



Crowdfunding for blockchain games (Dapps)

Written by: Leandro Alves

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ABSTRACT

Zitoken platform is a crowdfunding for blockchain games, on which is possible to fund the development of different games such as strategy games with (characters and gods) using ZITOKEN ZIT as credit, Bitcoin option is available to contribute as well. Platform is been designed to support a wide range of games developed on Blockchain Technology.

Initially the platform will accept only ZIT and BTC as payment method and soon we will be considering new payment methods to contribute.

Community/users can fund the development of games using ZITOKEN (ZIT) and BTC, ZIT and BTC is required as credit to get all services on our crowdfunding.

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1. About Zitoken Platform

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1.1 ZITOKEN (ZIT) - Utility Token

ZITOKEN (ZIT) is our utility token and fuel on our platform, community/users can use it to fund the development of games and to participate at our official events.

ZITOKEN (ZIT) is already available to buy on couple of exchanges and soon we plan to add our utility token on more exchanges.

1.2 Token Specifications

Protocol: ERC20

Explorer:

<https://etherscan.io/token/0x9c04f0dc68c61efd2fc289987393a78b4a2494ea>

Name: ZITOKEN

Symbol: ZIT

Decimals: 18

Total Supply: 988 Million

ICO: No

Rewards: Yes

1.3 ZIT Distribution

- **Community (public distribution): 53%**
- **Development: 17%**
- **Marketing: 15%**
- **Founders: 10%**
- **Private Investors: 5%**

2. ROADMAP

Q4 2018

Core Development of
Zitoken Platform

Q4 2019

IEO & Token Listing

Q1 2020

Official launch of Zitoken Platform

Q1 2020

Core development of
Zipoints

2021

New partnerships
to be announced

2022-2030

New products & Causes
to be explored

3. FEATURES

- ✓ Use ZITOKEN (ZIT) as credit to support all games on our platform
- ✓ Earn rewards to support the development of specific games
- ✓ Earn free ZIT on our bounties and airdrops

4. CAMPAIGN CRITERIA

Campaigning criteria before to approve any campaign and to release funds:

1. Full details about team and company behind the game
2. Games with 0% of development will be rejected
3. It's required to have developed at least 30% of the game or Beta Version
4. Campaign creator need to be approved on our KYC process

5.

MISSION

OUR MISSION IS TO BE THE MAIN CROWDFUNDING PLATFORM TO SUPPORT GAMES BASED ON BLOCKCHAIN TECHNOLOGY AND THEIR MASS ADOPTION.

VISION

To benefit all ecosystem of games in the next years

VALUES

Transparency, Respect, Simplicity, Integrity

CULTURE

Our culture is to back real causes using blockchain as allied

www.zitoken.me

6. TEAM

MANAGEMENT

Leandro Alves, Founder & CEO

Leandro is founder of PW7 , a blockchain engagement agency that provides Exchange Listing, he also contributed on different other blockchain projects as consultant/growth hacker such as SID (Share Internet Data) . Leandro also is a genuine ambassador of real causes such as children education and internet access.

<https://www.linkedin.com/in/leandro-alves-122665137/>

PARTNER DEVELOPER

Djalma Bina, Developer Zitoken

Djalma is an experienced full stack developer over 25 years working with software development and systems, has strong knowledge about C++ , Python and Lisp, started his career from 90's years working with C++ ANSI Standard .

