



# PolkaPlay

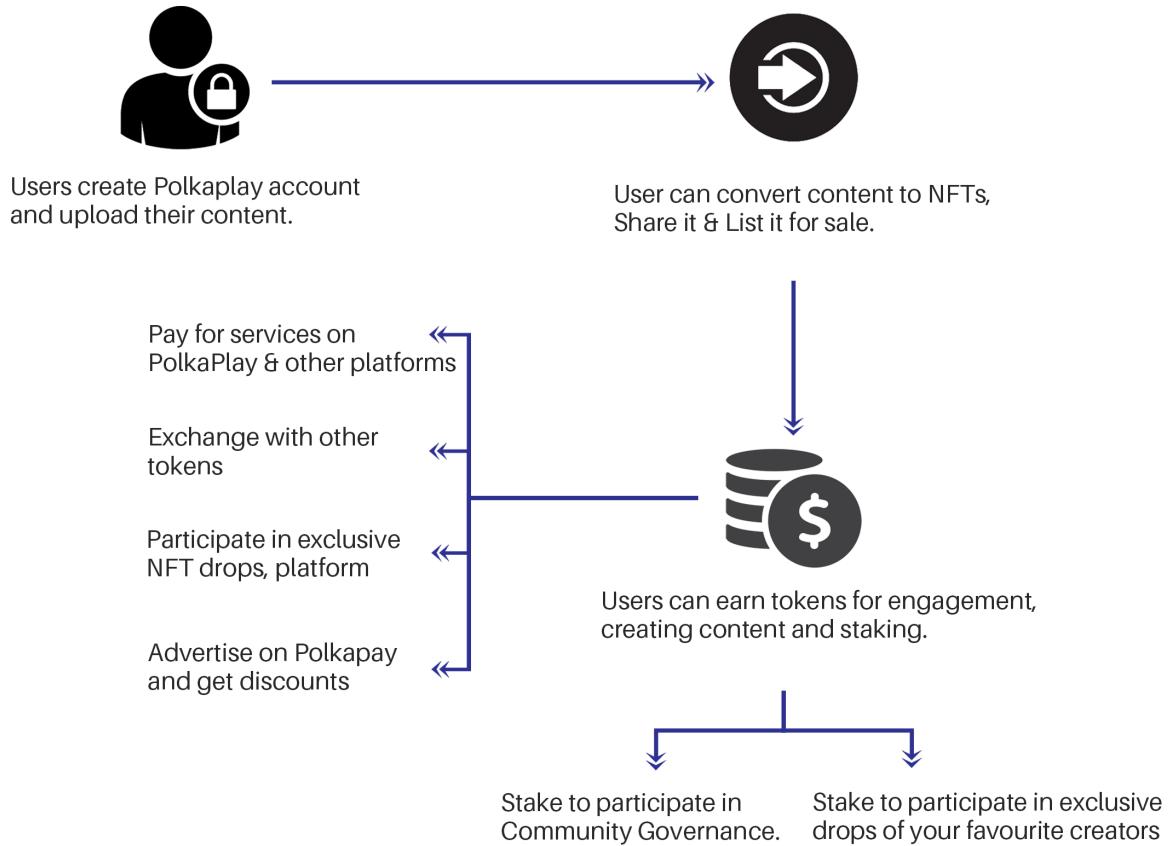
## From content to NFTs

Polkaplay enables users to create content, NFTs, and earn rewards with POLO  
Buy and collect the content you like or mint your content as an NFT  
and sell it on Polkaplay



