



ARTYFACT

Whitepaper



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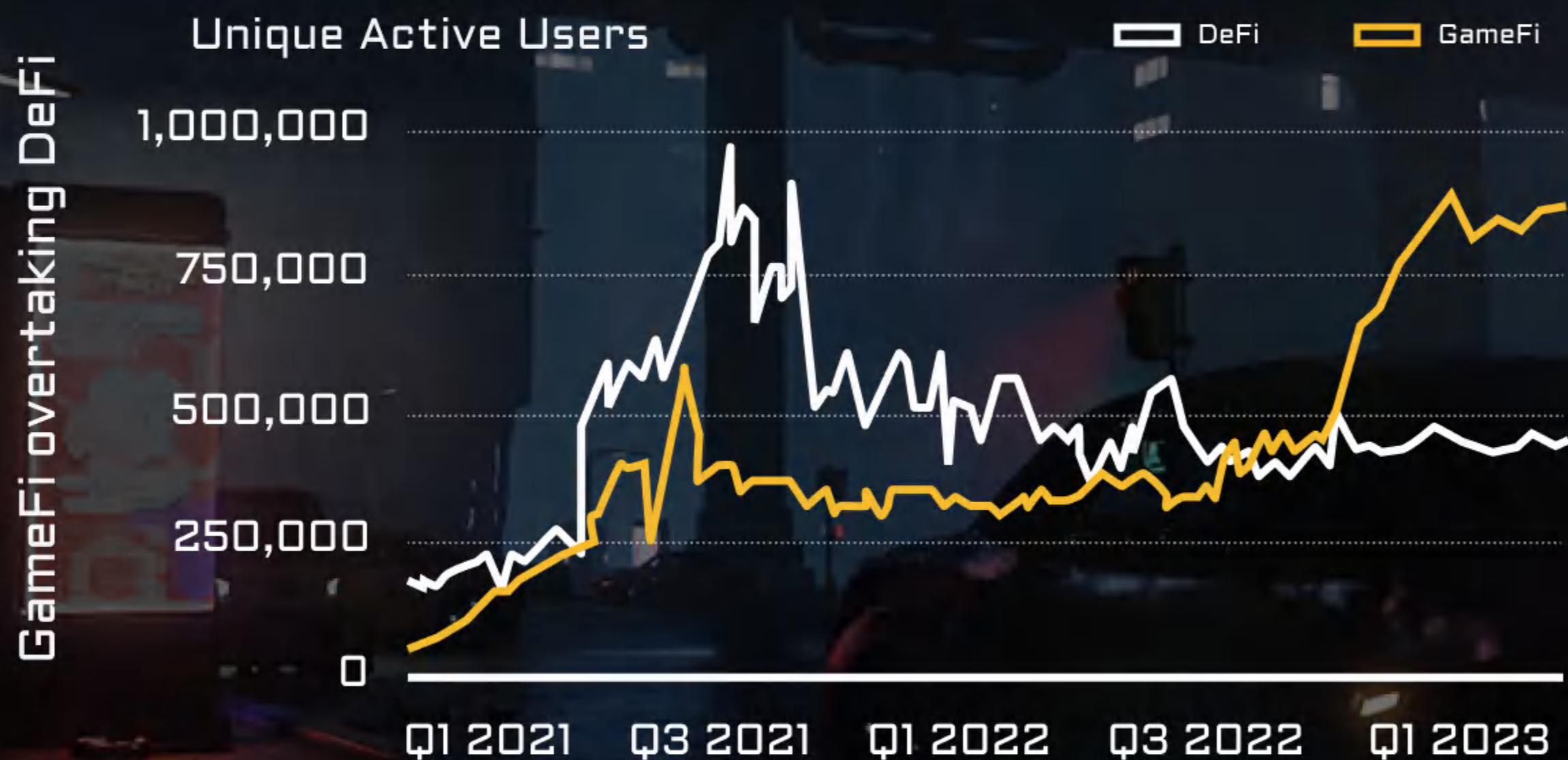
PROBLEM AND SOLUTION

The problem that Artyfact solves

Gamers make up almost 1/3 of the world's population today, but despite the growing popularity of GameFi, only 1% of games are GameFi. The big gap between GameFi and AAA games is due to the fact that most GameFi games use a Play-to-Earn (P2E) model that focuses more on earnings and does not pay due attention to important game aspects, such as gameplay, playability, graphics quality, mechanics, and others. Artyfact aims to solve this problem and become the first game that will be truly interesting to the average gamer. This will be achieved by bringing together the latest technologies and best practices from both GameFi and AAA worlds, using an innovative Play-and-Earn (PAE) model that puts gaming experience ahead of earnings.

