moxy
Powering Play to Earn

WHITEPAPER

NEW HIGH SCORE!
MOXY/MOXIE - NOUN

moxy/mox·ie | mäk-s | Definition of Moxy(moxie)

1: ENERGY, PEP
woke up full of moxy

2: COURAGE, DETERMINATION
it takes ... moxy to pull up roots and go to a land where the culture and probably the language are totally foreign
— M. J. McClary

3: KNOW-HOW
was impressed with his musical moxy and hired him as a solo
OVERVIEW

Moxy is THE platform that will power the Proof of Play and Play to Earn revolution.

Moxy is the Blockchain’s answer to platforms like Steam, Origin, Epic Games, etc.

Play to Earn is the logical evolution of gameplay. Games that produce real world rewards to players are more compelling than games that are played for only the “love of the game.”

SIMPLY PUT: PLAY TO EARN IS THE FUTURE OF THE VIDEO GAME INDUSTRY. In 2021, Play to Earn is the single reason for the success of a number of titles. These games can be described as “blockchain first” and “experience second,” yet they are still widely successful.

Moxy is introducing a new paradigm: Proof of Play. Proof of Play complements Play to Earn and takes it to new heights. Proof of Play and Play to Earn differ in that Proof of Play rewards engagement and loyalty to the ecosystem, whereas Play to Earn rewards skill and success within a single game.

Moxy will bring the best of both worlds together with tangible rewards in a single ecosystem. Moxy will accomplish this without compromising the gaming experience and elevating earned rewards to a new level.

To power this revolution, Moxy Forge allows game developers, studios, and publishers to add Play to Earn and Proof of Play to their existing or future titles. Moxy’s team of industry titans is uniquely positioned to bring Proof of Play and Play to Earn to the entire industry by allowing full integration with both new and existing titles. From the largest publisher to the single product indie studio, Moxy is the engine that will power the Proof of Play and Play to Earn revolution. The Moxy platform puts games first as Moxy is by gamers, for gamers.

THE MOXY PLATFORM PUTS GAMES FIRST AS MOXY IS BY GAMERS, FOR GAMERS.
ABSTRACT

It is no secret that Play to Earn is the future of gaming. Providing meaningful rewards to players for skilled gameplay, engagement, and loyalty are crucial for the long-term viability and success of upcoming titles. Moxy will power the Play to Earn revolution by enabling a frictionless experience for gamers, developers, and publishers. Moxy accomplishes this via several key metrics: Moxy Forge, Moxy Vault, Play to Earn, and Proof of Play. Moxy Forge is a feature-rich and expansive middleware & DApp ecosystem. Forge allows developers to add Play to Earn and Blockchain elements to their new and existing titles using industry standard tools, APIs, and plugins. It also provides regulatory compliance to publishers so they can feel confident in implementing Play to Earn. Moxy Vault is a unique staking mechanism that rewards players, stabilizes the Moxy ecosystem, and reduces token volatility. Play to Earn rewards skilled play and accomplishment. Proof of Play is an ecosystem-wide reward mechanism that ensures players are rewarded for their engagement, loyalty, and love of the game.

WHY MOXY?

What Roadblocks are in the Way for Play to Earn to Go Mainstream?

• Traditional Game Developers and Publishers do not have blockchain divisions and therefore see Blockchain as high risk due to the lack of internal expertise.

• The use of Blockchain based Token economies in-game is seen as a Regulatory and Compliance risk.

• NFTs are seen as compelling as an in-game metric but they are not clear in implementation strategy or regulatory compliance.

• Blockchain is seen as a high barrier to entry for end consumers as the current games require a high degree of expertise and experience to play.

• Independent Game Tokens have a lack of liquidity and long-term value.

• Payments and liquidity are plagued with layers of friction.

• Lengthy, complex, and costly implementation for in-game Token Economy

• Open Source risks and long-term platform support.
How Does Moxy Forge Address these Hurdles?
Moxy Forge gives developers and publishers an industry standard API layer for implementation of:

- Ready baked In Game Token Economy templates by game genre.
- Ready to use developer tools for the most popular IDEs
- Audited and ready to use Play to Earn Mechanics
- Custom and audited Implementation Play to Earn implementations
- A full suite of tools to ensure Regulatory Compliance and Certification
- Generation of fully-developed and audited Tokenomics for each title/series
- Seamless NFT implementation, metaverse, and marketplace

How Does Moxy Club Address these Hurdles?
Moxy Club is a centralized platform for end users that removes barriers to entry:

- Automated wallet distribution
- Automated token allocation for Proof of Play and Play to Earn
- Point and click utility for Moxy native token and in-game tokens
- Frictionless application that facilitates various avenues of liquidity
- Easy to use for end consumers. With Moxy, Blockchain mechanics are transparent to the user.
- Built on Flow by Dapper Labs to ensure compliance, long-term support, and future-proof Blockchain applications
MOXY PLATFORM KEY POINTS

We postulate the following statements to be true and observable:

- **Play to Earn is the future of gaming**;
- Blockchain technology is a perfect compliment to gaming;
- Games always require funding;
- Games need to be innovative, fun, replayable, challenging, and engaging;
- Games should be easy to learn, but hard to master. Mastery is the challenge;
- **Future games will need to provide real rewards to players to remain relevant.**

Moxy provides solutions to these and other critical issues in the entertainment industry via:

- Moxy’s core team contains many of the most well regarded founders of the industry. They are industry titans, who have launched and produced THOUSANDS of successful titles, and who can vet, critique, assist, mentor, and promote projects launched on the Moxy Platform.

- Providing **Moxy Forge**: a rich API stack to integrate Proof of Play and Play to Earn methods into new and existing games.

- Moxy provides an In-game Currency Token specific to the needs of running a Video Game Economy.

- **Per Game/Per Project Unique tokens which are interchangeable with MOX Tokens. MOX Tokens are the only method to obtain in-game tokens.**

- A compelling and comprehensive NFT ecosystem. **MOX Tokens will be the centerpoint of this process.**

- Proof of Play is powered by a unique sub token called PLAY.
• Moxy Vault is a proprietary staking methodology that reduces volatility and builds community through long-term commitment.

