moxy

The Global eSports Gaming Platform

WHITE PAPER

MOXY IS eSPORTS FOR ALL!

eSport: on demand and organized competitive gameplay for prize pools.

eSports is one of the fastest growing entertainment industries in the world[1], with millions of video game players observing—but not engaging in—online eSports events, competitions, and tournaments. As the industry continues to grow, Moxy intends to capitalize on the massive demand for a blockchain-enabled software platform that allows all players, not just eSports professionals, to access a wide variety of their favorite games and play them in eSports competition mode for real rewards.

The video gaming industry has evolved to encompass three main platforms: consoles, personal computers, and mobile devices. Console gamers typically purchase and play their preferred titles through Xbox or PlayStation, while PC gamers access their favorite games through Steam or Epic. Similarly, mobile gamers know they can download games from the Play Store or Apple Store. But where do gamers go if they are looking to engage in an eSport version of their preferred game? Nowhere. An eSports platform does not currently exist.

To address this existing market need, Moxy believes it has created the only eSports gaming platform. Two main elements are required to accomplish this:

1. Game developers must be provided with an easy-to-use tech stack with no web3 elements that enables them to implement eSport game modes within their game; and
2. There must be a platform where the eSport enabled version of a game can be distributed to eSport ready gamers.

The Moxy Platform provides both of these elements and more. The Moxy Platform leverages blockchain technology to create a secure Global Gaming Token, MOXY, that enables real-time transactions and ensures that players and publishers are protected from fraud, hacking, and other malicious activities. With its growing player base, unique game integration methods, and almost unlimited competitive game modes providing real rewards in real games, the Moxy Platform is poised to launch this new category in gaming and truly be the only eSport games marketplace.

MOXY FOR GAMERS
The Moxy Platform is the only platform that can provide players with the eSport enabled version of their favorite games. Moxy Club members can browse the game store and access games as they normally would on other platforms. When players access the game from the Moxy game store, they get the base game that has been enhanced with the Moxy Platform, which enables additional eSport game modes. All eSport activity happens natively within the game operating on the Moxy Platform, giving the player a unique gaming experience integrated with a secure, blockchain-enabled platform. The Moxy Platform also provides players with a unified digital wallet that makes MOXY usable across all of the games they play, ensuring easy access to competitive gameplay regardless of geographic region or local currency.

MOXY FOR PUBLISHERS
For publishers, the Moxy Platform provides an eSports ready global audience of players and the tools to quickly tap into this growing market. The Moxy Platform has the unique functionality of providing an API integration stack that seamlessly connects with existing console, PC, and mobile games, allowing publishers to quickly and easily enable their games to feature eSports game modes.

The cost, overhead, and risk associated with launching an entire eSports ecosystem for a single game are simply too large for a single game to take on. The Moxy Platform is the global eSports

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1: https://www.entrepreneur.com/business-news/is-this-industry-the-future-of-entertainment-if-so/426706

platform and ensures regulatory compliance and fulfillment of legal requirements for both players and publishers. Players gain the benefit of a single KYC requirement, sign on, unified account, and seamless user experience across all their favorite games. Publishers get the confidence of knowing that the Moxy Platform stands behind them and with them via staying ahead of the curve in terms of regulatory and legal compliance to protect the integrity and life cycle of the overall Moxy Ecosystem. Simply put, the Moxy Platform empowers game developers and publishers by enabling them to implement eSport game modes and by delivering eSport ready players via the Moxy Club.

The Moxy Platform, as the global eSports platform, eliminates regional differences and streamlines on/off ramps to localized currencies. With Moxy, players interact using a singular wallet + token instead of having to navigate the complexity of the current web3 landscape. The Moxy Platform brings frictionless play where the focus is fun and engagement without a steep learning curve.

The Moxy Ecosystem

Creating a true eSport platform is more than just enabling a simple competitive game mode. There are many elements of the Moxy Ecosystem that seamlessly work together, such as:

eSport Ready Player Verification - Gamers must be "eSport ready" in order to engage in "Real Competition" for regulatory and compliance purposes. Moxy Club requires all users to go through a verification process; and

MOXY - The Global Gaming Token that represents the single point of value for all gamers and facilitates eSport competition;

Moxy Admin Portal - This manages Moxy Club members, stats, collectibles, submitted games for funding and publishing.

Moxy Club - Moxy Club delivers eSport ready gamers, the game marketplace, and game launcher, and centralizes all transactions from all games, allows gamers to buy and manage MOXY, and facilitates governance through voting;

Moxy Forge - This is the core API stack that enables game developers to implement eSport game play and otherwise interacts with participating games;

Moxy Foundry - Foundry is the developer toolkit. Developers need to upload games in Foundry, then games are assigned API keys to the Forge.

Moxy Governance Rewards - Moxy Club member participation in voting events is essential to the evolution of the Moxy Platform. Moxy Club members who are engaged and fulfilling their obligations will be rewarded with MOXY.

Moxy Platform - The MOXY token economy built on the Flow blockchain. The Moxy Platform is a fully custom built token economy with proprietary smart contracts, offline signatory protocol, all built in Cadence.

PLAY token - A secure token balance unable to be held by any individual. The PLAY token is converted into newly minted MOXY within the Moxy Ecosystem to accommodate token demand as the player base grows;

Proof of Play™ - Rewarding players for engagement in addition to eSport rewards;

SCORE token - Earned by players when they engage with the system. Used as a mechanism to account for and distribute daily rewards which can be converted into MOXY.

In Summary, the Moxy Ecosystem powers the next generation of eSports play.

MOXY

- The distributed ledger network on which MOXY transacts (i.e., the Flow Network) will be fully developed and operational at the time of the MOXY token generation event ("TGE").

- Holders of MOXY will be immediately able to use MOXY for its intended functionality by accessing the Moxy Platform on the Flow Network. Additionally, the Moxy Platform offers significant built-in incentives/rewards to encourage such use.

- MOXY's creation and structure is designed and implemented to meet the needs of all users on the Moxy Platform, rather than to feed speculation as to its value. In this instance, MOXY can only be used in the Moxy Platform on the Flow Network and MOXY is only able to be transferred (i) within the Moxy Platform, and (ii) elsewhere in amounts that correspond to a purchaser's holdings.

- Prospects for appreciation in the value of MOXY are limited. For example, the design of MOXY and the Moxy Platform incorporates anti-inflationary mechanisms, and, therefore, a reasonable purchaser will not be expected to hold MOXY for extended periods as an investment. Further, any economic benefits derived from appreciation in the value of MOXY are incidental to obtaining the right to use MOXY for its intended purpose on the Moxy Platform.

- Holders of MOXY will be able to immediately use MOXY to access a wide variety of content on the Moxy Platform.
    - o   Holders of MOXY will be able to use MOXY on the Moxy Platform in exchange for goods or services without first having to convert MOXY to another digital asset or fiat currency.

- An intent to consume MOXY (i.e., use MOXY to access particular goods or services on the Moxy Platform) is further supported by the fact that the goods or services exchanged for MOXY can only be accessed, or are more efficiently accessed, through the use of the Moxy Platform on the Flow blockchain.

