



2017

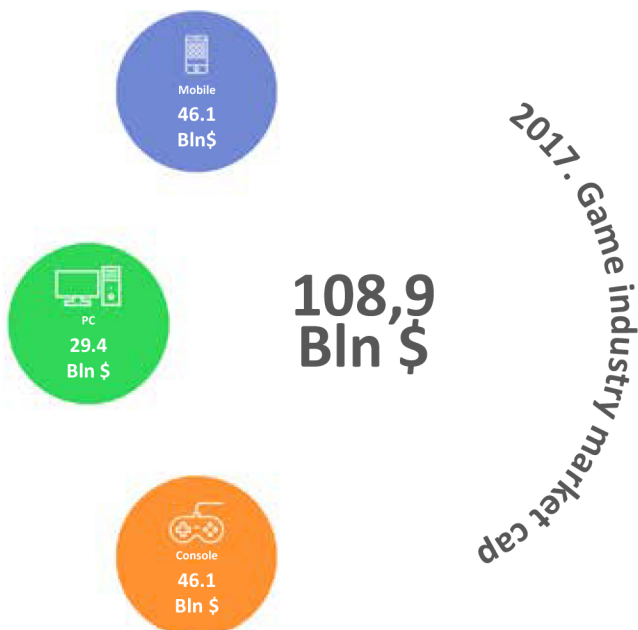
Introduction

Gaming industry from 0 to
96 Bln \$



Just a few decades ago one couldn't imagine that a pastime shared by a bunch of enthusiasts identified by pragmatic realists as "weird" would rapidly develop into an integral segment of the economy. And weird indeed they were — developers of the first computer games. But their world has stolen the heart of ours by winning millions of people all around the planet, irrespective of gender and age. While the pragmatics will add: it was not only the heart, but also the money bag that had been stolen. Nowadays the interactive entertainment industry is calculated by billions of dollars and tens of thousands jobs created.

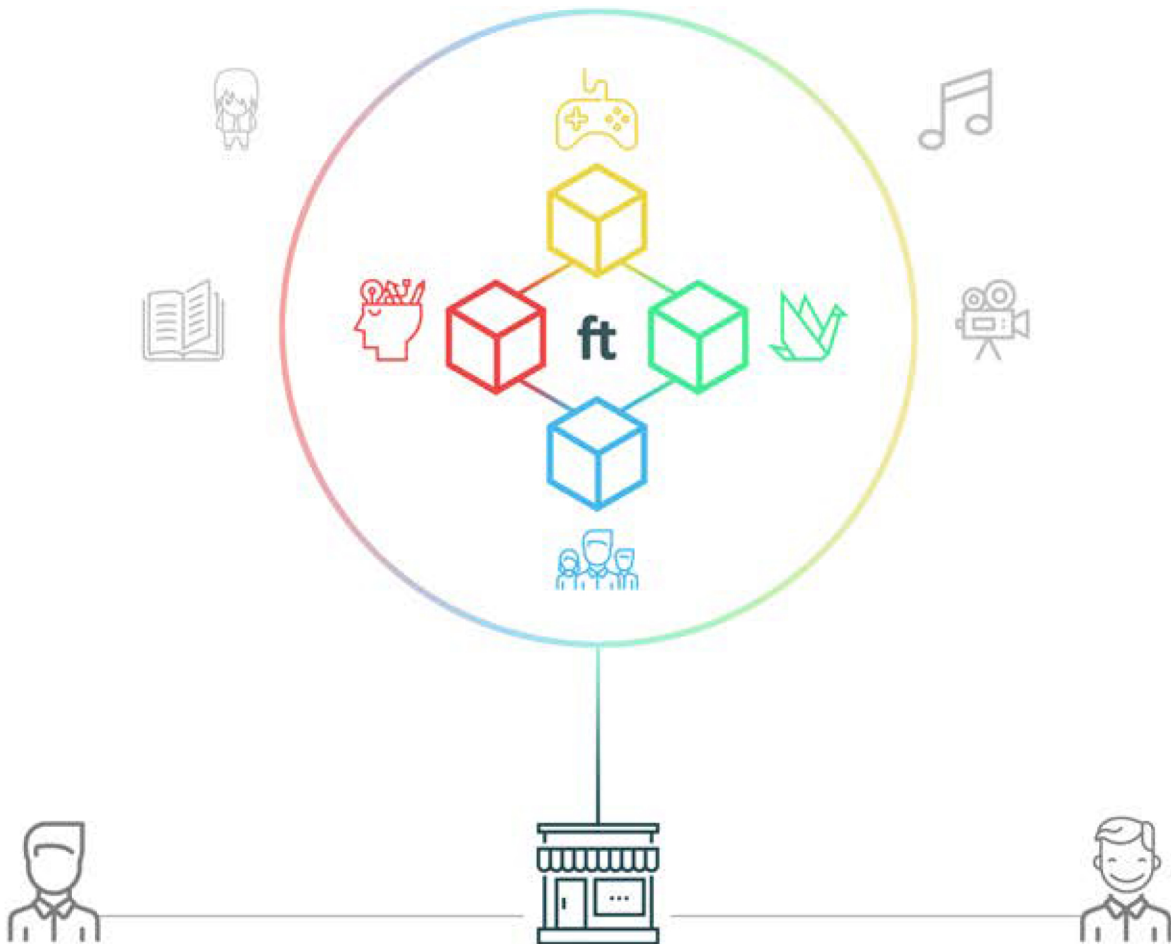
New projects lit up like stars: League of Legends, Dota 2, CS:GO, World of Warcraft, more and more new series of The Elder Scrolls, The Witcher, GTA... They were spread with unbelievable speed and brought a thousand-fold return of investments. GTA V only brought its creators 1 mlrd dollars in 24 hours since it was issued for sale, and the total sales amount in the game industry sector reached 96 mlrd dollars in 2016. The mobile game sector is demonstrating an equally speedy growth winning more and more new fans from teenagers to oldsters. Just remember the hullabaloo around Pokemon Go. Everyone played it and is still playing today. For the favorite game people forsake their daily routine and forgot about their career. Excitement united the players in communities that arranged really great events and exhibitions, e-sport tournaments and even fancy-dress parties taking on the images of their favorite characters. Is it a new turn of evolution? Homo sapiens — Homo ludens! A playing human — that is everyone of us.



