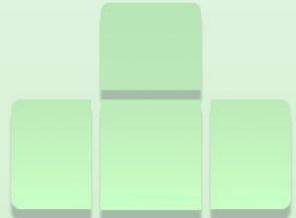
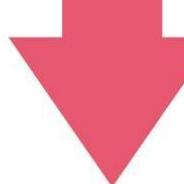




*Imagine fun. Experience creativity.*

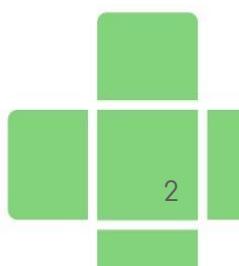
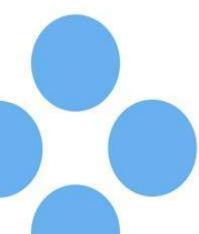
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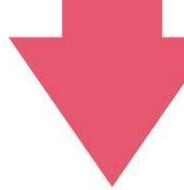




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# Executive Summary

Fun has a new home: **PlayBunk**.

PlayBunk is a decentralized game distribution platform that strives to empower video game communities and promote game developers and publishers. We want to present gamers with more engaging experiences and entrust game developers with the creative channels they need. In doing so, we hope to give them the following advantages:



Benefits for Gamers

- Marketplace for players to perform user-to-user transactions without requiring a mediator for the process
- Access to tournaments of all types and difficulty levels, while discouraging the use of microtransactions
- Incentives for designers of in-game cosmetic items who want to contribute new content to games
- Extensive collection of blockchain games for interested players

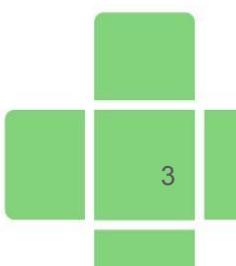
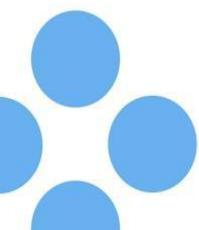


Benefits for Developers and Publishers

- Creator's Lounge, a decentralized freelancing platform within PlayBunk which enables game developers to connect, collaborate, create, and publish games
- 96% profit on all individual game sales, allowing developers to receive majority of the profit from their game sales
- Better organic discoverability algorithm and the option of using targeted ads to effectively promote games to a wider audience
- Fully accommodating platform for blockchain game developers to publish and advertise their blockchain games to new player markets

PlayBunk is bringing together PC games and blockchain games in one platform. With PlayBunk, gamers can enjoy a wide access to the content they want to play without having to worry about intermediary costs. We are focused on making games accessible to the community. This applies across every aspect of the gaming experience, from enabling our users to join eSports tournaments to helping them develop their own stories through Creator's Lounge.

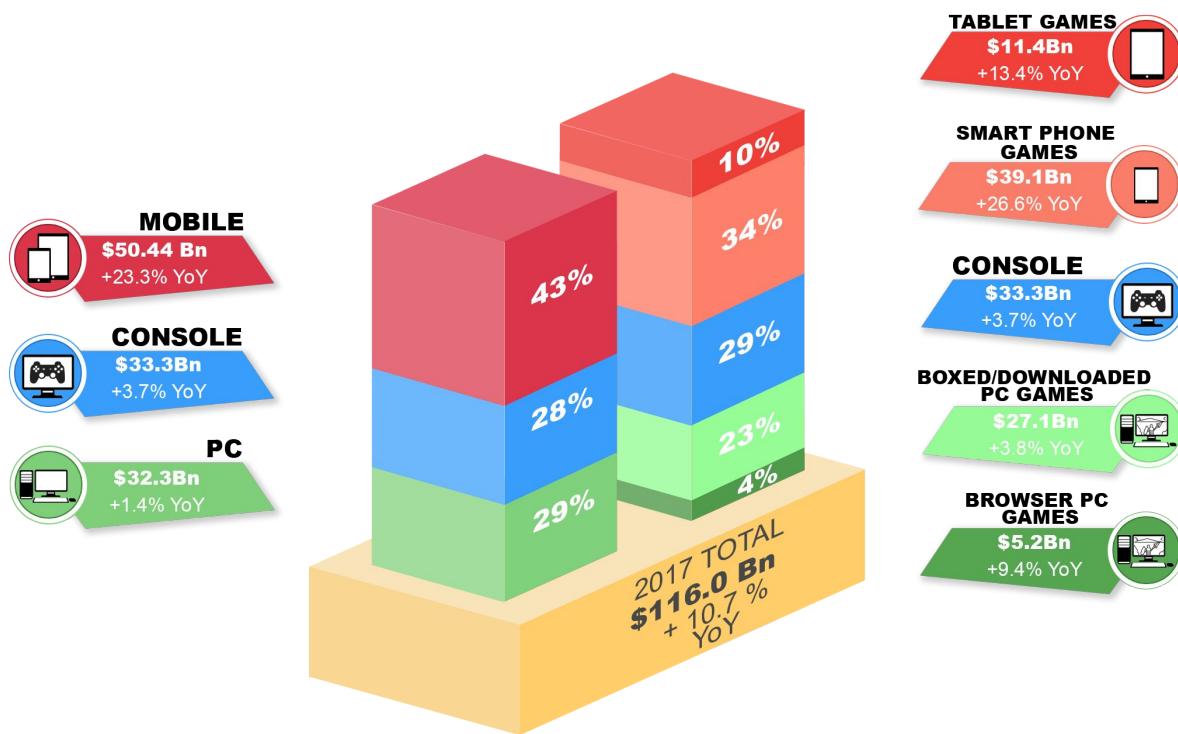
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# Market Opportunities