- MOXY will be marketed in a manner that emphasizes the functionality of MOXY, and not the potential for the increase in market value of MOXY.

- All potential purchasers of MOXY have the ability to use the Moxy Platform and the Flow Network (or will have used the Moxy Platform and the Flow Network) for their intended functionality.

- Restrictions on the transferability of MOXY are inconsistent with MOXY's use and, therefore, not reasonably required in order to avoid a speculative market.

- If the Moxy Foundation facilitates the creation of a secondary market for MOXY, transfers of MOXY from the Moxy Foundation will only be made by and among users of the Moxy Platform.

The most significant and immediate utilities available to every Moxy Club member are the following:

1. **Global Gaming Token:** MOXY can be used to enter multiplayer gameplay, gaming competitions, access games, and test games regardless of the geographic location/country of the player and the currency used in that location. Accordingly, MOXY can be used as the Global Gaming Token for enabling access to game play and other utilities on the Moxy Platform irrespective of player locations and local currency fluctuations. MOXY enables players to convert their local currency into MOXY and, once the party holds MOXY, enables the party to use MOXY on the Moxy Platform to enter game play, test games, and participate in game play/eSport-style competitions. Every one of these events will require the participant to use MOXY – the amount of MOXY to be used is dependent upon the rules and requirements of that specific event, activity or item.

2. **Game Access and Rewards:** MOXY can be used to enter or "access" games. The MOXY required to access a game will fluctuate based on a number of factors, but the use remains the same – to access the eSport-style gameplay with an opportunity to win a portion of a rewards-pool, which will also be allocated in MOXY. MOXY can be used (i) to enter or "access," enabling the player to participate in the game-play, and (ii) as a reward if the player achieves a certain level of success in the game-play, eSport-style competition. The number of MOXY to be used to access the eSport-style competitions will be determined by the parties developing and hosting the competition. Similarly, the number of MOXY used as a reward and distributed from the rewards "pool" for that specific competition will be a function of the rules established by the parties designing, developing and hosting the eSport-style competition.

3. **Participation in Moxy Club Events:** Moxy Club members will hold MOXY and, with these holdings, Moxy Club members can use their MOXY to participate in various Moxy Platform–sponsored events, such as eSport-style gameplay, gaming competitions, and gaming proficiency. This enables Moxy Club members to use MOXY to secure, in essence, a "digital access token" to access, attend and participate in a particular event. The amount of MOXY a member will use to participate in these events will be determined at the time the event is scheduled and opened for registration.

4. **Proof of Play:** MOXY can be used to access a particular game and play that game. Further, based on the amount of time the member plays the game, the player will be rewarded in MOXY. MOXY is used to access a number of games, play those games and, for doing so, MOXY is also used as a reward, thereby rewarding players for their participation in the Moxy Platform. As a reward, MOXY is also used to enable and encourage further game play, participation in eSports-style game competitions and expand the Moxy Platform user base and Moxy Ecosystem.

5. **Moxy Club Membership:** MOXY will be used to secure membership to the Moxy Club. Securing membership is a one-time event. It will be required from all Moxy Club members.

6. **Moxy Collectibles:** MOXY will be used to enable Moxy Club members to access various digital collectibles. The value of these collectibles, and the amount of MOXY required to access any collectible, will be determined at the time the collectible is offered to Moxy Club members.

7. **Moxy Governance Rewards:** Any member who wants to be rewarded for their participation in Moxy Ecosystem governance matters will participate in the Moxy Governance Rewards program, whereby Moxy Club members in good standing and with a proven record of participation in any number of Moxy Club voting/governance matters will be able to secure additional MOXY for this activism. MOXY, in this instance, is used to reward active participation by Moxy Club members in

governance matters associated with the operation and development of the Moxy Platform and Moxy Ecosystem.

8. **Access to and Participation in Master Classes:** MOXY will be used as a "digital access token" thereby allowing the party providing the MOXY to access the master classes and workshops. The content of the master classes and workshops will be determined by Moxy Club members and/or the Moxy Association, which is responsible for assisting with the development and adoption of the Moxy Platform. The amount of MOXY required to attend a master class or workshop will be established at the time (1) the curriculum for that particular master class or workshop has been established, and (2) the master class or workshop is ready for broadcasting.

9. **Project Submissions:** Developers will need to acquire MOXY in order to ensure their gaming project will function properly within the Moxy Platform or, perhaps, developers will need to submit/use a certain amount of MOXY as the cost for having the game reviewed for funding consideration and adoption into the Moxy Platform.

10. **Voting:** After securing membership in the Moxy Club with MOXY, MOXY is used, in part, to secure the ability to vote on event mechanics, new gaming competitions and/or funding of a game. In this instance, the use of MOXY to secure Moxy Club membership also secures voting rights as a member. Voting rights have no relation to the amount of MOXY held.

11. **Access to and Participation in the Moxy Platform's Discord Channel:** Access to the Moxy Platform's Discord server which allows a MOXY holder to communicate directly with the entire Game Development team (Nolan Bushnell, Larry Siegel, Stewart Bell, Tony Bickley, and Matt deFouw). MOXY will be used as a "digital access token" to access the Moxy Platform's Discord channel and engage with the game development team. The amount of MOXY required to access the Moxy Platform's Discord will be a function of the event being addressed on Discord.

12. **Access to and Participation in Beta Testing:** Moxy Club members will use MOXY, in part, to secure the ability to participate in various beta events, contests, competitions, and tests featured on the Moxy Platform. In this instance, the use of MOXY to secure Moxy Club membership also secures beta testing access as a member. Beta testing access has no relation to the amount of MOXY held.

Moxy Enables eSports Play for Gamers and Game Developers, and Creates Real Rewards and Real Competition.

Moxy Forge is the middleware layer that will power the next generation of eSports games by adding Real Rewards and Real Competition to any gamer's or developer's favorite games.

The term "Real Rewards" is used because MOXY, the Global Gaming Token, is a single point of value for all gamers around the world. Regardless of the fiat currency a gamer may use in their home country, every gamer can purchase MOXY with their local currency via credit card (and USDC), thereby converting their local currency into a single point of value that then becomes common to all gamers on the Moxy Platform. This single point of value, represented by MOXY, is then deployed and used throughout the Moxy Ecosystem to, among other things, participate in eSport competition

and access games and masterclasses. Those who win eSport game competitions or acquire MOXY via a third party can convert MOXY back to their local currency primarily by use of a centralized exchange, thereby securing "real" deployable value in their respective economies.

The term "Real Competition" is predicated on "Real Rewards" as defined above. Gamers are able to engage in competitions, tournaments, and other skill-based events, such as seasonal gameplay, and, by virtue of the measurable deployment of their skills, knowledge, and know-how, secure "Real Rewards" in skills-based eSports and other competitive video games. The actual and consequential participation in the Moxy Ecosystem by Moxy Club members for "Real Rewards" constitutes "Real Competition."

The term "Real Games" is used to refer to mainstream video games that a player can access on common platforms such as console, PC and mobile. The Moxy Platform, via Moxy Forge, is meant to enable players to secure "Real Rewards" by the wide category of Web2 games—not simply Web3, blockchain or casino style games. Thus, the term "Real Games" is used to refer to video games, past, present, and future, that one commonly thinks of when considering "video games."

