



GameFace

WHITEPAPER

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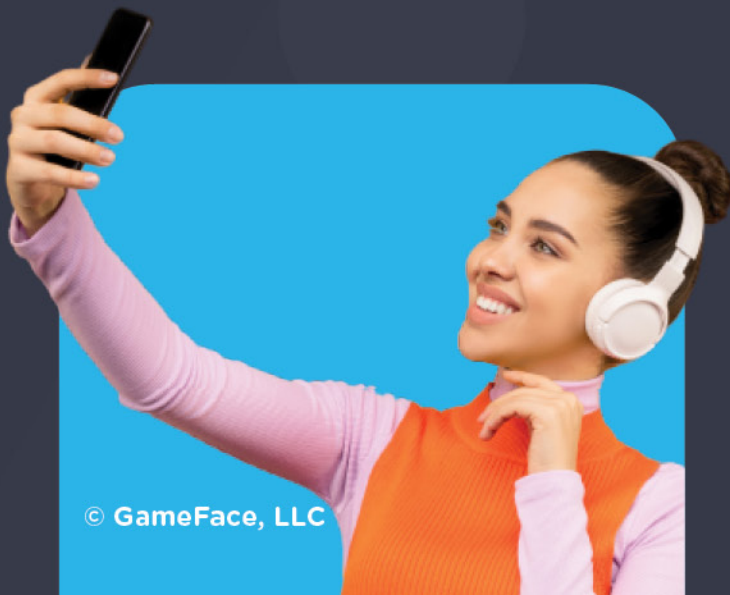
Abstract

The global video chat industry is valued at \$4.5 billion, and forecasted to be valued at \$10 billion by 2028. But, do everyday users of the current platforms see a dime of that action? The answer is, no. Lots of video calls have been made over the last decade but no body has been getting paid for their time spent inside these platforms. GameFace unlocks new opportunities for video chat users on a global scale, and through the metaverse gives them access to start earning for their time spent video chatting with friends, family or even strangers on the other side of the planet.

With GameFace, we are developing the first fully decentralized and community-owned ecosystem for video chat gamers on a platform built with the latest Web3 and NFT technologies. GameFace allows its community members to earn tokens and NFTs in the metaverse through friendly tournaments inside the GameFace mobile app.

As video chat and gaming moves into the metaverse, we also want to help our community discover this new market and harness the economic potential of the metaverse while also contributing to the development of web3-native video chat gaming. And, with companies aggressively entering the metaverse, this new realm is at risk of being dominated by legacy media brands.

At the center of the ecosystem is the GameFace Token (symbol: GFACE), an ERC-20 token that serves to catalyze and bring together a global decentralized community of video chatters, casual mobile gamers, crypto gaming enthusiasts, influencers, and brands in an incentive-aligned way. We want to become the worlds biggest mobile video chat gaming platform for people who want to play games, video chat, transact, and participate in large scale tournaments in which they will be rewarded native tokens and NFTs for their time spent inside the platform.



What is GameFace?

The GameFace App:

