

QUIZTOKEN

**CASUAL GAMING
REIMAGINED**

DECEMBER 2021

EXECUTIVE SUMMARY

1. Quiz.com is reimagining casual gaming. Combining blockchain technology, cryptocurrency rewards and fun trivia games we're creating an ecosystem that will have a wide appeal across all age groups around the world.
2. Our game will be self-funding, self-regulated, fully automated and transparent, to bring a new level of trust to prize-based games of skill, while offering both free to play and premium gaming models with guaranteed prize pools.
Targeted to the casual gaming market and designed to be "pick up and play" the games will be simple and fun, while at the same time the underlying cryptocurrency aspects will provide a secure, trustless and non-custodial platform, offering full transparency for anyone who wishes to investigate.
3. Our \$QUIZ token will form the backbone of this system. With a fixed cap at launch, and deflationary aspects to increase its value over time, it will appeal to cryptocurrency investors during the launch, and reward players who decide to hold their tokens long-term.
4. Driven by an experienced and knowledgeable team, Quiz will both redefine trivia gaming for the public, and bring in the user adoption cryptocurrencies have been chasing for so long.



SELF FUNDING



SELF REGULATED



SELF EXECUTING



TRANSPARENT ECOYSYSTEM

WHY \$QUIZ?

In 1998 “Who wants to be a millionaire” launched on TV, proving that there is an appetite in the public for trivia-based entertainment matched with large cash prizes.

Since then the trivia gaming industry has continued strongly. From weekend pub nights through to online mobile app gaming, trivia games are highly popular, but winning an attractive prize is mainly reserved for the lucky few that can play on TV.

At Quiz we are using the web 3.0 to change this. Helped by blockchain technology we give anyone the opportunity to test their skills and win a big prize.

Blockchain technology has proven itself to be a natural fit for gaming, with new games like Axie Infinity experiencing exponential growth in terms of both users and market cap of their native \$AXS-token.

However, Axie and most other current blockchain-based games have limited appeal for the broader audience who prefer to engage with casual games. They are complex, both in terms of the games themselves and the required understanding of the technology they are built on, making it hard for a non-tech audience not already engaged with cryptocurrency to get involved.

\$QUIZ IS DIFFERENT. \$QUIZ IS BRINGING TRIVIA GAMES THAT ARE FUN, EASY TO UNDERSTAND AND POPULAR WITH A BROAD AUDIENCE. OUR GAME HAS APPEAL FOR ALL GENERATIONS AND GENDERS ACROSS THE WORLD AND BRINGS A WHOLE NEW AUDIENCE, FROM BOOMERS TO ZOOMERS, TO THE WORLD OF CRYPTO.

WHAT IS THE \$QUIZ SYSTEM?

THE QUIZ.COM ECOSYSTEM WILL ACT AS A CENTRAL HUB FOR TRIVIA GAMING WHERE ANYONE CAN PLAY FOR FREE JUST FOR FUN OR CAN PLAY TO EARN WITH OUR NATIVE \$QUIZ-TOKEN AS THE MEDIUM FOR PAYMENTS FOR PREMIUM GAMES AND REWARDS FROM OUR GUARANTEED PRIZE POOLS.

Utilising the latest decentralised blockchain technology our \$QUIZ token will create a self-funding, self-regulated, self-executing and transparent ecosystem:

- ▲ Our games will have guaranteed daily and weekly prize pools of up to 75,000 \$QUIZ tokens. ¹
- ▲ 90% of all tokens spent on game entry fees will be added to these prize pools.
- ▲ Smart contracts will regulate and automate winner selection and payments.
- ▲ All players will have 100% knowledge of the workings of the system and can track any transaction that happens on the platform.
- ▲ A new business model for casual gaming that doesn't rely on advertising and paywalls.

At \$QUIZ we are creating the world's leading, cryptocurrency-powered, casual trivia gaming ecosystem of the future.

It will be 100% games of skill, not chance, and designed to be “pick up and play” for the casual gaming market.

Anyone anywhere with a couple of minutes to spare can have a go, answer some trivia questions, and might win a big prize.

¹ Value of prize pool to equal \$15,000 at launch based on pre-sale plan.