Providing Real Rewards and enabling Real Competition among players at every level is the logical evolution of the eSports industry. Moxy believes games that produce real-world rewards to players are more compelling and more engaging than games that are played for only the "love of the game." eSports enabled games create an entirely new category of revenue with an untapped audience for publishers and a new mode of competition and engagement for players. For each game played, 90.1% of the eSports competition reward pool established for that specific competition goes directly to the winning player(s), 6% to the publisher, and 3.9% to the Moxy Foundation. Moxy believes that, given the current, most popular game modes on today's AAA titles, eSports enablement with Real Rewards and Real Competition powered by Moxy are perfectly positioned to take the market by storm.

SIMPLY PUT: REAL REWARDS AND REAL COMPETITION ARE THE FUTURE OF THE VIDEO GAME INDUSTRY, AND THE INDUSTRY NEEDS THE MOXY PLATFORM

It is Moxy's mission to make eSport enabled games the preferred choice for the majority of gamers. An eSport enabled game gives the players more choices in how they want to play the game. The player can choose to play as they normally would or the player can choose to engage in an eSport game mode that requires a certain number of MOXY to access the eSport game. The MOXY used to access the game by participating players creates a rewards pool that, upon completion of the competition, is allocated among the winner(s), the game developers, and Moxy. This increases the intensity of gameplay, and the repeat playability and stream appeal for viewers to watch this style of competition.

An additional benefit to eSport enhanced games is "Proof of Play." If a player accesses an eSport game enabled by the Moxy Platform, the Moxy Platform links their Moxy account within the game, and the amount of time they play the game is logged by the Moxy Platform. This is beneficial because Moxy will reward gamers based on their engagement with any eSport enabled game. The Moxy Club gives out a set amount of daily rewards to Moxy Club members in the form of MOXY. The primary mechanism for this distribution to Moxy Club members is based on the amount of gameplay a user logs within a 24 hour period. MOXY can be earned in other ways as well (Proof of Play™ and Effort). For a more complete explanation, please see the section of the whitepaper that explains Proof of Play™ and SCORE.

 Proof of Play™ rewards loyalty to and engagement and participation in the Moxy Ecosystem, whereas eSport game modes provide Real Competition with Real Rewards based on skill and

success within a single game.

The Moxy Platform brings the best of both worlds together with tangible rewards in a single centralized ecosystem. This is accomplished without compromising the gaming experience—thereby elevating earned rewards and global gaming competition to a new level.

To power this evolution of gaming, the Moxy Platform provides an easy-to-use tech stack for game developers to utilize in order to implement eSport game modes and Proof of Play within new and existing titles. The tech stack is the Moxy Forge. The Moxy Forge is a comprehensive API stack that will accommodate almost any style of competition and rewards format. Whether it's player vs. player, player vs environment, individual or team play, single round gameplay, or tournaments, the Moxy Forge will empower game developers to implement what suits their game. From the largest publisher to the single-product indie studio, the Moxy Forge is the engine that will power the eSports evolution.

Moxy Enables eSports Play for Gamers and Game Developers, and Creates Real Rewards and Real Competition.

WHY MOXY?

What Roadblocks are in the Way for eSports Competition to Go Mainstream?

- Fiat currency cannot be used to facilitate rewards-based competition in games on a global scale or in a secure, programmatic-based fashion based on gameplay.

- Traditional game developers and publishers do not have blockchain divisions and therefore see blockchain as high risk due to the lack of internal expertise and smart contract knowledge.

  The use of blockchain-based token economies in-game is seen as a regulatory and compliance risk.
- Blockchain is seen as a high barrier to entry for end consumers as current games require a high degree of expertise and experience to play.

- Single-Game tokenized ecosystems have a lack of utility, liquidity, and long-term value.

- Payments and liquidity within single-game tokenized ecosystems are plagued with layers of friction.

- Present technology involves lengthy, complex, and costly implementation for in-game token economies.

- Current technology is fraught with ongoing regulatory risks and long-term platform support requirements.

MOXY CLUB

The Moxy Club is the hub of everything in the Moxy Ecosystem. The Moxy Platform eliminates

friction for users and publishers. It allows users who have no knowledge of blockchain to be able to realize the value of MOXY in a simple interface. The Moxy Club is the central place that allows users to:

- Ensure that Moxy Club members have passed KYC/AML checks
- Buy MOXY with credit card or USDC
- Access/own Moxy games using MOXY or credit card
- Download, launch and play games
- Own, control, and manage their MOXY wallet
- Send MOXY to other club members
- View their MOXY Rewards Wallet
- View all SCORE earning from activity within the Moxy Platform and Moxy games
- Authorize MOXY for use in eSport competition in all Moxy games
- View the global PLAY wallet balance
- View all eSport competition game results, both in the Moxy interface and on-chain
- See their earned rewards history
- Manage their referrals
- Vote on gaming projects
- Vote on platform evolution
- Vote on governance matters
- Present new game concepts for evaluation
- Present games for funding
- Participate in eSports mechanics and implementation modes for new and existing titles.

Securing Moxy Club membership and MOXY within the Moxy Club ecosystem is a three-step process. First, an individual is directed to club.moxy.io and asked to register an account by entering first name, last name, date of birth, gender, country, phone number, email address, desired username for Moxy Club, and a password. Once completed, the prospective member will be sent an email verification, which will enable the applicant to click the "sign in" button on club.moxy.io. At this point, the prospective member will enter their Moxy Club account details and the password they've created, thereby enabling the prospective member to engage the Moxy Club user dashboard, which also activates a separate window that will ask the applicant to verify their identity through a third-party Know-Your-Customer ("KYC") provider—currently BlockPass. This starts the process of creating a BlockPass account.

Second, the creation of a BlockPass account requires the applicant to input the same email address the applicant used to join Moxy Club. Thereafter, the applicant will receive an email from BlockPass with a link to complete standard KYC details—legal first and last name, country of residence, citizenship, age, registered address—followed by an ID verification check, which requires either a driver's license, passport, or national ID card. Additionally, the applicant will be asked to provide a proof of address that shows their legal first and last name as well as their registered address. This document must be valid within the last 2-3 months for it to be approved. The applicant can choose to use a bank statement, credit card statement, insurance bill, water + gas bill, or mortgage bill for their proof of address check. The applicant will also be asked to submit a "selfie" photograph that matches the face of their ID. Once all of these details are submitted, BlockPass determines whether or not to approve or reject the applicant—or ask the applicant to resubmit.

Third, once an applicant is approved, their KYC verification status will change from pending to verified inside their Moxy Club account. Until the application is approved, the applicant's Moxy Club account remains inactive. Upon approval, the applicant will be able to create a Blocto wallet,

which will hold the applicant's MOXY. Blocto is the primary third-party wallet provider on the FLOW blockchain protocol. In order to create a Blocto wallet, a Blocto window will be generated inside of the applicant's Moxy Club account. The Blocto window will require wallet verification and setup code information, which will be forwarded by Blocto to the email address that the applicant used when registering with the Moxy Club. The applicant will access their email, retrieve this code, and enter it inside the Blocto wallet window. Once the Blocto wallet is created, the applicant will be able to purchase MOXY from various sources by going to their wallet dashboard and clicking the "purchase MOXY" button. The acquisition of MOXY is effected using a credit card or USDC. Once payment is confirmed, the Moxy Club member will receive MOXY in their Blocto wallet and the Moxy Club member is now able to use MOXY within the Moxy Ecosystem to engage in the various utilities available to the Moxy Club member.

