



# BLOCK & CHAIN

GAME STUDIOS



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# CHAPTER 1: About Block & Chain Game Studios

Block and Chain Game Studios leverages the power of the blockchain to bring the joy of gaming to players everywhere. Our platform is powered by blockchain technology, but Block and Chain is a game company, first and foremost. We consider the needs of the gaming community the highest priority, so game developers and players alike can experience the blockchain in a way that is fun and familiar.

## Our Mission

Games should be fun, not frustrating. At Block and Chain Game Studios, our mission is to deliver fun, immersive, and engaging experiences for players of all kinds, no matter what their level of knowledge of blockchain technologies may be. We're doing this by making the world of blockchain gaming accessible to gamers and game developers looking for unique and entertaining online experiences.

## An Innovative New Blockchain Gaming Platform

Block and Chain Game Studios is proud to be among the first companies wholly dedicated to building blockchain games. Our primary directive is always to build games that are fun, creative, and immersive. But we see our mission as much more than just launching another gaming platform. While we are developing exciting and eye-catching new games powered by blockchain technology, we are also providing game developers with the same tools we have developed and proven in our own games.

Currently, blockchain games are highly simplistic. They largely focus on basic wagering and collection mechanics, with any sort of real gameplay often taking a backseat to in-game token markets. As a result, the blockchain gaming industry has generally been seen as an offshoot of the larger cryptocurrency market. This myopic approach to blockchain gaming is leaving traditional gamers out of the

picture entirely, potentially leaving billions of dollars on the table. Block and Chain Game Studios is solving this problem by providing an innovative new approach to blockchain-enabled gaming.

## Platform Features in Brief

Block and Chain Game Studios puts players first, and as a result is offering a number of fun, engaging, and immersive new experiences for gamers everywhere:

### Features in Brief



### For Players:

- ✓ Safe and provably fair: Powered by Halo Platform blockchain
- ✓ Single sign-on: Fast, easy access to the platform and games
- ✓ In-game chat: Advanced voice and text chat system
- ✓ Matchmaking system: Fair matchmaking for PvP games
- ✓ Customizable player avatar: Reflects each player's personal style
- ✓ Virtual goods trading: Full ownership of in-game assets.
- ✓ Enhanced player stats: Displays achievements across all games
- ✓ Live customer support
- ✓ Multi-currency support: Play with your favorite cryptocurrency
- ✓ Large, active community: Meet and interact with other players
- ✓ Player Central: Gamified hub for quick access to games, achievements, rewards, currency wallet and friends
- ✓ Real games: "Blockchain-enabled" games that are provably fair, while not suffering from the lag of typical blockchain games

Block and Chain Game Studios offers a suite of services for game makers, including:

## Features in Brief

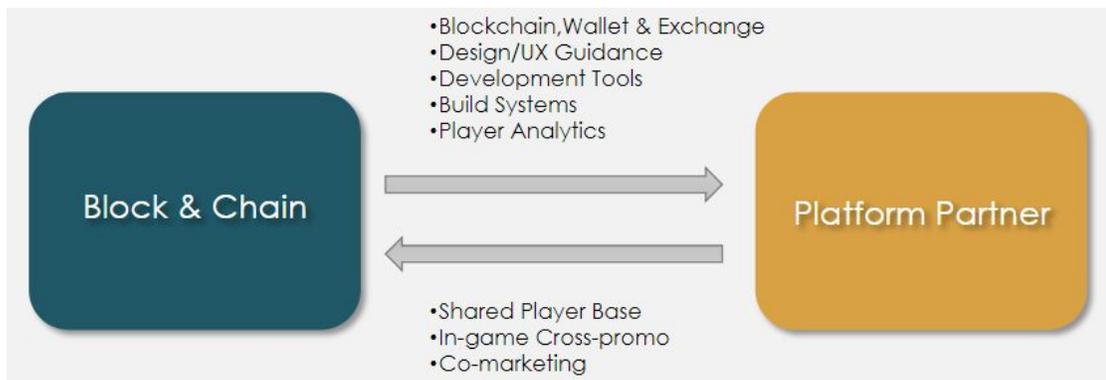


## For Game Makers:

- ✓ Fully integrated into the Halo Platform: Multi-currency exchange, wallet and other tools without leaving the platform
- ✓ Universal game token: Ready-made currency on the Halo Platform blockchain
- ✓ Cross promotion: Games are promoted within the platform to attract players from a large ecosystem
- ✓ Developer SDK: API supports web and mobile game platforms
- ✓ Expert mentorship and development tools: Block and Chain's veteran game makers can help create winning games

## Valuable Strategic Partnerships

Block and Chain Game Studios is working to change the face of gaming as we know it, but we aren't doing it alone. As a tech company partnered with an established cryptocurrency platform, the Halo Platform, Block and Chain Game Studios recognizes the huge value that strategic partnerships can bring to the gaming community.



With the Halo Platform as a foundation, Block and Chain Studios has the tools, infrastructure and technology to become the next big name in the multi-billion dollar gaming industry.

## Building a Community, Not Just a Product

At Block and Chain, our goal is to introduce gamers around the world to blockchain technology and cryptocurrency. We know that the best way to learn about new concepts is to be introduced to them in a way that is fun and familiar. Block and Chain Game Studios wants everyone to experience the benefits that the blockchain can bring to gaming. That's why we're developing a gaming platform that is not only entertaining and easy to use, but is also a place where game developers and players can be part of a greater community.

The team behind Block and Chain Game Studios understands that blockchain technology is the future. Soon, just about every industry will be integrating this new innovation into their operations. As a result, we are primed and ready to

integrate the technology of the future into the aging games industry. However, we recognize that many members of the gaming community – particularly indie developers with limited access to human and financial capital – are not similarly situated. That’s why we’re building a place where everyone in the gaming community – from novice gamers to veteran game makers – can come together and experience this amazing new technology we call the blockchain.

## **Player Central User Experience**

Gamers will experience Block and Chain Game Studios through “Player Central,” a customizable portal for players to manage their user profile and digital currency for all games across the platform. Player Central allows gamers to access their favorite titles without any additional client software or plugins. When they access Player Central, players will experience a dynamic, gamified, and socially-enabled center where they can manage all aspects of their in-game activities. This includes achievements and rewards, in-game purchases, customized avatar and character attributes, and all of the other player data that will be stored permanently and securely on the blockchain.

Beyond the convenience and functionality of Player Central, gamers on the Block and Chain Studios platform will have unique opportunities for socialization and community engagement. Players will be able to play in hosted tournaments and other community-based events. Block and Chain Studios will also offer an advanced in-game voice and text chat system that makes team-based and competitive gaming even more engaging. And of course, the Block and Chain gamer experience will be fun, first and foremost. That means players will be able to access blockchain-enabled games that have been reviewed by our in-house team of experts, ensuring that games don’t suffer from the lagging and interruptions that have come to characterize many blockchain games.

## **Player-Centric Customer Service**

Block and Chain Game Studios knows that the gaming community needs effective support. This means responding to flagged issues in real time and connecting people to live assistance when they need it. This and the various other technical support activities available on the Block and Chain platform are all

performed in-house without relying on robots or outsourced call centers. Thanks to the established infrastructure provided by the Halo Platform players contacting Block and Chain tech support will be connected with a live person who can actually help them navigate their issue.

