



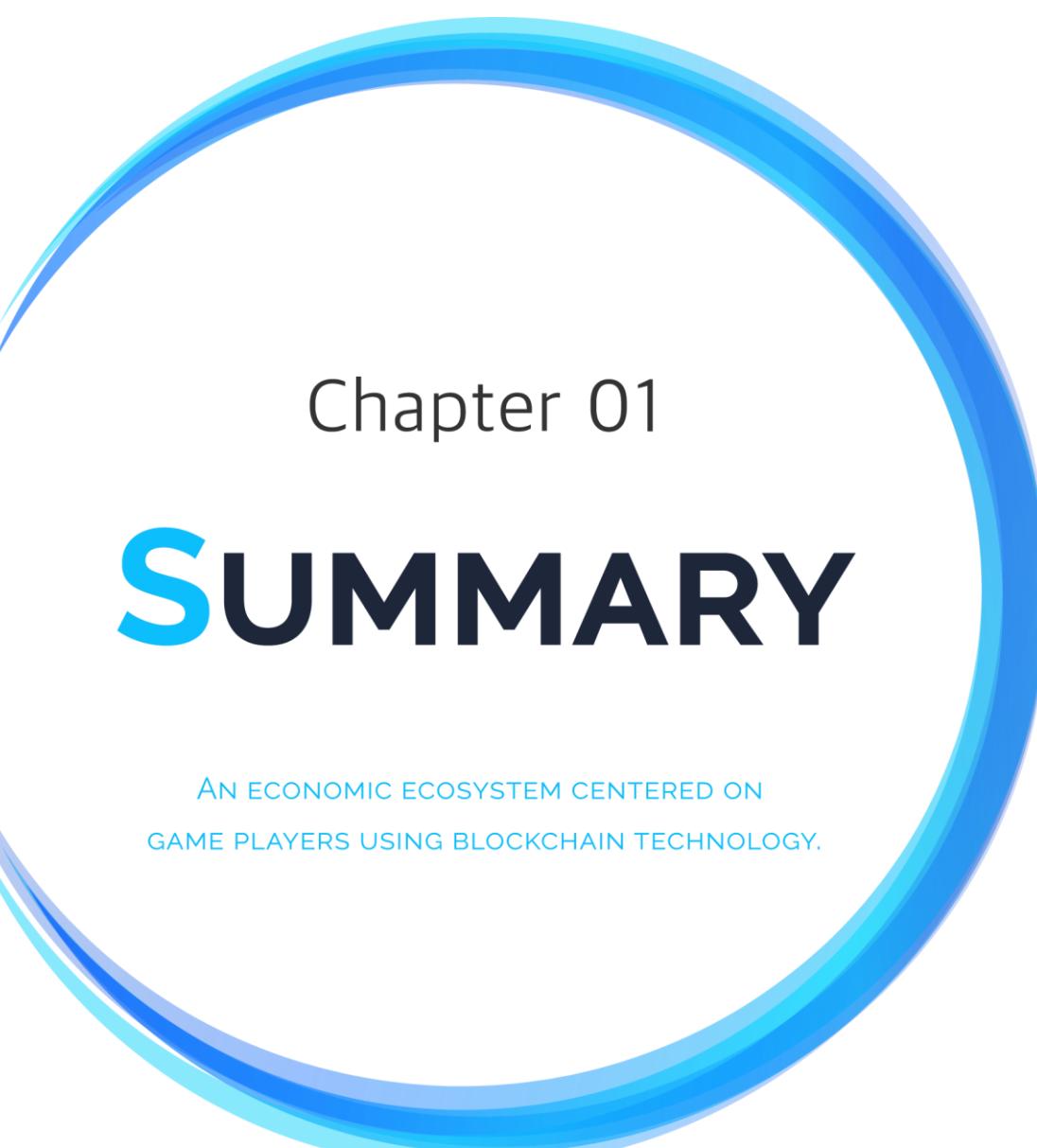
# PLEASURE

AN ECONOMIC ECOSYSTEM CENTERED ON  
GAME PLAYERS USING BLOCKCHAIN TECHNOLOGY.

WHITE PAPER V 1.0  
LAST UPDATED DEC 2021

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Chapter 01

# SUMMARY

AN ECONOMIC ECOSYSTEM CENTERED ON  
GAME PLAYERS USING BLOCKCHAIN TECHNOLOGY.