GAMEFI MARKET

Market overview



GameFi Market in 2022



GameFi Market in 2028*



CAGR



Gaming NFTs Revenue in 2027

The current gaming market presents favorable conditions that offer Artyfact a unique opportunity for the conquest of the market. The game's player-centric innovations and improvements over current titles in the market make it probable that Artyfact can expand its audience beyond the 1,000,000 MAU.

ARTYFACT IS THE NEXT-GEN WEB3 METAVERSE WITH PAE MODEL

Welcome to the next phase of Web3 gaming

Executive summary

Artyfact is the virtual world where players can find entertainment for every taste using \$ARTY, the platform’s utility token. Artyfact citizens are able to play various AAA quality GameFi games and earn \$ARTY, buy and trade NFTs such as avatars, weapon skins, virtual estate, clothes, as well as attend virtual concerts, NFT exhibitions, runway shows and other events.

While P2E was just the first Web3 economic model to have gained traction within GameFi, this model has been perhaps far too focused on building a gamers' base, which is considered the supply side of GameFi. However, the demand side that keeps the economy balanced hasn’t scaled fast enough.

Our mission is to create the first metaverse game that will be truly interesting to the average gamer. We will do this by combining the best of the AAA and GameFi games and creating virtual world with an innovative Play-and-Earn (PAE) model where anyone can play, earn, trade and exhibit NFTs, and just have fun.

Our vision is to become the top 5 GameFi games of 2023 and expand our metaverse for a decade. With Artyfact, we are aiming to disrupt the existing GameFi games like The Sandbox, Decentraland, Axie Infinity by providing gamers unique AAA level experiences and opportunities that games based on an outdated Play-to-Earn model cannot give.

WEB2

- Focus on playability
- Built for retention and engagement
- In-game currencies
- In-game virtual goods



WEB3

- Play-to-Earn
- Tradable tokens as in game currency
- NFTs for virtual goods ownership
- Focus on earning money

- Puts gaming experience ahead of earnings
- In-game currency tokenized & transferable between games
- Play-and-Earn

- High quality graphics
- Virtual goods are NFTs & transferrable
- Best of both worlds!
- Unique gameplay features

ARTYFACT OVERVIEW

Revolution in GameFi

Generating a social and persistent virtual world allows the creation of different experiences added to the regular gameplay. At its core, Artyfact ecosystem consist of three main components: Gaming, Event, and NFT Marketplace.

The Gaming component allows players to play various multiplayer GameFi games in which they can earn \$ARTY or win NFTs. Artyfact games have the highest graphics quality, unique gameplay and playability, and a variety of modes. Blockchain allows gamers to have true ownership on their game items in the form of NFTs and reward players for their time put into the game, allowing them to monetize and freely trade their NFTs.

The Event component allows Artifact citizens to create various paid and free events, such as virtual concerts, NFT exhibitions and galleries, runway shows and other meetings.

The NFT Marketplace is the trading environment for NFTs, where they can be purchased and sold to other players.



Play-and-Earn game



3D NFT gallery



Clothing store



KEY FEATURES

Key features of the Artyfact metaverse



Unique Game Modes

Artyfact offers a wide variety of unique game modes, suitable for every kind of player. In each game players can use NFTs, as well as receive rating points (RP). Players with the highest number of RP receive rewards in \$ARTY, as well as limited NFTs.



Abilities

The ability spots are randomly scattered across the maps. At these spots, the player can get a random ability, such as vision through walls, shield, invisibility, infinite energy and others. Each ability lasts one minute.



Legendary Characters

Choose a legend that reflects your fighting spirit and will become your avatar in the world of Artyfact! Artyfact's unique characters will appeal to both Web2 gamers and representatives of the crypto community.



Virtual Events

Virtual events open up opportunities that are not available in the real world. Artyfact ecosystem will allow citizens to organize and participate in events such as NFT exhibitions, virtual concerts, runway shows and eSport tournaments.



