The Layer Game Platform & Studio

Introduction for Investors

"Someone said that the world's a stage.
And each must play a part."

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The Layer Game Platform enables the development of fully-decentralized peer-to-peer games with economies powered by digital assets/NFTs that have 1) *in-game utility* and 2) *real-world market value*

These *Layer Assets* can be produced and earned by players through actions within the game and transacted without requiring underlying cryptocurrency transactions

Key Features of *The Layer Game Platform*

|	
1. Development Platform for Decentralized P2P Games	2. Games Played Over Private Layer DENET Networks
3. In-game Digital Assets with Real-world Market Value	4. Interfaces into Multiple NFT/Crypto Blockchain Networks

Layer Platform-based games are fully decentralized, and their architecture differs significantly from that of traditional client-server based games

Client-Server-based Games

Game Server

Player 1 Client Device

Player 2 Client Device
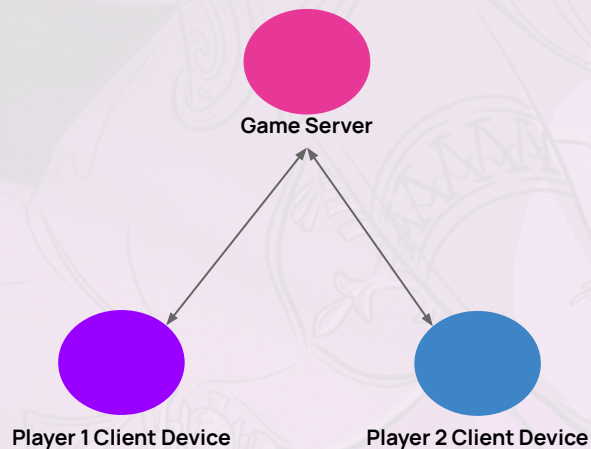
Central source of authority and failure—All decisions made by and all digital assets controlled by central authority ie. game developer

No control or visibility over data usage once it leaves the device

Real world market value dependent purely on centralized trust in the game developer (and technology providers)– difficult to interface with digital asset / crypto NFT networks

Layer Platform-based Games

Game Developer
Layer Vault

Player 1
Layer Vault

Player 2
Layer Vault
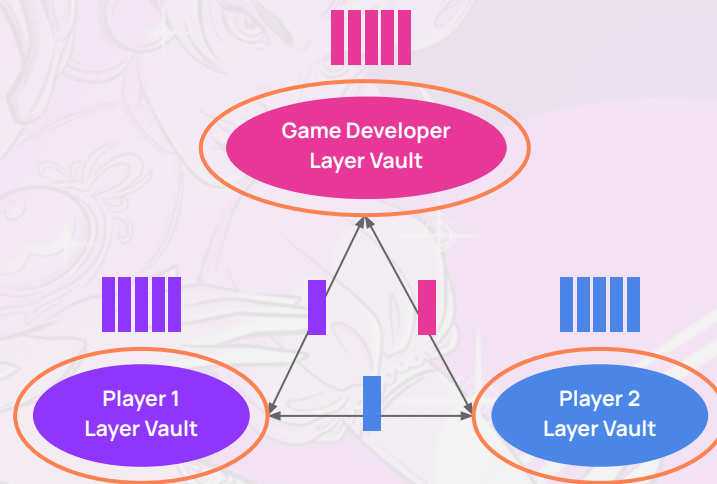
Fully decentralized - each Participant can verify and audit all Lydion Data Asset transactions independently

All digital assets and user data remain under owner's control
Full control and visibility of assetized data and its usage throughout the network

Real world market value determined by fully decentralized consensus from each game participant, with optional interfaces into multiple digital asset / crypto NFT markets

The *Layer Game Platform* enables lightweight, private networks for the games to operate on and interfaces to transact digital assets among players and real-world markets

1. **Natural Markets:** Traded directly in-game or on real-world markets (Amazon, Gamestop) through the game's Layer DENET

2. **Crypto NFT Markets:** Traded as NFTs on multiple blockchain networks with the game's private Layer DENET as an intermediary
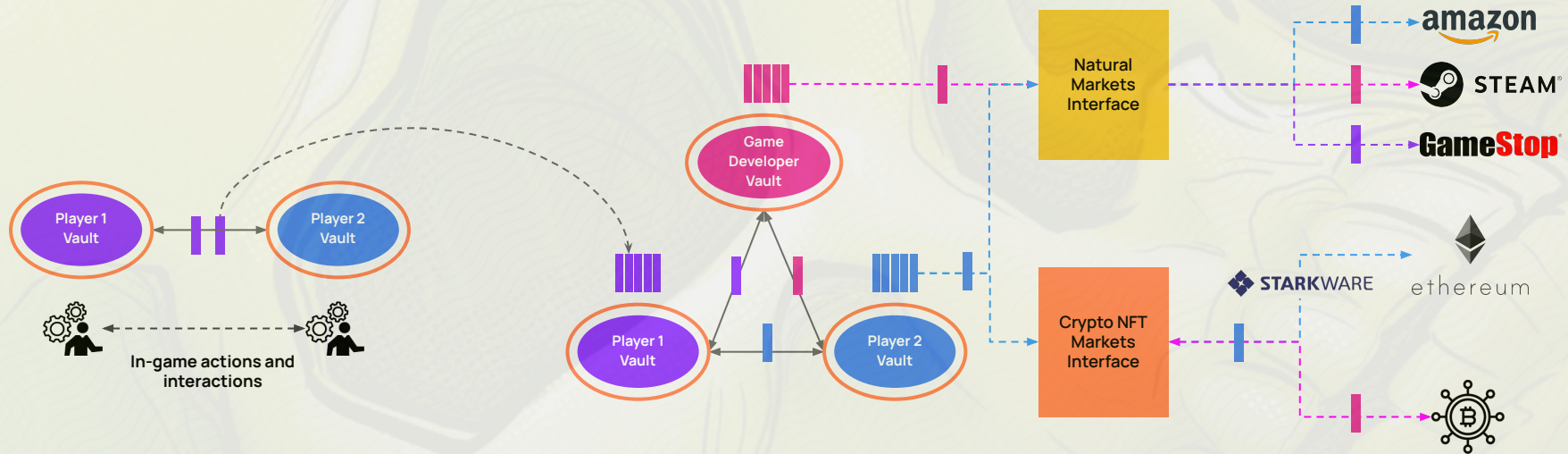
Digital Assets generated as "Proof of Work" of virtual and real-world actions and interactions by Players through their Layer Vaults

