

# ZEX PLANET

## whitepaper

VERSION 1.0.0

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### Abstract

zex planet is a multiplayer builder game, where anyone can buy and own virtual islands, collect and build exciting items and meet new friends. Inspired by successful games, the game combines the best of the two worlds - a fun narrative for regular players who want to enjoy the gameplay experience as well as an ecosystem for players who want to collect and trade NFT:s, even if they have no idea what an NFT is.

***zex planet is not just a game for blockchain players. But it's a game that could introduce blockchain to millions of players.***

The game is aimed at the diverse gaming community which can get easily onboarded from regular platforms. Our main line of comparison lies within the traditional gaming market with the same players being targeted as our audience. We are innovating a new unobtrusive way of connecting an exciting game narrative to blockchain features. ***zex planet*** has the potential to attract millions of gamers, and an associated greater opportunity for revenues.

The game is designed in a way to allow players to "own the game" by exercising power over the platform. Players also enjoy the democratic governance model based on a liquid democracy and real-world inspiration rules over a DAO (Decentralized Autonomous Organization).

zex planet is the brainchild of fox Interactive, an interactive game studio known for its gaming innovations. Being a pioneer in VR gaming, the studio is experimenting with Augmented Reality (AR) to bring gaming to a new qualitative level. In zex planet fox Interactive leverages the game platform, enabling advanced blockchain and in-game DeFi features.

zex planet has a first version that runs and plays well, and proves that the technology behind it works. The intent now is to fund this team as a new company, connected to a non-profit and foundation, developing zex planet so it becomes a commercial success introducing millions of players to blockchain.

# **Introducing zex planet**

## **Game Overview**

Welcome to the ZEX world - a large planet complex located in the space zone. It is a place where animals and humans share space, make friends and work together. Anyone can join the party by buying a piece of land and performing various activities , among other things. By interacting with others and helping your avatar with his\her duties and daily activities, players earn a reward which can be exchanged for in-game items that they can use on their lands.

After buying a piece of land, players will be able to design and decorate their property to make it as unique and special as they want. For that, users can experiment with the landscape, use in-game assets, like NFT:s, which are available in the form of vegetation, furniture, buildings or animals, perform daily activities and participate in competitions and quests to earn more rewards.

zex planet is the great attempt to create a truly public application with an exciting plot that would attract first ordinary players, secondly blockchain enthusiasts and DeFi nerds. It has a light and intuitive interface with a variety of features to explore. In zex planet , only you will decide on how much you want to be involved in the game's decentralised features and DeFi. Moreover, we designed the game in a way to make it “live forever” with a narrative that never becomes boring.

## **Business Objectives, Market and Target audience**

zex planet is not to be seen as a game for blockchain players. It is first a game for a large global audience of players in general. Absolutely no prior knowledge about cryptocurrencies is needed. Because of that, we compare mainly with the normal game market, and target the same players. A much bigger audience than previously seen in the field of blockchain gaming, and an associated larger opportunity for revenues.

### **Market**

### **Target audience**

We have made an analysis of the target market of the Inspiration games such as Champs Crossing. The conclusions are summarized in the table below. What is interesting is that we are competing in an underserved market. There are many female gamers, but relatively few games specifically made for them.

## This is what is said about champs Crossing:

*“What I find interesting is that the 3DS core users consist of 69% male and 31% female, but when I look at the numbers of people that bought Animal Crossing: New Leaf and the 3DS handheld together recently, I see 44% male and 56% female users. It’s quite an astonishing figure.”*

Age	zex planet has a wide appeal, but primarily targeted towards 18 to 39 years old.
Geography	zex planet is expected to have the most users in North America, Europe and East Asia.
Gender	60% Female and 40% Male.
Gamer Type	Casual 50% / Core 50% / Hardcore 0%
Social Class	zex planet appeals to a wide range of social classes, although probably upper and middle class because of the in-game monetization and economy system you need to contribute to.
Lifestyle	Adults who spend a lot of time indoors on technology such as games consoles, computers or phones.
Taste	All the different modes on zex planet mean that it can appeal to a lot of tastes, there is a sandbox mode for creative people, chat and communication for social gathering. There are even educational features to learn economy and software development.
Ethnicity and Religion	Ethnicity and religion have no bearing on zex planet appeal.
Age Rating	The game is rated <sup>2</sup> PEGI7 for violence and PEGI12 as for gambling and the use of crypto.

