

# BGA

# BLOCKCHAIN GAME ALLIANCE

MARCH 2024

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for web3 gaming, Q&A  
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pioneers, hot trends  
and latest news!

# GDC 2024

## THE FUTURE OF GAMING

# A WORD FROM BGA PRESIDENT

BGA has kicked off the year with a successful start at our flagship events, BGA Connects London, followed by Paris, Hong Kong, and Denver. So far, we have received over 500 attendees and hosted more than 15 exciting game demos, with over 50 speakers and thought leaders sharing their expertise on industry trends.

For the third year, BGA will participate in GDC, one of the largest global gaming-focused conferences. Get ready to dive into the action at our booth (P1831), where 19 cutting-edge projects will demo their games and products.

Throughout the week, we team up with key ecosystem collaborators to host several side events. We join forces with Elixir, Polkadot, Random Games, Funfair Ventures, and SKALE for fun game demos, deep dives, and highly valuable networking. You can also find us at PGC San Fran and the Mobile Growth Summit alongside Ready.GC to bring Web3 gaming to the forefront.

In the first month of 2024, Blockchain gaming reached 1.5 million dUAW, commanding 28% of January's industry activity. The gap between Web2 and Web3 is closing. Within the BGA, projects are making bold moves, Cross the Ages, a Web3 strategy card game recently collaborating with industry giant Ubisoft, signals a breakthrough for our industry. Studio369 has successfully raised 5M to develop multiplayer mech MMO, Metalcore.

BGA members are advancing their products and services. Openfort now offers IAP integrations with Google and Apple. Hermit Crab has released an exclusive Maradona NFT Collection that allows holders to acquire physical goods. DOGAMÍ Academy will be free-to-play and available on the App Store and Google Play on March 5th.

We encourage you all to keep sharing your regular updates and successes with us so that we can highlight them in our BGA Magazine and Newsletter.

We look forward to seeing you in San Francisco.



**Sebastien Borget**  
**President**  
**Blockchain Game**  
**Alliance**

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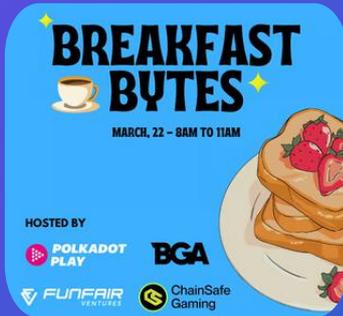
# BGA AGENDA During GDC



21 March - 18.00 - 21.00

## WAST3D

In collaboration with Elixir Games, SKALE and Unioverse by Random Games, get ready for an action-packed evening of gaming demos and networking.



22 March - 8.00 - 11.00

## Breakfast Bytes

Join us alongside Polkadot, Funfair Ventures, and Chainsafe for an insightful morning event on the thriving world of blockchain gaming at Breakfast Bytes.

## You can also find us at:



18-19 March - PGC San Francisco

BGA is joining Ready.GG at the booth to represent the blockchain gaming industry.



March 19 - Web3 Game Summit

This epic in-person event takes place on March 19. We'll dive into the world of Web3 and gaming.

19 March - Japan Game Night  
With Pacific Meta, Powered by Helika.  
An immersive evening celebrating the fusion of Japanese gaming with cutting-edge Web3 technology.



20 March - Web3 & AI in Gaming  
An illuminating exploration into the 'Future of Tech: Web3 and AI in Gaming', hosted by Orbis86 in collaboration with Offchain San Francisco and BGA, set against the backdrop of innovation in San Francisco.



# Activities at the BGA Booth (P1831)



## Morning Session

Weds 20th - 10.00 - 14.00	Thurs 21st - 10.00 - 14.00	Fri 22nd - 10.00 - 12.30
Sequence	Lowlife Forms by Right Trigger	Earn Alliance
Ready.GG	Ready.GG	Cloudborn by Antler Interactive
Oxya Origin	Lost Dungeon by Openfort	HitBox Games
Unioverse by Random Games	ChainSafe Gaming	Aavegotchi by Pixelcraft Studios
Earn Alliance	Polkadot Play	Cybertitans by LitLabs
Icon.X World	Oxya Origin	Xerial



## Afternoon

Weds 20th - 14.00 - 18.00	Thurs 21st - 14.00 - 18.00	Fri 22nd - 12.30 - 15.00
Lowlife Forms by Right Trigger	Sequence	Pacific Meta
Cosmik Battle by Cometh	Cosmik Battle by Cometh	Cloudborn by Antler Interactive
Lost Dungeon by Openfort	Life's Meta by Widow Games	Xerial
Aavegotchi by Pixelcraft Studios	Quicksave Interactive	Polkadot Play
Life's Meta by Widow Games	Unioverse by Random Games	Cybertitans by LitLabs
Quicksave Interactive	Icon.X World	HitBox Games

# Games and Projects at the BGA Booth



Build web3 games with ease. Sequence is the leading all-in-one web3 development platform for games.



Making infrastructure for the Web3 Games & Dev creator economy.



Oxya Origin is a powerful Web3 gaming ecosystem developing shooter, strategy and exploration games linked by a player-owned asset ecosystem.



Cyber Titans is the first blockchain video game developed & published by LitLab Games.



The future of Esports. IconX World is an Ecosystem where Racers & Sponsors monetize through Compete-and-Earn.



Epic crime meets sci-fi rpg shooter. Built by Call of Duty, R&C, Forza, Marvel, Wolfenstein, Quake vets.



Polkadot Play's mission is to offer a seamless web3 onboarding experience for game studios and developers.



Universe by Random Games is a Sci-Fi Gaming 'Franchise as a Service' built by top creative talent from Star Wars, Dune, Halo, Star Citizen, & more. Playable demo live now



Your crypto companion across a multiverse of games. Game and earn with Frens.



Xerial enables game developers to effortlessly connect with the blockchain, without requiring web 3 programming skills.



Quicksave Interactive develops HTML5 games and game development tools for the new social market.



ChainSafe Gaming offers full-stack web3 gaming solutions to indie developers and small-to-medium-sized gaming studios.



Antler Interactive, an interactive game studio that makes cool games with great technology, has just released Cloudborn!



Earn Alliance's innovative platform seamlessly connects game developers with gamers. Our demo will highlight how we're revolutionizing the discovery of blockchain games.



Reduce your enemies' ships to dust and climb the ranks in this next-generation Trading Card.



A game about adult relationships and life events. Players will be able to partake in emotional stories and experience feelings like never before, developed by Widow Games.



Pacific Meta

Pacific Meta is a Web3 marketing company based in Japan, connecting overseas markets with the Asian market



Lost Dungeon by openfort is a 2D RPG dungeon crawler game with NFT based weapons and an onchain currency.



