

WORLD'S FIRST ***PLAY TO EARN*** ***GAMING ECOSYSTEM***



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The background of the slide is a dark blue gradient. It features a large, stylized globe in the upper half, with a network of white lines and dots connecting various points across its surface. Below the globe, there are several abstract geometric shapes, including circles, squares, and lines, some of which are highlighted with a glowing effect. The title "Blockchain Gaming" is centered in the middle of the slide in a large, bold, white sans-serif font. At the bottom of the slide, there is a large, faint Bitcoin symbol (a 'B' with two vertical lines) and a series of white arrows pointing to the right.

Blockchain Gaming

Blockchain Gaming

What is Blockchain Gaming?

Video games that are built on a Blockchain network and have an NFT creation or ownership feature are known as Blockchain games or NFT games. These games have the unique feature of being able to provide immutable ownership of in-game virtual products (assets) to anyone in the form of NFTs. The ownership is established using smart contracts and can be transferred easily from the seller to the buyer.

These games can be device-specific like mobile, console, or browser compatible, however, a blockchain protocol framework is essential for any game to be classified as a blockchain or NFT game.

Game developers and publishers are now able to create entire games, cities, or universes (called metaverse) where any virtual object can be owned and traded as an asset. This combination of gaming, NFT trading, and finance has opened the opportunities of creating an entire niche economy of NFT gaming using blockchain technology and NFTs.



What are NFTs?

NFT stands for Non-Fungible Token, the non-fungible part means non-interchangeable or irreplaceable. Blockchain technology and smart contracts have made it possible to create digital, immutable, and decentralized contracts which work as proof of ownership for anything on the planet. These smart contracts on the blockchain are known as NFTs. Although these contracts are applicable to any commodity on the planet such as property, precious metals, etc, the most revolutionary use case for these NFTs is digital assets and their ownership contract.



By technical architectural design of an NFT, there can only be one official owner at a time and they're secured by a blockchain (Generally Ethereum, Matic, or BSC, etc) – it's impossible to change, modify or corrupt a record on a blockchain.

Fungible items like blockchain currency tokens are defined by value rather than uniqueness, so there can be a billion tokens of the same kind in existence, all of them exactly like each other and exchangeable. To put it simply an ethereum coin or a dollar are fungible because 1 ETH / \$1 USD is exchangeable for another 1 ETH / \$1 USD.

Gaming and NFTs

In gaming, NFTs can be created for any element of the game if the game itself is built on a blockchain. Depending on the game elements such as characters, weapons, vehicles, skins, arenas, and even entire game servers can be converted to NFTs. As these elements get converted into NFTs they can be traded on the open market.



Unlike traditional in-game assets, the NFTs have value outside the game and are transferable, so gamers that invest time and skills to create these NFTs can sell them in the open market for profitable returns.

The ability to exchange and trade the gaming NFTs has created an entire economy for gamers where the gameplay can be rewarded in real-world monetary value.



About OneTo11

About OneTo11

History

OneTo11 is an innovation and development firm that has been creating top-notch applications and digital solutions for the last 12 years. The organization has an experienced team that has conceived, designed, developed, and continuously improved enterprise and B2C solutions for global clients. The developed applications are eclectic in terms of capabilities and industry of implementation. With varied exposure to creating multiple applications for different business utilities, the team is equipped to solve any challenges and adapt to the ever-evolving digital technology domain.

Mission

The mission at OneTo11 is to create a cohesive gaming ecosystem with an offering for every gamer persona and implement the Play-To-Earn model across the platform.

Vision

To create a blockchain gaming economy that puts gamers at the top of the hierarchy as beneficiaries and decision-makers using the power of blockchain decentralization.





