

WHITE PAPER

# REALITYCLASH



TURNS GAMES INTO REALITY



# Reality Clash Token Sale

The worlds first augmented reality mobile game available on iPhone & Andriod

Reality Clash is excited to introduce the **Reality Clash Coin (RCC)**, that powers the Reality Clash mobile game with unique ERC-20 armory.





## About Reality Clash

Reality Clash is an augmented reality first person shooter (FPS) combat game available on iPhone and Android

- A new revolutionary gameplay
- No attachments or add-ons
- Uses the phone's camera, presenting an augmented reality picture on the phones screen
- Real world buildings have an impact on gameplay
- Connect to friends in real-time using geo map technology
- Join private teams and tournaments or go full out street combat mode
- Trade and sell your weapons through the Reality Clash platform or secondary markets for money
- Speculate on weapons and become a virtual arms dealer



# Management Team

Strong experienced team of digital entrepreneurs (games, apps, tech, data & advertising)

Experience in growing and scaling companies

Successfully built and sold companies in the past

Launched & developed successful mobile, console and PC games

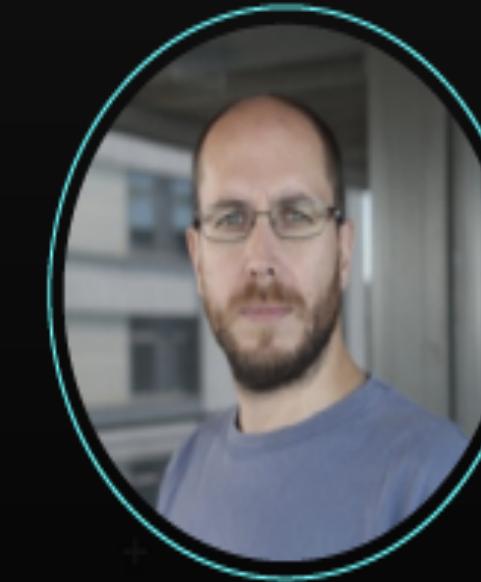
Managed and built developer teams in London, Copenhagen & Ukraine



**Morten Rongaard**  
Co-Founder



**Tony Pearce**  
Co-Founder



**Paul Mottram**  
Lead Developer

REALITY CLASH

APPROVED



REALITY CLASH  
TURNS GAME INTO REALITY

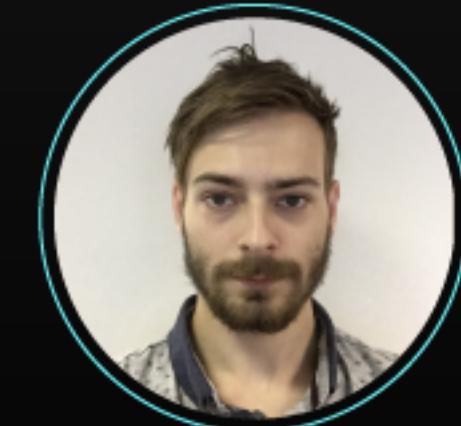
# Team & Advisors – Bios in Appendix



**Ben Hebb**  
Executive producer



**Ella Romans**  
Head Producer



**Sam Barkaway**  
Project manager



**Sonja Angelevska**  
Community Manager



**Jove Stojcevski**  
Web designer



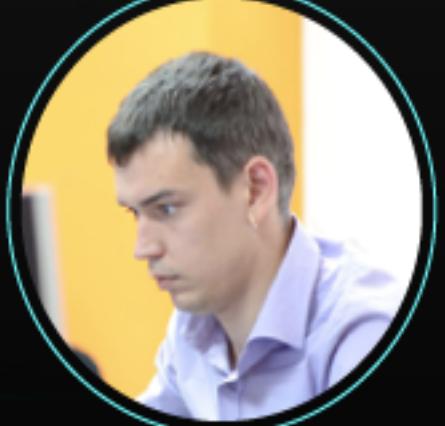
Additional developers post funding will include

1x Executive Producer,  
1x Creative Director  
1x Game designer / Project Manager  
1x Monetisation / Back-end Designer

5x Programmers  
3x Artists / Animators  
1x Audio Engineer



**George McDonaugh**  
Advisor



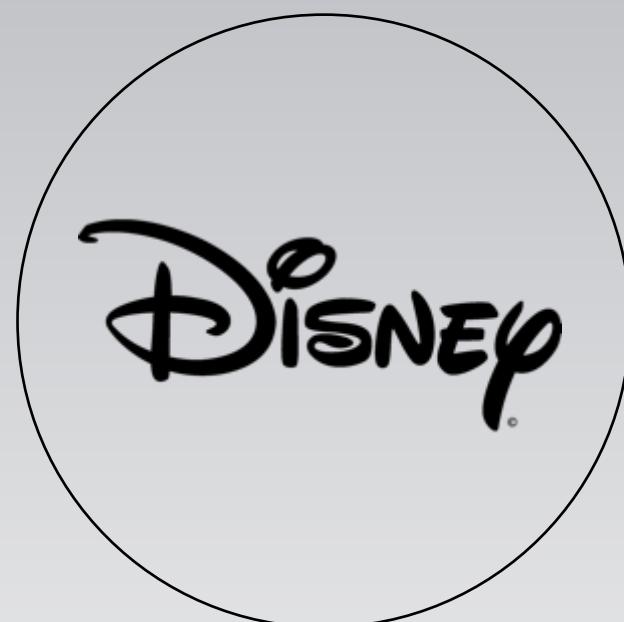
**Nikola Mukoski**  
Web developer



# Previous Development Experience

The development team have worked for over 20 years across VR, Mobile, PC and Console.  
Including the following:

- **Perfect** - PSVR / HTC Vive / Oculus Rift
- **Sing Star** - Disney
- **Marvel Ultimate Alliance 1 & 2** - Activision
- **Guitar Hero** - Activision
- **Risk Urban Assault** - Ubisoft
- **The Voice** - Activision
- **Powerstar Golf** - Microsoft
- **The Rocky Horror Show: Touch Me**
- **Lego Starwars Battle Orders** – Disney
- **Runescape** – Jagex
- **Habbo Hotel**



# Reality Clash Game – The platform

A unique Augmented Reality (AR) gaming platform featuring;

## Location Based Augmented Reality

Being able to accurately place players on the map using real time geo location technology 3D overlays to show stylized versions of the real-world buildings, that can be used to hide behind etc.

## Dynamic Backend

Using middleware and bespoke engineering solutions to develop a dynamic BaaS that can evaluate all player actions / locations and change the gameplay accordingly e.g. place adverts and rewards in real-world locations

## Augmented Reality Gameplay

A fun and addictive AR game mechanic within real-world environments that takes information from a combination of sources such as GPS, WiFi, accelerometers, camera feed

## Integrated Marketing Opportunities

Framework for allowing adverts to be associated with real-world locations and reward players who arrive at these destinations, all controllable from a central server



REALITY CLASH

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## Gameplay

Train and grow as a Reality Clash player, facing and fighting against enemies in their local environment.

