

# QUIZTOKEN

A GAMING PLATFORM  
UNLIKE ANY OTHER

DECEMBER 2021

## EXECUTIVE SUMMARY

1. Quiz.com, and later Puzzle.com, will be game platforms unlike any other, bringing together entertainment, blockchain security, and cryptocurrency rewards, and are designed to appeal to anyone, anywhere, who loves trivia games.
2. They will be self-funding, self-regulated, fully automated and transparent, to bring a new level of trust to prize-based gaming while offering both free to play and premium gaming models using guaranteed prize pools.
3. Targeted to the casual gaming market and designed to be “pick up and play” the games will be simple yet fun, while at the same time the underlying cryptocurrency aspects will provide a secure, trustless and non-custodial platform, offering full transparency for anyone who wishes to investigate.
4. Our \$QUIZ token will form the backbone of this system. With a fixed cap at launch, and deflationary aspects to increase its value over time, it will appeal to cryptocurrency investors during the launch, and reward players who decide to hold their tokens long-term.
5. Driven by an experienced and knowledgeable team, Quiz will both redefine trivia gaming for the public, and bring in the user adoption cryptocurrencies have been chasing for so long.



### SELF FUNDING

PLAY FOR FUN OR FOR PRIZES,  
BACKED WITH A TOKENISED  
BLOCKCHAIN.



### SELF REGULATED

PLAY FOR FUN OR FOR PRIZES,  
BACKED WITH A TOKENISED  
BLOCKCHAIN.



### SELF EXECUTING

PLAY FOR FUN OR FOR PRIZES,  
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BLOCKCHAIN.



### TRANSPARENT ECOYSYSTEM

PLAY FOR FUN OR FOR PRIZES,  
BACKED WITH A TOKENISED  
BLOCKCHAIN.

## WHY \$QUIZ?

In 1998 “Who wants to be a millionaire” launched on TV, proving that there was an appetite in the public for trivia-based entertainment matched with large cash prizes.

Since then the trivia gaming industry has continued strongly. From weekend pub nights through to online mobile app gaming, trivia games are highly popular, but winning an attractive prize is mainly reserved for the lucky few that can play on TV.

At Quiz we are using the web 3.0 to change this. Helped by blockchain technology we give anyone the opportunity to test their skills and win a big prize.

Blockchain technology has proven itself to be a natural fit for gaming, with new games like Axie Infinity experiencing exponential growth in terms of both users and market cap of their native \$AXS-token.

However, Axie and most other current blockchain-based games have limited appeal for the broader audience who like to engage with casual games. They are complex, both in terms of the games themselves and the required understanding of the technology they are built on, making it hard for a non-tech audience not already engaged with cryptocurrency to get involved.

**\$QUIZ IS DIFFERENT. \$QUIZ IS BRINGING TRIVIA GAMES THAT ARE FUN, EASY TO UNDERSTAND AND POPULAR WITH A BROAD AUDIENCE. OUR GAME HAS APPEAL FOR ALL GENERATIONS AND GENDERS AND BRINGS A WHOLE NEW AUDIENCE, FROM BOOMERS TO ZOOMERS ACROSS ALL COUNTRIES, TO THE WORLD OF CRYPTO.**

## WHAT IS THE \$QUIZ SYSTEM?

**THE QUIZ.COM ECOSYSTEM WILL ACT AS A CENTRAL HUB FOR TRIVIA GAMING WHERE ANYONE CAN PLAY FOR FREE JUST FOR FUN OR CAN PLAY TO EARN WITH OUR NATIVE \$QUIZ-TOKEN AS THE MEDIUM FOR PAYMENTS FOR PREMIUM GAMES AND REWARDS FROM OUR GUARANTEED PRIZE POOLS.**

Utilising the latest decentralised blockchain technology our \$QUIZ token will create a self-funding, self-regulated, self-executing and transparent ecosystem:

- ▲ The game will have guaranteed daily and weekly prize pools of up to 75,000 \$QUIZ tokens <sup>1</sup>
- ▲ 90% of all tokens spent on game entry fees will be added to these prize pools.
- ▲ Smart contracts will regulate and automate winner selection and payments.
- ▲ All players will have 100% knowledge of the workings of the system and can track any transaction that happens on the platform.
- ▲ A new business model for trivia game developers that doesn't rely on advertising and paywalls.

