

Unipoly Coin Whitepaper

Introduction

The Problem

Today, the gaming industry has reached millions of users and a market value of billions of dollars. Traditional games have left their place to games with high graphics. Users have created a high volume market with in-game purchases and this market is growing day by day. Various game tournaments are organized around the world, and players can earn income through tournament and game broadcasts. In this model, revenues do not cover the vast majority, they are not transparent and fair.

What if there was a system where users could earn income just by playing games? That's where GameFi and Play2Earn come in. It offers a fairer revenue distribution, transparency, better player experience, and true ownership. Not only the reward mechanism for users, but also a system for builders who want to bring their games to web3 can be set up.

Web2 Game Industry

Web2 gaming refers to the traditional gaming model where central authorities control the entire ecosystem. They are the very familiar video games we can play on our desktop computers, consoles, and mobile devices.

According to the Marketer's report, there are 3.22B video game players in the world and this number is expected to hit 3.32B next year. [1] Also, unlike the beginning of the 2000s, 83% of video game sales happen in the digital world. [2]

When we look at the international gaming market stats, the top 5 countries with the most revenue generated are China, the US, Japan, South Korea, and Germany. [3]

As we know, traditional games run on centralized servers controlled by a single company. This creates a situation where game developers:

- Have total control over the digital worlds
- Are able to completely shut down games
- Can remove any content at will

You may ask what the problem is? Remember Blizzard Activision ceasing server operations in China earlier this year. Millions of players lost access to their accounts across World of Warcraft, Hearthstone and Diablo 3. As in the example, web2 games managed by a single central actor can stop serving at any time. This can waste all in-game purchases, in-game hours, effort and ambition.

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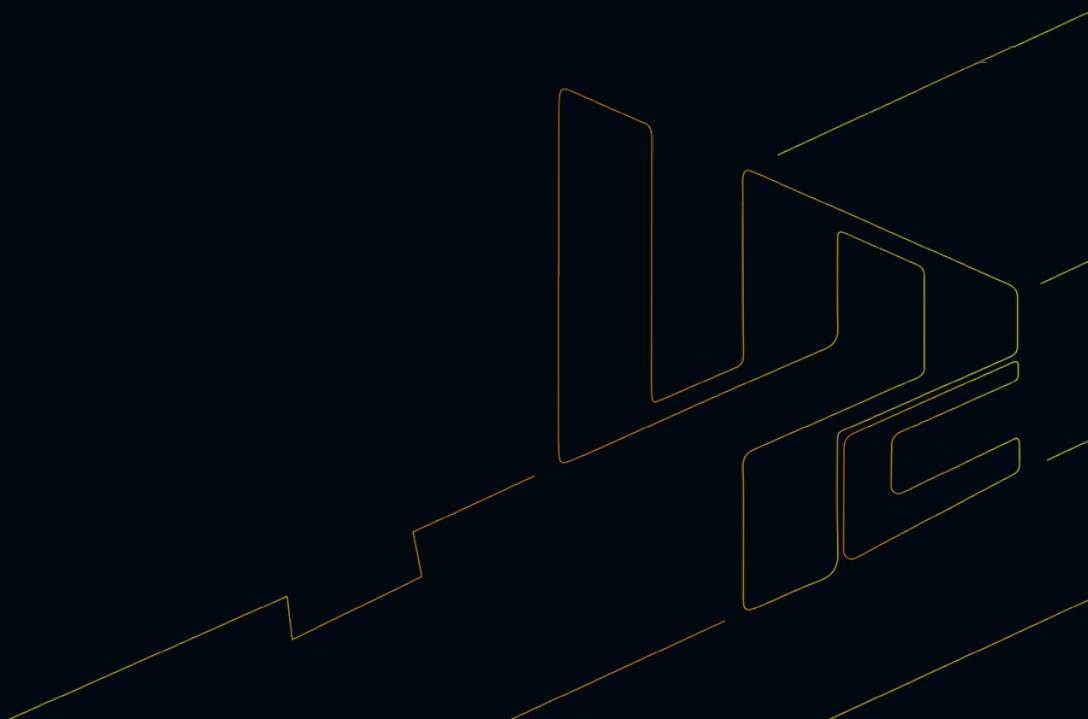
Web3 Game Industry

Web3 gaming aka GameFi or P2E, is all about ownership, transparency, democratization, and security. Web3 games are based on the P2P architecture of blockchains and include cryptocurrencies, and non-fungible token (NFTs).

