FIRETEAM

Fireteam Protocol

Whitepaper

Ver.01 2022

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Introduction

Preface

"I happily played World of Warcraft during 2007-2010, but one day Blizzard removed the damage component from my beloved warlock's Siphon Life spell. I cried myself to sleep, and on that day I realized what horrors centralized services can bring. I soon decided to quit."

-Vitalik Buterin, the founder of Ethereum

The inception of the internet has led to many paradigm shifts since its inception in the 1980s. One such paradigm shift that is of paramount importance and has been around since the beginning and continues to evolve to this day is the shifting of content, interaction, and experiences from the physical world to the digital world. This comes in many forms such as videos, dating apps, and online games. Specifically, the industry of online games, where people can interact and play with people across the world, has grown exponentially since the 1980s and is expected to reach a revenue of $17.8 billion and have one billion global participants by 2024[1].

Expounding on this further, online games are often places where people exchange value with one another. The tragedy of this phenomenon is that the value is often locked in the game and/or manipulated by the creators of the game. Value is created in these games either through building and trading digital items within the game or by spending hours of their time playing the game. If the data for said digital items are stored within a database controlled by the creators of the game, then technically the player does not own those items; the creator does since they are in their possession. Therefore, if the creators decide to nerf the items or ban the player from the game/platform, then the player would suddenly lose all of the value they generated. Likewise, if a player spends a hundred hours playing the game and develops a powerful character in the game, then all of a sudden the player says some unpopular things or has a different opinion from the creators,

[1] https://www.telemediaonline.co.uk/global-online-games-revenue-to-reach-17-8-billion-by-2024/

then the player can be banned for "harassment" and suddenly lose all of the value they generated.

This is why the quote above from Vitalik Buterin is so relevant to this project. With an increasingly polarized political landscape and an increasing amount of censorship and surveillance going on around the world, it's only a matter of time before any one person ends up on the unpopular side of the current zeitgeist at any point in time. This often leads to the punishment of that individual by means of confiscation, either in the form of time, money, opportunity, or material possessions. In the digital world, this can be enforced easily with centralized projects.

Related to censorship is the current state of the e-sports industry. E-sports is an explosive $1 billion market cap industry that has arisen in recent years due to the proliferation of the internet that is projected to hit $1.56 billion in market cap by 2023[2]. It is obvious that there is money to be made from playing online games competitively, either through sponsorships, paid competitions, spectation, merch sales, and endorsements.

The issue is that most of this money only makes its way into the hands of the top performers and their cohorts. For example, the FaZe clan is a world renown e-sports team that is estimated to have a net worth of roughly $300 million and have members worldwide. In April of 2020, they also made a deal with a private investor that landed them $40 million[3]. Considering that the market cap was around $1 billion at that time, that's a significant chunk of the total market cap all going to one team. This makes it difficult for smaller independent e-sports teams to gain a percent of the market share.

Also, at the time of writing this, many recent products of mainstream video game corporations have been reported to be plagued with unwarranted mainstream political narratives and/or mediocre production quality by their customers. These products end up getting poor reviews and low sales, but the companies survive anyways because of their brand name and control over the market share. It's obvious now more so than ever that the industry is not listening to their customers, yet continues to gain success.

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[2] https://venturebeat.com/2020/02/25/newzoo-global-esports-will-top-1-billion-in-2020-with-china-as-the-top-market/

[3] https://www.prnewswire.com/news-releases/faze-clan-reveals-40-million-series-a-details-301042593.html

Lastly, in the current state of the economy, people are losing faith in the US dollar, the world reserve currency, because it's inflationary. This disallows actors from storing value in the currency and thus forces them to look for assets to store value in that are usually not as liquid and/or more volatile. This in turn makes it difficult for people to store value to exchange for something of bigger value and grow their wealth.

There are many who have noticed cryptocurrency's explosive growth over the last decade and are starting to notice its potential as a store of value; however, many are hesitant because of all of the scams and rug-pulls that occur. One such infamous rug pull is the Evolved Apes NFT scam, in which an NFT battle game was promised to investors and community members, but instead, $2.7 million was stolen from them[4]. Such fraud in the blockchain community does not leave a good reputation for people who want to adopt the technology and it also prevents people from taking the technology seriously. It also provides ammunition for regulators to come in and try to prevent the spread of blockchain technology.

Mission

With all of the aforementioned issues plaguing the online gaming and e-sports initiatives, it is apparent that there needs to be solutions to these problems. Furthermore, many of these problems stem from the fact that so many aspects of these projects are centralized. Therefore, there is an entrepreneurial opportunity for those who can solve these problems using decentralized technology.

The creator's primary purpose in life is to connect the people around the world. It is his belief that there is no better way to do this than to provide opportunities for strangers to collaborate, communicate, solve problems, interact, transact, and compete together in a healthy environment. This is what Fireteam Protocol is looking to provide.

Fireteam Protocol will provide a decentralized e-sports ecosystem that revolves around an eight player co-op action-FPS game, with a PvE (player vs. environment/AI) game mode to inspire collaboration and a PvP to inspire healthy competition. This ecosystem will consist of six main components with one of them being the Fireteam game, in which the other five components revolve around it. The key to this project is that the value creation, transaction, and storage mechanisms will be decentralized along with the e-sports mechanisms, allowing a fair chance for all actors to get what they want out of the system. All of the rules will be dictated

[4] https://www.banklesstimes.com/cryptocurrency/top-nft-rug-pulls/

and enforced by the smart contracts running the system, so no one party will be able to arbitrarily ruin another party's chances of getting what they want.

The primary methods of exchanging value in this ecosystem are going to be decentralized tokens of the ERC-20 and ERC-721 token standards. The ERC-20s are going to be currency linked to the real world economy (since they can be exchanged for other cryptocurrencies) and will be deflationary so that actors can store what they earn and work for, which will foster savings, investment, and growth of determined individuals. The ERC-721s are going to represent immutable in-game items that will be completely owned, controlled, created, and traded by the players rather than by some centralized authority/database. No central authority will be able to supervise a transaction or what the items can do. These tokens will also be linked to the real world economy since they can be traded freely for other cryptocurrencies.

Lastly, the community will get to govern the direction of the project by utilizing a governance mechanism called a DAO (decentralized autonomous organization). The direction of the project will be determined by those who care the most about the project and are most invested in via time or capital.

The Fireteam Series

Alongside the mission, the primary game packaged with the project is the Fireteam series. The ecosystem must revolve around a game that the players can create and store value at, and the Fireteam series is that game. Fireteam is a series of eight player co-op FPS games that inspires collaboration and creative problem solving amongst players. Players must work together to complete missions while developing their characters and earning tangible rewards in the process.

Within each Fireteam iteration, there is a story that can be followed interactively by players through a series of missions. Missions are broken up into objectives which the player must complete in order to complete the mission. During these missions, players will battle against AI and/or other players. When the player completes the mission, they are rewarded with Free World Byte (FWB), our native token, and other tokens (check the economy section for more details).

The founders of this project believe that the only way to build lasting wealth and prosperity is through delayed gratification, saving, and investment over the long haul. Therefore, as explained in further detail in the Fireteam section, the Fireteam series and ecosystem that it is a part of is designed for long-term minded people

who can delay gratification. It is designed to get actors to accumulate value over time and play the game regularly.

Decentralized E-Sports Ecosystem

Summary of Components

Fireteam Protocol is composed of six main components, with one being at the center and the other five revolving around it. More detail on each component is provided below.