Armored Vehicles

Find combat vehicles on the maps, such as cars, drivable robots, mechs, drones and others. Each vehicle has a unique type of weapon using which you can destroy enemies.



Sneakers

Sneakers provide additional gameplay features, such as a dash, wall running and acceleration. In the Artyfact marketplace you will find many sneakers of various designs.



Jetpacks

With the help of jetpack, your character can fly. This allows you to move quicker from one point of the map to another, as well as get into hard-to-reach places on the map. The flight lasts until the energy indicator reaches 0.



Unique Weapons

In Artyfact you will find many different types of weapons that match your style of play. In addition to standard weapons, you will find flamethrowers, blasters and freezer guns. Weapons are randomly scattered in different parts of the map.

ADVANTAGES

Comparison with other platforms

To demonstrate the advantages of the Artyfact metaverse, we have created a comparison table with the potential competitors of our platform. The table below shows the advantages of the Artyfact over competitors.

	Artyfact	Sandbox Decentraland Axie Infinity	Fortnite GTA Online Apex Legends	NFT Marketplaces
NFTs	▲	▲		▲
High-quality 3D graphics	▲		▲	
PAE games	▲			
3D NFT exhibitions	▲			
Events	▲	▲	▲	
Features for influencers and brands	▲			
Virtual billboards	▲			

ECONOMY

Financial flows in the Artyfact

The Artyfact's economy is real. It has its own monetary system and laws that the users themselves influence. Artyfact citizens use \$ARTY, the governance token, that gives access to all the features of the platform. Artyfact has several methods of economic interaction:

Exchanger

The built-in exchanger allows you to exchange any of the accepted cryptocurrencies for \$ARTY.

NFT Marketplace

In the NFT marketplace, you can buy in-game items and assets such as avatars, weapon skins, clothing, and more.

Games

Artyfact provides a large selection of play-and-earn games in which you can earn \$ARTY or NFTs.