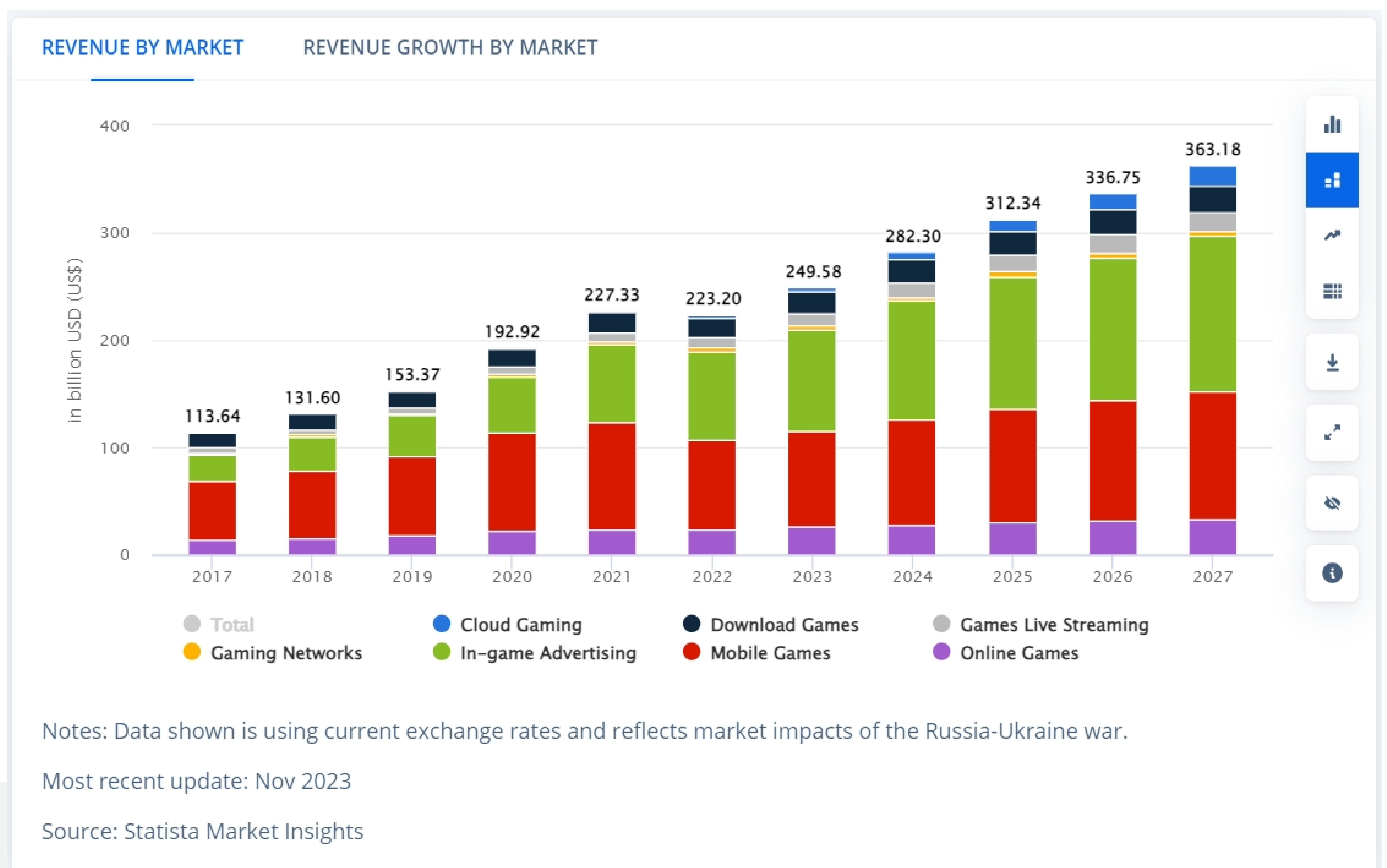
Target Market Size

Target Market Size

Gaming Industry Size

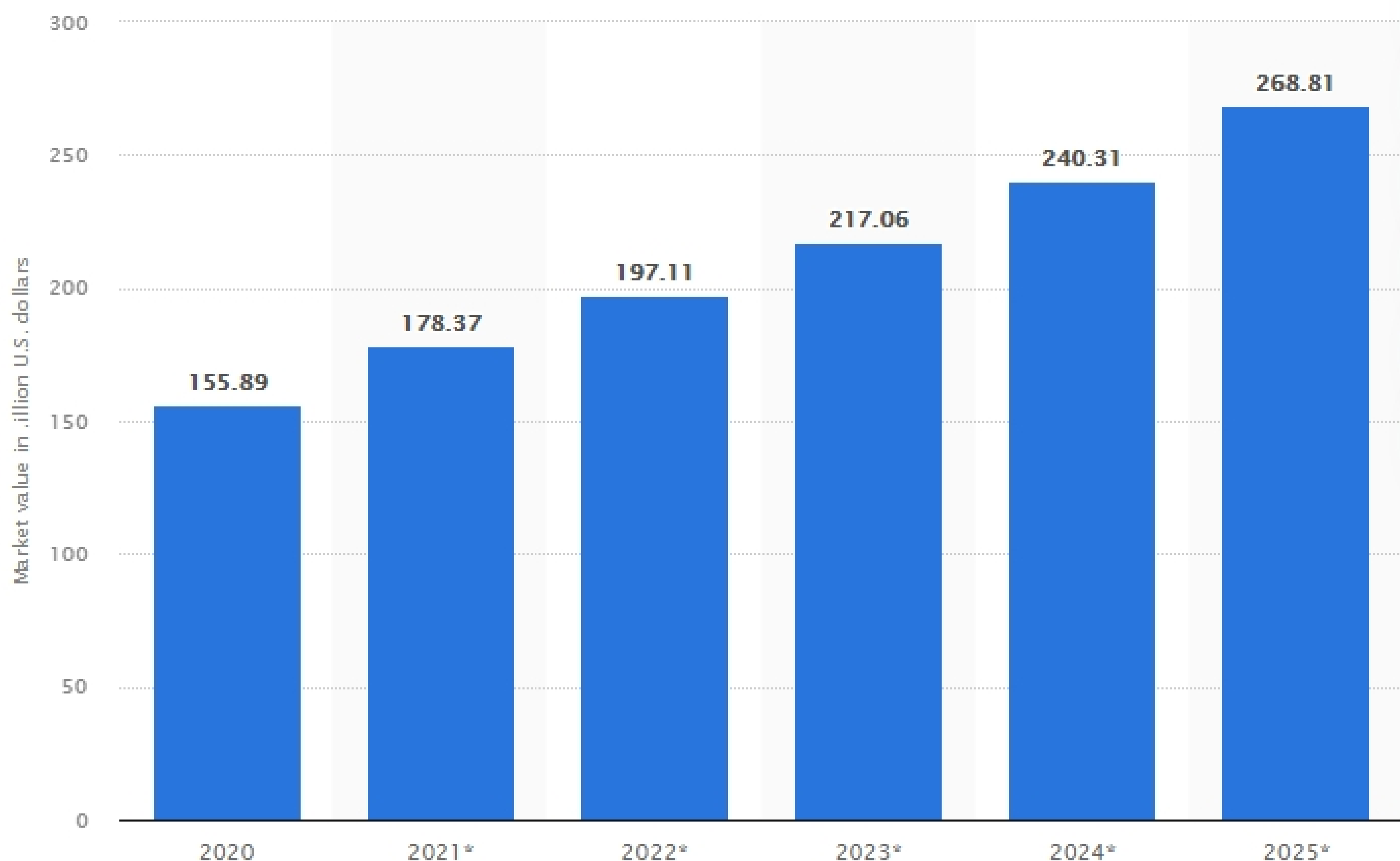
The gaming industry can be classified into three broad categories: Console gaming, PC gaming, and Mobile gaming. Global gaming software and services revenue grew at a whopping 21.6%, to an estimated \$174.53 billion in the year 2020. Mobile gaming was the biggest slice of the pie, with nearly \$100 billion in annual revenue accounting for 57.2% of the gaming market share.

