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Introduction

With blockchain and smart contract technology, we believe YUNPLANET can offer solutions to these problems along with the introduction of the earn-to-play model with digital scarcity and crypto incentive system built in. Loyal gamers are properly compensated and game developers reach new audiences with transparent marketing tools.

As a platform for games, YUNPLANET will provide technical platform for games to integrate key functions like payment, ownership management, incentive system, and a gaming token with real value. The last function, the gaming token, is the most important of all, as it can be used for every aspect of building, distributing, enjoying next generation games

The YUN token is a utility token with real value designed for all gameplay and game development processes. Thus, games based on YUNPLANET can attract gamers by providing earning ("mining") opportunities of YUN token, which can be used to purchase games or items in all games that support YUNPLANET. It will also be a game publishing platform for game developers to reach the YUNPLANET community with promotion tools and incentives associated with YUNPLANET, including but not limited to

1. Allocation of "Seeding Fund" that will be open for earning ("mining") by players.
2. "Marketing budget" that incentivize players to play and share with their friends, and to speculate and review games for fellow gamers for YUNPLANET rewards.
3. This platform also gives game developers the opportunity to test their games with the Yunplanet community and get funding for their game if the campaign is successful.

Market Opportunity

The game industry has grown to an astounding $USD 108.9 billion in revenues in 2017, establishing itself as the primary entertainment force in the world. With continued year-over-year growth, this increasing trend is forecasted to strongly continue. However, most of these increases in revenue are received by only the top companies. In fact, the top 10 companies own 54% of the global gaming market, with number one, Ten-cent, owning 10%. YUNPLANET aims to give tools to developers of all budgets to reduce marketing costs with minimal development resources and raise player acquisition and retention. YUNPLANET also creates an eco-system for game players to play fun, earn by play, and earn by share of games.

Player Acquisition by Using Scarcity

Most player acquisition occurs in the first month of a game's release, this is even more so in single player games. To make matters worse, these games can be incredibly hurt by piracy as well. Yunplanet fixes this problem by allowing developers to run a timed campaign, giving players an incentive to buy the game early and get a shot at the prize. This helps the piracy issue by encouraging players to buy the game rather than trying to discourage piracy. This leads to the next logical solution for hackers, instead of hacking the DRM, hack the prize distribution system. On the Yunplanet, this is extremely difficult, given that the prize is hosted on the blockchain network, not a proprietary database. Even more so, hackers are disincentive; by the time they can crack the security someone has already claimed the prize. Globally Yunplanet are the leading to create an eco-rewards system among mining, game playing, sharing of games.

Token Reward Marketing

Big gaming companies spend a large percentage of their budget in marketing, sometimes up to half the total development costs. This makes marketing difficult for smaller companies to compete, especially considering that marketing impacts game sales 3 times more than game reviews.

YUNPLANET creates a cheap alternative that does not currently exist in the market today. By giving developers the tools to run their own decentralized prize campaign, they can reduce their marketing costs and use these savings towards the development of the game. This creates an environment where better games are created because great games can be more readily recognized among a sea of mediocre games.

YUNPLANET creatively use the token and scores (points) the relation media to build a traffic boost economy.

Make Players Loving Yunplanet Continuously

With such a competitive market, player retention is key to the success of a long term project. Most of the successful games have been those that can cater to their community. This requires intermittent incentivations to keep player interest, but such campaigns can take up a lot of time and resources. Yunplanet adds an additional tools for developers to run token rewards. For example, say a game project requires an upgrade every 2 months to keep their player base from dwindling. This can prove difficult, especially for teams with smaller budgets. Instead, developers can use Yunplanet to elongate this development process; instead of making an update every 2 months, have it be every 4 months, but run a Token Reward campaign every 4 months as well, offset by two months. This way, new campaigns and/or updates occur every two months and development costs can be reduced.

Yunplanet develops and upload new games periodically and allowed other game developers to release games in Yunplanet platform.

