

\$RBAX
Rebel Bots™ Studio Token
White Paper
Version 1.04

Contents

Introduction.....	3
Project Overview.....	4
Key features of \$RBAX	5
Technology and Product Description.....	5
Tokenomics	6
The \$RBAX Flywheel.....	6
The flow Diagram	7
The \$RBAX Tokenomics	7
Target Market	8
Development Stages	8
Go-to-Market Strategy.....	8
Backers and Partners	9
Socials	9

Introduction

The emergence of Web3 gaming, which integrates blockchain technology and cryptocurrencies into gaming ecosystems, presents a promising frontier for innovation and disruption within the gaming industry. However, one of the primary challenges facing this nascent sector is the limited target audience, primarily comprised of cryptocurrency enthusiasts seeking opportunities to earn money while playing games. This constraint significantly restricts the potential growth and mainstream adoption of Web3 gaming models.

Several key factors contribute to the small target audience within the Web3 gaming niche:

Cryptocurrency Familiarity: Participation in Web3 games often requires a certain level of familiarity with cryptocurrencies and blockchain technology. Individuals who are not well-versed in these concepts may feel hesitant or intimidated by the perceived complexity of engaging with decentralized platforms and digital currencies.

Risk Aversion: The volatility and speculative nature of cryptocurrencies may deter mainstream gamers who are more accustomed to traditional gaming experiences. Concerns regarding financial risk, market fluctuations, and security vulnerabilities associated with digital assets can dissuade potential participants from entering the Web3 gaming space.

Limited Accessibility: Web3 games typically operate within decentralized ecosystems, which may present accessibility barriers for individuals without access to reliable internet connections or compatible devices. Moreover, navigating decentralized platforms, setting up cryptocurrency wallets, and understanding transaction processes can pose challenges for newcomers to the space.

Monetary Incentives: While the prospect of earning cryptocurrency rewards may attract some users, the appeal of Web3 gaming primarily resonates with individuals motivated by financial gain. This narrow focus on monetary incentives may fail to capture the interest of gamers who prioritize immersive gameplay experiences, social interaction, or narrative-driven content over profit-driven objectives.

Regulatory Uncertainty: The regulatory landscape surrounding cryptocurrencies and blockchain technology remains fluid and subject to ongoing developments. Uncertainty regarding legal compliance, taxation, and regulatory oversight may create hesitancy among potential participants, particularly in regions with ambiguous or restrictive regulatory frameworks.

Addressing these challenges requires concerted efforts to broaden the appeal and accessibility of Web3 gaming beyond the existing crypto-centric audience. Strategies such as simplifying user interfaces, enhancing educational resources, fostering community engagement, and diversifying gameplay mechanics can help attract a more diverse range of participants and drive broader adoption of Web3 gaming innovations. Additionally, collaboration between industry stakeholders, including game developers, platform operators, regulators, and community advocates, is essential to establish trust, promote responsible practices, and navigate regulatory complexities effectively. By overcoming these obstacles, Web3 gaming has the potential to redefine the gaming landscape, empower players with new economic opportunities, and foster greater inclusivity and participation within digital entertainment ecosystems.

Project Overview

Integrating high-quality web2 games with seamless web3 wallets brings web2.5 solution. Leveraging a hybrid marketing strategy alongside active community live operations can significantly expand the target audience to include common gamers, all while using blockchain for in-game functionality. This multifaceted approach not only enhances the gaming experience but also broadens the appeal and accessibility of blockchain-based gaming to a wider audience.

High-Quality Web2 Games: The foundation of this strategy is the importing of high-quality web2 games that meet the expectations of mainstream gamers. By focusing on delivering polished, engaging, and visually stunning games and top live operations practices Rebel bots can create experiences that rival traditional games in terms of gameplay and aesthetics and put current web3 games in the dark. High-quality web2 games attract a broad audience, from casual gamers to hardcore enthusiasts, ensuring a solid player base. Rebel Bots will serve that with a web3 twist.

Seamless Integration of Web3 Wallets: To introduce blockchain functionality without alienating traditional gamers, it's essential to integrate web3 wallets seamlessly. This means ensuring that the use of blockchain technology does not complicate or disrupt the gaming experience. By incorporating intuitive and user-friendly wallet solutions, players can easily manage their in-game assets, tokens, and NFTs without needing extensive knowledge of blockchain technology. This seamless integration helps in retaining the game's appeal while introducing players to the benefits of decentralized ownership and secure transactions.