Console content was in the second position with \$40.61 billion in annual revenue, while PC gaming generated \$34.12 billion. The global lockdowns were a major growth factor in 2020, as people turned to games for spending time and socializing online.



Global video game market value from 2020 to 2025

(in billion U.S. dollars)



Growth Predictors

Certain factors/trends indicate promising opportunities for the gaming market to expand even further with a more dynamic range.

- ☐ Increasing mobile penetration in Asia and Africa.
- ☐ Improved and economical internet access in global markets.
- ☐ Economical smartphone cost with higher RAM and processing power to accommodate advanced graphics and complex games.
- ☐ Economical consoles being introduced by Microsoft (Xbox series S and X) and Nintendo (Switch Lite) will allow consoles to be accessible to a larger audience.
- ☐ Cloud gaming using hyper-scaling capabilities, global content delivery networks, and streaming media services for gamers.
- ☐ Increasing AR and VR games enable immersive gaming experiences.



OneTo11 Ecosystem



OneTo11 Ecosystem

The OneTo11 Gaming Ecosystem is a collection of multiple games and applications with an integrated wallet and Utility token. The games are conceived and developed with detailed market research to cover the largest possible market demographics or various types of gamer personas. Most games are capable of NFT creation, allowing gamers to develop the NFTs that they can own and trade for value using the marketplace and tokens available with the OneTo11 ecosystem.

Market Targeting

Game Types & User Personas

Sports Fantasy Game -The fantasy gaming app from OneTo11 enables gamers to create their own fantasy teams and compete against each other on a global level for contest prizes. This game is targeted at sports enthusiasts and people who want to use their expertise in sports and monetize it via fantasy competition. This can accommodate any sport on the planet; namely - football, cricket, baseball, basketball, field hockey, and many others. The wide scope of this game allows OneTo11 to capture the market which is already indulged in sports via various national and international sporting events. People around the world already invest a lot of time in watching and analyzing their favorite teams, players and leagues. The fantasy game from OneTo11 allows them to use their analytical capabilities to win monetary rewards while enjoying the live events.

Casual Mobile Game -The casual mobile gaming app from OneTo11 features multiple casual games with an average playtime of 1-5 minutes. These games are targeted at casual gamers who use their smartphones to play while they are free or in-between daily activities to refresh their mood. The games do not require a long time for gameplay, so casual gamers can use their free time to compete globally. The app itself can accommodate an ever-increasing list of games such as - Ludo, Fruit slice, 8 Ball Pool, card games, and many others. Multiple games within the app allow gamers to jump from one game to another instead of switching to another app from a competitor, as casual games have a short lifespan and multiple games keep the user engaged within the ecosystem. Women and young adults/students account for a large portion of casual gamers who like “easy to play games” that can be played with friends simultaneously.

Learning-based Games - The Learning Games app from OneTo11 features quizzes and trivia on topics selected by gamers. This game type is highly popular among students who can learn and accumulate information while playing with their friends. The University and school students will have the opportunity to test their knowledge, engage in competition and earn more than just pocket money by putting their knowledge to work.

RPG and Metaverse - The RPG Metaverse game is an ever-expanding universe that allows gamers to develop their avatar from caveman to space-age humans. This game is targeted at hardcore gamers who invest time and skills in the game. The entire game is composed of elements that can be converted into NFTs and that is why this game provides the highest earning potential for gamers. The gamers can develop their avatars/characters indefinitely to build value while also owning elements in the game for trading purposes.

Developing characters can be accomplished by collecting experience in the game, completing tasks, and buying enhancements such as weapons, tools, elements, etc.





Web3 Game Developers Ecosystem

Web3 Game Developers Ecosystem

OneTo11 has been developing all the games in house until now and successfully scaled from 1 game in 2020 to now 7 games in 2024. Through our experience in web3 gaming we realized the major challenges that new developers have to face while launching and scaling the web3 and P2E gaming applications.

- Creating smooth On Ramp Off Ramp Integration
- Getting initial users for scaling from 0 to 10,000
- Keeping users engaged
- Creating NFTs or other tradable assets
- Competition with other games
- Time and cost associated with token launch
- Users leaving game after 2-3 months(saturation)
- Finding partnerships in ecosystem to propel adoption