# 1. Summary

## Pleasure, An Economic Ecosystem Centered on Game Players using Blockchain Technology

Having grown exponentially in the last short period of time, the game industry is highly involved in our lives. According to management consulting firm Accenture, the global game industry is forming a huge market place of about 300 billion dollars (354 trillion won), and it is expected that approximately 2.7 billion users are engaged in it.

Contrary to the high growth of the game industry, the natural gaming environment that game players can enjoy continues to deteriorate. This is because paid items that game companies sell for profit have a lot of influence in the game, making it difficult to use the game properly without paid items. This P2W (Pay to Win) model induces anti-compulsory charging for users, resulting in higher entry barriers for new users. Recently, the issue of reliability of digital goods has also been raised, such as game company employees manipulating characters and items in the game for use and sale etc.

Pleasure wants to solve the previous problems through blockchain. First, we provide Pleasure (PLS) token, our own digital asset and cryptocurrency, to game players who use our game faithfully. The P2E (Play to Earn) model, which allows game players to earn cryptocurrency while playing a game, can provide a fresh experience and additional fun in addition to game play to the game players who are tired of charging.

Furthermore, by allowing players to trade digital assets such as special items or characters in the game through NFTs, we help them to secure their own unique identity and true ownership. Permanent ownership can be guaranteed because characters or items created with NFT can be owned and traded even if the game service is terminated.

Since all of the aforementioned P2E processes and NFT transactions are transparently processed on a blockchain that cannot be forged or tampered, those will act as important factors in creating a 'reliable and sustainable game environment', the ultimate goal of our company.

Below, the various games and businesses planned by the Pleasure Project and details about the Pleasure Platform will be explained in more detail, while information on related matters such as Pleasure (PLS), its own cryptocurrency and token economy, will be conveyed, and future roadmaps will be explained. This white paper is a description and reference material for the blockchain-based game platform project hosted by the Pleasure Project, and no wording should be construed as a request for investment.

## Chapter 02

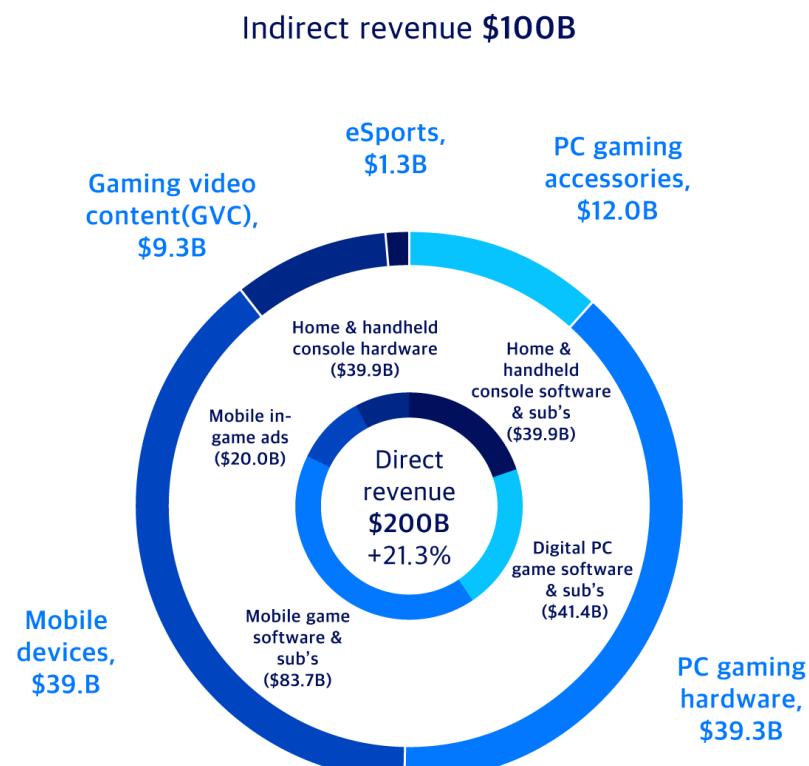
# BACKGROUND

AN ECONOMIC ECOSYSTEM CENTERED ON  
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## 2. Background

### 2.1 Market Status

According to “Gaming: The next super platform” of IT consulting firm Accenture, the total value of the gaming industry exceeded \$300 billion in 2021, more than the sum of the movie and music markets. Accenture estimates that direct revenue from consoles, software and subscriptions, in-game purchases and advertising is approximately \$200 billion, and approximately \$100 billion of value is created in adjacent industries such as mobile devices, hardware, accessories and eSports.



