



BIGA Commercial and Technical Guide.

Updated January 2025

Written by Paul Mak.

Contents

I. Introduction

II. The Incentive Trilemma in Web3 Gaming

- Overview of the Incentive Trilemma
- Analysis of Problems in Current Web3 Gaming Models
- An Examination of Innovations: Are they Truly Beneficial?

III. BIGA's Unique Proposition: A Solution to the Trilemma

- Introduction to BIGA's Approach
- Understanding First Principle Economics
- Key Incentives and Drivers in BIGA
- Purposeful Integration of Cryptocurrency

IV. The BIGA Arcade: Confluence of Ideas and Innovations

- The BIGA Arcade: A Breakthrough Innovation
- Implications and Derivatives of the BIGA Innovation
- Hosting a New Era of Game Designs
- Monetization Opportunities for Users

V. Positive Outcomes: BIGA's Impact on the Gaming Industry

- Analyzing the Knock-On Effects of BIGA: A Graphical Overview
- BIGA's Influence on Traditional Gaming
- Economic Architecture & Purpose-Driven Crypto Integration: Key to Success

VI. Bridging the Gap: Crypto Meets the Mainstream Gaming

- The BIGA Effect: How Crypto is Shaping Gaming
- Market Potential: Merging Gaming and Making Money Online
- Revenue Redistribution: Gaming's Socialist Revolution
- First Principles of Crypto Reimagined in Gaming

VII. BIGA: Unleashing a Torrent of Opportunities

- Financial Opportunities for Gamers and Studios
- Indie Studios: New Ways to Monetize Games
- Establishing Gaming as a Legitimate Industry
- BIGA's Role in Revenue Enhancement

VIII. Conclusion

Abstract:

Web3.0 gaming is experiencing a meteoric rise, and its potential to evolve into a trillion-dollar industry within the next five years is evident. The magnetism of this nascent industry lies in its capacity to engage the world's 3 billion gamers through monetisation incentives. However, this bright future doesn't negate the challenges currently shadowing the industry, primarily those emerging from the flawed and imbalanced economic architectures of first generation attempts.

Introduction

The gaming industry, one of the most expansive global sectors, boasts a user base of three billion players and annual revenues of \$300b. The sector's competitive nature has precipitated unparalleled innovation, optimization, and enhancement, continuously offering new experiences underpinned by dynamic technologies such as artificial intelligence (AI), Virtual and Augmented reality (ARVR), mobile and now blockchain.

The advent of Web3.0 brought crypto into the gaming landscape in 2019, predicated on the notion that gamers, being online and already familiar with digital assets, would quickly gravitate towards crypto under the promise of 2 cardinal offerings; the ability to earn money and to own a piece of the game. The pairing seemed logical superficially, yet to date, no crypto-based game has successfully reached commercial sustainability nor have they penetrated the broader gaming sector.

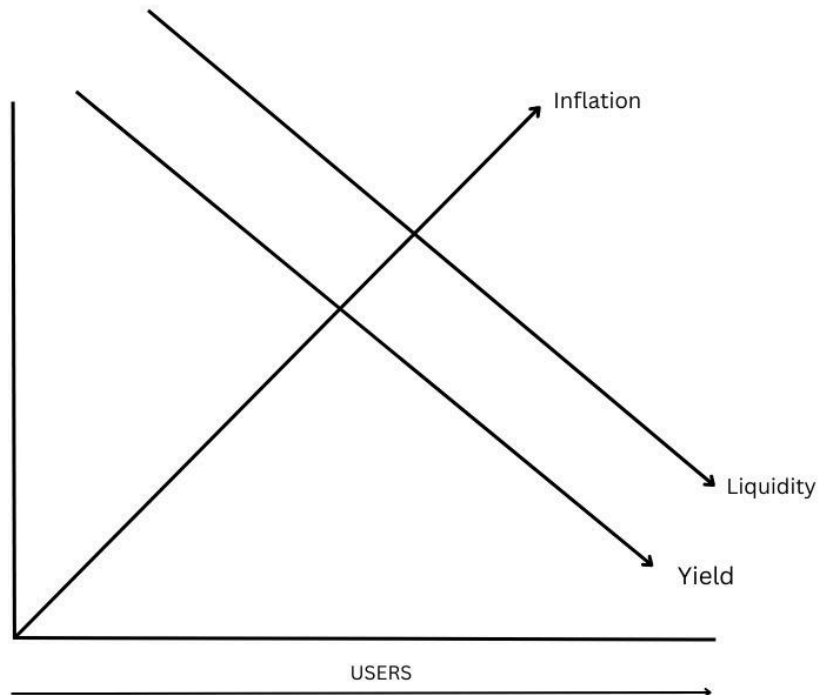
This raises important questions: Does gaming need crypto? Can crypto enhance the gaming experience? Are gamers genuinely interested in crypto or non-fungible tokens (NFTs)? To all three, the response so far has been predominantly negative, indicating that the initial assumptions may have been misguided.

Over the past three years, we have invested over \$3 million USD, exploring the relevance of crypto-integrated gameplay and financial incentive game mechanics from a player-centered perspective. This paper encapsulates our findings, presenting what we believe is the first sustainable and scalable web3 gaming implementation.

BIGA is an innovative world's first P2E based incentive model for games, that elevates gameplay, is sustainable, scalable and promises to socialize a piece of the gaming industry's \$300 billion in annual revenues, enabling gamers in a peer to peer environment, to earn a reliable USD denominated income simply by playing games.

I. Big Problem - The Incentive Trilemma in Web3 Gaming

There is a fundamental problem plaguing the entire Web3 gaming industry. It is something we've called the 'Incentive Trilemma'.



The incentive trilemma is essentially an incompatible implementation of inflation, yield and liquidity in the underlying economic architecture of the protocol or game. It's a design flaw in the incentive layer where tokens or NFTs are used to drive initial users under the guise of "rewards". As the user base increases, more tokens/NFTs enter the game, this continues to the point of hyperinflation, inversely depreciating the value of these assets rapidly. This causes even dedicated users to promptly sell down the assets into shallower and shallower liquidity pools causing the entire value of these assets to completely capitulate. The tokens/NFTs are unfortunately the rewards, essentially serving as the game's entire incentive model. With no reward value and no liquidity the game that was built entirely off the offering of a reward quickly dies entirely. The initial speculators and farmers have left entirely. The remaining committed community members and gamers are not only disincentivized by the loss of rewards but most have now also lost the value of the tokens or NFTs they held. This destroys the relationship between the game and its own community. The economy dies. Without an economy, what meaningful benefit does the Web3 implementation add? The secondary benefit is ownership of your assets, in game progress and personalisation components like avatars but the demand for these components are contingent on a functioning game economy and as evidenced in all reports, these are secondary drivers for Web3 gaming enthusiasts. The primary driver is income or value accrual, requiring a sustainable and liquid economy.

This problem is unique to Web3 gaming as most Web3 builders are intent on forcing either a token or an NFT into an otherwise perfectly fine game. This brings to question the quality or appeal of the game in the first place, but that is not of key importance to this paper as it is written under the assumption the game is of suitable quality and adheres to the first principle of game design. Failure due to inherent flaws in game development is self-evident.

1. The premise is flawed:
The game itself is not appealing enough to be successful on its own merits and therefore requires bolstered incentives to drive player participation.
2. The solution is flawed:
The incentive itself was made without sound economic considerations and therefore the incentive model doesn't work as a fail safe for poor game design.

If the game isn't good enough to play on its own merit and there is no other incentive to play, there will be no players.

This is the underlying causal factor for failure in all generation one Web3 gaming implementations.

