

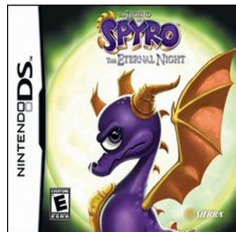


Ethical play-to-earn games for decent human beings

Patrick Moran, VP of Games
Kongregate



About Me - Game Development



22 YEARS IN GAME DEV

Over 100,000,000 players

AAA Console, Mobile, Web, Premium, F2P, NFTs / Play-To-Earn

Indie Dev, Intern, Game Designer, Creative Director, Product, Product Manager, General Manager, Executive

About Me - Possible Impossible

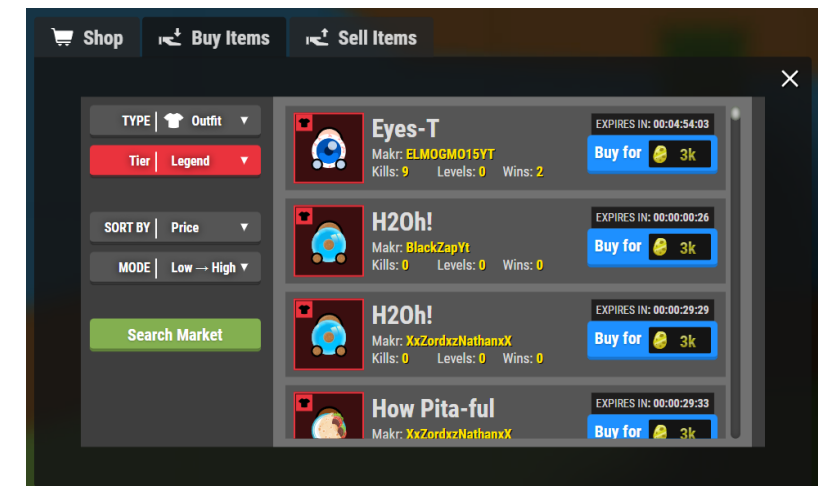
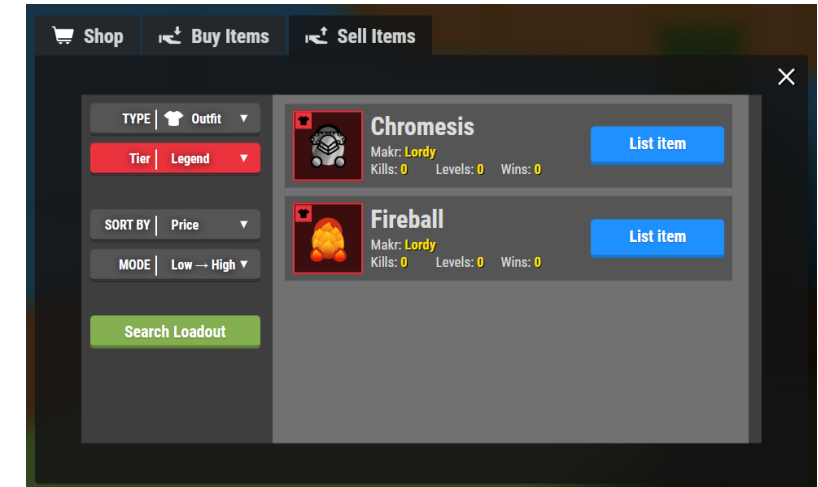


OVER 1M STREAMS / PLAYS / VIEWS

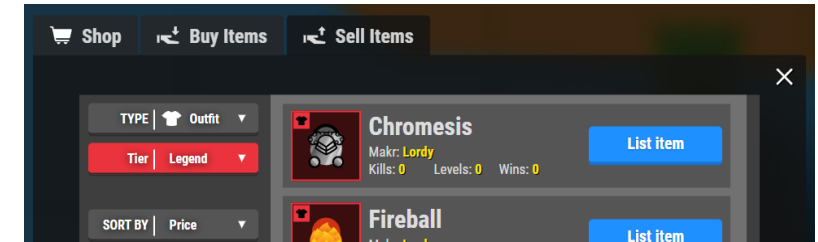
Across social media, YouTube, audio DSPs
Produced and Directed the Music Videos for “Normal” and “Subtle”
All singles received Spotify featuring



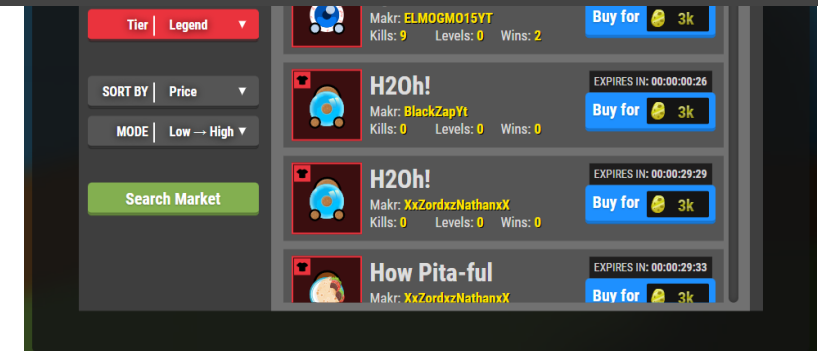
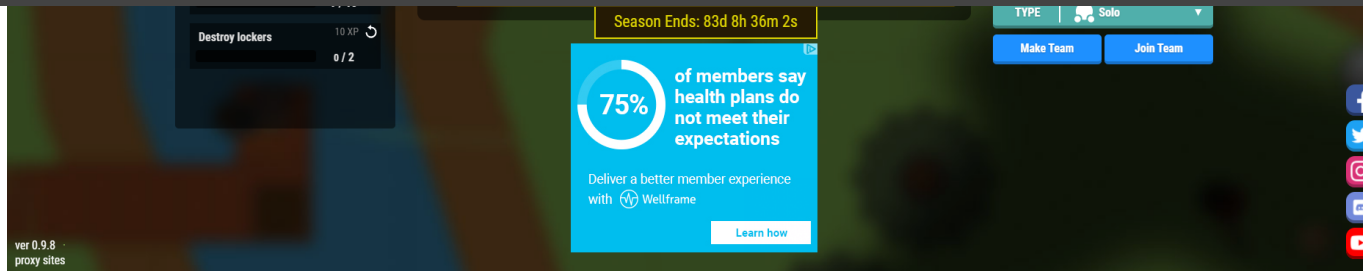
NFT Gaming Background



