



Spelled wrong, but done right!

# Market Overview

In 2017, the Global Video Games Market reached

**\$108.9 Billion USD**

**YoY growth of 7.8%**

The amount of gamers in the world reached a staggering

**2.2 Billion gamers**

\*New Zoo 2016-2020 Global Games Market

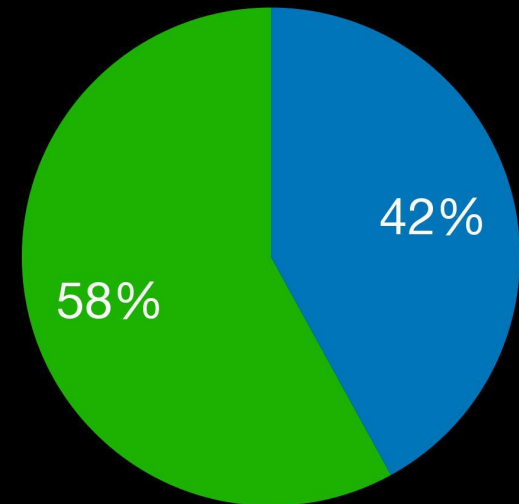
# Mobile Games

Mobile is the most lucrative segment of the overall market

 **19%**

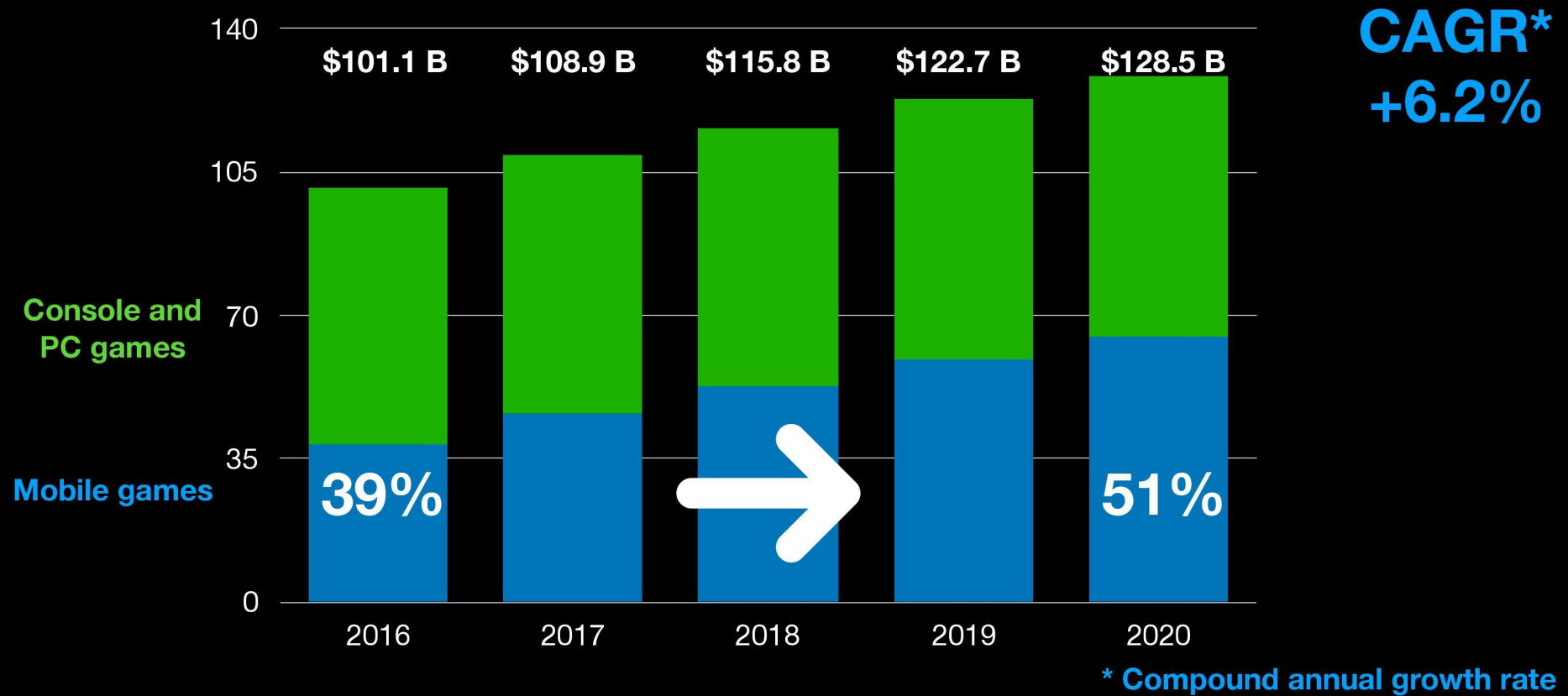
**YoY growth of the  
mobile games  
segment**

