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Welcome to SHRAPNEL, the world's first blockchain-enabled first-person shooter (FPS) game, developed by a BAFTA and Emmy award-winning team of game industry veterans at NEON. SHRAPNEL presents a rich set of player-creation tools, combining combat, creation, curation, and connection into a community where players own the platform and decide its future.
OPPORTUNITY

Since early 2000, we’ve been thinking about a competitive, multiplayer FPS that players could mod and make their own. But the technology necessary to support the transaction volume and attribution complexity of such a game was out of reach.

Now, blockchain makes it all possible. SHRAPNEL will be the first moddable AAA FPS game entirely on chain, using new capabilities to empower players to collectively own the game and its future roadmap. Blockchain provides an approachable system to earn real money – sell and trade, play and win, create and own. Finally, with the SHRAP token and a blockchain-powered game economy, gamers can have the opportunity to be rewarded for the time they spend doing what they love.

The time is right. A generation of hundreds of millions of players has been raised on Minecraft and Roblox. They are getting old enough to earn and spend their own money – and are likely to choose competitive multiplayer games that also fulfill their desire to create and share with a community their own age. SHRAPNEL’s player-creation tools are designed for them, with a more realistic look and real-world value.

As the first competitive multiplayer FPS that empowers players to create, trade, and truly own their player-created content on the chain, SHRAPNEL has the potential to be the next industry-defining FPS franchise for a massive generation of players and creators.
In the world of SHRAPNEL, a massive asteroid called 38 Sigma has collided with the moon, causing lunar meteorites to bombard a 500-kilometer-wide band around the Earth. The area, which becomes known as the Sacrifice Zone (The Zone), is left uninhabitable and walled off from the rest of the world.

The world speculates about what is being uncovered by the teams of paramilitary contractors guarding The Zone. Rumors swirl of a mysterious material called Compound Sigma that allows quantum mechanics behaviors to manifest in the classical physics realm. Nations and corporations begin assembling their own Mercenary Extraction Forces, or MEFs, to venture into The Zone. Chief among them is VELDACHA CORP. (V-Corp), a company that quickly corners the market on new technology born from these world-changing discoveries. Enter the players: MEF Operators battling in the bloody war for control over The Zone and its many secrets.
GAMEPLAY

In SHRAPNEL, players are tasked with finding and extracting valuable resources, entering the The Zone as Operators for one of the MEFs. Many other operators are also vying for these resources in The Zone, resulting in a tense, high-stakes, competitive environment that encourages risk-taking and rewards skill.

Players outfit their Operators with gear to fit their desired playstyle before entering The Zone. Gear (in the form of NFTs) is dropped on death, forcing players to weigh constantly shifting odds of success in every choice they make. In addition to the gear dropped by Operators killed in action, players can also collect the mysterious Compound Sigma. After collecting their loot, players must fight their way to one of several contested extraction locations – and survive long enough to escape and claim it as their own. Successfully extracted loot (NFTs) are then placed in the player’s persistent inventory, which the player uses to build their loadouts in future sessions.

As the player pool shrinks and extractions become more dangerous, every choice becomes meaningful. Strategies will evolve, alliances will emerge and crumble, and the stakes will rise – with potentially dire consequences.
Players can choose one of three Operator classes: Assault, Survivalist, or Infosec — each with its own skill-based progression tree. As players develop their Operators, they unlock a range of abilities and specialized equipment to improve their play. Weaknesses in one class can be complemented by strengths in other classes, encouraging dynamic strategies and alliances.

For players who are new or want to experiment without jeopardizing their equipment, a temporary Contract Operator character is available for lower-risk / reward play.
SHRAPNEL’s strategic gameplay centers on how players create their loadout from both the gear they’ve extracted in previous sessions and the equipment they craft themselves. Equipment ranges from the low-tech, dependable weaponry of Contract Operators to the devastating but failure-prone advanced technology of a Corporate MEF. As players get to know the strengths and weaknesses of each type of equipment, they can remix gear to customize their loadout.

**WEAPONS**

SHRAPNEL features several weapon classes with meaningful differences in playstyle. Players may disassemble weapons for parts that they can use to craft customized weapons, which can be sold in the SHRAPNEL Marketplace and on secondary markets.