Hybrid Marketing Strategy: A hybrid marketing strategy that combines traditional gaming promotion with targeted web3 outreach is crucial for reaching a diverse audience. By collaborating with well-known gaming influencers, engaging in social media campaigns, and participating in gaming conventions, developers can attract traditional gamers. Simultaneously, targeted marketing efforts within the web3 community, including partnerships with blockchain influencers, participation in crypto forums, and presence at blockchain events, can attract crypto enthusiasts. This dual approach ensures maximum visibility and appeal across different segments of the gaming and crypto communities.

Active Community Live Operations: Community engagement is a cornerstone of this strategy. By maintaining a high level of live operations, including regular updates, events, and interactive content, developers can foster a vibrant and engaged player community. Live operations should include active communication channels such as Discord, Reddit, and in-game chat systems, where developers can interact directly with players, gather feedback, and build a sense of community. This engagement helps in retaining players and creating a loyal fan base, which is essential for the long-term success of any game.

Using Blockchain for In-Game Functionality: Blockchain technology can be utilized for various in-game functionalities, such as true ownership of digital assets, transparent and secure transactions, and decentralized in-game items. By allowing players to own their in-game items as NFTs, trade them on secondary markets, and earn tokens through gameplay, developers can introduce new layers of engagement and value. This not only enhances the gaming experience but also provides financial incentives for players, further increasing the game's appeal.

Expanding the Target Audience: Combining these elements effectively broadens the game's appeal beyond niche crypto enthusiasts to common gamers. High-quality web2 game development attracts traditional gamers with its familiar and enjoyable gameplay. The seamless integration of web3 wallets ensures that blockchain features do not overwhelm or alienate these players. A hybrid marketing strategy increases visibility across both gaming and crypto communities, while active community live operations foster engagement and loyalty.

In summary, taking high-quality web2 games, integrating web3 wallets seamlessly, and employing a hybrid marketing strategy alongside robust community live operations can significantly expand the target audience to include common gamers. By leveraging blockchain for in-game functionality, developers can create a compelling and innovative gaming experience that bridges the gap between traditional and decentralized gaming, ensuring widespread appeal and long-term success.

Key features of \$RBAX

\$RBAX will be available across all games of the Rebel Bots brand. \$RBAX is a utility token and is defined based on its primary function within a Rebel Bots ecosystem as described below.

Economic Incentives: Through the tokenization of rewards, achievements, and contributions, \$RBAX incentivizes active participation and fosters a vibrant gaming community. Players of the Rebel Bots Brand can receive and earn \$RBAX based on their participation and performance in the games.

Decentralized Governance: \$RBAX holders will have a say in the governance of the gaming ecosystem, including voting on key decisions such as game development priorities, platform improvements, and revenue sharing mechanisms.

Security and Transparency: Built on robust blockchain technology, Polygon Gaming, \$RBAX ensures secure and transparent transactions, mitigating issues such as fraud, cheating, and asset duplication prevalent in traditional gaming economies.

Rebel Bots Studio is committed to driving widespread adoption of \$RBAX across the gaming industry by collaborating with game developers, platforms, and communities. By embracing the principles of decentralization, inclusivity, and innovation, we envision \$RBAX as a catalyst for the next evolution of gaming.

Technology and Product Description

Rebel Bots Game Studio has developed an innovative game that harmoniously blends the strengths of web2 and web3 technologies, offering a rich and immersive experience for players. The game's client side is built using Unity, a leading game development platform known for its versatility and powerful capabilities in creating high-quality, visually stunning games. Unity's robust framework allows Rebel Bots to design intricate game environments, seamless animations, and engaging gameplay mechanics, ensuring a captivating experience for players.

On the backend, the game employs C++, a programming language renowned for its performance and efficiency. This choice enables the game to handle complex operations and large-scale interactions with precision and speed, ensuring smooth gameplay and a responsive

user experience. C++'s reliability and scalability are crucial for maintaining the game's performance as it grows and evolves.

