



# NFT Gaming

Here is where our presentation begins



Hailin Chen

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01

# Concept Description

Business Overview



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# Our company

A tech startup company that is targeting game developers with a platform that offers one-stop shop for game developers to create player-owned, tradable in-game assets and generate revenue using NFT technology with minimal overhead.



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# Gamku Concept description

## Main Concept:

- Providing a platform and SDK for game developers to develop games
- Collecting royalty fees from the revenues that the game developers earn

## Focus:

- Be convenient, while minimizing the number of written lines of code and overhead
- Offers game developers a one-stop-solution. Gamerss mint, trade, publish, and manage NFTs all at one place.
- SDK (Software Development Kit) allowing developers to integrate and switch to NFT gaming without extra efforts.



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# Introduction to Market

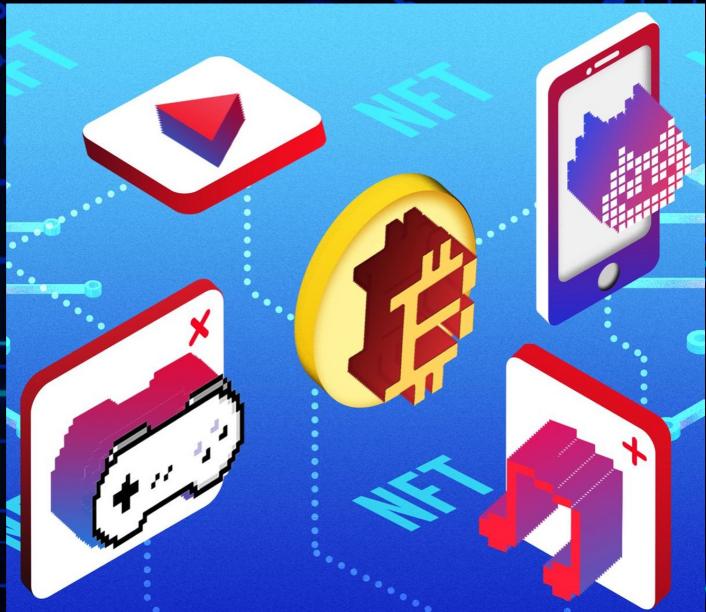
Market Analysis & Competition



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# Introduction to Market – What is NFT?

- Each Non-fungible token (NFT) is a **unique crypto asset** that cannot be replaced.
- It represents **real-world objects** such as art, music, in game items and videos.
- NFTs offer ownership to the holders, and are **tradeable** on specialized marketplaces.

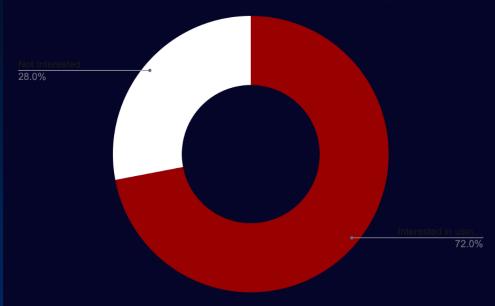


# Introduction to Market-Blooming Opportunities

- Users have contributed more than \$26.9 billion worth of cryptocurrency to NFT marketplaces.
- A significant increase in transaction size over the last 10 months indicates the value of NFTs is gaining and the activity is trending upwards.



# Market trends - Game Developers



72% of game developers are interested in using NFTs and Blockchain in new games.



56% of game developers plan to do NFTs and Blockchain in new games next year.

64% of game developers argued that blockchain technology will become widespread in gaming within the next 2 years.

According to the survey by insight agency Opinium, 58% of game developers are beginning to use blockchain technology.

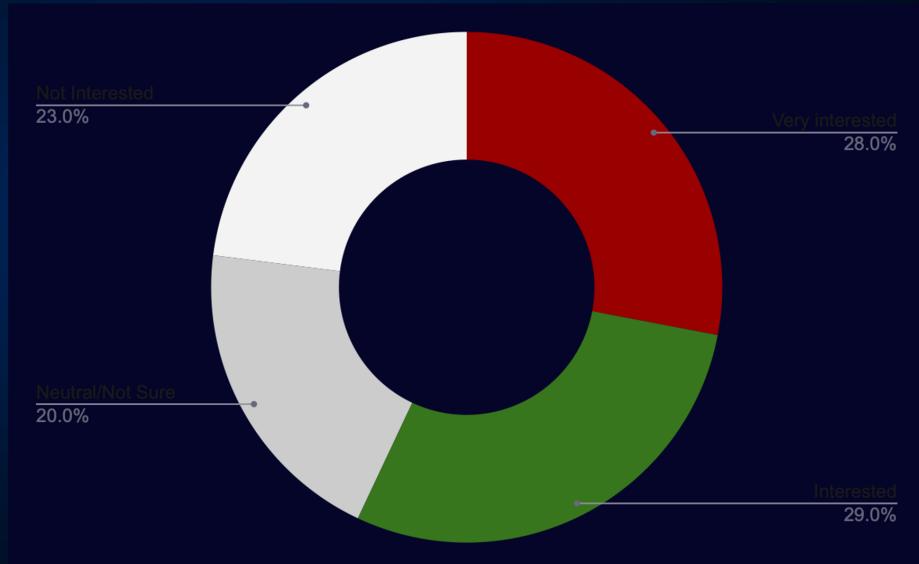
# NFT and Game Industry

- Game developers benefit from Nft gaming by leveraging there product as a method of advertising
- NFTs increase the retention of gamers:  
over 45% gamers indicated that earning NFTs through gaming would increase their engagement level
- Over 53% gamers indicated that earning NFTs is the primary driver, compared to being able to sell/trade NFTs, and the idea of building an NFT collection.



# Market Trends - Gamers

How interested are you in the concept of earning NFTs through playing games?



