BNIQ

whitepaper

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INTRODUCTION

The BNIQ introduces "Franchise as a Service":a revolutionary business model for games.

It's like *Roblox* for professional game developers.

Powered by our Game SDK, players can create and own game content across all BNIQ games.
Thanks to the blockchain, they can also buy & sell this content on third-party marketplaces.

Game developers can use our Game SDK to easily build BNIQ games and access the player-created content.
They can sell the games they make, royalty-free.

The complete solution is live now, and can be experienced in the BNIQ Proving Grounds.

View our 2024 Franchise Video that premiered during the Games.gg awards in December, where the BNIQ was nominated for People's Choice.

Our business model explainer video further illustrates our vision.
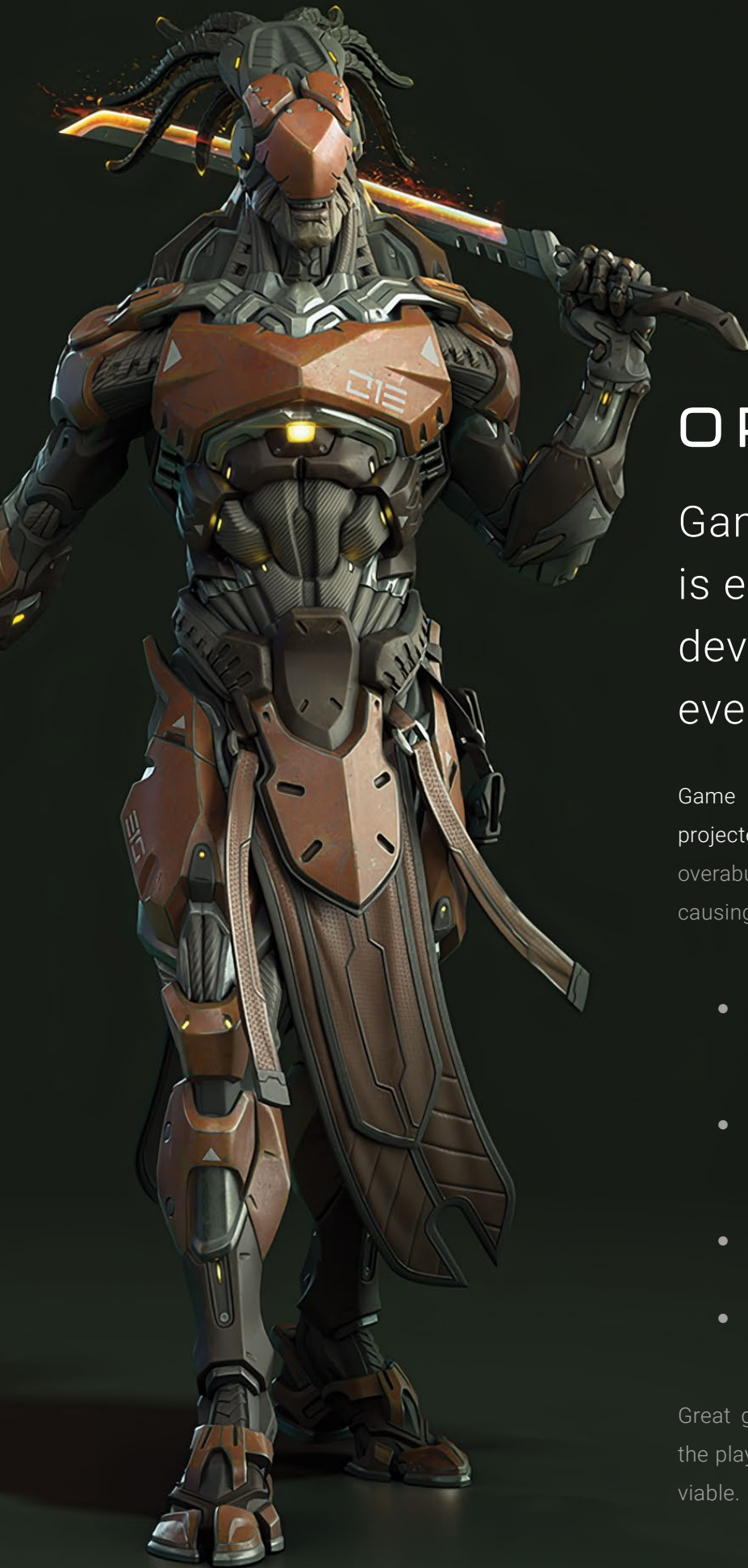
OPPORTUNITY

Game industry revenue is exploding but game development is riskier than ever.

Game industry revenue was $200B in 2021 and is projected to exceed $300B in 2026. This has resulted in an overabundance of games that must compete for attention, causing User Acquisition costs to skyrocket.

- Games are getting easier to make, with game engines like Unreal and Unity. And AI will make it even easier.
- There is too much content to choose from. 4,000+ new games per month on Steam and 300,000+ mobile games.
- Freemium gaming has created a generation of fickle gamers that are reluctant to pay.
- User acquisition costs are severe as games compete for attention.

Great games are running out of funding before finding the players and revenue needed to become commercially viable.

FRANCHISE AS A SERVICE

The BNIQ delivers **Franchise as a Service**: acquire users once and monetize across many products.

Franchise as a Service rethinks the relationship between games, franchises and players.
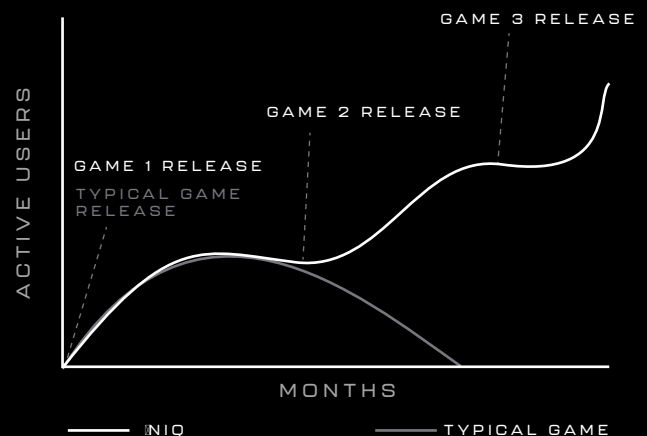
In the current model when you license a franchise you don't get any assets and they must be created for each game separately. *Franchise as a Service* means the franchise owner takes on the responsibility of delivering game-ready content to players and game developers.

Using our service, players get to create and own game assets (Heroes, Ships, etc.) that can be used in all BNIQ games

Game developers get to use our free Game SDK to access high-quality game-ready assets, AND they get direct access to a community of engaged BNIQ content owners who are highly motivated to play more games that utilize their content.

