Kinguin.io

A decentralized marketplace for digital games, items, and services.

Contents

Abstract

Problem
The gaming industry has seen exponential growth on the order of billions, yet the global gaming community remains underserved by current technology and trade options. So far, market forces have conspired to restrict value creation for millions of Gamers. New distributed ledger technology (colloq. 'blockchain') has the potential to resolve this problem. Smart contracts on the blockchain remove the main limitations which defined yesterday's marketplace. Meanwhile, Gamers will be rewarded for the value they add to the market.

Together these two factors suggest the transition to blockchain is not only welcome but necessary to gaming at large.

Background
Kinguin is a marketplace for digital games, items, and related services. This marketplace catalyzed $92m in turnover for 2017. We are a go-to platform for Gamers wanting to save on gaming purchases and acquire in-game assets.

The ability to trade games, own in-game assets, and micro-transact these assets are key factors which continue to propel the gaming industry along its meteoric growth trajectory. Online payments are now standard fare for Gamers. In particular, Kinguin users possess a native aptitude for digital transactions and an awareness of how value permeates the marketplace.

Solution

Now—in an effort to supersede industry competition and advance the gaming industry through innovation—Kinguin is reformatting its platform to a completely decentralized model. This newly devised marketplace derives its power from both its Blockchain foundation and smart contract architecture. As a result, Gamers everywhere will enjoy a marketplace made transparent, autonomous, and above all free by blockchain technology.

Blockchain technology transforms concepts of ownership for game-related digital assets. Through smart contracts and reward mechanisms, Gamers can control and access game-related transactions at unprecedented levels. New revenue streams form when new capabilities like the immutable store of ownership make them possible.

To that end, we are forming a trustless peer-to-peer network on a truly global scale.

Background

Today seemingly everyone has Internet. In the past, before such connections became widespread, Gamers used physical media like floppy disks to deliver and play video games.

1980s

Some will remember GameLine, one of the earliest examples of digital distribution in video games. GameLine was a dial-up-based distribution service for the Atari 2600. With GameLine, users could download and store new games through a bundled proprietary modem-plus-cartridge. Though the service discontinued in 1983, GameLine's founders went on to invent similar services for Commodore 64/128 users, a progression which led to the creation of America Online (AOL).

1990s

Before the widespread adoption of the Internet, it became common for software developers and users to upload demos and shareware to Bulletin Board Systems (BBS). A BBS was an interface that connected users to a terminal server via a dial-up connection. These BBS gave users access

to messaging services, downloads of software and text-based magazines, and of course the Multi-User Dungeons & Dragons games (or MUDs, to borrow the parlance of those times).

In this decade only a few attempts were made to distribute video games digitally. Many gamers preferred Sega, which differentiated itself from the field with its Meganet and Sega Channel services. These options gave Sega Genesis users digital access to games at an affordable cost.

2000s

The Internet changes gaming for good. Its acceptance into the mainstream and ever-expanding processing capabilities brings gaming into its modern age. Esports, the ultimate crystallization of the gaming community, grows as broadband is deployed and made available in local territories. Meanwhile, by pioneering the online market for digital games, Kinguin carves a strong niche within the exploding modern gaming market.

Present-day

The global games market has transformed alongside new technologies into a $106bn industry. With costs plummeting and technologies rapidly advancing, prescience is the most important quality for companies to possess in our industry.

Market Review

Opportunity

When cryptocurrency inevitably integrates with the gaming industry, three overarching changes are set to occur: (1) player-to-player trade will scale rapidly around the globe, (2) many thousands of Gamers will reap rewards from new revenue streams, and (3) blockchain adoption will take a significant step towards practical mainstream application.

Background

Those following gaming will have noticed two underlying assumptions behind blockchain-related projects. First, there is the notion that publishers voluntarily will share revenue from their games. Then there is the related assumption that publishers intend to cooperate with third parties to develop, grow, and invest in the total market. It is very difficult to find any quantifiable evidence in support of these industry assumptions.

Solution

Market philosophy

Our concern with projects tied to publishers invokes economic philosophy: any market which relies on centralized access to supply can be manipulated by the suppliers, so that all other participants must comply with their terms. History shows that markets bottlenecked by

centralized access result in trade with low inventories, high barriers to entry, and inflated prices. When a few companies together control "best practices" for pricing and monetization in the market, value creators lose out on value. What's more, companies without actual competition usually "forget" to double down on principles like fair practice and customer service.

Kinguin.io

Kinguin pioneered the market for secondary cd-keys. That accomplishment sprouted a devoted community whose members span the Equator, the International Dateline, and most national boundaries as well. We have saved our community members more than $175m.

Constant experimentation has taught us that free trade with digital products is the single most effective mechanism against the unfair exploitation of Gamers. Now, for the first time, a technology exists that puts the communal goal for a free marketplace within reach. The timing is right to upscale global player-to-player trade through the blockchain, decentralized apps, and smart contracts.

Case in point

Digital natives in low-income regions often sell time on marketplaces like Upwork (14 million users, $1+ billion annual revenue). What will happen as these people become aware that gamers, on average, make more than other freelancers? We expect this user type is one of many which will migrate to our platform. Recent history shows crypto-markets emerge seemingly overnight for companies and brands which exploit pressure points in the total market.

Conclusion

Kinguin's strong, recognizable brand is the mouthpiece for our state-of-the-art technology and flagship customer service force. Outlined on the following page, six main characteristics position the Kinguin.io marketplace to collect new users into a thriving ecosystem for player-to-player trading.

Overview: Kinguin.io

A decentralized marketplace for digital games, items, and services, enabling global player-to-player trade empowered by blockchain and smart contracts.

Established Kinguin brand
A community of 7 million gamers have saved more than $175m on Kinguin, the first-mover in the secondary market for cd-keys.

Conversational tech
We began work on bots more than a year ago and since have served thousands of customers through chatbots at a groundbreaking 96% satisfaction rate.

Simple trading
Users sell and buy anything, anytime, anywhere. Trade and bid in real time straight from Discord, Messenger, and other social platforms.

Secure and reliable
The blockchain, smart contracts, and community reviews together end trust issues in the value chain, increasing the number of both buyers and sellers.

Smart publishing
Indie developers publish their games to the community using smart contracts, then monetize their games in compliance with EU Directives.

Community support
Kinguin.io will be the easiest and most rewarding way to support content creators, teams, individual players, and anybody else adding value to the community.

Our Mission

The following points summarize the Kinguin.io mission to create a free market that unlocks the full potential of Gamers' personal rights.

1. Everyone should have full access to great gaming experiences. This core belief drives us to build services and locations that support the free economy.

2. All your loot are belong to you.[1] In other words, all purchased or won digital assets belong to the Gamer who purchased or won them.

3. Gamers deserve a gaming market that works in their favor. Years of forced regional pricing on digital games and items have coalesced into a player-hostile market for digital games, items, and services. All archaic implementations of Digital Rights Management (DRM) by definition[2] limit Gamers' economic range of expression. Cryptocurrency is set to shatter the glass ceiling imposed on the market by outdated factors like DRM and forced regional pricing.

4. The gaming market needs a model for a free marketplace. For the first time in the history of online gaming, anyone anywhere can monetize virtually anything. Despite this universal potential, no marketplace has capitalized on new market channels. Industry giants place numerical valuations on Gamers, yet individual Gamers take little to no reward from value they themselves create. By unlocking value creators' potential, Kinguin.io aims to set the standard for industry competition.

5. Krowns support player rights and a free marketplace.
Gamers bring a wealth of value to the marketplace, ranging from expertise and skills to playtime and loot. We believe there should be no chains holding down Gamers' potential to monetize these goods and services. Blockchain technology supercharges that core belief into a reality where new streams of revenue await the focused Gamer. To that end, Kinguin.io will introduce the Krown as an emblem for skilled Gamers to exchange value anywhere in the marketplace. The global gaming economy will gain a model for a decentralized marketplace as a direct consequence of Krowns. Infused with new customers and revenue streams, value creators on Kinguin.io will be freed to fulfill their actual earning potential.

[1] Refers to a quote from a cutscene in the 1989 arcade game *Zero Wing*: "All your base are belong to us."

[2] http://searchcio.techtarget.com/definition/digital-rights-management

Overview: Krowns

An emblem for a new generation of online players looking to monetize their game, enabling a global gaming community to profit from the buildout and adoption of a decentralized economy.

Utilizing Ethereum Smart Contract Kinguin is introducing an ERC-23 standard token named Krowns.

Krowns

Krowns will enable all Gamers to profit from their skills anywhere in the marketplace. Gamers can use these emblems to buy digital games, items, and services. That distribution of options includes the opportunity to buy extra merchant services such as premium marketing spots and targeted sales campaigns. All transactions on Kinguin.io will require Krowns.

GoldKrowns

Known as an ERC-23 sub-token, “gold” is a unique state of Krowns. In the Kinguin universe, gold comes from the heart and is exclusively giftable state of Krowns. GoldKrowns are to function as an emblem to support content creators within the gaming community. Content creators in gaming/esports are not only the best entertainers in the space, they are also provide the community with the best discovery of new games and services.

Only accredited content creators and streamers will be eligible to receive GoldKrowns. When a value creator receives a GoldKrown, the emblem is transmuted into Krowns, which can then be transferred into fiat currency.

New services to Kinguin, like Smart Publishing and the Micro-Service economy, will exclusively be utilizing Krowns on our marketplace.

All cryptocurrency wallets supporting ether, including MEW, MetaMask, Mist, Parity, and Ethereum Wallet support ERC-23 compliant tokens.

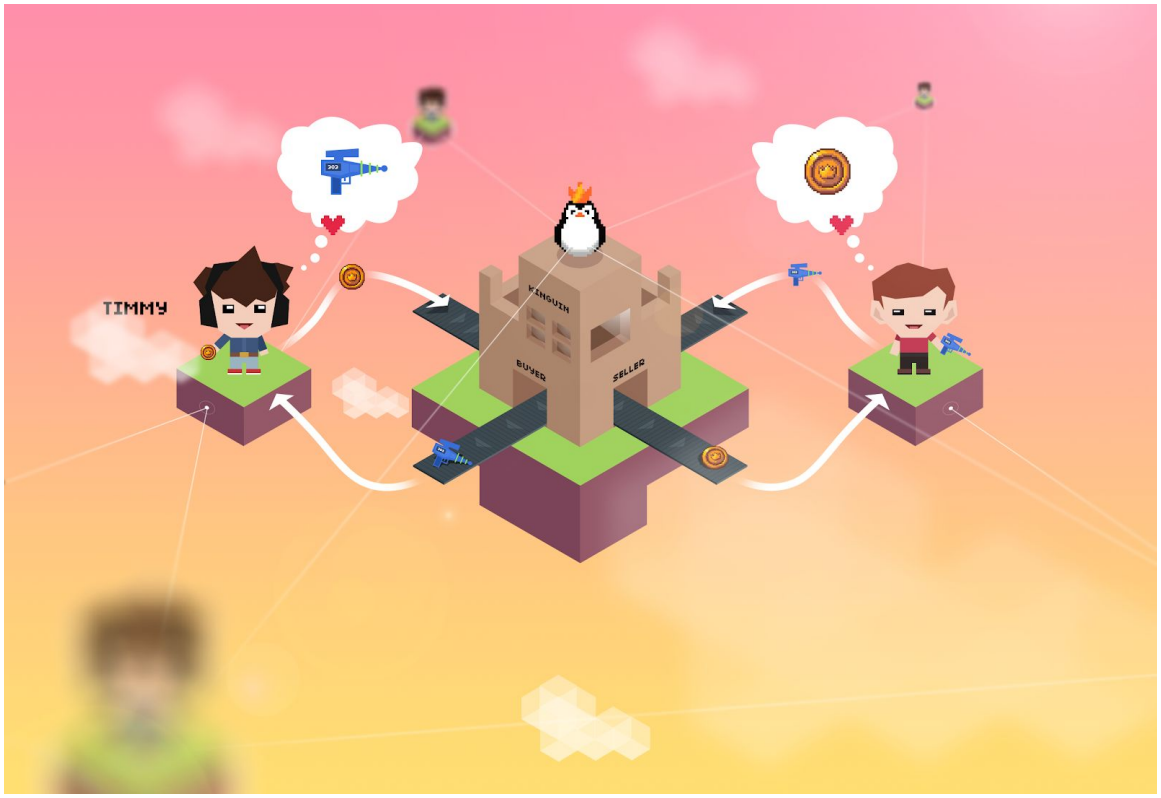
Kinguin.io Ecosystem

The following use cases show why modern Gamers need a decentralized marketplace in order to collect rewards for value they create.

