



EverGaming –

the end-to-end decentralized
ecosystem for all game fans

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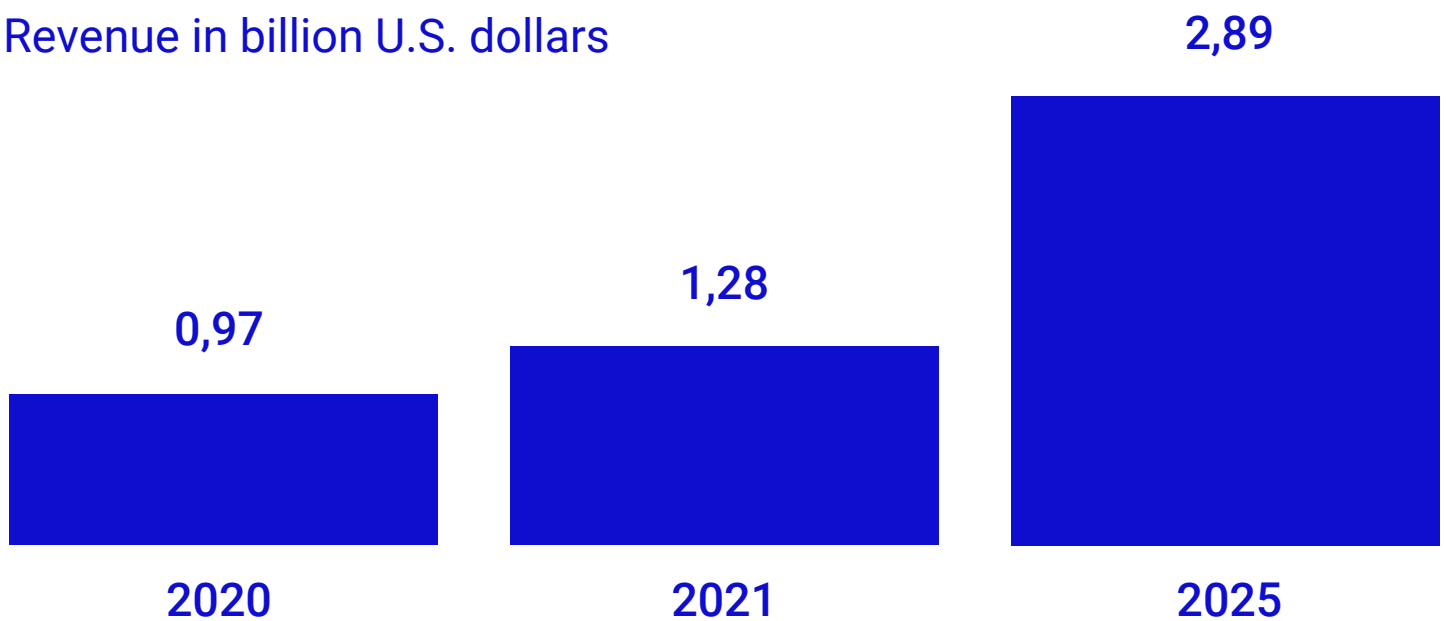
1. INTRO

According to market statistics, the revenue of the global eSports market is estimated to have tripled in less than a decade. Not only does this make the industry lucrative for investors, but also the fact that the industry is a completely new economic concept.

Yet in many aspects, similar to the traditional sports market, the eSports market still suffers from significant limitations due to multiple bottlenecks.

ESPORTS MARKET SIZE WORLDWIDE FROM 2020 TO 2025

Revenue in billion U.S. dollars



Many of the limitations that prevent participants from joining the growing market can be considered artificially created by several clusters controlling the cash flow of the entire industry.

We at EverGaming have designed a new paradigm for the eSports economy and we are developing a platform to decentralize the market.

Our main idea is that every entity on our platform will be framed as a DAO. We will tokenize each participant of our ecosystem.

Each entity – streamer/influencer, team, organiser, player – will have its own tokens and its own content. They will be able to build their own economics and tokenomics. Teams can fundraise, they can sell their own NFTs and viewers can donate tokens to their favorite streamers.

Right now the eSports market is vastly centralised around several major participants, such as tournament organisers and streaming platforms, that receive the lion's share of profits. The downside to this kind of financial distribution is that most of the budget is currently spent on marketing and promotion, with little to no resources directed towards industry growth. It is surprising that in such a diverse, global, and highly technological market as eSports, growth for most gamers and content creators is hardly possible without substantial support from big players.

We are going to launch an ecosystem with modern mechanics that will balance the eSports market and allow it to grow exponentially and scale out to much larger audiences.

Mobile gaming as a primary focus

We find it crucial to designate the markets where the impact of EverGaming will be most effective for the project development and for the industry itself.

The recent years have made it obvious it is the mobile gaming market that is still remaining in its initial stage, has a huge growth potential and has never received substantial investment to organise into an ecosystem with its own Esports environment.

EverGaming in the next several years will primarily focus on democratising and making mobile gaming competitive and lucrative for those seeking a professional career, advertisement and audience.

During the projected period, the worldwide market for mobile gaming is expected to rise due to the rising adoption of smartphones and the trend toward gaming technology.

Due to the rising popularity of cutting-edge platforms like Facebook and Instagram, the mobile gaming business is anticipated to expand to larger international communities.

With more indie and mainstream titles released every year, the broad selection of games is anticipated to boost the entire mobile gaming business.

The whole mobile gaming sector is probably going to profit from the expanding urban population and increased disposable income.

One of the major factors fueling the expansion of the mobile gaming business is the popularity of multiplayer games.

Online games are continually being created to stray from traditional gaming.

Gaming and computers are closely related. In this instance, the phone has become more than simply a straightforward communications tool. A new generation of multifunctional gadgets that can process speech, text, and video data was introduced by the smartphone.

People use phones, which are essentially little computers, in the information and digital age. It has evolved into the perfect platform for video games as well.

According to Statista projections for 2022, there are already 6.5 billion smartphone users globally, and that number is expected to rise. A sizable portion of the proportion is made up of players on mobile devices.

The statistics of 2022 show there are around 2.5 billion mobile gamers worldwide, which is comparable to the number of PC and console gamers combined.

2. ESPORTS MARKET PARTICIPANTS

Sponsorship, advertising, merchandising and tickets, publisher fees, and media rights are the different revenue streams in the esports business. By income source, the sponsorship sector was the largest segment of the esports market in 2020, accounting for 61.2 percent of the total. In a market that has been split by platform, the advertising segment is predicted to develop at the quickest rate in the esports industry.

With a huge number of minor players, the esports market is highly fragmented. In 2020, the top 10 competitors accounted for 69.0 percent of the overall market. This could be owing to the fact that the market has a lot of local companies serving customers in certain areas.

The main financial flows are currently divided between the following market entities.

Gamers – The player’s prize money and income from streaming activities do not depend on the esports organisation. But salaries, as in any big sport, are paid by the respective clubs. They are formed from income generated from partnership contracts and investors’ money. If their cyber athletes are successful, a club will be able to generate income for investors.

Content creators – Content creators’ income is built from paid subscriptions, donations, and, of course, ad integrations, which are at the top of this list.

Advertisement & Marketing – Major global brands have been interested in streaming capabilities for some time now. Red Bull, Mercedes-Benz, Old Spice, L’Oreal, MAC, Coca-Cola, and many others use streaming platforms to integrate their products. The main advantage is the ability to reach a wide variety of audiences that are not accessible via conventional display advertising.

Media Organizations – The main source of income for organisations is the fees they charge on transactions between users on the marketplace. At the same time, one of the most important channels of income is the sale of games and in-game valuables. Companies also make a profit by selling tournament organisation rights to third parties. When they organise tournaments on their own, companies profit from ticket sales, broadcasts, and merchandise, as well as advertising agreements.

Game Developers – Developers mainly generate their income through the sale of their products. There are various ways of making a profit, such as: selling a game, seasonal pass, subscription, or various in-game values and loot boxes.