The Moxy Platform requires all MOXY holders, prior to becoming members of the Moxy Club, to complete KYC documentation in order to purchase MOXY and access any function of the Moxy Platform. KYC-verified members are considered eSport ready players and can then engage in eSport game modes in Moxy-enhanced games. Membership is secured from the first MOXY the member's wallet receives. The user can secure membership in two ways: acquiring MOXY from the Moxy Foundation treasury, in which case a set number of MOXY would be pulled from the wallet automatically, or a Moxy Club member may participate in Moxy Platform activities, and/or log game time on Moxy Platform games to earn SCORE, which results in daily rewards in MOXY. In this case, the rewards earned from activity will be used to secure membership, even if it requires several days of earning rewards and making partial allocations.

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 Moxy Club members who participate in eSport competition are adhering to proper regulatory compliance. Verified Moxy Club members will be able to view, access, and play all games that exist in the Moxy Ecosystem and keep track of all rewards whether earned by eSports Competitions, Proof of Play™,, treasury MOXY purchases, and/or all other earning-based events.

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

Moxy Club Accounts are Cross-Platform User Accounts:
Moxy Club player accounts are handled on-chain, empowering game creators via Moxy Forge. Game developers can enable Moxy Club account linking in their game on any platform the game is published on. A player can link their Moxy Club account in the game, which would then enable eSport game modes. The game does not directly handle transactions but simply makes API calls to the Moxy Platform. The Moxy Platform then distributes rewards to players based on the game results provided. Players access the games to participate in that have eSport competition functionality and receive rewards for winning skills-based eSport competition in the Moxy Platform—not in the game itself. This allows games to enable Moxy eSport game modes—theoretically, on any platform their game is published—as the Moxy Platform is the single technology required to facilitate all eSport activity.

Titles can be played on multiple platforms (Moxy, Epic, Steam) and players can be rewarded accordingly via eSports competitions and Proof of Play™. ESport ready gamers (verified Moxy Club members) can play their favorite titles on the platform of their choice and all activity will be logged on-chain in the Moxy Platform for weighted reward distribution.

• The Moxy Club is a centralized platform for end users that removes barriers to entry and delivers eSport ready players to participating games.

- KYC requirements for all Club members ensures regulatory compliance.

- Automated wallet distribution only after KYC requirements are met

- Easy access options for MOXY to verified Club members

- Single eSport authorized gaming balance usable in all Moxy-enhanced games for eSport competition

- Point-and-click utility for the Moxy Global Gaming Token (MOXY) within games and Moxy Club

- Frictionless application that facilitates various avenues of liquidity

- Easy use for gamers. With the Moxy Platform, blockchain mechanics are transparent to the user with centralized "on-chain" eSport competition results in one central place for all games, viewable by Moxy Club members on demand. This creates ultimate transparency and trust.

- The Moxy Platform is built on Flow by Dapper Labs, as chain dynamics enable key functionality not possible on other chains. Such dynamics include (but are not limited to) speed of transactions, cost of chain fees, private node network, key management, dynamic on-demand smart contract creation, programmatic smart contract application to privately managed wallets, future-proof blockchain applications, and long-term support.

- The Moxy Platform will continue to build frictionless use and seamlessly integrate MOXY into the overall TradFi environment.

MOXY FORGE™

The Moxy Forge powers Moxy's API Stack and SDK. The API stack is utilized by game developers to make various calls to the Moxy Platform. These calls include Proof of Play™ (tracking game time logged by the player), eSport game modes' start details (number players, rules, event rewards, etc.) and validated eSport event results, which are used to allocate rewards to winners. Moxy's SDK is used internally to translate all Moxy Platform activities, including Proof of Play™ activity, eSport competitive game results, blockchain reward allocation and historical data tracking.

Moxy's API stack is a sandbox-style application that allows game developers to implement eSport competition in whatever way suits their game best. Typically, eSport game play will break down into these main categories or gameplay options:

- Player vs environment: This is when a player is not playing another player but the game itself. This is typically used for leaderboard play. Players will compete to log a high score over a period of time and the high score will receive the rewards pool.

- Player vs player.

- Game type: individual play or team play.

- Game participation: 1 vs 1, 1 vs many, many vs many (team play).

- Number of games: 1 game, bracketed, tournament, season, etc.

- Rewards mechanism: 1 winner, multiple winners, tiered winners (e.g., First place receives 50%, Second place gets 30%, Third place gets 20%), or a top percentage of performers (e.g., the top 10% of players win all rewards).

How Does Moxy Forge Address Existing Hurdles?
The Moxy Forge gives developers and publishers an industry standard API layer for implementation:

• Ready-baked gaming parameters designed for plug-and-play implementation of eSports Competition in various game modes, enabling creativity for all genres of games.

• Sandbox-style implementation to adapt to various dynamics, myriad game types, and gameplay scenarios.

• No blockchain development required for gaming studios.

• No existing or dedicated game token needed for individual games.

• No compliance or regulatory concerns for studios and publishers.

MOXY PLATFORM KEY POINTS

We postulate the following statements to be true and observable:

• MOXY, a Global Gaming Token, is a foundational requirement for a global eSports experience.

• eSports competitive gameplay is the future of gaming and the fourth category of gaming that is about to emerge. The three existing categories are: console, PC, and mobile.

• Blockchain technology is the only viable solution to facilitate secure eSport gameplay to a global audience.

• Future games will need to provide eSports game modes where players can compete for prize pools to remain relevant.

The Moxy Platform provides solutions to these and other critical issues in the video game industry:

• Moxy.io's core team contains many of the most well regarded founders of the gaming industry. These individuals, and companies with which they were associated, launched and produced thousands of successful titles. These individuals will vet, critique, assist, mentor, and promote projects launched on the Moxy Platform.

• The Moxy Platform provides access to (i) MOXY, the Global Gaming Token, designed to facilitate eSport competition in video games, and (ii) a robust gaming ecosystem that delivers eSport-ready gamers to publishers and game developers.

• The Moxy Forge powers eSports events inside of participating games via an API and SDK. The Moxy Forge middleware layer operates exclusively with MOXY. This eliminates the need for individual game tokens and multiple token economies.

• The Moxy API enables games to implement eSport events natively within the game menus and modes without having to facilitate transactions in the game or sell tokens.

• Proof of Play™ is powered by a unique sub-token called SCORE. SCORE is a non-fungible token.

• Moxy provides an open platform for independent game developers to have their products reviewed and funded by gamers, not executives. The Moxy Club and MOXY are the gateway for this process.

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

• 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 has a Flow-based USDC offering. (https://www.circle.com/en/usdc-multichain/flow)

• Flow is developer-friendly and easily adopted.

