

WORLDOPOLY

FIRST AUGMENTED REALITY GAME BASED ON BLOCKCHAIN



Whitepaper V2.14.1



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1. Introduction

Worldopoly is a real-time multi-player strategy game that implements blockchain and augmented reality into a world building simulation. It provides an economic incentive as well compelling gameplay through the implementation of its own cryptocurrency WPT. Below are the 3 outstanding characteristics that makes Worldopoly unique in mobile gaming.

Real time – real world

- The player can buy real streets in real cities (underlying technology: **Google Maps/openstreetmaps**).

RTS + AR + Blockchain = endless opportunities

- Worldopoly is the first mobile game that implements blockchain technology in compelling gameplay, therefore, creating an insightful understanding of blockchain.
- Augmented reality makes it possible to actually “see” one’s in-game progress.
- With the introduction of the **WPT** there is real money to be made playing the game.

Risk-free introduction to cryptocurrencies.

- With the possibility to trade every in-game item for **WPT** the player can earn cryptocurrency without investing real money. This is a great way to introduce players to the world of cryptocurrencies without the financial risk.



Worldopoly: playable innovation

Combining AR, Blockchain and Geopositioning Worldopoly provides a unique gameplay experience that enhances mobile gaming from its current limitations. While other games focus on either AR or world building, blockchain or gameplay. Worldopoly purposefully integrates all technologies into one. Every implemented feature has its unique purpose. With AR you experience the game in real life, Blockchain provides an advanced level of security and Geopositioning brings the cities of the world onto your device.

GAME CURRENCIES

There are 3 types currencies in the world of Worldopoly Coins, WPT and Building resource.



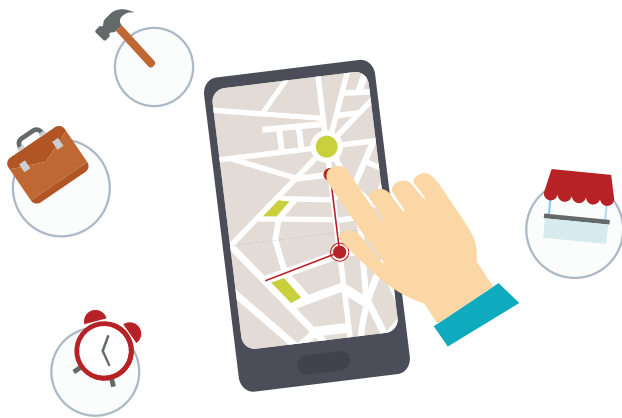
BUILDINGS AND STREETS

Buy buildings, streets and earn coins. Each building can be built and improved.



THE SHOP & AUCTION

All items can be purchased for a set price in order.



PLAYER INTERACTION

There are different kinds of Players: Neutral, Hostile and Friendly.

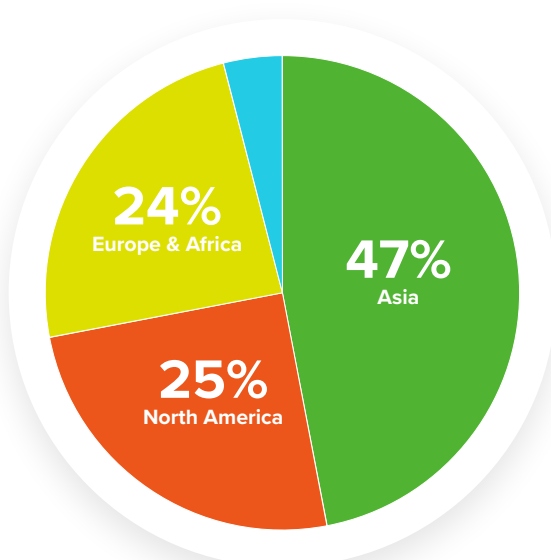
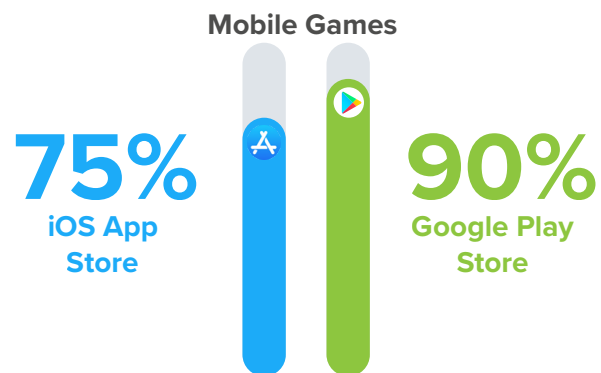


2. Game market overview

2.1. Game Market Overview

With a market share of over 40%, mobile games are by far the most profitable sector of the gaming industry. As mobile devices advance in their capabilities so do games. The recent introduction of the ARKit by Apple in their 2017 Keynote sets a new milestone in App-Development. By introducing this

Mobile games not only dominate the gaming industry, but also the mobile software market as a whole. With 75% of revenue in the iOS App Store and 90% of the Google Play Store, mobile games contributed the majority of revenue in 2016. In 2017 mobile Apps brought in over \$ 46 billion in revenue, expanding their market share from 39% (2016) to 42%.



The Asian Market is by far the biggest for mobile games with a share of 47% or (\$51.2 Billion). Naturally dominated by China, with a contribution of 53,7% (\$27.5 Billion) to the total revenue. Followed by North America (25% or \$ 27.0 billion) and Europe, Middle-East and Africa (24% or \$ 26.2 billion).

- **47% Asia**
- **25% North America**
- **25% Europe & Africa**
- **4% Other**

crucial step in App-Development through an AR-game, Apple also showed where they see the dominance of this technology.

Keeping in mind, that Apple as well as Google are actively promoting their AR-platforms with own charts and commercials, Worldopoly is best placed for an advantageous launching position compared to the other games in similar category. In comparison to other AR-games on the market, Worldopoly provides a rich game world as well as numerous possibilities for add-ons to keep players invested.

Current estimates for the gaming sector predict a stable growth in all areas. It is expected that the revenue of the global games market will grow by 18% by 2020 reaching \$ 128.5 billion (2017: \$ 108.9 billion) with mobile games contributing 50% or \$ 64.9 billion



2.2. Market penetration effectiveness

Mobile marketing technology providers such as Fiksu published various indicators to determine the effectiveness of marketing measures. The most relevant for game developers are: Cost per Loyal User Index (CPLU), App Store Competitive Index and Cost per Install (CPI).

Cost per Loyal User Index (CPLU)

This Index measures the cost of acquiring a loyal user for brands who actively market their apps.

The CPLU dropped 34% from \$ 4.23 in December 2015 to \$ 2.78 in January 2016, partially explained by the intensified marketing activity during the holidays.

\$2.78

Cost Per Loyal User
January 2016



\$4.23

Cost Per Loyal User
January 2016

App Store Competitive Index

This indicator allows you to track the total amount of downloads per day, which is achieved by rating of top-200 free iPhone applications in the US. The value of this index increased in January 2016 by 4% and reached 9.8 million. However, the number of downloads per day decreased by 15% compared to the same period last year.

Games remain the most competitive apps in AppStore along with this.

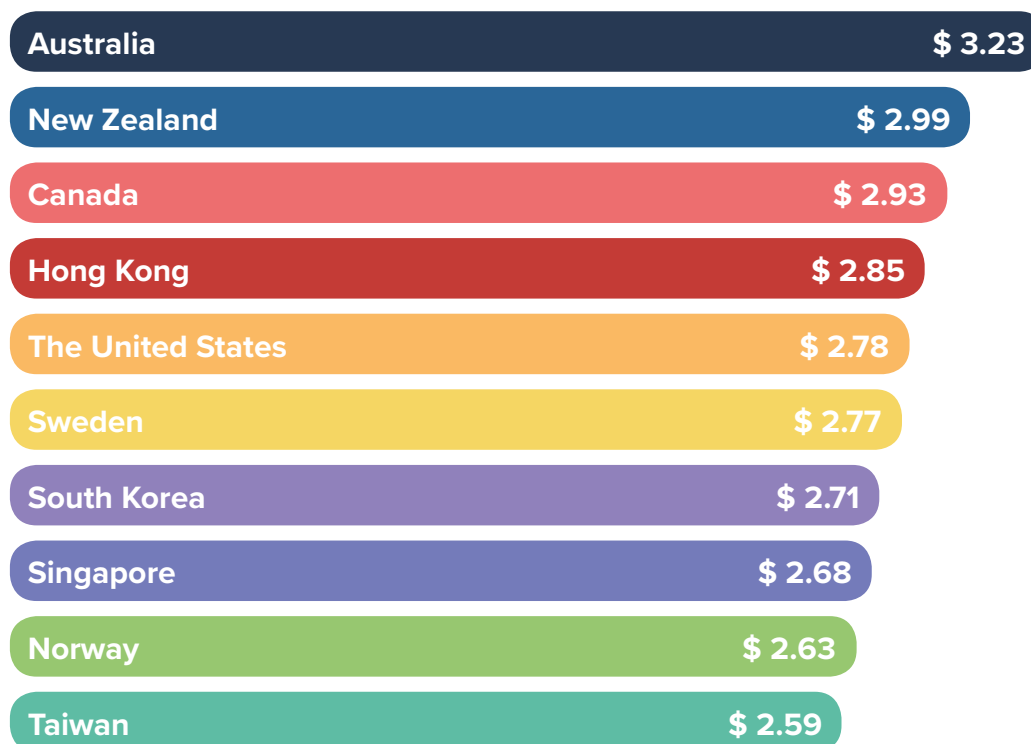
Cost per Install (CPI) Index

The Cost per Install (CPI) Index measures the cost per app install directly attributed to advertising.

According to Geenapp (application promotion platform), the CPI value January 2016 was \$ 2.42 for iOS and \$1.88 for Android. These values are an average, and they change on daily bases.

The changes depend on the number of advertising campaigns run around the world. Also, the big differences between iOS and Android installation costs depends on a higher number of Android apps with greater acceptance level, especially in countries such as China and India.