Esports organizations – eSports organisations act in the same way as traditional sports leagues: they develop sponsorships, implement media rights, and earn on advertising inventory, tickets, paraphernalia, and licensed products.

Despite the remarkable growth that has occurred in the industry and all the upside it presents to investors and market participants, there are still a number of issues:



No gaming events on demand

No need to search for tournaments starts. You can find them instantly.

Gamers and content creators instead have to hunt and lurk for tournaments with no fixed prize systems, while advertisers had no platform to connect them with their target audience directly.

The currently existing market solutions are single faceted and not complex, mainly offering tournaments as the only type of event making (No all-in-one on-demand service existing).



Market monopoly

Most revenues are obtained by the middle-men: advertising agencies, tournament organizers, streaming platforms, making it impossible to scale up in the gaming industry.

The existing platforms and services work against decentralization to prevent the mass crowd of value creators from receiving major profits.



Inertness of mobile gaming

Mobile apps and games only support the function of buying in-game items with no real mechanics of monetizing your skill and time.

Mobile gaming is overtaking the PC gaming market by several times in terms of growth.

The offer of sponsors is constantly growing, more and more brands want to get access to a mobile audience.

3 OUT OF 5 GAMERS ARE GENUINELY DETERRED FROM GAMES THAT ENCOURAGE IN-APP PURCHASES AND PAY-TO-WIN MECHANICS

Based on the information provided above about the sources of income for market participants, we can safely conclude that this niche is not friendly for new players, developers, young organisations, and other teams starting their journey.

As you can see, in almost every sector of esports, one of the main sources of revenue is advertising and sponsorship. Large organisations have long had this kind of agreement with leading brands in the global market.

Obviously, in such an environment, it is difficult for new players and teams not yet known to find their place and establish mutually beneficial partnerships, because without having an extensive fan base or a large number of viewers on streams, you are not have a lot of advertising interest directed your way. Thus, new market participants lose out on one of the main channels for making a profit, a fact which entails a decrease in competitiveness and a slowdown in the development of the esports sphere as a whole.

An important factor in the popularisation of eSports is tournaments held by game developers or companies that have bought tournament rights. But at the same time, tournament participants are invited directly by tournament organisers, which is why teams that are already widely known and popular in their regions receive invites because the main source of income for the organisers is the sale of tickets, broadcasts, and advertising.

Faced with choosing between a young but strong team and a weak team with a huge fan base, organisers will inevitably choose in favour of the latter, which is understandable because they care about attendance, visibility, and merchandise sales, and not the sports component of the tournament, which in turn complicates the development of new eSports organisations.

It should be noted that starting a career as a streamer is also not easy. Without a fan base as a professional gamer, it is very difficult to gain the following necessary to generate interest from advertising partners and investors. At the moment, this niche has a huge chasm between new and successful streamers. It would seem that a lack of investment and advertising contracts can neutralise the collection of donations and support from the audience, but there are also some nuances here. At the very first stage, when you are just starting your journey, it is very difficult to find regular viewers and increase their number. This is a very long and painstaking process.

Streaming platforms have a number of limitations and difficulties for new members, from an inability to choose the quality for the viewer to the lack of any kind of support. There is a complete lack of assistance in promotion and development for newcomers. Also, not everything is so smooth with donations. Third-party services that allow fundraising take a commission and do not contribute to the development of new channels in any way.

As is clearly visible, the current market system centralises economic power in the hands of big corporations that organise the most popular events and advertising businesses that reach out to eSports and gamers audiences. We believe it is possible to establish straighter and fairer cash flow systems with the use of blockchain

and crypto: cryptocurrency and tokenization can be used to bring DeFi to a rapidly growing market.

No place for mobile tournaments

At the same time, we can see there is no tool or system to provide a solution for competitive or challenge-based scoring, no place to arrange and monitor tournaments, and no space for gamers, content creators and sponsors to directly interact.

While the overall Esports industry is struggling over issues of unfair financial distribution and monopoly, mobile gaming competitive sports is experiencing even worse: big market players do not seek an opportunity to develop, while many talents are restricted from their future careers without the financial support.

EVERGAMING SOLUTION

Our solution for the market is to develop an advanced environment for the eSports industry that can decentralise control and lower the entrance threshold for millions of talents.

The main conceptual standout of Esports DAO is our plan to make one token the core of the entire market. In order to do so, we present our multi-dimensional platform for eSports tournament management, team support, content creation monetization, and more - all to be fueled with the EVG Token.

EverGaming is the perfect environment to support the growth of the mobile gaming tournament and competition sports: all the actors of the industry are unable to survive without such an intersection.

3. EVERGAMING PLATFORM FEATURES

**EVERGAMING ENABLES ALL GAMERS TO
MAKE MONEY OFF THEIR SKILLS**

CHALLENGE SYSTEM

New step in gamifications - earn tokens even if you are playing in-game matchmaking.

We interact with the APIs of the largest developers, such as Steam, Origin, Blizzard, and Epic games to increase the number of active users and crypto holders.

Add your profile on a website, become a member of regular ladders buying subscriptions, play matchmaking from your own mobile and PC, fulfil certain conditions (like most frags per week, most kills per week) and get your prizes without having to play in any specific tournament, or any special lobby created on the platform.

No need to only play tournaments: the challenge system means you can create your own challenges and participate in challenges from the platform.

Play anytime! You don't need to wait until events start on the platform. Just play your regular game session in the lobby and earn rewards.

Influencer-led growth. Influencers and brands will create challenges

for their subscribers and monetize them on the platform.

Our next milestone is the Metaverse – play one challenge but in different disciplines!

OPEN TO EVERYONE

- Gamers place bids
- Opponents accept the challenge by matching the bid
- Winner gets the prize
- Participate, create, grow and earn

GAMER-CENTRIC

- Our ecosystem allows gamers, broadcasters and fans monetize on their skill and devotion
- Making the market open to gamers by reducing the middle-man dominance
- We connect developers and organizers directly with their audience, allowing for creation of a competitive environment where everyone wins

VERSATILE

- EVG and NFTs give a new way of monetizing skill and talent - providing one environment for an infinite number of games
- EVG and NFTs allow value to be transferred cross-game and cross-chain
- Use crowdfunding mechanisms to grow an amateur into a pro and to host unique tournaments and events

FOR INFLUENCERS AND ORGANIZERS

Platform provides influencers and event organisers with features allowing them to expand monetization options and communication ways with audiences.

- Event customization and monetization tools (not only fiat money)
- Audience engagement & monetization tools (challenge system, betting on events, voting, interactive)
- Convenient multitool for event hosting
- Many cyber disciplines supported

IF YOU CREATE POPULAR EVENTS, MANY SPONSORS WILL WANT TO BUY YOUR TOKENS AND SHARE IN THE PROFITS FROM THE EVENT AND TAKE PART IN THE DECISION MAKING PROCESS

END-TO-END DAO PLATFORM ARCHITECTURE

Staking, Governance, Yield farming

EverGaming has a toolset for everyone.

Team launchpad

Anyone can build their own team and manage it through the team DAO, raise funds and issue team governance tokens that will automatically appear on a DEX, create and sell their NFT merchandise on the marketplace: Team DAO, Crowdfunding, NFT factory.

Events manager

Professional tournament managers can schedule events, issue tickets, and publish them on the marketplace with unprecedented ease: Event DAO, Event Factory, Ticket manager.

Influencer house

Streamers, commenters, journalists, and influencers will be able to get official event streams, manage promo codes, collect donations, publish NFT collectibles on the marketplace and popularise the platform: NFT builder, Promo codes, Profile, Wallet.

Marketplace

All kinds of merchandise, NFT collectibles, tickets and subscriptions, professional services, and more can be obtained with EVER, BNB or EVG in a convenient marketplace: Merch, NFT, Ticket & subs.

