WHITEPAPER

ZUM TOKEN

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INTRODUCTION

We see great potential for mobile devices in crypto technologies. The applications are used by every crypto investor.

Although we spend most of our time on mobile devices for social media or business use, the time devoted to mobile games and entertainment cannot be underestimated.

This is a great opportunity to earn real money by participating in tournaments.

People use mobile phones most of the time. With the introduction of smart phones, mobile phones are no longer a means of communication and are actively used for social media and games.

The common goal of people playing games on mobile phones can be described as having fun in their spare time.

At this point, we notice that there is no income for the time spent playing games but also a high rate of spending.

The idea of Zum Token was born exactly at this point. Get ready for innovation When you play with Zum, you will have an enjoyable time and profit.
The best player wins. This is exciting.



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DIGITAL GAME SECTOR AND GROWTH OF MOBILE GAME

If you look at the definition of digital game (video game) briefly; computer-based, built on text or visual, computer or game console, such as electronic platforms, one or more people can use over the physical or online network is a recreational and leisure activity software (Frasca, 2001).

As can be understood from the definition, although the digital game industry can be classified as software industry, it is an important industry area that directly and indirectly affects many different sectors with the necessary physical elements such as game hardware and technical infrastructure. Even in the recent to the present, it has undergone changes in many areas, from user audiences to business models and interacting audiences, providing great opportunities for game developers and stakeholder groups within the ecosystem.

	NEAR TIME	NOW
User Audience :	Usually continuous players.	Children, Seniors, Women and Players
Business Models :	Board Sales	Boxed sales digital sale membership based games, in-game ads, e-commerce
Payment :	Cash, Credit Card	Mobile payment, credit card integrated mobile devices, e-wallets (Paypal etc.)
Platform :	PC, Console	PC, Console, Internet browser, Tablet, Phone
Interaction:	Single-player, Geographically	Limited multi-player Interact with the whole world.

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With the development of digital games and technological innovations, the sales channels of the games are also changing today. As indicated in the graph below, it is seen that there has been a significant restructuring in this sector in recent years due to the fact that digital sales costs are less than physical copies and are easier to reach to consumers. According to the research published by IDATE DigiWorld Research, the sales type in digital games is estimated to be 22% digital 78% physical copy in 2008, while this figure is predicted to be 93% digital in 2023.

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The digital gaming industry stands out as one of the fastest growing sectors on a global scale. In fact, it has surpassed the basic sectors such as automotive and energy at the growth rate and the cinema sector which is considered as the flagship of entertainment field. There are many factors in the rapid growth of the digital gaming industry. Here are some of them:

- Expansion of smartphones and tablets
- Expansion of computer hardware and consoles
- Reduction of hardware costs
- Facilitation of Internet publishing
- Extending the age range of mobile players with smartphone usage
- Recognition of e-sports as a sport

As of today, digital games can be classified on 3 different main platforms. These are personal computers (PCs), game consoles (PS4, XBOX, Nintendo) and mobile games. These platforms have their own audience, development costs and marketing opportunities.
In recent years, the tablet and smartphone market has grown steadily and gained a significant share. Although the console and PC platform seems to be shrinking against the mobile market, both categories are actually growing due to the increase in the total market size.

