



The Web3 Game Changer

Whitepaper

Abstract

Akedo is an independent game discovery and play platform that provides an ad-free gaming environment, with games that are listed based on quality above all else. The monopolization of app stores has sacrificed quality and originality in gaming, while prioritizing games that are full of advertisements and aligned with a platform's profitability strategy. Akedo enables game developers to monetize their games through micropayments paid by users instead of relying on revenue from in-game advertisements. Gamers are free to discover a wide variety of quality games that offer exciting and creative playing experiences, rather than those from publishers with the highest marketing and advertising budgets. Akedo also offers innovative developments that include exceptional device interoperability that allows users to seamlessly jump from mobile to desktop and back, even in the middle of a game.

Contents

Executive Summary

Opportunity and Challenge

- Player Experience and App Stores
- The Advertising Model and the Global Economy

Solution: Akedo Gaming Platform

- Akedo Arcade
- Game Library
- Mobile-to-Desktop
- Game Developer Console
- Automated Wallet and Seamless Web3 Onboarding
- Tournaments and Promotional Tools
- Akedo Social Features
- Akedo DAO Community Fund

Business Model

- Target Market

AKEDO Token

Company

Team

- Mike Coral, Co-CEO
- Dekel Boni, Co-CEO
- Yaniv Basil, CTO
- Kfir Goldman, Platform GM

Roadmap

Disclaimer

Executive Summary

The Akedo gaming platform provides an ad-free gaming environment to players worldwide, offering a diverse catalog of games from independent and small game developers. By breaking out of the monopoly power of the two major app stores, game developers can launch more creative and niche games, and games for markets that are of lesser interest to advertisers. By leveraging blockchain to accept micropayments, Akedo is able to enter markets that have been neglected by the big platforms, game studios, and publishers, leaving a market of billions of users in Asia, Africa, and Latin America.

By games that are mobile first and charge micropayments for participation, in-game purchases and subscriptions, Akedo is able to focus on the needs of the game developers and dramatically increase the variety and quality of games provided to the players. Because Akedo is not driven by advertising revenue, the platform can focus on players' desires and preferences.

By leveraging Web3 to enable micropayments, Akedo introduces a business model where game developers can charge prices that are affordable to gamers anywhere in the world. Rather than abiding by the app stores' \$99 minimum, game developers on Akedo can charge as little as \$5 for level-ups, in-game items, and subscriptions. Gamers will pay for quality as long as it is within their budget, as Akedo allows game developers to set up payments that are affordable to gamers in any market.

Akedo's founders include seasoned professionals with extensive experience in game development, cryptocurrency, and advertising. The team has already launched the first iteration of the platform with a wide range of games, an in-platform vAKEDO Token, a developer console and SDK (Software Development Kit) that allows developers to easily onboard their existing games to Akedo and replace their in-game advertisements with Akedo's micropayment model.

Akedo will launch its own cryptocurrency, AKEDO Token, which will serve as a payment method for in-game purchases and subscriptions, rewards, and payments to game developers, among other functions within the Akedo ecosystem. Game developers wishing to get paid in fiat currency (USD) will be charged a low 10% fee, while those who accept payments in AKEDO tokens will be charged a mere 5% fee. Compared to the 30% revenue sharing models on today's app stores, Akedo's revenue share provides a dramatically more appealing model to game developers worldwide.

Opportunity and Challenge

Gaming is a massive global industry, but access to games is mediated by a small number of powerful gatekeepers. For serious gamers, the gatekeepers are centered around the consoles and large game publishers. For mobile gamers, the gatekeepers are the app stores which implement algorithms that presumably help users discover the best games but, in actuality, appear to prioritize the games that most benefit the stores' holders— games with large advertising spends and large in-game revenues that are shared with the app stores.

The biggest Web2 app stores are run by the two dominant mobile operating system providers: Apple and Google. The near-monopolistic power of these two corporations means that they control the ability of game developers to reach their audiences. With more than 50% of discovery happening through these app stores, a top listing means a significant competitive advantage.

Google and Apple exploit this opportunity through a variety of tools that give priority to games with higher advertising budgets and larger in-game advertising revenues. To exacerbate the problem, these large companies have the ability to acquire any mobile game that performs well in their stores, further concentrating the power in their own hands and forcing users into a narrow catalog of games that are considered popular.

Similarly, monopoly power allows app stores to charge high fees to game developers and publishers. Both Google and Apple take a standard fee of 30% of revenues, with Microsoft and Amazon following suit on their app marketplaces. The pricing is so unfair that, in 2021, Epic Games took Apple to court for their exorbitant fees, claiming they are acting as a monopoly.

