

BITNEY
REAL FUN MONEY


BITBLUES
Interactive

HONEY FARMS
Giant3
EST. 1978



BEEZNIX™
THE HONEY HEISTS

A COMMODITY-POWERED BLOCKCHAIN GAMEVERSE

BRIGHTPAPER V1.0

UPDATED APRIL 2018

FOREWORD

Blockchain-powered games are beginning to mushroom across the games industry as an increasing amount of games developers and blockchain developers begin to see the amazing potential and magnitude of change that the powerful combination of decentralized ledgers and entertainment. This is a change that will benefit not just the end users and the developers, but overflowing onto other causes, industries and markets, in our case an agricultural commodity – honey.

We worked to take gamification of a honey farm to over-the-top levels – to break free of the glass walls that contain us within traditional farming financial models and keep us from melding with other industries and commodities.

This whitepaper will define and elaborate in depth, our vision of a commodity powered, blockchain game multiverse that runs on two blockchain asset types – a fungible token (Bitney), and a non-fungible token (Bluepz).

In the following pages we will tackle a broad range of current challenges and opportunities such as player rewards, game skins, digital asset provenance and ownership, asset multiverse portability, in-game economies, access and playability, player-to-player loans and coins with commodity, while explaining how we address them through our technological and business models.

To be clear, you will be walked through the entire “honeyverse” in an order that will aid your full understanding of our project. Here are the key elements, in order of progression, that make our project the next experiment that will change the landscape of blockchain gaming:



Bitney

An ERC20 cryptocurrency powered by real-world, honey producing beehives.



Bluepz

Pronounced 'bloopz', slang for blueprints which are ERC721 tokens that act as deeds, permissions and 'knowledge' to generate in-game items and skins.



Beeznix

The game multiverse that utilizes both token types to create an intelligence economy with valuable rewards, and accelerates scaling of the honey farm.

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1.1 A COMMODITY-POWERED BLOCKCHAIN GAMEVERSE

Project Beeznix is a cooperative venture between Bitbubs Interactive, a Malaysian based blockchain game producer and Bee Republic, a bee farm specialist on a mission to acquire small to medium honey farms across the world for farm optimization, beekeeper training, hive technology sharing, business expansion and guaranteeing sales via existing supply chains.

Giant B Farms, established in 1978 and one of the largest honey farms in Malaysia, was the first farm to board Project Beeznix. Armed with 40 years of farming experience, they sought to evolve and expand their business and help meet the ever-increasing global demand for raw honey. As a partner, Giant B will cover the costs of land, beekeeping and harvesting services and provide a profit allocation from 10,000 hives to Project Beeznix.

48% of the funds raised from this ICO will be pay for the costs of developing, publishing and marketing the Beeznix mobile game. 40% of the funds raised from this ICO will be used to buy up about 10,000 hives that will return profits of between \$4M - \$5M from honey sales by the end of our first year.

Half of the first year profits from honey sales will be re-invested into the farm, increasing the number of hives and revenue by the second year.

The other half of the honey sales profits will be used to buy Bitney cryptocurrency from the open market. From this purchase, 80% will be deposited into the Beeznix Game Rewards Bank, which is used to distribute fungible rewards with real value to players - allowing them to earn for playing. The remaining 20% will be sent to a burn wallet to discourage a surplus and maintain a healthy upward trend in token value.

With an ever growing rewards bank funded by profits from a real commodity business, combined with a fun and exciting gameplay, our player base will keep growing as more players play Beeznix to earn a living, and the game grows in popularity and profits.

Building on blockchain technology is a bonus for both the players and the game, as the implementation of the ERC721 token standard allows us to turn digital game assets into real assets. Blueprints, or "Bluepz" in short is our unique redefining of game skins, which engages the player on a deeper level.

Employing a play on rarity and scarcity, Bluepz are non-fungible tokens that represent game assets that can be owned and traded between players. The difference between Bluepz and game skins is that the former allows us to create an intelligence economy by allowing players to monetize their acquired 'intelligence'. While skins merely decorate weapons and *warriors*, blueprints are the bread and butter of *wardogs*, building and selling unique weapons and troops to the *warriors* based on this intelligence.

Profits from the Beeznix game will then be pumped back into the expansion of the honey farms, creating an uncanny but profitable partnership that enables both entities to accelerate expansion in tandem with a single, urgent agenda - to populate the world with more bees and more honey.

In addition to the market buybacks, a mobile game that generates increasing demand, token burning, a rewards bank funded by a profitable business, and developing a new dimension of valuable crypto game assets, Bitney will also secure its value through its first year of both farm and game development by storing 10% of the ICO raise in a contingency account, to restabilize the coin price in the event of bearish crypto markets.



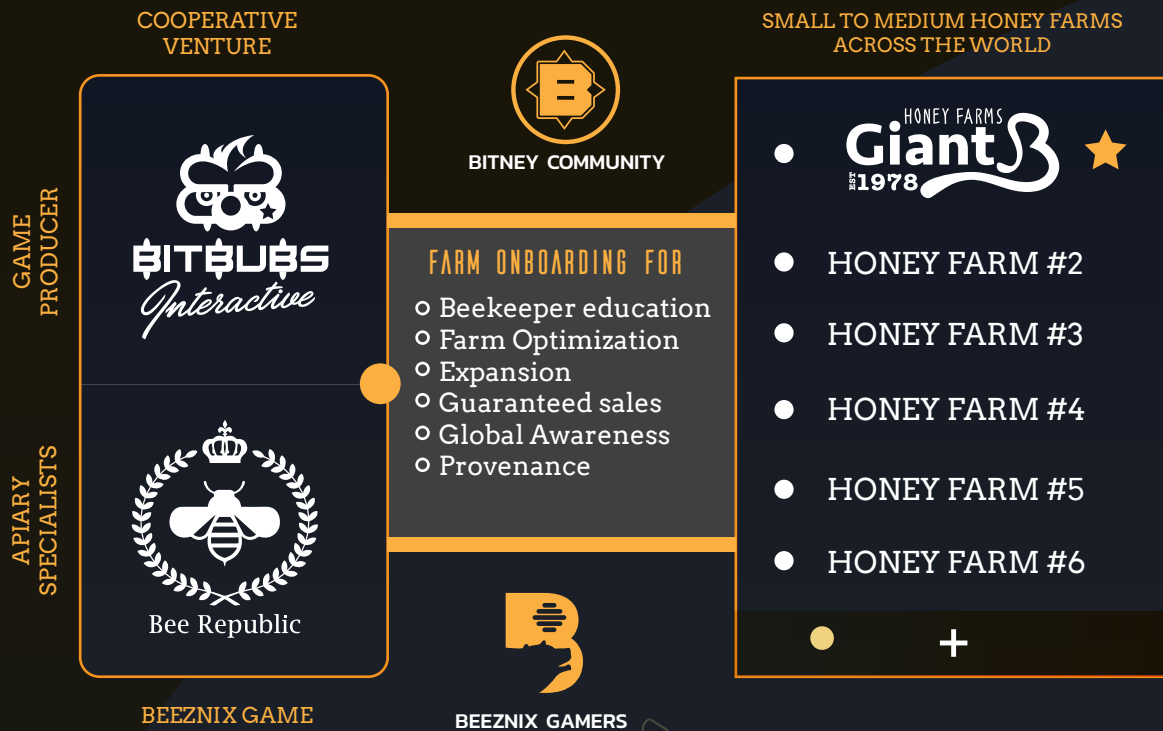


1.2 A COOPERATIVE VENTURE TO SAVE MANKIND

Honeybees perform some level of pollination of nearly 75% of all plant species directly used for human food worldwide.

Catastrophic loss of honeybees from Colony Collapse Disorder and other threats could have significant impact, therefore; it is estimated that seven out of the 60 major agricultural crops in North American economy would be lost, and this is only for one region of the world.

Source: wikipedia.org/wiki/Colony_collapse_disorder



A CROSS-INDUSTRY COOPERATIVE VENTURE USING A MOBILE GAME TO ACCELERATE SCALING UP OF SMALL TO MEDIUM HONEY FARMS AROUND THE WORLD.

Bitbubs Interactive teams up with Bee Republic, a honey farmers' initiative, creating an unique ecosystem where revenue from a mobile gameverse funds the expansion of honey farms, and vice versa as the two businesses expand at an accelerated rate.