Digital Assets stored and transacted over the Layer Game's private DENET among Players and the Game's Developers

The Layer Platform offers interfaces into various Natural and Crypto NFT Markets enabling transactions for the Layer Game's assets

The *Layer Game Platform* has two types of customers: Players and Game Developers

Players (or Game Participants)

Individuals who participate in games built using the Layer Gaming Platform

1. Each Participant has a Layer Data Vault representing their participation in each Layer-based game they play

2. Layer-based Games offer opportunities to participate in a game's economy without having to play the game itself.

More details follow in *Appendix: Player Types*

Game Developers (and Publishers)

Who want to use the Layer Game Platform to:

1. Develop fully decentralized games **OR**

2. Enable their existing games to feature digital assets with real-world value through integration with the Layer Platform's Economy Engine.

More details follow in *Appendix: Layer Game Types*

Game developer interest in games featuring virtual economies that produce digital assets with real-world markets (such as NFTs) is growing rapidly* — but there are barriers to the mainstream adoption of these technologies and associated business models for game development

Technical Barriers	Game Design & Economic Barriers
1. Centralized Design Patterns	4. High Operating Cost and Volatility
2. Tethered to Existing Game Development Platforms	5. Gameplay and "Fun Factor" Concerns
3. Tight Development Timelines & Budgets	6. Games Portfolio Development & Management

*See the Appendix: Market Details slide for market sizing data and data sources

The Layer Game Platform addresses the key barriers that game developers face in the adoption of decentralized games featuring digital assets with real-world markets

Barriers to Adoption	Layer Game Platform Approach
Centralized Design Patterns	Native Development Platform for Decentralized P2P Games
Tethered to Existing Game Development Platforms Tight Development Timelines High Operating Cost & Volatility	Seamless Integration with Existing Game Development Platforms
	Interfaces into Multiple NFT/Crypto Blockchain Networks
	In-game Digital Assets with Stable Real-world Markets and Transaction Costs
Gameplay "Fun Factor" Concerns Games Portfolio Development	The *Layer Gaming Studio* Formed by Gaming Industry Veterans

*See the Appendix: **Layer Game Platform Differentiators** for more on differentiator for the Layer Game Platform*

Developers (Publishers) and Players (Participants) of Layer-based games can both tap into and earn a share of a combination of revenue streams* based on the specific type of game and its target audience

1. Digital Asset-based Revenue: Primary Transactions	2. Digital Asset-based Revenue: Royalties (Secondary Transactions)
3.Content Distribution-based Revenue	4. Subscription and Retail-based Revenue

*See the Appendix: Digital Asset Revenue Streams slide for details on the different transaction types that earns players and developers revenue.

Layer-based games offer significant gameplay and economic benefits to empower <u>all tiers of gamers</u>* while addressing concerns expressed by gamers around digital asset-based games

Economic Benefits	Gameplay Benefits	Data Control and Ownership
1. Earn revenue share from digital assets produced and transacted	1. Player actions generate valuable in-game assets—encourages collaborative gameplay and rich streaming content	1. Control and ownership over gamer data and digital assets through Layer Vault—built on Web3 principles
2. "Gamer Holy Grail": Play the game to pay for it and earn wages	2. Brings <u>new categories of users</u>* into gaming and cross-pollinates core and casual gamers	2. Control and audit-level visibility of all transactions of user data and digital assets
3. Participation in the decisions affecting the game's economy	3. Participation in the decision-making for the progress of the game's narrative	3. Perpetual control over data and digital assets that can outlast lifetime of the game
4. Access to multiple natural and crypto markets; not tied to single NFT network	4. Participation in strengthening anti-cheat / anti-hack processes	

