JOYSTICH LABS

WHITEPAPER

CONTENT

1.0 BACKGROUND & INTRODUCTION

The freedom to make your own decisions is something that is frequently taken for granted. Most of the time, we don't realize the value of choice until we are faced with circumstances in which we are powerless to make decisions and are forced to accept what is presented to us. Let's take a step back and establish a few terminologies before we examine trustworthiness, lifespan, joysticks, video games, tokenization, and the Cryptocurrency markets. We hope you will take a minute to think back on the day or the day before, acknowledge how many decisions you had to make, take a deep breath, and appreciate having the choice to do so.

Here we have Peter and Jennifer, two people who love video games equally. They aren't very good, but they can't resist playing since they love it. They make the decision to visit the store and purchase the identical gaming system, but this time they will each receive three games. A racing game, a soccer game, and an adventure game, all of the games being triple-A games. Whether it is for food, utilities, entertainment, or anything else, there is always some form of expense. They each have a similar ritual when they get home from work: they order fast food, get a liter of beverage from the refrigerator, and set up their gaming stations.

Peter and Mary are friends, so they connect their Wi-Fi to the game so they can access the recent updates and play with other players after drying off from their showers and waiting for their supper to arrive. Before the first match even starts, Jennifer connects her wallet to the soccer game she has on Freetyl. She stakes 0.5 $JSK to test the waters because the game gives her 2/1 odds of winning despite the fact that she does not yet have a rating. However, she loses the game. Her chances of winning when they play again are 10/1, so she wagers $20 JSK and wins.

When Peter's landlord knocks on the door and demands payment for past-due rent, he pauses what he's doing. While waiting for the console to shut off, Jennifer looks in her

wallet to see how much $JSK token reward money she has received. In the first game, Jennifer lost 0.5 JSK, but won 200 JSK in the second. And to top it all off, she gets 10 $JSK as a reward after an hour of play. After playing two rounds on the console, Jennifer has more than enough $JSK to cover both costs and still has money left over after spending $100 on the console and $60 on utilities and rent for the month. Let's imagine that Peter made the right decisions, just like Jennifer.

Now, trust is one of the most important components of any business in the crypto/blockchain industry, and this is what we are all about. Consider a task that has been continuing since 1926. C.B. Mirick and his coworkers at the United States Naval Research Laboratory created the first joystick for video games in 1972. Why we started this so long ago and why you haven't heard anything about it may be a mystery to you. We'll get there eventually, but let's speak about the real reason you came here in the first place, which is to assess the token's true worth.

The definition of "video game" has evolved over time from its purely technical definition to include a larger idea of a new kind of interactive media. Early definitions required a device to be capable of transmitting a visual signal to a screen in order to qualify as a video game. Utilizing a cathode ray tube (CRT), an oscilloscope, a liquid crystal display, vector-scan monitor, etc. may (or may not) be necessary. Innovation in the video game industry has a long and illustrious history. Long before the widespread usage of mobile phones, personal computers, or the Internet, the gaming industry used the ground-breaking invention known as the microprocessor in the 1970s. The use of ROM cartridges in video games was one of the first examples of digital content being distributed in a digital format.

1.1 OVERVIEW OF THE ORIGINS OF GAMES

Numerous developments and advancements in the field of video games and gaming have taken place since the first electronic games were developed in the 1950s. After being introduced in the 1970s and 1980s, video games rose to prominence in popular culture.

In the 1950s, following the creation of the Cathode Ray Tube Entertainment System in 1947, the first real video games debuted. Early video games like Nimrod and Bertie the Brain spring to mind. The first video game was developed in 1962 by the MIT student club SpaceWar. The first home video gaming systems were produced by manufacturers in the early 1970s. A growing number of programmers produced digital computer games throughout the 1960s, some of which were occasionally sold commercially through mail-order catalogs.

In 1972, the hugely popular arcade game Pong was released, and the first home video game console, the Magnavox Odyssey, was introduced, ushering in the first generation of video game consoles. In 1971, the coin-operated arcade game Galaxy Game was on display, and the first arcade video game, Computer Space, was released. As the cost of computers decreased, more research institutions could afford video games, and cross-platform programming languages were created, enabling the creation of a wider variety of games. Additionally, the gaming sector was a pioneer in the use of digital distribution techniques.

Early hardware used discrete transistor-transistor logic circuits, but by the middle of the 1970s, programmable microprocessors were affordable enough to replace them. As a result, the first home consoles with ROM cartridges, such as the Atari VCS, were introduced (VCS). As arcade games like Pac-Man and Space Invaders became increasingly popular, the home console market expanded quickly.

