A PLATFORM FOR CREATING AND SUPPORTING
GAME PROJECTS USING BLOCKCHAIN TECHNOLOGIES

White Paper
2018
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Please refer to the Token Swap/ICO Agreement at https://universal.gamestoken.io for the terms and conditions of the UGT Token Swap/Initial Coin Offering (ICO).
The video game industry is growing with new products and technology and could be worth nearly $138 billion by the end of 2018. As technology expands, so will video content, products, virtual reality, special events and video game tournaments. These are just some of the ways the industry is turning into a “recurring revenue model” and capitalizing on increased demand.

The initial purchase of a game is just the beginning of a game’s monetization. Be it in-game purchases, merchandise, cosplay, pay to view online tournaments or third parties revenue from streaming services such as Twitch or YouTube, the ways of monetization are limited only by ones imagination. The increasing number of gamers worldwide enabled the organization of big events, conventions and the apparition of eSports (also known as electronic sports). The most popular eSports in the world right now is League of Legends, multiplayer online battle arena video game developed and published by Riot Games for Microsoft Windows and macOS, inspired by the Warcraft III: The Frozen Throne mod, Defense of the Ancients. The game is free to play, but it offers in-game purchases. The famous League of Legends World Championship, where teams of players from all over the world compete for the $1 million championship prize, can be compared with a classical sports championship, such as football or basketball, with 60 million people watching the finals in 2017.

Resources
3. https://twinfinite.net/2017/05/10-most-popular-esports/14
Among other famous games with big revenue are Counter Strike: Global Offensive, Dota 2, Overwatch, Hearthstone and Starcraft II, each of them bringing various monetization options and million dollars’ revenue. The video game industry is expected to grow even further, thanks to its huge fan base and tools that encourage the emergence of influencers in the form of streamers.

Here is where Universal Games Token comes into place by bringing together two powerful industries: video games and blockchain. Universal Games Token will develop tools that enable game publishers, game servers, and communities to manage virtual goods and in-game items across multiple platforms. Monetization using UGT will be a key focus with robust features and toolsets provided. Great benefits will be gained by utilizing a decentralized platform and the supporting frameworks.

Unlike other ICOs, Universal Games Token starts with already existing products on the market that will replace them in-game digital currency with UGT Tokens. Among its early adopters, we can find three existing games and many more to come as the project will progress over time.
The Global Games Market Reached $108.9 Billion in 2017 With Mobile Taking 42%.

A market research shows that 2.2 billion gamers across the globe were expected to generate $108.9 billion in game revenues in 2017. This represents an increase of $7.8 billion, or 7.8%, from the year before. Digital game revenues will account for $94.4 billion or 87% of the global market. Mobile is the most lucrative segment, with smartphone and tablet gaming growing 19% year over year to $46.1 billion, claiming 42% of the market. In 2020, mobile gaming will represent just more than half of the total games market. The PC and console game markets generated $29.4 billion and $33.5 billion in 2017, respectively.

Asia-Pacific is by far the largest region, with China generated $27.5 billion, or one-quarter of all revenues in 2017. Our market projections show the global market to grow at a CAGR of +6.2% toward 2020 to reach $128.5 billion. Based on its review of final 2016 financial results of more than 70 public companies, Newzoo research also upped its final take on 2016 by $1.1 billion to $101.1 billion. Mobile games performed even better than expected, especially in China, while the PC games market performed worse than anticipated.

Adapted from: Newzoo Global Games Market Report

2016-2020 GLOBAL GAMES MARKET
FORECAST PER SEGMENT TOWARD 2020

TOTAL MARKET
+6.2%
CAGR 2016-2020

$101.1Bn
$108.9Bn
$115.8Bn
$122.7Bn
$128.5Bn

2016
2017
2018
2019
2020

Adapted from: Newzoo Global Games Market Report
Universal Games Token will develop tools that enable game publishers, game servers, and communities to manage virtual goods and in-game items across multiple platforms. Monetization using UGT will be a key focus with robust features and toolsets provided. Great benefits will be gained by utilizing a decentralized platform and the supporting frameworks.

Benefits for Communities
- Increase user participation and contribution on forums and walls.
- Automate rewards and setup a variety of condition based triggers.
- Tie-in your community rewards with in-game goods on servers or games.
Benefits for Game Publishers / Content Creators

- A token to represent virtual currencies, game items, or privileges.
- Create and manage virtual goods programmatically or via an app.
- Create time limited or subscription based virtual goods.
- Mint non-fungible items or special edition items.
- Setup a virtual goods store/marketplace.
- Run a decentralized payment gateway with no middle-man.
- Transparent transactions. Setup reports and commission systems.
- No fraud, chargebacks, or cancellations.
- Minimal fees for blockchain transactions and no commission fees.
- Smart wallets that facilitate easy automatic payments from users.
- Easily setup a site and mobile community with full virtual goods integration.

Benefits for Users

- Buy & sell items with no risk of fraud.
- Trade between gaming items from different games.
- Take your currency with you across any community or game and retain value.
- Own valuable currency and rare items that can never be taken away.
- Earn UGTs playing games or by completing certain tasks.
- Convert custom virtual goods directly back to UGTs and retain value.
- Earn UGTs by participating in communities and posting on forums.
- Buy in-game items on thousands of game servers and games that support UGT.
- Proven ownership of items by showing them off in website widgets/wallets.
The global gaming market is experiencing explosive growth, reaching US$108.9BN in 2017 and a projected US$128.5BN by 2020.

Global Games market Newzoo Report Apr 2017

It’s estimated that, the overall value of the Global Social Gaming market by 2019, is to reach US$17.4BN. Virtual goods, advertisements, and lead generation offers are the main revenue generation sources of the global social gaming market. Among these, the virtual goods segment is likely to expand the fastest at a compound annual growth rate of 15.20% over the forecast period.