The solution is live today, and demonstrated in our example game the Proving Grounds.

AQUIRE AND RETAIN USERS

GAME 3 RELEASE

GAME 2 RELEASE

GAME 1 RELEASE

TYPICAL GAME RELEASE

ACTIVE USERS

MONTHS

BNIQ   TYPICAL GAME

The BNIQ is the brainchild of game development icons and top creative talent. Founders Tony Harman (*Grand Theft Auto*, *Donkey Kong Country*) and Wyeth Ridgway (*Pirates of the Caribbean*, *W2K22*) assembled a roster of the best franchise creators on the planet including Brent Friedman (*Call of Duty*, *Star Wars*) and Stuart Jennett (*Star Citizen*, *Marvel Comics*) to create an epic, galaxy-spanning sci-fi story. Set 700 years in Earth's future, our saga unfolds around an ancient space station, the BNIQ 's most sought-after technology. Dozens of races compete for control, leading to political frictions and bloodshed across hundreds of worlds. Learn more about our lore in our franchise deck. This universe extends beyond games with an anthology, six comics, and a promise to redefine what an iconic IP can do for the community.

Welcome to the BNIQ , a transmedia franchise.

HEROES

The essence of the BNIQ lies in our aspirational characters — captivating heroes and villains that transcend the realms of computer games, comics, and general storytelling. Our initial lineup introduces five dynamic heroes, each with a dedicated comic, delving into their compelling personas. Complemented by a 60+ page graphic novel, this serves as the foundation for a centuries-long struggle within the BNIQ . Not only are these characters playable in BNIQ games, but they also feature prominently in our anthology novel and across our transmedia franchise. Click here to explore our cast of characters and dive into the rich tapestry of BNIQ .

BNIQ heroes are blockchain game objects with a complex rarity model. Purchasing a hero unlocks gameplay and rewards across all our games.
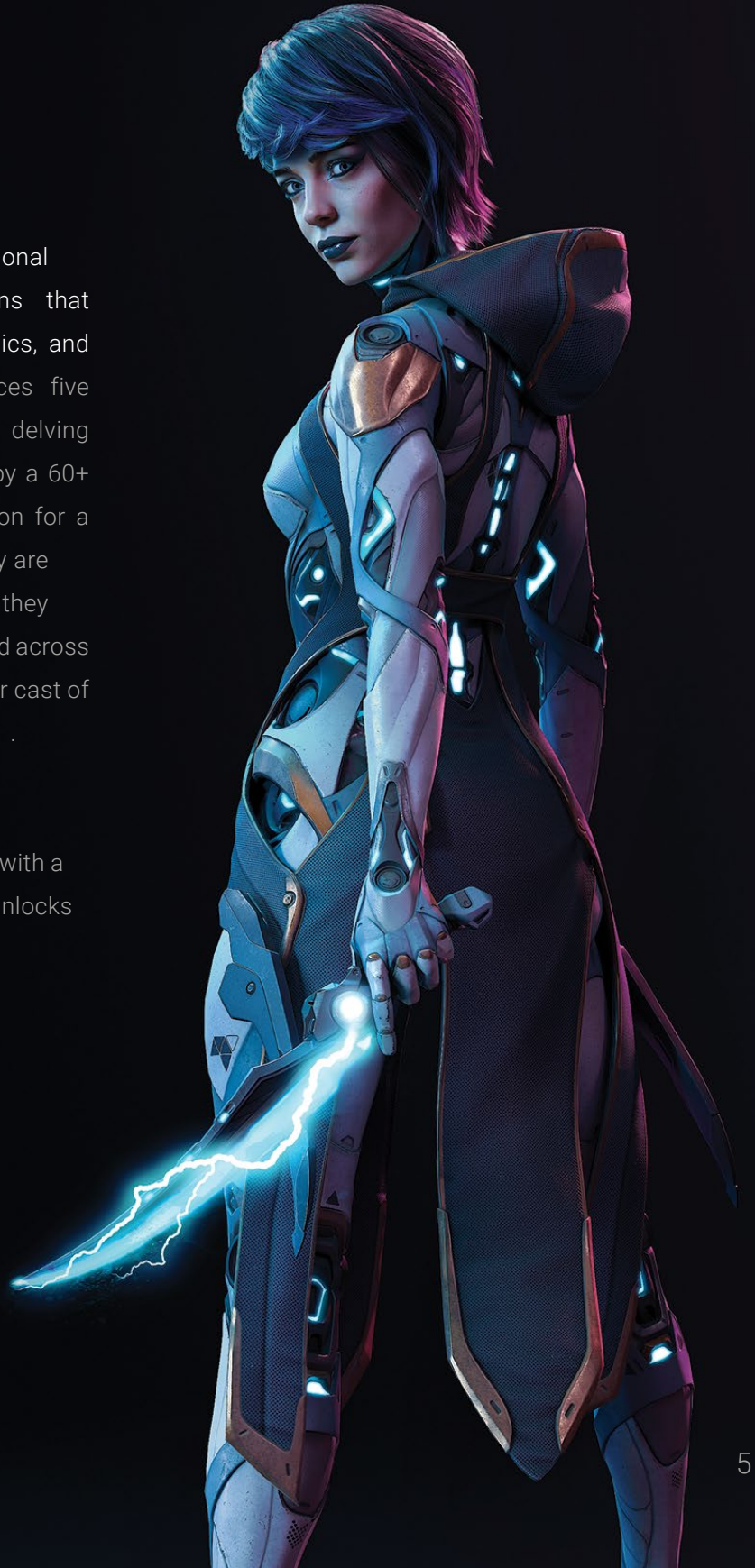
USER-CREATED CONTENT

Our vision is simple: all BNIQ Game Content (UGC) is created by users and immediately playable across all our games. Every weapon, hoverbike, spaceship, star base, and much more...is designed and created by a user and added to the BNIQ forever. To create a game object requires a blank, which grants the ability to complete and own your item on the blockchain. Buy blanks from the BNIQ Marketplace in an end-to-end pipeline that is live today and demonstrated in our first of many games, the *Proving Grounds*.

