



D E N C I T Y

W H E R E Y O U C H O O S E Y O U R
M E T A L I F E

W H I T E P A P E R

Abstract

DenCity is a Virtual Reality and Blockchain enabled platform where people can come and become who they always wanted to be and define their lifestyle and rules according to them.

Along with this, people will be able to sell goods and services within the ecosystem and earn DNX Token, an Ethereum based ERC20 token which will be used in both real and the virtual world. DNX enables citizens of the Metaverse to transact and transfer assets among themselves and at the same time these DNX tokens have value beyond DenCity's virtual life.

The primary motive of using Ethereum Blockchain technology to run DenCity is to shift the power of decision making from a few people to all the stakeholders of the system.

Since the rise of VR in the past few years, people have started spending more and more time in virtual worlds. Usually, this interaction occurs on platforms such as mobile, computers and enabled by VR hardware such as Oculus Rift, HTC Vive and others. According to Statista, the Virtual Reality and Augmented Reality market will cross \$200 billion market size by 2021.

We, at Dencity, believe that rules and regulations are essential to the survival of a society. Keeping this in mind, we will be releasing a basic survival guide in Phase 0.5 but since DenCity is a world run by its citizens, we will encourage all the citizens to come together as community or sub-communities and form their own governance architectures built upon this basic survival guide.

This document underlines the key motivation, technologies and economics of DenCity.

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1. DenCity- A Life Designed by You

DenCity is an Ethereum Blockchain and AI powered metaverse that provides you an engaging and immersive VR experience and lets you make a world of your own. A user will not only be able to explore, learn and create a life of his/her choice in accordance with the real world rules but also earn tokens that will be of use in the real world.

In real life, you are born with a certain characteristics and you can't change them throughout your life. In DenCity, you can totally change your avatar into whatever you want, in seconds. In DenCity, you begin your life as a normal individual with a place and a job of your choice. Once you are set, you can do what you wish to do in DenCity and you can start selling your services to other denizens in DenCity or you can start a venture of your own. At DenCity beyond the regular community interaction each player/Denizen has an opportunity to live the life of their dreams for example, if you want to go ahead and play for Bayern Munich, you can go and give a trial for them.

Along with this, DenCity works in tandem with the basic human and environmental survival laws which means people are supposed to take care of their basic needs like food, clothing, shelter along with doing work and earning money to survive in the society.

We, at DENCITY, are working on a 3-layered protocol involving 3 key future defining technologies to deliver the best possible experience to our users. More on this in the technology section.

2. Why Ethereum Blockchain?

People usually have to rely on an intermediary for any kind of transaction to go through both in real and virtual world. However, with the advent of Blockchain in 2009, the world got introduced to a cryptographic proof of ownership of assets eliminating the need for any intermediary. The technology got its real boost when Ethereum came into existence in 2013. Ethereum blockchain, apart from enabling P2P transactions comes with Smart Contracts which are one its core strengths.

Since its inception, Ethereum blockchain has been regarded as web 3.0. The community members and developer community continues to create products and services on Ethereum Blockchain for different industries ranging from finance to healthcare. Such wide acceptance shows the world's interest in a decentralised economy and we believe ethereum will be the biggest driver of this future.

On the same lines, the economy of DenCity is based on Ethereum Blockchain with its applications like P2P transactions and smart contracts used in everyday life.

3. Simulated World and Its Problems

Simulated world, the term stems from the simulated theory hypothesis which states that reality could be simulated to a degree indistinguishable from "true" reality. A working model of this is exploration games and virtual worlds. You may be familiar with Linden Lab's virtual world Second Life, where you can create an avatar of your own and explore a fantasy world with other users. Similar to second life, there are many other virtual worlds which let people create a world of their own.

These simulated worlds come with a lot of advantages, but they also have their own set of problems which are :

3.1 NO REAL USER INCENTIVIZATION

In any virtual world that exists today, Users are rewarded with virtual tokens which don't really mean anything outside the gaming infrastructure. Suppose you have been a very active player of FIFA 18 and you have a star studded lineup, which carries immense value inside the EA Sports' FIFA infrastructure and its communities but outside that infrastructure, it cannot buy you anything.

According to a report by AppsFlyer, 2.2 Billion people play games every day. With such a huge fan base, the industry generated a revenue of \$100 billion dollars in 2016. However, if we come to talk of the money made by the players, it does not amount to much. Pro-gamers, representing a fraction of the gaming community, are the ones who get rewarded and 95% people which are a significant source of the revenue, are ignored.

Every minute spent in-game leaves these gamers with virtual goods. These goods could be new coins, new armor or in-game equipment which hold immense value in the gaming world. Unfortunately, these assets are of no value in outside world making it of no use to the player.

One of the major reasons the current video gaming companies don't have any such structure put in place is because 95% of the gamers in the current system don't pay to play. This figure tells us how uneven the distribution of revenue in the gaming world is. If the remaining 95% of the user base can be monetized by putting proper incentives in place, the gaming industry may very well see a huge spike in revenues and profits.

3.2 ZERO CONTROL OF USERS ON GOVERNANCE

"I happily played World of Warcraft during 2007-2010, but one day Blizzard removed the damage component from my beloved warlock's Siphon Life spell. I cried myself to sleep, and on that day I realized what horrors centralized services can bring.", these are the words of the most important figure in the Cryptocurrency world, **Vitalik Buterin**, Founder and Chief scientist of Ethereum.

It wasn't the first time the players expressed their anger over a certain decision by a game manufacturer. It is to be noticed that these game manufacturers do take in the the opinion of alpha players while taking decisions but these alpha players represent only a fraction of the gaming community and their opinion is usually not a true representation of the general gamer sentiment.

There are often cases where a game has been in development for years and is suddenly halted without any reason. The companies don't talk about games they've spent months or years creating. They won't show gamers any prototypes or tell them any of their problems or even answer the basic questions. The gaming industry is usually covered in this secrecy.

