



PLANET

DIGITAL PARTNERS

**VIDEO GAME
PRIVATE PLACEMENT**

DIGITAL SECURITY OFFERING



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This whitepaper constitutes a technical description of the business purpose, function, and financial value of the Planet Digital Partners (PDP) participatory and collaborative video game marketplace, the creation and promotion of The Rocket Token™ (RKT), and the business purpose, function, and financial and social value of PDP's platform for gamers, developers, and platform operators.

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WHO IS PDP?

Planet Digital Partners (PDP) represents an all-star team of video game industry leaders including the former PlayStation Europe President, the founder of Take 2/Grand Theft Auto, and hit-maker studios like Saber Interactive - the developer of Halo, Quake, and NBA Playgrounds. With incredible brands including Bass Pro, Cabela's, and Cooking Mama, PDP is positioned to develop a portfolio of games that will deliver incredible consumer experiences and outstanding sales results.

PDP is a new organization staffed by highly successful industry veterans designed to bring compelling video games to the marketplace, both physically and digitally. Today's video game market is dominated by large, public publishing organizations. These large organizations dominate the landscape by focusing on big budget productions and brands. As a result, high-quality games produced by numerous game developers are not given an opportunity to come to market with the distribution and marketing support they deserve.

PDP is proposing an investment opportunity in a portfolio of high quality video games on PlayStation 4, Xbox One, Nintendo Switch, PC and Mobile platforms with development, marketing, and manufacturing funded by a Private Placement Digital Security Offering.

The games from development partners with a pedigree for making hit games, offer an exciting game portfolio investment with a new liquidity feature expected to be available in 2019.

By aggregating multiple games from multiple, proven development partners and funding them through our Rocket Token™ (RKT), Planet Digital Partners will create a catalog of high-quality, innovative gaming experiences and capture a segment of the video game market that is currently under-utilized.

The team at Planet Digital Partners (PDP) is uniquely positioned and has built the entire network that is needed to bring this concept to action and success. The relationships with highly successful developers who can bring forth compelling games are secure. The partnerships with the platform providers at Sony, Microsoft, and Nintendo are in place. The strategic partnership with a global physical and digital distribution partner who can optimize the sales channel is complete. The next step is to bring the PDP opportunity to the investment community.

The following Business Plan outlines further our vision and the opportunity that we believe the Rocket Token™ (RKT) will represent.

EXECUTIVE SUMMARY

CONNECTED LEADERSHIP

The executive leadership team at PDP has deep experience and success in the video game sector. As such, the team is well-positioned to render assessments regarding particular game opportunities. Equally important, the team's extensive connections position PDP to create highly competitive and compelling content.

The PDP executives and advisors bring decades of combined management and sales experience in the video game industry. PDP's management and advisors have worked with companies that have achieved billions of dollars in sales across multiple franchises, including Guitar Hero, Grand Theft Auto, Gran Turismo, NBA2K, and many others. The track record of the PDP team is hard to match anywhere in the video game industry. That success has the opportunity to grow exponentially in PDP's current venture in the console and mobile game world. (See [Team and Advisors](#).)



A PROSPERING INDUSTRY

The video game industry is booming. Worldwide, console-based, PC and mobile video games represent a \$135 billion business.¹ Newzoo, a leading market consulting firm, projects the global games market for all platforms to grow at a CAGR of +11%. New products and technologies are increasing revenues steadily, year by year. What's more, opportunities for monetization are growing constantly within the market. Projections are that global video game revenues could exceed \$180BB by 2021. Public Game Company Stocks – such as Take Two (TTWO) are experiencing record highs and dividends to shareholders.

FACING CHALLENGE

Despite the game industry's rapid growth, there are segments of the development sector that encounter considerable difficulty attracting investment. This problem stems largely from the way the industry has consolidated and organized itself in recent years.

Video game publishers and holding companies like Take Two Interactive (T2), Electronic Arts, Activision, and Ubisoft are billion-dollar organizations. These companies have, over the past years, witnessed explosive growth. As such, these companies aim to develop franchises able to achieve a minimum of \$250 million in a single release. That figure represents sales of about 6 million game units, including downloads, installs, and plays. Accordingly, the game publishing behemoths focus on funding mega-franchises that can generate at least 5 million "hits."

COMPETITIVE ADVANTAGE

PDP is targeting game development budgets in the \$2-10 million "sweet spot." PDP's approach stands in contrast to the \$100 million+ budgets of the gaming giants. If fully funded, the PDP Private Placement DSO will support the creation of up to ten games on multiple video platforms. Thus, PDP's business strategy addresses the operational needs of traditionally independent game development, while providing commercial opportunities for investors. Important to note is the minimal correlation between a game's development cost and its commercial success. Why the seeming contradiction? Because consumers will reward a great game irrespective of what it cost to develop!

LEGAL COMPLIANCE

A Private Placement Offering Memorandum will address all legal aspects of the PDP Private Placement DSO.

¹ Wijman, Tom. "Mobile Revenues Account for More Than 50% of the Global Games Market as It Reaches \$137.9 Billion in 2018." NewZoo, <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>



DSO HIGHLIGHTS

Planet Digital Partners (PDP) intends to create a business opportunity through a Private Placement Digital Security Offering (DSO) in the video game industry. PDP offers its investors the ability to participate in a high-growth industry at the ground-level which is otherwise very difficult to access. PDP is the first known Private Placement DSO that will use proceeds to create a portfolio of games covering all major game platforms.

- \$38 million raise
- Timing set for January 2019
- Up to 10 games from top game development studios releasing 2019-2022
- Known brands including Bass Pro Shops, Cooking Mama and Cabela's
- Preferential Investor recoupment based on 80% of profits until recovery of investment; 40% recoupment thereafter
- 5% share of sequel game profits thru 2025
- Liquidity potential via DSO exchanges expected in 2019

FINANCIAL ROUNDUP

Through the Rocket Token™ (RKT), investors will participate in the value created by the PDP portfolio of games. PDP structure will be built in favor of the investors with the majority of Net Profits set to flow back to token holders.

- PDP will create a total of 50,000,000 RKT™ tokens, implemented as an ERC-20 smart contract on the Ethereum blockchain.
- PDP intends to sell 38,000,000 RKT™ tokens in its Private Placement DSO.
- PDP will distribute up to 12,000,000 RKT™ tokens to the PDP team, advisors, vendors, and others.
- Hard cap is set at the 50,000,000 (fifty million) token level.
- PDP will allocate proceeds from the Private Placement DSO to a variety of purposes. These will include game development and marketing efforts.
- At the conclusion of the Private Placement DSO, PDP will reduce risk by maintaining proceeds from the DSO in USD (or USD equivalent).

DISTRIBUTION OF FUNDS

The following figures represent a structure for how PDP plans to use Private Placement DSO-generated funds. Final percentages will depend on the amount generated in the Private Placement DSO. (See [Token Distribution](#).)

- Game development: 60%
- Marketing: 15%
- Manufacturing: 5%
- SG+A 20%

MISSION

PDP will create revenue opportunities in video game publishing on PlayStation 4, Xbox One, Nintendo Switch, PC, mobile games and future game platforms in association with Planet Entertainment, a game publisher licensed by PlayStation, Xbox and Nintendo Switch. (See Page 19) PDP will incorporate world-class game brands via licensing and contract with game development studios to create a series of highly competitive world class games for consumer distribution worldwide.



PDP OPPORTUNITY STATEMENT

As stated, PDP will focus its efforts on creating a portfolio of games within the under-utilized segment of the video game industry's development sector. The opportunity for investors lies in this unique, ground-level access to the video game market and having interests in multiple, innovative content offerings. Three key points distinguish PDP as a potentially profitable and attractive commercial opportunity:

- Through its relationship with Planet Entertainment and business relationships of its principals, PDP has access to world class Game Development Studios as its partners. These include industry leaders like Saber Interactive, Planet Entertainment, and others.
- Through its relationship with Planet Entertainment and business relationships of its principals, PDP has access to proven brands and franchises including the popular and successful Cooking Mama, Bass Pro The Strike, Godzilla, and Cabela's The Hunt.
- PDP is introducing a preferred ("Pref") security token. Through this token, investors will have the opportunity to recoup 100% of their investment from a distribution of 80% of net margin generated by the Company.

*Please review our Private Placement Memorandum for an in-depth explanation of the preferred investment recoupment rights provided to our token holders. All investments, including ours, involve a high degree of risk. The risk factors found in our Private Placement Memorandum should be reviewed carefully before deciding to purchase our token. We will be selling our token to accredited U.S. investors (Reg D), as well as eligible non-U.S. investors (Reg S).

PDP's team and advisors all have proven game development, marketing, sales and distribution capabilities and track records for achieving high-quality results. PDP's development and co-publishing partner Planet Entertainment will bring products to market that will resonate with gamers. In contrast to poorly funded and ventures with lack of marketing and distribution, PDP will attract the best of breed to execute its goals.

What's more, in addition to a winning leadership team, PDP boasts an all-star advisory board. Members include a former president of PlayStation Europe, a founder of Take 2, and a Game Industry Banking Executive. (See [Team and Advisors](#) for full bios.)

