WHITEPAPER - JANUARY 2022

PLAYA3ULL
GAMING 3.0

"Gamers both demand and deserve novelty. They need something new. As a game developer, one of my rules is there will be at least one thing in every game that I worked on that no one on the planet has seen before."

– *Warren Spector*

INTRODUCTION

PLAYA3ULL GAMES combines NFTs Cryptocurrency and PC based games to enhance the gaming experience significantly.

We believe that six things make a game great:

1. **Games should be immersive.**
2. **Games should be made to the highest standard.**
3. **Games should be controlled by the gamers that play them.**
4. **Gamers should own all their earned in-game assets and be able to sell them to others if they want or need to.**
5. **Gamers should have a way of getting rewarded for their loyalty.**
6. **Each game should be owned by a DAO (Decentralised Autonomous Organisation) that will continue even if the company does not.**

Our mission is to build (internally) and sponsor (externally) games designed by the best gaming developers in the world. To achieve this, we will build our own Blockchain, release Nodes and the 3ULL Coin which will serve as the foundation for all the Playa3ULL universe.

Each of our games have several parts that contribute to the Playa3ULL ecosystem. Each game will be owned by its own DAO. Each game will be directed by the DAO's community. Each game will be built on its own world. Each world will have part of that world dedicated to the MetaVerse, where if you like the game world, you will be able to purchase land, build homes, businesses, and social environments on that land.

Playa3ULL is gaming designed backwards. We ask you what YOU want and build the game for you. You get to be involved in the important decisions and even have directional say through the DAO.

Welcome to the future of gaming.

CONTENTS

OUR MISSION

"To create games that transport you to a different place. Games that immerse you in the experience and allow you to experiment with being something more than yourself.

Transferring the ownership, design and economy of these games to the people who play them. And to reward those players with in-game assets they own."

