

The Gameness Whitepaper

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1. Legal Disclaimer

The information given in this whitepaper may be updated or changed. It should not be interpreted as a commitment, promise, or guarantee by Gameness or any other

person or organization mentioned in this document regarding the future availability of services related to using tokens, platforms, or the asset's future performance or value. None of the content in this whitepaper or on the Project website offers security or any other financial instrument related to any company, including the platforms that back the Gameness team or any associated companies. This material does not provide advice on purchasing, selling, trading, or soliciting any offer by the token provider to purchase \$GNESS tokens, nor should it form the basis of any contract or investment decision.

The Gameness platform will perform the sale and transfer of \$GNESS tokens, and the sale proceeds will fund the cryptocurrency projects, businesses, and operations described in this document. No person is required to enter into any binding legal commitment regarding their purchase of \$GNESS tokens. Any agreement between the Token Provider and a purchaser concerning the sale and purchase of \$GNESS tokens will be governed solely by a separate set of documents outlining the terms and conditions of such agreement. If you are a citizen, resident, or green card holder of certain countries, including the USA, China, Singapore, Iran, and North Korea, you are not eligible to purchase \$GNESS tokens in the \$GNESS ICO/IDO events.

No regulatory or official authority has approved or examined the information presented on the Gameness website or in this whitepaper, and no such action will be taken under the laws or regulatory requirements of any jurisdiction.

The publication, distribution, or dissemination of any content in this whitepaper or on the Gameness website does not imply compliance with any specific country's laws, regulatory requirements, or rules. The whitepaper, the token sale website, platforms, or any copy thereof must not be transmitted to any country where distribution or dissemination of this document is prohibited or restricted.

Purchasers of \$GNESS tokens should consider the risks and uncertainties associated with the ICO/IDO, including the potential loss of value of the issued token, which may result in a complete or partial loss of its value, as well as the businesses and operations of Gameness platform and/or the Token Provider.

1.1. Non-Liability Statement

The Gameness platform and/or the token provider accountable for operating the platform website want to clarify that they cannot be held liable for any indirect or consequential losses, whether contractual or not. This includes but is not limited to losses in any revenue or profits and the loss of any data or use of services. This applies to any reliance placed on the pre-sale, initial token sale, or whitepaper, regardless of the laws, regulations, or rules that apply. The companies strive to ensure the accuracy and reliability of their information. However, users should be aware of the risks involved and make their own informed decisions.

1.2. Applicable Law & Jurisdiction

In case of any dispute, legal action, or controversy arising from the pre-sale, ICO/IDO, the token sale processes, this website, platform or any material associated with it, including links, information, or access provided through the Gameness website, the governing law shall be that of Great Britain. The legal authorities of the courts of Great Britain shall have exclusive and sole jurisdiction over such matters.

1.3. Whitepaper Revision Alert

The whitepaper shall undergo regular updates pursuant to the enhancements made to the Gameness platform, changes to the \$GNESS token economy model for ensuring the sustainability of the Gameness platform, different revenue and incentive models added over time for the participants, and the improvements in the roadmap.

Announcements regarding the improvements and changes made to the Gameness Whitepaper shall be continuously published on the platform's website, social media, and communities.

Stay informed about the latest updates on the Gameness Whitepaper and Platform by following the Gameness official website and official social media accounts.

2. Gameness Overview

2.1. As a SuperAPP: Gameness

Gameness is a SuperAPP, a multi-purpose application developed by an experienced team in esports, gaming, and the Web3 industry, which aims to bridge all the stakeholders of the esports and gaming world in one SuperAPP. Gameness is the first play-to-earn (P2E) based esports SuperAPP.

As esports and gaming are highly intertwined and complementary concepts, Gameness aims to bring together the developers, applications, players of esports and gaming ecosystems and other industry stakeholders who want to take part in this world through the SuperAPP, which has been developed with tournaments, events, trainings and many in-app developed services.

2.2. Blockchain Integration

Blockchain technology, which is a revolutionary technology with its fast, secure, peer-to-peer, low transaction fee and 100% end-user ownership infrastructure, has transformed and continues to transform many sectors, especially the financial sector. Blockchain technology has also transformed the gaming industry in recent years by tokenizing all in-game assets, levels and profiles with models conceptualized as play-to-earn (P2E).

As an esports and gaming-based platform, Gameness aims to realize the potential arising from the emergence of the blockchain and gaming industry, with the blockchain integration to its platform and the blockchain-based assets and applications Gameness will offer.

While Gameness will integrate blockchain-based NFTs (Non-Fungible Tokens) as proof-of-ownership to its platform and present many unique or limited assets on its platform in NFT form, it will offer blockchain-based \$GNESS tokens and other integrated app tokens to its users on its platform as incentive models and in-app revenue and payment methods.

The \$GNESS token is the platform's native token and will be used primarily for Gameness governance and in-app payment. In addition to the governance and payment functions, an in-app utility will be added to the \$GNESS token with products and models such as play-to-earn (P2E) and staking.

With the aim of providing a practical platform experience, in addition to the \$GNESS token and other in-app crypto assets, Gameness will plan to offer its users the opportunity to use in-app fiat on-ramp and off-ramp transactions over time with the payment service provider integrations it will make.

Gameness will have asset-based blockchain integrations and also dApp-based blockchain integrations, such as decentralized NFT marketplaces, trading, and staking services. Ultimately, it aims to make the largest number of blockchain integrations to reach the largest blockchain gaming communities and be a multi-chain platform.

2.3. Multi-Platform Support

Gameness will support PC (Windows, Mac OS), mobile (iOS, Android), console, and VR games at the platform level.

Gameness will continue to regularly integrate the latest technologies into its platform and develop it in line with the latest gaming technologies and the most up-to-date system requirements.

