the Global Social Gaming market by 2024, is going to be \$36.7 billion USD, up from \$11.8 billion in 2016. The main revenue sources for these markets are things like advertisements, virtual goods and lead generations.

Among the most popular gaming markets, companies like Steam, they have seen an \$800 million USD increase in revenue in just the past year. Other companies like Ubisoft had an 18.6% increase from 2017-2018, with total revenue at about \$2 billion USD.

Many games are a part of the “free to play” module but encourage users to buy virtual goods that can help improve the overall game experience. Research shows that 58% of players using free-to-play games, made virtual good purchases.



# FORCE COIN ADOPTION

## RaidParty

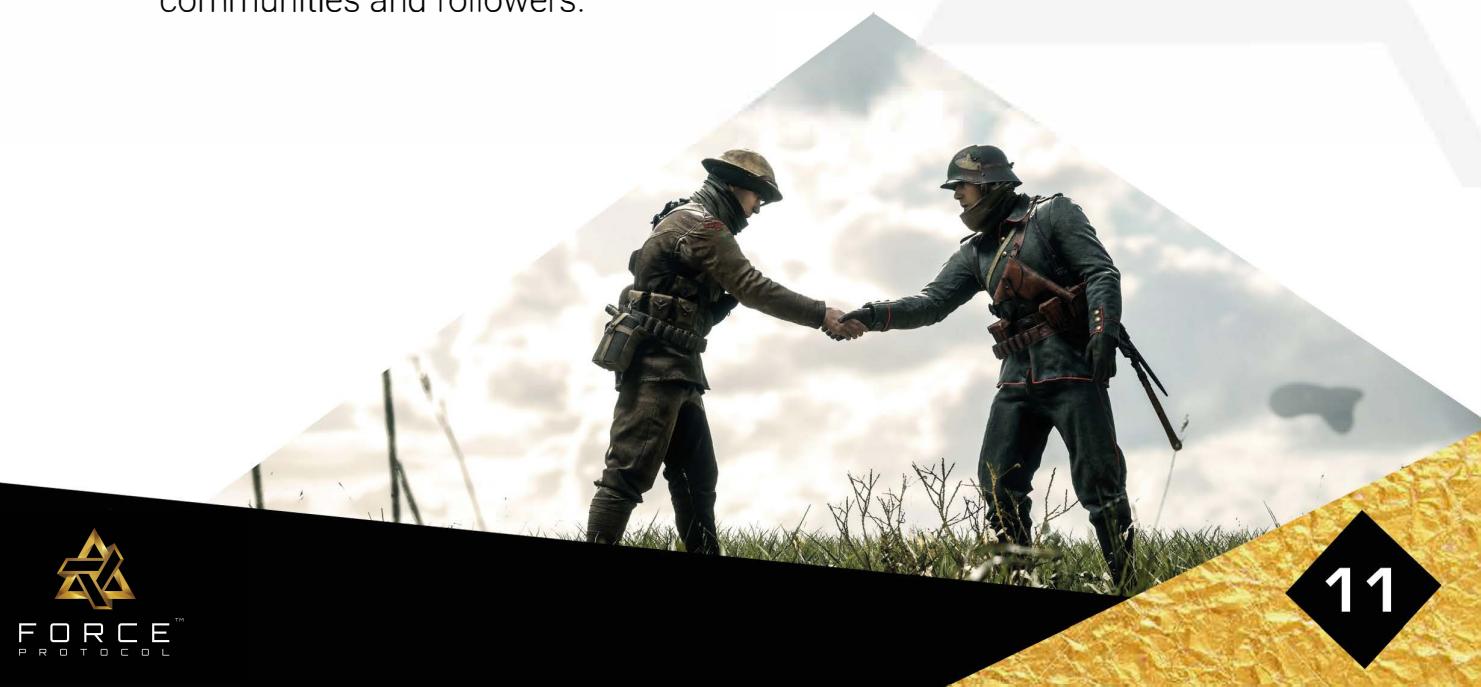
The RaidParty player platform is a decentralized application that allows players to earn cryptocurrency, specifically FORCE, for completing game achievements that are connected via the integration kit. Players will have a market place to be able to purchase premium games, gaming merchandise and exclusive deals from brands using the currency that they have earned.

## Bounty Programs

We intend to create programs for the Force Protocol community members, as a reward program for incentives and project growth centred events. Such events will include the design of the Force Protocol Discord server icon, memes, the liking and sharing of Force Protocol social posts and commu-nity giveaways such as games and FORCE currency.

## Sponsorships & Partners

Throughout its journey, Force Protocol has created partnerships with global organizations in order to reach its overall objectives. These partner-ships have grown in strength and numbers as Force Protocol enhances its technology and position within the market. Force Protocol will partner with devel-oper, game studios etc. to distribute coins as bonuses to their communities and followers.



# TEAM

The Force Protocol team has numerous capabilities and experiences in many areas. Things like game design/programming, game publishing, software development, blockchain technology, marketing and business operations.