At \$QUIZ we are creating the world's leading, cryptocurrency-powered, casual trivia gaming ecosystem of the future.

It will be 100% games of skill, not chance, and designed to be “pick up and play” for the casual gaming market.

Anyone anywhere with a couple of minutes to spare can have a go, answer some trivia questions, and even win a prize if they want to play those games.

Once the \$QUIZ ecosystem is live and working, the next step will be our secondary token and gaming model developed through puzzle.com.

<sup>1</sup> Value of prize pool to equal \$15,000 at launch based on pre-sale plan.

## WHY THE CASUAL GAMING MARKET?

Casual games are the games we play “by the way” as we sit on the couch watching TV, ride public transport, or wait in line in the supermarket, etc.

They are fun, easy and quick to play and, as a result, they appeal widely across all generations and genders.

This cross demographic appeal is clear in the statistics with 50% of the players being 34 years or older and about 51% being women (source: MoPub) in stark contrast to cryptocurrency where 79% are male and 58% are under 34 (source: triple A).

The mobile gaming market itself totalled 77.2 billion U.S. dollars in revenue in 2020, accounting for over half the global gaming market, had over 2.5 billion active players and (according to GameAnalytics) downloaded over 75 billion mobile games per month.

In most games, the goal is simply to progress to the next level or beat the high score, but we are adding a new dimension through prizes that have a real financial value.

We aim to engage the entire mobile gaming market into our \$QUIZ cryptocurrency token, bringing the widespread adoption cryptocurrencies and blockchain technology have been chasing.

## WHAT WILL IT BE LIKE TO PLAY?

AT ITS CORE, QUIZ.COM WILL UTILISE TWO MODELS OF GAMING BASED ON TRIVIA QUESTIONS.

### FREE TO PLAY

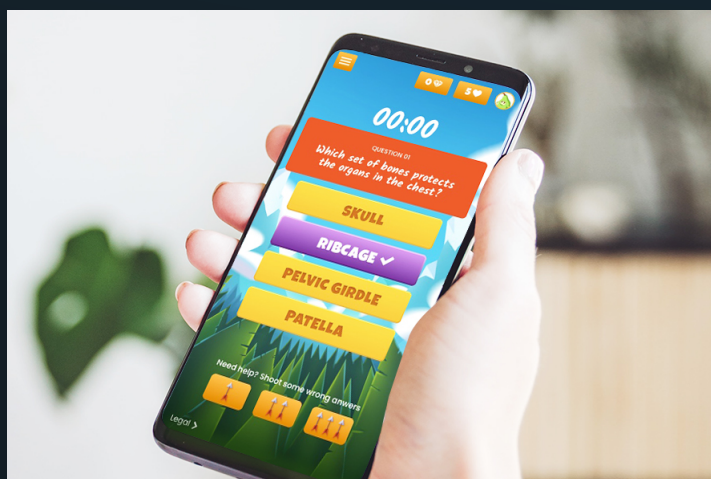
This will be a gaming environment designed to bring new users onto the platform and show them how it works.

They will not be required to pay for games within this model, they can play for fun but don't qualify for the guaranteed daily and weekly prize pools.

The model we will use for the free gaming is easy for anyone to pick up and understand.

The player will play a quiz of 10 questions and if they get all the answers correct they can keep playing.

If they don't then they will burn a “life”. After too many lives have been burned the player will need to wait for them to refill, which happens automatically after a period of time has passed.



Traditionally in casual gaming, the free to play model is supported by intrusive advertising which can drive users away, sometimes even before they have played their first game.

Alternatively, users are required to sign up for email subscriptions and provide additional personal information that can then be resold or leveraged by the game company to raise funding.

Finally, in some games, there is a “paywall” feature where the user is required to make a payment to continue playing the game.

Within the \$QUIZ ecosystem these functions will not be required, presenting an unusually “pleasant” experience of the game for users, where their focus is on the game rather than the intrusive monetisation around it.

To encourage players to move to the premium model, successful players in the free-to-play model will be airdropped tokens and other rewards if they choose to create a wallet connected to the ecosystem.