## Global Gaming Boom

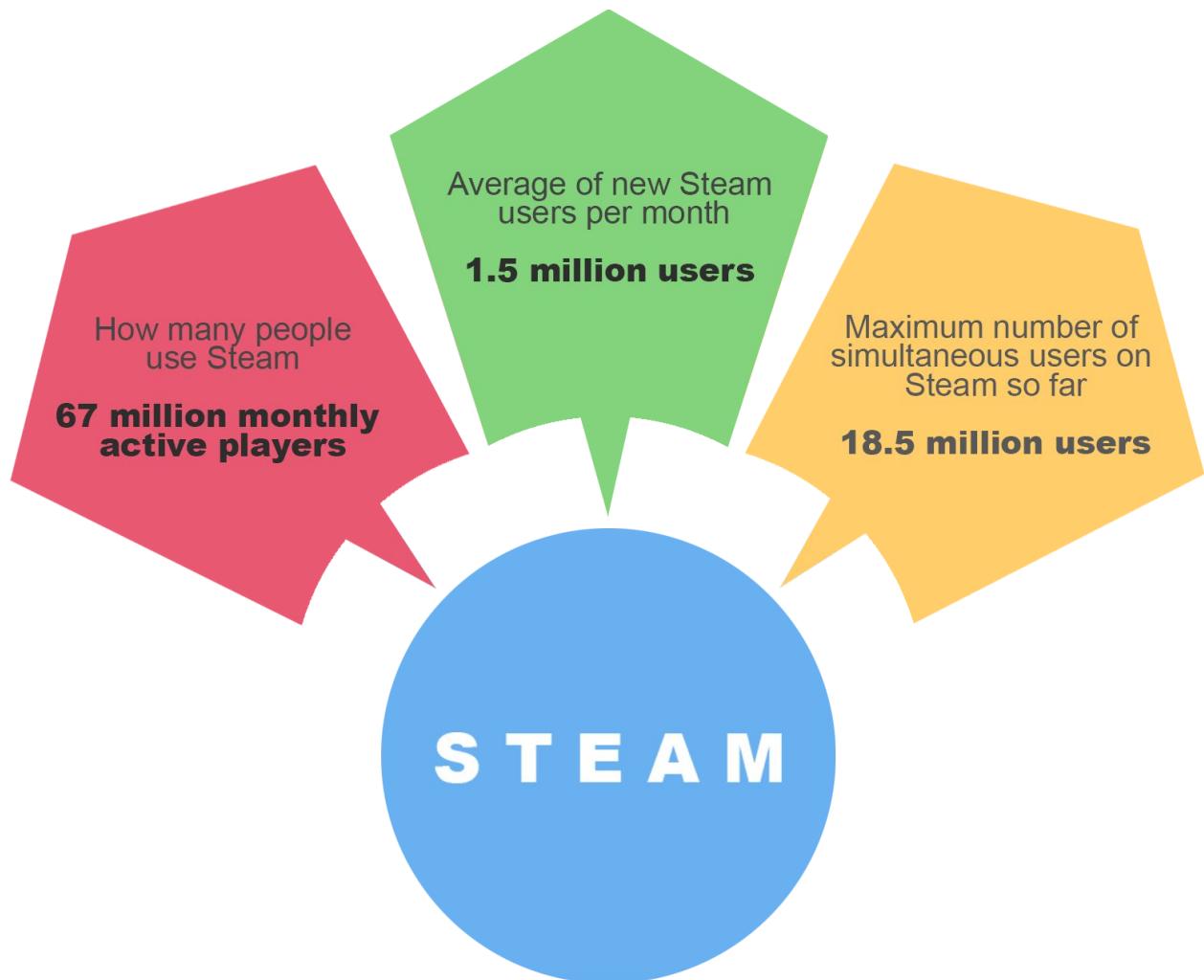
In its latest quarterly update of the global games market, Newzoo reports that international game revenues grew to \$116 billion in 2017, surpassing the previous year by 10.7%.<sup>1</sup> Driving a significant portion of that growth are PC games, which amounted to a staggering total of \$32.3 billion. By 2020, game industry revenues are expected to reach \$143.5 billion worldwide.<sup>2</sup>



Source: Newzoo | Q4 2017 Update | Global Games Market Report  
[newzoo.com/globalgamesreport](http://newzoo.com/globalgamesreport)

## Digital Game Distribution Arena

Steam, the video game distribution service owned by Valve, generates more than \$3 billion annually in sales revenue.<sup>3</sup> Presently, Valve remains the current leader in the digital distribution market. In January 2018, Steam reached a new peak of 18.5 million concurrent users logged into the platform and had 67 million active users each month.<sup>4</sup>



# Problems in the PC Gaming Industry

## Weaknesses of Competitor Platforms

### *Digital Distribution Platforms*

#### Excessive Game Sales Fees



Digital stores such as Steam and GOG take a 30% cut for every sale made on their platform, while only 70% goes to the developers who put in effort into making their games.<sup>5</sup> Game developers often receive the shorter end of the deal when it comes to this supposed “partnership.”

Unless something drastically changes in this market, game developers will continue to get shortchanged out of profits by resorting to the most dominant platforms available.

#### Marketplace Security



Current distribution platforms leave gaps in their security, making their users vulnerable to hackers who want to steal and sell their items. Valve reported a few years ago that as many as 77,000 accounts were getting hijacked each month on the Steam website.<sup>6</sup>

Account security can have a ripple effect on how users interact with the market, as proven by the dual-factor authentication poorly imposed by Steam which discriminated against people without smartphones.<sup>7</sup> Though they meant to strengthen account security, Valve received significant backlash from users who felt that the trade hold system was too restrictive and inconvenient.

#### No Platform to House Blockchain Games



At present there are a limited number of digital distribution platforms for blockchain games, which makes them inaccessible to possible gamer markets. Steam and GOG have yet to warm up to the idea of fully adopting blockchain games as part of their game stores. The marketing systems of both platforms rely only on organic searches from users, making them ineffective in advertising the titles on their platforms. With no satisfactory avenue that introduces their work to the world, blockchain game developers lack the sufficient channels to reach out to gamers within the cryptosphere.

## *Freelancer Platforms*

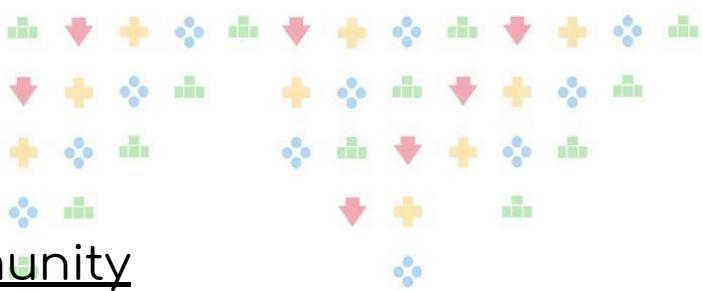


### High Transaction Fees

Online freelancing websites often charge high transactions fees for freelancers. Upwork takes a considerable percentage of the total payout amount a freelancer receives as payment for their platform service, taking as high as 20% for the first \$500 in turnover with a single client.<sup>8</sup> Due to excessive transaction fees, freelancers are forced to share a cut of their income with platforms that prevent them from utilizing the total payout from their clients.

### Unsecure Identification Process

Data security is a major concern for an online platform. Hacking, scamming and identity fraud endanger what might otherwise be a secure transaction between freelancers and clients. Many contracts are merely verbal agreements or loosely worded documents that don't give enough details about project deliverables. These kinds of security risks place the credibility of both clients and freelancers into question.