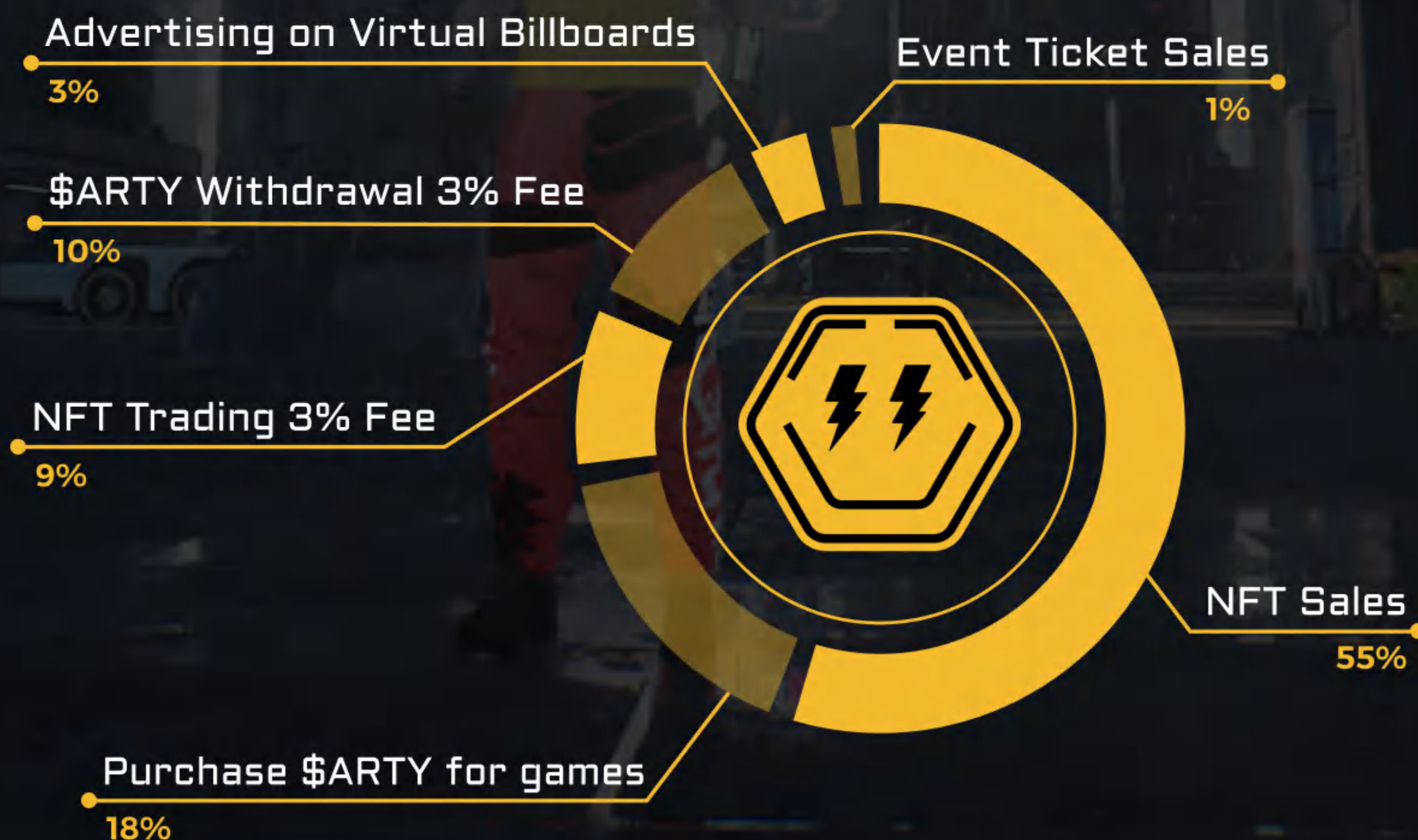
Staking/governance platform

Staking/governance platform allows users to increase their voting power in Artyfact DAO for those who stake \$ARTY longer.

ARTYFACT REVENUE STREAMS

Artyfact's Play-and-Earn economy encourages players to spend money

Metaverse and NFTs estimated addressable market is worth more than \$11 trillion. Establishing a robust model for continuous revenue streams will provide the stability and viability of the Artyfact metaverse ecosystem, and will allow further development of the platform. The major expected revenue streams are as follows:



GAMEPLAY

More information about Artyfact games

Playability

Artyfact is a third-person shooter built with an open-persistent world. Artyfact games will have open maps that are accessible to everyone, as well as closed ones that are only available to players with a high rating. Also, Artyfact will create custom game modes for special events or partnerships integration. All while interacting with the Player Driven Economy.

Game model

The game model of the Artyfact games is freemium. Players can access and play from the very first moment without replenishment of the \$ARTY balance or purchasing NFTs. The interaction with play-and-earn economy depends on the player's will. With a Player Driven Economy model, gamers who contribute to the ecosystem can receive a reward in \$ARTY or NFTs.

eSport tournaments

In addition to the standard games, professional international tournaments will be regularly held in the Artyfact metaverse. The shooter gameplay creates a competitive environment inside the Artyfact games. Artyfact is working hard to hand with eSports clubs and streamers to allow eSports competition to occur internationally at a professional level.

HOW USERS EARN FROM ARTYFACT

There are various ways of generating income in the Artyfact metaverse



ARTYFACT GAMES

Play and earn \$ARTY and NFTs

Artyfact puts gaming experience ahead of earnings and offers a wide variety of game types and multiplayer game modes suitable for every kind of player. In each game players can use purchased NFTs, as well as receive rating points (RP).

GAME TYPES

More information about Artyfact game types

Tournaments

In tournaments, players play various game modes and earn RP. At the end of each month players with the highest RP receive \$ARTY as a reward from Prize Pool, as well as a limited NFT. Initially, tournaments have two available game modes. Buying a Artyfact pass unlocks additional game modes.

Battles

In battles, players place bets in \$ARTY, thereby creating a prize pool of the battle. The winner of the game takes the entire prize pool. In battles players can play two game modes: deathmatch, where one player becomes the winner, and team deathmatch, where players can team up and divide the prize pool among teammates. Battles are only available to Artyfact pass owners.

ARTYFACT PASS

Discover all the possibilities of Artyfact

In order to start playing the basic version of Artyfact, no costs are required. But in order to open additional game modes in tournaments, get access to limited NFTs, or participate in battles, players need to purchase an Artyfact pass subscription.

ABILITY SYSTEM

Play like a superhero

An innovative ability system is integrated into Artyfact games, which is fundamentally different from the classic skill system. In each game, the ability points are randomly placed on the map. At these points, the player can get a random ability, such as displaying enemies through walls, increasing the running speed, energy shield, semi-visibility, super dash and others. Each ability lasts one minute.

