Valley Ecosystem
Whitepaper

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Valley Ecosystem

1.1 What is Valley?

There are three main arms in the Valley ecosystem:
Gaming Studio, Arcade Cabinets & Technology.

Our gaming studio is developing and publishing arcade-style games for the PC, Mobile, and Arcade. Multiple titles releasing in 2024.

Valley designs, builds, and sells cabinets to arcades and bars across the globe.

Our wrapper technology connects our cabinets to the blockchain seamlessly.

Valley is built to onboard gamers.

1.2 Games

Our flagship title, Alien Influencer, is in development on Unity and set to release Q4 2024. While piloting a UFO, you'll attempt to beam up ("influence") the human race while avoiding being shot down.

Players compete to place on the global leaderboards to earn the Valley Ecosystem token $VALLEY.

NFT skins are cosmetic in nature only and offer no in-game benefit. No pay-to-win.

Our second title, Flutter, is a 2D endless runner, multiplatform, side-scroller game.

VALLEY

Valley publishes third-party titles

We are curating a collection of third-party titles to onboard. These titles will be playable in our Multicade cabinets. A self-publishing option for indie game developers/studios will be available. It will be easier than ever for indie developers to get their game in arcade cabinets around the globe.

There is a $100 fee to publish on Valley. Developers and Valley split sales 70/30.

1.3 Arcade Cabinets

Design

1. We offer full stand-up (perfect for your business) and table-top (perfect for your home) arcade cabinets.
2. We partnered with Fun Company to design and build our cabinets.
3. Our technicians use high-grade materials to build cabinets that are unique and stand out among other games at the arcade.

Blockchain Integration

1. Our physical cabinets link you directly to the Blockchain.
2. Players earn tokens by placing on high score leaderboards.
3. Players can also earn by simply playing and progressing.
4. All Valley games are playable via our cabinets, as well as PC, Mac and mobile.

NFT's

1. PC players can purchase cosmetic NFT skins.
2. Arcade cabinets will earn at the highest rate.
3. This will allow players to earn at the highest rate at the arcade.
4. We believe this will create a new fervor at arcades not seen for decades.

Locations

1. Our first cabinet goes live in 2024 at Happy Valley Arcade Bar in Beacon, NY.
2. Valley cabinets will be playable at trade shows and arcades beginning Q4 2024.
3. Cabinets will be purchasable at a discount using $VALLEY.

