ARTYFACT

Whitepaper

UNREAL ENGINE

BINANCE SMART CHAIN

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PROBLEM AND SOLUTION

The problem that Artyfact solves

Gamers make up almost 1/3 of the world's population today, but despite the growing popularity of Gamefi, only 1% of games are GameFi. The big gap between GameFi and AAA games is due to the fact that most GameFi games use a Play-to-Earn (P2E) model that focuses more on earnings and does not pay due attention to important game aspects, such as unique gameplay, playability, graphics quality, mecanics, and others. Artyfact aims to solve this problem by bringing together the latest game AAA technologies and the innovative GameFi mechanics.

ARTYFACT OVERVIEW

Revolution in GameFi

Generating a social and persistent virtual world allows the creation of different experiences added to the regular gameplay. At its core, Artyfact ecosystem consist of three main components: Gaming, Metaverse, and NFT Marketplace.

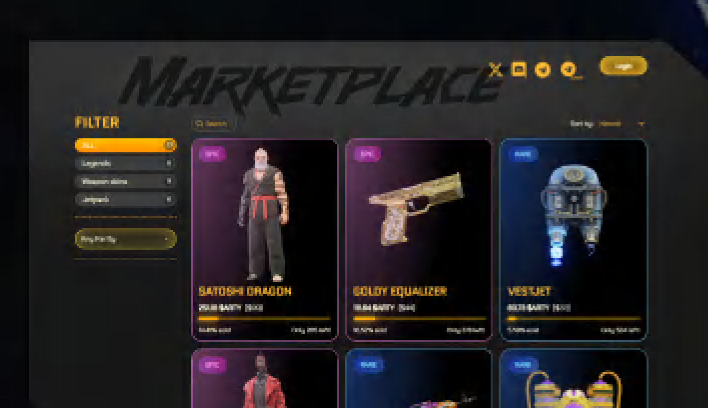
The Gaming component allows players to play various multiplayer GameFi games where they can earn $ARTY or win NFTs. Artyfact games have the highest graphics quality, unique gameplay and a variety of modes.

The Metaverse component allows Artifact citizens to create various paid and free events, such as virtual concerts, NFT exhibitions and galleries, runway shows and other meetings.

The NFT Marketplace is the trading environment for NFTs, where they can be purchased and sold to other players.

Play-and-Earn game

Metaverse event



NFT Marketplace

WEB3 GAMING METAVERSE WITH NFT REVENUE SHARING

Welcome to the next phase of Web3 gaming

Executive summary

Artyfact is a comprehensive virtual world designed to cater to every player's entertainment preferences, all facilitated through the platform's utility token, $ARTY. Within this expansive metaverse, Artyfact citizens have the opportunity to engage in a variety of AAA quality GameFi games, earning $ARTY tokens as they play. Beyond gaming, players can buy and trade a wide range of NFTs, including avatars, weapon skins, jetpacks, and vehicles skins.
Additionally, the platform hosts numerous virtual events, allowing users to attend concerts, NFT exhibitions, runway shows, and many other exciting gatherings, all within the immersive environment of Artyfact.

Our mission is to create the first gaming metaverse that will be truly attractive to the average web2 gamer. We will do this by combining the best of the AAA and GameFi word with the addition of innovative AI features.

Our vision is to become the top 5 GameFi projects on the market and expand our metaverse for a decade. With Artyfact, we are aiming to disrupt the existing GameFi games and metaverses by providing gamers unique AAA expiriences and earning opportunities.

WEB2

Focus on playability

Built for retention and engagement

In-game currencies

In-game virtual goods

WEB3

Play-to-Earn

Tradable tokens as in game currency

NFTs for virtual goods ownership

Focus on earning money

Puts gaming experience ahead of earnings

In-game currency tokenized & transferable between games

Play-and-Earn

NFT revenue sharing

Virtual goods are NFTs & transferrable

Best of both worlds!

Unique gameplay features

PROJECT FEATURES

Key features of the Artyfact metaverse

Play-AND-Earn economic model

Many GameFi projects rely on an outdated Play-TO-Earn model, prioritizing earnings over essential gaming elements and failing to attract typical Web2 gamers. In contrast, Artyfact adopts the next-generation Play-AND-Earn model, emphasizing an engaging gaming experience with integrated earning mechanics that enhance gameplay. This approach enables dedicated players to potentially earn above minimum wage in their country solely through gameplay, providing a compelling incentive for participation and time investment.