FIRST HONEY FARM BOARDED ONTO PILOT PROGRAM

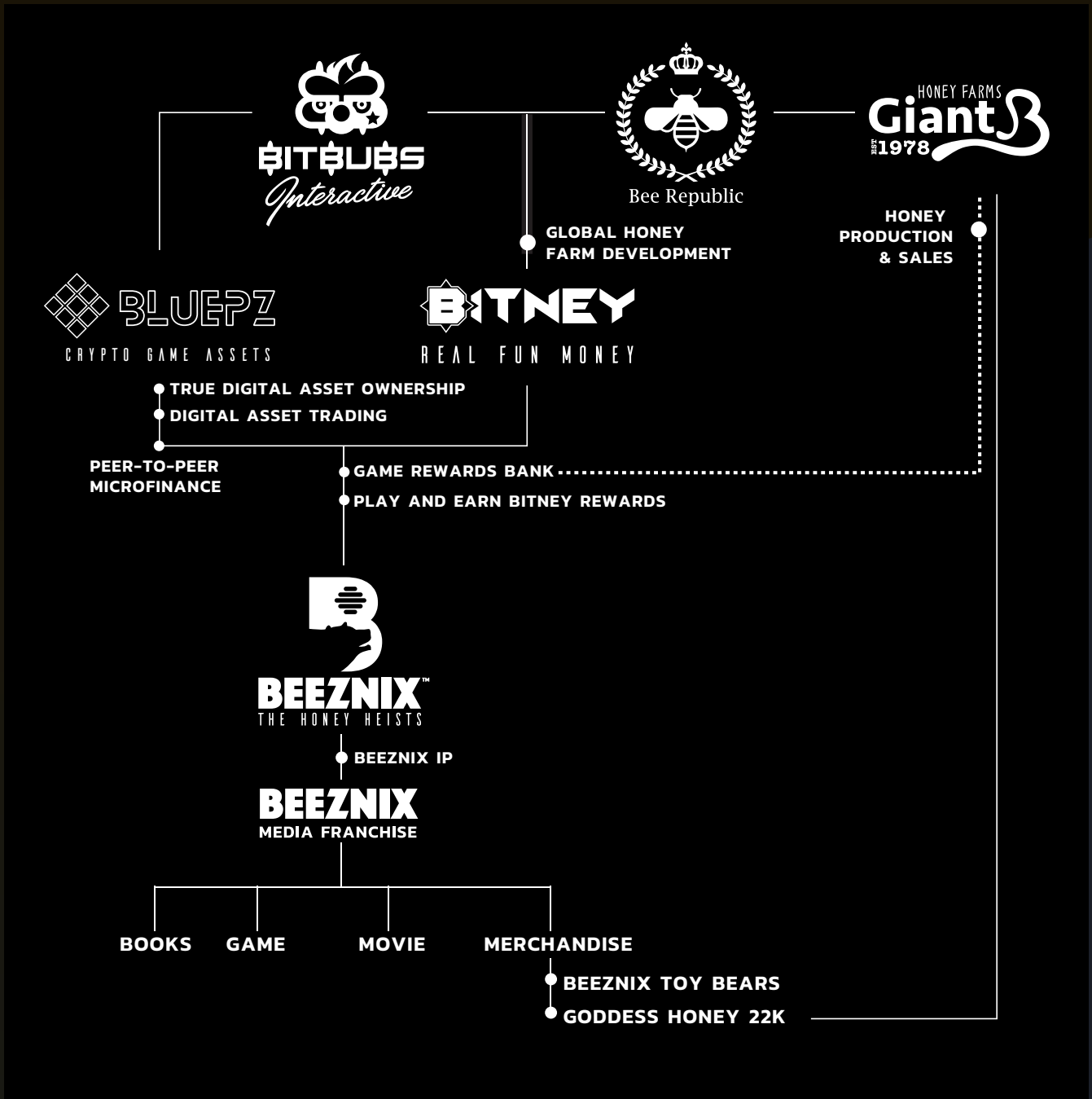
HONEY FARMS
Giant B
EST. 1978
MALACCA, MALAYSIA

10,000 Hives
 Raw Melaleuca Honey
 Raw Stingless Bee Honey
 & other varieties





1.3 A COLLABORATIVE BUSINESS MODEL





1.4 SEVEN SOLUTIONS

BITNEY

1
PROBLEM
An increasing global demand for honey and insufficient supply of raw honey.

SOLUTION
Profits generated from a mobile game accelerates expansion of honey farms.

A global outreach program will help educate farm owners and optimize hives and maximize honey outputs.

Provenance of honey generated from project Beeznix can be tracked using a decentralized ledger to prevent bootlegging.

2
PROBLEM
Many cryptocurrencies are at risk of eventual devaluation from lack of a sustainable revenue model.

SOLUTION
Bitney is built off an established, revenue generating honey business.

Profits from honey sales are used to purchase Bitney tokens from exchanges.

From this buyback, 20% of the tokens are burned, and 80% is redeposited into the Beeznix Game Rewards Bank. This cycle safeguards Bitney's value.

BLUEPZ

3
PROBLEM
Limited playability and portability of game skins

SOLUTION
Bluepuz utilizes the ERC720 token standard to create crypto game assets such as skins, gold and accessories that are transferrable between players, combinable with other game assets and usable across multiple games / game modes.

Bluepuz can also be sold for Bitney at our community market.

4
PROBLEM
Undisclosed drop rates and proof of provenance for purchasable digital assets

SOLUTION
Using a viewable algorithm that always generates a 100% random number, our drops for 'mystery' assets are provably fair.

Bluepuz are recorded on a decentralized registry, and asset ownership trails can be viewed via the block explorer.

5
PROBLEM
Lack of digital assets that can act as collateral for peer-to-peer microfinancing

SOLUTION
Ruled by market demand and scarcity, each Bluepuz holds its own price and can act as a digital collateral for loans between players.

Lenders choose to offer loans based on their perceived valuation of the offered collateral and decides on interest rates.

Smart contracts execute terms for the movement of funds and the escrow of the collateral.

BEEZNIX

6
PROBLEM
Players spend time, effort and money on games, but get no real-world rewards.

SOLUTION
The Beeznix game lets players earn Bitney rewards for playing and amassing in-game resources.

Players can exchange Bitney for major cryptocurrencies at exchanges listing Bitney.

The Beeznix Rewards Bank is funded by actual honey sales profits.

7
PROBLEM
Gas fees and transaction times make ERC721 gaming directly on Ethereum unfeasible.

SOLUTION
Beeznix operates on a sidechain, where the player's preauthorized game wallet is subject to the game's smart contract rules, allowing fast and free movement of ERC721 game assets and autonomous changes of ownership.

This opens up a whole world of possibilities for development of more intricate gameplays involving non-fungible token assets (NFTs).



CHAPTER 1

BITNEY

CRYPTOCURRENCY



2.1 PROBLEM STATEMENT

a) Increase in global honey consumption

Global demand for honey constantly exceeds supply, and with bee colonies mysteriously disappearing in the US and Europe, pure honey is becoming a valuable – and expensive – commodity. Since 2010, global honey demand grew at a high rate of 19,504 tons (43,000,000 lbs.)/year, a significant increase over the period 2001–2009 (4,313 tons or 9,500,000 lbs./year).

The reason is that “there’s a certain magic to honey” quoting Madison Ayers, CEO of Honey Care Africa which launched its initiative ‘Business in a Beehive’ in 2014. “It’s the only food that insects produce that humans eat regularly, it’s packed with healthy micro-nutrients, and for thousands of years honey has been used for its medicinal value.”

Aside from being a healthy and natural sweetener, honey is an antimicrobial, antibacterial, antiseptic, anti-inflammatory and antifungal.

Yet the production of honey is a very slow, decentralized process. It’s impossible to artificially produce or mass manufacture pure honey. You need honeybees, space, wild flowers and ample time to for the bees to pollinate and produce it.

b) Decrease in supply of quality honey

Honey is the by-product of the interactions of zoological and botanical life forms. Many forms of zoological pollination and diverse botanical sources of nectar, pollen, honeydew are involved. From that diversity honey achieves its variety of flavors and colors and textures, which has charmed and captivated humanity from ancient to modern times.

To those bio-chemical and physical interactions nothing can be added nor removed, nor can those interactions artificially be interrupted and suspended. This latter point is relevant to the predominance in certain producing nations of immature honey or “Shui Fu Mei” or Water Honey. Water honey can explode the quantities of “honey” produced, dramatically increase productivity and reduce costs. Such practices have dominated some country’s honey industries for at least the past 5 decades. Fake honey imports pose a real threat to the livelihood of raw honey producers, driving local market prices below the latter’s profitability.





c) Rising costs of Beekeeping, and colony collapse disorder (CCD)

A production costs rise every year, and buying or renting space for beehives become more expensive, small to medium scale beekeepers are slowly being edged out of business. Add diseases like colony collapse disorder, weather fluctuations and adulterated honey into the mix and what you have is an increasingly risky business that may not pay off as well as it used to.

Even diversification of services poses a threat, where honey producers offer pollination services for the agriculture industry, for example, almond farms. Operations like this are vulnerable to two major risks in beekeeping – diseases and theft.



2.2 SOLUTIONS

Crowdfarming a commodity

Giant B Farms was the first honey farm to be boarded and gamified to realize the vision of Bitney. Established in 1978 in the UNESCO World Heritage Site of Malacca, Malaysia (famous as an international entrepot trading port for commodities in the 15th century), Giant B has over 40 years of hard-earned beekeeping expertise and has developed modern, proprietary bee-breeding techniques, extraction methods and mobile beehives (bee trucks) to address the scalability of its operations.

In 2017, Giant B Farms sparked its own initiative, Bee Republic in Switzerland, where its Research and Development facilities for its consumer products are based. The mission of Bee Republic was to visit and improve the livelihood of small honey farmers around the world by:

- i) Teaching Best Practices and Techniques for breeding, harvesting and storage
- ii) Hive & Processes Optimization
- iii) Implementation of Health & Safety Standards
- iv) Compliance Management
- v) Colony Health Management and Medicines
- vi) Guaranteed sale of the farmers' honey





Giant B Honey Farms allocate 10,000 beehives for pilot program



To launch Project Beeznix, Giant B Farms has allocated an initial 10,000 honey producing hives to Bitbubs Interactive, to be optimized by Bee Republic, and grown in tandem with the Beeznix game. Each hive produces about USD50 (nett profit) worth of bee products per month, including honey, pollen, royal jelly and beeswax, that are already being moved across multiple supply chains for raw honey and health supplements, guaranteeing sales.

This project proves even more viable and sustainable with the optimal location of the honey farm, which enjoys an equatorial climate with no winters, lots of sunshine for flowers and just enough rain for the bees to rest and the plants to flourish. This ensures stability of the commodity (raw honey) production to support the value of Bitneys.

With raw honey as a rewards generating commodity, Project Beeznix will also produce its own brand of premium honey, called Goddess Honey which parallelly exists and is equally valuable in the Beeznix gameverse. Goddess Honey will be sold as jars of raw honey with real 22k gold flakes, marketed "as seen in-game" or ASIG.

Coupled with the Bee Republic initiative, we are connecting (virtual) crowdfarmers to real small-to-medium honey farms to accelerate scaling of their operations, exponentially increasing the supply of raw honey to meet the global demand.