## Pete Mardell - CEO



Experienced Head of Development with a demonstrated history of working on enterprise level software applications. Skilled in both LAMP and MEAN stack, Database Modeling, Computer Literacy, AGILE/LEAN methodologies and Unity3D game development. Strong engineering professional graduated from Harlington Upper. Now launching a real-world utilization cryptocurrency project for the games industry.

## Jake Ashby - COO



Driven and highly motivated Entrepreneur. Developing global partnerships, large scale communities of interest and subscriber bases and building the Force Protocol and RaidParty Brands. Inter-national Business graduate from University of Westminster, London and Lycoming College, PA (USA).

## Eduardo Monterio - Business Development Manager



A proactive, ambitious and creative business minded individual with excellent entrepreneurial and problem-solving skills. Experience in International Business working alongside big players in the video gaming industry and in the successful personal projects launched in the past years. Passionate about working with new projects, creating innovative ways for delivering outstanding results. An excellent communicator, leader and problem solver, skilled in managing and developing staff.

# TEAM

## Ram Narayanan - Software Engineer



Educated at Visvesvaraya Technological University with a first-class distinction in Bachelor of Engineering, Ram has a wealth of experience engineering complex solutions for a variety of industries. Ram is leading the technical direction relating to the blockchain requirements for the entire Force games publishing framework and contributed most of the research toward the technical whitepaper.

## Amin Rafizadeh - Game Developer



Amin has experience of launching both PC and Mobile games, with his most prominent title being ZKILLER, a first person shooter survival horror game. Amin is experienced in both Unity3D and Unreal Engine 4 game engines. His experience is invaluable in creating the various integration kits the company has created to get direct integration into games and part of the dynamic advertisement technology.

## Arash Rafizadeh - Game Developer



Arash, working with his brother Amin, shares his experience of launching both PC and Mobile games. Arash is experienced in both Unity3D and Unreal Engine 4 game engines. Arash is able to perform all aspects of computer programming including game, application, network and AI.



# TEAM

## Kacy Vendel - Marketing Lead



A self motivated, ambitious and driven individual with excellent communication and problem solving skills. With a passion for community growth and management, she has gained extensive experience and knowledge of crypto communities through working with many projects. A keen blockchain enthusiast and cryptocurrency investor.

## Tib Palin - Business Developer



Tib is a Senior Blockchain Growth Advisor with extensive experience in blockchain and cryptocurrency marketing, PR, communications and community building, which he has done for UTRUST and Viuly.



# TEAM

## Advisors



**Ankur Maheshwari**

**Blockchain Tech Advisor**

Director of Blockchain  
Research at  
TechRacers.



**Blake Pope**  
**ICO & Token Sale Strategy**

CEO Bitcoin PR Buzz,  
Worked closely on NEM,  
UTRUST and Lisk.



**Owen Ashby**  
**Business Strategy**

Business Analyst,  
Market Intelligence and  
Corporate Strategy.



**Rick O'Neill**

**Brand Strategy**

Owner of award winning  
digital marketing com-  
pany, Look Touch & Feel  
Ltd in the UK.



**Kate Breed**  
**Senior Management  
Mentoring**

Former molecular biolo-  
gist, Senior consultant in  
systems engineering &  
Councillor.



**Zahid Ali**

**Investor Relations &  
Network**

Key member of highly  
successful Viuly project  
and a Graduate  
Diploma in Law.

# TEAM

## Game Industry Advisors



**Vadim Bulatov**

Head of SMM for World of Tanks, World of Warships & World of Warplanes.



**Danny Montaner**

Former e-sports manager to the largest competitive team, FaZe Clan and a former world champion of CS:GO.



**Tyrin Davidson**

Former competitive League of Legends player, Challenger Rank (top 200 in Europe).



## PRODUCTS & SERVICES (MVP'S)

# FORCE Blockchain

\* Please refer to our technical white paper for full details about FORCE blockchain.

## Key Features

### Game Server Validators

Game servers will act as validators to the unique Proof of Play/ delegated Proof of Stake blockchain. Once nominated as an active validator, their game player community will be nominated to become active block producers.

### Game Players as Block Producers

This is the core of the Proof of Play model being proposed. A selection of the game players that are part of a nominated game server validator will be nominated as acting block producers for that community. Once a player is nominated they will contribute rewards to the game community while retaining a percentage of the payouts generated.

### Staking

The community will be able to vote from a list of approved game server candidates. By staking against an approved game server, this will return a share of the in-built inflation to reward the community. This provides incentives for community members to nominate.



## PRODUCTS & SERVICES (MVP'S)

### Tokens & Smart Contracts

FORCE cryptocurrency currently exists as an ERC-20 standard token built on top of the Ethereum network. However, due to recent advances in blockchain technology and the limitations of the Ethereum network (namely GAS fees and low transaction throughput), the project has taken the decision to engineer its own blockchain; FORCE blockchain will be built from the ground-up, utilising recent discoveries and advances in 3rd generation blockchains, to provide a complete technology framework for games publishing.

