



# **NFT Gaming Report**

**1-15 February 2022**



**GAMELABS**

NFT Gaming Research & Investments Ltd

CONFIDENTIAL

Copyright. All rights reserved. GameLabs Ltd., 2022



**GAMELABS**

NFT Gaming Research & Investments Ltd

# Table of Contents

|                                                |    |
|------------------------------------------------|----|
| <b>Disclaimer</b>                              | 5  |
| <b>Crypto Gaming Landscape</b>                 | 6  |
| <b>Gaming Launchpads Overview</b>              | 7  |
| 1. Seedify                                     | 8  |
| 2. GameFi                                      | 10 |
| 3. Gamestarter                                 | 12 |
| 4. Enjin Starter                               | 14 |
| 5. Blokpad                                     | 16 |
| 6. StarLaunch                                  | 18 |
| <b>Gaming Launchpad Highlight: Seedify</b>     | 20 |
| <b>Gaming Guilds Overview</b>                  | 23 |
| 1. Yield Guild Games                           | 24 |
| 2. Merit Circle                                | 26 |
| 3. Good Games Guild                            | 28 |
| <b>Metaverse Overview</b>                      | 32 |
| 1. The Sandbox                                 | 33 |
| 2. Decentraland                                | 35 |
| 3. Wilder World                                | 37 |
| 4. Bloktopia                                   | 39 |
| <b>Utilities &amp; Infrastructure Overview</b> | 42 |
| 1. Enjin                                       | 43 |
| 2. Immutable X                                 | 45 |
| 3. Phantasma                                   | 48 |
| 4. Ultra                                       | 52 |





**GAMELABS**

NFT Gaming Research & Investments Ltd

|                                                               |     |
|---------------------------------------------------------------|-----|
| <b>Utilities &amp; Infrastructure Highlight Report: Ultra</b> | 55  |
| <b>Games Overview</b>                                         | 61  |
| <b>Thetan Arena</b>                                           | 62  |
| Project Overview                                              | 65  |
| Game Tokenomics                                               | 69  |
| NFT Assets                                                    | 71  |
| Hero Rental                                                   | 75  |
| Profitability Calculations                                    | 76  |
| Roadmap and Milestones                                        | 78  |
| Team                                                          | 79  |
| Investors and Partners                                        | 79  |
| Token Allocation                                              | 80  |
| DEFI Liquidity and Staking                                    | 81  |
| Social Signals                                                | 82  |
| Trending Topics                                               | 82  |
| Social Sentiment                                              | 83  |
| Key Media and Social Links                                    | 84  |
| Game Play Recap and Project Quick Take                        | 84  |
| <b>The Sandbox</b>                                            | 87  |
| Project Overview                                              | 90  |
| Game Tokenomics                                               | 92  |
| NFT Assets                                                    | 94  |
| DEFI Liquidity and Staking                                    | 103 |
| Roadmap and Milestones                                        | 105 |
| Team                                                          | 108 |
| Investors and Partners                                        | 110 |
| Partnerships                                                  | 111 |
| Token Allocation                                              | 112 |
| Token Release Schedule                                        | 113 |
| Social Signals                                                | 113 |
| Social Sentiment                                              | 116 |
| Key Media and Social Links                                    | 116 |
| Game Play Recap and Project Quick Take                        | 117 |





**GAMELABS**

NFT Gaming Research & Investments Ltd

|                                               |     |
|-----------------------------------------------|-----|
| <b>MonkeyBall</b>                             | 119 |
| Project Overview                              | 121 |
| Game Tokenomics                               | 124 |
| DEFI Liquidity and Staking                    | 127 |
| Roadmap and Milestones                        | 127 |
| Team                                          | 128 |
| Investors and Partners                        | 130 |
| Token Allocation                              | 130 |
| Token Release Schedule                        | 132 |
| Social Signals                                | 132 |
| Trending Topics                               | 133 |
| Social Sentiments                             | 133 |
| Key Media and Social Links                    | 134 |
| <b>Game Play Recap and Project Quick Take</b> | 134 |
| <b>GameLabs Top 15 Watchlist</b>              | 136 |
| <b>Events calendar</b>                        | 137 |
| <b>Preview of the Next Issue</b>              | 139 |
| <b>Appendix</b>                               | 139 |
| <b>Ratings Criteria</b>                       | 139 |
| The Hype Rating                               | 139 |
| The Quality Rating                            | 140 |
| The Roadmap Rating                            | 140 |
| The Fun Factor Rating                         | 140 |
| The Team Rating                               | 140 |
| The Investors and Partners Rating             | 140 |
| Terminology                                   | 141 |