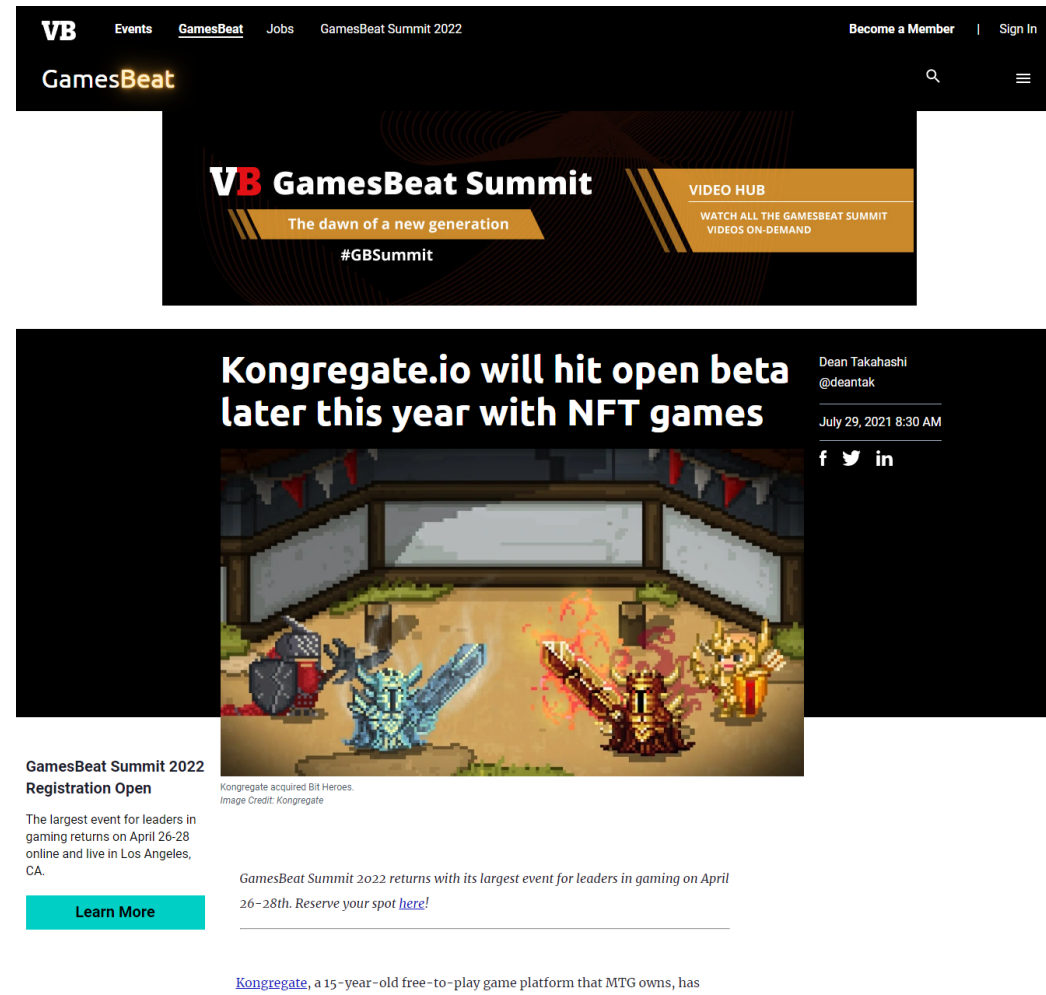
NFT Gaming Background



(A TRUCKLOAD) OF ACTIVE
NFT WALLET



NFT Gaming Background



NFT Gaming Background

SURVIV.IO



Outfit

Nagato

For every obstacle, an effortless response: Be like water.

1160 REMAINING

BUY FOR 400 KOINS

\$40USD



Outfit

Palladius

Use your shiny abs to reflect even the shadiest of hater shade.

984 REMAINING

BUY FOR 600 KOINS

\$60USD



Outfit

Captain Richpants

May your aim be true, your crew be jolly, and your victims be salty.

733 REMAINING

BUY FOR 900 KOINS

\$90USD

NFT Gaming Background



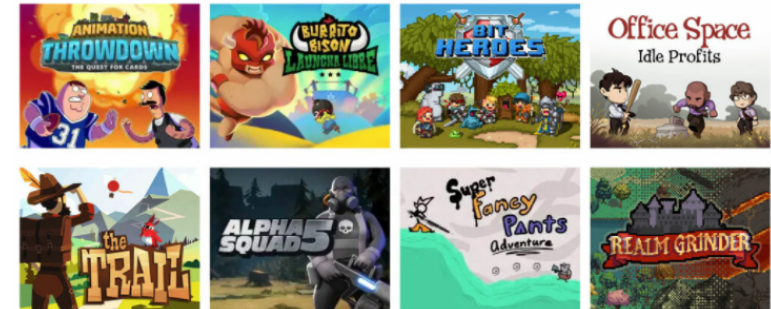
Kongregate Enters the Web 3 World With Immutable X

Posted on 2022-02-21 by Nicolas Roos

After announcing its partnership with GameStop, Immutable partners with Kongregate, another giant of the gaming industry. With this strategic partnership, Kongregate joins the web 3 world and opens a whole new world of possibilities to its existing and future titles.

Do you remember playing flash games on kongregate.com ? If not, you might just be too young to remember it. But many of us remember the hours spent on the portal playing casual games in their web browsers. Kongregate was created in 2006 as a portal hosting Flash games and supporting indie game developers. By offering free access to thousands of games, Kongregate has always been focused on bringing fun to players across the globe.

Kongregate also started publishing their own games, and focused later on towards mobile gaming. Their mobile games have been downloaded hundred of million of times and cumulate billions of gameplays.



Part of Kongregate's mobile games portfolio

Empowering Developers and Gamers

To this day, they still support a community of independent game developers by offering them tools to develop their games and a platform to distribute them.

With the announcement of their partnership with Immutable, Kongregate and its community of

Overview

1. A case for **self-regulation**

Overview

1. A case for **self-regulation**
2. Ethical concerns and why you should take these seriously

Overview

1. A case for **self-regulation**
2. Ethical concerns and why you should take these seriously
3. Available **solutions** to biggest concerns

Why this talk?

Regulation is coming, but **we influence who regulates** our industry and to what degree

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Regulation is coming, but we influence who regulates our industry and to what degree



VS

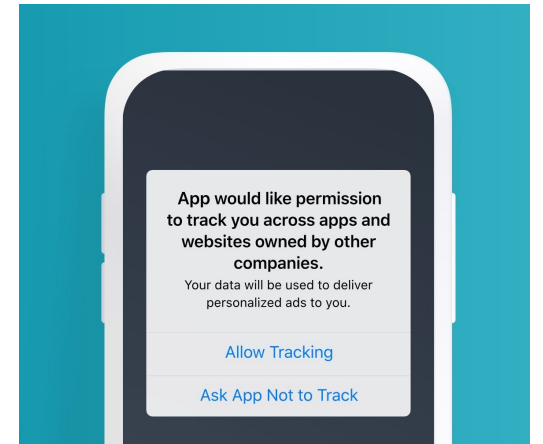


Why this talk?