Block and Chain studios is building a community, not just a suite of tech products. This is why we've designed our back-end tech to support substantial customer service demands. In addition to our single sign-on function, which gives players fast and easy access to all of the functionality that Block and Chain Games has to offer, users will have ready access to our customer support services, which include:

- A very active and engaged Discord community
- Highly active player forums
- Live chat and email support
- Social media communities and fansite partnerships aimed at self-help tech support
- Personal concierge service for VIPlayers

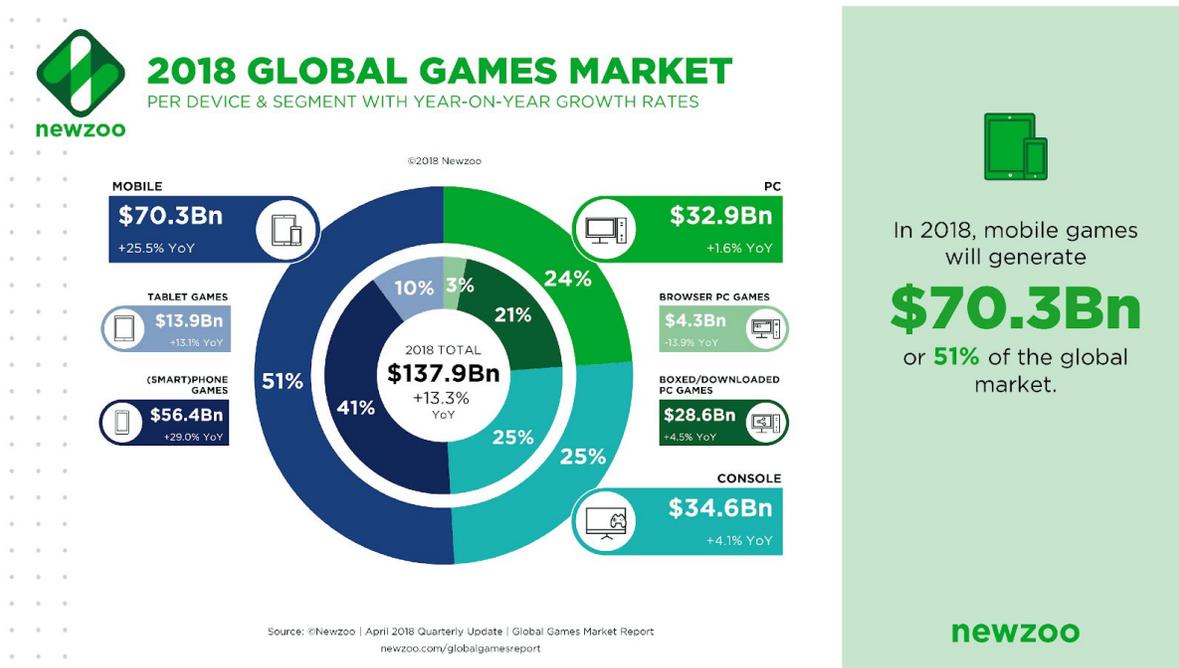
Block and Chain is committed to providing the highest degree of customer service possible. This is true no matter what platform feature, game, or in-game cryptocurrency users are having trouble managing. Even though this means committing substantial time and resources to ensuring a positive customer experience, Block and Chain recognizes that doing so is critical to building and maintaining player loyalty.

# CHAPTER 2: State of the Market

Entertainment is big business. Across America alone, there are hundreds of gaming companies working hard to develop and publish new titles. But what places any one of them ahead of the crowded marketplace is the ability to innovate and stay current in the ever-changing landscape of online and mobile gaming.

## Gaming: A Growing Global Marketplace

The global gaming market is already a multi-billion dollar industry, and it continues to grow year after year. In 2014, there were an estimated 1.8 billion video game players. By 2017, that number rose to approximately 2.2 billion players. That number is going to continue to rise and, by 2021, the industry expects to see 2.7 billion players.



Source: Newzoo Global Games Market Report (2018).

<https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

Players spent over \$70 billion on games worldwide in 2012 and over \$121 billion last year. With double-digit year-over-year projected growth rates, industry analysts predict that the gaming industry will be worth over \$180 billion by 2021. This reflects a decade-long compounding annual growth rate of a staggering 11%, and with the rise of mobile gaming, virtual reality, and blockchain-based experiences the gaming industry shows no signs of slowing.

Mobile gaming is expected to take an increasingly large share of the growth in the gaming market. Mobile games have skyrocketed from the smallest market segment to the largest within just a few years, and this trend is expected to continue as consumer electronics become more sophisticated. While this has raised some concern regarding revenue shifting from PC gaming to mobile platforms, thus far there has been more than enough market share to go around. Both PC and console gaming have shown steady growth despite mobile gaming's increasing market share. Thus, rather than cannibalizing revenues from other sectors, the rise of mobile gaming appears to have drawn more players into the market.

Mobile gaming applications of blockchain technology is a field in its infancy. By building a platform specifically designed for the development and launch of PC and mobile blockchain-enabled games, Block and Chain Game Studios is capturing an early mover advantage in a growing market. This is in addition to the suite of blockchain-enabled games that will soon be available from the in-house game development team at Block and Chain Studios, as well as other indie games launched through platform partnerships.

PC games are expected to grow at an annual compounding rate of 4.2% between 2017 and 2021, which will generate an estimated \$32.3 billion in revenue in the year 2021. This growth will be driven by increased interest in gaming across consumer markets, particularly fueled by increasing competitive play and esports. In-game spending options, which will only be further facilitated by the growing integration of cryptocurrencies in gaming experiences, will also contribute to the increasing revenue streams that many game platforms will be seeing over the next several years.

In addition to stellar growth rates market-wide, the gaming industry is experiencing a shift in consumer interest. A growing proportion of high-selling games are coming from independent developers, indicating a robust demand for

titles that existing large game companies aren't interested in developing. Despite the growing demand for indie games, however, startup and mid-level gaming companies still face substantial barriers to entry into the video game market.

## Barriers to Entry

Developing and launching a video game is no easy task. In the time between the conception of a new game and its public release, a video game must be written, designed, developed and tested. After making reasonable progress in developing a new concept for a game, the team behind the launch of a new gaming experience must coordinate with well-developed content platforms, many of which are inaccessible to indie game developers. These platforms represent a significant barrier to entry in the video game market, as they make up the main distribution channel that connects gamers to new titles.

While independent gaming companies often prefer to go it alone, the high player acquisition costs associated with building a player base from scratch can be prohibitive in and of themselves. Even if an indie game generates a good grass-roots community of fans, the human and technical infrastructure necessary to maintain its customer base can be insurmountable. Gaming companies need experts for live product support, community managers for outreach, and enough physical infrastructure to keep it all going. This often means game developers must go out of pocket for substantial startup expenses, and most startups just don't have that kind of capital.

Regardless of these many barriers to entry into the video game market, the industry has witnessed a rise in independent developers over the past few years. Video game development has become more accessible with the development of new technologies, as well as decentralized distribution and funding networks. User-friendly and low-cost game engines have helped mitigate some of the challenges erected by larger gaming companies by allowing developers to reach potential customers with relative ease.

Game engines that are easily accessible to independent developers continue to play an important role in the growth of the gaming industry worldwide. This is true in both the traditional gaming industry and the new wave of blockchain games. In fact, collaboration with a gaming platform that can provide technical

expertise is even more crucial to breaking into the games industry. This is because enabling a game for the blockchain takes time and technical expertise that few indie developers have.

## **Blockchain Gaming**

With the launch of Bitcoin nearly a decade ago, the public got its first look at the potential applications of blockchain technology. However, blockchain technology has applications far beyond cryptocurrency and related services. At its very core, the blockchain is simply a way to structure, verify, distribute, and store data based on a set of algorithms that can perform all of these functions quickly and easily. Every transaction on the blockchain is permanently recorded and available for future verifications, essentially creating a secure and private way to perform two-party transactions.

Blockchain technology is notorious for its decentralization, impenetrable encryption, and public tracking, creating absolute transparency. It provides security and authenticates currency and items in such a way that makes it impossible to replicate or manipulate data or to cheat the honesty and reliability of the blockchain system. All in all, the blockchain established a way to perform online transactions in a decentralized and trustless manner.