# Disclaimer

## DON'T SKIP THIS PART

**Gamelabs' NFT Gaming Report is a research report on the NFT gaming industry that's intended for educational purposes only. The information in the report is based on our own views and experiences in the crypto and NFT gaming markets. IT'S NOT FINANCIAL OR LEGAL advice.**

We, as Gamelabs Ltd, are neither financial nor legal advisers. We are a team of gamers, researchers, educators and writers. We intend this research report to be a starting point for many of you to do your own due diligence. The decision to invest in the projects we mention in this report is entirely up to you.

We don't provide any financial or investment advice. Neither do we take anyone's personal circumstances into consideration when discussing investments. We, as GameLabs Ltd, are not registered as an investment advisor or broker-dealer in any jurisdiction.

If you're investing in cryptocurrencies, know that these assets are extremely volatile and high risk. There isn't any requirement or obligation for you to invest in anything. If you choose to invest, you're doing it at your own risk.

Don't invest money you can't afford to lose. If you're going to invest, talk to your financial and legal advisers first. Learn about all the risks involved when making an investment before spending your money.

The information in this research report is time-sensitive. Crypto markets are volatile and change

fast, so keep this in mind when going through this report. We accurately research, test and represent every project contained in this report, including their potential for generating income. HOWEVER, any ROI calculations within this report can change at any time due to the constantly changing market conditions.

If you make an investment based on this report, you have to accept full responsibility for any profits or losses you make. As with any investment, results may vary and will be based on your experience, level of sophistication and rationality. There are always some unknown risks with any investment.

We won't accept any liability for any loss or damages, including but not limited to any loss of profit that may arise directly or indirectly as a result of following the information contained within this report.

Any use of our information and services should be based on your own due diligence, and you agree that GameLabs and its employees are not liable for any success or failure of your investments that are directly or indirectly related to the purchase and use of our information contained within this report.

The information contained within this report is based on our views and experiences in the crypto and NFT gaming markets and does not constitute financial or investment advice.

Thank you for taking the time and reading this disclaimer.



# Crypto Gaming Landscape

**There's a lot of excitement surrounding NFT games and the Metaverse due to the recent success of [Axie Infinity](#). It has allowed people in the Philippines to earn a full-time income simply from playing this game. A 22-year-old Filipino bought two houses from the money he made by playing Axie. And that was during a worldwide pandemic.**

While people can't expect to earn this much money from most current play-to-earn games, Axie shows the immense potential of crypto gaming. The entire space is just in its infancy, so there's still time before we hit mass adoption. That's what makes it so exciting.

One of the major problems that currently prevent mass adoption is that most play-to-earn games have a barrier to entry. Typically, people will have to buy some NFTs that represent in-game characters to play. Most of the NFTs are built on the Ethereum blockchain, so people will be paying gas fees that can reach over \$100.

Spending this amount of money just to play a game is not possible for most gamers. There are a few working solutions right now, most notably, scho-

larship programs, some of which we will discuss in this report. These programs allow current players to lend their NFTs to non-players in exchange for a percentage of their earnings.

The scholarship programs are very popular among young people in third world countries because the scholarships provide them with a unique opportunity to earn additional money from playing a game.

NFT games allow players to have complete ownership of their in-game assets because each item is recorded on the blockchain. This is a major shift from the traditional gaming model where players buy a game, in-game skins and items but can lose them if they lose their account.

NFTs are the cornerstone of the Web3 movement that allows users to actually own their data and earn from their participation in games. Crypto gaming is one of the biggest niches within Web3, but there are a lot of scammers out there who want to take advantage of this movement.

**That's why it is important to do your own research before investing in the latest crypto trends. With this report, we aim to give you valuable information about the crypto gaming space. Read on to learn about some of the most promising projects.**



# Gaming Launchpads Overview

A gaming launchpad is a platform that allows people to invest in initial game offerings (IGOs.) Think of an IGO as an IPO for crypto NFT games. You get a chance to invest in these games before they are listed in exchanges. This allows you to make a good return on your investment.