See the <u>Appendix: Player Types</u> slide for details on the types of Layer gamers and their interactions
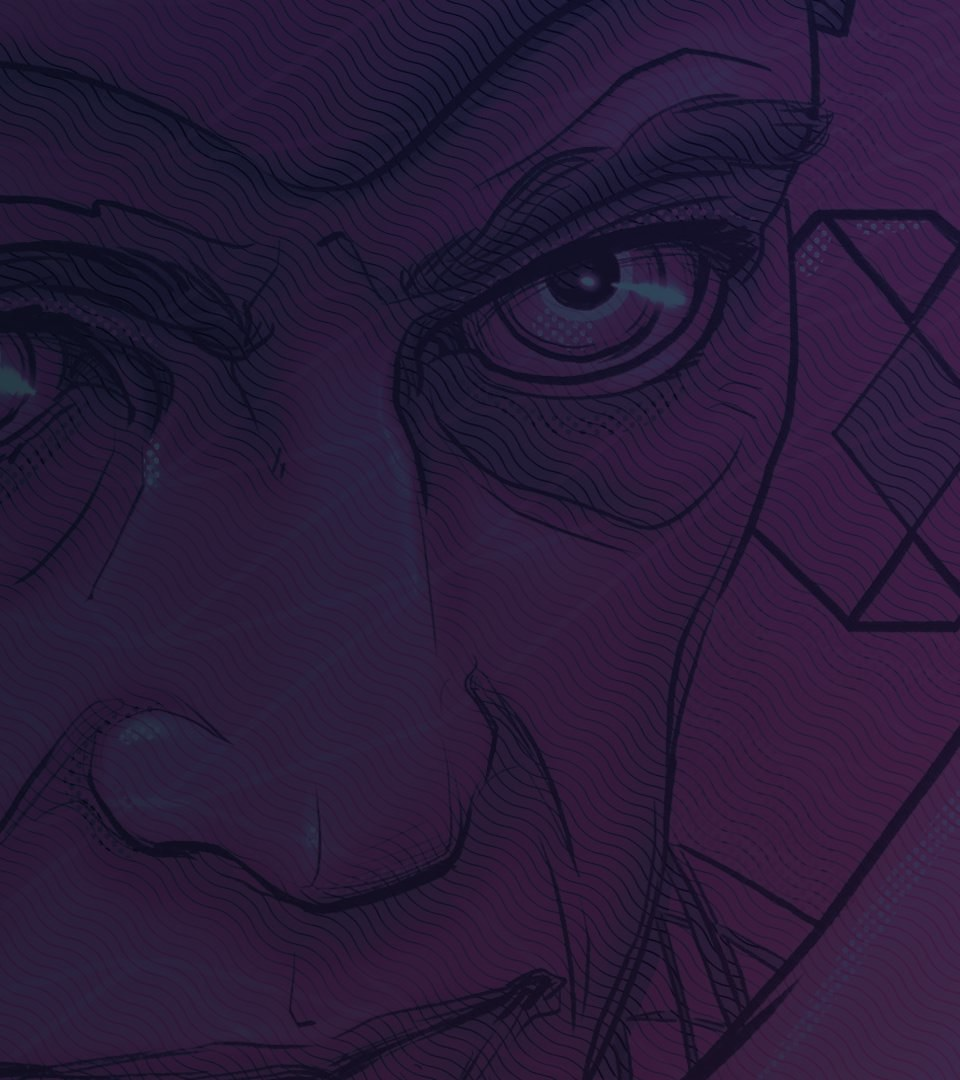
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The *Layer Game Studio** formed by veterans of the gaming industry to develop the *Layer Game Platform* and its portfolio of games—following a two-pronged growth strategy modeled after successful independent developers / publishers such as Epic Games and Valve

1. Developing the *Layer Game Platform* Technology	2. Developing a Portfolio of 1st Party and 3rd Party Layer-based Games
To be the best-in-class development platform for decentralized, p2p games with real-world economies.	Through partnerships with game developers and publishers

The overall *Layer Game Studio* portfolio strategy covers 3 types of games:

"Native" 1st Party Titles	"Native" 3rd Party Titles	"Economy-only" 3rd Party Titles

*The Layer Game Studio and Layer Game Platform are codenames, branding for the Studio and Layer Platform are to be finalized and announced.

The founding team and key partners of the *Layer Game Studio* comprise veterans of the gaming industry with strong track record of designing and publishing hit games, along with companies at the cutting edge of the development of Web3 and digital asset-based economic platforms

Arka Ray

Led product and business development at Xbox Live, founded companies focused on the creation of high-quality, original content, and co-invented the "Transactional Proof-of-Work" algorithms underlying The Layer Platform

Skaff Elias & Richard Garfield

Pre-eminent game designers of titles such as *Magic:The Gathering*, *RoboRally*, *Star Wars: TCG*, *Netrunner*, *King of Tokyo*, and *Keyforge*, pioneers of the Trading and Collectible Card Game genre

Peter Orullian

Led marketing for the Xbox and Windows gaming divisions at Microsoft, published novelist and accomplished music composer and producer, consulting expert on future gaming trends

The Data Economics Co.

Developers of the Lydion DEOS Engine that powers the *Layer Game Platform's* Data Asset Vaults and DENETs, and is used by 80+ enterprises across sectors including *Pfizer, BMS, Timberland, North Face, Schneider Electric, Delta, and the Govt. of India* to develop decentralized applications

Michele Svengsouk

Led branding, visual design, and illustration for major media companies including Disney, Netflix, and Penguin Random House; accomplished and recognized artist and illustrator across several independent works

Marketing Lead (TBA)
General Manager (TBA)

Key incoming hires (along with several others in game design, development, art, marketing) for the Layer Game Studio with several strong candidates in the pipeline.