3. Mission & Vision

3.1. Mission

We aim to bring together all the gaming and esports ecosystem aspects in one inclusive SuperAPP, Gameness. Aiming to maximize the UX so that it is unique and seamless, our platform will utilize the potential of blockchain technology while providing gamers and esports enthusiasts with opportunities to compete, connect and earn rewards through play-to-earn (P2E) models and other prizes and incentives. We believe Gameness will change how people interact with gaming and esports and build an inclusive, permissionless, and 24/7 accessible environment across many applications with the power of blockchain technology.

Join us to take the esports and gaming experience to the next level with the Web3 revolution by merging it with Web2!

3.2. Vision

3.2.1. Short Term Vision

Our short-term vision is to bring our applications to life on the Gameness platform, providing a wide range of services and features for gamers and esports enthusiasts, reaching and connecting esports and gaming communities in a wide framework, having a seamless user experience and meeting all the needs of gamers and esports enthusiasts.

After we launch the Gameness platform, we will achieve our mission to stay ahead of the competition by improving our platform and applications by constantly receiving feedback from the community and conducting UX surveys.

3.2.2. Long Term Vision

Our long-term vision is to empower all stakeholders of the esports and gaming ecosystem by utilizing the potential of blockchain technology and transforming the

gaming and esports industry by combining the power of Web2 and Web3 into the SuperAPP we have developed.

One of our most essential visions is to build a permissionless, decentralized ecosystem that our users can access 24/7, while combining Web2 and Web3 applications in our SuperAPP.

We will empower all Gameness participants through cutting-edge technology, innovative applications, play-to-earn (P2E) and other incentive models that we have developed, and unique services we will offer that are unmatched in the industry while enabling our users, gamers, and communities to develop and monetize their skills. In addition to play-to-earn (P2E) incentives, compete-to-earn models will be implemented in-app, in which esports and blockchain-based incentives will be composited.

We will expand our user base across a global scale by continuously improving our platform and collaborating, partnering, and integrating with major gaming, esports, and Web3 platforms to strengthen our communities.

4. Market Overview

In this section, the size of the market in which Gameness operates will be revealed through the market data related to the services and applications to be provided by the Gameness platform. Based on these data, a projection will be made to the market value potential that Gameness will reach.

4.1. Global Gaming Market

The gaming market has seen significant growth, especially in 2020 and 2021, the years with lockdowns caused by COVID-19. Although there is a relatively small decrease in the revenue projection in various studies in 2022 compared to 2021, the growth in the industry and the potential to support this growth are outstanding.

The [2022 Global Games Market Report](#), published by Newzoo in November 2022, stated that the total number of players in 2022 is approximately 3.198 million, an increase of 4.6% compared to the previous year. The Middle East and Africa lead the way with 488 million players, Europe comes next with 430 million players and Latin America with 315 million players.¹

Another important point in Newzoo's report is that the global games market generated \$184.4 billion in revenue as a projection for 2022. Mobile games have the biggest share of this revenue, with \$92.2 billion. Mobile games are followed by console games with \$51.8 billion in revenue, PC games (downloaded/boxed) with \$38.2 billion in revenue, and browser PC games with \$2.3 billion in revenue.

A projection from [a study published by Statista](#)² shows that the Video Games market will generate \$384.9 billion in revenue by 2023. This number will reach \$521.6 billion, with an annual growth of 7.89% by 2027.

4.2. Esports Market

Although esports is included in the gaming concept, which is an umbrella concept, it differs in gaming as video games that can be played solo or as a team with its competitive nature. Esports has come to the fore as a separate sector in gaming in recent years. COVID-19 has had an important impact on this.

According to the report "2023 Esports in Asia and MENA" (May 2023) published by Niko Partners, the game-market analytics firm focusing on MENA and Asia, the esports market generated \$1.3 billion in revenue, and the largest share of this revenue belongs to the Asia and MENA regions with 56%. In the year-in-review

¹ The Games Market in 2022: The Year in Numbers, Newzoo, Dec 2022, <https://newzoo.com/resources/blog/the-games-market-in-2022-the-year-in-numbers#:~:text=For%20the%20first%20time%20since.%2D4.3%25%20year%20on%20year>

² Video Games - Worldwide, Statista, May 2023, <https://www.statista.com/outlook/dmo/digital-media/video-games/worldwide>

[esports report](#)³ published by Newzoo in 2022, the projection of esports 2022 revenue was expressed as \$1.38 billion.

In the projection made by Statista, it is stated that the esports market revenue will reach approximately \$1.6 billion in 2023 and will reach approximately \$2.2 billion by 2027, with an annual average increase of 8.31%.

Projections made by different authorities and analytical firms, both as esports revenue projections for 2022 and as esports revenue in the next five years, are generally quite close to the above figures with similar annual growth rates.

In the study published by Statista, it is estimated that the 2022 esports audience is 532 million, which is predicted to rise to over 640 million by 2025.

Market research on esports reveals that this sector's growth rate and income generation potential are quite high in the upcoming years, and it is at a very early stage.

4.3. P2E & Crypto Market

Although cryptocurrencies entered our lives after the Bitcoin blockchain network went live in January 2009, it reached the level of about \$3 trillion in the last quarter of 2021. However, it has a history of just over ten years.

Rather than increasing the price or market value of cryptocurrencies, the novel and promising use cases of blockchain technology accelerated Web3, and we met with many innovative concepts such as DeFi, DAO, NFT, and GameFi. Although the concept of a Metaverse is not just a crypto and blockchain-related concept, it has a strong trend with NFT and crypto asset-based blockchain integration.

³ Newzoo's Global Esports & Live Streaming Market Report 2022, Newzoo, Apr 2022, <https://newzoo.com/resources/trend-reports/newzoo-global-esports-live-streaming-market-report-2022-free-version>

The play-to-earn (P2E) based GameFi (Game Finance) concept is a key component of the Gameness platform. As stated above, in line with GameFi, different concepts, such as compete-to-earn, will be presented to gamers and esports enthusiasts on the Gameness platform.

