CHALLENGE.gg

"THE COMPETITIVE GAMING PLATFORM ON BLOCKCHAIN"

CHALLENGE

002 // 028 TOTAL PAGES

ECOSYSTEM
ORIGINAL GAMES
TOURNAMENT PLATFORM
...

ECOSYSTEM.

Introducing the Challenge Ecosystem, the ultimate destination for gamers and creators alike. Our platform offers a decentralized and dynamic gaming experience, where users can compete, play, share, and trade in a controlled environment. Players can challenge each other in their favorite token; ETH, BNB, USDT, BUSD.

Discover a world of possibilities with Challenge. Our platform features five key branches that are sure to entice any gamer. With the ability to collect and buy NFTs with in-game traits, you'll never run out of things to do. Enjoy early access to new games and updates through challenge.gg, where you'll be one of the first to try out the latest and greatest in the gaming world.

At Challenge, user-generated content is at the forefront of our ecosystem. We believe in empowering our community and providing a platform where creativity can thrive. That's why we offer rewards to those who create NFTs, tournaments, and games that others can enjoy. Join the Challenge community today and experience the future of gaming.

DAO

Original Game

CHALLENGE

Marketplace

Tournament platform

Launchpad for Games

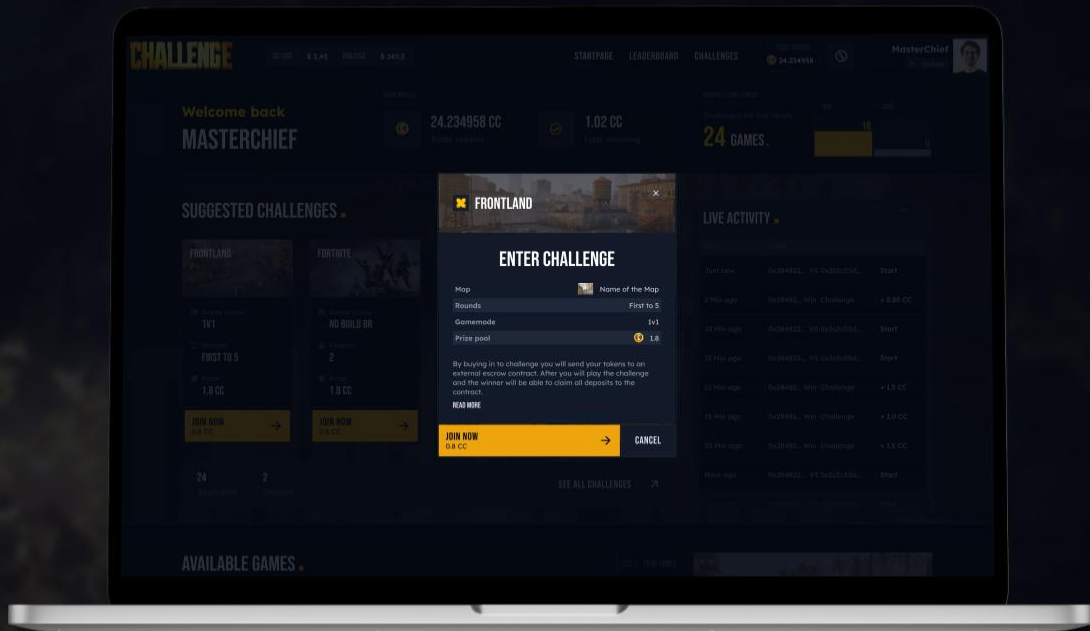The Challenge Ecosystem

CHALLENGE PLATFORM.

The Challenge Ecosystem

CHALLENGE PLATFORM .

The Ultimate Destination for Competitive Gaming!

Our platform offers a unique blend of gaming on demand, NFT assets, and early access to new games, providing a comprehensive gaming experience for players worldwide. With the Challenge platform, gamers of all ranks can join automated tournaments and challenges, competing for Challenge coins and other exciting prizes.

Our platform has been designed with versatility in mind, seamlessly integrating with a wide range of popular Esports games. We are committed to continuously integrating new and exciting games, including both established titles and indie games, as well as collaborating with cutting-edge web3 games.

