

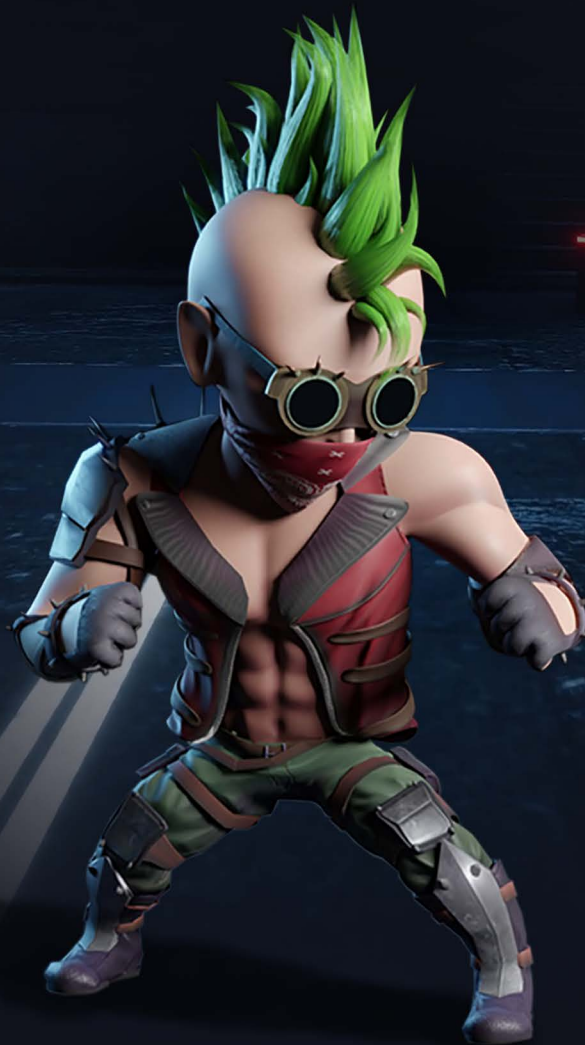


META MASTERS  
GUILD

# WHITEPAPER

PREPARED BY

CDUCK CONCEPTART





# **MMG - METAKARTS WHITEPAPER**

## **BY MMG AND GAMEAROUND STUDIOS**

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# ABBREVIATIONS

## ABBREVIATION

## FULL-FORM

iOS	Apple Inc. Operating System
NFT	Non – Fungible Token
MMG – METAKARTS	MMG – MetaKarts Game
UI/UX	User Interface and User Experience
COVID-19	COVID Pandemic Period
CAGR	Compounded Annual Growth Rate
MORA/MOBA	Multiplayer Online Racing/Battle Arena
IAP	In-App Purchase
GDD	Game Design Document
MMO	Massive Multiplayer Online
AI players	AI-Enabled bots for engagement
EXP	Experience Points
MEMAG	MMG – METAKARTS game Primary Token
\$GEM	MMG – METAKARTS game Virtual In-game Currency
MVP	Minimum Viable Product
MMG	Meta Masters Guild

# 1.0 EXECUTIVE SUMMARY

Meta Kart is an arcade adventure PVP racing game created by Gamearound. Whether you want to play in solo arcade mode, or test your skill in high-stakes PVP competition, Meta Kart will be the world's No.1 Play2Earn mobile racing game with a global tournament feature. Meta Kart is free to play but also incorporates various P2E features. Players choose between several karts in the store, then battle it out on one of the many racing tracks. Players can use their MEMAG tokens or in-game Gems to upgrade fully and trade their cars in Meta Masters Guild Marketplace.

Play2Earn in adventure mode to win rare NFTs.

There are two primary modes in the game:

- Adventure (Campaign) Mode
- PVP Mode (With Tournament Mode)

There will also be a global community module, which will enable players to interact, build communities inside the game and visit other players' assets around the globe.

## CORE CONCEPTS

### Blockchain

Also known as a distributed ledger. The core feature is decentralization. The blockchain will enable safe, secure, and pseudo-anonymous transactions without requiring a third party for transaction verification. This will create the infrastructure of the game.

### Non-Fungible Tokens

The Game will have primary NFT Collections/assets, which will be available to the players. These will be in the form of Karts that the players will be able to trade in the marketplace. The players will be able to mint, buy, sell, trade and develop NFT assets by taking actions on the Platform, winning the internal coin to buy, and convert to assets within the game.

## Play-To-Earn

Often abbreviated as "P2E" and one of multiple gaming revenue generation models. The game will have opportunities to earn coins through various mechanisms for all active players. This will enable adequate motivation to the players as that will be convertible to the primary Token.

## Primary & Virtual Token

The primary Token will be listed on the exchanges and convertible to the in-game currency (Virtual Token). All transactions on the NFT marketplace and in-game transactions will be done using the Primary Token, which will give it substantial value and demand-based capital gain.

## Staking

When you stake tokens, they become locked and cannot be transferred or traded. The users can stake the MEMAG tokens they own through their wallets. You are putting them to work, and you earn rewards for doing so. A little like earning interest on legacy banking deposits but more efficient and integrated into a superior blockchain ecosystem.

# 2.0 INDUSTRY OVERVIEW

## 2.1 MOBILE GAMING INDUSTRY

While assessing the overall opportunity in the mobile gaming industry, it is assessed that the industry is highly scattered with few major players. Thus, it provides a great chance for new entrants to enter the market. Due to low barriers to entry, the companies focus more on the game design and delivery for players.

Our data shows that 86% of internet users play games on any device, which has hardly changed since 2015. (Source: Newzoo Research)

With many other pastimes stripped away, the pandemic has highlighted how many people participate in gaming. That's not to say it hasn't helped command more of people's time; 70% in the UK/U.S. who started gaming more because of the pandemic are still doing so.



All game segments saw increased engagement and revenues due to the COVID-19 measures, but mobile gaming saw the biggest increase. Mobile games generate \$77.2 billion in 2020, growing by +13.3% yearly. (Source: Newzoo Research)