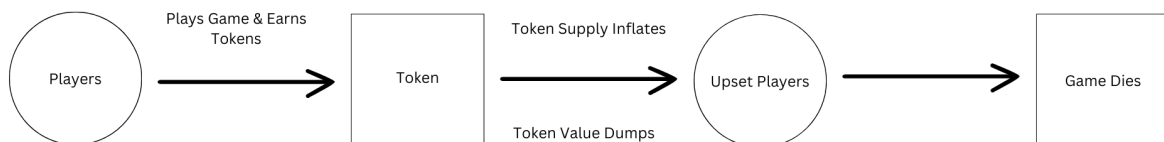
1.1 Flawed Solution Design.

Zooming in lets take a closer look at the various Web3 implementations to see if there is a common formula for failure.

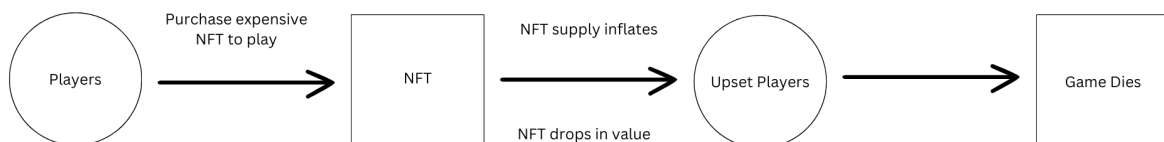
Typically what we see in GameFi documentation is an absence of critical economic considerations. This manifests in a very predictable manner with token economies, starting with the assets (NFTs or reward token) inflating in parallel to the growing user base, the relative supply of the rewards quickly outpaces the initial incentive only demand (either in game use, personal treasury, or trade liquidity) driving price down, diluting yield, further accelerating the decrease in demand against an accelerating supply. The entire incentive structure of the game capitulates and gamers quickly liquidate their in game assets as they compete for the last remaining pools of liquid capital.

Various GameFi implementations have emerged, all claiming to solve a problem that ironically, wouldn't exist without their unique implementation attempt.

Web3 Gaming Implementations:



- The P2E model uses a 'rewards' token to incentivise players, however that reward token has no financial value therefore why even call it a reward. Projects insist the reward is to eventually enjoy game revenues and "own the game" but again the game has no value therefore gamers have no desire to acquire the reward. The gamers that do engage, play for a token that exponentially hyperinflates, ensuring considerable financial loss for everyone in the ecosystem.



- NFTs command an expensive game entry to a new friction layered gaming experience, while also forcing the gamer to carry the volatility risk indefinitely. Projects insist that the NFTs mean you own your avatar and your in-game assets. But the same inherent problems of hyperinflation exist where the lack

of value within the ecosystem results in supply demand imbalances and considerable losses for all users.

- DAOs promise to instantly solve thousands of years of flawed political experiments and in practice fail faster than it took them to implement. They too rely on a publicly traded token that suffers from self decaying incentive imbalances. Without the value system existing, there is no demand for economic or political controls. Again the value system is absent and the utility token of the DAO hyperinflates against little demand.
- Risk-to-Earn (R2E) promises sustainability but carries high risk imbalance and higher dexterity barriers. This model already exists, known as eSports. ESports have global competitions where the elite of the elite play the very best AAA games to compete for a highly skewed reward, paying majority of funds to 1st, 2nd and 3rd place winners. R2E is a smart contract implementation of this, risk being the keyword as your chance of losing is almost certain. Regardless, the R2E token or NFT model suffers the same inflationary fates of their P2E cousins.

Regardless of the claim, irrespective of the hype, the type of game, the type of Web3 implementation, unfortunately the core issues prevalent in GameFi originate from a single common denominator. Poor economic architecture. Almost every project has failed with the remaining on the brink of failure, resulting in a deteriorated gaming experience and high downside risk. Moreover, most features associated with w3g pose more challenges than any value they propose to add. The inclusion of NFTs can complicate the gaming experience, while high avatar purchasing costs can discourage players. Similarly, staking or rewards tokens lead to an oversupply, causing a depreciation of value. The greatest negative impact of all however is that due to such a dramatic failure across an entire emerging industry, the collective early participants to date have almost entirely deteriorated the public's perception and confidence to participate in the industry at all.

1.2 Unveiling a Hidden Hurdle

A crucial, often overlooked, component when considering the merits of crypto integration, is friction. Evaluating the value addition from crypto integration requires us to analyze the user's journey from inception. From a user's first interaction, there is already a pivotal shift that introduces friction into the user experience.

User's are required to either:

1. Buy an NFT
2. Buy a crypto
3. Have a Web3 wallet

This requires users to be knowledgeable enough to download and use a Web3 wallet, along with the know-how to protect themselves from the unique threats of owning and managing crypto assets. Consequently, an additional cost surfaces in our calculation.

Furthermore, the user must navigate through two layers of sign-in processes:

4. General player or game engine login
5. Smart contract transaction confirmation

These processes have now introduced two additional layers of friction that didn't exist within traditional gaming interfaces.

In the grand scheme, every cost demands an outsized benefit to justify it. Unfortunately, this additional component has been largely disregarded by existing web3 gaming entities.

The current state of web3 gaming today can be summarized as follows:

1. Cryptocurrency rails introduce friction to the gaming experience, deterring players from participating.
2. The games currently available aren't appealing enough to encourage players to overcome the crypto-related hurdles, necessitating an incentive.
3. The lack of suitable incentives is due to the fundamentally flawed economics of these games.

In summary, the builders of Web3 gaming have thus far only succeeded in creating layers of barriers. These hindrances obstruct adoption and dampen the enthusiasm of the mainstream gaming audience.

Mainstream Gaming

The gaming industry is a \$300 billion market and it is rapidly growing. It is an industry constantly innovating and increasing in popularity due to its growing media footprint with content creators, its social interactivity dynamic and its raw entertainment component. In short, it is a great product. People pay to play traditional games, sometimes thousands of dollars a year with no financial return. The inverse applies to Web3 games who have resorted to paying for players to play their games. This was the core narrative leading the Web3 gaming boom of 2021. The holy grail for gamers - get paid to play games!. In theory, appealing but unfortunately hasn't yet been sufficiently achieved due to the incentive trilemma. If payment is in a token or NFT with market liquidity dependent value (due to poor economic architecture) then there is in fact no payment.

Paid Professional Gamers

The dream is to be paid doing what you love. "How to make money online" and "gaming" are two of the most popular search terms around the world. With gaming generating a staggering \$300 billion a year, it would be safe to assume gamers must make a lot of money.

The data however is surprising. There are 3 billion gamers worldwide generating a total \$300 billion in annual revenue but with less than 1000 gamers actually employed. By comparison. Basketball is a \$12 billion industry worldwide with 300 million casual basketball players, employing 150,000 professional basketball players.

This means the chances of becoming a professional basketball player is 1:2000
While the chances of becoming a professional gamer is 1:3000000

The gaming industry generates 25x more revenue than pro basketball but employs 1500x less players. This is the single largest discrepancy in professional sports.

If we include eSports professionals who earn money from competition wins, there are 5000 gamers or a 1:600,000 chance of going pro. You are still 300x more likely to become a pro baller than a pro gamer.

Why is that? Is it because gamers don't care about money?

The single universally shared desire of all gamers is to get paid to play games but to date no one has achieved any meaningful way to monetize large populations of gamers. Game studios have held firm market monopolies and players keep paying, leaving little incentive for studios to include them in revenue distributions.

For gamers, the only monetisation solutions are:

1. Tournaments
2. Sponsorship
3. Subscriptions

Unfortunately for gamers, these options are exclusively skewed to a common esoteric few market leaders. 99% of the financial rewards are captured by the 99.99% of top performers. As outlined above you have a better chance of becoming a pro baller.

But that doesn't mean gamers aren't trying, there just hasn't been a solution that enables a large population of gamers to monetize their activities.

Streaming

Streaming to grow an audience of subscribers or derive an income via sponsorship or ad revenue is the primary strategy for gamers hoping to monetise today. There are now 30 million + game streamers in the world. 10 million alone on Twitch the world's largest streaming platform.