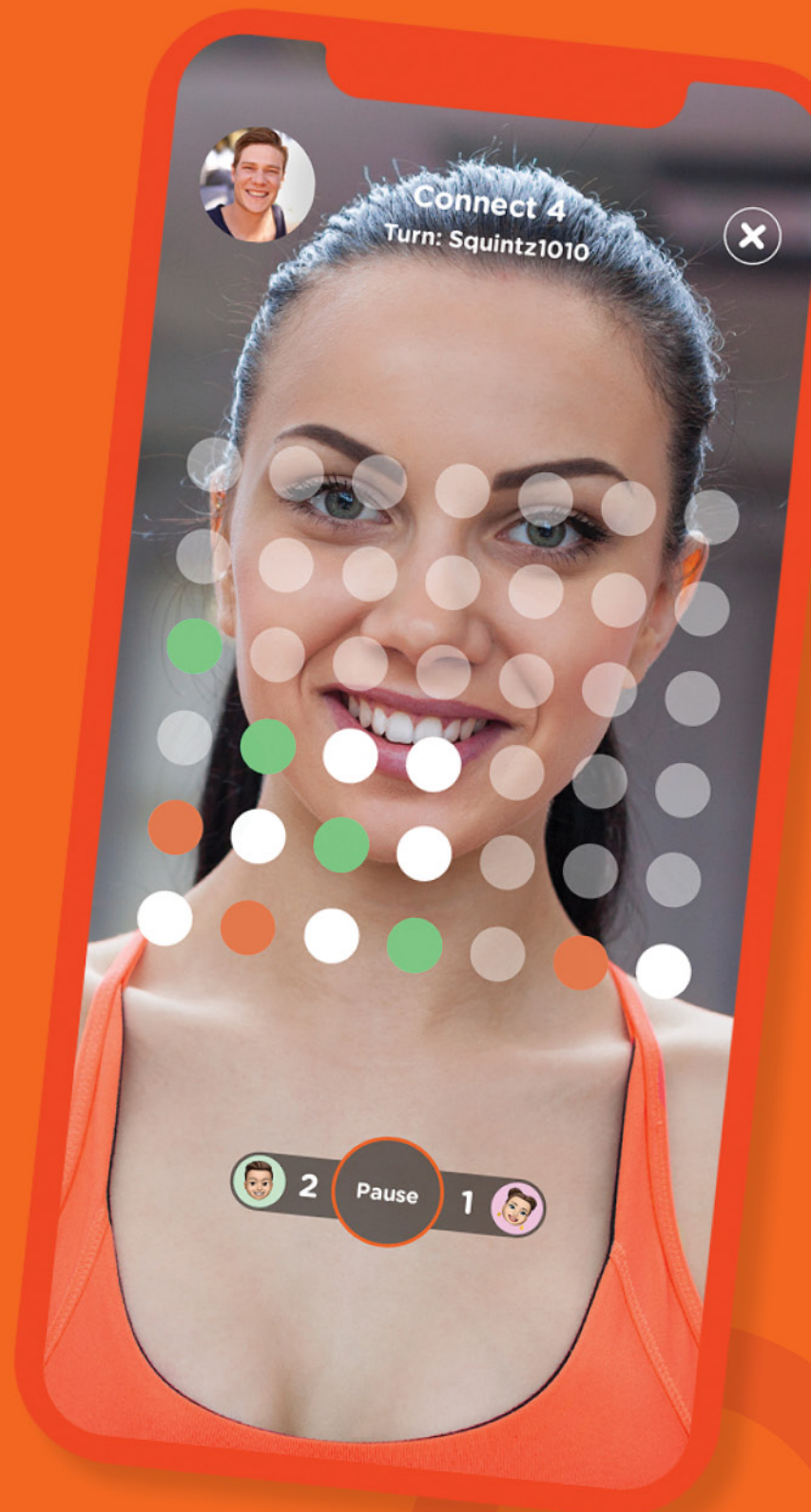
The GameFace app lets users video chat while fully immersing them in a simple game, like Tic Tac Toe, against friends or complete strangers. Play for fun or play in tournaments for crypto prizes like NFTs. In its current release, the GameFace app has 3 games, Tic Tac Toe, Pong, and Connect 4. In future releases, we plan to build a robust catalog of games, ranging from classics to custom experiences using face tracking technology.

Entering the Metaverse:

GameFace is a community-driven ecosystem that gives video chat users a slice of the company pie. GameFace Token (GFACE) exists to support the GameFace app and its users. Early investors in the token will be granted **FREE ENTRY FOR LIFE** to all tournaments within the future build of the app. Winners of these tournaments will be awarded prizes like custom NFT trophies, NFTs for use in the app, or GFACE tokens straight to their wallets.

GameFace at a Glance:

- GameFace Instantly eliminates awkward tension and creates a fun environment.
- This is an all in one social discovery app, a video chatting app, a gaming app, and a crypto earning app.
- Video Chat. Play Games. Earn Crypto.



E-Sports Tournaments

GameFace tournaments will be the biggest and most fun opportunity for winning crypto from your mobile device inside the GameFace app. We'll host quarterly tournaments where winner(s) will earn high value prizes like well known NFTs (ie.Cryptopunks), in-game use NFTs, Bitcoin, or GameFace Tokens.

How it works:

GameFace's leader board will track all games played and points scored. The top 25 players in the GameFace app will get free entry into all tournaments. All other players that want to enter to win prizes will need to pay a small fee of GameFace Token, or ETH, or BTC to get

in. Final prize winnings and duration of the tournament will be determined by the number of tournament participants. In addition to their final payout, each winner will earn a custom first place NFT GameFace trophy, which they can "flex" on their social media pages or within the metaverse.