PLAY

THE PRODUCERS

PLAYA3ULL GAMES

THE COMMUNITY
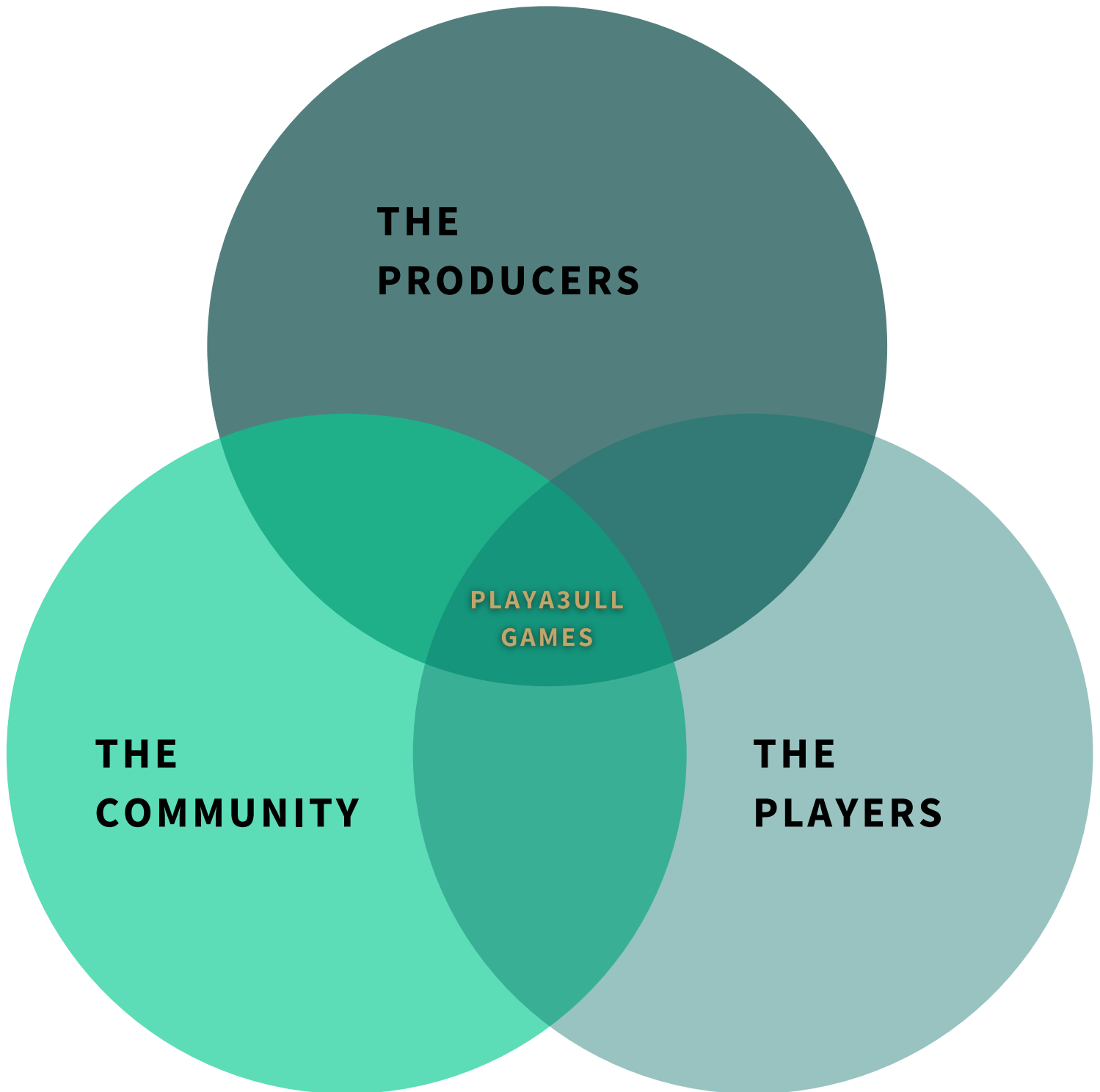
THE PLAYERS

The days of a gaming companies ignoring the player base and not rewarding the community are over!

VI3 - VERY IMPORTANT 3ULLS

At the core of any great organisation are the true believers. The people who are so passionate about the ideas the company is pursuing that they want to be a part of it. At PLAYA3ULL that group is our VI3s (Very Important 3ULLs).

To become a VI3 will cost you 10,000 3ULL coins. The reason we are putting a cost on admission to this club is to make it exclusive. The word exclusive literally means that some people will be "excluded" from entry. As time goes by those 10,000 3ULL coins may end up being quite a sum and many people will not join because the amount will be prohibitive.

So who will want to be a VI3?

The people who back our mission 100%. The people who truly believe that changing the ecosystem around gaming is important and want to be involved in making that happen.

Benefits to being a VI3:

- There is a special private channel just for VI3's in Discord.
- Early access to everything happening in the PLAYA3ULL universe.
- Opportunity to be involved in surveys that will determine our company's direction.
- The VI3 channels will be visited regularly by the game developers so you can speak with them and give them your feedback and ideas.
- Exclusive NFTs just for VI3s from every game that is built in the PLAYA3ULL universe.
- Exclusive Early Game Play Testing. All games need to be tested in Alpha and Beta mode. VI3s will be asked to test each game and give us ongoing feedback. We want and need your opinion so we can make better games.
- Special merchandise branded with the VI3 logo.

In summary Being a VI3 will bring you inside the "closed garden" that most companies erect to keep people out. It will make you an integral part of the PLAYA3ULL team and give you rewards that are not available to the general public. We look forward to seeing you in there!

257B

In 2020 the US video game industry grew about 27% to almost $57 billion in revenue, surpassing movies and music combined - NPD Group.

Data from DappRadar shows that trading NFT's reached $22 billion in 2021 compared with just $100 million in 2020, an increase of 22,000%.