The component at the center of the ecosystem is the Fireteam game. This is the main avenue where value is generated (tokens are mined) and rewards are earned for players. In this component, a player's time and ability is valuable. It encourages other players to collaborate or to compete, which accomplishes one of the goals of this ecosystem. Rewards are given based on time and performance/ability. These rewards can be in the form of NFTs, which is another peripheral component of the game component, or currency tokens.

The web interface, which is another component, will tie together the remaining three components (GameFi, e-sports, and team staking) as well as act as a dashboard for actors to view stats/leaderboards, manage their accounts, and interact with the non-game aspects of the ecosystem. These remaining components are looking to harbor healthy competition as well as free transaction, communication, and interaction amongst actors, which are the remaining goals of the founder.

The diagram shown below is a visual representation of the components of the ecosystem and how they interact with each other. This should provide a clearer picture of how the ecosystem works.

Fireteam

The core and most important component of this ecosystem is the Fireteam game series. At the time of writing this, there are plans to turn this game into a trilogy; Fireteam Alpha, Fireteam Bravo, and Fireteam Delta, with Fireteam Alpha underway at the current time. Each iteration will have its own unique storyline and characters to follow around the same time in the Fireteam universe, with each storyline crossing paths with another storyline at some point (for example, there might be a cameo of a character from Fireteam Alpha in Fireteam Delta).

The Fireteam game is the primary vessel in which actors can generate value. Most of the value in the ecosystem is generated here and passed on to the other actors (investors, speculators, collectors, competitors). Therefore, it is essential that this game continues to be developed and progressed in the correct manner by the DAO (more information in the governance section).

There are two game modes: campaign/casual and versus. Campaign/casual inspires collaboration while versus inspires competition and collaboration. In both game modes, players spend their finite time and labor to play the game which in itself is a form of value. Both game modes generate rewards for players, but the difference is that the versus game mode generates more rewards for winners and their supporters (more information in the team staking section).

Since people spend their finite time and labor to play the game, they are rewarded with an equal representation of the value they provided in the form of native token.

Every time a mission is attempted (win or loss), there is a native token reward and a random chance at an item (NFT) reward. Since competition and excellence is incentivized, the more successful the player is in the mission, the bigger the reward from the available reward pool (success is defined by various metrics such as whether it was a win/loss, time it took to complete the mission, number of surviving teammates, number of completed objectives, and kill/death ratio).

The component that works in tandem with this is the e-sports component. As the e-sports component sparks more competition amongst players, more actors will want to join the ecosystem and get in on the action.

NFT

A peripheral component of the game component is the NFT component. The NFTs will represent the in-game items and characters that the players can equip/use to play the game. Since the item metadata will be stored on the NFT (on the blockchain), the players will actually own their items (as opposed to the creators and their centralized database owning it) and will be able to transact with them freely. There's no authority to nerf the item. There's no authority to dictate whom the player can transact with.

There will be mechanisms for NFTs to be generated; either through random rewards or through staking. Both mechanisms involve players having to give up their finite time (a valuable resource) and effort to produce them and be able to use them in-game, and thus, the NFTs will have value. Since they have value, they should be able to be linked to the real world economy and exchanged for another currency of value.

Web Portal

The web portal may be a simple component, but it is important. It acts as the interface and dashboard for actors to view their stats, rankings, earnings, items, and other metrics. Users can authenticate directly with their wallet or by Magic wallet using a Magic link email.

Users can also interact with other parts of the ecosystem (minus the game) through the web portal. For example, users can stake their FWB in the GameFi section, purchase a new weapon in the form of a NFT through the marketplace, or register their new team through the e-sports section.

GameFi

Since players are giving up their finite time to play the game and earn an equal representation of that value in native token, then they are technically earning interest on their time in native token. This would classify the game as a GameFi project. However, there are other mechanisms that the founders put in place to attract actors who do not want to play the game or cannot play the game but still want to earn.

Given that the founders believe in the long term success of this project, they want actors who are not gamers or interested in playing the game to be part of the ecosystem too. This is where the GameFi component is involved. Here investors, speculators, and collectors can participate and gain from the ecosystem while helping the project grow.

Since the project wants to inspire long-term thinking and delayed gratification, the project will offer a staking mechanism where actors can deposit their native token and earn extra native token in the form of interest. This helps keep the price and trading volume of the token high, and allows actors who do not have time or do not want to play the game to earn rewards for sacrificing their time and capital as well. Since the total supply is fixed, there will be supply fluctuations between the stakers and the players/competitors.

Fireteam NFTs can also be staked in the ecosystem in order to produce other NFTs. For example, weapon material NFTs earned from game rewards can be staked to produce weapon NFTs. There will be a guide on the staking time and materials required in order to produce each weapon or equipment.

Another DeFi mechanism that the project wants to offer is the ability to be a LP provider for supported pairs of the native token with other cryptocurrencies. This helps keep the treasury supplied with liquidity for players and other investors and offers a return to the LP providers from DeFi fees.

Lastly, if the actor wants to leave the ecosystem immediately, they will have the ability to immediately liquidate their Fireteam assets by selling them back to the treasury in exchange for another cryptocurrency in the treasury. Of course, the buyback will be at a discounted rate (less than what it can be sold for elsewhere and less than what it was initially sold for) because of the expediency and to prevent actors from dumping frequently and abusing the system. This allows liquidity to return to the treasury and allows actors the freedom to leave the ecosystem whenever they wish.

E-Sports

The second biggest and most important component to this ecosystem is the decentralized e-sports component. This component includes aspects such as forming/registering teams, leaderboards, and tournaments.

Within the Fireteam game, there is a PvP (player vs. player) game mode where two teams of 8 players each must either race against each other to complete a given mission faster than the other team (in a speedrunning fashion) or outlast the other team in survival. The winning team receives a bigger prize than the losing team. This fosters an environment that encourages people to team up and have healthy competition amongst each other. Since it is decentralized, there is no authority to give preferential treatment to some teams or unfairly disqualify others from participating. With that being said, all teams will be on a level playing field when it comes to winning tournaments.

While there is direct competition in the form of tournaments and matches as described in the paragraph above, there is also indirect competition that can be assessed through leaderboards. Leaderboards act as a way of storing various metrics for a mission; for example, there might be a leaderboard that stores all time records on the top quickest times for completing a mission and the users who did so.

Tournaments will be created on a weekly basis from funds in the reward pool that are allocated for tournaments. The tournaments will be winner-take-all with team staking available as well (see the team staking section below for more details). The DAO will get to determine which teams compete from the teams that sign up for it. Along with that, exhibition matches can be started at any time by having one team challenge another and the other team accepting. Team staking will also be available for this.

Upon registering a team, teams can choose to enter DAO formed tournaments or challenge each other in exhibition matches. In a tournament, the DAO will sponsor these tournaments using native token and determine which teams will get to compete. There are prizes and glory (results get put on leaderboards) involved in both paths. This removes the middlemen involved in current e-sports tournaments/leagues and allows the teams to get 100% of what they earn. This will encourage further participation in the ecosystem.

Lastly, this ecosystem can act as a method for smaller teams to get recognized by bigger brands. Similar to how YouTube exposed many potential stars to mainstream

entertainment (like Justin Bieber for example[5]), this ecosystem allows lesser known teams to expose their skills and talents in e-sports on a global scale. Smaller e-sports teams will no longer have to go through traditional means of finding sponsors. Also, these smaller teams can use the ecosystem to directly promote their own brands/businesses independently.

Team Staking

As stated previously, one goal of this ecosystem is to foster a sense of collaboration and friendly competition amongst strangers. The way this ecosystem is going to accomplish this is by allowing teams registered on the ecosystem to sign up for DAO formed tournaments and exhibition matches. This allows teams to directly compete for rewards.

