



Pocketful of Quarters

Whitepaper



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Summary

This document describes a decentralized solution aimed to solve the problem of game currency fragmentation, resulting in lost value for players and developers that the Pocketful of Quarters team aims to recapture. We're addressing the problem by creating two types of ERC-20 tokens with two different sets of properties. Firstly, Quarters (symbol: Q), a utility token for games, fulfills the need for a decentralized game currency that can be used across games. Quarters have unique features that make them attractive for use by players and developers; their sole purpose is gameplay. By design, Quarters have no financial value and are unsuitable as an investment. Secondly, Q2 (symbol: Q2) are revenue-sharing tokens, designed to attract initial investment needed to jumpstart the Quarters ecosystem. Q2 tokens offer an opportunity to earn ETH dividends as Quarters are sold.

*"I hate it when my coins that I bought and earned are **stuck** in games I no longer play. Why can't I use them in another game?" –*

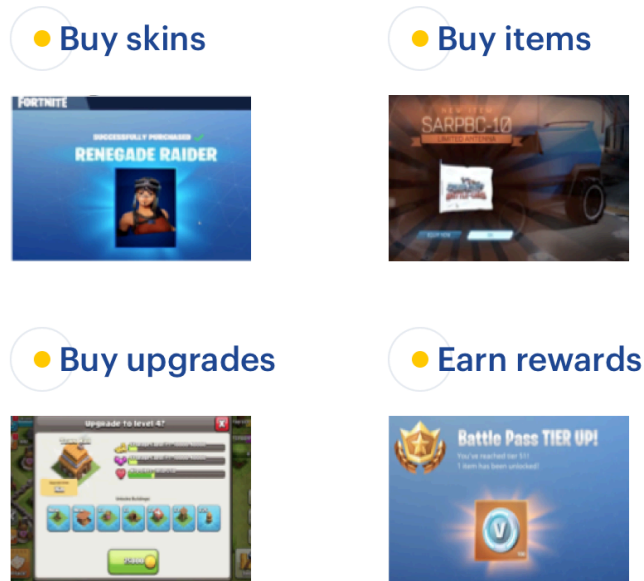
George Weiksner, 11

Pocketful of Quarters, CEO, avid gamer



Problem with Game Currency Fragmentation

Today, players acquire coins, gems and other in-app currencies as they play. These currencies enable the players to buy skins, in-game items and upgrades, and to earn rewards within games. Some examples from Fortnite (125M players)¹, Rocket League (40M players)², and Clash of Clan (100M players)³ are shown below. They all represent massive, siloed economies.



Examples of In-Game Purchases by Players

Players who accumulate a significant amount of game currency either through purchasing or through winning can only spend this currency in one game. If and when they want to switch and play a new game, they have to abandon their winnings and start accumulating from scratch. Even worse, it's difficult to spend "just enough" in-game currency to "clear the balance" - some tokens/coins always remain on the balance and end up stuck in the game unused and abandoned. While this approach may look profitable for game developers, at least on the surface, it ends up undermining these very games by limiting

¹ <https://www.statista.com/statistics/746230/fortnite-players/>

² <https://www.pcgamesn.com/rocket-league/rocket-league-player-count>

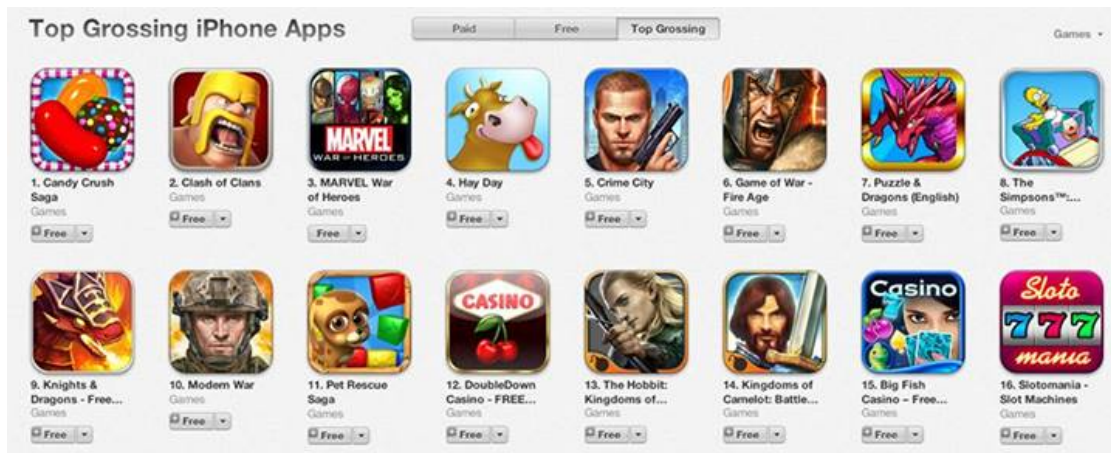
³

<https://www.gamespot.com/articles/100-million-people-play-clash-of-clans-devs-games-/1100-6435433/>



gameplay opportunities for players and creating friction in the flow of value in the gaming ecosystem as a whole.

Why can't you use your coins from one game in another? Simple question, asked by millions of game players.



Why can't I use my Clash of Clans gems in Candy Crush?

Solution: Quarters, a Game-agnostic Digital Currency

Imagine: what if you could bring the value you've gained in one game to other games? As a player, you could easily switch to new games when you become bored leaving any earned or purchased currency behind. This happens in every game with microtransaction or in-app purchases regardless of the size (short or long game), monetization (Free to Play, Freemium) or platform (Mobile, Console/PC).