At any one time there are upwards of 70,000 active game streamers. 95% of them have less than 5 viewers per stream and of the remaining 5% only 0.01% have a large enough audience to monetize in any meaningful way. Streaming is a highly competitive environment due to the fact, at any given moment you have 70,000 other people to compete against for audience attention on that one single platform. The largest gaming streamer on YT pewdiepie has 111 million subscribers, further highlighting the fact that earnings are highly skewed to just a handful of top performers in this attention economy.

The data tells a pretty clear story.

There is a huge population of gamers, tens of millions of which are looking to monetize their gaming activities yet the chances of that happening are less than going pro in any other sport division in the world. **That makes monetising gaming one of the largest untapped opportunities in the world.**

Not a single company has innovated to accommodate this hungry demographic. That is until today.

Considerations:

The goal of this paper is not to criticize but instead to illuminate. Taking such a critical perspective has only further reinforced the merits of GameFi's original promise - to monetize gaming through earnings and ownership. The demand is there, there is a problem that needs solving and the vision of GameFi is clearly aligned with its audience's needs. The opportunity due to the sheer size of the market is significant. Learning from the past is the only way we can expect to avoid repeating the same mistakes and move forward to innovate and improve.

Furthermore this paper does not intend to discourage existing builders and players. To the contrary this paper suggests both an innovative model that supersedes incumbents but also a platform to host them, instantly converting otherwise dead games into a revenue generating business with aligned players.

Before we proceed it is important we revisit the above analysis and how it underscores the pressing need for GameFi to adopt an industry wide shift of attitudes and a commitment to value add, player centric development and superior economic modeling. We must commit to solution design that effectively solves the 'Incentive Trilemma' ensuring long-term viability and growth of the industry as a whole. Developing this new model requires a meticulous examination of the current models, an honest evaluation of what genuinely enriches the gaming experience, and a decisive commitment to eliminating what hinders its potential.

For game developers and founders who seek to fast track a return to sound economics and profitability, we are pleased to share our solution.

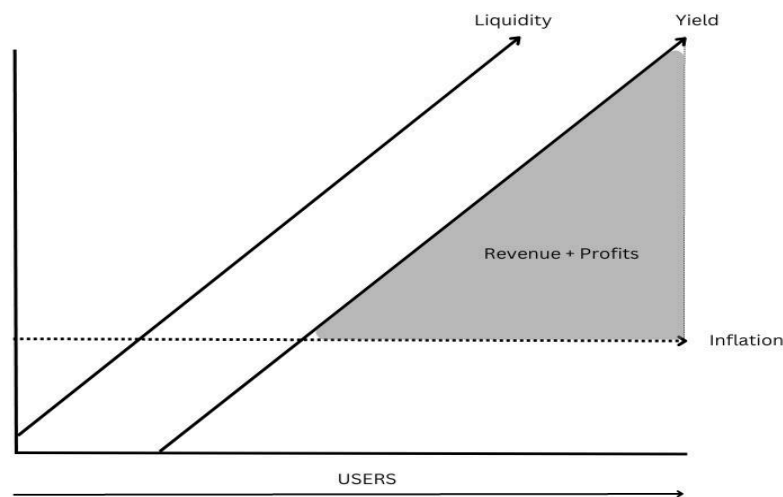
SOLUTION ARCHITECTURE

I. Back to Basics.

Addressing the persistent issues noted above calls for a return to principal economic modeling - one that prioritizes key principles of scarcity, cost-benefit, incentives, supply and demand, liquidity and revenue. Simultaneously, it is crucial to eliminate friction and value deterioration via unnecessary mechanisms.

Web3 gamings potential is hinged on promoting a robust, decentralized, and autonomous free-market economy within its ecosystems. This requires a multi-faceted approach that involves improving gaming elements and utilizing the benefits of blockchain technology harmoniously while adhering to economic and commercial realities.

II. The Incentive Trilemma Solved



Contrary to the status quo inflationary model of most crypto projects, BIGA takes an entirely different approach. With our economic architecture, a growing user base actually drives both liquidity and yield without inflating the network's assets. The result is a revenue and profit first token economy that rewards productive participation. BIGA is a polarizing and refreshing addition to the Web3 gaming industry.

1. Promote net positive liquidity.
2. Generate attractive yields.
3. Non inflationary - Neutral to deflationary
4. Sustainable revenue model
5. Cyclical adoption incentive

We are proud to say we have achieved what tens of thousands before us could not. A token economy with a sustainable long term revenue model that scales without deteriorating the incentive model or value system, circulating within the economy. This serves as the underlying framework for BIGA to enable what we hope will become a vibrant global gaming ecosystem that hosts hundreds of new Web3 games built by a global community of developers, enjoyed by millions of gamers daily.

GameFi 3.0 - Making Web3 Gaming a Solution.

We know that successful game development follows specific principles - a progressively challenging and immersive experience, engaging storylines, seamless game mechanics, and a balance of competition and addiction.

One of the causal factors for the Web3 gaming failure was the initial speed to market. The “move fast and break things” approach that founders took in an attempt to quickly capture value while the narrative of Web3 gaming was strong.

In a ploy to capture market share, almost every crypto game was promoted as a new AA or AAA game, promising mass appeal, new dynamics and of course the innovation to earn while you play. This was impressive considering the average AA and AAA game takes anywhere from 4-10 years and over \$50 million to build and GameFi had only existed for a period of 2-3 years.

The result was in 2022 the industry realized that almost every promise went unfulfilled as either the games were never built or the games were simply clones or mediocre games with a token or NFT forced into the UX. Needless to say in a rush to market, builders ignored first principal game design and as a consequence, the market as a whole has suffered reputational damage.

We learned this the hard way, backing multiple projects with capital and watching development costs obliterate treasuries in quick succession. Even the most dedicated teams fell victim to their inexperience as they quickly realized the true cost and time needed for top tier game development. This highlighted an additional challenge facing Web3 games.

The Risk of Single Publisher Game Investments.

Through my investment arm MAK Capital, I had invested in Web3 games. Outside of Nintendo stocks, gaming as an investment vehicle was unfamiliar territory so our portfolio was humble with just 3 game specific projects, each promising a dynamic new asset integrated, multiplayer, open world type experience. On the surface it all made sense and we were excited. While our portfolio was small our allocation values were considerable so we added some conditions ensuring complete access and a voice. This gave us a front seat to the entire development process. I don't think I've ever seen anything vacuum up so much money before. Fast forward 3 years, and milestones were incomplete, MVPs were below par and sure enough, each project came back requesting more money.

Games have a worse failure rate than startups.

According to big data firm <https://www.npd.com/>, only 4% of games that go into production ever reach profitability. So similar to the startup world, games have a 96% failure rate. Therefore simply investing in a single published high caliber game, requires you to be exceptional at picking the 4 from the 100. But this isn't a battle tested industry yet, this isn't traditional gaming. The stakes are much higher because the degree of difficulty is much higher. Web3 gaming is barely a few years old and the technology we are integrating is still in its experimental phase. Not to mention the complexity of achieving economic harmony when integrating a range of assets (NFTs or tokens) that are also subject to the whim of the free market. Almost no game developers in the world are experts in this field, this requires a myriad of skills at high levels of dexterity. Bottom line is investing in Web3 games is highly risky particularly if you're throwing all your money into a single title.

For builders, we have to build a team and risk millions of dollars actually building the game despite facing such discouraging odds. That is of course unless you bring on external investors but who is going to invest without a working POC/MVP? Only idiots like myself with high risk tolerance and as you'd expect, that didn't turn out so good in 2019-2021.