• Moxy Vault is powered by a sub token called MV. Users can buy MV by burning MOX. 1 MOX can be converted to 1 MV.

• **Moxy provides an open platform for independent entertainment developers to have their products reviewed and funded by gamers, not executives. MOX Tokens are the gateway for this process.**

• Direct Funding for projects, with delineated benchmarks via progress payments.

• Direct Funding facilitated via **Treasury Replenishment**. This function will be **frictionless and transparent through automation**.

• Treasury sales are facilitated through the Moxy Treasury wallet which captures Treasury replenishment events for subsequent Treasury sales.

• Marketing, PR, and Customer Engagement assisted by Moxy partners.

• Moxy is built on Dapper Labs’ Flow Blockchain to ensure a secure, future-proof, low fee, and developer friendly ecosystem
  
  • Flow has its own FLOW token and FUSD (a stable coin backed by https://primetrust.com)
  • Flow is natively NFT-centric
  • Flow is very developer friendly and easily adopted
  • Flow is well supported
MOXY TOKENOMICS

Why does Moxy use a Linear Distribution Model?
Moxy’s Linear Distribution TGE (Token Generating Event) Model was designed to make it harder to aggregate/centralize token ownership. This preserves the ability for meaningful token market dynamics as Moxy Platform is designed to reward game deployment and player participation/skill and NOT a focus on token aggregation.

Moxy will use a DAILY RELEASE Linear Distribution model.

<table>
<thead>
<tr>
<th>ROUND</th>
<th>ALLOCATION</th>
<th>PRICE</th>
<th>%</th>
<th>RAISE</th>
<th>FDV</th>
<th>UNLOCK AT TGE</th>
<th>LINEAR TOKEN RELEASE</th>
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<tr>
<td>SEED 1</td>
<td>45,000,000</td>
<td>$0.0300</td>
<td>3.00%</td>
<td>1,350,000</td>
<td>45,000,000</td>
<td>0</td>
<td>linear 24 months (4.16% per month)</td>
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<tr>
<td>PRIVATE 1</td>
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<td>$0.0400</td>
<td>5.00%</td>
<td>3,000,000</td>
<td>60,000,000</td>
<td>0</td>
<td>linear 20 months (5% per month)</td>
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<td>$0.0500</td>
<td>8.00%</td>
<td>6,000,000</td>
<td>75,000,000</td>
<td>0</td>
<td>linear 16 months (6.25% per month)</td>
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<tr>
<td>PUBLIC PRESALE</td>
<td>18,000,000</td>
<td>$0.0550</td>
<td>1.20%</td>
<td>990,000</td>
<td>82,500,000</td>
<td>20%</td>
<td>linear 10 Months (8% per month)</td>
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<td>PUBLIC IDO</td>
<td>4,500,000</td>
<td>$0.0600</td>
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<td>270,000</td>
<td>90,000,000</td>
<td>100%</td>
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<tr>
<td>TOTAL SUPPLY</td>
<td>262,500,000</td>
<td></td>
<td>17.50%</td>
<td></td>
<td>$11,610,000</td>
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</table>

DAY 1 MARKET CAP

<table>
<thead>
<tr>
<th>INITIAL TOKEN SUPPLY</th>
<th>INITIAL MARKET CAP</th>
<th>INITIAL CIRCULATING SUPPLY</th>
<th>TOTAL DILUTED MARKET CAP</th>
</tr>
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<tbody>
<tr>
<td>1.5B</td>
<td>$3,861,000</td>
<td>64,350,000</td>
<td>90,000,000</td>
</tr>
</tbody>
</table>

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Powering Play to Earn
# Token Allocation

<table>
<thead>
<tr>
<th>Allocation Type</th>
<th>Token Allocation</th>
<th>% Allocation</th>
<th>Lock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Token Sale</td>
<td>262,500,000</td>
<td>17.50%</td>
<td>Unlocked as per token release schedule</td>
</tr>
<tr>
<td>Team</td>
<td>225,000,000</td>
<td>15.00%</td>
<td>1 year fully locked, then linear vesting over 24 months</td>
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<tr>
<td>Moxy Foundation</td>
<td>375,000,000</td>
<td>25%</td>
<td>15% TGE, 6 month lock, linear vesting for 24 months</td>
</tr>
<tr>
<td>Advisors</td>
<td>75,000,000</td>
<td>5%</td>
<td>6 months fully locked, then linear vesting over 24 months</td>
</tr>
<tr>
<td>Treasury</td>
<td>150,000,000</td>
<td>10%</td>
<td>3 months lock, 25% release then linear vesting for 24 months</td>
</tr>
<tr>
<td>Ecosystem</td>
<td>412,500,000</td>
<td>27.5%</td>
<td>6 months lock, then linear vesting for 24 months</td>
</tr>
</tbody>
</table>

| Total Supply      | 1,500,000,000    | 100%         |

### Initial Market Cap

- **$3,861,000**

### Initial Token Supply

- **1.5B**

### Initial Circulation Supply

- **64,350,000**

**Moxy Foundation**: Powering Play to Earn

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INFLATIONARY AND DEFLATIONARY MEASURES WITHIN THE MOXY ECONOMY

DEFLATION

BURN when converting MOX to MV

BURN on Treasury repurchase: 90% to Treasury, 10% BURN to PLAY token to further strengthen Proof of Play

BURN on transaction fees: 95% to Moxy and its affiliates/partners, and 5% BURN to PLAY token to further strengthen Proof of Play

BURN on voluntary MOX to PLAY donations by players.