To invest via a launchpad, you'll need a specified amount of its native tokens. Based on the amount of tokens you have, you'll get an allocation for each project. Most launchpads have an NFT marketplace where you could trade in-game NFTs.

Most recently, gaming launchpads have been on the rise because of the crypto gaming bull market following the Facebook Meta announcement. Not only that, but launchpads give you a way to get a good ROI - something you wouldn't get from the top 10 altcoins.

Here are the 6 best launchpads that allow you to invest in IGOs.

---

If you are a US citizen, you don't have an opportunity to invest into the launchpads early (regular KYC is required). If you need our help with that you can contact us at **[launchpads@gamelabs.ltd](mailto:launchpads@gamelabs.ltd)**.

---

# 1. Seedify

**Seedify** (SFUND) is currently the biggest gaming launchpad. It was founded in 2021, and it was built on the Binance Smart Chain (BSC), so people won't have to pay hefty gas fees. Since its creation, Seedify has helped launch more than 30 crypto games. One of their successful IDO's has been **CryptoMeda** with 185x ROI.

**Seedify** was created to overcome some of the challenges facing crypto based start-ups when applying for traditional VC based funding. This is part of what makes Seedify Unique, in that it has a community driven seed funding model managed through the Seedify.fund DAO. The Seedify incubator is also managed through the DAO and driven by the community, where various expert communities are incentivized, through reward mechanisms in the Community Involvement Programs, for their project participation and support.

Token holders who stake their SFUND tokens are also rewarded with tokens from each incubated project. The number of tokens awarded to each SFUND token holder is determined by the number of SFUND tokens each holder has staked and for how long they have staked them. Allocation and distribution is done on a monthly basis.



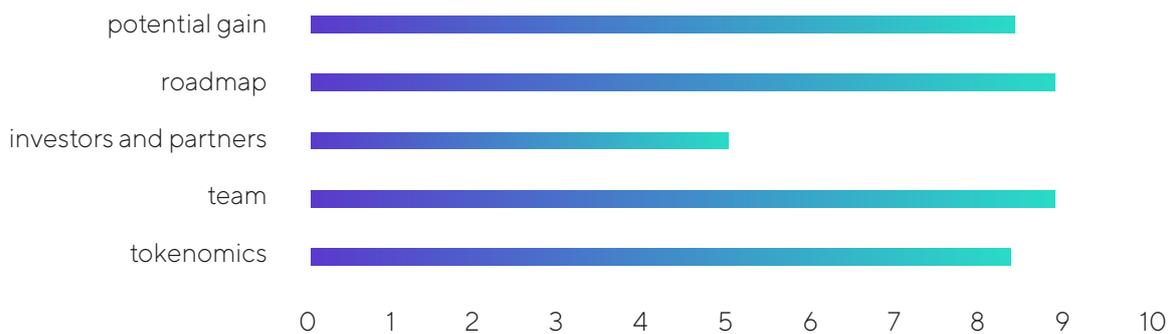
**OUR OPINION // SEEDIFY**

Since its successful pivot to being a blockchain gaming focused incubator and launchpad Seedify has seen consistent growth in every aspect. Seedify is currently the leading blockchain gaming launchpad and in our opinion **a good accumulation zone for the SFUND token is between \$5.05 and \$7.38.**

