

White papers of GAME.FUND community ecology

**The community based on global decentralization
blockchain that of the people, by the people, for the people**



English draft v0.9.20180607

GAME.FUND community council

GAMEFUND PTE.LTD.



www.game.fund



Abstract

The goal of GAME.FUND is to build a public community for make games, play games, exchange game experience, confirming right and trade of digital assets, which **of the people, by the people, for the people** based on blockchain. It uses a decentralized consensus by smart contract to contribute pricing and return on rights and interests for UGC (User Generate Content), so that the content producers, content selecting critics, community promoters, players can get a reasonable incentive, and push the long-term benign development and growth of community. GAME.FUND has our own game making tool named "BCreator.io" (There is already a close alpha version).

摘要

GAME.FUND的目标是建设一个基于区块链的，做游戏、玩游戏、交流游戏和数字财产确权及交易的**民有、民治、民享**的公共社区，通过智能合约去中心化共识方式UGC (User Generate Content) 进行贡献定价和权益回报，使内容生产者、内容筛选评论者、社区推广者、玩家都能得到合理的激励，促使社区长期良性发展及壮大。GAME.FUND拥有自己的游戏制作工具“BCreator.io”（已完成内部测试版本）。





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Introduction

In 2017, the global game market surpassed **100billion dollars**. In 2016, Chinese has become the world's largest game market, the scale of more than 200 billion yuan. At the end of 2017, Steam, **Chinese paid** users had surpassed English as **the largest** user group for steam, the world's largest game store. **The golden age of Renaissance**, where the game returns to its original heart, is coming.

GAME.FUND is a community-like **Shengda** literature platform and **Steemit** in the game Renaissance (Shengda Literature is the largest Chinese literary reading and writing incentive platform), this is a shared community of make games, play games, exchange game experience, digital property right verification and transaction. The community is gathering popularity and attracting players and investors by bringing together outstanding works and developers. Make content producers, content select critics, community promoters, investors and players can get a reasonable incentive to promote the community's long-term healthy development and growth. The moment is **the best window times** to absorb the best products and teams, gather low-cost players of quality, and attract numerous community game crowd funding investors. GAME.FUND has several features:

- The real return of power to the people, establishing a positive competition incentive mechanism of democratically evaluating works by player for the two primary kinds of community content, game works and work comments. Transparent and fair, no one can control it.
- Grasp the **original source**. Mature game crowdfunding, make BCreator.io and hatchery for Chinese and Japanese Independent developer, help developer realize dream. GAME.FUND contracts with original works and excellent team, reserve content resources strategic high ground.
- **Click it to play without download and install**. Convert existing large and high quality **native** games to be **Click it to play** H5(Instant APP) mode to reduce promotion cost. Unlimited traffic Gigabit 4G, 5G big benefit times come one after another. New entrance standard of **mobile broadband** internet era.
- Reputation database. The historical behavior of developers and critics will be imprinted in the block chain, traceability but can not be tampered with, become the large database of all kinds of key decisions.
- Platform SDK based on blockchain, to realize decentralize game account and right of digital property and perforation of across game trade.

Use decentralize **way** for the game industry to **distinguish between good and bad**, create a global decentralize game ecosystem. To solve the current game industry giants monopoly, channel malpractices and other vicious competition, build **win-win** decentralize industry structure.



GAME.FUND

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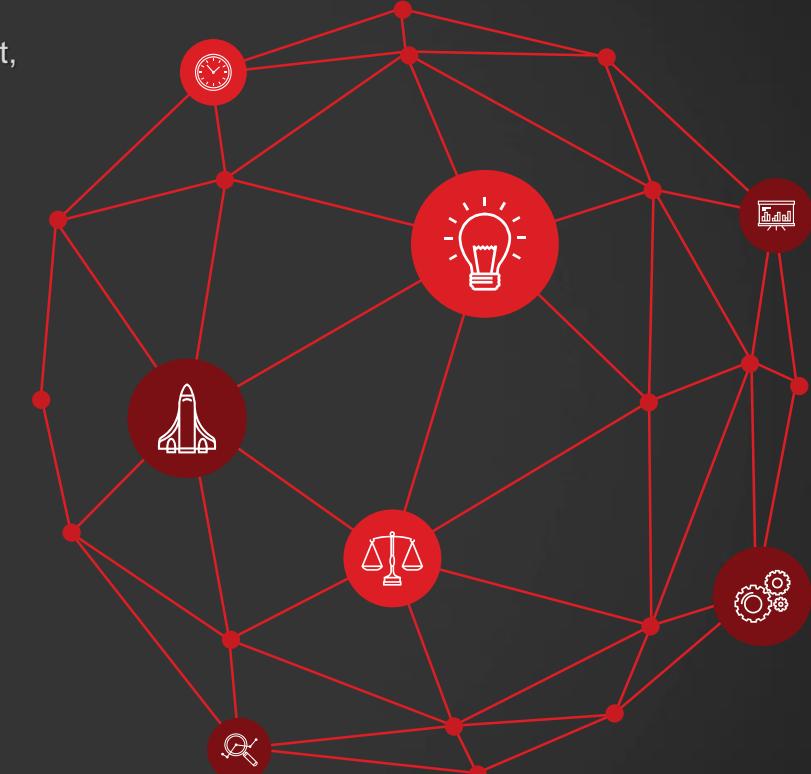
Introduction of blockchain

The Blockchain is a decentralized distributed ledger database in essentially, Its value lies in that it builds self-organizing network, generate a string of data blocks by cryptography-related algorithms, time order can not be tampered with, each data block contains a number of valid transaction confirmation, thus establishing a distributed consensus mechanism in order to achieve decentralized trust system. The use of the features such as decentralization, can not be counterfeit, open and transparent, distributed ledger, can not be tampered with, smart contracts and so on, to show the world a way to achieve the value transfer without intermediaries.

