1. Introduction

Etermon is a 2D card-battle game with an incredible vibe graphic style and friendly-crypto, simple but addictive gameplay. As an easily accessible but high-quality NFT game, It brings players the best and safe protocol via a free-to-play and invest-to-earn model for mass adoption.

Video trailer: https://www.youtube.com/watch?v=Ef2s21hXnQc

2. Basic Metrics

Ticker: $ETM
Blockchain Network: BSC
Token Supply: 1,000,000,000
Project Valuation: $20,000,000
Initial Token Circulation: 16,900,000
Initial Market Cap: $338,000

3. Project Overview: What is Your Project?

Etermon is a Play-to-earn NFT game that gives users the chance to generate an income stream through playing. Players can be awarded unique items with verifiable ownership that can then be traded, bought or sold. Etermon is developed in the Eternity universe, where different game products will be developed in the long run and have a certain connection with each other.
The game's setting takes place in the year three thousand thirty three. The monsters that exist on this planet known as Etermon possess different types of elements.
$ETM is the main token of Etermon that can be used to purchase assets on the Marketplace and participate in in-game activities.
The Quest's system will help players increase their income and receive rewards by finishing the daily and weekly missions. Players can also participate in the PVP battlefield to battle against each other and receive rewards of the day.

Although monetisation through gaming is not something new, the ownership of in-game assets can only be enhanced with blockchain technology. That is why we're committed to creating a product that leverages player ownership and a truly unique community driven economy.

3. A. Go-To-Market strategy

How do you intend to acquire your first users
Etermon's goal is to achieve 1 million members within 1 month of game launch.

The game has been developed by Moli Studio - a member of Moli Network, one of the most popular game studios in Vietnam. Etermon is Moli Studio's latest project - an attempt at disrupting the mobile gaming industry with the power of NFT.

Target: 10 million downloads

Moli Studio's game portfolio

Moli Studio - a member of Moli Network, is a full-service digital media and tech company. Founded in 2019, we have a diverse team of nearly 200 employees and offer a broad range of digital and technology services. Starting from Vietnam, we have expanded our business to 5 countries worldwide.

Moli Studio has been cooperating with leading game companies in Vietnam such as Amanotes, OneSoft, IndieZ,... to produce and publish games on the AppStore.

Moli Studio will be marketed to and promoted to this massive audience of over 10 million+ users through in-app notifications, promotional events, email marketing campaigns, retargeting campaigns and other traditional marketing strategies.

KOLs, Influencer Marketing and Gaming Guilds

Etermon has already onboarded some of the biggest game streamers and influencers across Youtube, twitch and twitter. Once the game beta launch is released, the team plans on onboarding more gaming influencers to target pro gaming audiences.

However, since the game is geared towards the casual everyday audience, influencer marketing will expand to getting more regular streamers and personalities.

The team has also inked partnerships with many Gaming guilds. This would give a massive foundational platform for the game to be promoted and played by thousands of users from the get go.

In addition, Etermon has many advisors from the Chinese market, a huge market for Gaming.

Social Media & Community Management

Community building has been one of the cornerstones of the team's marketing campaign since the start of the project with deep focus on creating a long term, sustainable community that believes in the project and the $ETM token itself.

The team plans to continue to build this forward by focusing more on crypto community focused campaigns, incentivizing not just regular players and token holders but folks who become part of the Etermon family after the IDO.

Paid ads and Affiliates

The team will go on a marketing blitzkrieg once the game launches by undertaking a variety of paid advertising campaigns across both digital mediums and print/traditional media. Their affiliate marketing and PPC campaigns had been hugely successful for previous game releases and the team will utilize all that they've learnt in the last 5 years to ensure the game reaches as many people as possible.

Alpha/Beta game release and campaigns around it

The most favored and centralized focus of the marketing campaign after IDO will be alpha/beta game release. They have a fully functioning demo game that is already very popular among the community.

This will be built on after the IDO with contests around it such as best player contest, player of the day, daily top scorers and other activities revolving around it.

They plan on partnering with other projects and running campaigns around the alpha game as well, and once the beta launch is released, a full scale campaign blitzkrieg around it.

Localized focus

Focusing on localized communities, specifically Latin American countries, Asian communities of Vietnam, the Philippines, Korea, Japan, China. This is the initial target audience simply due to the popularity of mobile gaming in these regions, and are also considered as crypto's main FOMO audience.