There is a vast market of products and services related to the industry of entertainment today. They are stamped out on the assembly line by large companies. When studying the industry development trends over the past few years, we should take into consideration the increasing number of ideas regarding bringing together the virtual and the real world and their inter-penetration one into the other. The development of streaming services and recognition of e-sports may serve as examples. We can also mention Steam technologies developed by Valve corporation. Later on we shall also speak about Workshop for Merch or Workshop for Merch — and about the people who dedicate themselves to their favorite activity doing real miracles. But today the issue under consideration is how to get a physical part of one's game for real!

Craftmade:

We would like to introduce to you Craftmade — the first marketplace-workshop in the world, based on Blockchain technology and designed to unite creative people with those who wish to make the favorite game a high-quality product, as well as the developers who can create content of this kind not only in real but also in digital version. Why games? It will become clear to you as you read through the present white paper. But we do not neglect those who love films, series, anime and other trends of the entertainment industry and media, as well as digital art, either.



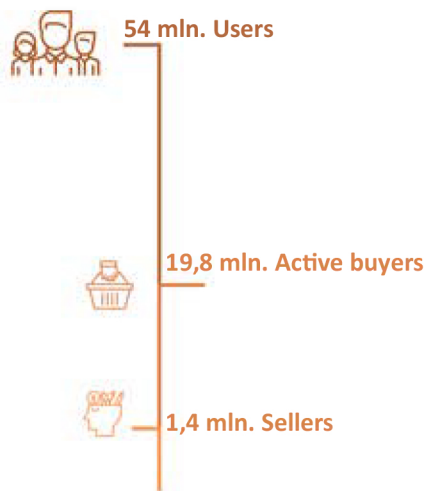
So what is Craftmade?

Our main goal is to create a workshop-marketplace with its own ecostructure based on blockchain technology, intended to efface the boundaries between creative people (we call them "craft-maders") and the buyers. We will give craft-maders an opportunity to create and sell genuine masterpieces made not only by hand, but digitally as well and an opportunity to purchase such items to buyers using the currency in the Craftmade network, named CRAFTT (Craftmade Token). At the same time any person can order exclusive or absolutely unique items from one or another craft-mader - according to their descriptions, drawings, models. Which fan would not want to have a complete collection of Dota 2 figures, made from high-quality materials? Or a real gorilla costume from Overwatch? There are none!