## Inspiration

By looking at what inspires the game, as well as what similar games are out there, we can see the commercial opportunities.

## Creative inspiration

Here is what the creative designer mentions as inspiration for the game itself, gameplay and art.

## **<Game> champs Crossing**

The game takes inspiration from champs crossing island ownership. The ability to socialize with friends and express creative freedom. Also daily tasks and activities such as fishing and farming.

## **<Game> Minecraft**

Inspiration from building mechanics, farming and other activities within the game.

## **<Medium> strawberry Valley**

The freedom of choice, and open-ended gameplay, where the player chooses what they want to do. Optional side quests.

## **<Medium> skyscrapers**

The technicalities of procedural island building and the minimalistic graphical style.

## **Commercial Inspiration**

We have observed a great success of creative games, of builder games, of cute games, of farming games, of multiplayer games. Also the ideas for zex planet is prime on the spot with the trends. *The Economist* explains it like this:

*AMID THE economic devastation wrought by covid-19, video games are a rare bright spot. This year, the shares of Electronic Arts and Activision Blizzard, two big games publishers, have risen by 33% and 42%, respectively. Capcom, a Japanese video-game maker, is up by 75%. It is little wonder that the sector is so hot. Video games—especially live multiplayer ones that can be replayed endlessly—are great forstaving off boredom. They are an increasingly popular way to connect with friends, too. During the pandemic, some enthusiasts have even used social games such as “champs Crossing” to stage weddings, concerts and nightly talk shows.<sup>3</sup>*

## **What sets this project apart?**

- We are in a very interesting time period where procedural building games start trending.
- There are very few interesting building games that incorporate blockchain technology.
- The style can be uniquely identified. The game philosophy is memorable. I.e, we use “zex” as a central figure in the game to connect the users to a “fantasized planet”. Human psychology likes relatability. Cute sells.
- The blockchain infrastructure is “hidden” for players who are not interested in the underlying technology. They will use it without seeing complex wallets or long sequences of meaningless text. We want to attract regular players who want to enjoy the

gameplay experience. But for those interested in diving deeper into the game, there is a space for blockchain enthusiasts as well.

- Rich NFT DeFi functionalities as mentioned in this document, among others collateralized NFT and collateral based loans.
- The governance model and the DAO aspects are interesting not only to players and investors, but can also be interesting to mainstream media.

## Goals

Given the data from inspiration games mentioned, the unique attractive graphic style, and the novel ideas we add from blockchain thinking, and PR-friendly and user friendly governance model, we set these goals:

## Millions of users

With the unique style and large interest in these kinds of games, as well as the unique element we bring, we think the game can compete in the market and share similar numbers as the other games, reaching millions of users. Mainly, as no previous experience or interest in blockchain or cryptocurrencies is required, we aim at fully developing the potential of blockchain economy, while abstracting its complexity from the users.

fox Interactive has with their previous games kryspyworld (1 and 2) sold around half a million copies, and sales are still increasing, so we do have some experience already to launch games that have potential in millions of users.

## Current Status: Game MVP Ready

zex planet has been developed during 2021, and now has several key components done. See the demo provided in website to see what we have: a multiplayer, blockchain enabled game with landscape editor, chat, dialogues, map and really cute cows. If you react to the hexadecimal public keys shown, the game will soon have a completely different onboarding process, this is only for the demo. Besides that, if we only can make those cows stop rolling around, then we can launch.

## Competition

**zex planet is a game with several dimensions:**

### **Blockchain, Multiplayer, Social**

Blockchain games in this segment includes:

**Decentraland:** An open 3d world, like a second life on blockchain.

**Sandbox:** Also an open 3d world, inspired by minecraft.

**Axie Infinity:** A game with cute graphics, but with a different gameplay that is more about collecting, breeding and battling. It also intends to not only be for blockchain experts. And

we are happy that Axie Infinity shares similar goals in letting users be part of controlling the games development.