# Issues in the Gaming Community

## *Problems in Game Creation and Collaboration*

### Lack of Access to Possible Collaborators



Despite the growth of the video game industry, many aspiring creators still struggle to find collaborators. Game creators have a lot to offer the industry in terms of potential, but they lack a platform that connects them with the specific talents they are looking for.

### Limited Creative Freedom



Arguably the most essential aspect of game creation is the freedom to follow a vision. A vision is the driving force of game creators, and the foundation of a game. The Kojima-Konami fallout in 2015 exemplifies this; without Kojima and his vision for the Metal Gear series, Konami failed to follow through with the original direction Kojima had planned on taking for the franchise.<sup>9</sup>

If creative freedom is stifled by publishers, game creators become unable to fully express their intended vision to their audience. In turn, players will never fully experience and resonate with the vision that the creators wished to convey, leading to dissatisfaction between the two.

### Difficulty in Settling Payments



In any freelance project, payment terms between a freelancer and their client vary depending on their agreed upon contract. However, the security of payments within the freelance industry can be dubious, due to recurring instances of clients withholding payments or freelancers not delivering the product that was promised. Settling pricing disputes between freelancers and their clients can be extremely difficult when accountability isn't ensured.

## Lack of Incentives for Community Content Creators

Community content creators devote a lot of time and effort into the designs they submit to publishers, but only a select few are capable of earning sufficient compensation from their works. In 2011, Valve launched a project called Workshop, wherein individuals can profit from creating in-game merchandise called “cosmetics” on titles such as Dota 2, Counter-Strike, and Team Fortress 2.<sup>10</sup> The total royalty payout from these community-driven items reached \$57 million in 2015, demonstrating a lucrative partnership between community content creators and Valve.<sup>11</sup>



Unfortunately, this Steam-based project steadily became disincentivizing for cosmetics creators who hoped to profit from their works. In 2017, Polygon published an article about how the royalties given to designers per in-game item in Dota 2 decreased by half in 2015, from 25% to 12.5%, and without prior notice from Valve.<sup>12</sup> With Valve not properly compensating these cosmetics designers, frustrations arose between the two parties. That being said, no prevailing distribution platform actively grants community content creators the income they deserve from their design sales.

## Tournaments with High Inaccessibility



Not having enough funds can be a major barrier to entry in competitive gaming, and it makes tournaments largely inaccessible to players around the world. Without funding support, most players who want to join tournaments can barely afford the costs of their own training and travel. These costs contribute to making competitive gaming less inclusive for players.

## Microtransactions



Microtransactions compel players to shell out real cash to obtain virtual boxes with random in-game items, often consisting of power-ups and gear that can drastically alter chances of winning. While not inherently harmful, these loot boxes have been used as exploitative monetization strategies by companies who want to take advantage of users' wallets. The furious backlash surrounding EA's Star Wars Battlefront II is one example of the gaming community expressing their outrage over microtransactions.<sup>13</sup> Dota 2 players have also voiced concern over Valve's latest decision to add an AI assistant and post-game analytics for \$3.99 per month, which raised alarms over the pay-to-win nature of their subscription model.<sup>14</sup>

# What is PlayBunk?

PlayBunk is a digital platform for distributing and promoting PC games and blockchain games. We are dedicated to enhancing player experiences through numerous community incentives, and equipping developers with the tools they need to collaborate with other game creators and publish their games. We will be one of the first platforms to accommodate the growing worldwide interest in blockchain game technology.



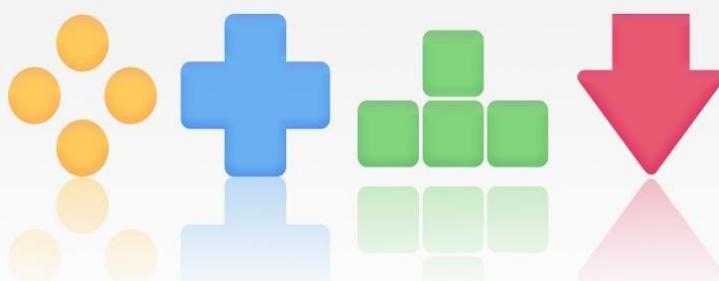
We want to **empower gaming communities**. Our platform aims to deliver quality games to better engage players with enthralling gaming experiences. We are offering a user-driven marketplace where transactions are enacted on a blockchain and platform fees are reduced. Tournaments on our platform will become accessible to all types of players, as we seek to eliminate the controversial issues of microtransactions and inaccessible mechanics prevalent in many eSports tournaments. Cosmetics developers are also incentivized to design and develop new content for the community. Our platform will be one of the first to welcome blockchain games as an integral portion of our game library.



We also want to **promote game developers and publishers**. We are introducing Creator's Lounge, a decentralized freelancing platform that allows considerable creative freedom for game creators. PlayBunk's transaction fee has been lowered significantly so that developers can earn higher profits from selling their titles. We are offering a more user-convenient organic discovery algorithm and a targeted ads system, so that published games will be easily available to a bigger number of users. And since we are a platform that also houses blockchain games, more blockchain developers will obtain the potential to better market their titles to a wider audience.

So why not change the game with us?

*Imagine fun. Experience creativity.*



# Competitive Advantages of PlayBunk

## Benefits for Gamers

### *More Diverse Selection of Games*



Creator's Lounge is a decentralized freelancing platform within PlayBunk that not only caters to creators, but to gamers as well. We want the best that creators have to offer, and we want gamers to experience the highest quality of these creators' works. As we mentioned before, we don't want another creative direction to be altered, the way Konami did with the Metal Gear franchise. Players enjoyed the franchise because there was a singular vision behind it, creating a cohesive experience across all titles in the series. Creator's Lounge aims to firmly encourage creators to follow that.

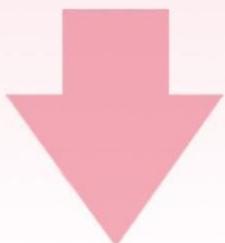
We believe in this: that gamers should have access to sensational games inspired by visions that push the boundaries of creative freedom, and we want to be the ones to present these games to the world. Creator's Lounge hopes to be the platform that prepares game auteurs. We want to be known by players worldwide as the platform for delivering visionary games.

### *User-Driven Marketplace*



PlayBunk will have a marketplace that lets people sell peer-to-peer and where transactions happen on the blockchain. Blockchain technology allows us to protect the security of our users' funds within the marketplace. This distributed ledger technology helps secure transactions, cements proof of ownership, and prevents other people from engaging in fraudulent activities. Gamers will find it safer to upload items and trade with users on the market.

