

Lordmancer II

The first open-world MMORPG on mobile
where players can earn cryptocurrency

Table of Contents

1. Abstract	2
2. Lordmancer II	3
2.1. Game Overview	3
2.2. Development Roadmap	4
3. Markets and Monetization	5
3.1. Overview	5
3.2. Lordmancer II Release Strategy	5
3.3. Monetization	6
3.4. Real Money Trading & Markets in Games	6
4. Use of Tokens	9
4.1. Overview	9
4.2. Using and burning of tokens	10
4.3. Ways for a player to purchase LCs	11
4.4. What happens when all LCs are burned?	13
5. LC Initial Coin Offer	14
5.1. Initial Coin Offer (ICO) Structure	14
5.2. Intended use of invested money	15
5.3. Initial Coin Offering Timeline	15
5.4. Burning of Unsold Tokens	16
6. Advantages for LC token holders	17
7. Beyond Lordmancer II	20
8. Team	22
8.1. Management	22
8.2. Development team	22
8.3. Advisors	23

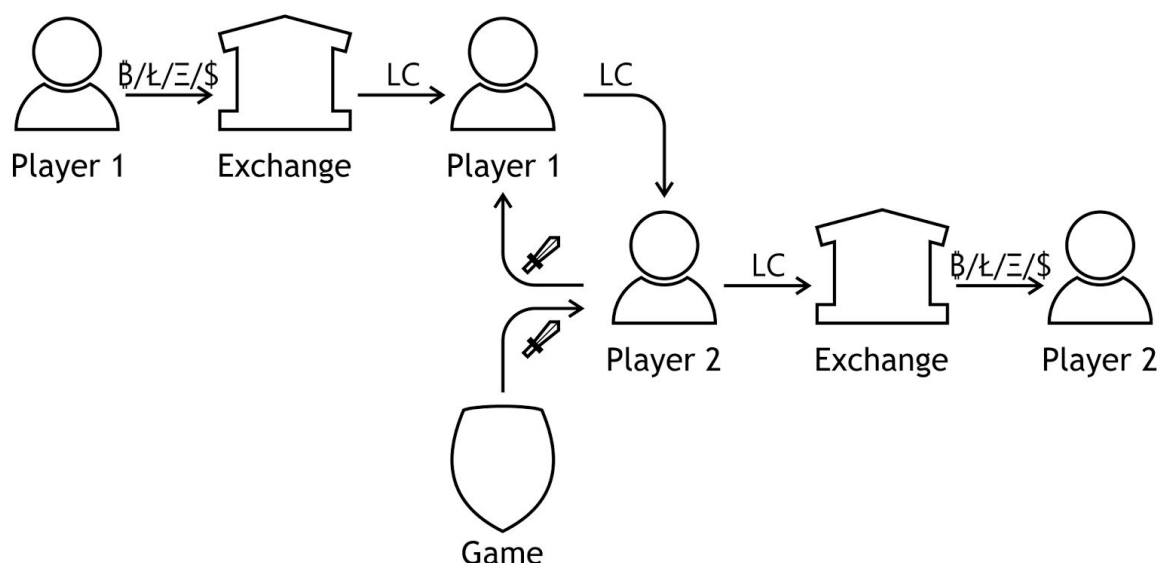
1. Abstract

Lordmancer II is a free-to-play massively multiplayer online RPG on mobile that allows players to earn cryptocurrency and spend it both inside and outside of the game.

There are many MMOs with sophisticated and well developed markets for in-game resource and game characters, e.g. World of Warcraft, Lineage, and EVE Online. However, trading between players is possible only within the same game or a few games by the same developer/publisher, at best. Such limitations often lead to emerging of “black markets” on which players trade game resources freely for real money. This phenomenon called “real money trading” is old and well known. Game developers and publishers strive to suppress such black markets in order to reduce the effect that they have on in-game economies, game balance, and in-game market-based compulsion loops.

With **Lordmancer II**, Active Games has taken a contrary approach. Instead of expressly forbidding extra-game trading of resources, we endeavor to create a safe space for trading, and foster the in- and extra-game economy by using a cryptocurrency token that we called **Lord Coin (LC)**. It was designed to serve as an in-game currency for player-to-player trades and, at the same time, a cryptocurrency to give players means of bringing real money value into and out of the game, thus facilitating the trade of unique or rare game content. LC tokens can enter the game economy only after they were purchased on a cryptocurrency exchange. A player can later take them out of the game and sell for any other crypto- or fiat currency. Active Games will provide special proxy mechanism to assist players unfamiliar with cryptocurrency with purchasing LCs for fiat currencies, e.g. dollars.

You can see an example of a player-to-player trade below. Here, Player 2 looted a sword in the game. Player 1 wishes to buy this sword from Player 2, so they purchase some LC on a cryptocurrency exchange, trade with Player 2, which then exchanges LCs for another currency. Player 2 received something (for free) from the game and sold it for real money.



2. Lordmancer II

2.1. Game Overview

Lordmancer II is a multiplayer free-to-play online role playing game on Android and iOS.

Key features:

- Turn based battle combat inspired by Heroes of Might and Magic and King's Bounty
- Real-time multiplayer in an open world setting
- Vast, expanding game world separated into smaller areas and huge regions
- Sophisticated in-game economy for items, currency with an open market
- Battles for territory between guilds, capturing of castles and resource mines

Lordmancer II combines the most successful mechanics of mobile games and big MMOs on PC. We strive to bring a big PC MMO experience to a mobile device.



In August 2016, Lordmancer II was selected as a 2016 [Global Top Round](#) inductee. The accelerator provided our studio with seed investment and support through an acceleration program in early 2017.

2.2. Development Roadmap

We soft launched Lordmancer II on Android in Russia and CIS countries in April 2017.

An APK (installation file) for Android devices is available for download here:

<https://yadi.sk/d/85zAOVhI3ErXSr>

To receive an iOS version, you first need to [install the Testflight application](#). After installing Testflight, please send us a request using [this form](#).



Beta Development & Russia Soft Launch on Android



Pre Initial Coin Offering (ICO)
Testing and polishing during Russian soft launch



Initial Coin Offering (ICO)
Commercial Launch in Russia
Content Updates: Units, lands, quests
Game Packs available for purchase using Lord Coins



Unique lands available for purchase using Lord Coins
Dwarven Race added
SEA & South America Launch
iOS launch in all currently launched regions



