



# GAMELABS

NFT GAMING RESEARCH AND INVESTMENT

# Project Analysis:

## Mobland



**Project name:** MobLand (aka Syn City)

**Developer:** Private

**IDO Platforms:** Blokpad, Trustpad, Polkastarter, Seedify

**Token(s):**

- **\$SYNR** (Governance & Utility) – Syndicate Token  
– Tradable on the open market

- **\$sSYNR** (Utility) – Synthetic Syndicate Token  
Earned by Staking – Used In-game only and not tradable

**Chain/Network:** ERC-20 Token on Ethereum/  
Soon to be cross-chain on SOL/BSC as well

**Exchanges:** Uniswap V2, Bybit

**Game Platforms:** PC / MAC / Mobile Android

**Game Engine:** Unity Real-Time C# – Cross-Platform, Hardware Adaptable Streaming on scalable Amazon AWS Cloud Servers

**Project Status:** Incomplete

**Beta/Alpha:** Under development

**Game Type:** Action-Adventure Role-Playing Strategic Simulator

**Genre:** Role-Playing Game, Strategic Simulation, Real-Time Card Battler

**Similar Games:** Mafia Wars, DopeWarz, Grand Theft Auto Game Series, Mafia Game Series

**Game Elements:**

- Cinematic 3D Combat
- Crime Syndicate Simulation
- Guild Wars
- Modular Expansion Layer for Content Creation

**Single Player:**

- PvE – Player vs Environment Battles (Game AI)
- Build up a crew
- Manage Syndicate Turf (Building, Tax collecting, Looting, Trading, Borrowing, Lending, Farming)
- Daily missions
- Events

**Multi-Player:**

- PvP – Player vs Player
- Form Cartels and perform coordinated attacks
- Syndicate Events



#### **Leagues/Guilds:**

- Game structure and mechanics are built for guild or league gameplay (Syndicate/Cartel turf wars)

#### **Project Size:**

- Large - Scalable Design

#### **NFTs:**

- Syndicate Crew (Characters)
- Syndicate Crew Weapons (Blueprints)
- Syndicate Crew Cosmetics (Blueprints)
- Syndicate Crew Accessories (Blueprints)
- Turf Real-Estate (LAND)
- Turf License (Business model modules on expandable layer protocol)

#### **NFT Properties:**

- NFT Rarity

#### **NFT Evolution:**

- Upgrading NFT Characters
- Upgrading NFT Real Estate
- Upgrading NFT Businesses

#### **Play-to-Earn Model(s):**

- Free to mint initial crew members
- Free to mint initial equipment
- "Grinder" gameplay. Complete tasks and events to earn tokens

#### **Pay to Earn Model(s):**

- "Capitalist" investment gameplay
- Buy NFT Characters
- Upgrade NFT Characters with NFT accessories
- Buy NFT real estate
- Upgrade NFT real estate
- Buy NFT Business License
- Upgrade NFT Business License
- "Hodler" gameplay = Staking
- DAO Governance

#### **Player Profitability:**

- No game available



Gamelabs Score: 8,96

## OUR OPINION // SYNR

Moblends is shaping up to be a true AAA level game from the gameplay itself, to the team and investors to the game economics. The advanced gaming technology that includes the use of dynamic smart NFT's and a modular expansion layer also mean the game is built to scale and evolve almost infinitely, limited only by the imaginations of all contributors.

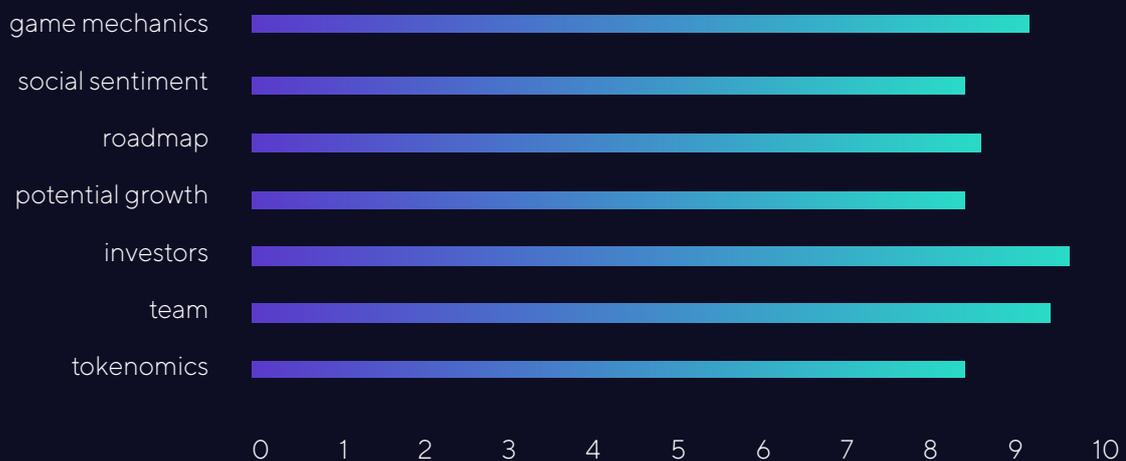
The integrated loop between gameplay and DeFi elements, like staking, as well as the intrinsic support for large gaming guilds, combine well to create a truly self-sustaining economy.

We feel that MobLand is a diamond in the rough, just waiting to be discovered.

Token Symbol: **SYNR** | Chain **ETH** | Exchange **Uniswap and Bybit**

Short Term Investment: **Yes** | Long Term Investment: **Yes**

Price: **0,3257 USD** | Market Capitalization: **Not Available**



# Introduction



MobLand is gearing up to be the most prominent Mafia Metaverse on the crypto gaming scene. Unlike some of the similar crime syndicate games currently under development, MobLand aims to please the Grand Theft Auto series fan base.

The stylish, contemporary, urban design elements take inspiration from several iconic gangster stories and mash them together into an amalgam ensemble of easily recognizable and trendy, street-wise gangsters, hoodlums and thugs. The characters range in appearance from flashy pimps, to a gritty variety of mobsters and street criminals from various criminal organizations around the world, to foxy, albeit lethal, gun-toting femme fatales. One thing is perfectly clear though, it all comes down to securing a turf and setting up a crime syndicate for one purpose only; to make money. Mountains of it.

The game features several different forms of NFTs, or “Non-Fungible Tokens”, including characters, gear, real-estate and more. It also features different strategies for making passive income, including investment opportunities, as well as staking and DAO governance models that tie into the gameplay.

The game was originally known as Syn City, but as the creator of the Sin City graphic novels that gave rise to the series of Hollywood movies, Frank Miller, alleged trademark infringement by the developers, they decided to change the name to MobLand.



# Token



MobLand has one main token; \$SYNR, or “Syndicate”, which is pegged mainly as the governance token, but also to some extent as a utility token for the mafia metaverse.

As there is currently no game to play, the \$SYNR token is mainly used for staking, however the token will eventually be used for DAO governance as well as for various gameplay functions. As soon as the marketplace is launched, Synthetic Syndicate tokens, or \$sSYNR will be made available for acquisition through staking and used to buy valuable in-game assets. Staking \$SYNR is also an integral part of the gameplay itself, as money equals power and that is intrinsic to how this metaverse functions.