## PREMIUM GAMES

The second model is a premium set of games that enable users to win large financial prizes paid in the form of the \$QUIZ token, as well as smaller prizes issued during games.

At the start, weekly prize pools with a guaranteed value of xxx-quiz token (\$xxx value) and daily prize pools with a guaranteed value of xxx-quiz token (\$xxx value) will be created and locked in smart contracts for respectively 5 and 2 years. These prizes will be paid out automatically at the end of each period to the winner(s).

To participate a player will pay an amount in \$QUIZ equal to a fixed fiat value to enter. For example, if the game is \$1 to play the user will pay \$1 worth of \$QUIZ tokens priced at that time.

As well, players who hold a specified number of \$QUIZ tokens in their wallets will get free entry into some games within a set timeframe.

## WHY USE BLOCKCHAIN TECHNOLOGY

We are developing a system where the user maintains self-custody of their tokens, chooses which games and how often they pay to enter, with a prize pool automatically determining the payouts, and smart contracts that automatically collect their fee and allocate the funds to the winner.

This creates several advantages for the business model.

Once the smart contracts are live, no human intervention will be required unless they need revoking and replacing with up-dated versions.

Also, at no time, will we be holding the users' tokens within a custodial wallet. This prevents large scale hacks or internal fraud threatening user funds and removes the legal requirements that come from custodial solutions.

This includes removing the requirement to hold any user's bank details or their KYC information, improving both the end-user experience and the onboarding process. From the point of view of Quiz, the players will maintain complete anonymity, without us needing to store any of their personal data.

Funds will arrive as payment from the users into the smart contract, results will be fed in automatically through Oracles, and payment will be automatically released to the winners and other parties as required. All in a fully open and independently auditable system.

Players can trust the game. In blockchain terms this will be a “trustless” system, where trust in any individual or business is not required during a transaction as only the smart contract will have access to the funds, and any funds outside of, or issued by, the smart contract are fully in control of the user.

This is in direct contrast to the “black box” model of traditional prize-based games where a player sends their money, “something” happens hidden in the background, then a prize hopefully is returned.

Normally, that prize would sit in their account but under the control of the gaming operator until they request a withdrawal and complete any process around that.

Integrating a blockchain and cryptocurrency architecture removes this and provides a huge benefit, both to the business and to the end-user.

## HOW WILL THE TECHNOLOGY LOOK?

We are currently in discussion with several blockchain and cryptocurrency solutions to see which best fits our requirements so this section is subject to change.

### **AN ESSENTIAL PART OF THE QUIZ.COM DESIGN WILL BE THE UX LAYER.**

To enable as many people across generations, genders and demographics to participate, the blockchain functions need to be removed from the primary end-user experience, while visible if required.

For instance, “boomers and zoomers” who like pub quizzes and fancy their chances of winning a prize should be able to pick up and play it, including premium games using the \$QUIZ tokens, as quickly and easily as possible without any knowledge of cryptocurrencies.

They want to pay their entry fee, play the game, and receive their prize.

This is the key to our business model and our clear separator from other blockchain-based gaming platforms.

**WHERE THEY PRIMARILY FOCUS ON THE CRYPTO-SAVVY AUDIENCE WITH GAMES THAT ARE HIGHLY COMPLEX AND REQUIRE INVESTMENT IN BOTH TIME AND MONEY, OURS IS A GAME OF SKILL THAT APPEALS TO ANYONE, REGARDLESS OF THEIR UNDERSTANDING OF THE TECHNOLOGY.**

Just as most people don't need to know the database structure inside their iPhones, our users won't need to understand the cryptocurrency and blockchain structure behind the game they are playing.

At the same time, a more blockchain savvy person, who is looking to play premium games, might first want to view and validate the smart contracts.

As we've seen in the crypto and NFT space, there are a large number of cryptocurrency holders spending their currency wherever they can.

While these individuals are not the long-term focus of the platform, they are high spenders and can help it grow in the early stages, particularly during initial token sales.

From the game point of view, their experience will be the same as everyone else's, but they may require more proof the code-base is safe and secure before playing.

As has already been mentioned, the technology stack will be built to be 100% non-custodial so we will never have control of a user's tokens or prizes.

As part of this, the platform will be fully automated with smart contracts handling all the payments and payouts and each user will have a personal wallet to handle the \$QUIZ token, which they will remain in full control of at all times.

