



Good Game Group, Inc. - The Future of Gaming Entertainment At the Intersection of Content, Community and Commerce

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Introduction - Good Game is where Interactive Content meets Seamless Commerce

Good Game Group Inc. “Good Game”, sits at the intersection of **Content, Community and Commerce**. Good Game is pioneering a unique gaming ecosystem, centered around its global reality TV competition, 'Good Game.' This show, akin to a 'Gaming Idol,' spotlights diverse gaming celebrity stories and engages communities across digital and physical spaces—from online platforms like Discord and YouTube to upcoming Good Game Hubs, physical locations for social gaming and content creation. Integrating commerce, Good Game partners with major brands to offer authentic in-game and real-world products, all accessible through its soon-to-launch web app. We're building a comprehensive bridge between content, community, and commerce, driving the future of gaming culture.

Good Game is producing a host of entertainment programmes, learning from the groundbreaking 'as-live' reality TV format of the Good Game Asia Pilot, created by founder Rai Cockfield, which achieved a staggering 20M+ TV views in Asia (WarnerTV) and 200+ million digital views. The new Good Game Global Reality Competition introduces a modern approach with a gaming celebrity

crossover. We're showcasing the unique stories and personalities of our contestants, celebrities, and judges, that will define the future of gaming entertainment.

Good Game has a new approach to **showcasing brands** by naturally integrating them into the show's story & challenges, **demonstrating product utility without a hard sales pitch**. By integrating **Web3 components**, Good Game can shift from a traditional, top-down production model to a more participatory and community-driven experience. This fosters a sense of ownership and empowerment among fans, transforming them from passive viewers to active contributors, members, and stakeholders (examples: exclusive access to content, production, merchandise, voting, fan contributions, funding, and governance).

Our Vision

To pioneer the next generation of gaming entertainment by building a platform for gaming entertainers to flourish. Good Game will also offer a transparent and community-owned Web3 ecosystem around its global reality TV format and Live Hubs, helping drive its future and success.

- Revolutionize Reality Gaming Content through Interactive Media
- Foster Community through Hubs that blend digital and physical
- Seamlessly Integrate Digital Commerce into entertainment
- Good Game will look to Web3 to help reward its token holders, giving them behind-the-scenes access, the ability to participate in the show through voting, build out special community events and experiences through DAOs, drive show innovation through a community-owned funding pool and provide transparency in tipping and royalty distribution to its talent.

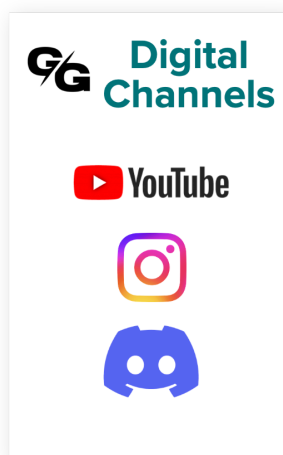
Reach and Content Distribution

Engaging 1 Billion Members by 2028: Good Game currently has a 1B+ impressions contracted through partners with additional reach coming through Celebrity (see below) and Brand Engagements/Partnerships.

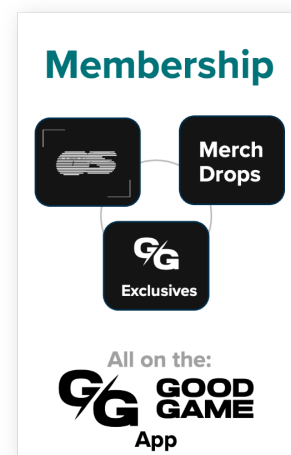
1B+ Guaranteed Impressions



100M Conversion Target



1M Member Target



The Good Game utility token is your gateway to a premium gaming lifestyle. It provides seamless access to our global network of Hubs, exclusive events, and curated merchandise collections. This token empowers you to participate in a vibrant community, enjoy unique experiences, and access exclusive rewards, all while being part of the future of gaming culture.

Content: Global Reality TV Series

While prioritizing digital platforms, Good Game will utilize traditional channels to maximize viewership. Secured TV impressions exceeding 1 billion in key markets like India and Korea, combined with global digital reach, will drive the conversion of 100M+ diverse audience members to our membership platform. This community will then directly influence show direction, merchandise, brand collaborations, and community celebrations.

- Digital First
 - ❖ YouTube
 - ❖ OP.GG
 - ❖ Instagram
 - ❖ Facebook
- Guaranteed Impressions (through local channels)
 - ❖ Jio (India) 1 Billion
 - ❖ MBC (South Korea) 30 Million
- Integrated Commerce
 - ❖ Featured Products
 - ❖ Merch Drops
 - ❖ Memberships
 - ❖ Subscriptions (coming in 2026)

Community: Digital + HUB Program

Transforming 1B+ impressions into a thriving community of 100M+ members, connecting gamers worldwide and providing them with a global platform to thrive and spaces to celebrate:.