Global Launch
Undead Race added



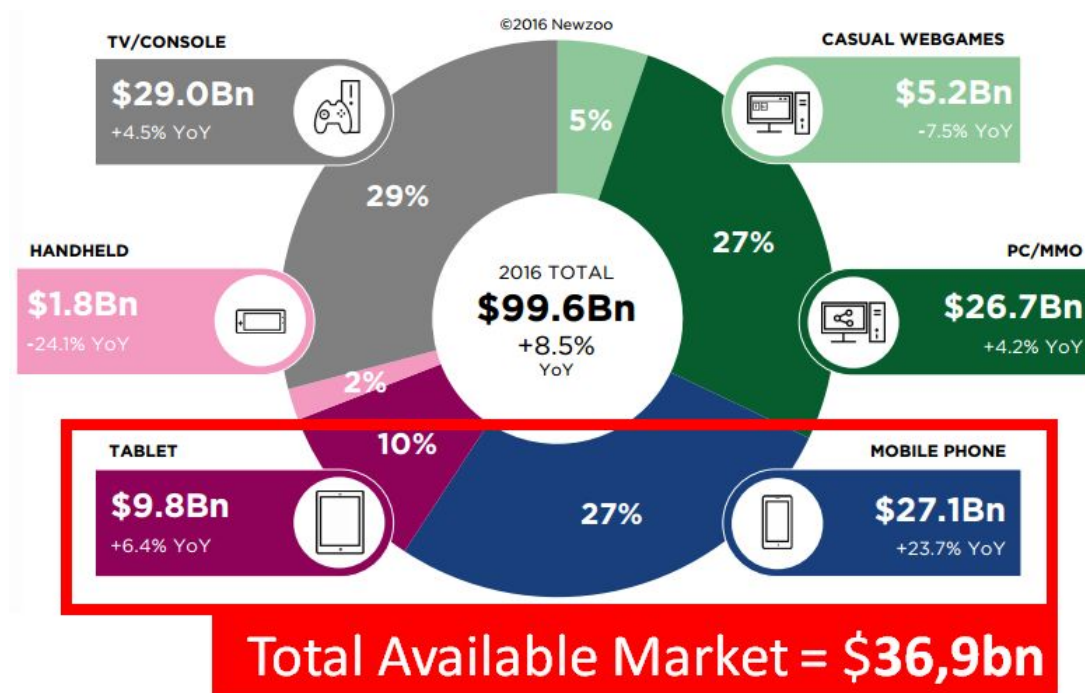
2018 Content Refresh Named Update
New Race
Vast new lands
New central quest lines

3. Markets and Monetization

3.1. Overview

[According to Newzoo](#), the 2017 gaming market size eclipsed \$106bn USD with the estimated 2018 size at over \$112bn USD. Of that wider market, mobile games represent \$42.5bn USD in 2017 and an estimated \$47.4bn USD in 2018, respectively.

Figure: 2016 Market Breakdown



3.2. Lordmancer II Release Strategy

Active Games will follow a four-phase plan for a staged release of Lordmancer II.

1. Soft Launch: Local polishing during soft launch in Russia
2. South-East Asia: Indonesia, The Philippines, Malaysia, Vietnam, Thailand, & India
3. Latin America & South America
4. "Tier 1 counties": EU, North America

Lordmancer II target audience:

- 85% male
- 15-35 years old
- Current mid-core mobile RPG audience
- Online game players

3.3. Monetization

The game uses “free-to-play” model which means that a player can download and play the game for free. However, there are additional features and boosts like faster character progress, protection from attacks by other players and many more. A player may choose to pay for these. On average, some 10% of players in free-to-play games are paying. The rest is usually monetized with advertisements.

- Paid consumables and features include: PvP Shield/immunity, character boosts (strength, experience, etc), army boost/resurrection after battle, rare and unique items, and various speedups.

In general, players strongly dislike both “paywalls” and “pay-to-win” games. A game must present a compelling reason to pay for something. Active Games has a lot of experience in monetization of free-to-play games, a model which the studio pioneered back in 2008 with its Lordmancer for Java game.

3.4. Real Money Trading & Markets in Games

Real money trading has a long history in the game industry, and has been historically banned or discouraged by most Western game developers and publishers, especially in the case of MMORPGs. Coincidentally, MMORPGs are also the games in which Real Money Trading and Markets are in highest demand by users, due to the way that resource and item scarcity gate progress.

Below are a few examples of Trading and Market implementations in real games.

Team Fortress 2 and DOTA 2

These games contain “cosmetic item markets” (Steam Workshop) where you can exchange or sell your goods to another player for real dollars. This is condoned and encouraged by Valve, and they created a backend and framework to support this type of exchange.

Valve has disclosed that over 90% of the items in TF2 were actually created by players. Users can submit models and textures to be voted on by the community, and those with high enough ratings are sold in the TF2 store. The creators receive a share of revenue.

There is no publically available data concerning turnover in the cosmetic item market in DOTA 2, but in 2015 total monthly revenue of the game exceeded \$18 million USD.

Second Life

Second Life is an Online Virtual World. While not a traditional MMOG, Second Life fosters interaction between players and with the world by simulating as much of the real world as possible in a virtual space. Linden Labs, the developer, implemented a player-centric economy in which players can make real money. The economy is build upon the Linden Dollars (L\$), which players can earn by engaging in various activities in the game. Some

activities are quite passive, such as sitting on camping chairs, while others like creating virtual content and trading virtual real estate require real skill.

Some players would rather save time and spend cash for L\$, and other players prefer to generate L\$ with their in-game activities. The balance between these types of players supports the LindeX Currency Exchange, and provide the liquidity necessary to allow players to purchase L\$ for real currency.

Entropia Universe

Entropia Universe is a good example of a game that allows players to exchange hard currency into real money. Entropia uses a micropayment business model in which players may buy in-game currency (PED - Project Entropia Dollars) with real money. Later, if the user gains more than they can use or decides to leave the game, they can redeem their remaining PED for U.S. dollars at a fixed exchange rate of 10:1. This means that virtual items acquired within Entropia Universe have a real cash value, and the company generates income via transaction fees levied during the exchange process.

Like Lordmancer II, Entropia Universe is a free game, but spending money on the in-game currency allows users to purchase items, skills, deeds/shares, and services from other players. Entropia also contains a market where expendable resources (ammunition, probes, guns, finders, extractors) can be purchased directly from the other players.

Entropia Universe was noted in the Guinness World Records Book in both 2004 and 2008 for the most expensive sale of a virtual world object. In 2009, a virtual space station, a popular destination in the game, sold for \$330,000 USD. This was then eclipsed in November 2010 when Jon Jacobs sold a club named "Club Neverdie" for \$635,000 USD; this property was sold in pieces, the largest of which was sold for \$335,000 USD.

According to the MindArk's [2015 earnings report](#), their 2015 profit was 4 million SEK.

World of Warcraft & Diablo III

Prior to Diablo III, Blizzard did not permit any form of real money trading in their games, and the company engaged in long-running and generally-successful campaign to stop character leveling services and gold farmers/sellers in World of Warcraft. At the same time that Blizzard was working on eliminating external game markets, they also began to experiment with monetization of their their games with in-app purchases like special mounts and realm transfers.

In July of 2011, Blizzard announced that the Diablo III Auction House would include a real money aspect auction house. Only items (and eventually characters) would be available for sale, and Blizzard intended for it to operate in tandem with the in-game gold auction house. Players would be able to list items on either service and Blizzard charged a flat fee for each item listed (to discourage players from flooding the market with junk items). Transaction fees on successful purchases were also applied. Proceeds from sales on the real money auction house could be spent on Blizzard merchandise and games, or

withdrawn into actual currency for a small transaction fee paid to Blizzard and their financial partner.