Regulation is coming, but we influence who regulates our industry and to what degree



VS



Play-To-Earn ***Superior Business Model***

Play-To-Earn *Superior Business Model*

1. No paywall required to play

Play-To-Earn *Superior Business Model*

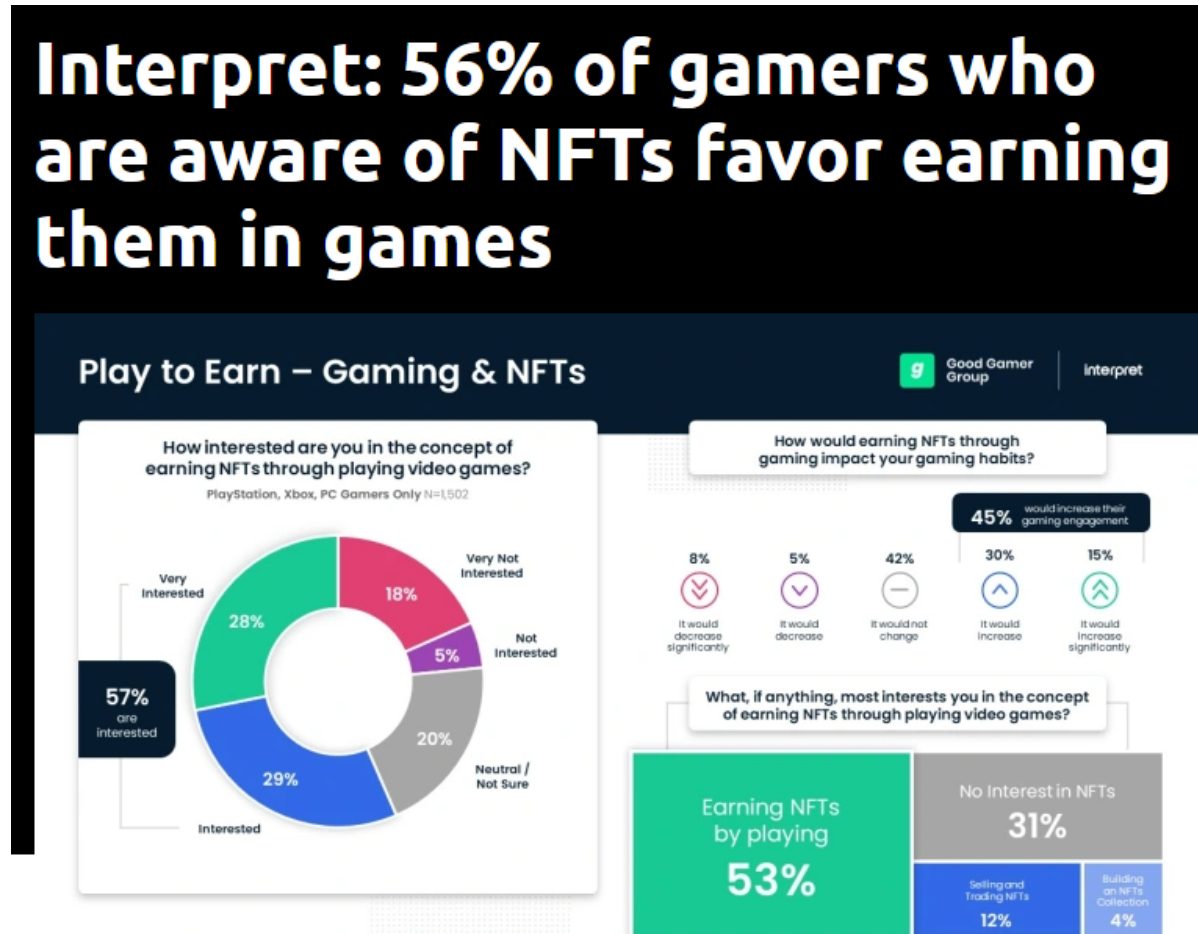
- 1. No paywall required to play**
- 2. No direct IAP required to monetize**

Play-To-Earn *Superior Business Model*

1. **No paywall required to play**
2. **No direct IAP required to monetize**
3. **A path to equity and income for players who help build your community**

Play-To-Earn *Superior Business Model*

Interpret: 56% of gamers who are aware of NFTs favor earning them in games



Study conducted among qualified USA participants on December 10th and 17th
© 2022 Interpret LLC

Interpret's survey of gamers on NFTs.

Image Credit: Interpret

**A NEW & SUPERIOR BUSINESS
MODEL FOR THE POTENTIAL
MAJORITY OF PLAYERS**

Ethical Concerns

Ethical Concerns *Climate Impact*

THE VERGE

SCIENCE

THE CLIMATE CONTROVERSY SWIRLING AROUND NFTS

*There's a case for more sustainable crypto art, but it's
hotly contested*

By Justine Calma | @justcalma | Mar 15, 2021, 9:51am EDT

Climate Impact *Quantifying the Impact*

Mailing a physical art print = 2.3kg CO₂ ¹

1. <https://qz.com/1987590/the-carbon-footprint-of-creating-and-selling-an-nft-artwork/>

Climate Impact *Quantifying the Impact*

Mailing a physical art print = 2.3kg CO₂ ₁

1 ETH-based NFT Transaction = 48kg CO₂ ₂

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2. <https://digiconomist.net/ethereum-energy-consumption>

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Mailing a physical art print = 2.3kg CO2 ₁

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1 ETH-based NFT Transaction = 74,000 VISA Transactions ₂

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71% of carbon emissions come from just 100 companies ₃