BURN MOX when converting to in-game Moxy sub tokens

INFLATION

MINT MOX when creating Proof of Play (PoP) rewards from the Proof of Play MV Wallet:

Starting at 1% YEARLY of the balance of the PLAY token wallet balance MINTED as new MOX and distributed DAILY to Moxy Club Members based on each Member’s SCORE balance

MINT MOX as a linear distribution via Moxy Vault while users hold MV Token

MINT MOX when users convert MV back to MOX

MINT MOX when users convert in-game sub tokens back to MOX

USE OF PROCEEDS

Moxy will use the -$11.6mm raised from the Token Sales on the following items:

- $2mm for development of the Moxy Platform on the Flow Blockchain
- $5mm for Moxy Forge + APIs and DApps
- $1.5mm for Operations, Marketing, and Strategic Partnerships
- $3mm for Initial Funding of Flagship Projects
Moxy Club is the hub of everything in the Moxy ecosystem. Moxy eliminates friction for users and publishers. It allows users who have no knowledge of blockchain to be able to realize the value of MOX tokens in a simple interface. Moxy Club is the central place that allows users to:

- Buy MOX with credit card or BTC
- View their MOX wallet
- View their MV wallet
- Convert MV from MOX
- Convert MOX from MV
- Convert MOX to alt coins
- Direct access to supported exchanges
- View the global PLAY wallet balance
- See their in-game standings
- See their earned rewards history
- Buy/sell/trade NFTs
- Content creation/ NFT minting
- Manage their referrals
- Vote on gaming projects
- Participate in Beta Testing
- Participate in MasterClasses
- Assist new club members
- Present new game concepts for evaluation
- Present games for funding
- Participate in play to earn mechanics and implementation for new and existing titles.
- Interact with programmers, artists, musicians, etc regarding game development
- And much more

The Moxy Platform REQUIRES all token holders to purchase membership to be able to access liquidity. Moxy Club is free to join and does not require KYC approval to play games, access the ecosystem, etc. KYC approval is REQUIRED for any Club member that wants to withdraw from their MOX wallet to access liquidity externally.

Users join the Moxy Club via the Moxy Platform website or the mobile app. To move to “Verified Club Member” status, users will have to go through Moxy's KYC/AML process. This process will confirm their Moxy Profile which ensures all Club Members who access liquidity are adhering to proper regulatory compliance. (KYC/AML).
Moxy Club will give users a full view of all the projects that exist within the Moxy ecosystem and show users any achievements or rewards earned. This will be a simple view to all the titles that exist in Moxy at a glance and keep track of all earnings whether earned by: Proof of Play, Play to Earn, referrals, treasury token purchase, and all other earning based events.

Moxy club will allow users to view their MOX token balance, SCORE balance (as it applies to Proof of Play™), NFT warehouse, and all other assets within Moxy. Moxy Club gives users a simple and intuitive interface to the blockchain.

Moxy Club accounts are cross-platform User Accounts:
With Moxy, player accounts are handled on-chain by empowering game creators via Moxy Forge. Moxy Forge is a comprehensive set of API tools which take the guesswork and security challenges out of the equation for handling: player account creation, lifecycle, maintenance, and even the subsequent transfer or sale of accounts.

Moxy makes things that were previously “against terms of service” on most games because of security concerns, rock solid through the power of the Blockchain. Titles can be played on multiple platforms and be rewarded accordingly via Proof of Play and Play to Earn. Gamers can play their favorite titles on the platform of their choice and all activity will be logged on-chain for weighted reward distribution.

Moxy Club also is the primary mechanism for Moxy Project funding and Treasury Sales.

Moxy Funds Projects on a Quarterly basis. The schedule is as follows and repeats every quarter:

First month of the quarter:
• Project Submission - game titles submitted to Moxy Team of Veterans
• CLOSE Treasury sale for previous quarter
• Fund previous Quarters winners

Second month of the quarter:
• Finalists chosen by Moxy team of veterans
• Moxy Club members VOTE on finalists
• Announce winner(s)

Third month of the quarter:
• Announce Treasury sale to fund the projects
• OPEN Treasury Sale to fund the winning projects based on winning project funding requirements
TECHNOLOGY

The Moxy platform is built on the Flow Ecosystem. By working with Dapper Labs, Moxy is harnessing the immense power and future-proof ecosystem provided by Flow.

Because of the importance this single decision would have on future success, the Moxy Team spent a great deal of time researching the current state of the DeFi landscape. Flow was the only solution that met all of the requirements for Moxy. Flow’s rich stack, token mechanics, existing stablecoin, NFT ecosystem, smart contract framework, developer tools, and unbelievable customer support were just a few of the many reasons why Moxy is built on Flow.

Through the extensive research conducted by our team, we suppose the following statement to be true:

**Moxy is “By Gamers and for Gamers” and Flow is “By Developers and for Developers”**

Flow is extremely easy to develop on, interact with, troubleshoot, and maintain, all while not compromising on feature-set, control, and efficiency.

Flow is by far the most accessible blockchain to developers. This makes Flow ideal for gaming related projects. Gaming teams are always “dev-rich” in talent and experience but may not be “blockchain-rich.”

Flow bridges the gap between skill sets and allows for immediate success in integration, development, and overall project lifecycle.

To learn more about Dapper’s Flow Blockchain please visit: https://onflow.org

MOXY FOUNDATION

The Moxy Foundation is the central repository for Moxy. The Foundation will be primarily used to provide ecosystem support. These tokens will be used for various ecosystem-building activities such as business development, operations, marketing, incentives programs, onboarding developers and studios, the development of core tooling and infrastructure, and more.
**MOXY VAULT™**

Moxy Vault is a key Moxy innovation that works to protect the Moxy ecosystem by reducing volatility and token dumping, while rewarding small-scale participants and key stakeholders alike.

MV is a sub token held by Moxy Club members. Club members can gain MV at any time by burning MOX to MV in a 1:1 ratio. MV holders earn daily rewards PAID IN MOX TOKEN based on the number of MV tokens they hold and how long they hold them for.

The more MV you hold: the more MOX rewards you receive.
The longer you hold MV: the more MOX rewards you receive

Moxy Vault is powered by a unique subtoken called MV.
MV is 1:1 with MOX.
Burning 1 MOX = MINTING 1 MV
Burning 1 MV = MINTING 1 MOX

MV can only be bought by BURNING MOX and MINTING new MV.
MV can only be sold by BURNING MV and MINTING new MOX.