Imagine having full control of in-game assets and being able to trade seamlessly without relying on a trusted third-party intervention. In addition, you can earn income just by playing games. This model is called Play-to-earn (P2E) and is implemented by many GameFi projects today. These rewards, distributed as cryptocurrencies or NFTs, can be traded through the marketplaces on the blockchain as smart contracts.

Along with increased decentralization, security and transparency, blockchains can bring other benefits to the GameFi industry. For example, many GameFi projects have successfully integrated decentralized autonomous organizations, DAOs. DAOs allow players to participate in decision making over games and cryptocurrencies.

According to the Chainplay.gg State of the GameFi 2022 report, 75% of investors worldwide joined cryptocurrency because of GameFi. Also, 51% of the respondents said profits are their number one reason when joining GameFi. According to the survey, 89% of crypto investors worldwide saw their GameFi profits decrease in the last six months. 62% of respondents lost more than 50% of their profits from GameFi. This indicates poor in-game economy designs are the reason for the decreased profits of GameFi. [4]



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Unipoly Games

Vision and Mission

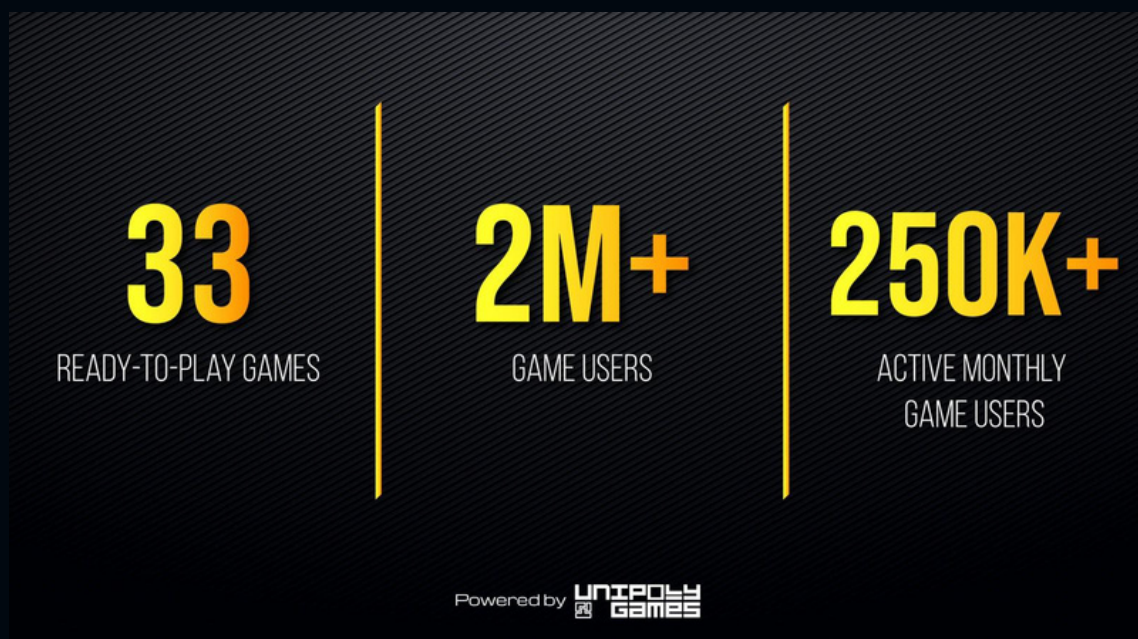
Unipoly Inc. is a software development company with a game studio and a division dedicated to creating mobile and web applications. Our portfolio includes RaidField 2, a popular online multiplayer game with 2 million downloads, Diffancy with an e-commerce platform, and WW social, a social networking application.