YUNPLANET Overview

Blockchain technology is arguably the most exciting technological breakthrough since the Internet. Smart contracts are opening up a new era of gaming by giving gamers a chance to play and win cryptocurrency by participating in games and the gaming community. The game token can be used for buying games or in-game items or other, new games altogether. This will make gamers even more engaged and bring more fun to the gaming experience.

YUN Token Smart Contract

Similar to other cryptocurrencies, the YUN Token Smart Contract can be used as a currency to purchase games at a discounted price or in-game items. YUN Tokens can only be obtained by playing games with Token Reward campaigns, reviewing games with the Influencer Compensation program, or purchasing from the YUN Native Token reserves

Developers can benefit from these solutions by publishing their games with the help of the YUNPLANET SDK and smart contracts. With a simple interface and no coding skills required for most features, developers can set up their game for sale or start a reward program that incorporates a variety of optional features.

Token Regards

Gamers love to play, especially when playing comes with prizes. Cryptocurrency and blockchain smart contract technology makes awarding prizes easier than ever.

User Profits

There is currently no safe and easy way for players to receive valuable prizes. Whenever a developer creates a contest, gamers need to read long legal documents and provide personal information to simply participate in the campaign. Even after a winner is chosen, it often takes a long time to receive the prize. Even worse, some winners do not even get their prizes due to intentionally misleading rules or because the developers disappear altogether. Yumerium fixes these problems (ease, integrity and speed) by using a decentralized system.

Ease: Gamers' goal is to have fun, so making it easy for players to participate is extremely important. Adding any additional registration or fine print will usually demotivate most from participating. YUNPLANET fixes this problems.

Integrity

Depending on the size of the campaign, the integrity of the marketing team can come into question. How can gamer's trust that the company will follow through with handing out prizes? Yumerium solves this by hosting the prize on the network at the time of creation. Once the prize is published, it is up for grabs by any player and is not removable by the developer. This way, the player knows that once they complete the contest conditions, the prize will be sent automatically and no other player can claim it. Not only does this help create more trust between both parties, it is also more secure. Since Yumerium uses blockchain technology, the prize on the network cannot be copied or stolen. So developers do not need to worry about publishing the prize and gamers do not need to worry about not receiving the prize.

Speed

Yun is faster than conventional marketing methods. Since the prize is hosted on the network, once a winner meets all the prize conditions, it automatically unlocks the prize and sends it to the appropriate address. This bypasses any proof of win standards used traditionally, in which players had to figure out a way to prove they had accomplished a feat, like recording a video or doing the task in real time. This takes additional time and resources on both the gamers' side and the developers' side.

Developer Benefits

Yunplanet is a gaming community where gamers play, speculate (eSports), and share their experiences with other gamers which provides community driven marketing. Gamers will be properly compensated with YUN for spreading the word.

Game developers can set up rewards for gamers with Yunplaneet however they want. For example, giving out YUN for winning a tournament, watching promotional videos, sharing links to social networks, leaving reviews for their game, etc. Through this cryptocurrency reward system, gamers will be more incentivized to participate in the community proactively.

Initially, this incentive will be funded from the "Marketing Fund" pool but over time game we expect game developers spend their marketing dollars for this type of reward which would be much more efficient marketing tool than traditional tools. We will provide a system in which game developers can use for their marketing budget as rewards within YUNPLANET.

Minimal Development Cost

Any project that wishes to create a prize campaign faces a development cost. No matter how little they wish for the marketing to affect the game, it will always be affected, sometimes to the point of changing design paradigms. Yunplanet, however, attaches to any achievement or tournaments the game already natively had using its open SDK. With the Yunplanet SDK, along with support from the Yunplanet team, developers can easily attach Yunplanet to an existing project. What's more, Yunplanet is dedicated to creating the SDK for all major game engines, also minor ones upon request.

Game developer can integrate token rewards system into their games so as to encourage players join games. Players are rewarded YUN by palying games and achieving target set by developer. Players purchase games from platform by using YUN earned. Then, game developers can re-distribute the YUN paid from game players to attract more players and marketing of new games.