1.4 Technology
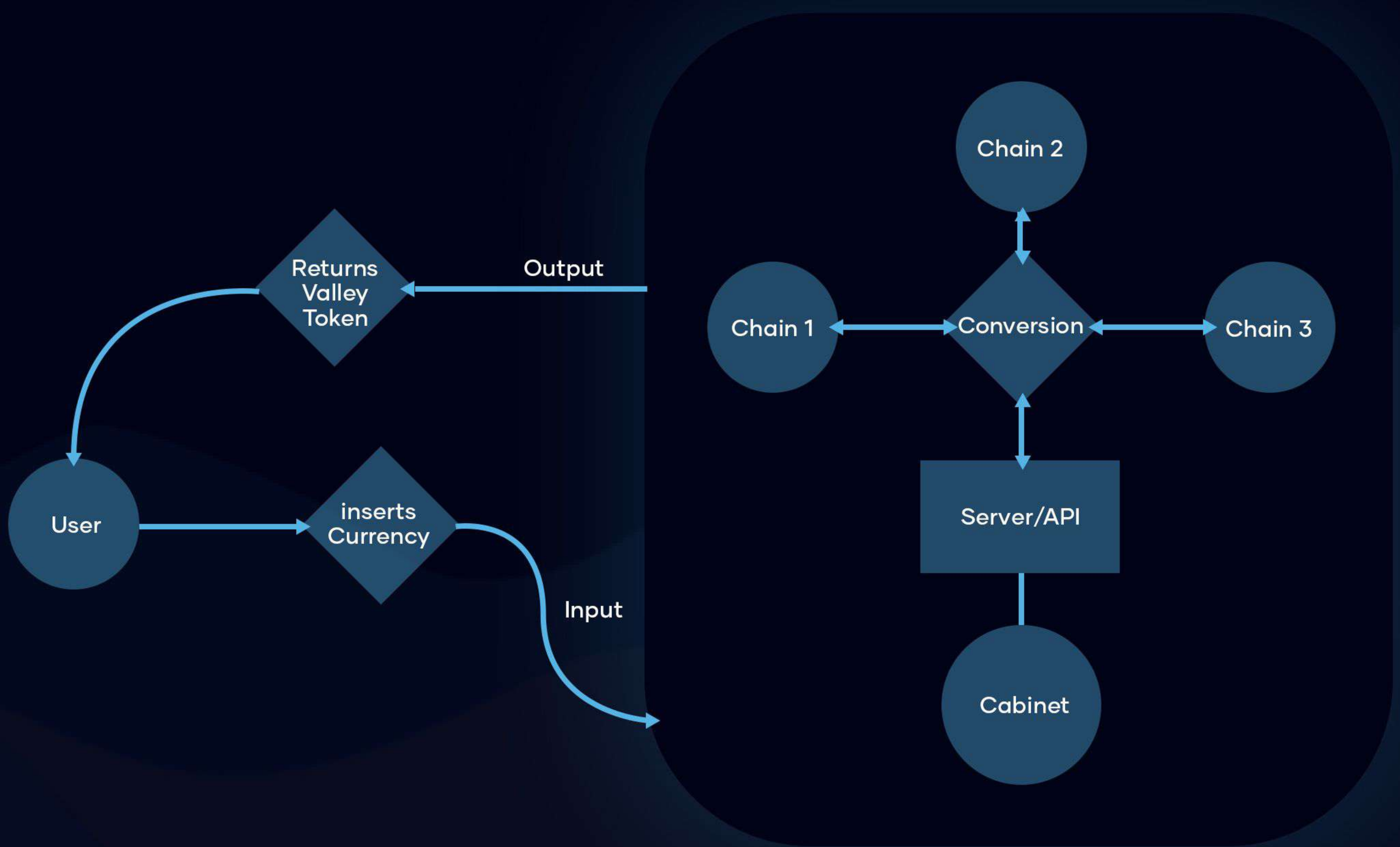
1.5 Business Model

▸ Channels

Arcade Locations:

Distribute Valley's arcade cabinets to various locations, such as arcades, entertainment centers, and bars to reach a wide audience of players.

Online Platform:

Establish an online platform for digital distribution of games, updates, and NFT sales, providing convenience and accessibility to players.

Partnerships:

Collaborate with blockchains, arcade owners, event organizers, and gaming communities to promote Valley's products and reach target customers effectively.

▸ Revenue Streams

Arcade Cabinet Sales/Rentals:

Generate revenue through the sale and rental of arcade cabinets to various locations.

NFT Sales:

Earn revenue from the NFT sales of first-party games on Valley's platform, as well as through commissions from third-party game sales.

Blockchain Transactions:

Monetize blockchain transactions, such as in-game purchases, asset trading, and reward redemptions, through transaction fees.

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Valley's business model revolves around offering a unique combination of arcade-style gaming experiences, cutting-edge blockchain technology integration, and strategic partnerships to capture the attention of arcade enthusiasts and blockchain enthusiasts alike.

Revenue is generated through various channels such as arcade cabinet sales, NFT sales, and blockchain transactions.

02

The
Problem

2.1 Onboarding

2.1 Onboarding

No one is playing:

There are 3.22 billion gamers worldwide, yet only 791,000 play blockchain games regularly. That's less than 0.1 percent.

The problem is onboarding:

Creating a wallet, setting up a seed phrase, adding funds, and moving between chains can be frustrating and time-consuming.

Aversion to crypto

Many see "crypto gaming" as a pay-to-win scheme.

Valley brings the blockchain to you

- There are 6,156 arcades and entertainment complexes in the USA alone.
- Millions of people enter an arcade or entertainment center every day.
- We believe the in-person experience of an arcade is the perfect transition for Web2 gamers.

- Players have the option to log in to their account OR simply start playing.
- For those that don't log in right away, there will be another option to do so upon completion of their game.
- There will be a final option to enter your email to have earnings sent to you, with the ability to sign up for an account at your convenience.