In late 2011 and early 2012 a lengthy saga ensued as the Korean Games Rating Board repeatedly refused to certify Diablo III for sale in Korea due to inclusion of the real money Auction House. Korea strictly regulates all online and offline forms of gambling, and the design of the real money mechanism built into Diablo III's categorizes it as a form of gambling. One quote from a September 2011 Korea Times article explains the potential problem:

"The issue of gambling, illegal for Korean nationals, is a sensitive one, especially after a 2005-06 nationwide scandal over the Sea Story game machines that first passed the regulatory body inspection but were removed after the police discovered excessively speculative and addictive behavior among the players. Due to this controversy, the watchdog and approval committee was created in the Game Rating Board.

The country's attitude toward gaming involving cash transactions has irked Blizzard's local staff who are reluctant to deal with the controversy expected with the introduction of the auction house but are forced by headquarters to launch the feature, an industry source familiar with the matter said."

This prediction proved correct, and when Diablo III was submitted to the ratings board in early 2012, there were significant delays. Blizzard submitted a second time with the "cash out" element removed, but was still unable to receive an age rating in Korea. Not until Diablo III was submitted without any real money auction house at all was the game finally approved for sale, on January 13th 2012.

No Blizzard games since 2012 have featured any kind of real money trading.

Conclusion

These examples along with a numerous black markets for game items and currency demonstrate a clear interest from players in real money trading. However, projects that implement various forms of the mechanic meet several difficulties:

- It's difficult to balance an in-game economy which is connected to an external currency, and often causes developer revenue to be volatile and unpredictable;
- In some regions the mechanics may cause the game to fall into a category of gambling games are regulated differently from other games.

Lordmancer II's implementation of crypto tokens as a hard currency solves both problems:

- The game economy is based on a turnover of Lord Coin, and is regulated through token burn and developer fees levied on each transaction;
- Lordmancer II only allows users to withdraw crypto tokens, so officially the game can not be treated as gambling.

4. Use of Tokens

4.1. Overview

LordCoin (LC) is one of three in-game currencies of Lordmancer II, the other two being Gold and Crystals. Only LC can be used for purchase of:

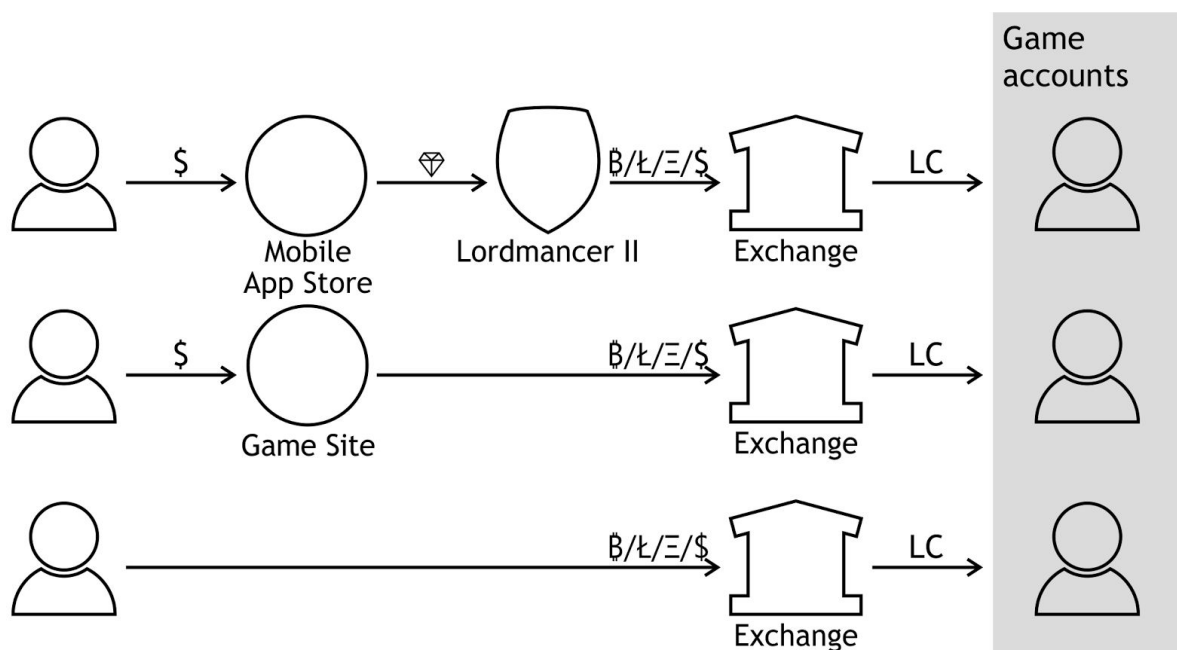
- Unique player skins
- Legendary weapons and items
- In-game islands and lands

and of course for

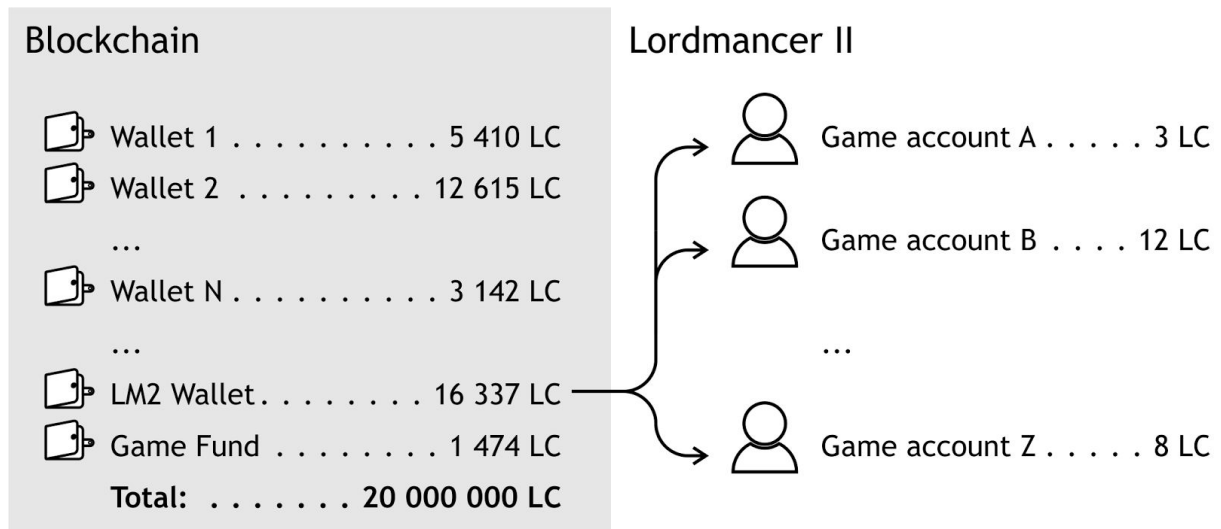
- Player-to-player trade within the game

There are three ways for a player to purchase LC:

- On a cryptocurrency exchange for another cryptocurrency such as Bitcoin or Ethereum or fiat currency. This is the most complicated, but also the most cost-effective way.
- On Lordmancer II website directly for fiat currency, using Paypal or credit card payment. A player doesn't have to know anything about cryptocurrency.
- Inside the game, using existing Google Play or App Store payment mechanism. Ideal for impulse purchases, but the most expensive way to buy LordCoins, since both app stores and Active Games will take their shares of payment.