They will be engaged with localized content, community engagement, contests and giveaways.

When the IDO is over, an ambassador program will be started wherein they will have the most active community members themselves spreading the word about Etermon across the crypto universe in order to educate and promote it to newer folks.

NFT sales and campaign

Etermon is play to trade - trade to earn game. Etermon has a "light" version for the community to experience the graphics, features, and mechanics in the game before deciding to invest.
The first round of NFT sale for Monsters, Items, etc are planned to take place around Alpha game release, which would be within 3 weeks after IDO.

Events

There will be a space for users, fans and the community in general to engage with the project even outside the project's ecosystem with the possibility of face-to-face events and tournaments.

In addition to everything within the ecosystem, Etermon will create an option for users and the community to interact with the project at a creative level, providing feedback and thus shaping the completion of Etermon together.

3.B. Product Viability

In terms of users, My Defi Pet, Thetan, Heroes Empires, etc,...they are direct competitors. The goal of Etermon is to acquire as much as possible the market of these games and treat them with more interesting content, the benefit of NFT so they're not just wasting their time.

|	Etermon	My Defi Pet	Axie	Thetan Arena	HE
Blockchain	BSC	BSC	Ronin, ETH	BSC	BSC
Game genre	Idle RPG	Turn base	Turn base	Moba & Battle Royal	TFT
Status	Ready	Completed	Completed	Completed	Completed
Tokenomic	2 Token	1 Token	2 Token	2 Token	1 Token
Platform	Website, Android, IOS	Website	Website, Android, IOS	Android, IOS	Website, Android, IOS
PVP	Developing	No	Yes	Yes	Yes
Tournament	Developing	No	Yes	Yes	Yes
Burn NFT	Yes	No	No	Yes	Yes
NFT Variant	Limit	Limit	No Limit	Limit	Limit
NFT Leasing	Yes	No	No	No	Yes
NFT Auction	Yes	No	No	Yes	Yes
Game online realtime	Yes	No	No	Yes	Yes
Easy to approach Gameplay	Yes	No	No	Yes	Yes
Play to Earn	NFT + Token	NFT + Token	NFT + Token	NFT + Token	NFT + Token
Metagame	Good	No	No	No	Normal
Staking	Yes	No	No	No	Yes
Chat online	Yes	No	No	Yes	Yes
Metaverse	Yes	No	No	No	No

4. Product Roadmap

Preferred if each quarter can also mentioned the associated growth in the token's utility

5. Revenue Streams

Etermon can earn revenue from the selling of NFT items. There will be an additional fee for auditing non-NFT items into NFT and converting in-game currency, Marketplace transaction fee.

Almost the revenue will flow back to the ecosystem in the form of awards & prizes for community events.
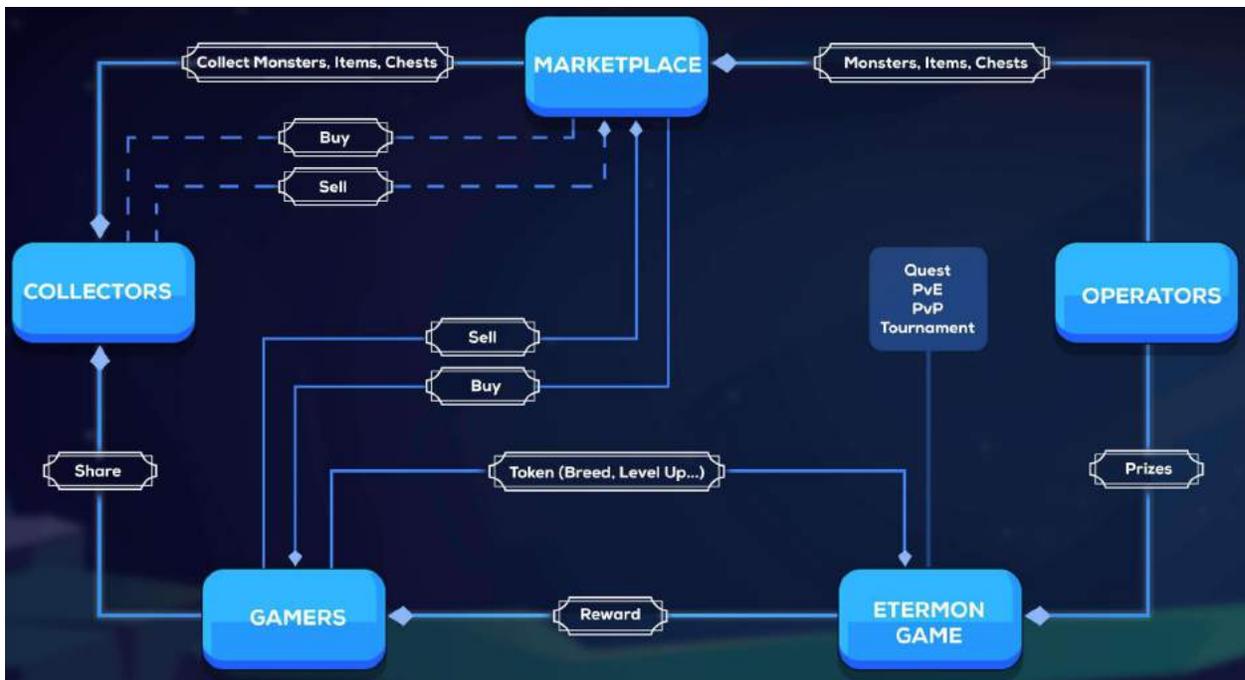
6. Product Dive