The Layer Game Studio team is finalizing an M&A deal with *Popularium, Inc.* which will bring several technical, distribution, personnel, and branding assets (including the Studio's public brand) to accelerate the Studio's growth

Maelstrom, a digital Trading Card Game (TCG) *designed by Richard Garfield and Skaff Elias*, will be the showcase 1st Party title for the *Layer Game Platform's* launch portfolio

1. Fully Decentralized and P2P	Maelstrom will run on a fully decentralized p2p Layer DENET connecting Players, Traders, and other Participants (such as judges) together, and form temporary, smaller DENETs to connect the Players, as they play a specific match with each other, along with judges
2. Showcase for Digital Assets traded in Real-world Markets	Maelstrom will showcase several of the key features of the Layer Gaming Platform, including the robust real-world economy that can be developed around the generation and trading of digital assets created within the game
3. Digital Assets as NFTs on Multiple Natural and Crypto Markets	A key feature of Maelstrom will be the ease with which in-game assets (decks, cards) represented by Layer Data Assets will translate to NFT digital assets that can be traded directly over the Maelstrom Layer DENET or over cryptocurrency networks (such as Ethereum).
4. Liquidity for NFT/Cryptocurrency Owners	Cryptocurrency owners will be able to participate directly in Maelstrom, either by using crypto-assets to purchase digital assets to be used in the game (new decks, cards) or by "betting" crypto-assets on the outcomes

Maelstrom has several features that enable strong player engagement and revenue potential while showcasing the core functionality and differentiators for the *Layer Game Platform*

Gameplay and Tournament Features
Sealed Unique Decks
Compelling Gameplay and World-building
Trading Decks
Renting Decks
Hiring Other Players as "Deck Jockeys"

Economic and Community Engagement Features
Ownership of Decks and Cards via Lydion Assets & NFTs
Connection into Ethereum for Trading NFTs and Prizes
Community Deck Trades and Bets on Match Outcomes
Sequel and Derivative Games Building Franchise
Strong Viewer Engagement and eSports Potential

See the Appendix: Maelstrom Feature Details for more on each feature

Maelstrom's primary revenue model at launch* is based on Digital Asset transactions

Maelstrom Digital Asset Transaction Type	Revenue Share for Maelstrom Game / Studio	Function of Key Metrics
Primary Transactions: The Maelstrom game sells Digital Assets directly to Maelstrom Players / Participants	**60% - 70% of revenue earned by the Game / Studio** (less rev share)	1. # Released Decks 2. # Released Cards 3. # Matches Played
Secondary Transactions: The Maelstrom game / Studio earns a share of transactions among Game Participants: *a) Deck Trades, b) Card Trades, c) Deck Rental, d) Player Hires, e) Game Winnings, f) Bet Earnings*	**10% - 30% of revenue earned by the Game / Studio** (less rev share)	1. # Released Decks 2. # Released Cards 3. # Matches Played 4. # Bets Made on Matches

Other revenue models for Maelstrom can be based on a) Content Distribution, b) Subscription, c) Retail Sales to be explored in the future—**Content Distribution revenue streams especially** viable given Maelstrom's focus on viewer engagement

*See the Appendix: Key Milestones for Maelstrom Development for details on the development and release timeline for Maelstrom

Layer Game Studio revenue targets

Maelstrom-only Revenue* Metrics	Q3 2022	Q4 2022	H1 2023	H2 2023
Total Revenue from Maelstrom	$1,400,000	$2,125,000	$8,500,000	$11,900,000
New Maelstrom Deck Sales (Primary Transactions)	20,000	50,000	250,000	350,000
Avg. Transaction Price per Deck	$75	$50	$40	$40
Total Revenue from Primary Transactions	$900,000	$1,500,000	$6,000,000	$8,400,000
Number of Secondary Maelstrom Transactions	100,000	250,000	125,0000	1,750,000
Avg. Secondary Transaction Price	$50	$25	$20	$20
Total Revenue from Secondary Transactions	$500,000	$625,000	$2,500,000	$3,500,000

Overall Revenue* for the *Layer Game Studio*	2022	2023	2024	2025
Total *Layer Game Studio* Revenue	$4,525,000	$25,400,000	$76,000,000	$202,000,000
Maelstrom-only Revenue	$3,525,000	$20,400,000	$51,000,000	$102,000,000
Other 1st Party Titles Revenue	$500,000	$2,500,000	$12,500,000	$50,000,000
3rd Party Titles and Economy Engine Licensing Revenue	$500,000	$2,500,000	$12,500,000	$50,000,000