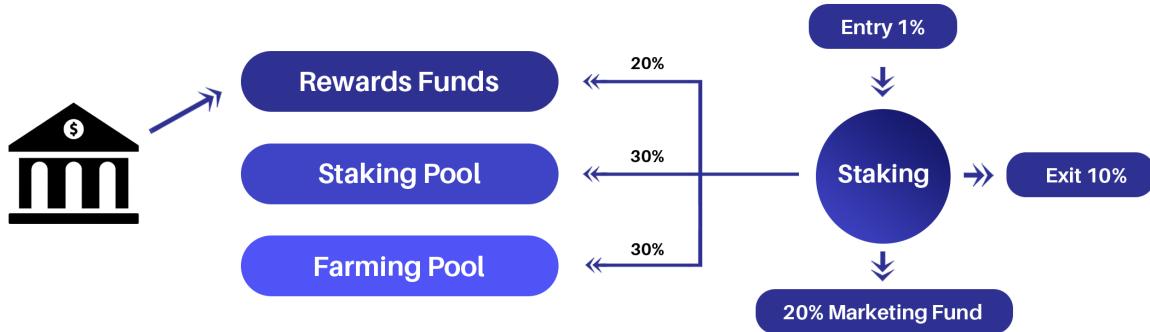
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# \$POLO Ecosystem



Every time a user stakes, 1% entry, and 10% exit fees will apply. Entry & exit fees from the staking vault will be distributed to the farming, staking, rewards, and marketing pools in the below manner.

- 30% fees from the staking vault entry and exit will be utilized for staking vault APR
- 30% will be redistributed to the liquidity providers of Uniswap and other listed DEX
- 20% fees will be added to the rewards fund to continue rewarding platform users
- 20% fees will go to the marketing funds so the platform can grow & acquire new users



# Token Distribution

Total Supply – 180 Million

Seed Sale – 5%

Public Sale - 1%

Liquidity (DEX, CEX) - 14%

Staking Pool - 5%

Marketing - 15%

Private Sale - 2%

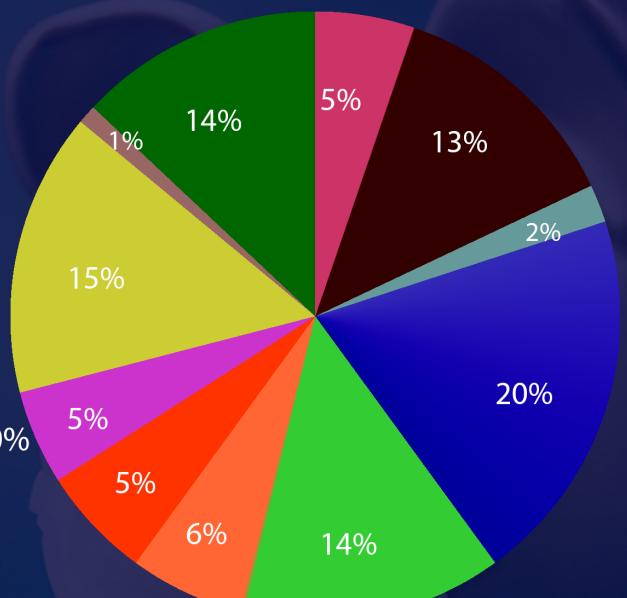
Strategic Sale - 13%

Team & Advisors - 20%

Farming Vault - 6%

NFT Emissions - 5%

Foundation - 14%



**\*\*Team-Advisors & Foundation tokens are locked for 6 months, emits 2% weekly thereafter**

# Why Polkaplay

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- Polkaplay is unique platform where users can create content and convert it seamlessly to NFTs while earning rewards. Create, Mint, Tokenize and Share your talent with world.
- Polkaplay is a NFT marketplace for creators and users that offers advanced features like, Rewards Hub, \$POLO Staking and more to the users for an amazing user experience.
- Our NFT marketplace allows users to tokenize content, convert it to NFTs, and list it for sale.
- Users can Earn \$POLO tokens for creating content and engagement on the platform. Rewards Hub enables users to track and redeem their earned tokens without any hassle.
- Staking \$POLO will allow users to earn staking rewards, unlock exclusive content, participate in exclusive NFT drops, and participate in platform governance.
- \$POLO tokens to advertise on Polkapay will allow users and businesses to get discounts.
- Boost your visibility and monetize efficiently with help of \$POLO token. \$POLO tokens to advertise on Polkapay will allow users and businesses to get discounts.

