# CHALLENGE

## Ecosystem

**Challenge is an ecosystem for gaming with five key branches. The Ecosystem where creators and gamers will be able to compete, play, share, and trade without central control, enjoying secure copyright with the ability to win $CHALLENGE.GG**
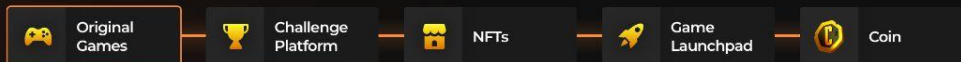
- Collect and buy NFTs with in-game traits.
- Play new games and have early access through Challenge.gg.

User generated content is a big part of the ecosystem where the community can create NFTs, Tournaments and Games and get rewarded.

Coin

Original Games

CHALLENGE

NFTs

Tournament Platform

Launchpad for Games

# Original Games

**The Challenge Ecosystem**

# CHALLENGE

## The Challenge Ecosystem
# Challenge Originals

Challenge has set up a Gaming Studio in Stockholm, Sweden. The studio will build skill-based cash games. Through the challenge platform, it will add dynamic and exciting ways to experience casual and non-casual games. The first game in Originals is FrontLand, a third-person shooting game that will launch at the same time as the coin launch.

### About Frontland

FrontLand, is a free-to-play shooter game developed by Challenge Original Games. It is a competitive third-person shooting game built on Unreal Engine 5. FrontLand is presently available to play in 2022 and the only way to survive is to take down the opponent.

# CHALLENGE

# Challenge Platform

**The Challenge Ecosystem**

| Original Games | Challenge Platform | NFTs | Game Launchpad | Coin |
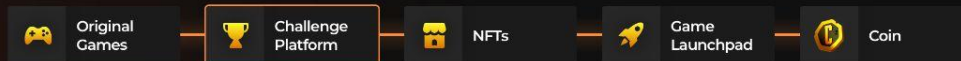
# CHALLENGE

## The Challenge Ecosystem
# Challenge Platform

**The platform will offer competitive gaming on-demand, NFT assets, and early access to new games.**

Via the Challenge platform, gamers of all ranks worldwide can join automated tournaments and challenges to compete for Challenge coins and other prizes.

The Challenge platform is developed to be generic and continuously integrated with other attractive Esports games. Challenge will keep implementing well-known games, acquire indie games, and collaborate with web3 games.

# CHALLENGE

## Challenge Tournaments

The platform will offer competitive gaming on-demand. Via the Challenge platform, gamers of all ranks worldwide can join automated tournaments and challenges to compete for Challenge coins and other prizes.