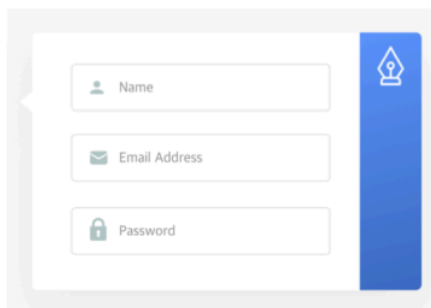
Removing the outdated silos will allow the value to flow more freely from one ecosystem to another, lowering the barriers for players to enjoy more games. Quarters were created as a crucial instrument to unlock the value “stuck” in game economies by providing a bridge that merges them together. We're doing for virtual games what Chuck E. Cheese's did for arcade games. When a player visits a Chuck E. Cheese's location, the first thing they do is buy tokens. They buy them confident in the fact that there will be plenty of great games to play. The only decision is: which games to play?



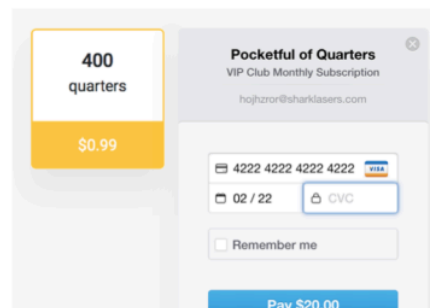
Similarly, with Quarters players are more likely to buy the tokens in larger quantities if they have the confidence that there will be plenty of opportunities to use them across games.

Shown in the diagram below is the user flow for Quarters players. First you register an account with your email. Then you buy a Quarters package with a credit card, which have volume discounts and great deals for VIP subscriptions that automatically replenish Quarters every month. You choose a game to play, and can authorize transfers easily and securely. If you win, the game can even transfer Quarters to you for use in this game or any other game in the Quarters network.

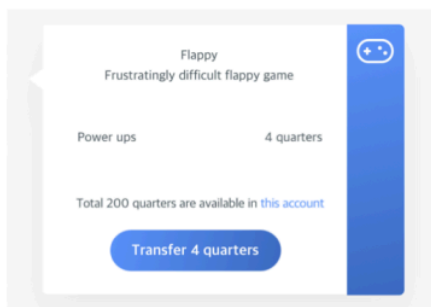
1 • Register online to get a Quarters wallet.



2 • Buy Quarters using USD or ETH



3 • Approve transfer of Quarters to developer



4 • Play game, potentially earning more Quarters





How to Buy Quarters and Play Games

“Unseen” possibilities afforded by decentralization

One promise of decentralization is to supercharge popular games. Consider poker and slots among the most popular games in both the Apple App Store and Google Play. These games offer in-app purchases of tokens to play. The purchased tokens are stuck in the game; you cannot cash out. The only use of these tokens is to keep playing that particular simulated gambling game. With decentralized poker, players can take their winnings and use them in other games.

Generally, game companies are not taking enough advantage of decentralization. They're still in the old model of attracting players inside a “Pay Wall” and separating them by Platform (Console, PC Mobile) and keeping them there as long as possible.

Even traditional single-player games can be more fun and more social when they are transformed into decentralized games. For example, game developers can add an escalating pot to win if you beat the high score among your friends. Rather than just playing to beat your own high score in an endless runner game, now you can compete with your friends. It's easy because you know they already have Quarters, and if you win, you and your friends can easily move on to another game.

There is evidence of the emergence of decentralization in games. For example, Unreal's Fortnite -- the most popular game on the market today -- is tapping into this trend by allowing Cross-Platform currency and rewards tied to a single Unreal account (same account on all platforms). Players can buy “vbucks”, Fortnite's in-game currency, on their Xbox and then purchase an upgrade, such as a dance to animate their character, on their iPad.

Fortnite has created one of the first cross-platform currencies -- yet, Fortnite currency is still just Fortnite Currency. It can't be used in other games by other publishers of Unreal Games. The true value for Players in the coming years will be taking their currency to **any** game.



Shifting the holding rights of the currency from locked in publisher accounts to global decentralized accounts will be the preferred way for players to play all games within the next 5 years.

This will shift the current Problems to Solve in the games business from:

- Costly user acquisition
- Disposable content
- Monetization and retention

To:

- Reduction of switching cost for Players to 0 (removing this friction means Players can return at no cost as well as leave)
- Offering great rewards to Players (greatly increase gameplay incentives by focusing on gameplay retention instead of monetization retention)
- Games can live forever digitally and account control allows Players to resume play without having to remember account details

Social Platforms Become Games

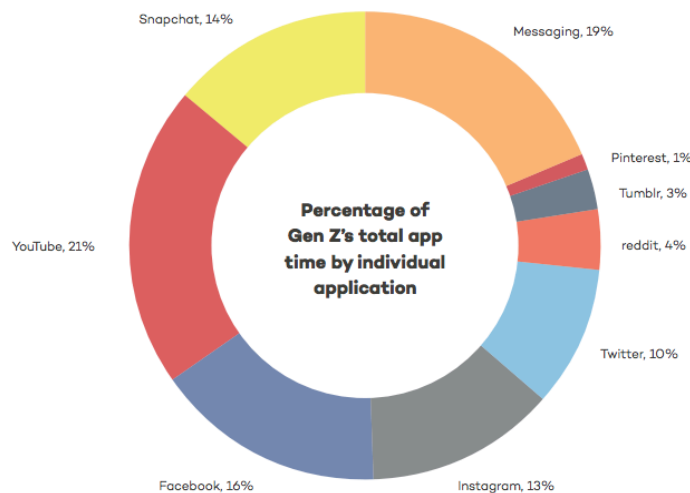


Figure 6- Percentage of Gen Z's total app time by individual application

Generation Z spends almost all its time with video and messaging apps



Without the shackles of a centralized intermediary, players can find new and interesting ways to have fun. Decentralization changes who plays games, where they play, and even what a game is. As a result, social platforms can become the center of gaming. For example, you could play:

- Celebrity trivia, right on YouTube
- Slots in your kitchen, on Alexa
- Mafia Wars, on Snapchat
- Poker with friends, on WhatsApp

Having a cross-platform gaming currency will allow easy on-boarding onto new social games and hopping from one social platform to another with a possibility of returning to the original game any time.

