



ARTION ECOSYSTEM

INTEROPERABILITY ACROSS GAMES, PLATFORMS,
AND MEDIUMS. TRANSFORM IN-GAME ITEMS INTO
TRADABLE, COLLECTIBLE ASSETS WITH REAL UTILITY
WITHIN ARTION ECOSYSTEM AND BEYOND.

WHITE PAPER

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INTRODUCTION



ARTNROLL
GAMES

Artnroll Games is a game development company dedicated to craft memorable gaming experiences. Focused on cross-platform multiplayer/co-op games with social core, original IPs and mass-market appeal. We are on our mission to create a vibrant ecosystem of interconnected games, where players can seamlessly transition their assets and experiences across different gaming environments. We believe in the power of community and are committed to providing immersive, engaging gaming experiences for everyone.



VISION

To build a dynamic, player-centric ecosystem where games are more than just standalone experiences but part of a larger, interconnected universe.



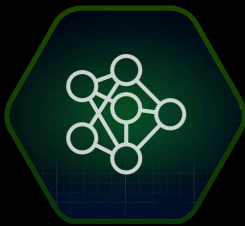
MISSION

To develop a platform where players can enjoy a variety of games, leveraging interoperable assets and a unified economy, thereby enhancing the overall gaming experience and fostering a strong community.

INTEROPERABLE GAMING ECOSYSTEM

The ARTON Ecosystem is designed to be a comprehensive gaming environment where multiple games coexist, interact, and enhance each other.

Key components of this ecosystem:



INTEROPERABILITY

Players can transfer assets, such as characters, items, and currencies, between different games within the ecosystem. This feature enhances player engagement and investment, making the gaming experience more cohesive and rewarding.



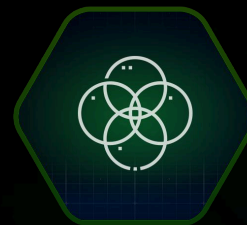
UNIFIED ECONOMY

A single token, \$ARTON, underpins the entire ecosystem, allowing for seamless transactions and interactions between different games. This unified economy ensures that players can easily buy, sell, and trade assets without friction.



COMMUNITY-DEVELOPMENT

We actively involve our community in the development process, encouraging feedback, ideas, and collaboration. This ensures that the games we create resonate with players and meet their expectations.



DIVERSE GAME PORTFOLIO

Our ecosystem will host a variety of games across different genres, providing a rich and diverse gaming experience.



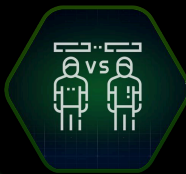
HEROES OF FERALIA TERRA

BATTLE AS FERAL WARRIOR FOR SURVIVAL AND HONOR, BOUND BY A PRIMAL CODE OF ETHICS AND FEROCITY, CONFRONT AN INVADING COSMIC EVIL. "THE GAME COMBINES MYTHIC BARBARIAN STORYTELLING WITH DARK COSMIC HORROR, EMPHASIZING THE THEMES OF SURVIVAL, HONOR, AND THE FERAL SPIRIT."

GAME FEATURES



LORE



PVP/TRIALS



CO-OP



PVE



CUSTOMIZATION



EXPLORATION



REWARDS



QUESTS

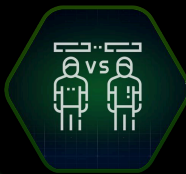


BITBULLZ IS A CROSSOVER FIGHTING GAME. IT FEATURES CHARACTERS FROM VARIOUS IN HOUSE IP'S F (AND FROM PARTNERS) BATTLING AGAINST EACH OTHER IN DYNAMIC AND CHAOTIC ARENAS.

GAME FEATURES



LORE



PVP/TRIALS



CO-OP



PVE



CUSTOMIZATION



EXPLORATION



REWARDS



QUESTS



RUNPAGE

RUNPAGE IS INSPIRED BY THE GLOBALLY POPULAR SPORT OF PARKOUR, WIDELY EMBRACED AS AN EXTREME SPORT. RUNPAGE CAPTURES THE THRILL OF PARKOUR, FREE RUNNING, AND THE LATEST TREND OF ROOF RUNNING, PLACING PLAYERS IN A FANTASTICALLY FUTURISTIC, STYLIZED WORLD WHERE THE RUNPAGE TOURNAMENT IS TAKING PLACE.

GAME FEATURES



LORE



PVP/TRIALS



CO-OP



PVE



CUSTOMIZATION



EXPLORATION



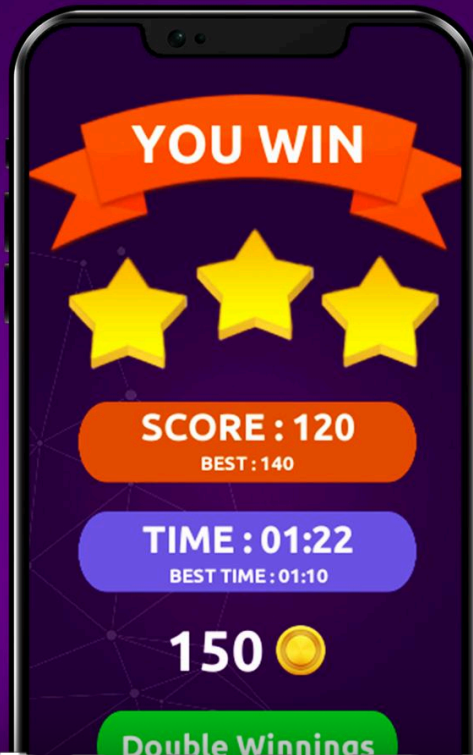
REWARDS



QUESTS

PLAY LEARN

DIVE INTO THE WORLD
OF CASUAL AR GAMING



SNAPUP

A NEW DIMENSION OF GAMING WITH "SNAPUP AR" AFK COMPANION. THE ULTIMATE GAME DESIGNED TO ENHANCE USER EXPERIENCE ACROSS THE ECOSYSTEM AND PARTNERSHIPS. A WORLD WHERE ADVENTURES CONTINUE EVEN WHEN YOU'RE AWAY. UNLOCK INTEROPERABLE ITEMS THAT SEAMLESSLY INTEGRATE WITH OUR GAMES, BOOSTING GAMEPLAY AND REWARDS. EXCITING QUESTS, UNIQUE ITEMS AND MANY MORE.

