



ITAMGAMES

ITAM, Get More from Gaming

Executive Summary

V 1.01

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1. The Start

In the year 2018, the global mobile gaming market reached 65 trillion KRW, and is expected to have the greatest growth rate compared to other gaming markets. ** Games research specialist NewZoo's "The Global Games Market Report 2018"

The reason for its massive market size is because it has advantages over other platforms such as convenience, simplicity, and mobility, which is continuously making the worldwide mobile gaming market thrive even further.

However, due to the advantage of being able to play anytime and anywhere, the time, effort, and money invested by the game users increases in relation, and both the users' characters and digital assets that enhance with these costs are attributed only within the game and exists only as data on a centralized game server. In addition, many of the games that induce users to pay high prices also promotes competition amongst the game users, and manipulates the data of the centralized server to maliciously destroy the in-game order, which strongly discourages honest gamers.

Blockchain technology provides a fair and trustless game competition system and gives value to the game users' gameplay. Traditional games, such as a single-player puzzle game that did not have ranking servers, can now record high scores and the process of acquiring that high score by incorporating blockchain technology, which will add further entertaining elements to the game and have a fair ranking and competition system. Furthermore, digital assets, such as game items that were acquired through time and effort investments by the game users via blockchain technology, will grant the user true ownership, which also can be traded with other users.

The core value of ITAM Games is to 'provide players digital assets that have true value through blockchain, rather than being merely entertainment,' and we have constantly and firmly reduced the gap between realistic development and the core value hypothesis over the past year. As of May 2019, we came to the conclusion that any uncertainties about the implementation of the project were resolved, and thus, are now formally announcing the project.

ITAM Games will provide a better experience and gaming ecosystem for both the game users and game developers with blockchain technology.

We will enhance the gameplay value of users. By on-chaining the leaderboards, achievements, challenges, etc. which were meaningless data before due to data tampering, we will provide a fair competition system. Also, game users will have their digital assets on their own personal wallets instead of on a centralized game server. Digital assets will be recorded on the blockchain so that the user can have true ownership of digital asset(s) and by storing on the blockchain, digital asset become more transparent and the ability to be exchanged among other users within a trustless system becomes possible. Moreover, the creation and trading history of the digital assets will be trackable by anyone.

We will provide game developers with a fair and mutually beneficial store platform. Currently, applying blockchain technology to games is difficult, expensive and inconvenient. Simply by applying the ITAM SDK to their traditional mobile games, existing games can become blockchain games, providing game developers with faster and more profitable settlements, as well as commission fees on digital asset trading.

ITAM Games didn't start the project by getting funds with mere potential and inspiration, but focused on actually proving our propositions in a timely manner. Starting from March of 2019, we are in the process of open beta testing ITAM Games, and through continuous updates, we will ensure the stability and scalability

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of our service.

In the waves of big transformations, such as the 'Internet and PC' and 'mobile and smartphones', the game industry has always been at its inception and initiative. In order to lead the wave of the big transformation called 'blockchain,' ITAM Games has completed and is in development of the following services and products, and will continuously work to make ITAM Games the most active and valuable service in the blockchain gaming ecosystem.

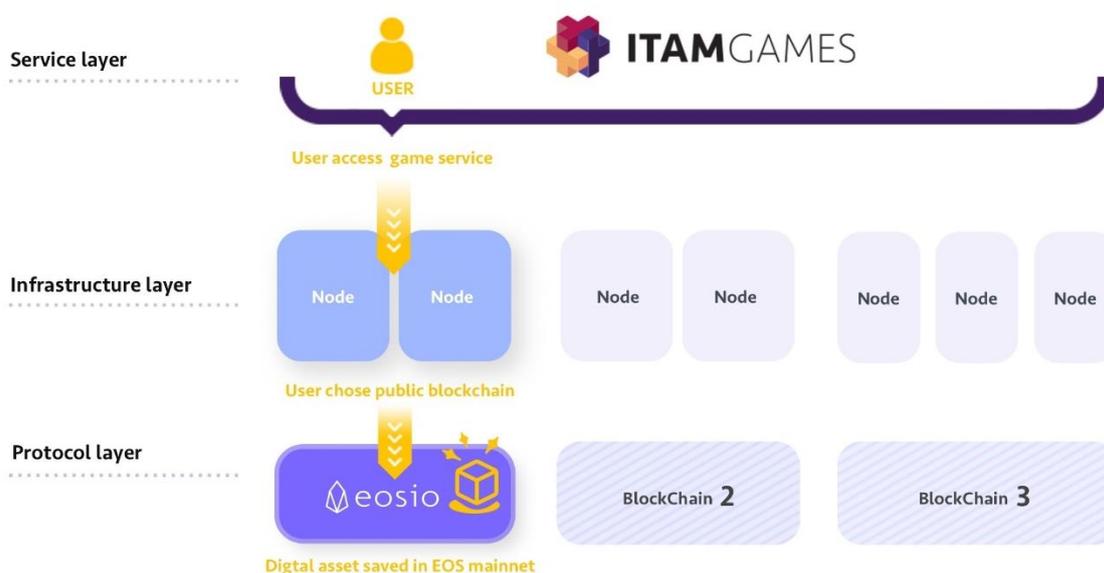
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2. ITAM Games