In addition to enabling decentralized gaming with cryptographic tokens, blockchains would provide transparency to gamers and players around transfers, and help to validate player statistics and game performance claims.

So, why have existing cryptocurrencies like Bitcoin and Ethereum failed to make this a reality? A gaming token should be used to play games **only**, and have no additional financial value to players. Playing games with tokens that have financial value would be gambling, which is unlawful in the US and many countries. Alternatively, non-financial tokens offer the following advantages: psychological (it's more fun), game theoretical (no bribes) and practical/historic (in-app purchases).

Quarters Ecosystem

To unleash the potential of decentralized gaming, players need a token for universal gameplay. Other tokens are a hybrid of investment and utility. Quarters are what a token designed exclusively for utility should look like. They are designed to play games *only*, which means they should have the following properties:



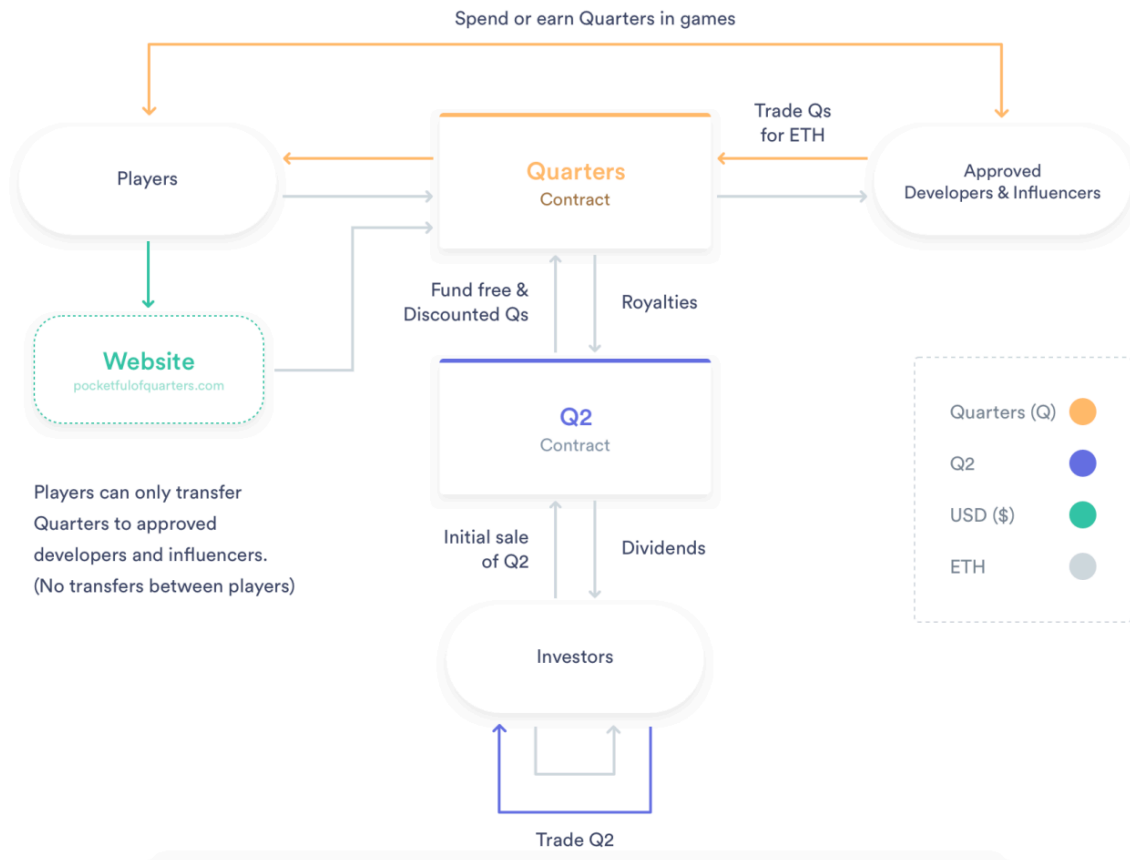
- I. **Quarters are the first token for use to play games only.** Like “Chuck E. Cheese’s” and other arcade tokens, you can buy Quarters but you can’t redeem them outside of the gaming ecosystem.

- II. **Quarters have a fixed price for players.** Players can always buy 400 Quarters for \$1. Quarters should never fluctuate in price and attract speculative actions to be a reliable game token.

- III. **Quarters can incentivize game adoption.** Players get Free Quarters when they sign up, and whenever the number of Quarters sold doubles. Free Quarters are a fun reward for everyone in the Quarters ecosystem. Learn more about [how we invite players to buy Quarters](#).

- IV. **Quarters flow quickly from source to sink.** Players buy Quarters, use them in games, and then developers exchange Quarters for ETH. No one wants to hold or hoard Quarters; they only have value if you plan to use them in games. See diagram below of the Quarters ecosystem.