GAME FEATURES



B2C



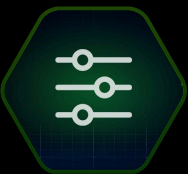
PVP/TRIALS



B2B



PVE



CUSTOMIZATION



EXPLORATION



REWARDS



QUESTS

ARTON TOKEN

The native digital crypto graphically secured utility token of the Artnroll Games Ecosystem. \$ARTON is a transferable representation of the attributed functions specified in the protocol/code of the Artnroll Games platform, and which is designed to be used solely as an interoperable utility token on the platform and across different game environments. \$ARTON is an ERC-20 token ported to other EVM compatible chains.

As the native platform currency, \$ARTON will play the role of settlement, staking, and a gaming utility token within the Artnroll Games ecosystem.

For example, a user could purchase assets for Artnroll Games ecosystem using \$ARTON rewards earner by winning any of the in house games of the ecosystem.



ARTON UTILITY



Fee Settlement



Play-And-Earn



Rewards Pool



Tournament Pools



Staking



Basic Attention Token



Community Incentives



Token Deflation

ARTON ECONOMY

Most of the money earned in gaming assets either work in the same game environment, or they are redeemable into fiat without any extra incentives attached. Artnroll Games Foundation, a defi-gaming ecosystem is launching their ARTON Token built on top of the layer2 Matic Chain.

The ARTON Token working as a unified token can work in different games that are associated with the Artnroll Ecosystem.

PROTOCOL

The ARTON Token is built as a unique gaming utility token on top of ARTON Protocol which you can use to pay contest fees, buy assets, redeem game rewards, etc into ARTON token for fiat swap or redemption.

BENEFITS

The ARTON Token is built as a unique gaming utility token on top of ARTON Protocol which you can use to pay contest fees, buy assets, redeem game rewards, etc into ARTON token for fiat swap or redemption.

Whenever players are operating in a specific game environment, there are assets that they need to purchase, fee amounts to be paid or, their winnings that they need to redeem. For all of the above scenarios, they take the route of fiat. Once they use the ARTON Token, they will be given a x% discount for purchase or fee payment or added incentives for redeeming the game assets in ARTON Token. So, if you have a 10\$ asset, upon redeeming the 10\$ asset into fiat, you get 10\$ only. But when you put ARTON token in the picture, they will give you the 10\$ benefit, along with a x% cashback point in ARTON Token.

On top of that, there are also additional incentives given in ARTON Token for better engagement with the game. Meaning, if some users are spending a specific time daily in the game, they are eligible for loyalty rewards which will be given in ARTON Tokens governed by the protocol automatically via airdrop or DTT or Direct Token Transfer. These tokens can be used to pay additional contests' fee or buy more game assets or they can convert the same into fiat from their wallet and use it as per their requirement.

Thirdly, the ARTON tokens can be used as a lock up token to stake and earn reward points within the gaming ecosystem. For example, the Artnroll Games game users can hold/stake/lock their ARTON tokens that will yield them game points which in-turn can be used to join contests or prediction contracts. This gives the user a freemium gaming experience and helps them keep hodling their ARTON tokens in future.

ARTON FOUNDATION

EMPOWERING INDIE GAME DEVELOPERS

Whenever a new game is launched, it generally takes time for the game to build their own market. But Artnroll Games Foundation is going to provide them with an ecosystem which is already consumer driven. Meaning, new games can completely minimize their penetration struggle into half with an already flooded market place provided by the Artnroll Games Foundation. As a result, more people will get to know about the new games developed and developers or game developing companies need not have to spend a colossal amount in their branding & promotion.

Marketing burns out a considerable cash and Artnroll Games Foundation has created a solution for the same. Nevertheless, these new game developers or companies need to pay some listing charges and transaction fees every time when tokens are used or redeemed in the ARTON ecosystem.

But these charges will be significantly lower than what they would have otherwise spent in marketing and branding. Also, game developers will be remunerated in ARTON Tokens for their development and sales which will increase their earnings face value with token appreciation every time.

ARTNROLL GAMES FOUNDATION

Artnroll Games Foundation will be building an interoperable token system with the help of the Unified ARTON Tokens. So, whenever these tokens are used for use of any type, the Artnroll Games Foundation will be receiving a transaction fee. On top of that, as the demand for the tokens rise due to its ecosystem operations in gaming, the value of the token will rise, incentivizing the ARTON hodlers.

TOKEN FUNCTION.

The ARTON token is a fee settlement, staking and loyalty token for the Artnroll Games ecosystem and all its associated games to come in future. The token facilitates additional functions as both deterrent to bad actors (via its staking function) and as a payment option, offering additional discounts to its users. List of token functions:

Fee settlement

Staking upon registration

Reward claiming

Game Dev Financing and Loyalty payments (for Game Players/ ARTON Users)

Get users Attention and Financing(for Game Devs).

FEE SETTLEMENT

Fees for joining contests or taking part in game contracts on the ARTON platform can be settled either in FIAT or in the ARTON token. However, all fees settled in ARTON will enjoy a x% discount on the fee amount or alternatively an x% of tokens as participation reward. Since the platform will enable the seamless use of ARTON, we assume that eventually all fees will be settled via ARTON .

STAKING

Newly registered customers/game developers on the platform will have the option to stake a floating amount of tokens (based on fixed USD equivalence). Those tokens will act as a guarantee of proper conduct and as an additional incentive token to provide them a freemium gaming experience. Any platform user not acting in good faith will be at a risk of losing this deposit. In the meantime, those tokens will also provide double benefit to the rest of the platform users:

1. If the token value appreciates in value, users will be able to unstake part of their tokens (as long as they meet the fixed USD equivalence requirement) and sell them for a profit.
2. If the token value depreciates, users will be able to "sell their stake or asset" (ex: NFT in Artnroll Games) in the system at a slight discount to other users who wish to enter the platform, thus essentially breaking even on their stake, when they decide to exit the platform. development and sales which will increase their earnings face value with token appreciation every time.

REWARD CLAIMING

The contests reward amounts for Artnroll Games game will be paid to the users in the form of combination of Fiat and ARTON tokens. If the user joins the contest using ARTON tokens, an additional bonus in terms of ARTON tokens will be provided to him even if he loses the match.

GAME DEV FINANCING AND LOYALTY.

ARTON will enable cryptocurrency token holders to fund the operations of platform's game developers users via a liquidity pool. ARTON will keep a small margin of the interest rate on those loans and pass the remaining to the liquidity providers. Interest in the trade financing protocol will be payable in ARTON tokens.

