

PAY₂ PLAY



Global. Peer-to-Peer. Skill Based.

Mission Statement

Our primary mission is to develop a cross-platform entertainment suite for esports professionals and regular gamers alike to cultivate new gaming experiences and social interactions.

We aim to provide an environment where gamers can create wagers and compete against one another inside any game.

We operate on the premise that the future of the gaming world will be built using blockchain technologies and monetized via cryptopayments.

The Problems...



Game developers struggle to find and retain engaged players.

Difficult for amateur and recreational players to monetize their skills.

Player reputation is confined to individual games.

...affecting a large market!

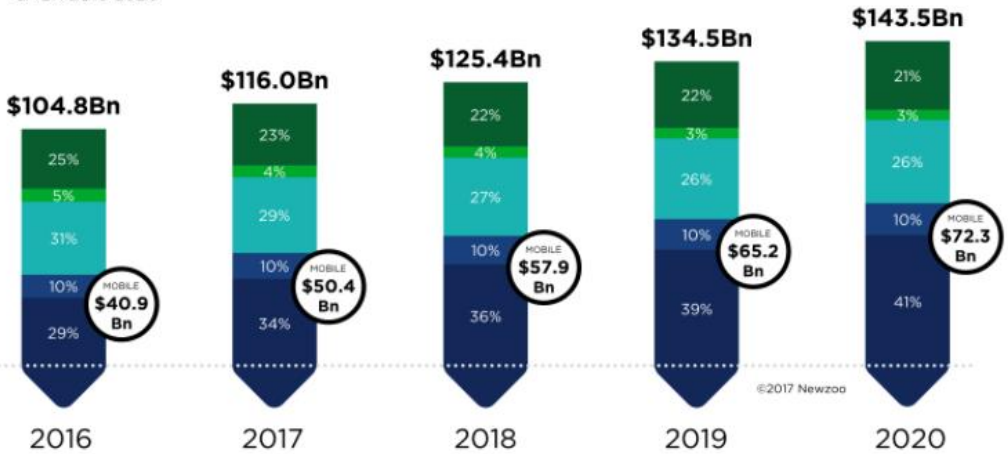


2016-2020 GLOBAL GAMES MARKET

FORECAST PER SEGMENT TOWARD 2020

TOTAL MARKET
+8.2%
CAGR 2016-2020

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



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Source: ©Newzoo | Q4 2017 Update | Global Games Market Report
newzoo.com/globalgamesreport



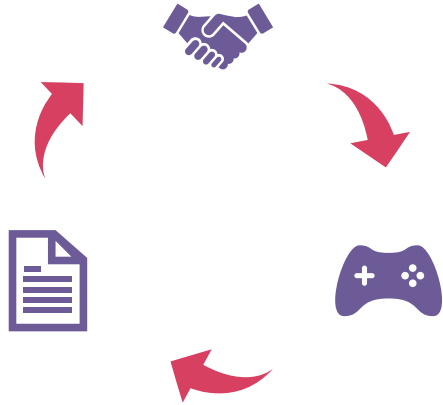
PAY2 PLAY

Smart Wagers with Ethereum Blockchain

[Start Wager](#)

Solution

An entertainment suite designed with the gamers and the developers in mind.



Smart contract based wager application allows for monetization of skills.

A utility token to attract players to new games and set them free of the siloed nature of traditional platforms.



PLAY Token: The native token of the Pay2Play ecosystem. The PLAY token grants a player rewards or special features in Pay2Play Partner Games or it can be redeemed at the PLAY Exchange.

PLAY^{Power}: The lifetime wins/losses that a player has accumulated. This figure cannot be changed no matter how many PLAY tokens a user may possess at any given time.

PLAY Exchange: The goods or services that a player can receive if they decide to redeem their PLAY tokens. Redemption can only take place with Pay2Play, LLC. The PLAY Exchange is still in development and will not be available at launch.

PLAY VIP: The specific in-game rewards or special features that a developer will provide to entice players to engage with their game.

Pay2Play Partner: Game developers who have partnered with Pay2Play and will offer PLAY VIP based on a player's PLAY Token balance.

