

# GameBuild Litepaper

Andy Pan

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## Abstract

This paper introduces GameBuild, an innovative infrastructure designed to revolutionize the gaming industry by integrating blockchain technology to boost revenues for developers and players. It replaces traditional gaming platforms with advanced features for development, analytics, bridging Web2 and Web3 games, while incorporating seamless in-game advertising through 'ad spot'. These ad spots - dynamic spaces within games, display ads non-intrusively as visual, auditory, or interactive elements which are tradable within the GameBuild ecosystem. The GameBuild SDK enables efficient blockchain integration and asset management (administration). Furthermore, the GameBuild token enhances platform engagement by offering governance voting, auction marketplace creation and collateral for accessing enhanced services, thereby facilitating new revenue streams and robust advertiser engagement. Overall, GameBuild not only facilitates new revenue streams and robust advertiser engagement but also signifies a transformative step in merging traditional gaming with the blockchain landscape.

## 1 Introduction

The dominant play-to-earn model in web3 games, initially promising, often creates conflicting interests between developers and players, leading to game sustainability issues. This model needs economic mechanisms that promote collaborative success among all the participants. Additionally, the 'Apple tax' highlights a platform monopoly in web2 advertising, where major platforms control user data, stifling innovation. However, privacy and blockchain advancements could lead to a fairer advertising system. Another challenge is the inability to effectively analyze player intent in web3 games, often relying on speculative insights. Games like Crypto Kitties and Loot show the potential of web3 but underline the need for precise player behavior insights to enhance game design and advertising efficacy through integrated web3 features.

## 2 Vision

GameBuild envisions revolutionizing the gaming industry by merging advanced blockchain technology, dynamic in-game advertising, and robust development tools to create a more immersive and economically sustainable gaming ecosystem across Web2 and Web3 platforms.

## 3 Ad-Spot-based Advertising Paradigm

**Ad Spot.** At the core of the GameBuild protocol is the concept of an 'ad spot', a revolutionary feature designed to integrate advertising seamlessly into the realm of on-chain gaming. An ad spot represents a specific segment of digital space within a game environment, where advertisements are organically embedded as part of the virtual landscape.

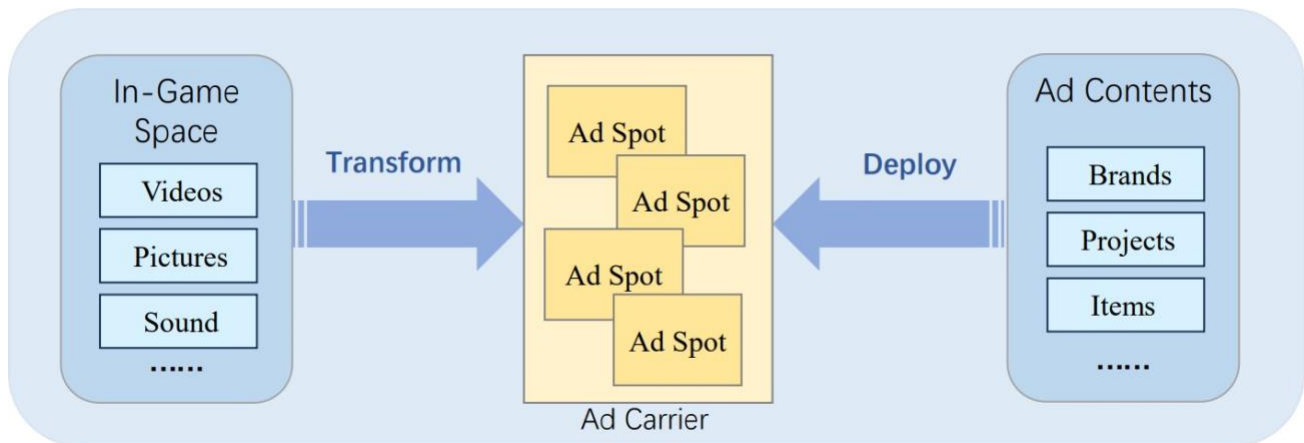


Figure 1: Ad Spot Design

- **Game Integration:** Each ad spot is inherently linked to a specific game and may take various forms, such as:
  - Visual spaces for displaying graphics.
  - Character-specific sound effects.
  - Virtual companions that roam within the game environment.
- **Asset Value:** Ad spots possess intrinsic asset value, enabling them to be:
  - Traded.
  - Transferred among game participants.
- **Media Versatility:** Ad spots are versatile carriers of diverse media types, including:
  - Videos.
  - Pictures.
  - Other multimedia content.

