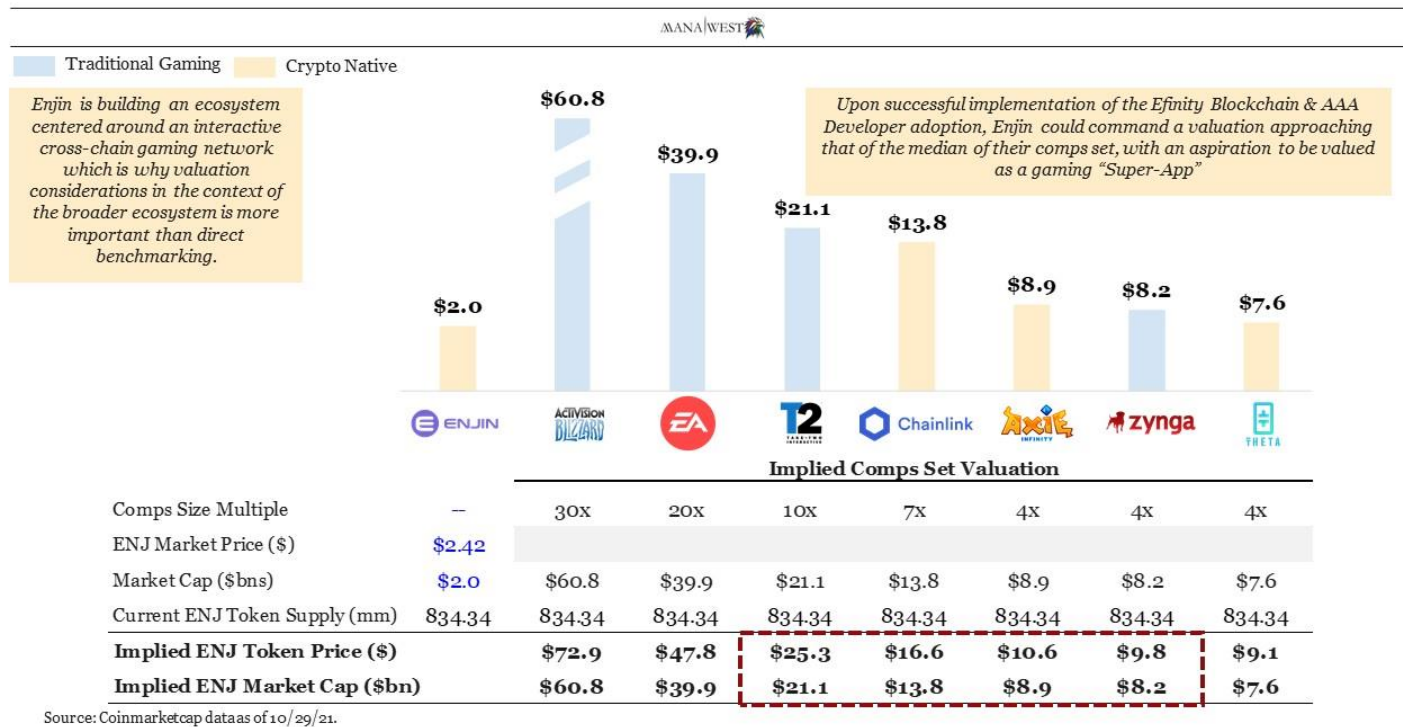


Enjin: Shopifying the Cross-Chain Gaming Experience | Vincent Ramsey | October 29th, 2021