[Source: IDC and Accenture Analysis]

In addition, the game industry is expected to continue to grow because the game industry has approximately 2.7 billion gamers worldwide, with 500 million players entering in the past three years, and more than 400 million new gamers are expected to enter the market by the end of 2023.

## 2.2 Problem

The Pleasure Team has noticed that the game market continues to grow, but there are the following problems from the perspective of game players, who are key members of the market:

- **P2W(Pay to Win) Model**

Currently, most game companies are adopting Play to Win, that is, a model in which players must pay to win in order to maximize profits. P2W provides the ability or service that is more advantageous to the product such as items, characters, experience increase, and random boxes that can be purchased through charging, which allows paying users to easily gain a competitive advantage over low-paying or no-paying users. This model not only creates a sense of relative deprivation of game players who do not pay, but also reduces the fun of the game in the long run, such as disruption of game balance due to paid items or high entry barriers for new users.



무과금 유저



과금 유저

[Example of representative P2W model]

Clash of Clans - Clash of Clans' paid items, gems and packs allow you to instantly upgrade upgrades that normally take days, and instantly restore armies needed for war and attack. In addition, charging allows you to easily gain a competitive edge, such as acquiring much more resources in a short time and developing them more quickly than no-paying users.

- **Unreliable centralized system**

Suspicion of random items sold by game companies has been mentioned frequently since the past. Usually, game companies do not disclose accurate probability and result information for random items, nor show satisfactory results despite many years of self-regulation. They are also transparent and unfair, such as game company employees being caught for their probability manipulation or item duplication. This problem is due to the centralized system where the game companies can modify all data in the game at will.

- **Ownership issues for in-game digital assets**

We often hear news of very expensive game items priced from tens of millions of won to hundreds of millions of won in the game. Digital assets such as Lineage's 'Execution Sword' or Second Life's 'Amsterdam' are typical items, and the important part here is that the ownership of digital assets in the game, such as items or characters, essentially belongs to the game company, not the game player. This ownership structure is limited in that it is used only within the server of the game company, and there is a problem that it will disappear permanently if the game service is terminated in the future.

## Chapter 03

# PLEASURE PROJECT

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## 3. Pleasure Project

### 3.1 Pleasure Team's Mission

The Pleasure Team's mission is to provide a 'reliable and sustainable gaming environment'. To this end, we are to solve the problems raised above with a blockchain-based game platform. The solutions to the problems presented by the Pleasure Team are as follows:

- **Operation of P2E (Play to Earn) model**

The P2E model is being pointed out as the best alternative to the P2W model, which impairs the continuous fun of the game and has several limitations. The P2E's paradigm that players can make money while playing games can induce continuous activity of game players and provide additional fun in addition to game play. Pleasure (PLS) tokens, which are paid as a reward, can be used to use game services again, such as purchase of items or characters, to prevent excessive charging or balance breakdown.

- **Utilization of blockchain technology**

Blockchain, called a public ledger, boasts high reliability, security, and scalability beyond existing centralized systems through a mutual distributed ledger. Since transaction details containing various data are stored in many distributed systems, the risk of forgery and falsification can be eliminated, enabling efficient traceability. Pleasure intends to conduct transparent operation and communication by storing important data and content in the game on this blockchain.

- **NFTization of in-game digital assets**

Pleasure supports NFT and trade of digital assets such as special items or characters in the game. NFT (Non-Fungible Token) is a data unit stored in the blockchain, which means a unique and non-interchangeable token. Since it is non-fungible, each can be assigned a unique value and can prove ownership. This allows game players to permanently own and trade their digital assets without the help or involvement of game companies, and to use them in other external services as well.