Where Virtual Goods are purchased

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free to Play Games</td>
<td>54%</td>
</tr>
<tr>
<td>MMO Games</td>
<td>34%</td>
</tr>
<tr>
<td>Social Networks</td>
<td>23%</td>
</tr>
<tr>
<td>PC Games</td>
<td>12%</td>
</tr>
<tr>
<td>Console Games</td>
<td>9%</td>
</tr>
<tr>
<td>Casual Games</td>
<td>9%</td>
</tr>
</tbody>
</table>
Among the buyers, about a third are buying once a month and a quarter are buying once a week.

Revenue from the different content types of virtual goods

<table>
<thead>
<tr>
<th>Content Type</th>
<th>From 1st Party Sites</th>
<th>From 3rd party Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Game Currency</td>
<td>50$</td>
<td>45$</td>
</tr>
<tr>
<td>Subscription Codes</td>
<td>50$</td>
<td>25$</td>
</tr>
<tr>
<td>Armor and Equipment</td>
<td>30$</td>
<td>20$</td>
</tr>
<tr>
<td>Maps/Levels</td>
<td>30$</td>
<td>30$</td>
</tr>
<tr>
<td>Weapons</td>
<td>25$</td>
<td>20$</td>
</tr>
<tr>
<td>Power Ups</td>
<td>23$</td>
<td>25$</td>
</tr>
<tr>
<td>Virtual Gifts</td>
<td>20$</td>
<td>20$</td>
</tr>
</tbody>
</table>

Median Spent on Digital Goods by Content Type

Universal Games Token will be adopted by three existing games on the market, with a strong community of users built around them. As the project advances, there will be more and more adopters over time. They will replace their in-game digital currency with UGT Tokens, thus ensuring the stability of the token.
MarketGlory is a political, economic, social and military strategy game. This entails that you can start either on one of these fields or you can explore all of them.

MarketGlory offers you the possibility of learning what income, expenses and profit, altogether mean but also it gives you the opportunity to enjoy them. Of course that to do so, you will need to have all the necessary opportunities to help you in your development.

Luckily MarketGlory offers a variety of options in this case, the only thing you need to do is to explore them and chose the one or ones that fit better.

Probably that one of the most important aspect that we need to mention concerning MarketGlory is the fact that all your activity here is rewarded constantly. This way, once you have earned enough virtual currency, it can be exchanged and withdrawn into real money.

There are a number of games / applications which can also do this, offer virtual currency that can be exchanged. What is so special about MarketGlory? Well, besides the fact that it can be a source of income, MarketGlory stimulates intelligence, causing the individuals to explore, develop, create their strategy, including making them socialize.

MarketGlory is a worldwide community, users from around the world having the possibility of communicating among themselves in order to compare strategies, to help each other or to discuss various aspects of the game and any other subjects.
It was said in the beginning that MarketGlory is itself a strategy. Well, when we think of that word, strategy, the first thing we do is associate it with war, although it should be noted that does not necessarily mean war, as strategies can be military, political, economic etc. Either way, MarketGlory offers this possibility to open wars, conquer territories and to find comrades, allies with whom you can participate in these wars.

In conclusion, when you feel the need to relax a bit, you can choose a strategy that does not require your constant presence being able to perform all of your activities in a few minutes each day, exploring economies, lifestyles and relate to different types of people having the opportunity to make friends and having incomes at the same time.

MarketGlory is a strategy game, in which you have the possibility to convert your virtual currency into real money. It is one of the few business games where you are rewarded for your daily activity. As a simulation game, it offers you the possibility to fight, work, open companies, start wars. Play this amazing top strategy game!

Marketglory is an online browser strategy game where you can develop and advance towards greater things. You start out by having a couple of fights each day and working, and soon you will be participating in ars and conquering countries, competing against others in the Arena, managing your own companies, running for prime minister of your country, and managing your own Organizations.

Besides just having fun, MarketGlory lets you withdraw your earned virtual profits and receive real cash.

You can be whoever you want to be in MarketGlory!

universal.gamestoken.io
Starting in MarketGlory can be overwhelming because there are so many things that you can do in the game. But the first thing you should know is how your energy level affects you and how to start.

Energy is very important in MarketGlory, depending on it, your earnings can increase or decrease. Energy can be raised by purchasing newspapers, eating meals at set hours, consuming milk, and some wine and cheese to go with those long lonely nights.

There is also the productivity. Productivity is a value that is calculated according to your energy level, work experience, and knowledge. The higher your productivity, the more you produce for the companies you work for and the better your pay will be.

Work experience increases every time you work, influenced by the number of active referrals that you have. The more referrals, the more work experience you gain when you work and grow faster in the world of MarketGlory.

Keep in mind that energy is consumed when you work and fight and hourly as well, so it’s important to manage it well.

Now that you know the basics of MarketGlory, you can start gathering funds for your future investments.

If you’re a warrior at heart, you might prefer to fight in the Arena against other participants. There is the Local and Global arena that take place daily, and as long as you have weapons and energy, at the set time, you can participate and earn rewards for your victories. The rewards for these two Arena types are in Euro.

If the Arena seems to bland for you, you can try your hand at participating in Wars. The wars are given over countries, and the winner takes all!
To participate in a war you need to be part of an Organization and for your organization to attack the Country. Once the war starts, you have 24 hours to travel to the attacked country and hit as many times as you can. The higher the damage you make, the more valuable the medals you receive which you can then turn into a higher rank or sell them for Euro.

When conquering a country, your own country gains the productivity bonuses of that country which in turn helps your company produce more.