BLOCKCHAIN OWNERSHIP

The Blockchain is reshaping gaming, and BNIQ is at the forefront. We enable our community to truly own digital assets across games, trade them on third-party marketplaces like Opensea, and enable a career worth of stories with that object. The BNIQ , blockchain-agnostic, boasts over a million NFTs on Polygon and Ethereum across more than 100k holders, making it an industry leader across chains. Ready for the future, we'll embrace emerging technologies to make sure BNIQ is relevant for decades to come.
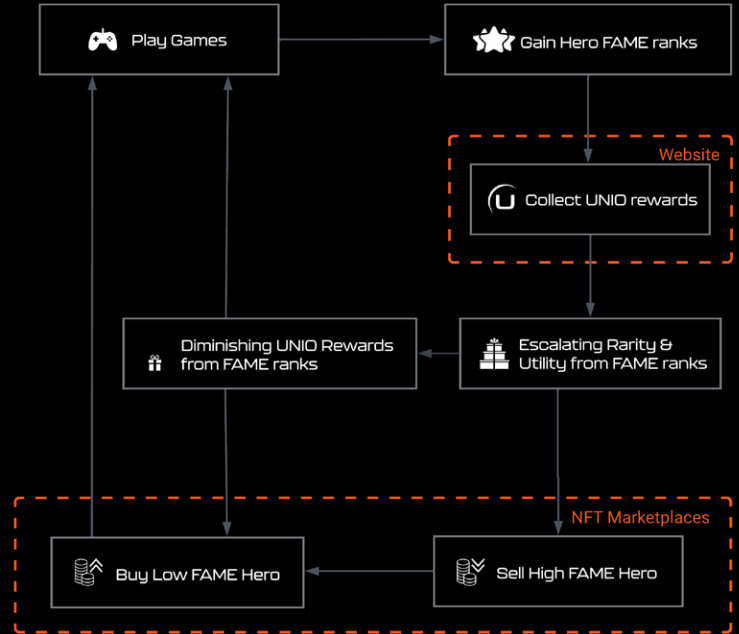
PLAY-TO-RARE

One of the promises of blockchain game objects is to record a history of an object's provenance. The BNIQ was one of the first Web3 games to introduce this concept through our play-to-rare vision for NFTs.

CAREER SYSTEM

The career system is a series of accomplishments much like those earned at an account level on Steam or Xbox. In the BNIQ these are unlocked as dynamic metadata for our heroes. Each BNIQ game can introduce its own career metadata accomplishments, and by collecting all of these a hero will become considerably more rare across a collection. This system is live today and viewable on the blockchain.

PATH TO EARN

Unioverse NFTs unlock rewards with FAME
FAME drives engagement and NFT utility

Play Games → Gain Hero FAME ranks

Collect UNIO rewards (Website)

Escalating Rarity & Utility from FAME ranks

Diminishing UNIO Rewards from FAME ranks

Buy Low FAME Hero ← Sell High FAME Hero (NFT Marketplaces)

W1zardM3tal
FAME 2
250 / 700

FAME SYSTEM

The BNIQ FAME system records the amount of playtime each Game Object receives. It is presented as FAME level, and is gained across our heroes, gamer-tags, hoverbikes, swords...everything!

While no game objects in the BNIQ have inherent power or abilities, FAME will be used to unlock the rarest and most desirable features in our creator tools. Fame can also be used on a per-game basis however the game developer desires. For example, a high tier of multiplayer competition in a battle royale game may require a minimum Hero fame level. Alternatively, NPC guards might salute a high fame hero, or react in awe when a rare weapon is wielded.

CHANGING AN INDUSTRY

FOR GAMERS

Gamers get to create and own franchise content that exists across all the BNIQ games.

Player-created content gains Fame and Provenance through gameplay, recorded on the blockchain in a unique "Play to Rare" ecosystem.

Gamers can buy and sell this content on external marketplaces like OpenSea, turning what they create (or win) into cash.

Unlike other franchises, fans can create non-game content (t-shirts, figurines, comics) and sell it royalty free.

FOR GAME DEVELOPERS

Game developers get access to a valuable franchise, high-quality game content, a full technology stack and an eager audience.

Like *Roblox* or *Fortnite Creative* mode, the BNIQ provides a fast, powerful environment to build games.

Unlike any other franchise, developers can build games for the BNIQ royalty free.

Significantly reduce user acquisition costs by tapping into a large pool of eager players motivated to use their existing content in new games.

FOR THE FRANCHISE

The BNIQ turns gamers and game developers into evangelists for the franchise, with each piece of content they produce and share contributing to audience growth and franchise value.

Through the Game SDK we can then drive our audience to new products, driving cross-platform expansion and reducing user acquisition costs.

UNIOVERSE FLYWHEEL

THE BNIX TOKEN

Introducing BNIQ: the BNIQ 's utility token. This ERC-20 token has 2 utility purposes: It is spent to create BNIQ game content, and it is staked by Players, Game Developers and Game Publishers to access BNIQ platform benefits.

The fixed total supply of BNIQ will be 4B tokens. The total supply will be minted at genesis and vest to stakeholders over time.