Etermon is a 2D card battle game where you can play PvP with other players or simply go PvE and team up with friends to defeat bosses.The game is a fine-tuned blend of **strategy** and **multiplayer** powered by blockchain. **"Play to trade - Trade to earn"** is the slogan of Etermon as players can enjoy unique features for great rewards.

In any game mode, you can earn tokens with ease and continue upgrading your Eters in order to claim through ranks. "Find the perfect formula" is the name of the game as players have to combine wisely between 5 Elements and many abilities to get the best out of your monsters.

Etermon offers huge potential and enormous diversity for players to discover. The cartoonish characters and colorful world of Eternity create a charming vibe. The NFT gaming market is already filled with plenty of projects and Etermon is one of a few to stand out in terms of strategic aspects.

Etermon's unique selling point:

- Strategy-centered gameplay: Unlike many other NFT games, Etermon requires players to make good combinations between various aspects in order to come out on top of battles.
- Teammates make payday: "If you want to go far, go together", the African proverb is well and truly fit with the world of Eternity Planet. By teaming up with other players or your friends, you and your teammates have the power to conquer Etermon. Earning money is better and way more thrilling when we are doing it with each other.
- Players create values: Players are the ones that determine the uniqueness of their own monsters. With just a few right touches, your Eter can be one of the best in the game and become the valuable NFT on Marketplace.

Etermon's Story:
In 3033, humanity has a tremendous development. Humans begin looking for a new civilisation outside the earth.
With that growth, we discover many other societies. Many different kinds live on other various planets. On a trip around the universe, one astronaut's spaceship got broken. He has no choice except to land on a strange asteroid.
On this planet, he finds new species. They are monsters that have the power of different elements. They are Etermon.
To go back to the Earth, the astronaut needs to use the space gate. It is ruled by the master of this planet. The explorer has no alternative. He has to catch and train the Etermon to fight against the master. Then, he can have a chance to go home.

About 6 Monsters: including 4 ranks N, R, SR and SSR
Evolutionary mechanism:
N -> R
R -> SR
SR -> SSR
SSR -> SSR+

7. Technologies Used and Created by the Project

We are open to incorporate into the project any technology that brings us value and efficiency. We use the following:
Game Client: Unity 2D
Server side: NodeJS, Socket.io, Web3
Blockchain Network: Binance Smart Chain (BSC)
Audit: Solidity, Certik

8. Technologist & Team

We have 3 core teams.

Game development: members from Moli Studio - is the popular game in Vietnam and the brains behind +20 fun games. Moli Studio has been cooperating with leading game companies in Vietnam such as Amanotes, OneSoft, IndieZ,... to produce and publish games on the AppStore.

Blockchain/Game Server: members from Tomochain, VBC - have a lot of experience in the field of software development and blockchain technology.

Marketing/Community: Moli Network is a media and technology company, we have a solid foundation and a huge community in Vietnam, Philippines, Thailand, Indonesia, India, Mexico, China,...We have an internal team to do marketing. We also cooperate with experienced partners to do marketing and build community in many countries around the world.

In addition, we have an advisory board with many years of experience in the field of game production as well as blockchain projects.

