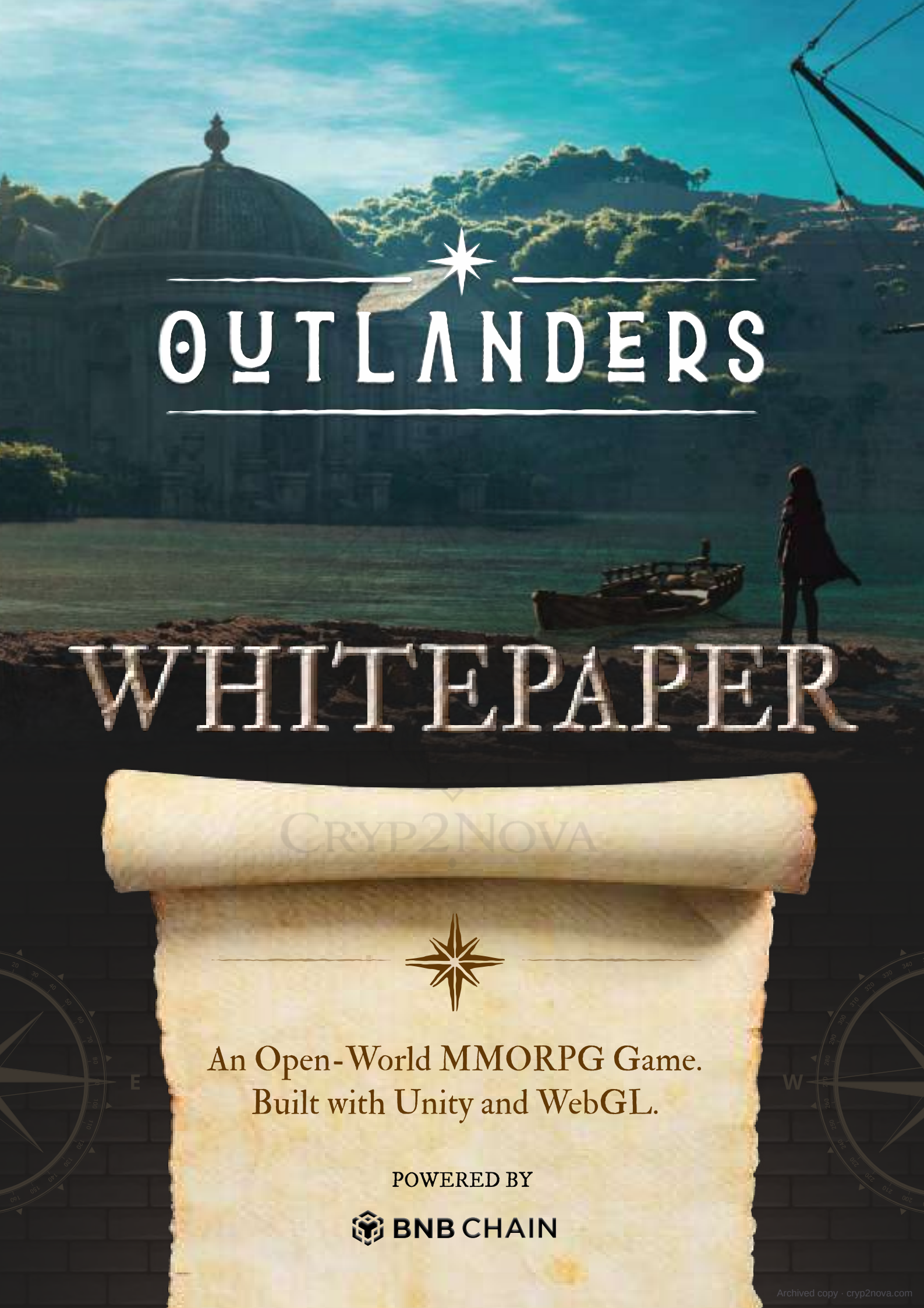



Archived copy · cryp2nova.com

# INTRODUCTION



Over the past few years, the blockchain-based gaming industry has welcomed millions of new users, attracted billions of dollars in investments, and provided sustainable income for gamers. To sustain this rapid growth, implementing blockchain-based versions of popular gaming genres such as massive multiplayer online role-playing games (MMORPGs) is imperative.