IMMERSIVE GAMING EXPERIENCE
HOW DO WE SOLVE IT
DAO
THE PROGRESS
BACKGROUND
TEAM
PARTNERS
LINKS

CHALLENGE.

COMPETE WITH MAJOR TOKENS

By enabling all gamers to enjoy their favourite games and play
with their favourite crypto assets.

◆ ETH / Ⓣ USDT / ⬡ BNB ⚹ BUSD

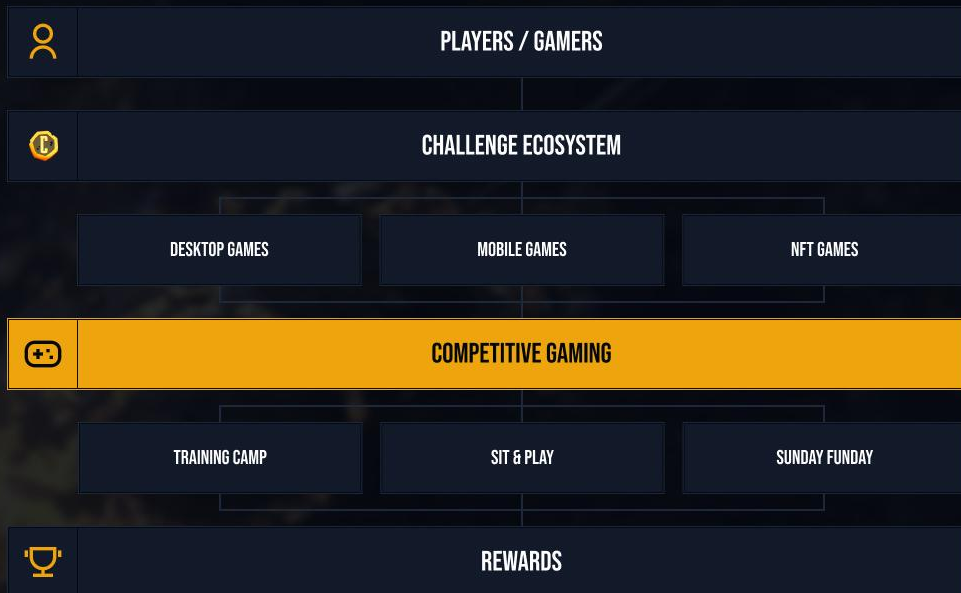Pay and play with all different assets.

The Challenge Ecosystem

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 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.).

- Make a Buyin through your web3 wallet.

- Lobby get filled.

- The game starts, and Tournament is live.

- Rewards payout automatically through the contract on-chain.

PLAYERS / GAMERS		

CHALLENGE ECOSYSTEM		

DESKTOP GAMES	MOBILE GAMES	NFT GAMES

COMPETITIVE GAMING		

TRAINING CAMP	SIT & PLAY	SUNDAY FUNDAY

REWARDS		

The Challenge Ecosystem

GAME LAUNCHPAD.

CHALLENGE

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LAUNCHPAD FOR GAMES
COIN
MARKET
...

The Challenge Ecosystem
LAUNCHPAD FOR GAMES .

PvP multiplayer as a service is a collection of smart contracts and infrastructure that enable any game developer to integrate them into their games and get leaderboards, tournaments , leagues , referral and reward system, and 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.

The Challenge Ecosystem

CHALLENGE COIN.