Ph.D JASON HUNG
ADVISOR
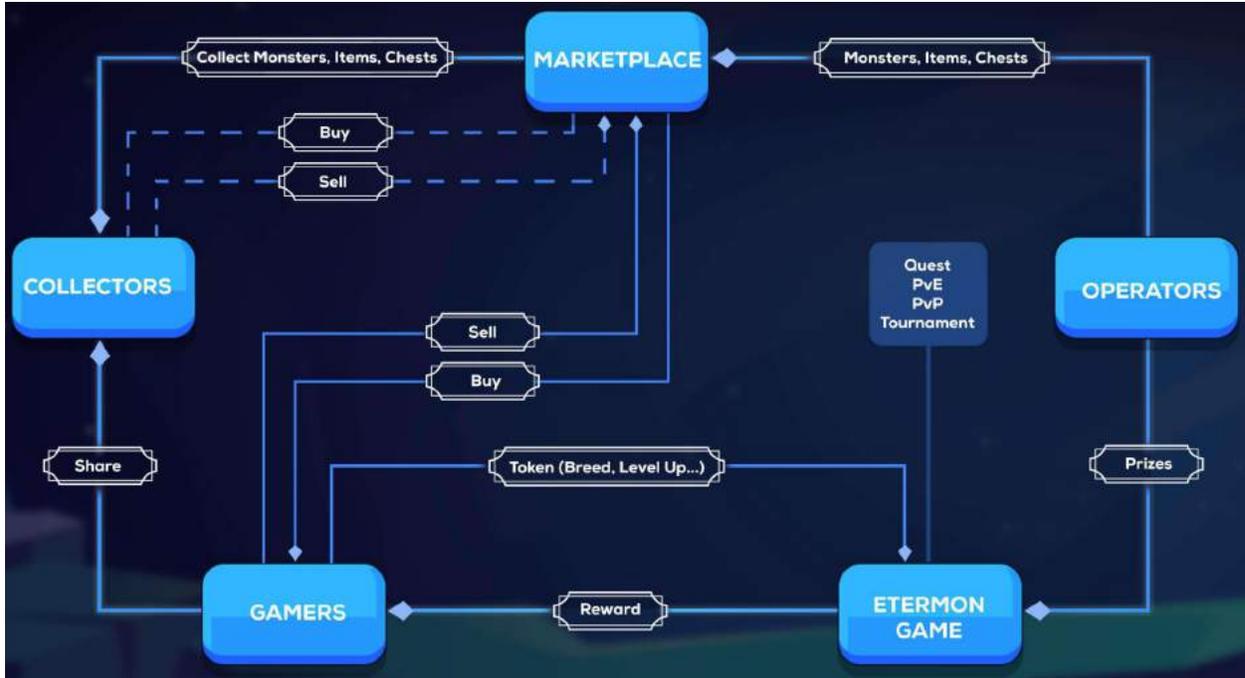Co-Founder of International
Consensus Association

Mr. KEVIN PAO
ADVISOR
Vice president of
OneTV

Mr. LUONG HOANG HUNG
ADVISOR
Vice president of
Viet Nam Science and
Entrepreneurs Union

Mr. PHAN VU TUAN
ADVISOR
Head of departments
Founding & Executive Attorney's

Mr. DAVID BRAUT
ADVISOR
Co-fouder of
Themis

## 9. Token Economy

10. Detailed Token Metrics

Seed Price: $0.010
Seed Date: 01/12/2021
Seed Raise: $400,000
Seed Valuation: $10,000,000

Private Price: $0.015
Private Date: 31/12/2021
Private Raise: $2,175,000
Private Valuation: $15,000,000

Public Price: $0.020
Public Date: 02/2022
Public Raise: $300,000
Public Valuation: $20,000,000