An example of this would be the 2006 Square Enix incident when a reporter asked Square Enix if Final Fantasy Versus XIII, a game announced in 2006, was still under development, the company refused to answer. It would neither confirm nor deny the existence of a game it had already announced.

Another example of gamers having no opinion in the games is a very recent one when there was a huge controversy over the costly in-game purchases in EA's highly anticipated game Star Wars Battlefront II. Later though, the issue was addressed by the company but there are many such cases that we come across on a daily basis. It was a one-off incident where a company responded to its player concerns.

Most of the virtual world experiences that exist today are run by a central company which don't take in the impact of their normal decisions about the game on its users while taking important decisions. This is one of biggest problems plaguing the current gaming ecosystem.

4. Technology

To support this one of a kind Blockchain enabled VR world on both browser and hardware such as Oculus, HTC Vive etc. along with providing the best experience for our users, we have developed a 3-layer architecture to run the DenCity platform.These three layers are as follows:

- VR/AR: Interaction Layer
- Blockchain: Ownership Layer
- AI: The Intelligence layer

Now, We will be discussing each of the above listed layers one by one.

4.1 VR: Interaction Layer

Virtual reality is the most fundamental block of our complex DenCity system. It is only recently that VR environments have been getting so much traction. The market for VR hardware and software is slated to reach a size of USD 40 Billion by 2020.

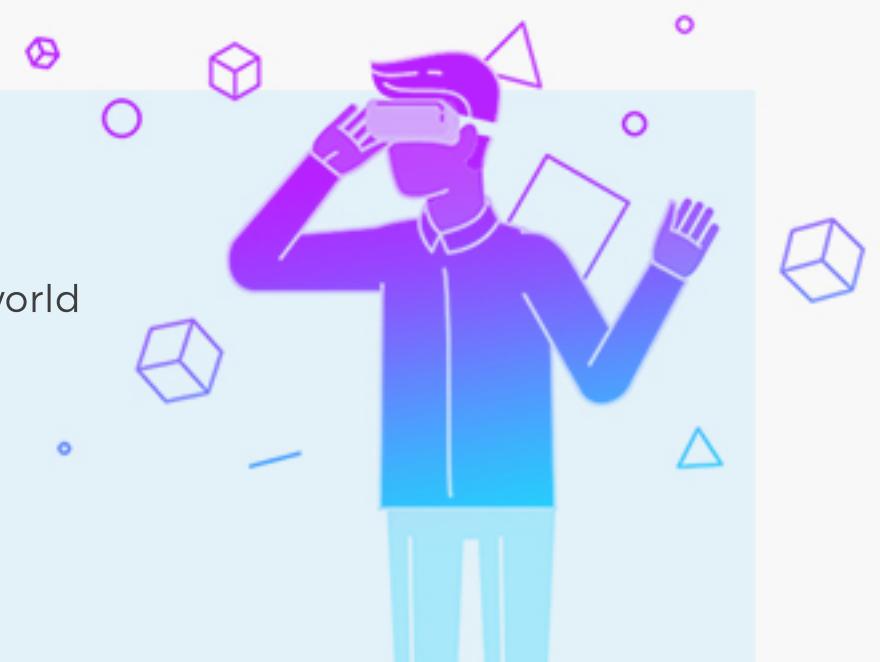
VR industry started getting real traction with Facebook acquiring Oculus in 2014, and since then it has been an upward sprint for the industry. Almost every major company has tried to get their hands into virtual reality market but almost all of their attempts have been unsuccessful.

A large number of industries ranging from Healthcare to Education are using VR to simulate the experiences for their customers. Although, these experiences have been instrumental in taking these industries a step forward but none have been able to create that one killer app or format that can redefine the existing industry forever.

In DenCity, VR is basically the interaction layer that provides the interface for the citizens to participate, contribute and live in the environment(s).

In our system, VR makes it possible to:

- Visualize and manipulate things that you cannot see in the real world
- Take on different perspectives
- Visualize 3D concepts
- Interact in real time
- Present realistic or abstract scenarios



We are building DenCity for both Browser and immersive experiences on hardware devices such as Oculus Rift, HTC Vive and others.

For immersive experiences with headsets like HTC Vive and Samsung Gear, CAVE(Cave Automatic Virtual Environment) comes into play and provides the illusion of immersion by projecting stereo images on the walls and floors of a room sized cube.

A great deal of development has been done using Procedural generation, which is a method of creating data algorithmically as opposed to manually. In video games, it is used to automatically create large amounts of content in a game. A major reason for using it has been the fact that it makes our whole system very lightweight for both browser and immersive systems.

4.2 Blockchain: Ownership Layer

Since its inception in 2009, Blockchain has taken over the world in its call for an open and decentralized world.

Usually, the records of ownership of any item such as land is with the government bodies who store them on their servers. And the government record is a final proof of who owns a particular asset. However, it is a single point of failure which makes it much more vulnerable to attacks from hackers and other parties.

This cryptographic approach requires Denizens to use public/private keys to identify and authenticate the current owner. However, there can be cases where a person may lose his private key and thereby access to the all his assets in the virtual world.

Transferring control of ownership records from an individual to a third party is a tradeoff situation. We can either rely on a trusted third party to authenticate owners and record transactions, or we need to rely on cryptography. Both approaches have advantages and disadvantages. Do note that it's possible to use the blockchain for recordkeeping even if the owner is authenticated using his name and documents: in that case registry's private & public keys will be used, and owner's name (as well as other relevant information) can be added to a transaction as metadata.

Use of the blockchain has the same benefits as described in the previous section i.e. transfer history will be securely preserved in the blockchain. However, owners will have to rely on registry to do authentication properly.

A hybrid approach is highly possible: a cryptographic token/ asset which represents property ownership will be sent to 2 of 2 multisig address, which requires signatures both from the registry and from the owner to unlock. In this case owner cannot transfer his property without interaction with registry, however, neither can registry do transactions without owner's consent. This can provide extra security: a registry can perform additional authentication steps to make sure that transfer is correctly authorized. For enhanced transparency, details about the transfer can be embedded into the transaction, and thus preserved in the blockchain.



