



Fundamental Report - Metaverse

Prime Rating Report V1.2

Protocol: GAMEE
Category: Gaming
Version: V1.2
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Previous Report: -

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Season/competition: Metaverse Rate-athon

Scorecard

1. Value Proposition	Points
a) Novelty of the solution	6 / 15
b) Target market size	15 / 15
c) Product-market fit	6 / 15
Total Points - Value Proposition	27 / 45
2. Competitive moat	Points
a) Integrations & partnerships	5 / 10
b) Intellectual property	7 / 10
c) Infrastructure - security	6 / 10
d) Infrastructure - fees and ancillary infrastructure	5 / 10
e) Treasury management	0 / 10
Total Points - Value Proposition	23 / 50
3. Tokenomics	Points
a) Genesis token distribution	10 / 15
b) Purpose of the token	3 / 10
c) Ongoing token issuance / inflation	6 / 10



d) Value capture	3 / 10
e) Token liquidity	3 / 5
f) Extrinsic productivity	2 / 5
Total Points - Tokenomics	27 / 55
4. Team	Points
a) Credibility and reputation	10 / 10
b) Relevant experience	13 / 15
c) Thought leadership and public presence	6 / 10
d) Ability to foster a community and coordinate resources	12 / 15
Total Points - Team	41 / 50
5. Governance	Points
a) Extent of governance capabilities	0 / 10
b) Active governance contributors	0 / 5
c) Governance infrastructure robustness	0 / 10
d) Process and ease of use	0 / 5
Total Points - Governance	0 / 30
Total	118 / 230

For gaming projects only:

6. In-game economy	Points
a) Ease of use / Onboarding	8 / 15
b) Sustainability of P2E or in-game economy	15 / 20
c) Utilisation of NFTs	5 / 15



Total Points - In-game economy	28 / 50
Total	146 / 280

1. Value Proposition

The "Value Proposition" section assesses the value a protocol delivers to its users. The rating is based on the size of the problem a protocol addresses and the product/market fit of the protocol's solution

a) Novelty of the solution (15 points)

This score evaluates the novelty (uniqueness) of the protocol. Has the protocol introduced any innovations that help solve users' problems, either technical or organisational? Or has it just forked someone else's code?

Answer: GAMEE is a high-engagement gaming platform, where users complete game missions, compete in tournaments and earn prizes. Its native token is the GMEE token used for tournament entry fees and rewards. GMEE is an ERC-20 utility token that is designed to be the currency of access, action and governance in supported play-to-earn games provided on the GAMEE platform. GMEE token uses [Polygon](#) as L2 scaling solution and a bridge to BNB Smart Chain. The GAMEE entertainment platform comprises the [Arc8 app](#), G-Bots and a prizes app.

Arc8 App: Arc8 is mobile gaming experience app offering skill-based gaming tournaments in casual-style games. The experience is powered by the GMEE token. Arc8 introduces rewards to players distributed across daily missions and season ranking rewards. It also consists of Arenas. Arenas are virtual real estates (NFTs), that enable the community to run custom tournaments.

G-Bots: are robot-themed NFT collectibles on the blockchain, upgradeable and tradeable, granting their owners rewards when playing games on Arc8 and serving as game characters in their own dedicated play and earn games. The experience is powered by the GMEE token, used for character purchases, upgrades, tournament entries and rewards.

Prizes App: This is a gaming application on iOS, Android and web with over 80 casual-style games and ad-supported business model. Prizes app was launched back in 2015 and attracted a mass gaming audience of 30M users that played over 4.7 billion gameplays. Players complete game missions and various in-app activities and have a chance to win real money prizes. The protocol shares part of the revenue it earns from advertising back with gamers. The more earnings, the bigger the rewards and the more winners there can be every day. The Prize app will offer complementary and limited amounts of prizes in the form of vouchers to GMEE tokens that will be claimable only inside Arc8 Application. This flow will serve as a way to onboard our large free-to-play audience into the crypto world.

On the technical aspect of the protocol, no innovation has been brought up with the protocol choosing to adopt the Polygon blockchain with a bridge to the BSC smart chain. With respect to the organisational side, the protocol has some minor changes in place as it has made several play-to-earn games accessible at once to users. It has also removed a barrier to entry as players who can't afford to purchase GMEE to participate in Arc8 games and arenas can opt instead for the prizes app games which require no GMEE at all to play. Furthermore, it has also come up with a way of onboarding non-crypto gamers (who might otherwise be playing only the Prize app games) into the crypto space by offering prizes in the form of vouchers claimable only inside Arc8 as GMEE.

A score of 6 is awarded because of these minor organisational changes.



Score: 6

b) Target market size (15 points)

The target market size evaluates the current and future size of the problem a protocol aims to solve. While the term Metaverse is all-encompassing, what is the target market size for the relevant sector? For example, NFT games are trying to disrupt the traditional gaming industry, which is reported to be worth roughly \$175 billion.

Answer: The protocol offers different types of games on its Arc8 app and Prize app, hence a particular target market is difficult. Because it is more of an app-based game, the protocol's target market was chosen as the traditional global mobile gaming industry. The protocol states its [mission](#) is to bring blockchain gaming to mainstream gamers.

Revenues in the traditional global mobile gaming industry is expected to reach [\\$124.9 billion](#) in 2022. This figure is expected to grow to [\\$174 billion](#) by 2026.

Score: 15

c) Product-market fit (15 points)

Product-market fit evaluates the degree to which a protocol satisfies market demand in their specific sector. How many users does a protocol have? What is the trading or transaction volume on a platform? Is there growth on both the buy and sell side of the market? Is the protocol targeting the right product segment at all?

Answer: The protocol claims to have [40 million](#) registered users globally which is quite huge. However, this isn't reflective of the number of people who play games daily on the app.