GameFi is a concept used synonymously with models called play-to-earn (P2E). Games with play-to-earn (P2E) mechanisms are game models in which in-game assets are tokenized based on NFTs, and in-game tokens gain utility for in-game payment and incentive models. Therefore, play-to-earn (P2E) models are highly correlated with the NFT and cryptocurrency markets.

According to data from the blockchain-based on-chain data analytics company DappRadar⁴, the on-chain NFT transaction volume for 2022 remained virtually unchanged at \$24.7 billion compared to the previous year. Despite sharp declines in all markets and the cryptocurrency market in general, the strong standing of the NFT market is important data that reveals the potential and resilience of this market. In addition, according to DappRadar data, total NFT sales increased by 67% to 107 million in 2022.

Play-to-earn (P2E) based GameFi projects continued to be the industry's driving force in 2022 when significant crises and declines were experienced and continued to receive significant investments from VCs and achieve significant valuations, while investments in general declined. It is undoubtedly an important factor that this concept merges the potential of both the blockchain and the gaming industry.

The following data about blockchain gaming are included in the 2022 Industry Overview report prepared by DappRadar and BGA Games⁵;

- GameFi projects account for 52% of all blockchain-based on-chain activity,

⁴ Behavior Report – What Do Consumers Want from NFTs?, DappRadar, Feb 2023, <https://dappradar.com/blog/behavior-report-what-do-consumers-want-from-nfts>

⁵ DappRadar x BGA Games Report – 2022 Overview, DappRadar, Jan 2023, <https://dappradar.com/blog/dappradar-x-bga-games-report-2022-overview>

- In 2022, an average of 1.13 million unique blockchain addresses were connected to GameFi projects per day, and this figure corresponds to an increase of 60% compared to 2021,
- On-chain game transactions reached 7.4 billion, an increase of 37% compared to 2021, which corresponds to an increase of 3,260% from 2020,
- In 2022, GameFi and Metaverse projects received a \$7.6 billion investment from VCs, and this increase was 59% compared to the previous year.

Gameness, with its mission and vision, will position its platform and services at the core of esports, traditional gaming, and blockchain gaming and will open a new way with its novel, competitive products by realizing the market potential that will arise from the intersection of these concepts.

5.How Gameness Works?

As stated above, the Gameness platform will offer gamers, esports entrepreneurs, and other stakeholders who want to take part in this ecosystem for different purposes the opportunity to engage with different features and services through a single platform with the Super APP it has developed.

In this section, the services to be provided by Gameness and the features of the platform will be explained. However, these features and services will be continually increased, developed, and optimized in line with Gameness's mission, so the features and services mentioned here are not final.

5.1. Gameness Services & Features

5.1.1. Esports Teams

Gameness allows the creation of permissionless esports teams on its platform in alignment with Gameness's mission to evolve into a decentralized, permissionless app.

Gameness participant users can easily create esports teams on the platform that align with basic requirements.

5.1.2. Tournament Organizations

One of the most critical features of the Gameness platform is that it offers its users tools for professional tournament organizations within the platform.

Organizing Tournaments

Gameness users like gamers, esports teams, agencies, professional tournament organizers, university clubs, and game publishers will be able to prepare tournaments. The tournament organization functions allow the organizer to access professional tournament organization tools and hyper-granular settings that enable the end user to design tournaments of any level of complexity and quality.

When creating a tournament, the organizer must specify a tournament name, pick the game, add a description, and establish the rules.

Tournaments can be customized with the organizer's branding and logo.

Tournaments will have a minimum and maximum number of participants. Under certain conditions, participation may be restricted based on country/region/state or tier and level based on users.

The organizer can never set an entry fee. Entry fees will automatically be free of charge by default.

When there are not enough participants for a tournament, the final decision will be made based on the tournament organizer's rule booklet.

If the final decision regarding having an insufficient number of participants is considered unfair or wrong, the following options will be offered to the organizer.

- Alter the tournament date to give more time for the participant slots to fill up. In this case, participants will be notified and will be given the option to reconfirm the new scheduled time.
- Drop the minimum requirement. In this case, existing participants will be notified and given the option to reconfirm under the new conditions.
- Cancel the tournament. In this case, existing participants will be notified. They may also be given the option to take over the tournament as the new organizer to ensure the tournament takes place.

The tournament license is owned by the organizer, but Gameness will make the final decision. In case of tournament cancellations for various reasons, the organization's license can be confiscated.

The organizer can set a start time and an end time. The organizer can set the registration period to be closed sometime before the tournament starts (e.g., 6-12-24 or 48 hours before).

The organizer also sets the timing and scheduling of subsequent rounds in the tournament. Gameness allows the organizer to establish rules for subsequent rounds, which can be announced to all participants in advance to ensure they are aware of them. Additionally, the platform allows the organizer to set the starting time for subsequent rounds only after the completion of subsequent rounds, giving players an opportunity to take a break and reorganize.

The participants will be informed in advance about the timing, format, and general structure of subsequent rounds, enabling them to acknowledge the tournament's framework and participate willingly.

The following concepts are key to the organizational procedure of the tournaments for the application.

- Portfolio
- Rule Book

- Tournament Formats
- Tournament License
- Structures
- Estimated Participation
- Invitations
- Sponsors
- Stages / Rounds
- Fixtures
- Winning
- Payouts
- Broadcast
- Hosts

Different options, including but not limited to the above, may be decided upon by Gameness.

The organizer can only organize the tournament with invited teams, and it is necessary to contact the relevant teams for the tournament.

