



LITEPAPER 2.0





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# Introduction

The unrelenting increase in global prosperity, alongside the advancements in technology and the effects of COVID-19, all continue to fuel the growth of the 150 billion-dollar video games industry. Therefore, it is hardly surprising that we are seeing an exponential adoption rate of video games and associated industries, such as esports and game video content.

Esports can be defined as organised video game competitions played at a professional level, and typically spectated by millions around the world. The idea of organised competitive gaming however, long preceded the official term "esports", which was conceived in 1999.

During the early days of competitive video gaming, there was more of a focus around community and fun. Now the stakes have become much higher as prize pools have grown to record levels. The industry is highly dynamic, fragmented and responding to a constant influx of investment as it continues to capture the attention of hundreds of millions of viewers on platforms, such as Twitch and YouTube.

Brands understand the opportunity that communicating directly with an esports audience brings an audience that is often hard to reach through traditional media channels.

The influx of a broad range of influencers, icons and institutions participating and investing in esports illustrates well how it is regarded as being 'the place to be'. These include popular musicians (Drake, Post Malone, Steve Aoki), footballers (Mesut Ozil, Gareth Bale and David Beckham), traditional sports clubs (Philadelphia 76ers, Golden State Warriors, PSG, Man City), Formula One drivers (Charles Leclerc, Alex Albon, George Russell and Lando Norris), and the teams such as McLaren and Red Bull Racing. We expect to see more of this as gaming permeates throughout the world, regardless of age, gender, race or religion. It is exciting to see celebrities and notable brands looking to be part of this inflection point for video games.

These extraordinary prospects bring with a massive opportunity to unlock a much larger and underserved market by involving the ever-increasing number of gamers who wish to play games competitively, socialise and attain invaluable growth experience within esports.

We are pleased to share our LitePaper v2.0 which provides further insight into how IGGalaxy will do this, with our new and exciting social competitive gaming platform.



# Market Insight



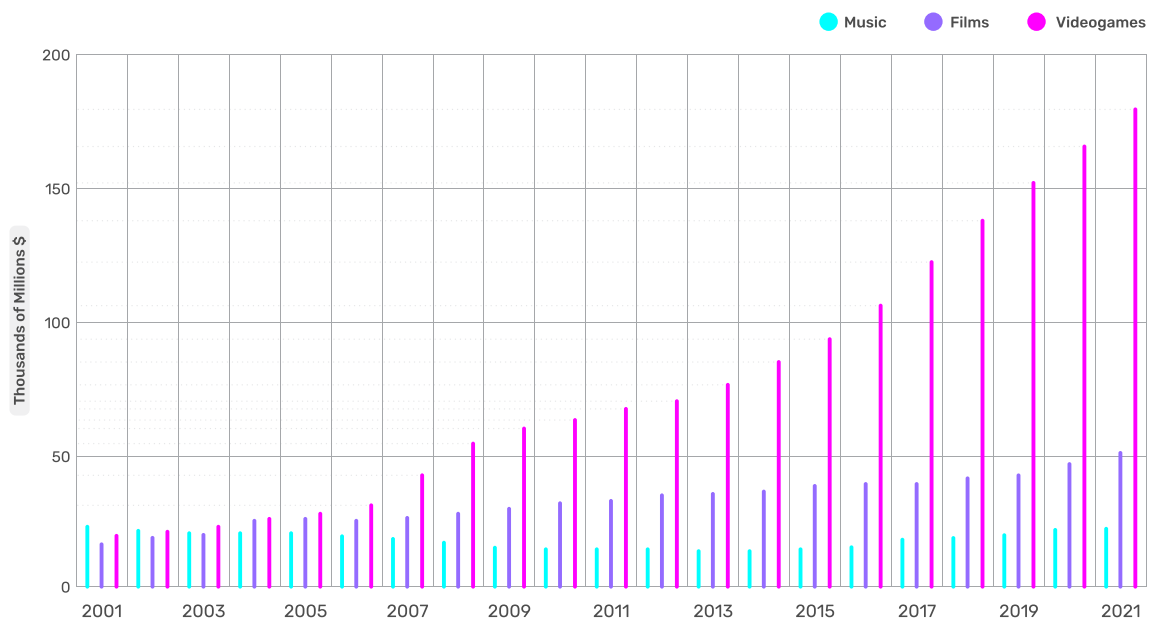
# Market Insights

## THE VIDEO GAMES INDUSTRY

### Gaming: Bigger than Film and Music

- Based on the valuations of Netflix, Spotify and their competitors, you could easily believe that music and film industries are where the biggest revenues are.
- In fact, the video games industry has generated more revenue than both of these industries combined, every year for the past eight years.

### REVENUE OF THE MUSIC, FILMS & VIDEO GAMES INDUSTRIES (2001 – 2021)



Source: NewsZoo, IFPI, Statista, En.Digital

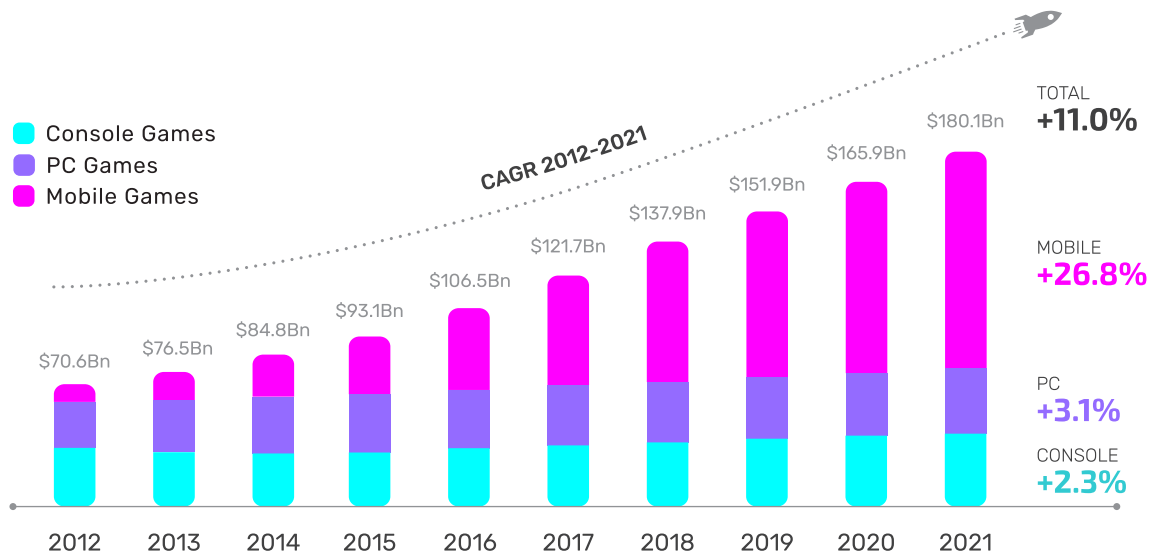
### Video Games Industry Growth

- The video games industry is forecast to grow to \$196bn by 2022.
- A growth rate of 177.6% since 2017.



## 2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES

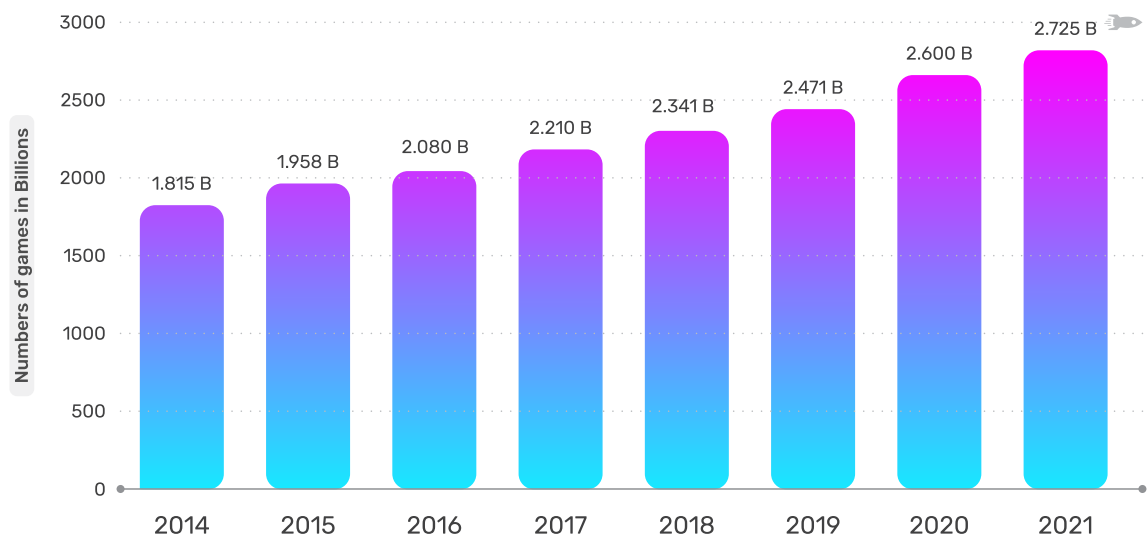


Source: Newszoo | April 2018 Quarterly Update | Global Games Market Report

## One in Three People are Gamers

It is not just the revenue that makes gaming industry exciting; with a total of 2.6bn gamers, one in three of us are active video gamers.

## NUMBERS OF ACTIVE VIDEO GAMERS WORLDWIDE FROM 2014 TO 2021



Source: Statista 2019



## Why we Play Games

The variety of video games available to gamers ensures that there is something there for everyone, which in turn attracts a hugely diverse audience.

