YALP GAMES

A new decentralized game distribution ecosystem for web3

Yalp Games Team

Email: contact@yalp.games

YALP brings massive web 2.0 game players to web 3.0

The Origination

Since its creation in 2008, blockchain technology has disrupted many industries unprecedentedly. Presently, it has impacted the global gaming industry as Play-to-Earn(P2E) games have become the new standard in decentralized gaming.

However, the share of games that use blockchain technology is still minimal. Most game developers in the traditional gaming industry receive little compensation for their craftsmanship as corporations dominate the market. The Google Play and Apple App Store take majority share of the revenues while the marketing, design, and development expenses remain extensively high for app developers.

Moreover, most game developers have yet to realize the transition to web3 and P2E. The new digital domain will merge online experiences in a fluid and connected way that more accurately reflects the human experience.

This is where Yalp steps in. Yalp is dedicated to constructing the first decentralized, blockchain-based game distribution ecosystem, where the industry is autonomous and the revenue is fairly distributed among all stakeholders, thereby benefiting developers, content creators, and gamers.
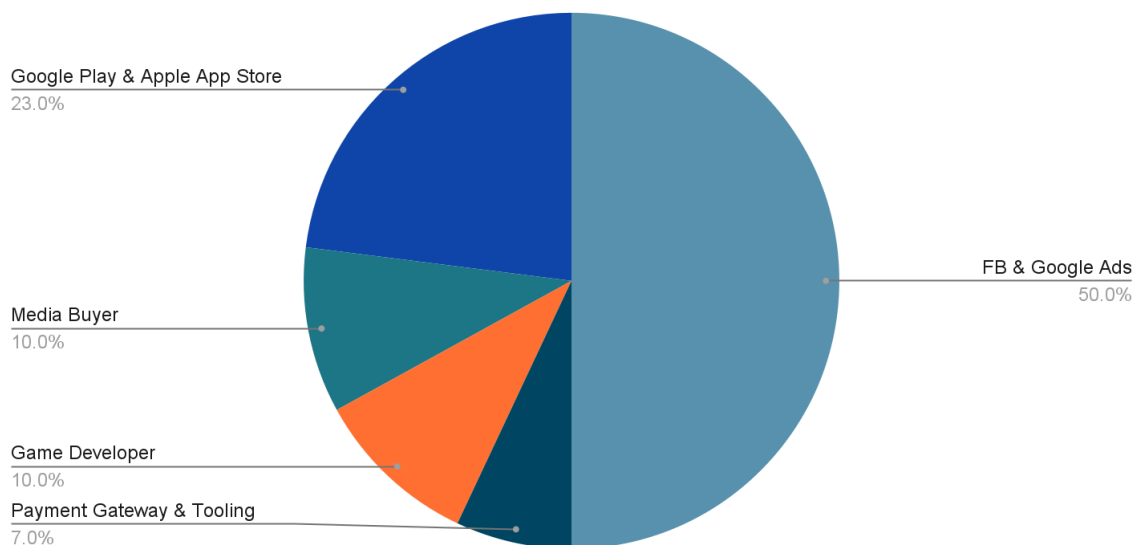
The Market and Problem Statement

Gaming Industry
According to statista.com, there are more than 2.6 billion mobile gamers worldwide. Newzoo reports that in 2021 mobile gaming made up over 52% of the gaming industry, bringing in over $90 billion in revenue.

The Problem
Big tech companies like Google, Apple, and Facebook have created a monopoly in the mobile gaming world. The Google Play Store and App Store take large amounts of revenue from game developers to host their products. What is more, nearly all marketing expenses for promoting games are processed by Google and Facebook.

The skewed revenue share

Google Play & Apple App Store
23.0%

Media Buyer
10.0%

Game Developer
10.0%

Payment Gateway & Tooling
7.0%

FB & Google Ads
50.0%

Typical revenue distribution for a game hosted on the traditional marketplace

The highly centralized game hosting platforms enforce a bottleneck on the development of the industry through over-regulation and limit the industry's creativity on a large scale.

