

#BeTheDeFiance!



Join the financial revolution



UpOnly

UpOnly! is lining up to be the premier data directory for play-to-earn gaming and Metaverse projects, a product that is set to fill a crucial role as the space enters mainstream consciousness. UpOnly! will also feature a decentralized prediction platform, the first of its kind to allow spectators to earn rewards for forecasting the outcome of gaming events.

<https://uponly.com/>

<https://uponlyofficial.medium.com/>

<https://t.me/UpOnlyOfficial>

<https://twitter.com/UpOnlyOfficial>

https://uponly.com/docs/UPO_WP.pdf

#Overview

Market Research

The video gaming industry is among the largest industries worldwide and is also among the fastest growing. It is valued at over \$300 billion and the number of gamers worldwide is estimated to be over 2.7 billion people. In 2013, there were only 1.2 billion gamers, meaning that the number has more than doubled in just eight years. By 2023, the number of gamers is expected to be at least over 3 billion. The increase in the number of gamers coincides with a vast growth in the number of spectators watching their favorite gamers stream their activities. Over 1.2 billion people report having viewed gaming video content.

A rise in blockchain gaming adoption has been exponentially growing alongside the increasing prevalence of online gaming and streaming. Play-to-earn gaming has begun to play a significant role in the growth of blockchain-based gaming. Play-to-earn (P2E) offers lucrative earning opportunities to netizens worldwide. As the audience for P2E games continue to grow, there is a significant need for a reliable data source for gamers, and a constant revenue stream for spectators.

Online gaming industry

Online gaming is a general term that refers to all video games played over a computer network, especially the internet. Online gaming was born in England in 1980, when ARPANET, a computer network that served as a predecessor to the internet, was connected to the University of Essex, Colchester, England. Then, two undergraduate students released a fantasy adventure game called multi-user dungeon (MUD), and allowed other users outside the university to connect and play. The world of online gaming has matured dramatically since then. Advancement in technology on both the hardware side and the software development have given rise to a far richer gaming experience for gamers worldwide.

The number of online gamers is estimated to be 1 billion people, with that number expected to reach 1.3 billion within the next four years. Despite the COVID-19 pandemic which adversely affected economies globally, the online gaming industry generated \$21.1 billion in revenue in 2020, representing a 21% growth compared to the previous year. The revenue numbers are projected to surpass \$23.7 billion in 2021 and \$32.1 billion within the next four years.

Like almost every piece of technological invention, the online gaming industry still has massive potential for innovative growth in the next decade and beyond. The key for both new and existing industry players would be to identify these innovative opportunities and position themselves in a way that they can attract a significant share of market value.

At the time of writing, the top five gaming companies in the world, Tencent, Sea (Garena), Sony, Activision Blizzard, and NetEase boast a combined market cap of almost \$1 trillion, or approximately 50% of the entire market capitalization of all cryptocurrencies. These companies generate revenue by selling their games, in-game items, or partnering with advertisers, especially for free-to-play games.

The number of people playing online games and the time spent playing them is also impressive. At the time of writing, the top five games (Counter Strike, New World, Dota 2, PUBG, and Apex Legends) had a peak player count of over 2.5 million people, and 900 million hours played in the past 30 days. This stat means that gamers spend an average of 360 hours per month, or 15 days per month playing these top games.

Professional gamers have devised ways to earn tangible income (average of \$1000-\$5000 per month) from their activities. However, a significant majority of gamers enjoy only the thrill and never make money. An excellent example is seen with free-to-play games, a term that defines any game that lets users get access to most basic game features but restricts maximum pleasure for only gamers to purchase in-game assets. Free-to-play gamers are significant contributors to the mammoth profit that gaming companies rake in every year. It is estimated that 85% of all game revenue comes from free-to-play games, even though most players get no financial reward for their effort.