Alongside that however, individual actors can show support for a team that is competing by contributing native token to their reward pool. When two teams face off, the winning team will receive the reward pool of both teams. The supporters will receive their initial support amount back plus their reward for showing support and the remainder will be split amongst the members of the winning team. This mechanism will be available for both tournament matches and exhibition matches.

This system will garner hype around the competitive aspect of the game and allow individual actors to encourage their favorite teams.

Fireteam

"Give me control of a nation's money supply, and I care not who makes its laws."

-Mayer Amschel Rothschild, founder of the Rothchild banking dynasty

While reading this section, it is advised that the reader read the design document linked here (Fireteam Alpha Design Document.docx) for more information.

Plot

The year is 2045 and the world is fragmented by geopolitical conflict and resource scarcity, all manufactured by Worldcorp, the global banking oligarchy. Technological

[5] https://www.the-sun.com/entertainment/1834463/justin-bieber-teenage-fame-pop-star-married/

advancements have changed the landscape of warfare, allowing for more worldwide surveillance, deception, and swifter methods of death and destruction.

On February 12, 2038, Worldcorp was responsible for consolidating all global currencies into one digital currency called the New World Dollar (NWD). With all the currency in the world under control of Worldcorp, they have the jurisdiction and manpower to enforce whichever policies they wish around the world.

A few policies that currently exist are: all transactions are tracked by them, each country gets a set allowance of NWD each month, and all NWD expires after a month if unused. These policies hinder nations from having free trade, investing, saving, and growing wealth. Due to this, the world has been stuck in a state of decay, geopolitical conflict, and resource scarcity.

In 2042, a worldwide task force called the Allied Liberation Task Force (ALTF) was conceived by Democko, one of the previous founders of Worldcorp. After traveling the world and witnessing the horrors enacted by Worldcorp, he was compelled to go rogue and put an end to Worldcorp's operation. He is now on the run, but continues to lead, recruit for, and operate the ALTF.

The Allied Liberation Task Force is an elite group of mercenaries from around the world all joined together by the common goal of destroying Worldcorp and restoring fiscal independence to people around the world. With high standards for his recruits, Democko ensures that his mercenaries are able to put their elite skills to the test and work together to achieve this goal.

Build your mercenary and join the fight today as you follow the ALTF through their journey in dismantling Worldcorp.

Gameplay Summary

Fireteam Alpha is the first iteration in the Fireteam series, which is a series of fast-paced online FPS action co-op games.

The Fireteam series revolves around the concept of a fireteam, which in a military context is a small team of soldiers that are placed in a location to carry out a certain objective. Similarly in this game, the story is divided into separate missions that the player must complete either alone, or with seven other teammates (eight player team total) in order to progress through the storyline. Each mission is filled with different tasks to complete, ranging from defusing bombs, to rescuing civilians, and these tasks must be completed while defending oneself from enemy opposition.

The player must also use strategy and teamwork to win as each player can only get hurt/shot a couple of times before dying. Once the player dies, the rest of the team is left to complete the mission without them.

Upon signing up for the game, the player must create or buy a character in order to play the game. As the player completes missions, they gain experience points for their character that accumulate to climb the ranks (levels), starting from trainee and ending at commander in chief. Every time the player reaches a new level, they gain rewards and skill points, which can be attributed to one of the seven different skill classes to learn skills that help them and their team survive in combat. For example, the Last Stand skill lets players get incapacitated and bleed out first before dying, giving the player an opportunity to be revived by a teammate. Each player is free to choose the skill class that best matches their play style.

Alongside that, each player can fully customize their character's weapon loadout, equipment, and clothing to boost their character's stats and aesthetics. For example, some equipment may boost speed while giving an armor penalty or boost armor while giving a speed penalty. As the player progresses, they will find that some missions require stealth and the ability to be quick/nimble, while other missions require full blown assault and might require them to kick the door down guns a-blazin', requiring them to be covered in armor. With this system, they can successfully plan and refine their strategy for each mission. Then, the ability to customize clothing gives the player the chance to express their style and fashion.

There are two game modes; campaign and versus.

The campaign mode is for more casual players that want to collaborate with others and don't want the pressure of competition. In this mode, the player joins a team of up to eight players to tackle a mission. At the end of the mission, they get rewards depending on their performance (see the grading section below) and may be placed on the campaign leaderboards depending on their performance as well (time it took them to complete the mission).

The versus mode is for more competitive players that want to collaborate with others while feeling the pressure of competition. In this mode, the player joins a match of up to sixteen players and the players divide themselves into two teams of up to eight players each (red team and blue team). In two different instances of the map (the teams cannot see each other), the players then complete the same mission at the same time and whoever beats the mission first or out survives the other wins.

Target Audience

Overall, this game is made for everyone who likes action games. More specifically however, this game is designed for two audiences; casual players and competitive players. More specifically, both modes involve completing missions as fast as possible, so this game is also designed for speedrunners.

The casual mode (campaign) of this game is PvE (player vs. environment/AI), so people can work together with friends or other random people to solve problems and complete a mission effectively.

The competitive mode (versus) of this game is PvP (player vs. player), so people can compete against each other directly. The PvP aspect of this is not akin to most FPS games where players attempt to shoot each other and rack up kills. Instead, two teams are racing against each other in two exclusive instances of the same map at the same time in order to see who can complete the mission first. Obviously, to be successful in this mode, the player must have completed the mission casually numerous times beforehand and be good at FPS games in general.

There are different time leaderboards for each mode for each map, so each mode still has some degree of competition to it.

Features

Classes and Skills

As the player progresses through the game with their character, the character gains experience and reaches new ranks/levels (starting at trainee and ending at commander in chief). At each new level achieved, the player gains skill points for their character that they attribute to different skill classes to gain new skills that help them and their team in missions.

There are seven different skill classes each divided into one of the three different skill class types; commando, recon, medic, mastermind, engineer, heavy, and marksman. Commando and recon are of the assault type class. Heavy and marksman are of the defense type class. Mastermind, engineer, and medic are of the support type class. Each skill class complements each other and is balanced with the other skill classes. That way it is optimal for each team to have members of different classes.

Players do not have to choose one skill class and can choose to attribute skill points to different skill classes; however, it is advised for players to specialize in one skill class in order to unlock skills deeper down the skill tree and instead team up with others who have the skills they don't have. For example, players can become a marksman or an engineer-marksman hybrid, but they will only ever learn the lower level skills of both classes instead of the higher level skills of one class.

Each skill is described in more depth in the Skills and Classes document (Skills and Classes.docx), but a brief summary of each is as follows.

- Commando: Specializes in assault rifles and power. The class for players who like to go on the offensive and be effective at any distance.
- Recon: Specializes in submachine guns and speed. The class for players who like to infiltrate and get close to their enemies.
- Engineer: Specializes in gadgets and technology. The class for players who like to have cool and exclusive skills that deceive their enemies.
- Mastermind: Specializes in leading and being a team player. The class for players who like to think and use strategy to ensure the best possible outcome for everyone.
- Medic: Specializes in healing. The class for players who depend on others and like to ensure that people stay alive.
- Heavy: Specializes in light machine guns and defense. The class for players who like to act as a bullet sponge for their team while annihilating their enemy.
- Marksman: Specializes in sniper rifles and precision. The class for players who like to snipe and take precision shots.

Game Modes

Campaign (Casual Mode/PvE)

The campaign mode is built for casual players and players new to the game. It allows for a team to work together to complete a mission without rushing against another team.

