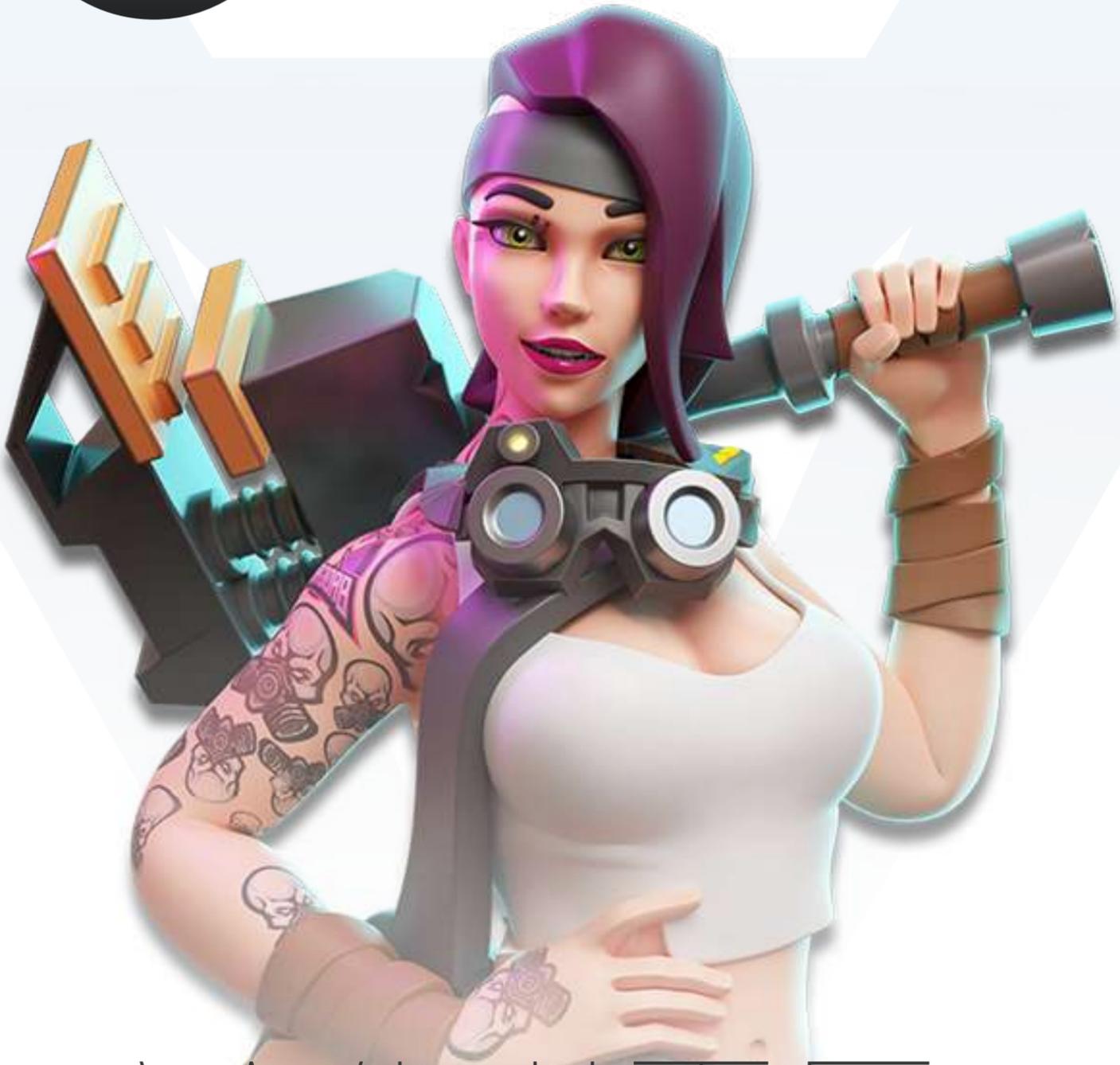




# COLIZEUM



# WHITE PAPER

2 Dec. 2021, Version V1.4



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# DISCLAIMER

The present white paper and other documents published in association with this document relate to a token offering (ZEUM utility token) to persons (contributors) with respect to the proposed decentralised in-game network Colizeum. This document does not constitute an offer of securities or a promotion, invitation or solicitation for investment purposes. The terms of the contribution are not intended to be a financial services offering document or a prospectus. The token offering involves and relates to the development and use of experimental platform (software) and technologies that may not come to fruition or achieve the objectives specified in the white paper. The purchase of tokens represents a high risk to any contributor. The tokens do not represent equity, shares, units, royalties or rights to capital, profit or income in the platform or software or in the entity that issues tokens or any other company or intellectual property associated with the platform or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction. The tokens are not therefore intended to represent a security or similar legal interest.

## DEFI LANDSCAPE

The constantly evolving all-powerful DeFi that has been taking impressive steps in laying out the new financial landscape, is now ready to be paired with an equally promising growing industry: Gaming.