BITNEY	
FARM:	<input type="text"/>
CLASS:	<input type="text"/>
KEEPER:	<input type="text"/>
	HIVE ID <input type="text"/>
	STAMP <input type="text"/>
bitney.io/hives	

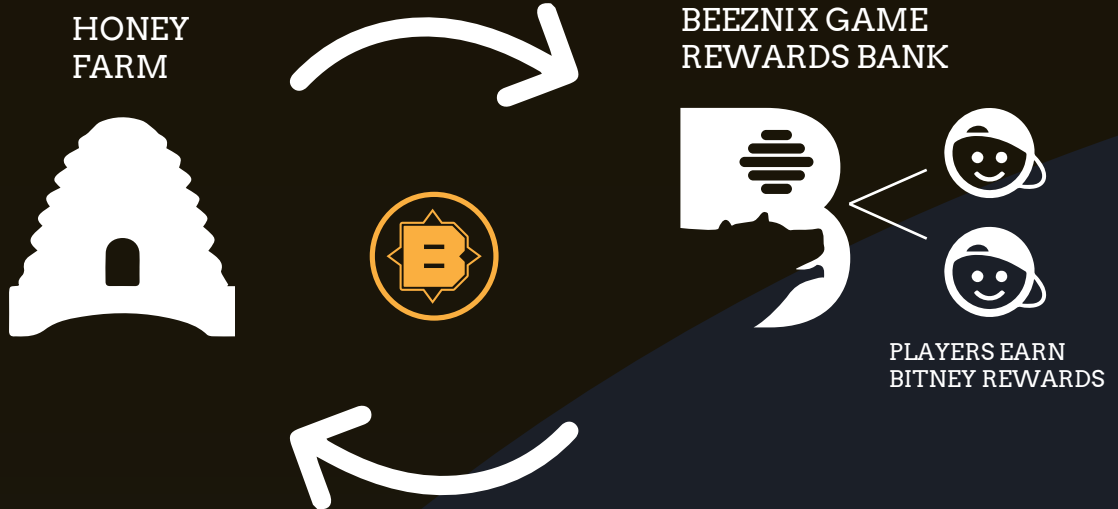
b) Tracking provenance

A blockchain registry that tracks honey production and ownership will be developed for both batches and jars, tracking the honey's origins from country, state, farm, flower, hive and beekeeper to prevent fraud or bootlegging. The provenance function for this project will be built on a separate blockchain.



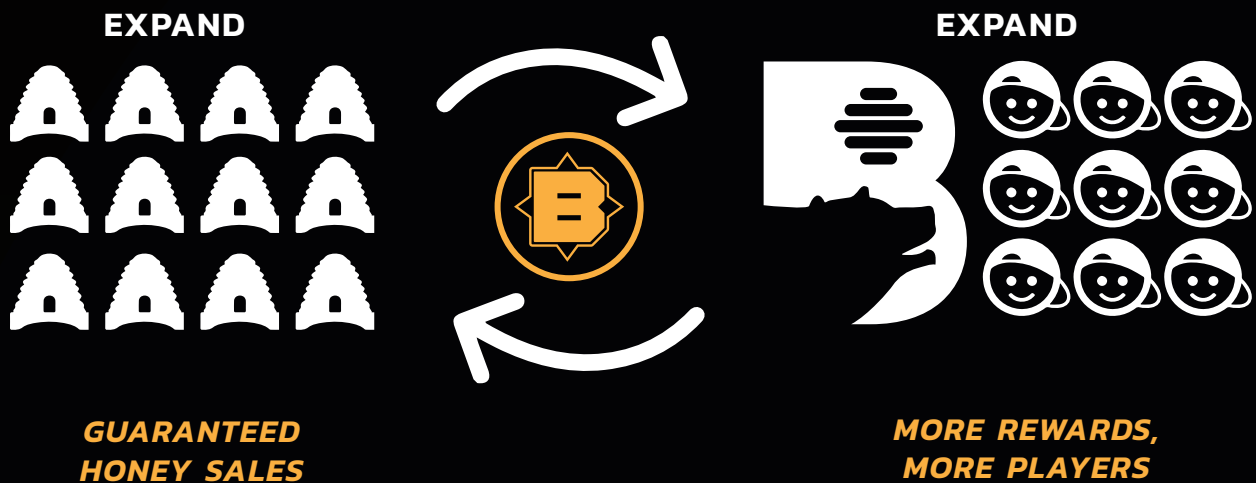
2.3 THE FINANCIAL CYCLE

Honey farm uses profits from X number of hives to fund the **BEEZNIX GAME REWARDS BANK** With **BITNEY CRYPTOCURRENCY**.



IN TURN, x% of profits from the Beeznix Gameverse is pumped back into the honey farm to fund its expansion.

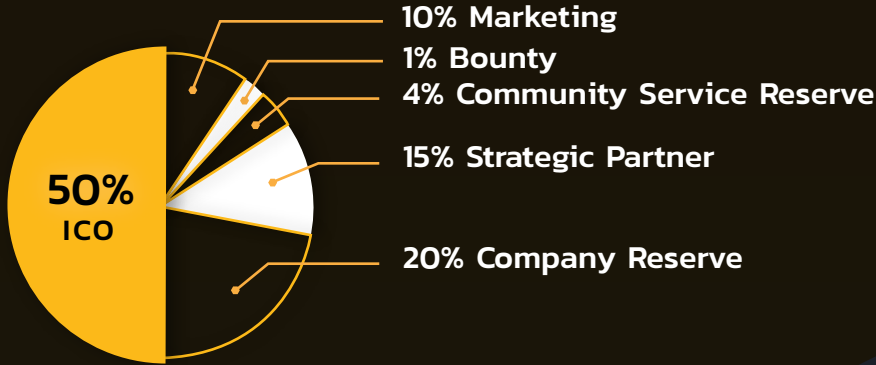
A PERPETUALLY GROWING CYCLE OF FUNDING AND EXPANSION IS CREATED AS EACH ENTITY CONTINUES TO HELP THE OTHER GROW



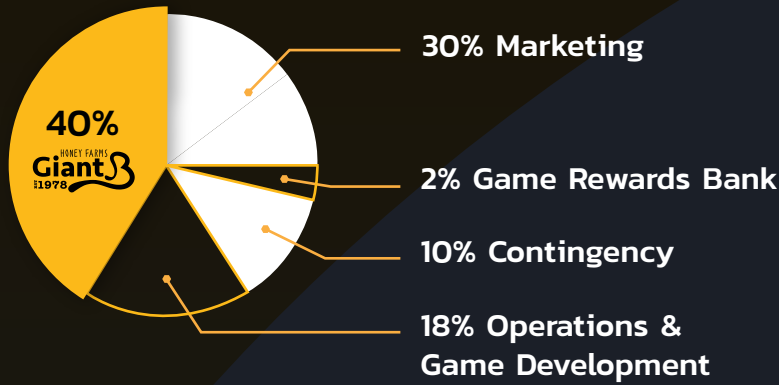


2.4 TOKEN SALE DISTRIBUTION & ALLOCATIONS

DISTRIBUTION



ALLOCATIONS



Phase	BTN	Price	Time
Private Sale Stage 1	100 000 000	\$0.048	TBD
Private Sale Stage 2	100 000 000	\$0.056	TBD
Pre-Sale stage 1	100 000 000	\$0.064	TBD
Pre-Sale stage 2	100 000 000	\$0.072	TBD
Public Sale	100 000 000	\$0.08	TBD

Unsold tokens from ICO will be burned.

TARGET MILESTONES





2.5 BITNEY USE CASES

a) Remittance

As a cryptocurrency, Bitney can be used to make borderless financial transactions with very low transaction fees.

b) Buying game items

Bitney can be used to load the player's Beeznix game wallet to purchase in game items.

c) Trading items at the community market

Bitney is the resident cryptocurrency for buying and selling of crypto game assets between players at our marketplace.

2.6 SUSTAINABILITY

Increasing supply of honey and honeybees from the collaborative partnership between Bitbubs Interactive and Giant B Farms driven by a mobile game.



Protecting Bitney's Value

- ★ A percentage of monthly profits from hives and games will be used to purchase Bitney from sellers at 3rd party exchanges.
- ★ 80% of the Bitney buyback is then deposited in the Beeznix Rewards Bank for player payouts.
- ★ 20% of the Bitney buyback is burned
- ★ This maintains demand, decreases supply and deters dumping.





SOFT CAP SCENARIO

CIRCULATING SUPPLY = 104,000,000

SOFT CAP BURNS REMAINING 396,000,000 tokens

Cost per Bee Hive : \$300

1 hive Min. Profit/month : \$50 (to Bitbubs Interactive)

Soft Cap Expand(Hive) : 6,666 hives

Avg Monthly Profit (SC): \$333,300

Annual Profit (SC): \$ 3 999 600

YEAR 1 (2019)

Profit: \$4,000,000

Estimated token valuation: \$4,000,000 / 104,000,000 tokens = \$0.039

50% of year 1 profit used for farm expansion

\$2,000,000 buys another 6,666 hives.

Existing hives: 6,666 New hives: 6,666 Total hives: 13,332

YEAR 2 (2020)

Profit: \$8,000,000

Estimated token valuation: \$8,000,000 / 104,000,000 tokens = \$0.096

50% of year 2 profit used for farm expansion

\$4,000,000 buys another 13,332

Existing hives: 13,332 New hives: 13,332 Total hives: 26,664

YEAR 3 (2021)

Profit: \$16,000,000

Estimated token valuation: \$16,000,000 / 104,000,000 tokens = \$0.153

Total hives: 26,664

TOTAL 3 Years token estimated value:

**\$4,000,000(Y1) + \$8,000,000(Y2) + \$16,000,000(Y3)/total circulating tokens
= \$28,000,000 / 104,000,000 tokens**

Projected minimum BTNY price by 2021

\$0.269 per token



CHAPTER 2



BLUEPZ

CRYPTO GAME ASSETS

CRYPTO DIGITAL (GAME) ASSETS PLATFORM

3.1 PROBLEM STATEMENT

a) The ESRB and Proof of Provenance

The Entertainment Software Ratings Board (ESRB) will begin labeling video games that contain in-game purchases, a response to lawmakers who have noticed the outcry over so-called loot crate systems and have signaled a willingness to legislate them.

The labeling will “be applied to games with in-game offers to purchase digital goods or premiums with real world currency,” the ESRB said in a news release this morning, “including but not limited to bonus levels, skins, surprise items (such as item packs, loot boxes, mystery awards), music, virtual coins and other forms of in-game currency, subscriptions, season passes and upgrades (e.g., to disable ads).”

Patricia Vance, President of the ESRB said, “Some publishers have begun posting, voluntarily, their drop rates to provide transparency to players. We’re going to continue to evaluate what additional measures we can take. but for those who want to voluntarily offer them, we support those efforts.”

b) For steep prices, game skins have low-portability and insufficient playability

Skins are a USD50 Billion industry, and as the demand for skins grows stronger, we foresee an opportunity for the next level in game skins – one that goes beyond mere cosmetics but with increased functionalities and true ownership controls.

c) Centralized control over economic fate of skin designers

Mashable Asia reported that Counter Strike skin creators are said to have raked in 6 figure income a year. A Counter-Strike: Global Offensive weapon skin designer revealed how much money creators make when one of their cosmetic skins is accepted by Valve: about \$40,000 a pop.