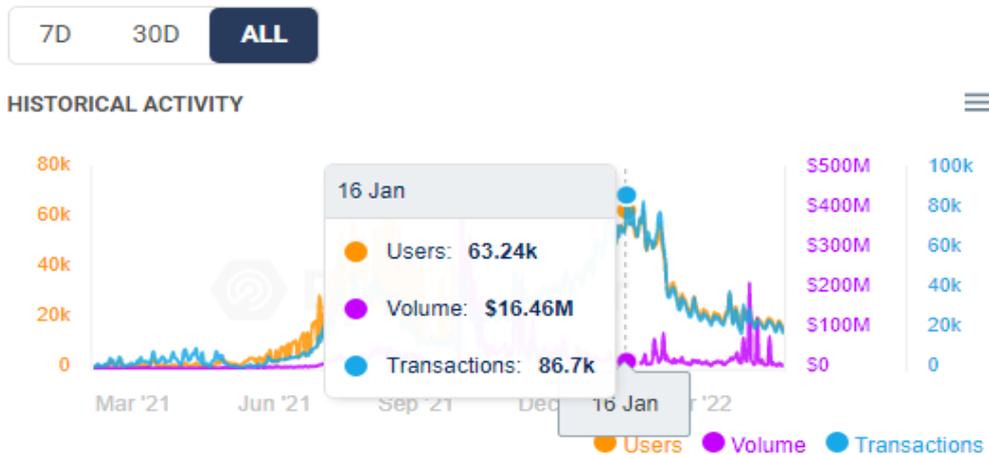
Dappradar places its daily users currently at [17k users](#) with about [103.43k](#) transactions which translates to a daily trading volume of [\\$2.3 million](#). This is from a decline of about 267k when the game was released and can be seen in the image from Dappradar below.





Source: [Dappradar](#)

Surprisingly, these metrics outperform popular play-to-earn mobile games like Axie Infinity which currently has [16.9k daily users](#) and [19.5k transactions](#) and also declined from a peak of around 60k daily users.. This is shown below.



Source: [Dappradar](#)

Axie Infinity however has a better daily trading volume of [\\$182.1M](#), but the huge discrepancy in trading volumes between the protocols can be attributed to their prices and not necessarily the number of transactions, with AXS sitting around [\\$45](#) while the GMEE sits at [\\$0.05](#).

In terms of NFT transactions, GAMEE has only traded 276 ETH (about \$820K) on [Opensea](#) since its launch and doesn't have a marketplace of its own. Axie in comparison has a thriving NFT [marketplace](#) with a daily trading volume of [613K](#) and has grossed over [\\$4 billion](#) in total trading volume till date.

Overall the protocol's metrics show that it has a clearly strategy but its NFT transactions and declining user number indicates it hasn't found a market fit yet. The protocol is therefore awarded a 6.

Score: 6

2. Competitive Moat

The "Competitiveness" section looks at a protocol's competitive moat in the space and its unforkable assets. This includes integrations and partnerships, intellectual property, the underlying infrastructure being used, and treasury management.

a) Integrations & partnerships (10 points)



Due to crypto's open-source nature, the code of most protocols can easily be forked. This score represents one piece of unforkable value. Some indicators are the number of applications built on top of the protocol (vertical integration) and other entities integrating the protocol's services (horizontal integration).

Answer: The protocol is built on the Ethereum blockchain and has no vertical or horizontal integrations. However, it does have a commendable number of partnerships.

- GAMEE [joined](#) Animoca Brands in 2020. Animoca brands is a family of various global gaming companies leveraging popular brands, gamification, mobile technology, and blockchain. The union aims to make the protocol stronger and to gain a partner with whom it can build wonderful products.

- GAMEE has a [partnership with ImmutableX](#). GAMEE plans to introduce its large user base to new concepts (such as cryptocurrencies and NFTs) and this will be done through the next generation of its mobile gaming platform. The majority of its audience will be encountering NFTs for the first time and the priority is to ensure their experience is as smooth as possible. Immutable X is a layer 2 scaling solution for NFTs on Ethereum, with instant trade confirmation, great scalability and gasless transactions. It does this without compromising user custody.

- The protocol [partnered](#) football club Manchester City FC through its parent company Animoca brands. This has enabled GAMEE to develop a series of new games based on Manchester City men's and women's teams and Melbourne City FC.

- GAMEE has also [joined](#) Blockchain Game Alliance to spread awareness about blockchain technologies and encourage adoption and build strong communities around blockchain game creators.

- GAMEE and NASA [collaborated](#) to produce a game to celebrate the anniversary of NASA's longest mission, Voyager One. It was the 40th anniversary and the game was filled with facts about the mission.

- The protocol also [collaborated](#) with Scirra to organise a game jam contest enabling all creative people to use Construct game editor, turn their ideas into games and use Gamee's social features.

Overall, though the protocol defaults on integrations, these are partnerships that must be commended as they've helped to drive crypto adoption and brought several [users](#) to the protocol. The protocol is therefore awarded a 5

Score: 5

b) Intellectual property (10 points)

Intellectual property is and will continue to be a crucial part of the metaverse. This score considers if a project, for example, developed a unique IP that creates a sustainable competitive moat around it or, as an alternative, secured IP through agreements with outside parties.

Answer: GAMEE [joining](#) Animoca Brands has developed a unique IP. GAMEE has used that leverage to land partnerships with major brands outside of crypto like [Manchester City](#) football club and [Bratz](#), a global fashion doll



line manufactured by MGA Entertainment (MGAE). Even the project's [partnership](#) with NASA, an organisation that has nothing at all to do with crypto was formed way back in 2017.

The protocol confirms its IP with respect to [digital assets](#) in its terms and conditions of the Arc8 app.

Score: 7

c) Infrastructure - security (10 points)

Metaverse projects make all kinds of choices when it comes to infrastructure. Some build their own solutions, whether Ethereum side-chains or a new blockchain entirely, and some deploy to an existing sidechain or a level 1 blockchain. These decisions have significant trade-offs across security, maintenance, ease of use, costs and scalability, etc. This score assesses specifically the security of the chosen infrastructure solution.

Answer: GAMEE [uses Polygon](#) as L2 scaling solution and a bridge to BNB Smart Chain. Polygon and BNB smartchain facilitate cheap transactions and so the team chose these possibly to reduce cost of playing.