ECOSYSTEM
34.5%

INVESTORS
15.7%

TEAM
12.5%

PUBLIC SALE
4.3%

ADVISORS
4.6%
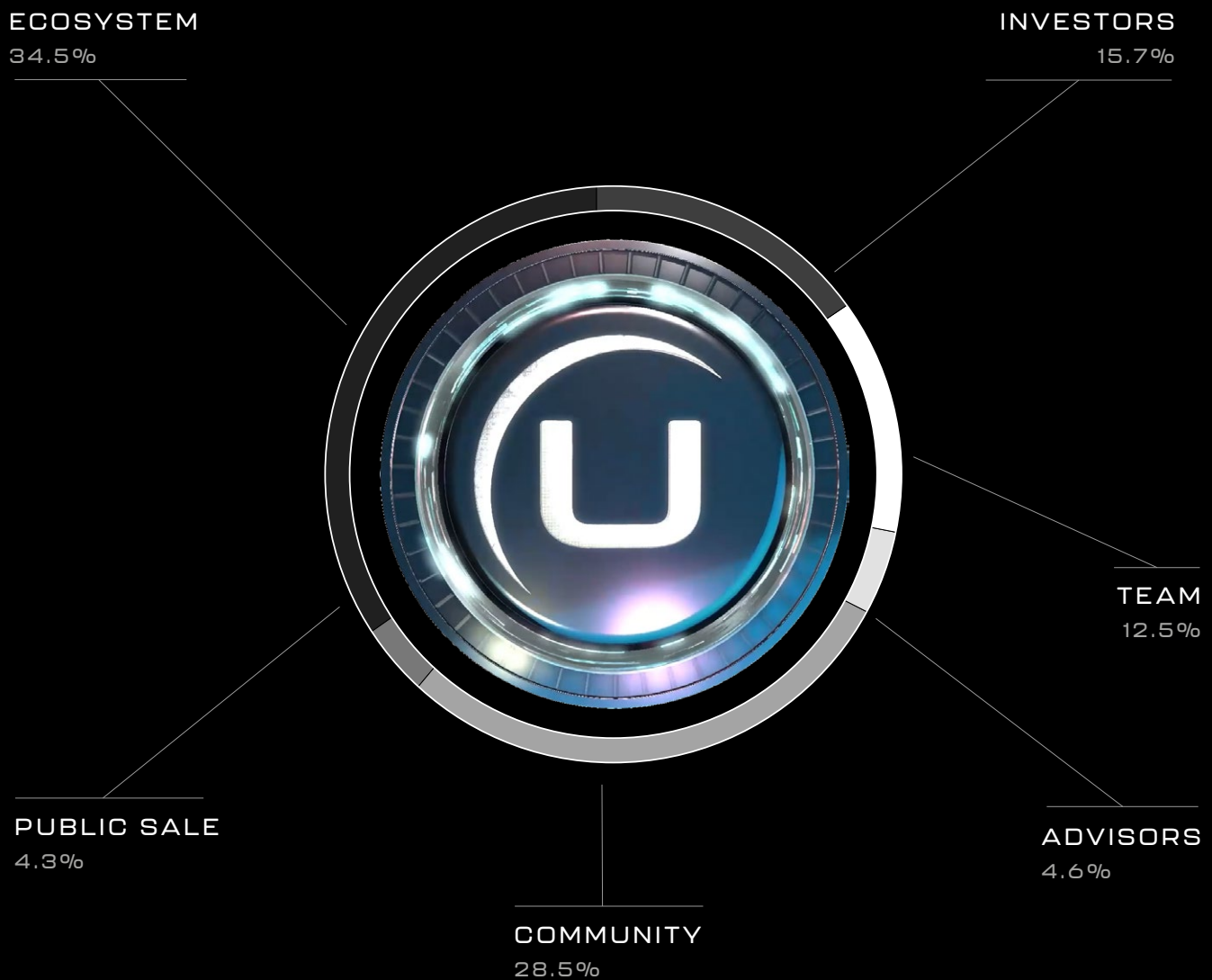
COMMUNITY
28.5%

TOKENOMICS

4,000,000,000 BNIⓍ   14 92% UNLOCKED AT TGE

GROUP	ALLOCATION	% OF ALLOCATION RELEASED AT TGE	LOCK UP (MO.)	UNLOCK (MO.)	FULLY UNLOCKED (MO.)
INVESTORS	15.65%	5.0%	6	18	24
TEAM	12.50%	0.0%	12	24	36
ADVISORS	4.61%	10.8%	6	18	24
COMMUNITY	28.50%	16.72%	0	60	60
PUBLIC SALE	4.29%	25.0%	3	12	15
ECOSYSTEM	34.45%	22.66%	0	60	60

The ecosystem fund (BNIQ rewards to active players and developers) unlocks over a period of 5 years to align long term incentives and provide sustained funding as the platform matures. Although BNIQ community rewards are unlocked from the outset, these rewards will be released to the community gradually, in proportion to community growth. This ensures that community rewards are consistently provided throughout the long-term operation of the platform.
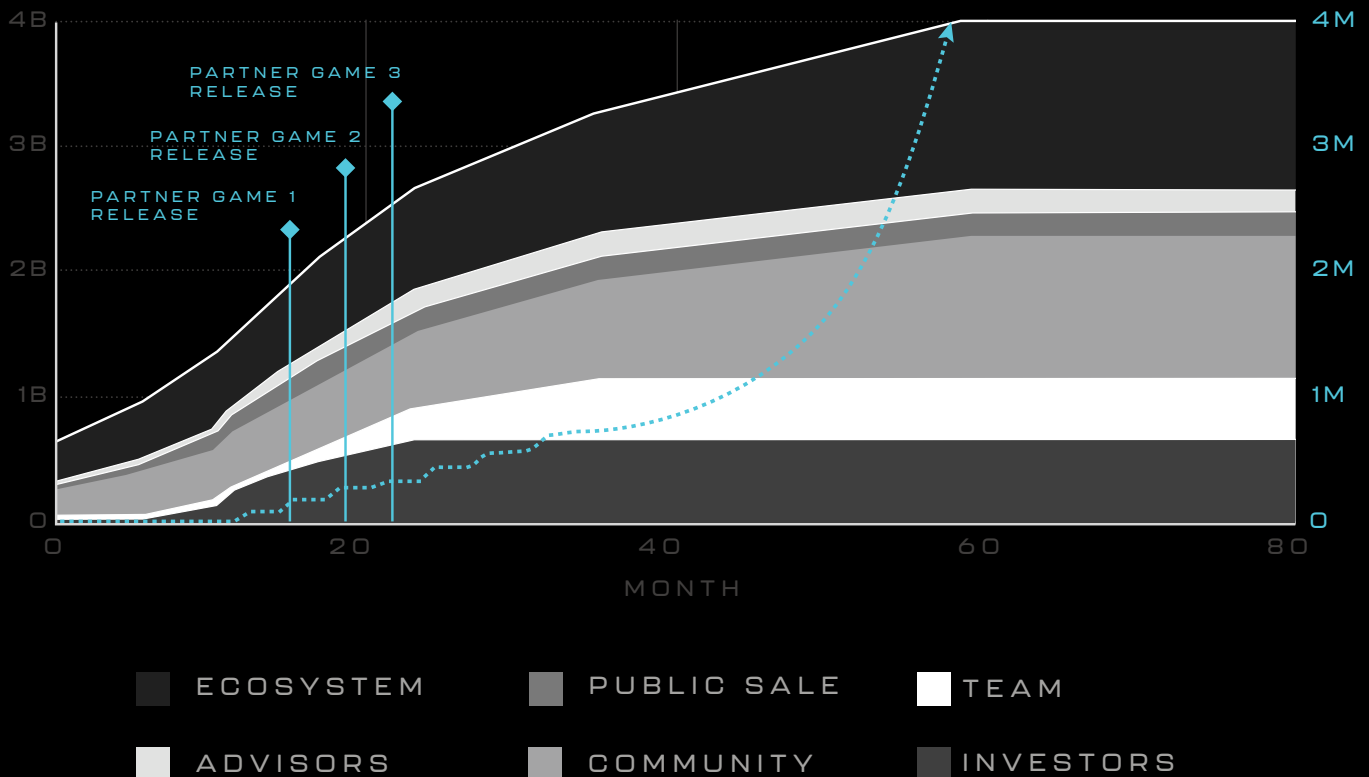
BNIQ TO CREATE CONTENT

As the platform currency, gamers pay BNIQ to create blockchain game content that can then be used in all BNIQ games, or sold on third party marketplaces like OpenSea. In addition to creating heroes, gamers can create weapons, hoverbikes, spaceships and much more from inside our game engine. These are blockchain objects: Whatever you create can be used in all BNIQ games, or sold on marketplaces like OpenSea and Magic Eden. This purchase flow is live today via our marketplace, and we are constantly releasing new types of game objects to create.

