R A W G

Video game discovery platform that converts
your skills into goods and services

WHITEPAPER

Contents

token.rawg.io

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Abstract

The global video gaming market has been growing faster than forecasted and is the number one segment in the entertainment industry. At the same time, there are two major problems unsolved. Firstly, there is no popular cross-platform recommendation services for gamers while the number of people playing multiple devices is high. Secondly, gamers find it difficult to be awarded for their hobby while they spend lots of time and skills.

> **R** RAWG is a recommendation online service for gamers and a database of games from all popular platforms. It is like IMDb, but for games.

RAWG is being developed to:

> › answer the question "what to play next" based on the user profile (personal recommendation service);
> › let gamers obtain bonuses for their skills in games they play;
> › provide advertisers with access to gamers and means of targeting based on actual interests of users;
> › create a blockchain-based ecosystem that unites all gamers across platforms.
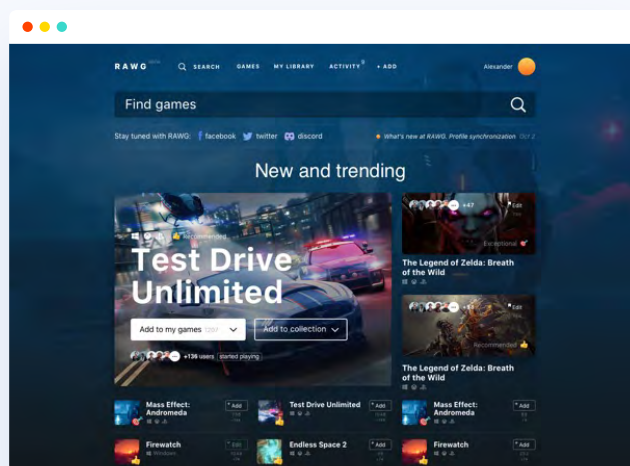
The main source of income for RAWG is direct advertising and promoting partners' goods and services. Tokens will give access to advertising services; later tokens will grant a fast track — the right to purchase advertising without waiting in line.

RAWG's team are media and entertainment professionals who have developed such projects as Kanobu (a leading game media in Russia), Roem.ru (one of the most influential tech media outlets in Russia), Svyaznoy (one of the largest mobile retailers in Eastern Europe). It has support from notable entrepreneurs from the crypto, gaming, and financial markets (see Team and Advisors sections).

Over 50,000 games were added to the database in the first three months of the service operation, including games from such popular platforms as Steam, PlayStation Store, Xbox Games Store, App Store, Google Play, GOG, and Nintendo Game Store. RAWG plans to expand the database over 200,000 within a year, which will make it the biggest cross-platform game database.

RAWG was launched in April 2017, funded by the founders. In February RAWG raised a $2M seed round from Altair Capital, game company Wargaming, Game Insight founder Igor Matsanyuk, Zeptolab CEO Misha Lyalin, and others. The service is live at rawg.io. The crowdsale is scheduled for May 2018. The softcap has already been closed during the private pre-sale by Crypto Bazar fund.

Market opportunities

There are no popular recommendation services for games

Today gamers get their recommendations from various sources including media, streaming services, bloggers, platforms, and online game stores. Each source has its flaws. Media, bloggers, and streamers cannot possibly cover all games released and people usually possess biased opinions towards platforms, companies, or genres. Platforms do not see each other as allies; on the contrary, they compete for users: PlayStation Store will never recommend an exclusive title for Xbox, while the latter will never tell about new items in the App Store. At the same time:

› 76% of US gamers play on at least two devices[1];
› 87% of players using game consoles also play on desktop computers[2].

The global video gaming market has been growing faster than forecasted

› The volume has been growing steadily since 2012, faster than forecasted. Expectations for 2016 has grown from $86.1bn[3] up to $99.6bn[4] since.
› The global video gaming market totaled $101.1bn in 2016[5].
› The market is forecasted to reach $108.9bn in 2017, which is 7.8% more than last year[6].
› The compound annual growth rate (CAGR) is expected to be 6.2% and reach a $128.5bn mark in 2020[7].
› The video gaming market ranks third among the four drivers of the entertainment industry growth in general. The average annual growth in the video gaming market, net of GDP, totals to 2.7%[8] for the period from 2016 to 2021[9].

Online advertising is estimated to make up half of the total advertising market by 2021

› The advertising market has been steadily growing since 2009. The compound annual growth rate (CAGR) is forecasted to be 4% from 2016 to 2021, the markets is estimated to reach $600bn

1. http://mintel.com/press-centre/technology-press-centre/gamers-gone-mobile-half-of-americans-play-video-games-on-mobile-devices
2. http://resources.newzoo.com/hubfs/Reports/Newzoo_Free_2016_Global_Games_Market_Report.pdf
3. http://newzoo.com/insights/infographics/global-games-market-report-infographics-2013/
4. http://resources.newzoo.com/hubfs/Reports/Newzoo_Free_2016_Global_Games_Market_Report.pdf
5. http://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/
6. http://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/
7. http://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/
8. Data about the virtual reality and eSports markets was excluded from the analysis due to their explosive growth.
9. http://pwc.com/gx/en/entertainment-media/pdf/outlook-2017-curtain-up.pdf

in 2021. Online advertising is estimated to be 40% of the market, reaching 50% in 2021 [10].