However, the entertainment and gaming market wasn't a strong enough economic engine for the entire technology sector back then. After the financial collapse of gaming industry leader Atari, the video game crash, the global economic downturn, and the energy crisis all but wiped out the nascent semiconductor and computer industries. Due to an oversupply of games, many of which were of questionable or identical quality, as well as growing competition from inexpensive personal computers and new game genres created for those platforms, the video game business in the United States imploded in 1983. Because of the crash, Japan's video game industry took the reins of a market that had

been mostly unaffected. In 1985, Nintendo debuted the Nintendo Entertainment System in the United States, bringing new life to the floundering video game industry.

1.2 VIDEO GAMES/MODERN GAMING

Following the collapse of the video game business in 1983, Nintendo released the Nintendo Entertainment System, ushering in the modern gaming age. Console wars between Nintendo and Sega for market dominance in the United States raged in the late 1980s and early 1990s, fueled by innovations and standardization in personal computers and video games. Handheld video gaming systems like Nintendo's Game Boy were popular in the 1990s.

By 1994, however, Sony Entertainment had risen to the top of the video game industry thanks to the PlayStation, a breakthrough gaming console that combined 3D visuals and the CD ROM. The sale of CD-ROM video games expanded CD media manufacturing capacity in addition to expanding the general adoption of optical storage media. As the popularity of the Internet grew in the late 1990s, so did the introduction of online elements in video games. Even as the quantity and speed of the Internet increased, the latency of the "last mile" connection to individual homes hampered the spread of online gaming and content distribution.

Because the capacity of high-definition video files much exceeded that of the CD, a new physical medium was required. Microsoft entered the console hardware market with its Xbox line in the early 2000s, fearing that Sony's PlayStation, which doubled as a game system and entertainment device, might overtake personal computers. The Nintendo Switch continued Nintendo's approach of focusing on unique gameplay, while Sony and Microsoft continued to develop hardware with comparable features for high-end systems. This strategy drew in new participants and assisted Nintendo in regaining its foothold in the industry.

In the years between 2000 and 2010, the gaming industry underwent a demographic transition as mobile gaming on smartphones and tablets replaced handheld consoles,

casual gaming grew as a market sector, and the proportion of players from China and other non-traditional regions rose. Free-to-play, freemium, and subscription-based games have surpassed conventional revenue streams as a result of these changes.

Due to the popularity of mobile and casual gaming, as well as the ease of digital distribution, independent game development opportunities grew during the 2000s and 2010s, while triple-A video game production became more expensive and risk-averse. Examples of how hardware and software developments have influenced breakthroughs in video games include support for high-definition video at fast frame rates and games that use virtual and augmented reality.

While high-performance gaming continues to place a high priority on the regular release of consoles with higher graphics processing and gigabit transmission data speeds, new business opportunities in gaming emerged with a focus on mobility. In contrast to the low-cost portable games of the past, modern smartphones and tablets include high-resolution colour LCD and AMOLED touchscreens, high-speed parallel CPUs, WiFi, and 5G connectivity that can match the performance of home units. The digital distribution of games over the Internet was made possible thanks to the gaming industry's access to ultra-fast telecommunications networks. Many companies have started their own online video game distribution platforms, including Sony's PlayStation Store, Microsoft's Xbox Game Store, Electronic Arts' Origin, GameStop, Amazon, and many others.

A variety of EA Games' IPs have the potential to gain from the play-to-earn and NFT models, which are being heavily promoted for widespread adoption. Furthermore, functionality for collecting digital tokens might be simply added to franchise games like Apex Legends, Battlefield, and The Sims. Pay-to-win games powered by blockchain now offer valuable digital tokens in the form of original works of art. It is possible to create NFTs with well-known FIFA players or famous historical occasions like matches and events. EA Sports, which has a market worth of nearly 39 U.S. billion dollars, has the financial resources and marketing clout to make blockchain a big component of the future of video games. Naturally, the company's peers and rivals will follow suit given the