Prominent features :

- **Virtual distributed structure**
- **Decentralized structure**
- **High efficiency and low cost operation mode**
- **Multi-node consensus mechanism**
- **Distributed ledger**

The system of blockchain has a profound guiding significance for the status of game industry, blockchain technology has great potential in the field of game. **UGC competition and incentives mechanism, accounts and the right verification of digital assets, the perforation of trade, the mode of the combination of game and blockchain will bring a big change to game industry.**





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Industry background and problems



Industry background and problems

- **The window period of seize the renaissance strategic high ground**

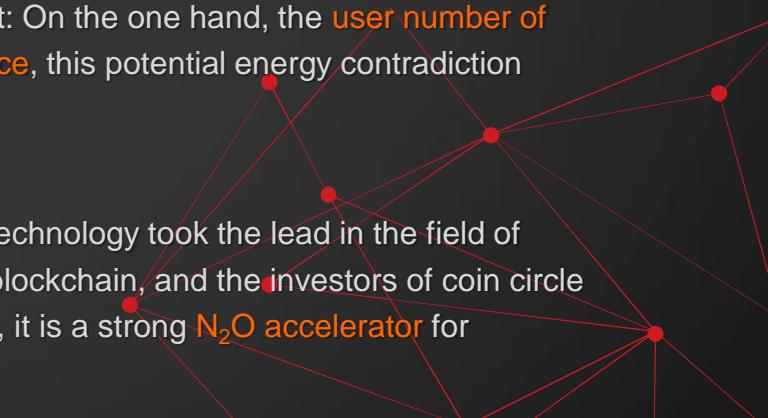
Chinese game is no longer an incremental market, but the era of retaining the user, the key is quality and playability, game **is returning to the beginning of heart**. The dominance of in the past decade **bad money drives out good** Chinese-style online games form, the abnormal business routines that only rely on the amount of users have come to the **end**, this should be the industry's original force game producer reduced to the most oppressed **bottom** of the industry chain, no extreme will hold long! The **genuine paid** consciousness of Chinese players is full of **rejuvenation**. In November 2017, among the global Steam users, the proportion of **Chinese** users is as high as 64.35% , the proportion od English is only 17.02%. The sun of game renaissance golden time is rising up. Now, the price of future star in the independent developers is no high, this is a window period to attract developer and fans, this also is a rare historical window period to make the brand famous, attract a large number of game player and snatch strategic high ground.

- **The mode of game crowdfunding is ripe**

As of September 2017, the number of global game crowdfunding has reached 40000, raising a total of 900 million dollars, and 15 million users participate it. Now, the success rate of game crowdfunding is **35%**, create a lot of popular projects, causing the concern of social, such as the *Star Citizen* raised **170 million dollars** by the end of 2017, Broken Age raised 40 million dollars within 8 hours, and so on. Crowdfunding evolved into a promotional way for game projects, or even a **channel**. However, the **potential energy contradiction** of Chinese game industry is prominent: On the one hand, the **user number of pay** for outstanding game works have been very large. But on the other hand, potential team is **difficult to finance**, this potential energy contradiction urgently needs to be broken to **flood discharge** by a mode.

- **Blockchain+Game emerge**

There has been short of actual landing projects in the area of blockchain, a lot of **empty words**. Excellent new technology took the lead in the field of game once again. CryptoKitties set up a bridge for game circle and coin circle, it focuses more players on the blockchain, and the **investors of coin circle** become more accept the game projects. Global financing through digital currency is twice as the **traditional VC**, it is a strong **N₂O accelerator** for crowdfunding.





Renaissance is coming, genuine consciousness of Chinese users is full of rejuvenation

Before 2015

Chinese games flourished in the era of piracy rampant, enterprises to make online games to survive. In a long period, online game accounted for more than 90% of total game output, at the same time the proportion of online game in Europe and United states does not exceed 30%. This formed a Chinese characteristics deformity industry ecology that the first is **not** the quality of works, but the number of channel users.

2015年

Steam, the world's largest online game retail store, the proportion of Chinese user is 4.42%, more than 6.2million, , the number of Steam user surpassed Britain became the **NO.5**.

2016

For the first time, the output value of China's game industry surpassed that of the United states and became the NO.1 in the world, Chinese users of Steam increased by up to 92%, reached 11.5 million, proportion reached 5.61% , the player number surpassed Brazil and Germany became the **NO.3**.

April 2017

The registered of Chinese genuine Steam more than **15** million.

June 2017

Steam Chinese active users accounted for 18.02% of the month, surpassed Russia became the largest user group. Registered users of about 21.72 million, only 3 million more than Russia.

November 2017

November Steam Chinese users surged, the proportion reached 64.35% become the world's first, English is only 17.02%. The genuine paid consciousness of Chinese users has **big change!**



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Solution and implementation



Solution and implementation

MAKE GAME



Game crowdfunding community

GAME.FUND is being built as the first stop in the public community of global crowdfunding. Seize the original source, this is the beginning place of the majority of developer's dream, a stage of game originality and developer to show their talent. The community through crowdfunding to support independent game development, and various modes of cooperation such as direct investment, field incubate, shared copyright, signing developers and so on, promoting the creation of excellent original works and selecting excellent producers and teams, reserve content resources strategic highland. Community members invest in outstanding creative projects, obtain the return such as the work and the pre purchase right of related resources, even obtain appreciation and so on, the success of crowdfunding is to reach or exceed the target amount, otherwise it will be returned to the sponsors.



Tailored create tool

GAME.FUND provides the only international high quality game engine in Chinese BCreator.io(The English version and japanese version will also be published.), supply to developers to choose to create game. BCreator.io also include graphical NLP of programming-free interactive logic module Director, people who have a certain level of logical thinking can make games without programming skills, greatly reduce the technical threshold, let developers focus on creativity and art. The seed community that has nearly 4000 registered users.



High quality game distribution platform

Community attract excellent works and developers, growing popularity, and attract players through events, live broadcast, advertisement. After gathering a large number of players, they can further attract more works and excellent developers, form a **benign cycle**. Establish a virtuous **competition incentive** mechanism by players' democratic evaluation works and comments on two community, impact on the weight of push and display, return power to people.



Click it to play HTML5 2.0

Greatly reducing **push costs** for game, we can convert the existing large and high quality **native** games to be **Click it to play without download and install** H5(Instant APP) mode. Welcome unlimited traffic, Gigabit 4G、5G **mobile broadband** Internet new era, establishment of an epoch-making new form of game entry mode. Same as click it to play of **video online**, click it to play mode will surely become the **new industry standard!**



High level comment

Implementing **competition** and **incentive** mechanisms, and promoting content selecting critics groups.