To integrate web3 functionalities, Rebel Bots utilizes the Polygon network for its in-game token. Polygon, known for its fast and low-cost transactions, provides an efficient and scalable solution for managing the game's token economy. Players can win \$RBAX within the game and trade it with others, enhancing their engagement and providing a layer of economic interaction that extends beyond traditional gaming experiences without impacting the web2 experience.

For managing NFTs and in-game assets, Rebel Bots leverages the Immutable zkEVM. This advanced solution combines the security and decentralization of Ethereum with the scalability and speed of zk-rollups, ensuring that all NFTs and in-game assets are secure, verifiable, and efficiently handled. The Immutable zkEVM allows for the seamless integration of unique, player-owned assets, giving players true ownership and the ability to trade or sell their items on secondary markets.

Together, these technologies create a game that not only provides a high-quality, immersive experience but also incorporates the innovative possibilities of blockchain technology. By building on Unity and C++, and integrating Polygon and Immutable zkEVM, Rebel Bots delivers a game that bridges the gap between traditional gaming and the decentralized web3 future, offering players the best of both worlds.

Tokenomics

The \$RBAX Flywheel

The \$RBAX token flywheel is a self-reinforcing simple cycle designed to enhance player engagement and drive the game's economy through in-game purchases. Here's how it works:

Not every player earns!

1. **In-Game Purchases:** Players spend real money to buy in-game items, upgrades, or premium content. This influx of funds provides the game with revenue to continue developing and enhancing the player experience.
2. **Rewards and Incentives:** Players can earn \$RBAX tokens as rewards for achieving high scores, topping leaderboards, completing missions, or participating in events. This encourages continuous play and competition, fostering a vibrant and active player community.
3. **Market Dynamics:** Earned and purchased \$RBAX tokens can be traded within the public exchanges or on external exchanges, allowing players to monetize their in-game achievements. This trading activity increases the token's utility and desirability.
4. **Community Growth:** As more players buy and earn \$RBAX tokens, the game's community grows. Active community engagement and word-of-mouth marketing bring in new players, who in turn purchase more in app items and win tokens as part of the ecosystem.

The Flow Diagram

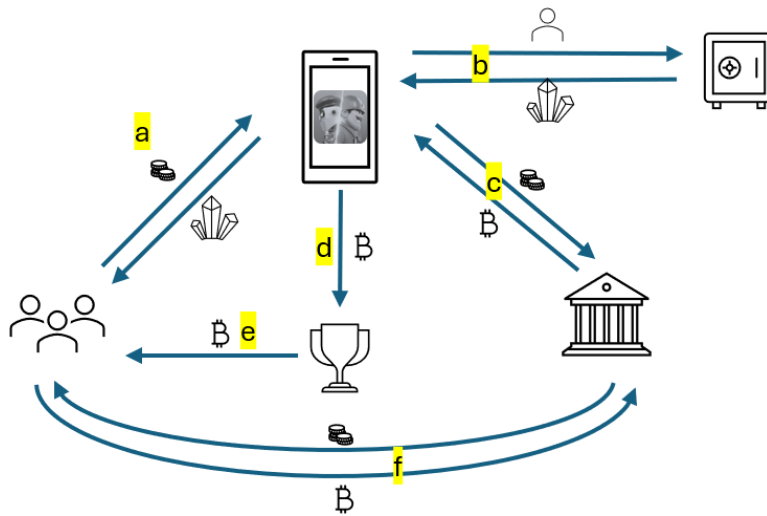


Diagram 1.0

- a. Players buy in-app purchases.
- b. The game backend (in some cases), mint NFT of in-game items on the game blockchain and sends it to the user wallet. The player can use it in the game or trade it on the market.
- c. The game backend systems use part of the revenues to deposit it into a DEX \$RBAX/[STABLE] pair.
- d. Some of the \$RBAX is saved in a prize pool.
- e. The best players win \$RBAX in the game. The \$RBAX that was bought with revenues.
- f. Players can exchange the \$RBAX for money at the DEX based on exchange rates.

Reinvestment: The revenue generated from in-game purchases is reinvested into the game's development, marketing, and live operations. This continuous improvement attracts more players and enhances the game's appeal.