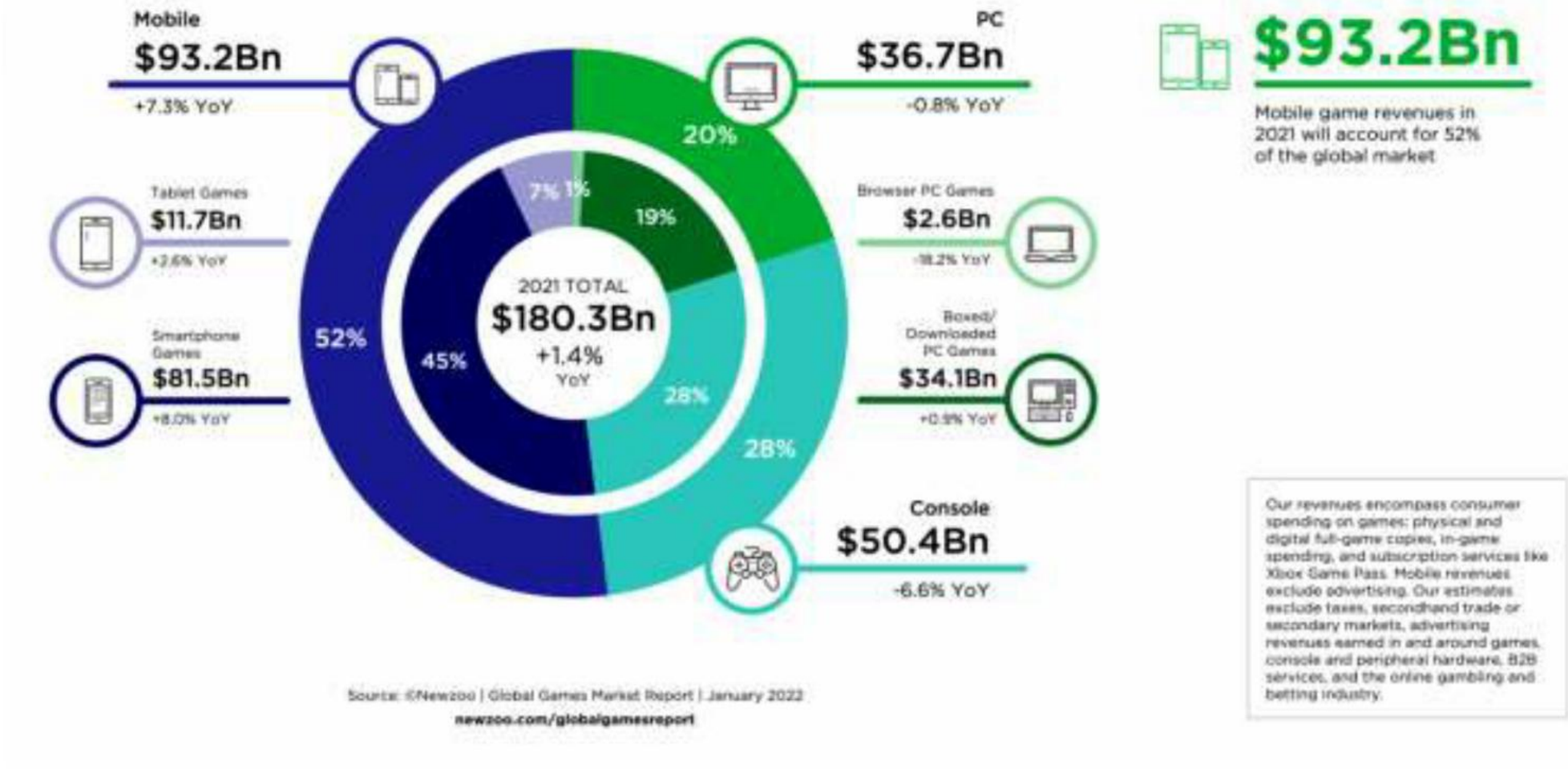
public interest in upgrading this feature. In October 2010, EA revealed plans to purchase iPhone and iPad game developer Chillingo from England for $20 million in cash. Not only that, but Chillingo also published Cut the Rope for all platforms and the well-known Angry Birds for iOS under a separate agreement that did not include both games. As a result, Cut the Rope was published by ZeptoLab, and Angry Birds was published by Rovio Entertainment. The large corporation wants to investigate the possibilities in blockchain. Until recently, the only ways to monetize video games were to share them online, stream game material, and participate in Esportss. But by 2021, a lot of people had realized that gamers could use blockchain to make money just by playing.

As play-to-earn (P2E) business models develop and blockchain adoption in Esportss spreads, this trend is anticipated to continue in 2022. P2E models will become more viable in 2022 as gaming companies try to integrate blockchain, according to a poll by gaming insight company Newzoo. Additionally, Esportss organizations may turn to blockchain-based revenue streams based on non-fungible tokens in order to diversify their sources of income. New Esportss business models based on blockchain technology are starting to appear as a result, and more innovations are anticipated in 2023.

