

Whitepaper

Version 2.1

CRYP2NOVA

November, 2022

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TABLE OF CONTENTS

1. Introduction **3**

1.1. A video game storefront 4

1.2. Gaming Platform 4

1.3. Video games creation tool Creta Studio 5

1.4. Asset Marketplace 6

1.5. Locus Chain 7

1.6. Metaverse 7

1.7. Player-centric gaming economy 8

2. Market Research **10**

3. Creta Metaverse Overview **13**

3.1. Public Universe **13**

3.2. Private Universe **15**

4. Creta Studio **17**

5. Business Model **19**

6. Token Economy **25**

7. Roadmap **27**

8. Team **28**

9. Disclaimer **32**

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INTRODUCTION

Creta is the next-generation Web3 gaming platform built on top of the revolutionary blockchain technology Locus Chain.

The advent and rapid development of the Internet have revolutionized human interaction, unearthing new mediums and forms of communication unseen before. Metaverse is the next big logical step where a user role of content observer and consumer mutates into a type of behavior, which revolves around active participation in the creation, production of experiences, possession, and exploitation of assets, and novel ways of social transactions.

We are creating a suite of technological tools to spearhead this digital transformation, enabling new types of experiences in the medium of video games, online social interaction, and innovations in the underlying economic behavior.

We think of Creta as the nexus of the following:

- **A video game storefront** with games built in-house and acquired from third parties that are based on **player-centric gaming economies**.
- **A gaming platform** to rule them all – games, wallets, marketplace, authentication, leaderboard, etc.
- **A community-friendly game creation tool** to bootstrap the development of community-owned games with in-built monetization
- **An asset marketplace** that provides users with ready-made assets that can be easily imported in games, created, traded and reused in the metaverse.
- **A layer-0 blockchain solution Locus Chain** that provides unlimited scalability and full decentralization.
- **The metaverse.**

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A Video Game Storefront

The next-generation platform comes with gaming IPs built in-house and acquired from third-party developers showcased on the video game storefront. Unlike the first generation of blockchain games that offered limited user experience and lackluster content, Creta would enter the market with two high-quality titles under codenames *Kingdom of The Fire: The Rise* and *Fortress NFT*. We aim to make a difference by providing a user experience on par with AAA-grade games in terms of the game design, graphics, battle system, communication system, and other elements of video gaming.

An integral part of our market entry strategy is the acquisition of third-party games to nurture a solid community in three distinct narratives—sci-fi, fantasy, and anima. Given the current pace of development of Web3 infrastructure, we are confident that the advent of new tech and rapid expansion of the existing software should make this process more streamlined and less time-consuming. The game storefront will list acquired blockchain and non-blockchain games that fit the genre, content, and economic feasibility criteria.

Gaming Platform

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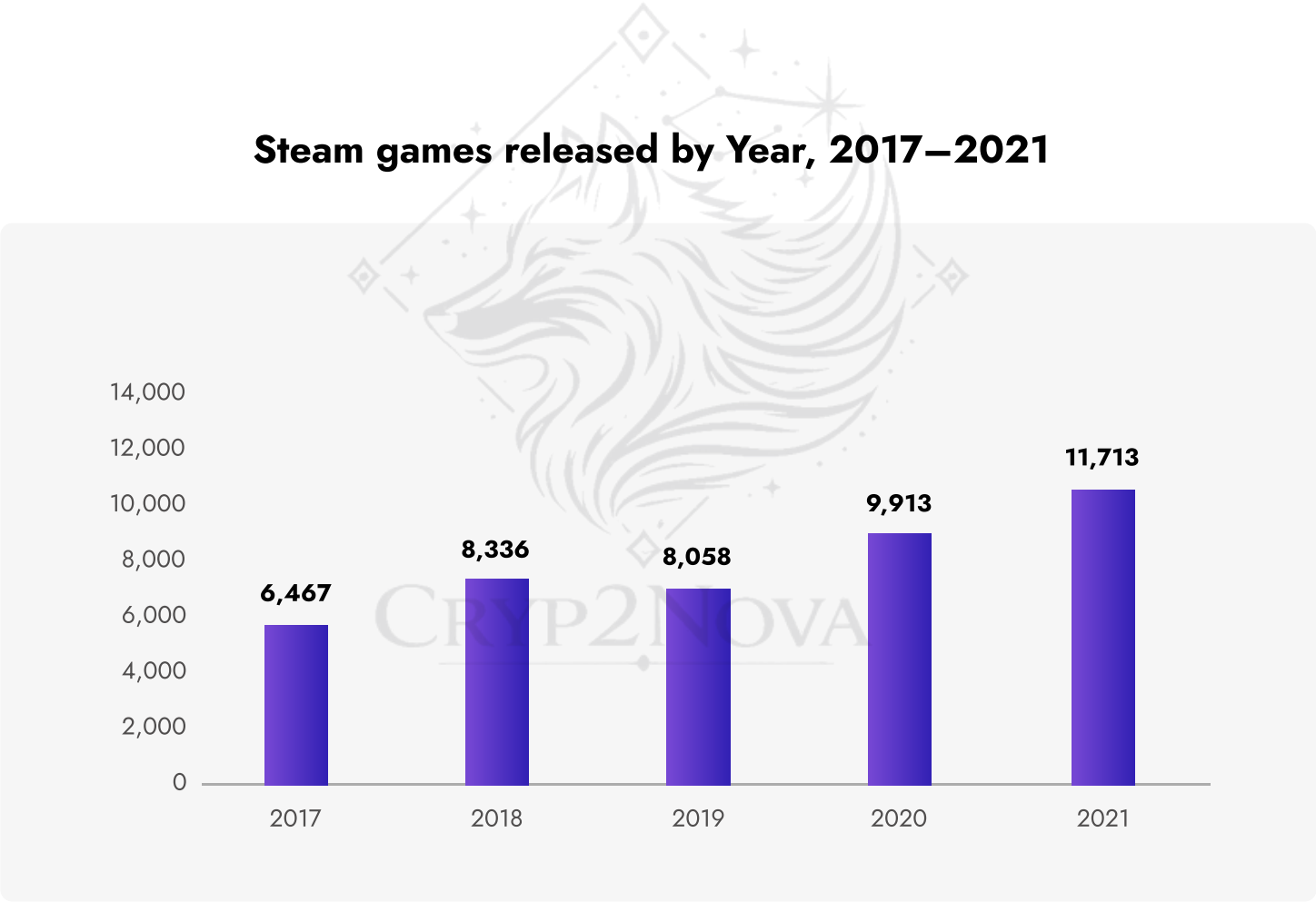
Creta's gaming platform is a point of entry in the game storefront and adjacent services.

These services include an internal marketplace, leaderboard, user wallets, an authentication system, an alert system, and other layers. The platform will provide a seamless user experience, enabling content discovery and transacting. Extended platform functionality will feature an SDK for third-party integrations and a game creation tool for users interested in building games. The core element of the platform is a launcher, which will be shipped as a desktop client (with a mobile version released in future updates), providing access to games hosted on Creta's storefront.

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Video Games Creation Tool Creta Studio

The explosive growth of game creation engines such as *Unity* and *Unreal Engine* has led to the elimination of barriers for aspiring individuals looking to build their games. Game creation has arguably never been easier, with outstanding products shipped by small teams and solo developers amassing millions of dollars in revenue. Coupled with the outbreak of COVID-19, this has resulted in the expansion of games released on Steam, the world's gaming storefront. We believe this trend will persist as long as game engines become more user-friendly, introducing novel opportunities for monetization for creators.