The three main components of motivation for playing video games are:

- Achievement (advancement, competition)
- Social (socialising, teamwork)
- Immersion (discovery, role-playing, customisation, escapism, entertainment)

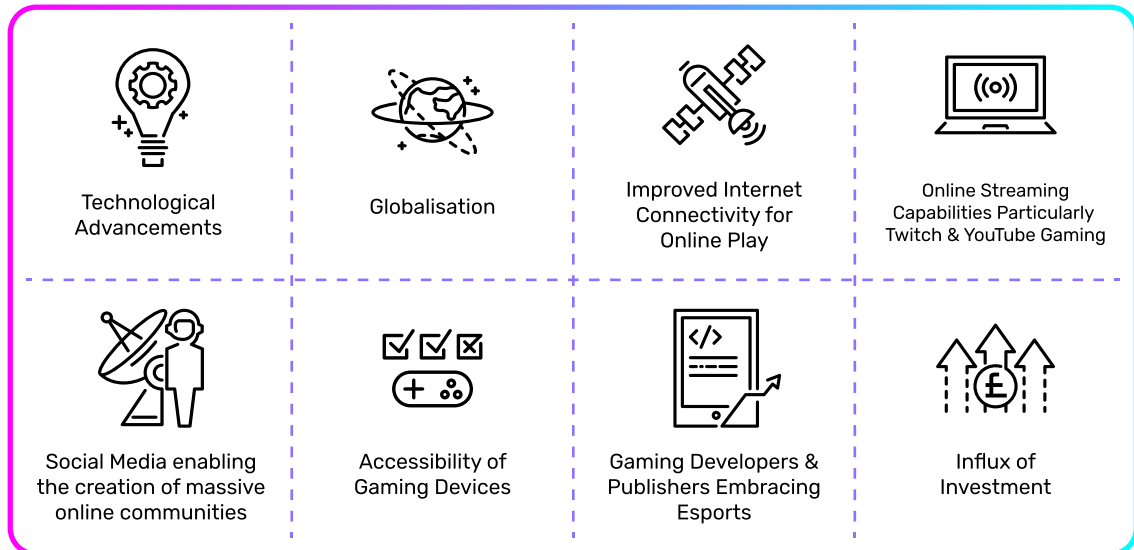
## THE ESPORTS INDUSTRY

- Esports is the umbrella term for competitive video games, played by professionals and watched by hundreds of millions of people around the world.
- Since it was first used by the Online Gamers Association (OGA) in 1999, esports has transformed into a new phenomenon and become a global spectator sport.
- The first esports tournament can be traced back to October 1972 when the 'Intergalactic Spacewar Olympics' took place at Stanford University Campus.
- The prize pool was a year's subscription to the Rolling Stone magazine; by 2019 the esports industry had a prize pool of \$190m.



## The Driving Factors

There are a number of factors that have contributed to competitive gaming and esports becoming a mainstream entertainment activity, these include:



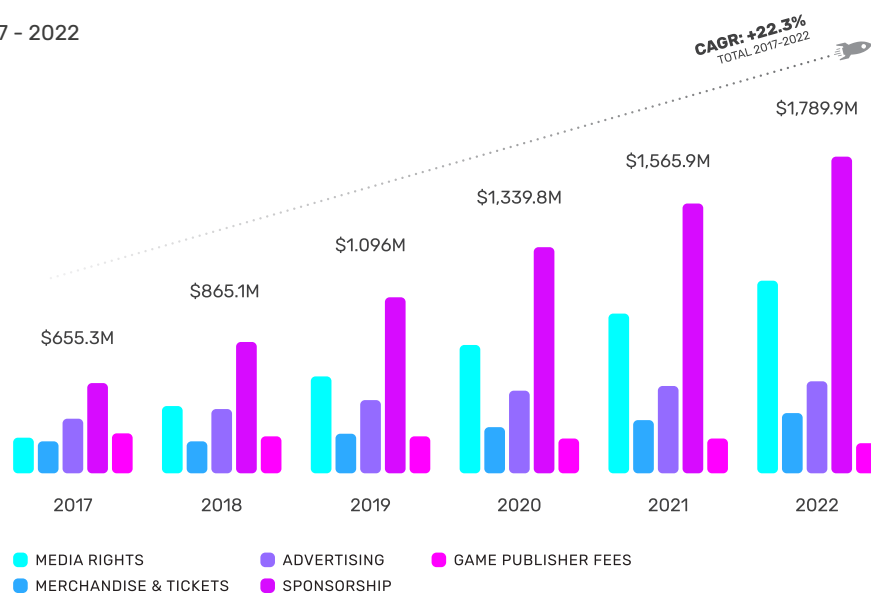
## Esports Industry Market Overview

Between 2017 and 2022, the global revenue will go from \$655.3m to \$1.79bn (+23% CAGR)

- Last year, the global awareness for esports went from 1.6bn to 1.8bn people.

### ESPORTS REVENUE GROWTH

GLOBAL 2017 - 2022



Source: Newszoo | 2019 Global Games Market Report

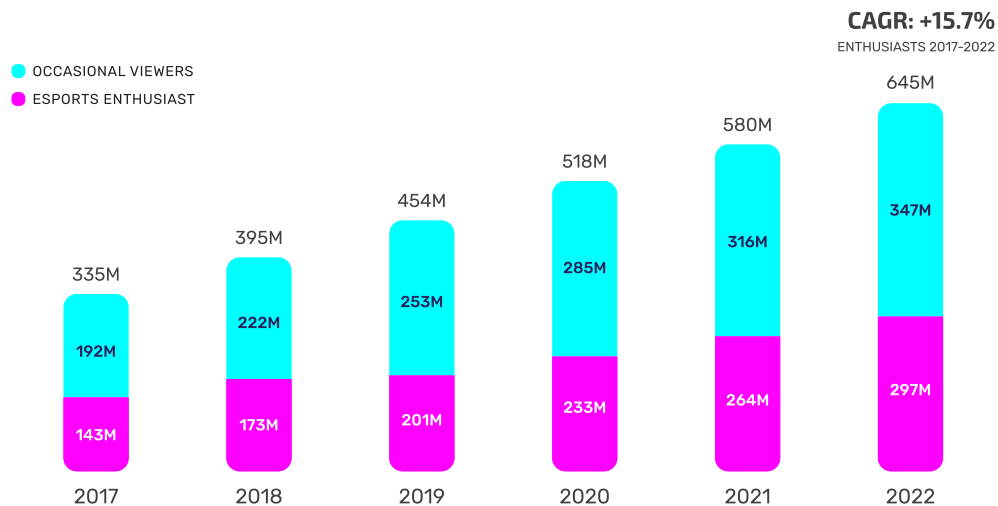


## Esports Audience

The esports audience reached 454m in 2019 and is expected to reach 643m by 2022.

### ESPORTS AUDIENCE GROWTH

GLOBAL | 2017 - 2022



Source: Newszoo | 2019 Global Games Market Report

## Brands in Esports

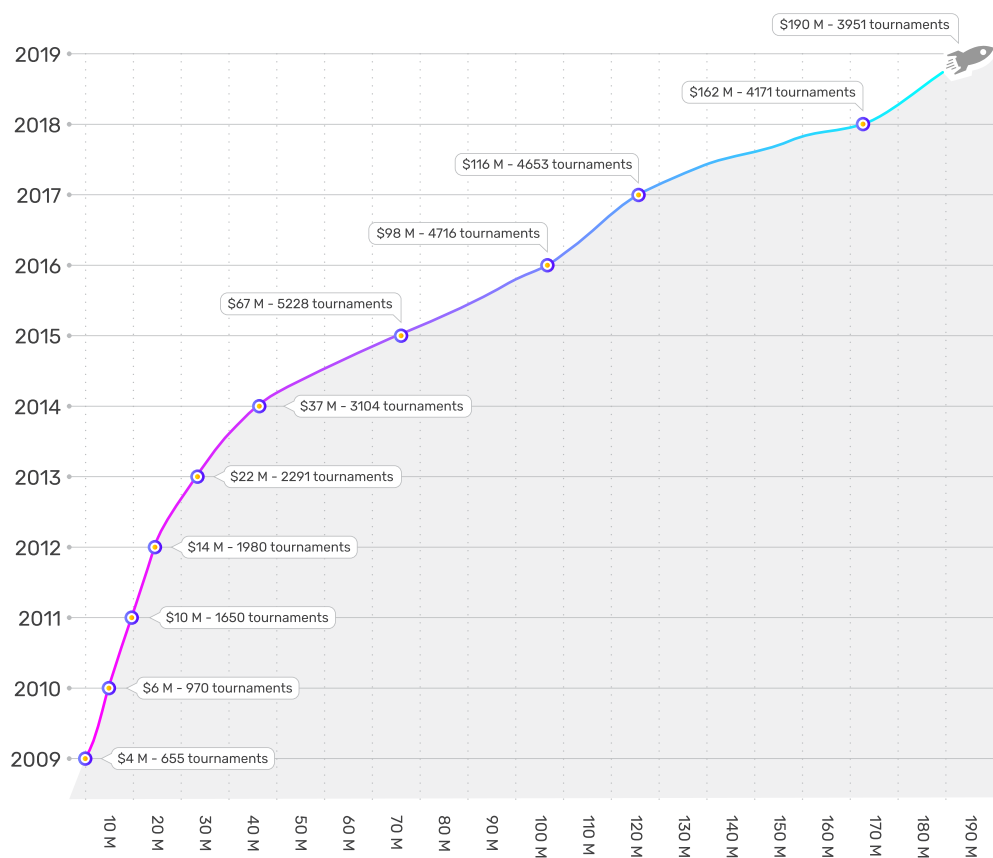
- The rise of esports has provided brands with an opportunity to build brand affinity, customer loyalty, and drive sales.
- Brand investment makes up a significant share of esports revenue. Last year, brands invested \$450m into esports.
- Growing involvement from endemic and non-endemic brands as they become aware of the effectiveness of esports in engaging directly with this rapidly expanding and very attractive audience.



## Prize Pools in Esports

- ◉ We have seen a significant rise in prize pool offerings as more game publishers and brands have included esports into their marketing strategy.
- ◉ This has provided life changing opportunities for those involved; in the summer of 2019, a 16-year-old claimed victory in the Fortnite Solo World Cup securing \$3m!

## ESPORTS TOURNAMENT PRIZE MONEY GROWTH (2009 – 2019)

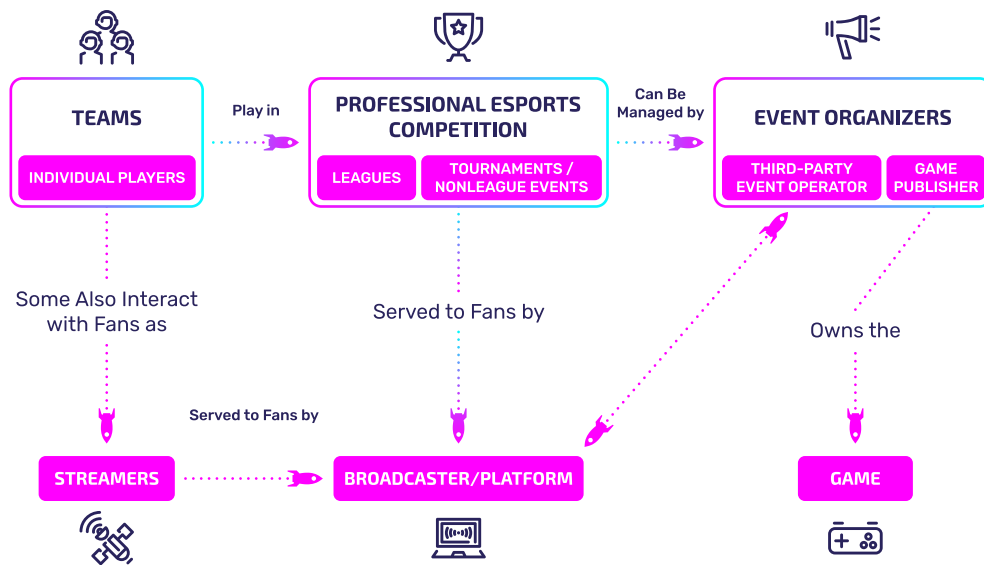


Source: Prize Money, [esportsearnings.com](http://esportsearnings.com)



## Esports Ecosystem – The Value Chain

- Brands and advertisers, sponsor and support the value chain at various touch points, with the aim to reach and engage this identifiable audience.
- Game makers (developers, publishers and key partners) utilise the esports ecosystem to retain and expand their audience, while increasing the value of products and monetisation opportunities.