Hitbox Games provides a formidable, transparent and ethical publishing option for dev teams working on games from Premium to F2P and from Indie to AAA.



# NIGHT CROWS



**A Q&A with Won Il Suh, Executive Vice President of Wemade. Won Il Suh has played a key role in launching some of the gaming industry's biggest innovations like the world's first free-to-play game and first MMORPG over the past 25 years. That includes a decade overseeing global market development and its groundbreaking WEMIX PLAY blockchain gaming ecosystem for top Korean game developer, Wemade. The owner of the "The Legend of Mir" IP, a highly successful game series with over 500 million users, Wemade has just launched the global version of blockbuster MMORPG, NIGHT CROWS, one of Korea's most successful games on March 12, 2024.**

## **What are the major blockchain game developments or trends this year?**

It's been 2-3 years since a lot of quality web3 games started to get funding, so I believe that during the latter half of this year, we should see some strong games come out. Some of these games will no doubt better incorporate NFTs or tokenomics than the earlier web3 games, and my hope is that these improvements can become an inspiration for other game developers to follow suit. I'm also cautiously hoping that there will be some creative game designers out there, who will find other additional use cases of blockchain for their games or game services.

## **What are your plans for 2024?**

NIGHT CROWS Global is our biggest launch of the year and the early buzz about the game is really good. The new in-game economy concept is something that we are confident to back because we believe it will take web3 games to the next level. Fingers crossed, that NIGHT CROWS will be THE game that made the general global gaming audience realise the utility of blockchain and what it can do to enhance their gaming experience.

“

*Through the success of Night Crows Global, we hope to build an advanced blockchain economy and a universal ecosystem to strengthen WEMIX PLAY's position as the number one global blockchain game platform.*

## **What makes NIGHT CROWS Global so special?**

We are introducing several new innovative features that truly define it as a web3 game. We believe that these features will make NIGHT CROWS even more fun to play than it already is. Our first multi-chain game, NIGHT CROWS will be connected to eight major blockchains including Ethereum through Wemade's unagi omnichain initiative.



Holders of ETH or other tokens that are based on blockchains supported by unagi, can easily carry out transactions through NIGHT CROWS' in-game economy without worrying about how to move and transfer those digital assets from one chain to another. This not only enables users and communities from connected blockchain networks to access NIGHT CROWS, but also gives them ownership and more control over using and trading digital assets and in-game items across multiple blockchains.

NIGHT CROWS also introduces a new Streamer Supporting System (SSS) program that expands player-fan-audience interaction, which is essential for building a community of fellow gamers and game lovers.

## **What will you be announcing at GDC 2024?**

That will need to remain under wraps for now, but GDC is just one stop on a year-long mission to demonstrate the advantages and features of web3 games that enhance the playing experience, while offering real economic value. Stay tuned!

# NIGHT CROWS



The first generation of blockchain games introduced web3 elements, in most cases, non-fungible tokens (NFTs), as a minor gameplay feature. Since those early days, the integration of blockchain technology has increased in scale and depth. The latest blockchain games are redefining the gaming industry by introducing an in-game economy that enhances the scale and quality of the game experience while also amplifying the overall game economy, transforming games from mere content to an integral part of life.

## Introducing Wemade's Innovative Web3 Game Economy Concept

### Multi Utility Token Economy (MUTE)

Progressing beyond the single utility token model pursued by many P&E games, NIGHT CROWS will implement a multi-utility token economy, where numerous in-game items, including the most important in-game resource "DIA(Diamond)", are tokenized. There will be 7 mintable tokens available in NIGHT CROWS global upon launch, including \$Crow, the foundational token of NIGHT CROWS, which can only be minted

The upcoming web3 version of Wemade's blockbuster MMORPG, NIGHT CROWS, introduces innovative concepts including the Multi Utility Token Economy (MUTE) and Character Abstracted NFT Economy (CANE) that enhance overall gameplay and enjoyment.



through vDIA acquired by users through value addition via the in-game exchange and request completion.

These tokens have no initial supply as they are based on value addition created by users and will only be minted in alignment to the game's performance. However, a predetermined number of \$Crow will have initial supply to be used toward initial liquidity in trade mediums within the GameFi of WEMIX PLAY.



### Character Abstracted NFT Economy (CANE)

The Characters in NIGHT CROWS encompass valuable assets including equipment and skills but also represent the time, effort, and investment put into its development. NIGHT CROWS will support NFT minting of characters as an acknowledgement of user ownership of characters. Leveraging the technology of Character Abstraction, which compresses vast character information into comprehensible attributes, Character NFTs in NIGHT CROWS form a dual pillar alongside tokenomics in the blockchain economy. This includes the world's first NFT Swap utilizing character NFTs, marking a new milestone for other Web3 games in the future.

This NFT economy will be further developed and enhanced by utilising the marketplace on the official NILE NFT platform. This will streamline information regarding the fair market value of NFTs and facilitate frictionless transactions.

# UNIFYING THE GAMING ECOSYSTEM WITH POLKADOT PLAY

**A Q&A with Polkadot Play's Nicholas Douzinas, to talk about their ambitions and vision for gaming and blockchain adoption in the year ahead.**

*AT AN ECOSYSTEM LEVEL, WHAT ARE POLKADOT PLAY'S AMBITIONS?*

At Polkadot Play, our mission is to unify the fragmented gaming ecosystem within Polkadot, offering a seamless onboarding experience for game studios and developers. As a two-sided organization, we qualify projects for Polkadot while ensuring technical compatibility.

Working with Ecosystem Funding partners, we aim to serve as a central hub for technical solutions, fostering collaboration among teams and acting as an integration partner to propel projects toward long-term success within the Polkadot ecosystem.

*HOW DO YOU SEE THE BGA SUPPORTING POLKADOT PLAY?*

The BGA's objective to enhance awareness surrounding blockchain technologies and foster their adoption has led to the formation of a diverse coalition within the gaming industry. Becoming a part of the BGA not only allows us to actively interact with key players in the gaming sector but also provides a valuable platform to showcase our solutions within the Polkadot ecosystem.

*WHAT ARE YOU MOST EXCITED ABOUT FOR THIS YEAR IN WEB<sub>3</sub> GAMING?*

“ This year marks the debut of investments made in the past cycle, heralding an exciting new phase.

We anticipate significant developments, such as the rise of on-chain gaming, which promises to invigorate the web3 gaming scene, albeit likely maintaining a niche position within the larger gaming market. Equally intriguing is the integration of blockchain technology by traditional web2 development teams, seamlessly incorporating it into their systems while ensuring a user-friendly experience.

*HOW COULD YOU DEFINE THE STATE OF OUR INDUSTRY AND WHAT ROLE DOES POLKADOT PLAY WANT TO PLAY THIS YEAR?*

The gaming industry is currently facing some challenges across the board. While there's been a surge in numbers, growth seems to be stalling, leading to layoffs.