As for the marketplace itself, PlayBunk is lowering the transaction fee to 4%. Unlike other platforms which collect different fees for specific games, PlayBunk's reduced fees apply across the board.





## *Tournaments Accessible to Everyone*

Accessibility is what we want to promote in our PlayBunk tournaments. We want to give our players a more inclusive gaming experience by lowering the barrier to entry, with minimal investment in time, energy, and finances. PlayBunk tournaments will have no microtransactions that increase chances of winning or pay-to-win mechanics that give an unfair advantage. Strategy will be the key to winning our tournaments.



## *Incentives for Community Content Creators*

PlayBunk recognizes the effort cosmetics designers devote to creating custom content for games. When cosmetics designers create new content for games available on PlayBunk and upload it to the platform, the platform rewards them with BUNK tokens. Unlike Valve which only provides a 12.5% royalty fee per in-game cosmetic on Dota 2, PlayBunk will allot 96% of the total royalty payment to designers.

## *A Platform for Both PC Games AND Blockchain Games*

Blockchain games have been gaining exponential traction on the online gaming market. Cryptokitties, one of the most popular blockchain games on the Ethereum blockchain, amassed such an enormous customer base that some of their kitty collectibles have reached more than \$100,000.<sup>15</sup> Many game developers have followed suit to create their own blockchain games, with varying degrees of success.

Unfortunately, blockchain games aren't consolidated on a platform that markets them to a wide user base. No digital distribution platform is actively securing the growing list of blockchain games.

PlayBunk will be the new digital distribution platform that houses both PC games and blockchain games. We will provide a space where numerous blockchain games are made available for the benefit of blockchain gamers worldwide.



## Benefits for Developers and Publishers

### *Higher Profits*



PlayBunk is charging only a 4% fee for every transaction, thereby allowing publishers to keep 96% of the total proceeds from any PC video game sale. Game developers commit a great deal of their time, effort and resources just to have a shot at creating the games they want to play. PlayBunk is committed to giving indie and mid-tier developers higher margins so that they can continue developing more games.

### *Improved Discoverability and Targeted Ads*

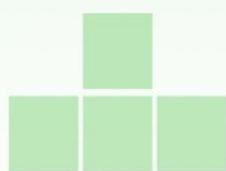
We will focus heavily on ensuring better discoverability of games on PlayBunk through an organic discovery algorithm and a targeted ads system. Strategic sections will be allotted for the placement of targeted ads, and these will be available to publishers and developers alike. The ads will then be displayed on various pages of targeted users according to their favorite game genres, buying history, and other preferences. These features are here to equip game creators with the means to increase awareness for their games and to reach their target audience.

### *Connect, Collaborate, Create*

Using our decentralized freelancing platform, Creator's Lounge, clients and freelance game creators can connect and collaborate with each other, then create and publish their games. With blockchain technology, creators and clients can manage and secure payments through the automated third-party escrow smart contracts we will implement in our platform.

Game creators can upload their portfolios and details of their skill sets, while clients can post their project or job listing with specifications about what kind of results they require in the game they wish to create. They can communicate safely and directly through the messaging system provided by PlayBunk. With Creator's Lounge, game creators and clients can enjoy a broader access to collaborators.

Aside from being a channel to recruit much-needed talent to finish a game project, Creator's Lounge will provide the opportunity for game creators of every field to tell their stories. This platform encourages creative freedom, believing in the passion and potential these talented individuals possess to bring fresh and innovative ideas to life.



We want your voice to be heard. Turn your vision into a reality with **Creator's Lounge**.

### No Transaction Fees



Creator's Lounge offers its platform services to video game creators free of charge. No percentage is deducted by the platform from the total payout a creator receives upon project completion. Clients aren't obligated to deposit additional funds to Creator's Lounge once a contracted project has begun. All payment terms are determined between the creator and the client, while the platform simply mediates the interaction of both parties, without asking for payment from either.

### Higher Security

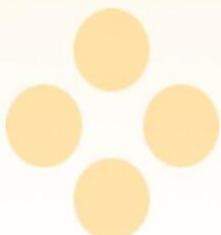


Integrating blockchain technology into our platform ensures a secure and immutable record of transactions. This decentralized model acts as an open ledger, making digital information public and available for all to see. It also makes it possible to store user information and execute smart contracts, which will help users exchange money and services in a conflict-free way that eliminates the need for a middleman. All of these advantages greatly benefit how a freelance marketplace operates.

