



# LEIA WHITEPAPER

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# EXECUTIVE SUMMARY

## 1.2. Introduction

The mobile gaming industry is experiencing unprecedented growth, with casual games and skill-based tournaments gaining significant traction. At the forefront of this trend are real money games, where players compete based on skill to win cash prizes. However, the integration of blockchain technology and cryptocurrencies in this space remains largely untapped. Leia's gaming platform emerges as a pioneering solution that bridges this gap, offering a seamless blend of real money casual gaming and Web3 technology.

## 1.3. Our unique selling points (USP)

Leia is dedicated to revolutionizing the mobile gaming landscape by introducing a cryptocurrency-based ecosystem for casual, skill-based real money tournaments. Our unique selling points are to:

- 1.** Provide an accessible entry point for casual gamers into the world of Web3 and cryptocurrency through familiar, easy-to-play real money games.
- 2.** Offer a fair, global platform for skill-based gaming tournaments with instant, low-fee payouts, overcoming the limitations of traditional payment methods in mobile gaming.
- 3.** Create a synergistic environment that benefits both players and game developers through blockchain integration.
- 4.** Gradually introduce players to advanced Web3 concepts through gamification and incremental learning experiences

## 1.4. Our Expertise

The Leia team brings extensive experience in creating highly engaging mobile games tailored for casual audiences. Our expertise lies in developing skill-based casual games that are easy to play yet challenging to master, perfectly suited for real money tournaments. This proficiency, combined with our understanding of blockchain technology, positions us uniquely to deliver a superior gaming experience that seamlessly integrates Web3 elements.

By leveraging the Incentiv blockchain and our expertise in mobile game development, Leia aims for Pikmi to become the go-to platform for casual gamers seeking the thrill of real money tournament play combined with the benefits of cryptocurrency technology.

# OPPORTUNITY

## 2.2. Current blockchain gaming landscape

Blockchain-based games have, understandably, focused on the speculative NFT market and play-to-earn through complex game mechanics. Learning and playing these games can be incredibly time-consuming. NFT game launches continue, despite recent market trends showing that the top game is MotoDEX<sup>1</sup>, a racing game. Although it's still an NFT game, the mechanics are simple and game play is short, meaning people don't have to devote a lot of time to play each round.

## 2.3. Casual mobile games

This points to a huge opportunity that the cryptocurrency market has missed: **casual mobile games**. While they are focused on big-ticket play-to-earn games, they are ignoring the fact that casual and mobile games are where the big money is. In fact, mobile games rake in more money than PC and console games combined<sup>2</sup>. More recently, people have been using mobile skills-based games that allow them to play for real money rewards, making this an obvious market for the crypto space, but so far, the crypto space hasn't taken notice.

## 2.4. Skill-based games

The skills-based mobile games<sup>3</sup> market is hot. With a market value of USD 33.6 billion in 2023 and a predicted CAGR rate of 13.5%<sup>4</sup>, The opportunity is clear.

Skill games are a combination of the casual games that people enjoy on mobile and e-sports that are huge money-makers for skilled players. They allow people to:

- ◆ Compete against others at a similar skill level
- ◆ Earn a payout when they win
- ◆ Feel the progress of improving their skills
- ◆ Experience natural excitement about competition with real rewards
- ◆ Match with leagues of peers, ensuring fun and challenging gameplay every time

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<sup>1</sup> 20% More Gamers Active, Dapp Radar Games Report February 2024, Sara Gherghelas, Dapp Radar March 2024. <https://dappradar.com/blog/20-more-gamers-active-with-blockchain-gaming-projects>

<sup>2</sup> The mobile games market is making more money than PCs and consoles combined, Daniel Allan, Android Police, February 2021, <https://www.androidpolice.com/the-mobile-games-market-is-making-more-money-than-pcs-and-consoles-combined/>

<sup>3</sup> What Exactly Are Skills-Based Games, Michał Stonawski, Reality Unit. <https://www.realityunit.one/what-are-skill-based-games/>

<sup>4</sup> Skill Gaming Market Report, Fatpos Global, January 2024. <https://www.fatposglobal.com/reports/skill-gaming-market-1830>

# SOLUTION: THE LEIA GAMING PLATFORM

The Pikmi platform addresses a critical issue in casual game tournaments: timely payouts. High transaction fees in today's mobile skill-based games often result in delayed participant payouts until a large enough sum is reached. Leia resolves this using cryptocurrency, allowing tournament players to cash out even small amounts immediately. This is especially beneficial for casual players in low-cost countries who are not necessarily high-volume players, although these countries have a tremendous number of mobile gamers.