The \$SYNR tokens will be paid out to players who will either be able to trade them on the open markets or invest the tokens into the metaverse economy for passive income.

Those looking to make more profit, can make an initial investment into the Mafia Metaverse ecosystem and establish criminal syndicates and set up businesses for passive income. Stakers will be able to boost these syndicates in various ways, while also earning passive income, either in the form of \$SYNR tokens or \$sSYNR, used to acquire in-game assets.

There’s also a very innovative modular extension layer built into the game that allows third party MobLand community developers create and integrate various DeFi and gameplay additions inside the metaverse to generate income. These modular extensions to the game will both add gameplay content and serve as mechanisms for financial gain.

The DeFi or staking elements of this metaverse are very closely tied in with the game itself, so in order to get a better picture of how it all works, we will have to break up the various parts for inspection and then circle back to the grander view.



# Gameplay Analysis



## Gameplay Roles or Strategies

### The Grinder

MobLand will be a Free-to-play game, allowing players to get started, without making an initial investment. In other words, this is a "Free-to-earn" game, unlike some other games that actually require the player to buy their first NFTs, in order to get started. The player only has to pay gas fees for the transactions involved in the free gameplay and that is tied to the network and not something that the game itself taxes the player.

## FREE TO PLAY TO EARN

\* User still needs to pay for the relevant gas fee if applies

It doesn't make sense to ask players to pay \$1000 upfront before they can play and earn from the game.

Bring F2P into P2E, everyone can play, everyone can earn.

- **Free** to mint initial crew members
- **Free** to mint initial equipments



New players get to mint free crew members and equipment to get started and can then take the role of the “grinder”, earning tokens by participating in various events or combat vs the game AI (PvE) or other players (PvP). These players can sell or trade their \$SYNR earnings on the open market.

Players willing to get ahead faster by making an investment into NFTs, will get the upper hand more quickly over the F2P crowd and also make more profit. Regardless of how much you put in, the players will still have to participate in events and combat to get ahead and earn profits.

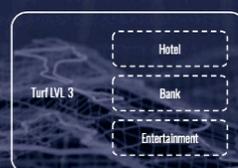
Players unwilling to invest larger sums into the game from the get-go, will not be able to form syndicates, or criminal organizations easily, but rather have to join them, in order to advance personally, but also help the collective become stronger and grow larger.

### The Capitalist

These players will either make an initial investment into the game, or use their profits as the grinders to become a larger part of the Mafia Metaverse ecosystem, by providing infrastructure to the game, in the form of criminal organizations, or “Syndicate Turfs”, as well as various forms of businesses, or “Turf Licenses” that the organization itself and its members can take part in. The investments will generate passive income for the player.

The business feature is tied into an innovative expansion layer that allows third party MobLand community developers to contribute with ideas for business ventures that the players can utilize for passive income. This is explained in more detail in a later section of the report.

## BUSINESS ON TURF



Syndicates will gather members to help them generate income, by taxing them, but at the same time they will also provide their members with what they need to effectively play the game and earn tokens on a personal level.

### The Hodler

These players, or rather, investors, can hold and stake the tokens for additional yield, in-game boosts and higher privileges. Stakers can opt to either get paid in \$SYNR tokens or synthetic syndicate tokens, or \$sSYNR, which is an in-game asset, used to acquire gameplay assets.



Investors or stakers can also help generate syndicate power (called \$sPower). This power is the measure by which all the various syndicates in the game are ranked. There is no cap on the number of syndicates, nor the number of members, but the top 7 syndicates and their leaders will form the committee of the Mafia as a DAO (MaaD).

### Mafia as a DAO (MaaD)

The DAO is laid out so that individual players will pay a portion of their income to the syndicate they belong to, in the form of tax. As they join a syndicate, they will also reap the benefits of belonging to a larger organization and all that comes with it, including the NFTs. Players can also earn referral bonuses by getting other players to join the game.

The syndicate in turn pays tax to the Syndicate DAO. This is how funds get added to the treasury that also pays the individual players their winnings.



# MAFIA AS A DAO (MAAD)

Traditional DAO's Yay / Nay is not designed for individuals incentives. Vote only for the events and leaders that benefit your earnings.



- Stake **SYNR** to generate **SYNR-POWER** and delegate that to the syndicate leader.
- Unlimited syndicates with unlimited members, but only top 7 syndicate leaders with most **SYNR-POWER** will join the Committee to manage the DAO. The votes will be recalculated every 12 hours based on **SYNR-POWER**:
- The DAO will be offering special earning games/events to the syndicates on the Committee. Player needs to join one of the top 7 syndicates to have access to the special earning events.
- Top 7 syndicates will need to pay tax to the DAO, which will be split between player rewards and develop team earnings

## NFTs

There are quite a few different kinds of NFTs in this game, namely: Characters (or crew), equipment, the turf or base of operations (real-estate), the business license and potentially more will be added as the MobLand metaverse evolves.

## CREW > CUSTOMIZATION & UNIQUENESS



Equip with weapons (NFT) of different functions and levels.

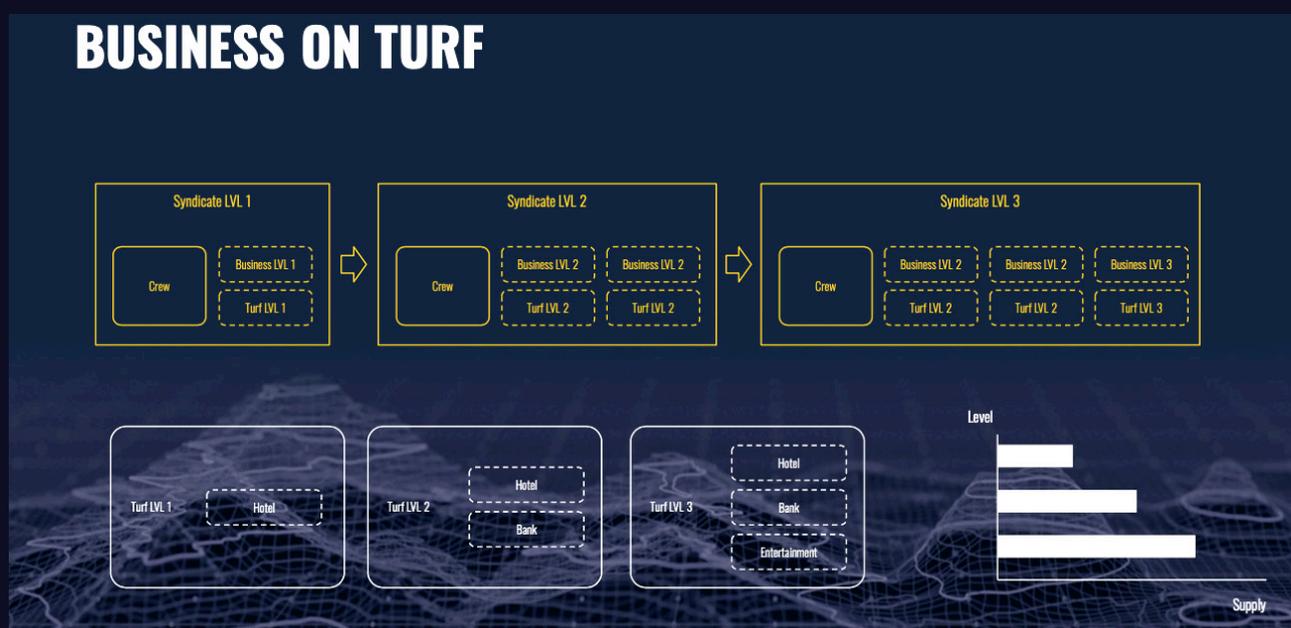
Customize your crew with various cosmetics (NFT).

