

# ARCADE

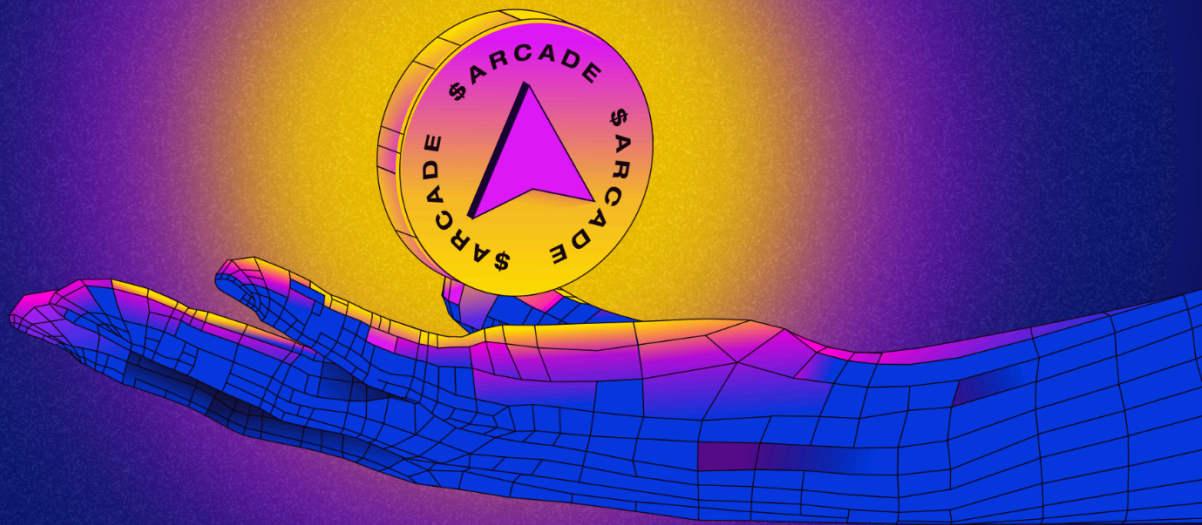
THE LEADING GAME-FI PLATFORM

## RESEARCH REPORT

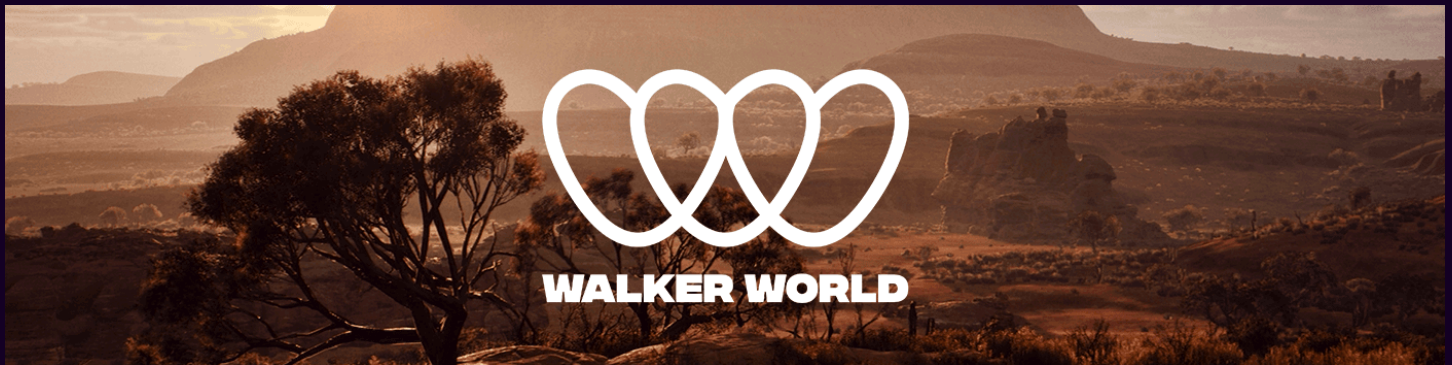
DATE: 03/15/2023

GAME TITLE: WALKER WORLD

PREPARED BY: RESEARCH TEAM



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**NETWORK:** Ethereum

**ABOUT:**

[Walker World Gameplay Teaser Trailer](#)

Walker World is an open world experience powered by Unreal Engine 5 by some of the most experienced and skilled AAA Directors, Artists and Developers in the Web 3 gaming industry. We are heavily focused on interoperability and giving value back to the player through digital asset ownership and in-game rewards.



**GAME TYPE:** MMORPG / MOBA

**QUALITY:** AAA

**PLATFORM:** PC

**TARGET AUDIENCE:** MMORPG Fans, Blockchain / P&E Gamers



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## GAMEPLAY MECHANICS:

Walker World is a massive open world in UE5 that consists of many different engaging experiences such as land building, collaborative game modes (team missions explorations) and a multiplayer shooter.