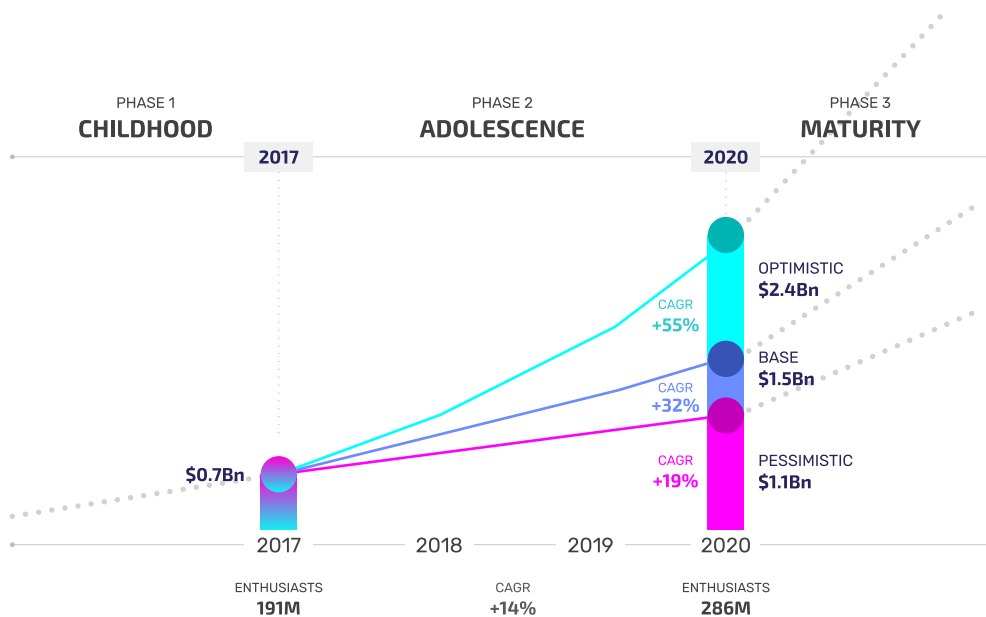
Source: Nielsen | Esports Playbook For Brands 2019

## Future Growth

- To maintain this rate of growth it is essential that audiences and participants remain fully engaged. To make this happen it is key that exciting and innovative environments are built in which users can compete, create, spectate and socialise.
- As esports matures and does so without the constraints (social, economic and geographical) present in traditional sports, it is easy to foresee the growth of esports surpassing the revenues of some of the largest traditional sports.



## ESPORTS ENTERING A CRUCIAL PHASE TOWARDS MATURITY



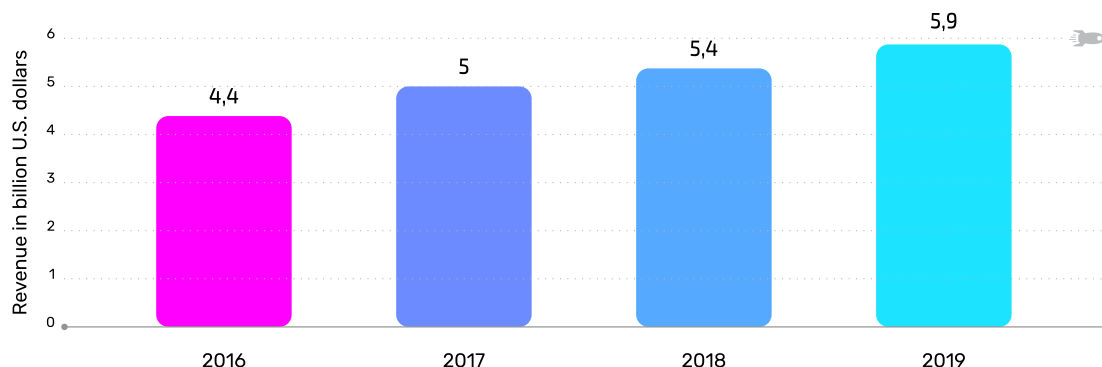
Source: NewsZoo | 2019 Global Games Market Report

## THE GAME VIDEO CONTENT INDUSTRY

- The game video content (GVC) audience will surpass a billion by 2022.
- Growth can be seen in all aspects of GVC – esports, live streaming, podcasts, commentary, discussion and reviews. New content that combines and adapts older formats are also on the rise and becoming increasingly popular.
- GVC is now more popular than HBO, Netflix, ESPN and Hulu combined, particularly among millennials and generation Z.
- Take Twitch for example. Amazon purchased the streaming platform for close to a billion dollars in 2014; Twitch recorded over 628bn minutes of content watched, with 1.26m average concurrent viewers in 2019.

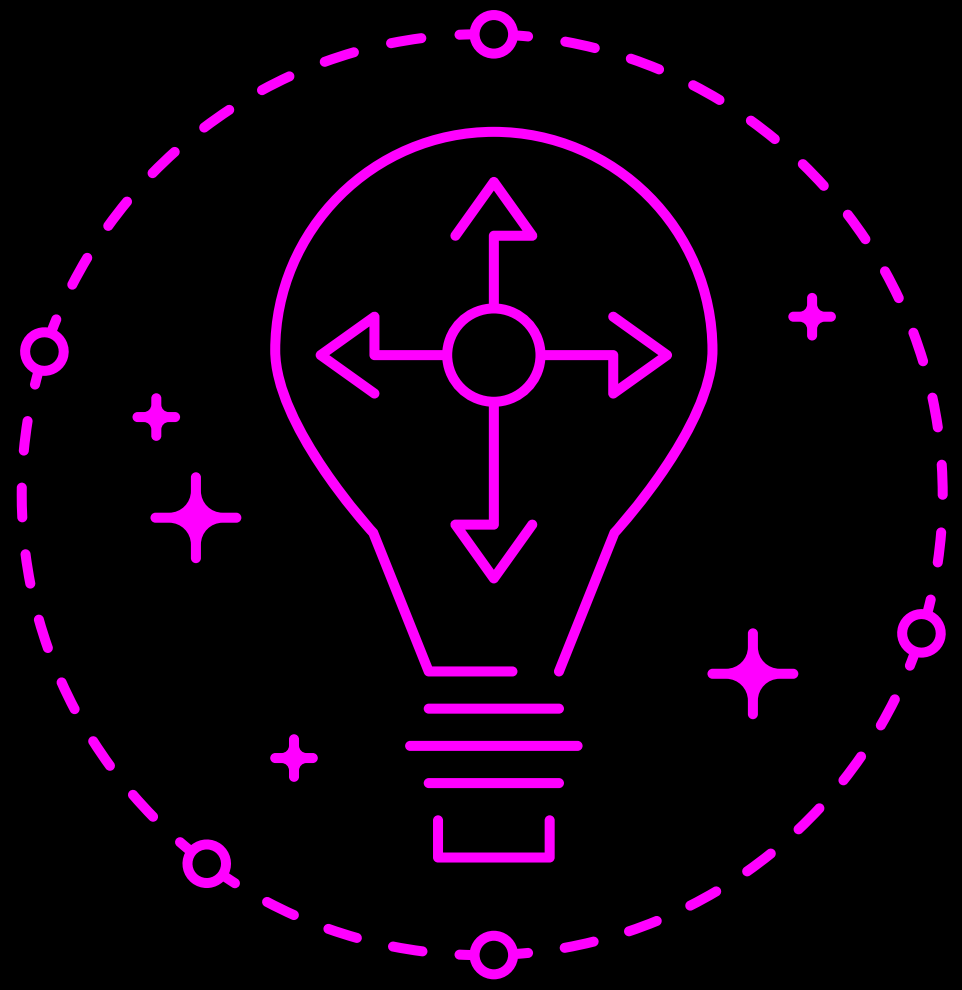


## THE WORLDWIDE REVENUE OF GAMING VIDEO CONTENT IN BILLION U.S. DOLLARS (2016-2019)



Source: SuperData Research; Various sources (DVD and Beyond)

- Advertising and direct consumer spending has now pushed GVC revenues to \$5.9bn, surpassing earnings from established football leagues, like the Bundesliga (\$5bn) and La Liga (\$4.48bn).
- Advertising is where most of the GVC's global market revenues lie, just like esports, taking up 61% of the market share; subscriptions and sponsorships account for 13% and 7%, respectively.
- Many viewers of non-esports game content will be exposed to esports through traditional GVC, opening the esports market to a whole new demographic. This pool of potential new esports fans is massive as esports currently makes up 12% of viewership hours on Twitch and YouTube, compared to non-esports game content at 88%.



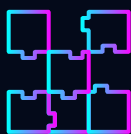
# The Opportunity



# The Problem

Video games, esports and game video content have thrived because of their innate ability to entertain and capture attention. Despite the impressive growth over the years, the industry is still evolving and as a result, there are infrastructural issues that have impacted accessibility and wider participation in competitive gaming and esports.

## THE PROBLEM



### FRAGMENTATION

- Significant fragmentation has existed across the esports industry according to geography, type of gamers, games, competitions, organisations, and products.
- This fragmentation has hindered the growth of industry by negatively impacting discovery, entry points, clarity of pathways, and value exchange
- There are currently esports competitions for over 30 different game titles, with even more that can be played competitively and game publisher support varying from game to game.



### WIDER PARTICIPATION & ENGAGEMENT

- While playing video games is hugely popular, with the most popular esports games having tens of millions of players, this has not translated to viewers or competitors.
- The wider player base not participating in the esports side of the game has been a prevailing issue as the esports industry focused on the professional ecosystem and a narrow group of very dedicated enthusiasts, completely ignoring the wider market and the opportunities it could provide.
- It is also known that esports and gaming can be a toxic environment, discouraging wider participation.