Not all that glitters is gold. What’s despairing is the loophole against these creators that have left a chunk of designers in disadvantaged positions. In an article, Kotaku reveals the ugly side of the industry with skin designers stating that a certain game developer had “ripped them off” with unannounced changes to the payout plan reflecting in their bank accounts.

While some contend the tight-lipped policies of the Non-Disclosure Agreement (NDA) come into effect with grounds of necessity, it’s pretty clear to see that it’s creating a rift between the creators and the developers. With developers seemingly in control of the skin designers’ financial fates, creators are less inclined to pursue their craft as it no longer a case of “making your passion your paycheque.”





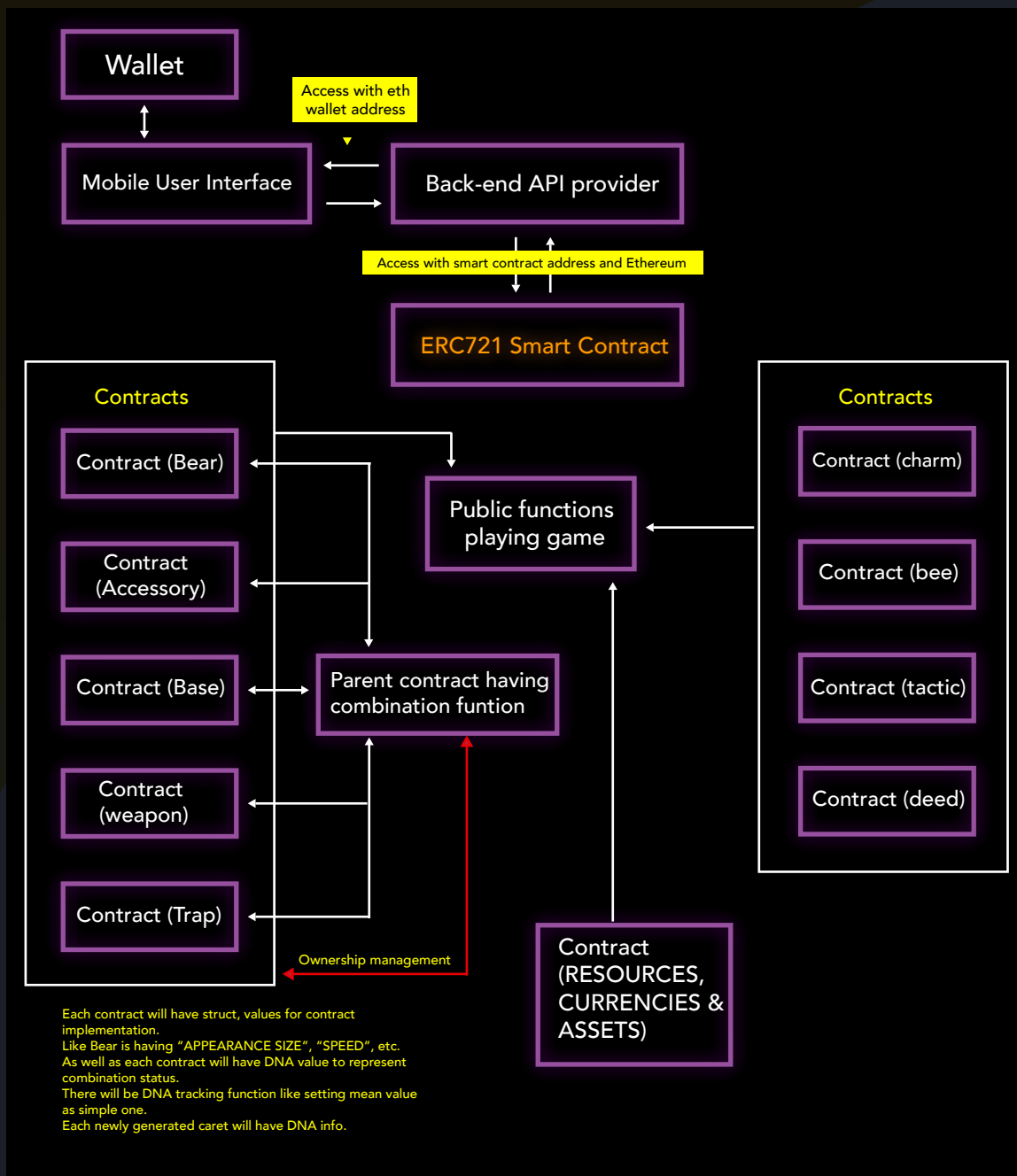
3.2 CRYPTO GAME ASSETS

a) A Decentralized Digital Asset Registry

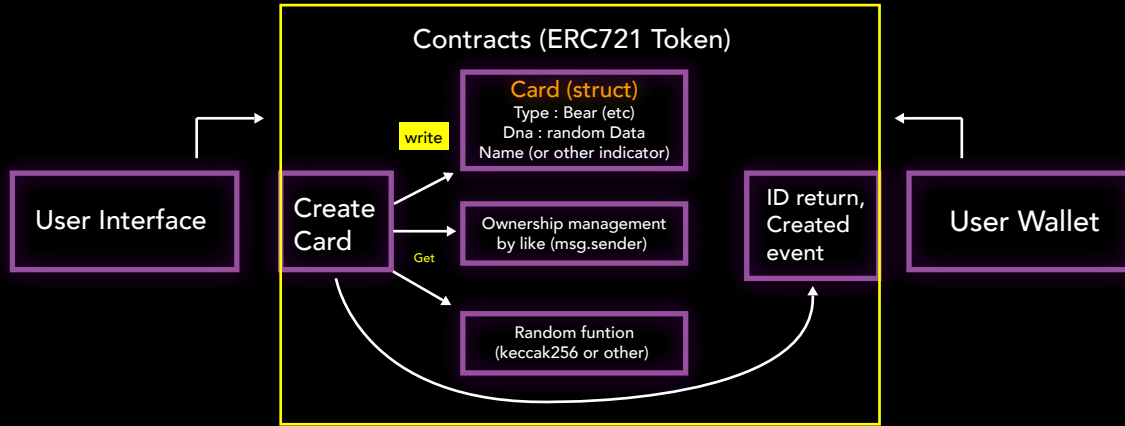
Bluepz are on-chain ERC721 digital assets that will be tracked on a decentralized registry, ensuring full transparency of drops, ownership, transactions, asset genealogy, total supply and ownership.

These on-chain assets will be verified by the game's block explorer, and unlock in-game permissions to build off-chain assets. This is executable based on ownership permissions.

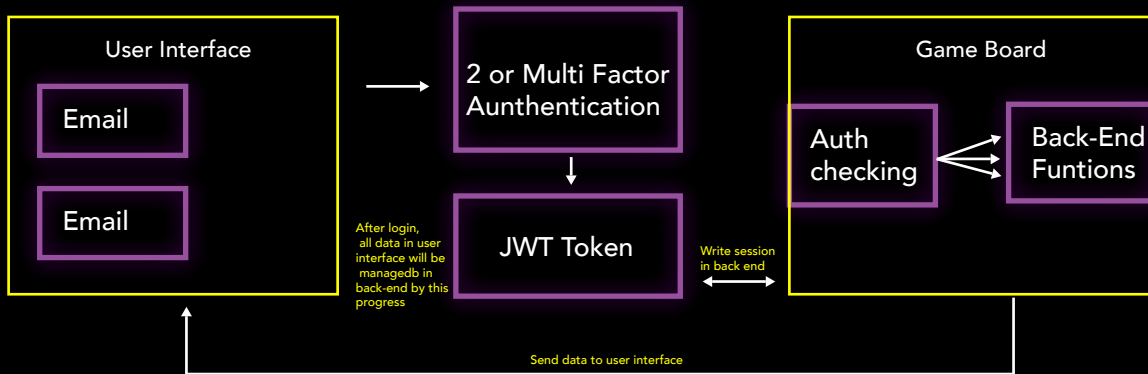
ERC721 INTEGRATION



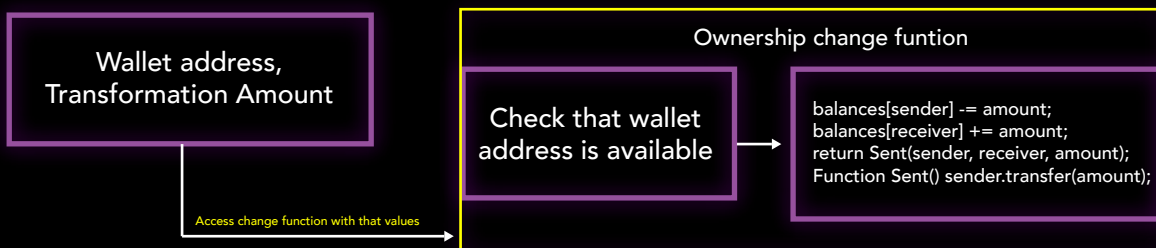
'PICKING UP"AN ASSET IN GAME



PREAUTHENTICATED GAME WALLET



CHANGE OF OWNERSHIP





b) Bluepz and True Ownership Permissions

There will be 4 levels of ownership assigned to every Bluepz:

i) Creators

Creators are designers who design the blueprints using our templates. These include skin designers and game asset modders who successfully get their work shortlisted and democratically voted into the Beeznix gameverse.

ii) Discoverers

Discoverers are gamers who organically receive Bluepz via drops within the game, not via purchases or trade with other players. 'Discovering' also encompasses the action of combining one or more Bluepz to generate a hybrid, next-generation Bluepz.

iii) Owners

Owners are those who hold Bluepz in their Backpack. They are different from Discoverers only if their Bluepz were attained from another player via a purchase or trade. Upon successfully combining one or more Bluepz, they automatically become Discoverers of the hybrid Bluepz.

iv) Renters

Renters are those who rent Bluepz to produce their own in-game assets, using their own resources. Renters pay a minimum 'tithe' which is a base 10% of their produced assets to the Owner of the rented Bluepz. Additional rental rates and units of exchange can be further negotiated between Renter and Owner.

PERMISSIONS

4 Levels of Ownership

MONETIZING
INTELLECTUAL PROPERTY.
CREATING AN
INTELLIGENCE ECONOMY.