GameFace will host 4 major tournaments per year, each with the opportunity to win BIG:

- Q1** - Pong World Championship
- Q2** - Connect 4 Open Championship
- Q3** - Tic Tac Toe Digital Championship
- Q4** - Rock Paper Scissors Masters

GameFace Token

The GameFace Token has real world utility, as its main objective is to support the GameFace app. As app utilization increases so does the token price. As the token price grows, we will use a percentage of the funds to make enhancements to the app and other aspects of the ecosystem.

Why ETH:

GameFace Token (GFACE) will be secured by the Ethereum blockchain as an ERC-20 token. Not only is the ETH blockchain secure but it is well-established which will allow us to remain decentralized. Our top priority is to ensure that this project is free to evolve with zero regulatory impact, ETH is the only way to achieve that.

Target Audience:

GameFace targets users who want a fun, safe, competitive and spontaneous AR experience. Ultimately, GameFace wants to speed up the process of blockchain popularity and participate in the development of cutting-edge metaverse technology. Gen z is our primary target audience, but our user friendly interface makes the app so easy to engage with, that even your grandparents will participate.

Burn Protocol:

As GameFace token and users grow, we will implement a burn protocol switch, which can be turned on and off. This will lead to exponential growth of the app as well as the token. We are committed to releasing monthly app utilization statements, ensuring complete transparency to GameFace users and token holders. See the tokenmonics on page 9 & 10 for more information.



GameFace NFTs

Our NFTs are unique digital assets created on the blockchain using Enjin, a platform that allows for the easy creation, trading, and utility that makes it feel effortless to use.

NFTrophies:

Through the GameFace app we will host tournaments where players can win custom NFT trophies that they can trade for in-game assets or other digital currencies including GFACE.

In-Game assets:

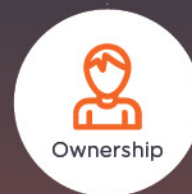
In addition to tournaments people can play a random user or friend at any time and still win prizes. Players can freely trade in-game assets that they truly own and get a percentage from every sale. In game assets which are bought or earned, will include power up cards like '2 moves in a row' for a game like Connect 4 or 'Fireball - Increased speed' in games like Pong for example.

Enjin Wallet:

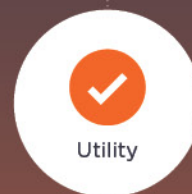
Enjin is a perfect companion for our GameFace ecosystem. It will house and facilitate all NFT and coin transactions for the GameFace app.

The Enjin wallet will allow you to:

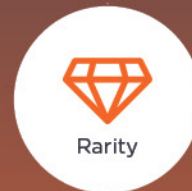
- Stash your GameFace NFTs, and trade them right on the Enjin Marketplace.
- Swap hundreds of cryptocurrencies (like GFACE) tokens from thousands of available trading pairs via Kyber, Bancor, and Changelly.
- Import from major blockchain wallets in a few easy steps.



