GAMESTA

Whitepaper v1.0

Contributors

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Gamesta - A.I. Powered Guild

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Vision

GAMESTA believes the value of any game is created by the network of players playing it.

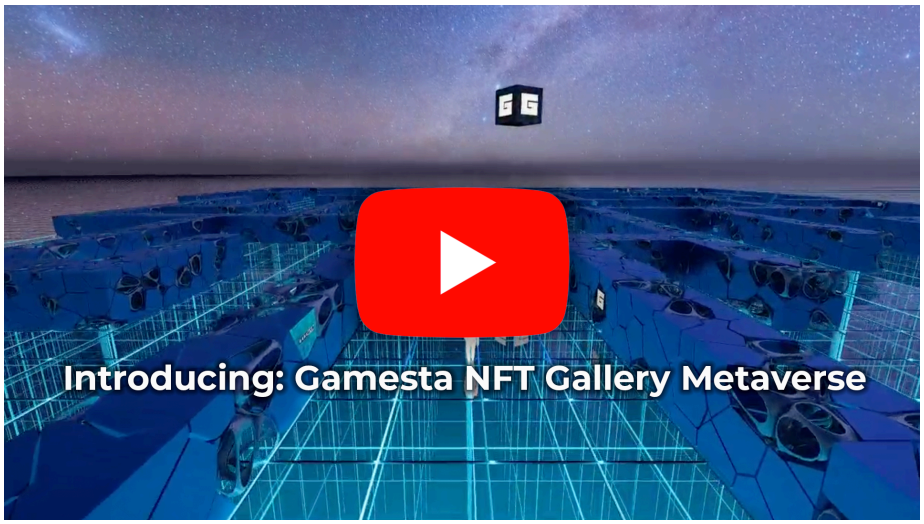
Each player, regardless of his wealth or means, represents the same value in a digital game, spending their time and contributing to an ever evolving metaverse. Now, through blockchain technology, game developers can finally reward the loyalty of those players who actively play their games.

These in-game NFT's are revolutionising the way a gamer can build intrinsic value, but with the competition so intense, players from emerging economies sometimes cannot afford the initial outlay to purchase those assets. Enter GAMESTA, the A.I. powered Guild, enabling token holders to connect to and empower thousands of under privileged players throughout The World.

GAMESTA uses proprietary AI and Machine Learning technology to improve decision making processes on both the asset acquisition and the asset deployment, ensuring maximum yield for investors. **Let's Unleash Play-2-Earn together.**

Background

GAMESTA 's guild operations are already working with hundreds of players. Based out of Bali, Indonesia, we have a test bed for the operations of a larger guild. We have over 200 ETH in asset management already and we are generating over $5,000 USD a day in profits through our beta setup.



https://www.youtube.com/watch?v=PfXcweiEjCg

Play 2 Earn

Play to Earn is flipping the gaming industry on its head. With the introduction of blockchain technology and the ability to create trustless networks, gaming developers are now able to reward and incentivise the players that make up the core value of the game.

01. **NFT's**
    In-game asset ownership through the use of NFT's provides additional value to the players when said asset is used within the game world by playing an active role in the game itself. As players increase the XP of an in-game asset by playing, its value increases, meaning players are incentivized to spend time in the game to boost their said assets whenever they wish.

02. **Token Dynamics**
    The play 2 earn model enables game developers to create value in unique tokens associated with the game. These tokens provide utility, and therefore new ways to engage with the game and trade in-game assets.

03. **Empowerment**
    Play 2 Earn is revolutionary as it debases the value of a player's time regardless of their means, wealth and location. All players are equal. That means players from under-privileged countries such as Indonesia, Vietnam, Philippines and Thailand can make relatively high full time in-game incomes from actively playing the games.

04. **Scholarships**
    Due to the play 2 earn models' effectiveness, the prices of the NFTs linked to the in-game assets required to play may be significantly high, meaning barriers of entry exist for those with no money to purchase such NFTs. Scholarships such as GAME S T A's enable the distribution of these in-game assets to players that can use them in game in exchange for a profit sharing model. This sharing is a consequence of the active gaming performance of the players.