Our mission is to utilize Unipoly Coin in various products in order to enable users to earn income while using our games and applications. Unlike typical P2E projects, Unipoly Coin will run its own blockchain which other projects can integrate their project with easily.

Unipoly Game Studio Metrics

Unipoly Games has 33 ready-to-play games, more than 2 million game users, and more than 250 thousand active monthly game users.

Imagine bridging the gap between these awesome games and the crypto financial system. We will adopt \$UNP to our dedicated games community and introduce P2E game theory to users.



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Unipoly Coin

Tokenomics



Introducing Unipoly Coin, a revolutionary GameFi coin where you can earn rewards while having fun with our awesome games. Unipoly Coin will catalyze the Unipoly game ecosystem and boost users' fun. Users are able to earn Unipoly Coin while just playing Unipoly games and using Unipoly apps. Also, it will be a native token of its future casual game publisher blockchain, Unipoly Chain.

The token ticker will be \$UNP and utilize ERC-20 token standards. The total supply of \$UNP will be 1 Billion \$UNP.

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Unipoly Chain

10.0%

Unipoly Games

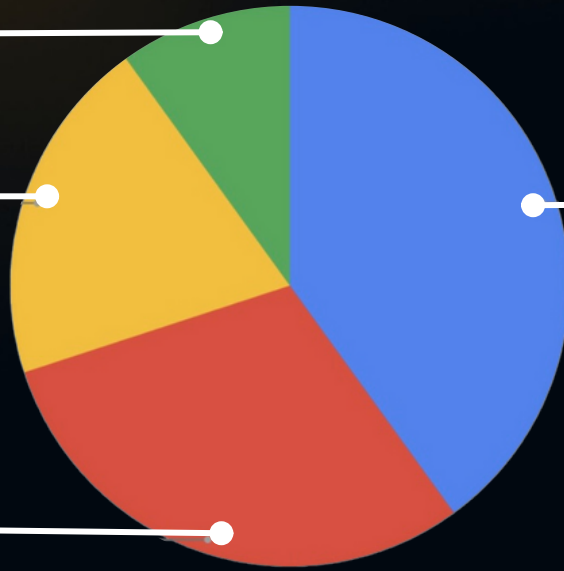
20.0%

Public Sale

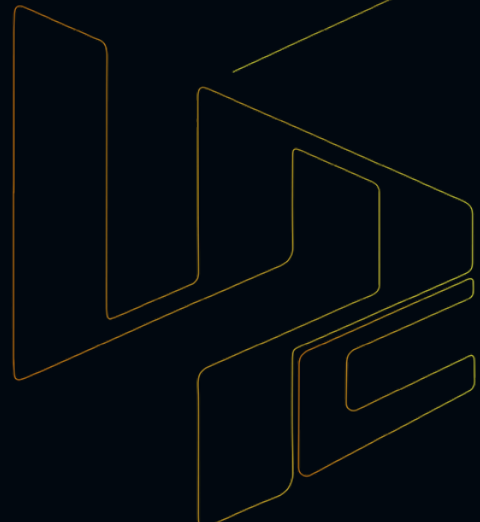
40.0%

User Rewards

30.0%



Analyze				2023		2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	
	Percent	Total Amount	Price	November	December												
Sell	Public Sell	25%	250,000,000	4,000,000	0.07	2,500,000	2,500,000	25,000,000									15 percent less than last year