**Very Interested**  
- 28%



**Interested**  
- 29%



**Neutral**

- 20%



**Not Interested**  
- 23%



# Target - Players

## Gender

NFT Adoption in United States by Gender

The percentage of men and women who own NFTs



Female - 1.2%



Male - 4.6%



## Age

Millennials : 42%

Gen X : 37%

Baby Boomers : 29%

Gen Z : 20%

# Target Market

- **Target audience:**  
Gamers and people who enjoy collecting unique art.
- **Scarcity and authenticity:**  
can be proven via the immutable records of the blockchain.
- **Remote trading:**  
Collectors can purchase remotely, and artists can reach much broader audiences and further monetize their art.
- **Crypto industry:**  
Attract Gamers, and Crypto investors.





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## Customers Segments Needs

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# Benefits for NFT Gaming Platform



great opportunity for entrepreneurs to make their presence in the blockchain space



The soaring demand for the token will eventually increase the value

The transparency for the NFT platform ensures security and decentralization.



create in-game assets, monetization opportunities, privacy & protection



# Create the Best NFT for Game Developers

- **User-friendly platform:**  
perfect/polish games & NFTs and maximize profit while minimizing cost
- **Versatility:**  
Apply to a variety of different games
- **Security:**  
minimize hacking & cyberattacks
- **Transparency:**  
all transactions are transparent, provides another layer of security
- **Low entrance costs:**  
save time, money, and effort



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# 04

## Problem & Solution Description



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## Problem

Traditional game developers  
(Web 2.0) are reluctant to  
switch to Web 3.0



## Solution

Gamku NFT offers game developers a SDK allowing them to integrate and switch to NFT gaming without investing in too much time to learn the necessary skills. Or a marketing campaign on our social media that educates game developers about Web 3.0



# Problem

Game developers don't know the difference between the different blockchain networks and hence don't know which one to use to develop their games.

- Which network is the most popular?
- Which has the best usability for the audience?
- Which is most convenient for the game developers?



# Solution

Gamku can educate game developers more through marketing, conferences

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## Similar Projects & Comparison



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# Competitors



## Enjin

Enjin platform offers the complete tech stack for different kinds of NFT projects.



## Forte

Game developers can easily build and scale massive economies with Forte's blockchain technology



## Stardust

Implement blockchain items within the game in 10 mins with 3 lines of code. No gas fees, no wallets, no transactions.

# Them vs Us

## Them



Game development infrastructure like Forte and Enjin often have APIs and SDKs that enable game developers to quickly integrate NFTs or other crypto-economic activities.

## Us



Gamku has customized technologies for game developers, true decentralized gaming kingdom and well original community for NFT. Also, Gamku offers developer tools, asset creation features, developers and marketplace features.

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# Competitive Analysis



# Competitive Analysis-General

Determine competitors:

- Nft Marketplaces
  - **Gaming (Main)**
  - Art
  - Collectibles
  - Sports
- NFT wallets
- Games with NFTs

Competitors' Products

- Most of market spaces are for art/photos
- Game related projects are more like an individual metaverse game
- QR code-powered NFT distribution service
- Some have wallets, most of them does not



	OpenSea	Rarible	SuperRare	Foundation	Looks Rare	CryptoPunks	Decentraland	Axie Infinity	Aavegotchi	SolSea	NBA Top Shot
<b>Blockchain Network</b>	Ethereum + PolyGon	Ethereum + Tezos	Ethereum	Ethereum	Ethereum	Ethereum	Ethereum	Ethereum + Ronin	PolyGon	Solana	Flow
<b>Market Type</b>	Open	Open	Closed	Open	Open	Open	Open	Open	Open	Open	Closed
<b>Categories</b>	Digital art, music, games, domain names, metaverse, sports, collectibles	Digital art, photography, music, games, metaverse, memes	Digital Art	Digital Art	Digital Art, collectibles	Digital Art, collectibles	Video games, Metaverse.	Video games	Digital Art, Video Games	Digital Art	Sports Collectibles
<b>Mobile Application</b>	Yes	Yes	No	No	No	No	No	No	No	No	No
<b>Google Play Store Rating</b>	4.1	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Buyer Fees</b>	2.50%	2.50%	3%	N/A	2%	No fee except gas	No fee except gas	4.25%	N/A	3%	5%
<b>Seller Fees</b>	2.50%	2.50%	15% Commission	5%	2%	No fee except gas	No fee except gas	4.25%	N/A	depends on the file size	5%
<b>Currencies</b>	ETH, WETH, DAI, USDC	ETH, WETH, DAI, ATRI, RARI	ETH	ETH	LOOKS, ETH	ETH	MANA, LAND	SLP, DAI, KNC	GHST	SOL	USD, ETH, FLOW
<b>Token</b>	N/A	SRARI	\$RARE	N/A	\$LOOKS	N/A	\$MANA	\$AXS	\$GHST	\$AART	N/A
<b>All Time Volume</b> <small>(Source: DappRadar)</small>	\$23.31B	\$293.12M	\$233.3M	\$152.53M	\$18.05B	\$2.64B	\$139.66M	\$18.56M	\$74.11M	\$32.28M	\$883.14M
<b>Traders</b> <small>(Last 30 Days Data from DappRadar)</small>	418,351	6,942	51	14,306	18,764	346	1,093	301,077	1,290	19,785	103,722
<b>Twitter Followers</b>	1.4M	427.3K	289.8K	301.2K	200.8K	166. K	560.1K	931.2K	92.1K	78.5K	288.1K
<b>Discord Members</b>	217,734	125,199	37,496	N/A	55,227	55,440	161,551	772,416	19,948	17,821	224,018
<b>Accepted File Formats</b>	Image: JPEG, PNG, GIF, GLB/GLTF Audio: MP3, WAV Video: MP4, WEBM	Image: JPEG, PNG, GIF, WEBP Audio: MP3 Video: MP4, WMV	Image: JPEG, PNG, GIF Vector: MP4	Image: JPEG, PNG, GIF Vector: MP4	jpg, jpeg, gif, mp4, JS, PNG, GIF, FVG, MP4, WEBM, MP3, WAV, OGG, CLB, GLTF.	N/A	glTF	N/A	N/A	jpeg, png, gif, .mp4, .mov, .mp3, .wav, .ogg	N/A
<b>Auction Styles &amp; Listing Types</b>	Timed Auction (Reserve price met extends +10 min), Fixed Price	Auction, Fixed price	Timed Auction, Fixed Price, Open-ended Offers	Reserve price to be met, then 24 hr Auction	Auction, Fixed price	Place Bids.	Fixed price with an expiration date, Place Bids.	Auction, Fixed price	Auction, Fixed price	Fixed Price	Auctions, Place Bids
<b>Royalties</b>	Artists' choice - Upto 10%	Artists' choice	10% on secondary sales	10% on secondary sales	Artists' choice	N/A	Coming Soon!	N/A	N/A	Artists' choice	N/A
<b>Total Amount of Funding</b>	\$427.2M	\$16M	\$9M	\$200K	N/A	N/A	\$25.5M	\$9M	N/A	N/A	\$250M
<b>Notable Investors</b>	Y Combinator, Founders Fund, Andreessen Horowitz, Alexis Ohanian, Mark Cuban, CAA Ventures, Coatue Ventures, Ben Silberman	Coinbase Ventures, Coinfund, Venrock, 01 Advisors	Samsung NEXT, Mark Cuban, Sound Ventures	N/A	Pranksy, ColeThereum, DeeZe and other influential NFT Collectors	Gmoney, Gary Vee, Jay-Z, Snoop Dogg, Steve Aoki, Serena Williams and others	Digital Currency Group, Boost VC, Fabric Ventures, Genesis One Capital	Mark Cuban, Alexis Ohanian, Libertus Capital	IOSG Ventures	N/A	Coatue Ventures, Andreessen Horowitz
	Explore	Explore	Explore	Explore	Explore	Explore	Explore	Explore	Explore	Explore	Explore

