Introduction

Whitepaper V3.4

Welcome to Illuvium, an enthralling series of fully decentralised RPG and collection games set in a fragmented world of beauty and wonder. Explore the vast landscape, hunt dangerous creatures, and capture them for battles in the Arenas or trade on the exchange. The interconnected games allow your assets to be utilised in various ways across the series.

Illuvium is built as a fully decentralised protocol and offers players a triple-A blockchain gaming experience. Stakers can vote on various aspects of the game and its tokenomics, giving them the power to shape the project's future. Additionally, they receive regular yields and distributions of the game's revenue.

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Fusion of DeFi and Gaming

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The project is developing a series of fully decentralised games operating autonomously. In recent years, Decentralised Finance (DeFi) has experienced substantial growth, with projects now valued at over 15 billion USD. By leveraging this trend, Illuvium aims to establish a stable platform that appeals to cryptocurrency enthusiasts, gamers, and technologically-savvy individuals.

DeFi is a significant and impactful technology, and the gaming industry provides a unique opportunity to explore its potential further. By using this technology, Illuvium creates an innovative gaming experience while contributing to the continued growth and adoption of DeFi.

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Seamless Onboarding

The onboarding process is smooth and uninterrupted, allowing players to start their experience without self-custody of in-game assets. As players become more comfortable with the protocol, they can establish their own wallets, fully controlling their assets the entire time.

Minimising obstacles during the onboarding process is an enormous advantage when it comes to introducing individuals who are not familiar with the world of cryptocurrency. By reducing the effort and difficulty required to get started, new users will likely remain engaged and adopt the technology.

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Liquidity Mining Program

Participants stake an ETH/ILV pair in the Illuvium pool, ensuring low slippage. In return for locking up their liquidity, they receive ILV tokens as a reward.

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Game Objects as NFTs

An NFT, or non-fungible token, is a unique digital asset that can be owned and traded on a blockchain network. Unlike fungible tokens such as cryptocurrencies, each NFT is one-of-a-kind and cannot be exchanged for another NFT at an equal value.

Illuvium is built with NFTs, with most game objects classified as such. This means that they can be freely bought, sold, and traded among users. As NFTs, these game objects have a known and verifiable rarity, providing players with a greater understanding of their value and scarcity.

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Interoperability through NFTs

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Illuvium aims to revolutionise the NFT gaming experience by going beyond the conventional approach of simply owning and trading digital assets. The objective is to foster an emotional connection between players and their collections by providing a continuous and rewarding experience, from discovery to exchange, across multiple games spanning diverse genres.

Once players have established their collection in Illuvium, they can utilise their NFTs across various games based on their preferences on any given day. One day, they might choose to play an auto battler, while the next day, they may opt for a shooter or an adventure game. Our system's flexibility allows players to use their Illuvials across multiple games, ultimately enhancing the value of their collections.

The beauty of this system lies in its utilisation of NFTs for interoperability. With Illuvium, users can leverage their NFT collections in a wide range of games, irrespective of the title, genre, or platform. This not only provides users with greater versatility and accessibility but also significantly increases the value of their collections by extending their usability beyond a single game.

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Immutable X

NFTs have revolutionised digital property ownership, allowing users to own unique, verifiable entities. However, high transaction costs on the Ethereum network have hindered NFT trading volume. Immutable X addresses this issue by offering a gas-free, Zero-Knowledge (ZK) Rollup solution for NFT transactions. Benefits of Immutable X include:

- Maintaining self-custody of NFTs with mainchain Ethereum-level security.

- Instant transactions and trustless, verifiable movement back to mainchain Ethereum.

- No need for a unique L2 token to trade NFTs.

- Enhanced game mechanics and design through off-chain minting.

- Over 9000 transactions per second and improved NFT liquidity.

Illuvium is tightly integrated with Immutable X. All assets are minted on-demand and sent to the wallet that earns them, with safeguards ensuring players always control their assets. This streamlined process, combined with gasless, rapid transactions provided by Immutable X, delivers an engaging gaming experience reminiscent of traditional games while retaining the advantages of web3 technology.

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Game Overview

Illuvium casts players as a survivor from an interstellar space fleet who responds to a distress signal only to find themselves stranded on a planet in ruins. The planet's surface is fraught with perilous weather conditions, and a vast crystal ocean covers many of its landmasses, leaving only a small fraction of the planet visible and accessible.