### 3.2 About the Game

#### Game service content



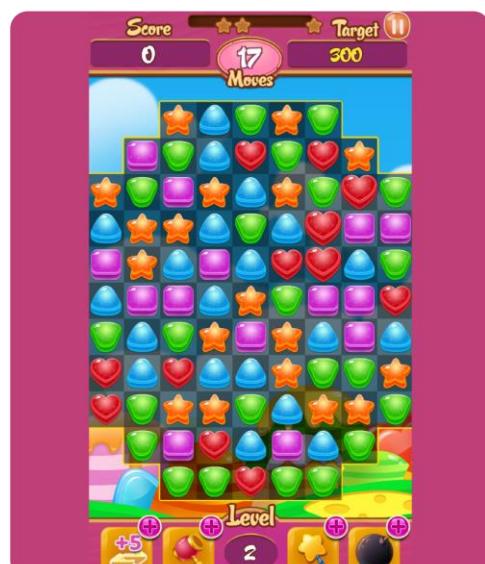
Astral War\_2021



board game list



ghost hunting



puzzle hunter

## Chapter 04

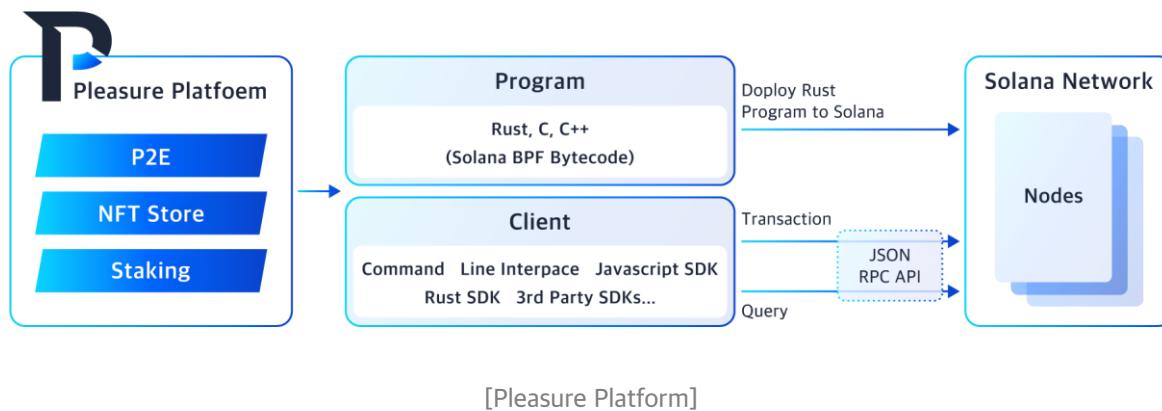
# PLEASURE PLATFORM

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## 4. Pleasure Platform

### 4.1 Platform Overview

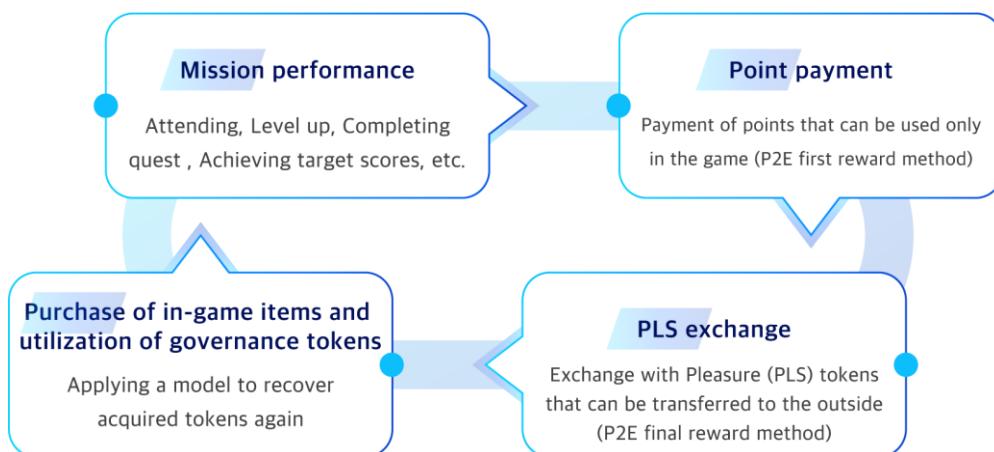
Pleasure tries to create a virtuous cycle business ecosystem to provide game players with a reliable and sustainable gaming environment. To this end, Pleasure plans to provide the platform services as follows: Each component is organically connected, and all transaction details are processed through the blockchain network, ensuring the integrity of the entire contract process.



The Pleasure (PLS) token, its own cryptocurrency that can be used in a variety of ways within the Pleasure platform, was created as a SPL (Solana Program Library) standard token of the Solana blockchain network developed by the Solana Foundation. The Solana blockchain was adopted because it shows very good performance and efficiency among the blockchain networks currently in operation, and above all, its low fees and high transaction processing speed are unrivaled.