PDP CORE BUSINESS

PDP will develop and co-publish video games in cooperation with Planet Entertainment, an affiliated entity licensed by PlayStation, Xbox and Nintendo to publish games under their respective brands to operate on their game consoles. Saber Interactive, Diversion 3 and other game development studios will also be retained by PDP as exclusive content providers. These studios have developed some of the most successful games in the industry including Halo, Quake, Bass Pro Shops, NBA Playgrounds and more.

As outlined in the Executive Summary (LINK) above, PDP will center its efforts on independent and untapped opportunities from the game industry's development community. These opportunities align with an underserved segment of the global gaming market and offer potentially higher returns on investment.

To maximize sales potential, PDP's games will be distributed worldwide on the respective game platforms including PlayStation4, Xbox One, Nintendo Switch, PC and mobile. PDP and its advisors will determine which games are appropriate for the demographics of a specific platform.



PDP BUSINESS MODEL

It is our belief that the investor community seldom has the opportunity to invest in the game industry's independent and opportunistic segments. As a result, investment possibilities in that sector remain largely unexploited. The big companies aren't interested in such opportunities because making \$40m from sales of 1 million copies isn't material when sales are calculated in billions of dollars. The large-scale players like Electronic Arts or Activision are looking for the next Call of Duty, seeking the next billion-dollar franchise. In contrast, boutique-sized publishers, the specific opportunities targeted by PDP, are generally overlooked.

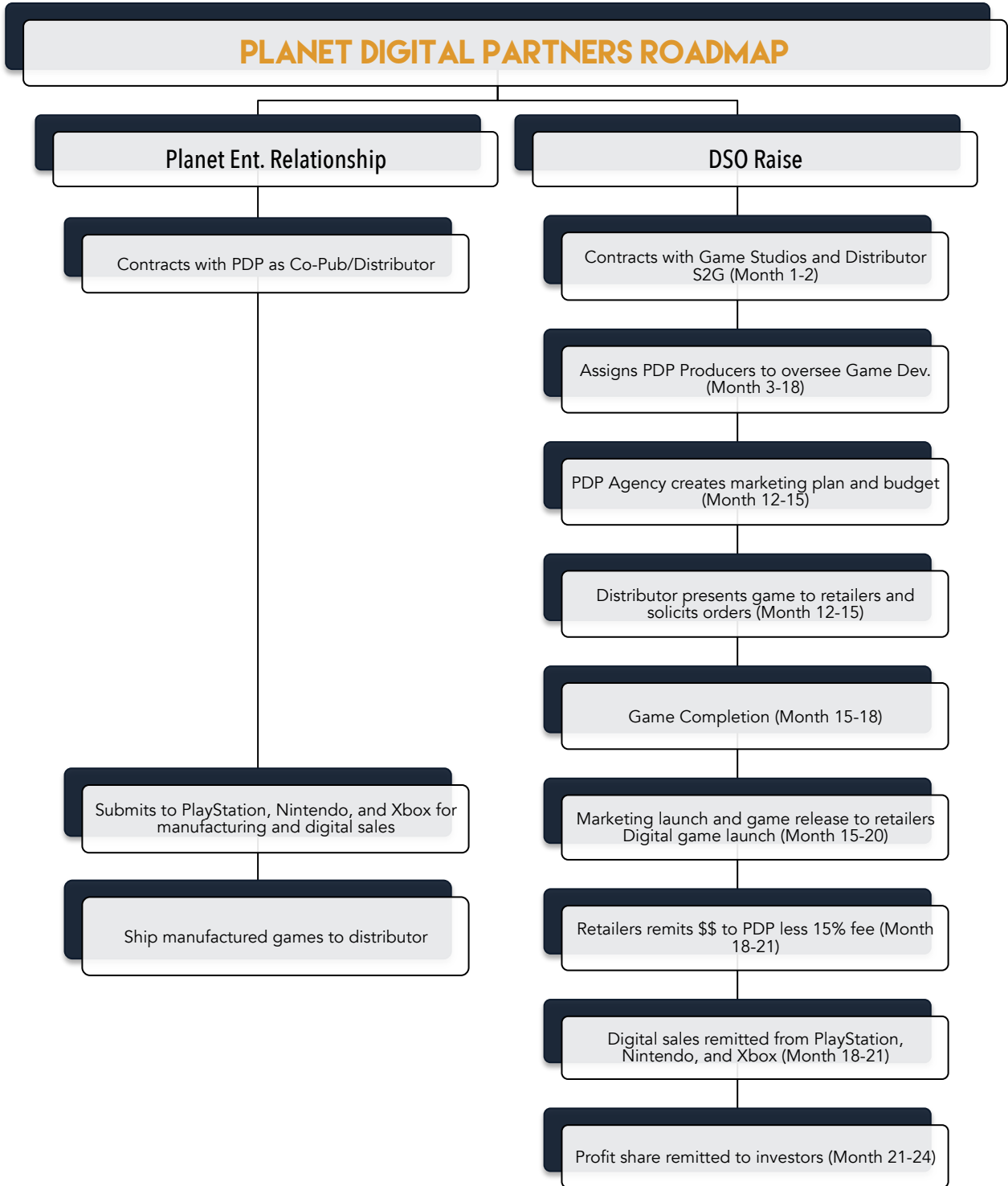
From a business opportunity perspective, this segment's void represents a world of possibility waiting to be filled. Whereas this segment of the market wouldn't mean much to a large public game company, that segment is extremely significant to Planet Digital Partners. In fact, it's our core business!

What follows are some informative statistics characterizing today's video game industry. In addition to financials, the numbers include high-level details on the people who play and purchase games. Figures also reflect the kinds of games people play, as well as how they access those games.

PDP RELATIONSHIP WITH PLANET ENTERTAINMENT

Planet Entertainment (Planet) will co-publish, manufacture and distribute PDP Games worldwide. Planet is one of approximately 20 companies licensed by PlayStation, Xbox and Nintendo to publish, manufacture, and distribute games. Planet management will also oversee the operations of PDP and hold a token interest in the organization.

To avoid conflict and ensure focus on the PDP Games, Planet has pledged to cease to publish new games until PDP games have ceased sales for at least 12 months.





THE STATE OF THE GAME INDUSTRY

STATS AND FACTS

Table 1. Video Game Industry Statistics

\$75 billion	Sales of console and mobile games in 2018 (through April)
\$49 billion	PC sales of virtual goods
1.3 billion	Approximate population playing video games regularly, worldwide
4 of 5	U.S. households owning a video game console
80%	U.S. homes having at least one smartphone or tablet computer
35	Average age of gamers, worldwide
13	Average number of years gamers have been playing.

REVENUE PROJECTIONS

The image below depicts global video game revenues, by segment, for the present and as projected for the coming years.²

SEGMENT BREAKDOWN OF GLOBAL GAMES REVENUES

TOWARD 2021

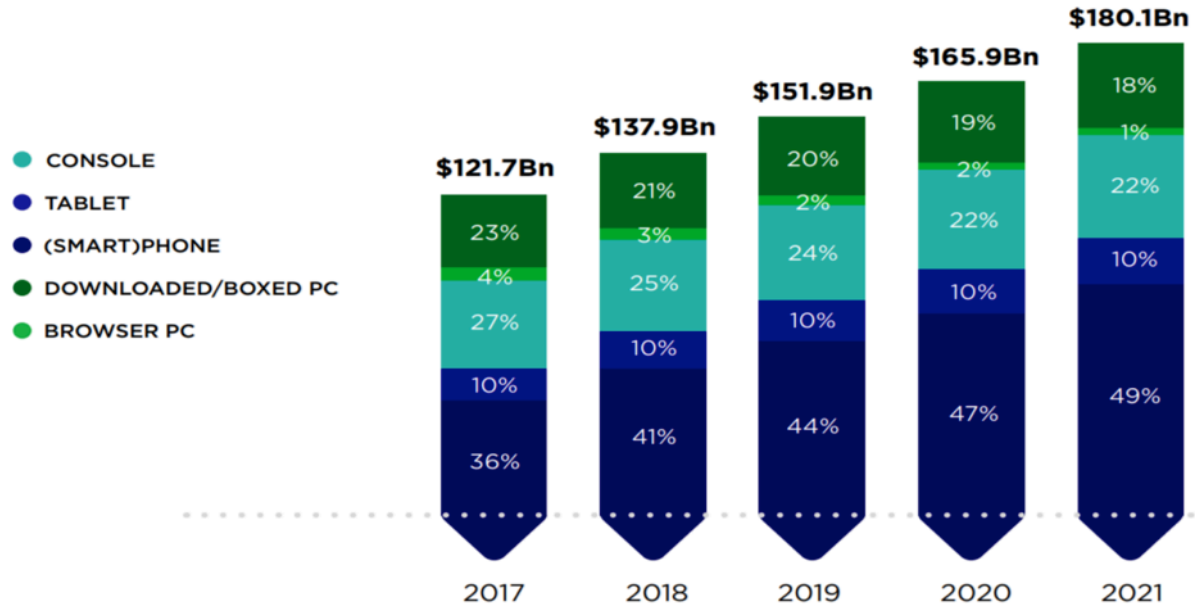


Figure 1. Video Game Revenues, Present and Projected

² See reference (1), above.