For example:
1. More than half of the gross revenue goes to listing platforms and traffic sources.
2. Inefficient and insufficient marketing of traditional platforms makes it very difficult for small start-ups.
3.
4. Payment processing and distribution face jurisdictional boundaries.
5.
6. Creators' and developers' creativity and passion are bound by very restrictive policies and terms of services.
7.
8. Platforms do not provide gamers with enough opportunities to monetize their skills and gaming experience.

The Solution - Yalp

Yalp is the first blockchain-based decentralized game distribution ecosystem based on an industry and community that is autonomous, where the revenue is fairly distributed amongst all stakeholders. The platform provides an interface presenting each beneficial aspect for the developers, content creators, and gamers. Yalp combines game hosting and influencer marketing by efficiently integrating blockchain technologies with sustainable tokenomics. Of which the native token YLP handles the payment processing, and permits additional features built on the protocol like NFT and metaverse assets. Its effective marketing channels allow developers to reach out to new audiences and get as much exposure as possible.

Yalp adopts an innovative business model to provide the maximum benefits to consumers. The platform is built with a community-driven mindset, and by utilizing a DAO and other blockchain-based governance mechanisms, Yalp delivers the community with the ability to make extensive decisions for the ecosystem.

Yalp ensures that each game goes through a thorough security checkup to ensure that gamers and users are safe from unwanted activities, malware, or indecent content.

Additionally, the platform provides cryptocurrency-based payment processing and many additional features through the Yalp SDK for game integrations. Yalp will vow to the supporting influencers that the games deployed through their app stores will be safe. So, influencers can then announce an assurance to their audience of the games safety.

Why Yalp?

Industrial perspective: Being built on blockchain technology, Yalp revolutionizes the industry by making it run more economically, and incentivizing to all stakeholders. By completely eliminating the cost of game listing, payment, and traffic, we can maximize the revenue sharing for the store owners and game developers. In addition, we reduce the settlement period from 2 months to real-time or near real-time.

Gamers' and users' perspectives: By applying YLP token in all aspects of the ecosystem, users can earn more tokens by playing games, trading NFTs, staking tokens or working as freelancers. Also, they have access to thousands of unique digital assets and airdrops. Yalp ecosystem and its native token, YLP, will bring much more value to gamers/users than the traditional gaming industry.

Influencers' and developers' perspectives: Because almost all the costs in the traditional gaming industry have been eliminated, the revenue of games will be shared only between store owners and game developers, which could bring 3500% profit increase to a traditional game developer. P2E game developers can create their own games and smart contracts and easily integrate tokens, wallets, and NFTs. They can enter the 2.8 billion dollars global crypto market and create thousands of new profit opportunities through the Yalp platform. In addition to that, Yalp provides them with direct access to investors willing to fund their projects and automate advertising and brand sponsorship deals to maximize revenue. As an influencer, if he becomes a store owner, his annual revenue could double his existing channels.

How Yalp works

There are 4 main stakeholders in Yalp ecosystem:

- Influencers as store owners
- Game developers
- Game players
- Yalp Platform

Interaction of the roles

1. Game developers develop games and integrate them with the Yalp SDK to publish in the game inventory maintained by Yalp.
2. Game store owners evaluate the games from the inventory and curate a list in their game stores. After listing, they promote games on YouTube/TikTok/Instagram/Twitch, and other social media platforms, bringing traffic to their game stores.
3. On the first arrival of the player to a store and performs a sign up, Yalp will record the store as the "first-stop" store of this player.
4. When the player makes a purchase in any game store, the transaction is executed in a blockchain smart contract. The amount of the transaction is split in real-time between game developers, store owners, and Yalp.
5. Players can browse the NFT marketplace, accessing it right from the game that uses the Yalp SDK.
6. Players can check their in-game assets in the Yalp crypto wallet.
7. Players can link to other approved metaverse apps from the game store or the game. Yalp will thoroughly select the partner metaverses to avoid cluttering.