- V. **Developer earnings reward scale non-linearly.** The largest “Mega” developers will drive adoption of Quarters. Smaller developers tap into a network of Quarters players. If a developer’s game is great, they can benefit from the ecosystem as well as become a Mega developer. Check out [our pricing model to see how Mega developer can earn 2-3x](#) what they would earn with Google or Apple’s App Store.



Quarters Ecosystem: From Sources to Sinks

As stated by Vitalik Buterin, the creator of Ethereum, successful token ecosystems have to be clear about what becomes decentralized, and what remains centralized.

With Quarters, we've made the following choices:

- + Decentralized - Quarters and Q2 tokens
- + Instead of a hybrid token, we created a pure utility token (Quarters) for gamers and game developers and a pure investment token (Q2) for investors. Q2s are the companion investment token for Quarters. Q2 tokens entitle owners to a proportionate share of all ETH earned from the sale of Quarters.
- + Centralized - "Pocketful of Quarters (PoQ)" PoQ mission is to facilitate adoption of Quarters by players and developers. PoQ helps the ecosystem by providing hot wallets for players, SDKs for developers, and governance of the tokens in the early days of nurturing the ecosystem. The mission of PoQ is to make it easy for players and developers to buy Quarters and play games.

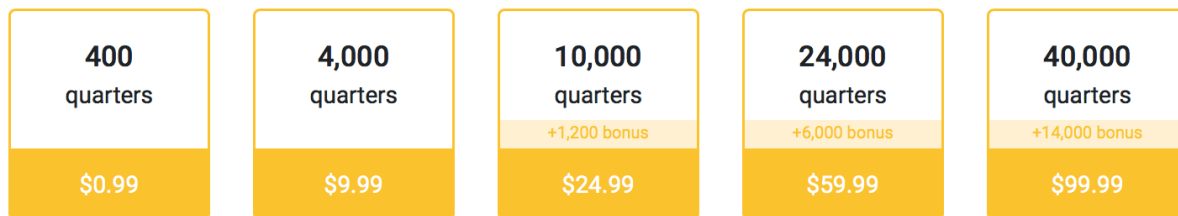


Quarters, a new ERC-20 token

Quarters (symbol: Q) are the first token designed for game use **only**. They're available for sale on PocketfulOfQuarters.com, can be earned as rewards for participating, and - by design - cannot be sold back for financial gain.

Quarters are sold in packages, starting at 400 Quarters for \$0.99. Larger packages can earn “bonus” quarters, and there are deals for players who sign up for a monthly subscription of Quarters. Pricing is similar to what gamers would find across platforms like the the App Store, Google Play, Steam, etc. The standard packages are shown in the diagram below.

Examples of Quarters Packages



With Quarters, players can use them to play games within our ecosystem. Game developers compete to collect Quarters from game players. Players transfer Quarters to developers in order to play games. In turn, developers (but not players) exchange Quarters for Ether, based on a formula set in the smart contract.

Quarters' smart contract features are described in this [open source Quarters contract](#). Quarters smart contract on GitHub can be found here:

<https://github.com/weiks/quarter-sol>

Revenue in ETH for developers

Developers earn revenue in ETH by exchanging Quarters used by players. This revenue is distributed by a formula controlled by a smart contract. The amount of ETH earned by developer equals (Base Rate) * (Earnings Factor) * (Quarters redeemed).



The Base Rate for earning is calculated by dividing the amount of ETH remaining in the contract by Qs outstanding (Base Rate = A / B). It goes up when standard developers withdraw Q, and when players buy Qs. It goes down only when Mega developers withdraw Qs.

Developer Tiers

Tier	Qualification	Earnings Factor
Mega	Redeem >5% of current tranche	115%
Large	Redeem >1% of current tranche	90%
Medium	Redeem >0.050%	75%
Standard	Redeem >0.002%	50%
Approved	Any approved developer ⁴	25%

The table “Developer Tiers” above shows the Earnings Factors and tier levels earnings for the developers. The levels reward consolidation of Quarters, which also minimizes the value of fragmented Quarters ownership.⁵ In addition, only the Mega developers can cause the base rate to decline. If any other developer types withdraw, the base rate will go up.

The Earning Factor is determined by comparing how Quarters are being redeemed with the current tranche.

Q2: Royalty Token and Initial Coin Sale

Q2 are royalties tokens to distribute ETH earned from the sale of Quarters. You can check out the code base for Q2 here:

<https://github.com/weiks/quarter-sol>

There is a fixed supply of Q2: 15 million tokens. Each token earns a proportional share of the ETH royalties from the Quarters(Q1) contract. Initially, the Quarters contracts are set to

⁴ Pocketful of Quarters reviews partners and games in effort to comply with money transmitter regulations, and signs contracts with approved developers to bind them to those legal requirements

⁵ The particular values were chosen to meet the following constraints. First, the maximum earnings must be less than the retail price of Quarter (1/.85 ~117%). Second, payouts must rapidly increase. It should be easily attainable for developers to get 50% or 75% earnings factor, and most of the earnings should be at this level. Third, only a handful of developers should be able to earn the maximum rate. Fourth, the relationship needs to be in discrete tiers because it is impractical to have exponential functions in Solidity. The initial values proposed here meet these design constraints.



contribute 15% of the ETH revenue from Quarters sold. As players buy Quarters, the ETH is transferred into the Q2 contract.

Owners of Q2 can withdraw their ETH royalties at any time. We manage royalties based on an approach first proposed by Nick Johnson (at ENS).⁶ Owners may transfer Q2s to others via smart contract, which automatically triggers the transfer of any ETH royalties to the original owner. (In this way, all Q2s are fungible and start with 0 ETH royalties when received by a new owner. Accrued royalties are held in escrow and guaranteed to be paid to the investor by the smart contract.)