## UNREWARDING

- Although tournament prize money has increased dramatically over the last decade, they have been typically reserved for the top players and teams of the major esports titles.
- This means that there has been very little available to the rest of the participants within the esports ecosystem. Many professional teams and gamers have struggled to make ends meet, while at the same time, independent competition organisers have also failed to offer meaningful prize pools in lower and mid-tier tournaments.
- In its short time, esports has allowed a shameful tradition of mis-managing contracts, overworking players, and encouraging them to sign unfair contracts.
- The current system has done little to prevent the exploitation of young professional gamers.
- News of competition organisers failure to pay out prize pools and teams' failure to pay out salaries has been rampant within esports, creating a lack of trust between key stakeholders.



## TALENT PIPELINE

- For an esports ecosystem to thrive, an overarching hierarchy must form for the competitor base of the game: casual, casually competitive, elite competitive, and a handful of the very best.
- This pipeline is essential to maintain an upstream of players and teams, particularly as more esports segments incorporate franchised leagues.
- As with traditional sports, esports needs to have greater consideration and connection to casual and amateur players who make up the foundations of every games esports audience, both from a participation and viewership perspective.



# The Solution

Through IGGalaxy, a revolutionary social competitive gaming platform, we intend to work towards addressing the issues highlighted. This will be achieved by:

THE SOLUTION

### CONNECTING THE FRAGMENTS

- IGGalaxy will bring together key elements of the gaming and esports ecosystem in an exciting and innovative way, reducing friction for value exchange.
- IGGalaxy will align these elements through ground-breaking new features, providing accessible entry points and clear pathways to participate in a first-of-its-kind token economy.
- Through IGGalaxy's incentive-based design, the replay value and player retention of supported games will be significantly enhanced.

### LEVELLING THE PLAYING FIELD

- IGGalaxy will reduce the barriers of entry, increasing wider participation from gamers, teams, brands, spectators and other key stakeholders.
- IGGalaxy will support a range of games and formats, catering to players and teams of all skill levels.
- Matchmaking and social features will enable players to find others of similar skill level and region to play with or against.
- Reputational, moderation and incentive tools will ensure IGGalaxy is a friendly and inclusive platform.
- IGGalaxy will allow brands of all sizes to connect with the gaming and esports audience.

### PROVIDING AN 'INTERGALACTIC' EXPERIENCE

- IGGalaxy will provide a dedicated gaming environment to participants that is easy to use, exciting, social, inclusive and rewarding.



- IGGalaxy rewards everyone for the value they add to the ecosystem. Powered by Matic network, we can ensure competition rewards are distributed securely, immediately, and at extremely low fees, anywhere in the world.
- IGGalaxy will help build communities through features that encourage interaction, connection and building of relationships.
- Integrated user and team profiles will be customisable, enabling expression and personalisation.



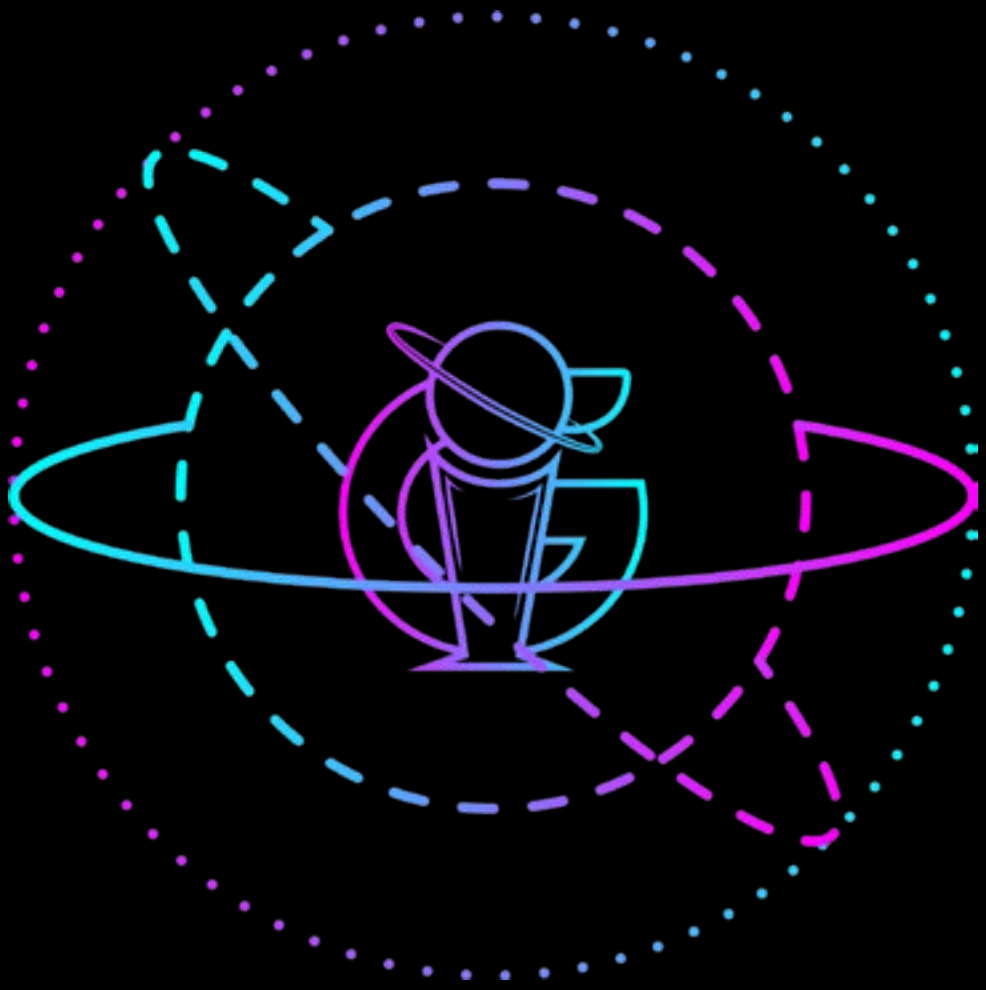
### USING INNOVATIVE TECHNOLOGY

- Using programmable agreements that exist on distributed networks provides certainty and trust to participants.
- The conditions of these 'smart contracts' can be automatically applied when their specified conditions are met.
- This prevents the previously described issues of competition organisers from delaying or not paying out the prize pool and teams not compensating players.
- As part of the IGGalaxy platform, IGGalaxy's proprietary agreements can be used by players and teams to create efficiency and transparency.



### BRIDGING THE WIDENING GAP

- IGGalaxy will provide an environment for creators, players and teams to thrive, supporting the pipeline from grassroots all the way to the top tier.
- Through regular competitions, innovative features and a rewarding incentive-based model, IGGalaxy will close the widening gap between the professional and general ecosystem.
- As significant investment in esports organisations continue, there will be a real need for platforms that produces the very best content creators, esports players and teams.



# IGGalaxy



# IGGALAXY

IGGalaxy has a wide range of functionality and tools designed to provide a vastly improved user experience over anything that has been available to date.

## IG PLAY

Function: To provide a dedicated place for competitive gaming in IGGalaxy, connecting gamers, teams and competitions for supported esports games.





## OBSERVATORY

Function: To connects users with game video content (GVC) by providing an interactive, engaging, and seamless viewing experience. For viewing competitions, the Observatory will combat fragmentation of broadcasting platforms used.

- Through the integration of Twitch and YouTube, the Observatory will provide a dedicated space to easily follow and view live competitions in IGGalaxy.
- Observatory will also provide entertaining and relevant curated static video content.
- This will provide a place for esports players, teams, and creators to meet, view and interact.

## IG CHAT

Function: Key social component, providing a communication tool which allows users to connect and build relationships. IGChat is an in-built messaging service that allows for one-to-one and one-to-many communication, creating more seamless competitions and a sense of community.

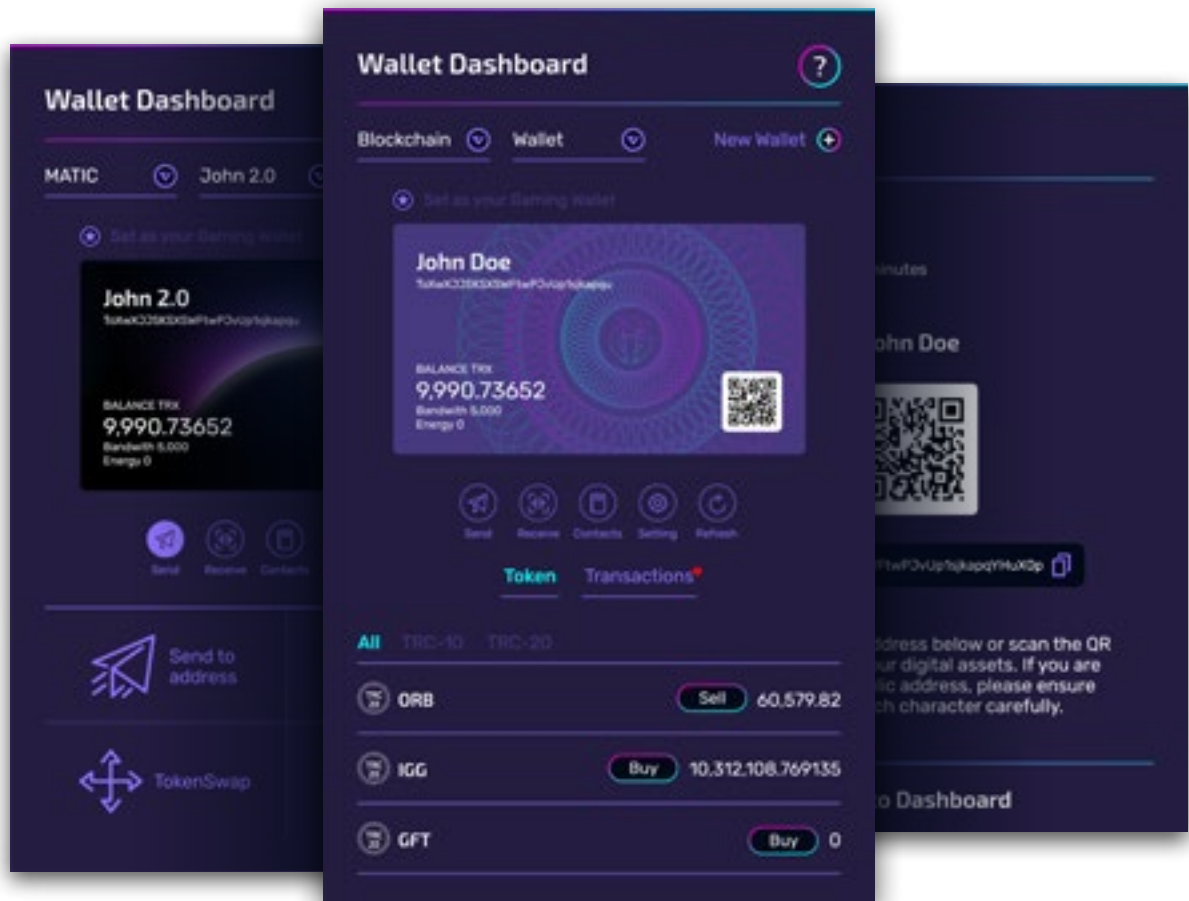


- Various chat types, including peer-to-peer and group chats
- Compatibility with text, numbers, special characters and emojis
- Ability to share media (images, gifs and videos)
- Mentioning users (@) with notifications
- Ability to message users directly from public chat or user's profile
- IGPolice moderation tools



## IG WALLET

Function: In-built multi-chain digital wallet which enables management and use of digital assets without the requirement for third-party browser extensions. IGWallet enables direct token transactions and use for payments, games, earning rewards and interacting with the IGGalaxy.