Game store pricing
To be compliant with the traditional gaming industry and make it acceptable to a wider audience, the prices of all items in non-GameFi games will be listed in USDT along with the native YLP tokens. Users will be offered a 10% discount for using YLP tokens, and by staking YLP tokens, they can achieve additional discounts.

Game store revenue distribution
Game store revenue distribution will be automatic and immediate, based on the smart contracts. Each time a player purchases a premium game or in-game asset through the autonomous smart contracts, the income will automatically be distributed as follows (we use mathematical constant e as tax rate and calculate other

rates, and some staking rules may apply):
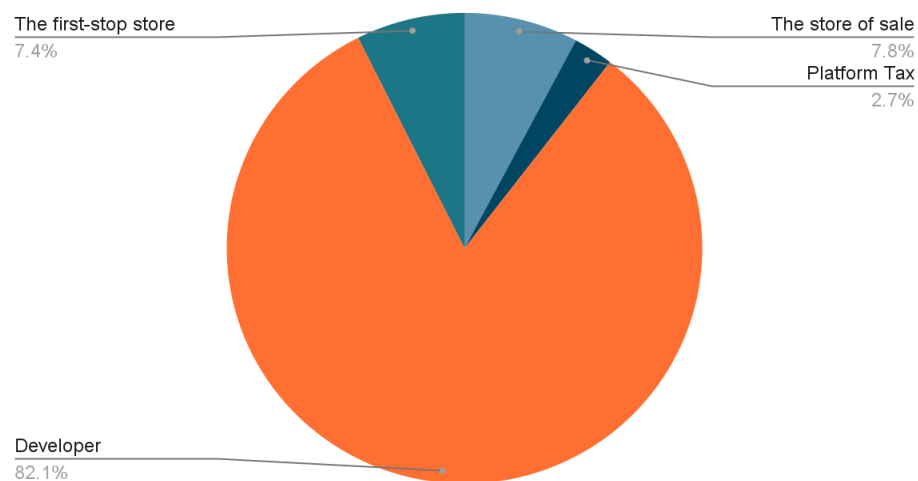
First-stop store Purchases
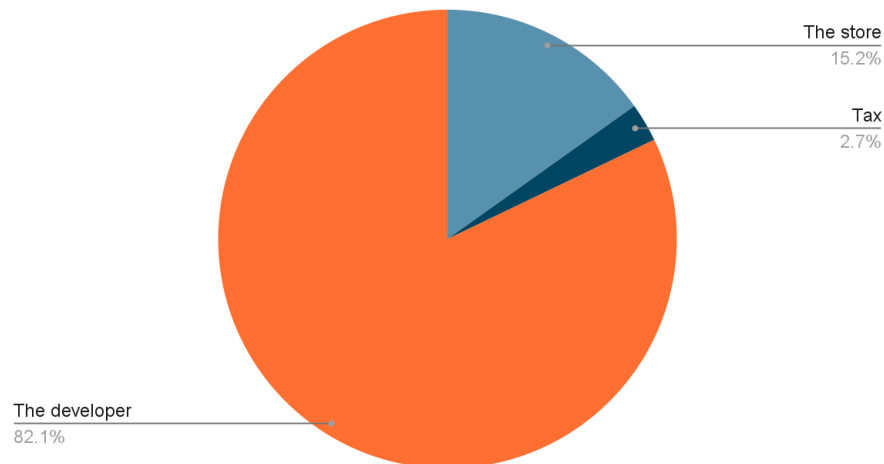
Revenue Share

If a game is downloaded from the first-stop store, the revenue-share will be allocated to the store owner.

Non First-stop store Purchases

Revenue Share

If the game is downloaded from another store instead of the first-stop store, the revenue-split is shared between the originating store and the store of sale.

Yalp Ecosystem Explanation

1. Game Stores

Yalp partners with top-tier influencers and invites them to act as game app store owners. As store owners, they can select games from the inventory pool to list on their own branded stores associated with their industries/genres or other preferences. While Yalp will help in maintaining their brand, theme, and provide technical and customer support to game players. Store owners can also hire media buyers to maximize their profit through Cost Per Sale(CPS) marketing.

