



WHITEPAPER

TABLE OF CONTENT

1	VISION.....	3
1.1	Mission.....	3
1.2	PlayNity introduction.....	3
1.3	Gaming.....	4
1.4	Play2Earn and NFT.....	4
2	DAO.....	7
2.1	Participants.....	7
2.2	Process.....	10
2.3	Tokenomics.....	12
2.4	Token distribution.....	14
2.5	Issued lands and NFT collections, sponsorship.....	16
2.6	Project economy.....	17
3	ROADMAP.....	19
4	SWOT ANALYSIS.....	20
5	TEAM.....	21
6	KEY DATA REVIEW.....	23
7	DISCLAIMER.....	24

1 VISION

Digital virtual worlds (metaverse) economies in the field of Play2Earn and non-fungible tokens (NFT) have a huge space for development as the blockchain technology grows. Our vision is to make the metaverse environment more accessible, profitable, transparent, and understandable to all potential, newbie, and advanced participants, which is crucial at the early stages of the new growing trend.

1.1 MISSION

Our primary mission is to create a possibility to understand and earn money much easier in the crypto based NFT market and gaming trend called Play2Earn. It will require minimum knowledge and effort by all participants, thanks to deployed PlayNity DAO solutions for **suppliers, players, managers, and trainers**.

Our secondary mission is to create a conscious and strong community to deliver motivation, support, and beneficial earning programs. It will be achieved by developing new PlayNity solutions in the field of token incentive programs, data and NFT gathering, trends analyzing, games partnerships and NFT assets management.

1.2 PLAYNITY INTRODUCTION

In recent times most of the crypto market participants have heard of the possibility to earn money by playing some crypto games like Axie Infinity, CryptoBlades, Sorare etc. Starting in June 2021, a fast-growing trend exceeded all expectations regarding Play2Earn possibilities, but a lot of people have never tried to participate in this area because of the time needed to learn or money required to invest. PlayNity makes it possible for:

- **Players** - to have a possibility to play Play2Earn games where they cannot afford to invest the required amount of money to start and maintain earnings.
- **Suppliers** (investors) - to be able to allocate funds in the Play2Earn gaming expecting a known in-game ROI, without sacrificing time and requiring any knowledge about the detailed game mechanics and behind-the-scenes process.
- **Trainers** who have wide knowledge in the scope of a wide variety of games - to have the possibility to train players and earn money without investment.
- **Managers** who have experience in managing in-game NFTs and leading groups of scholars and trainers - to be able to earn even more with bigger teams.
- **All participants** - to have higher rates of return than if they were playing on their own, thanks to the PlayNity DAO - including token incentives, NFT rewards, gaining level and experience within the system, leaderboard bonus rewards and loyalty rewards.
- Creating **clans** led by managers to gather more capital and player's power together to gain higher earning efficiency and therefore higher yields.
- **Community** - to vote and propose ideas based on token holdings for efficient governance.
- Creating **own NFTs**, including **lands** and community selected collections.

1.3 GAMING

In almost all previous gaming trends we have witnessed a high demand for multiplayer games like World of Warcraft, Sims (it has internal Simoleons currency with no real-world value), Fifa, where people were competing for satisfaction and fun but no actual earnings. In 2020 Global Gaming Market was valued at 173.70 billion USD in 2020 and is expected to reach a value of 314.40 billion USD by 2026. Biggest companies like Ubisoft, CD Projekt or Blizzard take a lot of efforts to convince players to play their games, such as in-game item markets and tournaments. The growing market has quickly found a place for sponsorship for the best players giving them an opportunity to earn money by competing with the best for the audience.

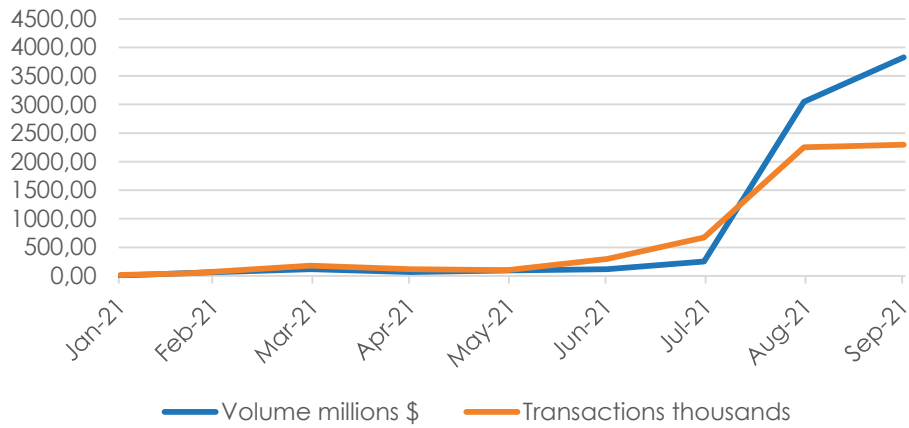


Only the best pro players can participate in prestigious eSports tournaments where they compete in games like CS:GO, HeartStone, LeagueOfLegends, Dota2, Overwatch and many more for prizes funded by sponsors due to high popularity. It makes a good opportunity for the best to even make a living by playing e-games professionally.