Token Symbol: **SFUND** | Chain: **BSC** | Exchange: **KuCoin, Gate.io, BKEX**

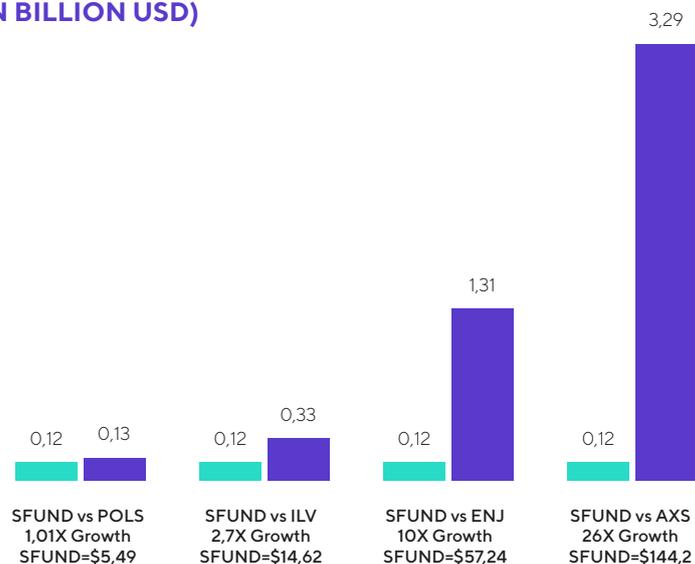
Short Term Investment: **Yes** | Long Term Investment: **Yes**

Price: **6.28 USD** | Market Capitalization: **154.357.327 USD**



**Potential Gain through market cap comparison:**

**GROWTH POTENTIAL THROUGH MARKET CAP COMPARISON (IN BILLION USD)**



## 2. GameFi



**GameFi** (\$GAFI) is a launchpad created by the same lab that was behind the Red Kite launchpad - one of the biggest IGO launchpads. It's also built on BSC. Since its creation, it has launched more than 15 games. One of their most successful IGOs was **DeRace**, delivering 78.41x ROI.

GameFi has adopted a slightly different tier system for its users. People will have to stake their \$GAFI tokens to get an allocation. One \$GAFI is worth \$63 at the time of writing this report.

### **It has four tiers:**

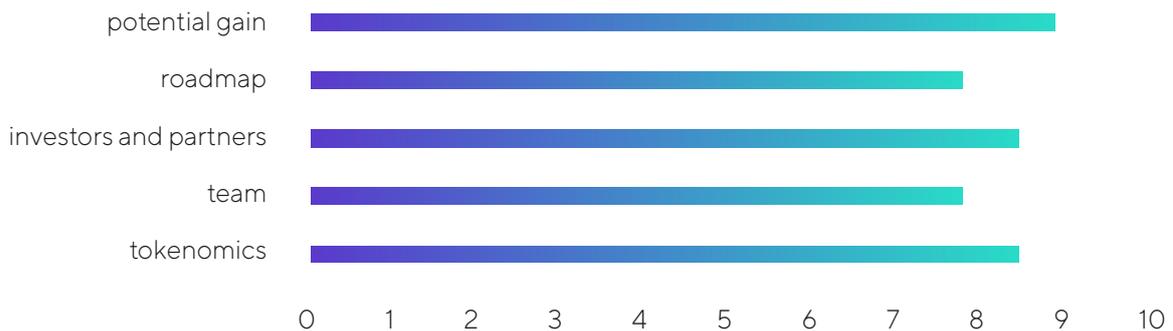
- RookiE - stake at least 20 \$GAFI to get \$60 max allocation.
- Elite - stake at least 100 \$GAFI to get \$300 max allocation.
- Pro - stake at least 500 \$GAFI to get \$700 max allocation.
- NFT holder - people need to hold the legendary NFT card, and will get 20% of the entire pool in guaranteed allocation.



### OUR OPINION // GAMEFI

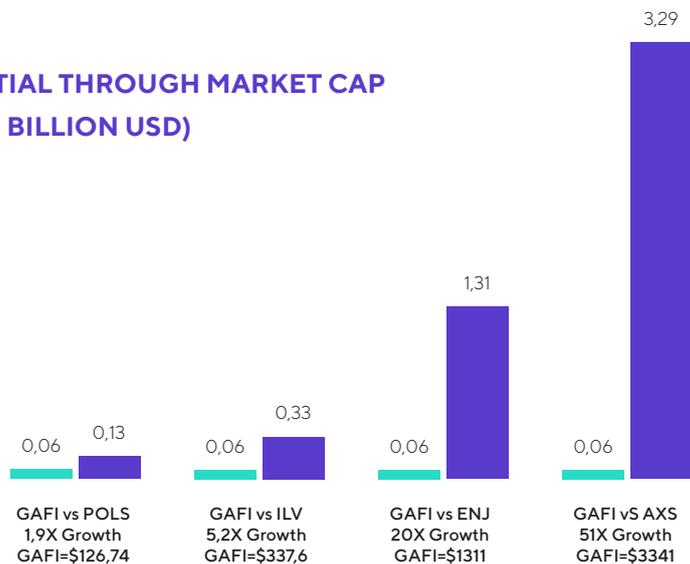
As the first Initial Game Offering (IGO) specific platform GameFi has quickly established itself as the leading gaming launchpad. In our opinion **anyone looking to accumulate this token should look to do so between \$64.95 and \$77.90 a token**, given its longer term prospects. As with all the projects in this category more competitors are constantly coming to market and we therefore feel that GameFi, with its first mover advantage, needs to be part of any gaming launchpad portfolio.