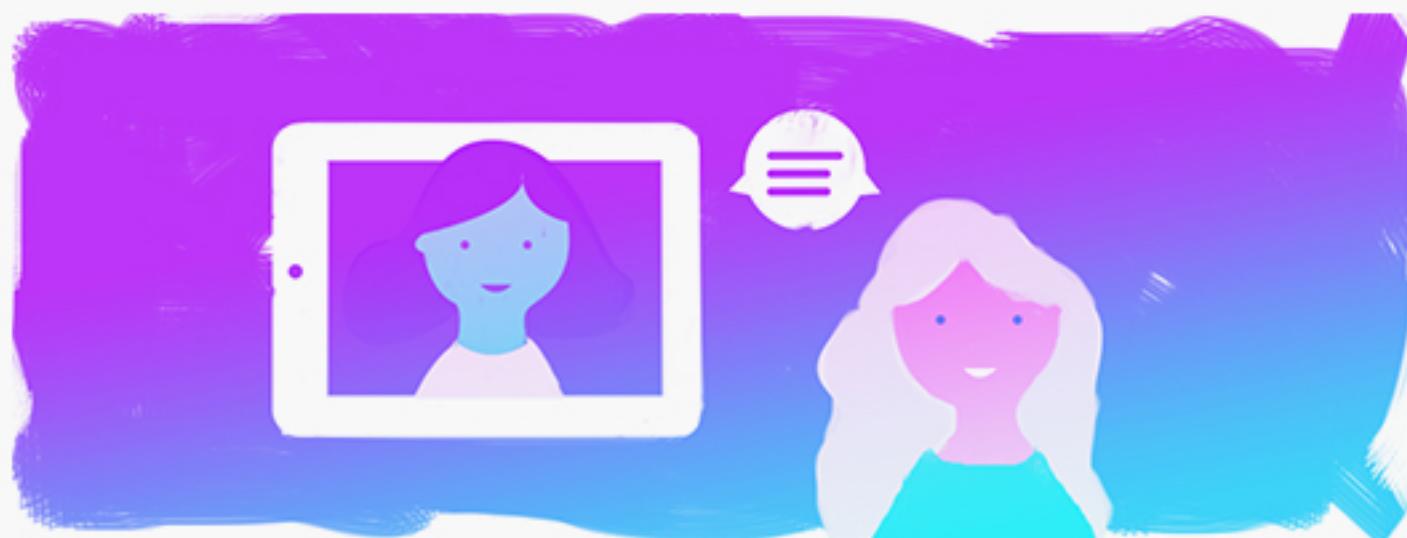
4.3 AI: Intelligence Layer

Artificial Intelligence(AI) has evolved tremendously over the past few years.

A classic example of this would be for a farmer. Suppose there is a player named Alex who is a farmer in DenCity and as a part of his meta-life, he is required to take care of his crops and regularly check their condition. But, he can't always be online to farm in DenCity. Here, our AI layer comes into play. Using the data available from other players' actions and Alex's previous actions, our AI is able to determine the best course of action suited for Alex.

Our AI layer will enable the avatar to perform its basic actions even when the player is logged out of the platform.

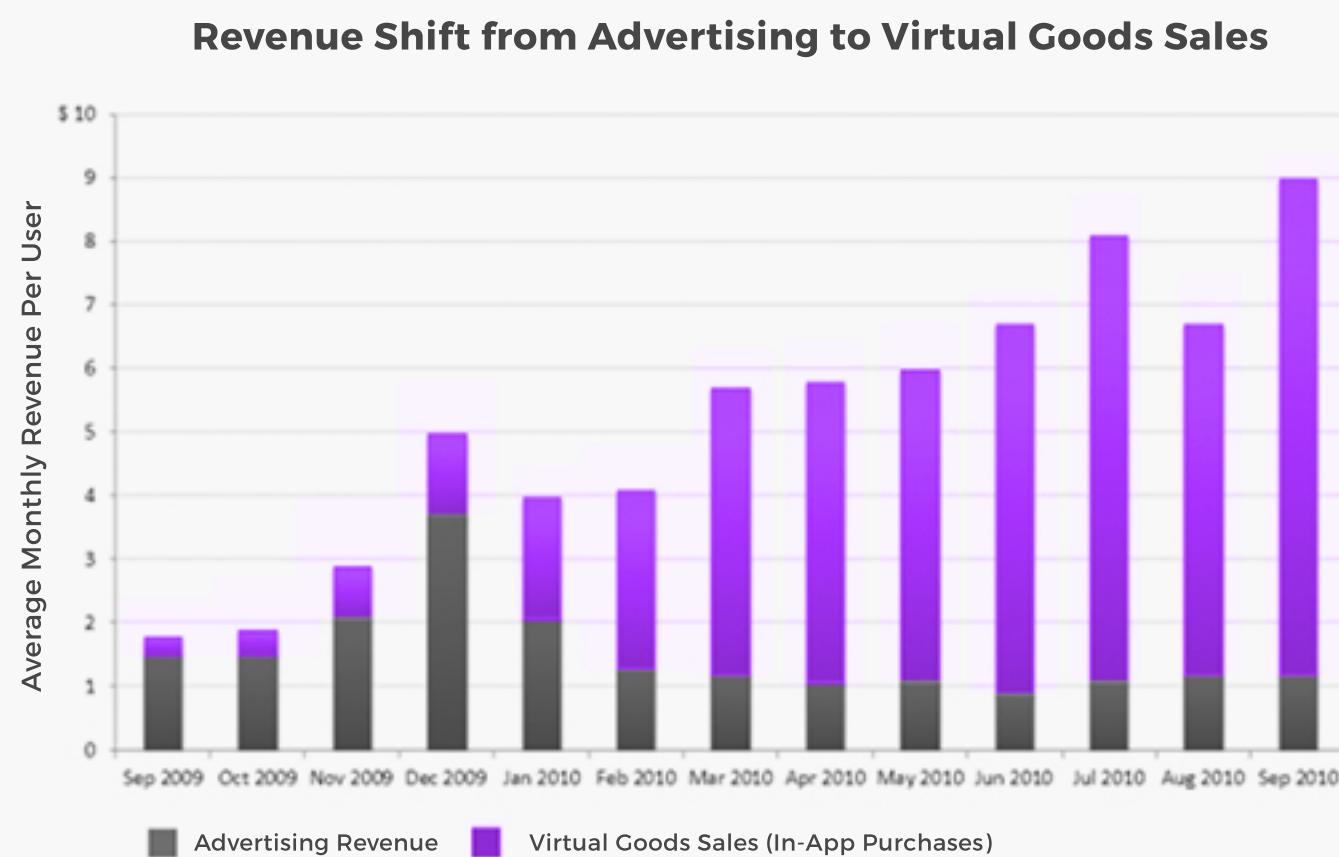
It is to be noted that all this data will not be shared with any brand or used for any advertising purposes. The data is stored in an encrypted format on blockchain with shared ownership visible to both user and platform with a smart contract. It is strictly done to ensure a seamless user experience for our users.