Achieving milestone after milestone, the new decentralized paradigm of finance has proven its hunger for more. While simultaneously achieving growth rates that surpassed 100% compounded by a whopping 250% in 2019 and 2020 respectively; and hitting \$87 billion in Total Value Locked (TVL) in the same timeframe, it has clearly evidenced its solid theoretical and practical economic foundations, as well as its immense potential.

Decentralized applications have the ability to reinvent the way we interact with every feature in our lives under the umbrella of sound economic-based incentive mechanisms. From the obvious literal smartphone applications to conceptual ones, such as healthcare tracking, supply chain management and logistics, to liquidity offerings for non-fungible assets, data privacy, and more. The need to displace the current environment plagued with intermediaries that is characterized by inefficiencies, structural inequalities, and hidden risks expands with every new crisis.

It has become clear that virtually no industry can escape these systemic shortcomings, not even a relatively advanced one; nor should they want to. After all, why would a project want to evade the winds of change that bring benefits across all business dimensions. Today it's myopic to ignore the paradigm shift that's emerging in ever bolder outlines and by now has produced an industry that has achieved a USD 200 billion market cap in a bit more than 1 year?



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## GAMING LANDSCAPE

In a similar manner to DeFi, the gaming industry has been taking giant steps with over 2.8 billion gamers worldwide, and a market that is worth over \$175 billion with this value distributed between PC (20%), Console (28%), and Mobile (52%) platforms. These figures represent the current valuation. The gaming market is anticipated to be among the fastest growing in the coming decades and is expected to grow at least two-fold by 2026.

Monetization of mobile games is build upon two pillars:

- a **Donations, in-game item purchasing, and the purchasing of the game itself:** the iOS AppStore and the Google PlayStore are practically monopolists able to charge exuberant fees per dollar of revenue generated by the game.
- b **Attention-driven advertising:** this type of monetization is dominated by advertising platforms - basically blackboxes, providing zero transparency on pricing methods and fee formation, effectively turning out extremely expensive.

As a result of the aforementioned, games development always incorporates an established set of tools to realize these monetization strategies - e.g. ads, banners, MLM mechanisms, referral programs and other. Standardizing these for each game effectively means thousands of hours of development and hundreds of dollars saved. Software-as-a-service platforms able to provide these tools in the most flexible and customizable manner will be the platforms of the future in mobile gaming.

Spending on mobile gaming on the AppStore and PlayStore together has grown over 70% from Q1 2018 till Q1 2021 to \$22.2 billion; coupled with influencer marketing growth of 711% from 2016 until mid-2021 to \$13.8 billion, the potential in creating a tournament platform and tokenizing it is immense.

Derivative industries (e.g. betting) around competitive gaming have grown exponentially in the last several years reaching over \$280 million across Europe and US alone. Game developers have earned close to zero from these “secondary” industries that have evolved solely around these games.

## OPPORTUNITIES FOR IMPROVEMENT

While we maintain innovation as the primary driving force of any industry and technological advancement, the mere existence of imperfection as a concept conditions us to a never ending search for improvements. Take the case of the heightened interest and advancements made on blockchain space for the past year, and the exuberant growth of gaming; the evidenced exponential growth must not deter us from searching new ways of refining inefficient processes, or even revamping settled structures.



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This can be perfectly exemplified by the current inadequacies – mainly under the status quo of centralization – that plague the aforementioned industries. The classic oligopolistic structure that reins in the gaming industry takes not a small percentage of the ecosystem, but extracts exuberant rates from both Players and Game Developers. Application platforms charge up to 30% on all in-app purchases, while Advertising exchanges charge exuberant fees that are ultimately passed on to and paid for by consumers. This current situation can only be challenged (and ultimately substituted) by decentralized actors that can capture and redistribute value.

Decentralized cross-advertising networks and economically-sound incentives structures can be set up in order to give back the power to the fundamental actors shaping the space. Mobile Game Developers will be able to benefit substantially more than a mere ~3% of In-App purchases (IAPs). Benefiting from engagement-based strategies can be the new standard. Until now, few incentive-based dynamics were developed in order to capture the interest of Players. In short, most of the functions currently deployed by middlemen can be displaced; Colizeum can precipitate and deliver a more fair distribution of value.

# INTRODUCING COLIZEUM

Colizeum is a virtual Play to Earn driven environment that, similar to Steam, hosts various games and other applications, thereby creating the general outline of a user funnel.

But it's much more than that. Colizeum offers connectivity to the blockchain based infrastructure for (a) Play-to-Earn, (b) Prediction Markets, (c) Tokenized Tournaments, (d) Attention Marketplace, all as a service, all with one-click deploy, all on-chain and transparent, designed to empower influencers and game developers to fully benefit from the value they generate without middlemen, uncertainties and opaque payout schemes.

Colizeum empowers game developers to build and benefit from blockchain games simpler than ever before with easy to use Colizeum SDK.

The last point to notice here is that in its heart Colizeum is gamer-centric. We derive our inspiration from the global flourishing gaming communities. Having community as our key value, we offer gamers new ways of benefiting from their gaming hard skills, their attention, their community and reach.