CREATORS

They designed the blueprint for the game community.

RIGHTS TO BUILD
RIGHTS TO SELL
RIGHTS TO MODIFY / COMBINE
RIGHTS TO ROYALTIES
RIGHTS TO BURN
RIGHTS TO LEASE

DISCOVERERS

They discovered or was dropped the blueprint in game

RIGHTS TO BUILD
RIGHTS TO SELL
RIGHTS TO MODIFY / COMBINE
RIGHTS TO ROYALTIES
RIGHTS TO BURN
RIGHTS TO LEASE

OWNERS

They purchased blueprint from another player

RIGHTS TO BUILD
RIGHTS TO SELL
RIGHTS TO MODIFY / COMBINE
RIGHTS TO ROYALTIES
RIGHTS TO BURN
RIGHTS TO LEASE

RENTERS

They rent the blueprint from the owner.

RIGHTS TO BUILD
RIGHTS TO SELL
RIGHTS TO MODIFY / COMBINE
RIGHTS TO ROYALTIES
RIGHTS TO BURN
RIGHTS TO LEASE





c) Creating an intelligence economy

The Bluepz concept opens up a new dimension in gaming by allowing players to monetize their in-game 'intellectual property'. Compared to skins, bluepz are considered knowledge or intelligence that have a higher value as it empowers a player to create unique in-game, off-chain assets that are highly playable and can greatly enhance that player's chances of success in the game.

Thus, an intelligence economy is created, where ownership of Bluepz prove to be extremely valuable and rewarding.

This in turn, opens up multiple player journeys within the Beeznix gameverse, where a player might find it more profitable to become a dealer, selling special troops or weapons to other players at war with each other.

What adds further to the value of Bluepz is its portability where it can be recognized and functional across multiple games or game modes.

RIGHTS TO MANUFACTURE

RIGHTS TO SPAWN

RIGHTS TO CONSTRUCT





d) Multiple player journeys increase accessibility, inclusivity

This also addresses the accessibility in terms of 'human compatibility' of the gameverse, where technological, physical, or intellectual barriers may hamper or prevent the user experience of the game.

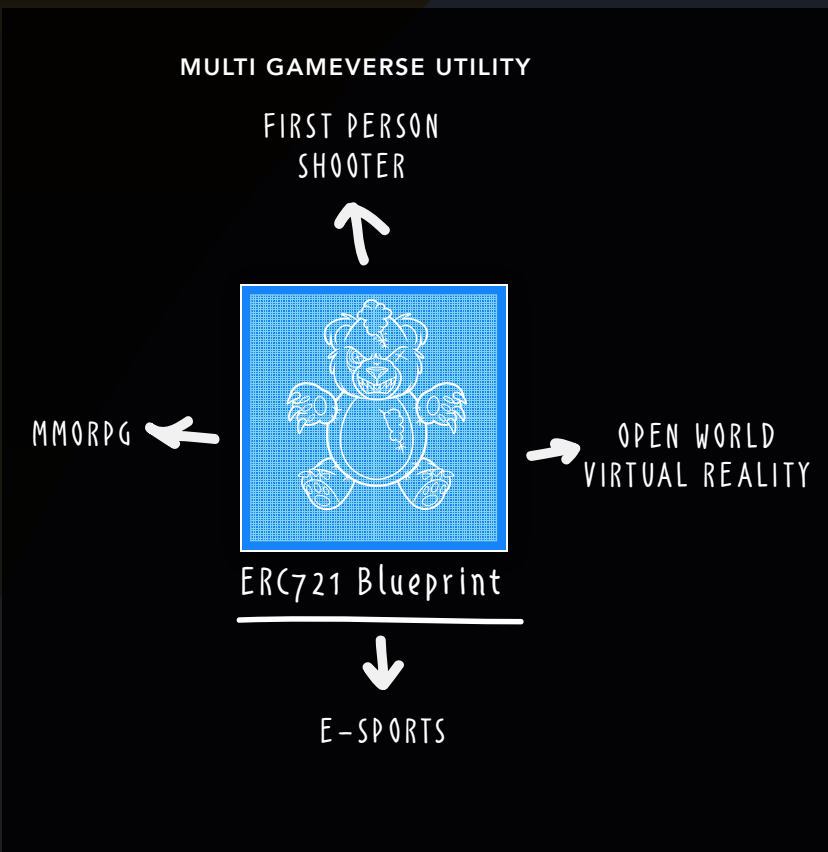
Persons who may not have either the time, device or physical capabilities to enjoy the full gaming experience of the game can still be a part of the Beeznix gameverse and earn rewards by specializing in, for example, the role of a merchant or a resource farmer.

e) Royalty Distribution System

A royalty distribution system, assigning Bitney rewards by fixed percentages to confirmed contributors of game assets. Market rates for rewarding contributors range between 1% to 5% of transactions involving the asset. Our platform will automatically payout a 3% creator's reward for each of these transactions.

f) Game Multiverse & Multi-modes Use

The ERC721 token assets can easily be securely verified by matching unique token 'DNAs' to its Owner's backpack address, and seamlessly brought into a variety of different game modes and gameverses within a multiverse.





3.3 DIGITAL COLLATERALS FOR PEER-TO-PEER MICROFINANCING

Rare digital assets command good market prices, prices high enough for players to value it as collateral for a loan.

Using smart contracts, the borrower's digital asset can be held as collateral (in escrow) while a player borrows a sum of Bitney from another player, who sees value in that digital asset.

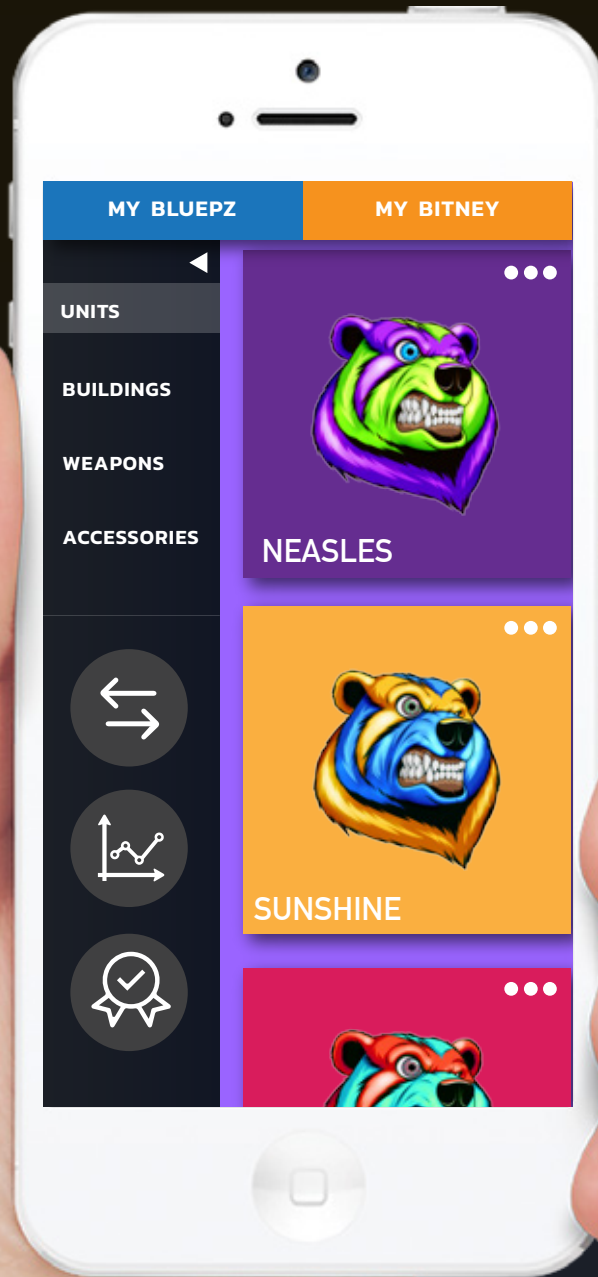
Upon successful repayment of the loan and interest within the stipulated deadline, the digital asset is returned to the borrower's wallet address.