**CONVERTING MOX TO MV:**
This process is instantaneous and users receive 1 newly MINTED MV for each MOX BURNED.

**CONVERTING MV BACK TO MOX:**
The act of BURNING MV to MINT new MOX is not instantaneous.

• This process happens over a 1 year Linear Release daily to the Moxy Club Member’s MOX wallet.
• During this time, the user still receives Daily Linear Release rewards for their MV balance remaining.
• This exists to protect the Moxy ecosystem from volatility while still rewarding users for using Moxy Vault

**Benefits of Holding MV:**
Holders of MV receive a daily linear distribution of MOX for as long as they hold MV.
Holders of MV get more rewards the **more** MV they hold.
Holders of MV get more rewards the **longer** they hold MV
Moxy Vault Metrics

### DAILY LINEAR APPRECIATION OVER TIME

<table>
<thead>
<tr>
<th>DAILY APPRECIATION RATE</th>
<th>MAXIMUM APY GAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%/365 = PER DAY APPRECIATION GAIN</td>
<td>10 YEAR @ 10% APY</td>
</tr>
</tbody>
</table>

### MV HOLDINGS MODIFIERS

<table>
<thead>
<tr>
<th>HOLDINGS MODIFIER</th>
<th>MAXIMUM HOLDINGS MODIFIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>(5%/10MM)/365 PER DAY APPRECIATION GAIN</td>
<td>5% APY MAX AT 10,000,000+ MV</td>
</tr>
</tbody>
</table>

MV holders receive more APY the longer they hold MV to a maximum of 10 years @ 10% APY.

MV holders receive more APY the more MV they hold to a maximum of 5% extra APY when they hold 10mm or more MV.

A long term and large balance MV holder can reach a maximum 15% APY after 10 Years of holding a minimum 10mm MV.

ALL MOXY VAULT REWARDS ARE PAID IN MOX TOKEN, BUT CALCULATED BY EACH USER’S MV HOLDINGS.

### PLAY TO EARN

Moxy’s core value proposition is rooted in the fact that gaming is more engaging when real rewards are available to players. Players will be able to earn MOX tokens based on their skill and achievements in Moxy powered games.

Moxy will be intensely focused on providing a quality gaming experience, that is further enhanced by meaningful, real-world rewards. Each game will have its own unique earning metrics like: winning team matches in multiplayer games will yield MOX token winnings or exclusive NFTs.

Moxy Forge will enable developers and content/entertainment creators to add Play to
Earn and Proof of Play into their latest release or breathe new life and excitement into existing projects.

Using MOX, an entire ecosystem of value is easily accessible in a low friction, easy to implement, and secure blockchain environment.

Play to Earn is a new model in the gaming industry, but Moxy takes this one step further with a Moxy world-first: Proof of Play. Moxy will bring this revolution to all chains, platforms, and consoles.

**PROOF OF PLAY™**

Moxy Platform is bringing the concept of Proof of Play to both the Blockchain and Gaming worlds.

**Proof of Play™ will be accomplished primarily through each player’s dedication, effort, and achievement.**

**Proof of Play™ is an original and innovative concept brought to the market by the Moxy Platform.**

**Proof of Play™ is different from Play to Earn.** *Proof of Play™* rewards engagement, loyalty, and contribution to the Moxy ecosystem where Play to Earn rewards skilled play.

**Proof of Play™ is powered by a unique sub token called PLAY.** *PLAY mints new MOX daily to be distributed to Moxy Club members.*

Proof of Play™ is powered by a proprietary algorithm that aggregates a user’s engagement and interaction with the various parts of the Moxy Ecosystem. This is accomplished by an extensive Smart Contract on Flow.

**PLAY TOKEN:**

In order to effectively provide a mechanism for Proof of Play payments that is decoupled directly from MOX and MV, Moxy created the PLAY token.

The PLAY token will be a global balance viewable by all and a central piece of the Moxy Club experience. Proof of Play payments are calculated by calculating 1%/365 of the
PLAY balance and MINTING that value as new MOX daily to be distributed to Moxy Club members based on each member’s SCORE balance, and 24 hour change in SCORE.

PLAY cannot be bought
PLAY can not be sold
PLAY can not be traded.
MOX can be BURNED as a Donation to MINT new PLAY at a rate of 2:1 MOX to PLAY

Moxy Club members can choose to DONATE MOX to further power PLAY. Donated MOX will be BURNED to MINT new PLAY.

Each user will have a balance of “Personal Donation” to PLAY

Donations will remove MOX from the overall supply and will create additional ongoing Proof of Play rewards to the entire community. The larger the PLAY balance, the more significant the 1% of PLAY minting inflationary measure becomes.

Club members that donate MOX to create new PLAY will receive exclusive NFTs and will progress on a “Donation skill tree” for their account. This skill tree will unlock additional Proof of Play bonuses for the user and will be visible on the user’s profile as huge power ups earned by the user. Club members who are a part of the “Donation Skill Tree” get access to the 20% of the Daily Proof of Play Payment which is directly tied to Donation.

PLAY will start with 300mm PLAY tokens in the Proof of Play wallet.

This will yield approximately 8200 MOX per day or 3mm MOX per year which is an approximate 0.3% inflation of the Moxy ecosystem directly from Proof of Play rewards in year 1.

Treasury replenishments add to PLAY by 10% of MOX gained through Treasury replenishment and is BURNED to PLAY. (2:1 MOX to PLAY ratio)
Transaction Fees add to PLAY by 5% of MOX gained via Transaction Fees is BURNED to PLAY token to further strengthen Proof of Play (2:1 MOX to PLAY ratio)

**SCORE TOKEN:**

In order to effectively track, secure, and monetize Proof of Play™, Moxy has created an exclusive sub token called SCORE. Simply put, the more SCORE that a player holds, the more Proof of Play rewards that player earns.