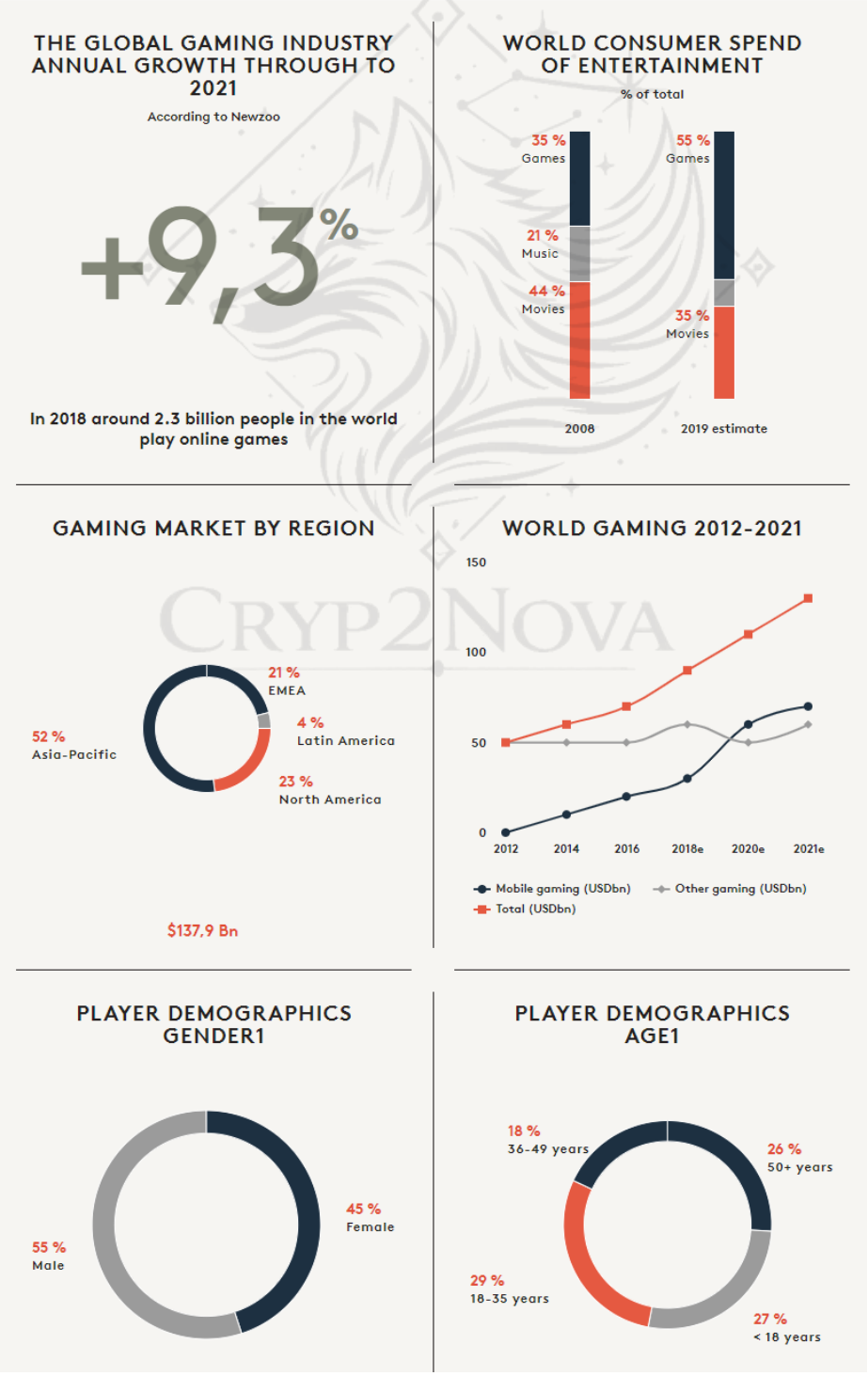
The global game market size, which was around 138 billion dollars in 2018, is estimated to approach 180 billion dollars by 2021.

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Today, the mobile gaming industry is growing faster than ever before. The Mobile Gaming market worldwide is projected to grow by US$190.9 Billion, driven by a compounded growth of 19.8%. Smartphone, one of the segments analyzed and sized in this study, displays the potential to grow at over 20.6%. The shifting dynamics supporting this growth makes it critical for businesses in this space to keep abreast of the changing pulse of the market. Poised to reach over US$215.9 Billion by the year 2025, Smartphone will bring in healthy gains adding significant momentum to global growth.The global gaming industry will post 9.3% per year growth through to 2021 according to Newzoo. The games industry consists of console (PlayStation, Xbox and Nintendo) and PC games. In 2018 mobile gaming garnered more than half of the market for game revenues globally. Smartphones and tablets combined will account for 51%. This segment of the market attracts 2.2 billion gamers worldwide, with the majority gaming on smartphones. The PC (boxes and downloads) segment takes third spot with 24% of the market. Interestingly, the vast majority of financially successful mobile games are actually free to download. End users have the ability to earn points, which in turn gives them additional privileges — such as upgrading a character or simply being able to proceed to the next level. However, if gamers do not have the required amount of points that they need, they have the option to purchase them directly from their phone. With payment methods such as a debit/credit card or PayPal now easily compatible with on-the-go purchases, this is an excellent way for developers to monetize.

