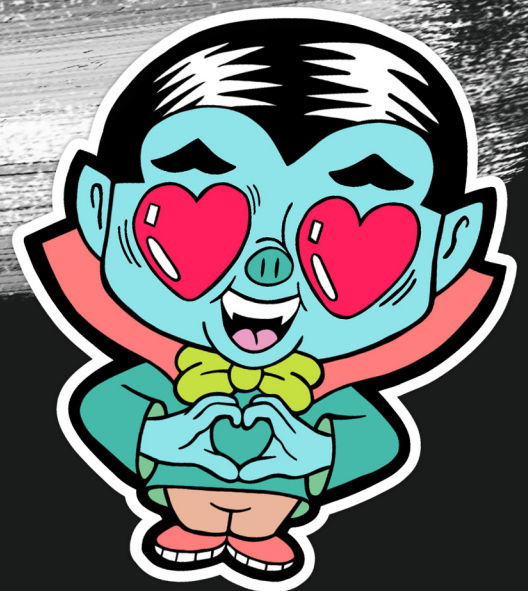




WASDER - THE FUTURE OF SOCIAL GAMING

## WHITE PAPER

This whitepaper is based on the current state of the company and the industry and may be subject to minor changes in the future.





## **The mission**

Our mission is to reshape gaming by giving players the home, the guide and the solutions to evolve their experience.



# Summary

Video Games are the dominant medium of the 21st century. While there are billions of game-players, their experience is highly fractured. Discovering, playing, talking and consuming game related content happens on separate platforms. Wasder aims to be the unifying platform, bringing all these disparate actions together in a highly gamified manner.

In addition, gamemakers experience a similar problem. They need to maintain several different channels for different aspects of their product, and the tools they use to engage with their community and promote their products are under-developed. By providing the entire funnel from discovery to converting players into real sales for

their games, we have developed highly sophisticated marketing tools that are integrated within a blockchain and NFT ecosystem.

As the world is evolving into a Web3 future, as already seen in finance, logistics, healthcare and other areas - the next generation of gamers and the gaming industry will be the primary drivers in this space. This insight and a firm conviction that it is better to be a change maker than becoming obsolete has led us to embrace Web3. In addition, blockchain technology allows for the functionality that Wasder requires in order to create the best user experience in the gaming world of the future.



# Content

Mission Statement	2	Showroom	30
		Avatar Vinyl Toy	32
Summary	3		
		Wasder System Overview	33
The Games Industry	5		
		Technology	35
Branding and Audience	7		
The Next Generation of Players	9	Business Pillars	37
Inclusivity	10	Wasder As A Service	39
Brand Philosophy	11	Wasder Digital Products	39
Brand Expression	12	Wasder As A Lifestyle Brand	40
The Player Funnel	14	Revenue Streams	41
Discovery	17	Advertising	42
Entertainment	17	NFT Market Cuts	42
Purchase	18	Partnership Agreements	43
Finding Players	18		
Communication	18	Tokenomics	44
Play Optimization	19		
Competition	19	Competitor Landscape	46
		Purchasing platforms	47
The Publisher Funnel	20	Communication Platforms	47
Discovery	22	Player Platforms	48
Community Interaction	22	Crypto Platforms	48
Sales	23		
Reward Integration	23	Roadmap	49
		Product	50
Blockchain Ecosystem	24	Marketing	51
Token Economy	25		
Economy Balancing	27	Team	53
Marketplace	27		
The Game of Wasder	28		



# The Games Industry



# The Games Industry

Today's game industry is worth more than all traditional entertainment industries combined - and it shows no sign of slowing down. It is also rapidly changing. At the speed of light the industry adopted free-to-play and games-as-a-service, conquered new platforms such as VR and AR, and is on the forefront of novel technologies like blockchain and play-to-earn.

Their attached services, from storefronts to marketing, have however not evolved so quickly.

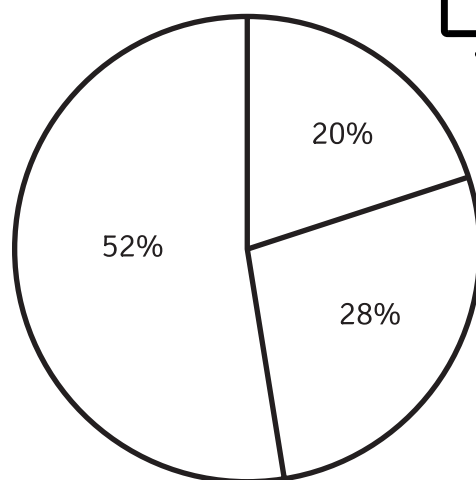
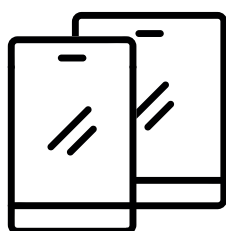
The result is a highly fragmented landscape, in which players need a multitude of platforms and tools to complete their gaming experience. This requires game-players to find, download, and learn to use a dozen different platforms. This also fractures their social network.

What if there was just one platform, solving all these challenges in one single place? This is how Wasder was born.

## 2021 Global Games Market

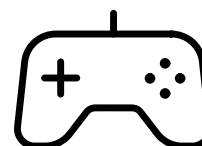
Mobile

**\$90.7 Bn**



PC

**\$35.9 Bn**



Console

**\$49.2 Bn**

2021 total

**\$175.8 Bn**



# Branding & Audience





Photo by Michael DeMoya on Unsplash





# The Next Generation of Players

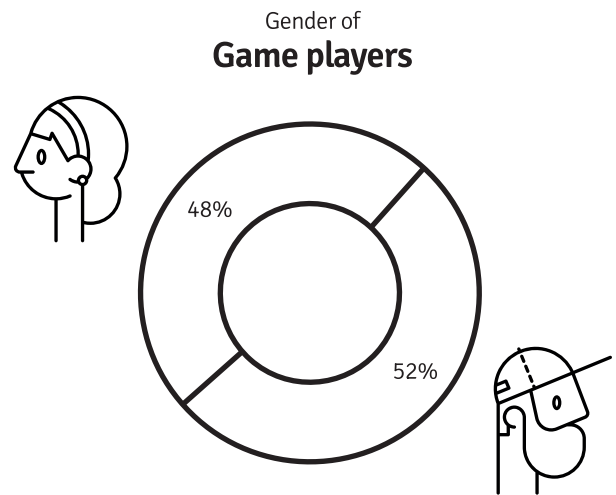
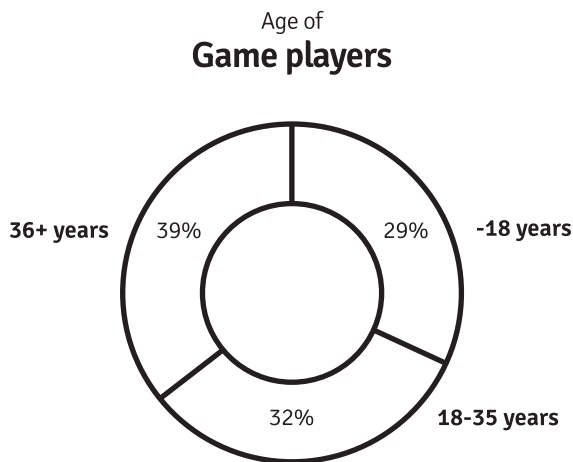
The days where being a gamer was a distinct identity are disappearing. Video games are now one of the most dominant media forms, and their cultural impact only keeps growing. For the younger generation around the world, video games are simply a part of their everyday lives. Today, most people can be defined as a gamer. From the mother who Live streams Fortnite after she has put her baby to sleep, to the 3rd grade class who plays Roblox during their recess. The new generation of players has evolved in a way where video games are now being played by anyone regularly.

Unlike most of our competitors, we are looking forwards into an already-happening future where video games are the prime source of style, culture, identity and art. We are building for people to whom this is just a fact of life, tapping into billions of consumers already out there.

We believe that all these individuals have the same needs and behaviors when it comes to interacting with the game space. Whether it's hearing about new games, finding people to play with, or when acquiring web3 assets.



# Inclusivity



Over the years, certain segments of gaming culture have created highly toxic environments for players. While efforts have been made to reduce this by various high profile companies, any contender entering this space needs to ensure that they are tackling safety and bad social actors effectively. We want to create positive change in people's lives through the power of games, but most importantly from truly understanding the challenges they face. Our unique take on improving the experience for ALL users on Wasder will alleviate some of the toxicity and tap into a large market of games players who currently avoid social spaces as evidenced by the abundance of feedback by these consumers

online. Along with traditional precautions, we are using our blockchain incentive system to encourage good behavior and modify earn rates for bad actors. We are also implementing customer-centric journeys that allow users coming from certain ads or game spaces to feel more at home and be less exposed to communities in which bad behavior is more likely.

Our declared goal is to be the largest social space for all gamers, but in particular we also aim to be the safest social game space for female videogamers, capturing a billion strong untapped market.