03
Economy

3.1 Tokenomics

Token Supply

Token Name:	$VALLEY
Max Supply:	1 Billion
Network:	Ethereum & Galachain
Emission Type:	Supply-based Emission

Fair Launch Model

- No pre-mint allocation.
- No token reserved for the team, early backers, or public sale.
- Tokens are earned through node operation, playing games, user and team engagement, and supporting ecosystem actions.
- Equitable token distribution.

Ecosystem Rewards

Gamers

- Allocated for in-game rewards for players and Ecosystem Supporting Actions such as Referrals.
- All games in the Valley ecosystem reward players in $VALLEY token.
- Users earn rewards for referring new players or businesses to the ecosystem.

Nodes

Node operators empower the $VALLEY Ecosystem by providing decentralized storage, content delivery networks, computing power for processing transactions, and more.

These operators are rewarded with $VALLEY tokens based on their contribution to the network such as network uptime.

Vesting

Vesting Period

Node operators & players can claim full rewards after 90 days to promote long-term growth and stability within the ecosystem. This maturation period fosters a more committed community of node operators, encouraging sustained engagement and active participation. It follows the following formula:

Claimable Node Rewards = (Current Date - Node Rewards Receive Date) ≥ 90

Early Claim

There is an option to claim $VALLEY before the full maturation point of 90 days at a reduced rate. The amount of rewards you can claim goes from 1% to 100%. We can use a linear interpolation from day 1 through 90.
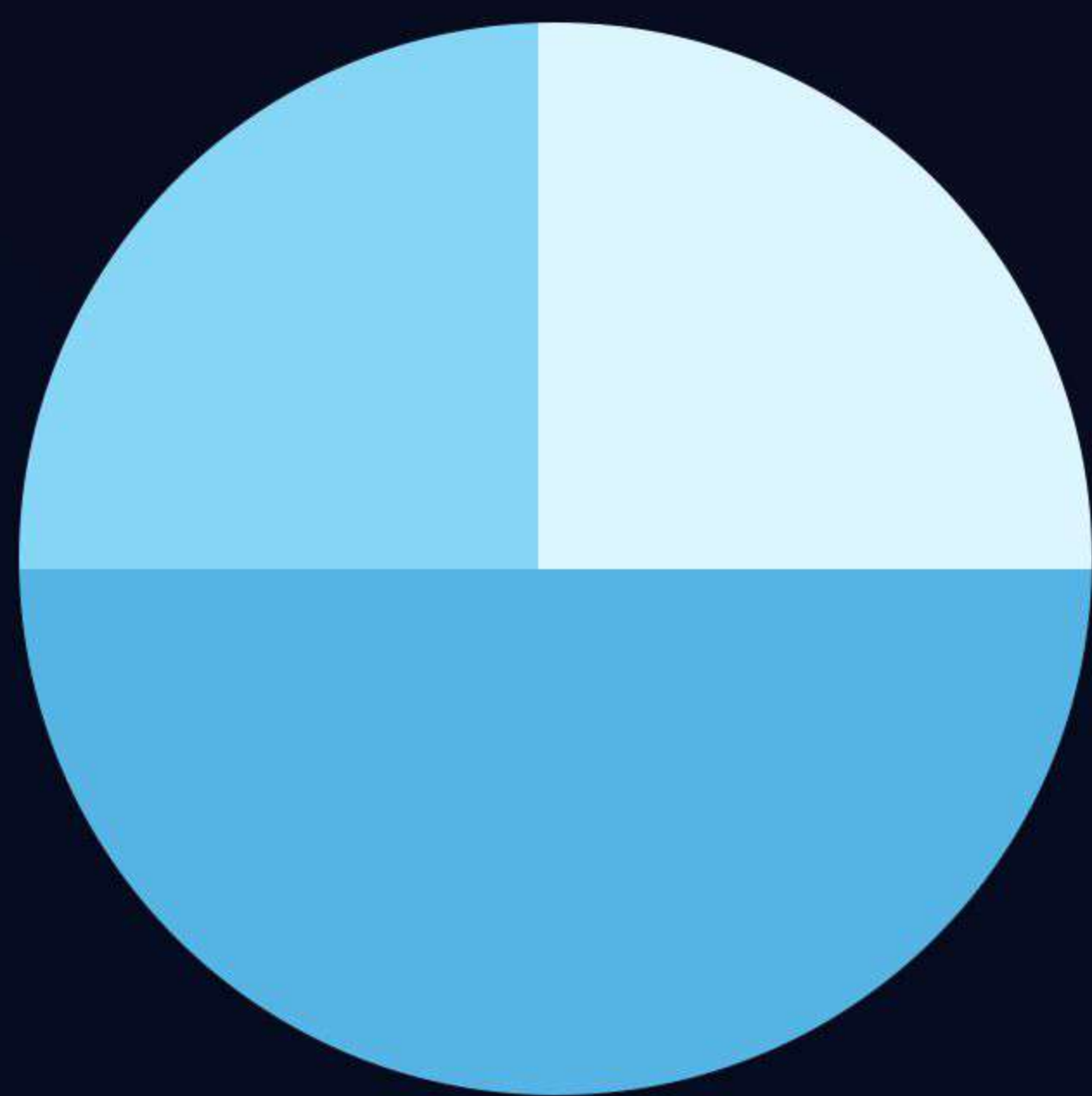
Daily Distribution