NFT Revenue Sharing Mechanism

Artyfact uses a unique reward mechanism in which 50% of the profit from the sold NFTs is distributed among the players.
This approach seamlessly merges the thrill of virtual victories with the opportunity for genuine financial advancement. Also, such unique system not only enhances player engagement but also attracts investors interested in novel methods of asset distribution.

Revolutionary AI Gaming Technologies

AI is rapidly changing the world and the gaming industry is no exception here. Artyfact setting a new standard for AI within the gaming industry, implementing innovative AI technologies that revolutionize not only the gaming experience, but also the game development process:

- AI NPCs
- AI content generation
- AI cheat detection
- AI Testing
- AI Player-Experience Modeling
- AI Data Analysis

First AAA Quality in GameFi

First AAA-quality game within the GameFi sector, akin to popular Web2 games like Apex Legends, Fortnite, or Valorant boasting high-end graphics, highly detailed game assets in the form of NFT, and fascinating maps.

Free-to-Play

The majority of GameFi games are not Free-to-Play (F2P); you must invest money to participate in the ecosystem. It's more akin to trading than rewarding gamers fortheir skills. Artyfact is completely Free-to-Play and rewards gamers right from the start for their skills. If you're a gamer who spends 5-6 hours daily on games, why not monetize your skills with Artyfact?
The project is in its early stages, and if you secure a top spot on the scoreboard early on, your future prospects for earning could be massive.

Community Governed Organization

Artyfact implements a community-driven system where the game's evolution is overseen by a Decentralized Autonomous Organization (DAO). This empowers players to not only vote on future game developments but also submit their own ideas, propose balance changes, or suggest event themes for community consideration and voting. By placing decision-making power in the hands of its players, Artyfact fosters a sense of ownership and collaboration within its community, ensuring that the game evolves in a manner that reflects the collective preferences and interests of its participants.

GAMEPLAY FEATURES

Features which make Artyfact different from other games

In contrast to the majority of GameFi projects, Artyfact distinguishes itself by offering a fresh and unique AAA gaming experience. Rather than replicating popular games, Artyfact introduces innovative features such as a unique skill model, distinctive jetpack mechanics, a diverse array of vehicles equipped with weapons, and much more that sets it apart from other games in the genre. This commitment to originality and creativity not only enhances the gameplay experience for players but also reinforces Artyfact's position as a trailblazer in the GameFi space.

Adaptive Jetpacks

Weaponized Vehicles

Scattered Skills

ARTYFACT AI TECHNOLOGIES

Latest AI innovations that makes Artyfact better

AI NPCs

Our AI-driven NPCs are revolutionizing gaming with their advanced intelligence, exactly replicating the behavior of real players. They autonomously navigate game environments via predefined algorithms, offering dynamic and immersive interactions during exciting battles in Artyfact!

With each NPC possessing unique rules and decision-making, gameplay will be unpredictable and rich with possibilities!

AI Content Generation

Artyfact uses the power of AI for content generation to simplify this complex process, allowing for the rapid creation of a variety of game assets. The flexible combination of AI generative algorithms with the creativity of our digital artists allows us to create unique highly detailed game assets and NFTs like you've never seen before in GameFi!

AI Player-Experience Modeling (PEM)

PEM uses math and AI to figure out what players like in games and how good players are at playing them. It checks to see if players are interested in playing the game, and then modifies the game to better suit the players!

So, whether player is a beginner or a pro, Artyfact's PEM adjusts the game to match player's skills. It's like having a game that changes just for you, so you always have fun playing!

AI Testing

Our AI-driven testing and debugging tools efficiently handle thousands of complex test cases at lightning speed! These automated tools scan vast amounts of code to detect errors, identify bugs and suggest fixes.

By automating these time-consuming tasks, Artyfact developers can catch every little issue and work more efficiently, making game testing faster and smoother than ever before!

AI Data Analysis

Our AI data analysis helps maintain player engagement and enhances the gaming experience within Artyfact!