2.0 GAMING GLOBALLY & THE OPPORTUNITIES

2.1 General Overview

The video game industry's main priorities are the development, marketing, and commercialization of video games. There are thousands of individuals employed worldwide in its numerous subfields. Video games have long been a source of excitement for individuals of all ages. Since the early days of personal computers and the original Nintendo and Atari systems, video games have advanced significantly. Video games have become more lifelike than ever, making the days of pixelated graphics and constrained acoustics a distant memory. The development of video games has kept pace with technical progress.



A comparison of the global game market between 2020 and 2021 shows that the gaming industry is fast-growing with the introduction of web3 gaming/blockchain gaming. The gaming industry is aiming to become a trillion-dollar market by the next decade.

2.2 GAMING INDUSTRY

In recent years, the video game business has transitioned from niche sectors to the general public. As of July 2018, video games generated US$134.9 billion in annual revenue. According to the ESA annual report, it brought in about $9.5 billion in the US in 2007, $11.7 billion in 2008, and $25.1 billion in 2010. In 2021, the market for video games was expected to be worth $180 billion USD, an increase of 1.4% over the previous year. The gaming industry is currently divided into three main segments: home consoles, desktop computers, and mobile phones and tablets. The video game console sector accounts for $93.2 billion USD, or 52% of the total, while the mobile market (dominated by smartphones) accounts for $50.4 billion USD, or 28% of the total. A whopping 20%, or $36.7 billion USD, comes from PC gaming.

Based on retail distribution, the video game industry's value chain has traditionally consisted of six interconnected tiers:

1. The process of developing video games, including the middleware, tools, and direction provided by the programmers, designers, and artists who make it possible.
2. The method by which a video game is made accessible to the general public, as well as the business in charge of its promotion and distribution, is referred to collectively as "publishing."
3. Distribution via conventional or online channels. Media and packaging for retail video games are frequently created and duplicated as part of the distribution process. The fourth type of game seller is the retail establishment.
4. The people who buy and use video games are the fifth type of consumer.
5. To publish games for their hardware/platform, developers and publishers may be required to pay a license fee from the hardware/manufacturer platform.

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Some links in this value chain have become unnecessary as the gaming industry has shifted focus from physical stores to online distribution. The GameFi market, or blockchain gaming, is the newest developing sector. There is a high speed of change in the blockchain gaming environment. GameFi is one of the hottest subjects in Cryptocurrency right now because of the intriguing gameplay and economic incentives it offers.

The market value of GameFi's entire stock as of February 2022 was US $55.38 billion. The blockchain gaming market is expected to grow to $50 billion in value by 2025, a 10-fold increase over the current gaming market.

2.3 GAMEFI AND METAVERSE

GameFi is a collaboration between the financial and gaming sectors that enables players to earn money as they play. And to top it all off, the blockchain will give this construction endeavor credibility, decentralization, and transparency. In the GameFi industry, new meta-universes and game worlds can be developed, each with its own creatures, events, items, and, most importantly, a thriving in-game economy. While taking part in entertaining in-game activities, users can make real money. Action- or strategy-focused games can be created on the blockchain.

In addition to their entertainment value, gaming apps serve a practical purpose by providing a gentle and accessible introduction to the world of cryptocurrencies and decentralized finance.

Web3 Games: Video games where players can earn real money by completing in-game objectives in exchange for virtual currency or goods. In conventional games, players use virtual items with real-world value to get experience points and progress through game levels. Game assets that only have value in the game world include things like drops, tools, weapons, potions, loot, equipment, chests, special powers, extra lives, and so on.

Play-to-win video games that also offer monetary value or in-real-life (IRL) rewards are referred to as "GameFi," a portmanteau of the words "game" and "finance." A brand-new industry that combines gaming and gambling is emerging with the aid of GameFi. Even the future dominance of Web3 gaming over traditional gaming has been anticipated. Within the next five years, "90% of the game market might be P2E," according to the CEO of Reddit. Pay-to-play models will account for the great bulk of gaming spending and income generation, while this does not necessarily mean that P2E games will account for 90% of all gaming activity.

Metaverse: The phrase "Metaverse" refers to a potential future iteration of the Internet that operates as a single, pervasive, and immersive virtual world when combined with VR and AR devices. A collection of connected 3D MMORPGs that place a strong focus on social interaction, known as a "metaverse" in common usage. Because of rising expectations for total submergence, progress in the metaverse is frequently tied to innovations in virtual reality technology. Web3 has been a driving force behind the renewed focus on metaverse development. The metaverse is designed to function similarly to the real world in terms of cities, towns, housing, entertainment, and other things. One's identity in the metaverse can be whatever they wish it to be. One day, mixed reality components may be incorporated into metaverse video games, enabling players to move easily between augmented reality chat rooms and virtual reality board games. The development of metaverse platforms will be greatly influenced by the gaming industry, which is now the most fascinating and inventive in the entertainment sector. A personal avatar (customization) may be wholly synthetic or may incorporate imported elements of reality. The metaverse, which blurs the line between the actual world and the virtual one, is an ideal setting for the next generation of video games.