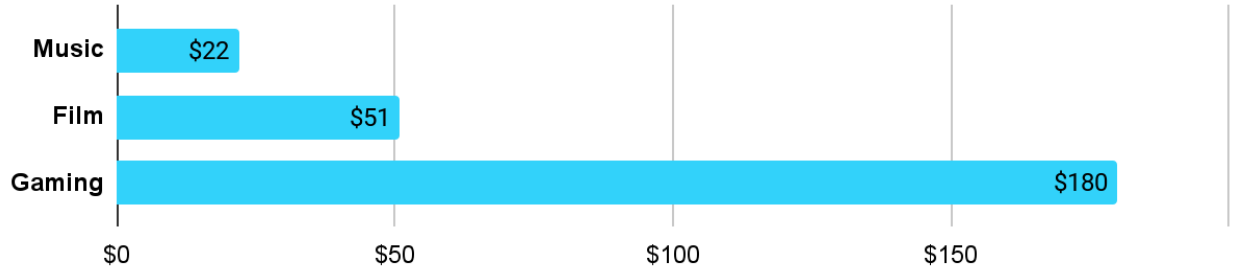
Play 2 Earn Games



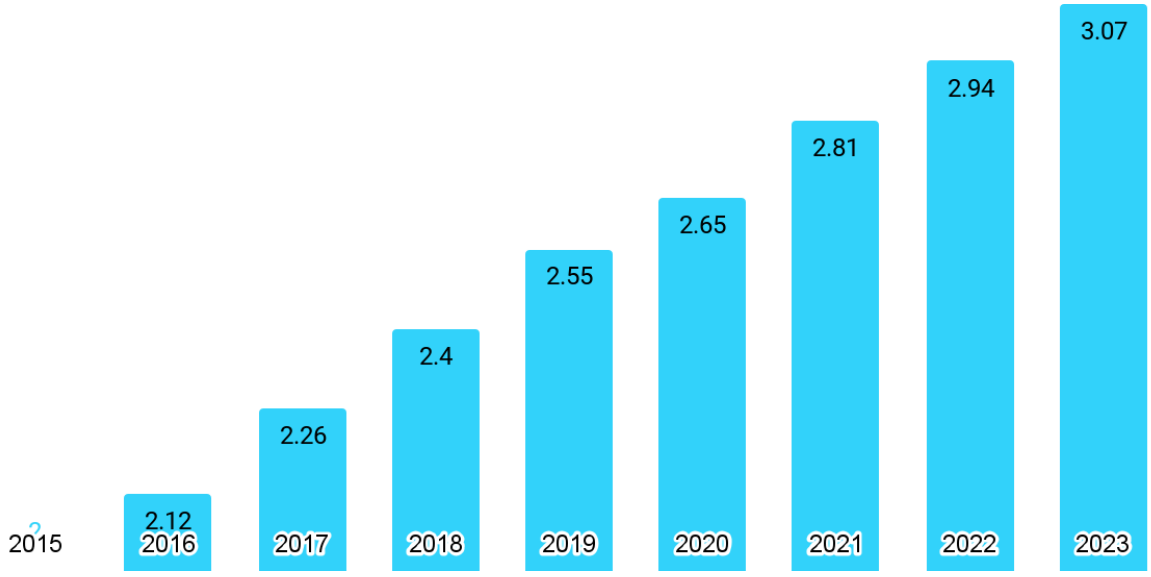
Market

The gaming industry has made more revenue than the music and film industries combined, every year for the last 8 years. The trend is glaringly apparent and the sector is growing fast.

Market Size ($B)



Global Video Gamers (Billions)



Play 2 Earn

Only 1% of gamers are currently playing “play 2 earn” based games. We envisage an exponential growth in this number as the underlying mechanics of the model grossly out perform anything from the traditional “pay 2 play” model.

Gamesta envisages a world where video games *without* a play 2 earn model, will cease to exist.

Business Model & Activities

The general business activities of the Guild will fall under the following categories.