Summary: Enjin is building the future of cross-chain gaming functionality through their two-pronged approach with Enjin Coin (ENJ) & the Efinity Blockchain (EFI). Enjin the operating company, was founded in 2009 and has deep roots in the gaming industry, helping gaming teams scale their online storefronts. The company pivoted towards blockchain-gaming in 2017 & executed a successful ICO of ENJ raising \$12mm. Enjin's goal is to give players immutable ownership of their in-game assets they've worked so hard to earn. By leveraging the blockchain, players can finally own their swords, armor & potions, level them up, take them across games in a "Ready Player One" fashion, or sell them on a dedicated gaming marketplace for the first time in history. Unlike other NFT gaming projects in recent headlines, Enjin doesn't pose publishing risk as it's building a full-stack platform for all blockchain-enabled gaming, not developing individual titles. To date, Enjin has developed a wallet, gaming SDKs, an NFT marketplace, Ethereum scaling solution and is building a gaming superhighway with their custom-built Efinity Blockchain. The platform has already has immense validation by both users and over 40 enterprise developers including the likes of Microsoft and Samsung. With 1.7mm wallet installations, 1.2bn assets created to date and the ENJ marketplace facilitating \$10.3mm of GMV, Enjin is ready to deliver the cross-chain multiverse experience. Upon successful execution of their ecosystem & more AAA developers onboarding, a \$9-20bn valuation is foreseeable by Q4 2022 – and we can finally put our Level 76 Gyrados to rest in nostalgia in our Enjin Wallet with us as we trek through the multiverse.

Enjin Valuation Considerations



How Enjin is Shopifying The Cross-Chain Experience:

- Enjin Coin (ENJ): is the Ethereum-based cryptocurrency used to back the value of in-game assets
- Efinity Blockchain (EFI): is built specifically for digital assets, on Polkadot. The Paratoken standard accepts tokens from any other chain & processes up to 700-1,000 transactions per second
- Enjin Wallet: available on both iOS & Android, features Enjin's proprietary "Beam" Technology which allows users to download NFTs via QR-code scanning, this is the gamer's central hub for all in-game asset management
- Marketplace (NFT.io): coming in 2021, this will be the hub to list all in-game assets for ENJ-denominated value
- Enjin JumpNet: Enables players to easily mint and port tokens onto multiple chains with no gas fees

The Macroeconomic Backdrop & Why now:

The global gaming industry is growing at an 11% CAGR through 2026 to ~\$400bn by 2026 ([LINK](#)). This is larger than both music & video combined. The industry is underpinned by a step-change in demand brought on by a “digital first” cultural movement, institutional E-Sports validation, & enterprises adopting the gamification of the workplace. Most notably, Facebook’s \$10bn planned CapEx, rebrand to META ([LINK](#)) & Digital Experiences consuming more and more of IRL events, see Travis Scott’s Fortnite Concert that brought in 12.3mm attendees ([LINK](#)). Most importantly, the idea of a multiverse wouldn’t be possible without the blockchain itself, which enables the recognition of digital asset ownership. But the idea of blockchain-enabled metaverses long date these recent headlines, Decentraland was founded in 2015 & Sandbox in 2012. Art NFTs like Cryptopunks, BAYC & Art Blocks have shown us the cultural validation NFT ownership can provide. Now add a market of ~3bn gamers itching at the door to own the items they’ve worked so hard to build, master & level up and it’s evident that now is the time for blockchain gaming to take the stage with Enjin leading the pack.

Team: 97 FTEs on LinkedIn | **HQ:** CBD, Singapore

- **Maxim Blagov**, *Co-Founder & CEO*, has been with Enjin since inception, leading creative design & strategy
- **Witek Radomski**, *Co-Founder & CTO*, has been with Enjin since inception, Co-authored the ERC-1155 token standard in 2017, the standard for minting fungible & non-fungible assets
- **Caleb Applegate**, *COO*, joined Enjin in 2018, former CBO at Mineplex, a 3P gaming software development firm

Select Business Developments

- Aug-04: Launched Efinity Token (EFI) on select exchanges including OKEx & Blockchain.com ([LINK](#))
- Mar-21: Efinity Private Sale raised \$19mm to develop the next generation gaming focused blockchain ([LINK](#))
- Mar-03: Launched JumpNet, a bridge that allows free, on-chain transactions of ENJ & ERC-1155 tokens ([LINK](#))
- Feb-26: Partnered with Samsung to be their preferred wallet of choice ([LINK](#))
- Dec-10: Partnered with Atari to integrate IP and licenses into Enjin-powered games ([LINK](#))
- Dec-02: Launched an updated version of the Enjin Marketplace with API capabilities & a refreshed UI ([LINK](#))
- Jul-16: Partners with AAVE to launching borrowing & lending through ENJ deposits ([LINK](#))
- May-27: Launched EnjinCraft Plug-In for Minecraft, making it easy to tokenize Minecraft items and integrate blockchain with servers ([LINK](#))