This means upon deployment of FORCE blockchain mainnet (expected March 2019) will require existing ERC-20 token holders to perform a swap. The swap rate will be done at 1:1. Full notice and details will be provided in user accounts, via email and social media accounts giving full easy to follow steps on completing the token swap.

Further details can be discovered on our [Technical White Paper](#).

Full smart contract for our ERC-20 standard token is available at:

<https://etherscan.io/token/0x794eb1f985f472c0b44c4041b4198478366f9940>

A full third-party audit was conducted by Techracers on our ERC-20 token and related smart contracts which can be found here:

<https://www.techracers.com/smart-contract-security-audit-triforce>

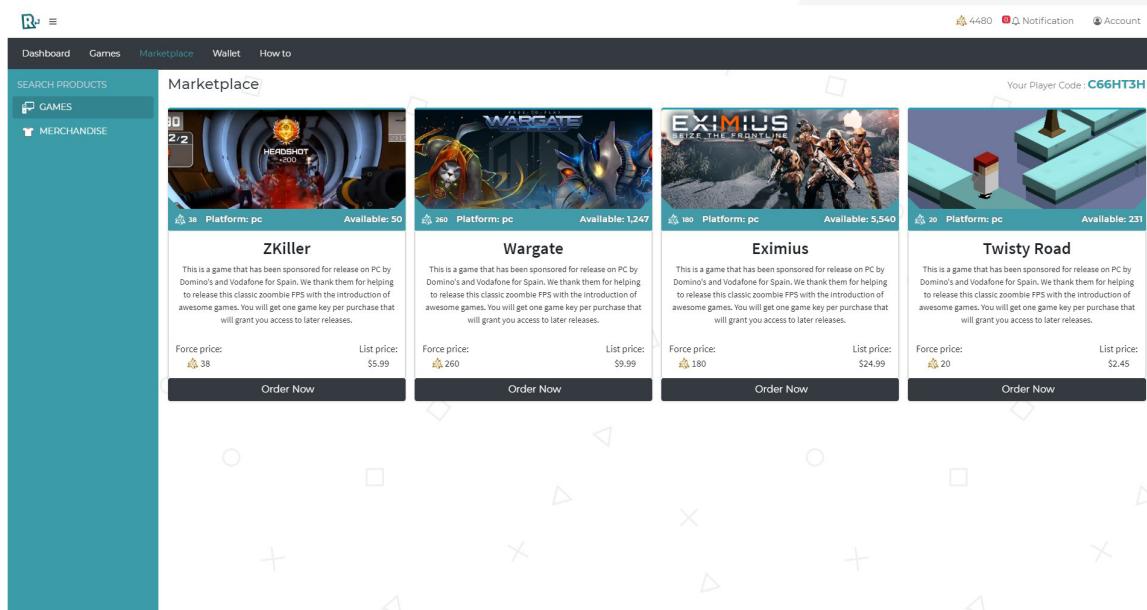
# PRODUCTS & SERVICES (MVP'S)

## Market Place

TriForce Tokens is in the process of building a games market place for RaidParty. This is to increase token utilization and provide gamers with a place to spend their rewards generated through the RaidParty application.

The Market place will start with accepting FORCE currency only, with the potential to accept other game tokens deployed on the FORCE blockchain.

Players will be able to purchase games, in-game items, membership subscriptions and other gaming merchandise such as mugs, placemats, clothing etc. This provides a way for players to essentially purchase games of which they may not otherwise be able to afford.



\*Please note that prices displayed are for display purposes only and are expected to change.

# Community Integration

TriForce Tokens' currency is integrated through its technology stack that is already actively being distributed to the connected players. RaidParty already has over 26,000 active users, with currently 4 mobile games fully integrated. Players are rewarded in FORCE for their in-game activities, which can now be exchanged for games and game merchandise via our Games Market place.

Beyond the rewards platform and players, TriForce Tokens' newest MVP, Dynamic Advertising Platform, is currently integrated into 2 PC games, which has already had 3 successful campaigns run through it from global leading brands. FORCE is used not only as a payment method, but also as a tracking element, providing immutable ad tracking capabilities.

TriForce Tokens is also in the process of developing an indie games kick-starting platform. A platform that allows the community (Gamers) to vote for and fund the development of games, which will be raised in FORCE. Once the games are ready for launch, they will be integrated with our full technology stack to ensure that we maximise player attraction, retention and revenue generation.

Along with this, TriForce Tokens is also developing its own Discord bot, where it will hold weekly and monthly competitions, contests and challenges for the community to increase their FORCE holdings. This is a great way for the community to get involved with the team, found out the current progress of the project and speak to the team directly.