- Acquisition of in-game assets (NFTs)
- Playing play-to-earn videogames to make profits
- Active Market Research for new games coming to market
- Building a global community of players, focused mainly on the underprivileged communities of Indonesia, Vietnam, Philippines, etc.
- Producing in-game revenue from activation of in-game NFTs and their utilities
- Staking services
- VC investments into exciting projects being added to our community

Value Proposition

GAME STA brings value through its experience in the industry. Specialists in crypto and more prudently GameFi, GAME STA's core team are looking forward to building one of the most successful guilds ever, one that gives high rewards to token holders but at the same time empowers players from all over the globe.

The guild effectively connects token holders and players together, enabling both parties to profit from the exploding play-to-earn market.

A.I. Powered Acquisitions

A.I. & Machine Learning is revolutionising processes in all aspects of business, in every industry. GAME STA is developing an A.I. & ML based algorithm to assist in in-game asset acquisition decisions. We estimate this will increase the efficiency of our treasury 2-3 fold, and significantly reduce the risks of human errors and sentiment based choices.

Machine Learning Player Promotion

To optimize our yields and reward the best players with the best in-game assets, we are developing an AI based Machine Learning algorithm to automatically promote and reward scholars in our program.

Gamestation Incubation

After an extremely successful partnership between DOPE**WARZ** & GAMESTATION decided to again incubate GAME STA with Gamestation. With their wealth of knowledge and large network of value add contributors, GAME STA is confident of another incredible partnership.

Established Operations

As mentioned in the Background, GAME STA is *already in operation*, with hundreds of players in its network, actively using our 200ETH in-game NFT assets.

Tiered 50/50 Profit Split

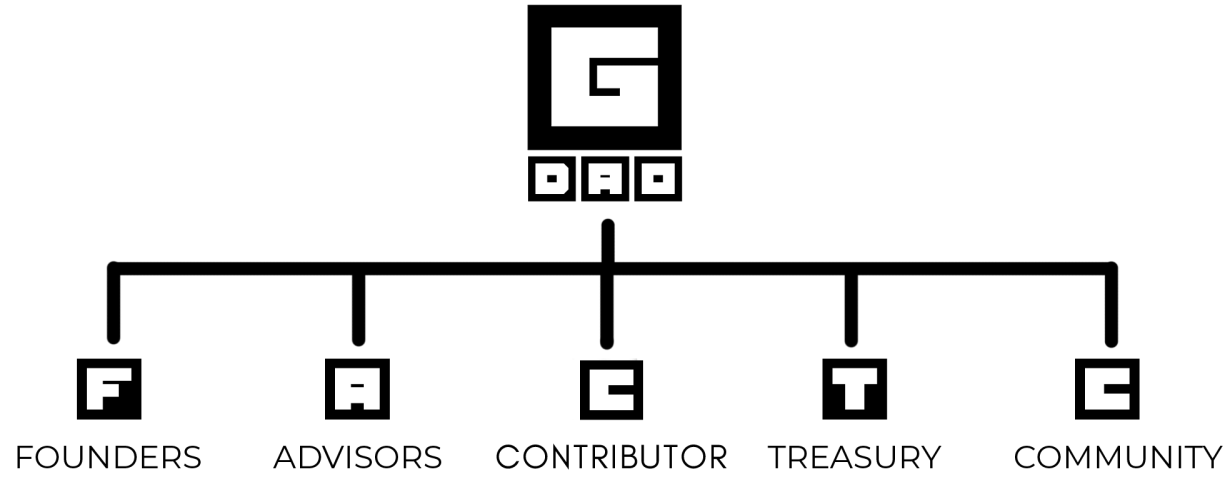
We want to attract the BEST players in the world into our ecosystem. We believe that the player's time is equal in value to the in-game assets being used, so therefore will be operating a tiered reward system for players due to their active gaming performance with up to 50/50 profit share from gaming profits.

GAMESTA Academy

Led by some of the best players in the world, our unique gaming academy will enable us to train players to maximise their potential and yield when using our in-game assets.