5. Our Key Features

5.1 EARN IN META LIFE- SPEND IN REAL LIFE

Only 5% of the users make purchases in the gaming world. This is a small fraction of the number of players that play a video game on a daily basis. One of the major and often overlooked reasons for such a small percentage is that the players do not perceive any real value addition from these purchases in their gaming journeys. However, the trend for in-game purchases is very encouraging and what is lacking is an environment people would pay to play in.



To facilitate economic operations in DenCity, DNX token will be the primary medium of exchange. Along with payment of goods and services in DenCity, these DNX tokens will be of same nature as other cryptocurrencies which means they will have a similar value for its user outside the system as it does inside it. We believe that this revolutionary change in the game incentive will be of disruptive nature and attract masses.

As the meta-environment replicates the actual environment and with the integration of blockchain your earnings in DenCity will directly translate to your earnings in the real life.

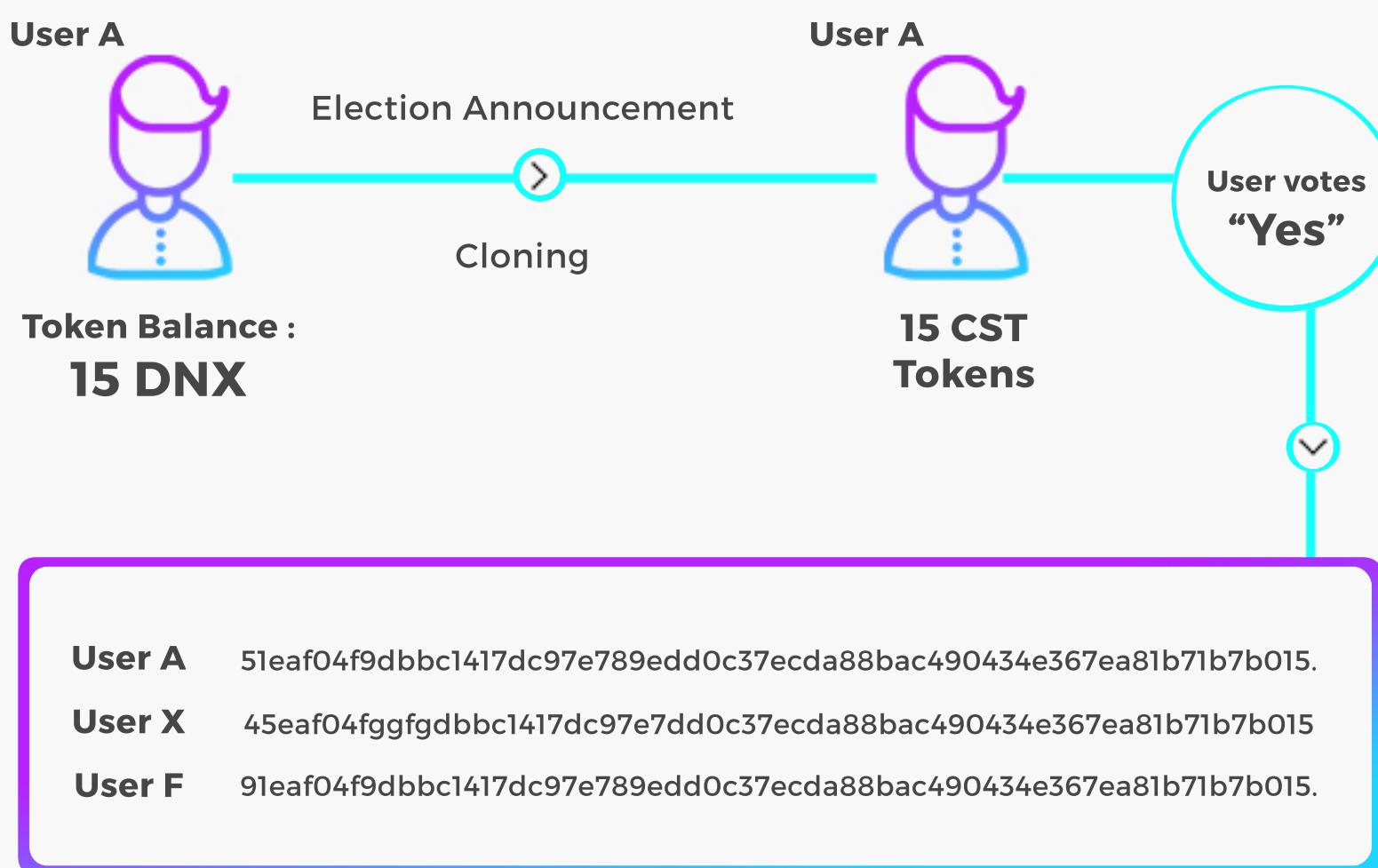
For example, let's assume that you are a writer providing content writing services in your DenCity life. For each of the item that you sell to your fellow people, you get a predefined amount of DNX tokens which you can use to buy goods and services in both DenCity environment and real world.

