



# Aodi

## Studios



WHITEPAPER  
2023

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# EXECUTIVE SUMMARY

## MISSION

### **Bring Content Creators and Fans Together**

The Aodi Studios platform will enable players and fans to collaborate on aspects of the gaming experience that are normally within the control of game developers and other intermediaries.

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# EXECUTIVE SUMMARY

## VISION

### Empowering the Gaming Community

Through our community-driven approach, Aodi Studios is committed to offering distinctive and cutting-edge gaming experiences. We are devoted to protecting data ownership and restoring user control over their online information because we firmly believe in reliability and openness.



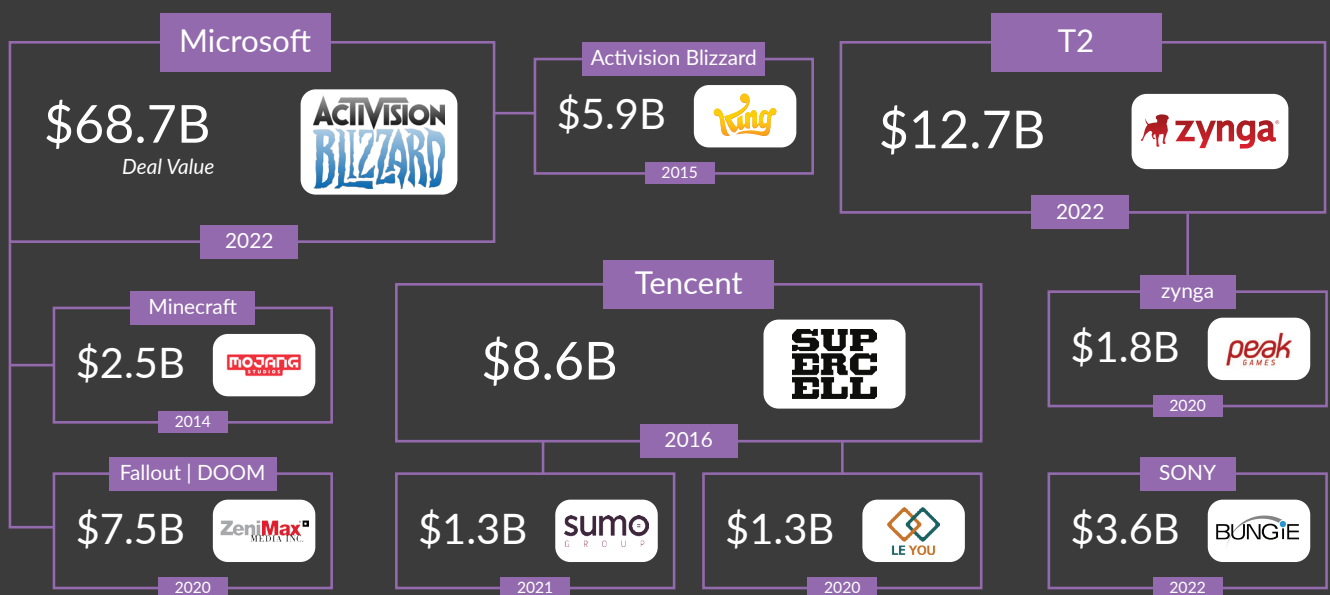
# EXECUTIVE SUMMARY

## THE PROBLEM

### Sound The Monopoly Alarm

Each purchase in 2022 has been significantly more than what the sector has seen in the past. Microsoft's acquisition, however, stands out not only for its value but also for its overarching objective. In its first press release, Microsoft stated that this acquisition will "provide building blocks for the metaverse... and will play a key role in the development of metaverse platforms." In addition to these assertions, the Activision Blizzard acquisition placed Microsoft behind Tencent and Sony as the third-largest gaming firm in terms of revenue. Sony and Microsoft have long been rivals, especially when it comes to console sales.

According to a contract between a game publisher or development studio and a console manufacturer, some games are only accessible on a particular console. Thus, this Microsoft agreement shows two industry objectives. First, to play a significant role in influencing its metaverse, which is Big Tech territory. Second, a plan to make console sales incidental renders the competition pointless by giving Microsoft access to 30 studios, when Sony owns just 13, making Sony less competitive in the market. These incidents have not only changed the industry's mentality, but they have also raised legitimate concerns about a monopoly.



# EXECUTIVE SUMMARY

## THE PROBLEM

Here are the top 15 most expensive gaming company acquisitions in history:

Rank	Acquirer	Target	Year of Acquisition	Deal size (\$B)
1	Microsoft	Activision Blizzard	2022	68.7
2	Take-Two Interactive	Zynga	2022	12.7
3	Tencent	Supercell (84% Acquisition)	2016	8.6
4	Microsoft	ZeniMax Media	2020	7.5
5	Activision Blizzard	King	2015	5.9
6	ByteDance	Moonton	2021	4.0
7	Sony	Bungie	2022	3.6
8	Microsoft	Mojang	2014	2.5
9	Electronic Arts	Glu Mobile	2021	2.4
10	Facebook	Oculus VR	2014	2.0
11	Zynga	Peak	2020	1.8
12	Bandai	Namco	2005	1.7
13	Electronic Arts	Playdemic	2021	1.4
14	Tencent	Leyou	2020	1.3
15	Tencent	Sumo Group	2021	1.3

10 of the 15 biggest gaming company acquisitions have happened in the last three years.



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# EXECUTIVE SUMMARY

## THE PROBLEM

### More Restrictions, less Money

More and more developers today discuss the negative impacts of Google Play, the App Store, and Steam. Is it reasonable to pay 30% for a simple distribution stripped of any promotion after putting so much effort into game development?

- Apple require payment for a developer account, which costs \$99 annually, in addition to extracting fees.
- Google charges a one-time fee of \$25 for developer accounts.
- The cost of adding the game to Steam's store is \$100.

2018 saw a modification to Steam's charge schedule. Now, only the first \$10 million in sales are subject to the 30% tax. The split changes to 25% for any transactions between \$10 million and \$50 million. And Steam will only keep 20% of sales made after the first \$50 million. This reduction mainly helps the major developers, though. With this new strategy, small developers with modest sales volumes are severely disadvantaged. Paying that much when there are other platforms that charge less seems very pointless.