ATTENTION & FINANCING

While not the main function of the ARTON token, it still can be used as a pure medium of getting users attention to your game by way of rewarding users in loyalty points and also bring financing to the game devs. Advertisers are given options of paying in ARTON tokens to reserve or get user's attention.

SIMILARITIES AND BENCHMARKS

Conceptually the ARTON token is very similar to the Binance coin (BNB), in the sense that it is used for the settling of fees and offers additional discounts to people opting to use it as a payment method. We will use this similarity when estimating token characteristics (such as velocity) further down in this document.

DIFFERENCES FROM THE BENCHMARK

While we will use BNB as a benchmark, it is important to also point out the differences between the two coins.

- Instead of burning, ARTON will have a staking function, required upon customer registration.
- The ARTON token may act as a payment token along with staking and loyalty on the ARTON platform. development and sales which will increase their earnings face value with token appreciation every time.

LOST TOKENS

Inevitably some small % of tokens is going to be lost each year (lost private keys). We have done a conservative estimation of 0.5% of all tokens being per year. This is a conservative estimate, as studies have found that approximately 4 MM Bitcoins have been lost (approximately 25% of the available bitcoin supply as of 2017), over the course of 10 years. Other estimates show this to be closer to 11% for provably 1 lost coins.

SPECULATIVE ACTION

In our assumptions, we have included a conservative 20% of all tokens held by speculators, taking them out of circulation.

ARTON REWARD POOL

Artnroll Games Foundation would fund the ARTON reward pool with 5M initial tokens. Post this, 10% of all transactional fees generated from revenue models listed in the Token

function section referred earlier in the document would be diverted to the ARTON reward pool ensuring enough liquidity. The Foundation would maintain a reward pool in ARTON tokens to be issued for early players of our gaming ecosystem. We intend to gradually decrease the amount of tokens you get being a user (with early adopters getting the maximum rewards) but as ARTON is a perpetually deflationary token, the rewards (in USD terms) would still keep on maintaining a peg above the USD threshold value over time. We also feel that the old and new members of the community should be rewarded more for investing in the project at an early stage and hence we propose below rules:

SPECULATIVE ACTION.

1. For the duration of private sale, the amount of ARTON tokens rewarded will be 3x on the platform for a sale participant with a minimum purchase of 3000 ARTON.
2. For the duration of wave I public sale, the amount of ARTON tokens rewarded will be 2x on the platform for a sale participant with a minimum purchase of 5000 ARTON.
3. For the duration of wave II public sale, the amount of ARTON tokens rewarded will be 1.5x on the platform for a sale participant with a minimum purchase of 7500 ARTON.

ARTON STAKING

With ARTON, one can also provide some liquidity into a pool and either get exclusive benefits within the associated games like a free entry to a contest/match or earn cash flow returns in the form of fractional ARTON (fARTON). However, unlike other ecosystems, those ARTON tokens will also entitle you to continue to earn a portion of the protocol's fee, accumulated in fARTON, even if you decide to no longer participate in the liquidity provision. As an early adopter to help provide liquidity, you become a significant stakeholder of the protocol.

The earnings that you'll receive from staking will be proportional to the amount of pool tokens you have staked versus the total amount of pool tokens staked. Unless you continue to provide liquidity, your holdings and corresponding cash flows will gradually be diluted.

Since the ARTON users will be eligible to receive cash flows in the form of the ARTON tokens (fractional ARTONs), we can estimate an approximate expectation for the value of said cash flows.

Discounted Cash Flow Analysis (DCA) has been around for a while and has been established as one of the main evaluation methodologies of an investment based on its future cash flows. The purpose of DCF analysis is to estimate the money an investor would receive from an investment, adjusted for the time value of money .

While it has not widely been used in cryptocurrency up to now (start of 2021), our expectation is that with the increasing number of ILOs involving staking it is going to establish itself as the de-facto standard for any token with periodic cash flow payments on staking. The formula for calculating the net present value of a future cash flow goes as follows:

$$NPV = \frac{CF_1}{(1+r)^1} + \frac{CF_2}{(1+r)^2} + \dots + \frac{CF_n}{(1+r)^n} + TV$$

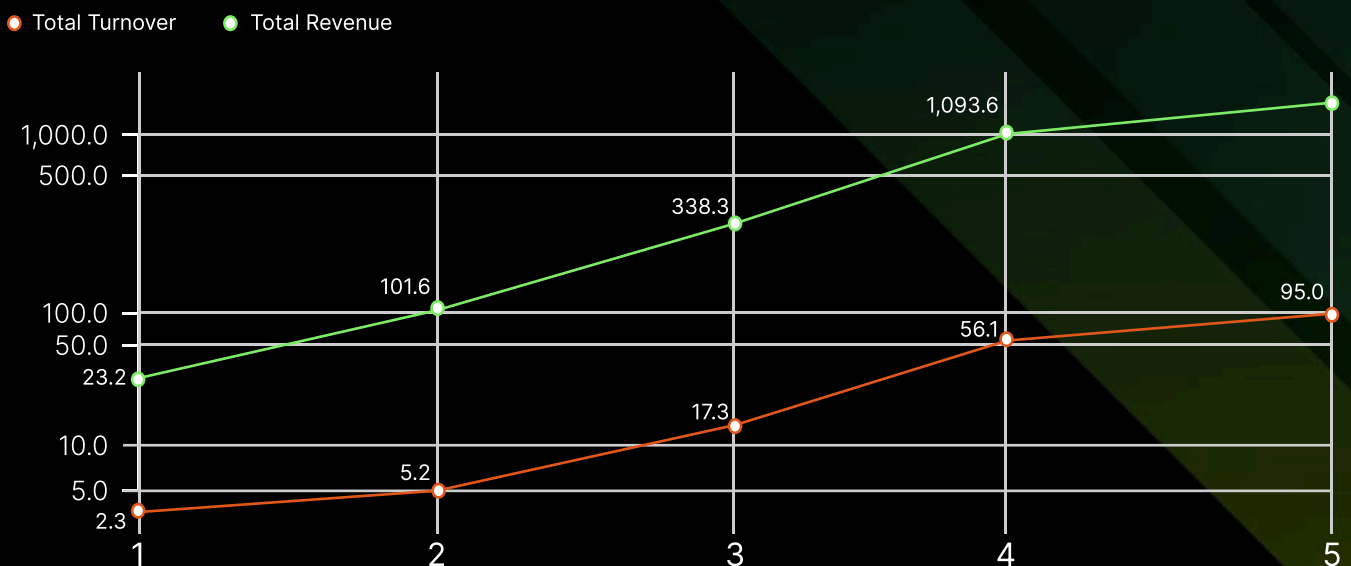
Where:

1. NPV is the net present value of the investment
2. CF_n is an expected future cash flow at period n
3. r is the discount rate, also referred to as the cost of capital
4. TV is the terminal value (or exit value) of the investment

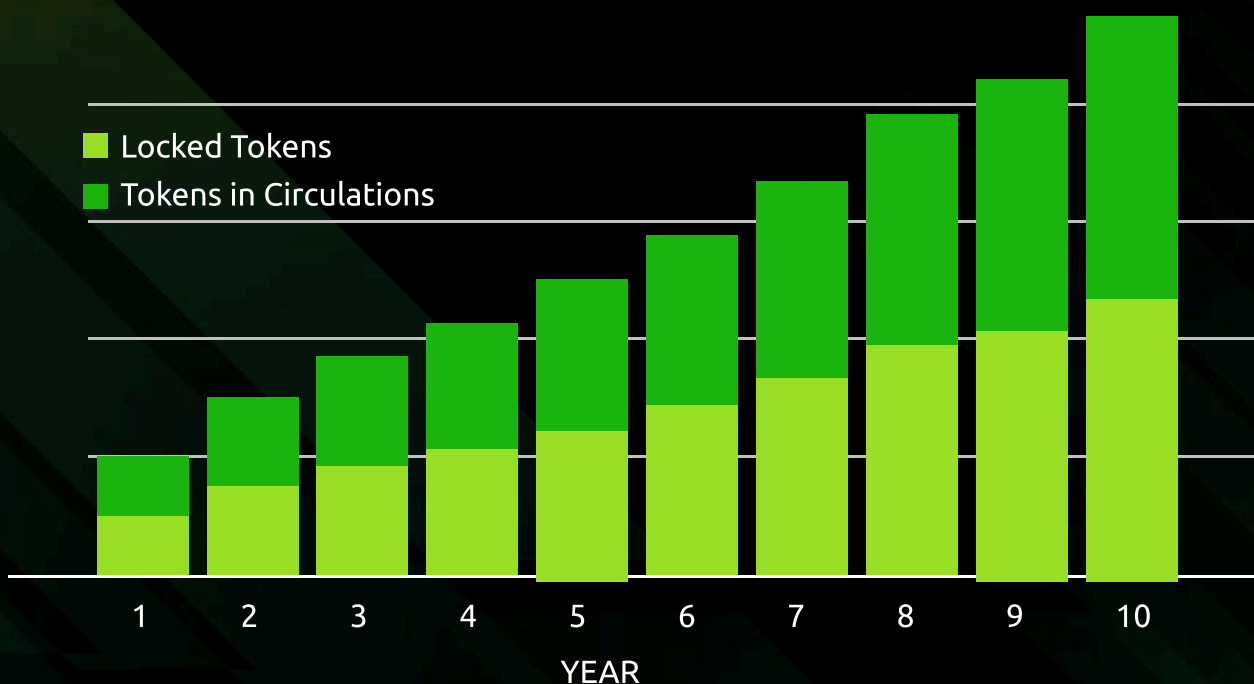
In turn is evaluated as : Investopedia, Discounted Cashflow Analysis - <https://www.investopedia.com/terms/d/3dcf.asp>

ARTON STAKING

With the two new elements being representing the expected long term growth rate of the underlying business. Representing any liquid assets available at the end of period For our cash flow estimate, we are taking a very conservative approach, by looking at the existing Artroll Games Ecosystem and assuming that we will be able to reach the projected volume(as highlighted in Token Valuation sheet) within a 5 year period (while majority of other projects have reached their targets within 2-3 years).



Only users who stake/lock their ARTON tokens in our staking contract will be eligible for receiving cash flows generated from the components of the ecosystem. At this point the exact number of users who will be willing to stake their tokens is unknown, but for the purpose of this calculation, we will assume that 50% of all circulating tokens will be locked at any given point in time.



ILO FINANCIALS

BASICS:

└ Ticker:	ARTON
└ ILO start date:	TBD
└ ILO end date:	TBD
└ ILO Denomination currency:	USD
└ Accepted currencies:	USD, ETH
└ Jurisdiction:	Panama
└ Eligibility:	Subject to KYC and AML
└ Compliance:	None
└ Token purchase contract:	SAFT
└ ILO waves:	3

TOKEN GENERATION EVENT SUMMARY:

└ Sale type:	ILO
└ Softcap:	0 MM USD
└ Hardcap:	1.68 MM USD
└ ILO Tokens:	170 MM ARTON
└ Remaining tokens post ILO:	burned
└ ILO allocation:	17%
└ Initial Total Tokens:	1 BN ARTON
└ Token type:	Fixed supply
└ Fixed supply	Under SEC rules, this token is not a security but a Utility

ILO TOKENS UNDER ASSUMPTIONS OF

- └ **Stage 1** : 30,000,000 ARTON sold @0.006 USD = 0.18 MM USD raised
- └ **Stage 2** : 120,000,000 ARTON sold @0.01 USD = 1.20 MM USD raised
- └ **Stage 3** : 20,000,000 ARTON sold @0.015 USD = 0.30 MM USD raised

WAVE 1: SEED ROUND

- └ **Token price:** 0.006 USD
- └ **Bonuses:** NA
- └ **Wave number of tokens available:** 30,000,000 ARTON
- └ **Wave cap:** 0.18 MM USD
- └ **Cumulative number of tokens available:** 30,000,000 ARTON
- └ **Cumulative cap:** 0.18 MM USD
- └ **Minimum investment:** 25,000 USD
- └ **Maximum investment:** TBD
- └ **Wave start:** TBD
- └ **Wave end:** TBD