WHO PLAYS VIDEO GAMES?

Young men make up a disproportionately large share of U.S. video game players. However, about 40% of U.S. women and 25% of aged 65-plus people play video games, at least sometimes.³

A recent Pew survey examined the statistics behind video game playing among U.S. adults. The figure below shows these percentages. The statistics include those playing on a PC, TV, game console, or mobile device. The figure segments users according to gender, ethnicity, age, and education level.

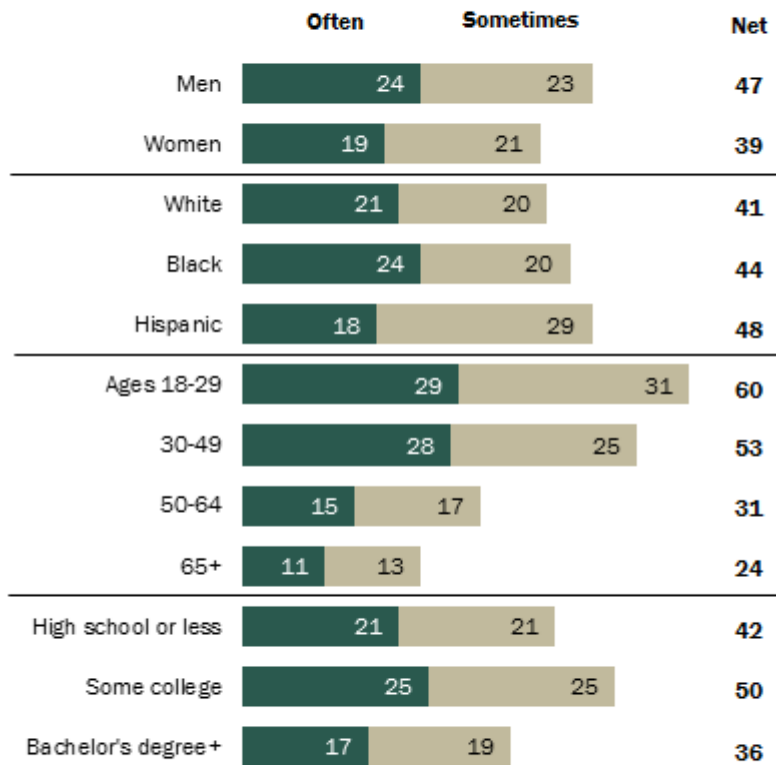


Figure 2. Video Game Playing by Demographic (USA)

In addition, today, adults working full- or part-time are as likely to play video games as their unemployed peers. This statistic refutes the notion that video (and other games) are played entirely by folks with time to waste!

OLD STEREOTYPES, NEW REALITIES

Contrary to popular myth, the core gamer is no longer the stereotypical 18-year old male. In fact, in 2017, the average age of the Nintendo consumer was 35-years old! Today, there are enough 40- and 50-year-olds buying games to raise the average age significantly. True, the 18-year old is more likely to be a “hard core” gamer. The industry regards hard core as someone who spends more than \$500 annually on games. Yet while the person in their 30’s is probably spending only about half that amount, older players represent a lucrative market.

³ Brown, Anna. “Younger men play video games, but so do a diverse group of other Americans.” Pew Research Center, <http://www.pewresearch.org/fact-tank/2017/09/11/younger-men-play-video-games-but-so-do-a-diverse-group-of-other-americans/>



GENDER AND AGE IN GAMING

The infographic below depicts a more granular segmentation of video game customers, by gender and age, across different regional markets.

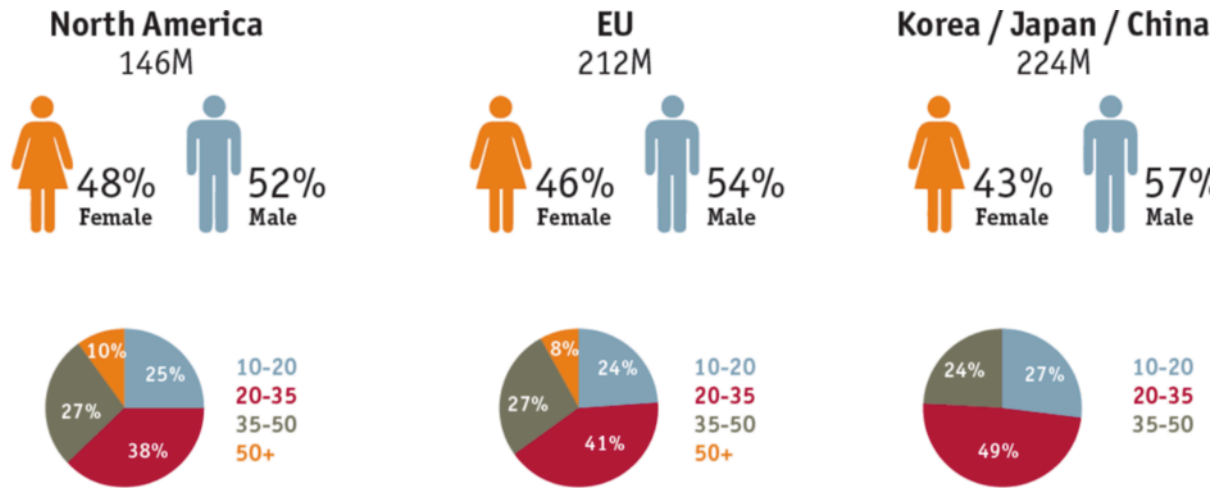


Figure 3. Video Game Market Segmentation. N. America, EU, and APAC

HOW A VIDEO GAME IS DEVELOPED

A video game in development is "a living entity."⁴ The people collaborating in a game's development tend to be imaginative and creative types. Therefore, their own independent thought processes, and the synergies between team members, often generate new ideas on the fly. As a result, controlling a game's development process can be both complex and challenging. If unrestrained, a game can take new directions literally every day, if not every hour. Implementing a milestone-guided development process is essential to achieving product release, and to maintain sanity.

⁴ Victorino, Laurent. "How to Follow the Five Major Milestones of Game Development." | Make Games for Food, <http://lvictorino.com/blog/five-gates-gamedev.html>



GAME DEVELOPMENT PROCESS

The diagram below depicts, at a high level, the development process and associated actors for a typical video game.⁵

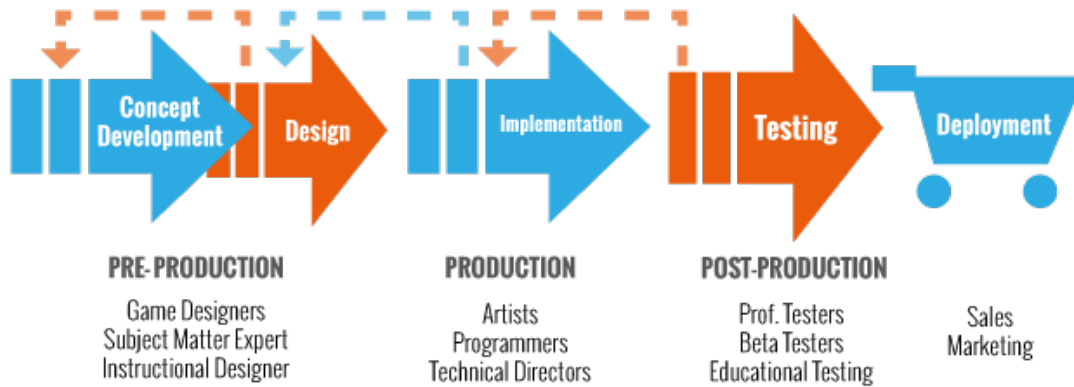


Figure 4. Game Development Process and Actors

Pre-Production	1) High concept
	2) Pitch
	3) Concept
	4) Game Design Document
	5) Prototype
Production	1) Design
	2) Programming
	3) Level Creation
	4) Art Production
	5) Audio Production
	6) Testing
Post-Production	1) Maintenance

⁵ Heppi, Ville-Veikko. "The Agile Process for Mobile Game Development and Testing." Bitbar, <https://bitbar.com/the-agile-process-for-mobile-game-development-and-testing/>



DEVELOPMENT MILESTONES

What follows takes the development steps and stages above and separates them into milestones. To note, the duration of each milestone phase can vary wildly in different games, as well as among different teams. Consider what follows general and high-level, for the purpose of overview and consideration.

Stage	Name	Duration	What to expect
1	Prototype	1-2 months	Pre-production version to test core concept
2	First Playable	3-6 months	A pre-alpha version that's still missing key pieces, but is basically playable; mainly for the sake of demos to prospective investors.
3	Vertical Slice	3-8 months	While still lacking some features, provides a full taste of the game, and offers a complete understanding of how the game works
4	Final Build	6-18 months	Contains all the game's features; time to clear all major and minor issues discovered by testers
5	Release	Open-ended	This is when the game's publisher gather audience, raise visibility, and generate hype; remember, pressing the release button isn't enough if no one's there to play!