**SCORE cannot be sold. It cannot be traded. It can only be EARNED. A User's SCORE is the basis for their Proof of Play payment.**
SCORE will primarily be an assessment of the user’s current SCORE wallet value. There are 3 factors considered in the SCORE wallet value that determines the Proof of Play daily payout:

1 - Total SCORE held
2 - Change of SCORE in the last 24 hours
3 - Donation skill tree progression

There are several ways users can earn SCORE:
• Referrals to ensure new Moxy Club members join the platform
• Logging play time by playing any game in the Moxy ecosystem
• Creating content + NFTs, etc
• Voting on projects
• Submitting games for funding
• Being an active contributor to ongoing projects
• Funding projects (purchases from a Treasury sale)
• Logging in with meaningful interaction
• Accumulated wealth within the game (in game currency)
• Achieving publicly viewable in game rewards
• Contribution to Moxy social media interactions
• Becoming Moxy Certified or Verified
• Completing Master Classes

Earned SCORE will be credited to each user’s SCORE wallet via Moxy Forge. Moxy Forge will include various DApp and API integrations with Moxy titles, 3rd party titles, Social Media platforms, and Moxy-enabled support/communication apps. Simply put: user engagement, contribution, and loyalty = SCORE.

SCORE will have a star rating, which is displayed on the character’s profile and Avatar Name. This metric allows for a global HIGH SCORE that is visible to all, is fair and equitable, and is based on skill + participation!

The way the algorithm works is an aggregate of the following metrics:

• Daily Payments to users via MOX token MINTING
  
  • Calculated as 1% yearly of the balance of the PLAY wallet address / 365 days

  • 25% of the payment is allocated to the user’s SCORE value versus the total SCORE in the ecosystem
• 55% of the payment is allocated via calculating the percentage distribution of a user’s “change in SCORE” over 24 hours compared to the aggregate total of “change in SCORE” of the ecosystem over the same period of time

• 20% of the payment is allocated to “Donation skill tree” rewards payments. These are the skills unlocked by users progressing down by Donating MOX to PLAY.

A User's Proof of Play Payment =

**High SCORE**

(1% X Proof of Play Wallet Address) / 365

X 0.25

X (User’s SCORE / Total ecosystem aggregate SCORE)

+ **24 hour change in SCORE**

(1% X Proof of Play Wallet Address) / 365

X 0.55

X (User’s Change in SCORE / Total ecosystem aggregate change in SCORE)

+ **Donation Level Progression**

(1% X Proof of Play Wallet Address) / 365

X 0.2

X (User’s DONATION LEVEL / Total ecosystem aggregate DONATION LEVEL)

In the most basic scenario, all players will participate in Proof of Play. For example, a player may earn SCORE and consequently participate in MOX Proof of Play allocation by simply logging play time on Moxy titles and holding MOX in their wallet.

**MOXY FORGE™**

Moxy Forge powers Moxy’s DApp Ecosystem and API Stack. This extensive set of proprietary DApps and APIs power all of Moxy’s core functions such as: Proof of Play, Play to Earn, Moxy Vault, Moxy’s NFT Metaverse, Moxy Club, etc

Moxy Forge is a feature-rich and standardized API stack, which will enable cross-chain and cross-platform development to facilitate the following to new and existing titles:

• Add Proof of Play and Play to Earn
• Add Moxy Club and User Accounts
• Add Cross-Chain rewards to blockchains outside of FLOW
• Add Cross-platform rewards and user interactions between platforms like Steam, iOS,
Android, Origin, Epic, Nintendo, XBox, Playstation, etc

- Add Moxy’s NFT Metaverse + creation + rewards
- Capture of transaction fees and monetization by the title/Publisher

CERTIFIED AND VERIFIED MOXY EXPERTS

Moxy Club members can participate in Master Classes and can complete online courses to receive Moxy Certification for: Moxy/Flow blockchain development, game development, visual arts, production, Moxy Forge proficiency, etc. This will allow Moxy Club members to add these certifications to their CV’s and LinkedIn profiles to prove their gaming and entertainment industry skills/expertise.

This is a method for developers, artists, etc to prove that they are proficient and are “Moxy Certified Professionals.”

IN-GAME CURRENCY

Moxy Platform allows for the creation and seamless exchange for in-game currency. Since Moxy is based on Flow, all the necessary technology is in place for DApps, Smart Contracts, NFTs, sub-tokens, etc.

The In-game currencies facilitated by the Moxy Platform are, by definition, purely utility tokens. They will be used only for utility purposes within the games that they are associated with. This will include such uses as:

- Buying items
- Buying components
- Trading
- Crafting NFTs
- Prizes for competitions, events, challenges, etc
- Enhancing the entire gaming experience
Other tokens on the platform could be used to represent a reflection of the player’s dedication to the game and their overall skill.

Players will be able to purchase these tokens in-game and via traditional methods such as Google Playstore, Apple Store, Playstation Store, Xbox Live, retail gift cards, and from the game website. This will operate as a user transparent swap for MOX and game tokens.

The transactional nature of this process will allow in-game economies to seamlessly exchange back and forth between MOX Tokens.

How it works:

A game publisher or developer accesses Moxy Forge API stack and chooses their game genre.

From there, they choose a predefined Play to Earn model(s) (engineered by game genre). OR
Create a custom Play to Earn model for their title utilizing the Moxy Forge tool set.

Moxy Forge has several pre-audited tokenomics models for in-game token economy. Custom token economies can be created and require audit by Moxy + a neutral third party auditor.

Play to earn is implemented into the game.

Token economy is launched in the Moxy ecosystem along with a public sale facilitated by Moxy Club.

Each in-game sub token maintains its own price and economy comparative to MOX and other sub tokens within the Moxy Ecosystem.

Sub tokens are swappable with each other and MOX creating reciprocal buy and sell pressure.

HOW ARE MOX TOKENS USED?

Since MOX by its very nature is a UTILITY token, how then are MOX tokens used by Moxy Club members?

In-game Currency:
Since Moxy is an extension of Flow, a very comprehensive ecosystem for Token creation
already exists, this gives game creators the ability to use existing in-game currency on-chain or create entirely new tokens on-chain to meet the unique requirements of their in-game economy.

Moxy Platform’s primary utility token is called “The Moxy Token” (MOX). MOX is the method by which users can participate and contribute via:

- Buying game titles
- Buying game content/NFTs
- Playing games in the Moxy ecosystem
- Creating content/NFTs
- Collecting Earnings from Proof of Play or Play to Earn
- Funding projects in the Moxy ecosystem
- Submitting gaming projects for funding consideration
- Contributing via Beta Testing
- Contributing feedback and engaging in the discussion via Moxy private forum
- Taking part in events or challenges
- Verified “Moxy Experts” will have direct access to the Game Review Committee
- Donating to PLAY wallet to advance skill tree and participate in further rewards

Moxy will provide Gateway + Liquidity Providers (DeFi, Fiat, Steam, Google, Apple) and integration with IPFS for media hosting, game installer hosting, movie files, music files, etc.