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# EXECUTIVE SUMMARY

## THE SOLUTION

### Decentralized gaming membership

For the gaming community, Aodi Studios is developing an innovative model of real NFT-based membership. Influencers in gaming will be able to communicate with their audience directly thanks to the platform. With complex tier-based membership offers and exclusive privileges for superfans, gamers will be able to provide distinctive, easily manufactured high-value prizes. The content creators regain ownership thanks to Aodi Studios. By cutting out the intermediary, we hope to connect fans directly with their favourite creators.

Through the direct minting of game-related NFTs on the Aodi Studios platform, well-known creators will eliminate the need for middlemen. Fans may use secure, decentralised smart contracts to trade, purchase, and sell their digital assets and membership privileges, levelling the playing field for all participants.

Unique NFTs can be minted by creators and distributed or sold directly to users as rewards or game items. Users can mint their own NFTs to use in the game or sell to other players, participate in an NFT market, and earn NFTs through game activities.

The current hierarchical revenue and reward structures for online gaming still favour game developers and streaming services. The future of gaming will be non-hierarchical, with open channels of contact between fans and their favourite players.

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# EXECUTIVE SUMMARY

## THE SOLUTION

### A NFT store created by gamers and fans

Our mission is to enable real decentralisation by giving gamers and fans the resources they need to create engaged communities. Ecosystems and economies based on NFTs give control back to individuals who are responsible for the majority of the gaming-related economic activities.

Content creators will be given the freedom to take charge of their own self-generated revenue streams thanks to the capacity to mint virtual products, reward users with virtual things, exclusive membership perks, and digital property.

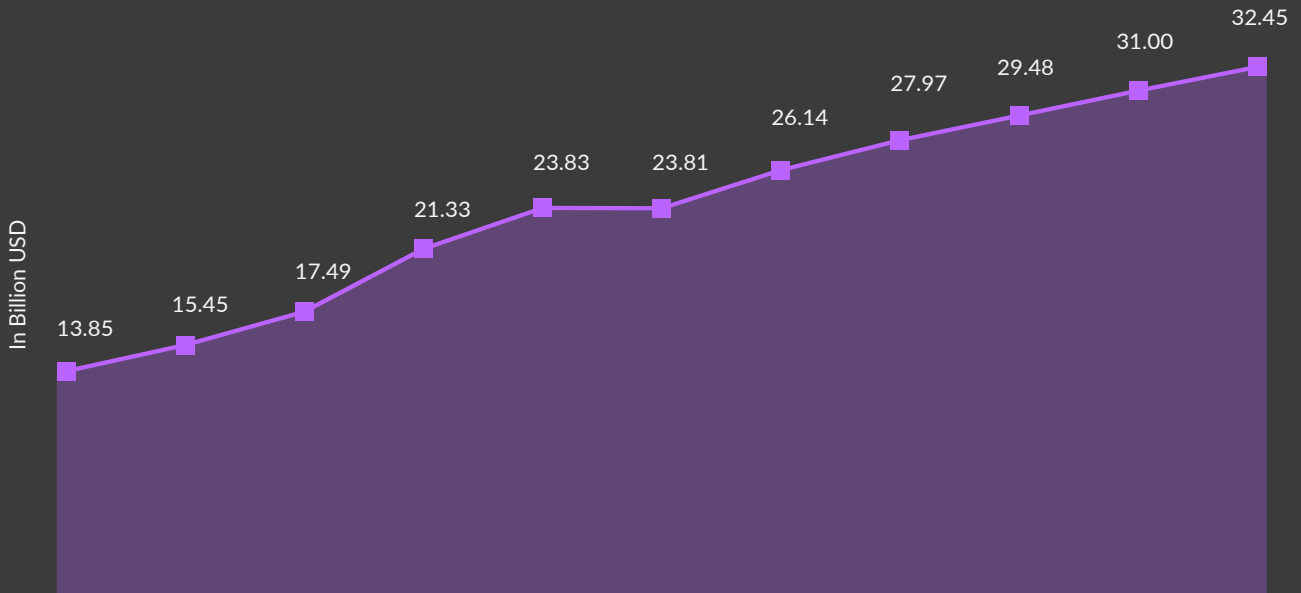
By minting their own NFTs, purchasing, selling, and trading them in the game's NFT store, players can directly contribute to the economy of the game.

The native cryptocurrency of Aodi Studios facilitates easy, profitable, enjoyable, and secure trade. Creators and traders can also agree to buy, sell, and trade using the cryptocurrency of their choice on third-party stores.

Aodi Studios will create a wide range of ecosystem components, including wallets, virtual management apps, SDKs, cryptocurrency, NFT minting capabilities, membership tiers, awards, and a safe payment channel.

# THE MARKET

## ONLINE GAMING MARKET OVERVIEW



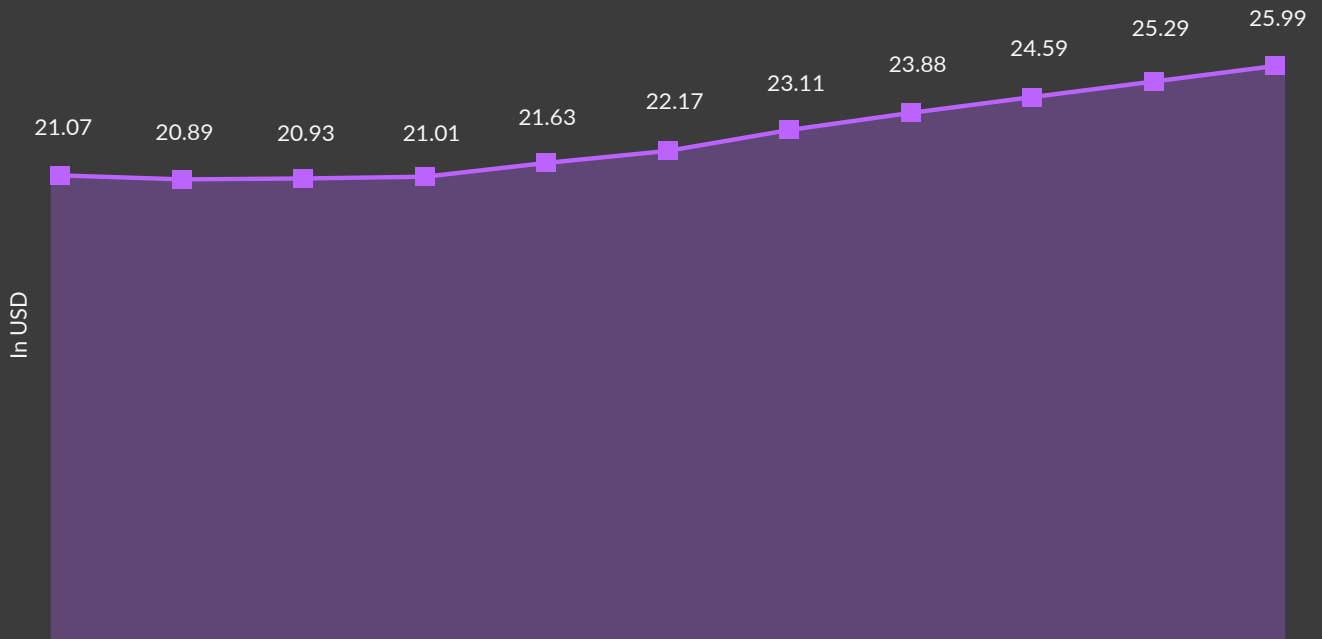
Notes: Data shown is using current exchange rates and reflects market impacts of the Russian-Ukraine war.

