



# Reclaiming Virtual Asset Ownership for Gamers

LET'S BUILD →

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Gamers spend more than \$80 billion a year on in-game purchases. This economy in virtual goods is driving the game industry's growth, but gamers don't actually own the virtual goods they are buying.

Made by gamers for gamers, LootSafe is a game development platform that establishes real, immutable ownership over virtual assets and empowers developers to easily create, deploy, and manage items for in-game purchase. Players can purchase and trade across the LootSafe network while developers can build new games using existing stores of virtual goods.



# Why It Matters

LootSafe resolves key issues in the video game industry:

- **Protecting gamer rights:** LootSafe combats fraud and abuse in game economies by tokenizing virtual goods on the Blockchain. Traditionally unfair systems, such as loot boxes, can be made transparent and fair for the gamers.
- **Empowering developers:** Using any programming language, developers can deploy, create, and manage virtual goods and extensions through RESTful API. Access to the LootSafe portal provides a robust developer environment with Unity and Unreal integrations, as well as other plugins. Developers can just add a few lines of code to their codebase, and integrate the benefits of decentralizing their game.
- **Marketplace:** The LootSafe Marketplace allows trading of in-game assets and other goods by players themselves. Assets can be listed and valued in a safe and fair environment, regulated by smart contracts and completely decentralized.

## Market Opportunity

In 2017, the total global games market reached \$121.7 billion and is projected to reach \$138 billion in 2018.<sup>1</sup> New Zoo, the market research group, estimates about 80% of the games market is in free-to-play games, where virtual goods and other in-game purchases constitute the primary revenue.

<sup>1</sup> <https://venturebeat.com/2018/04/30/newzoo-global-games-expected-to-hit-180-1-billion-in-revenues-2021/>



# How It Works

## Decentralized Virtual Economy

Virtual goods are tokenized as ERC-20 item contracts. The items can be collected and stored in user-controlled wallets, increasing fair play and security. The purchase and sale of in-game assets as smart contracts allows players to alter, craft, trade, and port items themselves. As a developer, this means that your in-game economy can take on a life of its own.



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## The LootSafe Token

The LootSafe Token is an entry token to the LootSafe system and is used as a trading pair for items listed in the Marketplace. Ownership of the LootSafe Token provides access to our portal, enabling Unity and Unreal game engine integrations as well as access to a personal API for smart contract interaction.



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## Store

The Store is a platform to showcase and sell application modules that can be used in your game. These might include: on-chain friends lists, trade systems, and other extensions that can be used by game developers to decentralize their game.

## Marketplace

The Marketplace can feature any type of gaming asset that has been ported to the LootSafe system. Listings might include in-game assets such as materials, objects, skins, weaponry, or any other tradeable in-game object. The marketplace checks if the seller has the item and locks the item until a trade or the listing is taken down by the seller.



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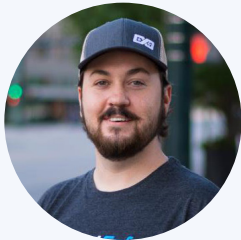
## Lootboxes

Loot Boxes are caches of virtual goods. They are bought by players, much in the same way a collector might buy an unopened pack of baseball cards. LootSafe's blockchain-based platform enables developers to provide a loot box experience that is transparent, randomized, and fair.



# The LootSafe Team:

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## **MATTHEW WISNIEWSKI**

*Founder & Lead Developer*

A die-hard gamer and veteran full-stack developer, Matt has been developing and auditing blockchain and smart contract systems for the past three years.



## **MIKE SEMLER**

*Co-Founder & Business Development Manager*

With more than 10 years marketing and branding projects in the private and public sectors, Mike has worked in entertainment and on community market-making initiatives. He's also an avid Nintendo Switch player and evangelist.



## **MICHAEL ROMANO**

*Co-Founder & Finance Manager*

Michael brings more than 15 years of experience in contracts management and finance to the LootSafe team. Also an avid gamer, Michael is able to deploy exceptional psychological strategies in games such as Rust and Civilization.



## **DAVID POMARÉDE**

*Co-Founder & Blockchain Researcher*

An open-source enthusiast and blockchain expert for more than seven years, David's research centers on the cultural machinations of virtual goods in online communities. He's a personal fan of the creator of KoBra MUD, and an avid player of text-based games of all kinds.



Thank You

LootSafe.io