CHALLENGE

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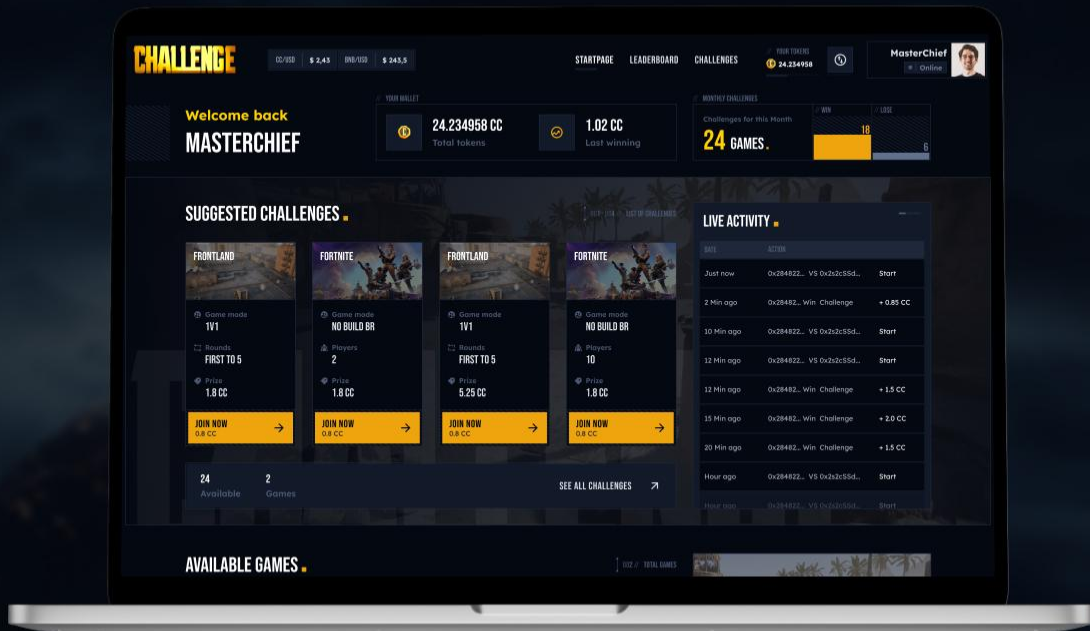
COIN
MARKET
OUR STORY
...

The Challenge Ecosystem

THE CHALLENGE COIN.

In the current gaming landscape, skilled players often don't receive adequate tangible rewards for their time, skill, and effort. We identified this as a key pain point that our platform aims to resolve. We offer an opportunity for gamers to monetize their skills by offering BNB or Ether rewards for competing and winning in tournaments and matches.

Enhanced Real-World Interaction and Engagement: Many gaming platforms don't encourage enough interaction beyond the game itself. To address this, our platform leverages web3 integration to create a more engaged and interactive gaming community. Gamers can directly challenge friends or other players, promoting a sense of competition and camaraderie.

Transparency and Trust in Online Competitions: Trust is a significant issue in online gaming competitions due to a lack of transparency. With our blockchain technology integration, we aim to provide a transparent and immutable record of all transactions and results, ensuring fairness and boosting player trust.
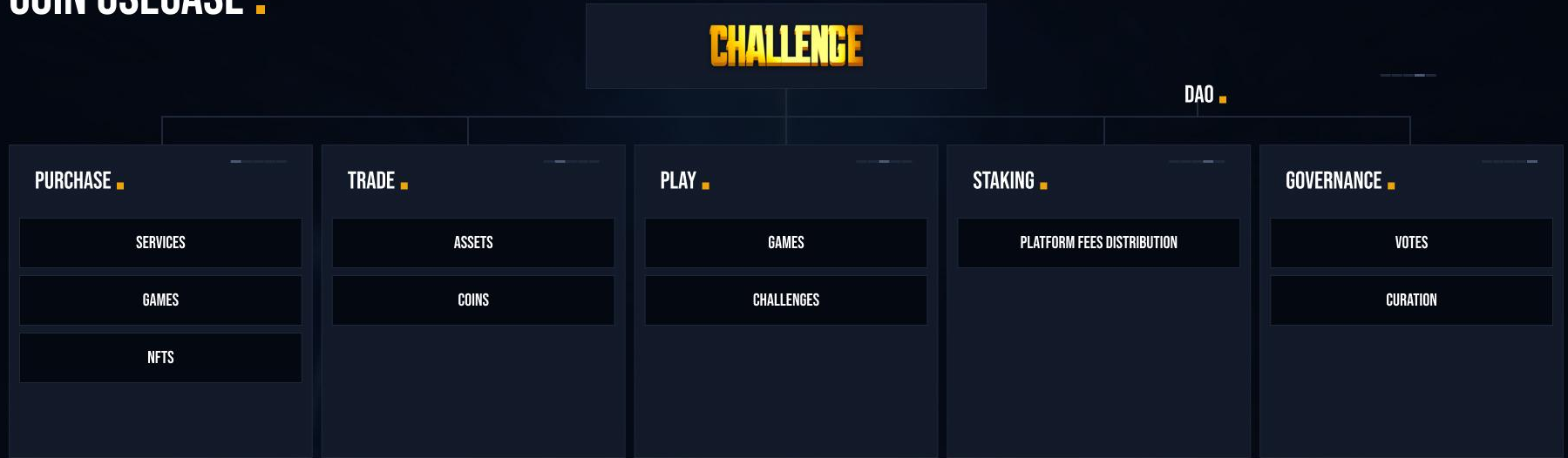
Barrier to Entry for Non-Crypto Gamers: A major barrier for many gamers interested in GameFi is the perceived complexity of crypto transactions. By using well-known cryptocurrencies like BNB and Ether on our platform, we aim to lower this barrier and make it easier for more players to enter the GameFi space.