- Online Communities built from content
- Soho House for Gamers + Production Studios
- Showrooms to drive Commerce

Social Media Target Following:

100 Million users expected across the following primary platforms by 2027:

- YouTube
- Instagram
- Discord
- Other social platforms in discussion

Local and Global Hubs that create *on the ground* opportunities to interact with Good Game:

NYC OS Hub - 2024

- Profitable
- 8,000+ visitors per month
- 35+ events per month
- 700K+ digital Impressions per month

Display and On-site programming:

- Placement
- Experience
- On-site / online purchase / home delivery

Community: Driving Conversion to the Good Game ecosystem

We're driving conversion to the Good Game ecosystem by offering a unique blend of exclusive content, tangible community experiences through our Hubs, and direct participation in shaping the brand. By providing both digital and physical touchpoints, alongside rewarding engagement, we transform passive viewers into active, loyal members.

Our strategy: 1 billion+ impressions to fuel a powerful community of 100 million+ members, both online and in real-world hubs.

- Convert Traditional Channels to our ecosystem
- Drive Viewers to Our Rewards programs and purchases

Traditional Channels

Primary Focus:
Telcos, Media

Digital Channels

YouTube
Instagram
Discord

Membership

Access
Merch Drops
Exclusives
Local and Global Hubs
All on the Good Game Web App

Commerce: Merchandise

Our merchandise program will continue to evolve beyond traditional rewards. Starting with Good Game-branded items and partner collaborations, we'll expand into diverse collections—from fashion and electronics to collectibles and digital experiences—driven by direct community feedback. We're building a dynamic fashion brand that reflects the needs and desires of the Good Game audience, emphasizing quality and value.

Swag Store

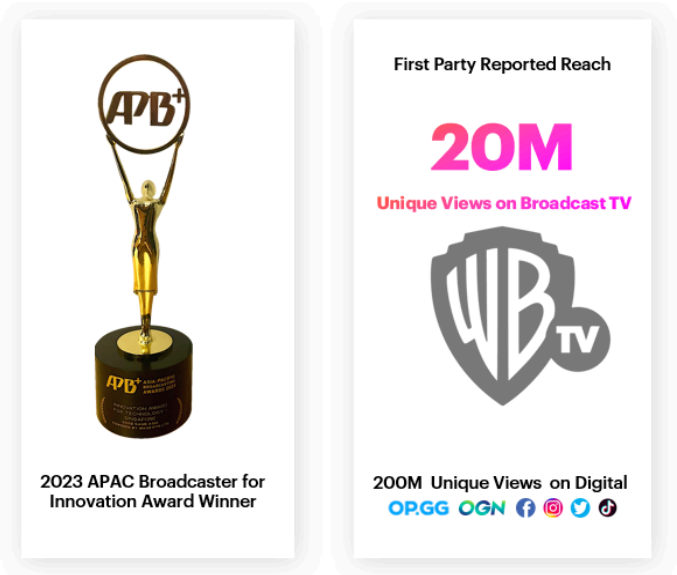
- Products will be ever-present in our Content and authentically featured to show their real-life utility through the eyes of the contestants.
- Purchase through integrated sales methods is seamless (QR codes onscreen leading to discounted items online at www.goodgameshow.tv and/or curated merch drops in the Good Game app).

Commerce: Good Game Online App



Our upcoming web application (Good Game App) serves as the online central hub for the Good Game ecosystem, seamlessly integrating content, community, and commerce. Within this platform, users will discover and engage with our diverse programs, from the global reality competition to exclusive community events. The app will showcase our curated merchandise drops and partner collaborations, providing a streamlined shopping experience. Moreover, it will act as a gateway to our managed communities, fostering deeper connections and building lasting loyalty with exclusive access to content, merch drops, sponsored events, and more. By centralizing these core elements, the web app empowers our audience to fully immerse themselves in the Good Game experience, solidifying their trust and participation.




We’ve already started

The Team that put together the Pilot Season of Good Game Asia drives the success of the new show, while adding the expertise and modern filming techniques of current Netflix-style Reality TV programming (story-driven with heightened drama!)



Comparable Reality TV Shows:

Shows	Viewership (Millions)	Rev / Season (USD)	Franchise Value (USD)	Seasons
	25M - 30M	\$50M - \$60M	\$2.5B	21
	10M - 15M	\$60M - \$70M	\$3.0B	24

	5M - 15M	\$60M - \$70M	\$2.0B	18
	20M - 30M	\$40M - \$50M	\$2.0B	44
	5M - 15M	\$30M - \$40M	\$1.0B	25
	5M - 15M	\$20M - \$30M	\$1.0B	15

Gamers Influence Beyond the Game

63% of GenZ Trusts Brands Endorsed by Influencers*

63% of GenZ gamers trust brands that are endorsed by individuals, 23% more likely than GenZ overall. Good Game combines the best aspects of traditional and influencer marketing.

66% of GenZ Believe Gamers Set Trends*

GenZ gamers are more likely to set the trends than GenZ overall. We highlight advertiser/partner products, brand messages or experiences to drive the GenZ audience.

Gamers Spend On Their Hobby

\$86 is the Millennial Monthly Spend on Gaming**

\$1,032 is the Millennial Annual Spend on Gaming**

For all Gamers, regardless of age, the spends are \$76 and \$912, respectively

*Source: GWI, APAC GenZ players (PC/mobile/console), Q1-Q2 2022

**Source: Yahoo Finance 'This Is How Much Playing Video Games Will Cost You Over Your Lifetime

From 1000's to 1: Finding the Next Gaming Superstar

From thousands of applications, the Good Game team and Local Entertainment Celebrities will select up to 10 contestants in each market - half from private casting and half from public auditions.

