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Definitions

Initial Coin Offerings (ICO) – is the means of attracting non-financial capital with the help of a crowdfunding project (presupposing the usage of discount tokens). The abbreviation «**ICO**» will be used in the text below.

WAVES – a blockchain platform for issuing cryptographic tokens and for crowdfunding campaigning.

CrazyCoin, a product token which gives you the right to receive a promotion code for Crazy Shapes: Run Adventure services according to the terms of this document. Token is issued at WAVES blockchain platforms.

Introduction

Mobile games market is developing very rapidly and every day there appear more and more innovative and extraordinary solutions which allow not only to entertain the audience but to show the way of dealing with different services, for example, blockchain.

Crazy Shapes: Run Adventure is one of the games via which it is possible to see how developing cryptocurrencies have penetrated all the possible areas including mobile games.

The number of users is constantly growing which allows wider audience to receive the information about the way of using cryptocurrencies. The number of blockchain users is growing and this, in its turn, provides good development and opens new perspectives of this area.

During a short period of this game being available to the public, it has been downloaded and played by more than 25 000 people. The game demonstrates good results in terms of advertisement. Its promotion on the local market as well as on the markets of certain foreign countries is the evidence that Crazy Shapes: Run Adventure has good chances for success. Most of opponents create games which are aimed just at helping their developers to make a profit. However, our aim is wider, we want to bring pleasure to each gamer that is why we focus on every detail. We put our heart into the project and customers notice it.

Gamers are influenced by the change of trends to a great extent that is why popularity is often a key factor for the project development, so this became our starting point, the reason why we decided to implement ICO.

Introduction

Our aim is to demonstrate to everyone that not only major companies are able to create really good content in the modern world but a small team can shake up the market too.

Our mission is to bring pleasure to every gamer.

After finishing ICO and the complete implementation of CrazyCoin a fully functioning application ecosystem will be created.

Each user will be able to see not only a wonderful world of Crazy Shapes: Run Adventure, but also get familiar with cryptocurrency and even start using it (see more details in “Tokens implementation” section).

Over the past 3 years the official amount of mobile games has grown from 85.7 to 108.9 billion dollars. The average annual growth is 12%. At this scale it is a very quick tempo of growth. The number of downloads and purchases is constantly growing so the new audience is appearing.

F2P games exist due to two main factors: in-game purchases and advertisements. There exist other variants too.

Since 2016, the fraction of income of IOS developers has been on the average 5 000 US dollars per month.

Most popular systems are Android and iOS. According to Gartner research, by the third quarter of 2016, 87.8% of all the sold smartphones are the devices with the Android operational system. The development of iOS apps constitutes 11.5%.

The statistics of the monthly profit from different apps also indicates the consistency of this market. According to Forbes, the average app for iOS allows to earn 4.000 US dollars a month while the app for Android brings 1,125 US dollars and for Windows phone – 625 US dollars. In 2016 the situation changed radically. According to Statista, the app for Windows Phone started bringing 11.400 US dollars a month, for iOS – 8.100 US dollars and for Android – 4.900 US dollars.

Although most people prefer Android, they constitute 75% and the reason for this is that the largest number of most used devices in the world is based on Android.

Changing of the devices themselves, namely, increasing of RAM, graphics power, processors and improving of the mobile internet leads to the fact that smartphones are now functioning as full-fledged gaming devices. It is stated in App Annie report that mobile games which were installed by less than 50% of users in 2011 started bringing 85% of the profit of the whole app market in 2015. This is 34.8 billion of US dollars in absolute figures.

Genre: Arcade/adventures

Type: Free to play

Age: 4+

Monetization: in-game purchases, advertising

Audience: more than 25 000 people

The number of online gamers:

Monthly – 15 500 gamers;

Weekly – 12 300 gamers;

Daily – 2 700 gamers;

The number of views every day: 1 400 views.

Project Description

We would like to bring your attention to a New World of Crazy Shapes. It is the whole gaming universe with its unique story, full of love and anger, nobility and treachery, wonderful mysteries, deadly dangers and TONNS OF POSITIVE EMOTIONS!