Traditionally successful MMORPGs boast hundreds of millions of lifetime users, despite lacking the benefits that blockchain brings to gaming economies. Blockchain-based MMORPGs have the potential to onboard both new and existing gamers to the play-to-earn scene. Outlanders will address this key market gap by positioning itself as the first blockchain-based Open-World MMORPG that is open to crypto-native gamers and gamers without any blockchain experience.

This whitepaper includes comprehensive market research of the MMORPG industry and analyzes the position for an MMORPG game such as Outlanders within this industry. It will further outline how Outlanders is uniquely positioning itself to appeal to both the current play-to-earn gaming community and the wider gaming market that has no blockchain-related experience.

Archived copy · cryp2nova.com

# 2 MARKET RESEARCH



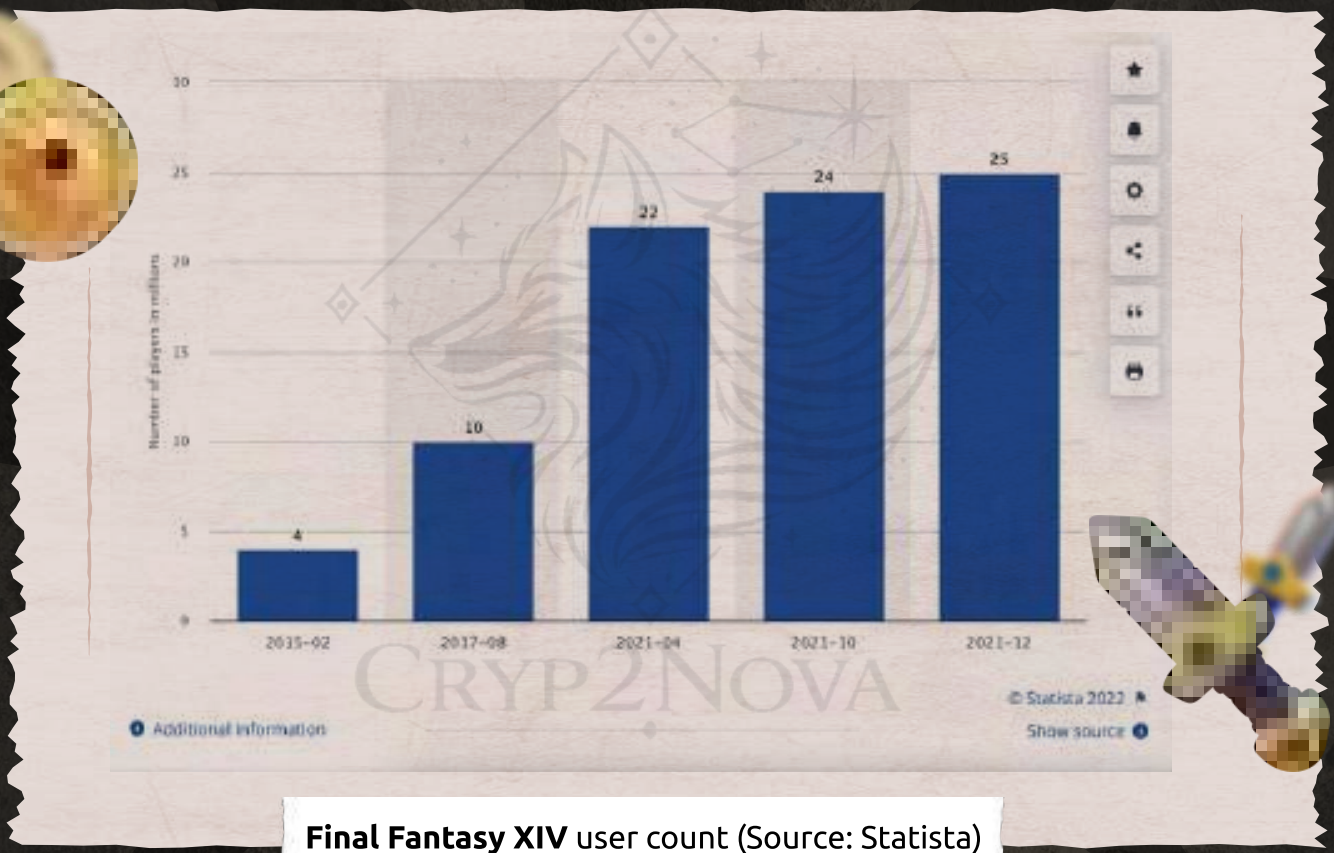
## 2.1 Origins

Massive multiplayer online role-playing games (MMORPGs) have a rich and prosperous history. They have evolved from an isolated tech experiment to an online activity that attracts the attention and engagement of over 100 million users. The earliest experiments originated in 1978 when Rob Trubshaw, a scholar at Essex University in the UK, created text-based multi-user games. The technology underpinning multi-user games has advanced beyond text-based code, but Trubshaw's work proved to be a solid foundation for what would eventually turn into MMORPGs.

Richard Garriott, now nicknamed the "grandfather of MMORPGs," took the concept of multi-user gaming a step further when he launched the first MMO called Ultima Online. The game, which initially received kickbacks from top gaming publishers, was a resounding success, demonstrating for the first time how users around the world could coordinate an in-game economy while being any character they choose. MMORPGs gained momentum after this and have rapidly evolved into one of the most popular gaming genres.

# 2.2 Current MMO gaming landscape

In contemporary times, MMORPGs have proliferated to the point where several games claim the status of household names. Titles such as **World of Warcraft (WoW), RuneScape,** and **Final Fantasy XIV** boast a combined hundreds of millions in lifetime user accounts. WoW breached the 100 million mark in 2014. RuneScape reports nearly 300 million lifetime user accounts on its gaming releases, while Final Fantasy XIV reports 25 million user accounts.