[Figure 1] *Source:* Steam Games Released by Year (https://gameworldobserver.com/2022/01/24/more-than-11k-games-released-on-steam-in-2021-with-30-titles-coming-out-daily)

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Creta Studio is a Web3 software for game developers with a smooth learning curve and features that leverage blockchain technologies. The software will provide a user-friendly, click-to-create interface, a high-quality 3D creation module (with embedded blender and rendering technologies), and an asset store. Creta Studio will be a good fit for builders of any expertise and walk of life, from beginners starting to dabble in game development to vetted developers on the hunt for features that go just over the edge.

Among other features of Creta Studio is native integration with blockchain and module-based architecture that enables integration with Web3 tools present in the market. Creta will launch dedicated game development initiatives to educate the community on building and marketing its products in its ecosystem in time.

Asset Marketplace

Asset marketplace offers thousands of user-generated and built-in NFT art packs that suit any game setting, genre, and style. Assets are created in Creta Studio and can be listed on the marketplace, available for purchase and use in-game by the community. The marketplace will offer flexible customization options, allowing tweaking all economic parameters of the sale such as tiered and bundled deals, pricing, processing of transactions, and others. Creta will charge a commission on each sale, the size of which will be determined along the process of development of the asset store.

Fresh starters with a knack for game development, indie developers with some experience, and those who have managed to dip their toes quite deep into the product development process will find some tangible NFT or non-NFT assets to spice up their production cycle, making it more time and cost-effective.

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Locus Chain

One of the elements of Creta's platform architecture is the blockchain layer served by permissionless blockchain technology Locus Chain, a distributed ledger built to solve the performance problems occurring in blockchain networks. Some of the technical innovations of Locus Chain include verifiable pruning technology, a PoS-based BFT consensus algorithm, parallel processing of transactions, and many others. Locus Chain's architecture provides a solid ground for launching network applications and has already been tested to successfully run one of the versions of *Kingdom Under Fire* in a serverless mode. The mainnet environment of the blockchain is scheduled for release in 2023.

Unlike other blockchains such as Ethereum, Locus Chain has successfully solved the issues of scalability and decentralization, which make it a great fit for online games that historically had stringent requirements for the throughput of the network, especially those in the MMO quadrant. Gameschain, a sub-product of Locus Chain, tailored specifically to blockchain video games, will be a default layer-0 solution, validating the data chunks required for online games to run.

Metaverse

The metaverse in development by Creta is comprised of the Public and Private worlds.

The Public World encompasses a large-scale virtual space where communication is orchestrated in real-time with other users into shared hub zones functioning per the rules defined by Creta and its partners.

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Private worlds are the zonelets owned and managed by users with an option to impose custom rules and make decisions in regards to restricting access of outside visitors, decorating areas, breeding pets, and showcasing the assets acquired through gameplay or purchased from the marketplaces, and many other activities.

The emergence of tailwinds powered by the proliferation of the creator economy has contributed to the growth of user-generated content across entertainment platforms worldwide. As a response to the increased demand for content creation tools and virtual experiences, in particular, Creta users will have an opportunity to interact in public and private spaces, building communities, creating or playing games together, and engaging in other activities aimed at maximizing immersion. Thus, the key pillars of immersion in the metaverse will revolve around digital twinning (creating an avatar of a person), attending meetings and events, and going through shared gaming experiences.

Player-centric Gaming Economy

From the outset of the NFT craze, the proliferation of play-2-earn games has been exceptional. Reinforced by the boom in cryptocurrencies, this has attracted a hefty number of individuals seeking easy ways to make a fortune from this trend.

While many of these games enjoyed a first-mover advantage and were praised for creating short-term value, once the markets got hit hard and their customer bases started to shrink, the implicate problems rooted in the designs of play-2-earn economies started to unearth. Out of numerous flaws entrenched in their business models, a great contingency on the inflow of new players for the continuous profitability of the old ones is arguably the most acute one. We are certain that the collapse of these economies bodes well for sustainable game designs with non-existent barriers to entry for new players. Conversely, this can confine the growth in the short term but will provide invaluable long-term benefits if games become sufficiently attractive for mainstream players.

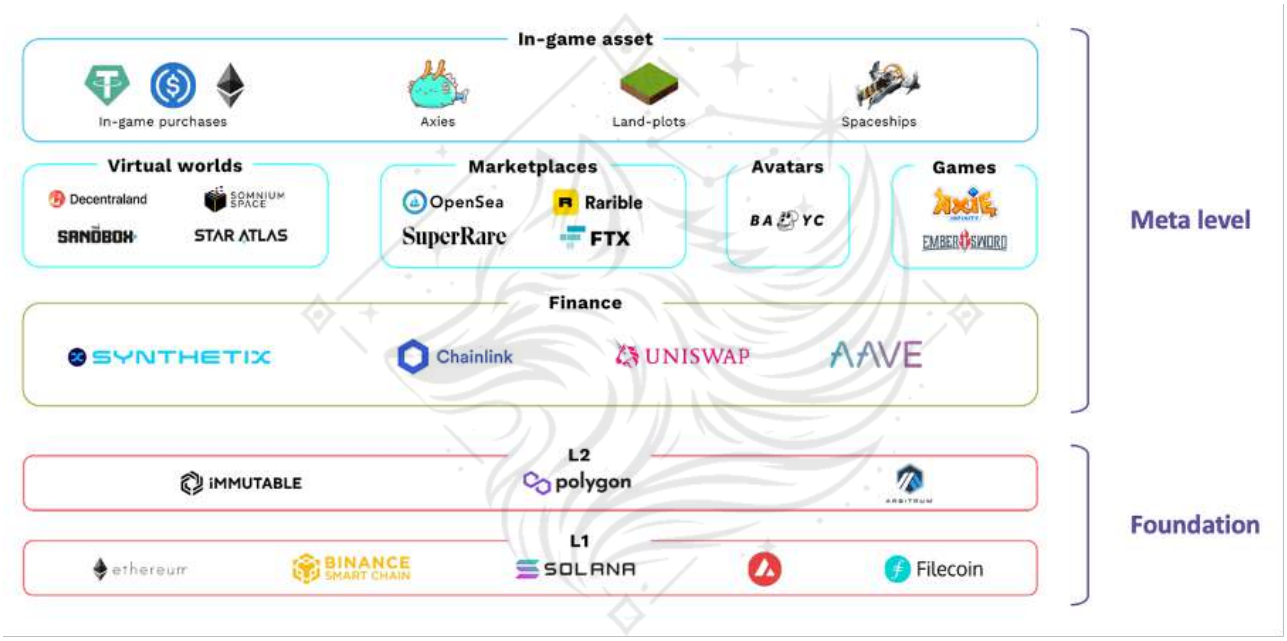
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With this in mind, Creta has opted for a sustainable economic design of the metaverse with gaming mechanics built for classic free-to-play users as well as customary play-2-earn and win-2-earn mechanics for those who seek to capitalize on gaming. Playing all games on Creta's platform is free by default with no fees to enter the metaverse. No Cretarian will be restricted from accessing the content based on their ability to make a down payment—this is a hard rule we prefer to stick to. Moreover, nonpaying users can still explore the capitalization opportunities from the game if they choose not to make an entry fee. For example, they can receive an item via traditional F2P gameplay and decide to list it on the marketplace. If the interested buyer is found, the user gets its share from the sale. An elaborate description of the business model follows in the ensuing sections.

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2. Market Research

The existing metaverse market structure combines many intertwined Web2 and Web3 solutions that work in concert to enable the seamless functioning of the metaverse. Given that most of the metaverses are built off the foundation of the cryptocurrency market, many projects rely on third-party solutions to sustain their operations. These solutions range from marketplaces such as OpenSea and MagicEden to decentralized exchanges with automated market makers such as Uniswap and Chainlink to bring DeFi elements into the landscape of their products.