Equip with accessories (NFT) bringing additional power.



The character NFTs can make use of the equipment NFT's and the Turf NFT is essentially digital real-estate needed to form a syndicate. Additionally, this game features a new form of NFT, the business license NFT, that relates to the business side of the game, or more specifically; the activities the player takes part in to generate passive income.

These business licenses are part of what the developers call "The Syndicate Protocol". This is the modular expansion layer already referred to earlier but with more details provided further on in this report.



In other words; every syndicate will need a turf, a crew and eventually a license to run a business and generate passive income on the side, while the crews battle it out on the streets for territorial dominance.

The value of these NFTs is determined by their level of rarity; ranging from common to legendary.

These NFTs are upgradable through various mechanisms; including training, modifying, via PvE and PvP battles, farming, borrowing/lending, staking and also through chance rolls on vending machines.



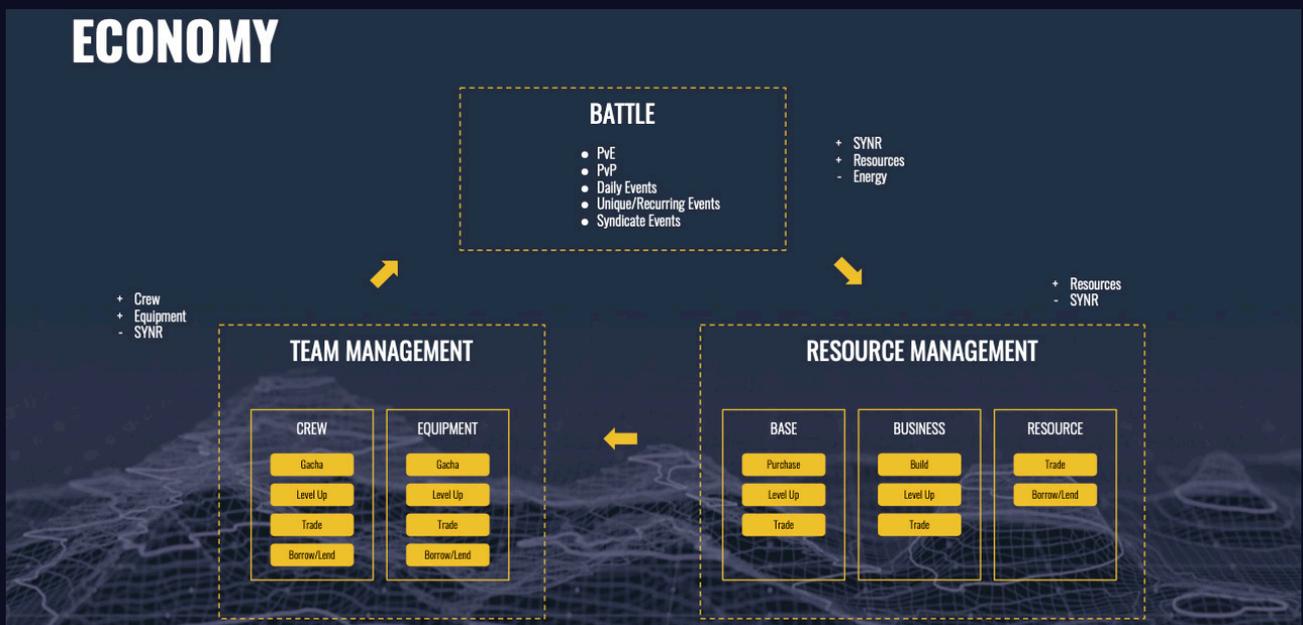
# Gameplay Mechanics



At heart, this game can be called a role-playing, action-adventure crime simulator, with cinematic real-time strategic combat elements.

The game features both a larger element of strategic gameplay, centered around the management of a criminal organization on a macro level, as well as action-packed player vs player combat on the micro level.

In that sense, this game will be divided into leaders and those who follow them, and they will focus on different tasks and different parts of the gameplay.



The core game loop keeps flowing between battle, resource management and team management.

Players will need \$SYNR to make upgrades to their crews and their gear, but they also gain tokens by winning battles. These profits can then go towards improving the Syndicate infrastructure (BASE) and the business ventures centered around it (License). In addition to \$SYNR tokens, resources are also needed and they can be lent out or traded between players.

## Single Player PvE and PvP Combat Gameplay



Individual players start by creating the initial crew members and equipment to gear up for the battles ahead. The player can either battle the game itself (PvE) or other players (PvP).

If the players have already made an investment into NFTs and acquired a larger crew and more equipment, they can pick up to four crew members from their lineup to face the other player.

Players that are part of a Syndicate receive combat bonuses and other benefits for the battle that follows.





The combat gameplay that follows is largely a cinematic battle, but instead of being turn-based, this is RTS or “Real-Time-Strategy”. The action is not paused during the battle and players have to make decisions in real-time, as the battle progresses.



The two teams battle it out, until there is a winner and the strategic elements of the gameplay mostly consists of activating special powers at the right time. These combat abilities have a cool down timer and special combat bonuses gained from various sources also affect the outcome of the battle.

Upgraded crew members, with better equipment will definitely have an edge over players using lesser NFTs. Likewise, players or Syndicate teams receiving passive combat bonuses will also have an easier time winning over lesser teams.



## Syndicate Turf and Business License Management



The large-scale turf war aspect of this game is mostly based around strategic decision making, in regards to territorial takeovers and the management of all the syndicate assets and resources tied to the game.

As such, there are in fact, the distinct roles of mob bosses, as well as foot soldiers in this game and some players will feel more comfortable playing one or the other and surely in some cases, both.

Syndicate "teams" will try to earn revenue by conducting business through their enterprise, but also hinder other syndicates from getting the upper hand, by looting, raiding, farming, borrowing and lending assets, as well as battling it out on the streets.



In addition, they will also try to gain control over territory by engaging in combat versus other syndicates. If they are successful, they might take control over entire districts in a certain city in the game and gain various advantages when it comes to generating revenue.



The scope of the Mafia Metaverse is not limited to one city, but the entire world and each of these locations will feature districts that the syndicates fight over for control and domination.