The concept of playing video games in the metaverse is generally referred to as "metaverse gaming." A Web 3 society where everyone is treated equally and there is no dominant economic or political power structure to jeopardize the integrity of the environment is what the incorporation of video games into the metaverse is all about, in

addition to virtual reality and 3D graphics. The future of gaming is an open-source free-market economy where players and developers compete on the basis of performance, not by enforcing arbitrary and self-serving rules and restrictions favoring only media moguls or large mega-corporations.

2.4 **CHALLENGES OF GAMEFI (BLOCKCHAIN GAMING)**

Security and privacy are two of the biggest challenges that GameFi (blockchain gaming) faces, as do many other emerging markets. New game makers must overcome numerous challenges, including

i) Obtaining the required resources (such as market data and development tools).
ii) The best way to get into the market
iii) Where and who will be able to play the games and engage with them on the platform they're housed on.

Gamers are also presented with challenges to which they must find solutions.

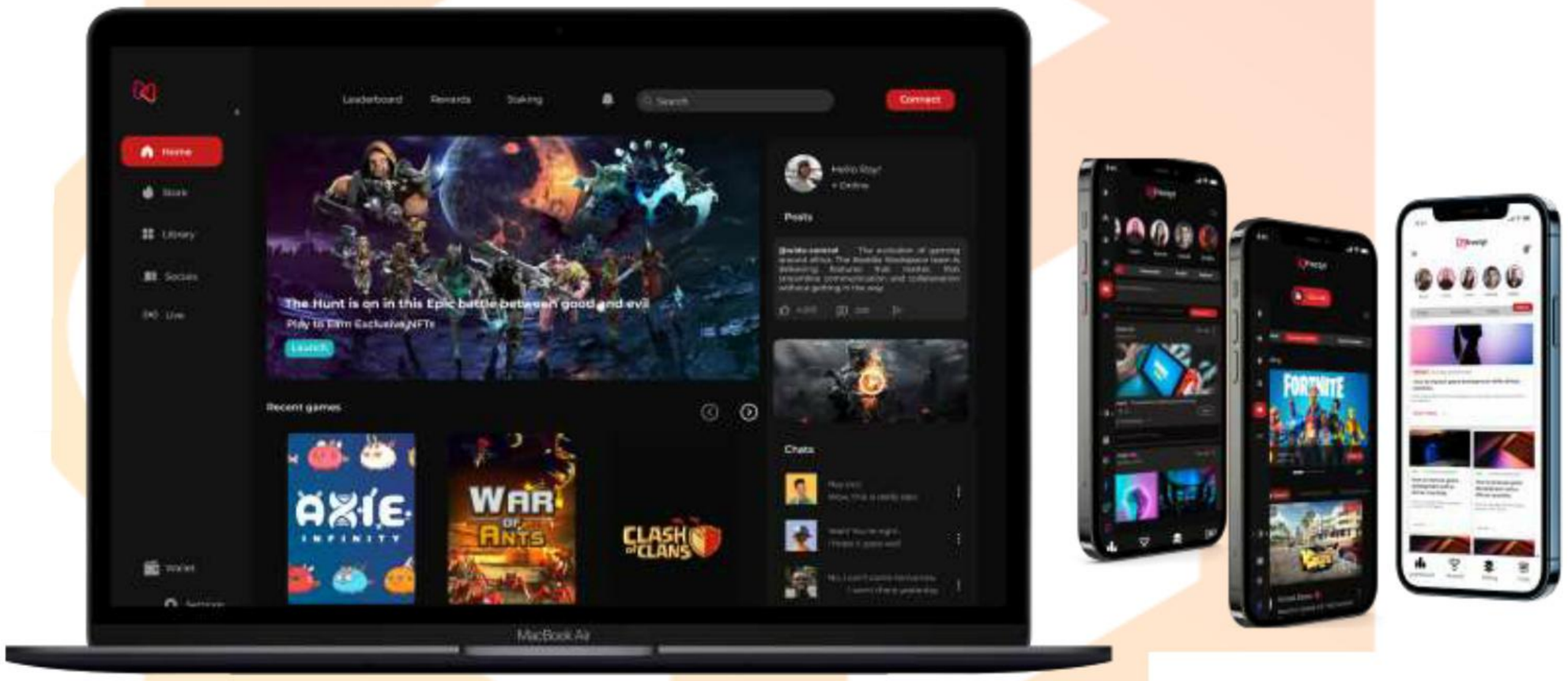
- Players cannot visit a centralized center to view a variety of blockchain-based games.
- In the game world, there is no decentralized system for player-to-player communication.