Most recent update: April 2023

- Revenue in the Online Games market is projected to reach US\$26.14bn in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 5.64%, resulting in a projected market volume of US\$32.56bn by 2027.

# THE MARKET

## ONLINE GAMING MARKET OVERVIEW

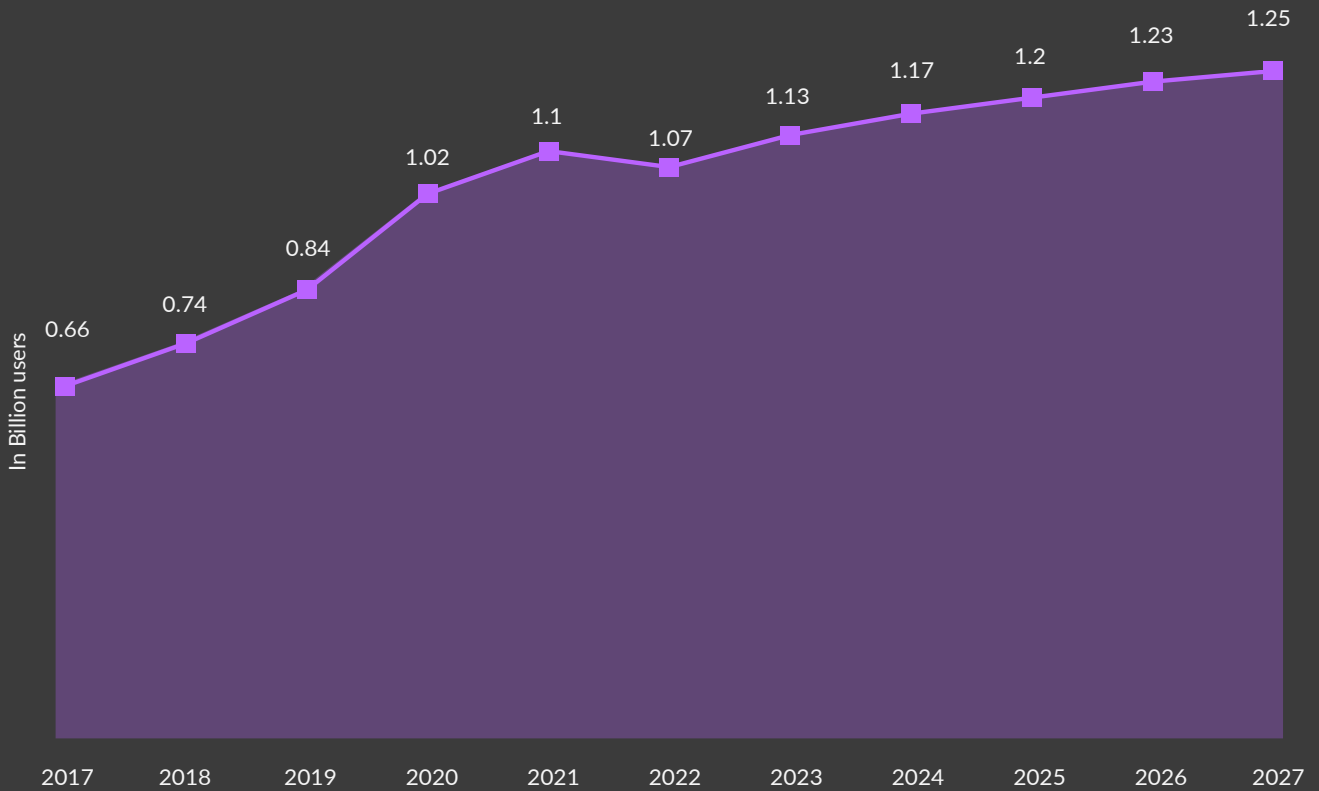


Most recent update: April 2023

- The average revenue per user (ARPU) in the Online Games market is projected to amount to US\$23.11 in 2023.