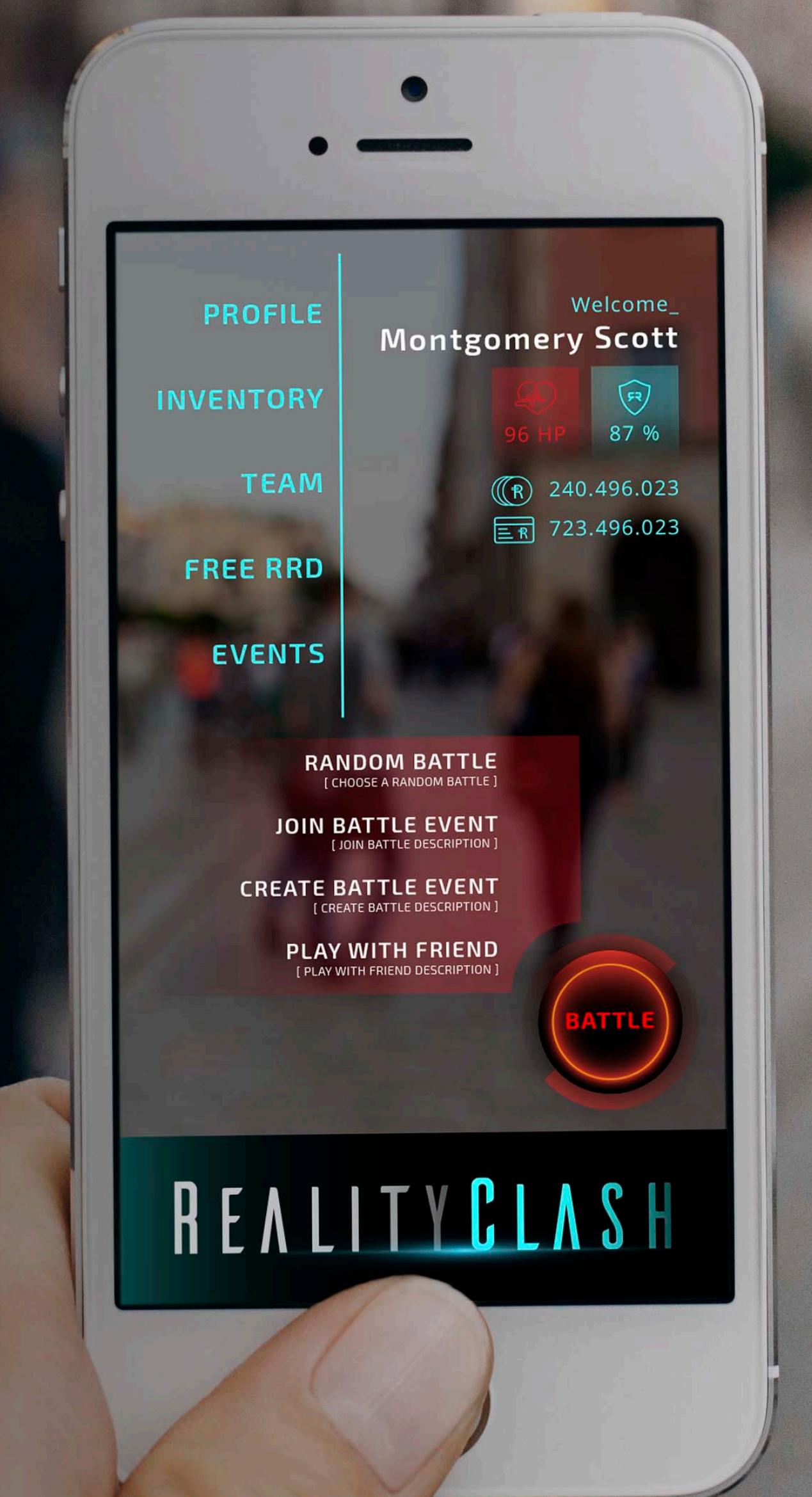
- Familiar places are now your battle fields
- The people in your surroundings are either your allies or enemies
- Build you own headquarters
- Build defenses
- Set up battles in real life environments
- 2 player or full team mode

Invite friends and set up battles in real life environments; parks, fields, woodland, businesses

Visit gaming points (retail shops) to collect Reality Clash coins – example go to Starbucks and receive 10 free coins

Equip yourself with different weapons, armor and health packs

Unlock new weapons, functions and achievements, explore your surroundings, and conquer your own city



# How does Reality Clash make money?

## 1) In-App purchases

### Buy Reality Clash coins

**RCC Gold** can be purchased during the token sale

**RCC Silver** can be purchased from the iPhone & Android app stores when the game launches

## 2) Trading Platform

All armory & RCC Gold will be ECR-20 tokenized

Sell or trade on the Reality Clash platform or secondary markets

## 3) Advertising

In Game advertising and marketing opportunities built into the app





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## The Armory Store – In app purchases

Everything you need for combat

- Full selection of weapons
- Full selection of ammo packs
- Health booster packs
- Mines
- Air Strikes
- Drones
- Customized skins
- Gun and ammo bundles
- Special rewards





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Exclusive, limited edition, futuristic weapons only available for participants in the ICO token sale

Never available again, designed exclusively for the token sale

Become the envy of all other players

Extremely valuable

Trade or sell them on the Reality Clash platform or secondary markets & make money or take advantage & use them in the game

Available to purchase and trade from 1<sup>st</sup> November 2017

## Exclusive weapons only available for ICO Token Sale





REALITY CLASH

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## Introducing the World's First Tokenized Armory

- The ERC-20 armory is our online store
- All in-game content will be ERC-20 tokenized with a Blockchain-based trust list.
- Buy a wide range of weapons, ammunition and armory
- The weapons available in the token sale will be limited edition, designed exclusively for the token sale
- The RCC Gold coins gives you the opportunity to acquire weapons and armory that no one else will have
- The token sale weapons will be available from 1st November 2017
- RCC Gold can be used in the game at launch or traded and sold through the Reality Clash platform or secondary markets immediately for money.
- Speculate on weapons
- Become a virtual arms dealer or simply enjoy your tactical advantage by playing the game!



## Trading platform

RCC Value: \$600 // 21.7.2018

RCC Trading market  
From Q1 - Q3

RCC Value Q1: \$0.30  
RCC Value Q4: \$1.00

Jules Wants to trade (just now)

RCC 100

The offer expires in 7 days

Category: Coins Trading

TRADE NOW

Mia Wants to trade (just now)

Laser Gun

The offer expires in 7 days

Kraeftig

Category: Weapon Trading

TRADE NOW

Vincent Wants to trade (just now)

Rail turret

The offer expires in 7 days

RCC 10

Category: Weapon Trading

TRADE NOW

Token sale participants can trade or sell RCC Gold coins and weapons.