The DAO

We are currently closing the allocations in the seed round before starting our private rounds allocations, and are looking to raise $8,000,000 USD to assist in building a world class in-game asset base and efficient smart contract system. This will enable us to create a **DAO** which will make key decisions, operate the treasury, and direct the Guild in a *fair and equitable manner*.



Proposals and voting will include, but not be limited to:

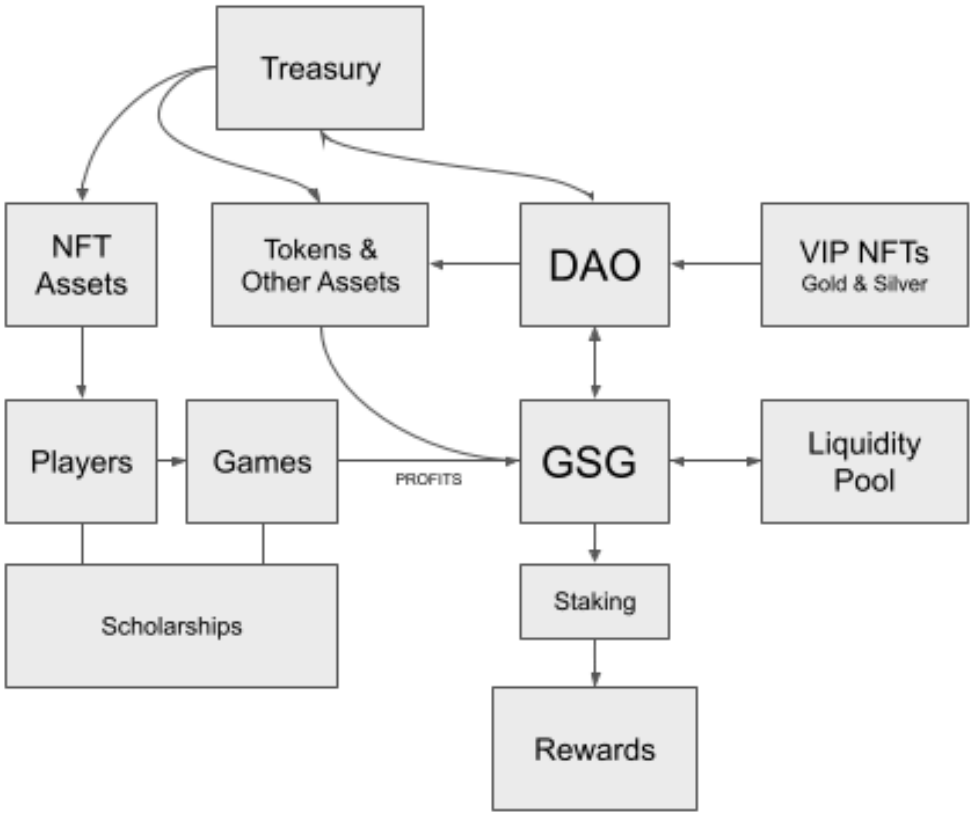
1. Technology
2. Which games the Guild may play
3. Distribution of rewards in tokens
4. Governance of certain aspects of the Guild

Whilst the community is maturing, and until the launch of The DAO, we will run financials in a centralised manner, reporting in-game asset acquisitions, gaming profits & yields via a weekly report that will be distributed on the blockchain.

Ecosystem & Treasury

The GAME STA ecosystem revolves around the Treasury, which is an open and transparent funds system, bankrolling all games thereon. All fees collected from players will be collected in this treasury , and it would also pay out players' winnings.

The $GSG token will be used to transact value within the GAME STA Ecosystem. After completion of the private & public sale, GAME STA will use capital to purchase in-game assets and begin development work on the infrastructure of the ecosystem. $GSG will enable players to earn by playing the game, and the treasury funed, via our unique smart contract system of buying back the $GSG token with rewards generated.



In-game profits from activities are automatically converted back into $GSG through our proprietary smart contract system, then distributed to token holders on a daily basis. A 20% fee from each conversion to $GSG is paid into treasury and spent according to the **DAO**'s governance strategy.