JOIN OUR  
 DISCORD

## PRODUCTS & SERVICES (MVP'S)

### Game Integration & SDKs

The entire focus and aim of TriForce Tokens technology stack is to be easily integrated, adopted and used by all. Each technical service of Tri-Force Tokens has a simple SDK that requires a single install for it to operate. They are designed to provide minimal work for game developers ensuring they can continue to focus their efforts on the important development of their games. All SDKs will be open-source to ensure mass adoption of our technology and therefore coin. We have already proven direct integration to games with Unity3D and Unreal Engine, the two most popular game development engines in the industry.

RaidParty has a single SDK, that allows us to create and design any rewards for that game. Meaning each reward created can be unique to that game. Through the SDKs, we are also able to pull and receive any data or information that would otherwise be unobtainable.

The Dynamic Advertising platform, also only requires a single SDK to operate. This is purposely designed to stop developers having to patch and update the game every time a brand wishes to advertise through the game. Any brand can advertise at anytime via our single SDK that can handle multiple running ads at once. No updates or patches are required from the developers.

**To date we have been the first gaming dedicated blockchain project to be integrated directly into games (not through third-party API's that anyone is able to achieve).**

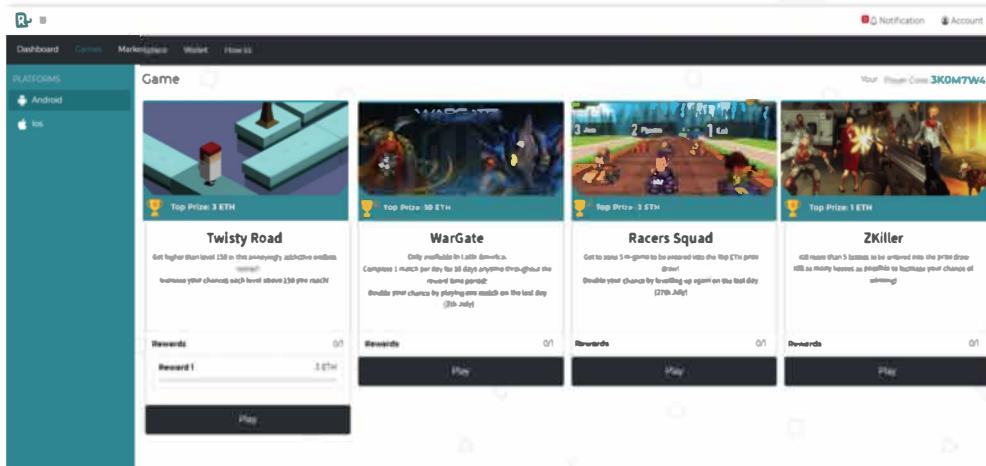


## PRODUCTS & SERVICES (MVP'S)

### RaidParty

The RaidParty player platform is a decentralised application that allows players to earn cryptocurrency, specifically FORCE, for completing game achievements that are connected via the integration kit.

RaidParty platform is also designed as a tool to benefit game developers. The rewards platform acts as a player attraction and retention tool with the games that the technology is integrated into. With the games that are already integrated into RaidParty, we have already proven that this player attraction and retention model works. With 25,000 players already registered to RaidParty, we have increased the average playtime from 5 minutes, to 15 minutes per player.



You can visit RaidParty here:

<https://raidparty.io>

RaidParty is both a mobile application for Android devices and is also a web application, which allows users to access it from any device from PC to even a games console with web browsing features.

# RaidParty Continued...

Industry standards for player retention vary according to platform, type and geographical region, as summarised below;

**Classical Retention Definition:** The fraction of users that installed a game on day "D" that play that game again on day D+7.

**Marc Robinson's comment at 2013 GDC:**

"On average, less than 40% of players return to a free-to-play game after just one session".

**Gamasutra Report 02/28/2013:**

This user provided report suggests strong retention benchmarks are as follows:

- D) 35-40%
- D+3) 20-25%
- D+ 7) 15%
- D+30) 5%

[https://www.gamasutra.com/blogs/TrevorMcCalmont/20130228/187460/How\\_Do\\_I\\_Know\\_I\\_Have\\_a\\_Healthy\\_Game.php](https://www.gamasutra.com/blogs/TrevorMcCalmont/20130228/187460/How_Do_I_Know_I_Have_a_Healthy_Game.php)

**GameAnalytics.com report "Mobile Gaming Benchmarks 2016-2017"**

This report looked at over 12,000+ active mobile gamers across 20 genres.

<https://public-production.gameanalytics.com/assets/GameAnalytics%20Benchmarks%20Report.pdf>

## PRODUCTS & SERVICES (MVP'S)

### RaidParty Continued...

"In real life, the top 16% of games perform above 10% and this is slightly growing. Our findings do confirm Gamasutra's, to a degree. However, they also highlight that the average D7 for the majority of games is around 4%."

Our results from 4 mobile games integrated with RaidParty that were not at triple A level studio games indicated the following average retention results, over the period of our reward campaigns (01/05/2018 to 27/07/2018).