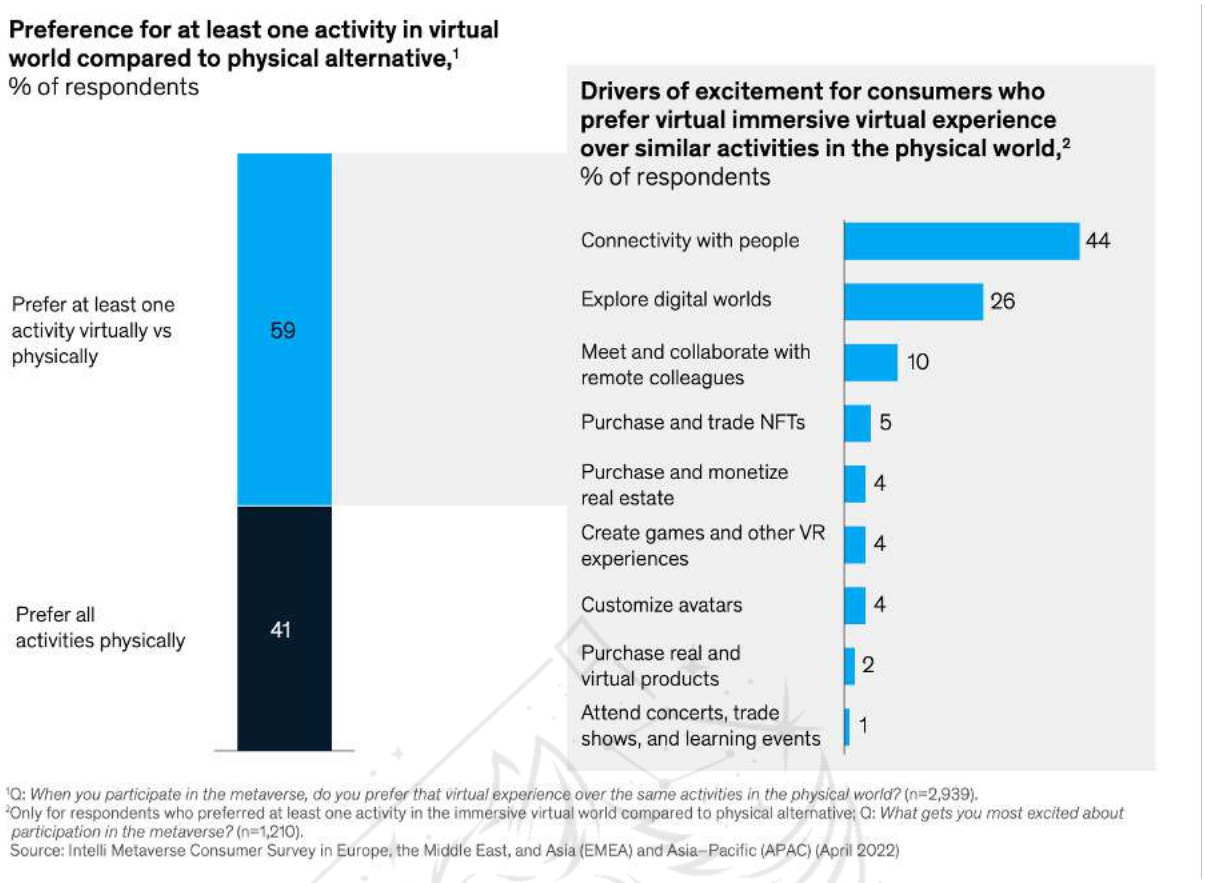


[Figure 2] *Source:* Team research, as of Apr 2022.

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According to the survey done by McKinsey with a sample of 3,000 consumers from Asia, Europe, and the United States, around 60% of consumers welcome the transition of everyday activities in the metaverse. The survey found that people tend to view connectivity as the primary driver of excitement that is better manifested in the virtual world compared to similar activities in the physical world. When asked to define connectivity, many users cited socializing and communicating with important others as the key thing they anticipate from the nascent immersive digital space.

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[Figure 3] *Source:* Value creation in the metaverse, McKinsey & Company, June 2022

Furthermore, many users expressed thrill in regards to connectivity understood as entertainment (attending live events, festivals, museums, and seeing movies), gaming, and shopping. This corresponds to the vision Creta has defined for its own metaverse as all these activities make up an integral part of digital social experiences beyond gaming. We have solid plans to enable these activities in our metaverse as long as brands and other interested parties will continue to turn their heads to the formation of the metaverse with the development of the relevant technology being put in motion.

At the first stage of the metaverse development, we have done research into the landscape of other projects that position themselves as metaverses. As of April 2022, most of the industry peers include play-2-earn mechanics in their games with an overall market capitalization of $21bn and $4bn in combined turnover. Most metaverses live on the Ethereum blockchain with some sort of a tailor-made L2 solution to alleviate the performance issues caused by Ethereum.

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There is common ground in the projects that position themselves as Web3 gaming products:

- Play-2-earn elements used as an acquisition technique
- Community-led development with decentralized governance
- 'Second life' elements, fostering social interaction
- At launch, income is mainly driven by in-game assets sales and in the long run by transaction fees
- Game portfolios are diversified aiming to gain competitive advantage
- Most platforms have inflationary token with no burning mechanism
- Most peers target to provide assets interoperability within the platform
- Design of most tokens does not allow value distribution to token holders

	Decentraland	Sandbox	Axie Infinity	Gods Unchained	Star Atlas	Alien Worlds	Splinterlands	Illuvium	DeFi Kingdoms	Thetan Arena	Tiny World
Sales (land, in-game assets)	$224M	$572M	$4,616M	$22M	$100M+	n/a	n/a	n/a	n/a	n/a	n/a
Total active wallets	24k	36k	2,301k	7k	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Token holders	266k	167k	58k	12k	128k	99k	46k	22k	57k	111k	18k
Daily Active Wallets	52	404	22,460	2,061	n/a	140,100	165,596	9	4,643	291	20,774
Monthly Active Wallets	542	7,770	481,790	12,574	n/a	766,499	325,408	221	28,858	3,664	48,466
Social Media subscribers	850k+	2.5M+	1.8M+	200k+	500k+	200k+	250k+	550k+	220k+	480k+	75k+
Total Registered Users											163,248

[Table 1] *Source:* team research, Nonfungible.com, dappradar.com, etherscan.io, solscan.io, CoinMarketCap, team estimations (*as of 30 Apr 2022)

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3. Creta Metaverse Overview

Creta is a metaverse project built from the ground up with an application of the cutting-edge blockchain technology Locus Chain. The project is aimed to address the nascent demand for immersion in entertainment industries, with a heavy focus on gaming.

The metaverse consists of Public and Private Universes distinguished by content, available activities, earning opportunities, land access rights, and external curation. Public Universes are by default built and curated by Creta's team and its partners, while Private Universes are created and overlooked by the community. These areas are linked to games built/acquired by Creta and by the community in a way that enables true ownership of in-game items, that can be placed, traded, exchanged, and accumulated in Private Universes.

The world of Creta is a multiverse space that expands unlimitedly due to its modular design, a world in which the Public Universe and Private Space are integrated.

Public Universe

The public Universe is a huge virtual world where communication occurs in real-time with other users. Each part of the Public Universe has its own unique theme and setting, and not only is just visually customized and differentiated from other parts but also provides users with a strong individuality that goes beyond the conventional individual platform.

This is because the Creta World has a personality that is fundamentally a "multiverse". Not only will each universe expand and evolve individually, but also worlds with new themes will continue to be added. In the long run, it will be possible for the community to vote for the addition of other worlds to the multiverse. Below is a template of the Public Universes to be provided initially.