What about other marketplaces for handcrafted items?

There are plenty of marketplaces for handmade items today, where their ideas first come to life and then into phiatric currency. Etsy is a good example, which has 54 million active users, 1.4 million of which are sellers and 19.8 million are active buyers. Etsy share are sold on the NASDAQ exchange market with 1.76\$ billion capitalization. There are other marketplaces for hand-maders on the market such as Aftcra, Bonanza, BigCartel, Dawanda etc. But not every marketplace offers opportunities for full-scale interaction between the hand-mader and the buyer. Besides, many of them offer only 10% of high-quality items based on video games, while others offer even less.

Etsy



As for Steam Workshop for Merch, it is an example when video game fans with mastery of arts make great items for high-profile events such as The International which holds the rank of the tournament with the biggest prize pool in the history of eSports. But 90% of people trying to get into the sales area cannot enter it, because of reasons Valve refuses to disclaim, despite the high approval rate (likes) only 10% of works get to the Secret Shop shelves (it's the name of the store for Dota 2-based items) or Valve Store, where they sell items based on other products of the company.



You can show yourself and see others here:

Dota 2 - <http://steamcommunity.com/workshop/browse/?appid=570&browsesort=trend§ion=merchandise>

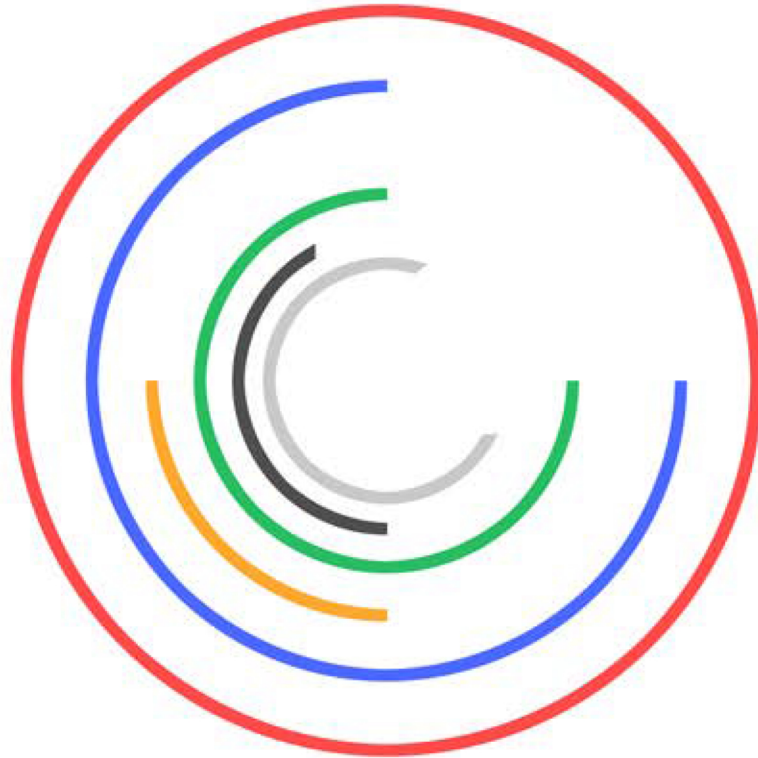
CS:GO - <https://steamcommunity.com/workshop/browse/?appid=730&browsesort=trend§ion=merchandise>

Team Fortress 2 - <https://steamcommunity.com/workshop/browse/?appid=440&browsesort=trend§ion=merchandise>

Portal 2 - <https://steamcommunity.com/workshop/browse/?appid=620&browsesort=trend§ion=merchandise>

Some statistics:

Dota 2



Applications from designers in the Secret Shop - **2711**

Applications with high-quality design- **1718**

Number of designers who entered the sales area is - **197**

The number of items that entered the sales area - **694**

Number of designers who didn't enter the sales area - **395**

high-quality items that didn't enter the sales area - **1000+**

An how many couldn't force themselves to put their items to be viewed by everybody? We are sure that at least the same amount. While having truly non-trivial ideas and skills in designing, handcrafting and sculpturing they never went beyond uploading their works to the Workshop for Merch.