This end-to-end technology solution is already demonstrated in our first game, the BNIQ Proving Grounds. This proof of concept was launched on the Elixir platform and has since been highly rated, critically acclaimed, and is consistently in the top 4 most played games on the platform. The game is free to play, but gameplay highly rewards owning Hero NFTs which use a compelling rarity model with millions of possible unique outcomes.

Currently, users pay to create BNIQ content with crypto or a credit card transaction. Once BNIQ is launched, it will be required to create anything in the BNIQ. This will give BNIQ immediate utility. In order to put that utility to work, we expect to air-drop tokens to the 140k+ BNIQ users to reward them for engagement and to create network effects..
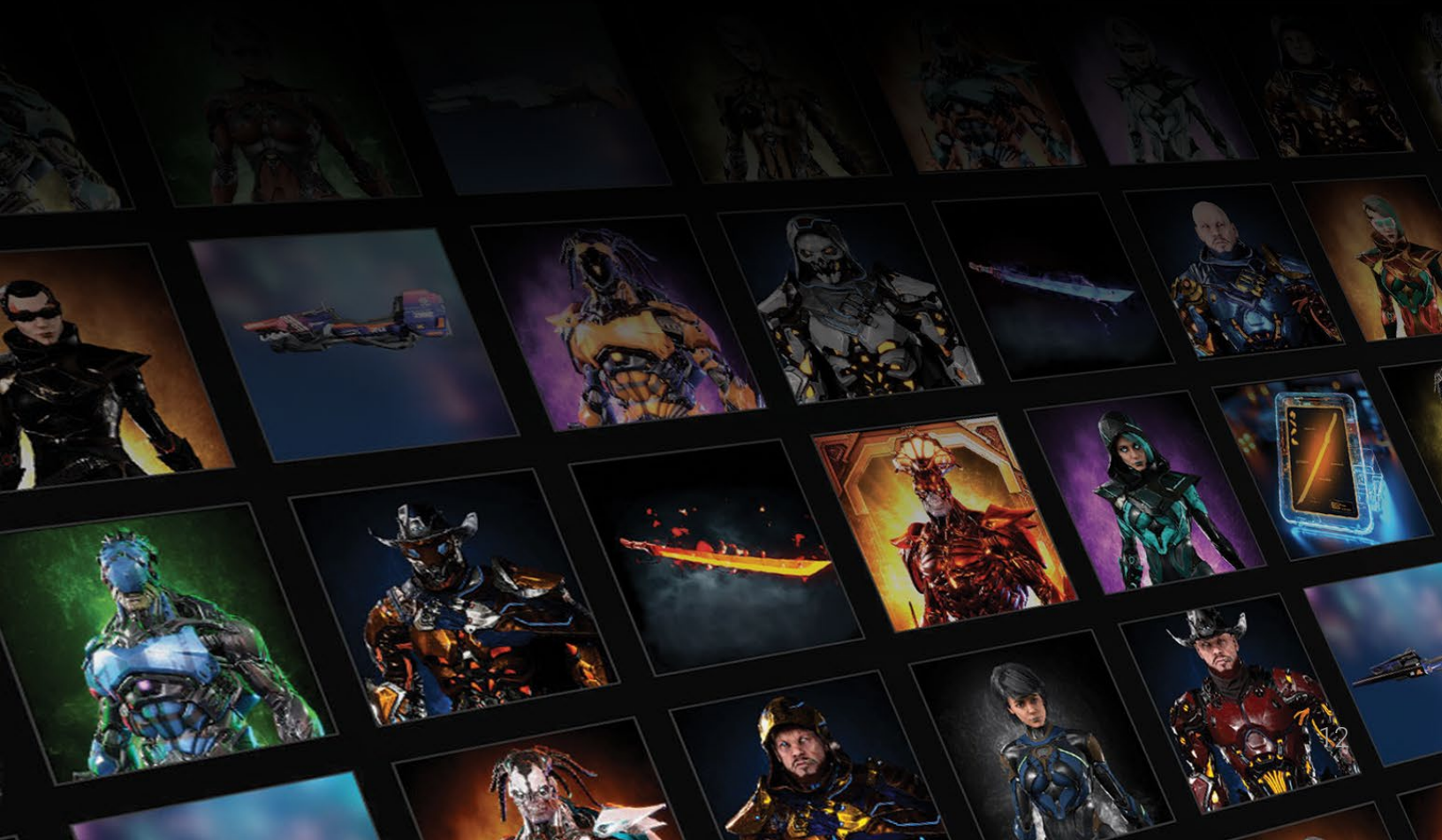
BNI TO ACCESS ECOSYSTEM BENEFITS

In traditional models, *staking* unlocks rewards for holding tokens such as BNIQ. In the BNIQ , there are no direct cash rewards for staking. BNIQinstead functions as an access token so staking provides vital access to ecosystem/game elements, including the opportunity to earn escalated community rewards for user participation.

GAMERS, CREATORS AND BUILDERS

Gamers will stake BNIQto increase their status in the BNIQ :

- Staking BNIQ is required to create guilds and clans, and the more that is staked by the members, the more members it can contain, with access to more prominent social features as well.
- Guilds exist across all BNIQ games, so no longer do players need to recreate them for each game they play! Stack up your guild's accomplishments to unlock additional community rewards for all members.
- For our Creators, staking BNIQ is required to build a brand and gain brand recognition. For example, if you want to create your own Hoverbike shop with a brand name "built by BikeMasters!" then you could stake BNIQ to access these features

  and to make your bike inventory appear higher in marketplace offers.
- BNIQ . Builders will be able to stake BNIQ to increase the community rewards generated by playing their content. The tournament [level builder](#) is already live right now, so make sure to check it out!