GAMEE also uses [Immutable X](#) APIs to operate with NFTs within its platform, as well as using it to mint NFTs. Immutable X enables GAMEE to offer users a gasless minting & trading experience without compromising on self-custody, decentralisation or scaling a mainstream experience. GAMEE's NFTs are always secured directly by Ethereum's security as a Layer 2 solution.

Checks also show that the protocol's [contract addresses](#) are all on Ethereum for maximum security. Since the protocol's launch, there have been no meaningful security incidents. However, there are security implications to using Polygon and protocol relying on it is susceptible to breaches, case in point hacks like what happened to [Vulcan Forged](#) and a [Polygon hack](#) where the hacker stole over 800 MATIC. The protocol is awarded a 6 because of this.

Score: 6

d) Infrastructure - fees and ancillary infrastructure (10 points)

The section above assessed specifically the security of the chosen infrastructure solution. This score, however, looks at the other side of the scalability trilemma - fees and the ancillary infrastructure like bridges, wallets, etc.

Answer: The protocol's use of [Polygon](#) and bridging with the BSC chain allows for very low transaction fees while Immutable X also allows for [gasless minting](#).

The protocol also has an in-game wallet, the Arc8 wallet, for receiving and transferring GME. The wallet can also be linked to metamask. However, this isn't easy to use for newbies because in order to play the game, funds must be moved from the Arc8 wallet to another in-game wallet, the Arc8 Pay wallet, which makes the whole procedure cumbersome. Also, there isn't any on-fiat ramp to enable users to buy GME directly from within the app. GME must be bought from an exchange and transferred to Arc 8 wallet before being moved to Arc8 Pay.

The protocol is awarded a 5 because the transaction fees are low but ancillary infrastructure is difficult to use.

Score: 5



e) Treasury management (10 points)

Treasury management refers to the project's management of its assets and balance sheet. How diversified is its treasury? If diversified, are the assets productive? For example, does the project own its liquidity? Are there procedures and plans in place for managing the treasury?

Answer: According to the protocol's [whitepaper](#), the [treasury](#) is created from GMEE token revenue, generated from in-game purchases, NFT purchase and upgrades. The protocol further explains that the treasury will be set aside and not re-invested in the circulation prior to launching governance features.

This means 100% of the treasury is in the protocol's native token with no plan to reduce risk

Score: 0

3. Token Economics

The "Token Economics" section assesses the function of a protocol's token. This includes the token distribution, its functionality, the ability of the token to incentivise desired behaviours and value capture potential.

a) Genesis token distribution (15 points)

Token distribution can be an indicator of a healthy protocol and, if done well, can improve coordination and alignment among different stakeholders. Was the initial distribution fair and balanced? Are the tokens distributed widely or is the ownership concentrated?

Answer: The initial distribution was reasonable with a fair percentage of the tokens directed to the community. The total supply of GMEE is [3.18 billion](#) all [minted at once](#). Currently, there are around [250 million](#) GMEE in circulation owing to [lockups and vesting schedules](#) signalling long-term focus.

The [allocations](#) of tokens were as follows:

- Game Operations - 804,000,000 (25.28%) with gradual issuance from Q2
- Strategic Sales - 186,000,000 (5.85%), partly unlocked with 24 months of vesting
- Liquidity Pool - 375,000,000 (11.79%) with gradual issuance from Q2
- Community Airdrop - 30,000,000 (0.94%) with gradual issuance from Q2
- Marketing & Rewards - 399,000,000 (12.55%) with gradual issuance from Q2
- Team & Advisors - 636,000,000 (20%), locked with 36-month vesting period
- Company Reserve - 654,000,000 (20.57%), locked indefinitely for future projects
- Public pre-sale - 5,000,000 (0.16%)
- Private sale - 91,000,000 (2.88%), partly unlocked with 24 months of vesting



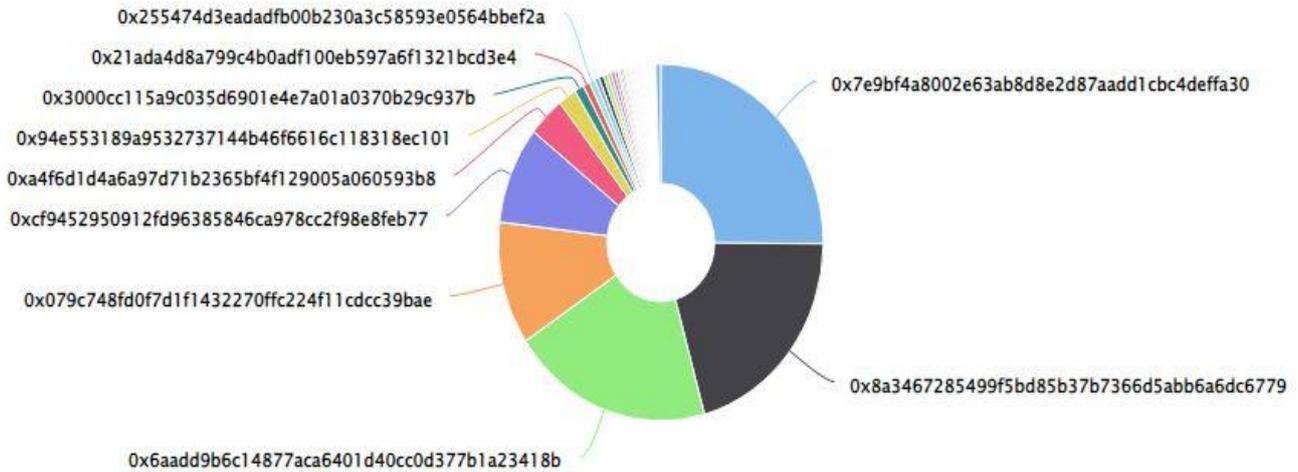
The protocol has 22,243 holders on Polygon, 1,165 holders on BSC and 1983 holders on Ethereum. This gives a combined 25,391 holders across 3 different blockchains. Charts for all three chains are provided below:

[Ethereum](#)

On ethereum, the top 100 holders collectively own 99.5% of all GMEE tokens (3.164 billion)