GSG Token

We are creating a total of 1,000,000,000 $GSG tokens which will act as the utility token within GAME STA's network. The token will enable token holders to take advantage of the opportunities provided by the play 2 earn ecosystem.

Our token will be based on Polygon (MATIC) to leverage the ETH network whilst keeping the gas & transaction fees to a minimum.

Utility

- Automate the revenue-sharing model through which the players who play the games are paid
- Staking for those who actively play
- Governance + decisions voted on in the **DAO** to help improve the Guild.
- Facilitates access to new play-to-earn games as result of the NFT acquisitions done by the Guild
- Community activation and incentives.

Derived Value

- Rewards gained from in-game assets acquired by Treasury
- Earnings produced from active play of virtual assets
- Earnings generated from farming
- Rewards generated from subscription fees
- Rewards generated from sponsorships
- Additional value to be added in future...

Liquidity Incentives

In order for the GAMESTA ecosystem to function properly, users would need to be incentivised to play the role of liquidity providers and stake their digital in-game assets into the Treasury market making pools. As compensation for opportunity costs as well as impermanent losses, these liquidity providers which help to promote adoption of the GAMESTA ecosystem by staking or including in-game assets to liquidity pools would be rewarded, provided that they actively play or perform other activities for the Guild, with $GSG tokens (i.e. "mining" on the GAMESTA ecosystem), according to each user's relative contribution after various adjustment and correction parameters.

VIP NFT's

Alongside token ownership and staking of $GSG, VIPs will be able to purchase limited edition NFTs which will entitle them to a range of benefits, including but not limited to:

- Increased voting weight in the **DAO**.
- Access to 'inside information' on upcoming sales and events procured by our team of researchers and network of partnerships
- Uplift in staking rewards
- Access to beta test games
- Access to GAMESTA VIP Real World Events
- Access to early stage private round allocations through our network of launchpads and IDO platforms
- Early access to our GAMESTA Metaverse Gallery

BLACK GAMEX CARD + Platinum Version

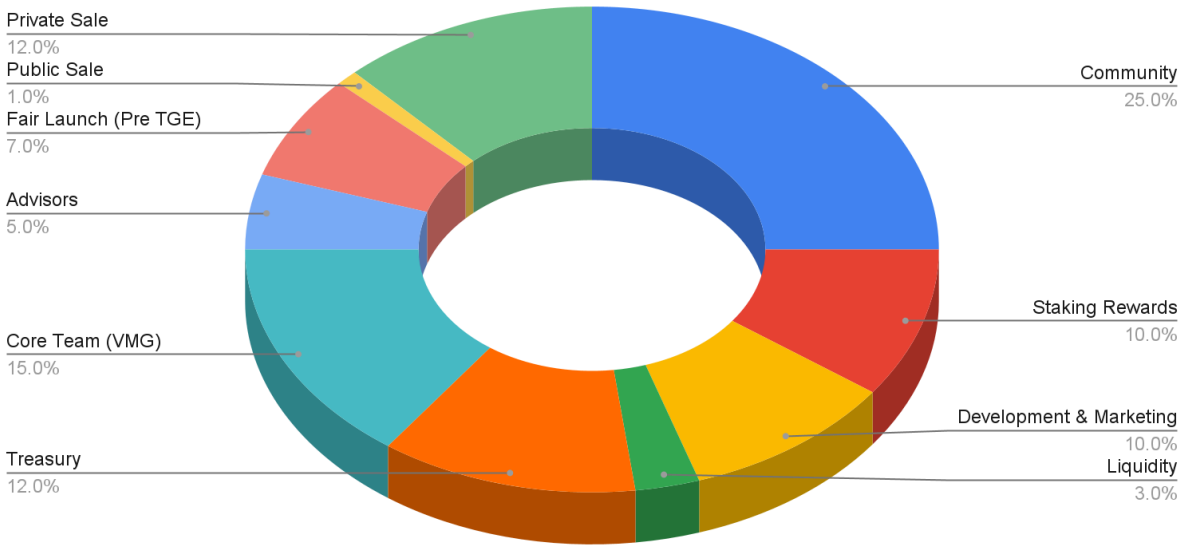


Tokenomics

There will be a max supply of 1,000,000,000 GSG tokens, with 14% of them being sold in a private & public sale to raise the initial capital to spend into in-game assets and build out the platform.