3.0 THE JOYSTICKLABS SOLUTION

3.1 **Overview**

A new study from Cointelegraph.com claims that the GameFi business has been steadily expanding and that its token market is now worth over $9.2 billion. Notably, GameFi networks have prospered despite the crypto winter. By 2031, it is projected that the company will be worth over $50.2 billion. This unquestionably represents a large portion of global income. Despite the tragic deterioration in market sentiment over the past few months and years, we at Joysticklabs are optimistic that the problems with the usage, uptake, and scalability of GameFi can be resolved.

3.2 **Joysticklabs and Blockchain Technology**



Freetyl is a decentralized application that will support multichain GameFi aggregator that is created as a collection of games in various categories, from 2D to vector. By creating a connected ecosystem of games, Freetyl aims to improve the user experience of gamers, optimize players' incentives, and lower fraud in the execution of decentralized smart contracts.

Freetyl differs from other aggregators in the market. Developers will have access to tools on the Joysticklabs platform to easily create Web3 games.

The game developers on the platform and the players will both receive rewards from Freetyl. The platform is intended for both players looking for a wide variety of online games and P2E GameFi entertainment as well as game creators and companies wanting to connect with new and larger gaming communities. While using the site, users and gamers will also be able to acquire the Joysticklabs Token (JSK), either by participating in the games offered there or by staking their Joysticklabs Token (JSK).

The core features of Freetyl are:

- Multichain games support
- Decentralized Social Network
- Live stream of Gameplays

- Tournaments/Competition Mode
- Joysticklabs Exclusive Web3 Games
- Game Development and API kits

Multichain Game Support

While Freetyl is traditionally built on NEAR, it is open to building and using other networks (blochchains) tools. The platform will expand to accommodate games built on other networks and ecosystem. Joysticklabs exclusive games will also have multichain support. This will help boost the Joysticklabs ecosystem and make it a household name. We aim at becoming one of the best gaming platform space

Decentralized Social Network

Decentralized social network, also known as blockchain-based social media, refers to social media platforms powered by distributed ledger technologies (DLT). The Freetyl will have a decentralized social media that will enable gamers to communicate with each other. Activities on the Freetyl social media are irrevocably recorded on a decentralized protocol. Gamers can share their gameplay and challenges with friends.

Live Streams

Gamers can share their live streams, recorded streams, music, and artistic creations with their pals on Freetyl. Live streaming is also an option for game competitions. Social media platforms will incorporate Freetyl's streaming functionality so that users can share with their peers.

Tournaments/Competition Mode

The competition/tournament mode in Freetyl is one of its lovely aspects. With this function, players can challenge their friends to a battle or tournament and win prizes in addition to playing games. This functionality can also be used by game developers to

launch promotions for their games on Freetyl. More interactions and communications between Freetyl users will result from this feature.

Joysticklabs Exclusive Web3 Games (Joysticklabs Games)

Users of Freetyl can take advantage of top-notch educational opportunities, competitions, and streaming services. Games for the blockchain will be created by Joysticklabs and will only be available to active Freetyl members. These multilevel games will be created in-house by our team of seasoned blockchain game developers, but they will only be available to active Freetyl platform users.

Game Development and API kits

In addition to being able to publish their games on Freetyl, game makers will also have access to game creation kits, which will help them create games more efficiently. With potential connectors for staking, DEXs, lending applications, and more, these SDKs and APIs will provide players with more opportunities to profit in-game.

3.3 EDUCATION

BackRoom Academy (BR Academy)

Joystickabs is not only a hub for gaming entertainment, but it's also a place to learn new skills in web3 gaming. These capabilities are available to users, who can utilize them and learn a lot about Web 3 game development to gaming finance. Users will also be instructed in various aspects of Web 3 gaming through the use of play-to-learn games.