Yalp builds and maintains for each store a decentralized Planet. Artists can join as freelancers to the planets and create their infrastructure tools in the form of NFT construction materials. Which are sold to property builders who can buy virtual land and develop using these construction materials to build various kinds of buildings.

Any user can act as Decorators, who can apply any NFT assets to customize the buildings. The planets are owned by the influencer, who can sell their blocks of land to investors who will build asset hosting properties. These buildings can be sold to anyone, like gaming guilds or even wealthy players or other whales who want to show off their NFT collectives. Building owners can arrange their own NFTs in their buildings and schedule open houses for online meetings, tourism, exhibitions, etc.

2. Yalp SDK

Yalp SDK helps game developers decentralize their web2.0 games. By integrating their existing games with Yalp SDK, game developers can easily enable their games to support crypto payment, NFT minting/renting/borrowing, in-game item trading, YLP token staking, etc., which turn web 2.0 games into P2E games without additional development overhead or learning curve.

Yalp SDK supports fiat payments with a separate payment processing & accounting system as well to make the games compatible with their versions published in Google Play Store.

3. GameFi Launchpad

The Launchpad is a platform for raising funds for early-stage crypto projects from retail investors rather than VC funds. Each P2E game must create a token pair to lock liquidity on behalf of the game in order to be listed on the launchpad. As a reward for participating in early-stage project launches, investors or users who staked YLP tokens could get presale tokens from P2E games. Early backers receive benefits like tokens at a lower price point or early whitelist access, as well as early access to innovative product features.

Yalp Launchpad will focus on Initial Game Offerings (IGO). It will help developers get early funding to kick start their projects. Also, when the developers take the game into production, it is promoted through the game stores to reach millions of gamers.

This way, Yalp creates a perfect environment for developers and influencers to market their new P2E games for players to connect.

4. NFT Marketplace

The Yalp ecosystem includes a marketplace where each user can buy, sell, or rent NFTs for any compatible blockchain game.

The marketplace has:

- NFT minting
- Unique sale types
- Dynamic recurring commission models
- Other essential features

Players can convert their in-game assets into minted NFTs and list them for sale on Yalp NFT Marketplace. To mint an NFT, a player will have to use the native Yalp tokens (YLP). The Yalp NFT Marketplace also supports auctions along with the traditional buy-sell process. Games integrated with Yalp SDK will provide an NFT gallery where gamers can find all the NFTs they own.

5. Yalp Wallet

The Yalp ecosystem contains a custodial wallet to make the storage of cryptocurrencies and payments in crypto smooth and secure for users and gamers.

The wallet also allows users to store and view the in-game NFT items they own from different games in a single place. Yalp will provide a media delivery vehicle for the playback of audio/visual content and showing 3D models, which can be represented by

NFTs.

6. Gaming Guilds

Game guilds will provide gamers with the necessary funds and tools to experience a growing roster of "play-to-earn" titles. They will open more opportunities to young gamers willing to expand their skills and make more money playing P2E games.

Each guild will be able to purchase NFTs of in-game assets from various sources. Guild members can rent those assets to play games and make some profit. Using the guild's assets, players could play games that they usually wouldn't be able to afford. A part of their play-to-earn revenue goes to the guild treasury.

Gaming guilds will be operated as DAOs. Members of these DAO's will make strategic decisions on the usage of the guild treasury, what NFT's of in-game assets are purchased, the cost of the rental, principles of behavior in the guild, etc.

The Yalp platform will promote the popularity of gaming guilds and create a simple onboarding process to attract new players. Mentorship will also be available. Beginners and low experience users will have access to coaches and professional users who are ready to share valuable knowledge and give helpful advice.

And most importantly, Yalp stimulates interest and supports the community. Each new user will be able to easily meet like-minded people, join a guild and start playing and learning effectively.

7. SocialFi & Ranking System

The governance power of each user of the platform and the profit distribution system depends on the user's rank. Each rank has its characteristics and benefits.