*Revenue models and targets being refined and finalized over H1 2022

Financing Strategy and Key Milestones for the *Layer Game Studio*

Q1 2022	1. *Maelstrom* game details available for incoming partners, investors, hires 2. Close **Seed Round** for *Layer Game Studio*
Q2 2022	1. Initial *Maelstrom* game design, demo and marketing details ready for announcement 2. *Maelstrom* game details and *Layer Game Studio* soft announcement at end Q2 3. Maelstrom initial Digital Asset/NFT Decks and Private Beta release schedule announcements 4. Initial hires onboarded and Maelstrom/1P development team fully in place
Q3-Q4 2022	1. Close **Series A Round** for *Layer Game Studio* 2. Private Beta announcement along with the first Maelstrom Tournament (potentially in-person at GenCon) 3. Private Beta for Maelstrom along with a major Digital Asset sales push over Holiday 2022 4. Layer Gaming Platform Roadshow with Game Developers and Publishers to kickoff 3rd party portfolio (and related hires)
H1 2023	1. Announcement of next set of 1st Party and first 3rd Party titles on the Layer Gaming Platform 2. Announcements for digital distribution partnerships with PC and console platforms 3. Public launch of Maelstrom and roadmap announcements (new cards, tournaments, version) 4. **Strategic financing partnership** with major publisher and / or **Series B** raise

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Appendix: Market Details— The market for digital games with virtual economies connected to digital assets and NFTs (non-fungible tokens) is growing rapidly*

These expand upon the real-world markets for in-game assets that have evolved over 20 years (e.g. DLC, microtransactions, in-game assets in *EVE Online* or *World of Warcraft*) as they —

Create new revenue streams for existing game categories

Create and grow markets for new categories of games

Purely Virtual Games

TAM: $178B   2027: $300B+

Played purely through a digital interface—TV and console, PC, mobile devices, VR devices etc.

Most mainstream games fall into this category

Mixed (Augmented) Reality Games

TAM: $6.5B   2027: $38B

Played through a combination of digital and physical interfaces

For example Niantic's Pokemon Go, metaverse-based gaming experiences, and board games with digital components

Real World Task-based Games

TAM: $3B est.   2027: $25B+

An evolution of Augmented / Mixed Reality Games where actions are taken by players both through a digital interface as well as through completing tasks in the real-world.

*See the **Appendix: References** slide for market sizing data sources*

Mainstream game developers and publishers are interested* in developing games and business models based on transactions of digital assets and NFTs that have:

1.*In-game utility* and 2.*Real-world market value*

1. Skyrocketing growth in NFT/Digital Assets, reaching an audience beyond "crypto"

NFT Market surpassed $40B in 2021 with plenty left to grow; < 5% US internet users own one or more NFTs

2. Game-related NFTs now estimated to make up nearly 10% of $300B+ games market

From Axie Infinity to Sorare, blockchain—and NFT—based games are gaining traction within the larger gaming market

3.Capital investment in NFT/Web3 Games space set to outpace 2021 even after explosive growth

From $88M in 2020 to $4B in 2021, with deals such as Forte ($900M), Sorare ($783M), Dapper Labs ($607M), and Mythical Games ($270M)

4. Immersive and AR/VR/MR games growing at projected 30% CAGR

Of the projected $209B AR/VR/MR market in 2022, at least $22B comes from games, while immersive and experiential entertainment expect huge upswings in revenue as consumers seek post-Covid in-person entertainment, creating a perfect storm for the market

*See the **Appendix: References** slide for articles about mainstream publishers/developer interest in NFT / digital assets

Appendix: Player Types— The *Layer Game Platform* offers multiple Player (Participant) types opportunities to engage in a game's economy and narrative:

Turn into new Core Players

Influence gameplay and economy

Core Players

Play the Layer-based game with each other and help generate in-game digital assets over the game's private Layer DENET network

Consume gameplay-generated content

Consume gameplay-generated content

Content Consumers

Don't directly participate in the game or its economy but consume the content (video, audio, text) being generated by Layer-based games through various channels for entertainment

Consume content

Turn into new Super-NPCs

Super-NPCs (or Traders)

Influence the economy or narrative of the game by trading or using digital assets generated within the game (or similar means) without directly participating in gameplay

Core Players and Super-NPCs are part of a game's creator economy that encourages audience growth, creating a positive feedback loop as content consumers are inspired to become Core Players and Super NPCs

Appendix: Layer Game Types— The *Layer Platform* can be used by Game Developers and Publishers for two types of games:

"Native" Layer Titles (1P and 3P)	**"Non-Native" Layer Titles** (3P only)
Developers and Publishers who build games using the Layer Gaming Platform designed from the ground up to be decentralized and use digital assets that are transacted among players over the game's private DENET and other NFT networks using the Economy Engine	Developers and publishers of traditional, non-p2p games that **only use the Layer Platform's Economy Engine** as a means to create a decentralized peer-to-peer economy, including connecting to blockchain-backed NFT networks such as Ethereum

Two types of "Native" Layer Developers and Publishers

1. **1st Party Title Developers/Publishers:** Partner with the *Layer Gaming Studio* to co-develop or co-publish Layer-based (1P) titles.

2. **3rd Party Title Developers/Publishers:** License the Layer Gaming Platform to develop and publish their own (3rd party) titles.