The two Gamers chronicled in these use cases—Little Timmy and Dave—are composite characters for different parts of the value chain. Little Timmy represents streamers and coaches, and Dave is a developer. Together these fictionalized Gamers stand for a large segment of the global gaming community. At the same time, it is important to note that only a few transactions take place in these four use cases. That activity represents a mere fraction of the quantity of total anticipated activity in the Kinguin.io ecosystem.

Use Case #1: Trading in-game assets

Little Timmy (username *LittleTimmy123*) is one of 1.2 billion people who actively game. He possesses above-average hand-eye coordination, a virtual shelf of games, and a Twitch.tv account, which latter he has linked to our servers in Warsaw. Little Timmy has a Kinguin.io account and likes to trade in-game goods with fellow users in the marketplace.



Friction between marketplaces

Problem

Because gaming companies hold in-game assets on their own centralized servers, Gamers must leave the original game platform to trade in-game assets.

Background

An avid Gamer, Little Timmy streams several different games online in any given week. But when he wants to trade in-game assets, Little Timmy faces a dead end. The overwhelming majority of companies which host online games do not allow transactions outside these games' original platforms. While this centralization has one positive effect (preventing illegal duplication and cheating), on the other hand it poses a major obstacle for Gamers like Little Timmy. What if he wants the flexibility to trade in-game assets for assets from other games? Thus in most cases Gamers would prefer to transact in-game assets outside of the original gaming platform.

Solution

The Kinguin.io platform is designed as a one-stop-shop for Gamers to transact everything from in-game assets to games and services. In the case of Little Timmy, he and likeminded users will find an obvious advantage to Kinguin.io: anyone can trade in-game assets from virtually any game without leaving the secure confines of our platform.

Friction within marketplaces

Problem

Gamers must navigate between several different interfaces to buy, sell, and trade in-game assets.

Background

Kinguin.io enables the buying and selling of in-game assets through three main outlets: chat interface, wallet, and the Kinguin.net website. We expect more and more Gamers will come to prefer chat based on the 96% customer satisfaction rate we have measured within this medium. Similar to how the Kinguin.io platform lowers friction between marketplaces, friction within the marketplace decreases as we add different chat platforms (beginning with Discord and Facebook Messenger).

Solution

Here is how Kinguin.io facilitates a trade. Little Timmy has Krowns in his wallet and wants to buy a specific game item. Little Timmy prefers Discord chat, and so he uses this client to message the Kinguin.io chatbot:

> *LittleTimmy123*: Hey kingo I wtb trident

Through natural language processing, the neural network behind the Kinguin.io chatbot determines the Gamer's preference—in this case, that Little Timmy wants to buy a Trident. From there, the chatbot matches Little Timmy to a seller based on user preferences for speed of transaction, price, and quality of seller.

> *LittleTimmy123*: Hey kingo I wtb trident
>
> *Kinguin.io*: Hi Timmy! Let's buy a Trident. Sound good?
>
> *LittleTimmy123*: Yes pls
>
> *Kinguin.io*: Market price is .014K. Is that a good price for you?
>
> *LittleTimmy123*: Yes
>
> *Kinguin.io*: Thank you. I expect to find a seller within the next 15 minutes.

At the same time, the chatbot provides an estimated time for a successful transaction—usually instant—whereupon Little Timmy is free to accept or decline the trade. If Little Timmy decides to sell an item, the process works the same in reverse. That is, Little Timmy messages the chatbot with his preference—

> *LittleTimmy123*: wts trident
>
> *Kinguin.io*: Hi Timmy! You'd like to sell a Trident from your inventory. Is that correct?

—and the trade can take place. As soon as the trading engine finds a match, both parties are alerted and the transaction can be executed. Finally, the details of the transaction record on the permanent history better known as the blockchain.

Safety in the marketplace

Problem

Gamers must resort to unconventional markets and trade hubs which lack protection against the escalating problem of fraud, theft, and other forms of cybercrime.

Background
Gamers may not own their virtual assets in any meaningful sense outside of the relevant game. This being the case, gamers wanting to trade in-game assets often resort to tertiary markets whose domains are non-secure against cybercrime. Little Timmy has in the past been victimized by fraud and theft on unsecured markets. He finds himself caught between a rock and a hard place: the desire to profit from earned in-game assets conflicts with the fear of losing those assets to fraudsters.

Solution
Gamers will find they can trust Kinguin.io because our cryptography drastically lowers the likelihood of scams. Any Kinguin.io user can view past transaction history on the immutable ledger that is the blockchain. Furthermore, in the above trade examples Little Timmy knows he is dealing with good sellers and buyers based on community reviews.

Reliability in the marketplace

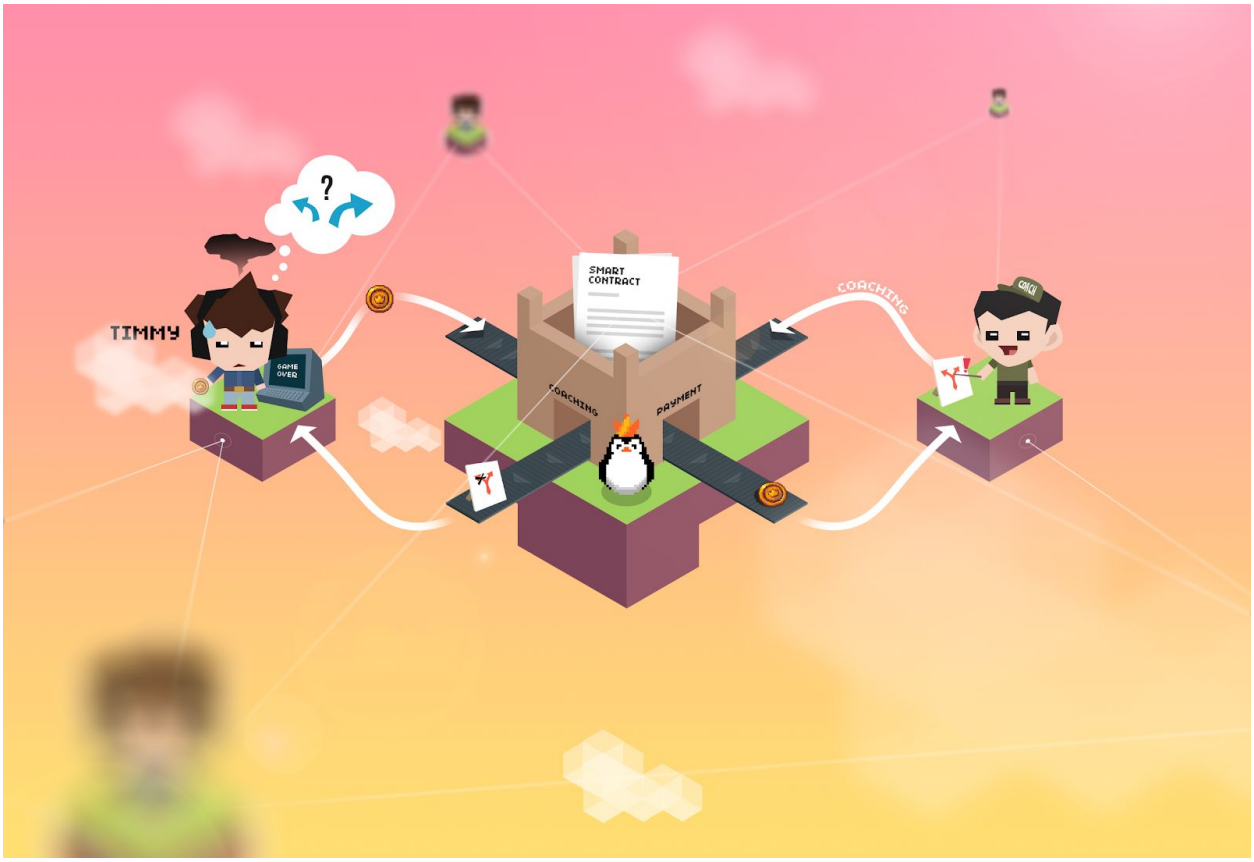
Problem
If a gaming company opts to shut down its servers or close individual accounts, Gamers' assets are rendered worthless.

Background
Gamers like Little Timmy want gaming companies to maintain their rights. In practice, this means that the ownership status and authenticity of in-game assets should not change unless sanctioned by the Gamer. Gamers face two main problems in this regard. One, the gaming company may close an individual Gamer's account, rendering this Gamer's assets worthless. Two, it is not unheard of for gaming companies to shut down their servers, resulting in either temporary or permanent loss of value. The above two factors put whole populations of gamers at risk of losing the value they worked to accumulate.

Solution
Apart from the exchange of purely ingame assets, users like Little Timmy will be able to liquidate their ingame items and currencies into Krowns. Importantly, Krowns are not subject to the whims of video game developers and publishers. In other words, Krowns will not lose value, for example, simply because a new expansion came out. Nor would the power creep of item stats affect your wealth. Essentially, our company will be a safe haven for all Gamers looking to exchange their in-game fortune for Krowns.

Use Case #2: Trading Services

If a Gamer can provide value to a fellow user through services such as coaching or tech expertise, then that Gamer can monetize those services through the Kinguin.io platform. His trading needs fulfilled, Timmy now wants to take advantage of a gaming platform for three main purposes: to monetize his in-game coaching expertise, receive tech help, and network.



Coaching as a monetizable service

Problem
Gamers have no direct path to monetize their acquired expertise through services like coaching and tech troubleshooting.

Background
Timmy considers himself an expert at several different games, and for good reason: he has held a top-100 world ranking for more than a year in three different games (as determined by the respective gaming platforms). Inspired by the revenue streamers generate playing her go-to games, as well as the fact that millions of people play these games, Timmy seeks a way to

monetize his skills. Made aware of Kinguin.io coaching services through social media, Timmy takes to the platform to advertise his skills (username: *LittleTimmy123*).

Solution
Kinguin.io provides both community reviews and player matching capability for the purposes of distributing services across the global network of Gamers. So for instance, Timmy can conduct a search to find fellow Gamers who may need help with their in-game progress. The process of searching for Gamers resembles the process for finding trade partners (as detailed in the previous Use Case). Gamers like Little Timmy and Dave can match through the Kinguin.io chatbot. Just like Gamers can buy and sell items on Kinguin.io, so also they can offer and seek services using the platform.

Timmy continues his Kinguin.io career by helping Dave reach the next level of a new game. The more he uses our platform, the likelier it is that other users will match with Timmy in their searches for coaching. In this way Timmy finds it easy to earn Krowns and build his personal network. With each new Gamer helped, Timmy gains credibility within the Kinguin.io community—both in terms of community reviews as well as by the relationships he forms through service partnerships.

Tech expertise as a monetizable service

Problem

Similar to the above "coaching" use case, Gamers steeped in technical knowledge lack a viable way to profit from this expertise.

Background

We have seen through the above use case how Gamers like Timmy can profit from their expertise by coaching certain games. But even seasoned coaches and streamers sometimes need assistance with technical aspects of gaming. Likewise, the market for digital games and services by nature includes many technical experts. As a class these mavens boast a native ability to discover and navigate experimental interfaces like Kinguin.io.

Skilled Gamer though he is, Timmy is not content with the FPS[3] his computer achieves as he coaches fellow community members. He has tried Googling the problem but has yet to find a solution specific to his hardware.

Solution

Timmy takes to the Kinguin.io platform and poses his question to marketplace:

[3] Stands for "Frames Per Second." A high FPS results in smoother and more precise gameplay, and is vital for competitive gaming.