The OneTo11 ecosystem will help the developers with the following:-

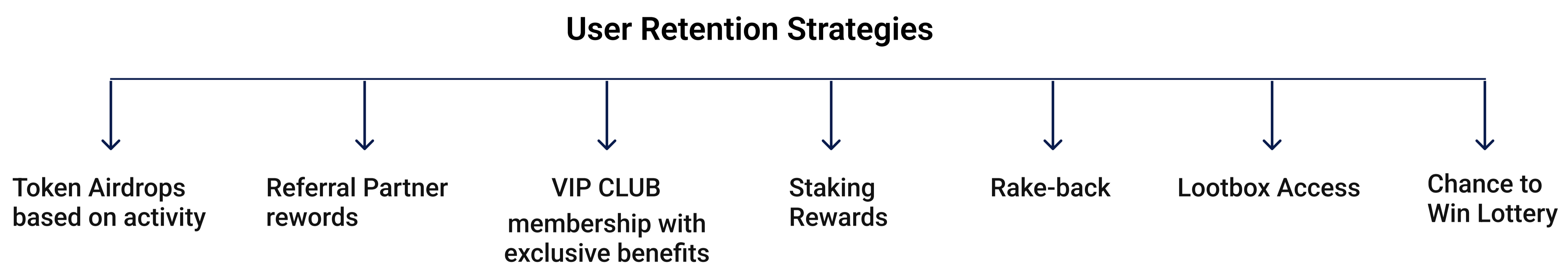
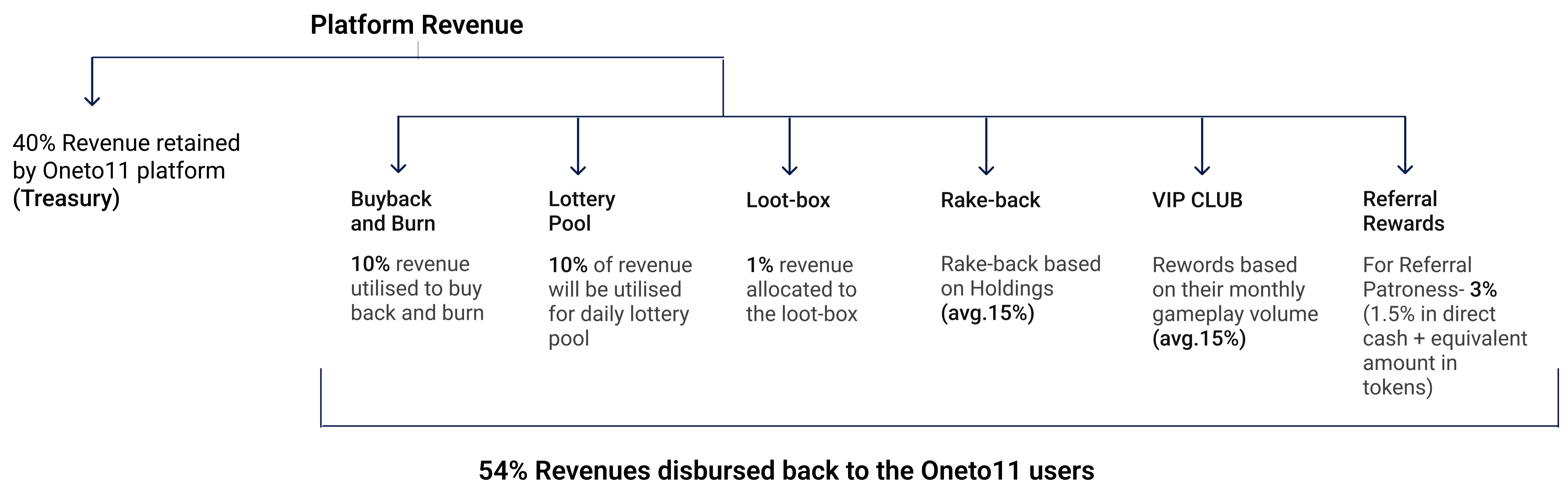
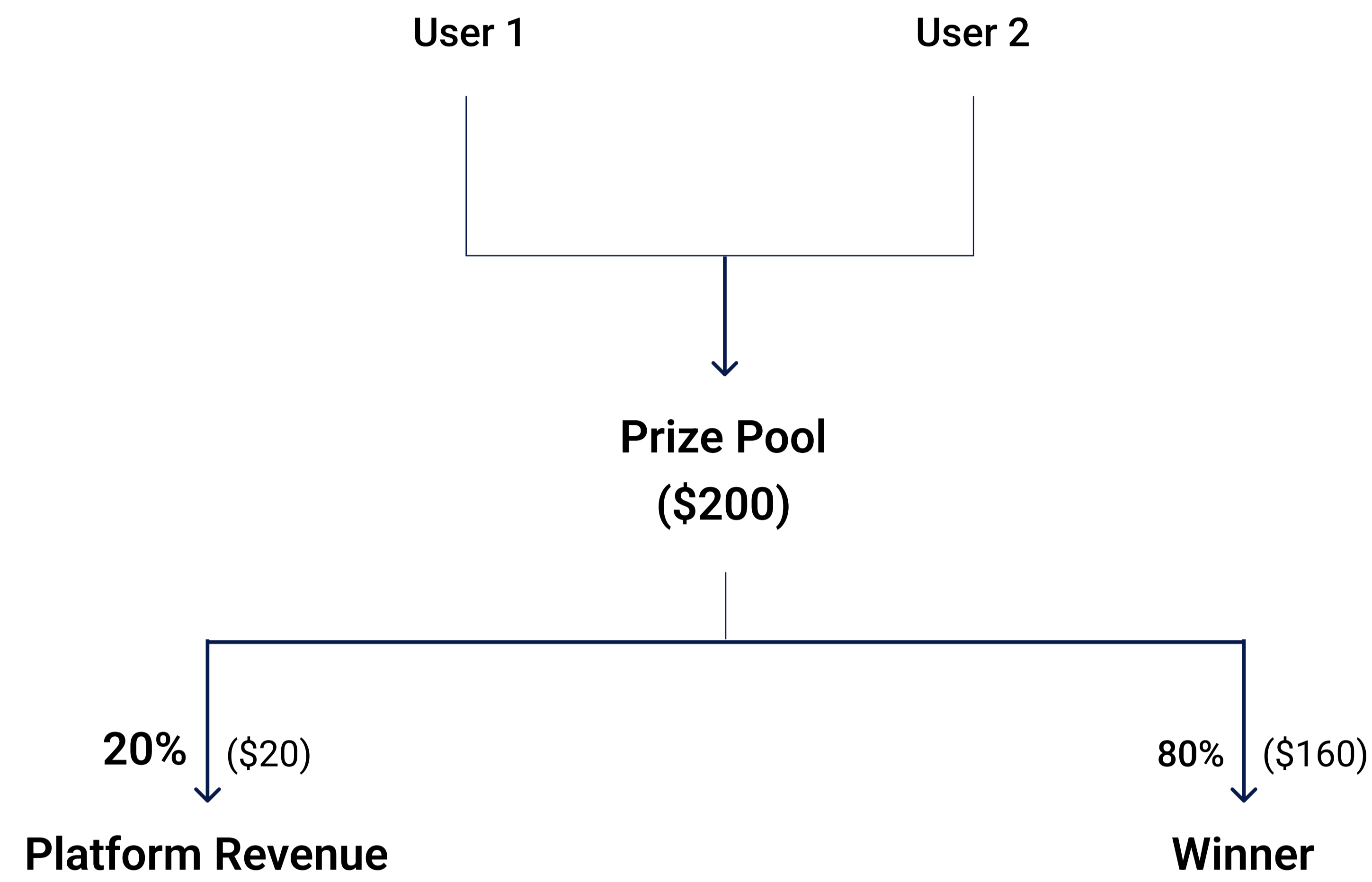
- Prebuilt gaming analytics dashboard
- Better business intelligence and comparative insights
- Access to 4 million users community to launch games
- Percentage share in treasury distributed monthly
- Ready to use NFT marketplace
- Integrated On ramp Off ramp solution
- Joint and collaborative campaigns
- Lowered user acquisition and engagement cost
- Joint events and hackathons to promote web3 gaming

