

Blockchainia

A Web3 Gaming Distribution and Online Multiplayer
Gaming Infrastructure

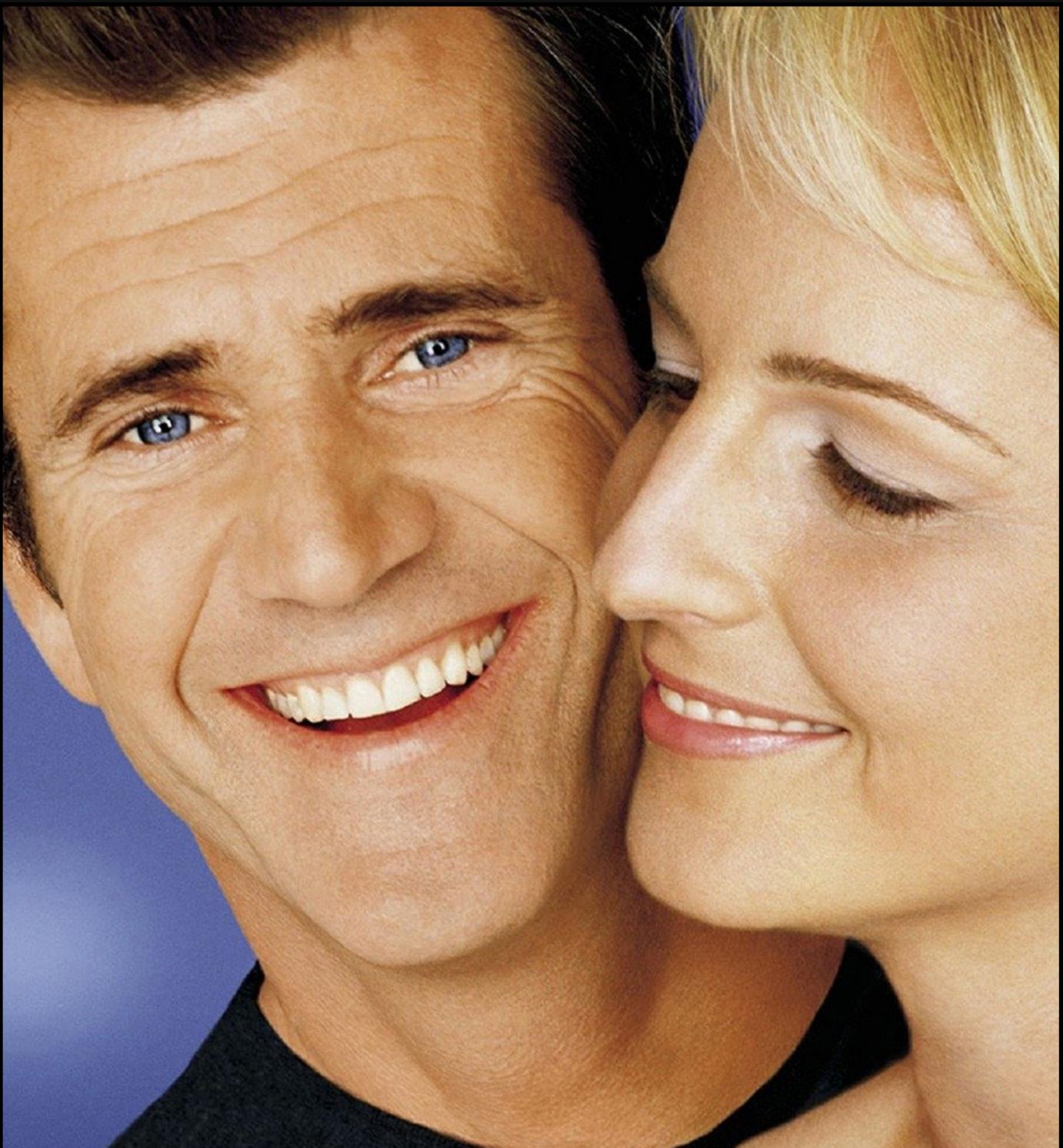
Ed Anderson 13 Feb 2023

What Gamers Want

Our Niche

Current “web 2.0” Competition lacks:

- Tradable in-game items
- A consumer palatable Value Proposition
 - Free-to-play, \$20 per skin, \$DLC
- Convenience



Blockchainia (Arcade style JRPG)

How it works!



- Seasonal Releases explore chronological scenes
 - Players Progress through 8 levels
 - One level released each season
 - Replay to rise in the leaderboards To play, create and connect a blockchain wallet, and pay **GAME_PRICE** set by the **Game Server**.
 - Will translate to full scale VR port after successful initial campaign

Blockchainia (Arcade style JRPG)

To Build Community

- Pay-to-Play
 - Configurable price
 - Earn back tokens in-game
 - Players can also mint Environment Enemies
 - Earn tokens Offline
 - Portion of game fee is dropped by player on elimination



Pay Per Play? Will consumers go back?

