

P R O J E C T
E L U Ñ E
S T A R G A R D E N



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In this white paper, the terms Guilds, Teams, Tribes are used interchangeably.

ABOUT PROJECT ELUÜNE: STARGARDEN

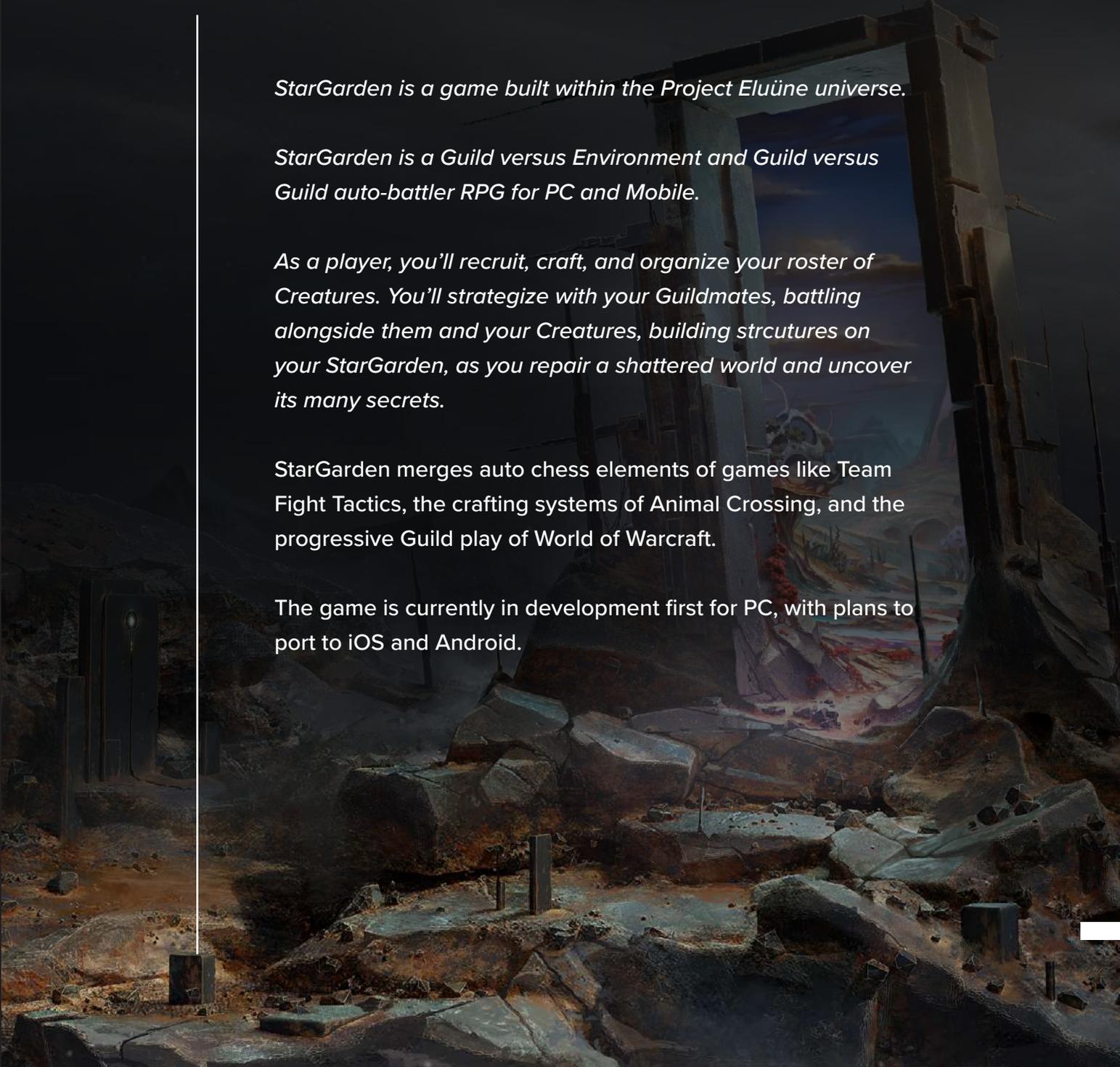
StarGarden is a game built within the Project Eluüne universe.

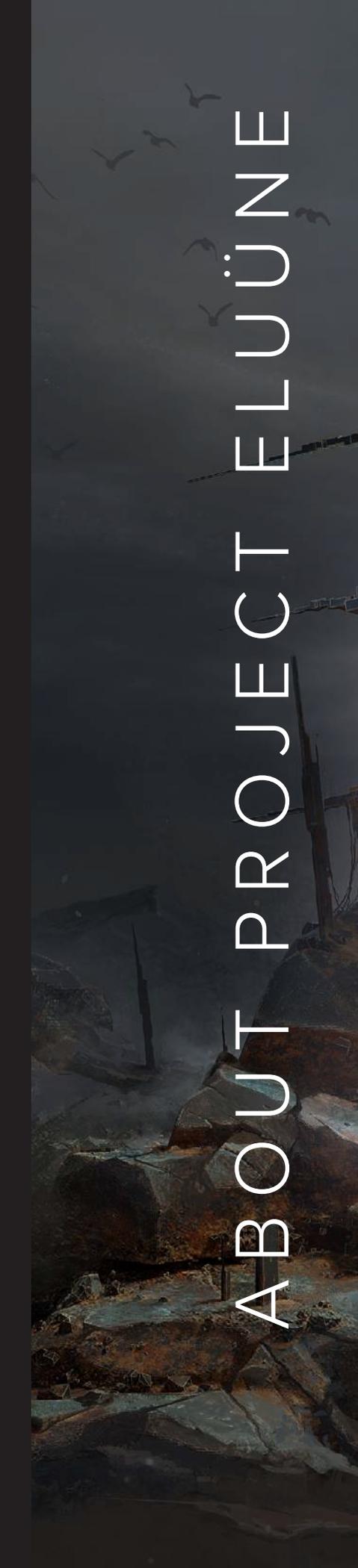
StarGarden is a Guild versus Environment and Guild versus Guild auto-battler RPG for PC and Mobile.

As a player, you'll recruit, craft, and organize your roster of Creatures. You'll strategize with your Guildmates, battling alongside them and your Creatures, building structures on your StarGarden, as you repair a shattered world and uncover its many secrets.

StarGarden merges auto chess elements of games like Team Fight Tactics, the crafting systems of Animal Crossing, and the progressive Guild play of World of Warcraft.

The game is currently in development first for PC, with plans to port to iOS and Android.





ABOUT PROJECT ELÜÜNE

PLAY & OWN

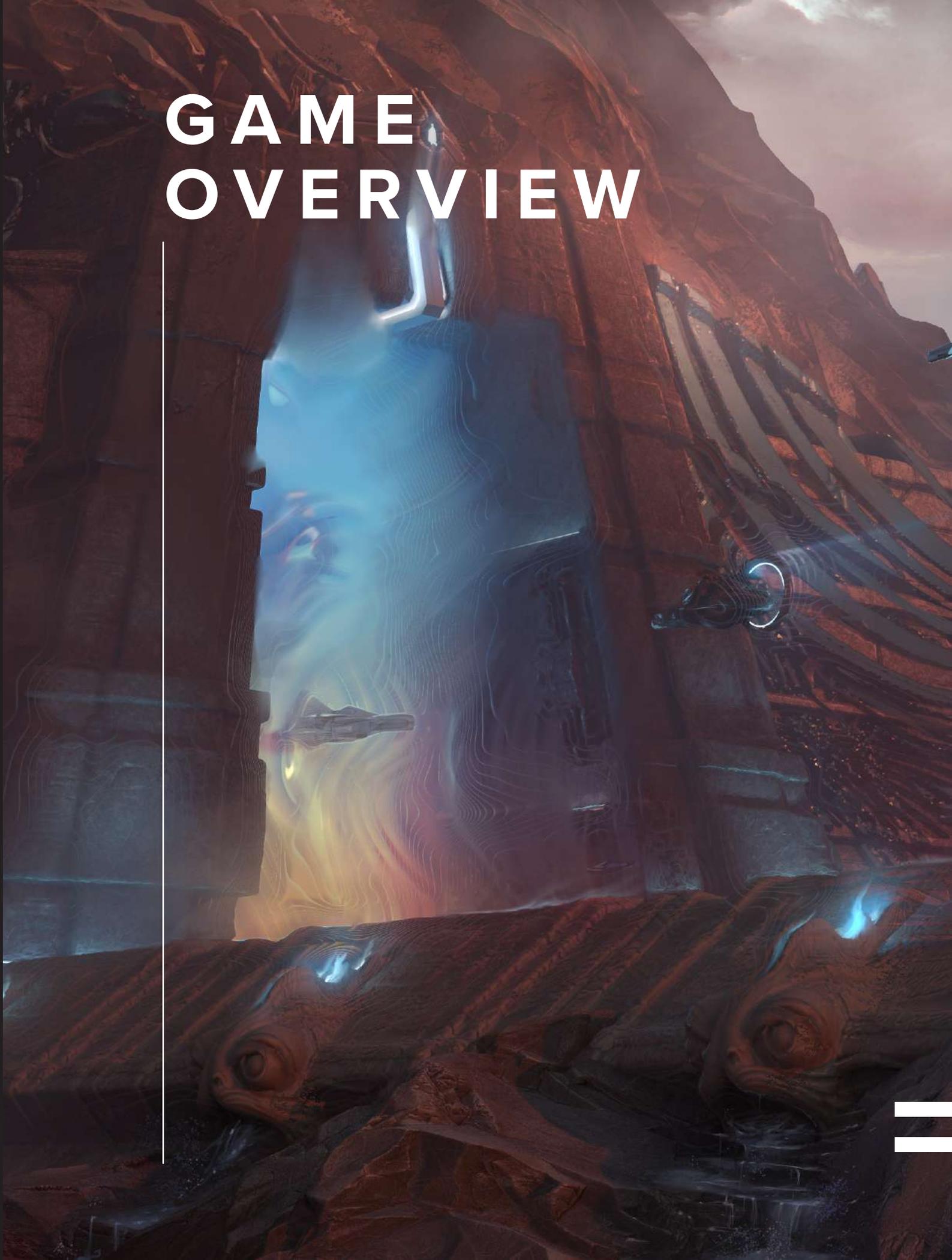
Through our games we will introduce the larger legacy gaming community to a universe that's enhanced, but not dominated, by blockchain. Using the Free-to-Play model and enhancing it with blockchain, we are taking a mass-market approach that does not force players to have any knowledge of blockchain at the onset of the player experience; players don't need a wallet to start playing the game.

We call our approach Play&Own (P&O). Players want to play because the game is enjoyable, because they find meaningful communities to belong to on their StarGardens, AND they have true ownership of their assets.

EXPERTISE IN GAMING & WEB3

Our team was specifically assembled to build incredibly fun games powered by human belonging. We do this by building long-term communities and sustainable economies. We believe these are the foundations upon which the next era of gaming will flourish and upon which we plan to layer many types of games. To achieve this vision we have built a team of both game industry veterans with over 20 years experience in shipping mobile and AAA titles—and crypto-native developers with deep technical experience in blockchain development and web3 communities. We are excited to be a bridge between these worlds where we plan to combine the best aspects of legacy gaming with the boundless opportunities presented by blockchain.

GAME OVERVIEW



THE CALL

As a player, you answer the call of Eluüne, a mysterious entity who has sent an SOS message to us humans from a hidden world... but we soon learn that this is not just any hidden world—it's one that seems to exist within the interstices of our internet networks. This techno-magical world, teeming with fantastic life and a rich history spanning millions of years, is called Eleriah.

THE ARRIVAL

As you traverse this awe-inspiring frontier, an ancient portal shows you glimpses of this world—shattered, seemingly war-torn, and in need of humanity's help. You lay eyes on the wreckage: floating pieces of land that were ripped from the very core... StarGardens, adrift in the sky. Your role is to arrive on these deserted islands, join a Guild, and begin unraveling the mysteries of Eluüne's broken world. By joining the Lüne Legion, you acknowledge this mission and agree to work collaboratively and strategically with your Guild to overcome the challenges you will face.