5.2 DECENTRALIZED GOVERNANCE

Blockchain has been one of the top enablers of decentralized governance. In the gaming world, where each and every decision by the manufacturer affects the gaming community, it is of utmost importance that opinion of players is taken into account while taking decisions.

To facilitate decentralized governance in DenCity, we have introduced a CASTX protocol where each and every denizen will be allotted with the same number of CST tokens as the user's current holding of DNX tokens. These CST will always be generated and auto-credited in case of a voting/election event and once that event is over the unused tokens will be automatically destroyed.

Talking about the security and sanctity of this election and voting procedures, all the data will be available on the public Blockchain making sure there is no scope of fraud. The CASTX protocol allows real time verification of votes and the results can be declared instantaneously once the election is over.



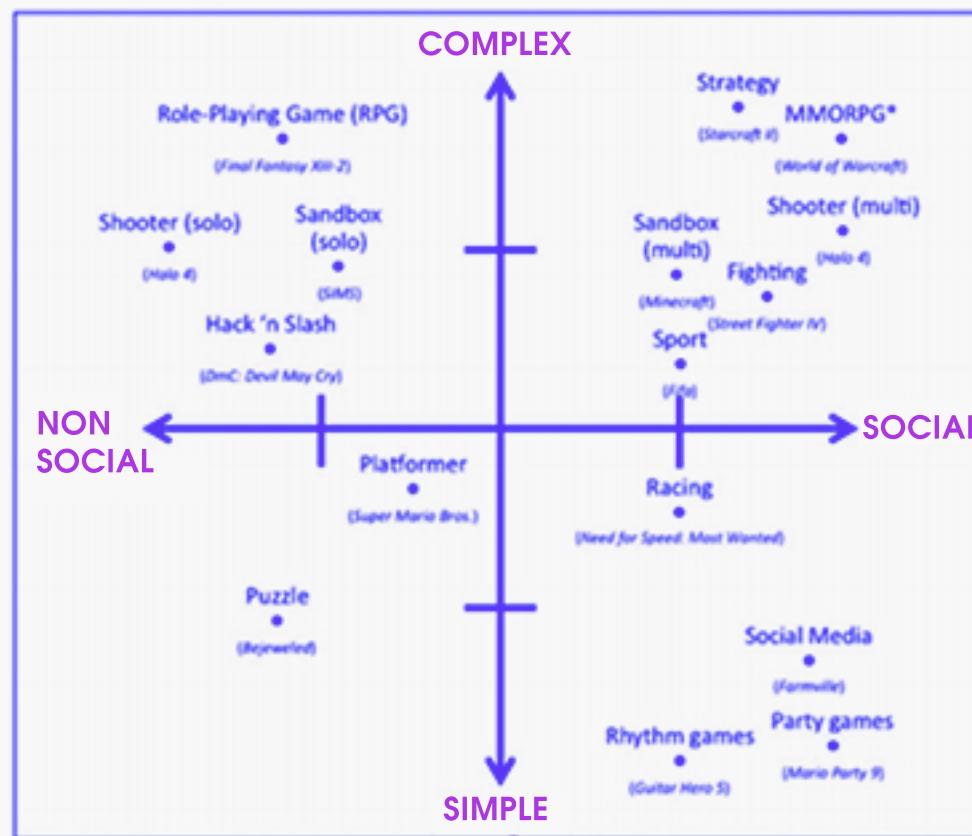
In CASTX protocol, each and every denizen's vote is cryptographically secured to verify the votes.

In case of any form dispute related to rules, a citizen can start a petition against it. If the petition gets support of a significant number of people a voting event will be set in motion via a smart contract.

5.3 SOCIAL CAPITAL

"Man is by nature a social animal", this quote by Aristotle stands true even in the current scenario. The interaction of social features has been a groundbreaking addition to the games. We have seen that games having a social interaction feature constantly outperform games which don't have a social component.

Conceptual Map of the Main Genres of Video Games (With Examples) Organized According to Two Important Dimensions: Level of Complexity and the Extent of Social Interaction Required



If you see carefully, the two franchises namely Mario and Halo actually moved to incorporate the social feature later on. A major reason why the social media component is important in gaming is that it teaches players values such as team building and coordination which are very important to have in real life. Recently, Microsoft launched Minecraft: Education edition, with the Social Interaction and Sharing feature, to be used in schools to teach children essential life values

With the emergence of platforms such as Facebook, a lot of new games have begun to incorporate the social media feature making it possible for people to play with friends. However, in doing so a large number of game manufacturers have opened the gates for these social media platforms to track our gaming behavior as well. It is a well known fact that such data in the wrong hands can cause a huge risk for individuals and can even be used to sabotage or cyber bully innocent gamers and people.

Taking a note of this, we have made it possible for people to come and socialise in DenCity. You can make friends, go out to party and build communities with people here. The major differentiator here is that all of your data is encrypted and is in safe hands with only you, the owner having access to it.

There can be multiple use cases of the social feature in DenCity such as business meetings, community meetups and even virtual dating. With the inception of the first dating website match.com in 1995, online dating has taken over the world. One of the major dating apps, Tinder, is used widely throughout the world and is available in over 40 languages. As of late 2017, an estimated 50 million people use the app every month with an average of 26 million matches per day and 1.6 Billion swipes daily.

With this type of online dating activity happening in current systems, we believe there is a huge scope for virtual dating in DenCity. An avatar will be able to browse, choose and date anyone if he/she wishes to have a relationship within DenCity. We foresee many Avatar friends and relationships translating to real-life friends and relationships.

5.4 RULES & PRINCIPLES

Every society requires a basic set of principles and rules to facilitate the daily activities. It serves as the guideline for what is accepted in the society. Without law, there would be chaos and it would be survival of the fittest. Not an ideal lifestyle for majority of the population.