Smart transactions running on the blockchain can be designed to apply to just about any peer-to-peer activity. As a result, this technology has broad applications, including in the world of mobile and PC gaming. In fact, blockchain technology can be integrated into the gaming ecosystem in limitless ways. Game developers are figuring out how to run online games securely, privately, and efficiently using blockchain technology.

Gamers will be able to experience several next-generation gaming experiences now that blockchain technology is being integrated into online games. For example, players can form teams in MMORPGs and record a guild's accomplishments on the public ledger. Gamers can also use blockchain transactions to exchange in-game resources or share rewards peer-to-peer. Players can also make in-game purchases, including upgrades and special abilities, or receive rewards in the form of digital coin. And for gamers who prefer to put a little skin into their games, blockchain technology is becoming

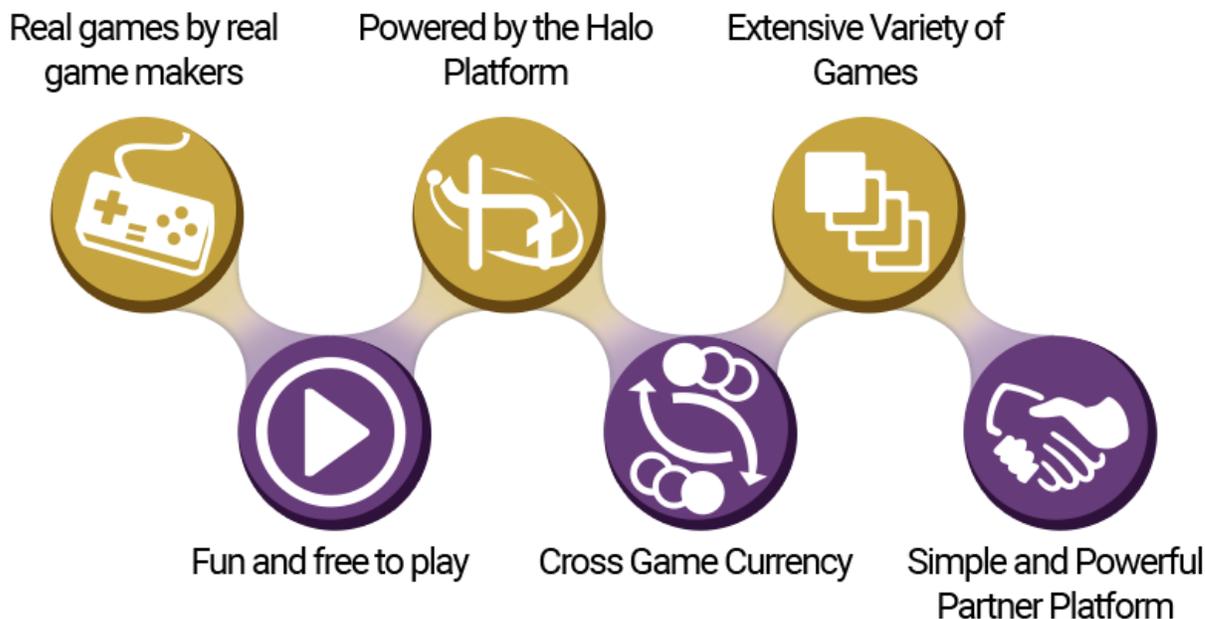
increasingly relevant in the world of online wagering and competitive esports. Because blockchain ledgers are maintained indefinitely and securely, they are particularly useful for tournaments, gambling, and other types of highly competitive gaming.

Smart contracts offer seemingly endless freedom to create new gaming applications based on the blockchain. The blockchain makes it fast, easy, and secure for gamers to make in-game purchases like avatars, buffs, tips, and community chat systems. All this can be done in a transparent, trustless environment powered by smart contracts. This creates massive potential to increase the functionality and quality of PC and mobile games, so game developers are looking toward blockchain technology as a next-generation tool for building and launching online games.

# CHAPTER 3: Advantages of Block & Chain Game Studios

Block and Chain Studios is building a platform where game developers can develop, launch, and build a community around their new titles in an all-inclusive and easy-to-use gaming ecosystem. This platform will be useful to independent developers, which represent a growing market share in the gaming industry, as well as the hundreds of millions of new players that are projected to join the gaming ranks in the next few years.

Block and Chain Game Studios is not just another indie gaming company. It's an integrated platform where gamers can come together to access the latest blockchain games and support the development of new titles. All this, plus the opportunity to experience the power of the blockchain in a fun and non-intimidating environment.



At Block and Chain, we're launching blockchain games that include the type of authentic gameplay that sophisticated players have come to expect from their games. Our company solves many of the issues that are limiting the integration of blockchain-enabled games into the larger market. First, we are offering games to a growing segment of the multi-billion dollar video game market. Second, we are providing solutions to the technical and business challenges associated with building blockchain games. And lastly – but perhaps most importantly – we are building an online community of gamers seeking genuinely immersive online experiences developed by them, for them.

## **Block & Chain Studios Community Growth Model**

The entertainment industry – and gaming in particular – is famously competitive. Even highly skilled and creative individuals need a leg up to make it in the gaming world, and Block and Chain Studios is leveraging the power of blockchain technology to do just that. Our approach focuses on the user experience. Above all, we want the members of our gaming community to have fun playing new titles.

With an ever-increasing array of gaming options, the long-term growth of the video game industry will rely on new players joining the market. Japan, the United States, and China are the largest gaming markets in the global economy. Altogether, revenue from these three nations contributed over 60% of the total market share in 2018. However, as mobile gaming continues to become increasingly accessible across Asia, Africa, the Middle East, and Latin America, we can expect to see more and more participants in the games industry in the near future.

Block and Chain Studios is developing games that are fun and approachable for new gamers, which places the company in an advantageous position as the gaming market continues to expand to new audiences. We offer a broad array of genres and titles to satisfy the diverse tastes of just about everyone. Our initial releases focus on casual gaming with social cooperative and competitive features. This approach ensures that the titles offered on the Block and Chain gaming platform will be engaging and interesting to new players, which will become an increasing share of the global gaming market as growth continues.

Every year, big game companies spend millions of dollars on player acquisition to build a solid user base. This represents a major barrier to independent game developers, even when they are able to launch their titles through low-cost platforms. Block and Chain Studios solves this problem by building a player base that independent developers can utilize for testing, publishing, support and marketing of their new products.

Indie game developers can tap into Block and Chain's player community to source new ideas, content, resources, and talent. The dedicated player community on the Block and Chain platform will also be useful to game makers developing and releasing games in beta, as many of these sophisticated gamers are practiced in detecting and reporting defects. Additionally, Block and Chain maintains top-quality customer service, marketing, and community outreach for its platform users. As a result, independent game developers releasing their titles through Block and Chain Game Studios can save the time, money, and expertise that building and maintaining these services requires.

Block and Chain's gaming ecosystem depends on the regular development and release of engaging new content. While game makers can tap into Block and Chain's player community to save on development, marketing, and distribution costs, releasing a blockchain gaming experience that meets the needs of today's sophisticated gamer is still a highly technical endeavor. This is particularly true in the blockchain gaming industry, as games are commonly designed with complex in-game ecosystems and markets. That's why Block and Chain also offers the support independent game developers need to fully realize their vision.

## **Support for Independent Game Developers**

Succeeding in the video game industry requires advanced skills in various fields, ranging from computer graphics and animation to software design and coding. However, even experienced industry professionals struggle to apply new concepts in blockchain technology. Blockchain technology is new, and as a result even experienced game makers aren't always sure how to develop on this new platform.