1.4 PLAY2EARN AND NFT

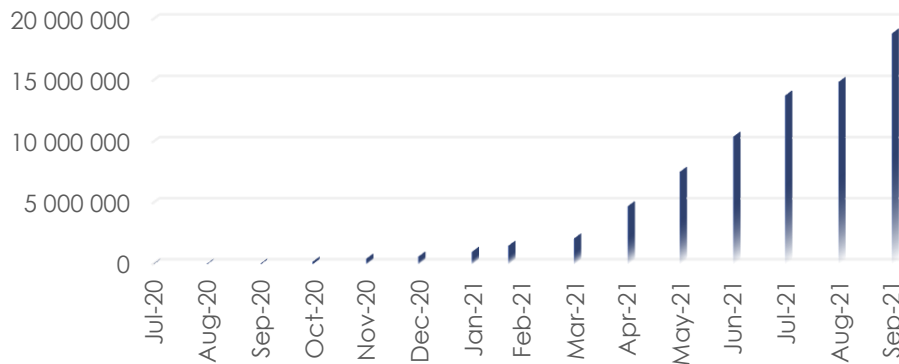
Next generation crypto gaming - Play2Earn - together with NFT (Non-Fungible Token) market has seen outstanding development since the beginning of the summer 2021. Simultaneously, investments in blockchain technology have taken the crypto market cap to approx. 2 trillion dollars in 2021. High profits achievable for everyone are attracting developers, investors and a variety of players, speculators, and assets collectors.

OpenSea monthly volume and transactions



Within the most popular NFT market OpenSea, a more than 1000% increase in monthly volume can be observed to almost 4 billion USD in a short period of a few months. In terms of transactions there is also an enormous increase in monthly transactions count to over 2 million. The NFT market lets people exchange individual assets of every possible form guaranteeing uniqueness, together with a real dollar value. For now, it mainly covers unique memes and digital art, but NFTs begin to play a big role in the gaming industry where every item gathered in the game can be represented by an NFT belonging to a specific owner, which is fundamentally secured by the blockchain protocols.

NUMBER OF MONTHLY ACTIVE PLAYERS AXIE INFINITY



The Play2Earn model lets players earn new digital assets by playing games and trade them for other cryptocurrencies like Bitcoin, Ethereum, stablecoins or conservative fiat currencies like dollars. The trend looks promising as many more game producers are adding possibilities to earn real money playing in their ecosystem. Looking at the growth of the most popular Play2Earn

game Axie Infinity we can see that in an over half year period the number of monthly active players increased by over 10000%.



Among a growing variety of Play2Earn games there is still lots of confusion as to which games are worth learning and trying to discern. Some games are in the development stage, and some have just been released while a few games have yet to establish a strong position. Many new opportunities are very beneficial for a lot of participants despite an ongoing discussion whether Play2Earn can become the next major gaming trend replacing traditional platforms we know today.

2 DAO

PlayNity decentralized autonomous organization (DAO) delivers functionality and benefits to several groups of participants including players, suppliers (investors), trainers (coaches), and managers. There are several possible scenarios of processes performed among a group of participants based on requirements, scope, and expectations.

2.1 PARTICIPANTS



PLAYERS



Players are fundamental actors in the system, without them it would just be impossible to participate in the underlying Play2Earn projects. They spend their time playing games and earn money based on daily or weekly wages depending on their skills and widely understood equipment. Due to surging in-game NFT prices, most players are not able to afford the required high initial investment and supplies to start playing or maintain playing on a required level. Some players gain their skills by themselves while others under the watchful eye of a trainer. Depending on a particular game, time spent, market prices and trends, players are able to earn, depending on various factors, from about 300-1000 USD per month within lower levels to even over 3000-10000 USD per month in best scenarios, using high investments, multi-gaming strategies and taking part in the tournaments. Within the PlayNity DAO, a player can earn as much as **40% to 80% on his in-game earnings with zero required investment** depending on due incentives and leaderboard rewards



SUPPLIERS



Suppliers invest their funds to receive high yields in return. In most cases suppliers only want to invest money expecting high APY without gathering knowledge regarding gaming process and spending their time to learn playing details. PlayNity makes this possible, enabling transparent cooperation. Suppliers, by buying and staking native tokens, can earn as much as 10-20% return per month from in-game earnings plus incentives. It must be acknowledged that not all the supplier's assets can be played at all times by players, so by buying DAO token and staking it in the pool, the incentives will play an important role, providing expected total **APY value of up to 100% - 200%**. As the project develops, earns more money, and the number of staking suppliers change, the APY will naturally fluctuate.



TRAINERS



Trainers are the source of knowledge, who can help to develop earning rates for all system participants. Thanks to trainer's experience and knowledge, newbie players can get into action much faster and with better skills, simultaneously saving a lot of time required for recognition, elimination of newbie mistakes and unnecessary costs. Advanced players cooperating with trainers can develop their in-game techniques, learn valuable pro tips, increase the number of games played, and much more for a higher spectrum of potential gains. Trainer, with zero required investment, can earn in the PlayNity DAO as much as **4% to 6% on his player's earnings** depending on due incentives and leaderboard rewards.