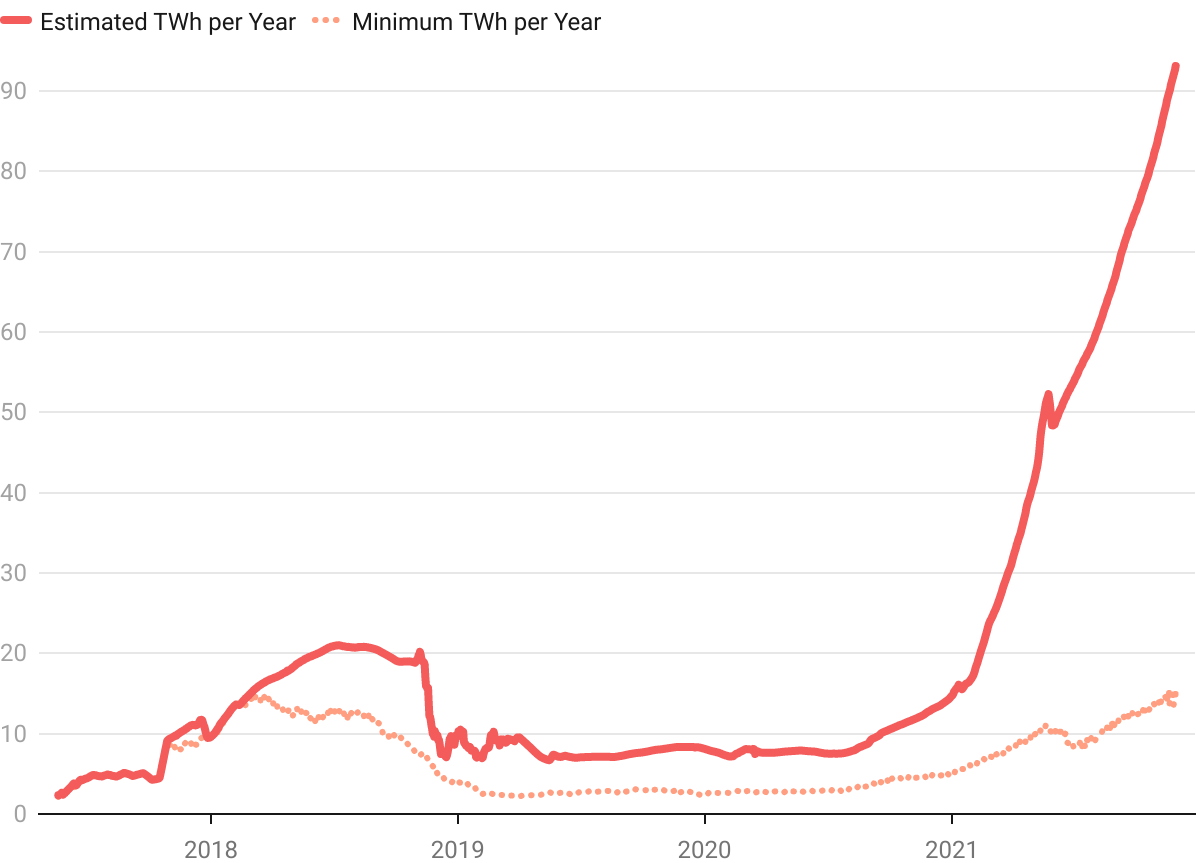
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3. <https://www.theguardian.com/sustainable-business/2017/jul/10/100-fossil-fuel-companies-investors-responsible-71-global-emissions-cdp-study-climate-change>

Climate Impact *Quantifying the Impact*

Ethereum Energy Consumption



Source: EthereumEnergyConsumption.com • Created with Datawrapper

Climate Impact *Upcoming Wins*

Move from Proof-of-Work (POW) blockchains to **Proof-of-Stake** (POS) blockchains **reduce carbon emissions** by blockchains like **Tezos**, **Symbol** or **Polygon**.

Climate Impact *Upcoming Wins*

Move from Proof-of-Work (POW) blockchains to **Proof-of-Stake** (POS) blockchains **reduce carbon emissions** by blockchains like **Tezos**, **Symbol** or **Polygon**.

Annual Energy Consumption (est. at time of measurement): ¹

Tezos = **0.00006Twh**

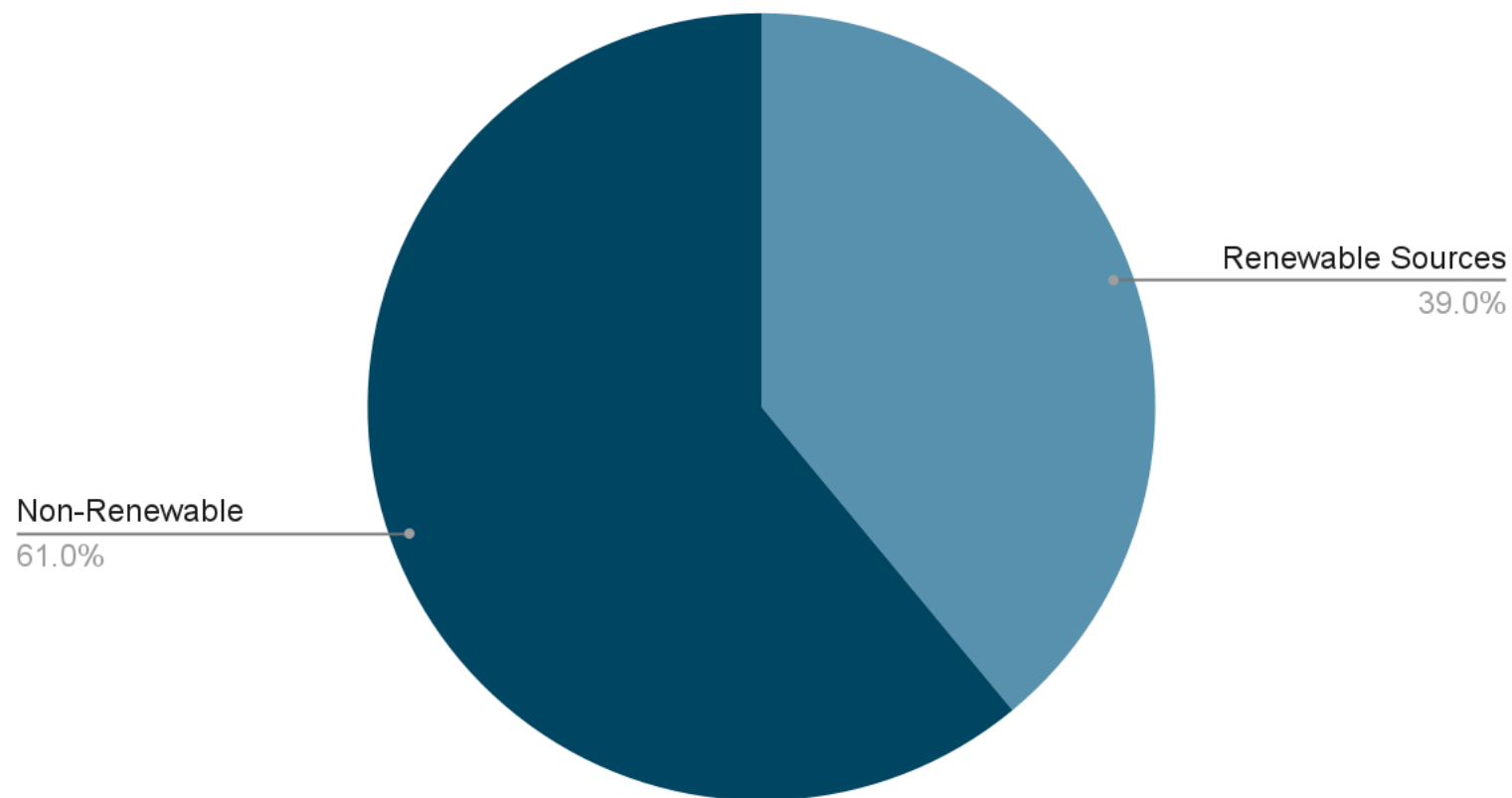
vs.