› The online advertising market ranks second among the four main drivers for the media and entertainment industry growth, the average annual market growth net of GDP is 4.3% for the period from 2016 to 2021 [11].

› Online advertising was projected to grow grow by 14% in 2017 while offline advertising was projected to decrease. Online advertising was forecasted to reach $204 billion and become the #1 category globally in 2017 [12].

› The US online advertising market totaled to $72.5bn in 2016, which is 21.8% more YOY. The share of the CPM advertising model increased from 33% to 35% from 2015 to 2016 [13].

› The European digital advertising market totaled €41.9bn in 2016, which is 12.9% more YOY [14].

It is hard for players to be awarded for their hobby

The popular ways for gamers to benefit from games and associated difficulties:

› **Game streaming**. Gamers play and broadcast themselves online on one of the dedicated platforms. They monetize content through advertising and donations from users. Difficulties: Gamers need time to attract audience and interesting content. There is high competition on streaming platforms, hence the chances to benefit are small.

› **Creating video game walkthroughs**. Difficulties: There is high competition, and there is no need for many walkthroughs for each game. Besides, it is time-consuming, and not everyone has a talent to describe their gaming experience.

› **Podcasts or video blogs**. Difficulty: It is difficult to create content. It takes time to attract audience and advertisers.

› **Gaming competitions**. Difficulty: A high entry threshold.

› **Feature articles, reviews and interviews**. Difficulty: High competition.

› **Testing games**. Difficulties: It is a low-paid and time-consuming job. Besides, it has little to do with playing, it is more about finding unique scenarios and errors in games.

› **Some games reward gamers for playing**. They are mentioned below.

The above ways are closer to ordinary work, but they usually take more time to give a comparable remuneration.

Some services and games that pay or reward users for the very process:

› SwagBucks is a service where a player can receive rewards for games from the catalog. Besides, the service pays for purchases in affiliate stores (cashback), polls, video views and online searches using the Yahoo toolbar. The service awards points to users (SB points), which can be exchanged for Amazon and Walmart gift cards or PayPal cashback. Not available in some countries. Withdrawal is impossible.

› PlayAndWin is a service similar to SwagBucks, but only game-specific. Rewards include Amazon gift cards, bonuses for use in service games, children's toys, etc. Withdrawal is impossible.

› Exodus 3000 is a multiplayer browser game that offered to reward users for various actions in the game: extraction of resources, attacking opponents, etc.

10. http://magnaglobal.com/wp-content/uploads/2016/12/MAGNA-December-Global-Forecast-Update-Press-Release.pdf

11. http://pwc.com/gx/en/entertainment-media/pdf/outlook-2017-curtain-up.pdf

12. http://magnaglobal.com/wp-content/uploads/2017/06/MAGNA-Global-Ad-Forecast-Spring-Update-June-2017-PR-Executive-Summary.pdf

13. http://iab.com/wp-content/uploads/2016/04/IAB_Internet_Advertising_Revenue_Report_FY_2016.pdf

14. http://iabeurope.eu/wp-content/uploads/2017/09/DigitalAdvertisingEconomicContribution_FINAL.pdf

› Corporationmaster is a multiplayer browser game where a player can earn money, spend it on game bonuses and exchange for real money.
› Second Life is a multiplayer game, a life simulator in which a player can get a virtual job or set up a business, earn money in game currency and exchange it for real money.

Disadvantages of the above and alternative services and games with similar reward mechanics are that users are limited in their choice. These are either catalogs of mostly logical and arcade games, as in the case of SwagBucks and PlayAndWin, or specific games that not everybody likes.

zVAULT service from the manufacturer of game periphery Razer must be mentioned separately. The company pays gamers for the time spent in games selected for the catalog in the current month. Games included (as of October 2017): World of Tanks, Diablo III, Rising Storm 2: Vietnam, Playerunknown's Battlegrounds, DOTA 2. Payments are made in the internal currency of the service. Earned money can be spent on Razer products, discount coupons and, in the future, with partners. Funds cannot be withdrawn. The set of games is interesting but limited to games for desktop computers. A player needs to install dedicated software Razer Cortex to work with the service.

Some gaming platforms also have incentive programs[15]: PlayStation Store, Xbox Games Store and Nintendo Game Store reward users with points for purchases and some actions on the platform (for example, registration of purchased disks) and games. The received points can be spent on purchases in the catalogs of the corresponding platforms and their partners. Funds cannot be withdrawn, users are limited to the ecosystem and the current marketing policy of the platforms.

15. Sources: http://rewards.xbox.com/en-US/, http://playstation.com/en-us/explore/sony-rewards/, http://nintendo.com/my-nintendo/

RAWG

Overview

RAWG is an online service with a database of games from all popular platforms and a recommendation system. It's like IMDb for games. It combines a personal library, a recommendation system, a social service to connect with friends and influencers about gaming and a calendar for events and games releases.

RAWG is a web app. It utilizes ReactJS, Node.js, Python 3, Django Framework, Git for code versioning, GitHub for code and technical documentation storage.

RAWG is being developed to:

› answer the question "**what to play next**" based on the user profile;
› allow gamers to obtain **real-life benefits** from gaming skills, utilizing a blockchain platform;
› provide advertisers with **access to the target audience** enabling targeting that takes into account the actual interests of users.