Example:

Using one of Moxy’s flagship games: Allies of Crypto (AoC) as an example, AoC will have an in-game currency called ALLY. ALLY will be a sub-token on MOX. Players will be able to buy ALLY in-game, or by exchanging MOX for ALLY. This will allow AoC to have a separate economy and value of ALLY which is not connected to the value of MOX. This is very important, as we will need a methodology for people to be able to buy set amounts of ALLY for an appropriate Fiat Currency amount. Let’s investigate the following use case: Johnny is an avid player of Allies of Crypto, and his birthday party is coming up next week. He has invited his classmates to attend a party, and his friends all know that Johnny would like nothing more than additional ALLY for his birthday. In the traditional crypto market, it would be impossible to have an “ALLY Gift Card” available, as the price would change moment to moment, and the parents of Johnny’s friends would be unable to easily purchase ALLY as a birthday gift. By untethering ALLY from MOX, the game can set an economy where end-users are offered the ability to purchase in-game currency from established gift card retailers where value is pegged to Flow’s FUSD Stablecoin.
Use Case: Allies of Crypto
In Game Currency Name: ALLY
Purpose: To be the in-game currency for Allies of Crypto
Tokens Minted: 100mm Game Tokens (ALLY tokens) at Genesis with no future minting

Gaming:

Gaming on the Moxy Platform is defined as primarily encompassing Video Games and interactive entertainment.

Moxy Token has an immediate and valuable utility for Gaming Projects listed on the platform.

Examples of Utility:

AT LAUNCH - DAY 1:

- Access to Moxy's private Discord server which allows you:
  - To communicate directly with the entire Game Development team (Nolan Bushnell, Larry Siegel, Stewart Bell, Tony Bickley, Bernie Stoler, Matt deFouw, Zai Ortiz, Kirk Furniss, etc)
- Project Submission Portal
  - Moxy club members can submit their gaming projects for funding consideration to the Moxy team.
- Moxy club member voting
  - Moxy club members can vote on new Play to Earn gaming projects
  - General voting protocol will be active, such as Play to Earn mechanics for various game genres in Moxy Forge.
- Moxy NFT Drop
  - Moxy will drop 10,000 exclusive NFTs to the first 10,000 Moxy club registrants.

AFTER 30-90 DAYS:
- Beta Testing the MainNet Moxy Platform
- Beta Testing the “Dig It To Win” game
- Vote on the next game to fund and start-up on Moxy
- Purchase MV Tokens to participate in Moxy Vault
- Donate MOX to PLAY Tokens to progress on the Donation Skill Tree
- Participate in Proof of Play token distribution
Master Classes + Workshops + Behind the Scenes + Coaching

MOX Token holders will have access to Exclusive Moxy Club Master Classes, Workshops, and exclusive Behind the Scenes access from industry titans like Nolan Bushnell, Larry Siegel, Stewart Bell, Zai Ortiz, and Bernie Stolar. Several other game and entertainment veterans will host Master Classes and exchange views and tips with Moxy members. A calendar of currently scheduled 2022 classes and a syllabus of course offerings and curriculum is available for review on the website.

These Master Classes and Workshops will explore all aspects of game development, game design, project management, art and visual design, business leadership, funding, and gameplay. AMA and Q&A sessions will also be available exclusively to Moxy Token holders.

The Behind the Scenes access will give Moxy Token holders a unique and exclusive insight into their favorite games, movies, television shows, pro gamers, and personalities.

Coaching will be provided by top tiered ranked players from each game. Gamers can submit to be coaches, and players can engage coaches to help them train. Moxy Token will be the only form of payment available.

MOX Tokens will be used to purchase attendance for Master Classes.

MOX Tokens will be used to purchase subscriptions which allow Moxy Club Members access to previously recorded content and the graveyard of abandoned games, which offers interesting insights into the world of failed game projects over the last 40 years. MOX Tokens will be used to book and attend live/online events/conferences. Different levels of engagement will have different costs in terms of required Moxy Tokens.

MOX Tokens will be used for direct access to Masters in order to provide suggestions and input for the topics of future Master Classes or events. As our member base expands, so will our MOX utility. We expect members to offer game enhancements and tools as third party vendors and many token holders will use these offerings and acquire them with our tokens.

MOX Tokens will be used to access the Moxy Forum platform and internal media portal.
DApp Based Project Management and Project Funding:

This token utility will provide a core metric for quality assurance and risk mitigation. Funded projects through the Moxy Platform will utilize a blockchain and smart contract-based project management system which will automatically pay milestone payments and track project progress via the platform.

This solution will exist as a DAPP on-chain on the Moxy Platform itself and will be utilized via Moxy Tokens.

This will be for the benefit of token holders to ensure that funded projects are completed on time, on budget, and to the highest possible quality. This will be a system which allows for Kanban or Scrum Agile methodology project management styles. This will be available within the first 6 months after launch of the Moxy Platform.

![Diagram of voting process](image)

FLAGSHIP PROJECTS

Moxy Platform will launch by funding a set of initial flagship projects. These projects will be a combination of video games and core software.

Flagship Projects (in no particular order):

- Dig It To Win (90% ready for production)
- Allies of Crypto (Mobile + PC + Console - 80% ready for production)
- Fish Tanks (PC + Consoles - already in Beta)
Dig It To Win
This is an advertising supported twice daily treasure hunt. An island is open for exploration for 5 minutes. By digging, treasure chests can be found and claimed. Some chests contain goods (sneakers, T-shirts, cases of soft drinks, etc) others have cash prizes, crypto tokens, Retail gift cards, NFTs for prizes and many more things of value.

Allies of Crypto
Allies of Crypto is an engaging multiplayer struggle where factions compete for the world’s last energy source. Utilizing innovative technologies and bridging the game world and the real world, Allies will change the face of gaming forever.