This wallet will integrate with cryptocurrency exchanges or other onboarding platforms to enable users to exchange their “fiat” currency (eg GBP, USD) into the \$QUIZ token, and to off-ramp them from the \$QUIZ token back into fiat at a later date.

We will not be handling any fiat currency through the platform as all premium game entry fees and all prizes will be paid in \$QUIZ.

As such the KYC requirements will fall on the 3rd party who performs the function of on and off-ramping.

From a technical point of view, the platform will be high speed, handling large volumes of transactions with minimal delay, will scale well as we rapidly increase the user-base and number of games played, and will have minimal on-chain fees.

As we have seen with some networks, transaction fees can be high and are subject to rapid change, so we are engaging with several platforms where this issue will be reduced.

As the cryptocurrency world moves from proof-of-work, for example, the planned Ethereum move to proof-of-stake, we are seeing platforms emerge which maintain the security and decentralised nature, but do not have volatile fees attached.

As part of the development lifecycle, we will be utilising third party independent code audits to ensure our smart contracts perform exactly as expected from the moment they are made live to the public.

**OUR GOAL IS A SAFE, SECURE, OPEN SYSTEM, WHERE ANYONE CAN PLAY AND EVERYONE CAN FEEL SAFE.**

## WHY THE CASUAL GAMING MARKET?

One of the key features of the \$QUIZ token is that it will be deflationary.

Rather than a mined token where the circulating supply increases, devaluing the tokens users already hold, we will be utilising a fixed cap of 150,000,000 (150 million) tokens at launch with a burn model.

This means the total number of tokens ever available will be fixed upon creation. Each transaction will then have a “burn” as part of it, fixed at 2%.

This is a well-established model in the cryptocurrency world where tokens are automatically sent to a “burn” address that no one has access to aside from viewing the contents.

This process will be part of the base smart contract model and will be verifiable to anyone who wishes to view the code.


Over time the burn wallet can be monitored (although not accessed) so users can see exactly how much has been burned. From the end-user point of view within the game, they will have no visibility of this as they will just pay their fee and receive their prize, it will be purely a background function.

The only effect on them is that the relative fiat value of their tokens increases due to supply and demand as more of the tokens are burned.

Again, this is a great feature for cryptocurrency investors as it will increase their share of the total supply over time. Within the game, for the casual user playing a quick round while watching an ad break on TV, they never need to know about or understand it.

In addition, we use non-custodial staking and rewards for those individuals who hold the tokens. This encourages “holding” and reduces day-trading in the crypto community, while also rewarding players who don’t cash out immediately. To help encourage holding the token, there will be an automated “sales” fee as part of the sale process (when the user exchanges \$QUIZ for another cryptocurrency or fiat).

This is made up of four fees which together, in the current model, come to 10%.

INITIAL TOKEN DISTRIBUTION	GAMEPLAY TAX	SELL TAX
<div> PRICE POOL</div> <div>32%</div>	<div> PRICE POOL</div> <div>90%</div>	<div> DEVELOPMENT WALLET </div> <div>3%</div>
<div> PRE SALE</div> <div>30%</div>	<div> DEVELOPMENT WALLET </div> <div>3%</div>	<div> LIQUIDITY POOL</div> <div>3%</div>
<div> LIQUIDITY POOL</div> <div>18%</div>	<div> LIQUIDITY POOL</div> <div>3%</div>	<div> BURN WALLET</div> <div>2%</div>
<div> ECOSYSTEM DEVELOPMENT</div> <div>10%</div>	<div> BURN WALLET</div> <div>2%</div>	<div> HOLDERS</div> <div>2%</div>
<div> DEVELOPMENT WALLET </div> <div>10%</div>	<div> HOLDERS</div> <div>2%</div>	

10% of the fee will be allocated as above, with the remaining 90% of the fee going towards the prize pool for winners.

The initial launch of the token will be finalized after agreement with our launch partner, but this is currently planned to include a private presale round as well as multiple public rounds of token sales.

Each round will have its own fixed allocation of the hard cap, and a portion of the hard cap will also be allocated to developing a community through engagement marketing strategies, liquidity pool support to allow trading upon launch, as well as to company locked wallets which will allow a release of tokens over time.