LittleTimmy123: Offering .014K for FPS help

With just a few words, Gamers can search for and receive help on technical problems—all without ever leaving the Kinguin.io platform. In exchange for a fraction of a Krown, a fellow Gamer helps Timmy tweak system settings, install correct drivers, and make hardware replacements to achieve his desired FPS. The Kinguin.io platform provides several different channels where users like Timmy can pose technical questions.

Use Case #3: Publishing games

Dave the developer is putting the finishing touches on his first-person shooter *Dawn of the Bots*. Because he is unsure which type of payment model to use, Dave prioritizes payment flexibility and also customer service in his search for a suitable marketplace. Throughout this search, Dave weighs the pros and cons for where to distribute his potential blockbuster.

Smart contract templates for developers

Problem

Market forces such as the cost of distributing a game hinder value creation for developers.

Background

Dave spent several thousand dollars and hours to produce *Dawn of the Bots* and wants to see a sizable return on his combined investment. Unfortunately for Dave, the status quo in the gaming market is such that developers must re-up their investment in order to distribute their games. Worse yet, these indebted developers often must pick the payment model preferred by the distributing platform (as opposed to the payment models they themselves would prefer).

Solution

Kinguin.io provides several easy-to-use publishing templates based on smart contracts. Each smart contract lives forever on the blockchain, where it executes from a range of programmed functions. Further, the specific function a smart contract executes depends on the purpose that suits the user(s) in any given transaction. Thus Dave gets to choose between six different payment models—

- FOSS[4]
- F2P[5]
- Time-based rent to buy
- Pay-what-you-want
- One-time fee
- Recurring subscription

Depending on his marketing strategy, Dave may opt for any of these six payment models with the confidence that he easily can pivot to a different payment model.

Krowns for developers

Problem

Developers publishing games on major game platforms often do so without payment guarantees.

Background

Major gaming companies which operate according to the status quo usually hedge rather than make hard-and-fast guarantees. For game publishers, it can be difficult or impossible to

[4] Stands for "Free/Open Source Software." *Space Station 13* and *Xonotic* are FOSS games.

[5] Stands for "Free To Play." Good examples of F2P games include *Dota 2* and *League of Legends*.

negotiate fair revenue-sharing terms with a major publisher. Negligence towards developers is underreported in the media and under-appreciated by developers. In the rush to go to market, a hasty developer may jump to release a game to whichever platform lists the most user accounts. So it happens that Dave finds himself tempted by gaming companies with the largest user bases, even though he is aware these companies lack responsive customer service and fair value sharing practices.

Solution
As part of the Kinguin.io publishing platform, developers get access to a flexible payment gateway cryptographically secured on the Ethereum blockchain. Dave knows from the infallible, provable quality of the blockchain (as outlined in the Technology section of this whitepaper) that he will be paid for *Dawn of the Bots*. But Dave's choice to use Kinguin.io goes beyond blind faith in all things blockchain. His confidence in this particular ecosystem rests on the specific design of Kinguin.io smart contracts—the technology which supports them, the values of the startup which supplies that technology, and the eminent availability of historical records to all transacting parties.

Trustless distribution for developers

Problem
Developers distribute games with no protection against malware and corrupted software.

Background
Developers looking to earn Krowns through game sales by necessity concern themselves with their reputation amongst Gamers. The second a game download link goes corrupt, that incident tarnishes the reputation of the developer behind the game. Otherwise eager Gamers are right to be wary of untested download links distributed or pirated on untrusted domains. Moreover, Dave's concern extends beyond his status as an upstanding member of the gaming community. Simply put, he will receive more Krowns if Gamers love *Dawn of the Bots*.

Solution
Dave learns he can distribute his game digitally through Kinguin.io's peer-to-peer download client. This download client is secure against all different kinds of malware and corrupted software. Each download contains file hashes which match exactly the original master copy of the game. Dave is able to track incoming Krowns through his Kinguin.io wallet and gather feedback through comments on his game.

Smart contracts for all value creators

Problem
Budgetary constraints limit the number of team members who can work with developers to publish a game.

Background
Part of the appeal of smart contracts is that the range of useful functionality this mechanism makes possible is not yet fully explored. In the previous use cases, we have seen how Dave the developer stands to benefit from at least six distinct payment models. If and when Dave publishes a game, interested Gamers can test out the gameplay for free, pay as they go, or buy the title all at once—depending on which payment method Dave chooses.

But how are games actually made? There is at least one developer behind each game, yes—and also possibly a second developer, a third developer, often a graphic designer, perhaps marketing and administrative personnel, and so forth. At present, the number of employees on a team correlates to significant overhead which can turn into a headache on the publishing side of things.

Consider the problem of payment distribution. As things stand, it costs creators precious time and money to distribute pay to each member of the team. Let's say Dave employs six people. In order to compensate his co-workers, Dave must go through an obstacle course of forms, collect these people's private information, double-check balance sheets, and perform other interrelated tasks which take away time he wants to spend making the game itself. The only existing alternative for Dave is to employ an administrator, which saps the overall budget for the game.

Solution
Smart contracts completely turn the tables on traditional structures for pay allocation.

With a smart contract in place, the seven members of Dave's team each get paid the proportion of the game's revenue which corresponds exactly to their salary. What's more, these payments occur almost instantly and at precisely the same moment in time. This means no more waiting several days for payments to process, an improvement which especially suits remote teams whose finances may in the past have had to cross national boundaries.

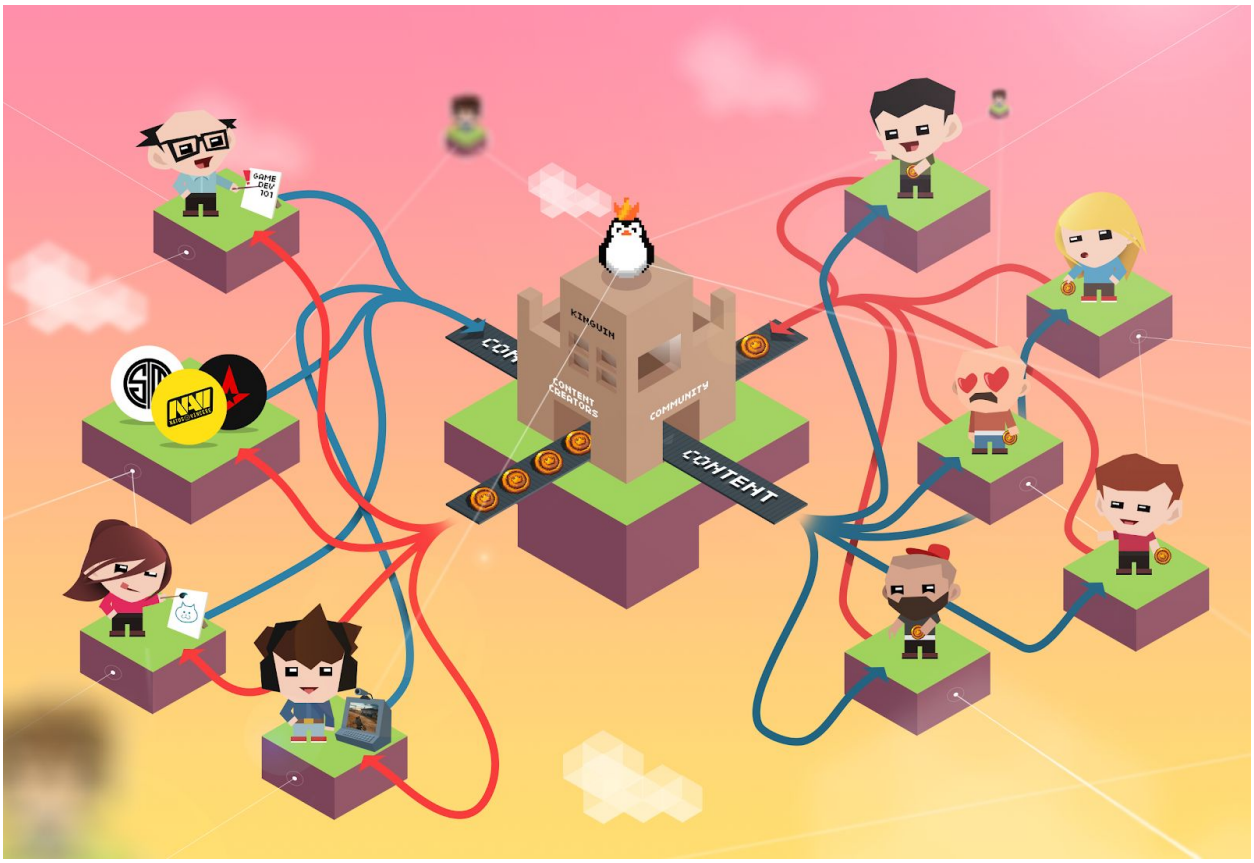
And that's just the start. Smart contracts are so efficient and therefore convenient to developing teams that it is not unrealistic to imagine a game produced by hundreds or even thousands of contributors. Possibly such a game will resemble open-source projects of today, where just about anyone with access to a computer is able to contribute. The same Kinguin.io platform could host these two seemingly opposite types of value creators:

- A project manager who works 40 hours per week on the same game
- A freelance specialist who works an hour per week on 40 different games

Theoretically this project manager and freelance specialist could work together on the same game, receive their salaries at the same time, celebrate paydays together—all without incurring administrative costs of time or money.

Use case #4: Community support

Network effects incentivize Kinguin.io community members to use Krowns as an emblem for the exchange of value on the platform.



Problem

The gaming community shares no common emblem that encourages the exchange of intangible value.

Background

Recall that Little Timmy and Dave are two hypothetical individuals standing in for the 7 million and counting Kinguin users. Together these Gamers enact a complex web of transactions that scales exponentially as new Gamers join. The diagram above illustrates the basic form this transactional web will take on the Kinguin.io platform. In a nutshell, anyone in the community can pay and/or tip anyone else in the community for anything. Professional gaming teams, streamers, developers, and other value creators already command respect within the gaming community. Anyone who makes gaming better deserves to receive Krowns as emblems of their value to the community.

Solution

The incentive to tip fellow Gamers comes from the network effect inherent to the Kinguin.io platform. Already Kinguin supports a thriving user base, and blockchain technology opens a whole new dimension to player-to-player trade. To this point, the total market as it stands only compensates Gamers for certain static forms of value.

As an emblem for the exchange of value between Gamers, Krowns fill that void in the marketplace. Every Krowns transferred is a tangible and fluid representation of gaming value.

Technology

Kinguin.io uses the Ethereum blockchain network as a ledger (or system of accountancy) completely secured from attacks, fraud, and data mutability. Every bit of information, from the first block to the hundred millionth Krown, processes securely through smart contracts. As a result, Gamers and merchants can trade with confidence, see proof of ownership, and access historical data from all transactions ever recorded.

Blueprint

To offer users the best possible trading experience, the newly devised Kinguin.io platform combines three main technological elements: the Ethereum blockchain network, smart contracts, and decentralized apps.

Ethereum blockchain network

Blockchain defined broadly is "a technology for creating permanent, secure digital recordings that don't rely on any single person or group."[6] It is arguably the first truly radical technological innovation of the 21st century, for the reason that no single government, institution, organization, or person may run one. Many hundreds of blockchains exist for the purpose of distributing information across a diverse portfolio of industries ranging from art to computing to medicine. The information blockchain distributes usually contains sensitive properties such as identification and currency.

While the first iteration of blockchain recorded Bitcoin transactions, this is a technology which can record *any* information. For Kinguin.io, the Ethereum[7] blockchain records four critical pieces of information: user hash, tx (=transaction) hash, amount, and time. Whereas the Bitcoin blockchain functions purely as a list of transactions, the basic unit of Ethereum is the account. It is described by its creators as "suited for applications that automate direct interaction between peers or facilitate coordinated group action across a network."[8] Both these broad use cases hold special relevance to Kinguin.io, an ecosystem of user-created accounts which lends itself to Ethereum's accounts-based model.

Ethereum holds the crucial advantage that its average block time—about 12 seconds—is much shorter than the ten minutes or so it takes to mine a block within the Bitcoin network.