	Private Sell	5%	50,000,000	1,000,000	0.045		5,000,000										15 percent less than last year
	Liquidity	10%	100,000,000				10,000,000										15 percent less than last year
Reward	Play To Earn	20%	200,000,000				20,000,000										20 percent less than last year
	Staking	9%	90,000,000				9,000,000										20 percent less than last year
	Airdrop	1%	10,000,000				1,000,000										20 percent less than last year
Team	Founder team	10%	100,000,000				10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	
	Core Team	5%	50,000,000				5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	
	Marketing	5%	50,000,000				5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	
Ecosystem	Blockchain	5%	50,000,000				20,000,000	15,000,000	15,000,000								
	Labs	3%	30,000,000				12,000,000	9,000,000	9,000,000								
	R & D	2%	20,000,000				8,000,000	6,000,000	6,000,000								
	100%	1,000,000,000	5,000,000			2,500,000	2,500,000	70,000,000	60,000,000	50,000,000	50,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	

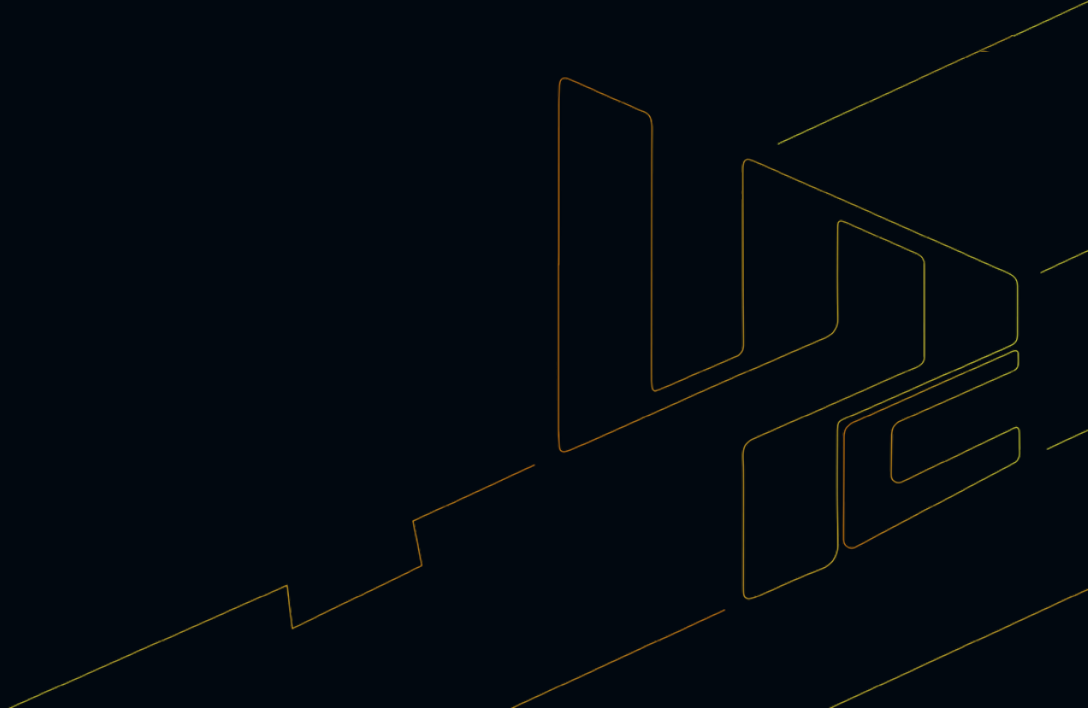


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%20 of the total token supply is owned by Unipoly Games Studio and reserved for the development of new games. %40 of the total token supply is reserved for public sale which will be done in various CEX platforms by the end of 2023. %30 of the supply will be used to reward users and create income for them. This will create a great opportunity to attract new users to the ecosystem and reward them. Lastly, %10 of the supply will be used to build and develop the Unipoly Chain. Unipoly Chain will be the blockchain for the games and projects that want to move their project to Web3.