Mini-games

Tired of serious tournaments? Have some fun on our fancy gambling platform: make bets on your favourite teams; run the coinflip with EVER or any platform token; or try your luck buying a lootbox with marketplace items: Loot boxes, Betting, Coinflip.

DEX

Convert any platform tokens with a light and convenient DEX interface: Team coins, Governance tokens, EVER, BNB.

4. THE TWO-TOKEN ECONOMY

EverGaming introduces its Esports cryptocurrency: EVG, a token to fuel up the entire ecosystem within and beyond the EverGaming platform.

It is apparent to be able to spread across multiple geos EverGaming has to provide a user-friendly and economically simple solution to all the content creators to make them able to operate and make profits on every step of their integration.

STABLE TOKEN

We do realise that bringing crypto into the world of gaming is to face not only technological but social and user-related challenges: blockchain and crypto are still a very young technological area and unfamiliar to most average users.

Furthermore, one goal we have is to provide a user-friendly economic environment for monetizing talent and content - and that requires a stable and agile monetary tool to enable:

- the capability of paying quickly
- smart contracts use
- no middlemen
- cross-border transactions
- privacy and transparency

**BUILD YOUR TOKENIZED BUSINESS
WITH EVERGAMING**

EverGaming is a platform, ecosystem and development environment for gamers, content creators, teams, fans, sponsors, streamers and vendors. Everything we are building revolves around the core idea that every gaming-related content and activity can be tokenized. This way, we have something to offer to every group of participants with any level of involvement.

Casual gamers, content creators and sponsors will enjoy the comfort and ease of *Stable token* which will allow every member of the platform to pay platform fees, set up prize pools, create tournaments, crowdfund, support and buy merchandise.

By providing *Stable token* We offer everyone a perfect tool for quick and cheap cross-border transactions that will work perfectly for the gaming industry, where transaction speed, security and fee size are the core criteria - and only a state-of-the-art blockchain can provide in full scale.

At the same time we aim to revolutionise the market by making EverGaming a space where anyone can grow and earn by helping the gaming and tournament industry grow. EVG is a tool that allows every possible entity to tokenize their activity as a business and grow. You can create your team, receive crowdfunding support, issue and sell your own Team Tokens and share your success with your backers.

As a content creator, you have a toolbox for managing your events, selling access and sharing rights and responsibilities with your contractors - that is made reliable and immutable with the help of the blockchain technology.

Finally, EverGaming is a project to help many other projects launch and grow, so we believe in mutual growth. The DAO Foundation will support the financial growth of the ecosystem by helping the EVG price grow. With more profits being received EverGaming DAO will vote to allocate up to 50% of profits to acquire some portions of EVG from the free-float regularly depending on the circulating supply volume and price. This way EverGaming DAO will ensure the ecosystem can continue to develop and early adopters can win from their participation in the early phase.

With the benefits of DAO in decentralisation, members of an organisation may speak up for the future of the organisation. Each EVG holder has certain rights that allow them to influence the organisation's direction. The DAO is capable of introducing unique advances with the help of potential contributions from several individuals.

Speaking of community engagement, another significant mention among DAO benefits is each member's active stake. The processes behind the DAO are primarily concerned with allowing members to exercise their ownership in the organisation. To begin with, EVG DAO governance tokens suggest that the tokens must be acquired and locked or burnt in order to obtain voting rights. As a result, members are more inclined to vote carefully and thoughtfully. In other words, governance tokens on DAOs enable all users to influence the destiny of EverGaming and the entire industry.

5. NOVELTIES THAT WE DELIVER

EverGaming delivers three game-changing market mechanics to make the eSports industry accessible for broader audiences of smaller players.

We are creating an evolving digital world at the intersection of gaming, esports, and iGaming with DeFi play-to-earn crypto, NFTs, and in-game inventory.

We are creating a metaverse ecosystem for gamers, esports players, organizers and streamers. Every user can monetize his time and skills on our platform.

TOKENIZATION

The EVG Token is designed to become the integral fuel of a multi-faceted system that will allow every gamer, team, eSports club, content creator, follower, fan, news-maker, advertiser and producer in the eSports environment to capitalize on their contribution to the market. EVG as a cryptocurrency is a versatile tool to transfer value between multiple markets, at low fees and in micro-transactions.

EVERYTHING CAN BE TOKENIZED

EVG TOKEN FEATURES

In order to link market players of all levels in a living DAO organism, we are introducing the EVG token as the facilitator of every financial, management or copyright interaction within the ecosystem.

- **Vote:** Participate in platform decision making, create and vote for proposals
- **Win:** EVG is the main reward currency in tournaments
- **Stake & get dividends:** Get a share in platform revenue based on how long and how much EVG you are staking
- **Participate in yield farming:** Bring liquidity to the platform and benefit from its profitable yield farming programs
- **Purchase:** Use your EVG tokens to buy goods, NFTs and services from the marketplace
- **Have fun:** Try your luck on our gambling platform, placing bets on your favorite teams, participating in coin flips or buying random loot cases

TEAM TOKENOMICS MATTER AS WELL

Value of the Team DAO tokens

- **Vote:** Participate in team decision making, create and vote for proposals, choose tournaments to participate in
- **Support & get dividends:** Support your team by buying its tokens and share in the prize fund distribution if it wins
- **Exclusive offers:** Buy exclusive NFT certificates and collectibles with the team's tokens, get access to private events and chats with the team, and much more
- **Unique badges:** Get distinguishing avatars and icons for your profile based on the quantity of the team tokens you possess

**EVERGAMING INTRODUCES THE FIRST EVER
MICRO-DAO FOR ESPORTS TEAM MANAGEMENT.
HELP YOUR TEAM TO BECOME THE BEST!**

This unique functionality allows closer interaction between a team's fans and its members, letting the former directly participate in squad evolution and share the fruits of its success.

The supply of team tokens is limited to 10 M tokens. The higher a squad's ranking, the more attractive its token is.

Teams with the highest rankings will attract more attention from sponsors and advertisers and may get access to highly-ranked tournaments.

Tournament organizers can easily split events according to team ratings, e.g. A, B and C leagues.

With EVG, users will be able to find an all-in-one platform for becoming an independent and developing part of the Esports market.