The top 10 countries with the highest CPI value are:



It should be noted that the cost of user attraction highly depends on the advertising company's objectives.

The expected goals are:

- Game app installation;
- Registration;
- In-App purchase;
- Subscription. Gender factor in user attraction

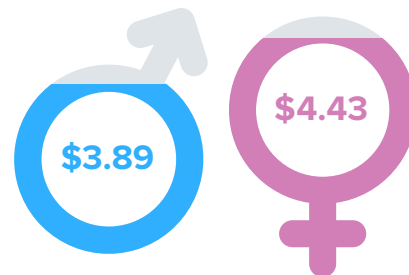
Gender factor in user attraction

According to the Liftoff Mobile Gaming Apps Report 2017 the noteworthy differences in CPIs are that it is 14% cheaper to attract male players (\$ 3.89) than their female counterpart (\$ 4.43).

Reports show that female players are, on average, more likely to register and spend within the game, this makes them the most cost-effective demographic.

Also, in that Worldopoly uses both microtransactions and its own cryptocurrency, female players could positively impact both the profitability and the value of in-game tokens.

Taking into account that Worldopoly appeals to both genders, we've decided to launch gender neutral advertising campaigns initially during the ICO.

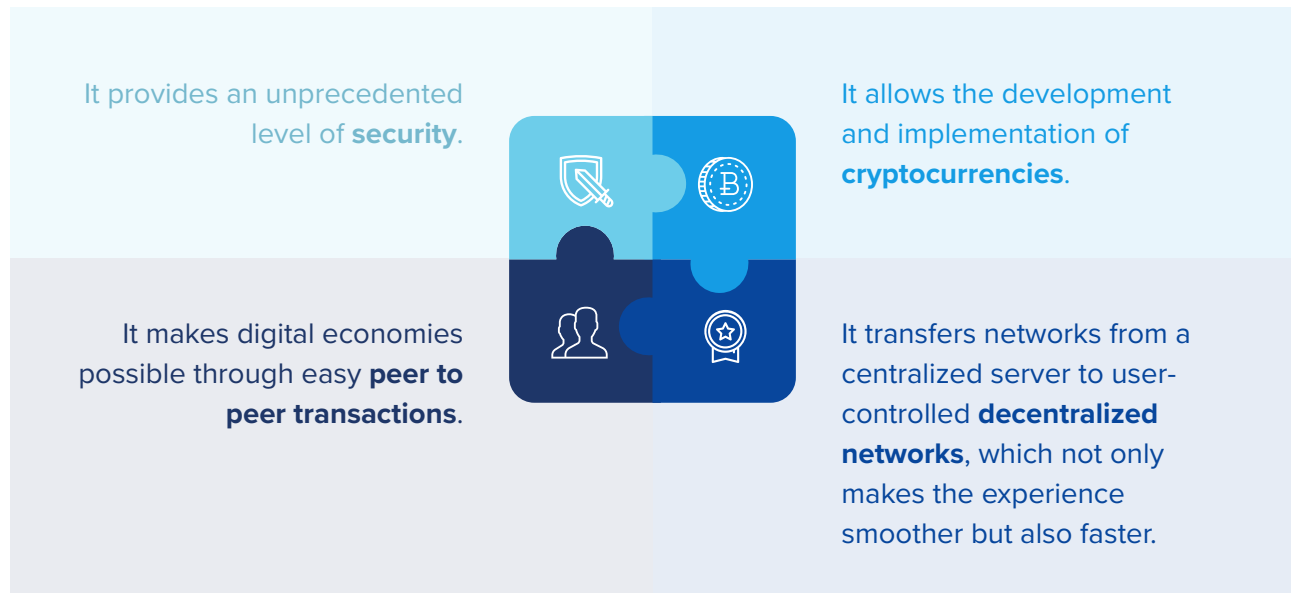


**Gender factor
attraction**

2.3. Blockchain and mobile games

Although Blockchain as a concept is decades old, the technology and its possibilities are only being utilized in the past couple of years. With the recent popularity of cryptocurrencies like Bitcoin or Ethereum, more people are now learning about the advantages of the Blockchain technology.

Futhermore, the gaming industry still lacks behind others in the implementation of Blockchain, even though, it has undeniable advantages, such as:



In a competitive environment such as the mobile gaming industry, standing out is key to success.

The large companies have the advantage as they can develop multiple games, as well as, promoting them on a larger scale, this raises their chances of success. Whereas, smaller development studios lack the manpower and funds to compete in this regard.

However Worldopoly has a unique advantage due to the following:

AR⁺

We launch in an environment where AR is being actively promoted by Apple and Google.



We are pioneers in the field of meaningful implementation of Blockchain into a game.



On top of this technological novelties, Worldopoly also provides a genuinely interesting gaming experience.

These factors give Worldopoly a competitive edge and places it strongly as a frontrunner in multiple game categories in the iOS and Android Stores. As well as generating its own player base through the crowd sale of the ICO.

Smart-contracts

The use of smart contracts in the mobile gaming and application industry allows developers to create pleasant conditions for end users. Especially the transfer of in-game objects between players profits greatly from Blockchain technology.

Improving communication for better support

A major problem in the gaming industry is the lack of an easy to access platform for player-developer interaction. Although many studios provide email addresses and chatrooms as feedback channels, most still rely on the rating systems in the App-Stores. Blockchain provides a unified and specialized platform for direct communication between players and developers. Such a platform will benefit both the developers and players alike, as a good interaction is pivotal to ongoing support improvements and further game developments.

Out of all many Blockchain solutions available, we chose Ethereum as our base platform because of its customization possibilities and the constant improvements of the computing platform itself.

Nevertheless there are some disadvantages to be noted when implementing Blockchain technology, such as:

Network functioning maintaining

Conducting transactions on the network, performing other operations with Blockchain requires network maintaining in a functioning state.

Limited bandwidth

As with other Ethereum-based projects, there are two main problems that can affect Worldopoly; transaction speeds and commission payments.

Transaction speeds decrease the more the application is used, in our case this may have a negative effect on the gaming experience. To counteract this, it was decided to create a hybrid service that will allow two types of transactions: on-chain and off-chain. With this, the game performance will be preserved and gamers will not have any problems with the WPTs.

Also, each transaction on the Ethereum platform needs commission payments. As Worldopoly relies on player interaction with mostly small transactions, commission payments can be a problem, especially when the player base increases. The two types approach solves this with a centralized

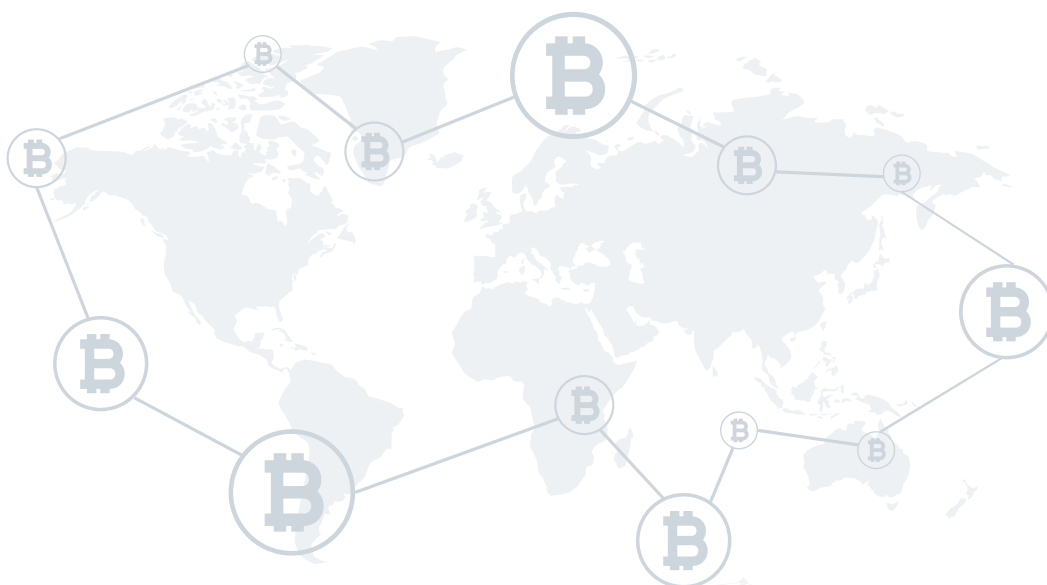
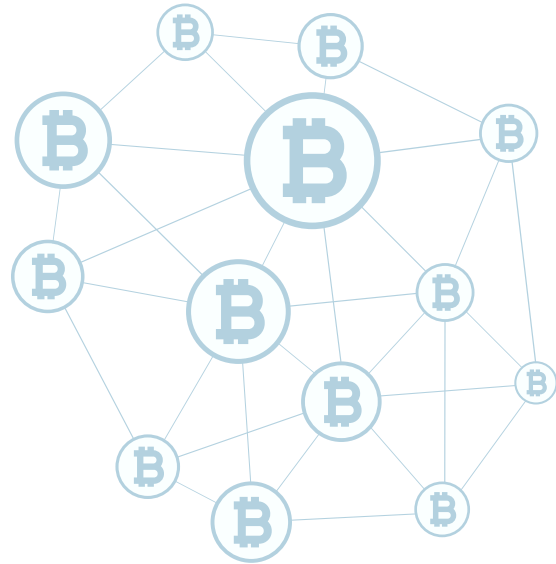
transaction register for off-chain operations, only on –chain, WPT transactions will use the Ethereum platform. Most smaller transactions will take place off-chain and will therefore be commission free. Only larger transactions e.g. auction of a whole developed street will use WPT and pay commission.

The semi-decentralized solution will, in time, be replaced by a decentralized model as soon as a solution to the stated problems is found.