0.1% of the remianing supply of $VALLEY is distributed daily.

Emission Schedule

The ecosystem rewards will gradually decrease over time to ensure sustainability and long-term engagement. This decay follows a 0.1% daily distribution of the remaining supply.

Token Allocation

Community Rewards

50% of the daily minted token goes to players allocated for in-game rewards, and ecosystem supporting actions such as a robust referral program that is designed to expand the user base.

Valley Ecosystem Development

25% of the daily minted tokens go to $VALLEY for growing the ecosystem, building partnerships, marketing, etc.

Node Operators

25% of the daily minted tokens go to Valley node operators.

- Community Rewards
- Valley Ecosystem
- Node Operators

Token Utility

In-Game Purchases

Tokens can be used to purchase digital verifiable assets like characters, skins, battle passes, leaderboard earning opportunities and more.

Governance

Valley Node operators can vote on platform decisions, future developments, 3rd party titles and feature implementations.

Discounts & Special Offers

Arcade cabinets purchased with $VALLEY will receive a discount. The future ability to pay for games at physical cabinets in $VALLEY, as well as other products at arcades, bars and family entertainment centers.

04

Who are we?

4.1 The People

Core Team

Johnny Coughlin
Founder & Entrepreneur

Shirish Sarkar
Lead Developer

At launch, Valley consists of 7 team members including:

- Developers
- Graphic Designers
- Arcade Techs
- Musicians

05

Roadmap

5.1 What we've accomplished

Q3 2020

'Happy Valley Arcade Bar' opened
- Hundreds of patrons daily

Q1 2024

Completed Development of 'Flutter'
- Fast-paced, side-scroller (Multiplatform)

Began Development of 'Alien Influencer'
- Flagship UFO game (Unity)

Competed in Galachain Hackathon
- Won "Best Representation of Gala Community" $5,000 Prize

Designed Prototype Arcade Cabinet
- Unique design created in-house

Q2 2024

Developing Wrapper Software for Cabinet
- Developing link to Blockchain

Began Build of Physical Cabinet
- Alien Influencer cabinet

5.2 What's next

Q3 2024
- Node sale - September 26th, 2024.

Q4 2024
- 'Alien Influencer' Launch with high score board competitions
- Arcade cabinet built
- Software linking cabinet to blockchain completed
- 'Flutter' Launch
- Arcade cabinet sales

Q1 2025
- Multicade cabinet built
- 3rd party titles launch

Q2 2025
- 'Unannounced' game development begins
- Indie developer portal launch

Disclaimer

The purchase or sale of any token or digital asset involves risk. By your purchase or sale of any digital assets or tokens offered by Valley Ecosystem, you agree to assume the risks of such participation, and Valley Ecosystem disclaims any liability thereof.

Details are subject to change in response to shifting regulatory requirements and the practicalities of managing a decentralized ecosystem.

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