Face the opinion of fans

The player and the developer **communicate directly**, grind the work.



IM System

IM system, providing **instant messaging** services for users.



Live broadcast system

Effectively improve community **activity** and improve the **revenue** of game products.



Blockchain applied to the GAME.FUND



A fair and transparent incentive mechanism based on blockchain. Players, developers, investors, critics and promoters interact within the community, their interaction is performed by smart contracts, and it will be branded in the blockchain. Every member of the community will take the initiative as a host to promote and build their own community.



SDK based on blockchain, realize decentralization game account and the right of digital assets, and the perforation of cross-game trade. The access of SDK kernel in blockchain is a lightweight blockchain wallet, developers can use their familiar languages to develop game that compatible GAME.FUND through API, and manage services, settlement interface, decentralized database, to achieve one-click login of game, token settlement of platform, access of digital assets right verification and the perforation of trade.



The two quality competitive incentive mechanisms supported by blockchain. The excellence of the works and work comments UGC is entirely determined by the player, fair and transparent execute through smart contracts, make real good works and comments to the top, ensure the high quality of the community. The blockchain will guarantee no one including the founding team of the blockchain can control and tamper with the two competitive incentive mechanisms.



Reputation database treasure. Control click farming behavior through coindays consumption, the history score, behavior, develop historical track of works, and the commenting behavior of critics will be branded in the blockchain by smart contract, become a reputation database that traceability but can not be tampered with. Reputation data will support the decision of investor and the player's choice of work, it will train outstanding producers and achieve the golden sign of critics.

TECHNICAL-LEVEL FRAMEWORK

The framework is divided into five parts: Account, Distributed ledger service, Strategy and management, Risk management, Upper application management and so on.

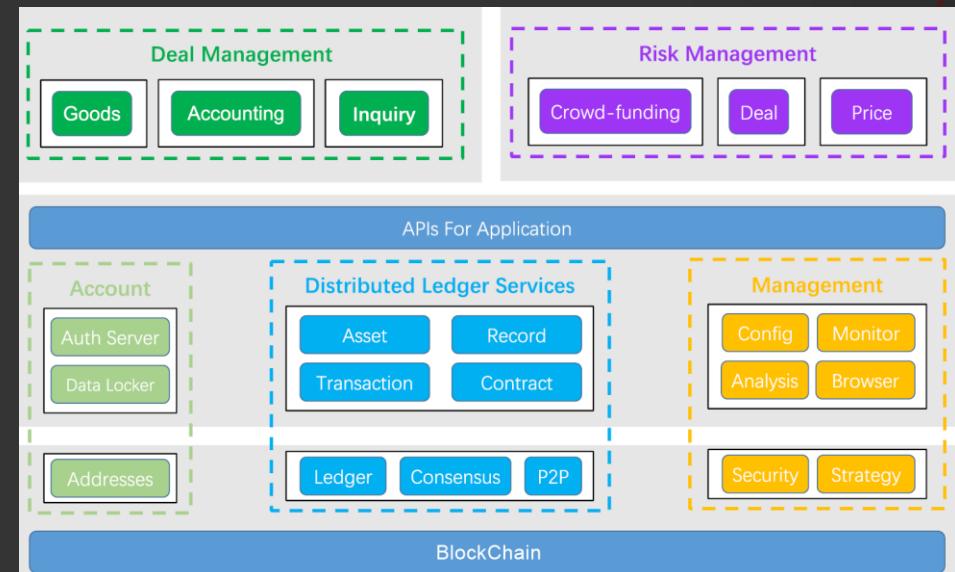
Account: generation of public and private key, writing of public key, private key signature and management; information of application layer user and mapping of blockchain address; support for real-name certification and audit regulatory needs.

Distributed Ledger Service: The underlying network based on P2P protocol, each node distributes the message through P2P protocol; provide a definition of the ledger structure and storage of ledger data; pluggable and pullable consensus module, responsible for ensuring strong consistency of underlying data while resisting attacks from malicious node. Adapt to the modeling of application, including the modeling and realize of assets, recording, transactions, contracts and so on.

Strategy and management: provide complete solution of data privacy security, access policy control. A variety of visual management tools, health monitoring of the underlying blockchain, system parameter configuration, data analysis, blockchain browser an so on.

Risk Management: Provide crowdfunding risk analysis and control, trading risking and control, malicious competition risk analysis and control, and the solution of control of a various risk controls.

Upper application(Apps): including Android applications, iOS applications, web applications, web management applications.





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GAME.FUND community ecology



GAME.FUND community ecology

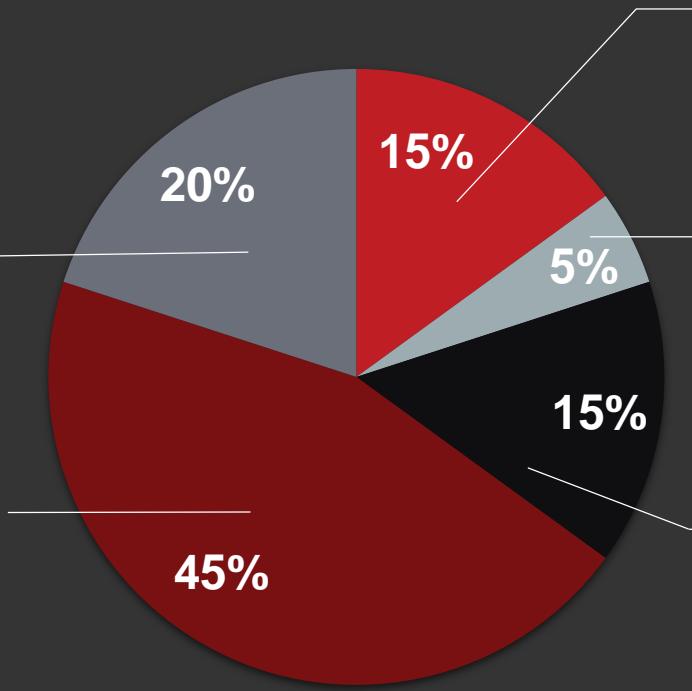
GF token distribution plan

Community launch 20%

20% of GF is launched directly to the community

Community content incentive 45%

45% of GF is used to community content incentive, maintaining and improving the high quality of community content. The incentive will be objectively implemented by smart contract according to the community rules



GF the token of GAME.FUND is the community status symbol. Total amount of GF is 5 billion, accurate to 10^{-8} , the circulation will never increase.