# Competitive Analysis-Gaming

Determine competitors:

- Enjin
- Forte
- Stardust

	Enjin	Forte	Stardust
Mobile Application	Yes	Yes	No
Currencies	Enjin Coin (ENJ)	Forte Coin	N/A
Market Cap	\$534,672,811	\$6,774,502	N/A
Royalties	Royalty-free	N/A	N/A
Buyer's Fee	N/A	\$0.15 plus 2.9%	N/A
Seller's Fee	2.5%	N/A	N/A





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## Platform Structures



# Platform Structures

Team size based on the goals:

- At present, the company is in the start-up stage, should be stable development, find the right opportunity and then invest heavily
- Mainly focus on **marketing** and **technology** team



# Platform Structures

## Technology Team:

### UX Team

- UX researcher
- UX designer
- Frontend developers
- Team leader

### DevOps Team

- Team lead
- Cloud architect
- Site reliability engineer (SRE)
- System administrator

### QA Team

- QA Lead
- QA Analyst
- Testers

### Backend Team

- Team lead
- Middle stack developers
- Backend engineers

```
});on("hidden.bs.select", function() {
  m.closest(".ub_select_el").ub_filter("closest")
}),on("shown.bs.select", function() {
  n.addClass("shown")
}),1),console.log("shown")
}),
18);
var n=g.find("select");
f.log_container
options:function(f) {
  var t=(this).first();
  t.log("Show"),f.length)
```



# Platform Structures

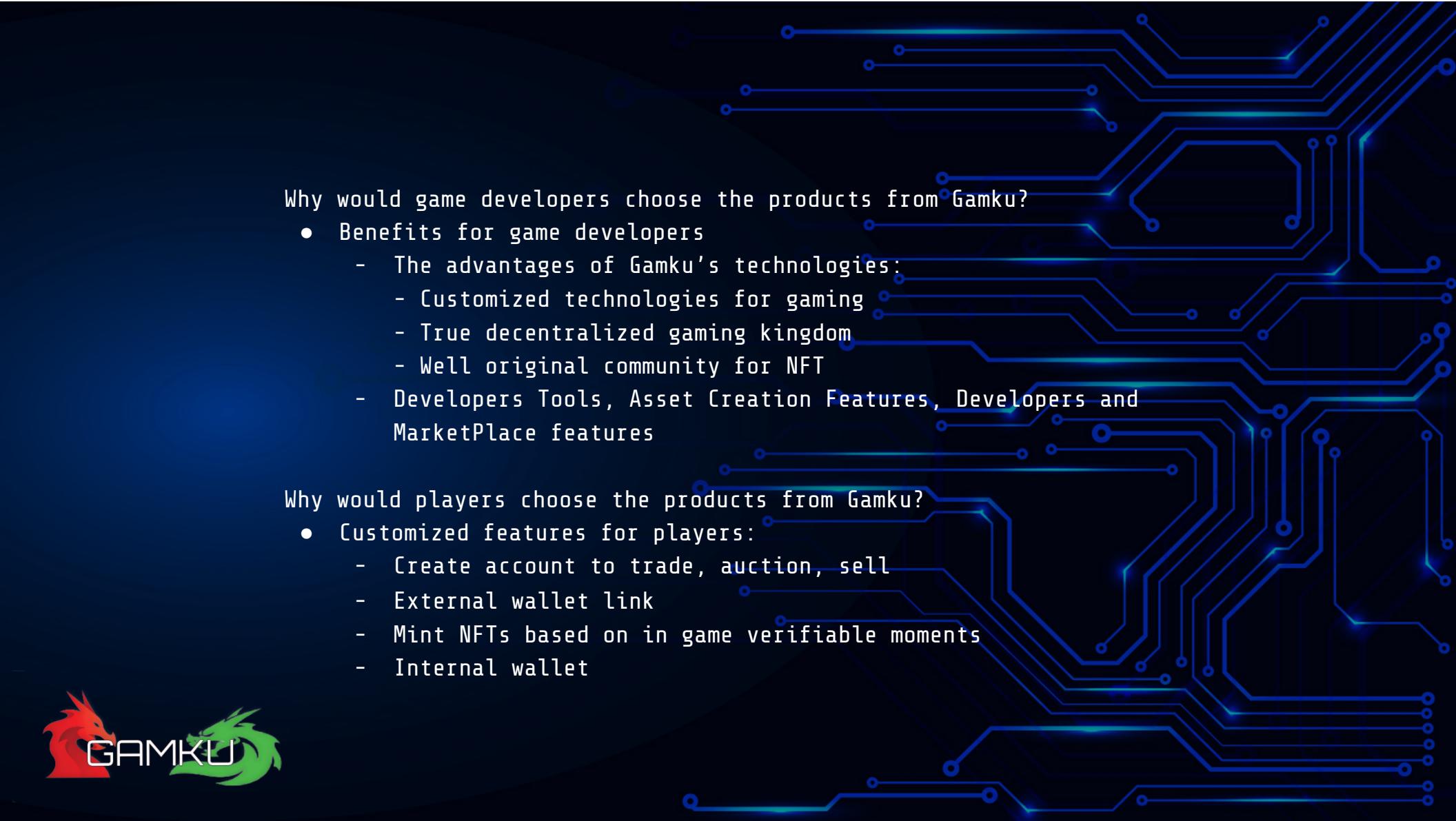
Marketing team:  
Social media manager  
Marketing campaign officer  
SEO officer  
Advertising/Promotion manager