Let us now expand into the actual product offering, the way its moving parts function, and how it's tied to the general \$ZEUM token mechanics.



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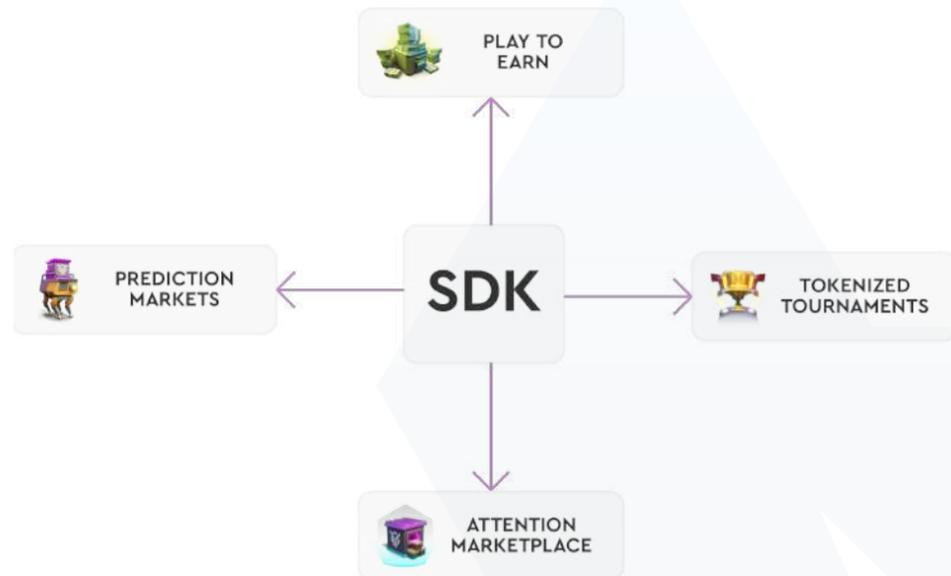
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# COLIZEUM SDK

Colizeum Software Development Kit (SDK) will allow regular game developers to build blockchain games simpler than ever. It removes the complexity and cost of hiring blockchain developer teams and allows game developers on what matters the most - building amazing game experiences. Colizeum SDK will support Unity 3d game engine and other popular game engines in the future.



## PRODUCTS AND \$ZEUM UTILITY

### PLAY TO EARN

1. Colizeum Play to Earn model is at the center of Colizeum and aims to connect all game developers and players into one platform.
2. Colizeum revolutionizes how developers benefit from their games while allowing players to earn at the same time.
3. Developers are competing for player attention and in the long-term, it builds healthy competition between developers which results in increasing quality and higher value. At the same time, it allows players and the community to reward developers directly just by playing their games.
4. Developer earnings are capped by the amount of \$ZEUM tokens staked which means with each new player total developer stake increases.
5. Each new player ultimately drives demand for \$ZEUM and keeps them locked in Colizeum.





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## PLAYER CARDS AND SECONDARY TOKEN

### PLAYER CARD

1. Player Card is an NFT asset that is the ultimate key for players to unlock Colizeum services and allow players to earn “Secondary Token” tokens while playing games.
2. Player Cards will have different rarities and specific properties which will have an impact on games and will offer special perks, exclusive content, and access to exclusive communities inside Colizeum.
3. Player Cards can be obtained from Card Packs which are NFTs.
4. Each season only a limited amount of Card Packs will be released to avoid hyperinflation and ensure obtained cards remain rare and valuable. Card Packs will offer a way to feature special games, make collaborations and offer collectible editions.
5. Card Packs can be purchased with “Secondary Token” tokens earned from games.
6. To open the Card Pack players will have to use \$ZEUM which will be sent to Ecosystem Development Fund (the Ecosystem Development Fund is not a collective investment scheme. Colizeum Ecosystem’s Development fund will be used towards Colizeum platform’s future development and improvements (including but not limited to software, specific technical solutions, external services to develop certain aspects for the platform).
7. When Card Pack is opened player will receive a unique Player Card with random attributes and rarity.

### SECONDARY TOKENS

Secondary token tokens are earned by playing Colizeum games and used to purchase seasonal Card Packs.

- Colizeum does not sell Secondary token to players directly
- Colizeum does not provide liquidity for Secondary token

### COLIZEUM ATTENTION MARKETPLACE

1. Game Devs need to register at Colizeum Game Marketplace. Doing so is free by default, however, priority of games being displayed depends on the amount of \$ZEUM a Game Dev has staked. Thus, the stake of \$ZEUM facilitates capturing gamers’ attention.
2. The more prominent the place where the game is being advertised, the higher the required \$ZEUM stake.
3. Access of Game Devs to Colizeum game marketplace is vetted by the Colizeum DAO. Other than that, it’s permissionless.