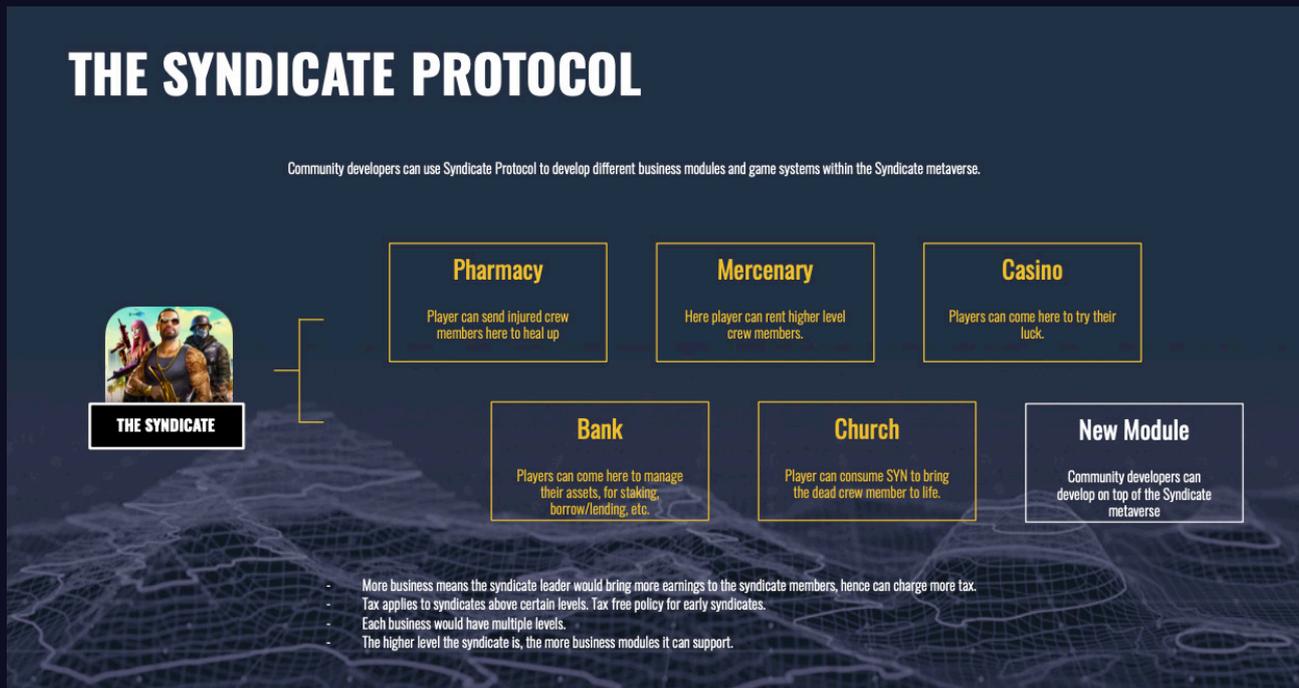
This part of the game is very much geared towards guild wars and the game has already partnered up with some of the larger guilds in the crypto space. No doubt this battle for dominance and financial gain will become interesting to watch.

At the macro level of gameplay, the players have a lot to consider. There's the combat crews and their equipment. There's the base of operations on their own turf, as well as the business license that generates additional income. The syndicate bosses also have to make sure that they can attract stakers to invest into their enterprise, so that they will gain various bonuses and also prestige, which will allow them to place among the top 7 syndicates in the game and thereby become part of the decision making DAO that will decide on the development of MobLand and also the Syndicate Protocol, which is an innovative layer to this game.



## The Syndicate Protocol

The syndicate protocol is an innovative invention that functions as a modular canvas for adding another layer of DeFi products and game elements to MobLand.



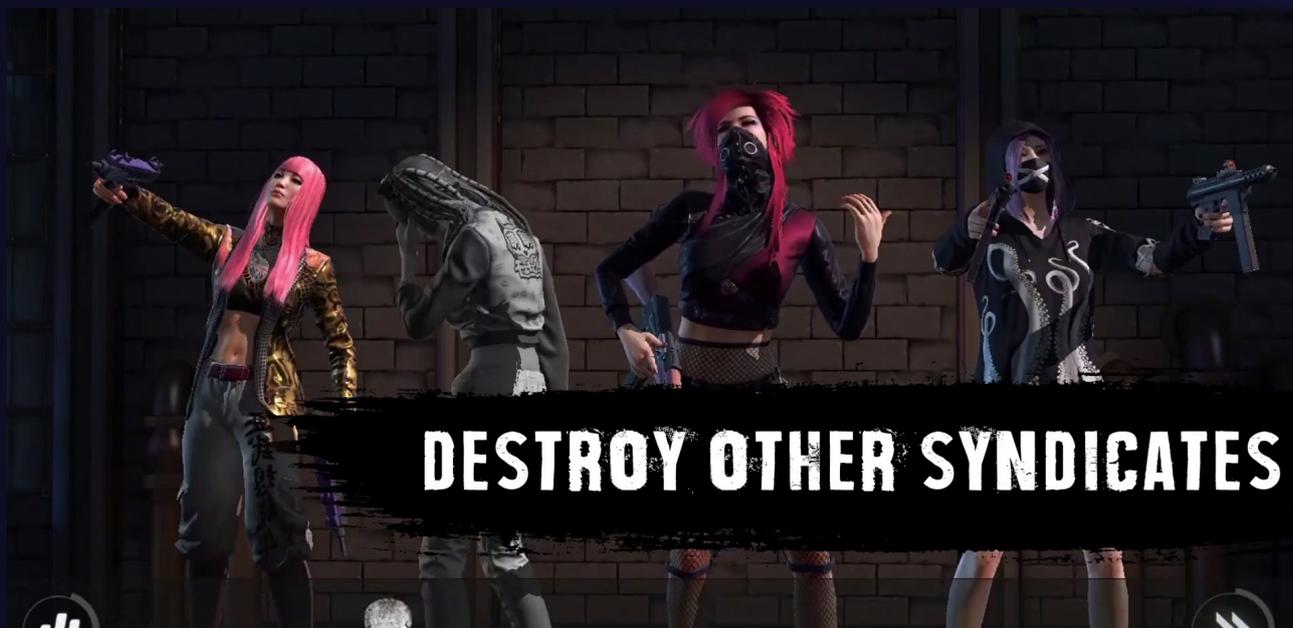
Community developers can use the syndicate protocol to develop different business models within the Mafia Metaverse. What this means is that there is a mechanism in place for creating opportunities for generating both new in-game assets and new ways of making passive income.

These new “modules” on the syndicate network can either contribute directly as a purely financial institution inside the metaverse (say a Bank) or it can be directed towards enriching the gameplay mechanics, by adding more content for the players to enjoy (say a hospital).

The syndicate protocol is a very ingenious addition to this crypto game, as it essentially allows for modular expansion of the metaverse and also creative freedom on part of the community developers. Clever ideas can be turned into profitable expansions, thereby also increasing the available content and providing players with new strategic options for making profit.



# Guild Wars



Several crypto gaming guilds have displayed interest in this game and some also function as partners to the project.

MobLand is structured so that there's both macro and micro gameplay opportunities, very much geared towards guild or league gameplay. Although one player can play the game at all levels, the complexity of the macro level gameplay requires experience in long-term strategic decision making, league tactics, social interaction and also managerial skills, when it comes to running the day-to-day operations of an organization with many moving parts.

Furthermore, at the macro level of game management, players also need to have access to staking capital in order to get ahead, which usually means that that role will be reserved for teams or gaming organizations, such as guilds.

