

**Whitepaper version 1.0**

**December 11, 2021**

**Finiteland is where gaming and  
NFT intersects**

## *What we believe:*

We believe in a world where everyone has access to premium financial services, not only the privileged few.

Cryptocurrency is the means to achieve this and our mission is to provide the products and services necessary for the Crypto world to become the new mainstream.

The future of Finance is distributed. Democratization of Finance has begun. The power is in everyone's hands.

The Crypto economy is here.

— *FiniteLand Team*

I think the Internet is going to be one of the major forces for reducing the role of government. The one thing that's missing, but that will soon be developed, is a reliable e-cash.

Milton Friedman, Winner of Nobel Prize in Economics

## Background

Most NFTs games currently suffer a common issue: low player base. Many of them don't even publish their metrics, for example, Monthly Active Users (MAU) or Daily Active Users (DAU). Before exploding in popularity, even Axie Infinity only had a MAU of 7,200 as of Oct, 2020.

The root cause is the expensive initial cost for a new player to take part in the game. They have to pay upfront a large sum of money to acquire NFTs before actually playing the game and being able to earn back their initial spending. As a result, most of the players for those games are speculators rather than players.

In the gaming industry, Free-to-Play games are convincingly dominating the scene and are projected to continue increasing in both revenue and the market share for years to come.

This Whitepaper proposes a seamless combination of both Free-to-Play and Play-to-Earn models where every player, even children can enjoy the game all while creating value and making the Play-to-Earn model true to its name by minimizing the need of high initial cost.

Players can participate in various activities on the actions such as:

- Selling in-game drops such as loot-boxes and resources on the marketplace.
- Minting heroes into NFTs and put them on auction or rent out to other players.
- Winning periodical tournaments and events hosted by Kaby game studio.
- Waging against each other in PvP mode.
- Staking their Kaby tokens or NFTs to obtain to exclusive access and preferential terms.

## Finiteland

Finiteland (\$FNL) is a unique combination of a DAO (decentralized autonomous organization), a venture fund, and an incubator designed primarily for the NFT and GameFI industry.

The economy for play-to-earn blockchain games is growing at an exponential rate. Finiteland will build a first-of-its-kind ecosystem that provides a seamless experience for gamers and developers looking to participate in the lucrative opportunities present in play-to-earn. The Finiteland's whitepaper provides insights into the current market for online games and the growing relevance of blockchain and play-to-earn games. The paper also details the gaps in the play-to-earn market and how Finiteland will address these gaps. The vastly experienced team behind Finiteland is building a cutting-edge solution that is underpinned by a carefully considered tech stack. The solution will address the key gaps in the current play-to-earn ecosystem and the team has outlined a realistic roadmap to gradually build and deploy this solution to the market. The FNL token will play a critical role in Finiteland platform and this paper will also detail the economics and role of this token.

## Market Research

Valued at over \$300 billion, online gaming is the fastest growing industry in the entertainment world, outpacing the markets for both music and movies. Over 500 million new gamers were onboarded in the past three years as the share of netizens that participate in gaming continues to grow. Blockchain gaming is also capturing a growing share of the online gaming market and this trend has accelerated with the emergence of play-to-earn games. However, the current ecosystem is not void of limitations with significant gaps in the current play-to-earn market.

### Online Gaming

The origins of online gaming date back to 1980. Two undergraduates in the University of Essex launched a fantasy adventure game called multi-user dungeon (MUD) that allowed people from outside the college to connect and play. Since then, the tech infrastructure supporting online gaming has radically improved, giving rise to more enhanced and immersive user experiences. Moreover, the industry has continued to see an exponential growth in its user base.

The top three online games – PlayerUnknown’s Battlegrounds (PUBG), Counter Strike and Dota 2 – have a combined 100+ million monthly active players. Counter Strike alone had 700k active players at the time of writing, with over 370 million hours spent on the game in the past 30 days.



Online gaming has also evolved into an extremely lucrative industry with users spending decabillions on ingame experiences and assets. In 2020, gamers spent over \$54 billion purchasing in-game items. This is anticipated to grow to over \$74 billion by 2025.

The top five online gaming companies are Tencent, Sony, Apple, Microsoft, and Google. These companies alone generated \$20 billion in revenue in the last quarter of 2020, with the next five companies (NetEase, Nintendo, Activision Blizzard, Electronic Arts, and Bandai Namco) managing

roughly half the amount during the same period. There is no indication that things are slowing down as investors continue to bet big on emerging online gaming companies. In the first half of 2021 alone, total investment into companies in the online gaming sector \$32.7 billion, roughly four times the amount over the same period in 2020. Blockchain and crypto-based gaming contributed to 9% of the total value raised, a significant portion given the nascency of blockchain technology.

