

# 1UP LITEPAPER



COMPETE WIN EARN

Problems in DeFi.

- Lack of appeal to non-finance population
- Inability to capture large user base
- lack of marketing acumen
- Mostly pump and dump tokens
- NFTs have no utility

1UP is a platform that allows users to stake native tokens in order to participate in a gaming ecosystem. Our platform will begin rapidly developing clones of classic, retro games that are designed to draw in the largest possible user base and keep them playing. It is far easier to capture the public's imaginations with the simplicity and familiarity of the classic games that they know and love and that's exactly what our marketing blitz will do.

NFTs that had no profit potential beyond being novelties & collectibles will be actively utilized for profits and gaming. A massive segment of the population who were previously fearful, skeptical or altogether ignorant of the potentials of crypto will have the opportunity to see it with fresh eyes. And with our

user-friendly gaming platform, the opportunity for making gains in the NFT niche of DeFi is about to explode.

It is implicit in our mission that someone's first time using 1UP will also be their first time downloading or using Metamask. When it is time to cash out, it will likely be their first time using Uniswap. We aim to be a "soft introduction" to the DeFi space. Rather than having to persuade anyone to learn about crypto, we will gently push them in its direction and allow it to happen organically.

## **Why 2d games?**

"The Engagement Loop" is best known as the mental quirk that keeps you in front of a slot machine, but it's also what keeps you addicted to a game like Candy Crush. Essentially, "The Engagement Loop" happens when you're lulled into a state of near tranquility by doing the same thing over and over. This strategy is used by tech companies across the board and is one of the primary reasons for the success of platforms like Facebook & Instagram or games like CandyCrush.

The simplicity and low skills required to quickly pick up and play classic 2d games is what drew us to them in the first place. Simplicity is the key that unlocks the potential of 1up. On the users side, it eliminates the steep learning curve that new users are faced with in high-end, complicated games. On the developers side, it will allow us to rapidly deploy games at a low cost. And by allowing users to develop and release games, we aim to become the first major game store in crypto.

## ***Competition & Greed***

Competition encourages participation and it incentivizes users to buy and hold tokens. When you stake 1UP tokens, you can play and compete with people for

real money. The small world of DeFi is itself already a similar game or competition in which there are winners and losers with every transaction. 1UP and the introduction of gaming into DeFi is the natural next step.

In an industry that is motivated primarily by profits, greed is the unspoken driving force. We are gamifying something that is essentially already a game. Playing and competing for winnings in games on the 1UP platform is just a more direct way of scratching the same itch.

### ***Valuable NFTs***

Exclusive collectible art is cool, but art as merely a spectacle to trade back and forth is not going to make anyone very much money. But as creativity lends itself to innovation, NFT tokens are now proving themselves useful as potent game pieces — tools for profit. This puts the NFT in the unlikely position to be the missing link between the world of blockchain and the average consumer.

You're far more likely to invest in staking and minting NFTs if they can unlock the potential for revenue or flip your initial investment. With 1UP, NFTs get you power ups, % of earnings from game levels and % of profits from in-game purchases.

### ***Market***

In 2020 the mobile gaming industry alone is estimated to have generated \$77 billion in revenue. Puzzle, arcade, and action mobile games have 56.5%, 55.08%, and 34.19%, respectively. Worldwide there are over 2.4 billion mobile gamers. (that is over  $\frac{1}{4}$  of the world's population!) To capture only a fraction of 1% of those users would bring massive gains for a crypto token.

Our goal will be to onboard large numbers of social media users from platforms like Twitch and TikTok. We will expose them to a progressive, targeted media campaign. People entering DeFi at the same rate as they do mobile-gaming is unprecedented and so will be the profits.

### ***Gameplay Premise***

Play to win. Either in a Battle Royale match against 50-100 players for high stakes or in one-on-one with another user. The top 10 players always win tokens ranging from 2-10x.

### ***Initial Gameplay Modes***

The gameplay modes are just examples of what's possible. The entry fees can be customizable by users to cater to any type of player, from whales to little fishes.

### ***“Grab the Bag”***

EX: 100 Player battle royale match with a \$10 entry fee. Pool prize would be \$1,000. Top 10 surviving players earn \$100 each. In each game round, entry fees are split into 10 crypto bags. Every bag represents a 10x. Fight to grab the bag first while eliminating other players.