Upcoming Q4 '21 Business Developments ([LINK](#))

- **Expanding JumpNet:** building out the smart contract technology for better marketplace dynamics, & minting mechanics. Building out bridges for players to move their assets seamlessly from Ethereum to other networks
- **Scaling Beam Technology:** the team is looking to scale from a capacity of 100k NFTs per Campaign to millions
- **Enjin Wallet 2.0:** Enjin is beefing up their mobile dev. team to enhance functionality & features of Enjin Wallet
- **NFT.io:** Enjin is working their partners to develop nuanced marketplace features to better suit campaign needs
- Other long-term developments include new SDKs, the Paratoken Standard Development for the Pokladot Ecosystem, introducing staking, a web-based wallet & a website refresh

Conclusion

Enjin is building a full-stack ecosystem to bridge cross-chain functionality for gaming assets with the potential to reach super-app status. As a gamer myself, I could only dream of the day where an enchanted Diamond Sword from Minecraft could be used by my Kajit in Skyrim. Enjin’s bold vision is to do exactly that and economically reward players by doing so – truly enabling “play to earn.” Underpinned by massive tailwinds from the traditional gaming industry, an A-1 crypto native team and enabling true-utility for NFTs, I believe the Enjin team will build out what will come to be the blockchain-enabled multiverse. A dual pronged investment into the Enjin native token (ENJ) and purchasing direct exposure to the Efinity Blockchain (EFI) is the best risk-adjusted investment into the future of NFT-enabled gaming.

Appendix

Public Market Overview

Enjin Coin (ENJ) Price Chart



ENJ Price and Market Stats

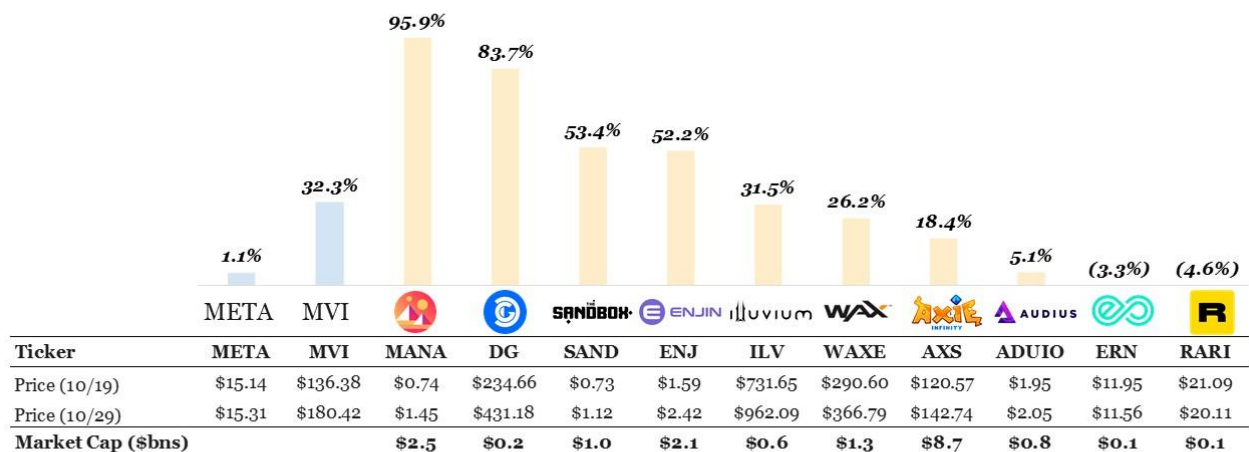
ENJ Price	\$2.88
Market Cap	\$2,660,922,909
Market Cap Dominance	0.10%
Trading Volume	\$982,100,956
Volume / Market Cap	0.3644
24h Low / 24h High	\$2.31 / \$2.92
7d Low / 7d High	\$1.74 / \$2.92
Market Cap Rank	#67
All-Time High	\$3.94 -28.9% Apr 09, 2021 (7 months)
All-Time Low	\$0.01865964 14927.9% Nov 12, 2017 (almost 4 years)