The goal is to build a cross-platform ecosystem where gamers will spend time tracking their collection of games; sharing their impressions and achievements with friends; allow brands to help users find the best entertainment; award users for their gaming skills.

Expected sources of RAWG's income:

› sales of advertising (main);
› promoting services and goods of partners.

The starting price of RAWG's premium advertising format is $3 per 1,000 views (CPM)[16]. The market price for a similar format on other platforms depends on the audience — the number of people who use the site (MAU) at least once a month. For example, Eurogamer is $19 to $55 per CPM.

Growing game database

Over 50,000 games have been added to the database over the first 3 months of operation, including games from all popular platforms: Steam, PlayStation Store, Xbox Games Store, App Store, Google Play, GOG and Nintendo Game Store. RAWG plans to expand the database to over 200,000 within a year which will make it the largest cross-platform game database in the world. RAWG intends to continue growing the size and quality of the database with the help of its token holders and community.

The service automatically adds information about new games and how RAWG users play them: achievements, abandoned/passed games, time spent, etc.

Besides this, users can add information about games to the database manually — for example, for old games or games that are not in the catalog.

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16. The price may vary in the future.

One of the goals for the RAWG team is to create the world's most complete game database, which will combine personal impressions of games with more widely known game data.

Personalized recommendations

RAWG will help users search for new games using the recommendation system. The system is based on Big Data.

The service is designed to know as much as possible not only about the games, but also about how players interact with these games. RAWG users mark the games they completed or are waiting for, rate games and write reviews, and create thematic game collections. RAWG also receives information about its users from connected gaming platforms and will use this data to account for the actions of players in games.

Platform owners do not have this information as they do not track gaming activities on other platforms. RAWG seeks to create a cross-platform environment where links between similar games and players can be built and recommendations can be made beyond the limits set by the game solution manufacturers.

Gaming community

After becoming a member of the RAWG community, users will be able to share their experience and impressions from games with each other. Gamers can follow each other; interact with, share, and reply to the content; discuss, rate, and review games; monitor activities in a personalized feed. RAWG plans to launch verified profiles of influencers and a Q&A system which will be used both to ask gaming experts questions and to provide awards for answers.

User feedback, ratings, and reviews of games will help the service to formulate personal recommendations. The opportunity to share experience and knowledge of games will allow gamers to discuss and share their interests, and provide opportunities for learning how to play their favorite games more skillfully.

RAWG intends to award gamers using the service for games they already play. There are achievements in many games that are established by their creators to reflect the gamer's progress through the game. RAWG gets the lists of such achievements from the gaming platforms and will host a multi-platform list of accomplishment.

Targeting and advertising tools

Advertising is the main source of RAWG's income. The service provides advertising tools based on the CPM model that enables audience targeting by sociodemographic parameters, users' interests, and game interaction data. RAWG will possess data about the cross-platform game preferences of users and additional information such as devices they own, games they look forward to, have dropped or completed, etc. This knowledge will let RAWG target advertising more precisely than any other gaming service can. Advertisers can set up the number of views they are ready to purchase.

Only real views will cost tokens — users with ad blockers do not count. Advertising formats are static and dynamic banners. Other formats may be added later. RAWG will accept only RAWG tokens for advertising services until April 2021. Afterwards the tokens will give access to a fast track — to purchase advertising without waiting in line.

Apart from media advertising, RAWG will promote the services and goods of partners.

Potential categories of supposed partners[17]:

> › games, movies, books, shows;
> › mass services and mobile apps;
> › computer equipment;
> › gadgets;
> › clothes;
> › Fast-moving consumer goods.

Rivals

RAWG is currently the only cross-platform recommendation service that intends to let gamers receive awards for playing the games they like, and then exchange those awards for goods or services.

The closest games and services that solve similar or related tasks are listed above, in the subsection "It is hard for players to be awarded for their hobby". Their key disadvantages are the following:

> › users are limited in their choice: these are either catalogs of mostly logical and arcade games (SwagBucks and PlayAndWin), or specific games (Exodus 3000, Second Life), or games for specific platforms (desktop computers in zVAULT);
> › where gamers can choose games, the received rewards can only be exchanged for the goods and services of the respective service or their partner offers.

The largest sites with game data are worth noting: IGN and Kotaku. Despite data on a large number of games, their main drawback is lack of personal recommendations that take into account preferences of users. Their services and platform are also less organically community-based and are more potentially subject to the whims of advertisers and dominant platforms.

Risks

Main risks and ways to minimize them:

> › **Few people will be interested in RAWG.**
>> › **Way of minimization:** 40% of raised funds will be used to attract new audience. More details about this can be found below, in the subsection "Use of raised funds".
>> › **Fact:** After user registration, the service imports data about them and their game records from the platforms. After this, the user can get RAWG tokens while playing games that interest them. The availability of tokens that can be exchanged for goods and services should ensure the maximum retention and involvement of RAWG users.
>> › **Fact:** The first 2,500 users imported more than 470,000 games from their game profiles into RAWG during the test — an average of 184 unique games per person. Over 2 weeks of the test, users independently set up statuses (marked the game as expected or passed, etc.) for more than 50,000 games — an average of 20 games per user.
>
> › **The service will not attract enough advertisers.**
>> › **Way of minimization:** Attracting target audience of gamers and providing convenient advertising tools that enable precise targeting.
>> › **Fact:** The data RAWG collects about users ensures the operation of a personal recommendation system. The same data will be used for targeting by sociodemographic

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17. The partner program is under development now; the negotiation process with potential partners is under way.

parameters, interests, and gaming interaction data. For example, Konami will be able to display different versions of the Pro Evolution Soccer advertising to users who already play this game and users who play FIFA. Publishers will be able to display ads to their fans, while independent developers can target players of similar games in the mass market.