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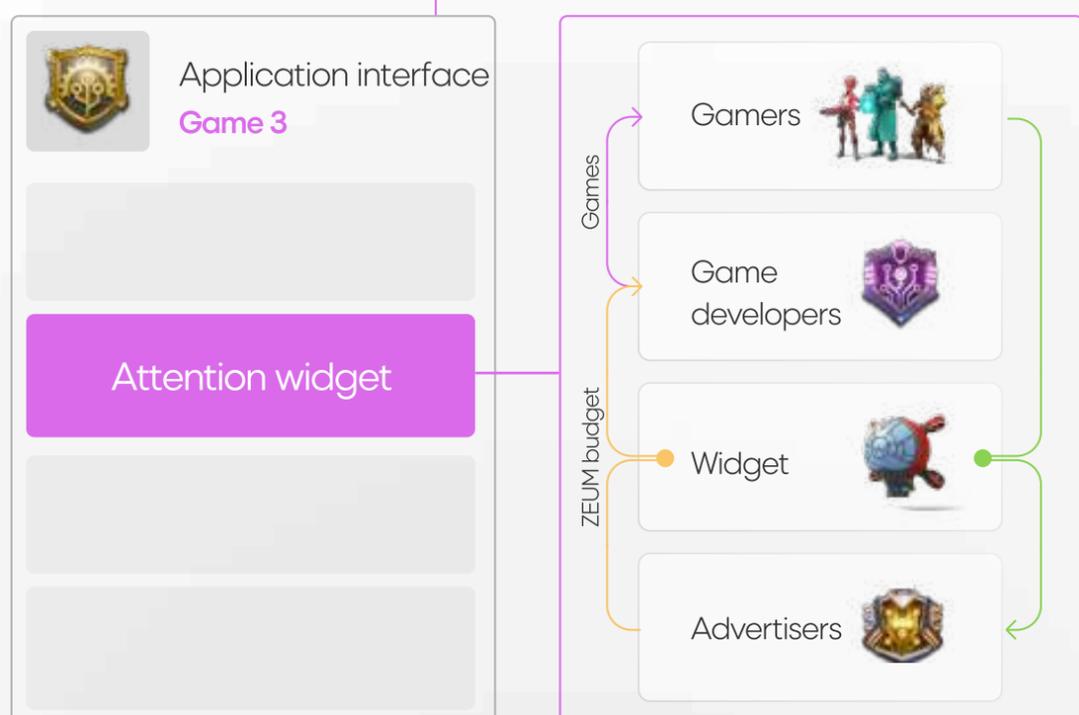
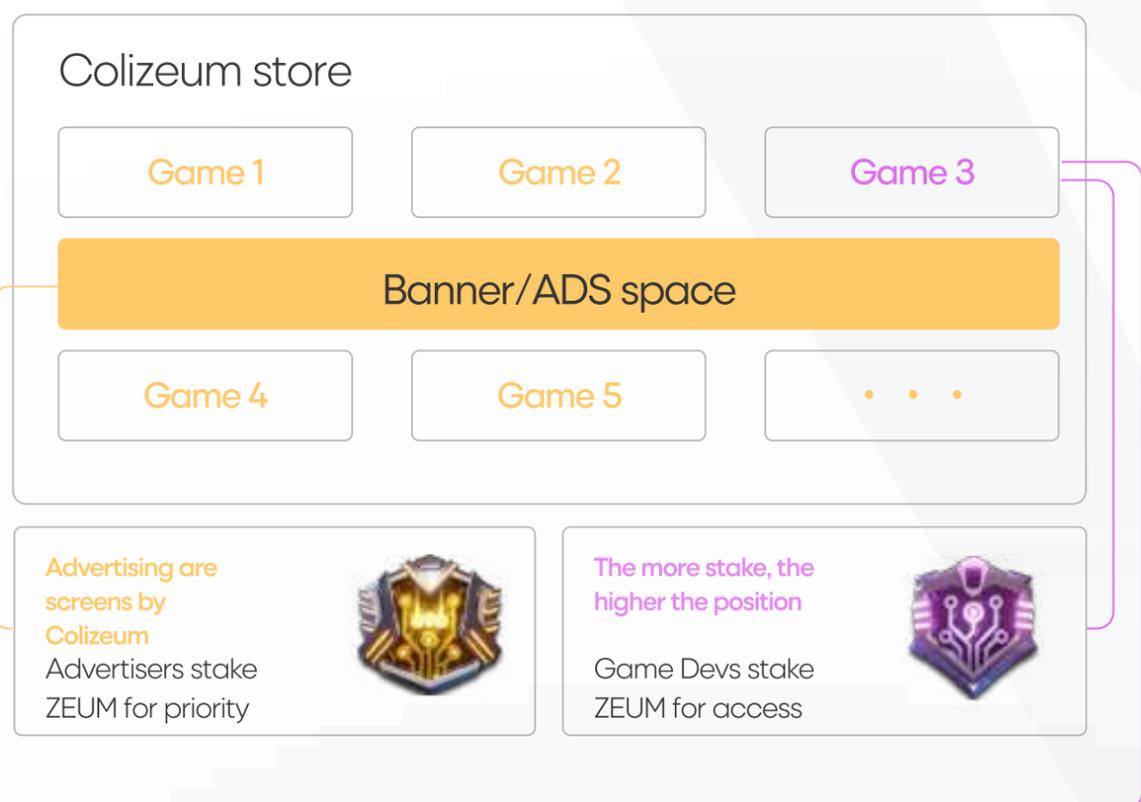
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4. Colizeum provides Attention Widgets. These widgets facilitate in-game monetization of gamers' attention. It works as follows:

- a Within every game, Game Devs can seamlessly place an Attention Widget. From users' perspective they do look like plane banners.
- b Under the hood, however, the mechanism is less trivial. These widgets are smart contracts that transfer some set per view (alternatively, per click) amount of \$ZEUM tokens. \$ZEUM tokens are provided by advertisers.
- c The \$ZEUM tokens received can be split between Game Devs for providing the platform and players for rewarding for their attention. It's up to the Game Devs what the split ratio would be.
- d The Colizeum Attention Widgets are easily deployable and facilitate ease of monetization and network effect (the more advertisers become a part of the Colizeum ecosystem, the more Game Devs will migrate, the more advertisers will join and so on).

5. Colizeum Game Marketplace also offers direct banner placements for advertisers (be it Game Devs, or other parties). The position of any particular banner is a function of \$ZEUM staked by the advertiser.





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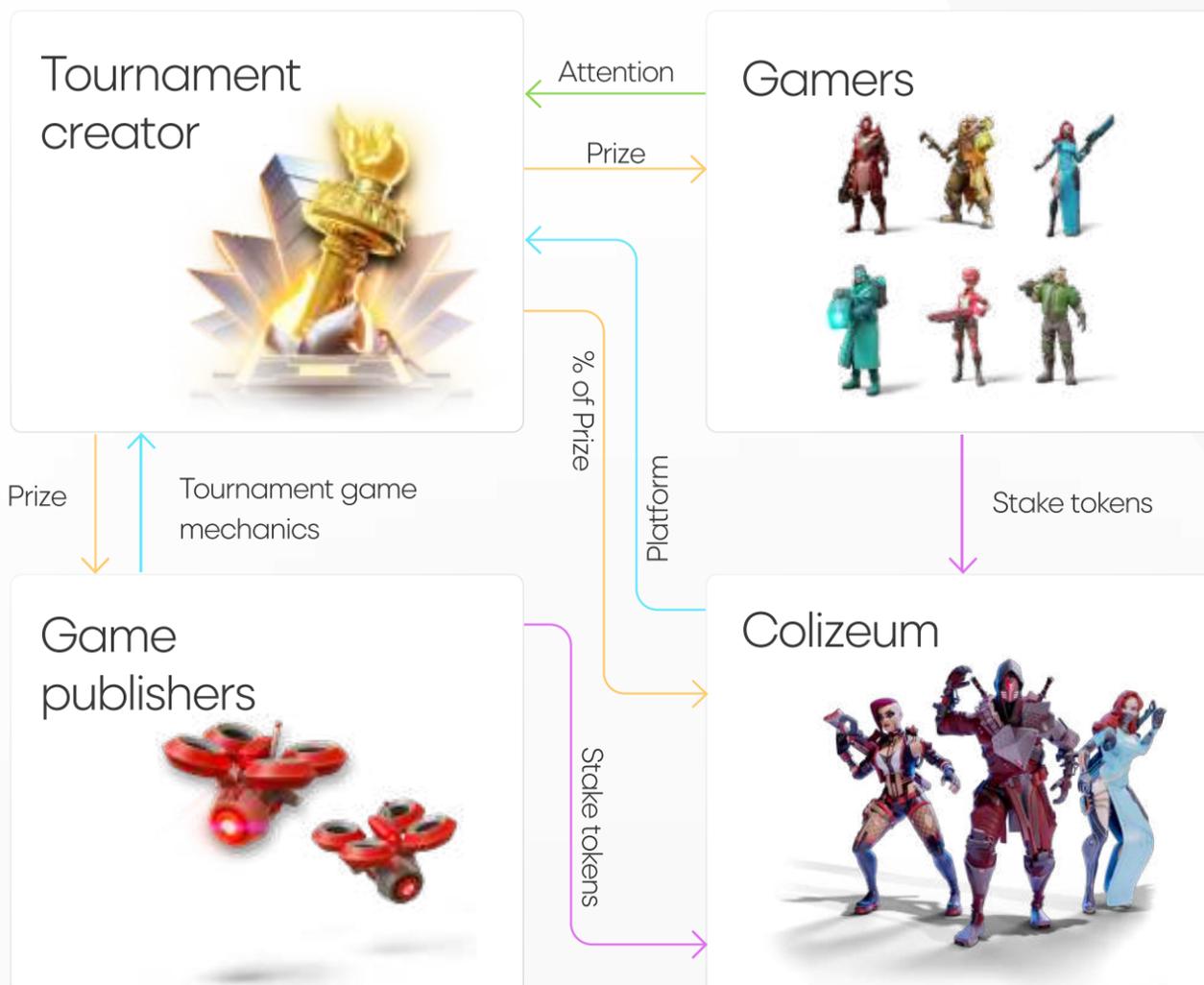
# COLIZEUM TOURNAMENTS AS A SERVICE