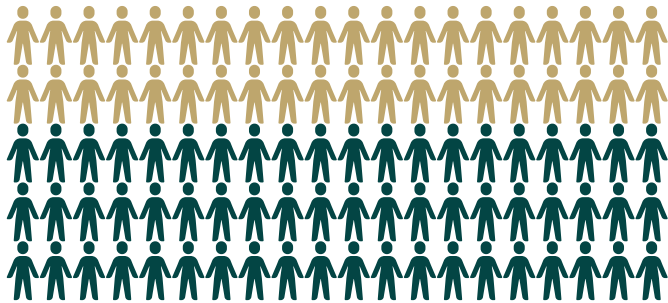The Global Blockchain Games Market will grow from 4.9 billion in 2021 to 67.4 billion by 2026.

A report published by Jon Peddie Research in 2020 suggests that the PC gaming hardware market would pass $37 billion by the end of 2021.

The gaming industry is expected to reach $257 billion in revenue by the end of 2025.

STATE OF GAMING
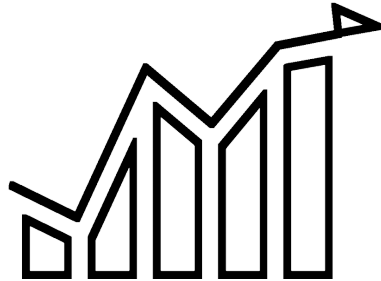
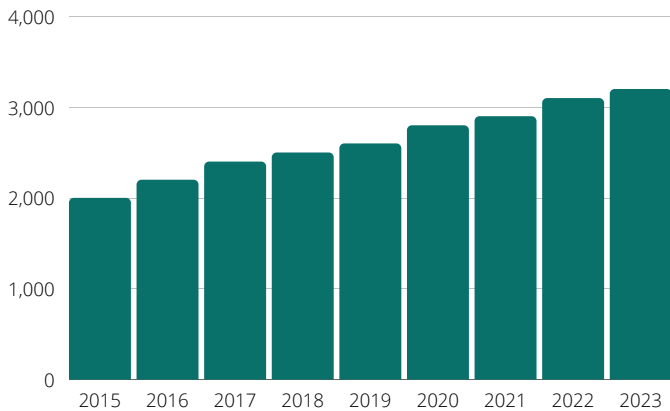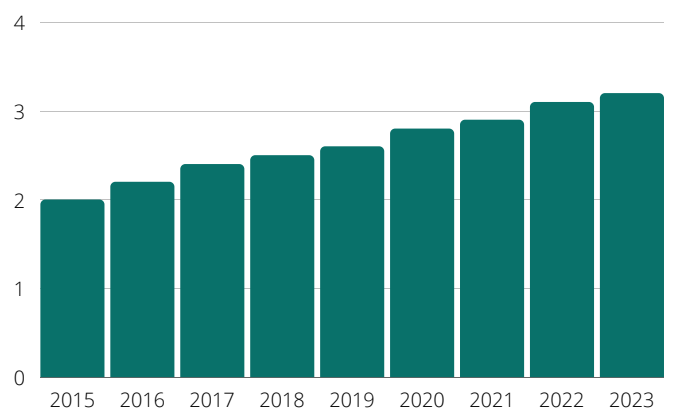## 40% OF WORLDS POPULATION ARE GAMERS

52% OF ALL GAMERS PLAY ON THEIR P.C.

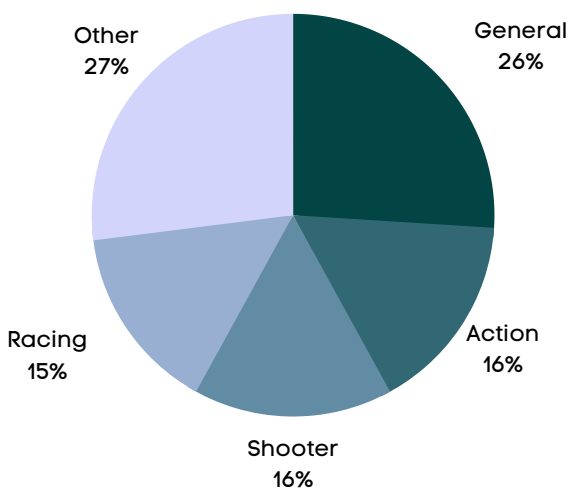## VALUE OF VIDEO GAMING INDUSTRY (BILLIONS)