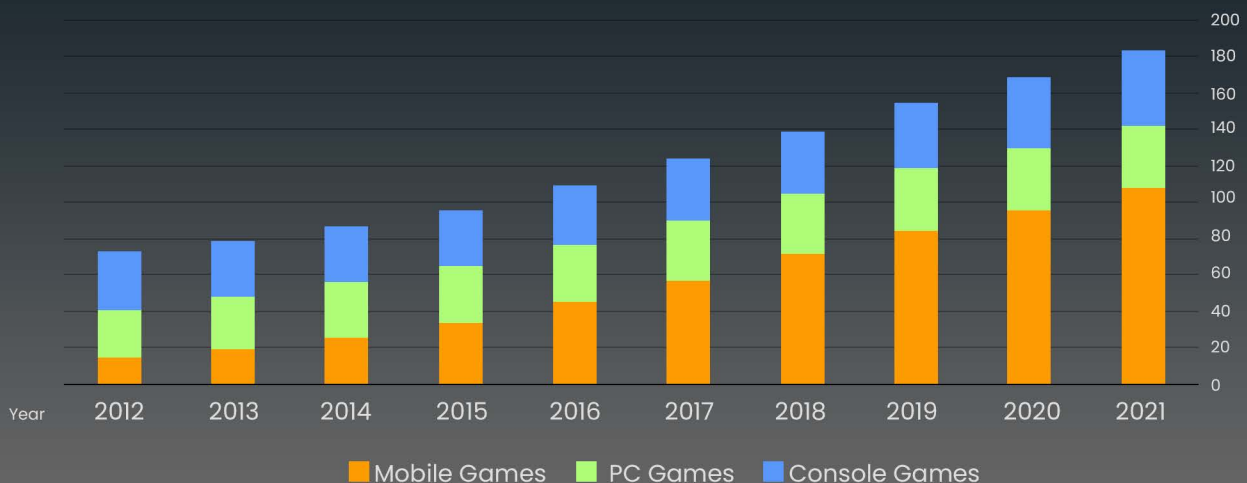
There are a few reasons why mobile gaming will enjoy more growth than both PC and console gaming:

- Mobile gaming has the lowest barrier to entry: more than two-fifths of the global population owns a smartphone—and many mobile titles are free to play.
- Mobile gaming as an alternative to PC cafes: the closure of these cafes has led many to (temporarily) turn to mobile gaming.
- The mobile development process is less complex and less likely to suffer delays from COVID-19-related disruption.

Mobile Gaming is a 180 Billion dollar industry (by revenue) in 2021, which is higher than PC and consoles combined. Growing at a CAGR of 26.8%, it is 2.5 times faster than traditional gaming methods. (Source: Newzoo Research)

Game Industry – Revenue per Segment

Billions of dollars



## **2.2 ANNUAL TRANSACTIONS PER USER**

The overall spending for MORA (Multiplayer Online Racing Arena) games is very high due to engagement and high retention. An opportunity can thus be built where aspects of ownership, provenance and strategy can be combined. (Source: Slice Intelligence)

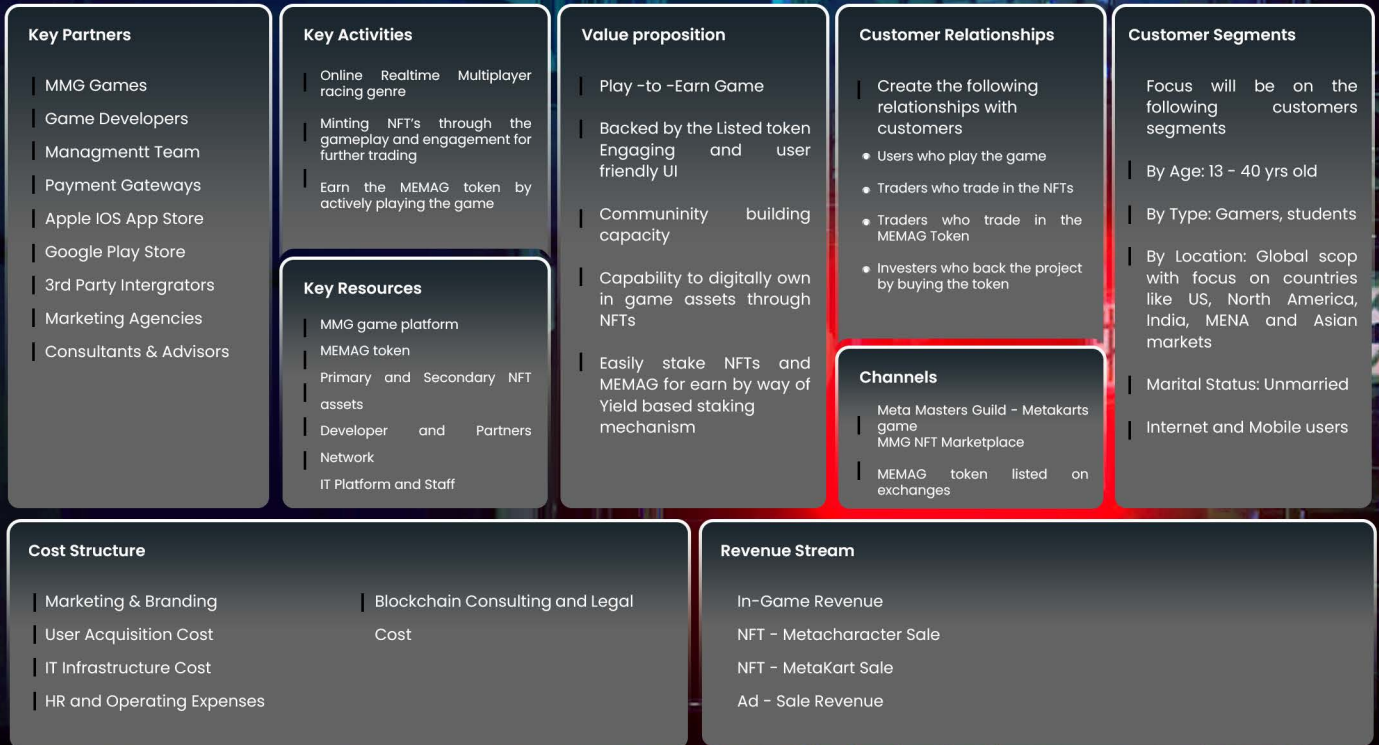
The Average Spend per player in such games is in the range of \$275 – \$400. This can be a great opportunity if players' value of NFT-based transactions and other interactions are also available.

## **2.3 KEY FACTS - REALTIME STRATEGY GAMES (RTS)**

- Total revenue in the Racing Games segment is projected to reach US\$2.68bn in 2022.
- Total revenue is expected to show an annual growth rate (CAGR 2022–2026) of 5.94%, resulting in a projected market volume of US\$3.38bn by 2026.
- In-app purchase (IAP) revenue in the Racing Games segment is projected to reach US\$1,517.00m in 2022.
- Paid app revenue in the Racing Games segment is projected to reach US\$25.44m in 2022.
- Advertising revenue in the Racing Games segment is projected to reach US\$1,137.00m in 2022.
- The number of downloads in the Racing Games segment is projected to reach 9,163.8m in 2022.
- The average revenue per download currently is expected to amount to US\$0.29.
- A global comparison reveals that most revenue is generated in China (US\$933.50m in 2022).  
(Source: Statista)

# 3.0 BUSINESS MODEL

## 3.1 BUSINESS MODEL CANVAS



The business model will focus on the primary sources of revenue, which are the in-game transactional revenue, the Sale of the NFT collections and transactional revenue on the marketplace that the MMG will earn a commission.

