



BLOX-SDK lightpaper

10/01/2021



UNREAL
ENGINE



What is BLOX?

BLOX is a software development kit which aims at assisting video game developers with integrating the blockchain into their applications. Developing a decentralized application requires a lot of knowledge of blockchain technology such as wallets, transaction GAS fees, smart contracts et cetera.

The BLOX SDK aims to simplify the blockchain for both users and developers, providing a smooth website-builder like experience.



" BLOX-SDK allows for game developers to focus on what they do best, create awesome games and leave the tedious blockchain implementation up to us. "

Play-to-earn video games and NFTs have been all the rage the past few months, and there are good reasons for it. There are a plethora of incentives why one may want to implement the blockchain into their video game.

01

In-game item tokenization

Objects such as in-game items and cosmetics can be tokenized into NFTs (non-fungible tokens). These tokens are directly added to a player's wallet and truly gives them ownership over it.

02

decentralized marketplace

Players can buy and sell NFTs for real-world currency via the game marketplace. Traditional community markets such as on the platform 'Steam' charge upwards of 15% transaction fees and only allow a small percentage of creators to participate.

The BLOX-SDK is completely open to all developers and charges a small 5% fee which is directly used to fuel the ecosystem by purchasing \$BLOX tokens.

03

security

Important player data and monetary assets can be anonymously stored on the blockchain and offers greater security than a traditional database.



Which platforms does BLOX target?

At the current stage of development BLOX targets 3 platforms based on their marketshare, developer friendliness and accessibility.

01



Having over 131 million monthly active users, Minecraft is one of the most popular and well-known video games ever created having generated \$415 million revenue in 2020 alone.

Despite the enormous popularity of the game with children, the average Minecraft player is a man in his mid-20s which is a great match with the target audience of play-to-earn blockchain games.

02



Unity is an absolute giant in the mobile games industry, being used as the engine of choice in over 71% of all mobile games. By BLOX offering support for the Unity engine we open our gates to an ever growing market.

The global mobile games market generated \$7.6 billion from player spending across the App Store and Google Play in July 2021, marking an increase of 7.2 percent year-over-year.

03



Just like BLOX, Unreal Engine stands for innovation being the world's most open and advanced real-time 3D creation tool.

Unreal Engine is best known from the incredibly successful Fortnite franchise, obtaining a larger marketshare as developer's choice every year.

Due to each platform having different developer tools and programming languages a custom BLOX software development kit integration is developed for each platform.



User-experience is key

One of the key components of BLOX is providing players with the best possible user-experience. The blockchain has for many always been a hard concept to grasp, let alone terms such as GAS fees, smart contracts and non-fungible tokens.

BLOX aims to simplify the blockchain by taking an 'Apple' approach, less is more with the ultimate goal of the user not even having to know that they are using the blockchain to perform transactions.

\$BLOX tokenomics

Instead of putting a price tag on our SDKs all our products are free to use.

Marketplace transactions on BLOX charge a 5% fee which is used to purchase \$BLOX tokens off of zilSwap.io, benefiting investors and developers alike.

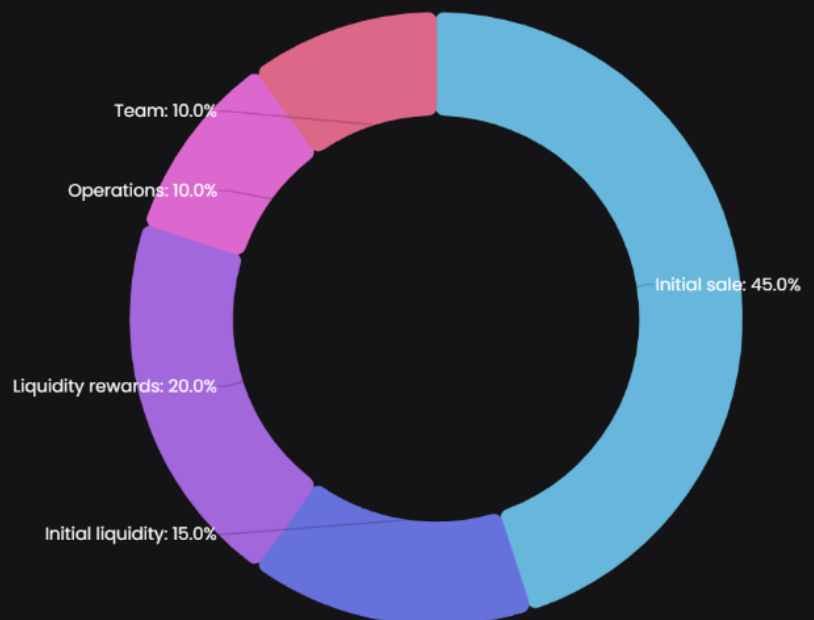
Initial sale (45%): 2,250,000

Initial liquidity (15%): 750,000

Liquidity rewards (20%): 1,000,000
(Linear curve over 23 months)

Operations (10%): 500,000
(Vested monthly over 12 months)

Team (10%): 500,000
(Vested quarterly over 12 months)



An investment in the \$BLOX token is effectively an investment in the games which will be implementing the BLOX-SDK. The more projects which implement BLOX means more transactions generating fees which are invested back into the \$BLOX token and burned.