We believe these pain points are pressing as the global gaming community continues to grow, and players are seeking more interactive, rewarding, and transparent gaming experiences. The rapid expansion of blockchain and crypto sectors indicates a readiness for solutions that merge these technologies with gaming.

CHALLENGE

016 // 028 TOTAL PAGES

COIN
MARKET
OUR STORY
...

The Challenge Ecosystem

COIN USECASE .

CHALLENGE

DAO .

PURCHASE .

| SERVICES |
| GAMES |
| NFTS |

TRADE .

| ASSETS |
| COINS |

PLAY .

| GAMES |
| CHALLENGES |

STAKING .

| PLATFORM FEES DISTRIBUTION |

GOVERNANCE .

| VOTES |
| CURATION |

In Challenge ecosystem you can use the coin in different part of the system.

CHALLENGE

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TOURNAMENT PLATFORM
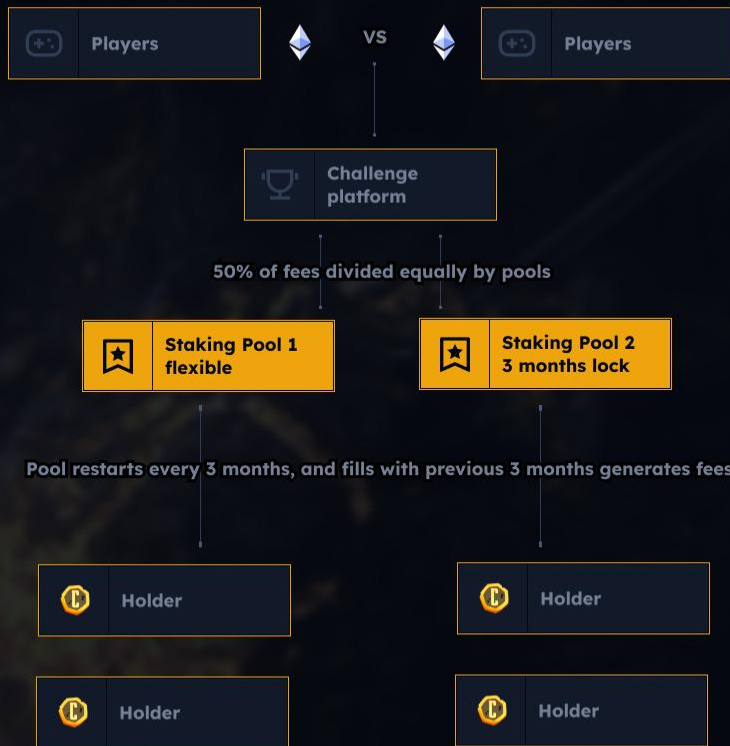NFT'S
LAUNCHPAD FOR GAMES
...

The Challenge Ecosystem

STAKING .

When someone plays on Challenge, a fee is deducted from the Entry Fee (10-30%), part of that Fee is sent to the Challenge DAO Staking pool. Where Challenge Coin holders are able to stake their Challenge Coins and earn ETH as rewards.

How it works?