Ethereum = **33.57000Twh+**

1. https://earth.org/nfts-environmental-impact/?gclid=Cj0KCQiA47GNBhDrARIsAKfZ2rBdBKQ8Cig7DRvS8ICzsKASbI0sJ-0Rg_RHy29wxDmWz-Ez6IkWWBwaAv_HEALw_wcB

Climate Impact *Accelerating Clean Energy*

Energy Source by POW Cryptocurrencies



1. <https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/3rd-global-cryptoasset-benchmarking-study/>

Climate Impact *Innovations*

Scalable NFTs Minting & Trading on L2



STARKWARE



IMMUTABLE

600K NFTs

1 STARK Proof

L2 minting is here



1. <https://medium.com/starkware/starkex-now-for-nfts-bfdc9f4655a2>

Climate Impact **100% Carbon Neutral**

8 million *Gods Unchained* cards on **Ethereum** consume approximately **490 million kWh**

With **Immutable X**, 8 million NFT cards with only **1,030kWh** = 844 kg CO₂

That's 475,000x less energy consumption.



1. https://twitter.com/Immutable/status/1377099577178779659?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1377099577178779659%7Ctwgr%5E%7Ctwcon%5Es1_%2F%2Ffinance.yahoo.com%2Fnews%2Ffirst-carbon-neutral-nft-scaling-082400459.html

Climate Impact **100% Carbon Neutral**

The balance (1,030kWh) are offset paying for Energy Credits.



1. https://twitter.com/Immutable/status/1377099577178779659?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1377099577178779659%7Ctwgr%5E%7Ctwcon%5Es1_%ref_url=https%3A%2F%2Ffinance.yahoo.com%2Fnews%2Ffirst-carbon-neutral-nft-scaling-082400459.html

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- Any NFT that is **created or traded** on Immutable X is 100% **carbon neutral**.

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- Any NFT **game** that is built on Immutable X is 100% **carbon neutral**.

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**THIS IS A PROVEN PLAYBOOK
FOR OUR INDUSTRY**

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Ethical Concerns ***Fraud***

Ethical Concerns *Fraud*

**Sky Mavis raises \$152M at
nearly \$3B valuation for Axie
Infinity play-to-earn NFT game**



Ethical Concerns *Fraud*

Sky Mavis raises \$152M at nearly \$3B valuation for Axie Infinity play-to-earn NFT game



Mythical raises \$150M at \$1.25B valuation for playable NFT game platform



Ethical Concerns *Fraud*

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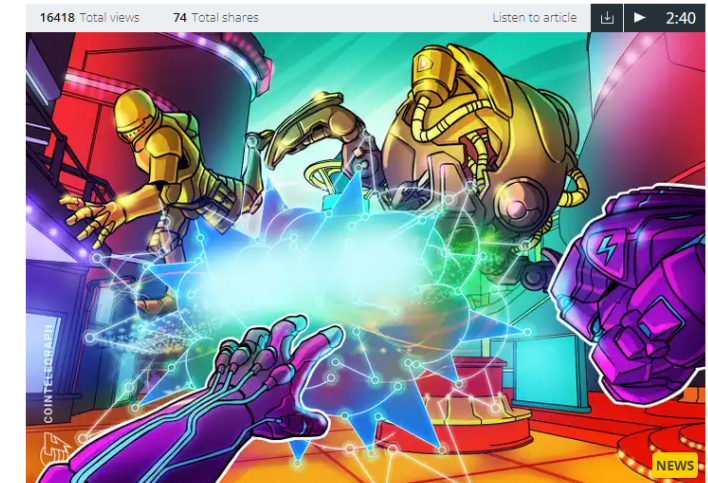


Mythical raises \$150M at \$1.25B valuation for playable NFT game platform



NFT game Guild of Guardians raises \$5.3M, token sale oversubscribed 82x

The play-to-earn game's soft launch is planned for Q1 2022, with 400,000 users across social platforms and pre-registration list.



Ethical Concerns *Fraud*



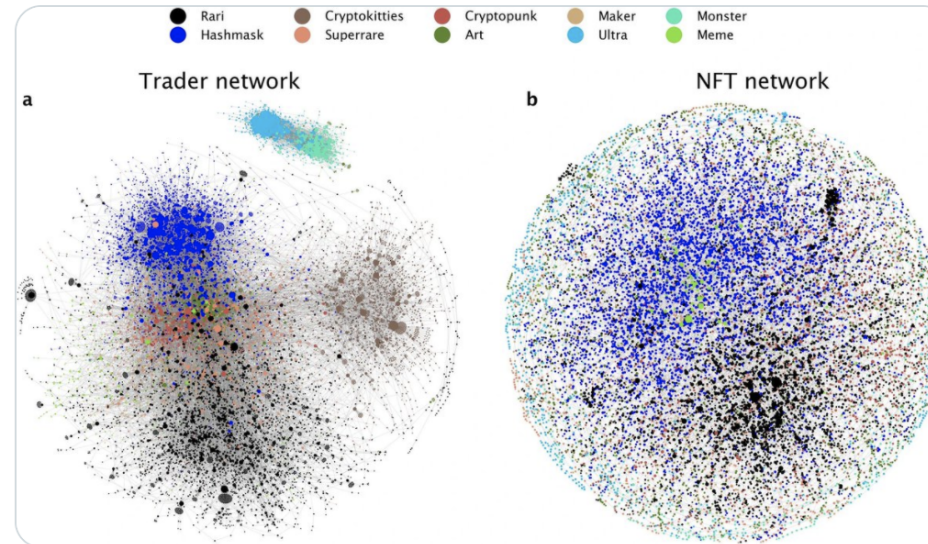
Ethan Mollick ✓
@emollick



NFT oligarchy? A study of 6.1M NFT trades finds a few folks at the center of the market

🐱 The top 10% of traders account for 85% of transactions & trade at least once 97% of all assets

🤖 10% of buyer-seller pairs have the same volume as the remaining 90% [nature.com/articles/s4159...](https://www.nature.com/articles/s41598-022-14598-0)



Fraud *Unethical Behavior*

Suspicious NFT game vanishes from Twitter after stealing art

By Meghashree Das - September 15, 2021



An art game has gone viral just one week after it was released but was mysteriously removed from Twitter.