In the first half of 2018, a private pre-sale of Q2 tokens was conducted via a Reg D compliant offering. About 111,000 Q2 tokens were sold at a price 250 Q2s per 1 ETH, raising about 444 ETH. Future regulatory compliant sales of Q2 tokens are anticipated, including a Regulation CF compliant sale in partnership with Republic.co.

Initial Sale and Distribution of Quarters

By design, Quarters have no financial value for players or speculators. The goal of the initial sale and distribution of Quarters is to catalyze circulation of the tokens between players and developers.

To achieve this goal, new players will get Bonus Quarters, and developers will compete to collect these Quarters. This initial distribution of Quarters via sales and bonuses is intended to achieve critical mass of 50,000,000 Quarters purchased by players.. When critical mass is achieved, network effects will increase the value and appeal of the ecosystem. In particular, each additional player purchasing Quarters makes it more attractive for developers to participate, and conversely, each additional game makes it more attractive for players to buy and use Quarters.

⁶ Paying royalties is technically challenging on blockchains, because you cannot loop over all accounts to pay royalties periodically (say every month). Here is the full post on Nick Johnson's proposed solution:

<https://medium.com/@weka/dividend-bearing-tokens-on-ethereum-42d01c710657>



Quarters are sold by transferring ETH to the Quarters smart contract. The price of Quarters is pegged to the dollar, such that \$1 will purchase 400 Quarters. There is no limit to the number of Quarters that can be created. Quarters may be exchanged by developers to earn ETH, which removes the Quarters from active circulation.

As described above, Bonus Quarters are issued to players as the number of Quarters sold increases. Giving players Bonus Quarters serves several important purposes:

1. Rewarding players to buy Quarters early.
2. Encouraging players to promote Quarters, since they get more Bonus Quarters the faster the ecosystem grows.
3. Serving as a re-engagement program: “come back and play with your Bonus Quarters.”

Quarters Distribution Strategies/Tactics

The goal of 50,000,000 Quarters is balanced with strong community building, the stickiest of retention factors. Pocketfulofquarters.com website will be a sales and distribution point as well as a community hub. Players will be able to find the games they want to play, purchase quarters and meet friends in the Quarters Community. The following activities will award Players with Quarters:

- **Sign up 5 Friends** - Players will be given unique links at sign up that can be used in Social Media or Email to encourage their friends to sign up. Both Players will be awarded Quarters when the second friend completes sign up (they will also receive a link for sharing to keep the momentum going.). When the initial Player successfully signs up 5 friends they will get a completion bonus and a new Link and Challenge to sign up 5 more to earn even more Quarters.
- **Community Achievements** - Player will be encouraged to explore the Community area and interact with each other to complete Achievements. Each Achievement will reward a small amount of Quarters. This will seed more Quarters to Players that are actively interacting with each other and helping to build a stronger community presence.
- **Streamers and Influencers** - Quarters will leverage existing gaming communities and pull them into our ecosystem by engaging Streamers and Influencers. We will



match up games by type with popular Influencers and their audiences. Influencers will have the ability to quickly captivate and convert their audiences into Quarters users. We plan to give Quarters away via the Influencers: this will allow for both audience excitement and for us to quickly build out our own social channels via contest rules (example: like and comment on post in order to win Quarters). Developers will be encouraged to produce content that can only be purchased with Quarters for these Streamer communities creating high demand for unique items and recognition.

- **Competitions and E-Sports** - We will be heavily involved with attracting E-Sports communities and highly competitive Player types by allowing matchmaking into both Player generated tournaments and sponsored tournaments. Companies like Red Queen and Players Lounge will be engaged to have Quarters-only tournaments and competitions. We will allow our Influencers and Streamers to use Quarters to host tournaments of their own choosing and prizes.

Simply using Quarters as Rewards for these types of activities unlocks direct gameplay value for Players. Quarters will eventually be more valuable than cash for highly engaged Players rewarding them for their interactions whether they are Highly Skilled or Highly Social.

Developer Tools

Developers can integrate Quarters into any game with our API. Popular platforms like Javascript, Node, iOS, Android, PlayFab and Unity currently have SDKs that developers can just “drop in” to have access to Quarters within their games. These SDKs have been well received by developers (called “really easy to use”) at our potential partners and at a recent Hackathon hosted by Red Queen, and we plan to build more for additional platforms like Unreal, based on partner interest.

Upon integrating, developers remain in full control of how they want to deploy Quarters. This includes complimenting their existing currency or replacing their existing currency. Replacing their currency is simple with the Quarters API.



Developers that want Quarters to exist alongside their native currency have many options available to them for design and integration.

- Republish games from their back catalog with full Quarters integration.
- Use Quarters as a second Premium Currency Payment Option for Players
- Use as a second Premium Currency for purchasing Unique Quarters-only content while preserving their existing monetization.
- Powering social/competitive features like Multiplayer and E-Sport Tournament Entrance Fees (and Prize Pools), Contest Entries and Bring-a-Friend Rewards.
- Offer Quarters-only Competitive multiplayer modes. These modes could issue reward Quarters as prizes which most developers can't or won't do with their own currencies.

This flexibility allows developers to integrate Quarters to fit their games, business model and player needs. The opportunity to hand off money to currency transactions to us, removing overhead and chargeback costs, will make Quarters the preferred currency for developers of any size.

Platforms with SDKs supported by Pocketful of Quarters





Our value proposition to developers is:

SIMPLE TO INTEGRATE NEW AND EXISTING GAMES



Just add a snippet in two places ([check diff on GitHub](#)). [Read the API documentations](#).