- Fees from the platforms accumulate over a 3 months period and get sent to staking contract
- Staking contract runs in periods and restarts every 3 months
- Challenge Coins holder stake their Coins and can chose from staking contracts, one being locked for full 3 months, the other being flexible.
- Staking holder will be rewarded with ETH that can be withdrawn anytime.
- The new period of staking starts, allocating the previous 3 months of collected fees.

| Players | VS | Players |

Challenge platform

50% of fees divided equally by pools

| Staking Pool 1 flexible | | Staking Pool 2 3 months lock |

Pool restarts every 3 months, and fills with previous 3 months generates fees

| Holder | | Holder |

| Holder | | Holder |

CHALLENGE

ROADMAP.

2019 - 2021   **2022**   **2023**   **2024**

2019
- Started to build the platform

2020
- Started to build the game

2021
- Beta testing tournament platform with fortnite
- Start Building the contract

2022
- Core Team
- New graphic profile for challenge.gg
- Launch the first Beta version of the website.
- Pitch deck
- Launch of FrontLand inhouse Beta
- Additional game modes

2023
- New Site
- Challenge Trailer
- Open Social Media
- FrontLand - 2 maps
- Open Beta testing
- Beta Tournaments
- Platform in beta open public
- Contracts on testnet

Q1
- Host tournament everyday
- Partner with 5 influencers to host tournaments
- Contract to Mainnet
- Certik Audit
- Public Sale
- Launch Token White Paper
- Host $10k Tournament

Q2
- Staking Host $100k tournament
- Listings on 3 top tier CEX
- Launch FrontLand on Steam
- Sign 10 new games to Challenge tournament

Q3
- Introduce gamification levels.
- Enable hosting tournament settings on the platform.
- Add 10 new games to the Challenge Tournament.
- Achieve listings on 5 top-tier CEXs.

Q4
- Mobile games
- 1 million Dollar Tournament
- Offline and online tournaments
- 3 global influencers with 10 million subscribers host tournaments
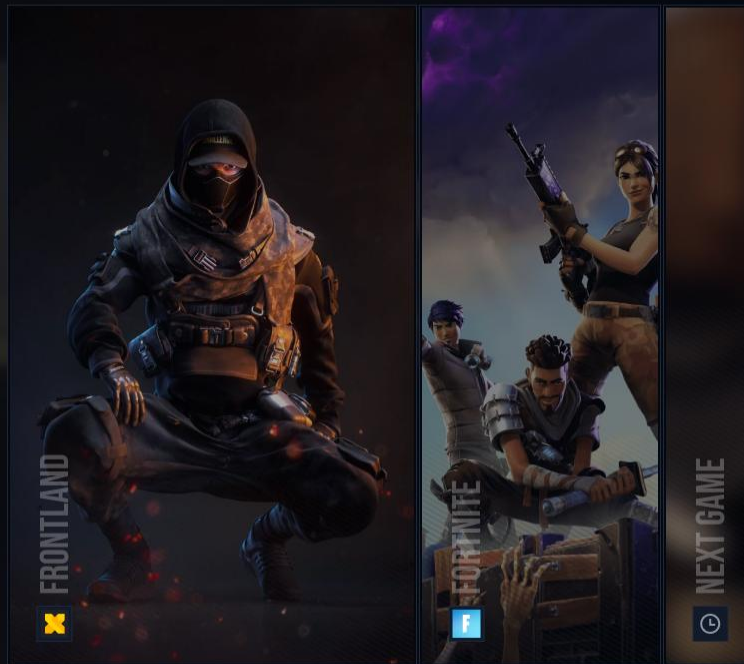
THE MARKET .

The Market

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

FRONTLAND

FORTNITE

NEXT GAME

The Market

GROWTH IN ESPORT

- 🟥 Integrated video games advertising
- 🟧 Console games
- 🟨 PC Games
- ⬛ Social/casual gaming

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Console games	23.8	25.0	25.6	28.6	28.3	29.2	30.0	30.6	31.1	31.5
PC Games	25.5	27.3	28.9	31.3	33.7	35.2	36.9	38.6	40.4	42.2
Social/casual gaming	67.7	83.2	103.9	132.9	148.0	167.7	185.8	204.7	223.8	242.7

The Market

GAMING IN WEB3 GROWTH

Gamers globally	Total addressable market (TAM)	Raised for Web3 Games in 2021
3 BILLION	**$200B**	**$3.3B+**

Average player spends gaming weekly	Raised for web3 Games Q1
7 HOURS+	**$2.5 BILLION**

OUR STORY .