Walker World is creating various prototypes of gameplay experiences to gather feedback, KPIs and test our assumptions before going into production. For example, perhaps people enjoy building on their land more than they do the shooter.

It will be free to play even if you don't own an NFT, then the free to play avatars can be custom made via our partnership with Ready Player Me.

We are building Walker World Marketplace that will host in-game assets and also have support for user generated content. You can buy/earn these assets through skill or activity.

## Some Progress:

- 750km<sup>2</sup> of built land in-game is already done. Looking at around 2500km<sup>2</sup> in total (made up of islands).
- Basic shooter functionality working in game.
- Basic land builder (place house from marketplace to land then walk into house)
- Basic destruction.
- Hover cars and jetpacks integrated and fully functional in-game.
- Multiple collection avatars integrated, rigged and fully functional in-game environment.





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## TEAM: Public Team



**DANIEL BRANTESTRÖM**

CO-FOUNDER & MANAGING DIRECTOR

Daniel Branteström is Co-Founder and Managing Director of Walker Labs, and an early adopter of blockchain technology. An experienced entrepreneur passionate about bleeding-edge tech and innovations.



**KRISTIAN FRYKSTEDT**

CO-FOUNDER & CCO

Kristian Frykstedt is Co-Founder and Chief Commercial Officer of Walker Labs. A highly skilled graphic designer for more than 15 years and former founder of an ad agency in Stockholm. An avid gamer and outdoor enthusiast in his downtime.



**MORTEN JUUL**

HEAD OF STRATEGIC DEVELOPMENT

Morten has been an advisor to and founder/investor in 200+ tech startups & lawyer for 15+ years across many industries. Often seen talking about the NFTs & Metaverse.



**FILIP FRISK**

PARTNER & 3D CREATOR

Filip was first located in Zurich but today lives and works in Stockholm where he grew up. As a 3D artist he has experience from TV commercials, TV shows, short films and print campaigns.



**HENRIK JOHANSSON**

DIRECTOR OF METAVERSE EXPERIENCES

- Executive Producer at **Embark Studios**
- Creative Director, Producer and Designer at **Electronic Arts**
- Lead Game Designer at **Rovio**
- Multiplayer platform Product Manager at **Terraplay Systems**
- Worked on games like **ARC Raiders, Angry Birds 2, Mirror's Edge** and more



**ADAM ORTH**

CONSULTING ADVISOR - PRODUCT GROWTH

- Sr. Director of Production at **Sony Music**
- Creative Director at **Microsoft (Xbox)**
- Creative Director at **LucasArts**
- Lead Game Designer at **Sony (Playstation)**
- Lead Designer at **Electronic Arts (EA)**
- Senior Designer at **PopCap Games**



**MICHAEL MCDONALD**

CREATIVE DIRECTOR

Michael has over 15 years of games experience working at world-class studios. He has stayed at the forefront of cutting-edge technology in senior/lead roles, and has helped teams to create new and exciting experiences for beloved franchises, including **The Sims, Need For Speed, Mass Effect, and Avatar.**



**NICKOLE LI**

GAME ECONOMY STRATEGY

- Principal Game Designer at **Minecraft (Mojang)**
- Senior Game Designer at **DICE**
- Gameplay & Monetization Designer at **Ubisoft**
- Worked on games like **Battlefield 2042, Star Wars Battlefront 2, Battlefield V** and more
- Entrepreneur, author, and financial mindset coach



**DAN TONKIN**

CHARACTER ART DIRECTOR

- Co-Founder of **IronMonkey Studios / EA Melbourne**
- Over 25 years in games development across all platforms
- Has held several studio Art Director roles
- Knowledge and expertise from pre-production design to asset creation and Technical art to run-time implementation for commercial games



**ANTHONY MERLE**

SR. ENVIRONMENT ARTIST

Anthony is a versatile artist with a skill set encompassing traditional art, graphic design, photography and 3D.



**ARSHAK NAVASARDYAN**

TECHNICAL ARTIST

Arshak is a 3D technical artist and rigger who doesn't mind getting his hands dirty in programming. With 10+ years of experience in the field, and is very excited about 3D based NFTs.



**SHAY BHAYANI**

CHIEF MARKETING OFFICER

Shay is a first-generation Pakistani-American. At 16, she founded a Digital Marketing SEO company, **Sock Monkey SEO**, which would lead her to work with Technology Powerhouses **Google, eBay**. She combines her business savvy experiences with her passion for Web 3 to ultimately be a driving force in bringing brands to life.



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TOKENOMICS: TBA

GUILD ORIENTED: Yes.

Guild Entry Requirements: Be an active player. Team is looking for members who want to join as many quizzes and games as possible, to gain points for the guild and win prizes within the Discord.