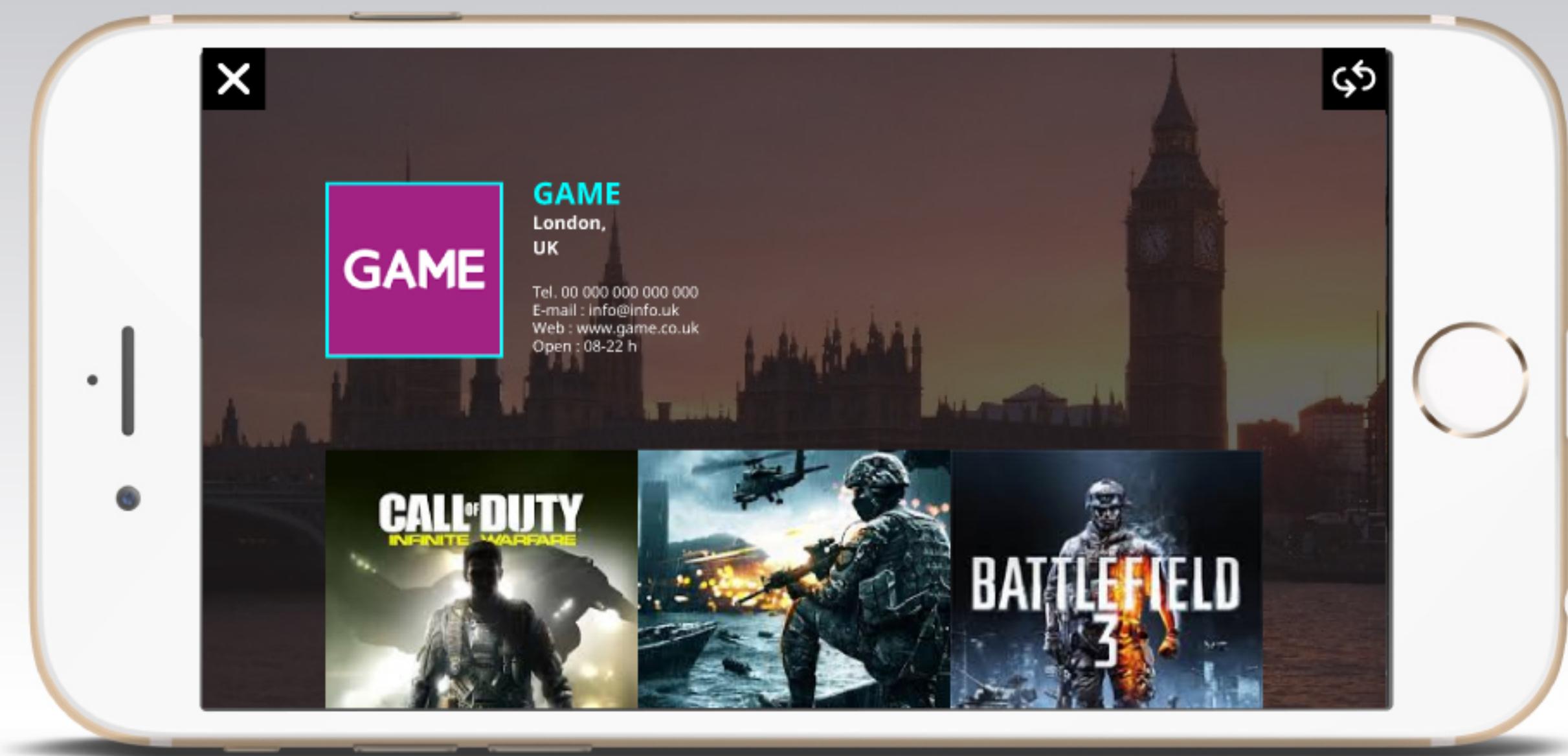
RCC Gold coins will never be offered again and will be have special in-game features

RCC Gold coins will become very valuable on the Secondary market

Make money by selling or trading Gold coins and exclusive weapons

# REALITY CLASH

## How does Reality Clash make money?



### In-game video advertising and promotional gaming points.

- Using augmented reality businesses and retailers can be marked on the map as safe houses, ammo points and bank points
- We drive traffic to retailers – they pay Reality Clash
- Special offers can be made in partnership with stores. For example, go to GAME retail stores, buy a game and get free Reality Clash Coins to use in the game
- We control where the gaming points can be and can auto-create them, so there will always be gaming points close to the player.
- Direct gamers to a selected location with in-app advertising
- Advertising videos at each Gaming Point



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# The Tech Stack - Multi-Featured Connected Platform



## Back-End as a Service (BaaS)

Player accounts, monetisation, inventory management, live events, cloud data storage



## Game platform Unity 5

Cross platform support, Unity Ads, Analytics



## Servers - AWS / Azure

Dynamically, scalable, cloud based capacity. Dedicated clusters and region deployment.