# Brand Philosophy

When you think of the Wasder brand, we not only want you to think of how consumers perceive us. We want you to really think about our entire brand experience. Everything from the logo, the products, to how we create positive change in your life.

People love to tell others about the brands they love, and a strong brand will separate Wasder from the competition. We will do this by implementing a Drop Strategy in the heart of our brand building to generate “brand power” and true connection with individuals at an emotional level.

Gaming is the dominant cultural medium of the years to come, and we aim to establish ourselves as the brand that empower players to drive culture forward in this exciting new world.





# Brand Expression

Our new brand expression takes inspiration from Urban Culture, art and Self expression; a form of personal expression/art form that is displayed in public on surrounding buildings, on streets, trains and other publicly viewed surfaces. The expression is very rooted in Urban Culture and can be shaped in various forms such as Sticker Tagging, Graffiti, stencils, sculptures as-well as Toy Collectibles and custom sneakers.

It has synergies with Urban lifestyle and it often borrows influence from 1990s and early 2000s aesthetics and trends. We want our users to get the same experience by treating Wasder as a World/city canvas in itself.

Through this new tonality we'll broaden our brand appeal and make Wasder ready to scale toward hundreds of millions of players.





# The Player Funnel

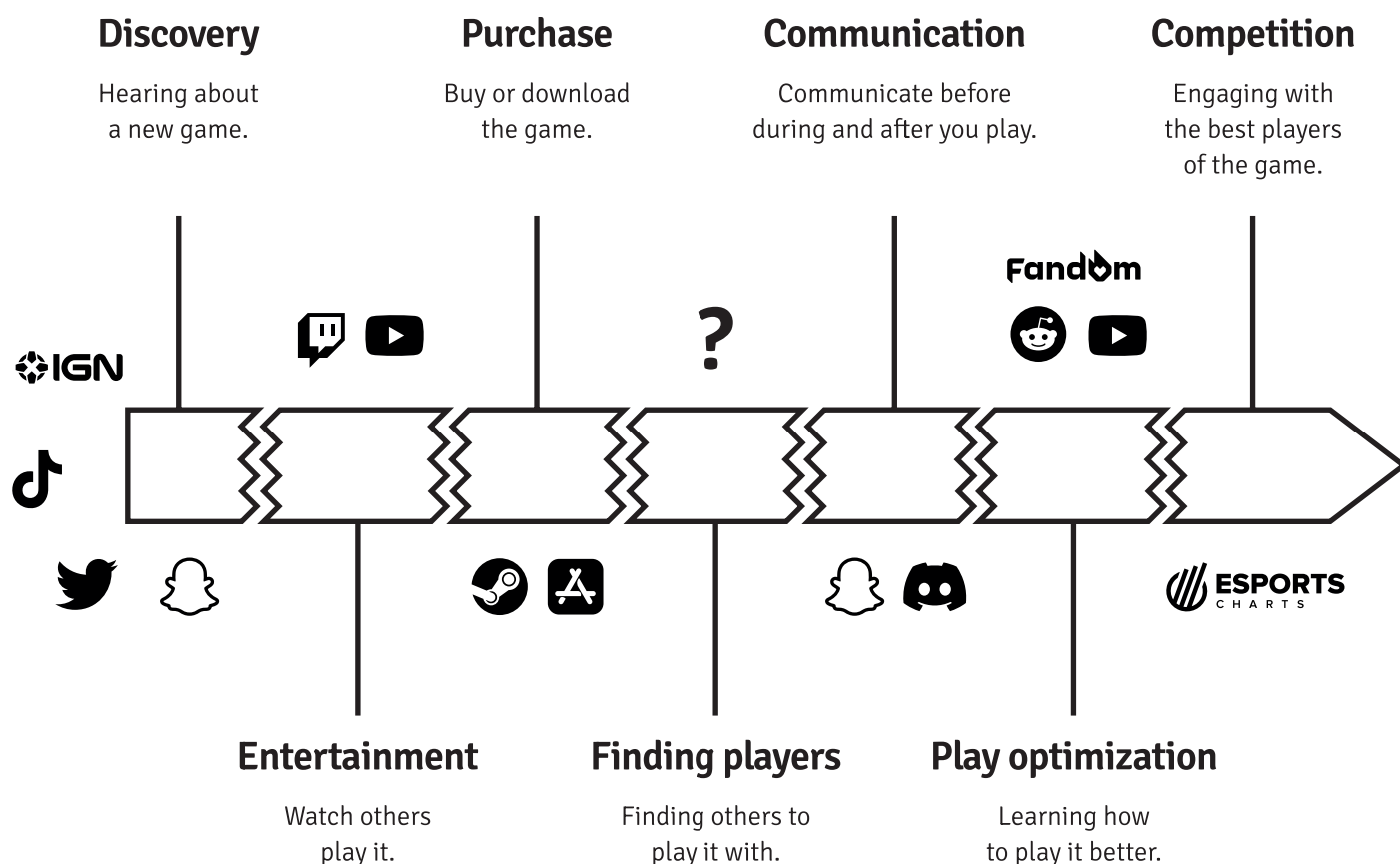




# The broken Player funnel

Players shouldn't have to use numerous apps to discover things like new games, find others to play with or learn how to improve. The player funnel is broken.

As a player, you journey through the player funnel when interacting with a game.

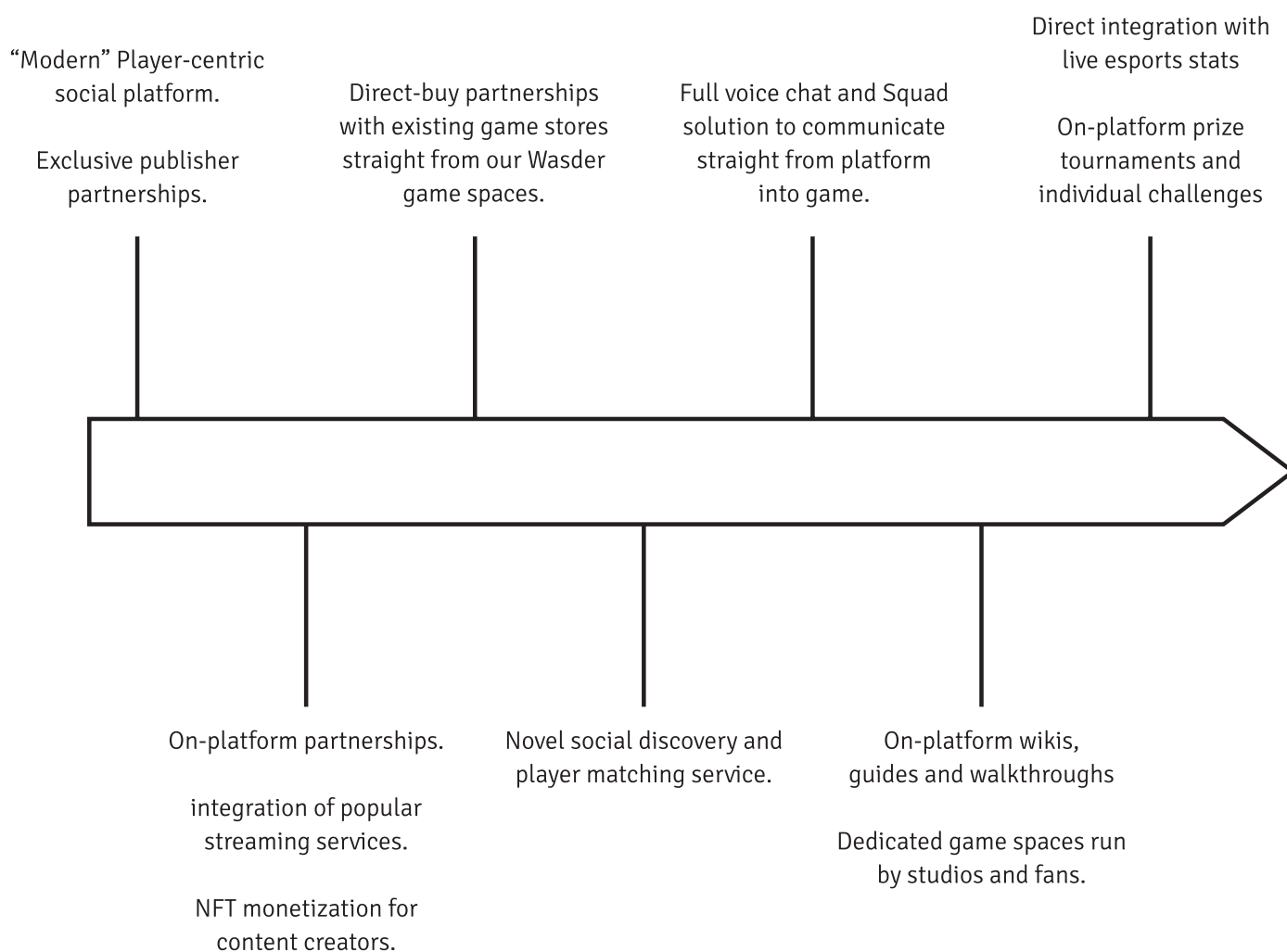




# Fixing the broken Player funnel

Wasder aims to own the entire player funnel, all the way from first hearing about a game, to finding people to play it with, to becoming a master expert at it.