**\$46.1 Billion  
USD in 2017**

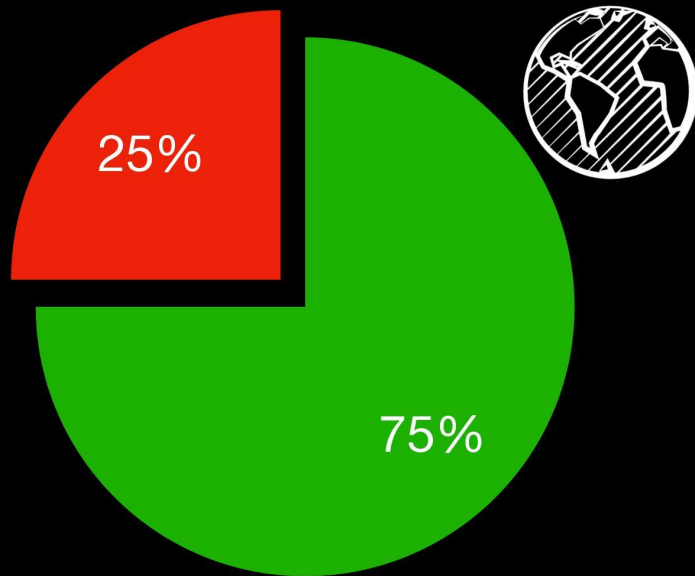


**42% of the overall  
market**

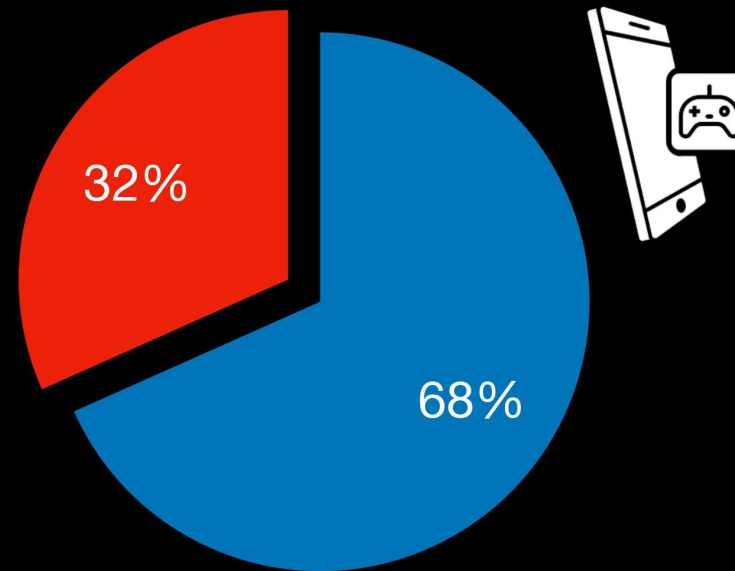
# Market Growth



# Mobile Games and China



**China alone is 25% of the global games market, while it garners 32% of the mobile game market.**

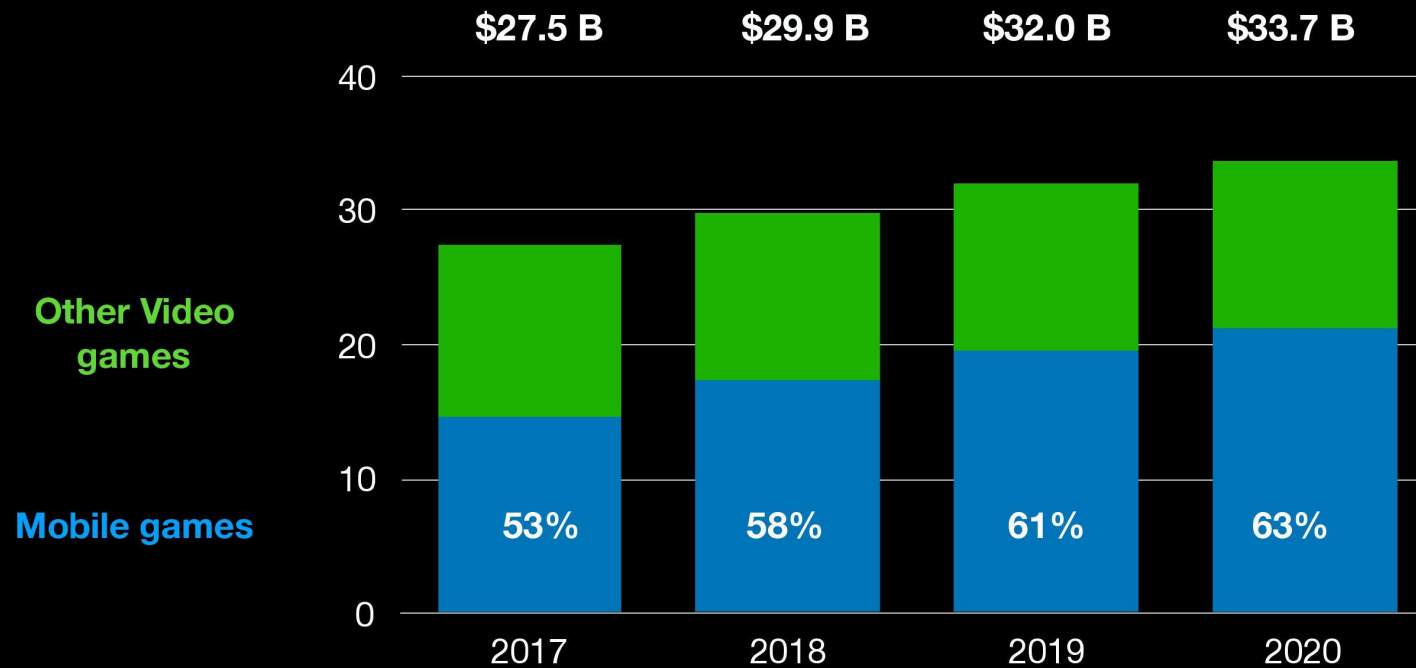