GAMEE Top 100 Token Holders

Source: Etherscan.io

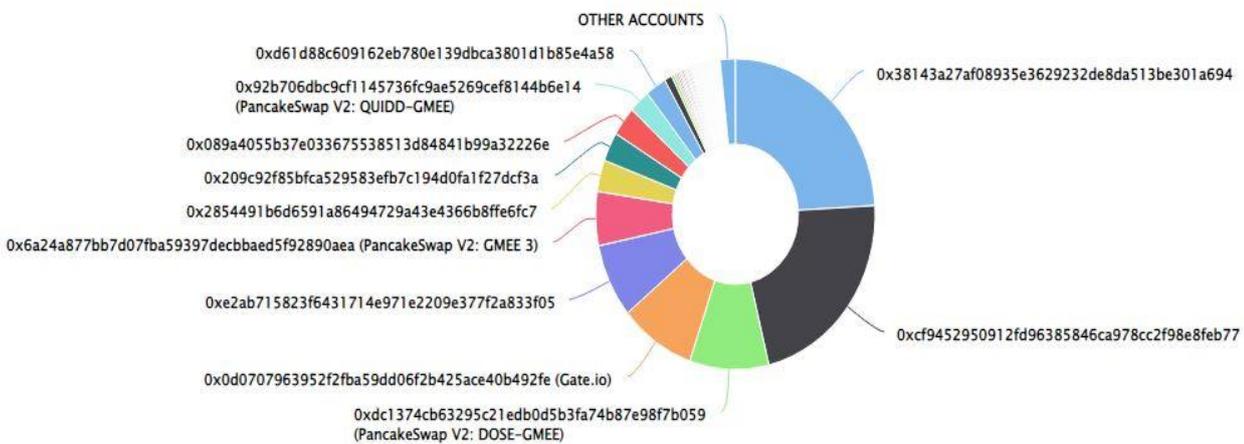


[BSC scan](#)

On the BSC chain the top 100 holders collectively own 98.24% (15 million tokens) of GMEE.

GAMEE Top 100 Token Holders

Source: BscScan.com



[Polygon](#)



The top 100 holders on the polygon chain own almost 100% of all GMEE on the network.



Note: Polygon couldn't [generate a chart](#) for the token holders. A csv file containing the token holder list on Polygon was exported and the chart generated is shown below.

All the protocol's smart contracts were found on the [Ethereum](#) blockchain. This is expected as ethereum has better security compared to the BSC and Polygon blockchains. The protocol only leverages the Polygon blockchain for gaming but all its security contracts reside on ethereum and also constitute the major percentages of the Ethereum chart shown above. They are listed below

- [Company reserve](#) - 654M GMEE (20.6%)
- [Team & Advisors](#) - 636M GMEE (20%)
- [Marketing & rewards](#) - 354M GMEE (11.2%)
- [Strategic Sales](#) - 115.8M GMEE (3.6%)
- [Private sale](#) - 57.6M GMEE (1.8%)
- [Game Operations](#) - 799M GMEE (25.1%)
- [Liquidity Pools](#) - 281.8M GMEE (8.9%)
- [Community Airdrop](#) - 29.9M GMEE (0.9%)

Altogether, this adds up to 2.928B GMEE (92.1%) with the rest belonging to exchanges and ordinary holder addresses. It can be seen that each of the contracts have reduced in quantity with the exception of the Company reserve and the Team advisors contract.

Further checks in the transactions of each contract shows the gradual release of tokens corresponding to the [gradual issuance](#) of tokens mentioned by the protocol as well as the [partly unlocked tokens](#) and vesting periods.

On the BSC smartchain, there are only 15.04M tokens. The [exchange addresses](#) account for 26.2% (3.93M). [Liquidity contracts](#) account for 14.5% (2.175M). Altogether, these add up to 6.1M GMEE (40.5%) of the tokens. The rest of the



tokens are all ordinary holder addresses. The tokens on the BSC smartchain could point to some of the gradually issued community airdrop tokens or rewards tokens which have been moved by players for exchange or swapping after withdrawal. This is mere speculation though.

On Polygon, the largest holder address accounting for almost 100% of the tokens is the [GAMEE token contract](#) address. This address had the initial 3.18 billion GMEE minted at launch.

Overall, the community allocation of the protocol is reasonable and can be distributed over time to incentivise positive behaviour. The gradual issuance of the token according to the periods assigned to the various allocations ensures that vesting and lock-up schedules of the token allocations are fair and ensure a long term commitment from the team. The token distribution is also fair, though not all tokens are in circulation yet, but following the vesting and lockup schedules it will align stakeholders for the betterment of the protocol.

Score: 10

b) Purpose of the token (10 points)

This score evaluates the purpose of a token in the project's ecosystem. For example, does it provide utility? Does it have governance rights attached to it or a built-in value capture mechanism?

Answer: Governance hasn't yet been established yet. For now the token can be used to

- Pay entry fees for tournaments and also receive rewards
- Purchase G-bots as well as upgrading and breeding them
- Earn rewards by [staking](#) G-bots
- Provide [liquidity](#) for prize pools

The token provides limited utility and revenue, and no governance.

Score: 3

c) Ongoing token issuance / inflation (10 points)

Most tokens have built-in inflation. This section evaluates the purpose of that inflation. Is it justifiable? Does it help improve the coordination and alignment of incentives for the protocol? Does it incentivise positive-sum behaviour? Are the benefits flowing to all relevant stakeholders or just select groups?

Answer: The consistent and gradual issuance of tokens helps to improve coordination of the protocol. Currently only the public pre-sale allocation has been [fully distributed](#).

