

eXceedme

Vision

**Compete for stakes
Earn crypto and create a
gamer centered economy**

**A skill-based blockchain economy
where developers and organisers
create competitive game ecosystems
for ALL gamers**

**GAMERS WILL XED
DEVS WILL XED
XED WILL XED**

The Problem

**Making money playing video games
is almost impossible**

The Problem

Just Pros make it

All earnings go to a few ProTournament winners and Streamers

Becoming a pro requires tremendous skill and time investment

Lots of work and time to build a following and create streaming content

Huge competition & high entry barriers

Predatory ad economy

In-app bundle purchases and ads marketed aggressively and at strategic points during game progression

Predatory publishers, event organisers and streaming services are the main winners

Siloed game assets

Players buy or earn in-game currency and virtual assets they can't monetize or transfer to other digital worlds

61% of gamers said they felt post-purchase regret after making an in-game purchase

The Solution

**XED enables all gamers to
make money off their skill**

Peer to Peer, Emergent Gamer Economy

The Solution

Everyone can make it

Gamers set stakes
Matchmaking happens
Players fund the stake
Winner takes it all

Gamer-Based Economy

An Economy where Gamers are the major winners

Creates strong grounds for players to monetize their game skills through crypto assets with open market dynamics

Ensures game devs and organisers build sustainable engagement and grow the competitive ecosystem around their games

Interoperability

Fostering interoperability by creating a platform where players can bridge monetization in different games with XED and NFTs

Ultimately our goal is that items could be transferable between game universes in different blockchains resulting in a digital multiverse

How?

Exeedme is a blockchain-powered tournament platform allowing gamers at all skill-levels, developers and organisers to monetise their skills

Our vision is to build a fair and trusted “play-to-earn” platform where gamers can play their favorite games, challenge an opponent or let Exeedme find one that matches their skill-level and bet on their own victory.

Gamers earn with their bets, earn **XED** for engagement, and exclusive **NFTs** prizes for winning tournaments and league events: trophies, collectibles and in-game assets they own and are able to trade or monetize.

Product

Challenge friends to compete in video games with stakes. Put your crypto where your mouth is

MATCHMAKING

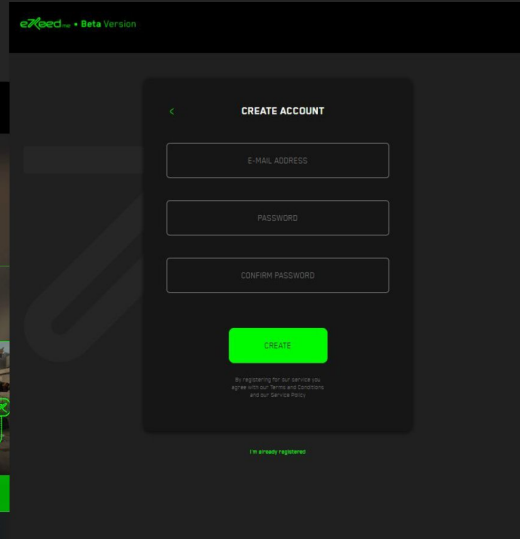
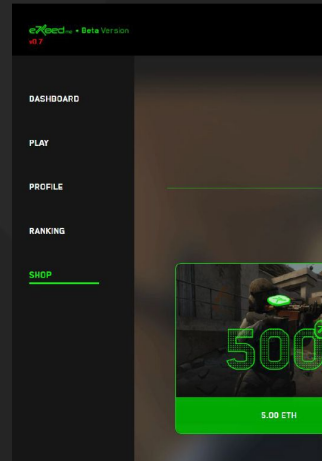
Challenge friends or play against similar skill players for stakes. XED tokens are earned each match. With more XED you can level up to unlock higher leagues with higher stakes.

ANTICHEAT

Fair play is paramount to our platform. Exeedme will use video referee, telemetry and game state data to ensure no hacks are used and gameplay is leveled at all times.