Over 6 - 10 episodes, contestants face challenges testing their ability to perform, influence, grow their personal brand, authentically represent featured brand partners and (or course) game...

How do they stack up compared to the top gaming celebrities We'll feature all of the different types of gaming superstars (and maybe even face them off against some of the folks below), including:

- Gaming Streamers (like Pokimane and Kai Cenat)
- YouTubers (like Mortal)
- Gaming Shoutcasters/Analysts/Color Commentary (like Laura Valée)
- esports stars (like Faker)
- Athletes who play games and create content (like Max Verstappen)
- Musicians who play games and create content (like T-Pain and Post Malone)



Pokimane



Kai Cenat



Mortal



Laura Valée



Faker



Max Verstappen



T-Pain



Post Malone

Images and references are for demonstration purposes only. Subject to change.

A first-of-its-kind Global Competitive Reality TV Series

After the success of our Pilot Season, we are starting with India, where winners from our Country-level reality TV shows will then travel back to our Regional Gaming Hubs (Production Studios) to compete against other nations, before culminating in the Good Game World Series Finale... Where the winners take on existing top global celebrities in the final show of the season.

Good Game HUB Spaces

Imagine a *Soho House* style, exclusive hangout, play, and event space for gamers: the Good Game Hubs. These aren't just gaming centers; they're immersive social spaces where online communities come to life. Within each Hub, experience our flagship reality show firsthand, participate in exclusive tournaments, and connect with fellow gamers and creators. Explore our curated merchandise, engage in brand collaborations, and immerse yourself in a vibrant culture that blends gaming, fashion, music, and more. As a member through your token investment, global access will be extended to our token-based community. Good Game Hubs are the physical manifestation of our digital ecosystem, fostering genuine connections and building a global community.

NY Hub - OS Event Highlights - OS NYC features cultural events centered around gaming (live music, sports/esports watch parties, celebrity meet & greets, community esports tournaments, comedy, Pub Quiz nights) at a rate of 5-10 events per month, this will continue in our 'Soho House for Gaming' model and hubs will feature global and local acts. Membership, which requires token ownership, will grant access to the HUB.

Current Stats - over 8K physical visitors and over 700K digital engagements / month

Live Music



Watch Parties



Celebs*



esports



*Kevin Durant (NBA) and Sauce Gardner (NFL) at NBA25 events at OS NYC in 2024.

Good Game Show Roadmap

Good Game's global expansion strategy will ignite a worldwide gaming phenomenon. Beginning with a highly anticipated launch in India, we'll rapidly expand to major entertainment markets including the US, UK, Australia, and Korea. Our tiered competition model will feature over 30 localized shows, culminating in thrilling regional championships that ultimately feed into the global grand finals. This multi-stage approach ensures diverse representation and fuels a truly worldwide gaming community. *(Note: Bolded Shows are the regional shows contestants qualify for in the country level shows)*

Starting with India, winners from our Country-level reality tv shows will then travel back to our Regional Gaming Hubs (Production Studios) to compete against other nations, before culminating in the Good Game World Series Finale. Where the winners take on existing top global celebrities in the final show of the season.

Good Game Show Timeline (2025 - 2028)



Good Game Hub Rollout

A Soho House designed for the modern gamer. The Good Game Hubs are exclusive, immersive social destinations where online communities converge. Experience our reality show firsthand, participate in elite tournaments, and connect with like-minded individuals in a dynamic, curated environment. See our planned Hub roadmap below:



Bridging Web2 and Web3 Entertainment

Good Game is bridging the gap between Web2 and Web3 entertainment by allowing Token holders, through membership programs, to help shape the direction of the long term success of the organization.

Token holders will be able to stake their tokens to earn membership, and gain access to exclusive content, merchandise, Hub activities, and use their tokens to vote on key issues around shows.

Web3 Collaborations and Partnerships

Good Game content, programming, and reach creates unique opportunities for collaborations and partnerships with a host of Web3 gaming, programming, product and services, and other enterprises. Good Game is currently in discussions with a number of key partners, both Web2 and Web3 to enhance user experiences and create additional value for our token holders.

Embracing AI

Good Game is embracing Artificial Intelligence (AI) to support the development of its programming and service offerings, business management, and to enhance user engagement. As AI accelerates, Good

Game will continue to adopt, and in some cases, develop AI supported processes that will create efficiencies and market effectiveness.

Sample AI use cases:

- User engagement, loyalty and benefit programs
- Social Media and multi-language programming
- Business management tools
- Content Production

The Role of Blockchain

Blockchain presents an environment that enables true asset ownership, censorship resistance, no central point of failure, and perpetual existence. The ability to own and self-custody digital goods ensures there can be no risk in ownership (your asset being removed from membership, or the servers going down), and allows for the creation of robust opportunities for interoperability, and the movement of value not only between parties, but between networks, as well as between the analogue and digital world. Value can be generated, quantified, and then transported via on/off ramps, empowering new economic activities that bridge the digital/physical divide.