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[6] https://decryptionary.com/dictionary/blockchain

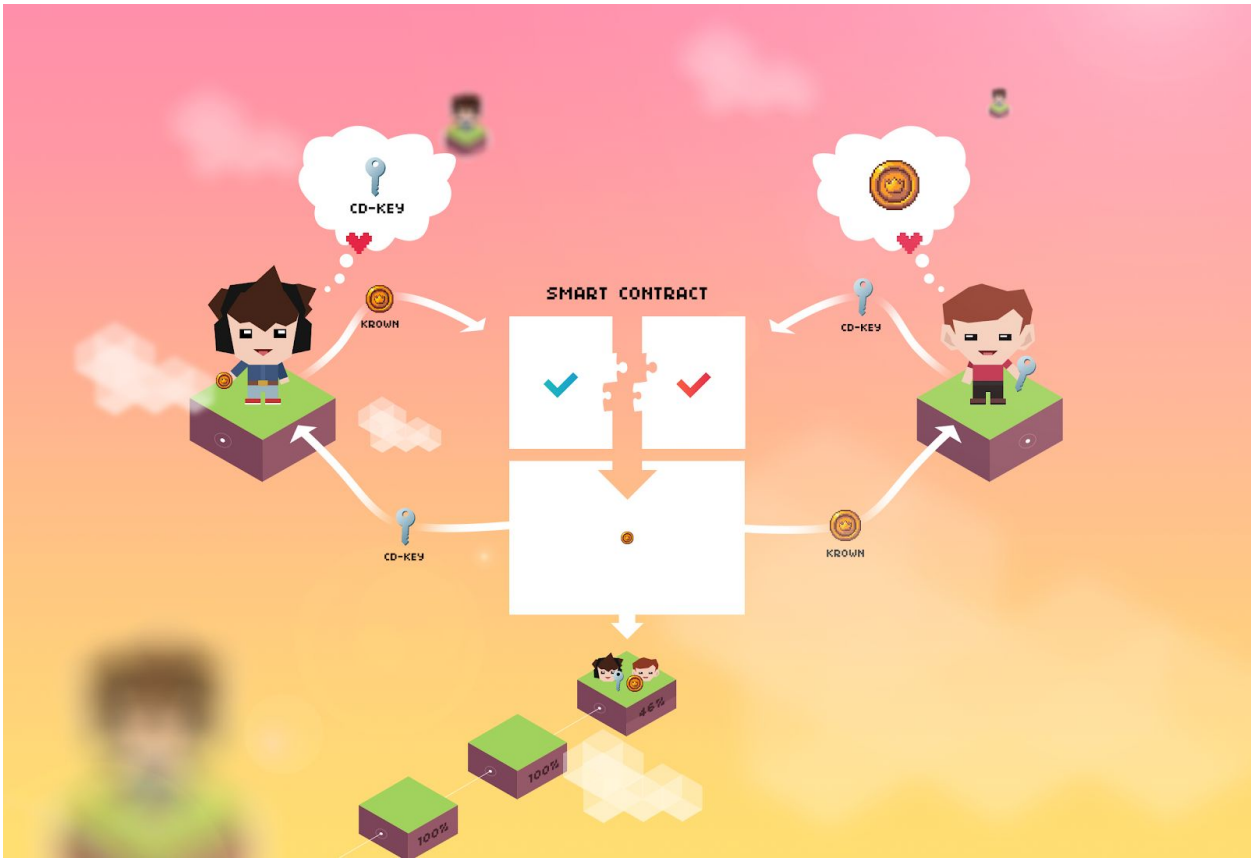
[7] https://ethereum.org

[8] http://ethdocs.org/en/latest/introduction/what-is-ethereum.html

Consequently, whereas Bitcoin transactions normally take a few minutes to clear, Ethereum transactions clear near-instantly.[9]

Smart Contracts

A smart contract records and facilitates transactions of goods, items, or services. For our purposes, smart contracts receive, store, and send Krowns (plus user hash, tx hash, and timestamp) according to unalterable algorithmic instructions. It does this only once the terms agreed upon by both transacting parties have been fulfilled. In other words, the transition state of each account updates immediately and registers permanently on the Blockchain. Thus smart contracts provide an extra layer of protection for gamers accruing value on the Kinguin.io platform.



Kinguin.io smart contracts execute on Ethereum, the largest decentralized network in crypto. At its core, Ethereum is analogous to a book of records where each block represents a single page of digitized information. This ledger of recorded information secures itself through cryptographic distribution across nodes within its host network. Because every node runs every algorithmic calculation, it is both impractical and almost impossible to make arbitrary requests from the

[9] https://etherscan.io/chart/blocktime

network. Instead, entities called oracles scan the blockchain for significant events and publish the results of their queries back to the smart contract.

Decentralized apps

Beyond its designation as a cryptocurrency, Ethereum also works as a software platform with its own programming language called Solidity. Smart contracts running on Ethereum permit multiple apps to interact with any piece of information. Further, because Ethereum runs on the blockchain, developers can create and publish decentralized applications on the Kinguin.io platform. Distributed throughout the blockchain, these applications can interact with one another through events such as microtransactions mitigated by smart contracts.

Over time, a library of useful functionality accumulates both gradually (one event at a time) and quickly (each microtransaction taking only a few seconds to process). Microtransactions actually take a long time compared to most events in the library of decentralized apps, a store of information which also comprises command prompts from developers, chat dialogue between users, and any peer-to-peer event. Such a rich environment combined with the opportunity to earn Krowns encourages developers to build out new features, to the benefit of the Kinguin.io community at large.

Architecture

The Ethereum blockchain network, smart contracts, and decentralized apps combine to enable a microservice architecture supported by API, database, and chatbot technology.

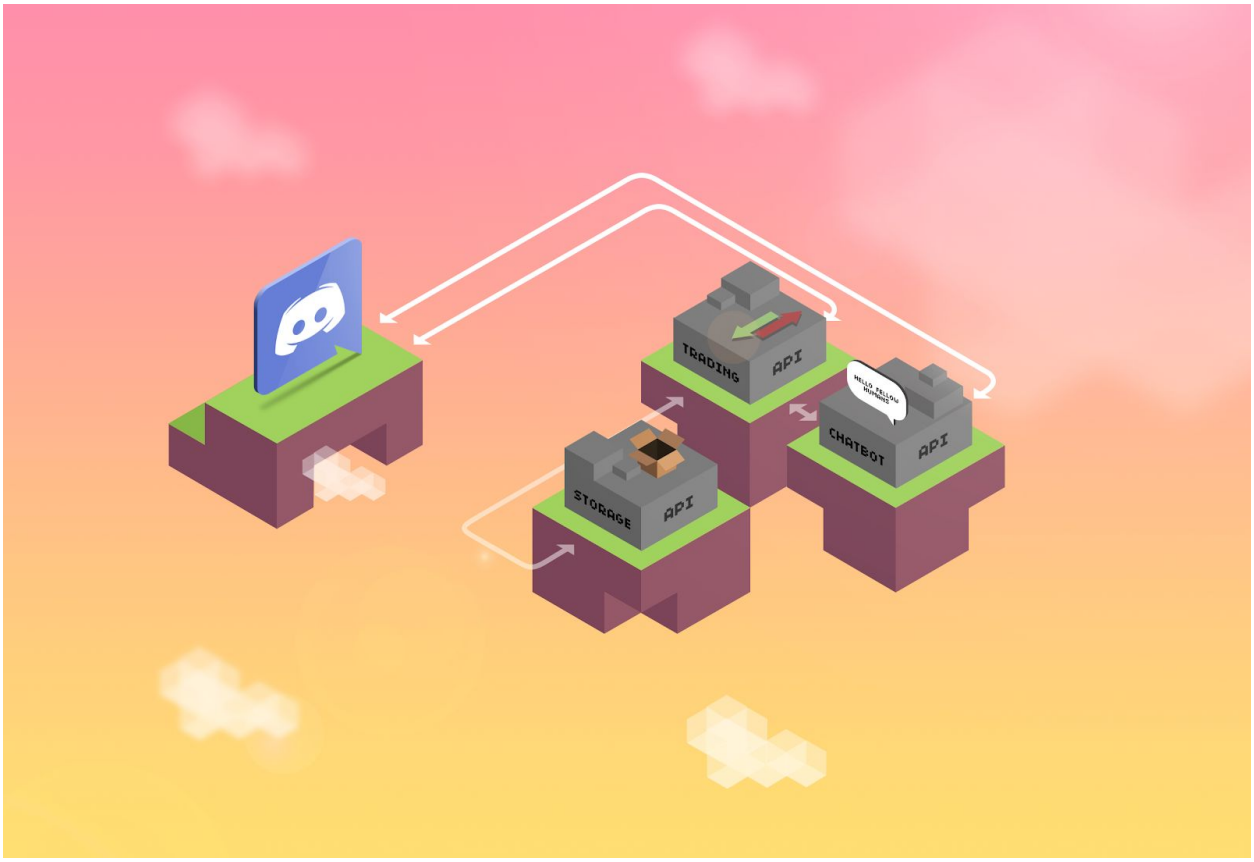
Microservices

We are constructing the new marketplace on a microservice architecture. In this architectural style, applications couple together in a loose structure known as a *collection*. Within this structure, applications collect users and distribute their contributions to the community, a process which allows for the steady and rapid accrual of value.

From a thousand-foot-view, we can describe the microservice architecture as a city of continuous activity hosted, delivered, and deployed by a network of large and complex applications. To users, though, the microservice architecture will seem effortless compared to convoluted trade environments of old. The only "basics" a Kinguin.io user needs to know is how to navigate between chat, wallet, and website. Further, our user-friendly GUI makes it a cinch for developers and value creators to go from idea to implementation.

API

To take a closer look at the system architecture is to consider how the microservices reach our users. This happens via Application Programming Interfaces (API).

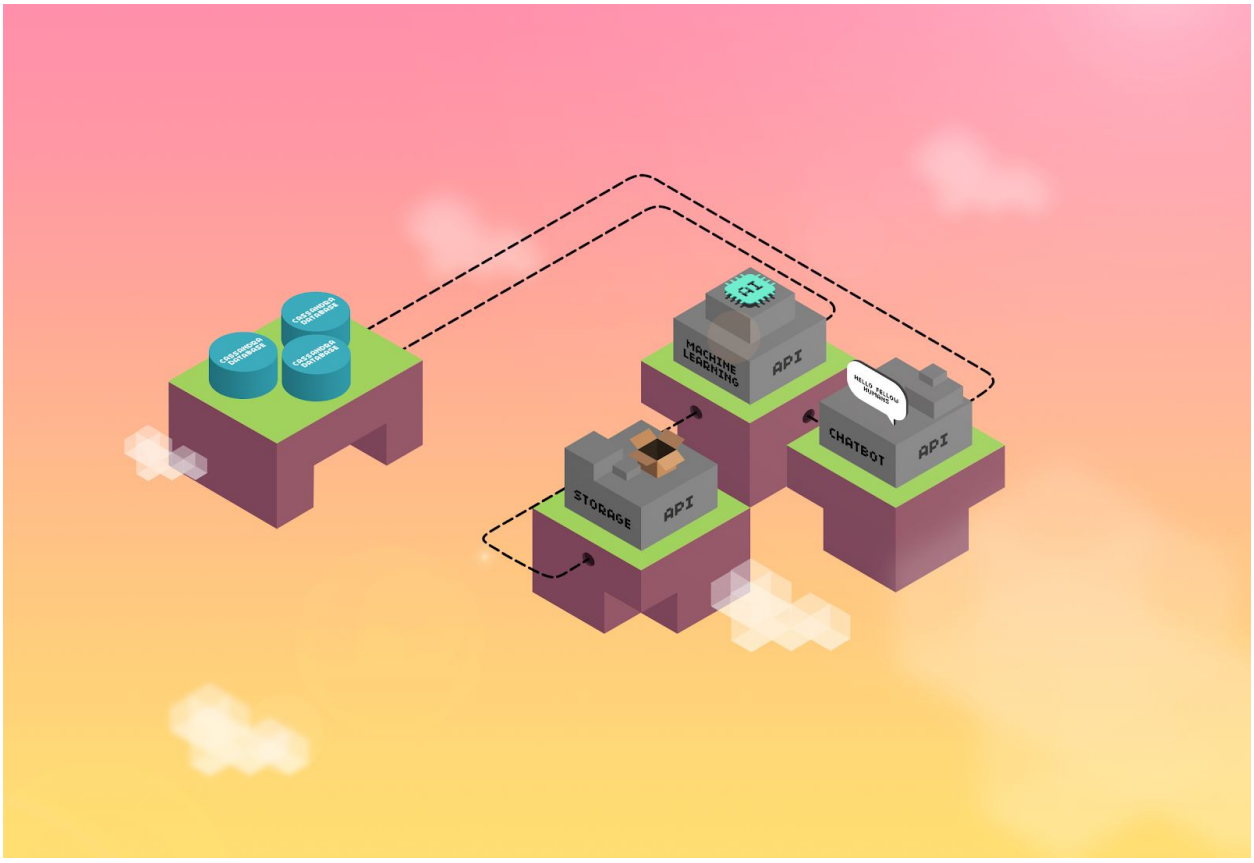


API clients act as the bridge between the backend of the Kinguin.io trading platform and the outside world. In practice, these instructions simplify groups of code for better interaction with third-party clients (see the above diagram).