## How Wasder is fixing the broken Player funnel.





## Discovery

Wasder aims to be the prime location for anyone to get the latest news about video games. We do this by leveraging the best practices and features from social networks and tailor them to players. Because we are both a newsfeed and a social platform we can provide public industry news, information, hype by friends and influencers on the same platform.

Our close game industry partnerships and personal connections allow us to get first dibs on gaming news, ensuring that players see it first on Wasder.

## Entertainment

Consuming passive game content has become a staple of mainstream audiences. This includes top streamers as well as fan art and reviews. We are providing the integration for any common streaming business to stream on our platform, while allowing the streamer to be instantly and directly connected with their specific audience.

In addition, our NFT marketplace allows content creators to monetize their fame like never before: for example by selling users fandom NFT that they can peacock on Wasder, everyone wins. You will also be able to simply tip your favorite creatures using our own \$WAS token.





## Purchase

We do not aim to be a games purchase platform. We believe, however, that we should provide direct integration of one-tap purchases of games you find on our platform via our partner shops.

Players should not need to leave the space where they got excited about a game to have to fire up another app to purchase it.

## Finding Players

The biggest gap in the current player funnel is a working ability to find other players to play with. No one has provided a proven viable solution yet, but we believe we have one.

Our player matchmaking services are highly personalized, taking into account anything from your in game level, to other similar games you play, to age and interests. In addition we are

committing part of our gamified blockchain earning system to reward users that are considerate, respectful and overall certifiably good team mates.

We are able to match players one on one, as well as in squads, depending on which game they are matching for. From there they can go and straight up form a community or guild.

## Communication

We want users to be able to jump straight from finding someone to play with to be able to communicate without having to rely on external or in game services. Our integrated voice chat can

just be fired up and get players going - in pairs or in larger groups needed for cooperative play.



# Play Optimization

Finding reliable and user-vetted information to perform well in your chosen game is hard and riddled with scams and ads. This information has to painstakingly be collected by the user across the internet.

At Wasder, all information on any particular game lives in a single Wasder game space, so users no longer have to scout around to find

what they need elsewhere. This includes any game information, from walkthroughs to wikis and tutorials.

In addition, creating helpful content, tips, walkthroughs and help chats will award these contributing users with additional rewards from our ecosystem.

# Competition

Organized competition in the video game world is again outsourced to external systems. Soon big esports events and the following that comes with it, or smaller, community-driven tournaments, can all be found on Wasder right at everyone's fingertips. Using our blockchain environment, users can easily run their own tournaments, just as big esports teams can run

talent discovery tournaments. In addition, users and guilds can directly challenge each other to games for rewards - or just for fun. Individual players benefit, too, as they can run mentorship sessions or their own personal tournaments to monetize themselves using \$WAS.



# The Publisher Funnel



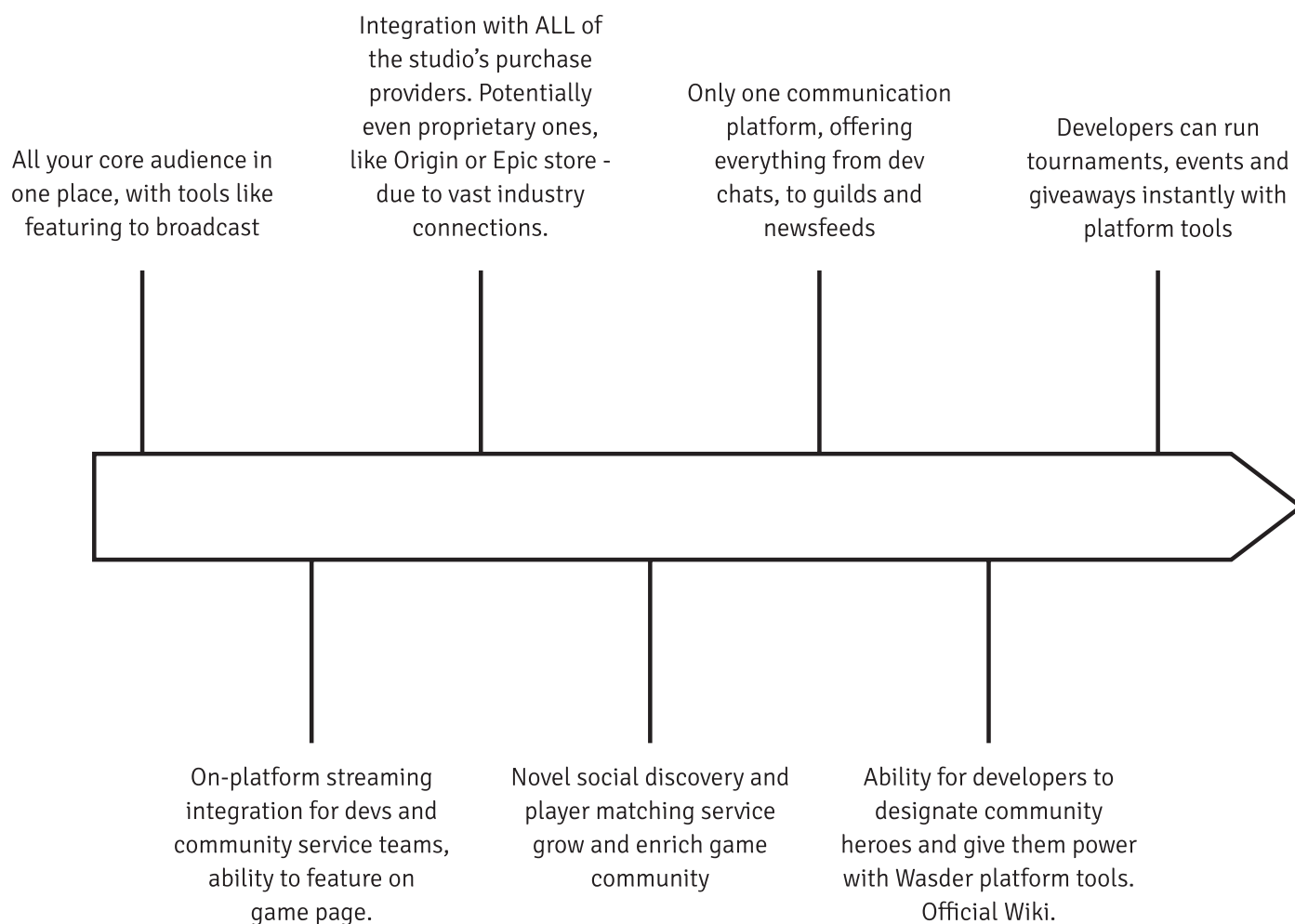
# The publisher funnel

Wasder aims to own the entire publisher funnel, providing developers with all the tools they need to find, grow and maintain their fan base.

Similarly to the player funnel, the publisher funnel is highly fragmented. We believe that the

success of Wasder is guaranteed by creating a synergy between games creators and games consumers. This is why all of our features have a publisher-facing side that together create a superior user experience as well as higher sales conversion.

## How Wasder is fixing the Publisher funnel.





# Discovery

The amount of multi-channel marketing needed to successfully get players with your game is incredibly high. The advertising market catering to the games industry is insanely competitive, and many games are now looking at years of revenue just to get return past their ad spend. This has also become a highly specialized business, with many studios not being able to afford someone managing all these different channels effectively.

By being a solely game player focused platform

we can guarantee that studios have access to the right target audience for their products, making advertising and promoting their games more cost-effective and easier.

In addition, our collaboration and featuring mechanics (for example, the Wasder Pass) provide unprecedented ways of engaging with your audience and letting everyone on the whole platform know about your game!

# Community Interaction

By providing a one stop shop for any communication and information relating to a game, we can give studios a single place to interact with their community with no need to serve dozens of different channels.

This one stop place is our game pages, which include all information about a game, all

communication channels with the players, ability to purchase the game and any tournaments, rewards or events. This means developers have direct and universal access to their prime community with all the tools to converse and entertain them.





# Sales

Getting interested users to actually buy your game (or download and enter in case of a free product) is hard for game developers because the process is riddled with friction. By providing both discovery, community and one-tap sales in a single place, this friction is considerably reduced.

Adding to that is our unique implementation of the Wasder Pass, which allows featured developers to reward users with codes, items or NFTs for their game. Massively increasing the chance of a successful purchase or download, as users then already have assets and a headstart in the game that they will want to use.