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Near Future: This is a world with themes of modernity, the near future, and science fiction. It is the central world with good compatibility with familiar genres such as FPS and car racing, etc., and has an environment and looks of avatars that bear a close familiarity to users.



Fantasy: If the Near Future world is the most familiar place from a realistic approach, the Fantasy world will be the most familiar place from a game approach. A fantasy world in which there are swords and magic, and monsters are actively roaming around – that is the Fantasy world, with its theme being "medieval". Users will mingle with various genres that they are familiar with in games, such as dungeon RPGs, full-scale strategies, monster hunting action, etc.

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Animeverse: Animeverse is a place that has quite different charms from the two previous universes. The Universe 2D sentiments centered around the Japanese animation-style characters can strongly appeal to users familiar with this subculture. It will suit casual games with low barriers to entry that are easy to enjoy, and it will also go very well with non-game cultural content. There are endless possibilities for various performances and social parties, etc.

In these diverse universes, users can mingle with their friends, enjoy various content, and foster relationships with people previously unseen thanks to the heightened immersion. There is a traffic hub in the heart of the world where you can go to other Public Universes and Private Spaces, and around it lies a city that has numerous facilities to make traversing the metaverse an effortless experience.

Brands can also prosper from taking part in the activity in Public Spaces. They can appeal to users by bringing in the advertisement, and launching special projects along the way. The brands looking for growth in the awareness of their product offerings can go as far as decorating the interior in the zones rented or owned by them with an opportunity to host live giveaways, shows, and other fancy events.

Private Universe

Unlike the Public Universe, which is a common space shared by all inhabitants of the Creta multiverse, Private Space is a restricted area privy to an individual user.

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Every Cretarian is provided with their own private space in the Creta World.

All management rights of Private Spaces belong to users who can exercise their creative potential to the fullest, nurturing a dream place ripe with content that feels appealing to their taste. Users can drag assets from the marketplace or take a leap into creating their own set of assets in Creta Studio and show it off in their private zone. Not only assets can be installed in Private Spaces, but also gateways to games developed by users can be deployed in these areas. Users can tweak the economic parameters of accessing this content according to their taste and expectations, gaining monetary rewards external visitors interacting with the content they have created.

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4. Creta Studio

Creta Studio is a game production software that enables the user-friendly creation of video games from initiation to polishing without a requirement of profound knowledge of coding and software engineering.

The tool caters to builders of any level, including enterprise-grade game developers who value ease of use, privacy, safety, and implementation of cutting-edge technologies to build out the crystal-clear pipeline of the assets and web3.0 game logic. An extended version of Creta Studio allows tweaking the low-level parameters of the engine, achieving a high degree of customization and compliance with custom development environments.

The tool is built in modular design, featuring a click-to-create user interface, which will be especially praised by the beginning creators who want to dabble in metaverse game development but feel repulsed by other game development tools. Such users will enjoy the monetization features that are available from scratch. Fine-tuning in-game economy parameters would allow them to start accumulating revenue from the moment of launching the game and deploying it in their Private Space.

Creta will spearhead the initiative to curb the learning curve of its creation tool by releasing the development documentation, growing the community of ambassadors, and launching the L&D initiatives with prominent speakers.

As described above, Creta Studio encapsulates some of its logic into native functions, enabling game creation by dragging assets and juggling lego blocks containing procedural logic. Several modes differ in the degree of complexity, corresponding to the mastery of the user within the game development field of knowledge.

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Player Mode: A basic mode available for all Cretarians by default. Although it does include some of the basic editing functions related to avatar customization and decoration of the player zone, it does not allow for a full-fledged opportunity of creating a game or a complete refurbishing of the lodging.

Beginner Mode: Basic production mode that stretches somewhat beyond simple editing and customization of assets. It is provided for general users to decorate their avatars and houses, such as in-depth avatar customizing, full-fledged digital twining, complex modification of objects in the player zone, etc.

Advanced Mode: This mode adds the ability to import and edit UGC on top of the assets pool provided by Creta. In this mode, users can finally create simple games with basic logic.

Expert Mode: This mode enables more full-scale and professional engine-related functions, such as map editors, etc. Interfaces to web3.0 tools are unlocked as well as monetization logic.

Master Mode: This is the mode for creators who want to exploit Creta Studio to its fullest. It is possible to access and tweak low-level data at the engine level, and even modify and add custom functions, hence the creation of high-quality games becomes possible.

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5. Business Model

The emergence of blockchain-driven gaming models has unlocked numerous possibilities to enhance the run-off-the-mill gaming experience. The vital driver of that movement so far has been play-2-earn games that reward players for spending time in the game, fostered by liquidity providers such as cryptocurrency exchanges (for fungible governance tokens) and NFT marketplaces (for non-fungible tokens). Stacking pools have been another important provider of liquidity incentivizing users to freeze their tokens in quest of additional capital gains, although their practical application to the metaverse so far has been quite dubious.

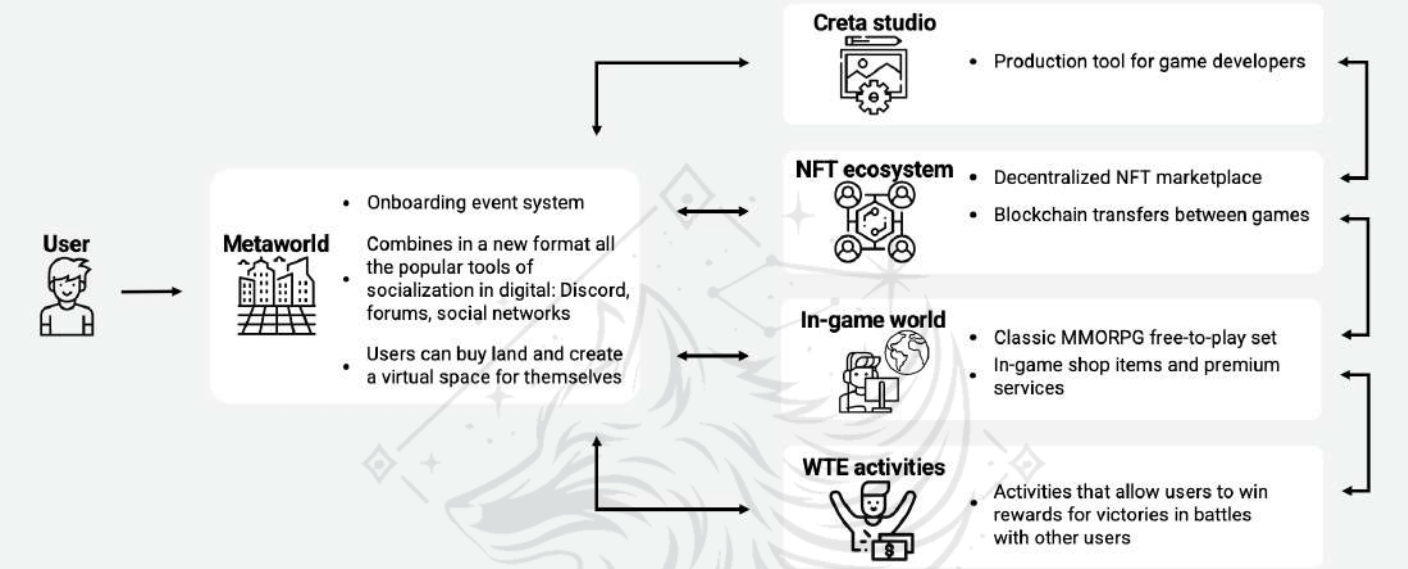
Active development of the ERC721 standard has enabled ownership of in-game assets. While there are many concerns regarding the implementation of that standard and other similar standards that have emerged for other blockchains to the architecture of games due to engines compatibility, it is nevertheless possible to enable true ownership of in-game assets for users within the domain of a single metaverse when the whole pipeline of the games is overseen and orchestrated by a single developer.