### 3.1.1 USERS

A user will have the following services available:

- A player can play and race in the game on one of the two modules available at any time. The game's goal is to earn resources through winning races and beating other opponents on the campaign mode to further develop the assets in the Game (Section 4) based on the development of Karts, Characters and the Purchase of weapons to be used within races.
- An All-in-one platform for minting, creating, buying, selling and leasing game assets at the NFT Marketplace
- An underlying economy runs on a game token actively tradable as a coin

in the exchanges. (Section 7)

Membership through our membership-based products through NFT collections ownership

### **3.1.2 PLATFORM – MARKETPLACE**

The Meta Masters Guild – NFT Platform will have the following main sections:

- Fully integrated multi-game marketplace for NFT trading with multiplayer gaming options
- NFT-based gaming Economy (Section 6.3)

A composite NFT marketplace for users to trade and transact their NFTs (Section 6)

- Community building chat group
- Internal Game coin – MEMAG

### **3.1.3 MMG – METAKARTS**

As a company, MMG will aim to develop a set of games that the users can play within the Platform using the integrated Token issued for the Platform. The first game to be launched will be MetaKarts, a Multiplayer Online Racing Game. The goal is to create a community that is focused on the Metaverse, NFT asset-based gaming and building the Real-time gaming Universe

## **3.2 REVENUE MODEL**

There are 3 primary sources of revenue for MetaKarts as a game:

### **3.2.1 PRIMARY ASSET SALE – NFT**

The game will earn from the initial Sale of MetaKarts and Metacharacters that the company will launch of our NFT collections traded on the marketplace.

### **3.2.2 TRANSACTION**

The Platform will also earn a fixed fee on all transactions done on the MFT marketplace for the land transactions and the other NFTs.

### **3.2.3 INTERNAL GAME REVENUE**

The game's internal metrics will allow for certain chargeable actions. When bought by the players, these actions and assets will also result in higher revenue for the exchange.

# 4.0 METAKARTS (MMG) - GAMEPLAY

## Table of Abbreviations:

- GDD: Game design document
- MMO: Massive Multiplayer Online
- MORA: Multiplayer Online Racing Arena
- EXP: experience points, used for leveling up

## 4.1 GAME OVERVIEW

### Game Concept:

A real-time, multiplayer and 4x strategy is set in mirroring real-world locations with slight changes where players control a nation and guide them through different ages (stone, silver, etc.) by resource management, battling for dominion and creating allies and foes. The game will be connected to a real cryptocurrency, where players can mine the currency and transfer it to an external wallet.

**Game Orientation:** Landscape

**Game Genre:** Racing, MOBA/MORA

**Primary Token** – MEMAG

**In-Game Token** – Gems

### Target Audience:

- Core Target Audience: Based on the genre type and historical data of other Racing and MOBA games, our main targeted audience is
- 18–34-Year-olds worldwide

The game should account for having casual both casual gamers as well as professional racing players.

## 4.2 GAME MECHANICS

### Game Pillars

### Suggested mechanics/Shifts

#### Competition

- The key component of the game is a reward-based PVP mode where players will be able to play against each other to acquire rewards, gems, as well as NFTs

#### Profit

- Show users clearly how they can transfer their profit to an external wallet.
- Enable them to earn an in-game coin from actions taken in the game
- Provide a source for conversion of resources/coins to Primary Token
- Give out extra rewards on special events so players can grind and win at them as well as resource drops and leveling up bonuses.

#### Progression

- Have a well-made tutorial for everything in the game, even mid-game, and late game
- Development of the NFT skills and speeds by achieving further levels in the campaign mode
- Progression through upgradations

#### Social

- Heavy reliance on alliances, events, and tournaments
- Chat bar - community
- The players can see each other on the global map and build networks and alliances.
- Leaderboards and ranking lists
- A voice chat can be open on specific events.

#### Simplicity

- Helper on the side so that the player will always know what to do
- Visual feedback shows the player updates on the game and playable elements.  
Always show final calculations in one single number (strength, NFT elements, rank, etc.)

# 5.0 CORE GAMEPLAY GAMEPLAY

## 5.1 GAMEPLAY ELEMENTS

The player has multiple elements in the game to engage with:

1. In-game campaign mode for developing skills and NFT strengths by leveling up.
2. Increase in the key elements of the NFTs post incremental level through NFT development and up-gradation.
3. Awards are provided to the players for winning against other players in the PVP mode.
4. The type of awards will be Gems, Other rewards, and playable NFT drops.

## 5.2 GAME UI/UX ANALYSIS

The overall game will have 3 different modules. These modules will be based on the game design and will be updated.

The modules for the overall game platform are as follows:

### Main modules

- Global Hub

The Global hub will be the primary interaction and playing platform where players can come together and race with each other in PVP modes as well as tournaments and other single-player battles. This will include P2E integrations for community-based development and game design. The PVP match fee will also be charged to them, which will be won in each match by the winner of the match.

- Personal Hub – Campaign Mode

This is the internal game that will be available to the community, enabling players to have their own campaigns, develop their Karts, NFTs, and Upgrades, and earn resources by leveling up their Karts and attributes. The global hub will be accessible to all players.

### 5.2.1 MODULE 1 – GLOBAL HUB – MATCHES

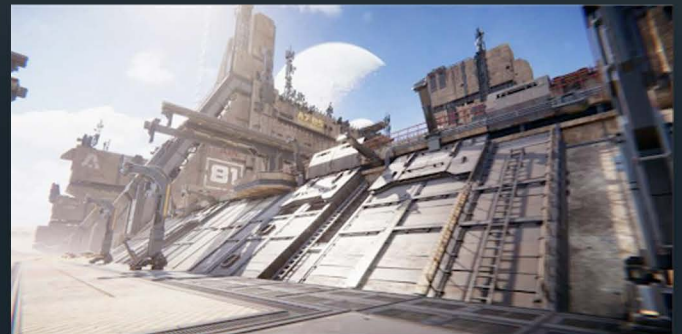
This Module will enable the player to earn money and many other skills by playing matches with other online players and getting into matches with them.

The game's concept will be a tournament-based module or a player vs. player-based kart racing game. The Various elements in the hub will be as follows:

1. PVP Matches: Players will be able to interact with other online players and create races that others can participate in. The game will also launch a tournament mode focused on airdrops and Higher earnings and a 2-player battle mode for players. Key Modes will be as follows:
  - a. Tournaments
  - b. 2-Player Battles
  - c. Multiplayer Real-time PVP mode
2. PVE Matches: Players will also be able to play with bots in cases where the users are not available and can play in the races using the Player vs. Environment mode embedded into the main system/game.

The initial iteration of the gaming platform has been planned and developed. The interface will be as follows:

TRACKS \*Concept





### 5.2.2 MODULE 2 – PERSONAL HUB

The Personal hub will have all the in-game campaign elements based on challenges, levels and upgrades. The stages/levels will be designed in a manner of sequentially increasing difficulty. The modules will be designed in an endless mechanism so that the campaign mode is a constant element for earning upgrades; however, it may become relatively less viable to play for the higher-ranked players.