- The private sale allocation of 91M tokens is partly unlocked with 24 months of vesting and is currently left with [57.6M](#) GMEE. This means 33.4M tokens have been released, a reduction of 36.7%
- The game operations allocation of 804M tokens has had a gradual [issuance from Q2](#) in 2021 and is currently at [799M](#) GMEE tokens, a reduction of 0.6% (5M tokens)



- The strategic sales allocation of 186M is partly unlocked with a [24-month vesting period](#) and currently sits at [115.8M](#) GMEE tokens, a reduction of 37.7%
- The liquidity pool allocation of 375M GMEE has had a gradual [issuance from Q2](#) in 2021 and has been reduced by 24.9% (93.2M GMEE) to [281.8M](#) GMEE.
- The community airdrop allocation has also had a gradual [issuance from Q2](#) in 2021 with 100k GMEE airdropped to the community, a reduction of 0.3% leaving the [new value](#) at 29.9M GMEE tokens.
- The marketing and rewards 399M GMEE allocation is [currently valued at 354M](#) GMEE, a reduction of 11.3% (45M tokens) following a gradual [issuance from Q2](#) in 2021.
- The team and advisors have their funds locked with a 36-month [vesting](#) period. The funds currently remain intact at [636M GMEE](#).
- The company reserve has also been locked indefinitely for future projects. The funds also remain untouched at [654M](#) GMEE

The issuance model above is reasonable and improves coordination of the protocol. However, with no formal governance in place yet, all relevant stakeholders are passive token holders and do not benefit completely from the issuance model (which scores the protocol -2). This consequently doesn't incentivise positive sum behaviour (which results in another -2)

Score: 6

d) Value capture (10 points)

The ability to accrue value and consequently distribute it to stakeholders can be an effective coordination mechanism and deliver long-term benefits to a project.

Answer: The protocol generates fees from entrance fees for 1v1 matches and tournament matches, paid by all participating players. The total amount of fees generated forms the prize/rewards pool and is distributed to the winners of the tournaments.

This value accrual is quite limited because not all users participate in tournaments and so do not benefit from the rewards model.

Score: 3

e) Token liquidity (5 points)

Is the token widely available and is there sufficient liquidity to facilitate all protocol functionalities?

Answer: The token has sufficient liquidity on a fair number of decentralised exchanges and centralized exchanges. These are shown below.



2		Gate.io	GMEE/USDT	\$0.04804268	1.11%	\$2,261	\$2,927	\$698,934
3		Huobi Global	GMEE/USDT	\$0.04826297	0.21%	\$2,648	\$1,125	\$211,881
4		Quickswap	WMATIC/GMEE Live Chart	\$0.04744332	0.6%	\$3,791	\$3,780	\$23,339
5		KuCoin	GMEE/USDT	\$0.04779235	1.04%	\$1,179	\$4,015	\$436,175
6		Sushiswap	WETH/GMEE Live Chart	\$0.04823282	0.61%	\$2,583	\$2,575	\$4,906
7		PancakeSwap (v2)	DOSE/GMEE Live Chart	\$0.04718786	0.61%	\$2,349	\$2,342	\$23,283
8		PancakeSwap (v2)	GMEE/WBNB Live Chart	\$0.04718786	0.61%	\$1,688	\$1,683	\$62,784
9		Quickswap	QUICK/GMEE Live Chart	\$0.04739225	0.61%	\$1,693	\$1,688	\$9,129
10		Hoo.com	GMEE/USDT	\$0.04844715	1.47%	\$756	\$496	\$220,232
11		MEXC Global	GMEE/USDT	\$0.04797259	1.75%	\$1,092	\$547	\$201,819
12		XT.COM	GMEE/USDT	\$0.04831303	1.19%	\$1,428	\$1,105	\$938
13		AEX	GMEE/USDT	\$0.04837311	0.82%	\$225	\$266	\$108,354
14		BitMart	GMEE/USDT	\$0.04787506	2.93%	\$109	\$1,028	\$102,907
15		Gate.io	GMEE/ETH	\$0.04838505	2.65%	\$32	\$294	\$16,272
16		CoinEx	GMEE/USDT	\$0.04766837	2.07%	\$32	\$278	\$6,178
17		Uniswap (v2)	TOWER/GMEE Live Chart	\$0.04794908	0.6%	\$4,432	\$4,419	\$6,086
18		Uniswap (v2)	REVV/GMEE Live Chart	\$0.04794908	0.61%	\$3,057	\$3,047	\$3,030
19		Quickswap	WETH/GMEE Live Chart	\$0.04721840	0.61%	\$1,827	\$1,822	\$9,869
20		Uniswap (v2)	USDC/GMEE Live Chart	\$0.04785912	0.61%	\$1,559	\$1,554	\$2,669
21		Quickswap	REVV/GMEE Live Chart	\$0.04737104	0.61%	\$1,231	\$1,227	\$1,928
22		Sushiswap	PRIMATE/GMEE Live Chart	\$0.04749152	0.01%	\$0	\$0	\$135,571
23		PancakeSwap (v2)	QUIDD/GMEE Live Chart	\$0.04718786	0.61%	\$779	\$776	\$6,579
24		ApeSwap	TRUSTNFT/GMEE	\$0.04697827	0.01%	\$0	\$0	\$6,074

Source: [Coingecko](#)

Score: 3

f) Extrinsic productivity (5 points)

Can the token be used outside of the project's ecosystem? For example, can it be used as collateral elsewhere, be staked for yield or rewards, etc.

Answer: The token can be used to provide liquidity on [Uniswap](#) and [Quickswap](#) which are quite limited use cases.

Score: 2

4. Team

The "Team" section describes the quality of the team behind the protocol. The current version of Prime Rating favours teams that are publicly identifiable. In the case of an anon team, the track record of the specific anons involved can be taken into account.



a) Credibility and reputation (10 points)

Are the identities of the core team public? In the case of anon team members, do they have a track record or reputation in the crypto space?

Answer: The identities of the core team are very much public and very credible. They are listed below:

1. [Bozena Rezac](#): Co-founder and CEO
2. [Jan castek](#): Co-founder and CPO
3. [Miroslav Chmelka](#): Co-founder and CTO
4. [Jaime Pichardo Garcia](#): Head of gamification
5. [Martin Zakovec](#): Head of content and NFTs
6. [Jan Gemrich](#): Head of marketing

Score: 10

b) Relevant experience? (15 points)

Does the team have a track record of execution? Have individual team members built a product or a business before? Does the team have the necessary skills? For example, if a project is making a game, do they have a game developer?