## Blockchain technology for games

Cryptocurrency provides a solution to the payments problem experienced by gamers.

- ◆ Many of today's high-throughput blockchains offer low fees<sup>1</sup> that allow small payouts seamlessly. This addresses one of the frustrations of casual game players, namely, the minimum payout amounts..
- ◆ Blockchains offer transparency for fair matching and payouts<sup>2</sup>, international and cross-border payments<sup>3</sup>, and benefits for holding and staking tokens.
- ◆ When people have confidence that the game tournaments are fair and secure, it increases their confidence and trust in the platform.
- ◆ Creates an equal playing field worldwide, regardless of the local fiat currency.
- ◆ Games are the ideal way for people to get started in Web3, solving one of the industry's major obstacles: onboarding users<sup>4</sup>.

## Immediate Payouts and Easy Onboarding

A significant advantage of the Leia gaming platform is its immediate payout system, which leverages easy onboarding and gamification to introduce Web3 features. Players are educated about crypto and other Web3 opportunities seamlessly. Upon registering, new users receive a small airdrop as a starting bonus in LEIA tokens, ensuring that even casual gamers without tournament participation are onboarded into Web3.

## Effortless Web3 Integration

By joining a game, users create their first Web3 wallet on mobile, offering a breakthrough in user onboarding within the Web3 industry. This effortless process breaks down the first barrier to Web3 adoption, making it accessible to regular mobile users.

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<sup>1</sup> Lightspeed transactions, blazing-hot potential: Decoding the Solana enigma, Trevor Holman, April 2024, Cryptonewz.

<sup>2</sup> Provably Fair Games Explained, Cointelegraph, July 2017. <https://cointelegraph.com/explained/provably-fair-games-explained>

<sup>3</sup> How blockchain technology is fixing payments today and what comes next, World Economic Forum, April 2021. <https://www.weforum.org/agenda/2021/04/how-blockchain-technology-is-fixing-payments-today-what-comes-next/>

<sup>4</sup> The BGA 2023 State of the Industry Report, Blockchain Game Association. <https://www.blockchaingamealliance.org/bga-2023-industry-report/>

## Diverse Game Selection and Partnerships

Pikmi will launch with a variety of built-in games and partner with other developers to offer a wide range of casual games appealing to all kinds of users. Whether on a long commute or a short work break, Pikmi's games cater to different settings and preferences. The platform is designed to appeal to both male and female audiences, with a focus on casual gaming aesthetics and skill-based mini-games that attract competitive eSports enthusiasts. This strategy opens up opportunities for collaborations with professional eSports teams and new market segments.

## Industry Expertise and Accessible Gaming

The Leia team comprises industry veterans behind successful video games enjoyed by millions worldwide. Unlike competitive eSports which require dedicated consoles and fast connectivity, Pikmi's games can be played on any mobile phone, allowing anyone to practice, improve skills, and find equal matches globally. Players can choose to enter tournaments or play practice games, participating without financial risk and using practice sessions to level up.

## Mini eSports Tournaments

Leia facilitates mini esports tournaments where players of similar skill levels compete. Players pay a small fee to enter, and winners receive the prize pool of tokens. These small tournaments, involving 2 to 10 players, ensure quick resolutions and immediate payouts for finalists.

## Commitment to Gaming Excellence

Founded by a team with deep gaming industry experience, Leia prioritizes delivering an outstanding gaming experience over crypto. The platform is funded through tournaments, eliminating annoying advertisements and barriers to progression.

## Unified Currency on Incentiv Blockchain

Powered by the \$LEIA token on the Incentiv blockchain, Leia offers a unified, lightning-fast global currency. Players can quickly move between games on the platform and exchange their currency for other cryptocurrencies on different gaming platforms. This approach ensures players can play various games while carrying their points and winnings across the platform, avoiding lock-in to a single game.