In this mode, a team of up to eight players collaborate to complete a mission. In order to win, the team must complete all objectives and survive together. The objectives for each mission can vary, ranging from capturing a target to escorting a VIP to a location. The team is then given a grade depending on how they performed.

Versus (Competitive Mode/PvP)

The versus mode, otherwise known as speedrun mode, is built for both competitive players and speedrunners. It is technically both PvE and PvP since the player is still shooting at AI, however, it is more holistically regarded as PvP since two teams are racing against each other.

At its core, it's the same game mode as campaign in that the players are completing the same missions with the same rules. However, what's different is that in this mode, two different teams of up to eight players each race against each other in the same mission at the same time, but in two different instances of the map (i.e. the teams cannot see each other). The first team to complete the mission or out survive the other wins.

This game mode will be geared towards more advanced players who know their way around the game. This game mode is also what the e-sports component will be centered around (more information in the e-sports section).

Ranking System

Each new character in the game starts as a trainee. As the player progresses through the game, their character gains experience points and achieves higher ranks, eventually reaching the final rank (Commander in Chief V). The higher ranking the player is, more experience is needed to reach the next ranking. There are unique insignias for each ranking. Every time the player levels up, they get a reward as well. The complete list of all rankings and the total experience required for each can be found here ((W Fireteam Alpha Ranks and Grades.docx)).

Grading System

Upon completion of a mission, each player/team is assigned a grade according to how they performed. The grading scale goes from A to F (skipping E), with A being the best score and F being the worst. This is determined by a set of metrics that is unique for each mission. For example, one mission might require the team to complete the mission in under five minutes to get an A. These metrics are subject to change depending on community governance.

Lastly, the rewards earned depend on the grade received; a better score will give better, rarer, and more rewards to the player while a worse score will do the opposite. There is an overall reward multiplier depending on each grade. More

details on the grading system can be found here (Fireteam Alpha Ranks and Grades.docx).

Leaderboards

There are leaderboards for the top players in the game that track various metrics. These metrics include but are not limited to: fastest times to complete each mission (in campaign and versus), most kills, and highest rank/level. The leaderboards are updated daily and new boards will be added/removed according to community governance and new content.

CeFi vs. DeFi vs. GameFi

In order to understand the GameFi component of this ecosystem, it is important to understand it in relation to CeFi and DeFi. All of these systems offer services similar to traditional financial systems for crypto, with some variation.

What is CeFi?

CeFi, short for centralized finance, is a sector in crypto that offers traditional financial services with crypto assets. These financial services include earning interest on deposited crypto, getting loans using deposited crypto as collateral, or spending deposited crypto using a crypto debit card.

The aspect of CeFi that differentiates it from the other two systems is that it subscribes to the infamous phrase, “not your keys, not your coins”. This implies that when a user hands over their crypto to a CeFi platform, the crypto is then owned by the CeFi platform since they own the keys to the wallet it is stored in. This also means that the services are executed and managed by a centralized system, meaning that other humans control how that system operates and can be changed at the whim of the people who own it.

What is DeFi?

DeFi, short for decentralized finance, is a sector in crypto that offers financial services with crypto assets that differ slightly from traditional financial institutions. These new wave services include earning yield on deposited crypto, getting loans using deposited crypto as collateral, taking out flash loans on deposited crypto, or providing liquidity.

The aspect of DeFi that differentiates it from the other two systems is that it is trustless, meaning that all of the protocols and services offered are executed and managed by smart contracts and all assets are stored on the blockchain. One can argue that it is not truly trustless because they have to trust the people who created the smart contracts and the blockchain; however, these systems are refined and audited by several people over a long period of time, making its laws decentralized. Also, DeFi smart contracts are often open source, meaning that the user can see for themselves how much integrity the contract has plus the rules of the smart contract cannot be changed once published on the blockchain.

What is GameFi?

GameFi, short for game finance, is a slight variation from DeFi in that it offers all of the same services as DeFi plus additional rewards that can be earned by playing the play-to-earn game that is often linked to the platform. Like DeFi, the system is also trustless, meaning that it is executed and managed by smart contracts.

The play-to-earn game that is linked with the GameFi platform often has economic incentives for people to play the game and offer rewards which usually come in the form of tokens or NFTs. These rewards can then usually be traded on peripheral marketplaces/exchanges or deposited on the platform to earn yield, have loans taken out against it, or provide liquidity.

Projections

Since its inception in late 2019, GameFi has made strides in the blockchain industry with games like Axie infinity sporting $3.5 billion in transaction volume in 2021 alone[6]. While most projects will rise and fall into obscurity, the ones who are the most adaptable to this rapidly evolving industry will survive and continue to serve their users symbiotically.

With the growing popularity of video games worldwide[7] and the increasing discontent with the traditional gaming industry[8] (growing censorship, mediocre production quality, no ability to transfer in-game value to the real world), it's a given that GameFi is set to explode in this decade. This has already been witnessed

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[6] https://www.businessinsider.in/investment/news/axie-infinity-saw-3-5-billion-nft-transactions-in-2021/articleshow/90153079.cms

[7] https://financesonline.com/number-of-gamers-worldwide/

[8] https://whatnerd.com/aaa-games-are-getting-worse/#:~:text=Microtransactions%20are%20the%20most%20irritating,behind%20the%20barrier%20of%20microtransactions.

with some projects like CryptoBlades experiencing over a 100% increase in users[9] and tokens like AXS (Axie Infinity's native token) experiencing a 16,000% surge in value[10] all in the span of a year.

As the space becomes more popular worldwide, industry giants are going to enter the space as well, bringing more adoption in the space. This has already been witnessed with Rockstar Games, who will be offering crypto as rewards in their upcoming product GTA 6, for players to earn in-game[11]. Some analysts are projecting GameFi to hit a $74.2 billion dollar market cap by the end of the decade, up from a $8.9 billion market cap currently[12].

E-Sports

What is E-Sports?

E-sports, short for electronic sports, is a form of competition using video games. Similar to traditional sports, where two or more people directly compete against each other through a tournament or exhibition, the same applies within e-sports but the context is within a video game instead. Just like in traditional sports, the players may segregate themselves into teams and compete or compete against each other individually.

History of E-Sports

Since the inception of video games, organized competition between players has been taking place; however, it has largely been between amateurs and private groups until the late 2000s[13]. By the 2010s, e-sports and spectating e-sports became more popular, encouraging game companies to incorporate e-sports mechanics into their products. Alongside that, e-sports has become a part of pop culture, with famous teams and organizations like FaZe clan and MLG taking mainstream and becoming a part of memes and celebrity life.

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[9] https://www.dapp.com/article/top-7-gamefi-projects-with-gains-in-users
[10] https://coinmarketcap.com/currencies/axie-infinity/
[11] https://www.independent.co.uk/tech/gta-6-crypto-release-date-bitcoin-leaks-b2110337.html
[12] https://www.globenewswire.com/news-release/2022/06/27/2469233/0/en/GameFi-Market-Segmented-By-Deployment-Mode-By-Enterprise-Size-By-End-Use-Industry-And-Region-Global-Analysis-of-Market-Size-Share-Trends-For-2019-2021-And-Forecasts-To-2031.html
[13] https://www.theverge.com/2013/9/30/4719766/twitch-raises-20-million-esports-market-booming

Since the dawn of e-sports, the most popular game genres for e-sports has been first-person-shooter (FPS), massive online battle arena (MOBA), real time strategy (RTS), fighting, card, and battle royale. A couple of popular titles for e-sports include *League of Legends*, *Counter Strike*, *Starcraft*, *Warcraft*, *Halo*, *DOTA*, *Super Smash Bros*., and *Fortnite*. Since then, more than $1 billion has been paid out in tournaments.