Blockchain gaming is also encountering its own share of difficulties as it seeks to establish its place in the gaming world. There's a need for better tools for game developers to reduce friction. Looking forward, there's potential in our industry for fostering communities and supporting indie developers. Open governance could play a significant role in enabling innovation and community-driven development, offering an alternative funding option for games.

In this regard, Polkadot Play will focus on accelerating blockchain adoption and aspire to position Polkadot as a top blockchain for gaming. We're focusing on providing integration solutions and sustainable support for business development to achieve this goal.

Meet the Polkadot Play team at the BGA booth (P1831) during GDC, San Francisco.



## 2023 STATE OF THE INDUSTRY REPORT KEY TAKEAWAYS

The BGA State of the Industry Report presents data collected via an online survey designed to assess the perspectives of blockchain gaming professionals on the current state of the industry. The purpose of this report is to identify challenges and opportunities heading into 2024.

SCAN QR CODE  
TO DOWNLOAD  
FULL REPORT



### SURVEY RESPONDENTS



## 79.7%

believe they will continue working in the industry over the next year.



## 44.3%

received crypto or stablecoins as pay in 2023.



## 16.9%

marks an all-time low in female participation.

### INDUSTRY DRIVERS



## 76.2%

recognize asset ownership as the top benefit.



## 37.8%

foresee web2 game studios driving the industry forward.



## 52.1%

expect at least 20% of the gaming industry to adopt blockchain within 12 months.

### CHALLENGES



## 55.1%

see onboarding as the primary issue for the industry.



## 70.0%

battle the misconception of blockchain gaming as a scam.



## 35.4%

indicate user acquisition as a pressing challenge.

When web2 game publishers enter the blockchain gaming space, many will add blockchain gaming elements to their existing games in a way that may be unnoticeable to users. F2P-based games that allow users to choose to purchase and own NFTs could be one of the solutions to significantly increase blockchain game adoption among web2 gamers.



**HIDEAKI UEHARA**

General Manager, Investment & Business Development Dept

SQUARE ENIX



# BGA STATE OF THE INDUSTRY REPORT

**With 500+ responses from professionals across the traditional and web3 gaming industry, this BGA State of the Industry Report has captured industry insights and sentiment around the web3 gaming ecosystem.**

Over 500 industry professionals participated in this year's survey, revealing key takeaways that resonate within the Web3 gaming industry.

Asset ownership remains the top benefit recognized by 76.2% of respondents. While some topics remain prominent, such as user onboarding and acquisition, a new positive sentiment was also prevalent. 52.1% of respondents expect at least 20% of the gaming industry to adopt blockchain in 2024. While this is bullish, the industry is already seeing several major studios and publishers leaning into innovative technology. With global players such as Square Enix, Ubisoft, and Bandai Namco, among others, integrating blockchain in one way or another is indeed an exciting progression from previous years.

In addition to the statistical element, the report features insightful quotes from industry leaders, such as Yat Siu from Animoca Brands, Nicolas Gilot from Ultra, Henry Chang from Wemade, and Gabby Dizon, YGG, among many others who shared their views and vision.

The survey also sheds light on the lack of female participation in the industry, which BGA is aware of and is actively working to ensure diversity and inclusion to represent the diversity of members within the alliance and the broader ecosystem of professionals and players.

Addressing the pressing challenges head-on, the report showcases how BGA has actively spearheaded efforts to instigate a transformative shift. As we stride into 2024, our commitment to addressing core challenges and highlighting pivotal achievements remains steadfast, symbolizing our dedication to fostering innovation and advancement across the web3 gaming space.

For the third annual survey in collaboration with Emfarsis, you can read or download the [BGA State of the Industry Report](#) via the QR code on the back cover.

# Data, Trends & Vision for Web3 Gaming

## A Fireside Chat with Leah Callon-Butler, Director of Emfarsis, BGA Board Member & CoinDesk Columnist

We had the chance to chat with Leah Callon-Butler, BGA Board Member and Director of Emfarsis, a web3 advisory firm with special expertise in strategic communications that invests in early-stage projects.

### Can you tell us a little bit about your journey into web3 gaming?

I first learned about blockchain in 2016 and was inspired by its potential for social impact. On moving to the Philippines in 2018, I saw this in action, but I was focused on financial applications like crypto-asset-backed remittances, making it faster and cheaper for overseas workers to send money home to their families.

It wasn't until mid-2020 when I heard about a Filipino family playing a blockchain game to put food on the table amid the COVID lockdowns. They were living in the next province over from me, so I reached out and wrote about it for my [CoinDesk opinion column](#) — it ended up being the first article that ever appeared on CoinDesk about Axie Infinity. That was August 2020, and the game had only 500 DAU.

Soon, I realized that gaming was the best use case for blockchain that I'd ever come across, and I decided to pivot my business to focus completely on the future of web3 gaming.

Today, we work with and have invested in brands like Yield Guild Games (YGG), OlaGG, IndiGG, Crypto Unicorns (Laguna Games), My Pet Hooligan (AMGI Studios), Pixelmon (LiquidX), BreederDAO, Social Graph Ventures, and others.

### This is the 3rd annual BGA State of the Industry Report we have collaborated on. What are the highlights you have seen over the last three years?

In 2023, 79.7% of respondents said they expected to still work in the blockchain gaming industry in a year. That is a wildly confident outlook, given that the traditional gaming industry has suffered 10,000+ layoffs over the last 12 months. Crypto, too, has made harsh cuts to its workforce.



But through these market conditions, for some reason:

“*Web3 gaming is a safe haven for builders. Perhaps it has to do with “Asset Ownership,” the number one benefit of blockchain games that comes up number one year on year, and the autonomy it affords devs looking to build something brand new, while retaining rights to their creation.*”

### One of the survey outcomes indicated a downturn in women in the industry—what are your thoughts on this, and how can we address this going forward?

The web3 gaming industry is growing, which is awesome, but women's participation is not growing at the same rate. This is a problem. Not because we have to tick some CSR box to do with gender diversity, but because diverse teams are proven to deliver better results and greater returns to shareholders.

Continued overleaf

## Interview with Leah Callon-Butler (cont'd)

Just think about it: Look at the people sitting at your table. The more diverse the group is, the more worldly perspectives they can bring. As such, you'll uncover more market opportunities, identify many more ways to approach challenges and build more robust product solutions. Purely because the people on your team see and experience the world in different ways.

“

*Diversity is also particularly important at board level to ensure that the vision and strategy reflect a wide range of perspectives.*

This is my first board position, and I couldn't be more proud or eager to contribute to the successful future of the BGA.

