



The IGGalaxy Token Economy

“We Do What We Do So Others Can Do What They Love to Do”



V1.0 • 2019

DEFINITIONS & ABBREVIATIONS

Intergalactic Gaming (IG) is a UK incorporated based business that is developing a social competitive gaming platform that aims to reduce the widening gap between amateur and professional gamers and teams.

IG Gold (IGG) is a TRC20 utility token that underpins our entire ecosystem.

IGGalaxy is the name of our platform which is focussed on creating opportunities for gamers and teams by enabling frictionless value exchange.

Esports is the term associated with competitive gaming at a professional level and in an organised format (tournament or league) with a specific goal, such as winning prize money.

Gaming is the activity of playing video games through electronic devices such as mobiles, consoles and PCs. Also known as video gaming and electronic gaming.

Competitive Gaming is the activity of gamers or teams playing against one another, with a distinct win or lose outcome.

Blockchain Technology allows for digital information to be distributed across a network of computers. It is also the technology that underpins digital currencies and smart contracts.

Smart Contracts are self-executing contracts designed to digitally facilitate, verify and enforce an agreement without the need for intermediaries.

Token Economy refers to the system of incentives based on digital tokens that reinforce and build desirable behaviours within the network. It is a new form of economics that will radically change the way we interact and exchange value with each other.

Cryptography is the study of secure communication techniques that allow only the sender and the intended recipient to view the contents of a message

Ledger Layer is the layer in a token economy whose prime goal is to successfully execute and verify transactions on the network whilst keeping costs as low as possible and maintaining efficiency

Market Layer within a token economy is where the primary goal is to ensure the sustainability of the economy by incentivising participants whose behaviour and actions are with the greater good of the network in mind

Decentralised is where activities, particularly those related to planning and decision making or not controlled by a central authority or group

DApps (Decentralised Applications) are applications developed to run on a distributed network.

EXECUTIVE SUMMARY

The IG platform aims to reduce the widening gap between casual and professional competitive gamers. The digital token economy within the IGGalaxy is a value creation and exchange mechanism that plays an important role in aligning the incentives of the network participants.

In addition to providing a new business model that will support sustainability, scalability and monetisation; adopting a distributed digital token economy for the IGGalaxy also solves multiple problems in esports and in the general competitive gaming space, including but not limited to:

- Non-payment or significant delays in distribution of tournament prize money and player compensation
- High fees for cross-border payments, making it expensive to distribute prize pools and player compensation internationally.
- Risky contracts, no representation and over-the-internet agreements often with lack of transparency that can result in fraud, misrepresentation and misinterpretation.

IG solves these problems by using the TRON protocol, a blockchain platform that is constantly evolving. In addition to enabling the secure, cheap and quick transfer of value, we also have the ability to write programmable agreements, known as smart contracts, on the decentralised network. These smart contracts ensure that all agreed-upon conditions are met and enforced, resulting in secure, transparent, and fraud-proof transactions.

As we demonstrate the potential of token economies through utility and value creation for end users, such as gamers who are well equipped to understand virtual economies, we aim to catalyse the adoption of crypto-assets. This will provide the emerging technology vast exposure to a total addressable market of over 2.5 billion gamers!

With the application of blockchain and smart contracts technologies, IG is building a borderless and frictionless transactional portal for a multi-billion-dollar industry. The design of the IG token economy is focussed on removing the barriers to enter the esports industry, whilst ensuring the economic value is retained within the system.

CONTENTS

•	INTRODUCTION	01
•	DESIGN OF THE IGGALAXY	02
•	2.1 Objective	
•	2.2 Basic Structure	
•	2.3 Key Network Participants	
•	IG GOLD (IGG) TOKEN ECONOMICS	04
•	3.1 Token Details	
•	3.2 Use Cases	
•	3.3 Token Value Strategy	
•	3.4 Transactions on the Platform	
•	3.5 Smart Contract Services	
•	3.6 Incentive Mechanisms	
•	3.7 Deflationary Mechanisms	
•	3.8 Reputational Mechanisms	
•	3.9 Token Flow: Value Exchange	
•	3.10 Token Allocation	
•	3.11 Token Economy Governance	
•	3.12 Token Supply Governance – ‘Monetary Policy’	
•	3.13 Growth & Support of the IGG Token Economy	
•	3.14 Scaling Solutions	
•	3.15 Measuring, Monitoring & Maintenance	
•	TYPE OF TOKENS IN THE IGGALAXY	16
•	4.1 Fungible Tokens	
•	4.2 Non-Fungible Tokens (NFT)	
•	4.3 Partner Tokens	
•	PATHWAY TO DECENTRALISATION	17
•	THROUGH GOVERNANCE	
•	CONCLUSION	18



01 INTRODUCTION



Cryptographically secure and deflationary tokens are a key aspect of the blockchain movement and represents a new wave of business model innovation. This new model enables monetary incentives that can be programmed directly into distributed systems against user behaviours, transforming the potential applications of the technology from purely technical to socio-economic innovations. Traditional intermediary economies often face issues of value lost in the process due to economic rent, whereas token economies provide the benefits of cost reduction and disintermediation.