**China's market share of mobile games is \$14.6 B USD, while two companies alone make up for half that.**



**\$7.7 Billion**

# Mobile and China

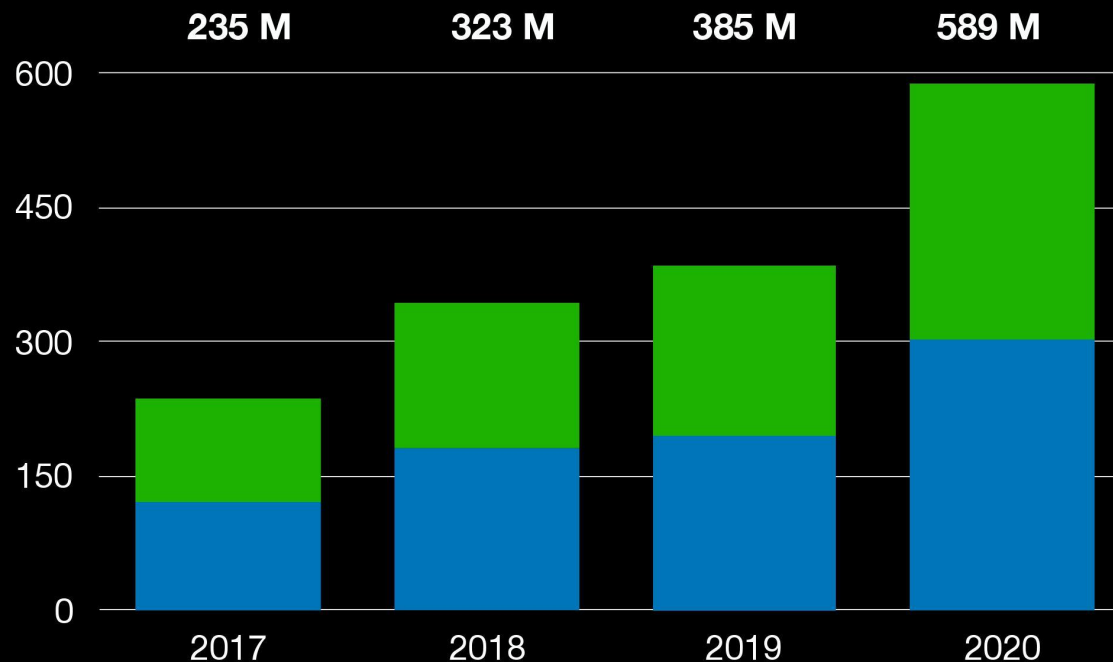


**China's mobile games growth will be an important focus point**

# eSports

eSports is still a very small market, but growing at a break-neck speed

Viewers



NBA Game 7 in 2017