### **Blockchain-based Gaming**

Blockchain-based gaming refers to online games that run on the blockchain or adopt the underlying technology to improve the gaming experience. Blockchain offers several enticing properties to the gaming industry

- **Decentralized ownership of in-game assets:** Gamers are spending billions of dollars in purchasing virtual goods that enrich their experience. However, they do not truly own most of these assets as they are issued and managed by the game's developer. Using blockchain technology to create in-game assets gives gamers a greater degree of control, allowing them to transfer, auction, or trade in a decentralized manner
- **Permissionless transfer and use:** Most in-game assets are confined to the particular game for which they're created, forcing users to create black markets for trading these goods. In a survey, 62% of gamers noted that they'd be more open to purchasing virtual goods if they could use them across different games while 84% of developers said they'd create such items if there was technology to do so. Blockchain technology facilitates such creation and allows gamers to easily transfer their assets across the underlying network
- **Investing:** Rather than being only spenders, blockchain gaming incentivizes gamers to invest in in-game assets and tokens that are likely to accrue value overtime. In recent years, the top five gaming-focused cryptocurrencies and most of their in-game assets have continued to rise in value.

As a result of these enticing properties, blockchain gaming companies are catching up with their mainstream counterparts. In the first half of 2021, blockchain gaming startups raised \$476 million, roughly 9% of the total money invested in gaming companies. The three largest raisers – Forte (\$185 million), Animoca Brands (\$89 million), and Mythical Games (\$75 million) – give evidence that investors are willing to bet on a future where blockchain gaming becomes increasingly adopted.

As it stands, the most widely adopted blockchain games are The Sandbox Evolution and Axie Infinity, which have both reported at least 1 million active daily players in certain instances. Other games, such as Alien Worlds, have secured user bases in the hundreds of thousands. These games highlight that blockchain-based games can attract user bases that compete with those in the mainstream. General

interest in blockchain-based gaming has also been rising. Over the past 12 months, search volume and interest for “blockchain games” have risen by 300-400%.

### Case Study: Axie Infinity



Axie Infinity has become the symbol of Gamefi. In its seed round, the project raised \$860k; the latest round brought in \$150M in funding at an incredible valuation of \$3 billion – on par with the world’s largest game studios. Meanwhile, the AXS token sky-rocketed from \$0.05 to \$150 in 2021.

### Finiteland Key Feature

Finiteland is introducing a versatile blockchain-based gaming platform that will give gamers unprecedented optionality in the field of play-to-earn. As it stands, blockchain-based gaming and play-to-earn is extremely fragmented with gaming options having vastly different tech stacks and being spread among different chains. Few games have succeeded in achieving significant user bases. Finiteland is positioning itself to be a one-stop-shop for cutting-edge play-to-earn crypto gaming options. Players will be able to choose from a sublime suite of games while developers can deploy games to an already established user base. Developers will be working from a software development kit (SDK) which will be released in Q1 of 2022. The SDK will ensure that a common standard is maintained among the games available in the Finiteland store. Finiteland is an ecosystem that plays a role similar to that of the Google Play Store or App Store for mobile applications. Even the most successful mobile applications will only be appealing to limited audiences whereas the Google Play Store and App Store will always remain relevant as they act as the gateway to countless mobile application options. Similarly, Finiteland will act as the gateway to a myriad of play-to-earn gaming options. By providing such broad optionality,

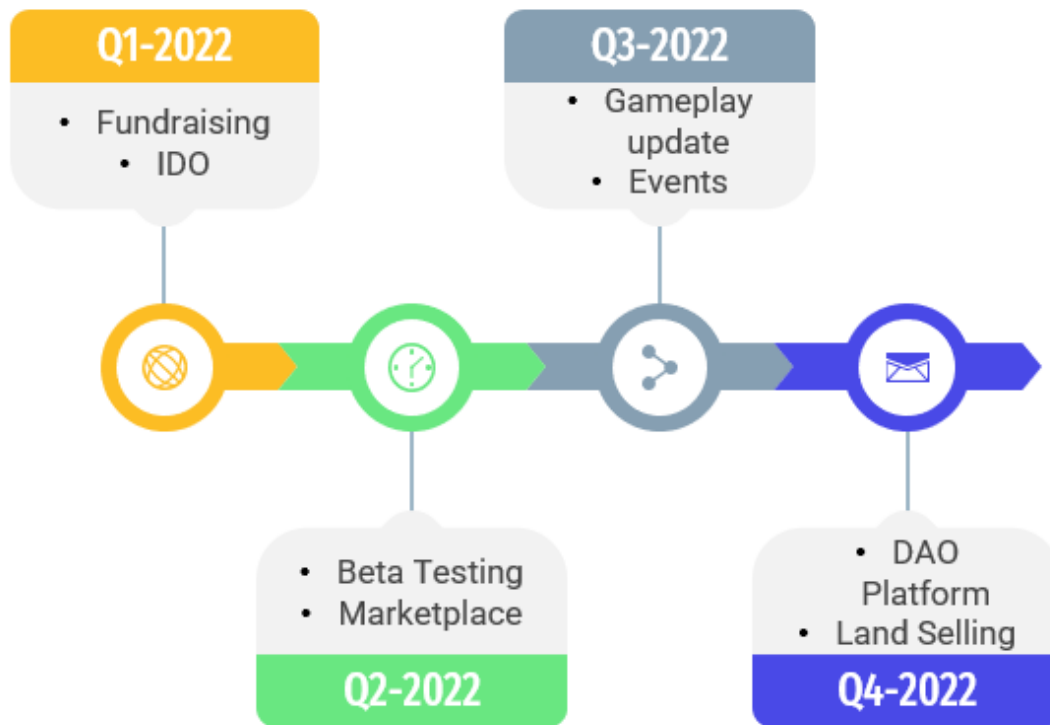


Finiteland expands its relevant audience to all blockchain-based gamers, a population which has been growing exponentially over recent years.