\$UNP RELEASE SCHEDULE

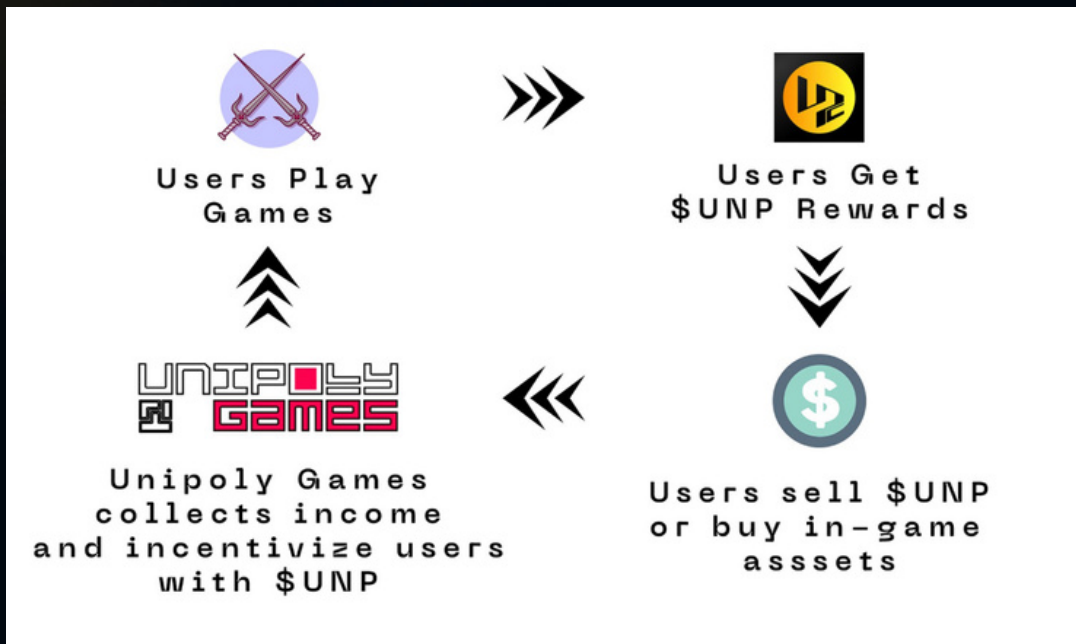
With the upcoming token sale at the end of 2023 and user reward distribution, the circulating token supply will be 40 million \$UNP at the end of the year. Every year, 50 million in each public sale and Unipoly Chain tokens, 40 million in Unipoly Games tokens, and 20 million in User Rewards tokens will be unlocked. At the end of 2033, the circulating token supply is expected to hit 1 Billion.