The various elements of the Personal Hub will be as follows:

1. Periodic Performance-based Missions
2. Marketplace integration for the trading of NFTs
3. Campaign module with Stage based segmentation
4. Play to Earn Model: Where the player can earn tokens based on lap times and earnings in the game.

### 5.2.3 INTERFACE

The game will be available in both mobile and desktop versions.

#### Key Aspects

- For mobile, as the screen is small, working with a minimalist design with low picture quality might work, as the phone restricts full usage of files.
- To solve this, the phone side of the game could be built with profile type feature
  - Most settings and character attributes (user preference based) can be held as profiles, which can be 5-10 in number, so fewer and simpler settings are given on phone view.
  - This can be done to provide a view of the phone as "just to play on the go," as they are handy devices that are comfortable to play on and tough to work with.
- Two viewing segments of the game can be set (Desktop view/phone view), or like resolution type bar, which quickly sets up screen items based
- on devices, because lag and slow movement are tough to play with and most games choose simpler picture value with smoother playing experience.

IOS and Android have broad differentiation. IOS-based crypto app games use secondary apps like "Testflight," and Android uses APK downloads from the web homepage. Secondary apps like Metamask will be used to integrate wallets on mobile versions for easier flow.

## 5.3 TYPES & ATTRIBUTES

The Personal hub will have all the in-game campaign elements based on There will be 2 broad sections of NFTs launched for the game. They are:

1. Characters
2. Karts

### 5.3.1 CHARACTERS

Characters will be launched to the players by mintable collections of NFTs that will be usable in-game and developed further in terms of their qualitative attributes through the gameplay.

The following types and base-level upgrades are the initial set of planned Meta Characters that will be launched. They will have a variable level of powers starting from a set of attributes. These attributes will be increased in the gameplay through user actions in the Campaign Mode. They will also have an additional set of accessories and Power gadgets that will be earned by use. These accessories will not be designed as digital assets but will only be in-game assets.

NFT games purely rely on genetic hierarchy in Metacharacters. This can be added by adding the following attributes:

Classes	Type	Special Powers
<ul style="list-style-type: none"><li>• Cyber Class</li><li>• Punk Class</li><li>• Ape Class</li></ul>	<ul style="list-style-type: none"><li>• Speed</li><li>• Stability</li><li>• Aggressive</li></ul>	<ul style="list-style-type: none"><li>• Fire</li><li>• Water</li><li>• Booster</li><li>• Militia</li></ul>

### Key Upgradable Features

All characters will have an internal score in terms of their rarity; on that rarity basis, a randomized level of powers/features will be initiated with these characters. These are as follows:

1. Strength
2. Agility
3. Attack
4. Defense
5. Range

**Strength:** The ability of the Character to withstand damage caused by the other players using powers and weapons (maximum 100)

**Agility:** The overall aerodynamics of the Character that will boost the speed of the kart through an additive factor (maximum 100)

**Attack:** The additive factor for incremental effect on using weapons or powers. (maximum 100)

**Defense:** The ability to defend against oncoming attacks through powers and weapons. (maximum 100)

**Range:** The range of offensive and defensive weapons. (maximum 100)

The scores for each feature will come from the following variables:

- Initial Rating (Based on Rarity) – Composite rating score based on random graded values. (Limited to 25%)
- Upgradable Rating (Based on gameplay and career progression) – Composite rating score based on random graded values. (Limited to 75%)

### Key Aspects

- Categorization and distribution of all Metacharacters, their power relationship/ability and overall types in core team structure are quite similar in strategic group character games like Chess, Power Rangers, and Avengers.
  - Quick/Attack
  - Slow/Heavy
  - Invisible/Superfast (Special Ability)
  - Defense
- The Metacharacters' attributes will be upgraded by gameplay and buying in-game upgrades.
- Some basic characters, not NFTs, will also be available in the game so that users not connected to the wallet can also play the game effectively.

## CHARACTER CLASSES

\*Concept stage

### PUNK CLASS



### CYBER CLASS



### APE CLASS



### 5.3.2 KARTS

Karts will also be made available to the players through mintable collections of NFTs that will be usable in-game and developed further in terms of their qualitative attributes through the gameplay.

The following types and base level upgrades are the initial set of planned MetaKarts that will be launched. They will have a variable level of powers starting from a set of attributes. These attributes will be increased in the gameplay through user actions in the Campaign Mode. The powers and weapons earned in-game by players will be attachable to these karts to be used within races as well by players.

NFT games purely rely on genetic hierarchy in Metacharacters; this can be added by adding the following attributes:

#### KART CLASSES

\*Concept stage

#### Steam Kart



Aegis Kart



Falcon Kart



### Key Upgradable Features

All characters will have an internal score in terms of their rarity; on that rarity basis, a randomized level of powers/features will be initiated with these characters. These are as follows:

1. Acceleration
2. Top Speed
3. Steering
4. Braking
5. Strength

**Acceleration:** Time to accelerate to max speed. (maximum 100).

**Top Speed:** The maximum speed of the vehicle (maximum 100)

**Steering:** The ability to control the direction of the kart; the higher the index, the more you stick to the track, easy to drive (maximum 100)

**Braking:** The ability to brake the kart when cornering; the higher the index, the faster the deceleration. (maximum 100)

**Strength:** The Ability of the Kart to withstand damage caused by the other players using powers and weapons (maximum 100)

The scores for each feature will come from the following variables:

- Initial Rating (Based on Rarity) – Composite rating score based on random graded values. (Limited to 25%)
- Upgradable Rating (Based on gameplay and career progression) – Composite rating score based on random graded values. (Limited to 75%)