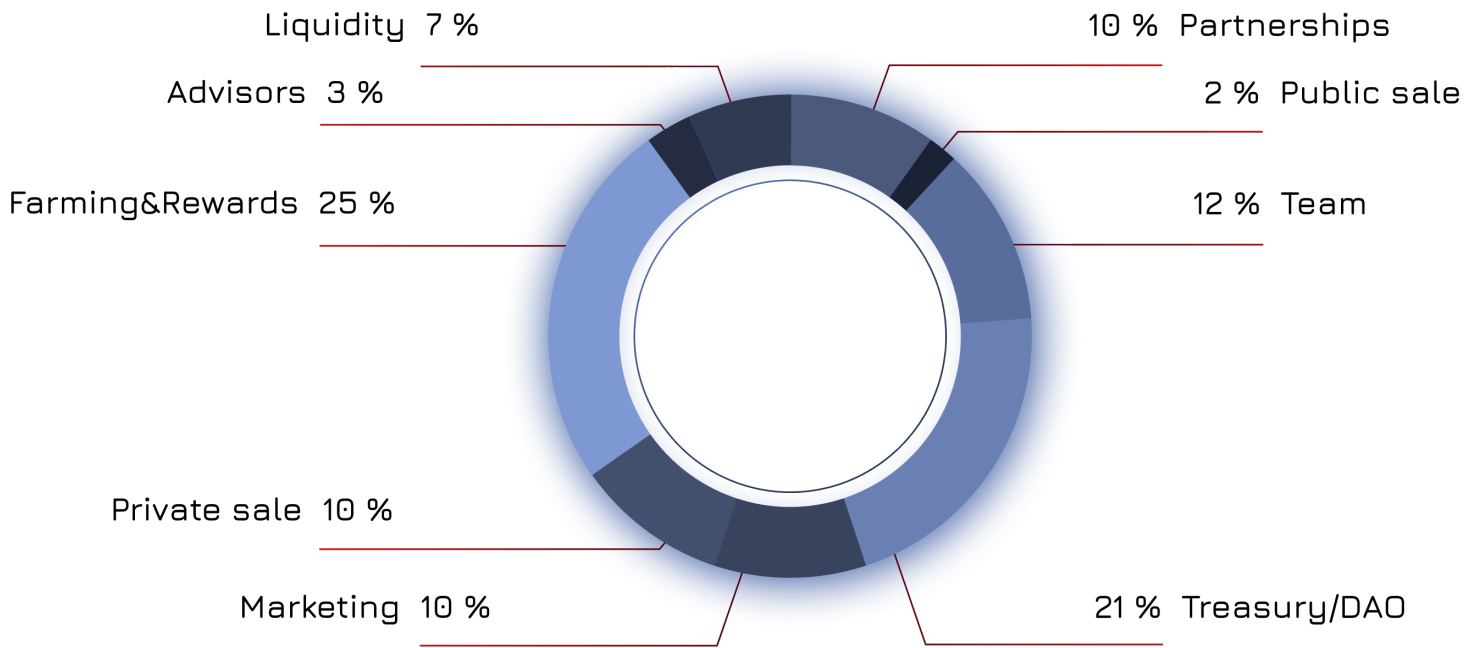
EVERGAMING FOUNDATION

In order to ensure our goals are achieved and the EverGaming ecosystem develops into a healthy and growing community-driven market, the EverGaming Foundation, consisting of technical experts, including our partners from the Everscale Alliance and our project's advisors, will operate as an entity within the EVG environment.

The goal of the Foundation is to support growth initiatives, help communities and service providers integrate and more. In the early stages of ecosystem establishment, the Foundation will also assist EVG ecosystem participants establish new partnerships; the Foundation will gather feedback from users of all levels and help our team prioritise the necessary toolset development.

Since decision-making at EverGaming is decentralised and customer-centric, the Foundation will receive a limited amount of EVG tokens, hence it will be gradually driven into remaining an authority within the market and not above it. With the growth of the ecosystem, the EverGaming Foundation will focus on ensuring the DAO governance principles within our market.

FAIR EVG TOKEN DISTRIBUTION



EVERGAMING 2022

As of 2022, we already have a growing number of users and partners from all different sectors of the eSports business, such as:

FULLY FUNCTIONAL TOURNAMENT PLATFORM EVERGAMING.IO

32 000+ platform users

Over 600 tournaments held in PUBG MOBILE, CoD Mobile, Free Fire, CS:GO, DOTA2, FIFA21, StarCraft II, Hearthstone, Apex Legends, Brawl Stars, Chess, Clash Royale

PROFESSIONAL PREMISES

A fully suited event site for tournaments organization, streaming and recording

PROFESSIONAL HOME-GROW TEAMS

We own two professional teams: FreeTON Esports and Vaevictis eSports who are performing well in different disciplines, including CS:GO, League of Legends, and many others

STRONG PARTNERSHIPS AND INFLUENCERS NETWORK

The team has powerful connections with top streamers, recording premises, tournament organizers, professional teams, etc

EVERGAMING USE CASES

The EverGaming Foundation has already helped several lines of business develop and become parts of our ecosystem. There is currently a pool of different-sized projects that will utilize EVG market functionality being integrated as pilot projects into our MVP.

Currently the Esports industry is almost impenetrable for smaller entities and individual content creators, who often spend disproportionate amounts of efforts and money on trying to obtain their fan and customer audience - and the difficulty of gaining exposure has nothing to do with talent or quality.

The issue is price. EVG content creators and communities will be able to receive affordable advertising and marketing support that will benefit the DeFi establishment. The EverGaming Foundation will continue to invite more service providers to join the EVG economy and to help each community become successful.

EverGaming and Vaevictis eSports were some of the first to join our developing ecosystem.

Professional eSports teams became a part of the EVG environment and will use our platform to grow their fan base, tokenize their success and manage their communities and events as content creators and gamers.



EverGaming is the place where every team, gamer or content creator can monetize their talent and success:

- Selling subscriptions, mentorships and subdays for custom team tokens
- NFT constructor for selling team's unique merchandise to token users
- Earning on user and community created challenges
- Throwing events for custom team tokens users
- Taking part in championships
- Hiring sponsors and promoters within a growing ecosystem

FOCUS

We are focusing on ensuring that the user receives

- Tokens for watching affiliate influencers
- Tokens for subscribing to affiliate influencers
- Tokens for special events with affiliate influencers

Using our ecosystem a user can spent

- Tokens on lotteries and raffles
- Tokens on gambling (roulette, and loot-boxes)
- Tokens on eSport tournaments and matches
- Tokens buying our own NFTs, influencer NFTs, and those of other tournament operators that want to collaboration with us in that way

Quick deposits

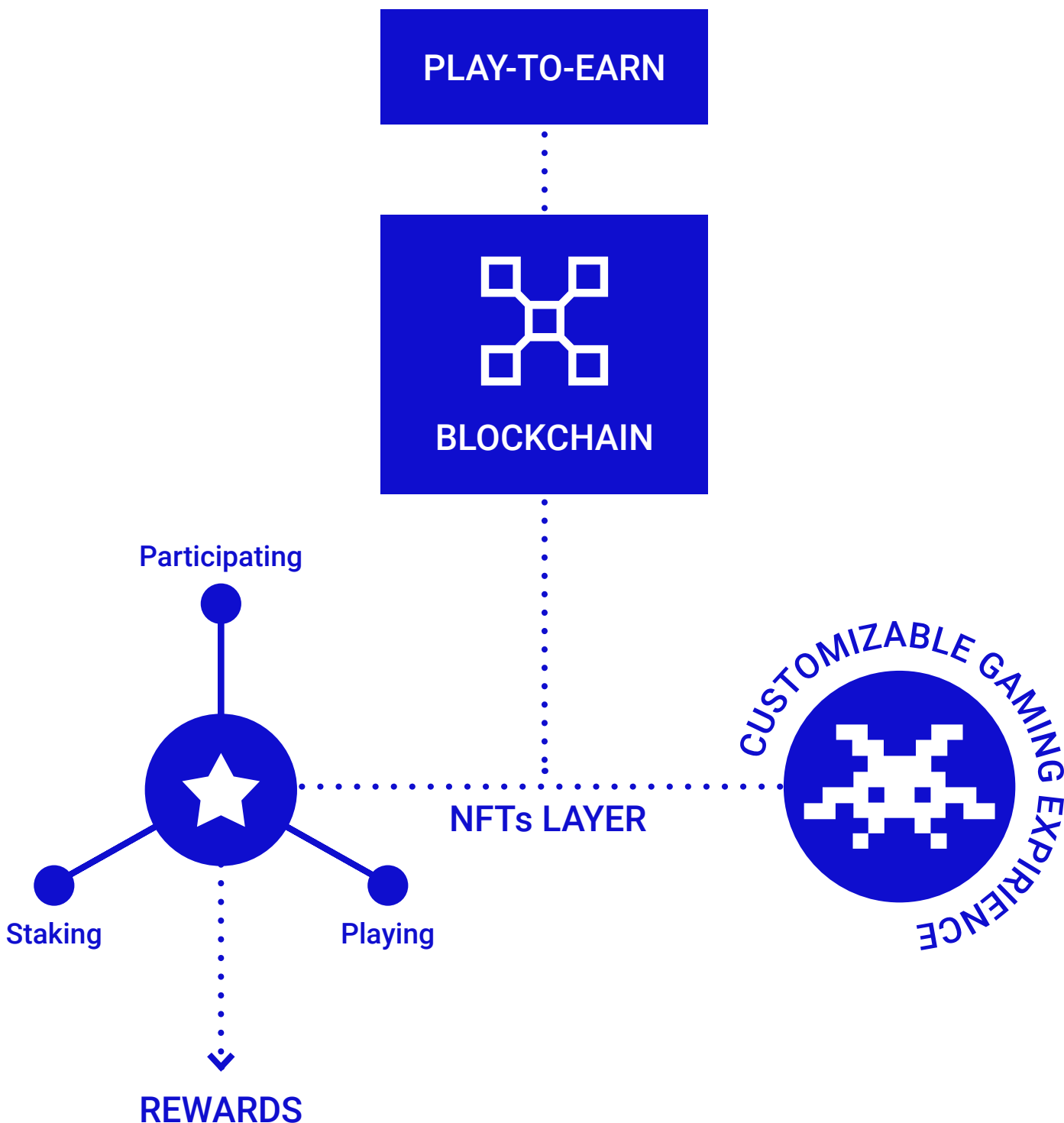
We are also working on a quick and comfortable deposit system in crypto, where users can instantly rebuy into our gambling services, so we are integrating crypto-fiat payment providers