**31 million  
viewers**

League of Legends  
Finals

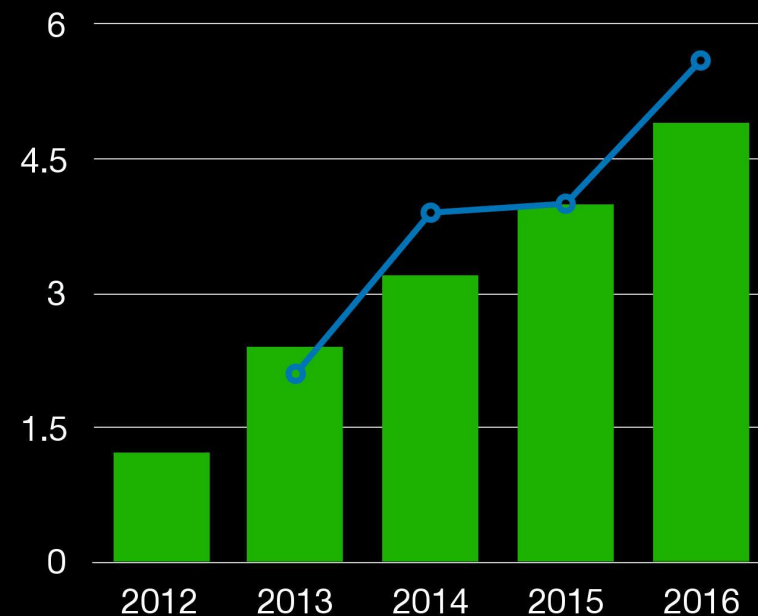
**43 million  
viewers**

# Where there are eyeballs...

- Twitch was founded in 2007
- Received a total of \$35 M in funding (2 rounds)
- Sold to Amazon in 2014

**\$970 M**

Twitch streamers make money through subscriptions  
Twitch takes a share of the profit