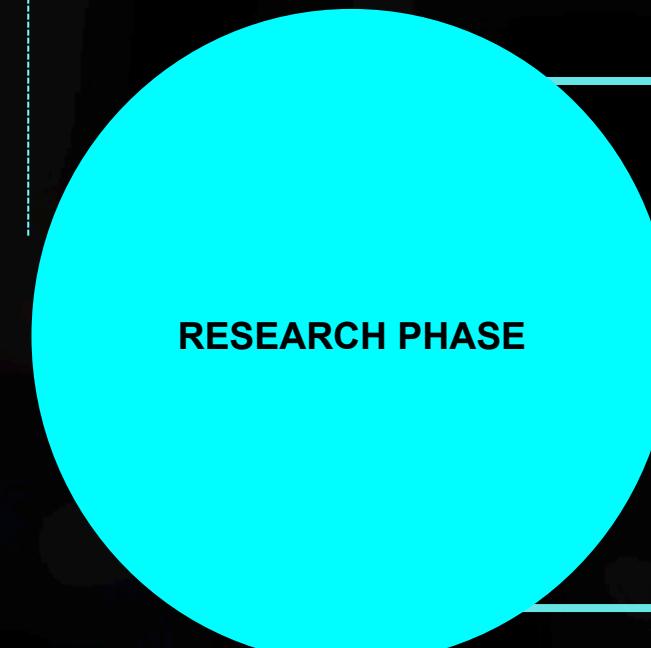
# Achieved To Date

## RESEARCH PHASE

- ✓ DESIGN & SCOPE PROOF OF CONCEPT
- ✓ TECHNOLOGY RESERCH
- ✓ UNITY 3D RESERCH
- ✓ MAPPING RESEARCH

### OUTPUT

- ✓ READY TO BUILD PROOF OF CONCEPT



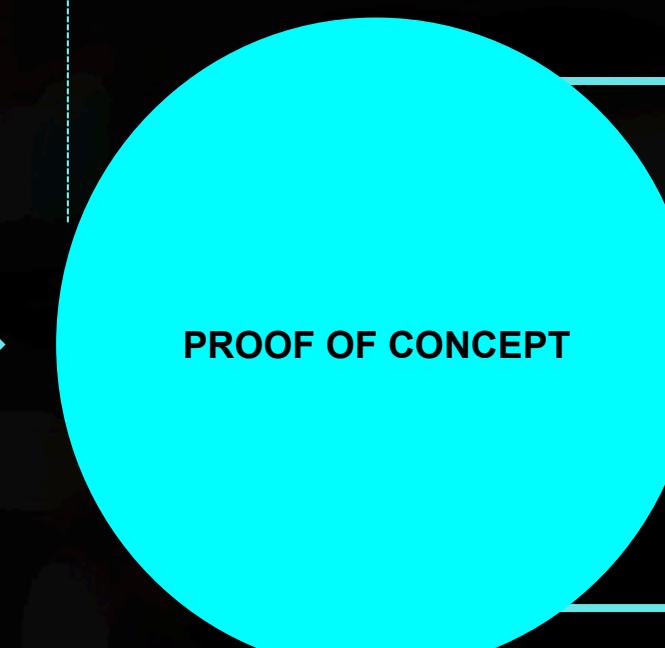
Q1 2016

## PROOF OF CONCEPT

- ✓ CORE GAMEPLAY
- ✓ ONE ON ONE COMBAT
- ✓ WORKING BOTS
- ✓ UI ASSETS

### OUTPUT

- ✓ PLAYABLE ONE ON ONE
- ✓ BOTS READY FOR TESTING



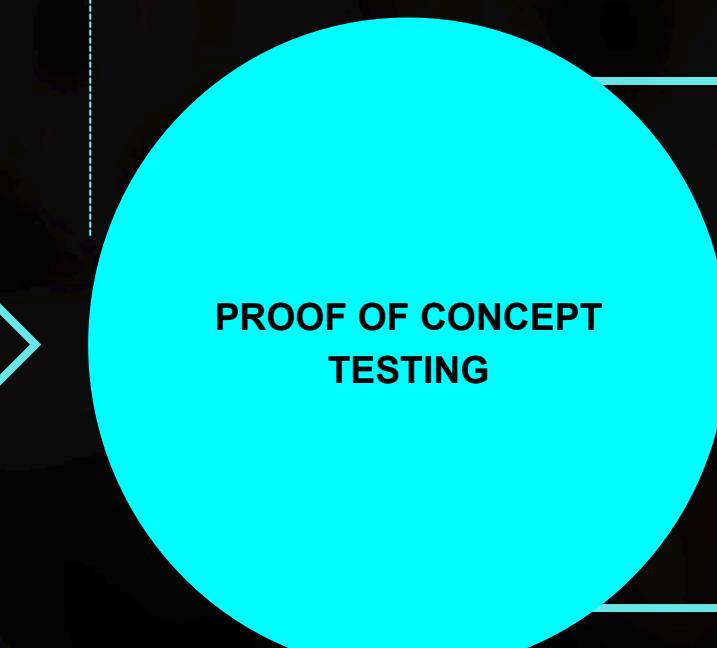
Q1 2016

## PROOF OF CONCEPT TESTING

- ✓ RE-NAMED REALITY CLASH
- ✓ USER FOCUS TESTING

### OUTPUT

- ✓ WRITTEN REPORT
- ✓ USER FEEDBACK



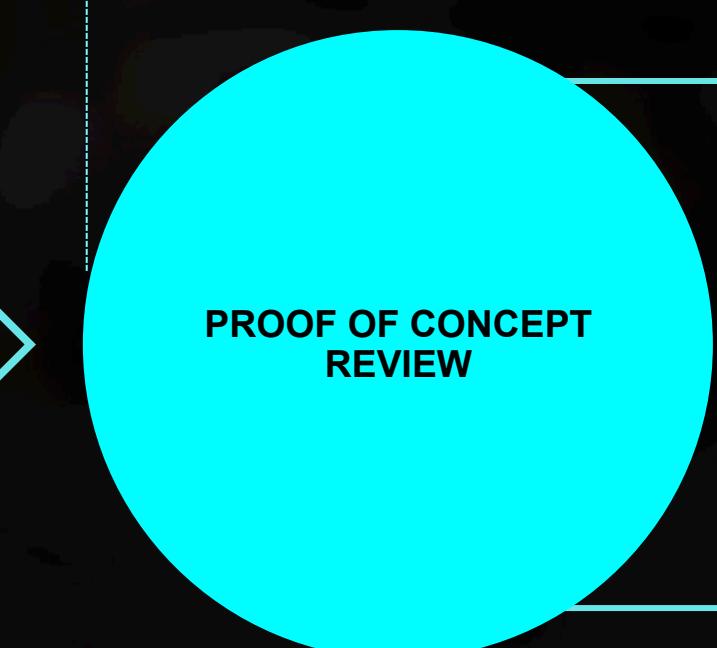
Q2 2016

## PROOF OF CONCEPT REVIEW

- ✓ TESTING RESULTS REVIEW
- ✓ PLANNING OF DESIGN UPDATES TO CORE GAMEPLAY

### OUTPUT

- ✓ READY TO MOVE TO DEVELOPMENT PHASE



Q3 2016

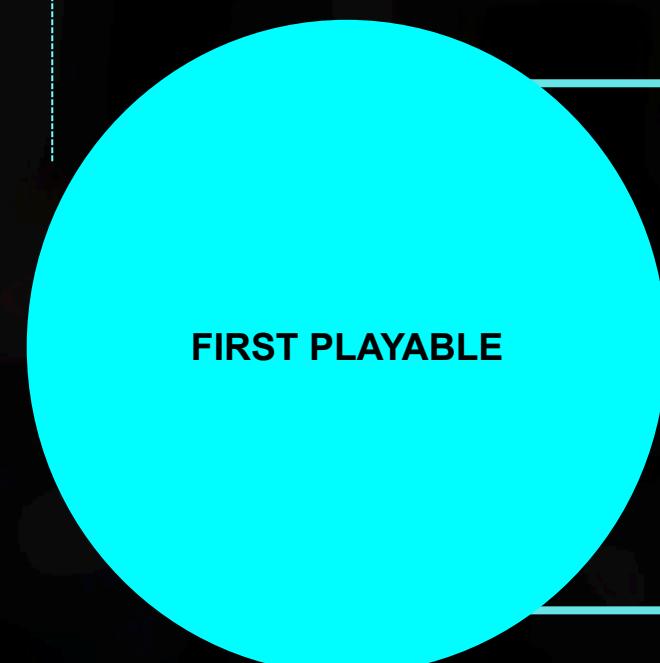
# New Funding – Soft Launch Development Timeline Q3 2017 – Q3 2018