The Layer Economy Engine is a component of the Layer Gaming Platform that enables the Layer-based game to transact in-game digital assets as NFTs (or similar tokens) natively on the DENET or over crypto-backed blockchain networks

The Economy Engine can be used by games that already in-market or being developed using traditional client-server systems to interface with various NFT networks. For example, a traditional MMO game can set up their auction house or marketplace using the Economy Engine, which enables them to connect to multiple NFT networks using Layer DENETs as brokers

Layer-based Games support transactions for *game-generated* and *user-generated* Layer Assets that lead to revenue earned by both the game developer and the game's participants

Layer Asset "Buyer"	Layer Asset "Seller" or "Funder"	Transaction Type	Revenue Source	Revenue Earned By	Market Types
Player (Participant) *buys* Layer Asset...	Directly from Game Developer	Traditional model for selling DLC directly to players	Game Participants	Game Developer Only	Natural & Crypto Markets
Player (Participant) *buys* Layer Asset...	Directly from another Player (Participant)	Participants trade digital assets directly with each other over the game's Layer DENET	Game Participants	Game Participants and Game Developer	Natural & Crypto Markets
Player (Participant) *earns* Layer Asset...	Funded by an Advertiser / Brand Sponsor	Participants earn Layer Assets "funded" by advertisers or sponsors who want them to perform actions that engage with their brand	Advertiser/Brand	Game Participants and Game Developer	Natural Markets
Player (Participant) *earns* Layer Asset...	Funded by a Work / Task Sponsor	Participants earn Layer Assets "funded" by sponsors who want Player and other Participants to complete tasks of interest (eg. community service, puzzle solving, "Mechanical Turks")	Enterprise/Govt. Org	Game Participants and Game Developer	Natural Markets
Player (Participant) *earns* Layer Asset...	Funded by Content Monetized via Distribution Channels	Supplementary video, audio, and text content from the game that can be monetized (eSports, streaming, podcasts, edited/packaged video) and used to fund Layer Assets as credit	Content Distribution Channels *(Twitch, YouTube etc.)*	Game Participants and Game Developer	Natural & Crypto Markets

Key Partnerships for the *Layer Game Studio* Q2 2022 - Q2 2023

Creature Rendering Pipeline Partner	Eg. Massive (Weta), Unreal, GoodSmile Tech partner to build the dynamic creature rendering pipeline for Maelstrom and other games
Layer Studio — Poland	Partner/subsidiary of the Layer Studio hiring full-time employees to support the US game development team
Unity (or Unreal)	Base game engine partner
Starkware / ImmutableX	For managing NFTs and transactions on Ethereum.
NYDIG	Managing BTC transactions through the Lightning Network
The Data Economics Co.	Lydion Engine and Development/Marketing/Release support
GenCon	Launch event / marketing partner
Inverse (Bustle Group)	Launch press partner

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Appendix: Key Milestones for *Maelstrom's* Development and Rollout over 2022

Key Milestones

Q1 2022	1. Basic game design finalization 2. Rollout plan for initial Beta and NFT Decks/Cards launch 3. Packaged demos developed to support development, initial Beta recruitment and NFT launch
Q2 2022	1. Development of the core Maelstrom game and platform on the Layer Gaming Platform and Lydion Engine 2. Marketing and related preparations for public launch (or open beta)
Q3 2022	1. Finalization of initial Player pools and private beta target metrics (along with Bettor, Trader, Spectator-related metrics) 2. Private Beta launches with growing pools of Players, Traders, Bettors, and Spectators along with the first Maelstrom Tournament (potentially in-person at GenCon)
Q4 2022 - Q2 2023	1. Private Beta expansion based on marketing response and rollout strategy, ideally before the end of Q4 2022 2. Possible announcements around the expansion of the Maelstrom experience (new cards, decks, public launch timeframe) 3. Announcement of the next "season" or cycle of Maelstrom, heading towards the next official Tournament in 2023 4. NFT offerings for key assets for the initial launch of the game (initial card set, deck combinations made available etc.)

Appendix: The Importance of Game Portfolio Development

For any gaming platform to gain significant market traction, it should have a games portfolio with a strong blend of:

a) **1st party titles** that demonstrate the full feature set and potential of the platform
b) **3rd party titles** that demonstrate industry traction and buy-in, and create long-term engagement for developers and publishers as they discover and understand the technical and economic benefits of the platform

This is a well-established tenet that has led to the success of every major gaming platform in the past 25+ years:

- **Xbox** with *Halo* and *Fable*, followed by 3rd party developed exclusives such as *Gears of War*, *Knights of the Old Republic,* and *Mass Effect*
- **Steam** was initially bundled with *Half Life 2* and gained its initial traction as the means for distributing and updating games from Valve
- **N64** with *Super Mario 64, Ocarina of Time* and a slew of 1st-party titles
- Conversely the **Dreamcast** suffered from the lack of strong 1P/3P exclusives at launch that could not offset its cost compared to the Playstation (and similar concerns are manifesting with the **Oculus**, **Stadia** etc.)