Token Distribution

Distribution	Amount	%	Notes
Community	250,000,000	25.0%	0% unlocked at TGE, then released over 48 months
Staking Rewards	100,000,000	10.0%	0% unlocked at TGE, then released over 48 months
Development & Marketing	100,000,000	10.0%	0% unlocked at TGE, then released over 24 months
Liquidity	30,000,000	3.0%	Will be used as per liquidity needed on DEX and CEX
Treasury	120,000,000	12.0%	0% locked at TGE, Will be used as per the need.
Core Team	150,000,000	15.0%	Locked for 12 months then 18 month vesting schedule
Advisors	50,000,000	5.0%	Locked for 6 months then 12 month vesting schedule
Fair Launch (Pre TGE)	70,000,000	7.0%	BLBP Fair Launch Contract on CopperLaunch.com starting @ $1
Public Sale	10,000,000	1.0%	15% TGE followed by 5 month vesting
Private Sale	120,000,000	12.0%	See specifics below
	1,000,000,000	**100.0%**	

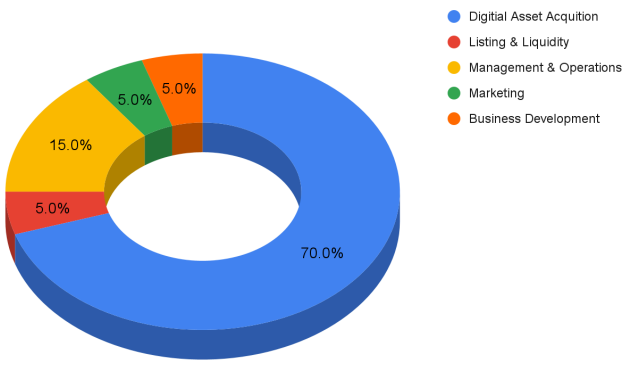


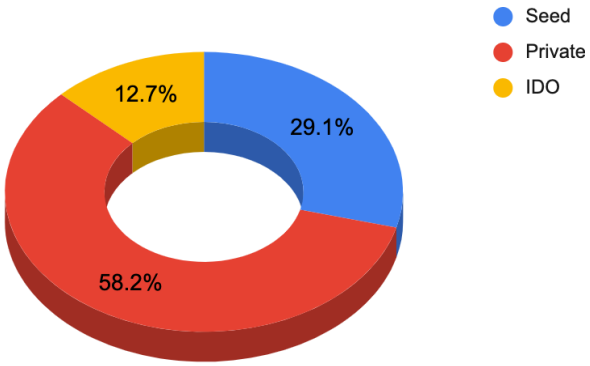
Token Sale

Token Sale	Amount	%	Price	Total	Notes
Seed	40,000,000	4.0%	$ 0.040	$ 1,600,000	5% TGE followed by 12 month vesting
Private	80,000,000	8.0%	$ 0.060	$ 4,800,000	7.5% TGE followed by 10 month vesting
IDO	10,000,000	**1.0%**	$ 0.080	$ 800,000	15% TGE followed by 5 month vesting
	130,000,000			**$ 7,200,000**	**$760k Market Cap before Fair Launch Auction**

Use of Funds

Use of Funds	Amount	%	Notes
Digital Asset Acquisition	$ 5,040,000	70.0%	Airdrops, influencers, traditional media
Listing & Liquidity	$ 360,000	5.0%	IDO liquidity then further liquidity on CEX
Management & Operations	$ 1,080,000	15.0%	Key Staff, Designers, Core Developers
Marketing	$ 360,000	5.0%	Brand promotion, token awareness, influencers
Business Development	$ 360,000	5.0%	Partnerships & Expansion
	$ 7,200,000	**100.0%**	





MARKET CAP AT LAUNCH $880,000 - FULLY DILUTED VALUE $80,000,000

Technical Roadmap

Phase 1

Whitepaper
- ∞ Core team formation
- ∞ Completion of whitepaper

Advisors & Partners
- ∞ Key Partnerships formed
- ∞ Strategic investments given allocation in seed round