1) Multi Blockchain service

ITAM Games is a blockchain gaming platform that utilizes blockchain technology to give true ownership of digital assets to users. As a service provider, we believe that it is important to give users the choice of which blockchain protocol they would like to store their hard-earned digital assets and achievements.

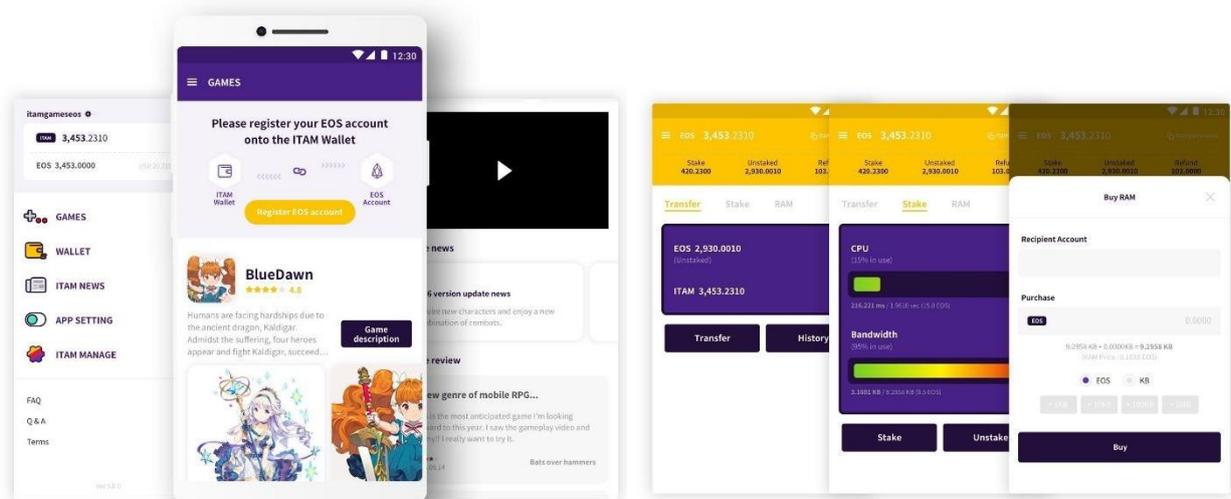
ITAM Games believe each protocol has its own unique advantages as a chain, and as service provider, we believe it is a great time to experiment with different chains and let the users themselves decide which protocol they prefer. Currently, we have chosen the EOS MainNet to be the first public blockchain protocol to be connected to the ITAM Store, but throughout the service's lifetime we will be implementing different protocols for our users.



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2) ITAM Store

The ITAM Store is a mobile app service with a UI and UX similar to the Google Play Store and Apple App Store, and is the venue where users can view the list of blockchain games offered by ITAM Games, as well as download the games. ITAM Store users can acquire and view credible rankings (leaderboards) they earn through gameplay, gain full ownership of the acquired in-game digital assets called ITAM NFT (Non-Fungible Token), and trade these digital assets with other users. The ITAM Store has a built-in ITAM Wallet for users. With the ITAM Wallet, users have access to user authentication, view purchase information of game contents, view information of owned ITAM NFT, and sell/buy digital assets.



3) ITAM NFT and Trading/Leasing

ITAM NFT is the standard Non-Fungible Token (NFT) of the games on the ITAM Store. It is a tokenized digital asset, such as unique items, characters, achievements, rankings, etc., acquired by the user in the game. Through the ITAM SDK, the users' digital assets are created simultaneously as to when it is acquired, and the history of its registration, modification and deletion are all recorded on the blockchain to provide the game users with immutability and true ownership.