Like the citizens of any other society, Denizens, the citizens of DenCity, will be expected to abide by a set of principles:

INTER-DEPENDENCE

In DenCity, each and every denizen depends on other denizens in daily life to perform their functions. Interdependence theory is a social exchange theory put forward by two psychologists namely Harold Kelley and John Thibaut that shows how the rewards and costs associated with interpersonal relationships collaborate with people's expectations from them. According to this theory, an ideal relationship is where both parties have high level of rewards and low level of costs. In interpersonal theory, in every relationship, rewards are "exchanged resources that are pleasurable and gratifying," while costs are "exchanged resources that result in a loss or punishment".

There are different types of rewards and costs discussed in this theory. This theory distinguishes between four types of rewards and costs described below:

- **Emotional** costs and rewards are often a result of close interpersonal relationships
- **Social** costs and rewards concern a person's interaction in the social circles
- **Instrumental** costs and rewards are associated with a person's activity in a relationship
- **Opportunity** costs and rewards which arise when a participant has to let go off something, they normally would not, for the sake of a relationship

SELF RELIANCE

Self-reliance is the ability, commitment, and effort to provide the basic necessities of life for self and family. In every society, a man is required to be dependent upon himself both physically and mentally for a wide variety of tasks.

In DenCity, the three principles of Self-reliance are as follows:-

A. BASIC NEEDS FULFILLMENT

In DenCity, each and every denizen is required to take care of basic amenities such as food, water, clothing and shelter on their own.

B. SELF-SUFFICIENT NETWORKS AND ASSOCIATIONS

For survival in the society, a denizen will be expected to build interpersonal relationships with fellow denizens. These interpersonal relationships will serve as the foundation of social capital for a denizen.

C. FINANCIAL INDEPENDENCE

We expect each and every denizen to have an occupation which generates an income for them to live in DenCity.

HUMAN RIGHTS AND DUTIES

Every denizen will be provided with a basic rules and a set of duties to do to survive in DenCity.

A very basic version of these rules and regulations is given below:-

Health: Every denizen is expected to take care of their health and consume a threshold amount of food and water daily to survive in DenCity.

Residence: Every denizen is required to have a place to reside in DenCity.

Income: Every denizen is required to have an income to make sure they are able to feed themselves properly.

Voting: Every denizen is expected to participate in elections that happen in DenCity.

These are the basic amenities that every avatar in DenCity will have to fulfill in order to survive.

We will be releasing a detailed constitution concerning all the rules and regulations for being a Denizen in Phase 0.5.

If, for any reason, a user fails to live up to these basic standards of a Denizen a smart contract will come in effect giving the user a fixed window to regain his health and start his life from previous checkpoint. After the stipulated period in smart contract is over, the avatar will be considered dead and all the assets of the avatar will be open for auction to other Denizens.

RELATIVE TEMPORALITY:

In DenCity, the time cycles will be different from the real world. To ensure a rapid gameplay and seamless experience for the community, the time cycles will be much more faster as compared to real world.

For this mechanism to work well, we have introduced the DLIFE protocol, an extension to the CASTX protocol which enables decentralized governance in DenCity. It enables Denizens to come together and decide on the relative time durations for all the events that will happen in DenCity. This consensus mechanism gives Denizens the power to fasten or slow down processes of nature with their voting power.

5.5 IN-ENVIRONMENT ECONOMICS

Economic systems are the means by which countries and governments distribute resources and trade goods and services. With the absence of a government in DenCity, the people are the enablers of all the economic activity.

DNX token is a standard ERC20 token and is the only medium of payments in DenCity. It is a peer to peer currency with no central bank controlling it. For a player to enter in DenCity, he/she will need to have a minimum number of DNX tokens.

The groundbreaking feature of DNX tokens is that they will be of use in both real and virtual world. In real worlds, the exchange to real money is facilitated through cryptocurrency exchanges.

The P2P currency DNX facilitates P2P economics in DenCity. DNX is the enabler of P2P transactions in between the denizens. P2P Economy is a decentralized model whereby two individuals interact to buy or sell goods and services directly with each other and without intermediation by a third-party.

This form of economics in DenCity is viewed as an alternative to traditional economic models, where a central party takes all the revenue from the users while in DenCity, the medium of exchange stays in the economy with transaction between Denizens while providing the desired satisfaction level to both the participants for their opportunity costs.

Land Distribution: In DenCity, there is a total of 3 billion pixel square area available for people to utilize. In the first phase, the first 300 million pixel square area will be available for sale to the token holders.

Talking about shelter, in first phase, a user will have the option of buying an already constructed home on a premium or he/she can avail the services of construction workers to get a custom residence made for him. All these transactions are secured via blockchain.