Irreversibility problems

An integral part of Blockchain is the irreversibility of transactions. While providing an increase in security it is unforgiving when it comes to mistakes. For example, should player A make a mistake in the wallet address of player B while conducting a transaction, the funds will be lost irreversibly. Worldopoly uses different safety measures to prevent such scenarios and will expand them based on player feedback. Gaming market analysis

The largest and most profitable game companies are concentrated in the US, Japan, China, France, the UK and Finland. With the Chinese company Tencent taking the lead in downloads on iOS (as of march 2017), followed by Ubisoft with their Ballz game app released by Ketchapp Studios.



2.4. Mobile gaming profitability

Total revenue of game apps in 2016 was \$ 33.6 billion of which a majority (\$ 23 billion) was contributed by iOS games.

The most profitable iOS games in the US as of November 2017 were:

- Candy Crush Saga by King Digital Entertainment PLC
- Golf Clash by Playdemic Ltd.
- Pokémon GO by Niantic Inc.
- Madden NFL by Electronic Arts
- Slotomania: Vegas Slots Casino by Playtika
- Clash Royale by Supercell
- Homescapes by Playrix

The most profitable Android games in 2016 were:

- Pokémon GO by Niantic Inc.
- Mobile Strike by Machine Zone Inc.
- Game of War by Machine Zone Inc.
- Candy Crush Saga by King Digital Entertainment PLC
- Clash of Clans by Supercell

All listed games are “free to play”, which means that the profitability of these games does not depend on the number of downloads but rather on the amount of microtransactions happening within the game. The “free to play” model has several advantages compared to the classic “pay to play” systems:



For all these reasons we've decided to make Worldopoly a "free to play" game.

Pokémon GO, released in 2016 set a trend in the "gamification" of AR-technology, grossing over \$ 800 million and becoming the by far the most successful game to be launched on iOS and Android.

To summarize this analysis one can see, that the most successful games to date are "free to play", real time strategy games and games using geopositioning and AR. Worldopoly implements these technologies and combines them with the security of Blockchain, creating a compelling gaming experience optimized for the gaming market today.

2.5. Other Blockchain-based games

As previously stated, the gaming industry is only now starting to adopt Blockchain. Nevertheless there are some interesting games on the market that can provide valuable insights.

- **"Lordmancer II"** is the first online game with internal crypto currency. Moreover, the features of the gameplay allow you to earn a crypto currency.
- **"Privateers life"** is a multiplayer online game placed into pirate setting and based on Blockchain technology. The internal crypto currency is the one of the ways of payment inside the game.
- **"Prospectors"** is another crypto currency based game, but crypto currency here can be used only in game. There's no way to exchange it to real money and vice versa.

Analyzing the adaptation of Blockchain in these games shows that it is possible to implement the technology into games in a significant way. The MMORPG genre is especially interesting because traditionally these types of games were the trend setters for modern technology such as Online Multiplayer. But MMORPGs are a niche market, that can be used as a proof of concept, while the RTS genre has a wider mainstream appeal. The success of CryptoKitties, while not relevant for the RTS genre, shows that people are willing to invest in games with built-in cryptocurrencies.

3. Business model

Worldopoly combines exciting multiplayer strategy gaming with the possibility to earn real money. During the next 3 years the game will receive more than 150 new features to expand the gameworld and keep players invested.

All features under the following principles:

- preventing “pay2win aversion” by casual gamers
- game mechanics that keep the players involved
- a clear and rewarding progression system
- the inclusion of a social component

But Worldopoly is not only interesting for its gameplay, but also for the financial component. As each player operates with real money emitted to cryptocurrency. This Worldopoly Token (WPT) can be exchanged for real money later, so players can literally earn money while playing our game. By providing a cryptocurrency with market linked fluctuation Worldopoly has the heat factor that comes with it. As WPTs changes price it affects the in-game player interaction such as buying and selling of properties.

In short, we provide an engaging multiplayer economic simulation with its own exchangeable cryptocurrency.

Main advantages in comparison to the competitor

- All other blockchain based games provide very little in engaging gameplay. Either they are targeting very specific niche markets (MMORPG), basic casino games or simple item collecting games (CryptoKitties). Right now there are no games on the market that cater to the mainstream audience of casual gamers.
- The unique utilization of cutting edge technologies (AR, blockchain, geopositioning) in a way that enriches the gameplay experience instead of providing placeholders.
- Instead of creating a new gaming model that has to be learned, Worldopoly provides the player with an easy to understand real world economic simulation. This has numerous advantages among them providing an easy entry point for people who want to understand Blockchain and cryptocurrencies in a risk free environment.

New advertising channels

The combination of AR and geopositioning in Pokémon Go has proven to be an effective tool to mobilize large crowds of players. As advertisers struggle to find new, effective ways to reach large audiences Worldopoly can provide interesting opportunities beside the established advertising channels.

Our plans include the following game elements, which of course can be expanded:



AR events: advertisers can utilize the AR capabilities of Worldopoly in order to promote their business e.g. „Somewhere in Central Park there are 100 free hamburgers, use the AR-extension to find them and enjoy a free hamburger for each AR-hamburger found.“

Offering in-game rewards for item purchases e.g. „Buy a hamburger and scan the code on your receipt and get N coins!“



Providing players with the option of purchasing limited edition game items e.g. “Get a limited edition premium Ice-cream shop from the N-brand!”

Investment opportunities

Early Investors benefit from a wide range of investment opportunities, such as classic advantages of ICOs: special token deals and lower prices on WPTs. Furthermore they can use the early entry into Worldopoly to obtain streets and buildings that can be sold later for a profit.

1972 %

Investments to
project return

3

Estimated project
duration (years)

1.23

Discounted payback
period (years)

€

Working
currency

4. Worldopoly Token

4.1. WPT legal model

What are tokens?

Tokens are the digital asset investors buy from a company for money. It works as an accounting unit used to represent the digital balance in the business model of the project. Accounting for tokens is maintained in the database on the basis of blockchain technology and access to them is done through special applications using electronic signature schemes.

The Worldopoly Token (WPT) is the in-game currency that exists along with Gold and Coins. All transactions with WPT will occur through blockchain technology.

Blockchain technology was chosen as the basis of Worldopoly's economic system because it will ensure transparency of all in-game operations and provide the players community with an additional level of security.

WPT Tokens do not grant any other rights except mentioned above, including voting rights in the company's decision-making, as well as the right to distribute dividends.

4.2. Technical description of the token, Platform and its limitations.

We chose the Ethereum platform because we see how it has improved since its inception. Due to transaction confirmation, the response time becomes longer. It can impact the operation of the system and affect the mood of the audience. Also, for each Ethereum transaction, users will be charged payment commission, paid in ETH currency.

The blockchain technology has not yet solved the problem with the transactions speed, which often affects not only the fluctuation of rates in the cryptocurrency market but also on the performance of the game. Therefore, we have decided to create a hybrid service as a safeguard. The service will allow you to carry out two types of transactions: on-chain and off-chain, as a result you won't have problems while working with the WPT token.

With a significant players growth, the number of transactions can exceed the capacity of Ethereum. Thus, the number of transactions per user will significantly increase as well. We want to avoid paying a commission for each small transaction. That's why the Worldopoly team will maintain a centralized

transaction register of the off-chain type, transactions in the WPT will be conducted on the Ethereum platform.

4.3. WPT token functionality

	Users can use WPT tokens to purchase the project's main estimated local currency called Coins
	Auctions will be implemented as a feature to sell in-game items. As a currency of sale, they can choose any of the three domestic currencies, including WPT tokens
	The game will offer the possibility to place ads on player-owned objects which can be purchased using WPT tokens.
	It is planned to make competitions and unique events, which may include the need to use WPT tokens (for example, the purchase of a unique building, released for sale as part of a temporary event, etc.)
	WPT-tokens will subsequently allow users to exchange on-site resources an in-game currency for real money
	Access to additional functionality - use advanced game functions and open hidden locations

By purchasing the WPT tokens during Worldopoly token sale, the participant will be able to receive not only in-game resource at a reduced price (compared to the price for WTP tokens will be available after Token sale ends), but also to exchange tokens for real money through an internal auction or stock exchange in the future. This will allow the participant to gain advantages at the game's initial stages while investing less money.

4.4. WPT token price formation

There is a huge gamers demand for Worldopoly, who are willing to pay a certain amount of money (fiat currencies or any crypto currencies) to purchase WPT game currency.

Gamers will buy WPT tokens at the exchange rate using the worldopoly website or an internal game mechanism. Thus, based on a number of WPT tokens available for sale, the price is determined as follows: WPT price = Demand at a given time / Number of WPT tokens available for sale.



WP Token

$$\left\{ \frac{\text{Demand at a given time}}{\text{Number of WPT tokens available for sale}} \right\}$$

Limited emission

Future emissions will only be conducted to guarantee affordability for players and keep the price stable.

Stable market

The market of games is one of the largest and steadily growing.

● **6,2% market growth**

2016 - 2020 the yearly turnover will generate \$ 128.5 billion.

Consolidation of different technologies gives the game the opportunity to reach into several segments of the market.

Highly liquid token

The main economic model of the game consists of its utility token. The model commands a consistently high turnover of the token in the game, which allows for a smaller amount of tokens on the market.



Valuable token

The virtual currency has a value and is influenced by pricing factors; a first in the gaming industry.

Blockchain

Thanks to Blockchain hours of gaming will not go to waste: The game's economy allows you to use your virtual achievements for real things, transparently monitor who owns what and all that while not having to care about security or transparency issues.

WPT Extraction

Obtaining WPT in the game can be compared to mining in the real world, as an alternative to virtual proof of work.

Prospective criteria for advertisers

- Gamers who earned tokens by providing a service;
- Other token owners (ICO participants, bounty program participants, team members, Worldopoly fund).

Key factors of WPT pricing:

Worldopoly popularity, advertising demand, and the number of available for sale WPT tokens are the main and fundamental factors, but there are many other factors affecting the price of WPT.

Positive correlation

- The number of gamers;
- Gamer's engagement;
- Holidays: events and competitions with awards and auctions of unique items;
- High positions at leading marketplaces: **Apple Store** and **Google Play**;
- Game world expansion, appearance of additional functions, and buildings available for only for WPT tokens.