Despite the devastation, players encounter majestic beasts called Illuvials, possessing near-godlike powers. As players traverse the world and capture these creatures using crystal Shards, they unlock Obelisks that serve as gateways to new regions. Along the way, players uncover secrets about Illuvium and rebuild their ship, the Leviathan.

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Illuvium: Overworld

A third-person adventure game that serves as the sole method for collecting Illuvials. It comprises a series of Regions that players can explore at their discretion. Upon arriving at a Region, set out to explore, scouring for resources and engaging in encounters.

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Illuvium: Zero

An industrial building game that serves as the sole method for generating Fuel. It is designed to allow players to build their own virtual industrial complex that interfaces with other games via efficient fuel and blueprint generation.

Previous
Illuvium: Overworld

Next
Illuvium: Arena

Last modified 2mo ago

Illuvium: Arena

A competitive auto battler where players assemble powerful synergistic teams while countering the opposing team's strengths. Players must also strategically position their units to increase their chances of success in battle.

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Illuvium: Beyond

In this competitive collectible card game, players customise their Illuvial avatars while building collections to earn points and climb the leaderboard. With billions of combinations to collect, each player's album will be truly unique. Illuvitars can be utilised as profile pictures within other titles.

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Illuvials

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Illuvials are extraordinary creatures that inhabit the mysterious planet, harnessing its core radiation to grow, fuse, and unleash powerful attacks. With over 150 unique Illuvials to discover and collect in the first set, players will encounter a diverse range of abilities and characteristics throughout the game.

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Affinities

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Illuvials possess a remarkable connection to the elemental forces within their alien realm. These forces manifest as affinities, with Illuvials predominantly aligning with one of five elements: Water, Fire, Earth, Air, and Nature. Such affinities greatly influence their powers and abilities. While some Illuvials form a potent bond with two elements, like Frost (Air + Water), others forge an even stronger connection with a single element, as seen in Inferno (Fire + Fire). When assembling a team, strategic consideration of these affinities becomes paramount. For instance, while your Archeleon may possess formidable strength through its Overgrowth Affinity (Nature + Nature), it would be severely disadvantaged when facing off against an Inferno Illuvial. Thus, careful selection of Illuvials becomes crucial for optimal combat outcomes.

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Classes

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Illuvials can be classified into five distinct classes: Fighter, Bulwark, Rogue, Psion, and Empath. These classes play a crucial role in shaping the outcome of battles, much like in traditional role-playing games. It is essential to strategically assemble a team that synergises well, combining complementary qualities and traits to function as a cohesive fighting unit. In some exceptional cases, Illuvials display such immense power that they simultaneously embody two classes, such as the fearsome Slayer (Fighter + Rogue). Alternatively, they may intensify their proficiency in a single class, like the formidable Invoker (Psion + Psion).

By carefully considering the chosen classes for your Illuvials, you can optimise your team's performance in combat encounters. However, it is important to note that the impact of these choices extends beyond individual abilities, enhancing the overall strategy and coordination required during battles.

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Fusion

Fusion is another core mechanic, enabling players to merge multiple Illuvials of the same type into a more potent beast with distinct attributes, sometimes belonging to a completely different class or affinity. However, players should be aware that some Illuvial lines are incredibly rare and challenging to find, making their fused forms even more elusive.

Previous
Classes

Next
Finishes

Last modified 2mo ago

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Finishes

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Players may also encounter Holographic rare captures, which stand out in the Arenas. Use these visually distinct Illuvials to intimidate opponents and reign supreme in battles.

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Companion Drones

Companion Drones are configurable and upgradable robots designed to help players on their journey through Illuvium. These drones are incredibly versatile and can assist players in various ways, from gathering resources to flashing emotes.

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Configurations

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Companion Drones take on a life of their own and offer a unique gaming experience. With different configurations to collect and skin, players can customise their drones to fit their playstyle and preferences. These upgrades enable drones to perform a range of tasks and are essential in progressing through the game.

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Upgrades

Players can use their precious resources to forge new upgrades for their Companion Drone, which help them to progress through Illuvium.

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The IlluviDex

The IlluviDex is a centralised database of all knowledge and a trading platform for Rangers to exchange Illuvials and other items they have collected in their journeys.

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Sales

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The IlluviDex hosts a variety of sales, including Illuvium land plots and Illuvium Beyond Waves. With everything in one place, players can easily log in and participate in the latest sales, ensuring they never miss an opportunity to expand their collections.

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Trading

As the single hub for all trades in the Illuvium universe, the IlluviDex offers players a seamless trading experience. Users can set a price for one of their assets and allow other players to bid on it, or they can make offers on items they are interested in acquiring. The platform's advanced search functionality allows users to search by various metadata, making it easy to find exactly what they are looking for.