NUMBER OF GAMERS BY YEAR (BILLIONS)

MOST POPULAR GAME GENRES IN THE US (2021)

Other 27%

General 26%

Racing 15%

Action 16%

Shooter 16%

GLOBAL GAMES MARKET 2020

Middle East & Africa
$6.2Bn

Europe
$32.9Bn

Latin America
$6.8Bn

TOTAL
$174.9
Billion

Asia-Pacific
$84.3Bn

North America
$44.7Bn

9.0
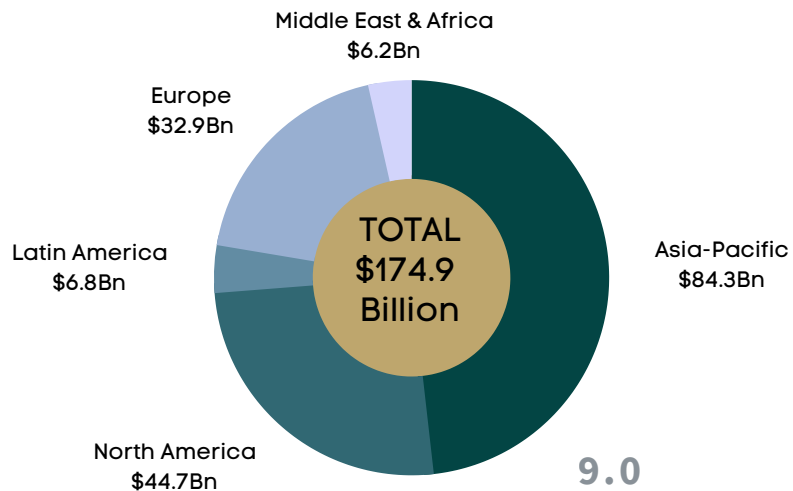
PLAYA3ULL GAMING DAOS

Each PLAYA3ULL game will be owned by a DAO (Decentralised Autonomous Organisation). To become a DAO member, you buy an NFT for that game.

The NFTs that gives you DAO ownership will reward you with benefits:

- The rights to VOTE on upcoming changes to the game.

This will not make you a "designer" or "developer" of the game, but it will let you shape the direction the developers take on parts of the game.

When important decisions are to be made for the game's direction, those decisions will be put up to a VOTE by the DAO NFT holders. If you love your games, have a say.

3ULL COIN TOKENOMICS

- 50,000,000,000 3ULL Coins (50 billion Total MAX Supply in 10 years) on the Avalanche (AVAX) Blockchain

- 5,000,000,000 3ULL Coins (5 billion) come into existence through Nodes each year for 10 years. Nodes will be sold at $100 USD for the first 100. The price will increase by $100 USD after every 100 Nodes are sold. E.g.

Nodes 1 - 100 = $100 each	Nodes 101 - 200 = $200 each
Nodes 201 - 300 = $300 each	Nodes 301 - 400 = $400 each
Nodes 401 - 500 = $500 each	Nodes 501 - 600 = $600 each
Nodes 601 - 700 = $700 each	Nodes 701 - 800 = $800 each
Nodes 801 - 900 = $900 each	Nodes 901 -1000 = $1000 each, etc

- There will be only 50,000 Nodes sold worldwide.

- 13,698,630 coins per day released through the nodes. 50% divided equally amongst the node owners (6,849,315) and 50% to the company for running operations.

- The company will use its share of 3ULL coin to fund the development of games and run overall operations.

- As the Nodes increase in number, the number of coins that Node Owners receive will decrease proportionally.