**How it works?**
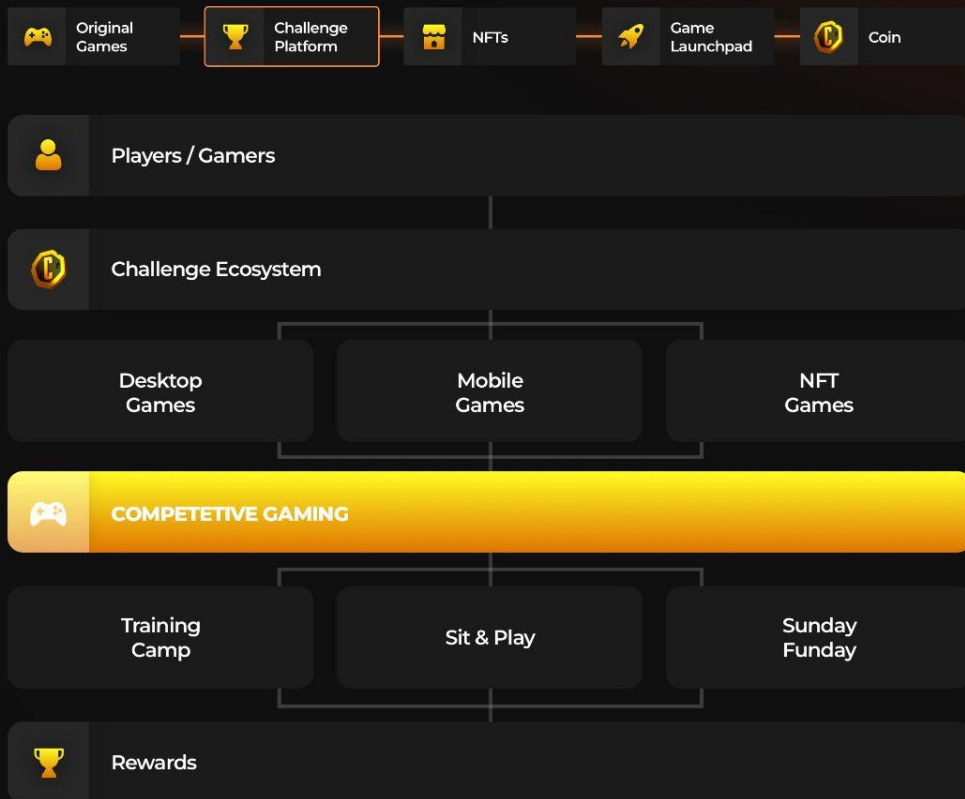
- Select a game and Tournament.

 *The NFTs you hold are automatically linked to your account, and you can select to use*

 *them in the challenges.*

- Buy-in through your web3 wallet.
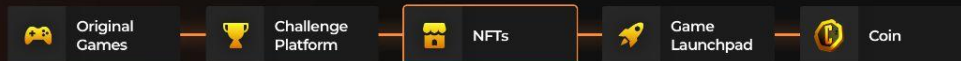
- The lobby gets filled.

- The game starts, and the Tournament is live.

- Rewards pay out automatically through the contract on-chain.

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| Original Games | Challenge Platform | NFTs | Game Launchpad | Coin |
|---|---|---|---|---|

**Players / Gamers**

**Challenge Ecosystem**

| Desktop Games | Mobile Games | NFT Games |
|---|---|---|

**COMPETETIVE GAMING**

| Training Camp | Sit & Play | Sunday Funday |
|---|---|---|

**Rewards**

# NFTs

**The Challenge Ecosystem**
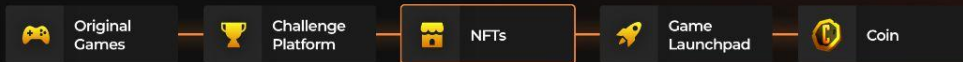
Original Games | Challenge Platform | NFTs | Game Launchpad | Coin

# CHALLENGE

## The Challenge Ecosystem
# Ingame-NFTs

Virtual items in games have been traded for years in the gaming industry on traditional gaming platforms. However, the virtual economies were enclosed and operated in a centralized manner. As a result, the players could not exchange their in-game assets with real-world economic values such as fiat money.

Original Games will have in-game NFTs. The NFTs will increase the gaming experience in the games.

**Traits:**

- Scopes          - Magazines

- Grips              - Skins

- Barrels

All traits will affect the weapon's performance and look.

# CHALLENGE

## The Challenge Ecosystem
# Tournament NFTs

-Option to host tournament in a whitelabel structure

-Shared eco with challenge

**NFTs for:**

-Streamers

-Teams

-Communities

-Studios

# Game Launchpad

**The Challenge Ecosystem**

Original Games | Challenge Platform | NFTs | Game Launchpad | Coin

# CHALLENGE

## The Challenge Ecosystem
# Launchpad for Games
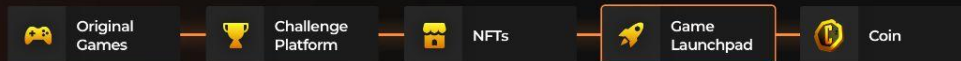
PvP multiplayer as a service is a collection of smart contracts and an infrastructure that enables any game developer to integrate them into their games and get leaderboards, tournaments, leagues, referral and reward systems, and a deep metagame all-in-one tool.

A set of tools from the multiplayer SDK engine allows the game developers to publish their games as a standalone product and perform one-click deployment of tournaments for instant monetization.

All games have access to the Challenge Multiplayer PvP SDK, which they can integrate into their games to connect to the tournament engine.