Negative correlation

- Tokens proposal (the more tokens available for sale, the less price of WPT);
- Low positions at leading marketplaces: **Apple Store** and **Google Play**;
- Competition and counterparts.

Reverse tokens redemption:

To ensure liquidity and market regulation, Worldopoly will buy tokens from the market from time to time or vice versa, adding them to the trust fund.

Purchasing tokens by customers:

Client will need to buy tokens to make transactions on Worldopoly platform. To simplify the buying mechanism, Worldopoly will provide a client portal, where tokens will be available for purchase with a single click.

5. ICO details

In an ICO (Initial Coin Offering), some quantity of tokens, issued by participating company is preallocated to investors in exchange for cryptocurrencies (such as Bitcoin or Ethereum) or traditional currencies (such as EUR/USD etc.)

These tokens would provide investors access to the features of a particular project starting at a later date. Also, tokens become functional units of company's "own currency" if or when the ICO's funding goal is met and the project launches.

In fact, the ICO is a realization of crowdfunding models, since it allows the future audience of the project to support its development.

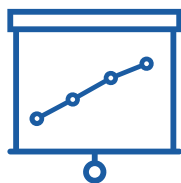
Buying of tokens does not usually imply receiving a stake of the company, therefore token buyers do not automatically have the right to influence on company management decisions.



5.1. Why invest in ICO?

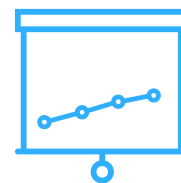
The world of blockchain and cryptocurrencies, like the ICO market, is experiencing an exponential growth. Bloomberg, and other world publications have generally called the 2017 "ICO and cryptocurrency year".

Crowdsales gained wide popularity in 2017, both among investors and start-ups, including but, not directly related to the crypto-currency ecosystem.



\$101,389,917

Cryptocurrency ICO 2016



\$3,031,120,416

Cryptocurrency ICO 2017

Statistics shows that more than 350 token sales were held and about 3 billion investments for the project development was attracted in 2017.



Only 5% have a prototype ready

95% without prototype

- Worldopoly game

Why do investors invest their money in tokens, and what are their goals?

Below are 3 of the reasons:

1. The price of the token is fixed and it can be exchanged for real money at any time

2. To receive discounts for the company's services or its product

Participation in ICO provides an opportunity to receive various bonuses in the gaming world, for example, player experience ("Player XP") growth, increase of in-game profits, and so on. All bonuses and special offers of Wordopoly are described in sections 6.2. and 7.

3. To support an interesting and valuable project

Financing an interesting projects through ICO is a very effective method of gathering feedback between the user community and developers. It often helps developers better understand the wishes of users and adapt to them.

5.2. Worldopoly ICO goals

The Beta version of Wordopoly is already done, so the main goal of ICO is to raise funds for the following goals:

01

Further game development

02

Building Worldopoly economic system

03

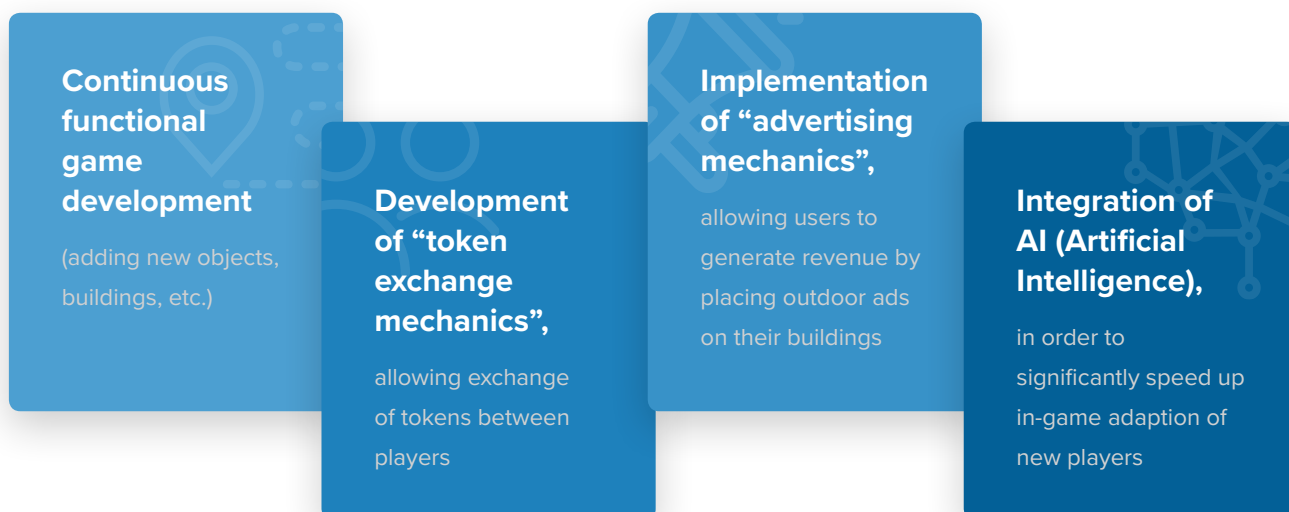
Worldopoly marketing campaign

Future game development

In order to bring Wordopoly to the next stage, we have to significantly expand the game opportunities for the players, add new features and release regular improvement updates , even after its release.

The collected funds will finance the active support, maintenance and development of the project in the early stages.

Multiplayers online games require constant maintenance and additional functional development. During 2018 - 2020 Wordopoly development will include, but not limited, to:



Further details about Wordopoly development plans can be found in section 11 “RoadMap”.

Building Wordopoly economic system

Wordopoly economic system is based on blockchain technology in order to ensure transactions transparency and to protect users from fraudulent activities with in-game currency. WPT emission will establish a base for such an economic system.

Moreover, the emission will be limited. This will be the determining factor for the growth of demand for WPT and, therefore, its value.

Fundraising for successful marketing strategy

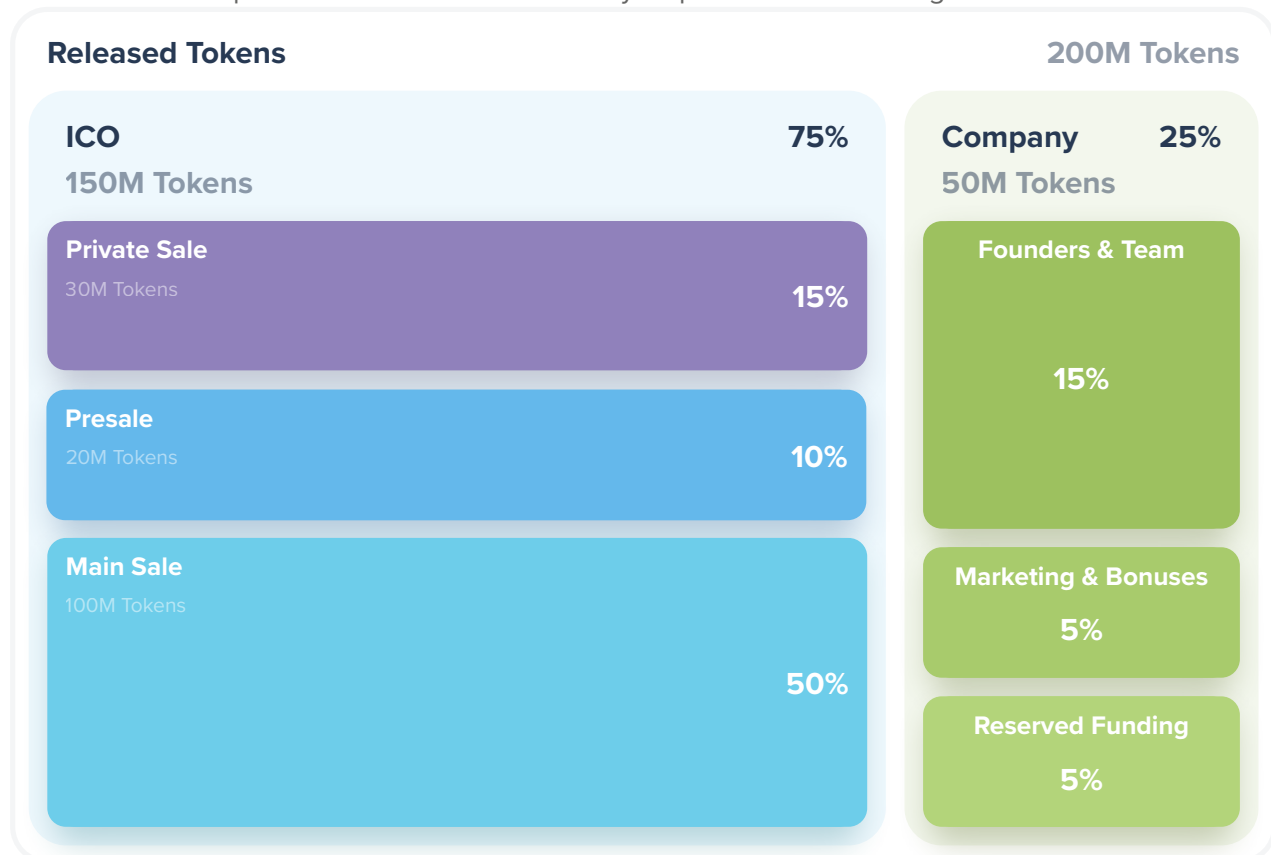
In a modern economy, the success of any project mainly depends on the implementing the competitive marketing strategy. With the attracted funds, our team plan to enhance our digital advertising campaigns. Also, regular marketing research will be conducted to find out the modern trends of the mobile games market.

As a result of a successful marketing strategy, we expect a significant increase of Wordopoly players. It will attract additional income (in-game purchases, etc.) which we will use for further game development.

Please note, more than 55% of the funds raised through the Wordopoly ICO-company will be spent on the project marketing campaign.

5.3. Token sale structure

ICO will be held under Swiss jurisdiction. Swiss authorities are known for their positive attitude towards ICO-companies that fulfill the mandatory requirements of the regulator.