**Final Fantasy XIV** user count (Source: Statista)

In addition to the massive growth in lifetime user accounts, the leading MMORPGs see significant figures in monthly active players. WoW attracts an estimated 5.6 million monthly users, while Final Fantasy XIV records an estimated 2.7 million monthly active players.

Archived copy · cryp2nova.com

Outside of the three most popular titles, other MMORPGs witness healthy figures, with active users numbering several hundred thousand among active players. The leading MMORPGs at the time of writing include **Lost Ark, Rust, MIR4, War Thunder, and ARK:Survival Evolved.**



| # | | Name | Current | 24h Peak | All-Time Peak |
|---|---|---|---|---|---|
| 1. | LOSTARK | Lost Ark | 335,279 | 591,163 | 1,325,305 |
| 2. | RUST | Rust | 72,724 | 100,822 | 245,243 |
| 3. | MIR4 | MIR4 | 60,265 | 60,369 | 87,173 |
| 4. | WAR THUNDER | War Thunder | 48,867 | 53,255 | 63,406 |
| 5. | | ARK: Survival Evolved | 46,122 | 46,435 | 157,400 |

**(Source:** Steam)

Newer MMORPG developers improve on shortcomings in releases from established game developers like WoW's **Activision Blizzard.** There are also significant enhancements to existing MMORPG games, making them highly immersive and thrilling to gamers.

---

# 2.3 MMORPGs and Blockchain

The earliest blockchain application in gaming came with the launch of CryptoKitties in 2017. The Ethereum-based game demonstrated blockchain's potential to revolutionize global gaming, a reality that has only grown in significance in the past half-decade.

Among several other benefits, the ability to allow players to earn an income while doing what they love has attracted newer audiences to the blockchain gaming world. This application arguably reached its tipping point with **Axie Infinity**'s meteoric rise as the world battled with COVID-19.

Archived copy - cryp2nova.com

The play-to-earn game provided a lifeline to families in the **Philippines** and other regions in **Southeast Asia**. Axie Infinity's current 2.5 million monthly active player count (almost 50% of WoW) gives proof that it is possible to record remarkable success by blending the right features of gaming with blockchain.