If you consider yourself an entrepreneur, you might consider participating in wars as well as creating your own companies. You can create two free companies, a Magazine Company and a Cow Farm. These can be created in whichever country you choose in order to take advantage of their productivity bonuses. In a company, you need to invest in gold which can be exchanged from the local currency you gain in-game. With the gold funds, you can buy prime materials and open up jobs so others will work for your company and create products you can then sell. You can also work yourself for your own company, but keep in mind that you can only work once every 24h.

If you need to buy items or materials, you can use the Local Market which uses local currency, or the Global Market which uses gold. All currencies can be exchanged in gold and the gold in Euro and vice versa, by using the Financial Market.

You can also auction your referrals or bid for other’s referrals. Referrals can only be gained for 24 hours thought the Referral Fight which you can do a maximum of 10 daily. For winning referral fights, you also gain local currency depending on the fight bonus of your country. You can also gain referrals by inviting other to register from your unique referral link.
Referrals who join from your referral link, are blocked for 90 days after which they are set free unless you prolong their block.

Referrals you earn can be blocked for a minimum of 30 days, time in which all referrals pay taxes from their earning to you, including when they invest in their account, and if they are active in MarketGlory you also receive a gold bonus for every day they are active.

If a referral registers to your link, for the first 30 days of activity, meaning the referral has to have either their energy over 5 or to give 5 referral fights, you receive affiliate points. The affiliate points you receive are counted at the end of the month and you receive gold for each point.

In MarketGlory you can also be part of the government of your own country. The government decides through voting Law Proposals, the taxes for the Global Market, fight bonuses, work bonuses and more. To become part of the government, you need to run for it. Here is where your popularity in the game can help you. Once you apply to become a candidate, people can vote for you.

The first 8 positions according to the votes will be part of the government for that month. The elections take place every month on the first, but you must apply 4 days before.

All government members receive a salary while they are in power.
If you have extra funds left, you might want to try investing in some shares. Every time someone starts a new company or an organization, buy licenses, create jobs, upgrade companies, block referrals so other such actions, the payments are saved in the Partner’s Fund. Once the Partner’s Fund reaches 10 000 Euro, everyone who has shares will receive a part of it, depending on the numbers of shares they own. You can also sell these shares at the Shares Market to other players.

These are all things you can do in MarketGlory, but no need to stop here. Register and look through the Documentation to learn even more about the game.

Create your own path in this online strategy game and don’t forget that all the Euros you make in it, can be withdrawn to your own wallet.
GoalTycoon is an online football manager game playable on your browser from wherever you are. You can manage your own football team and upgrade your stadium and other club related buildings to gain more benefits for your team.

You can also train your players, trade seniors, compete in Continental and National Cups and the National Championship. All you need is a browser and internet connection.

It is completely free to play and you can even withdraw your winning from the game.

Try your hand at the best football manager game online!

It is easy to start managing your own team in GoalTycoon, your first step will be to sign up and name your Club.

After confirming your account, you will receive your starting team. The first steps you should take is getting to know your players, positions, and skills, and place them in the Training field so they can train for the desired position.

Your team will be entered into a league in the first 24 hours from the account confirmation and once it is in a league, you will have your first matches.

There are 3 main competitions in GoalTycoon, mainly the National Championship, the National Cup and the Continental Cup.
You will participate automatically in the National Championship as long as you are assigned to a league.

The rewards for winning and participating in each competition depend on the position you are in, therefore a stronger team will bring you better rewards. You can see all the rewards in the Bonus Page which can be accessed through the Golden Trophies on the main page.

A stronger team has a higher chance of winning but how can you tell if your team is strong enough? It’s simple, look at your scoring.

The scoring is a good way to measure the power of your team. It is influenced by the skills of your players, the tactic you choose, the energy of your team, and other factors which can be modified in time.

The skills of your players offer a permanent increase in scoring and they can be developed by training every day. The training takes place automatically daily from 11 to 12 Local Time for the players in the Training Field. Having coaches train your players will increase their training speed.

The energy also influences your scoring, but it reduced during training, during matches and when traveling to an away match. Your players can increase their energy by consuming food, energy drinks, or by resting at a hotel.

The form and experience increases and decreases depending on your team results. A higher form and experience will lead to a higher scoring.

The scoring influences the chances your team has to score a goal, therefore the chances to win a match, which is why having a higher scoring is important.
The scoring can also be influenced by the tactics you use. In the Tactics menu, you can choose the Line-up, the game style, and attitude, bonuses, type of passes and other options which can increase or decrease your team's scoring.

In GoalTycoon you also have the opportunity to watch your match Live and during it, any changes you make will influence the scoring and therefore the chances to win the match.

Once you have some funds in Local Currency, you can exchange them for gold and the gold for Euro by using the Financial Market. You can use local currency to pay salaries and give bonuses to your players, the gold to buy youths, to bid for transfers and even coaches, and the Euro can be used to repair and upgrade your Club buildings by buying materials from the Market, or to withdraw to the manager by using the Administrative Building.

To bid for transfer players or to sell your own, you need to have the Transfer License which can be bought with Manager Euro.

If you don’t wish to acquire a Transfer License, you can use the gold to buy Youths. The youths can be promoted to the main team once they reach 16 years old.

Your youths become senior players and your senior players will become coaches when they retire. The age of retirement depends on the specialty of the player.
You can follow the progress of your team from the Team menu, where you can see your Line-up, choose your Tactics, promote your youths, place players to Training, select a Sponsor and even check out the Training Log.

In GoalTycoon you can also purchase shares and gain dividends when the fund reaches 10 000 Euro, or you can gain referrals by using your referral link or buy and sell them in the Referral Auction. Referrals bring you income, bonus gold if they are active and affiliate points for the first 100 days of their registration.