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Echoes

In addition to being a trading platform, the IlluviDex also serves as a repository of data on every asset in the game, including echoes. Echoes are achievements earned by a particular Illuvial, such as the number of takedowns, times it has fainted, and amount of damage dealt. With this information stored on the IlluviDex, players can track their progress and compare their achievements with other players.

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Repository

Finally, the IlluviDex is an invaluable resource for players seeking information about the biology and behaviour of each Illuvial. The platform contains detailed information about each region, providing players with insights into the world of Illuvium that they may not have otherwise known. The IlluviDex's repository is an excellent resource for players looking to deepen their understanding of the game's lore and mechanics.

Should you become the first to uncover a particular Illuvial, your name shall forever be etched alongside your discovery.

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Game Economy

The game economy is a complex and interconnected ecosystem that balances supply and demand while providing players with an engaging and rewarding experience. At its core, the game economy relies on fuel as the primary medium of exchange for all in-game purchases, assets, and services.

Fuel is generated by landowners, who can use it to upgrade their plots or sell it to other players via the Fuel Pool. This allows landowners to monetise their plots and generate real-world value from participating in the game.

The game's economy is divided into two main categories: supply games and demand games. Supply games, such as Illuvium Zero and Illuvium Overworld, contribute to fuel generation and items within the game. In these games, players can gather resources, craft items, and create valuable assets that can be traded or used in other games within the ecosystem.

Demand games, such as Illuvium Arena and Illuvium Beyond, primarily consume the fuel and items generated in the supply games. These games require players to have the necessary resources to participate, thus driving demand for fuel and items in the marketplace. By balancing supply and demand, the game economy ensures that resources maintain value and remain relevant to the gameplay experience. No additional Supply games are planned; instead, the focus will be on introducing more Demand games to further stimulate demand within the game economy.

The game economy is designed to respond dynamically to fluctuations in supply and demand. If the amount of fuel being generated and consumed remains relatively stable, the fuel price should also remain stable. However, if there is an imbalance in the supply and demand for fuel, the game economy can be adjusted to address these changes. For instance, if more fuel is being purchased than generated, the DAO can introduce new features or mechanics that increase the fuel supply, stabilising the market.

Expansion

Illuvium has been designed from the start to be an ever-expanding game. This means more Illuvials to collect, more Regions to discover, more games to play, and increasing intellectual property with no limits.

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Additional Sets

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Illuvium is a vast world with numerous possibilities for expansion. As the game evolves, additional sets of Illuvials will be introduced. The community, governed by the Illuvium DAO, will play a crucial role in voting for the release of these sets at regular intervals. As the rarity of preceding sets increases, new Illuvials will be unveiled. While earlier sets will remain available for exchange on the IlluviDEX, their numbers may decrease over time due to fusion mechanics, potentially increasing their rarity. Owning First Generation Illuvials is expected to hold significant value in the future.

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Additional Regions

Exploration is a key aspect of Illuvium, and the world is far from fully discovered. As players uncover new regions, they will encounter fresh environments and discover unique Illuvials. The unlocking of Obelisks, a rare occurrence within the game, will grant access to these uncharted territories, offering potentially lucrative opportunities for those who discover them.

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Additional Games

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The Illuvium ecosystem is designed to accommodate multiple game genres. The initial major releases of Overworld, Arena, Zero, and Beyond are just the beginning. The Illuvium DAO will be pivotal in determining and voting on additional game releases and expansions. The DAO has devoted time and effort to designing games that explore some of the most popular genres.

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Collaborations

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In the months leading up to the full release, collaborations with other developers will be pursued to provide players with exciting glimpses into the world of Illuvium. These collaborations aim to create unique and engaging experiences that showcase the richness of the Illuvium universe.

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Game and Backend Technology

In the increasingly competitive landscape of the gaming industry, the choice of the game engine and the robustness of the backend infrastructure are critical determinants of a game's success. At Illuvium, we understand the paramount importance of these aspects, focusing our efforts on selecting the most suitable game engines and adopting the most advanced backend technologies for our projects. This commitment to exceptional technological standards enables us to create immersive, captivating, and seamless gaming experiences that stand apart from the competition.