## 4 The GameBuild SDK

### 4.1 The GameBuild SDK

Game development inherently presents several challenges, such as long development cycles, the need for high technical expertise, and the difficulty in balancing player engagement with profitability. The GameBuild SDK addresses these issues by facilitating the integration of blockchain technology into both traditional and emerging Web3 games. Rather than requiring developers to build blockchain games from scratch—a process that is time-consuming, lacks standardization, and typically reaches only a niche market—GameBuild SDK aims to streamline this integration through a standardized, efficient approach. The infrastructure provided by the SDK includes three essential modules: Asset Management, Identity Management, and Security Protection. Additionally, it introduces two innovative modules: Ad Management and Data Analysis, each designed to enhance the economic and engagement aspects of game development. This setup not only simplifies the technical process but also broadens the potential user base, making blockchain features accessible and practical for a wider range of games and developers.

## 4.2 Key Modules of The GameBuild SDK

The GameBuild SDK consists of five interconnected modules designed to enhance the integration and functionality of blockchain within gaming environments. These are:

1. **Identity Management Module:** Serves as the foundation of the ecosystem by authenticating users and linking their identities to digital assets and transactions. This module is crucial for ensuring secure interactions within the SDK.
2. **Asset Management Module:** Utilizes the identity framework to tokenize in-game assets and manage their ownership, thus ensuring that assets are securely tied to user identities.
3. **Security Protection Module:** Provides cryptographic security and integrity checks to protect assets and user data from potential threats.
4. **Ad Management Module:** Integrates with other modules to utilize user and asset data for placing and optimizing in-game advertisements, thereby improving the advertising value and player experience.
5. **Data Analysis Module:** Analyzes data from all modules to offer actionable insights that refine user engagement, asset management, and advertising effectiveness.