LEADERBOARD

Every game mode in Artyfact has its own Leaderboard. Players are ranked in leaderboard using ratings points (RP). RP are calculated based on user's elimination count, the amount of damage, the coefficient of accuracy, the number of captured zones and etc.

GAME MODES



Deathmatch

Deathmatch is a mode where every other player is a target. To win, the player must have the most eliminations by the end of the game (12 minutes).



Team Deathmatch

Team Deathmatch is a mode where the other team is a target and the whole team has a pool of Victory Score (VP). To win, the team must be the first to score 125 VP.



Control

In this mode the player needs to secure the control points along with teammates to increase team score and win.

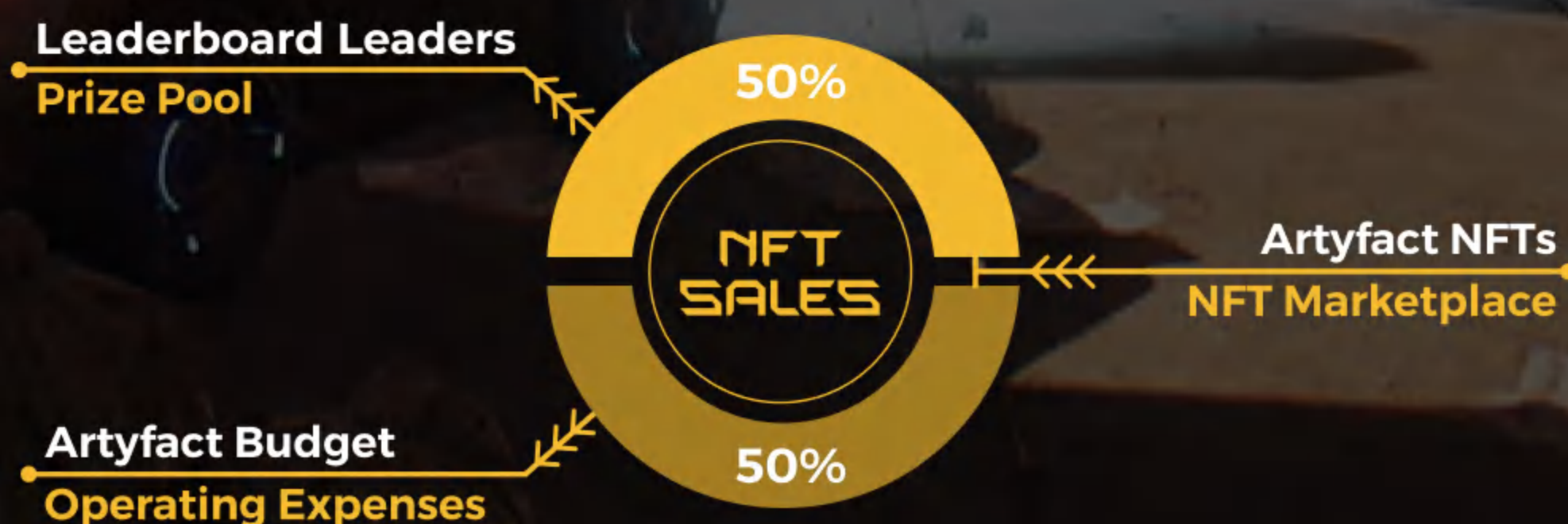


Battle royal

In battle royal mode, the goal is to be the last player standing by eliminating all other opponents.

TOURNAMENTS PRIZE POOL

The Artyfact tournaments prize pool is replenished with profits from sales of new NFTs on the Artyfact marketplace. 50% of the profit from the sales of NFTs goes to tournaments the prize pool. Thus, the more NFTs are sold, the larger the size of the prize pool becomes. The tournaments prize pool is distributed monthly between 5% of the leaderboard leaders in each game mode and between 5% of the random lucky players, apart from the leaderboard leaders.



ARTYFACT NFTS

Get full control over your game items

Artyfact has its own Player Driven Economy that uses blockchain technology to convert all kinds of in-game items and assets into non-fungible tokens (NFTs). As a result, players become the true owners of these objects and can generate value for their time invested by selling them. Players can use their NFTs in every game mode.