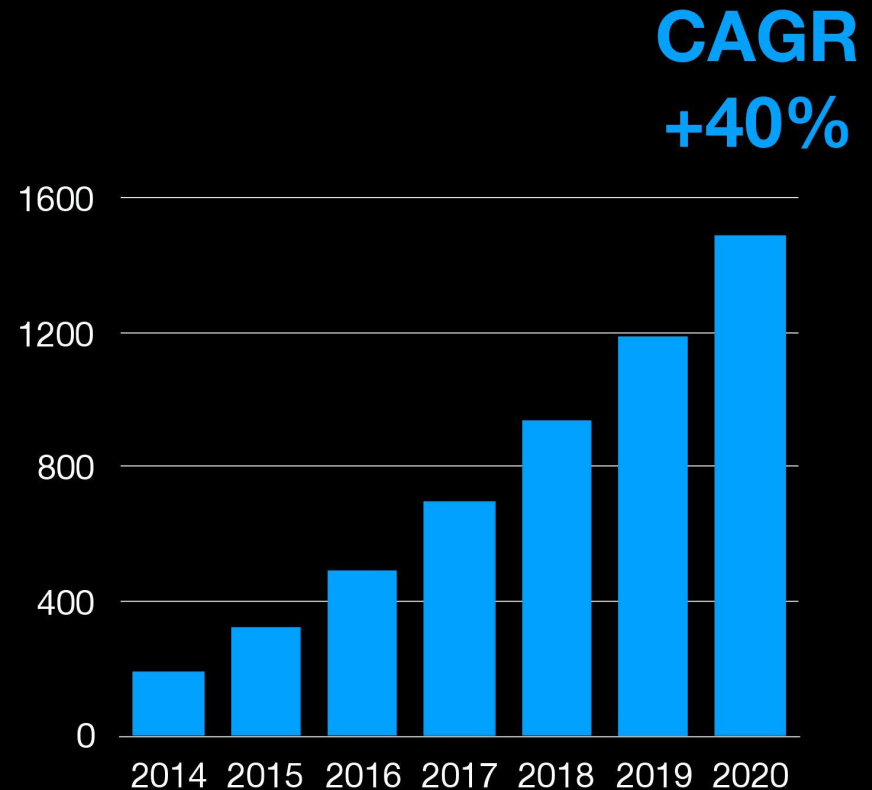


**Twitch Hours Streamed (Billions)**

**Unique Monthly Streamers (Millions)**

# eSport Revenue Growth

- Most of the money will come from Sponsorships and Advertising
- Betting, prize pools, tournaments, merchandise and ticket sales make up the rest
- Asia is at the top, followed by North America, then Europe
- Dun Rite Games will be eSports ready from the get!



# Virtual Goods

Virtual goods are **non-physical objects** and **money purchased** for use in online communities or video games. Digital goods, on the other hand, may be a broader category including digital books, music, and movies. Virtual goods are intangible by definition.

## Runescape

Runescape is a MMO released in 2001 by Jagex

Free-to-play game with advertising revenue

In 2008, Jagex earned

**\$30M**

while the Gold Blackmarket reached

**\$1B**

## World of Warcraft

WoW is another MMO by Blizzard

Subscription-based revenue plus expansions

From 2004 to 2016, total revenue was

**\$9.23B**

Gold blackmarket in 2009 was an estimated

**\$2B**

# Skins



**Free**



**\$37**

Vainglory, Character Taka

# Problem - Player-to-Player traditional transactions

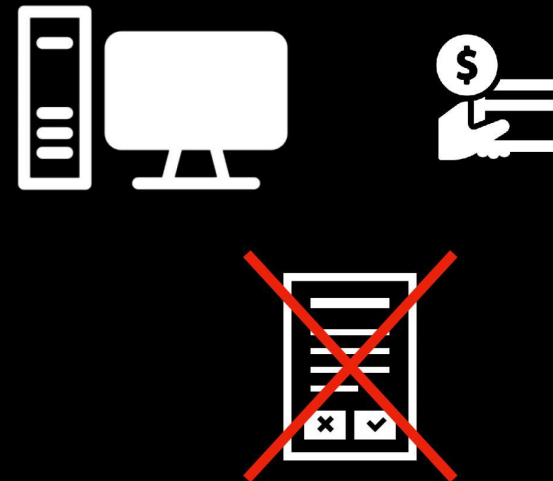


Th11 Clash Of Clans, (10.5), SOLID WALLS, BK35, AQ40, GW15, BH6, SuperCell ID  
Brand New  
**\$109.99**  
Buy It Now  
Free Shipping  
FAST 'N FREE  
Estimated Delivery Tue, Feb. 20