# THE MARKET

## ONLINE GAMING MARKET OVERVIEW



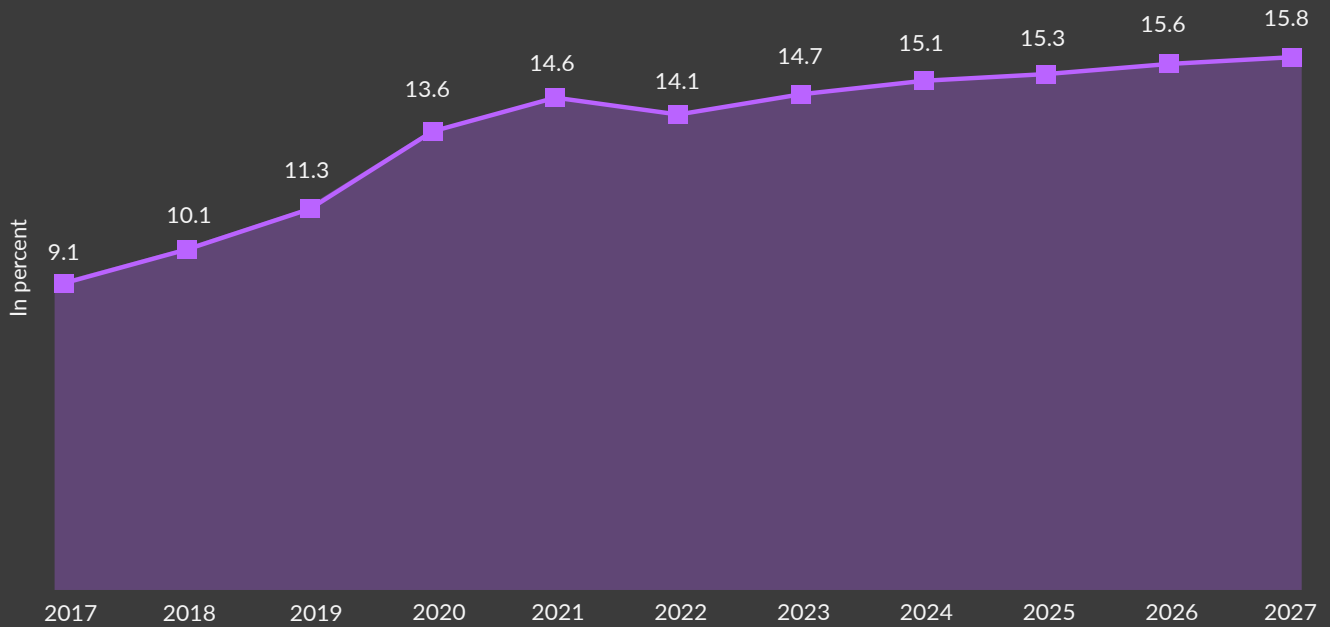
Most recent update: April 2023

- In the Online Games market, the number of users is expected to amount to 1.25bn users by 2027.



# THE MARKET

## ONLINE GAMING MARKET OVERVIEW



Most recent update: April 2023

- User penetration will be 14.7% in 2023 and is expected to hit 15.8% by 2027.

Country	Revenue IN Million USD (2023)
China	6,114
USA	5,333
Japan	3,775
South Korea	1,473
United Kingdom	1,423



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## THE MARKET

# CLOUD GAMING MARKET OVERVIEW

## What is the cloud gaming?

Cloud gaming is a game that makes use of cloud-based technologies. It is designed so that users can control and play a variety of games on web servers, which then broadcast the full game to the device to which the cloud is connected. Unlike traditional gaming procedures, which run on the local disc space of the gaming device, cloud gaming technology works as an integration into cloud technology, requiring less storage on the user's device. Cloud gaming is frequently referred to as gaming-as-a-service.

## Cloud Gaming Services Market Size

The cloud gaming sector is expanding at a breakneck speed. Cloud gaming service providers generated \$669 million in revenue in 2020. This market's value not only surpassed \$1 billion in 2021, but it also climbed by more than twofold over the previous year's value.

- By the end of 2022, 31.7 million paying users of cloud gaming services will have spent a total of \$2.4 billion on cloud gaming services and cloud-streamed games.
- The cloud gaming market is predicted to be worth more than \$21 billion by 2030.
- It is estimated that there are 23.7 million cloud gamers, with the number of paying cloud gamers reaching 86.9 million by the end of 2025.

# THE MARKET

## CLOUD GAMING MARKET OVERVIEW

### Market Leaders

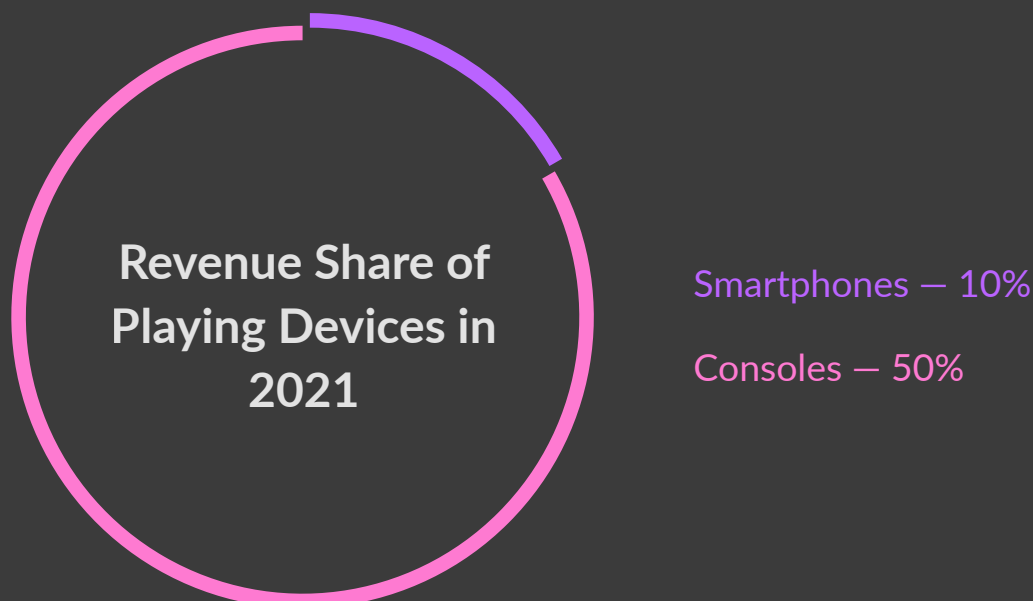
Due to the rise in smartphone gaming trends, the Asia Pacific region accounted for the greatest market share of more than 40% of the global market.

According to Omdia's research, the United States is by far the largest market for cloud gaming, followed by China and the United Kingdom. This is reflected in revenue, as the market for cloud-enabled game subscription services in the United States is approximately five times larger than in China.

Meanwhile, Japan is a notable country in this industry, as the Japanese are beginning to embrace mobile gaming, with annual revenue from the latter expected to increase by 40%, or \$6.5 billion, in 2026 compared to 2022.

Microsoft's Xbox is definitely the industry leader in the cloud gaming services ecosystem.

According to Omdia, by the end of 2021, Microsoft and Sony would have contributed for nearly three-quarters of global cloud gaming industry revenue.





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# THE MARKET

## PLAY-TO-EARN (P2E) GAMES

### What is P2E Games?

Play to Earn Gaming refers to video games and virtual worlds in which players compete for crypto token payouts. Some games demand an investment in tokens or NFTs, but others allow players to earn cryptocurrency just by playing. Some of the most popular P2E games in 2022 are Axie Infinity, Zed Run, and Gods Unchained. Coin Hunt World pays players with Bitcoin and Ethereum tokens rather than the game's own cryptocurrency.