## 4.2 P2E Model

Pleasure rewards game players for completing game missions. There are various types of missions for each game, such as attending, leveling up, and completing daily quests. As soon as the mission is completed, points that can be used only in the game are given, which is the first means for users to be rewarded. These points can be used only for exchange with Pleasure (PLS) tokens, and the exchange rate changes according to the real-time price and circulation amount of Pleasure (PLS) tokens traded on the exchange. The immediate payment of tokens and the intermediate exchange stage are to prevent excessive token inflation and maintain a strong token ecosystem.



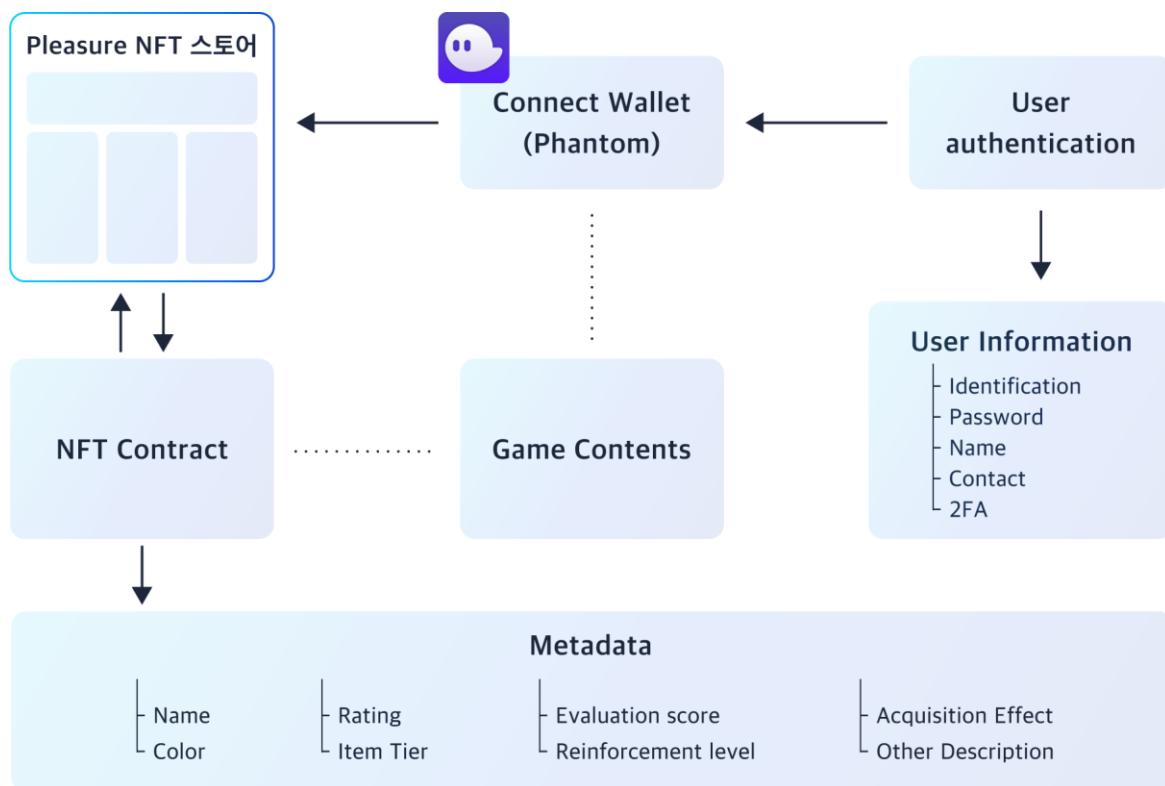
[Pleasure's P2E Circular Compensation Process]

Afterwards, game players can use the Pleasure (PLS) tokens acquired through P2E to buy in-game items or utilize them as the concept of governance tokens. Utilization as governance tokens refers to exercising voting rights by voting on various issues such as system improvement, operation, and policy in the game. Conducted on the blockchain, voting guarantees transparency and safety, and provides a foothold for breaking away from the monopolistic operating method previously controlled only by a small number of specific central entities.

As above, Pleasure will continue to communicate and empathize with users by providing real token rewards to game players, who are key members and active actors in the game ecosystem, and enabling them to purchase in-game items or use the acquired tokens as governance again. Ultimately, it tries to implement a P2E reward process that allows continuous circulation.

