XP

POWERED BY

PERION

XP.GG Litepaper

A lot about web3 gaming sucks. But we don't have to wait until it matures to let gamers experience what's possible. We start with XP.GG, overlaying web3 features on popular web2 games. And when web3 games are ready, they'll join the party too. Learn how XP.GG will bring millions of gamers to web3, without all the headaches. So, yea, a lot about web3 gaming sucks. Let's fix it.

Contents

XP.GG

PERION

Perion Labs' mission is to make gaming better by incorporating blockchain, empowering gamers and the gaming industry. Our current project is XP.GG, a one-stop gaming platform where all gamers can experience the best of web3 in their favourite games, along with turnkey monetization for developers, esports teams, creators, and stakeholders.

PERION

A lot about web3 gaming sucks and it's holding back serious adoption. Perion is bringing the next million gamers into web3 by getting rid of all the crazy login and wallet issues that put gamers off, fixing the UX mess of most blockchain gaming, and much more that will let all gamers finally experience the benefits of web3.

Fixing it begins with XP.GG, a platform that lets gamers get rewarded for getting good in their favourite games by bringing web3 features to popular web2 games, and PERC, its native token that powers every interaction within XP.GG from products to payments.

MEET THE PARTNERS BACKING US TO HELP GAMING NOT SUCK

PANTERA   animoca BRANDS   Framework   GEMINI

SPARTAN   CMCC Global   jump_   APOLLO CRYPTO

PERION BACKS GAMES THAT DON'T SUCK

GUNZILLA   SHRAPNEL   SIROCCO   MAVIA

Blockchain is the future of gaming.

1.5M
BLOCKCHAIN GAMING DAU

3.32B
TRADITIONAL GAMERS

1,328X MARKET GROWTH POTENTIAL

GLOBAL GAMES MARKET REVENUES IN 2023

- **$50.6Bn** North America
- **$33.6Bn** Europe
- **$7.1Bn** Middle East & Africa
- **$8.7Bn** Latin America
- Asia-Pacific **$84.1Bn**

Source: NewZoo Games Market Reports ad Forecasts, Jan 2024, DappRadar State of Blockchain Gaming in Q1 2024

Too many things suck for mainstream adoption.

Gamers

The user experience of web3 gaming is a huge step backwards for gamers.

- Onboarding to web3 is too much for the average gamer
- The user-experience of blockchain is a step backwards
- Web3 games don't appeal to the average gamer

Game developers

Attracting, onboarding and monetizing real gamers is a major challenge.

- Game developers have to onboard users into web3
- Gamers playing to farm tokens have no long term value
- Need to focus on making games that don't suck

Content creators and esports Teams

Driving people to games but barely making ends meet.

- Drive their fans to games but don't get anything for it
- Vanity metrics make it hard to value creator audiences
- Need access to bettter monetisation opportunities

PERC holders

Web3 stakeholders want something that's fixing real problems in a huge market

- Slow gamer adoption of web3 has frustrated growth
- Gaming is a $447 billion USD worldwide market, someone needs to crack the code for web3
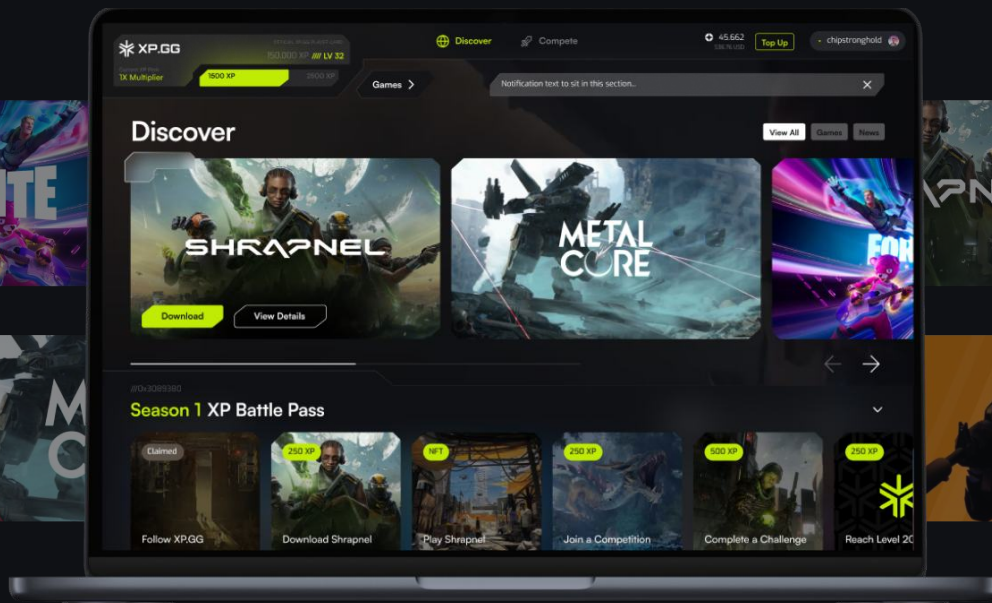- PERC holders should benefit from the growth of this market

A game changing model for user adoption.