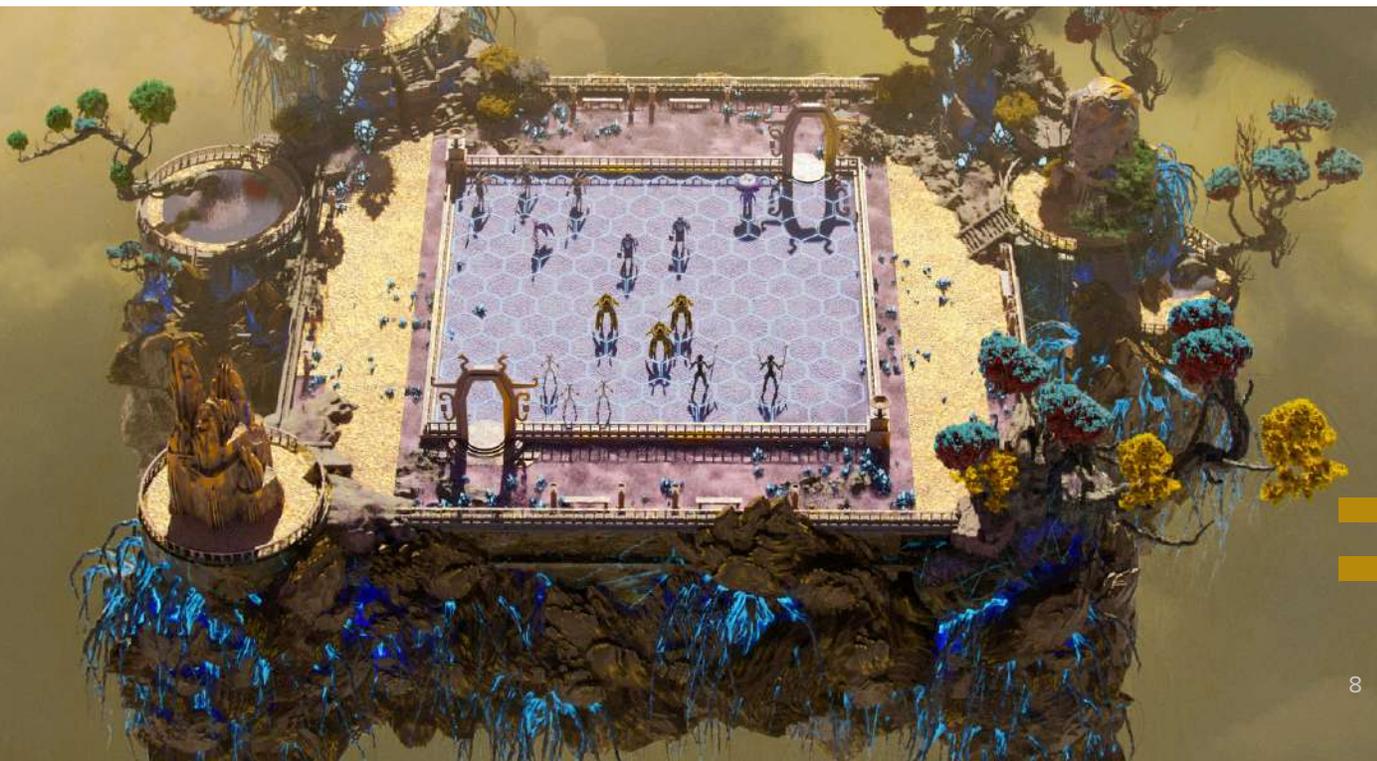
{ ONLY TOGETHER
WE TRANSCEND. }

GAME OVERVIEW

CORE GAMEPLAY LOOP

Players play in Guilds, or Tribes, of 5-40 players, whose teamwork is key to success in the core gameplay loop:

- Players journey together to various Domains (ecosystems) to complete Quests.
- Each Quest features an array of arena boards teeming with enemy Creatures.
- Player Guilds must win each Quest by strategically placing their choice of Creatures on the arena boards.
- Some Quests are solo, but most are cooperative.
- Players come together to strategically place Creatures on the board, the last player to place starts the battle.
- Players earn rewards such as Experience Points, Ingredients, Domain Progress, and Aurah (personal Creature currency).



GAME OVERVIEW

1

GUILD BUILDING

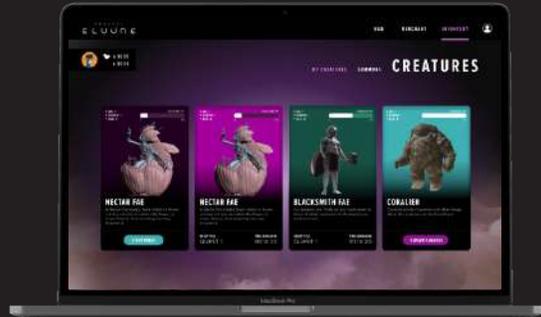
Players gather on StarGardens shared amongst 5-40. As guildmates they build a village together, strategize how to win battles to earn rewards, and challenge other StarGardens to competitions.



2

CREATURE OPTIMIZATION

Guildmates take turns selecting and placing their creatures on auto-chess boards. Creature combinations have different combat results: good teams will discuss strategy in between board placements and optimize their creature rosters daily.



3

GUILD BATTLES

Once both teams have locked their creature selections and placement the battle plays out. The top teams earn rewards that can be traded and increase their social flexing.



GAME OVERVIEW

- Players use:
 - ◇ Aurah currency to recruit and upgrade their Creature roster (individual reward).
 - ◇ Ingredients for crafting tradable Creatures or avatar & StarGarden cosmetics (individual reward).
 - ◇ Experience Points (XP) to level themselves up (individual reward).
 - ◇ Domain Progress to build structures on their StarGardens that unlock new Creatures for the entire team (Guild reward).
 - ◇ Players use newly acquired Creatures to build stronger and a more flexible Creature roster.
 - ◇ Players journey together across new Domains, completing progressively harder Quests for progressively greater rewards.
 - ◇ Players can challenge other stargardens in daily guild battles



GAMEPLAY VISUALIZATION

When you first log in for the day, you'll likely receive a warm greeting from your Guildmates.

Your first stop will be to check which Quests are active, and pay extra attention to the ones that are running low on time.

You get a choice of Quests that you can add to the Guild Quest Board, which shows all of the Quests in progress. It's unlikely that your Guild can complete every Quest available, but since each Quest runs for 24 hours, your Guild will have time to discuss which Quests to prioritize before their timers expire. Players are adding their Quests to the board at different times of the day, so there is a constant flux of Quests being added and removed.

You'll be able to join a limited number of Quests per day and you may complete them at any time in a 24-hour period; we don't want the game to interfere with your physical life responsibilities and relationships.

Once your Guild has agreed upon the top-priority Quests and you've decided which Quests to do with which Guildmates, you'll place your Creatures onto the arena board for a given Quest. The last player to do so can start the auto battle. The results are saved to watch later, meaning you don't even have to be online when the battle happens.

As you're earning more Aurah currency and your Guild is unlocking new Creatures, you'll probably be upgrading at least some aspect of your Creature roster daily. Since you need to allocate your Creatures to the 8 daily Guild vs Guild battles, you'll want to make sure that you've drafted the best lineup possible, especially if you've added any new and better Creatures since yesterday. Using your creatures in Guild battles does not interfere in any way with using them for quests.

You will want to own at least one Valaan to train. Valaans are rare NFT creatures that can be crafted by players using Ingredients if you end up with two or more of the same Valaans, you can merge them into the next bigger Valaan. As you accumulate Ingredients

GAME OVERVIEW

for these special beings, you may sell off the Ingredients you don't need. Likely, you'll always be on the hunt for the perfect mix of Ingredients required to craft your next Valaan. Most importantly of all: Valaans aren't purchased new; they will have been crafted by players.

When you first started playing on your StarGarden, the Structures you built with your guild were small. Now a few of them have become very elaborate. These improvements were the product of the effort of everyone on the StarGarden working for many months. As such they are a symbol of pride for everyone in your Guild. They also communicate your level of advancement and your Guild's strategy to potential opponents and or spectators.

As you relax between battles or at the end of the day you can build toward new cosmetic improvements in your StarGarden to give it a unique appearance. This is a cooperative activity, if people work together they can create these improvements quickly. Some of these cosmetics will be personal like your player avatar and can transfer with you should you decide to leave your current Guild for another.

Once you've handled all your battles, you can also see if you've unlocked any new Creatures—it might be time to edit your battle roster! With over 1,000 Creatures to unlock, this core loop promises to offer fresh, diverse experiences for years to come.

GUILDS

Each StarGarden is a Guild of 5 to 40 players.

If at any time you decide that your current Guild isn't a good fit, you can move to a new StarGarden without restriction.

Guildmates collaborate within their StarGarden to advance through the game, hence every participant is important. You can expect your Guildmates to go out of their way to be helpful since it benefits them and the entire Guild. Moreover, Guilds have the ability to self-regulate, eliminating trolling behavior. Additionally, nothing can be purchased or traded that interferes with the play experience of another player.

STARGARDENS

A StarGarden is a dynamic, evolving land, owned by one person, who hosts a Guild of players who play, own, and advance through the game together.

Most of the game occurs in the StarGarden, as it serves as a metaverse village from which the game will be explored. Players will be able to navigate their avatars in the StarGarden to various game locations (Markets, Creature shops, Domain arenas, etc.) and access other game features.

The StarGarden grants everyone in a given Guild potential access to 20 Domains and 1,000 Creatures, but each StarGarden starts with access to 8 of the 20 Domains and 8 of the 1,000 Creatures. As the Guild successfully completes Quests, more Creatures and Domains are unlocked. All this progress is tied to the StarGarden and stored in its metadata; thus, the StarGarden itself levels up and becomes more powerful. The progress and metadata can be used to differentiate each StarGarden from the others—both in the game space and on the market if it's put up for sale.

Over time, a Guild's size can expand from 5 to 40 people. Likewise, the total unlocked Domains can increase from 8 to 20; Creature levels can boost from 0 to 100; and Creature sizes can scale from 1 to 100,000. In other words, your roster will begin with insect-sized Creatures, and, over time, expand to include starships, mechas, demigods, and countless awe-inspiring Creatures that fuse technology, magic, and the sheer force of techno-nature itself.

LEAD YOUR OWN STARGARDEN

If you don't currently own a StarGarden when you first arrive in the game, you're placed in a "Public" StarGarden.

If you'd like to be a StarGarden owner and essentially the owner/captain of your own Guild, then you have a couple of options: you can purchase one of the rare Founding StarGardens on the

GAME OVERVIEW

secondary market—or you can convert a Public StarGarden into an Owned StarGarden by purchasing it. Public StarGardens are available to play on for new players but their Domain progression is hard-capped.

If you'd like to take ownership of your Private StarGarden, you can purchase it on a first come, first served basis and it will be converted to an NFT. The buyer must be part of that StarGarden team for at least one week. This duration drops to a minimum of 3 days if the SG is progress capped in at least one Domain. It will retain the growth that has already been achieved prior to conversion and the advancement caps will be lifted. As Public StarGardens are converted to Private StarGardens, we will introduce additional Public StarGardens to meet demand created by new players.

As a StarGarden owner, you possess a range of powers and responsibilities. For one, you have sole power to invite or kick members from your StarGarden; however, this decision should be made with great forethought, as kicking someone for a poor reason could cause other members to leave. Conversely, if someone is causing problems in your Guild and you do nothing about it, then you could also see an exodus from your StarGarden. Active Guild members are invaluable to you as they develop your StarGarden over time, so should be treated as such.



THE RELATIONSHIP BETWEEN OWNERS AND PLAYERS

“Land” isn’t used in Project Eluüne in a way that’s similar to other products in the blockchain gaming space, so some detail on the dynamics can make the concept clearer.

Anyone who owns a StarGarden is an “Owner.” Anyone with a player account is a “Player Citizen,” who we will call “player” going forward. These aren’t the same; you can be an Owner without being a player and vice versa. Owners don’t tax players in any way. The relationship between Owners and players is 100% consensual and synergistic, and there are no fees, bonds, or commitments in either direction, unless users reach an agreement on their own.

As a StarGarden is needed to play, the player benefits in the relationship by not having to pay for their own StarGarden. The Owner, meanwhile, benefits by having their StarGarden increase in power over time as it is used by players.

A healthy Guild is likely to develop strong social bonds. Thus, even though an Owner can kick out a player at will, they risk losing a number of their other players if it turns out to be an unpopular decision. These players might be difficult to replace, as higher-level players will be in high demand by Owners. Since a StarGarden’s player capacity goes up over time, a good Owner should always be looking to recruit new players and retain the ones they already have.

DOMAINS

DOMAIN PATHS

StarGarden's various locations, biomes, races, and techno-nature themes have been divided into 20 known regions called Domains.

When players first land in the world, they'll have access to the first 8 Arrival Domains, and Creatures from these Domains can be unlocked over time from level 0 (your first Creatures) to level 60. As your Guild completes Quests, it will eventually unlock the next set of 6 Mystical Domains, where Creatures from levels 20 to 80 reside. Advancement through these Domains eventually unlocks the endgame's Hallowed and Forbidden Domains, with Creatures from levels 40 to 100.

Guilds are expected to focus on just a few Domains at a time in order to advance to the endgame contents as quickly as possible. Progression content duration is anticipated to be 3.5 to 4 years.

CHOOSING DOMAIN PATHS

Domain choice comes down to which biomes and which lores appeal to the Guilds. There is no one best Domain Path to take, players are joining a varied world and all 20 Domains are very different--their lore is different, and their Creatures are different.

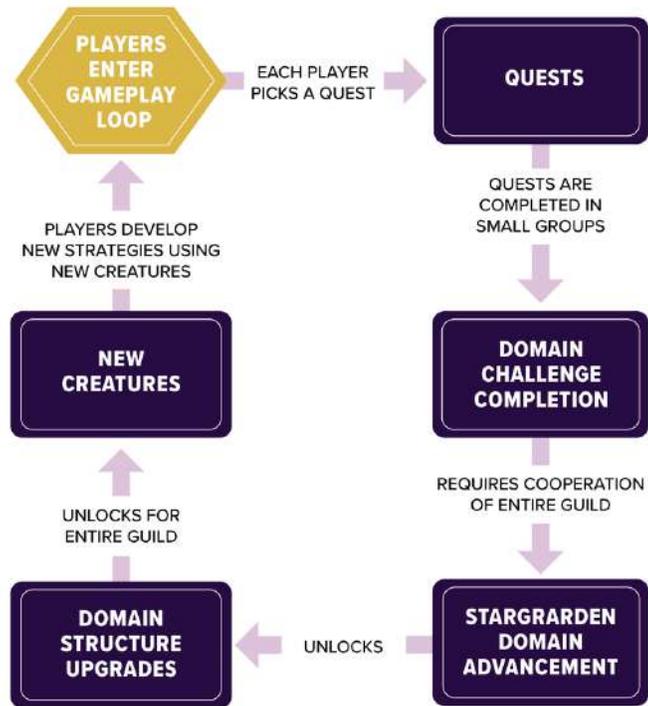


DOMAIN PROGRESSION

1. Each player receives a choice of Quests daily and picks one to display on the Guild Questboard.
2. Guildmates cooperate to complete Quests within a time limit. Quests can be failed by timeout or by loss.
3. Successful Quests will increase progress towards completion of the linked Domain Challenge, which is timed. It will require several (likely dozens of) completed Quests within the time limit to successfully complete a Domain Challenge. A Challenge can be failed by timeout.
4. When a Challenge ends, either by success or timeout, it will be replaced by another Domain Challenge.
5. Each Domain Challenge is linked to a specific Domain that the StarGarden has unlocked. There will typically be 4 or more Challenges active at any particular time. When one ends, a new one will replace it, drawn from any Domain that does not have an active Challenge and which isn't of the Domain of the just-ended Challenge. Guilds will tend to ignore Domain Challenges in Domains they don't want to focus on, and complete Domain Challenges in Domains where they do want to progress.
6. Replacement Domain Challenges are selected semi-randomly from accessible remaining Domains. More advanced Domains (those beyond Arrival level) are negatively weighted. Thus you are more likely to draw an Arrival Domain Challenge than a Mystical Domain Challenge. Domain Challenges are also positively weighted by Affinity, which is generated by Founding StarGardens, Domain specific subscriptions, and Titles. With enough Affinity, a Guild can ensure that a favored Domain appears for Challenge much more often.
7. If a Domain Challenge is completed successfully, then the Domain Level linked to that Challenge will advance. Such an advance can be of a partial level (say from 8.3 to 8.7). Once a Domain Level reaches a milestone (9 in this case), one or more new Creatures will be made available to everyone on that StarGarden. Such progress is permanent and makes the StarGarden more powerful.