Symbol: **WPT**
 Token standard: **ERC20**

Hard Cap: **18 million USD**
 Number of Rounds: **7**

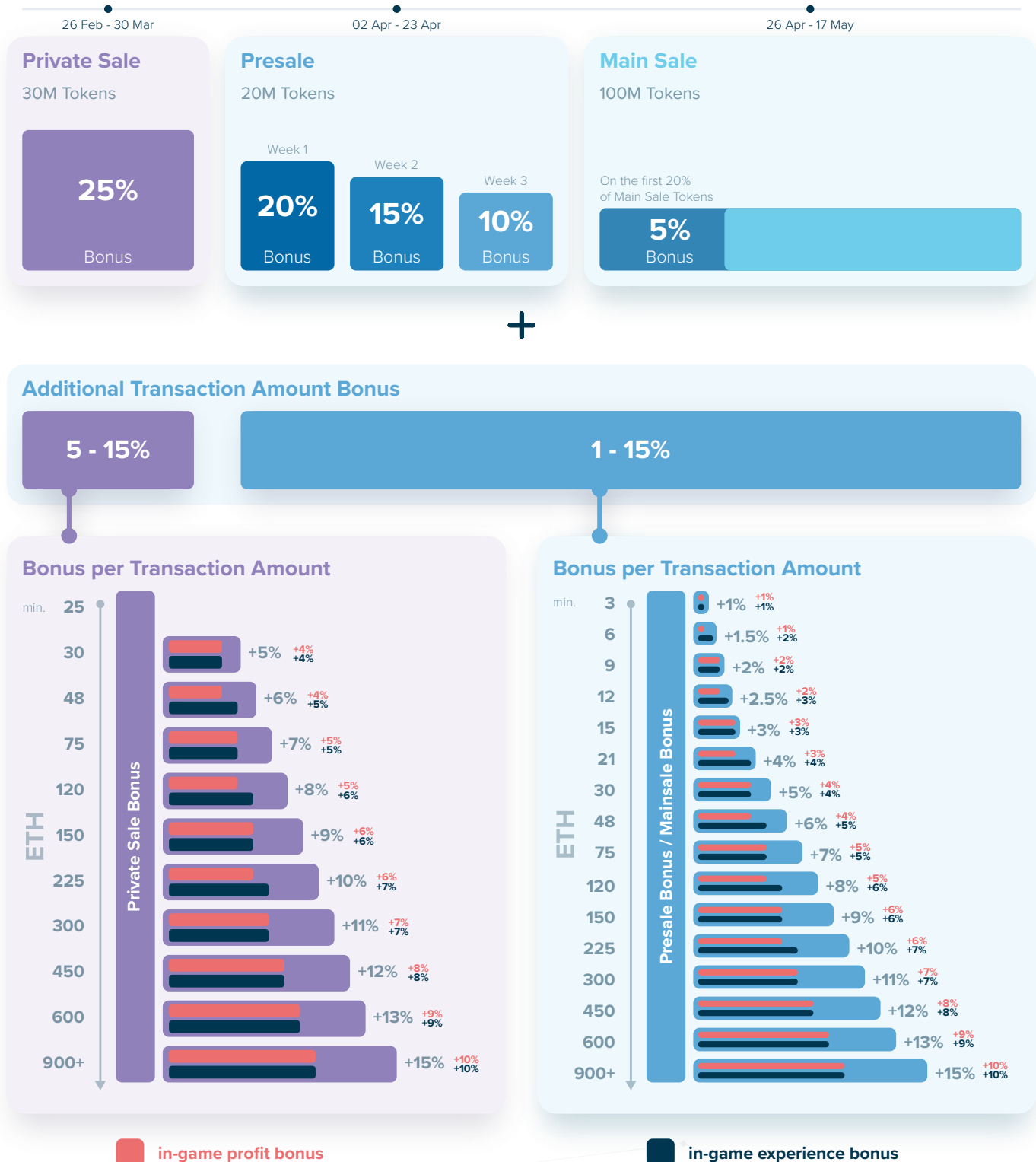
Presale & Sale
 min. Investment
25 ETH

Presale & Main Sale
 Minimum amount of investment
0,01 € 0,001 \$

Accepted currencies: **BTC** **USD** **EUR** **ETH**

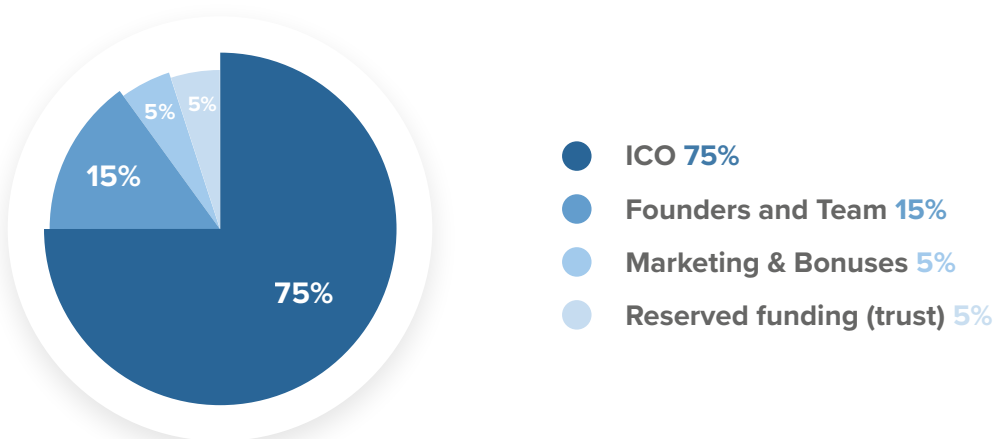
5.4. Token Sale Details and Bonus Program

150M Tokens



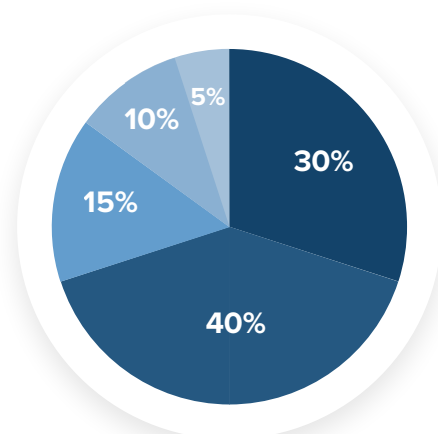
5.5. Token economy

The diagram below shows the distribution of the emitted tokens.



Distribution of collected funds for expenses:

- IT Development 30%
- Marketing and Promotion 40%
- Acquisitions and Partnerships 15%
- Operating and administrative expenses 10%
- Legal expenses 5%



It is extremely important to be careful while making purchase with cryptocurrency. In case of a mistake being made during the transaction (namely, if the address of the purse-recipient is given incorrectly), the funds will be lost without any possibility of its recovery.

**BTC**

(by transferring the desired amount of BTC to our specified address.

Specialized transaction Hash-code will be provided as a confirmation of funds transferred).

**ETH**

(by transferring the desired amount of ETH to our specified address.

Specialized transaction Hash-code will be provided as a confirmation of funds transferred).

**Traditional currencies**

USD / EUR

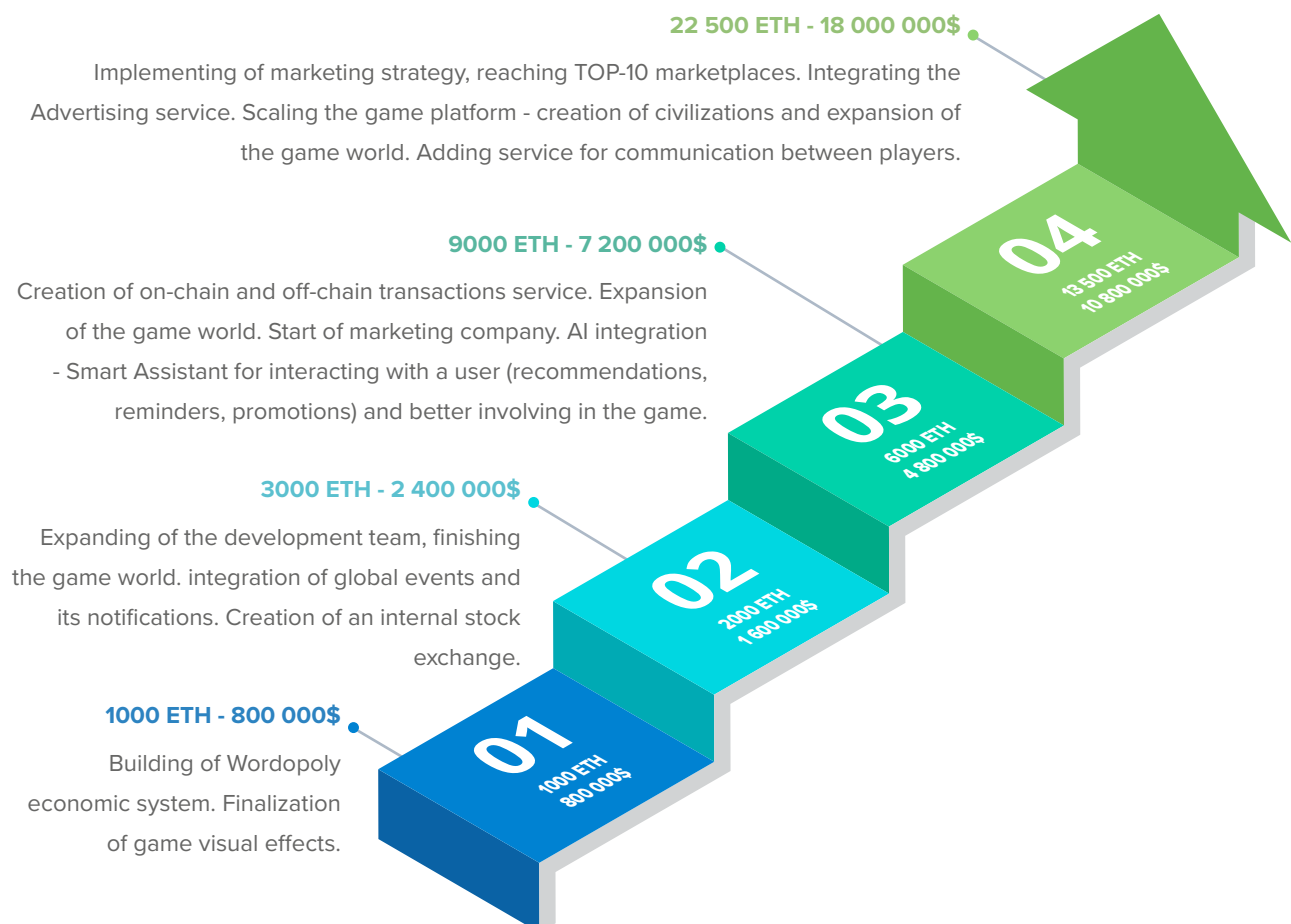
Limited emission is a fundamental feature of the WPT. Since only 200,000,000 tokens will be issued, this not only prevents inflation but also creates unlimited deflation potential.