Guilds will no doubt put their mark on this game, rolling in with experienced players for both the macro and micro level gameplay and armed to the teeth with NFTs. The macro level players are essentially the "mob bosses" of MobLand and the accompanying syndicate leaders they need to manage the micro level players, who will engage in battles on the streets, so to say, by ceaselessly pitting their own combat crews up against other players and opposing syndicate members. Syndicates can run heists on each other's operations (in what's being called "Gamified Decentralized Finance") and steal the profits gained from passive income ventures.

Furthermore, guilds or other league players can also gang up to form cartels, thereby increasing their numbers and also their power, potentially to the point where they can rank among the top 7 syndicates in the game and gain control of a seat at the Mafia as a DAO (MaaD).



# Game Technology

## Real-time 3D Rendering

If we for a moment forget about the actual gameplay elements and mechanics and inspect what MobLand brings to the table from a purely technological perspective, we soon find that they have made some very innovative and wise decisions.

Mobland is currently on the Ethereum network, but there are plans to implement cross-chain gameplay on the Solana and the Binance Smart Chain networks. That will help alleviate the gas fees associated with the Ethereum network.

The game itself is built on the latest Unity Real-time platform, which allows for cross-platform game development. This technology is well suited for scalability of the metaverse, direct game streaming, customization of the gameplay elements and advanced 3D graphics rendering, with adaptive quality, depending on the level hardware it's being played on (PC vs Mobile).

The game servers are hosted by Amazon Web Services (AWS), providing practically 100% uptime guarantees, as well as multiple geographically distributed host server databases, with self-healing capabilities in case of breakdown. Simply put, the game uses node databases for the game assets and that means the game is replicated and updated in several different locations. In case one or a few nodes break down, they can be repaired by the remaining nodes and gameplay on them can thereby be restored.

This also means that the game is capable of hosting games for millions of users at the same time.

The game will be released for PC and Mac desktops, as well as on Android mobile devices to begin with. The developers are also exploring the possibility of a web browser version of the game.



## Conclusion



The developers of MobLand have put together some really effective gameplay elements here and also added something special into the mix. The additional expansion layer that comes via the Syndicate Protocol, coupled with the partnership with the Overwolf Game Creators Guild and last but not least; the scalable, cross-platform unity real-time game engine running on Amazon AWS web servers, will allow countless players to participate in the the emerging Mafia Metaverse on practically any type of hardware, as the game is built to adapt to the hardware it is running on. When you combine all of these things together with a well thought out financial structure, as well as fun gameplay, it's difficult not to see the great potential of the diamond in the rough that is MobLand.



# Future Developments

## MARKETPLACE

CREW	EQUIPMENT	BASE	BUSINESS	RESOURCE
Gacha	Gacha	Expand	Build	Trade
Level Up	Level Up	Level Up	Level Up	Borrow/Lend
Trade	Trade	Trade	Trade	
Borrow/Lend	Borrow/Lend			

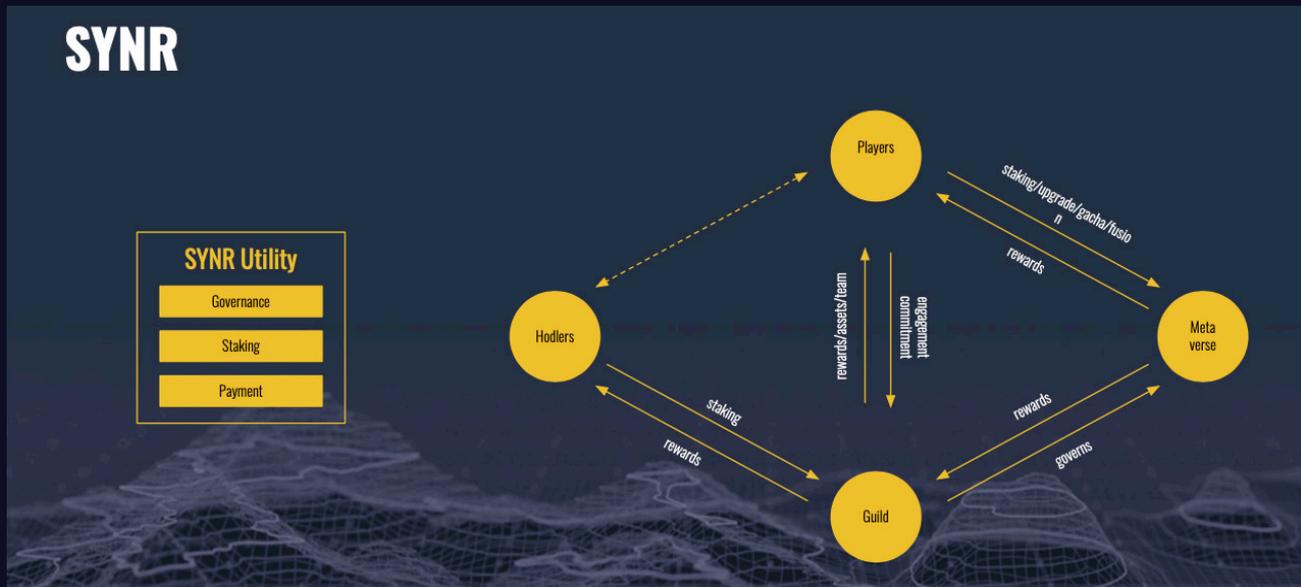


- The DAO mentioned earlier will be introduced at a later date.
- A decentralized marketplace will also become available soon.
- Cross-chain wars (ETH, SOL, BSC)
- Guild Wars
- Global Tournament / Country Wars
- The SYN Metaverse

## CROSS CHAIN MAFIA WARS



# Tokenomics and Game Economy



\$SYNR is the governance token for the metaverse and core of the Mafia-as-a-DAO system (MaaD). The token is also used for staking, which in turn yields valuable rewards for gameplay features.

The connection between strategic gameplay and DeFi investment is quite strong in this game and becoming really successful, especially at Syndicate level, requires not only a team of skilled players and NFTs, but also capital to invest into the staking system of the game.

To look at this another way, it can be said that syndicate leaders and their crew will either have to bring in staking capital to earn both synthetic syndicate (\$sSYNR) tokens and syndicate power (\$sPower), or rely on investors to join their team and take on the role of "the Hodler" in the flow chart above.

The stakers feed the guilds and themselves, the guild feeds the players and themselves and the metaverse feeds both the guilds and the players. The Metaverse DAO taxes what they need in order to keep the treasury stocked with enough tokens to pay the players and also plan and execute expansions of the game itself.

The key difference between SYNR tokenomics compared to other crypto gaming tokens is that SYNR relatively has a longer vesting period.