Now, if I as a builder am going to put millions/tens of millions/hundreds of millions into a big title game knowing how small my odds are of success then why would I risk increasing the risk and likelihood of failure by attempting to integrate NFTs and tokens? Why would I want to dispense my control by implementing a DAO? Why would I

want to integrate blockchain rails, slow down operability and increase UX friction? And finally, why would I risk trying to mediate our internal economy by structuring in all these Web3 components?

I wouldn't, would I? This is why we don't see major publishers racing to create sufficiently decentralized, token and NFT integrated games. They launch through traditional means where it's safe and their investment is protected, where they can reliably manage a launch and their expectations. Top gaming studios and top builders also wouldn't carry this additional risk as the large capital outlay is too much. This is why we haven't yet seen a genuine original AAA build in the crypto space. This is why it is so risky to invest in a single title.

This also means the offerings we are seeing are subpar and this is another reason why the larger gaming community haven't migrated into the space. The so called AA and AAA Web3 games that are launching are almost always clones using default animations and common library / unity-like assets. There is no new experience, just lesser, half baked versions of old games, readily available in full working order for a fraction of the price and a fraction of the UX hassle outside the crypto sphere.

This further reiterates why it's so risky to invest in single title games. It's essentially all in on something more than likely sub par with poor economics that will eventually fail.

The point is single output studios are very high risk because they are much more likely to fail, as we have seen to date with almost every generation 1 Web3 game failing and/or losing investors money.

From our perspective It was apparent that throwing all your chips on a single play was an unnecessary risk. We knew we had the right economic engine, but didn't want to go "all in" on a single title and thus decided to look at alternative models. We then found the solution by looking inwards, at home - my 2 sons, aged 10 and 11. Their favorite games are Roblox and Fortnite but they probably spend more aggregate time on various browser and mobile minigames.

Minigames.

Minigames are bite-sized games with a focus on quick, easy and highly addictive gameplay. Due to their simplicity, accessibility and addictive qualities, minigames have garnered a broad player base, attracting both casual and regular gamers and those seeking short bursts of entertainment with some websites like Miniclip, Voodoo and LittleGames seeing upwards of 100 million active users a month. This large casual user base generates the largest revenue of all sectors in gaming.

It is in Minigames we decided to focus our attention and this is the sector we seek to dominate in Web3 gaming but also to disrupt the larger mainstream gaming industry. Currently their revenue is limited to advertising and in-game purchases whereas our model could remove the friction of those mechanics and drive a much larger revenue stream. However there are also a myriad of reasons why this is the most suited vehicle for our economic engine. Minigames are not only highly addictive, they appeal to the much broader demographic of gamers and enable us to scale rapidly, distribute our risk across a myriad of titles but also deploy variations of our incentive models and AB test and refine.

As a minigame studio, we have the luxury of diversifying the risk across a whole portfolio of titles. Due to the mechanics of casual minigames and with a relatively conservative development team, we can operate at high output, publishing a couple of new titles every month. We no longer rely on a single hit because we have so many horses in the race. It is the perfect vehicle for us to test our assumptions, diversify our risk, appeal to a mass audience and potentially hit it big on select titles or as an aggregate performance across the whole video game arcade!

Integrating Web3 Technologies.

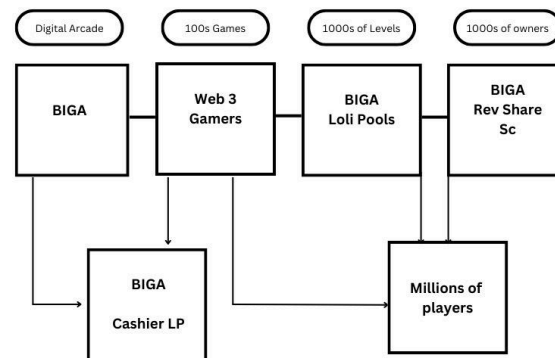
At BIGA we take a hardline approach. If it doesn't enhance the gameplay experience then it isn't a Web3 game. It's just a bad game. There are an estimated 1.2 million games in existence and around 36% of them never attract any players. The market is a graveyard of bad games. Identifying market needs, finding the right market fit, ensuring the model is future proof and embracing an intergenerational development mindset are all key

factors. Iterative development should involve a cycle of building, testing, and revising. When it comes to integrating technologies such as NFTs and tokens, the primary rule is to use them only when necessary and beneficial to the gaming experience.

BRINGING IT ALL TOGETHER - Confluence of Innovations and Fundamentals

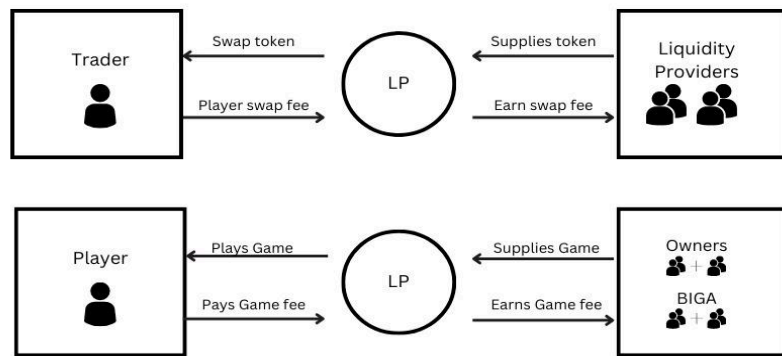
Big Solution: INTRODUCING THE BIGA ARCADE

B.I.G.A is an acronym for Blockchain Incentivised Gaming Arcade. It is a first of its kind, browser arcade enabling gamers to potentially earn a USD denominated income simply by playing games and contributing to the network. Furthermore BIGA is an arcade layer with the capacity to host hundreds of minigames enabling game builders to deploy on and monetise their own games.



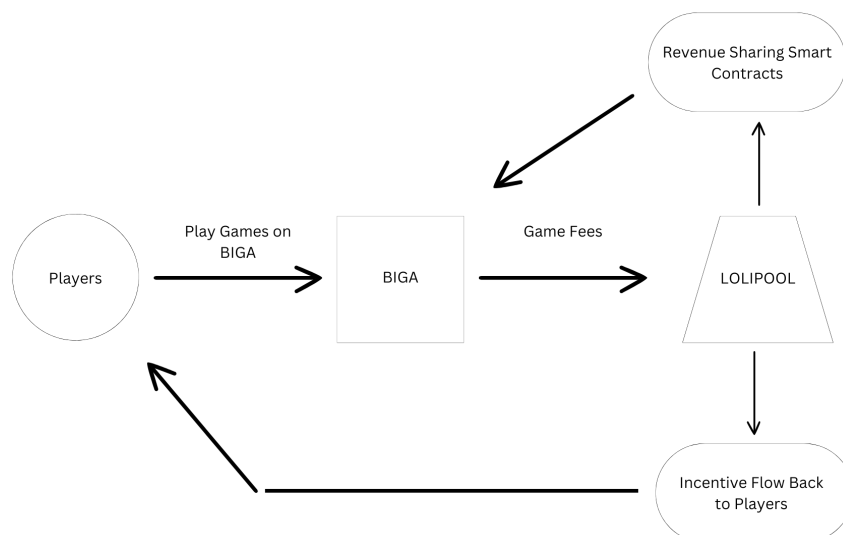
Through a sophisticated incentive model, gamers can now earn simply by playing fun, challenging and highly addictive video games. The cardinal innovation is a novel smart contract implementation named LOLIPOOLS, an acronym standing for Level Owned Liquidity Pools. This incentive mechanism takes inspiration from Ethereum's most successful application, Uniswap and its automated market maker execution.