How gamers get benefitted

- Access to a larger pool of games with single account
- Larger reward pools
- Higher value of tokens/NFTs traded
- New games to explore and earn via P2E

As the main vehicle for developing the web3 community is collaboration, OneTo11 is creating the support mechanism that will help game developers to build quickly, launch successfully and scale economically where the developers main focus would be on building and improving games while OneTo11 will be able to shoulder the responsibility of managing

Token Marketing and Retention Model





Metaverse & Mini Games



Metaverse & Mini Games

Minigames - Fight, Racing and Missions

The metaverse will feature mini-games which will be used as a medium to distribute rare NFTs created by OneTo11. Mini-games will be an open competition for players, which they can participate in for loot or prizes, where the prizes will contain tokens and rare NFTs.

These minigames will be organized by OneTo11 as hyper engagement events where global players can be provided a unified activity in the game.

1To11 Token

1TO11 Token

OneTo11 features two types of tokens

- In-game utility tokens CricX and EvoX will have an unlimited supply for the in-game economy.
- 1TO11 Utility token for the ecosystem, which will be used as medium of exchange (currency) across the platform.

EvoX Token: As an in-game token for EvolutionX (Metaverse-themed RPG game), it is used for discounted access to buying base level characters, in-game assets, in-game trading between players, contest participation fee, etc. The players trade the NFTs within the game using EvoX or use them to buy any game elements without a transaction fee.

Supply

- Unlimited

Utility of Token* :

- Buying characters
- Buying Skins
- Buying weapons
- Buying health
- Buying in-game property
- Trading in-game assets
- Contest participation fee
- Character feature upgrade
- Prize rewards & loot drops

*Not complete exhaustive list

CricX Token: An in-game token for CricketX RPG game, used for discounted access to buy players, equipment, contest participation fee, etc. All transactions in the CricketX game will be completed via this token. The CricX token facilitates gamers to exchange valuable items within the game **without transaction fees**.

Supply

- Unlimited

Utility of Token* :

- Buying athletes/teams
- Buying uniforms
- Buying equipment
- Buying match arenas/stadiums
- Buying in-game property
- Trading in-game assets
- Contest participation fee
- Athlete feature upgrade
- Prize rewards & loot drops

*Not complete exhaustive list

In-Game Token Utility

Both of the RPG games (CricketX and EvolutionX) are free to join and play. However, players joining for free will be starting from scratch and receive basic characters and avatars which can be built up by gameplay, participating in contests, and completing tasks.



For players who want to get a jumpstart in the game, they can buy characters, weapons, armors, equipment, etc., from existing players; or from the in-game store using the in-game tokens. All the rewards in the game (loots, contest winnings, gameplay rewards) will be in the form of in-game tokens (EvolutionX and CricketX) which the players will be able to collect in their account wallet (no external wallet required).

1To11 Token: This token will be used for public utility and serve as medium of exchange across OneTo11 ecosystem. It will facilitate low fee transactions on the NFT Marketplace, and can be traded on exchanges once the token is launched.

Supply

- Limited: 1 Billion Tokens

Utility of Token* :

- Discounted access to contests
- Exclusive in game privileges (more teams in contest)
- Access to exclusive large prize contest
- Utility of token on Casual Digital games

*Not complete exhaustive list



The 1TO11 utility token will be released only by OneTo11 initially, all the revenue collected from the sale of the 1To11 token will be utilized for game development. After the launch, in the next six and a half years, all the 1TO11 tokens will be released as per vesting schedule. The 1TO11 token will allow gamers and NFT buyers on the platform to transact for various purposes(contest participation fee, NFT trading, etc) at a very low fee.