WHY THE CASUAL GAMING MARKET?

Casual games are the games we play “by the way” as we sit on the couch watching TV, ride public transport, or wait in line in the supermarket, etc.

They are fun, easy and quick to play and, as a result, they appeal widely across all generations and genders.

This cross demographic appeal is clear in the statistics with 50% of the players being 34 years or older and about 51% being women (source: MoPub) in stark contrast to cryptocurrency where 79% are male and 58% are under 34 (source: triple A).

The mobile gaming market itself totalled 77.2 billion U.S. dollars in revenue in 2020, accounting for over half the global gaming market, had over 2.5 billion active players and (according to GameAnalytics) downloaded over 75 billion mobile games per month.

In most games, the goal is simply to progress to the next level or beat the high score, but we are adding a new dimension through prizes that have a real financial value.

We aim to engage the entire mobile gaming market into our \$QUIZ cryptocurrency token, bringing the widespread adoption cryptocurrencies and blockchain technology have been chasing.

WHAT WILL IT BE LIKE TO PLAY?

AT ITS CORE, QUIZ.COM WILL UTILISE TWO MODELS OF GAMING BASED ON TRIVIA QUESTIONS.

FREE TO PLAY

This will be a gaming environment designed to bring new users onto the platform and show them how it works.

They will not be required to pay for games within this model, they can play for fun but don't qualify for the guaranteed daily and weekly prize pools.

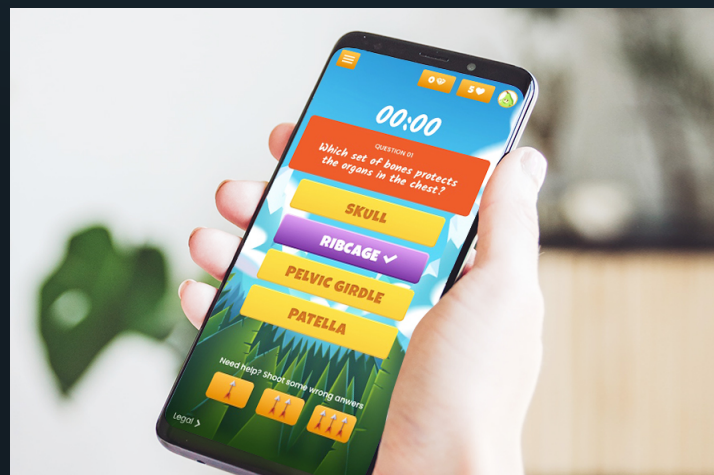
The model we will use for free gaming is easy for anyone to pick up and understand.

The player will play a quiz of 10 questions and if they get all the answers correct they can keep playing and try to set a new high score.

If not, the player can start a new game. With already 15,000 questions in our database, players will continue to be challenged.

Traditionally in casual gaming, the free to play model is supported by intrusive advertising which can drive users away, sometimes even before they have played their first game.

Alternatively, users are required to sign up for email subscriptions and provide additional personal information that can then be resold or leveraged by the game company to raise funding.



Finally, in some games, there is a “paywall” feature where the user is required to make a payment to continue playing the game.

Within the \$QUIZ ecosystem these functions will not be required, presenting an unusually “pleasant” experience of the game for users, where their focus is on the game rather than the intrusive monetisation around it.

To encourage players to move to the premium model, successful players in the free-to-play model will be airdropped tokens and other rewards if they choose to create a wallet connected to the ecosystem.



PREMIUM GAMES

The second model is a premium set of games that enable users to win large financial prizes paid in the form of the \$QUIZ token, as well as smaller prizes issued during games.

At the start, weekly prize pools with a guaranteed value of 75,0000 \$QUIZ (equivalent to US\$15,000 based on listing price) and daily prize pools with a guaranteed value of 15,000 \$QUIZ (US\$3,000) will be created and locked in smart contracts for respectively 5 and 2 years. These prizes will be paid out automatically at the end of each period to the winner(s).

To participate a player will pay an amount in \$QUIZ equal to a fixed fiat value to enter. For example, if the game is \$1 to play the user will pay \$1 worth of \$QUIZ tokens priced at that time.