Weta Workshop : Great example.

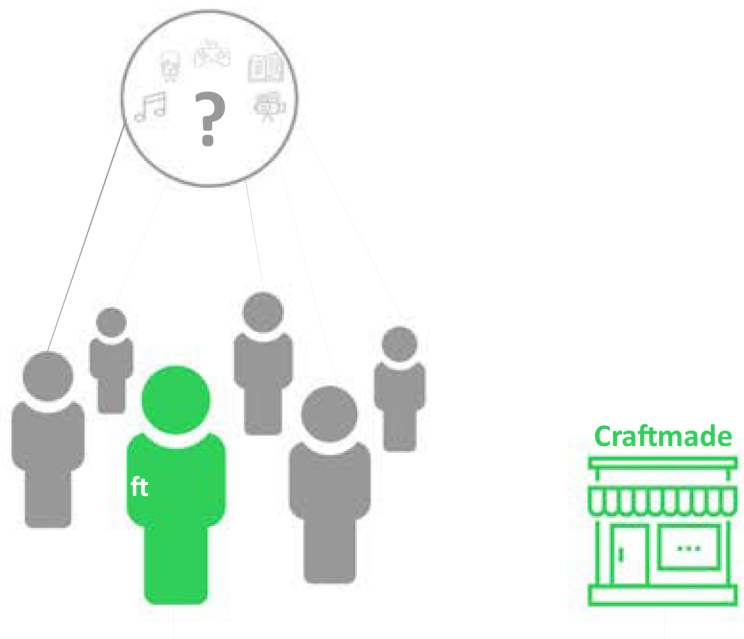
As for the Weta Workshop, the project was created as a branch of Weta Digital (a company for making visual effects for cinema and television) by such people as Peter Jackson, Richard Taylor and Jamie Selkirk. Weta Workshop has its own designers, sculptors, smiths, who create unique items based on video game and animated movies. Their products sell well but are often limited editions. Only once did they release a set of items on Dota 2, which consisted of: two swords, two shields and one figure. Pre-order was sold out in two days and the price for the items was up to 250\$ each. You can still find them on Ebay, where they ask for them 350\$ or even more. The set was limited edition, it had promo codes that when activated gave players the same item, but this time in the game. What's interesting is that sometimes in-game items are sold for more than real-world items.

Analyzing the state of things, including things in the literal sense, we set ourselves the task of establishing links with craftmaders and developers to link promotional codes to the main subjects/ items and adding them to the game. Unfortunately, currently the page for goods relating to Dota 2 game is closed, but you can enter Dota 2 weta in the search line of any search engine, and see what items have been created and sold.



So, let's summarize:

What is the current situation? High demand and interest of the community is one thing. Secondly, there is a considerable number of handmaders who are ready to create and sell quality goods for a fee. But, unfortunately, today we do not have a specialized platform for the handmaders. This is why we decided to launch this project, and we are now working hard to implement it.