Token Symbol: **GAFI** | Chain: **ETH, BSC, MATIC** | Exchange: **Gate.io, KuCoin, Pancake**  
 Short Term Investment: **Yes** | Long Term Investment: **Yes**  
 Price : **63.17 USD** | Market Capitalization : **63.071.292 USD**



When assessing GameFi from an ROI perspective it currently ranks amongst the top 5 most profitable platforms across all launchpads, not just gaming launchpads, according to data from crypto-rank.

### GROWTH POTENTIAL THROUGH MARKET CAP COMPARISON (IN BILLION USD)



### 3. Gamestarter

**Gamestarter** is more than a gaming launchpad. It offers a complete gaming ecosystem by providing gamers and users with an IGO launchpad, an NFT platform, and a marketplace. Gamestarter is built on the Polygon network and will be part of the Polygon gaming studio. This studio is behind blockchain games like **Crypto Fight Club** and **Dark Frontiers**.

To participate in an IGO, people need to buy Gamestarter's native \$GAME token (worth \$0.65.) Here are the different tier levels:

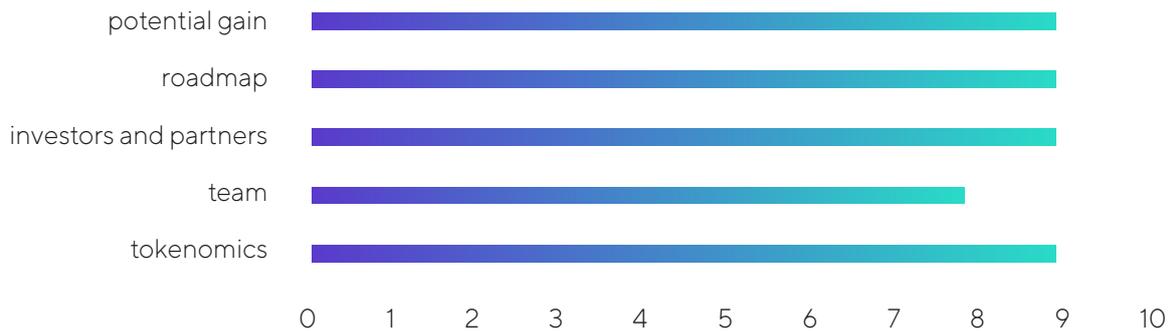
- Lottery - Between 750-2,500 \$GAME to be locked for 5 days to get 1-2x the allocation size.
- Guaranteed - Between 5,000-60,000 \$GAME locked for 5 days to get 2-28x the allocation size depending on the investment.
- Legendary - Between 100,000-150,000 \$GAME locked for 3-6 months to get 32x the allocation size.