The first e-sports tournament was held on October 19, 1972 at Stanford University for the game *Spacewear* amongst computer science students and faculty. The grand prize for this competition was a year-long subscription to *Rolling Stone* magazine. Ever since this recognition, arcades around the world started hosting live tournaments where players would show up and compete or spectate. A popular example of this was the All Japan TV Game Championships, where televised arcade tournaments were held across 300 locations in Japan in order to promote sales and interest in video games across Japan.

Projections

In the late 2010s, it was projected that the total participants of e–sports would grow to around 454 million and the total revenue would grow to above $1 billion, with 35% of the total revenue coming from China[14]. The continued proliferation of on-demand streaming services like Twitch and YouTube have also assisted in the growth of e-sports. The primary participants in e-sports mainly come from East Asia, Southeast Asia, Europe, and the Americas.

Currently, the global e-sports market is valued at $1.08 billion. It is projected to grow to $1.617 billion by 2024[15] and $3.57 billion by 2027[16].

Speedrunning

What is speedrunning?

Speedrunning is the act of completing a game or a section of a game as fast as possible. For example, speedrunning the game *Halo* would mean completing all the missions as fast as possible in one go. Speedrunning can be done casually, but

[14] https://www.reuters.com/article/us-videogames-outlook-idUSKCN1Q11XY
[15] https://www.statista.com/statistics/490522/global-esports-market-revenue/
[16] https://www.globenewswire.com/en/news-release/2022/03/31/2413577/28124/en/Global-Esports-Market-to-2027-Rising-Number-of-Esports-Events-With-Huge-Prize-Pools-is-Driving-Growth.html

oftentimes speedrunning is done in an e-sports fashion where people compete against each other for the fastest times. These fastest times are often live streamed publicly for proof and stored as world records on platforms such as speedrun.com.

Depending on the community, sometimes there are rules and/or limitations set for what constitutes a successful speedrun. For example, in a FPS game, a successful speedrun might mean going through the entire game without dying.

History of Speedrunning

Similar to e-sports, speedrunning has been around since the inception of video games in the 1970s. The earliest example of such was in the 1980s where Activision would publish screenshots people took of their best times in various video games such as Excitebike, Grand Prix, Metroid, and Mario Kart[17]. Eventually Nintendo Power magazine would pick up on the trend too and publish their own version in a section of their magazine called NES Achievers[18].

In 1993, the video game *Doom* introduced a screen recording feature where players could record themselves playing the game in low quality. In 1994, a University of Waterloo student named Christina Norman took note of this and created a dedicated server for hosting these screen capture sessions[19]. The official birth of the speedrunning community was marked later that year, when a man named Simon Widlake created a website called COMPET-N that hosted leaderboards showing the best completion times for all of *DOOM*'s levels[20].

Projections

Since speedrunning is a relatively new niche market, no research has been done on market cap or revenue in it. Therefore, no projection on dollar valuations can be made. However, there are other metrics that display speedrunning's explosive growth.

In an *Engineering and Technology* article from May 2021, a Google chart that shows the search popularity for the term speedrunning spiked by roughly 80% at the beginning of 2020[21]. This was primarily due to the pandemic locking people inside,

[17] Activisions - Vol. 1 by Activision 1981
[18] Nintendo Power Issue 001 July-August 1988 by Nintendo Power 1988
[19] Smashing the Clock by Benjamin Turner 2007
[20] Speedrunning: Interview with the Quickest Gamers by David Snyder 2017
[21] https://eandt.theiet.org/content/articles/2021/05/why-speedrunning-of-decades-old-video-games-is-more-popular-than-ever/

which made them look for new forms of e-sport entertainment and seek nostalgia (because most speedrun games are retro games), and speedrunning happened to be it. Although the pandemic is subsidizing, the search trends show that the hype around speedrunning is not.

In a *Stream Hatchet*, the world's leading e-sports data analytics company, report from August 2021, the volume of speedrunning streams has increased by 39% since 2019 and the average length of these streams has increased as well[22]. The all-time most popular month for streaming speedruns was March of 2021.

Lastly, one of the most popular speedrunning channels on *YouTube* called *ESA Speedrunning*, is currently experiencing growth in average new subscribers per month and growth in average new views per month[23].

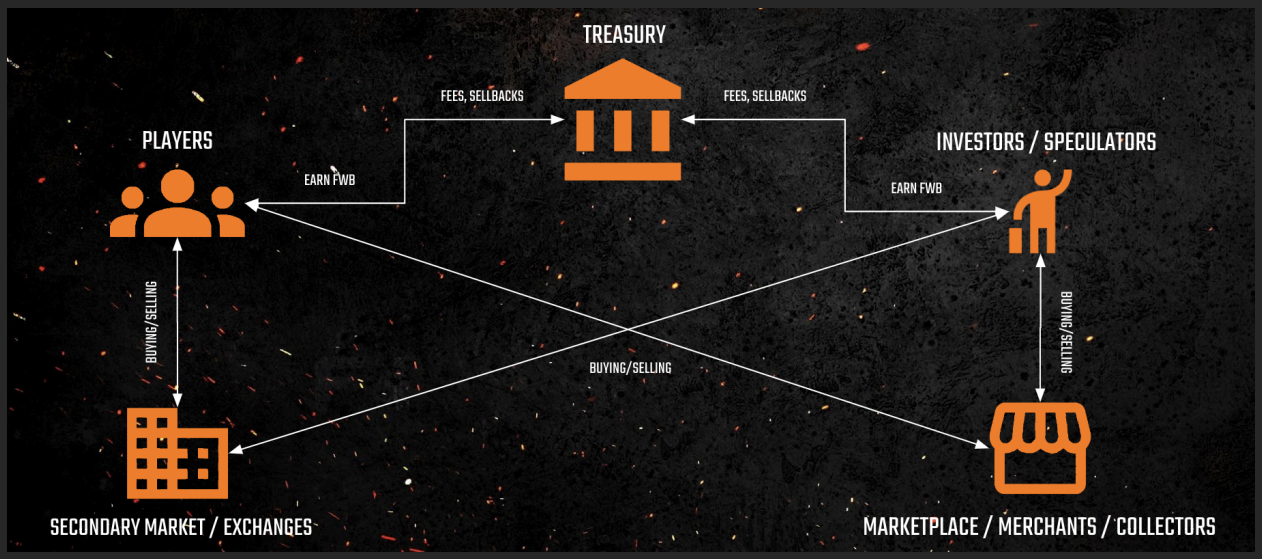
Economics

Overview and Economic Model Diagram

Displayed here is the economic model diagram that shows how actors will interact with each other and the ecosystem. Notice that this is a closed-loop economic system where tokens are recycled between actors and capital is injected from the real world economy. Also note that this system prioritizes that liquidity always be provided for players and therefore, the amount of reward tokens in the treasury allocated for players and investors/stakers will fluctuate.

This section will attempt to explain the diagram in detail and the thought process behind creating its logic.

[22] https://streamhatchet.com/2021/08/19/speedrunnings-marathon-of-growth/
[23] https://www.speakrj.com/audit/report/esamarathon/youtube



Initial Treasury Token Allocation (subject to change with governance): 40% Players, 20% Stakers, 40% Reserves

Game Theory Preface

Game theory is defined as the study of mathematical models of cooperation and conflict between rational actors in a system where the behaviors of actors influence each other and the results are zero-sum (one actor's gain is another actor's loss)[24]. Since one of the foundations of the study of economics is scarcity (how to allocate limited resources efficiently and with unlimited wants)[25], then we can deduce that all economies are zero-sum games.