## 4.3 NFT Store

### Store overview



[Pleasure's NFT Store]

The NFT Store is a marketplace where you can trade digital content such as unique items or characters in the game operated by Pleasure. The initial copyright and ownership of NFT digital content belong to the Pleasure Foundation, and metadata values such as name, color, and ability of the item for the corresponding content are recorded on the blockchain and InterPlanetary File System (IPFS) through the NFT contract (Smart Contract).

And then, the game player will take over all rights by purchasing the content, and can use the item or character in the game through user verification. In order to use the NFT store, game players need Solana (SOL) coins and Pleasure (PLS) tokens required for trading when contracting with Phantom Wallet, a decentralized cryptocurrency wallet.

## NFT Contract

Our NFT store functions through blockchain-based automation contracts. A decentralized automation contract, that is, a smart contract, guarantees a mutually trustworthy environment between game players because various contracts such as creation or sale of NFTs and the transfer of ownership work perfectly without third-party verification or approval. Pleasure intends to provide NFT services through 'Tatum,' a company that provides blockchain API as a service, and the main code examples are as follows:

### Pleasure NFT Mint

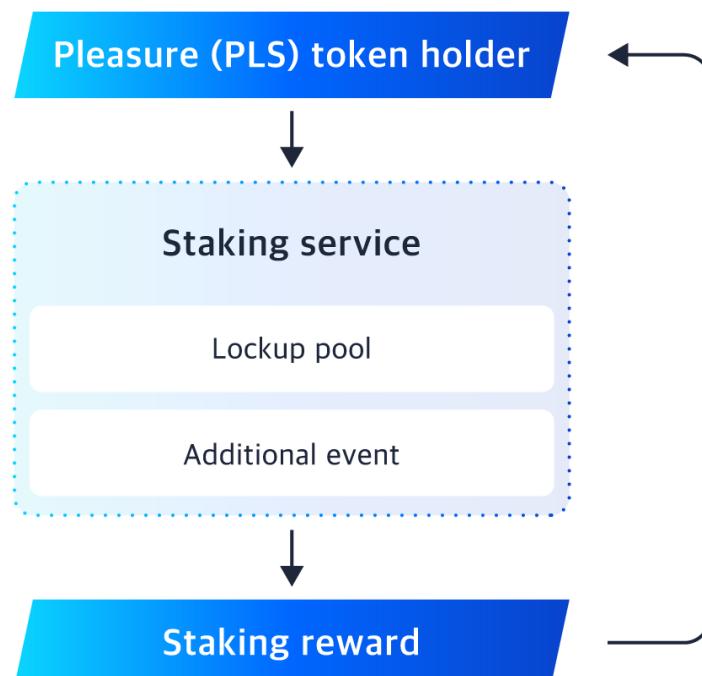
```
{  
  "chain": "SOL",  
  "to": "BRYu31kqTGcStgkPKmwnbHuFeCJAoq8NGxVANyEox1s4",  
  "from": "BRYu31kqTGcStgkPKmwnbHuFeCJAoq8NGxVANyEox1s4",  
  "fromPrivateKey": "Users PrivateKey",  
  "metadata": {  
    "name": "Pleasure NFT.",  
    "symbol": "Pleasure NFT_SYMBOL",  
    "sellerFeeBasisPoints": 0,  
    "uri": "IPFS URI",  
    "creators": [  
      {  
        "address": "BRYu31kqTGcStgkPKmwnbHuFeCJAoq8NGxVANyEox1s4",  
        "verified": 1,  
        "share": 10  
      }  
    ]  
  }  
}
```

### Pleasure Transfer NFT

```
{  
  "chain": "SOL",  
  "from": "FykfMwA9WNShzPJbbb9DNXsgfDgS3XZzWiFgrVXfWoPJ",  
  "to": "FykfMwA9WNShzPJbbb9DNXsgfDgS3XZzWiFgrVXfWoPJ",  
  "contractAddress": "3tzudv5KaoqmieWiBUqzWokKEtTx1lwQMapVKeH7CHaq",  
  "fromPrivateKey": "3abc79a31093e4cfa4a724e94a44906cbbc3a32e2f75f985a28616676a5d-  
baf1de8d82a7e1d0561bb0e1b729c7a9b9b1708cf2803ad0ca928a332587ace391ad"  
}
```

## 4.4 Staking Service

Pleasure plans to provide a staking service to holders of Pleasure (PLS) tokens. Staking refers to fixing the liquidity of a certain amount of cryptocurrency to prevent it from being circulated in the market for a specific period. Token holders who have fixed liquidity through staking can receive a small amount of interest in Pleasure (PLS) tokens as a reward.