THE PDP DEVELOPMENT PARTNERS

PDP will only hire seasoned game development studios. These studios come with a proven track record of hits.

PDP DEVELOPMENT STRATEGY

PDP will hire seasoned Game Development Studios with a pedigree of creating successful games, on time and on budget. There are numerous studios worldwide who will often try to entice publishers by undercutting budgets and time to market. That can be a very risky strategy, and a recipe for failure.

Except the IP licensed from Planet including Bass Pro, Cabela's and Cooking Mama, all other game IP will originate from the Game Development Studios and will be owned by the respective studios. PDP will have a license to exclusively market, manufacture and distribute the versions of that game worldwide for a period of 3 years, with a first right to fund, market, manufacture and distribute sequel versions of that game under terms to be negotiated in good faith.

PDP has assembled a Board of Advisors of seasoned game industry professionals who will choose which products will be developed and by which Game Development Studios.

Game Development is not inexpensive. Typical budgets range from \$3 million to over \$250 million. PDP plans to target Game Development budgets of \$2 million to \$10 million with development times of 12-18 months. The following outlines some of the studios under consideration to develop PDP games.



SABER INTERACTIVE

Saber Interactive is the largest independent top-tier developer of interactive games and entertainment. Established in 2001, Saber produces AAA content across multiple genres and platforms, employing over 400 developers, designers, and artists globally.

Saber Interactive:

- Holds extensive experience running projects from inception, design and pre-production, through to full development, submission, and release
- Boasts a successful history as a third-party developer for companies that include, among others:
 - Microsoft (Halo franchise)
 - Bethesda (Quake franchise)
 - Ubisoft
 - Bandai Namco
 - Konami
- Sets the gold standard for creating the highest quality experiences in the video game industry. Saber makes those experiences possible by providing deep expertise, leading technology, and uncompromising inventiveness. Assets include a proprietary 3D gaming engine and development platform.

Saber enjoys a proven track record of success generating recurring revenues and high profit margins.

As an organization, Saber Interactive brings:

- Expertise across all types of platforms, including console, online, mobile and desktop
- Proven success in console and PC development
- Achievements developing licensed-based as well as original titles
- A growing portfolio of unique IP
- Varying sized projects ranging from large AAA titles to smaller mobile ones
- On-staff development depth enabling deployment of multiple internal teams working in parallel

Recently, Saber has started building new franchise opportunities with NBA and NHL Playgrounds. In addition, Saber developed and released the off-roading simulation video game, MudRunner.



DIV3RSION

DIVERSION 3 ENTERTAINMENT

The creative staff at Diversi3 are responsible for a variety of original and licensed game designs. Their creations encompass *The Darkness* to the foundational designs for the award-winning *Friday the 13th: The Game*. PDP will identify third-party developers best suited for the genre, and who can deliver on the game's concept and promise.

Bringing a game to market is no small task. This holds true whether a game is a digital-only release or includes a disc-based title. Diversi3 has years of experience marketing everything from small indie releases to AAA titles. Diversi3 has built vertical communities and marketing plans to bring great games to market through our third-party and retail partners.

Diversi3 is best known for working with major motion picture licenses. The studio recently published the mega hit *Friday the 13th*.



PLANET ENTERTAINMENT

Planet Entertainment (known in the industry as "Planet") is an international publisher and developer of interactive entertainment software. Planet develops software in a wide variety of formats. Planet competes on a global scale based on:

- The vast experience of its management team
- The ability to achieve global distribution
- Innovative marketing, and
- Holding exclusive worldwide distribution rights to well-known brands

The staff at Planet consists of experienced development, sales, marketing, and finance professionals. The team's combined industry experience exceeds 50 years. Planet executives have held senior management positions or have consulted with a first-rate list of firms. Companies include Electronics Arts, Acclaim, Sony, Paramount, Nabisco, Nintendo and Pepsi.

The production teams at Planet create products that stand out among their peers consistently. The outcome is Planet establishing new categories, industry benchmarks, and standards for excellence. In fact, consumers and trade industry executives alike recognize the development and marketing talents in abundance at Planet. Planet's highly successful titles include:

- *Cabela's: The Hunt*



- Bass Pro: The Strike
- Party Arcade
- Aqua Moto
- Snow Moto
- Party Arcade

Planet has several games certified PlayStation Greatest Hits, which have sold over 4 million copies under the XS Games brand.

Planet operates under a global sales philosophy with full distribution in the United States, Canada, UK, France, Germany, Italy, Spain, Benelux, Switzerland, Australia and Japan. The Corporation fully leverages product distribution in both traditional and non-traditional channels, including retail chains, catalogs and the Internet.

Planet's role as the co-publisher will include manufacturing and distribution of all games funded by PDP as it is licensed to manufacture and publish games that operate on the PlayStation, Nintendo and Xbox platforms. These licenses are **very difficult** to obtain and there approximately only 20 companies worldwide who are licensed.

The principals of Planet are also the managers of PDP and have a vested interest in PDP's success.








The revenue model between Planet, PDP and its Game Developers is outlined in Company Structure Fig. 7 ([link to Figure 7](#))

Planet Entertainment will invest over \$2m in licensed IP that includes the Bass Pro Shops, Cooking Mama and Cabela's brands. Planet will also invest over \$3m in source game code for partial consideration of its equity in PDP reflecting its faith and commitment to PDP token holders.



INTELLECTUAL PROPERTY

IP currently under consideration to license by PDP includes the following. This list is subject to change. All the games appearing below represent new, original development. That is, these games are not a re-release of games that have been marketed in the past.

Property	Image	Sales / (Comp)	Comments
Bass Pro Shop The Strike		+\$50 million	Switch, PS4, and Mobile
Cabela's The Hunt		+\$100 million	Switch, PS4, and Mobile
Cooking Mama		+\$250 million	Switch
Horde Mode		(Gears of War) +\$1 billion	PS4, Switch, and Mobile
Surface Tension		(ARK) +100 million	PS4, Switch, and Mobile
Godzilla		+\$700 million	PS4, Switch, and Mobile
Legion		(Halo) +\$3 billion	PS4, Switch, and Mobile
Sports (confidential title)	TBD	(FIFA) + \$1 billion	PS4, Switch, and Mobile



GAME CONSOLE PARTNERS

Nintendo, Sony, and Microsoft are the leading console manufacturers with whom PDP will co-publish its products via Planet Entertainment's publishing licenses.

PDP game release schedule commences in Q4 2019, and continues through 2022. The strategic aim is to take advantage of the sweet spot for Switch, Xbox One and PlayStation 4 and mobile game sales.



PS4™



XBOX

NINTENDO SWITCH

Switch is Nintendo's new hybrid game console. Switch features the flexibility of the portable 3DS (67 million units sold) along with the unique controllers of the Wii. Nintendo has sold 20MM+ Switch units. Gamers can play Switch as a portable console.



SONY PLAYSTATION

PlayStation 4 (PS4) is Sony's eighth-generation home video game console. Launched in N. America and Europe in November 2013, PS4 competes with Switch, as well as Microsoft's Xbox One. Sony has sold 82MM+ PS4 units.



MICROSOFT XBOX ONE

Xbox One represents the third home video game console in the Xbox family. First released by Microsoft in 2013 and marketed as an "all-in-one entertainment system," the Xbox One line mainly competes against Switch and PlayStation4, Microsoft has sold 39MM+ Xbox One units.





INNOVATION IN GAMING

MOBILE: GAMING ON THE GO

Of the nearly \$122 billion in gaming sales in 2017, over \$40 billion of that figure represents mobile gaming.⁶ This year, mobile gaming revenues will hit above \$55 billion. By 2021, that figure will likely reach almost \$90 billion. Of total game revenue globally, the mobile sector is by far the fastest growing. In fact, among all the segments comprising gaming returns, mobile is the only one showing steady upward movement. Growth in mobile gaming is outstripping consoles, tablets, PC downloads, and browser-based acquisition.⁷

Mobile gaming is assuming an increasing share of the consumer attention span, and gaming budget. Several factors contribute to the ever-expanding position of mobile gaming in consumer mind-share. Better smartphones, models offering increasingly comfortable user experiences, faster connections, better data plans, pervasive Wi-Fi, to name several. Beyond improving hardware and connectivity, Google Play and the Apple Store provide an ever-widening assortment of games. Many of these games are aimed at the mobile user.

Mobile gaming's widespread accessibility and availability, combined with rapid consumer up-take, lead to one major conclusion. Mobile gaming is big, hot, and fast-growing. As PlayStation, Nintendo and Xbox allow mobile games to interact with console gamers playing the same game that expansion of the gaming experience will undoubtedly fuel growth and lucrative returns and opportunities for investors as outlined below.

STREAMING GAMES

Streaming of games represents the next epoch of video game monetization. The current decade witnessed the massive growth of Spotify and Netflix in music and video streaming, respectively. An impressive array of competing and alternative streaming options cropped up as well.