These API provide programmatic access to read user inventories, create new trades, access user profiles, match oracles to smart contracts, and generally interact with all system entities. Kinguin.io keeps its API in line with industry standard as set by top API like Netflix and Facebook.

Database

Cassandra is our highly-scalable, -executable, and -distributed database. To scale gracefully we rely on Cassandra to process varying data across many commodity servers. This linkage ensures maximum availability with no single point of failure.



High-end services including Netflix, Facebook, and Booking.com run Cassandra. This is a premier database millions of customers around the globe entrust with their digital livelihoods. Fast network speeds and virtually no downtime mean Kinguin.io users and employees encounter little resistance in day-to-day functionality.

Chatbots

A chatbot is software that automates tasks within a conversational interface. By combining two main ingredients—Kinguin in-house experience and machine learning—our chatbot will interact with each user, on a one-to-one basis, in her preferred messaging client.

And we do mean preferred—chatbots deployed on Kinguin currently enjoy a 96% satisfaction rate among users contacting our 24/7 LiveChat Support.

The two-step process consists of (1) adding the Kinguin.io chatbot as a friend and (2) messaging it. In response, the Kinguin.io chatbot optimizes for speed of transaction and price plus quality of seller.

The chatbot parses user input with natural language processing (NLP) and a virtual neural network which updates similar to the way intelligence improves within the human brain. Chatbots' learning models constantly acquire new instructions from an ever-expanding dataset of conversational transactions. Powered in part by Google's Dialogflow API, our chatbot lives on Discord, Messenger, and indeed any messaging clients connected by our API to Kinguin.io.

MC2 Solutions: Blockchain/Tech provider

To ensure the highest level of competency, our smart contracts are developed by MC² Solutions, a company renowned for its ability to deploy complex solutions at the highest global quality and security standards.

MC² for years has carried out large projects in both the private and public sectors, including work contracted by the Polish Ministry of Digital Affairs.

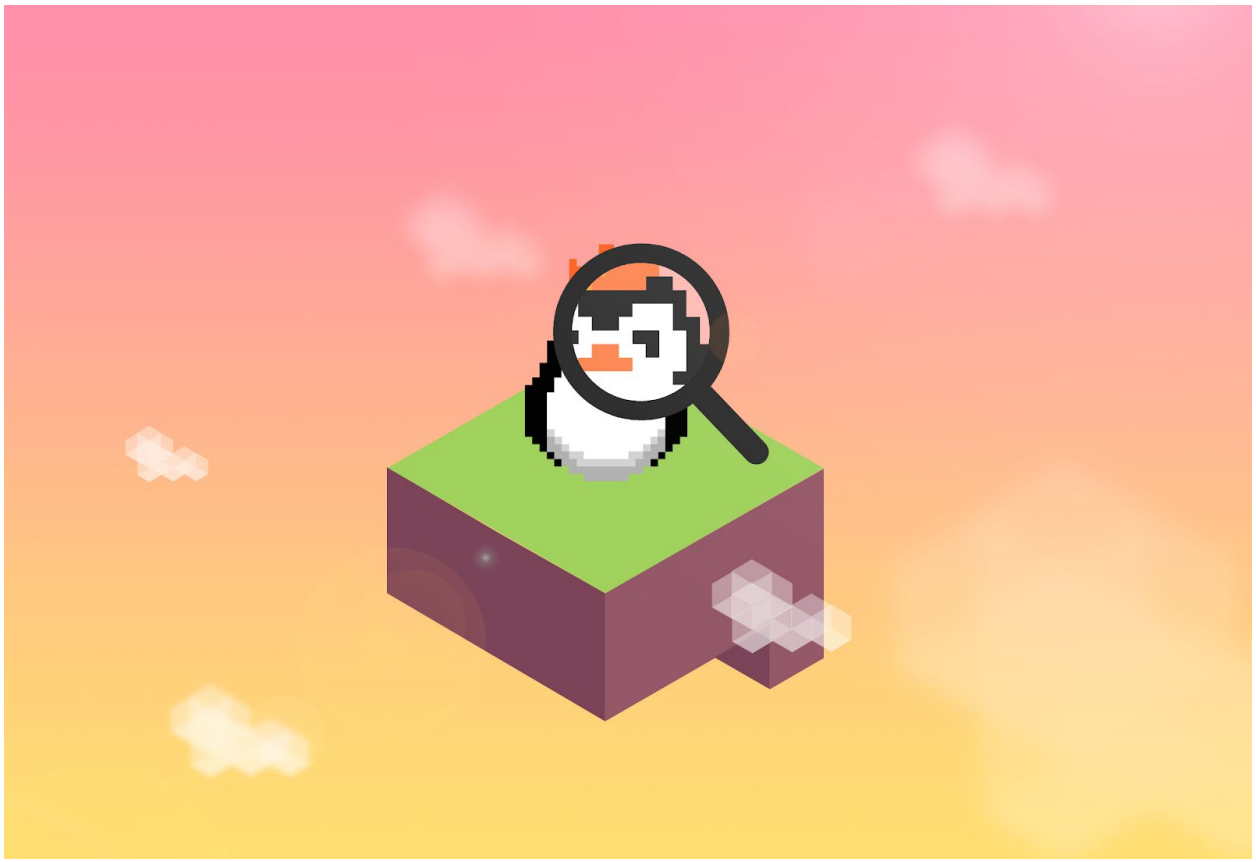
Kinguin is a shareholder in MC² and the two companies share high levels of strategic alignment and trust. MC² specializes in blockchain development, artificial intelligence, and big data solutions—a competency and range which perfectly aligns with the Kinguin.io vision.

As our neighbor in Warsaw, multiple MC² teams enjoy comprehensive access to and seamless communication with Kinguin. MC² follows the executive leadership of Anna Strezynska, the former Polish Minister of Digital Affairs and current advisor to Kinguin.io.

Further MC² information is available at their website.

Kinguin.io at a Glance

In 2013 Kinguin opened the door to the first marketplace where Gamers could sell their secondary cd-keys, thus pioneering the secondary market for digital games. As of today, five years after our inception, we've saved our gaming community more than $175 million.



Key Figures

Kinguin:	350 employees (incl. 60 developers & 100+ customer agents)
Turnover 2017:	$92 million USD
Community:	7 million gamers
Marketplace:	30,000 games/software products on sale
Daily transactions:	15,000
Active merchants:	4,000
Support:	24-hour LiveChat in 16 languages
Feedback:	96% customer satisfaction
Indie Valley:	70+ indie developers & studios

Kinguin's Leadership Team

Viktor Wanli, Founder & CEO

- CEO of Team Kinguin SA, the salient eSport organization in Poland
- CEO of Kinguin Franchising Systems, a company created to establish esports hubs around the world
- Visionary for gaming and the esports ecosystem since 2007

Nashat Wanli, Chief Technology Officer

- Entrepreneur and pioneering technologist with 18+ years' international experience
- Previous companies include VMware and Sciant
- Implementer of virtualization technologies since 2009

Vili Kastrev, Chief Consumer Sales Officer

- 7+ years' experience in Kinguin and Viwa Entertainment
- 5+ years as CCSO in Kinguin
- 25 successful launches of online stores
- More than 50 sales modules successfully released
- 15 years of e-commerce experience

Marcin Gawryś, Chief Legal Officer

- Attorney-at-law having over 9 years of legal advisory experience, in particular in the field of commercial and corporate law, IP/IT law, labor law, e-commerce regulations and M&A transactions
- In-House lawyer providing legal guidance and strategic advice for eSport, gaming and e-commerce industry
- Former Senior Corporate Lawyer and Head of Legal Department at G2A.com
- Graduate of University of Maria Curie-Sklodowska in Lublin

Adam Gruda, Chief Customer Officer

- Operational manager with 8 years' experience conducting high-budget international projects and building/running organizational units
- Former COO at Kinguin with more than 6 years' experience within the company
- Expertise in fraud risk management, sales, marketing, and HR
- Leads daily development and management of subordinate projects and divisions towards desired ROI and KPI levels

Kim Rom, Chief Gaming Officer

- 20+ years' experience in gaming and esports
- Former Chief Marketing Officer at Steelseries
- Former VP of Esports at CBS Interactive
- Previously Founder/CEO at Xplayn, Level99 and NeverAloneGames
- Author/co-author of 10+ patents related to gaming/player performance

Note: for crypto/security reasons, we have omitted team members from this list.

ICO Team

Kinguin.io boasts a terrific team working around the clock to make features, updates, integrations, and new media available to the public.

W. Alex Best — Blockchain Engineering
Affectionately known to teammates and Gamers alike as "Amp," our backend developer built the app that spawned Kinguin.io's nascent InsertKoin service. Amp also does active development of embedded systems on Twitch. Previously he designed and produced an all-in-one smart home system for Nexushaus and was published for a paper on Palladiated Ubiquitin in the Journal for the American Society of Mass Spectrometry (try saying that ten times fast!). Amp brings a singular, affable, and altogether Texan pride to his work as well as Kinguin.io team meetings and group chats.

Sara Basile — Frontend Developer
A California transplant, Sara builds dazzling interfaces which enable people like us to interact with all things Kinguin.io. From an artistic educational background (B.A. in Photography & Digital Technology), she made the switch to web development after learning the trade at a coding academy. Sara worked as a customer service representative and web developer, respectively, before joining Kinguin.io as our lead frontend developer. Please see the Kinguin.io ICO website for a stellar example of her work. Sara currently resides in America's capital where she is mother to two darling children.

Stijn Tilborghs — Machine Learning and Business Analysis
A proud data geek, Stijn worked in several international sales and business roles for eight years, with clients spanning the spectrum from startups to family businesses to corporations. He is our bridge between data and business outcomes. Stijn achieved "top solver" ranking on Crowdanalytix, an honor earned by just nine (9) of the more than 19,000 data scientists on the platform. As part of our team, he runs an economic simulation of the Kinguin.io platform that would take volumes to describe. Our favorite Business Analyst is also a Quake 3 veteran and professional FOMO investor.

Alexander Nikoloff — Gameonomics
Born too late to explore the high seas and too early to explore deep space, Alexander decided to simulate the experiences in video games. As it happened, this turned out to be an unexplored frontier for personal growth and business opportunities as well. As a true frontiersman, he is both entrepreneurial and competitive, meaning he enjoys PvP, trading, and putting his knowledge in competitive gaming/esports and gaming economics (or gameonomics as they are often called within the team) to work for the benefit of the project. If a game has rare or expensive items, Alexander finds a way to trade them.

Darina Oumanski — Account Enchantress
Darina joined the company in the beginning of calendar year 2017 as the CRM for the Kinguin.io ICO. She started her career selling high-end headphones to German hipsters, a product line which later became known as Beats by Dre. Darina's passion for eSports and specifically Dota2 is matched in the workplace by her insider knowledge of trade management. A dynamo in sales, at SteelSeries she grew yearly profits from 30,000 to 2 million EUR. At DHL Express she developed the biggest industrial manufacturing area in western Germany from 15% in the red to 25% in the black within a year and a half. Her role at Kinguin.io oversees contact with customers, clients and partners, and relations within and surrounding the company.