• Flow has been thoroughly tested for gaming-related activities.

Platform Engagement Rewards System Summary - Proof of Play™, PLAY, SCORE.

To deploy the "Proof of Play" rewards system, three elements need to work cohesively within the Moxy Ecosystem. Those three elements are: the PLAY token, SCORE token, and Proof of Play™ activities.

The first element to this is the PLAY token. There must be a mechanism that produces a set amount of daily rewards that is then distributed to Moxy Club members for their engagement. PLAY token is that mechanism. It is a global balance that all Moxy Club members can view and produces a variable distribution to eligible Moxy Club members, which distribution will be paid daily. The distribution will increase as Moxy Club members increase and increased demand needs to be met. PLAY tokens cannot be held by any individual, and cannot be bought or sold. Holders of PLAY tokens realize MOXY, which must be distributed to Moxy Club members as the PLAY token wallet cannot hold the MOXY it generates.

SCORE tokens can only be earned by Moxy Club members. SCORE tokens cannot be traded, bought or sold. SCORE is earned by logging game time, participating in eSport events (winning or losing does not affect SCORE points, only participation), voting, purchasing games and more. Each of these actions earns various amounts of SCORE. The more SCORE a player has, the more daily rewards they are entitled to. This ensures that engaged Club members are rewarded the most.

Proof of Play™. This is the overarching function of the daily rewards mechanism. Daily rewards are calculated based on PLAY token balance. Distributions to participating members are determined by SCORE token balance which then enables the Moxy Platform to programmatically establish who has played the most and thus should be rewarded for their activities.

PROOF OF PLAY™

Proof of Play™ is an original and innovative concept brought to the market by the Moxy Platform. Proof of Play™ is a mechanism by which a player will be rewarded for playing their favorite games. Game time is tracked along with eSport competition for each Moxy Club member. In turn, the player earns SCORE points, which yield rewards in MOXY on a daily basis.

Proof of Play™ is powered by a unique sub-token called SCORE. SCORE is issued to Moxy Club members for various activities on the Moxy Platform including logging game time, playing eSport competitive game modes, voting and much more.

SCORE tokens equate to MOXY rewards distributed daily. Two factors will impact a player's SCORE balance; SCORE earned in the last 24 hours and total SCORE balance. The daily rewards are given to players based on these two categories. 70% of the consideration is based on SCORE earned in the last 24 hours and 30% based on the total SCORE held. This allows newcomers to have equal opportunity in earning new SCORE while also recognizing active Moxy Club members for their past participation.

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 a proprietary, extensive Smart Contract on Flow.

PLAY TOKEN

In order to effectively provide a mechanism for Proof of Play™ allocations that are decoupled directly from MOXY and MGR, 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™ allocations are directly derived from the PLAY token balance which is labeled "Proof of Play Global Balance" in the Moxy Club and has an initial balance of 350,000,000. Rewards are calculated from this balance at an initial rate of 1% annually and paid daily.

For example, 1% of 350,000,000 is 3,500,000 / 365 = 9,589.04 daily rewards available in MOXY.

The Proof of Play™ balance grows in 2 ways: from blockchain fees created by usage of the Moxy Platform and from treasury deposits. Every time a deposit is made into the treasury wallet, 10% of the deposit is redirected to Proof of Play™ and added to the PLAY token balance on a 2:1 basis. For example, if 100 MOXY is deposited into treasury, 10 MOXY are redirected to the PLAY balance, 5 new PLAY are created and 10 MOXY are utilized.

Proof of Play™ Global Balance is designed to create new MOXY for circulation and be in direct correlation with the addition of new Moxy Club members and Moxy Platform usage. As a simple example, there will need to be more MOXY in circulation to meet the demand of 10 million Moxy Club members than is needed to meet the demand of 1 million Moxy Club members. PLAY tokens are used to increase circulation to meet that demand and the balance grows with Moxy Platform usage, which increases with new members. It also answers the question of who should receive these new tokens or inflationary actions. The answer is simple—the users who are engaged with the Moxy Platform. Moxy Club members are distributed Proof of Play™ rewards on a daily basis based on how much SCORE they have, from the last 24 hours and in total.

PLAY cannot be bought.
PLAY cannot be sold.
PLAY cannot be traded.
PLAY cannot be held by an individual.

Daily Proof of Play™ rewards will yield approximately 9,589 MOXY per day or 3.5 million MOXY per year, which serves to limit any inflationary impact in the Moxy Ecosystem to 0.3% directly from Proof of Play™ rewards in year one (based on an opening balance of 350 million MOXY).
Treasury replenishments of MOXY add to PLAY: 10% of MOXY gained through treasury replenishments add to PLAY and are converted to PLAY. (2:1 MOXY to PLAY ratio).

Transaction costs add to PLAY: 5% of MOXY gained via Transaction costs are converted to PLAY tokens to further strengthen Proof of Play™ (2:1 MOXY 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™ allocation.

SCORE is a Moxy Platform tabulating mechanism, which will serve primarily to tabulate, on a smart-contract basis, the user's current SCORE wallet value. There are two factors considered in the SCORE wallet value that determine the user's Proof of Play™ daily distribution:
1 - Total SCORE held
2 - Change of SCORE in the last 24 hours

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
• Participating in voting events
• Submitting games for funding (must be a Moxy Club member that is registered as a developer)
• Funding projects (purchases from a Treasury sale)
• Participating in competitive eSport events
• Completing Master Classes
• Accessing Moxy Platform games

Earned SCORE will be credited to each user's SCORE wallet along with a detailed breakdown of how their SCORE was earned and from what activity.

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

• Daily Allocations to users via MOXY minting;
• Calculated initially as 1% of the balance of PLAY in wallet addresses / 365 days; and
• Weighted allocation considers 70% to SCORE earned in the last 24 hours and 30% to total SCORE held.

MOXY GOVERNANCE REWARDS (MGR)

MGR is specifically designed to ensure Moxy Club members' participation in voting events that will help shape the evolution of the Moxy Platform, eSport competition, governance and much more. Participation of Moxy Club members in voting events is essential not only to Moxy but also to the community, publishers and game developers. MGR is a mechanism that will incentivize verified Moxy Club members to contribute to the platform via casting votes. It is vital that only qualified users participate—qualified users have a historical record of expressing their vested interest in the evolution of the Moxy Ecosystem.

MGR is elective to all Moxy Club members and is not required. Before a Moxy Club member can participate in MGR, they must first qualify. The only way to qualify as a Moxy Club member is to fulfill the requirements of voting obligations as a Moxy Club member. If a Moxy Club member fails to cast a vote and the voting event expires, the Moxy Club member will be considered to be not in good standing. A Moxy Club member must wait until the next vote is held and cast their vote in any open voting event in order to be reinstated as a member in good standing. Only members in good standing will be eligible to participate in MGR rewards.