Every LC token is either stored in a user's Ethereum wallet, or is in the game and therefore is mapped to a player account. All LCs that are currently in the game will be "parked" in a special Ethereum wallet called Lordmancer Wallet.



When a LC token enters the game, it goes to Lordmancer Wallet and at the same time gets linked to a player account. When a player withdraws LC from the game, the tokens are transferred directly to the new owner's personal Ethereum wallet, and this LC are no longer in the game. All token transfers in and out of the game are stored in Ethereum blockchain. Lordmancer II game server only has access to tokens that are being held in Lordmancer Wallet.

Transactions (trades) between players inside the game are off-blockchain, therefore no blockchain-induced delays and no transaction costs.

4.2. Using and burning of tokens

Players spend LCs on unique game content and in player-to-player trades.

Game-to-player Trades

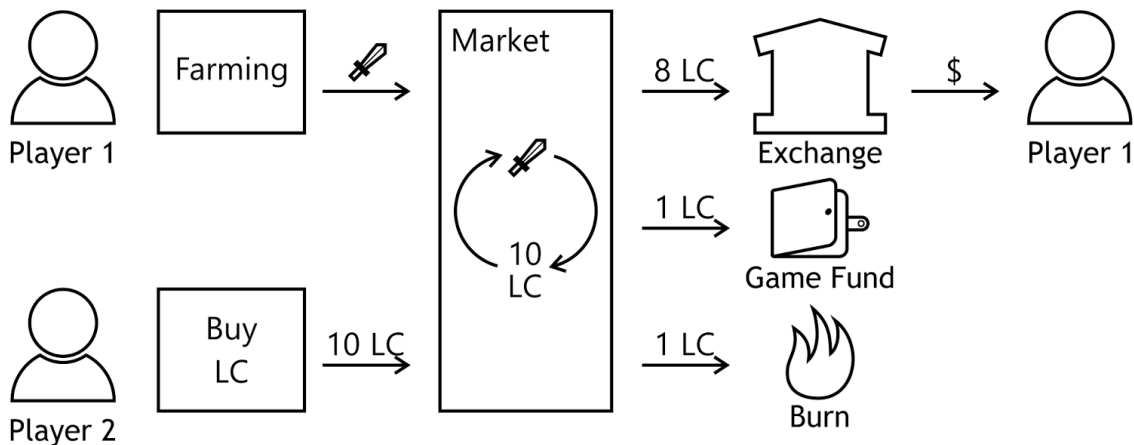
If a player buys something from the game (not another player), e.g. a weapon or a boost, the game will burn 90% of spent LCs, and move the remaining 10% to a special account called Game Funds.

Player-to-player Trades

If a player buys something from another player, tokens remain in Lordmancer Wallet. The game only changes states of involved players' game accounts. With each trade, the game takes a 20% commission. Half of it is burned and the other half moves to the Game Funds

wallet. Active Games will use Game Funds to cover server costs, player support, marketing activities, etc.

Figure: Example of a player-to-player trade.



Burning of a fraction of LCs with every in-game trade provides:

- Constant demand for LCs on the open market
- Bullish price pressure on remaining LCs

From our experience we presume that 80% of the trades inside the game will be player-to-player, the rest is game-to-player.

4.3. Ways for a player to purchase LCs

LC will be available for purchase via three mechanisms:

1. On a Cryptocurrency Exchange

LCs can be purchased directly from another LC owner, using an Ethereum wallet. After the ICO, LC token will be listed on at least one cryptocurrency exchange. A player will be able to purchase LC on the market and move it to their game accounts.

2. On Lordmancer II Website

Players unfamiliar with cryptocurrency exchanges or cryptocurrencies in general will also be able to easily purchase LCs directly on our web site acting as a proxy. The player will immediately receive their purchased LCs in their game account.

However, the price for an LC will be higher by 50% to compensate for conversion fees associated with converting fiat money to cryptocurrency and purchasing LCs on a crypto exchange.

The sale of game items and resources on a third-party website (as opposed to via in-game purchase) is in line with app store policies.

3. Using in-app purchase

In addition to LC, there are other currencies and resources available for sale in Lordmancer II.

- Crystals are a “hard currency” available only purchase only with fiat money. Player can purchase Crystals with standard App Store or Google Play in-app purchases.
- Gold, gems, and other resources are soft currencies, and can be captured or traded in the game, or purchased with Crystals.

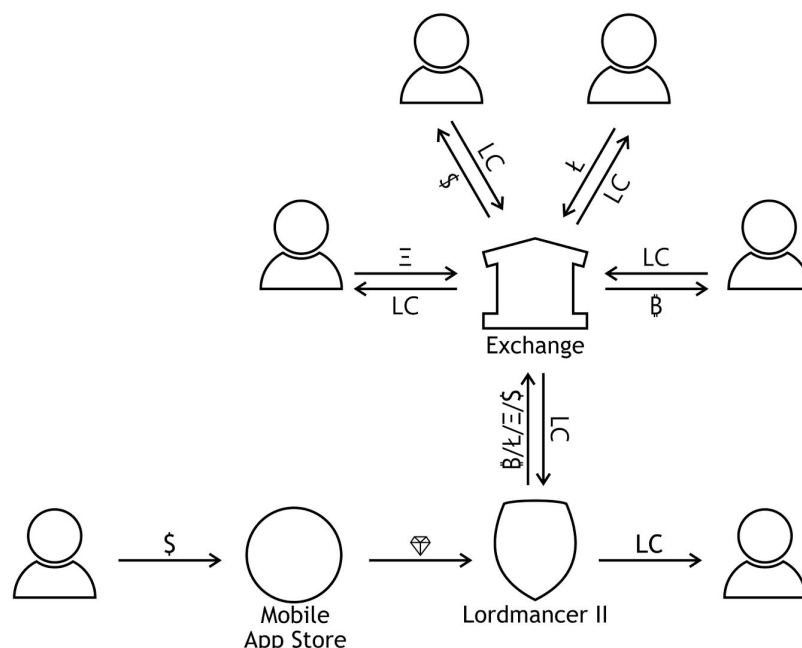
Players will be able to buy LCs by paying with Crystals, the other in-game “hard currency”.

If a player chooses to purchase LC for Crystals, the cost will be approximately 4x the current rate of LC on a crypto exchange. 30% of player’s payment will go to the App Store or Google Play Store as commission, and the rest will be split between the game publisher and game developer. Depending on publisher agreements, developer only receives some 30% of the money spent by the player. After taxes, there will remain just enough money to buy LCs on a crypto exchange at its current price. The exact price of in-game LC will be determined after the launch of the game and will depend on application store fees and conditions of publishing contracts.

Why would players purchase LCs using in-app purchases if they had to pay four times their price on a crypto exchange? It’s because the perceived value of virtual goods is totally subjective, and players often spend thousands of dollars on their favorite games, time and again. If a player is unfamiliar with cryptocurrencies or doesn’t want to spend time and effort to purchase LCs on a crypto exchange and transfer the purchase, we provide an easy one-click solution.