<https://www.linkedin.com/in/djalmabina/>

7. MARKET (GAME INDUSTRY)

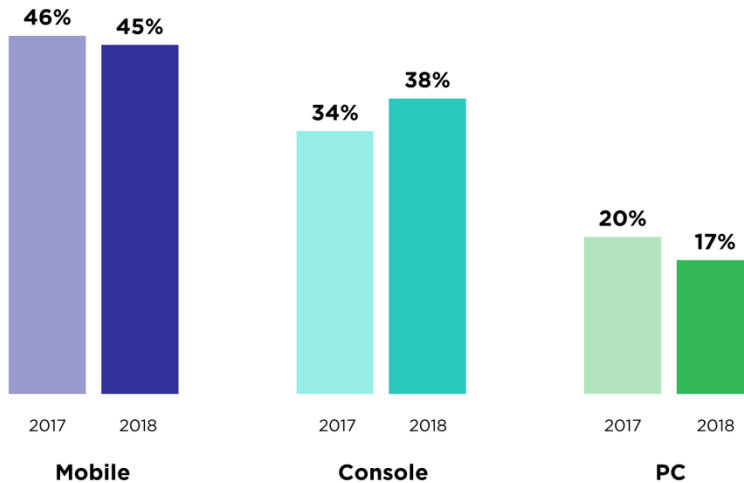
The general game industry is a billionaire industry, with annual revenue of more than \$100B USD.

Only in 2018, according to Newzoo Report, the top 25 public companies by game revenue generated \$107.3B USD in 2018, the highest ever.



REVENUE SHARE PER SEGMENT

OF THE TOP 25 PUBLIC COMPANIES BY GAME REVENUES | 2017 VS. 2018



\$107.3Bn

Total game revenues of the top 25 public companies in 2018, **+16%** year on year.



5/10

of the top 10 companies earned the majority of their revenues in 2018 via **console gaming**.

Source: Newzoo 2019 | Global Games Market Report | newzoo.com/global-games-market-report

According to Newzoo Reports, is expected the global game market to grow at a CAGR of +6.2% toward 2020 to reach \$128.5 billion.



2016-2020 GLOBAL GAMES MARKET

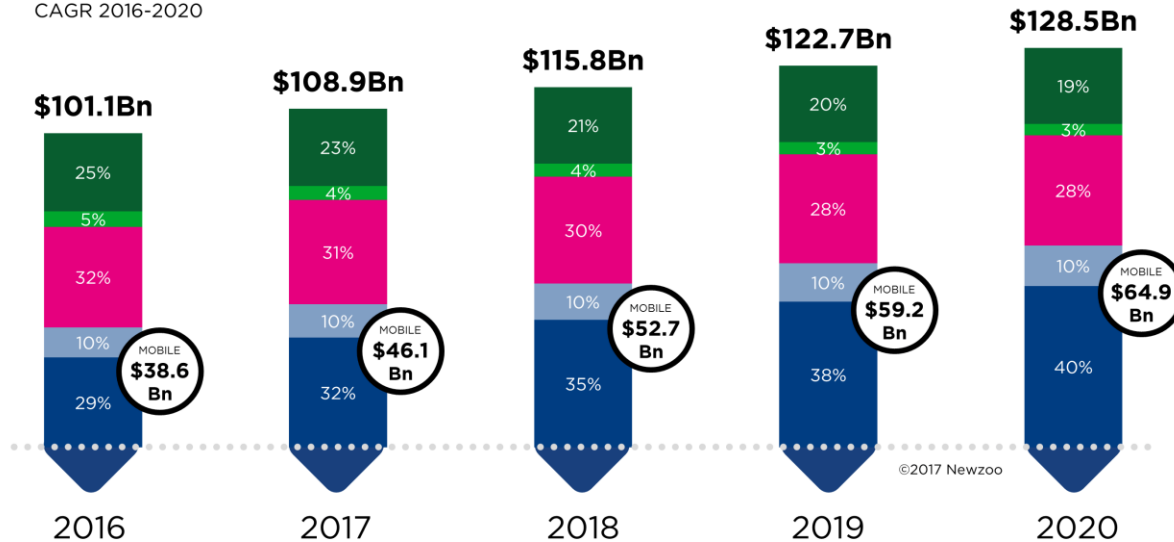
FORECAST PER SEGMENT TOWARD 2020

TOTAL MARKET

+6.2%

CAGR 2016-2020

● Boxed/Downloaded PC ● Browser PC ● Console ● Tablet ● Smartphone



Source: ©Newzoo | Q2 2017 Update | Global Games Market Report
newzoo.com/globalgamesreport

newzoo

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