YUN PLANET Solution Summary

Industry Issue	Yunplanet Solution 解决方案
Game marketing is too expensive	Reduce middlemen in the marketing process and give the tools directly to developers
Game revenues are not shared appropriately	All parties receive the appropriate compensation simultaneously, automatically, and cheaply
Player retention requires continuous game updates and support	Give developers tools to run campaigns intermittently, elongating the update cycle
Prize campaigns lack trust	Host prizes on a decentralized network, prize is public but locked until winner claims
Participants are inactive	All participants are share holders
Each section player joined is not transparent	All details recorded in publinc block, all data is open, transparent and trackable
Players are consumers only	Players can play free, and earn by play
No rewards when share games to others	Rewareded by share

YUN PLANET Overview

1. By using Yun Planet SDK, to release promotion activity with rewards; Smart contract use Yunplanet block to update all information

2. User authenticates copy by linking it to user database or providing private key. This can be done with implementation of the Yunplanet SDK

3. The game will be unlocked and released on community or platform for evaluation / review

4. Once the evaluation and review completed, the rewards automatically distributed from the awarding wallet address to user's wallet address.

YUN PLANET Eco-System Demostration

USER LAYER — Developers, Gamers, Marketers

APPLICATION LAYER — Game platform, Wallet, Game, Planet, channel

SERVICE LAYER — Game protocol and interface
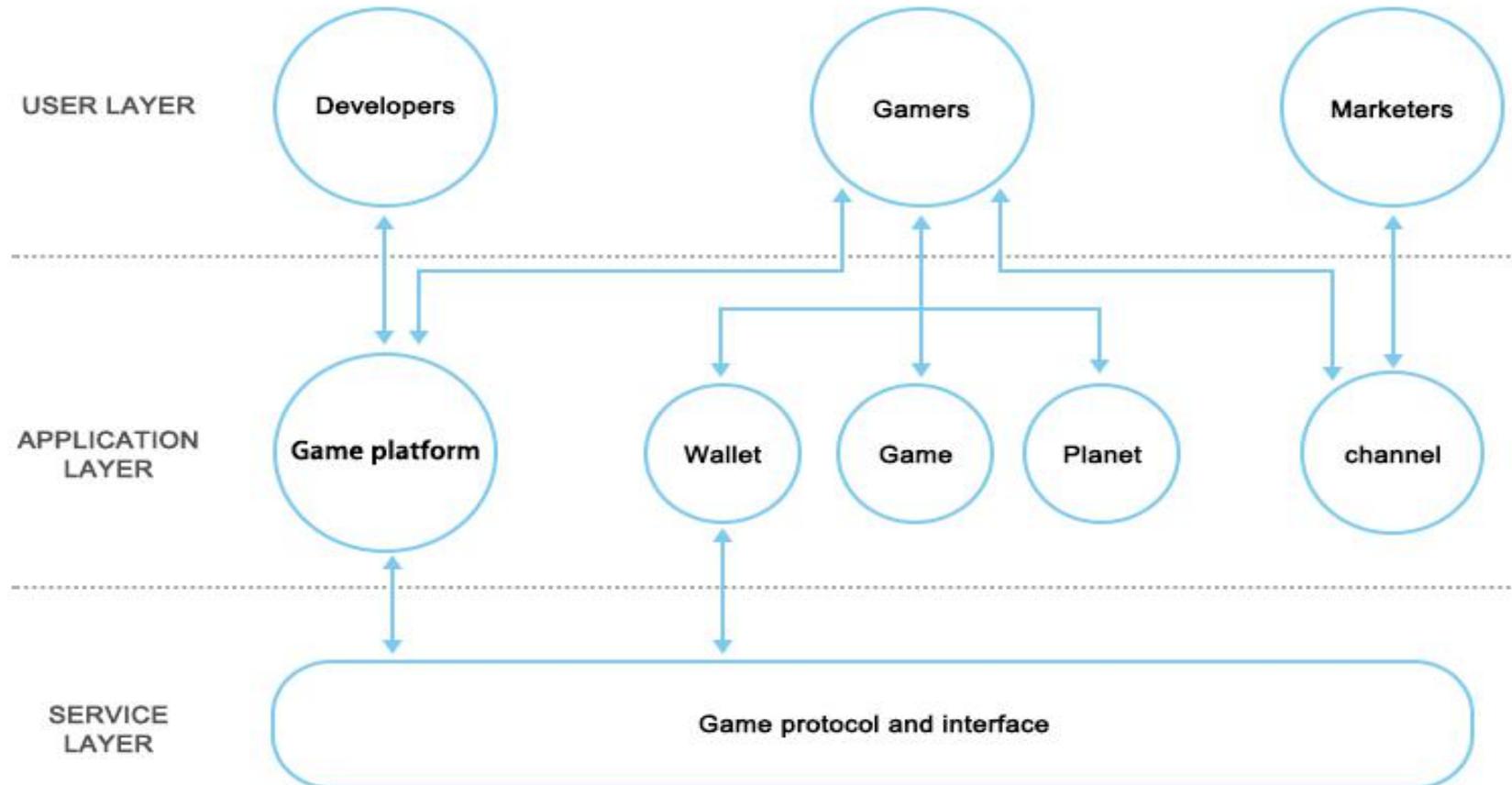
Influencer's Compensation System