### What is your advice for studios entering or getting ready to launch web3 game-related projects?

Collaborate with a web3-native partner who can help you navigate the space and figure out where you should fit. Blockchain gaming exists on a spectrum; you need to figure out where you want to fit and where you would authentically fit. The industry is still nascent, so there is room for everybody and every type of project. It's an excellent time for experimentation.

### What do you envision for this ecosystem going forward, and what are you most excited about for 2024?

I'm excited by anything that leans into decentralization rather than making excuses for it. In this way, Fully On-Chain Games and Autonomous Worlds could be seen as the R&D sector of blockchain gaming. Similarly, new standards like ERC-6551 will usher in a whole new era of utility.

Meet [Leah](#) at GDC from 18 to 22 March.

EMFARIS

## Power Up with Effective On-chain Player Achievements & Rewards With Christina Macedo

Web3 tech introduces new player loops enriched with on-chain quests that can be customized based on player stats, profile, and history. Developers can cater gameplay to each player's personal needs using on-chain information without the need to acquire player info from external game databases. Here are some examples of achievement implementation in different types of games:

**Action:** Want to give your players a difficult, action-packed challenge, saving rewards for the most practiced and capable survivors? Consider integrating tough challenges with hard currency rewards to acknowledge the player's time and energy investment and harbor a sense of pride in each achievement.

**Social/Casual:** Onboard new players and create viral social competition with carefully placed achievements in a trail of breadcrumbs for players to follow as they progress through the game. Players will gather small rewards with each step and will likely include level-ups and XP.

**MMORPG:** Add a new layer of competition and give engaged players hard-earned prestige by leveraging achievements to let players show off in a competitive multiplayer environment with NFT rewards and badges. One of the main challenges for MMORPG game devs is retaining players who have already reached the highest level. NFTs and on-chain quests allow developers to add a new level or achievement in the game, enabling players to access crafting and breeding mechanisms to elevate their collections.

Christina is the Co-founder and CEO of [Ready.GG](#), a layer3 and gaming dev tech stack enabling developers to launch their game, game economy, UA campaigns, and launch a UGC economy in their games.



Meet Christina at PGC and GDC San Francisco.

# The new world of web3 gaming

By ChainSafe Gaming, the team behind Parallel's marketplace.



Imagine you are embarking on a journey to every corner of the gaming universe.

Where every new game is an infinitely creative world, waiting to be seen. Where every treasure, every land, and every character—from the villages to the clouds—permanently exist.

A world where you don't just play games...you're part of them.

ChainSafe took on gaming after establishing itself as a team of blockchain research experts. We offer sweeping solutions in web3 and can help you make these dreams a reality.

To do it, you'll need some powerful tools.

## Enter web3.unity,

the ChainSafe Gaming SDK. Our SDK easily connects all Unity games to the blockchain features that matter most.

**Gasless Transactions** via Gelato banish gas fees, opening the way for an accessible and inclusive community spirit. Players can explore every part of the game without fretting about the cost of their next move.

**ChainSafe's In-Game Marketplace** immerses players and gives them a tailored, uninterrupted item-shop experience. Players will gravitate around your market, and you'll gain control over the in-game economy.

**Decentralized Loot Boxes** make treasure hunting a fair and rewarding experience for your players. Trade them, make them, hunt them. Open a prelaunch revenue stream for your game and stoke the world's excitement. Verifiable and truly random.

**Check out Sanctuary, the marketplace developed by ChainSafe Gaming for Parallel TCG.**

**Web3Auth** reinvents the login experience, extending a seamless invitation to new worlds without the ropes and barriers that used to entangle web3 gaming. Log in through email, social media, biometrics, or wallet. Slash your onboarding time to less than a minute.

**Ramp** allows the direct purchase of in-game assets using fiat currency, streamlining access to your game world. It's all about getting into the action, not drowning in exchanges. Who wouldn't want to spend more time playing and less time accounting?



Build worlds where players don't just play, they participate. Worlds where they don't just participate, they own. Worlds where they don't just own, they belong.

The adventure of a lifetime awaits—where legacy tech meets the untapped potential of web3. We can transform our games into living, breathing societies of players. Are you ready to go?

# MAKE YOUR MARK



## WELCOME TO THE UNIOVERSE™

The Unioverse is the brainchild of game development icons and top creative talent. Founders Tony Harman (Grand Theft Auto, Donkey Kong Country) and Wyeth Ridgway (Pirates of the Caribbean, W2K22) assembled a roster of the best franchise creators on the planet including Brent Friedman (Call of Duty, Star Wars) and Stuart Jennett (Star Citizen, Marvel Comics) to create an epic, galaxy-spanning sci-fi story.

Set 700 years in Earth's future, our saga unfolds around an ancient space station, the Unioverse's most sought-after technology. Dozens of races compete for control, leading to political frictions and bloodshed across hundreds of worlds. This transmedia universe extends beyond games with an anthology, six comics, and a promise to redefine what an IP can do for its community.

Powered by our Game SDK, players can create and own game objects usable across all Unioverse games. Thanks to the blockchain, they can sell this content on third-party marketplaces.

Game developers can also use our Game SDK to easily build Unioverse games for sale however they wish, royalty-free.

The first demonstration of our solution is live now and can be experienced in the Unioverse Proving Grounds available free on Elixir Launcher.

LEARN MORE

UNIOVERSE.COM →



# Mass Adoption for Web3 Games



**An interview with SKALE Co-Founder and CEO Jack O'Holleran to explore the challenges and solutions to enable the mass adoption of web3 games.**

## **How will blockchain gaming reach the next level in 2024?**

We are about to enter the next level of Web3 gaming, where millions of traditional gamers will start playing blockchain-integrated games. There will be both light and heavy integrations, but one thing will be commonplace for all successful blockchain games – they will have a great user experience that makes gameplay and Web3 integration seamless and intuitive. We will first start seeing this shift come to life in mobile, browser, and downloadable games.

## **What are the barriers preventing the mass adoption of blockchain games?**

One of the biggest hurdles to mass adoption is the Fees-to-Utility paradox. Historically blockchain games must navigate around high gas fees and therefore end up using the blockchain sparingly and then find themselves very far from the core principles and values that blockchains provide. Blockchain games end up being normal centralized games with a few NFTs thrown in for good measure. A major unlock for blockchain games is the zero gas fee model. When you charge users fees for playing, you end up disincentivizing use rather than promoting it. Validators still get paid via Chain Fees while friction is removed for end users. In addition, the unit economics are dramatically better than relayer gas subsidies due to the economic mechanics.