But zex planet is unique in that it is an open **world** game with a strong **visual identity** based on positive images and cuteness, intended for **non-blockchain skilled** players as the primary target group. Also catering for an underserved market, **women**, who are a large base of players but with less purposely created content.

Additionally, zex planet will use polygon blockchain, which has proved to be a flexible blockchain, focused on decentralized games, with the peculiarity of abstracting the blockchain complexity from the gameplay and the user experience.

## **Key game features**

### **Marketplace**

One of the game's main features is a virtual marketplace where players can buy and sell their land and other in-game items, such as houses, fences, animals and plants, which will help them to decorate their land in their own creative way.

party islands in the game, players could either purchase virtual plots in the marketplace. There is a scarce supply of plots in the universe and each piece of land is represented in the form of NFT tokens. After the plot has been purchased, players can decorate it with various in-game items such as houses, lakes, decorations, animals, plants and other items that can be purchased additionally.

### **party islands consist of six key islands:**

#### **Snowy Island**

Located on the northwestern edge of the party islands, Snowy island is a frosty wonderland filled with ice sculptures of mysterious origin. Fairy magic is found all around the place.

#### **meditation island**

The **meditation island** is anchored in an ancient time, with a landscape full of low vegetation and stonework. A great spot for your cows to graze. Did you know that Berta used to graze here?

#### **Nature's pride**

Nature's pride is a dense forest with lush vegetation. Glowing lights fall from the trees and create a moody atmosphere. Nature's pride also happens to be champ's (you know, the friendly champ with the yellow hat) birthplace.

## **sakura (The Town)**

The small but bustling town of the party islands is full of shops and is the center point of many of the events in the game. The Town is located in the middle of the party. This is the place where players will get to meet and interact with each other, buy and sell items and have fun together.

## **Black Coast**

Made famous by local celebrities like Dr. Jones, Black Coast resembles the Maldives. As the name suggests, the Black Coast is mostly composed of sand and includes multiple islands. This is the obvious destination for any beach dweller. Fancy a life on the beach, then this is the place for you!

### **Fire Islands**

The rich waters of the Fire Islands are stalked by seafaring pirates, seeking the treasures and mysteries beneath the waves — or hunting those brave enough to try and get there first! Think shipwrecks, chests and driftwood. Something for the more adventurous minded perhaps? Ahoy there neighbor!

## **Avatars**

Each player is represented by an avatar in the game, and players could interact with others through the avatar. Players could also modify the avatar by installing different assets to it.

## **In-game assets**

There are in-game assets that can be deployed into the game and they can be bought on the marketplace. Among them - houses, animals, veggies, decorations or cosmetic items for the player's avatar. In addition, platform users can create assets using the NFT creator and monetize their design skills! DeFi capabilities will be added to the in-game assets.

## **Progression system**

Zex Planet will have a dynamic progression system that rewards players as good citizens. Players will progress through the game by completing fun quests, favours and other activities.

## **Shared Quests and Community events**

One of our key values in the game is to create the atmosphere of friendship and common interests. The ultimate purpose in Zex Planet is to create an alternative beautiful world where anyone can play, find friends and work together. Thus, Zex Planet will enable various

possibilities for players to work on a shared goal and join resources to complete fun activities. The game will also have community-created events where players will be able to create and participate in activities.

## **On-chain forum for discussion**

zex planet will also enable a decentralized forum, where users will be able to discuss the game activities, figure out the upcoming voting schedule within the Decentralized Organization, search for new friends, etc.

## **Blockchain Features**

### **Game currency, The ZEX token**

ZEX token is the native currency in the game, as well as mirrored as an ERC20 token. It allows token holders to play, invest and also be part of the game. There is a fixed supply of zex tokens.

### **There are several utilities of the token:**

- *In-game currency*: zex could be used in the marketplace for purchasing assets and also special skill sets in the game (e.g. Fertilizers)
- *User designed revenue models*: for land and assets in the game, owners could design rentals and visitor fees features. For example, users could charge for players that want to visit the museum on the island;
- *Special game content (DLC)*: certain quests and special features (opening a store) are only available to zex holders that stake the tokens for a fixed amount of time
- *Social feature*: send zex tokens in the chats with neighbors; present assets to visitors; exchange NFT assets;
- *Play to earn*: to encourage players to contribute to the game and to maintain traction, there will be experience points awarded for quests completed. Those could be exchanged into in-game assets that could be transacted.