# Reward Integration

Because the entire platform is tied to our internal blockchain economy, game studios and publishers can tap into it by dispensing rewards using our \$WAS token. They can use any \$WAS they purchase or get as part of partnership deals to mint their own NFT for their community, open rewarded tournaments, run giveaways and raff-

les, as well as awarding users who are community heroes and content creators. This is particularly relevant for blockchain games, which can fully integrate their game NFT with our reward dispensation to their communities.



# Blockchain Ecosystem



# Token Economy

Our internal economy runs on two currencies: the \$WAS token and a soft currency.

The main purpose of the soft currency is to allow ANY user to participate in Wasder's internal economy, which reduces friction for

users who are prohibited from engaging with cryptocurrencies due to legal reasons, as well as making users familiar with our feature loop with the least friction. It's also useful to provide users with smaller rewards that do not equate to real world value.

**The vast majority of interactions will be taken using our \$WAS coin, which is used in a variety of ways:**

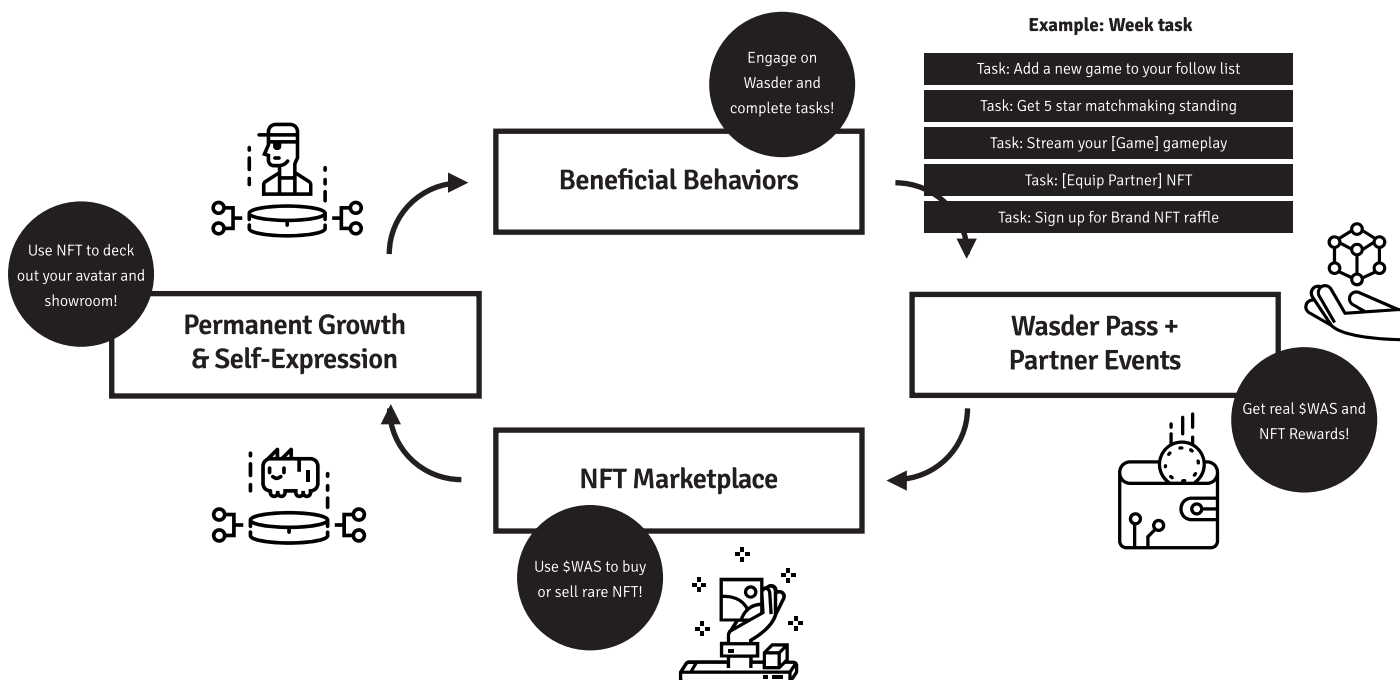
- Rewarding users for a variety of beneficial actions on the network (such as: creating great content or completing a Wasder Pass season)
- Publishers, users and content creators to mint their own NFT to be sold on our marketplace
- As prizes for tournaments run by users or game makers
- As the tipping currency for favorite streamers and content creators
- To buy premium NFT in the marketplace

**Users can gain \$WAS through a variety of actions:**

- Completing the seasonal Wasder Pass
- Being community heroes and in good standing, reducing toxicity
- Winning in tournaments
- Joining promotions and giveaways
- Purchasing it from the free market
- We might look at future earning opportunities in the future



## The Game of Wasder Economy Cycle



The economy of the Wasder ecosystem follows a game loop approach, in which users perform beneficial actions, such as creating good content and interacting with our partners, will yield them progress on the Wasder Pass and other gamification mechanics. This in turn will yield soft currency and \$WAS tokens, which users can use to buy items from our marketplace.

From the marketplace they can acquire NFT that allows them to deck out their showroom and avatars. In addition the shop has stickers,

reactions, frames and themes all of which can be used to personalize the user experience and allow our players to express who they truly are on our platform.

In turn, this will make users stand out more, as well as create longer lasting loyalty and retention inside Wasder. This in turn provides users with rewarded incentives to adopt more beneficial behaviors that make the Wasder community great.



# Economy Balancing

The purpose of the token economy is to facilitate and supercharge the core business. The economy is constructed as a circular ecosystem, in which Wasder only takes cuts to be able to feed \$WAS back as rewards. This keeps the internal reward system flowing, as well as allowing early token adopters to see increased demand for their held tokens as more users enter the platform.

Wasder does not aim to make money from selling \$WAS. Users can, however, acquire \$WAS from external markets if they have the means and knowledge to do so.

More information about the overall token economy can be found in the Tokenomics segment.

# Marketplace

Wasder is using a marketplace system powered by one of the strongest partners in the blockchain industry. The details of this partnership will be unveiled at a later date.

This Marketplace allows both Wasder and other users (players, studios and creators) to sell NFT content on the platform. This content splits itself into three different groups:

- Social NFT (stickers, reactions, avatar pieces etc)
- Showroom NFT (3D assets that can be used to deck out your own personal space and avatar)
- Prize NFT (NFT that can be purchased and owned but only used externally, such as inside a game)





# The Game of Wasder

Game of Wasder blockchain tech adoption for mainstream players, will consist of 5 main building blocks.

## **Incentive system**

Our own token economy, will allow you to gain and spend currency on items or content creators you love. NFTs, cosmetics, collection items or streamer tipping all run on this system.

## **Wasder Pass**

Provides daily, weekly and monthly goals to strive for, keeping users engaged on the platform. Each milestone provides you with themed rewards, increasing your collection and keeping you entertained.

## **Collection/Inventory**

The representation of your entire collection, categorized in different types of collectibles.

## **Growth Metaphor**

The visual backbone of the incentive system. It feeds the platform economy. Players can showcase their achievements and personalize their space. Your Urban Vinyl Collection. The Space you are in. Your favorite things.

## **Self expression**

Tools that enable you to use and show off your inventory and visual representation within the product.



One of our defining features is our approach to web3 gamification. Unlike other social networks, which attract all types of people, we are a network of game players. The game mechanic knowledge this target group possesses means that we can take gamification to unprecedented heights. It's also the perfect place to act as a vehicle for \$WAS token and NFT delivery to millions of users. We call this massive gamification of our social platform the Game of Wasder (GoW).

The core idea of this game is that any behavior that is beneficial to the platform or the users is also rewarded. Examples of this include creating content that is well received, being helpful to other users, rating people in matchmaking (and maintaining your own standing), streaming to viewers, or taking part in brand and game studio events.