**ARMOR**

Armor provides defensive bonuses as well as utilities. Players can mix and match pieces from different sets.

**CONSUMABLES**

These single-use items, such as grenades and med kits, are not tokenized, so they are not tradable with other players. This means players need to think carefully about how to prioritize looting and using them.

**TECHNOLOGY**

Technology — such as night-vision goggles and information-gathering devices — assist players but are not consumed on use. Technology expands the scope of play by offering new ways to interact with maps and plan fights.
PLAYER-CREATED TOURNAMENTS

Enterprising players can create their own tournaments within SHRAPNEL, making the rules, defining terms, and promoting their events. These high-stakes competitions offer both tournament creators and competitors opportunities to earn rewards.

PLAYER MISSIONS

All players can participate in goal-oriented missions related to extraction gameplay, content creation, and marketplace participation, with the opportunity to receive SHRAP Token rewards.
CREATION

Player-created content is key to the SHRAPNEL experience. Our professional-grade creator tools, built using the same Unreal technology we use for the game, will allow anybody to quickly get started creating their own SHRAPNEL content. Players can mint that content into non-fungible tokens (NFTs), trade it in the SHRAPNEL Marketplace, and earn rewards based on its popularity.

BASE ASSETS

To make it as easy for anyone to create high-quality and SHRAPNEL-ready vanity items, we will pre-seed the marketplace with a collection of base assets.

VANITY

Players are able to create their own vanity items and set a price and unique quantity. Their creations can then be added to and promoted within the SHRAPNEL Marketplace. Five classified vanity materials will be offered with a limited total supply. Vanity items made with these rare materials will include their own unique in-game expressions.

MAPS

Map design and development is fundamental to the SHRAPNEL platform, economy, and player experience. Players will be able to create their own maps using both SHRAPNEL-provided base assets and prefabricated assets that offer novices a jump-start on creating high-quality content.
COMMUNITY

Community involvement drives gameplay and development at every stage in SHRAPNEL.

GOVERNANCE IN DEVELOPMENT (DAO)

We will invite our community to make decisions on the world of SHRAPNEL, including design, roadmap, and aesthetics. Players who participate more will have more input in these decisions, reflecting the ethos of decentralized projects and encouraging high engagement.

We will share our development progress openly with our owned social channels, including web, Discord, and Twitter, adding more channels as the community grows.

DISCOVERY

Using SHRAPNEL’s creator tools, the community is empowered to build a library of NFTs to use in-game, share with the community, and trade with other players. The process of promoting and discovering the best items and maps in this constantly expanding collection is critical to the creator ecosystem.

SHRAP staking drives discovery for all player-created content. Anyone can stake their SHRAP on vanity items and maps, which increases their discoverability. Stakers, creators, and other stakeholders receive SHRAP rewards based on how well content performs.
MEF HEADQUARTERS

Players will be able to join various MEFs, whose headquarters will be built into the game loops in the pre-game/post-game lobby. Within the HQ, members will be able to access MEF collective resources within their game sessions via an armory, show off their creative skills, and relax between games. HQs will showcase MEF gameplay achievements and stats and serve to promote content created by members, both within the HQ and to players outside of it.

MEF owners benefit from more players joining, and owners can completely customize the appearance of their HQ, which will be discoverable within the game to entice new members. MEF owners will have a variety of tools to allow players to use their resources for the good of the community.
As players participate in SHRAPNEL, they will take part in an innovative reputation system. A player’s overall Reputation Score will be based on three facets: Play, Creation, and Community.

Players with high scores within these areas earn rewards such as in-game boosts or new modding capabilities. A higher total Reputation Score will make a player’s profile and content more discoverable in maps and the SHRAPNEL Marketplace, which can lead to more opportunities for rewards.

The reputation system is designed to reward positive interactions as well as police negative behavior, including “time out” or “mute” time for players. Repeated bad behavior will result in a ban from SHRAPNEL.