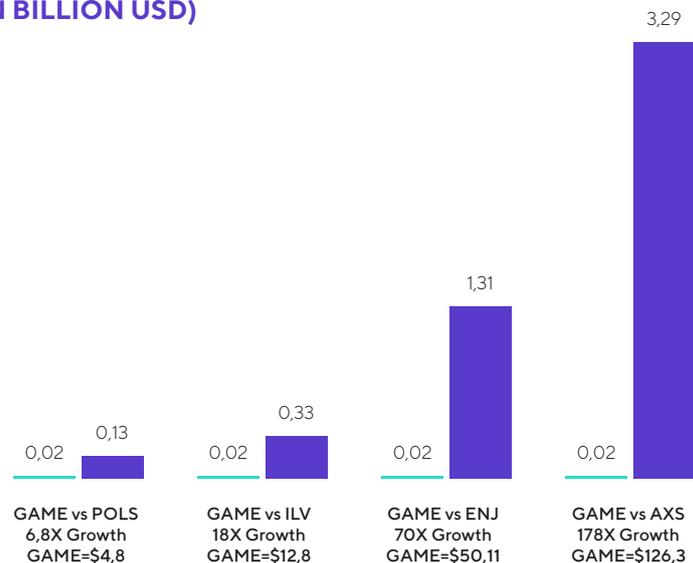
**OUR OPINION // GAMESTARTER**

Gamestarter is currently the only gaming launchpad avoiding the usual product pre-sell or token sales model and instead providing a crowdfunding type model, we believe this caters for a different creator and consumer market. **Anyone looking to accumulate this token should look to do so between \$0.57 and \$0.75 a token.**

Token Symbol: **GAME** | Chain: **ETH, BSC, MATIC** | Exchange: **Pancake, Uni, Gate.io** Short Term Investment: **Yes** | Long Term Investment: **Yes**  
 Price : **0,659 USD** | Market Capitalization : **17.314.455 USD**



**GROWTH POTENTIAL THROUGH MARKET CAP COMPARISON (IN BILLION USD)**



## 4. Enjin Starter



**Enjin Starter** is an IGO launchpad built on top of Enjin's Jumpnet. Because it's built on the Jumpnet, Enjin Starter doesn't have any gas fees for transactions, yield farming or minting NFTs.

The same team that has built Enjin is also working closely with Enjin Starter, so there's a lot of crypto gaming experience behind this project.

To participate in an IDO on Enjin Starter, people have to hold its native \$EJS token (worth \$0.12.)

### **Here are the different tiers:**

- **Community** - hold at least 1250 \$EJS to participate in the community pool, which is on a first comes first serve basis.
- **Tier 1** guaranteed allocation (Universe) - A minimum of 25,001 \$EJS in the same wallet, and the tier weight is 25.
- **Tier 2** guaranteed allocation (Metaverse) - At least 100,001 \$EJS in the same wallet to get 125 tier weight.
- **Tier 3** guaranteed allocation (Multiverse) - Hold 500,001 \$EJS in the same wallet to get 700 tier weight.

We suggest holding all \$EJS in the same wallet, to get better allocation.



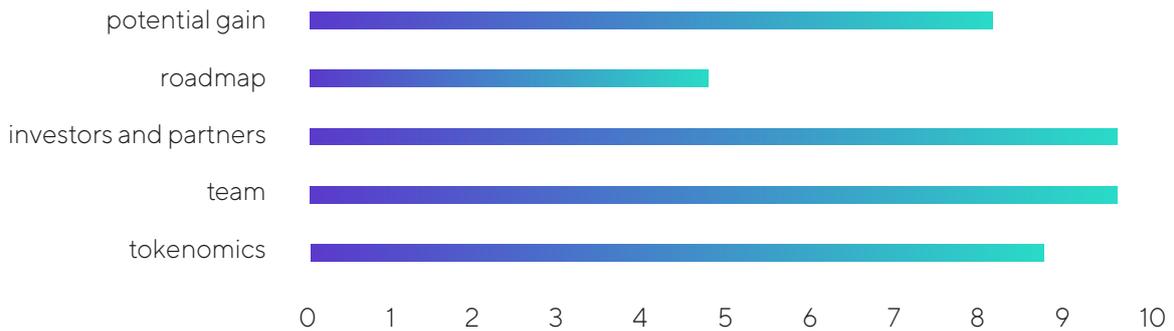
**OUR OPINION // ENJIN STARTER**

Due to Enjinstarters tightly integrated relationship, both from a technical and advisory perspective, with Enjin combined with their strong founding team and their very impressive list of VC and Angel investors, Gamelabs believes strongly in the future success of this project.