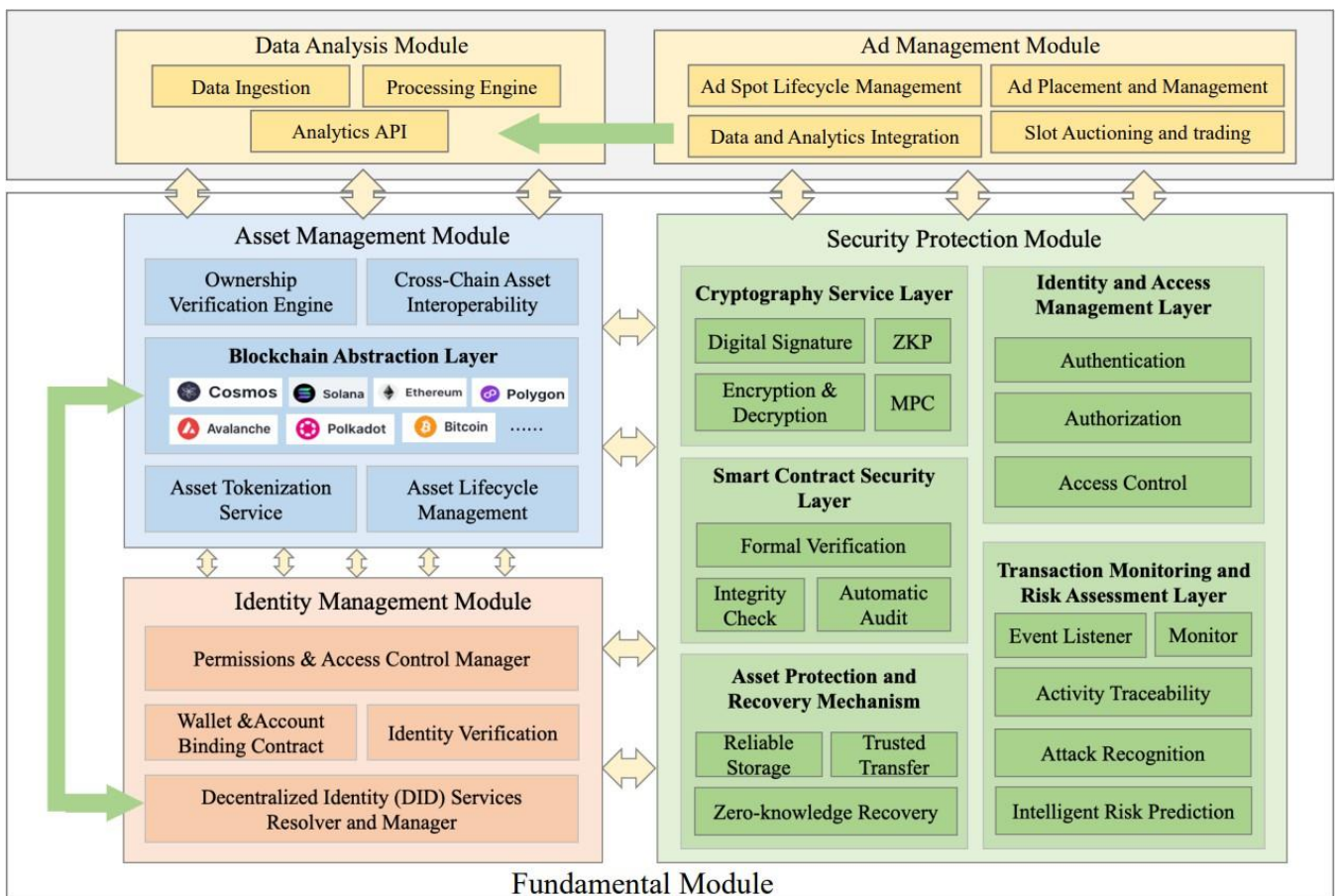


Figure 2: Technical Architecture Overview of GameBuild SDK Modules.

Together, these modules form a comprehensive ecosystem that facilitates secure asset tokenization, targeted advertising, and deep analytics, ultimately creating a robust and user-centric blockchain gaming experience. This integration empowers each party to adapt to and thrive in the evolving gaming landscape, supporting informed decision-making to balance game economies and enhance player engagement through detailed insights into user behavior and asset utilization.

## 5 Economics and Incentive Mechanisms

The \$GAME token ecosystem underpins several crucial functions such as governance, collateral, membership, and the creation of auction marketplaces. This token not only facilitates the operation and governance within the platform but also deeply integrates with the GameBuild SDK, enhancing access to its services and supporting the ecosystem's overall functionality and growth.

### Governance Vote

- To promote decentralised community governance for the network, \$GAME would allow holders to propose and vote on governance proposals to determine future features, upgrades and/or parameters of GameBuild, with voting power proportionate to the amount of tokens held by each user.
- The right to vote is restricted solely to voting on features of GameBuild; it does not entitle \$GAME holders to vote on the operation and management of the Company, its affiliates, or their assets or the disposition of such assets to token holders, or select the board of directors or similar bodies of these entities, or determine the development direction of these entities, nor does \$GAME constitute any equity interest in any of these entities or any collective investment scheme; the arrangement is not intended to be any form of joint venture or partnership.

### Collateral

- \$GAME functions as a membership/access token, which may be utilised as collateral for accessing platform services such as identity management, asset management (administration), security protection, and SDK provision.

### Membership

- As the platform currency, \$GAME may be utilised for transactions within the platform, such as purchasing membership.
- Highlight included services like data analysis and general market advice.

### Auction Marketplace Creation

- \$GAME may be utilised by users to create and manage an auction marketplace.
- It is important for participating users to have a sufficient stake in the network to prevent malicious behavior. Include defenses against attacks (like conspiracy and witch hunts), regulation of participant behavior, and penalty mechanisms for abnormal activities.

