

Team Dynamo

Status: Final Presentation

Team Member:

Hongyun Wei, Elias George Chahine, Zhanpeng Xu, Romauli Butarbutar, Jonathan Foy



Note

Please note that throughout the presentation we will be using Steam as an example gaming marketplace to simplify our discussions. Steam is the world's most popular online gaming platform.





Problem Statement

01

Gamer's don't just play on one website

Gamers access multiple gaming marketplaces, but they are all siloed.

03

No common currency for global gaming community

FX rates differ, leading to a potential mismatch between the buy/sell price

02

Lengthy (2+ days) settlement times for deposit and withdrawal

No instant transactions for both buyers and sellers

04

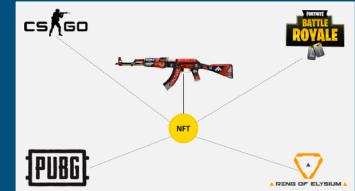
No major gaming platforms accept cryptocurrencies

Gamers are the strongest advocates for Web3, DeFi, and NFT's



Product Idea

Product Vision: Create a online-gaming items marketplace that enables truly global, instant, and secure trades.



- Dynamo is a gaming NFT marketplace, where each NFT represents an actual item from a traditional gaming marketplace.
- Through the use of *APIs* and *smart contracts*, Dynamo helps gamers mint their items from Steam into an NFT. Gamers can browse through NFTs in our marketplace and buy what they like using their connected Metamask wallet.
- Once sold, the information will be relayed back to the gaming platform who will then swap the item from buyer to seller.

Key Selling Points

United

One shared gaming marketplace where gamers can access items from across thousands of online games

ETH

One common currency (eth) underpins the price of all items

Instant

Instant and real-time transaction

Crypto\$

Gaming platforms can now meet market demand for cryptocurrency payments



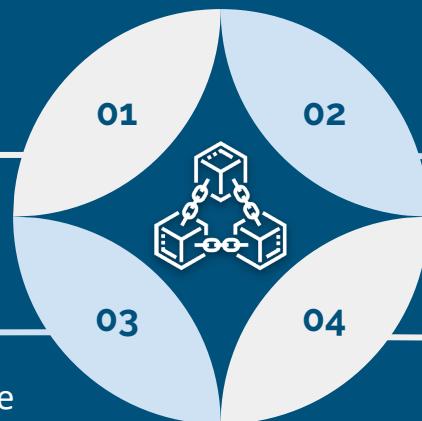
Why Blockchain is important

Provides game developers equal opportunities to participate in gaming item marketplace

Streamline the process by cutting out middlemen and lengthy procedures

Decentralized marketplace

Solution for global monetary transactions





Market Analysis

Target market: Global video game players who have the need to buy and sell in-game items, cosmetics and characters from peers to peers. Meanwhile, they should have ownerships or intend to have ownership of cryptos.



Market size: \$540 million (In-game purchase sector from the total video gaming market size)



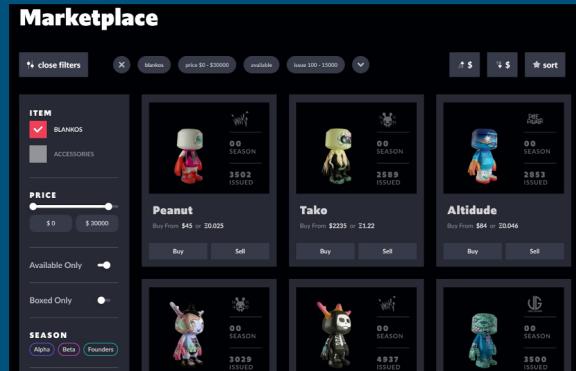
Target customers: 45.24 million people



Comparison with Current Solutions

Inefficiencies in current marketplace:

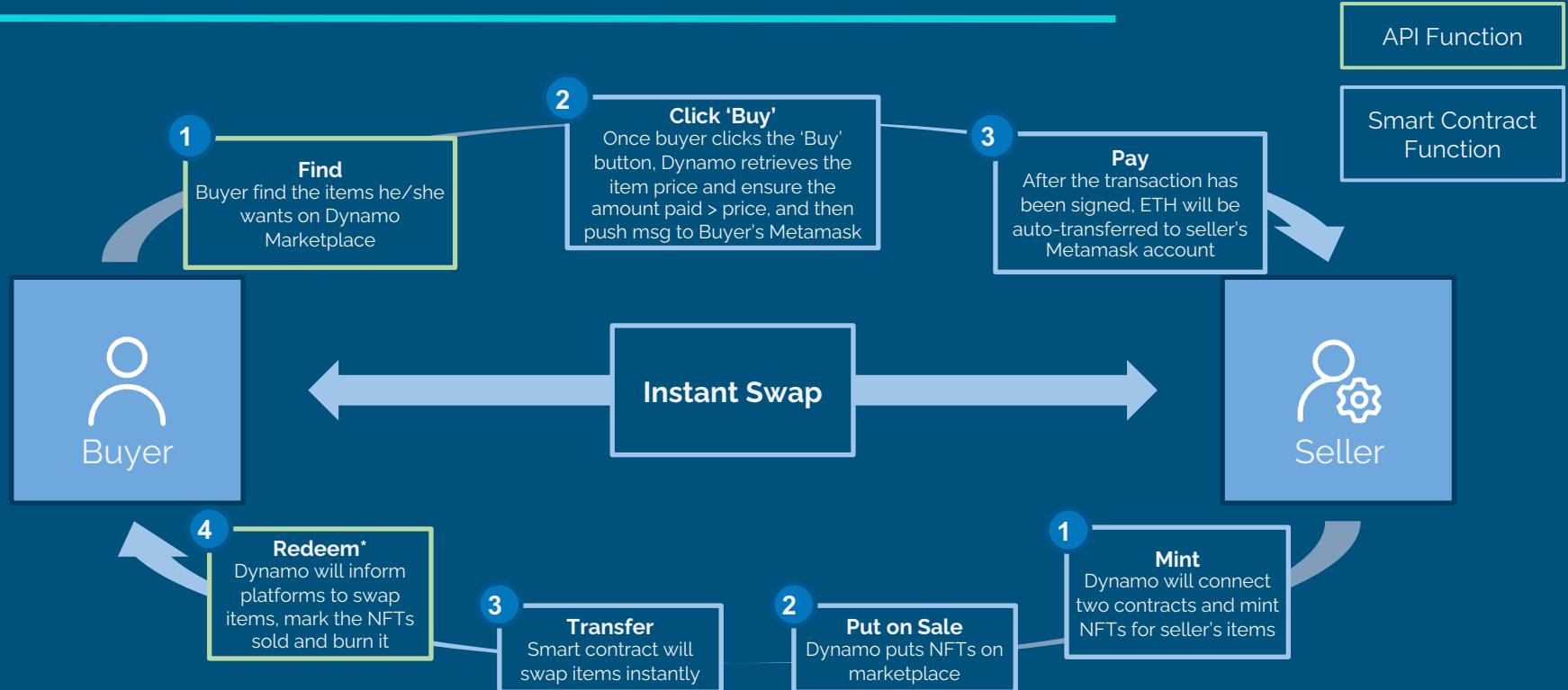
- Gaming platforms have their own marketplace
- Lack of capability to ensure fairness, transparency and security
- Transaction fees with debit/credit cards
- No instant settlements
- Marketplaces have no global currency
- Not tax free



While NFT gaming marketplaces do exist, they are marketplaces for games that are built entirely on the blockchain. These marketplaces do not have items for the most popular games.



Flow Diagram of the Smart Contract



Notes : Dynamo will link to users' Metamask account and Game account once they logged in Dynamo website.