We have gambling mechanics and mini games live on the platform

- Lottery
- Loot boxes (players can win ingame skins)
- Hyper Casual games
- Mini games that can be branded for sponsors/brands

DeFi

Game monetization models are exhausted but blockchain technology, with NFT and DeFi innovations, can bring infinite possibilities to expand digital worlds and foster engagement.



The current situation in the Esports market is one of stagnation, with many potential new participants restricted from entering thanks to large audience acquisition costs and substantial fees implied by several layers of financial institutions, such as sponsorship programs, money transfer and acquiring systems, advertising agencies and more.

Blockchain is a technology that offers a new structure of financial interaction: content creators can directly capitalize on their performance and use the benefits of a transparent customer-driven market.

With blockchain, every type of market interaction can become a digital asset: not only can a fan support their team with donations, but entire communities can organise events, play tournaments, advertise, create and sign contracts, produce and distribute merchandise and establish NFT copyrights, all within one platform.

EVG MARKET VALUE

is based on several core factors, both financial and utility:

Limited and decreasing supply

The DAO will mint only 20 MLN EVG tokens at the genesis. Moreover, a specific part of the revenue (50%) will be permanently burned upon distribution, gradually reducing the token's total supply and making it more valuable.

Continuously growing demand

The platform earns a small fee on all types of transactions made through it: tickets and subscriptions sales, prize funds, crowdfunding, marketplace sales, gambling rakes, etc. This way we increase the EVG circulation rates but prevent market inflation.

Utility function

It will be possible to make purchases, donations, and engage in gambling using EVG tokens, making it more liquid and giving it a utility function. With this, the free float of EVG tokens will also reduce as the tokens will stay longer within the platform instead of going to the DEX.

Token lock

According to the duration and amount of staking, EVG staking will distribute the accumulated revenues among all stakeholders. Alternatively, an investor can supply the EVG pool on the DEX and participate in the yield farming programs.

We aim to stimulate investors to lock their EVG funds into the platform for as long as possible, reducing the free float and creating positive pressure on the token price.

It's also worth mentioning that all payouts will be gradually vested for a few weeks to prevent the immediate spillage of gained tokens into the market.

6. DAO

EverGaming is more than just another platform to buy and spend crypto: the revolutionary part of our design is the platform's DAO management approach. Instead of stagnating in the bottlenecks of a centralized market, we are introducing a paradigm where the customers and creators have distributed control of the ecosystem growth and development, helping them increase their returns and benefits.

EVERGAMING MISSION

EverGaming is a platform for user-generated content, a platform for self-expression, creativity, and crowdfunding and more and more and more.

**WE GIVE USERS A SANDBOX - USERS GET
EVERYTHING IN ONE PLACE**

We are a marketplace that connects players, teams, influencers, streamers, organizers and sponsors into one ecosystem.

We will provide opportunities to all those who wish to tokenize themselves, their skill, time, and media resources. If your team performs well and develops – its number of fans grows – the prizes will grow and the price of its token will grow. The team can start producing its own NFTs and other artifacts.

With the Decentralized Esports Organization you get a play-to-earn blockchain-powered tournament platform for gamers, developers and organizers. As a team you can make your own token on Binance Smart Chain and integrate it into the platform. Any professional team can introduce unique DAO management into its structure. Media and influencer agencies get their own DAO! And we have our own leagues and events.

With the help of EverGaming, market participants will be able to integrate our solutions, such as blockchain-based loot boxes, into their projects, making them part of our huge ecosystem. Users will be able to freely and transparently use such solutions, which will increase the trust index and the popularity of the projects using them.

Thanks to the EVG token, users will no longer need to change trading platforms, spend money on commissions for withdrawing and depositing funds, and most importantly, time for acquiring the desired in-game values. This will make this kind of model more attractive to the user and will also attract more new participants and investors to young developing projects.

EverGaming will support non-custodial staking services beginning with Everscale and Binance Smart Chain ecosystem assets.

EVG is the native coin of the EverGaming platform, built on Everscale blockchain.

We will make a skill-based blockchain economy where players, developers and organizers create competitive game ecosystems for ALL game lovers. Anyone can own part of EverGaming and profit from the activities of all entities of the organization.

Our main mission is mass adoption. We are making a user friendly interface that everyone can use easily. For easy entry, we will pay special attention to payment providers and fiat-crypto gateways.

DAO PRINCIPLES EXPLAINED

The question of how to control decentralized protocols becomes gradually more and more important with the DeFi and NFT communities growing in number. One of the most obvious issues facing these communities now, and in the coming years, is figuring out governance – the act of managing communal decision-making in order to maximize revenues and operations.

However, governance incurs high coordination costs as a result of the requirement for network participants to vote on every decision made. In emerging decentralized networks, where smart contracts empower users to rule collaboratively, these coordination costs can be drastically reduced.

These new community-based networks are known as Decentralized Autonomous Organizations (DAOs), and they are made up of people who align incentives and similar interests, operate nearly entirely by code, and have no one leader or single point of failure. In development, much of the effort so far has

been focused on open-finance-based systems. In many ways, DAOs resemble a jumble of investment banks, corporations, and social clubs, all of which are linked by cryptographic agreements.

However, bank systems in recent years have given way to more futuristic open-finance platforms and tools, introducing the trend of Decentralized Finance (DeFi). New DAOs began to appear, at that point designed with financial incentives to encourage membership in these systems: without such, network members would have no motive to invest their effort, money or time in networks, vote on proposals to improve them, or care about their future expansion and success.

When the governance burden associated with curation, security, and risk can be decreased quicker than the inevitable increase in coordination costs that come with the need for members to vote on every decision made, DAOs operate best. DAOs leverage blockchain technology and programmable incentives to address difficulties that global businesses have traditionally faced, such as financial transparency, process automation, governance, and aligning geographically dispersed, individual stakeholders around a shared purpose.

When creating the concept design of EverGaming, we kept in mind that the platform would have to serve the needs of service providers, content creators and audiences internationally and for every level of customer: we needed to implement a market paradigm where communities could be created, managed and sponsored and where users would be able to direct future development.

EverGaming is an ecosystem that is being developed around a decentralized governance structure, in which every involved user

has the opportunity to participate in community based voting.

DAO's are a paradigm shift in the very idea of economic organizations, offering complete transparency, total tokenholder control, unprecedented flexibility, and autonomous governance.

This platform will be a decentralized, censorship-free ecosystem without intermediaries, where gamers, event managers, influencers, and viewers involve and interact closely and use an end-to-end DAO to build a self-sustaining community beneficial for each member.

A DAO is a decision-making system without intermediaries. All decisions are made directly by the participants in this ecosystem.

The most important thing is that there are no indifferent people in the system, all participants are interested in growth and development. A DAO is a community-governed organization, where everything is clean and transparent.

DAOs are the next trend with huge potential. The segment is just forming. All crypto projects without a transparent working real DAO will be outsiders.