Answer: The team has a very good record of execution and great skill sets as explained below:

1. [Bozena Rezac](#): She was in charge of business development for Ogilvy & Mather (2006-2008) designing digital strategies for global brands such as Coca-Cola, IBM, SAP, Telefónica, Johnson & Johnson. She also worked as a marketing consultant for PPF Media (2009-2010) and was the brand product activation lead for Google (2011-2014). Her [skill sets](#) include business development, mobile marketing, marketing management, digital marketing and startups.
2. [Jan castek](#): He is a former chief procurement officer and a current shareholder of Spendee (2013-present date), a co-founder and product advisor of Cleevio (2013-present) and also worked as a product advisor for Angee (2014-2018). His [skills](#) include mobile applications, user experience, digital marketing, android and product strategy/management.
3. [Miroslav Chmelka](#): He is currently the co-founder of CLEEVIO (2007-present date), a company specialising in the development of mobile applications. His [skills](#) include mobile applications, mobile marketing, web development, iOS development, HTML and social media.
4. [Jaime Pichardo Garcia](#): Aside working over 5 years for GAMEE, he was the CEO of Warbler Gaming (2018-2019), the lead generation at NVIDIA for Webhelp (2016-2017), music manager for Mees Bickle (2014-2015) and a business director/developer for Odders Lab (2019-present date). His [skills](#) include project and team management, business planning, public relations, strategic selling and digital marketing.
5. [Martin Zakovec](#): He was the project manager for Czech-us (2015-2018) and a partner for Hackerly (2016-2017) an educational firm specialising in innovation consulting for the digital age. His [skills](#) include gamification, creative writing, events organisation and business planning.



6. [Jan Gemrich](#): He was the commercial director for Avast secure browser (2021-2022), the co-founder of Foccus Design (2017-2018), the head of hardware marketing for Google (2016-2017) in Toronto, head of consumer marketing for Google (2014-2016) in Toronto and the regional marketing manager for Google (2019-2021) in Central and Eastern Europe. His [skills](#) include marketing communications, brand development, social media marketing, Google apps, market research and management.

7. [Stojan Vasilev](#): He is a blockchain developer and a co-founder of Unchained Music (2021-present), a music NFT platform. He was also the back-end developer for Gamanza (2020), a core developer for NextHash Group (2019-2020) and a back-end engineer for Eighteenplus DOO (2018-2019). His [skills](#) include Linux, Bash, ASP.NET, Node.js, Javascript, databases, GIT and AngularJS.

The protocol's [roadmap](#) for the 2nd quarter of 2022 is divided into two categories; one for their Arc8 app and the other for G-Bots (NFTs).

Objectives for the Arc8 app comprises sponsors & NFT support, achievements & play offs, new games, land sale & staking for the app. These require skills in mobile applications, iOS and android development, web development, user experience, business strategy & planning and social media. All these skills are well within the skill sets of the team members like Bozena, Jan, Miroslav and Jaime

When it comes to the G-Bots, the protocol's objectives are breeding, evolution & baby bots, new game launch, game land introduction and gamified staking. These require skills in gamification, events organisation, blockchain development, UI/UX, marketing and strategic selling. The aforementioned skill sets are also within reach of Martin, Jaime, Gemrich and Stojan.

It is safe to say these objectives can be well executed by the team.

Score: 13

c) Thought leadership and public presence (10 points)

To what extent do the protocol contributors participate in the public debate around the metaverse? Are the team members giving presentations, sharing their thoughts and opinions, and do they help raise the industry's collective intelligence?

Answer: The team occasionally participates in the public debate around the metaverse speaking mainly about gaming, GameFi, NFTs and its impact on the non-crypto community. The links to some of their contributions can be found below:

- [Blockchain game spotlight: AMA with Gate.io by Bozena](#)
- [The global mobile games industry conference](#) (Search Bozena)
- [GamesBeat Summit](#): Why play to earn games are the key to the marketing and monetisation challenge
- [Game On! Summit](#): How gaming will drive the mass adoption of NFTs and blockchain
- [Web Summit 2021](#)



Score: 6

d) Ability to foster a community and coordinate resources (15 points)

How effective is the team at attracting and coordinating resources for the benefit of the protocol? Do they manage the community well, fostering a welcoming and positive environment? Does the community represent the project well externally?

Answer: The team has attracted sufficient monetary and human resources and has a fairly strong community going well for them.

Monetary resources

- The protocol raised [\\$1.5M](#) from a convertible note in 2018
- The protocol has also received a [\\$1.5M](#) investment from Binance Labs
- The protocol raised [\\$2M](#) from a seed round in 2018
- GAMEE received an [investment](#) of 2 million Euros from Initial Capital in 2017
- The protocol raised [\\$330k](#) from an angel round in 2016
- The protocol raised [\\$50k](#) from a non-equity assistance in 2017

Human Resources

- The protocol still places out [ads](#) to hire experienced workers and improve the gaming experience of users even though it has [over 40 employees](#).
- The protocol organises [seasonal competitions](#) for its gaming community with millions of dollars in rewards and the native token as well. This is done to promote and market the protocol to non-gamers and also give the brand a facelift. Tournaments are also organised in-game [daily](#).
- GAMEE has bug [bounties](#) for gamers, security researchers, etc. who are able to identify vulnerabilities in their games.
- The protocol partnered with Coinmarketcap to [airdrop](#) 50,000 GMEE in 2021, a move which actually brought in a lot of non-gamers to the GAMEE community.
- The protocol has a dedicated suggestions channel in its [discord](#) where it curates fine ideas to implement in game improvement.

Score: 12



5. Governance

The "Governance" section evaluates all aspects of the protocol's governance, from infrastructure to processes and distribution of governance power.

a) Extent of governance capabilities (10 points)

Distributed governance should allow token holders to participate in the governance process. How much influence does the current governance process have when everything works as intended? What parts of the protocol does governance touch? Who can put forward a vote, and are there any limits or requirements (number of tokens, only the team can queue votes up, etc.)?

Answer: The protocol states in its whitepaper GMEE will allow holders to participate in decision-making about the platform features, games roadmap, supply of game land both in Arc8 and G-Bots. It also states that token holders will vote on the use of the treasury. The purpose of the treasury is to give the DAO decision making power about distribution of prize reward pools and game land-related yields.

At the time of writing though, the core team makes decisions on behalf of the protocol. The DAO is yet to take place and there's no documentations of any form of voting whatsoever.