Keep in mind that the referrals are permanent and the earnings you receive in the game can be withdrawn to real life simply by opting for a withdraw to your Skrill or Neteller account.

Overall GoalTycoon is an online browser football manager in which in order to succeed you need to develop your own strategy and aim to rise through the ranks while keeping your team and club well balanced.

Test your managing skills in this unique manager game!
CaveToKingdom is a unique approach to strategy gaming. This game comes in the client version and it is a 3D mass-online strategy game that everyone can enjoy. You start out as a Prince or Princess who managed to escape from the clutches of the cruel powers invading your Kingdom. Your only help is two servants that have sworn to obey and protect you and what you stand for.

Building your very own Kingdom starts here!

CaveToKingdom – Feel the Past!

Story Summary

It all started a long time ago, in medieval times, when your esteemed mother and father, the rulers of the most powerful Empire, were betrayed and attacked by their allies.

As their only descendant, and the Future Ruler of the Kingdom, your safety was a priority, and against your wishes, you were entrusted by your parents to 2 of their most loyal subjects and sent out of the war zone.

After some time, in an old tavern, a stranger retold you how your esteemed parents were betrayed by their allies, and they are not on this Earth anymore, nor is their Empire.

Discover the full story on cavetokingdom.com in the Story section.
CavetoKingdom a Unique Project

CavetoKingdom is a unique 3D mass-online strategy, social and political project, which allows you to build your very own Kingdom. This project is unique because you only need a couple of minutes to manage your Kingdom. Your citizens will continue their work and will follow your orders even after the computer has shut down. Also, CavetoKingdom has a World Map, with over 3 million cities with real coordinates, split into 7800 Provinces with real borders. You can conquer Cities and Provinces, Kingdoms and Empires, together with allies or using your own army.

The armies do not have a limitation when it comes to their size, and neither does the number of allies.

You have countless ways of developing your Kingdom, and you can choose your own patch, both in terms of production chains or military strategy.

Considering that the project is mass-online, your allies and your opponents are people, therefore the strategy and diplomacy chosen will be a defining point in the success of your Kingdom.

CavetoKingdom Buildings

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Considering that the project is mass-online, your allies and your opponents are people, therefore the strategy and diplomacy chosen will be a defining point in the success of your Kingdom.
The Kingdom's Citizens

Citizens will arrive and join your Kingdom by themselves, once the happiness level is high enough, and if there are houses left for them. This way your Kingdom will grow and evolve over time.

Taxes

The Tax System in the game is inspired by Japan’s history, more precisely the Shogunate period.

When you conquer a village, all those in that Village will pay taxes to you, and if you conquer a Province, all those in the respective province will pay taxes to you.

When you conquer another Province, the two will create a Kingdom and all those in the Kingdom will pay you tax.

At the moment that you conquer a new Kingdom, the two will form an Empire, and all those who are in that Empire will pay the taxes to you.

CaveToKingdom was born from a wish to offer you the possibility to create your very own story.

Market

In the CaveToKingdom Global Market, you can find a wide range of products that will help you develop your Kingdom. You can also sell your own goods.

In the Financial Market, you can exchange CaveCoins for Gold and the Gold for CaveCoins.
The first steps in CaveToKingdom

The first step in creating your Kingdom is creating your CaveToKingdom account. Access the website cavetokingdom.com and register. Make sure to follow all the steps and confirm your account. The sex you choose will determine whether you will be a Prince or a Princess ruling over the Kingdom.

Keep in mind that usernames cannot be changed.

If you already have a GoalTycoon or MarketGlory account, you can cross your account by using the Cross Button in the upper right side of the respective game platforms.

Now that you have everything prepared and you are logged in, go ahead and download the client and install it using the Windows shortcut.

Make sure you have the minimum system requirements before installing the game:

- 2 GHz processor (supporting SSE2 instruction set or higher)
- 4 GB RAM
- 2 GB available hard disk space
- Shader version 2.0 capable video card
  - Support for DirectX v9.0c or better
Supported Operating Systems (64 bit):
- Windows Vista, Windows 7, Windows 8 or Windows 10
The Location of your Kingdom

The first time you enter the game, you will be prompted to select a City where you want your Kingdom to be located at. Make sure you have selected the correct location because you will not be able to change it afterward. Tell your friends where you set up your Kingdom so they can join you in the same city.

You will also be able to select an emblem and a representative color for your territories.

Once you have decided on a location, and you entered the game, it’s time to name your first subjects, your Prince or Princess, and your Kingdom.

And this is how your story starts! Be who you want to be, feel the past and become part of this unique experience.
MarketGlory is one of the most popular strategy games in the world, with over 2,000,000 users and 500,000 active users on a weekly basis from 84 countries.

The game is not merely a strategy game, it encompasses entrepreneurship, social, political and military abilities in a unique user experience. The user needs to learn, grow, cherish and enforce unique value systems on a global scale for a successful outcome.

Goal Tycoon is a real time tactical football manager game that finds itself in a very good spot with more than 200,000 active users on a weekly basis from 70 countries.

Cave to Kingdom is a one of a kind 3D mass-online strategy game, available in a browser-client version that is recently launched, targeting over 2,000,000 user base within its specific market.

MarketGlory, Goal Tycoon and Cave to Kingdom are in an unique position to create and evolve a token based ecosystem because of their large existing user-base.

The UGT has limitless capabilities as it can be integrated and associated with the best known worldwide games and benchmarked within a value chain for the worldwide gaming marketplace.
The most part of the games existing online extend on the free-to-play model and demand monetary injections for a comfortable game, and the balance is rather often tied in games on purchase of game items. In many games in-game purchase — is the way to be allocated and to cause a stir from other players. Such item can cost rather much and be remote for the average player.

