



PLAY - The Play to Earn Community token

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Website - www.playtoearn.online
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An introduction

\$PLAY is a social currency that powers the Play to Earn website, the Play to Earn Community and the Play to Earn events. It's a digital currency with proven scarcity that's being earned by active community members who promote play-to-earn as a business model, learn about play-to-earn, and consume content about play-to-earn. In turn \$PLAY is used by companies and the community to interact with the Play to Earn Online Magazine, the Play to Earn Events and the Play to Earn Newsletter. More about this later.

Even though \$PLAY ties in with the Play to Earn website and its events, the currency ultimately is a community product. Everybody involved in the Play to Earn Community can add value by for example offering services in exchange for \$PLAY or use the token to reward other valuable contributions to the ecosystem.

\$PLAY has been issued in collaboration with Roll. There will only be 10 million \$PLAY ever, which will be made available in its entirety over a course of 36 months. Roll has 1.2 million to grow and support the social money ecosystem. The initial value of \$PLAY is backed by the Play to Earn editorial products. The website and its content attracts 10 thousand readers per month, the newsletter has more than 700 members at the date of writing, and our online events attract engaged visitors who are keen to learn more about blockchain gaming, non-fungible tokens and crypto art.

Everything involving \$PLAY is about activating a community and creating a buzz, sharing knowledge and getting people involved in blockchain gaming.

Background

I'm not going to dive deep into how blockchain works, or the fundamentals of Bitcoin as digital gold. I highly recommend watching [introductory videos](#) by Andreas Antonopoulos, which will give any newcomers a better understanding of blockchain technology and bitcoin in particular. Once you know that, the step towards understanding the value of non-fungible tokens is easier to make. Opensea wrote a nice [guide into NFTs](#) back in 2018.

Blockchain technology creates a new connection between people, between companies and between people and companies. Take a look at what the internet has done to newspapers and magazines: print media is having a hard time. Websites have started to embrace old fundamentals from print media, like memberships, and applied that to their business model. This happened alongside the introduction of banners and other advertisements. But now even this type of business-to-consumer media is failing.

Blockchain technology could provide a solution to completely revamp the media space. It has a way to solve this problem by giving readers a stake in the content they consume. Play to Earn started as an editorial platform because there's a serious lack of quality content in the blockchain space.

Now we introduced \$PLAY as a social community token. This token will be the glue that connects the community with our mission, with our product, and with each other. Through \$PLAY community members are rewarded for their content consumption and content contributions. Community members are rewarded for spreading the word and adding value to the proposition of \$PLAY and the Play to Earn platform. The better Play to Earn is performing, the more demand there is for \$PLAY. No matter whether you're a content consumer, contributor or sharer, you will have a stake in the success of this platform.

Tokenomics

There's a maximum supply of 10 million \$PLAY. That's all there will ever be. Roll has 1.2 million for the promotion of the social money ecosystem. So there's a total of 8.8 million \$PLAY that goes into the Play to Earn platform and the Play to Earn Community. Roll will distribute 183.702 \$PLAY to Play to Earn on a monthly basis over the course of three years. However, \$PLAY is not a three year project. We have the ambition to be here much longer.

That's why we distribute PLAY with the ambition to be around for more than 10 years. Because the distribution from Roll ends after three years, we need to build up a treasury that provides a monthly distribution for the years to come. The remaining PLAY tokens go into development projects and the founder's pool. The treasury will keep providing tokens to both the Platform and the Community after the Roll distribution ends.

Month	Available PLAY	PLAY to Community	PLAY to Treasury
December 2020	3.383.702	1.446.961	504.592
December 2021	4.485.914	2.108.288	642.369
December 2022	6.592.550	3.340.943	973.032
December 2023	8.800.000	4.093.178	1.414.522
December 2024	8.800.000	4.498.178	604.522
December 2025	8.800.000	4.613.768	373.522
December 2026	8.800.000	4.667.678	265.522
December 2027	8.800.000	4.688.678	223.522
December 2028	8.800.000	4.697.678	205.522

See [PLAY Economy](#) for detailed distribution

Every month we will distribute \$PLAY into the community, the platform, the treasury and the founder's pool. If the monthly distribution for the community and platform have not been spent at the end of the month, it will be saved up for the next month. The amount that goes into the treasury and the founder's pool is set in stone and won't change.