- Encrypted multi-chain digital wallet
- Create and import wallets
- Safely store and export seed phrases and private keys
- Send/receive tokens
- Name/rename wallet
- Sign transactions
- Interact with smart contracts & DApps



## GALACTIC GRAND EXCHANGE (GGE)

Function: Marketplace for the exchange of products and services between IG, partners and peer-to-peer.

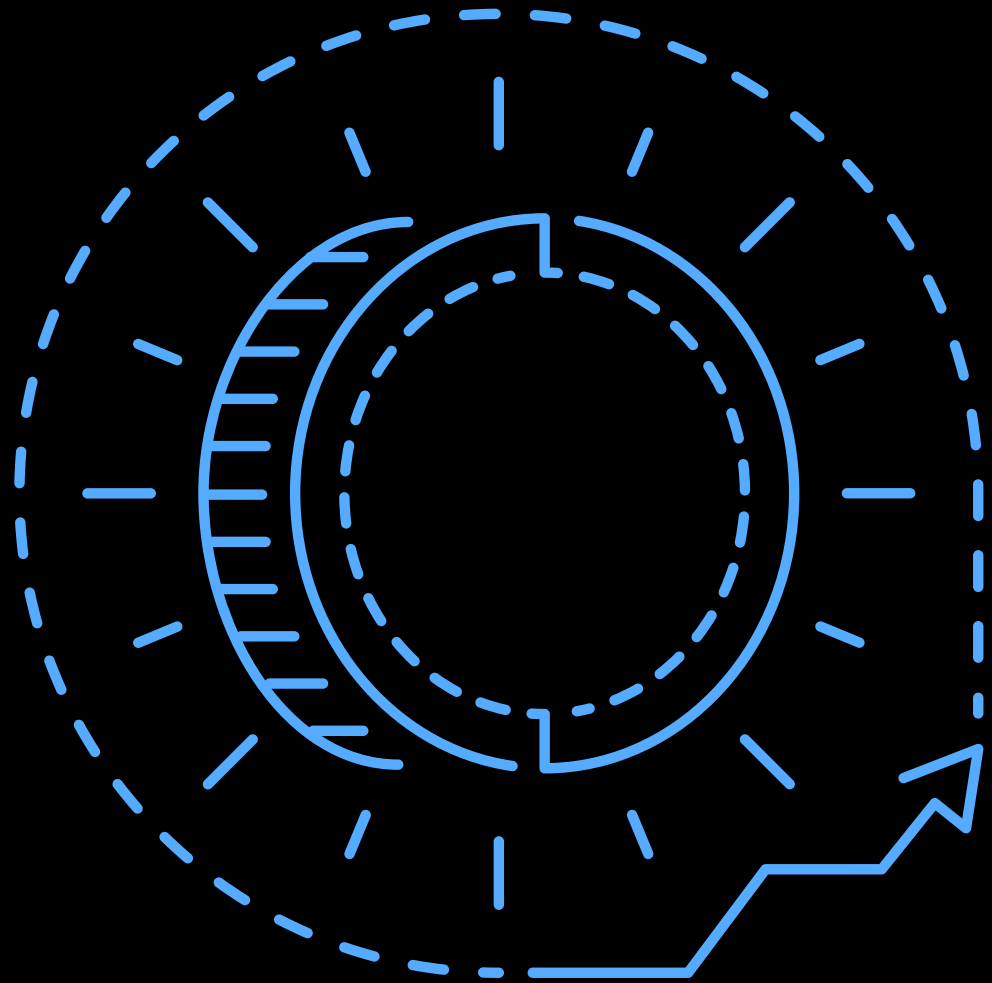
- Digital assets exchange (including both fungible and non-fungible assets)
- Market for products and services
- Buy now (offer & acceptance) and auction functions

## IG LABS

Function: Connects gamers and teams with blockchain technology, providing a gateway to interacting with this very nascent technology. IGLabs creates another layer to the IGGalaxy token economy, introducing non-fungible tokens and DApps to the ecosystem.



- Power capsules to generate ORB
- Third-party DApp integration
- Quests
- Bounties
- Mini-games



# IGGalaxy Tokenomics



# IGGALAXY TOKENOMICS

A token economy (tokenomy) enables incentives to be programmed directly into distributed systems against user behaviours, transforming the potential applications of the technology from purely technical to socio-economic innovations. Traditional intermediary economies often face issues of value lost in the process due to economic rent, whereas token economies provide the benefits of cost reduction and disintermediation.

The digital token economy within the IGGalaxy is a value creation and exchange mechanism that plays an important role in aligning the incentives of the ecosystem participants. This empowerment and alignment through tokenisation provides new forms of socio-economic value. The design of the IGGalaxy token economy is focused on creating opportunities and value by removing the barriers to enter the 'esports' industry, whilst ensuring value is retained within the system.

In addition to providing a new model that will support sustainability, value creation and monetisation; adopting a distributed token economy and blockchain technology in IGGalaxy also solves multiple problems in esports and the wider competitive gaming space, including, but not limited to:

- Non-payment or significant delays in the distribution of tournament prize money and player compensation.
- High fees for cross-border payments, making it expensive to distribute prize pools and player compensation internationally.
- Risky contracts, with players often having no representation. These contracts often can result in fraud, misrepresentation, and misinterpretation.

As we demonstrate the potential of token economies through utility and value creation for network participants, such as gamers who are well equipped to understand virtual economies, we aim to catalyse the adoption of blockchain technology. This will provide the emerging technology vast exposure to a total addressable market of over 2.5 billion gamers.



## BENEFITS OF BLOCKCHAIN



### REAL TIME TRANSACTION

Fast peer-to-peer interactions. Since these transactions take place in a global network of computers, they are completely indifferent of your physical location. Therefore, a user is able to propagate a transaction to another user who is located on the other side of the world immediately.



### COST EFFECTIVE

Elimination of third party transaction processes or conversion commission; very low fees.



### SECURE

A decentralised network of data transfers supported by cryptographic signatures. It is a secure method of storing some of our digital information and executing agreements within the ecosystem.



### TRANSPARENT

Holdings and transactions of each public address are open to viewing, ensuring genuine integrity toward stakeholders and the wider community.



### RELIABLE

No regulatory changes within the transactional system, ensuring smart contracts maintain their status of being reliable for all parties within the ecosystem.



## MATIC NETWORK – HOME TO IGGALAXY'S TOKENOMY

- ⦿ IGGalaxy's token economy is powered by Matic network.
- ⦿ Ethereum is the second largest blockchain platform, behind Bitcoin. However, it has well known scalability constraints as the congestion crisis continues to cause slow and expensive transactions.
- ⦿ Matic Network is a leading Layer 2 scaling solution for Ethereum, which can eliminate the current bottleneck with only a small fraction of the transactions will be processed and validated by the main chain.
- ⦿ It achieves scale by utilising sidechains for off-chain computation while ensuring asset security using the Plasma framework and a decentralised network of Proof-of-Stake (PoS) validators.
- ⦿ IGGalaxy's token economy, smart contracts and blockchain architecture is powered by the Matic network.
- ⦿ Matic provides incredible scalability, throughput and cost-effective transactions which will enhance the Intergalactic experience.
- ⦿ Matic provides IGGalaxy increased scope for collaboration, development tools and future use cases.
- ⦿ IGGalaxy will also operate as a Validator node on the Matic network, maintaining the security and efficiency of the Matic network for over 80+ DApps.

## AN INTEROPERABLE FUTURE

- ⦿ While Matic will be central to powering IGGalaxy, we believe that the future of the blockchain industry will evolve into many layers of networks which are interoperable.
- ⦿ As this happens, you can expect IGGalaxy to support numerous prominent blockchains and the tokens that exist on those networks.
- ⦿ This will be in line with our mission to converge blockchain and gaming, subsequently establishing a thriving token economy that provides opportunity to IGGalaxy's growing global community.



## DUAL TOKENOMICS

Tokens in IGGalaxy will exist on the Ethereum mainchain as an ERC20 token, which will be mapped to Matic's layer 2 network.

### IGG Token



Name: **IG Gold**  
Ticker (Abbreviation): **IGG**  
Type: ERC20 Token

Maximum Supply:  
50,000,000,000\*

### ORB Token



Name: **ORB**  
Ticker (Abbreviation): **ORB**  
Type: ERC20 Token

Maximum Supply:  
1,000,000,000\*

*\*Please note that the actual total supply for both IGG and ORB tokens are less as they are deflationary assets, with the total supply reducing over time.*

IGGalaxy implements a dual tokenomy for the core operational components. The key reasons behind this are:

- ◉ Resolves the governance issues that arise from using the same token for 'governance' and 'operations'.
- ◉ Dual tokenomy allows for the core purpose of each token to be separated, allowing for more tailored and effective individual token economies to be implemented.
- ◉ With the token used for operations requiring greater liquidity, it would be easier for a malicious actor to accumulate a significant number of that more frequently traded token on the open market. Therefore, using this same token for governance could threaten the IGGalaxy ecosystem. Through the distinct separation of these tokens, that risk is dramatically reduced.



## TOKEN UTILITY

### IGG Token

IGG is the operational token required across IGGalaxy, used to drive value exchange between market participants to form a token economy for content, social competitive gaming and esports. It will be the token required for a range of use cases, from payment of smart contract obligations and paid platform features.

Below, we have summarised some of the implemented and planned use cases for IGG:

### IGG Use Cases:



#### Subscriptions

- Pay a recurring monthly fee to upgrade account from free to premium, providing greater access, features and benefits.



#### Prize Pools IGG:

- IGGalaxy's Tournament Creation Module (TCM) incorporates our proprietary prize pool distribution infrastructure to provide a fast and cost-effective reward mechanism for competition organisers. This enables all participants to receive rewards.
- Other tokens on supported blockchains may be used for some competitions, requiring IGG fee to be paid.