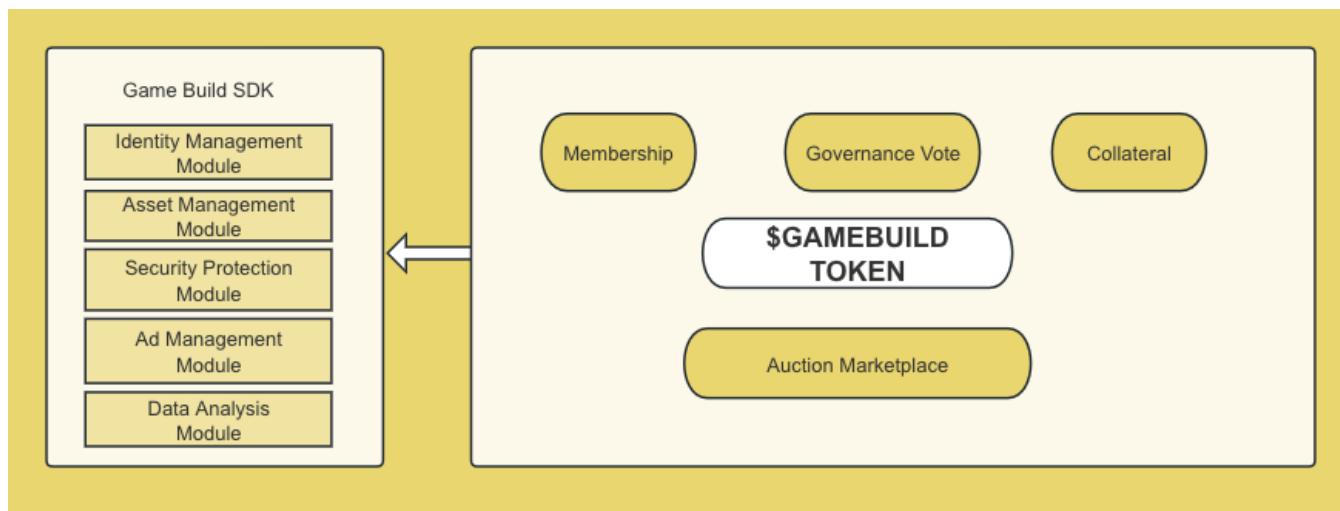


Figure 3: \$GAME Token Flow

The connection between the \$GAME Token and the GameBuild SDK is pivotal; the token not only facilitates governance within the platform but also integrates deeply with the SDK's services, enabling comprehensive access to platform tools and enhancing the utility and operational efficiency of the SDK for developers and users alike. This integration underscores the symbiotic relationship between the token's economic functions and the SDK's technological capabilities, driving both platform engagement and ecosystem growth.

## 6 \$GAME Token Map

### 6.1 \$GAME Token Allocation

Token \$GAME is issued after the merger of \$CRE and \$SLG to develop GameBuild and its ecosystem.

The total supply of GAME is 21,419,639,400, of which 72.91% are already in circulation. Circulation A is from CRE's circulating part, circulation B is from SLG's circulating part. Strategic Investor and Seed Investor account for 2.40% and 1.97% respectively, which are from SLG's Strategic and Seed investors' unvested parts. 3% are used for airdrop for CRE holders, 6.57% are used for business development and 13.15% are used for developing ecosystem.