Game	D1	D7	D30
Wargate	46.2%	14.3%	6.7%
ZKiller	16.8%	8.8%	2.4%
Twisty Road	22.4%	10.2%	3.9%
Racers Squad	28.1%	14.7%	5.7%

\* Results were obtained through Unity analytics for the dates of the reward campaign active period.

The preliminary reports show encouraging results based on the fact that all games listed had struggled with their own launch, achieving minimal users and not enough data to accurately provide reporting information. By launching on RaidParty they achieved an instant player base and impressive retention rates. Further funding will see the advancement of the MVP to a fully fledged service to be directly integrated to the FORCE blockchain as defined in the roadmap.

## PRODUCTS & SERVICES (MVP'S)

### Games Publishing Framework

Force Protocol is becoming a games publishing framework, providing assistance and solutions for a game's entire life cycle. From development funding, to publishing and launching of the game, to marketing and player attraction and retention models.

This will use the entire technology stack provided by Force Protocol along with a game kick starting platform, designed to bring funding to game developers to support the development of their games by the gaming community. The use of RaidParty will allow developers to drive players and help retain them within their games, whilst the use of the dynamic advertising platform will provide developers with another source of revenue that has no impact on their players.



## PRODUCTS & SERVICES (MVP'S)

### Dynamic Advertising

Force Protocol has developed a dynamic advertising platform that provides non-intrusive in-game advertising. The platform allows for advertisers to quickly and easily change in-game adverts with a flick of a switch. This has already been tried and tested by Dominos Pizza in one of the latest games with Force Protocol, ZKILLER. The platform allows for advertisers to display banners, videos or even interactive in-game items with their required advertisement, branding or promotional content.

The platform also provides immutable tracking, allowing the advertiser to clearly understand the performance of their campaigns. The tracking will allow the advertiser to see the exact number of impressions and average view times of each advertisement. On top of that, advertisers can select their demographic preference before starting any campaign, ensuring the advertisers reach their targeted audience. Advertisers can choose the placement of their ads within games as well as they type of branded advertisement. This will provide brands of all nature the best possible brand exposure to their target audience. From videos, banners and objects to interactive and useable items within game, anything can be branded.

For developers, this provides an additional source of revenue with minimal to no effort. With a single SDK integration, developers can be up and running with live ads within their games within a matter of seconds. Revenue generation for developers has probably never been so easy!

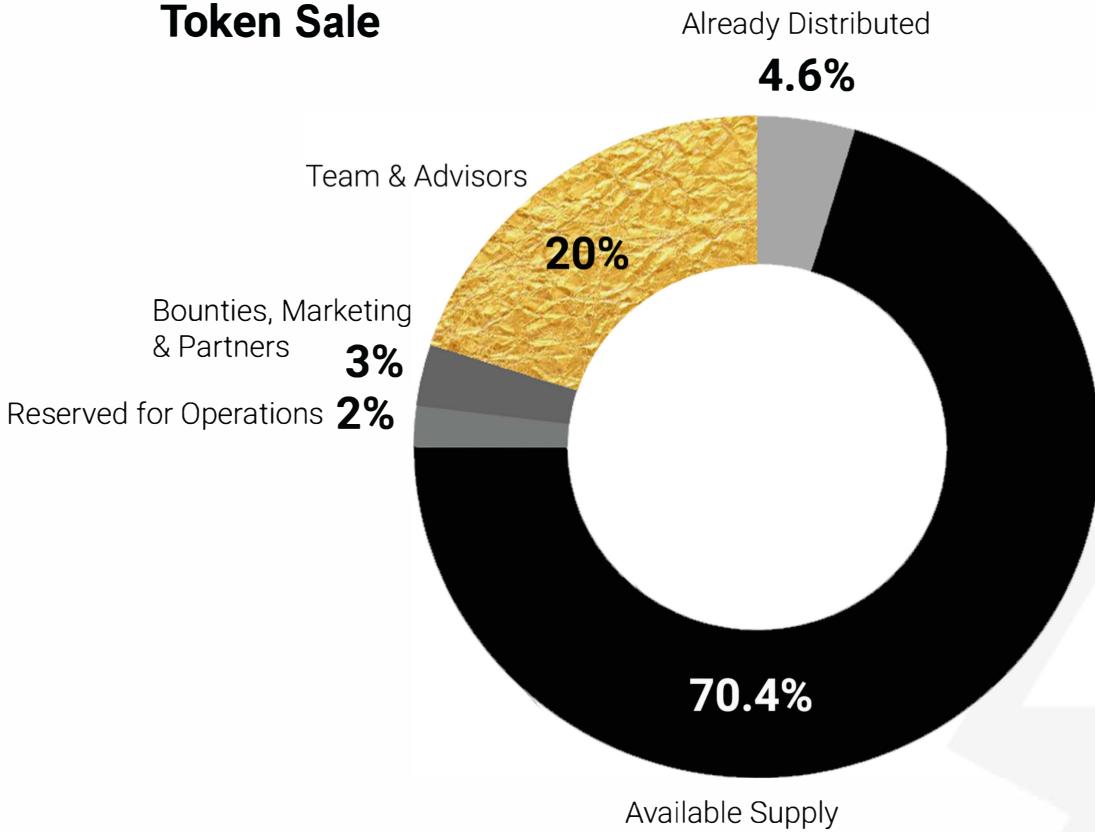
#### You can view the beta here:

Developers platform: <https://studio.raidparty.io/>

Brands platform: <https://brands.raidparty.io/>

# TOKEN SALE

## Token Sale



**The 200,000,000 FORCE tokens will be allocated as follows:**

**4.6%** or 9,344,976 already distributed.

**70.4%** or 140,800,000 available in final token sale.

**2%** or 4,000,000 Reserved for project foundation.

**3%** or 6,000,000 Reserved for incentivizing community, beta testers, marketing and strategic partners.

**20%** or 40,000,000 Reserved for team and advisors.

# TOKEN SALE

## Unsold Tokens

- Any unsold tokens available before the final round will be offered to the public.
- Any unsold tokens from the final offering; 80% will be burned immediately. The remaining 20% will be locked for 6 months, and then allocated towards two years of project development and used to assist external party projects launch successfully on the FORCE blockchain.

## Token Offering

- Round One offering ended March 6th, and soft cap was reached.
- \$524,000 was raised during this offering (ETH)
- 4.6% of FORCE tokens generated

## Public Offering

It is our intention that FORCE Tokens are to be offered at the following rates:

	Week 1 8th October to 14th October	Week 2 15th October to 21st October	Week 3 22nd October to 28th October	Week 4 and 5 29th October to 11th November
\$900 6,000 FORCE	15%	10%	5%	0%

For buyers who wish to purchase using other cryptocurrencies such as Bitcoin (BTC), the rate will be calculated as per Ethereum (ETH) exchange rate to the preferred cryptocurrency in USD (\$).

## Start and End Date

There will be two final rounds; Private and Public. The private token sale will begin 3rd September 2018 and end prior to the final public token sale, which will begin at 12:00 p.m. UTC on **8th October 2018** and end at 12:00 p.m. UTC on **11th November 2018** or when sold out.

# TOKEN OFFERING

## How can I participate?

Private buyers are encouraged to contact the team after 3rd September 2018 **but before 8th October 2018.**

The general public token offering will be available to enter on the main website <https://forceprotocol.io> on 8th October 2018 at 12:00p.m UTC.

All participants must complete full KYC/AML validation checks prior to contributing, which can be done by signing up for an account at:

<https://forceprotocol.io/contributor-signup>.

The minimum purchase value will be set to \$100 equivalent in cryptocurrency.

## How are funds secured?

All funds collected during the final offering will be collected by the cryptocurrency payment gateway [Coingate](#).

The token offering smart contract code can be viewed on [Force Protocol GitHub](#).

Token data for FORCE is listed and verified on Etherscan:

<https://etherscan.io/token/0x794eb1f985f472c0b44c4041b4198478366f9940>

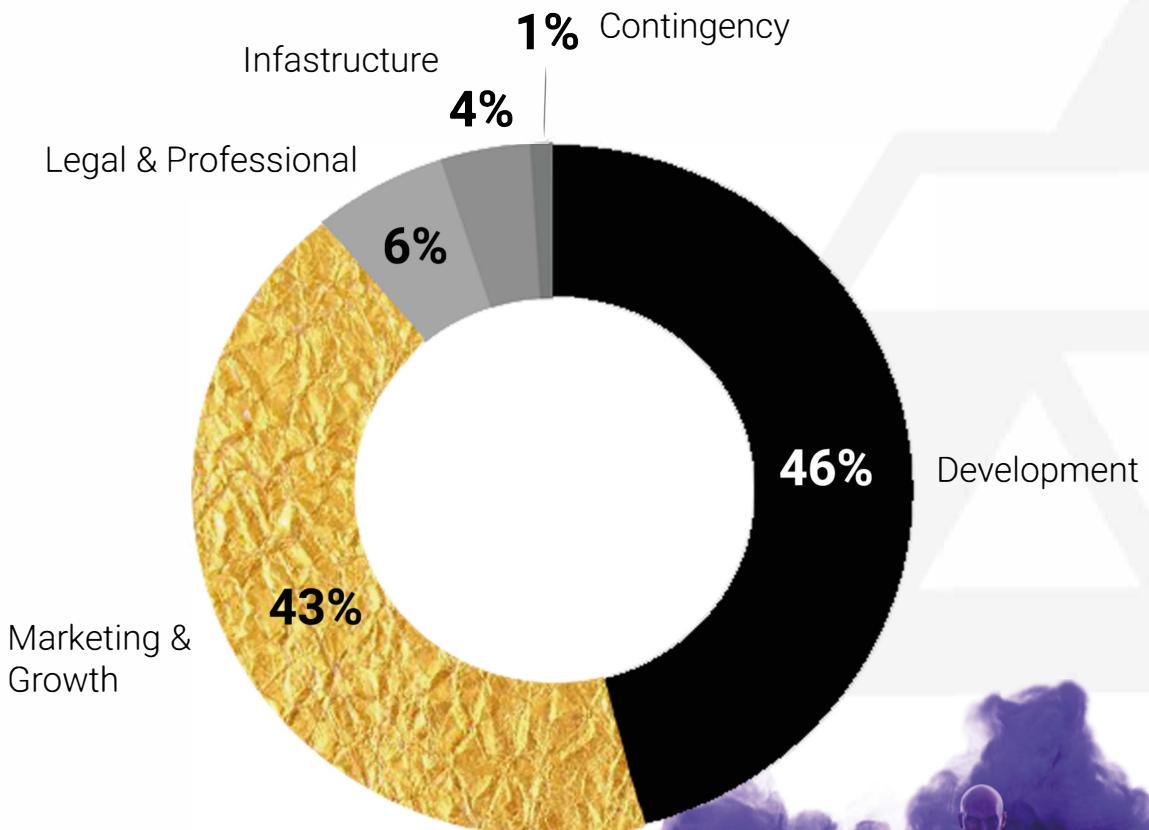
ETH exchange rates are subject to change without prior notification to the opening of the public offering. Once the public offering opens, the rate will be locked.