If, on the contrary, a player is crypto-savvy and goes directly to the exchange, the crypto community only gains, because the player will spend more of their money on LC without having to pay fees and commissions to the application store and publisher.

From a publisher and appstore perspective, LC is just another in-game hard currency much like Crystals. Therefore, the game doesn’t violate neither appstore’s nor publisher’s contracts.



4.4. What happens when all LCs are burned?

As was described in 4.2 above, we will burn one tenth of LC involved in every in-game trade.

This feature was introduced on purpose, in order to constantly decrease the amount of LCs available and to create artificial deflation, ultimately leading to constant growth of remaining tokens' value and price.

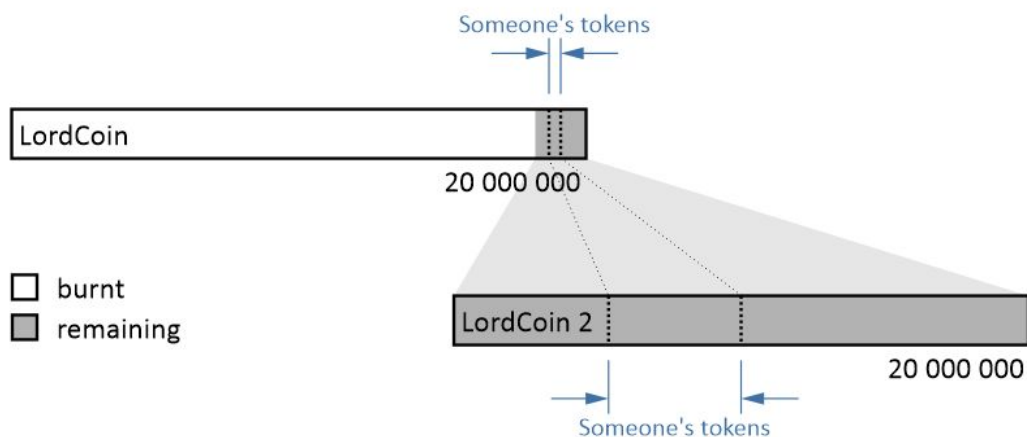
Prices in the game will be constantly decreasing in LCs. For example, a sword that would cost 100 LC in the first year of game's life, would cost 0,1 LC or 0,04 LC in the third year. The value of tokens held by our investors will be growing accordingly.

Burning of tokens is not a problem in itself, as we have 18 decimals in LC. We will introduce smaller values. Take Bitcoin and Satoshi as an example. However, in a few years time we'll run out of 18 decimals. How soon exactly, will depend on how quickly the game will become popular and what will be the turnover of in-game goods.

When it happens, we will introduce another token. Let's call it LC2 for now. We will issue 20.000.000 of LC2 tokens and list the new token on exchanges. Then, we will announce the date on which the following events will happen:

1. LC holders will receive for free as many LC2 tokens as was their LC share in the remaining amount of unburned LC tokens. This way, their value is completely preserved.
2. In Lordmancer II, LC2 will replace LC.
3. LC will be delisted from exchanges.

Please refer to the picture below. Consider Peter, a token holder, who has 10 LC out of 100.000 remaining. He will receive 2000 LC2 (10/100.000 of 20.000.000).