The main team 15%

15% of GF is held by the main team, and it will be locked within one year of community operation.

Early angel 5%

5% of GF is held by early angel, with their support, the community has the foundation of the present, and it will be locked within one year of community operation.

Ecology basis incentive 15%

15% of GF is used to motivate GAME.FUND ecological foundation builders and partners, to tamp the ecosystem.

At least 50% of the GAME.FUND community's profits will be regularly distributed to the GF holders.



The role of GAME.FUND in community

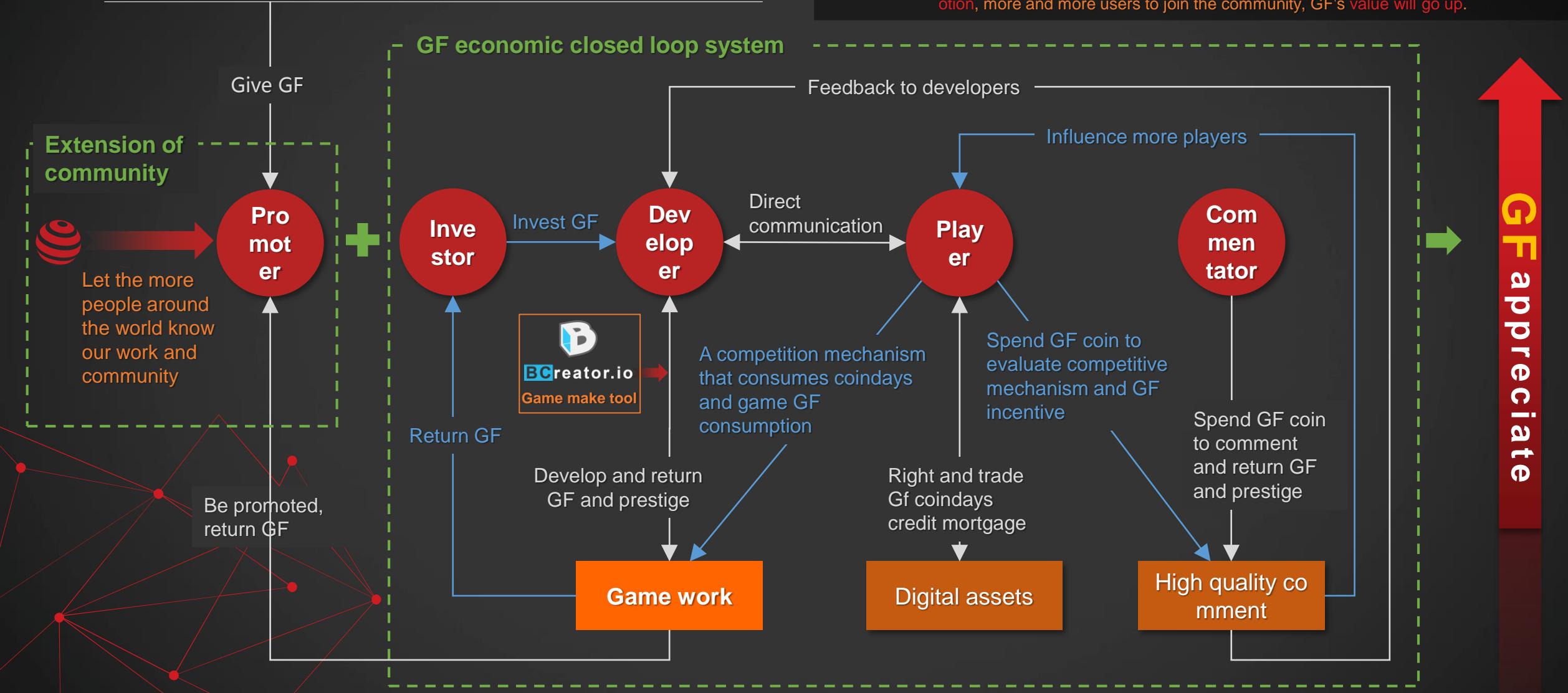
The user of GAME.FUND community have five roles, and each community member can has multiple roles at the same time. All kinds of behaviors are linked to GF, under the protection of the blockchain technology, the real "shared economy" not affiliated with any interest group, the growth of society will drive the appreciation of GF, users are motivated as the owner contribute to the community.

- Player. they are the cornerstone of building community ecology, they can use GF to buy, recharge, digital assets transaction cross game, and they can obtain GF through active behavior of game.
- Developer. They are the force of industry, they face players and commentators directly, draw feedback timely to improve work and improve themselves, maximizing their own interests.
- Investor. They crowdfunding to support developers, whether they are player or not, they can get all kings of rights and interests inside and outside the game what they want.
- Commentator. Provide acceptable opinion and write comment for game. As in other communities such as Steemit, Zhihu, Stack Overflow and so on, it evaluated and supervised by others in the content and the reputation of behavior, control click farming behavior by coindays consumption.
- Promoters. Because of sharing can get more GF, and the growth of the community can drive GF to appreciate rapidly, every member of community has enough motivation to publicize the community.





The operation of GAME.FUND



Is not a bit brain burning? All right, Please read this passage

Simply put, the role of the community value of the transfer of behavior are based on GF. Mechanism of coin days and coin days guarantee to encourage users to keep GF and avoid brush credit and ranking. The community charge income of game crowdfunding and game distribution at different rates. One part of the income used for community construction and maintenance, at least 50% regularly assigned to the corresponding address according to the GF holding ratio. With the expansion of the community by promotion, more and more users to join the community, GF's value will go up.