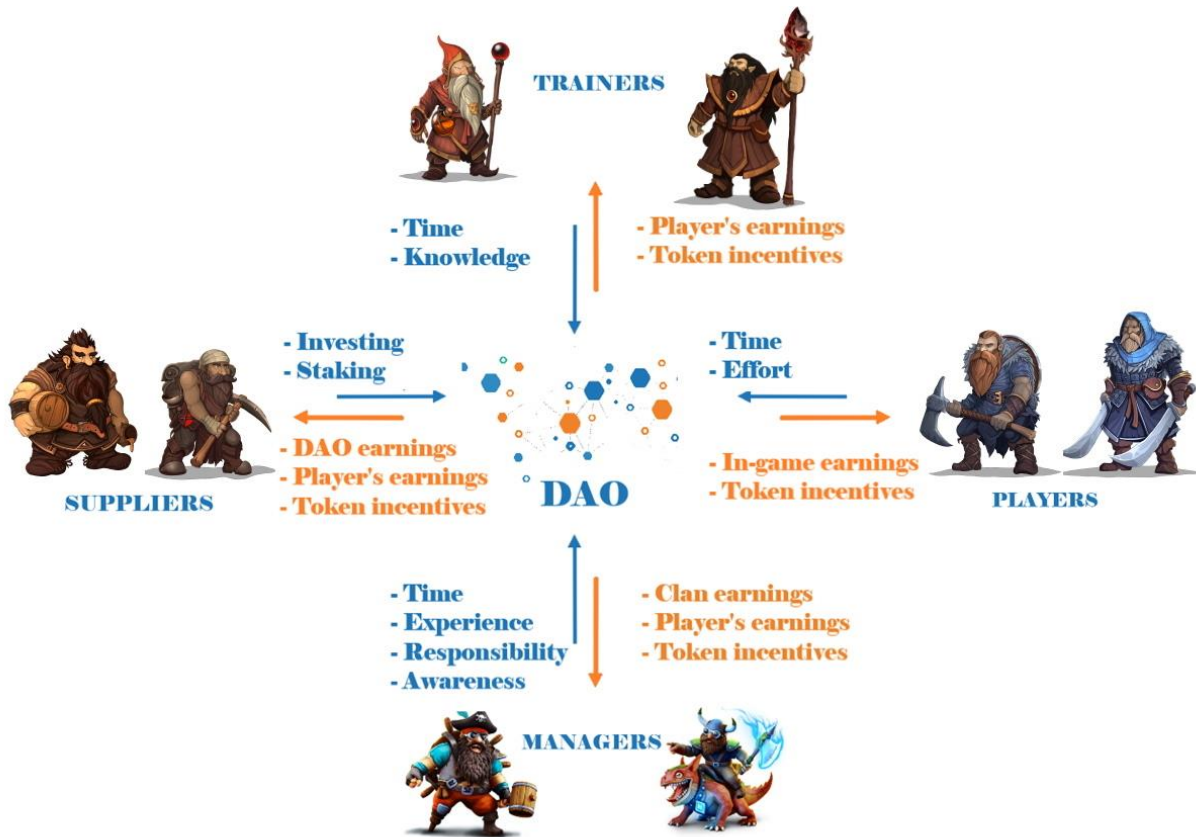


MANAGERS



Managers are the supporting bridge between the real world and the DAO. Their tasks include players and trainers' recruitment and later assignment, selection of profitable games, new games research and development and NFTs management. They create and manage clans (teams) which gather groups of participants focused on common objectives. They also **manage in-game NFTs**, directing them into various value growth activities like multiplying or so-called breeding. Manager's role in the **project's early phase** will be performed by the team and earnings will go to **the treasury**. As the project grows this responsibility will be delegated to the most experienced trainers.

2.2 PROCESS



The in-game earnings are split among the project participants. Certain percentages can be subject to voting, but the main idea is to split the in-game earnings in the following way: 40% to player, 4% to trainer, and the rest to the treasury (20% of which is used to token buyback and burn). Additionally, each manager will receive 3% on the earnings coming from NFTs management under his responsibility. In the early stage of the project managers tasks and roles will be operated by the project team and all earnings will go to the treasury. **In-game activity incentives** will play a major role in convincing players, managers, and trainers to participate in the system rather than trying to organize their own processes outside the system. These incentives will be assigned proportionally to in-game earnings depending on how much money participants have earned, to achieve a minimum planned income for particular participants.

All participants are able to earn even more thanks to the leaderboard bonus rewards and the loyalty rewards.



Additional token incentives, based on automatically generated **leaderboards, bonus reward tokens** will be distributed to players, managers and trainers who have earned the most over the weekly and monthly cycles.

Rewards will be split regularly among most profitable participants in the weekly and monthly periods:

- 4.25% each to places 1-4 (total 17%)
- 3% each to places 5-10 (total 18%)
- 2% each to places 11-20 (total 20%)
- 1% each to places 21-40 (total 20%)
- 0.5% each to places 41-80 (total 20%)
- 0.25% each to places 81-100 (total 5%)

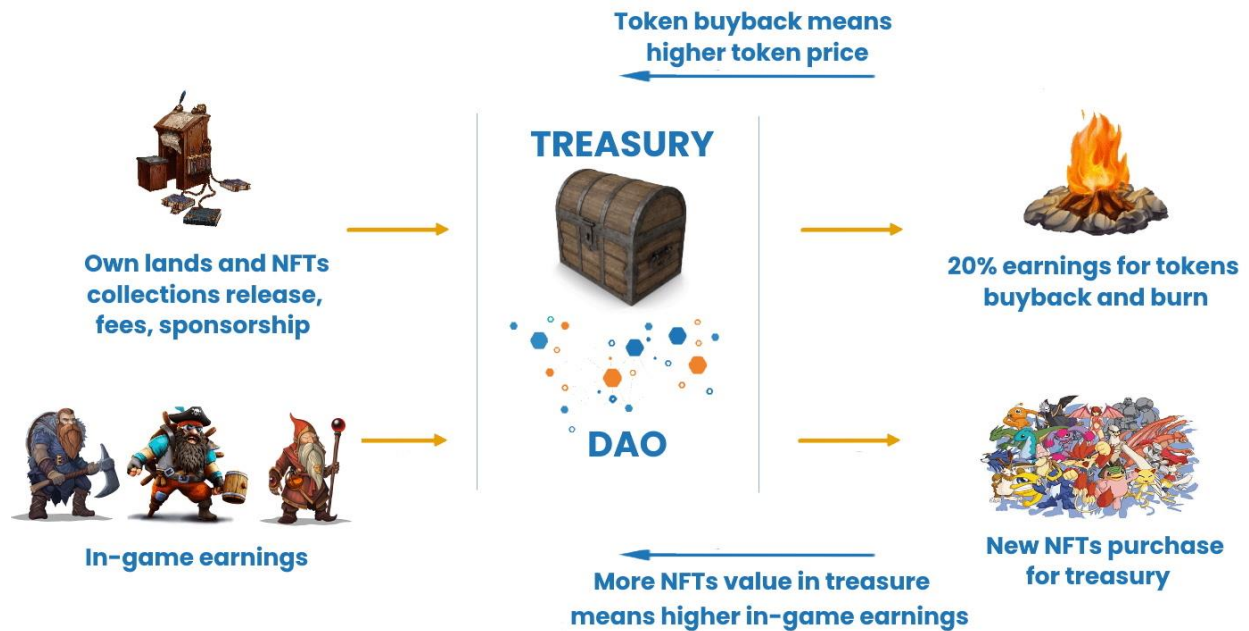
For suppliers, the **loyalty bonus** rewards will be distributed, based on the length of staking duration of their tokens.