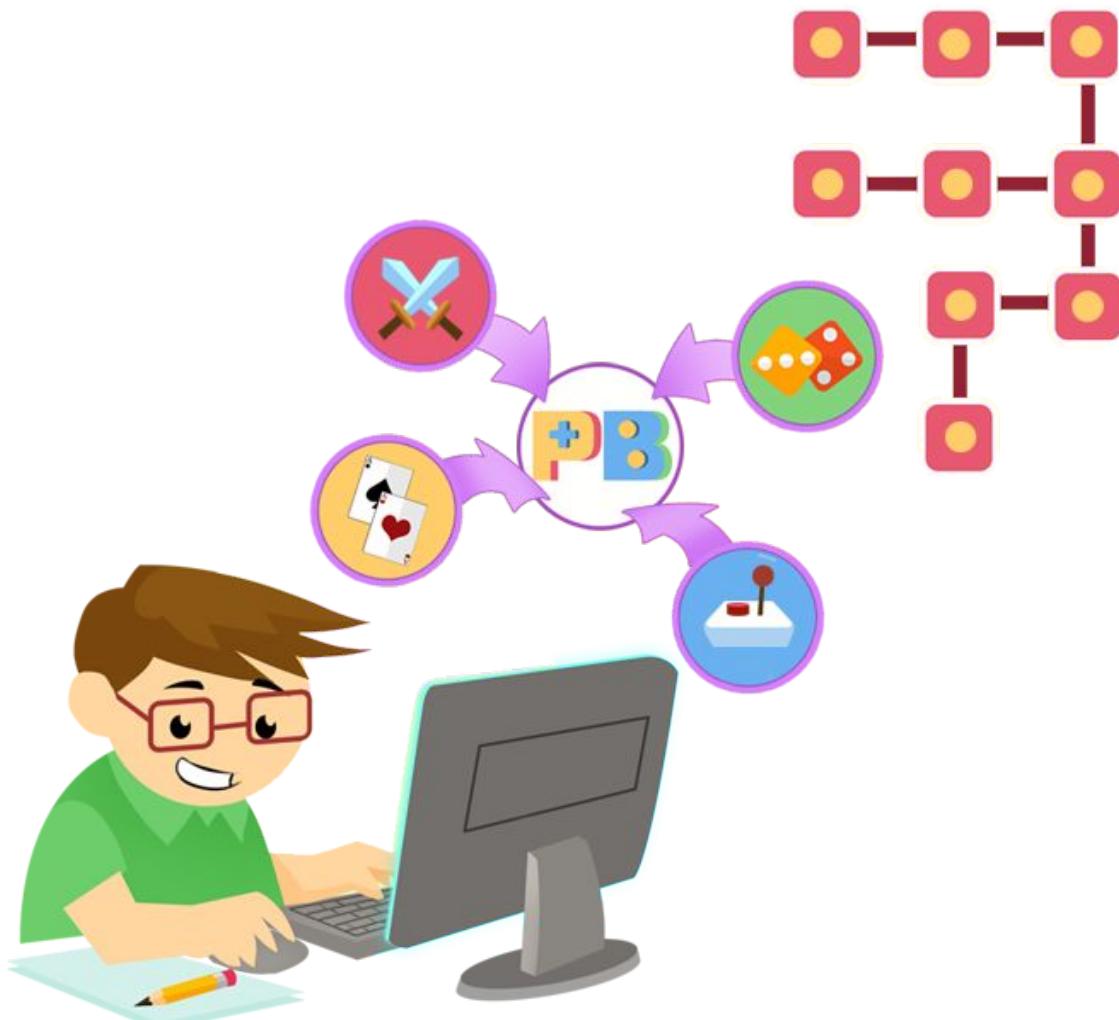
### Safe and Reliable Payment System



Payment disputes between a creator and their client can be avoided through Creator's Lounge with the use of a multi-signature escrow system. Funds given by clients and received by creators come from the escrow in the form of BUNK tokens. When project payment terms are agreed upon by a creator and their client through a contract, the escrow requires creators to fulfill their clients' project criteria, while clients are to adhere to fixed payment terms. Only then does distribution of the allotted tokens to a creator happen.



## *Welcoming a New Breed of Games*



PlayBunk will provide an avenue where blockchain game developers and their games can connect with their intended target market. Developers can publish their blockchain games on our platform, without fear of being overshadowed by other video game types published in the same space. They can also utilize our targeted ads system to effectively market their games.

# Technical Overview of PlayBunk

## Overview

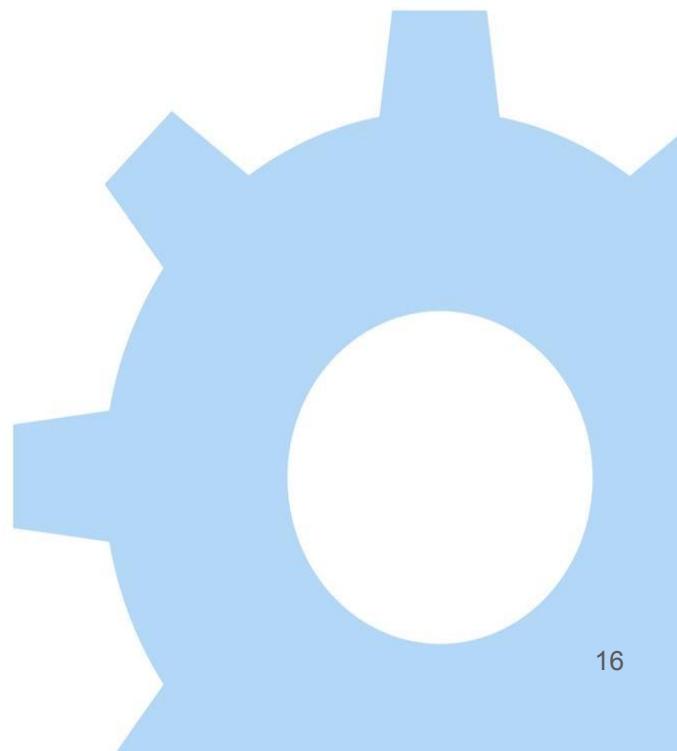
PlayBunk is an Ethereum-based application that strives to provide a competent avenue for gamers to acquire quality PC and blockchain games, and for developers to receive higher margins as they showcase their products in our game store.

## PlayBunk Client

PlayBunk will launch its own download client. Gamers will have an intuitive and user-friendly interface with access to various features, such as buying games, visiting the user marketplace, using Creator's Lounge, viewing their user profiles, and interacting with their friends. The client's aim is to provide ease of use for the consumers; it will be available for the Desktop (Windows, Mac) and on the Web.

## Discoverability Algorithm and Targeted Ads

PlayBunk is designed and developed to provide users with a vast array of PC and blockchain games hosted on one platform. We value the discoverability of all games in our library, and we will develop our own comprehensive search algorithm so that users can discover games according to their preferences. We provide various options that developers can use to strategically advertise their games to make them more visible to their desired audience.





## BUNK Token

The BUNK Token, based on the ERC-20 token standard and fully supported by Ethereum, is carefully structured to boost and maximize the potential of our platform. We will accommodate the ease of user purchases by making all transactions open to numerous uses within PlayBunk. The following can be done on our platform:



- Any game can be bought using BUNK tokens.
- BUNK tokens can also be acquired by players in-game.
- Tokens acquired in one game can still be used in another, as long as both games are on PlayBunk.
- Developers will use BUNK tokens as the currency for their titles' in-game transactions.
- All purchases within the user-driven marketplace will use BUNK tokens.
- Payment for game creators utilizing Creator's Lounge will also use BUNK.
- PlayBunk tournaments will reward players with tokens whenever they win in different competitions.

Since the token will have a multitude of uses, the corresponding value for these tokens will be high, incentivizing our third-party developers to adopt it into their games.