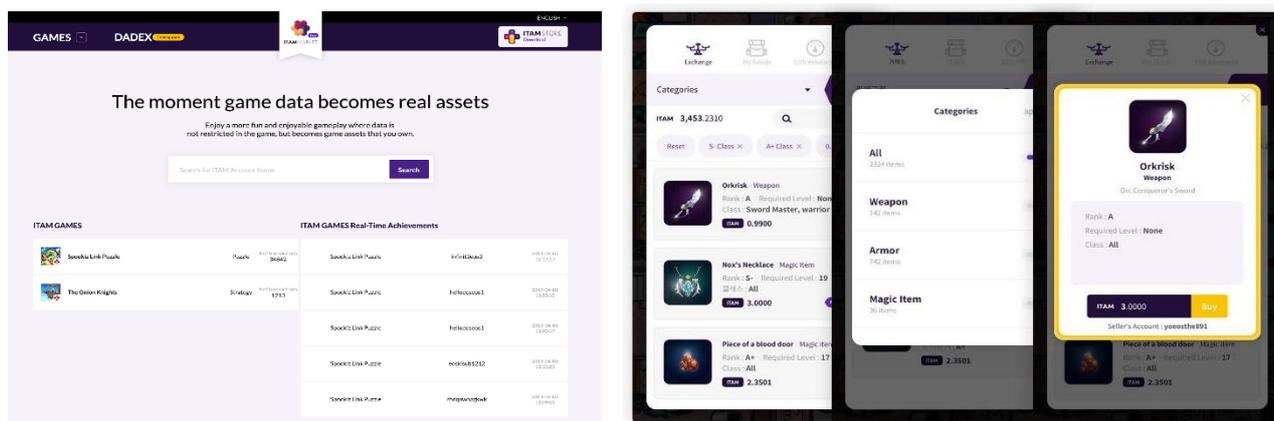
True ownership of the ITAM NFTs belongs to the game users, can be traded, and lent or borrowed to other users.

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4) ITAM Market and ITAM DADEX (Digital Asset Decentralized Exchange)

ITAM Market is a block explorer of ITAM Games based on developmental experience of EOSScanner.io, which the ITAM Team developed previously. Achievements, challenges, and rankings of ITAM Games, acquisition and trading of unique digital assets known as ITAM NFTs, smart contracts, and more can be easily and transparently viewed by anyone. (<https://itam.market>)

ITAM DADEX is a decentralized service that allows users to trade or lease ITAM NFTs. Gamers from all around the world will be using the ITAM DADEX as the medium of exchange, and its blockchain technology ensures the reliability, transparency, and integrity of the exchanges.



5) ITAM Community

The game community is a space that gives users entertainment beyond gameplay. The ITAM community will activate and expand the gaming community by adding reward programs so that game users will voluntarily create and share game content. The communities are largely divided into three parts, known as the 'ITAM Main Community', which has all the features of the platform, including news of ITAM Games, pre-registration of upcoming games, and more, 'Official Game Community,' which provides announcements, events, updates, and more, and the 'Open Community,' which is created and operated by the users.

6) ITAM for Developers

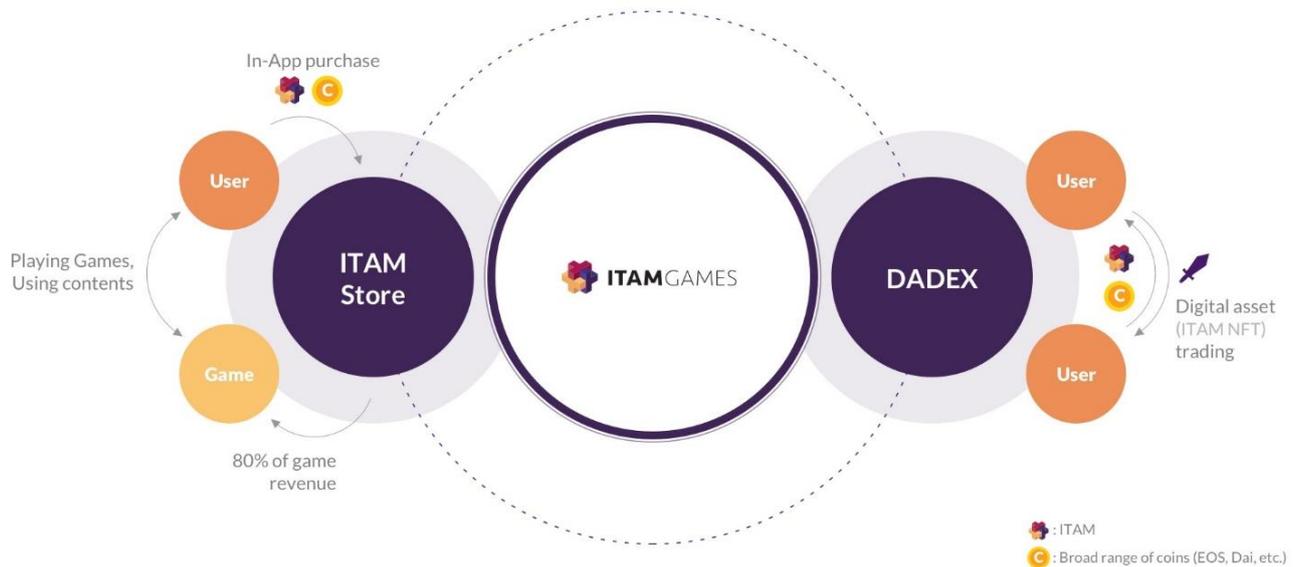
The ITAM SDK package makes it easier and convenient for game developers to enter the blockchain game market. Developers can join the blockchain game store known as the ITAM Store by simply applying the ITAM SDK package to their games, without having to spend large amounts of resources. They can also integrate the ITAM Wallet for Game Developers, set up unique in-game digital assets (NFT), have access to marketing support tools, user analytics systems, and more with the package.