Token Symbol: **EJS** | Chain: **ETH, Binance, SOL** | Exchange: **Uni, MEXC Global**

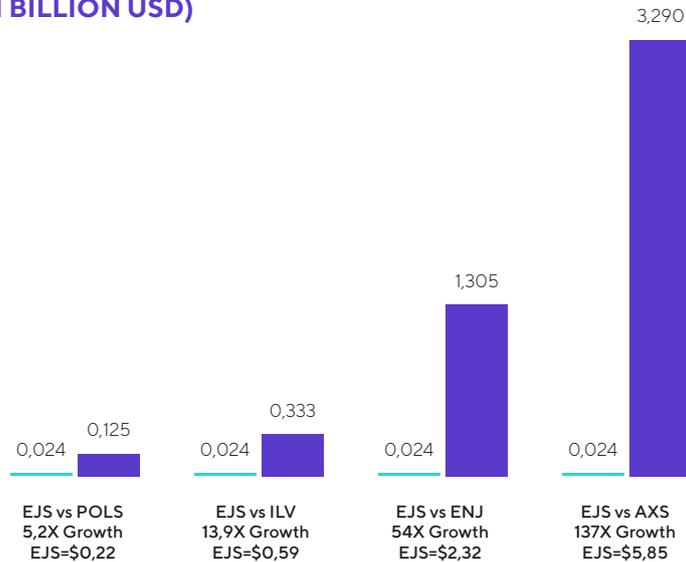
Short Term Investment: **Yes** | Long Term Investment: **Yes**

Price : **0,04 USD** | Market Capitalization : **23.976.130 USD**



**Potential Gain through market cap comparison:**

**GROWTH POTENTIAL THROUGH MARKET CAP COMPARISON (IN BILLION USD)**



## 5. Blokpad



**Blokpad** is the launchpad of **Bloktopia** - a metaverse game that had one of the most successful IGOs in 2021. The first project from this launchpad is **Sidus Heroes**, an RPG game. The IDO started on December 14th, so we will see the potential ROI. There's a lot of excitement around this game, so it looks promising. Yet to be seen? Rephrase to make more sense.. „at a later date“ perhaps

To participate in Blokpad's launches, people need to stake Bloktopia's native token \$BLOK for 30 days. One \$BLOK = \$0.03.

### Here are the different tier levels:

#### 1. Lottery

- 25,000 \$BLOK for a 10% chance of winning the lottery.
- 50,000 \$BLOK for a 25% chance of winning the lottery.
- 100,000 \$BLOK for a 50% chance of winning the lottery.

#### 2 Guaranteed allocation

- 125,000 \$BLOK to get 2x the allocation size.
- 200,000 \$BLOK to get 3x the allocation size.
- 375,000 \$BLOK to get 6x the allocation size.
- 750,000 \$BLOK to get 14x the allocation size.
- 1,250,000 \$BLOK to get 22x the allocation size.
- 1,550,000 \$BLOK to get 28x the allocation size.



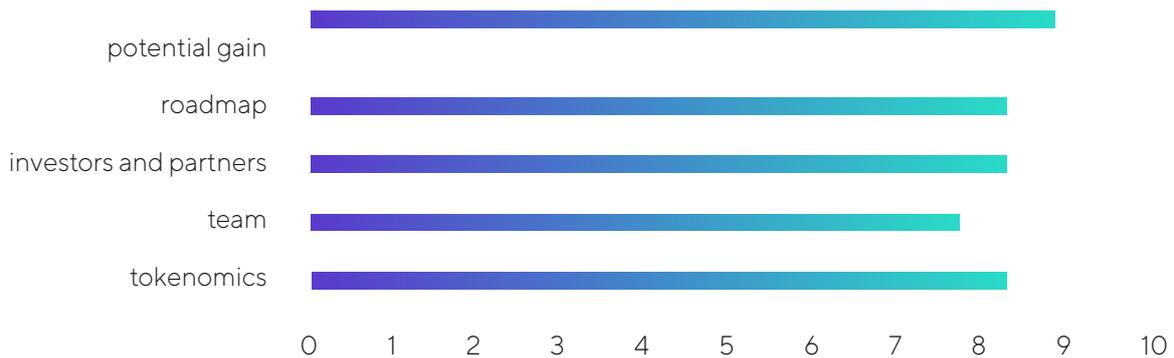
**OUR OPINION // BLOKPAD**

The slightly unique approach of Blokpad being tightly integrated with the Bloktopia platform itself provides an increased revenue growth potential. At Gamelabs we feel this combination positions the BLOK token well for growth alongside the continued growth of blockchain gaming. **In our opinion acquiring the token anywhere between \$0.0242 and \$0.0322 a token** has the potential for significant ROI.