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Revenue Model and Streams

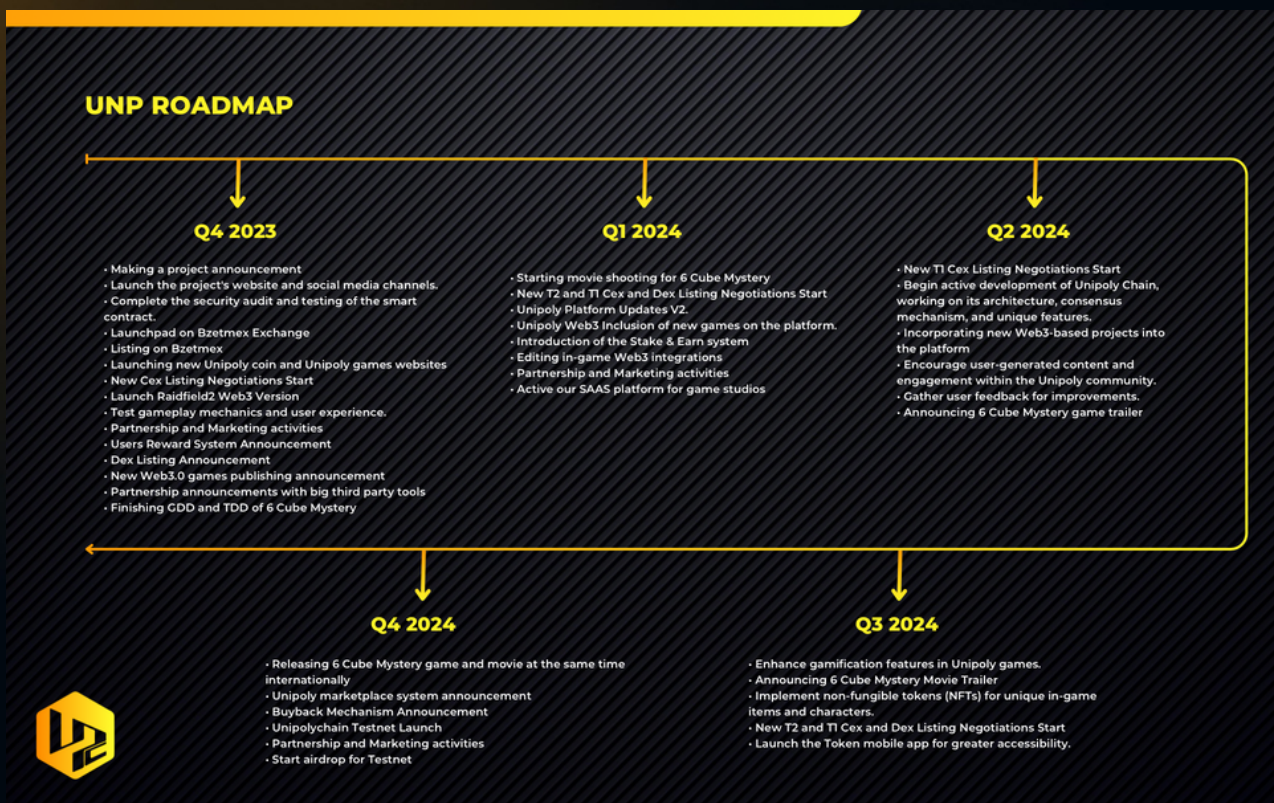
Unlike one-off purchases, we provide games that are free to play. Users are able to earn \$UNP rewards while enjoying our games. Then users are free to sell \$UNP to realize income or choose to spend it with in-game purchases. When they choose to spend it with in-game purchase, UnipolyGame Studio generates income and will incentivize users with this income to play games more. In the image below, you can find how this cycle works.



Besides that Unipoly Games' in-game assets will leverage the ERC-721 NFT standard and be able to be bought with \$UNP. Buy-sell transactions will execute on the Ethereum blockchain, the most secure network for NFTs. Unipoly Games generates revenue from secondary market sale royalty fees. In Q32024, we expect to launch our own marketplace in order to provide a more smooth experience to our users.

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Roadmap



Unipoly Chain

As Unipoly Games, we are planning to launch the Unipoly Chain in the last quarter of 2024, where projects can launch their projects using our chain. The Unipoly Chain will be powered by the Arbitrum Nova Stack and have similar chain properties.

Arbitrum Nova is an Optimistic Chain and implementation of Arbitrum AnyTrust technology that aims for ultra-low fees. Nova differs from Arbitrum One by not posting transaction data on chain, but to the Data Availability Committee (DAC). For now, Unipoly Chain data availability committee members are unknown, but will be announced at a later date along with the chain design. The Unipoly Chain will be secured by Fraud-proofs and will inherit Ethereum security.

Unipoly chain will significantly improve users' gaming experience while offering ultra-low transaction fees to users. The details of the Unipoly Chain will be announced in the future.

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Disclaimer

Please note that the content of this white paper should not be considered financial advice. The Unipoly Inc. ecosystem and Unipoly Inc. involve experimental and cutting-edge technology. Users and investors should approach the ecosystem and digital currency with caution, acknowledging the inherent risks and uncertainties.