The prices for both offerings are **not** subject to change, remaining the same and will have no direct effect on the offerings.

# TOKEN OFFERING

## Use of Proceeds

All funds received will be used solely for the growth and development including the FORCE blockchain. Below is a preliminary distribution allocation and are subject to change, as these are based upon meeting the Soft Cap.



# TOKEN OFFERING

## Use of Proceeds Continued...

### **Development 46%**

Development and operational costs mentioned in this whitepaper, for both Force Protocol and RaidParty. This also covers hiring additional full-time developers and consultants so that we may be able to meet roadmap and expansion goals.

### **Marketing & Growth 43%**

This budget covers the any promotional event or strategy of Force Protocol for our target audiences. Examples of these events may be, instructional videos, advertising, sponsored events, social media ads, etc. As well as the hiring of strategic marketing team members.

### **Legal & Professional 6%**

Force Protocol plans to ensure that any and all business is operated in accordance with the laws and regulations based upon that areas specifications. These funds will be held in reserve for any future issues or challenges that may arise. This budget also includes any professional/ operational fees and expenses.

### **Infrastructure 4%**

This budget covers any and all necessary steps to provide the highest security measures to maintain integrity within our infrastructure, products, and software.

### **Contingency 1%**

This will be set aside for unforeseen costs.

# DEVELOPMENT ROADMAP

Force Protocol is dedicated to meeting the development goals set forth. Providing products and frameworks that meet the needs and expectations of the projects overall goals. We aim to release items in a manner in which coincides with the dates provided.

## **August 2018**

- Release brand and technical whitepaper.
- Research and feasibility study for FORCE blockchain.
- Dynamic Advertising alpha tech platform released.

## **September 2018**

- Open up private fund raise with soft-cap of \$3,000,000.
- Release of both fiat and FORCE RaidParty marketplaces.
- Development and deployment strategy of FORCE blockchain.

## **October 2018**

- Open public fund raise with hard-cap set at \$12,000,000.
- Official start of FORCE blockchain development estimated to begin 4th October.

## **November 2018**

- Deploy latest updates on dynamic advertisement platform with additional analytical features.
- Design and prototype of game integration to FORCE blockchain with ability to utilise services such as reward system and dynamic advertisement.

# DEVELOPMENT ROADMAP

## December 2018

- Initiate development of game and services integration to FORCE blockchain.
- Start development of smart contract capability to issue custom game tokens on FORCE blockchain.
- Start development of desktop and MAC client wallet with game voting

## January 2019

- Deploy testnet after final audit of blockchain and tests.
- Open public bug bounty program to find and discover issues on testnet.
- Deploy testnet desktop and MAC client wallet
- Launch test game to verify services integration
- Introduce third-party auditors to verify FORCE blockchain integrity

## February 2019

- Resolve issues discovered from public bug-bounty and third-party auditors on FORCE blockchain
- Release public developer documentation and resource site:
  - Integration to FORCE blockchain
  - Wallet download and setup

## March 2019

- Start production deployment plan for FORCE blockchain mainnet on 4th March.
- Aim for mainnet launch with 11% of votes on 18th March.
- Conduct ERC-20 token swap to native FORCE blockchain currency for existing holders.