## FIRST PLAYABLE NEW DEVELOPMENT

- ✓ UNITY 5 UPGRADE
- ✓ SETUP BaaS
- ✓ SETUP ANALYTICS
- ✓ IMPLEMENT MAP DATA POINTS
- ✓ IMPLEMENT REAL WORLD DATA
- ✓ IMPLEMENT BOTS STICKING TO THE FLOOR
- ✓ CORE GAMEPLAY V2
- ✓ TRADING PLATFORM LAUNCH

## OUTPUT

- ✓ PLAYABLE ONE ON ONE V2
- ✓ CORE GAMEPLAY READY FOR FOCUS TESTING & USER FEEDBACK



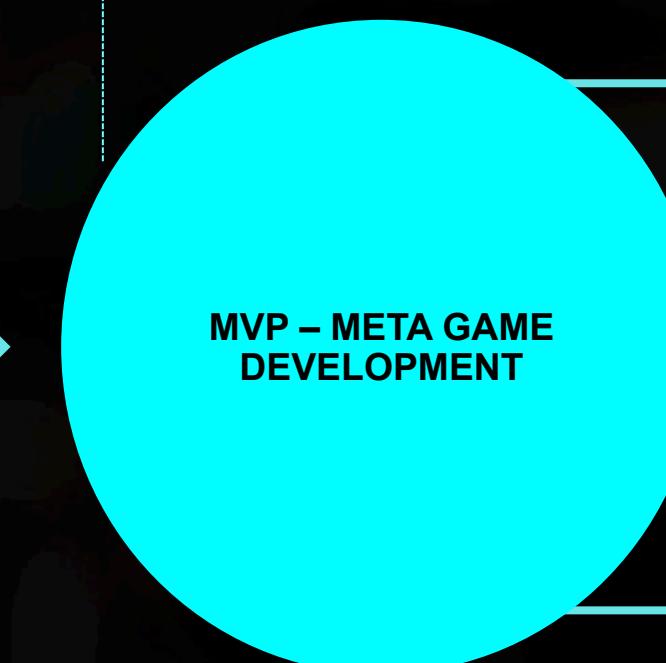
Q4 2017

## META GAME DEVELOPMENT

- ✓ UI ASSETS
- ✓ 3D ASSETS
- ✓ AUDIO/SFX
- ✓ IMPLEMENT UI (MENU SCREENS)
- ✓ MONETISATION
- ✓ TEAMS
- ✓ INVENTORY
- ✓ BASE BUILDING
- ✓ CONTENT UPDATE PIPELINE
- ✓ GAME BALANCING PIPELINE
- ✓ LOCALISATION SUPPORT
- ✓ CORE GAMEPLAY

## OUTPUT

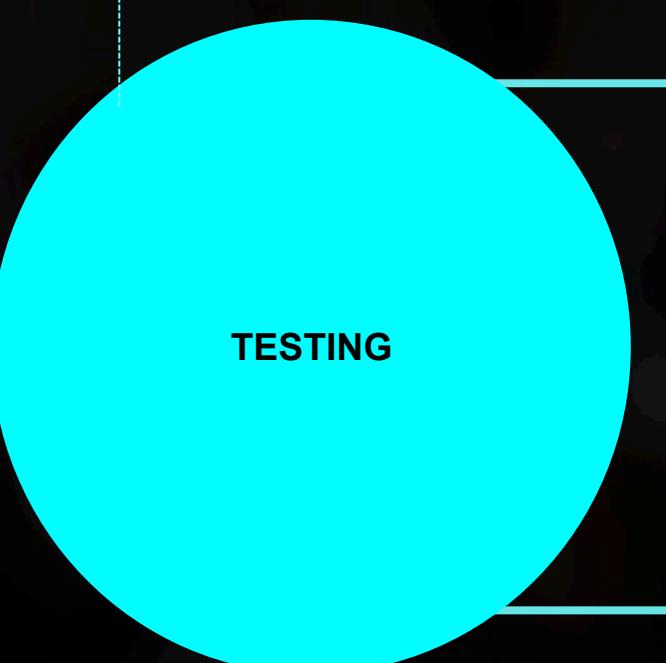
- ✓ FULL TEST ON GAMEPLAY AND MONETISATION



Q2 2018

## TESTING

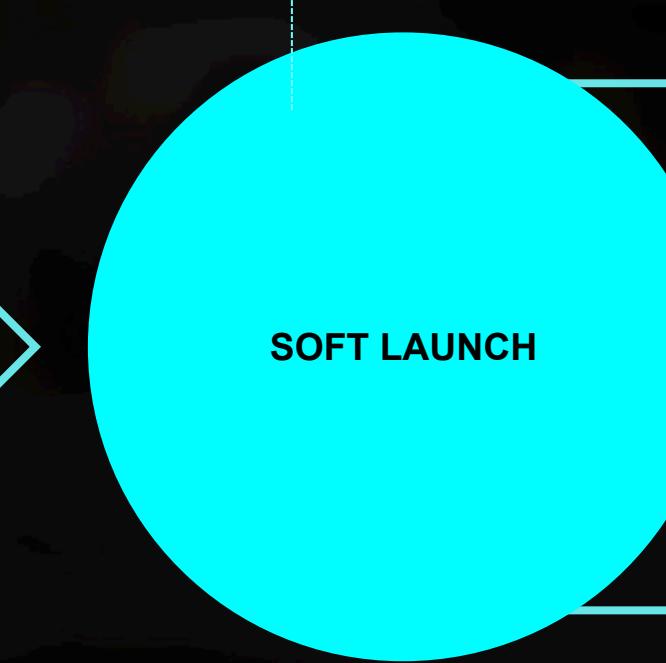
- ✓ RECRUIT GROUP OF TESTERS
- ✓ TEST META GAME AND OVERALL GAME PLAY



Q3 2018

## SOFT LAUNCH

- ✓ LAUNCH IN SELECTED COUNTRIES



Q3 2018

## OUTPUT

- ✓ PUBLISHER LICENCE
- ✓ FULL LAUNCH OURSEVES

# Competitive Analysis

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	No add-ons or accessories needed to play	Augmented reality implemented directly into the app	Proprietary map for geo Location detection	Reach over 5 kilometers In any game play	Substitute Bots for more players	Freemium In-game Purchases and In-game marketing tie ups
REALITY CLASH	YES	YES	YES	YES	YES	YES