Token Symbol: **BLOK** | Chain: **MATIC** | Exchange: **OKEx, KuCoin, Gate.io**

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

Price : **0,029 USD** | Market Capitalization : **242.910.887**



**Potential Gain through market cap comparison:**

vs ILV = 1.42x (BLOK = 0.09 USD) - BLOK ATH price has already surpassed this price by nearly 2x.

vs ENJ = 4.95x (BLOK = 0.30 USD) - GameLabs are very confident BLOK can reach this price level.

vs AXS = 13.82 x (BLOK = 0.84 USD) GameLabs consider this price level a realistic possibility long term

vs ETH = 938.42x (BLOK = 56.49 USD)



## 6. StarLaunch



**StarLaunch** is an IGO launchpad, the first on the Solana network. StarLaunch has just had its first IGO, launching MonkeyBall, a fascinating soccer game we are reviewing further in this report.

StarLaunch has a slightly different system for allowing people to participate in an IGO. First, people need to buy and stake its native token \$STARS. They have two staking options:

- Only staking.
- Staking and locking.

Then the \$STARS people hold will transform into the secondary token Hydrazine \$N2H4. This is the token that people can allocate to IGOs. If \$STARS are only staked, they will be burned in 90 days, giving people Hydrazine. If they stake and lock \$STARS, they will keep their \$STARS while earning \$N2H4. The locking period is 90 days. One \$STARS = \$2.72

The allocation will be based on the amount of Hydrazine people hold as a percentage of the total \$N2H4 burned by all participants. Once the Hydrazine is burnt, people won't be able to recover it.

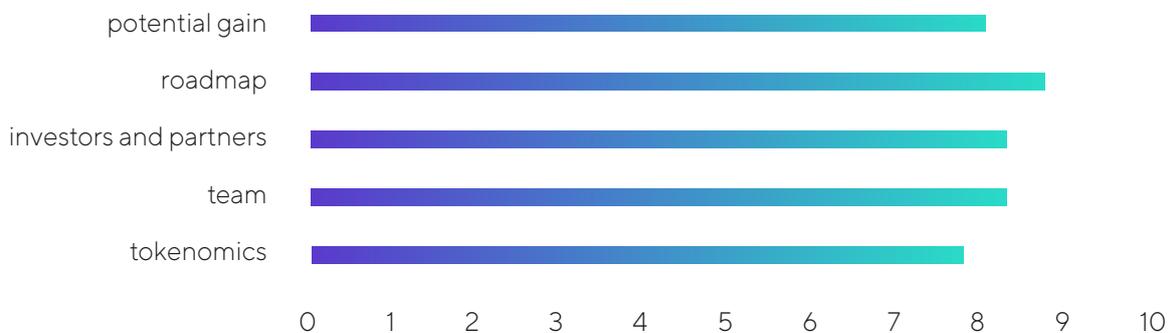


**OUR OPINION // STARLAUNCH**

As the first insured IDO launchpad on the fast growing Solana network, StarLaunch is well positioned to be a leading IDO launchpad in the crypto space as a whole. It is early days for Starlaunch and we believe this project still has significant upside in terms of growth, given the current crypto market conditions **we would recommend acquiring STARS tokens anywhere below \$4.08 a token.** This could change rapidly though should the crypto market move up again soon

Token Symbol: **STARS** | Chain: **SOL** | Exchange: **FTX, Raydium, Serum DEX**  
 Short Term Investment: **Yes** | Long Term Investment: **Yes**  
 Price : **2,72 USD** | Market Capitalization : **Not Available**

„The goal of Starlaunch is to connect their community of backers with trusted and thoroughly vetted Solana Blockchain projects. The reason they went with the Solana ecosystem is because it’s scalable, predictable, affordable and blazing fast. They believe in layer 1 rather than layer 2 being



**Potential Gain through market cap comparison:**

vs POLS = 4.06x (STARS = 33,62 USD) Gamelabs feels, despite this project only launching a few weeks back, it has already shown potential to grow beyond this price point.

vs ILV = 10.55x (STARS = 87,35 USD)

vs ENJ = 41.48x (STARS = 343,45 USD)

vs AXS = 103.66x (STARS = 858,30 USD)

***Read the full report  
at Gamelabs***