It is more than a third of loyal players, more than 12 months, and a quarter of new players which spent for a game, are dissatisfied that more successful players much stronger, more richly also own special items. In addition, 24% of loyal players and 27% of new players are dissatisfied that for a comfortable game and an opportunity it is necessary to win in principle to pay.
Apparently from the statistics given above quite big layer of audience is not ready to make personal investments in sufficient volume for purchase of items. In spite of the fact that, this audience in principle is ready to pay and it accepts situation with “dishonest” balance, by means of UGTs they could save or afford more interesting and expensive items.

Therefore, UGT solves the following segments of audience:

1. Gamers who in principle are not ready to pay for in-game items and try to get them by means of a game, but not always have sufficient time.

2. Gamers who invest money in games and are ready to pay for in-game items, but because of financial welfare are not able to afford even averages at the price items.

3. Gamers who already invest in games money in sufficient volume and pay for in-game items average and high at the price, but had no objection to save or buy even better items.
The main mistakes of advertisers and marketing specialists are the wrong definition of target audience, the choice of streamers or the advertising platform and, as a result, an underestimating of efficiency of the advertising channel.

Opacity of analytics and high commissions
Also mistakes in assessment of efficiency of advertising channels are influenced by lack of transparency of the analytical data given by advertising networks. In fact, all advertising networks are intermediaries in communication of the advertiser with gamers and the following metrics often are doubtful:
• there are no exact data on the commission of advertising network,
• there are no exact data on characteristics of a traffic,
• advertising networks are subject to a fraud and do not give exact data on reality of the user

Anti-fraud
In addition, the imperfect systems of an anti-fraud which are insufficiently developed by SDK and API create problems with charge of an award to the gamer participating in a campaign.

According to our statistics on appendices with uses of advertising network Tapjoy about 80% of users had problems with an award for video and about 20% with big awards for heavy tasks.
The free-to-play model which succeeded classical model of the subscription used, for example, in World of Warcraft was widely adopted very much and gave the chance to play online games to players who have no free finance which they can spend for games. Thus, the percent of the players buying in-game items allowed to receive at competent approach to balance not smaller, and even big profit, than in classical model of a subscription or single sale. But, nevertheless, the percent of the paying gamers is really low and by different estimates make from 5 to 15% of all weight, and all other audience is hardly monetized on classic models of monetization.

Game developers invest additional money in marketing, joint advertising campaigns with the well-known brands (for example, World of Tanks and Burger King, Warface and KFC, etc.) instead of increasing financing by development and improvements of the product. Huge layer of players at last will have an opportunity to receive things free of charge, just providing capacities of the computer for a mining, and the companies’ developers — at last will be able to monetize other part of the audience.
The ecosystems of MarketGlory, GoalTycoon & Cave to Kingdom want to set a precedent within the game industry enforcing the improvement of product quality and the creation of a loyal global audience around the projects. A value system is created and supported for each participant of MarketGlory, GoalTycoon & Cave to Kingdom or any other entity who wants to use UGTs.

Gamers are the main participants of an ecosystem therefore exactly around their needs and problems UGT is being developed. Base gamers have an opportunity to participate in development of the crypto world and to receive an award for it in liquid crypto asset UGT. By means of the client of MarketGlory/GoalTycoon/Cave to Kingdom the gamer gets full access to possible use of this crypto asset:

- Purchase of in-game items in favorite games (Under Development),
- Participation in crowd funding interesting projects,
- Performance of motivated tasks for an award,
- Safe and simple intergame exchange of items,
- Access to new opportunities in the game world, such as purchase of an in-game items in the p2p-credit, rent of in-game items for a while,
- Access to any services using UGTs and it’s smart contracts.

In details about in-game items;

The in-game item is the item existing in a game and used by gamers for the purpose of improvements of a game character’s characteristics. Such items of a miscellaneous influence game process: in some games items directly improve character’s characteristics and influence balance and superiority over other players, in others are means of manifestation of identity.

It is possible to receive items in the different ways depending on a game and the item. Some items are given only for certain achievements in a game and demand time expenditure, some items can be bought directly from the developer of a game, and some can be received only having exchanged with other player.
From the moment of online games emergence Internet services for exchange and purchase of items among players began to appear in large quantities. The known MMORPG World of Warcraft, Lineage 2 and others in which game currency was in great demand not only on official servers, but also on the emulators started by enthusiasts were the first wave. Exactly due to it there was a growing and self-organized market in which not only developers of games, but also directly players began to participate. Emergence of skins (a wrapper for items) in the game Counter-Strike became the second wave: Global Offensive from Valve after which skins began to use as actual value: marketplaces, exchangers, game services with items and many other things began to appear.

Now virtual items are a standard practice in online games, especially with model of monetization free-to-play. The most mass online games with items it is possible to call next games:
- Steam platform games: Counter-Strike, Dota 2, Team Fortress 2, Player Unknowns Battlegrounds and other. In these games in quality the main unit of a virtual item uses skins. The term a skin comes from typical function of this virtual item: it changes appearance of a game avatar of the user, weapon or the equipment. Skins can exchange between users and to sell/buy respectively.
- Wargaming games: World of Tanks, World of Warships, World of Warplanes. In these games the main unit of a virtual item are an internal currency (gold or doubloons depending on a concrete game). For this currency it is possible to buy the special equipment possessing special characteristics and giving advantage in fight. The main way of receiving gold is the investment of own means. In these games there is no possibility of items exchange between players, but there is a possibility of an item purchase as to itself, and as a gift to any user.
- Blizzard games: World of Warcraft, Hearthstone, Overwatch, etc. In these games different schemes of monetization and different ways of interaction with in-game items. For example, it is possible to transfer any things in a game at an auction in World of Warcraft, in Hearthstone monetization is based on purchase of peculiar “boosters” — packs of five cards of a different rarity.
- Online games (MMORPG) from other developers: Warthunder, Archeage, Eve Online, Lineage 2, Aion, RF Online, Warface, Perfect World and great number of others. In all these games there is an internal currency (gold, Aden, the credits, etc. depending on a game). Schemes of connection and monetization different, but all allow to receive internal currency of a game on a certain player by means of external services.
To the Advertiser