Now, with the emergence of cloud-driven services, the coming rise of game streaming seems obvious and unstoppable. There's disagreement among industry personae as to the extent of game streaming's expected impact. However, inevitably, game publishers and technology giants won't be able to ignore streaming as a major source of potential revenue. At a minimum, those developing games and funding projects will fear being left out of the streaming arena. More likely, video game streaming will emerge as a major disruptive force in the gaming business.

Examples of technology vendors with game streaming products include Electronic Arts (EA), who are currently releasing a prototype. PlayStation Now, boasting a rather compelling site, is offering 7-day free trials.⁸ Sony has acquired, in recent years, two early game streaming services (Gaikai and OnLive). The anticipation doesn't end there. Early this past summer, Google's "Project Yeti" began igniting interest. Indications are that the search colossus will become the next major company to stream high-end games from remote servers. Not to be outdone, the platform will include Google's own gaming console!⁹

⁶ "Mobile games revenue worldwide from 2013 to 2017 (in billion U.S. dollars)," <https://www.statista.com/statistics/536433/mobile-games-revenue-worldwide/>

⁷ "Mobile Gaming Industry - Statistics & Facts," <https://www.statista.com/topics/1906/mobile-gaming/>

⁸ PlayStation Now home page, <https://www.playstation.com/en-us/explore/playstation-now/>

⁹ Orland, Kyle. "Report: Google courting developers for coming game-streaming service." Ars Technica, <https://arstechnica.com/gaming/2018/06/report-google-courting-developers-for-coming-game-streaming-service/>



Pricing models are expected to make game streaming irresistible to avid game players and even to ordinary consumers. Annual subscription rates of less than \$100 will be quite competitive in an industry where individual titles retail at \$60.¹⁰

PDP plans to stream its games as the technology becomes available from PlayStation, Nintendo and Xbox.

PLATFORM CROSS-PLAY

Gaming platforms have remained largely self-contained since their inception in the mid-1980's. The walled garden approach to consoles and devices has prevented interaction between gamers on different platforms. Recent breakthroughs in "cross-play" are changing what was, until recently, a more isolationist model. Current movement is toward allowing players on all three major consoles, and mobile devices, to compete with one another when playing the same game. Inter-platform represents a quantum shift in gaming. Cross-play is expected to serve as a major new revenue driver as players enjoy engaging others irrespective of having different devices.

Sony has just recently enabled cross-platform play for Epic Game's highly successful Fortnite. Having blocked "cross-play" since PlayStation's inception, Sony PS4 is now successfully interoperating with Nintendo Switch and Microsoft Xbox. As one could easily imagine, this move is very popular with fans. Sony gaming executives have stated in interviews that cross-play will soon be extended to additional game titles.¹¹

Microsoft has yet to follow suit. Yet speculation abounds that they will need to embrace cross-play in order to keep pace with its console competitors.¹²

ESPORTS

eSports (also known as electronic sports, e-sports, or eSports) is a form of competition using video games. Most commonly, esports takes the form of organized, multiplayer video game competitions, particularly between professional players and teams. Although organized online and offline competitions have long been a part of video game culture, these were largely between amateurs until the late 2000s, when participation by professional gamers and spectatorship in these events through live streaming saw a large surge in popularity. By the 2010s, esports was a significant factor in the video game industry, with many game developers actively designing toward a professional esports subculture.

The most common video game genres associated with esports are real-time strategy (RTS), first-person shooter (FPS), fighting and multiplayer online battle arena (MOBA). Popular games for esports include League of Legends, Dota 2, Counter-Strike: Global Offensive, Call of Duty, Hearthstone, Overwatch, Tom Clancy's Rainbow Six Siege, PlayerUnknown's Battlegrounds, Fortnite Battle Royale, and StarCraft II. Tournaments such as the League of Legends World Championship, Dota 2's The International, the fighting games-specific Evolution Championship Series, and the Intel Extreme Masters provide live broadcasts of the competition and prize money to

¹⁰ Morris, Chris. "Streaming Could Change the Video Game Business Forever." Fortune, <http://fortune.com/2018/08/26/video-games-streaming/>

¹¹ Warren, Tom. "Sony enabling Fortnite cross-play for PS4 against Xbox and Switch." The Verge, <http://www.theverge.com/2018/9/26/17905146/sony-fortnite-ps4-cross-play-support>

¹² Makuch, Eddie. "Microsoft Responds to PS4 Cross-Play News." Gamespot, <https://www.gamespot.com/articles/microsoft-responds-to-ps4-cross-play-news/1100-6462088/>



competitors. Many competitions use a series of promotion and relegation play with sponsored teams, such as the League of Legends World Championship, but more recently, competitions structured similar to American professional sports, with salaried players and regular season and play-off series, have emerged, such as the Overwatch League. The legitimacy of esports as a sports competition remains in question; however, esports has been featured alongside traditional sports in multinational events, and the International Olympic Committee has explored incorporating them into future Olympic events.

By 2019, it is estimated that 427 million people worldwide will be watching some form of esports. The increasing availability of online streaming media platforms, particularly Panda.tv, YouTube and Twitch.tv, has become central to the growth and promotion of esports competitions. Demographically, Major League Gaming has reported viewership that is approximately 85% male and 15% female, with a majority of viewers between the ages of 18 and 34. Despite this, several female personalities within esports are hopeful about the increasing presence of female gamers. South Korea has several established esports organizations, which have licensed pro gamers since the year 2000. Recognition of esports competitions outside of South Korea has come somewhat slower. Along with South Korea, most competitions take place in Europe, North America and China. Despite its large video game market, esports in Japan is relatively underdeveloped, and this has been attributed largely to its broad anti-gambling laws which prohibit paid professional gaming tournaments.

The global esports market generated US\$325 million of revenue in 2015 and was expected to make \$493 million in 2016. The global esports audience in 2015 was 226 million people. According to a Newzoo report in April 2017, 42% of the gaming market belongs to the mobile industry, and mobile is projected to claim more than 50% the market by 2020. The esports industry is expanding beyond PC and console, as developer Super Evil Megacorp created Vainglory, the first mobile multiplayer online battle arena game,^[13] and companies like Skillz bring esports tournaments to mobile games. (Source Wikipedia)

UNIQUE BLOCKCHAIN APPLICATIONS

Gaming and blockchain are two fields at the epicenter of a new wave of competitive technological innovation. The union of gaming and blockchain is set to be just as significant as online gaming a decade ago. PDP will offer solutions to help game developers disrupt the market through this innovation. Blockchain technology has seized numerous game developer's imaginations, but implementation has remained limited to "digital ownership" Planet Digital Partners, recognizing the full scope of blockchain's capabilities, will enhance their game offerings by natively incorporating the technology to enhance our user's experience.

Using encrypted blockchain ledgers to store digital assets will guarantee safe storage of virtual items, permanently. PDP will provide unique blockchain Private-Keys within the games. The expression of the Private-Keys make every copy of the game subtly different and personal to the user. Enhanced Multiplayer Experience with Dual Expression brings unique experiences to online play creating rare expressions at a higher rate. Players will also be able to make items even more rare by altering them within the platform. PDP will provide secure online tournaments through blockchain technology where player records and participation can be tracked while maintaining privacy. Blockchain minimizes fraud, encouraging greater consumer adoption and ending lost revenue since blockchain tech is secure.

PDP games will also supply digital assets, rewards, and recognition via blockchain technology allowing players to go beyond owning their in-game items. PDP will expand these services in a variety of ways to allow users to be rewarded with in-game currency (or points, experience, and other items) or to earn recognition and certificates.



Finally, PDP will enable Players to compete publicly with permanent consequences to their characters. Viewers will be able to do more than merely comment and “tip” players in the arena. Creators will create custom maps and register them via blockchain to make them available for players to explore and compete in.

PDP DIFFERENTIATORS

- Large game publishers focus on games with sales costing \$250 million+

PDP will focus on game sales of \$50 million+ with costs of \$10 million or less. PDP has attracted successful studios by offering a greater degree of equity in the products.

- Best of Breed Game Developers

PDP Partners have developed games that have sold \$100's of Millions including Halo, Cooking Mama, Quake, Cabelas The Hunt, Friday the 13th, and NBA Playgrounds.

- Private Offerings seldom offer a series of Games

PDP will have up to 10 Games to offset risk to be sold on up to 5 game platforms.

- Revenue Streams Favor Investors

80% of profits will flow to investors until they have recouped 100% of their investment after which 40% will flow to investors.

5% of sequel profits will flow to investors thru 2025 without any required contribution from investors.