**CREATOR REPUTATION**
Marketplace peer rankings and sales (quality) and contribution activity (quantity).

**PLAYER REPUTATION**
In-game skills and good sportsmanship.

**COMMUNITY REPUTATION**
Treatment of others in SHRAPNEL and its owned social channels and contributions to the community.
The Shrapnel economy will allow several personas to participate in the ecosystem through play, creation, ownership, and governance, with incentives v persona.

The interplay between each persona creates a virtuous cycle of collaboration, discovery, and ever-increasing economic activity as more people participate.

**PLAYERS**
Players can buy gear, extract it from game sessions, and sell it in the SHRAPNEL Marketplace for SHRAP.

**CREATORS**
Creators can make anything from vanity items to customized weapons, maps, and map objects as well as profit from the economic value they create.

**CURATORS**
Curators who successfully discover great content for the community to enjoy will also share in the spoils.

**LAND OWNERS**
Land owners who make an upfront commitment to the ecosystem will receive a fair proportion of the value creation.
Governance
• DAO and sub-DAO votes / platform governance
• Voting on player-created content

Running Validators
• Payment to validators; fees subsidized by the Shrapnel protocol at no cost to end users
• Stake SHRAP on validator nodes in the Shrapnel subnet

Minting & Medium of Exchange
• Pay fees in SHRAP to mint player-created content, i.e. maps, prefabs, skins and vanities
• SHRAP is the default currency on the Shrapnel marketplace

Rewards
• Player-created content / gameplay
• Content discovery participation
SHRAP will be issued as an ERC-20 token and deployed on Avalanche shortly afterward. At the token genesis event (TGE), 3 billion SHRAP tokens will be created as the total token supply, which will never increase. No other tradable tokens are anticipated to be created or minted. SHRAP tokens will be distributed and unlocked as follows:

**TOKENOMICS**

33% COMMUNITY REWARDS

27% TEAM AND ADVISORS

20% SEED TOKEN HOLDERS

7% STRATEGIC TOKEN HOLDERS

5% PUBLIC SALE

3% MARKET MAKING AND LIQUIDITY

5% ECOSYSTEM FUND
**Ecosystem fund and community rewards unlock schedules subject to change. Although community rewards are unlocked, these rewards will be released to the community based on an asymptotic function to ensure that community rewards are provided during the long-term operation of the platform. Vesting contract for community rewards will be deployed to the Avalanche C-Chain and locked until the SHRAPNEL subnet is live, at which point they will be migrated and vested.**

### Unlock Schedule and Timing

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<th>Unlocked at TGE</th>
<th>CLIFF (MONTHS)</th>
<th>Linear Unlock After Cliff (MONTHS)</th>
<th>Total Unlock From TGE (MONTHS)</th>
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<td>Community Rewards *</td>
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### Shrap Unlock Schedule

![Shrap Unlock Schedule](image-url)

- **Market Making and Liquidity**
- **Public Sale**
- **Strategic Token Holders**
- **Team and Advisors**
- **Token Holders**
- **Ecosystem Fund**
SHRAPNEL MARKETPLACE

SHRAPNEL will have a robust, order-book style marketplace where buyers and sellers can trade all game assets. Bids and offers will be entered in a sophisticated peer-to-peer marketplace for each level of gear, generic and premium vanity items, maps, and land. All transactions will be settled in SHRAP tokens but bids and offers will be represented in USD equivalent.

STAKING AND REWARDS

SHRAPNEL incentivizes the community to find, curate, and promote the best player-created vanity items and maps. Anyone can stake on any map or vanity item to earn staking rewards based on NFT performance through a two-tier program:

- **Curation / Promotion**: At this level, content is available for promotion and staking. The best content will be promoted to the competition tier at regular intervals.

- **Competition Tier**: Content competes with other content according to its performance. People who contribute to competition-tier content by promoting, curating, or SHRAP staking are rewarded based on performance as well as the amount and timing of their contribution.
MAP REWARDS

SHRAPNEL’s map framework includes two categories of land: The Arena (curation / promotion land), and The Podium (competition land). The primary goal of map owners is to get their maps to the center of The Podium.