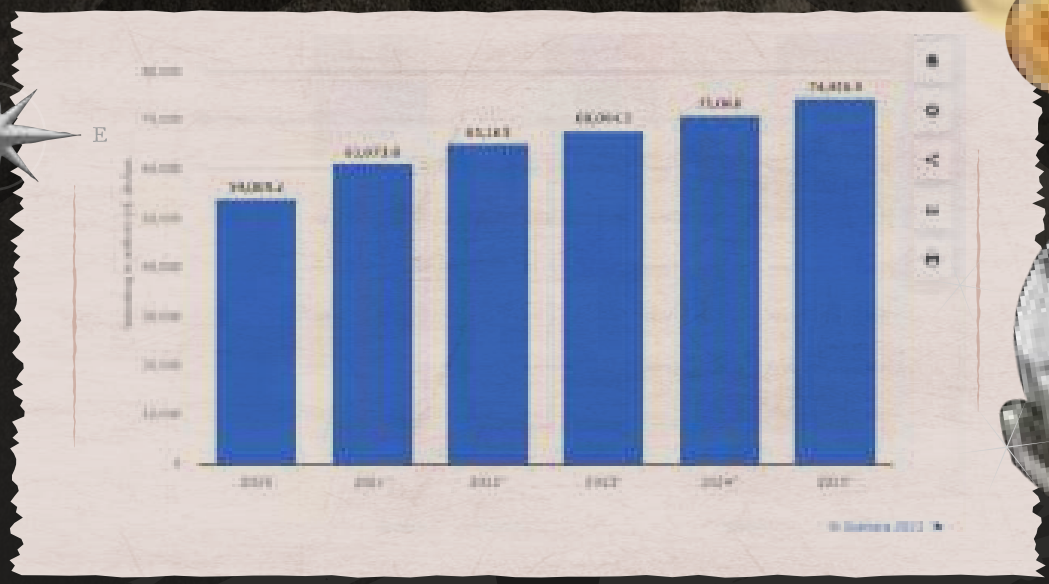
---

# 2.4. Benefits of blockchain for MMORPG gaming

MMORPGs are a proven gaming genre and have the potential to attract new audiences by tapping into the power of blockchain technology

- **Decentralized ownership of assets (NFTs)**

Global consumer spending on in-gaming assets represents the biggest share of the gaming market, ahead of direct game purchases. Statista notes that $54 billion was spent on in-game content in 2020, with the figure projected to hit $74.4 billion within the next three years. Despite this huge spending by consumers, game developers still control a majority of in-game assets and limit what users can do with these purchased items.



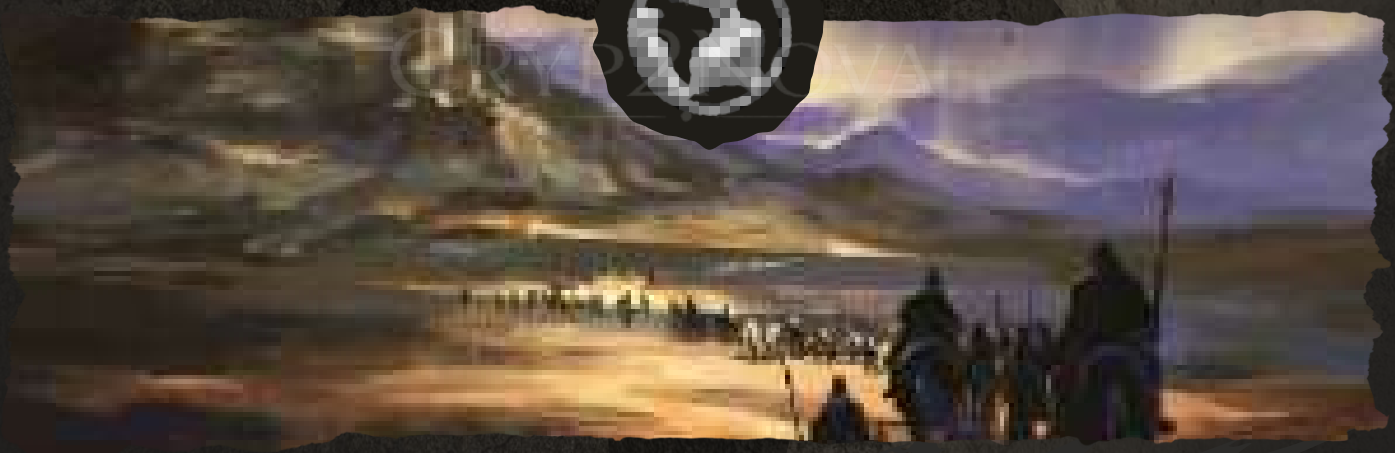
Consumer spending on in-game assets 2020-2025 (Source: Statista)