NEW LISTING: Max Th11 47/45/20 Clash Of Clans, Builder Base  
Brand New  
★★★★★ 24 product ratings  
**\$195.00**  
or Best Offer  
Free Shipping  
11 new & refurbished from \$30.00  
FAST 'N FREE  
Estimated Delivery Thu, Feb. 22

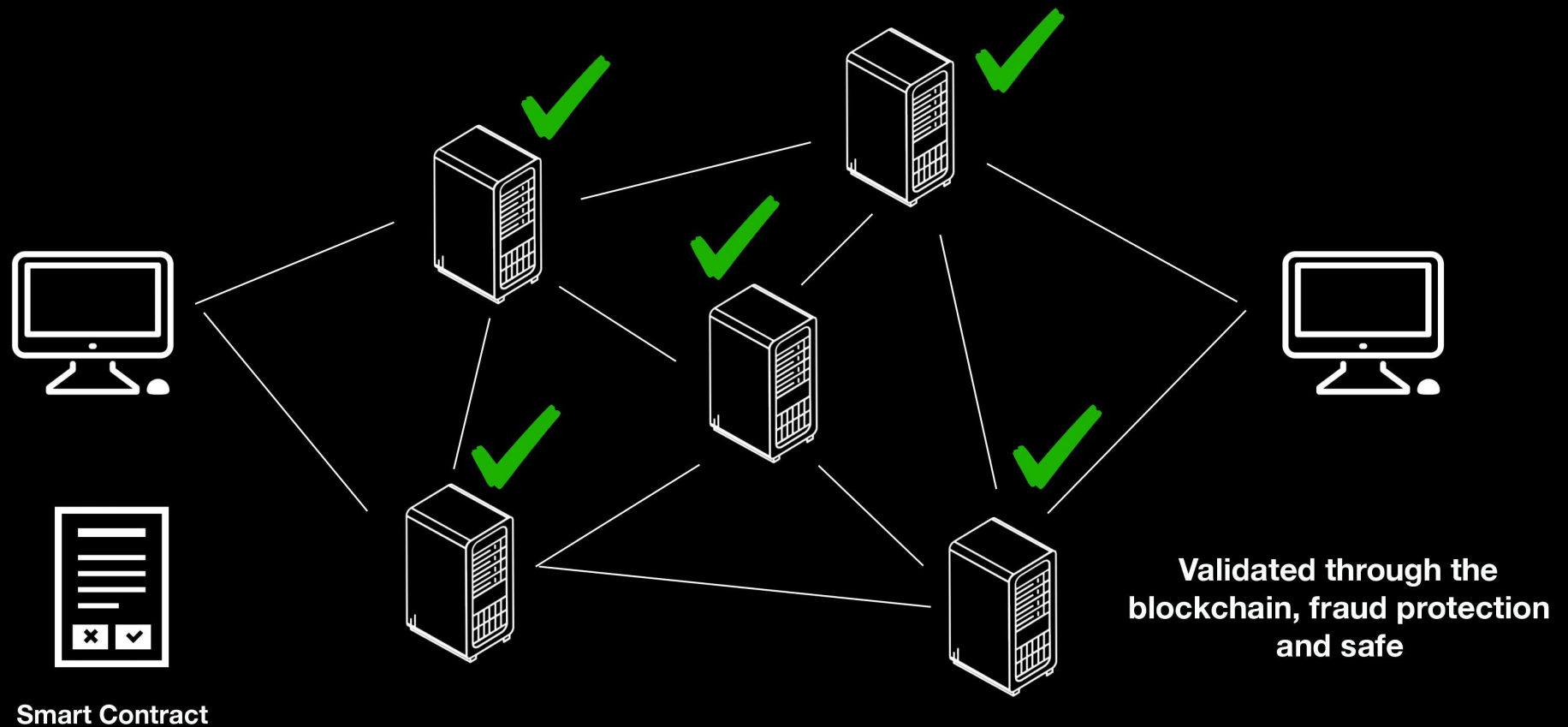
NEW LISTING: Clash of Clans TH 10 Level 141 ALMOST MAX | BK 14 / AQ 15 | CHAMPION LEAGUE  
Brand New  
**\$35.00**  
Buy It Now  
Free Shipping