#### Entry Fees/Deposits

- To reduce the players and teams entering tournaments and not attending promptly or at all, an issue that plagues the amateur competitive gaming scene, certain tournaments will require an entry fee to be paid in IGG. This also supports the operational costs of the competition organiser, such as prize pools and moderator fees.
- Other tournaments may be free but may require a deposit of IGG tokens to be paid, to be returned after the completion of the tournament.



### Establishment of Teams

- To ensure an optimal balance between players and teams in IGGalaxy, along with ensuring commitment to building and growing teams – an IGG fee will be required to establish a team.
- Users will still be able to create teams for free (Tier-1), allowing for participation in team-based competitions



### Team-Player Contracts

Teams can offer contracts to players to represent them. This will essentially set out what is expected from each party over an agreed period.



### Player Transfers between Teams

Teams can use IGG to 'purchase' players who are signed to another team, similarly to traditional sports.



### Team Ownership Transfer Agreements

As more teams with strong brands are built in IGGalaxy, team owners will be able to sell ownership of their team.



### GGE – Products/Services

- Galactic Grand Exchange (GGE) is IGGalaxy's marketplace where IGG will be used as payments of products and services.
- The scope of what can be provided in GGE is quite broad. For example, a gamer may exchange their IGG for coaching sessions, digital items or merchandise.



### Loyalty & Reward Mechanisms

Incentivisation through rewarding mechanisms that distribute IGG to users for carrying out specific actions, for example referral scheme reward for inviting friends to IGGalaxy.



### Third-Party Apps & DApps

IGG tokens will be integrated into external applications and DApps (apps that operate on a decentralised network). This will enhance IGG's broader utility and distribution.



### ORB Generation

Users can store their IGG in IGLab Power Capsules for up to 30 days to produce ORB tokens for IGGalaxy. t



### Transaction Fees in IGGalaxy

Any operational feature interacted with in IGGalaxy will require a transaction fee to process. We will be implementing a feature that will allow users in IGGalaxy to transact solely with IGG. This will eliminate the need for an additional token for gas/energy/bandwidth.



### Swap Crypto Assets

Exchange IGG for other crypto assets.t

## ORB Tokens

IG ORB is the operational token in IGLabs and governance token of IGGalaxy. ORB only enters circulation through distribution via IGLabs. ORB is generated by storing IGG in 'Power Capsules' for a fixed period of time; this is the only way it enters circulation. The core use cases for ORB include:

- Enabling participation in community voting and governance, such as introduction of new games and IGGalaxy Improvement Proposals (IIP).
- Operational token in IGLabs – NFT creation, processing resources, establishing clans and taking part in quests.
- ORB can also be sold back to IGLabs at any time for a fixed rate. This currently 5 IGG per ORB token.



## INCENTIVE MECHANISMS

Incentive mechanisms aim to encourage desirable behaviours amongst the IGGalaxy market participants playing a crucial role in ensuring long-term stable outcomes by the alignment of participants through optimal allocation of resources and mutual benefits.

Incentive mechanisms include:



### **IGGalaxy Prize Pool Fund:**

For competition organisers to host and manage their events in IGGalaxy and to provide a great experience for participants.



### **Moderator Fund:**

Used for training and rewarding those that serve as 'Guardians of IGGalaxy', ensuring efficient competition operations and community engagement. Through building a pool of Guardians, competition organisers can easily recruit top tier moderators for their events.



### **Creator Fund:**

Used to incentivise content creators (bloggers, vloggers, game streamers, casters, influencers) to produce content for IGGalaxy around topics for IGNews and Observatory.



### **Referrals:**

Provides users with an incentive to invite their friends to IGGalaxy. Bringing new users will increase the value of the network as more users participate in the IGGalaxy gamified token economy.



### **Bounties:**

Rewards will be offered to users in return for carrying out specific actions. This will include challenges or tasks that will enhance our users' experiences, whilst also motivating them to return to IGGalaxy.



## DEFLATIONARY MECHANISMS

Deflationary mechanisms provide value to the IGGalaxy tokenomy through reducing the overall supply of tokens over time. The effect of these mechanisms is enhanced as the number of users increase and platform activity grows. Naturally, we will see incentive mechanisms play a complementary role with the aim of encouraging users to interact with these smart contracts and features, further increasing demand and enhancing the deflationary effect.

For IGG, the core operational token of IGGalaxy, we must ensure that deflation of the total supply is not too aggressive as it must remain relatively liquid for its purpose. A sustainable deflation of the total IGG supply over time will provide value to all IGG holders as there will be less tokens in existence. We aim to reduce IGG's total supply by 50% over the next five-to-10 years, as network effects amplify our implemented and planned deflationary mechanisms:



### Buy-Back & Burn

Use of a proportion of IGGalaxy Validator rewards and revenue generated to buy back IGG from markets and burn from existence.



### Transactions in IGGalaxy

In IGGalaxy, Matic network fees will be paid in IGG:  
 The amount of IGG required to be paid = matic gas fee value of IGG at time of transaction + an additional service fee set by IGGalaxy.  
 The service fee will feedback into incentive mechanisms, with a small percentage being burned automatically.



### Smart Contract Services

Many smart contract services will also have integrated deflationary mechanisms where a percentage of the IGG transaction is burned from existence, reducing the total supply.

For example, 'IGGLabs Power Capsule': 0.2% of IGG stored per capsule is burned

For ORB tokens, we have a highly deflationary mechanism, whereby 50% of all ORB tokens sold to IGLabs are burned. The remaining 50% is retained by Intergalactic Gaming Ltd.

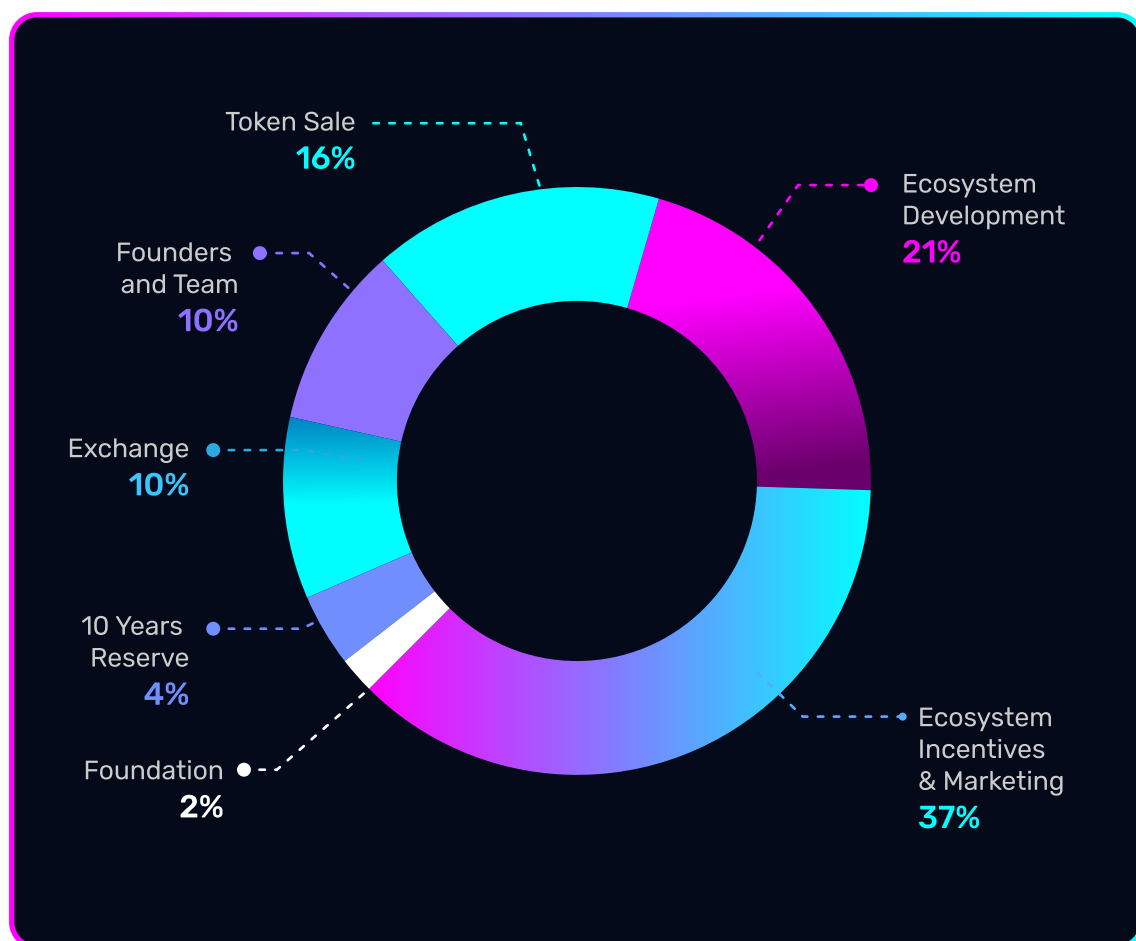


## REPUTATIONAL MECHANISMS

Our reputational mechanisms ensure trust is maintained throughout IGGalaxy, avoiding value leakage so that transactions between strangers remain efficient enough to support the viability and thus integrity of the token economy.

Our reputational system will work to incentivise users to act in a way that is beneficial for the network as a whole, such as leaving high quality reviews about opponents, moderators, competition organisers or service providers. Beyond reviews, there will be other trust building tools and mechanisms integrated to facilitate trust between stakeholders, such as smart contracts.