> **Fact:** Niche communities are more attractive to advertisers than standard widespread advertising tools.

› **Users will block ads.**

> **Way of minimization:** A proprietary technical solution is used to display advertising rather than a third-party code. This allows RAWG to efficiently deal with software that blocks advertising. Given that advertisements will have high relevance to users, they are less likely to actively pursue ways to block them. Platform users will also be incentivized by the fact that advertisements will be driving up the value of the tokens they are awarded with.

> **Fact:** Advertiser pays only for views where users did not block advertising.

› **RAWG tokens will be of no value/worthless after the crowdsale.**

> **Fact:** We are planning for RAWG tokens to have an inherent value for gamers and advertisers — they can be used to increase gaming expertise levels on gaming platforms and can be traded for advertisements. We are also interested in launching partner programs that will provide opportunities for gamers to use tokens to access their services and goods.

Current version

RAWG is not just an idea, but an operating service. The beta version is available at rawg.io.
The development was launched in November 2016. Since then, the following tasks have been solved:

April 2017	A unified player profile which automatically compiles all games from Steam, PlayStation, Xbox platforms. 20,000 games in the database and the RAWG user activity feed.
May 2017	Private testing for 2,000 invited users.
June 2017	Original system of reviews and ratings, more than 50,000 games in the database.
July 2017	Convenient editing tools for games in personal libraries of RAWG users.
August 2017	Cross-platform showcase: games that cannot be missed, calendar of releases, charts, user reviews.
September 2017	User profiles with detailed reports about game interaction. Launch of an open RAWG alpha version.
October 2017	New UGC tools: game reviews and discussions.
December 2017	New UGC tools: content-rich collections.
February 2018	Content rich game pages, game developers and publishers profiles, upgraded main page.

Roadmap [18]

April 2018	Crowdsale.
May 2018	Personalized recommendations based on unique data of cross-platform interests of gamers.
August 2018	Launching RAWG token system. Advertising sales.
October 2018	Community-editable database. Over 100,000 games in the database.
November 2018	Tokenized Q'n'A service: ask questions and receive answers from game developers.
December 2018	Advertisers' self-service profiles.

18. Timeline is an estimate and may change.

Team

The team consists of professionals with experience in media, video gaming, and entertainment:

Gadji Makhtiev
FOUNDER

The founder and CEO of a leading Russian gaming outlet — Kanobu. Gadji raised the valuation of Kanobu from zero to around $9M while keeping the company profitable. The former head of advertising and PR of Sibilant Interactive, a game development company. The former CBDO of the Internet Education Federation.

Dasha Lyalin
COO

15 years in digital and media. 8 years as a CEO of mobile VAS and entertainment streaming service inside the largest Eastern European mobile retailer Svyaznoy.

Alexey Gornostaev
CO-FOUNDER, CPO

The CPO of a leading Russian video gaming outlet — Kanobu.ru. The Project Manager of Game Insight, one of the largest mobile game developers in Eastern Europe.

Samat Galimov
CTO

The former CTO of leading Russian news media Meduza and social e-reading subscription service Bookmate.

Sergey Ulankin
EDITOR-N-CHIEF

The former editor-in-chief of Roem, one of the most influential technology media outlets in Russia.

Mike Ger
PR & MARKETING

The former lead PR & marketing manager of Zeptolab and lead marketing manager of Yandex.Turkey.

Advisors

Igor Matsanyuk

A serial entrepreneur turned investor. He has invested in 40+ companies.

Vyacheslav Makarov

The head of the World of Tanks Product Group. The head of R&D of Wargaming.net. The co-creator of World of Tanks.

Daniel Wolfe

The Co-founder of the Simoleon Long-Term Value fund, which invests in blockchain-related securities. One of the Board of Directors of UC Rusal and PAO Quadra.

Vladislav Kreinin

The VP of Sberbank, the largest bank in Russia, Central, and Eastern Europe.

Misha Lyalin

The CEO of Zeptolab, a video game developer best known for the Cut the Rope series.

Evgeny Tartakovsky

The founder of Siberia Capital & Research Center, and ex-CTO of Santiment.

John Hanke

CEO of Niantic Inc., responsible for Pokemon GO. Ex-VP Google of Geo Product Management.

RAWG tokens

Overview

RAWG tokens are the base of the RAWG token system:

› Advertising on the service will be traded only for tokens until April 2021.
› Gamers will get awards in tokens for achievements.
› RAWG partners will accept tokens when providing their goods and services.

The price for 100 tokens during the ICO is equal to the cost per thousand views of the RAWG premium advertising format, which is the equivalent of $3 at the start of the crowdsale:

Advertising format	Placement	Cost per thousand views, $	Cost per thousand views, RAWG tokens
100%×510 px **PREMIUM**	*Page top, above the header*	3	100
960×540 px	*2-3 screen*	2.7	90
960×250 px	*Page bottom, above the footer*	2.4	80

The token is a special unit that gamers can receive for their gaming activity and which certifies the gamer's contribution. There are certain rules for receiving tokens in order to encourage the most involved and interested audience on the one hand, and to cut off the inactive audience and increase the competitive burden of inactive accounts on the other hand.