Gamer's aren't the only ones that marketers can compensate. Influencers that leave a helpful review or stream your game can also receive tokens. The Yunplanet SDK can provide unique referral codes for store pages to hand out to their users. Users can then stream or leave reviews with their referral code. Whenever someone uses the code, the influencer gets an influencer cut and the buyer gets a discount.

Blockchain
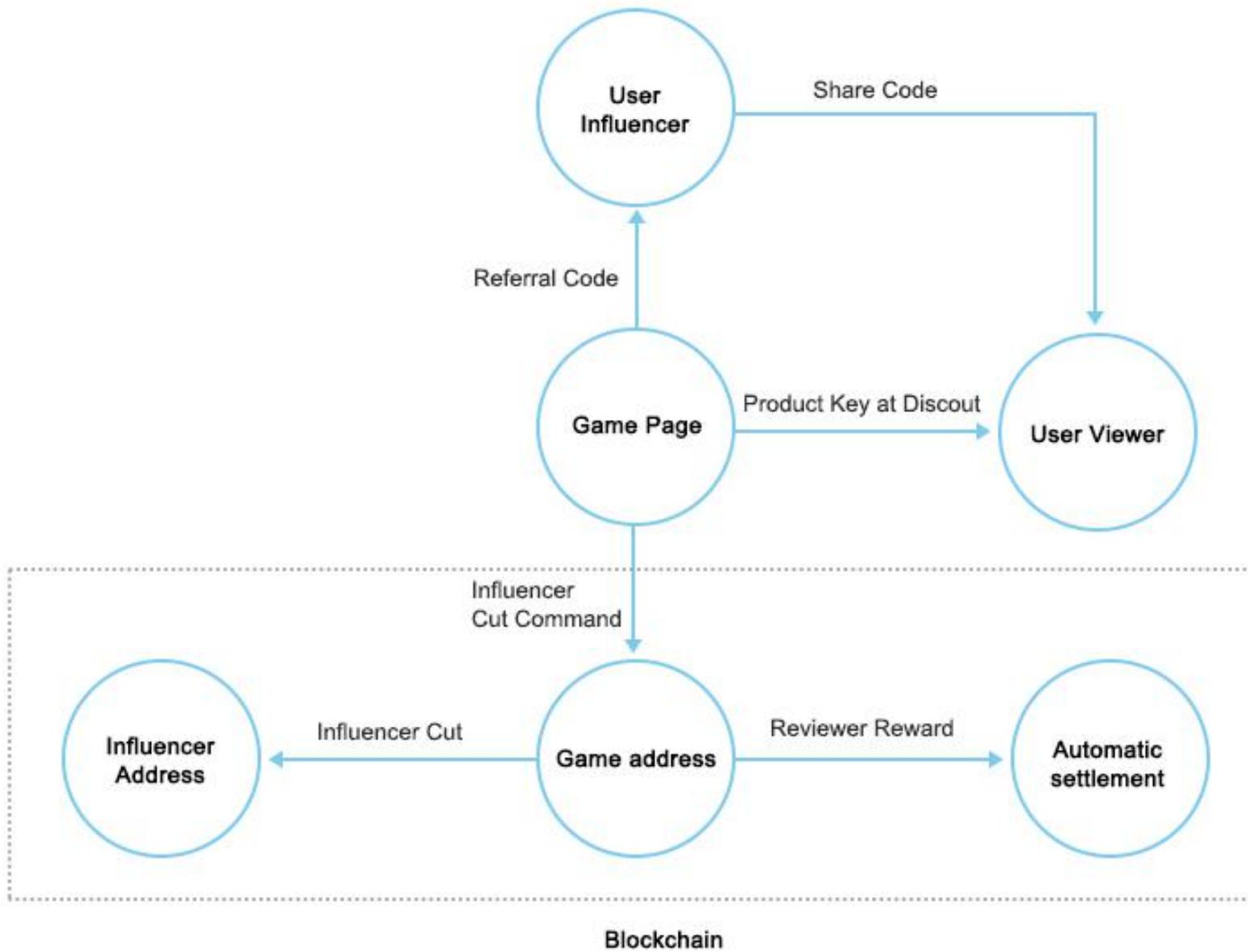