## “FREE” TOURNAMENTS

The roles and process tokenomics:

1. **Tournament Creator** originates the tournament and establishes the prize pool. The prize pool is Secondary token denominated and serves as an incentive for gamers to join the tournament. While they play for free, they do reward their attention in exchange.
2. **Gamers** need to have a Player Card in order to participate in the Free Tournaments. Winning players receive a set portion of the prize pool (~90% by default). Winning the tournament is not the only possible criteria to receive rewards: various other in-game achievements can be set to be eligible for Secondary token rewards.
3. **Colizeum** provides the platform where Tournament Creators, Game Devs, and Gamers collaborate; in return receives a percent of the total prize pool (~3% by default).
4. **Game Devs** must stake tokens for their game to be eligible for hosting tournaments. Stake can be delegated by the community or other interested parties. They also are eligible for the remaining ~3% of the prize pool.

The setup of Free Tournaments is most suitable for large influencers who have sponsors willing to reward for players’ attention.





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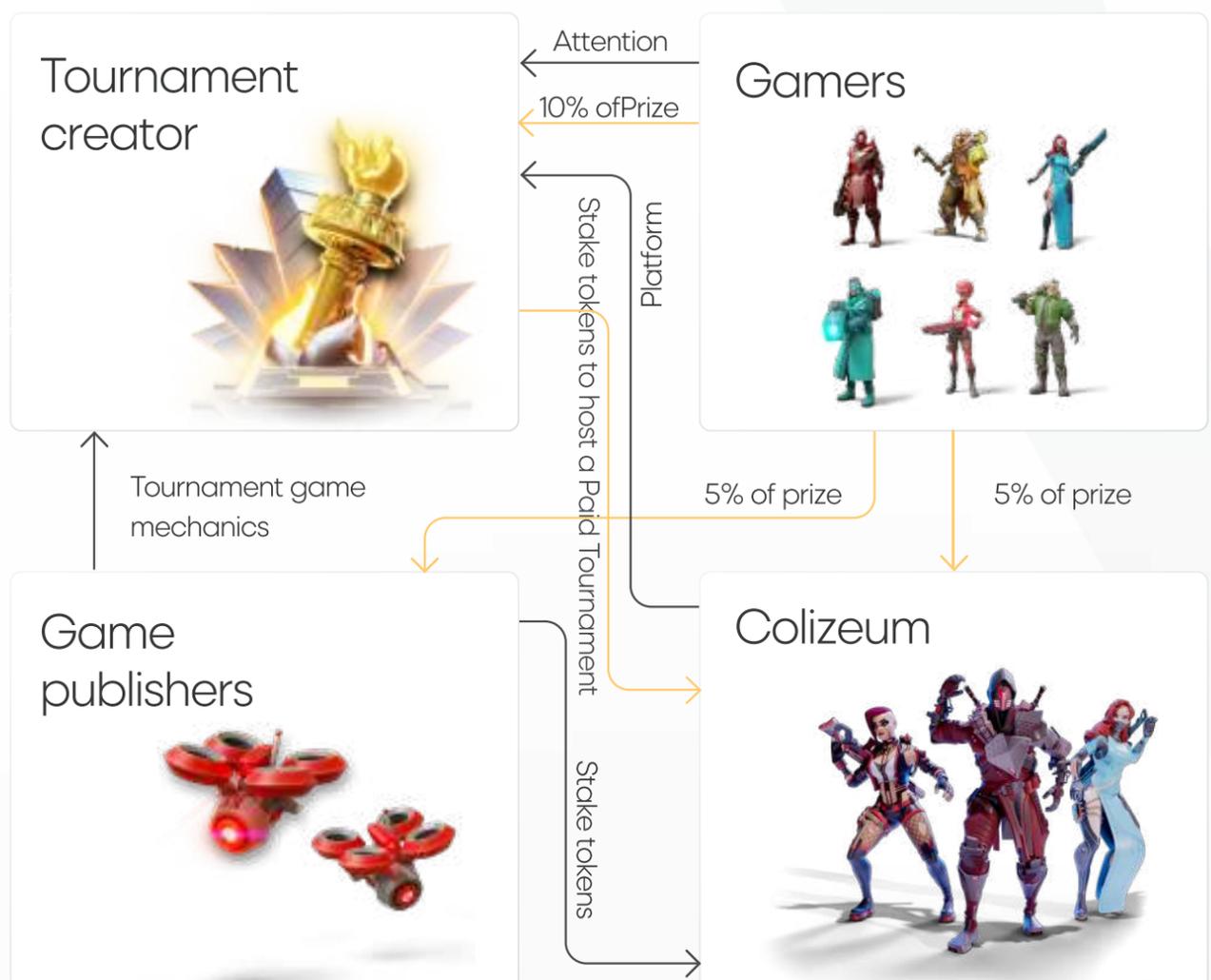
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## “PAID” TOURNAMENTS