# CHALLENGE

# Seamless 3rd party integration

| Original Games | Challenge Platform | NFTs | Game Launchpad | Coin |
|---|---|---|---|---|

**Gaming Studios and dependent game developers can launch their games inside Challenge.gg.**

Get all perks for being connected with challenge.gg and web3.

- Tools to launch NFTs
- New Audience and players
- Competitive gaming environment
- Pay to play option in Web3

## Gaming studios

## SDK in challenge dapps

| NFT Launch | New Players | Pay2Play Option |
|---|---|---|

## Tournaments
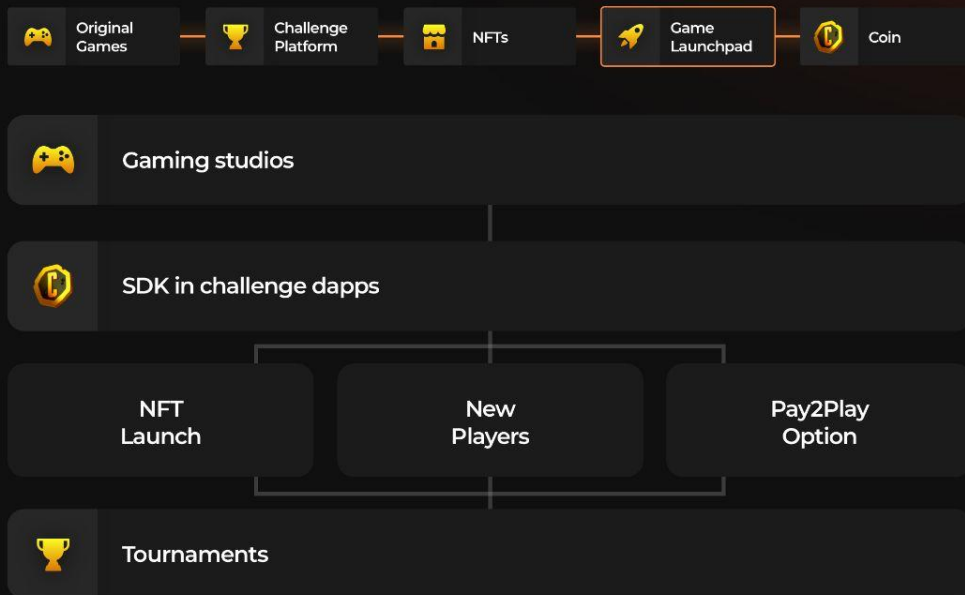
# Challenge Coin

**The Challenge Ecosystem**

| Original Games | Challenge Platform | NFTs | Game Launchpad | Coin |

# CHALLENGE
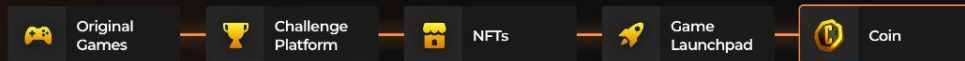
## The Challenge Ecosystem
# The Challenge Coin

**$CHALLENGE is a BSC token built on the Binance blockchain. It is the main utility token and the currency of Challenges playground.**

$CHALLENGE will be required for the buying and selling of non-fungible tokens (NFTs), such as features ingame and ASSETs, from The Challenge marketplace.

You will also need to hold $CHALLENGE to participate in tournaments.