## **What role does SKALE play in speeding up the mass adoption of blockchain games?**

Gas-free gaming is a massive unlock for game devs, but transaction throughput and time-to-finality are also critical factors when developers move more gameplay on-chain. Dartmouth Blockchain ran a scientific analysis of many of the top blockchains. SKALE had both the fastest Time-to-Finality and highest Transactions per Second of all chains tested. This level of performance is critical when utilizing smart contracts for on-chain gameplay. In addition, SKALE enables game devs to turn on Multi-Transaction Mode (MTM). This allows many transactions to be sent simultaneously to the chain in an ordered and batched fashion.



MTM mode allows the non-blockchain components to run at current Web2 speeds without risking paused or lost transactions due to time constraints on running a global decentralized consensus.

## **Does SKALE address the fundamental UX problems associated with blockchain?**

The goal of the SKALE project is to bring the power of blockchain to hundreds of millions and eventually billions of users. The only way this will happen is by removing UX friction while simultaneously helping blockchain applications leverage transactions and smart contracts in a cost-effective manner.

“*Ideally, the experience with blockchain is so smooth and invisible in games that players don't even realize it's on-chain.*”

This UX win in the SKALE Network comes from a zero-gas fee model, high-speed consensus with instant finality, a high-powered C++ Ethereum Virtual Machine that avoids the typical bottlenecks found in Geth EVM forks, and intelligent wallet, blockchain, tooling architecture created by developers building on SKALE.

**Meet the SKALE team during GDC and at web3 gaming event WAST3D on the 21st of March.**

# INTRODUCTION TO THE ELIXIR GAMES ECOSYSTEM AND \$ELIX TOKEN — GAMING IS SO BACK!



In addressing crucial challenges, we aim to democratize access to blockchain games' funding, enabling both retail investors and large funds to support projects from their inception. Additionally, our infrastructure empowers the community to determine which projects receive funding and support, fostering a sense of ownership and participation. Moreover, we offer an incubation program tailored for high-quality gaming studios, providing them with the necessary resources and guidance to navigate and excel within the web3 ecosystem.

After four years of intensive work, the arrival of many games to our Launcher, and great additions to our team, it's time to introduce our "elixir".

We are pleased to announce the launch of the \$ELIX token through our IDO. At Elixir Games, we aim to revolutionize how blockchain games are funded, developed and brought to market.

“

*“Elixir Games has been holding off its token release for the perfect moment. We have seen the evolution of Web3 gaming reach the level of qualification to attract real games.”*

**Javier Celorrio, C3O**  
**Elixir Games**

## **Driving Transformation within the Gaming Ecosystem with Token Utility**

At Elixir Games, we're proud to introduce the \$ELIX token, poised to drive transformative change within the gaming ecosystem with many uses cases. As the native token for the elixir.app platform, \$ELIX boasts a diverse array of utility, ensuring that users unlock maximum value and engagement.

## **Enhancing Earning Potential**

Among its many functions, \$ELIX guarantees allocation for investment in top games through our Launchpad, offering vital incubation support to selected companies. Furthermore, our innovative staking program provides users with RNG boosts in APYs, tailored to their tier levels, enhancing their earning potential and participation in the ecosystem.

Moreover, \$ELIX token holders gain exclusive access to a myriad of benefits, including participation in exclusive airdrops from Elixir Platform games and voting rights over the selection of new games to be incubated or launched. Additionally, users enjoy privileged entry to exclusive features and events in social metaverse spaces, along with premium features within the Elixir Game Platform.

Serving as a payment method, \$ELIX offers cashback incentives for our marketplace, seamlessly integrated with all video games accessible through the Elixir Launcher (SDK). Lastly, \$ELIX grants access to the season pass of Elixir, ensuring users unlock premium content and experiences throughout their gaming journey.

“

“We believe it’s time to help others. It’s time to share our knowledge in order to stop thinking about Web2 or Web3 video games. It’s time to revolutionize the gaming market together. This is why we release Elixir Launchpad.”

**Alejandro Lillo, Director | Elixir Games Launchpad**

The Elixir Games Incubation program is surrounded by the best partners of the market. With the LitLab Games acquisition, we created a team full of specialists in gaming development to support every project. It actually does not matter what stage of development the games are; we got specialists to make a great product out of it.

## \$ELIX pre-IDO Tier system



In terms of launchpad roles, our tier system is designed to gamify the traditional DeFi system by offering a base APY + a random boost APY through weekly rewards. Added to that the role acquired will allow stakers to participate in new upcoming launches.

Leading up to the \$ELIX pre-IDO, users have a unique chance to customize their entry strategy based on their preferences. With five different launchpad roles — Plankton, Shrimp, Dolphin, Shark, and Whale — available, participants can choose the approach that best fits their investment goals. However, this decision depends on the amount of \$LITT tokens staked by each user.

- Plankton: 5K \$ELIX
- Shrimp: 25K \$ELIX
- Dolphin: 50K \$ELIX
- Shark: 150K \$ELIX
- Whale: 600K \$ELIX

Linked to this, \$ELIX token will have a continuous burning in order to set up a deflationary economy with weekly bonfires based on platform transactions as it follows:

- 0,5% of every payment happening in the platform will go directly to burn \$ELIX
- 15% of early unstaking in the dApp will be burnt (only after 75% completed epoch will be available)
- 0,5% of every IGO ticket will burn \$ELIX
- 2% of every collected stable for IGO will go to burn \$ELIX
- 1% of every amount swapped/bridge into the Elixir ecosystem will burn \$ELIX
- Stay tuned for more details on how you can participate and make the most of the Elixir Games tier system. Together, we are building a new universe of opportunities in the world of blockchain gaming.

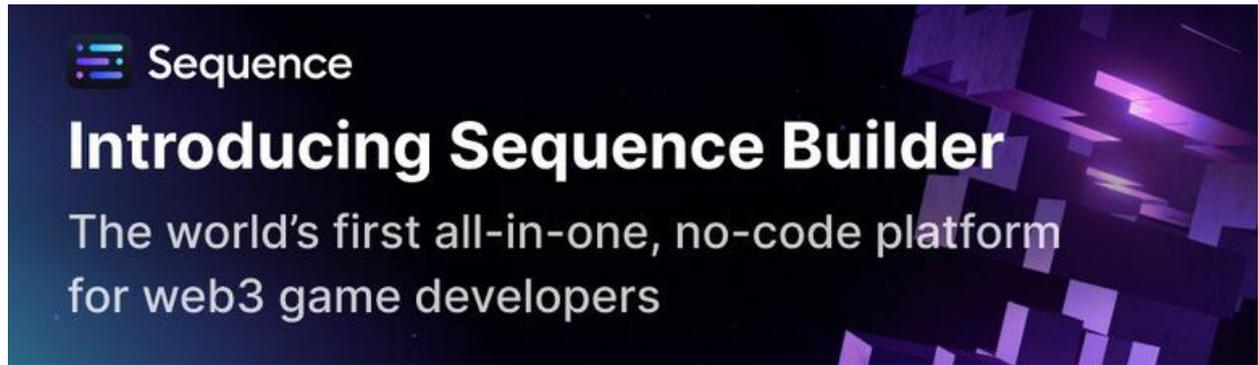
“

“We believe in the natural evolution of gaming and that is why we created the most frictionless, safe and robust platform in the space. Thank you for your support, and welcome to Elixir Games! Gaming is so back!”