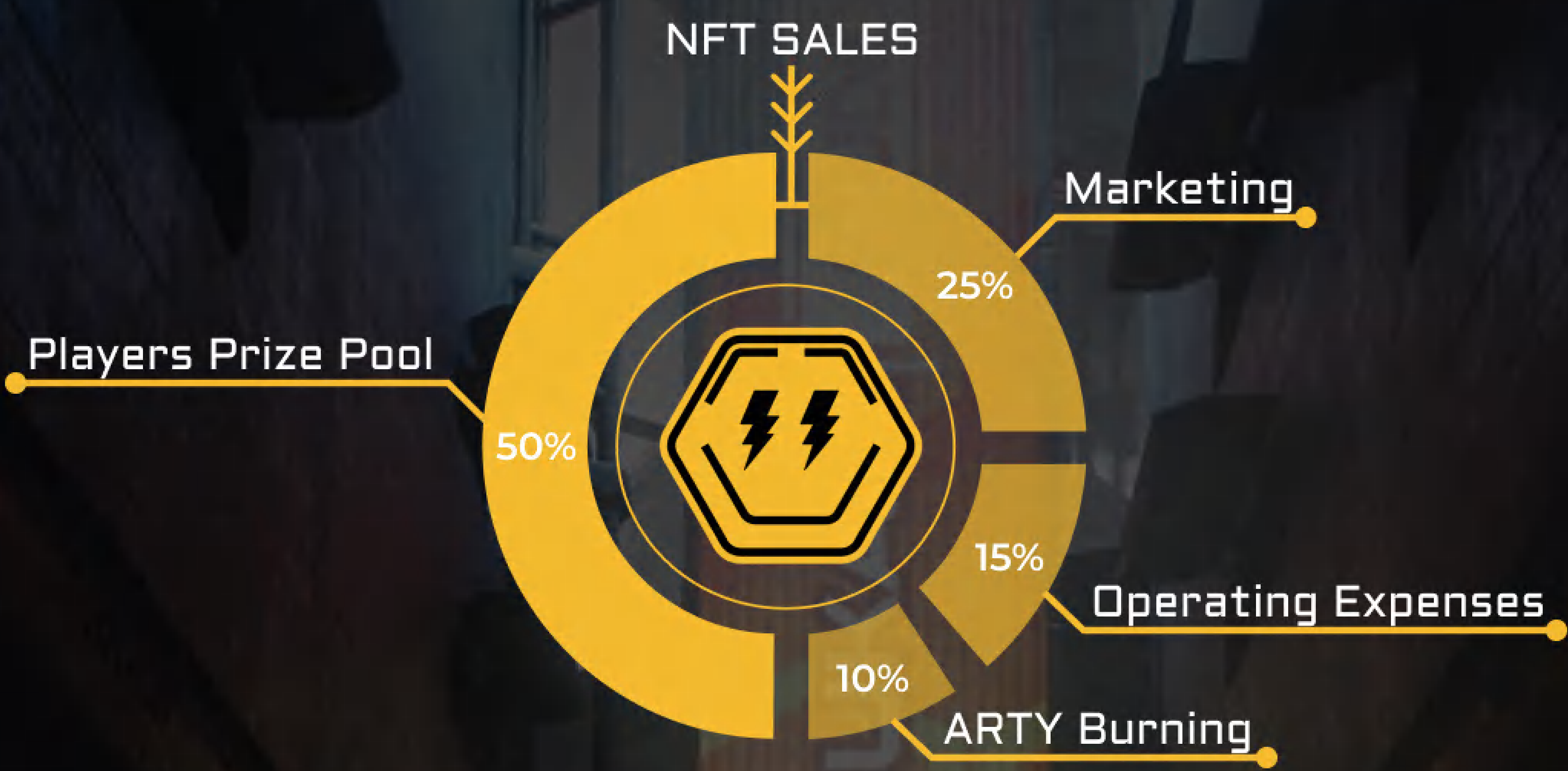
AI Cheat Detection!

Our AI examines how players move, how they aim, and what information they get from the map to catch cheaters.