### Trend of P2E Games

The gaming and metaverse industries are worth billions of dollars, and they're just becoming bigger. According to crypto data tracker DappRadar, nearly half of active bitcoin wallets connected to decentralised applications in November 2021 were for playing games. The number of wallets related to gaming activities surged by 2,453 percent, from 29,563 in the first week of 2021 to 754,000 in Q3 2021, and daily transactions in blockchain-based games amount to roughly 80-100 million.

According to EarthWeb, the metaverse business is anticipated to be valued \$280 billion by 2025, up from \$46 billion in 2020. The gaming sector of blockchain technology offers a lot of financial gain, as evidenced by the appreciation of gaming tokens like AXS, which witnessed an annual growth rate of more than 17000 percent in 2021. Blockchain gamers, in addition to generating and transferring in-game assets in accordance with the Play-2-Earn model, also rent out assets, thereby boosting what has become a virtual economy. As the trade of virtual assets gets more popular, it also becomes more accessible. This is why companies like Lootex, a multi-chain NFT store marketplace centred on the trade of gaming and metaverse assets closed on \$9 million of seed funding in January 2022.

# THE MARKET

## PLAY-TO-EARN (P2E) GAMES

According to the Blockchain Game Alliance, blockchain gaming generated \$2.3 billion in revenue in the third quarter of 2021, accounting for 22% of all NFT trading activity. The Game Finance market has exploded, with the top ten gaming tokens by market capitalization totaling more than \$20 billion, with the top five being valued more than \$2 billion. (As of January 14, 2022).

Several firms, including Meta (Formerly Facebook), Google, Microsoft, Roblox, and NVIDIA, have expressed an interest in expanding their exposure in the metaverse. While these companies' metaverse plans go beyond gaming, the public's impression of the metaverse is currently dominated by gaming. DappRadar estimates that roughly 70 new blockchain-based crypto games will be released online monthly.

	Price	MarketCap
Axie Infinity (AXS)	\$7.9	\$928 million
Enjin Coin (ENJ)	\$0.4	\$395 million
Gala (GALA)	\$0.04	\$274 million
Decentraland (MANA)	\$0.5	\$1.07 billion
The Sandbox (SAND)	\$0.6	\$1.08 billion

\*Figures as of 29/04/2023



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# THE MARKET

## NFTS GAMES OVERVIEW

According to the Blockchain Game Alliance's annual report, nonfungible token (NFT) games produced \$2.32 billion in revenue in the third quarter. As blockchain games grew in popularity, this accounted for around 22% of all NFT trading volume in the quarter.

The BGA is a supporter of NFTs games, which leverage blockchain's transparency and security to authenticate unique digital things and enable new revenue models for games like digital collectibles.

The study is based on a poll of members from the BGA's 300 member companies from 56 countries. In 2021, 198 of those 300 joined, an increase of 186 percent over the previous year. The BGA was founded in 2018 with only eight members.

From 29,563 in the first week of 2021 to 754,000 in Q3 2021, the number of wallets related to gaming activities climbed by 2,453 percent. For the first half of the year, Sky Mavis' Axie Infinity topped blockchain gaming NFT trade volume, reaching a new high of \$2.5 billion in September and exceeding sales records set by NBA Top Shot and CryptoPunks.

It's a relatively new industry. Thirty-four percent of the respondents identify as gaming professionals, while twenty-seven percent identify as blockchain professionals. And 81% had been in their current position for less than three years, with 42.5 percent in it for less than a year.

In 2021, blockchain game firms also closed large fundraising rounds and gained a lot of media attention. With a \$88 million capital raise in May, Animoca Brands became a unicorn, followed by \$138 million in July and another \$65 million in October.

# THE MARKET

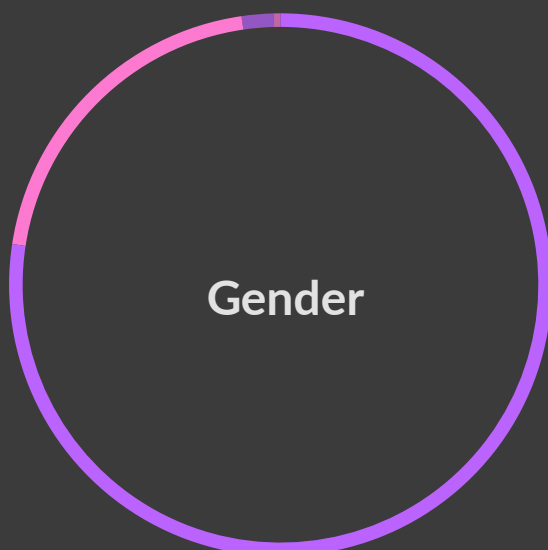
## NFTS GAMES OVERVIEW

NBA Top Shot, created by Dapper Labs, grabbed the world by storm, grossing \$230 million in the first quarter. Meanwhile, Axie Infinity became the first game to cross \$1 billion in NFT sales (now over US\$3.6 billion), while Emfarsis, Yield Guild Games, and Delphi Digital's short documentary, Play-to-Earn: NFT Gaming in the Philippines, was featured on CNBC and has been viewed over 750,000 times on YouTube.

About 60% of employees work for businesses with less than 50 employees, and 25% work for businesses with fewer than ten employees.

Play-to-earn is the most important driver of industry growth, according to 68 percent of respondents. When it comes to games in general, 83 percent think gameplay is the most important factor, while 85 percent think true ownership of digital commodities is the most important factor in blockchain games.