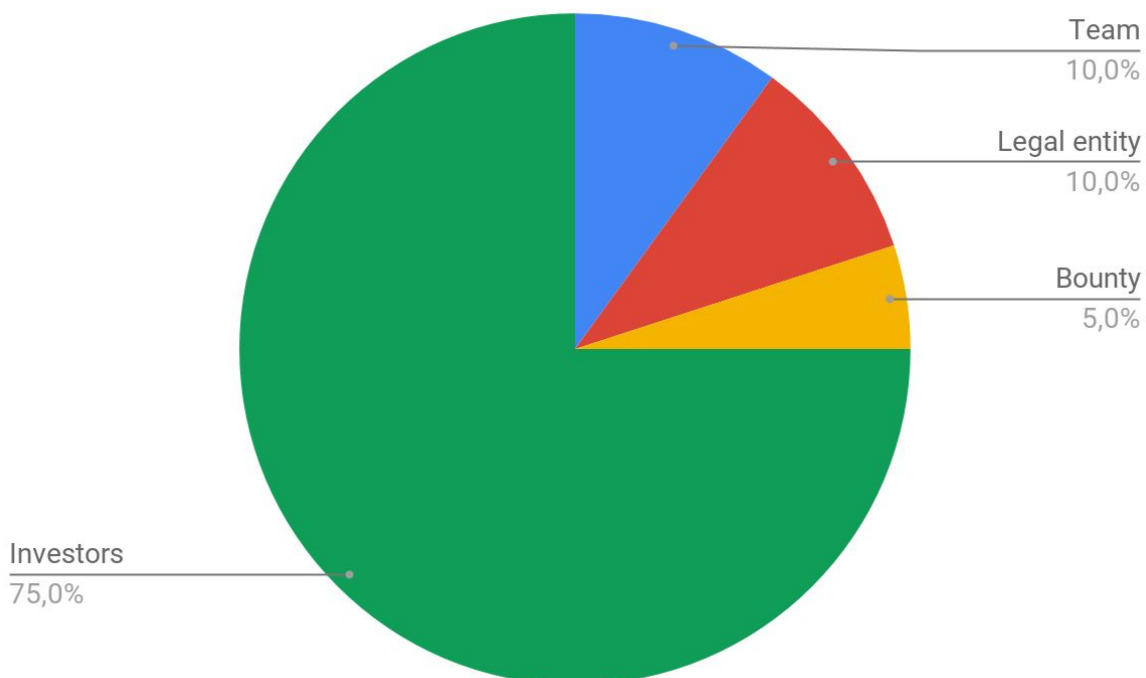


5. LC Initial Coin Offer

5.1. Initial Coin Offer (ICO) Structure

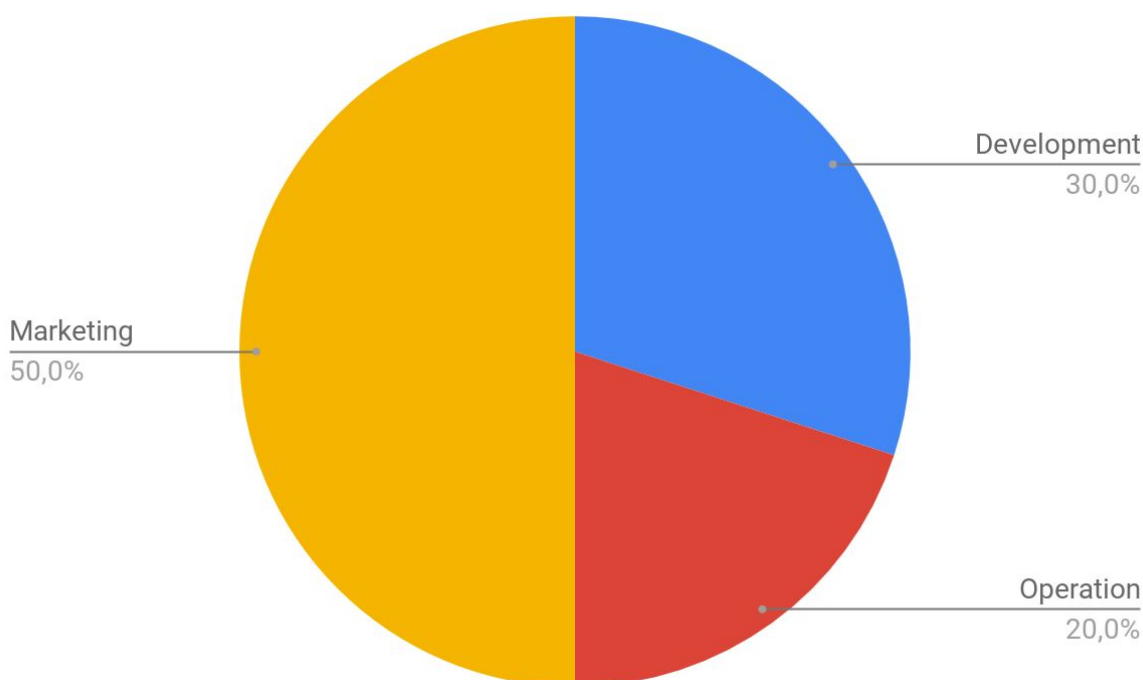
Active Games issued 20,000,000 units of ERC-20 compatible Lord Coin (LC) tokens. The token is based on the Ethereum blockchain. No more LC tokens may be issued.

- **2,000,000** tokens will be distributed among co-founders and the team. A smart contract prohibits half of this amount from being transferred and/or sold for 6 months counting from the ICO date of November 07, 2017. The other half – for 12 months counting from the same date.
- **2,000,000** tokens will be held by the company to fund future game development and expansion
- **1,000,000** will be used for the Active Games Bounty program and advisers
- **15,000,000** will be sold to ICO investors. All of the unsold tokens in this category will be burned after the ICO is finished.



5.2. Intended use of invested money

- 30% of the ICO money will be used for further development of Lordmancer II
- 20% for operational costs
- 50% for marketing



5.3. Initial Coin Offering Timeline

The ICO will be conducted in two stages:

Pre ICO

The Pre-ICO will take place for one month, from August 21 until September 21 of 2017. LC prices will be fixed in ETH on the first day of Pre ICO so that 1LC costs \$0.05 USD.

- A maximum of 2,000,000 LCs will be sold during the Pre-ICO period.
- All purchase revenue will go into Lordmancer II development and polishing in order to fully launch in Russia and prepare for the main ICO.

UPDATE: the preICO began on August 21 and was sold out in 5 days. The target of 100.000 dollars was reached.

Main ICO

The main ICO will start on **November, 07**, end on December, 20, 2017. A maximum of 13,000,000 LC will be sold during the main ICO, and the price will be scaled over the main ICO period:

- **\$0.10 USD for the first 5 days**

- \$0.11 USD from day 6 until day 10
- \$0.125 from day 11 until December, 20

The **Bounty Program** will consist of 1,000,000 LC. All cash from the Bounty Program will go to finishing game development, adding game content, and global marketing.

5.4. Burning of Unsold Tokens

Although we are confident that our ICO will sell out just like the pre ICO did, it may happen that not all of 15.000.000 Lord Coins will be sold until December, 20, 2017.

In this case, we will destroy all of the unsold tokens from this pool, and also a proportional amount of tokens from

- 1) a 2.000.000 pool reserved for the team,
- 2) a 2.000.000 pool intended for covering operational costs of Active Games.

This measure is intended to keep the balance of Lord Coins held by our investors and those controlled by Active Games.

Please note that team's tokens will be destroyed only when they are released from lock-up, in two stages (as stated in 5.1)

We will not be destroying any of 1.000.000 tokens allocated to our Bounty Program.

6. Advantages for LC token holders

Lordmancer II will boost demand for LC tokens in two ways:

- By selling unique skins, weapons, and other items exclusively for LC
- By encouraging of player-to-player exchanges (trade) conducted in LC

For any in-game player-to-player trade using LC, that LC first has to be purchased from the market and parked in Lordmancer Wallet. With every in-game trade with LC a part of them will be burned in order to further increase the market value of the remaining tokens, in the interests of our ICO backers. In case of a game-to-player transaction 90% of tokens will be burned. If it's a player-to-player trade, the amount is 10%.

For LC holders, value comes from the LC burned through in-game transactions and exchanges, driven by the player base inside Lordmancer II.

We have provided our players with a simple and convenient way to purchase LC without needing to know anything about crypto currencies, dramatically expanding the potential customer base for LC and including them in the market, even if they're not familiar with the crypto currency market and never visited an exchange. With LC, the game itself acts as a transparent proxy between players and the crypto world.

The structure of the LC, because it is anchored by the Lordmancer II game, is such that every user purchase or exchange of LC inside and outside of the game drives demand for the crypto currency. All types of LC users, from gamers to speculators, drive demand and thus create bullish price pressure.

Growth of in-game trade volume will lead to LC value appreciation, and as a result additional revenue for Active Games. This aligns developer goals with goals of both our users and our investors, ensuring shared motivations across stakeholders and a continued focus on improving Lordmancer II far into the future.

Now, let's focus on some numbers.

Key Markets	LTV, USD	CPI, USD	Number of mobile players, millions				
	(lifetime value)	(cost per install)	2018	2019	2020	2021	2022
Russia	2,4	0,3	81	84	87	90	93
South-East Asia	4,8	0,6	765	912	1069	1226	1383
Latin America	4,8	0,6	266	302	337	372	407
US+EU+Canada	20	2,5	546	565	585	605	625
Mobile market	billion USD	all markets	52,7	59,2	64,9	70,6	76,3

Source: [NewZoo](#)

Below is our estimate on how quickly a game reaches its peak market share, supported by stats from both our own Lordmancer for Java (launched in 2008) and [World of Warcraft](#).

Market share saturation	year of game's life	1	2	3	4	5
Percent of target market share		30%	60%	80%	95%	100%

Here's a breakdown of revenue by markets, taking into account their respective volumes, dates of launch (2018 for all markets except the most demanding "Tier 1", North America + EU), target market share in terms of how many users will install Lordmancer II.

A lot of key values here correspond to [this excellent summary](#) of the most important benchmarks of game metrics. (Mio = "millions")

Two most important strings of values for an investor are projected demand for LordCoins, marked in red, and projected supply, marked in green.