Cameron Carson — Campaign Director
Cameron is an esports and gaming veteran, having been involved in the industry since 2006. He since has worked with some of the biggest names in the space, such as Fnatic, where he helped grow the team's digital presence to the largest of any esports team in the world as senior editor and social media manager. After obtaining his Honors Bachelor of Commerce, he moved to China, where he worked as an Overseas Marketing and Community Manager at one of China's largest mobile game developer/publishers. Cameron then moved on to a short stint at a robotics startup and eventually to a digital marketing agency focused on helping Chinese companies market abroad.

Sebastian Harder — Creative Lead
Sebastian started his career as a Graphic Design Intern at Danmarks Radio, the Danish equivalent to the BBC. Over a four-year period, he rose through the ranks to become Art Director of the Children's TV Department in said establishment. Up to his waist in bureaucracy, Sebastian worked for a time as Senior Digital Designer at the acclaimed design agency Heyday. Then one day, Kim Rom approached him with an offer he couldn't refuse to join our ICO, and the rest is history. So whenever you see pixels pixelating prettily, Sebastian probably combined them.

Peter Mackowiak — Technical Writing
A self-described word nerd, Peter is the caffeinated scribe behind the whitepaper and some of the blog posts you may have seen from Kinguin.io. He worked as a freelance writer for four years and seven happy clients, including a spell as the lead copywriter for the Chummy App, before joining Kinguin.io. For leisure Peter enjoys reading, traveling, and gleaning life hacks from his much better adjusted younger siblings.

Jonas Sjolund — Assisting Project Manager
Jonas currently is a law student at Kobenhavns Universitet and helps Kinguin.io meet the complicated standards of the market for blockchain technology which until recently did not exist. Much of his work comprises research of issues that require a nuanced understanding of details that remain inscrutable to the rest of the team. When he's not studying, you can find Jonas enjoying the finer things in life, including but not limited to bouldering, video games, and professional debate.

Jonathan Fisk — Moving Images
On Kinguin.io, Jonathan is to video what Sebastian is to art. A young creative filmmaker, he previously worked with Breeze Internet and Television (BIT) and also "crashed" weddings and corporate events in the capacity of paid videographer. A dual American-Belgian citizen, Jonathan counts himself as a digital nomad even when working from his native Leuven. Other high-profile clients of Jonathan's include the Stella Artois Leuven Bears, Turtle Entertainment, IGN, and Level99.

Kim Rom — Team Lead
Steeped in esports since the industry's humble pre-millennial origins, Kim is a serial entrepreneur who has both built and rescued brands in gaming. Before joining Kinguin.io as Chief Gaming Officer, he worked as Vice President of Esports with CBS Interactive; as VP of Growth&Engagement at GameSpot.com, as Chief Marketing Officer for SteelSeries; founder/CEO of Xplayn.com, Level99.co and Never Alone Games. Among other duties, Kim spearheads our team's product, brand, and marketing efforts. In his spare time he gives talks about esports development and history, based on his personal experience and insight gained from executive roles across esports, hardware, and gaming. Co-author of multiple patents related to gaming/player formance.

Note: for crypto/security reasons, we have omitted team members from this list.

MC² Leadership Team

Anna Strezynska spearheads the MC² leadership team which includes luminaries Arkadiusz Szczebiot (Vice President of the Board) and Robert Kalbarczyk (Vice President of the Board).

Anna Strezynska, President of the Management Board

- Polish Minister of Digital Affairs from 2015-2018
- Former senior advisor to the Polish Ministry
- Alumni of University of Warsaw Faculty of Law and Administration
- Former Chairman of the Board at Wielkopolska Broadband Network
- Recipient of the Andrzej Baczkowski award for combating Polish Telecom and the Bene Merito Honor Badge

Arkadiusz Szczebiot, Chief Technology Officer

- Former Chief Technology Officer at the Ministry of Digital Affairs in Poland
- As CTO, supervised the operations of the entire IT Division and all subordinate units
- Former Chairman of the Board of IT Directors in Government Administration in Poland, as well as Vice President of the Architecture Council
- 16+ years' experience in IT roles and leadership

Robert Kalbarczyk, Chief Operating Officer

- Holds a Master's degree in Economics and Business Organization, an Advanced Master's in Project Management, and several related certifications
- 20+ years' experience in change management in modern ICT
- 10+ years' experience in business transformation
- 6 years of experience building and creating a brand
- Specializes in business strategy and development; change management; marketing; process migration; service management; and deformalization, among other areas

Anna and a list biography detailing her most relevant achievements also can be found in the Advisors section of this whitepaper. Arkadiusz brings to the table experience with international brands (such as Pfizer and Zoetis) as well as service in the public sector (alongside Strezynska). Robert is an expert in business management, with focus on business strategy and development, change management, marketing, process migration, service management, re-engineering, Lean, 6 Sigma, automation, and de-formalization.

Advisors

Jens Hilgers

- Founding Partner of BITKRAFT Esports Ventures, the world's first dedicated esports investment fund
- Co-founder and Chairman of esports team G2 Esports
- Co-founder and CEO of DOJO madness, the leading big data company in esports
- Widely considered the "Godfather of esports," having founded ESL in 2000 after starting his first esports service in 1997 as CEO, grew ESL into the world's most prestigious esports brand and the first esports company to be acquired by a traditional media organization (MTG)

Stephen A. Crystal

- Attorney and investor focusing on gaming and esports
- 25+ years of involvement in all aspects of the casino and gaming industries as well as in Gaming and esports
- Represents public and private gaming companies before various state regulatory bodies and jurisdictions
- President and CEO of many casino holding and public gaming technology companies, employing thousands
- Investor and advisor on more than $2 billion worth of project finance and mergers/acquisitions in the casino/gaming technology/iGaming/esports and energy and utility spaces

Anna Strezynska

- Polish Minister of Digital Affairs from 2015-2018
- Former senior advisor to the Polish Ministry
- Alumni of University of Warsaw's Faculty of Law and Administration
- Former Chairman of the Board at Wielkopolska Broadband Network
- Recipient of the Andrzej Baczkowski award for combating Polish Telecom and the Bene Merito Honor Badge
- President of the Management Board at MC², the company which provides Kinguin.io with blockchain solutions and expertise

Alexander Shulgin

- Russia's most prolific investor in emerging tech
- Founder and director of the Gruppa Komoaniy Familia
- Creator of SHULGIN, an eponymous music entertainment company
- Serves on the Expert Counsel under the Prime Minister of the Russian Federation
- Recent investments include Bitfury, DotBlockchainMedia
- World-famous composer, author, and frequent lecturer at government institutions, universities, conferences, and corporate events

John Lee

- Executive Chairmain Asia for ESL, the largest esports league in the world
- Strategic advisor to MTGx portfolio companies for the Asia markets
- Co-founded several venture-backed esports and gaming companies
- Previously worked with Gigamedia Limited, NCsoft, Softbank Venture Capital, and McKinsey and Company

Jun Hao

- Professional crypto trader and entrepreneur
- Cryptocurrency portfolio boasts 3,000+% returns
- Specializes in spotting hidden gems in the crypto market
- Maintains active social media presence for the purpose of educating newcomers to crypto

Callum Laing

- Partner at Unity Group Private Equity
- High Commissioner for the World Business Angel Forum in Singapore
- Started, built, bought, and sold half a dozen businesses in a range of industries across two continents
- Directs multiple companies and co-founded The Marketing Group PLC

- Board member at multiple listed and private companies
- Authored two best-selling books: *Progressive Partnerships—The FUTURE of Business* and *Agglomerate—Idea to IPO in 12 Months*
- Regularly invited to speak at conferences and on television around the world

Elie Galam

- Chief Investments Officer of the Eastmore Group, a hedge fund with offices
- in the US, Canada, Europe, Hong Kong, and Japan
- Masters in Applied Mathematics from Harvard University
- Masters in Engineering from Ecole Centrale Paris
- Experienced crypto-investor and -influencer
- Financial advisor to Bancor, a project which raised a then-record $153 million ICO in June 2017

Joe Zhou

- CEO and Co-founder of FirstBlood, a blockchain-based esports competition platform which counts itself among the first successful Ethereum fundraising projects
- Founder and former CEO of Alt-Options, the first US-based Bitcoin options trading platform
- Partner at NewBlock Capital, an investment fund that focuses on FinTech and Blockchain
- Chartered anti-money-laundering specialist (ACAMS)

Pierre Maarek

- Head of Equity Derivatives activities at Exane America
- 15 years of industry experience working for JP Morgan in London, Natixis in Paris, Exane in New York
- Combines deep knowledge of financial industry with extensive network

Token Economics

Following the Pre-ICO Round, the Kinguin.io ICO will take place. 30 million KRS tokens will be for sale. Part of it will be sold for a fixed value with the rest being sold according to the market rate depending on the size of the monetary contribution in each period. Therefore, we do not have a hard cap for our entire token sale. As we are an established company with positive cash flow and roughly 100 million USD in revenue in the previous year, we also do not have a soft.

The Pre-Token sale is referred to as Round 0 with the Main sale labelled as Round 1. Round 2 to Round 41 are the subsequent token sale. Each round between Round 2 and Round 41 will last 1 week (7 days). Additional tokens leftover from the Pre-Token Sale and Main Sale will distributed in the later rounds.

This document outlines all relevant information for people looking to purchase Krowns Tokens as it pertains to costs, structure, timing, etc.

To ensure the highest level of competency our smart contracts are developed by MC2 Solutions.

Smart contracts for all token sales will undergo independent third party security and code audits before launch. This vetting ensures security and integrity of the contracts. The smart contracts furthermore will be made available on GitHub for review by the community and other interested parties in general.

Pre-Token Sale (Round 0)

Pre-Sale Period:	**March 15th 2018 - April 10th 2018**
Krowns Price:	$1.66 USD
Pre-ICO Hard Cap:	$8,000,000 USD
Tokens For Sale:	4,819,277 Krowns
Pre-ICO Bonus:	20%
Pre-ICO Min. Contribution:	$5,000 USD / €4,000 EUR

Main Token Sale (Round 1)

Round 1 Period:	**April 12th 2018 - April 26th 2018**
Krowns Price:	$1.66 USD
Round 1 Hard Cap:	$10,000,000 USD
Tokens For Sale:	6,024,096 Krowns
Round 1 Bonus:	0%
Round 1 Min. Contribution:	$100 (or similar value in ETH/BTC)

Subsequent Token Sale (Round 2-41)

Round 2-21 Period: **April 30th 2018 - February 3rd 2019**
Krowns Price: Depending on Total Ethereum Contributed Each Period
Tokes Distributed : 478,915 Krowns (Each Period)
Bonuses for Each Period: 0%
Min. Contribution: Nil