Feature	Status
PLAY Tokens	Live (testnet)
PLAY ^{Power}	Live (testnet)
PLAY VIP	Live
Pay2Play Partner	In Progress
PLAY Exchange	In Development

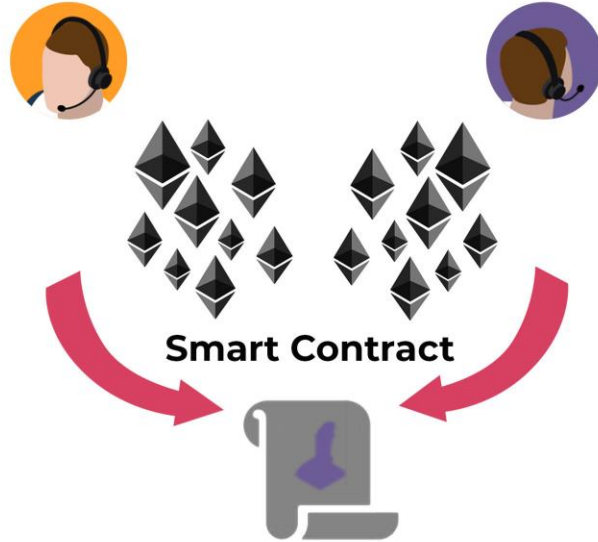
Overview

Wager Process

Wagers are funded using ETH.

Player one creates a wager and invites Player two

Player two confirms and funds the wager.



Game On!

The winner get's the pot!

LOSE



WIN



Win or lose, you'll still get bonus **PLAY Tokens!**



PLAY Token Utility

PLAY tokens are awarded to the winning player after a wager is complete. The amount of PLAY awarded is fixed at 1 win = 1 PLAY.

After each win or loss a player's "Wins" or "Losses" counter is incremented by 1. This counter is not correlated to the amount of PLAY a user holds at any given point in time.

As a player's PLAY token balance increases they will receive rewards or extra features in Pay2Play Partner Games called PLAY VIP. Rewards or extra features are determined by the individual game developers. This allows developers to get creative and provide more unique prizes to entice players.

Should a player decide they would like to redeem PLAY Exchange* for an item they can do so. PLAY Exchange are goods or services that players can acquire by trading in PLAY.

When a player trades PLAY for PLAY Exchange their PLAY balance is reduced (not their wins or losses counter). By reducing their PLAY balance, players may lose access to the rewards or extra features in certain games.

*PLAY Exchange is still in development and will not be live at the initial launch.

PLAY Token Utility

A bonus structure is available to encourage players to utilize the wager application. If a user makes >3 wagers in 1 day, then 1 win = 2 PLAY for each wager starting at wager #4.

Pay2Play encourages all players to maintain their accounts over a long period of time and engage in the ecosystem. To this end a reward will be granted to players who wager and keep the same account. The reward is given annually on the anniversary of the player's first wager. Preliminary details of this reward program are outlined below.

*Reward = (80% * WL) + (20% * N) where;*

WL = Player's Win/Loss Ratio (# Wins/# Losses)

N = Length of time account open in months

Example

A player with 10 wins and 4 losses would have a Win/Loss Ratio of 2.5 (10/4).
If the same player has maintained their account for 2 years then N = 24 (12 * 2).
This player's Reward = 6.8 PLAY [(80% * 2.5) + (20% * 24)]

Ensures fair competition

Immutable record

Trustless

PLAY^{Power} is the lifetime record of a player. This stat cannot be changed, except when a player wins or loses matches, and is not directly correlated to the quantity of PLAY held at a given time.

A player can create a new account if they determine they have accumulated too many losses. However, they will lose any PLAY they have acquired and the benefits that come with holding PLAY.

Earned. Not bought or sold

Independently verifiable via blockchain

PLAY VIP

*In-game reward
example*

*The following are for
example purposes only.*

*Each game developer
can provide unique
rewards as they see fit.*

*The point is that the
more PLAY a player
holds, the more they
benefit.*

	PLAY Tokens
Tier I	0-50
Tier II	51-99
Tier III	100+

	Tier I	Tier II	Tier III
RPG	Rare treasure	Rare weapon	In-game ally
Strategy	Special game hint	+ 0:30 on timed task	Rare map
Action	Extra armor	Increased speed	+1 Extra life

Partner Games

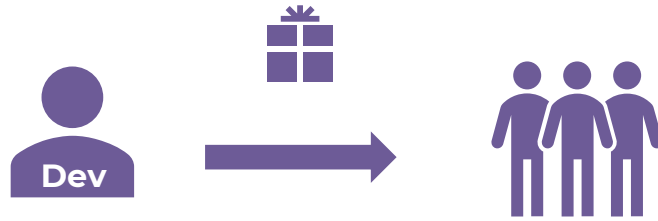


How do I attract more players on a small budget?