There are several types of participants in the system. These are gamers, partners, advertisers and RAWG. The token solves different tasks for each type of participants and serves as a way to fulfill the interest of all participants.

› **For a gamer**, the token is a unit that certifies his achievements and activity in games.
› **For a partner**, the token is a means to acquire leads to try their services or goods.
› **For an advertiser**, the token is a unit for the advertisement to the target audience.

The token price is associated with the cost of advertising formats (see the table). As such, the token value is defined by both advertisers interested in buying tokens, and gamers interested in selling tokens.

Terms used to describe the RAWG token model

Hereinafter, we will use the following terms to describe the mechanism for RAWG tokens:

1. Gamer is a person who plays games on a certain gaming platform.
2. Gaming achievements are in-game awards exclusive for each game (for example, kill 10 enemies, pass 10 levels, etc.). Gaming achievements are set by game developers and publishers.
3. Product audience is all RAWG gamers who committed active actions during the reporting period.

4. Activity is participation in the system of receiving awards for gaming achievements. It is initiated by the gamer.

5. Rarity of gaming achievements is the frequency of reaching one or another gaming achievement within one game. It is calculated using the following formula:

> **(Number of gamers with achievement) / (All gamers in this game) × 100%**

6. Karma is a form of special points accrued for gaming achievements within the system. Karma conversion is automatic but is initiated by the gamer. Karma is zeroed after conversion at the end of each token circle.

7. Token is a unit that certifies the gamers' contribution that they receive for gaming activity. Derived from karma within the token cycle. There are special rules for accrual and distribution of tokens. A gamer then can spend them on product services or for other benefits. A token is traded and used as a whole and can't be divided.

8. Token cycle is a two-week cycle of karma accumulation by gamers and token distribution, depending on the amount of karma accumulated by each gamer.

9. Product services are various partner services or an internal loyalty and expert system where gamers can trade the accumulated tokens.

10. Advertiser is an external participant in the system who is interested in purchasing advertising on the product platform (RAWG).

11. Partner is an external participant of the system interested in the leads from the platform in exchange for services and goods.

12. New gamer is a gamer who first initiated the karma conversion into achievements on the platform within three token cycles. There are special rules for receiving tokens for new gamers.

13. Ordinary gamer is a gamer who initiated the achievements conversion into karma at least twice within three token cycles.

14. Sleeping gamers are gamers who have not initiated the achievements conversion into karma for at least two token cycles in a row. Upon initiation after the specified period, they are assigned a "New Gamer" status.

15. Gaming expertise is the gamer's internal level within the platform, which is acquired through tokens and has a limit determined by special rules.

16. Industrial expertise is a special status, a kind of media fame of a certain participant in the industry, who officially confirmed their participation in the platform. It is defined by RAWG.

17. Platform is the RAWG platform with all functions.

18. Token distribution is the process of discharging tokens within the completed token cycle. It occurs according to certain rules in order to award the most active part of the audience, maintain the competitive system, and ensure overall sustainability.

19. Stabilization fund is a tool to purchase tokens by RAWG service and to take care of the interests of advertisers, gamers, and partners.

20. Gamer's wallet is an internal account of the gamer that contains information about the current number of tokens, as well as about the gamer's transactions.

Description of the token system

The benefit of the token system can be described as follows:

1. Gamers receive tokens for their gaming activity and/or content creation on RAWG, which can then be converted or spent on product services.
2. Advertisers receive a live audience interested in games and playing them.
3. Gaming experts receive a rating system to confirm their involvement in the game subculture.
4. Industry experts receive an opportunity to consult and communicate with a live audience and get rewarded with tokens for it.

Partners receive leads from the platform in exchange for providing additional services.

Inflow of tokens into the system

The starting point is the gamers' involvement in their subculture and willingness to spend time on their favorite and new games. Gaming achievements are a tool to measure the time and skill that gamers spend on a particular game.

When a gamer creates a profile on RAWG, they are encouraged to synchronize their gaming achievements from the major gaming platforms: Steam, Xbox Live, PSN and others. The system evaluates gaming achievements and determines their rarity within the game. Based on this evaluation, the gamer receives a certain amount of karma for the current token cycle (which lasts two weeks; if the gamer arrives at the end of the cycle, they will only get the remaining number of days in the current cycle). After that, the gamer's achievements are transformed into karma.

Karma is updated every cycle and determines the place in the ranking among all other gamers. This influences the number of tokens they receive. As such, the most active audience with more rare achievements or more quality content created has higher chances of receiving tokens.

Tokens are distributed among gamers at the end of the token cycle. It should also be noted that newcomers do not compete with the rest of the audience and tokens are distributed among newcomers according to special rules, although within the general token distribution.

After gamers receive tokens, they get a notification and can find the corresponding number of tokens in their wallets. Gamers can spend tokens within the system from the internal wallet. The product set of the platform is provided by partner agreements and an expertise program.

Expertise is an internal service of the platform that allows for identification of the most involved audience, and that enables gamers to ask experts from the industry who have officially confirmed their presence on the platform.