- On Uniswap, pools are built to support trading pairs, users are incentivised to contribute capital to those liquidity pools in return for a portion of the fees generated by traders.
- On BIGA, pools are built to support levels, instead of contributing capital to earn trading fees, gamers compete to own that liquidity pool outright. Once owned, gamers capture all the money in that liquidity pool and continue to earn all the money that liquidity pool generates.
-



The Incentive

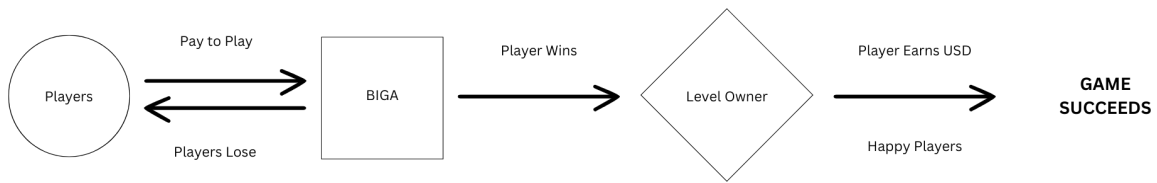
Revenue sharing smart contracts are the backbone of our LOLIPOOLS and serve as the heart of BIGA's value proposition, acting as the incentive mechanism that drives user flow into the arcade. It is through this mechanism that we enable gamers to earn money playing games.



Our online BIGA arcade works similar to the video game parlors at your local shopping mall. You pay to play each game. The key difference in BIGA is that when you beat a level in one of our games, you become a level owner. The smart contract then acknowledges your wallet as the level owner and now your wallet collects the revenues generated from all the other players trying to beat your score on that level.

This is of course a very simplified abstraction for a much more nuanced solution. But this simple incentive model has opened up an entire new world of opportunities that is already changing the very way we approach game design.

For every game within the BIGA arcade, players have the ability to actually own shares in the individual games. To accomplish this, they must merely capture a level of said game. The smart contract acknowledges their wallet as that level's champion and then they automatically start receiving all funds generated by that level within that one game.

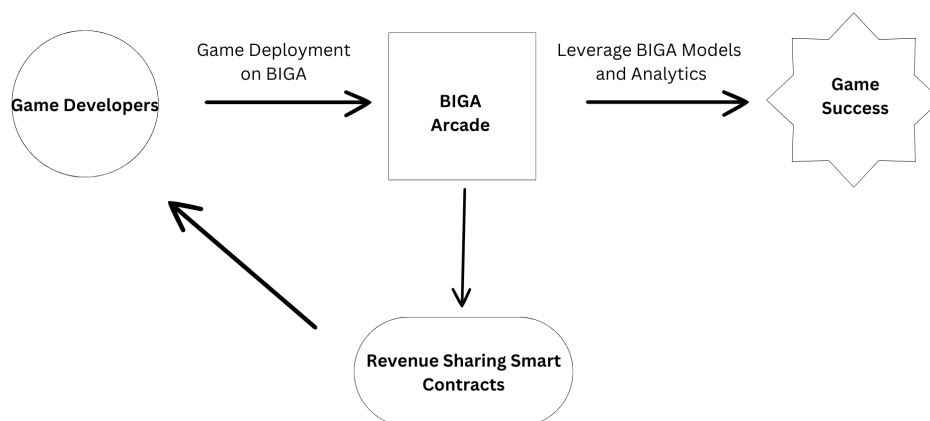


The transactions are initiated with our arcade token BIGA but that merely serves as a conduit. The arcade token merely temporarily surrogates the capital sitting in the cashier. All values are denominated in USD so when the user wishes to cash out, the back end executes the transfer and the player receives the USD/ETH in their nominated wallet. The gamer has earned real capital and doesn't have to worry about holding a volatile cryptocurrency.

In our strategy to appeal to the larger mainstream market, we have secured strategic partnerships with fiat on and off ramps to ensure non-native crypto gamers can cash out with a single withdrawal button. They essentially won't even know they are using crypto rails. We hope this will be a contributing factor to drive hundreds of millions of new users into the cryptocurrency market.

Growth Model

Cooperate and Collaborate.



BIGA is a high growth business model. We have built our own minigame arcade which allows us to rapidly deploy new exciting profit sharing video games to entertain our global community of gamers.

The real growth however comes from the BIGA protocol. We designed the protocol to host third party game developers looking to try new ways outside the conventional pop advertising revenue models. Theoretically any game can launch on BIGA and take advantage of our incentive and revenue models, automate integration and get access to a range of analytics helping gamers optimize for best performance.

We envision hundreds of game developers all around the world and a vibrant community of builders deploying hundreds of new titles every quarter making BIGA the largest gaming company in the world.

Web3

This is a huge step forward for Web3 because now we can rehabilitate the entire space turning almost any failed Web3 game into a challenging, revenue generating business with perfect alignment between them and their own community members. BIGA could fix the whole industry and we welcome all projects to fill out our [developer form](#) [here](#) to start the integration process! Let's work together!

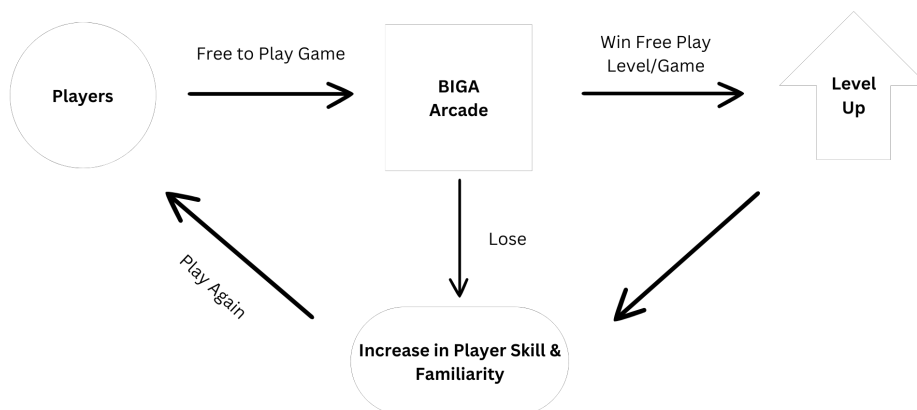
The BIGA protocol, the underlying incentive layer and profit sharing model was built to support almost any game.

A wide variety of games can be hosted on BIGA, offering numerous opportunities for players. These include the ability to take ownership of in-game elements like bosses or levels, or assets discovered within the games.

BIGA is not merely a single game, but a no-code platform designed to host thousands of innovative Web3 games. Each new game retains the crucial BIGA tenets: Zero inflation, abundant liquidity, and large incentive mechanics. We also have developed an MVP for our no-code game deployer, enabling thousands of builders to design and launch strategic 2D crypto games with our integrated incentive mechanics. Our vision is to host hundreds of games within the next 12 months, aiming for breakout velocity to secure and maintain our position as a global leader in crypto gaming solutions.

Free to Play

To help bridge the transition for skeptical gamers, we are launching a teaser mobile app that comes complete with 5 of the games in our arcade. These 5 games have a limited 10 levels. It is entirely free to play enabling players to practice and hone their skills before “going pro”. This is a freemium model that acts as our user capture solution to funnel more and more people into the professional ecosystem.



Establishing an enjoyable and engaging gaming experience is an intricate process involving several key principles:

1. Clear and enjoyable game mechanics
2. Simplicity to learn, difficulty to master
3. Progression in skill and difficulty
4. Incentives for success (social, status, financial, self-fulfillment)
5. Competition and community

In the past, many Web3 games overlooked these essential gaming principles and attempted to integrate Web3 technologies, resulting in a diminished gaming experience. Often, these games introduced inflationary reward models, neither protecting nor incentivizing players sustainably.

We take pride in asserting that BIGA Arcade has innovatively shifted this paradigm. Our system is designed exclusively for the players' benefit and adheres to all stereotypes of the Bartle test, catering to killers, achievers,

explorers, and socializers. We respect gaming development principles and selectively integrate Web3 components that augment the gaming experience and incentive structure in a sustainable, future-proof way.

Our guiding principle for Web3 integration is straightforward: if it doesn't enhance the user experience, we won't include it. As a result, elements such as P2E, metaverse, NFTs, reward tokens, inflationary ponzinomics, L2s token gating, inflationary incentives, and gating communities are eliminated.