Accessing billions of gamers by creating the web3 gaming engagement layer on top of the world's largest web2 games.

There are 3.32 billion gamers in the world. And until now, all the things that suck about web3 have kept nearly all of them from giving it a shot.

A Universal Battle Pass. Killer UX- with wallets and logins that any gamer will understand. A universal Battle Pass connected to massive games they already love, plus rewards for getting good at them.

All this leads to a new model of monetization for game developers, esports teams, creators and stakeholders.

At every stop, the gamer wins. Rewards for playing games they love. Better games being developed. Their favourite creators and esports teams get rewarded and produce more content. Stakeholders get rewarded for investing in a better gaming experience for gamers.

In the end, Perion will help make web3 go mainstream because we will make gaming better.

And we'll do it starting with XP.GG.

Source: Statistica, Global video game market value 2024

Gamers

This is the XP ecosystem.

Accessing billions of gamers by creating the web3 gaming engagement layer on top of the world's largest web2 games.

BATTLE PASS PREMIUM

Once gamers get a taste of getting rewarded for getting good in their favourite games, they'll want more. And our Premium Battle Pass will give them exactly that — level-up quicker, have a shot at more prizes.

Learn more

FEATURES

XP.ID & Wallet is the gateway to web3 for every gamer.

One log-in to rule them all, social sign-in and fully chain abstracted use. Building the UX web3 gaming needs to win.

XP Universal Battle Pass unifies world's biggest games.

The web3 rewards layer for all of gaming. Connecting Fortnite, Overwatch, CS2 and Shrapnel with more coming every month.

Engagement through smart comps to win prizes.

The more a gamer engages, the more they level-up their Battle Pass, and the better shot they have at winning major prizes.

Purpose built for mass distribution.

XP.GG is wired to give instant, transparent monetisation to anyone that drives value into the ecosystem.

XP.Boost | Revenue Share

Spend

The current marketing machine for games is broken. It costs a fortune to acquire a gamer. Creators and esports teams that draw millions of people to games have to resort to merch sales to survive. And stakeholders' upside shrinks from all the inefficiency.

XP.GG will attract gamers with a simple message: you already play these popular games, now win prizes as you get good at them. The draw of prizes for playing a game they already love will attract millions to XP.GG and allow game devs to take advantage of this massive audience to deepen engagement or show off new titles.

We're using a network of creators and esports team partnerships to spread the word. Those partners will be directly rewarded through a simple, transparent, revenue share program, **XP.Boost**, shifting marketing spend from inefficient traditional media to creators, esports teams, and prize pools.

The end result? We acquire engaged game developers and partnered devs can focus on making better games. Creators and esports teams get paid for bringing their audiences to games. Gamers get rewarded for playing the games they love.

Everybody wins, and gaming gets better.

"We're excited to join forces with XP.GG, a platform that aligns with our commitment to rewarding and engaging gamers and growing the overall gaming community."

Sean Zhang
CEO of Talon

"We aim to support XP.GG in blending cutting-edge blockchain features with top-tier game mechanics, ensuring that the innovative aspects of web3 do not compromise the enjoyment and playability of games."

Mark Carter
CCO of GiantX

Game Developers

Ready for the web3 future.

When web3 games are ready XP.GG will give developers access to the ultimate tooling to acquire gamers, get them onboarded to web without the headaches, and drive spend in their monetization models.

Aquire

Finding an audience shouldn't suck. We're bridging the gap between web3 and traditional game audiences, creating more opportunities to acquire gamers ready to play and spend in your game.

Engage

Keeping gamers engaged shouldn't suck. We're putting gamers first, ensuring your game delivers frequent, engaging rewards.