Listing Price: $0.020
TGE Market Cap: $338,000
TGE Net Valuation: $20,000,000

11. Token Distribution
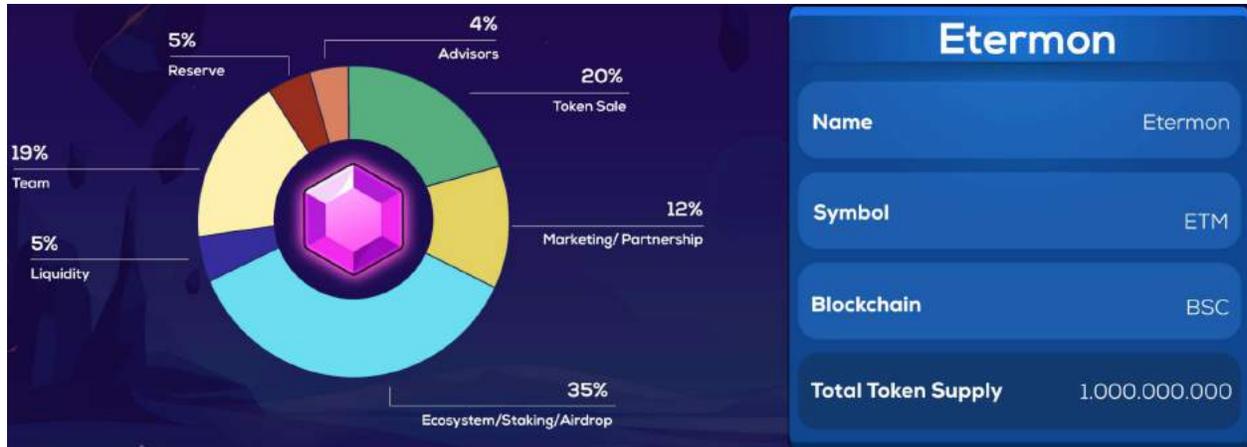
12. Token Release Schedule

| TOKEN ALLOCATION	ALLOCATION	PERCENTAGE	RELEASE SCHEDULE
Seed	40,000,000	4.0%	8.5% at TGE and linear distribution over 18 months
Private	145,000,000	14.5%	7% at TGE and linear distribution over 18 months
Public IDO	15,000,000	1.5%	25% at TGE and 15% each month thereafter
Core Team	190,000,000	19.0%	Locked 1 year, then vest linearly over 1 year
Advisors	40,000,000	4.0%	Locked 1 year, then vest linearly over 6 months
Ecosystem/Staking/Airdrop	350,000,000	35.0%	Strategic release as per game including airdrop, rewards
Liquidity	50,000,000	5.0%	Locked 1 month, then 7% monthly
Marketing/Partnership	120,000,000	12.0%	Locked 1 month, 15% at 2nd month then released at 5% per month
Company Reserve	50,000,000	5.0%	Locked 1 year, then vest linearly over 1 year
Total Supply	1,000,000,000	100.0%	

TOKEN RELEASE SCHEDULE IN DETAILS
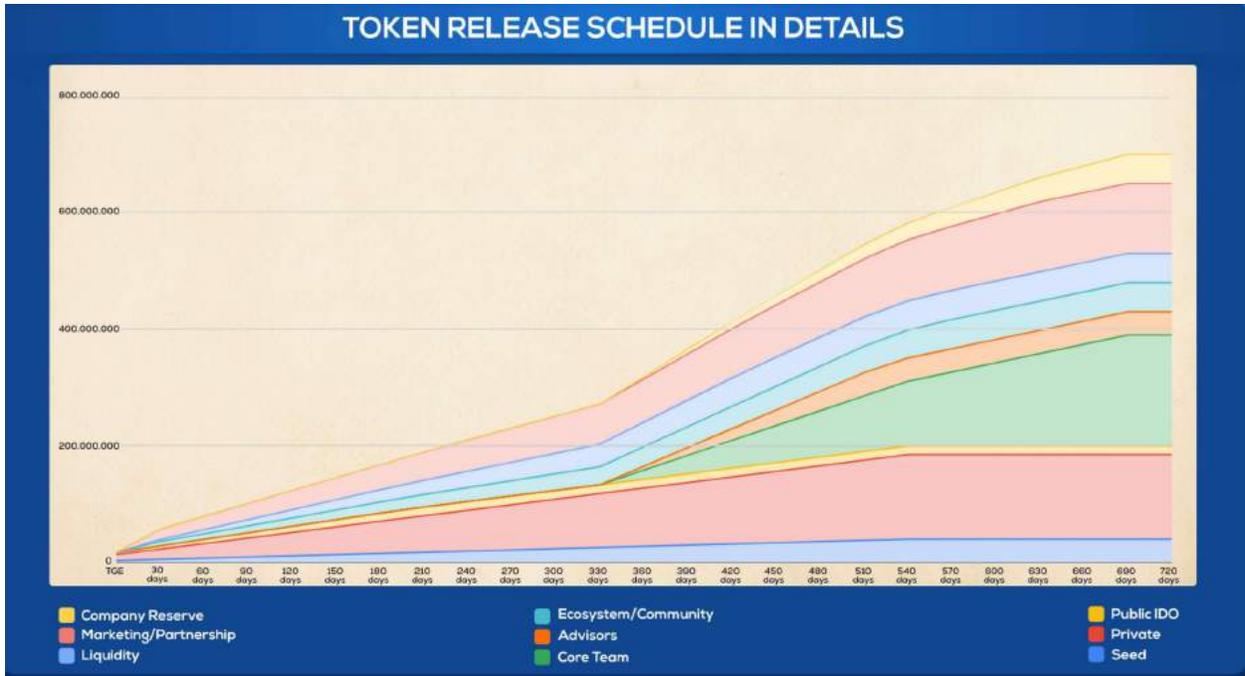
13. Cap Table