In our view, game mechanics and player-avatar interaction have remained relatively consistent across time. Hence, what truly engages players is the unfolding of a new story adventure. With our no-code map editor and smart contract API, we not only launch our own game but also empower thousands of other game builders to launch theirs within weeks.

Users simply need to provide their designs for each feature, construct their levels, and then go live, having our smart contract innovations integrated instantly. There's no prerequisite skill set required.

Real Ownership

BIGA is a community initiative, made by gamers and investors, for gamers and investors. Keeping true to our vision, BIGA was built with the capacity for our community to have a real stake in the protocol and the operation:

- Gamers can own levels
- Gamers can own games
- Gamers can own a piece of the whole arcade

Driving Players into Our Arcade

Our Own Promotional Loop

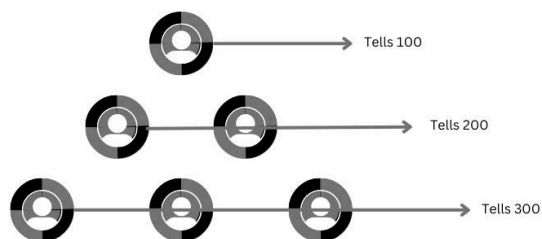


Imagine an application with its own automated marketing mechanism! Our incentive model is structured in an innovative way that stimulates its own promotional loop, acting as its own salesforce to drive more players into the arcade:

- When a player captures a level, they now earn all the income that level generates.
- That income comes from new players, attempting to capture the level off of the level owner.
- The more players who attempt (and fail), the more money that level owner makes.
- Therefore it is in his/her best interest to drive more players to try his or her level.
- This creates an exponential broadcast effect whereby the more level owners we have, the more organic promotion we get as level owners all look to earn more money by introducing more people into the arcade.

Come Play Model

Exponential growth model



This has an exponential effect on our promotional footprint. The more level owners we have, the larger our broadcast surface. We are launching with 500 levels up for grabs across 5 different games. That is potentially a 500 pax marketing team talking about our arcade, increasing our digital footprint through content creation and driving revenues.

Affiliate Programme

BIGA is an initiative to help gamers earn more money. Therefore we also are implementing an affiliate program where streamers and players can simply earn a percentage off the spend of new users they introduce to our arcade.

Going DeFi

Moving further down the decentralization spectrum. Web3 suggests the capacity for community ownership and peer to peer interaction, free of central intermediaries.

I have spent much intellectual and financial capital in pursuit of real world market fit application of decentralized finance systems. It is my absolute belief that DeFi is the future of commerce. Bitcoin fixes the baseline of the economy (savings + liquidity), serving as the value layer of the world, alternative, less valuable high velocity cryptocurrencies act as the transactional layer of the economy and decentralized finance solves the intermediary heavy, opaque and information asymmetry of the world of commerce. The end result is efficient use of value and resources and a more honest, accessible, transparent and prosperous world in which equality of opportunity is profound and the quality of life of the individual and collective human community continues to improve exponentially with technology and the absence of government to steal the improvements through regulation and intervention. My contribution to this is Fringe Finance, a protocol I believe will eventually replace the majority of banking products and with it the reliance of banks in our day to day lives.

In the spirit of continuity, I also wish to announce that this protocol will eventually be completely governed and owned by its own players through political application of the BIGA token acting as both the native currency of the arcade, a temporary conduit for the liquidity in the cashier smart contracts but also as a voting tool enabling your vote to help dictate policy of the BIGA ecosystem.

DAOs are features but are uniquely complex according to their own.

Until the DAO is implemented, BIGA and all documentation is subject to change. We reserve all rights to make adaptations as we see fit or best suited for the success of the platform.

Key to success is the mainstream adoption of the larger gaming community. There are 3 billion casual gamers and we want to appeal to as many as possible. In the immediate future that means patience as we sacrifice our ambitions for decentralization. Crypto rails are a user experience barrier for non native crypto users. We must

remove all friction and treat this infancy stage as a user funnel strategy that inevitably ends in self custody practices. Self custody becomes preferable but we need to caress people into the space. The first step of course is a crypto wallet with fiat on/off ramp. This way users can see their USD balances and use those funds at will. These processes come at a cost though, once users become comfortable with the idea of transferring and storing their USDC/ETH/BIGA the next logical step is to remain in DeFi layers and overtime they further progress deeper down the rabbit hole of freedom.

So the roadmap to decentralization is:

1. Fiat crypto gateway (Full admin control)
2. Fiat crypto gateway + optional self custody (implement first governance options)
*We stay at number 2 until we reach critical mass (100m users).
3. Then DAO implementation (Full DAO implementation)

The primary benefits for decentralized gaming are:

1. Global Accessibility
2. Eliminating jurisdictional barriers
3. Unencumbered capital pipelines
4. Censorship resistance
5. Maximum value capture and retention
6. Value custody and distribution
7. Pseudonymous, censorship resistance

When we examine the ideal characteristics of a decentralized gaming model, it needs to encompass the following aspects:

1. Decentralization: An inherent feature of Web3 gaming, decentralization allows for greater freedom, security, and trustworthiness, thereby fostering a robust gaming community.
2. Profit Generation: A successful economic model should provide avenues for both the players and the developers to generate profits, incentivizing participation and development.
3. Zero Inflation: By eliminating inflation, the model can ensure that the value of the in-game assets remains stable, thereby protecting players' investments and maintaining game balance.
4. High Liquidity: Liquidity is the lifeblood of any economy, including gaming economies. Without it, trade becomes stagnant, pricing becomes unreasonable, and stability is compromised. A high-liquidity environment allows for smooth transactions and pricing stability.
5. Mainstream Utility: The model should offer real-world utility, making it accessible and beneficial to mainstream users, thereby driving wider adoption.
6. Permissionless & Pseudonymous: Users should have the freedom to participate without unnecessary barriers or disclosures, fostering inclusivity and privacy.
7. Censorship Resistance: The platform should uphold users' rights to free expression and interaction, creating a truly open and global gaming community.

To fulfill these criteria and resolve the trilemma, the industry requires a paradigm shift. BIGA's unique proposition addresses these challenges head-on. Built on a revenue-first model, BIGA focuses on generating high yield and high liquidity, all without inflating the network's assets.

By embracing these foundational economic principles and leveraging the strengths of blockchain technology, BIGA offers an innovative solution for the Web3 gaming industry. As the first of its kind, BIGA's model represents a significant leap forward for Web3 gaming and promises to set a new standard for economic models within the industry.

Tokenomics:

DISCLAIMER: The BIGA token is solely a means of interaction within our digital arcade platform. It is not intended as a security or an investment vehicle and does not provide an expectation of profits.

Use of the BIGA token is limited to the digital arcade environment. Users lease the tokens for in-platform use. Token redemptions back into your chosen currency are facilitated via a third-party decentralized cashier, like Uniswap.

BIGA operates independently, not part of a common enterprise. Its value is not influenced by the actions of others. It is fundamentally a digital arcade token, similar to physical tokens used in traditional video game arcades.

To participate in games within the arcade, users must possess BIGA tokens. Costs vary depending on the game and the selected levels. BIGA tokens can be purchased directly with ETH or USDC at the arcade cashier.

The alternative functions of BIGA tokens include:

1. Joining the BIGA community of e-gamers.
2. Participating in community proposals through voting.
3. Redeeming various prizes based on arcade winnings.
4. Saving for future use within the BIGA Arcade.

These functionalities do not constitute an investment or form part of a "common enterprise". They do not offer an expectation of profits derived from the efforts of others.

Given the BIGA Arcade's innovative and experimental nature, it is important to acknowledge that the platform is in its early stages. Technologies and procedures are in continuous development. Therefore, BIGA reserves the right to alter and update any documentation, code, experiences, company structure, roadmap, and vision as necessary.