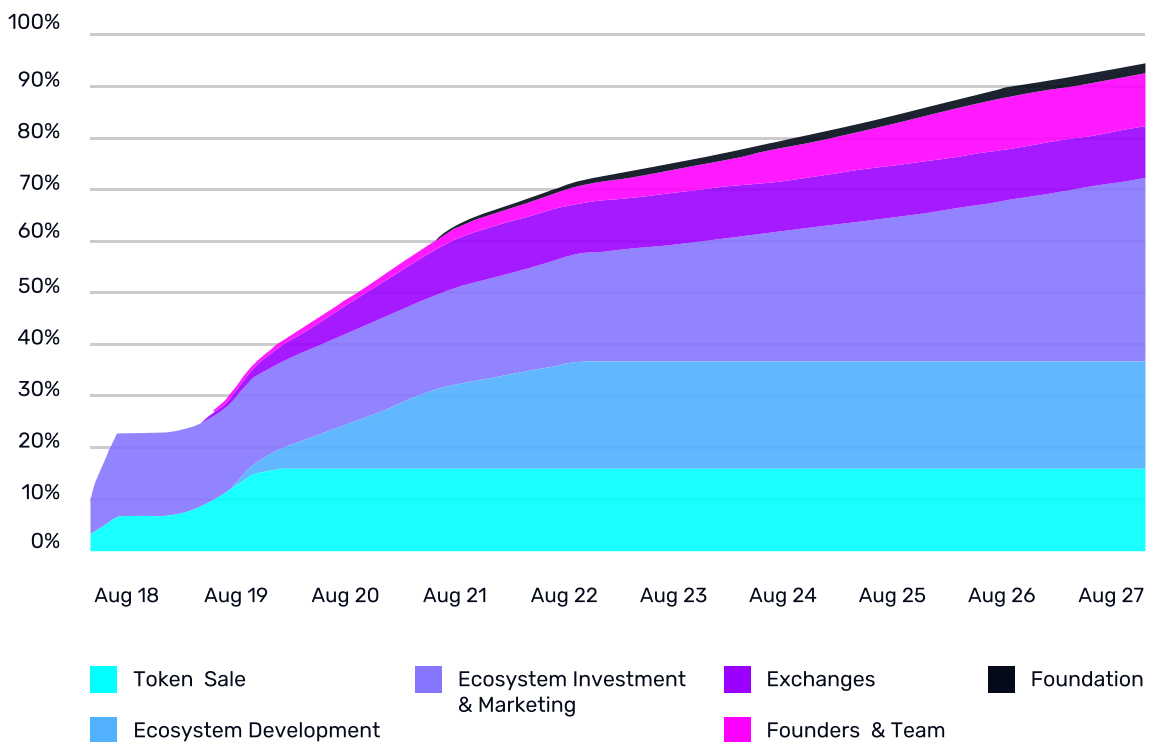
## TOKEN ALLOCATION





## TOKEN RELEASE SCHEDULE

To provide the market with enough liquidity, and necessary stability, IG will aim for a moderate inflation target. The initial phase of the IG token economy will involve an expansionary token supply policy, where the circulating supply will increase over time and will follow the adoption rate of the network. This policy is a mechanism to keep the value less prone to volatility and therefore encourage the usage of the token as a medium of exchange and sustainability of the ecosystem.



## TYPE OF TOKENS IN IGGALAXY

While IGG and ORB are the core tokens within IGGalaxy's tokenomy, there will be other tokens supported in IGWallet and subsequently IGGalaxy. The two key base types of cryptographically secured tokens you can expect to see in IGGalaxy are provided below:

### Fungible Tokens

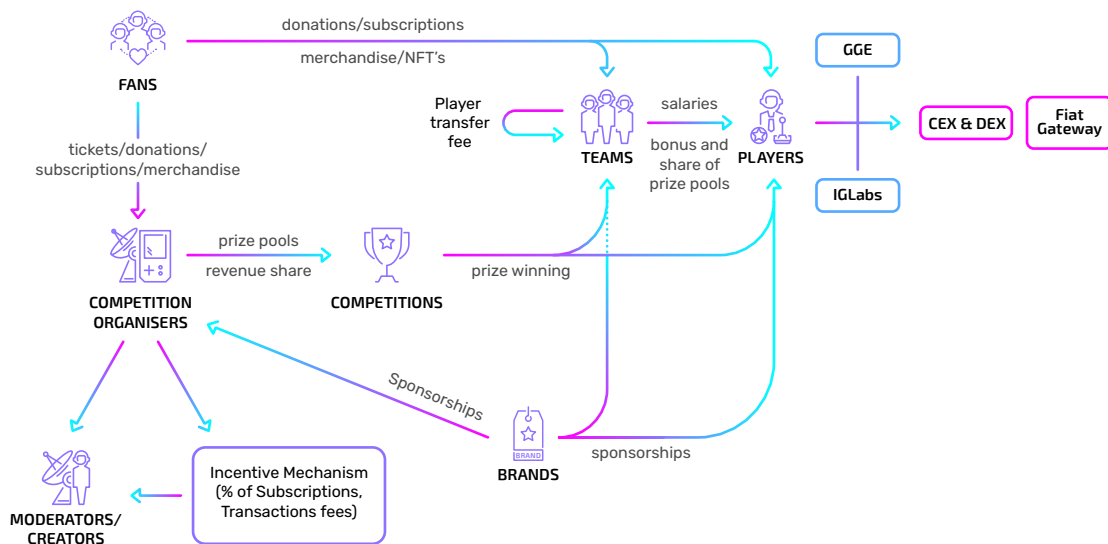
Fungible tokens are interchangeable: a token can be exchanged with any other token of the same type. Fungible tokens are divisible, uniform and can be tokens with a variety of applications. IGG and ORB are both fungible tokens, just like Ethereum.



## Non-Fungible Tokens (NFT)

- An NFT is a special type of cryptographic token which represents something unique. The metadata of NFT's describe what the asset represents and how individual characteristics makes this asset different from all the rest.
- NFT's will be incorporated across IGGalaxy as they provide further disruptive use cases, effective marketing for brands and exciting benefits for holders. IGGalaxy will provide its own proprietary NFT's, alongside integrating third-party assets.
- More information on this type of token within the IGGalaxy will be revealed when appropriate.

## TOKEN FLOW: VALUE EXCHANGE CHAIN





# BUSINESS MODEL



# BUSINESS MODEL

Intergalactic Gaming is a UK based limited company with the following key revenue sources:

## SUBSCRIPTION

- ◉ IGGalaxy operates on a freemium subscription model allowing users to access basic features at no cost. This means that users are able to try out the platform, such as playing in free entry tournaments and earning IGG.
- ◉ For access to greater functionality and premium benefits, however, the user would need to pay a recurring monthly subscription fee.

## ADVERTISING & SPONSORSHIP

- ◉ Global advertising revenues are rapidly shifting away from traditional media to digital. We will offer brands of all sizes the opportunity to use IGGalaxy as a means to engage and grow their community.
- ◉ We will work with select brands in meeting their marketing objectives through the ability of using gaming and esports as a means to directly address a large and identifiable audience.

## SALE OF PRODUCTS/SERVICES

- ◉ Users will be able purchasing modular services offered by us, on a one-time basis. This provides the flexibility to our users who may just want the functionality or benefit provided from that individual service.
- ◉ In addition to the direct sale of services, revenue will be generated from the sale of products, such as IG merchandise.
- ◉ The Galactic Grand Exchange (GGE) will enable the sale of third-party products or services in the IGGalaxy, where IG will receive a small transactional fee.

## TRANSACTION FEES IN IGGALAXY

- ◉ Additional revenue will be made through a 'service charge' for any transactions made through third-party fiat gateways.
- ◉ This will also occur for IGGalaxy's feature which allows users to transact and trigger smart contracts within IGGalaxy using IGG as a fee.





# WHO IS IGGALAXY FOR?

IGGalaxy's target audience will be the early adopters and influencers between the ages of 18-to-25. This group contains the most gamers that regularly play multiplayer games to socialise and compete. They also seek, discover and set new trends as they strongly influence both those above and below their demographic.



**Gamers** can participate in a variety of competitions via the IG platform (tournaments, leagues and other custom formats. They will have the ability to compete individually, to represent a team, or a combination of two.

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**Teams** can be established with squads relating to specific esports titles the team may specialise in. The platform can be used to recruit players with the objective of winning tournaments and earning IGG and other rewards. Some teams may even recruit for non-endemic roles, such as content creators, social media staff and so on. Eventually, teams may be signed by professional esports organisations or take this step up themselves.

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**Content Creators** will produce and import various forms of engaging content that can be shared throughout IGGalaxy in order to generate both views and revenue from their audience.

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**Observers (viewers and fans)** will be able to consume content directly on the IGGalaxy; by and large, this will be in the form of video, commentary and text. Consumption may be free or in some cases may require payment in IGG tokens for access to exclusive content, for example. Observers may also earn IGG tokens for watching voluntary advertisements or supporting new content.



**Competition Organisers** may create private or public customisable competitions using IGGalaxy. They can use IGG Tokens for rewards, which are automatically distributed upon conclusion of the tournament, in a quick and cost-effective manner.



**Brands** such as advertisers and sponsors will use IGGalaxy for promotional purposes. They may also sponsor gamers, content creators, teams, competition organisers and others, with the key objective of attracting the attention of the respective target audience; this can be through an activation of some sort, such as a product placement.



**Service Providers** will have the ability to market and offer their services in exchange for IGG tokens; this includes moderating, management, graphic design and video editing, to name a few.

## Strategies



**Community-driven**, focusing on growing a passionate community of adopters who will drive organic growth for IGGalaxy.



**Social media marketing**, will target digital natives that habitually use a variety of social media platforms.



**Influencer/Affiliate** marketing to generate exposure to communities through collaborating with athletes, celebrities, musicians, vloggers, bloggers, affiliates and other influencers.