The loyalty bonus rewards pool will be recommended to be split among suppliers, based on the staking duration.

- 3-month holders
- 6-month holders
- 12-month holders

2.3 TOKENOMICS

The native fungible token of the PlayNity platform has the ticker symbol \$PLY. It represents capabilities in the scope of governance and utility functionalities among the DAO.



DAO's central part is a **treasury**, which will collect all the assets. A treasury will primarily contain NFTs required for participants to earn money from Play2Earn activities. More NFTs quantity and value means more in-game earnings as more players, managers and trainers can participate in the system, as well as earn more from higher priced NFTs. Besides in-game earnings, treasury will also gather earnings from its **own NFTs collections**, lands release, **fees** (planned to be at **2% per transaction**), and **sponsorships**. In the first 10 months the treasury will also receive scheduled tokens in a monthly interval.

In principle, **20% of earned value will be spent** on the tokens buyback and burn. It will make circulating tokens less inflationary and at some point, deflationary. **10%** will be spent on the DAO maintenance costs, and the remaining **70%** of the earnings is planned to be spent on the new in-game NFT purchases as well as releasing its own NFT collections to gather even higher earnings. Above numbers and treasury management policy can be adjusted to meet market conditions.

The treasury will be managed similarly to a **crypto portfolio**, meaning that part of the treasury can be held in stablecoins for efficient diversification. In principle, when on-chain data shows market overvaluation, stablecoins can be held in the treasury in higher proportion, to buy NFTs later at lower prices. Additionally, when the token price is highly undervalued in comparison to the treasury and earnings, an additional token buyback can be performed by the treasury. This will make the chances higher for the project to survive the most bearish and volatile periods on the crypto market.

Supplier incentives will be released from the very beginning, to motivate investors to stake their tokens in the system, which should avoid a dump effect in the early period. Among supplier incentives scheduled and unscheduled airdrops are also planned. Moreover, **loyalty programs** will be released for longer duration holders.

In-game incentives for players, managers and trainers will also be released from the very beginning to motivate participants to keep putting a lot of effort into in-game earnings based on the NFTs available in the DAO's treasury. Additionally, **leaderboard** incentives will be released for best participants.

As the token market price is hard to determine, it is worth mentioning that **with growing token price** the treasury tokens value will also grow, enabling purchase of more in-game NFTs, which as a consequence will lead to higher in-game earnings and fees, generating even more treasury income.

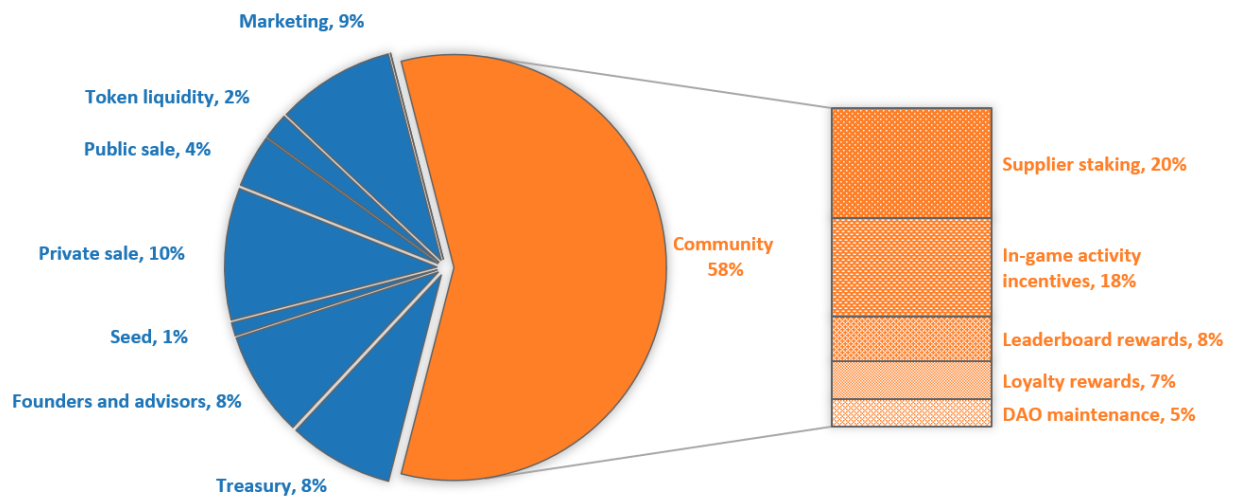
At the beginning it is important to grow the **token liquidity** pool on a decentralized exchange (DEX). Besides base liquidity provided by the project, the suppliers incentives will be rewarding those suppliers who decide to provide additional liquidity for the token in a DEX pool.