GAME OVERVIEW

- It will be necessary to reach certain milestones at the Arrival Domain level in order to unlock the more advanced Domains for progression. Arrival Domains have Quest and Creature level ranges of 0 to 60, for Mystical Domains it is level 20 to 80, and for Hallowed and Forbidden Domains it is 40 to 100.



Domain Progression leads to other in-game effects as well. Not only will the StarGarden’s appearance change over time, but it will also increase in power. It will amplify the Ingredients and Creature collection options for all of the players it hosts. The more advanced the Domains you unlock, the rarer types of Ingredients you get. On top of that, the total number of players a StarGarden houses will also increase as Domain Progress occurs, allowing you to scale your Guild up to 40 members.

DOMAIN STRUCTURES

The successful completion of Quests and Domain Challenges are visually represented by Structures built on your StarGarden; we call these Domain Structures. These Structures will have different aesthetics: since Quests are Domain specific, Domain Structures look different depending on how much of a Domain’s Progression Path has been unlocked.

For example, if your Guild focuses on Fey Havens' Quests, Fey Havens Domain Structures will be built on your StarGarden and will unlock Creatures from Fey Havens. The more Fey Havens Structures are built, the more Creatures from this Domain are unlocked.

As you fulfill Quests, the look and number of Structures on your StarGarden improve, and over time this allows Guilds to distinguish their community's identity from others.

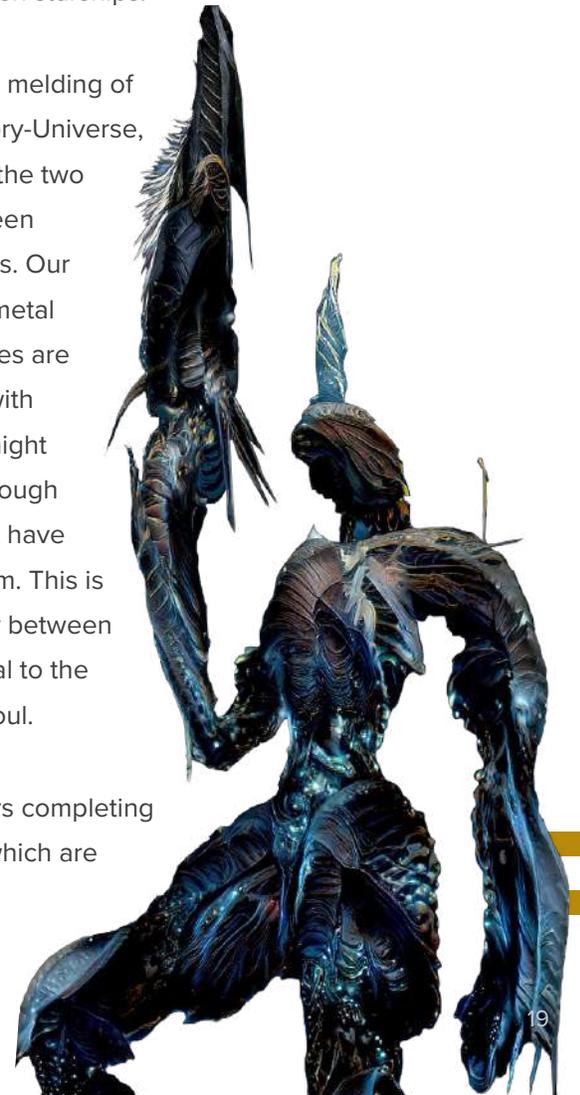
You should be able to tell at a glance the progress of the Domains on a StarGarden and the types of Creatures your opponents have unlocked.

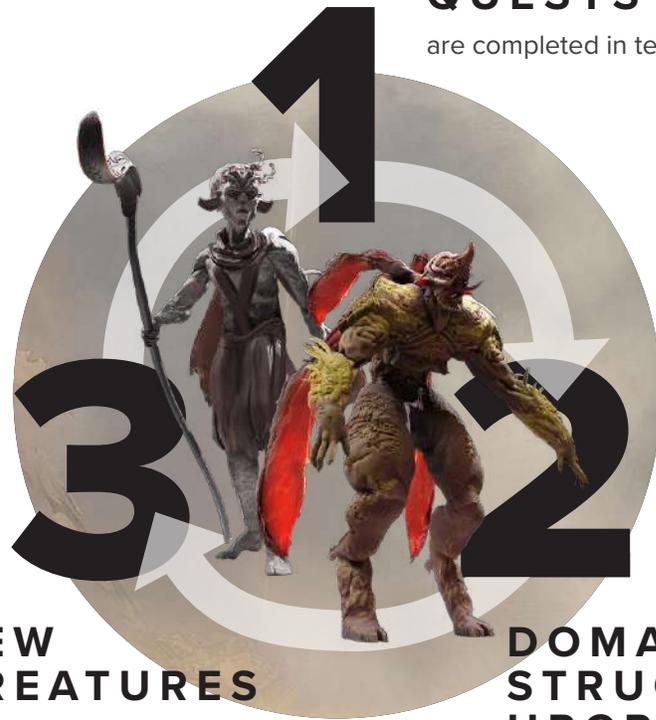
CREATURES

"Creatures" is a broad term for any being that a player can unlock, recruit, purchase, sell, and deploy into battles. Creatures can be insects, animals, high-tech machines, heroes, demigods, various specialists of fantasy races, or even starships!

Our universe features an unusual melding of nature and technology: in our Story-Universe, technology and nature are one—the two elements are and have always been intrinsically connected in all things. Our machines are alive and organic, metal is a new type of skin, our Creatures are imbued with tech—they're born with it. Just as a sentient mushroom might have organic circuitry running through its cap, a cybernetic hunter might have flowers growing out of her uniform. This is TECHNA. This aesthetic harmony between technology and nature is essential to the identity of our universe. It's our soul.

Creatures are unlocked by players completing Quests and Domain Structures, which are explained on the next page.





QUESTS

are completed in teams

NEW CREATURES

create new opportunities to develop new strategies

DOMAIN STRUCTURE UPGRADES

unlock for the entire tribe

CREATURE STATS & ATTACKS

Each Creature has a Class, a Domain origin, weaknesses and strengths. A Nectar Fey from Fey Havens is especially strong against The Malformed from The Gates of Nindfall, because its Pollen Burst attack can penetrate the armor of The Malformed. Conversely, the Corrupted Thorn from The Gates of Nindfall is offended by the sweet stench of the Nectar Fey, and can jump directly to the Fey and cause a high level of damage.

Each Creature has at least two abilities:

- A default ability: The main attack of a Creature, which is used periodically based on an in-game attack speed stat.
- A special ability: The Creature's signature move, which usually has limited situations when it will be activated for maximum effect.



PHASE 1

PHASE 2

PHASE 3

THE FLIGHTLESS GUARD

Class: Corrupted Tank

Time in Nindfall has hardened this Fey's wings. Now groundbound, it lives in a state of perpetual rage... But perhaps its anger could be quelled by the tranquil harps lost in the Cloaked Core, heard only in distant echoes.

★ ABILITY

Stomp

The creature stomps its hooved feet, dealing slow but heavy melee damage.

⚡ SPECIAL

Ward of Corruption

The creature folds its armored wings in front of it, protecting it and all allies behind it from incoming attacks – some of these attacks have a chance to ricochet back towards the enemy side.

CREATURE SIZES

When players start the game they have Creatures at size 1 and 2. As they level up they unlock new Creatures of higher sizes and can climb all the way up to size 100,000. The Creatures get dramatically larger and/or more powerful and/or more complex as their size increases.

PLAYER REWARDS

AURAH

The life source of this world, Aurah is also the currency needed by players to buy Creatures they can add to their roster. Aurah is received through Quest battles.

Aurah is personal to each player, accumulating slowly. **It cannot be bought or traded.**

As players level up they receive higher Aurah rewards. This enables them to buy Creatures with higher Aurah cost.

When a player wants to add a new Creature to their roster, they pay the required value in Aurah. This is assuming this Creature has already been unlocked on their StarGarden. Valaans (player crafted creatures) can be purchased from other players without being unlocked on your StarGarden. To use it, you still need to be of high enough player level and pay its Aurah cost.

If players tire of an old Creature or simply need additional Aurah to buy a new one, they can return one of their already purchased Creatures for an almost total refund of Aurah.

AURAH

In the world of Eleriah, Aurah is everything. A mysterious and precious substance, it is the spiritual energy that weaves through every Creature, tree, and gust of wind across the surface of the StarGardens. It is the purest representation of the harmony between life, technology and magic—an entrancing, connective matter, containing powers yet to be discovered and harnessed by those explorers in this new frontier—and a substance that represents our universe’s reward for those Creatures who behave in enlightened ways. Aurah reveals itself to those who prove worthy.

GAME OVERVIEW

LORE

Because Aurah is so valuable, as both a resource and a source of power, it is fervently coveted—especially by the Glutton Gods that have ripped this world apart with their greed, selfishness, madness, and addiction. Today, deposits of Aurah in Eleriah are at an all time low; the light of Aurah has faded in the aftermath of a past war that shattered the world. But the Glutton Gods, having seized control of the world's Aurah supply, have mysteriously vanished, their rampage of destruction having fallen silent... for now.

But as humans venture further into the StarGardens, their presence appears to awaken the harmonies of Eleriah's key life force—humanity seems to have an intrinsic spiritual connection to Aurah. Now, as we arrive on Eleriah, our job is to liberate this precious substance from Glutton God control and rejuvenate the balance and spirit of a broken, but once beautiful, place.

INGREDIENTS

Ingredients are blockchain tokens that can be traded in marketplaces. They act like traditional Ingredients seen in MMOS or Animal Crossing, like wood, metal, ore, spice, etc, and will be stored in players' in-game inventory and wallets. They're earned by all players through normal daily play. There are a total of 120 Ingredients, and as players advance to higher levels, they gain access to rarer ones and lose access to earlier ones.

The Ingredients players can access are limited by the player's level, their StarGarden level, and their StarGarden Domain Path. Hence players will only have access to a small subset of the 120 Ingredients at any given time.

Since players are slowly introduced to rarer Ingredients only as they level up, and never need Ingredients higher than their current level to craft, new players are protected from inventory overwhelm.

LEVELING UP (PLAYERS AND STARGARDENS)

Players advance their Player Level by gaining XP from completing Quests and Guild battles. The Player Level allows the player to recruit Creatures of the same level, if unlocked. For instance, if you were level 20 and your StarGarden had Creatures available from levels 1–30, you'd only have access to recruit level 1–20 Creatures. It's also possible that a higher level player moves to a StarGarden that is of lower level: if you were level 20 and the highest level of unlocked Creatures on your StarGarden was level 14, you could recruit any Creature up to level 14, but not higher than that, since they haven't been unlocked yet*.

StarGardens level up as a Guild moves through Domain Progression Paths within each of the 20 Domains by completing Quests. As the level of a StarGarden increases, so will its player capacity, from a minimum of five players to a maximum of 40.

**Valaans can be used by players even if they have not been unlocked on their native StarGarden but are still tied to player level.*



AFFINITIES

Domain Affinities, or Affinities, have the ability to alter the distribution of Quests to make some opportunities more likely or less likely to appear. This allows a Guild to steer the progress of their StarGarden and dictate which new Creatures they can ultimately unlock.

Affinities are stackable and come from three sources:

FOUNDING STARGARDENS

Each Founding StarGarden NFT has an assortment of 1 to 4 Domains in its metadata. Each player on that Founding StarGarden will gain Affinity to these Domains.

PLAYER SUBSCRIPTION

Player subscriptions are Domain specific and generate Affinity, in addition to improving the quality of Quests generated by the subscribed player in that Domain. A player can be subscribed to any Domain that has been unlocked on their StarGarden. Initially that will only be the starting 8 Arrival Domains. As players unlock new Domains they can update their Affinity to these new Domains.

Only one Domain can be subscribed to at a time. Domain Subscriptions are progressive. The longer a player is dedicated to that Domain, the more powerful that subscription becomes both in terms of Affinity and Quest quality. Quest quality is also affected by player level, so all players (subscribed or not) get better Quests as they advance in the game. Higher quality Quests tend to involve more players, and give greater Domain Challenge completion rewards at the cost of lower Aurah and XP rewards. Some aspects of Domain subscription are permanent and never turn off, even when not subscribed.