Legends

The legend is your avatar in the game. On the Artyfact Marketplace you will find many unique legends. Choose your game look and conquer the world of Artyfact!



Armored Vehicles

Find combat vehicles on the maps, such as cars, drivable robots, mechs, drones and others. Each vehicle has a unique type of weapon using which you can destroy enemies.



Weapon Skins

In Artyfact you can use: pistols, rifles, energy weapons, flamethrowers, and freezing guns. Weapon skins will decorate your weapon and make your game look more spectacular!



Jetpacks

Jetpack gives you the opportunity to fly. There are many variations of jetpacks with unique styles and designs in the Artyfact Marketplace. Find your unique jetpack!

MVP/DEMO

Artyfact downloaad



GAMEPLAY TRAILER

Artyfact demonstration



\$ARTY TOKEN

The foundation of the Artyfact economy



The total supply of **25,000,000** \$ARTY

\$ARTY is a native in-game and governance token of the Artyfact ecosystem. You can use it to buy Artyfact game items (NFTs), govern the Artyfact DAO, receive rewards in GameFi games and by staking \$ARTY, and get premium privileges. The integrated play-and-earn solutions maintain a constant demand for the \$ARTY, which continuously stimulates the growth of its value.

Token information

- ▲ Token type: BEP20
- ▲ Blockchain Network: BNB Smart Chain
- ▲ New tokens will not be issued

Usage of the \$ARTY

Purchases

- ▲ NFTs
- ▲ Event tickets

Community rewards

- ▲ GameFi games
- ▲ Staking

Governance

- ▲ Voting

Use of funds

- ▲ Technical development & HR Scaleup: 31%
- ▲ Listings & Token Activities: 34%
- ▲ Marketing: 30%
- ▲ Legal: 5%

\$ARTY FEATURES

More features of the \$ARTY token

In-game token

\$ARTY is a native in-game and governance token of the Artyfact ecosystem. You can use it to buy Artyfact game items (NFTs), govern the Artyfact DAO, receive rewards in GameFi games and staking \$ARTY, and get premium privileges.

Govern the Artyfact

Decentralization is the center of the Artyfact ideology. That's why the future of Artyfact is in the hands of \$ARTY token holders. \$ARTY allows holders to participate in Governance decisions of the platform, using a DAO structure. They can exercise voting rights on key elements such as Foundation grant attributions to content and game creators and feature prioritisation on the platform Roadmap. The longer the holder is staking \$ARTY, the more voting power he gets. After the termination of staking the voting power of the holder resets.

Rewards for playing

In GameFi games, players can earn \$ARTY by receiving RP. Also, \$ARTY can be used for betting in the battles.

Burning

Every quarter, Artyfact team will use 20% of profits to buy back \$ARTY and burn them 🔥

In-game token

\$ARTY is a native in-game and governance token of the Artyfact ecosystem. You can use it to buy Artyfact game items (NFTs), govern the Artyfact DAO, receive rewards in GameFi games and staking \$ARTY, and get premium privileges.

DEVELOPMENT

Information about Artyfact development

The game will be released for PC and MAC. The launch of the game is sequential, based on milestones. This strategy allows easy testing and constant updating. This way, players enjoy the game right from the start, rewarding those committed to the project from the outset.

Development tools

- ▲ Game engine: Unreal Engine 5.
- ▲ Frontend: JavaScript React, Metamask.
- ▲ Backend: php, Laravel.
- ▲ Storage: IPFS.
- ▲ Blockchain: BNB Chain, Polygon, BSC Solidity, Truffle.

MARKETING STRATEGY

General information about the marketing strategy

BRAND POSITIONING

Artyfact is the answer to "what's missing" in the very successful GameFi project

Values

Playable - Community - Excellence - Ownership - Fun

Our 5 Commandments

Be: Professional, Transparent, Consistent, Inspiring, Organic

TARGET AUDIENCE

Primary

25-35 Yers Old, 80% Male, 20% Female

Geo Location: Global. Strong presence in EU, US, Asia, Latin America and Russia

Motivations: Gamers and crypto enthusiasts who love high-quality games and earning on crypto

Secondary

18 - 25 Years Old, 60% Male, 40% Female

Motivations: Addicted Gamers, crypto early (not sophisticated) adopters, prone to hypes and new trends

GO-TO-MARKET (HIGH LEVEL)