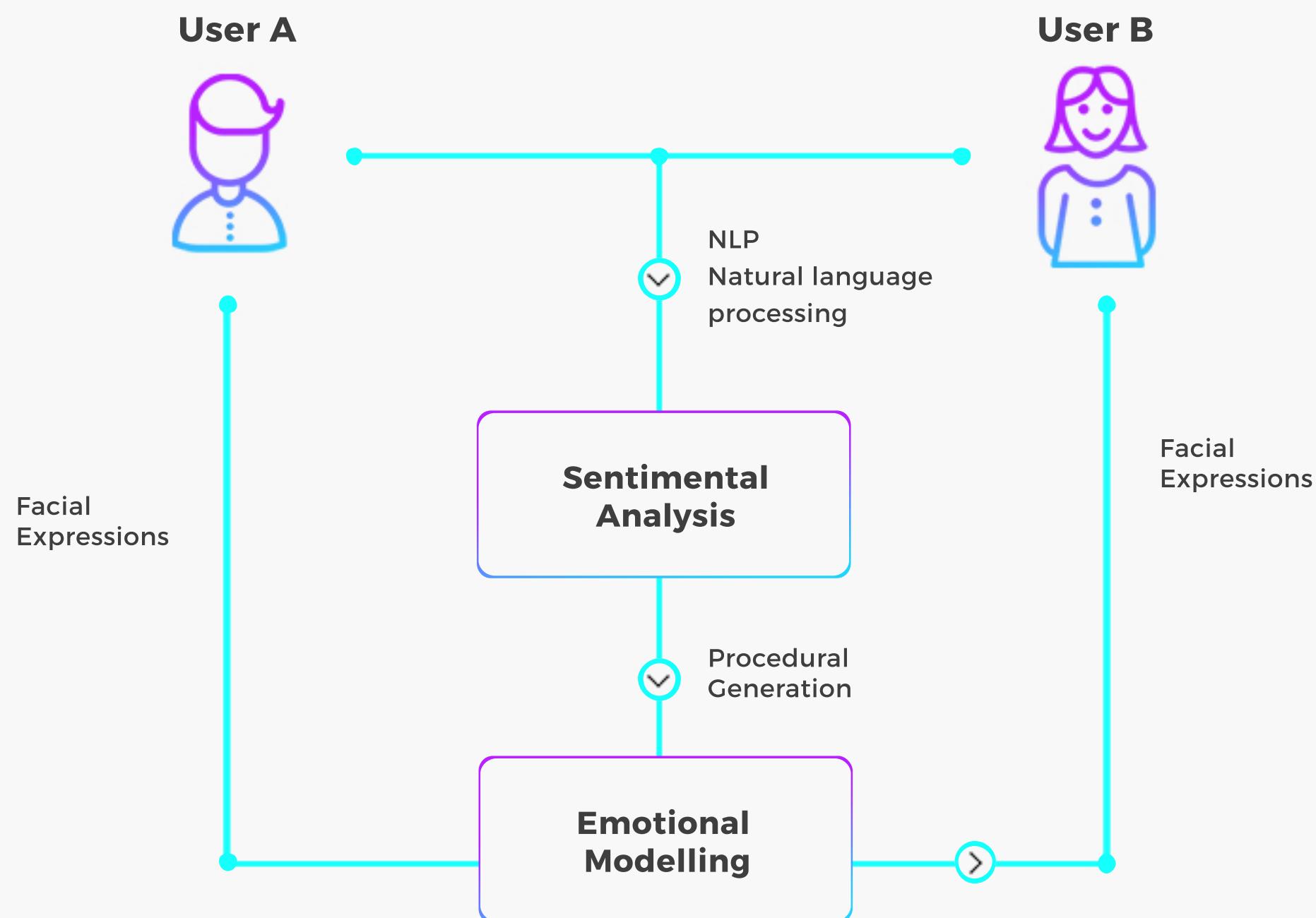
Every denizen will be required to have an occupation in the DenCity. In our first phase, only the essential jobs will be available for avatars to choose from. All these essential jobs are mentioned below:-

- **Farming**
- **Construction Worker**
- **Teaching**
- **Doctor**

5.6 EMOTIONAL MODELLING

In DenCity, the players will go through a range of emotions from happiness to sadness, from gratitude to rudeness, we expect the players to experience a range of emotions during their daily lives.

To make sure that effective communication happens between two parties, we have introduced the concept of P2P emotional modelling.



P2P Modelling combines technologies like Procedural generation and Natural language processing to provide the best emotional expression for the avatar.

In computing, procedural generation is a method of creating data algorithmically as opposed to manually. In computer graphics, it is also called random generation and is commonly used to create textures and 3D models. Natural language processing is the application of computational techniques to the analysis and synthesis of natural language and speech.

In a P2P communication channel between two virtual avatars A & B, the nature of the statement in the conversation between the two is taken into account and then expressed on denizen's face using Procedural generation.

6. What can you do in DenCity?

In DenCity, your imagination is the limit. You can be anyone from a bookseller to someone like Rick Sanchez from Rick and Morty.

Just to give you some idea about what you can be and how you can make money, here are a few examples:-

Brands:

Real life Brands may buy space using billboards near, or in, high-traffic land parcels to promote their products, services, and events. Users can rent their real estate to brands to earn some tokens. Additionally, brands may position products and create shared virtual experiences to engage with their audience.

Digital Content:

Content creators can publish, distribute their content on the blockchain by their audience and earn DNX tokens by asking them to pay a small amount for it.

Social:

Groups that currently gather in online forums, chat groups, or even other centralized multiplayer games could port their communities. Offline communities could also gather in DenCity by renting real estate if the owners are rightly incentivised.

Marketplace:

A user can setup his/her marketplace where he/she is able to sell services to the rest of the public and earn DNX tokens. This marketplace can be of many types. For example, Liam, a fashion designer, can sell designs of clothes of avatars and earn DNX token through that.

Meeting Spaces:

Companies, who have their workforces spread across the world, can buy real estate in DenCity and organise their meetings over there.

Business Use-Cases:

Many businesses can buy up real estate in DenCity and hold their product review and feedback interaction with customers there. In the same spaces, companies can hold their meetups and recreational events in DenCity.