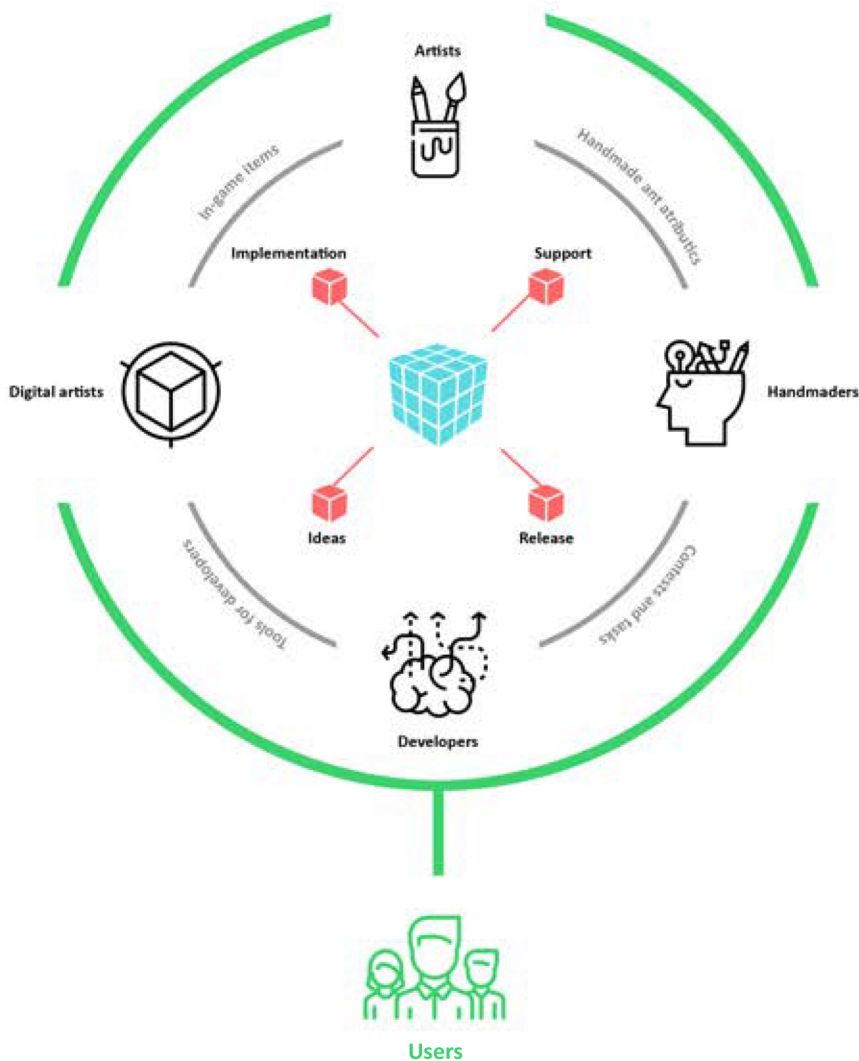


And what about the developers? They can earn on their own by releasing different goods in their games. Not all developers can afford to sell goods - and this is true not only for early stage of the game launch, but also when the project has already been accomplished on the market as a promising one. But still, if the developers sell, they do not leave the clothing category - T-shirts, caps, hoodies, etc.

How can we see all that?

We will give developers the opportunity to create contests for the best work (all this will be implemented in the developer's member area), so that the craftsmen can submit them some or other product options. Then the users will vote, and the developers will be able to approve the best works that will be further implemented under the the brand of this game, as well as for the further creation and promotion of goods by the developers themselves. The main idea is to provide the game developer with direct contact with fans to take their opinions into account when creating attributes or digital content.

As for the major developers who can produce anything from the attributes. Major companies often seek profit, rather than quality, and rarely listen to the opinion of fans. We are not going to deprive them of this earnings, and this is not in our power. But we want our workshop-marketplace to have products that will really appeal to players, whether it's a quality cosplay costume or a handmade mug with the attributes of the customer's favorite game.