Governance functionality will allow token holders to vote on certain solutions and make proposals concerning the DAO operation. Voting power will be calculated proportionally to the quantity of tokens staked. It is also possible to vote on issued own NFTs collections and lands to determine which proposals are worth deploying.

2.4 TOKEN DISTRIBUTION

There will be a total 150 000 000 PlayNity tokens, which is the maximum number of tokens released over 3 years. 150M \$PLY tokens will be distributed to investors, team, liquidity pool, treasury, and marketing for a total of 42%, and to **community for a total of 58%**. If there is a lower demand for the token from a particular group, it can be moved to other community expenses or to the community treasury. Regular token buyback and burn mechanism based on DAO earnings will lead to deflationary nature of the token making the demand side stronger for healthy tokenomics.

At the time of the first listing there will be an **initial market cap of \$598 500** at the token price of \$0.07. For a fair start for all participants, early investors will have tokens vested for a 9-month period and only 10% of their tokens released at the beginning, the same applies to the marketing pool. Founders and advisors will have a 3-month suspension period followed by a 9-month vesting period.



Supplier staking (30M tokens) will be released linearly over a 36-month vesting period. These are the supplier's incentives for staking tokens and therefore investment in DAO.

In-game activity incentives (27M tokens) will be released linearly over a 36-month vesting period. All in-game participants (managers, trainers, and players) will receive the incentives proportionally based on their earnings.

Leaderboard rewards (12M tokens) will be released linearly over a 36-month period starting from the release of the functionality. Rewards will be split among most earning participants in a given period.

Loyalty program rewards (10.5M tokens) will incentivize suppliers who decide to hold their tokens staked for a minimum of 3-month, a 6-month or a 1-year period. Tokens will be released over a 33-month vesting period starting after 3 months – that is after the minimum period required for a loyalty reward eligibility. Rewards will be split among suppliers depending on the staking duration.

DAO maintenance (7.5M tokens) funds will be vested linearly over a 9-month period, with 10% of the tokens released at the token listing. Tokens will be used for liquidity provision incentives and project running expenses. After that period the costs will be covered by the DAO earnings.

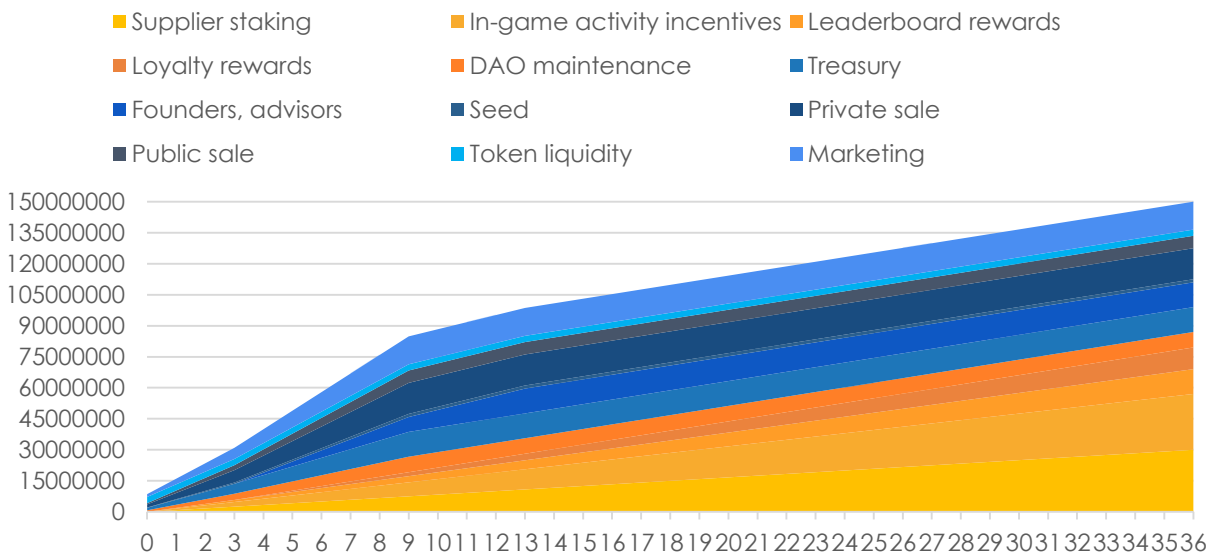
Treasury (12M tokens) funds will be vested linearly over a 9-month period, with 10% of the tokens released at the token listing. Treasury will mainly be used for in-game NFTs purchase required for participating in Play2Earn activities, buying NFT collections voted by community, creating own NFTs and lands, DAO maintenance, and finally performing token buybacks and burns.

Founders, advisors (12M tokens) will have a 3-month suspension period, followed by a 10-month vesting period with tokens released linearly. Founders and advisors are the core team behind the project.

All presale tokens will be vested linearly over a 9-month period, with 10% of the tokens released at the token listing. Presale token release price is **\$0.07 for public sale** (6M tokens), **\$0.06 for private sale** (15M tokens) and **\$0.05 for seed investors** (1,5M tokens) who believed in the project from the start at the early most risky phase. Money gathered in the public, private and seed sale will be used mainly for filling the treasury which will be used to purchase the required NFTs for Play2Earn activities from the start to gather as much system participants as possible, fund the project bootstrapping expenses before token listing, and provide necessary DEX liquidity pool at the day of token listing.