# Challenges

## Limited options for content creators and viewers

Millions of independent content creators currently have limited options to monetize content and viewers don't get any rewards at all. There has been a growing trend towards fans supporting creators with growth in subscription-based platforms such as Patreon and OnlyFans however these platforms do not offer crypto rewards to all users. Polkaplay offers opportunity for content creators and viewers to earn crypto rewards. Some content creators are extremely successful while others are not so financially buoyant. They don't have funds to finance their growth in terms of purchasing recording equipment and scale quickly. There are no options available for them to easily convert their content NFTs and offer it for sale from one platform so they can continue to create and engage the users who benefit in the process as well.

# Solution and Benefits

Polkaplay allows content creators and all platform users to earn crypto rewards for their content, and the level of their engagement on the platform. With the help of \$POLO token's ecosystem all users can benefit from polkaplay platform. Users can choose to stake or utilize the token on polkaplay platform to earn additional rewards.

Creators will be able to engage the users and monetize effectively with the help of Polkaplay platform. Since the platform will offer a NFT bridge that will allow them to seamlessly convert their content to NFTs, creators will be able to do exclusive drops for their fans scale effectively. They will also be able to list their NFTs to marketplaces like OpenSea or Rarible directly from the platform. Since \$POLO token incentivizes users for their engagement on the gamified Polkaplay platform as well, it's a win win for everyone involved.

## Benefit for Content Creators & Users

- Earn rewards for creating content or by simply engaging on the platform
- Create content, share it across different platforms, and engage fans with the help of our gamified platform
- Benefit from the \$POLO ecosystem, NFT bridge and royalties from NFTs trading on secondary markets
- Tokenize your talent, monetize effectively and experience consistent growth

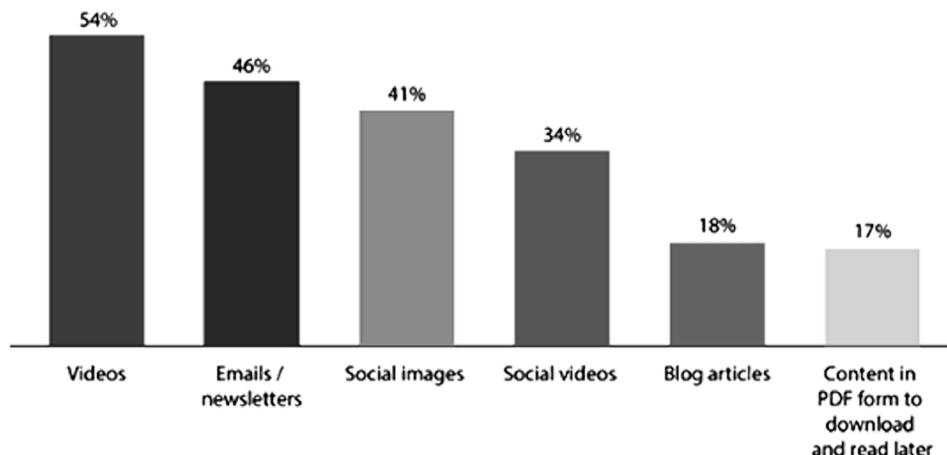
## Market Industry Growth

The global digital content creator market is an already large and rapidly growing industry. In 2019 the global content creator market was estimated to be \$167 billion USD and is expected to reach \$397 billion USD by 2026 at a CAGR of 13%. The enormous size and rapid growth of the market can be strongly attributed to the proliferation of smart devices, streaming and social media platforms over past decades which has not only increased the quantity and value of content available but also drastically increased the number of creators publishing content.

While the global content creator market is undeniably large the earnings generated in the market are heavily skewed with the most popular content creators far out earning smaller independent content creators. In fact, studies have found that most creators also hold down traditional jobs or they are students or retirees, so most creators use earnings from posting their creations to supplement their primary sources of income.