### Respondent Demographic



Male – 77,4%

Female – 20,3%

Prefer not to say – 1,9%

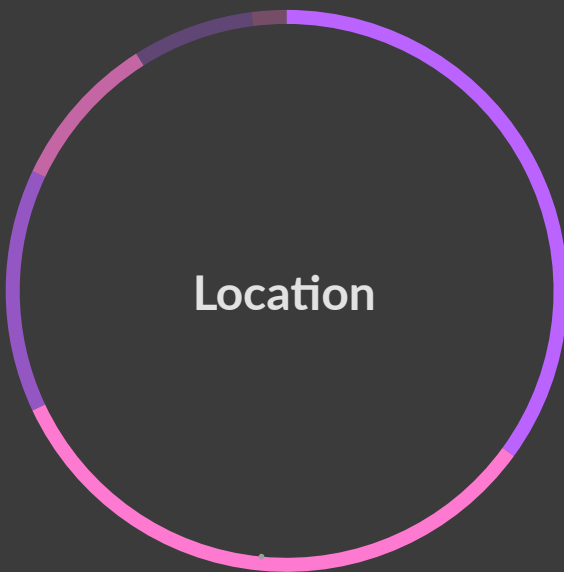
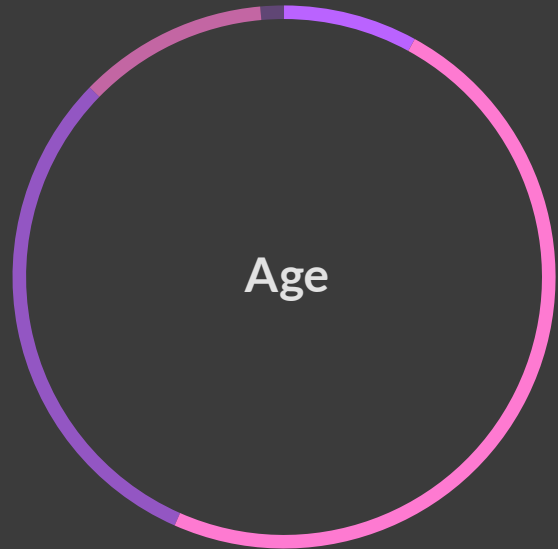
Non-binary – 0,4%



# THE MARKET

## NFTS GAMES OVERVIEW

18-24 – 8%  
25-34 – 48,6%  
35-44 – 30,7%  
45-55 – 11,3%  
55 & over – 1,4%



Europe – 35%  
Asia – 33%  
North America – 14%  
South America – 9%  
Australia – 7%  
Africa – 2%

Less than 1 year – 43,5%  
1-3 year – 38,2%  
4-5 year – 7,1%  
Over 5 year – 12,3%



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# THE MARKET

## NFTS GAME TREND

In the future, 86% expect that at least portion of the traditional gaming business will use blockchain within the next two years. Fifty-two percent of respondents cite regulatory uncertainty as their top issue and the industry's most critical challenge. The next major pain problem, according to 43%, is education about the fundamental concepts underlying blockchain gaming.

The survey's goal was to identify the most essential topics at this juncture in the industry's evolution and guarantee that the BGA's 2022 vision is in line with member needs.

Approximately 64% of respondents identified as founders or C-suite executives. The report's viewpoints represent a global group of industry experts and professionals from 51 nations. However, women made up only one-fifth of survey respondents, indicating a need for better gender representation in the conversation. The BGA hosted 17 education webinars on a variety of topics.

According to DappRadar, which records a lot of blockchain industry activity, 2.5 million crypto wallets are connected to blockchain decentralised apps (dapps) on a daily basis, accounting for half of all blockchain usage.

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# AODI STUDIOS – THE PLATFORM OVERVIEW

Aodi Studios is a gaming content publishing platform that provides exclusive material from well-known gaming influencers, streamers, businesses, and publishers. Our approach to community-driven innovation is represented in our digital membership choice, which grants access to a games archive via a dNFT representation. In addition to platform access, each membership package includes a variety of real and intangible perks and benefits.

## Aodi Studios will focus on:

- Empowering true decentralized platform by providing gamers and their fans with the tools they need to build wildly engaged communities.
- NFT-based ecosystems and economies which will return power back into the hands of those who generate the most economic activity associated with gaming.
- The ability to mint virtual goods virtual items, exclusive membership rewards, and digital property will free content creators to take control of their self-generated revenue streams.

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# AODI STUDIOS – THE PLATFORM

## WHY AODI STUDIOS?

Aodi Studios platform will be the primary choice of all the gaming industry stakeholders due to the following:



### Empowering creators and fans

The Aodi Studios platform will allow gamers and fans to collaborate on aspects of the gaming experience that are typically reserved for game developers and other intermediaries. Digital art and game artefacts such as weapons, clothing, and supplies can be created by gamers and their supporters.

Gamers can offer tiered membership with authentic, verifiable, one-of-a-kind, and tamperproof NFT prizes to dedicated followers. Fans can earn awards, collect value, gain access to special content and events, and trade their freshly acquired assets.



### A new model of online gaming community membership

Gamers can interact with their fans across numerous gaming platforms. Fans who follow their favorite creators online and play various games can acquire assets in their digital wallets and carry them between gaming experiences.



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# AODI STUDIOS – THE PLATFORM

## WHY AODI STUDIOS?



### Decentralized multi-platform ownership and value creation

Influencers and their fans can communicate on any game platform in a fully decentralized and independent manner. Gamers and their fans can create value, trade, and acquire digital assets in a decentralized ecosystem free of game industry intermediaries.



### Eliminate the middlemen

The bottom line is that we intend to tackle the middleman problem by fundamentally upsetting existing game ownership models and bringing content producers and fans closer together than ever before.



### Millions of content creators, billions of engaged fans

Aodi Studios's goal is to provide the tools necessary for gamers of all generations to gain direct access to the content creators they enjoy. Without the regulating authority of corporate game manufacturers, streaming platforms, and other intermediaries, content creators can develop communities across numerous platforms and games.

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# AODI STUDIOS – THE PLATFORM

## AODI STUDIOS’S BENEFITS FOR GAMERS



### Easy setup

No code NFT creation, customization, and distribution is needed. In addition to, generation of time-limited digital assets without code.



### Security

Tracking the movements of digital assets across the blockchain which will lead to reduce or eliminate fraud, identity theft, chargebacks.



### Monetization

Rapid digital store setup and integration into their online presence. Offering tiered membership subscriptions for high-value content and rewards



### Fan Consolidation

Unify and monetize their entire community across multiple games, platforms



### Platform Independence

Gamify their online presence outside game and platform restrictions. Eliminate middlemen with decentralized payment gateways.

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# AODI STUDIOS – THE PLATFORM

## AODI STUDIOS BENEFITS FOR GAMING FANS

### Earnings and Rewards

Earn Aodi Studios coins, NFTs, in-game privileges, and other rewards through community participation

### Platform Independence, Rewards Consolidation

- Follow gamers and earn rewards across all their platforms and games
- Earn Aodi Studios coins regardless of the game you play: unify your fan activities
- Easily consolidate game earnings across multiple games in one place

### Security and Convenience

Eliminate the risk of asset loss through denial of access to games, platforms

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# AODI STUDIOS – THE PLATFORM

## AODI STUDIOS BENEFITS FOR DEVELOPERS

Aodi Studios platform will assist developers in distributing and monetizing their games by utilizing cutting-edge technology such as AI, the metaverse, and Web3.