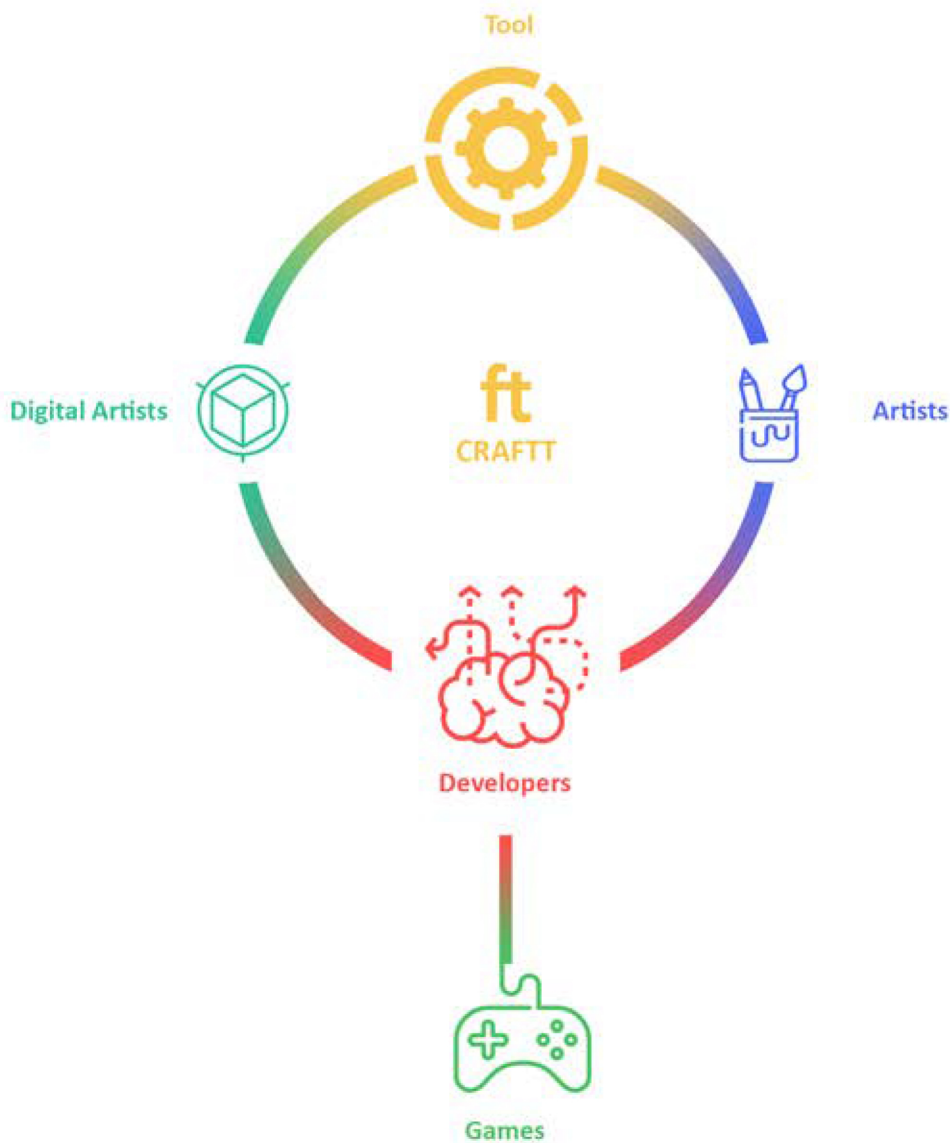
There are many development options, so we want to carefully study them and clearly understand our near perspective. We consider it important to provide good conditions for royalties from the goods that our handmakers will create. All calculations will be made in CRAFTT (Craftmade Token). As for royalty, we are already working on several schemes, and they are all advantageous for investors, craftmaders, and future buyers

But this is not all!!!

We are scheduling the development and production of a tool that will allow digital artists to develop in-game items for games, as well as to contact and collaborate with game developers - both independent and already accomplished market participants.

What does this cooperation envisage? After studying the experience of Valve, which have the Steam Workshop tool in Steam environment, we realized that independent creators of in-game items excellently showed themselves in creating content for games like Team Fortress 2, CS: GO, Dota 2 and others, but only a small part of them is able to really make money. We want to reverse this situation and give developers and independent digital artists an opportunity of full-fledged cooperation, with further binding of CRAFTT tokens to the games.

We called it Digital Content Visualization Tool (DCVT)



The Project:

What do we have now?

1. A stable team of developers and specialists in various fields. (See section "Team");
2. . Development of the alpha version of the product. The consent to participate in alpha testing has already been given by 22 handmaders from the same Steam Workshop for Merch. Negotiations with 16 participants of SWM and Dribbble are in progress.
3. Specific vision of the goals for the next year (see section "Roadmap");
4. Negotiations with indie developers for further cooperation with handmaders to create game attributes.
5. White Paper - now you are reading it.

What do we need?

Even the most original projects are not original in one: they need financing.

Fundraising will take place in two stages.

1 st stage Launch of a two-week Pre-ICO (release of 5,000,000 tokens x 0.0001 ETH), which includes raising funds for our purposes:

1. Hiring developers with experience with Blockchain technology to further develop the platform, as well as a more advanced protection system.
2. Issue Alpha-version of the product with 1000 invites for testing. (The first invites will be distributed mainly to volunteers who can help find flaws or errors in the service or the core of the platform, the rest will be distributed to those who want to get acquainted with the project.)
3. Starting the development of a more advanced rating
4. Advertising and promotion
5. Acquisition of additional equipment.
6. A wall clock with a company logo, a board, markers and a cactus in a pot.

The first stage is planned to be completed within six to seven weeks. Including release and testing of the alpha version

The second stage will be described in the updated White Paper, which we call Black Paper. Why? "You'll see soon."

Roadmap :