Tournament rules and prize pool distribution will be determined by the organizer at the beginning of the tournament. Sponsored prizes will be allowed in tournaments. Tournament sponsors can contribute to the prize pool with NFTs or other assets.

Since Gameness will support many game types, the rules will differ depending on the type of game played. This includes the duration of a tournament, the number of matches in the tournament, its duration, conditions, conditions for a player or group of players to move to the next round, and many other features.

Participating in Tournaments

To access the services and features offered by Gameness, users are required to download and install the Gameness Super APP, available on the Google Play Store (Android), App Store (iOS), and Huawei (HarmonyOS).

In the future, the Gameness app will also support tablets, such as iPads. Gameness will support different platforms, including PC (Windows, Mac OS), mobile (iOS, Android), console and VR in general.

Only users who have completed the registration process can access the platform after installing the Gameness application.

Users can register with a social login or by filling out a form that asks for information such as name, location, age, preferred games, etc., along with their emails. After registration, users must verify with a 6-digit code sent to their email or phone as an SMS.

In the future, with blockchain-based wallet integrations (Web3 integration), users can log in and register on the Gameness platform with their Web3 identity.

After completing the registration process, users can upload profile pictures associated with their accounts to the platform and enter their bio. User profiles contain the following information and features:

- User profile photo
- Teams profile
- DRM Wallet
- The full history of the tournaments a user has participated in or is registered for
- Win/loss ratio per game
- KDA ratio per game
- Number of games played
- NFT gallery that shows the NFTs the user has won in tournaments
- Any badges associated with tournaments
- Follow and subscribe to notifications functionality
- Add friend functionality
- Report functionality

Users can also create teams and invite other players to their teams via their profiles.

Registering Tournaments

After registering to the Gameness platform, users can search for the tournaments they want to compete in through the search bar on the home screen.

After users find the tournaments that they want to compete in via the search bar, they can access the following details about the tournaments:

- Game title
- Tournament calendar
- Maximum number of competitors
- The tournament format (e.g., single or double elimination, Swiss, ladder, time trials, etc.)
- Rules
- Prizes
- Participants
- Results
- Tournament brackets
- Tournament details
- Sponsor details

After finding the competitions that the user wants to participate in, examining the details, and deciding to participate, it is enough to click on a "join" button.

Tournament Types

The Gameness platform will support multiple tournament formats like ladder, Swiss, time trials, control points, single and double elimination, round-robin, etc. Tournaments can be prepared in different formats, such as player vs. player and team vs. team tournaments.

Gameness will allow esports, guilds, play-to-earn (P2E) based tournaments on its platform.

Global Statistics & Ranking

Gameness will monitor and publicize global statistical data related to tournaments, including metrics such as the aggregate count of tournaments participated in, player rankings based on tournaments won, guild rankings based on player win-loss ratios, number of tournaments entered, and highest earnings, among various other parameters. An essential part of these statistics will be recorded on the blockchain for enhanced transparency and integrity.

Tournament Streaming

All live broadcast rights of the tournaments will belong to Gameness.

Live broadcasts can be on different channels and in different languages. Gameness reserves the rights to the languages it will broadcast live in.

Users will need referees' permission to open their live streams.

5.1.3. Esports Educations & Events

One of Gameness's most important goals is to continuously contribute to the development of the gaming and esports ecosystems and take the esports and gaming experience to the next level. To achieve this goal, the Gameness platform will allow education events, especially esports training.

Gameness will provide tools for creating and participating in digital and physical events.

Gameness will provide a strong community and platform infrastructure for organizers of training and similar events.

5.1.4. Guilds Support

Gameness will allow its users to create guilds, join guilds, and organize guild tournaments on its platform.

Gameness will have an integrated guild ranking system based on player win-loss ratios, tournaments entered, comparative number of winnings, and other performance metrics. The user will be able to check the list in real-time.

The guild ranking system will include the following features:

- A leaderboard that tracks guild performance as an aggregate of guild members' win/loss ratios
- Guild tournament creation
- Guild applications.

5.1.5. Play-to-earn (P2E) Compatibility

In line with the blockchain gaming GameFi concept, the Gameness platform will offer its users unique earning opportunities and incentives with blockchain integration, blockchain-based assets, and play-to-earn (P2E) models. As an important point, play-to-earn (P2E) based blockchain gaming and traditional gaming and esports gamers will benefit from on-platform NFTs, tokens, and cash incentives.

The Gameness platform features a bridge function for competitive play-to-earn (P2E) games for tournaments and other related events. Through Gameness, gamers can easily and directly interact with integrated P2E games.

Gameness users can apply to guilds from the guild list for different revenues, apply to teams or create a team for free, participate in all tournaments, and win prizes. Gameness does not charge any fees for P2E revenues generated by its users.

Users can win prizes by predicting who will win in tournaments and participating in polls.

Play-to-earn (P2E) based rewards on the Gameness platform can take the form of NFTs, the \$GNESS token, other integrated tokens, or cash.

Prizes and in-platform incentives will vary depending on the tournament organizers, sponsors, and the nature of the tournament. Gameness reserves the right to distribute the incentives.

5.1.6. Gameness Ambassadors

Gameness ambassadors act as the link between the community and the Gameness team, communicating decisions and requests made by the community directly to the Gameness team.

Gameness ambassadors carry out the necessary communication process for the correct understanding and resolution of the demands and complaints of the community by keeping in touch with the community and constantly listening to the community.

Gameness ambassadors develop growth strategies, build networks, and lead networking events to grow the Gameness community.

Gameness ambassadors can earn rights such as free participation in events, premium user rights, and the right to work at events in return for contributing to the Gameness community. An effective ambassador is also entitled to a salary and these rights.

Staff

Gameness staff begin their duty by receiving training as a tournament referee. They review the tournament rules and ensure that the tournaments go smoothly.