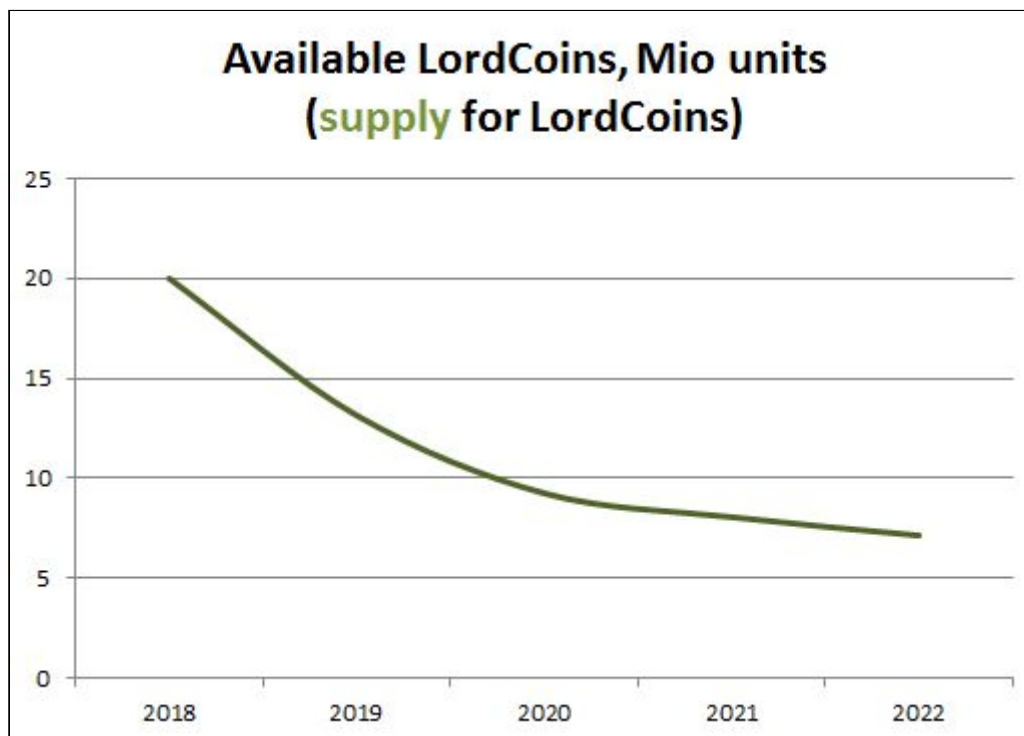
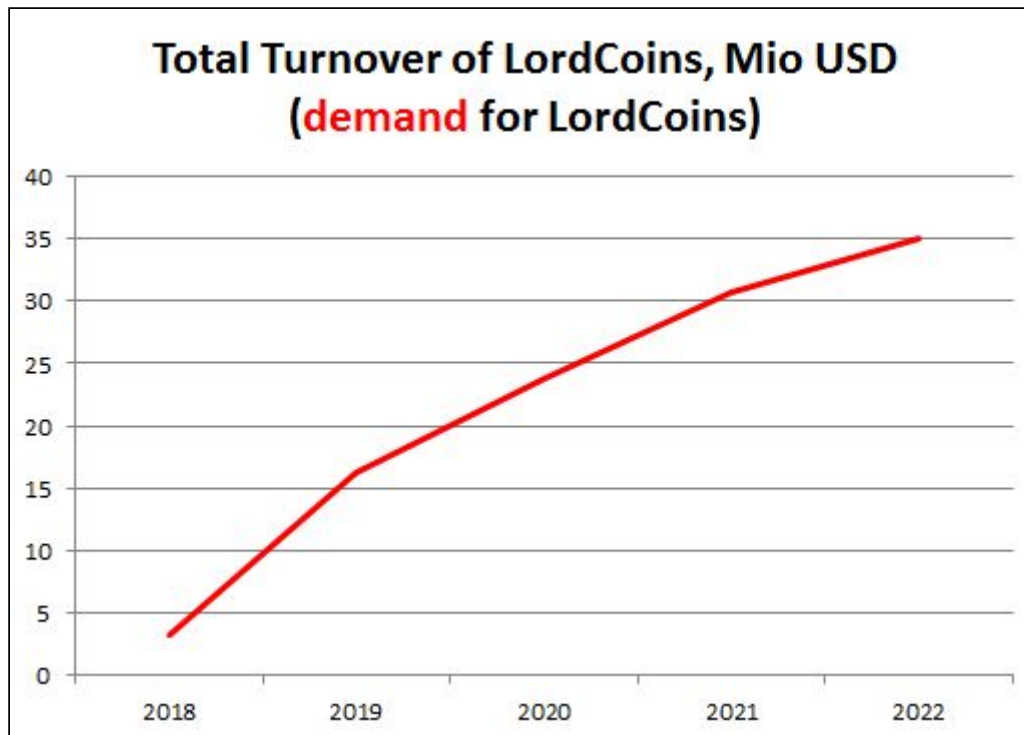
Russia	Target Market Share	2018	2019	2020	2021	2022
% of target market, year average	0,5%	0,15%	0,30%	0,40%	0,48%	0,50%
Revenue from in-game purchase, Mio USD	(of players)	0,29	0,60	0,84	1,03	1,12
Turnover of trade in LordCoins		0,07	0,15	0,21	0,26	0,28
South-East Asia						
% of target market, year average	1,0%	0,30%	0,60%	0,80%	0,95%	1,00%
Revenue from in-game purchase, Mio USD	(of players)	11,02	26,27	41,05	55,91	66,38
Turnover of trade in LordCoins		2,75	6,57	10,26	13,98	16,60
Latin America						
% of target market, year average	0,5%	0,15%	0,30%	0,40%	0,48%	0,50%
Revenue from in-game purchase, Mio USD	(of players)	1,92	4,35	6,47	8,48	9,77
Turnover of trade in LordCoins		0,48	1,09	1,62	2,12	2,44
US+EU+Canada						
% of target market, year average	0,5%		0,30%	0,40%	0,48%	0,50%
Revenue	(of players)		33,90	46,80	57,48	62,50
Turnover of trade in LordCoins			8,48	11,70	14,37	15,63
Total Studio Revenue Before Appstores		13	65	95	123	140
Studio Revenue after AppStores	70%	9	46	67	86	98
Marketing & User Acquisition costs	50%	5	23	33	43	49
Total Turnover of trade in LordCoins	Mio USD	3	16	24	31	35
Remainig LordCoins, Mio units	start of period	20	13	9	8	7

The demand will be increasing because the number of players and, accordingly, turnover of player-to-player trade for which LordCoin is the only possible currency, will be increasing. We estimate volume of player-to-player trade to be ¼ of in-game purchase volume.

On the other hand, supply of LordCoins will be constantly decreasing because of our "burn" feature. Remember, the game will burn 90% of LordCoins in case of a game-to-player trade (the rest goes to Game Funds), and 10% in case of a player-to-player trade (another 10% goes to Game Funds and the seller receives the remaining 80%).

In a game called Spells of Genesis created by EverdreamSoft studios, a company founded by our advisor Mr. Shaban Shaame, only 10% of BitCrystals tokens remain in circulation (i.e.

not yet burned) after 2 years since the ICO, but we're more conservative in our estimation.



Important takeaway is that demand for LordCoins will be rapidly increasing while corresponding supply will be shrinking, making every remaining LordCoin vastly more valuable with time.

7. Beyond Lordmancer II

What will happen when Lordmancer II has approached the end of its lifetime? How much will the token cost, what will happen to it?