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GAME DEVELOPERS

Game developers build and distribute BNIQ games powered by our Game SDK. For these developers, the BNIQ provides social functionality including gamer names, friend relationships, clans and guilds, and in-game economy features. By staking BNIQ, game developers can elevate their game's prominence in the BNIQ as follows:
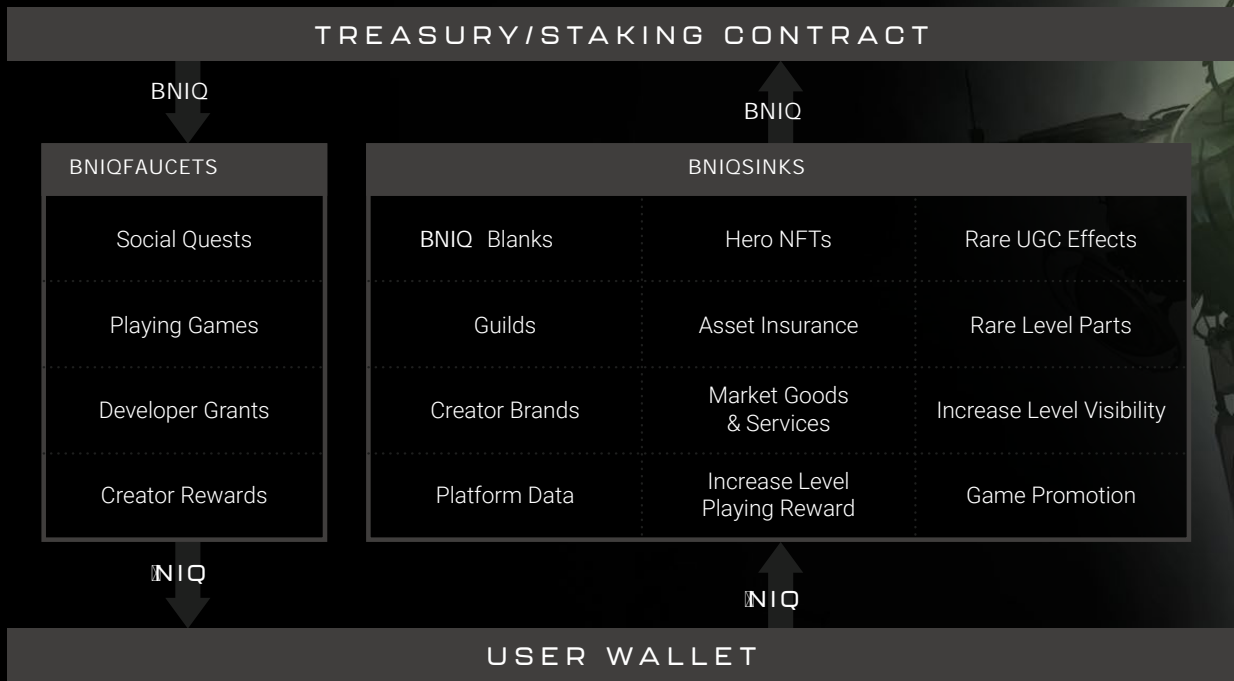
- Increase the visibility and promotion of the game.
- Access to more social feature SDK functionality that drives organic growth.

GAME PUBLISHERS

Apple, Playstation, Xbox and Steam each control a vast amount of data they don't share. This gives them each an unfair advantage when it comes to marketing, forecasting trends in gaming, and understanding the audience playing games.

Our vision for the BNIQ is to level the playing field. Anyone can act as a Game Publisher and stake BNIQ to gain access to this ecosystem information. This will promote better games and reduced risk for publishers and developers. Thanks to the blockchain, it's automatically anonymous.

TREASURY/STAKING CONTRACT		

BNIQ ↓ BNIQ ↑

BNIQFAUCETS	BNIQSINKS		
Social Quests	BNIQ Blanks	Hero NFTs	Rare UGC Effects
Playing Games	Guilds	Asset Insurance	Rare Level Parts
Developer Grants	Creator Brands	Market Goods & Services	Increase Level Visibility
Creator Rewards	Platform Data	Increase Level Playing Reward	Game Promotion

BNIQ ↓ BNIQ ↑

USER WALLET

FAUCETS

Ecosystem faucets directly or indirectly generate BNIQ from Community or Treasury and distribute them as a reward for users exploring various aspects of the ecosystem, or other contributors which help to generate network effects.

- **Social Quests** can be completed on the jump.BNIQ.com site to farm for BNIQ.

SINKS

BNIQ is the native platform currency, so BNIQ would be directly spent in various aspects in "Economy sinks," or require staking.

- BNIQ **Blanks** are required to make every type of user generated game content, including ships, weapons, mechs, space stations and more. BNIQis required to mint the UGC items on the blockchain.
- **Guilds** and other player organizations that exist across all games require BNIQto create.
- **Hero NFTs** will cost BNIQto mint post-TGE.
- **Rare Level Parts** are limited-supply items claimed for BNIQand used to build levels and customize personal spaces.

- **Creating and Holding NFTs** will generate BNIQ at TGE and after, in surprise events.
- **Playing Games** generates Protens, which can be converted to BNIQ.
- **Developer Grants** will move treasury tokens to developers in exchange for building more BNIQ games.
- **Creator Rewards** provide BNIQto top creators via incentive programs.

- **Rare UGC Effects.** BNIQ is needed to access Rare UGC Effects, which are limited-supply items that let players make high-value exhaust systems on their ships, special lighting effects on weapons, and so on.
- **Asset Insurance**. BNIQ is required for Asset Insurance, which lets players rebuild UGC content that is wrecked in our highest tier tournaments, for free.
- **Platform Data** like sales and game KPIs can be accessed by staking large amounts of BNIQ.
- **Game Promotion** is only possible in BNIQ, driving more organic users to play via Tapjoy-style engagement loops.

EXAMPLES SINKS AND FAUCETS, NOT AN EXHAUSTIVE LIST.