The background is a dark blue gradient. It features a stylized globe in the upper half, with continents visible. Overlaid on the globe and the entire background is a complex network of thin, light blue lines connecting various points, suggesting a global or digital network. There are also some larger, semi-transparent circular and rectangular shapes scattered across the lower half of the image.

Governance

Governance

The OneTo11 ecosystem will be completely decentralized after the public offering and vesting schedule is concluded, and all the decisions will be made through voting by the stakeholders in a democratic manner. OneTo11 will use the POS (Proof of Stake) protocol to establish voting parameters from token holders. Each token will provide a single vote to token holders (1:1 weightage distribution). With complete control over decision making OneTo11 will be the first gaming ecosystem to develop a player-owned gaming economy that has its own games, tokens, and marketplace. This player-owned economy will introduce a true Play-To-Earn economy where gamers are also decision-makers while being the users and content creators.

Game DAOs

Every Game on the OneTo11 platform will be decentralised using a DAO mechanism allowing gamers and token owners to vote and decide on the governance of individual games. Allowing gamers and token owners to participate in the governance process enables higher trust from the gamers and demand for the token.





1To11 Token Staking



1To11 Token Staking

The 1To11 staking will be introduced with the public release of the token where token holders with a certain minimum quantity of tokens will be able to lock in (stake) their tokens to earn interest from the staked value. 1TO11 will offer flexible staking periods with incremental APY to reward long-term holders with higher APY as a reward for their trust in the project.

The Staking periods will be offered in increments of 6 months starting from a minimum of one year. The longer staking commitment will reward token holders with higher APY from the OneTo11 ecosystem as a virtue of their token ownership.



NFT MarketPlace

A banner image featuring a dark blue, stylized city skyline at night. In the center, the letters "NFT" are rendered in large, glowing, 3D white font. The background is a deep blue with some lighter blue smoke or mist effects.

NFT

NFT MarketPlace ---

The NFT marketplace by OneTo11 will allow NFT creators to showcase, sell and buy NFTs. Marketplace will be multi-currency compatible with low transaction cost and quick clearance of sale value to the seller. Since the marketplace will be integrated with the OneTo11 ecosystem the player/NFT creators on OneTo11 will be able to directly list their NFTs on the Marketplace.

The marketplace will be open to any digital creator on the planet to convert their assets into NFTs for selling.

Play-To-Earn (P2E economy) on OneTo11 Ecosystem

The entire Oneto11 ecosystem is conceived and designed to enable gamers of varied interests to earn money for their time and skills. Every aspect of the game such as gameplay, NFT creation, and token governance is optimized for gamers to earn money.

Earn by Referring - Players earn a lifetime commission on referring other people to OneTo11 download and registration. The more people are added to the community by referring, the more earnings a referrer receives as passive income from the platform. A OneTo11 user can earn affiliate commission from up to 11 levels of referrals. Players can simply earn by building a community without ever playing the game or contests.

Earn by Playing - Internal contests in every game on the OneTo11 platform enable players to earn by using their skills in the game. Every contest brings an opportunity to earn direct monetary rewards as the OneTo11 protocol redistributes all the revenue collected as entry fees except the transaction fees.

Earn by Staking - Token holders for 1To11 token can earn just by staking the tokens for an attractive APY while also enjoying long-term value appraisal generating a passive value increment.

Earn by Trading - NFTs generated in-game can be traded on the integrated OneTo11 marketplace, for monetary returns by participating in auctions or peer-to-peer trading.

OneTo11 Marketing Model

OneTo11 uses social communities as a marketing channel where gamers/players themselves promote the game, build gaming communities, and get rewarded with lifetime commissions.

Instead of paying ad fees to centralized advertising channels, OneTo11's ideology of rewarding the gamer plays a key role in the marketing strategy itself. OneTo11 uses a lifetime affiliate commission model where an individual who refers the OneTo11 game to a new user for registration, receives a lifetime commission as long as their referral keeps playing on OneTo11.

For example, Player 1 referred OneTo11 to Player 2, now Player 1 will earn commission every time Player 2 plays on the OneTo11 ecosystem. If Player 2 refers OneTo11 to player, 3 then besides Player 2 earning commission, Player 1 will also get a small percentage of commission as Player 3 will be added as part of his/her network. OneTo11 rewards gamers with a commission for up to 11 levels of referrals.

This model encourages gamers to build their own gaming community and reduces the acquisition cost for OneTo11. The gamers themselves become brand ambassadors for the ecosystem.