Cryptocurrencies + 90s Arcade + Living room + Online Multiplayer



- Pay Per Play
- 1994, NBA Jam
 - 1.1 Billion from 20,000 cabinets
 - 25 cents per game/51 cents today-
- VR Indie Developers create arcade-scale games
- Indie Developers struggle to compete with AAA gaming studios:
 - Distribution
 - Scale

DeathToll

“If you build it, they will come.”

- Web3 Arcade PvPvE VR Arena Looter Shooter
- Arcade style VR Battle Royale
- Player lounges (Server Lobbies)
- Seasonal Updates
 - Features are Community Driven
 - On-Blockchain DAO
 - Discord



What Now?

\$30,000

- Establish MVP and Initial Sprint Cycle Velocity
- Hardware/Software
 - Servers/Nodes
 - Developer Tools
- Set deliverables
 - Establish velocity
 - Scale active users with deliverables
 - Set trajectory



Where do we go from here?

On Successful Demo

The Katz/CBA Business Research Center is a cutting-edge laboratory supporting interdisciplinary research by both Katz/CBA faculty and students on how people form judgements and make decisions in business contexts.

As a leading research university, the University of Pittsburgh maintains this position by continually investing in and supporting outstanding research. The Katz Graduate School of Business has a leadership position in many areas of business research, such as Marketing (top 15) and Accounting (top 30). The Business Research Center will help further these advances through providing a variety of services to support behavioral research on business-business-related topics.

Technical Specifications and Features

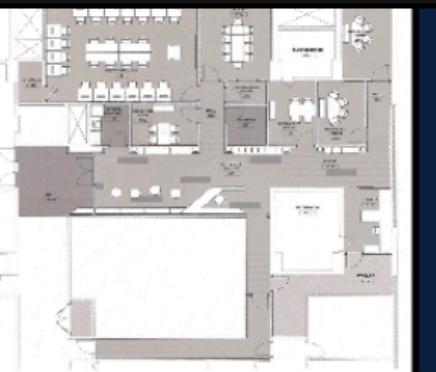


- Seventeen network computers, enabling digital communication between participants
- A/V recording support throughout entire BRC
- Eye-tracking hardware and software with Tobii pro
- Physiological function capture, such as heart rate, galvanic skin response, respiration, and EEG
- Temperature, LED lighting, and audio

Multipurpose Room with Various Configurations



The multipurpose room can be used as a grocery or retail store staging area to study purchasing behavior, or as a focus group room. There is an attached observation room from which researchers can unobtrusively study participants behavior. The BRC also owns GoPro cameras that can be placed throughout the BRC rooms to record participants from different angles and points-of-view.



The Eberly Computer Laboratory



The BRC includes a 25 seat computer lab in which research studies can be administered to a large number of participants, as well as four breakout rooms. These rooms can be used for bilateral bargaining, dyadic, or small-group decision making studies. There is also a multipurpose room, with connected observation room and a kitchen for food preparation. The BRC offers researchers various configurations to accommodate a variety of study arrangements.



A Leader in Behavioral Research

"The University of Pittsburgh is one of the nation's leading public research universities, and maintains this position by continually striving for excellence in research. The Katz & CBA Business Research Center is a vital resource for both our faculty and our students as we continue to expand our research footprint and seek to attract and retain only the best scholars."

- Arjang A. Assad, Henry E. Haller Jr. Dean of the Katz Graduate School of Business

