

# WHITE PAPER

PRODUCT BREAKDOWN



**ArcadeGame**



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# MOTIVATION

All of us have played, at some point or another, at least one mobile game. Mobile games are a great tool for driving boredom away, however they're at least equally beneficial to the developers who create them - the games provide their creators with a source of passive income, which scales up according to how many people use the app and how often they do it.

There are generally 3 widely-accepted possibilities to generate revenue when using an app and we list them below. Note that the order in which they're reported does not necessarily matter, as the income ranking may change according to the type of the application:

- **In-app purchases** - this is a direct sponsorship method, in which the user of the app exchanges real-life currency for in-app various advantages (i.e. avatar customization, lower delays between specific actions, more attempts to perform a specific action etc.) - while definitely useful, the majority of the app users opt for different approaches, which requires them to invest 0 of their real-life money.
- **Watching ads** - Thanks to advertisement aggregator services, users of the app may sometimes opt to view an ad tailored to their real-life needs. Each ad view is then monetized by the app owner and the ad service provides the developer with a fixed amount of money, based on the number of impressions it receives (and the geographic locations from which those impressions come), that is the number of app users who actually found the ad relevant to themselves and decided to click on it in order to learn more about the product being promoted. Due to not requiring any financial effort on the user side, this is often the preferred method to monetize apps, especially games. Same as the previous category, users may get in-app benefits, but usually not as powerful as ones before.
- **Donations** - The app developers may ask for (any amount of) optional donations from the clients. This income source is however, not as reliable as the previous two.

# MOTIVATION

For catchy game apps, the 2nd category is often preferred, as it is (psychologically) more of a win-win situation for both the app developers and the client. So the general workflow of such an app looks like this: you (as user) download and play it -> you realize that you may obtain specific perks by watching ads -> you watch ads -> you receive the perks, which in turn makes the app more enjoyable -> repeat. This loop is all great, however it can be improved.

What if, instead of not only receiving an in-game temporary boost or advantage, you keep your boost AND you receive a percent of the revenue you generated once you viewed the ad depending on the share of ARGM you own? Is this actually possible? “Besides having fun with mobile games, which I already do, am I also paid for this?” - this is where our project (ArcadeGame - ARGM) steps in to help you.

# WORKING ENVIRONMENT

Our main focus will be developing mobile games - simple, intuitive, catchy ones, featuring in-game rewards obtained through ad visualization - but with a twist: behind this familiar yet efficient operation mode, we develop a whole crypto-based ecosystem in order to sustain this ad-generated revenue distribution among game players.

A rough outline of the process looks as follows:



- You play the game and watch some ads;
- Ad displays will automatically generate some revenue, which under normal circumstances, would completely get to the app owners (like us, in this case);
- However, this is where our platform brings in the innovation and becomes different from others: instead of keeping 100% of

# WORKING ENVIRONMENT

- ad-generated profit, we keep a rather small quantity (10% of it for capital gaining tax). The remaining 90% of the profit is further invested in buying a crypto coin (ARGM), which lays at the core of the ecosystem. The token will be launched using the SmartDeFi™ launchpad;
- The more players play the games, the more ads are displayed, the more revenue is generated, the more money is added to the liquidity pool - it's just as simple as that;
- Did we mention we will also burn the token? Yes, we will also burn the the tokens that are bought back.

# TOKENOMICS

Below we have some information, useful for any crypto enthusiast:

 <p><b>Buy tax: 3%</b></p> <ul style="list-style-type: none"><li>- 0.1% - Backing</li><li>- 0.1% - Burn</li><li>- 0.2% - Liquidity</li><li>- 2% - Growth</li><li>- 0.1% - Staking</li><li>- 0.5% - SmartDeFi™ fee</li></ul> <p>As we said, the taxes might change in the future.</p>	 <p><b>Sell tax: 5%</b></p> <ul style="list-style-type: none"><li>- 0.1% - Backing</li><li>- 0.1% - Burn</li><li>- 0.3% - Liquidity</li><li>- 3% - Growth</li><li>- 1% - Staking</li><li>- 0.5% - SmartDeFi™ fee</li></ul> <p>As we said, the taxes might change in the future.</p>
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We will use 100% of tokens for LGE/Presale (Liquidity Generation Event) so the presale will be classified as **SAFU**. However, development share will be 5%.

# ROADMAP

We strive to provide the potential investors with an as transparent and detailed overview of our development efforts as possible. The roadmap we aim for is designed to be as sustainable as possible, such that all of us will benefit from this paradigm-shifting breakthrough.

**Step 1:** Launch the ARGM token

We will launch the ARGM token using the SmartDeFi™ launchpad;

**Step 2:** Open Google Play publisher account

Once potential investors show interest into the project, we will open a Google Play account to publish games;

**Step 3:** List token on CoinMarketCap and CoinGecko

This step may be done in parallel with the Step 2

**Step 4:** Developing the first arcade game

Here we start implementing the first arcade game (think something simple yet enjoyable, along the lines of StackGame, Tetris, Snake etc.)

**Step 5:** Quality check of games and ads

This is where we take the pulse of the game - checking quality, how catchy or entertaining it is and possibly taking some direct interviews from potential users

**Step 6:** Publish game

This is the big moment - the game becomes widely available on Google Play and anyone can download it, play it, generate revenue and contribute to the ARGM token's rise to the moon

**Step 7:** Explore CEX listing

Once we demonstrate that our concept works properly, we will start exploring the CEX listing

**Step 8:** Develop more arcade games

In order to maintain engagement into the platform, we will continue to produce fresh content. Intuitive, familiar games under a refreshing appearance. And of course, all of them including the special sauce - the ARGM token

# SIDE NOTE

This is an experimental token and we cannot promise it will be a successful token.

The price can go up and down and we cannot control the price of the token and we do not recommend to buy it as an investment because we cannot predict the price of the token.

We are not financial advisors and we will never give financial advice.

We will never message you first on any platform (e.g. Telegram, X etc.).

We are just developers with expertise on design and programming and we will do our best in this area (our best = this is a side project and we will invest limited time in developing it, we are full-time employees to other companies).

We are not responsible for any of your losses. Do your own research before investing in any token.