Our story

HOW WE WILL GROW .

Gameplay

Our team is poised to execute effective marketing strategies across various social platforms. Our team members have been integral in executing some of the most impactful social campaigns globally, and we are confident in our ability to drive growth for our platform. Our marketing approach will involve partnering with gaming influencers and engaging with our community to create high-impact campaigns that attract more players to our platform.

Acquisition:

To drive growth and offer a diverse range of games, we plan to acquire exclusive rights to launch games on our platform, Challenge. Additionally, we will acquire indie game titles to gain control over valuable assets.

Original Games:

Our platform will offer a world of gaming choices to our community by developing both mobile and desktop games. Our goal is to integrate these games into our competitive environment, providing endless hours of fun and excitement for our players.

SDK:

PvP Multiplayer as a Service (PvP MaaS) is a comprehensive tool that enables game developers to integrate a range of features into their games. This includes leaderboards, tournaments, leagues, referral and rewards systems, and a deep metagame, all powered by smart contracts and sophisticated infrastructure. With PvP MaaS, developers can bring their games to life and deliver an immersive gaming experience to their players.

CHALLENGE.

The Progress

OUR ACHIEVEMENTS:

- Built a tournament platform for games.
- Implemented transactions, payments, and sign up for tournaments on the blockchain.
- Developed an SDK for all third-party games and studios.
- Created a TPS game in Unreal 5 called FRONTLAND.
- Successfully integrated Fortnite into the tournament platform.
- Applied to one of the top 5 launchpads and currently under review.

CURRENT PROJECTS:

- Developing a staking reward system.
- Creating a new game.
- Implementing the platform on the next triple-A game.
- Conducting a private presale.
- Introducing DAO functionality.
- Adding new maps and features to Frontland.

LAUNCHING IN Q1 2024:

Upcoming Launch

- Create an account on the Challenge app.
- Connect with friends, track rankings, view leaderboards, and create profiles.
- Play two games available on the platform.
- Compete in tournaments of various sizes and setups.
- Participate in staking with a reward system based on revenue sharing.
- Utilize DAO functions to allow the community to contribute to the platform's development.

The Future of Gaming

- Next-gen gaming system with competitive gameplay, clan participation, and ranking features.
- Early access to games before launch and a marketplace to trade game assets.
- Acquiring game studios and indie games to convert their inventory into blockchain-based experiences and NFTs.
- A community-driven, decentralized gaming platform revolutionizing the gaming industry.

CHALLENGE .

Background

Challenge started 2019 by Tourn International, a Swedish NASDAQ-listed tech company. Microsoft sponsored the project the first year.

At Challenge, we're revolutionizing the gaming world with the integration of blockchain technology. Our goal is to build a decentralized platform that serves as the backbone of a new and exciting gaming ecosystem, where players can fully immerse themselves in a seamless and secure gaming experience like never before.

// LINKS

// HOMEPAGE

OPEN CHALLENGE.GG ↗

// TRAILER

CHALLENGE ▶

// TRAILER

CHALLENGE STUDIOS PRESENTS

FRONTLAND ▶

// DRIVE

OPEN DRIVE.GOOGLE ↗

Our story

THE CORE 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 as IMG and Google. Board member and Co-Founder of Baud.

Fredrik Hansson - CTO

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

Fredrik Aldegren - Tech development and strategy

Serial 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.

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.

Our story

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)

CHALLENGE.

Partners

// TECH

Yuugen Studios

- Lion Game Lion

spring

// MARKETING

TOURN

BY TOURN NAGATO

Charge

NMBRS.

// LEGAL

MME |||

RealJuridiK
förankrad i verkligheten

CHALLENGE

WELCOME ON BOARD.

johan@challenge.gg   www.challenge.gg

Challenge is founded by Tourn International a Nasdaq traded company.