MAP PROGRESSION

Within The Arena, owners and curators can promote maps in order to attract players and SHRAP staking. As maps gain players and SHRAP, they increase in size and move closer to The Podium.
MAP PROMOTION / RELEGATION SWAPS

The Podium hosts a popularity-and-performance tournament with a regular promotion-relegation cycle. High-performing maps move toward the center and low-performing maps are pushed outwards. Land owners, curators, map owners, and stakers share in performance-based SHRAP rewards.

- **Top 6 Performing Arena Maps Are Promoted to the Podium**
- **Bottom 6 Performing Podium Maps Are Relegated Back to Arena**

If Performing Worse Than Top 6 Arena Maps

VANITY REWARDS

Community members who stake SHRAP on vanity item NFTs will be rewarded based on their price and volume performance.

MISSION REWARDS

All players will have an opportunity to receive SHRAP rewards at regular intervals by participating in goal-oriented missions.
VALUE DRIVERS BY PERSONA

PLAYER FLOW

Burn Gear (not extracted)

Burn Gear

Gear Won / Lost

SHRAP / Gear

SHRAP / Vanity

Market Making

Market Fees

Market Fees

VANITY MARKET

GEAR MARKET

PLAYER

PLATFORM

SHRAP Quest Rewards

SHRAP / Gear

MAP

CURATOR FLOW

Stake

SHRAP

Stake

SHRAP

Influence Map Staking Selection

Creator Rewards

Choose Map for Play

MAP

COMMUNITY STAKERS

CURATORS

PLATFORM

PLAYERS

TOKEN 19
PC core competitive FPS titles have revitalized the shooter genre, bringing high engagement, retention, and spending rates. FPS had the highest monthly active users (MAUs) out of all PC games in January 2022, according to data from Newzoo. PC shooters also boasted average daily play time of just over two hours. This strong engagement translates to revenues, as PC shooters see higher spend on average when compared to other PC titles. Much of this is driven by publishers experimenting with hybrid monetization mechanics, providing new player conversion and monetization avenues, leading to some of the highest revenue and conversion rates in the space. Games in the core competitive FPS genre show huge growth potential in the future, especially on PC and mobile.
ALL PC PLAYERS VS. PC SHOOTER PLAYERS

PC shooter players tend to belong to higher income brackets, spend more money, and spend more time in-game weekly than all PC players.

TOP 5 PC SHOOTER GAMES

- 32.80% Counter-Strike: Global Offensive
- 7.77% Apex Legends
- 9.45% Valorant
- 2.22% Escape from Tarkov
- 2.61% PUBG: Battlegrounds

MONTHLY ACTIVE USERS

- 75% PC players
- 100% PC shooter players

MONTHLY SPENDING

- 29% PC players
- 34% PC shooter players

HOURS SPENT PLAYING AVERAGE 6 - 10 HOURS WEEKLY

- 13% PC players
- 19% PC shooter players

WHILE ENGAGING IN THE TOP 5 PC SHOOTER GAMES, PLAYERS:

- Generated Revenue: 36,896MM $$$
- Streamed: 9.02MM HRS
- Watched: 252.3MM HRS
## TOP PC SHOOTER FEATURES

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**Phase 00: Reserves**

**REWARDS AND RECOGNITION**
- **SOCIAL** Comms channels established
- **ECHO COMPANY** Elite SHRAPNEL community members
- **COMMUNITY** Voting and execution begins

**Phase 02: Surplus**

**ASSET OFFERINGS**
- **CALLSIGNS** Reserve your operator name
- **LAND** Host and promote maps
- **GEAR** Equip your operator
- **RESOURCES** Craft high-tier gear

**Phase 04: Deploy**

**PLAY THE GAME**
- **OPERATOR QUALIFIERS** Incentivized competitive gameplay trials
- **GAMEPLAY** Playable extraction mode
- **CREATOR REWARDS** SHRAP distribution for content performance

**Phase 01: Campaign**

**SHRAPNEL PLATFORM**
- **TOKEN** SHRAP token
- **OPERATOR ACCESS** Platform features, community groups, and dev team
- **COMMUNITY** Town halls and dev diaries

**Phase 03: Build**

**CREATOR TOOLS AND REWARDS**
- **VANITY TOOL** Create your unique style
- **MAP TOOL** Expand the world of SHRAPNEL
- **MARKETPLACE** Mint NFTs and trade assets

**ROADMAP**

**COMING SOON**

**IN PROGRESS**

In Active Development
TECHNOLOGY

GAME TECHNOLOGY

SHRAPNEL's game technology creates the foundation for an outstanding player experience, innovative creation opportunities, and vibrant community. We've chosen technology partners that will help us achieve AAA quality, first-class security, and robust operational support.

