

# GAMES

## Zed Run



**Project Name:** ZedRun

**Developer:** Virtually Human Studio

**Developer's website:** <https://www.vhslab.com/>

**Game Platforms:** PC to start

**Game Engine:** Unreal Engine

**Project Status:** Complete

**Beta/Alpha:** Completed

**Release Date:** Version 1 Released

**Game Type:** Racehorse Platform, Horse Racing, Breeding;

**Genre:** NFT Based Horse Racing Game;

**Similar Games:** DeRace, Pegaxy;

**Single Player:**

- Horse breeding (NFT breeding);
- Horse racing;
- Tournament;

**Leagues/Guilds:** 118 NFTs are owned by YGG;

**Project Size:** Large;

**Game Elements:**

- Horses NFTs;
- Stable;
- Tournament;
- Spectators;
- Horse Racing;
- Breeding NFTs;

**NFTs:**

- Horses on Polygon (MATIC) Network;

**NFT Abilities:**

- Genetically calculated Horse NFTs;
- Main stats: Bloodline, breed type, genotype, coat color, and gender;
- Appearance: Full body color. All horses are one-of-a-kind.;
- Bloodline, breed type and genotype are the most important factors for performance;
- Rent-a-horse to other players for breeding;
- Join matches and tournaments;



**NFT Evolution:**

- Breeding Horses (Two NFTs to create a third);
- Leveling up Class

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

- Selected matches have a winning pot. Only 1st, 2nd and 3rd positions win rewards;

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

- Breeding and selling Horse NFTs;
- Racing the Horses;

**Player Profitability:**

- Horse NFT prices range from \$15 to \$225,000.
- Horse Race entry fees range from \$2.50 to \$500.00
- First place in the race pays 6x the entry fee (\$15 to \$3,000)
- Second place in the race pays 2x the entry fee (\$5 to \$1,000)
- Third place in the race pays 1x the entry fee (\$2.50 to \$500.00)

Horses are unlikely to win every race. Their chances to win, depends on their traits combined.

There are many variables to consider there, but to provide an example:

A Horse valued at \$1,000 can potentially reach ROI in a handful of races and then start making profit. If it takes part in a \$500 race and wins, it will reach ROI and provide 2x profit. If it places second, it will have reached ROI and will start making profit in the following races.

The statistical probabilities for the horse in our example to win, is purely hypothetical, as it's chances depend largely on its various traits and abilities, as well as those of the NFT horses it is competing against in the race.



### OUR OPINION // ZED RUN

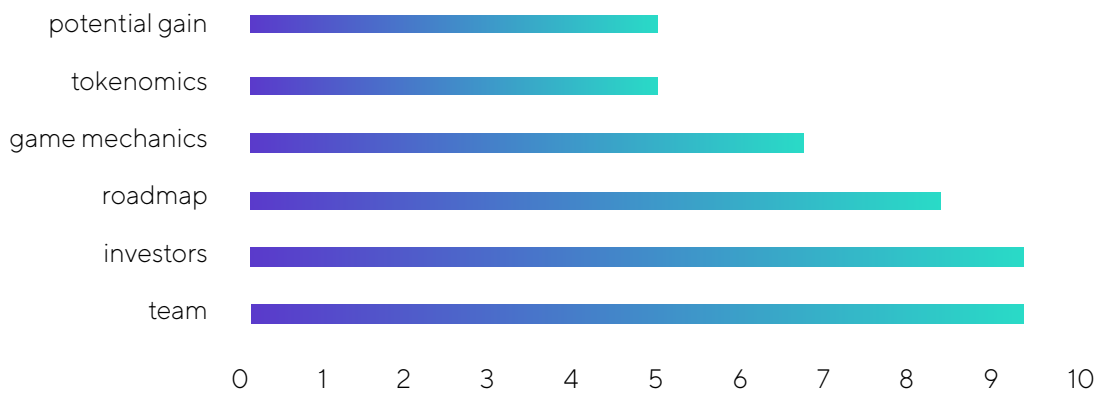
Zed Run is the most developed and played of the three horse racing NFT-games, having already held over 1.2 million races. The Zed Run team has the proven track record and necessary experience required to produce a successful product. They have a large and consistently growing community after three years of development. Zed Run is a niche racing game, with complex breeding and bloodline programs not a casual game but one that rewards skill and gameplay mastery.

Backed by some of the largest VCs in the crypto investment industry they have successfully raised a total of \$20M . Partners include the likes of nascar, Netflix and Decentraland to name a few. The only downside is that **ZedRun have not yet launched their token, thus we have no view on an ideal accumulation price range.**

Token Symbol: **Not Available** | Chain: **Not Available** | Exchange: **Not Available**

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

Price : **Not Available** | Market Capitalization : **Not Available**



**Potential Gain through market cap comp This game has no token, so there is no chart for it.**



# Gameplay Analysis & NFTs

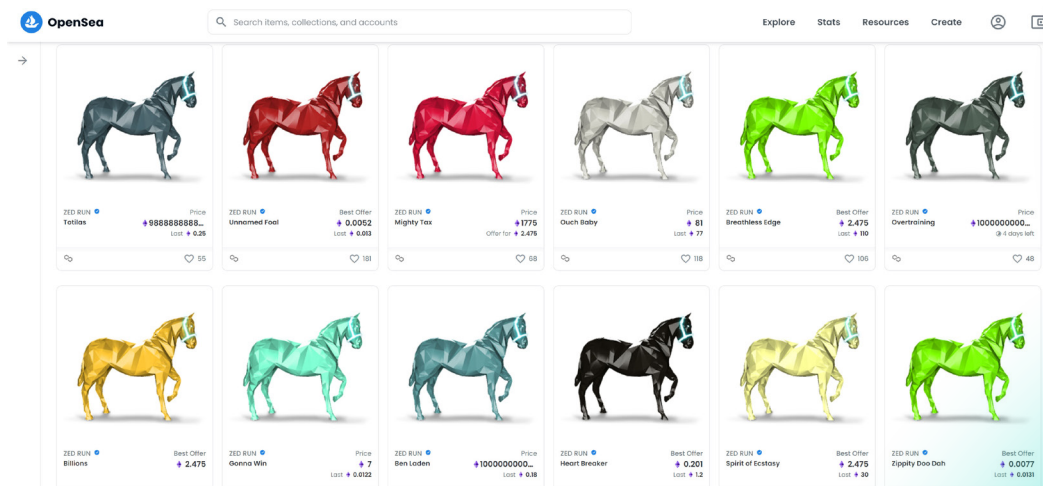


ZedRun is a blockchain-based NFT horse racing game where users can own, breed, and race digital racehorses 24/7 against other players or rather horse owners from all over the world. Using blockchain and cryptocurrency technologies, ZedRun allows users to experience the same benefits of owning a thoroughbred racehorse in real life.