As a result, you can use blockchain technology to create an unalterable or immutable ledger for tracking orders, payments, accounts, and other transactions. The system has built-in mechanisms that prevent unauthorized transaction entries and creates consistency in the shared view of these transactions.

Challenges

Market Volatility

Highly visible Bitcoin, ETH and other major coins and tokens are influenced by a mix of individual and institutional investors, each bringing different behaviors and impacts on price. The emergence of various investment platforms has made trading Bitcoin more accessible, adding to market liquidity and, consequently, volatility. However, volatility can be even greater with smaller tokens as they suffer from discounted value and skepticism, creating even further volatility as participants take time to discover potential utility, project performance and market acceptance.

Smaller Addressable Market

A number of today's leading Web3 solutions require self-custody wallets and some form of cryptocurrency to participate. This raises issues of accessibility, especially in reference to the masses. According to [TheStreet Roundtable](#), in January 2024, there were approximately 580 million crypto holders, a 34% increase from the start of 2023. While these numbers continue to accelerate, they still represent about 1% of the world's population. In contrast, in 2024 it was expected that up to 80% of adults globally have some type of bank account, reinforcing the current differences in the size of the available addressable markets and reinforcing the need to have products and programs that transcend both Web2 and Web3.

Launching New Programs

With the development and launch of any new program comes a great deal of uncertainty. Many new and innovative solutions have risen to great short term success, however, this is generally not the norm. It can take a great deal of perseverance, time, resources and other factors for programs to be successful. Assembly of a strong team, with industry experience and excellent advisors, alongside good market conditions, has shown, in certain circumstances, a higher propensity for success.

User Sentiment

The past few years have been a rollercoaster ride for the Blockchain and Token industries, with compliance issues, economic conditions, products and programs in a constant state of flux. User sentiment continues to evolve as more countries put in place programs that support the issuance of financial products and other regulations that buttress the issuance of tokens and digital collectibles.

Solution

The entertainment, and gaming sectors continue to evolve with new and innovative technologies, including new forms of content interaction and distribution, and with AI becoming more pervasive, opportunities for the emergence of new brands continues to accelerate. By deploying Blockchain solutions that can expedite the speed to market, **Good Game** can create programs that enhance user engagement, unique entertainment and gamified experiences, reward programs and pools, access and digital goods and services.

Building with Avalanche

Good Game has chosen the Avalanche blockchain platform because of its focus on enabling Web3 entertainment and gaming experiences, offering high transaction speeds, low fees, and a strong developer community, allowing creators to build innovative and engaging play-to-earn games with greater creative freedom compared to other blockchains; essentially, Avalanche provides a solid infrastructure for developing immersive and accessible blockchain-based games.

Key reasons why games are opting for Avalanche:

Scalability:

Avalanche boasts high transaction throughput and fast confirmation times, making it suitable for handling large numbers of in-game transactions without significant lag.

Low fees:

Compared to other blockchains, Avalanche has relatively low transaction fees, which is crucial for maintaining player engagement in micro-transaction based games.

Developer friendly:

Avalanche provides a user-friendly development environment with robust tools, making it easier for game developers to build complex blockchain features.

Community support:

The Avalanche ecosystem has a growing community of developers and users dedicated to Web3 gaming, fostering collaboration and innovation.

Cross-chain compatibility:

Avalanche can easily integrate with other blockchains, allowing developers to leverage features from different platforms.

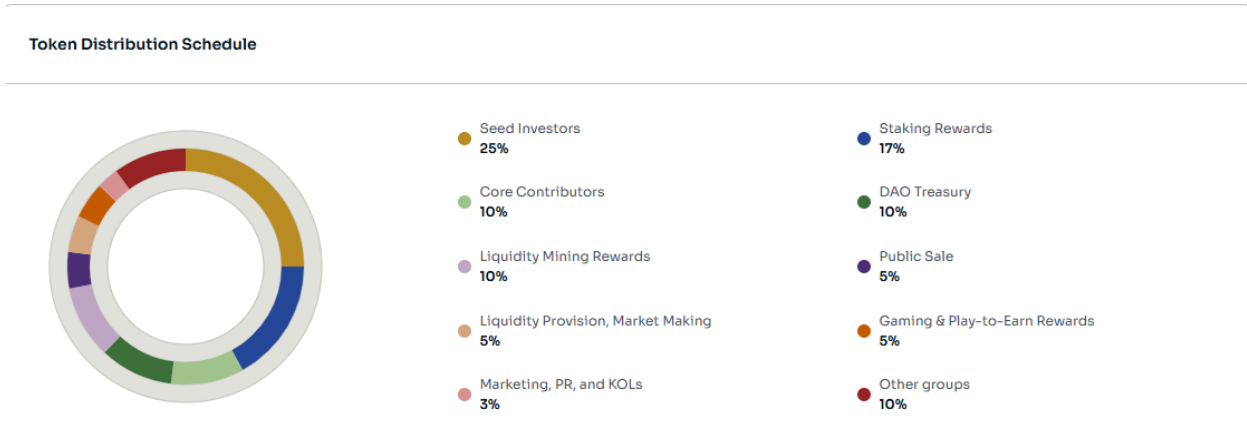
Good Game Token

The Good Game token is a utility based token that is expected to be issued with support, to be further defined as we approach the Token Generation Event (TGE) on the Avalanche blockchain. Good Game’s TGE, expected in early Q2 2025, will result in a maximum Token Supply of 1.00 billion tokens, with an expected Emissions (Unlock and Release) duration of up to 36 months across 13 different groups.