Score: 0

b) Active governance contributors (5 points)

Governance is time-consuming, and governance apathy is a common problem in most democratic systems, including crypto. Therefore, it's essential to have a sufficient number of community members allocate resources to the governance process of the protocol. How many individuals participate in the debate around the protocol? How active are voters? Is delegation enabled?

Answer: There's currently no documentation of any form of voting.

Score: 0

c) Governance infrastructure robustness (10 points)

Robust infrastructure relates to how well the technology, software, and models used by the protocol's governance withstand actual use cases. Does the protocol have a reliable voting mechanism? How robust is the governance process, and does it facilitate good governance? Are the votes binding, or do they function solely as signals to the team?

Answer: The protocol doesn't have a voting infrastructure yet

Score: 0



d) Process and ease of use (5 points)

This score is based on the documentation and process for governance. More specifically, how easy it is to participate in governance. Does the protocol have a formal governance process? Is sufficient documentation available? Is there a basic framework to establish social consensus? Are there channels dedicated to governance debate?

Answer: Governance hasn't been implemented and documented yet.

Score: 0

6. Gaming Specific - In-game Economy

Gaming is and will continue to be an essential part of the metaverse. One of the benefits of NFT gaming and blockchain technology more broadly is authentic verifiable digital ownership. For games, that enables the creation of open in-game economies. However, these economies need to be well balanced through token economics and token design. The "Gaming" section focuses on the analysis of in-game economies and their sustainability.

a) Ease of use / Onboarding (15 points)

Gaming projects are introducing crypto to a lot of people in a short space of time. How easy is it for players to get to grips with the game, token economics, and onboard funds from the traditional financial system? Can the game be played on mobile, PC (browser or install) or both?

Answer:

Playing medium

The game is available on mobile with both [android](#) and [iOS](#) versions. It is also available on PC [browser](#) and a metamask address is needed to play. The playing media are therefore diverse.

Onboarding of funds

Onboarding of funds to play games is quite complex for newbies. GMEE is needed to play the game and an account must be created first of all in the app. GMEE must be purchased on CEXes like Bitmart, Kucoin and Gate.io and DEXes like Uniswap and Sushiswap because fiat on-ramps don't exist. Inside the app, there are three different wallet accounts for receiving GMEE: the metamask address, the Arc8 wallet address and the Arc8 Pay account address.

The GMEE bought can then be transferred to your metamask address which can be linked to your Arc8 wallet inside the app or sent straight to the Arc8 wallet address. The GMEE sent to the Arc8 wallet is then transferred to the Arc8 Pay account which is used for playing games and tournaments.

This process can be cumbersome for any new user in crypto.

Ease of use/play and adaptation to tokenomics

- After onboarding funds, the game is easy to play and adapt to, but Arc8 Tournaments are match-made multiplayer games where players compete in specific games using their skills. It takes some time (this depends on the player) to build skills.



- Tournaments come in the form of “player vs player” (1v1) matches with prize pools in GMEE tokens going to the best players. Entrance fee to the tournament is paid by players in GMEE tokens. This makes the game highly competitive with users needing to get creative with their skills within the shortest period of time as well as trying to salvage something from their tournament fees. For [sponsored tournaments](#) however, players don’t need to own GMEE to enter.

Overall it is difficult to onboard funds but once that aspect is covered, adaptation to gameplay is easy.

Score: 8

b) Sustainability of P2E or in-game economy (20 points)

This section scores the sustainability of the in-game economy. Does it rely on the ever-increasing growth to sustain the ecosystem? Are there multiple levers the team can pull to balance the economy?

Answer:

Game dynamics and System

- First of all the game offers free 1v1 match practice mode. There is no token prize pool here. There are also 12 skill games in the Arc8 app with plans to [increase them](#) to as many as 50.
- As a competitive platform, Arc8 counts with [seasons](#) where the best players compete for big reward pools of \$GMEE. During these seasons, players compete in matches and tournaments, and get ranked by their skill level in each of the games. With this, players are matched against other players of similar abilities because the protocol believes not all skills are the same. At the end of the season, the top players in each game get the season rewards.
- Each season lasts 2 months with a final playoff tournament where players compete in elimination bracket phases for big rewards by game and ranks.
- For player vs player (1v1) matches, participants are matched by their skill-level. When both scores are submitted, the results get published and the prizes distributed. Entrance fee to the match is paid by both players in GMEE Tokens. The entrance fee has no fixed amount and varies depending on the game. The winner earns GMEE Tokens and the loser gets nothing, or rather makes a loss from payment of the entrance fee.
- GMEE charges players a platform fee up to 20% for hosting each match. Prize Pools are sponsored from match entrance fees paid by players
- For tournaments, there are skill-based game competitions for multiple players of all levels. Results scored during the tournament are displayed in the event's leaderboard and only the highest score by each player is uploaded to the leaderboard. Entrance fee to the tournament is paid by players in GMEE Tokens. Top players earn GMEE Tokens from the prize pool while losers win nothing.
- The prize pool is fixed, communicated ahead of the start of the tournament and sponsored from the [Game Operations](#) pool.
- For sponsored tournaments there are also skill-based game competitions for multiple players of all levels. There's no need to own GMEE to enter the tournament. Top players earn GMEE tokens from the prize pool. The prize pool is fixed, communicated ahead of the start of the tournament, and also sponsored from the Game Operations pool. Prize pools of sponsored tournaments can be complemented with additional prizes, which can be sponsored by other blockchain-based games, especially Animoca Brands products.



- For G-bots, they can be sent on missions to complete tasks for special rewards and prize pools in the G-bot [metaverse](#) within the Arc8 app. Energy Tokens (\$ET) are the native currency of the G-Bots Metaverse and can only be earned by completing tasks and playing games within the ecosystem, which is needed for upgrading, evolving, and breeding new G-Bots. They can also be [staked](#) as well but several [components](#) of the G-bot metaverse are yet to be implemented so players are yet to experience the full benefits of owning one.