When one applies this understanding to this ecosystem, then one can view the ecosystem through the lens of any other economy where resources will be allocated to different places at different times. There is no perfect model where everyone can have everything at all times, but in a closed-loop economy that this ecosystem is designed with, everyone can be a winner sometimes.

Since everyone can be a winner sometimes, then the goal of this ecosystem is to provide a fair system for all actors to have a chance of winning and getting what they want while still accomplishing the mission of the ecosystem. For the long term success of this ecosystem, it is crucial that the system places everyone on a level-playing field when they join the system and that resources cannot be hoarded in one place for too long. Actors will only leave if the system is unfair or if they are

[24] Game Theory: Analysis of Conflict by Roger B. Myerson
[25] https://www.investopedia.com/terms/s/scarcity.asp

not being treated right[26], so with this guarantee in place, then actors will keep returning to the ecosystem and new actors will join.

This understanding then begs the question of who the actors are and what defines winning for each of them. This is when an incentive model should be created that maps out each actor and what their incentives are. The full incentive model can be seen visually in the above economic model diagram or below in the incentive structures section.

Austrian Economics vs. Keynesian Economics

In economics, there are two main schools of thought: Austrian (free market/laissez faire) economics and Keynesian economics.

What is the difference?

The goal of all economists is to point the economy towards equilibrium. Equilibrium is defined as a point in time in an economy where there is full employment of all actors.

Austrian (free market/laissez faire) economists believe that when markets are left alone and they allow citizens to trade without interference from a central authority, then the economy will trend towards equilibrium (assuming that the citizens have a strong moral code and there are reasonable laws)[27]. People will organically work together to produce for their society and to invest in their society. They also believe that in the long run, sustainable growth depends on savings and investment without government interference.

Keynesian economists believe that when markets are left alone and citizens are allowed to trade freely, exploitation of workers happens and the market moves away from equilibrium. Therefore, a central authority (government) is needed to act as an intermediary to ensure that the exploitation stops and the economy keeps moving. Keynesians do not favor free trade and would rather have central planning of an economy. For example, if unemployment is high and an economy is slowing down, Keynesians believe that the government needs to inject stimulus currency into the economy to get it moving again. This is largely what happened during the COVID-19 pandemic.

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[26] Game Theory Models and Methods in Political Economy. Handbook of Mathematical Economics, v. 1 by Martin Shubik

[27] Macroeconomics – Austrians vs. Keynesians by Kenneth E. Long

In summary, the main contention between the two schools of thought is whether or not the government or a central authority should be involved in economic planning.

Relationship to the Project

The reason this section is relevant is because it plays a big factor in how the economics of the ecosystem was created. The Austrian school of thought was the primary philosophy/foundation that this economy was built off of. For example, as stated throughout this paper, the founder of this ecosystem believes that the only way to build true wealth and prosperity is saving, delayed gratification, and investment. This is a belief rooted in the Austrian school of economic thought[28].

With that being said, this ecosystem is designed to reward participants in direct proportion to the amount of time they put into the ecosystem. The more an actor delays gratification, the bigger reward they receive.

One example of this is how the native token is fixed supply and deflationary. Due to this, by default the token will appreciate in price over time because the limited supply decreases. Therefore, anyone who buys and holds for the long term will likely make a sizable return (assuming long term success of the project).

Another example of this is how the staking mechanism works. Investors must declare how long upfront they are going to stake for in order to see their return. If they back out before the time period ends, then they lose the rewards they earned. On top of that, the longer they choose to stake, the higher their return at the end is.

How it Works

When reading this section, please refer to the economic model diagram above.

At its core, the economic model of the ecosystem is a closed loop system where the native token and NFTs are recycled between actors. All the native token starts out in the treasury and the total amount of native token in the treasury is divided into percentage allocations for each actor that will take from the treasury. These percentage allocations will change based on the state of the project and governance votes, but initially, 40% of the total native token in the treasury will be reserved for player rewards, 20% for stakers, 15% for development, and 25% for reserve liquidity (emergencies, investors, etc.).

[28] Basic Economics by Thomas Sowell

Notice that initially, the majority of the treasury share belongs to players. This will incentivize more players to join and grow the player base faster from the start. At the genesis of the ecosystem, tokens will slowly make their way into the hands of players as they join, play the game, and earn rewards (native token). Alongside that, weapons and equipment (NFTs) will also be generated as players earn material NFTs from mission rewards and stake them to create the NFTs.

At some point, players will start selling their rewards (native token and NFTs) to other actors for other currencies; potentially other players, but most likely investors, speculators, or collectors. From there these other non-player actors will have a variety of options including holding, trading, staking, staking on teams, or providing liquidity. As more non-players bring their capital into the ecosystem, the price of the native token will increase as demand increases and supply in circulation decreases. Capital will continue to run into the ecosystem as long as the Fireteam game series continues to produce content.

Since the native token is deflationary, actors who choose to hold the token will experience a price increase, which would likely prompt them to sell to exchanges or back to the treasury. As mentioned earlier in the preface, it is crucial to prevent native token from being hoarded in one place for too long. Therefore, there is a penalty for whales who want to dump the price by accumulating a lot and then selling to the treasury in bulk. There will be a limit on how much actors can sell back to the treasury in a specified time period. Other than that, it is a positive action for the ecosystem if actors are holding the coin as it inspires long term investment in the project and delayed gratification.

In summary, the economic model of this system is basically a balancing act between the players and the non-players that encourages long term thinking and delayed gratification. Through the rules of the system, the percentage of total supply of native token owned by each side will fluctuate. However, it prevents/discourages tokens from being hoarded in one place for too long by penalizing whales. The native assets are linked to the real world economy when investors/non-players bring in their capital from other currencies in hopes of making a return.

Ecosystem Tokens

Currencies (ERC-20)

The native token used in this ecosystem is the Free World Byte (FWB). This token will be used for all transactions in the ecosystem such as purchasing items in the

marketplace and team staking. There will be a static total supply of 10,000,000 tokens.

These tokens can be earned by playing the game, participating in events, participating in e-sports, staking, providing liquidity, selling items in the marketplace, or by purchasing them via DEX or CEX. See the rewards section for more information.

The secondary token used in this ecosystem is the Fireteam Governance Token (FGT). This is the governance token of the ecosystem. The more governance token one has, the greater influence one has in casting DAO votes and determining the direction of the project. See the governance section for more information. There will be a dynamic supply of tokens, but the initial amount will be 10 FGT.

These tokens can only be earned by playing the game.

NFTs (ERC-721)

NFTs represent the items that can be used in-game. All characters, materials, weapons, equipment, and weapon modifications will be represented as NFTs that can be exchanged freely amongst actors in the ecosystem. Since all item stats are static, they will be stored on the blockchain and will thus be immutable. This means that item stats cannot be nerfed.