# Leia matchmaking

## Platform release plan

The initial platform will include three games:

- ◆ Game A: Merge puzzler
- ◆ Game B: Penalty Shootout type game
- ◆ Game C: Arcade-type game

## Tournaments

After choosing a game, players can opt for either practice mode or tournament mode. Tournaments offer varying prize pools, with higher payout tournaments requiring a higher entry fee.

Players can unlock 2-10X tournaments with significant payouts upon completing games that take them to higher loyalty levels, as long as they have the corresponding amount of \$LEIA tokens in their account.

Players who wish to compete in higher tournaments must stake \$LEIA to participate in the top leagues.

Most of the games are timed, where players play for a specific amount of time. The highest-scoring players in the tournament earn the prize payout. Some tournaments may offer different gameplay modes in the future. The players have full control of the types of tournaments they choose to join.

Leaderboards show each player's performance in the tournament. Special prizes and NFTs can be awarded for leaderboard performance in the game.

To ensure fairness, Leia will implement anti-cheating measures to prevent the exploitation or manipulation of tournament results. These measures may include measures to detect and penalize cheating, such as bot detection algorithms or account verification processes.

Tournaments are completed once all players within the tournament have completed their game and received their score. Most tournaments will conclude less than an hour after their start, and some could be longer-term competitions spanning several days or weeks with significantly higher payouts. Some games host regular, recurring tournaments with scheduled start times, while others may feature special events on an ad-hoc basis.

# Intelligent Matching System

The Leia Intelligent Matching algorithm ensures fair and properly matched contests. The system creates evenly skilled matches by tracking players' abilities in live tournaments and practice games, giving everyone a fair chance to win.

## Fair Play and Transparency

- ◆ **Skill Tracking:** The algorithm continuously monitors player performance, ensuring balanced matches based on skill levels.
- ◆ **Tournament Leaderboards:** Scores are displayed on tournament leaderboards. Players remain in their respective leagues for the fairest matches and can view the scores of their direct competitors. This transparency fosters trust and ensures players know they are matched relatively.

## Handling Collusion

- ◆ **Collusion Management:** The matching algorithm identifies cooperative behavior (collusion) among players. Rather than banning or preventing collusion, the system matches colluding players against other colluding players, maintaining a fair playing field.

## Advanced Rating System

- ◆ **Custom Rating Algorithm Technology:** Built for competitive games, this system enhances the traditional Elo rating by incorporating factors such as rating deviation and volatility, providing a more accurate representation of a player's skill.

## Blockchain Integration

Leveraging blockchain technology offers additional benefits in terms of transparency and reliability:

### 1. Immutable Records:

- ◆ **Transparent Ratings:** Player ratings and performance data are stored on the blockchain, ensuring tamper-proof and transparent records. Players can monitor their progress and assess others' rankings.

### 2. Decentralized Verification:

- ◆ **Strengthened Integrity:** A decentralized network of nodes verifies rating updates, reducing reliance on centralized authorities and minimizing the risk of fraudulent activity.

### 3. User Input:

- ◆ **Community Upgrades:** Embracing the Web3 ethos, Leia allows participants to propose upgrades to the matchmaking and player rating system through competitions or other campaigns, fostering community involvement and continuous improvement.