A qualified member is a Moxy Club user that is verified and holds MOXY. A Moxy Club member will be able to deposit their MOXY into the MGR program in order to acquire, in turn, MGR rewards, in the form of MOXY, on a 1:1 basis. MGR rewards are allocated based on the holder's participation in voting events. For example, Moxy will hold a minimum of 1 vote per month. If a user has cast fewer than 3 votes, they will receive the minimum MGR reward. If a user has cast 4-5 votes, 6-12 votes, or 12 or more votes, the user will be entitled to different MGR rewards based on their participation in Moxy Ecosystem governance matters.

eSPORTS COMPETITION WITH REAL REWARDS—ECONOMICS

eSports Competition with Real Rewards creates an entirely new revenue stream for publishers. 90.1% of each Real Rewards and Real Competition event is distributed as a prize pool to the winning player(s), 6% is distributed to the publisher, and 3.9% to the Moxy Foundation.
This 90.1 - 9.9 split of the prize pool on eSports events creates a compelling, easily understood, and sustainable token economy.

Example: A Battle Royale match
Users: 100

Game Access Requirement:10 MOXY per user

Winning Metrics:Top 3 Winners - 60 - 25 -15 (1st gets 60% of the pool, and so on)

Total Pool: 1,000 MOXY

% of Pool to Winners: 901 MOXY
                         540.6 MOXY to 1st Place
                         225.25 to 2nd
                         135.15 to 3rd

% of Pool to Publisher: 60 MOXY
% of Pool to Moxy: 39 MOXY

For a AAA title with global reach, the economics of eSports can be readily understood and sustainable.

MOXY's life cycle is also easily understood given Moxy operates on a "treasury sale —> events —> treasury replenishment" model. With 3.9% of all competition rewards directed to Moxy at the conclusion of every eSports competition, we can understand how treasury replenishment works. For every 100 MOXY spent by a user in a competition event, the Moxy Foundation treasury receives 3.9 MOXY back via the 3.9% allocation per event. This means that for every 25.64 game cycles per user, the Moxy Foundation is able to replenish the MOXY that was in circulation and allocated, upon distribution of MOXY associated with competition rewards, to the Moxy Foundation's treasury.

This allows Moxy to conduct Treasury sales with recycled MOXY gained via the 3.9% from eSports Competition events. This model improves when the velocity of the competition increases, and is dependent on, among other things, the Moxy Platform bringing the greatest number of the most compelling games to the greatest number of users in the Moxy Ecosystem. Simply put: More games, and better games = a better overall player experience = more players = more eSports Competition matches per day = a faster overall turnover on the 25.64 cycles needed to totally recycle MOXY. (100/3.9 = 25.64)

Usually, the most simple and elegant solution is the right approach. Moxy took this approach when

engineering token flow and the overall token economy. It all boils down to this very simple and sustainable MOXY lifecycle:

- MOXY Treasury sales fund the ability to onboard new games and engage new users in the Moxy Ecosystem;
- Users join eSports Competition events using purchased MOXY;
- The more games and the more users, the more eSports Competition events;
- Every 25.64 cycles by a user, total MOXY Treasury replenishment per use is accomplished; and
- A full MOXY Treasury enables additional MOXY Treasury sales.

This is a simple and sustainable model, which is not possible in a single game token economy. As games lose popularity within the Moxy Ecosystem, the Moxy Club expects there to be more new and existing titles for users to choose from, all of which will be able to seamlessly and frictionlessly use MOXY, with no requirement to learn or secure new wallets or interfaces. The player experience and tokens across every game are unified, and the publishers are rewarded with a revenue stream previously unavailable to them. This new revenue stream is based on how compelling, fun, replayable, and rewarding the game experience is for the player. In current "web3 games" the gameplay and experience is artificially woven around a contrived token economy. The Moxy Ecosystem focuses on competition, fun, and love of the game.

TECHNOLOGY

The Moxy Platform is built on the Flow Ecosystem. By working with Dapper Labs, Moxy is harnessing the power and future-proof ecosystem provided by Flow. Flow was the only solution that met all of the requirements for the Moxy Platform. Flow's rich tech stack, token mechanics, existing stablecoin, collectibles ecosystem, smart contract framework, developer tools, and customer support are just a few of the many reasons the Moxy Platform is built on Flow.

Through the extensive research conducted by the Moxy management team, we propose the following statement to be true:

Moxy is "By Gamers and for Gamers" and Flow is "By Developers and for Developers"

Flow is easy to develop on, interact with, troubleshoot, and maintain, all without compromising on feature-set, control, or efficiency.

Flow is an accessible blockchain to developers. This makes Flow ideal for gaming related projects. Gaming teams are typically "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

Token Flow
The Moxy Foundation holds the reserves of MOXY and will make MOXY available to be bought by Moxy Club members based on events and milestones that warrant the issuance of new MOXY. For example, the initial public sale is meant to circulate the MOXY to the first Moxy Club members that wish to engage in eSport gaming activity. If there is a surge in membership requests from new games added to the platform, additional MOXY will be made available. In this case, there will be new Moxy Club members that will need to acquire MOXY to play eSport game modes, and the Moxy Foundation will assign tokens from the appropriate internal wallet to the "Sale" wallet to enable Moxy Club members to purchase MOXY.

Summary of Token Flow

The Moxy Foundation's sale wallet is the "hot" wallet that is accessible to Moxy Club members. Members can purchase MOXY from this wallet using credit card or USDC. Moxy Club members will be able to see the balance of the Sale wallet as well as the price of MOXY at all times. The Sale wallet is funded by the Moxy Foundation from the appropriate internal wallet. For example, the Moxy Foundation may choose to transfer one million MOXY from the Treasury to the Sale wallet. In sum, the Moxy Foundation will be responsible for making MOXY available to the public and the Moxy Foundation will execute the transfer of MOXY from internal cold wallets to public facing "Sale" wallets.

eSport Token Life Cycle

In a typical scenario, a Moxy Club member will acquire MOXY via the Sale wallet in the Moxy Club. The user will then need to deposit the MOXY they wish to use in eSport gaming into the "Authorized Gaming Balance" associated with their MOXY wallet. The MOXY in the Authorized Gaming Balance will be available for use in any Moxy enabled game they play. The user will first see this balance in the game launcher, and when they open a game, a certain amount of that balance will be displayed in the game and used, at the player's election, when the player enters an eSport game mode.

When an eSport game mode is started, the requisite number of MOXY are deposited into a wallet that the Moxy Platform creates for that specific eSport event. When the game concludes, rewards are distributed, pursuant to a Moxy Platform smart contract, to the winners (90.1%), the game developer (6%), and Moxy (3.9%). The MOXY received by the Moxy Foundation is deposited in the Moxy Foundation treasury wallet balance. The 3.9% MOXY received is deposited into the Treasury. 10% of this deposit is redirected, pursuant to a Moxy Platform-enabled smart contract, to PLAY tokens at a 2:1 basis (2 PLAY tokens for every 1 MOXY), thus increasing the global Proof of Play™ balance every time players engage in eSport activity. When the Moxy Foundation treasury wallet is sufficiently replenished, the Moxy Foundation will then move MOXY to the Moxy Foundation sale wallet for Moxy Club members to purchase.