Once the distribution from Roll ends in December 2023, we will tap into the treasury to reward the community and pay developers and artists. When the distribution from Roll ends, the founder's pool will be distributed to the founders and key members of Play to Earn. They will need to lock away 50% of their founder's pool share for another 12 months.

As mentioned, the distribution of \$PLAY is spread out over four pillars. This distribution of tokens will currently be done by the team. Ultimately we will move this into smart contracts, as soon as the distribution from Roll has ended by the end of 2023. The four pillars and the

balance between these pillars is of utmost importance for the future of \$PLAY. It guarantees the possibility for the Play to Earn Community and its services to grow. Let's take a quick look at ways each of these pillars will use the \$PLAY tokens assigned to them.

Platform	Development, Creative & Design, Content Production, Marketing, Partnerships, Play to Earn Events
Community	Rewards for Content Consumption, Events, Content Production, Tournament Prizes
Treasury	Building up funding for PLAY distribution in January 2024 and beyond
Founder's Pool	Liquidity Providing, Founder Payments, Foundation of future DAO

Earning and spending \$PLAY

PLAY tokens can be “mined” through contributions to the Play to Earn Community and the Play to Earn Platform. But, in this case mining doesn’t happen through computer processing power, but through the efforts and creativity of people: the Play to Earn Community. Their creativity and efforts in spreading love for blockchain gaming, non-fungible tokens and play-to-earn earns the community \$PLAY tokens.

Earning PLAY tokens can be done through all kinds of activities. Which activities are available to a community member, depends on their status in the Discord channel. The more PLAY tokens they hold in their Roll wallet, the higher their ranking is.

PLAY tokens in Roll wallet	User Status
0	Member
5 - 99	Player
100 - 4.999	Initiated Player
5.000 - 19.999	Skilled Player
20.000 - 99.999	Pro Player
100.000+	Master Player

Community activities

Everybody who joins the community through Discord, will be able to claim a small amount of PLAY tokens. These tokens guarantee the user the PLAYER status inside the Discord channel. This status unlocks content inside the Discord server, and allows every user to participate in reward-based activities. For example, retweeting a certain tweet or using a set of GIFs inside their social media posts. Also think about small competitions that tap into the creativity of the community.

The user status on Discord is tied to the Roll wallet. All Roll tokens that Play to Earn shares through its newsletter, website, and events, contribute to the user status within the Discord server. The rewards a user earns through social media activities, will be distributed either through tipping inside the server or distribution through Roll.

In addition the editorial platform airdrops \$PLAY at various locations inside the Play to Earn ecosystem. Think about airdrops on Discord, in the newsletter, or on social media. Every event organized by Play to Earn will coincide with one or more \$PLAY airdrops as well.

Content production

Users who have 5000 \$PLAY in their Roll wallet, will get the “Skilled Player” status on Discord. These “Skilled Players” can contribute content to the Play to Earn ecosystem. There will be paid tasks available to create banners, write articles or any other form of

content creation. Content creation is hidden behind this layer, because it requires users to have some serious skin in the game. They have proven to be passionate, and being a “Skilled Player” allows them to earn tokens by writing or creating content about their passion.

Obviously not everybody has the skills to write articles or create banners. In which case these tasks are not suitable for the community member. When talented creatives want to contribute, but lack the PLAY tokens. They could always be hired and get paid by the Platform. However, I firmly believe that the Play to Earn Community houses many hidden talented people who can fundamentally contribute to the ecosystem. Awesomeness is often hidden right around the corner.

PLAY membership

In order to create some liquidity, we are integrating Unlock Protocol in the Play to Earn website. On the Play to Earn website (www.playtoearn.online) users will be able to buy a 30-day membership for 500 PLAY. On the website there will be airdrops that are only available to users who have a membership token in their wallet. If users are loyal readers of the Play to Earn website, they will be able to increase their PLAY holdings simply by reading the Play to Earn news. Keep in mind, this mechanic is only meant for being rewarded by reading the website. It has nothing to do with the rewards on Discord. These activities can be combined: you could read an article, and be rewarded and then share it on social media and be rewarded as well. Ultimately paying 500 PLAY for the membership will earn you guaranteed more PLAY as long as you read the news. Airdrops will expire after 48 hours.