7. EVG TOKENOMICS EXPLAINED

ROLE OF DAO

EverGaming Foundation will determine the main lines of the platform and ecosystem development. The Foundation committee will include enthusiasts and experts from multiple fields: eSports, Gaming, Business, Marketing, Blockchain and Crypto. Their goal is to envision and support the healthy growth of EVG market and ecosystem by contributing their expertise, helping the platform meet the users' expectations and expand to wider audiences.

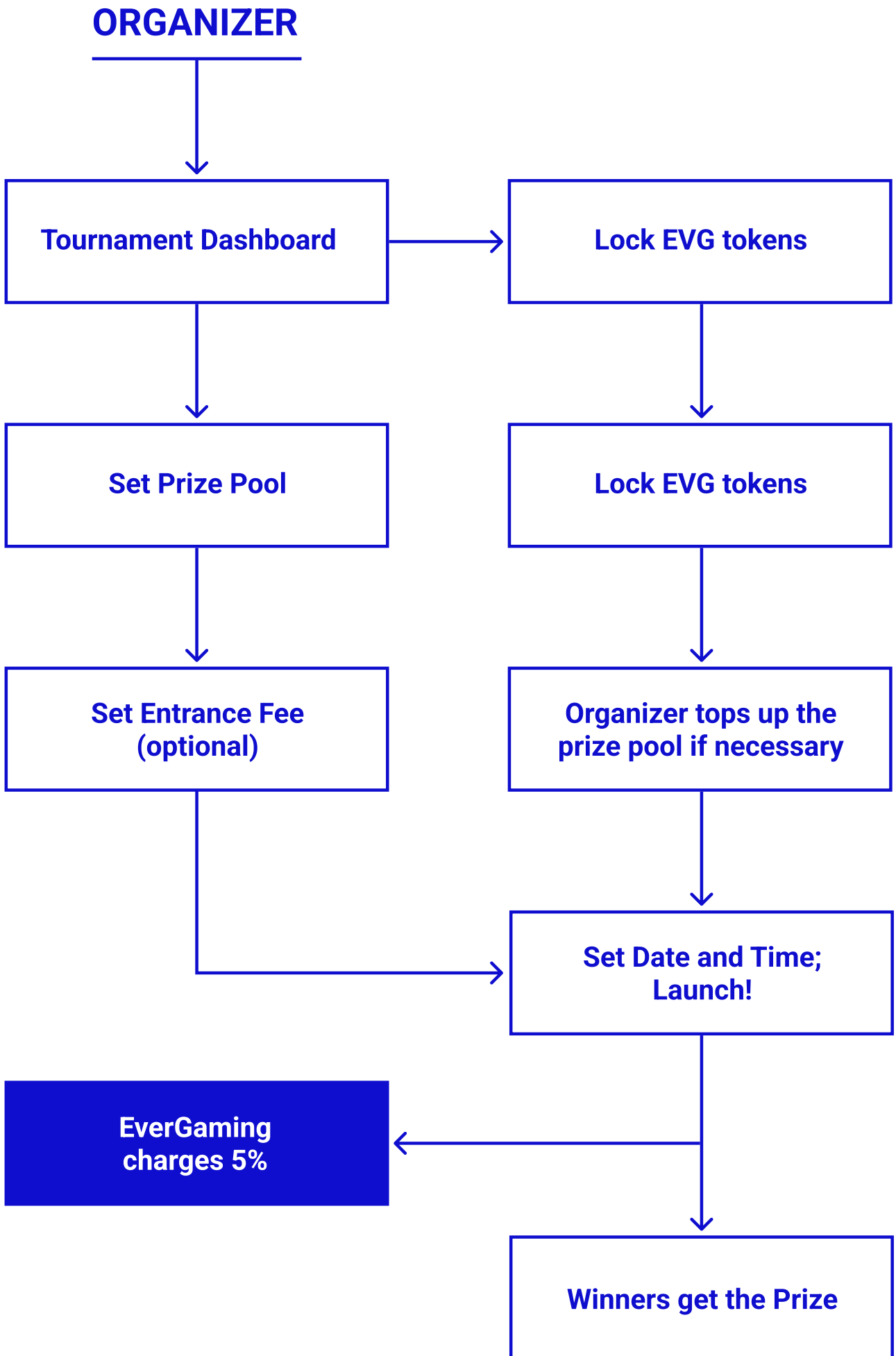
In order for the platform to be able to provide a flexible response to possible market fluctuations the DAO foundation will continuously monitor the economic health of the platform and adjust the prices and fees in accordance with the community demands.

TOURNAMENTS

Setting up and conducting your favorite game tournament is an onerous task: it requires both management skill, technology and cash. We believe it could be completely different and the rewards should reach those who truly deserve it: at EverGaming you can easily set up your own tournament and make profits with it.

In order to set up your own tournament all you need is to select the game, set and lock the prize pool and invite participants to join.

CREATE YOUR TOURNAMENT



We also encourage tournament organizers to receive additional rewards from advertisers: placing ads on the tournament page allows for direct interaction between value creators and publishers.

Additionally every organizer can invite broadcasters to highlight the tournament, so that it receives more views and followers.