Details of the marketing strategy

- ▲ Content creation contests
- ▲ Cooperation with gaming guilds through the organization of esport tournaments.
- ▲ Partnerships with digital distribution platforms
- ▲ Gamer sponsorship - Esport teams, streamers
- ▲ In-game tasks contests
- ▲ Livestreaming (Twitch, YouTube, Facebook Gaming)
- ▲ Influencer marketing - A review of the project from leading crypto, gamefi and gaming influencers
- ▲ PR - Managing our brand's newsworthy items via tier 1 Gaming, Tech, Crypto publications and articles
- ▲ Social media channels - Providing news and updates about the project and publishing viral videos in our social media
- ▲ Offline marketing - advertising on billboards in Times Square and other famous world locations, participation in gaming and crypto conferences, organization of meetings with the community
- ▲ SEO - keywords, link building, website sharing, white spacing, title tags and meta descriptions, page speed optimization

USE OF FUNDS



ROADMAP

Important milestones and deadlines

COMPLETED

- ✓ \$2.4M+ Raised from Community
- ✓ 100K+ players
- ✓ 1,5M+ monthly visits on website
- ✓ 0.5M+ Community from 14+ Countries
- ✓ 82K+ MAU
- ✓ 34K+ DAU
- ✓ Certik Team KYC
- ✓ Certik Security Audit

STAGE 1

- ▲ Second demo
- ▲ BUSD Airdrop
- ▲ Blockchain integration
- ▲ Second security audit
- ▲ Gaming economy

STAGE 2

- ▲ New launchpad
- ▲ AMA Session
- ▲ Artyfact event
- ▲ New maps

STAGE 3

- ▲ AMA sessions
- ▲ New partnerships
- ▲ Team expansion
- ▲ 100,000 players

STAGE 4

- ▲ Gameplay updates
- ▲ Players Airdrop
- ▲ Artyfact IDO
- ▲ ARTY Listings
- ▲ Pre-Beta

STAGE 5

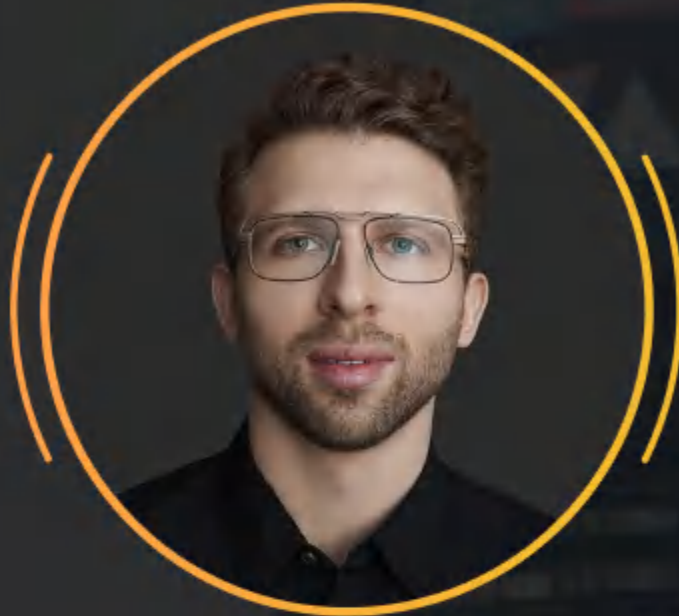
- ▲ Team expansion
- ▲ NFT marketplace
- ▲ Artyfact INO
- ▲ Epic Store
- ▲ Artyfact Beta

STAGE 6

- ▲ eSport tournaments
- ▲ Artyfact Alpha
- ▲ PlayStation
- ▲ Xbox
- ▲ IOS & Android

LEADERSHIP

Key members of the crew



Oleg Boytsov 🇺🇦

Founder & CEO

Judge in the Stanford Web3 Association. Master's degree in IT Project Management. 7+ years of technical team management experience. The Founder of X8 Fund.



Dalton Grand Jnr 🇺🇸

Operations Manager

Founder of York St Capital. Operations Manager at Betterticket. Strategic Advisor & Head Of Staff at Animal Concerts. Strategic Advisor at DAO Launch, Fight Legends and Moonverse.



Cameron Pino 🇺🇸

CMO

20+ years of experience in building businesses across several sectors from communications, media and online sales. Co-Founder & Blockchain Advisor & Investor at York St Capital. Head of Sales & Marketing at LWH.