# Tokenomics

## \$SYNR TOKEN DISTRIBUTION



### Development & Game Economy 75.45% of 10B

- 1 **11.95%** Treasury
- 2 **25.50%** Team
- 3 **4.50%** Advisors
- 4 **1.00%** Liquidity
- 5 **27.50%** Players
- 6 **5.00%** Marketing

### ICO/IPO/IDO - 24.55% of 10B

- 7 **5.00%** Copper Auction Round
- 8 **0.55%** Public Round
- 9 **0.75%** Private Round 2
- 10 **0.25%** Private Round 1
- 11 **8.00%** Strategic Round
- 12 **10.00%** Seed Round

### TOKEN DISTRIBUTION SCHEDULE

<b>Seed Round</b>	1% at token generation event / 4% at month 1 / 12 month cliff / The rest over 36 months
<b>Strategic Round</b>	1% at token generation event / 6% at month 1 / 12 month cliff / The rest over 36 months
<b>Private Round 1</b>	2% at token generation event / 8% at month 1 / 10 month cliff / The rest over 36 months
<b>Private Round 2</b>	2% at token generation event / 10% at month 1 / 9 month cliff / The rest over 36 months
<b>Public Round</b>	10% at token generation event / The rest vested over 9 months / 30% quarterly
<b>Copper Round</b>	Fair Launch Auction
<b>Marketing</b>	0% at token generation event / The rest vested over 10 months
<b>Players</b>	Unlocked as needed
<b>Liquidity</b>	12.5% at token generation event / Then unlock as needed
<b>Advisors</b>	13 month cliff + 36 month vesting
<b>Team</b>	13 month cliff + 36 month vesting
<b>Treasury</b>	Unlocked as needed



Token name

\$SYNR

Total Supply

10,000,000,000

Market Cap

Not Available

Fully Diluted market cap

Not Available

Circulating Supply

Not Available

Circulating Supply (%)

Not Available

ATH

\$0.1365

Date of ATH

Feb 09, 2022

Current Price

\$0.07204

Delta from ATH

-47.41%

All Time Low

\$0.05761

Date of ATL

Feb 03, 2022

Delta from ATL

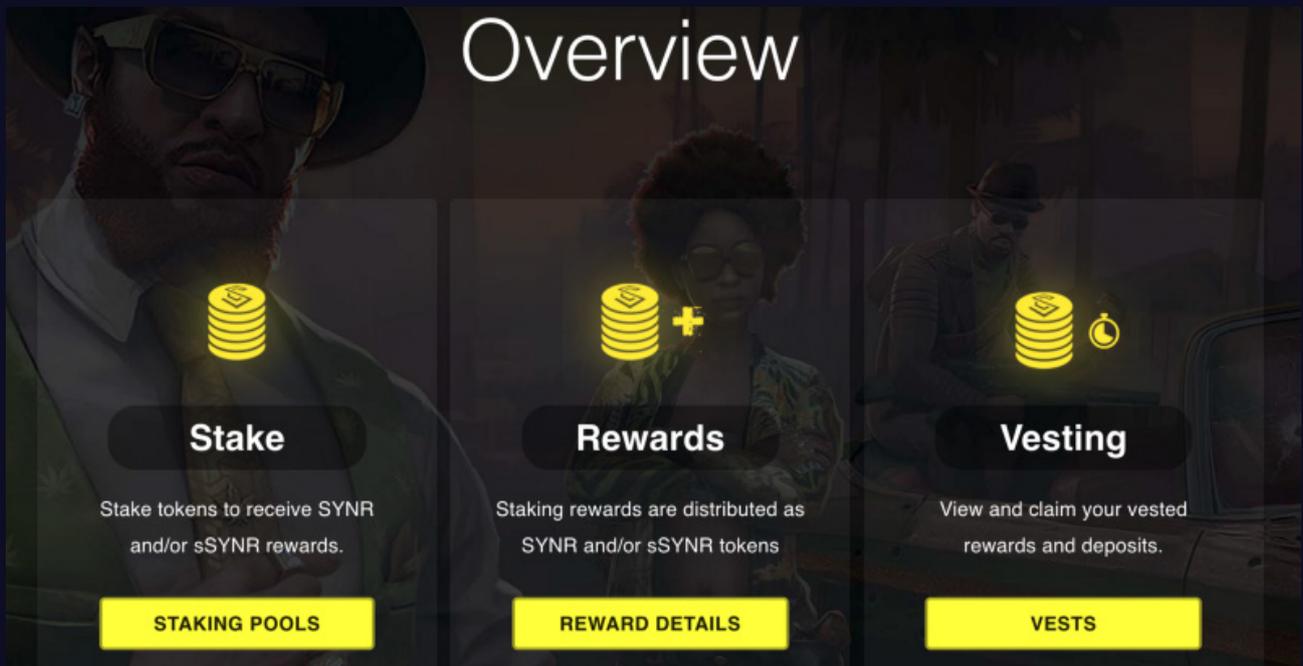
38.32%

Contract Address (Ethereum)

0xbc6e06778708177a18210181b073da747c88490a



# DeFi and Staking



The image shows a 'Staking Overview' interface with a dark background and a grid of three main sections. Each section has a yellow icon, a title, a description, and a yellow button.

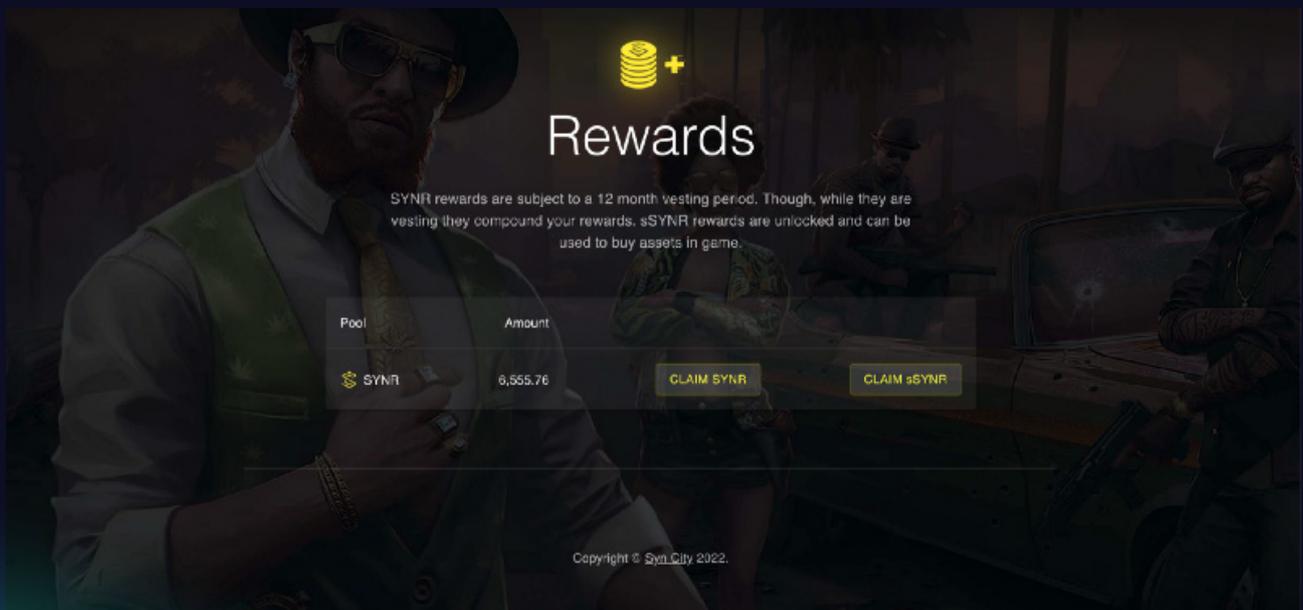
## Overview

- Stake**: Stake tokens to receive SYNRR and/or sSYNR rewards. **STAKING POOLS**
- Rewards**: Staking rewards are distributed as SYNRR and/or sSYNR tokens. **REWARD DETAILS**
- Vesting**: View and claim your vested rewards and deposits. **VESTS**

Staking is provided through MobLand’s native platform <https://staking.mob.land/>

10% of the total SYNRR supply is dedicated to staking rewards.