NEW LISTING: Clash of clans Th11 MAXED  
Pre-Owned  
**\$125.00**  
0 bids  
23h left (Saturday, 9AM)  
**\$190.00**  
Buy It Now  
Free Shipping



No way to validate the transaction, usually against the Terms of Service of most game companies and filled with fraud.

# Our Solution - Blockchain transactions



# Dun Rite Games

Master Plan

# #bestgameever

- In a nutshell
  - Base building game
  - Tile-based
  - Free-to-play with monetization on convenience
  - Distinct game-modes
  - Skins and weapons
  - Balance and Matchmaking DUN RITE!!!!

**Name already chosen, and will be released during the crowd funding campaign.**

# Lore

The start of the game

**Extensive lore written, with  
expansion for more games  
already in place**

- **There is war in the land between three factions**
  - ➡ Always do the right thing, everything is for the greater good and done with morals in mind
  - ➡ Power at all cost, if it means innocents get hurt, so be it, they are unimportant in the grand scheme of things
  - ➡ Mercenaries, driven by money, not power.
- **War comes to you and you get to choose a side**

# Look and Feel



# Game mechanics

- Upgradable units, heroes and buildings (resource and defense)
- Time is the greatest resource
- Two main currencies inside the game
  - Diamonds (purchased through the AppStore or GooglePlay)
  - Gold for farming

# Game mechanics

Monetization \$\$\$

- Convenience with Diamonds - Upgrading takes time or a one-time purchase



4 days or 699 Diamonds

5 days or 799 Diamonds

6 days or 899 Diamonds

7 days or 999 Diamonds

# Skins



Included



Golden amour - \$1.99



Cyborg amour - \$4.99

**Skins and accounts will be owned by the player. Dun Rite will allow players to buy/sell/trade skins, accounts and in-game gold in the blockchain-enabled marketplace.**

# Funding, Team and Operational Plan

# Seed Round

- We can do a lot with little
  - Development is done cost-efficiently in Mexico
  - YouTubers and Streamers as a marketing avenue
  - Crowd Funding campaign to supplement the funds
  - ICO is a great option to raise additional funds

# Crowd Funding

- **Our idea is to create a solid reward system for backers**
  - Same amount of \$ for IGC, in our case, Diamonds
  - Open up private beta - \$100 to participate
  - Skins - Limited edition on several levels
    - OG backer skins level 1\* for \$10 each
    - OG backer skins level 2\* for \$50 each
    - 1000 OG backer skins level 3\* for \$100 each
    - 100 exclusive OG backer skins for \$1000 each
    - Hero modeled and named after the backer for \$10 000

**\*Skin level names to be defined**

# Why should you invest in Dun Rite?

- Never before seen game-modes
- eSports ready plus leagues and live events
- YouTuber and Streamer friendly, community first mindset
- World class development team at the Production Office in Cancun
- True ownership of accounts, skins and gold
- Virtual goods marketplace backed by crypto and blockchain



Thank you!

We appreciate your backing!



/OneHiveRaids



<http://dunritegames.gg>



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