The Block and Chain Studios team knows what it takes to develop a successful video game. Collectively, our skilled experts have decades of industry

experience in designing, coding, and launching multi-platinum selling titles that have generated tens of millions of dollars in revenues. The diverse team behind Block and Chain Studios has worked in every imaginable genre across all major platforms, including console, PC, web, and mobile games. By offering this degree of expertise to indie game, our team provides substantial added value to any game launched through our platform.

Block and Chain isn't just providing a platform for new blockchain games, it's offering a turn-key infrastructure for the launch of the next great indie blockchain-enabled gaming experience. Utilizing the Halo Platform's blockchain infrastructure, Block and Chain's own in-house game-making tools and expertise, and the established gamer ecosystem we work hard to cultivate every day.

*Advantages for Players*

*Advantages for Developers*

<p><b>All-in-One Platform</b></p> <hr/> <p><i>"My player profile, wallet and all the games I love are in one place"</i></p>	<p><b>Free-to-Play</b></p> <hr/> <p><i>"I am free to play with or without cryptocurrency"</i></p>	<p><b>Realtime-enabled, Platform Agnostic</b></p> <hr/> <p><i>"There is no limit to the type of game I can make"</i></p>	<p><b>Development Simplified</b></p> <hr/> <p><i>"I can make great blockchain games with little blockchain knowledge"</i></p>
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We are committed to ensuring that the titles launched through Block and Chain Studios are successful. This means that the games available through Block and Chain Studios must be both fun and functional. Many blockchain games are slow and clunky, and this is due to a combination of low technical knowledge and a lack of gaming engines that are built to suit blockchain games.

In addition to providing an advanced, high-performance platform specifically designed for blockchain-enabled games, Block and Chain Studios offers guidance to blockchain game developers. At Block and Chain Studios, everyone on our technical team has experience developing new applications of blockchain technology. To help ensure the games on the platform are designed and developed for the blockchain in an effective way, Block and Chain Studios is bringing the skills of our in-house team of blockchain experts to the greater gaming community.

Block and Chain Studios brings tools and software development kits (“SDKs”) that have been proven in our own game development. Our team of experienced professionals knows what works and what doesn’t, and we’re using only the most reliable, proven tech in the games we’re developing in-house and alongside our platform partners.

All in all, the Block and Chain Studios team wants to make plugging a game into the blockchain to be as simple as possible. That’s why we’ve committed to helping the creative folks in our game development community build blockchain games that people will love in addition to launching our own titles. This practice will ensure that the next generation of games is both engaging and technically sound, attracting new players and growing an evergreen gamer ecosystem.



## CHAPTER 4: Monetization & Growth

Block and Chain Game Studios is a division of the Halo Platform, a cryptocurrency exchange and management toolbox that is quickly growing in popularity within the fintech space. This means that Block and Chain has the spirit of a startup but the resources and expertise of an established global brand. Altogether, this will prove a significant advantage in the monetization and growth of the Block and Chain platform.

### Halo Platform & Cryptocurrency

Block and Chain Game Studios will receive a number of operational and financial benefits through its association with the array of other services that Halo Platform has to offer. This includes the integrated Wallet and Browser applications, the virtual currency HALO, decentralized exchange, and an advanced Masternode system designed with top-level security on a blazing fast

blockchain. More details about the technical benefits of being a part of the Halo Platform are explained in the sections of this whitepaper discussing Block and Chain Studio's back-end tech.

One of the clear benefits of being integrated with the Halo Platform cryptocurrency site is the availability of a ready-made in-game utility token for all Block and Chain games. HALO, the cryptocurrency that drives the Halo Platform, will be available to all Block and Chain users. HALO will be stored in each player's wallet, which can be moved from game to game seamlessly. Coins from wallets can also be exchanged within Player Central.

Because Block and Chain Game Studios is fully integrated into the Halo Platform, gamers will be able to enjoy all of the features of the Halo Platform. This includes fast, easy, and reliable multi-cryptocurrency exchanges as well as the use of the Halo Platform wallet and browser applications. This means that Block and Chain players can easily manage all of their game-related tokens and coins without leaving the platform.

## **Block & Chain Studios Monetization Strategy**

Monetization on the Block and Chain Game Studios platform will follow many of the same models used in the traditional gaming industry. Notably, Block and Chain will not rely on advertisers to generate revenue. Rather, the company will utilize its own publication power by cross promoting games within the platform, whether in-house games or those developed by partners on the platform.

Block and Chain is developing and launching its own game titles, creating a product-based revenue stream to fund platform operations. Block and Chain's monetization strategy for these games focuses on the freemium approach. Players will be able to join Block and Chain at no cost and play most games without needing HALO initially, or ever if they don't wish to engage in the platform ecosystem using digital coins. Traditional in-game "coins" can be purchased and used in most games on the platform.

In addition to its own games, Block and Chain retains a small portion of revenues generated by independent games running on the platform. This is necessary to grow and maintain the value-added services provided by the Block and Chain team. In fact, Block and Chain hosting fees represent both a revenue

stream for Block and Chain and a cost savings to independent game developers relying on our game platform, as such commissions are typically much higher.

Beyond game revenues and commissions, Block and Chain Studios offers a variety of alternative monetization models. These approaches include:



Block and Chain Game Studios intends to take advantage of monetization methods feasible and appropriate for the platform. Block and Chain is extremely useful as a platform for independent developers and each game will be able to design its own monetization strategy.

## Growth

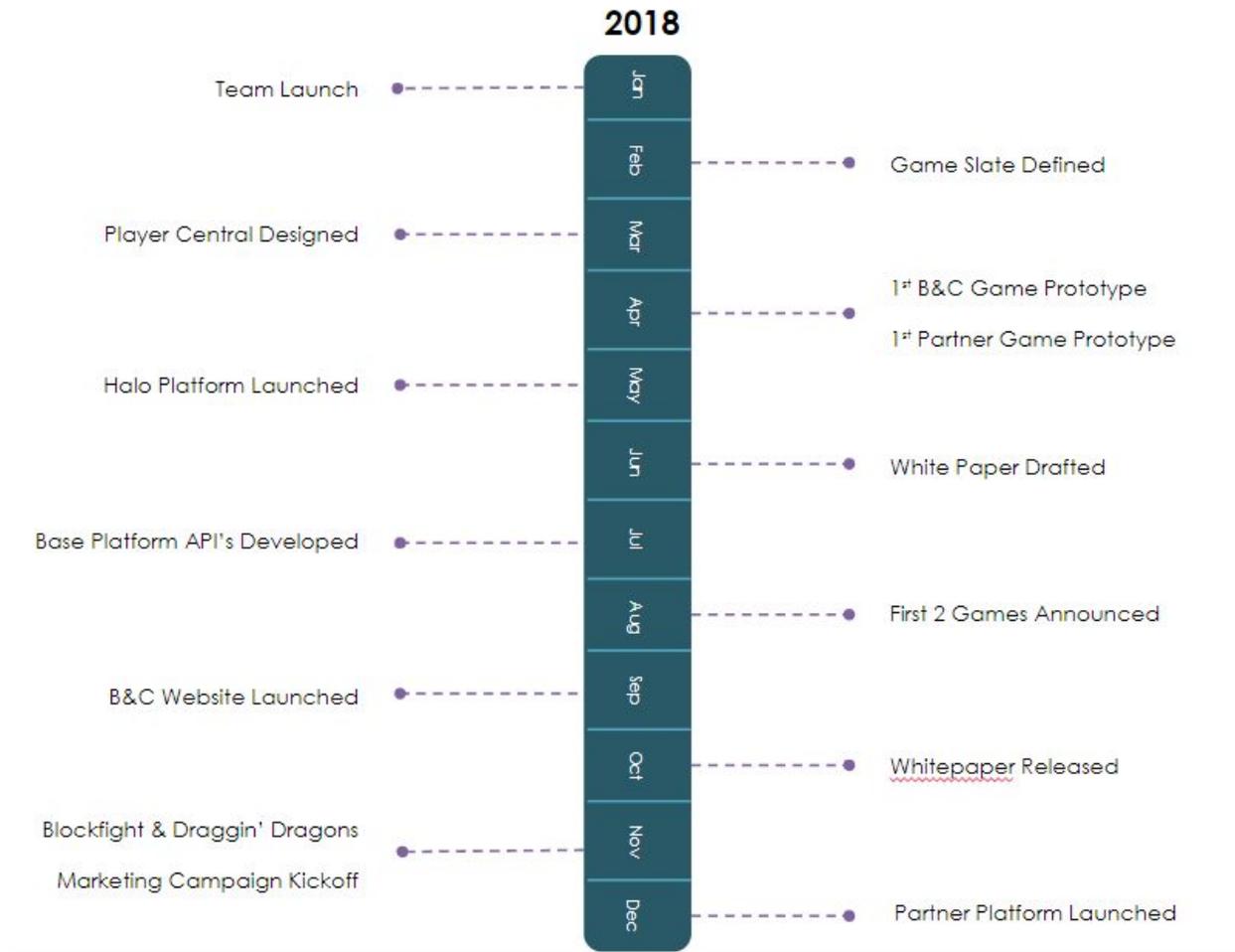
Long-term, Block and Chain Game Studios will rely on a robust community of gamers and developers that together generate multiple revenue streams.