TITLES

Titles are rare and powerful NFTs that are Domain specific*. They can be linked to a player account to boost how the player is displayed in-game, and generate Affinity in their Domain.

Titles can be earned in our upcoming Browser Game.

*Amongst these titles are a handful (less than a dozen) of unique titles that can be owned by one player only; these titles have broader effects that go beyond just one Domain.

PVE QUESTS

Quests make up the primary game loop and are PvE. Each Quest takes you to an auto-chess arena board within a specific Domain. There, you place your Creature allies on the board in order to overcome the enemy NPCs (non-player characters) in a round-based battle.

Some Quests are solo and some are cooperative. These Quests yield more Guild rewards but require you to strategize with your Guild as you each choose which Creatures to place on the board and where they should go.

Players will be able to see the enemy NPC lineup when they open the Quest, giving them the ability to strategize and decide which Creatures each member of the Guild will place on the board.

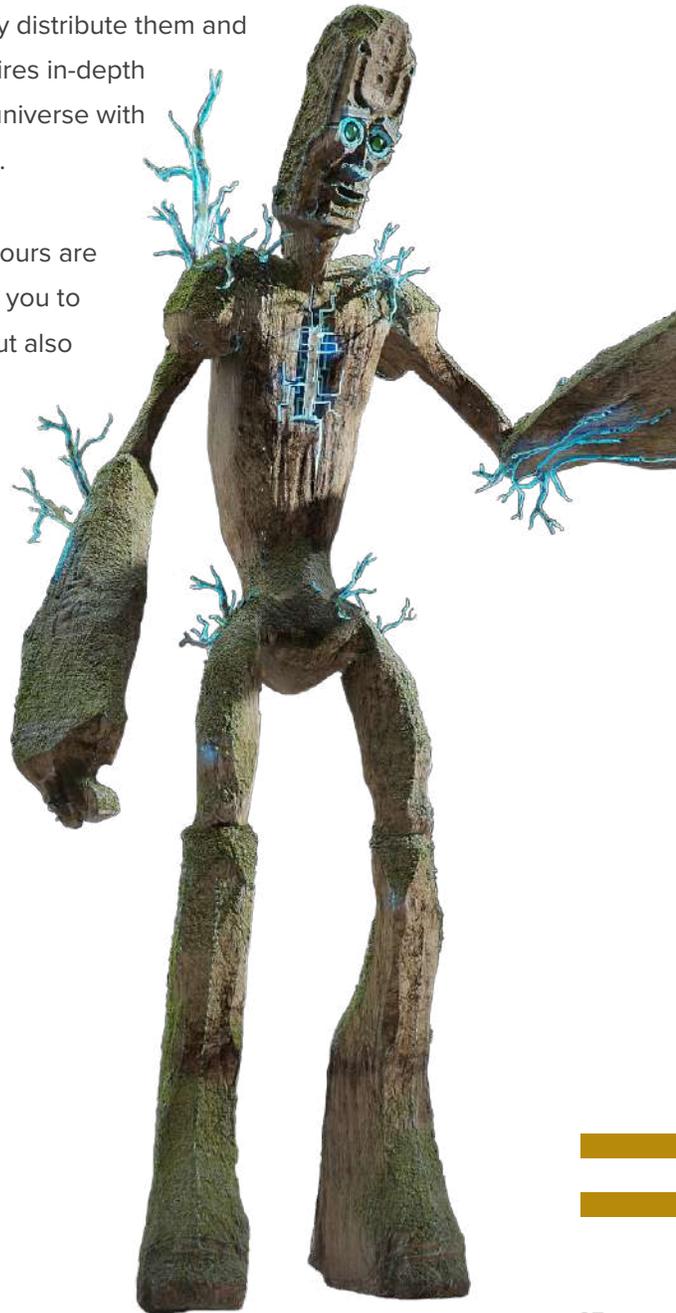
After winning Quests, you get rewards in the form of Aurah, XP, Ingredients, and potential Domain Progress.

PVP GUILD BATTLES

The other core game loop is a grand-scale cooperative Guild versus Guild event called a Guild Battle. Each Guild in StarGarden engages in Guild Battles 8 times per day, or once every 3 hours. Each match is announced 24 hours in advance, giving players time to allocate their Creatures and glance at the opposing Guild's StarGarden. Players don't need to be online during a particular battle to participate in it.

The actual battle, which could involve up to 80 players placing Creatures on shared arena boards, is handled by the server in real time. Each Creature has its own tactical preferences, so learning how to effectively distribute them and counter your opponent requires in-depth strategizing, especially in a universe with over 1,000 unique Creatures.

Battle results of the last 24 hours are saved for all Guilds, allowing you to view not only your battles, but also other Guild conflicts as you try to come up with clever counter-strategies against your opponents.



TWO PILLARS OF GAME DESIGN

Our game and company are built on the two primary human needs that interactive media can provide:

1. **Human Empowerment,
Through Play&Own Tokenomics**
2. **Human Connection,
Through Highly Social Gameplay**



PILLAR #1: PLAY & OWN TOKENOMICS

The most valuable thing a player can contribute to a game world is their time.

We believe players should be able to both play a fun game and own the in-game assets they spend time collecting, just like other things they own or collect in the physical world.

Each of your Guild's successes in game adds persistent value to the members of your Guild. We capture those efforts and transfer them to dynamic NFTs and other tokens that in turn have real value based on the effort that went into earning them. This means that the more you use your dynamic NFTs, the more powerful they become.



OUR FRESH APPROACH TO TOKENOMICS

MULTIPLE UTILITY TOKENS FOR PLAYER INTERDEPENDENCY

Interdependency between people and groups is the fundamental characteristic of an economy, as it creates the need for robust trade activity.

To increase interdependence between players our economy uses multiple utility tokens, similar to an inventory system in traditional MMOs or games like Animal Crossing. We build a system where players go from one token to another as they progress, so that it creates high trade volume, allows the value of each token to refresh, and amplifies census growth as new players join to replace veteran players when they promote.

We amplify player interdependency in two ways:

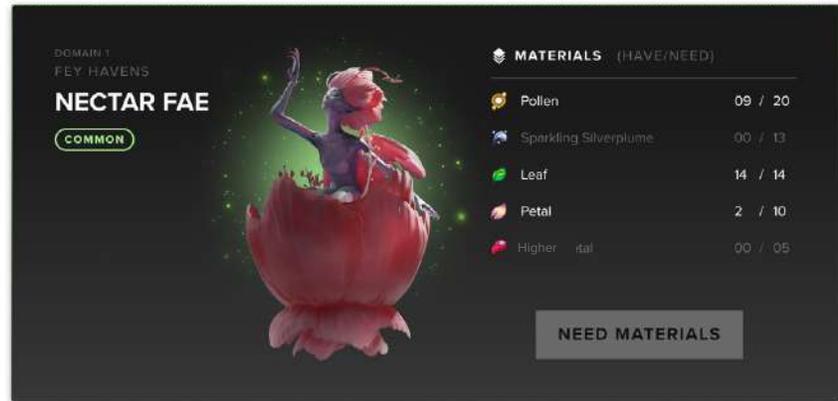
- Each Guild member is limited to a certain number of tokens they can receive each day: players who spend 20hrs in the game per day won't generate more tokens than players who do the minimum required economic output.
- Each team has access to limited kinds of tokens: similar to Animal Crossing where each player island grows one variety of crops and not others, StarGardens also don't yield all the kinds of tokens that can be found in the game. As explained earlier in this white paper, teams can choose between 20 Domain Progression Paths in which they progress every day; each Domain itself has multiple tokens that unlock as the players and StarGarden level up. Hence each StarGarden path and its level will yield different types of tokens.

DOMAINS

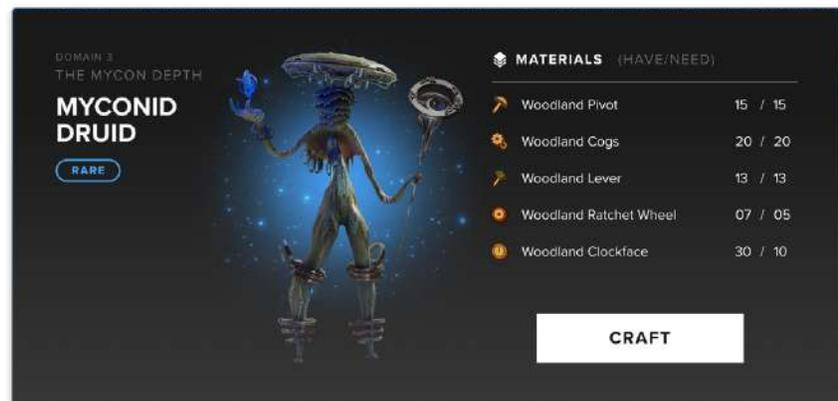


TOKENOMICS

Ingredient tokens act as resource inputs, such as wood, metal, ore, spice, etc., just as in any other game that allows player crafting.



Similar to how players in Animal Crossing fetch Ingredients to craft recipes, players in our game use these Ingredients to craft rare Creatures. There are 200 types of NFT Creatures, which each come from a respective recipe. Each recipe requires a wide range of tokens, many of which players won't have access to on their StarGardens. Hence players need to constantly engage in trade activity on our marketplace, to sell the Ingredients they don't need and find the ones they're missing to complete these recipes.



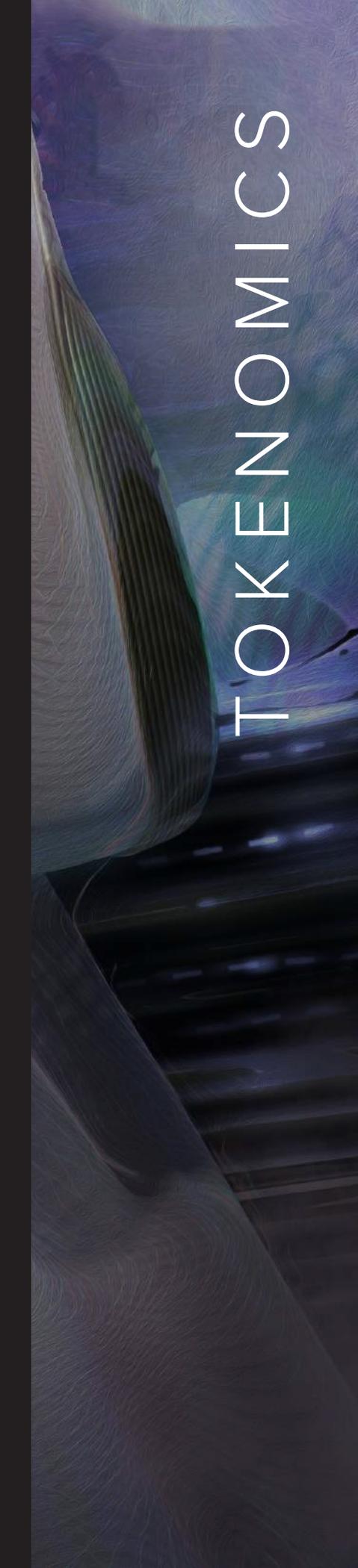
MULTIPLE UTILITY TOKENS FOR PLAYER CENSUS GROWTH

The other fresh aspect of our economy is that as players gain access to higher level Ingredients they lose access to lower level Ingredients.

PLAYER ACCESS TO INGREDIENTS	DOMAIN 1	DOMAIN 2	DOMAIN 3	DOMAIN 4	DOMAIN 5
PLAYER LVL 1 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 2 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 3 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 4 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 5 DOMAIN PATHS #2, #3, #5					

PLAYER ACCESS TO INGREDIENTS	DOMAIN 1	DOMAIN 2	DOMAIN 3	DOMAIN 4	DOMAIN 5
PLAYER LVL 1 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 2 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 3 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 4 DOMAIN PATHS #2, #3, #5					
PLAYER LVL 5 DOMAIN PATHS #2, #3, #5					

The secret sauce is that recipes used to craft NFT Creatures (Valaans) require both higher level Ingredients and lower level Ingredients.



TOKENOMICS

This means that to craft recipes old cohorts of players will constantly need new cohorts of players who can provide access to these varied tokens for players who need them. Hence everybody is in a different place in the economy and has to trade with everyone else to get where they want to go.

Further, because the old cohorts of players are no longer generating the lower level Ingredient tokens, that means that new players can come in and earn Play&Own rates similar to what the first cohort enjoyed, without a decay of the token value. Thus, new players are actively being recruited and welcomed. This is key to the census of the game continually increasing, which is a prerequisite for the economy expanding over time and asset values rising instead of falling.

What we are describing here is a self correcting, long-term, expanding game economy.

A SELF-REGULATING ECONOMY

We are building a living economy; it is a complete organism with many systems that all feed into each other. This organism automatically reacts to economic disruptions to restore homeostasis, with little or no need for developer input or revisions.

Our players will receive Ingredients depending on their Domain choices and how long they've been playing the game: a player who's been playing for 3 years and doing Quests in the Den of Gluttons Domain is going to generate different Ingredients than a brand-new player. But even the most powerful level 100 Creature Valaan requires Ingredients from both of these players.

By design, if new players stopped joining the game, the value of low-level Ingredients would skyrocket. It's difficult to imagine a scenario where new players wouldn't join under these conditions; thus the economy encourages growth and is designed to self-regulate.

Also, if not enough players are in a particular Domain Progression Path then the value of those tokens will go up in value, hence players will naturally fill those Domain Progression Paths and balance the economy.