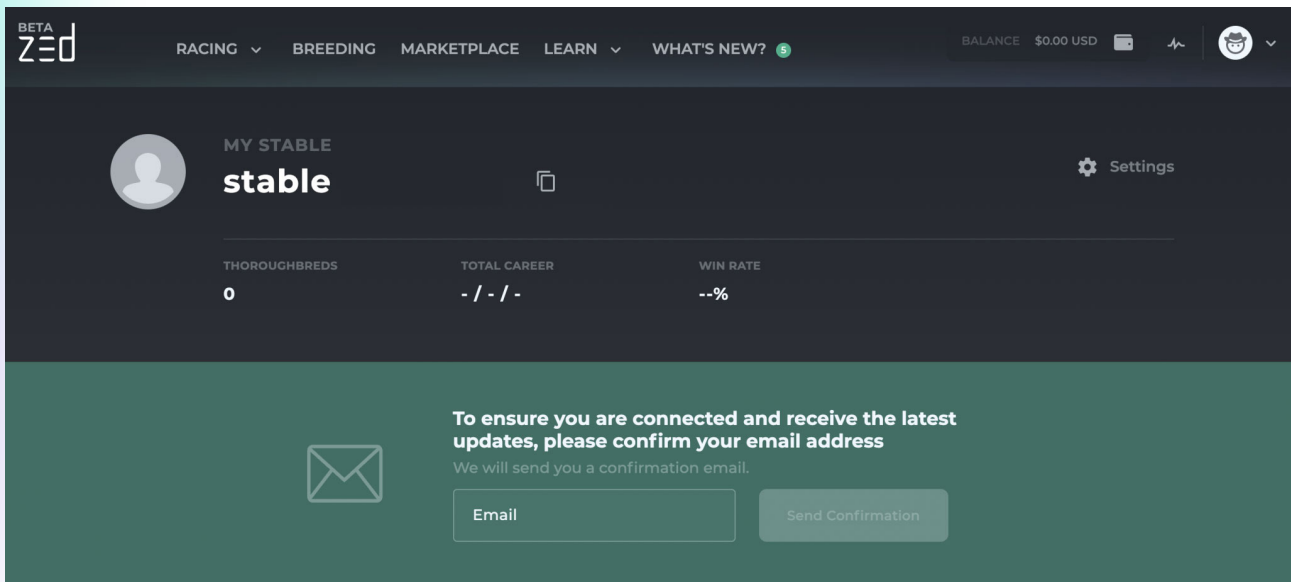
## Owning a Horse and building a stable

Owning a horse is a way to enter the ZedRun Platform. Currently, ZedRun horses are for sale on the OpenSea marketplace platform for Ethereum.

First-time owners of newly minted horses are able to name their horses. Once a horse has been named it can not be renamed, even if they are sold to a new owner. Should an original owner sell a horse without naming it, then in that circumstance the new owner will be entitled to name the horse.



The next step is to build a stable, it's free to make one and it's available on the ZedRun website.



## Racing a Horse

1. Go to zed.run and login
2. Go to the Racing tab and select Events
3. You can choose to view the available events by clicking on a Class and from there, view the available options for distances and fees
4. Once you select your race, pick a gate and select your racehorse.
5. Once that race fills, it will move to the Next to Run tab.

ZedRun has also released its own wallet, which runs on the Polygon chain, enabling fast transactions and low gas fees.

There are 2 types of races, free races, and paid races. If you participate in a free race, you can see how your racehorse fares over different distances and against other racehorses. While tournaments are live, free races can sometimes also count toward qualification.

In the paid races, if your racehorse finishes 1st, 2nd, or 3rd, the winning rewards will be automatically paid out to you. However, the paid race also has an entry fee to enter, it ranges from \$2.50 up to \$500. Prizes are based on the entry fee and are a multiple thereof. Prize money multiplier will be as follows:

- 1st place = 6 X the entry fee
- 2nd Place = 2 X the entry fee
- 3rd Place = entry fee

Once you equipped your stable with a racehorse, visit the ZedRun events page to select any race (free or paid)



| RACES OPEN ⓘ   |                   |              |          |           |              |            |  |
|--|-------------------|--------------|----------|-----------|--------------|------------|--|
| <span>All</span> <span>Griffin</span> <span>Class V</span> <span>Class IV</span> <span>Class III</span> <span>Class II</span> <span>Class I</span> |                   |              |          |           |              |            |  |
| EVENT  | LOCATION          | EVENT TYPE ⓘ | DISTANCE | ENTRY FEE | PRIZE POOL ⓘ | REGISTERED |  |
| Bangalore Derby  | IN · Bangalore    | CLASS V      | 1200m    | Free      |              | 8/12       |  |
| Trondheim Masters  | NO · Trondheim    | CLASS V      | 2400m    | Free      |              | 5/12       |  |
| Kuala Lumpur Grand Prix  | MY · Kuala Lumpur | CLASS III    | 1600m    | Free      |              | 2/12       |  |
| The Dhokla Plate   | IN · Ahmedabad    | CLASS IV     | 2600m    | Free      |              | 6/12       |  |
| Dallas Challenge   | US · Dallas       | CLASS III    | 1600m    | Free      |              | 10/12      |  |
| Leipzig Grand Masters  | DE · Leipzig      | CLASS IV     | 1600m    | Free      |              | 3/12       |  |
| Osaka Champions Cup  | JP · Osaka        | CLASS IV     | 2200m    | Free      |              | 2/12       |  |

Once you select a specific race to join, the next is to nominate your horse and select the race gate. Once you finish the steps, you are registered to race.