* Redeem means transfer the NFT back to the in-game item



User Journey and Interface - Buyer

The screenshots illustrate the user interface for buying NFT assets:

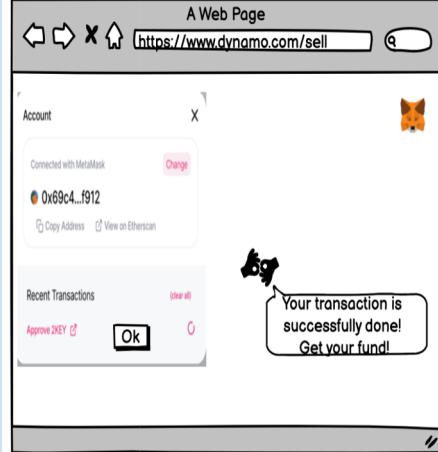
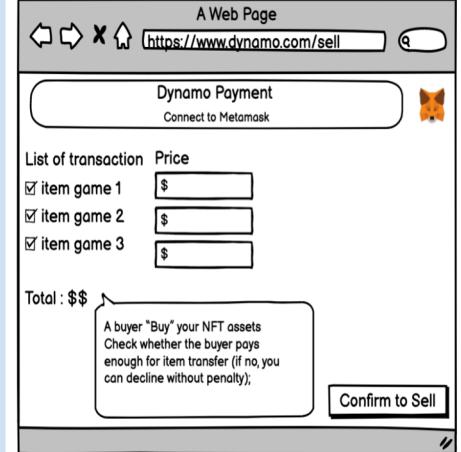
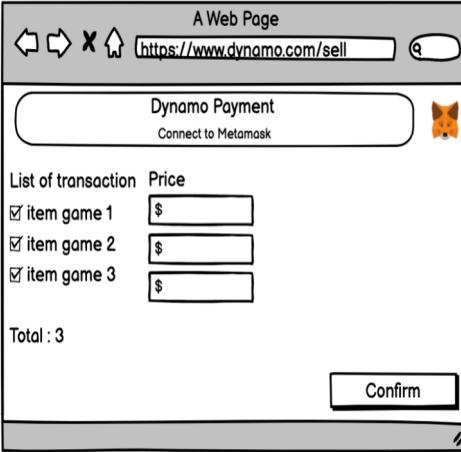
- Screenshot 1:** Shows a list of items from the Steam Shop on the Dynamo Marketplace. A "Buy" button is visible at the bottom left.
- Screenshot 2:** Shows a "Dynamo Payment" screen where the user connects their Metamask wallet. It displays a list of 5 items from game 1, totaling 5, with a "Confirm" button at the bottom right.
- Screenshot 3:** Shows the "Item Bundles" section of the Steam Shop. It features various items like a sword, shield, and compass, with "Sell" and "Redeem" buttons below.
- Screenshot 4:** Shows a confirmation screen for a transaction. It includes a copy address button, a recent transactions list, and a success message: "Your transaction is successfully done! Get your game items!" with an "OK" button.

1. Visit the Dynamo Marketplace and select a gaming platform that the buyer is interested in. For example, that would be Steam Shop on Dynamo Marketplace. Selects an NFT asset from the Dynamo Market and clicks "Buy"
2. You can see the list of items you want on the Dynamo platform and just click Confirm button to settle your transaction! Dynamo platform link to Metamask!

3. Dynamo will process your transaction. Just wait for the seller to confirm the transaction and send the items. Click ok to go back to your gaming platform!
4. After receive the NFT asset, you can choose to:
 - Keep the NFT in your Dynamo NFT Wallet.
 - Put the NFT in the marketplace and Re-sell it
 - Redeem the NFT to the in-game item



User Journey and Interface - Seller



1. Seller put items for sale:

- Visit the Dynamo Marketplace, link to the gaming platform account (e.g. Steam)
- Seller can view all the purchased/owned in-game items in the Steam account
- Select the item that the seller wants to trade
(Dynamo will mint the item into NFT at the backend)