Enjin has solid fundamentals and is trading a steep discount relative to peers in their set. Week to date, ENJ is up ~50% after trading sideways for the last month. In the Broader Macro Context, Blockchain-enabled Metaverse Players have been on a tear over the last week. This comparison alone shows how the true winners of Facebook's announcement are the crypto-native players as the MVI's overall performance far outpaces that of Matthew Ball's traditional gaming denominated "META" Index.

Select Metaverse & Blockchain Gaming Token Performance

MANA | WEST

Top 10 Metaverse Index (MVI) Token Price Performance Since Announcement

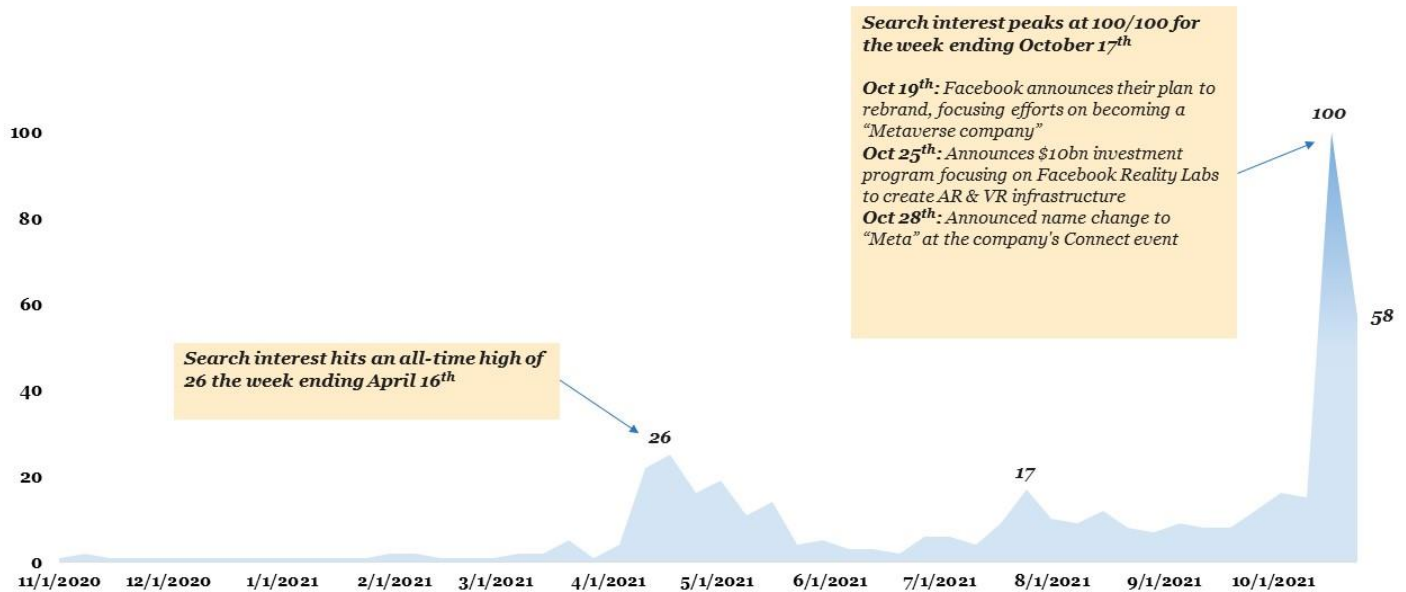


Source: Coinmarketcap data as of 10/29/21. | Note: META = Roundhill Ball Metaverse ETF, MVI = Metaverse Index.

For better or for worse, just as memecoins introduce people to what crypto is, Facebook is at the least adding the word “metaverse” to about 2.9 billion MAUs’ vocabulary – and the data shows. Even if only 1% of those MAUs convert to their Horizon Home platform, that’s still 29 million people engaging in a VR-enabled world, which will eventually cross pollinate into blockchain worlds.