Player experience and app stores

App stores should be serving the users and players but, in fact, the app stores do not have players in mind. App stores are unconcerned with game quality and variety, because their prime incentive is to promote games that are addictive, have big ad spends, and more in-game advertising opportunities.

One of the dominant models for games has been in-game advertising, which is particularly insidious for young people playing games. Advertising to children has always been controversial, but game developers and publishers have not hesitated to leverage advertising to audiences of all ages. Gamers do not want in-game ads but, as ads have come to dominate the industry, gamers are left without options for ad-free experiences.

¹Google Play Store and Apple App Store fees, (+12 other stores), Grete Ling, AppRadar, February 2021.
<https://appradar.com/blog/google-play-apple-app-store-fees>

²Apple's 'walled garden' faces Epic attack in app store trial, Michael Liedke, Associated Press, May 2021.
<https://apnews.com/article/apple-epic-app-store-trial-c8acede2ad74d0b996e1b398351d52a3>

As a result of the heavy focus on advertising, gamers themselves are regarded simply as a source of income, rather than essential participants in the gaming economy. The purpose of the app stores has been to “own the user” and to make games “sticky” and addictive. Rather than regarding players as valuable participants in the ecosystem, the advertising model views them simply as consumers. A Web3 participatory model can open up a variety of ways for collaboration between game developers and the players who love playing their games.

The Advertising Model and The Global Economy

With advertising as a primary revenue driver for games, one unintended consequence is that the majority of the world’s population is ignored by the app stores and gaming platforms. Advertisers are unable to make money from people in developing countries, speakers of languages that aren’t widely spoken, and other populations that can’t generate advertising revenue.

Ignoring these markets has left an expansive gap where an untapped population of gamers—and game developers—represents an opportunity for alternative business models to advertising. Looking at the top 10 gaming markets, China and the US are at the top, with Brazil ranking at number 10 to be the only other country in the global South to make the list. This represents a massive market that, up to this point, has been ignored and underserved.

Micropayments of less than a dollar have been disregarded by mainstream business models. However, those payments can now be harnessed through low-cost cryptocurrency transactions, vitalizing an industry that can fund a robust game development and app store infrastructure.

Most of this audience is mobile-first, which means that games developed for these markets may vary in their orientation and gameplay from those developed in high-bandwidth locations. Providing a fair and free game store with built-in micropayments will level a new playing field where creative game developers from anywhere in the world can penetrate their desired markets.

³Game Apps Are the Latest Battleground in Child Advertising, Hal Conik, American Marketing Association, February 2019. <https://www.ama.org/marketing-news/game-apps-are-the-latest-battleground-in-child-advertising/>

⁴Top 10 Countries/Markets by Game Revenue. <https://newzoo.com/insights/rankings/top-10-countries-by-game-revenues>

Solution: Akedo Gaming Platform

Akedo is committed to providing a gaming ecosystem that offers talented developers a platform to reach passionate gamers who seek higher quality, creativity, and variety in the games they play. Akedo is an instant-play platform where users access secure web-based play without downloads, using any device with a web-browser (including mobile devices).

All games listed on Akedo will be ad-free, enhancing the user experience and enabling developers to rely on micropayments in the form of participation fees and in-game purchases that are affordable to players anywhere in the world. To achieve this, developers simply replace the Ad SDKs in their games with Akedo's SDK (Software Development Kit). The Akedo SDK provides tools to replace ad revenue and leverage micropayments made possible by digital currency. Games continue to function exactly as before, with no need for developers to rebuild their games on blockchain infrastructure or integrate any other Web3 functions.

Akedo is founded on the concept that people pay for high-quality experiences in accordance with their budget. High-quality games can be profitable on a paid basis, and the best developers and publishers will benefit more from a meritocracy than from a system in which advertising dollars are more important than game quality. Because an important foundation of the gaming market is the game developer, Akedo provides a merit-based platform that encourages developers' creativity and enables developers to directly reach their players without the intervention of middlemen who have conflicts of interest.

Akedo is focused on markets that have been neglected by advertisement-heavy app stores and platforms, starting in Southeast Asia and moving to Africa and South America. Akedo is positioned to penetrate these emerging markets by supplementing current advertising models with in-game micropayments that are accessible to global demographics. Akedo will leverage the blockchain to allow in-game micropayments that cost mere pennies, rather than requiring game developers to set their in-game payment minimums at \$1, enabling batch transactions that render transaction fees insignificant. Cryptocurrency transactions incur small fees for the security of the blockchain network and, by batching transactions together, Akedo reduces the fees even further.