Please note: should the ICO fail to achieved its goals , the remaining WPT will be temporarily frozen in order to eliminate the influence on current token exchange rate. We reserve the right to use these tokens in the future strictly [only with purpose] to cover possible potential needs of the game (for example, to settle the price in case of increased demand).

WPT can be purchased using the following currencies:

6. Post ICO strategy

In order to distribute the collected funds in the most rational way, we have developed clear goals, as listed below:



6.1. Forecast of sales / structure of income and sales

Project's financial receipts are formed by the following:

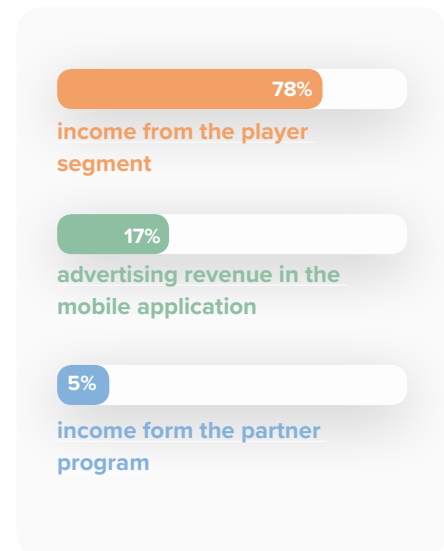
- Investment funds;
- Own funds;
- Funds raised during ICO;
- Services sale income. The beginning of the proceeds from the services sale is planned from the 6th month of the project implementation.

Projected income sources:

Note that there will be a limited number of tokens releases initially, however, they will increase in value as the game progresses.

Thus, investors can benefit from 2 sources: the resale of tokens on the exchange for instant profit from the transaction or the purchase of in-game currency for the further development of the infrastructure. They can make profits by further reselling in-game objects and by leasing advertising means.

Each player organically increases the demand for in-game currency and therefore for the tokens acquired during the ICO.



6.2. Project effectiveness analysis

Project effectiveness is determined by several key criteria: its profitability, its investment prospects and rentability.

Worldopoly profitability criteria and projection coefficients

The profitability index of investments is 18.27, which means the following: every unit spent by the company will attract in the course of the project 18.27 units of discounted cash income.

Return on investment shows the amount of net profit received as a result of funds invested into the project and the percentage is 1972%. Thus, investment of ONE euro receives €19.72 of NET profit.

Sales profitability is used to control not only the cost of products and services sold, but also changes in the enterprise pricing policy and characterizes the company's operational efficiency. The value of this indicator is 14.3%. This suggests that each euro of income will bring the company € 0.143 of NET profit.

6.3. Estimation of project's investment attractiveness and rentability

Investment attractiveness is an indicator that includes investor's main benefits and ways of its obtaining.

Net Present Value (NPV)

According to the table "Investment attractiveness" the NPV indicator is higher than "0". This confirms the project profitability and shows that all the cash receipts shown to the present value exceed the funds invested in the project, which indicates the high investments efficiency.

The NPV is the difference between all cash receipts and payments brought to the current time (by time of the investment project evaluation). It shows the amount of money that the investor expects to receive from the project, after cash receipts will pay back its initial investment costs and periodic cash payments associated with the project.

Since cash payments are valued in terms of their cost over time and risks, NPV can be interpreted as the value added by the project. It can also be interpreted as the total profit that investor gets for the project period from investing in the implementation of the current project.

Internal Rate of Return (IRR)

The internal rate of return (the average return on invested capital provided by this investment project) is 229.9%.

At this rate, the present value of the cash flows under the project is equal to the present value of the project costs. The internal rate of return determines the attracted capital maximum cost, under which the investment project remains profitable.

In other words, this is the average return on invested capital provided by this investment project. This means that, the efficiency of capital investment in this project is equal to the efficiency of investing at 229.9% in any financial instrument with a uniform income.

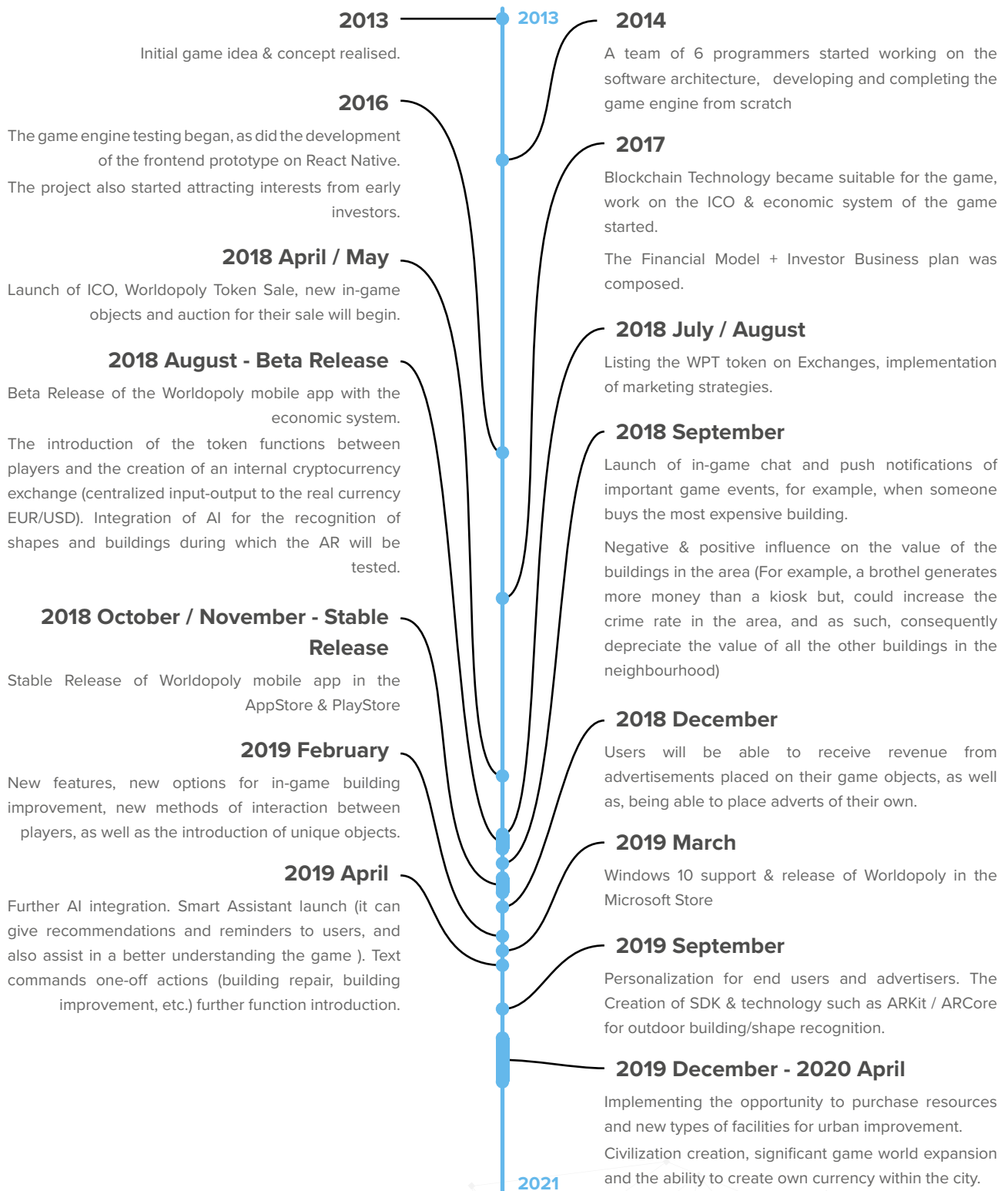
Discounted payback period

Project's discounted payback period is 14.7 months. It means, that investment in the project will fully paid back taking into account the project period discount factor.

Thus, each investor gets high chances to increase his investments due to high payback of the project and its competitive prospects.

The funds received at the ICO will be directed not only to the improvement of the game, but also for its promotion. As in the case of any cryptocurrency, the tokens value is directly proportional to the demand for them, which will be stimulated by a competing advertising campaign through numerous channels.

7. Roadmap



8. Advisory board



Prof. Dr. Dieter Kranzlmüller

IT & Digital Technology Solutions Advisor

Computer scientist Prof. Dr Dieter Kranzlmüller is a full professor of computer science at the Ludwig-Maximilians-Universität (LMU) Munich and chairman of the board of directors of the Leibniz Supercomputing Centre (LRZ) of the Bavarian Academy of Sciences and Humanities.

He has worked in parallel computing and computer graphics since 1993, with a special focus on parallel programming and debugging, cluster and especially grid computing.

Prof. Dr Kranzlmüller has participated in several national and international research projects and has co-authored more than 150 scientific papers in journals and conference proceedings. Additionally, he is a member of the board of directors of the Center for Digital Technology and Management (CDTM).