Why a Token?

The BIGA platform and its core value offering to enable a peer to peer globally accessible means for gamers to earn money playing games would be commercially impossible without a cryptocurrency token. Unfortunately the various traditional payment gateways are restrictive, particularly when it comes to pay outs to gamers.

The cost alone would be commercially infeasible but more importantly platforms such as Apple Pay, Paypal and Stripe, won't even allow for direct withdrawals from our site.

Using a crypto token enables us to instantly and cost effectively globalize a reliable payment rail. Now users can deposit and withdraw to their nominated wallet addresses from anywhere in the world, to anywhere in the world.

Why a Native Token?

Continuing BIGA Arcades trend of innovation, the BIGA token is unique to all other cryptocurrencies in a myriad of ways.

The most stable, stable coin in the world!

Via our arcade it is the most stable, stable coin in the world in that its value will never fluctuate in any way. For the arcade it will always be valued exclusively as 0.10c per token. This is algorithmically enforced by the smart contracts in the BIGA arcade cashier. No matter what price it trades at in exchanges, the BIGA token will always be valued at 0.10c per unit in the BIGA arcade.

This one immutable rule protects the integrity of the liquidity in the arcade ensuring that every dollar that goes in, is able to be withdrawn without any concern for fluctuations or outside manipulations.

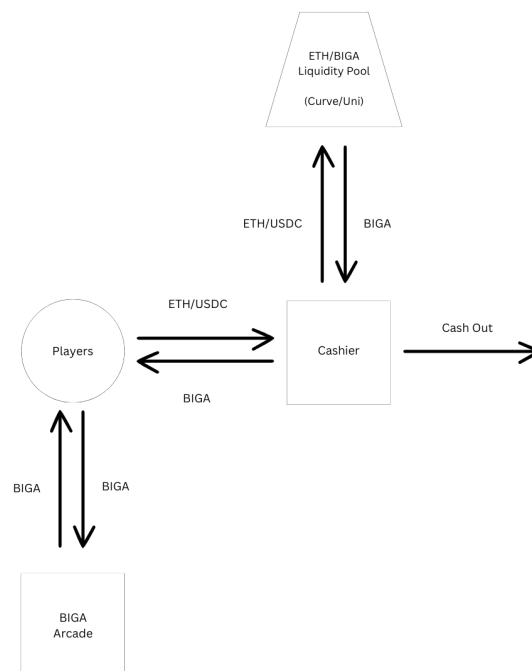
Achieving Complete Permissionless Censorship Resistance.

BIGA Arcade's long term vision is a globally permissionless, censorship resistant decentralized gaming platform where millions of people can play games, earn money and cash out anywhere in the world. To achieve this we need a sovereign and stable currency. We need stability to ensure a stable arcade economy and we need sovereignty to protect the wealth, ownership and freedom of our players. Unfortunately any other highly liquid stable coin we could use has the capacity to freeze or burn their tokens, making stable coins unreliable.

It is a utility token.

The BIGA token has instant productive utility within the arcade. It is the closed system currency used to play all the games enabling us to set a simple denomination of 1 or 10 or 100 BIGA tokens per play.

It is a liquidity ticket.



The BIGA arcade operates from a single isolated smart contract acting as the cashier. You can purchase BIGA tokens with ETH or USDC or USDT, then you can play in the arcade. When you withdraw, that single cashier is used for redemptions. The redemptions are automatically processed so the cashier will transfer your BIGA credits into ETH, USDC or USDT. The arcade has a set price of 0.10c per BIGA. This isolated cashier ensures gamers always have 100% liquidity to cash in and cash out whenever they require. A portion of BIGA tokens are allocated to the arcade for player liquidity. They will never leave the arcade. Should the user base grow too big and the liquidity become thin, the arcade will need to acquire more BIGA credits from the secondary marketplace.

It is a governance token.

The BIGA arcade is a player first business through and through. We care about one thing and one thing only, are our gamers happy? The BIGA token acts as that medium for managing a large distributed group hoping to achieve equitable activity and consensus in particular matters. For this purpose a portion of BIGA tokens are

earmarked for free market distribution to the market for users to acquire on any marketplace (Uniswap and the likes). It is from this pool that BIGA will acquire additional liquidity once critical mass is reached.

Become an executive publisher with BIGA token.

Instead of playing the games for revenue, you can be a part owner of each game! BIGA is launching new games every single month, both built inhouse and from third party developers. Similar to a token launchpad with BIGA you can swap in your BIGA tokens to instead own a stake in each of the games enabling you to not just own shares in the game itself but enjoy the residual income the game generates. Another world's first.

A truly unique tokenomic blueprint to foster depth of liquidity and confidence.

Keeping in BIGA's theme of innovation, we wanted to really push the envelope to drive as much value for our community as possible. I have felt the sting of poorly constructed token economics as an investor and as a user and have found myself constantly frustrated, growing increasingly impatient waiting for the market to enforce better benchmarks. The vast majority of token integrations in crypto are misleading and unnecessary, forced in so founders can front load their own profits through fundraising. Of the shortlist of meaningful integrations, most are inflationary models with clearly terminal lifecycles. Most have crashed to a point of seller ennui due to the lack of liquidity and value remaining in the token ecosystem.

With BIGA we've designed a unique dual environment token economy that:

1. Fosters liquidity
2. Protects liquidity
3. Insulates the game economy from all secondary market price and liquidity fluctuations
4. Scales with a growing user base
5. Is deflationary

Ticker: BIGA

Total tokens: 50,000,000,000

Token contract:

Environments:

1. DEX

The BIGA token will trade freely on the open market allowing users to buy, sell or swap their BIGA tokens for any token they wish.

2. BIGA Arcade

Currency.

BIGA token is also the currency of the BIGA Arcade not dissimilar from many crypto projects. The key differences however are subtle but powerful in terms of its impact on BIGA tokens in the secondary market.

Native Inventory Only.

BIGA token is required in order to pay the premium levels in the BIGA Arcade. However, you cannot deposit your BIGA acquired from the secondary market. You must purchase via the BIGA Arcade Cashier.

Cashier Liquidity.

Payment is in USD, USDC or ETH. All of that USDC and ETH goes straight to a locked cashier wallet and stays there. The total value of BIGA credits circulating in the arcade is equal to the total value of USDC and ETH in the cashier at ALL TIMES. This ensures that all gamers can cash in and cash out entirely at all times!

Cashing Out.

When you wish to “cash out” from the arcade, you cannot withdraw BIGA tokens, you can only choose USDC, USDT or ETH (or direct to your bank in USD). This ensures BIGA tokens from the arcade aren't withdrawn to then be dumped on the secondary market through manipulative means to pump or dump price or impact trading liquidity. This also stops all means of manipulation or secondary market activity that could negatively impact the arcade's game economy.

Mechanically Enforced Pricing.

Adding to the value system, the BGA Arcade recognises every BIGA token as 0.10c USD in value at ALL TIMES. No matter what the value of the BIGA token is on exchanges or trading environments, BIGA will always be valued at 0.10c in the arcade. This is algorithmically enforced and cannot be changed without admin keys. This ensures stability in the game economy and also protects the liquidity in the cashier ensuring money in = money that could go out at all times.

Arcade Demand.

The arcade is initially provisioned with liquidity for operations so users can buy tokens to play in the arcade. To ensure the arcade can always satisfy demand, it automatically uses profits to purchase tokens from the secondary market. The arcade purchases tokens in perpetuity at all times, those tokens never leave the arcade therefore the arcade works as a perpetual deflationary driver, a constant stream of demand reducing the circulating supply.