# CHALLENGE

Original Games | Challenge Platform | NFTs | Game Launchpad | Coin

## CHALLENGE

### Purchases
- Services
- Games
- NFTs

### Trade
- Assets
- Coins/Tokens

### Play
- Games
- Challenges

### Create
- Assets
- Clans

### Governance
- Votes
- Curation

# CHALLENGE

## Token distribution
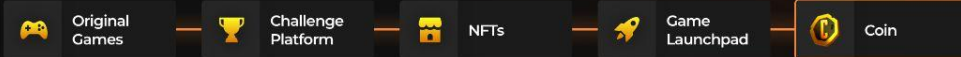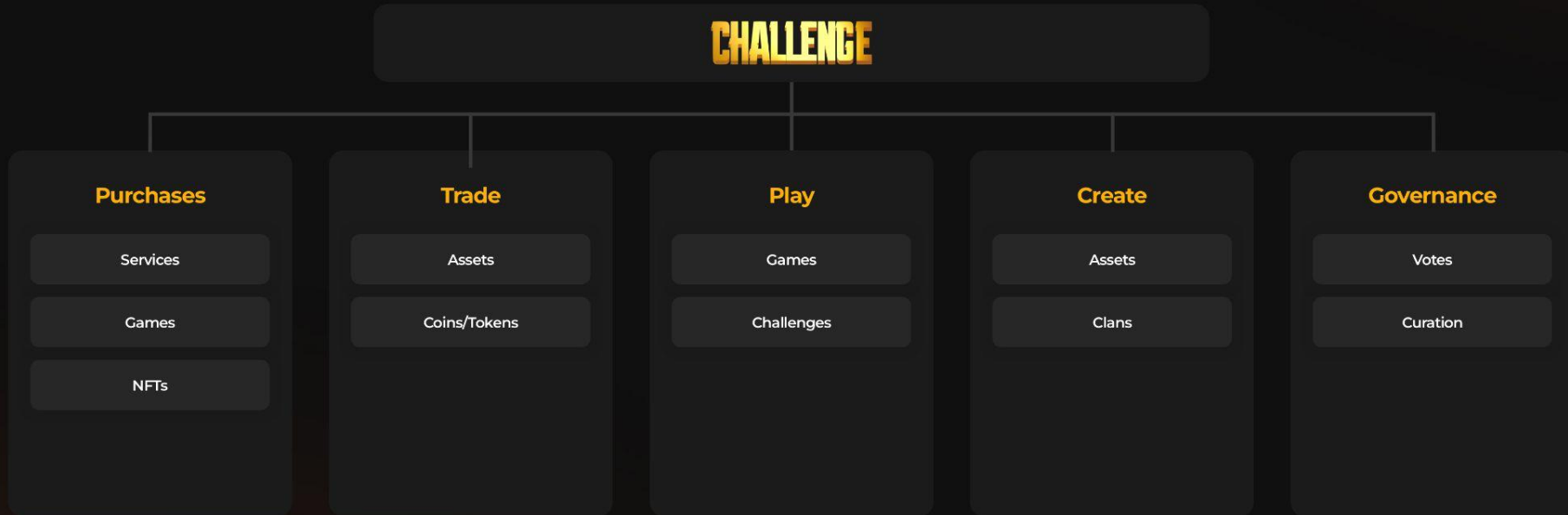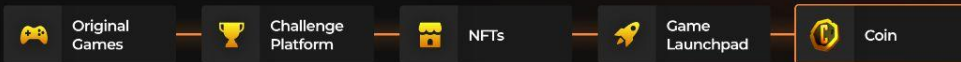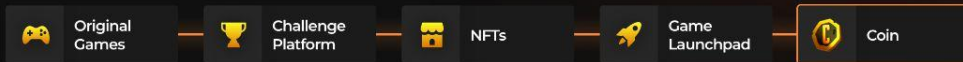
| Category | Amount of tokens | Raised | Marketcap | Date |
|---|---|---|---|---|
| Token Supply | 1 000 000 000 | - | - | - |
| Private Presale | 20 000 000 | TBA | $20 000 000 | Q4 2022 |
| Decentralized Launchpad | 20 000 000 | TBA | $40 000 000 | TBA |
| Centralized Launchpad | 110 000 000 | TBA | $40 000 000 | TBA |