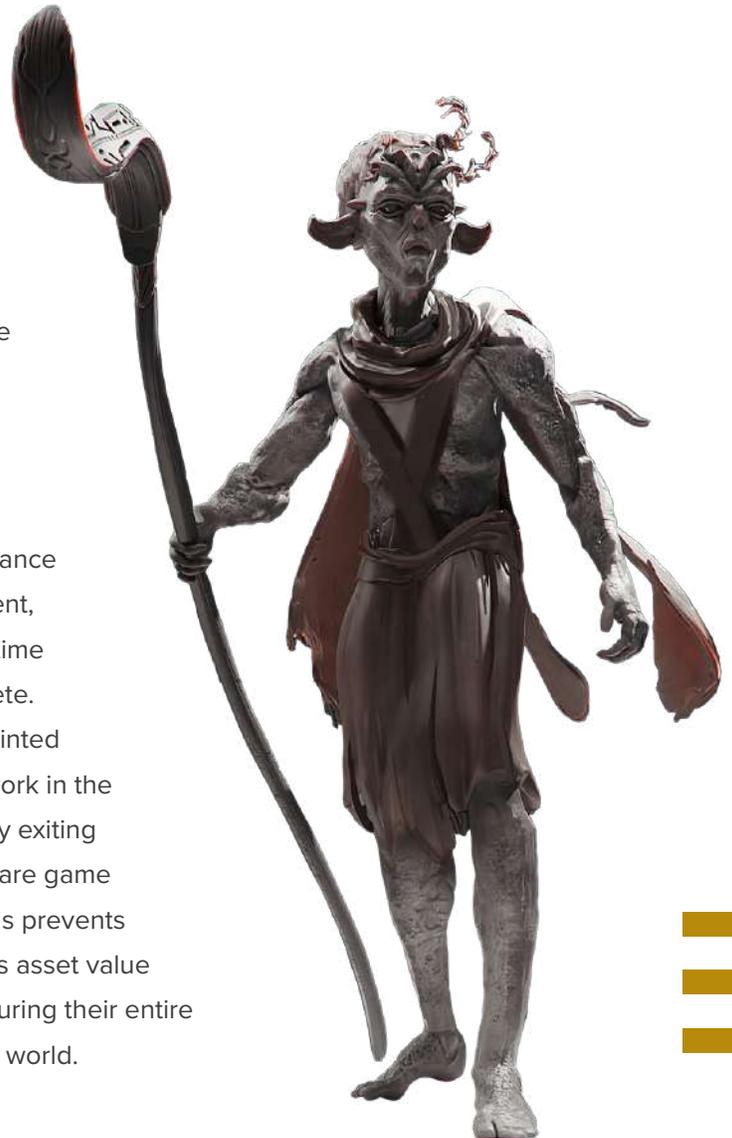
Inversely, if too many players are in a Domain Progression Path and tier, then the value of the tokens will decrease for them and they will change Progression Path accordingly.

AN INFLATION RESISTANT ECONOMY: NO POOLING

In game economies all goods tend to start at a supply of zero and increase as they approach infinity. This creates Pooling, as goods increase in supply unabated. Pooling is a problem for players because it decreases the value of earned goods over time. As a good approaches infinite supply, it also approaches zero value.

StarGarden has been designed with a solution for the Pooling problem. While there are an unusually large number of tokens (Ingredients) involved in our economy relative to other games, each player typically only has access to a very limited number of tokens at any point in their journey. As they advance to new Ingredients, they lose access to others. The market connects players to make sure these needs can be met through global interdependence.

Thus as players advance “off” of one Ingredient, that Ingredient has time to “refresh” or deplete. In addition, newly minted assets by players’ work in the game are continually exiting the system to craft rare game assets (Valaans). This prevents Pooling and protects asset value for all participants during their entire journey through our world.



TOKENOMICS

EASY TO LEARN, HARD TO MASTER

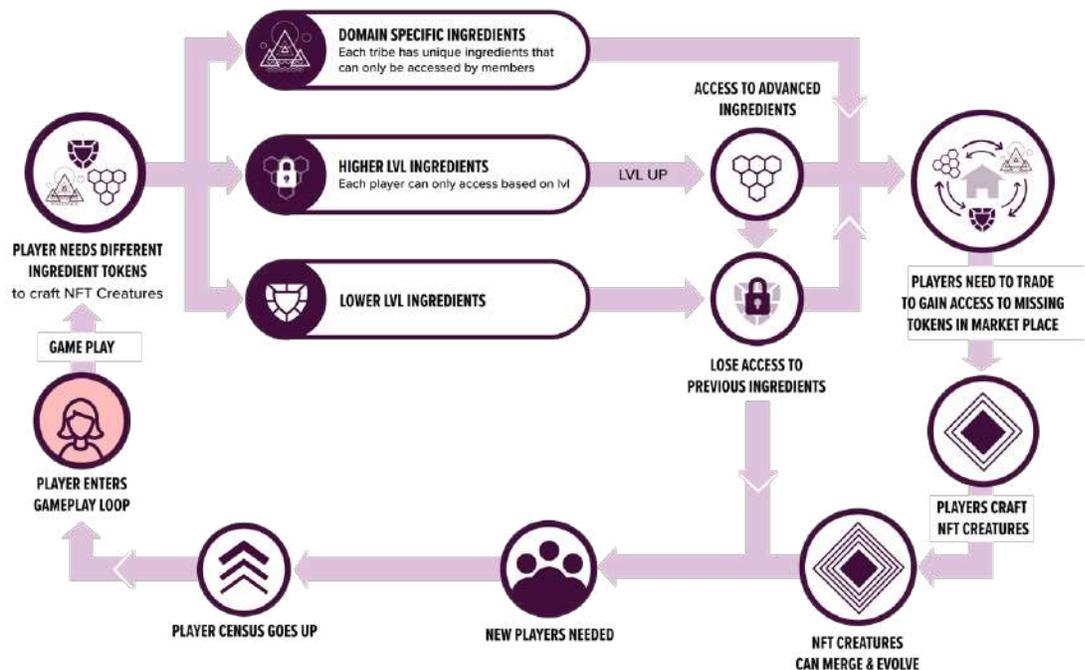
The typical player won't be earning more than 6 types of Ingredients in a week.

Players are introduced to Ingredients at their progression level pace. A player starts the game with access to up to 8 Ingredients and will have to choose which ones they want to earn. This decision is often made on the Guild level as the members of a StarGarden plan their long-term progression strategy. Successful teamwork unlocks more powerful Creatures, which in turn will give access to more advanced Ingredients. These in turn give access to even more powerful Creatures and enhanced Play&Own opportunities.

As players and Guilds gain access to more advanced tokens, they start to lose access to the earlier tokens. Hence the player is never overwhelmed by too many different Ingredient rewards. While there may be 120 tokens in the game, in the first year no one will get to the top 60 tokens. It will take a player 3.5 years to get to the end-game content, where they will gain access to the most advanced tokens and NFT Creatures in the game.

As players reach end-game content (in approximately 3.5 years) we plan on adding new content to keep the game fresh and exciting.

ARRIVANT TOKENOMICS DIAGRAM RECAP



PLAYER-OWNED ASSETS

LAND TOKENS: STARGARDENS

The StarGardens in our game are non-fungible tokens. The first NFTs we made available were Founding StarGardens (already minted). There will be other StarGardens made available to players to account for population growth, but they'll never have the unique bonuses that Founding StarGardens have.

For Founding StarGarden holders, having the symbol of The Mycon Depths Domain on your Founding StarGarden gives you Affinity for that Domain; the same goes for any Domain listed in your Founding StarGarden attributes. This won't be a benefit ever given to future Open StarGarden owners.

In the game, and on secondary markets, any player or even prospective player will be able to instantly and easily understand how rare a StarGarden is, and which Domains are available vs. unlocked on the NFT itself "at a glance" without having to consult a website/wiki/FAQ. For example, if your StarGarden is level 38.4 in Fey Havens, and level 63.1 in Den of the Gluttons, you will be able to view and rank these Domain levels at a glance on our market or secondary markets.

Founding StarGardens

Our first mint was the Founding StarGardens. These will be the first play spaces that players will form Guilds on and advance through the Play&Own economy. In addition to all the dynamic and expanding powers normally available on a Private StarGarden, the Founding StarGardens have these additional advantages:

- Access to owner-only channels in our Discord channel
- Early voting rights on community led decisions
- The Eye of Eleriah dynamic NFT airdrop, which has already been distributed (<https://lock.arrivant.com/>)
- In our upcoming browser game, each Founding StarGarden owner with dormant traits will be able to claim rare Ingredient tokens once a month for several months

TOKENOMICS

- Ingredients can be used to craft our high utility/quality Avatar PFPs
- Ingredient tokens can be used to craft rare limited supply Titles that not only allow you to flex, but also boost Affinity in their Domain
- Founding StarGardens themselves project Affinity across their Guild, causing them to have accelerated development in their linked Domains, and slowed development in all other Domains
- Founding StarGarden holders have beta access and can invite their friends to play with them in beta
- The very limited play space available on the Founding StarGardens will initially be the only place that players can play the game. We will not introduce Public StarGardens until this capacity is close to full
- The Founding StarGarden in the game will have special cosmetics that distinguish them from other StarGardens
- The added prestige and Domain Affinity of a Founding StarGarden will make it easier to recruit the world's top players

CREATURE NFTS: VALAANS

80% of the Creatures in the game are non NFT Creatures that anyone, given enough time, can get.

20% of the Creatures are Valaans.

In the rich mythology of the world of Eleriah, Valaans are Creatures from the ancient past. They are complex, extraordinary, and striking—and their mysterious powers are revered by all beings across Eleriah's many Domains.

LORE

TOKENOMICS

In StarGarden, Players can expend Ingredients in order to craft these legendary NFT Creatures. Valaans can be used in battles, like any other Creature in the game – they can also be trained, merged, and/or sold to other players. At higher levels, Valaans are much more complex and much more rare since they can only be crafted by players working together – embodying the deeper themes and values at the core of the mission of our story.

{ *ONLY TOGETHER WE TRANSCEND.* }

Valaans have unique special abilities that a clever Guild can use to open up new gameplay strategies and knowledge of Eleriah’s most compelling mysteries. They also come with an unprecedented opportunity to flex—both due to their aesthetic flair and their varied utility in the game itself. These astonishing Creatures will inspire awe and wonder within the world of StarGarden and its many in-game cultures as well as for our external worldwide community.

However, Valaans do not lead to a pay-to-win advantage. They are not overpowered; if a player bought 100 crafted NFT Valaans from other players, their ability to utilize them would be limited by a combination of their player level and their Aurah budget. Aurah can never be traded, purchased, or accelerated. Thus, buying Valaans from other players (as we don’t sell them) doesn’t allow you to field a larger or more powerful army of Creatures.

In our game players can only play Creatures that have been unlocked through their StarGarden Domain Progression Path. If Fey Havens and The Mycon Depths are the only Domains that have been unlocked on a StarGarden then only Creatures coming from these Domains can be purchased and deployed by the players. Also these Creatures are not tradable with other players. This is not true for Valaans: Valaan use is not restricted to the Domains of your StarGarden, allowing players to mix in lore and abilities from the more unfamiliar corners of our world, adding to their value, rarity, and story significance. Not only will these Creatures offer a profound glimpse into our story’s mythology, and vessels for personal connection for all players who journey into our world, but they will also give players gameplay versatility: since effective

TOKENOMICS

guilds will tend to focus on two or three domains, owning Valaans will bring abilities from otherwise inaccessible domains.

Crafting

Over 200 distinct Valaan Creatures are planned. These are NFT Creatures that players can craft using Ingredient tokens.

These NFT Creatures have complex and regularly updated metadata that will allow them to grow over time, and that growth will be visible in the marketplace if the owner chooses to sell them.

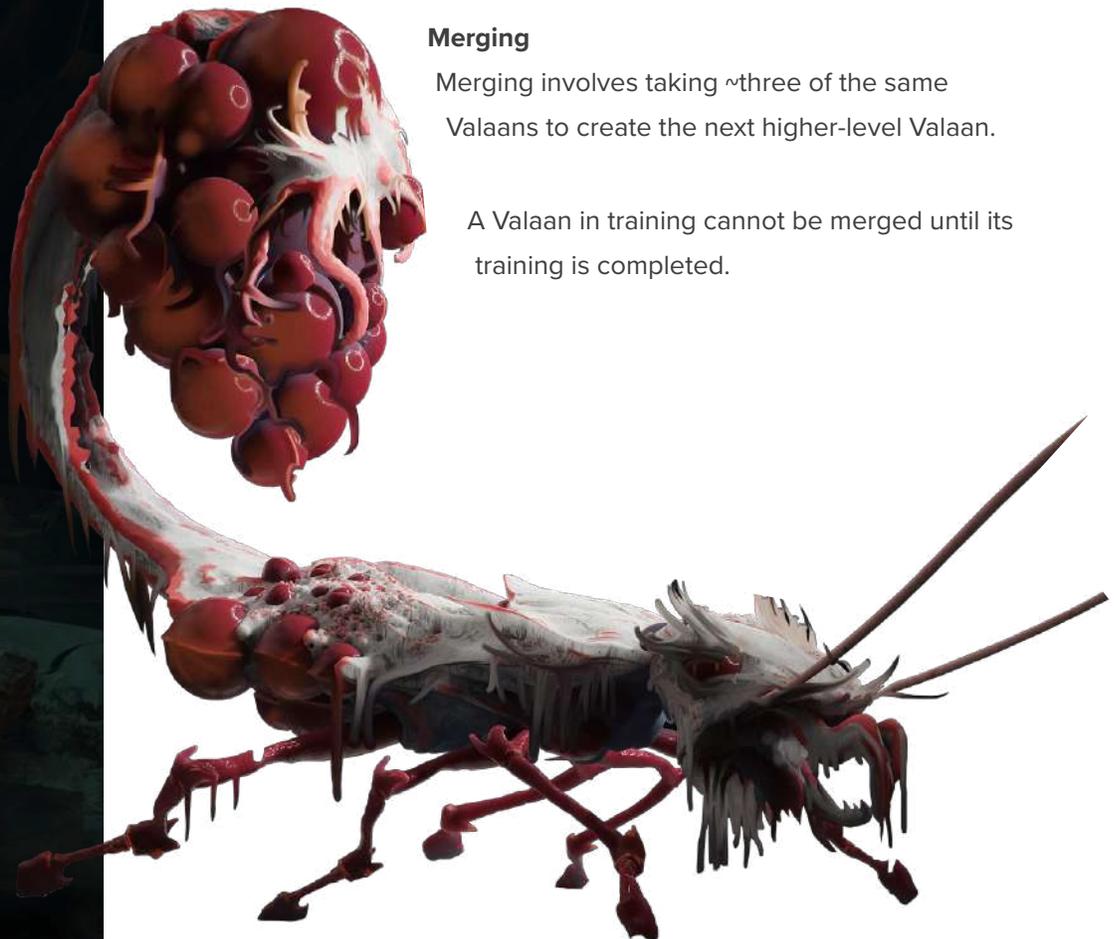
Training

Training is a mechanic where players can form a special bond with a Valaan. In order to train a Valaan, Players must deploy it over the course of many battles and keep it in their Creature roster. By completing the training the Valaan becomes more powerful. This can only be done with one Valaan at a time, and once the process is initiated, it must be seen through to the end (during this time it cannot be removed from the player's roster or its training will halt and lose all progress). This process could take weeks or even months.