[Figure 4] Creta is positioned to combine the best of traditional and crypto gaming

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As has been outlined earlier, the business model of Creta will offer no barriers to entry for new users. Every Cretarian will have a chance to engage with the metaverse similarly to how they engage with free-to-play games. Play-2-earn and win-2-earn activities are available in the metaverse, but they are customary and can be explored by users who are motivated by the desire to profit from gaming. At the same time, users who have not paid the 'entry fee' still have a chance to accrue value via traditional free-to-play gameplay.



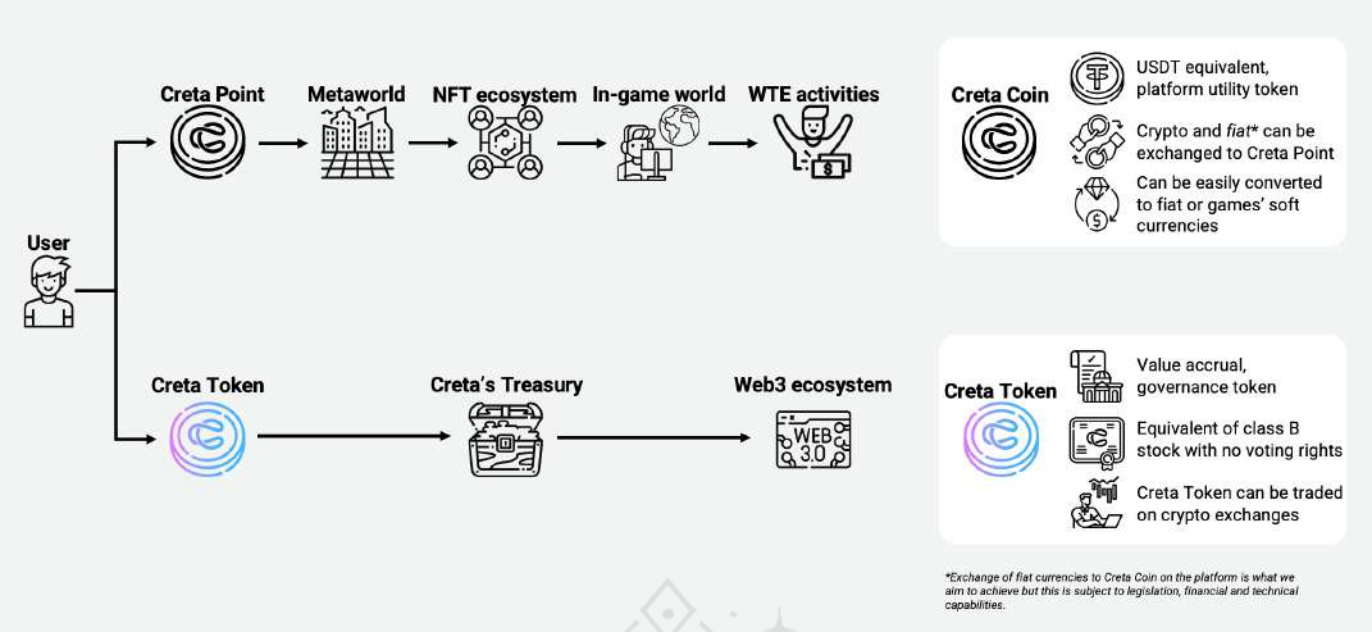
[Figure 5] *Economically sustainable metaverse*

At least two currency types circulate in the Creta's economy:

- **Creta Point**, a utility token pegged to the value of USD, used for transactions on the platform
- **Creta Token**, a governance token essential for the development of Creta platform

By design, the economy of each game in the Creta's metaverse can be tied to a synthetic token issued and applicable only in that game with an option to convert it into Creta Point. The latter is used as a means of exchange in the metaverse, while the application of Creta Token lies in the domain of governance. Additionally, Creta Token provides a gateway to the infrastructure of the Web3 market.

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[Figure 6] *Token flows*

While users can access the metaverse and its content for free and enjoy the games, there is some form of gatekeeping in regards to in-game activities that offer opportunities to earn for both paying and nonpaying users.

Nonpaying users have a chance to earn rewards that can be swapped for Creta Point from play-2-earn gameplay through PVE and P2P activities. One of the manifestations of this system is a bounty hunting platform featuring custom quests, which can reward users with sellable items upon successful completion of in-game quests.

Creta will launch a cycle of perpetual user engagement through in-game events, tournaments, and other activities aimed at growing retention similarly to the way customer engagement is handled in free-to-play games. The key distinction from traditional free-to-play gameplay is that users can extract value from listing the acquired items on the internal marketplace, questing, and taking part in contests, and other activities. These mechanics will not be privy to the games shipped or acquired by Creta but will also be available for all creators who build games via Creta Studio.

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The extension of earning opportunities for paying users is found in the application of win-to-earn and pay-to-play activities that enrich the gameplay experience with access to new content and mechanics that unlock additioal competition trajectories with other players.

Some of the win-to-earn activities that can be included in the games:

Balanced e-sports tournaments

- Users bet Creta Points instead of ranking points to receive the opponent's bet (less platform cut) in case of victory
- Qualifying stage of PvE
- Players fighting for the prize at PvP competition

Rating

- Players are given time to gain rating points through PvE activity, after which an overall rating is formed based on the total points
- Rewards are distributed according to the top players based on the player position

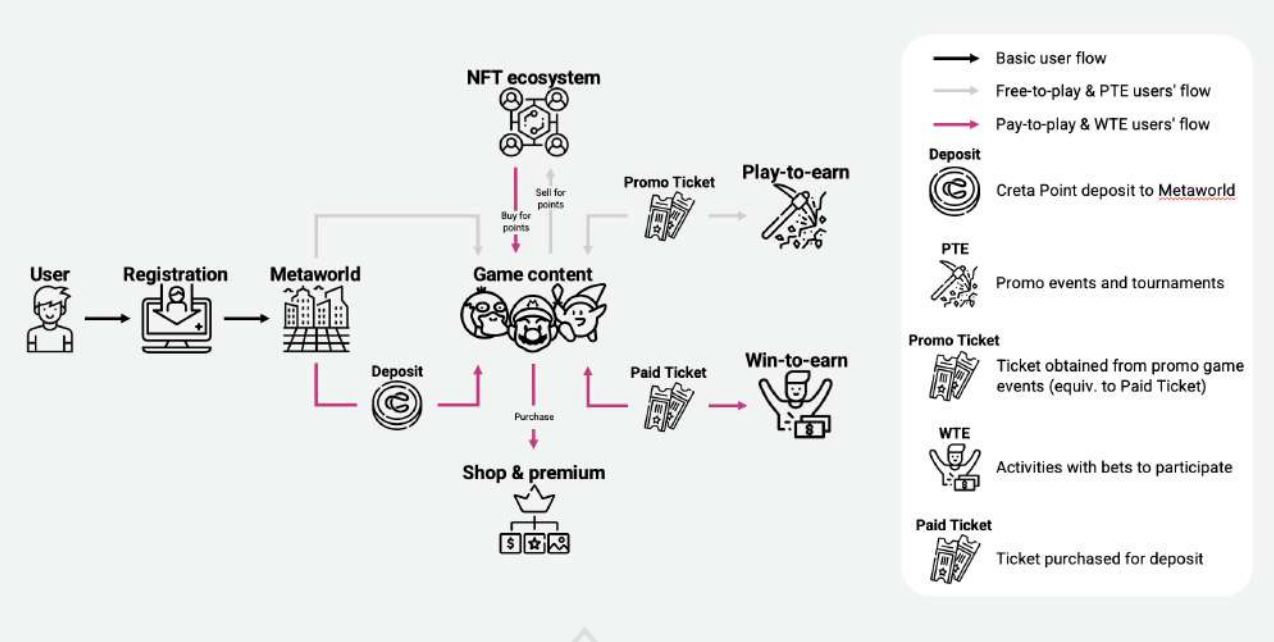
Draft

- Players pay the participation fee, and receive a limited number of lives to complete several PvP
- Each victory above lives number increases the size of the prize, each defeat reduces it
- The mechanics seeks to organize battles with equal rivals based on the win/loss ratio