Prof. Dr Kranzlmüller brings his extensive working knowledge of grid and cloud computing as well as high-performance computing, virtual reality and visualization to the Worldopoly Advisory Board.



Graham Daggart

IT & Digital Technology Solutions Advisor, co-founder of DynamicAbundance

Graham is the co-founder of DynamicAbundance, a Blockchain & Fintech Advisory company with specialties in helping businesses strategize, structure, package and manage their Blockchain related projects and ICOs.

He has worked as a strategic partner and marketing executive for several global businesses. Supporting them in finding efficient corporate structures in agreeable jurisdictions while ensuring regulatory compliance, authoring materials, bounty programs, websites and media as well as full marketing plans.

Graham has immense knowledge of technical analysis solutions, digital strategies and a strong network of industry specialists. He has managed projects and campaigns with generated revenue streams in the excess of \$100M.

His rich list of investors, great advisors, partners, influencers and extensive experience in the development of Blockchain projects and enterprise-level asset management platforms is poised to serve him in his role as ICO, Blockchain & Cryptocurrency Senior Advisor on the Worldopoly Advisory Board.



Ian Scarffe

ICO, Blockchain & Cryptocurrency Senior Advisor

Ian, founder of Crypto Consulting and Investments LTD, is a serial entrepreneur, investor and consultant with a global business experience.

Ranked #3 on the ICO Bench, Blockchain ICO- Expert, Ian is a leading expert in the Bitcoin, Blockchain and Crypto industries. He is at the very heart of revolutionizing the financing industry across the globe and currently consults and advises for a range of multi-million-dollar companies.

Ian has outstanding entrepreneurial skills, commercial acumen with innovation and the capacity to work at high strategic levels.

A passion for customer satisfaction, a wealth of knowledge and vast amounts of hands-on experience in almost every role, means Ian has valuable insight into millions of customers, proving him to be a valuable asset to companies across the globe.

Ian is adopting his extensive list of investors, influencers, wide-ranging experience and unique mastery in his role as the ICO, Blockchain & Cryptocurrency Senior Advisor to effectively drive Worldopoly forward as we move into the next phase of the project and beyond.



Nicolas Sierro

Gaming Blockchain/cryptocurrency Advisor

Nicolas is the Product & Project Manager at EverdreamSoft (EDS), the Swiss-based mobile games and applications development company.

EDS is pioneering “true ownership” of digital assets to their players while building a base for Blockchain integration in games.

Their flagship game, Spells of Genesis, the first Blockchain-based mobile game, combines the collection and strategic aspects of Trading

Card Games (TCG) publicly launched in April 2017, the company is also developing a Blockchain Gaming Platform, that associates their cryptocurrency, digital wallet, partner games and a wide network of players and collectors to enter a new age for the game industry.

Nicolas is a pioneer and veteran in Information & Communications Technology with a 24-year projects experience in marketing, technical and operation activities for startups (e.g. Echovox/Zong sold to PayPal/eBay, zip.ch, EverdreamSoft)

Following his Master of Science degree from the Swiss Federal Institute of Technology (EPFL), Nicolas gained strong international experience in new mobile and Internet services with prize & patent, product management in several countries including Switzerland, Germany, Italy, Czech Republic, UK, France and Venezuela.

Nicolas's knowledge of Blockchain cross gaming, cryptocurrency technologies and their potential application in the gaming industry serves him as the Gaming Blockchain/cryptocurrency Advisor on the Worldopoly Advisory Board.

His expertise enhances Worldopoly's ability to meet the needs of our community as we continue to provide a quality and innovative game.



Kerim Ispir

Augmented Reality Integration Advisor

Kerim is the Managing Partner and Chief Sales Officer at RE'FLEKT GmbH, where he is responsible for sales and finance.

Led by his vision of user-oriented Augmented Reality applications, he has alongside CEO Wolfgang Stelzle played a decisive role in developing the technology and strengthened RE'FLEKT role as a market leader.

Kerim successfully completed his degree in economics at the University of Erlangen- Nuremberg. After graduating in 2005, he moved into the area of trade marketing at Adidas, he then worked for two years with Nick Hartmann Consultants before became the Director of Sales at Metaio GmbH in 2010.

His many years of involvement in the field of sales working with diverse companies has provided Karim with an in-depth knowledge of the challenges and opportunities associated with Augmented Reality.

Karim's approach to customer-oriented benefits makes his experience one of the significant features of his Augmented Reality career. Highly skilled in the integration of

AR into the industry, a wealth of experience which he brings to the development and integration of AR in Worldopoly.



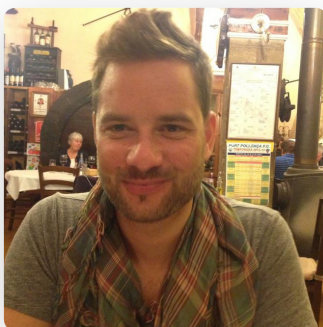
Wolfgang Stelzle

Creative strategic AR/MR/VR Advisor

As CEO and founder of RE'FLEKT, Europe's leading Augmented and Mixed Reality Experts, Wolfgang is responsible for the company strategy, product development and the adoption of global partnerships. His extensive experience in strategic planning, Lean Startup principles and agile software development has enabled him to grow RE'FLEKT into a global tech company with offices in Munich, Dusseldorf, San Francisco and Miami.

RE'FLEKT is meanwhile recommended by leading analysts including ABI Research and Gartner (Gartner Cool Vendor). Wolfgang has raised over EUR 6M funds with Bertelsmann and Bosch amongst other investors and negotiated several win-win-partnership agreements with global brands such as Akamai, Hyperloop, Microsoft and Nvidia.

Wolfgang brings his specialities in Business Plan Development, Company Strategy, Enterprise Software, SaaS, Product Ownership, Mobile Applications, and world-renowned expertise in "AR/MR/VR" to the Worldopoly Team.



Paul Borst

IT strategy & program management Advisor

Paul is the Head of IT at the Ferrari Financial Services, a position he provides great leadership for with the expertise of 10 years professional IT management.

His knowledge in IT strategy, program management, operations, compliance, risk and security management in the European financial service industry adds value to the Worldopoly advisory board.

In his previous role in UniCredit Bank AG, Paul was responsible for IT governance & policies, application development processes and program lead for organizational development as Head of ICT Affairs.

He started his professional career at Siemens Management Consultancy, where he shaped large-scale IT Outsourcings and was Project Leader for Transition and Transformation projects.

Paul's major driver graduating in Business Administration at Friedrich Alexander Universität Erlangen Nürnberg was "Innovative Business Models driven by technology" the knowledge he has successfully implemented into his role as the IT strategy & program management Advisor on the Worldopoly Advisory Board.



Manuel De Vits

Sales & Social Media Marketing and Strategic Advisor

Manuel, the Founder & Managing Director of Valyman Consulting is a global entrepreneur with over 20 years of experience across various industries ranging from IT, Automotive industry to marketing and advertising.

Manuel has built teams of the best and brightest with a special eye for unconventional minds. His unique experience and skill set make him an invaluable asset in global deal-making and sales.

He is also exceptional at unconventional risk analysis, helping teams and organizations quickly understand their needs, goals, obstacles and action plans.

A recognized influencer and keynote speaker, Manuel is currently focused on coaching, managing and mentoring businesses, CEOs and sales professionals all across Europe (West & East) on delivering real results.

As the Sales & Social Media Marketing and Strategic Advisor, Manuel is advising the project on social media marketing strategies and tactics that will ensure Worldopoly's growth in the global marketplace.



Sadie Hutton

Creative Marketing & ICO Advisor

Co-Founder of DynamicAbundance, a FinTech advisory specialising in blockchain projects and cryptocurrencies.

Sadie is a processes specialist and project manager skilled at bringing projects from ideas to operation. She has practical experience and current knowledge in the ICO, cryptocurrency and blockchain space and has 20 years management experience in areas across finance, tech, sales, marketing and quality control.

Sadie has built a solid foundation and skill set that benefits the growth of Worldopoly.



Olivier Azan

ICO/Blockchain Creative Advisor

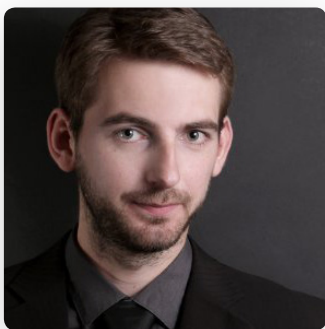
Olivier is a hedge fund Quantitative Researcher with a focus on machine learning development and Quantitative/Algorithmic trading.

He holds a Bachelor's degree in Engineering Technology and a Master's in Operations Research from the Columbia University, New York.

Olivier was an investment analyst skilled in the analysis of portfolios and due diligence at an Independent private equity secondary firm with EUR 1.5 billion of assets under management.

He has been involved in several successful ICO projects as an advisor and he is a true enthusiast and ideologist of the Blockchain technology.

Olivier is using his integrated investment analysis, ICO & Blockchain experience and skill set to support Worldopoly in achieving its desired objectives within specific time and cost perimeters.



Marcus Neufeldt

ICO, Cryptocurrency & Blockchain Advisor

Marcus Neufeldt is a network marketing professional, cryptocurrency enthusiast, ICO Investor & Consultant.

He has in his successful career, built, led & coached teams of several marketing professionals and companies.

Before thriving in his networking passion, Marcus studied economics at the TU Dresden majoring in online marketing.

Marcus, an influencer and frequent speaker at Crypto Live Events brings his comprehensive business, digital marketing & sales experience and a network of investors to his ICO, Cryptocurrency & Blockchain Advisor role on Worldopoly Board.

Given his vast experience in business finance strategy, ICO Investing and close relationship in the investor space, Marcus is supporting Worldopoly with detailed guidance on how to ensure that the Worldopoly project sustains steady development and profitability.



Constant Tong

ICO/Blockchain Game Advisor

Constant is an experienced FinTech/gaming/eCommerce executive and entrepreneur, who has built or worked in successful enterprises and startups in US, China and South East Asia.