Advertisers can use UGT for creation of advertising campaigns in the form of offer for gamers in an office of the advertiser. For this purpose, the advertiser needs to create a campaign, to establish the award size for the gamer, to create the description of a task and necessary metrics then to transfer the necessary amount UGT for carrying out advertising campaign to the transit address for the subsequent distribution of an award for performance of tasks between gamers.

The transit address is public and transparent and viewing of transaction is available to any user.

Possible offer types for gamers:
- video viewing,
- transition to the website,
- installation of the application or programs,
- achievement of certain results in the appendix and the program (for example, achievement of level, etc.)
- other types of actions which can be declared through Game Machine Ads API.

Payment by means of UGT guarantees transparency of distribution among the gamers who are carrying out an offer, purity of a traffic, speed of advertising start campaign and exact analytics.

From service for advertisers of UGT takes the responsibility for moderation of campaigns, maintenance and help, keeping for support of these services.

The minimum cost of advertising campaign gives the chance to get an access to advertising network even to small publishers of games and small business.

Problems of classical offer advertising networks are solved with the help of blockchain technology and opportunities to use data on the user of UGTs for confirmation of reality of the participant.
We divide advantage of a product for the sphere of development into 2 large sectors: the companies and big, already taken place, teams and small teams or indie-developers. Each of these segments are subject to the problems and looks for their decisions.

Indie-developers will be able to carry out crowd funding of the game on the Rise Machine platform and to attract the capital from the interested audience which is usually not participating in crowdfunding because of lack of the necessary sum and also the first players.

The large companies and big teams will have an opportunity to monetize a traffic which they could not monetize earlier. It gives arrival of the new capitals and reduces costs for marketing expenses for interaction with this audience.

Indie-developers will be able to carry out crowd funding of the game on the Rise Machine platform and to attract the capital from the interested audience which is usually not participating in crowdfunding because of lack of the necessary sum and also the first players.
Day 1-5 = 15% DISCOUNT
Day 6-10 = 10% DISCOUNT
Day 11-15 = 8% DISCOUNT
Day 16-20 = 6% DISCOUNT
Day 21-25 = 4% DISCOUNT

Q1 2018
Research of Market and Analysis
Concept of ICO Utility token

Q2 2018
Technical Research and Background
Recruit Core Team
White Paper Concept

Q3 2018
ICO IT Infrastructure preparation
Project development plan
Marketing Campaign
Promotions focus

Q4 2018
Recruit Advisors
Marketing Campaign
Promotions focus

Pre-Sale ICO
ICO Main Sale
Day 1-5 = 15% DISCOUNT
Day 6-10 = 10% DISCOUNT
Day 11-15 = 8% DISCOUNT
Day 16-20 = 6% DISCOUNT
Day 21-25 = 4% DISCOUNT

Q1 2019
Pre-Sale ICO
ICO Main Sale
Roadmap Mission – The UGT Ecosystem

Redefining the relationship between players and developers by facilitating full and true ownership of in-game assets, cheap and safe item trading, cross-game compatibility of items and currency.

- **Direct Implementation of UGT token within the gaming infrastructures**
- **Research & Development for UGT Marketplace**
- **Tools development for upgrading the current Architectures to Mobile Platforms**
- **Research & Development for “UGT Incubator” – Game Incubator Module**
  - A platform where player-to-player and player-to-developer interactions bring efficiency to the marketplace
- **Research & Development for “UGT Crowdsourse Game Funding” Module**
  - Good ideas, developers and game players aggregated within a platform to access easy Seed Funding and Go-To-Market strategies
Research & Development: “Developers & Gamers United” Module

Game Design and Game Content at your fingertips

Mergers & Acquisitions: Developing the UGT Ecosystem

Developing and Implementing Monetization Tools by means of UGTs

Building a Safer Gaming Economy by means of UGTs

Audience build-up for UGT Marketplace

Community Engagement – Finding the proper way for Gamers and Developers to benefit from Gaming

Research & Development for “In-game Efforts into Real Assets” Module

Presenting an easy to use platform where in-game achievement can be easily tokenized and traded

Planning, focusing and announcing one of the biggest Gaming Expo/Conference in Europe Powered by UGT
**USE OF FUNDS**

- **50%** IT Development (Targeting Mobile Gaming Infrastructure), User Experience, Roadmap Completion;
- **5%** ICO Expenses
- **10%** Marketing and Community building
- **15%** Mergers and Acquisitions
- **10%** Operations
- **5%** Legal Costs and unforeseen circumstances
- **5%** Shareholders
- **5%** Board of Advisors
Minting Structure
1,000,000,000 – Total Minting Supply

- 1,000,000,000 – 1 billion UGT Tokens
- Starting price of 0.10 USD = Market Capitalization of 100,000,000 USD (100 mil USD)

The token swap will be closed if the Hard Cap is Achieved - 20,000,000 USD

The remainder supply will NOT be minted and will be available for a next phase of the project where the Management and the Community will decide on the outcome:
- To be burnt;
- To be distributed for future partners or community on specific rules;
- Other options presented and accepted by the Management – Specific Game providers that want to adopt the token usability within their ecosystem;
On top of Ethereum, we have built UGT services using Geth. Geth is a multipurpose command line tool that runs a full Ethereum node implemented in Go. In this case, it is running on a proprietary Linux server with no RPC/HTTP open ports. The communication, which involves Geth, is managed through a Python intermediary application and the Ethereum network.