3.4 BUSINESS MODEL

The Joysticklabs platform will create, deliver, and capture value in economic and social structures using the four types of business models, which are:

i) **Business-To-Business Model**

Joysticklabs will partner with existing and newly emerging blockchain game companies. This B2B model will provide inclusion for partners to gain traction in their user base, revenue, and other necessary indices.

ii) **Business-To-Consumer Model**

There will be a provision of hardware and peripheral gaming components that will be marketed to users of the Joysticklabs ecosystem. By utilizing the advertisement feature, groups and companies can market and sell their product to the pool of users on the Joysticklabs ecosystem.

iii) **Subscription Based Models**

This model captures the recurring payments that will be made by our users to grant them access to certain features and operations in the Joysticklabs ecosystem.

iv) **On-Demand Model which will be beneficial to all Joysticklabs platform participants.**

There will be allowance for dynamism and flexibility in regards already existing and new models. Models that will be required due to the predominant operations on the ecosystem will be fully introduced as needed per time.

Joysticklabs' will operate a multidimensional revenue model. These includes:

- **Joysticklabs reward system**

  Gaming would be rewarded with the Joysticklabs token, $JSK, along with any other type of operation carried out in the Joysticklabs ecosystem. Users who triumph in gaming competitions will receive the Joysticklabs token as compensation.

- **Advertisement fees**

  The advertisement feature of Joysticklabs allows companies to promote their value proposition to the company's user base for both newly emerging and established

products in the Web 3 ecosystem. As a result, this feature enables projects to use the project's advertisement panel to onboard their initial group of users.

- **Esports**

  By maximizing the pool of users available on Joysticklabs through the organization of gaming events and tournaments, these offerings can increase the value of the products. Projects can also make the most of this by establishing collaboration and promotion agreements.

- **NFT lending**

  Inclusion of gamers is a priority for the Joysticklabs platform, regardless of their financial standing. Non-fungible tokens will be required for use in some of the games that will be available on the platform (NFTs). It could be pricey to purchase some of the NFTs needed to access the games. For instance, Axie Infinity games cost around $600 on average. Joysticklabs will loan NFTs to users so they can play and sign up for tournaments in order to lessen this financial load. The temporary possession of the tokens will only allow our users to participate actively on the platform because ownership of the tokens will not be transferred to users.

- **Premium Users Subscription**

  Users have a variety of options for monetizing their material. For instance, any user may decide to upload original content that won't be accessible to the general public until a certain amount of money is paid. By choosing to use the premium user subscription channel, users will have access to prizes, activities, and content that are not typically available to regular users.

3.5 COMPARATIVE EVALUATION

Compared to other GameFi platforms, Freetyl is distinctive and sticks out. In contrast to other platforms, Freetyl offers players a large selection of blockchain games as well as a

decentralized social media network to connect with other players. There are also educational resources available to assist Web3 game enthusiasts in beginning Web3 game development.

	Joysticklabs	Solido.games	Gamic	Ultra
Aggregator	✓	✓	✗	✗
Play-To-Earn	✓	✓	✓	✓
Decentralized Social media	✓	✗	✗	✗
Live Stream	✓	✗	✗	✗
Education	✓	✗	✗	✗
Affordability	✓	✓	✗	✗