## Other Augmented Reality Games



INGRESS



FATHER.IO

INGRESS	YES	NO	PARTLY	YES	NO	NO
Pokémon GO	YES (OPTIONAL)	YES	YES	YES	NO	YES
FATHER.IO	NO	NO	NO	NO	NO	TBC



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## First Person Shooter Games (FPS)

- FPS games are the biggest games genre in the world
- 
- FPS games dominate sales charts today
- 
- FPS games have generated over \$20b revenue
- 
- Call of Duty franchise generated \$11b revenue
- 
- Battlefield sold 15 million units in Dec 17 and Jan 2018

**CALL OF DUTY**

**MEDAL  
OF  
HONOR™**

**BATTLEFIELD**

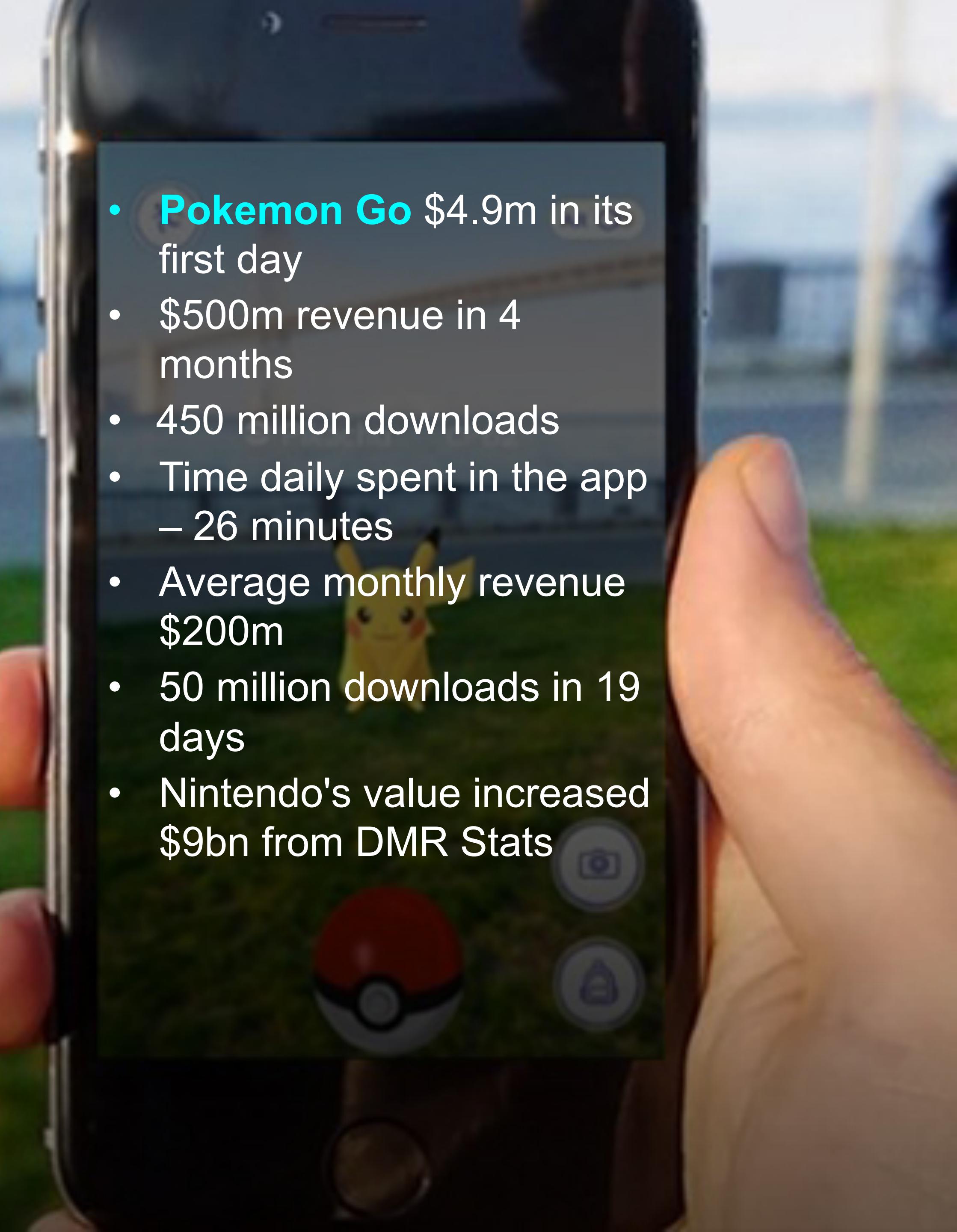
# Augmented Reality is a Reality



**Pokemon** launched in July 2016

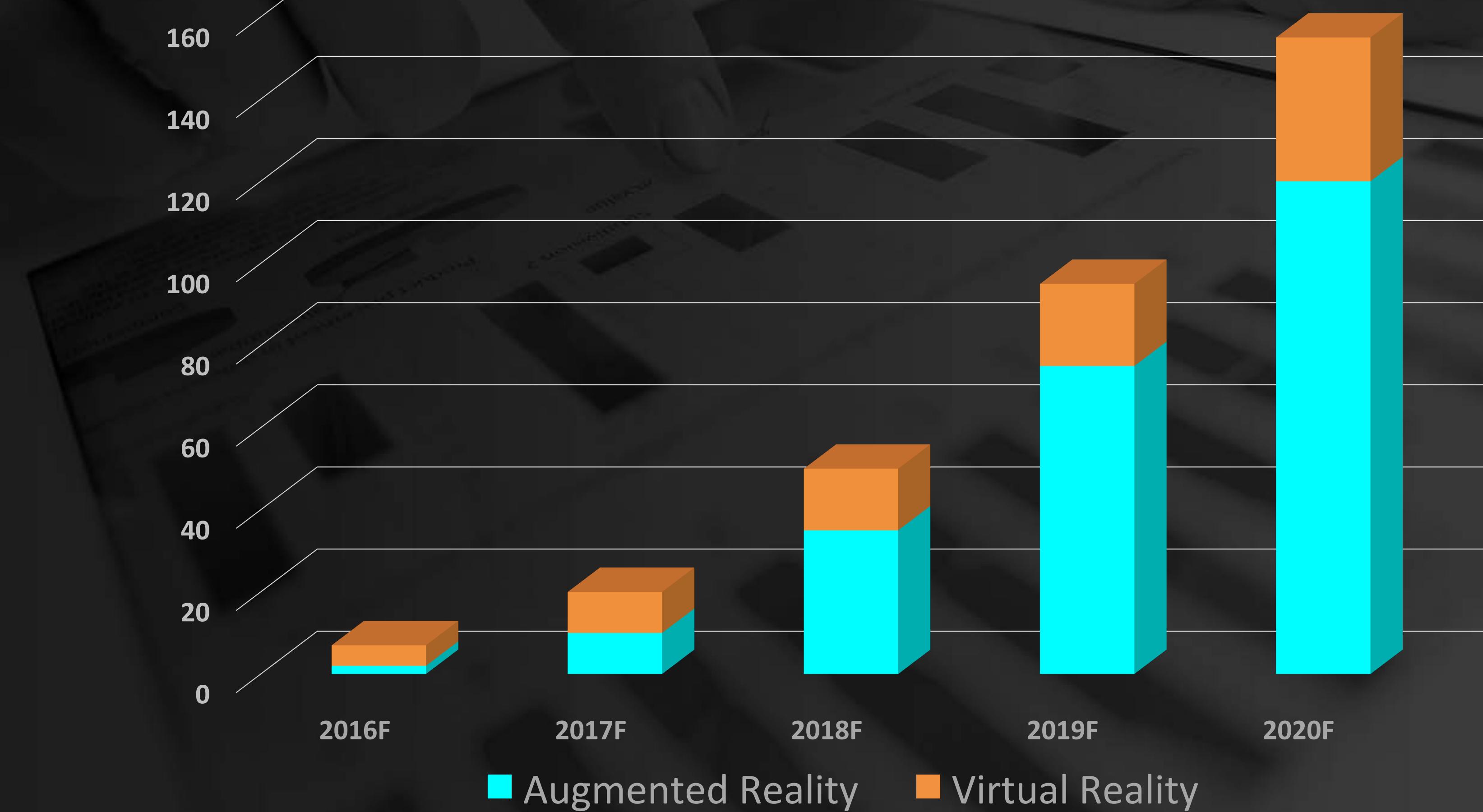
*The Financial Times*, Pokemon Go players in the [United States, UK, and Germany](#) spent more than **\$268 million** in the game's first five weeks.