The launch model is also structured to fill the prize pools for up to 5 years after launch, ensuring that we have the time required to build a deep community of players and engage them in the premium play model.

## WHAT IS THE MARKETING STRATEGY?

Our goal is to build a player base of people from any background, who want to play trivia games and win prizes for doing so.

This is in contrast to most cryptocurrency or blockchain gaming platforms that have focussed on the crypto-savvy who want to play primarily because it is crypto-based.

For Quiz.com the cryptocurrency will be a feature, not the primary draw, driving long-term sustainability of the platform by ensuring it isn't targeted only towards a small niche audience.

While we will be targeting the crypto communities looking for innovative use cases of the technology, we will also be appealing to the trivia players who may have little to no interest in the technology.

### TIER 01: THE BLOCKCHAIN/CRYPTO COMMUNITY

Due to the size of the blockchain community and the mass appeal of Trivia games we expect to have a substantial percentage who find our Quiz game and competition appealing.

The best way to reach those potential players is by using "social marketing".

- ▲ Relevant influencers to build brand awareness and trust
- ▲ Airdrops within the community to encourage new players to play
- ▲ Marketing via forums and social channels such as telegram
- ▲ Creating and managing a dedicated community in Telegram and converting investors to players

These are well-established models within the crypto community, are understood by the demographic, and can create high levels of engagement and "buzz".

### TIER 02: THE QUIZ COMMUNITY

Quiz.com already has a community of players who enjoy our free game and play for fun. Before the launch of the token and the game, we will focus on engaging this community with the new project.

This community will form a source of premium players, who can be engaged by models such as airdrops and direct marketing on the existing platform.



### TIER 03: TARGETED MEDIA BUYING

Most of the revenue dedicated to our marketing and community wallet will be used to attract new players through targeted media buying.

We will run two main vertical targeted campaigns: Keyword related; targeting via Google search is a great way to attract new players. We will target those who are interested in winning at the moment, playing trivia games, or show interest in cryptocurrency.

Interest targeting; via campaigns on the primary social networks (mainly the Facebook platforms, TikTok and Twitter).

This lets us choose a specific tailored demographic with high engagement rates, then provide them customised marketing around the game.

### TIER 04: ORGANIC TRAFFIC

The ultimate goal is to create organic growth and passive marketing, where our players and search engines do the ongoing leg work for us.

Our goal is to create a continuous growth of users via organic channels such as - SEO, Social footprint, YouTube channel and word of mouth.

In particular, engaging cryptocurrency investors at an early stage will help this as they are often highly vocal about projects they like. Their ability and desire to create content can create a large pool of SEO sources and evergreen resources for newcomers looking to play later in the project lifecycle

## THE TEAM

\$QUIZ is launched by a team that has been developing innovative business models for the online market for 20+ years.

Most members of the \$QUIZ team are co-owners of a long-running international company that is also the main angel investor for this project.

Combined, the team has broad general business experience, as well as specific knowledge and experience in; blockchain/cryptocurrency, internet marketing, concept development, customer conversions, legal & compliance and more.

They are well known within their industry and are already leveraging their network to grow \$QUIZ to great heights.

For business reasons the team chooses to remain anonymous for now but are KYC'ed by their launch partner(s). Advisory Team Discuss who will be here, amount of details to be shared.

## TIMELINE

### Q4 2021

- ▲ Launch first crypto quiz with guaranteed weekly / daily prize pools
- ▲ Continued marketing
- ▲ Improve gameplay
- ▲ Evaluate prize pools with regards to coin price
- ▲ Add new quizzes based on community input (new languages, specific topics, etc.)
- ▲ Launch on CEX

### Q1 2022

- ▲ Open quiz platform for custom quizzes created by the public.
- ▲ Launch puzzle token
- ▲ Launch on additional CEX.
- ▲ Register Quiz.com with National Dutch bank and open for to buy with Fiat money on the site

### Q2 2022

- ▲ Launch the first game on puzzle.com
- ▲ Continued marketing.
- ▲ Open puzzles.com for external game developers

### Q3 2022

## GET IN TOUCH

To find out more about the project and investment opportunities please email: [info@quiz.com](mailto:info@quiz.com)  
Or visit: [Quiz.com](https://quiz.com)