Game developers who want to only use the 'digital asset registration and trading' services without joining the ITAM Store can apply a different version of the ITAM SDK to provide NFT trading services to their game users.

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3. ITAM Games' Ecosystem and Token

1) ITAM Games' Ecosystem



Both the ITAM Store and DADEX have commission-based models.

On the ITAM Store, game users purchase premium content on the ITAM Store with either the ITAM Token or with one of the partnered cryptocurrencies of ITAM Games, and the game developer receives 80% after the 14-day refund protection period.

The fee for an ITAM NFT trade between game users is 5-10%, of which 30% is allocated to the corresponding game developer of the ITAM NFT, and 70% is attributed to ITAM Games, which will be used to enhance the value of the ITAM ecosystem.

The ITAM Token will be the native token for the ecosystem, such as for purchasing certain premium content on ITAM Games, key currency for unique digital asset (ITAM NFT) trading, ITAM Games participation rewards and events, fees for leasing ITAM NFTs, etc. But in order to activate content purchase, a broad range of various cryptocurrencies will be partnered with ITAM Games as payment. However, discounts will be given to users who pay in ITAM Token; and benefits will be given to participants who use ITAM Token as key currency for ITAM NFT leasing fee and for trading digital assets.

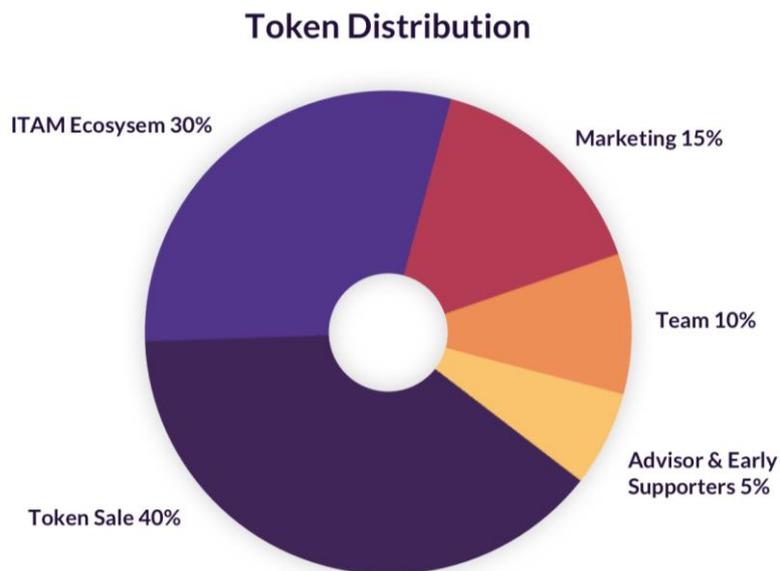
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2) ITAM Token

ITAM Games will issue a token, called the ITAM Token. A strict limit of 2.5 billion ITAM Tokens will be created, never to be increased. ITAM Token will have the following functions on ITAM Game services:

- Discount on digital asset trading fees
- Discounts on premium content within the ITAM Store
- Leasing fee between ITAM NFT users
- Game developers may receive deductions in platform fees by staking the ITAM Token
- Certain premium content can only be accessed by purchasing with the ITAM Token
- Gradual token burn in order to activate the ITAM Games ecosystem

The ITAM Token creation and distribution plan is shown in the following figure.



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4. ITAM Games Roadmap



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