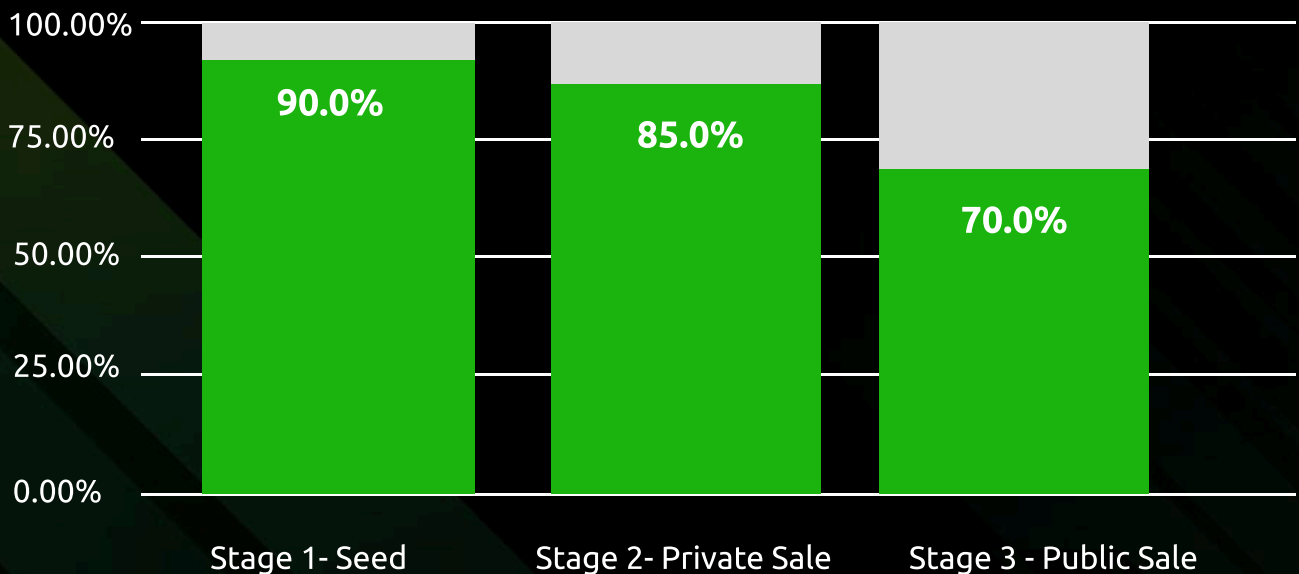
WAVE 2: PRIVATE ROUND

- └ **Token price:** 0.01 USD
- └ **Wave number of tokens available:** 120,000,000 ARTON
- └ **Wave cap:** 1.2 MM USD
- └ **Cumulative number of tokens available:** 150,000,000 ARTON
- └ **Cumulative cap:** 1.38 MM USD
- └ **Minimum investment:** 50,000 USD
- └ **Maximum investment:** TBD
- └ **Wave start:** TBD
- └ **Wave end:** TBD

WAVE 3: PUBLIC ROUND

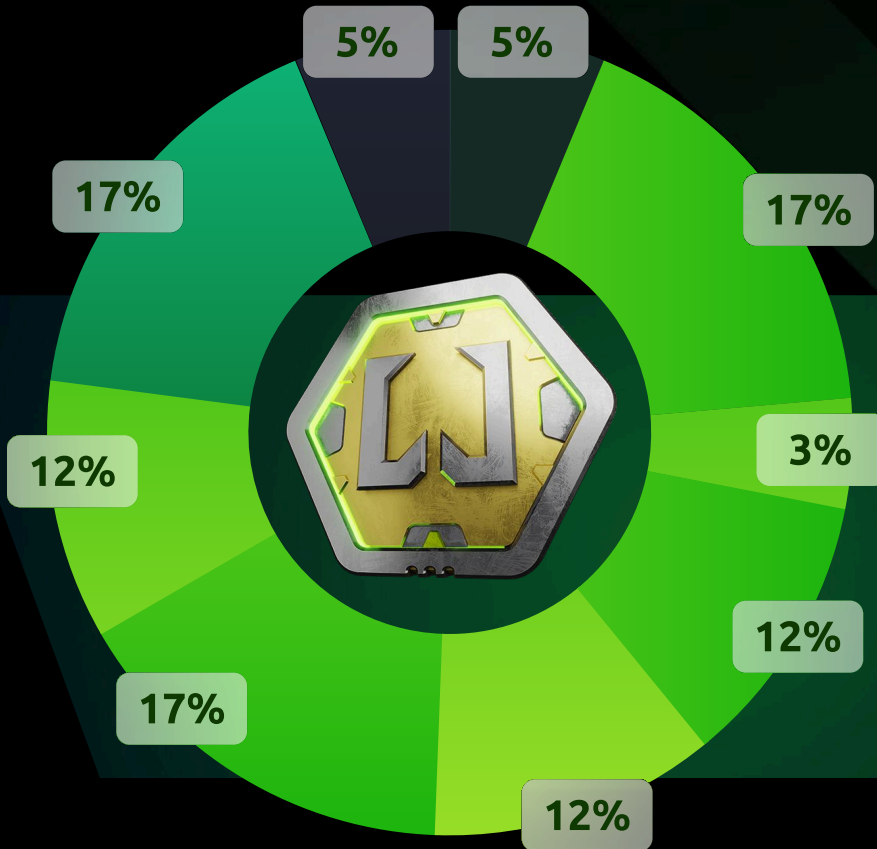
└ Token price:	0.015 USD
└ Bonuses:	NA
└ Wave number of tokens available:	20,000,000 ARTON
└ Wave cap:	0.30 MM USD
└ Cumulative number of tokens available:	170,000,000 ARTON
└ Cumulative cap:	1.68 MM USD
└ Minimum investment:	100 USD
└ Maximum investment:	TBD
└ Wave start:	TBD
└ Wave end:	TBD

■ Unlocked Tokens
■ Locked Tokens



Figures are shown as % tokens versus the minimum ILO tokens.

TOKEN ALLOCATION.