Monetize

Incentivising partners shouldn't suck. XP.Boost is an all-in-one distribution product that makes creator and eSports team partnerships simple.
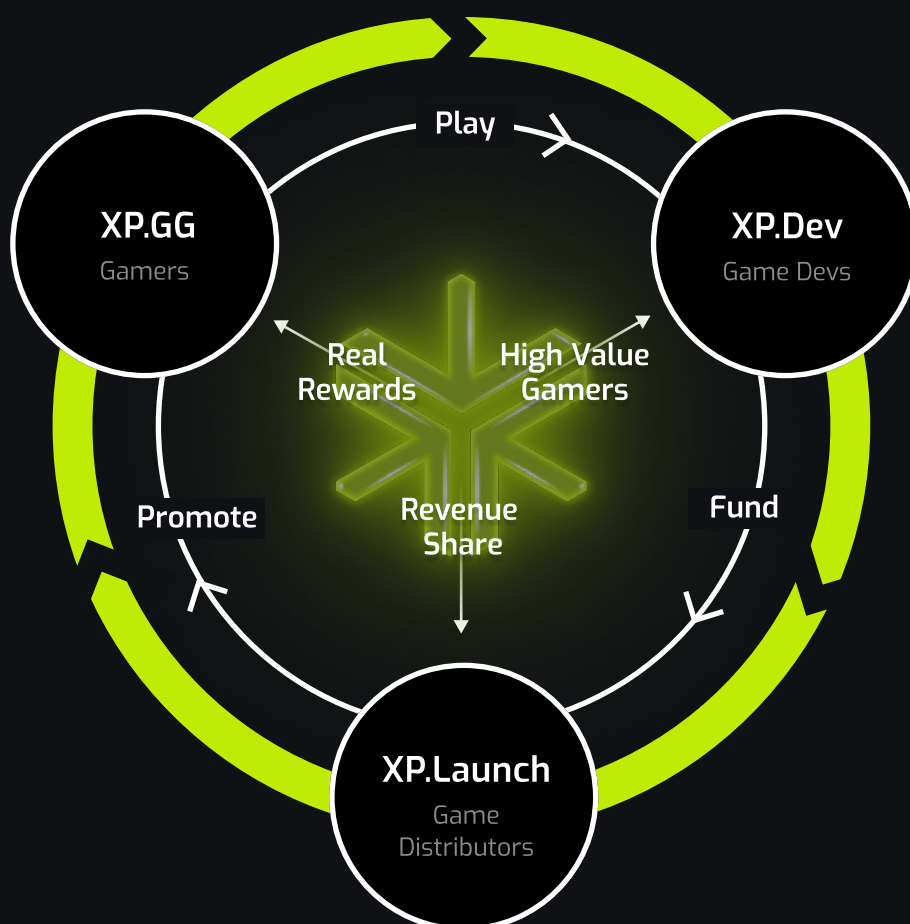
OFFICIAL WEB3 LAUNCH PARTNER

SHRAPNEL

Bringing value to everyone in gaming.

XP.GG is re-inventing the value distribution model of gaming, a model where everyone that drives value will receive value.

Gamers

Get rewarded with prizes for getting good in their favourite games, exposed to new games through challenges in their Universal Battle Pass at XP.GG.

Developers

Have access to engaged gamers without spending a fortune on marketing, can show off new games and features through challenges at XP.GG.
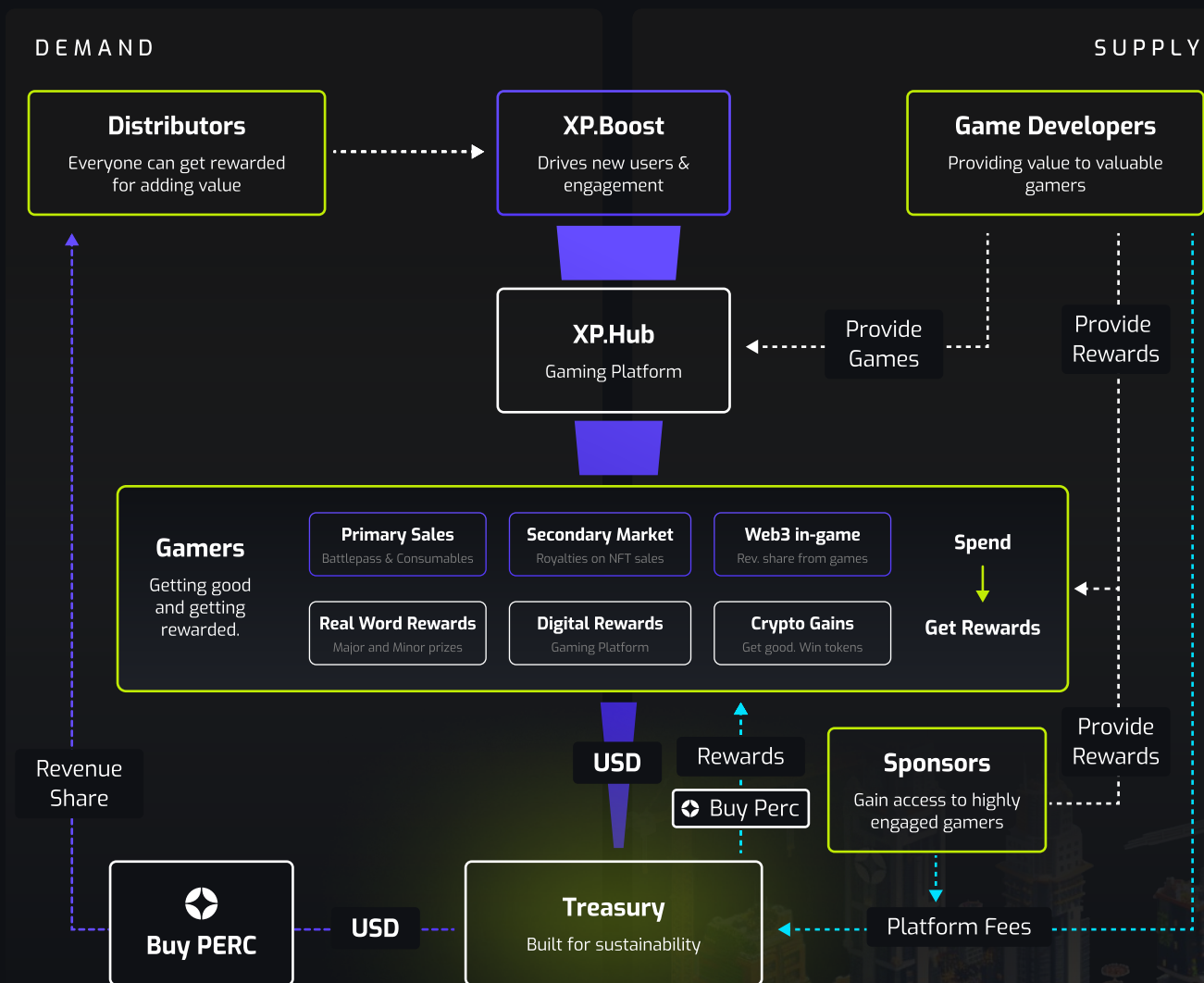
Distributors