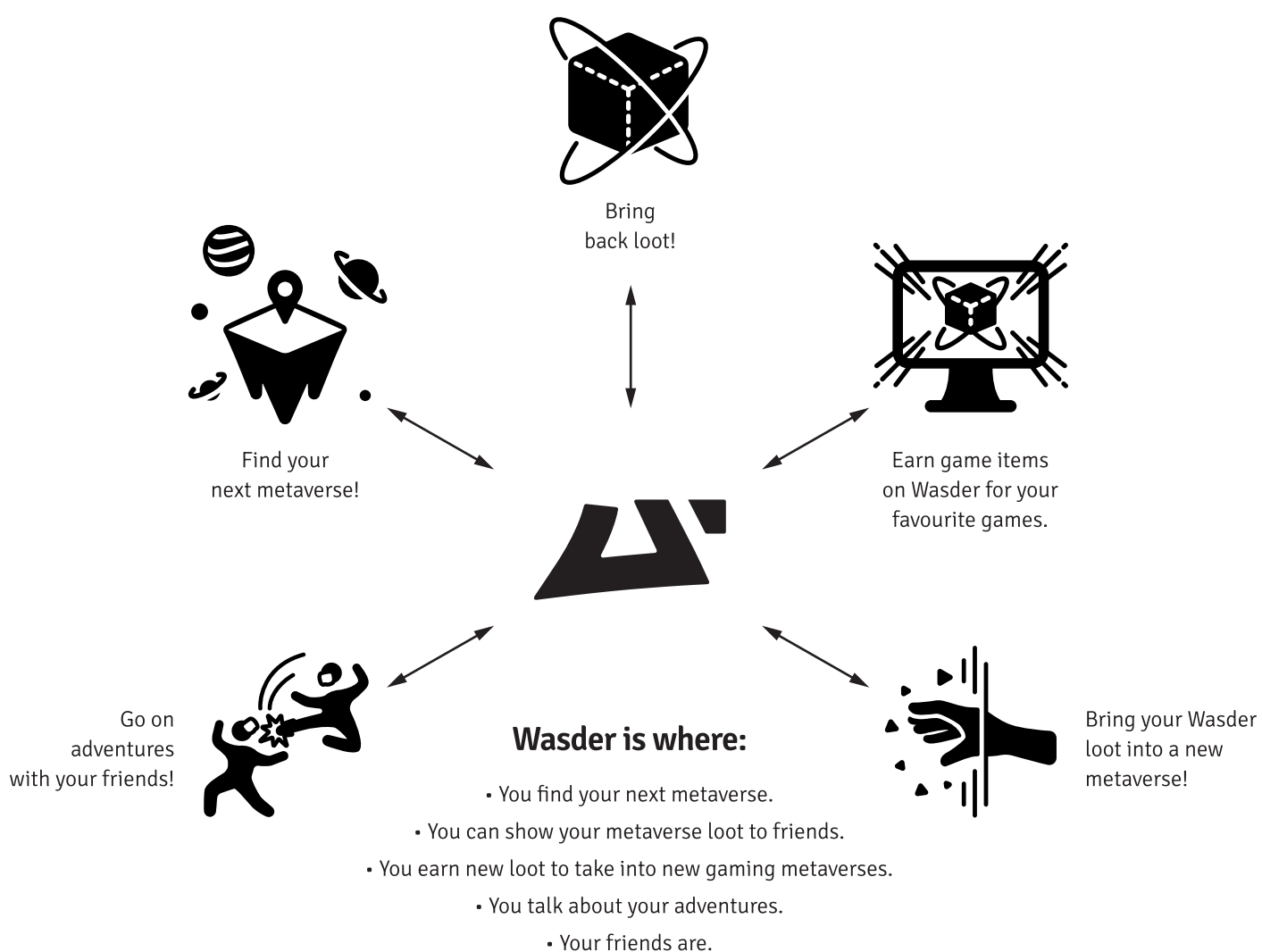
All of these actions will compound into progression along our Wasder Pass, which in turn dispenses new ways to interact with other users. Most of these rewards will be direct NFT, but also currency to get other NFT from the marketplace that you might be interested in. All content is time-limited and seasonal, meaning that if you didn't catch your favorite featured brand or item, it's gone! You will have to buy it from other users who are willing to part with it.

This system opens up completely new collaboration and marketing opportunities for us. Studios, publishers and brands can get small or month-long features, keeping millions of users automatically engaged with their brand, dispensing stickers, reactions, outfits and 3D NFT assets for a period of weeks!



# The Showroom

## Wasder - Your basecamp to the Metaverses





The centerpiece of the Game of Wasder is the fully 3D showroom, containing your favorite NFT assets and a fully animated personal avatar. This is the window through which users show their personal expression, and where they can gather socially with their friends.

Any NFT you gain from Wasder or partners can be physically showcased here, but also any legal NFTs that players bring in from elsewhere! Think of it as the basecamp to the metaverse - Wasder is where you gain NFTs to bring into games you like, but also the place where you can showcase

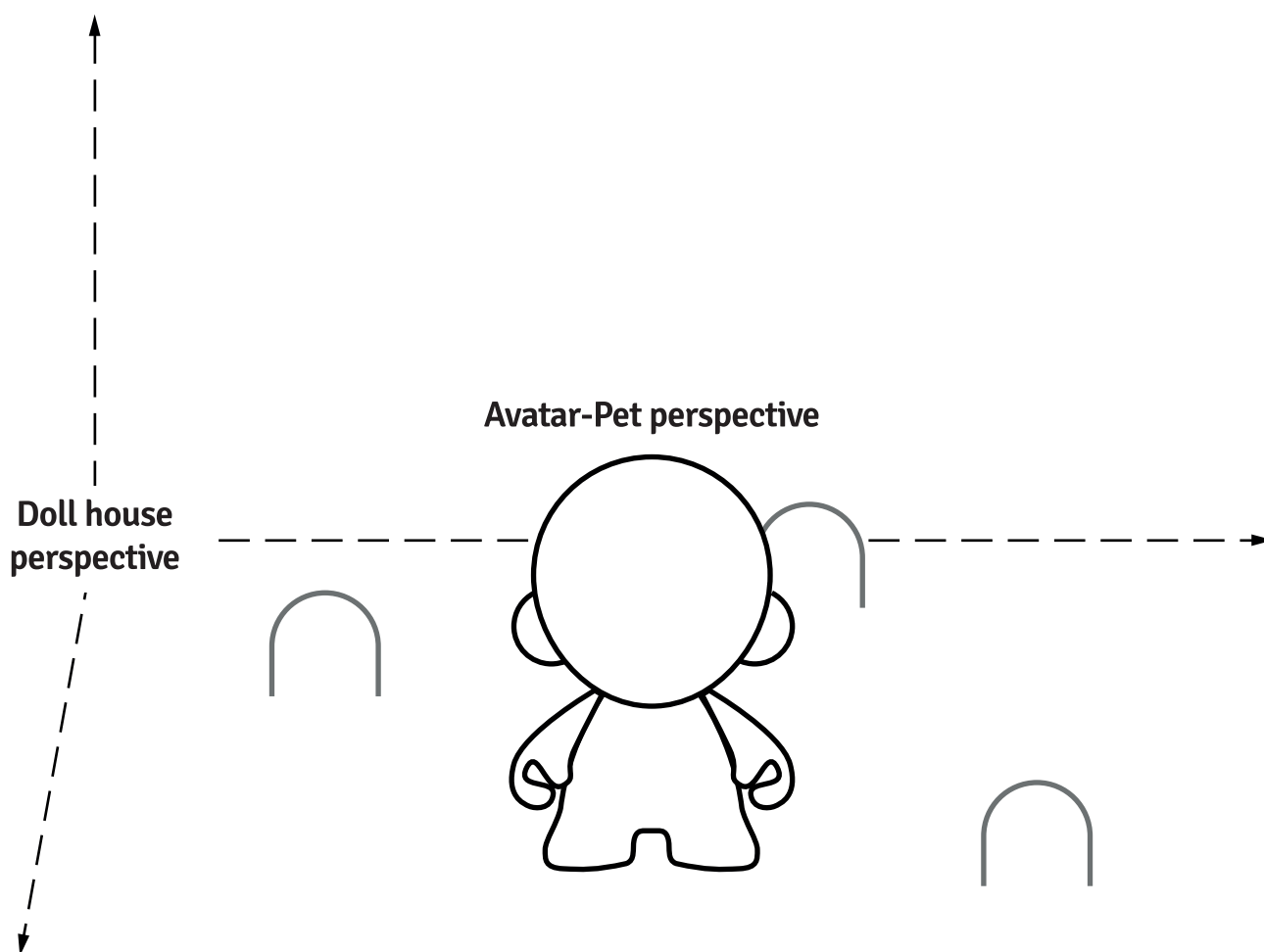
your achievements from external metaverses in one place. If you're geeky like us, you can think of it as the tavern to your dungeons: it's where you bring your loot from your adventures and show it to your friends.

For social occasions, such as matchmaking, guilds and friend activities, you can have your own room as the backdrop for everyone to hang out in. This ensures that everyone can see your place, and marvel with you at your achievements.



# Avatar Vinyl Toy

To best tailor our growth metaphor to our existing product and the future, our visual representation will take advantage of two different dimensions.



Our design philosophy for the avatar is taken from contemporary street art and drop culture. Art toys are artist-designed core characters that can take on a variety of forms depending on the context. We provide everyone with a base

character that can be customized by the user, but still is distinctly Wasder. We also intend to let users bring their own NFT 3D character from any game or PFP project, to use as their avatar.