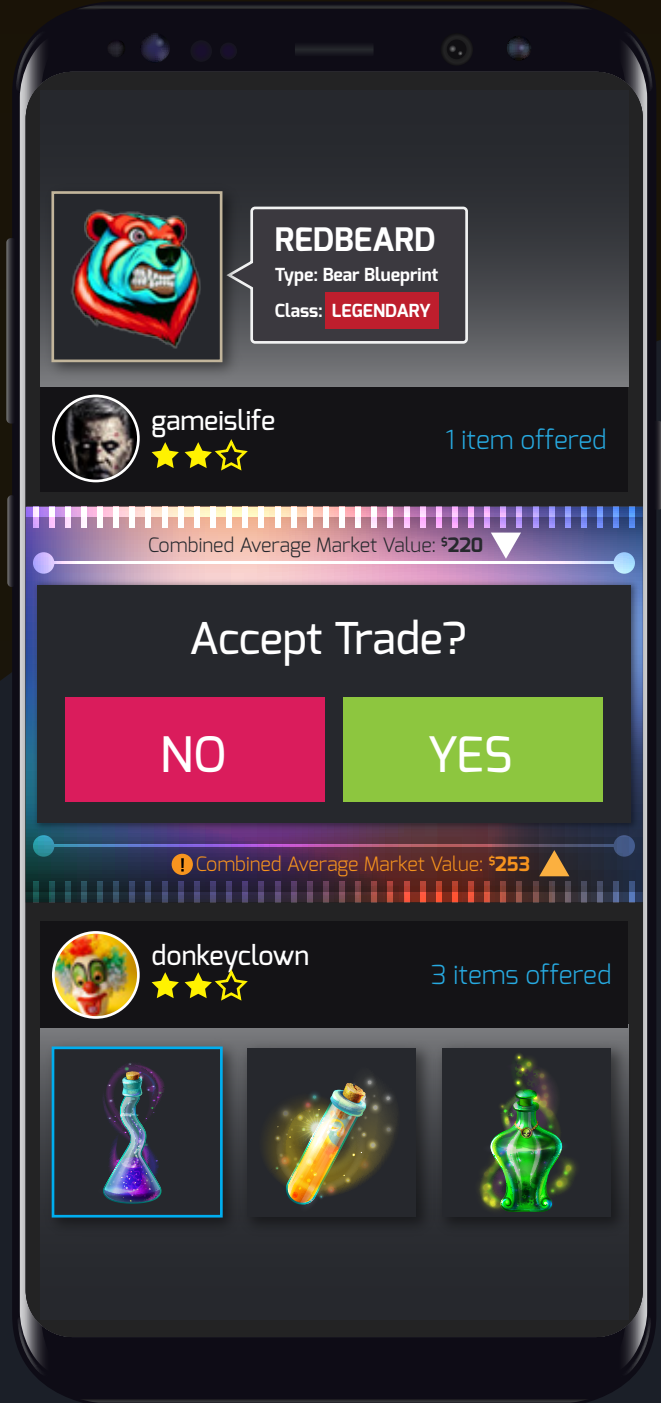
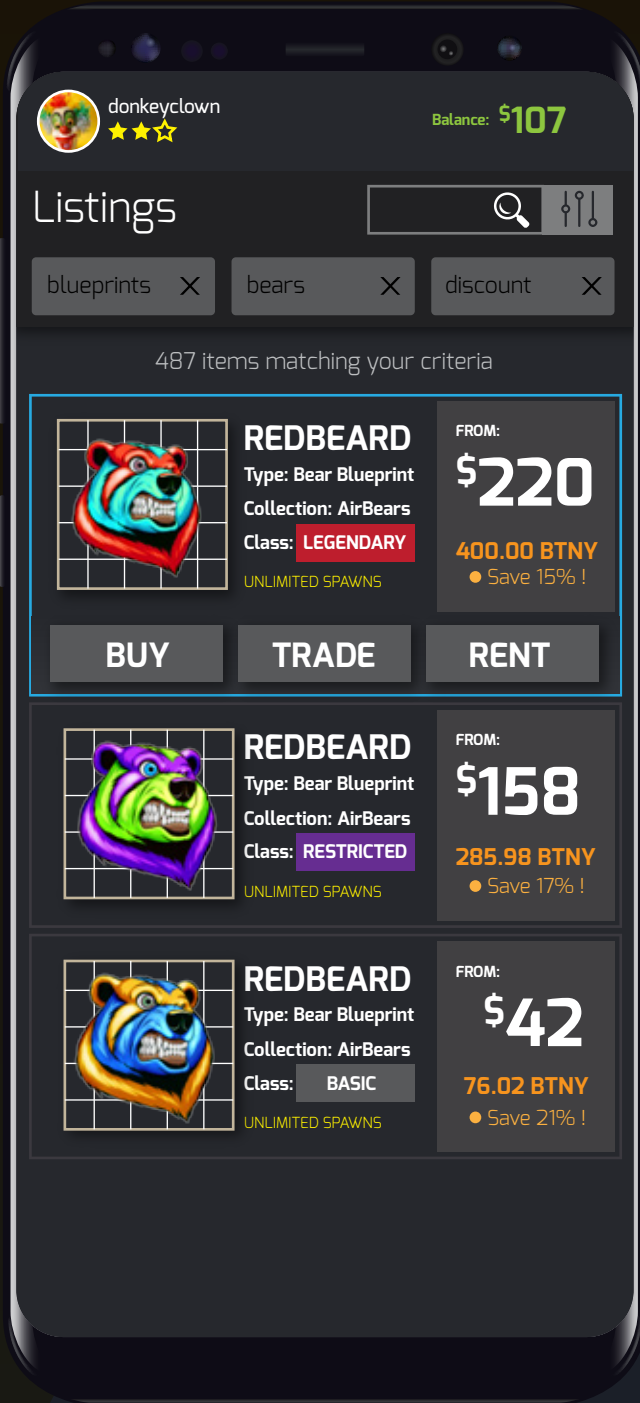
If the borrower defaults on the loan, or misses the repayment deadline, the digital asset will be sent to the lender's wallet address.



3.4 BACKPACK MOBILE APPLICATION

The Backpack is essentially a blockchain-based crypto-wallet for ERC721 tokens, or in our case, Bluepz. It also contains a Bitney wallet for ERC20 tokens with a multi-crypto payment gateway to load Bitneys.





Players can search listings on the community market to find items for sale, trade or rent. Every item is an ERC721 token attached with specific user permissions. These items can be traded securely and seamlessly using the game wallet.



CHAPTER 3



BEEZNIX™
THE HONEY HEISTS

THE BLOCKCHAIN GAMEVERSE



4.1 OVERVIEW

Based on a novel about an 8-year old orphan who works in a toy bear sweatshop, this colorful game brings to life his brilliant imaginary world, a coping mechanism born from his despair. A parallel universe is created, based on the child's greatest loves and fears, and objects in his daily life are translated into a "Honeyverse" where the following elements bring great playability and objectives to players of the introductory game mode - the Beeznix Massively Multiplayer Real Time Strategy Game.



4.2 GAMEPLAY 1 - Massively Multiplayer Platform Action/Strategy with Base Builder

This is the ideal game type to utilize Bluepz and create an intelligence economy. When players have rights to customize their base with unique blueprints that help defend their precious honey, or spawn unique level bosses and defensive units, a market demand and price is generated for those blueprints.

Because it requires many, many bears to complete a level and escape with maximum honey, bear blueprints are valuable too, according to their uniqueness in abilities and appearances. This play on scarcity will purposefully create value for the non-fungible tokens in the community market.

Mini-levels with varying gameplay such as the Toy Factory, Trapper's Den and the Goddess Gardens will reward players with drops of Booster Cards and Bluepz that will increase their blueprint collection and maximize their honey output.

From a social aspect, players are part of a global community, with high levels of personal expression and interactivity made possible with more blueprints such as graffiti for tagging the visited bases for future attackers to see. Forum discussion on attacking and defensive strategies help create buzz and motivates players to play better.





Get in. Get honey. Get out.

Defense

- i) Using our platform builder and your available blueprints, design and build your base. Your honey will be stored in your base.
- ii) Architect defensive structures and place traps strategically to prevent thieves from stealing your honey.
- iii) Using available blueprints, spawn DEFENSIVE UNITS and place them strategically across your base to fight enemies.
- iv) Using available blueprints, spawn a LEVEL BOSS to defend your hives.
- v) Beat your own designed level once to add it to the game.
- vi) Invite other players to steal your honey.

Attack

- i) Select a base to attack.
- ii) Spawn bears using available blueprints to get to the honey. Each bear has its own strengths, appearance and honey-carrying capacity.
- iii) By using the bears varying abilities, overcome enemies and obstacles. Get to the honey store/hive. Team strategy is key, and multiple bears are required to succeed. Collect as much honey as your bears can carry and find the escape.





4.3 THE BEEZNIX WORLD

WORLD BUILDINGS

TEDDY BEAR FACTORY

DROPS BEAR BLUEPRINT CARDS
DROPS BEAR BACCESSORY CARDS
ACTION: ATTACK (SNEAK)

COTTON FARM

COLLECT MORE COTTON HERE
ACTION: ATTACK (SNEAK)

GOLD MINES

COLLECT MORE GOLD HERE
ACTION: ATTACK (MINE/SIEGE)

FOREST/TRAPPER

STEAL FUR
DROPS TRAP & WEAPON BLUEPRINTS

APIARY

DROPS BEES
ACTION: ATTACK (SNEAK)

CLAN FORTS

SHARES INTEL & RESOURCES
COOPERATIVE CAMPAIGNS

FLOWER ORCHARD

SPECIAL FLOWERS FOR
FASTER HONEY OUTPUT
ACTION: SIEGE & COLLECT

TEMPLE OF THE GODDESSES

DROPS CHARM CARDS
ACTION: SACRIFICE GODDESS HONEY

GODDESS GARDEN

SOURCE OF GODDESS HONEY
ACTION: SIEGE & COLLECT

BASE BUILDINGS

GARDEN

GROW FLOWERS FOR BEES

VAULT

STORES HONEY AND GOLD

HIVES

WITH FLOWERS AND BEES, GENERATE HONEY
UPGRADABLE
LIMITED STORAGE

LIBRARY

STORES BLUEPRINTS

GOLD MINE

MINE GOLD

LABORATORY

COMBINES GOLD WITH HONEY
TO MAKE GODDESS HONEY

STONE MINE

COLLECT STONE

ARMORY

BUILDS WEAPONS AND TRAPS
FROM BLUEPRINTS

COTTON FARM

GROWS COTTON TO MAKE TEDDY BEARS

WORKSHOP

STITCH TEDDY BEARS

SHRINE

GODDESS HONEY + TEDDY BEARS = REAL BEARS

MARKET

SELL GODDESS HONEY FOR BITNEY





4.4 GAME RESOURCES

RESOURCES, CURRENCIES & ASSETS

FARM + COTTON

COTTON

FARM FROM BASE
COLLECT FROM COTTON FARMS
BUILD TROOPS
FEED TROOPS

GOLD

MINEABLE
PURCHASABLE IAP
BUY STANDARD ITEMS FROM STORE

FARM + COTTON

WOOD

FARM FROM BASE
COLLECT FROM WORLD
BUILD TROOPS + BUILDINGS + ARMORY

BEES + HIVE + FLOWER =

HONEY

GENERATED ITEM
STEALABLE FROM OTHER PLAYERS
GENERATE GODDESS HONEY

STONE

FARM FROM BASE
COLLECT FROM WORLD
BUILD TROOPS + BUILDINGS + ARMORY

PELTS

STEAL FROM TRAPPER
RECYCLE FROM FALLEN UNITS
BUILDS TEDDY BEARS

ERC 721 BLUEPZ

BLUEPRINTS

STEAL FROM FACTORIES
COLLECT FROM SIEGED FACTORIES

OPEN BLUEPRINT PACKS WITH BITNEY

BUILD WEAPONS & ACCESSORIES
BUILD BASE BUILDINGS

SPAWN TROOPS FOR SELF-USE
SPAWN TROOPS FOR SALE
LEASE TO OTHER PLAYERS
SELLABLE AT COMMUNITY MARKET

GODDESS HONEY + SHRINE (BASE)

BEEZNIX

BRING BEARS TO LIFE

GODDESS HONEY + TEMPLE (WORLD)

CHARMS

APPLY TO BASE + TROOPS
SELLABLE AT COMMUNITY MARKET
DROPPED BY TEMPLE FOR SACRIFICE OF GODDESS HONEY

ALTERNATELY, CASH OUT YOUR REWARDS FOR BITNEY

HONEY + GOLD

GODDESS HONEY (DIGITAL)