Merging

Merging involves taking ~three of the same Valaans to create the next higher-level Valaan.

A Valaan in training cannot be merged until its training is completed.



TOKENOMICS

Collective Crafting

The most powerful and valuable Valaans in our world could require 10 years of individual labor to create. We expect the market to value them appropriately. We also don't expect one Player to have the time to put 10 years into making something like this - but collectively a Guild of players could. In our game, a Guild of 40 players has the potential to collectively generate 10 years of labor in 3 months and share the spoils of selling that Creature on the market.

INGREDIENT TOKENS

Ingredients are fungible tokens used for crafting. There are 120 types of Ingredients in the game. Only 8 of these will be available to new players, and progressively rarer Ingredients will become available as players advance through the game. The self-regulating economy is designed such that the more common Ingredients never become flooded. Thus, new players won't experience significant degradation in Ingredient earning capacity as you typically see in current economic designs that aren't self-regulating. Some bot activity is anticipated, but a complex variety of countermeasures will restrict this phenomenon to the lowest-value Ingredients in the economy.

StarGardens are sold by us.

Valaan Creatures and Ingredients are created by players and will never be sold by us.

COSMETICS

There are other types of assets a player can own. These will be released in accordance with the lore schedule. Some involve StarGarden customization, player avatars, or skins, and one that makes us very excited: Soulbound NFTs.

OUR MARKETPLACE AND BUSINESS MODEL

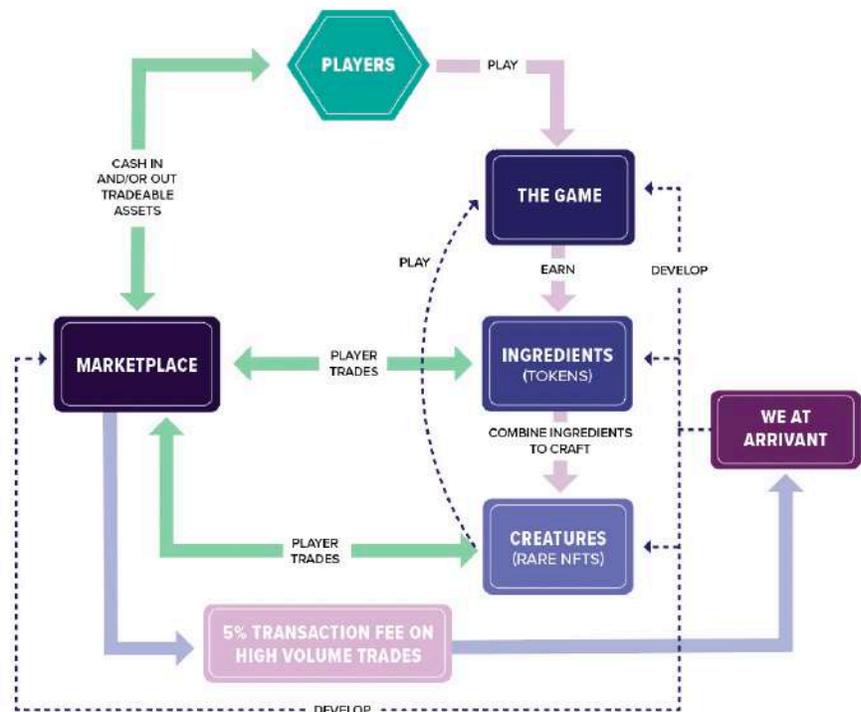
Instead of burying our game behind a paywall, we let you experience it in a free-to-play format. Access to the upper reaches of the economy are progressively harder and more restrictive, to prevent attack by bots, but still free to play with the invitation of a StarGarden owner.

Should you want to expedite the process of crafting a Creature Valaan, you can buy Ingredients from other players, since we don't sell them.

Everything that goes into crafting a Creature Valaan is player-made. Players can only get a limited amount of Ingredients per day and are limited to the Ingredients their StarGarden produces, so crafting a Creature in our game takes a lot of individual labor. The Play&Own economy values that labor and time.

Our marketplace will be used by players to craft, trade and upgrade tokens and NFTs with other players.

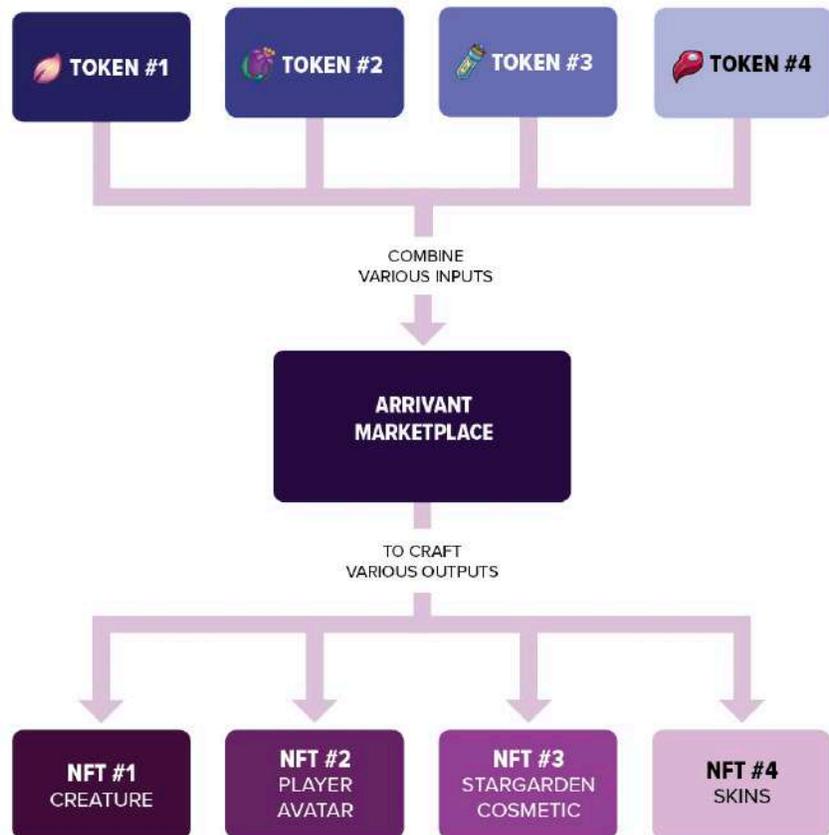
A 5% commission is taken on all transactions.



TOKENOMICS

Players can choose to trade Creatures and Ingredients on other marketplaces, but using ours will be convenient, cheaper and the only place where players can manipulate their assets to their full extent. Our marketplace hosts many aspects of the metagame, for example:

- Craft new NFT Creatures by combining multiple types of Ingredient tokens
- Trade various types and tiers of fungible Ingredient tokens and NFT Creatures
- Upgrade existing NFT Valaans using Ingredients
- Creature evolutions and merging
- Construct and deconstruct your NFTs (Avatar pfps)
- Craft StarGarden Comestics, Avatar Traits, etc.



(temp diagram, temp Ingredients)

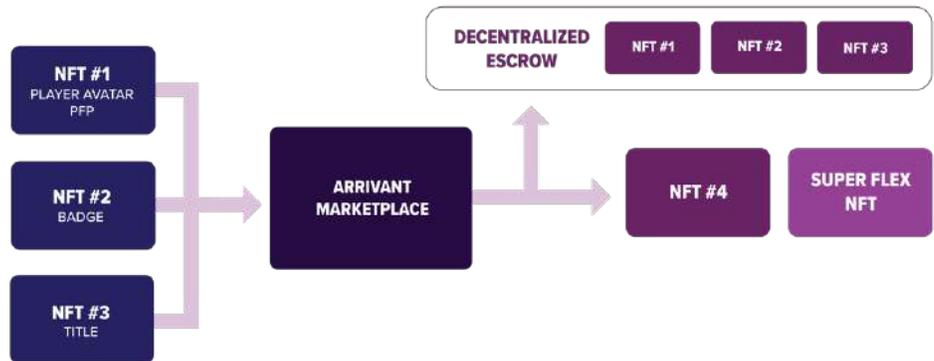
DECONSTRUCTIBLE NFTS

Another fresh aspect of our marketplace is to give players the ability to construct and deconstruct their NFTs.

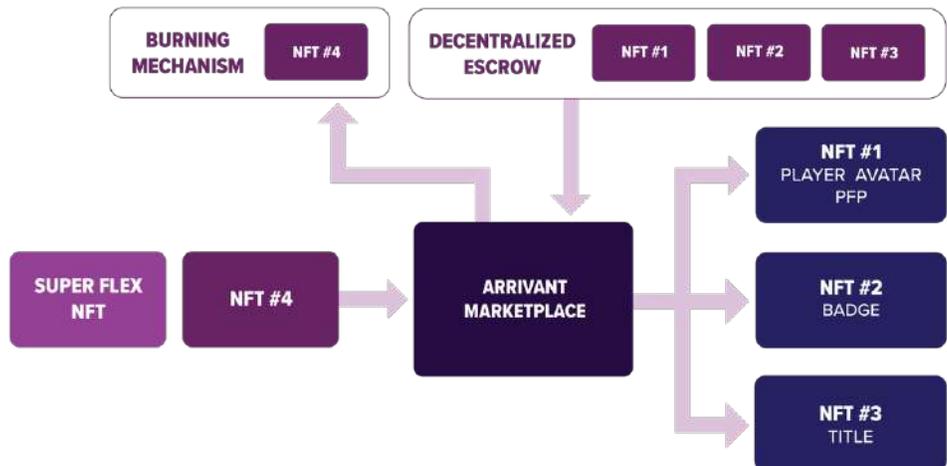
For example, if a player won a competition and earned a special badge they could add it to an existing avatar PFP. They would bring their two NFTs to the marketplace to merge their NFTs with the push of a button. On the backend the NFTs would be put into escrow and the marketplace would issue a new NFT. The user can then flex with that new NFT, but still have the ability to deconstruct it and separate the parts whenever they want to.

There won't be any added transaction fees for the player, only the usual Solana transaction fee.

CONSTRUCTION



DECONSTRUCTION



TOKENOMICS



+



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FLEXING

As you play through the game, everything gets bigger over time. A LOT bigger.

Sizes of Creatures start at 1 or 2 and can climb all the way up to 100,000 over the course of 3,5 years of gameplay. The Creatures get dramatically larger and/or more powerful and/or more complex as their size increases. The game automatically scales the battlefield and all Creatures present to adjust to the presence of larger Creatures. Thus the visual impact of a larger and more advanced Creature is immediately identifiable without even needing to look at level numbers. Your Guild will see and support your progress over time, whereas the Guilds you battle in PvP could be quite impressed when you deploy a Creature they have yet to encounter. The player-crafted Valaan Creatures are rare, and are intended to allow owners to flex to up to 79 other players in a Guild vs Guild battle. StarGardens also grow over time and allow your Guild to flex to opponents, some of whom may live in the same town as you.

Finally, players ability to construct and deconstruct NFTs, especially their avatar pfp, will open multiple avenues for them to flex and build social identity amongst friends, frenemies and the ecosystem at large.

OPTIONAL DOMAIN SUBSCRIPTIONS

Domain subscriptions give players Affinities to Domains. This improves the chances of Domain Challenges being offered to the Guild that match their progression strategy. Being subscribed also boosts the number of Ingredients you can earn per day by giving additional player-level appropriate Ingredients from the Domain subscribed to. A player can only subscribe to a Domain that has been unlocked on their StarGarden, so initially only the Arrival Domain subscriptions may be available. Domain subscriptions don't affect gameplay or give an unfair play advantage, but they can improve player Play&Own rates and make it easier for Guilds to focus their Progression Path (see Affinities above). Subscriptions are completely optional.

Subscriptions can themselves “level up” and get more powerful over time, like almost everything else in the game. More advanced subscriptions (the ones you have to unlock) are more expensive to maintain than the Arrival subscriptions, due to their greater Play&Own boosting effects.



PILLAR #2: SOCIAL GAMEPLAY



SOCIAL GAMEPLAY



Most multiplayer games and social media platforms have the similar feel of being in a busy airport terminal. Yes, there are thousands of people in the same space as you, but everyone is going in a different direction, leaving you with little to no incentive or opportunity to make meaningful connections. These short-term match-ups often range from 30–45 minutes and are filled with player friction.

Our approach to game design is focused on moving away from the airport terminal model and toward creating digital campfires that act as catalysts for social connection. Our goal is to give you a setting that fosters long-term play—it becomes progressively more meaningful the longer your Guild works together and bears the fruit of your collective efforts.