Fraud *Unethical Behavior*

Suspicious NFT game vanishes from Twitter after stealing art

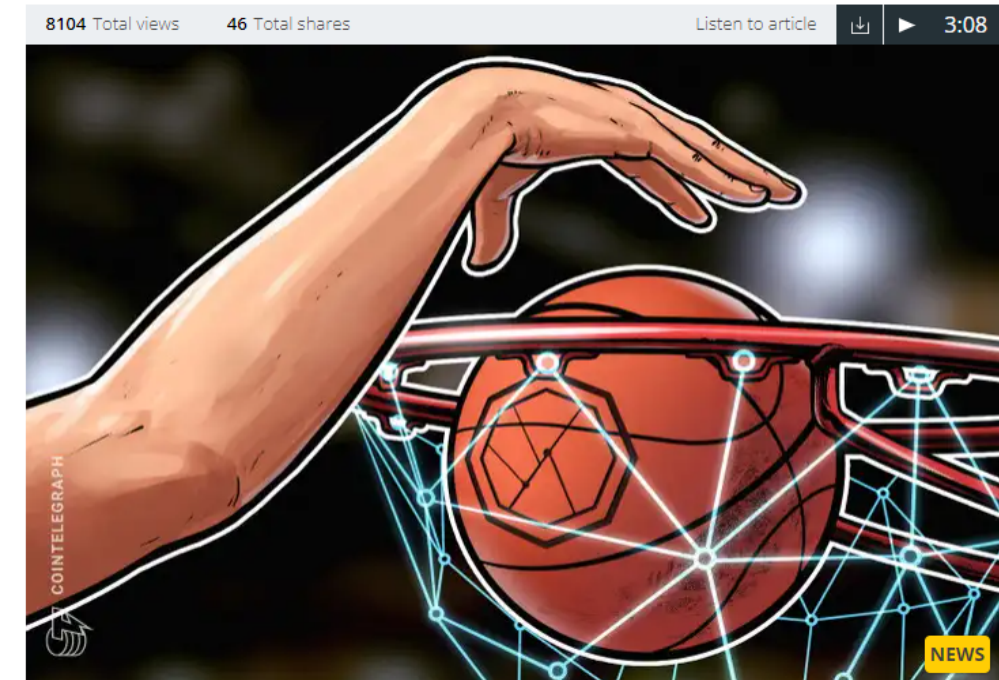
By Meghashree Das - September 15, 2021



An art game has gone viral just one week after it was released but was mysteriously removed from Twitter.

Crypto Twitter cries foul after noticing NBA star John Wall's NFT has a Fortnite background

"Celebs really think they can come into an industry they know nothing about, never interact with the community, then launch a scam project they'll abandon in three months?" questioned Twitter user 0x_fxncion.



Fraud *Unethical Behavior*

Logan Paul 'CryptoZoo' NFT Game Delay Controversy—Fans Complain About Losing Money!

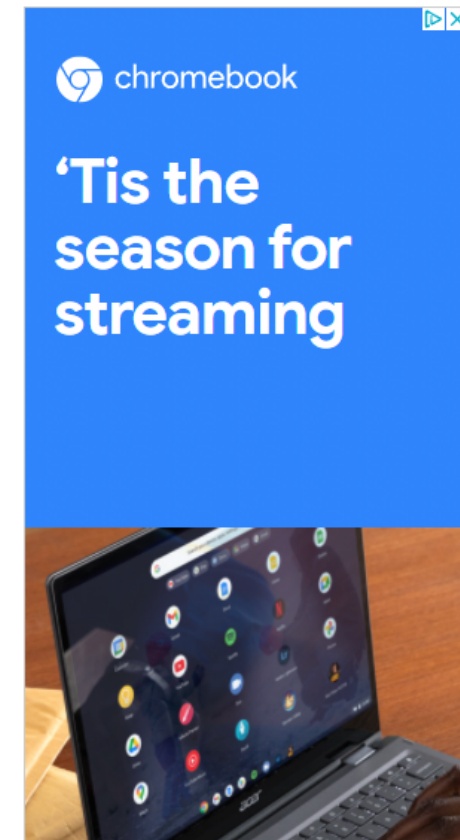
Griffin Davis , Tech Times | 02 September 2021, 02:09 pm

Logan Paul's "CryptoZoo" NFT game was supposed to be released last Sept. 1. However, it seems like the actual game has been delayed since the official website removed the provided launch date.



(Photo : Screenshot from Twitter post of @KILO_CUTS)

Logan Paul CryptoZoo NFT Game Delay Controversy—Fans Complain About Losing Money!



Fraud *Player Despair and Cynicism*

EA calls NFT and blockchain games 'the future of our industry'

By [Tyler Colp](#) November 03, 2021

But also says they're 'early' during an earnings call.

[f](#) [t](#) [r](#) [p](#) [F](#) [e](#) | [COMMENTS](#)



(Image credit: EA)

Fraud *Player Despair and Cynicism*

EA calls NFT and blockchain games 'the future of our industry'

By Tyler Colp November 03, 2021

But also says they're 'early' during an earnings call.



(Image credit: EA)



Legion Ventures @Legion_Ventures · Nov 17

Even EA and Ubisoft are in agreement that [#NFTs](#) and [#crypto](#) are set to revolutionise the gaming industry.

A crypto-native project which is going to be facilitating this is [@InfiniteLaunch](#)

[#InfiniteLaunch](#) is primed to be a leading cross-chain launchpad for gaming and [#NFTs](#)

INFINITE LAUNCH
The first launchpad to offer guaranteed allocation for audited investors

Infinito Launch is a cross-chain launchpad for hand-picked (DeFi) & NFT projects with the first ever mechanism where holders can lock away their tokens for guaranteed \$100 allocations, without holding launchpad tokens.

INFINITE LAUNCH IDO STRUCTURE
22nd to 30th November

There will be a total of 10,000,000 \$ILA available for public sale on the platform.

The \$LA public sale pool will only open for 100,000 \$ILA holders to buy first until it reaches 75%, then the pool will open to all community members with 100% (Post-Coin, first-come, first-served) basis until 100% of the public sale allocation is sold out. Tokens purchased during the public sale will be released 100% on TGE.

\$ILA Public Sale Details:

- Public sale contributions will be taken in ETH/USD
- \$1,000,000 \$ILA Tokens Available
- Individual maximum = \$10 / Individual maximum = \$200
- Individual maximum for non-NFT holders = \$100
- Public Sale Release Schedule: 100% on TGE

ROADMAP

SEP 2021	OCT 2021	NOV 2021
1st Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens	2nd Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens	3rd Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens
4th Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens	5th Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens	6th Round IDO, Public Sale, Private sale, 100,000 \$ILA tokens

BACKED BY

- LEGION VENTURES
- Crypto Star Investors
- PANDA CAPITAL
- KANGAROO CAPITAL
- x21
- 3 BASICS CAPITAL
- OIG
- EX

Fraud *Player Despair and Cynicism*

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[f](#) [t](#) [r](#) [p](#) [v](#) [e](#) | [COMMENTS](#)



(Image credit: EA)



[⚡ Gregoshi Nakamichi](#) @NFT_HallofFame · Nov 5

Andrew Wilson, CEO of Electronic Arts (EA) said that [#NFTs](#) and [#NFTGames](#) are the gaming industry's future.

Looking for the [#BlueChipNFT](#) ?