CHANNEL SALES

GLOBAL VIDEO GAME MARKET AND SALES

The image below depicts video game sales globally, per device & segment, for 2018 (through April), showing year over year (YoY) growth.¹³



2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

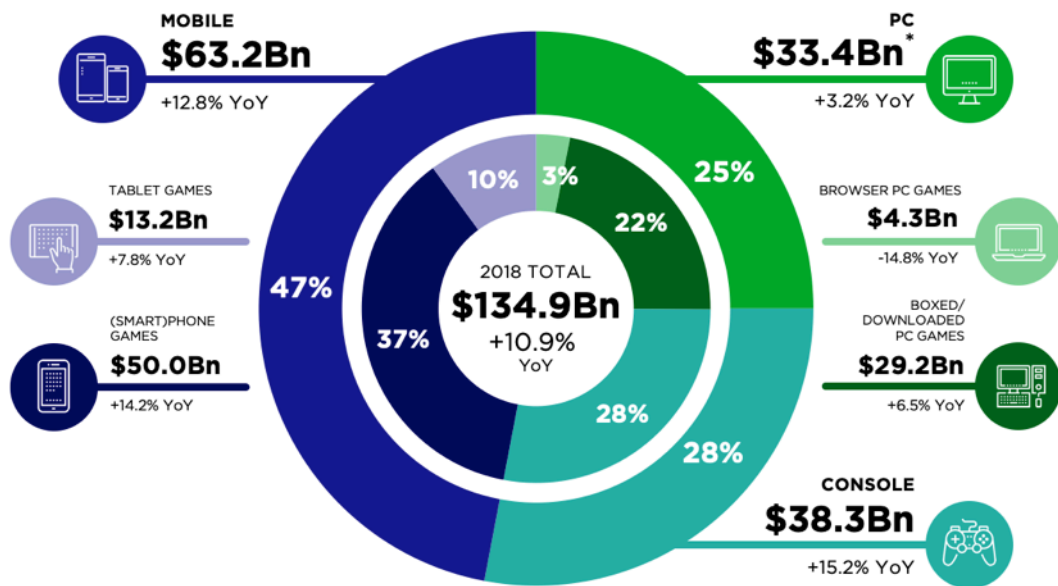


Figure 5. Video Game Sales through April 2018, with YoY Growth

PHYSICAL PURCHASE VERSUS DIGITAL ACQUISITION

Globally, sales of physical, -bought, Internet-ordered, packaged games are on the decline. This trend stems from gamers increasingly embracing digital distribution. By 2020, projections indicate that 70% of game sales, amounting to \$120 billion, will occur entirely through digital means.

PDP has a strategic partnership for physical goods distribution in North and South America with Solutions 2 Go (S2G). With sales of over \$1 billion, S2G is the western hemisphere's largest game distributor. In addition, S2G is the leading distributor of PlayStation games, after Sony itself.



¹³ See reference (1), above.



THE SALES LIFE OF A GAME

The main lifecycle of a game is generally 3-6 months. After game sales slow, publishers generally lower the suggested retail price (SRP) by \$10 to add new life. It's not unusual to see a game launch at \$49, and then drop to \$39, \$29 and \$19. Some gamers are price sensitive and will wait for price drops before purchasing. PDP will continue to enjoy profit margins throughout the SRP changes albeit the lower the SRP, that lower PDP's margin.

PDP MARKETING

PDP'S MARKETING TEAM

Those leading the marketing effort at PDP include a creative combination of experience and fresh ideas. This collaborative mix provides a time-tested, seasoned view toward managing social media, electronic and print press, and partner promotions. Alongside that experience stands a more "millennial" faction. This younger group brings a second-nature knowledge of social media and proven talent building virtual communities around the globe. (See [Team & Advisors](#).)

PDP's marketing veterans have previously designed and executed major campaigns for:

- Nintendo
- Electronic Arts
- Rockstar Games
- Sears
- Home Box Office (HBO)
- Pepsi
- Nabisco
- Microsoft

MARKETING STRATEGY AND TACTICS

PDP will utilize modern marketing metrics. In doing, the company will constantly measure the effect of the messages, strategies, and tactics persisting with its target markets. Marketing tactics will include social, Twitch, and star gamer endorsements.



PDP COMPETITIVENESS

First movers are often able to play the role of disruptor. Creating the first Private Placement DSO for the game industry's overlooked development community is PDP's competitive edge vs competitors who are undercapitalized. Focusing on games costing \$2-10 million to develop and market will place PDP in an advantageous position vs traditionally funded independent or undercapitalized publishers who need to cut corners and publish second rate products. This focus has already attracted the best game developer talent, as well as publishers with new and established IP.

Industry giants such as Sony, Nintendo, and Microsoft have solidified their leadership positions. However, the game industry is a large and dynamic environment. As such, the industry won't deny new energy, creativity and capital the opportunity to excel with creative and innovative solutions.

With PDP, a security token gives the investor a stake in high-caliber, untapped game publishing and opens up opportunities in an exciting and potentially profitable portfolio of



games. PDP leadership's vast network of connections creates access to a world of proven video game development hit makers.

TRANSPARENCY

Once developed, token holders will have access to the following information via the Partners Portal:

- Game development status, including exclusive behind the scenes peeks at how each game is progressing.
- Press: how each game is being reviewed in the media
- Worldwide sales updates including key retailer commitments and monthly sales

TOKEN ECONOMICS

COMPANY STRUCTURE

The company will structure its Private Placement DSO to incentivize the following in equal measure:

- Investors
- Game Developers
- Publishers

Holders of PDP's preferred security token (RKT™) will receive 80% of the net profits of each game sale. This allocation will continue until the token holders have recouped 100% of their investment. Subsequently, token holders will receive 40% of the net margin until game sales cease for 12 months. As another additional benefit, token holders will receive 5% of sequel game profits through 2025.

The token will be an ERC20 smart contract. When profit is deposited (quarterly) to the contract, then those funds will be distributed pro rata to the token holders' wallet, as soon as the next block gets mined.

A nationally known auditor will manage calculation of profit. The auditor will be one of two signers along with PDP on the dividend payment transaction to confirm the dividend amount being distributed is accurate according to the distribution formula outlined in the PPM.

- PDP will utilize a multi-signature wallet and the auditor will also be required to sign the transaction. This provides additional security to token holders that the off-chain accounting ledger is accurate.
- Profits will be calculated in USD and distributed in a USD equivalent via an ERC20 stable coin that is denominated in and fungible with USD (e.g. TrueUSD, CircleUSD, Paxos USD, etc.).



For example, suppose a \$20 million-dollar game encompasses development, manufacturing, royalties, and marketing. That game is selling at a retail price of \$49.99. The game yields profit at a breakeven of 500,000 total units spread across 3-6 game platforms (PS4, Switch, Xbox One, etc.) both physically and digitally. Margins for mobile games are lower.

The tables below are for illustration purposes only, and do not represent a guarantee of results:

PLATFORM	RETAIL	WHOLESALE	COGS	QTY EST	GROSS REV	GROSS COGS	GROSS PROFIT
XBOX (M)	\$49.99	\$39.00	\$9.35	200,000	\$7,800,000	\$1,870,000	\$5,930,000
SONY (S)	\$49.99	\$39.00	\$8.05	300,000	\$11,700,000	\$2,415,000	\$9,285,000
NINTENDO (N)	\$49.99	\$39.00	\$11.50	50,000	\$1,950,000	\$575,000	\$1,375,000
DIGITAL (NSM)	\$39.99		\$12.00	200,000	\$7,998,000	\$2,399,400	\$5,598,600
MOBILE					\$5,000,000	\$1,500,000	\$3,500,000
Total				750,000	\$34,448,000	\$8,759,400	\$25,688,600

DEVELOPMENT/PRE-COG COSTS	%	NOTES	TOTAL \$
MARKETING		PDP	-\$1,500,000
DEVELOPMENT		PDP	-\$8,500,000
TOTAL PRE-COGS COSTS			-\$10,000,000

REVENUE DISTRIBUTION	%	NOTES	TOTAL \$
GROSS PROFIT			\$25,688,600
DISTRIBUTOR REV SHARE	15%	15% GP (NON DIGITAL)	-\$2,488,500
DIVISIBLE REVENUE			\$23,200,100
DIVISIBLE REVENUE 1ST			\$23,200,100
PDP INVESTOR RETURN		TOTAL PRE-COGS COSTS	-\$10,000,000
DIVISIBLE REVENUE 2ND			\$13,200,100
PDP INVESTOR RETURN (SECONDARY)	40%	AFTER PRE-COGS COSTS	\$5,280,040
PDP	30%		\$3,960,030
DEVELOPER	30%		\$3,960,030

Figure 7. Financial Contribution Model, Single Game Simplified

PDP will grant holders of the security token access to the PDP ecosystem.

Holders of The Rocket Token™ (RKT) will receive a Backstage Pass to observe the development of all games belonging to the company.

- Rocket Token™ holders will also have exclusive access to the Producers Lounge where PDP members can consult with game producers and offer them design advice.



TOKEN DISTRIBUTION

The supply of tokens will be capped at 38 million. PDP will distribute RKT™ tokens as follows:

Token Sale	38,000,000
Treasury, Partners and Bonuses	12,000,000

Any RKT™ tokens remaining unsold will be burned.

Details of the token main sale are as follows:

Start:	January 11, 2019
End:	March 31, 2019 (unless extended by PDP through December 31, 2019)
Currency Accepted:	ETH
Minimum quantity per purchaser:	\$25,000
Max. total no. of tokens for sale (hard cap):	38,000,000. Tokens remaining unsold at the conclusion of the crowd sale will be discarded.
Main sale concludes at earliest of the following events:	72 hours after 38,000,000 Tokens is achieved; or End of March 31, 2019 date (unless extended by PDP through Dec. 31, 2019) is reached.