Today's in-game payment models depend on a small percentage of players making purchases for in-game assets, level-ups, and subscriptions. Rather than expecting only a small percentage of players to pay, Akedo lowers the price of engagement to be inclusive of global users who will now be able to afford micropayments in the form of in-game purchases and subscriptions. By providing these low-cost micropayments for entire demographics of players, developers will be able to

maximize their reach as well as their profits. This alternative to today's model enables people in low-income economies to become paying customers. Likewise, game developers in those economies can launch a variety of games targeting those gamers, in their own languages, designed for local tastes, knowing that they can charge fair and accessible prices for their target audience.

Leveraging the capabilities of cryptocurrency allows game developers to create legitimate business models that don't interfere with the gameplay experience. By circumventing the centralized power of the major app stores, Akedo is able to provide a platform for independent developers and game lovers who are fed up with the limitations of the existing game selections.

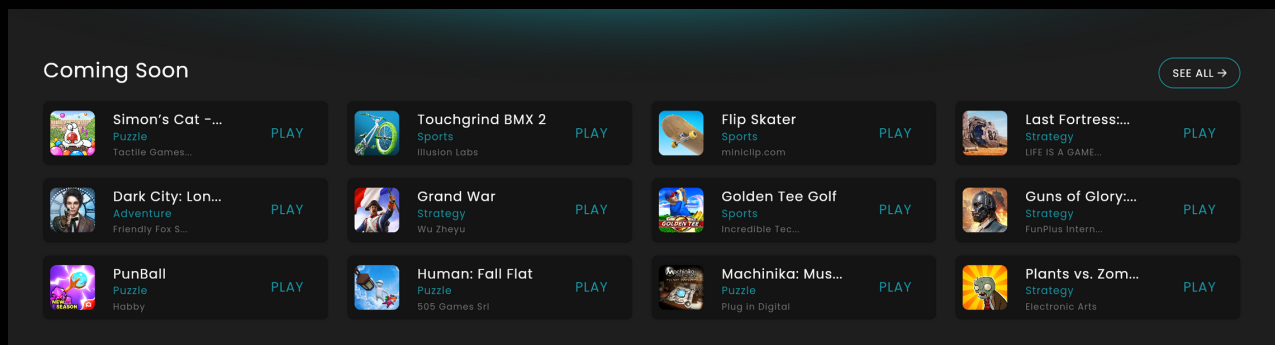
Akedo is launching with a versatile catalog of games developed by partners, as well as on-platform AKEDO tokens that are distributed as daily rewards and also available for direct purchase on Akedo's platform. The on-platform AKEDO cryptocurrency serves as the basis for micropayments that support the ecosystem's economy.

The Akedo platform includes:

- Akedo Arcade
- Game Library
- Mobile-to-Desktop In-Game Transition
- Curated Games and Developers
- Game Developer Console
- Automated Web3 Wallet
- Game Partnerships
- Tournaments and Promotional Tools

Akedo earns its revenue from a comparatively low cost revenue-share model, while providing a seamless payment format using AKEDO Token that enables complete transparency and instant payouts for both game developers and Akedo. When game developers receive payments in AKEDO tokens, they will receive payouts instantly with a 5% revenue-share deducted automatically. For developers who prefer transactions and payouts in fiat (USD) only, the revenue-share will only be 10%.

Akedo Arcade



Akedo centers around the arcade, where gamers discover and play instant-play games published on the platform. The arcade is built with the mobile user in mind to provide web-based play that doesn't require players to download games and use storage on their devices. This instant-play experience is more secure and caters to today's market by overcoming the limitations of storage and computation power on players' devices.

In designing the arcade, Akedo puts the gamer first by providing an ad-free environment. Because all games on the Akedo platform are completely ad-free, the best games will naturally become more popular, and niche games will find their audience.

Sign-up for the Akedo arcade can be performed with email, social media logins, or connection with a supported digital wallet (Metamask, Solflare, Ledger, etc), all of which result in the automated creation of a unique and customizable User Profile. By enabling sign-up with email and social logins, Akedo remains accessible and user-friendly to non-crypto users while still auto-generating a Torus wallet for them that safely stores their AKEDO tokens and other cryptocurrencies. Players' private keys and login details are stored locally in their browsers, making their Torus wallets linked to their User Profiles accessible through the Akedo platform. As players accumulate more AKEDO tokens, they will be encouraged to open their own external wallet among the list of supported wallets and store their wallet's private keys securely.