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Game Engines

Each game within the Illuvium Universe undergoes a meticulous investigation phase, during which our team of experts evaluates and selects the most suitable engine to best align with the game's genre and deliver an exceptional gaming experience. Illuvium Overworld and Arena are developed using the cutting-edge Unreal Engine 5, which guarantees visually captivating graphics, highly detailed environments, and immersive gameplay that exceed industry standards. These games leverage the full potential of Unreal Engine 5, ensuring that players are transported to a breathtaking virtual world where they can fully engage with the Illuvium Universe.

On the other hand, Illuvium Zero is built using the robust Unity3D engine, which has been specifically chosen for its mobile capabilities and cross-platform support. This allows players to access and enjoy the game seamlessly on a wide range of devices, including smartphones and tablets, without compromising on the quality of the gaming experience. By harnessing the power of Unity3D, Illuvium Zero delivers smooth gameplay and rich graphics, ensuring that players remain captivated and entertained, even when on the go.

By selecting the best-suited game engines for each title in the Illuvium Universe, we strive to create a dynamic gaming ecosystem that appeals to a diverse audience and provides an unparalleled gaming experience for our players.

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Backend

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The backend infrastructure of Illuvium is hosted on Amazon Web Services (AWS), a leading Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) provider. The core backend services are built using a serverless model, utilising AWS Lambda for its scalability and cost-effectiveness. To ensure data integrity and availability, the primary persistence mechanism is DynamoDB, leveraging its transactional features for atomic, consistent, isolated, durable, and highly available storage solutions. Additionally, Illuvium incorporates a comprehensive suite of AWS monitoring and security services, including CloudWatch, GuardDuty, Inspector, Detective, and Security Hub, to maintain a secure and well-monitored backend environment.

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DAO Governance

The rapid evolution of digital gaming has necessitated innovative approaches to governance. Illuvium's response to this changing landscape is the establishment of a Decentralised Autonomous Organisation (DAO) governance model. This pioneering approach to decision-making underscores our commitment to community involvement and open transparency.

Our DAO governance model is built around the Illuvinati Main Council (IMC). This council acts as the steering committee for Illuvium, guiding the direction of our game development and platform evolution. Comprising elected representatives from among the holders of $ILV tokens, the IMC epitomises our commitment to a community-driven approach. Its existence allows us to leverage the collective knowledge, insights, and ideas of our token holders, fostering a more diverse and dynamic development environment.

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Illuvinati Council

The genesis of the Illuvium project was rooted in the vision of creating a collectible NFT game governed by the community openly and transparently. The Illuvinati Main Council (IMC) is the mechanism through which the community of $ILV token holders governs and maintains the protocol. In the following section, we outline the election process, the governance models, and the types of changes that can be proposed. Illuvium's governance structure is inspired by other leading DAOs and expanded to be appropriate for a GameFi project.

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Council Vote Election

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To ensure representation and inclusivity, $ILV token stakers have the ability to nominate individuals for sub-council seats and delegate their votes to the nominees. The election process involves a formal voting period of 7 days, during which the community selects the individuals best suited for governing the Illuvium platform. Nominees are proposed through a Google Form, and the final voting occurs on the Snapshot platform.$ILV must be staked to hold voting power to safeguard against Sybil attacks.

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Quadratic Voting and Sybil Protection

To prevent disproportionate voting power and promote fairness, Illuvium implements quadratic voting. This mechanism reduces the influence of large $ILV stakers, ensuring a more balanced distribution of voting power. Other protocols have successfully utilised quadratic voting, proving an equitable approach.

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Proposals

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The Illuvinati Main Council (IMC) comprises elected nominees representing the $ILV token holders. They engage in debates and vote on Illuvium Configuration Change Proposals (ICCPs) and Illuvium Improvement Proposals (IIPs) within a public forum on Discord. ICCPs are documents that propose modifications to the System Configuration Variables of Illuvium, providing a clear history and rationale behind each change. On the other hand, IIPs are design documents that present proposed changes to the Illuvium system, ensuring transparency and community consensus. The Illuvium community participates in building consensus and documenting dissenting opinions.

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Defining an ICCP

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Illuvium Configuration Change Proposals (ICCPs) are documents designed to propose modifications to the System Configuration Variables of Illuvium. By providing a detailed history of each configuration change and its rationale, ICCPs contribute to a transparent and well-governed decision-making process. The proposal author is tasked with building community consensus and documenting dissenting opinions.

System Configuration Variables subject to change via ICCPs may encompass:

- Configurable Council Values

- Marketplace fees

- Capture mechanics

- Balance changes

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Defining an IIP

Illuvium Improvement Proposals (IIPs) serve a similar purpose, ensuring that proposed changes to the Illuvium ecosystem are transparent and well-governed. An IIP is a design document that provides information about a proposed system change to the Illuvium community. The author is responsible for building consensus within the community and documenting dissenting opinions.