Gaming and industrial expertise

Gaming expertise is a gamer's level on the platform. In theory, this can grow infinitely depending on the tokens spent on it. In other words, a gamer can use tokens to increase their expertise level on the platform, including acquiring additional tokens to increase their level. Certain levels will unlock features inside the RAWG platform.

Token cycle   **1** Achievements and content creations generate karma   →   **2** Karma is converted to tokens   →   **3** You can spend tokens to increase your expertise level

Industrial expertise is the official presence of the industry representatives on the platform. They can be either game creators or researchers, bloggers, cybersportspeople, etc. It requires an official proof of identity. Such persons can specify the price in tokens for feedback, and they are obliged to give an answer to a question for the required number of tokens. The system assumes the existence of rules both for asking a question and for answering it. Once a question is answered, tokens are transferred to the address of the expert.

Summary

As such, there are several ways to withdraw tokens from the token system, including exchanging tokens to services or goods from partners, and acquiring the expertise level.

Tokens can be transferred from one gamer to another.

There are special restrictions that minimize the risk of exploiting possible vulnerabilities in the system. For example, there is a limit on the number of tokens from the distribution that one gamer can receive, and there are rules according to which gamers cease to participate in receiving tokens. In the general case, this is due to the lack of gamer's activity on the platform.

RAWG does not in any way seize the accumulated tokens and does not force gamers to use them as soon as possible. Tokens in the gamers' wallet are their own and can be used at will within the stated rules. If a gamer uses tokens for internal or external services, a transaction fee can be charged in some cases (for example, when receiving a token through the system of industrial expertise).

Karma accrual

The process of token accrual begins with gaming. Games are divided into the following types:

› **A — basic games**;
› **P — partner games** (the list is updated with each token cycle and depends on RAWG's partner agreements).

We value the gamers' efforts according to the gaming achievements gained. The rarity of achievements is estimated relative to the audience of this game rather than relative to the entire audience of the platform:

› X — **80% of all the achievements** that most of the active audience gained.
› Y — Gaming **achievements that only 15%** of the active audience gained.
› Z — Gaming **achievements that only 5%** of the active audience gained.

The table of karma accrual takes the following form in this case:

Karma accrual	Basic games In karma units	Partner games In karma units
X	1	2
Y	2	3
Z	3	4

RAWG reserves the right to withdraw certain games with a substandard system of in-game achievements from the program of karma accrual.

Tokens accrual

Once karma has been accrued, tokens are accrued at the end of the token cycle, according to the gamer's karma. Since RAWG's goal is to maintain competition in the system and at the same time not to make the system excessively hostile to gamers who cannot compete with those spending much more time and effort on gaming due to objective reasons, the mechanism for token accrual can be represented as a table:

Rank by karma amount	Share of tokens distribution for distribution among this share of gamers	Probability of receipt	Distribution rule within the share
Top 20% of gamers except for new gamers	65%	1	*Proportional to karma, but not more than 5% of the emission amount per account*
21%-50% of gamers except for new gamers	20%	1	*Proportional to karma*
51% and below of gamers except for new gamers	10%	0.5	*Proportional to karma*
New gamers	5%	1	*Proportional to karma*

Token circulation

The circulation of RAWG tokens can be schematically described as follows:

A less detailed circulation scheme:
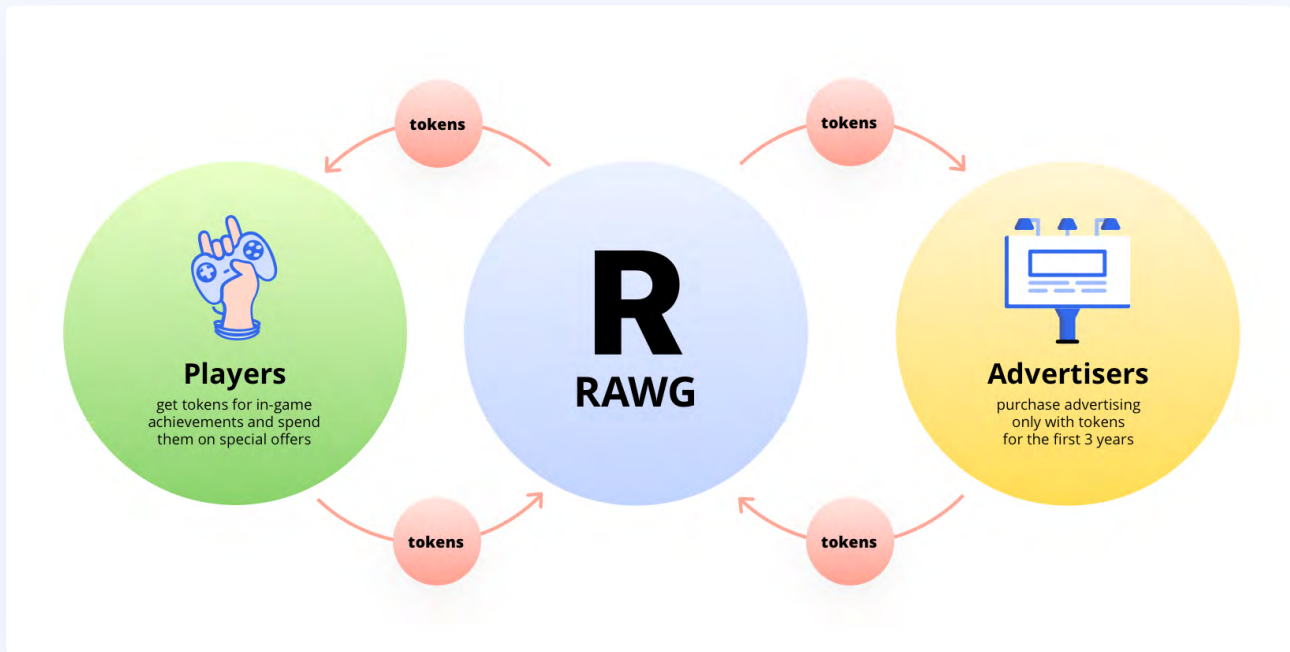
Questions and answers