The staking requirements, rewards and vesting periods are different to standard staking pools, breakdown as follows;



The image shows a 'Staking Rewards' interface with a dark background and a table of staking pools. A text block explains the vesting period for SYNRR rewards.

## Rewards

SYNRR rewards are subject to a 12 month vesting period. Though, while they are vesting they compound your rewards. sSYNR rewards are unlocked and can be used to buy assets in game.

Pool	Amount	CLAIM SYNRR	CLAIM sSYNR
SYNRR	6,555.76		

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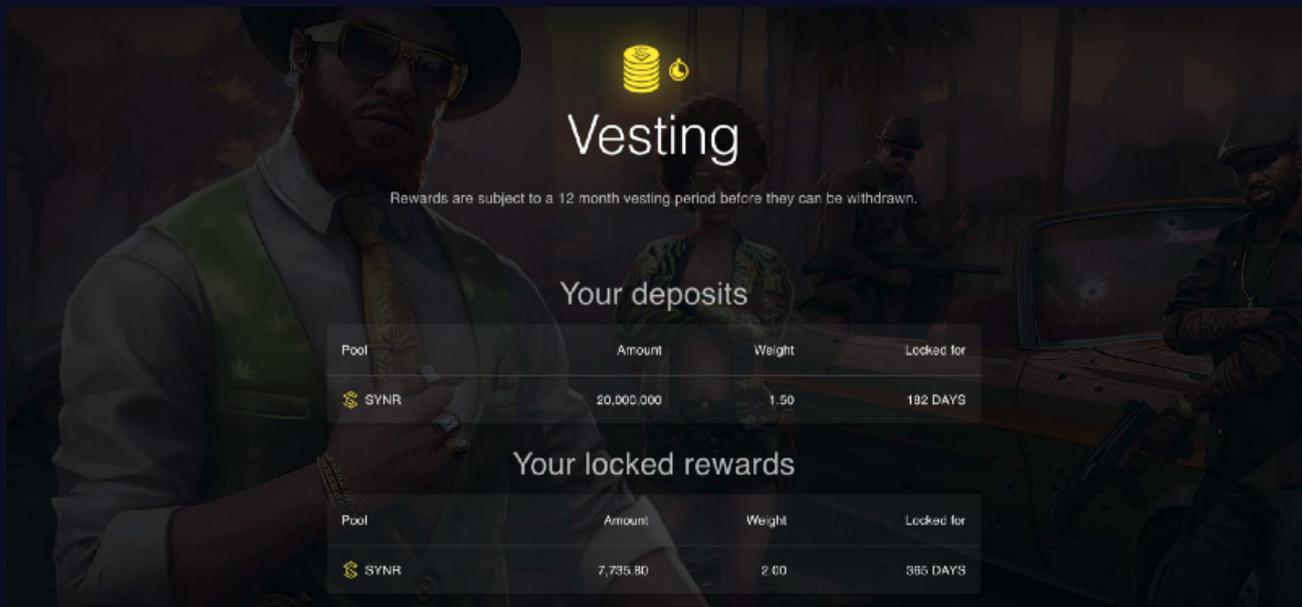
There is only one token to stake \$SYNR, the yield output is either \$SYNR, the governance token, or \$sSYNR the synthetic version that is used for in-game purchases and can only be acquired by staking \$SYNR. This token can only be used in game and is not transferable outside of the MobLand platform, nor is it tradeable.

There is only one pool available at the moment, the core pool. This pool is single token staking of \$SYNR. The lockup periods for the token ranges between 16 weeks to 52 weeks.

Rewards are calculated by assigning a weighting according to the length of time you choose to lock your tokens up for. The longer the user chooses to stake their tokens the higher the APR and subsequent yield is.

The variance in weighting is between 1.3 for 16 weeks to 2.0 for 52 weeks.

Rewards are claimable as either \$SYNR or \$sSYNR and can be claimed any time.



When harvesting \$SYNR the rewards are automatically vested for a period of 1 year and earn a weighting reward of 2.0. Each harvest locks up in its own separate pool, meaning that if the user harvests his rewards into \$SYNR once a month, they would have 12 separate pools with different vesting unlock periods and can be found in the vesting section.

If the user chooses to harvest his yield in \$sSYNR, then the rewards incur no lockup period and are immediately able to be used within the MobLand ecosystem.

As the \$SYNR token is on the Ethereum network, users will be required to have \$ETH in their wallets for gas fees for transactions.

Mobland launched and completed the SYNR Farm or Liquidity Bootstrapping Pool on the copperlaunch platform this January, attracting a total investment volume of \$30M. Top "Synners" or investors were rewarded with the "Original Synner" NFTs (Bronze, Silver and Gold).



# Team

## Team



**ROY LIU**  
Co-founder



**MIHAI POHONTU**  
Co-founder



**FRANCESCO SULLO**  
Blockchain Lead



**DEVANSH K**  
Ops Lead



**ZHIMIN HE**  
Product Lead



**VLAD ANGHELAHAR**  
Engineering Lead



**MAXIM GARBER**  
Design Lead



**GWEN HELIOU**  
Art Lead

The MobLand team is an impressive lineup of professionals from the technology, entertainment, gaming and crypto industry:

### Founders:

- **Roy Liu** (Co-Founder) - Past experience include: Tron Foundation, PopCap Games (now property of EA Games), Forgame, Chartboost
- **Mihai Pohontu** (Co-Founder) - Past experience include: Amber Game Studio, The Walt Disney Co, Electronic Arts

### Product Team:

- CTO/Blockchain Lead:  
**Francesco Sullo** - Past experience include: Tron Foundation, Yahoo, Turo
- Ops Lead:  
**Devansh Khatri** - Past experience include: Tron Foundation

- Product Lead:

**Zhimin He** - Past experience include: Tron Foundation, Google, Twitter, China Mobile

- Engineering Lead:

**Vlad Anghelaha** - Past experience include: Amber Game Studio, Electronic Arts, Advanced Mobile Applications

- Design Lead:

**Maxim Garber** - Past experience include: Kabam Mobile Games, Gameloft, In somniac Games

- Art Lead:

**Gwenael Heliou** - Past experience include: Ubisoft Games, Gameloft, Amber Game Studio, Presagis Software



## Advisors



**DONALD KUSHNER**

Original producer of Disney Tron, Monster, and many others.  
Owner of Hollywood Chinese Theatre



**PLAMEN DRAGOZOV**

Principle Engineer Roblox/  
Director of Engineering EA



**PAUL DEBEVEC**

Director of Research, Creative Algorithms and Technology  
Netflix Adjunct Research Professor, USC Computer Science & USC ICT



**SINJIN DAVID JUNG**

Regional Director of Pokerstars Asia Advisor to Team Liquid

The project has also some very noteworthy advisors on the team:

- **Donald Kushner** - Movie producer, most notably of the original 1982 Disney release of "Tron", which was an innovative, technological marvel at the time.
- **Plamen Dragozov** - Software engineer on the very successful game Roblox and also part of the EA team responsible for the hugely popular PopCap Game; Plants vs Zombies.
- **Paul Ernest Debevec** - Award-winning researcher in computer graphics and mathematical science, best known for developing advanced methods for ultra-realistic human image capturing and digital synthesis, used in the motion picture industry. Most notably applied to special effects in "The Matrix" trilogy and James Cameron's "Avatar".
- **Sinjin David Jung** - Regional director of Pokerstars.com Asia and advisor to the Team Liquid media enterprise and eSports organization.