Referral Cut Process

1. Influencer receives referral code from the store page.

2. Influencer shares code with viewers and fans.

3. Viewers buy game.

4. Viewers receive game at a discounted price. 5. Store sends command to transfer the influencer's cut to their public address.

6. Influencer cut is sent from the game marketing budget address to the influencer's public address.
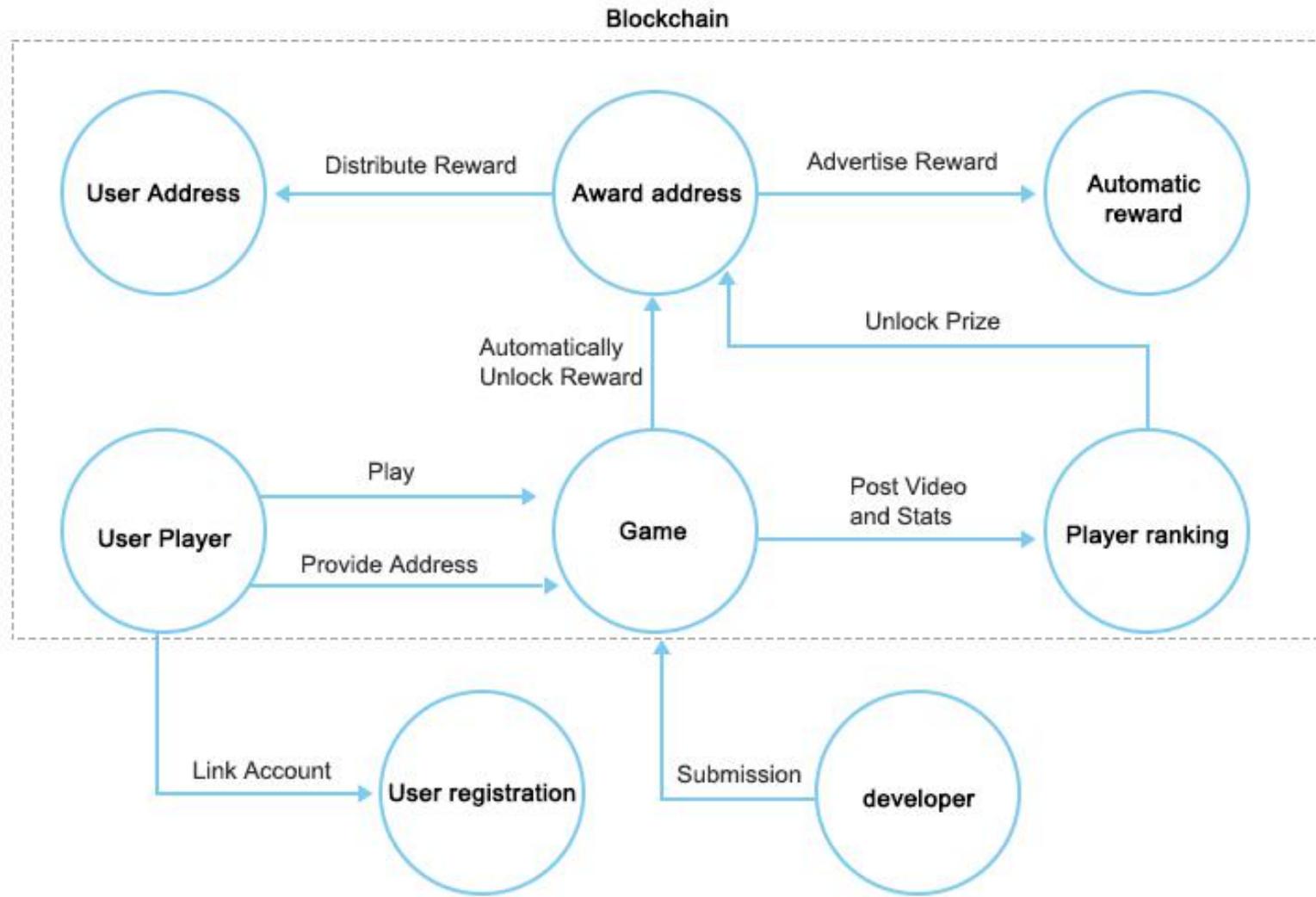
YunPlanet Project Milestone