Creators, esports teams, and others who bring gamers to XP.GG are paid directly through XP.Boost for each gamer and transaction they drive.

A business built on the world's biggest games

XP.GG is building a commercial foundation in a huge market with longevity and sustainability in mind.

DEMAND

SUPPLY

Distributors
Everyone can get rewarded for adding value

XP.Boost
Drives new users & engagement

Game Developers
Providing value to valuable gamers

XP.Hub
Gaming Platform

Provide Games

Provide Rewards

Gamers
Getting good and getting rewarded.

Primary Sales	Secondary Market	Web3 in-game
Battlepass & Consumables	Royalties on NFT sales	Rev. share from games
Real Word Rewards	**Digital Rewards**	**Crypto Gains**
Major and Minor prizes	Gaming Platform	Get good. Win tokens

Spend

Get Rewards

Revenue Share

USD

Rewards

◇ Buy Perc

Sponsors
Gain access to highly engaged gamers

Provide Rewards

◆ Buy PERC

USD

Treasury
Built for sustainability

Platform Fees

Web3 has a nasty habit of launching untested economic models. Which is why most fail. Perion is focusing on mainstream gaming— games that already have a huge following— and the hundreds of billions of dollars flowing through them. By adding a web3 rewards layer to wildly popular web2 games, we are gamifying the games people already spend countless hours playing.

Tapping into existing gamers passion is a much better recipe for long-term success. And we'll add new, popular games on the regular, so the excitement never stops. Who wouldn't want to get rewarded as they get good in a game they already love? This, along with solid tokenomics that fuel growth of the platform itself, sets XP.GG apart from other blockchain gaming projects.

PERC drives the XP ecosystem

Gamers, distributors & developers all interact with the PERC economy.

PERC Holding (vertical axis)

More Perc = More Benefits

XP Benefits (horizontal axis)
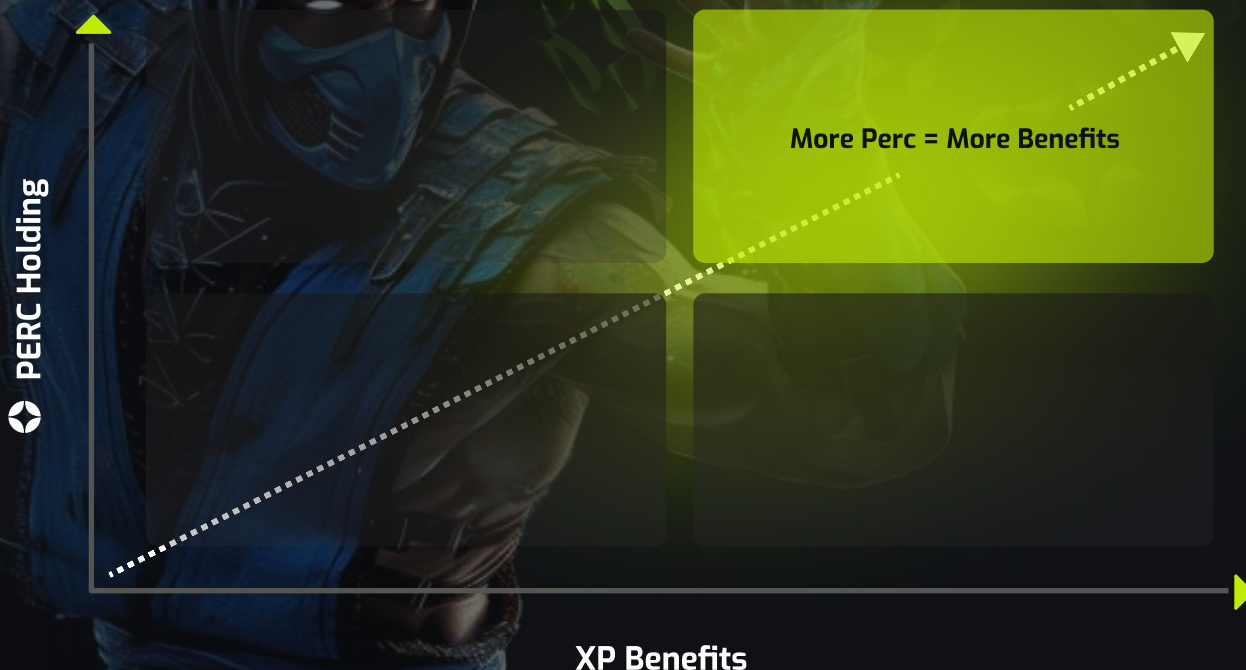
Creating Demand and Driving Utility