Improvements implemented through IIPs may include:

- New contracts
- New systems
- Expansions
- Character sets

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Council Epoch

The Illuvinati Main Council, composed of five members, serves as the governing body responsible for debating and voting on Illuvium Configuration Change Proposals (ICCPs) and Illuvium Improvement Proposals (IIPs) within a public forum on Discord. Council members hold their positions for an entire Council Epoch, which can be modified through an ICCP. Currently, Council Epochs are set to last six months. If a council member withdraws during an Epoch, the supermajority formula changes accordingly; a supermajority is still required for normal proposals.

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Council Stipend

Initially, $ILV payments to Council Members are made by the Illuvium DAO for 3 month intervals within a Council Epoch. If a Council Member is removed by a Vote of No Confidence, that council member receives no outstanding pay. Replacement members will receive $ILV rewards proportional to their time in the Council after issuing their voting NFT.

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Supermajority

A supermajority is defined by the following formula: $\lceil (N+1) / 2 \rceil$, where N represents the number of council members.

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Technical Specification

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The Illuvum DAO must create a modified or custom NFT contract that can be revoked and issued to Externally Owned Addresses (EOAs), signifying that a wallet is part of a sub-council and/or the Illuvinati Main Council. the Illuvinati Council. Each sub-council will have a voting space on Snapshot to conduct votes, with proposals being ratified by the IMC.

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Configurable Council Values (Via ICCP)

Council Nominations Deadline: Initially set 72 hours before the Election Period begins.

Election Period Length: The duration of an election cycle. At its conclusion, council members receive their NFTs.

Council Epoch: The period after which token holders must redelegate their votes to new and existing council members, preventing stagnation and transitory power. Currently set at 6 months.

Timelock Period: The review period before a proposal is implemented. Initially set at 24 hours.

Illuvinati Council Seat Numbers: The number of available seats on the Illuvinati Council and the number of votes required for a supermajority.

Other Variables: Other variables may be adjustable as defined case by case in ratified IIPs.
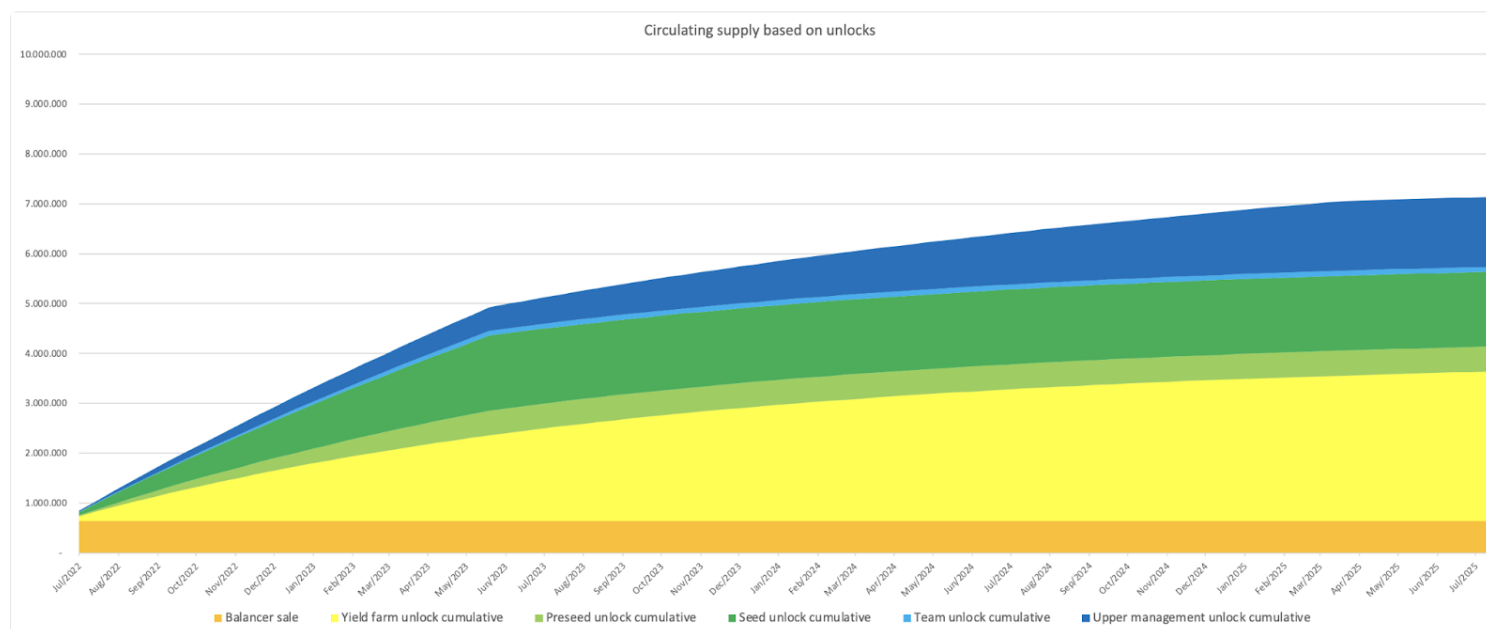
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Tokenomics