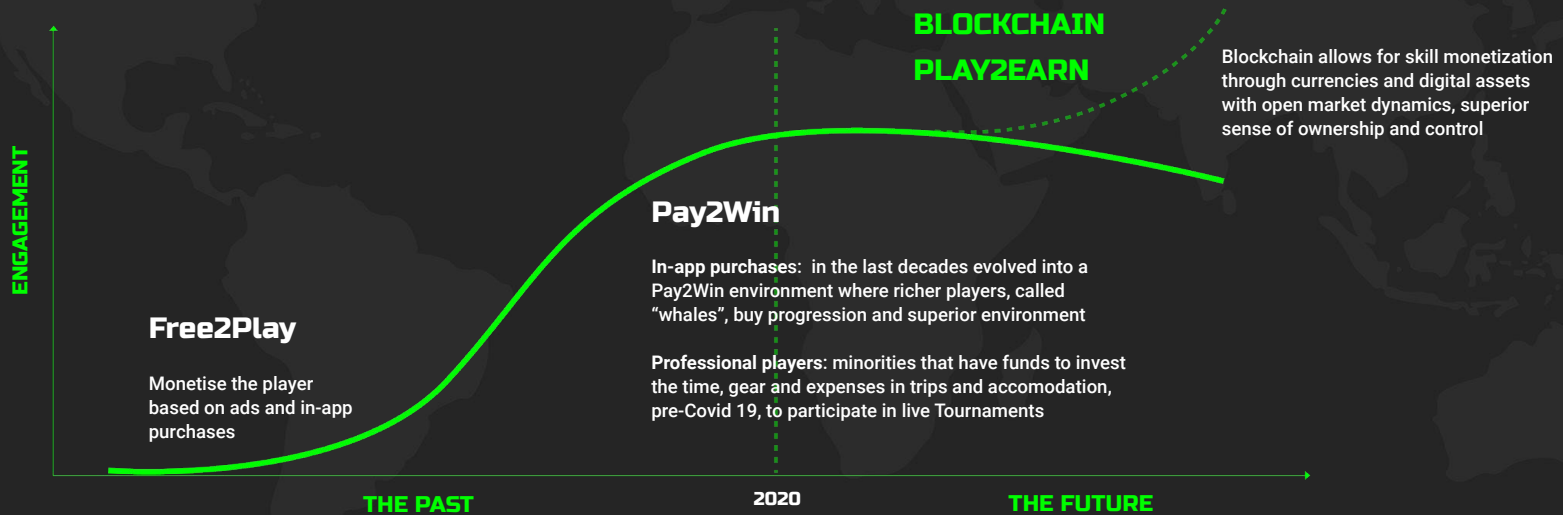
AGNOSTIC PLATFORM

Single point of access to engage in an ecosystem that allows to play, socialize and earn in many centralized games (such as CS:GO and LOL) and in decentralised games (such as F1:Delta and Skyweaver).