Akedo provides each player a daily rewarded token allocation for gameplay, visible in their User Profiles. Some games and tournaments may offer other opportunities for players to earn AKEDO tokens. The daily token rewards will be based on a player's participation on the platform, including their time played, highscores, invitations to other players, among the various mechanisms to reward players for their participation in the ecosystem.

Beyond the daily token allocations, players can purchase packs of AKEDO tokens, similar to how people purchase tokens in a physical arcade. The token packs and pricing are designed for each market, so that people in countries with developing economies can purchase AKEDO Token packs and play games with costs that align with their economies.

The Akedo arcade has the look and feel of other app stores, one difference being that the underlying algorithm is formulated to prioritize the games that are truly the best, over those that make more revenue for the platform. Akedo is designed to deliver the absolute best value to gamers, with quality as the guiding principle.

Every player is different, with different tastes and different types of games they prefer to play. Akedo saves a player's history of played games under their User Profile to provide game recommendations to each player that they are likely to play based on their preference history and those of players with similar tastes. Players can customize their profiles to filter out content they might find objectionable, identify their language, or select the budget range they are willing to pay for games. To add variety, a "Random Game" feature allows them to discover hidden gems that are completely outside of their usual preferences.

Game Library

The Akedo game library includes games developed within the Akedo ecosystem, by partners and independent game developers. Upon launch, Akedo will feature a number of games from various developer partners. Games need to adhere to the community guidelines, ensuring a safe place where players are protected from gambling and casino-style games. Games that explicitly encourage violence or illegal activity are also banned.

To get listed in the game library, developers must remove all Ad SDKs from their games, integrate the Akedo SDK to implement micropayments into their games, and use Akedo's developer console to upload their games and make customizations. After SDK integration, the Akedo team reviews the game and code.

Once a developer's first game has been onboarded to the Akedo platform, they are able to publish more games through the developer console. Every game is reviewed for quality before publishing, and the Akedo team is committed to the rapid approval of games. Akedo vets each game developer prior to onboarding and fast-tracks those whose games are already well established on the App Store or Play Store, as well as those whose games have performed positively on the Akedo platform. This allows vetted developers to upload games without having to go through the arduous process often associated with listing games on other portals and app stores. Akedo's business is to host the best games and develop the platform to serve the interests of gamers and developers, first and foremost.

The Akedo roadmap is to include 200 games within two years, with half a million users, and up to 500 games and 2 million users in four years. This level of growth is profitable without being overly ambitious in today's market.

Mobile-to-Desktop

Much of the market targeted by Akedo is mobile first. Today, most people start using a mobile phone long before they have access to their own computer. The mobile-to-desktop feature allows for flawless transition from mobile to desktop and back, even in the middle of gameplay. Game developers can choose a lookalike interface for desktop and mobile, or develop their own adaptations for how they want it to look when players move from one format to the other. Akedo anticipates the development of numerous creative gameplay options that developers will adapt to this unique functionality.

Game Developer Console

Akedo places tremendous importance on independent and small game developers, providing robust support for developers on the platform. To ensure that developers can easily onboard their games onto the Akedo platform, Akedo has created an SDK that integrates micropayments into their games to replace their revenues from in-app advertisements. Developers are also granted access to various customization and administrative tools within the Akedo developer console.

Akedo's developer console gives developers freedom to set their own pricing for their games' participation fees, in-game purchases, and subscriptions. Developers whose games are already listed on Google's Play Store can export their existing lists of in-game items and prices from their Google Admin Consoles and import them directly into their Akedo developer console.

Additionally, Akedo's developer console grants developers full control over their billing and account administration, with dashboards to monitor their crypto and fiat payments. By using an integrated cryptocurrency like AKEDO Token, the platform leverages a transparent tracking and management system enabled by blockchain technology that avoids disputes over earnings and royalties, allowing game developers to easily view all transactions and track all sources of their revenue.

Commissions paid to Akedo are significantly lower than what game developers would pay other app stores, providing a competitive advantage for Akedo and a respectful revenue share that recognizes the crucial importance of developers in a gaming ecosystem. The 5%-10% revenue shares are the only costs to developers, with no additional listing or platform fees.

Akedo supports games built on Unity, and will expand support for other engines that are popular among developers. Akedo provides a Web3 infrastructure that is compatible with existing Web2 and mobile games, allowing them to run in a browser window without download.