REACH PLAYERS WHO ALREADY HAVE BOUGHT QUARTERS



Players buy Quarters to have fun in their favorite games, and to discover new games. They have already opened up their wallet and purchased the Quarters. For free, you can access this network of players for your games.

CREATE NEW GAMES IN NEW PLACES WITH NEW MECHANICS



Facebook, Messenger, Snapchat, SMS, Twitter, Alexa - make games where players are! Create games where players can win Quarters, like Texas Hold 'em, or prizes for beating high scores of friends.

FULL TRANSPARENCY ON THE ETHEREUM BLOCKCHAIN



Who can you trust? With Quarters, audit every transaction yourself on the blockchain. Players and developers can verify Quarters transfers between players and games. Exchange Quarters with any game.

You can read our documentation and learn more about our developer tools:

<https://www.pocketfulofquarters.com/developers>



Product Launch Strategy

The alpha. In January 2018, we began testing the alpha version of Pocketful of Quarters. The alpha is a fully working version that we opened to limited set of users and partners to gather feedback. The alpha version included:

- hot wallets for players
- ability to buy Quarters with credit cards
- our API
- software tools for JavaScript and NodeJS
- technical documentation.

Based on the feedback, we have been able to discover the requirements of players, partners and regulators. Here is a partial list of key changes that we have made during the alpha period:

- Moved to a stable exchange rate of 400 Quarters per dollar to make it easier for players to understand
- Created one single price for Quarters across all platforms, to conform the policies of other distribution platforms (i.e. Apple & Google)
- Added packages, including subscriptions, to make it easier for players to budget and buy the Quarters that they want
- Created tutorial videos for developers to complement our written technical documentation
- Added support for other popular gaming like Unity developers and PlayFab
- Added restrictions for transferring Quarters from players to approved accounts, to support requirements by payment partners and regulators

The beta. In the fall of 2018, we will open up a waitlist and let a group of interested players and their friends test our first games. Gaming influencers will play the games and share content from their experience to get players excited about Quarters. We will fully launch to the public in December 2018.



To support this launch, we are signing distribution partnerships with influencers. We are reaching influencers through a partnership with Rise9 (www.rise9app.com). Rise9 influencers have over 700,000,000 followers in their community.

Many popular and influential gaming streamers have expressed interest in being advocates for Quarters. We will use the proceeds from this crowdfunding campaign to pay minimum guarantees to 8-12 hand-selected gaming influencers.

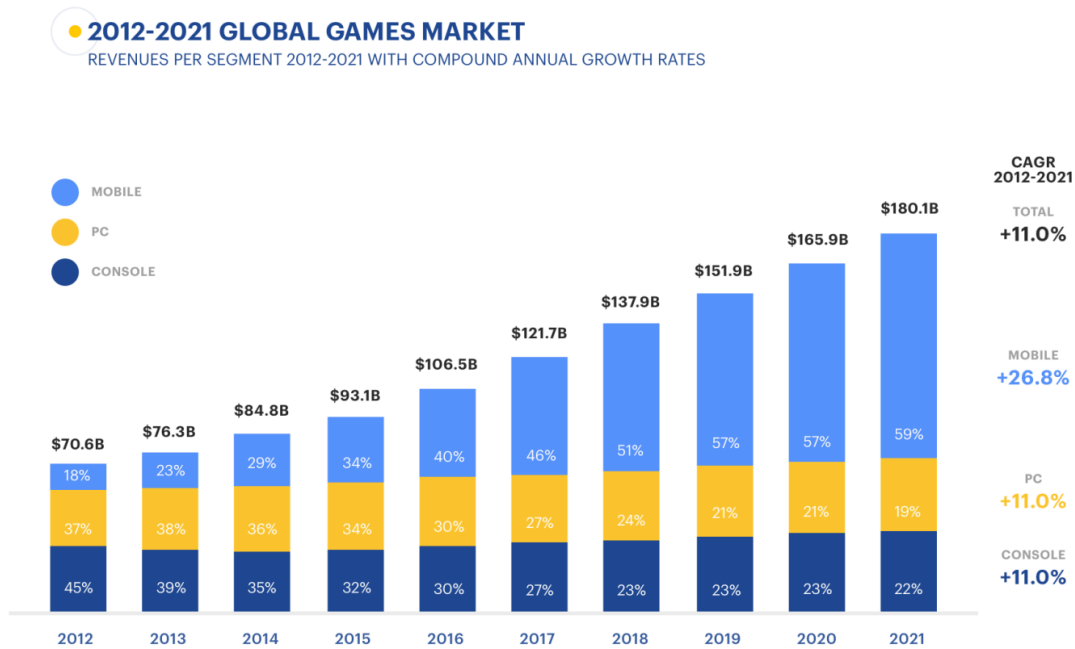
Following the launch, we have a multi-pronged strategy to attract games: tournaments with Quarters; publishing deals with top gaming studios; self-publishing games; and promoting use by independent developers. Our team members leading this effort include Tim Tello, a business development veteran who has signed deals with AAA studios like Bethesda, EA, Tilting Point and Perfect World, and Chris Cross, lead game designer of Medal of Honor and other gaming series that have grossed over \$6B in revenue. Chris and Tim select video games and adapt them to integrate Quarters effectively.

We have seen significant interest from studios to publish their games on Quarters. A portion of the money raised in our crowdfunding campaign will be used to sign up games. We will announce our lineup of games strategically to support the Quarters launch this Winter.



Market

Revenue from video games is about seven times (7x) that of movies and music combined. One in seven people play video games globally, which is about 1.2B people.