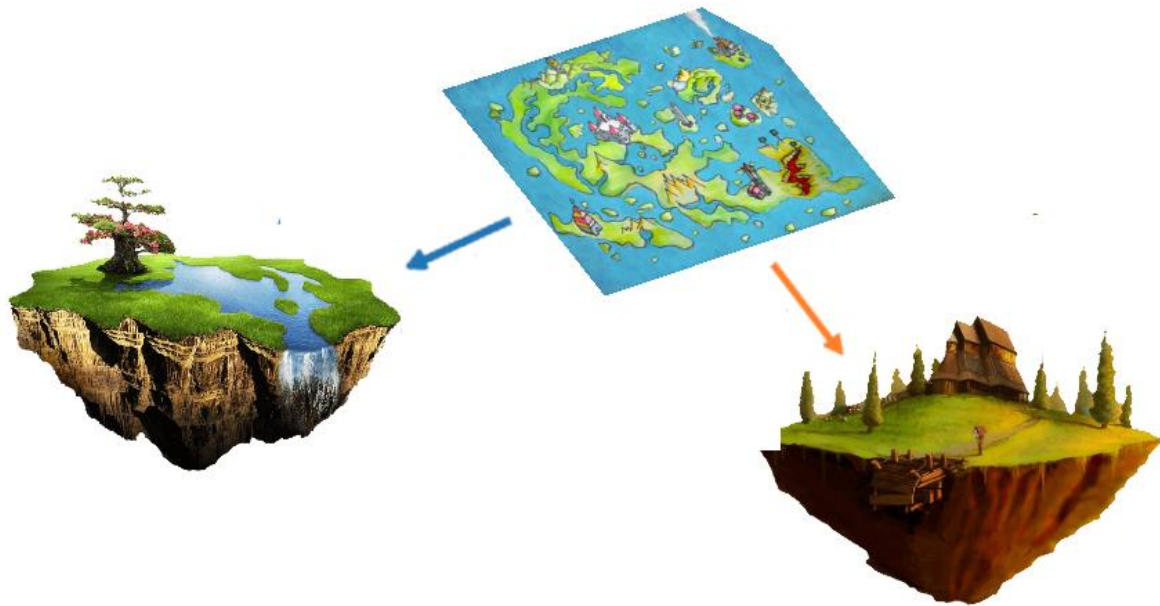
Token liquidity (3M tokens) to fill the PLY token side of the DEX liquidity pool will be released at the beginning.

Marketing (13.5M tokens) tokens will be vested linearly over a 9-month period with 10% of the tokens released at the token listing. Project promotional activities will be aimed at gathering more participants to take in-game actions, finding sponsorships and partnerships, as well as promoting its own NFT collections and PlayNity lands.



The **first listing price will be \$0.07** translating to a **market cap of \$598 500**. Please be advised, that as with most crypto project's listings, the high volatility may be expected at the beginning.

2.5 ISSUED LANDS AND NFT COLLECTIONS, SPONSORSHIP



NFTs development trend makes it possible to issue coherent, unique, community recognizable digital items collections with high price potentials. Revenue in this area will be generated by primary sales of the issued NFTs and later participation in the secondhand transaction fees, maintenance, and releasing updates. It is planned to issue a series of **NFT collections** related to PlayNity in-game activities, achievements, and development. **Land** based NFTs will be related to community metaverse residence, processes, clans, and participants - detailed information will be released according to the roadmap.

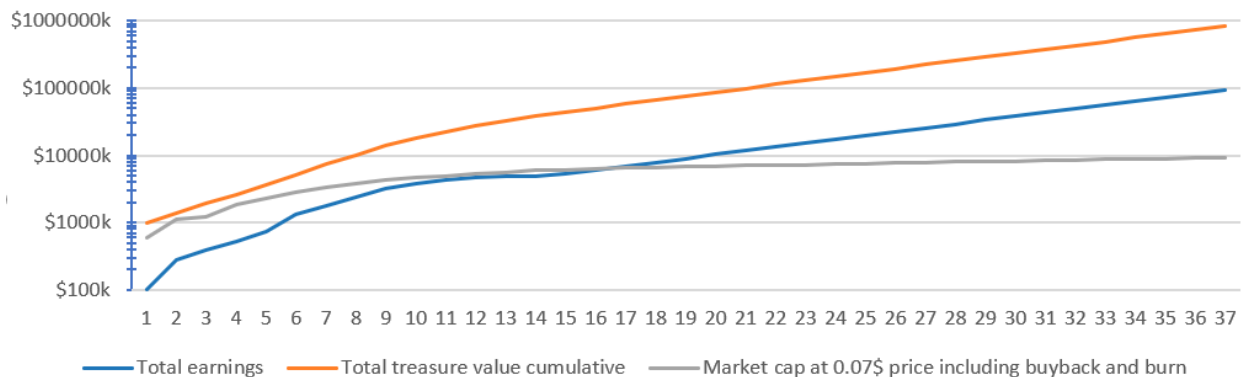


With the growth of the community, **sponsorship** opportunities will arise, providing a strong marketing channel for the companies creating games in the Play2Earn area. It will become possible for those companies and crypto gaming projects to place their vision and game information on PlayNity's issued NFTs and lands. They will be able to use communication channels to reach players, managers, and trainers. Deploying their game in cooperation with the PlayNity environment will become an important part of marketing strategy. for such entities.