Battle pass

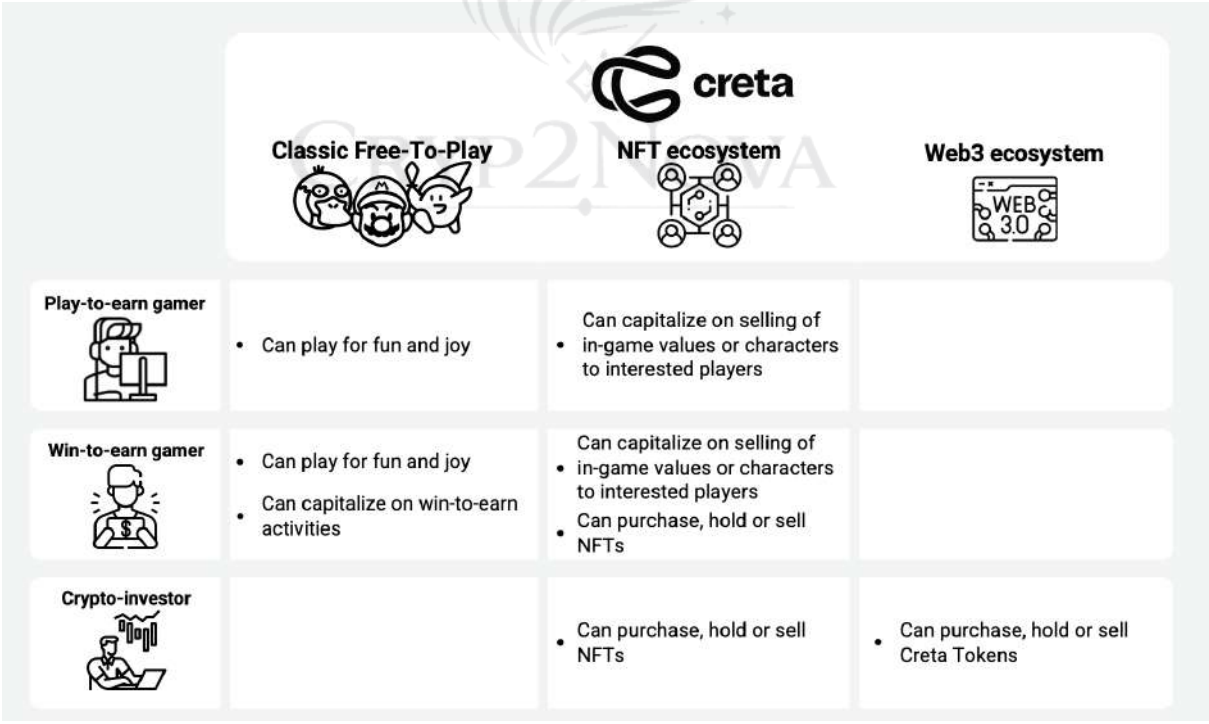
- Paid and free
- Free battle pass allows exchanging in-game time for non-unique
- Paid battle pass allows competing for a share of the prize pool and rare game valuables

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[Figure 7] *Platform user flow*

The blend of play-2-earn, win-2-earn, and pay-2-play models fosters benefits for stakeholders from the whole spectrum — mainstream gamers, short-term profit-seekers, and crypto enthusiasts with long-term product-centric mindset. The roadmap underpinning the release schedule of in-game activities in each of these models is currently under development.



[Figure 8] *Opportunities for the entire spectrum*

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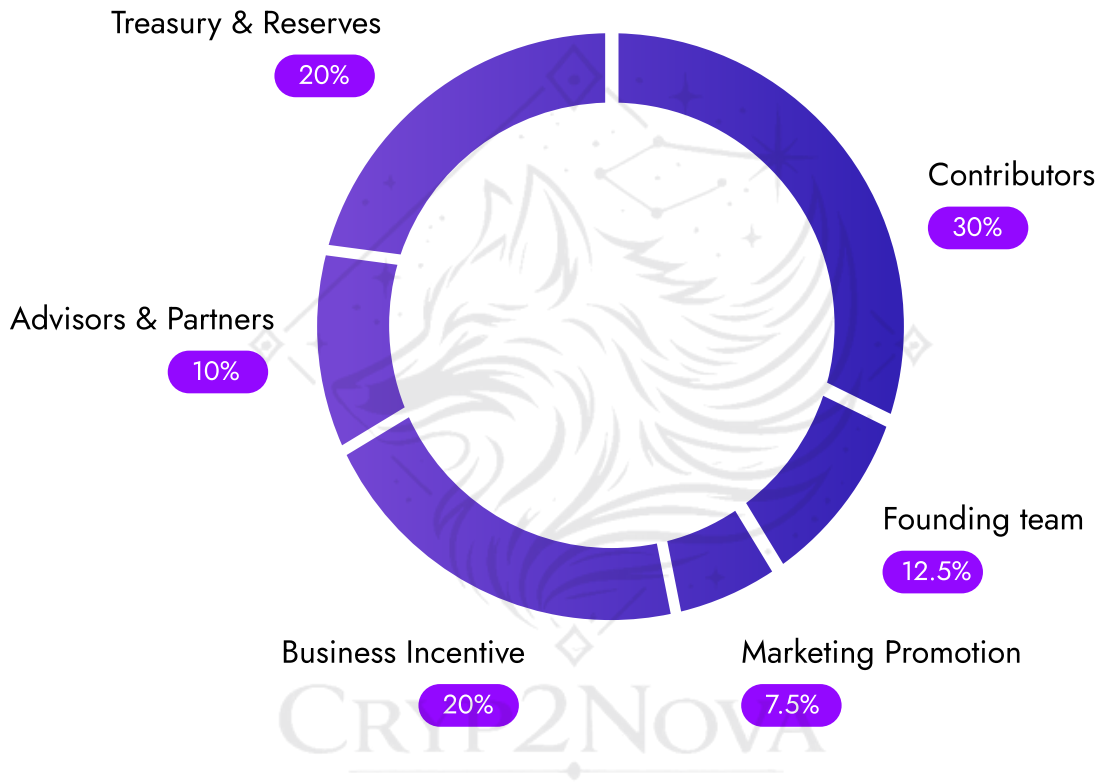
The major revenue streams for Creta revolve around taking a publishing commission from the cash flow from games, transaction fees on the internal marketplace, and revenue share from win-2-earn activities. The decomposition of revenue streams is likewise likely to change upon the platform release with extra cashflow sources from other activities.

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6. Token Economy

A total of 10,000,000,000 **$CRETA** tokens will be issued and distributed in the following proportions as shown in Figure 10 of the document. In the first iteration, the overall supply will be issued on the Polygon L2 blockchain solution and will be swapped to **$CRETA** on Locus Chain in the second iteration via a bridge service once the Locus Chain's mainnet goes live by the end of 2022.



[Figure 10] *Token Allocation*

Below is the decomposition of the supply across 6 major pools of token holders.