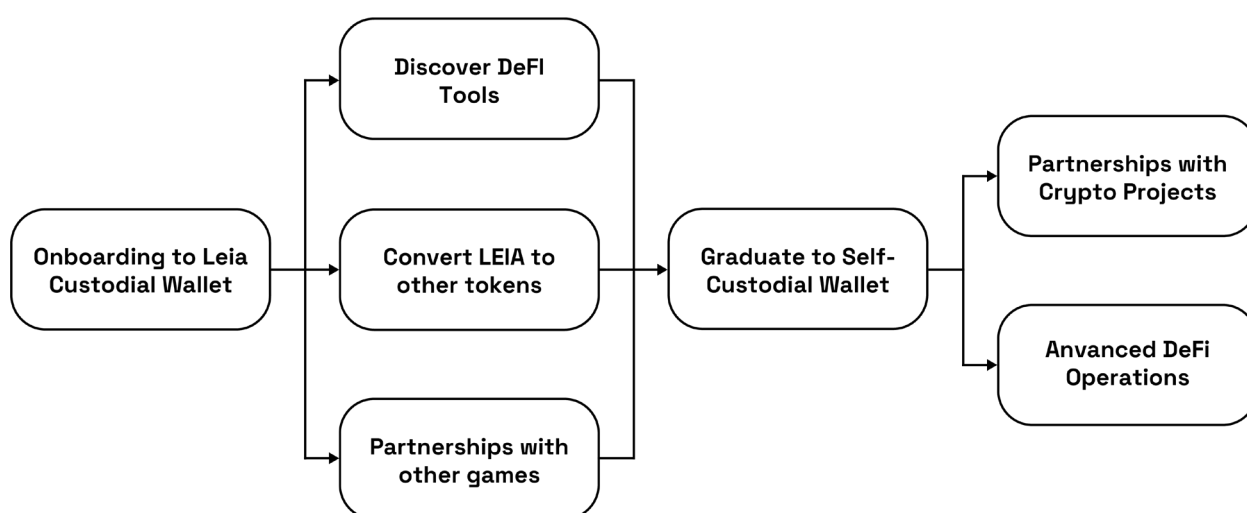


## Community features

The Leia platform seeks to create a vibe of digital community and camaraderie. Players can play their favorite games, follow other players, and become digital friends. Each skill-based league is limited in size so people start to feel like it is a community of people who know one another.

## Onboarding to Web3: Built-in crypto wallet

Leia provides a built-in capability to use a custodial crypto wallet, with the keys held by Leia and an e-mail login. This system allows regular users to onboard themselves to Web3 seamlessly. As people get increasingly familiar with the wallet, Leia will offer areas where people can use DeFi tools, such as staking Leia tokens, swapping with stablecoins on the Incentv blockchain, and using tokens in multiple games.



Once participants are familiar with using the Leia wallet, they can take on self-custodianship of the built-in wallet and graduate to more advanced actions. Today, many platforms teach users how to use DeFi tools, but they always require a cold start for people to get interested “naturally” in DeFi. Leia can offer various gamified experiences for projects looking to attract larger audiences. Instead of having to sign up for a subscription model like the Bankless Airdrop features or the work of Polynize to create quiz-based games, DeFi activities can become part of the casual gaming experience on Leia.

### Features of the Leia Wallet:

- ◆ Payments in crypto wallet.
- ◆ Mobile payment system.
- ◆ Incentive through staking rewards for holding tokens.
- ◆ Connectivity within the wallet to DEX/CEX to trade out to their currency.
- ◆ Cash out only into other cryptocurrencies.
- ◆ Custodial and self-custodial options.

**Future add-ons:**

- ◆ Multi-chain integration.
- ◆ DeFi protocols.
- ◆ Special promotions from third party blockchain projects.
- ◆ Special prizes, NFTs and Airdrops.
- ◆ Loyalty club

## Loyalty Club

The Leia Loyalty Club will use an algorithm that combines the number of games played, the number of challenges taken, and the amount of \$LEIA token staking to signify the weight of people's votes.

Weighting the voting towards those using the system ensures that the best decisions are made for the users-- which in turn means these are the best decisions for the platform's future.

## Future developments: App developers

For game developers, Leia will provide a developer support program where game developers from the Web2 space can integrate their games into the Leia platform. This is designed to provide a wider variety of games to Leia users and a Web3 onboarding platform to mobile game developers.

## Business model

Leia implements multiple income models operating simultaneously for the long-term sustainability of the platform:

- ◆ Sponsorships for in-game and in-platform advertisements.
- ◆ Percentage (5%-10%) of entry fees.
- ◆ In-app purchases of virtual goods and premium features in the in-house games.
- ◆ Percentage of revenues for in-game revenues of partner developers.
- ◆ Platform services from game developers for integration and other services such as leaderboards, matchmaking, etc.
- ◆ Token rewards for participating in the Incentiv blockchain. The blockchain has a unique incentive model for all tokens participating in the network.

# TOKENOMICS

## Token economics: Mint and burn mechanisms

The Leia platform implements a mint and burn mechanism to enhance token value, incentivize token holding, and maintain supply-demand equilibrium. The buyback and burn process operates as follows:

The initial supply of \$LEIA will be of 200,000,000,000. Each month, at regular intervals, the platform will mint 1%-4% of the total supply of the tokens, or a total worth of \$350k. The mint will be used to maintain the platform by paying salaries and other services.