I'll become a Pay2Play Partner Game!!

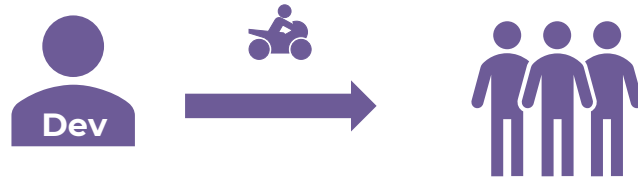
Partner Games



Developer provides in-game reward to players based on PLAY Token level.



Players are motivated to try a new game since they receive an automatic reward.



Developers can be creative with the rewards they offer to entice players.

Partners



Supporting indie game developers who overlook marketing and advertisement so they can focus on quality.



Control heroes and units to destroy your opponent in this real time competitive experience.

PLAY Exchange

Not live at launch

PLAY	Exchange
100 PLAY	1 Mo. Netflix
150 PLAY	Skin
250 PLAY	1 Mo. Free Game

For example purposes only.

PLAY Exchange are goods or services that players can obtain when they decide to redeem their PLAY tokens. Players must decide if the Exchange is worth the reduction in their PLAY balance as this may cause them to lose PLAY VIP status in Pay2Play Partner Games.

PLAY Supply

Public

Tokens available to players as a reward for winning wagers.

Company

Tokens available to Pay2Play, LLC to use as incentives for partnerships, new team members and promotions.

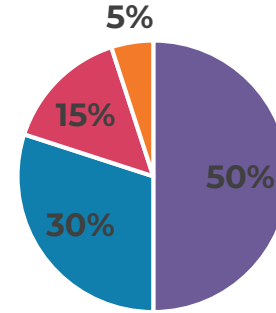
Founders

Tokens available to the founders of Pay2Play, LLC.

Misc.

Tokens available for miscellaneous tasks.

PLAY Token Supply



■ Public ■ Company ■ Founders ■ Misc.

Total Supply = 1,000,000,000 PLAY

PLAY Token Velocity and Game Theory

PLAY Token Velocity

Token velocity deals with how quickly tokens are bought and sold, particularly by speculative investors.

The PLAY Token is designed as a utility token and not a speculative investment vehicle.

For this reason, PLAY will only provide true value to those in the gaming community. Holding PLAY will provide unique rewards or special features in Pay2Play Partner Games and allow players to redeem for PLAY Exchange.

For your average investor these prizes will not be enticing and will deter them from acquiring PLAY.



PLAY Token Game Theory

PLAY holders will have to make decisions regarding how they decide to utilize their PLAY.

It is known that to acquire PLAY a user must:

1. Expend time (game play)
2. Risk capital (acquire PLAY via wagering)

It is also known that PLAY carries benefits:

1. PLAY VIP
2. PLAY Exchange

Players must consider their inputs to acquiring PLAY and determine if the benefits of holding outweigh the benefits of redeeming the tokens.

Players must also consider the fact that by redeeming PLAY they may lose access to certain rewards or special in-game features if they drop to a lower PLAY VIP Tier.

Since PLAY^{Power} cannot be transferred, a player who desires to create a new account must determine if it is worth losing all of their stats and starting from scratch before doing so.

Competition

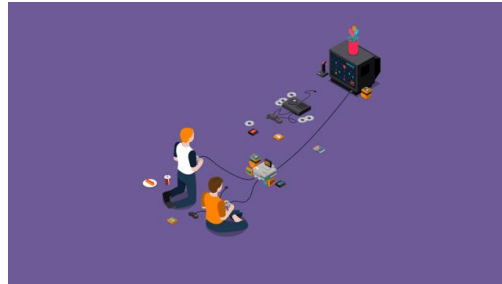
	Pay2Play	FirstBlood	HEROcoin	Wagerr	Augur
Entertainment Suite	YES	NO	NO	NO	NO
Skill Based Competition	YES	YES	NO	NO	NO
Game Developer Inclusion	YES	NO	NO	NO	NO
Decentralized	YES	YES	YES	YES	YES
Working Prototype	YES	YES	YES	YES	YES

Competitive Advantages



PLAY Tokens

One token. Multiple functions. All improving the experience of the end users.