How we'll create utility for that drives PERC demand, reward value driving users and add major benefits for PERC token holding:

· Increased revenue share for XP.Boost
· Tiered status for gamers and distributors
· Access-gating new platform features
· Discount / rebate incentives to drive spend
· Sponsorship supported token rewards
· Token grants for treasury inflows
· Protocol tax shared with engaged users
· Treasury buys PERC to distribute as rewards

The XP approach to tokenomics

XP.GG's token economy is designed to benefit non-speculative actors who truly engage with the platform, and value the PERC token for the value it adds to their experience.

Our principles to make PERC the biggest token in gaming

❋ Maximise the addressable market

XP.GG expands PERC's reach beyond blockchain gamers and developers to traditional gamers, game developers by seamlessly integrating web2 and web3 through our best in class UX.

The benefits of web3, the simplicity of web2.

❋ UX is our strength

The XP.GG platform features create seamless web3 integration moments with games people already play and love.

❋ Mechanisms for feedback and collaboration

We're ensuring the XP ecosystem evolves to meet needs and preferences of all our platform users whether gamers, developers of distributors.

❋ True value

We'll use PERC to truly incentivize gamers, developers and affiliates that drive usage, success and longevity of the XP platform. Their success is our success.

❋ An economy that benefits everyone

We'll create a complete economy of on-platform equipable NFTs that users can earn, buy and sell, benefitting not just their chances of winning, but bringing Web3 values that mean everyone gets a chance to get paid for their gaming and own what they earn.

❋ Infinite opportunity, fewer dependencies

We'll Introduce PERC as the back-bone of the on platform and in-game spend reward mechanics of XP.Boost, ensuring PERC thrives when any of our boost partners thrives.

❋ Community driven

PERC token utility will always evolve to benefit the gamers, developers and influencers that participate and contribute to the ecosystem.

❋ Adding value to an already sustainable business model

The XP.GG platform is designed to run as successful cash-flow generating business. PERC token integration is designed to directly benefit the success of the XP.GG platform, growing the value of PERC utility and the reach and of XP.GG in a model of shared value creation.

Keep an eye out for our full token ecnomics paper dropping soon.

Roadmap

XP.GG: Built by gamers for gamers, one step at a time & with gamer, developer and stakeholder feedback.

HORIZON 1

March - September 2024

Establishing Core Functionalities

Establishing core functionalities to switch on the global gaming rewards layer to onboard billions of gamers.

- XP.ID, XP.Wallet, XP.Pay: Initial feature development focusing on creating the blockchain user experience every gamer will understand
- XP.Hub: Launch of the initial games library integrating the world's largest web2 and web3 games.
- Battle Pass tiers with linked Rewards live
- Minor/Major Prize draws

HORIZON 2

October - December 24

Expansion & Enhancement

Refining the XP infrastructure layer that will level up the user-experience of blockchain to Web2 standards and beyond.

- XP.ID, XP.Wallet, XP.Pay: Expansion of XP.ID as a universal login for all of web3 gaming.
- XP.Hub Expansion: Full development of marketplace functionalities for primary and secondary sales/trading of XP rewards (NFTs, Loot Boxes)
- XP.Boost: Expansion of referral mechanisms to enhance user acquisition and retention.
- XP.Dev: Initial integration framework for XP.ID, XP.Smart comps/ tasks, XP.Hub and assets within the marketplace.

HORIZON 3

January - March 2025

Full Integration & Optimization

Full migration to the XP blockchain infrastructure, rewarding all that have supported us on the journey.

- Blockchain Expansion: Transition all ecosystem functionalities onto a proprietary blockchain.
- Tokenomics Finalization: Swap and Implementation of the token that replaces PERC across all XP ecosystem transactions, governance, and incentive programs.
- Node sale: Sale of nodes that validate the new network.

Crafted for success

The right team with the right motivations to make gaming better.

Perion

Perion Labs' mission is to make gaming better by incorporating blockchain, empowering gamers and the gaming industry.

Founding Team

A gamer, a dreamer, and a do-er combined forces to build Perion.

Meet Amos, Mitch and Jan.

Gaming Partners

Perion is partnering with Avalanche, GiantX, Talon eSports, Republic Crypto, Helix, Shrapnel and others to ensure strong game curation, gameplay and tokenomics.

High Value Users

The XP Alpha launched late 2023, onboarding over 40k+ users from the US, Canada & Australia to overwhelmingly positive feedback.

Deep Insight

With gamers building this world, we know what gamers want. Plus we can see into every detail of gameplay, optimising XP.GG for gamers and for the outcomes game devs need to be successful.