## PlayBunk Authenticator

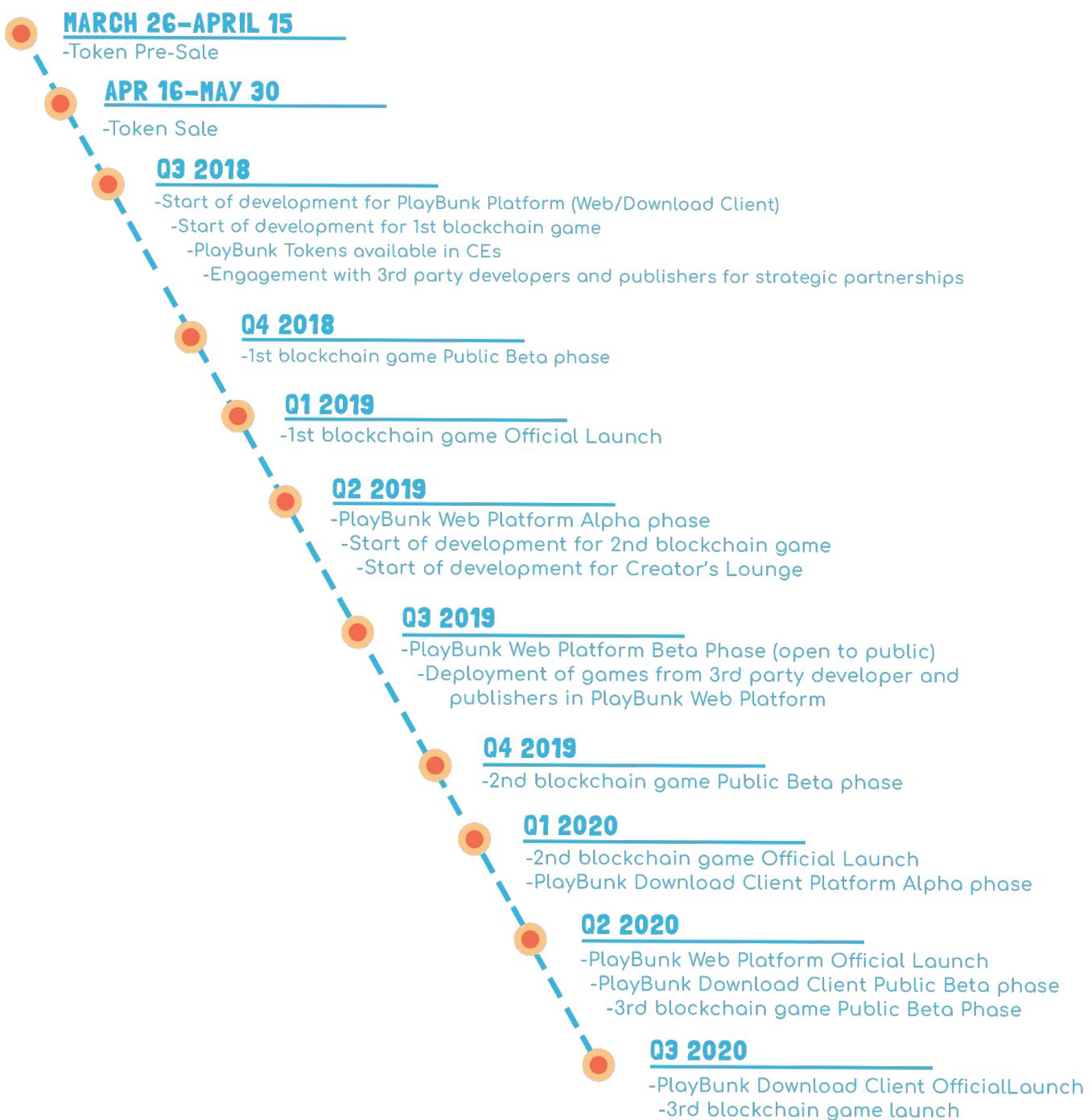
We highly prioritize the security of our gamers and publishers, which is why we will develop the PlayBunk Authenticator technology. This will serve as the creator and validator of each authentication key for each purchase of a game within the platform. Each purchase will include a unique encryption key that is non-reproducible and only available for the user who made the transaction. The same key can only be used for the specific title purchased by the user. This key is independently encrypted to ensure authenticity.



PlayBunk Game Authenticator will serve as the event validator verifying whether the game being accessed by the gamer is from the platform itself. It will also verify if the gamer has an official authentication key included in their purchase of the game.



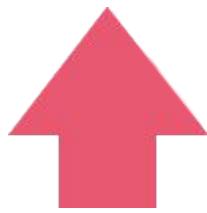
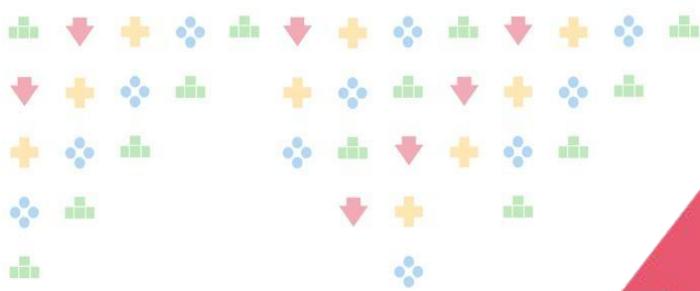
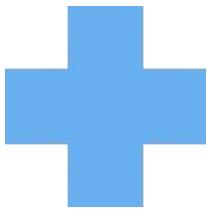
# Roadmap



# Token Sale Details

The PlayBunk Token Sale will be structured as follows:

Name	Bunk
Symbol	BUNK
Total Token Supply	888,000,000
Token Pre-Sale	March 26-April 15 (+25% bonus tokens)
Token Sale	April 16-May 30 (+15% bonus tokens from April 16 to May 15)
Token Sale Price	1 PB=\$.25
Minimum Contribution	0.1 Eth (BTC/USD equivalent)
Token Standard	ERC-20
Soft Cap	\$3,000,000 USD
Hard Cap	\$30,000,000 USD



PlayBunk will never issue additional BUNK Tokens post-ICO.

BUNK Tokens can be purchased directly from PlayBunk ICO's website ([playbunk.com](http://playbunk.com)) by following the steps for the sale.

After the Initial Coin Offering, all participants can withdraw their purchased BUNK Tokens from the wallets they indicated during the sale process.

Within 90 days from the ICO, BUNK Tokens will be available in various exchanges to begin trading. We are already in discussion with several exchanges.

If the Soft Cap of our PlayBunk Initial Coin Offering is not met, any funds held at Closing will be returned to participants but BUNK Tokens can still be claimed by participants.

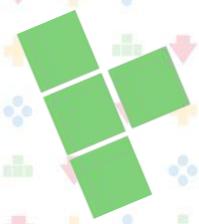
If the Soft Cap of our PlayBunk Initial Coin Offering is met at Closing but the maximum number of tokens have not been purchased, PlayBunk will lock all remaining unsold BUNK tokens.