MMO RPG are long-lasting games. For example, our first game, Lordmancer, was in development since 2006 and hit the market in 2008. In September 2017, it marked its 9-th anniversary. People still play it and it is still cash positive. But yes, life cycles inevitably end.

Here's our strategy.

We will be launching more MMO RPGs, because we like them and also because games of precisely this genre always have a sophisticated economy of in-game goods and a lot of ways to monetize. Some of those MMO RPGs we will create in Active Games, others we'll find on indie market. We will be launching a separate ICO for each new game after we have figured out exactly how a cryptocurrency may benefit its economy. Those ICOs will be used to fund game development and marketing, and to create new tokens.

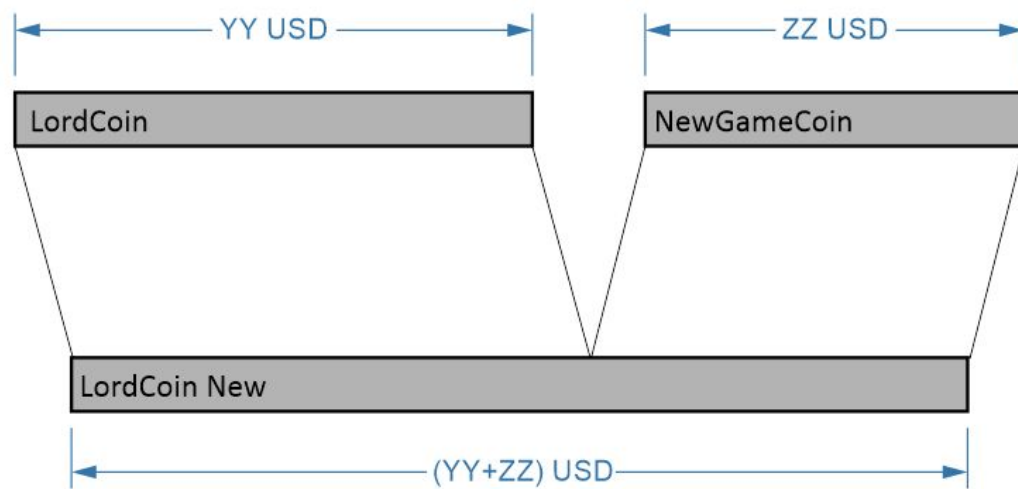
At some point after an ICO, when a game has proved it's good and viable, we will merge "old" tokens and new ones, every time making sure that the value of old tokens is preserved.

We will be constantly expanding our portfolio of games which will be using a common token in their economies. Early purchasers of LordCoins will become holders of that new token of ever-expanding ecosystem of games. This way, when Lordmancer II is approaching the end of its lifecycle, all of us will be holding tokens of a thriving, expanding ecosystem in which mature, profitable games coexist with younger, rising ones.

Those familiar with modern-day ICOs in gaming area may ask what is the difference between our approach and those of many other "universal cryptocurrency platforms for gaming". In fact, they are contrarian.

All of those "platform" projects seek to raise money on ICO today in order to attract games to their platform sometimes in the future. From a studio standpoint, there are very few benefits in joining such platform. Studio will not receive funding. It's next to pointless to use a token controlled by somebody else in your game. We think that such "platforms" will be attracting only weak, unviable games joining them out of despair.

Our approach is different. We will be selecting (or creating) great games where usage of a crypto token really makes sense. We will secure funding for each and every game by conducting a separate ICO. Only when a game has proved success, we will be merging its token with the ecosystem.



As a result, we and our investors will receive a healthy, growing, prosperous ecosystem instead of a random pile of mediocre games.

8. Team

8.1. Management



Anton Telitsyn, co-founder, CEO

A software developer for 8 years, Anton graduated MBA in Management. Trusted and respected leader, Anton has strong technical and management background paired with profound knowledge of the technologies behind consumer software development. Anton is a serial tech team leader in a number of startups.



Ilya Mikov, co-founder

A serial entrepreneur, Ilya started his first business in 2003 and exited in 2008 after raising venture capital from a group of business angels. Over 18 years as an active entrepreneur in software and telecom, he has founded and co-founded multiple cash-positive businesses. The idea of a multiplayer Java game came to Ilya as early as in 2006, before market had seen anything similar - this idea came to fruition as Lordmancer for Java.

8.2. Development team



**Petr Klepcin,
Team Leader**

12 years of experience in software development. Server and client programmer.



**Andrey Zobov,
Lead Designer**

Graphic designer with 15 years of experience across multiple projects



**Alex Onuchin, Game
Designer**

Passionate game and graphic designer, Lordmancer II is his third project



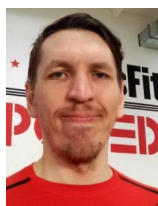
**Anton Semakin,
Lead 2D Artist**

Game artist with 18 years of experience across multiple projects



**Maxim Skrupski,
Senior Developer**

Unity framework jedi, client- and server-side developer.



**Eugene Kostarev,
Server Developer**

Eugene is the mainstay of Lordmancer II's server development and network protocols.



Ildar Fasckhetdinov,
Client Developer
Recent alumni of a local CS
University dept, winner of a
few scientific competitions.



Marsel Atnyashev,
developer
Profound knowledge of
React.js, Scala, Go,
Google Closure, Postgres,
Sphinx

8.3. Advisors



Shaban Shaame, [EverdreamSoft, Founder & CEO](#)

Shaban founded EverdreamSoft, a Swiss-based game company, in 2010. He pioneered in-game blockchain integration with Spells of Genesis and BitCrystals economy, giving players true ownership of their digital game assets. Everdreamsoft is also developing a Blockchain Gaming Platform which will help game studios embrace blockchain technology and transform the game industry. EverdreamSoft's ICO was back in 2015, and since then BitCrystals, the token of Spells of Genesis, saw x23 growth with x46 at its peak.



Dmitry Sutormin, Angel investor

Dmitry is a prominent russian angel investor in IT and telecom spheres. He has vast experience, had done quite a few successful multi-million exits. Formerly, Dmitry was a marketing consultant and the CEO of a training company specializing in marketing. A mobile games enthusiast, Dmitry has plenty of brilliant insights to share with the team.



Peter Van Dyke, [GTR, Director of Product](#)

Peter is a long-time veteran of the industry with nearly a decade of experience designing, developing, publishing, and managing games in the US and South Korea. As CSO at GTR, he has developed a platform enabling small studios to reach out across the world for players and help guide and support them during development and beyond.



[Greg Limon](#) Founder of Canada Capital Group inc .

Co-Founder at Planet Partners , in London based accelerator/incubator consulting company
Involved in multiple business directions such as medical, legal, real estate development, high tech, production, trading commodities, with partners had done 2 successful IPOs.



[Stan Milc](#) Caviar House, Canada Capital Group inc., Business partner
Co-Founder: Planet Partners - in London based accelerator/incubator consulting company.
Generator of ideas, able to translate dreams into reality. With my spirit and enthusiasm, I inspire others and help form professional teams. I'm determined and I never give up. My strength is the high results. 7 years in business as a developer and entrepreneur, founder and investor.
Business partner in international projects: Caviar House, Canada Capital Group inc.