Please note, all non-race horses are required to race the Griffin to begin their racing career. Once a horse has completed a Griffin race, it must complete nine (9) Discovery Races. These races are used to determine the class rank for that racehorse, which is then assigned to a specific class when the race is found to be complete. During the races, If a horse's stamina is below 80%, the horse will not be able to participate in a Discovery Race. Once a horse has completed all nine of their Discovery Races and in turn, has been assigned their class (class 1 to 6) they can not compete in another race if they are deemed to be „exhausted“. If an indicator of a Horse's stamina falls below 30% a horse is considered to be exhausted.





In the Discovery class, changes to a racehorse's class rating points are multiplied by three (3) to speed up the detection process. Players will only be able to see their racehorse's class rating after completing all 9 races of the Discovery class.

After completing the discovery races, there are six (6) categories to which horses can be assigned. Once allocated, horses can move up and down between these classes based on where they finish in the race. In ZedRun, class 1 is considered the highest class, and class 6 is the lowest. Find the class details and class ratings in the table below.

For each race, a racehorse enters its class score increases or decreases based on its final position in that race relative to the strength of the competition it competed against.

Racehorses that place in the top 3 finishing positions are awarded points, with more points being awarded for 1st over 2nd and 2nd over 3rd.



**Racing Classes** in ZED RUN consist of the Griffin and Discovery races, as well as an additional six (6) Classes, with each class bringing increased competition and bigger prize pools to race for.

| Class     | Class Rating |
|-----------|--------------|
| Discovery | N/A          |
| Class 6   | 0 - 1379     |
| Class 5   | 1380 - 1439  |
| Class 4   | 1440 - 1499  |
| Class 3   | 1500 - 1559  |
| Class 2   | 1560 - 1619  |
| Class 1   | 1620+        |

In ZED RUN, **Class 1** is the highest rated Class and **Class 6** is the lowest.

Also, remember that not all winning horses are created the same. Some horses can only win consistently in small fee races in lower classes (like Class 4 and 5), while others can dominate in higher-paying races or in higher classes. If you intend to buy a horse with a better chance of winning, you might want to check out their recent races in quick view to see if they have a high probability to continue to do well.

**Ryan Atwood**  
 18:09 Jan 12  
 0x5c04aab294cfb...

|          |           |          |                 |
|----------|-----------|----------|-----------------|
| GEN      | BLOODLINE | GENDER   | COAT            |
| Z6 Elite | Nakamoto  | Colt     | Flex            |
| RACES    | CAREER    | WIN RATE | OFFSPRING       |
| 60       | 11/4/6    | 18.33%   | 0 3 of 3 left ⓘ |

OWNER STABLE: **Graditum Ferociter Racing**    TIME LEFT: 2d 19h 44m    STUD FEE: \$238.36 USD    **Select Mate**

**Please note, ZedRun is a game of statistical probability combined with luck, in other words, no horse wins 100%.** You need to race your horse in order to collect statistical data on your horse to better understand your horse’s ideal racing distance, key performance strength, average speed, and additional statistics so that you better select the races your horse has a higher probability of performing well in.







Once the horse has joined the races, to watch your horse during the racing you can follow these steps:

1. On the Next to Run tab, toggle by my racehorses only to find your race.
2. Click to expand it.
3. Click Watch 3D. You can also watch it in 2D.



If you missed a live event, you can also do the following:

- Go to the results tab in the racing section
- Toggle my horses only.
- Click to expand the race.
- Click Replay
- If you want to see the results immediately, then click Show Results

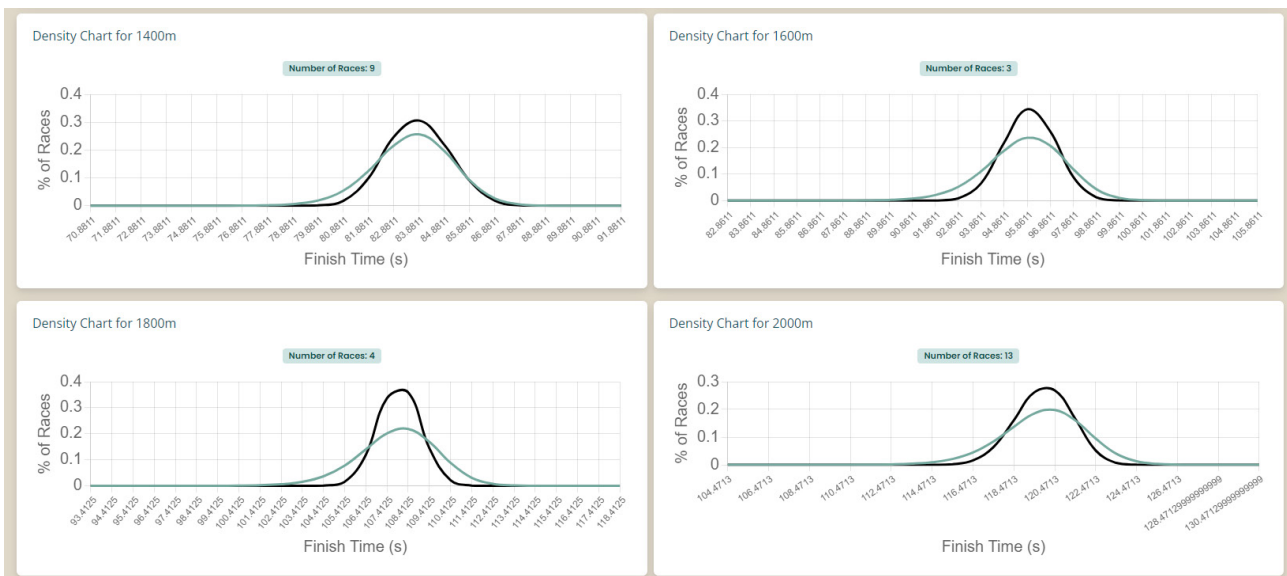


Experienced players have a lot of complex tips for calculating odds and improving the winning rate of the game, including statistical probability, normal distribution, and so forth.