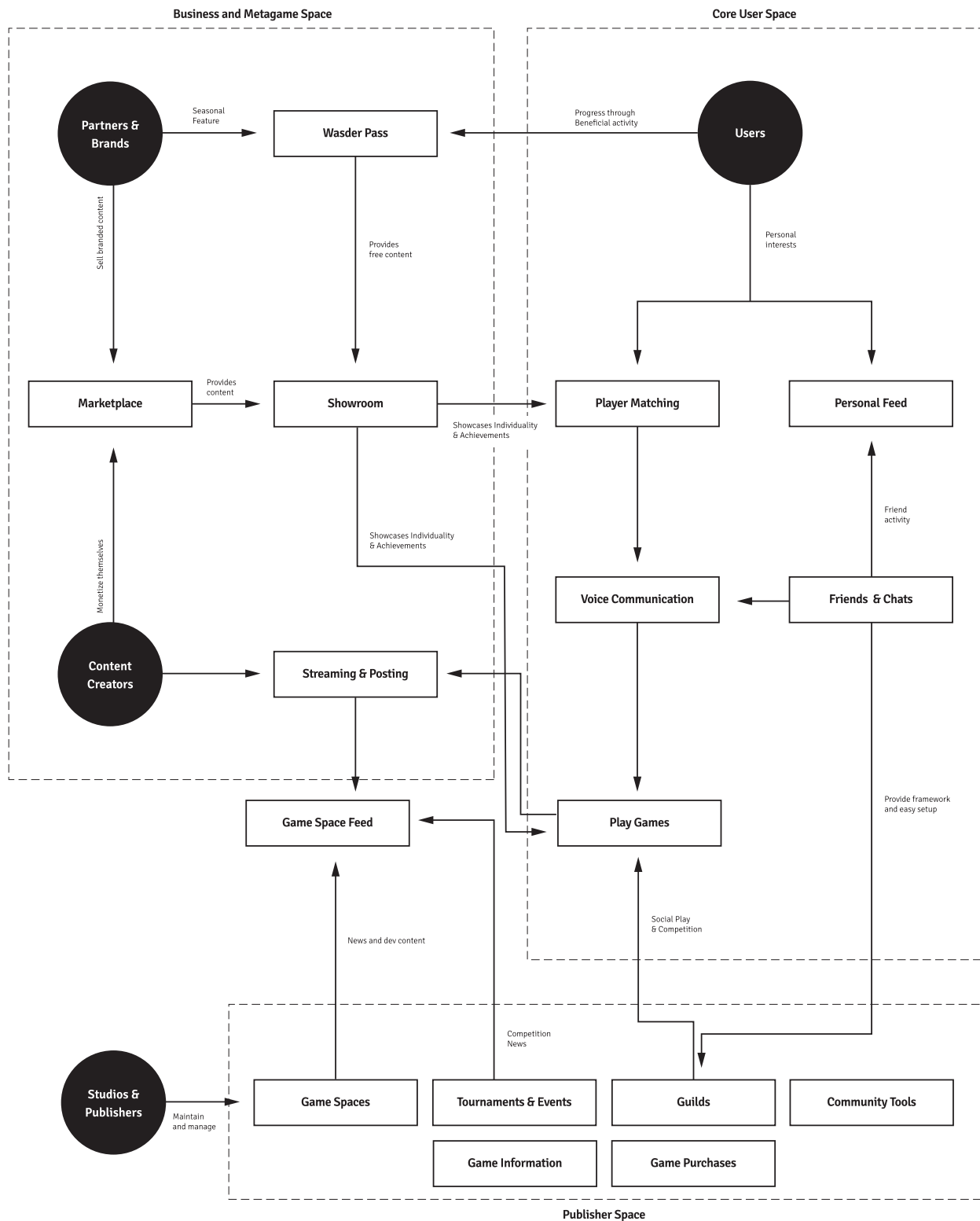




# Wasder System Overview



# Wasder System Overview





# Technology



# Technology

Wasder's main platform is built using traditional cloud first technologies. These are some of the underlying systems and technology stacks we are using under the hood to power our main platform:

## Backend

Google Cloud, Kubernetes, NodeJS + Typescript using NestJS, Cloud SQL, BigQuery, Pub/Sub, microservices architecture, GraphQL for Api Gateways, Redis, Neo4J, Datadog, Apollo Studio, Sendgrid, Twilio, Github + Github Actions, Octopus deploy, Tilt, Metabase, Firebase.

## Front-ends

Wasder is mobile first and has both iOS and Android applications, and currently has some web browser support. Long term Wasder aims to support all the relevant devices used by our target audience. The front-end stack consists of React for the web and React Native for our mobile applications.

## Web3

### Microverse and multichain

One of the main objectives we have set up ourselves in the Web3 world, is to position ourselves as the center point of all your Web3 game interactions our users are having. In order to do so, we are already working on a multichain system architecture in order to support as many chains as possible in the future and based on the requirements of partner studios we are working with.

### Game of Wasder

This is going to be one of the main interconnectors between our Web2 setup and our Web3 counterpart. Currently we are holding all the logic to reward users who are performing certain actions in Wasder strictly off chain, but we have plans in the future to bring all this logic into smart contracts and create a reward system protocol.

### NFTs and Wallet Integration

Currently we have already deployed and/or are working on 4 main areas from our Web3 roadmap strategy:

- Deployment of the original ERC-20 token to both Ethereum and Solana.
- Successfully launched a Mystery box 3D model NFT airdrop to all Wasder token holders both in Ethereum and Solana.
- Working in the creation of a candy machine and gumdrop to start spreading newly created NFTs to Wasder token holders, game studio partners token holders as well all our Mystery Box NFT holders.
- Investigations and research of the creation of a NFT marketplace based on Solana using unrevealed partner.
- Researching UX and technical implementation of the best way to integrate a Web3 wallet into the platform, aiming to create the smoothest transition for our users into the Web3 world and the other way around.



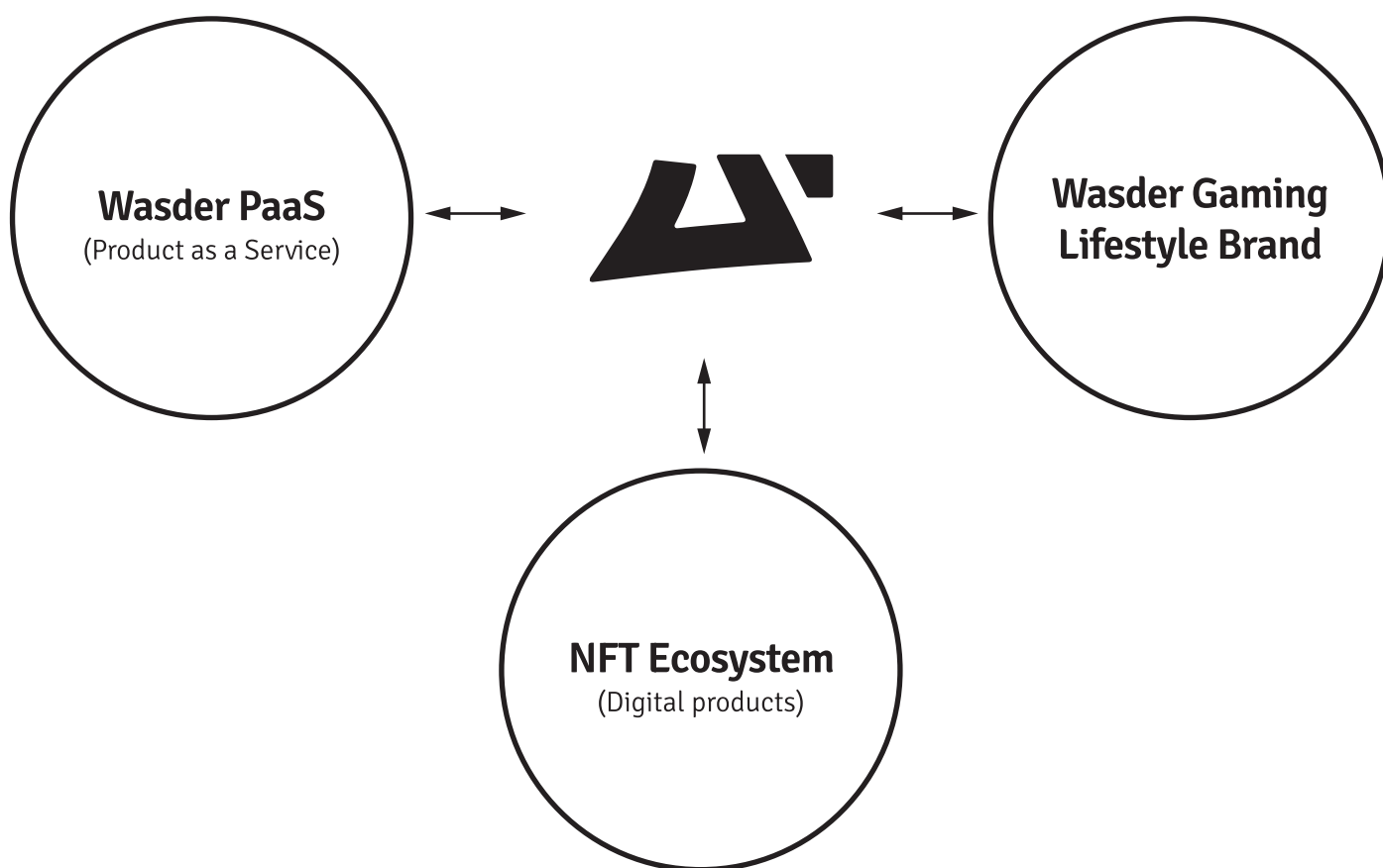
# Business Pillars





# Business Pillars

Wasder has three distinct business pillars, each of which contribute to the overall success of the company: Wasder as a Service (PaaS), Wasder Digital products (NFTs) and Wasder as a Gaming Lifestyle Brand.