Product & Marketing Team

This ain't their first rodeo. From building major projects to marketing multi-billion dollar brands, this team is primed to make XP.GG successful.
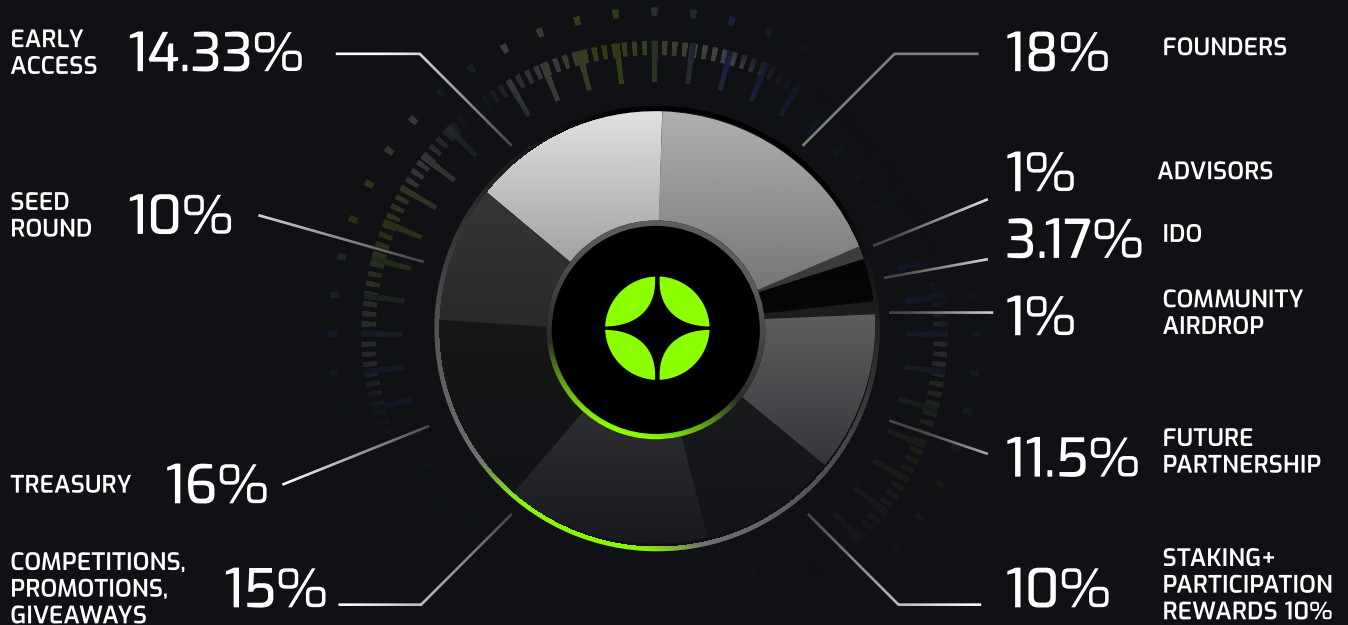
Join us on XP.GG

We have to start with games people love, integrate web3 in the most seamless and beneficial way possible, and be blunt about what sucks in web3 and commit to fixing it. XP.GG is Perion's first step in this direction, and will help transform the gaming industry by pushing web3 into the mainstream. Because gaming deserves better.
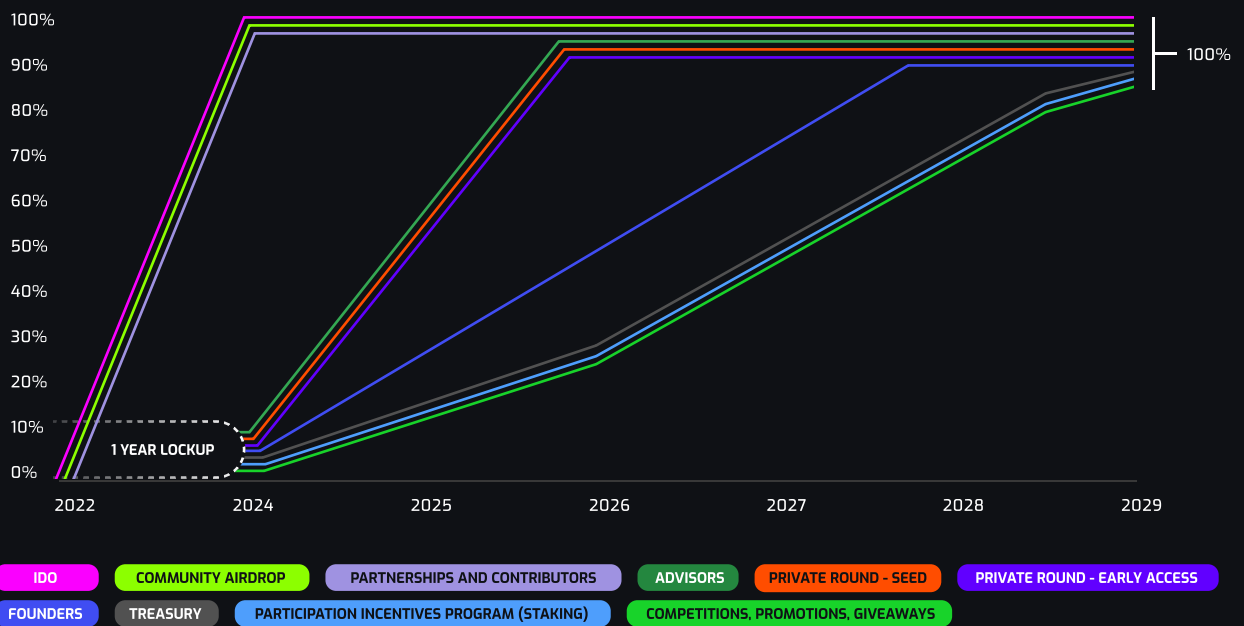
Token Allocations