Each tournament will collect 5%-10% of the platform to buy back \$LEIA tokens. Following the buyback, the repurchased tokens are permanently removed from circulation by sending them to a burn address, which becomes inaccessible and effectively removed from supply. This burning mechanism reduces the total supply of tokens, leading to deflationary pressures and potentially increasing the scarcity and value of remaining tokens.

The mint and burn mechanism is designed to align the interests of token holders and platform stakeholders by redistributing platform profits back to token holders and reducing circulating token supply while maintaining the platform. This strategy aims to create a sustainable economic model that rewards long-term token holders while fostering token appreciation and ecosystem growth.

## Token utility

The native token will serve several purposes:

- 1.** Leia token will let players stake the token and join a private VIP club for stakers. There will be four tiers depending on the staked amount, and players will receive special rewards:
  - a.** Tiered high-stakes tournament access: Staking a certain amount of Leia tokens unlocks higher-stakes tournaments, mystery coupons, and special events;
  - b.** \$LEIA stakers will receive access to early games and sneak peeks, a live chat with a VIP agent, private challenges, event updates, and invites;
  - c.** In-game benefits: Players who stake Leia tokens could receive vanity advantages such as customization of avatars and unique game skins;
  - d.** Cashback rewards: Certain tiers will give the players an S-tier cashback amount on each play.
- 2.** Users can initially wager games using \$USD, \$USDC, and \$USDT. Later, \$LEIA will become available for wagering.
- 3.** \$LEIA will be the token for in-app purchases, such as Avatars, NFTs, and other items on the platform.

## Governance

## Proof of Value

Leia's Proof of Value system is designed to fuel growth across all areas of the platform, such as user acquisition, revenue, and engagement. Unlike traditional models that require significant investment in user acquisition, this system incentivizes contributors by rewarding them with \$LEIA tokens for proving the value they generate. Growth is the core metric of value, and those who help the platform grow in any form are compensated with a portion of the value they create.

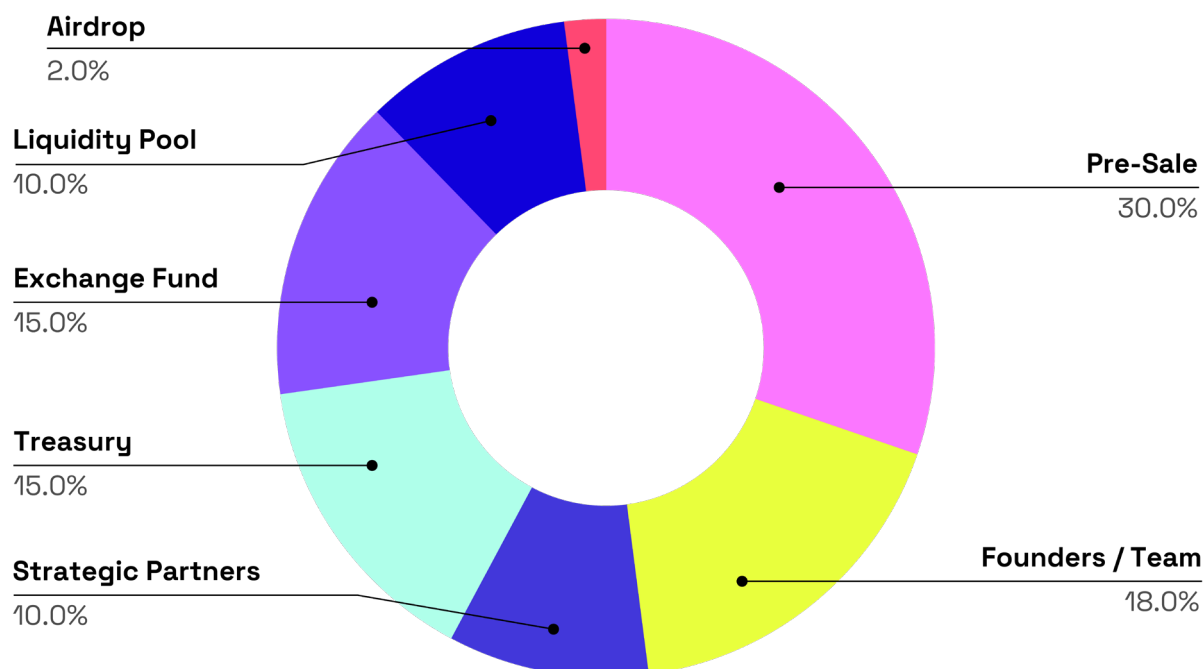
For example, if an influencer drives user growth, they are rewarded with \$LEIA tokens based on the measurable impact of their contribution, as determined by the Leia DAO. This system ensures that the platform's expansion is both organic and efficient, as value creators are directly aligned with the platform's success.