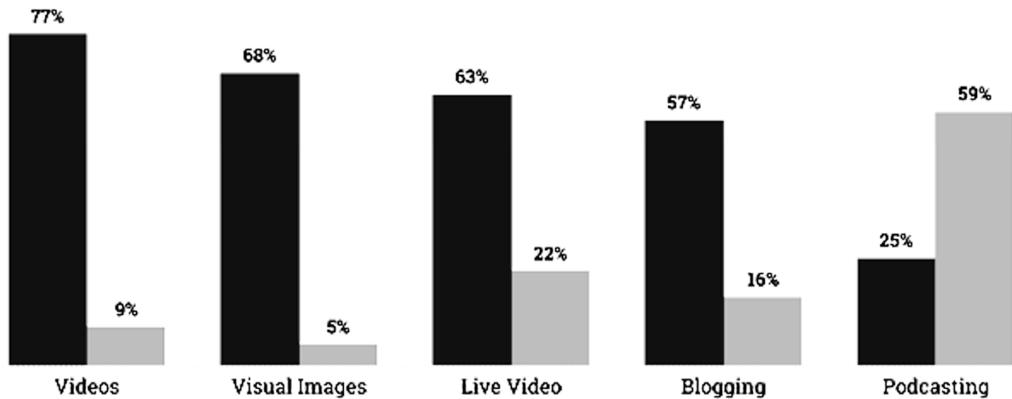
## For Brands Video Content is Preferred

What kind of content do you want to see from a brand or business you support



## Social Media Marketers' Content Usage Trends

■ % Planning to increase efforts in the next year  
■ % Not planning to use

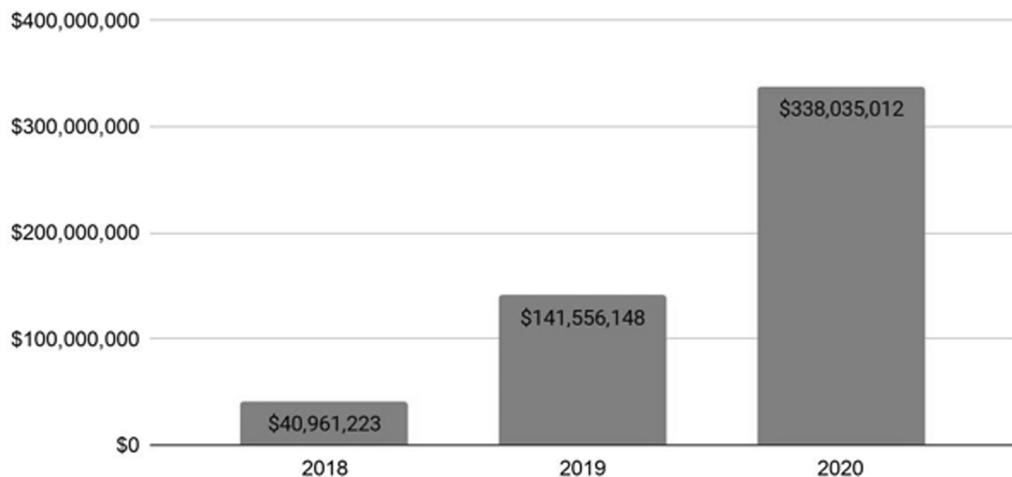


## NFT Market Growth



Since the launch of Cryptokitties in late 2017 the NFT market has grown at an astonishing rate, growing at an average YoY growth rate of 192% even despite the crypto winter which saw many other crypto assets pull back<sup>1</sup>. This is indicative of the robust and collectable nature of NFTs and widely held belief that we are only just beginning to scratch the surface of NFTs full potential. There is high expectation that 2021 is poised to be a milestone year for NFTs with huge growth in both adoption and market capitalization expected, a trend that Polkapay and its investors will undoubtedly help facilitate and benefit from.

## NFT Market Capitalization



## Roadmap

**Q2  
2021**

Platform MVP. Launch staking & liquidity mining pools. BSC Bridge, Marketing & audits., NFT Drop.

**Q3  
2021**

Exchange Listings, Beta Release, OpenSea integration.

**Q4  
2021**

App launch, Expand partnerships, interact with other smart contracts, platform gamification.

**Q1  
2022**

Integration with other social media platforms, community governance for content censorship, Enhanced Mobile Apps.