Fish Tanks
One day you’re glug-glugging around in a tank and the next you’re driving one! You’re armed for the greatest aquatic battle that isn’t fought in water... you’re a fish...in a tank! https://store.steampowered.com/app/1425200/Fish_Tanks/

Fish Tanks will feature Moxy’s cross platform Proof of Play and Play to Earn model bringing gaming on major consoles and pc to a new era.

TEAM STRUCTURE

Executive Team:
CEO: Matt deFouw
COO: Derek Rathbun
CKO: Nolan Bushnell
Chair + President - Americas: Larry Siegel
President - EU/UK: Stewart Bell
CPO: Tony Bickley
CVO: Nick Cote
Director Marketing + New Media: Nolan deFouw
NFT Director: Zai Ortiz

Dev Team:
Project Lead: Derek Wang
Design: Ifraz Khan
Nolan Bushnell
Founder of Atari, Inventor and Father of the Video Game Industry, Founder of Chuck E. Cheese, Developer, Designer, Producer and Visionary behind some of the most Recognizable Game Titles in History

When Nolan Bushnell founded Atari in 1972, he created an industry and with it - the first blockbuster video game: Pong. Ever the visionary and always on the cusp of the next big thing, Nolan’s design credo - Games should be easy to learn and hard to master - inspires a new generation of Developers. Nolan is a serial entrepreneur now focused almost solely on blockchain and game industry projects. As a businessman and electrical engineer, he also created and built the Chuck E. Cheese’s Pizza Time Theatre chain. Bushnell has been inducted into the Video Game Hall of Fame and the Consumer Electronics Association Hall of Fame, received the BAFTA Fellowship and the Nations Restaurant News “Innovator of the Year” award, and was named one of Newsweek’s “50 Men Who Changed America.” Bushnell has started more than twenty companies and is one of the founding fathers of the video game industry. He is on the board of Anti-Aging Games. In 2012 he founded an educational software company called Brainrush, which is using video game technology in educational software. Nolan lives with his wife in LA and his eyes still light up when talking about games.
Lawrence Siegel  
President of Atari, President of Seeburg + COO THQ, President of Black Pearl Software, COO Stern Pinball and President Sega Europe

Larry is an effective, hands-on, turn around/start up specialist. Larry is a capable, no-nonsense, bottom line oriented game industry professional. Larry began his game career as a salesman for Sega Europe. From there he went on to head Sega S.A.’s European operations and later became Williams Pinball’s V.P. Sales and Marketing. He joined Stern Pinball and was its COO. Larry was also the President of Seeburg Jukebox. Later, Siegel sold his coin-op game company Memetron (“Mat Mania,” “Shanghai Kid”) to Atari and became its President from 1988 until 1992. Larry later started Black Pearl Software bringing Japanese productions to North America (“Akira”). Siegel sold the company and it’s licensed properties to THQ, which he joined as COO and President of Software Development. Larry has directly Produced, or Executive Produced over 300 video games on countless platforms. Larry has been involved with numerous game startups, helping companies avoid common pitfalls, and accelerating growth, all while moderating costs. Larry’s love of games goes back 50 years and his breath of industry knowledge is encyclopedic. Larry and his wife live just outside of LA in Palm Springs where he works on game related projects, and plays games every day.

Stewart Bell  
Co-Founder of Microprose Games

Stewart has been involved with computer games most of his working life. He initially became involved with the game industry when Sid Meier and “Wild Bill” Stealey asked him to set up Microprose in Europe. Microprose started off in his back bedroom and grew to help develop and publish some of the best known titles in video game history, including Sid Meier’s Civilization series, Railroad Tycoon, Grand Prix, Silent Service, F15, Gunship and of course Elite Gold.

Stewart also worked with Chris Roberts on Times of Lore and with Richard Garriott on the Ultima Series. Stewart ran several development houses which did work for hire for countless American and Japanese publishers. He was an “executive publisher” who ran the development of multiple titles for Atari, Konami, Taito, Sega, THQ and many others. His game knowledge and expertise spans the entire spectrum of console, handheld and PC. Stewart resides with his wife and 3 children in the English countryside just west of London.
Bernard Stolar
President Sega, EVP Sony, President Mattel Interactive, COO Atari, Game Evangelist Google

Bernie Stolar has been a leader in the interactive and video game industry for over 40 years. As EVP of Sony with a small team, Stolar was responsible for the launch of the original PlayStation. Later as President of Sega of America, he headed the team in the introduction of Dreamcast, the most successful commercial console launch in gaming industry history. Stolar subsequently went to Mattel where he was President of Mattel Interactive and The Learning Company. Bernie has proven himself to be a master of strategic direction. In a role created by Google to tap Bernie’s unique talents, he became their “Games Evangelist,” responsible for all video game development and introduced “in-game advertising.” Google created this role for him after the acquisition of his Company, Adscape Media. Along the way Bernard followed Siegel and served as Atari’s president and held countless other game industry positions and awards. Bernie lives in LA, and was eager to get involved in this groundbreaking and unique blockchain game venture with old friends and associates.

Matt deFouw
Tech Visionary

Matt is a technology visionary with more than 20 years of proven leadership. Matt has been working in the technology sector since 2000 and has always been an enthusiastic evangelist of new technology. Matt is the co-founder of several successful ventures which were acquired by the likes of Yellow Pages Group, Auto Trader, and GlobalPayNet. Matt was the President and co-founder of a crypto mining firm that went public and experienced over 40x value increase over a 6 month period. Matt co-founded and is the past-chair of Kamloops Innovation Center. KIC is the region’s premiere and government funded technology incubator for the BC Interior. As the current CTO of 4th-IR and the Canadian Country Head for the Trestle Group, Matt leads a team of innovators to bring about change and build value for his clients and partners. As the current CIO of DealBase.ca Matt is bringing a new paradigm to the car buying experience for consumers, empowering Dealerships to engage their customers, and strengthening brand loyalty and customer engagement for OEMs. Matt lives in Kamloops, BC, Canada surrounded by lakes, mountains, and forests with his wife and 4 boys.
Derek Rathbun  
Execution Expert  

Derek is an entrepreneur with over 20 years of business experience. Derek has had several successful start ups ranging from textiles to software to crypto currency, many of which have resulted in substantial acquisitions. Derek has assembled and led teams of highly effective individuals in many facets of business who primarily implement his vision to a successful end. Derek was one of the first to translate the crypto opportunity boom onto the traditional stock market stage being instrumental in helping a public company acquire a crypto mining farm which resulted in an exponential stock value rise. Derek has operated in small start ups, worked at an executive level in large organizations, served as a director on the board of a public company and served as one of the founders of an Asian based crypto currency. Derek lives in Vancouver, BC with his family.