We offer our customers to plunge into this wonderful world forgetting about the surrounding problems and worries, spending good time, receiving a lot of positive emotions and just relaxing.

Various multi-user modes will allow our gamers to get real pleasure as well as to have the opportunity to prove their excellence during dynamic tournaments taking place every week.

A single-user mode will enhance and enrich the plot element.

A well-built balance, new modern solutions in monetization and stimulation of the interest will let us talk about a long-term retention of gamers participating in this game project.

This allows us to talk about the future success of the project among other gaming projects.



Advantages:

- Managing gestures;
- Interesting and detailed story of the world and the characters;
- Real-time multiplayer;
- Beautiful and pleasant graphics;
- Modern programming solutions;
- Operational support for gamers;
- Exciting atmosphere.



Project Description

Screenshots:



5th level (night)



13 level (day)

Project Description



13 level (day)



17 level (morning)

Primary attraction:

- Advertisements in social media;
- Articles on different web-portals, including big websites;
- Video reviews;
- Forums;
- Thematic portals;
- Contextual advertising.

After the primary attraction we started to introduce blockchain as well in order to attract the audience. Each person who buys a CrazyCoin along with ICO will receive a promo code which will give him or her in-game currency, crystals for opening different levels and other bonuses depending on the number of purchased tokens.



Development plan

We plan to enter the US, European and Asian markets with the help of money collected during ICO as well as to create the connection of the blockchain and the game itself, to improve the opportunities, graphics and the technical implementation of the game.

Project development

Now **Crazy Shapes: Run Adventure** demonstrates good results. We distinguish the following growth points in the project:

- Realization of innovative solutions of the project;
- Improvement of the technical component;
- Improvement of the graphical component;
- Opening of new modes;
- Improvement and implementation of new ways of monetization;
- Increasing the user engagement rate.



Implementation of Tokens

After ICO CrazyCoin is over and the currency is in circulation, we will start fully connecting game currency to the blockchain:

- The opportunity to buy different goods for tokens will appear;
- The usage of tokens for performing different actions in the game;
- The connection between tokens and a multiplayer;
- Creating of certain limited content which will be available only for those who use CrazyCoin;

Bonuses for the first owners of CrazyCoin:

When buying tokens one will be given a game content, first of all it will be the following:

100 tokens = 100 solar;

200 tokens = 250 solar;

400 tokens = 750 solar;

800 tokens = 1 600 solar + 1 crystal;

1200 tokens = 2 500 solar + 3 crystals;

2 500 tokens = 7 000 solar + 6 crystals;

10 000 tokens = 35 000 solar + 15 crystals;

25 000 tokens = 100 000 solar + 30 crystals + a special present from the developers;

100 000 tokens = 1 000 000 solar + 50 crystals + an exclusive gift from developers.

CrazyCoin tokens

Токены будут давать их обладателям возможность получения промокоды и другие бонусы. После ICO можно будет купить или продать на бирже DEX. Так же планируем размещать токены и на других биржах.

Реализация в два этапа: PRESALE и ICO.

Общее количество токенов: 85 000 000 CrazyCoin

Стартовый курс: 0.2\$

Этап 1: PRESALE

Time frame: 6/10/2017-6/11/2017.

Purpose: collecting money for ICO marketing.

The number of tokens to be sold: 850 000.

Bonuses to the purchased tokens:

- The first week – 50%
- The second week – 40%
- The third week – 30%
- The fourth week – 25%

Этап 2: ICO

Time frame: 1/11/2017-28/11/2017

Distribution of tokens:

- 59 500 000 tokens (70%) are released for free sale;
- 1 700 000 tokens (2%) are registered on Bounty;
- 22 950 000 tokens (27%) are retained by developers.

The number of tokens to be sold: 61 200 000.