# Value Proposition

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Why would game developers choose the products from Gamku?

- Benefits for game developers
  - The advantages of Gamku's technologies:
  - Customized technologies for gaming
  - True decentralized gaming kingdom
  - Well original community for NFT
  - Developers Tools, Asset Creation Features, Developers and MarketPlace features

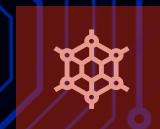
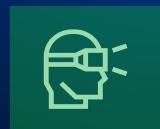
Why would players choose the products from Gamku?

- Customized features for players:
  - Create account to trade, auction, sell
  - External wallet link
  - Mint NFTs based on in game verifiable moments
  - Internal wallet



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# Features & Functionalities



# Our Features



## Developer Tools

- Developer SDK (API)
- Documentation for SDK
- Create an account



## For Developers

- Apply to be verified
- Apply to be verified



## Asset Creation

- Create assets via https API
- Create assets via SDK
- Set royalty fees
- centralized storage of asset



## Features for Players

- Player account
- allow to trade, auction, sell game items
- external wallet link
- internal link
- mint NFTs based on in game verifiable moments



## For Marketplace

- List items for sale
- List items for auction
- Developers can have a customizable per project store front

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# Founders & Team Bio



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# Founders & Team Bio

Malek MOUBASHER

Chief Business Officer  
CA, USA



## BIOGRAPHY

Malek has more than 25 years of experience in business advisory, technology consulting and professional mentoring. He delivered more than 250 engagements in advisory, consulting, transformation and program implementation capacity. He is an entrepreneur who started several businesses from scratch, angel investor, startup advisor, and a selection committee member in multiple incubators and acceleration programs in California.

He is also, a technology products development expert, developed 17 software applications on multiple platforms. His tech expertise mainly in FinTech, RegTech, EduTech, Marketplaces & Collaboration Platforms.

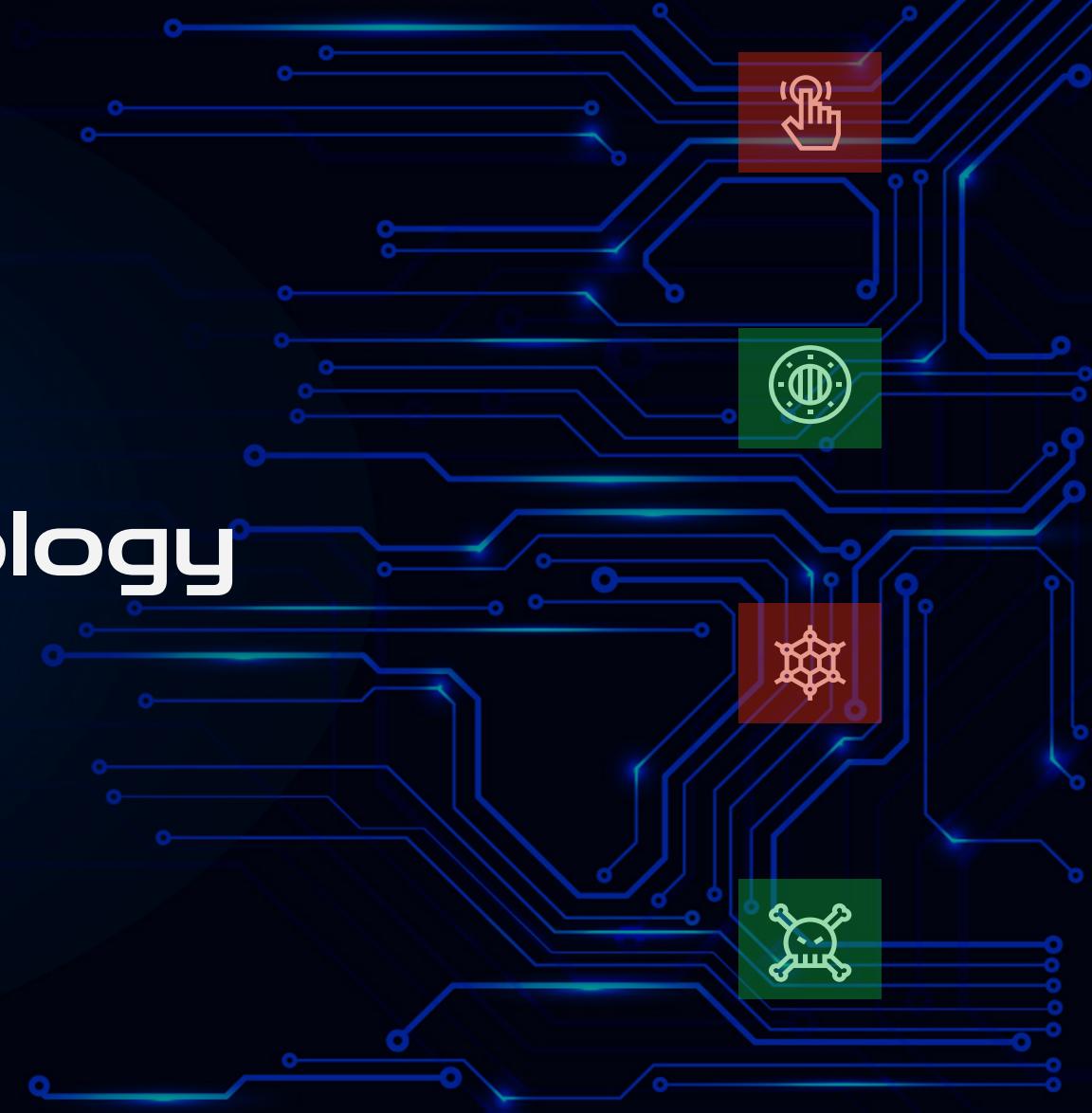
He has been the principal Consultant at Mentor Global Consultants since 2006, been in Dubai and California office. He delivered around 20 projects with various United Nations agencies in multiple locations around the world. Also, worked as an advisor to government entities who focus on startups such as: JETRO (The Japan External Trade Organization), Khalifa Fund for Small Enterprises, Prince Sultan Fund for Women Entrepreneurs, Dubai SMEs and others. He is also a start up advisor at EvoNexus Incubator in California, and the CEO of Agora Neos, a tech startup in California building a micro bonds issuance platform. Also, he is a coach and mentor for CEO's at startup, growth or restructuring stages who provided mentorship or advisory work for dozens of startup founders at various stages of their startup. He participated as a judge or as a part of selection or voting committee for multiple pitching competition.