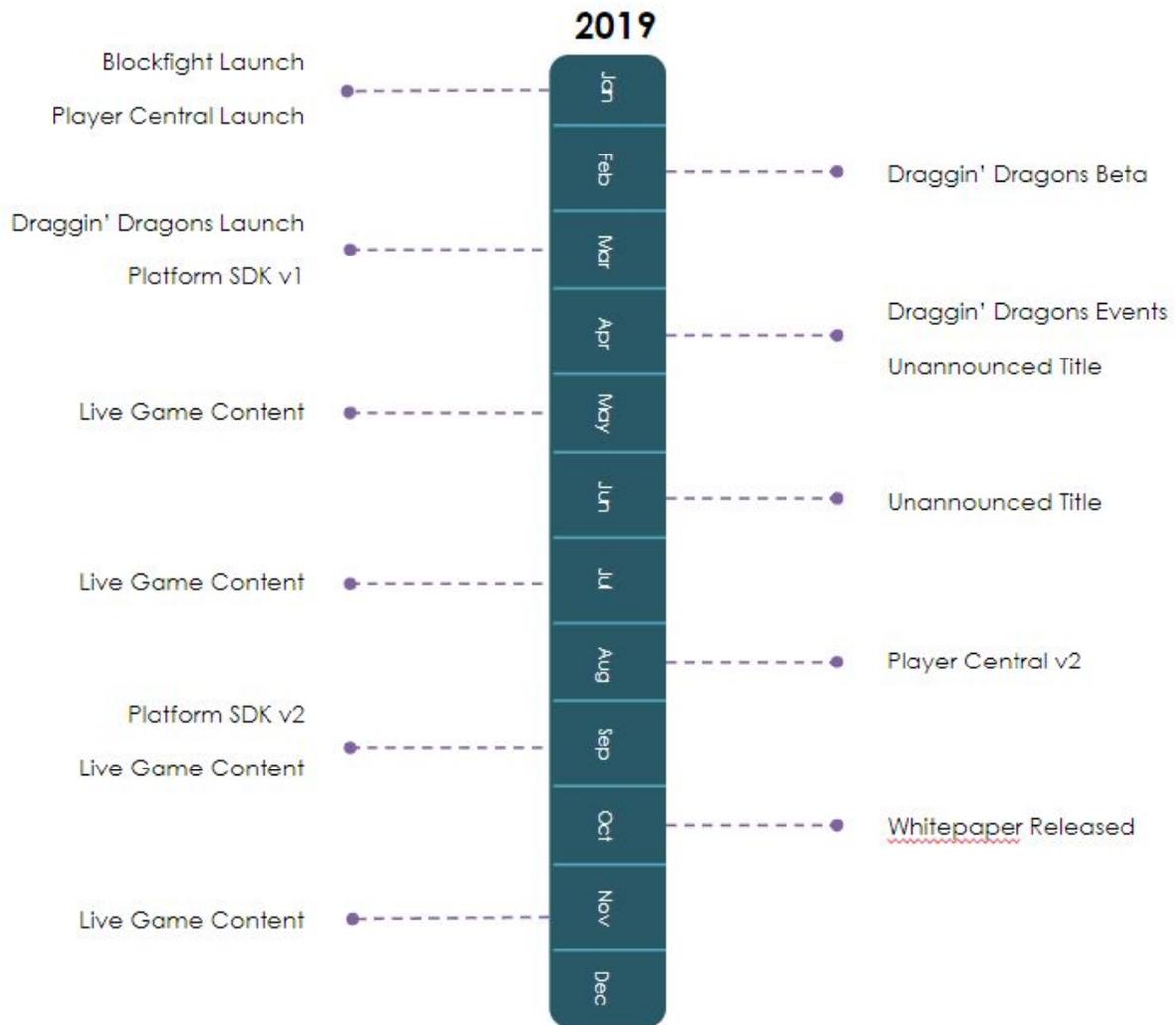
Because Block and Chain exists as a part of the Halo Platform cryptosphere, Block and Chain gaming experiences can be directly marketed to Halo Platform's cryptocurrency community at little-to-no cost. Thus, initial installs will primarily be sourced from among the Halo Platform's highly influential user base, as well as through other strategic partnerships under development. Once this targeted marketing approach has run its course, monthly and daily active users will be attracted to the platform by quarterly Block and Chain new game releases as well

as ongoing monthly content releases from independent developers. While Block and Chain's initial customer acquisition efforts will be spearheaded by efforts focused on the Halo Platform user base, Block and Chain's own services will maintain community interest over the long-term.

Block and Chain's long-term growth strategy is three-pronged. First, an initial user base will be sourced from the Halo Platform community. Next, Block and Chain's own marketing efforts will help to expand this shared user base by advertising the engaging content available on the platform. As the Block and Chain gaming ecosystem grows, so does the player base. The ongoing release of new gaming products and experiences will maintain a robust and engaged community of Block and Chain customers for years to come.

# Block & Chain High-Level Roadmap





# CHAPTER 5: Block & Chain Studios Tech

Block and Chain Game Studios isn't interested in shoehorning blockchain technology into games just because it's cool (which it is), but instead, we're interested in all of the possibilities that blockchain technology brings to the world of games, naturally. However, what hasn't been available up to now is an easy to configure, flexible, powerful, game-centric platform with easy and comprehensive creation and administration tools. We're changing that.

We're creating the platform that will enable all of the game scenarios you're familiar with, but with much more. We're creating a platform that reaches beyond the bounds of a single game, or even a suite of games, into the real world, by enabling game developers to create cross-game dynamics, ecosystems, re-engagement systems, and even the ability, where permissible, to pay out to gamers. We're also bringing to bear one of the fastest blockchain implementations on the planet, the Halo Platform. Reducing transaction time from several seconds to mere milliseconds.

Last, one of our goals is to bring blockchain to the masses – or perhaps, bring the masses to blockchain. Our tools incorporate not only strictly blockchain technologies, but also trusted, familiar technologies for those not "in the know."

Finally, we're interested in creating a full and social ecosystem where gamers can play, communicate, trade, buy, sell, and do just about anything we, as game studios, can dream up - and maybe more!