Stage One：Operation and Development

Multiple constructive games landing YUN PLANET

Connect with more game developers to land in YUN PLANET, all system compatible
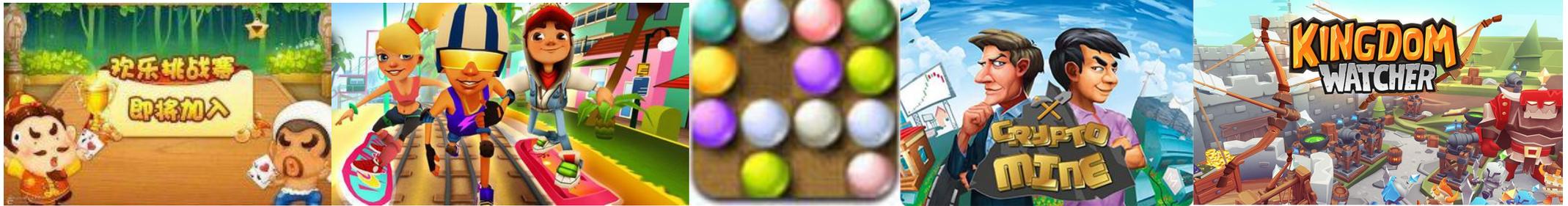
Stage Two: Developer's Game Data

Encourage developer continuously connet with YUN PLANET with talent games so as to create traffice and data
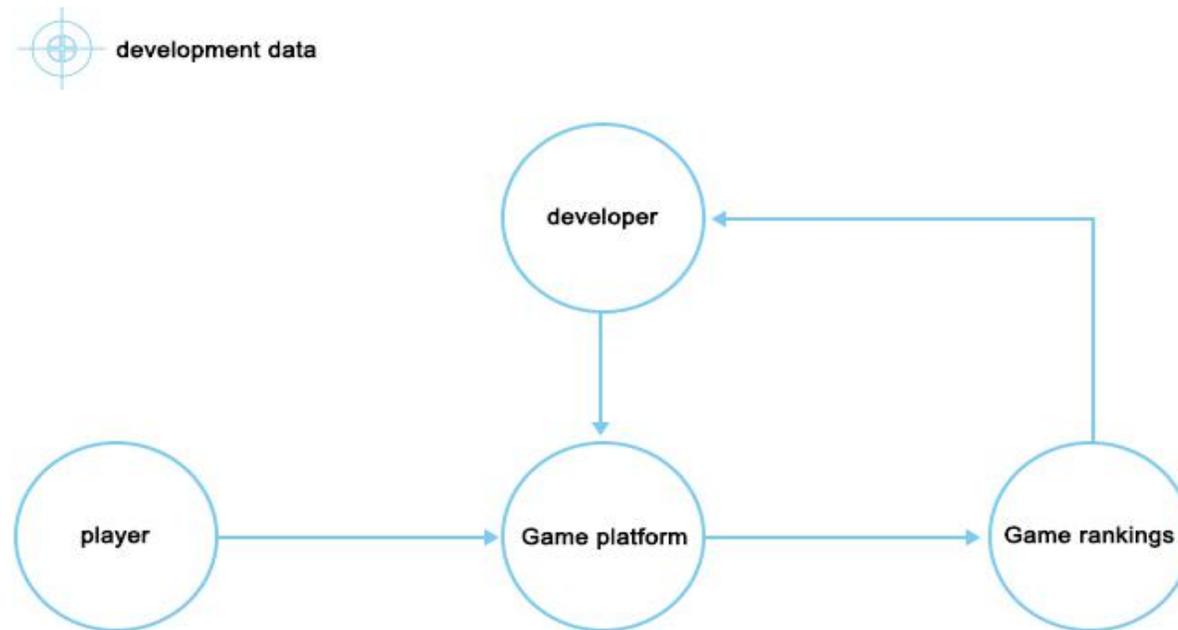
Stage Three: Platform Optimization and Clients