[Pleasure's Staking Service Process]

## Chapter 05

# TOKEN ECONOMY

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## 5. Token Economy

The Pleasure (PLS) token is a digital asset that is a key payment method within the Pleasure platform and a medium that connects users. The supply and demand for Pleasure (PLS) tokens are as follows:

### Supply of tokens

Game players continue activities within the ecosystem by playing our games and completing their missions. As a reward, they can obtain Pleasure (PLS) tokens.

- A. When purchasing digital content such as items and characters from the NFT Store, you can acquire Pleasure (PLS) tokens as a reward for the purchase.
- B. Token holders can acquire Pleasure(PLS) tokens as a concept of interest after fixing Pleasure(PLS) tokens in the staking pool for a certain period of time.
- C. You can participate in events such as friend invitation events and airdrop events to acquire Pleasure (PLS) tokens.

### Demand for tokens

- A. Game players can use Pleasure (PLS) tokens to purchase digital content such as items, characters, etc. that can be used in our games
- B. Pleasure (PLS) tokens are required to receive interest payments through the staking service.
- C. Advertisers who want to advertise in our games or partners who want collaboration can replace their cost with Pleasure (PLS) tokens.
- D. Pleasure (PLS) tokens allow you to exercise your governance voting rights within the platform.



Chapter 06

# TOKEN INFORMATION

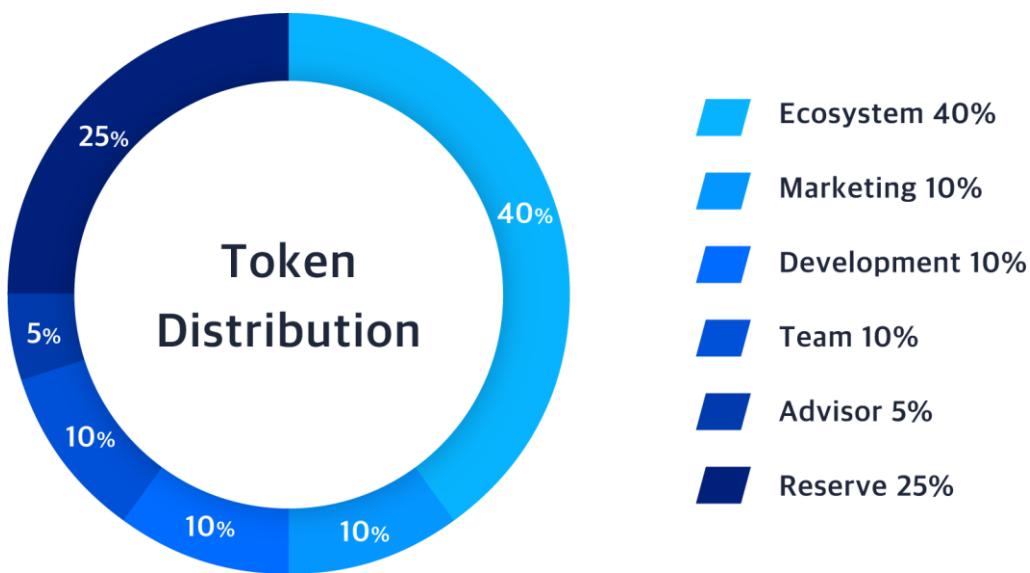
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## 6. Token Information

### 6.1 Issuance Information

Token name	Pleasure	Token symbol	PLS
Technology base	Solana SPL	Type	Utility
Total issuance	1,000,000,000 PLS	Decimal point	9
Token address	E4e93CbkTsyPWJ2EYMMdxbTg9dJoE91Rj5Lqq3Pddm5S		

### 6.2 Distribution Information



Of a total of 1 billion Pleasure (PLS) tokens, 40% will be allocated for the Pleasure ecosystem, and each 15% will be allocated for marketing and platform development. The Pleasure Project is a project that does not conduct token sales, and plans to actively redistribute 25% of the amount allocated as a reserve. In addition, if a small amount is spent as the reserve and there is no shortage of liquidity of tokens, the Pleasure (PLS) tokens may be burned to increase the value of the token and stabilize the market.