Ownership



Utility



Rarity



Trading
Fees



Blockchain

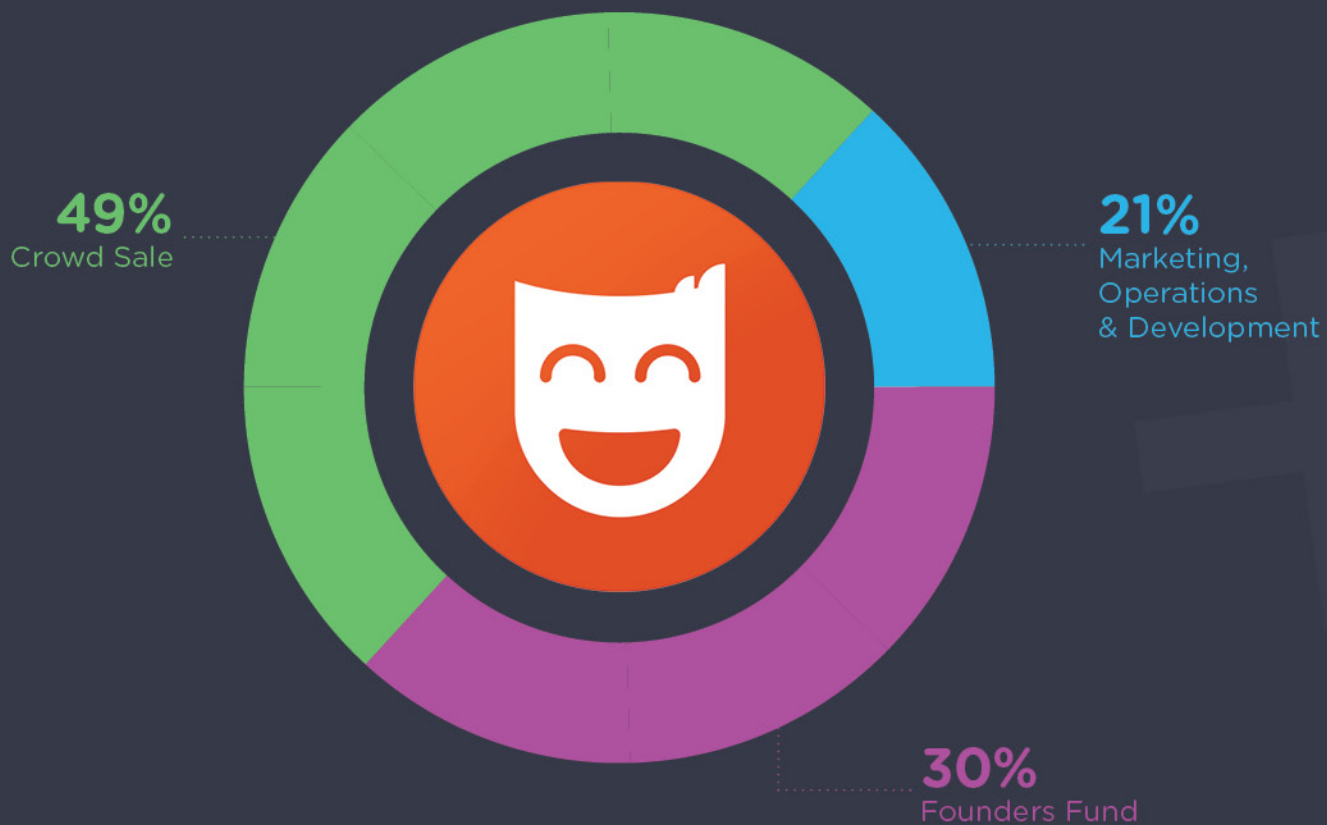


Real-World
Value

GameFace Ecosystem



Tokenomics



Token Ticker

GFACE

Token Name

GameFace Token

Total # of Tokens

1,000,000,000,000 (1 Trillion)

Soft Cap / Hard cap

\$10 Million / \$100 Million

1 ETH = ? USD (Approx.)

\$2,700

Price of 1 Token in USD

\$0.0001

Token Distribution

Play-to-burn Protocol

We plan to burn a large percentage of our 51% holdings in the coin so that over time the coin becomes fully controlled by the market and not by the largest holders. Our Play-to-burn mechanism will be an “On-Off” switch where we burn 100, 1000, 10000 tokens per minute of gameplay within the GameFace app. For example, we will promote a “1000 Per Minute (PM) Weekend” and burn the usage minutes in tokens x1000 from that 48hr period of time. We will present the usage data from our video sdk after each burn event via social channels and send the appropriate amount of tokens to a burn wallet. We’ll also notify exchanges and coin tracking sites like CoinMarketCap.com to update the circulating supply after these controlled burns take place, ensuring that the broader market has visibility into the price action of GFACE.



Founders Fund

25% of the 30% will be locked for 18 months. The remaining 5% of the founders fund will be available for liquidity immediately. **Part of this fund or all will be burned.**



Marketing/Operations/Development Budget

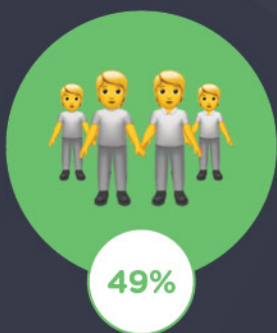
- Product Iteration – 2-3 major updates/iterations per year
- Token Audit
- UX – UI
- User Acquisition – Ads + Influencer’s
- Finance Expert
- Product Suite Maintenance (App, Token, NFTs)

Part of this fund or all will be burned.