# DEVELOPMENT ROADMAP

## April 2019

- Release production desktop and MAC client wallets
- Open game studio and publisher introducer platform.
- Technology analysis and review period. Re-focus on development strategy moving forward

**Note:** Due to competition challenges the project has experienced, other unique and significant developments relating to the FORCE blockchain are not being disclosed publicly. We maintain the right to withhold such information until certain objectives have been achieved.

## Objectives

### Objectives for Year 2018

- Complete public fund raising rounds to further the technology by 11th November
- Get listed on cryptocurrency exchange(s) by 1st December
- Complete majority of FORCE blockchain in preparation for testnet launch January 2019

### Objectives for Year 2019

- Deploy testnet FORCE blockchain by January 2019
- Deploy mainnet FORCE blockchain by March 2019
- Deploy FORCE blockchain native client wallets by April 2019
- Have an audience reach of over 100,000 player community by May 2019
- Have over 20 PC games integrated to FORCE blockchain by December 2019
- Have over 20 mobile games integrated to FORCE blockchain by December 2019

# DEVELOPMENT ROADMAP

## Objectives for Year 2020

- Have dedicated teams for each department of the technology based game publishing framework; from player engagement, technical integration, game deployment and community growth. This is to achieve rapid deployment and publishing of games in a robust manor to achieve high levels of integration.
- Achieve over 1,000 game integrations after a year of technology advances and refinements during 2019.

## Objectives for Year 2021

- Become the number one technology based games publishing framework in the world, which will be achieved through the real-world application of blockchain technology and utilisation.
- Reach the top 100 of cryptocurrencies based on market capitalization, due to the the real-world application of blockchain technology to real-world scenarios.



# LINKS & SUPPORT

## Force Protocol Links:

[Force Protocol Website](#)

[Twitter](#)

[Telegram](#)

[Medium](#)

[Bitcointalk](#)

[Facebook](#)

[Github](#)

[Discord](#)

## RaidParty Links:

[RaidParty Website](#)

[Twitter](#)

[Facebook](#)

[Facebook Group](#)

[Dynamic Advertising - Developers](#)

[Dynamic Advertising - Brands](#)

# NETWORK & STRATEGIC PARTNERS

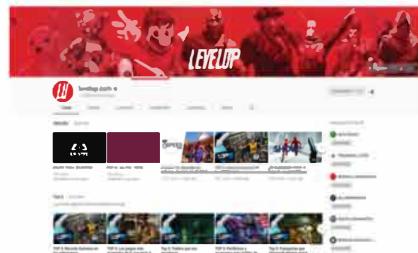
## TheGameWall Studios

TheGameWall Studios is an award winning experienced games publishing company based in Cambridge, UK, owned by our head of business development [Eduardo Monteiro](#).



## LevelUp.com

[LevelUp.com](#) are the largest games content publisher for Latin America. With a huge audience of over 6 million unique visits and YouTube subscriber base totalling more than 1 million subscribers and over 1 billion views, they have LatAm covered.



## Bitcoin PR Buzz

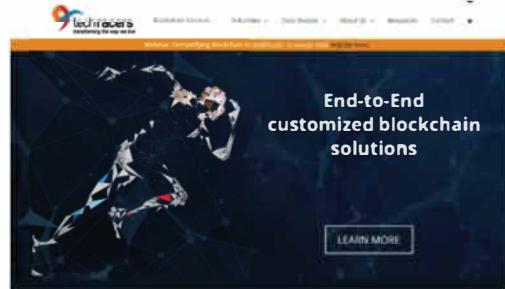
With over 4 years experience and over 500 clients, [Bitcoin PR Buzz](#) is the first cryptocurrency and blockchain PR agency in the industry. Bitcoin PR Buzz leverages their unique experience and partnerships, to secure publication on BitcoinNews.com, CCN.com, The Merkle, Coinspeaker, Oracle Times, Coin Idol, The Bitcoin News, Cripto Noticias, Criptomoedas Facil, ZYCrypto.com, Bitcoin News Latin America, Brazil, Arabia and Indonesia, and PR publication on 200-400 other online news outlets including Reuters.com, NBC, Fox, WND.com, Digital Journal, International Business Times, San Diego Tribune, Boston Globe and much more.



# NETWORK & STRATEGIC PARTNERS

## Techracers

[Techracers](#) is a blockchain solutions provider helping businesses transform the world in this new era of innovations. They conducted the build and audit of our ERC-20 smart contracts.



## Yudiz Solutions

[Yudiz](#) have worked with global brands, having developed VR, 3D and mobile games. Their clients include Nestle, Groupon, Ubisoft and Ketchapp to name a few.



## Official TIGA Member

We are a full member of [TIGA](#), a UK games industry network for game developers, digital publishers and trade association. TIGA's core purpose is to strengthen the games development and digital publishing sector through campaigns.



## MediaGame

[MediaGame](#) are a dynamic advertisement specialist agency, operating from Spain, Europe. They are connected to global brands and able to secure dynamic advertisement deals for the right game.



# REFERENCES

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