As well, players who hold a specified number of \$QUIZ tokens in their wallets will get free entry into some games within a set timeframe.

WHY USE BLOCKCHAIN TECHNOLOGY

We are developing a system where the user maintains self-custody of their tokens, chooses which games and how often they pay to enter, with a prize pool automatically determining the payouts, and smart contracts that automatically collect their fee and allocate the funds to the winner.

This creates several advantages for the business model.

Once the smart contracts are live, no human intervention will be required unless they need revoking and replacing with up-dated versions.

Also, at no time, will we be holding the users’ tokens within a custodial wallet. This prevents large scale hacks or internal fraud threatening user funds and removes the legal requirements that come from custodial solutions.

This includes removing the requirement to hold any user’s bank details or their KYC information, improving both the end-user experience and the onboarding process. From the point of view of Quiz, the players will maintain complete anonymity, without us needing to store any of their personal data.

Funds arriving as payment from the users will be distributed by the smart contract, results will be fed in automatically through Oracles, and payment will be automatically released to the winners and other parties as required. All in a fully open and independently auditable system.

Players can trust the game. In blockchain terms this will be a “trustless” system, where trust in any individual or business is not required during a transaction as only the smart contract will have access to the funds, and any funds outside of, or issued by, the smart contract are fully in control of the user.

This is in direct contrast to the “black box” model of traditional prize-based games where a player sends their money, “something” happens hidden in the background, then a prize hopefully is returned.

Normally, that prize would sit in their account but under the control of the gaming operator until they request a withdrawal and complete any process around that.

Integrating a blockchain and cryptocurrency architecture removes this and provides a huge benefit, both to the business and to the end-user.

HOW WILL THE TECHNOLOGY LOOK?

Just like the rapid developing blockchain industry we are continuously looking for new technologies and innovations that will improve Quiz.com.

To deliver you a self-funding, self regulated, self-executing and transparent gaming ecosystem we are using the newest blockchain technologies and will continue to do so in the future.

CORE TECHNOLOGIES

Our smart contracts will be written in Solidity for the Ethereum Virtual machine (EVM).

By tapping into the largest blockchain ecosystem we ensure not only maximum portability and flexibility, but also have access to the widest range of development tools currently available in the blockchain world.

Our token-contract, which handles the buying and selling of the \$QUIZ-token, is customised for Quiz.com and has a mixture of RFI-tokenomics with an added function for an auto-liquidity generating protocol. All other contracts (e.g. for prize handling) are also specially designed for Quiz.com.

Quiz.com will at first be built for the Binance Smart Chain. It has a big user base, easy on-ramp through the Binance ecosystem and low gas fees, making it the best choice to launch \$QUIZ.

We won't stop there however. We believe zk-rollup Layer 2 solutions like StarkNet or zkSync 2.0, once they are more developed, will help to create an even better user experience. With improved scalability, lower gas fees and faster processing of transactions it will ensure our game is performing at the best level possible. Development for this is planned to start in Q3 2022.

To connect our smart contracts with our off-chain data we'll use Chainlink's decentralised oracle network. This ensures tamper-proof inputs, outputs and computations.

SECURITY

An important element for users and our team alike is the security of the entire ecosystem. Part of this is delivered through the decentralised, immutable and permissionless nature of public blockchains. But additional security is required to prevent inside or outside hacks.

First of all, our solution is non-custodial. The user will always be in control of their own \$QUIZ-tokens.

Another important part is that our contracts will be audited before launch.

On top of this we are using OpenZeppelin Defender for our smart contracts administration, not only bringing another level of security, but also better automation of tasks with less opportunity for human wrongdoing.

Additionally we'll secure all key wallets by using a Gnosis Safe multi signature wallet. This prevents a single point of failure when it comes to keeping all funds safe.

ON-CHAIN VERSUS OFF-CHAIN

To provide the optimal user experience a part of our Quiz.com game logic will be handled off-chain. The reasons for this are simple.

First of all, if all would be on-chain, all the questions and answers would need to be stored on-chain as well. It wouldn't be much fun, let alone fair, if some players already know all the answers.

Secondly, the game must be cheap, fun and easy to play. This means keeping gas fees low and transactions fast.