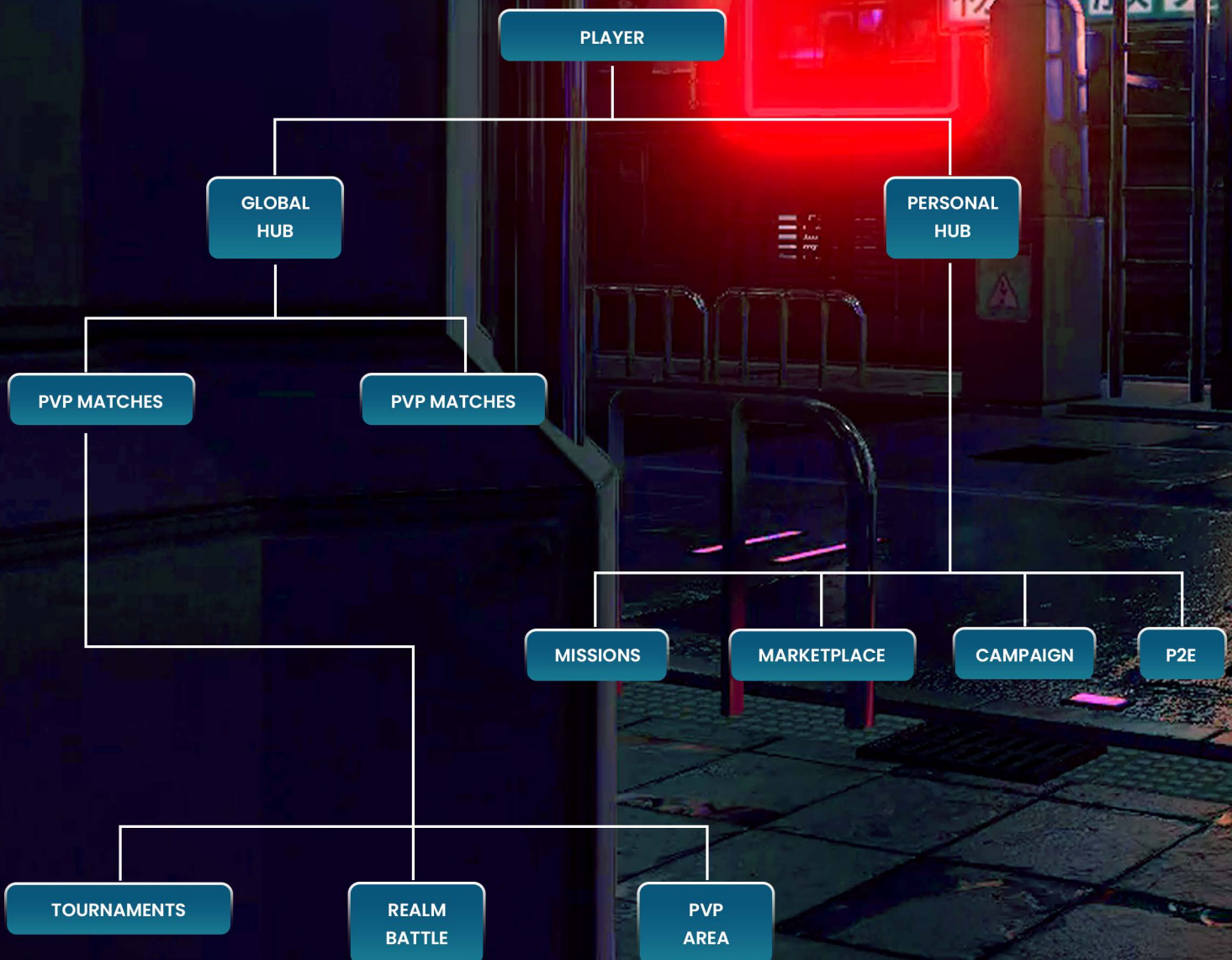
### Key Aspects

- Categorization and distribution of all Metacharacters, their power relationship/ability and overall types in core team structure are quite similar in strategic group character games like Chess, Power Rangers, and Avengers.
  - Quick/Attack
  - Slow/Heavy
  - Invisible/Superfast (Special Ability)
  - Defense
- The Metacharacters' attributes will be upgraded by gameplay and buying in-game upgrades.

## 5.4 GAME DESIGN

The overall game design for the game includes the modules that need to be created for the player. The assets that will be created will be usable by the players while racing in Campaign or PVP mode and further upgrades can be done through earnings and rewards to better the dynamic features of Characters and Kart.

Figure 3 - MetaKarts Player Interface





The 2 main modules that will be created are as follows:

1. **Personal Hub:** The player can internally play in races, achieve milestones, and race in campaign mode and Play-to-earn mode. The user can also access all the NFT assets it holds from here and trade them on the marketplace.
2. **Global Hub:** To build the community aspect of the game, the player can also interact with multiple aspects of the game in a community-driven environment in a PVP or PVE mode where they can race in tournaments, battles, and PVP arenas.

#### **5.4.1 GAME INCENTIVES PLAN**

The motivation that is workable in getting long-term retention

- Autonomy
- Mastery
- Purpose

On these founding principles, the game's concept will have various earning opportunities for the players. Some of them are detailed below:

#### **5.4.2 PLAY – TO – EARN**

- Each player will be able to earn coins to play and engage with the features of the game.
- Coins will be earned on two aspects:
  - Coins collected in races
  - Position of the racer in the race.

#### **5.4.3 IN-GAME COINS & GEMS**

For all interactions within the game, the players will collect gems and coins as resources. These gems will then be convertible to the primary MEMAG token. The coins and gems will be fully virtual assets and will be both off-chain and unlisted.

These will include the actions like:

- Winning through PVP matches
- Rewards in tournaments
- Rewards for Milestones
- Rewards for Campaigns
- Coins earned through Play-to-earn

#### 5.4.4 NFT ASSETS

The Players will also be able to earn and mint NFTs by racing in the game with other players. These NFTs will be the primary NFTs collections – Metacharacters and MetaKarts.

#### 5.4.5 PRIMARY TOKEN

The game will have various aspects for directly earning coins by way of tournaments and other realm battles and gameplay for the users. However, this will be a rare feature and all earnings will be done in coins and gems in the game. The MEMAG token will thus be the on-chain and Listed Token for the Game.

#### 5.4.6 PVP MATCH FEE

The winning player will earn the PVP match fee that the players will lock in each game. This will also be done to engage the players, have interactions, and create a sense of competition.

## 5.5 MECHANICS

### 5.5.1 ASSET SEGMENTATION METACHARACTERS

#### Classes

- Cyber Class
- Punk Class
- Ape Class

#### Special Powers

- Fire
- Water
- Booster
- Militia

Some references have been provided for the types mentioned above; however, further planning needs to be done for them.

## KARTS

1. GALLANT (Supreme)
2. HOVER (Supreme)
3. GOLIATH (Elite)
4. AEGIS (Elite)
5. FALCON (Rare)
6. TROY (Rare)
7. STEAM (Common)
8. POD (Common)

Some references have been provided for the types mentioned above; however, further planning needs to be done for them.

### 5.5.2 IN-GAME ENVIRONMENT

The environments will be created as racetracks that the players can race on. Some of the maps that will be created for players will be as follows: Some of the stages will be limited for players based on the level at which they are and further unlocking will occur as and when they develop further.

The list of different tracks is as follows:

- Circuit
- Downtown
- Garage
- Back Alley
- Fantasy
- Ruins
- Futuristic

### 5.5.3 MARKETPLACE

The MetaKart NFT Marketplace will have the following main sections:

- NFT-based gaming Economy
- Players can buy, sell, lease, and trade their Metacharacters and MetaKarts
- A composite NFT marketplace for users to trade and transact their NFTs
- Community building chat group
- The internal Game coin that will be used to transact on the marketplace

This will be integrated with the global Module as well so that players can directly trade on their assets

The commission value will be a dynamic share of the NFTs being traded, which will be earned as commissions by the game as per the financial plan