DON'T MISS OUT on [@MiniCybee](#) 🔥

[👾](#) 10,101 Cool Cybees

[💰](#) \$10,000 Giveaway

To Qualify:

☒ Like + RT

Join Discord:

discord.gg/5EY7wSb2XN



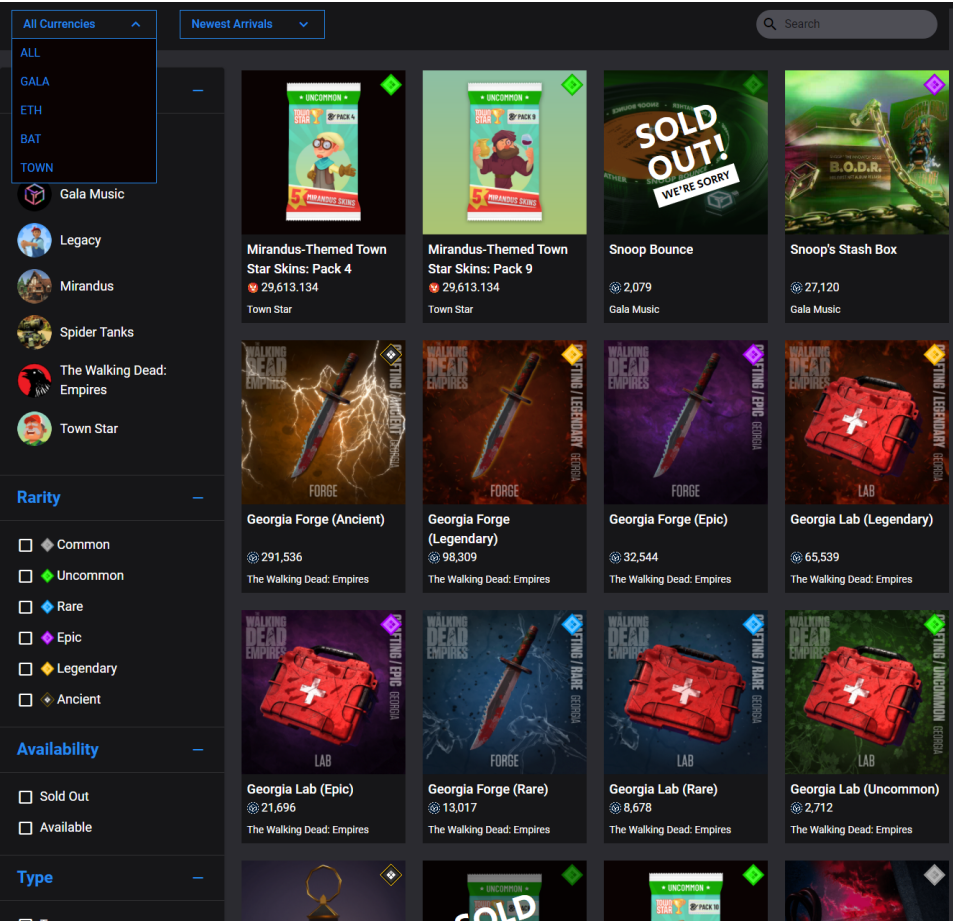
Fraud *Optics and Language*

- Start using **player-centric** which derive **meaningful benefits**.
“Play-to-Earn” is a start vs. just saying “NFTs”.

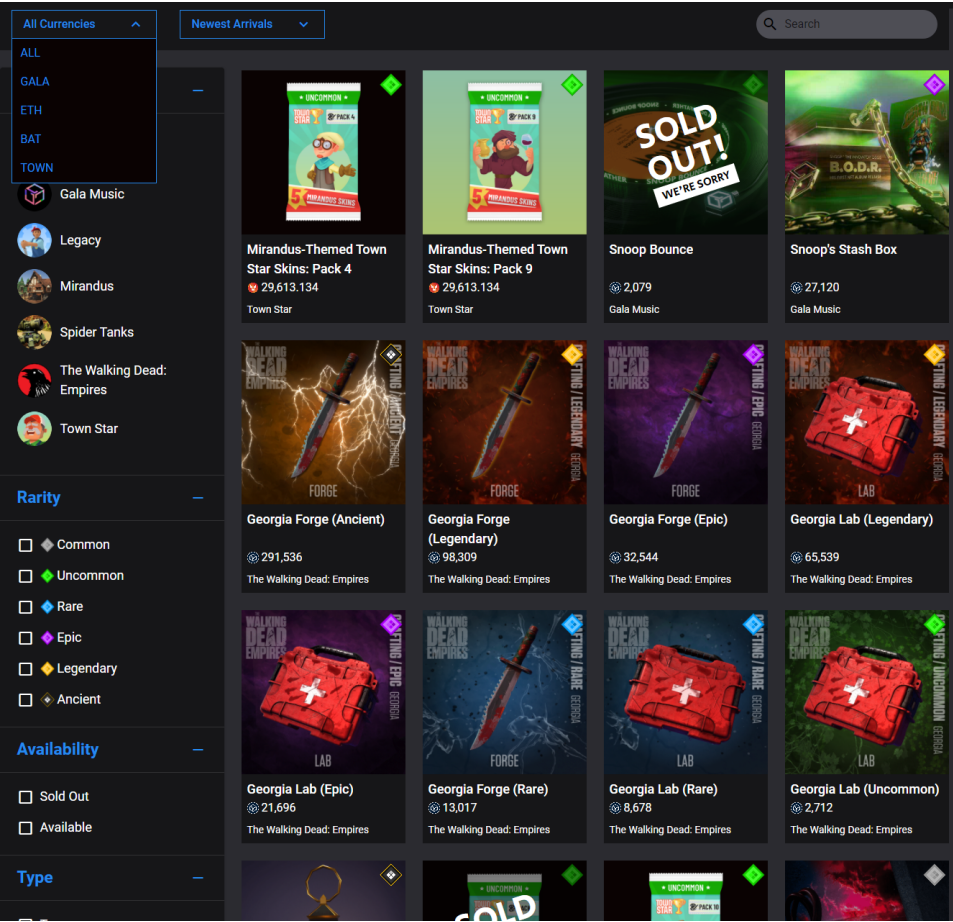
Fraud *Optics and Language*

- Start using **player-centric** which derive **meaningful benefits**. “Play-to-Earn” is a start vs. just saying “NFTs”.
- **Transparent pricing** and conversions to tie NFT prices to familiar cash currencies.