The roles and process tokenomics:

1. **Tournament Creator** sets up the tournament and the prize pool target size. Creating a tournament requires having \$ZEUM staked. Tournaments hosted by Creators with higher \$ZEUM stake rank higher on the UX and are more likely to attract gamers' attention. ~3% of the prize pool ends up in the Creators' wallet post the conclusion of the tournament.
2. **Gamers** have to put up a \$ZEUM prize pool (that can be delegated) effectively depositing a fixed minimum contribution or a higher one and hold a Player Card. The amount contributed will define one's pro-rata allocation if eligible (by e.g. winning the tournament). ~90% of the total prize pool is distributed back across the winning players (or likewise, those who have satisfied a more exotic criteria based on the in-game achievements).
3. **Colizeum** receives ~3% of the Prize pool for providing the platform.
4. **Game Devs** must stake tokens for their game to be eligible for hosting tournaments. Stake can be delegated by the community or other interested parties. They also are eligible for the remaining ~3% of the prize pool.





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## COLIZEUM PREDICTION MARKETS

1. Any tournament, free or paid, when originated offers prediction markets capabilities around its outcomes.
2. Anyone having Player Card gets access to bidding capabilities. Player Cards with special perks unlocks access to more exotic prediction mechanics.
3. Bidders pool \$ZEUM and bid for a tournament outcome (e.g. winning parties or in-game occurrences).
4. Once the tournament is concluded, 90% of the staked \$ZEUM is distributed across the winning bidders, 2.5% goes to Tournament Creator, 2.5% goes to Game Devs, 2.5% goes to Gamers participating in the tournament, 2.5% ends up in Colizeum's ecosystem development fund.





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# THE TEAM BEHIND COLIZEUM

Fintech, gaming and crypto professionals have joined together to work on Colizeum. Team led by Beetroot Lab founders Edgars and Davis attracted well known crypto industry experts with experience in launching many successful projects globally:

- Gatis Eglitis, co-founder of the first Bitcoin Fund, the most profitable investment vehicle in the history of humanity, Co-founder of XAI - first altcoin index fund listed on NASDAQ and Defix - First decentralized finance index fund listed on NASDAQ. Gatis also cofounded brokerage company Exante and was an early supporter and seed investor of Chilliz and Amoveo open-source blockchain platform for financial markets and derivative contracts
- Denis Voskvitsov -- CEO and founder of Exan.tech – R&D company in the blockchain space, specializing in custody and wallet services
- Jose Rodrigues, Editor-in-Chief, iHodl.com -- Jose manages the editorial team of the international media about cryptocurrencies and financial markets.

More detailed information about Colizeum team members and their previous projects can be found on Investors Deck and Colizeum.io website.

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# “DYSTOPIA: CONTEST OF HEROES” BY BEETROOT LAB:

Colizeum will take off together with its pilot project “Dystopia: Contest of Heroes” mobile strategy game and its massive worldwide tournament hosted by UFC legend Conor McGregor. In Dystopia: Contest of Heroes, you start the game as a rebel who finds a location for his base in a post-apocalyptic future world where society is ruled by big corporations. You have to build an empire by taking over New York while collecting sci-fi themed gear, raid other players and upgrade base.

- Dystopia launched in November 2020 and has recently reached a milestone of 1,000,000 installs globally across all platforms.
- Dystopia: Contest of Heroes is a modern real-time tower defence and RPG blend. Game features top quality 2d graphics combined with a collection of fully customisable 3d heroes with player controlled abilities.
- Dystopia has received the “Best Strategy Game of 2020” award by Huawei AppGallery.
- In Dystopia you can compete in real time tournaments and participate in events to collect and upgrade 100s of equipment pieces. Players can collect and build hero equipment, battle other players and join alliances to engage in rich social system gameplay.
- Game monetization is designed to convert and monetise players from the first session with dynamic and high value offers to enable high player LTV.
- Dystopia offers battle pass based subscriptions, live ops events, speedups and item rich economy. Rapid progress allows for generous bonuses while providing enough content for longterm player monetisation. This allows high player base engagement and generates steady and stable revenue streams at the same time.



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# ABOUT BEETROOT LAB:

Developers of Dystopia - Beetroot Lab LLC is a privately held company founded in 2014 (Riga, Latvia) specialising in the field of mobile game development and publishing for iOS and Android platforms.

Throughout the past 7 years Beetroot Lab has grown to a team of over 40 experienced professionals, covering all aspects of game development, creative development, QA, user acquisition and data science.

In order to build world class games, Beetroot Lab has attracted gaming industry super-stars with experience working in top mobile gaming companies such as Machine Zone (MZ), EA Games, Scopely, and COM2US - talents who have worked on titles like Game of War: Fire Age (a \$2.4 billion in revenue title), Star Trek: Fleet Command, Mobile Strike, and top-grossing sports games in the AppStore and top-grossing Facebook games. The creative artists have been featured on Netflix tv-series “Love, Death & Robots” and other.