The portfolio development strategy for the *Layer Game Studio* will lead to the publication of at least 15-20 Layer-based gaming titles over 2022-23

1st Party Titles	3rd Party Titles	Economy Engine-only Titles
5-7 1P Titles *over '22-23*	3-4 3P Titles *over '22-23*	6-10 Econ Engine Titles *over '22-23*

	1st Party Titles
Q1-Q2 2022	**Plan 5-7 1st party titles for development** covering the key features and functionalities of the Layer Platform to be showcased
Q3-Q4 2022	Bring the first 1st Party title — *Maelstrom*— to market via private and then public beta launches
Q1-Q4 2023	Rollout details and milestones for other 1P titles following *Maelstrom* (detailed list follows)

	3rd Party Titles
Q2-Q4 2022	**Gaming industry roadshow to introduce the Layer Gaming Platform** and its benefits– both for direct game development and use of the Economy Engine Middleware
Q2 2022 - Q2 2023	Through the roadshow, develop a 3rd party portfolio of 4-5 Layer-based original titles for 2022-2023 through strategic partnerships with strong game developers and publishers
Q2 2022 - Q2 2023	**Develop a portfolio of existing 3rd party games / franchises that build their economic layer (auction house, marketplace etc.) using the Layer Economy Engine** (eg, a 3rd Party MMO connects their auction house to ETH and other NFT networks using a Layer DENET as intermediary)

The Layer Gaming Platform 1P portfolio comprises titles showcasing key differentiators

Title Codename	Title Description	Target Audiences
Maelstrom (and derivative titles)	An auto-battler Trading Card Game, and the launch title for the Layer Platform, showcasing a pure virtual digital asset based economy integrated with Ethereum via Lydion DENETs via the Economy Engine. Strong potential for eSports-based tournaments and revenue	Core Gamers Tabletop (Board) Gamers Digital/Crypto Asset Traders
Corporate Espionage MMAR Game (codenamed "The Layer")	Showcasing the Layer Gaming Platforms Mixed Reality features including generating in-game assets based on real-world actions and gameplay requiring complex interactions among geographically separated teams	Core Gamers Casual and Mobile Gamers Digital/Crypto Asset Traders
Untitled Sports-based Card Battler	Showcasing the ability for the Layer Gaming Platform to simulate real-world sports markets, betting and trading economies with strong potential for eSports-based tournaments and revenue	Core & Tabletop Gamers Sports Fans Digital/Crypto Asset Traders
Untitled "Animal Adventures" MMAR Game and franchise	Showcasing Mixed Reality features and the ability for Layer-based games to engage and educate kids about the real world and their families through gameplay and narrative	Core, Casual and Mobile Gamers Teens and Families Digital/Crypto Asset Traders
Untitled Sailing Card Game	Showcasing the Layer Gaming Platform's ability to blend complex real-world assets (such as real-world classic yachts and racing boats) with corresponding digital assets with unique utilities and markets	Core & Tabletop Gamers Sailing / Yacht Racing Fans Digital/Crypto Asset Traders
Untitled "Social Good" Title	Developed in partnership with corporate and government partners, this title will showcase the Layer Gaming Platform's ability to drive players and audiences to perform tasks leading to social and community good through digital asset-based economies and corresponding gameplay and narratives	Core, Casual and Mobile Gamers Teens and Families Enterprises and Govt. Orgs

The 1st Party and 3rd Party Portfolio Strategy together will demonstrate the key differentiators of the Layer Gaming Platform

Game Design and Engagement	Economic Incentives and Revenue Models
To demonstrate that:	To demonstrate that:
1. **Stable, growing real-world digital asset economies can be created and driven by virtual gaming experiences**, narratives and their economies	1. **Incentives for real world tasks, including work done for enterprises can be created through virtual gaming economies** and digital assets/NFTs.
2. **All tiers of game developers (from AAA to indie) will adopt decentralized and digital asset / NFT based games** if the appropriate tools are made available to them	2. **Incentives for real world tasks contributing to social good** or benefits to the community can be created and driven through Layer-based games
3. **Economic functions (such as "Auction Houses" and "Marketplaces") for existing games and gaming franchises can be setup on multiple NFT networks** without having to port these games to native blockchain applications	3. **Incentives for engaging with messaging from enterprises and advertisers are enhanced through virtual gaming economies**

Appendix: Details on "Real-world Task-based Games"

Evolution of Augmented / Mixed Reality Games and devices are opening the door to completely novel, immersive gaming experiences that blur the lines between the virtual and the real world

In such games, actions are taken by players both through a digital interface as well as through completing tasks in the real-world— simple actions such as traveling to a specific GPS location to solve a quest or more complex tasks with real-world value

The completion of these real-world tasks can be linked to generation of digital assets / NFTs and enable a completely new type of platform for work and for engaging consumers that is driven by rich, virtual narratives

While this presentation explores The Layer Gaming Platform in more detail, *The Layer: Vision for the Game and Platform* presentation explores Physical Action-based Games in more detail in the context of a 1st Party MMAR (Massively Multiplayer Augmented Reality) game in development at the Layer Studio

Appendix: Further Reading for Investors (available upon request)

The Vision for Layer-based Games	A presentation laying out the long-term vision of mixed-reality Layer-based games in context of the "Corporate Espionage MMAR" game in the Studio's 1st Party Portfolio
Summary of the Layer Gaming Platform for Partners	A description of the core features, functionality, and overall value proposition of the Layer Game Platform targeted towards the Studio's partners and vendors.
Product Brief: *Maelstrom*	A very high-level brief describing the concept of the Maelstrom Trading Card Game and its unique features that will highlight the value proposition of the Layer Platform.
Product Brief: "The Layer Corporate Espionage" Game	A description of the core features of the Corporate Espionage codenamed "*The Layer*" and will be the showcase 1P title for "Real-world Task Based Games" on the Layer Platform.
How the Layer Gaming Platform Works	Package of materials about the inner workings of the Layer Gaming Platform, including the package about the Lydion DEOS described below
About the Lydion DEOS (Data Economic Operating System) Engine powering the Layer Gaming Platform	Package of materials about the Lydion Data Economic Operating System (DEOS) engine that powers the Layer Platform's private DENETs and Data Asset Vaults.
About The Data Economics Company	Package of materials about The Data Economics Company (DECO), developers of the Lydion DEOS Engine that power the Layer Platform's DENETs.
About Starkware and StarkNet	Package of materials about Starkware and StarkNet that underlies the Layer Platform's Economy Engine's interface with the Ethereum network.