## Finiteland Gameplay



## Milestones



### Q1-2022: IDO

- Participating in launchpad and startup fundraising to obtain funding for the project

### Q2-2022: Beta Testing and Secondary Listing

- Invite beta tester to try out the games
- List NFTs in the secondary marketplace

### Q3-2022: Game Improvements

- Game patch updates to improve gaming experience
- Hold game events to reward players

### Q4-2022: DAO platform

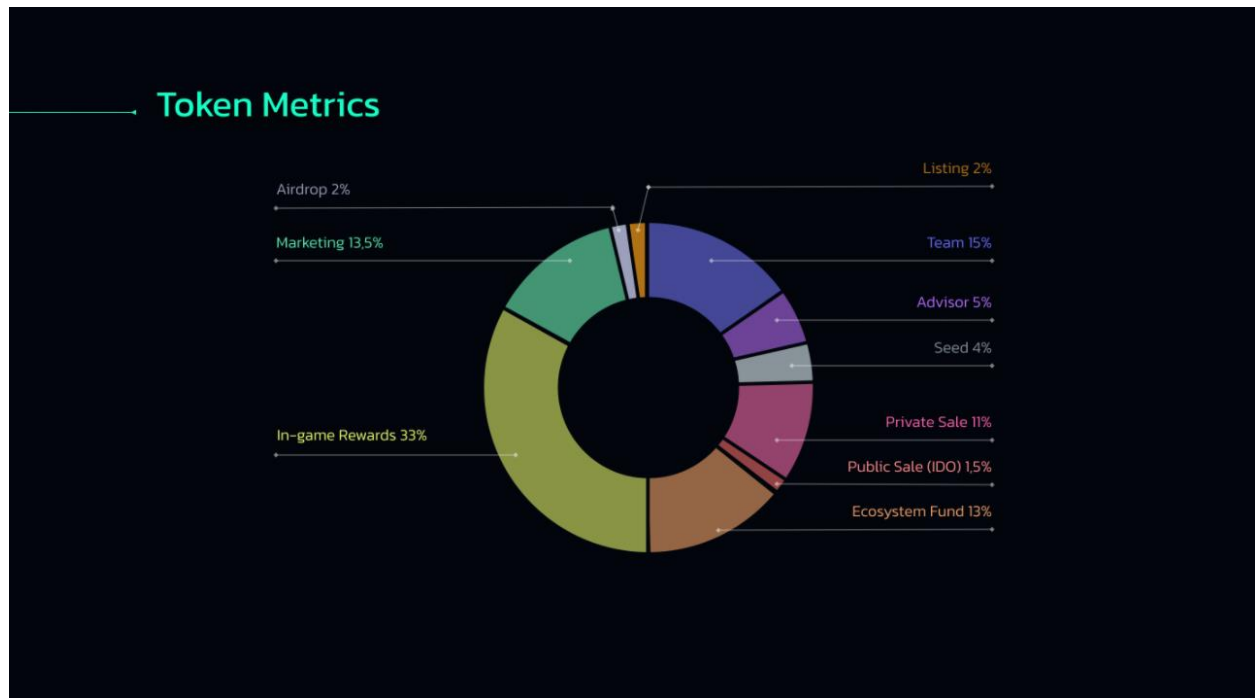
- Utilize DAO platform to decide the future direction of the game
- Launch land ownership system

## Tokenomics



Token Symbol: \$FNL

Total Supply: 1,000,000,000



\$FNL will be our main in-game token. The token is BEP-20 and run on BSC Network.

Token Symbol: FNL (Finiteland Token)

\*Note: the listing price in USD will be determined at listing time.

## Conclusion

The play-to-earn crypto gaming ecosystem is ready for disruption. As it stands, there is no single platform where blockchain gamers can go to access multiple play-to-earn gaming options. Even popular play-to-earn gaming options are only appealing to a limited audience. Infiniteland is positioning itself to be the equivalent of the Google Play Store or App Store in the play-to-earn sphere. It will give unprecedented play-to-earn optionality to blockchain gamers and will also provide the necessary tools for developers to launch their games to an already established user base. Both blockchain gaming and play-to-earn games are experiencing exponential growth. With their cutting-edge infrastructure, Infiniteland anticipates that it will capture a significant share of this rapidly growing market.