The applications that connect to the Ethereum blockchain are built on Truffle. Truffle is a development environment, testing framework, and asset pipeline for Ethereum. We use Ethereum Truffle for:

- Built-in smart contract compilation, linking, deployment and binary management;
- Configurable-build pipelines with support for custom build processes;
- Network management for deploying to many public and private networks;

Communication with the Ethereum node is done through the JSON RPC API. JSONRPC is a stateless, light-weight Remote Procedure Call (RPC) protocol. Primarily, this specification defines several data structures and the rules around their processing.
Cristian Tuns is an entrepreneur with more than 20 years of experience in marketing. From the desire to share vast experience with others, he is the author of 3 CDs and trainer in multiple projects. Cristian owns multiple media platforms, one of which is CoinInfo.News, one of the most promising and fast growing source of information with the latest news and ICO reviews about cryptocurrency and blockchain.

An experienced business builder with over 20 years of financial industry experience in derivatives trading, treasury services, fund management and venture capital. Tim started his career in trading and equity derivatives with major global financial institutions in the U.S. He later founded and established Baywater Capital, a Monetary Authority of Singapore registered fund manager, serving as its Managing Director and Chief Investment Officer, managing a USD200mn Equity long/short fund. He also co-founded Baywater Ventures with a focus on technology-led initiatives providing placement and exit strategies to the TMT, IT, IoT and FinTech sector companies. Tim is a blockchain enthusiast, and a Crypto-Asset analyst. Other interests include Artificial Intelligence, Algorithms, Machine Learning and Data Science. Tim holds Directorships in several financial and technology companies and is a member of the Singapore Institute of Directors.
Bogdan Hodorogea
Chief Operating Officer

Bogdan Hodorogea is an entrepreneur specialized in founding and growing fintech startups. He is the Project Manager of the fintech companies that produced 2 browser games and one 3D game. Bogdan is the Chief Operating Officer of Universal Games Token and is determined to bring the gaming industry to the next level.

Maura Bărbulescu
Chief Marketing Officer

Maura Barbulescu is the descendant of a long line of entrepreneurs with business in multiple areas, from agriculture and real estates to mass-media and ICO investments. After graduating as Valedictorian from Vasile Goldis Western University of Arad with a major in Marketing, Maura wrote a book about Marketing Techniques in Romanian Language that is currently used in special training programs and university courses. In order to perfect her skills and explore her passion for Marketing, she completed her studies with a master’s degree in Marketing and Business Management.

Alexandru Crucean
Sales Operations Manager

Alexandru Crucean is an economist with over 8 years years of experience in sales, marketing strategy and finance. He discovered the Blockchain technology in July 2016 and started investing in Cryptocurrencies and ICOs. Together with a group of entrepreneurs and Crypto enthusiasts from all over the world, at the beginning of 2018, Alexandru is among the Co-Founders of CoinInfo.News: a global platform that provides ICO reviews, trading analysis and news regarding Cryptocurrencies.
Mircea Gabriel Gal has a master’s degree in Financial Management and over 14 years of experience in Finance. In the past 4 years, Mircea has worked for Eurosoft System, a fintech company with 3 browser games. From this, came his desire to bring his vast know-how and skills in the development of Universal Games Token project and become the head of Human Resources and Finance department.

Mihaela Carmela Rogojan has a major in Linguistics in Romanian-English Speciality from the Faculty of Letters within the North University of Romania. She has experience as sale consultant and public relations specialist and is currently the director of communication for Universal Games Token.

Loredana Adela Zavalszki has a vast experience in 3D Modeling, Maya and ZBrush and is currently the 3D Modeler at the latest PC game published by IUBISOFT. Loredana has joined the team behind Universal Games Token as the 3D Modeling and Texture Artist.
Bernard Stefan Nuszer
C# Developer

Bernad Stefan Nuszer has a bachelor’s degree in Informatics and is an experienced Unity 3D Developer. He is currently the C# Developer of Universal Games Token, a project that will bring the gaming industry to a completely new level.

Bogdan Oros
Web Designer and 3D Animations

Bogdan Oros graduated from the Technical University of Cluj Napoca with a major in Informatics. He is currently the 3D Animator & Web Designer of the browser games produced by Eurosoft System. Bogdan is also the 3D Animator & Web Designer behind Universal Games Token, a new project built on top of the Blockchain that will develop tools that enable game publishers, game servers, and communities to manage virtual goods and in-game items across multiple platforms.

Daniel Vlad Ciolte
Programmer

Daniel Ciolte has a bachelor’s degree in Computer Science and has worked as a Developer since he graduated in 2012. He is currently working as Unity 3D Game Developer for Universal Games Token. Daniel is passionate about programming all kind of stuff: from computers, phones to MCU boards and FPGAs.
Bura Sabin Polereczki

He is the graphic designer behind Nihilo Coin and Oryx Coin and the Web Designer behind Ico Zone and three browser games produced by Eurosoft: Market Glory, GoalTycoon and CaveToKingdom.

Brigitta Nora Szolosi

Brigitta Nora Szolosi is an experienced software developer with a Bachelor’s degree in Informatics. In the past 4 years, she has worked for Eurosoft System, a fintech company with 3 browser games. From this, came her desire to bring her vast know-how and skills in the development of Universal Games Token as a PHP Developer.