Go To Market Strategy



Tokenomics

Tokenomics

Token name

OneTo11 Token

Token ticker

1TO11

Decimal

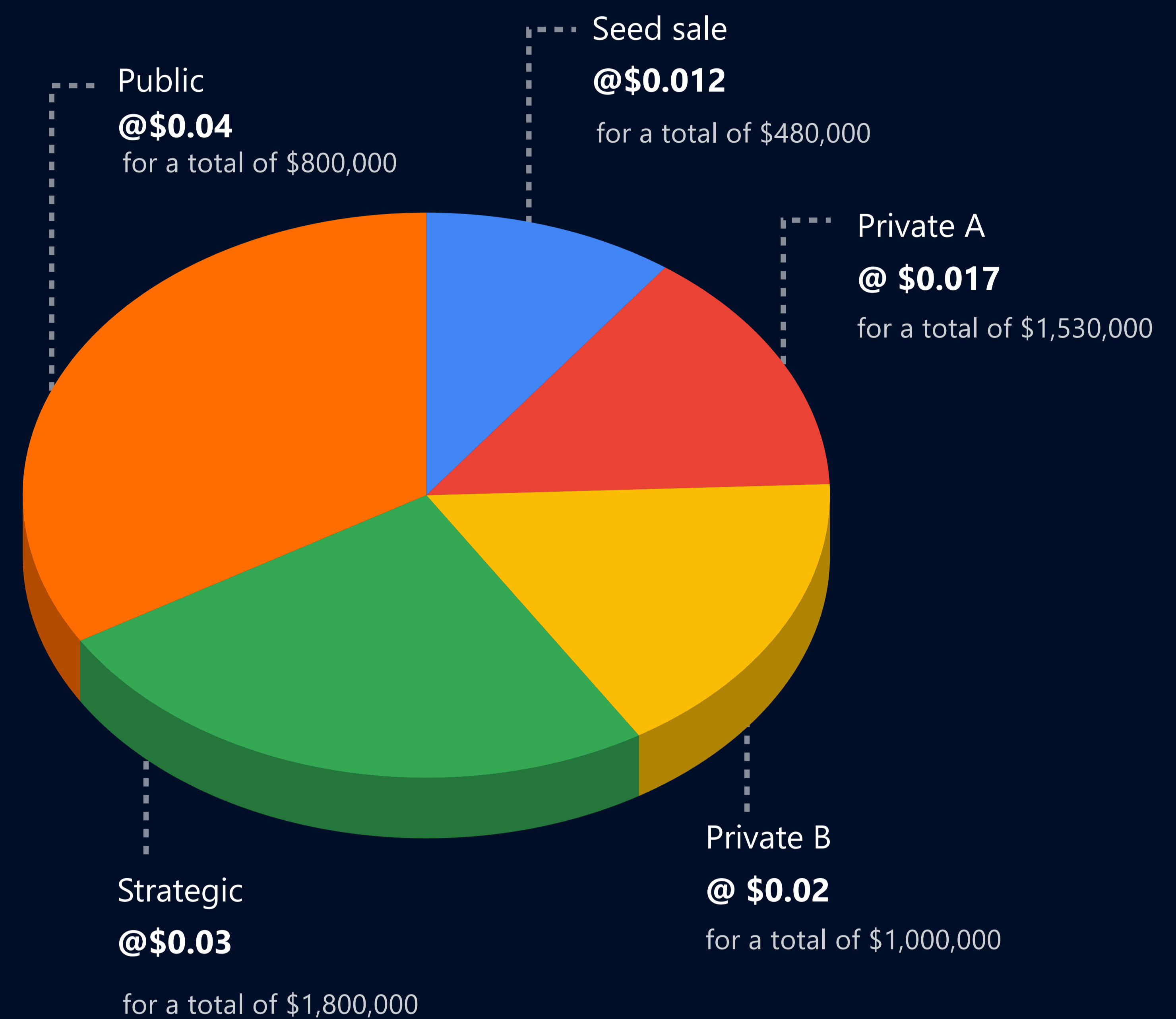
8

Max supply

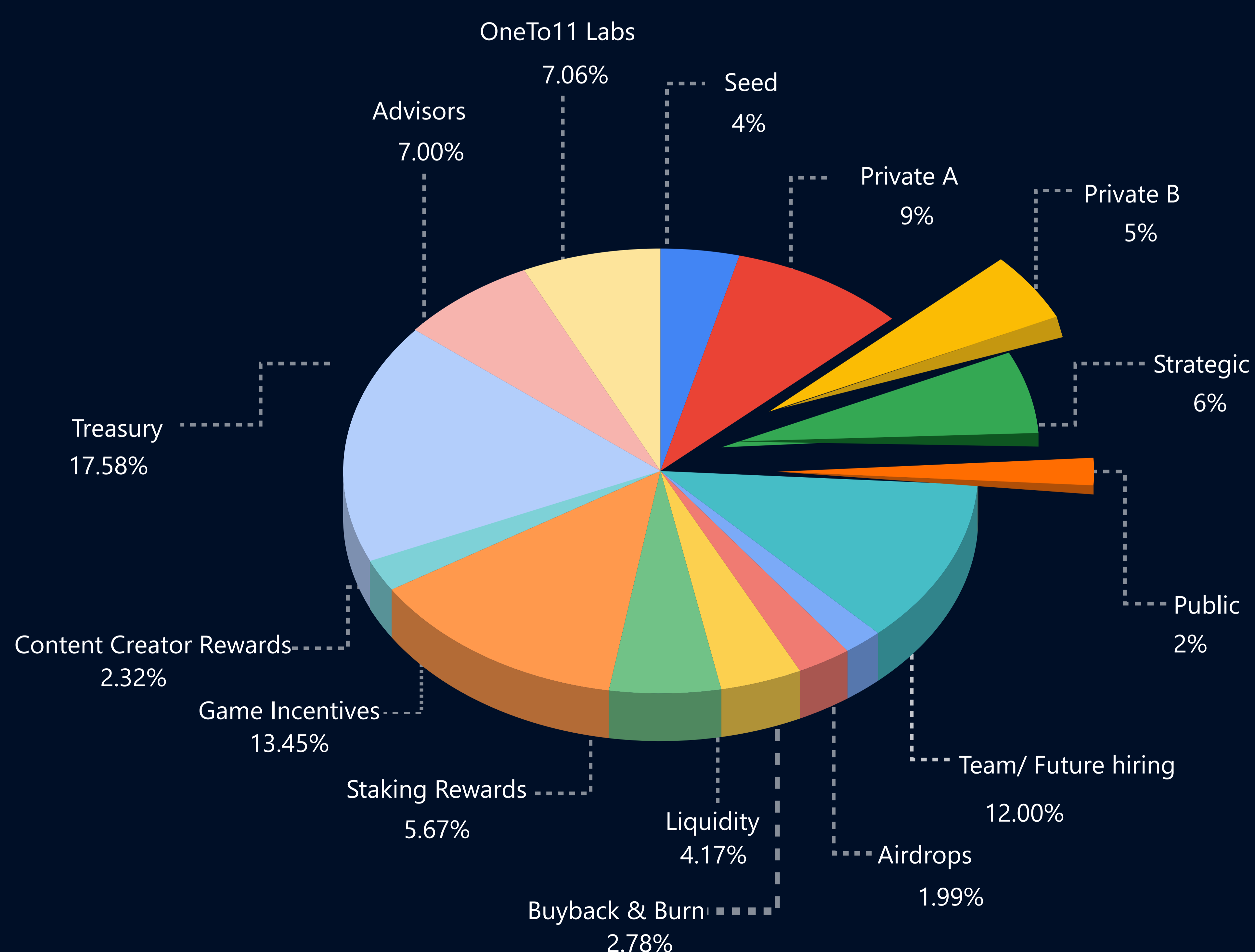
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Token Type