He founded BlockStar Agency, a Block Chain consultancy in Singapore to help Blockchain based companies launch innovative products and ICO. He is also General Manager of Hua Tai Jewelry eCommerce Business Unit, a jewellery brand based in Shanghai.

In 2016, Constant co-founded FinDaily, a Fintech startup in Hangzhou, China. Prior to that, he was the Global head for TradeHero, the #1 Stock Trading social platform, where users share investment insights, stock tips and trading strategies on TradeHero daily.

Constant was the Development Director with Electronic Arts in Los Angeles for over 6 years, where he managed EA mobile platform that provides common services (identity, Analytics, Commerce, DRM, Push Notification and In-game Ads) across over 150 mobile games on iOS, Android and Windows Phones.

He was also CEO of OpenMobile and Head of Products for EdgeMatrix, a pioneer in mobile data software and services. EdgeMatrix launched one of the world's first WAP browser in 1998 in Singapore and implemented many mobile banking/VAS services for wireless carriers

A BSC of Computer Science graduate from National University of Singapore, Constant joins Worldopoly Advisory Board as the

ICO/Blockchain Game Advisor, advising on the game development and ICO/Blockchain strategies.



Nikolay Shkilev

Strategic Business/ICO Advisor

Nikolay Shkilev is an entrepreneur, owner and co-owner of many successful business projects and he is also a renown ICO blockchain advisor and ICObench expert

Co-founder of Top ICO Advisors, a team with the greatest ICO advisors, lawyers and other experts that advises businesses and shares their ICO in Russia, USA, Europe, Asia, Africa.

Nikolay is on the board of advisors of several ICO/Startups and he has been awarded the Self-Made Russia award, Tech guru and Super TOP award in the Russian Republic during his 20-year business career.

The Founder and CEO of the “Private Business Club” - a members-only club for successful entrepreneurs, his Holding have received many awards including the “Enterprise of the Year” award in Kremlin.

A serial entrepreneur, Nikolay also runs many businesses that specialize in various areas, including Logistics, FMCG, and HoReCa.

He joins Worldopoly as a Strategic Business/ICO Advisor, advising the team on the key determinants of a successful ICO and overall business objectives.



Vladimir Nikitin

ICO/ Compliance Advisor

Vladimir Nikitin is the Co-founder of Top ICO Advisor, an accomplished legal consultant, ICO advisor, Blockchain cryptocurrency specialist and a member of several Board of Directors.

A renown member of the crypto community and an active advocate of Blockchain over the last few years, where he has gained an extensive community of contacts, as well as over 30,000 network connections on LinkedIn.

With Masters degree in both Law and Economics (Finance and Credit), Vladimir has over 10 years of Civil law, finance, Internet technologies experience in various industries such as retail consulting, hospitality and information technology.

A listed Blockchain Expert on the ICObench, Vladimir is an active advisor on more than 10 successful ICO-projects, a rich experience centred on his role as the Strategic ICO/ Compliance Advisor on the Worldopoly Board



Nathan Christian

Senior ICO-Advisor

Nathan is a technical expert in Blockchain-based accounting, financial applications and a serial entrepreneur.

Nathan, an accomplished Blockchain & Fintech international speaker is heavily involved and passionate about Blockchain technology.

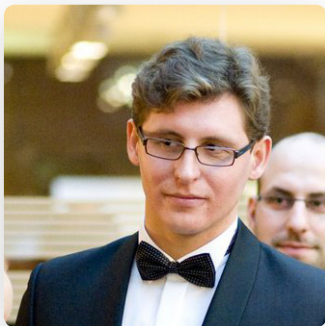
Rated “Top 10 People of Blockchain”, he is experienced in Initial Coin Offering (ICO) strategy, development, angel & venture capital investment, consulting and advising, with over 35 startups in his portfolio.

He has led various executive education programs and is actively involved in consulting with corporations, banks, investment firms, stock exchanges and law firms following his MBA & BA.

Nathan has joined the Worldopoly board, advising on ICO & Blockchain protocols, while providing exposure to a large network of cryptocurrency Early Investors, Angels, and Venture Capital.

9. Our Team

The most valuable asset of Worldopoly is its highly qualified team of 25 specialists with vast experience in a wide range of disciplines. The team has been developing Worldopoly for the past 3 years and in the process, we have established proven concepts of communication and effective teamwork.



Jura Hölzel

Chief Operating Director

Co-founder and CEO of PepperMint Talents, an established, Munich based recruiting company that introduced innovative new ways in finding the best talents on the market. Previous functions include strategic consulting and campaign management in numerous political campaigns in Austria and Germany as well as being the founder and CEO for 3 years of a consulting company specialized in market entry consulting between the DACH-region and eastern Europe.



Sergey Sergeenko

Chief Technology Officer

Sergey has over 13 years of software development experience. He is also an accomplished Technical Director with a Master's degree in Informatics & Applied Mathematics.

At just 25, Sergey wrote his first published book on web app development and has also won two international competitions on ERP systems implementation.

He is certified at Princeton University, Stanford University and the Zend Technologies.



Sebastian Schneider

Chief Executive Officer

Founder & CEO of dotcom Ventures Holding AG, established in Kanton Obwalden, Switzerland. Dotcom Ventures Holding AG invests in innovative IT Start-Ups, mainly in mobile projects. After studying law in Cologne, Germany, he completed his MBA in Barcelona in 2009. He is also the co-founder of Lindenvally GmbH and app-agentur.com.



Felix Weinstein

Chief Operating Officer

Founder and CEO of Lindenvally GmbH - one of the biggest privately held app development agencies in Germany. Felix has successfully set up a wide range of start-ups and high load projects for big DAX corporations and is highly experienced in software development and management of large software development teams. Also, he is the co-founder and co-investor of the Swiss company dotcom Ventures Holding AG where he invests, together with a large network of family offices, in high-potential IT start-ups.



Maria Chezganova

Public Relations Officer

Maria puts her heart into every business she works for. Specialist in writing press releases and working with the media. Maria knows the importance of staying connected with people from all areas of life and works closely with investors, advisors, developers, journalists. With a commitment to the mission and core values of the company, she looks towards a world that is positively changed through blockchain technology.



Charles Duyile

Partnership Director

Charles has over 15 years of international client relationship and Information technology experience.

During this time, he has also fostered successful working relationships with a network of decision makers and influencers across various industries.



Andrew Sencilo

Creative Director

UI / UX designer with more than 10 years graphics and animation working experience. Engaged in designing, building interfaces, usability, emphasis and style. Constantly improving and studying new technologies such as Illustrator, Sketch, Affinity, Animate, Invision, Principle and Flinto.



Marin Diaconu

Senior Fullstack Developer

Certified specialist with 17 years experience in developing and supporting more than 50 medium to large scale web projects: spanning e-commerce, unique commercial solutions, social networks with the most advanced technology for infrastructure functioning, databases, data flow and processing in real time. Scrum Alliance Certified ScrumMaster.

Great experience in conducting and implementing innovations within the company, identifying and solving strategic problems in the team.



Oleg Zaitsev

Senior Frontend Developer

Oleg is a highly qualified specialist with 15 years of experience in Frontend and Backend development, as well as developing complex user interfaces, the logic of their interaction and integration with third-party services. In his many years of experience, he has created many web applications, participated in the development of large CRM systems and managed the development of business projects.



Artem Gordadze

Business Development Executive

Artem is a passionate strategist and global visionary. A solutions-oriented Business Development Manager with proven experience in B2B and B2C markets, he has been developing and implementing complex marketing & technical solutions within ICT industry for the last years. During this time, he has also established relationships with a network of decision makers & influencers across Europe and the United States.

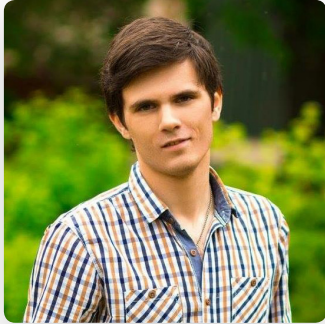


Katya Boyko

Business Development Executive

As an entrepreneur driven by a passion for startups and innovation, Katya has manifested her expertise in each of the projects she had been involved. She has spent the last 15 years in and around early-stage companies, building startups and high-growth businesses in

various fields. Her Master's degree in Computer Science and Applied Mathematics, with major in Economics, allows Katya to effectively apply both her business experience and technical knowledge while strongly focusing on communication and collaboration with clients.



Nikita Bakunov

Computer Vision and Deep Learning Engineer

Nikita is an experienced Data Scientist and a Computer Vision & Deep Learning Engineer. He acquired his experience in Machine Learning while working at innovative startups and established software development companies. Nikita is the Lead developer of Computer Vision System at the largest video on demand and TV service in Eastern Europe with over 20 million users. He has a BSc in Applied Mathematics, certified by Washington University, Jonh Hopkins University and Moscow Institute of Physics and Technology. A Frequent speaker at AI conferences and meetups, Nikita will support the Worldopoly project with his AI integration, launching Smart Assistant and recognizing objects for AR effects advanced skills.



Christopher Wesley Schofield

Influencer Marketing Manager

Christopher is the CEO & Founder of "MEET - We Connect You" app and a product owner at dotcom Ventures Holding AG.

He has an 18-year experience working for a world's leading automotive manufacturer in the development of manufacturing technology standards space.

An avid technology enthusiast, Christopher is experienced in project management, designing of various software products and has successfully managed several global development teams.

A social media expert and a lifelong marketing whiz kid, Christopher possess a comprehensive Crypto & social media knowledge and is responsible for the worldopoly marketing campaigns.

10. Contact

Website

<https://worldopoly.io>

Social Media

Telegram: <https://t.me/worldopoly>

Facebook: <https://facebook.com/worldopoly>

Twitter: <https://twitter.com/Worldopoly>

Youtube: <https://youtu.be/lp6Gz8iNsCM>

VK: <https://vk.com/worldopoly>

Instagram: <https://instagram.com/worldopoly.de/>

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