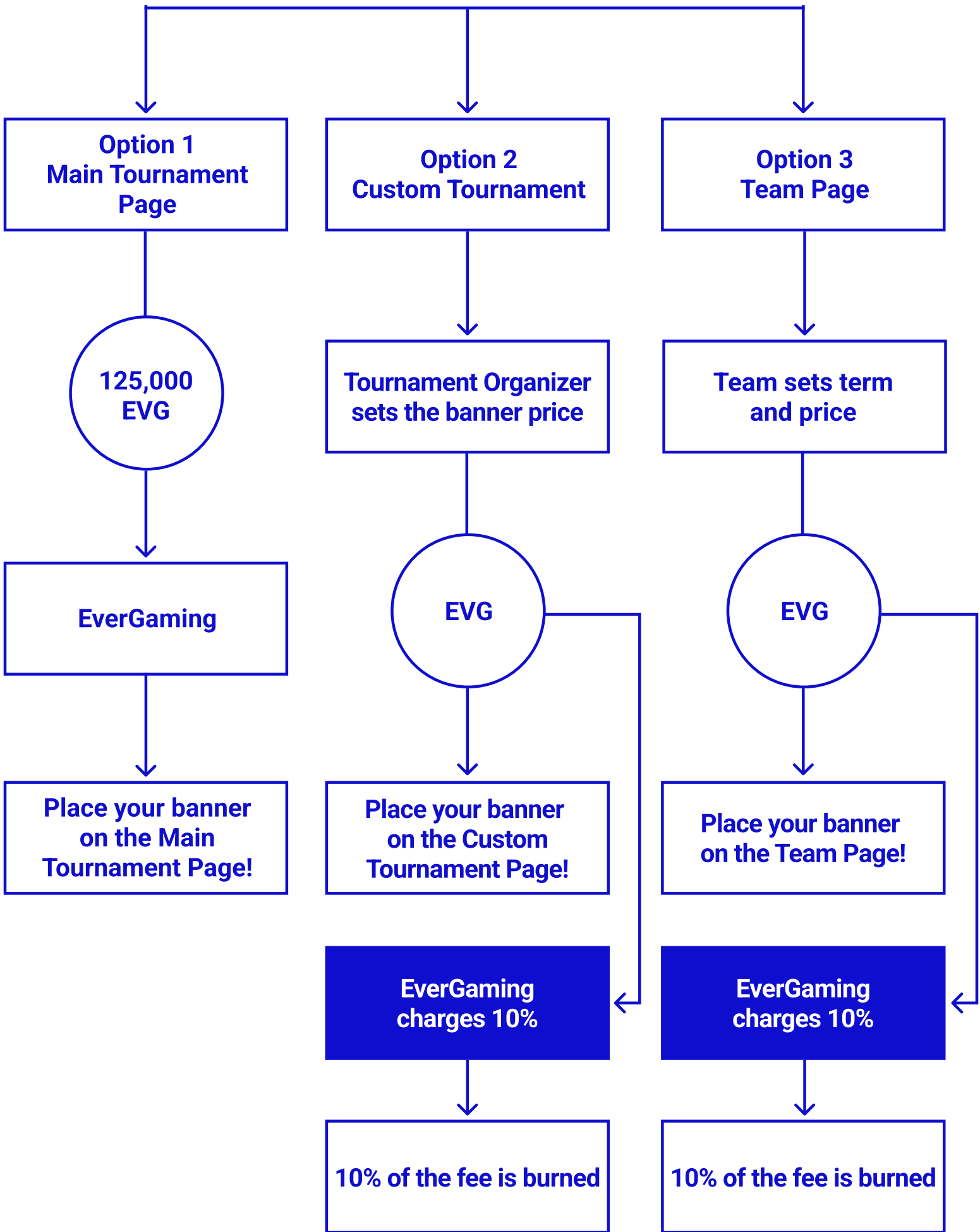
ADVERTISEMENT

EverGaming aims to decentralize the industry of gaming tournaments making it profitable for every content creator. Currently the market revolves around the biggest players receiving major profits from advertising, with little reward reaching the real value makers. Now it seems impossible for an average talent to monetize on gaming tournaments without being consumed by some of the worlds biggest tournament organizations; at the same time playing in the big league does not guarantee the quality of content, while a majority of great talents remain barely floating with little to no income and seldom donations from their fanbase. We believe the gaming industry will only benefit from becoming reachable by the mass crowd.

Within EverGaming every team, tournament organizer or content creator will be able to monetize directly from advertising agents:

ADVERTISING ON EVERGAMING

ADVERTISER



GAME DEVELOPERS

We know it is an incredible challenge for independent game developers to reach their gamer crowd, which often forces the devs to either sell their intellectual property or become part of or being consumed by a large production studio.

Right now game devs are rather limited in their monetization models, such as introducing in-game-purchases or in-game-ads, which forces them to utilize mechanics which normally annoy and deter players instead of boosting retention.

In addition to the mentioned above, such mechanics have yet another disadvantage: gamers are less likely to spend on in-game-purchases since that means their cash is to be locked within one game and no possibility of ROI. At the same time, one more downside causing regret of purchase is that gamers tend to harshly criticize any form of pay-to-win mechanics, which inevitably come with the use of in-game purchases.

What's our solution?

Every developer is now welcome to present their games to our platform and community. With play-to-earn mechanics introduced at our core design, we encourage game developers to expand their target audiences to our vast community of gamers by incorporating EVG and EVG NFTs into the game, this way becoming a member of a growing ecosystem.

Using our technological infrastructure every developer, even entirely unfamiliar with smart-contract establishment, will easily upgrade their in-game economy to the upper level.

To publish a game on EverGaming all you need is to stake 10,000 EVG on the platform: the game will become visible to our large community.

Once the game becomes recognized by the audience, the developers can organize their own tournaments, thus both boosting public attention and receiving profits from the tournament prize pool.

TEAM NFTS

With cybersports having already become an established industry occupied by giant corporations, it has been made barely possible for an amateur team to succeed in competitive gaming today: while professional teams are managed 24/7, with coaches, psychologists, venues and catering, not to mention heavily priced state-of-the-art equipment, a new team of enthusiasts would face financial struggle in the way of entering the Pro League.

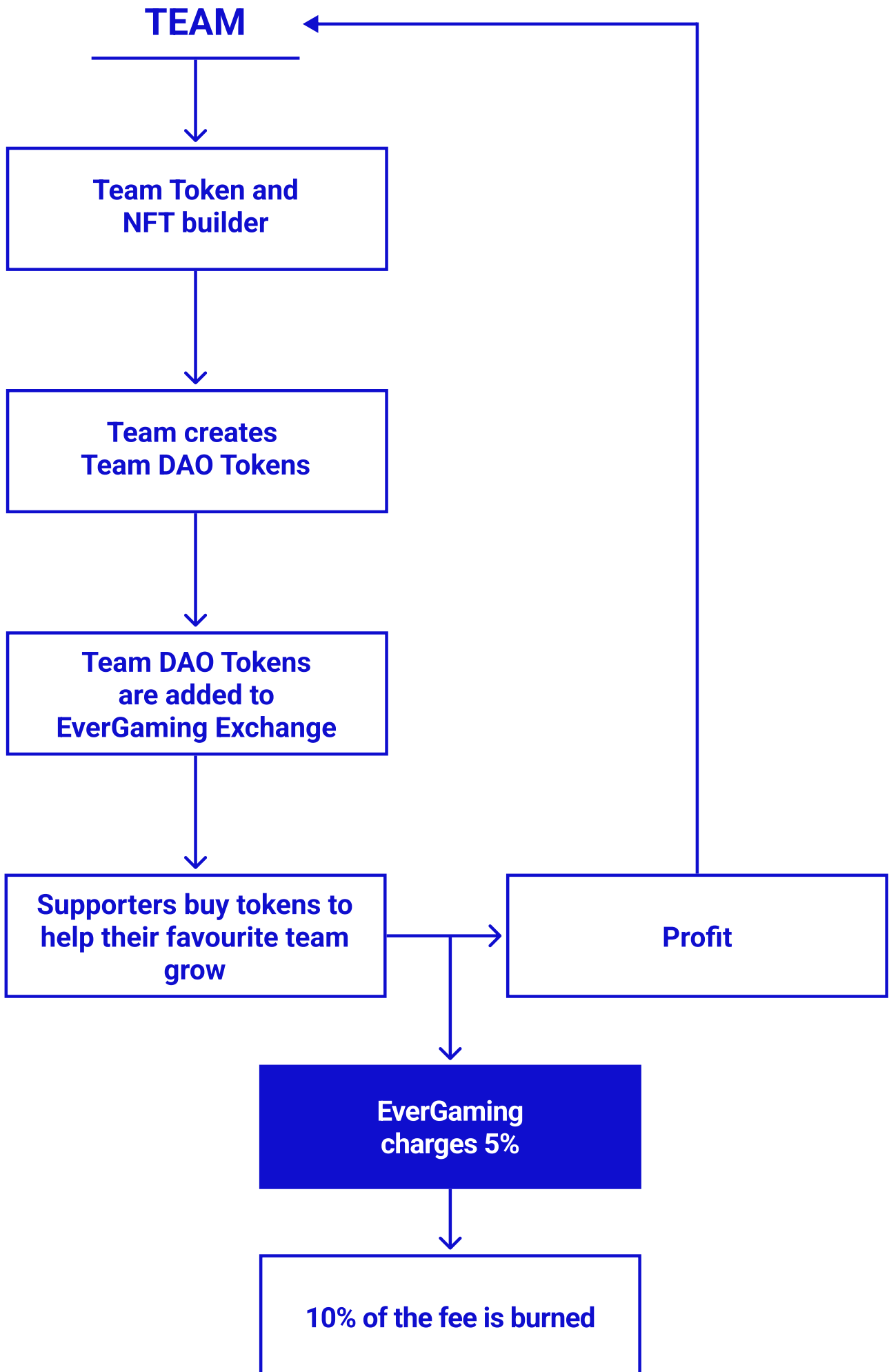
EverGaming is the place where small teams can receive both recognition and reward!