Sustained Cycle: The flywheel effect is sustained as increased game quality and community engagement lead to more in-game purchases, which fund further development and rewards, perpetuating the cycle.

By creating a cycle where in-game purchases drive engagement, reward players, and enhance the overall game experience, the \$RBAX token flywheel ensures a thriving, self-sustaining economy that benefits both the players and the developers.

The \$RBAX Tokenomics

Token allocation and vesting structure.

Allocation	% Alloc.	RBAX Alloc.	% TGE Unlock	RBAX TGE Unlock	Vesting period	Cliff
Bridge	10.0%	100,000,000	10.0%	10,000,000	12	0
Seed	3.0%	30,000,000	0.0%	-	12	3
Private	5.0%	50,000,000	0.0%	-	12	3
KOL	2.0%	20,000,000	10.0%	2,000,000	5	0
Public Sale	5.0%	50,000,000	30.0%	15,000,000	3	0
Advisors	5.0%	50,000,000	0.0%	-	12	3
Ecosystem	40.0%	400,000,000	0.0%	-	36	0
Team	15.0%	150,000,000	0.0%	-	36	6
Marketing	15.0%	150,000,000	0.0%	-	36	0
Total	100.00%	1,000,000,000		27,000,000		

Table 1.1

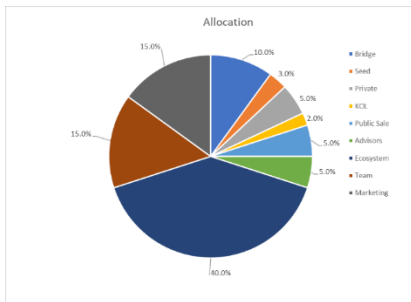


Diagram 2.0

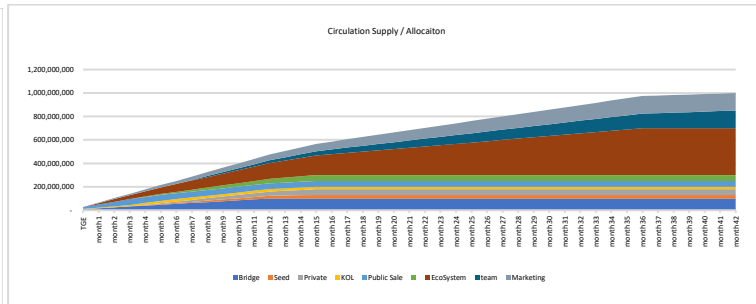


Diagram 2.1

Target Market

The target market for a hybrid web2-web3 game encompasses a diverse audience that includes both traditional gamers and blockchain enthusiasts. This hybrid approach aims to attract mainstream gamers who are familiar with the seamless, high-quality experiences of web2 games, while gradually introducing them to the innovative features of web3 technology, such as true ownership of in-game assets, decentralized economies, and Web3 models. The game appeals to tech-savvy players interested in blockchain's potential and those curious about cryptocurrency and NFTs, as well as casual and hardcore gamers looking for engaging and immersive gameplay. By bridging the gap between conventional and decentralized gaming, the hybrid model expands its reach, appealing to a broad spectrum of players seeking both entertainment and the benefits of blockchain integration.

In our case, we are targeting casual web2 gamers through web3 marketing methods, highlighting to each audience their interest functionality in the game.

Development Stages

The Rebel Bots Studio goal is to have 3-4 games working with the \$RBAX by the end of 2024. Currently one game was released, “Rebel Bots Epic War” and it is integrated into the \$RBAX flywheel and available across the world on Google Play, Apple AppStore and game portals.

The next development stages of “Rebel Bots Epic War” transferring in game assets to NFTs.

Go-to-Market Strategy

Rebel Bots Game Studio has crafted a dynamic go-to-market strategy that leverages partnerships with communities and influencers from the established gaming web2 sphere. By aligning with prominent web2 gaming influencers and tapping into their extensive follower bases, Rebel Bots aims to bridge the gap between traditional gaming audiences and its innovative offerings. This approach not only amplifies their reach but also enhances credibility within the gaming community. Collaborating with well-known personalities and active gaming communities enables Rebel Bots to create buzz, drive engagement, and foster a loyal player base, ensuring a robust market entry and sustained growth in the competitive gaming landscape.

Backers and Partners



Socials