GENERATED ITEM
COLLECT FROM WORLD
SELLABLE AT MARKET FOR BITNEY
SACRIFICE AT TEMPLE FOR CARDS

ERC 20

GODDESS HONEY + MARKET

BITNEY

SELLABLE AT EXCHANGE
EVERY GAME GENERATED BITNEY IS SUPPORTED
BY REAL HONEY SALES
BEEZNIX SUBSCRIPTIONS
BUY PREMIUM BUNDLES
BUY BLUEPRINTS





4.5 BLUEPZ

BLUEPZ COMBINATIONS (ERC721)

Character Qualities APPEARANCE SIZE SPEED HONEY CAPACITY ATTACK POINTS DEFENSE POINTS SPAWN SPEED VISIBILITY (STEALTH)	Character Designs 10 parent skins that can be combined only once.		+		=	
Character Accessories Accessories that modify qualities of the character.			+		=	
Base Qualities APPEARANCE SIZE (AREA) ATTACK POINTS DEFENSE POINTS SPEED STEALTH STORAGE CAPACITY	HONEY OUTPUT RATE RESOURCE MINING RATE COMBINATION SPEED SPAWN SPEED CONSTRUCTION SPEED COOLDOWNS		+		=	
Weapon Qualities ATTACK POINTS DEFENSE POINTS SPEED STEALTH STORAGE CAPACITY			+		=	
Traps Qualities ATTACK POINTS DEFENSE POINTS SPEED STEALTH STORAGE CAPACITY			+		=	

NON-COMBINABLE ERC721

	perishable modifier of base, bear and bees		various bee species, modifies honey output rate		tactics & formations		base plot/location
--	--	--	---	--	----------------------	--	--------------------





BEEZNIX™
THE HONEY HEISTS

ORIGINS





4.6 ORIGINS

Handmade

"Stitch faster! Cut true!" echoed the Master's voice in their heads at night. Their tiny hands were scarred with dots and dashes like Morse's code from the needle-pricks and scissor-cuts that their skins had deadened to.

This factory was large, almost large enough to fit the thousands of hardworking little boys and girls who called it home. That was, until the children had to lie down when it was time to rest.

Forget mattresses, there wasn't even an icy, hard space on the grimy factory floor among the mountains of stenching pelt to lay their worn out bodies on.

The Master had a remedy for the lack of room. Pelt was precious, more precious than his child-robots that made him a fortune selling stuffed bears for gold. He bought pelt from Trapper, a deadly poacher who lived deep in the forest, hunting animals for their body parts.

Those who could not finish stitching their quota of hundred toy bears each day would sleep out in the blistering cold. All they had to keep them warm were makeshift clothes from rags and scraps of pelt; and the tiny toy bears that each of them had slyly smuggled past the Master.

For 18 hours a day, they stuffed and stitched the toy bears (for other children) with cotton from the farm next door, which was surrounded by beehives that ran as far as the eye could see.

Every morning, Jette saw zillions of honey bees swarming out to pollinate the fields, traveling to and fro, for miles and miles.

"They work hard, like we do. Except they get honey and we don't. I bet you i can steal some - what do you think honey tastes like?"

"Ungrateful mongrels, you steal from the hand that fills your wretched little bellies with nourishing gruel? Damn you all to hell! And damn your witches of mothers who got there before you!"

"Mama... sniffles...Are you there? He called you a witch. You're not a witch. You're a Goddess."

"Flowers.. the scent... that's all I remember you by, Mama."

Two long winters and a third coming. That's enough to turn a poor child into a scrawny robot who knows nothing but to follow commands, shear pelt and stitch teddy bears. But no, Jette was weak in physique but mentally strong. Often, he would run his mind through the diminishing memories of his Mama.

He was sure his Mama wasn't dead, unlike the other enslaved children. He knew he was snatched from his Mama, a poor peddler of fresh flowers, while working the wet cobblestone lanes of the little island's market.





Despite the hard work for his little body, Jette looked forward to his turn to lug carts full of cotton from the farm next door together with his best friend Nany and the master's hefty wife. In fact, Jette would enthusiastically volunteer to do that, when the other children dreaded spending their precious energy on work harder than what they already had.

Swarms of busy bees fly over their heads, working hard to fill their hives with honey. Jette enjoys the short freedom and always drifts into his own world as soon as he leaves the cold, cold factory.

"Big bees, little bees, bees, bees, bees," Jette whispers to Nany as they push the cart through a bright yellow field of sweet clover. "They all have their own little buzz, you know? We just need to learn the tunes."

Nany, a timid and frightful little child, whispers back, "Please don't get us into any trouble today, Jette. You know what your wild imagination led us to the last time!"

A full moon ago, Jette was caught humming a little tune. They were punished and made to sleep out in the cold with no supper.

"I can't help it, Nany. It's as if the bees want to tell me something. Their buzzing is like a symphony, just like the tune Mama sang to me."

"If only I can understand the bees, I know I will find my Mama!" Jette silently shed a tear.

Each night, when all the other children are asleep, Jette tries to recall his Mama's voice and scent and imagines herself back in his Mama's warm arms.

Jette hugs his stuffed bear tight and tries to imagine all of it, but Mama's face is fast fading from his memory. "You'll help me, won't you, Neazels?" he said to his purple and green spotted bear, a malaproped namesake inspired by the recent fever that he had barely recovered from.

"You'll help me find my Mama. She'll hold me tight, and feed me all the honey in the world. Of course I'll share it with you, Neazels. How else will you grow up?" he joked to himself as he smiled a teary smile - relishing in a precious moment's escape from his dark reality.

"I need to learn.. I need to listen.. oh, bees.." Jette silently sobs herself to sleep.

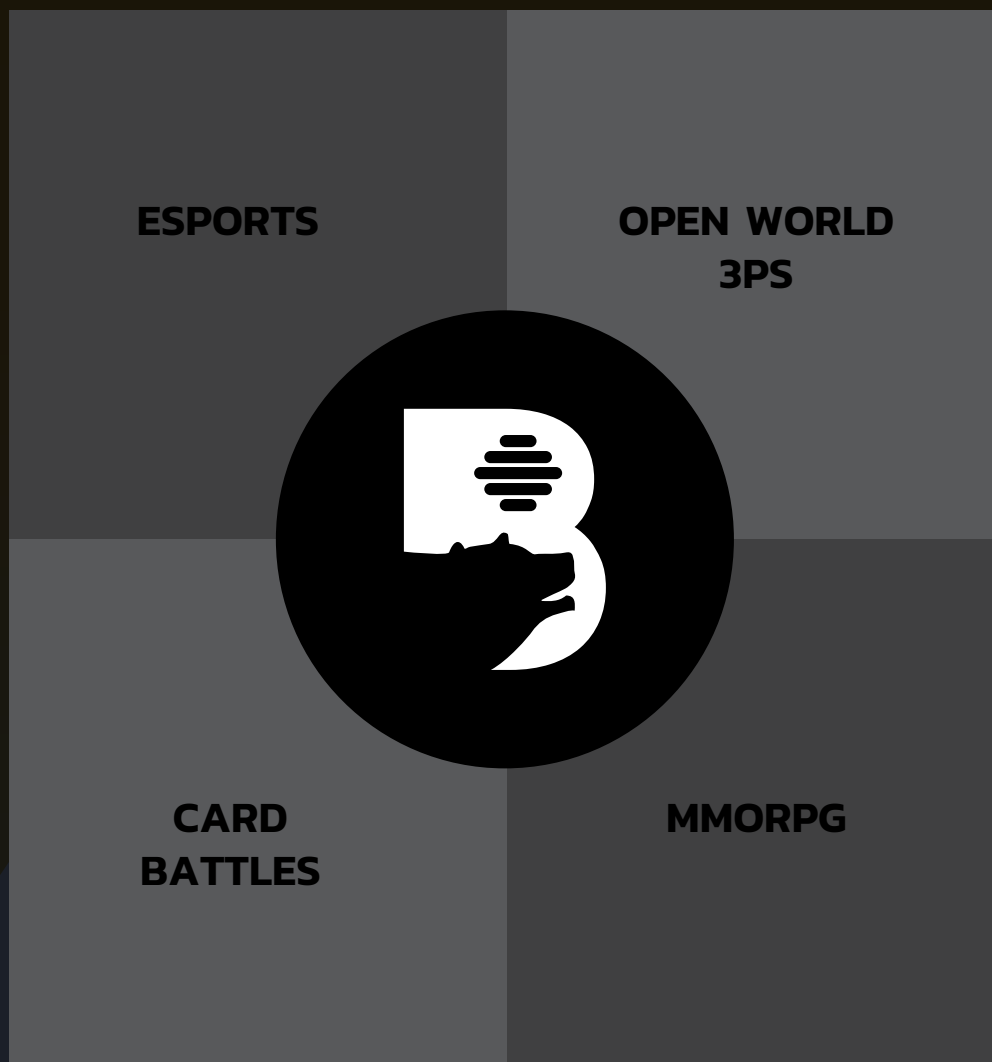
Only the scent from the nearby field of sweet clover, and the buzzing symphony from the bees beating their wings keep his memories of Mama gently rocking him to sleep the first few years of his life before he was taken away by this unkind man.

The next day... "Neasles. Neasles!" he whispered into the tattered ear of his stuffed bear. "Let's go Beeznix!"



4.7 FUTURE GAME MODES


Powered by Bluepz technology, future game modes can be added, enabling players to use their blueprints throughout a multiverse, thus increasing the value of the relevant game assets.





4.8 OPPORTUNITIES AND ASPIRATIONS

We aim to bring Beeznix into the Top 100 grossing games in the world, potentially grossing **between \$36,000 to \$1,000,00 per day.**



Clash Royale

IPHONE- UNITED STATES // GENRE: [CARD BATTLER](#) // PUBLISHER: [SUPERCELL](#) // DEVELOPER: INTERNAL
 AVG. RATING: ★★★★★ // VERSION: 1.9.2 // SIZE: 116MB // [APP STORE LISTING](#) // [GOOGLE PLAY LISTING](#)

SNAPSHOT REVENUE WORLDWIDE LTV & RETENTION DEMOGRAPHICS COMPARE KEYWORDS

\$

\$1,302,129


DAILY REVENUE ESTIMATE ?