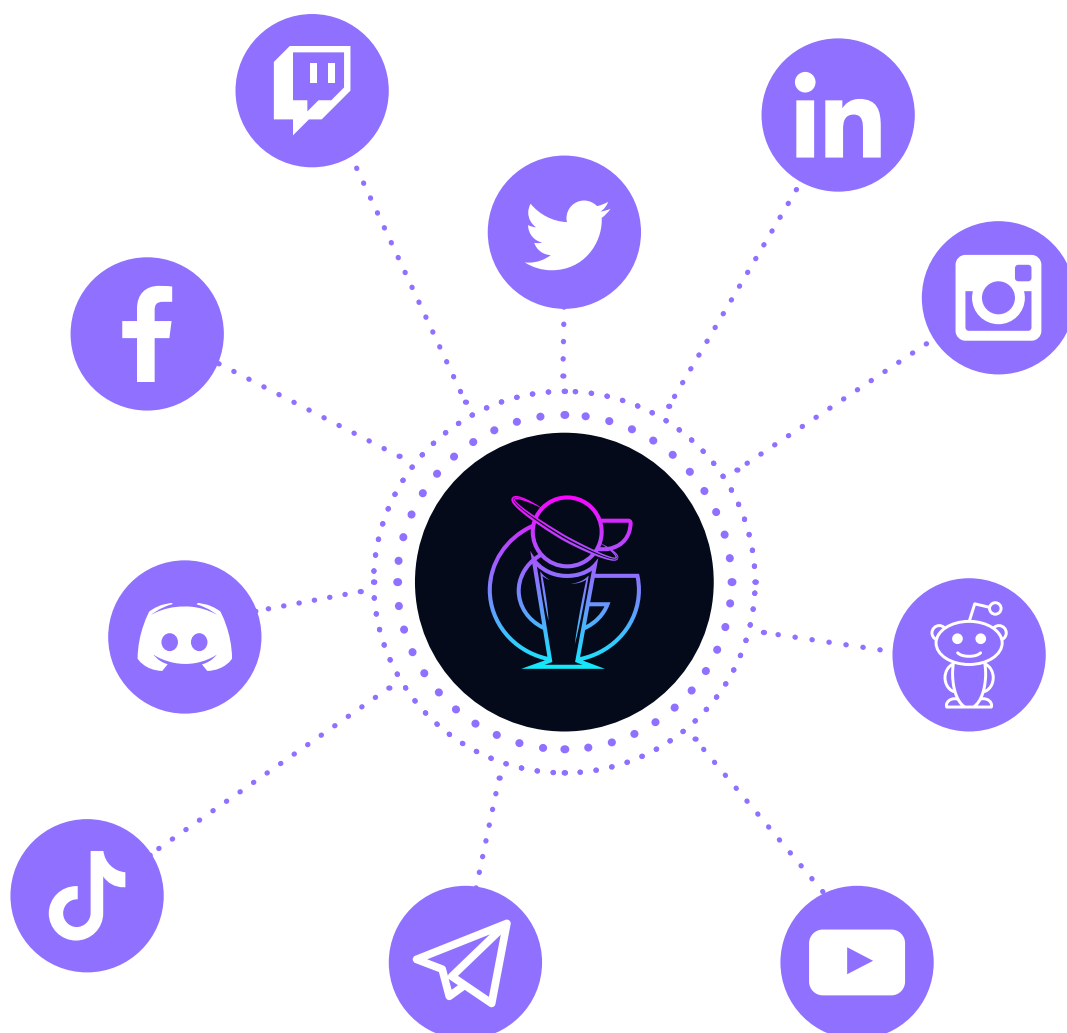


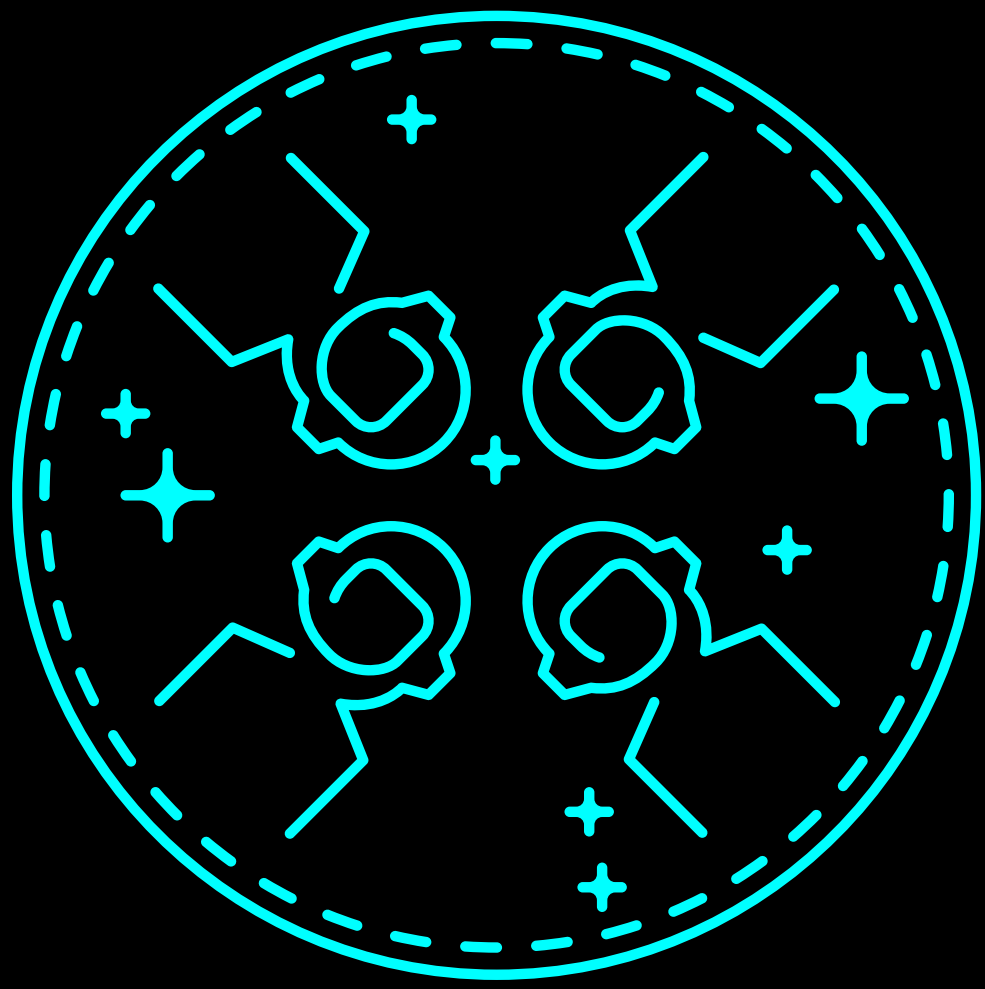
**Content marketing** using engaging content designed to provide significant value and attract wider audiences to the IGGalaxy.



**Strategic partnerships** that create value for our users by partnering with both endemic and non-endemic brands.

## Channels





TEAM



# Team

## CORE TEAM

Josh Robson - Joint Founder and Managing Director

Naeem Shabir - Joint Founder and Managing Director

Jamie Bell - Lead Developer

Simon Gatenby - Senior Developer

Jane Gong- Developer

Musa Saidy - Communications

Avanti Sukma - UX/UI Designer

Match Seinkiewicz - Graphic Designer

## ADVISORS

Jonathan Ellis (Commercial)

Lavantha Wickramaratna (Network Infrastructure)

Phil Watkins (Blockchain Advisor)

## LEGAL

Bird and Bird

## FINANCIAL

UHY Accountants

We have and will continue to use a selection of contractors and agencies to ensure we can deliver the product that our target audience is so desperately crying out for,. This is in addition to continuing to build a strong team and supporting network.

*\*This page will be updated and is currently in draft form*



## THE CHALLENGES



# THE CHALLENGES

When innovating and building something new that operates at the intersection of nascent industries, there are naturally challenges that must be addressed.

The key challenges for IGGalaxy include:

## ◉ REGULATORY

- ◉ Due to the infancy and nature of the esports and blockchain industries, there is a lack of standardised regulations and legal certainty.
- ◉ We have appointed a top legal firm to help us manage and navigate through any potential regulatory hurdles.

## ◉ SKILLS AND EXPERIENCE

- ◉ To ensure we deliver the product that our target audience is so desperately crying out for, we must build and maintain a strong team and supporting network.
- ◉ The broader and greater depth of skills and experience will provide more value to our execution. We will continue to sustainably strengthen our team, advisors and supporting network

## ◉ FINANCE

- ◉ As with most start-ups, funding is a challenge and is often a reason why businesses fail.
- ◉ Intergalactic Gaming as a business must grow to a point where revenue generated off-sets operational costs (break-even point).
- ◉ Financial forecasts and planning enable us to reduce this risk.



## COMPETITORS

- There are other platforms that offer gaming tournaments, all with their own 'unique' value proposition.
- Consistently and carefully listening to our users, watching our competitors and being at the forefront of innovation and user experience will help us to keep our proposition ahead of the competition.

## TECHNOLOGY

- Whilst wanting to take advantage of the abilities of emerging technology, we must acknowledge that there will be certain hurdles to face until the technology matures. Considerable time is required to research and develop cutting-edge techniques to execute the features and utility of IGGalaxy.
- Usability is still a great issue for end users, as the process of acquiring, selling and transferring tokens provides a barrier to entry for many. The technology must, therefore, provide an effort-free seamless experience to reach adoption.
- Although we are witnessing the adoption of cryptocurrencies across more industries, they have also been heavily scrutinised, particularly within the media. We must ensure that we can educate gamers and demonstrate the benefits of the technology when used positively.



# Legal Representations

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To the maximum extent permitted by the applicable laws, regulations and rules, neither the Company nor any of its employees or advisors shall be liable for any indirect, special, incidental, consequential or other losses of any kind in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this LitePaper or any part thereof by you.

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By accessing and/or accepting possession of any information in this LitePaper or such part thereof (as the case may be), you represent and warrant to the Company as follows:

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(b) you agree and acknowledge that this LitePaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this LitePaper;

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(d) you agree and acknowledge that this LitePaper, the subscription of the Tokens, or the potential future trading of the Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Company, the IGG Tokens, the IGG Token Sale and the underlying assets (each as referred to in this LitePaper);

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(f) you agree and acknowledge that in the case where you wish to purchase any IGG Tokens, the IGG Tokens are not to be construed, interpreted, classified or treated as:

- (i) any kind of currency other than cryptocurrency;
- (ii) debentures, stocks or shares issued by any person or entity;
- (iii) rights, options or derivatives in respect of such debentures, stocks or shares;
- (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- (v) units in a collective investment scheme;
- (vi) units in a business trust;
- (vii) derivatives of units in a business trust; or (viii) any other security or class of securities.

(g) you are fully aware of and understand that you are not eligible to purchase any IGG Tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America;

(h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(i) you are fully aware and understand that in the case where you wish to purchase any IGG Tokens, there are risks associated with the Company and its respective business and operations, the IGG Tokens, and the underlying assets (each as referred to in the LitePaper);

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(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of the Company;

(l) other factors beyond the control of the Company; and

(m) any risk and uncertainties associated with the IGG Token, and/ or the Company and its business and operations, the IGG Tokens, the IGG Token Sale and the underlying assets (each as referred to in the LitePaper).



All forward-looking statements made by or attributable to the Company, its employees or other persons acting on behalf of the Company are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of the IGG Token and/ or the Company to be materially different from that expected, expressed or implied by the forward-looking statements in this LitePaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this LitePaper. Neither the Company nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of the Company will be as discussed in those forward-looking statements. The actual results, performance or achievements of the IGG Token and/or the Company may differ materially from those anticipated in these forward-looking statements. Nothing contained in this LitePaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the IGG Token and/or the Company. Further, the Company disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the Future.

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The image features a dark blue background with a central graphic. At the top, a vertical dotted line descends from the edge, passing through two small white circles. Below these, a large dotted circle is centered. Inside this dotted circle is a solid circle with a gradient border transitioning from cyan on the left to magenta on the right. The words 'THANK YOU' are written in white, uppercase, sans-serif font in the center of this solid circle. A small magenta rocket icon is positioned on the left side of the dotted circle, appearing to travel along its path. At the bottom of the image, three concentric, semi-transparent white arcs are visible, suggesting a horizon or planetary surface. The overall design is minimalist and modern.

THANK  
YOU