# Why Games in Web3

**Gameplay**

- Rewards

- Achievements/ collection

- UGC

- Trading and economy

- Guilds, Clans & Socials

**Unique features of web3**

- True ownership

- Interoperability

- Decentralized governance

- Verifiable scarcity

- Permissionless transactions

# CHALLENGE

## Market
# Growth in esport

**Legend:**
- Integrated video games advertising
- Console games
- PC games
- Social/casual gaming

| Year | Social/casual gaming | PC games | Console games | Integrated video games advertising |
|------|---------------------|----------|---------------|-------------------------------------|
| 2017 | 67.7 | 25.5 | 23.8 | |
| 2018 | 83.2 | 27.3 | 25.0 | |
| 2019 | 103.9 | 28.9 | 25.6 | |
| 2020 | 132.9 | 31.3 | 28.6 | |
| 2021 | 148.0 | 33.7 | 28.3 | |
| 2022 | 167.0 | 35.2 | 29.2 | |
| 2023 | 185.8 | 36.9 | 30.0 | |
| 2024 | 204.7 | 38.6 | 30.6 | |
| 2025 | 223.8 | 40.4 | 31.1 | |
| 2026 | 242.7 | 42.2 | 31.5 | |
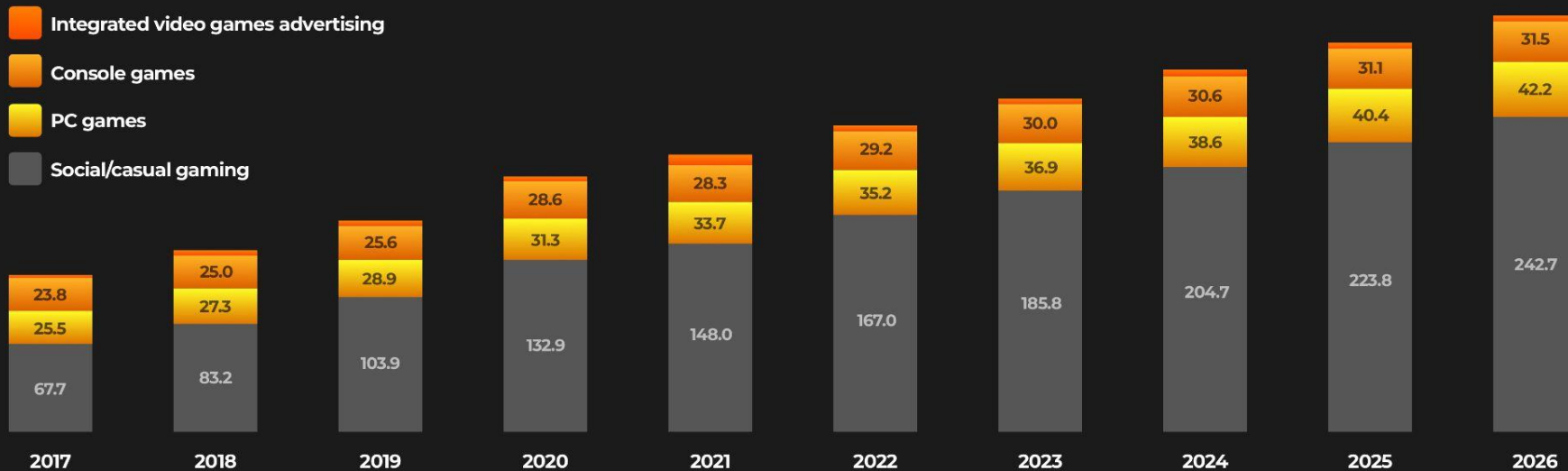
**Note:** 2021 is the latest available data. 2022-2026 values are forecasts.

**Sources:** PwC's Global Entertainment & Media Outlook 2022-2026, Omdia

**Market**

# Gaming in web3 growth

### 3 Billion
**Gamers globally**

### $200B
**Total addressable market (TAM)**

### $3.3B+
**Raised for Web3 Games in 2021**

### 7 hours+
**Average player spends gaming weekly**

### $2.5 BILLION
RAISED FOR WEB3 GAMES Q1 2022

# Our story

# How we will grow

**Marketing:**

With over 30-years of experience combined with social marketing on our team, we have a great network for marketing strategy on socials. People on our team have been involved with some of the biggest social campaigns in the world. We will create big marketing campaigns with gaming influencers and the community to grow the platform with more participating players.

**Acquisition:**

To get growth in different games inside the platform we will buy exclusive rights to launch games inside Challenge. We will also acquire indie game titles to have control over the asset.

**Original games:**

We will create both mobile and desktop games integrated in our competitive environment to give our community a world of choices to play and have fun on our platform.

**SDK:**

PvP Multiplayer as a service is a collection of smart contracts and infrastructures that enable any game developer to integrate them into their games and get leaderboards, tournaments, leagues, referrals, and rewards systems and a deep metagame all-in-one tool.