Kirk Furniss  
Award Winning SFX Designer and Music Industry Veteran  

Kirk is an Emmy-nominated, multiple award winning Sound EFX designer and Music Producer, operating out of Vancouver BC, Canada. He has been producing SFX for over 20 years on some of the most successful children’s shows of the time, including Reboot, Beast Machines, My Little Pony, Barbie, Hot Wheels, Carmen San Diego, Johnny Test, and many others. ‘Capt Kirk’ has worked on music with artists as diverse as Steven Segal, to the Irish Rovers, Buddy Miles, to John Riechsman, Carol Burnett to Craig Smart, Randy Bachman to David Usher. Mr. Furniss is also the chief product designer and director of FKN Inc, a Canadian beverage company. He presently works out of Dick and Rogers Sound in Vancouver, BC.

Tony Bickley  
Industry Veteran of 35+ years of Computer Games Experience  

Tony has been instrumental in a great number of well known classic gaming titles over the past 35+ years. Ranging from the Apple II and the Atari 400 to modern PlayStation and mobile platforms, Tony has numerous producer credits in the game industry. As European Head of Konami games development, Tony has had a wide range of successful product launches across a broad array of platforms. Tony’s list of delivered titles include everything from Pitfall, Ultima, Pirates!, and Elder Scrolls to Street Fighter 2, Baldur’s Gate, Silent Hill and Castlevania. Tony ensures that large-scale projects are delivered on time and on budget with the focus being put on the player. If it’s not FUN, it’s not a success. Tony’s credits are legion amongst gaming professionals and his contributions to Moxy projects will be invaluable. Tony and his wife reside in the countryside of Italy on the island of Sicily.
Samuel Reid  
Advisory Board Member

Sam is the CEO and co-founder of GEC and of XI Protocol, a mathematician, and advanced technology entrepreneur. Driven by a commitment to innovation, Samuel takes pride in disrupting stagnate paradigms and providing not only a progressive vision for a better future, but also the tangible technology to get there. He also founded and is CEO of wholly-owned subsidiaries GeometricLabs, Geometric Medical, Geometric Space, and Geometric Gaming. Sam serves as Senior Mathematician and Technologist of Kepler Aerospace, and on the Signature Technology Consultation Committee of the Canadian Space Agency.

Julian Jordan  
Advisory Board Member

Co-founder of VersoView and serial entrepreneur, Julian has been in the digital space for over 28 years, having founded Fish, one of the UKs first web and multimedia agencies in 1993. Julian went on to work with Viacom on the development of Blockbuster Video’s in-store, internet linked, touch-screen kiosks and their first pan-European web presence, as well as supporting Sky TV and NDS Group with their internet development.

Julian has operated offices across three continents over the past 30 years and is an entrepreneur with a track record of success. Founding and leading several organizations, he has built a career on being able to identify and capitalize on opportunities. Julian has a passion for real world blockchain applications, and he contributes significantly across levels of each business with blue sky thinking.

Nick Cote  
Blockchain Industry Veteran and Innovator

Nick has been entrenched in the crypto space since 2012, managing multiple development teams to produce and launch one of the first decentralized exchanges in 2014, before joining the 1Broker / 1Fox team to lead their community management and business development efforts for the CFD / derivatives platforms. Throughout this, he built a large social media following and network in the space, and has had several appearances on CNBC. Today, he primarily spends his time as a private consultant and investor within the crypto space, focusing on mining, digital infrastructure, and other trends within the digital asset space.
Todd Levering  
CEO and founder of Mind Blowing Enterprises  

Todd is a serial Entrepreneur with over 25 years of diversified business experience both owning and developing winning companies. In 2012 he shifted his focus from traditional business to the blockchain space and has been involved with connecting strategic partners and building world class teams. Todd enjoys networking and specializes in connecting key people to the perfect opportunity.

Dooma Wendschuh  
Co-Found and Co-CEO of sekretagent Productions, Inc.  

From 2001 to 2014, Dooma Wendschuh was co-founder and co-CEO of sekretagent Productions, Inc., a film and video game production company and advertising agency with offices in Los Angeles and Montreal. sekretagent is best known for its video game work, helping to create, develop and launch the wildly popular ASSASSIN’S CREED franchise, and providing development and story services on BATMAN: ARKHAM ORIGINS, three games in the PRINCE OF PERSIA franchise, and many more. Collectively, sekretagent’s games had grossed more than USD$6 billion worldwide by 2014. sekretagent’s advertising division created and produced award winning work for the Coca-Cola Company, General Motors, Polaroid, Diamond Resorts International, Mentos Mints, Microsoft co-founder Paul Allen, and many others. Under Mr. Wendschuh’s leadership, sekretagent also sold eight motion pictures and one television series to major studios and produced THE PLAGUE for Sony Screengems.

Mr. Wendschuh graduated magna cum-laude from the Woodrow Wilson School of Public and International Affairs at Princeton University, and received his Masters from the University of Southern California’s School of Cinema / Television Peter Stark Producing Program.

Since exiting from sekretagent Productions, Mr. Wendschuh has founded two technology driven start up companies. One of which sold for several hundred million dollars.

Mission  
Founder of https://sanctum.community/  

Defi Veteran, founder of The Selective trading group, and founder / project lead of Sanctum. Coming from a background in Economics & IT - Mission has advised on dozens of Defi projects, helping with marketing strategies, tokenomics, and project direction. Seeing the vast untapped potential on Gamefi, however, he has switched his attention to focus on this sector of crypto.
Powering Play to Earn

MOXY.IO