Archived copy · cryp2nova.com

The adoption of blockchain could be a game-changer for MMORPGs. Converting in-game assets to non-fungible tokens (NFTs) is a significant upgrade as it transfers ownership from developers to players, and more importantly converts a player's purchase into an asset. It allows for a world where users can freely move their in-game assets, perhaps across different games offered by the same developer.

### Permissionless trading

Most traditional games bar players from selling in-game assets or accounts to other gamers, and often impose heavy penalties on those who circumvent the restrictions. However, players love trading in-game assets, as evidenced by a **Fortnite Intel** pool where 73% of respondents voted in favor of Epic Games launching an in-game item trading. The thriving black market for in-game items and the estimated $1 billion generated annually from selling stolen **Fortnite** accounts demonstrate the need to secure permissionless trading of assets by players.



Blockchain unlocks permissionless trading by supporting on-chain marketplaces where MMORPG players can freely trade acquired in-game assets. This creates a play-to-earn economy for gaming communities and provides new entrants the opportunity to acquire valuable items to maximize their gaming experience. Axie Infinity's record-breaking $4 billion in-game trading volume for in-game assets also supports the need for game developers to rethink the decision to bar players from trading assets that they spend thousands of dollars to acquire.

### Provenance

Another benefit that blockchain brings to the table for MMORPGs is the ability for both gamers and developers to review historical transfer records and addresses holding the game's most valuable assets. Blockchain's immutability and transparency can be leveraged to trace the history of these virtual goods, making them provably scarce.  For instance, potential buyers and sellers can easily prove the origin of high value on-sale items, such as those used to win in-game events or formerly held by top-ranked gamers. This level of transparency is not accessible in closed gaming MMORPG economies where developers retain control. Although there are a handful of upcoming gaming projects building blockchain-based MMORPGs, significant developer experience, and the right blend of features can deliver the desired outcome.



Archived copy · cryp2nova.com

# 3 INTRODUCING

## The OUTLANDERS



The Outlanders is positioning itself to become the first Open World MMORPG utilizing blockchain. Being “Open World" means that there is no set end or beginning for the game. Players can start the game at any stage and score points irrespective of the order in which they tackle specified tasks. The Outlanders aims to deliver an immersive gaming experience while tapping blockchain to provide lucrative play-to-earn opportunities and user ownership of in-game assets. With millions of people worldwide accustomed to Open World MMORPGs, allowing players to own their favorite characters and earn income doing what they love is a huge game changer for the gaming industry.

Archived copy · cryp2nova.com

# 3.1. Game Overview

The Outlanders is an adventure-based game where players combat monsters and other creatures for territorial supremacy. The Outlanders is designed to serve both crypto-native gamers and non-crypto power users. There is a low entry barrier as players do not need to buy items to start, and everyone has the same clothes and weapons from the beginning. These items do not have any initial value and users must complete missions to make them more valuable. For instance, players can get better clothes and weapons by defeating monsters and fellow competitors which leads to a drop of crypto assets in the form of NFTs or other crypto assets. At the same time, the character's experience and weapons proficiency increases based on the profile of slayed monsters and the number defeated over time.




Outlanders will also feature a closed in-game economy where users can trade acquired in-game assets in the official marketplace. Additionally, players will have the option to sell items directly to the official marketplace or create a personal shop to list these items for sale to other players. The Outlanders will organize periodic contests and events designed to generate more community involvement and reward the best players. Individual players and gaming guilds can also set up contests with different objectives.

Archived copy · cryp2nova.com

# 3.2. Technology Stack

The Outlanders gaming environment is built with **Unity** and **WebGL**, powerful frameworks that deliver real-time experience for browser-based games. Unity supports the creation of stunning graphics deliverable to mobile, desktop, and high-end consoles. WebGL powers 3D gaming environments accessible through **HTML5** using **Javascript**. A focus on browser-based gaming allows for The Outlanders to be immediately accessible upon release to the growing market of browser-based games. Plans for broader system rollouts such as on Windows, Android, and iOS will follow in due course.