GAME.FUND

05

Competitive advantage



Competitive advantage

Sign with billion revenue product

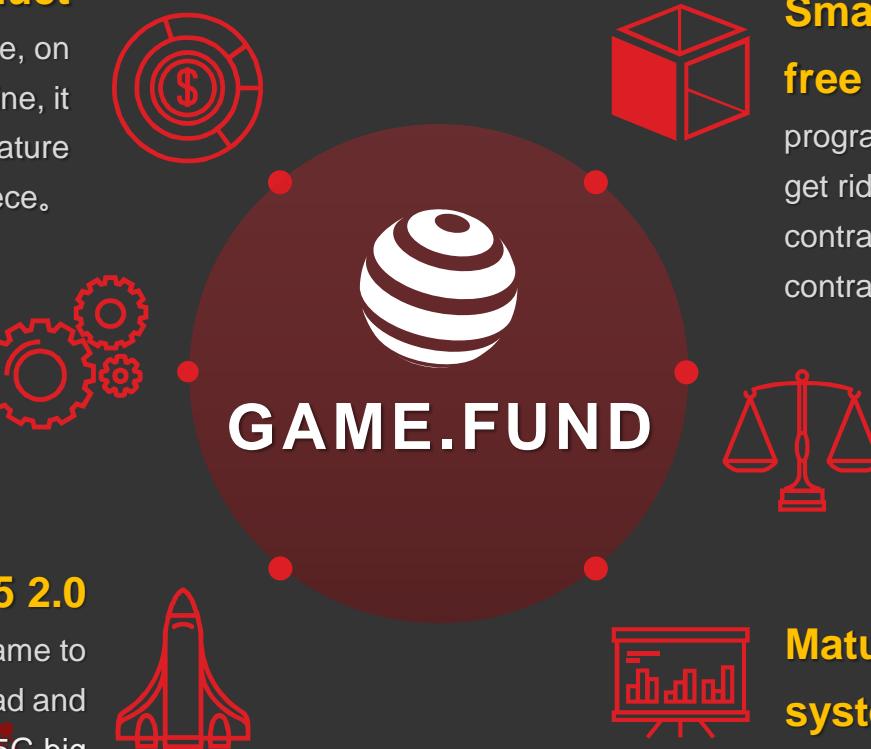
Sign with product that has **billion** revenue, on the beginning of the community came online, it has **more than ten** commercial profits mature masterpiece.

Mature game production tool software engine

Mature and available game make tool BCreator.io.

Click it to play HTML5 2.0

Convert existing high quality **native** game to achieve “Click it to play without download and install” mode. Unlimited traffic Gigabit 4G, 5G big benefit times come one after another. New entrance standard of mobile broadband internet era!



Smart contracts graphical programming-free programming tool

programming-free smart contracts programming tool AISC, get rid of restriction that only programmers can write smart contract, return the convenience of tradition that write contract by words.

Deep industry resources

More than ten years of game development and operation experience, has deep game industry resource, experience and internet contacts.

Mature live broadcast software system

Live games in the community, greatly improving the community activity and adhesion.



AISC programming-free smart contracts programming tool

- AISC (AI Smart Contract) is a turing complete smart contracts programming-free tool, users can create contracts by graphical edit mode, the AI module of the tool will produce the contract code automatically. AISC pioneered the elimination of programming, get rid of restriction that only programmers can write smart contract, return the convenience of **tradition text contract**.
- AISC begins at the thinking of game make tool, visualize and edit the logic that needed to be implemented by the code.
- AISC can not only bring the efficient tools for GAME.FUND community infrastructure, but also become the universal tool of the blockchain world, it is bound to have a significant impact on the development of the blockchain.
- AISC will provide all kinds of module components and templates, accelerate the realization of smart contract.
- AISC is determined to be the catalyst for speeding up the popularization of the blockchain technology. With the development of the industry, visual smart contract development tool will become a common tool for blockchain developers, accelerate the development and the landing of the blockchain application.
- The DEMO of visual editing framework has been completed.