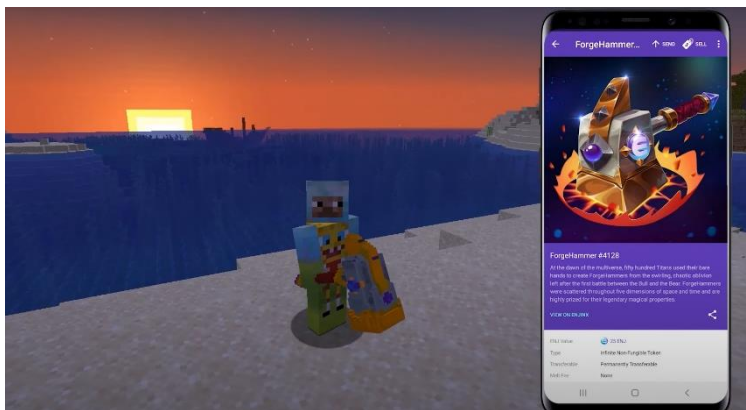
Google Search Interest: “Metaverse”

MANA | WEST



Source: Google Search Data | Note: A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

Enjin Cross-Chain Functionality at Work with Minecraft & Forgotten Artifacts



EnjinCraft is giving players the ability to integrate, use, and trade blockchain gaming items in their servers that are utilizing the plugin. Here we see a ForgeHammer #4128 in use in a Minecraft Server. Upon leveling the hammer up, the ENJ denominated value of the NFT can rise which turns the weapon into an economic asset that a player can list on the Enjin Marketplace ([LINK](#)).



In 2019, Enjin airdropped an Oindradsain Battle Axe to users’ wallets before any games had elected to accept it. Forgotten Artifacts, a Diablo-like game implemented the use of Enjin’s blockchain and checked users Enjin wallets at the start of the game, which allowed the axe to be selectable in a players inventory.

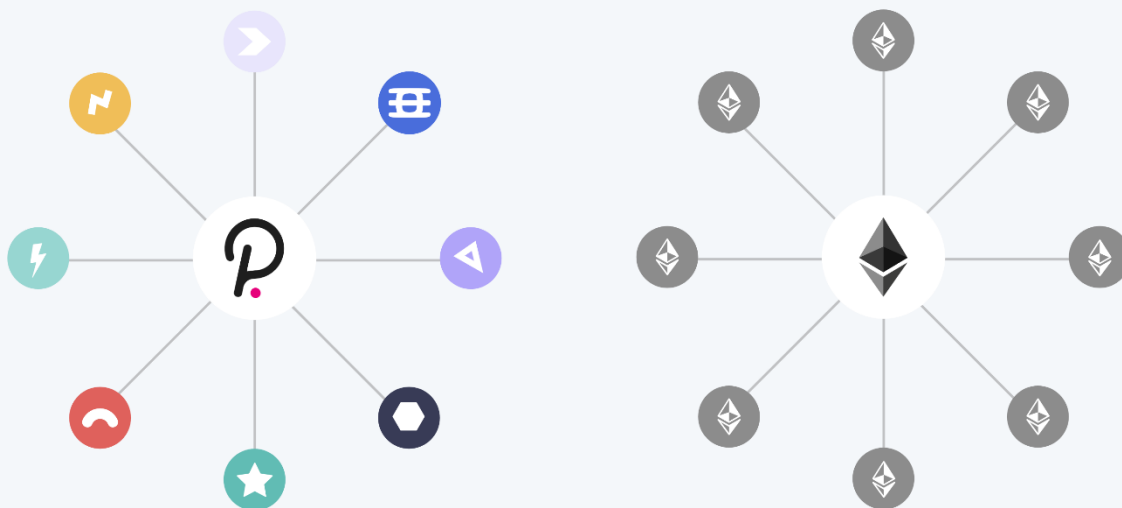
Enterprise Partners

Enjin Partnerships

MANA|WEST



Why Enjin chose to build Efinity on Polkadot:



Polkadot is not built to replace Ethereum, but to improve and complement it; in the same way, Efinity is designed to supercharge not only Ethereum NFTs, but NFTs from any blockchain. Every shard in Polkadot “parachain” is completely customizable, which makes it a perfect platform for building scalable, custom blockchains. In contrast to Ethereum 2.0, once launched, it will enable faster transactions—and that’s it. Every shard is identical, and every shard does what Ethereum can do today.