Beetroot Lab has developed more than 2,000 mobile games so far for other publishers and self publishing. Three of the Beetroot Lab published games have been Featured by the Apple AppStore, recognising their exceptional quality and monetisation potential.

“Polipong” and “Space Diner” were Featured by the Apple AppStore in English-speaking markets as well as asia Asia. “Dystopia: Contest of Heroes” was featured by the Apple AppStore, Google’s Play Store, Samsung Galaxy Store, and Huawei’s AppGallery across various regions in the world. Dystopia has received “Best Strategy Game of 2020” award by Huawei’s AppGallery - the highest achievement for a Beetroot Lab-developed title.



## Beetroot Lab





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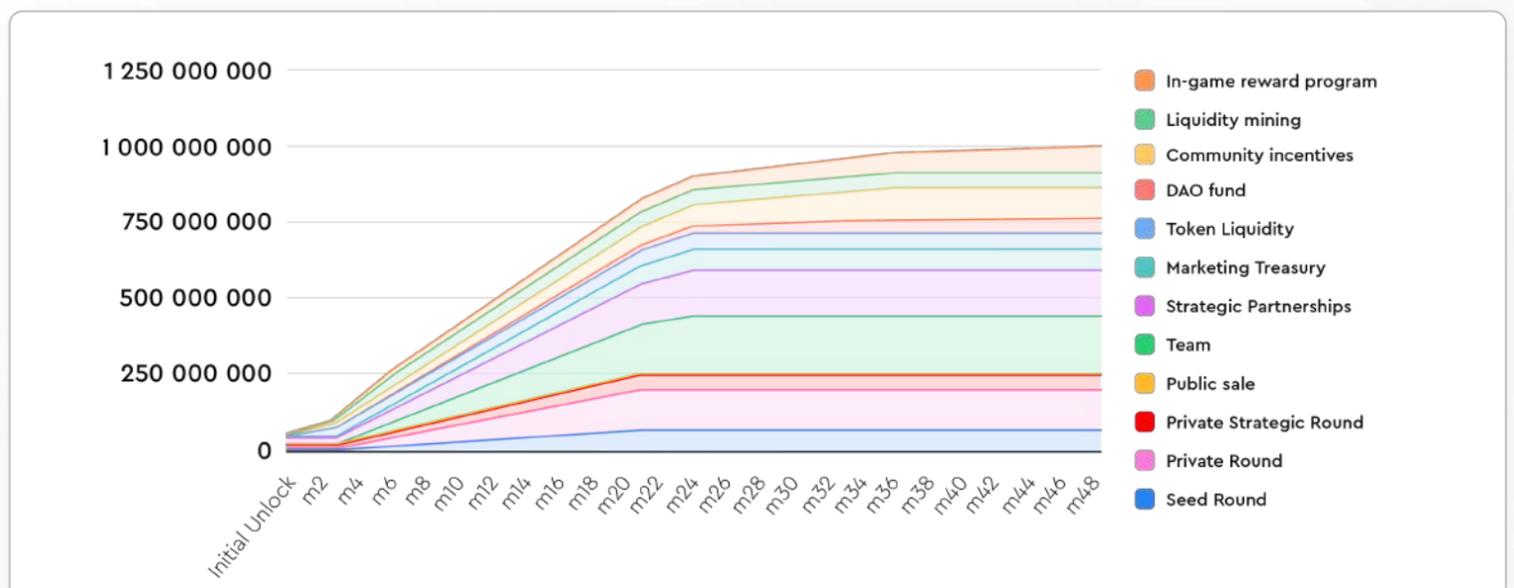
## USE OF FUNDS

Funds will be used but not limited to:

- Grow development team and build infrastructure for Colizeum
- Marketing and Strategic partnership
- Security, Legal and Compliance Expenses
- General and Administrative Expenses

	In Tokens	in %	Initial Unlock %	In Tokens	Cliff (Months)	Vesting (Months)
<b>Seed Round</b>	60,000,000	6.000%	5.00%	3,000,000	3	18
<b>Private Round</b>	130,000,000	13.000%	7.50%	9,750,000	3	18
<b>Private Strategic Round</b>	50,000,000	5.000%	10.00%	5,000,000	3	18
<b>Public Sale</b>	13,500,000	1.350%	25.00%	3,375,000	3	3
<b>Team</b>	190,000,000	19.000%	1.75%	3,325,000	3	21
<b>Strategic Partnerships</b>	150,000,000	15.000%	1.75%	2,625,000	0	24
<b>Marketing Treasury</b>	70,000,000	7.000%	0.00%	0	1	23
<b>Token Liquidity</b>	50,000,000	5.000%	35.00%	17,500,000	1	6
<b>DAO fund</b>	50,000,000	5.000%	0.00%	0	12	36
<b>Community incentives</b>	100,000,000	10.000%	3.00%	3,000,000	0	36
<b>Liquidity mining</b>	50,000,000	5.000%	3.00%	1,500,000	0	12
<b>In-game reward program</b>	86,500,000	8.650%	3.00%	2,595,000	0	48
	1,000,000,000	100.0%	5.17%	51,670,000		

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