### **ERC-20 compatibility**

The polygon blockchain can also function as a Layer Two to other blockchains, and has features for moving tokens between for example Ethereum and polygon. An example of this is the Hedget decentralized options trading platform.

There will be a mechanism to move the zex token back and forth between the polygon and the Ethereum network, and thus users are able to use exchanges on ethereum to ensure liquidity.



## **Game Assets**

### **Collectibles and scarcity**

In gaming, the element of scarcity and collectible items have been around since even before computers. Also in zex planet, there will be limited editions, scarce items. In addition to items designed by the game developers, there will be user-generated content.

The openness of blockchain provides information about how many items exist in total, how large is a limited edition, etc. The additional openness of zex planet's novel “decentralized assets” explained below improves on this further, as you can openly inspect similarity of items.

### **Scarcity in zex planet exists on different levels:**

- Fixed supply of land
- Limited editions of items
- Scarcity limits of user-generated content. Users acquire rights to generate items, these rights stipulate the max number of copies, thus enforcing scarcity requirements.

### **Fully decentralized assets**

In mainstream blockchain games, NFT consists of a small amount of binary data that represents ownership of an asset. But there are many more elements needed to actually having full control of an asset:

- How it looks
- Non-physical characteristics (strength of a sword, speed of a car)
- Game logic implementing the asset: Swinging a sword, driving a car

So far, in most blockchain games, this information is often stored elsewhere, not under the control of the player and instead under the full control of the game company. In zex planet, we strive to improve on this as much as possible. So far blockchain games have been an emperor without clothes, we aim to dress him up with something cute.

zex planet stores much more data about items on-chain, using the polygon originals protocol, a standard for asset definitions. Also, the logic of items will be defined in a free/libre/open-source game, running on-chain and being under the ultimate control of the players, see the chapter on Community Council DAO.

### **Marketplaces and trading**

One advantage of decentralized ownership is that they can be traded on marketplaces outside of the game companies' influence. This can increase financial incentives for gamers to purchase and create items in the game. Naturally, this feature will be available with zex planet.

Items can be traded in several marketplaces:

## **In-game marketplace**

A great casual experience in the graphic style of zex planet. We believe this will be the first choice for a vast majority of the players, most of them come for the game itself more than for the blockchain elements, and they might not even know the difference. Note that this marketplace will also be blockchain based and ownership be with the players.

## **External marketplaces on polygon**

Items can also be read by the polygon-developed marketplace. polygon Market allows you to search for items based on data about assets, such as color and item-category. This is due to the fact that more data about assets are stored directly on the blockchain compared to many other blockchains.

## **Marketplaces on other blockchains**

The ALICE token is interchangeable with an ERC-20 Ethereum token, but also items and item ownership might be transferred to other blockchains like binance smart chain.

In zex planet, we strive to make items and item ownership interchangeable with other relevant blockchains. This is a way to increase interest and potentially liquidity, and can also be used for marketing purposes. The target group for zex planet is however not primarily blockchain gamers, so this feature has a “minor” priority. The polygon project, who support zex planet, will fund and do this development as part of the polygon platform. Also, we emphasize once more that polygon Originals is richer in data compared to normal NFT:s, and the scope of interoperability will primarily target ownership rather than full asset data. In addition to Ethereum, other more gaming focused platforms are potential targets for interoperability development.

## **Marketplace on Steam**

zex planet will use the existing game platforms, such as Steam, to sell items, in particular first hand items collections and in-game currencies. This is important for onboarding of non-cryptocurrency users. We believe that we have a strategy to make this comply with the terms of service.

## **A game controlled by players**

Imagine a game that cannot be shut down, lives forever, where players control the project. A new way to implement games, challenging old models of doing business.

zex planet will push the boundaries of blockchain gaming by letting the users control the game and development. A public democratic application, with formal control by players and other stakeholders such as investors.

## **Community Council, or DAO**

zex planet will be a decentralized organization called Community Council, a digital democracy and mini-universe. This could not have been possible without blockchain, since we now can implement rules that govern what source code is running.