Dual Tokens

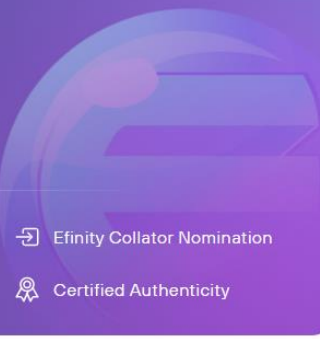
ENJ and EFI work together in unison, each serving a core purpose within the Enjin ecosystem.

Enjin Coin (ENJ)

ENJ is used to infuse digital assets like NFTs. It powers NFTs as they move across games, apps, marketplaces, and wallets.

Every asset minted contains ENJ, giving it real-world value that can be retrieved at any time through "melting."

[Learn More](#)



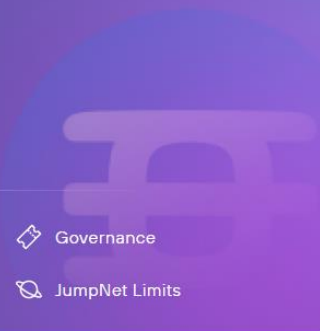
- Asset Infusion
- Utility
- Efinity Collator Nomination
- Certified Authenticity

Efinity Token (EFI)

EFI is the native token of Efinity, a next-generation blockchain for NFTs that will help create a truly open, global digital economy.

EFI is designed to pay for transaction fees and facilitate liquidity, community rewards, and governance of the network.

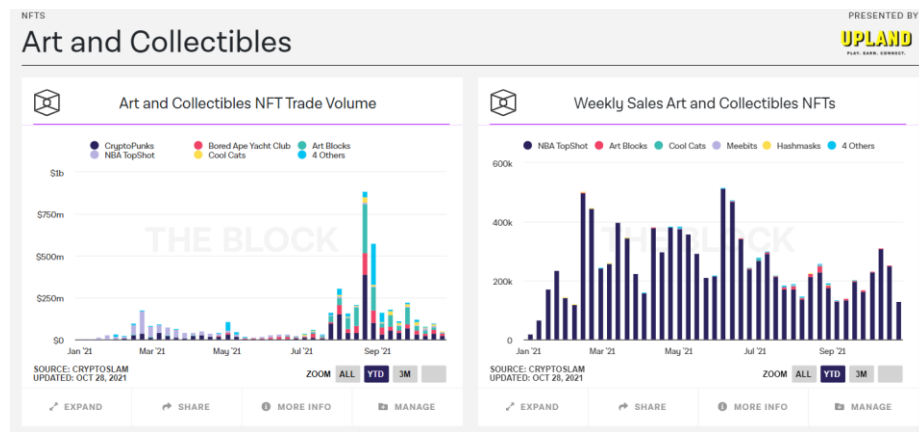
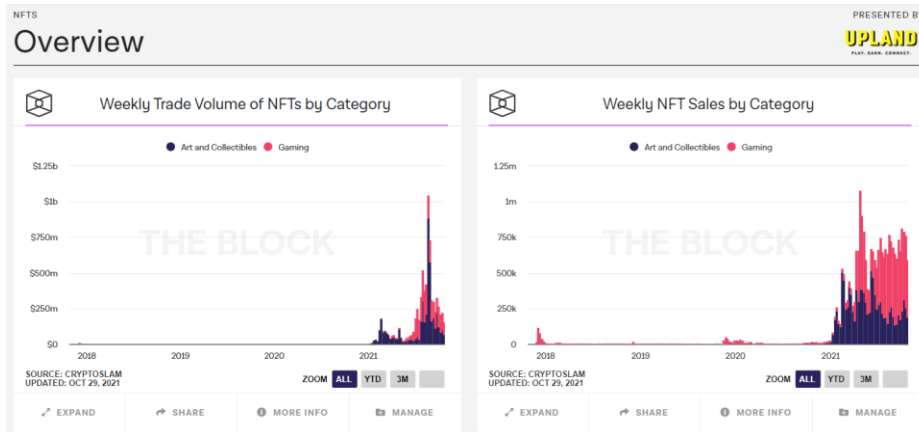
[Read Whitepaper](#)