- Every year there is an equal distribution of 5,000,000,000 3ULL coins through the nodes. Once the nodes are all sold, we will change the token to a coin on our own blockchain.

- After all coins have been distributed, there will be a small fee paid for each transaction to the Node Owners in exchange for hosting the Nodes.

3ULL COIN TOKENOMICS CONT.

What exactly am I buying?

When you purchase a PLAYA3ULL GAMES Master Node you are securing a license to operate a PLAYA3ULL GAMES Master Node. You are NOT buying hardware. We have three stages of Master Node activation. You will need to provide the computer hardware required to run the PLAYA3ULL GAMES Master Node. Only in stage three will we require dedicated hardware of a minimum specification.   E.g. 2 CPU cores - 4 GB RAM - 100 GB Storage - and a stable internet connection.

Stage 1. The PLAYA3ULL GAMES License NFT must be in your MetaMask Wallet. This License communicates with the Smart Contract that distributes the 3ULL Coins each day and is the verification needed for any future rewards. Some people will purchase multiple Master Nodes. Each license for each Master Node will need to be in your PLAYA3ULL GAMES Wallet to receive the daily rewards. In Stage 1, we have no need for computing power, so the License Software is all you will need to install on your computer. In Stage 2, as PLAYA3ULL GAMES releases games, we will have a need for computing power.

Stage 2. We will need each owner of a Master Node License to download and activate the Node Software on a single computer. In this stage the computer power is not very important. People who own more than 1 Master Node can activate the node software on one computer and they will still receive the rewards for all the Master Nodes Licenses they have in their Wallet.

Stage 3. All Master Node Software will need to be activated on individual computers. This is to make sure the PLAYA3ULL GAMES Blockchain has all the computing power it needs to operate efficiently. At this stage the costs of running a Node should be lower than the rewards being received each day.

It is estimated that the timing for the three stages will be as follows:

Stage 1, from launch to 3-6 months.
Stage 2, from 3-6 months to 9-12 months.
Stage 3, after 12 months.

83%

83% of all game purchases are now digital

3ULL COIN NODES

To achieve a secure distributed blockchain, it is preferable to build out your own Node system, that supports your ethos. This way, the things you secure in the blockchain can last indefinitely and autonomously while being totally scalable.

Our 3ULL Coin will only come into the world through our Nodes. Therefore, our Node owners are the backbone of PLAYA3ULL GAMES. As such a necessary piece in the ecosystem, we believe Node owners should be rewarded well.

> "Nodes form the backbone of the PLAYA3ULL ecosystem and the owners are rewarded with 3ULL Coin."

Purchasing Nodes in a blockchain is an interesting decision. If you purchase early in the cycle, you get your node at the cheapest price and receive the largest amount of reward coins. Waiting too long to buy a node may diminish the risk but they become more expensive to buy, often to the point of pricing people out of Node ownership.

Our Nodes are not intended to be an investment. Although our Node owners will be rewarded in 3ULL coin, Node operators must be part of our ecosystem because they believe in our mission and our vision of games for gamers by gamers and the ability to own in-game assets.

There will only be 50,000 3ULL Coin Nodes. They start at $100 USD and increase by $100 USD each time 100 Nodes are sold. All Node owners receive an equal split of the allocated 3ULL Coins each day. In year One, this is 13,698,630 3ULL coin each day. Every year the coin allocation is 5,000,000,000. Once the coins are fully distributed, all 50 billion, (over 10 years) a transaction fee will be paid to Node Owners in place of the daily coin allocation.

GAMES IN PRODUCTION

ROBOTO DOGGO IS A FAST-PACED BATTLE GROUND GAME. MOST GAMES WILL TAKE LESS THAN 30 MINUTES AND BE FILLED WITH QUICK DECISIONS, FAST REFLEXES, AND EXPLOSIVE CLASHES.