More information about Halo Platform's blockchain is available in the Halo Platform Whitepaper: <https://www.haloplatform.tech/assets/Halo-Whitepaper.pdf>

## Social Features

Our platform is inherently social. From our Player Central, to Chat, to integration with all sorts of services. We want players on our platform to be as connected as they want to be with the ability to control their privacy just as much

as they want to. Here are some of the features that will bring players together across Block and Chain's game platform:

- **Player Central**

This is the hub of the Block and Chain world. This is where players can discover games, manage their profile, access their inventory, see their scores, even move currency around. This is where games become viral - and, the developer doesn't have to do anything more than provide graphics and text for display of their game in Player Central.

- **Chat**

Block and Chain's Chat feature enables players to communicate in game, across-games, casually in Player Central, or wherever. With easy implementation using your chosen SDK, our Chat provides controllable, real-time feedback, support, as well as player to player communication.

## **Authentication & Authorization**

The Block and Chain Platform offers three types of authentication: wallet authentication (i.e. Web3/Halo.js), traditional username/password, and OAuth for connection with Facebook, Twitter, Instagram, etc. This is all exceptionally easy, regardless of what technology or which of our SDKs you are using.

Player accounts span all Block and Chain platform games! By joining the Block and Chain Platform, you not only have access to players attracted by your game, but also to players who are playing other games on the platform. Our user accounts span all games so that players do not have to sign up on a per-game basis. This reduces friction and gets the player in the game fast. While these user accounts span all games, a player will still have profiles on a per-game basis, if so desired. The flexibility is all there.

- **For Those With Wallets**

For those players with HALO wallets, sign in couldn't be easier. The SDK will detect the presence of the wallet and connect seamlessly. The player is ready to perform any operation, simple.

- **For Those Without Wallets**

For players who have yet to join the blockchain world, there are also options. In fact, we make it incredibly easy to join in the blockchain fun at your own pace by allowing you to create an account with traditional username and password or by using your favorite social media outlet or iCloud/Google Play. When you decide to take the plunge and join the blockchain revolution, just attach your account.

We want everyone to enjoy games on the Block and Chain platform without having to jump hurdles just to do so.

## **Currency**

Fundamentally, our game currency is the HALO cryptocurrency. This offers a great deal of flexibility. In fact, since HALO is not limited to games, it can be freely traded on the Halo Exchange. The game economy is not just the game economy, anymore. Just imagine the possibilities!

- **The Flexibility of the Halo Exchange**

The Halo Exchange allows you to move any supported cryptocurrency into HALO or exchange HALO for any other cryptocurrency supported by the exchange. Bitcoin, Litecoin, Ethereum, you name it. What this means is that players can move their currency into the game system easily, as well as have the possibility of taking it with them, too. For games of chance, this means actual cryptocurrency payouts, where permissible.

- **Auctions & Marketplaces**

The Block and Chain platform will provide incredibly easy-to-configure auction houses and marketplaces so that players can buy, sell, and trade in-game items and currency for either other in-game assets or for actual cryptocurrency. Simple APIs will allow games to place items up for auction and handle transactions in a way similar to existing systems, today.

- **Escrow**

As part of the process of building the auction and marketplace functionality, we will also provide escrow for monetary exchange between players, providing a safe and trusted mechanism for trades.

- **Coin & Assets**

As usual with blockchain, all items will have representation on the chain, if you so desire. Simple APIs handle the heavy lifting so that you don't have to worry about the nitty gritty - unless, of course, you want to.

- **In-game Currency & Assets**

In-game assets can be minted with any appropriate token type, whether ERC20 or other supported token. Not only can you create your own token, we'll have admin interfaces for defining your assets and we can take care of the decisions, on the backend. So, even if you, as a developer, aren't completely comfortable with the notion of tokens, we've got you covered. And your game tokens will be listed on our exchange as part of the partnership.

- **Cross-game Assets**

Given that all in-game items will be represented on the chain, developers can leverage this to create an ecosystem wherein players can leverage their in-game assets across games, if so desired.

- **Smart Contract-based Award Systems**

We will have a robust award system based on a variety of smart-contracts and factories so that you can design your awards not only to be automatic, but also with the concepts of rarity and exclusivity. Thus, the awards in your games can generate their own economies or ecosystems of players trading, pooling, or otherwise leveraging scarce assets. Of course, leaderboards fit into this, as well.

- **Monetization**

Keeping in mind that we are using smart contracts for auctions and marketplaces, among other things, this also means that there is the possibility of taking a house cut of transactions. So, monetization doesn't need to occur only at the time of purchase of an in-game item, but can also take place on every transaction in an auction or marketplace, for instance. So, the more active your players are with each other, the more sustained revenue you are likely to receive.

## **SDKs & APIs**

As you'd expect, we'll have clear and easy SDKs for most applications such as Unity, JavaScript/node.js, REST, etc., which will make integrating with the Block and Chain Platform incredibly easy. Also, we will, in many cases, be able to eliminate the need to have a wallet installed in a player's browser, which will always make the experience more seamless. For mobile games, our SDK will take care of managing the Halo wallet, as appropriate, so you won't have to worry about that.

## Administration

Last, and often overlooked, is the tooling and administration that enables easy, yet granular, control over your game's backend. As mentioned earlier, we don't want to put games on a blockchain just because we can. We want to leverage what's great about blockchain to make games better, and this is one area where blockchain helps us, greatly... but there hasn't been a great front end for it... until now with the Block and Chain Platform.

- **Minimal Infrastructure Investment**

It's all here. Our authentication and masternode systems will take care of the heavy lifting. So, you won't need to deal with monitoring the actual operation of your game servers at all. You focus on your game and only on your game.

### Simple Deployment

Our tools help you go from TestNet to MainNet with ease and confidence. Create and test scenarios for ensuring smart contracts are behaving the way you prefer before making the switch. Leverage our smart contract-based A/B systems by using a simple interface for configuration and API for release. Then, as your release train is going, you can turn on features when you're ready ...and turn them off, just as easily.

- **Game Primitive Creation**

Our administration tools will allow you to create all of your game primitives (coins, items, events, markets, etc.) and define their characteristics, trading behavior, prices and fees, rarity, etc. You will define your events and transaction moments and their behaviors, as well. It will also allow you to monitor the state of all of this in real-time. The blockchain does the heavy lifting, but this is where you'll see the state of things so that you can further tune your game to keep players coming back for more.

## Conclusion

Our goal is to create a comprehensive, easy to use, flexible, and fast game platform that any developer would want to use, regardless whether they're interested in blockchain technology or not. Because, as veteran game developers, we see the incredible potential that blockchain technology, and specifically the incredibly fast Halo Platform, can bring to bear on our industry.



# CHAPTER 6: Block & Chain Studios

## Leadership Team

Block and Chain Game Studios is comprised of bona fide game industry professionals. The company is led by a team of experienced veterans of the gaming industry. Some information about our leadership team is listed below:



**Name:** Devin Seto

**Title:** Head of Games

**Bio:** Devin is a veteran software development professional. He has shipped critically acclaimed products across multiple platforms and led production for industry-leading social games on both web and mobile platforms. Devin has worked on popular social games, including FarmVille and Zynga Texas Hold'em Poker. He served as Head of Operations for the critically-acclaimed Star Wars branded titles at LucasArts and also worked with EA sports for seven years.



**Name:** Harold Perry

**Title:** Platform Architect

**Bio:** Music aficionado and Nashville resident Harold Perry is Block and Chain Game Studios' Lead Platform Developer. Harold is a former Technical Product Owner at Spotify, where he was able to integrate his twin passions for music and technology. Harold made his way into gaming as the Senior Director of Development at DeNA/ngmoco, where he built critically acclaimed mobile games. Harold also served as the Program Manager for Microsoft's online and social media presence for Microsoft Hardware and Macintosh Business Unit. Now, Harold is contributing his skills and expertise to building Block and Chain Studio's gaming experiences.