## 5.6 RARITY

### 5.6.1 PRIMARY NFT – METAKARTS

Table 1 – MetaKarts NFT Collection Detail

Classes	Share (%)	Rarity	Minted Per Kart	Number of Karts Per Class	Total NFTs Per Class
GALLANT	6%	SUPREME	5,000	5	25,000
HOVER	6%	SUPREME	5,000	5	25,000
GOLIATH	11%	ELITE	10,000	10	100,000
AEGIS	11%	ELITE	10,000	10	100,000
FALCON	11%	RARE	10,000	15	150,000
TROY	11%	RARE	10,000	15	150,000
STEAM	22%	COMMON	20,000	25	500,000
POD	22%	COMMON	20,000	25	500,000
<b>TOTAL</b>	<b>100%</b>		<b>90,000</b>	<b>110</b>	<b>1,550,000</b>

Table 2 – MetaKarts NFT Collection Scoring Matrix

ATTRIBUTES (All Traits out of 100)  
POD (Common) Class: Speed

Traits	Avg Score
ACCELERATION	3
TOP SPEED	4
STEERING	2
BRAKING	2
STRENGTH	2
<b>TOTAL</b>	<b>13</b>

STEAM (Common) Class: Strength

Traits	Avg Score
ACCELERATION	2
TOP SPEED	2
STEERING	2
BRAKING	4
STRENGTH	3
<b>TOTAL</b>	<b>13</b>

**TROY (Rare) Class: Speed**

Traits	Avg Score
ACCELERATION	5
TOP SPEED	5
STEERING	3
BRAKING	3
STRENGTH	3
<b>TOTAL</b>	<b>19</b>

**FALCON (Rare) Class: Strength**

Traits	Avg Score
ACCELERATION	3
TOP SPEED	3
STEERING	4
BRAKING	4
STRENGTH	5
<b>TOTAL</b>	<b>19</b>

**AEGIS (Elite) Class: Speed**

Traits	Avg Score
ACCELERATION	6
TOP SPEED	7
STEERING	4
BRAKING	4
STRENGTH	5
<b>TOTAL</b>	<b>26</b>

**GOLIATH (Elite) Class: Strength**

Traits	Avg Score
ACCELERATION	4
TOP SPEED	5
STEERING	4
BRAKING	7
STRENGTH	6
<b>TOTAL</b>	<b>26</b>

**GALLANT (Supreme) Class: Speed**

Traits	Avg Score
ACCELERATION	8
TOP SPEED	9
STEERING	6
BRAKING	5
STRENGTH	6
<b>TOTAL</b>	<b>34</b>

**HOVER (Supreme) Class: Strength**

Traits	Avg Score
ACCELERATION	5
TOP SPEED	6
STEERING	6
BRAKING	8
STRENGTH	9
<b>TOTAL</b>	<b>34</b>

## 5.6.2 PRIMARY NFT – METACHARACTERS

Table 3 – MetaCharacters NFT Collection Detail

Classes	Share (%)	Collection Size
Cyber Class	33%	460,000
Punk Class	33%	460,000
Ape Class	34%	460,000
<b>Total</b>	<b>100%</b>	<b>1,380,000</b>

Special Powers	Share (%)
Fire	25%
Water	25%
Booster	20%
Militia	30%
<b>Total</b>	<b>100%</b>

### Cyber Class

Classes	Rarity	Special Powers (*each character has one special)	Collection Size	Number of Characters Per Rarity type
Cyber Class	Common	*Fire, Water, Booster, or Militia	240,000	12
Cyber Class	Rare	*Fire, Water, Booster, or Militia	120,000	12
Cyber Class	Elite	*Fire, Water, Booster, or Militia	80,000	8
Cyber Class	Supreme	*Fire, Water, Booster, or Militia	20,000	4
			<b>460,000</b>	<b>36</b>

### Punk Class

Classes	Rarity	Special Powers (*each character has one special)	Special Powers	Number of Characters Per Rarity type
Punk Class	Common	*Fire, Water, Booster, or Militia	240,000	12
Punk Class	Rare	*Fire, Water, Booster, or Militia	120,000	12
Punk Class	Elite	*Fire, Water, Booster, or Militia	80,000	8
Punk Class	Supreme	*Fire, Water, Booster, or Militia	20,000	4
			<b>460,000</b>	<b>36</b>

### Ape Class

Classes	Rarity	Special Powers (*each character has one special)	Special Powers	Number of Characters Per Rarity type
Ape Class	Common	*Fire, Water, Booster, or Militia	240,000	12
Ape Class	Rare	*Fire, Water, Booster, or Militia	120,000	12
Ape Class	Elite	*Fire, Water, Booster, or Militia	80,000	8
Ape Class	Supreme	*Fire, Water, Booster, or Militia	20,000	4
			<b>460,000</b>	<b>36</b>

## Assets & Attributes Rarity Detail

Table 4 - MetaCharacters NFT Collection Scoring Matrix

### ATTRIBUTES (Traits Out of 100)

#### CYBER CLASS (Common)

Traits	Avg Score
STRENGTH	3
AGILITY	4
ATTACK	2
DEFENSE	3
RANGE	7
<b>TOTAL</b>	<b>19</b>

#### PUNK CLASS (Common)

Traits	Avg Score
STRENGTH	4
AGILITY	3
ATTACK	5
DEFENSE	3
RANGE	4
<b>TOTAL</b>	<b>19</b>

#### APE CLASS (Common)

Traits	Avg Score
STRENGTH	5
AGILITY	2
ATTACK	4
DEFENSE	4
RANGE	3
<b>TOTAL</b>	<b>19</b>

#### CYBER CLASS (Rare)

Traits	Avg Score
STRENGTH	4
AGILITY	5
ATTACK	2
DEFENSE	4
RANGE	8
<b>TOTAL</b>	<b>23</b>

#### PUNK CLASS (Rare)

Traits	Avg Score
STRENGTH	5
AGILITY	4
ATTACK	6
DEFENSE	4
RANGE	5
<b>TOTAL</b>	<b>23</b>

#### APE CLASS (Rare)

Traits	Avg Score
STRENGTH	6
AGILITY	2
ATTACK	5
DEFENSE	5
RANGE	4
<b>TOTAL</b>	<b>23</b>

#### CYBER CLASS (Elite)

Traits	Avg Score
STRENGTH	4
AGILITY	6
ATTACK	3
DEFENSE	4
RANGE	10
<b>TOTAL</b>	<b>27</b>

#### PUNK CLASS (Elite)

Traits	Avg Score
STRENGTH	6
AGILITY	4
ATTACK	7
DEFENSE	4
RANGE	6
<b>TOTAL</b>	<b>27</b>

#### APE CLASS (Elite)

Traits	Avg Score
STRENGTH	7
AGILITY	3
ATTACK	6
DEFENSE	6
RANGE	4
<b>TOTAL</b>	<b>26</b>

#### CYBER CLASS (Supreme)

Traits	Avg Score
STRENGTH	5
AGILITY	7
ATTACK	3
DEFENSE	5
RANGE	12
<b>TOTAL</b>	<b>33</b>

#### PUNK CLASS (Supreme)

Traits	Avg Score
STRENGTH	7
AGILITY	5
ATTACK	9
DEFENSE	5
RANGE	7
<b>TOTAL</b>	<b>33</b>

#### APE CLASS (Supreme)

Traits	Avg Score
STRENGTH	9
AGILITY	3
ATTACK	7
DEFENSE	7
RANGE	5
<b>TOTAL</b>	<b>31</b>

Each rarity and an overall score based on type and features will be used to assess the initial strength of the NFTs in terms of their variable features.