The Good Game TGE date, token price, and Circulating Supply at TGE, will be released separately.

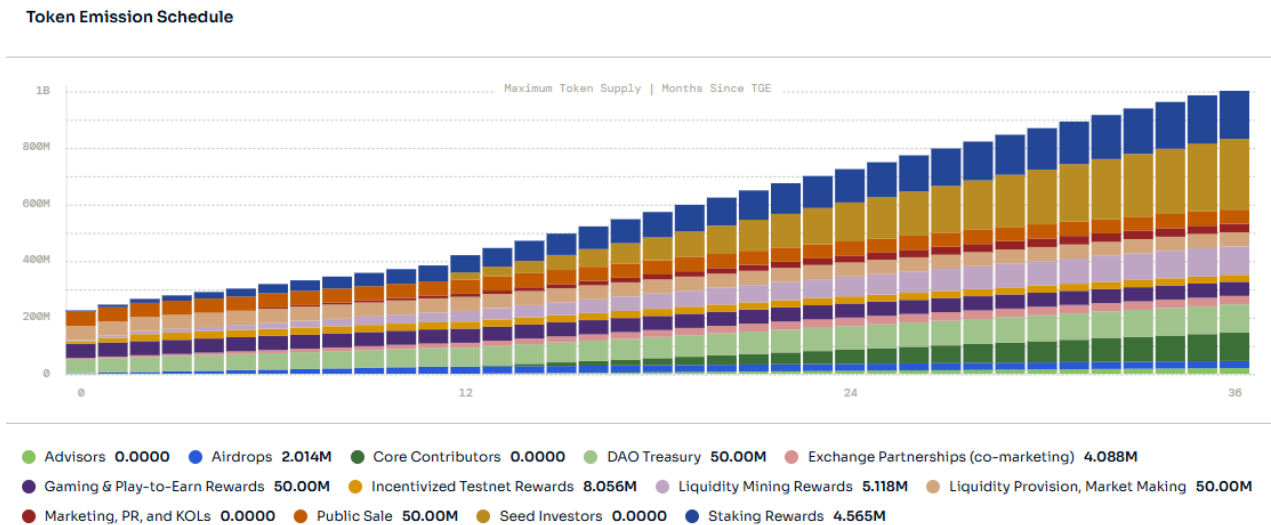
Distribution Schedule

Good Game is committed to creating value for its token holders. We have spent considerable time and energy in consultation with our Advisors, proposed Market Makers and Liquidity Providers to create a token distribution schedule that we expect will maximize value. The image below outlines the proposed distribution schedule for the Good Game token:



Emissions (Unlock and Release) Schedules

Good Game has taken a conservative approach to unlocking tokens within its ecosystem. The graph and table below provides an estimated overview of the Token Emissions.



Lock & Vest Emission Groups

Groups that unlock in a linearly after a cliff.

Groups:

11

Group Name/Allocation %	% Unlock at TGE	Lock up Duration	% Unlocked at Initial Cliff	Unlock Duration	Unlock Frequency
Seed Investors 25%	0%	12 months	10%	24 months	Monthly
Staking Rewards 17%	0%	0 months	0%	36 months	Daily
Core Contributors 10%	0%	12 months	0%	24 months	Monthly
DAO Treasury 10%	0%	0 months	50%	36 months	Monthly
Liquidity Mining Rewards 10%	0%	0 months	2.5%	36 months	Daily
Gaming & Play-to-Earn Rewards 5%	0%	12 months	0%	12 months	
Exchange Partnerships (co-marketing) 3%	0%	0 months	10%	24 months	Daily
Marketing, PR, and KOLs 3%	0%	6 months	10%	24 months	Daily
Airdrops 2.5%	0%	0 months	0%	12 months	Daily
Incentivized Testnet Rewards 2.5%	0%	0 months	0%	3 months	Daily
Advisors 2%	0%	12 months	0%	24 months	Monthly

Full Initial Unlock Emission

Groups that unlock 100% of the tokens at TGE.

Groups:

2

Group Name/Allocation %	% Unlock at TGE	Lock up Duration	% Unlocked at Initial Cliff	Unlock Duration	Unlock Frequency
Liquidity Provision, Market Making 5%	100%	0 months	100%	0 months	Daily
Public Sale 5%	100%	0 months	100%	0 months	Daily

Token Utility & Membership Staking

Our utility token roadmap outlines a phased approach to enhancing member benefits, expanding global Hub access, and introducing exclusive merchandise and event experiences, all while empowering token holders with increasing influence over the Good Game ecosystem.

Membership Staking Programs

The opportunity for “staking” project tokens provides token holders with the ability to participate further in Good Game. Token holders can choose to stake their tokens to improve member levels, giving them opportunities to gain front of the queue access to exclusive content and participation, new products and

services, events, and more. When users stake tokens, they add to the program's stability and ecosystem while supporting Good Game.