Community Focused

Gamers and Developers. All are welcome and we all make the platform stronger together.



Decentralized

Users own their data. Now and forever.

Team



Corbin Bridge

- ✎ Marketing and Finance 2 Years, Caesars Entertainment
- ✎ AdTech M&A 2 Years
- ✎ University of Nevada, Las Vegas M.B.A, Finance



Konstantin Yurchenko Jr.

- ✎ CTO Coingig
- ✎ Software Engineer 3 Years, Intel
- ✎ Rochester Institute of Technology, Engineering (Dean's List)

Roadmap



Q3-Q4 2017

- ❑ Concept created
- ❑ Development of initial smart contract



Q1 2018

- ❑ Pivot to Entertainment Suite
- ❑ Begin building social profile



Q2 2018

- ❑ Beta launch
- ❑ Form partnerships

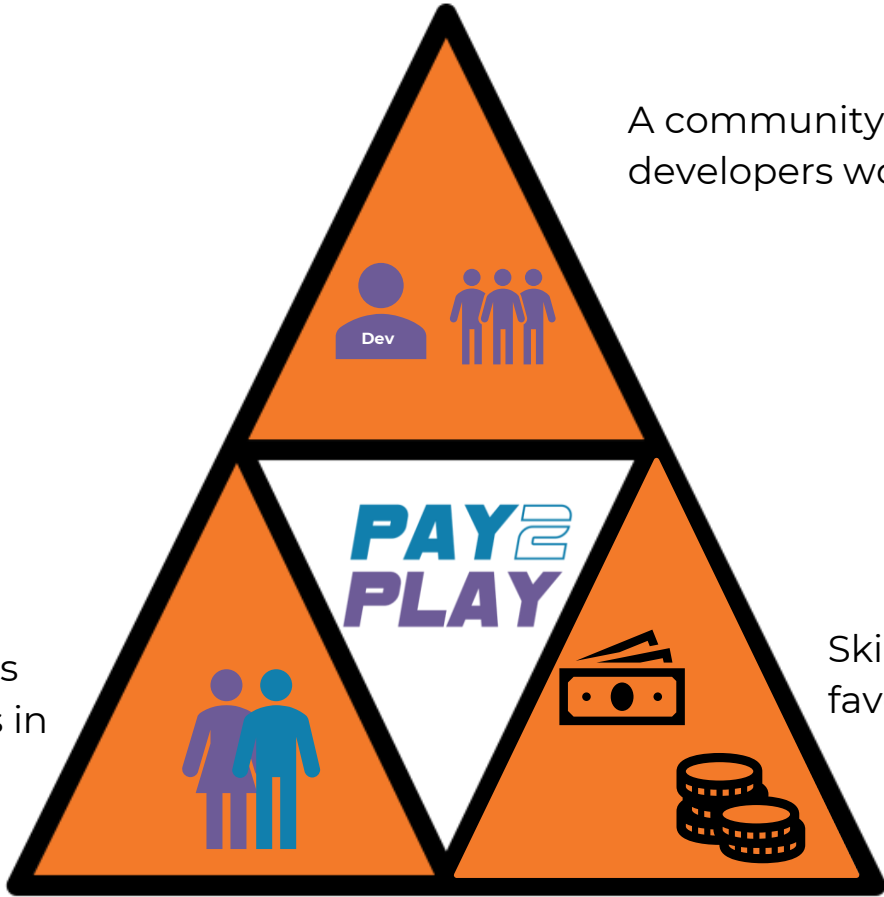


Q3 2018

- ❑ First Pay2Play Tournament
- ❑ Form partnerships
- ❑ Updates from Beta Testing

PAY2PLAY IS THE ANSWER

A community of gamers and developers working together.



Breaking down the walls between gamer profiles in different games.

Skill-based wagering for your favorite games.

Thank You!



Contact

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