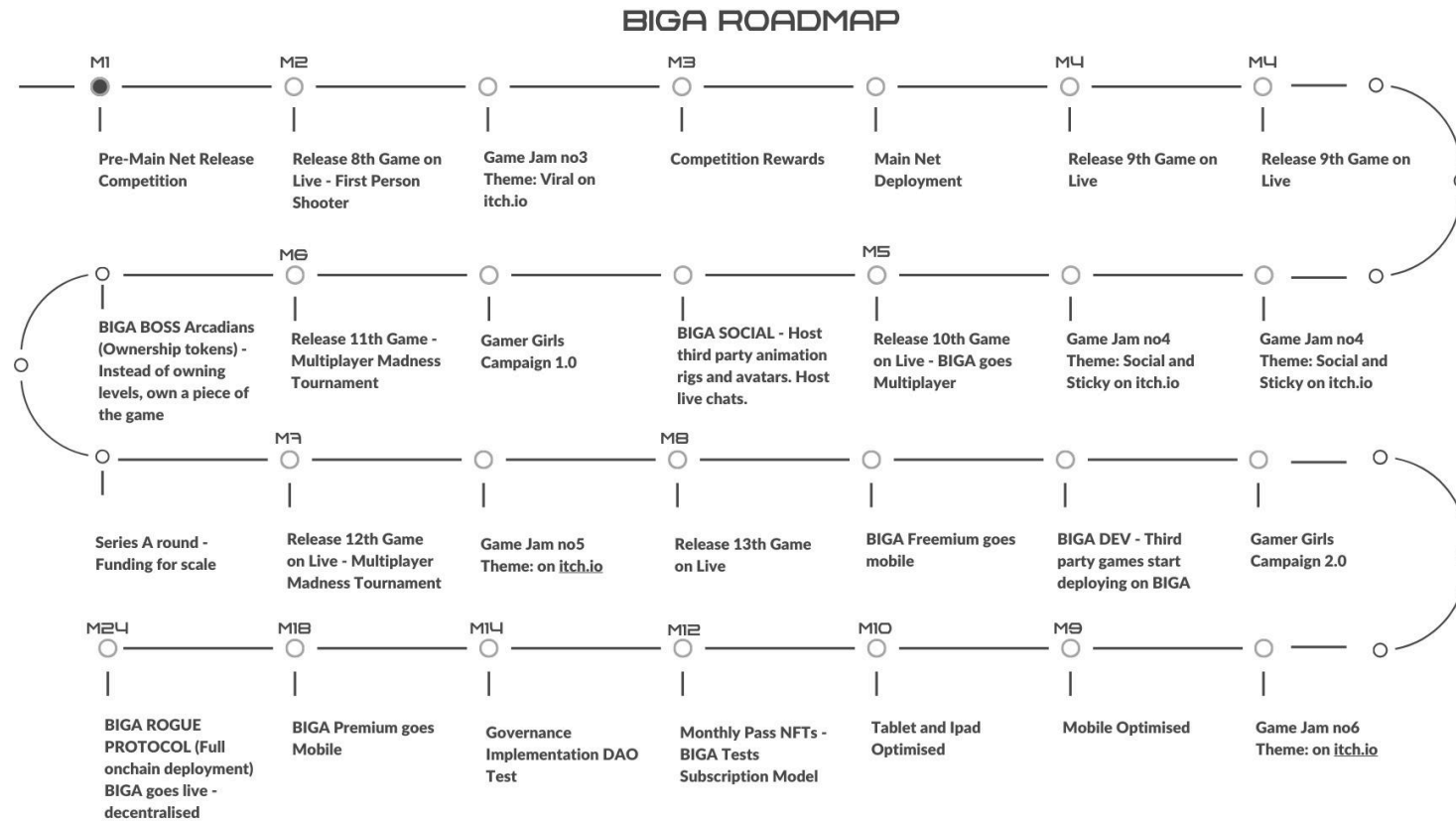
Price Signaling the Market.

This also sets a price target for secondary market traders. The arcade purchases BIGA tokens up to the value of 0.10c per unit in perpetuity. So as more users play in the arcade, the more tokens are locked in levels and games and or players wallets, the more the arcade will acquire from the secondary market at a price of 0.10c per unit.

Roadmap

This roadmap is indicative only and subject to change. Changes will only be made for the best interests of the BIGA Arcade and its community. Projected dates are based on the completion of the BIGA TGE and its public listing on Uniswap. M = number of months following the TGE.

We are a busy team with a comprehensive schedule. The below illustrates our roadmap to success.



The Team Behind BIGA



Timothy Young
Lead Game Developer



Jacob Barrow
3D Animation / Design Lead



Dylan Jansen
Technical Programmer



Steven Tan
Gameplay Programmer



Ethan Uy
Junior Game Developer



Tommy Zhou
Lead Game Artist



Darren Contreras
Animator



Mia Tawhiao-Lomas
UI/UX Designer



Nhat Tran
SC Developer



Michael Hyunh
Web Developer



Job Musyimi
Community Manager



Morgan Davies
Lead Operations



Paul Mak
Founder

Conclusion

BIGA is set to create a new standard in the gaming world. Addressing the shortcomings of early Web3 games, BIGA stands out by ensuring that gameplay itself is engaging and rewarding, without solely relying on external incentives. Our platform, a first-of-its-kind browser arcade, not only allows gamers to earn through enjoyable and challenging games but also provides a no-code platform for game builders to deploy and monetize their creations. With our novel LOLIPOOLS system and a commitment to player-centric design and sound economic principles, BIGA is poised to lead and transform the Web3 gaming landscape, hosting hundreds of games and fostering a sustainable, enjoyable gaming economy.

However, in the spirit of transparency and continuous improvement, it is crucial to acknowledge that BIGA is currently in its alpha phase. This status signifies that while our foundation is robust and our vision clear, we are still in a stage of evolution and refinement. Our systems, though designed with meticulous care and foresight, are subject to ongoing enhancements as we learn, grow, and adapt to the dynamic landscape of online gaming and blockchain technology.

The information presented in this document has been compiled with the utmost diligence and care. Nonetheless, we recognize that perfection is a journey, not a destination. As such, we cannot assert the infallibility of every detail herein. BIGA stands at the cutting edge of innovation, a position that inherently comes with uncertainties and the potential for unforeseen developments.

This whitepaper, therefore, should be regarded as a living document – one that evolves alongside BIGA itself. As we navigate the complexities of creating a fun, engaging, and financially rewarding gaming platform, we remain committed to transparency and adaptability. Changes and improvements are not only anticipated but embraced as essential components of our journey.

We urge our community, stakeholders, and enthusiasts to understand that nothing in this document should be construed as financial advice or an immutable fact. It is a reflection of our current understanding and vision, which may be subject to modifications in response to new insights, market dynamics, and technological advancements.

In conclusion, BIGA represents not just a gaming arcade but a bold experiment in the intersection of gaming, finance, and blockchain technology. As we continue to develop, iterate, and innovate, we invite you to join us on this exciting journey, one filled with potential, discovery, and the shared joy of gaming.

Credit references:

<https://www.sciencedirect.com/science/article/pii/S0747563219301153>
<https://www.theesa.com/resource/2020-essential-facts/>
<https://www.gamesindustry.biz/survey-35-percent-of-gamers-have-a-subscription-service>
<https://www.thehindubusinessline.com/news/variety/67-of-indian-gamers-willing-to-pay-for-gaming-subscriptions-survey/article66815985.ece>
<https://codaplatform.com/web3-user-study/>
<https://www.expressvpn.com/blog/who-spends-the-most-time-gaming/>
<https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/trends-in-gaming-esports.html>
<https://techjury.net/blog/esports-growth/>
<https://cyberathletiks.com/how-much-do-professional-gamers-make/>
<https://www.esportsbets.com/news/highest-paid-gamers/>
<https://streamersplaybook.com/how-many-twitch-streamers-are-there-answer-will-shock-you/>
<https://explodingtopics.com/blog/number-of-gamer>