In return for their services, Gameness staff gain the right to attend events free of charge, premium user rights, and the right to work at events. In addition to these rights, adequate staff are also entitled to regular bonuses.

Nessies

Anyone who has staked \$GNESS tokens on the Gameness platform or participated in more than 50 tournaments is considered a Nessie.

A Nessie can submit their requests directly to ambassadors and have the right to vote in decision-making.

5.1.7. Instant Messaging Functionality

Supporting enhanced connectivity and collaboration within the Game and gaming ecosystem is a fundamental principle of Gameness.

Currently, chat functionality is a minimal feature for the application, explicitly facilitating tournament chats to provide user-referee communication during tournaments.

In future improvements, the chat functionality will offer comprehensive support for different forms of communication, including live, direct messaging functionality for users who have established a mutual connection as "Friends," group chats including

multiple participants, global game chats, and team chats for enhanced collaboration and communication.

The messaging application will not allow unlawful content such as threats, insults, humiliation, racism, gender discrimination, and pornography. Such content will be regularly monitored, and relevant users will be removed.

6. Gameness Applications

In line with Gameness's vision and mission, Gameness will be developed to run on different platforms and many different applications on each platform to maximize user experience and connect different ecosystems most effectively.

6.1. Gameness Super APP

The Gameness mobile application, Super APP, will be available on iOS (App Store), Android (Google Play Store) and HarmonyOS (Huawei).

Gameness users can participate in and create tournaments while engaging in the gaming and esports ecosystem with the Super APP.

The Gameness Super APP will also be a gateway to the gaming and esports ecosystem for its users, allowing users to create strong communities in this ecosystem. The Gameness Super APP will allow its users to communicate with guilds and see their rank.

The Gameness Super APP will allow the creation of education and many other events.

The Gameness Super APP, with its blockchain, Web3 integration, will also function as a wallet (with its built-in DRM Wallet) and transaction platform for NFTs and other blockchain-based assets, and users will be able to see their blockchain-based assets on the application in alignment with Gameness's play-to-earn (P2E) integration.

The Gameness Super APP will also serve as a gateway for brands to reach gamers, esports enthusiasts, and their communities. Brands can sponsor tournaments, education, and other events through the Gameness Super APP. Brands can also receive exclusive tournament services that are aligned with their purposes.

6.1.1. The Problems Gameness Super APP Solves

- Data management problem
- Infrastructure and organizational deficiencies in tournament processes
- Lack of sustainable projects in the crypto ecosystem (play-to-earn (P2E)), gaming and esports industry
- Lack of valuable NFTs with sustainable utilities in the esports ecosystem
- The problem of bringing together the gaming, esports, and play-to-earn (P2E) communities within and separately
- Lack of effective and the right communication channels between brands and the gaming ecosystem
- Lack of apps to engage with the gaming, esports, and play-to-earn (P2E) ecosystems, Web2 and Web3, in one app.

6.1.2. Supported Games

The Gameness Super APP is a game-agnostic platform that supports any game that meets the following criteria:

- Skill-based
- Non-Pay-to-Win
- Non-pornographic

Skill-based games require players to use their physical or mental skills to achieve a specific game result. Skills may include dexterity, hand-eye coordination, execution speed, tactical mastery, strategic know-how, etc.

Games of chance based on precise mathematical models or imprecise randomness are not supported by Gameness. Gameness accepts such games in the category of gambling games, not in esports.

6.1.3. Gameness User Dashboard

In the Gameness Super App, there will be a dashboard where users can see their achievements, general statistics (tournaments launched, participated in, awards won, levels reached, platform usage time, etc.), NFTs, \$GNESS tokens, and other supported crypto assets owned.

By connecting their Web3 wallets to the Gameness platform, users can transfer their NFTs, \$GNESS tokens, and other crypto assets via the dashboard and deposit supported assets on the platform.

Users can swap their \$GNESSs and supported crypto assets directly through the dashboard via integrated liquidity pools and DEXs. No additional fees will be charged by Gameness apart from the integrated liquidity pool and DEX transaction fee from users.

Without being limited to the above, new features will be added to the user dashboard, and users will be able to easily access many services offered by Gameness through the user dashboard.

6.1.4. Game Integrations

The Gameness game library functions as a whitelist on the platform. It will be pre-populated with a list of approved skill-based esports games. Users can request that a game that is not in the library be added. The project requested to be added to the library will be added to the platform if deemed appropriate after internal review by the Gameness team.

Games do not need to be integrated directly into the Gameness platform to be played. However, many games will be directly integrated into Gameness in the future.

Teams of gamers who want their games to be integrated into the Gameness platform can contact Gameness. After the necessary examinations are made, exclusive integrations and activities can be planned for advanced cooperation with the appropriate projects.

6.1.5. App Notifications

The Gameness Super APP has two types of notifications: in-app notifications and push notifications that users can see on their home screen.

While the in-app notifications may also be pushed to the screen when the app is inactive, the push notifications may also be used for marketing and win-back purposes. Gameness reserves the right to use push notifications.

In-App Notifications

Users can subscribe to the following with in-app notifications:

- Other users
- Tournaments
- Matches
- Events
- Education

Users are automatically subscribed to tournaments and matches they organize or participate in. Not to be limited to these, the subscription policy can be changed by the Gameness team.

Push Notifications

Push notifications are device-level notifications that users can receive even when the Gameness app is inactive. They regularly inform users of important developments regarding the platform and their accounts. Push notifications are allowed by default, but the user can revoke them. To improve the UX, users can turn these notifications on or off based on their category.

6.2. Gameness Web Application

The Gameness web application will be released at a specific time after the mobile application goes live.

The Gameness web application developed for web browsers will support all tournament organization functions and many more features already in the mobile application.