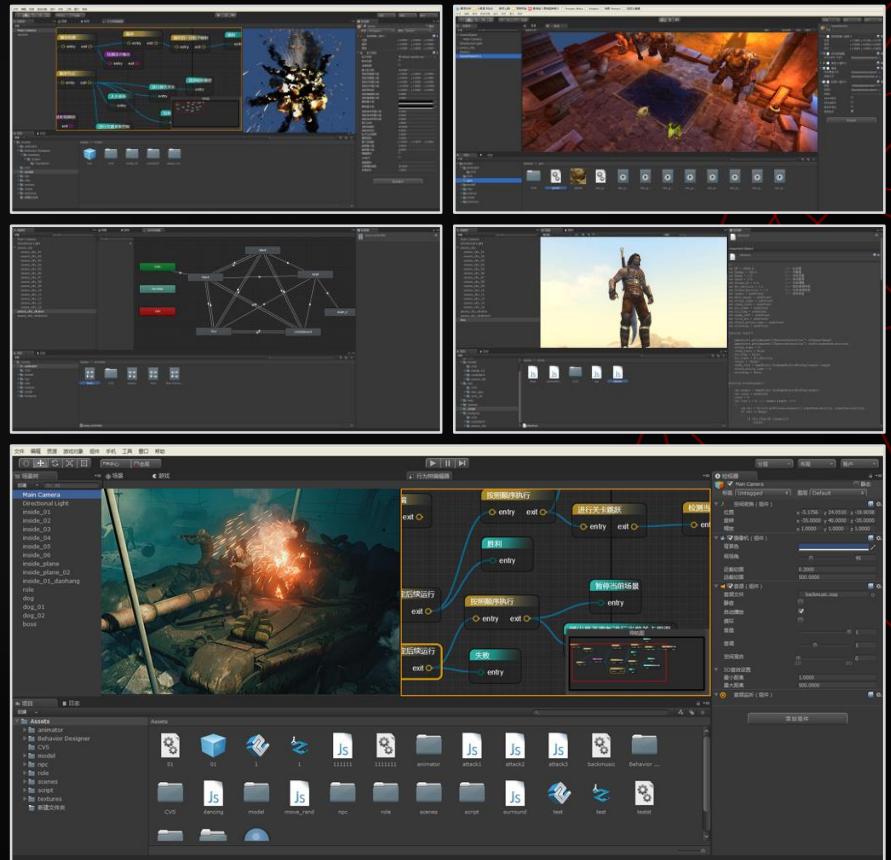
<http://github.com/gamefund/aisc>

The introduction of BCreator.io

The basic ecology of GAME.FUND has been strongly supported by BCreator.io. BCreator.io is a international standards 3D virtual simulation cloud game make tool software engine that cross-platform without client and no programming required. Its system includes scene model rendering, skeletal motion, particle system, advanced physics simulation and artificial intelligence and other components. It has the ability to handle huge amounts of 3D data, including large scale natural attractions, and enables achieve massive throughput and visual reproduction through progressive expression of geometric data and flow formalization. It can achieve the **next generation** of graphics effect, the theory of infinite size of **seamless map**, dynamic light and shadow, landmark high gloss, reflection and refraction, apace distortion, volume fog, vertex lighting and other effects; The skeleton animation module is used mainly as the performance of a dynamic object, such as a role, a device and so on; The particle system is used to simulate a variety of effects, such as flame, rain and snow, cloud, water, explosion, luminescence, trajectory, magic and so on; Artificial intelligence is used to control the behavior and reaction of various active objects in game; The advanced physical simulation engine plans real physical motion.; create a vivid and credible virtual world. BCreator.io also include graphical NLP of no programming required interactive logic module Director, people who have a certain level of logical thinking can make games without programming skills, greatly reduce the technical threshold, let developers focus on creativity and art. Fully support Oculus、HTC VIVE、Microsoft HoloLens and other VR/AR mainstream devices. It has been widely used in many industries, has accumulated a number of outstanding strategic partners and seed community that has nearly 4000 registered users .



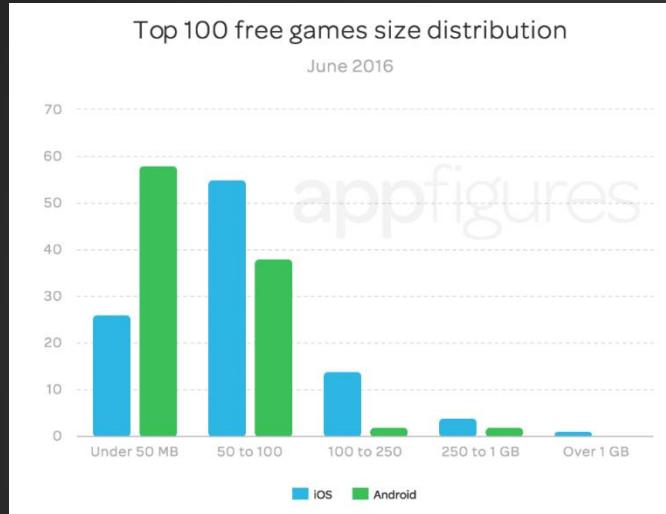
Tool screenshots



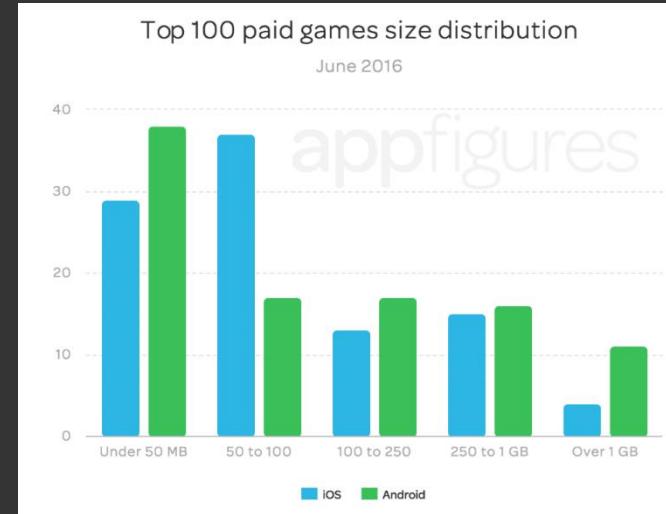


Disadvantage of installation package / The value of click to play HTML5 2.0

The package distribution of IOS and Android free games rank



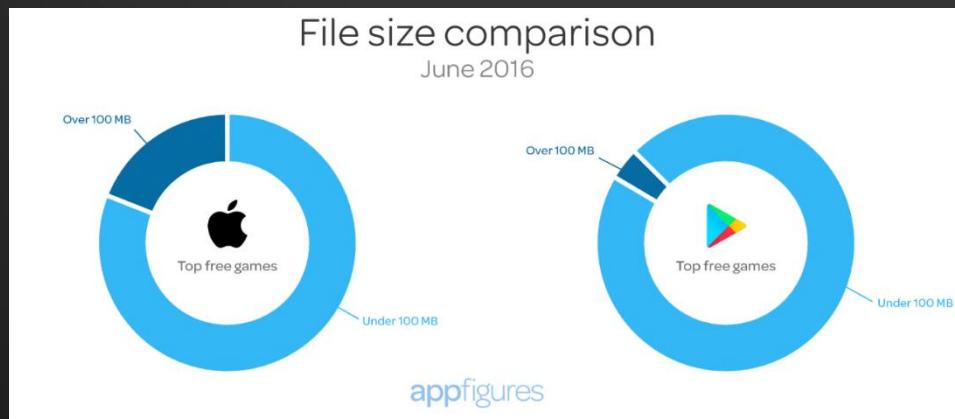
The package distribution of IOS and Android paid games rank



- As can be seen from the two figures of well-known data analysis platform AppFigures, the large installation package is difficult to promote and obtain the user's favor.

- Only 19% of the top 100 of iOS game which the package size larger than 100MB, Android free list only 4% of package which size larger than 100MB.

- From the perspective of the development of video content, once the movie can be viewed online, very few people will watch movies through download. The "Click to play without download" of game will also be an inevitable trend.