ECOSYSTEM
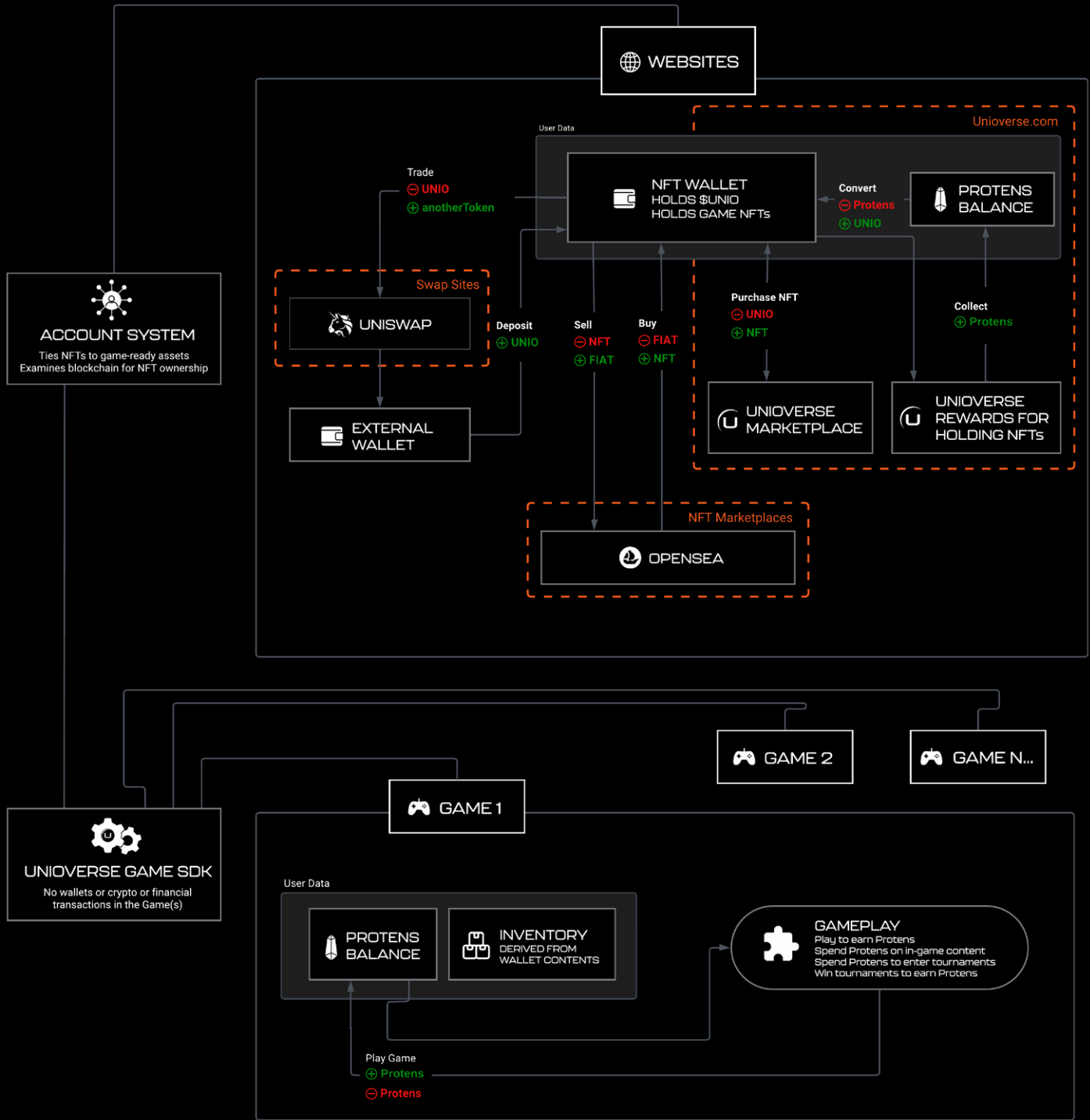
BNIQ games use our Game SDK, which does not contain crypto technology. Because of this, BNIQ games can be published on Steam and Apple. In BNIQ games, all transactions are in Protens, and on the website the BNIQ is required.

ROADMAP

LAUNCH FRANCHISE
The BNIQ debuted in October 2022, blending blockchain technology with industry talent to reshape web3 gaming.

COMMUNITY BUILDING
BNIQ Collectibles launched with over 1M NFTs claimed, becoming a top 3 most traded collection on Polygon.

HERO MINT 1: REYU
Reyu, the first AAA 3D asset, sold 20,000 units in January 2023, unlocking access to all BNIQ games.

PROVING GROUNDS LAUNCH
The AAA-quality Proving Grounds game and tools launched, becoming a top game on the Elixir Launcher.

HERO MINT 2: KRISHAH
Krishah, an Ascended assassin, sold 16,000 units on Magic Eden in June 2023.

LEVEL EDITOR & TOURNAMENTS
Level Editor launched, enabling user-created games and weekly tournaments with Proten rewards.

HERO MINT 3: TOR GRET
Tor Gret, an exiled space prince, introduces a new AAA game asset to the community.

HOVERBIKE BUILDER
Hoverbike creation tools launch, enhancing user-generated content.

HOVERDROME GAME PREVIEW
Multiplayer hoverbike and starfighter game launches with a public playtest, expanding the BNIQ .

DEVELOPMENT PARTNERS
Announcing partnerships with top studios to build core games.

BNIꞔ TGE

BNIQ Coin (BNIQ) Token Generation Event in 2024, powering the entire franchise ecosystem.

STARFIGHTER BUILDER

Next, a set of spaceship crafting tools for player-generated content.

MOBILE APP

A mobile hub for managing your account, inventory, and friends.

THE HUB

A central hangar to access heroes, vehicles, and a growing game library.

COMMUNITY GAMES

Release of the BNIQ Games SDK for public game development.

HERO MINT 4: ANNILL LAUNCH

Next hero: Annill, a military tactician fighting the DeGen plague.

HERO MINT 5: VELLA JANX

Vella Janx, a cybernetic assassin, navigates espionage and betrayal.

PARTNER GAME 1

Unveiling a multiplayer-focused core game with an external partner.

PARTNER GAME 2

An immersive multiplayer experience with rich BNIQ lore.

PARTNER GAME 3

The third core game deepens BNIQ storytelling and gameplay.

BNIꞔ PLATFORM LAUNCH

Major distribution for our unified game launcher and creation platform for a growing library of games and user-generated content.

PARTNERS

SHRAPNEL

HORIZEN LABS VENTURES

polygon

thirdweb

SWAME
art production

celldweller

portal
THE UNIVERSAL GAMING COIN

GSR

TOPHASH DIGITAL

alchemy

UNREAL
ENGINE

unity

AUTODESK

GAM3S.GG

BASE

PIXELMON

OWNED

elixir

TEAM

Our CEO <u>Tony Harman</u> is a game industry legend. Tony was Director of Development for Nintendo for a decade and brought dozens of blockbusters to the market including *Donkey Kong Country* and *Killer Instinct*. As President of DMA Design, his team created *Grand Theft Auto*, one of the most successful franchises of all time. At Realtime Worlds, Tony developed *All Points Bulletin* and *Crackdown*. Tony has raised over $150MM for the companies he has founded.

Our CTO <u>Wyeth Ridgway</u> has been running Leviathan Games for 20 years. He has worked on dozens of major licenses including *Pirates of the Carribbean*, *MLB*, *The Terminator*, *Lord of the Rings*, and *South Park*. His veteran team at Leviathan Games was rolled into Random Games, and has over two decades of experience creating top-tier games, most recently working on *WWE2K*.