The Gameness app will support many features, including but not limited to the following:

- Overall platform statistics
- \$GNESS explorer
- On-chain tournament data and results
- On-chain consensus voting results

7. Gameness In-Platform Assets

The Gameness platform will support cash and crypto (NFT and coins/tokens) assets, in line with its function as a bridge between Web2 and Web3 ecosystems and integrating play-to-earn (P2E) projects and the community on its platform.

The platform's main asset will be the \$GNESS token. However, it will also include native NFTs and other crypto assets.

With the \$GNESS token and blockchain integrations in general, Gameness users will have a permissionless, decentralized, fast, secure, and scalable transaction experience.

7.1. \$GNESS

As the driving force of the Gameness economy, \$GNESS is the native token of the Gameness ecosystem.

7.1.2. The Primary Utilities of \$GNESS

As the governance token of Gameness DAO, \$GNESS will give its holders the right to participate in decision-making processes. It will also have many different utilities such as payment, staking, farming, and some other important privileges on Gameness.

Medium of Exchanges - Payment

\$GNESS's first and most important utility is that it is the key asset of Gameness as a medium of exchange.

As a medium of exchange, \$GNESS will be given utility for all payments on the platform.

The \$GNESS token will be used as a medium of exchange for purchasing in-game assets, items, upgrades, customization preferences, and certain benefits within the platform.

Exclusive content produced by the participants within the platform can also be accessed with \$GNESS.

\$GNESS's payment functionality is only available within the Gameness platform, and \$GNESS was not developed as a general payment asset.

Play-to-earn (P2E) Incentives

In play-to-earn (P2E) based games, in addition to external game integrations and assets associated with these integrated games, users will also be given \$GNESS token rewards. In this way, \$GNESS will be given a utility.

\$GNESS awards can be given for participation in a game (gameplay rewards), tournament, achievements, exclusive content produced, general performance, and contribution to the relevant game or platform.

Gameness Governance

\$GNESS is the governance token of the Gameness ecosystem. \$GNESS token holders will have the right to vote and participate in the decision-making processes of Gameness. They will have a say in the ecosystem's future by staking their \$GNESSs and getting staking rewards.

Esports Tournaments

In the future, Gameness reserves the right for \$GNESS holders to participate in tournaments free of charge. Holders can use this card to participate in special tournaments (special to \$GNESS holders) and take advantage of some tournament benefits.

In the future, tournament participants, organizers, and sponsors who hold \$GNESS in esports tournaments will have some exclusive rights.

Gameness Marketplaces

Within the Gameness ecosystem, virtual in-game items, assets, collectibles, and many other things related to integrated games and esports tournaments can be traded for \$GNESS.

Gameness will support blockchain-based decentralized marketplaces.

Gameness Privileges

\$GNESS will offer its holders many privileges on the Gameness platform, including but not limited to the above. Many exclusive features offered by the Gameness platform will be exclusive to \$GNESS holders.

\$GNESS holders can access unique content related to games and tournaments and access exclusive levels, game modes, items, characters, and features specific to games.

\$GNESS holders can participate in in-platform loyalty events, benefit from discounts, win additional rewards, and benefit more from incentives compared to the held \$GNESS amount tiers. All of this will increase engagement and encourage the Gameness community to be more active within the platform.

Holders of \$GNESS will also have rights such as early access to games integrated or indirectly cooperating with the platform, as well as the right to participate in beta testing of games.

Sponsorship/Partnership Benefits

Those who want to sponsor tournaments in the Gameness ecosystem, partner with games, or organize exclusive events with integrated games specific to tournaments or special to the Gameness community will have special privileges to hold \$GNESS.

Staking, Farming & Trading Incentives

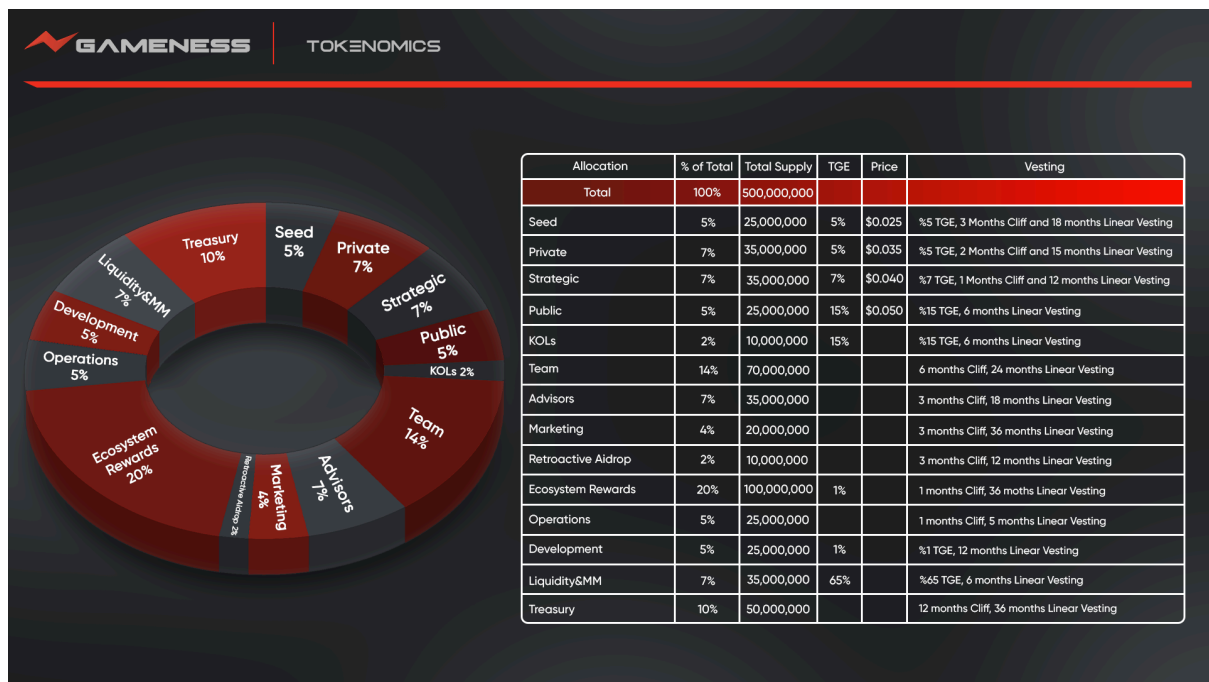
\$GNESS holders will be able to earn passive income through staking and farming associated with play-to-earn (P2E) based game integrations to Gameness or directly as a platform-based service.