Depending on the number of tokens a user stakes and other achievements, they can belong to one of the following ranks:

- Rookie
- Apprentice
- Warrior
- Master
- Sensei

- Elite
- Legend

These ranks will be actively used in SocialFi, part of the Yalp ecosystem. Yalp will include an embedded online social news platform, and it will be a Reddit-style online community. Each game store, game, gaming guild, and other ecosystem participants will be able to create threads of discussions to keep their fans and participants informed and engaged.

We will incentivize the assistance and support to one another from community members, giving away token rewards to active participants who share knowledge with others and give valuable responses to the questions posted on our Q&A platform.

# 8. DAO/Community Governance System

DAO (Decentralized Autonomous Organization) is one of the essential features of the Yalp ecosystem. It will take part in the strategic decision-making process for the long-term development of the platform. This organization will operate on blockchain and use smart contract mechanisms to make decentralized decisions. The immutability of the blockchain will make it possible to take advantage of community governance.

A DAO is capable of providing the most democratic and liberal way to manage the platform and make joint decisions in an open market. This approach makes it possible to consider the opinion of each member of the community, giving each token holder the appropriate authority. The Yalp platform creates the ideal conditions to ensure the seamless implementation of a DAO on the platform. All token holders will have access to governance features and the right to take ownership in the core decision making process.

Architecture & Technology

Yalp will run on an Ethereum L2 network and the native token, YLP, will leverage the advantages of the more advanced token standard ERC777. It will support multi-chain/cross-chain technology so that it has maximized scalability and extensibility.

The topology of the ecosystem
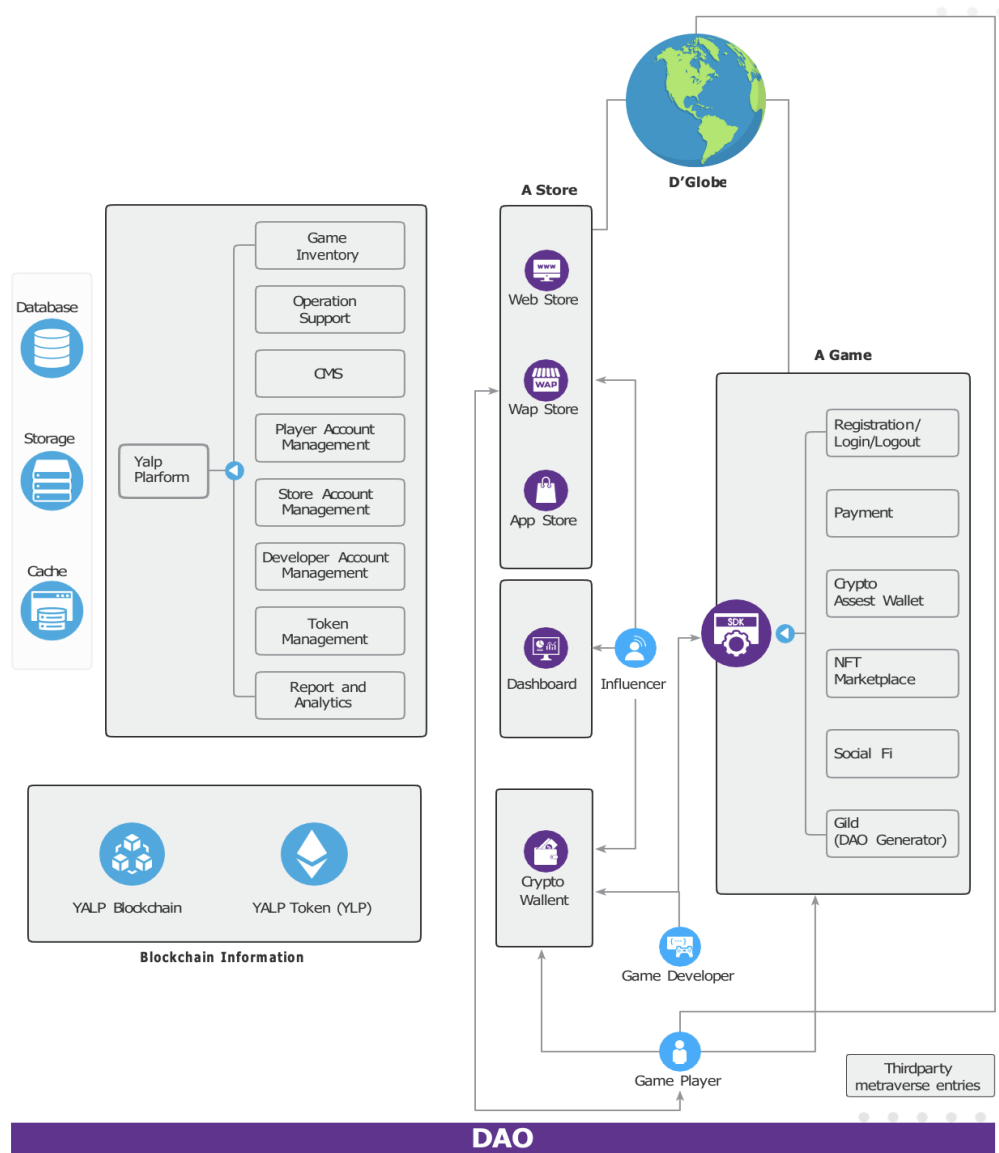
The Native Token - $YLP