UNREAL ENGINE 5

For the past decade, the team at NEON has developed award-winning AAA titles across multiple generations of the Unreal Engine. Between our battle-tested expertise and the rapid community-wide adoption of the engine as an open-source solution, Unreal is the obvious choice for building SHRAPNEL. Unreal will also serve as the basis for the community's map creator tool, supporting player created content at every level.

BYFRON

Byfron's technology brings state-of-the-art security to the PC gaming environment, making our game nearly tamper proof in the launcher.

ANYBRAIN

Anybrain detects when players are using mechanisms to cheat beyond trying to tamper with the game's code directly. A classic example is the use of aimbots, which Anybrain can detect with high confidence, using only interaction data. SHRAPNEL is partnering with Anybrain to build new models to detect fraudulent player behavior.
BLOCKCHAIN TECHNOLOGY

Blockchain technology powers SHRAPNEL's rich token ecosystem that offers incentives for multiple types of players. Players can take in-game assets with them across supported public blockchains for true ownership.

AVALANCHE

We decided to develop on an Avalanche subnet due to its usability, accessibility, and security features. Avalanche enables SHRAPNEL to provide best-in-class performance with its unique subnet architecture, innovative Snowman consensus, and unparalleled safety guarantees.

While many blockchains have substantial carbon footprints, Avalanche is one of the few that is Net Zero, sharing our ethos of minimizing environmental impact.

With Avalanche’s sub one-second settlement time and low transaction fees, we can ensure a great user experience across our platform. Its subnets enable excellent performance while maintaining decentralization with moderate validator hardware requirements. Players can easily move crypto assets in and out of SHRAPNEL’s platform with atomic swaps, an innovative and secure cross-chain transfer technology.

AMBER GROUP

Hong-Kong-based Amber Group, a global crypto financial services provider, will provide SHRAPNEL with a suite of institutional-quality products and services. Amber will provide Designated Market Making services for SHRAP after the token launch, helping ensure ample liquidity and price stability. Amber will assist SHRAPNEL with token treasury management and in-game market-making to avoid token price disruptions in the broader markets.
Avalanche uses just 0.0005% of the amount of energy consumed by the Bitcoin blockchain, and only 0.0028% of that of the Ethereum network.

*A Data from Crypto Carbon Ratings Institute
Our team has been purpose-built for the success of the SHRAPNEL project. Collectively, we bring decades of video-game experience, deep fintech and crypto knowledge, and advice from top experts in transmedia and the military.

LEADERSHIP TEAM

MARK LONG
Chief Executive Officer
Former CEO of Meteor (Hawken) and Zombie Studios (Blacklight, America’s Army, Spec Ops), Long is a 27-year game industry veteran who has produced more than 32 titles on every platform from SEGA Genesis to Oculus Rift, including some of the first free-to-play games on console. Long is a thought leader in cloud gaming, creating and leading Microsoft’s xCloud and acquiring the gaming-as-a-service platform Playfab to accelerate time-to-market of the service.

DON NORBURY
Head of Studio
From the genre-defining franchises of Star Wars, Indiana Jones, Bioshock, Sunset Overdrive, and Crackdown to the sports-fan lifestyles of Madden NFL and NASCAR, Don has built teams, orchestrated globally distributed development, and redefined creative boundaries across platforms and the player experience for 17 years.

COLIN FORAN
Head of Game
Colin has created compelling interactive experiences with innovative technology for more than a decade. Developing mobile, indie, and AAA titles across a range of platforms, he has contributed to franchises such as Halo, Killer Instinct, Sunset Overdrive, and Crackdown. Most recently, he served as creative director and project lead for HBO’s Emmy-winning Westworld VR: A Delos Experience.
AARON NONIS
Head of Platform

Aaron has a track record of bringing together world-class talent to change interactive entertainment. His projects range from the Microsoft XNA initiative that rejuvenated indie game development to HBO NOW and the Emmy-winning Westworld VR.