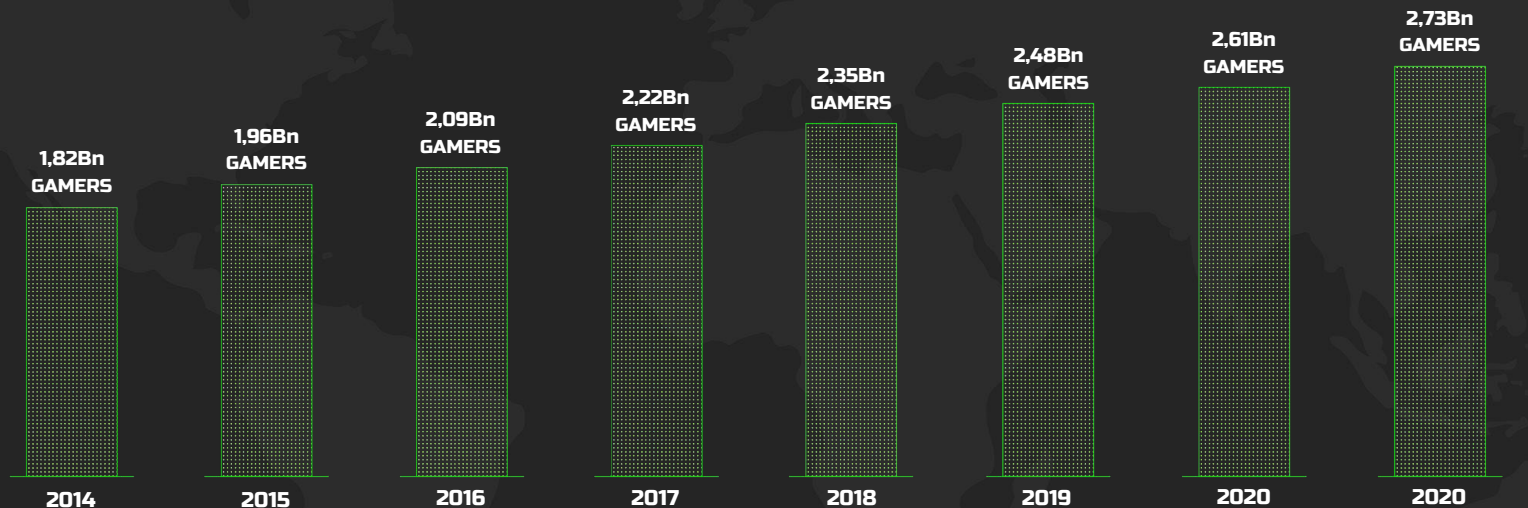
The Market

Game monetization models are exhausted and blockchain technology, with **NFT** and **Defi** innovations, can bring **infinite possibilities** to expand digital worlds and foster engagement



The Market

1 in 4 people in the world is a gamer



NUMBER OF ACTIVE GAMERS WORLDWIDE

The Market

Gaming already represents **2x** the music and movie industries combined



\$74 bn

Movie + Music Industries

\$159 bn

Gaming Industry

Competition

A new approach to game enjoyment (not engagement)

	Exeedme	Challengermode	Faceit	ESEA
Centralized Games	✓	✓	✓	✓
Blockchain Games	✓	✗	✗	✗
Monetize skills	✓	✓	✓	✓
Earn Rewards	✓	✗	✗	✗
Crypto Assets	✓	✗	✗	✗
Governance	✓	✗	✗	✗

Token Utility (\$XED)

A Gaming platform that empowers XED holders

Game Mining

Gamers can collect XED and NFTs by playing, growing their ranking position or completing milestones

By staking XED or providing liquidity, players can unlock XED and NFT rewards that can be collected based on their activity in the platform

Access

XED gives access to Tournaments, Leagues, high stakes, lower fees and Defi exclusive opportunities

Organisers stake XED to create communities and organise Tournaments and Leagues. The more XED, the bigger the event

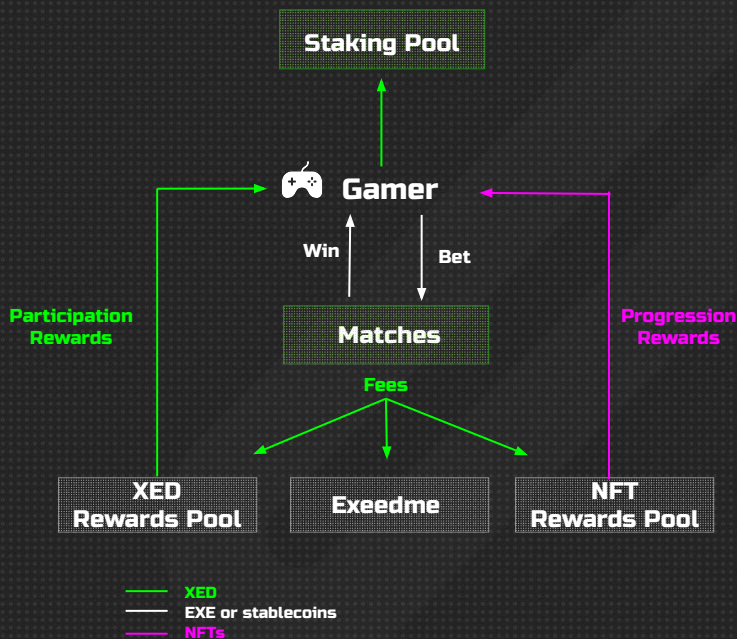
Own

Allow gamers to drive and govern the future of Exeedme platform

Stake XED to vote on new features, new games and reward distribution

Token Utility (\$XED)

Play your favorite games, bet on your skills and earn XED on the way



Exeedme Matches and Tournaments: Gamers choose the Game, choose the stake, choose an opponent or let Exeedme do the matchmaking and let the game begin. Gaming modes: Solo, Party, Teams and Pro-Seasons. Winner gets the prize pool minus organising fees.

Exeedme Leagues: Players can join skill-filtered leagues that level the playing playfield, improve enjoyment and ensure opportunities at all skill-levels to monetise and improve skills.