#Team

[Natthapol Assarasakorn](#)

[CEO](#)

Natthapol Assarasakorn has a global background in marketing, trade finance, business administration, and blockchain technology. Natthapol has helped several large-scale enterprises become more efficient by introducing Solidity-based solutions to address key bottlenecks. Natthapol has worked with diverse multinational firms in the past 10 years, including companies based in Israel, Hong Kong, China, India, Australia, Singapore, Holland, USA, Sri Lanka, Russia, and Japan.

[Raweroj Saengsrichan](#)

[CTO](#)

Tech professional with vast experience in full-stack development, data architecture design, and blockchain technology. Worked with diverse development teams, leading efforts to design, secure, and maintain high-performance software applications.

[Rumchawun Keeratipitayaporn](#)

[CMO](#)

A result-oriented website and digital marketing professional with 8+ years experience in website and digital marketing agency in the areas of project management and business development. Dedicated in building strategic operational and marketing plans with the execution of creative work. Leading, maintaining and developing client relationships – existing and new – with a strategic focus while aiming to meet or exceed revenue goals. Leading the team in handling client relationships and projects successfully by providing project oversight to, and working collaboratively with all internal teams such as Strategy and Creative to ensure that client objectives are met or exceeded. Very adept in interacting with clients, internal teams and marketers in a constructive and professional manner with an excellent standard of written and spoken English.

[Patcharapol Palapol](#)

[Blockchain Developer](#)

Patcharapol is a longtime tech enthusiast that has participated in various hackathons mainly in Southeast Asia. He has been an active member of development communities for several and has become extremely proficient in several programming languages. This experience encompasses blockchain-based programming and Patcharapol is particularly skilled in

Solidity-based development. After working in web development for several years, Patcharapol has transitioned into the blockchain-based gaming industry where he will lead Solidity development at play-to-earn platform UpOnly.

[Wasin Kornpitak](#)
[Platform Developer](#)

Avid gamer that has been extremely active in the online gaming world for over a decade. Leads a Southeast Asian Discord gaming community group of over 10,000 members. After years of exemplary work in web development, Wasin entered the gaming industry and aligned his recreational interests with his professional pursuits. Wasin spent several years working with a whitelabel Ethereum development agency and primarily focused on leading frontend development efforts for various gaming-focused decentralized applications (DApps). He has since transitioned to play-to-earn platform UpOnly where he acts as a senior frontend developer.

[Tomek Kos](#)
[Advisor](#)

Founded a creative agency in Bangkok and built it from scratch to rank among the top ten agencies in the country. As it stands, we serve the digital media needs of some of Thailand's biggest enterprises and provide an exemplary service with our team of over thirty specialists. Also act as an advisor to disruptive companies in the blockchain industry. Currently providing strategic guidance to play-to-earn gaming ecosystem Nakamoto Games.

#Partners and Investors

#Tokenomics

Phase	% of total supply	total tokens	price	invest	total raise	vesting text
Angel round:	6.25%	10,000,000	0.10 0		\$ 1,000,000.00	5% before listing, 7.91% monthly for twelve months, +30 days
Seed round:	7.81%	12,500,000	0.12 0		\$ 1,500,000.00	5% before listing, 9.5% monthly for ten months, +30 days.
Private round 1:	9.38%	15,000,000	0.14 0	\$100	\$ 2,100,000.00	5% before listing, 11.875% monthly for eight months, +30 days.
Private round 2:	10.94%	17,500,000	0.16 0	\$100	\$ 2,800,000.00	5% before listing, 15.83% per month for six months, +30 days.
IDO round:	0.63%	1,000,000	0.16 0	\$100	\$ 160,000.00	50% before listing, 50% +30 days.
Game and Earn Reserve	18.75%	30,000,000				
Game and Earn Prediction Fund	6.25%	10,000,000				
Business & Player Ads	7.81%	12,500,000				
Operational Reserves	12.50%	20,000,000				
Team & Advisors	18.75%	30,000,000				
Community Incentives	0.94%	1,500,000				
SUM	100.00%	160,000,000			\$ 7,560,000.00	