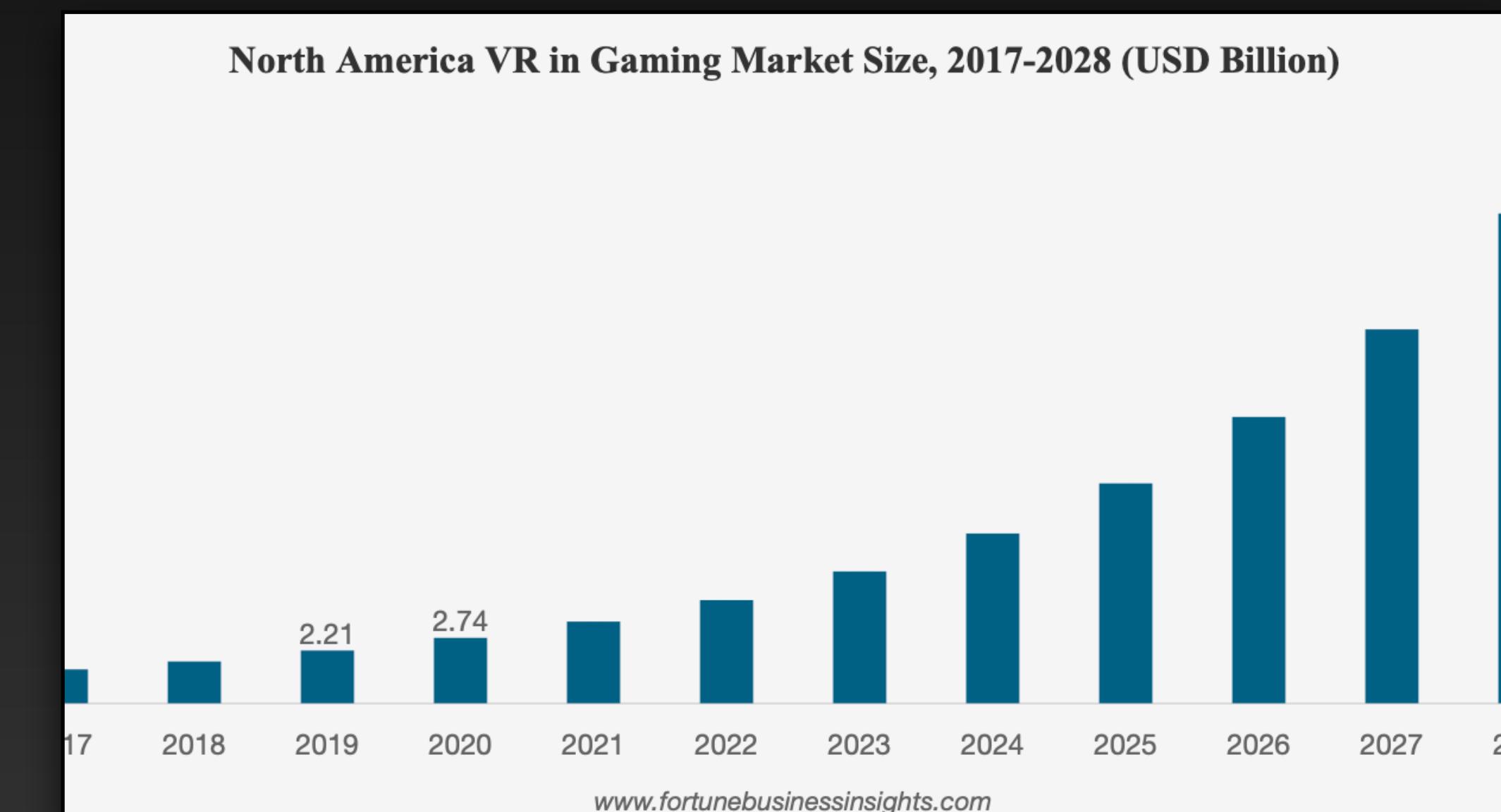
- Development
 - Development. Costs: **\$22,698**
- Market Research
 - Market Research - Test Live Gameplay
 - Measure engagement time
 - Projected Cost: **\$11,400**
- Total (Estimated): **\$34,098**

Projected Revenue from Live MVP

Per NFT Collection Release

Game Development Revenue (NFT Playable Characters) for One Game

NFTs in Collection	Bundle Price	Quantity per Purchase	Total Revenue
100,000	\$3.00	1	\$300,000
100,000	\$12.00	3	\$400,000
100,000	\$15.00	5	\$300,000



What Next?

Projected Potential Revenue: Online Multiplayer Community (Per Server Projections)

NFTs in Collection		NFT Price	Quantity per Purchase	Projected Online Multiplayer Infrastructure Revenue (\$USD)-1							
10,000	\$3.00	1	\$30,000	Total Minutes Engaged Low	Total Minutes Engaged High	Weekly Revenue Low	Weekly Revenue High	Yearly Revenue Low	Yearly Revenue High		
100,000	\$12.00	1	\$120,000	Total Minutes Engaged Low	Total Minutes Engaged High	Weekly Revenue Low	Weekly Revenue High	Yearly Revenue Low	Yearly Revenue High		
1,000,000	\$10.00	1	\$100,000	Total Minutes Engaged Low	Total Minutes Engaged High	Weekly Revenue Low	Weekly Revenue High	Yearly Revenue Low	Yearly Revenue High		
Price per Game	Daily Active User Projection Low	Daily Active User Projection High	Average Game_Length	Total Minutes Engaged Low	Total Minutes Engaged High	Weekly Revenue Low	Weekly Revenue High	Yearly Revenue Low	Yearly Revenue High		
\$0.03	200	2000	1m	3	15	\$18	\$900	\$936	\$46,800		
\$0.03	200	2000	3m	15	60	\$30	\$1,200	\$1,560	\$62,400		
\$0.10	200	2000	1m	3	15	\$60	\$3,000	\$3,120	\$156,000		
\$0.10	200	2000	3m	15	60	\$100	\$4,000	\$5,200	\$208,000		
\$0.25	200	2000	1m	3	15	\$150	\$7,500	\$7,800	\$390,000		
\$0.25	200	2000	3m	15	60	\$250	\$10,000	\$13,000	\$520,000		