The $ILV token serves a dual purpose within the Illuvium ecosystem. As a governance token, it allows holders to participate in Illuvium's decentralized governance, influencing the project's direction. Additionally, $ILV is a tradable token that can be bought, held, or exchanged, offering value and utility to its holders.

In this section, we'll discuss the tokenomics of the $ILV token, outlining the maximum total supply, the role of $ILV holders in decentralized governance, and how the token supports the Illuvium game. We'll also detail various mechanisms used to distribute the token.

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Historical Token Sales

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Distribution	Status	Amount	Month
Pre Seed	Concluded	500,000	Dec
Seed	Concluded	1,500,000	Jan
Team	Concluded	1,500,000	Feb
Treasury	Concluded	1,500,000	Feb
Launchpad	Concluded	1,000,000	Mar
Yield farming	On going	3,000,000	May
In-game rewards	Not started	1,000,000	TBC

The Pre-Seed Sale and Seed Sale were instrumental in funding the growth of Illuvium's core contributors and accelerating the project's development. Early investors purchased 500,000 ILV at $1 USD each in the Pre-Seed Sale, while 1,500,000 ILV were distributed at a price of $3 USD in the Seed Sale.

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Balancer Smart Pool Distribution

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A Balancer Liquidity Bootstrapping Pool (BLBP) is designed to help DeFi protocols acquire capital with less liquidity than typically required for seeding pools on platforms like Uniswap or Sushiswap. Balancer addresses this challenge by using variable weightings of assets. A BLBP was utilised for the initial public sale of $ILV.

In a standard pool, two assets are matched in value with a 50:50 ratio. However, in a BLBP, the weights of the assets change over time, creating downward pressure on the token price. When the pool goes live, the token price begins to decline, which is why it's initially set at a high value.

There are two competing forces influencing the token price in a BLBP:

Changing Weights: As the tokens' weights change, the token's price is naturally pushed down. The token starts with a higher weight in the pool, making it worth the majority of the pool's value, and eventually ends up at a much lower level.

Trading Activity: As people buy the token, the number of tokens in the pool decreases. However, the value of the remaining tokens must still match the weights, so the token price increases to compensate.

As a result, you'll observe a gradual decline in the token price, with periodic "bumps" where the price rises again. The token price should eventually stabilize at a value that the overall market deems accurate.

By utilising Balancer's Smart Pools, Illuvium could fairly distribute up to 1,000,000 $ILV tokens without a lockup, initially listing them at a price of $50 USD per token.

Initial Pool Weight Ratio: 96:4

Final Pool Weight Ratio: 50:50

Timespan: 72 hours

Progression: Linear

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Treasury

The Treasury is an essential part of the Illuvium DAO structure, representing the token holders' collective interests and decision-making power. As one of the major token holders, the Treasury has the authority to initiate and oversee various actions, such as allocating funds to Illuvium Labs for the game's development or engaging third-party service providers for specific tasks. By doing so, the Treasury ensures that the Illuvium ecosystem continues to thrive and evolve while upholding the principles of decentralisation and community-driven decision-making underpinning the DAO model.

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Vault

The Vault is a critical component of the Illuvium game economy, acting as the central repository where all the game-generated revenue is collected. Upon receiving these funds, the Vault proceeds to purchase ILV tokens in the open market. These acquired ILV tokens are then distributed among the token holders, ensuring a fair and transparent allocation of the game's profits. The Vault mechanism plays a pivotal role in maintaining the stability and sustainability of the Illuvium ecosystem while also incentivising token holders to remain invested and actively participate in the game's growth and development.