**Name:** Alison Buntmeyer

**Title:** Lead Game Designer

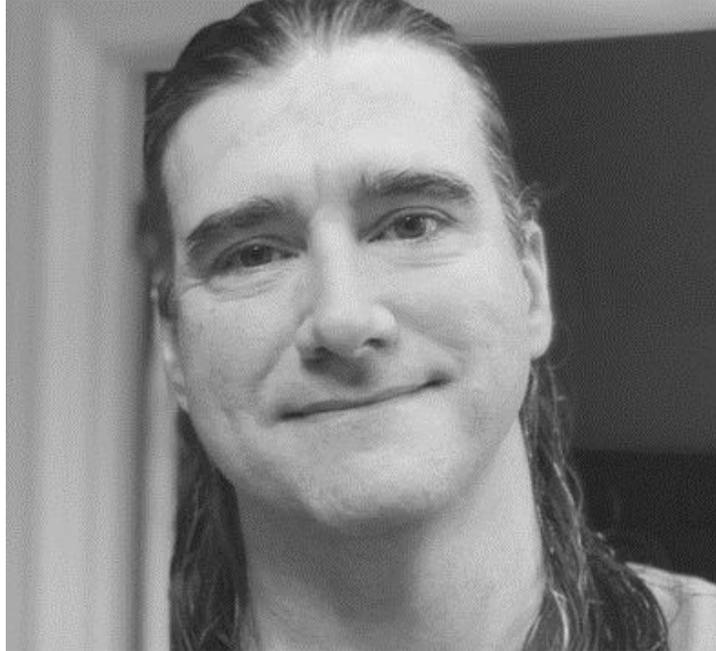
**Bio:** Ali is a Senior Designer whose creative vision brought to life the Farmville: Emerald Valley expansion, along with SniperX with Jason Statham and numerous other titles. Being a self-proclaimed geek and avid gamer, her passions persist in RPGs, including playing many video games and LARPing on the weekends. She resides in Southern California.



**Name:** Shannon Duncan

**Title:** Vice President of Development, Halo Platform

**Bio:** Shannon is the Vice President of Development and resident full stack perfectionist for Block and Chain Game Studios. Mainly specializing in VueJS, Javascript and NodeJS, Shannon has many years of experience in the financial industry. Shannon spent years managing a talented team of developers while working in fintech, and he brings his exceptional blockchain skills and experience to the team.



**Name:** Todd Gillissie

**Title:** Game Architect

**Bio:** Todd is a man of multiple talents. He started his tech career as a graphic artist, but his interests turned towards 3D animation and A/V production before diving head-on into software engineering at the turn of the millenium. This wide range of skills proved integral in his gaming career, which includes four indie game titles that he developed and released single-handedly. After more than ten years of cloud-based ERP software development, Todd became a founding employee of indie gaming startup Spooky Cool Labs in 2011, which was later acquired by Zynga for their title Hit It Rich! Casino Slots. Todd spent the next four years leading the mobile client development for Hit It Rich!, and now he uses his considerable talents to develop creative and engaging new products for Block and Chain Game Studios.

# CHAPTER 7: Disclaimer & Risks

## Declaration

This document DOES NOT constitute an offer or solicitation to sell shares or securities in BLOCK & CHAIN GAME STUDIOS (Block and Chain), or any related or associated company. Any such offer or solicitation would be made only by means of a confidential offering memorandum, which this is not, and in accordance with the terms of all applicable securities and other laws. None of the information or analyses presented are intended to form the basis for any investment decision, and no specific recommendations are intended. Accordingly, this document does not constitute investment advice, counsel, or solicitation for investment in any security. This document does not constitute or form part of, and should not be construed as, any offer for the sale or subscription of, or any invitation to offer to buy or subscribe for, any securities.

Block and Chain expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information.

HALO, (collectively, "Block and Chain Digital Assets"), are cryptographic tokens used by the Block and Chain Platform, Website, Applications, and related products (collectively, "Block and Chain Platform"), operated by Block and Chain.

Block and Chain DIGITAL ASSETS ARE NOT SECURITIES AND THIS IS NOT AN OFFER TO SELL A SECURITY. IT IS NOT AN INVESTMENT AND SHOULD NOT BE PURCHASED AS AN INVESTMENT.

If you purchase Block and Chain Digital Assets, you certify that you are doing so out of a desire to use or consume them on the Block and Chain Platform, to participate in the community, or to attempt to personally generate any consideration by using the Block and Chain Digital Assets on the network or in the community. You certify that you are not purchasing Block and Chain Digital Assets for any speculative, investment, or other financial reasons.

Block and Chain Digital Assets are not cryptocurrencies of value.

Holding or using HALO token does not grant you ownership or equity in the Block and Chain Platform. Block and Chain Digital Assets do not grant any right to participate in the control, direction or decision-making of the Block and Chain Platform.

### Risk of Losing Access to HALO Due to Loss of Credentials

The purchaser's Block and Chain Digital Asset tokens, borders, skins or other Virtual Assets (collectively, "Platform Assets") may be associated with a Block and Chain user account until it is distributed to the purchaser. The Block and Chain user account can only be accessed with login credentials selected by the purchaser. The loss of these credentials will result in the loss of Platform Assets. Loss of credentials associated with any third party and or digital wallet containing and or controlling user will result in loss of Platform Assets. Best practices dictate that purchasers safely store credentials in one or more backup locations, encrypted and hidden from third parties.

### Risks Associated with the Halo Blockchain Protocol

Block and Chain Digital Assets and the Block and Chain Platform are currently based on the Halo Platform Blockchain protocol (Halo Platform Protocol). As such, any malfunction, unintended function or unexpected functioning of the Halo Platform Protocol may cause the Platform Assets to malfunction or function in an unexpected or unintended manner.

### Risks Associated with Purchaser Credentials

Any third party that gains access to the purchaser's login credentials or private keys may be able to dispose of or misappropriate the purchaser's Platform Assets. To minimize this risk, the purchaser should guard against unauthorized access to their electronic devices.

### Risk of Insufficient Interest in the Block and Chain Platform

It is possible that the Block and Chain Platform will not be used by a large number of entertainment provider businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications. Such

a lack of interest could impact the development of the Block and Chain Platform and therefore the potential uses or utility of Platform Assets.

#### Risk that the Block and Chain Platform Does Not Meet Expectations of Purchasers

The Block and Chain Platform and related applications are presently under development and may undergo significant changes before release. Any expectations regarding the form and functionality of Block and Chain Platform or Block and Chain Digital Assets held by the purchaser may not be met upon release for any number of reasons, including a change in the design and implementation plans and execution of the Block and Chain Platform.

#### Risk of Theft and Hacking

Hackers or other groups or organizations may attempt to interfere with the Block and Chain Platform or the availability of Platform Assets in any number of ways, including, but not limited to, denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks, and the Halo Platform protocol, which could result in the theft or loss of Platform Assets.

#### Unanticipated Risks

Cryptographic tokens are a new and untested technology. In addition to the risks included in this Risk Disclosure, there are other risks, including those that the Company cannot anticipate. Risks may further materialize as unanticipated combinations or variations of the discussed risks.

#### Notice to Residents of the United States

Block & Chain Game Studios represents that to the best of its knowledge the offer and offering of tokens does not constitute an offer and offering of a security or gambling chips. In the case of any doubt, please be advised that Block & Chain Game Studio is not responsible for the offer and offering of any securities on the platform, whether or not they have been registered under the U.S. Securities Act or under the securities laws of any state. Tokens shall not be offered, sold, or otherwise transferred except as permitted under applicable state and federal laws.