Anina Cormos

Anina Cormos is an experienced developer with a Bachelor’s Degree in Managerial Informatics. She has over 7 years of experience as a Web Developer for fintech companies and is currently the PHP developer behind Universal Games Token.

Bura Sabin Polereczki

Sabin Polereczki Bura is an engineer with entrepreneurial background that turned to graphic design 17 years ago. He is the graphic designer behind Nihilo Coin and Oryx Coin and the Web Designer behind Ico Zone and three browser games produced by Eurosoft: Market Glory, GoalTycoon and CaveToKingdom.
Marius Mihai Luca

Web Developer and Tester

Marius Mihai Luca is the Frontend Web Developer for the 3D game produced by the fintech company, lubisoft. Marius is also the Web Developer and Tester for Universal Games Token, a project that will bring the gaming industry to a completely new level.
Andrei Popescu
Co-Founder of COSS.IO & SCX Holdings and Seasoned Blockchain Tech Start-Ups Investor/Advisor

Andrei helped in building great companies in Singapore, Austria, Italy and Romania with extraordinary people, while seeking continuous intellectual stimulation through a broad set of experiences in dynamic, challenging, and high-intensity environments. He has been engaged on helping organizations that evolve in challenging markets to break down the barriers that prevent them from reaching their potential, which operate in Scandinavia, Eastern Europe, China and Asia-Pacific. Andrei is an active participant in the sphere of the crypto assets class and the Blockchain/DLT community in Southeast Asia, Europe and the USA, who attends meetups regularly, speaks at the conferences and advises on Blockchain/FinTech Projects. As an alternative asset class management, Andrei is bridging cryptos, with traditional world’s best corporate and institutional investors, where crypto assets are still in an early, immature, evolving stage of their existence.

Ovidiu Stegaru
CEO at FireByte Games

Ovidiu Stegaru is an entrepreneur with over 10 years of experience in the gaming industry. In the past 7 years, he became the CEO of 3 gaming studios that have over 50 games with over 20 million players from all around the world.
Daniel Zaharie

Cryptocurrency Investor and Blockchain Developer

Daniel Zaharie is a technology enthusiast and entrepreneur with a bachelor’s degree in Economics and Information Technology. He founded his first company in 2012, finding immediate success in the field of Software Development. With a background in economics and IT, blockchain technology and cryptocurrencies were a natural step to take in 2015 when he became a crypto investor in some of the most successful projects available now on the market. Daniel is also an active advocate in this domain, presenting seminars on Crypto and Blockchain. He joins the team as an advisor to leverage his extensive know-how for the actualisation of the Universal Games Token vision.

Ike Oniță

Production, online games, real estate and online media entrepreneur

In his early days, Ike acquired a strong business experience as a development manager for wood production companies. In 2014 he became a dedicated crypto/bitcoin enthusiast, studying and understanding the concept. It was the beginning of his early investments in bitcoin, crypto and mining enterprises. He has active roles as a consultant and advisor for online and fintech solutions in a series of romanian projects.

A very important achievement is his involvement as Founding Manager and Developer for the most important online magazine in Romania, focused exclusively on the crypto eco-system: www.goanadupabitcoin.ro. In addition to that, Ike is also Co-Founder/Investor and partner for online media projects in Moldova Republic, the UK and Hungary.
The Blockchain is a distributed database, which utilizes the digital ledger technology that stores transaction records, and shares them among a distributed network of computers. By means of cryptography each participant of the network can access and manage the ledger in a secure way. No central authority in this system is needed. The blockchain maintains a continuously-growing list of records (blocks), each containing a timestamp and a link to the previous one.

A Cryptocurrency is a medium of exchange, which makes use of cryptography to secure transactions and to control the creation of the additional currency units. The development of cryptocurrency has been actively growing in the past decade, thus offering a broad range of transactional possibilities to both users and organizations.

A Decentralized Application (DAPP) is a type of software represented by a set of smart contracts and the code that enables them. A DAPP is designed to exist in the Internet so that no single entity can control it. DAPPs are similar to traditional web applications, although they don’t have a centralized server. The function of a server is accomplished by the blockchain. DAPPs can be built on top of the blockchain, just like various altcoins. They can also connect to the other web apps and the decentralized technologies.

A Decentralized Autonomous Organization (DAO) is a computer program, run by a peer-to-peer network, in which the governance and the decision-making is prescribed by code or the pre-programmed smart contracts.

A Distributed Applications (distributed apps or dAPPs) are applications or software that is run on multiple computers at the same time, and can be stored on servers or by means of cloud computing. Unlike the traditional digital applications that are governed by a centralized system, the distributed applications function on multiple systems simultaneously to perform a single task or job.
The Distributed Ledger Technology (DLT) represents a consensus of replicated, shared and synchronized digital data, geographically spread across multiple sites, countries and/or institutions. The efficiency of a distributed ledger is derived from the immediate displaying of changes made by any participant in all copies of the ledger. The full potential of distributed ledgers is attained at the moment when other applications are layered on top of them (e.g. smart contracts).

The Initial Coin Offering (ICO) is a form of fund raising initiated by cryptocurrency ventures, during which a percentage of the newly-issued cryptocurrency is sold to the early investors throughout the marketing campaign.

Nginx, stylized as (NGINX, NGiIX or nginx), is a web server, which can also be used as a reverse proxy, load balancer and HTTP cache.

A remote procedure call (RPC) is when a computer program causes a procedure (subroutine) to execute in another address space (commonly on another computer on a shared network).

Smart Contracts represent contracts on the blockchain with terms recorded in the computer language; they can be automatically processed by computer systems, and perform functions such as value distribution, data storage, interaction with the other contracts, etc. It is economically viable to use these contracts, as they are low-costing and adaptable to various enforcements and compliances.