Source NewZoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

Video games are a \$140B market, growing rapidly (>10% per year)

Virtual currencies are used in games across genres and platforms. Players buy these currencies in bundles for set dollar amounts. These currencies are usually represented as Coins, Gold or Gems or another valuable abstraction (think casino chips) because they are bought in bundles. Players usually don't spend all of the virtual currency. It's like spending \$20 on a latte and not getting change back.

Competition

Quarters are an alternative to traditional primary, in-game currencies, like Clash of Clan gems and Fortnite vbucks. Players will love Quarters because, like arcade tokens, they can buy them with confidence that they can find many fun games to play. Developers will



increasingly choose to accept Quarters to tap into a large community of players who have already purchased Quarters that can be used in their games. We are not a payment mechanism, so we will enable players to buy Quarters like any in-game currency on Apple, Google, Xbox, PlayStation, Steam, and Switch.

Quarters differ from other known cross-platform currencies in three fundamental ways.

First, Quarters are designed to be a currency that is useful to players independent of the games they choose to play. Other cross-platform game currencies focus on developers buying the tokens to provide to players as a reward for taking various actions, such as referring a friend, watching an advertisement, or testing a game. Since other cross-platform tokens currently in the market typically have previous game developers as their founders, we believe that their focus reflects prioritizing developers over players. Quarters, on the other hand, have been developed to prioritize players rather than developers.

Second, in contrast to other gaming currencies, Quarters are unique in their design as a stable value coin for games. Quarters are designed to allow players to always be able to purchase one hundred Quarters for 25 cents. Since there is an unlimited supply of Quarters that can be purchased from the Quarters Smart Contract (QSC), by design, their price should not fluctuate. Other gaming coins currently in the market are hybrid utility and investment tokens, which by their design, fluctuate in value, depending on their demand. Having a stable value for gaming coins is critical for incentivizing player adoption and usage since a stable value coin, without price fluctuation, gives players the predictability that will facilitate the adoption and usage of a cross-game and cross-platform gaming currency.

Third, to catalyze the adoption of Quarters by players and developers, Quarters will initially be provided to players, and developers will be invited to compete amongst each other to receive Quarters from players. Other gaming currencies typically distribute their currency to developers, resulting in developers retaining control of how and when their new currencies reach players. Changing this power dynamic toward putting the initial token supply into players' hands creates a broader distribution channel and allows the players to start playing their favorite games immediately. In turn, this rapidly growing community of players who already purchased Quarters acts as a "honey pot" to attract developers.



These differences are summarized in the following table.

Gaming currency competitive landscape

SOLUTION	Desired by Players	Distributed directly to players	Has a stable value	Works across games & platforms
Quarters	✔ YES	✔ YES	✔ YES	✔ YES
Traditional in-game currencies	✔ YES	✘ NO	✘ NO	✘ NO
Enjin	○ MAYBE	✘ NO	✘ NO	✘ NO
Other Cryptocurrencies	✘ NO	✘ NO	✘ NO	○ MAYBE

The following are the competitors identified by Radicle in their “Cross-platform Gaming Currency Report.”⁷

Enjin Coin (ENJ)⁸

According to Enjin’s white paper, it is the largest gaming community creation platform online, with:

- 250,000 gaming communities across thousands of games;
- 18.7 million registered games;
- 60 million global views per month;
- a gaming-focused content management system and forum creator; and
- millions of dollars of revenue per month from the sales of virtual goods across the Enjin community stores.

⁷ Cross-Platform Gaming Currencies (March 2018 – Radicle), <https://rad.report/sectors/cross-platform-gaming-currencies>

⁸ https://enjincoin.io/enjincoin_whitepaper.pdf



Enjin's purpose is to sell virtual goods on the blockchain, create an easy to use gaming cryptocurrency, to create software development SDKs for the gaming industry, and to create a new gaming experience with real ownership and value.

Enjin has a floating price for its tokens, it rewards users for engaging with ads, and is launching with an existing network of games and players. In contrast, the Quarters ecosystem has a fixed price for its tokens, rewards developers for collecting Quarters from players, and is launching with an airdrop to players. Quarters will attract developers from the large majority who are not already in the network, and will attract players from everywhere.

Refereum (RFR)⁹

Refereum is a referral marketing platform for games. Influencers can monetize their followers by referring users to games. Players can make money by collecting and selling Refereum. As of February 2018, Refereum has raised nearly \$28 million in exchange for approximately 50% of all the Refereum tokens to ever be sold.¹⁰

Although Refereum is currently functional, we have no information regarding how many games have adopted it. It is integrated with APIs published by Twitch Interactive, Inc., which provides developer tools for online gaming software, to reward influencers who use Refereum. Refereum.com is a central hub where developers can buy Refereum and players can sell Refereum.

Refereum and Quarters are expected to compete for new players, new developers and influencers. A major difference between Refereum and Quarters is that Refereum is designed to be purchased by developers, whereas Quarters are designed to be purchased by players. Thus, we believe that Refereum prioritizes game publishers, whereas Quarters prioritizes players.

⁹ <https://refereum.com/RefereumWhitepaper.pdf>

¹⁰ <https://medium.com/refereum/the-refereum-token-sale-is-complete-4f974d7d1c6>.

**TriForce (FORCE)¹¹**

TriForce allows developers to reward players for testing certain games. TriForce is currently selling 75% of its tokens in an initial coin offering. TriForce may be attempting to create a token that will be granted to those who install certain applications, which is expressly prohibited by the policies of both Google's Play Store¹² and Apple's App Store.¹³

Quarters and TriForce have limited competition between each other, since TriForce appears to be designed to facilitate testing new games, whereas Quarters are designed to be used in games that have already been developed and are ready to reach large audiences of players.