Round	Token For Sale	Period (Start) - 0000	Period (End) - 2359	Price of Tokens	Bonuses
0	4,819,277	15/3/18	10/4/18	1.66 USD	20%
1	6,024,096	12/4/18	26/4/18	1.66 USD	0%
2	478,915	30/4/18	6/5/18	Tokens/Eth Contributed	0%
3	478,915	7/5/18	13/5/18	Tokens/Eth Contributed	0%
4	478,915	14/5/18	20/5/18	Tokens/Eth Contributed	0%
5	478,915	21/5/18	27/5/18	Tokens/Eth Contributed	0%
6	478,915	28/5/18	3/6/18	Tokens/Eth Contributed	0%
7	478,915	4/6/18	10/6/18	Tokens/Eth Contributed	0%
8	478,915	11/6/18	17/6/18	Tokens/Eth Contributed	0%
9	478,915	18/6/18	24/6/18	Tokens/Eth Contributed	0%
10	478,915	25/6/18	1/7/18	Tokens/Eth Contributed	0%
11	478,915	2/7/18	8/7/18	Tokens/Eth Contributed	0%
12	478,915	9/7/18	15/7/18	Tokens/Eth Contributed	0%
13	478,915	16/7/18	22/7/18	Tokens/Eth Contributed	0%
14	478,915	23/7/18	29/7/18	Tokens/Eth Contributed	0%
15	478,915	30/7/18	5/8/18	Tokens/Eth Contributed	0%
16	478,915	6/8/18	12/8/18	Tokens/Eth Contributed	0%
17	478,915	13/8/18	19/8/18	Tokens/Eth Contributed	0%
18	478,915	20/8/18	26/8/18	Tokens/Eth Contributed	0%
19	478,915	27/8/18	2/9/18	Tokens/Eth Contributed	0%
20	478,915	3/9/18	9/9/18	Tokens/Eth Contributed	0%
21	478,915	10/9/18	16/9/18	Tokens/Eth Contributed	0%
22	478,915	17/9/18	23/9/18	Tokens/Eth Contributed	0%
23	478,915	24/9/18	30/9/18	Tokens/Eth Contributed	0%
24	478,915	1/10/18	7/10/18	Tokens/Eth Contributed	0%
25	478,915	8/10/18	14/10/18	Tokens/Eth Contributed	0%
26	478,915	15/10/18	21/10/18	Tokens/Eth Contributed	0%
27	478,915	22/10/18	28/10/18	Tokens/Eth Contributed	0%
28	478,915	29/10/18	4/11/18	Tokens/Eth Contributed	0%
29	478,915	5/11/18	11/11/18	Tokens/Eth Contributed	0%
30	478,915	12/11/18	18/11/18	Tokens/Eth Contributed	0%
31	478,915	19/11/18	25/11/18	Tokens/Eth Contributed	0%
32	478,915	26/11/18	2/12/18	Tokens/Eth Contributed	0%
33	478,915	3/12/18	9/12/18	Tokens/Eth Contributed	0%
34	478,915	10/12/18	16/12/18	Tokens/Eth Contributed	0%
35	478,915	17/12/18	23/12/18	Tokens/Eth Contributed	0%
36	478,915	24/12/18	30/12/18	Tokens/Eth Contributed	0%
37	478,915	31/12/18	6/1/19	Tokens/Eth Contributed	0%
38	478,915	7/1/19	13/1/19	Tokens/Eth Contributed	0%
39	478,915	14/1/19	20/1/19	Tokens/Eth Contributed	0%
40	478,915	21/1/19	27/1/19	Tokens/Eth Contributed	0%
41	478,915	28/1/19	3/2/19	Tokens/Eth Contributed	0%

For rounds 2-41, we will be distributing a fixed number of tokens—478,915 KRS—and depending on how much money is contributed during this period, the tokens will be fully distributed equitably to all contributors.

Scenario 1: If between 30/4/18 - 6/5/18 (week 2), 1,000 Ethereum was contributed, each Ethereum will be entitled to approximately 478.9 Krowns tokens. This is because 478,915 KRS tokens are being released and 1,000 Ethereum is being contributed. Putting things into perspective, if you invested 2 Ethereum you would receive approximately 956 KRS tokens.

478,915 (KRS) / 1,000 (Ethereum) = **478 KRS Tokens (approximately)**

Scenario 2: If between 7/5/18 - 13/5/18 (week 3), 10 Ethereum was contributed, each Ethereum will be entitled to approximately 47,891.5 Krowns tokens. This is because 478,915 tokens are being released and 10 Ethereum is being contributed. Putting things into perspective, if you invested 0.1 ethereum, you will receive 4,891 KRS tokens.

478,915 (KRS) / 10 (Ethereum) = **47,891 KRS Tokens (approximately)**

**Purchasers can choose to invest in USD, EURO, or BTC equivalent and will be computed into ETH through our system internally for ease of calculation.*

Summary

In total, the public rounds of the Kinguin ICO will sell **30M KRS**. Round One (1) of the ICO commences **April 12th** and sells **6,024,096 KRS** at a price of **$1.66 USD per KRS** which gives it a hard cap at $10 million USD.

The funds from Round 1 will enable Kinguin.io to set up platform and through constant iteration, pinpoint where exactly funds from following rounds will best be utilized. From there, we will be selling tokens in smaller and shorter rounds over a period of time so that the funds can be reinvested into developing the project.

The main reason why we want to spread out the rounds is because unlike other ICOs, we do not believe in receiving the funding in entirety upfront but rather, receive the payments over time as we move on from one milestone to another. This gradual fund raising method will allow us to use the funds wisely and also allow us to have consistent cash flow to help in the development of the project.

Purchaser Eligibility & KYC / AML Compliance

All rounds will follow strict KYC (Know Your Customer) and AML (AntiMoney Laundering) policy. Interested backers will be required to submit personal information and identity proofs, which then are computed and compared to a legal database.

To protect our customers overall, we will apply stricter-than-market-standard criteria in the approval process. We apologize in advance to interested backers unable to join because of legal or geographical restrictions.

Utility of Krowns

Krowns do not represent company shares or give rights to revenue sharing. The Krown is exclusively a utility token for accessing digital gaming experiences on the Kinguin platform and from our network of participating partner sites.

From a token economics point of view, Krowns is exclusively a utility token, meaning there is no guarantee of future value of the KRS token.

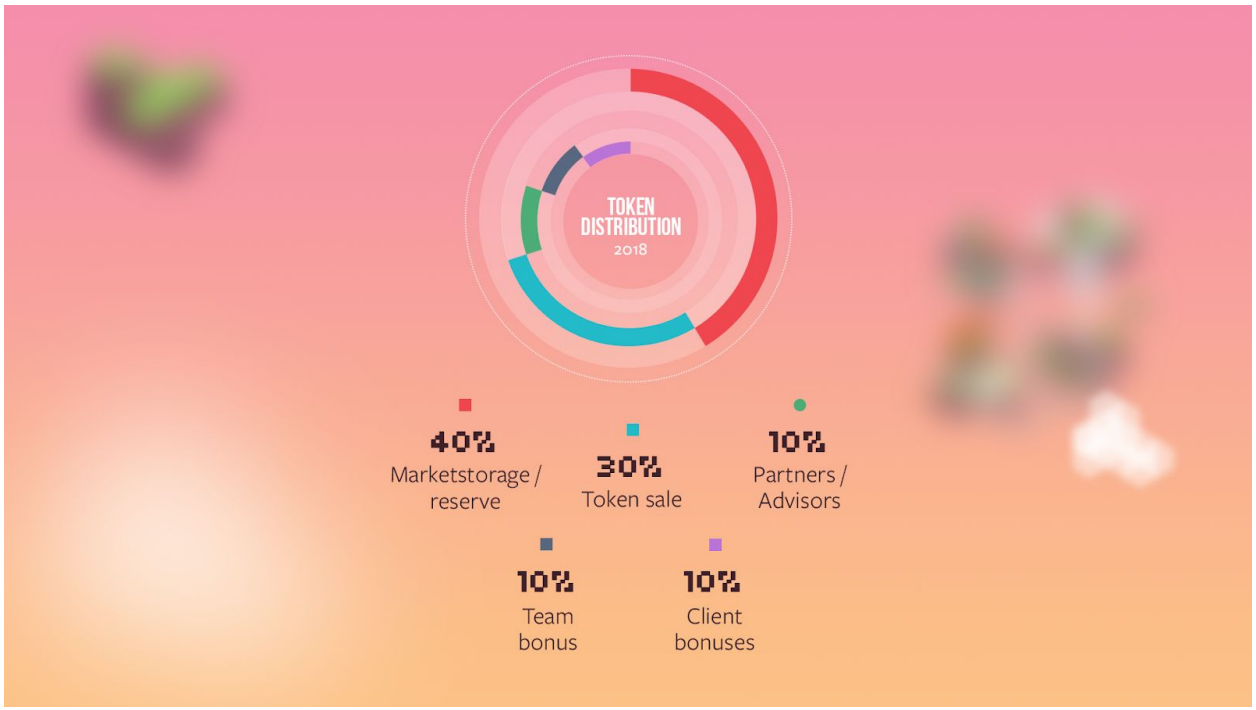
Final dates for future public rounds will be published in advance of start dates on our official website and via other official communication channels (like Telegram).

Website: https://kinguin.io/
Telegram: https://t.me/KinguinICOPublic

Use of Proceeds

Proceeds from the Krowns sale will fund the brand new Kinguin.io platform and expenses incurred by marketing the platform, developing new features, and growing the total marketplace.

The following diagram outlines the preliminary allocation of Krowns (explanations to follow).



Krowns Distribution

For the remainder of this calendar year (2018), Krowns shall be distributed according to the following structure:

- **Krowns sale: 30%**
  As detailed in the previous section on ICO Round Structure, 30 million Krowns will be sold in total across eight public rounds (including the preceding Private+Pre-ICO rounds). Please see the ICO Round Structure section for the rationale behind an eight-round structure.

- **Market storage and reserve: 40%**
  A significant portion of the 100 million total available Krowns initially will be retained in a reserve. The purpose of this reserve is to protect the Krown from speculative trading and to maintain flexibility at the early stages of the marketplace's evolution. Once

Krowns matures this pool can also be utilized for strategic mergers, acquisitions and integrations that will increase value and utility in the marketplace.

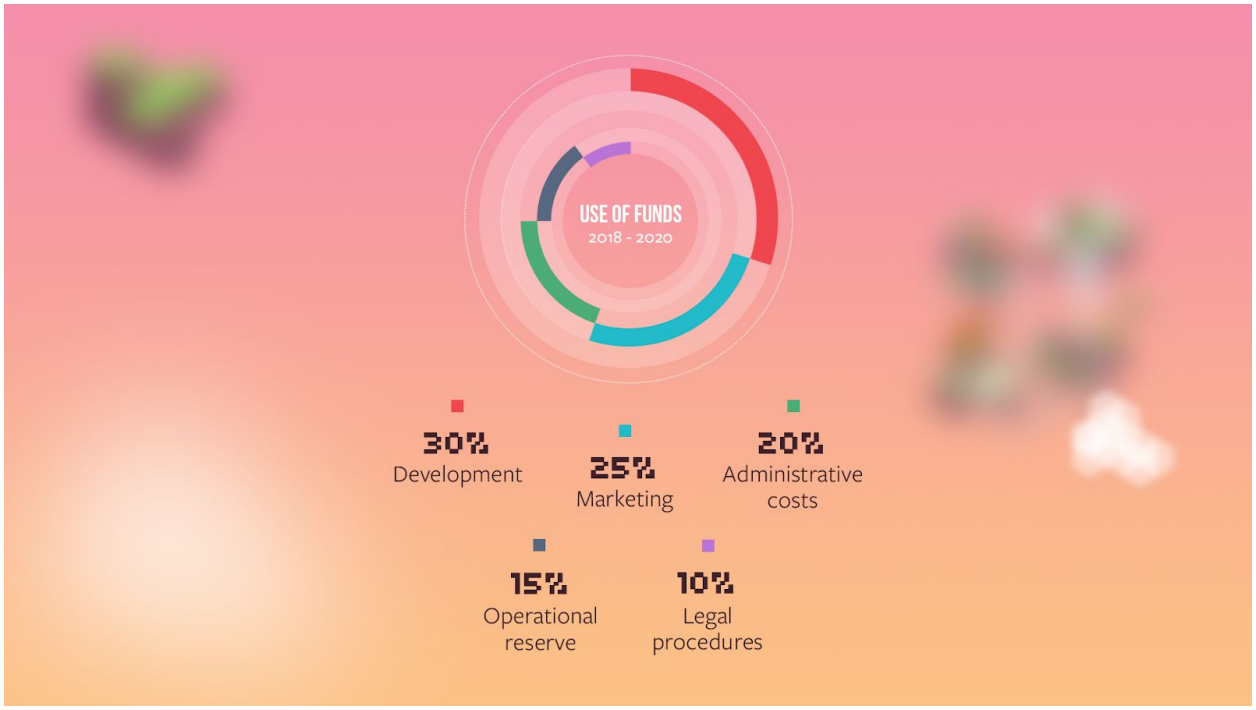
- **Partners and advisors: 10%**
  Allocated to advisors, partners and providers, for their invaluable advice, services and continued effort to grow the marketplace. This pool is used to attract a higher profile and pedigree of advisory participants, which ultimately boosts value and project for everyone involved.