ADVISOR AND PARTNER TOKENS

PDP will reserve tokens for advisors and partners. PGP will make these tokens available for distribution within 30 days following conclusion of the token main sale. Tokens allocated to advisors and partners will have a holding period of one year.

USE OF PROCEEDS

PDP will utilize proceeds from its token sale for the game development of up to 10 games on multiple platforms, marketing and manufacturing.

CLOSINGS

Closings will occur on a rolling basis when \$100,000 or multiples of \$100,000 are deposited in escrow.

ESCROW

Funds will be escrowed until there is a minimum of \$500,000.



WIND DOWN

We will continue as a C Corp until terminated. We will commence winding up upon the first to occur of the following (the “Dissolution Event”):

- (1) Upon the determination of the members with the approval of the Manager;
- (2) Our insolvency or bankruptcy;
- (3) At such time that our assets have not realized any revenue for more than 12 months and all games have been released; or
- (4) The entry of a decree of judicial dissolution under Section 18 802 of the Delaware Limited Liability Company Act

The Dissolution Event shall be effective on the day on which such event occurs and immediately thereafter we will commence its winding up during which our affairs shall be wound up in accordance with the terms of the PDP operating agreement.

RISK FACTORS

- There is no guarantee that any of the PDP games will be successful
- 1 or more games may fail to get retail distribution
- 1 or more games may fail to resonate with consumers and not achieve expected sales
- 1 or more games may receive poor reviews affecting sales
- PDP investors may not recoup 100% of their investment based on poor overall sales
- 1 or more games may not be completed on time

GOVERNANCE

PDP is a privately held company based in the U.S.A.

PDP will make its Digital Security Offering available to:

- Accredited U.S. investors (Reg D 506-C)
- Non-accredited non-U.S. investors (Reg S).

PDP will adopt a compliance protocol to place all transfer restrictions inside its ERC-20 token. Through a framework such as Harbor, Polymath, Securitize, or OrderBook, GFPP will write compliance guidelines into smart contracts. A compliance protocol provides a mechanism for transferring security on blockchains, in a manner compliant with SEC regulations.

Implementing its token as a distinct smart contract allows PDP to more easily upgrade its token.¹⁴ Upgrade ability becomes important as regulatory requirements evolve over time.¹⁵

¹⁴ For an example of embedded compliance, see how Harbor’s Regulated Token™ (R-Token™) Standard, <https://harbor.com/rtokenwhitepaper.pdf> handles token upgrades.



TEAM & ADVISORS



Steve Grossman
CEO

Steve has been a successful communication industry executive for over 20 years, with management experience in entertainment marketing, recording, motion pictures, television, and video games. He has financed, owned and operated communications-related companies in the U.S., Canada and Europe.

At EMCI, a leading entertainment marketing company, Steve guided the Company from a music sponsorship organization that represented Michael Jackson, The Rolling Stones and other major artists, to a full-service entertainment marketing company. Under Steve's direction, EMCI's clients grew to include Pepsi, Nintendo, Frito-Lay, Nabisco, Fox, Reebok, Pizza Hut, Philip Morris, Electronic Arts and Labatts. Steve engineered over \$45 million in sponsorship agreements between Nintendo and PepsiCo, Reebok, Nestle and Nabisco.

Steve founded American Softworks Corp., a worldwide publisher of Sony, Sega and Nintendo games. In 5 short years, the Company grew to over \$60 million in sales in partnership with big brands like Jeff Gordon, The Nashville Network and Steven Spielberg's Animaniacs. ASC was recognized by Forbes as one of the fastest growing companies in the U. S. The Company was sold in 1999.

Steve has been Executive Advisor to Vivendi Universal, Midway, Warner Bros. and other Entertainment Companies. He is currently CEO of ePartners LLC, a game and utilities software company with numerous proprietary brands including Bass Pro Shops: The Strike and The Hunt, with sales in excess of \$45m. ePartners also publishes Defender Pro Anti-Virus with over \$40m sales at Wal-Mart and Target along with 123 Copy DVD, the #1 DVD Backup Utility. ePartners is licensed by Nintendo to develop and publish Switch Games.

¹⁵ For instance, the term *smart contract*, in the R-Token Standard, actually refers to three distinct smart contracts: (1) R-Token, (2) Regulator Service, and (3) Service Registry.



Kelly Sumner
Board Advisor

Kelly Sumner is chairman of two interactive games and technology companies, Quick Feet and Mediatonic. Mr. Sumner is also Director of CRM software provider, Tpoint solutions and a Director of MEEM Memory Ltd.

Before setting up MEEM, Mr. Sumner was CEO of RedOctane, the games publisher of the world famous 'Guitar Hero'. Within two years of joining RedOctane, Mr. Sumner oversaw the development of one of the biggest games of the decade before ultimately selling the company in 2006 for \$155m. Before RedOctane, Mr. Sumner was chairman of Intent Media, publisher of Music Week, MCV and Development magazines, until it was sold to Newbay in 2012.

Prior to the above roles, Mr. Sumner was CEO at U.S. games publisher Gametek Inc., initially joining as Marketing Director of international operations before becoming CEO. Following the partial sale of the company to Take-Two Interactive, Mr. Sumner ran the international operations for the publisher of 'Grand Theft Auto' before being promoted to CEO.

Mr. Sumner left Take-Two after helping the company increase its revenue from virtually nothing to almost \$1billion. As CEO, Mr. Sumner saw a quadrupling in the company's share price. Mr. Sumner began his career at Commodore UK, the UK subsidiary of Commodore International, joining as a trainee electronics engineer after leaving home at 16. Over 12 years, he worked his way up to becoming Marketing Director via various positions in sales and marketing.

Mr. Sumner currently resides in Weybridge Surrey with his wife and two daughters after stints in Miami and New York. In 1992, Mr. Sumner won a Golden Joystick on Channel 4's GamesMaster for completing a challenge Tokenizing The Humans on the now much-revered Amiga.



David Rosenbaum
EVP Sales/Marketing

David Rosenbaum, age 66, has been appointed executive vice president of sales and marketing of Planet Digital Partners since its inception in 2018. He has served as president of The 1441 Group, LLC and ZAGS, LLC since 2013. The 1441 Group, LLC is a business development and sales company focused on development sales and marketing for toy, video games, CE, sporting goods, and other consumable products in the U.S. ZAGS, LLC is a distribution sales company focused on opportunistic general merchandise sales with key U.S. retail accounts throughout the U.S.

Mr. Rosenbaum is currently active in the sales growth and market share of The 1441 Group's lines of representation of toys, video games, and other general merchandise products. Mr. Rosenbaum manages over ten manufacturers of products to all U.S. retailers. His leadership managers a team of twelve sales people strategically placed across the U.S. territory who service all U.S. chain retail accounts.

With a retail career that began in 1975 working as a salesman for Elmex Toy Distributors, Mr. Rosenbaum has carved a legacy of sales excellence for four decades. After a successful campaign with Elmex, Mr. Rosenbaum spent 1983-89 as President of Associated Independent Distributors, building the company from \$900K to \$53MM in the toy industry.

Considered one of the 'pioneers' of the video game industry, Mr. Rosenbaum is credited with founding Jack of All Games, Inc. in 1989. Jack of All Games grew into the largest video game distribution company in North America, with sales exceeding \$450MM and landing on the Inc. 500 list in 1997.

After selling Jack of All Games to Take Two Interactive in 2004, Mr. Rosenbaum enjoyed the new challenge of building Zoo Interactive from a start-up in 2006 to a \$60MM video game publisher in a span of under 5 years. Mr. Rosenbaum synergizes a wealth of experience at the highest levels of manufacturing, distribution, finance, and marketing with his passion for building retail businesses. Together, this winning blend brings a unique and invaluable perspective to the partners of The 1441 Group. A 1974 graduate of the University of Cincinnati and former scholarship baseball pitcher at UC and the University of Toledo, Mr. Rosenbaum is a lifelong baseball aficionado and still brings the competitive fire from his athletic career to The 1441 Group every day.

Mr. Rosenbaum brings our board his considerable experience in strategic planning and growth of video games and toys, which qualifies him to serve as a VP of our company.



Mike Stieglmeyer
EVP Fin/Ops

Michael Stieglmeyer, age 42, was appointed Executive Vice President of Finance and Operations for Planet Digital Partners since its inception in 2018. Since 2013, Mr. Stieglmeyer has served as CEO of The 1441 Group, LLC and ZAGS, LLC. The 1441 Group, LLC is a business development and sales company focused on development sales and marketing for toy, video games, CE, sporting goods, and other consumable products in the U.S. ZAGS, LLC is a distribution sales company focused on opportunistic general merchandise sales with key U.S. retail accounts throughout the U.S.

Mr. Stieglmeyer currently oversees all financial, operational, and acquisition aspects of The 1441 Group, LLC and ZAGS, LLC business interests in U.S. and international retail. Mr. Stieglmeyer oversees the coordination of product development and logistics for all The 1441 Group's product partners and the proprietary product of ZAGS, LLC. He also manages the funding, production, and distribution of all of the companies' video game projects in North America.