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Yield Farming

Yield Farming is a mechanism designed to reward staked token holders for their contributions to the Illuvium ecosystem. The rewards that token holders receive are determined by a combination of factors, including the lock duration, the number of tokens staked, and the specific pool in which the tokens are staked. By offering these incentives, Yield Farming encourages token holders to lock their tokens for extended periods, which in turn helps maintain the ecosystem's stability and promote long-term growth. Additionally, Yield Farming is an attractive proposition for potential token holders, further bolstering the Illuvium game economy.

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Distributions

Distributions are the funds made available to token holders due to the Vault's actions in purchasing and converting game-generated revenue into ILV tokens. These distributions are an essential aspect of the Illuvium ecosystem, as they ensure that token holders are fairly compensated for their participation in the game. By providing regular and transparent distributions, the Illuvium project demonstrates its commitment to fostering a sustainable and rewarding environment for its community of players, investors, and enthusiasts alike. The distribution mechanism also plays a key role in reinforcing the Illuvium ecosystem's overall health and promoting the continued growth and success of the project.

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Marketing

Illuvium's marketing strategy adopts a two-stream approach, targeting two major audiences that comprise the crypto-gamer hybrid target market: DeFi and Mainstream.

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DeFi

DeFi partnerships will play a significant role in Illuvium's growth. The project aims to collaborate with prominent DeFi and GameFi projects chosen for their strong communities. These partnerships aim to integrate Illuvium's framework and development with the partner projects, leveraging their existing crypto-enthusiast and gaming communities for mutual growth. Illuvium will offer exclusive cross-promotional NFTs from its 'CosPlay Promo Editions' series to the partner communities, incentivizing new users to join Illuvium. These promo NFTs, although not playable in-game, will never be minted again, making them extremely rare and valuable.

Flash pools will also be used to provide liquidity for the in-game economy. Over the three-year program, we will look to partner with 50+ projects that all boast a large token holding. This will give them exposure to the ILV token, which will, in turn, convert users into players.

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Mainstream

Illuvium's mainstream marketing strategy aims to appeal to a broad range of global consumers accustomed to centralised gaming studios and distribution systems. The project plans to collaborate with various YouTube influencers who are key opinion leaders in gaming, crypto, finance, or popular culture niches, such as Chico Crypto. In addition to YouTube influencers, Illuvium will also explore partnerships with Twitch streamers, gaming communities, and other social media platforms to widen its reach.

To maintain the authenticity of influencer partnerships and avoid the impression of financial gain-driven promotion, Illuvium will focus on creating targeted content, valuable giveaways, and exclusive in-game items for the influencers' audiences. This approach will not only expose new users to Illuvium but also showcase the project's community-building ethos and commitment to delivering a high-quality gaming experience.

Additionally, Illuvium will participate in gaming events, conferences, and expos to further increase awareness and visibility within the gaming community. The project will leverage these opportunities to network with industry professionals, developers, and potential investors.

In line with its goal to educate mainstream users about the benefits of Play-to-Earn gaming and the advantages of being part of a DAO, Illuvium will create accessible and engaging content through blog posts, tutorials, and explainer videos. This content will be designed to inform and educate users about Illuvium's unique offerings and the potential opportunities within the decentralised gaming landscape.