USER INTERFACE

















As with everything else in the blockchain space developments regarding onboarding of new people are going very fast. Big players like Paypal already have made first steps towards making crypto easily available for a wide audience. These developments will only increase and with easier access we believe that mass adoption of crypto is not far away.

An essential part of the Quiz.com user experience is that it needs to be quick and easy to play, regardless of someone's understanding of blockchain technology.

Before we reach the stage of mass adoption and a seamless purchase experience of crypto, we are focused on implementing the best practises available in the market at any given time. Currently this means that after launch everyone will be able to buy \$QUIZ on the Pancakeswap Decentralized Exchange using any compatible wallet, soon to be followed by availability on multiple Centralized Exchanges

When playing premium games users can remain, in true fashion with blockchain philosophy, pseudonymous. For identification purposes we'll use Ethereum login allowing users to log-in with Metamask, Trustwallet or any other wallet that supports WalletConnect. Leveraging deeplinks we will then be able to link the player with the payment and the prize pool they play for.

TOKENOMICS

INITIAL TOKEN DISTRIBUTION		GAMEPLAY FEE		SELL FEE	
 PRIZE POOL 	32%	 PRIZE POOL 	90%	 LIQUIDITY POOL 	3%
 PRE SALE	30%	 LIQUIDITY POOL 	3%	 DEVELOPMENT WALLET	3%
 LIQUIDITY POOL 	18%	 DEVELOPMENT WALLET	3%	 HOLDERS	2%
 ECOSYSTEM DEVELOPMENT	10%	 HOLDERS	2%	 BURN WALLET 	2%
 INVESTOR WALLET 	10%	 BURN WALLET 	2%		

Initial Token Distribution

The initial token distribution will be finalized after agreement with our launch partner, meaning the below model can be subject to change.

In total 150,000,000 (150 million) will be minted of which 79,500,000 (53%) will come into circulation at launch. The rest of the tokens will be released over time, mainly when distributed to prize winners.

The current model is structured to fill the prize pools for at least 5 years after launch, ensuring that we have the time required to build a deep community of players and engage them in the premium play model.

Currently it is planned have one private presale round as well as two public rounds of token sales. Each round will have its own fixed allocation of the hard cap.

A portion of the hard cap, and a significant amount of the funds raised, will be used fore the liquidity pool, to support trading upon launch. Another part will be allocated to developing a community through engagement marketing strategies, as well as to company locked wallets which will allow a release of tokens over time.

Fees

To increase the value of the prize pools, support the price level of \$QUIZ and fund further development of the eco-system all gameplay and sell transactions will be subject to a fee.

90% of the fees paid for premium games will go towards the prize pools, increasing the already guaranteed minimum value.

The remaining 10% is made is made up of four fees. On every sell transaction (when the user exchanges \$QUIZ for another cryptocurrency) an equal 10% fee will be applicable.

The burn and liquidity fees are introduced to support the price of \$QUIZ.

The \$QUIZ token will be deflationary. This means the total number of tokens ever available will be fixed upon creation. Transactions will then have a “burn” as part of it, fixed at 2%. All tokens are automatically sent to a “burn” address that no one has access to aside from viewing the contents. This process will be part of the base smart contract model and will be verifiable to anyone who wishes to view the code.

Over time the burn wallet can be monitored (although not accessed) so users can see exactly how much has been burned. From the end-user point of view within the game, they will have no visibility of this as they will just pay their fee and receive their prize, it will be purely a background function.

The only effect on them is that the relative fiat value of their tokens increases due to supply and demand as more of the tokens are burned. Again, this is a great feature for cryptocurrency investors as it will increase their share of the total supply over time. Within the game, for the casual user playing a quick round while watching an ad break on TV, they never need to know about or understand it.

To further support the price, 3% will be automatically added to the liquidity pool. Over time this will further increase the stability of the price and make it less volatile.

Another element is the non-custodial staking rewards for those individuals who hold the tokens. 2% of every gameplay and sell transaction will be distributed automatically and proportionally across all holders. This encourages “hodling”, while also rewarding players who don’t cash out immediately.

The last part of the fee (3%) will be used to further develop the eco-system it. It will be used to fund ongoing development and marketing, ensuring further growth of Quiz.com.