Appendix: References

[Sorare raises $680 million for its fantasy sports NFT game](#)	TechCrunch
[Forte Closes Additional $725 Million in Funding to Extend Its Lead in Building a Compliant, Interoperable Blockchain Gaming Platform](#)	Business Wire
[Investing in Mythical Games	Andreessen Horowitz](#)	a16z
[Augmented Reality Gaming Market Share, Size, Trends, Industry Report 2022-2027](#).	iMarc Group
[VR/AR market size 2024](#)	Statista
[NFT Market Surpassed $40 Billion in 2021](#)	Bloomberg
[NFT statistics 2021 - finder.com](#)	Finder.com
[GameFi NFT Marketplace Lootex Closes $9M Funding Round](#)	CoinDesk
[Companies going big on NFT gaming; will the craze continue?](#)	Economic Times
[Best NFT Games To Play & Invest in](#)	The Island Now

[Square Enix CEO's New Year's Letter Discusses NFTs, Metaverse, Blockchain, And More](#)	Gamespot
[GTA And EA Executives Are Big Believers In NFTs](#)	Gamespot
[Ubisoft's First NFTs Are Like Steam's Marketplace On The Blockchain](#)	Gamespot
[Video game market value worldwide 2015](#)	Statista
[Global Video Games Market to Reach $293.2 Billion by 2027](#)	PR News Wire
[How Much Is the Gaming Industry Worth in 2021?](#)	TechJury
[Blockchain Game Investment List - YGG SEA raises $15 million](#)	Blockchain Gamer
[Entertainment Trends: Immersive Experiences - Insights](#)	Dimensional Innovations

Appendix: Details of the key differentiators for the The Layer Game Platform

Barriers to Adoption	Layer Game Platform Approach	Details on the Layer Approach
Centralized Design Patterns	**Native Development Platform for Decentralized P2P Games**	The Layer Gaming Platform streamlines the development of fully decentralized peer-to-peer games that are designed from the ground up to use digital assets / NFTs
Tethered to Existing Game Development Platforms **Tight Development Timelines** **High Operating Cost & Volatility**	**Seamless Integration with Existing Game Development Platforms**	Layer Platform integrates with all existing game engines and multiplayer design paradigms while creating lightweight, private networks for the game to operate on and transact digital assets among players and real-world markets
	Interfaces into Multiple NFT/Crypto Blockchain Networks	The Layer Gaming Platform contains an Economic Engine that connects the private Layer DENET networks for a game to one or more NFT/blockchain networks, allowing rich economic interactions between the p2p game and crypto-backed NFT market
	In-game Digital Assets with Stable Real-world Markets and Transaction Costs	All digital assets in Layer games can have real-world market value without any cost fluctuations to store, transact, or verify data on a Layer DENET
Gameplay "Fun Factor" Concerns **Games Portfolio Development**	**The *Layer Gaming Studio* Formed by Gaming Industry Veterans**	The *Layer Game Studio* is being formed by veterans of the gaming industry to build the initial portfolio of Layer Platform-based games and forming partnerships with game developers and publishers to build titles on the Layer platform

Appendix: *Maelstrom* features that demonstrate core functionality and differentiators for the *Layer Game Platform*

Sealed Unique Decks	Each Maelstrom match is played using a prepackaged Deck comprising a unique combination of 15-20 Cards (from a set Card Pool) – only 1 Player can play with 1 Unique Deck at a time
Ownership of Decks and Cards via Lydion Assets & NFTs	Ownership of each Unique Maelstrom Deck (and each Card in the Card Pool) is represented as a unique Lydion Asset or Ethereum NFT
Connection into Ethereum for Trading NFTs and Prizes	Maelstrom uses the Layer Economy Engine to enable seamless trades of Decks offered as NFTs on the Ethereum network
Strong Viewer Engagement and eSports Potential	Maelstrom is optimized to provide a compelling experience for viewers (including bettors) and has potential to become an eSports powerhouse
Sequel and Derivative Games Building Franchise	Sequel / derivative franchise opportunity replicating core game design and engine (eg. Farmville and derivatives)

Trading Decks	Maelstrom Players and Participants can trade Decks, Cards and other Digital Assets with each other over the Maelstrom DENET (and Ethereum)
Renting Decks	Maelstrom Participants can speculate and collect Decks and other Assets that can be rented to other Players
Hiring Players	Maelstrom Participants can hire other Players to use their Decks in matches and earn a share of their winnings
Betting on Match Outcomes	Maelstrom Participants can bet on the outcome of matches to earn Digital Assets
Compelling Gameplay and World-building	Game designed by renowned Game Designers featuring compelling gameplay and world-building