Participation Rewards: Exeedme want to reward back players for using the platform. Win or lose, everytime there is a match, gamers win participation rewards in XED.

Progression Rewards: by achieving certain ranking levels or completing certain missions and milestones, gamers will be entitled to newly crafted NFT's they can brag about.

Staking pools: XED and NFT rewards unlocked for each gamer will be based on the amount of XED they stake.

Exeedme Platform fees: are used to fund XED Reward Pools, NFT Reward Pools and to maintain operations and fund platform continuous development.

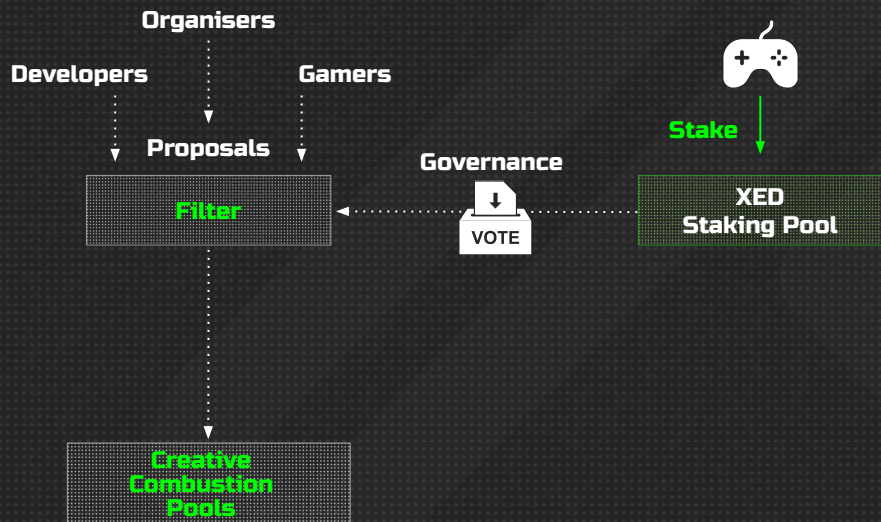
Token Utility (\$XED)

XED unlocks access to privileges in the ecosystem



Token Utility (\$XED)

Own Exeedme and drive the future of the platform



Governance: A set of smart contracts for driving the ecosystem direction. The protocol is being designed to be led by gamers in order to create an inclusive environment that breaths trust and transparency. Exeedme wants gamers to know they have control over their experience and they are part of the creation journey.

Creative Combustion Pools: with proposal acceptance, XED from the Community Pool is allocated to the project. The funding mechanisms to developers will depend on the specific project:

- General improvements in the protocol or the platform will be 100% funded by the Community Pool;
- Optional features or new blockchain games can be partially crowdsourced from the community through donations, staking and liquidity pool mechanisms to help developers bootstrap and get their first users

Token Utility (\$XED)

An evolving digital world at the intersection of Gaming and DeFi



Allow Organisers and Developers to create their own tournaments, foster engagement between members, create their own exclusive community-based economy

XED Rewards and NFT Rewards Pool will receive fees from Tournaments, Mint and Melt of FTs and NFTs



Allow all users to exchange community tokens (FTs or NFTs) and add liquidity to the exchange

Fees on every transaction

Token Utility (\$XED)

XED gives access to anyone to mint tokens and NFT's and help building sustainable gaming engagement