## Our story
# Roadmap

**2019 - 2021**        **2022**        **2023**

### 2019
- Started to build the platform.

### 2020
- Started to build FronLand, the first desktop game from Original Games.

### 2021
- Beta testing Tournament platform with Fortnite.
- 8000 Players tried out and competed in Fortnite on challenge.gg.
- Started to build blockchain technology.

### 2022
- Core Team.
- New graphic profile for challenge.gg.
- Launch the first Beta version of the homepage.

**Q4:**
- Pitch deck.
- White paper.
- Private Presale.
- Presale TBA.
- Launch of FrontLand.
- 2 new maps in FrontLand.
- Additional game modes.

### 2023

**Q1:**
- Weapon NFTs.
- Implement additional game.
- Tournament NFTs.
- Marketplace.
- Launch Second game in Challenge Extended.

**Q2:**
- First Mobile game in Challenge Originals.
- Launch the second desktop game in Challenge Original.
- Launch first mobile game in Challenge Extended.
- Host a 100k dollar Tournament.

**Q3:**
- First Mobile game in Challenge Extended.
- Host a 100k dollar Tournament.
- Weapon NFTs for the second game from Challenge Originals.
- First Web3 game implemented in the app.
- NFTs from an external game developer in the marketplace.

**Q4:**
- Host a 1 million dollar Tournament.
- Launch the second Mobile game in Challenge Extended.
- Tech launch for web3 games. To use SDK on challenge app and compete with their tokens in Tournaments.
- Launch Second Mobile game in Challenge Originals.

# CHALLENGE

# Background

Two Swedish tech companies met in 2019 and had the same vision. The vision is to change the game industry and revolution the gaming entertainment world. That was the start of Challenge. Tourn International And YFYNOY started Challenge as a joint venture.

The first release of Challenge was in a Beta for Tournament gaming in Fortnite. Microsoft was one of the conributed sponsors that made it possible to build the beta platform Challenge.
Over 8000 players took part and gave us feedback on the tournament platform.

Challenge will be a gathering place for gamers to play games and compete in all levels and genres of games. Get better and rank up your profile. Get Rewarded with coins and awesome in-game NFTs.

Web3 is the perfect place to build something great for the community and let them have control over assets and make it transparent. We strongly believe that gaming is the gateway to mass adoption of crypto. We will be the next Steam 2.0 on web3 together with the world's biggest competitive gaming platform.

## Our story
# The team

**Johan Ihr | CEO** 🇸🇪

Ten years of experience in influencer marketing as a former sales manager for Tourn International; Head of Nagato, an MCN platform; and Head of partner accounts, such as IMG and Google; Board member and Co-Founder of Baud.

**Fredrik Hansson | CTO** 🇸🇪

Developer & architect for 20 years. (Cell Network, Redpill Linpro AB)

**Gustaf Kellner | Finance and strategy** 🇸🇪

Chairman of Nasdaq company Tourn international; Former CEO of the music service, Allihoopa; Earlier CEO of blogg.se (largest blog network in nordic region); CEO Bilddagboken; BD at Skype; Angel investor in Nordic early stage startups.

**Fredrik Aldegren | Tech development and strategy** 🇸🇪

Experienced entrepreneur; Head of Business Development & Co-founder at the digital agency, Spring, and the sport app, Yonyfy; Head of Sales and Board of Director at Valtech; and Business Unit Manager at Mandator.

# CHALLENGE

# Board of directors



### Robin Stenman | Chairman of the board

Founder and CEO of Tourn International; Co-founder of Net Zero Company; Former board member and co-founder of Hubso Group. Business leader, programmer, and lawyer who specializes in cutting-edge technology such as AI and blockchain technology.



### Anders Velander | Board Member

Key Account Manager at Cap Gemini; Head of Sales and CEO of the IT-consultancy Mandator/Cell Network (publ.); CEO of the SaaS company Team Engine Co-founder and Executive Chairman of the digital agency Spring People; Co-founder and Chairman of Yonyfy.



### P.A Gullö | Board Member

Former Head of Sports and Executive Producer TV3 Sweden (MTG); Founder and CEO of the production companies; Dream Team Production and Mediatec Studios; Founder Apovet Ab (sold to Apoteket Hjätat)