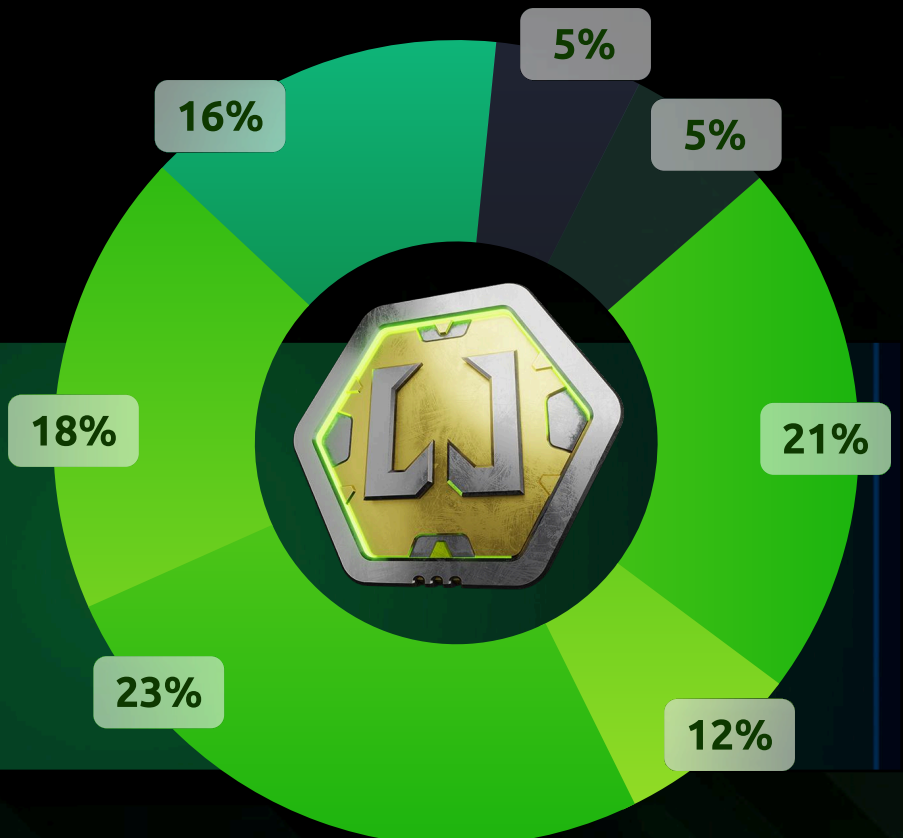


Token Distribution & Allocations

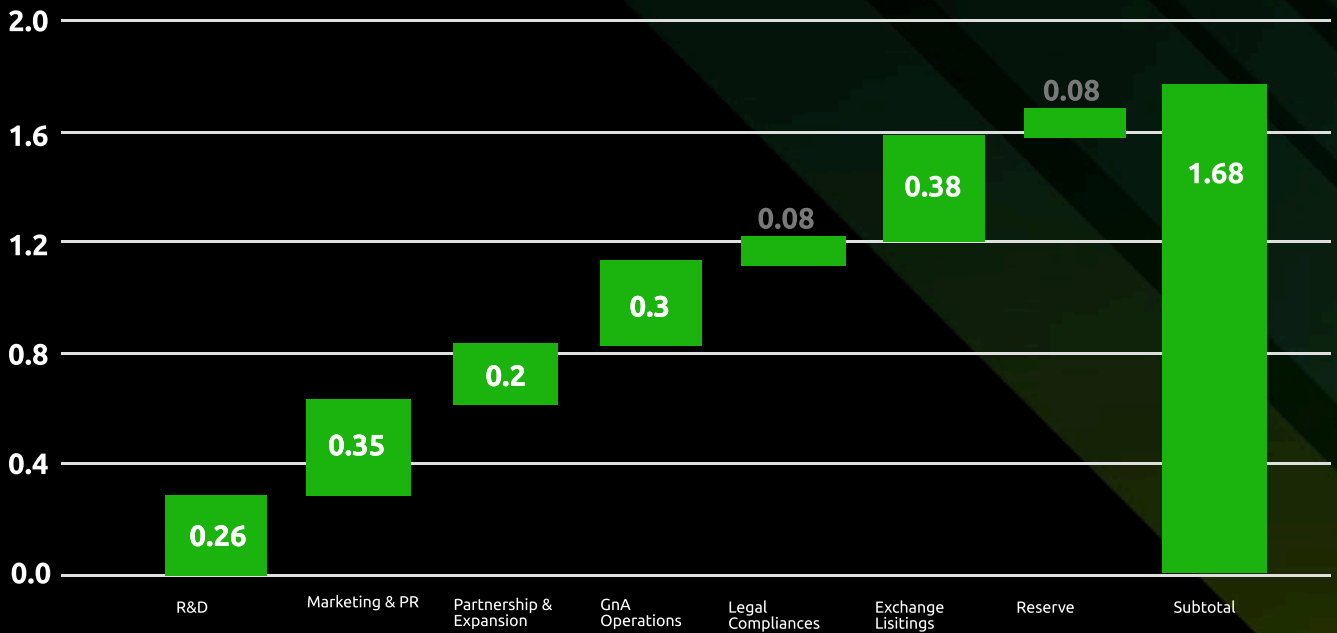
- Core Team - 17%
- Advisors - 3%
- Community & Ecosystem - 12%
- Treasury - 17%
- Marketing - 12%
- Development - 12%
- Token Sale - 17%
- Exchange Liquidity - 5%
- Future Sales/Reserves - 5%

Fund Utilization

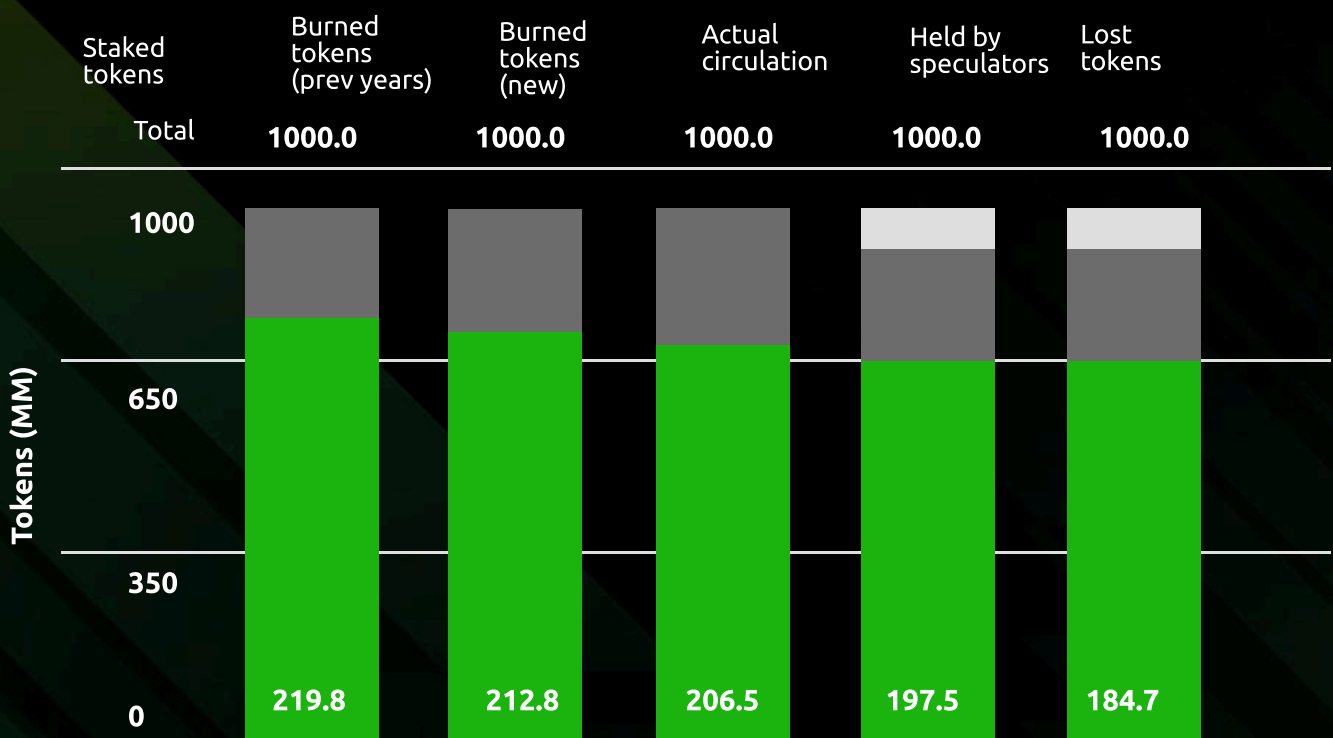
- Exchange Listings - 23%
- Partnerships & Expansion - 12%
- Research & Development - 16%
- Reserve - 5%
- Marketing & PR - 21%
- GnA & Operations - 18%
- Legal/ Compliances - 5%