Here are some of the easy tips to win the game:

Make the most of the free and low-fee races to accumulate experience and race performance data to better determine appropriate races to enter. You are permitted to enter a maximum of 3 horses from your stable in 1 free race at a time.

After collecting a certain data set, say about 3-5 races, you can access <https://knowyourhorses.com/>, enter your horse's name to show the statistics of your horse. Using these tools you might understand more about your horse's performance.



Select Odds By Distance to see the race rate data by distance. For example, the NFT horse has the lowest odds ratio in the 1200-1600m range, which means that this is the most suitable race distance for your horse. Therefore you should focus on racing events with this sort of distance in order to improve your probabilities of placing in the top 3 finishers.



## Tournaments



Besides races, tournaments are also an exciting part of the future of the ZedRun race platform. A tournament usually is open for everyone and therefore offers a larger prize pool and provides an additional opportunity to prove that a racehorse is a champion.

Tournaments also bring a lot of benefits to ZedRun players, including:

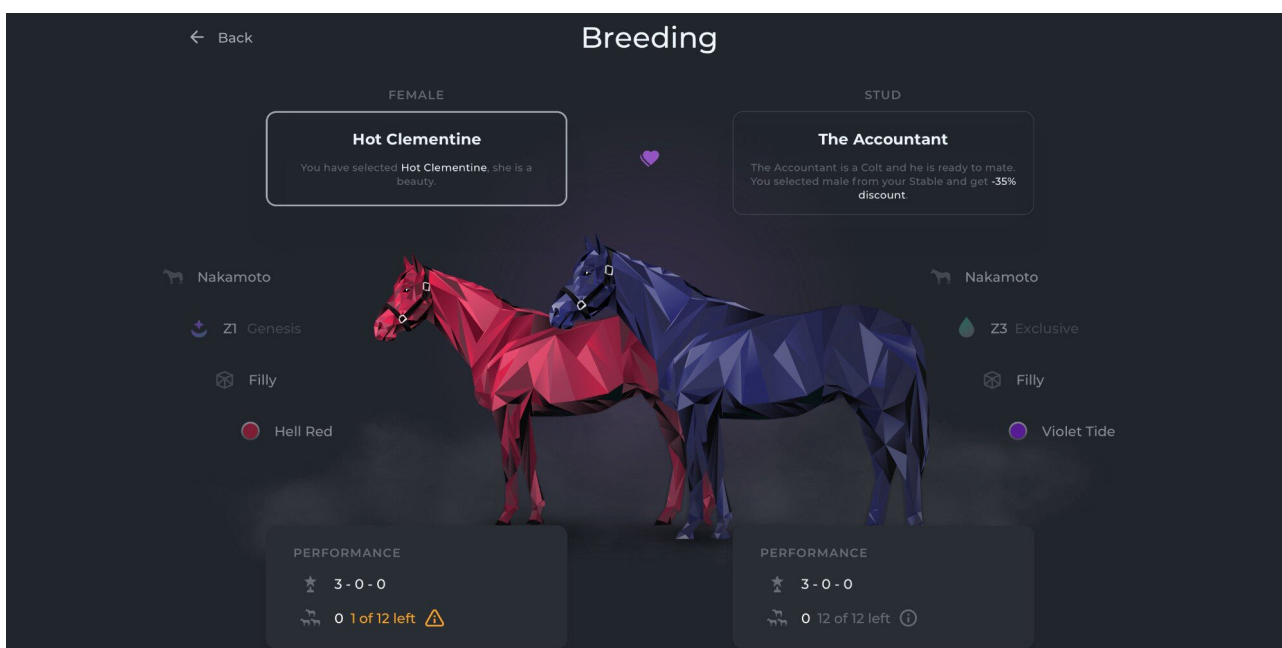
- Better gameplay experience through more strategic race selection
- Accessibility for more stable owners
- Large prize pools
- Increased value and engagement through ongoing participation

On average, daily Tournaments could offer a total prize pool of \$20,000 every single day. There are 3 possible tournaments in which every player could join. Each day, ZedRun promotes a different tournament. Each tournament's format and rules are different from another. As follows:

- Monday: Podium Plate
- Tuesday: Keep On Winning Cup
- Wednesday: Fibonacci Cup
- Thursday: Podium Plate
- Friday: Pity Point Cup
- Saturday: Keep On Winning Cup
- Sunday: Fibonacci Cup



## Breeding Horses



In ZedRun, you can breed your NFT Horse to make the third NFT token.

Requirements for breeding:

- You are the owner of the stable
- You own at least one male (colt or stallion) or one female (filly or mare) racehorse
- Your ZedRun has enough WETH in your wallet.

Just like racing, breeding also requires strategy and skill to maximize your horse's racing legacy. As the owner of a champion, you have a legacy as a champion stable owner and are possibly known for breeding champion racehorses, thus impacting your stables' profitability. There are 4 key DNA profiles to take into account for breeding horses:



## Bloodline

| BLOODLINE |          |         |         |         |
|-----------|----------|---------|---------|---------|
|           | Nakamoto | Szabo   | Finney  | Buterin |
| Nakamoto  | Nakamoto | Szabo   | Finney  | Buterin |
| Szabo     | Szabo    | Szabo   | Finney  | Buterin |
| Finney    | Finney   | Finney  | Finney  | Buterin |
| Buterin   | Buterin  | Buterin | Buterin | Buterin |

Different horses have different levels of rarity and also different traits. These characteristics are carried in the bloodline of each horse. The bloodline of each horse also determines the bloodline of their offspring. Moreover, the bloodline has the most important role in contributing to a racehorse's overall ability. The more desirable a bloodline, the greater the chances of your racehorse(s) having consistent success and performance on the racetrack.

To preserve the value of the bloodlines, rare bloodlines like Nakamoto will be more expensive than the more common Finney and Buterin bloodlines.