## **Free and open source**

The source code will have an open source license so users can control and ultimately fork the application. Note that this game depends on Unity, which is a non-free platform.

## **Logic on-chain**

The running game will be on the blockchain, as much as possible, thus avoiding the situation where a single entity controls the server.

## **Technology**

System architecture

Game Core

## **Backend: polygon**

The first layer to this project is the game backend infrastructure. The project was created on the fundamental idea that it will operate exclusively on the polygon platform, with a few exceptions mentioned in this document.

The backend is a polygon relational blockchain database that is used in conjunction with Unity to operate accounts, token transfers, relational data and user progress, among many other things. It's meant to follow the development of cross chain playability and interaction with NFT:s. The unique database aspects of chromia gives the ability to do complex backend logic directly on the blockchain without spending much development time.

## **Frontend: Unity**

The second layer to the project is the client, developed in unity. The largest part is the procedural building system. It's essential that it is fun, feels great and is on par with other building games on the market.

Second biggest is the focus on gameplay loops and daily activities with player retention in consideration. We also work on connecting the backend with frontend, login-registration edge cases, and multiplayer scalability & stability.

## **Game Economy**

The third area in the project is the economic infrastructure. “Property/Plot” auctioning, asset trading, token transactions.

### **Backend: polygon**

Gaming, marketplace and auction logic is done on the polygon blockchain

### **Frontend: Web and Unity**

The frontend to marketplaces and auctions can be done as a web application embedded into the game. Parts of the UX might also be done directly in Unity.

### **Integrations: ERC20 and Steam**

The ZEX token will be transferable between ERC20 and native polygon token. This bridge is developed by polygon outside of this project.

The Steam marketplace and sales there will have an integration code connecting to polygon.

### **Governance DAO**

This project will not only create a game, but code for a decentralized autonomous organization called Community Council.

The DAO implementation should be handed out to an external company, we identified ChromaWay as the initial partner.

### **Backend: polygon**

Voting and rules of governance can be implemented in polygon. Being a relational database, this is comparatively easier than with other blockchains.

### **Frontend: Web**

The DAO interface will be a web application, outside of the zex planet game.

### **Token model**

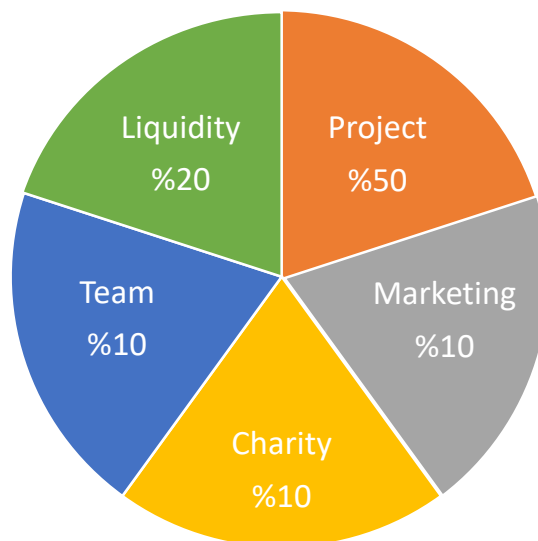
#### **ZEX Token**

ZEX token is the native currency in the game. It allows token holders to play, invest and also be part of the game. There is a fixed supply of ZEX tokens.

## Token utilities

DeFi	<p>Token holders could participate in staking and earn rewards as a certain percentage of platform revenues will be given out as staking rewards.</p> <p>For instance, the gaming platform would have revenues from plot sales, asset sales, transaction fees etc. and that a fixed proportion would be distributed to the staking pool.</p> <p>NFT:s will also have DeFi features such as collateralization and buybacks (as described in this document)</p>
Governance	<p>Owning ZEX enables a player to participate in the governance process through a decentralized organisation, with proposals and voting structures. There are issues related to the platform operations and development that could be decided based on the preference of the token holders. In order to encourage users to participate in the voting process, there will also be rewards for voters.</p>
Play to earn	<p>There are a proportion of the tokens reserved for user incentives. By completing quests in the game, players could earn ZEX tokens. This design is to encourage user participation in the game and to maintain traction.</p>