Malek is a public Speaker on multiple topics such as: Winning Startup, Choosing your Co-founder, Building Your First Team, Future of Work, Blockchain and Future of Finance, the Decentralized Government, etc... Also, he established a Blockchain Academy in Dubai in 2017.

He is multicultural, bi-lingual (English Arabic), Global Citizen Mindset a researcher in workplace effectiveness & a Human Capital strategist.

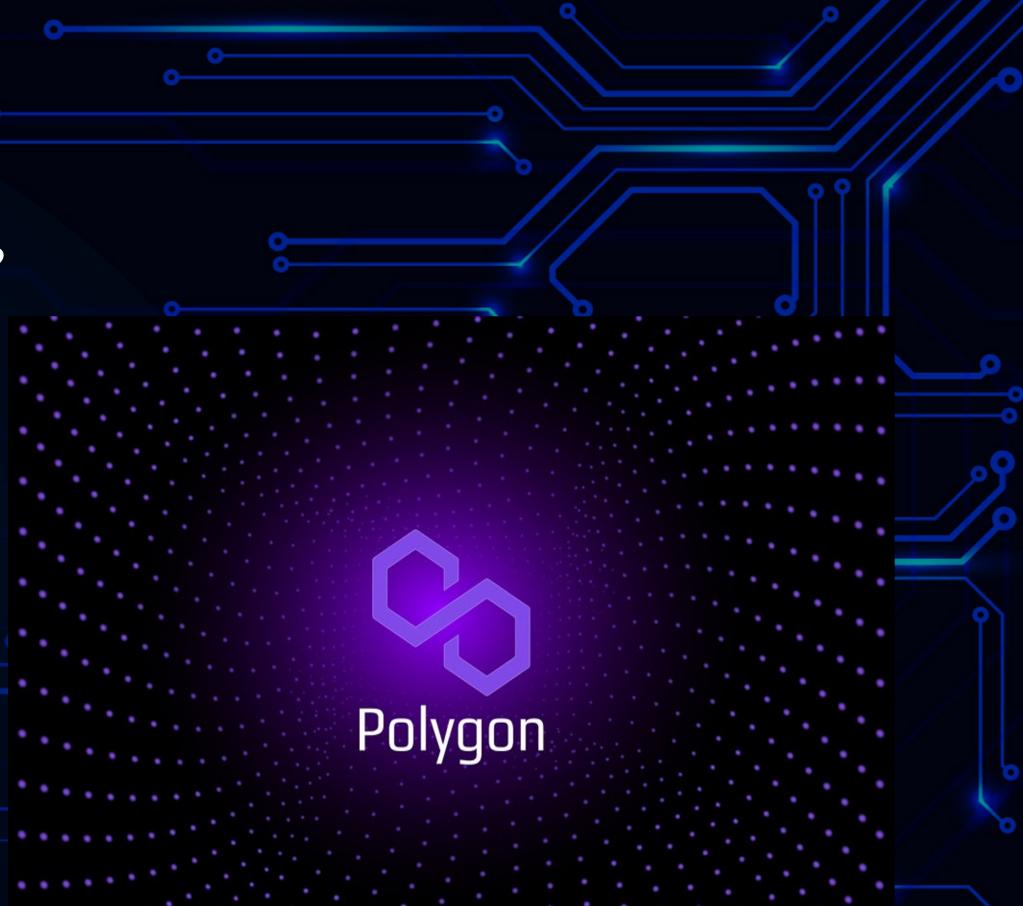
# 10

# Technology



# Why Polygon Blockchain?

- EVM-BASED (Compatible)  
Any Ethereum tool can be used on it
- Fast transaction speed  
Approx. < 2 seconds) block confirmation times
- Low Gas fee  
Low Gas fee for minting and trading NFT  
Even Free