User Flow For eSport Activity

A user must first sign up for the Moxy Club. Once they log in, they will be prompted to complete their KYC documentation in order to be verified. Once the user is verified, a wallet will be created and assigned to the user automatically. Cost of membership will be applied to the wallet. This means that the first MOXY deposited to the wallet will be allocated to satisfy the one-time Association membership cost. For example, if the membership requirement is 5 MOXY, the first 5 MOXY deposited to the member's wallet will be redirected to the Moxy Foundation treasury wallet. This can be from one transaction or over many transactions.

The user may then proceed to purchase MOXY inside the Moxy Club using credit card or USDC. Once purchased the user will then deposit the amount of MOXY they wish to use in eSport gaming into their "Authorized Gaming Balance" in the wallet section of the Moxy Club. Next, the user will view the game store and purchase the games they'd like to play. The user will then install the Moxy games launcher. Once the user has installed the game launcher, the users can open the game launcher (which will then reside in their system tray for easy access), which will display their purchased games and their authorized gaming balance.

Once a user launches a game, they will then be prompted to link their Moxy account within the game (this is a one time process). The game will then pull down their information—including their Moxy Club username and authorized gaming balance The user will now be able to play eSport game modes, and secure access to a particular game by simply clicking "enter" in the games interface and receive rewards in their Moxy Club wallet.

If a user is successful and wins additional MOXY from eSport gaming due to their participation and skill, the user will have several options with respect to how they want to use their MOXY, as there are

many functions in the Moxy Club. If the user would like to realize value in their local fiat currency, the user may do so. In this case, the user can log in to the Moxy Club and view the centralized exchanges supporting the Moxy Ecosystem. The user would then need to open an account on one of the exchanges. Once they have opened an account, the exchange will provide the user with a wallet that can receive MOXY. The user would then enter the exchange wallet address in the "Send" modal in the wallet section within Moxy Club. Once the centralized exchange wallet receives the transferred MOXY, the user can proceed to sell MOXY and realize the proceeds in their local currency, thus securing "real rewards."

MOXY FOUNDATION

The Moxy Foundation is the central treasury and minting entity for MOXY. The Moxy Foundation is a Swiss Foundation which exists solely to promote and support the further development of the Moxy Ecosystem.

The Moxy Foundation supports the various arms of the organization as needed. For example, Moxy Club membership may spike with the addition of popular titles as large player bases are associated with popular games. In this scenario, the new Moxy Club members will need to acquire MOXY in order to participate in eSport gaming events within the game. The Moxy Foundation will be responsible for making MOXY available to purchase for Moxy Club members based proportionately on the reserves it has. The Moxy Foundation is obligated to service Moxy Club members and game publishers/developers, and promote the overall health of the Moxy Platform and Moxy Ecosystem, which also assists the Moxy Association (as all Moxy Club members are members of the Moxy Association).

The Moxy Foundation will support the operational entities within the Moxy Ecosystem. Those entities are the Moxy Association, Moxy.io, Inc., the US based corporation responsible for overall IP and operations, Moxy Studios, a UK based company primarily responsible for development activities as it relates to onboarding games to the Moxy Platform, and Moxy International.
Moxy.io, Inc., in coordination with the Moxy Foundation, will largely determine the activity of the Moxy Foundation, as releasing reserves of MOXY to Moxy Club members will be directly in line with the business goals Moxy.io achieves in the marketplace. Proceeds will then be directed to Moxy.io Inc. to ensure the business goals are executed and thus meeting obligations to the Moxy Association and its members to create a more robust and responsive platform that is offering maximum value to Moxy Club members.

MOXY ASSOCIATION

The Moxy Association is central to the Moxy Club. Every Moxy Club member is also a member of the Moxy Association. The Moxy Association is a Swiss Association which exists solely to promote, support and further develop the Moxy Ecosystem. Moxy Club members are able to realize the Moxy Club benefits in a regulatory compliant manner as a direct result of Moxy Association membership.

Moxy Club members also receive the benefit of the Moxy Foundation acting on behalf of the Moxy Association. The actions of the Moxy Foundation are designed to benefit the Moxy Association and its members. Benefits are a direct result of the Moxy Foundation supporting the operational entities in the Moxy Ecosystem. For example, Moxy.io, Inc. is supported by the Moxy Foundation to grow the business objectives of the Moxy Platform that are directly beneficial to Moxy Association members, such as growing the game library and growing the member base. Both activities give members more opportunity to engage in eSport gameplay and increase the "on demand" nature of eSport globally. Moxy Studios UK is an essential part of growing the game library. Thus, the operation of

the Moxy Foundation directly benefits all Moxy Club members and the Moxy Association. Moxy Association will strive to provide the very best, most fun, and most rewarding experience for each and every Moxy Club member: this is why Moxy is by Gamers and for Gamers.

The Moxy Association is composed of 3 bodies:

- The Association Assembly
- The Board of Directors
- The Auditor

The Association Assembly shall determine the strategy and means by which the Association fulfills its purpose as set forth above. The Association Assembly is the supreme governing body of the Association. It consists of all members of the Association (Moxy Club Members). The Association Assembly is responsible for nominating board members, defining the Association's strategy, setting membership fees, and various other member driven decisions.

The Board of Directors shall consist of at least 3 natural persons and no more than 6. The Board is responsible for executing the resolutions of the Association Assembly, management of the Association's assets, determination and execution of the Association's funding allocation strategy, and more.

The Association must have its accounts duly audited by an auditor if two of the following values are exceeded in two consecutive financial years:

- Total assets of 10 million Swiss francs
- Turnover of 20 million Swiss francs
- Average annual total of 50 full-time staff

The Association differs between three types of Association memberships:

- Foundation Association Members
- Board Association Members
- Moxyan Members
-

The Founding Association Members are members who initially founded the Association. Each Founding Association Member has two votes at the Association Assembly.

The Board Association Members shall consist of members of the Board. Each Board Association Member has one vote at the Association Assembly.

Moxyan Association Members are members who hold, from time to time, a certain amount of governance tokens. The Board determines the minimum amount of governance tokens to be held, as well as the applicable protocols. Each Moxyan Association Member holding governance tokens has one vote at the Association Assembly, except for the election and dismissal of the Board members.

The Board is permitted to challenge the status of a member as a Moxyan Association Member. Such Moxyan Association Member has to prove within 10 days of receipt of such a challenge notice that it holds a sufficient amount of tokens.

The first Association Board is comprised of the following members:

- Matt deFouw (President)
- Stewart Bell (Member)
- Derek Rathbun (Member)

- Patrick Storchenegger (Member)
- Lawrence Siegel (Member)

The list of founding members include:
- Patrick Storchenegger
- Matthew deFouw
- Stewart Bell
- Derek Rathbun
- Lawrence Siegel
- Nolan Bushnell
- Kirk Furniss

MOXY.IO, INC.

Domiciled in Washington State, USA, Moxy.io, Inc. serves as Moxy headquarters. All intellectual property rights, patents, know-how, and technology development are held by Moxy.io, Inc., and all other subsidiaries of Moxy serve the main objectives of Moxy.io, Inc. Moxy.io, Inc. is the USA base of operations and directly employs all US-based staff. The Moxy Foundation, Moxy Association, Moxy Studios, Moxy.io, Inc., and Moxy International are well positioned to ensure the future success of the Moxy Platform in the market and for the benefit of every Moxy Club member.