According to the \$GNESS trade volumes created by Gameness users in the marketplaces, users can be given trade \$GNESS reward incentives.

The above utilities are limited, and there will be many more in addition to the above. Over time, many new utilities will be added to \$GNESS.

7.1.3. \$GNESS Tokenomics

[Tokenomics](#)



7.2. Gameness NFTs

NFTs will be an indispensable component of the Gameness ecosystem, compatible with play-to-earn (P2E) integrations and not limited to play-to-earn (P2E) models.

NFT collections for gamers, esports tournaments, games, special events, sponsors, partners, and much more will be released on the Gameness platform. These NFTs will represent in-game items, characters, and assets associated with play-to-earn (P2E) models. All these NFTs will be traded on the decentralized marketplaces offered by the Gameness platform.

There will be two NFTs on the platform: Base NFTs and Trophy House NFTs.

7.2.1. Base NFTs

Base NFTs are the Digital IDs of every account on the Gameness platform.

Base NFTs can be understood as Digital IDs that reference characters with a certain level on the platform and can improve their equipment.

Base NFTs can be developed as non-transferred Soulbound NFTs associated with IDs and profiles.

Base NFTs will be dynamic NFTs based on the user's performance and level, with other metrics added in the future. They will show the user's current ranking and attributes.

Base NFTs allow users to:

- Keep a record of their current staking and activity scores
- Increase account level and hence increase the amount of rewards received
- Buy or win NFTs (so-called "Trophy House") that can be equipped in the user profile to provide bonuses

- Aggregate Base points (\$GNESS tokens will be used for ranking)
- Mint account-specific tokens

Base Points

The activities and achievements of each member of the Gameness platform will be measured by Base Points, which can be seen on the respective member's account using their digital ID.

Base Points have two main purposes:

- Seasonal leaderboard ranking: season after season, Gameness members will be invited to global competitions, and those with the highest aggregated Base Points will win additional rewards in \$GNESS and/or Trophy House NFTs
- Activity score: the average amount of Base Points collected in the last [n]-number of months will be used as an additional activity score measurement to upgrade the user's account level and subsequently increase rewards and bonuses received.

7.2.2. Trophy House NFTs

Trophy House NFTs are another internal asset in the Gameness ecosystem. Trophy House NFTs can be traded on the internal marketplaces or rewarded to users through tournaments.

Each Trophy House will offer unique benefits to NFT Base accounts. For example:

- Champions CUP: -1% on all ecosystem fees
- Mana Potion: 1 free access to any Gameness event

The above are exemplary, and Gameness reserves the right to change and improve it.

7.3. Blockchain Technology

7.3.1. \$GNESS Technology

\$GNESS will first be developed as a BEP20 token on Binance Smart Chain (BSC), which stands out with its scalability, low transaction fee, fast and secure transactions and economy of the gaming ecosystem on BSC.

In line with Gameness's main vision and mission, \$GNESS will be multi-chain to bring together the blockchain gaming ecosystem, combine the gaming communities of different chains, and use the potential of the gaming economy on these chains. The most suitable chains for this purpose will be prioritized for different chain integrations.

7.3.2. Technology of Gameness NFTs

Gaming platform NFTs like \$GNESS will be developed on the network that is optimal in terms of scalability, fast and secure transactions. ERC-721 and ERC-1155 NFT protocols will be primarily supported on the Gameness platform. This will allow NFTs to be used in the most flexible way in terms of the games integrated into the platform and its operation. At the same time, larger-scale NFT integrations will also be supported in this way. In the future, the Gameness platform will support different NFT protocols and chains and provide multi-chain infrastructure support for the above purposes.

\$GNESS will first be developed on a network that supports projects with its scalability, fast and secure transactions. In line with the main vision and mission of Gameness, \$GNESS will be multi-chain to bring together the blockchain gaming ecosystem, unite the gaming communities of different chains and leverage the potential of the gaming economy on these chains. In different chain integrations, priority will be given to the chains most suitable for this purpose.

7.3.3. Security & Audits

Blockchain-based assets, marketplaces, other products, and related smart contracts developed by the Gameness platform will be subjected to strict and regular internal audits (including stress, penetration, and other security tests). The most reputable audit firms will conduct audits. The vulnerabilities detected during the audits will be patched immediately, and the safest trading experience will be offered to the users.

Audit reports made by reputable organizations will be shared with the Gameness community regularly.

For each upgrade made in Gameness smart contracts or for each new smart contract-based product developed, the audit process will be repeated, and any security risks that may occur will be minimized.

8. Gameness DRM Wallet

Every user on the Gameness platform will have a multi-currency DRM Wallet associated with their account.

With DRM Wallets provided by the Gameness platform, users will be able to hold fungible and non-fungible crypto assets, perform transactions such as receiving and

sending supported assets on supported chains internally and externally within the application, trade on marketplaces, view transaction history and track final balances.

In addition to the blockchain integration, the DRM Wallet will also have fiat integration (fiat on-ramp and off-ramp) through third-party payment provider integration. Thus, users can make fiat deposits and withdrawals through their DRM Wallets via the relevant third parties. The Gameness DRM Wallet will support all major currencies.