# Outline and Infrastructure detail

## Smart Contracts

- Factory
- Relayer
- On-chain Auth Manager
- Marketplace Contract
- Protocol Subgraph

## HTTP API

- Authentication Module
- Internal Wallet Module
- Core API Module

## Client Library

- Developer Dashboard
- Developer Doc
- Gamku NFT Marketplace
- IPFS Cluster



# On-Chain Protocol (Smart Contract)

- **Factory**

- responsible for deploying Gamku NFTs

- have various deployable NFT tokens with unique characteristics

- Standardize all item on the protocol

- keep track of all NFTs created through it

- **Relayer**

- responsible for relaying the gasless transactions (meta transactions)

- **On-Chain Auth Manager**

- contract that manages on-chain authentication

- allow developers to access the smart contract if account created, even outside of SDK



# On-Chain Protocol (Smart Contract)

- **Marketplace Contract**

contracts that handle all operations related to NFT trading

Eg. NFT listings and NFT sales

- **Protocol Subgraph**

a way to **reduce the cost** of track things **on-chain**

we can **rely on** events we emit inside the contracts to act as tracking points for our graph

[more about The Graph](#)

Example: [Balancer subgraph](#)



# HTTP API

- **Authentication Module**

module that handles all authentication-related actions

If a user created a developer account, this module would authenticate them

- **Internal Wallet Module**

module that handles the internal blockchain wallets assigned to every developer account

Each developer account will be used as the default on-chain transaction signer.

further simplify the developer interaction with the chain

(they don't have to create a wallet if they don't want to)

- **Core API Module (CRUD HTTP => OnChainTransactions)**

module that is responsible for simplifying all interactions around the on-chain transactions



# Client Library

- **Brief Introduction**

The client library will be a wrapper around the HTTP API. It will be written with the best practices for the target language/framework in mind. This will make it as straightforward as possible to interact with our core HTTP API and, subsequently, the on-chain protocol.

Current target languages:

1. Javascript (Web-based games)
2. C++ (Unreal or other game engines)
3. C# (Unity)
4. Kotlin (Native Android gaming)
5. Swift (iOS gaming)



# Client Library

- **Developer Dashboard**

Developers can use this dashboard to track the statistics around the accounts, for instance:

- 1.Creating new projects
- 2.Managing their API keys
- 3(Linking external wallets
- 4.Customizing their storefronts
- 5.Listing existing projects
- 6.View NFTs (collections) they minted
- 7.View the trading volume of the NFT collections
- 8.Track their income (royalty fees and sales)



# Client Library

- **Gamku NFTs Marketplace**

Developers and players can use this website to list/buy/sell or collect their sales revenue.

The marketplace will only list NFTs created through our factory

However, our NFTs can be listed on external marketplaces, like OpenSea, because our NFTs will conform to their standard.

- **Developer Documentation**

The website will have all API and SDK developer documentation, examples, and learning material that developers may need to work with Gamku protocol/API/SDK.



# Client Library

- **IPFS Cluster**

The IPFS cluster will be a **publicly available cluster** of IPFS nodes.

**Anyone** can follow the cluster to **sync the files** pinned on it.

We will upload all NFT files to this cluster, and all followers can host their copies of all data in this cluster.

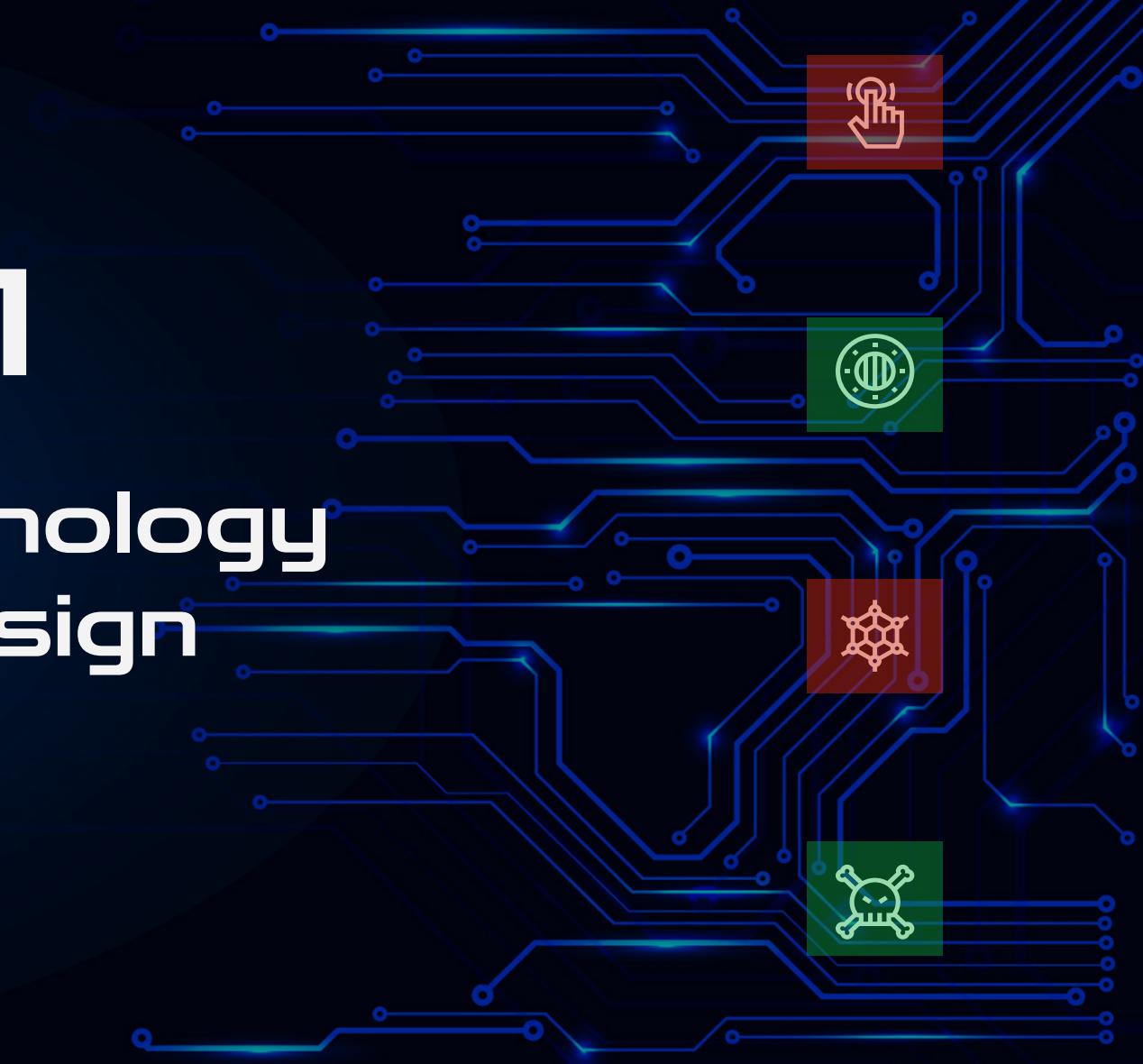
This will **allow for more availability** and decentralization of NFT storage.