BREAKDOWN OF THE FUNDS



Breakdown of the funds' utilisation between the Softcap and the Hardcap



TOKEN VALUATION

In this section, we will attempt to present a fair price estimate for the ARTON token, under the assumption of reaching hardcap and company revenue projections provided as-is. Methodology. Probably the most widely used valuation methodology for utility tokens is the quantity theory of money and more precisely the equation of exchange. Several 4 5 models based on those principles have been developed and widely accepted by the 6 7 cryptocurrency community. In a nutshell, the equation of exchange is:

$$M \times V = P \times T$$

(1) Where:

1. M is the amount of money in circulation, within a specific system
2. V is the velocity of money, or in other words: how often does money change hands within a predefined period (most commonly - annually)
3. P is the price at which transactions are happening within the system
4. T is the number of transactions for a predefined period (same period, as the velocity)
5. PXT in this regard is essentially the total economic output of the system for the selected period, sometimes referred to as GDP of the system.

The above formula (1) is not directly applicable to cryptocurrencies (and a commonly encountered error), due to the fact that in a token/cryptocurrency economy, the two sides of the above equation are denominated in different units. When talking about the systems GDP, the expected Revenue in USD is generally used, on the other hand, the left-hand side of the equation is still denominated in the native token. We can solve this by introducing an additional parameter which represents the exchange rate

- Friedman M. (2008) Quantity Theory of Money. In: Palgrave Macmillan (eds) The New 4 Palgrave Dictionary of Economics. Palgrave Macmillan, London
- https://link.springer.com/referenceworkentry/10.1057%2F978-1-349-95121-5_1640-2 Bordo M.D. (1989) Equation of Exchange. In: Eatwell J., Milgate M., Newman P. (eds) 5 Money. The New Palgrave. Palgrave Macmillan, London
- https://link.springer.com/chapter/10.1007/978-1-349-19804-7_17 Chris Burniske (2017) Cryptoasset Valuations <https://medium.com/@cburniske/6-cryptoasset-valuations-ac83479ffca7>
- Brett Winton (2017) How to Value a Crypto-Asset-A Model <https://medium.com/7-wintonARK/how-to-value-a-crypto-asset-a-model-e0548e9b6e4e>

TOKEN VALUATION

between the token and USD (or any other FIAT currency based on the denomination of the system's GDP). The equation then becomes:

between the token and USD (or any other FIAT currency based on the denomination of the system's GDP). The equation then becomes:

$$M_t \times E_{t/USD} \times V = P_{USD} \times T$$

This enables us to solve for $E_{t/USD}$ (3) and get the expected token exchange rate (or token value), provided we can come up with adequate estimations for the other variables. From (2), we can solve for the token value as

$$E_{t/USD} = \frac{P_{USD} \times T}{M_t \times V}$$

This enables us to solve for $E_{t/USD}$ (3) and get the expected token exchange rate (or token value), provided we can come up with adequate estimations for the other variables. From (2), we can solve for the token value as

However this begs the question - how do we estimate the staked TOKEN equivalent? Staking. Here, we refer back to the expanded equation of exchange (2) as follows:

$$\left(M_t - \frac{S_{USD}}{E_{t/USD}} \right) \times E_{t/USD} \times V = P_{USD} \times T$$

Following the same transformations, we did previously, we can simplify this equation to:

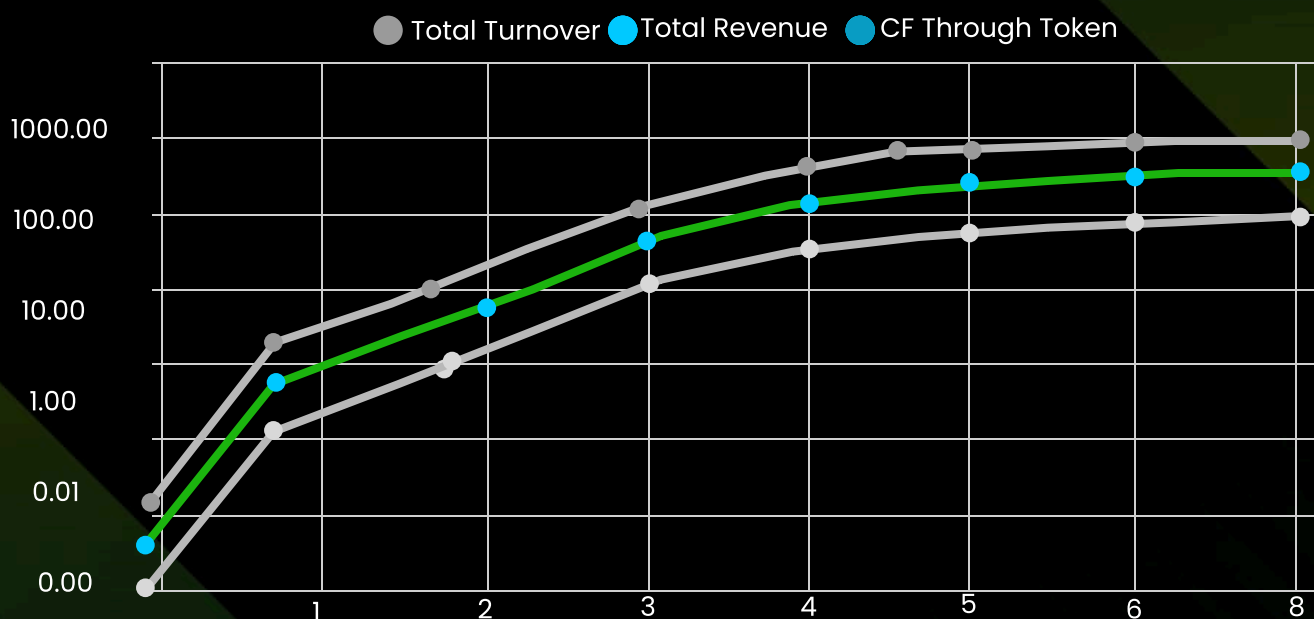
$$E_{t/USD} = \frac{P_{USD} \times T + S_{USD} \times V}{M_t \times V}$$