Allocation designed to make projects like XP.GG successful, sustainable, and beneficial to all stakeholders.

EARLY ACCESS **14.33%**

SEED ROUND **10%**

TREASURY **16%**

COMPETITIONS, PROMOTIONS, GIVEAWAYS **15%**

18% FOUNDERS

1% ADVISORS

3.17% IDO

1% COMMUNITY AIRDROP

11.5% FUTURE PARTNERSHIP

10% STAKING+ PARTICIPATION REWARDS 10%

All vesting for Perion DAO seed and private round participants is carried out via
Sablier contracts, which allows for realtime token streaming.

PERC Token Vesting Allocation

1 YEAR LOCKUP

100%

- IDO
- COMMUNITY AIRDROP
- PARTNERSHIPS AND CONTRIBUTORS
- ADVISORS
- PRIVATE ROUND - SEED
- PRIVATE ROUND - EARLY ACCESS
- FOUNDERS
- TREASURY
- PARTICIPATION INCENTIVES PROGRAM (STAKING)
- COMPETITIONS, PROMOTIONS, GIVEAWAYS

All vesting started January 2022

Important Links

✳ XP

Website	↗
Twitter	↗
Discord	↗
LinkedIn	↗
Facebook	↗
Instagram	↗
TikTok	↗

PERION

Website	↗
Twitter	↗
Discord	↗
Medium	↗
LinkedIn	↗
Facebook	↗
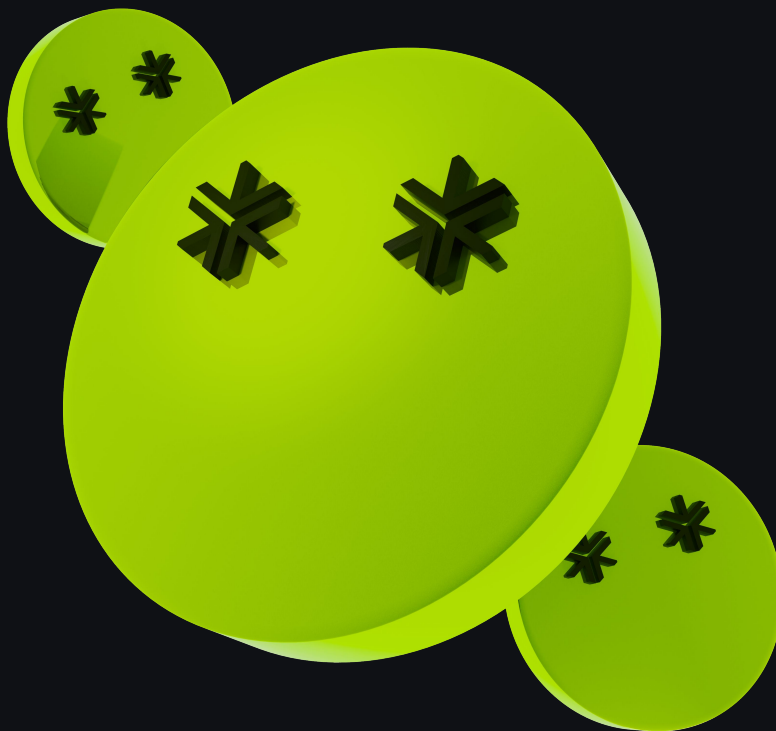
The tech stack that's helping gaming not suck.

XP.ID
Because blockchain UX sucks.

Components:
· XP.Wallet: A chain abstracted, embedded wallet that is activated for every XP.ID that is created
  · Key Features: Magicspend++ for complete chain abstraction, Embedded, Self-custodial, Paymaster to support XP.Boost affiliate model
· 3rd Party Integrations: Seamless interoperability with platforms like Epic and supported Web3 games. XP.ID is one user account that maps to all supported 3rd party integrations
· XP.Pay: The financial infrastructure of the ecosystem, supporting both traditional (credit card), blockchain transactions and on/off ramping

Interconnectivity: XP.ID serves as the central identity system, enabling access across all ecosystem components. It ensures that users have a unified identity for all transactions and interactions, radically simplifying the user experience of blockchain for gamers, a key mission of the XP ecosystem.

XP.SMART
Quests suck. Playing games doesn't.