[More about IPFS Cluster](#).

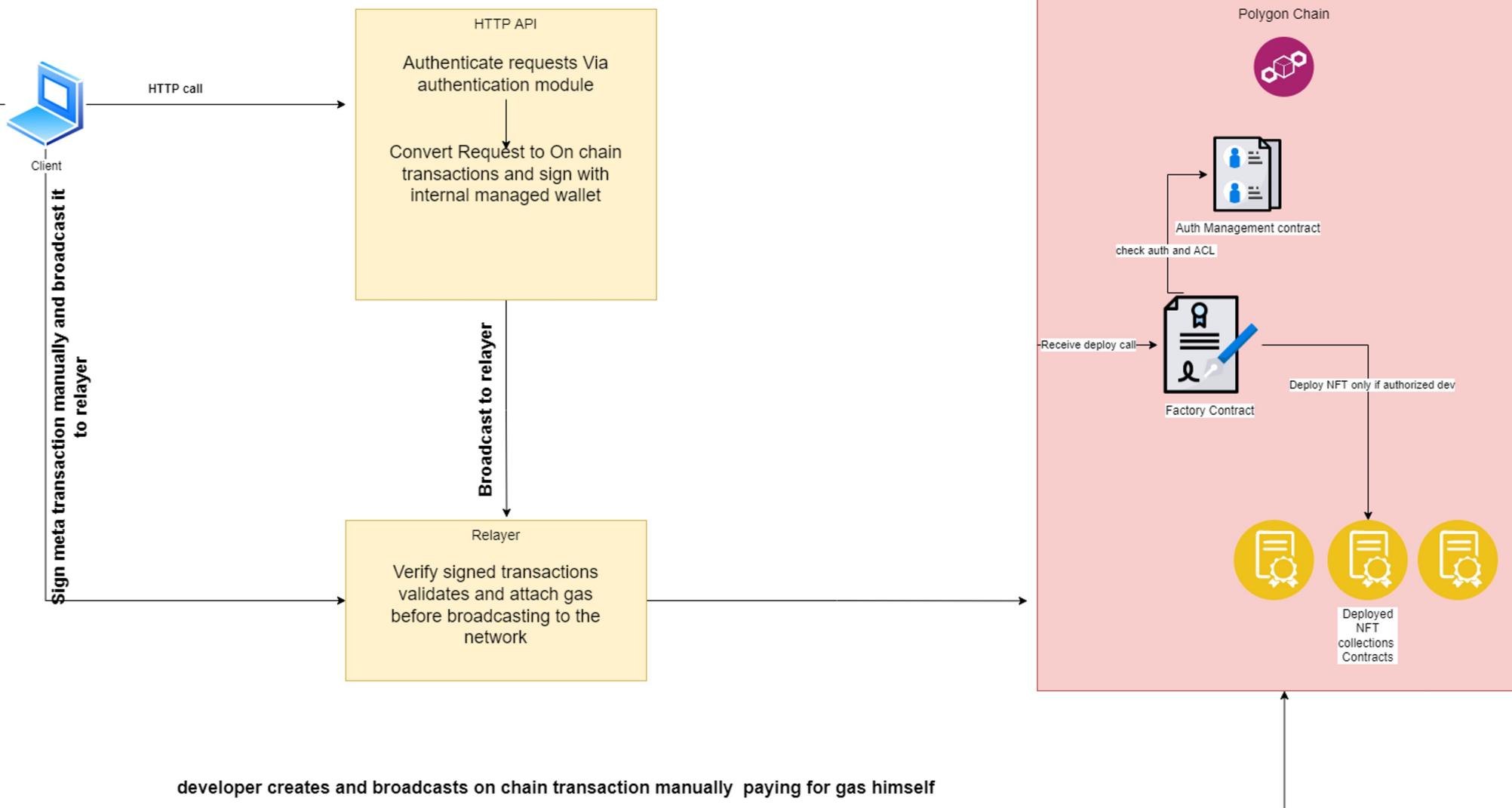


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# Technology Design



# GamKu Protocol Architecture



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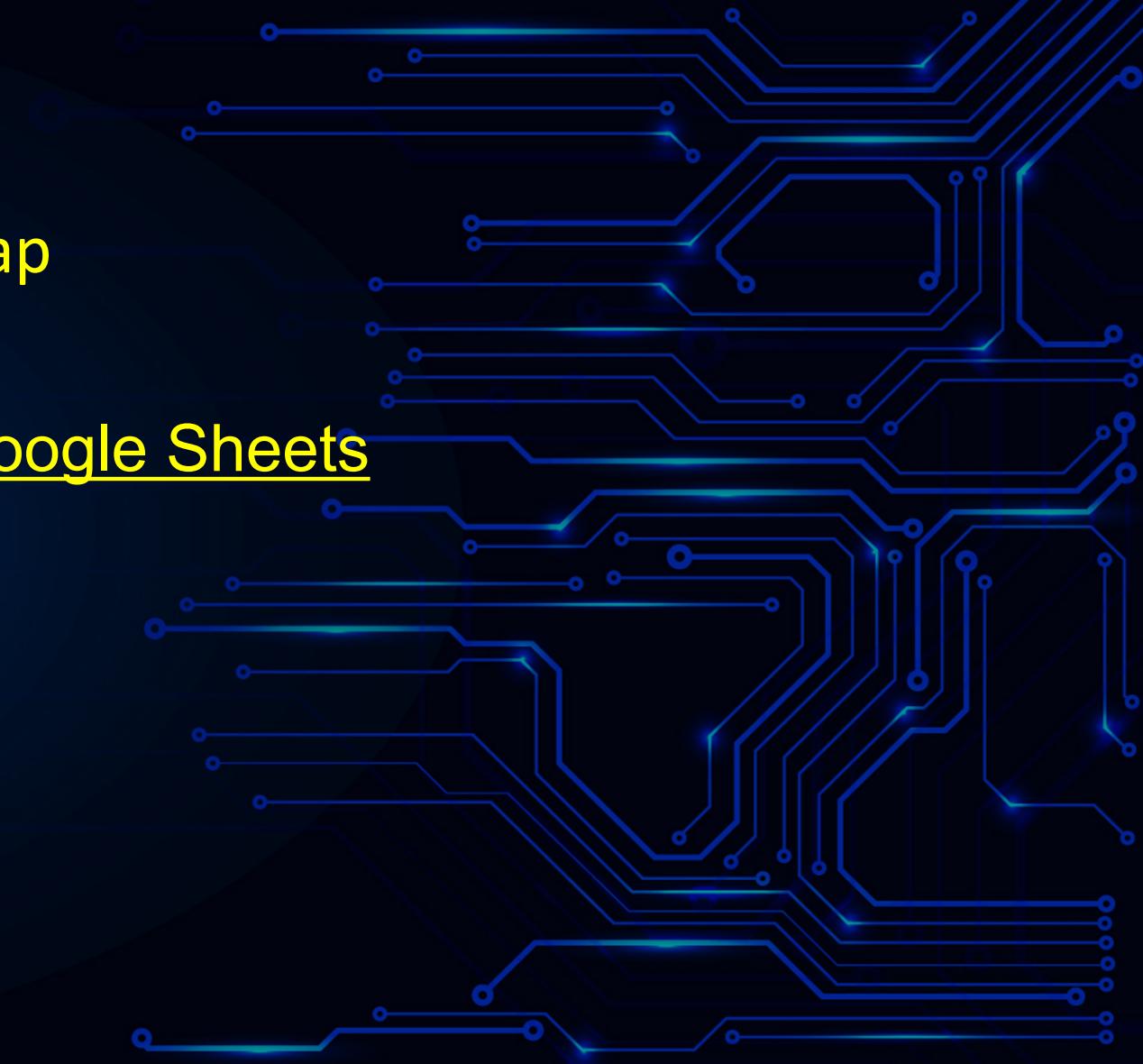
## Road Map



- Technology roadmap

[Tech Roadmap - Google Sheets](#)

Click to view



# 12

## Revenue Stream Analysis



# Revenue Generation Breakdown

## Platform

- Transaction Fee
- Late Minting Fee

## Game developers

- Sales of NFT items
- Royalty Fee

## NFT Owners

- Staking Benefits
- Renting



# For the Gamku Platform

- Offer SDK for free

We mainly attract more software developers for building NFT games in our website, and subsequent bring more gamers to our website to increase our exposure of website

- Transaction fees

NFT trading volume (10%\*12.5Billion)\*Sales Margin put on each selling items (0.10%)  
=\$1.25 million

- Offer the opportunity to marketing game to provide trust

Offers smaller game developers the opportunity to host their game on our platform to market it and provide trust, and related minting gas fees are used to support the blockchain activities, the market for minting the NFT by the original worker, and other players.



# For Gamku Platform

- **The lazy minting fee introduction**

The lazy minting fee is to **eliminate the upfront cost** of minting NFTs by game developers , making the process far more **affordable and accessible**

(The basic premise of lazy minting is that instead of creating an NFT directly by calling a contract function, the NFT creator prepares a **cryptographic signature** of some data using their Ethereum account's private key.)