Users can perform the following transactions through their DRM Wallets:

- To buy the \$GNESS token, users can deposit fiat in their DRM Wallet. In this case, the fiat will be stored in an escrow account, and the corresponding \$GNESS token amount will be credited to the user's account.
- When depositing cryptocurrency to buy \$GNESS, the user's crypto asset is first converted to stablecoins or fiat. Then, the corresponding \$GNESS amount is credited to the user's account so that the user's crypto asset is not exposed to crypto market volatility.
- When the user wants to withdraw a certain amount of \$GNESS in fiat, the Gameness treasury buys \$GNESSs. It sells them through the platform's liquidity pool or swaps them over an external DEX.
- When the user wants to withdraw \$GNESS, the desired amount of \$GNESS will be sent to the specified address.

When the \$GNESS amount held by the users and the \$GNESS amount held by the platform differ due to \$GNESS price fluctuations, the withdrawal transactions will be balanced with the \$GNESS sales made on the exchanges to prevent losses to the company. This process will be handled by liquidity programs (providing liquidity to the liquidity pools) with incentives and/or offers to the general public or DEXs.

The DRM Wallet keys, specially created for each user profile, will be stored in the platform database in a fragmented and encrypted form, with additional security protocols so that only users who have the keys can access their accounts. Developers and other people will not be able to access them.

In addition to the DRM wallet, users will be able to connect their non-custodial Web3 wallets to the platform, use many of the platform's features with them, and withdraw their crypto assets to their non-custodial Web3 wallets whenever they want.

9. Gameness DAO

The core function of the Gameness DAO is to democratize the platform and empower the Gameness community by involving users in the decision-making processes that affect Gameness users. Another important function of the DAO is to provide Gameness users with an open, transparent, accountable, participatory platform.

The DAO's governance token is \$GNESS. By staking \$GNESS or fulfilling other prerequisites stipulated and announced by Gameness, \$GNESS holders can prepare proposals on the platform's future or platform-related improvements and submit them to the community for voting. Likewise, fulfilling simple prerequisites, \$GNESS holders can voice their opinions and vote on any proposal submitted in the DAO.

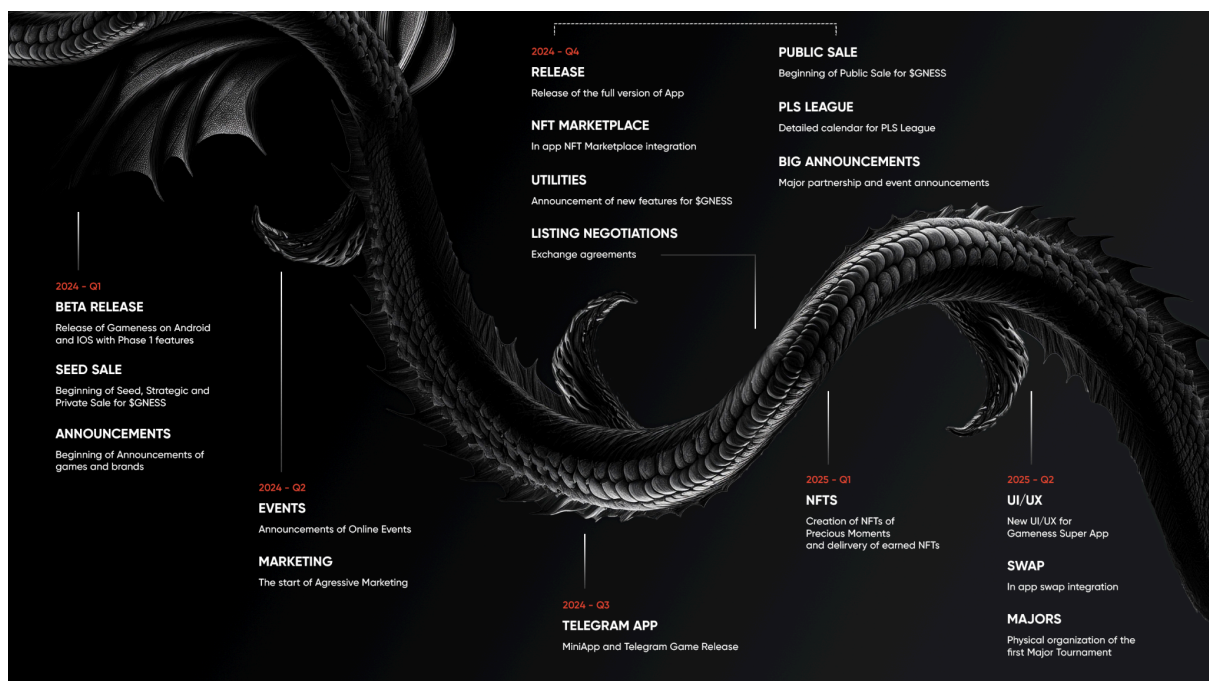
\$GNESS holders can raise any topic by preparing a proposal in the DAO on developing the Gameness platform, esports tournaments, games to be integrated, blockchains to be integrated, incentives, and more. For example, they can decide which game to choose in a tournament through the DAO.

Incentives in the form of \$GNESS can be given to users who contribute to the platform's development with the proposals they submit in the DAO and the proposals they vote on.

Community members who add value to the Gameness ecosystem with their DAO proposals and contributions will have the status of Contributor, and Contributors will be given additional incentives proportional to their contributions in specific actions and quality.

In the DAO mechanism, a Council will provide support on important issues such as tournament decisions and rulebook support. The council will consist of a mix of platform staff, community members (Gameness Ambassadors, Nessies), and advisors. However, it will not be limited to those listed.

10. Gameness Roadmap



<https://gameness.app/assets/images/road-map.png>

11. Thank You!