- **Team bonus: 10%**
  10% will be allocated to the Kinguin staff as longer term incentives, to ensure that our backers have 300+ employees working for them and their interests, staff members that will continuously strive to increase value over time.

- **Client bonuses: 10%**
  Will be allocated to existing and future clients, extraordinaire clients who provide strategically vital assets or facilitate high trade volume on the marketplace.

Use of Funds

The second diagram pictured below outlines the planned use of funds for the calendar years 2018 to 2020. (With assumption of 50 million USD is raised with 30,000,000 KRS valued at 1.66 USD each and whether we raise more or less than 50 million, the funds raised will still be divided accordingly)



- **Development: 30%**
  The funds set forth for developing the platform include all operations of Kinguin.io technology—including but not limited to blockchain, smart contracts, chatbots, wallets, and other updates.

- **Marketing: 25%**
  Kinguin.io will advertise, hold promotional events, secure sponsorships, and conduct expansions using these funds. This portion will also kickstart the GoldKrowns community project, to achieve critical mass and network effect in the community.

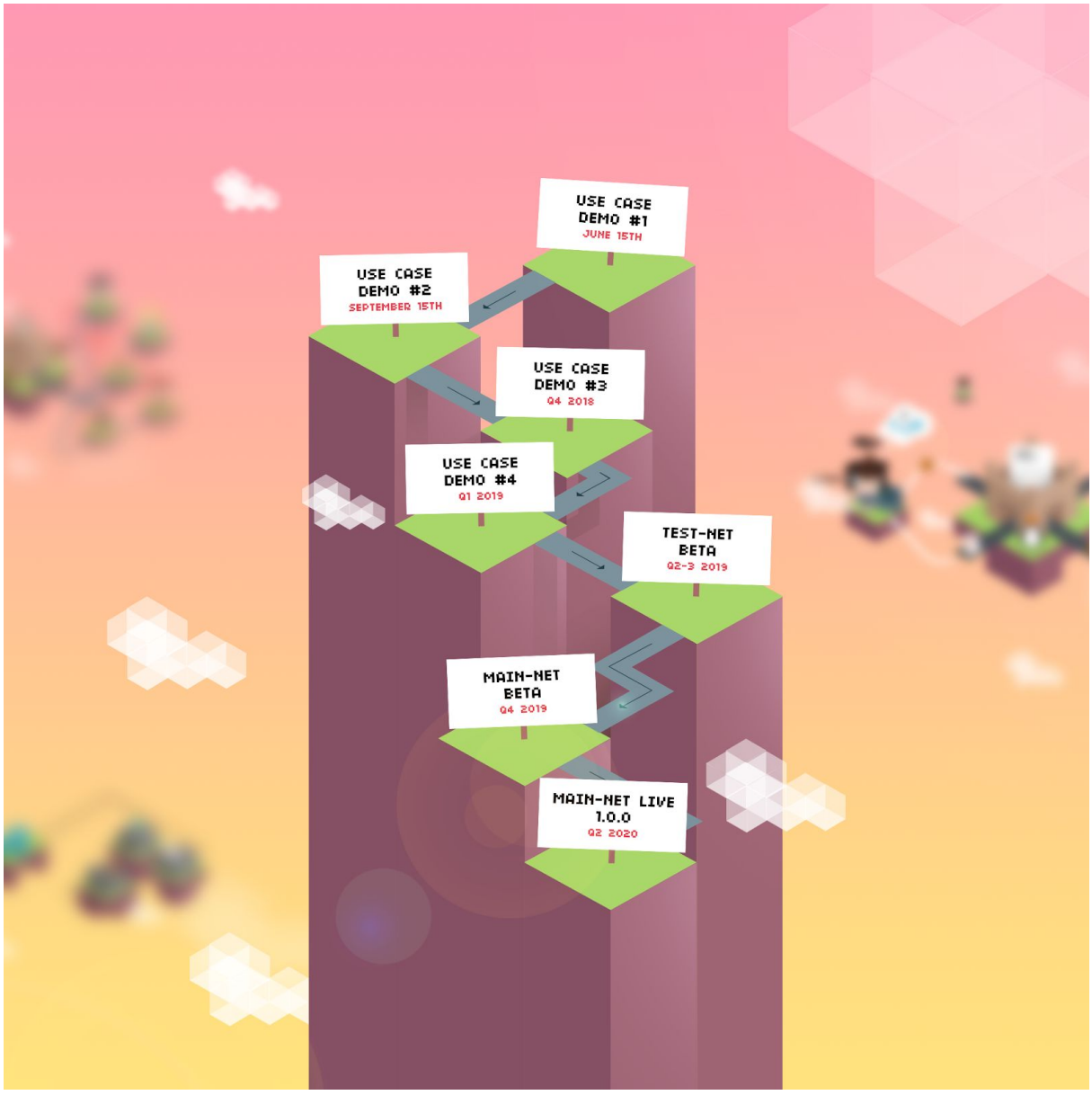
- **Administrative costs: 20%**
  The umbrella of administrative costs covers such expenses as costs associated with paperwork, admin, utilities, insurance, and administrative salaries.

- **Operational reserve: 15%**
  Among other uses, these funds protect Kinguin.io in the event of unforeseen circumstance and emergency.

- **Legal procedures: 10%**
  Krowns, the blockchain, and smart contracts evolve so quickly that their application to existing laws often remains unclear. As such, Kinguin.io maintains a legal team which makes changes to our platform as mandated by law and future regulation.

Roadmap

The following illustration sets forth the chronological roadmap Kinguin.io hereby sets forth for the development of the platform.

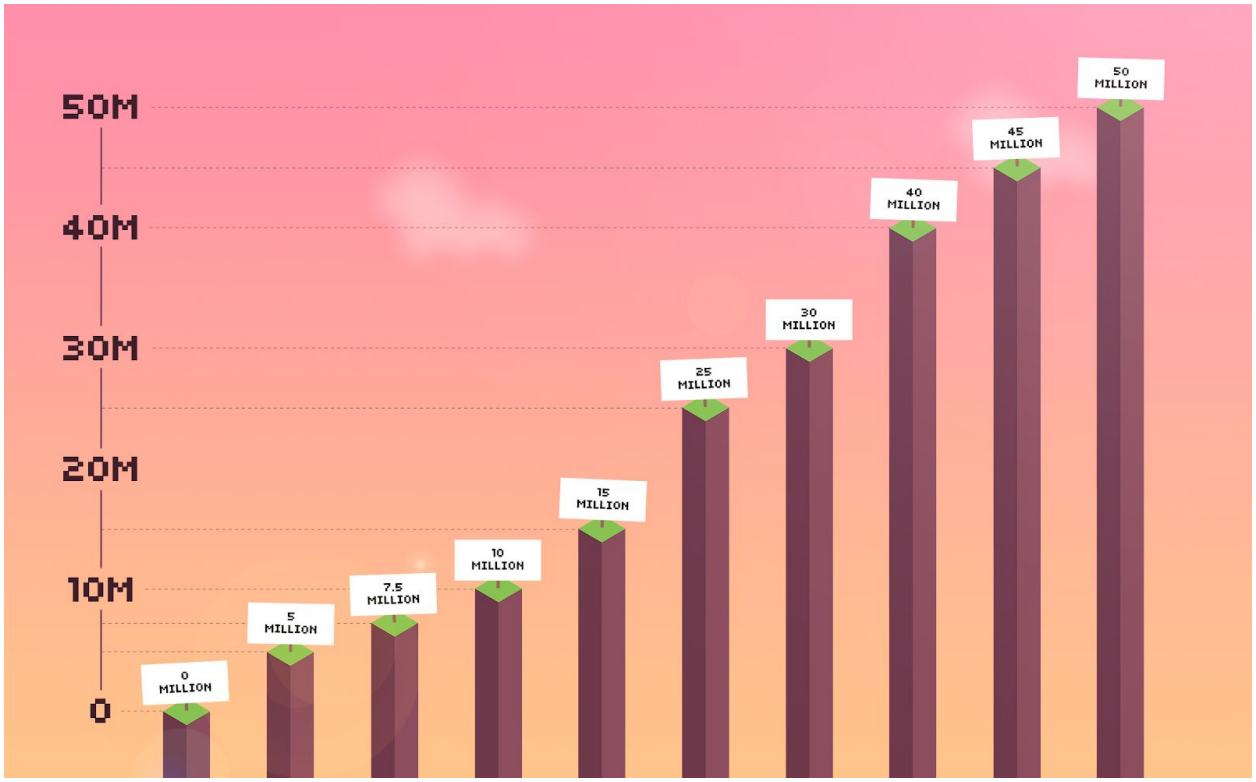


Please note the important fact that this roadmap represents the minimum amount of major events in the platform's developmental cycle. So for instance, we may well release more than four Use Case Demos. Also please note that the main difference to grasp between Test-Net Beta and Main-Net Beta is that Test-Net Beta will be available to select test users, whereas Main-Net Beta is open registration.

Funding

The diagram which follows showcases milestones in the development of the Kinguin.io platform which correspond to different steps on our funding ladder (With assumption of 50 million USD is raised with 30,000,000 KRS valued at 1.66 USD each)

Goals and commitments



Zero to 5 million

The first five million Krowns fund the following open APIs for Kinguin.io: the Kinguin Wallet, Krowns payments, Kinguin ID, and Kinguin FraudProtection, among other possible APIs. These APIs will be offered to merchants and third-party sites as well.

5 million to 7.5 million

The achievement of this funding goal makes all products on Kinguin.io available for sale in Krowns. This store of goods includes any game for sale on the old Kinguin marketplace.

7.5 million to 10 million

Once we make all games available for sale on Kinguin.io, the first part of our smart contract phase can begin. Specifically, we plan to open-source smart contract templates for any and all

microservices which may take place on the platform, as briefly outlined in the Use Case section of this whitepaper.

10 million to 15 million
At this stage, game publishers will be able to use smart contract templates for the six main types of payment structures, also covered in the preceding Use Case section. Smart contract templates for game publishers are also open-sourced.

15 million to 25 million
The next major milestone in the development of our platform is the GoldKrowns support program. In contrast to Krowns, GoldKrowns function as a reward for content creators and streamers who make up the crux of the platform's value axis. In the GoldKrowns program, ten percent (10%) of revenue from Kinguin.io gets gifted back to the top content creators and streamers in gaming. Gifted and donated by our community, not by a central authority.

25 million to 30 million
Chatbot technology makes trading items and services on Kinguin.io a breeze. This level of funding buys both the necessary messaging clients and talent needed to implement chatbot technology on the platform. Clients include Discord, Messenger, and other social platforms. The Kinguin.io chatbot personas and the API which supports them are to be open-source.

30 million to 40 million
A Krowns app is needed for the purpose of instant conversion and cashout to USD and EUR. These funds provide for the talent and updates necessary to create and maintain the Krowns app. In combination with the previously mentioned chatbots, the Krowns app reduces friction in the depositing and withdrawal of value on the Kinguin.io platform.

40 million to 45 million
Once we hit 40 million Krowns sold, the next 5 million Krowns go into a pool to be shared by all private pre-ICO and Round One ICO backers. Said pool is split according to percent contribution per backer.

45 million to 50 million
Indie developers form the backbone of the Kinguin.io corpus. With a thriving marketplace now in place, funds from the next five million Krowns make possible an advanced micro-payment platform particular to these indie creators but also open-sourced for anyone else interested in adding value to the community as a developer.

45 million to 50 million
At this point, Kinguin.io begins development of it's own blockchain.

Changelog

Version 1.0: Original Whitepaper.
Version 1.1: Re-wording to better align with concept.
Version 2.0.0: Extensive rewrite including changes to semantics and structure. Added mission statement. Changed technology description.
Version 2.1.0: Added use cases. Added more detailed funding goals.
Version 2.1.1: Detailed changes to semantics. Added Changelog.
Version 2.2.0: Rewrite for clarity. Changed Title Page, Index, Abstract, Background, Use Cases, Technology, and Kinguin.io at a Glance sections. Added Founders and Advisors subsections.
Version 2.3.0: Added ICO Round Structure and Blockchain Solutions sections.
Version 2.4.0: Added Team section. Changed Use of Proceeds and Funding sections.