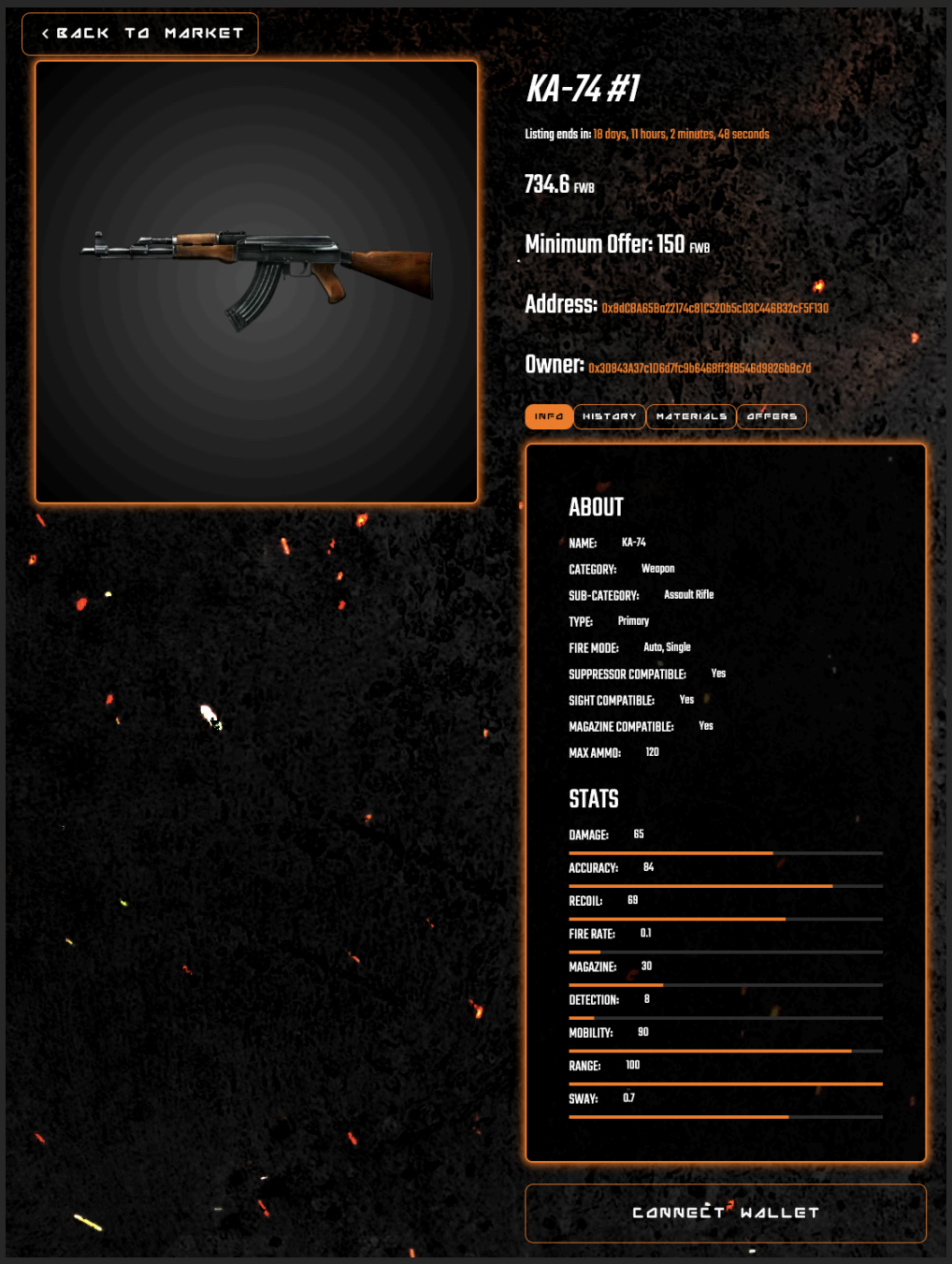
Materials (parts used to make weapons, equipment, and weapon modifications) will also be represented as NFTs that will be burned once they are used to produce an item. Every other item other than materials cannot be burned once produced however.

All wallets can create one free base character from the web portal. These characters come with the default loadout. Other than that, all other items will have to be earned, produced, or traded. There will be two ways to obtain items; random rewards and staking.

With random rewards, NFTs can be earned randomly after completing a mission. The chances of earning one depends on the player's performance.

With staking, actors will be able to lock up material NFTs for a specified amount of time in order to produce an item. Every item will have a different recipe of materials and time needed to produce it.

There will be a marketplace on the web portal for actors to sell and buy NFTs with native token being the currency used in it.



Incentive Structures

In order for actors to participate in an economic system, there must be incentives. If there are no incentives or they are being treated unfairly, they will just leave[29].

[29] https://econteric.com/markets/p2e-report/

This section breaks down all potential actors in the ecosystem and what incentivizes them to participate in this ecosystem.

Casual Players

Casual players are half of the backbone of this ecosystem. In accordance with the mission, this ecosystem is primarily geared towards them as Fireteam is supposed to spark collaboration, problem solving, and positive interaction amongst peers. They are inarguably the most important piece. If there are no players, then the native token and NFTs will have no real utility and thus, other actors would not be able to gain anything from the ecosystem and it would all crumble.

Casual players are primarily incentivized by fun and enjoyment. There are many reasons for why a player might find enjoyment in the game. Perhaps they enjoy trading their finite time for a chance at having the feeling of gratification that comes with getting a best time record and climbing the leaderboards or completing a difficult mission for the first time. Or maybe they just want the glory that comes with hitting the highest rank possible and decking their character out with the most rare and flashy equipment.

The secondary incentive for casual players that is unique about GameFi projects is the rewards that can be earned. Just like how it feels good to some to put in a hard day's work and be rewarded at the end, the same feeling applies here. Instead, it feels good for players to apply their time, problem solving skills, and gaming skills to complete a mission and get rewarded at the end, especially when the reward is linked to the real world economy.

Competitive Players

The second half of the backbone of this ecosystem. In accordance with the mission, this ecosystem is geared towards them as the competitive/e-sports mode of Fireteam is supposed to inspire healthy competition, interaction, and transaction amongst the players and their supporters. They are the second most important piece. If there are no competitive/e-sports players, then there will not be as big of a community since there would be less hype and thus, less investors and speculators.

Similar to casual players, competitive players are also incentivized primarily by fun/enjoyment of the game, rewards, and glory. The difference from the casual players though is that the competitive players also find enjoyment in competing in the PvP mode. They like the glory that comes with being the best team or putting in many hours of training to finally win a tournament, preferably against a rival team.

When so many have staked on a team, the pressure of performance that many competitive players enjoy also arises.

Investors

Although many would dismiss investors as being greedy because they're only in a project for the potential returns, they are in fact an important part of this ecosystem. In this ecosystem, investors can trade/flip NFTs, stake native token, provide LP, hold native token, and participate in team staking as well.

Investors are the primary vehicle in which capital will be brought into the ecosystem; more specifically, fiat capital. With fiat capital in the ecosystem, this will attract more attention and more people. It will also ensure that the project stays funded and that everyone including investors is rewarded fairly based on the value they provide to the ecosystem.

Speculators

Speculators are a peripheral part of this ecosystem. Although their participation does not make or break the ecosystem, they still have their place. In accordance with the mission, the ecosystem would like to provide a place for them to interact and transact.

Similar to investors, speculators are looking for a return on their investment. However, speculators are more risk tolerant and some are even in it for the thrills, so perhaps they would stake on a team that has never won before in order to get a bigger jackpot if they win against a team that has a history of victory and a lot of stakes for them. As a side effect, this would also encourage the underdog.

They also have a space for them to speculate on NFTs that can be used in-game.

Collectors

Similar to speculators, collectors are also a peripheral part of the ecosystem. In accordance with the mission, the ecosystem would like to provide a place for them to interact and transact.