Components:
· Competitions: Structured, time-bound events where users compete for rewards, including daily, weekly, and seasonal competitions
  · Key Features: We're not waiting for web3 games to get good. Competitions are integrated with all supported web2 or web3 games. We're bringing web3 to the world's biggest games and uplifting the UX of blockchain via XP.ID
· Challenges: Specific gameplay tasks within smart competitions, each with associated tickets and XP

Interconnectivity: XP.SMART integrates with XP.ID for user authentication and XP.Wallet for reward distribution. Competitions and challenges are linked to the Battle pass system in XP.Hub, driving user engagement and providing additional monetization and engagement opportunities for developers, distributors and sponsors.

XP.HUB
Because many web3 games suck and gamers should get rewarded.

Components:
· Battle Pass: A tiered reward system that incentivizes continuous engagement with both free and premium options
· Games: A curated library of top Web2 and Web3 games, selected for quality and market share
· Tasks: Non-gameplay actions performed within the hub to earn rewards
· Rewards: Diverse outcomes of tasks and challenges, including XP points, tickets (Battle pass tickets and xp.smart tickets), NFTs, loot boxes, tokens, and third-party in-game and physical assets
· Prizes: Major and minor prize draws occurring at key moments, such as monthly major draws for all XP.IDs with Battle pass tickets

Interconnectivity: XP.Hub acts as the central engagement system of the XP.GG platform. It connects with XP.ID for user identity management and XP.Wallet for transactions. The Battle pass system integrates with XP.SMART competitions and challenges, providing a comprehensive reward mechanism that enhances user engagement and retention

DEV.XP.GG
Making building gaming on blockchains not suck.

Components:
· APIs: Essential endpoints for transactions and interactions across the XP Ecosystem.
· SDKs: Development tools for game studios to integrate with the XP Ecosystem, supporting multi-platform development.
· ODKs (tbc): Concept for direct integration with XP.ID and all sub-components.
Interconnectivity: XP.Dev supports developers by providing the necessary tools and documentation to integrate their games and applications with the XP Ecosystem. This module ensures that developers can easily adopt XP Ecosystem features, such as XP.ID, XP.Wallet, and XP.SMART, enhancing the functionality and reach of their products.

LAUNCH.XP.GG
Because everyone that makes gaming get better should get rewarded

Components:
· XP.Boost: An affiliate program that leverages XP.ID and the XP.Wallet paymaster to reward ambassadors fairly and transparently on-chain for spend they drive on platform and in-game.
· XP.Live: Comprehensive event management for suppliers and distributors, including setup, bracketing, broadcasting, talent sourcing, and casting.
Interconnectivity: Launch.xp.gg uses XP.ID for user management, XP.Wallet for transactions, and XP.Boost for managing payouts and rewards.

FLYWHEEL & PILLAR LOOPS
Because ecosystems that aren't self-sustaining suck.

Flywheel Dynamics: The XP Ecosystem operates on a flywheel model where increased activity in one area boosts others, creating a self-sustaining cycle:
· Gamers engage with XP.Hub through Battle passes, games, tasks, and rewards, driving transaction volume and marketplace activity.
· Developers integrate their games with XP.Dev tools, enhancing the ecosystem's content and attracting more gamers.
· Affiliates use XP.Boost to promote the ecosystem, driving traffic and new user acquisition.

Pillar Loops: The 3-legged model ensures stability and growth by focusing on three core pillars:
1. Gamers: Enhanced engagement and rewards through XP.Hub and XP.SMART.
2. Developers: Seamless integration and monetization opportunities via XP.Dev.
3. Affiliates: Effective marketing and community interaction and stable monetization through launch.xp.gg.

Each pillar supports and reinforces the others, ensuring a balanced ecosystem that addresses the needs of all stakeholders and promotes continuous innovation and growth.
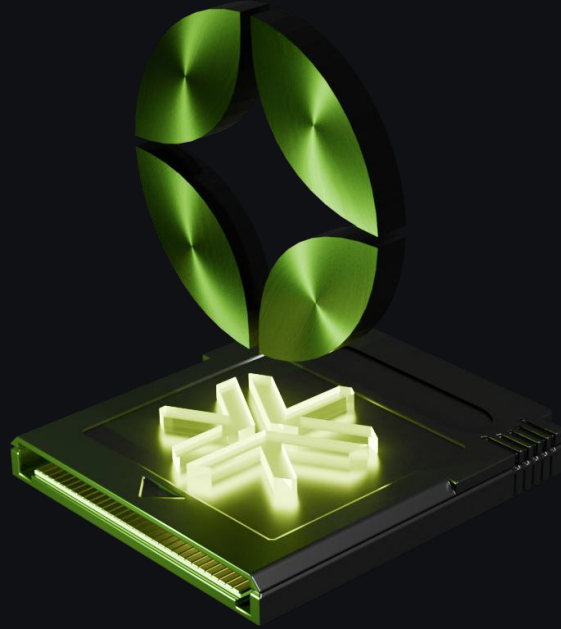
The token backed by all spend in gaming

✳ XP.GG

Get Good. Get Rewarded.