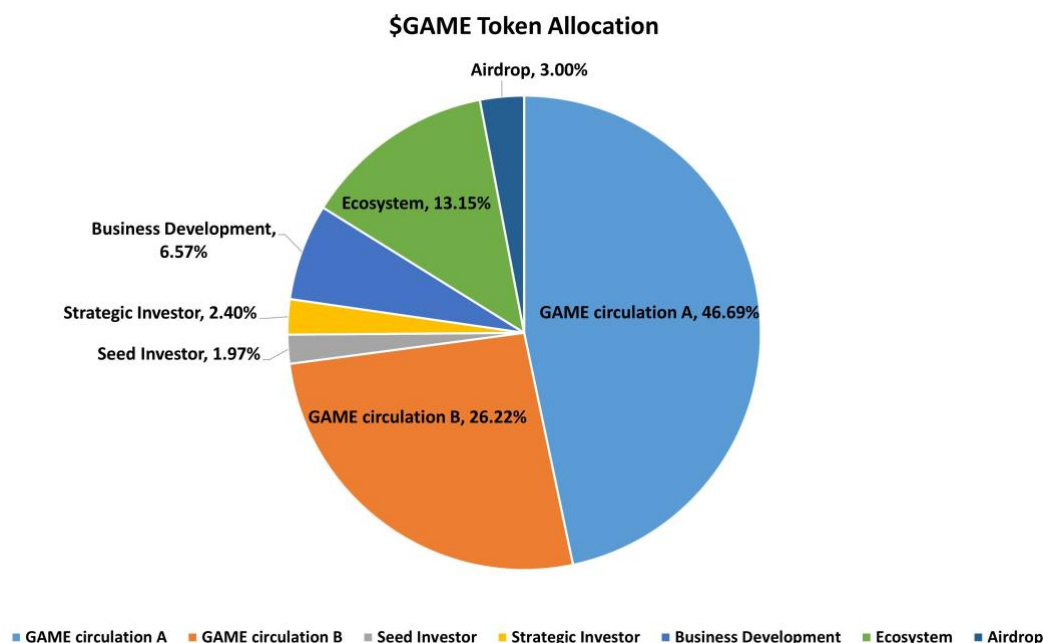


Figure 4: \$GAME Token Allocation

\$GAME	Token amount	% of total supply	Source
<b>GAME circulation A</b>	10,000,000,000	46.69%	From CRE circulation
<b>GAME circulation B</b>	5,616,114,935	26.22%	From SLG circulation
<b>Seed Investor</b>	422,526,658	1.97%	From SLG seed investor unvested part
<b>Strategic Investor</b>	513,883,773	2.40%	From SLG Strategic investor unvested part
<b>Business Development</b>	1,408,174,951	6.57%	From 1/3 of SLG unvested part exclude investor and airdrop part
<b>Ecosystem</b>	2,816,349,901	13.15%	From 2/3 of SLG unvested part exclude investor and airdrop part
<b>Airdrop</b>	642,589,182	3.00%	From part of SLG's unvested part exclude investor part

## 6.2 Adjusted vesting plan for \$GAME unvested part — 6 months lock-up period

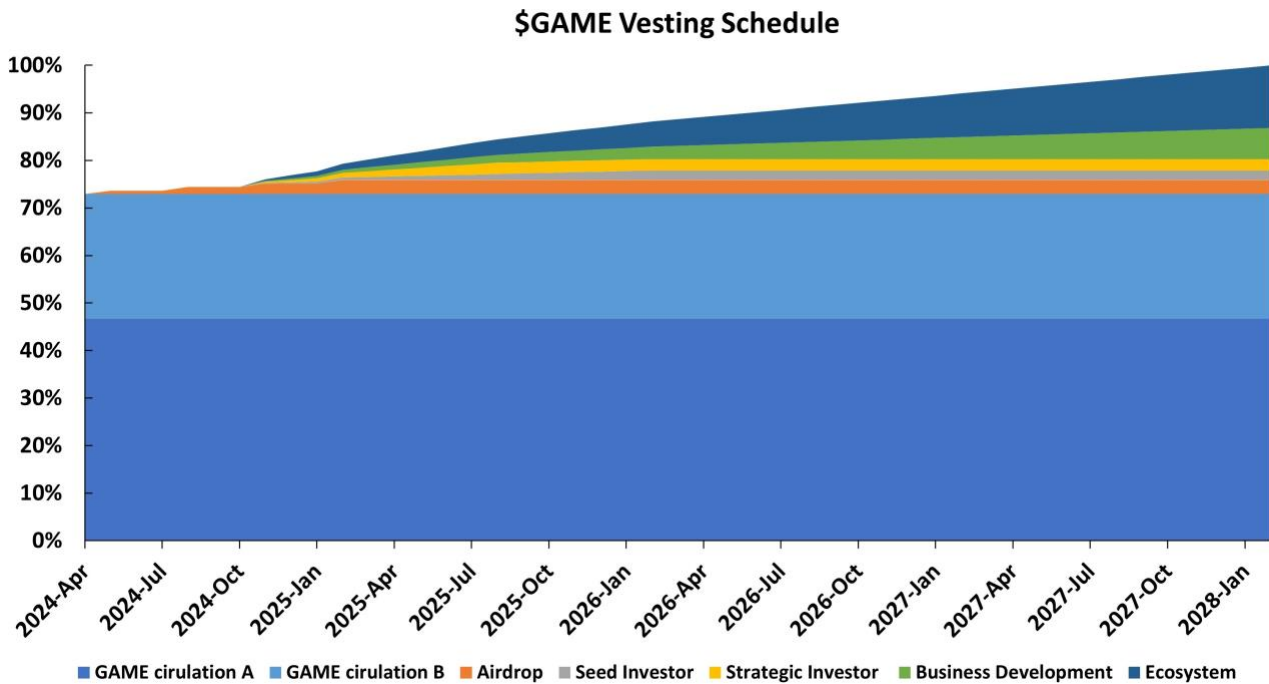


Figure 5: \$GAME Vesting Schedule

<b>\$GAME Vesting Schedule</b>	<b>GAME circulation A</b>	46.69%	TGE 100%
	<b>GAME circulation B</b>	26.22%	TGE 100%
	<b>Airdrop</b>	3.00%	4 rounds in total
	<b>Seed Investor</b>	1.97%	6 months cliff after merger, 16 months linear
	<b>Strategic Investor</b>	2.40%	6 months cliff after merger, 10 months linear
	<b>Business Development</b>	6.57%	6 months cliff after merger, 40 months linear
	<b>Ecosystem</b>	13.15%	6 months cliff after merger, 40 months linear