Moxy.io, Inc. will work to coordinate the activities of the Moxy Foundation, as releasing reserves of MOXY to Moxy Club members will be directly in line with the business goals that Moxy.io, Inc. achieves in the marketplace. Proceeds will then be directed by Moxy.io, Inc. to ensure the business goals are executed.

Moxy.io, Inc. will be responsible for ensuring that proceeds from the sale of MOXY sold to the Moxy Club membership will be used for various Moxy Ecosystem building activities such as securing games, business development, operations, marketing, incentives programs, onboarding developers and studios, the development of core tooling and infrastructure, and more.

For example, Moxy Studios may need to hire more game developers to assist with increased demand for new games on the Moxy Platform. In this scenario, Moxy.io, Inc. will direct proceeds of MOXY sales to support Moxy Studios' hiring efforts. This also fulfills obligations to the Moxy Association as it directly affects overall Moxy Platform health and the value proposition to its members.

Additionally, Moxy.io, Inc. is responsible for growing the business objectives of the Moxy Platform that are directly beneficial to Moxy Association members, such as growing the game library and the member base. Both activities give members more opportunity to engage in eSport gameplay and increase the "on demand" nature of eSport globally.
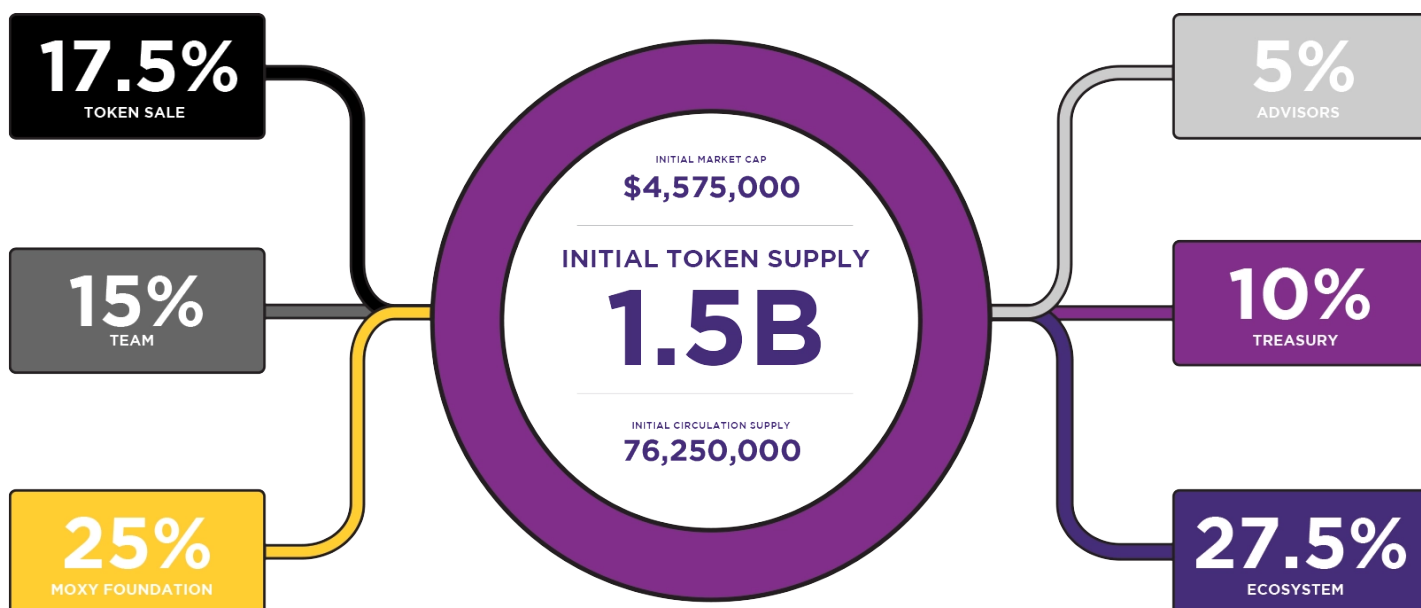
MOXY STUDIOS UK

Moxy Studios UK serves as Moxy's video game publishing arm and is an essential part of growing the game library. Any games that will be directly published by the Moxy Platform are held and fostered within Moxy Studios. Shepherded by Stewart Bell, Moxy Studios has a wealth of local talent and government resources at its disposal to ensure that the video games directly published or developed for/by the Moxy Platform have the highest chance of success. Moxy Platform-direct games will showcase the best use cases for the Moxy Platform and will operate as a case study to interested third-party developers and publishers.

MOXY INTERNATIONAL

Moxy International is in the formation stages at present and is designed to enable Moxy.io, Inc., via prospective Moxy.io, Inc. ownership and active coordination with Moxy.io, Inc., to engage the Asia gaming, marketing, and fintech community. It is contemplated that Moxy International will act as a minority-owned subsidiary of Moxy.io, Inc. and build, design and facilitate fintech support, strategic partnerships, market and sales arrangements, and Moxy Association membership.

Tokenomics

17.5% TOKEN SALE

15% TEAM

25% MOXY FOUNDATION

INITIAL MARKET CAP
$4,575,000

INITIAL TOKEN SUPPLY
1.5B

INITIAL CIRCULATION SUPPLY
76,250,000

5% ADVISORS

10% TREASURY

27.5% ECOSYSTEM

ALLOCATION TYPE	TOKEN ALLOCATION	% ALLOCATION	LOCK
TOKEN SALE	262,500,000	17.50%	UNLOCKED AS PER TOKEN RELEASE SCHEDULE
TEAM	225,000,000	15.00%	1 YEAR FULLY LOCKED, THEN LINEAR VESTING OVER 24 MONTHS
MOXY FOUNDATION	375,000,000	25%	15% TGE, 6 MONTH LOCK, LINEAR VESTING FOR 24 MONTHS
ADVISORS	75,000,000	5%	6 MONTHS FULLY LOCKED, THEN LINEAR VESTING OVER 24 MONTHS
TREASURY	150,000,000	10%	3 MONTHS LOCK, 25% RELEASE THEN LINEAR VESTING FOR 24 MONTHS
ECOSYSTEM	412,500,000	27.5%	6 MONTHS LOCK, THEN LINEAR VESTING FOR 24 MONTHS
TOTAL SUPPLY	1,500,000,000	100%	

Why does Moxy use a Linear Distribution Model?

Moxy's Linear Distribution TGE 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 focus on token aggregation.

ROUND	MOXY SOLD	PRICE	RAISE	%	UNLOCK AT TGE	Linear Release
Seed	45mm	$0.0300	$1,350,000	3.00%	0%	Linear 24 months (4.16% per month)
PRIVATE 1	75mm	$0.0400	$3,000,000	5.00%	0%	Linear 20 months (5% per month)
Private 2	113.5mm	$0.0500	$5,675,000	7.57%	0%	Linear 16 months (6.25% per month)
CLUB SALE	18mm	$0.0550	$990,000	1.20%	50%	50%, Linear 3 months (33.3% per month)
Public SALE	11mm	$0.0600	$660,000	0.73%	100%	NA
TOtAL	262.5MM		$11,675,000	17.5%		

MOXY.IO