In determining the minimum value for the breeding price, bloodlines will account for 80% of the overall weighting factor. Subsequently, each bloodline is weighted as follows:

- Nakamoto: 180%
- Szabo: 120%
- Finney: 40%
- Buterin: 15%



## Genotype

Genotype is a number that indicates how far each racehorse is from its original ancestors. For example, Z1 is the rarest and most likely to have top-performance racehorses. The higher the genotype (or Z number), the less likely the Racehorse will have a strong racing ability. Genotype is maximized with Z268.

When breeding horses, the new genotype is calculated as follows:

ZXXX new horse = ZXXX Male horse + ZXXX Female horse

## BreedType

| F \ M     |  | Genesis   | Legendary | Exclusive | Elite | Cross | Pacer |
|-----------|--|-----------|-----------|-----------|-------|-------|-------|
| Genesis   |  | Genesis   | Legendary | Exclusive | Elite | Cross | Pacer |
| Legendary |  | Exclusive | Legendary | Exclusive | Elite | Cross | Pacer |
| Exclusive |  | Exclusive | Elite     | Exclusive | Elite | Cross | Pacer |
| Elite     |  | Elite     | Cross     | Cross     | Elite | Cross | Pacer |
| Cross     |  | Cross     | Cross     | Cross     | Cross | Cross | Pacer |
| Pacer     |  | Pacer     | Pacer     | Pacer     | Pacer | Pacer | Pacer |

The rarity of the breeds also determines the level of quality in the offspring. There are **six (6)** breed types in total: **Genesis, Legendary, Exclusive, Elite, Cross, and Pacer.**

All Genesis racehorses (Z1 to Z10) are the purest breed and cannot be reproduced. The Genesis racehorse breed is only sold by ZedRun and they play a key role in determining a racehorse's racing ability. The closer your racehorse type is to the Genesis breed, the more favorable its racing abilities will be. Breeding with top-tier breed types will

naturally also require a higher minimum breeding price. Breed types make up 20% of the total weight when calculating the minimum breeding price.

**Each breed type is rated as follows:**

- Genesis: 180%
- Legendary: 150%
- Exclusive: 120%
- Elite: 90%
- Cross: 80%
- Pacer: 60%



# Coat Color

| Neptune  | Earth  | Wild  | Moon   | Fiery   | Classic   | Mystical   |
|--|--|---|--|---|---|--|
| 5 Aggressive Azure   | 5 Honeydew   | 5 Gainsboro   | 4 Slate Gray<br>4 Stronghold Ivory<br>6 Arctic Snow  | 5 Peach Puff  | 5 Cornsilk  | 5 Papaya Whip  |
| 7 Alice Blue<br>7 Cadet Blue<br>7 Powder Blue<br>7 Royal Blue<br>8 Absolute Zero   | 7 Rosy Brown<br>8 Antique Brass  | 7 Chartreuse<br>7 Sir Aquamarine  | 7 Ghost White<br>7 White Smoke   | 7 Coral Wave<br>8 Firebrick   | 7 Golden Rod<br>8 Burlywood   | 7 Misty Rose<br>7 Pale Violet  |
| 9 Air Superiority Blue<br>9 Azure Mist<br>10 Cosmic Cobalt<br>10 Azure<br>10 Bondi Blue<br>10 Bleu De France<br>10 Celestial Blue<br>10 Cerulean Frost<br>10 Egyptian Blue<br>10 Bright Cerulean | 10 Brown Sugar<br>10 Champagne Papi<br>10 Cinereous<br>10 Copper Penny<br>10 Coyote Brown<br>10 Dark Lava<br>10 Deep Taupe<br>10 Field Drab<br>10 Sienna<br>10 Taupe | 9 AO<br>10 Feldgrau<br>10 Cal Poly Pomona<br>10 Caribbean Green<br>10 Dark Moss<br>10 Dartmouth Green<br>10 Space Sparkle | 9 Anti-Flash White<br>9 Antique White<br>9 Battle Horse Gray<br>10 Midnight Black<br>10 Alabaster<br>10 Black Chocolate<br>10 Shadow Fighter | 9 Alizarin Crimson<br>9 Atomic Tangerine<br>9 Big Dip O'Ruby<br>9 Bittersweet Shimmer<br>10 Colombo Spice<br>10 Burnt Umber<br>10 Crimson Tide<br>10 English Vermillion<br>10 Fuzzy Wuzzy<br>10 Burnt Sienna<br>10 Cinnabar<br>10 Fire Opal | 9 Arylide Yellow<br>9 Banana Mania<br>10 Buff Gold<br>10 Café Au Lait<br>10 Chrome Yellow<br>10 Cosmic Latte<br>10 Desert Sand<br>10 Fawn<br>10 Flex<br>10 Hairy Canary | 9 Mystic Maroon<br>9 Oval Orchid<br>9 Thistle<br>10 Amethyst<br>10 Baker-Miller Pink<br>10 Byzantine<br>10 Byzantium<br>10 China Pink<br>10 China Rose<br>10 Flex<br>10 Cinnamon Satin<br>10 Cotton Candy<br>10 Cyclamen<br>10 Dark Byzantium<br>10 Destiny<br>10 Electric Violet<br>10 Eminence<br>10 Fandango<br>10 Fiery Rose<br>10 Suave Mauve |

Although coat color does not affect performance, it does affect the rarity of the horse. Hence, it has been carefully considered in the breeding process. Various aspects of breeding give players the opportunity to maximize the coat color result for new offspring.

All of these factors combined, determine the outcome of the NFT horse mating process and also the quality of the offspring.






## Stud Farm

This is the stud farm, where you can look for the perfect match for your filly or mare. Below you will see all of the colts and stallions currently in the stud farm and ready to breed.