- For the prize app, users earn rewards by playing free video games. This is possible because the protocol shares part of the revenue it earns from advertising back with gamers. The more the earnings, the bigger the rewards and the more winners there can be every day. Token prize pools are tiered based on the activity of the whole community: the higher the activity, the higher prize pool unlocks and backed with advertising revenue. GAMEE also consistently explains the dynamics of these games and how to earn to the users ([Check the score systems of some of the games here](#))

- Community engagement is measured in earned tickets. Tickets are off-chain gaming activity points that can be only earned through playing, not purchased. For every 1M users there'd be a maximum monthly reward of 20k GMEE in the prize pool. For 2M users, there'd be 40k GMEE. 3M will equate to 60k and this will be the proportion right up till 10M users where there'd be 200k GMEE tokens in the prize pool.

Overall, the game economy is designed for everyone to be able to participate. There are free options for those who can't afford to pay to participate in tournaments. For tournaments, technically speaking, everyone can earn but ideally, not everyone will earn. The game creators know this because players have to pay to compete and there can only be a few winners. The payments collated from participation in tournaments and platform charges for hosting matches will always be enough to pay winners. This method, albeit not the best, sustains the game.

Adjustments

The team makes changes occasionally to balance the game economy as and when needed. It does this in the form of [seasonal updates](#). Some of the adjustments made include introduction of new prize pools, better G-bot functionality and staking functions for users, introduction of new games and new segments into tournaments.

Limitations

A limitation to the game that must be noted is access to G-bots. These are very limited and a bit pricey and not every user can afford one in order to play to earn. This places the chances of earning higher rewards in the select hands of a few. For a platform that has 40 million registered users, it sold only [3000 G-bots](#) at a floor price of 0.014 ETH (around \$50) at launch and these sold out in 10 minutes. This means the majority of the protocol's users won't get the chance to participate in the G-bot metaverse and must stick to the other games like that.

For this drawback and the possibility of users salvaging their fees by winning tournaments being very low the protocol gets a 10

In conclusion, the games' dynamics are well understood and the game is balanced irrespective of user count. The games are designed to be self-regulating and require minimal input from the team. However, the team occasionally steps in to make adjustments to the game to improve user experience and rewards for players. The protocol doesn't score everything in this section because of its limitation, which is only a few people having access to G-bots with better rewards skewed towards them.

Score: 15



c) Utilisation of NFTs (15 points)

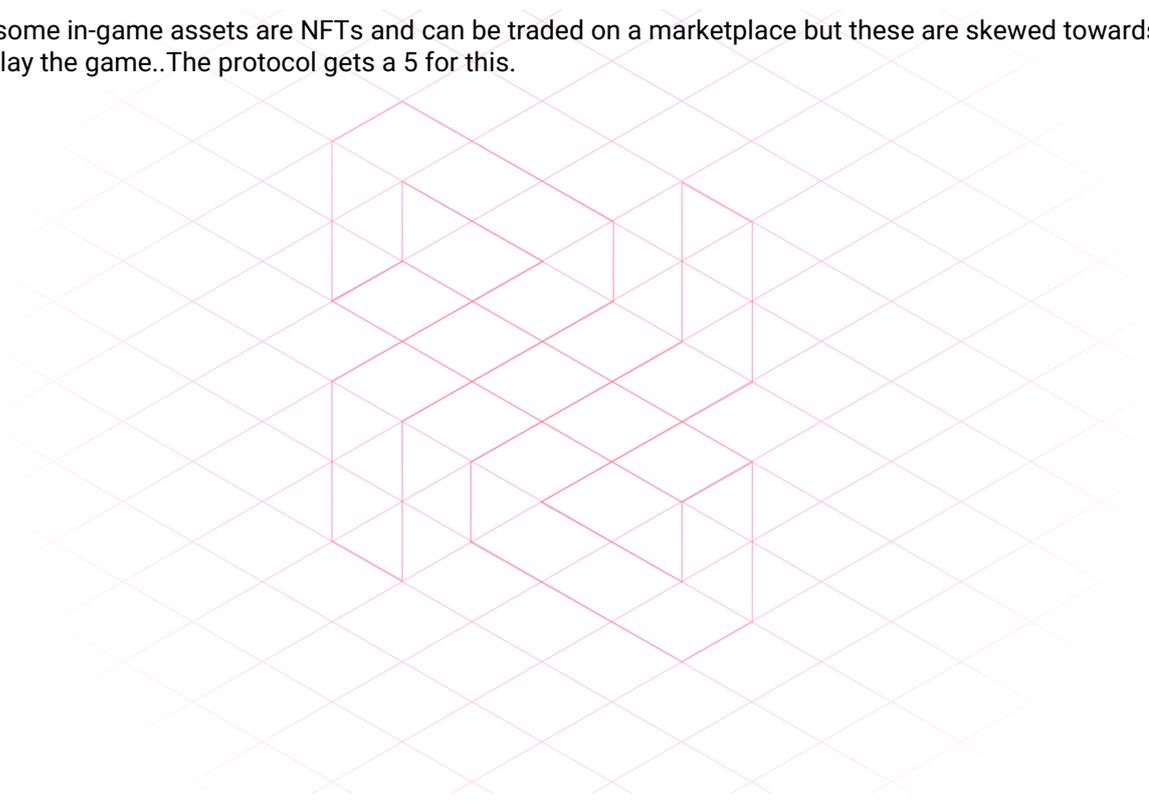
NFTs are the fundamental building block of NFT gaming projects and enable open and transparent in-game economies. Can everything in the game be owned by players (Land, Character, Items) as an NFT, or is it limited? Once owned, can items be traded freely?

Answer:

- Not all in-game items can be owned by players. The prize app for instance doesn't have in-game items that can be owned and traded.
- Some in-game items like [arenas](#) are NFTs and represent real estate in Arc8 but they can't be traded.
- G-bots are also NFTs and can be staked and traded, however, they aren't accessible to everyone.

In summary, some in-game assets are NFTs and can be traded on a marketplace but these are skewed towards a few people who play the game..The protocol gets a 5 for this.

Score: 5



About the Author: [Degem2priceless](#). I am a crypto and web 3 researcher and enthusiast looking forward to gaining experience as a rater with DAOs and making a full time living off cryptocurrencies.