NFT REVENUE SHARING MODEL

Sharing revenue with players

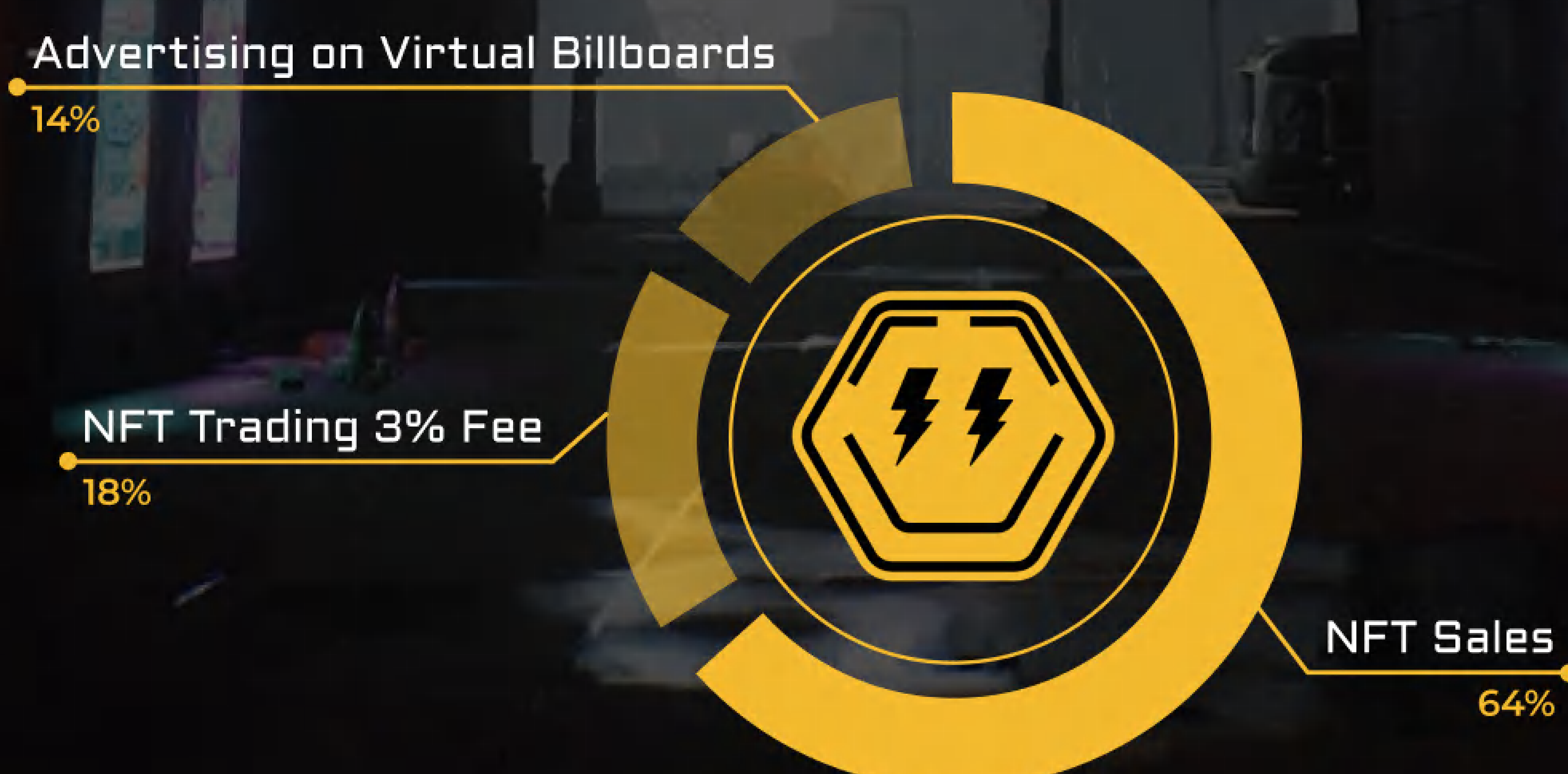
The Artyfact players prize pool is replenished with profits from sales of new NFTs on the Artyfact marketplace. 50% of the profit from the sales of NFTs goes to tournaments the prize pool. Thus, the more NFTs are sold, the larger the size of the prize pool becomes.



ARTYFACT REVENUE STREAMS

Artyfact's Play-and-Earn economy encourages players to spend money

Metaverse and NFTs estimated addressable market is worth more than $11 trillion. Establishing a robust model for continuous revenue streams will provide the stability and viability of the Artyfact metaverse ecosystem, and will allow further development of the platform. The major expected revenue streams are as follows:



HOW USERS EARN FROM ARTYFACT

There are various ways of generating income in the Artyfact metaverse

Earning $ARTY in games

Selling NFTs

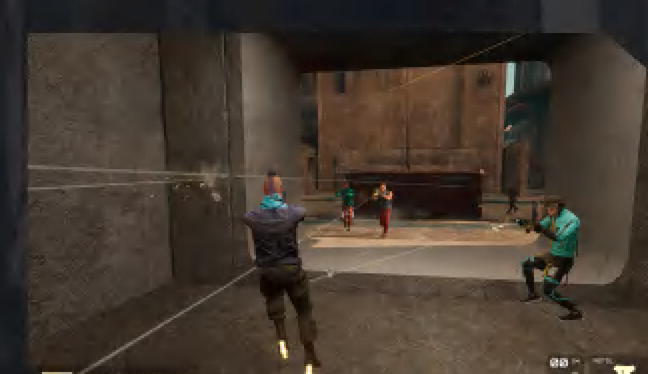
Earning NFTs in games

Staking and farming $ARTY

GAME MODES

Deathmatch

Deathmatch is a mode where every other player is a target. To win, the player must have the most eliminations by the end of the game (12 minutes).



Team Deathmatch

Team Deathmatch is a mode where the other team is a target and the whole team has a pool of Victory Score (VP). To win, the team must be the first to score 125 VP.

Control

In this mode the player needs to secure the control points along with teammates to increase team score and win.

Battle royal

In battle royal mode, the goal is to be the last player standing by eliminating all other opponents.

ARTYFACT NFTS

Get full control over your game items

Artyfact has its own Player Driven Economy that uses blockchain technology to convert all kinds of in-game items and assets into non-fungible tokens (NFTs). As a result, players become the true owners of these objects and can generate value for their time invested by selling them. Players can use their NFTs in every game mode.

Legends

The legend is your avatar in the game. On the Artyfact Marketplace you will find many unique legends. Choose your game look and conquer the world of Artyfact!

Vehicle Skins

Find combat vehicles on the maps, such as cars, drivable robots, mechs, drones and others. Each vehicle has a unique type of weapon using which you can destroy enemies.

Weapon Skins

In Artyfact you can use: pistols, rifles, energy weapons, flamethrowers, and freezing guns. Weapon skins will decorate your weapon and make your game look more spectacular!

Jetpacks

Jetpack gives you the opportunity to fly. There are many variations of jetpacks with unique styles and designs in the Artyfact Marketplace. Find your unique jetpack!

$ARTY TOKEN

The foundation of the Artyfact economy

The total supply of 25,000,000 $ARTY

$ARTY is a native in-game and governance token of the Artyfact ecosystem. You can use it to buy Artyfact game items (NFTs), govern the Artyfact DAO, receive rewards in GameFi games and by staking $ARTY, and get premium privileges. The integrated play-and-earn solutions maintain a constant demand for the $ARTY, which continuously stimulates the growth of its value.

Token information

- Token type: BEP20
- Blockchain Network: BNB Smart Chain
- New tokens will not be issued

Usage of the $ARTY

Purchases

- NFTs
- Battle passes

Community rewards

- GameFi games
- Staking

Governance

- Voting

$ARTY FEATURES

More features of the $ARTY token

In-game token

$ARTY is a native in-game and governance token of the Artyfact ecosystem.
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Govern the Artyfact

Decentralization is the center of the Artyfact ideology. That's why the future of Artyfact is in the hands of $ARTY token holders. $ARTY allows holders to participate in Governance decisions of the platform, using a DAO structure. They can exercise voting rights on key elements such as Foundation grant attributions to content and game creators and feature prioritisation on the platform Roadmap.
The longer the holder is staking $ARTY, the more voting power he gets. After the termination of staking the voting power of the holder resets.

Rewards for playing

In GameFi games, players can earn $ARTY by receiving RP.
Also, $ARTY can be used for betting in the battles.

Burning

Artyfact team will use 10% of the proceeds from NFT sales on Artyfact NFT Marketplace to buy back $ARTY and burn them 🔥

In-game token

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DEVELOPMENT

Information about Artyfact developement

The game will be released for PC and MAC. The launch of the game is sequential, based on milestones. This strategy allows easy testing and constant updating. This way, players enjoy the game right from the start, rewarding those committed to the project from the outset.

Development tools

- Game engine: Unreal Engine 5.
- Frontend: JavaScript React, Metamask.
- Backend: php, Laravel.
- Storage: IPFS.
- Blockchain: BNB Chain, BSC Solidity, Truffle.