The Outlanders will integrate blockchain-based infrastructure through the high-profile **BNBChain.** BNBChain is already home to several top play-to-earn gaming projects and communities. According to DappRadar, there have been at least two million users interacting with play-to-earn games on BNBChain. A battle-tested network with unparalleled uptime and cheap transaction fees is ideal for the millions of users that The Outlanders hopes to attract.

**Nakamoto Games,** an industry leading play-to-earn ecosystem, will provide the **software development kit (SDK)** for Outlanders' blockchain integration. This partnership is important as it allows The Outlanders to reach full-scale release in minimal time. It also provides The Outlanders with instant access to a broader user base of players already interacting with the Nakamoto Games ecosystem.

Archived copy - cryp2nova.com

# 3.3 The Outlanders' dual token dynamics

The Outlanders game will implement a dual token functionality. Firstly, native **LAND** tokens will be issued as the official in-game currency. During gameplay, users will receive LAND and other assets dropped from defeated monsters. Players must hold LAND to be able to buy and sell the assets acquired in the game. All items are priced in LAND on the official Nakamoto Games marketplace, and individual shops set up by players or gaming guilds will also have their assets priced in LAND. Participants are also required to stake LAND to vote in governance decisions to steer the ecosystem's development. Players that form guilds will also use LAND to vote on governance decisions within each respective guild. Secondly, the **NAKA token** from the Nakamoto Games can be used to enhance earning potential within the game. Players that hold NAKA will get greater returns when they defeat monsters, fellow competitors, and acquire territories. This will give them a distinct earning advantage within the game, compared to competitors that do not hold NAKA tokens. Players are not required to connect their wallet with LAND or NAKA to play and earn within the Outlanders gaming environment. However, if they wish to unlock their earned assets or increase their earning potential, they can easily connect a Web3 wallet and tap into the lucrative possibilities of the Outlanders MMORPG.

This dual token functionality allows The Outlanders to introduce multiple lucrative income opportunities for players. For instance, players can earn and accumulate $LAND for completing conquests and fighting in-game monsters. Completing such conquests simultaneously gives access to unique NFTs and other in-game assets stripped from monsters. Additionally, players can earn NAKA either through weekly prize pools or by battling others in player vs player (PVP) mode to compete for their assets. There are also additional income opportunities through trading

Archived copy · cryp2nova.com

across an in-game marketplace or engaging in community-staged guild battles. The Outlanders remains the first of its kind Open-World MMORPG on the blockchain, thus putting LAND in fine stead to be a market leader in this emerging brave new world.

## 3.4 Appealing to both crypto-native and non-crypto-native gamers

The Outlanders is notably designed to be the first play-to-earn game where anyone can sign up and start earning without making any initial purchases. This novel approach allows new players to immerse themselves into the gaming environment without all the complexities associated without setting up and funding a Web3 wallet. New players grow their virtual assets by defeating in-game monsters or fellow competitors, forming guilds and battling other guilds, taking over territories, enhancing character strength, and defending acquired territory against other players. The accumulation of assets incentivizes learning about Web3 and blockchain as this becomes necessary for the player to cash out their game earnings. Removing the initial barrier to accessing gameplay puts Outlanders in prime position to drive a wave of crypto-native and non-crypto native players to its ecosystem.




Archived copy · cryp2nova.com

# 4 CONCLUSION



Open-World MMORPGs control a significant share of the traditional gaming industry, with leading games attracting hundreds of millions of players over time. There are currently no thriving MMORPGs for players seeking to explore blockchain-based versions of this proven gaming genre. However, the adoption of blockchain takes MMORPG gaming to the next level by allowing users to own in-game assets and earn sustainable income doing what they love. The Outlanders is positioning itself to become the first Open-World MMORPG, integrating blockchain-based functionalities. The Outlanders' novel free-to-play package will attract both crypto and traditional gamers by offering exposure to the game for unlimited rewards. The native LAND token is required to fully maximize gameplay, profitability, in-game trading, governance, and other future use cases.

Archived copy · cryp2nova.com