Launchpad & IDO
- ∞ Private Sale Completed
- ∞ IDO on Launchpads 15th Dec
- ∞ Fair Launch Raise on CopperLaunch 16-20th Dec
- ∞ Token Generation Event immediately after
- ∞ Live on DEX & CEX

Operations Activated
- ∞ Beta Guild goes live
- ∞ Reporting begins

Discord Snapshot
- ∞ Idea from YGG launch
- ∞ Snapshot taken for rewarding early adopters later in community tokens

Phase 2

A.I. Development
- ∞ Data capture and input, data structure development
- ∞ Machine Learning begins, target 2 years to perfect and test

Smart Contracts
- ∞ Development of smart contracts to handle GSG ecosystem
- ∞ Launch of web3.0 interface for token holders

NFT Acquisition & Deployment
- ∞ In-game assets begin to be acquired

Research & Partnerships
- ∞ Added to CEX's
- ∞ Liquidity unlocked

Community Development
- ∞ Rapid expansion of scholarships, target 10,000+ scholars
- ∞ Community marketing & incentive programs

Phase 3

DAO Begins
- ∞ Decentralisation of tokens matures, DAO launched to govern the direction of GAMESTA.
- ∞ Voting systems and web3.0 upgrades to enable governance from token holders.

Staking
- ∞ Staking platforms
- ∞ Strategic investments given allocation in seed round

A.I. Implementation
- ∞ Machine Learning algorithms mature, activated in live scenarios

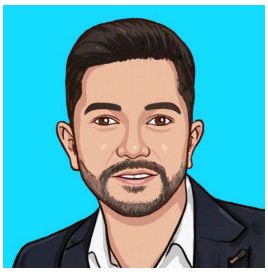
Lending
- ∞ Upgraded smart contracts to enable lending to and from the treasuries NFT asset base.
- ∞ Other guilds can lend to GAMESTA through the smart contracts and vice versa creating a 'sub-lease'.

GAMESTA Team



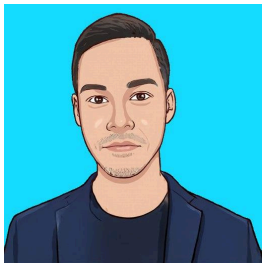
Spencer Tarring // CEO

Founder of GAMESTA & DopeWarz, Spencer comes with a wealth of experience in both startups & crypto, having exited 5+ businesses in a 20 year career of entrepreneurship. He also is an internationally renowned DJ and runs a successful youtube channel called Crypto Money Life. A regular guest on Bitboys ATB show, he is well connected within the crypto & influencer community.



Sanjay Jadhav // CTO

Sanjay is a serial techpreneur with 20+ years' expertise in building scalable disruptive products $MMM honing in on Blockchain, AI, AR & Big Data. He is passionate about solving real world problems with a customer-centric approach and excels in developing & leading high performance, collaborative and distributed multicultural teams. He is an avid M&A strategist and crypto trader/investor.



Jody Taylor // COO

Chief Operating Officer Jody Taylor brings a world of experience and intuitive skills to the GAMESTA group. Strength in strategic planning and a strong compulsion to create working solutions in all aspects of operations are well characterized by years of strategy consulting, change management and custom operational architectures. Though Jody is an avid investor in private companies, he is no stranger to the power of blockchain technologies and their influential potential over the entertainment sector.



James Rodd // CMO

James joins GAMESTA with two decades of marketing experience, beginning in international sports and music festivals. This was followed by a period across South East Asia and beyond with the pinnacle of luxury hospitality, Four Seasons, before establishing his lux-brand marketing agency which transitioned into technology and GAMESTA.

Aleksandar Loncar // Head of AI

Aleksandar is a machine learning engineer, a passionate mathematician and algorithm engineer with strong analytical and problem-solving skills. He started as a software engineer and, over the years, found himself in the data science field, especially in deep learning and AI.

Partners & Investors





