MARKETING STRATEGY

General information about the marketing strategy

BRAND POSITIONING

Artyfact is the answer to "what's missing" in the very successful GameFi project

Values

Playable - Community - Excellence - Ownership - Fun

Our 5 Commandments

Be: Professional, Transparent, Consistant, Inspiring, Organic

TARGET AUDIENCE

Primary

25-35 Yers Old, 80% Male, 20% Female

Geo Location: Global. Strong presence in EU, US, Asia, Latin America and Russia

Motivations: Gamers and crypto enthusiasts who love high-quality games and earning on crypto

Secondary

18 - 25 Years Old, 60% Male, 40% Female

Motivations: Addicted Gamers, crypto early (not sophisticated) adopters, prone to hypes and new trends

GO-TO-MARKET (HIGH LEVEL)

Details of the marketing strategy

- Content creation contests
- Cooperation with gaming guilds through the organization of esport tournaments.
- Partnerships with digital distribution platforms
- Gamer sponsorship - Esport teams, streamers
- In-game tasks contests
- Livestreaming (Twitch, YouTube, Facebook Gaming)
- Influencer marketing - A review of the project from leading crypto, gamefi and gaming influencers
- PR - Managing our brand's newsworthy items via tier 1 Gaming, Tech, Crypto publications and articles
- Social media channels - Providing news and updates about the project and publishing viral videos in our social media
- Offline marketing - advertising on billboards in Times Square and other famous world locations, participation in gaming and crypto conferences, organization of meetings with the community
- SEO - keywords, link building, website sharing, white spacing, title tags and meta descriptions, page speed optimization

ROADMAP

Important milestones

NFT STAGE

- Airdrop
- WEB Platform
- Staking
- NFT Marketplace
- Artyfact INO
- Pre-Beta
- Pre-Beta Playtest

BETA STAGE

- Beta
- Epic Store
- Creator Contest
- NFT Lootboxes
- Play-and-Earn Tournament (Season 1)
- Win-and-Earn Battles
- Artyfact Launchpad

ARTYFACT 1.0

- Artyfact 1.0
- eSport Tournaments
- Playstation
- Xbox
- AppStore
- Google Store
- Continued Development

LEADERSHIP

Key members of the crew

Oleg Boytsov

Founder & CEO

Judge in the Stanford Web3 Association. Master's degree in IT Project Management. 7+ years of technical team management experience. The Founder of X8 Fund.

Dalton Grand Jnr

Operations Manager

Founder of York St Capital. Operations Manager at Betterticket. Strategic Advisor & Head Of Staff at Animal Concerts. Strategic Advisor at DAO Launch, Fight Legends and Moonverse.

Cameron Pino

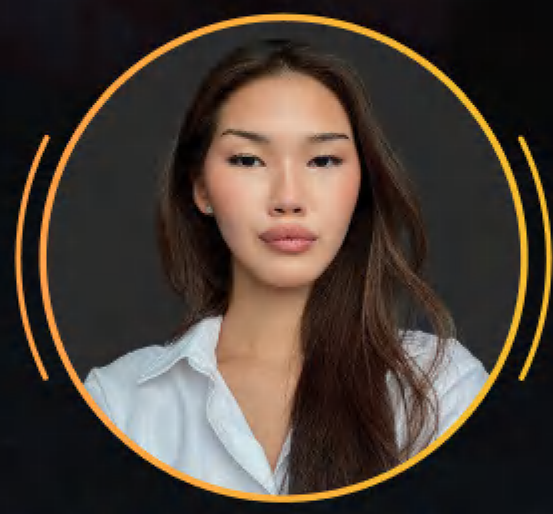
CMO

20+ years of experience in building businesses across several sectors from communications, media and online sales. Co-Founder & Blockchain Advisor & Investor at York St Capital. Head of Sales & Marketing at LWH.

Gaurav Solanke

CTO

Co-founder at SDLC. 5+ years in blockchain developement. Responsible for developing and deploying DeFi, Tokens and NFT projects on Blockchain Network.



Dariga Abduali

BDM

Bachelor's degree in Computer and Information Systems. Specialization: Web3, Metaverse, Blockchain.

PARTNERS AND INVESTORS

EPIC GAMES EPIC GAMES | BNB CHAIN | OKX

KUCOIN | BYBIT | HTX

Gate.io | Bitget | MEXC

Ape Terminal | poolz ventures | AUSSIE CAPITAL

wepad | KAIRON LABS | YORK ST CAPITAL

STANFORD web3 association | sdlc corp | GRAYBITE

KEF VENTURES | LUNA PUBLIC RELATIONS | ivendpay

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