The developer console provides a variety of tools for adding functionality specific to Web3, among the mobile-to-desktop functionality that is unique to the Akedo platform. For game developers and gamers alike, Akedo provides a smooth transition from Web2 to Web3, using the languages developers already know.

Developer tools also include Akedo SDK integration support, automated wallets, and community support forums. The Akedo team envisions adding a variety of educational resources for developers to upgrade their skills for Web3, allowing for a wider variety of Web3-enabled options and greater Web3 adoption. In offering an abundance of functionality enabled by Web3, Akedo aims to empower game developers to create unique experiences that were previously impossible in Web2.

The Akedo platform itself offers consolidated marketing among all game developers. The Akedo founders come from the advertising industry and are experts in bringing users on to a platform. Furthermore, every game developer is incentivised to use their own marketing and social media channels to promote the Akedo platform to their existing audiences, promoting that their games are now featured on Akedo. This collaborative model aligns the developers' interest to bring in and retain users within Akedo's arcade.

Automated Wallet and Seamless Web3 Onboarding

For users who don't have their own crypto wallet to connect to the platform, Akedo enables social logins for them to create an account and immediately get started playing games. No Akedo player will have to create their own self-custodial wallet if they don't want to. When players use their social media accounts to login, a personal wallet is auto-generated for them within the platform, alongside their unique User Profile. All new users arriving to the platform will have their own User Profile auto-generated for them upon first connection with their wallet, or first login with a social media account of their choice. As a user accumulates more tokens, Akedo will recommend and encourage users to educate themselves on self-custodial wallets so that they may migrate their assets to an external third-party wallet if they choose.

To maintain fast gameplay, Akedo locks the players' wallets while they are in-game and uses vAKEDO – an off-chain Web2 proxy token on-platform – to keep track of micropayments and in-game accruals or losses.

The Web3 economy has opened up markets for third-party creators to develop avatars, accessories, skins, pets, and other in-game items for the games they love. Akedo will support different types of marketplaces for these items.

Tournaments and Promotional Tools

Game developers will be able to leverage a number of features on the Akedo platform to promote their games and increase revenues. Akedo will feature tournaments, leaderboards, partnerships, and other mechanisms to increase engagement.

Akedo will provide a tournament builder within the developer console, with add-on modules and various customizations, making it easy for any game developer to launch and promote tournaments for their players. Akedo will also regularly host its own tournaments.

Akedo Social Features

Akedo allows players to link their various social media accounts through their User Profiles, enabling them to automatically post their scores and leaderboard statuses directly to their social channels. Future versions may have integrations between tournaments and social media platforms to allow people to watch competitions together and participate in other types of interactive social activities.

Towards the end of 2023, Akedo will integrate in-platform social chats that will enable players to connect with one another on the platform, recommend games, compare scores, and nurture community. The chat feature can accommodate various “clans” and clubs for players, teams, and games, fostering group activities for enhanced enjoyment and engagement within the platform.

In-platform social capabilities for the future can include sharing gameplay NFTs, tokens, etc., based on what game developers request for their games.

Akedo DAO Community Fund

In the future, Akedo will create a community fund for development, marketing, and other product features on the Akedo platform. Using standard DAO technology, the Akedo DAO will allow Akedo players to make proposals and decide how the community fund is spent.

Business Model

The Akedo business model provides game developers with three potential sources of revenue while receiving a revenue share of only 5% when developers accept payments in AKEDO, or 10% when developers accept payments in fiat (USD), from all game revenues. Developers can choose if they want to receive their payouts in fiat (USD), AKEDO Token, or a mix of the two. When developers accept payments in AKEDO Token, they receive on-chain payments instantly and the 5% revenue share is deducted automatically through smart contracts, eliminating the wait to get paid while upholding transparency with fully-traceable on-chain transactions. For developers who choose to receive their payments in fiat currency (USD), the payouts are calculated on a monthly basis and paid through bank transfer.

Three potential sources of revenue:

- In-game purchases: in-game items, level-ups, etc
- Participation fees: one-time payment for lifetime access
- Subscription fees

Game developers can choose the models they want to implement and customize differential pricing by location, and other types of pricing models, within their developer consoles. Akedo will gather information over time that tracks the success of these business models and publish reports for the developer community accordingly.

For players, one of the advantages of subscription models in Web3 is that renewal of their subscriptions needs to be approved manually, thus avoiding automatic recurring charges for subscriptions that they have stopped using.