### ***“Speed Race”***

Attack and slow down the other players, Mario Kart style. Top ten to the finish line wins a 10x.

## ***Staking for NFTs***

### ***For Gamers***

Think of them as power ups that get you ahead in the competition. NFTs give you a 1up over others; DeFi gamified. NFTs don't just have utility, some give you the capability to make more money. For example, an ultra powerful game character that has boss like super powers allowing players to increase their chance of winning.

### ***For passive Investors***

*“Greed is good. Greed is right. Greed works. Greed clarifies, cuts through and captures the essence of our evolutionary spirit.” - Gordon Gecko*

Suppose you have a shiny, glittery unicorn in-game item worth \$10,000, placed randomly in one of the many game sessions. Greed pulls users in to want to play the game, like fish chasing bait. Investors can stake to earn premium NFTs that grant them a % of the items sale. Everytime one of these items is collected and sold, the NFT holder sits back, collecting his passive income.

Once players are exposed to the game level itself. The repetitive, addictive and challenging gameplay keeps traffic flowing through that particular level.

Premium NFTs will be launched that grant investors a % of revenue flowing through specific game levels. In the future, an SDK will be released, allowing developers to create and deploy their own custom made levels tied to NFTs they own.

# STAKING

## *Staking for Nfts*

When you stake 1UP or LP tokens, you earn EGGS in the form of points. You can only earn a certain amount of EGGS per day. Standard and premium NFTs will need a certain number of EGGS to mint and claim. It's simple. As the gaming ecosystem grows, we can release new NFTs as incentives to keep staking 1UP tokens. Once the Game Platform is launched, tiered staking packages will allow investors to earn a % of game revenue collected in the vault.

## Staking tiers for passive investors



### *Dry Bowser Pool*

- Stake 10+ 1UP tokens.
- Access to 15% of game revenue collected in the Vault.



### *Giga Bowser Pool - 1UP/ETH*

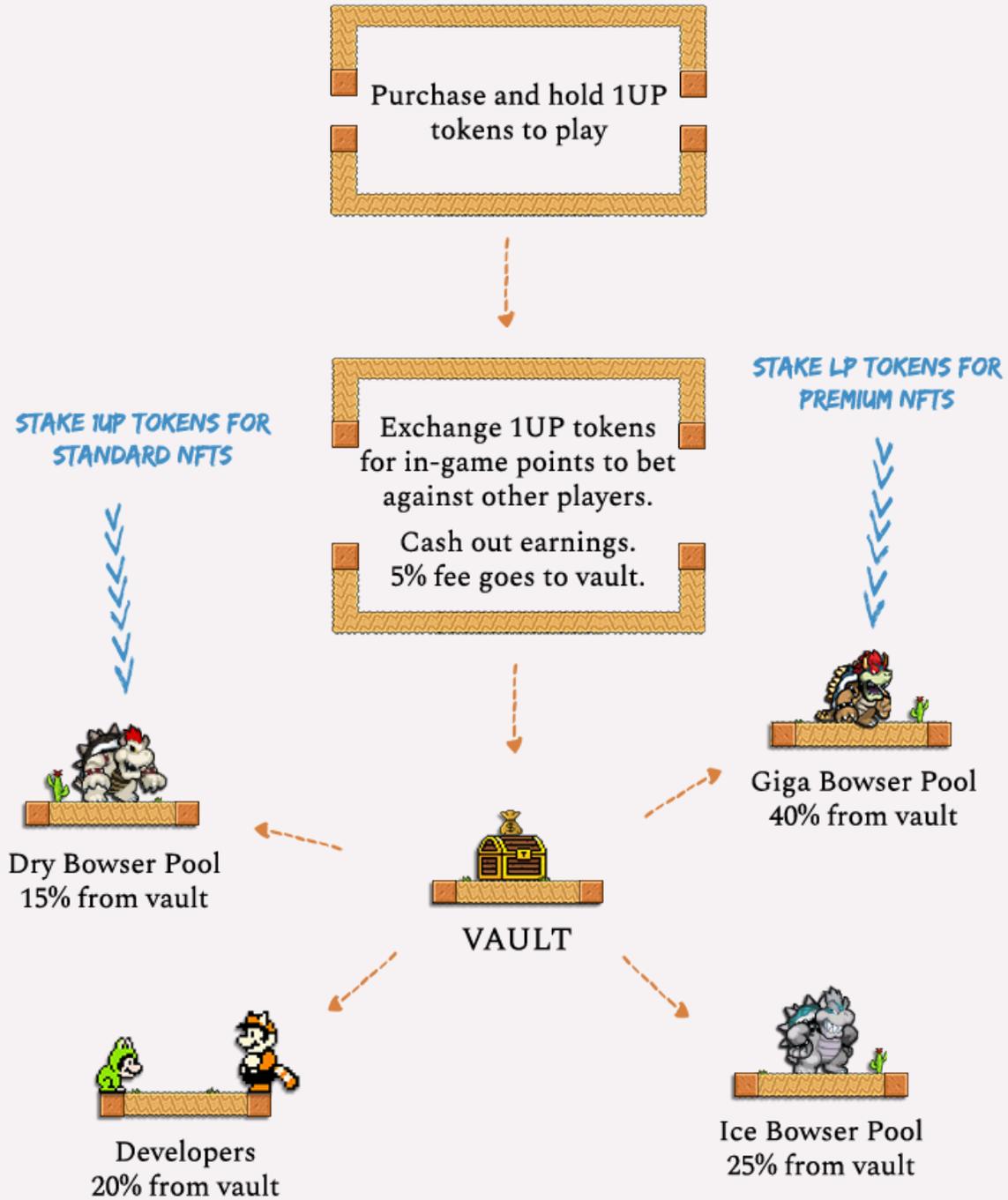
- Stake LP tokens.
- Access to 40% of game revenue collected in the Vault.
- Exclusive access to Rare NFT sales.
- Access to beta programs.
- First to access Game level Auctions and Sale