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One such example is the hugely popular mobile game Clash of Clans. Although the game is free to download, it reportedly generates close to $60 million in monthly revenues, just from users purchasing the game's in-house currency. This goes to show that innovative gaming developers have recognized that significant financial rewards are there for the taking, even when users are not initially charged to download the app.



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It appears that the online gaming industry has a bright future, not least because developers have recognized the huge demand for in-game purchases. Judging by the year-on-year growth attributable to such a business model, consumers see no problem in spending additional money in order to obtain rewards that otherwise, would be difficult to get through game-play points alone.However, with the age of digitalization now transitioning over the world of blockchain technology, could we soon see a more equal playing field — whereby both developers and the end-user have the chance to benefit. Are you the next who is going to try and use the opportunity of gaming experience monetization?

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PROBLEMS FACED BY THE MOBILE GAMING INDUSTRY TODAY & OUR SOLUTIONS

Low Player Retention Rates: Though recent stats show mobile app abandonment is on the decline, there's still a long way to go before we can claim victory. There are few other industries where a 70% – 80% loss of customers is accepted as business-as-usual. A few years ago app makers focused on acquisition numbers as the gold-standard KPI (key performance indicator). However if after 90 days you only have 20% of those users still engaging your app, the wrong metric is being given scrutiny. The recent decline in mobile app attrition rates (however small) shows that some mobile app makers are starting to pay attention and make adjustments. Companies who will succeed with capturing and holding a customer base in mobile games are those who focus on experience in tandem with profit (not just profit). A majority of mobile game makers embrace the Casual model—cheaply made and fast to market products. The focus with this development and distribution pipeline is capturing the buyer then profiting off of them via in-game-ads and push notifications. While these modes of advertisement are an important source of revenue, aggressively adding them on top of a flimsy game that offers no deep engagement is a recipe for high abandonment rates. Our solution to this problem is to provide a service with an exciting user experience. To build on that, we will rewarded with Zum tokens for playing multiplayer games and also for participating in tournaments.

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Bias towards PC and console: In this same year, PC-based arena battle game “League of Legends” held its first World Championship and attracted a viewership count of over 200 million – nearly twice as many viewers as the Super Bowl. While many a hardcore fan of traditional sports may still roll their eyes at the mere mention of eSports, others are clicking and button mashing right to the bank. With a year-on-year 40% growth rate, recent statistics predict that eSports will be a $1.65 billion industry by 2021. The bulk of this revenue (80%) comes from sponsorship and advertising, with the remainder being made up from prize pools, in-game microtransactions, eSports betting, merch and ticket sales. In an ironic turn, the same dismissive bias eSports have faced from traditional sports has been passed down to mobile gaming by eSports enthusiasts. In gamer land, here’s how the hierarchy goes: the elite pinnacle of gaming is the PC crowd, console players are the plebeians, and mobile gamers are regarded as casual peasants. However, with the pending release of 5G wireless, mobile gaming may get the last laugh. If mobile gaming’s largest hurdle to introducing more complex, ‘eyegasm’ worthy games has been high latency and device memory limits, 5G may very well be the answer to that problem. This paired with the reality that mobile now accounts for 50% of the gaming market at an annual growth rate of 25% should make any smart person drop trivial biases and pay attention.In order to overcome this bias, we our games will be tailored to give our users similar experience to gaming on a PC or console.