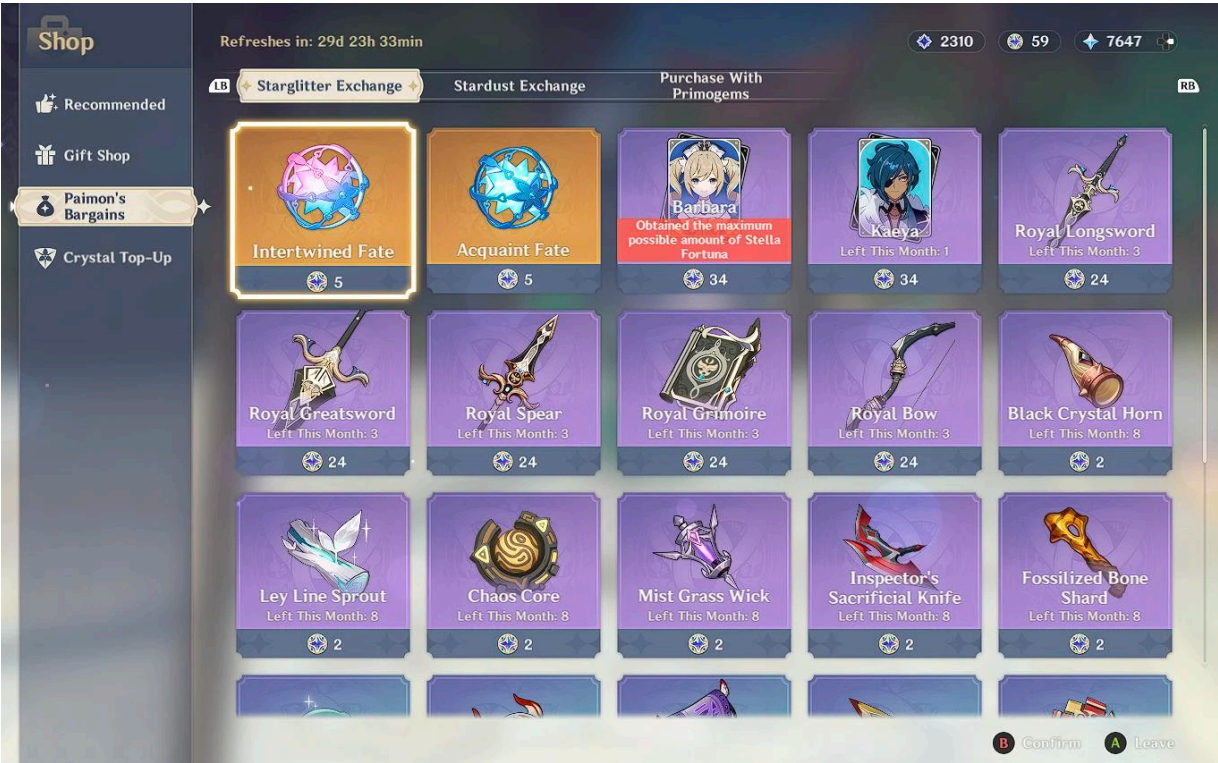
Fraud *Optics and Language*



Fraud *Optics and Language*



VS



Fraud *Optics and Language*

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Fraud *Optics and Language*

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- **Transparent pricing** and conversions to tie NFT prices to familiar cash currencies.
- **Transparent roadmaps** and **community** engagement.
- **Access to open marketplaces** to trade items in event of game shutdown.

Fraud *Government*



Fraud *Government*



- **Partner with government** officials and assist with intel on fraudulent NFT game activity.

Fraud *Government*



- **Partner with government** officials and assist with intel on fraudulent NFT game activity.
- **Educate your players** on reporting processes to equip them.

Fraud *Government*



- **Partner with government** officials and assist with intel on fraudulent NFT game activity.
- **Educate your players** on reporting processes to equip them.
- **Lead** by increasing your transparency and service to Players.

Manipulation *The Bubble*

Is the NFT Bubble About To Burst?



Maximilian Perkmann

Follow



Oct 23 · 8 min read ★



There is barely a topic that has been discussed as much this year as NFTs. Only recently celebrity investor Cathie Wood attracted a lot of public attention due to her opinion on NFTs. Wood sees a lot of potential in the buzz around NFTs: **“That’s exactly how I felt when the Internet first came along.”**. Read more on her opinion [here](#).

Even though the first hype cycle paused, the sector continues to develop.

Non-fungible tokens (NFT) reached their first peak with the auction of the Beeple digital artwork **“Everdays: The first 5,000 Days”** for \$69.3 million at Christie’s auction house. Until then, mainly unknown artists had offered their digital images for sale on marketplaces such as [OpenSea](#) or [Superrare](#). This market still exists and grows. Still, it is getting harder and harder for newcomers to sell to establish themselves on the NFT market.

Manipulation *The Bubble*

 **FOMO ALERT**  

AXIE



Manipulation *The Bubble*

140

100

**THE SPECULATIVE MARKET FOR
NFTs IS LIKELY A BUBBLE, BUT NOT
THE TECH OR UTILIZATION IN
GAMING**

USD

Dec

2021

Feb

2

Apr

May


Jun

Jul

Aug

Sep


Manipulation *The Bubble*



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TECH

Crypto investors see looming NFT bubble but tout staying power of the underlying tech


PUBLISHED FRI, DEC 3 2021-3:07 PM EST | UPDATED FRI, DEC 3 2021-10:42 PM EST



**Kate Rooney**
@KROONEY

SHARE    


KEY POINTS

- Cryptocurrency investors flocked to Miami Beach, Florida this week for Art Basel and nearly 200 other blockchain events in the city.
- Many acknowledged an unsustainable momentum behind NFTs as they pull in an estimated \$2 billion per month. But investors are still bullish on the underlying technology.
- "Most people believe there's some version of a bubble happening. But most of us who are in the space believe that whether it goes up or down it is a new thing that's here to stay in some version of itself," says Linkin Park co-founder Mike Shinoda.



**Shark Tank** **WATCH LIVE** 

UP NEXT | **Shark Tank** 10:00 PM ET [Listen](#)



BEYOND AN "AVERAGE" RETIREMENT.

KONGREGATE

62

Manipulation *The Bubble*




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Yes, NFTs are a bubble. But like many bubbles of the past, they will change everything

You may think that NFTs (non-fungible tokens) are just another bubble in a world full of bubbles. Well, they are. But that's actually no bad thing, says Dominic Frisby. Here's why.

Manipulation *Utility*

Ethically designed NFTs *might* maximize short-term “fast cash”,
AND have a **roadmap to long-term utility**.

Manipulation *Plan For Sustainability*

Ethical NFTs **build long-term economies** which are sustainable **without new Payers** entering the ecosystem.

Manipulation *Market Access*

Ethical NFTs **allow transferability across open marketplaces** like Open Sea, so NFTs sustain beyond the service life of their titles.

Top 4 Recommendations ***Available Today***

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- Utilize **Carbon Neutral blockchain solutions**, and/or pay for **energy carbon offset credits**.

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- Orient your external **communication** around **player benefits**.

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- **Educate players** on reporting NFT game fraud and scams.

Top 4 Recommendations *Available Today*

- Utilize **Carbon Neutral blockchain solutions**, and/or pay for **energy carbon offset credits**.
- Orient your external **communication** around **player benefits**.
- **Educate players** on reporting NFT game fraud and scams.
- Build towards **long-term, sustainable, and open economies**.

Thank you! *Questions?*

Patrick Moran
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