As stated earlier, this will be used to randomize the range of scores as variable qualitative factors and will account for 25% of the initial variable strength.

## 5.7 RULES

For the PVP game, the essential guiding principles are as follows:

### 5.7.1 RACE RULES

- The race will have 10 racers
- In case of inadequate racers, the game will generate bots to fill the quota of each race.
- PVP-based 2-player races will have a timing factor to decide the winner.
- The players can attack other racers and defend themselves from oncoming attacks through weapons and special powers to disengage or slow down the other racers.
- The podium finish in each race will earn a set number of tokens.

Each racer will give a set fee to participate in the race and the Winners (1st, 2nd and 3rd place) will get overall value in the following ratio:

Table 5 - MetaKarts Race Winnings Proportions

Podium	Avg Score
1ST PLACE	60%
2ND PLACE	30%
3RD PLACE	10%
TOTAL	100%



### 5.7.2 POWERS

Some of the weapons and powers which will be designed are as follows:

- God Mode
- Missiles
- Booster (Nitro)
- Sonic Boom
- Magnetic
- Slippery Surface

### 5.7.3 LEVEL DESIGN

The levels of the in-game profiles for each kart and Character owned will be increasing incrementally with a faster pace in the initial period and a decreasing rate in later stages of the game.

The relative speed of levels on a graded basis for the campaign mode will be as follows:

Table 6 - MetaKarts Level Difficulty Design

Level Range	Level Difficulty	Relative Development Speed
1-5	Very Low	2.5X
5-10	Very Low	2X
10-20	Low	1.5X
20-30	Lower	1X
30-50	Medium	0.8X
50-70	Medium	0.5X
70-100	High	0.25X

# 6.0 MMG MARKETPLACE

## 6.1 CONCEPT

### PLATFORM & NFT MARKETPLACE DESIGN

The alpha versions for the game and the NFT marketplace will be launched for all players to play and interact with the platform.

### LAUNCH OF ERC-20 TOKEN

The GAME will launch its own Primary token - MEMAG token which will be the primary mode of transactions within the game and marketplace.

It will be used in the metaverse for all transactions as well as for rewarding and earning mechanism kept in place for the stakers of the token.

### LAUNCH OF IN-GAME CURRENCY

The game will also launch an in-game currency - Gems which will be used to conduct all transactions in the game. The conversion of the in-game coin - Gems to primary token MEMAG will be available in the platform and through the marketplace.

### LAUNCH OF NFT COLLECTIONS

The game will launch different types of NFT collections that will enable the players to own and trade these in-game assets. Such assets will be designed to interact with each other and build from players actions. The assets will primarily be the Metacharacters and MetaKarts

## **6.2 ASSET CLASSIFICATION**

The main assets that will be available in the marketplace are as follows:

- METACHARACTERS
- METAKARTS
- WEAPONS AND POWER - UPS
- ACCESSORIES
- UNIQUE WEAPONRY

## **6.3 MARKETPLACE INTEGRATION**

A unified economy with real-world implementation and income generation opportunities will be launched through NFT & Metaverse-based racing games. This will be utilized when the MMG releases further games for its guild.

Launching a Primary token - MEMAG and an In-game Token - \$GEM, will be the main backbone for the game and the marketplace. This will create a connected community that can interact and trade. The project is unique because it allows people to own various Game-applicable NFT collections while earning from them. This will create an immersive experience for players while playing the game.

## **6.4 STAKING MECHANISM**

As per the overall strategy, the users will be able to stake the 2 primary collections (Karts & Characters) and the Listed Token - \$MEMAG through the marketplace. We have assessed and projected the expected level of token utilization for the same to understand the overall supply needed in the market. We expect to initiate the staking for available assets and tokens where users will be able to earn a specific yield out of the overall ecosystem pool. We plan to have a dynamic conversion rate for the imaginary to primary token conversion based on the pricing and volume factors in the market on a live basis, the computation of which will be automated.

The Stability of the following assets is as follows:

Table 7 - MMG - METAKARTS Asset-wise Staking Plan

Type of Asset	Distribution	Stackable	Yield Distribution
NFT Assets – Karts	Launch Sale	Yes	MEMAG
NFT Assets – Characters	Launch Sale	Yes	MEMAG
Secondary Assets – Weapons & Powers	Virtual	No	NA
\$GEM token – Virtual	Earned In-game	No	NA
MEMAG token - Listed	Converted from GEM token	Yes	MEMAG

The Stability of the NFT and the MEMAG token will have a dual effect on the currency's value.

- It will enable the users to earn stable returns from keeping and locking their assets for longer periods.
- It will also help the company reduce the floating supply of MEMAG and the NFTs available in the market. A reduced supply will directly positively impact the value of the assets as well as the tokens.

The yield given out for such a staking mechanism will be computed on a dynamic basis based on the overall supply of the assets and tokens as well as the relative liquidity of the assets in the market as per our budgeted allocations.

## 6.5 ASSET MINTING

To ensure that the game has an active engagement model, the game will also have a minting mechanism for in-game assets that may be minted by expending the GEM or MEMAG token. This will only be possible for the NFT assets and secondary virtual assets.

The minting fee/unlocking fee will be a stated fee based on the level of the player in the game as well as the qualities/attributes of the NFT or secondary assets (Like weapons/power ups etc.)

## **6.6 SUPPLY MANAGEMENT**

The earnings that will be earned through the transaction revenue on the NFT Marketplace and the GEM ~ TOKEN Conversion will be utilized by the company to manage liquidity and token supply.

The management team will design a dynamic mechanism of locking and liquidity on a certain ratio that will be computed based on the existing supply of \$MEMAG as well as the overall liquidity of the coin in the exchanges it is being traded on while assessing the supply of \$GEM

This will mitigate the risk of extreme price movement and increase the project value over time. It would also lead to an increase in the intrinsic value of the project.

This control point will be designed based on the overall supply management policy. This will involve the value of all transactions that take place on the NFT marketplace as well as the NFT staking and earning.

The company will have an option to compute the level of coins being earned back to choose from the following actions:

1. Locking supply and putting it back into the company reserve
2. Burning supply and putting the tokens in a dead wallet
3. Re-circulation of coins back into the Liquidity supply of the ecosystem

The project's goal is to create a stable environment for all tokens and NFT holders to develop the nuances of the project further and expand into other avenues.