## ZEX Token Allocation



- Team and Advisors. These tokens are allocated to founding and non-founding members of My Neighbor Alice.
- Reserve. These tokens will be used for staking rewards. Any network participant can stake tokens to earn rewards and reduce the supply in the ecosystem.
- Platform rewards. These tokens will be used to incentivize those players who earn tokens by participating in competitions and other activities in the game. This design is to encourage user participation in the game and to maintain traction.
- Community and Marketing. These tokens will be used for various ecosystem-building initiatives, including marketing, bounties, incentive programs, and more.
- Ecosystem. Game development.
- User incentive.
- Token sale. These tokens will be reserved for a private sale.

## **DeFi component**

### **Staking Yield and Earnings**

One of our strategic visions within zex planet is to create monetary incentives for the most committed and motivated players.

### **Staking yield**

Based on our staking and reward projections, we will allocate a fair amount of tokens on staking rewards. This will incentivize stakers to hold their tokens during the early stage of the game development while some significant game features will still be under development.

Staking will progressively decrease as new features will be released.

### **NFT collateral**

In order to provide more liquidity to the collectors in zex planet, we designed the collateral-filled NFTs, so that users could not only enjoy a monthly interest on their NFT holdings but also have access to instant liquidity when they want to liquidate the NFT.

When a user buys NFT from the system, a percentage of the purchase price might go into a collateral pool associated with NFT. User then has an option to sell it back to the system (i.e. destroy the NFT) for the price equivalent to the locked collateral (or a percentage of it).

This guarantees that the value of NFT cannot go below a certain threshold. This feature will also allow a user to take a loan using NFT as a collateral.

## **Renting NFT:s**

NFT:s, including land, can be rented to other players. The smart contract will make sure that the borrower cannot resell or destroy the object, and makes sure that object returns to the owner when the rent period ends.

Governance by the Players - Community Council

## **Introduction**

In line with an exciting plot and “the cutest cows in the world”, “zex planet ” also aims to become a truly user-owned game with its own Decentralized organization called Community Council governed by the community. Thus, we also integrated a concept of DAO, which over time can take over the majority of decision-making powers within the game. Community Council will be a crucial element of the game ecosystem which will address both in-game issues as well as the proposals connected to game development and future funding.

## **Membership**

In principle, every ZEX token holder can become a member of the Decentralized Organization and get the right to vote on proposals. At the same time, we understand that a certain number of players will be primarily interested in gaming and enjoying the “ZEX WORLD”. We respect their decision, so membership in the Community Council will be optional.

## **Community Council principles**

Designed as a consumer cooperative and a platform cooperative, the organization follows the universal principles:

- Voluntary membership, i.e. membership in Community Council is optional and fully depends on a player
  - Democratic member control, i.e. Community Council has adopted liquid democracy as a model of participation
  - Autonomy and independence, i.e. Community Council is expected to overtake the majority of in-game decision-making powers and stay free from third-party interference and control
  - Education and information, i.e. one of our key goals in game is to educate our players on political and economic models that were inspired by a real world
  - Community cooperation, i.e. many activities in game require a mutual effort, cooperation and communication which makes the bonds between players even stronger
- More information on the Community Council will be available soon.

## **Juridical entities**

It is vital to be able to map the ideas around governance into proper legal frameworks and structures, and clear responsibilities among participants in the ecosystem.

## **Team**

### **FOX Interactive**

Fox Interactive is an interactive mobile game studio, located in central Amsterdam, Netherlands. Established with the idea of making great games for new tech, we design games that introduce players to new ways of interacting with emerging technologies. Conceived from and previously known as SURVIVORS Studios, a pioneer in VR with globally best selling and award winning titles. fox Interactive is a revival of our passion for immersive experiences and a transition into a focus on mobile tech and games.

## **Partners**

### **polygon**

Polygon is a decentralized public blockchain, a project started and maintained by polygon. The polygon project aims to make blockchain performant and easy to use by users as well as developers. The unique technical architecture, combining relational databases with blockchain, is perfect for complex game design with logic on-chain.

## **Clarification**

When zex planet provides a gaming function in a country that requires obtaining a rating before its launch, it will comply with all local requirements before providing the services