With our Team Token and Team NFT creation tool every gamer or team can present their Team Tokens to their fan base. We believe everything can and should be tokenized and we are ready to provide the means of decentralization:

- Team Tokens: create your own cryptocurrency for fans and supporters and share your revenues with your audience

- Team DAO Tokens: allow your followers and fans take part and manage the development of your team's brand in the form of DAO
- NFTs for subscribers to have an access to the best games, tournament plays, records and more
- Subday tokens to allow fans play games with their favorite teams
- NFTs for broadcasters
- NFT merch: fans can purchase team cards to support their champions

CREATE YOUR TEAM TOKENS AND NFTS



SWEEPSTAKES

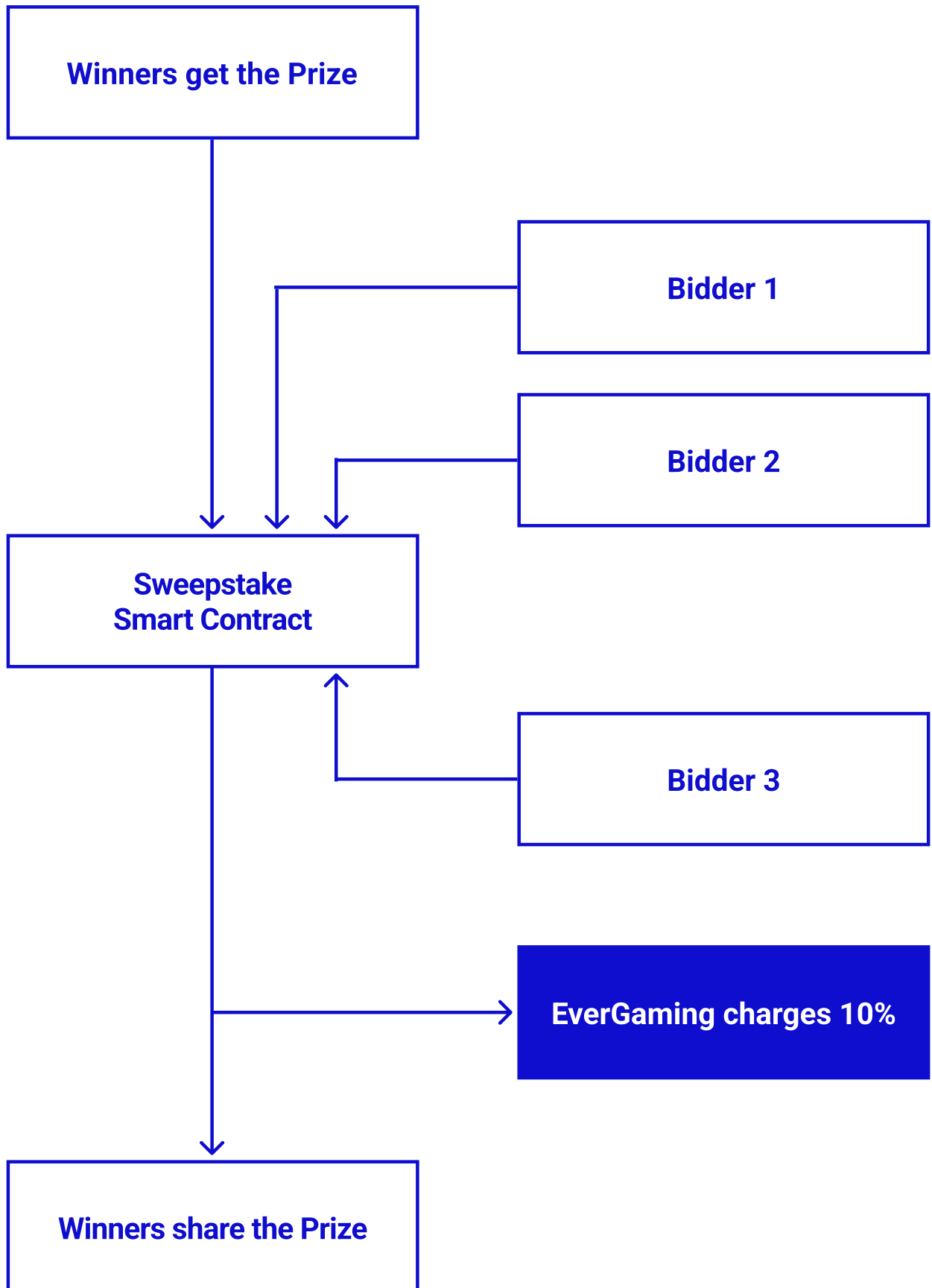
“I do not organize tournaments, do not have a team and my skill is yet not high enough to allow me to win a competition - how can I benefit from EverGaming?”

We could anticipate that question and we've got you covered. Decentralization is more than a trendy word for us.

You do not need to be a professional level gamer or broadcaster to benefit from your expertise in gaming: EverGaming Sweeps allows you to place a bid in support of your favorite player or team in any tournament run on the platform, so you can win against the other participants.

Simply join a running Sweep or create your own: the system is automatic, with the reward assigned to the winner by the Sweep smart-contract. Since every bid is locked in the smart-contract in the form of EVG tokens, there is no chance of fraud.

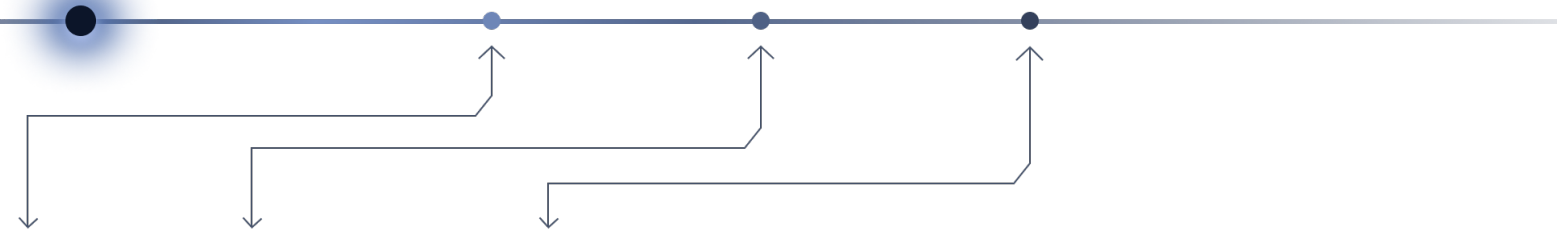
SWEEPSTAKES



8. ROADMAP

2022

2023



Q2:

1. Launch Platform
2. Global Payments Solutions
3. Gambling Retention Mechanics

Q3:

1. Platform for Tournaments: Battle Royale Mode
2. Our Custom Shop
3. EverImpact: Auto Battler Game
4. Referral & Bonus Systems for customers
5. On Platform Loot Boxes for customers
6. NFT Inventory
7. Finance: cash-in and p2p transaction
8. Social Engagements: User Stories (as like Instagram!)
9. New and many Landings pages for more an more games

Q4:

1. On Platform Achievements System
2. New Big Thing: Challenge System
3. Custom Ladder/ Matchmaking for most popular game
4. New Types of Tournaments
5. Minigames: Hyper-Casual Games
6. NFT Marketplace for customers
7. System of Incentives for Players for Activity on the Platform (visual encouragement on platform)
8. Betting with Liquid Cryptocurrencies
9. Mobile App
10. DAO and Crowdfunding
11. Matches + Mixes System

1. Battle-pass for customers
2. Teams -> Esports Organizations
3. Team Mission Center System
4. Team Achievement System
5. Team Stiker pack's (Twitch Rain via our bots)
6. EVG-License (HLTV.org analog)
7. Crash-gambling mechanics
8. Ladder and Matchmaking Mechanics
9. Team Token and Team-DAO

9. PARTNERS



Everscale is a decentralized global most scalable blockchain network.

everscale.network



Seasoned blockchain lab with experience in Ethereum, Bitcoin, Binance, Polygon, Fantom, Ever, Solana, Monero.

broxus.com



Investment fund focused on cutting edge blockchain.

warp.is



Affiliate Network which connects advertisers and webmasters. More than 150 offers in the moment.

click2.money



BITMELECH is one of the fastest-growing cryptocurrency exchanges; and is part of fintech license group that focuses on crypto technologies and services in an ever-evolving area of the digital currency world.

bitmelech.com



The first NFT marketplace on Everscale. Buy, sell, and create rare digital items.

grandbazar.io



evergaming.io
contact@evergaming.io