WHAT IS THE MARKETING STRATEGY?

Our goal is to build a player base of people from any background, who want to play trivia games and win prizes for doing so.

This is in contrast to most cryptocurrency or blockchain gaming platforms that have focussed on the crypto-savvy who want to play primarily because it is crypto-based.

For Quiz.com the cryptocurrency will be a feature, not the primary draw, driving long-term sustainability of the platform by ensuring it isn’t targeted only towards a small niche audience.

While we will be targeting the crypto communities looking for innovative use cases of the technology, we will also be appealing to the trivia players who may have little to no interest in the technology.

TIER 01: THE BLOCKCHAIN/CRYPTO COMMUNITY

Due to the size of the blockchain community and the mass appeal of Trivia games we expect to have a substantial percentage who find our Quiz game and competition appealing.

The best way to reach those potential players is by using “social marketing”.

- ▲ Relevant influencers to build brand awareness and trust
- ▲ Airdrops within the community to encourage new players to play
- ▲ Marketing via forums and social channels such as telegram
- ▲ Creating and managing a dedicated community in Telegram and converting investors to players

These are well-established models within the crypto community, are understood by the demographic, and can create high levels of engagement and “buzz”.

TIER 02: THE QUIZ COMMUNITY

Quiz.com already has a community of players who enjoy our free game and play for fun. Before the launch of the token and the game, we will focus on engaging this community with the new project.

This community will form a source of premium players, who can be engaged by models such as airdrops and direct marketing on the existing platform.

TIER 03: TARGETED MEDIA BUYING

Most of the revenue dedicated to our marketing and community wallet will be used to attract new players through targeted media buying.

We will run two main vertical targeted campaigns: Keyword related; targeting via Google search is a great way to attract new players. We will target those who are interested in winning at the moment, playing trivia games, or show interest in cryptocurrency.

Interest targeting; via campaigns on the primary social networks (mainly the Facebook platforms, Tik Tok and Twitter).

This lets us choose a specific tailored demographic with high engagement rates, then provide them customised marketing around the game.

TIER 04: ORGANIC TRAFFIC

The ultimate goal is to create organic growth and passive marketing, where our players and search engines do the ongoing leg work for us.

Our goal is to create a continuous growth of users via organic channels such as - SEO, Social footprint, YouTube channel and word of mouth.

In particular, engaging cryptocurrency investors at an early stage will help this as they are often highly vocal about projects they like. Their ability and desire to create content can create a large pool of SEO sources and evergreen resources for newcomers looking to play later in the project lifecycle

THE TEAM

\$QUIZ is launched by a team that has been developing innovative business models for the online market for 20+ years.

Most members of the \$QUIZ team are co-owners of a long-running international company that is also the main angel investor for this project.

Combined, the team and it's partners have broad general business experience, as well as specific knowledge and experience in; blockchain/cryptocurrency, internet marketing, product development, customer conversions, legal & compliance and more.

They are well known within their industry and are already leveraging their network to grow \$QUIZ to great heights.

For business reasons the team chooses to remain anonymous for now but are KYC'ed by their launch partner(s) and private investors.

TIMELINE

Q3/Q4 2021

- ▲ Concept development
- ▲ Onboarding partners (technology, marketing, legal)
- ▲ Website/whitepaper development
- ▲ Design technical architecture
- ▲ Start development/design quiz.com

Q1 2022

- ▲ Start marketing
- ▲ start pre-sale
- ▲ IDO
- ▲ Launch free-to-play model on quiz.com

Q2 2022

- ▲ Launch first premium games on quiz.com
- ▲ Continued marketing
- ▲ Add additional games
- ▲ Start expanding the team
- ▲ Launch on CEX
- ▲ Integration with external crypto-payment solutions

Q3 AND BEYOND 2022

- ▲ Open quiz platform for custom quizzes created by the public.
- ▲ Start integration with metaverse solutions.
- ▲ Launch on additional CEX-es
- ▲ Continued marketing
- ▲ Start implementation zk-rollup solutions

GET IN TOUCH

To find out more about the project and investment opportunities please email: info@quiz.com
Or visit: www.quiztoken.com