The following examples represent a selection, but not all of the benefits of membership, which will be updated from time to time. Final token staking values for membership levels will be published at a later date.

(add basic membership levels)

Good Game Memberships

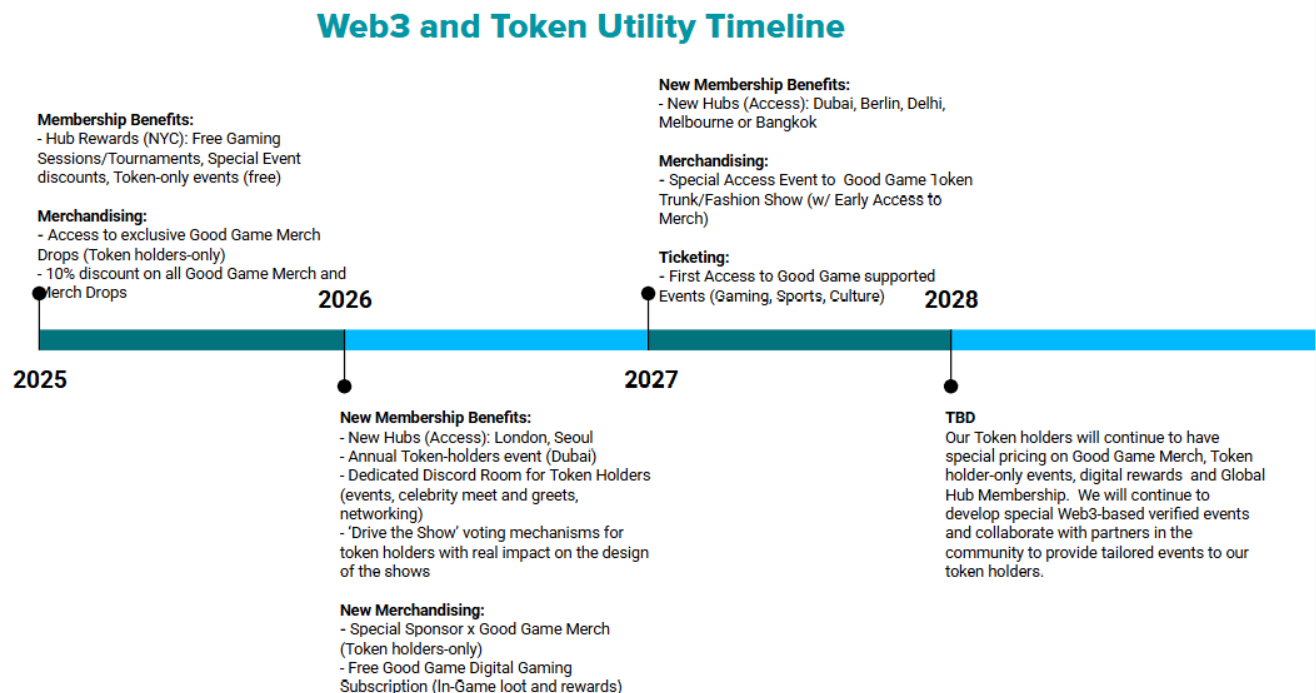
- **Bronze - \$19.99 Fiat / year or equivalent tokens staked per year (renewable):**
 - Monthly Digital Gaming rewards (in-game skins, items and points/currencies, early game access)
 - Gaming Partner Discounts (PCs, consoles, peripherals, accessories)
 - 5% Good Game Discounts in the Good Game Store (some exceptions apply)
 - Exclusive "in show" member contests, voting, and promotions
 - Exclusive 3rd party drops (Games, brands, and more)
 - Staking rewards also included
- **Silver - \$109.99 Fiat / year or equivalent tokens staked per year (renewable):**
 - Monthly Digital Gaming Rewards (in-game skins, items and points/currencies, early game access)
 - Gaming Partner Discounts (PCs, consoles, peripherals, accessories)
 - 10% Good Game Discounts in the Good Game Store (some exceptions apply)
 - Exclusive "in show" member contests, voting, and promotions
 - Exclusive 3rd party drops (Games, brands, and more)
 - Staking rewards also included

\$GDGM Exclusive Memberships

- **Platinum - \$100,000 min value in tokens staked per year (\$GDGM staking exclusive, expected value: \$100,000+ per year)**
 - Monthly Digital Gaming Rewards (in-game skins, items and points/currencies, early game access)
 - Gaming Partner Discounts (PCs, consoles, peripherals, accessories)
 - 10% Good Game Discounts in the Good Game Store (some exceptions apply)
 - 10% Discounts on Good Game and Good Game Partner Events
 - Exclusive "in show" member contests, voting, and promotions
 - Exclusive 3rd party drops (Games, brands, and more)
 - Platinum Member Private Discord Channel Network
 - Access to Exclusive Platinum Member Good Game Events (Online Celebrity Meet and Greet, Good Game Dinners/Parties around existing gaming events, i.e. GDC, Tokyo Game Show, DreamHack, major esports events, etc.)
 - Priority for select Good Game Sponsored Event Tickets, Luxury Boxes/Suites
 - Staking rewards also included