# Investors



MobLand has attracted an impressive lineup of investors and partners and managed to raise \$8M in funding, plus \$16.5M from their IGO on Binance and an impressive \$100M was locked in by investors on the Bybit Launchpool within 12 hours of going live.

The most notable investors are:

- Animoca Brands
- Overwolf - a crypto user-generated content creation and distribution platform
- Twitch (Justin Kan - Co-Founder)
- Goat Capital (Robin Chan - Founder)
- A&T Capital
- Hack VC (Alex Pak - Co-Founder)
- Spartan Group
- Project Galaxy
- Huobi Ventures
- Terra (Do Kwon - Founder)
- iAngels

Other notable investors, partners and influencers include:

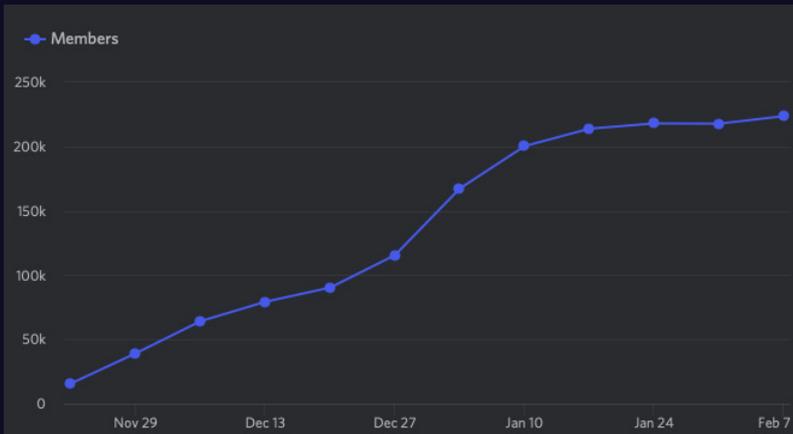
- YGG - Crypto Gaming Guild
- Merit Circle - Crypto Gaming Guild

- Unix - Gaming Guild
- GuildFi - Web 3 platform that is built to connect players, games, and investors
- Alex Becker - High-profile crypto influencer
- Elliot Wainman - Creator of ElliotTrades and co-founder of Superfarm
- Santiago Roel Santos - Former partner of Parafi Capital crypto investments
- Applovin - Tech platform for the promotion and distribution of mobile apps
- Synthetix
- Binance
- Fractal Network
- Perion DAO
- HyperEdge
- Shima Capital
- Coinmarketcap
- Coinlist
- Illuvium
- ByBit



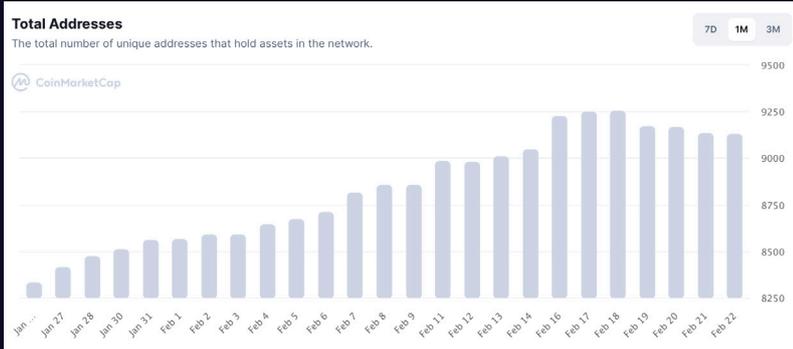
# Social Data

## Number of Followers / Subscribers



Number of #Synners joined the Discord server, as of Feb 17, now almost pushing through 250k. This number has been rising steadily since the beginning of the Discord server in October.

The total Addresses that hold \$SYNR have reached over 9000 wallets, showing excitement in the crowd.



## Trending Topics

MobLand's Copper Launch Auction kicked off on the 21st of January, where they offered 5% of total \$SYNR supply. It raised over \$16.5 million, 47% (235.64m) of the Auction allocation was sold, a total of 4,555 SYNR holders just from the Auction, and the price at the end of the auction was %0.073. There are some tweets complaining about the ridiculously high gas fees, which may be the cause of people changing their mind about buying SYNR.

Staking pools have been live since 9th Feb for a 10% of the total SYNR supply, and the SYNR are listed on Uniswap.

February 17th, 2022, SYN CITY changed their identity to MOBLAND. This was because there was a lot of buzzing news around Frank Miller, who alleged trademark infringement of Sin City. They have hired Paul Hastings as their legal representation, but at the end they have decided to evolve into a new identity; MOBLAND. However, there will be no change to the token name and contract (SYNR) due to this change.



## Social Sentiments



There has been a lot of media coverage throughout social media, mainly on Reddit and Twitter. Looking at the trend, there is a solid community backing up this game who are regularly talking about it in social media. There was a significant jump on January 24th, 2022, where the talk was all centered on the Copper Launch Auction and the start of the listing on Uniswap.

## Key Media and Social Links

### Key Media and Social Links

Platform	Members / Followers	Links
Website		<a href="https://mob.land">https://mob.land</a>
Whitepaper		<a href="https://derace.gitbook.io/derace/">https://derace.gitbook.io/derace/</a>
Roadmap:		<a href="https://derace.com/about#roadmap">https://derace.com/about#roadmap</a>
Discord	237.8K	<a href="https://discord.com/invite/MobLand">https://discord.com/invite/MobLand</a>
Twitter	191.4K	<a href="https://twitter.com/MobLandHQ">https://twitter.com/MobLandHQ</a>
Telegram (Community)	82.9K	<a href="https://t.me/SynCityHQ">https://t.me/SynCityHQ</a>
Telegram (Announcement)	45.1K	<a href="https://t.me/MobLandAnnouncements">https://t.me/MobLandAnnouncements</a>
Medium		<a href="https://medium.com/@MOBLANDHQ">https://medium.com/@MOBLANDHQ</a>



# Roadmap



The roadmap for MobLand is short and to the point. The developers seem to be on track with most of the goals that they have set out.

Some notable milestones include:

## Phase 1:

- Site/Social Live
- NFT Presale completed on Binance
- Token IDO
- Late January 2022 - Game Module V1 Live (Staking)
- Q1 2022 - Marketplace Live (Yet to be launched)

## Phase 2:

- Full Game Launch (at undisclosed date)
- More content / Universe Integration
- Farming / Game DeFi
- Guild War
- Game V2 Mobile / Web Launch
- More Centralized Exchange listing

## Phase 3:

- Country War / Global Tournament
- Resource Trading
- SYN Metaverse



# GAMELABS

NFT GAMING RESEARCH AND INVESTMENT

## COMPANY INFO

[Homepage](#)

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

## Newsletter

[Gamelabs on Substack](#)

## CEO Michael Hensel

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