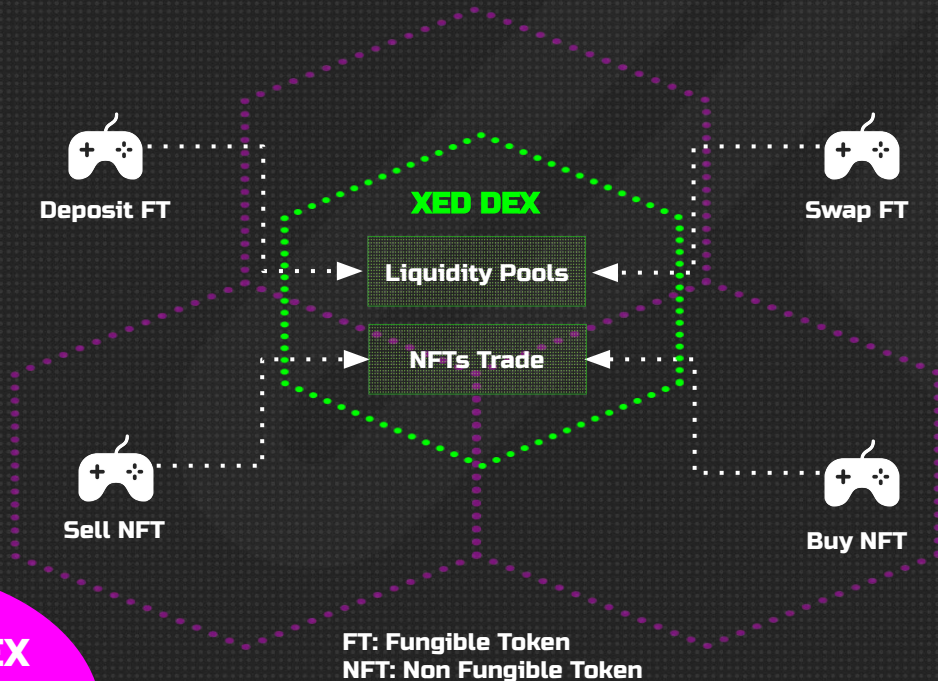
Organisers: At a defined amount of XED staked, anyone can build their own community and start organizing their own tournaments, integrate new games, enable community chats and much more. XED staked work as energy and is deducted as it is used to organize tournaments, increase the number of players, use Anticheats, use Video Referee, mint NFT Trophies, etc). If it gets below certain staking levels, the organiser would have to buy additional XED and stake it. Every tournament has the same fees of Exeedme Tournaments with 50% of fees going to the Organiser.

Mintworld: Friends, Local Gaming Communities, Brands, everyone can build their digital world. Exeedme will support these communities to bootstrap their ecosystem of assets, helping with blockchain logic, NFT and FT creation. Blockchain assets suit a multitude of use cases including limited-edition collectibles, access to tournaments, lower fees, gaming items, and achievement rewards. The potential functions of this technology are currently only limited by the imagination. We are sure our ecosystem will XED imagination. They can be seamlessly sent, sold on XED DEX, or even melted back into XED.

Minting fees: a portion of minting fees will fund XED Rewards Pool and NFT Rewards Pool

Token Utility (\$XED)

Expand interoperability between games and communities by trading, buying and selling **cross-chain**



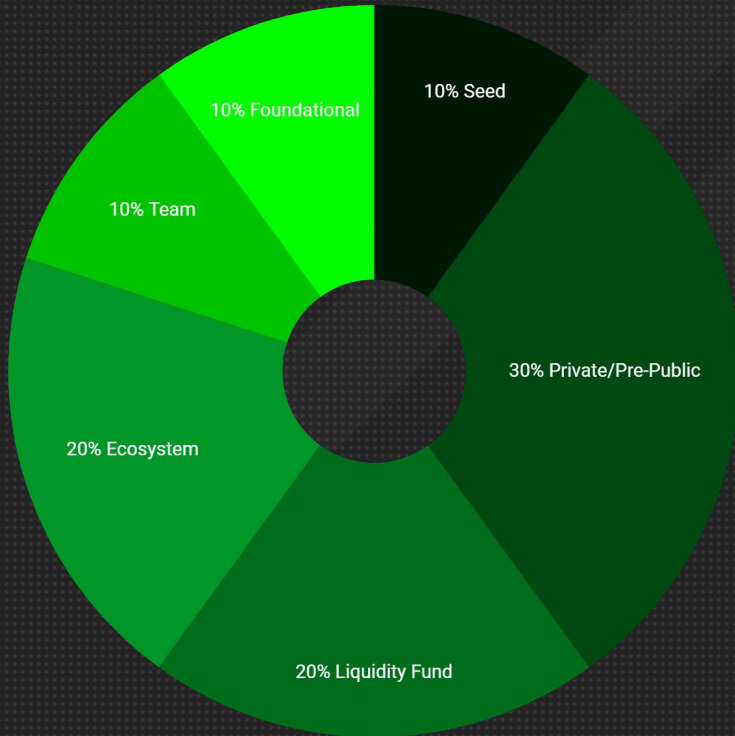
XED DEX: A decentralised exchange where gamers can easily trade, cash out, and swap a curated directory of community and gaming tokens, collectibles NFT's and in-game assets. First community and later 3rd party in-game assets. It will work similar to Uniswap, with AMM providing liquidity via pools, but with a strong focus on community tokens, collectibles NFT's and in-game assets.