- **Pokemon Go** \$4.9m in its first day
- \$500m revenue in 4 months
- 450 million downloads
- Time daily spent in the app – 26 minutes
- Average monthly revenue \$200m
- 50 million downloads in 19 days
- Nintendo's value increased \$9bn from DMR Stats



# Market Size

Augmented Reality forecast to hit \$120 billion by 2020 *Digi-Capital* - Games are the biggest driver in AR



VR \$30B and AR \$90B for combined \$120B AR/VR revenue by 2020



## Tim Cook

CEO Apple

*'Augmented Reality will be bigger than Virtual Reality'*  
[UK Business Insider](#)

...



## Mark Zuckerberg

CEO Facebook

*"We're making a long-term bet that immersive virtual and augmented reality will become a part of people's daily lives,"*  
[Wired](#)



## Token Sale (ICO)

### Funding

Reality Gaming Group will be raising a minimum of \$1.5m through an ICO token sale. Ether is used as the primary cryptocurrency from which Clash Coins are purchased.

### Goal & Vision

Reality Clash will be the most comprehensive and advanced social augmented reality combat game in the market, backed by the Ethereum Blockchain

The team behind Reality Clash have worked in games for decades and been involved in many hit titles from Activision, Disney, UbiSoft and Microsoft. A working playable demo has already been developed. Following the Token Sale the funding will be used to develop the game to an MVP (minimal viable product) and trading platform.

Trading Platform launch Nov 2017  
MVP game launch in Q3 2018

## Why Participate In The ICO Token Sale

- Participants in the Token Sale will be able to purchase RCC gold coins in exchange for Etheruem Ether.
- Free bonus coins & discounts on RCC Gold coins
- Access to exclusive limited edition content including weapons, armor and ammo. These weapons will be available to buy and trade for money from 1st November 2017 on the Reality Clash Platform and the secondary market
- THESE WEAPONS WILL BECOME EXTREAMLY VALUABLE, THEY WILL NEVER BE SOLD AGAIN
- Access to hidden in-game levels and upgrades when the game launches
- Access to demos, invitation to join the ‘soft launch’ tournament and an exclusive medal, which will be seen on tournament leader boards, next to your name, proving you’re a founder member

# Compare RCC Gold + RCC Silver coins

**RCC Gold will only be available during the token sale**

**RCC Silver** will be available to purchase via the iPhone + Android App Store at launch Q3 2018

# Coin Comparison

## ERC-20 Armory – Trade and Buy Weapons

- Introducing the world's first token sale armory
- The armory is our on-line store where you can buy all types of weapons and ammunition
- The weapons available in the token sale will be limited edition, designed exclusively for the token sale
- These weapons can be used in the game or traded and sold through the Reality Clash platform or on the secondary markets for money.
- All in-game content will be ERC-20 tokenized with a Blockchain based trust list.
- Make money - speculate on weapons & become a virtual arms dealer or simply enjoy your tactical advantage by playing in the game!



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## Token Sale Details

The pre-sale will start 1st Aug - 28th Aug

50,000,000 RCC will be available during the pre-sale.

Pre-sale bonus is 50%.

Minimum investment is 50 ETHER

The Token Sale will start on: 29 Aug - 29 Sept 2017

50,000,000 RCC tokens will be available with the following free bonus tokens on a first come basis.

Once tier one sells out it moves to tier two and so on. No minimum investment.

Bonus: (TBC)

Tier one 20,000,000 RCC with 50% bonus coins

Tier two 15,000,000 RCC with 30% bonus coins

Tier three 10,000,000 RCC with 10% bonus coins

Tier four 5,000,000 RCC with no bonus coins

Any unallocated or unsold RCC Gold will be burned



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## Token Sale Details

Minimum objective: 7500 ETH

Max RCC sold by crowdsale: 100,000,000 (50% pre sale / 50% crowd sale)

Bonus Coins: 40,500,00

Team & Advisors: 8,500,000

Bounties: 1,000,000

Total: 150,000,000

Website : [reality-clash.com](http://reality-clash.com)