Even with a massive amount of changing content, players tend to get bored over time without social interaction and a feeling of belonging. Conversely, players will play the same game year after year, long after it's become boring, just to spend time with friends who are still playing. We strive to take that sociability to unprecedented levels in our games. Every aspect of design, economics, and lore encourages cooperative play, cooperative rewards, cooperative progression, and strong social bonding. We also use geolocation so that players can find neighbors to play with, potentially fostering their real-world community as well as their digital campfires.

By requiring teamwork and by making the rewards shared across the entire Guild, the normal sources of toxicity that often sabotage social interaction in current multiplayer games are reduced. Every effort has been made to create a low-friction environment where you can make friends and meet new people on a regular basis.

GUILD BASED MECHANICS

COLLABORATE TO CHOOSE DOMAIN PATHS

Each Quest that is dropped to players each day is tied to a Domain and hence promotes Domain Progression.

The Guild is strongly rewarded for focusing on just a few Domains—but which Domains they choose is up to the Guild, and that's why it's going to take dialogue to come up with a plan that will likely change at various stages as the Guild progresses through the game.

The best Guilds in the world will be the ones that have the best synergy.

COLLABORATE TO CHOOSE QUESTS

Each day each player on a StarGarden is dropping Quests tied to their player level, their player Domain Affinity, their potential subscription, and their StarGarden Domain Affinity.

These Quests all go in a Quest pool for all players of the StarGarden to see.

Players must strategize on which Quests they want to pursue, because there may be too many Quests and not enough time.

Failing Quests will set Guilds back. Succeeding in these Quests will help them move faster through Domain Progression Paths.

COLLABORATE TO PLAN PVE BATTLES

Each day Guildmates must strategize together how they will succeed in their Quests. Lots of communication will be needed to make sure players combine or divide their Creature forces accordingly.

COLLABORATE TO PLAN GUILD BATTLES

In addition to all the engagement present in PvE battles, the best Guilds will also do some homework on studying their Guild opponents for PvP. Before any Guild battle, players of a StarGarden can spy on enemy StarGardens to learn their tactics, etc. At a

glance players should be able to identify what Structures have been built and hence what types of Creatures have been unlocked. They can also review the prior battles of these other Guilds over the last 24 hours.

COLLABORATE TO OPTIMIZE CREATURE ROSTERS

New Creatures are constantly being unlocked in a StarGarden, and are made available to the entire Guild. But it's the role of the individual player to decide whether and how many of the new Creatures to purchase with their personal Aurah currency, and which current Creatures from their roster the new Creature(s) will replace. As players optimize their Creature roster daily it will not only keep the meta fresh but require conversation between guildmates to optimize team synergy.

COLLABORATE TO CHOOSE STARGARDEN COSMETICS

Each day, through Quests and Guild battles, everyone gets some budget that can be used to spend on the appearance of the stargarden. Each player can put those points where they want, but if players cooperate they can complete a specific cosmetic upgrade more quickly.

TIME SINKS: ECONOMIC GAMEPLAY VS SOCIAL GAMEPLAY

There are so many things that need to be traded in the game that players may find themselves spending a lot of time watching the market, similar to how the marketplace was very popular in World of Warcraft.

Quests are where players will get their tradable Ingredients, their Play&Own resources. We don't want players to have to spend too many hours to get those resources, so there will be a cap on how many you can earn in a day and it won't take more than a couple hours a day.

SOCIAL GAMEPLAY

Once players have collected all their resources, there are many additional things players can do to benefit themselves and their Guilds that don't have a cap. This is especially important for the Guild vs. Guild battles. Since these take place every 3 hours 8 times a day, a player can choose to be quite involved in the strategies for those battles. This could even include watching replays of your 8 daily opponents to see what Creatures they deployed and what strategies they use. Everyone has access to everyone else's guild battle replays for the last 24 hours.

HOW DO WE AVOID TOXICITY?

No unfair reward systems that reward one player over another in the same Guild.

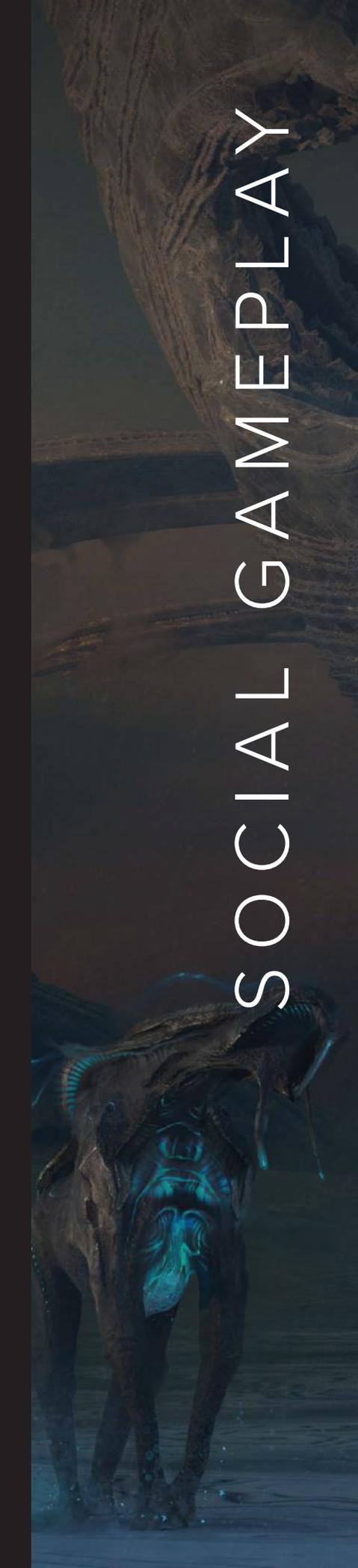
Gameplay isn't at odds with being social; being social is the gameplay. This type of cooperation is the key to the success of any elite esports team.

We also give players the tools to find the right Guild for them, which we believe will remove friction in the play experience. By giving players the ability to opt in to providing more specific information on their play style and personality, it will allow us to make Guild recommendations that are more tailored than your usual multiplayer matchmaking system.

NO PAY TO WIN

Project Eluüne was created to offer its players a rewarding social experience at a time when the need for such has never been greater.





SOCIAL GAMEPLAY

In order to preserve the welcoming ethos of our founding vision, we see it as critical to minimize all vectors for toxicity in our ecosystems.

In recent years, pay-to-win gameplay models have exacerbated negative interactions in all echelons of the gaming community. In StarGarden we have sought to move as far away from this corrosive business model as possible, both in spirit and in practice. As such, we have almost entirely eliminated microtransactions from our ecosystem, opting instead to create a sustainable, interdependent economy focused on player-built economies. In valuing player-to-player trades over player-to-developer trades, we aspire to reinfuse the sense of humanity lost in many modern gaming endeavors.

In addition to XP, the other personal (non-tradeable) resource that players gain over time is Aurah. Aurah sets your maximum budget for purchasing and deploying Creatures in a day. Even if a player bought 100 crafted NFT Valaans from other players, their ability to utilize them would be limited by a combination of their player level and their Aurah budget. Aurah can never be traded or purchased. Thus, buying Valaans from other players (as we don't sell them) doesn't allow you to field a larger or more powerful army of Creatures.

NEW PLAYERS ALWAYS MATTER

It's common in traditional MMOs for veteran players to be more desired in team efforts than newer players. This creates a form of exclusion toxicity that can prevent an otherwise healthy community from growing. Recruiting new players (potentially from your own neighborhood using geolocation) as your Guild's StarGarden expands is encouraged in our game design.

New players in our game will usually start on a young StarGarden they share with other new players. But for those who want to join a Guild of friends who've been playing for a while they have the option to complete an Apprenticeship. This is a system that rewards new players with a long-term bonus to help them catch up with their more experienced Guildmates. Veteran players will

also be incentivized to help train new players to join them on their StarGarden as their Guild will receive a progression bonus in return for onboarding a new Apprentice.

LONG-TERM GAME

The progression and story systems in Project Eluüne: StarGarden are designed to span an epic 3.5+ years of content, with the economy engineered to expand over that time. Appeals to speculation in current top blockchain-space products can cause explosive growth and then a near-constant decline afterward, hinting at just what would be possible if that growth could be sustained.

How do we plan to sustain growth:

- We use sufficient content to keep the game fresh for years of daily play.
- Progression is so varied that each month of gameplay content is different from the last.
- Our self-regulating economic system prevents Pooling and keeps all resource inputs valuable throughout the entire game lifespan.
- Project Eluüne: StarGarden uses 120 tokenized resources as Ingredients, similar to some of the top MMOs. Players will only have access to a subset of them and will have to trade what they have for what they don't have. This interdependence is critical to a healthy economy, to make everybody feel they are needed and to foster social interactions.
- The social aspect of the game is such that players will make new friends and create belonging in Guilds. This will foster deep loyalty to the game.
- As we approach the existing designed end game content, we will be working to both extend that content as needed, and also develop our next game ("Game 2") in such a way that players can transition as our IP expands.

A GAME CHANGER FOR ESPORTS

In 2019 The League of Legends World Championship was boasting over 100 million viewers, more than the Super Bowl that same year. According to market researcher Newzoo, by 2024, there are expected to be 577.2 million eSports viewers globally.

- 15% of US adults list eSports as their top interest
- 60% of genZ prefer watching eSports rather than traditional sports
- 55% of students 13-18 believe gaming is a path to a future career

These numbers are going up, not down.

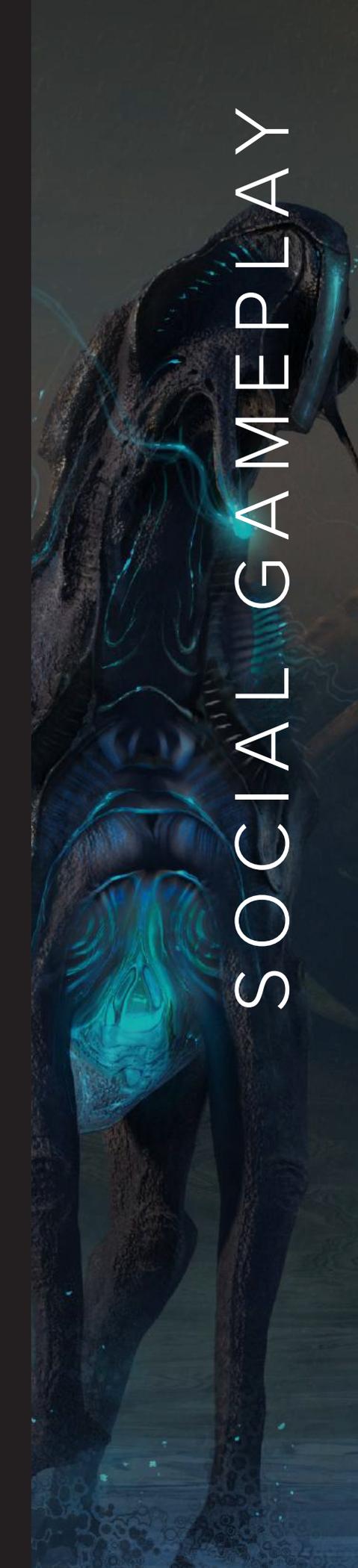
But the promise of eSports has fallen short. Right now eSports is super exclusive: the rewards for becoming good at a game are very small, and the opportunities to become an eSport owner are even smaller.

In traditional eSports if one wants to organize a tournament they need to own a team and the cost of owning a team is wallgardened and cost prohibitive. As an example the buy-in price for a League of Legends LCS team was \$10 million, and only 10 teams have been in existence. This means that dreams of becoming eSports team owners are crushed, that less than 0.01% of gamers can become professional eSports players, and even less than that can earn a living from it.

But not anymore.

Our game democratizes eSports

- We make it accessible to anyone and universally; being part of a StarGarden is being part of an eSports team
- Players are monetizing their skills each day through Play&Own, the more they hone their skills and teamwork, the higher their earning potential
- Any owner of a StarGarden is effectively the owner of an eSports team, and at a fraction of the average industry cost. If you ever dreamt of owning your team, this is your chance
- The sport is owned by the community, if you want to organize a tournament do it, we won't try to control it



SOCIAL GAMEPLAY

PLAYERS IMPACT THE LORE

In traditional worldbuilding, fans play a passive role in the story—their actions have little, if any, effect on the overall trajectory of the narrative. But Project Eluüne and its extended universe prefer a forward-thinking approach to storytelling, one in which the decisions, actions, and interactions between members of our community have impact on the world itself. This allows us to unlock new opportunities within Eleriah, fitting our world into the dynamic interests of our users and including them in the authorship of our story.

Our rich and dynamic Story-Universe constantly shifts between a dichotomy of Universal Laws—or, foundations that can't be broken—and Local Laws. These Local Laws, which are fan-determined and mediated by our team, turn Eleriah into a space of free-play where the members of our community can realize their identity and sculpt the arc of our narrative.

What does this look like? On the small scale, this might mean sharing interactive puzzles with the community or rewarding their engagement through unique POAPs in the form of Soulbound Keys to new corners of our world. Or it might mean pulling them into our creative decision-making, as we did with the Blinded Eyes of Eleriah, a key component of our lore determined by fan vote. Even the initial S.O.S. Call of Eluüne itself contained these local elements, with a secret code embedded in the video that was later deciphered by our community—an action forever enshrined in our history—a history that celebrates these players.

On the larger scale, though, this means creating a world that reacts based on our fans' choices. Rather than forcing our story down preset paths, StarGarden will grow and transform based on the decisions of its players, with their impact being felt in all our subsequent media. After all: Why build alone when you can build with your community? Players want to be immersed in the worlds we build together, discovering them alongside us. We want them to have a place in the Story-Universe instead of just watching from the sidelines.