MARK YEEND
Head of Marketing and Community

Mark has contributed to more than 75 games on every platform, from handheld to consoles to augmented reality. His BAFTA and GANG award-winning work includes beloved franchises such as Star Wars, Harry Potter, The Sims, and Halo. Mark managed large central-service teams at Xbox before directing interactive R&D at HBO.

NAOMI LACKAFF
Head of Partnerships

Hailing from HBO, where she produced interactive and immersive products based on the Game of Thrones and Westworld franchises, Naomi is an industry veteran with an ear to the ground on all things gaming and production.

CALVIN ZHOU
Head of Business Development

Calvin is a seasoned professional in media and tech venture capital, with a focus on blockchain initiatives. A tech entrepreneur with a background in hedge funds and investment banks, Calvin has a passion for investing in cutting edge technologies and cryptocurrencies.
**JOSHUA DAVIS**  
**Head of Experience**

With 20 AAA game credits to his name, Joshua has led experience teams for Electronic Arts, Irrational Games, 343 Industries, Microsoft, High Fidelity, and Amazon. He has stewarded franchises such as *Madden NFL, Tiger Woods PGA Golf, EA Sports MMA, Superman, Bioshock, Halo, Harry Potter*, and more. Joshua holds a design patent for Microsoft and a THEA Award for contributions to *The Wizarding World of Harry Potter*.

**FRANCIS BRANKLIN**  
**Business Development Associate**

Francis previously worked as an aerospace engineer involved in SWARM technology, computer vision, autonomous UASs, and nature-inspired autorotation. In early 2011, a story about a man who bought pizza with 10,000 Bitcoins inspired him to start thinking about the potential frictions that cryptocurrency could solve. He’s been learning and following the industry ever since. Lured by the potential of smart contract platforms, he entered the gaming industry in early 2021 as an analyst.

**MARCUS JONES**  
**Senior Blockchain Developer**

Marcus spent his early career working in Systems and Network engineering on privacy-sensitive systems in the healthcare and finance industries. In 2017 he transitioned into the Blockchain industry, advising businesses on how to integrate the technology into their business model and how to overcome the challenges of the new decentralized future.
Neal Stephenson is a New York Times number one bestselling author of some of the most visionary science fiction of the last three decades. He conceived the metaverse in Snow Crash and anticipated blockchain in The Diamond Age. Neal is also the former futurist at Magic Leap and a member of Blue Origin's original technical staff.

Terry Spier is a video-game designer and creative director best known for designing four team-based tactical shooter games in Ubisoft’s The Division franchise, with more than 20 million copies sold. Terry has more than 20 years in video games. Prior to Ubisoft, he was a designer on action games such as Deadpool, Transformers, and The Bourne Conspiracy for Activision.

Ali "Myth" Kabbani is a storied brand within the gaming community, a Twitch leader, and one of the most well-respected personalities in live-streaming today. With more than 21 million followers across social platforms, Myth has parlayed his success as a Fortnite pro to the broader gaming community. Straddling the line between competitive — he’s reached the top tiers of numerous games — and entertaining, Myth consistently surprises and delights his audience.

Derek Kolstad is a screenwriter and producer best known for creating the John Wick franchise. His future projects include adapting more video-game franchises to film and television, including Hitman, Splinter Cell, and Just Cause.
William Yang is an expert in business development, product management, and strategy. He was the founding member of Unity Technologies Korea and helped Unity create a cross-platform solution enabling casual, MMORPG, mobile, PC, and console games development on current and emerging platforms for Korea’s dynamic games industry. He was also a Director of the Samsung Strategy Group and brings a plethora of relationships in Korean markets.

Mike Wilson, a luminary in the video-game industry, is the leader of Devolver Games publishing business, with previous executive roles at Good Shepherd Entertainment, id Software, Ion Storm, Gathering of Developers, and Take-Two Interactive. He has also produced several films.

Geoff Hayes is CTO and co-founder of Compound Labs, building new use cases for Ethereum blockchain technology, with an emphasis on the financial sector.