There are two incentives for collectors; reward and hobby. Similar to speculators and investors, many collectors want to collect in-game items at a low price in hopes that they can sell those collected items at a higher price later on. On the other hand, some collectors might be players or hobbyists who find joy in collecting rare

items, similar to how people have collections of baseball cards. Either way, they are providing transaction volume for the ecosystem.

Rewards

The two main forms of rewards people will be receiving are native token and NFTs. There are many ways to earn it (check the economic model diagram above for more details), but the primary way is by playing the game. The bottom line is whenever an actor provides value to the ecosystem, they will be rewarded in proportion to the value they provide. For example, a player that completes a mission faster than another player will generally earn more than the player who took longer.

Actors will provide value in different ways. Players for instance will provide value by playing the game and achieving excellence in the game (reaching a new rank, completing a mission, setting a new record, climbing the leaderboards, unlocking achievements). Every mission has a grading scale that determines how a player's performance was ranked, ranging from A to F. Players who score an A on a mission objectively achieved more excellence than players who scored an F.
Alongside rewards for completing missions, there are random rewards thrown in as well. A player might randomly score a new weapon or a new material to create a weapon with when they complete a mission.

Investors, collectors, and speculators can also earn rewards in a variety of ways. Staking, team staking, and trading are all ways to earn rewards for non-players. ERC-20s and ERC-721s native to the ecosystem will both be able to be staked.

Governance

The Fireteam Protocol Governance system will be driven by meritocracy and essentially give power only to those who contribute to the ecosystem. The weight of an actor's vote on the direction of the project will be based on the amount of Fireteam Governance Token (FGT) they own.

In order to ensure democracy amongst ecosystem voters, the voting power of the actors will be inflated away by inflating the total supply of governance tokens every time a decision is made. This gives others the opportunity to earn more voting power and democratizes the voting. The governance token supply will be dynamic and tokens will only be transferred between the treasury and the earner. This ensures that the only way to earn governance tokens will be through gameplay and

staking so that there will be no trading and accumulation of voting power in the hands of people who are not directly involved in the ecosystem.

Fireteam Governance Token will be eighteen decimals and each proposal is going to double the current total supply after it is executed.

The total starting supply for the governance token will be ten Fireteam Governance Tokens. There will be a flat rate for earning Fireteam Governance Token (0.00000013 per match) and this will be subject to change depending on the total supply. Stakers will be given seventy-five percent of the per match amount, per day of staking.

Contracts

Summary

Tokens

NFTs

Core

Audits & Security

GitHub

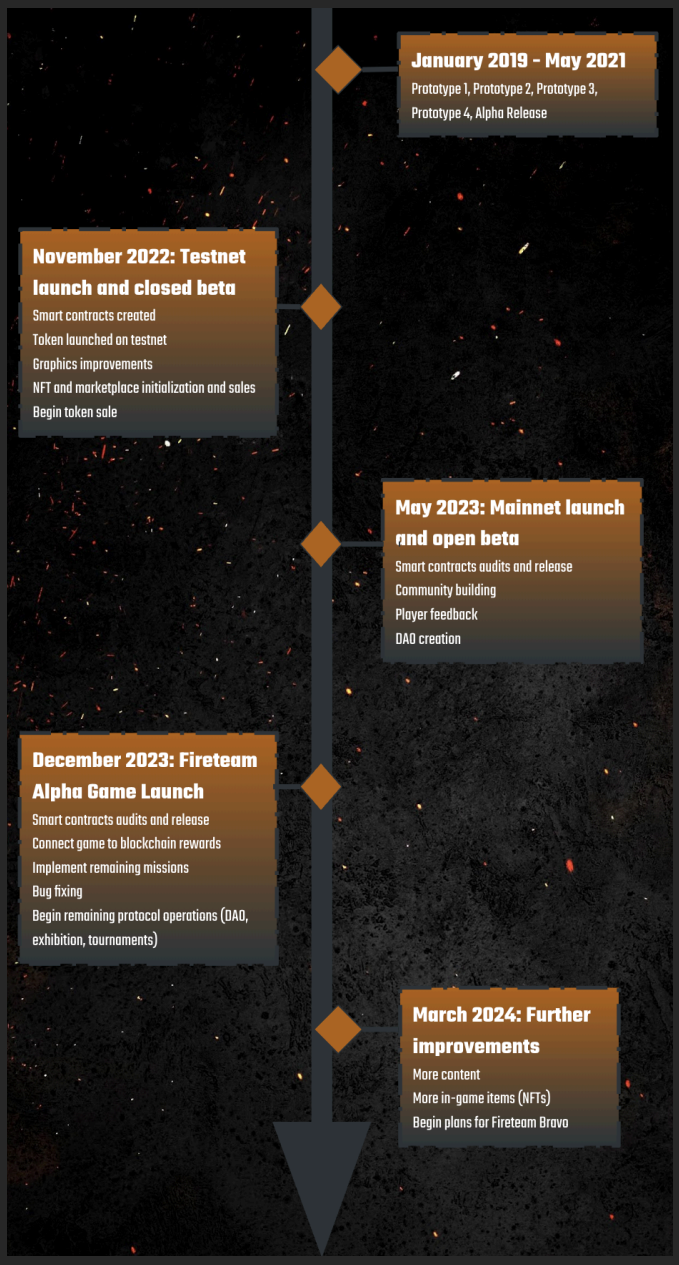
ERC-20

ERC-721

Core

Roadmap

A brief diagram of the project roadmap along with a more detailed breakdown is shown below.



- Prototype 1, Prototype 2, Prototype 3, Prototype 4, Alpha Release: January 2019 to May 2021
- November 2022: Testnet launch and closed beta
    - Smart contracts created
        - Testnet versions of defi, esports, DAO, and token contracts released
        - Begin testing testnet contracts
    - Token launched on testnet
    - Graphics improvements

        - NFT and marketplace initialization and sales
            - Starter items and character creation
        - Begin token sale
- May 2023: Mainnet launch
    - Smart contracts audit and release
        - Mainnet contracts deployment on BSC network
    - Community building
    - Player feedback
    - DAO creation
- December 2023: Fireteam Alpha Game Launch
    - Smart contracts audit and release
    - Connect game to blockchain rewards
    - Implement remaining missions
    - Bug fixing
        - Connect to web3
        - Remove web2 features
        - Player controller bugs and improvements
        - AI improvements
    - Begin remaining protocol operations
        - DAO
        - Exhibition
        - Tournaments
        - DeFi
        - Marketplace
- March 2024: Further improvements
    - More content
    - More in-game items (NFTs)
    - Begin work on Fireteam Bravo

Team

Russell Mac

Co-Founder

Software engineer and entrepreneur with 9 years of experience in software engineering and 2 years of experience in blockchain. He started building web, mobile, and desktop applications at the age of 18 while he was in high school. He also grew up playing a variety of different video games, taking interest in the AI

aspect of games and how software is generally built, which led him to start building his own games and AI. After graduating from NC State University in 2018 summa cum laude with a B.S. in computer science and business administration, he went straight to working for Cisco Systems from his previous internship in software engineering with them. In 2021, he left Cisco and started working for himself and is now running a private software engineering company at Hamku LLC.

Kevin Nguyen

Co-Founder

Business development consultant and entrepreneur with 7 years of experience in business operations and management. Being raised by a family of business owners, he has always been fascinated about starting and growing businesses. More specifically, he has experience in scaling businesses in the auto detailing and hospitality/restaurant industries. He attended a four-year university and earned a B.S. in business administration with a concentration in information technology.

Eden Nguyen

Chief Marketing Officer (CMO)

Jack Benninghoff

Chief Operating Officer (COO)