CryCash (CRC)¹⁴

CryCash is a token that appears to be designed to help developers incentivize users to engage with games. CryCash has sold 60% of the total amount of its tokens pursuant to an initial coin offering that has raised \$4.2 million.¹⁵

CryCash is integrated with WarFace, an online first-person shooter game, and several other games within the CryCash network. Quarters and CryCash will likely compete to be integrated with new games and to attract new players. We believe that Quarters prioritizes players, whereas CryCash prioritizes developers.¹⁶

¹¹ <https://triforcetokens.io/resources/white-paper-v3.3.pdf>

¹² Google Play Store policies,

<https://play.google.com/about/storelisting-promotional/ratings-reviews-installs/>

¹³ Apple App Store Guidelines, <https://developer.apple.com/app-store/review/guidelines/>

¹⁴ <https://crycash.io/WP.pdf>

¹⁵ Cross-Platform Gaming Currencies (March 2018 – Radicle),

<https://rad.report/sectors/cross-platform-gaming-currencies>

¹⁶ CryCash sells its currency to developers, who give it away to players. These giveaways by developers will be used to manipulate players to do things like watching ads. In these ways, CryCash prioritizes developers over players.

**GTCoin¹⁷**

GTCoin appears to be a coin designed for developers to use to reward payers for testing certain games. Currently, 20% of GTCoin tokens have been sold for undisclosed amount in a pre-sale. According to GTCoin, it plans to conduct an initial coin offering in March of 2018. GTCoin may be attempting to create a token that will be granted to those who install certain applications, which is expressly prohibited by the policies of both Google's Play Store¹⁸ and Apple's App Store.¹⁹

Quarters and GTCoin will have limited competition among one another, since GTCoin appears to be designed for testing games, whereas Quarters are designed to be used in games that have already been developed and are ready to reach large audiences of players.

Monetizr²⁰

Monetizr appears to be designed to enable developers to reward players for taking certain actions. Since Monetizr's white paper does not appear to be in final form, as it is not currently available on its website, we cannot be certain of its goals and design. Based on the limited information currently available regarding Monetizr, our management believes that Quarters will offer a better solution than Monetizr by prioritizing players, rather than developers, as our management believes Monetizr may do.

Gaming Coins Generally

As noted by Radical, a crypto research firm, the most important factor in games – by far – is how fun the game is to play.²¹ Thus, we believe that an important factor investors should consider in assessing the potential viability of the Quarters ecosystem, is whether it is more fun to pay for games one wants to play, or whether it is more fun to be paid to take actions that a developers desires for players to take. Our team believes that players will find

¹⁷ https://gtcoin.co/documents/GTCoin_Whitepaper_v1.pdf

¹⁸ Google Play Store policies,

<https://play.google.com/about/storelisting-promotional/ratings-reviews-installs/>

¹⁹ Apple App Store Guidelines, <https://developer.apple.com/app-store/review/guidelines/>

²⁰ <https://www.monetizr.io/>

²¹ "We believe the gaming experience is what matters most to gamers." (p.12) Cross-Platform Gaming Currencies (March 2018 – Radicle).



the former to be more fun than the latter. Accordingly, the Quarters ecosystem is predicated on the expectation that there is a large network of players that will prefer to choose, what is in our team's opinion, to be the option that is more fun.

Founders, Investors & Team

Spear-headed by George B. Weiksner, we have an experienced team backing this vision. Our award-winning team has decades of experience in the gaming and technology industry.

George B. Weiksner



Co-Founder & CEO

“Why should coins get stuck in games I no longer want to play?” George founded Pocketful of Quarters to fix this problem for himself and his friends. George is also a seventh grader at Greenwich Country Day School. He is a regular speaker on cryptocurrencies and games, he has appeared in various publications, including Marketwatch, Business Insider, and The New York Post.

[LinkedIn](#) [YouTube](#) [Twitch](#) [Instagram](#)



G. Michael Weiksner, Ph.D.

Co-Founder & CTO

A tech investor (Rostrum Capital and Flatfooted, LLC) and a tech entrepreneur (EndlessTV and E-thePeople.org). Ph.D. in communications from Stanford University and an A.B. in computer science from Princeton University.

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Michelle Phan

Investor & Advisor

An early pioneer on YouTube with over 1 billion views. Founder of Ipsy, which is valued at \$1B and has over 3,000,000 paid subscribers for its beauty and wellness products.

[YouTube](#) - [Website](#) - [Wikipedia](#)



Chris Cross

Executive Game Producer

Chris is a gaming legend best known for designing the original Medal of Honor. Chris has designed and directed games that have been played by over 300M players and earned in excess of \$6 billion in revenue.

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Devo Harris

Advisor

Devo is a 3x grammy award winner, for his work with Kanye West and John Legend. He has also collaborated with Britney Spears, Nas, Aretha Franklin, Common, and Barack Obama. Devo is founder & CEO of Adventr.tv, named one of the 100 Most Innovative Companies in the world.

[LinkedIn](#) - [Wikipedia](#) - [Profile](#)



Ugur Koyluoglu



Investor, Economics & Strategy

Ugur is Vice Chair at Oliver Wyman. He has been steering the firm's high-impact corporate strategy, finance and risk management projects for financial institutions. Ugur invests in innovators who reframe a customer problem and solve it with an unconventional approach. Ugur holds a PhD from Princeton University.

[Full Biography at Oliver Wyman](#)

Core Quarters Team



Greg Lukosek

Lead developer, Unity SDK

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Tim Tello

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Lead engineer

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To purchase Quarters, go to: <https://pocketfulofquarters.com>

To learn more about the Q2 offering, please go to:

<https://republic.co/pocketful-of-quarters>