## Pre-Sale & Bonus

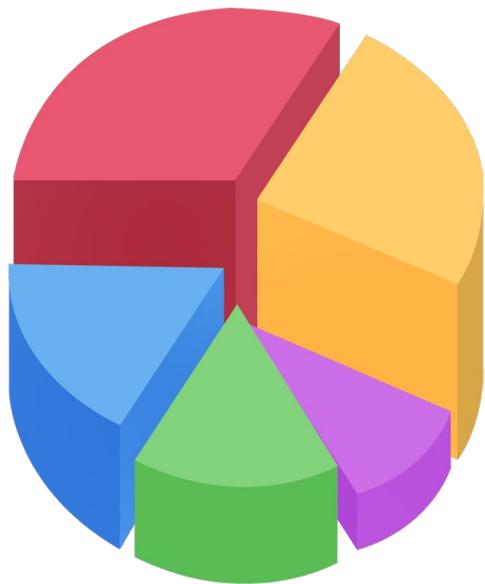
A pre-sale will occur from March 26 to April 15 for community members to pre-purchase BUNK tokens. During this period, PlayBunk will accept fiat currency, ETH, and BTC. To participate, please contact us at [presale@PlayBunk.com](mailto:presale@PlayBunk.com).

As an incentive for early supporters, a 25% token bonus will be given to pre-sale participants.

Purchasers who commit to purchase a large amount of BUNK tokens during the pre-sale and the public sale period will be eligible for an optional extra bonus (via "private sale"). All such bonuses will be discussed individually with each potential buyer.



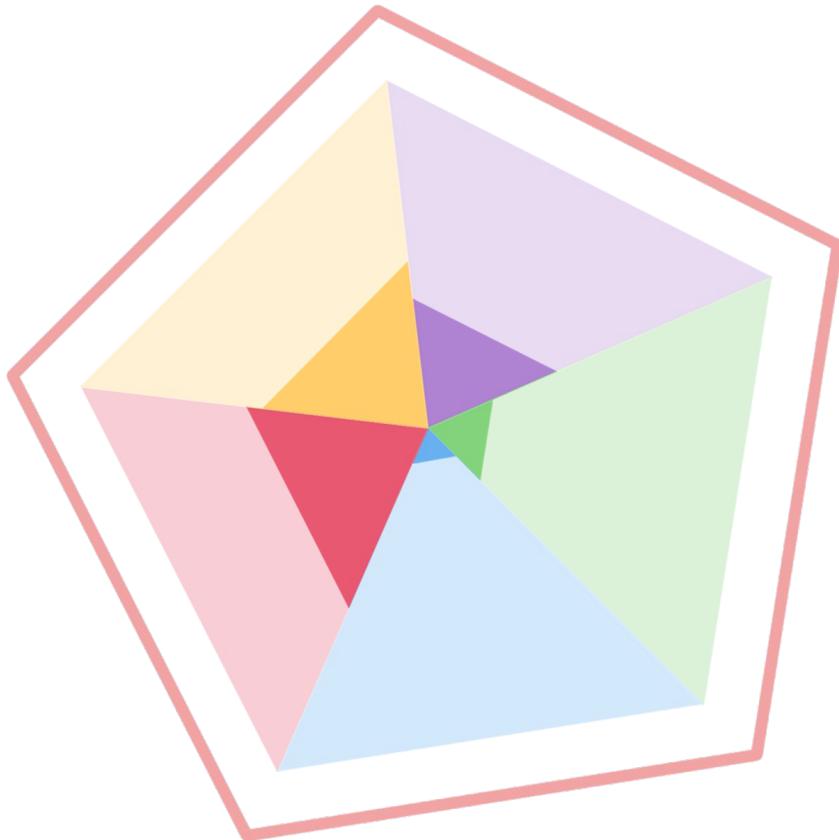
# Token Distribution



- 40% Token Sale
- 25% Advisors & Strategic Partnerships
- 20% Long-term Reserve
- 10% Team & Investors
- 5% Reward & Bounty

- ❑ 40% will be sold to participants during the Sale Period.
- ❑ 25% will be used to engage strategic partnerships with developers, publishers, and advisors. who will help boost interest and generate content for PlayBunk platform. They are subject to a lock-up of 50% of the BUNK Tokens released 6 months after the initial distribution, and 25% of the BUNK Tokens released 12 months after the initial distribution.
- ❑ 20% will be used for long-term reserve for the operating and marketing budgets.
- ❑ 10% will be rewarded to the team and investors of Dog Beard Games.
- ❑ 5% will be used for reward and bounty programs, which are community members and influencers who help raise awareness for PlayBunk platform.

# Funds Allocation



- ◆ 40% Marketing & Business Development
- ◆ 34% Development
- ◆ 20% Partnerships
- ◆ 4% General & Administration
- ◆ 2% Legal & Accounting



# Team



## Mikey Arboleda

*CEO & Creative Director*

Mikey oversees all company processes and critically assesses the quality of work delivered by all teams. As Creative Director, he ensures that there is a coherent vision behind all of the games the company produces. He firmly believes that by succeeding in life, he'll be able to help others succeed as well.



## Erico Nolasco

*Development Manager*

Erico supervises the progress of the tech development team. He provides knowledge and expertise on technological and developmental aspects, and makes sure his team is equipped with the tools they need for their tasks. He dedicates his time to improving himself and motivating his team to perform their utmost everyday.