Spending PLAY

Users who have a bag of \$PLAY and want to spend it, will have a variety of opportunities. First of all they can tip other community members or pay others for their work using the \$PLAY token. The Play to Earn Community will have a location on Discord where people can exchange services. However, these deals are always peer-to-peer.

Play to Earn will offer sponsor opportunities in their newsletter, reaching a passionate community of more than five hundred people who are interested in blockchain gaming, NFTs and crypto art. Companies who want to use the newsletter for their promotion, will need to pay in ETH or they can use \$PLAY and get a 20% discount. Community members can provide their own banners and links by paying PLAY.

A similar construction will happen around Play to Earn Events, where payments can happen in for example BTC, ETH, but partners will enjoy a discount using \$PLAY. The [Play to Earn Store](#) will start offering \$PLAY as a payment option as soon as the token has value and OpenSea has approved it.

Future plans are less set in stone. Play to Earn has the ambition to acquire land in The Sandbox, and develop games that accept \$PLAY as a payment option. In addition we could organize events that accept \$PLAY as a payment option, or create digital and physical merchandise for our community members in physical and digital forms.

Becoming \$PLAY Master

We already touched the topic of \$PLAY holdings and the roles that are connected to it. The more \$PLAY someone has, the more invested they are in the Play to Earn Community or the more they believe in what we are building. Everybody who joins the community through Discord, will be introduced to \$PLAY during the onboarding process. These users earn the Player role. However, this is just the start.

As soon as they have consumed some of the content, perhaps participated in some events, they will have 100 \$PLAY and they will be an “Initiated Player”. These users get access to the social media promotion / marketing campaigns and a private chat group. The small reward-based activities allow them to spread the word about the Play to Earn Community and earn some \$PLAY in the process.

The next step could take a while, as community members need 5000 \$PLAY to become a “Skilled Player”. These Skilled Players are truly active members of the community, and they really believe in play-to-earn, the Play to Earn Community and everybody involved. This is the level that will get access to content production tasks, ranging from articles to banners and from voxel creations to videos.

With 50.000 \$PLAY the “Pro Player” status is one for the big members of the community. These community members can write proposals for the budget. They will have an advisory role. However, this is something that still needs to be crystalized. The same can be said about the Master Player role that requires 250.000 \$PLAY. These users would be able to be voted into the board. Perhaps the Play to Earn Community will be run by a DAO, however this is a longer term ambition that will maybe happen in 2021 or even 2022.

Development Plans (TBD)

- Creating a liquidity pool on Uniswap and integrating it into the Play to Earn website. But this will not happen until the community is showing signs of satisfaction with the initial services offered in exchange for PLAY. -- business cases required
- Creating a staking mechanism using LP tokens to “mine” raffle tickets that can be used to acquire limited edition NFTs, ranging from cosmetics to promotional items to event tickets. -- partnerships required
- Create or support multiple games that exist within the Play to Earn ecosystem which will use \$PLAY as a payment option or native token.

ROADMAP (December 2020 - December 2021)

- Q4 2020 - First business cases launching, first marketing efforts through community activation. First Play to Earn Mini Festival sponsored.
- Q1 2020 - Integrate community efforts deeper into the \$PLAY ecosystem. Launch of \$PLAY in an online shop. Further gamification within Discord community. More usability of \$PLAY within Play to Earn ecosystem. Second Play to Earn Game Festival in March 2020.
- Q2 2020 - Partnership with social token / blockchain / gaming project. Liquidity mining and/or staking. Third Play to Earn Game Festival in July / August.
- Q3 2020 - Fourth Play to Earn Game Festival in October.
- Q4 2020 - Play to Earn Game Festival - Christmas Edition.

Play to Earn

www.playtoearn.online

This whitepaper serves as a guideline and will be revised every six months. Revision is meant to adjust the roadmap to the current status of the Play to Earn Community within the wider blockchain ecosystem.