Yalp (YLP) is the native token that powers the Yalp ecosystem. It is a deflationary token model with a limited supply of 1 billion.
Game developers will stake a set amount of YLP tokens in order to publish their games in the Yalp ecosystem. All the games listed in the ecosystem will use the Yalp SDK to integrate the YLP token to their in-game economy.

 YLP token enables the following user abilities:

- Purchase any in-game items with the YLP token.
- Mint NFT assets in-game.
- Staking for additional discounts and rewards.
- Governance power.
- Guild Membership Access.
- Enhanced SocialFi Ranking Status.
- Passive earnings through Liquidity Pool.

Note: *A complete tokenomics with token distribution, value metrics and token utilities will be provided as per request.*

Team

Having a solid management team and a proven strategy in place is fundamental to the success of our project. This is where Yalp excels — the platform is a collaboration between experts in the blockchain industry, professionals in startup development, gaming and crypto enthusiasts with deep ties to professional organizations and thought leaders in technology.

Yalp is backed by the expertise and proven track record of a team of professionals – an innovation lab that catalyzes the Web 3.0 revolution through interoperable, decentralized applications.

Executives

Jason Wang - CEO, Montreal
Game publishing business owner, former senior software developer at MindGeek

JC - CTO, Singapore
Former Google main product lead

Chad Fernandez - Joint COO, Toronto
Co-founded Block Gemini, Digital Transformation Strategist, Entrepreneur, Speaker, Technology Enthusiast

Morty - Joint COO, Head of Blockchain, Shanghai
Blockchain enthusiast, an expert in crypto business

Brook Bai - Head of Business Development, Asia/Pacific, Tokyo
More than 15 years in business development in the gaming industry, has great connections to top tier game studios in China & Japan.

Advisors

Hong Jun Zhu - Financial Advisor, Montreal
Former senior financial director at a top tier internet company, professional startup Advisor, CFO Services, startup fundraising (equity and debt), acquisition expert

Partners

Dawn Tang (Hong Kong)- Owner of https://copymanga.com, a website

with 2M registered users, 78k daily UV. Copymanga will be the first game store in the Asian/Pacific area.

Disclaimer

In consideration of Yalp Platform (referred to as "Company") providing this whitepaper to the recipient; the recipient acknowledges that the contents of this whitepaper are confidential to the Company, and the recipient agrees not to disclose, distribute or communicate verbally, directly, or indirectly, or to otherwise publish the contents of this whitepaper except with prior written consent of the Company. For the purposes of this acknowledgment, "recipient" includes, without limitation, any principal, employee, or agent of the recipient. This whitepaper, and any offers made within it, is solely for Participants. This whitepaper provides a summary of the main features of the Company. It contains general advice only and has been prepared without taking into account any participant's objectives, financial situation, or needs. Participants should read the whitepaper carefully and assess whether the information is appropriate for them in respect of their objectives, financial situation, and needs. This whitepaper does not purport to contain all the information that a prospective participant may require. In all cases, interested parties should conduct their own investigation and analysis of the Company and the data contained in this whitepaper. The Company does not make any representation or warranty as to the accuracy or completeness of the information contained in this whitepaper. Furthermore, the Company shall not have any liability to the recipient or any person resulting from the reliance upon this whitepaper in determining whether to make an application to invest in the Company's token.