Existing works of GAME.FUND

Game release area



The monthly revenue of 《三国志2017》 reached **100 million yuan**



The monthly revenue of 《全民乐舞》 reached **ten million yuan**



《真三国战纪》tribute to the classic works



Cash flow game 《来啊捕鱼》



Saudi Arabia Edu-game عالم أرabit



《初代吸血鬼》's monthly revenue reached **50000 dollars of each server**

Global decentralize game community

Game crowdfunding area



《Beauty and the beast》



Pixel IO game 《我的坦克》



H5 クリプトアイランド



《梦幻3D》



H5 《直播秀场百人德州》



《幻想学院》monthly revenue reached ten million yuan



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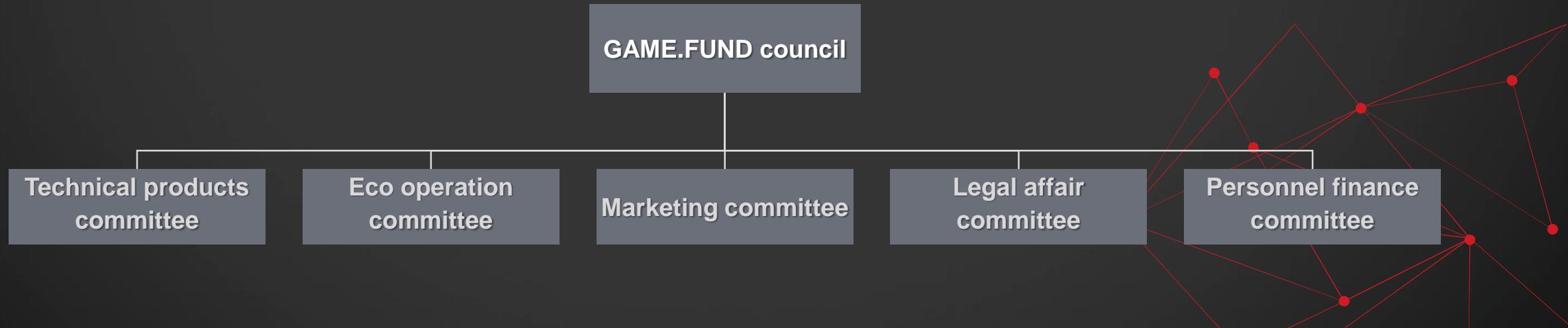
06

Community governance mechanism



Community governance mechanism

GAME.FUND community is jointly owned by GF holders, members exercise corresponding rights and obligations in community. GAME.FUND council is a standing management organization that established by the founding team of the community, it has technical products committee, the eco operation committee, the marketing committee, the legal affair committee and the personnel finance committee, responsible for strategic decisions, technical product decisions, operations management, legal issues, personnel and financial routine audit and other daily matters. GAME.FUND council is responsible to the community, the primary goal is the develop and promote of GAME.FUND ecology. In the earlier period, the council was held by the founding team, after the lock up period, the standard of voting council member is the weight of GF coindays, and it will be voted by members of the whole community.

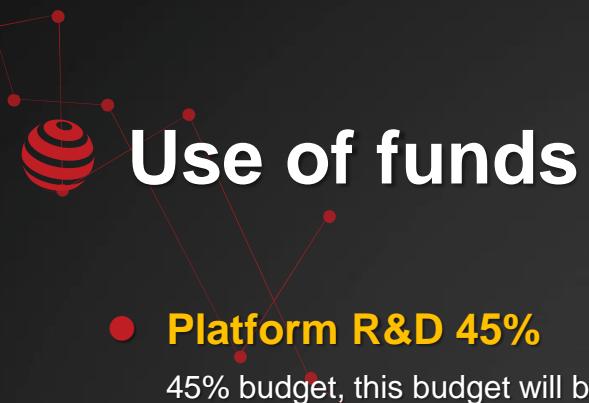




GAME.FUND

07

Use of funds



Use of funds

- **Platform R&D 45%**

45% budget, this budget will be used for the GAME.FUN D game technology team to optimize existing technology designs and new technology development.

- **Operation management 15%**

15% budget, this budget will be used for GAME.FUND game platform in the relevant legal, security, accounting, personnel and other operations management.

- **Market promotion 35%**

35% budget, this budget will be used for the promotion of GAME.FUND game platform. Including develop and maintain a global developer community with entrepreneurship community, each exchange, all types of investors, and crowdfunding lovers.

- **Other expenses 5%**

5% budget, this budget will be used for unforeseen contingency expenditure.

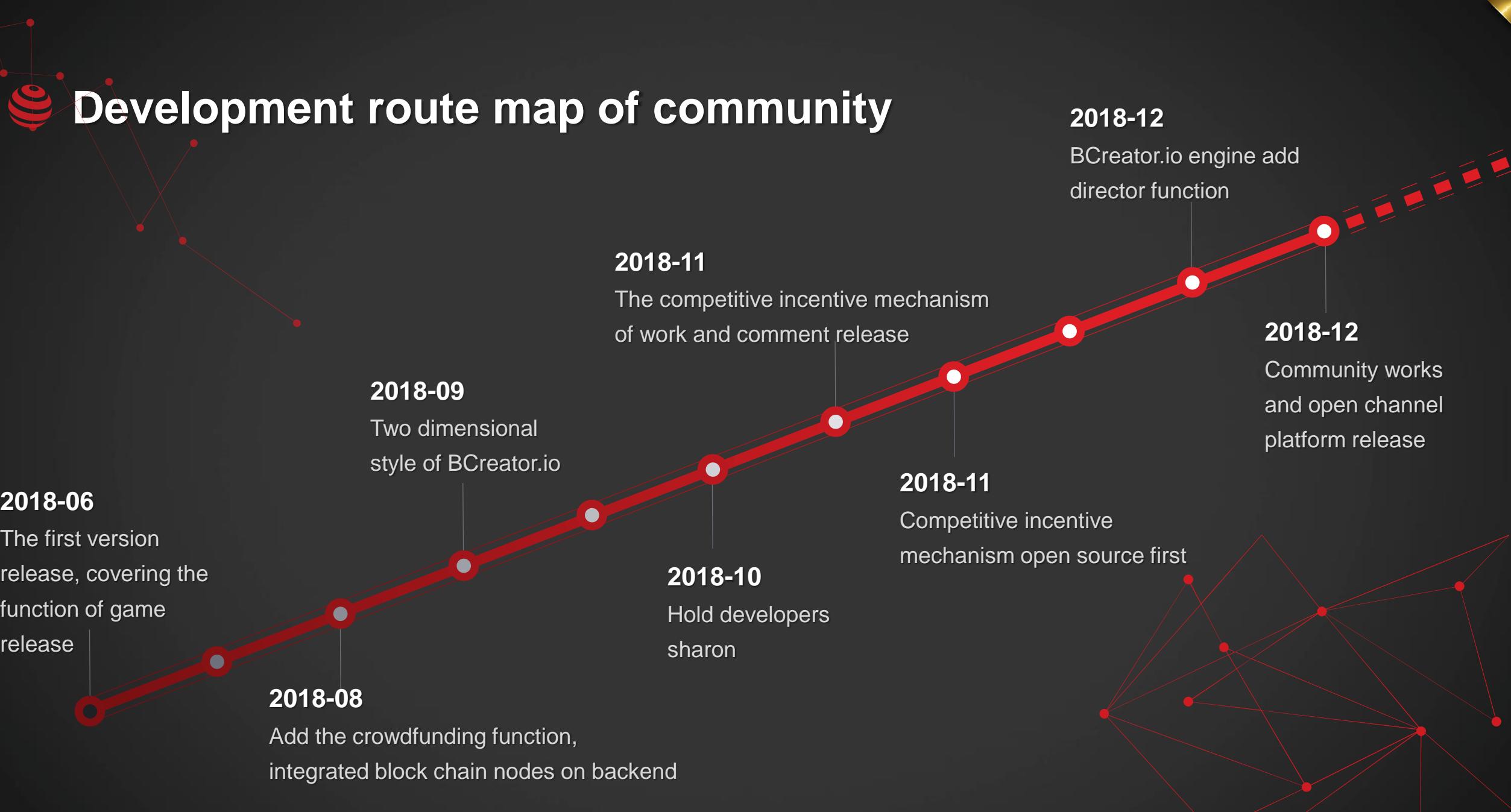
	Use of the current funds	Percentage
01	Platform R&D	45%
02	Operation management	15%
03	Market promotion	35%
04	Other expenses	5%