All payments made by players on the platform for in-game purchases, subscriptions, and participation fees will be made in vAKEDO tokens, which can be purchased through the Akedo platform as token packs, even during game play.

Target Market

- First Wave: Tier 2&3 crypto-savvy markets (Asia, Africa, CIS, Turkey, LATAM)
- Second Wave: Tier 2&3 gaming markets (Asia, Africa, CIS, Turkey , LATAM)
- Third Wave: Gaming & Crypto markets in N. America and Western Europe

AKEDO Token

The AKEDO Token is a fungible, multi-chain utility token. AKEDO will be issued on Polygon and Binance (ERC-20 and BEP-20), with the potential for issuance on other blockchains as Akedo grows.

Initially, Akedo will go live with off-chain virtual Akedo tokens (vAKEDO) that can be purchased on the Akedo platform with existing online payment methods, including standard credit/debit card payments in USD, as well as with BNB (Binance), MATIC (Polygon), and AKEDO cryptocurrencies.

Upon the launch of AKEDO Token on-chain, holders of vAKEDO tokens will be distributed on-chain AKEDO tokens directly to their wallets. vAKEDO tokens will continue to be used in-game on the platform as a proxy payment for faster response times within the network.

AKEDO Token Supply: 2.5 Billion Tokens

- AKEDO Token Price: 0.05¢ per token
- Daily Issuance: 150-200 AKEDO tokens per player (\$5/player)
- AKEDO Token Reserves:
 - 60% Operations
 - 18% Rewards (6% per year over 4 years)
 - 12% Team

AKEDO tokens will not be sold in a pre-sale and will be listed on crypto exchanges for public sale at a standard sale price, with no special treatment or discounts for early acquisitions or speculative behaviors. The Akedo platform is funded by the founding investors. Private investors with interest can initiate direct contact with the Akedo team.

Additionally, AKEDO tokens are issued through the Akedo platform to the players and game developers.

AKEDO tokens can be used as bonuses to encourage certain kinds of participation within the Akedo ecosystem, and as rewards for an array of activities.

Company

Akedo was founded by a group of technology leaders and entrepreneurs with a history of founding multiple companies together. The team has successfully worked together for more than a decade, both in terms of delivering products and of founding profitable companies which have been acquired.

Team

Mike Coral, Co-CEO

Mike Coral is a blockchain investor and advisor, serving on projects such as Tezos and Block.one. His specialities include token distribution, exchange strategy, business development, and partnership management.

Dekel Boni, Co-CEO

Dekel Boni has founded multiple tech companies for consumer and B2B products, and has served as the CEO of Discover Tech for the past several years. Dekel has a proven track record of analyzing customer needs, defining solutions, driving development, and releasing software on time. His experience spans a variety of different technologies and scaling up solutions to global markets.

Yaniv Basil, CTO

Yaniv Basil brings more than 20 years of experience as a technology leader and R&D manager. His experience spans mobile development, web platforms, product assessment, client-side development, and scaling of software teams.

Kfir Goldman, Platform GM

Kfir is a full stack developer with more than a decade of experience developing mobile applications, consumer applications, and games.

Roadmap

	Mid Q1 2023	End of Q1 2023	Mid Q2 2023	Ens of Q3 2023
Phase	Go Live Alpha	Go Live Beta	CEX Trading	Social for All
Web3	3 Main Tokens	AKEDO Token & DEX	Up to 2 CEX	3 to 4 CEX
Platform	Mobile & Desktop	Airdrops & DEX Support	Tournaments	Cross- platform seasons, focus on communities
Game Developers	3-5	7	14	28
End-Users	20K	40K	80K	140K
Revenues	Less than \$1K	Less than \$3K	\$150K	\$200K

Disclaimer

This document does not constitute nor imply a prospectus of any sort. No wording contained herein should be construed as a solicitation for investment. Accordingly, this whitepaper does not pertain in any way to an offering of securities in any jurisdiction worldwide whatsoever. Rather, this whitepaper constitutes a technical description of the functionality of the Akedo Gaming Platform and the development and marketing of the Akedo solution.

Nothing in the Whitepaper or the Website constitutes any offer by the Foundation, the Distributor or Akedo team. Nothing contained in the Whitepaper or the Website is or may be relied upon as a promise, representation or undertaking as to the future performance of Akedo technology. Participation in token sales is limited to those who are in legal jurisdictions which allow such activity. Singapore and United States citizens and US persons are ineligible to participate in private and public token sales, as are other individuals who are legally forbidden from such activity by their countries of citizenship.



We play different