**Carlos Roldán, CEO | Elixir Games**



# Seamless Web3 Onboarding for Game Developers using Sequence Builder



Over the last three years, the web3 gaming industry has skyrocketed, seeing an influx of new projects and pioneers. However, building web3 games hasn't always been easy - until now.

Previously, developers faced a trade-off between integrating blockchain technology and creating great games.

Common challenges include:

- Creating a safe and seamless onboarding experience for players
- Handling gas fees as a developer and player
- Selecting a network to deploy on, L1s, L2s, or even L3s?
- Facilitating trade and monetizing in-game items, NFTs, and digital collectibles
- Displaying wallet balances, user-owned items and in-game/app metadata

## How to Overcome Common Web3 Development Challenges

Web3 tech infrastructure supporting the EVM ecosystem has evolved considerably in the past year.

Thanks to technologies such as account abstraction innovations and smart wallets, actions such as gas fee sponsorships, batched transactions, social/email login, multi-chain support, web3 marketplaces, and metadata indexing are now available to any developer wishing to integrate blockchain into their game title.

The question remains: which tech solution should developers and game studios choose to overcome common GTM challenges?

The answer is simple: a full-stack, end-to-end solution that works across multiple chains, devices, and game engines, no matter the level of web3 proficiency for devs, creators & players.

[Sequence](#) provides an all-in-one web3 development platform that enables game developers and studios to easily incorporate web3 into their games to onboard, monetize, grow, and retain players.

*Our mission at Sequence has always been to make web3 games fun, accessible, and ubiquitous while enabling game developers to achieve their business goals without having to deal with the complexity of the underlying tech.*

Michael Sanders, Co-founder & Chief Storyteller | Horizon & Sequence

## Sequence Builder

Sequence has recently launched [Sequence Builder](#), the world's first all-in-one, no-code dashboard for web3 game development, which allows anyone to bring their game vision to life. Sequence Builder is compatible with all EVM chains, L2s, subnets, and app chains.

### • A Full-Stack Revolution

Sequence Builder caters to a broad spectrum of game developers and studios from indie to AAA, providing seamless smart wallet creation, accounts, marketplaces, payments, nodes, blockchain data, and more!

Sequence's web3 gaming stack is available in one intuitive dashboard with plug-and-play components equipped with everything developers need to bring their game to the next level.

### • Effortless Web3 Integration

Developers no longer need to fret about choosing blockchain networks, deploying pre-audited smart contracts, enabling gasless transactions for in-game purchases using various payment methods, accessing insights on player activity, and launching marketplaces. Sequence Builder enables web3 integration in just a few clicks.

### • Customizing and Monetizing Game Infrastructure

Web3 games have traditionally relied on third-party platforms to trade digital items and collectibles, engage with communities, and reward creators. Sequence Builder enables players to enjoy a fully branded and customized experience. Developers can launch custom marketplaces and gaming experiences that align with their game's brand, aesthetic, and ecosystem.

Sequence provides everything you need to build amazing games that players will love, all in one place. [Start building for free](#) with Sequence!

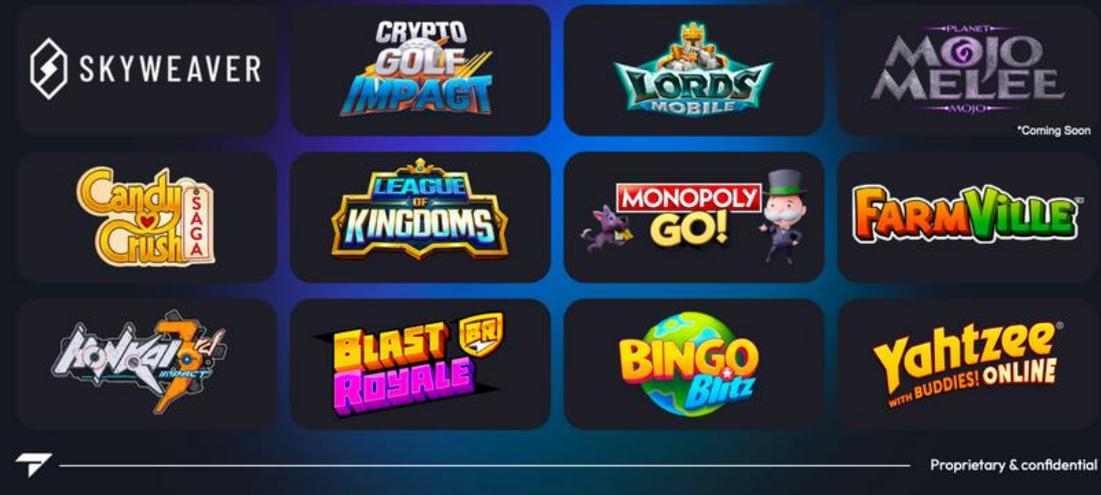
# THE 1ST MOBILE GAME LAUNCHPAD AND REWARDS ARCADE

The World's 1st Mobile Web3 Game Launchpad & Rewards Arcade. Trophy is a Web3 Game Launchpad for Android mobile games with a mission is to help users discover, download and play Web3 games by displaying them next to high-quality genre specific Web2 games.

The Trophy Arcade drives retention by rewarding users for completing different in-game achievements.

These rewards can instantly be turned into Crypto or Gift Cards from top brands!

## What games are on Trophy?



## How to get on Trophy?

### Step 1 - "List"

Listing your game on Trophy is **FREE**

- Let our team know which countries you would like your game listed on Trophy and we will do all the work from there.

### Step 2 - "Reward"

Add rewards to your game to increase engagement

- Determine in game achievements you would like users to complete for rewards!

(Ex. Beat Castle level 5)

### Step 3 - "Engage"

Trophy will push a shared social media "Game of the Day" campaign

- Partners Game will be listed in app front page & Trophy will blast 200k followers in Discord, Twitter & Investor channels about launch

### Step 4 - "Launch"

Trophy will launch partners game in app & reward users with virtual currency for each in game achievement!

- As users complete in game achievements we can add more!

Trophy recently revealed the results of the 1st "Web3 Game Discovery Arcade."

An initiative in collaboration with Polygon, one of the leading web3 gaming ecosystems.

The goal is to support Polygon Web3 gaming by launching mobile games in the Trophy app to help Web3 developers acquire low-cost, high-quality gamers!