GAME.FUND

08

Development route map of community





Establish the first chain of global decentralize game ecology



The aspiration of GAME.FUND is become **the largest and the most active** game community platform that of the people, for the people, by the people. With the deepening of the Chinese games renaissance, and the continuous rapid increase of digital currency users and penetration rate, the potential of GAME.FUND incentive community will also be gradually released, geometric growth will be achieve ultimately.



GAME.FUND

09

Team introduction



The main team

**Ali Dagli**

Ph.D. in Finance, Berkeley, California, Senior investor and financial strategist in the Digital Media area. Vice President of GCA Savian, he operate the Japanese social giant Gree, and operate 2.1 billion acquisition Funzio, Saban Brands acquisition The Playforge and other famous cases. Since 2013, he conducted in-depth studies and practices on blockchain finance.

**Thomas Lindgren**

Western University MBA. senior personage on game industry, he used to be CEO of the Swedish game company Stardoll, the productor of Fatshark AB.

**Oliver Wu**

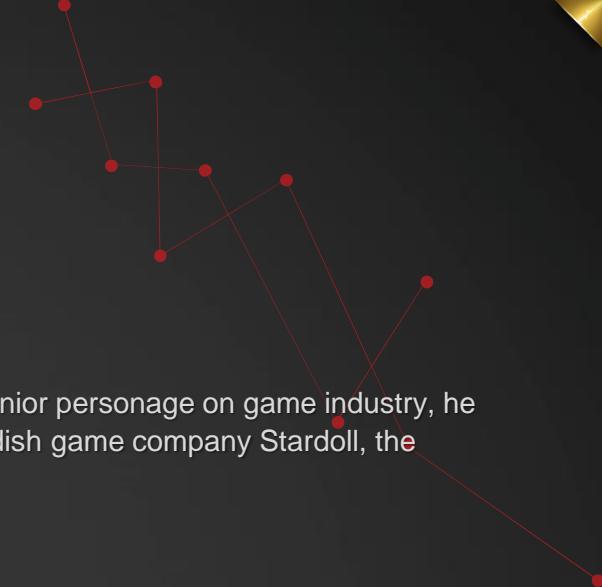
Ph.D., University of Pennsylvania, the productor of famous classic text MUD "Three Kingdoms wizard", MMO game "Warhammer: end times ". he used to be responsible person in Singapore Interactive Media Center, responsible for the development and operation of the virtual reality world of the Youth Olympic Games. As a former overseas president of Zhongqingbao.

**Frank Liu**

The postdoctoral researcher of Singapore Nanyang Technological University, he has a number of patents Intellectual property and very deep mathematics foundation. He also has deep research on 3D graphics, cryptography, peer-to-peer communications, blockchain consensus mechanism.

**Abdullah Konash**

Harvard University, music art theory researcher. He has 9 years experience in the game industry, and longs to lead the development of the Saudi Arabia's game industry. He was the producer of Hako Games, Ranam.





Consultant team

**Feng Tao**

The chairman of New Margin. The creator of Sina and many other famous business legend, he was selected to Forbes China 2017 best venture capital Top three with Shen Nanpeng and others. In the early period of Blockchain field he had supported INB, OK, NEO, BigONE, Beechat and other projects.

**Li Chong**

Angel Investor, the sponsor of Liangdian Capital, Co-Founder of PPTV. Focus on the mobile Internet, blockchain and other fields, emerge Bubi blockchain, SandiJianke, Boqi, P2 joint office and a large number of outstanding project.

**Liu Jialing (Cancer)**

Evangelist and investor in early national blockchain project, founding members of Bit participants and early participants of Ethereum Project, member of Bitshares council, member of YOYOW team、the investor of ATMATRIX Smart matrix.

**Jin Peng**

Ph.D. of Fudan University, his mentor is Political Bureau of the CPC Central Committee Standing Committee Professor Wang Huning. Former Senior Vice President of Shanda Network, the partner of Shanghai Lianchuang Management company, Founder of Wuqiongchuangtou, he invested in a large number of emerging industries in games, entertainment, digital Finance and marketing.

**Tan Qunzhao**

The EMBA of East China University of Science and Technology, Peking University. The founder of Fenghou investment management company and co-founder of Shanda, he used to be the chairman and chief executive official of Shanda, made a huge contribution for the Shanda game and the Chinese game industry.





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