The Company considers that the financial and non-financial information contained in this whitepaper has been prepared to the best of its reasonable knowledge and ability. However, recipients must rely on their own investigation of all financial information, and no representations or warranties are or will be made by the Company as to the accuracy or completeness of such information.

The Company makes no representation of the underlying value of the tokens on offer. Prospective participants must make their own assessment about whether the price of the tokens being offered represents fair value.

Participant Warning
Participation in a token offering carries high risks. It is highly speculative, and before participating in any project about which information is given, prospective participants are strongly advised to seek appropriate professional advice. The information contained in this whitepaper has been prepared by or on behalf of the Company. Yalp Platform has not undertaken an independent review of the information contained in this whitepaper.

Prominent Statements
The information contained in this whitepaper about the proposed business opportunity is not intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document or any other notice that may be required under the law. Detailed information may be needed to make a token participation decision.

Future Statements
Except for historical information, there may be matters in this whitepaper that are forward-looking statements. Such statements are only predictions that are subject to inherent risks and
uncertainty. Forward-looking statements,
which are based on assumptions and estimates and describe the Company's plans, strategies, and expectations, are generally identifiable by the use of the words 'anticipate,' 'will,' 'believe,' 'estimate,' 'plan,' 'expect,' 'intend,' 'seek' or similar expressions.

Participants are cautioned not to place undue reliance on forward-looking statements. By its nature, forward-looking information involves numerous assumptions, inherent risks, and uncertainties, both general and specific, that contribute to the possibility that those predictions, forecasts, projections, and other forward-looking statements will not occur. Those risks and uncertainties include factors and risks specific to the industry in which the Company operates, as well as general nomic conditions. Actual performance or events

may be materially different from those expressed or implied in those statements.

All forward-looking statements attributable to the Company or persons acting on behalf of the Company are expressly qualified in their entirety by the cautionary statements in this section. Except as expressly required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements provided in this whitepaper, whether as a result of new information, future events or otherwise, or the risks affecting this information.

None of the Company, its officers, or any person named in this whitepaper with their consent, or any person involved in the preparation of this whitepaper, makes any representation or warranty (express or implied) as to the accuracy or likelihood of fulfillment of any forward-looking statement except to the extent required by law. The forward-looking statements reflect the views held only as of the date of this whitepaper.

Value Risks
Tokens issued by the Yalp Platform may drop substantially in value or may remain illiquid for long periods of time or indefinitely. Yalp Platform cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this document. Participants should review the token sale in its entirety and seek the professional advice of legal counsel and investment professionals.

The Company's tokens may change in value based on a number of factors that are outside our control. There is no guarantee or expectation that the Tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges. Owning these tokens does not constitute a share of equity or ownership in the Company. The token economy is new and exciting. Regulatory circumstances may require that token mechanics be changed or altered. Yalp token does not have any rights to use, purpose, attributes, functionalities, or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities, or features on the Yalp Platform. The Company does not guarantee and is not representing in any way that the Yalp has any rights, uses, purpose, attributes, functionalities, or features. The Company reserves the right to refuse or cancel Yalp purchase requests at any time at its sole discretion.

Not a Security
It is important to note that any tokens issued on the Yalp Platform are not intended to be securities, and this document is not a prospectus, offering document, or a solicitation for investment in a share or equity offering. Tokens issued on our platform, as referenced in this document, do not confer any type of ownership or debt within the Yalp Platform system. Tokens currently trading or issued in the future are non-refundable. Yalp Platform will not guarantee any value, market, or commitments to the value of such tokens. Buyers and owners shall participate in each economy at their sole risk.