Several types of trades available:

- FT to FT
- FT to NFT, and vice versa
- NFT to NFT: where the users can exchange one or several items for another item (or group of items). Price differences will be settled in XED

Fees generated will be distributed towards XED Rewards Pool, NFT Reward Pool, Community Token Pools and operations and platform continuous development

\$XED Distribution and Sale Structure

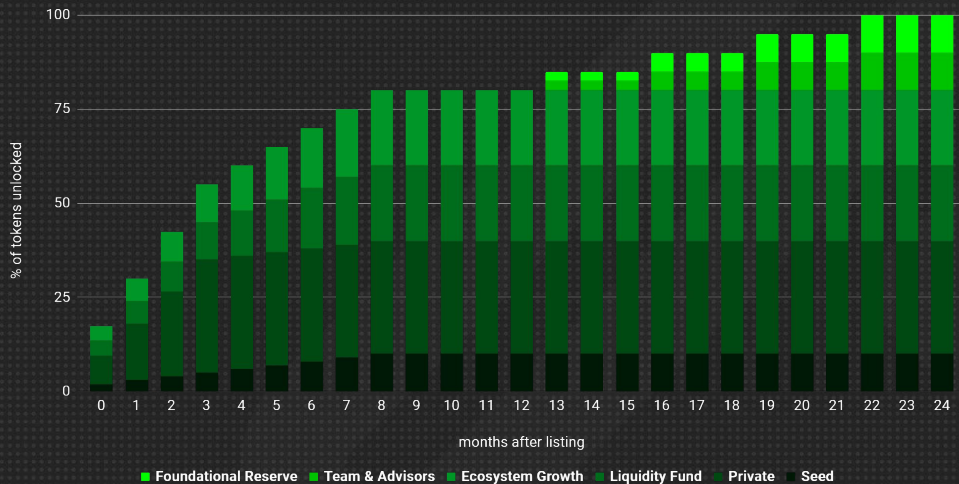


Token Price and Distribution

- Seed sale price: \$0.0125 USD
- Private sale price: \$0.025 USD
- Pre-Public round price: \$0.03 USD
- Uniswap listing price: \$0.05 USD
- Seed, private and public rounds with 40% of the total token distribution
- Ecosystem Growth reserved for marketing, awareness, partnerships and exchange listings
- Liquidity Fund will provide funds for Uniswap and other exchanges liquidity
- Team and Advisors with 10% of the total token distribution, Foundational Reserve with the remaining 10%