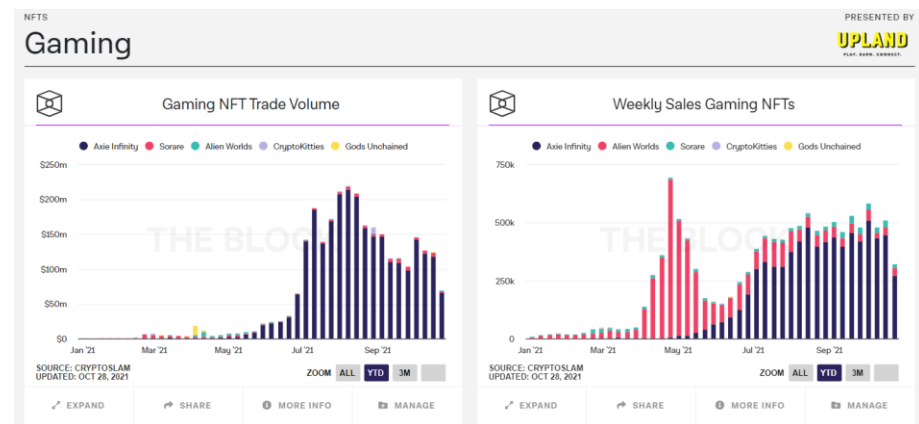
- Transaction Fees
- Rewards
- Governance
- JumpNet Limits

- **Enjin Coin (ENJ)** is the utility token that powers transaction fee payments & backs the values of the virtual economy items
 - **Price (10/29/21):** \$2.42 **Market Cap:** \$2.0bn **FD Market Cap:** \$2.1bn **Coin Rank:** #67
 - ENJ has a fixed max supply of 1bn tokens. However, as the ecosystem grows and more ENJ is locked into in-game digital assets, the number of coins circulating will decrease
 - Players can "melt" their in-game items back for \$ENJ as a means to "insure" their value
 - ENJ is widely held over 100,000 different wallets
- **Efinity Token (EFI)** the NFT highway built on Polkadot, designed to enable interoperability between in-game NFTs designed to work across chains, NOT an "Ethereum Killer"
 - **Price (10/29/21):** \$0.88 **Market Cap:** \$48mm **FD Market Cap:** \$1.7bn **Coin Rank:** #605
 - Launched in August of 2021, EFI
 - EFI can process 700-1,000 TPS, with transactions confirmed in about 6 seconds
 - 15% of the EFI supply is reserved to compensate collators and pools for work on the network, which will gradually unlock until the full token supply is reached
 - Every asset on Efinity can be exchanged for any other NFT or other digital token that is bridged onto the network. For instance, if ETH is imported, it can be exchanged for an in-game NFT, as both are interoperable Paratokens. This functionality facilitates development of 3rd party apps using Efinity to transfer NFTs to other blockchains

The NFT Backdrop



Art & Collectibles have shown us how fast consumers can adopt collectible NFTs, but the utility function has been generally limited. BAYC is the best example of a community enabled NFT collection that gives holders access to IRL events, merch & an organic community of like-minded people – but these are few and far between.



Currently, gaming NFTs are dominated by a few select players, mainly battle royale-styled & trading card games. Upon more AAA game developers adopting Enjin, we could see a step-change in demand for Gaming NFT Trade Volume & Composition, like we did with Arts & Collectibles. Gaming NFTs provide true utility to their players through unlockable content, cross chain interoperability & even the “nostalgia factor” for instance, if Pokémon unlocks their collection. None of this would be possible without the Art & Collectible NFTs initially paving the way.