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Under representation In mobile gaming Women and girls have traditionally been almost wholly ignored by the gaming industry and this trend unfortunately persists to an extent in mobile games. While female mobile gamers represent 65% of the mobile gaming market in the U.S., the vast majority are made to feel unwelcome or under represented. When it comes to racial and geographic diversity the picture is equally disconcerting; non-white non-Western game developers make up just 13% of gaming industry employees despite more than six times that amount being avid gamers. There are however, signs of enlightenment in the form of CEO's like Paul Murphy of Dots.co who make hiring diversely a top priority. We also see tides of change like the focus on emerging markets outside the U.S. and Pacific Rim which was prioritized at last year's Game Developers Conference. The games on the Zum platform will be developed to reach all demographics and all genders in order to encourage more participation.

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WHO WE ARE

ZUM is a revolutionary blockchain based gaming platform that aims to reward users financially while they participate in gaming tournaments. The ZUM project aims to create an environment in which investors who have spent a long time in the crypto market can make money by having fun. It also aims to bring together potential investors who want to make money in their spare time.



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ABOUT ZUM TOKEN

Zum token is an ERC-20 token built on the ethereum blockchain. We chose the ethereum blockchain due to the speed of transactions and the general friendliness of the blockchain for development of our gaming platform.

In order to maintain the steady growth of our token overtime, we have integrated a burn feature in our smart contract that will burn up to 10% of any amount of tokens transferred. This is done in order to reduce to total number of ZUM tokens in circulation as demand increases, hence driving thr token price up.

In addition, 80 billion ZUM tokens are locked in our smart contract for one year. Locked ZUM Tokens will be launched 1% every three months. This is done to maintain a standard amount of ZUM tokens in circulation each year.

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ZUM TOKEN

ZUM GAME WORKING SYSTEM

New User Registration

User matching with IMEI

ERC20 Wallet Address

USER NAME

PASSWORD

Registration bonus identification by the system

The creations made with the ZUM are kept on a single wallet. In addition, if the security measures against possible attacks are somehow exceeded (worst case scenario), the same amount of Zum token as insurance fund is stored in the insurance wallet. The possibility of damage to players is minimized.

LOGIN MENU

Select game mode

Against a single opponent

Tournament

Win a one-on-one match with your opponent. The loser gives the ZUM Token to his opponent.

Join the tournament with a small amount of ZUM Token with online users. The best player and champion gets them all.

ZUM Token Shoot

After the specified ZUM token amount is reached shooting request can be given. Shooting requests can only be made with the ERC20 Wallet registered in the system. The order is approved by Zum Team and will be in your wallet as soon as possible..

Tilt the ZUM token.

Deposit via your registered ERC20 Walet address
Send the amount of ZUM you want. Although the 10% ZUM will light during sending, this amount will be covered by the ZUM Team and will not be reflected to the players.