YOU BEGIN BY DROPPING INTO A 2 KILOMETRE BY 2 KILOMETRE ARENA WITH A SHORT COLLECTING PHASE. MOVE TOWARDS AN OBJECTIVE TO RENDEZVOUS WITH YOUR 50 PERSON TEAM. SWAP OUT PARTS YOU HAVE FOUND TO MAKE YOUR DOGGOS AS STRONG AS YOU CAN. THEN RUSH TO THE FINAL OBJECTIVE TO BATTLE OUT A 50 VERSUS 50 FIGHT TO THE DEATH. WINNER TAKES ALL!

PLAY TO EARN TOURNAMENTS WILL ALLOW GOOD PLAYERS TO EARN REWARDS FROM THEIR SKILL. NFT SKINS WILL BE ABLE TO BE PURCHASED WITH 3ULL COIN.

PLAYA3ULL METAVERSE

Open 24/7

When you make a game, one of the first things that is designed is the world the game will operate within. This brings with it an amazing opportunity that has only just begun.

You like playing this game, you like the feel of the environment and experiences and memories that you have here. Why not settle down and purchase some land on this world?

PLAYA3ULL GAMES will be selling land on each of the worlds that it makes for each of the games. Anyone will be able to purchase land and build (or have built for them) a structure on that land. What you do on your land is only restricted by the world it is built on and the capacity of your imagination.

Playing amazing games, having a say in how they are made and being able to own land on the worlds the games themselves are made in. A new and exciting time awaits you.

ROAD MAP

Q2&3 2022

- Expand PLAYA3ULL GAMES team
- Ramp up marketing campaigns
- Production of games continues
- Release ROBOTO DOGGO PC game
- Nodes upgraded to stage 2

START

Q1 2022

- Release Whitepaper
- Launch PLAYA3ULL GAMES
- Begin marketing and outreach
- Begin game development and acquisition outreach
- Release 3ull coin and Stage 1 nodes
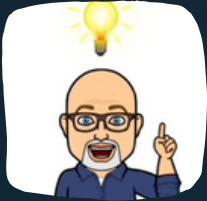- List 3ull Coin on exchanges

Q4 2022

- Hire strategic gaming experts to oversee DOA's
- Begin building DOA's
- Release of more betas/potential games
- Marketing for Node and Coin awareness
- Marketing for game awareness
- Marketing PLAYA3ULL MetaVerse

Q1 2023

- Host the PLAYA3ULL GAMES Awards
- Begin purchasing Gaming Companies
- Nodes stage 3

THE FOUNDA3ULLS

JONATHAN - OLD3ULL
FOUNDER
CSO
MASTER OF MARKETING

MICHAEL - CREDI3ULL
CEO
MASTER OF INTERNATIONAL BUSINESS
MBA

DANIEL - KNOWLEDGEA3ULL
HEAD OF GAMES
FOUNDER OF WICKED WITCH

MANU - PROGRAMA3ULL
SYSTEMS PROGRAMMER
BACHELOR OF COMPUTER SCIENCE

SAM - INSURMOUNTA3ULL
FULL STACK ENGINEER
BUS. INFO. & COMM. TECHNOLOGY
DATA SCIENCE

JACINTO - RELIA3ULL
BLOCKCHAIN DEVELOPER
PHD MATERIALS SCIENCE

JETHRO - YOUNG3ULL
CO-FOUNDER
GAME ARCHITECT

JUSTIN - FORMITA3ULL
GAME DEVELOPER

SAMUEL - RELATA3ULL
CO-FOUNDER
COMMUNITY MANAGER

ANDY - CHOPPA3ULL
WEB DEVELOPER

OUR RESPONSIBILTY

"If you didn't know it already, gaming is here to stay! Our family is a gaming family. Having raised four children in the screen age, we believe we have a responsibility to create not just the games we want to play but how we play and interact within them.

As children go online earlier, future generations are relying on us to create a world which is both fun and safe to play in. Games have become not just something we do, they are an ever expanding part of our lives."

Amanda Bouzanquet - aka Lauda3ull

SEE YOU INSIDE OUR GAMES!

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