#### Notice to Residents of Canada

Block & Chain Game Studios represents that to the best of its knowledge the offer and offering of any tokens on the platform does not constitute an offer and offering of a security or of gambling chips. In case of doubt, be advised that unless otherwise permitted under securities legislation, the holder of tokens on Block & Chain Game Studio's platform must not trade the token before the date that the issuer of that token becomes a reporting issuer in any province or territory.

#### Notice to Residents of China

Block & Chain Game Studios represents that to the best of its knowledge the offer and offering of tokens through the platform does not constitute an offer and offering of a security or of gambling chips. The tokens used on Block & Chain Studios' platform are not being offered or sold and may not be offered or sold, directly or indirectly, within the Peoples Republic of China, except as permitted by the securities and other laws and regulations of the People's Republic of China.

#### Notice to Residents of the United Kingdom

Block & Chain Game Studios represents that to the best of its knowledge the offer and offering of tokens used on Block & Chain Game Studio's platform does not constitute an offer and offering of a security or of gambling chips. In case of doubt, be advised that in the United Kingdom this document is being distributed only to, and is directed solely towards: (i) investment professionals within the meaning of the Financial Services and Markets Act of 2000, Article 19(5), and implementing orders; (ii) persons or entities described in Article 49 of the Financial Promotion Order of 2005; (iii) certified sophisticated investors within the meaning of Article 50(1) of the Financial Protection Order of 2005; and (iv) other persons to whom it may otherwise be lawfully communicated ("relevant persons"). This document has not been approved by an authorized person, any investment to which this document relates is available only to relevant persons.

This document is directed only at relevant persons and persons who are not relevant persons should not take any action based upon this document and should not rely on it. It is a condition of you receiving and retaining this document that you warrant to the company, its directors, and its officers that you are a relevant person.

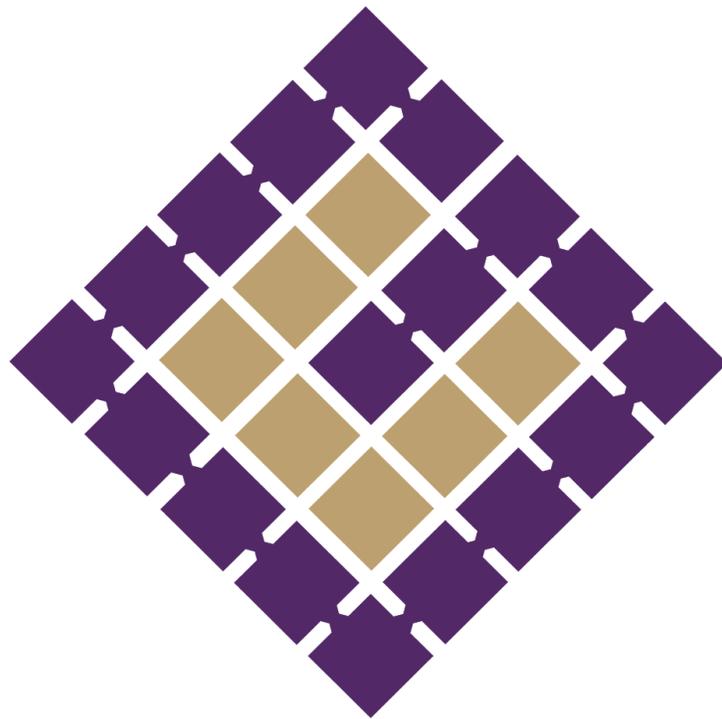
#### Notice Regarding Other Risk Factors and Security Measures

Block & Chain Game Studios understands that existing and potential investors may be concerned with potential problems and risks Block & Chain Game Studios may face. These risks include, but are not limited to:

1. Our products are highly technical and may contain undetected software bugs or hardware errors, which could manifest in a way that could seriously harm our reputation and our business. These bugs and errors can manifest in any number of ways in our products, including through diminished performance, security vulnerabilities, malfunctions, or even permanently disabled products. We have a practice of rapidly updating our products to fix these bugs. Some errors in our products may be discovered only after a product has been used by users, and may in some cases be detected only under certain circumstances or after extended use.
2. If our security is compromised or if our platform is subject to attacks that prevent or thwart our users' ability to access our products and services, our users and partners may cut back on or stop using our products and services altogether, which could seriously harm our business. Our efforts to protect the information that our users possess, may be unsuccessful due to the actions of third parties, software bugs, or other technical malfunctions, employee error or malfeasance etc. In addition, third parties may attempt to fraudulently induce employees or users to disclose information in order to gain access to our data or our users' data. If any of these events occur, our or our users' information could be accessed or disclosed improperly
3. If we receive a high degree of media coverage globally, unfavorable publicity regarding us, for example, our privacy practices, product changes, product quality, litigation, or regulatory activity, or regarding the actions of our partners or our users, this could seriously harm our reputation. Such negative publicity could also adversely affect the size, demographics, engagement, and loyalty of our user base and result in decreased revenue or slower user growth rates, which could seriously harm our business.
4. It is possible that a regulatory inquiry might force us to change our policies or practices. And were we to violate existing or future regulatory orders or consent decrees, we might incur substantial monetary fines and other penalties that could seriously harm our business.
5. Our business model is based on promotes and develops new technologies in the field of gaming, particularly blockchain-enabled games. Block & Chain Game Studios is creating an open, community-driven, and expert-supported ecosystem for the game industry on the basis of blockchain technology, with the aim to provide a unified technological platform for gamers and developers alike. You should consider our business and prospects in light of the challenges we face, including the ones discussed in this section
6. As we continue to grow, we cannot guarantee we will continue to attract the personnel we need to maintain our competitive position. We may need to hire a significant number of engineers, game makers, IT developers, and others, and we expect to face significant competition in hiring them. If we do not succeed in attracting, hiring, and integrating excellent personnel, or retaining and motivating existing personnel, we may be unable to grow effectively and our business could be seriously harmed.
7. If we are unable to protect our intellectual property, the value of our brand and other intangible assets may be diminished, and our business may be seriously harmed. If we need to license or acquire new intellectual property, we may incur substantial costs. We aim to protect our confidential proprietary information, in part, by entering into confidentiality agreements with all our employees, consultants, advisors, and any third parties who access or contribute to our proprietary know-how, information, or technology.

We also rely on trademark, copyright, patent, trade secret, and domain-name-protection laws to protect our proprietary rights. Third parties may knowingly or unknowingly infringe our proprietary rights, or they may challenge proprietary rights held by us, and future trademark and patent applications may not be approved. In addition, effective intellectual property protection may not be available in every country in which we operate or intend to operate our business. In any of these cases, we may be required to expend significant time and expense to prevent infringement or to enforce our rights. Although we have taken measures to protect our proprietary rights, there can be no assurance that others will not offer products or concepts that are substantially similar to ours and compete with our business. From time to time, we may face claims from third parties claiming ownership of, or demanding release of, the open-source software or derivative works that we have developed using such software, which could include our proprietary source code, or otherwise seeking to enforce the terms of the applicable open-source license. These claims could result in litigation and could require us to make our software source code freely available, seek licenses from third parties to continue offering our products for certain uses, or cease offering the products associated with such software unless and until we can re-engineer them to avoid infringement, which may be very costly. If we are unable to protect our proprietary rights or prevent unauthorized use or appropriation by third parties, the value of our brand and other intangible assets may be diminished, and competitors may be able to more effectively mimic our service and methods of operations. Any of these events could seriously harm our business.

<https://blockandchain.games/>



# BLOCK & CHAIN

## GAME STUDIOS