Jason Hollingshead is President and COO of The Sedona Group and formerly spent a decade on Navy SEAL Team 6, the nation’s premier counterterrorism unit. He received his business education at Norwich, the University of Texas, and the Wharton School of Business. Jason has a passion for strategic optimization and on-the-horizon technologies.
Ken Cron is Chairman & CEO of Coin Operated Group, a holding company that incubates, acquires, and operates companies across the spectrum of crypto/blockchain markets, including games, NFTs, DeFi and DAOs. Ken has extensive experience in building and growing businesses. In the gaming industry, Ken previously served as Chairman & CEO of Vivendi Universal Games (now Activision Blizzard) during the release of World of Warcraft, as well as Chairman of Midway Games (publisher of Mortal Kombat) and Chairman & CEO of Uproar Games.

Jesper Kyd is a BAFTA award-winning composer, one of the most celebrated in video games. His work includes music for Assassin’s Creed, Borderlands, Darksiders, Hitman, and State of Decay.

Jay Chang is the co-founder of Genopets, a revolutionary free-to-play move-to-earn NFT that empowers people to profit by living an active lifestyle, one of the most anticipated NFT drops to date. Jay has more than 10 years of experience in product management.
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SPECIAL NOTE REGARDING FORWARD-LOOKING STATEMENTS

This white paper contains forward-looking statements. All statements contained in this white paper other than statements of historical fact, including statements regarding our future operating results and financial position, our business strategy and plans, market growth, and our objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “potential,” “continue,” “anticipate,” “intend,” “expect,” “could,” “would,” “project,” “plan,” “target,” and similar expressions are intended to identify forward-looking statements.

Forward-looking statements contained in this white paper include, but are not limited to, statements about:

- Our future financial performance, including our expectations regarding our net revenue, operating expenses, and our ability to achieve and maintain future profitability;

- Our business plan and our ability to effectively manage our growth;

- Anticipated trends, growth rates, and challenges in our business, the cryptoeconomy, and in the markets in which we operate;

- Market acceptance of our products and services;

- Beliefs and objectives for future operations;
Our ability to further penetrate our existing customer base and maintain and expand our customer base;

Our ability to develop new products and services and grow our business in response to changing technologies, customer demand, and competitive pressures;

Our expectations concerning relationships with third parties;

Our ability to maintain, protect, and enhance our intellectual property;

Our ability to continue to expand internationally;

The effects of increased competition in our markets and our ability to compete effectively;

Future acquisitions of or investments in complementary companies, products, services, or technologies and our ability to successfully integrate such companies or assets;

Our ability to stay in compliance with laws and regulations that currently apply or become applicable to our business both in the U.S. and internationally;

Economic and industry trends, projected growth, or trend analysis;

Trends in revenue, cost of revenue, and gross margin;

Trends in operating expenses, including technology and development expenses, sales and marketing expenses, and general and administrative expenses, and expectations regarding these expenses as a percentage of revenue;

Other statements regarding our future operations, financial condition, and prospects and business strategies.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our operating results, financial condition, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties, and assumptions. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business
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You should not rely upon forward-looking statements as predictions of future events. The events and circumstances reflected in the forward-looking statements may not be achieved or occur. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, performance, or achievements. We undertake no obligation to update any of these forward-looking statements for any reason after the date of this white paper or to conform these statements to actual results or revised expectations, except as required by law.

MARKET AND INDUSTRY DATE

Unless otherwise indicated, information contained in this white paper concerning our industry and the markets in which we operate, including our general expectations, market position, market opportunity, and market size, is based on information from various third-party industry and research sources, as well as assumptions that we have made that are based on those data and other similar sources, and on our knowledge of the markets for our products and services. This information involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. While we believe the market position, market opportunity, and market size information included in this white paper are generally reliable, information of this sort is inherently imprecise. In addition, projections, assumptions, and estimates of our future performance and the future performance of the industry in which we operate are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results to differ materially from those expressed in the estimates made by the independent parties and by us.

This white paper contains statistical data, estimates, and forecasts that are based on industry publications or reports generated by third-party providers, or other publicly available information, as well as other information based on internal estimates.