TYPES OF NFT?

**Walker World: Genesis Walkers - Collection | OpenSea**

**Walker World: Weapons - Collection | OpenSea**

**Walker World: Bored Box Jetpacks - Collection | OpenSea**

**Walker World: Women - Collection | OpenSea**

NFT USE CASE: Staking for resources for in-game, other utilities are TBA.

SPECIAL NFT'S? Yes.

***A small part of this world will be sold/owned through upcoming land sales (first batch ETA May/June)***

### **Partner Traits:**

- Superheroine will receive a FREE ASM Gen II Brain. 5 Gold ones will receive a FREE ASM Genesis Brain
- Each Walker with a DRx onesie will receive the exact same IRL onesie
- 



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- Female Walkers that will receive the accompanying Seeker in their background for FREE.
- ATEM trait will receive a FREE special Walkers car from their upcoming car collection.
- Female Walker Arcade trait will be able to unlock assets in the Arcade platform for holders to use. This could be access to both Walker World and other NFT assets.

### **Death Walkers:**

- All Female Death tattoo holders will be provided a limited special edition "Death Skull" skinned hover car.

BREEDING / MANUFACTURING: TBD

NFT LENDING (NATIVE): TBD

ENTRY BARRIERS: Owning a Weapon or have access to a weapon.

ROADMAP:

### **Q2 2022**

Weapons Mint

Cryptowalkers NFT weapons to equip your Walker in our upcoming P2E game.

1 FREE OG weapon to any wallet holding at least 1 Cryptowalker.

Weapon sale offered to any wallet holding at least 1 Cryptowalker or any of our partner projects NFTs. More info here: <https://cryptowalkers.io/weapons/>

NFT Partnership | Bored Box

Gaming NFT partnership with in-game utility as part of our collaboration with renowned GameFi thought-leader and influencer, Bored Elon.





## ROADMAP (cont):

Private Investment Round

Raising venture capital from high-caliber entities/partners in the NFT & GameFi space to accelerate at scale and position ourselves as a global juggernaut in the P2E Gaming & Web 3 Space.

## Q3 2022

OVR Integration

Integration with OVR, - one of the leading Augmented Reality apps in blockchain.

Leading AR Integration & Partnership | Jadu

Cryptowalkers integration into one of the most anticipated AR platforms in the space: The Jadu Mirrorverse.

NFT Giveaways & Raffles

In-game utility NFTs raffled to random users with the Zombie or Mutant role in Discord.

## Q4 2022

Media & PR Launch

Working with an award-winning PR agency to strategically launch the Cryptowalkers brand, narrative, our investment round, and AAA team appointments into Tier 1 Media.

Walker World & Cryptowalkers Gameplay Leaks

Leaks from Cryptowalkers Battleground and Walker World.

Female Collection Launch

6545 Female Walkers. 1 free mint for every 3 Walkers in your wallet.

## Q1 - Q2 2023

Staking Program

Launch of the staking program which will consist of a NFT store where users can redeem points for NFTs and other items.





Walker World: Land Sale

Adventure-rich Open Metaverse being built in Unreal Engine 5. More info soon.

\$WALK token

TGE and public sale of our token \$WALK.

Netvrk Land Launch: "Walker City"

Timing depends on Netvrk Metaverse launch.

Cryptowalkers Store

Buy/trade in-game utilities and 3D assets to build out your Walker identity.

NFT Mint

NFT collection to be minted with in-game utility.

## **Q3 - Q4 2023**

Walker World: Pre-Alpha

Early Pre-Alpha access with some gameplay functionality and token rewards integration.

P2E Game Soft Launch

Releasing in specific locations before taking it to a global market in order to receive and gather feedback for gameplay balancing and bug fixing. Official game launch to follow.







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# PARTNERS




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MEDIA:



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## REVIEWS:

Walker World is an Ethereum-based, AAA-quality MMORPG/MOBA powered by Unreal Engine 5, developed by a team of expert AAA Directors, Artists, and Developers from the gaming industry. The game focuses on interoperability, digital asset ownership, and in-game rewards for players, catering to MMORPG fans and blockchain gamers.

## Key Points:

- Open world with 750km<sup>2</sup> built land, aiming for 2500km<sup>2</sup> of islands
- Game mechanics include land building, team missions, multiplayer shooter, and more
- Free to play for all, with custom avatars through Ready Player Me partnership
- In-game marketplace for buying, earning, and selling assets, including user-generated content
- Progress includes basic shooter functionality, land builder, destruction, hover cars, jetpacks, and multiple collection avatars

## INFO:

### Website

### Website (Old)

## SOCIAL MEDIA SITE/STATS:

**YouTube - 184**<sup>[OBJ]</sup>

**Discord - 11.7K**

**Twitter - 18.4K**

**Medium - 168**



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