- **Diamond - \$250,000 min value in tokens staked per year (\$GDGM Staking Exclusive, expected value \$250,000+ per year)**
 - Monthly Digital Gaming Rewards (in-game skins, items and points/currencies, early game access)
 - Gaming Partner Discounts (PCs, consoles, peripherals, accessories)
 - 25% Good Game Discounts in the Good Game Store
 - 25% Discounts on Good Game and Good Game Partner Events
 - Exclusive “in show” member contests, voting, and promotions
 - Exclusive 3rd party drops (Games, brands, and more)
 - Diamond Member Private Discord Channel Network
 - Complimentary Access to Exclusive Diamond Member Good Game Events (All Platinum Events + Live Celebrity Meet and Greet (at Good Game Global Hubs), Exclusive Behind-the-Scenes access to Good Game Show, VIP Access to all Good Game Events/Parties
 - Early Access/Exclusive access for Good Game Sponsored Event Tickets, Luxury Boxes/Suites
 - Staking rewards also included

Note: Pricing for membership levels are subject to change. Membership packages are limited and subject to availability.











Good Game Group Founding Team

Our team comprises industry veterans from Twitch, the NBA, Vevo, and OGN Studios, united by a passion for innovation and disruption. We've consistently pushed boundaries, developed content and projects that have shaped the global gaming landscape and fostered thriving communities. This experience positions us to revolutionize gaming entertainment with Good Game.



Good Game Group Founding Team

Building a High-Performance Team to Accelerate Revenue Growth, Accelerate and Drive Global Expansion

 <p>Raiford C. Cockfield III CEO/Founder</p> <p>Developed Good Game Format. Former Twitch APAC Director, ecommerce (eBay), entrepreneurship and Private Equity/IB (Lehman Brothers).</p>	 <p>Angela Chou Head of Product and Growth</p> <p>Product Management and Growth in Media: CBS, Vevo, and growth startups.</p>	 <p>Sam Asfahani Chief Creative Officer</p> <p>Founder of OS NYC. Built, run and designed esports leagues and produced award winning content in gaming and esports (NBA)</p>	 <p>Genie Kim Head of Korea</p> <p>Former project manager for OGN global business, and architect behind OGN Overwatch Apex league.</p>
 <p>Gregory Duffy Growth Product Manager - Lead</p> <p>Growth Strategy and Analytics in Entertainment/Media : Pandora, VEVO, Sony, and growth VC-funded startups.</p>	 <p>Nattapon (Aon) Ruetthapai Community (SEA)</p> <p>Former community lead for Twitch TH, and former community team for Online Station, Thailand's largest YouTube MCN.</p>	 <p>Joao Pott Production (LATAM)</p> <p>Creator of the 2 biggest independent esports Studios in Brazil (XLG & Promo Arena), and producer of official Riot, Blizzard, & Smitegate major tournaments.</p>	 <p>Taeyoung Lim Production (Asia)</p> <p>Head Producer and Game Director of several of the top gaming and esports leagues and programs in Korea, including Twitch Rivals, LCK and Intel Extreme Masters</p>

Good Game Ambassadors, Partners, and Advisors

Leveraging a diverse roster of ambassadors from gaming and mainstream entertainment, alongside superstars across sports, music, and film, Good Game will train contestants and discover the next global gaming icon.

Good Games Wallet

Good Games has entered an agreement with Flashy Finance for the creation, deployment, and distribution of a custom-skinned wallet to support its membership programs and digital assets.

Flashy will power Good Game's wallet to provide direct to consumer decentralized finance functionality through a suite of mobile and web applications, as well as Decentralized Finance as a service (DFaaS) functionality to Good Game users..

Flashy services include digital asset secure self custody, public and private swaps, lending & borrowing, staking & validation options, on and off ramps, personalized usernames and addresses, and securities, all designed to simplify decentralized finance for the masses.