Q: If one gamer arrives at the beginning of a cycle and the other arrives closer to the end of the token cycle, will this affect the amount of karma they receive?

A: No, it won't. Only the number of gaming achievements and the amount and quality of content have an effect on the amount of karma.

Q: What happens to tokens after gamers exchange them for goods or services from partners? Are they transferred to partners?

A: The token is utilized by the platform.

Q: Can gamers transfer tokens to each other?

A: They can't do this as part of the usual exchange or as a gift. But this can be done within the expertise system. If gamers ask an expert a question for the specified price and the expert answers it, the latter receives the corresponding number of tokens net of fees.

Q: Are tokens credited immediately or only at the end of the cycle?

A: Only at the end.

Q: Can the rarity of gaming achievements change in time?

A: Yes, this is theoretically possible for some achievements. If this occurs, we are guided by the principle that 'the law has no retroactive effect.' In other words, karma won't be recounted and tokens won't be accrued. The rarity of achievements depends on the gamers' activity, so RAWG does not recalculate karma as this can make the system vulnerable to exploits.

Crowdsale

RAWG tokens crowdsale will be conducted by Behind RAWG, a legal entity incorporated in the Cayman Islands.

Crowdsale period: from April 2018 till December 2018 or until 700 million tokens are sold, whichever comes earliest.

> To buy one RAWG token you should provide an equivalent of **$0.03** in BTC or ETH.

Crowdsale is considered successful if **66,666,667 tokens are sold**. Right now RAWG has already closed the softcap, raising $2M from Crypto Bazar fund. The maximum number of tokens that may be acquired during the crowdsale is 333,333,334.

Following the results of the crowdsale, RAWG issues additional tokens. Below is the distribution of all tokens issued:

38.5% *are acquired during the crowdsale.*
33.5% *are locked in the stabilization fund.*
10% *are bonuses for the founders.*
7.7% *are bonuses for early investors.*
3.8% *are bonuses for the advisors.*
3.8% *are bonuses for the team.*
1.9% *are bonuses for airdrop program participants.*
0.8% *are bonuses for bounty program participants.*
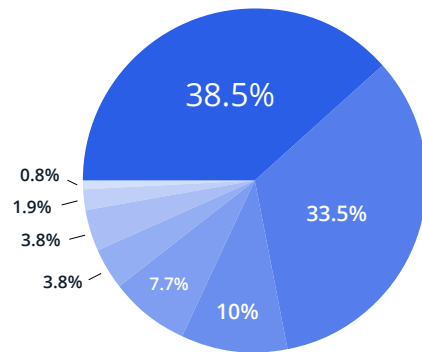
RAWG will accept only RAWG tokens for advertising until April 2021. After this, payment in tokens will work like a fast track — advertising can be purchased without waiting in line.

Use of funds raised during crowdsale

Distribution and use of raised funds:

| Cost item	Share of raised funds	Explanation
Community building	40%	Attracting users through social networks, advertising, partnerships with gaming companies and opinion leaders, community management, etc.: › content, SEO, moderation, filling the game database; › distribution of content in social networks and community establishment; › direct online advertising for gamers; › PR support of RAWG in the US, Middle East, Asia, Europe, Russia and the CIS.
Product development	40%	Hiring and paying employees: expanding the team of developers, marketers and specialists for working with partners and advertisers.
Information security	10%	Regular audit of information security, protection from hacker attacks.
Back office and other	10%	Office rental fees, equipment, business trips and other similar expenses.

Conclusion

RAWG is a simple to use service that tackles one of the most important problems in the gaming industry — cross-platform personalized recommendations. RAWG also seeks to establish a new system where gamers will be awarded for their playing time and skills.

RAWG will provide access to the content created by a community of like-minded people and personalized recommendations that are not limited to platforms and marketing of their manufacturers.

RAWG will provide advertisers and partners with access and tools for working with a target audience.

Still have questions? Contact us at info@rawg.io.