## Wasder as a Service

This is the core of the Wasder platform. Wasder provides its suite of games services to both users and game studios. Being a platform-as-a-service, we will continually evolve with the changing needs of the userbase and that of game studios engaging with their audience.

The essence of this pillar is to provide the best tools for next gen gamers and game makers so their journey through the world of video games

becomes joyful, exciting and efficient.

Since we are solving the entire gamer funnel in a single place, users never leave the platform, allowing us to inject non-disruptive monetization methods across the entire experience.

In addition, studios and brands who want to partner with us have a range of potential paid collaboration opportunities ranging from simple game pages to month-long Wasder Pass features.

## Wasder Digital Products

In addition, Wasder provides digital products in the form of NFTs to an audience of superfans, investors and NFT gamers. While ALL users receive digital products from us on a regular basis through the Wasder Pass, fans of featured games and brands can dig deeper to acquire rare and limited NFTs through our marketplace.

For all those users who want to deepen their Wasder experience, showcase true brand or studio loyalty, or simply want to take rare NFTs not available elsewhere into their favourite

Web3 games, the digital product branch provides these dedicated users with a way to show their fandom.

Because ALL users receive NFTs and \$WAS currency, our service platform and digital products are universally intertwined. This results in greater user retention compared to other social networks, and provides all users with ways to support the Wasder business, tailored to their level of dedication and affluence.



# Wasder as a Lifestyle Brand

We believe that gaming is the dominant cultural medium of the years to come, and we aim to establish ourselves as the brand that empowers players to drive culture forward in this exciting new world. Partnering with the content creators of tomorrow and fostering deep cross-partnerships with non-digital brands in clothing, physical art and music. This will set us apart from those that try to please the gamers of yesterday.

Being on Wasder isn't just about having the best tools to make gaming better - it's cool to be on Wasder, wear its emblem and bring your friends. Brand power in turn gives us a better leverage with bigger conventional business partners, as well as, allowing us to use the Wasder brand as a monetizable asset in itself.



# Revenue Streams



# Revenue Streams

Wasder's key revenue streams are:

- **Advertising Revenue**
- **NFT market cuts**
- **Partnership agreements**

## Advertising

Video game advertisements are some of the highest monetising in the industry and worth billions. Owning the largest chunk of video game audiences, combined with direct and innovative

engagement mechanics, will turn Wasder into a unicorn tech company. We are serving native and rewarded ads.

## NFT Market Cuts

This revenue will exclusively feed back into the ecosystem (circular economy), and denotes revenue stemming from marketplace sales

and royalty cuts. The purpose of this revenue segment is to keep the token reward economy flowing and ensure continued use of the token.



# Partnership Agreements

Being a featured Wasder partner for a season does not come free. Using our novel marketing and audience engagement tool, companies can

reach millions of users daily for a whole season. Revenue from these partnerships will depend on client size, needs and degree of featuring.



# Tokenomics



# Tokenomics

The WAS token was released as an ERC20-token on May 7th, 2021.

The following tokenomics were used:

Token Distribution	Amount of Token	% of Total Supply	Vesting Method & Release Scheduled
<b>Seed</b>	53,000,000	5.3%	10% released on TGE, then 15% per month
<b>Private</b>	100,000,000	10%	10% released on TGE, then 15% per month
<b>Public</b>	12,000,000	1.2%	100% released on TGE
<b>Ecosystem</b>	215,000,000	21.5%	0% on TGE, 36 months linearly to support the in-app user reward system
<b>Staking/LP</b>	200,000,000	20%	0% on TGE, Staking emissions begin when network is live
<b>Marketing/Legal</b>	120,000,000	12%	10% released on TGE, remainder vested over 24 months for marketing growth
<b>Team/Advisors</b>	200,000,000	20%	10% released on TGE, 10% per month
<b>Reserves</b>	100,000,000	10%	10% released on TGE, remainder vested over 24 months
<b>Total:</b>	1,000,000,000	100%	

For reference on how the token is used inside Wasder, please refer to the Game of Wasder segment.





# Competitor Landscape



# Competitor Landscape

For competitor assessment, we are looking at any company that targets a part of the player funnel as laid out in the earlier part of this document. We believe that currently we have no true direct competitors, but we have related products vying for the same users.

## Purchasing platforms

We do not see these as competitors but friends. While some of them have their own social networks and related features, they do not focus

on them. By integrating with their purchasing options we are a valuable channel for their revenue rather than being an enemy.

## Communication Platforms

While these products are good at the one specific behavior they cater to, they are struggling to integrate any of the rest of the funnel due to the way their products are already

built. Since communication happens right where your other needs are met, we believe we have an advantage as users do not have to move in and out of the platform.



## Players Platforms

There are some competitors who are trying to capture the gaming market. Their targeting is always narrow, and focuses on a small group of hardcore gamers (such as esports or core FPS players). We consider this a backwards-looking view of where the industry is going, and we are providing the same set of features but for a

larger audience which will also capture niche audiences. Our branding and acquisition will limit these companies to small audiences and turn them into non-competitors.

In addition, we are cross-platform, resulting in capturing users on all ecosystems and millions of players who play on handheld devices.

## Crypto Platforms

There are gamer-centric products out there trying to combine gamer networks with earning potential. While they will find some traction, they are again targeting a small number of users (crypto-savvy competitive players). Wasder aims to bring blockchain earnings to everybody, not just tournament gamers and esports gamblers. We believe that our earning model is more

competitive as it's actually part of an economy of actions you perform on the network. By token penetration alone we will be more attractive, but by having the extended social network that brings new users to these niche groups, will inturn make these types of users even more keen to come over to us.



# Roadmap



# Product

## Wasder Microverse – Your entry point to the metaverse

Up until now	Spring of 2022	End of Summer 2022	End of Year 2022	Spring of 2023
<ul style="list-style-type: none"><li>• Feed</li><li>• Chat</li><li>• Game pages</li><li>• Profiles</li><li>• Matchmaking v.1</li><li>• Video uploads</li></ul>	<ul style="list-style-type: none"><li>• Wasder Pass v.1<ul style="list-style-type: none"><li>- Sticker Rewards</li></ul></li><li>• Studio Engagement Tool v.1<ul style="list-style-type: none"><li>- Key Distribution</li></ul></li><li>• Matchmaking v.2<ul style="list-style-type: none"><li>- Improved matches &amp; Squads</li></ul></li><li>NFT Ecosystem v.1</li></ul>	<ul style="list-style-type: none"><li>• Wallet Integration (\$WAS)</li><li>• Wasder Pass v.2 (\$WAS)</li><li>• Matchmaking v.3<ul style="list-style-type: none"><li>- Voice Coms</li></ul></li><li>• Studio Engagement Tool v.2<ul style="list-style-type: none"><li>- Events</li></ul></li><li>• Meta Layer v.1<ul style="list-style-type: none"><li>- Personal Guide/Helper</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Wasder Pass v.3<ul style="list-style-type: none"><li>- Partnership &amp; Game NFTs</li></ul></li><li>• Guilds &amp; Teams v.1<ul style="list-style-type: none"><li>- Identity &amp; Growth</li></ul></li><li>• Growth Metaphor v.1<ul style="list-style-type: none"><li>- Showroom POC</li></ul></li><li>• Studio Engagement Tool v.2<ul style="list-style-type: none"><li>- Events</li></ul></li><li>• Marketplace v.1<ul style="list-style-type: none"><li>- Soft currency</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Marketplace v.2<ul style="list-style-type: none"><li>- \$WAS &amp; NFTs</li></ul></li><li>• Guilds &amp; Teams v.2<ul style="list-style-type: none"><li>- Challenges &amp; Tournaments</li></ul></li><li>• Growth Metaphor v.2<ul style="list-style-type: none"><li>- Reward display</li></ul></li><li>• Studio Engagement Tool v.3<ul style="list-style-type: none"><li>- \$WAS Rewards</li></ul></li></ul>