Filters

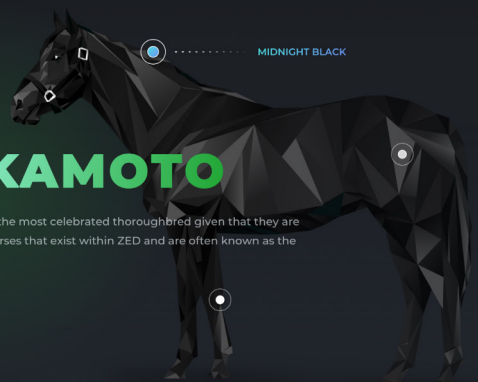
SORT BY: Recently Listed

5693 of 5693 racehorses

| STALLION  | STABLE            | TIME LEFT   | STUD FEE        |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |
|---|-------------------|---|-----------------|------|-----------|---------|------|----------------|-------|--------|----------|-----------|----|-------|----|-----------------|--|-------------------|---|
|  <div style="text-align: center;"> <h3>VR46 GOLD</h3> <p>09:42 Jan 12<br/>0xf112043dd673e...</p> <table border="0" style="width: 100%;"> <tr> <td>GEN</td> <td>BLOODLINE</td> <td>GENDER</td> <td>COAT</td> </tr> <tr> <td>Z46 Elite</td> <td>Buterin</td> <td>Colt</td> <td>Arylide Yellow</td> </tr> <tr> <td>RACES</td> <td>CAREER</td> <td>WIN RATE</td> <td>OFFSPRING</td> </tr> <tr> <td>12</td> <td>0/0/1</td> <td>0%</td> <td>0 3 of 3 left ⓘ</td> </tr> </table> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center;"> <p>OWNER STABLE</p> <p>VR46 ACCADEMY</p> </div> <div style="text-align: center;"> <p>TIME LEFT</p> <p>6d 21h 35m</p> </div> <div style="text-align: center;"> <p>STUD FEE</p> <p><span style="background-color: #0070c0; color: white; padding: 2px 5px;">\$42.26 USD</span></p> </div> <div style="text-align: center;"> <p><span style="background-color: #0070c0; color: white; padding: 5px 15px; border-radius: 5px;">Select Mate</span></p> </div> </div> | GEN               | BLOODLINE   | GENDER          | COAT | Z46 Elite | Buterin | Colt | Arylide Yellow | RACES | CAREER | WIN RATE | OFFSPRING | 12 | 0/0/1 | 0% | 0 3 of 3 left ⓘ | <div style="text-align: center;">  <p><b>Prince of Berkshire</b><br/>Z125 · Pacer · Buterin</p> </div> <p style="text-align: center;">Kings_and_Princes</p> | <p>6d 20h 41m</p> | <p><span style="color: #0070c0;">\$33.81</span> USD</p> |
| GEN   | BLOODLINE         | GENDER  | COAT            |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |
| Z46 Elite   | Buterin           | Colt  | Arylide Yellow  |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |
| RACES   | CAREER            | WIN RATE  | OFFSPRING       |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |
| 12  | 0/0/1             | 0%  | 0 3 of 3 left ⓘ |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |
| <div style="text-align: center;">  <p><b>Prince of Bedfordshire</b><br/>Z100 · Pacer · Buterin</p> </div> <p style="text-align: center;">Kings_and_Princes</p>   | <p>6d 20h 41m</p> | <p><span style="color: #0070c0;">\$33.81</span> USD</p> |                 |      |           |         |      |                |       |        |          |           |    |       |    |                 |  |                   |   |

If you own a male horse, you can put your horse to rent at **the stud farm**. The stud farm is the internal marketplace to breed. In return, once your horse is selected to become the breeder, you will get paid as per your asking price on the stud farm. On the contrary, if you own a female horse, you can select any male horse on the stud farm and pay according to the asking price. In return, once the breeding is successful you may keep the 3rd NFT horse.

- ♦ OVERALL RARITY  
Super Rare
- || AVAILABILITY  
Very Low
- GENOTYPE PURITY  
Proven
- 💧 BLOODLINE SCARCITY  
Distinctive



NAKAMOTO

The Nakamoto is the most celebrated thoroughbred given that they are the purest racehorses that exist within ZED and are often known as the Samurai breed.





In summary, Breeding is another way to produce yields. When racehorses are popular due to their rarity and proven track record, the demand for racehorses is high when it comes to breeding. Keep in mind that the higher the value of the bloodline, the higher the breeding price you can command at the stud farm.

## Tokenomics

Aside from its current development, ZedRun has revealed in their 2022 roadmap that they will improve and change the ZedRun experience drastically by launching a ZedRun native token sometime during Q1 2022. However, the specific details of ZedRun native token and the finer details of its related tokenomics are still undisclosed as of the writing of this report.

ZedRun is teaming up with Republic Crypto for their token launch, Republic Crypto has worked on some of the biggest token launches to date, including Star Atlas, Avalanche, and Polygon.



What we know so far is that ZedRun tokens will be airdropped to the eligible stable owners and ZedRun NFT holders. The allocation itself will be calculated based on the following factors:

- Number of horses owned
- Type of horses based on their DNA
- Length of owning the ZedRun NFT

The native token will be used to enter into races as well as introduce “retirement” features that will allow stable owners to permanently give up owner-

ship in exchange for tokens. This feature will improve the experience of ZedRun in two ways:

1. Adding deflationary influence on the racehorse population
2. Provide players an option to salvage value back from their initial investments to purchase racehorses.



## Team

ZedRun has 100+ individuals working full time on the platform, the below list is the key employees which will sculpt and drive the journey for ZedRun:

| NAME                | POSITION                | PAST  |
|---------------------|-------------------------|---|
| Chris Laurent       | Co-Founder and CEO      | <ul style="list-style-type: none"> <li>• CEO and Co-Founder of Virtually Human</li> <li>• Founder of Made Social</li> <li>• Co-Founder Dominet BotBox</li> <li>• Founder of Nowdue</li> <li>• Co-Founder and Game Creator at TAPPR</li> </ul>                     |
| Rob Salha           | Co-Founder and COO      | <ul style="list-style-type: none"> <li>• Co-Founder of Virtually Human</li> <li>• Investor and Operation at Pickle Juice Australia</li> <li>• Director at Take Too Group</li> <li>• Co-Founder PlusPlus</li> <li>• Finance Director of AdsMetric Group</li> </ul> |
| Shannon Dix         | Chief Marketing Officer | <ul style="list-style-type: none"> <li>• Marketing Operation Director at Accenture</li> <li>• CEO of Wunderman</li> <li>• Vice President of marketing HTC</li> </ul>  |
| Roberto Viera       | Head of Engineering     | <ul style="list-style-type: none"> <li>• CTO at Wargaming (World of Tanks)</li> <li>• Head of Engineer at King (Candy Crush)</li> </ul>   |
| Daniel Bruce        | Head of Product         | <ul style="list-style-type: none"> <li>• Senior Product Manager at Google</li> </ul>  |
| Alex McMahan        | Head of Design          | <ul style="list-style-type: none"> <li>• Senior UX manager at Expedia</li> <li>• Head of Design at machine learning Solar Startup</li> </ul>  |
| Alex Kruger         | Senior Data Scientist   | <ul style="list-style-type: none"> <li>• Data Scientist at Sports Bet</li> <li>• Software Head at IBM and CSIRO</li> </ul>  |
| James Oppel         | Senior DevOps Manager   | <ul style="list-style-type: none"> <li>• Reliability Engineer at Tencent</li> <li>• DevOps Manager at NASA</li> </ul>   |
| Ted Gay             | VP of Commercial Ops    | <ul style="list-style-type: none"> <li>• Chief strategy officer at Churchill Downs</li> <li>• CEO at Twin Spires</li> </ul>   |
| Chika Chandrashekar | VP of Strategy          | <ul style="list-style-type: none"> <li>• Global Product Lead at Google</li> <li>• Monetisation Strategy Lead at eBay</li> <li>• VP strategy at Airtime</li> </ul>   |



## Investors and Partners



ZedRun has secured a \$20M funding round in July 2021, they were invested in by some of the most prominent investors in the industry. Here are some of the notable investors:

- **Andreessen Horowitz**, a VC firm in California with more than \$28B in assets under management. They invest in seed to late-stage technology companies. Some of their investments in technology sectors include but are not limited to: **Airbnb, Facebook, Groupon, Lyft, Pinterest, Zynga, Roblox, Slack, Github, Instagram**, and many others. In Crypto sectors, they were the early investors of **Coinbase, NEAR, DYDX, Dapper, Phantom, OASIS**, and many more.
- Greylock Partners, are the early investors of **Dropbox, Figma, Appyynamics** (acquired by Cisco), **Rubrik**, etc
- The Chernin Group, TCG, the investors behind **Opensea, Soundcloud, Twitter, Tumblr, Medium, DapperLabs**, and much more.
- Also, a world-class advisory team dedicated to supporting ZedRun cast its reach into the mainstream, including David Van Egmonds (former head of strategy and corp development at barstool sports and EVP of Fan duel), Hendrik Andersson (Former Chief Investment Officer at apollo capital), Matt Restivo (former CPO at Action network).

### Notable Partners:

#### Guilds:

- YGG, the biggest gaming guild in the crypto space has also invested in ZedRun by acquiring NFTs. Currently, YGG is building a team of players that will own a stable to breed and racehorses. In the future, YGG also plans to set up a dedicated subDAO for ZedRun. Their current DAO treasury holds about 118 ZedRun horses.



### Crypto Expert:

- **Republic Crypto**, to fast track their native token launch, ZedRun has officially partnered with Republic Crypto to support them in finalizing the development and execution of the ZedRun token. Republic Crypto is known for its understanding of NFT, community, and de-fi games economics. They have worked on several of the biggest tokens including Avalanche (AVAX) and Polygon (MATIC).

### Metaverse:

- **DECENTRALAND**, ZED HQ, its headquarters for ZedRun, is built in the Decentraland area called the Vegas City Sports Quarter, one of the most prominent land areas in Decentraland. The partnership aims to showcase true interoperability by reaching a much wider audience, attracting a new demographic, and spurring mainstream blockchain adoption.

### Big Brands:

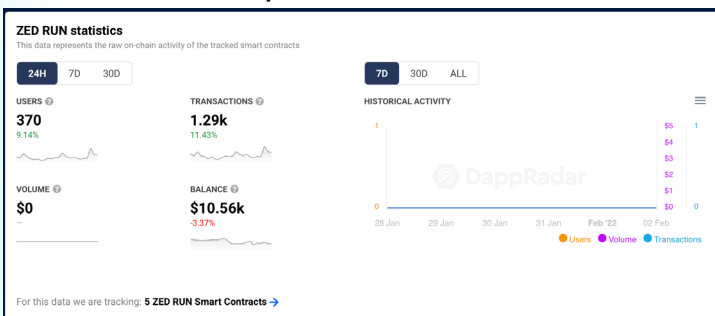
- ATARI
- Stella Artois
- NASCAR
- Netflix, and many more...

## DeFi and Staking

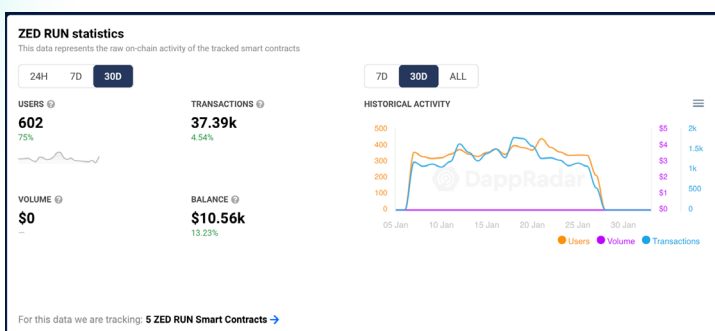
ZedRun have not launched their own token as of today, so there's also no DeFi or Staking Data to be presented for this project.

## Social Data

### Number of Followers/Subscribers



24 HR :  
370 Users, 1.29K Transactions



30 D :  
602 Users, 37.39K Transactions



## Trending Topics

ZedRun was the first of the horse racing related NFT-games to come out. They are constantly evolving with a strong community base, where stables and horse owners are proudly sharing their achievements on Twitter posting their winning horses or videos about the race itself.