3.6 THE JOYSTICKLAB UTILITY TOKEN

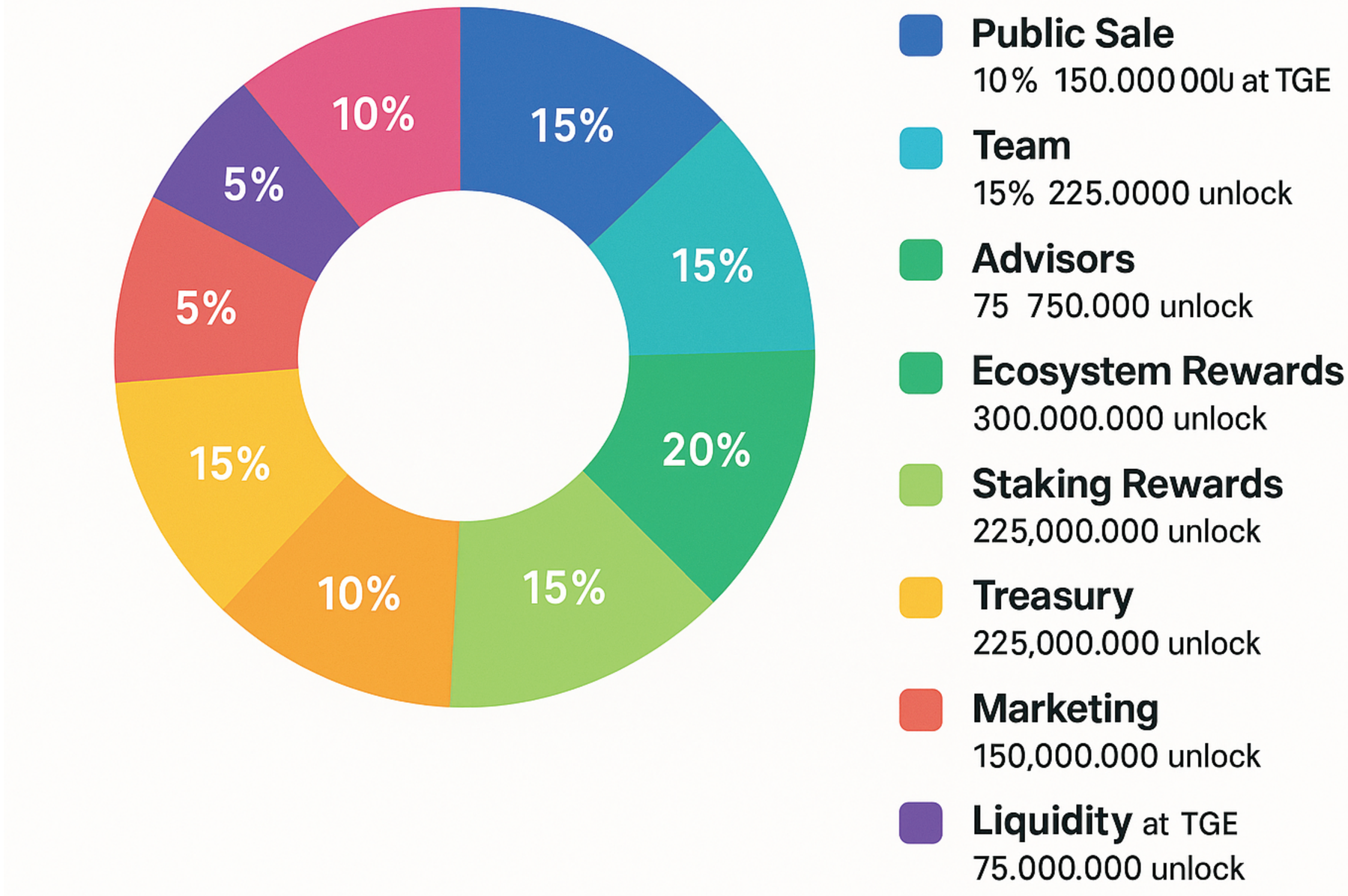
The core of the Joysticklabs ecosystem is the utility token from Joysticklabs. The token is given to people who play their favorite games on Freetyl in order to reward them. The utility token will provide network governance for Freetyl's ongoing development and expansion, and it will allow users, players, and producers (game developers) to conduct particular actions across the Joysticklabs ecosystem of products.

The primary method of payment for all services offered by the Joysticklabs ecosystem is the Joysticklabs token. The Joysticklabs utility token enhances the platform's operation while providing holders with a host of advantages. Owners/holders of the Joysticklabs token participate in a brand-new, thriving ecosystem that rewards its users by holding and using the Joysticklabs token.

3.7 TOKENOMICS

The JoyStick Token ($JSK) serves as the core utility and governance token within the JoyStick ecosystem. Designed with the goal of ensuring a robust and sustainable digital economy, $JSK aims to create a balanced, inclusive, and long-term incentivized structure for all participants, including gamers,

TOKEN NAME: JoyStick
TOKEN SYMBOL: $JSK
BLOCKCHAIN: BSC
Contract: 0xB85447b4854e848904471728e6106356bCb4861B



Token Vesting Schedule

Category	Percent	Tokens	Vesting Details
Public Sale	10%	150,000,000	100% unlocked at TGE
Team	15%	225,000,000	1% unlocked monthly
Advisors	5%	75,000,000	1% unlocked monthly
Ecosystem Rewards	20%	300,000,000	1% unlocked monthly
Staking Rewards	15%	225,000,000	1% unlocked monthly
Treasury	15%	225,000,000	1% unlocked monthly
Marketing	10%	150,000,000	1% unlocked monthly
Liquidity	5%	75,000,000	10% unlocked at TGE
Partners / KOLs	5%	75,000,000	1% unlocked monthly

LEGAL DISCLAIMER

Information about the parent company's service offerings and its products is provided in this whitepaper. It is not a legally binding contract and is simply being offered as information by Joysticklabs. As a result, it will eventually need to be changed. Since it is the main token in the Joysticklabs ecosystem, the $JSK token aids in the smooth operation of the product. However, prospective investors and users are urged to conduct an accurate risk assessment before purchasing the token. Please consult your financial experts before purchasing the $JSK token since this whitepaper does not constitute financial advice.

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