\$XED Release Schedule

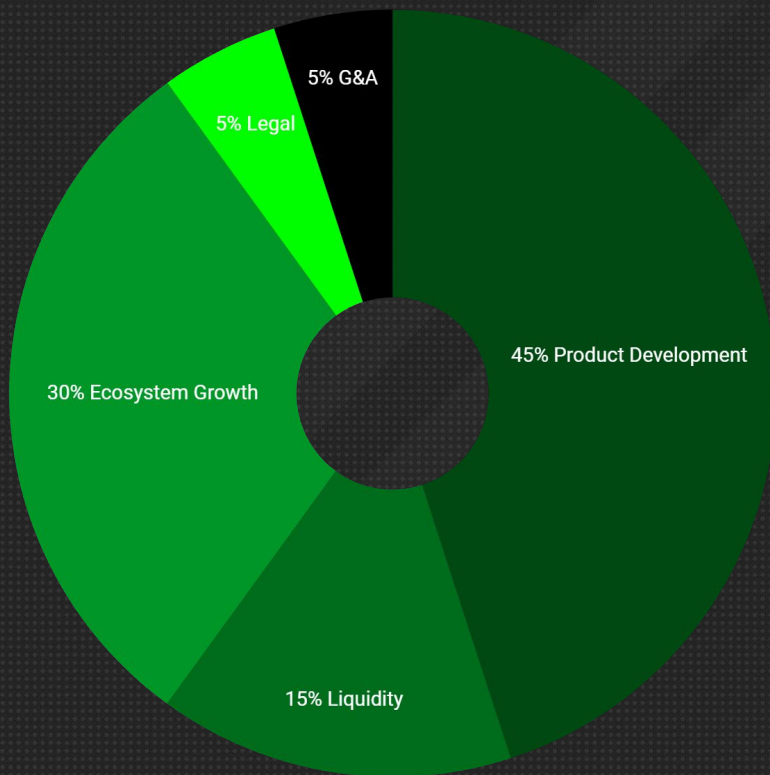
Token Release Schedule



Token Release Schedule

- Seed: 20% on TGE, then 10% monthly over 8 months
- Private Sale/Pre-Public Sale: 25% on TGE, then 25% monthly over 3 months
- Team & Advisors: 1 year fully locked, then 25% quarterly
- Ecosystem: 20% on TGE, 10% per month over 8 months
- Liquidity: 20% on TGE, 10% per month over 8 months
- Foundational: 1 year fully locked, then 25% quarterly

Use of Funds



Use of Funds

- 45% of the funds will be used to support the Platform development
- 30% for marketing actions such as partnerships, awareness and go-to market strategy
- 15% of funds will be used to provide liquidity to Uniswap and other exchanges
- Legal, Regulatory and Security will represent 5% of the total funds raised
- 5% for General and administrative expenses

ROADMAP AND TEAM

Roadmap

**Q1
2021**

Beta version

First Game: CS:GO

Betting with liquid
cryptocurrencies

Short-list access for
Gamers and Game
Influencers

UK Gambling Operating
License

**Q2
2021**

Game Mining

Staking Pool

Game Mining 1.0

Exclusive XED
Tournaments

Anticheat v2.0

**Q3
2021**

NFT Rewards

NFT Ranking Rewards

Gamification

Launch of Communities

Governance R&D

**Q4
2021**

Mintshop

Migration to Polkadot

XED DEX v1.0

Launch of Mintshop

DAO R&D

Roadmap

Moving from an Ethereum Prototype to **Interoperability**

Phase 1 Ethereum Prototype

Full working
Ethereum-based
MVP



Phase 2 Interoperability

Multi-chain
Using Polkadot's
Bridges

Founders

Seasoned team with entrepreneurial experience and “make it happen” attitude



Francisco Varela
Chief Strategy Officer

- Serial entrepreneur with 5 successful ventures launched and scaled to +\$10m turnover
- Founder of the first exclusive gaming gear marketplace
- Experienced team builder and team manager
- Ventures currently employ +100FTEs



Nuno Fernandes
Chief Executive Officer

- Experienced dealmaker with €1B+ closings and 30 successful deals
- Former manager of PwC and KPMG M&A teams, top 5 European M&A teams
- Advised artificial vision and blockchain businesses on raising capital at multi-million dollars valuation
- Strategy advisor of Utrust, a blockchain company
- Best Economics Student Award from Banco de Portugal

Executive Team with over 20 years combined of entrepreneurial and business experience who share a vision about helping gamers, professional or amateurs, create a career and monetise their skills



Mindera **Technology Partner**

Mindera has +500FTEs and was born out of the gaming and betting industry, crafting products for 2K Games and Betfair

Advisors



Guilherme Almeida **Tech Development**

Guilherme previously worked with Blip (acquired by Betfair) after which he co-founded Mindera. Mindera, a software craft studio with +500 people spread across 3 continents with expertise in verticals from Gaming and Retail to Fintech and Blockchain. Guilherme is also the CTO of HOLD, an all-in-one crypto and cash app.



Rui Teixeira **Blockchain Gaming**

Rui is the CEO and co-founder of BetProtocol, a blockchain-based SaaS empowering businesses and entrepreneurs to launch Esports gaming platforms.

Rui is a serial entrepreneur and has +5 years experience with blockchain product development.



Nuno Correia **Blockchain Payments**

Nuno is the Founder and Chief Strategy Officer of Utrust, a blockchain payment company that is improving the accessibility of digital assets and increase cryptocurrency business adoption.

Nuno has extensive knowledge in blockchain payments and crypto integration with several digital run businesses

Ambassadors

Gaming Ambassador



Ricardo Pacheco "FOX": CS:GO Player

Fox is a professional Counter-Strike: Global Offensive player. He started his career in 2006 by playing Counter-Strike: 1.6 on Excello as an AWPPer.

His talent was noticed on some international teams in Europe, and in 2015 he signed with the French team G2 Esports, which was trying an international team with european players.

Team



Former teams



Gaming Communities