People are excited about the newest feature on ZedRun, the Jockey mode, where it's basically watching the race from the Jockey's perspective, making it a more immersive experience.

Zed Run native tokens are coming out, which will be pivotal to the development of the game. It's at the moment in Q1 Phase and they have partnered up with Republic Crypto to help finalize the execution and development of the token ecosystem.

Tournaments are coming out and are about to explode in 2022. As ZedRun enters its third full year of development, the community is approaching the one-millionth race, creating a renewed interest overall.

## Social Sentiment

ZedRun has a significant amount of social volume over time, making it a solid game with a strong community. There has been a notable increase in Twitter-related traffic and mentions from the middle of November 2021 through to the present.

## Social Links

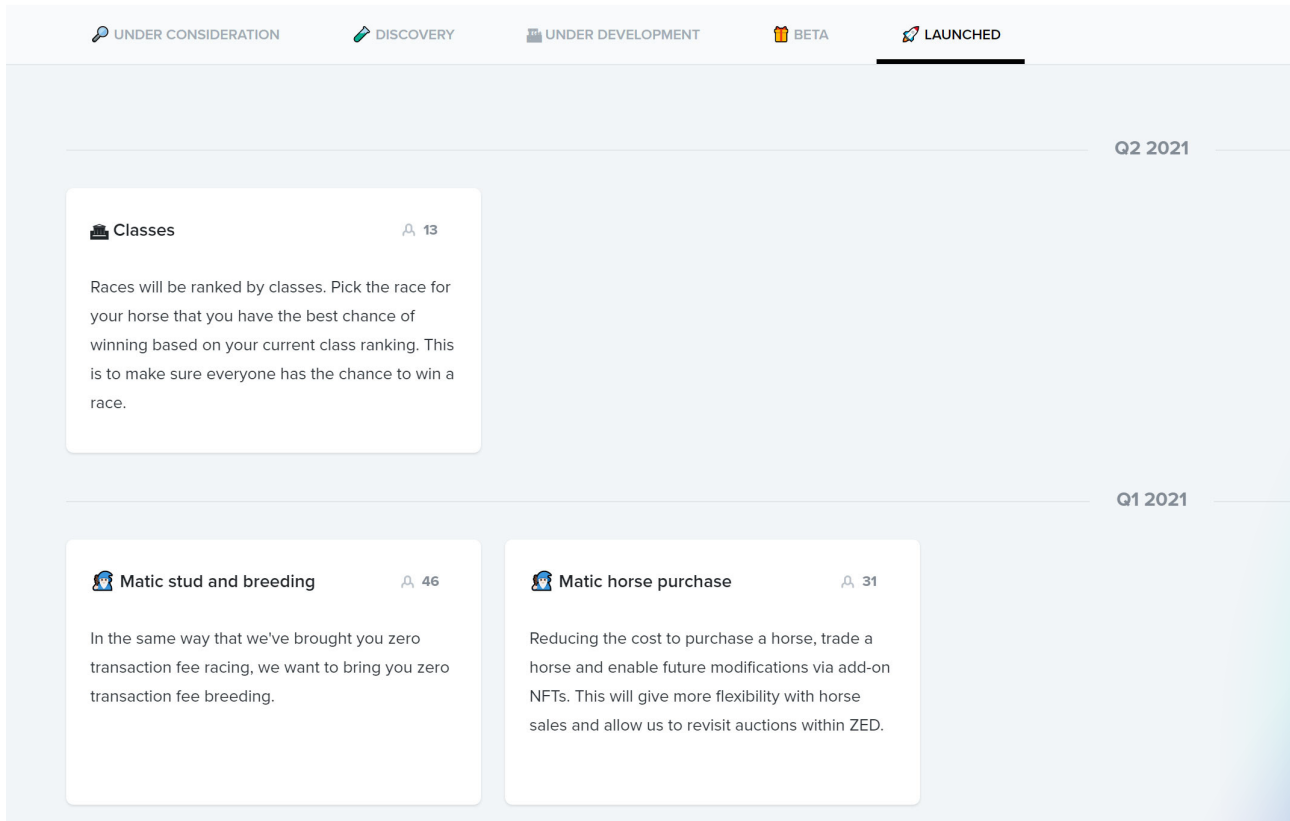
| Platform             | Members / Followers | Links   |
|----------------------|---------------------|---|
| Website              |                     | <a href="https://zed.run">https://zed.run</a>   |
| Roadmap              |                     | <a href="https://community.zed.run/2021/12/31/zed-run-the-future-2022/">https://community.zed.run/2021/12/31/zed-run-the-future-2022/</a> |
| Discord              | 44.2K               | <a href="https://discord.com/invite/ZedRun">https://discord.com/invite/ZedRun</a>   |
| Twitter              | 65.4K               | <a href="https://twitter.com/zed_run">https://twitter.com/zed_run</a>   |
| Instagram            | 17.4K               | <a href="https://www.instagram.com/zed.run/">https://www.instagram.com/zed.run/</a>   |
| Facebook             | 3.4K                | <a href="https://www.facebook.com/runZedRun">https://www.facebook.com/runZedRun</a>   |
| Youtube              | 2K                  | <a href="https://www.youtube.com/channel/UCJ8ITFHpvsT2pJHaZk8942Q">https://www.youtube.com/channel/UCJ8ITFHpvsT2pJHaZk8942Q</a>           |
| Telegram (Community) | 2.8K                | <a href="https://t.me/joinchat/TqOwUgj_L4zQ4a_m">https://t.me/joinchat/TqOwUgj_L4zQ4a_m</a>   |
| Medium               |                     | <a href="https://community.zed.run">https://community.zed.run</a>   |
| Twitch               | 8.8K                | <a href="https://www.twitch.tv/zed_run">https://www.twitch.tv/zed_run</a>   |



# Roadmap & Milestones



## ZED RUN Product Roadmap



### To sum up the ZedRun Roadmap on 2022

Q1:

- ZedRun token
- Initial airdrop
- Racing enhancement

Q2:

- Racehorse retirement
- Renting
- Ultimate Tournament and racing experience
- Party Mode

Q3:

- Launch of marketing campaign