Market Making, Liquidity Provider, Token Staking Program

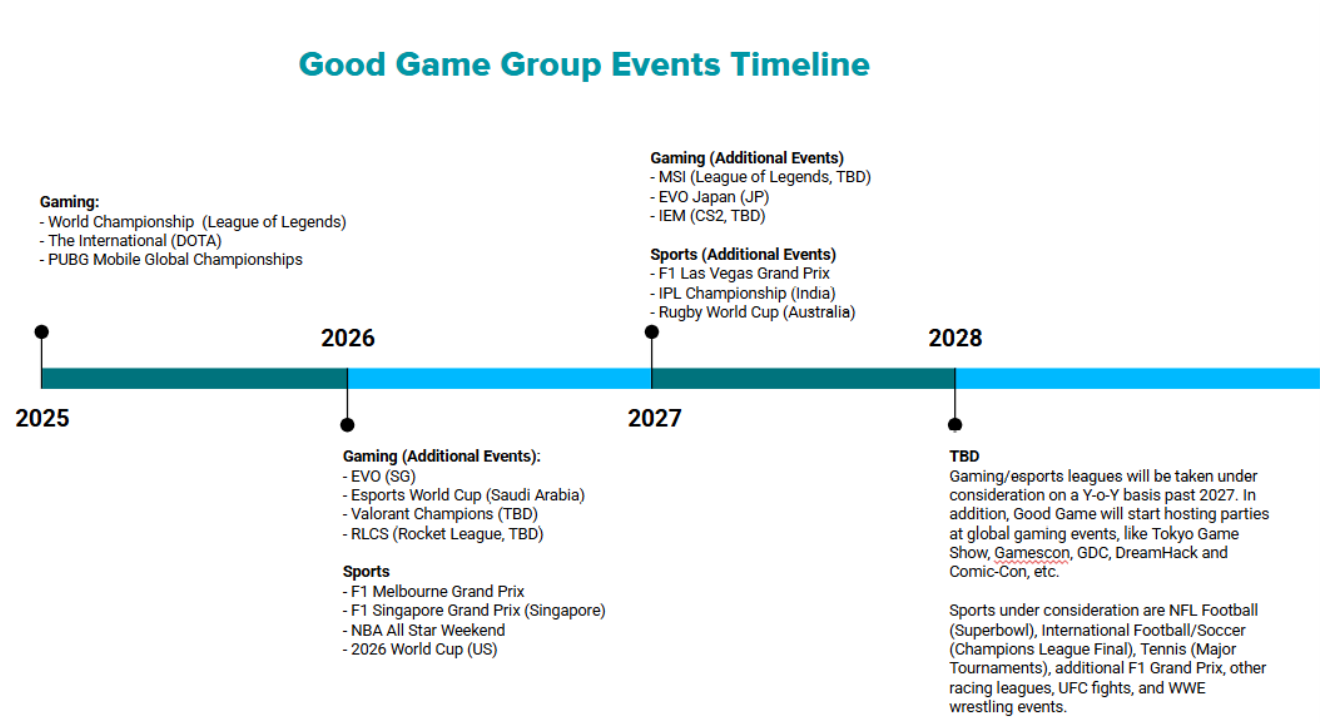
Good Game has confirmed, subject to final agreements, a major Market Maker for its Token program, and is currently in late stage discussion with key Liquidity Providers and Token Staking programs.

Good Game Project Roadmap

Good Game is poised for rapid expansion, prioritizing the confirmation of our Show Launch schedule and the establishment of strategically located Good Game Hubs. Funds from the Good Game token will directly fuel the launch, global expansion, membership programs, and promotion of our shows, hubs, and events, empowering our core communities to shape the future of Good Game as we strive to build our proposed seven hubs and produce fifteen shows.

Good Game Events Timeline

Prepare for unparalleled access to the world's most sought-after events with Good Game. Our token holders will enjoy exclusive entry and experiences at our own shows and tournaments, plus major esports competitions, gaming conferences, global sporting events like F1, and top-tier music festivals and concerts. From backstage passes to VIP parties and networking sessions with industry giants, we're delivering a truly immersive and rewarding event experience for our community. *(Note: These are the minimum events we expect to have a presence at besides the Good Game programs, members will have access to Shows and Events, based on membership levels)*



Governance

Good Game is assessing and considering the formation of a DAO (Decentralized Autonomous Organization), which is essentially an organization managed in whole or in part by decentralized computer programs, with voting and finances handled through a decentralized ledger technology like a

blockchain. In a DAO, members can vote on specific items, based on the number of tokens, or other mechanics, allowing for more democratized functionality within the organization.

Wrap Up

The Good Game token program offers a unique opportunity to become part of a global gaming revolution. By joining our community, you'll gain access to exclusive experiences, shape the future of a dynamic media brand, and directly benefit from its success. Our team is comprised of industry veterans from Twitch, the NBA, Vevo, and OGN Studios who have proven track records of building massive communities and delivering groundbreaking content. We're pioneering a new model for funding and engaging with media, one that empowers individuals and fosters a vibrant, interconnected ecosystem. Join us in building a future where gaming entertainment is accessible, rewarding, and driven by the passion of its community. We encourage you to join us at Good Game, and become part of a winning team.

Risks and Uncertainties

Every project has its risks and uncertainties and this program is no exception. Any participation, on any level, should be individually assessed as **Good Game** will not offer any advice. Each participant is expected to, understand and agree, without exception, that they will do their own due diligence and assess their own individual risk tolerance for participation. Such risks include, but are not limited to the following:

Due Diligence - each participant acknowledges, understands and agrees that they need to do their own investigation and decide, on their own, and will not rely on the information of this presentation, if any participation in this project and any associated risks are acceptable to them.

Loss of Value - each participant acknowledges, understands and agrees that any participation in this project may result in partial or complete loss of value.

Market Volatility and Liquidity - each participant acknowledges, understands and agrees that Blockchain, tokens, digital items, physical items, brand value, industry information, and economic markets are volatile and liquidity for any item may be limited or non-existent at any time.

Jurisdictional Regulations - each participant acknowledges, understands and agrees that Blockchain, tokens and digital items are under a great deal of scrutiny and that jurisdictional regulatory conditions and frameworks are subject to change, which may result in loss of liquidity and value.

User Adoption, Engagement and Market Conditions - each participant acknowledges, understands and agrees that this is a new project and user adoption, engagement and market conditions for its programs may be limited, resulting in loss of value.

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