# 7.0 MEMAG TOKEN

## 7.1 SUMMARY

### 7.1.1 MEMAG TOKEN UTILITY

- Exclusive currency on our Internal marketplace - NFT Marketplace.
- Primary currency for staking, minting, and trading assets
- Purchase of Internal Game Coins - \$GEM by players to play the game
- Convertible from the in-game currency - \$GEM via the game and the marketplace
- Staking of primary Token available - MEMAG through the marketplace

### 7.1.2 NFT MARKETPLACE

The following features will be integrated with the NFT Marketplace for all the assets that are minted from the Platform through interaction

- NFT-based platform Economy
- A composite NFT marketplace for users to trade and transact their NFTs
- Community building chat group
- Internal Game/Metaverse token
- Staking Mechanics for Token and NFTs

The project will earn from the transaction fee on all transactions for the assets listed there.

### 7.1.3 GEM COINS UTILITY

The in-game currency will have the following usage:

- Convertible to a single coin from the various resources earned within the game
- The main coin for all earnings and rewards and bounty in the game, which players can earn through gameplay and racing in both modules.
- Coin values will be stored in the players' internal wallet, which will then be withdrawable in the form of MEMAG – Primary Token

## 7.2 TOKENOMICS

The availability of the two coins for the game is as follows:

Table 8 - MMG - METAKARTS Token Types

COIN	AVAILABLE LIMIT	LISTING
MEMAG	LIMITED (1 billion)	LISTED
\$GEM	UNLIMITED	UNLISTED

### 7.2.1 MEMAG TOKEN SEGMENTATION

Table 9 - MMG - METAKARTS Token Overall Segmentation

Coin Segmentation	Ratios	Amount
Ecosystem	10.00%	100,000,000
Company Reserve	15.00%	150,000,000
Team	5.00%	50,000,000
Marketplace	10.00%	100,000,000
Liquidity	15.00%	150,000,000
Private Sale	35.00%	350,000,000
Public sale	10.00%	100,000,000
<b>Total Coins</b>	<b>100.0%</b>	<b>1,000,000,000</b>

Figure 4 – MEMAG DISTRIBUTION PLAN

TOKEN DISTRIBUTION PLAN



7.2.2 YEAR-WISE COIN SEGMENTED COIN CIRCULATION PLAN

Table 10 – MMG – METAKARTS Token Annual Segmentation & Circulation

Under Circulation	2022	2023	2024	2025
Ecosystem	-	20,000,000	30,000,000	50,000,000
Company Reserve	-	-	-	-
Team	-	16,500,000	16,500,000	17,000,000
Marketplace	-	30,000,000	30,000,000	40,000,000
Liquidity	-	37,500,000	37,500,000	75,000,000
Private Sale	350,000,000	-	-	-
Public sale	100,000,000	-	-	-
<b>Total Circulated</b>	<b>450,000,000</b>	<b>104,000,000</b>	<b>114,000,000</b>	<b>182,000,000</b>
<b>Cumulative Circulation</b>	<b>450,000,000</b>	<b>554,000,000</b>	<b>668,000,000</b>	<b>850,000,000</b>



### 7.2.3 PLAY & EARN

The project will look to reward players for playing the MMG - MetaKarts game through in-game rewards and earnings.

Players who continue to stay engaged with the game and unlock further assets will be able to earn the \$GEM coins in the game. Each level increase, up-gradation of NFT Assets and winning the races in the campaign and Multiplayer mode will help the player earn \$GEM coins. These detailed actions will be outlined in the gameplay (Section 5)

These coins will then be convertible to MEMAG tokens, which can then be used by the players for all token utilities, including but not limited to:

- Buy and Sell NFT Assets
- Buy and Sell Secondary assets and collections
- Stake the NFT assets
- Stake the Primary MEMAG coin

# 8.0 ROADMAP

## Q3 2022

MVP Creation &  
Product Planning  
Platform Design & NFT  
Marketplace

## Q1 2023

Integrated Game  
Development  
NFT Marketplace  
Launch

## Q4 2022

Platform Soft Launch  
Crypto Integration  
Community Element  
Soft Launch & Asset Sale

## 2023-24

Project Scaling and Expansion with further increase  
community-based engagement elements for further  
platform and game development for other games in MMG  
Platform

# 9.0 BLOCKCHAIN DEVELOPMENT

## 9.1 INTEGRATION

The priority for integrating with various exchanges is very high. The company should focus on integrating with as many exchange APIs as possible as that will limit the competitors and create a barrier to the entry of new entrants. This will also apply to fiat currency integrations based on the region of operations.

## 9.2 EXCHANGE INTEGRATION

The project will have in-platform conversion capacity with various Fiat currencies and stable coins. The Primary coin will also be listed on various exchanges and markets for easy convertibility. These exchanges will also include Uniswap, Coinswap, Binance, Coinbase etc.

The project's goal will be to increase visibility and tradability to various exchanges, trading pairs and geographies.

## 9.3 COIN SUPPLY PLAN

The coin supply segmentation that has been planned will be as follows for the project: (Section 7.2.1)

Table 7 - MMG - METAKARTS Asset-wise Staking Plan

Coin Segmentation	Ratios	Amount
Ecosystem	10.00%	100,000,000
Company Reserve	15.00%	150,000,000
Team	5.00%	50,000,000
Marketplace	10.00%	100,000,000
Liquidity	15.00%	150,000,000
Private Sale	35.00%	350,000,000
Public sale	10.00%	100,000,000
<b>Total Coins</b>	<b>100.00%</b>	<b>1,000,000,000</b>

The overall coin distribution will be segmented on the heads as mentioned above. The allocation is based on each head's general importance in the overall business execution.

## 9.4 MARKETPLACE INTEGRATION

The NFT marketplace will be integrated with the game and complete web software to handle all in-game transactions. The primary use of the marketplace will be the following

- Buy, sell, trade and auction for Primary Character Assets
- Buy, sell, trade and auction for Primary Kart Assets
- Staking of NFTs
- Staking of Primary Coin - MEMAG

# 10.0 TEAM



**Gabriel - CEO**

CEO and Founder, investor and backer specialising in Blockchain and NFT projects.



**Matt - Advisor**

Advisor of multiple crypto projects. Gaming Enthusiast, passionate about Blockchain and NFT technology. Matt has been an entrepreneur and cryptocurrency investor since 2018 and involved in crypto gaming, fintech, and DeFi space since 2018.



**Hass - Advisor**

Covers all key decisions from product, marketing to strategy and leading the company through its vision. Previously Southeast Asia Head of Relations at a Top 20 Crypto exchange with daily volume of 50M. Hass was also the Marketing Lead for Crypto Hedge Fund with 6 years of marketing experience in the start-up space.



**Gamearound - Lead Game Developers**

The world's first truly decentralized gaming blockchain, Blockchain, NFTs, Games, Music, Movies, Entertainment, Art, Sports and Virtual Real Estate.



**Joel - Game Concept Advisor**

With 10 + years' experience in digital and traditional illustration, visual development and concept design, Joel has worked on many exciting projects in animation, film and AAA games development.



**Ruskin - Blockchain**

Ruskin a financial consultant and investment management specialist providing superior financial and consulting services to his customers and clients. Providing both focused and overall business consulting to his clients and formulate the best sell-side financial research reports across the industry.

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