The average global mobile gameplay is reported at 7-10 minutes a day. Through Trophy, players averaged over 25 minutes daily!

Games user acquisition was only \$.05 - \$0.18 cents, depending on daily retention.

Mobile arcades like Trophy can be a cost-efficient solution for Web3 Game Devs looking to accelerate growth with early adopters!



# A New Horizon for Content Creators & IP Partnerships with hexacore

## Innovation in Gaming Through UGC

The gaming landscape is evolving, and Hexacore's latest offering, Pocket Space, is at the forefront of this transformation. This idle-arcade mobile game transcends traditional play by integrating user-generated content (UGC), offering a collaborative platform for creators, partner developers, and intellectual property holders to redefine gaming experiences with multiple GenAI Agents.

## Empowering Creators with Advanced UGC Tools

Pocket Space provides a sandbox of infinite possibilities where every user can be a creator. Hexacore's AGO Platform arms content creators with advanced UGC tools, enabling the design of bespoke spaceships, characters, and worlds. These tools are designed to meet professional standards, offering precision and versatility for creators who demand the best for their audience.

## Strategic Play Infused with a Robust Economy

Gameplay in Pocket Space is a strategic blend of player versus environment and player versus player encounters, complemented by an in-game economy powered by HXR tokens. This dual focus ensures that both creators and players contribute to and benefit from the game's economic ecosystem.

## GenAI: The Creative Partner for Developers

Hexacore's GenAI system within the AGO platform is a game-changer for partner developers.

It facilitates the creation of assets that can be seamlessly integrated into the game, enhancing the UGC system. This technology empowers developers to turn their creative visions into tangible, in-game items and experiences.

## Introducing Iconic IPs to Pocket Space

Hexacore is excited to offer collaborations with well-known licensed properties, allowing players to incorporate elements from their favorite fictional worlds into their own creative projects. Picture the thrill of customizing your character with armor inspired by some of the most iconic heroes in popular culture or designing missions rooted in the rich lore of celebrated franchises.

## A Platform for Every Creator

Whether you're a solo content creator looking to showcase your designs, a developer aiming to test new concepts, or an IP holder seeking innovative engagement strategies, Pocket Space offers a dynamic and supportive platform. We're committed to fostering a diverse community where collaboration and creativity lead to groundbreaking gaming content.

## Forge the Future with Pocket Space

Join us in this creative endeavour as we build new worlds together. Pocket Space is not just a game; it's a testament to the synergistic potential of creators, developers, and IP holders. We invite you to be a part of this pioneering journey to shape the future of gaming.



# Gaming, IP and Blockchain Technology

When it comes to registering IP and all the moving parts to consider, blockchain technology is starting to look like a great solution for managing IP registration. Due to the advantages of decentralization, transparency, and immutability, Blockchain can provide:

**Proof of Existence:** By making a record on a blockchain, creators can prove beyond a doubt that their IP existed at a particular time.

**Tamper-proof Records:** Immutability means that ownership records are reliable.

**Decentralization:** This enhances the security of the records and facilitates efficient registration.

**Global Reach:** Registrations can be international in scope and easily accessible worldwide.

There are already examples of how blockchain can be used for IP registration. At some point, blockchain has the potential to completely change the way we register and protect IP. This, in turn, could lead to a new age of game development in which creators of all sizes can enjoy the full benefit of exploitation of their creative ideas. In this evolving world, knowing and using the correct IP registration methods is critical for all game creators.

Written with recognition of [Gamma Law's](#) expertise shared for the [BCA Academy](#).



## Securing Web3 Gaming's Financials with Proactive Accounting

For Web3 gaming companies, early adoption of accounting practices can offer compound benefits for their future. With the introduction of the Financial Accounting Standards Board (FASB) ASU 2023-08, U.S. companies now face a transformative shift in digital asset accounting standards.

- This mandate necessitates the measurement of certain crypto assets at fair value, recognizing any valuation changes in net income each period.
- Additionally, it requires these assets to be distinctly presented on the balance sheet, along with detailed disclosures for each significant holding and aggregate values for lesser ones.
- This change, mandatory for fiscal years after December 15, 2024, underscores the urgency for Web3 gaming firms to adopt advanced crypto accounting solutions.

The complexity of financial reporting for gaming economies intertwined with tokenomics cannot be overstated. CFOs and Financial Controllers grapple with the immense challenge of managing transactions across various chains and tokens, adhering to US GAAP or IFRS standards, and preparing for future audits and less than comprehensive regulatory guidelines.

[Cryptoworth](#) offers a specialized solution to navigate these challenges. By integrating with over 1,000 data sources and employing auto-recognition technology, our platform significantly simplifies the crypto accounting process.

Finance professionals can now efficiently track transactions, tokens, in-game items and NFT marketplaces, leveraging FIFO, LIFO, and WAC calculations with ease. Our seamless integration with popular ERPs and accounting software ensures a consistent and accurate financial record, eliminating the manual strain of data reconciliation.

*"Cryptoworth not only ensures financial accuracy and compliance but also champions sustainable growth and investor confidence. Our mission is to streamline crypto accounting, allowing our clients to excel in creating captivating gaming experiences. With Cryptoworth, the complexities of crypto accounting and reporting transform into strategic assets for innovation and growth."*

Richard Pasquin, Director of Cryptoworth

Top web3 gaming companies like Axie Infinity and Horizon's Skyweaver have streamlined their accounting back office with Cryptoworth.

Finance leaders' proactive approach not only ensures compliance and accuracy but also fortifies their position for sustainable growth.

Meet the [Cryptoworth team](#) at Paris Blockchain Week in April and Consensus in May.

**cryptoworth**  
CRYPTO ACCOUNTING SOLUTION



## COSMIK BATTLE NOW AVAILABLE IN EARLY ACCESS



Cosmik Battle, the next-gen Trading Card Game developed by Cometh Studio, is now available for Early Access on Epic Games Store, Ultra and Hyperplay! Free-to-Play Cosmik Battle redefines the Trading Card Game genre by blasting players into intense, turn-based combat with innovative mechanics.

With Cosmik Battle, Cometh Studio aims to bridge the web3 and web2 gaming spaces. Led by a passionate team of video game enthusiasts coming from AAA companies, Cosmik Battle aims to provide an unforgettable experience for all players, no matter who they are.

To do so, Cosmik Battle leverages Cometh's groundbreaking blockchain tech to deliver a web2 user experience with the benefits of blockchain:

- Sign up, log-in, and account management with a simple email
- No Gas fees, no TX to sign
- Direct FIAT payment

Additionally, Cosmik Battle is deployed on Cometh's own blockchain, "Muster," a Layer 3 built on Arbitrum's tech stack. It is among the first live projects to leverage Arbitrum's latest technology: Arbitrum Orbit.