### *Ice Bowser Pool*

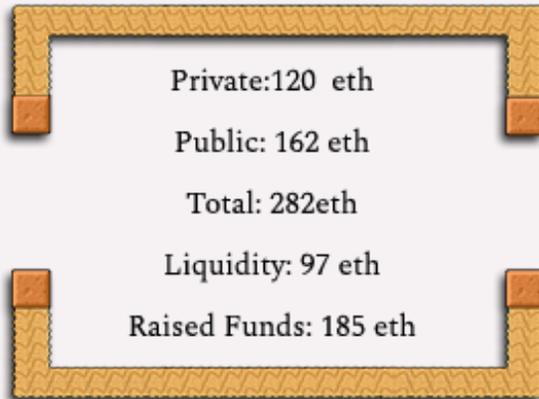
- Stake 20+ 1UP tokens.
- Access to 25% of game revenue collected in the Vault.
- Exclusive access to Rare NFT sales.
- Access to beta programs.

# FEE STRUCTURE



# TOKEN SALE

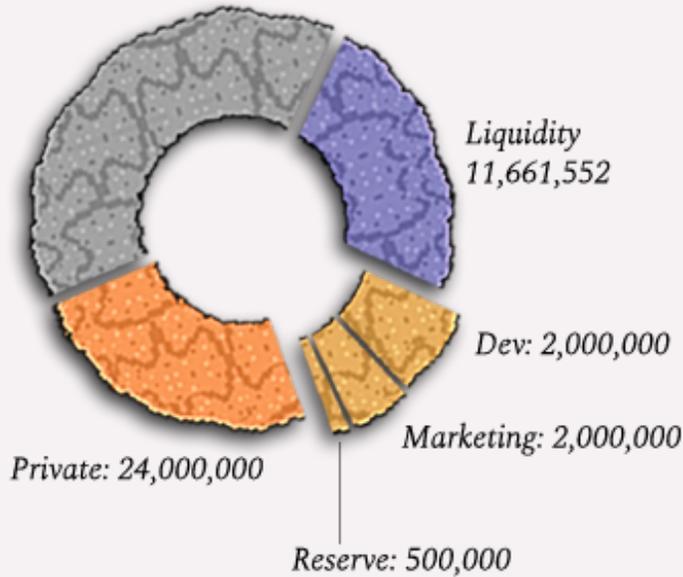
## FUNDRAISE



## PRICES



Public: 24,524,072



## VESTING



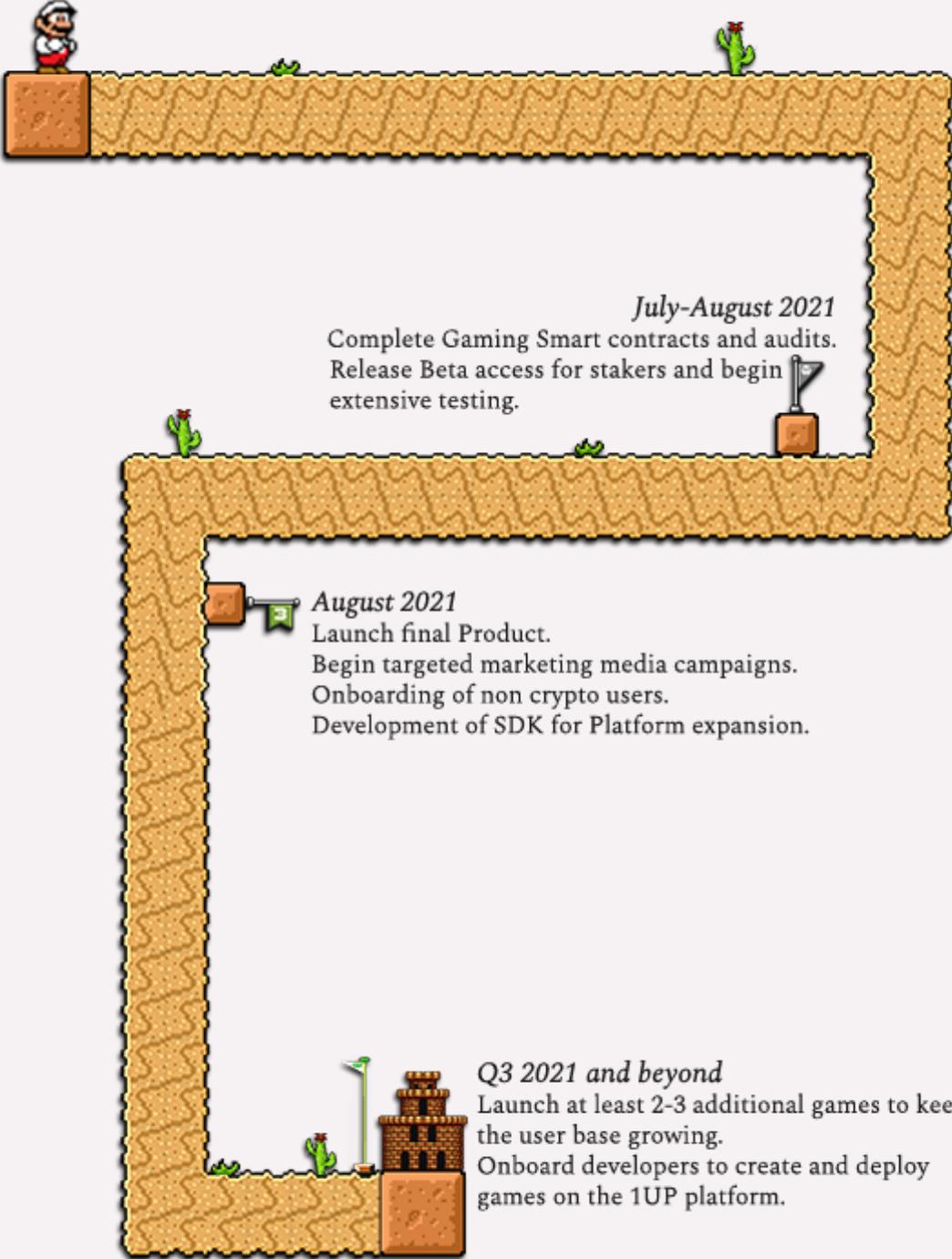
Total Supply : 64,685,624 tokens

Tokens Circulating at TGE = 15,862,036

# PRODUCT ROADMAP

*June-July 2021*

Complete 1UP/LP staking contracts and audits.



# USER ONBOARDING

Crypto is all math and finance, meh. It bores the hell out of most gamers. Our formula is a simple one. Targeted marketing to Twitch streamers, youtube gamers and TikTok users. We don't sell them on crypto, we sell them on the idea that they will earn doing what they already do. Many of them already have large existing gaming fanbases.

Our focus is to create powerful marketing content that specifically targets streamers and gamers who are already looking for other sources of revenue. The competitive games draw them in, greed will keep them coming back & the gains are inevitable.

There has not yet been a significant media campaign effort directed at a new market for the crypto space. Gamers are the perfect target market, because the learning curve is not an issue. We will bring gamers into DeFi.