Optimize gaming platform, attract customers

Establish a valuable a platform can bring customers and funding for developers by accelorate gaming platform development
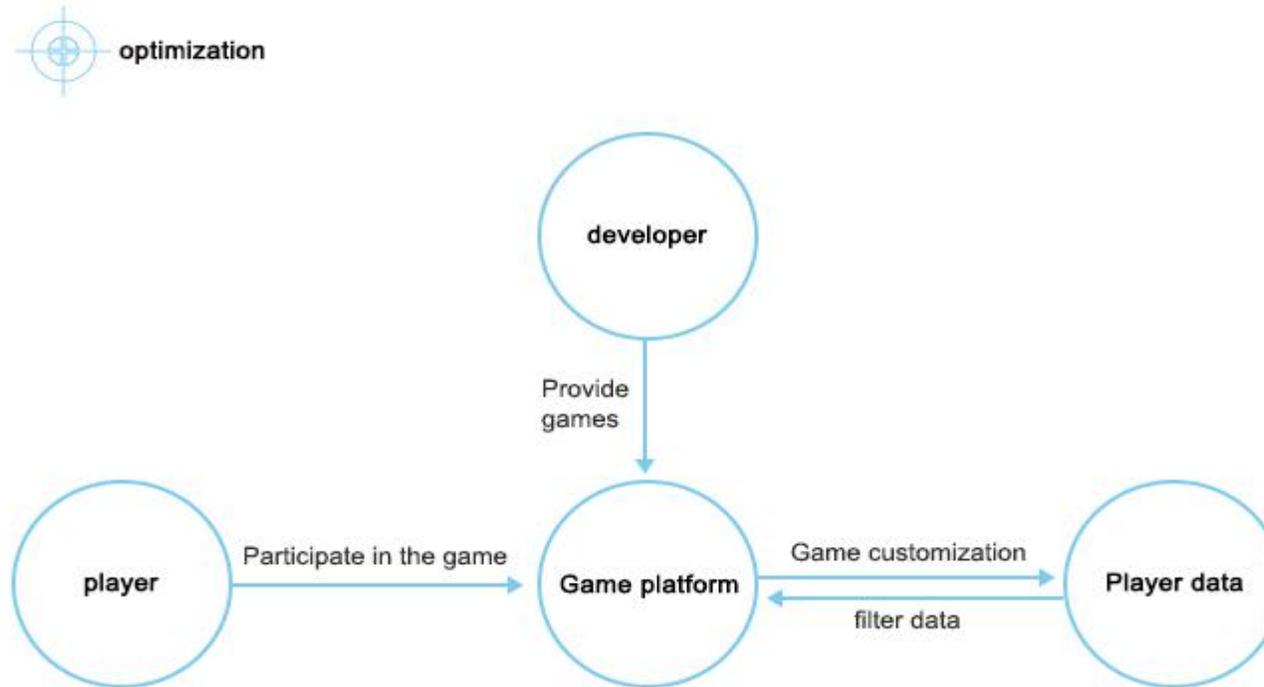
Mining and Distribution System in Forms of Shares

YUN Planet total token (YUN): 800 Million

All token will be mined by participanet via YUN Planet.