The Early Access of Cosmik Battle will last until April 3rd and will be immediately followed by the official release. A myriad of exciting surprises await players: seasons, tournaments, new modes, features, card extensions, and much more. Soon after launch, Cosmik Battle will also arrive on Google Play Store and Apple Store with full crossplay PC / Mobile.

## DOGAMÍ ACADEMY LIVE ON APP STORE & GOOGLE PLAY

DOGAMÍ Academy, the mobile dog racing game backed by Ubisoft and Animoca Brands, has gone mainstream, moving from exclusive NFT Early Access to a Free-to-Play version on Google Play and iOS App Store. After a resounding success with 5 million races in four months, this worldwide release brings the gaming experience to a wider audience in over 170 countries.



The game boasts a daily playtime of 60 minutes and an impressive 21% Day 30 retention rate, surpassing the industry average by 14%. Furthermore, 7% of players currently make in-game purchases, averaging USD 250.

As a mobile app, unlike most desktop-based Web3 games, it offers accessibility to millions of mobile gamers and an optimized user experience. The gameplay, focused on dog management, allows DOGAMÍ Academy to target a wider audience, especially women and families, differentiating the game from most current Web3 games that are not adapted for a mainstream audience.

Beyond game development, an array of ambitious projects are in the pipeline to establish a solid gaming IP, such as merchandise, further issues of the Comic Book, a TV series, Toys, and many other exciting initiatives.

*We are delighted to announce the launch of DOGAMÍ Academy! The game, which is a demonstration that we can merge web2 and web3 technologies, seeks to redefine the way we play. This game-as-a-service has a year of planned content, with multiple years to follow. Our goal? To continue to support the scalability of our game and to reach one million downloads within three months!"*

**Kristofer D. Penseyres, Co-founder & CBO.**

# WEB3 GAMING HIGHLIGHTS

Highlights from some of the exciting developments from BGA members. With over 600 professionals spanning the ecosystem and the globe, find out what members have been building and discover the latest launches, advancements, and achievements in blockchain gaming.



## Cross The Ages Partners with Ubisoft for New Watch Dog Card Collection

Exciting News for Web3 Gaming! Cross The Ages is proud to announce the release of a new card collection based on the action-adventure Web2 game franchise Watch Dogs, in collaboration with Ubisoft. The collection, which consists of 51 cards featuring 24 key characters from the franchise, will be available starting April 3rd!



## Hermit Crab Studios and Maradona Metaverse Experience

Hermit Crab Studios releases an NFT collection of football legend Diego Maradona playable in the largest virtual world, The Sandbox. Explore the Maradona Collection of 1700 unique avatars, each representing a different era in the legend's career! Players and fans can now dive into his legendary world like never before!



## Alien Worlds Introduces Decentralized Lore

Alien Worlds recently introduced Tokenized Lore, allowing the community to shape a decentralized IP. This innovation led to community groups creating stories within AWM, building upon lore from Sci-Fi author Kevin J. Anderson. LightningWorks' Starblind, a comic in AWM, supported by a Galactic Hubs grant, narrates misfits' tales in a remote prison. Learn more about Starblind.



## Unchain your Game and Give Players True Value with Ready.GG

READY.GG's layer3 platform offers plug-and-play infrastructures for seamless interoperability across blockchain networks to integrate web3 functionality and NFT support into any game. Ready.GG is reinventing play unveiling a new era of gaming by the community, for the community. Bringing true value and collective ownership to every player. Play, manage, and build your gaming experience in the new frontier of web3 gaming.

# Meet the BGA Board Members

## OUR NEW BOARD MEMBERS SHARE THEIR VISION

After the recent board member election, we are thrilled to introduce the new appointees. Our founding board members will now take the role of honorary board members. This marks an important moment as we welcome representatives from diverse sectors, forming a dynamic new board that will play a crucial part in guiding future BGA endeavors and representing the members of the Alliance. Meet our Board Members and what they want to bring to their role at the BGA.



**Christina Macedo**  
Co-founder  
Ready.gg

*"BGA represents validity. I want to show the world that there is more to web3 than what is in the news. The accomplishments of blockchain technology need to be celebrated, promoted, and implemented. I want to have an impact."*



**Hideaki Uehara**  
Head of BD  
Square Enix

*"I plan to use my gaming business experience in Japan and the West for the BGA and its members."*



**Leah Callon-Butler**  
Director | Emfarsis

*"Many of the BGA's challenges are communication challenges. Solving for these will unlock growth."*



**Yasmina Kazitani**  
CMO & Head  
of Partnerships  
Interverse.AI

*"When I have found something I am passionate about, and I will go beyond & above to make it happen!"*



**Alex Kosloff**  
Head of Marketing  
AlturaNFT

*"I'm on a mission to make web3 games fun."*



**Mariano Rubinstein**  
Co-founder  
Sura Gaming

*"Latam and Spain are key players in the web3 gaming ecosystem & it is important that we have strong representation from these areas."*

# What Our Members Say About BGA Connects

"This event set up a standard for my business trips for this year. The organization and venue were super cool. A good concentration of people from the space created an outstanding atmosphere for easy-going networking. The afterparty was amazing and extraordinary, and that definitely will make me remember this event till the end of the year. Thanks to the whole team of BGA, always happy to be with you!"

**Eva Shalenko**  
Head of Business  
Development | Clarnium



"The BGA Connects London event was an exceptional experience, marked by an engaging atmosphere and abundant networking opportunities. The panels and talks offered insightful content, complemented by an impressive Pitch Session. The event culminated in a delightful session of Hijngo, adding a fun twist to a productive afternoon. I am eagerly anticipating the next BGA Connects event."

**Frederico Kessler, CPO**  
FunFair Ventures



"BGA Connets was all three. Inspirational, Informative and Fun. Thank you for an awesome night."

**Yota Wada**  
Business Relationship Manager  
Square Enix



"Attending and co-hosting the recent gaming event with BGA and other partners was an absolute thrill! The passion and innovation in the arena were amazing, showcasing the bright future of gaming in Web3. Events like these remind us why we love this industry. A big thank you to everyone involved!"

**Harshit Gangwar, Head of Marketing & Investor  
Relations | Transak**



**Transak**

"BGA events uniquely connects crypto folks around a common passion for gaming. There's no better place to share laughs play-testing games while diving into tokenomics!"

**Alexander Casassovici, CEO**  
Azarus



**AZARUS**



Investing in the future of Gaming through Web3  
[www.funfair.ventures](http://www.funfair.ventures)





WEMADE



Wert





Sequence



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INITIATIVE



Mirror World



MYTHIC PROTOCOL



REALFEVR



SQUARE ENIX



Baker  
McKenzie.



**AND MANY MORE...**

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# BGA

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For More Information  
Click or Scan the QR Code



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