#

14,016

DAILY INSTALLS ESTIMATE ?

RANKED #1 on Top Grossing Games & UNRANKED on Top Free Games- April 27, 2018



Candy Crush Saga

IPHONE- UNITED STATES // GENRE: [MATCH THREE PUZZLE](#) // PUBLISHER: [KING](#) // DEVELOPER: INTERNAL
 AVG. RATING: ★★★★★ // VERSION: 1.113.1 // SIZE: 211MB // [APP STORE LISTING](#) // [GOOGLE PLAY LISTING](#)

SNAPSHOT REVENUE WORLDWIDE LTV & RETENTION DEMOGRAPHICS COMPARE KEYWORDS

\$

\$998,603


DAILY REVENUE ESTIMATE ?

#

10,851

DAILY INSTALLS ESTIMATE ?

RANKED #3 on Top Grossing Games & UNRANKED on Top Free Games- April 27, 2018



Clash of Clans

IPHONE- UNITED STATES // GENRE: [STRATEGY](#) // PUBLISHER: [SUPERCELL](#) // DEVELOPER: INTERNAL
 AVG. RATING: ★★★★★ // VERSION: 9.256.19 // SIZE: 117MB // [APP STORE LISTING](#) // [GOOGLE PLAY LISTING](#)

SNAPSHOT REVENUE WORLDWIDE LTV & RETENTION DEMOGRAPHICS COMPARE KEYWORDS

\$

\$288,916


DAILY REVENUE ESTIMATE ?

#

12,349

DAILY INSTALLS ESTIMATE ?

RANKED #8 on Top Grossing Games & UNRANKED on Top Free Games- April 27, 2018



FarmVille: Tropic Escape

IPHONE- UNITED STATES // GENRE: [ENTERTAINMENT](#) // PUBLISHER: [ZYNGA INC.](#) // DEVELOPER: INTERNAL
 AVG. RATING: ★★★★★ // VERSION: 1.15 // SIZE: 218MB // [APP STORE LISTING](#) // [GOOGLE PLAY LISTING](#)

SNAPSHOT REVENUE WORLDWIDE LTV & RETENTION DEMOGRAPHICS COMPARE KEYWORDS

\$

\$36,555

DAILY REVENUE ESTIMATE ?

#

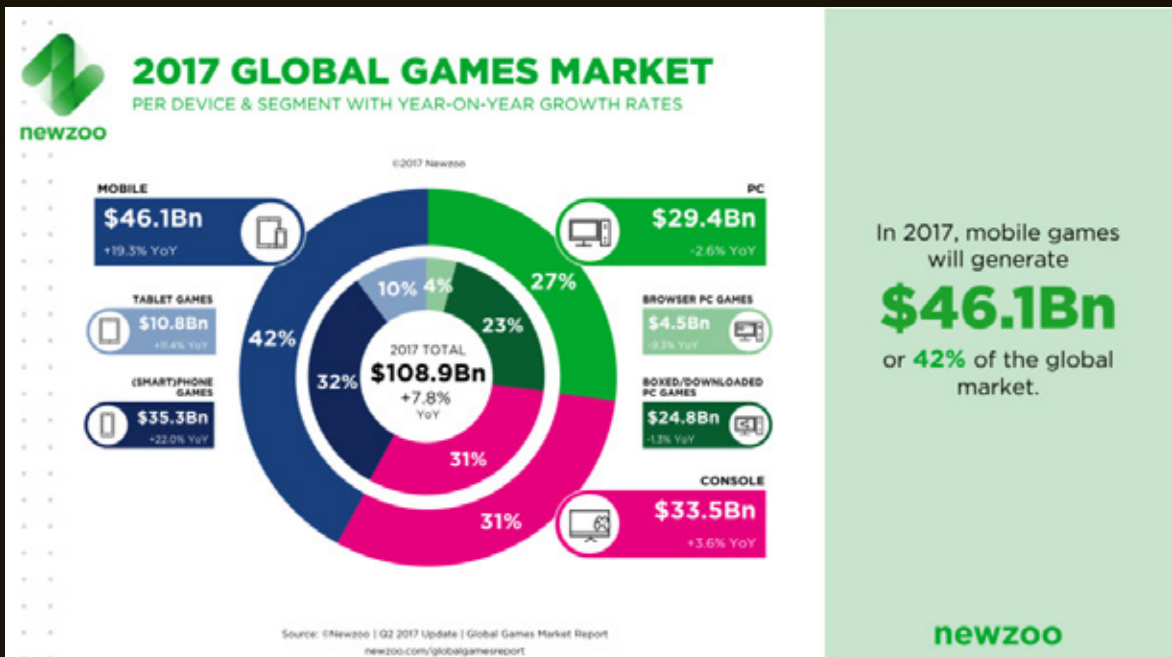
12,833

DAILY INSTALLS ESTIMATE ?

RANKED #100 on Top Grossing Games & UNRANKED on Top Free Games- March 29, 2018

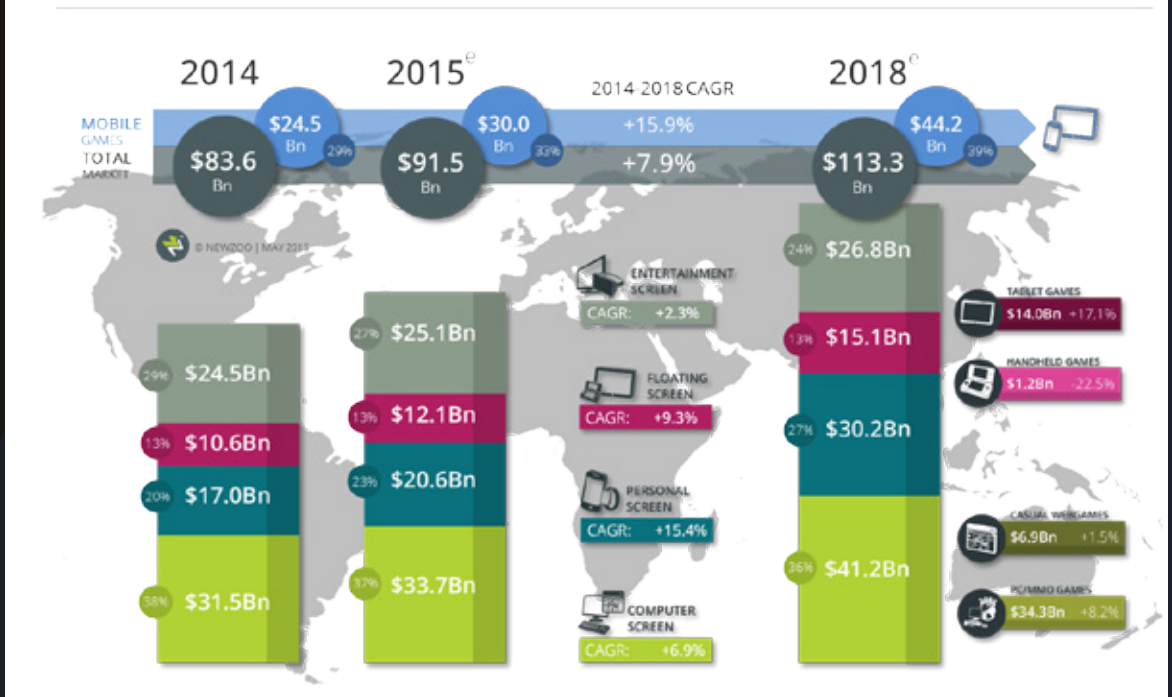
Source: www.thinkgaming.com/app-sales-data/





The Global Games Market | 2018^e

Revenues Per Screen & Segment | Growth Rates 2014-2018





We believe in the potential of cryptocurrency and decentralization and their places in the world today. Our mission is to use this power to solve problems in other industries, namely honey and gaming, while using the combined power of the aforementioned industries to enhance cryptocurrency.

By forming a cooperative venture between a game developer and a honey farm, we are able to achieve the following:

A STRONGER CRYPTOCURRENCY

Bitney is built off an established, revenue generating honey business. Profits from honey sales are used to purchase Bitney tokens from exchanges. From this buyback, 20% of the tokens are burned, and 80% is redeposited into the Beeznix Game Rewards Bank. This cycle safeguards Bitney's value.

MORE HONEY AND BEES FOR THE WORLD

Profits generated from a mobile game accelerates expansion of honey farms. A global outreach program will help educate farm owners and optimize hives and maximize honey outputs. Provenance of honey generated from project Beeznix can be tracked using a decentralized ledger to prevent bootlegging.

TRUE AND TRANSPARENT OWNERSHIP OF GAME ITEMS

Bluepz utilizes the ERC720 token standard to create crypto game assets such as skins, gold and accessories that are transferrable between players, combinable with other game assets and usable across multiple games / game modes. Bluepz can also be sold for Bitney at our community market.

Using a viewable algorithm that always generates a 100% random number, our drops for 'mystery' assets are provably fair. Bluepz are recorded on a decentralized registry, and asset ownership trails can be viewed via the block explorer.

DIGITAL COLLATERAL FOR P2P MICROFINANCING

Ruled by market demand and scarcity, each Bluep holds its own price and can act as a digital collateral for loans between players. Lenders choose to offer loans based on their perceived valuation of the offered collateral and decides on interest rates. Smart contracts execute terms for the movement of funds and the escrow of the collateral.

PLAYERS GET REAL VALUABLE REWARDS

The Beeznix game lets players earn Bitney rewards for playing and amassing in-game resources. Players can exchange Bitney for major cryptocurrencies at exchanges listing Bitney. The Beeznix Rewards Bank is funded by actual honey sales profits.

A NEW ERA OF GAMING WITH BLOCKCHAIN

Beeznix operates on a sidechain, where the player's preauthorized game wallet is subject to the game's smart contract rules, allowing fast and free movement of ERC721 game assets and autonomous changes of ownership. This opens up a whole world of possibilities for development of more intricate gameplays involving non-fungible token assets (NFTs).







BITBUBS
Interactive

BITNEY
REAL FUN MONEY

HONEY FARMS
Giant
1978

BEEZNIX
THE HONEY HEISTS



Join us on
Telegram!

beeznix.com



WINTER 2018
#gobeeznix



HONEY + GOLD =
**GODDESS
HONEY**

GOOD FOR YOUR GODDESSES.

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