2. Set the item's price and press the 'Sell' button

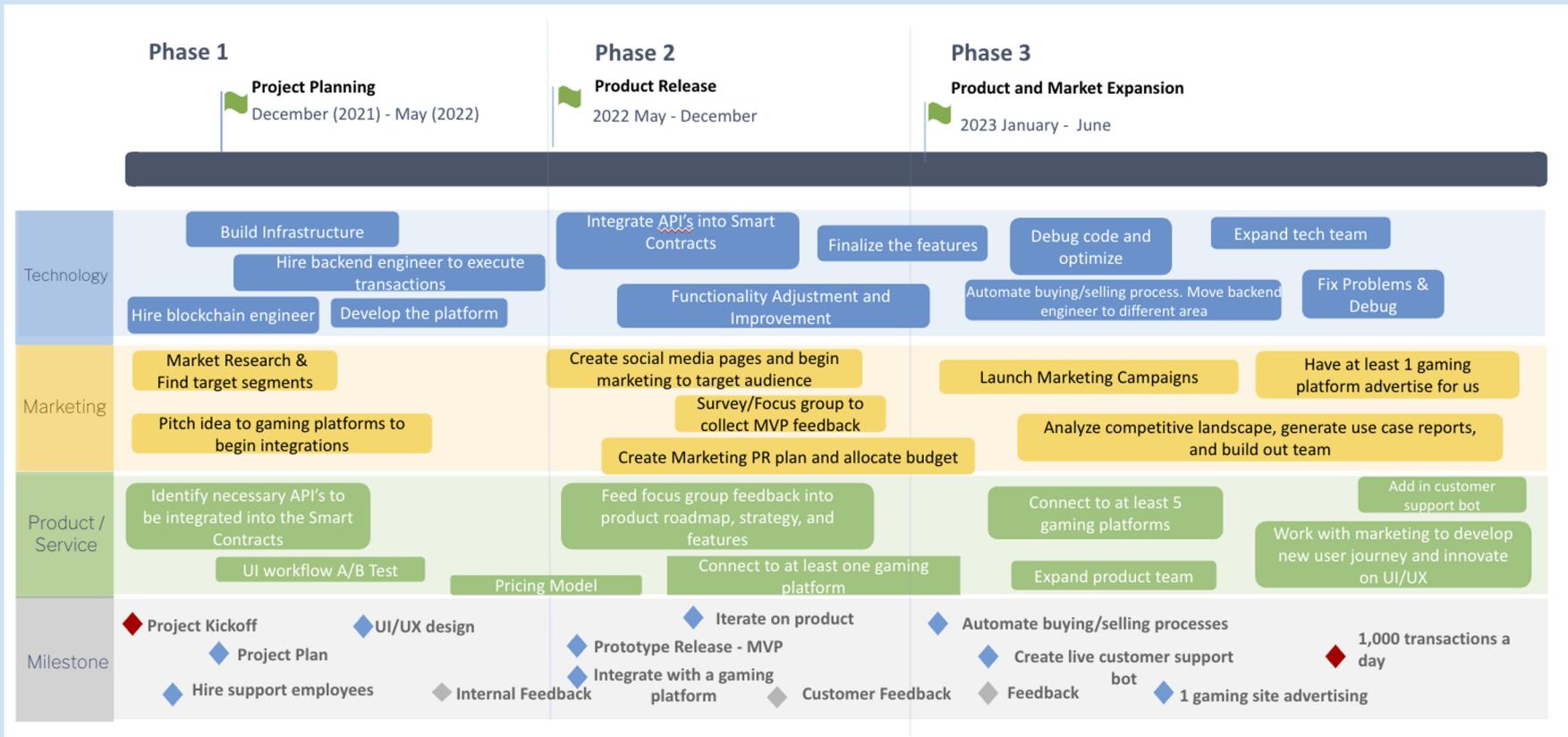
3. Buyer triggers the transaction (e.g. buyer clicks "Buy")

Check whether the buyer pays enough for item transfer (if no, the seller can decline without penalty); Confirm the transaction and send the items

4. Dynamo will process your transaction.

- Provide your Metamask Address in order to receive funds
- Dynamo informs Steam to lock the item that has been transacted through API, and Steam will later remove the item from the seller's Steam account
- Get funds to seller's Metamask account

Implementation Plan





Go-to-market Plan



Define the core target customer



Create funnel(s) to generate awareness, acquisition and revenue



Gather information about our target



Track and monitor results

Company Wide Internal:

- Release message (Slack channel, Town Hall Meetings, etc)
- Training: Operation team, Strategy Team, Customer Support



External Marketing:

- Explore new social media and messaging platforms to build communities: (Discord, TikTok, etc)
- Marketing in regulated areas



Thank you!

Q&A?