Participant will be distributed and rewarded the corresponding shares of YUN token according to his investment and activities.

Decentralized and transparent planet mining system, rewards and profits open

Yun Planet

100%

100%开放计算

YUNPLANET System Illustration

Legal

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Risk Prealert

You, participant acknowledge and understand that, purchasing, holding and using of YUN in YUNPLANET pose the following mentioned risks included but not limited to. Under the worst circustances, this risk may lead to the partial loss or complete loss of YUN.

1. Uncertainty of law and enforcement conduct behaviour

2. Competitor

3. Failure of operation

4. All types of security issue

5. Other uncertain factors

CORE TEAM

Fouder & CEO: Juan Kim

Dec 2017 ~ Present: Founder and CEO at Yunplanet
Gangnam-gu, Seoul, Korea
Yunplanet blockchain gaming eco-system
A blockchain based gaming project where players, game developers, investors
multiple profitable

Jun 2012~ Dec 2017: Co-Founder at Gamelabs Studios
Mobliegame business(ios/android)
Smartphone & Multi device contents business
VR/AR business, Global business
Producing game/ R&D business, Strategic partenrship
Publishing/ Marketing, Game & Blockchain

Jun 2015~ Oct 2017: Co-Founder at Blockchain Planet Inc
BLOCKCHAIN
Solution, SW, HW, SERVICE
Security Device, Coinplanet Wallet
Coinplanet Keeper, Coinplanet Ecosystem

Jun 2012~ Mar 2015: Marketing manager at DG Communication
Online Game portal business
Marketing/ Publishing/ Service
Product management, Strategic planning

Jun 2009 ~ Feb 2012: Vice President at Acura Enterainment
Onlinegame business
Producing game
Publishing/ Marketing, Global business

CORE TEAM

CTO: Peter OH

Dec 2017 ~ Present: CTO at Yunplanet
Gangnam-gu, Seoul, Korea
Yunplanet blockchain gaming eco-system

Nov 2015~ Nov 2017: Co-Founder at The blockchains
Gangnam-gu, Seoul, Korea
CEO of the Blockchains integrated blockchain solution
Director of Blockchain Research Korea
Developed Blockchain Tech. including ICO, Coin development, Token development, and Wallet development

Jun 2015~ Oct 2017: Security Manager at Telegram
Led of the new business area with Marketing, Operating and Selling Cloud Computing Solution
Developed, evangelized, and distributed Cloud Technology, Software and Systems

Sep 2012 ~ Sep 2015 Managing director at DELL E EMC
Gangnam-gu, Seoul, Korea
Preparation of strategies for VCE sales and customer services with value cloud service offerings

Jul 2009~ Aug 2012 Senior manager at IBM Media
Gangnam-gu, Seoul, Korea
Developed, integrated, sold and distributed ubiquitous and IT products, services and Cloud Computing and Mobile Solution
Delivered the Pervasive and Ubiquitous solution to customers in such markets as telecommunication/Handset Manufacturer, public sector, finance, insurance, and industrial/manufacturing

CORE TEAM

Chief Security Officer: David Wung

Dec 2017 ~ Present: Chief Security Officer at Yunplanet
Gangnam-gu, Seoul, Korea
Yunplanet blockchain gaming eco-system

Oct 2015~ Nov 2017: Chief Technical Engineer at Blockchain World
Blockchain development
Software development, Chief Technical engineer

Nov 2012 ~ Dec 2015: Security Architecture at Microsoft Game Section
Game developing, Software, computing, Blockchain

Jan 2009 ~ Jul 2012: Co-founder at VR Game blockchains
Game development, VR/AR
Blockchain technology

Mar 2006~ May 2012 Engineer and software manager at Paradise Game
Gaming development
Teaching Digital Contents and Gamification, Information Architecture,UI/UX