In the media
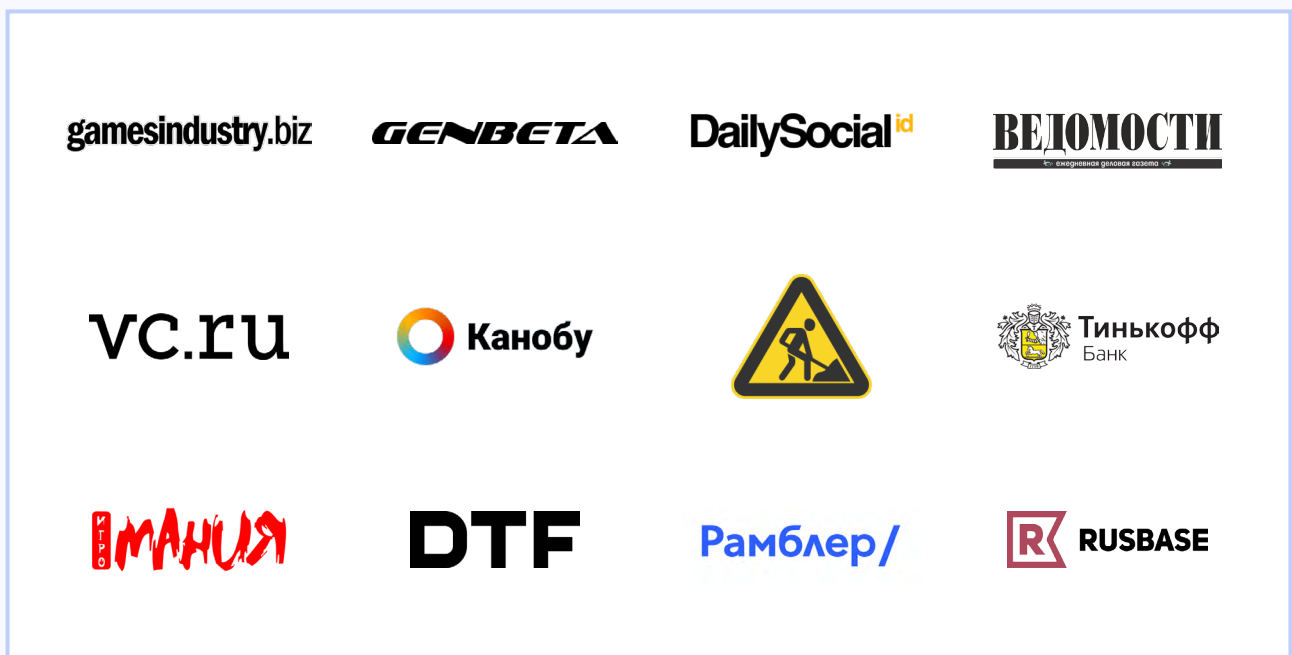
Legal information

The RAWG service is developed by Behind the Games, UAB. The company was founded in August 2016 in the Republic of Lithuania. It is located in the Vilnius Tech Park, the largest accelerator of startups across the Baltic States and Scandinavia. The company is registered at Antakalnio g. 17, Vilnius, LT-10312, Lithuania.

The RAWG tokens crowdsale will be conducted by Behind RAWG, an Exempted company incorporated in the Cayman Islands.

Warnings and disclaimers

Technology-related risks

Security Weaknesses: The RAWG platform software may have the inherent risk that third parties may insert weaknesses or bugs into the underlying technology, causing the system to lose RAWG tokens data that is registered in the public ledger.

Cryptography Weaknesses: Code cracking, or technical developments such as quantum computers, could present risks to RAWG tokens, which may result in the theft or loss of RAWG tokens. There are also risks of spaghetti code problems.

Technology Attacks: The technology used for the RAWG platform may be receptive to various and different types of network attacks, including but not limited to DoS (Denial of Service) attacks and race condition attacks.

The user must understand and accept that, as with other public blockchain-based systems, the RAWG platform technology may be receptive to consensus attacks, including but not limited to, double-spending attacks. Any successful attack presents a risk to the RAWG platform and the expected proper execution and sequencing of platform transactions and operation.

Cyber Security: RAWG platform users and RAWG token holders may suffer financial loss, disruption of business activities, or reputation damage resulting from absent or insufficient protection safeguarding the information technology systems (e.g. hacker attack, virus transmission, and network downtime), poor change management practices, or leakage of information. RAWG users and RAWG token holders are exposed to risks of losing funds by exchanging, storing, managing or transferring RAWG tokens. The password for users and token holder's RAWG platform account can be hacked.

Third-party code: For the time being, RAWG relies on third-party services to track and synchronize achievements. The owners of these services might change the code or prevent RAWG from using it.

> ⚠ RAWG users and RAWG token holders should know that there is no backup technology for RAWG tokens or/and for RAWG tokens/accounts private key.

Miscellaneous: RAWG platform users must be aware that the publicly accessible value represented by the RAWG tokens is stored in a public ledger, which is neither the property of, nor under the control of a specific legal person or user of the wallet.

The RAWG platform users and RAWG token holders may have potential risks to lose access to tokens due to software malfunctioning.

Regulatory, market and counterparty-related risks

Regulatory risk: There is a risk that public authorities in some countries may consider that a RAWG token is a financial product and/or a financial instrument, and/or that its issuance and circulation is a regulated activity. This could impede or limit the ability of token holders to hold, use and dispose of the RAWG tokens, and impede or limit the normal operation of the RAWG platform.

Market-related risks: All market-related risks must be assessed when exchanging RAWG tokens: the market liquidity, market size/cap and listings on crypto exchanges, the potential collusion of exchange operators /market manipulation and challenges regarding market surveillance, etc.

Risk of the token value decrease: The market conversion rate and the value of RAWG token may change (decrease or increase) significantly.

Operation risks: The RAWG platform operator may not be in the position to execute a transaction due to organizational, financial, and/or regulatory restraints.

RAWG

token.rawg.io