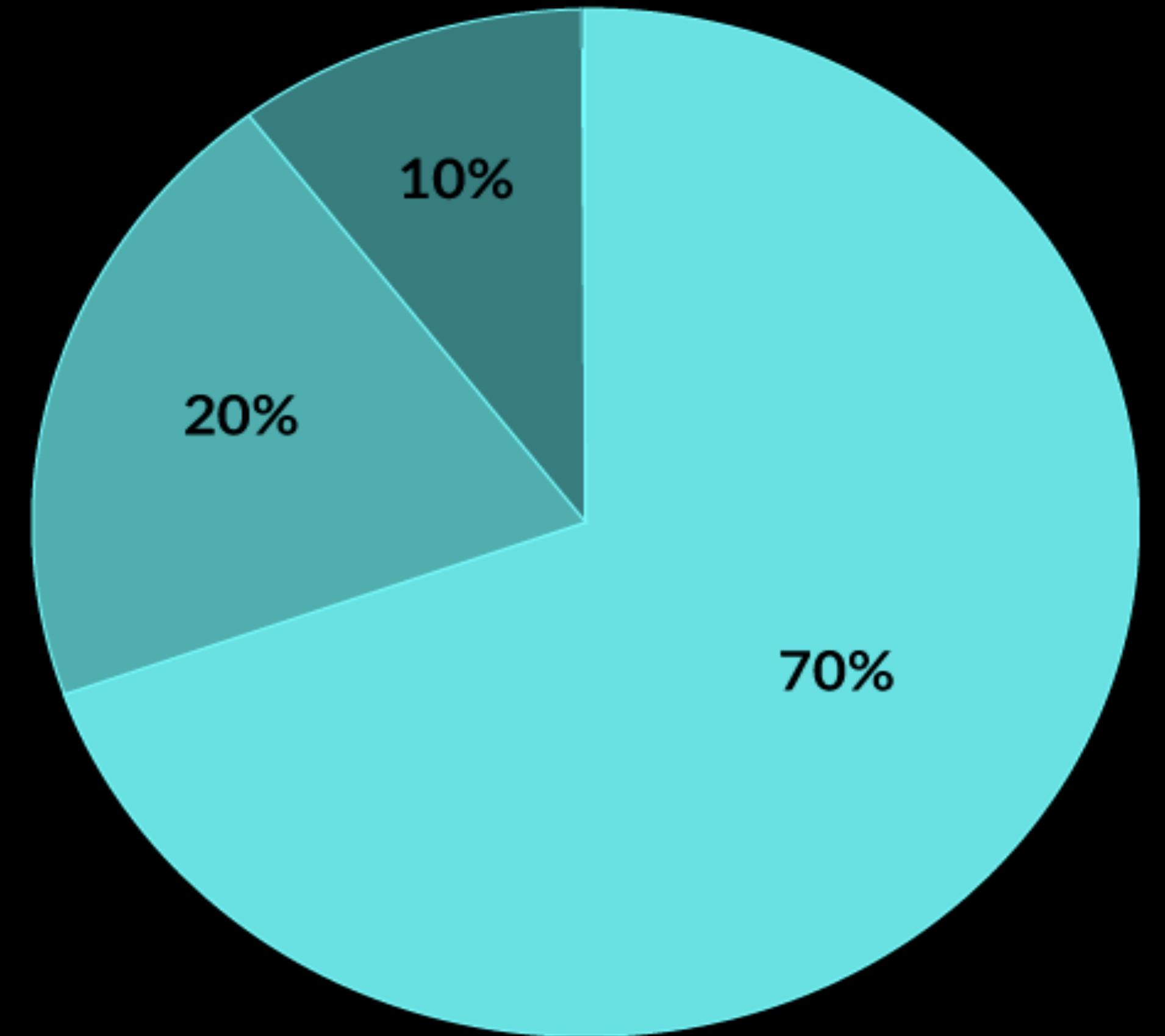
At 23:59 on 29 September 2017, or when the hard cap is raised (whichever occurs first) the ICO will end



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## How The Funding Will Be Allocated



**Game and trading platform Development – 70%**

**Marketing and promotions – 20%**

**Operations- 10%**



## What's Next?

Our journey with Reality Clash doesn't stop here.

- Future development for Virtual Reality Headsets
- Integrating special features into Smart TV
- Physical e-sports competitions (the first of its kind)
- Develop more games specifically using our platform for other entertainment verticals such as;
  - Dating
  - Treasure hunts
  - Hunting
  - Hide and seek
  - Racing
- License the platform to other games companies





REALITY CLASH

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## Management Team Bios



Morten Rongaard  
Co-Founder



The brain behind the original idea of Reality Clash, Morten Rongaard has been a huge video games fan with a long history and experience in the field of online marketing. As the CEO of Wehoo, a world class web and design agency, Morten has collaborated with different companies and knows how to use his imagination to surpass any challenges and to move all boundaries. Morten is one old-school and hardcore Counter Strike fan who has been playing the game since it has been released. He also enjoys console gaming – International Karate, Crown of Ardania and Moostone, on Amiga and Commodore 64 consoles.

## Management Team Bios



Tony has been involved in the games industry since the late 80's, originally creating games for Sega Mega Drive and Nintendo SNES. When the original Playstation was launched Tony released one of the first ever Playstation games. Since those early days Tony has become a successful entrepreneur most recently founding TeePee Games, which launched the award winning social network for gamers called GamesGRABR.

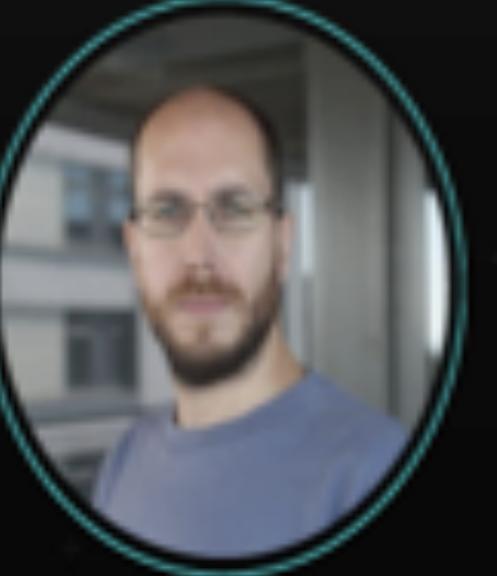
Previously Tony was the CEO and Co-Founder of mobile games publisher Player X and spearheaded the company from a two person start-up in 2004 and developed it into Europe's largest mobile games distributor. The company was named by Library House as the fourth fastest growing VC backed company in the UK before it was acquired by Spanish mobile content company ZED.



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## Management Team Bios



Paul Mottram  
Lead Developer



Paul has been in the games industry since 1996 in Lead Programmer roles for the first half of his career, then progressing to Executive Producer and subsequently Studio Head for successful video games developer Zoe Mode. He has led numerous, creative and technically challenging projects for some of the biggest publishers in the industry including Microsoft, Activision and Sony, and combines a clear understanding of the entire game development process, with a strong eye for detail and a passion for creativity and embracing new technology. Most recently, Paul is co-founder of Near Light, a new developer creating cutting edge VR games and experiences for PlayStation VR, Oculus and Vive.



REALITY CLASH

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## Management Team Bios



**Ben Hebb**

Executive producer



Having completed a degree in Fine Art, Ben undertook an MA at Middlesex University where he was introduced to algorithmically generated artwork and 3D graphics. With the release of the PlayStation, 3D gaming was brought to the mass-market and gave Ben the opportunity to bring his two passions of gaming and CG artwork together.

Ben started his career in 1996 as a graphic artist, rising quickly to lead artist and then to Art Director. His background in traditional media coupled with his technical understanding of computer graphics, allowed him to communicate across all disciplines to ensure his vision was realised.