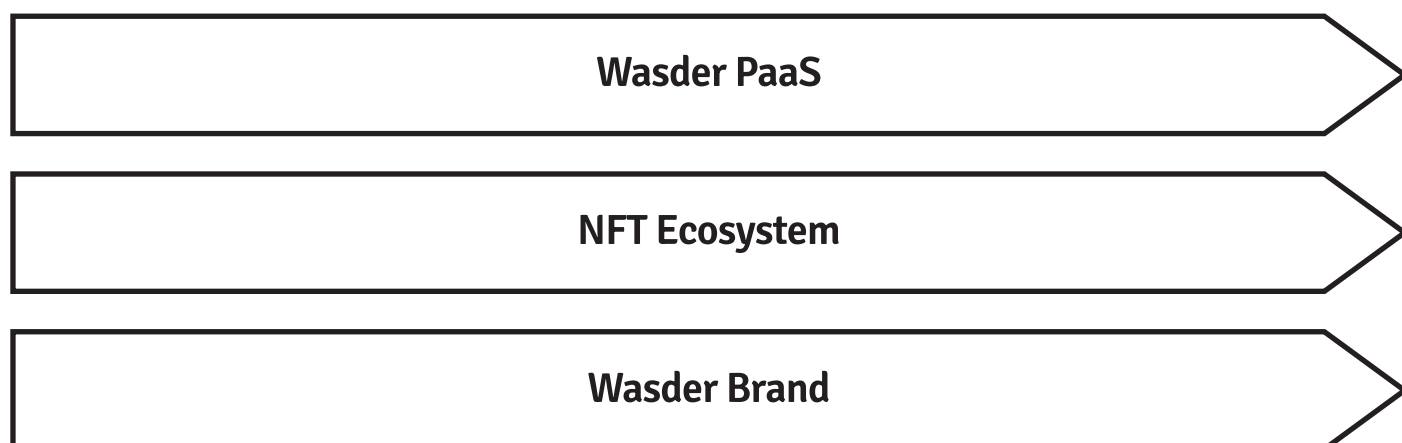


# Marketing Roadmap

Wasder is all about the player and their individual journey. Therefore, we focus on growth based on our three core business pillars from within communities of interest and out. We

use 5 core Marketing Pillars: PR & Social, Event & Evangelism, CRM, Wasder Platform Coms, and UA. This enables us to be agile and identify organic growth opportunities.

## Marketing pillars supports the business pillars



PR / SOCIAL

EVENT & EVANGELISM

WASDER PLATFORM COMS

UA

CRM



# Marketing

Our new Brand Identity and Growth strategy are built to scale for hundreds of millions of players.

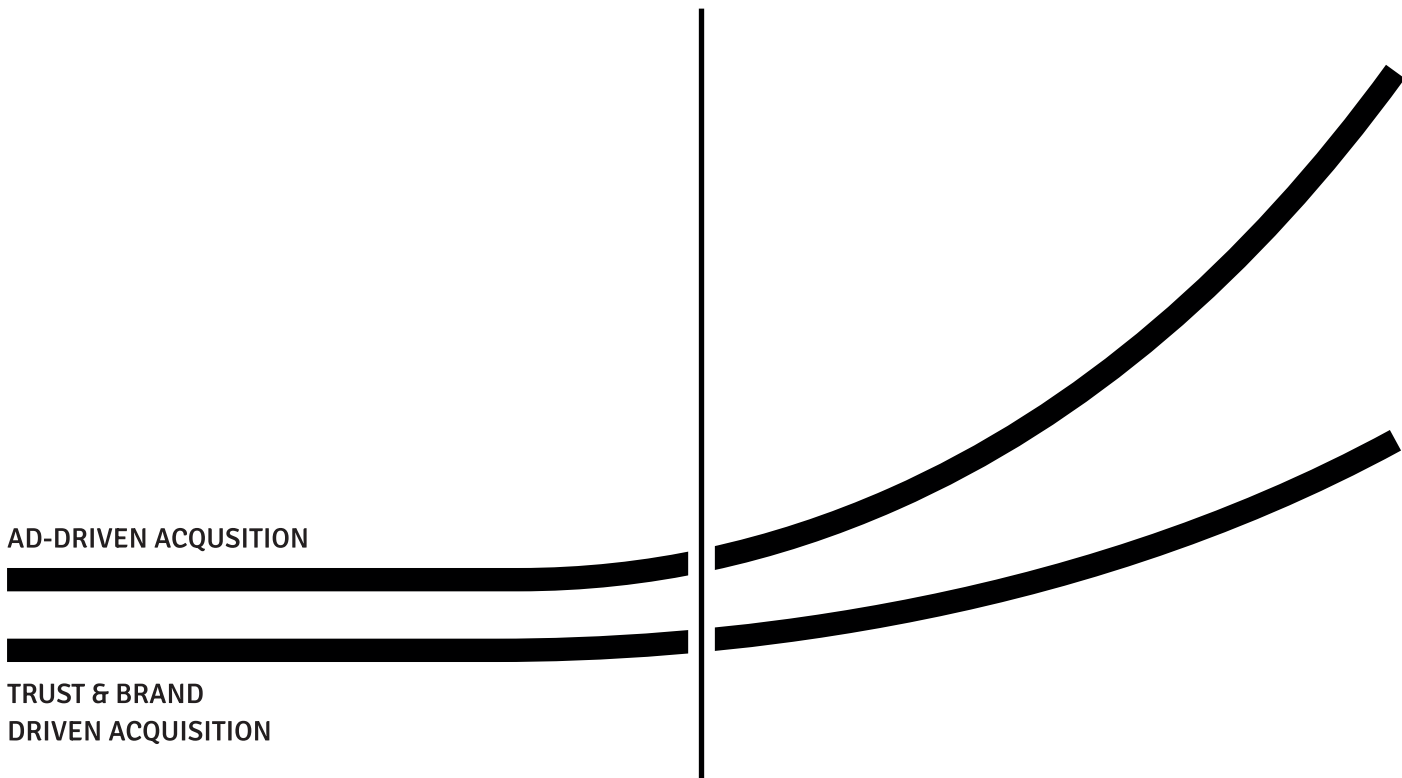
## Growth Approach

VALIDATE

SCALE

AD-DRIVEN ACQUISITION

TRUST & BRAND  
DRIVEN ACQUISITION





# Team





# The people that'll make it happen

## THOMAS GRONNEVIK

CEO

Serial Entrepreneur & businessman. Most Innovative CEO of the Year - Sweden, Business Worldwide Tech Startup CEO of the Year - Sweden, Business Worldwide. 15 years sales and management experience. Gaming veteran.

## MADS JACOBSEN

COO

Marketing veteran, former senior manager Reebok and Eleiko, worked with Volvo, KPMG, SEB among others.

## ANNA HERNANDELIUS

CPO

Lead producer for Candy Crush at King Games, vast mobile gaming industry experience, M.Sc. Industrial Engineering & Management, Swedish National Weightlifting Champion 2018.

## SAMI RUSANI

CMO / BOARD MEMBER

Serial entrepreneur and investor with several multi-million dollar businesses, marketing/brand consultant for Mercedes, VISA, Heineken, Sony, among others.

## JOHN STRÖMBERG

CTO

Former CTO of LeoVegas Group, Investor & Advisor for tech companies, extensive technical leadership background.

## MARKUS SCHRAMM

CREATIVE DIRECTOR

10+ Years AD-Agency Creative working on global, European and Nordic campaigns for brands such as Volvo, adidas, Reebok, Intersport, Mojang, Spotify & Samsung.

## FLORIAN ZIEGLER

DIRECTOR OF SYSTEM ECONOMY

Over a decade worth of successful game design leadership working with free to play economy & monetization at companies such as EA, Activision, King, Ubisoft and Sega.

## JAVIER TARAZAGA GOMEZ

HEAD OF ENGINEERING

Previously CTO & Co-Founder of Superblocks, Javier has valuable experience with running and founding a startup in the blockchain industry. Wide-ranging of technical and international experience with leading multinational development teams.

## JOHAN SVARD

CHAIRMAN OF THE BOARD

Successful entrepreneur the last 20 years, approved by Sweden's Financial Supervisory Authority, Founder of Antler Interactive AB with one of the worlds most successful tokens - ALICE. M.Sc. Eng. and Management.

## ALFRED MANDEL

ADVISOR TO THE CEO

Investor, Former apple director and technology business advisor. Known as a "company builder", he has advised and invested in many Internet related ventures including: Ask Inc., Google, N8 Systems and NextBio.

## CHARLOTTE ERIKSSON

ADVISOR

Extensive executive and analytical experience, VP & Head of Business Area IT Solutions for AFRY.



# The Dream Team

**Chris Rosén Retzer** - UI/UX Design Lead

**Christopher Johansson** - PM

**Stefanie Forsberg** - Campaign Coordinator

**Ross Campbell** - Community Manager

**Julien Garrigues** - Senior Developer

**Kryštof Viktora** - Developer

**Joao Cunha** - Senior Backend developer

**Francesco Gatti** - Senior Developer

**Jacco Stroo** - Community Moderator

**Rikard Sundelin** - Brand Manager

**Patrick Foh** - Backend Developer

**Gabriele Ferrari** - Backend Developer

**Damian Pawlus** - UX/UI designer

**Emilo Capitaine** - Data Engineer

**Kate** - UA Specialist