- **Lazy minting Fee Revenue**

Lazy Minting Fee of each final product(5%)\*Total gamers that are interested in NFT game industry (10%\*3.24Billion)\*Penetration rate of gamers into our platform(1%)\*Average selling value of each NFT on our website(\$20)

=**\$3.24 million**



# For Game Developers

- Revenue gained from issuing their NFT and selling it to gamers

Total software developers globally(26.9Million)\*Percentages of software developers that interests in minting NFT(28%)\*Actual percentage of software developers that will finally develop and choose to trade NFT in our website(10%)\*Average number of NFT each software engineer would like to develop(1 unit per each)\*Average selling price of NFT(\$20)  
=\$15.06 million



# For Game Developers

- **Royalty Fee**

Approximately at least 2.5% of NFT royalty fee to original creators(2.5%)\*The reselling frequency of the same NFT be exchanged created by the original author(At least once)\*Average value of NFT(\$20)\*Number of NFT created by the software developers(30%\*26.9million\*1)

= \$4.04 million



# For NFT Owners

- **Staking Benefits**

NFT Owners(0.36Million)\*Average NFT value(\$20)\*Staking benefits (10% per year)

=**\$0.72 million**

- **Leasing NFT**

NFT value(\$20 each)\*Rental Fee percentage of each NFT(0.20% each day)\*NFT

owners(0.36million)\*Rental frequency for each product(1 time per day per each person)\*NFT

that is now currently in hand for each owner(1 in average)

=**\$ 1.44 million Per day**