Bonuses to the purchased tokens (one stage = two weeks):

- The first stage – 20%
- The second stage – 15%
- The third stage – 10%
- The fourth stage – 5%

The transfer of tokens:

On the Waves platform it is impossible to prohibit the presence of tokens on DEX exchange during carrying out PRESALE and ICO, that's why a personal account will be created till the end of ICO. It will be possible to withdraw tokens via this personal account. A Waves wallet will be necessary to do it.

Team

Victor Dyakov (SEO)

- To divide global tasks into many specific and small ones;
- Distribute responsibilities between the participants;
- Set the exact terms and conditions for implementation;
- Motivate and guide other professionals;
- To plan the consumption of material resources;
- To prevent and eliminate possible risks.

Denys Podolyak (CTO)

- Writing and modifying a program code;
- Creating game objects, recording their characteristics;
- Creating the basic game mechanics;
- Maintaining the file architecture of the whole project;
- Combining the results of work of all the other specialists into a program.



Team

Pavel Kapralov (CIO)

- Creating game's design;
- Creating the landscape of levels;
- Creating and thinking over the ways of personage's movement;
- Arrangement of complete game objects;
- Creating and arrangement of plot events on different levels;
- Creating art according to the descriptions of game designer;
- Creating of textures, 3D models, graphical special effects, animation;
- Designing the game interface.

Artem Grebennikov (CMO)

- Participating in game development;
- Writing advertisement texts about the game opportunities;
- Creating and distributing game images or videos;
- Communicating with advertising platforms, arranging events;
- Carrying out testing and organizing a marketing research.

Terms and conditions

CrazyCoin tokens do not belong to any kind of official or legally binding investment. Due to unforeseen circumstances, the aims set out in this document, can be changed. Despite the fact that we intend to adhere to all the points described in this document, all persons and parties taking part in CrazyCoin tokens purchasing, do it at their own risk.

Such technical innovations as the development of quantum computers may constitute a danger for cryptocurrencies, including CrazyCoin tokens.

Despite the fact that CrazyCoin tokens should not be considered an investment, they can become valuable over time. Also their value may be reduced.

Money is not immune from fund raising. In case of loss or reduction of value, there are no private or public insurance agents to whom the customer will be able to apply.

Due to different possible reasons, including the absence of limits, the insolvency of business arrangements or business strategies, Crazy Shapes: Run Adventure and all the following marketing activities concerning raising money may not be successful in it.

CrazyCoin tokens constitute quite a new and relatively unchecked technology. In addition to the risks mentioned in this document there are other risks which DP Space LP team cannot foresee. These risks may materialize in the forms of risks other than the ones specified here.

PROVISION OF GUARANTEES REFUSAL

YOU AGREE THAT CRAZYCOIN TOKENS USAGE OR THE IMPOSSIBILITY OF THEIR USAGE IS CARRIED OUT ONLY TO YOUR OWN RISK AND YOU EXONERATE DP SPACE LP COMPANY FROM ANY RESPONSIBILITY. STARTING FROM THE MOMENT OF ICO TERMINATION CRAZYCOIN TOKENS WILL BE SENT TO YOU WITHOUT ANY EXPRESS OR IMPLIED GUARANTEES INCLUDING THE REFUSAL OF ALL THE IMPLIED GUARANTEES OF COMMERCIAL VALUE FOR CERTAIN PURPOSE, WITHOUT THE VIOLATION OF ANY INTELLECTUAL PROPERTY RIGHTS.

CONCERNING THE FACT THAT CERTAIN JURISDICTIONS PROHIBIT EXCLUDING OF IMPLIED GUARANTEES, THE AFOREMENTIONED EXCLUSIONS OF THE IMPLIED GUARANTEES MAY NOT APPLY TO YOU.

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CRAZYCOIN TOKENS ARE NOT OFFERED AND ARE NOT DISTRIBUTED TO THE RESIDENTS AND CITIZENS OF THE USA OR TO THEIR REPRESENTATIVES.

PROHIBITION FOR RESIDENTS AND CITIZENS OF SINGAPORE

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Terms and conditions

PROHIBITION FOR RESIDENTS AND CITIZENS OF CHINA

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