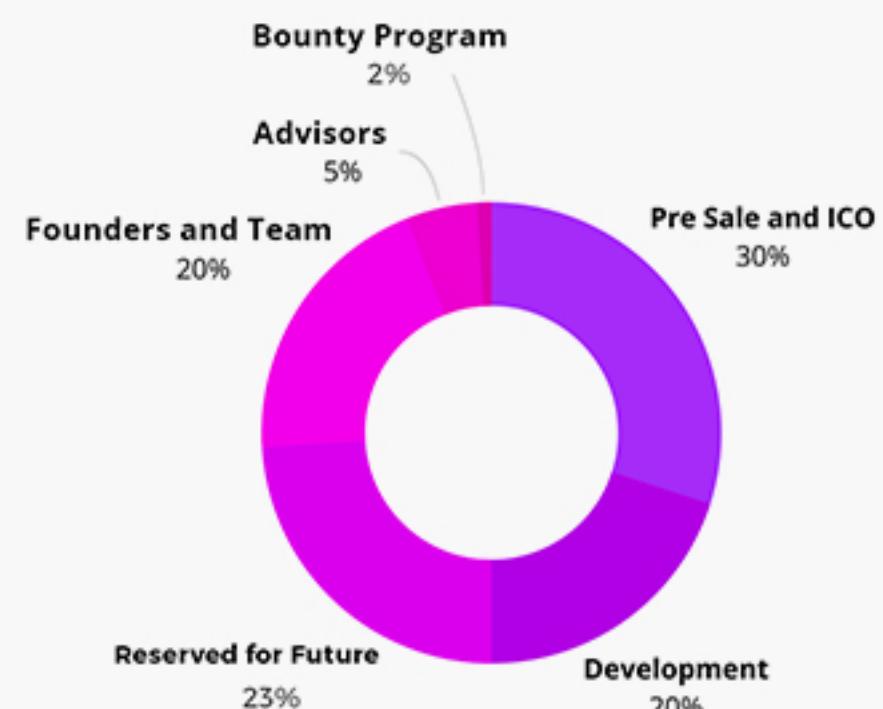
Education:

An educator can use DenCity to teach far more number of kids than he can teach in the physical world at a give point of time. For each student that joins the class, the teachers gets paid a fixed amount of DNX tokens creating an earning source for him/her. The educator can also create content for students and earn through them.

7. Token Distribution & Supply

Overall, a total of 3 Billion Tokens will be produced during the whole project.

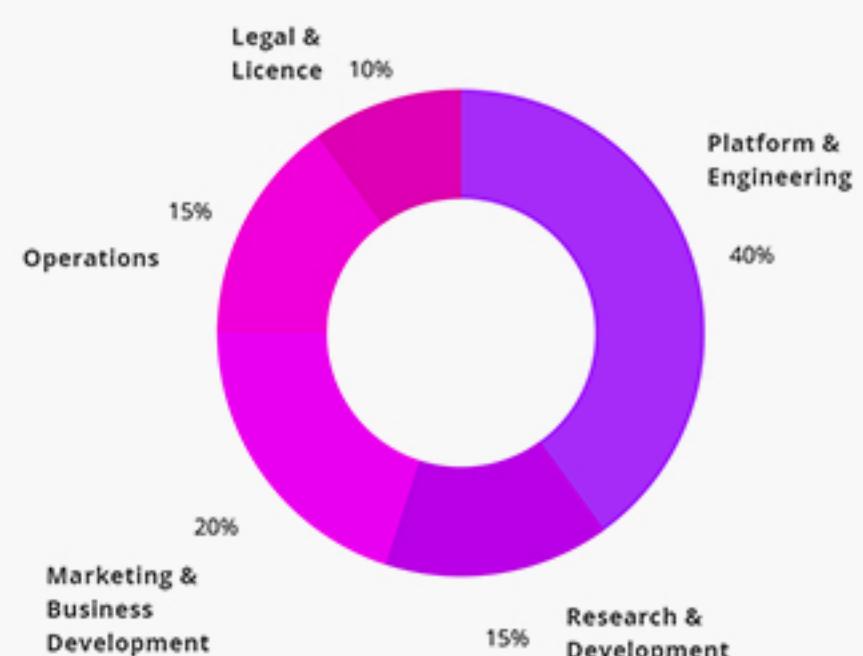
- 30% - Pre Sale and ICO
- 20% - Development
- 23% - Reserved for Future
- 20% - Founders and Team
- 5% - Advisor
- 2% - Bounty Program



For Phase 1, we plan to raise a total of \$30 Million on sale of 900 Million token with each of them priced at \$0.034.

Raised funds will be used for:

- 40% - Platform & Engineering
- 15% - Research & Development
- 20% - Marketing & Business Development
- 15% - Operations
- 10% - Legal and Licence



8. Roadmap

● PHASE 0.5- RELEASE OF RULE BOOK

Prior to the release of Phase I Homestead Nebula, we will be releasing a rulebook which the citizens of DenCity namely, Denizens, will be expected to abide by in the metaverse. This will be the basic rulebook which will list all their rights and duties as a Denizen. To be noted, this rulebook does not alter the format of decentralised governance and is only a basic survival guide.

● PHASE I- FIRST DENIZENS

In Phase I, every denizen will be required to fulfill his/her basic needs of food, clothing, shelter along with having one of the basic occupations listed above in the Rules and Principles section to generate an income to fulfill their basic amenities. This phase will see the formation of DenCity's first civilization, Homestead Nebula. Phase I will be the building block for all the events in next stages and civilizations.

● PHASE 2- FORMATION OF MULTIPLE CIVILIZATIONS, ADVANCED PROFESSIONS

In Phase II, many civilizations like Homestead Nebula will be released by the Core Development team. Along with this, players will be able to select advanced professions such as business manager, entrepreneur, designer. In the 2nd phase of DenCity, Denizens will also be able to pursue a number of hobbies in their leisure time.

● PHASE 3- INTER CIVILIZATION INTERACTIONS & TRADE

In Phase III, the major upgrades will be ability for civilizations to communicate and trade between denizens of other civilizations. This phase will see a huge surge in the number of transactions fueled by unrestricted interaction and trade between civilizations.

● PHASE 4- TECHNOLOGICAL INVENTIONS

Phase 4 of DenCity will be a leapfrog into the technological era which will see an increased quality of life in DenCity. This will lead to much lower costs of living which will make lives much easier and fun for Denizens.

● PHASE 5- PLANETARY EXPLORATION

Phase 5 of DenCity will be giant leap from Phase 4 when the denizens will start exploring other planets in the universe and try to start a civilization on other planets.

● PHASE 6- INTERPLANETARY TRADE AND COMMUNICATION

In Phase 6, we will see successful implementation of exploratory initiatives started out in Phase 5. With this, we will see colonisation of other planets and a great level of communication and trade happening between planets.

9. Team



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