## Bill Cinense

*Operations Manager*

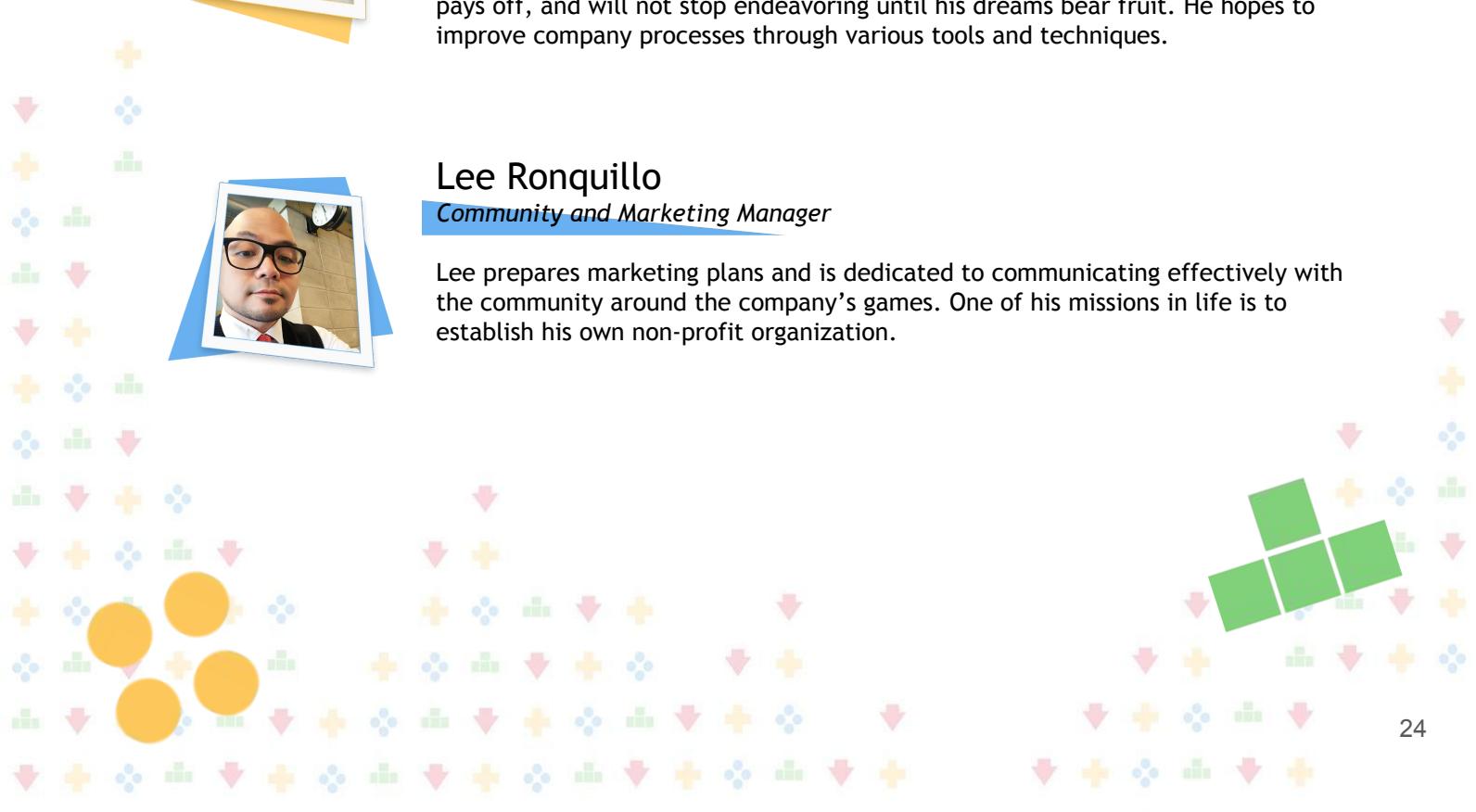
Bill plans and facilitates the operations of the company. He makes sure that teams are functioning properly together and that project management procedures are followed so production goals are achieved. He believes hard work pays off, and will not stop endeavoring until his dreams bear fruit. He hopes to improve company processes through various tools and techniques.

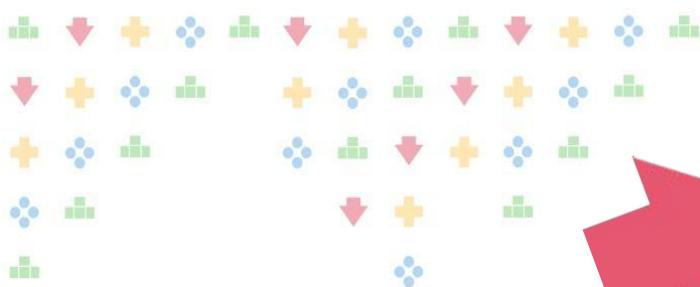


## Lee Ronquillo

*Community and Marketing Manager*

Lee prepares marketing plans and is dedicated to communicating effectively with the community around the company's games. One of his missions in life is to establish his own non-profit organization.





**JR Cortes**  
*Senior Developer*

JR handles the development of games using various tools as necessitated by his work. He efficiently coordinates with all teams, and ensures that the company's games are executed well and released properly to the public. His goal is to put the company on the global technological map. He believes this can be accomplished through good synergy with others, hard work, and a healthy work-life balance.



**Kit Tumbagahan**  
*Mid-Level Developer*

Kit is mainly responsible for gameplay programming, but his tasks also include handling the user interface, in-app purchases, and leaderboards of the company's games. Kit's mission is to be recognized globally by expressing his ideas and emotions through the video games he wants to create. He believes that video games can be considered as an art form that can inspire others.



**Ronald Abellano**  
*Junior Developer*

Ronald accomplishes requirements needed from him with minimal supervision from his team leader. He is able to work on different projects using diverse programming languages that suit the tasks he has at hand. He wishes to develop a product that can help the company achieve worldwide success and acclaim.



**Elle de Pedro**  
*Lead Writer*

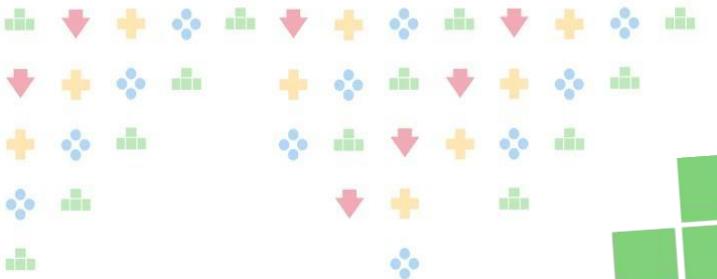
Elle is primarily in charge of creating game narratives, but is also responsible for other writing-related tasks such as copywriting and content proofreading. She embraces narrative writing in games as a flourishing method of storytelling, and believes that games are a powerful medium to bring stories to life. She hopes to someday establish games with narratives as a widely-accepted art form.



**Tiff Corrine**  
*Lead Writer*

Tiff is a game writer whose responsibilities include creating lovable characters and building worlds from the ground up. In her spare time, she enjoys reading widely and voraciously to hone her craft. Her goal is to tell groundbreaking, emotionally-driven stories that will resonate with people.





## Mark Bersola

*Lead Artist*



Mark ensures design tasks are completed and junior artists are supervised. He is also responsible for the conceptualization and final implementation of layouts, concept art, and multiple design assets. He hopes to create more compelling artworks, and learn more creative techniques to improve on his craft and share his works to the world.



## Dwayne Maico

*Junior Artist*



Dwayne provides concepts or game assets based on key artworks given to him by his team leader. He also designs layouts and logos, as well as UI and marketing assets. He wants to prove himself as a successful artist who can inspire others. His goal is to find his own distinct art style and to create his own awesome designs.



## Kenneth Sofia

*Junior Artist*



Kenneth creates diverse art assets as needed by his team leaders, like illustrations, logos, and different design elements. He also conceptualizes project designs during the early stages of a game's development. He believes that art is a great tool to reach the hearts and minds of people. He hopes to bring imaginations to life and to tell stories through visuals.



## Liam Tolentino

*Community Management Associate*



Liam is in charge of monitoring social media accounts. He is also in charge of documenting and responding to all incoming inquiries according to company procedures, adhering to the company's service delivery standards. His mission is to try and provide exceptional service to customers every time, and to be consistent and composed with how he engages with people.



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