Token allocation and distribution

	%	Tokens	Cliff	TGE unlock	Vesting period
Founder & team	12,5%	1 250 000 000	96M	-	1M
Contributors	30,0%	3 000 000 000	-	-	12M
Marketing & promotion	7,5%	750 000 000	-	-	12M
Business incentive	20,0%	2 000 000 000	-	-	12M
Advisors & partners	10,0%	1 000 000 000	24M	-	24M
Treasury & reserves	20,0%	2 000 000 000	-	-	12M
Total supply	**100,0%**	**10 000 000 000**			

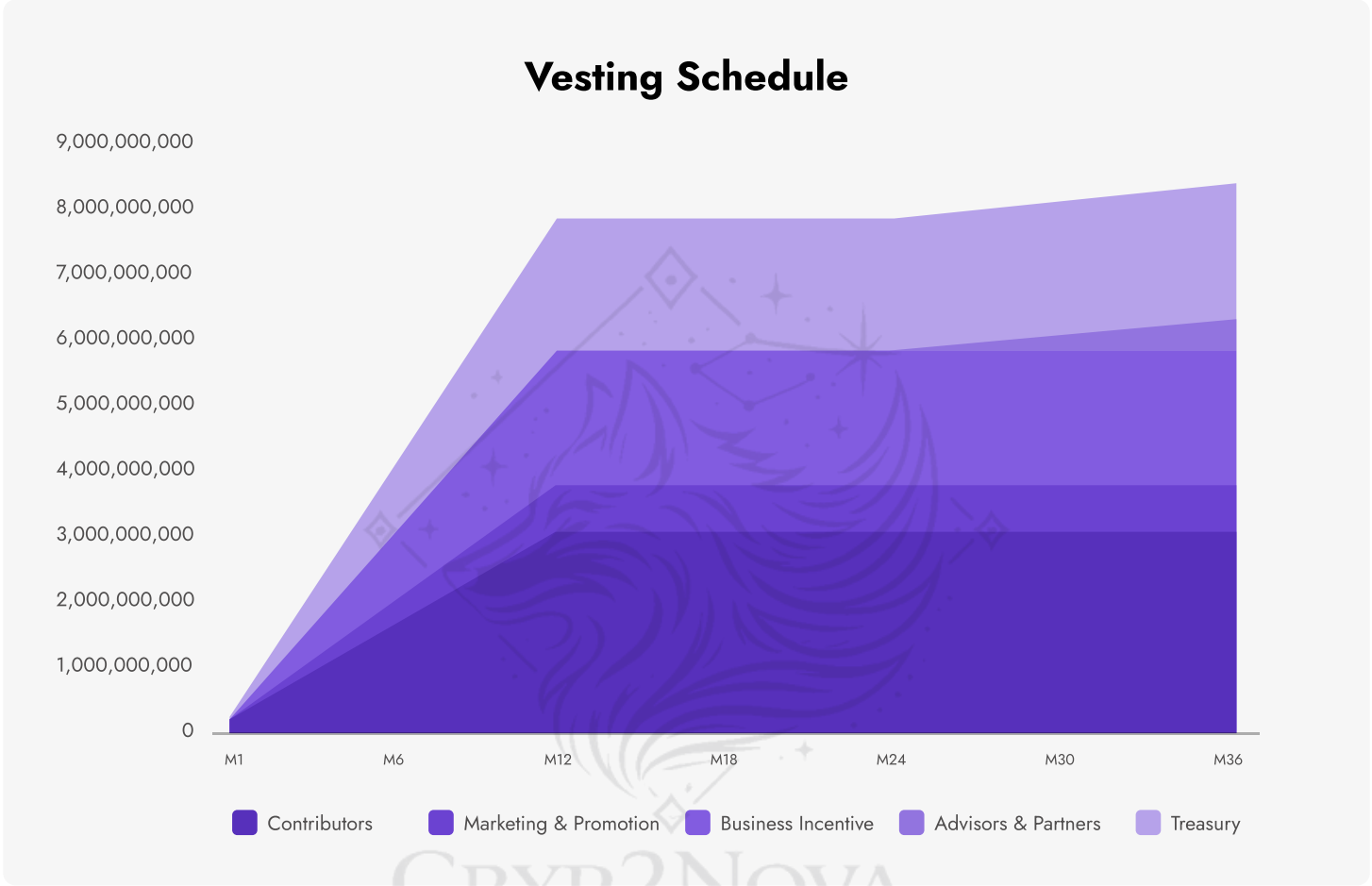
[Table 2] *Supply decomposition*

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A vesting schedule is outlined below with cliffs for the leadership team and advisory board.

Founder & Team: Lock-up period of 8 years

Advisors & Partners: Lock-up period of 2~4 years

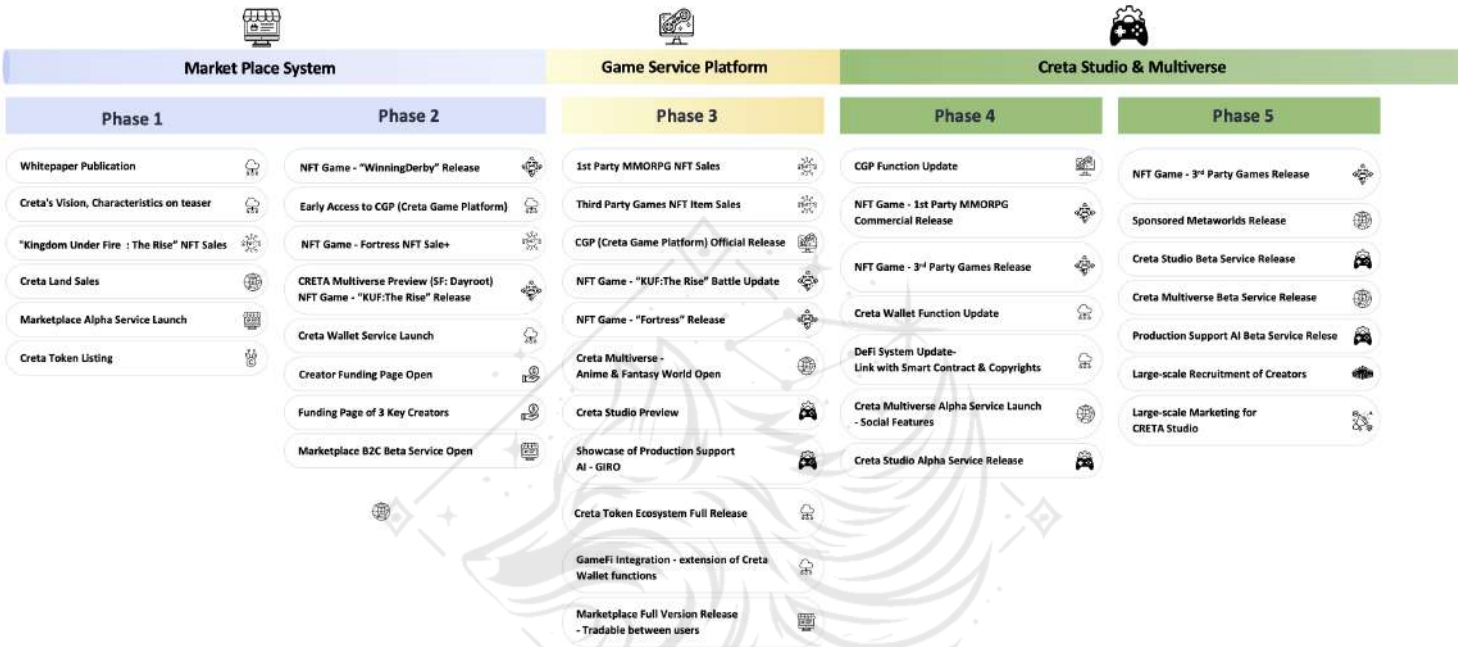


[Figure 11] *Vesting Schedule*

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7. Roadmap

Below is the roadmap outlining the priority of activities underpinning the development of Creta's metaverse. It is subject to change based on community feedback and market conditions.