Polygon



Total raise = \$5,610,000



Token Allocation & Vesting

Vesting

Allocation	Vesting
Seed Sale	2.5% on TGE, 1 month cliff, 12 months linear unlock
Private A	5% on TGE, 1 month cliff, 13 months linear unlock
Private B	5% on TGE, 1 month cliff, 13 months linear unlock
Strategic	5% on TGE, 2 month cliff, 13 months linear unlock
Public	15% unlocked at TGE then remaining token release for the next 9 months
Team/ Future	12 months cliff then monthly linear release for next 3 years
Airdrops	Detailed vesting on request
Buyback & Burn	Detailed vesting on request
Liquidity	Detailed vesting on request
Staking Rewards	Detailed vesting on request
Game	Detailed vesting on request
Content Creators	Detailed vesting on request
Treasury	2.5% on TGE, 2 month cliff, 15 months linear unlock
Advisors	2.5% on TGE, 2 month cliff, 7.9% monthly
OneTo11	Pegged with OneTo11 operations cost

Roadmap

Roadmap

Q4 2020

- OneTo11 Fantasy Game Launch

Q1 2021

- OneTo11 Casual Games Launch
- 250,000 registered users acquired

Q4 2021

- OneTo11 Gamified Learning App launched
- 1.8 Million users registered users acquired
- 16 million transactions completed

Q3 2022

- NFT Marketplace beta launch
- CricketX NFT sale

Q2 2023

- CricketX MVP Release
- Snake & Ladder Game Release

Q1 2024

- OneTo11 Token Launch
- EvolutionX MVP Release



Our Team

Our Team



Ravindra Kumar (CEO)

Co-Founded Intigate Technologies, a top-notch IT consulting firm. Bootstrapped from Zero to \$10 Million serving clients from the US, Europe & Middle East like Suffix, KFH, MMC, Eureka. Co-founded OneAd, a gaming platform that acquired 30M users organically. Ranked #1 on Google Play with a 4.4 rating and 75K+ reviews! 15+ Years of experience in gaming, fintech & the health-tech industry.



Manasvi Singh (CMO)

IMT Ghaziabad Alumni, Co-founded Buddy4Study (Series A funded: \$3M), Scaled to 4.5 Million+ students, and disbursed more than \$15 Million worth of scholarships. Co-founded Moksha (ad tech company): 300+ clients across the globe like Amazon, Kmart, Flipkart, etc. Zero to \$20 Million bootstrapped. 10+ Years of experience in the ed-tech & ad-tech industry. TEDx Speaker & Author.

Our Team



Tirath Sharma (CTO)

Co-founded Intigate along with Ravi & built the company from scratch to \$10M in revenue. He is a technical wizard, evangelist, and also investor in companies like Witly(US), Nebula(Switzerland), Suffix(Middle East), MMC(US) & Rumm8(UK). Tech advisor of StartupStudio which empowers non-tech founders with cutting-edge technology. 14+ Years of experience in gaming, fintech & the ed-tech industry.



Anirban Chatterjee (COO)

IIM Calcutta Alumni, Co-founded Buddy4Study along with Manasvi, scaled the operation from zero to 4.5M users. Also co-founded Tweakskills. He has been a serial entrepreneur & on the board of various companies, an experience that has given him significant insights into the best global practices on corporate strategy, governance, asset management, and value creation. 8+ Years of experience in the Ed-tech & fintech industry.

Our Team



Avnish Mishra

Project Manager



Ratnadeep Verma

Team Lead - Android Developer



Ravikant rana

Sr. Software Developer



Ram Kumar

Chief Product Manager



Mayank Prakash

Head of Marketing & Communications



Rakhi Bhatele

HR Executive



Priyanka Maurya

Quality Analyst



Sumit Sharma

Block Chain Developer



Shaukeen Khan

Senior Software Architect & Tech Lead



Mangal Rana

Network Engineer



Shna parveen

Software Tester



Vikas Kumar

Sr. UI/UX Designer



Jerin John Varghese

UI/UX Designer



Sharda Prasad

Sr. iOS Developer



Rahul Yadav

Sr iOS Developer



Chhel Singh

Unity Game Developer



Puneet Jain

Lead Blockchain Developer



Rashmi Singh

Customer Support Executive



Md Kamran

Accountant



Santosh Kumar

UnityGame Developer



Nitin Diwakar

Android Game Developer



Thank You

OneTo11.io