Gaurav Solanke 🇺🇸

CTO

Co-founder at SDLC. 5+ years in blockchain development. Responsible for developing and deploying DeFi, Tokens and NFT projects on Blockchain Network.



Sujeet Kumar 🇺🇸

Project Manager

Bachelor of Information Technology.
7+ years in IT Project Management.
Specialization: Metaverse, NFT,
Blockchain.



Dariga Abduali 🇹🇲

Business Development Manager

Bachelor's degree in Computer and
Information Systems.
Specialization: Web3, Metaverse,
Blockchain.



Sikandar Kumar 🇮🇳

Senior Game Developer

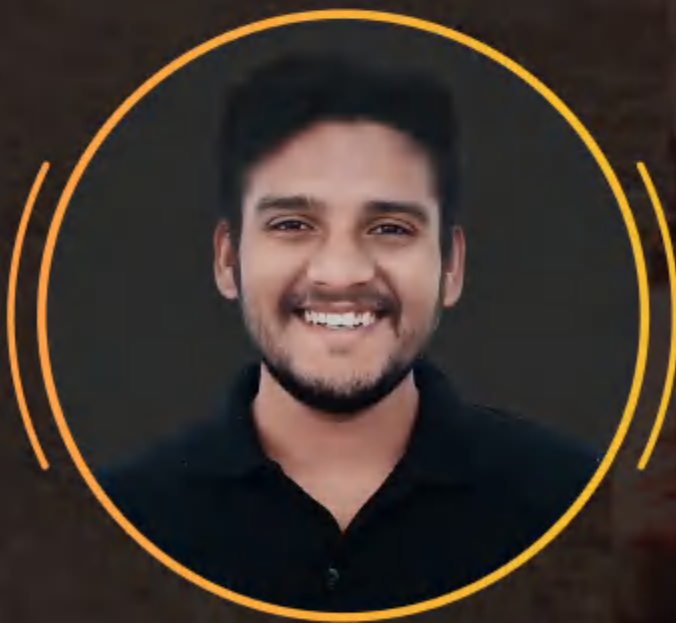
Bachelor of Computer Science. 3+
years in game development.
Specialization: Metaverse, NFT,
GameFi.



Manan Verma 🇮🇳

Game Developer

Bachelor of Science in Animation &
Gaming. 3+ years in game development.
Specialization: Multiplayer Games,
Unreal Engine, Web3.



Mehul Jain 🇮🇳

Game Developer

Ex Google. SIH 2022 Software Finalist.
Bachelor of Technology in Computer
Science. Specialization: Unreal Engine,
Multiplayer Games, AR/VR/XR.

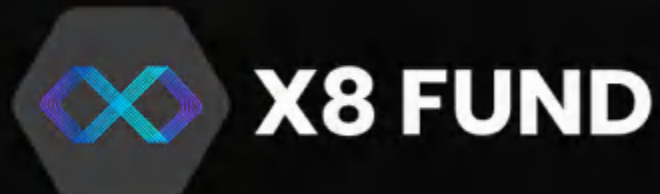
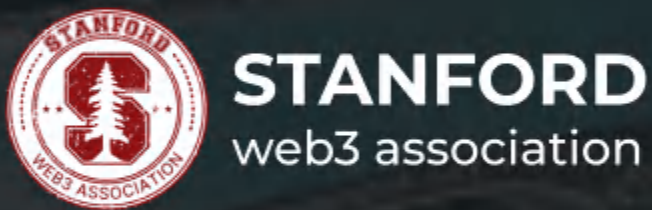
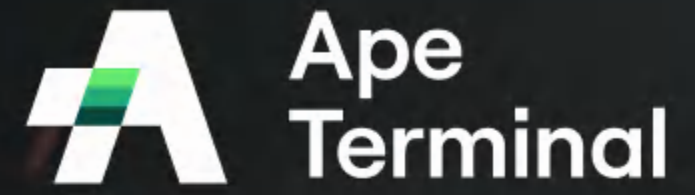


Akash Palve 🇮🇳

Game Developer

4+ years of development experience.
Specialization: Unreal Engine, Unity,
Python, C#, .NET Framework, Core
Java, JavaScript, React.js, Node.js.

PARTNERS AND INVESTORS



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