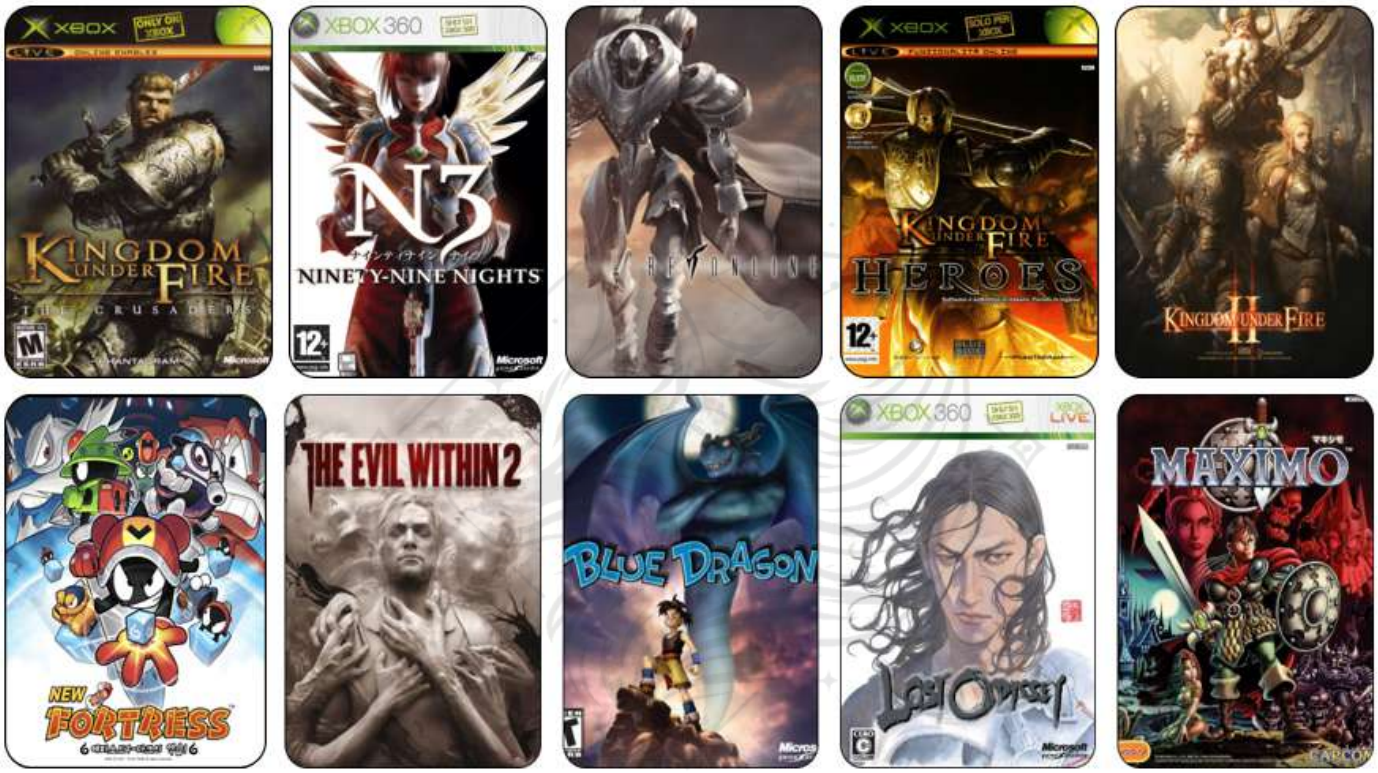
[Figure 12] *Roadmap*

The roadmap is built for four years and covers activities to develop and scale the Web3 gaming platform that will be competitive and sustainable long-term regardless of the cryptocurrency market conditions. It includes a consecutive release of NFT video games such as *Kingdom Under Fire* and *Fortress NFT* and the timely roll-out of the features, instrumental in the acquisition and engagement of players within the ecosystem of Creta products.

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8. Team

Creta's team consists of veterans in both the gaming and blockchain industries. Over 20 years long career, the team has developed numerous world-acclaimed games, custom game engines, and network solutions of the highest performance.



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Ray Eiichiro Nakazato

Ray Eiichiro Nakazato is the **Chief Creative Officer** at Creta.

His role at Creta is overseeing the line-ups and the business development with the Global Studios.

He started his career in the gaming industry as a programmer in 1985 and had served as the Producer in global game publishers such as Microsoft, Capcom, THQ, and EA. He has produced “Lost Odyssey”, “Blue Dragon”, “Evil Within”, “Red Dead Revolver”, “Ninety Nine Nights,” “Maximo”, “Relics”, and so on.

He has a very special career path in the gaming industry since he has been one of the very few Chief Producers respected both in Japan and in the USA.



Arbane Kane

Arben Kane supervises the Blockchain Economy of Creta as **Chief Strategy Officer.**

He holds four US patents in interactive video viewing and media data processing. Arben is serving currently as the CEO of “Kontur” based in the USA, which is specialized in Geospatial Data and real-time Risk Management. He has helped Blockchain Project “IOTA”, “Badger DAO”, “Assembly”, and “Recycle GO” as an advisor.

He is currently supporting the “Locus Chain”, the infra Layer 1 Blockchain of Creta.

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Hyungoo Lee is supervising the **development of the Creta Project** and he is in charge of the **architect design of the overall platform including the NFT, Multiverse.**

He started his career as Game Programmer in 1997 and been served for JC Entertainment, Jamie System, and Blueside as CTO and Lead Programmer.

He has developed the most scalable Layer 1 Blockchain Project "Locus Chain" as the chief project manager.

He has much experience in supervising a few hundred developers as the Technical Producer in the gaming industry for over 2 decades.

Hyungoo Lee



Joohyung Jang is the **head design director of Creta**. He is overseeing the **Monetization Model** of Creta as the Head Director.

He has designed the Monetization Model of PC MMOG "Lineage" as Design Director and produced MMOG "Aion" as the Producer at NCsoft.

The cumulate sales of both "Lineage" and "Aion" have surpassed USD 1 Billion. Especially Lineage franchise has generated around 8 Billion USD revenue for 21 years.

He is a seasoned veteran, who is specialized in the monetization and Economy of MMO RPGs.

Joohyung Jang

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Kay (Seokho) Yoon, is the **Chief Producer** of "Fortress NFT"(working title) of Creta.

He founded CCR and has been serving as CEO of CCR, which is an affiliate company of CRETA. CCR is the developer of the Casual Strategy Game "Fortress", which has over 24 Million paying users, and the MMORPG "RF Online, which is now in service in 50+ countries.

He is the first generation game developer in Korea and he has produced Fortress and RF Online as the Executive Producer.

Kay Yoon



Alekxandr Harutyunyan is the **Chief Advisor** and the **committee director** of the Creta Project.

Alekxandr Harutyunyan has served Innova Distribution since 2010, which is the first MMOG publisher in Russia and Europe. He is now taking care of Innova Distribution as CEO. He has a bachelor's degree in Computer Science and MBA from Cambridge University.

Alekxandr Harutyunyan has raised the company value of Innova to EUR 109.8 Million. Innova is the service partner of Global Top 10 MMO RPG including "Raganarok Online", and "Lineage Franchise" in Europe.

Alekxandr Harutyunyan

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