Bringing fiscal oversight and operational coordination are the key elements Mr. Stieglmeyer brings to his current role as a board member at Planet Digital Partners. He gathers together finance, logistics, products, and partners, creating new possibilities for collaboration in retail, distribution, and specialty channels.

Prior to The 1441 Group/ZAGS, Mr. Stieglmeyer was VP Retail Sales at Solutions 2 Go, where his successes included developing \$50+MM in new annual net revenue in video game distribution channels and launching non-traditional and cross-brand programs with partners such as Sony, Activision, and LEGO.

Prior to Solutions 2 Go, Mr. Stieglmeyer gained a wealth of sales and retail experience at Jack of All Games (a Division of Synnex Corp.) where he succeeded in the roles of SVP/Sales Director, overseeing an annual portfolio of \$300MM+ in video game revenue and delivering profitability to shareholders from his division.



Michael Maloney
Board Advisor

Michael Maloney is a leading blockchain technology and strategy expert, and has been active in the blockchain space since 2011. Mr. Maloney has extensive technology advisory, architecture design, and blockchain experience, and is frequently featured on panels to discuss the future of blockchain. Currently Mr. Maloney is serving as interim CTO and advisor for several early stage ventures, and is an active commentator on the current market.

In 2017 Mr. Maloney helped co-found Galaxy Digital, the first merchant bank to serve the blockchain space, as the Head of Advisory. In this position, Mr. Maloney directed both the Digital Strategy and Transaction Advisory practices to assist clients in the build and financing of blockchain technologies. Mr. Maloney also supported the development of trade and compliance technologies and provided technical critiques for the venture group.

Prior to forming Galaxy, Mr. Maloney served as an independent advisor for several successful ICOs. In this role Mr. Maloney authored technical requirements, designed blockchain architecture, and oversaw the hiring of technical teams. The WAX protocol, initially developed by Mr. Maloney, raised over \$80 million and is consistently the most active blockchain by transaction volume.

Mr. Maloney was a founding member of Ernst & Young's (EY) Distributed Ledger Technology group, and led blockchain development for the firm. There Mr. Maloney developed numerous blockchain applications for clients across a variety of industries, including; digital goods and games trading, supply chain management, anti-money laundering and KYC regulatory compliance, and language processing and machine learning marketplaces.

Extremely active within the larger blockchain community, Mr. Maloney works across multiple protocols to grow general adoption and ensure the technology develops with human interests in mind. To this end Mr. Maloney serves as CTO for eduDAO, an innovative education nonprofit that leverages Ethereum to raise funds and ensure accountability for local education efforts. In addition, Mr. Maloney is a member of the Blockchain for Social Impact Coalition and assists both the Ethereum Foundation and Ethereum Community Fund in technical grant reviews.



Chris Deering
Board Advisor

Chris Deering best known for his role as president of Sony PlayStation Europe. Mr. Deering is credited as one of the main marketers of the successful PlayStation and PlayStation2 video game consoles. These achievements earned Mr. Deering the title "Father of the PlayStation." The PS1 was the first video game console to ship 100 million units. The PS2 remains the most sold console of all time selling around 155 million units. In 2003, Mr. Deering received the BAFTA Interactive Industry Award for his lifetime contributions to the game industry.

Mr. Deering started his career as product manager at the Gillette razor brand in the 70's. Mr. Deering went on to work at McKinsey & Co in New York in marketing studies before returning to Gillette as head of worldwide shaving. Mr. Deering then went on to head Gillette's European marketing across all categories including toiletries and writing instruments.

Mr. Deering's first involvement in the video game industry was his job as Vice President of International Marketing for Atari, Inc. In this time, Mr. Deering also served as VP International for Spinnaker Software, a Boston-based educational video game startup.

Following his involvement at Atari, Mr. Deering became head of international marketing at Columbia Pictures until the company was purchased by Sony in 1989. Later on, this lead to Mr. Deering's career as International Chief Operating Officer at Sony Pictures Home Entertainment from 1990-1995. Mr. Deering went on to take two other positions at Sony, serving as President of Sony PlayStation Europe from 1995 to 2005 and of Sony Electronics Europe from 2003 to 2005.

After his career at Sony, Mr. Deering became a Chairman, Board Director and Director in game advertising at Codemasters Ltd., the world's leading independent video game developer. Mr. Deering also worked as Director of Wayfinder Systems and TokensSpan. Since 2010, Mr. Deering has worked as a Board Member at Geomerics Ltd, European Games Group, Jetix Europe, TRC Family Entertainment Ltd, and was the Chairman of Tangentix Ltd.



Matthew Karch
Creative Director/Board
Advisor

Matthew Karch is one of the founders of Saber Interactive. Since starting the company in 2000, Mr. Karch has been instrumental in crafting the overall creative vision for the company. Mr. Karch spearheaded the design efforts for Saber's first two projects Will Rock and TimeShift and was the driving force behind the innovative game concepts and the execution of the game design. Mr. Karch has been instrumental in building Saber's design team from 2 people to over 15 and plays an important role in the oversight of creative process.

Mr. Karch has contributed various articles to online and print media including, most recently, Deborah Todd's book Game Design. Mr. Karch will also serve on a panel on game storytelling at GDC 2008. Before starting Saber, Mr. Karch worked as an attorney specializing in technology-specific matters. Mr. Karch has a juris doctor degree from the prestigious University of Pennsylvania. Mr. Karch is fluent in English and Russian.



Andrey Iones
Creative
Director/Board Advisor

Andrey Iones has 12+ years of experience in the game development industry. Mr. Iones has worked on multiple game titles in varying capacities. Mr. Iones started in the industry by working on technology for pre-rendered graphics for major titles published by Activision and Electronic Arts. Since founding Saber in 2000, Mr. Iones has been instrumental in building the company from a 3-person team to a 300+ person company that has been able to develop industry-leading technology and to release multiple titles.

Most recently, Mr. Iones spearheaded the simultaneous release of TimeShift on three SKU's (the Xbox360, PS3 and PC). Mr. Iones has a PhD in computational geometry and is recognized as one of the world's leading authorities on game technology. Mr. Iones has over 50 publications on computer graphics and rendering and is responsible for several major technologies currently employed in next generation development. Mr. Iones is fluent in English, Russian and French.



Jeff Hilbert
Board Advisor

Jeff Hilbert is internationally recognized as one of the top business executives in the game industry and was recognized in Bloomberg Business Week [Bloomberg Businessweek Interview](#) for his work in the gaming space. Mr. Hilbert has been involved in securing over \$95,000,000 USD for game project based funding and tools development.



Edward Williams
Board Advisor

Edward Williams is the Managing Partner and Founder of Silsbee Partners, LLC. Mr. Williams provides strategic advisory services to various companies. Mr. Williams has over 25 years of experience working with digital entertainment companies including his experience as a sell-side equity research analyst. Prior to founding Silsbee Partners in 2016, Mr. Williams was the lead analyst at BMO Capital Markets focusing on the Digital Entertainment and eCommerce sectors. During his 16-year tenure at BMO and its predecessor firm, Gerard Klauer Mattison, Mr. Williams was a leading analyst in the industries he covered. Mr. Williams hosted numerous investor conferences that focused on the Digital Entertainment sector and was frequently quoted in global media outlets. Mr. Williams began his Wall Street career as an analyst at Monness Crespi Hardt & Co.



Patrick Baron

Patrick is the Founder and CEO of the Blockchain Consulting Group in San Francisco, where he advises blockchain startups and educates the crypto-curious.



GLOSSARY

Acronym	Definition
Boxed Game	The retail version of a game on CV, DVD on Rom
Digital Game	A boxed game that is downloaded
DLT	Distributed Ledger Technology
ERC-20	A technical standard used for executing smart contracts on the Ethereum blockchain for implementing tokens
ETH	Ethereum
Game Console	PlayStation 4, Xbox, One, and Nintendo Switch are all game consoles. Each has their own proprietary systems and games produced for one console will not operate on others
Game Development Studio	Develops the game for the Publishers to manufacture, market, and distribute and is typically paid a royalty calculated as a percentage of the wholesale price or Net Game Margin
IP	Intellectual Property, like Halo or Bass Pro Shops
Net Game Margin	Game profit after deducting manufacturing, marketing, and distribution
Net Profits	Profits realized after deducting all costs associated with a game
P2P	Peer to peer
PDP	Planet Digital Partners
Private Placement DSO	Digital Security Offering
Publisher	Develops game internally or externally and manufactures, markets, and distributes the game to consumers via retailers online as a download
RKT™	The Rocket Token™ (PDP's security token)
SRP	Suggested retail price as determined by the Publisher
DSO	Digital Security Offering marked under SEC Reg "D"
Security Token	A crypto token that passes the Howey Test is deemed a security token and derives value from an external, tradable asset. Because the tokens are deemed a security, they are subject to federal securities and regulations.
TPS	Transactions per second
UI	User interface
UX	User experience
YoY	Year over year



ENDNOTES

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