Random Games President <u>Taehoon Kim</u> (TK) is a serial entrepreneur in the game industry. He was co-founder and CEO of nWay which achieved over 100M downloads across hit titles such as *Power Rangers: LegacyWars*, and was acquired by Animoca Brands in 2020. Post acquisition, TK led nWay in the development of Web3 fighting game *Wreck League* in collaboration with Yuga Labs.

<u>Eric Peterson</u> is the Chief Creative Officer at Random Games. Prior to this, Eric worked at Origin Systems with Chris Roberts on the *Wing Commander* franchise. Later, Eric co-founded Digital Anvil with Chris. While there, he negotiated key financial deals and produced and designed *StarLancer* and *Conquest: Frontier Wars*. After Digital Anvil, Eric started Fever Pitch Studios, and then rejoined Chris Roberts on *Star Citizen*.

TEAM

Anna Farr, is the Chief Operations Officer at Random Games has worked as a Senior Producer for several game studios including Microsoft, Crave Games, Zipper Interactive, and WXP and was Leviathan Game's COO for more than a decade. Anna has been credited on AAA titles like *Crimson Skies*, *SOCOM*, *Fellowship of the Ring*, *SpecOps*, and *MLB Live Online*.

Gabriele Morano, has over a decade at Electronic Arts heading up Mobile Games Sales & Marketing for several European countries. He took on WW Distribution for EA Mobile and Operations for EA Play-4-Free. He was Country Manager for several international companies, has founded startups, and previously been COO at another gaming studio.

Executive Producer **Brian Ullrich** is an accomplished game executive with expertise in product, creative, functional, and business leadership of large-scale teams and organizations. He has held senior development roles with Nintendo, Microsoft, Electronic Arts, Kixeye, and Realtime worlds and shipped over 30 titles.

Brent Friedman leads our world building and narrative team. For almost a decade he worked side by side with George Lucas on *Clone Wars*. He created the narrative for the last several *Call of Duty* games, and has worked with other top franchises like *The Walking Dead*.

Our story and comics team is led by award-winning author and publisher **Josh Viola**. He created the BNIQ Anthology Novel leading a team of top writers including Kevin J. Anderson (DUNE) and Braham Stoker award winning horror author Stephen Graham Jones.

Michael Skrychevsky is the VP of Business Development at Random Games. His Web3 contact list is more than 500+ companies strong. His list including GameFi/DeFi/AI startups, Metaverses, NFT projects, CEXs, Launchpads, KOLs, and VCs. He has raised money for several Web3 startups and his GameFi project successfully sold out its collection on Binance NFT.

Bryan Clark Bryan Clark is the Director of Brand at Random Games, leading all growth marketing initiatives and customer acquisition campaigns. He co-founded AITV, an integrated marketing team helping brands like Warner Records and Hardrock Nightlife create superfans. He remains a board member and talent manager for the agency, incubating electronic artists as a passion

Marketing Director, **Samuel Runnacles** (NFTPLUG) is a Web3 influencer with an impressive track record. He serves as the Community Manager at Trillionaire Thugs NFT and spends his time collaborating with the biggest names in the Web3 space to create the most disruptive ecosystems.

Stuart Jenett is our visionary concept artist and brings the BNIQ to life. His work spans across the entertainment industry. His work appears in *Star Citizen* and Marvel comics. *Star Citizen* raised over $500M USD in funding.

Doug Messer is a founder, web3 expert, and venture captilist. He is the founder of 914Ventures. He has successfully built and exited companies such as University Beyond, SD Ventures, and more. He works to facilitate access to deal flow industries, including aerospace, gaming, blockchain and more.

ADVISORS

Tony and Dave Jones, our Investor/Advisor created *Grand Theft Auto*. Dave has also been instrumental in *Lemmings*, *Crackdown*, and *APB: All Points Bulletin*. Most recently, Dave was working as a lead designer of Fortnite.

Mark Long is CEO of Neon, creators of AAA Web3 game *Shrapnel*. Mark and Wyeth have worked together across multiple companies for the past 2 decades, and as a BNIQ advisor Mark provides critical insights from *Shrapnel*'s success.

David Campbell is a web2/web3 angel investor and operator. Campbell was COO of the Electric Coin Company, creators of the Zcash protocol. Prior to working on Zcash, DC served as Chief Security Officer of SendGrid, and previous to that was founding CEO of JumpCloud and Electric Alchemy.

Mark Kendell is a serial entrepreneur and advisor and has raised over $1B for more than a dozen companies in films and entertainment. He has been founder/CEO of a dozen companies, and currently represents the interests of several entertainment properties including Jackie Chan and Stan Lee.

Brian Hodous was CCO of Activision and was instrumental to the marketing and distribution of *Call of Duty*, *World of Warcraft*, *Starcraft*, *Diablo*, *Overwatch*, *Guitar Hero*, *Spiderman*, *Destiny* and more. Brian is now a strategic investor and advisor for dozens of entertainment and technology startups.

Alex Casassovici serves as CEO and founder of Azarus, the "Web3 Layer for Streams," which was recently acquired by Animoca Brands. Azarus reached over 20 million views and has distributed over $2MM in rewards through it's $AZA token and digital items. Alex has exited his ventures 4 times and raised over $10MM in funding.

Paul Walkborsky was a co-founder of AI.Reverie. He led the company to its acquisition in 2021. Prior to this, Paul served as SVP at *The New York Times*, where he led a cross-functional team. Paul was also the CEO of Gigaom for over 7 years. Paul serves as an advisor/investor to numerous companies, including, Webacy, Digitt, Meddi, Joon, Cyrus, Innit, Stonks!, WAGMI United and Spire (NYSE: SPIR).

Adam Hollander is a leading figure in the web3 space. He has established multiple successful ventures, including a company that was acquired by Microsoft in 2015. After which, he became their Director of Gamification. He is also behind White Sands, developed on the HYTOPIA platform and lends his expertise to the advisory boards of several cutting-edge companies.

INVESTORS

RESOLUTE VENTURES

ID345

IGNIA

polygon

TENSOR

BRAINSTORM VENTURES
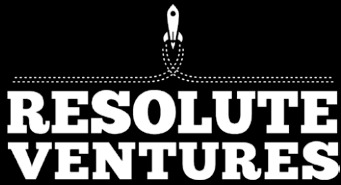
Asymmetric

AppWorks

BUILDER CAPITAL

LIQUID✕

TOPHASH DIGITAL

BLACKARROW

2PC

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