Our platform provides prospects for customer growth through advertising and interactions with our community and paid members, as well as the tools and experience needed to integrate their following into the Web3 ecosystem.

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# AODI STUDIOS – THE PLATFORM

## AODI STUDIOS PRODUCTS AND SERVICES

Memberships in the dNFT vary from \$100 to \$199 and include access to a variety of unique content, early access to new games, and other privileges. It is expected that we will have between 1500 and 2000 NFTs accessible at launch. The NFT will be our platform's ticket to the rewards.

In addition to dNFT memberships, Aodi Studios also provides the following services and products:

- **Distribution of gaming content:** Aodi Studios serves as a distribution platform for gaming superfans, providing access to a range of high-quality games.
- **Promotion and advertising:** Aodi Studios provides advertising opportunities for game developers and publishers to reach their target audience of gaming superfans.
- **Gaming merchandise:** Aodi Studios offers a range of gaming merchandise, including clothing, accessories, and collectibles.
- **Game development services:** Aodi Studios also provides game development services for indie game developers looking to bring their ideas to life.

Prices for these extra services and products may differ based on the specific offering. Aodi Studios, on the other hand, is committed to offering competitive prices so that gaming superfans may enjoy high-quality gaming content and goods at an affordable price range.

# AODI STUDIOS – THE PLATFORM

## THE TECHNOLOGY

Aodi Studios will have a clear focus on community and bringing existing Web2 games to using the benefits of Web3 through the Aodi Studios platform; giving a new revenue stream of users to existing games that aren't attracting Web3 gamers.



## Advantages of Web3 for Gamers

The many advantages of Web3 for games are:

### 1. Centred on ownership

Web3's key concepts revolve around data ownership and restoring user control over their online information. This could lead to gamers owning in-game products rather than being at the mercy of game developers in the gaming industry.

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# AODI STUDIOS – THE PLATFORM

## THE TECHNOLOGY

### 2. The opportunity to be an early influencer

The evolution of Web3 and the decentralised web has opened up numerous new options for the gaming industry. Players can now claim ownership of their in-game assets and data thanks to blockchain technology.

### 3. Earn extra money

As society increasingly goes online, the gaming industry is growing. Furthermore, as web-based economies have grown, so have web-based games, giving gamers more opportunities to profit from their hobby than ever before.

### 4. Varieties in Gaming

Gaming is currently one of the most popular and profitable industries. It is also one of the most diverse, with participation from all walks of life and geographical places. The games themselves, however, lack this variety. Women and other minorities are typically marginalised or ignored in most games, which are still dominated by men.

### 5. The Ability to Change

One of its most appealing characteristics is the ability of anyone with coding knowledge to modify open-source games. This indicates that the content provided by developers does not limit users' ability to create their own game experiences.

# AODI STUDIOS – THE PLATFORM

## TECHNOLOGICAL FEATURES

### Platform for video games (client side):

- Games embedded in Website
- Ability to purchase NFTs (with crypto or fiat)
- Ability to purchase in-game tokens (with crypto or fiat)

### Platform for video-game management (admin side):

- Reward systems management
- Fungible (ERC20) token management functionality; NFT (ERC1155/ERC721)

### Additional blockchain works:

- Primary store for NFT and fungible tokens + Fiat payments Automatically listing corresponding contracts on the Secondary store (OpenSea).
- Token Gated – Only can access with NFT (wallet connection)

## Technological Infrastructure

- Front-end technology - React.js
- Back-end technology - Node.js or Python Blockchain technology – Solidity
- Cloud services





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# AODI STUDIOS – THE PLATFORM

## THE PLATFORM FEATURES

### NFT Powered Membership

NFT-based membership that is collectible, marketable, and inherently valuable places digital property at the focus of the gaming subscription model. Consider a precious metal membership card or admission ticket with unique artwork engraved on its surface and a unique identifying identifier entitling the owner to special membership advantages.

As membership tokens, NFTs accomplish all of the above and more. Membership transforms into an appealing digital artefact to own and display on fan websites or online collections. Blockchain technology removes fraud and enables membership to be securely linked to well-defined fan perks, with the potential for value to increase as a tradeable object on digital stores.

### Unique and Tradeable Game Assets

Aodi Studios enables players to create traceable, immutable, and unique membership tokens for their subscribers in the form of NFTs. The token can be tied to an almost limitless number of digital assets ranging from in-game things like weapons, armour, or skins to access to gaming areas, community spaces, and elite member benefits.

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# AODI STUDIOS – THE PLATFORM

## THE PLATFORM FEATURES

### Native and Game Neutral Cryptocurrency

Game currency is a highly motivating idea that promotes user and gamer engagement. The typical in-game coin is non-transferable, with either no option to change to another currency or a simple one-way transfer from fiat to game currency with no way to convert back. If a user is unable to access their account for whatever reason, all assets, including coins, are permanently lost.

The Aodi Studios native currency provides all of the benefits of a decentralised blockchain-based token, allowing creators to meaningfully reward fans for game and community-related actions. This enables users to safeguard and maintain their profits from the whims of gaming and social media platforms, while also allowing developers to capitalise on the enormous popularity of play-to-earn and play-and-earn game models.

### Membership as a Tradeable Asset

Membership itself becomes a valued asset. Collectors, merchants, and influencers can contribute to the game's economy without necessarily participating in game activities. For individuals who like online gaming, membership is no just a monthly entertainment fee like a streaming video subscription, but rather an asset that grows in value over time.

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# AODI STUDIOS – THE PLATFORM

## THE PLATFORM FEATURES

### The Aodi Studios Smart Wallet

The Aodi Studios wallet offers a secure decentralised environment for the safe storage of any digital assets created on the platform, gained through in-game or community participation, or purchased or sold amongst collectors and fans. The wallet address can be linked to membership, allowing regular incentives for certain activities to be sent straight to the address of the holder.

Any items obtained while playing the game can be safely stored off platform. Creators do not need to be concerned that their followers will be denied the benefits they have earned. Fans understand that their accumulated digital gaming assets may be instantaneously isolated and secured beyond the reach of game and platform owners, where they can be stored for long-term value appreciation or turned into spendable currency.