2.6 PROJECT ECONOMY

	Listing	1 month	2 months	3 months	4 months	5 months	6 months	7 months	8 months
Tokens in circulation	8550000	16016668	23483335	30950003	39934852	48919702	57904551	66889401	75874250
Burned tokens	0	0	6318074	4466729	6977671	8759638	10481107	12529996	14482186
Tokens in circulation after burn	8550000	16016668	17165261	26483274	32957182	40160064	47423444	54359405	61392064
Treasury native tokens unvested	0	1200000	1200000	1200000	1200000	1200000	1200000	1200000	1200000
Treasury earnings from in-game activity	0	270000	370980	516083	709071	965744	1401620	1982280	2755511
Treasury earnings selling own NFT collections, lands	0	0	0	0	0	300000	303000	306030	309090.3
Fees	0	10000	13740	19114	26262	35768	51912	73418	102056
Sponsorship	0	0	0	0	0	50000	50500	51005	51515.05
Treasury unvested tokens value	0	84000	84000	84000	84000	84000	84000	84000	84000
Initial treasury valuation	1000000	0	0	0	0	0	0	0	0
Total treasury value growth	1000000	364000	468720	619198	819333	1435513	1891032	2496732	3302173
Market NFTs value growth valorization	0	10000	68700	95571	131309	178842	259559	367089	510280
Total earnings	0	280000	384720	535198	735333	1351513	1807032	2412732	3218173
Earnings per released tokens	0.0000	0.0175	0.0224	0.0202	0.0223	0.0337	0.0381	0.0444	0.0524
Total treasury value cumulative	1000000	1374000	1911420	2626189	3576831	5191185	7341776	10205597	14018050
Treasury value per released tokens	0.1170	0.0858	0.1114	0.0992	0.1085	0.1293	0.1548	0.1877	0.2283
Market cap at price \$0.07	598500	1121167	1201568	1853829	2307003	2811204	3319641	3805158	4297444

Total treasury value cumulative will constitute the basic value for a **fundamental market cap** prediction similar to book value in traditional markets. It cumulates the total treasury value based on the treasury value growth. Initial treasury value is based on the presale funding. *Total earnings* sum up the treasury earnings from in-game activity (27% on current treasury value, which is a **conservative assumption** - for example recently the returns of as high as 80% from breeding and 30% from playing are possible for the treasury in the most popular game Axie Infinity), own NFT collections, lands, fees (2%), and sponsorships. *Treasury unvested tokens value* is calculated based on the initial price of \$0.07, which is also a very conservative assumption considering current crypto market trends and price growth potential based on the future treasury and earnings value as well as hype-based factors. Treasury growth is also calculated by the NFTs value growth valorization which is assumed as 5% per month. Those variables let us determine the **earnings** and **treasury value** compared to **market cap** at the base token price of \$0.07. Then we can analyze differences in valuation and determine what token price would be fair based on some indicators.



It can be noticed that at the token price of \$0.07, at almost every moment the market cap is lower than the treasury value. It seems reasonable that market cap should be about the same or higher than treasury value. Although any market price predictions in the crypto space may seem detached from reality, we could establish certain indicators based on the treasury value and earnings to estimate a **fair value token price**.

We could establish a **P/TV (price/treasury value)**, where treasury value can be perceived as an asset based intrinsic valuation of the project, by analogy to the traditional market indicator P/BV (price/book value). Optimal value for the P/BV indicator is approx. 1.2 - translating it to our P/TV indicator means that the market cap should be a 1.2 multiple of the treasury value. In this case the fair price after the first 8 months would be **\$0.27** (1.2 x treasury value per token) up to **\$7.57** after 3 years.

Second indicator to consider is **P/E (price/earnings)** which in traditional markets is assumed to be optimal at about 12, resulting in the fair token price after the first 8 months of **\$0.63** (12x earnings) up to **\$8.67** after 3 years.

Indicator	Desired value	Est. token price for 8 months	Est. token price for 36 months
P/TV	1.2	\$0.27 (8m)	\$7.57 (36m)
P/E	12	\$0.63 (8m)	\$8.67 (36m)

Of course, the token price will depend on lots of factors such as crypto market trends and volatility, Play2Earn space condition and in-game returns, but here we are trying to estimate the price based on its **real underlying value**, not empty hype-based assumptions.

Additionally, any possibly higher token price levels than expected from the above fundamental analysis will contribute to the higher treasury value, resulting in the following self-funding scheme: *higher token price than expected -> higher treasury native tokens worth -> more in-game NFTs purchased -> higher earnings -> even higher treasury value.*



Q3 2021

- Play2Earn and NFT market research --
 - team gathering --
- website and social media development --
 - marketing partners acquiring --
 - registering seed/private investors --
 - in-game process testing --
- application and smart contracts development --



Q4 2021

- marketing process launch --
- smart contracts auditing --
 - public presale --
 - DEX listing --
- early application platform release --
- DAO in-game participants recruitment --



Q1 2022

- application finalization --
 - listing on first CEX --
- lands and own NFT collections preparation --
 - sponsorship negotiations --
- DAO in-game participants expansion --



Q2 2022

- sponsorship cooperation --
- lands and own NFT collections release --
- implementation of community voting --
- establishing gaming partnerships --
- expanding project roadmap --

4 SWOT ANALYSIS

Presented SWOT analysis identifies key **Strengths, Weaknesses, Opportunities and Threats**.