Ultimately, Illuvium's marketing strategy aims to deliver a high-quality gaming experience comparable to what users would expect from triple-A studios while introducing them to the world of decentralised gaming and the benefits of Play-to-Earn mechanics.
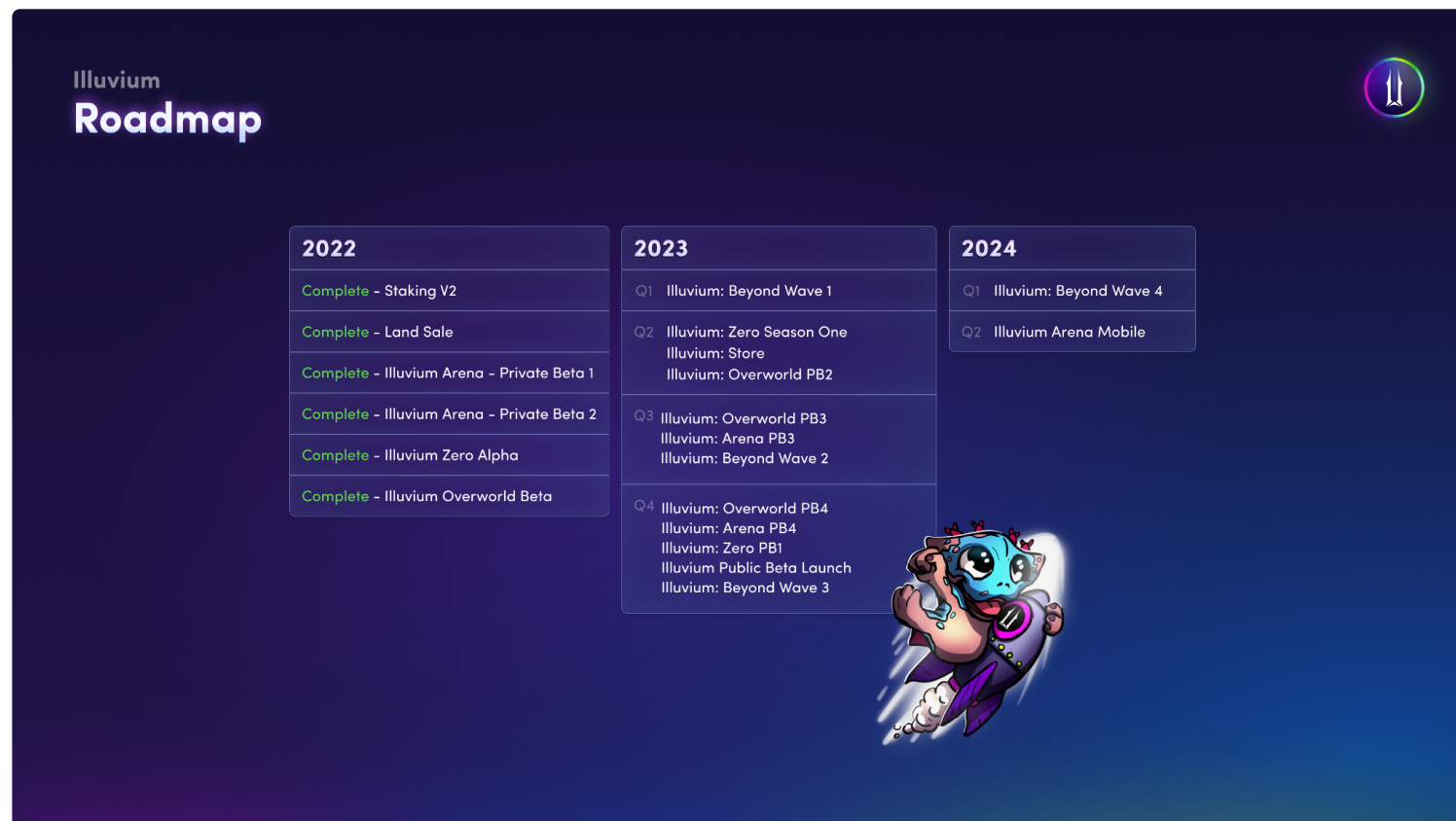
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Roadmap

Please note that development is fluid, and all dates are subject to change. Any significant delays will be communicated to the community as early as possible. The timeline assumes no major roadblocks to development.

Event	Year	QTR	Status
Pre Seed	2020	Q4	Completed
Initial Prototype	2020	Q4	Completed
Transition to Unreal Engine	2020	Q4	Completed
Seed Sale	2021	Q1	Completed
Balancer Liquidity Bootstrap Sale	2021	Q1	Completed
Token Smart Contract	2021	Q1	Completed
First Cinematic Trailer	2021	Q1	Completed
Staking V1	2021	Q2	Completed
Auto Battler Trailer	2021	Q3	Completed
Land Sale 1	2022	Q2	Completed
Staking V2	2022	Q2	Completed
Illuvium Arena Private Beta 1	2022	Q2	Completed
Illuvium Arena Private Beta 2	2022	Q3	Completed
Illuvium Overworld Beta	2022	Q3	Completed
Illuvium Zero Alpha	2022	Q4	Completed
Illuvium Beyond Wave 1	2023	Q1	Completed
Illuvium Zero Season One	2023	Q2	Planned
Illuvium Store	2023	Q2	Planned
Illuvium Overworld Private Beta 2	2023	Q2	Planned
Illuvium Overworld and Arena Private Beta 3	2023	Q3	Planned
Illuvium Beyond Wave 2	2023	Q3	Planned
Illuvium Final Private Beta	2023	Q4	Planned
Illuvium Public Beta Launch	2023	Q4	Planned
Illuvium Beyond Wave 3	2023	Q4	Planned
Illuvium Beyond Wave 4	2024	Q1	Planned
Illuvium Arena Mobile	2024	Q2	Planned

Previous
Mainstream

Last modified 2mo ago