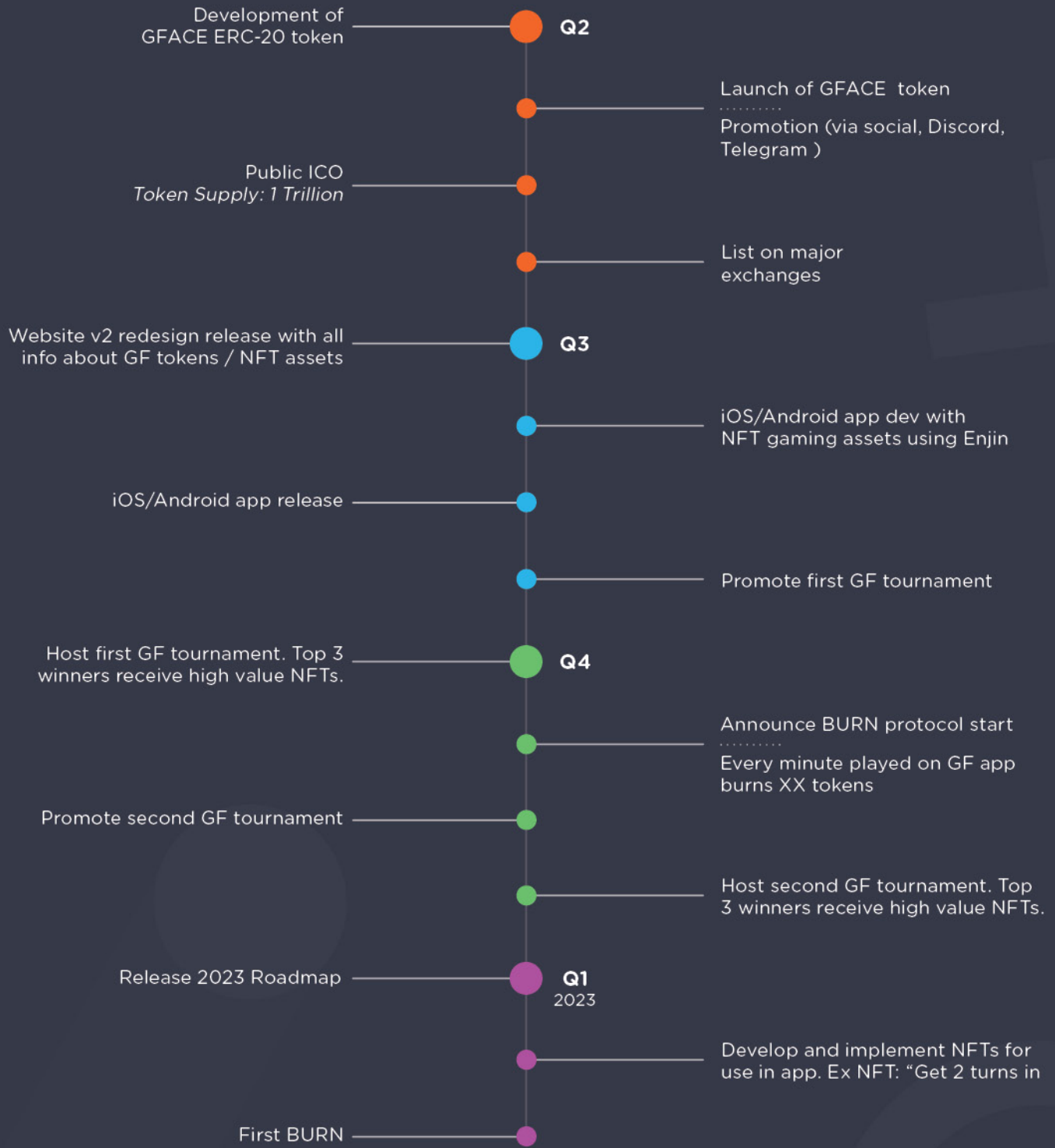


Crowd Sale

All tokens will be released at once. Anyone and everyone will be able to get in on the action immediately.



Roadmap 2022



Meet the Founder



Eric Fox | Founder / CEO
eric.fox@gamefaceapp.com

The year was 2010, I was a sophomore at design school. BP had just created the worst oil spill in history, Mark Zuckerberg was Time magazines person of the year, the swine flu pandemic had sent the masses into a panic, and Apple had just released the iPhone 4.

With the latest iPhone 4 release came Facetime. The first mobile video chatting app on a smart phone that was accessible to most. I was fortunate enough to get my hands on one and was able to facetime my parents regularly. However, something was off. Video chatting has always felt like an awkward engagement even with those you are closest to. After years of dreaded video calls with family and friends a light bulb went off. GameFace was the solution.



Thank You