In other terms - the USD equivalent of any staked token amount can be represented as an increase in the GDP (or demand) for the token. This extra "demand" is not affected by velocity. Having this in place, and having already estimated the USD equivalent of the staked tokens, based on the company's revenue projections, we can now estimate the actual circulation of tokens:

TOKEN VALUATION

Expected actual token circulation (numbers at the bottom) compared to the total released tokens to date (numbers at the top)

The GDP or Revenue of the system. This is based on the company's 5-year plan (upon successful ILO). The plan is based on the respective total addressable markets and assuming a very conservative 0.1% penetration of those markets within 10 years.

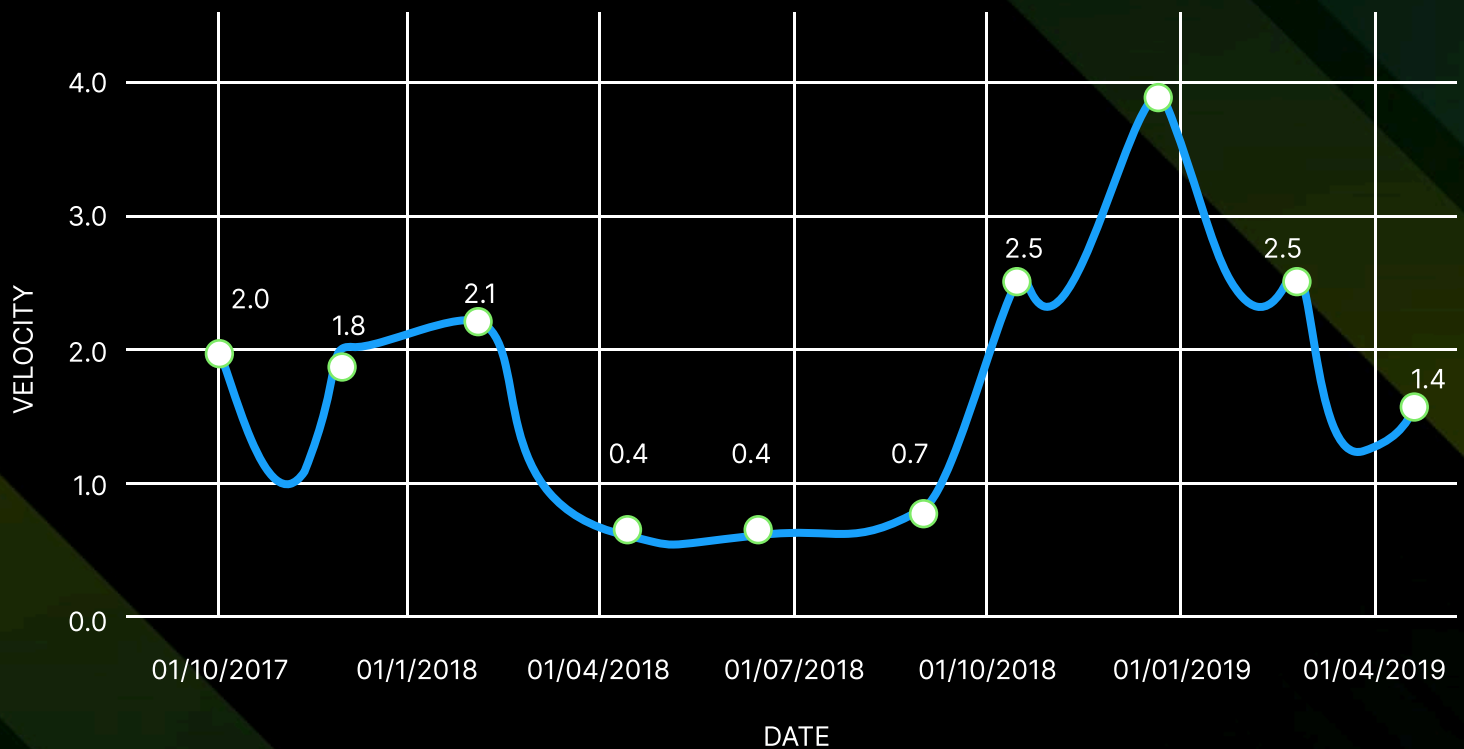


Projected company performance & growth, based on nancial assumptions provided as is by the company

TOKEN VALUATION

Token velocity. The token velocity is possibly the hardest and most sensitive assumption to make out of all. In order to get an adequate estimate of the expected velocity, we have used the Binance coin as benchmark (due to the similarities between BNB and ARTON , as both are used for fee settlement and purchase of services on their respective platforms).

We took a look at Binance's on-chain velocity (shown below). The reason to not include the off-chain velocity is that there has been multiple reports for exchanges reporting fake trade volumes , and as such, we do not think we can trust any 8 exchange data at 100%



BNB velocity of on-chain transactions. Calculation is based on an annualised 90 average transaction volume

Token valuation. Based on the above assumptions, and the outlined methodology, we can estimate the following figures <https://dashnews.org/report-majority-of-exchange-volume-is-fake-highlights-need-for-real-adoption/>

It is important to point out that the fair price (scope of this document) aims to estimate the price of the ARTON token solely based on its utility value. The actual price of the ARTON token is likely to include a lot more speculative action (as with most financial assets) and will factor in, the expectation from investors for price appreciation as well as other uses of the ARTON token which are not part of the original token design.

NOTICE AND DISCLAIMER

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