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ZUM TOKEN SPECIFICATIONS

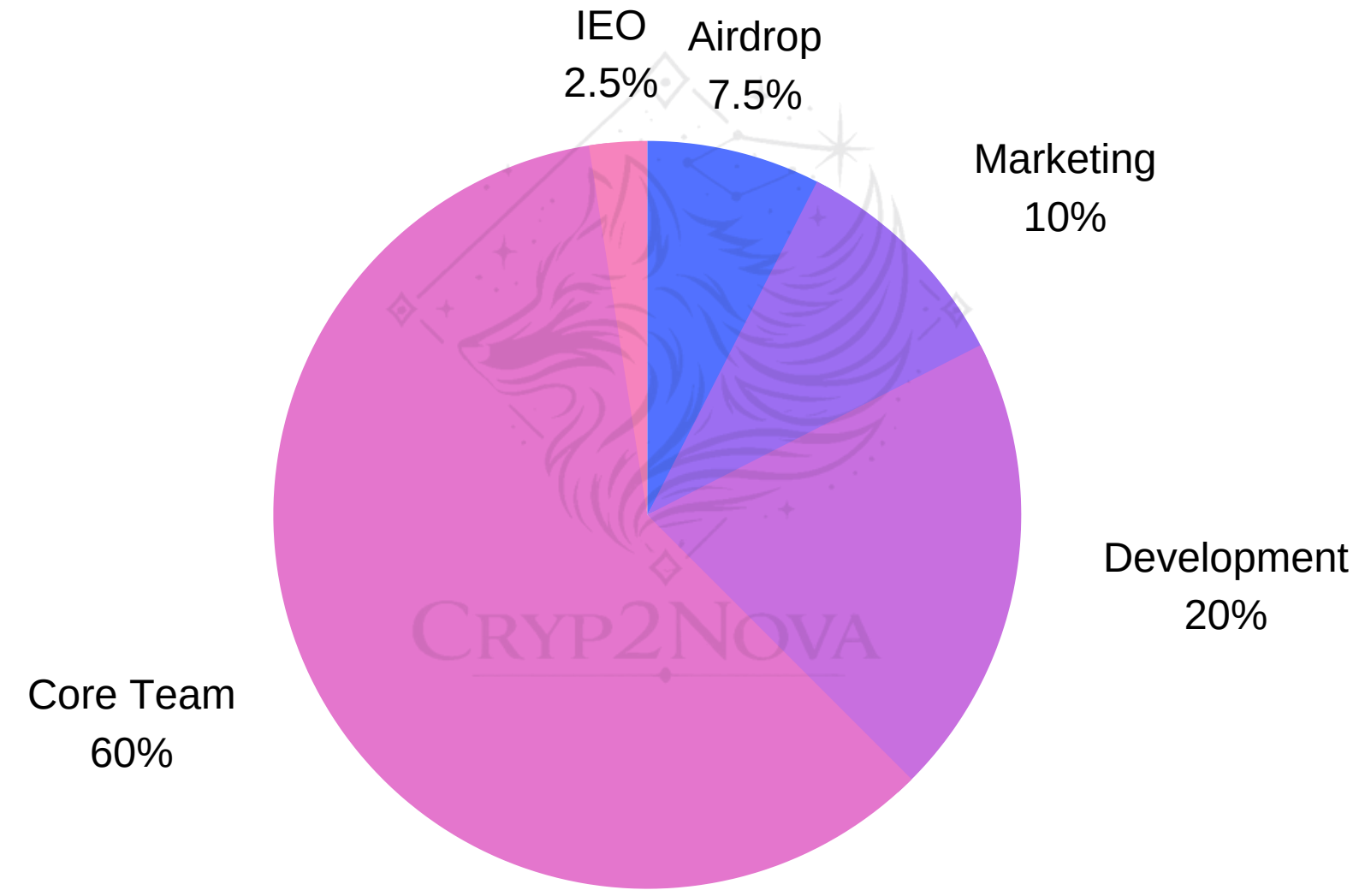
- Token Name : Zum Token
- Ticker : ZUM
- Decimal : 8
- 0xe0b9bcd54bf8a730ea5d3f1ffce0885e911a502c
- Official Website : https://zum-token.com
- Mail : info@zum-token.com
- Telegram : https://t.me/ZumToken
- Twitter : https://twitter.com/Zum_Token
- Github: https://github.com/TournamentGameToken/ZUM
- Coinmarketcap: https://coinmarketcap.com/currencies/zum-token/
- Coingecko: https://www.coingecko.com/en/coins/zum-token/
- Medium: https://medium.com/@tournamenttoken



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TOKEN SALES ALLOCATION



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ROADMAP

Q4 2019

- IEO for sale
- exchange agreements
- Updating whitepaaper
- Start of work for game software

Q1 2020

- Launch of the first game for the App Store and android
- Establishment of the company.

Q2 2020

- Starting the works for the Zum Wallet.

Q3 2020

- **Launch of Zum Wallet**
- Staking initiation.

Q4 2020

- Start negotiations with global gaming companies.
- Start of major exchange negotiations.

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TEAM MEMBERS



KILICASLAN

CORE TEAM



LYAZZAT ZHANAYEVA

CORE TEAM



MARZHAN TOKEYEVA

CORE TEAM



TRARES

ADVISOR

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CONCLUSION

There are thousands of games on various mobile app stores today. Most of them solely after with profit with little or no financial rewards for their users. Zum has come to change this. With Zum, you can have fun playing amazing mobile games and earn instant financial rewards. Join us today and start earning!

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