## Token launch

\$LEIA token fundraising will start in September of 2024.

The token listing will be completed by the end of 2024.

## Use of funds



# MARKETING

## Target market

Leia will initially focus on the Japanese market, representing a significant opportunity within the skill-based mobile gaming industry. Japan is a highly lucrative and growing market for real-money gaming, particularly in the hypercasual gaming segment. App Magic data shows Japan consistently ranks among the top countries globally for the most popular and highest-grossing mobile games.

The Japanese market is predominantly split between iOS and Android devices, with iOS accounting for approximately 47.3% of the market share and Android at 52.6% as of February 2023<sup>1</sup>. Given that skill games are only available in iPhone app stores in Japan, Leia will initially focus its efforts on the iOS user base.

In Japan, real-money skill games are regulated by the Internal Affairs and Communications Ministry, which oversees online gambling and other forms of gaming. The Japanese government has taken a relatively crypto-friendly approach, with the Financial Services Agency regulating cryptocurrencies under the Payment Services Act and the Virtual Currency Exchange Service Provider Registration and Supervision Rules.

The Japanese market has strongly preferred popular game genres like role-playing games (RPGs), puzzle games, and simulation role-playing games. However, simple and less complex gameplay experiences can also enjoy widespread appeal among mobile gamers nationwide. Leia will create different skins and interfaces that appeal to different market demographics regarding age and gender.

To capitalize on this opportunity, Leia will leverage its partnerships with renowned personalities and influencers who command a significant following in Japan. These high-profile spokespersons will help raise platform awareness and drive initial user acquisition, tapping into the country's passion for competitive casual gaming experiences.

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<sup>1</sup> Real Money Skills Gaming Market Size, Share, Growth Insights 2028 - Business Research Insights <https://www.businessresearchinsights.com/jp/market-reports/real-money-skill-games-market-105656>

## Go to Market Strategy

Leia's go-to-market strategy will involve the following key initiatives:

- ◆ **Influencer and Celebrity Endorsements:** Leia will leverage the reach and credibility of renowned personalities and gaming influencers to promote the platform, particularly in the Japanese market.
- ◆ **Targeted Advertising and User Acquisition:** The team will employ proven data-driven user acquisition strategies, leveraging platforms like Facebook, Google, and TikTok to reach the right target audience with tailored messaging and creatives.
- ◆ **Community Building and Engagement:** Leia will foster a strong sense of community among its users, encouraging active participation in tournaments, leagues, and social features. This will help retain users and drive organic growth through word-of-mouth.
- ◆ **Localization and Market Expansion:** Following the initial launch of iOS in Japan, Leia will strategically expand into other key markets, such as Southeast Asia and North America is adapting its offerings and marketing approach to cater to local preferences and regulations.

By leveraging these strategic initiatives, Leia aims to establish Pikmi as the leading platform for skill-based mobile gaming, providing an unparalleled experience for casual gamers seeking the thrill of real-money tournaments and payouts.

# ROADMAP AND MILESTONES

## Product Roadmap Q3-2024 to Q1-2026

<b>Q3-2024</b>	Leia Token \$LEIA Private Sale
<b>Q4-2024</b>	\$LEIA Token Launch Early Access: Closed Core Game A Alpha
<b>Q1-2025</b>	Game A: Soft Launch #1 \$LEIA token listing Early Access: Closed Core Game B Alpha
<b>Q2-2025</b>	Leia Platform on Incentiv Testnet Integration of \$LEIA token into the Leia platform Game B: Soft Launch
<b>Q3-2025</b>	Early Access: Closed Core Game C Alpha Game A: Full Launch
<b>Q4-2025</b>	Game C: Soft Launch Game B: Full Launch Implementation of advanced blockchain features
<b>Q1-2026</b>	Deployment of Leia platform on Incentiv MainNet Game C: Full Launch Deployment of 3rd party games integrations