Strengths	Weaknesses
<p>Carefully designed business model based on true protocol earnings from investments into highly lucrative and trending area of Play2Earn yield generation</p> <p>Highly experienced team (management, IT, marketing) including successful entrepreneurs with academic background</p> <p>Highly desirable and unique values for variety of participants of the Play2Earn industry: players and trainers (removal of huge entry barriers), crypto investors (investment without game process knowledge), and managers</p> <p>Enormous number of players and trainers interested in Play2Earn jobs worldwide</p>	<p>Direct dependence on availability and reliability of external underlying projects (Play2Earn blockchain games)</p> <p>Relatively small initial project community compared to largest crypto projects</p> <p>Susceptibility to Play2Earn participants focus redirection fluctuations</p> <p>Necessity to quickly follow and react to new Play2Earn trends, new games released / old games dying out, players effectiveness</p>
Opportunities	Threats
<p>Current period of dynamic progress in worldwide adoption of blockchain based technologies and cryptocurrency utility</p> <p>The current trend of intensive development and growing demand in the area of NFT and Play2Earn blockchain-based technologies</p> <p>Very early stage of trend development, creating high potential for the project to obtain a leading position in the future</p>	<p>General volatility of cryptocurrency markets and possibility of global crypto market collapse and sudden capital outflow and interest due to various external factors including regulatory uncertainty, early emergence of bear market, black swan events etc.</p> <p>Possibility of premature Play2Earn and NFT market trend fade out / NFT price collapse</p>

The major weakness of the project is its direct dependence on reliability of external Play2Earn blockchain game projects. This is however an inherent feature of the project's design and cannot be avoided. Appropriate measures will be taken to minimize the associated risk. The portfolio of available P2E projects will be gradually expanded, starting from the biggest ones, taking significant care to choose the most reliable projects. Other identified weaknesses are common for many starting projects in quickly evolving crypto space and will be minimized by the team by carefully observing the market and environment and taking appropriate actions.

The external threats are related mainly to the same factors that threaten cryptocurrency markets and Play2Earn trend in general and should be taken as the same risk factor as investing in any project in this space. The DAO also includes some anti-volatility measures, as described in this whitepaper, for example treasury portfolio diversification by partly keeping stablecoins. Observing the growing demand for the Play2Earn concept, its global utility and still early stage of adoption, the team is highly convinced that in the absence of major obstacles in the crypto space, the future of this area is highly promising with huge space for growth.

-- Pawel Chmiel --

Conceptual and process manager

20 years high-stakes poker player known as 'Zelik'
teams' manager, investor, and trainer; mindset coach

-- Wojciech Czopek --

PR and social media manager

University of Wroclaw, customer relations,
brand expansion specialist, 18 years marketing experience

-- Przemyslaw Tomczak --

Conceptual and IT manager

Wroclaw University of Science and Technology, management & IT,
20 years IT, 11 years CEO experience in IT; gaming and blockchain exp.

-- Dr Wojciech Donderowicz --

Hi-tech analyst and advisor

Doctorate at Wroclaw University of Science and Technology, IT & physics,
20 years Hi-tech, 16 years CEO experience in IT, blockchain experience

-- Pawel Janik --

Financial and legal manager

Warsaw School of Economics, Wirtschaftsuniversitat Wien; 15 years
CFO/CEO experience, blockchain legal and financial scope

-- Tomasz Kowalczyk --

Blockchain developer and advisor

SGH Warsaw, Military University of Technology
10 years IT experience, CSO experience, blockchain solutions expert

-- Rafal Tomczak --

IT developer, conceptual advisor

Wroclaw University of Science and Technology, robotics, and electronics,
11 years IT experience, IT projects manager, blockchain experience

-- Dominik Kowalewski --

In-game analyst & manager, conceptual advisor

Gdynia High School, logistics, safety management, Play2Earn coach
known as 'KoLi', gaming exp., 22 years assets management experience

-- Marek Donderowicz --

Senior software engineer, tech advisor

Wroclaw University of Science and Technology, IT development
9 years IT experience, IT senior programmer, blockchain experience

-- Angelika Augustyn --

Social media and Content Creator

International Baccalaureate Diploma, Games Design at Bournemouth
University, community management, and copywriting

-- Tomasz Kaliszuk --

Blockchain developer and advisor

Poznan University of Technology, IT development
5 years software and blockchain experience

-- Paulina Danecka --

Head of HR & Culture

Culture studies at University of Warsaw, creativity coach, 10 years of
international digital nomad experience.

6 KEY DATA REVIEW

The following information presents a review of key project data. It is highly recommended not to make any assumptions based on this data before **reading the whole whitepaper content first**.

Main data

- \$PLY tokens total after 3 years: 150M --
- initial market cap at the listing: \$598 500 --
- listing price: \$0.07 --

Token distribution

- community 58% --
- treasury 8% --
- presale investors 15% --
- founders, advisors 8% (3-month suspension) --
- marketing 9% --
- token liquidity 2% --

Presale investors:

- seed 1%, price \$0.05 --
- private 10%, price \$0.06 --
- public 4%, price \$0.07 --
- only 10% investor's tokens released at the listing --

Earnings:

- player 40-80% --
- trainer 4-6% --
- supplier 100%-200% APY --
- manager 3% --

Treasury:

- fees earnings 2% on transactions --
- in-game earnings 25% on treasury NFTs --
- own NFTs and sponsorship earnings starting at 5th month --
- 20% of the earnings intended for token buyback and burn --

Price prediction indicators:

- 0.27\$ for 8 months, 7.57\$ for 36 months, P/TV = 1.2 --
- 0.63\$ for 8 months, 8.67\$ for 36 months, P/E = 12 --

7 DISCLAIMER

The primary purpose of this whitepaper is to provide potential stakeholders with substantial information to allow them to thoroughly analyze the project and make an informed decision. The information contained in this whitepaper is not comprehensive or exhaustive and does not represent any commitment to the reader, thus should not be considered as an offer or a formal prospectus.

Before undertaking any investment activities concerning the project, including token sale, we strongly recommend that you carefully study this white paper and all associated documentation. Certain statements, assumptions, estimates, and financial information contained in this whitepaper are forward-looking predictions which are based on and take into account certain known and unknown random events and risks that may eventually turn out to differ factually and substantially from the presented estimates or results.

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website. The funds collected within the ICO will be transferred to the organization registered in the European Union and will be spent in accordance with the information presented in Whitepaper

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