TECHNOLOGY

We plan for Project Eluüne: StarGarden to be PC first and then iOS and Android.



GAME ENGINE

Our game will be built using Unity in order to provide the best game experience possible across multiple platforms. Unity is an industry leading video game engine with one of the largest ecosystems of developers and resources. With open source Solana integrations already built for the game engine, Unity fit well into our strategy and plan for production.

BACKEND

Our backend consists of an EC2 server on Amazon Web Services (AWS) and databases to keep data for persistence.

SOLANA BLOCKCHAIN

All in-game assets will be delivered to the player as direct-owned, non-fungible and fungible digital tokens.

Solana is an industry-leading protocol capable of processing 50,000 transactions per second, at 400ms-average block times. This performance makes it possible to build and scale blockchain-enabled games that can reshape the game industry.

All blockchain assets in the game (Ingredients, Creatures, and StarGardens) are Solana tokens with these features:

- Negligible gas costs for peer-to-peer trading.
- No custodial risk; users keep their private keys.
- Up to 50,000 transactions handled per second.
- Decentralized blockchain.
- Instant settlement, no revert.



TEAM



LEADERSHIP TEAM



CEDRIC GAMELIN
FOUNDER & CEO

Shipped 18 VR/AR/MR experiences for AT&T, PBS, Cox, Google, WB, and Mozilla. Has been designing the vision and IP of Project Eluüne since 2016



MEGHAN MCWILLIAMS
FOUNDER & COO

Director of Development at XR Studio working with AT&T, Wall Street Journal, and Mozilla. Co-founder of Women in NFTs



RAMIN SHOKRIZADE
FOUNDER, GAME & ECONOMIC DESIGN

Design team leader for game economies & metagames. Microsoft, Mythic, CCP, Take 2, Wargaming (World Of Warships), and Immutable (Gods Unchained)



CRAIG ALLEN
CSO

Founder & CEO Spark Unlimited (Call of Duty), GM Jim Henson Interactive, SVP Disney Interactive



MARC HICKERSON
HEAD OF FINANCE

Experience from angel startups to NYSE-listed companies with multiple IPOs



CRAIG MCPHERSON
HEAD OF PRODUCTION

25 years of production shipping AAA including The Martian VR, Jurassic World VR, Medal of Honor, Lost Planet 3 and Call of Duty



STEVE SKELTON
HEAD OF GAME DESIGN

Team leader with 18+ years experience in AAA including Medal of Honor Frontline, and Call of Duty



MENOUER MATILI
HEAD OF BLOCKCHAIN

Built the Marketplace program for Aurory, a P2E game company that raised \$100m in 2021



JESSICA KULCHOCK
HEAD OF BRAND

10+ years of design and brand management. Working with brands including Sundance Film Festival, Lyft and Waldorf Astoria

LEADERSHIP TEAM



ROHSAIL TARAR
HEAD OF GAME
ENGINEERING

Shipped 20+ XR experiences for GOOGLE, PBS, AT&T, Cox, Mozilla. Lead engineering teams for the venture backed XR social platform Arthur Digital



VICTORIA JOHNSON
MARKETING DIRECTOR

10 years of marketing brands like MGM Grand, All Things Comedy & Audi



DEREK PASTUSZEK
CHIEF STORY ARCHITECT

Award-winning writer/filmmaker, works shown at Tribeca, the White House. Writer on Peacock's upcoming TV show, THE RESORT (NBCUniversal)

TEAM EXPERIENCE



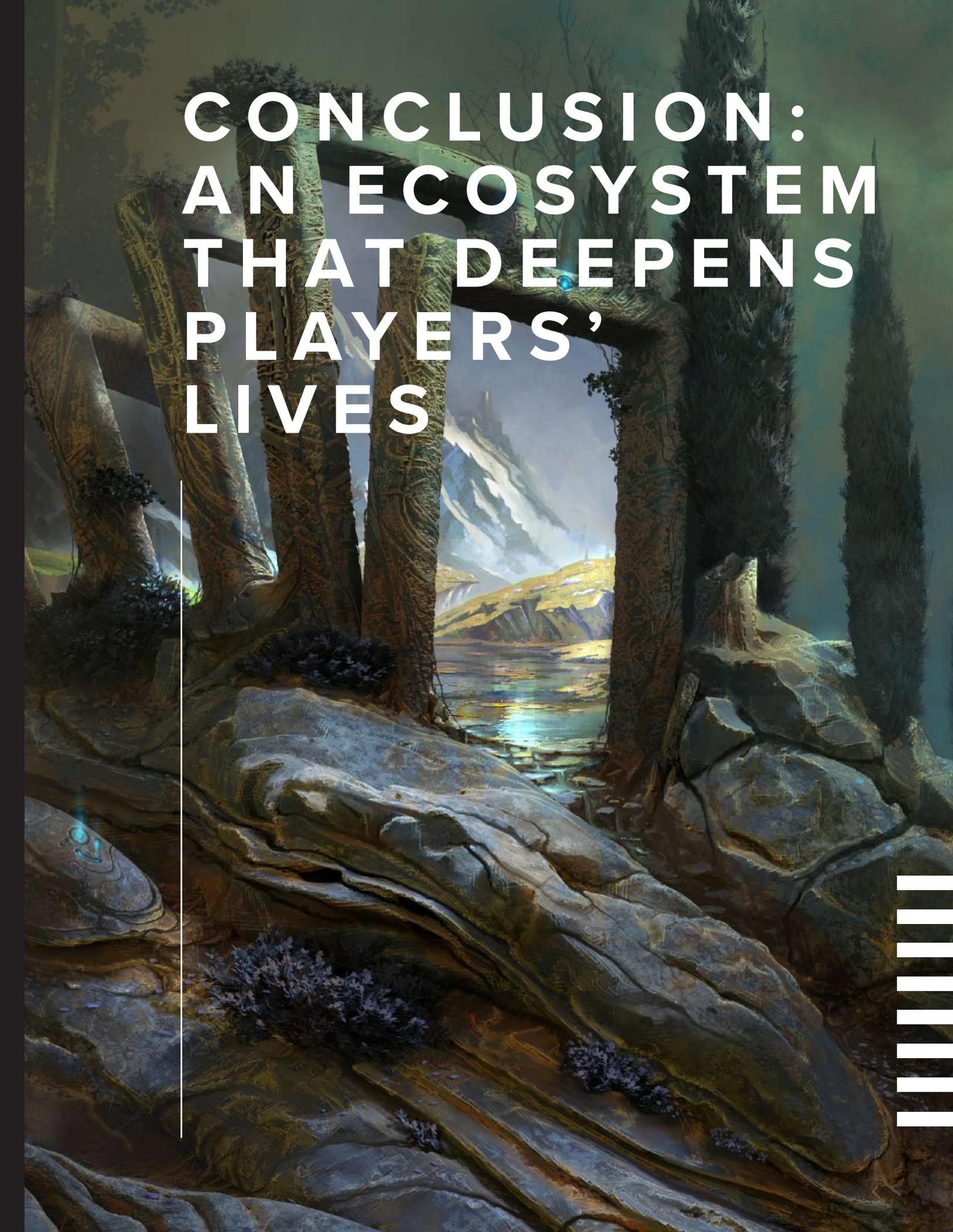
TLDR



This is our vision for players who join Project Eluüne: StarGarden.

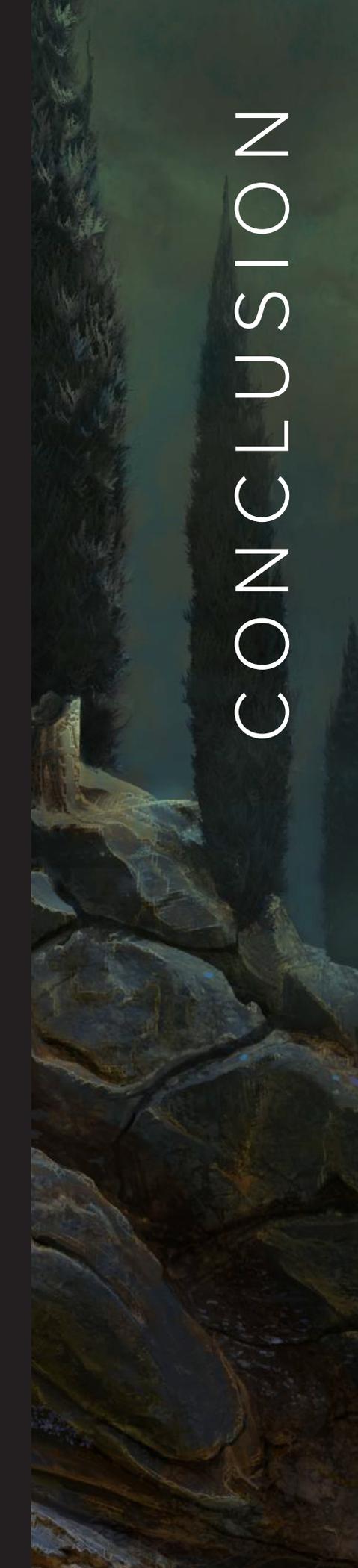
You will be able to:

- Play a fun game with no monetary barriers to entry
- Engage in an economy designed for long-term sustainability
- Earn, Own and trade game assets
- Be part of a Guild of players who need you and with whom you truly belong
- Build new friendships in a non-toxic environment
- Be part of a competitive eSports team while developing your individual skills and reputation or even lead your own by owning a StarGarden—the top Guilds in the world will be looking for the top players
- Collect and trade ingredients to
 - Craft rare NFT Creatures (Valaans)
 - Craft Items and customize your StarGarden
 - Craft items to construct/deconstruct your player Avatar pfp
- Flex your assets to friends, neighbors, and opposing Guilds
- Be celebrated in the Story-Universe and make an impact by building alongside us
- Vote on decisions that affect the Story-Universe and the future of a world you are building, making for years of fresh content

A lush, fantastical landscape with ancient, gnarled trees and a glowing body of water in the distance. The scene is filled with vibrant colors and intricate details, suggesting a rich, immersive environment. The text is overlaid on the upper portion of the image.

CONCLUSION: AN ECOSYSTEM THAT DEEPENS PLAYERS' LIVES





CONCLUSION

Our pillars of human empowerment (through Play&Own tokenomics) and human connection (through highly social gameplay) are realized in an ecosystem where genuine interdependencies between players makes all participants feel needed: their actions matter and they matter to each other.

By creating the systems that bring players together, and by giving them the tools to forge guilds of their own, we are delivering more meaningful online game experiences that deepen players' lives.

In our worlds each player can feel like they truly belong.

This is the next era of gaming.

THIS IS PROJECT PROJECT ELUUNE: STARGARDEN.



JOIN US

Join us and build alongside a game publisher that knows it exists because you believe in us.

You are our North Star.

ONLY TOGETHER WE TRANSCEND.



GLOSSARY

CREATURES

Creatures are any being that a player can recruit, purchase, sell, or deploy in battles within the Project Eluüne universe. Diverse in size, origin, lore, and abilities, Creatures fill a vast range and spectacle, from beings as small as insects, to awe-inspiring superorganisms and starships.

Awaken, Elerian beings... the time has come to band together and rejuvenate what was lost...

DOMAINS

Domains are the various locations of Eleriah. StarGarden's Domains are divided among 20 known areas, each with its own unique mythology, aesthetic, strategies, and secrets for players to discover.

Shine light into the shadows... awaken the gods and memories of this world... Travelers, unearth your powers together...

DOMAIN STRUCTURE

By successfully completing PvE quests, players can build Domain Structures on their StarGardens, then in turn unlocking new Creatures. Their aesthetic is Domain dependent -- meaning: as players fulfill Quests, the look and number of Structures on their StarGarden both advance. Over time, this allows Guilds to build their village and distinguish their community's identity from others.

Mysteries within mysteries... A labyrinth of landscapes forged by ancient unknowns... Only human discoveries will reveal the deepest truths...

ELERIAH

Eleriah is a fractured world calling to us from behind a gateway found in the deep recesses of The Internet. Foreign but familiar, ancient but futuristic, it plays host to all sorts of memorable creatures, communities, and landscapes—a wild and seamless synthesis of nature, magic, and technology.

Arrive, humans, and save us... for without you, we are adrift... abandoned... searching...

PROJECT ELUÜNE

Project Eluüne is an umbrella term for our collective efforts to explore and find our place within this strange, new world which offers a frontier for humanity. Our project began with a message sent to us from a mysterious figure—Eluüne—and has since led us to Eleriah.

The time has come... a journey begins... Only Together We Transcend.

PROJECT ELUÜNE: STARGARDEN

Project Eluüne: StarGarden is an upcoming Guild vs Environment and Guild vs Guild auto-battler RPG for PC and Mobile. Set within the Project Eluüne universe, it gives players the opportunity to build a roster of Creatures, foster real world communities, build your guild and village structures within a shared space, and rejuvenate the shattered world of Eleriah.

What happened to our world? Why does it lie in ruin? Go forth through the portals together... venture far into the expanse... and, with Elerian beings, repair the imagination of forever...

STARGARDENS

StarGardens are plots of land floating over Eleriah's surface. These landmasses are game assets in the form of NFTs owned and managed by Owners within our world. Each StarGarden is the home of an eSports team: individual players settle on them to build their guild and village, and set forth onto Eleriah proper.

Fragments of the past... peace, broken... light, faded... scattered above the clouds...

VALAAN

Valaans are powerful Creatures from the ancient past of Eleriah—rare and distinct from the other Creatures encountered in the Domains. While these special Creatures are NFTs that can be crafted or sold within our marketplace, they will never lead to a pay-to-win advantage among players.

The strongest of all... the dormant power of our deepest history... the pounding heart of Eleriah...

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