## Chapter 07

# ROADMAP

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## 7. Pleasure Roadmap

### 2021 4Q

- Launched Project

### 2022 1Q

- Token Airdrop Event
- Released Pleasure game
- Released Pleasure game

### 2022 2Q

- Operated P2E model
- Launched its own cryptocurrency Wallet

### 2022 3Q

- Released NFT store (beta)
- Advanced platform service
- Launched staking service

### 2022 4Q

- Opened NFT store (official release)
- Additionally listed on exchanges

### 2023 1Q

- Announced new business model and service

## Chapter 8

# LEGAL DISCLAIMERS

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## 8. Legal Disclaimers

### Legal Disclaimers

This white paper was written to provide information on the blockchain-based game platform, new business model and status, and teams that the PLEASURE Project tried to promote. This white paper is not intended to encourage investment in our platform and has nothing to do with it. Preparing and providing this white paper as of the time of writing, our PLEASURE Team does not guarantee that any content on the white paper, including conclusions, will be accurate until the future. With regard to this white paper, the PLEASURE Team does not represent or guarantee the accuracy of any matters to you, and is not legally responsible for it. For example, the PLEASURE Team does not guarantee: i) whether the white paper was written based on legitimate rights, and does not infringe on the rights of third parties, ii) whether the white paper is commercially valuable or useful, iii) whether the white paper is suitable for the achievement of your specific purpose, and iv) whether there are errors in the content of the white paper, etc. Of course, the scope of disclaimers is not limited to the preceding examples. If you use this white paper (including but not limited to cases of referring to or based on the white paper) in your own decision making, etc., the consequences, regardless of profit or loss, are entirely at your discretion. In other words, please note that the PLEASURE Team will not bear indemnification, compensation, or other responsibilities for damages, losses, debts, and other harms to you by using this white paper.

### Warning for Forward-Looking Statements

- A** Certain expressions specified in this white paper contain forward-looking statements about the future, future events, and prospects of the project. These contents are not statements based on historical facts, and are identified by expressions similar to words such as 'predicted,' 'estimated,' 'belief,' 'expected,' 'forecast' and 'scheduled'. In addition to this white paper, such forward-looking statements may also be included in other public materials such as presentations, interviews, videos. The forward-looking statements contained in this white paper include, but are not limited to, future results, performance, and achievements of PLEASURE and its affiliates
- B** Forward-looking statements include various risks and uncertainties. These statements do not guarantee future performance, and therefore you should not rely on them too much. When risks and uncertainties become reality, the actual performance and development of PLEASURE and its affiliates may be different from the expectations set by forward-looking statements. Even if these circumstances change in the future, PLEASURE and its affiliates are not obligated to provide updates on forward-looking statements. If you act on the basis of forward-looking statements contained in this white paper, PLEASURE and its affiliates' homepages and other materials, you are solely responsible for the non-realization of the forward-looking statements.

- C As of the date when this white paper was written, the PLEASURE Platform is not completed nor fully operating. Although the explanation was written on the premise that the PLEASURE platform would be completed and be fully operating in the future, this should not be construed as a guarantee or promise for the completion and full operation of the platform.

## Anti-money Laundering (AML)

The buyer should agree not to engage in any form in money laundering, illegal currency trading, and other restricted activities through the Pleasure Team's Pleasure(PLS) TOKEN and other related derivatives (if any). Each participant should be aware that Pleasure(PLS) TOKEN and other related derivatives should not be directly or indirectly sold, exchanged or disposed of for money laundering.

## Important note

- I. Due to frequent changes in relevant policies, laws and regulations, technology, economy and other factors, the information provided in this white paper may be inaccurate, unreliable or not final, and may be changed several times.
- II. This material is provided only for reference. Our team is not responsible for the accuracy and legitimacy of the information provided.
- III. Those who want to participate should not rely solely on the information in this white paper. We encourage participants to do their own research prior to sponsorship.
- IV. Essentially, this white paper is a business proposal or business promotion document, and is not legally binding under any circumstances. The information set forth in this document is only for reference, and Pleasure(PLS) token buyers themselves should pay extra attention.



**PLEASURE**

Thank You!