14. Partners
We have signed agreements, contracts (Contract, SAFT,...) with developers, advisors, investors, …
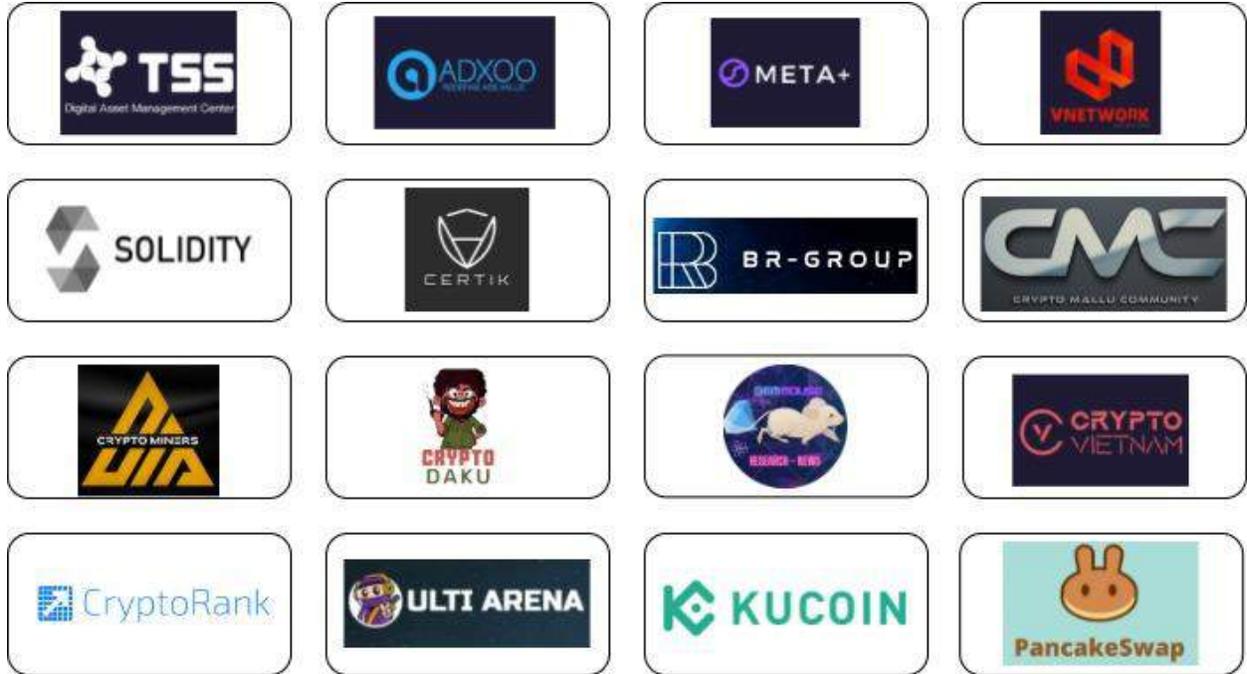
15. Exchanges

We're working with CEX, such as: KuCoin, Gate.io, OKEX

16. Influencers

Working with some KOLs from Vietnam to Global
Tienee Crypto
Crypto Gemouse
Crypto Mallu
Crypto Miners
Crypto Baku
Crypto Zombie

17. MM + Listing

We're working

It's around 300,000 USD

Social Links

Official Website: https://etermon.io/
Whitepaper: https://doc.etermon.io/
Twitter: https://twitter.com/EtermonOfficial
Facebook: https://fb.com/EtermonOfficial

Telegram: https://t.me/EtermonOfficial
Announcement Channel: https://t.me/EtermonAnnouncement
YouTube: https://youtube.com/EtermonOfficial
Medium: https://etermon.medium.com/
Discord: https://discord.gg/m6QTpYK7pW