### The NFT Store

The Aodi Studios NFT store allows producers, as well as fans and gaming influencers, to mint digital art and instantly make it available for trade, sale, or reward. Beyond the games and influencers who inspired them, gaming communities will take on a life of their own, breaking the normal hierarchies of gaming fandom and providing a truly fascinating, decentralised environment.

Users of Aodi Studios can simply create digital asset stores with no-code configurable solutions that can be maintained directly on the platform or incorporated into their websites. NFTs can be created, bought, sold, traded, and displayed using the platform's native currency or other coins, and they can be readily transferred to other platforms, markets, and smart wallets at a low cost.

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### Avatars powered by AI

These AI-powered avatars provide members with numerous benefits, such as more immersive gameplay, dynamic social interactions, and personalised assistance. Members will be able to customise and utilise these personas, which will enhance their gaming experiences and interactions within the platform. With their lifelike behaviour and responsiveness, the avatars will contribute to a vibrant and engaging gaming community, nurturing deeper connections and enhancing the overall experience within the Aodi Studios ecosystem. VIP

### Metaverse Gaming events

These events occur within a virtual metaverse and combine the thrill of gaming with immersive social interactions. As VIP participants, members receive access to exclusive in-game locations, special tournaments, private parties, and interactive experiences with renowned game developers and industry professionals. These events cultivate a sense of belonging and unity among gamers who share similar interests, creating connections and unforgettable moments. VIP Metaverse Gaming events by Aodi Studios redefine the boundaries of traditional gaming events by providing an immersive and prestigious setting in which members can commemorate their gaming passion in a truly exceptional manner.

# TIMELINE

## Phase 1

- Complete Investor-Ready Business Plan V1 and analysis of future associated costs and cash flow opportunity
- Develop the Aodi Studios website (landing page only) and ensure it contains a call to action (join community, follow social channels, etc.).
- Partner with a game willing to join as a game provider on our MVP platform.
- Create a Partnership Brochure to be used when meeting with potential gaming partners for the MVP Platform

## Phase 2

- Make Priming grant application to Limerick LEO
- Finish Whitepaper v1.0 for Aodi Studios
- Complete Investor Ready Business plan v2 including future costs & detailed 5 year cash flow forecast
- Technical Architecture of the Platform
- Commence Main Platform Framework Development
- NFT Contract Development - testnet
- ERC721 Token contract & NFT Contract build and main-net deployment
- Team Building & employment
- New Official Website & NFT Store Launch
- Establish Community on Twitter, Discord, Reddit, Facebook, Telegram, TikTok, YouTube, Github, Medium & LinkedIn
- Onboard initial 150 paying members with early access



# TIMELINE

## Phase 3

- Apply to Enterprise Ireland for the Pre-seed Start Fund and to become a member of the EI High-Potential Start-Up Program
- Onboard 2 new game vendors to the platform
- Commence marketing for remaining 1350 paying members
- Onboard 1500 paying members
- Listen to community feedback
- Build out new proposed architecture according to community feedback
- Build Technical Architecture of the Platform 2.0
- Commence Platform 2.0 Framework Development
- Community rewards token (ERC-20) Contract Development - testnet
- ERC-20 community token development and main-net deployment
- NFT Store 2.0
- Onboard 5 new game vendors to the platform
- Technically plan architecture for cross-game interoperability solutions
- DAO - Decentralized Community token rewards sche



# TEAM



## Dr. Alan Danagher

CEO

- Dr. Alan Danagher is the CEO and co-founder of Aodi Studios, an NFT-native gaming distribution platform.
- He holds a master's degree in international Commercial Law, was called to the Bar of England and Wales and holds a PhD in the areas of Artificial Intelligence and Robotic Rights.



## Elliott Rayne

CTO & Advisor

- 3x Founder - 1x Successful Exit
- 8x Advisory Boards
- Founder and director of CryptoDevelopers UK - The UK's leading Blockchain Development company.



## James Tarling

CMO + Investor Relations

- 3x founder - Blockchain
- 5x Advisory Boards
- Raised over 20m capital for Web3 startups
- Specialises in Scaling enterprises to new markets through capital injection and marketing budget allocation



## Jack Jones

Sales Director

20 years of Technology /Professional Services/  
Negotiating Complex Deals / Sales experience/ Partnering  
with Resellers



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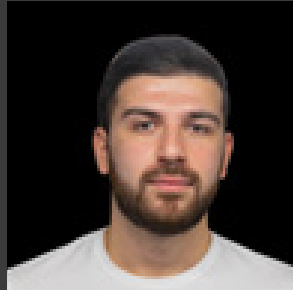
# TEAM

## CORE TEAM MEMBERS



**Ioseb**

Engineering Team  
Lead



**Irakli**

Organisational Lead



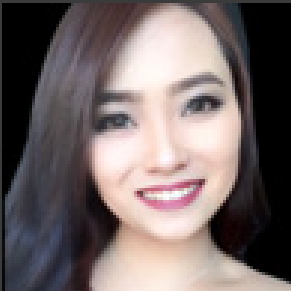
**Mehran**

COO



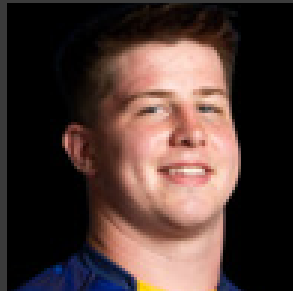
**Yaqub**

Development Lead



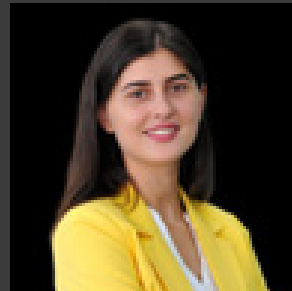
**Louise**

Marketing Lead



**Ben**

Sales Team Lead



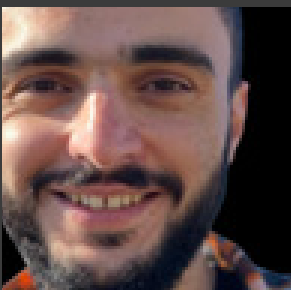
**Lika**

Project  
Management Lead



**Fabian**

Finance Lead



**Giorgi**

Blockchain  
Development



**Marco**

dApp Development



**Declan**

Sales Development  
Executive



**Farooq**

Sales Development  
Executive







# Aodi

## Studios

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WHITEPAPER  
2023