Furthermore, tokens have the potential to facilitate the coordination and optimisation of a large network of resources in a decentralised manner, and at scale. They bring a powerful network effect that rewards participants relative to their stage of adoption, for the value they contribute and the risk they bear in a trustful manner. These new digital business models can create new value propositions, whilst also meeting the previously unmet needs, and desires, of end users and other market participants. Every new emerging technology has the potential to bring with it disruptive business models; for blockchain technology, these are token economies.

Tokenisation will generate new forms of business and social value through innovative forms of economic empowerment and alignment. We believe that this economic paradigm shift is foundational to the fourth industrial revolution and impossible for existing systems to compete with. As such, we will continue to dedicate considerable time and resources to develop a sustainable token economy tailored to the competitive gaming industry.

Our mission, relative to our long-term token economy, is to create a distributed automated network that will create vast opportunities for gamers, teams and other network constituents. Moreover, we will aim to use gaming as a vehicle for breaking both social and barriers where necessary.

This document intends to provide an in-depth insight into the token economics within the IGGalaxy.

The IGGalaxy Token Economy document outlines the economics of the IG Gold Token (IGG), a utility token issued by Intergalactic Gaming (IG). The information provided is an actual representation of how the economic model will work according to today's market needs and technological progress. This document is subject to change and will be amended from time to time, according to changes in the landscape.

02

DESIGN OF THE IGGALAXY



2.1 Objective

IG is developing a web-based platform that will utilise a central token, IG Gold (IGG), to facilitate the exchange of value between the key players within the esports industry, including gamers, teams, spectators, competition operators and brands.

By enabling the direct exchange of value without expensive middlemen earning large shares of revenues, we will build an inclusive and rewarding social competitive gaming space that provides opportunities for all.

2.2 Basic Structure

Traditional sports economies, such as football, would be an apt comparison to describe the basic structure of the IG token economy. The football industry does not solely consist of football players. It has been commercialised and has a variety of individuals and entities that interact and exchange value with each other, including teams, staff, fans, sponsors, media and broadcasters, etc. This is very similar for competitive gaming and esports.

The IGGalaxy token economy, however, will use a deflationary token that exists on a distributed network to facilitate the exchange of value between the different participants within our ecosystem.

As stakeholders in our platform exchange IGG tokens for other value reinforcing events, the ledger layer of the IG token economy ensures the verification each transaction and simple contracts are executed. The main goal of the ledger layer is to drive the costs of verification and contract execution to as low a level as possible; ideally as near to costless as possible without being free to abuse. We have decided to utilise the TRON blockchain as the protocol to build on, which presently serves as our ledger layer.

The market layer of the IGGalaxy has been designed to align and optimise the distribution of value in order to achieve a more efficient market that also leverages the powerful network effect of token economies. The IGG token will be used as an incentive to target participants within the IGGalaxy to behave both in their best interests and those of the greater good of the network at large. It is the market layer that is more relevant to the IG token economy at this stage, although the ledger layer must remain productive and efficient to ensure scalability within the IGGalaxy.

02

2.3 Key Network Participants



Competitive Gamers can participate in a variety of competitions via the IG platform (tournaments, leagues and other custom formats). Gamers will have the ability to compete individually, to represent a team, or a combination of both, with the aim of climbing to the top of the leader boards for their chosen esports. Regardless of the competition, final placing, or skill-level, players can earn IGG tokens and other rewards for competing in our ecosystem.



Game Streamers will produce various forms of engaging content that can be shared on the IG Platform in order to generate both views and revenue from their audience.



Spectators (Viewers) will be able to consume content directly on the IG platform; by and large, this will be in the form of video. Consumption may be free or in some cases may require payment in IGG tokens for access to exclusive content, for example. Spectators may also earn IGG tokens for watching voluntary advertisements or supporting new content.



Teams relate to the rosters that compete in an esports title. Users can establish teams on the IG platform, with IGG, with the overall aim of recruiting players and winning tournaments to become the best team within their chosen esports. Some teams may even recruit for non-endemic roles, such as content creators, social media staff and so on. Eventually, teams may be signed by professional esports organisations or take this step up themselves.



Franchises refer to the overarching brand that will often have multiple teams and players that compete across multiple titles. In some cases, successful teams may build a credible esports brand and transition into a franchise. In others, established franchises will also have the ability to participate in our ecosystem. This will eventually allow for merchandise sales, a strong network of content creators and teams competing in multiple esports titles with direct exposure to our established, and ever-growing, community.

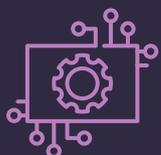


Competition Organisers may create private or public customisable competitions using the IG platform. They can utilise IGG tokens for prize rewards which are automatically distributed upon conclusion of the tournament, in a quick and cost-effective manner.

02



Advertisers & Sponsors may use the IG platform for promotional purposes, often paying viewers for their attention with IGG tokens. They may also sponsor gamers, content creators, teams, competition organisers and others, with the key objective of attracting the attention of the respective target audience; this is usually through an activation of some sort, such as a product placement.



Service Providers will have the ability to market and offer their services in exchange for IGG tokens; this includes management, graphics design and video editing, to name a few.



Adaptive & Rational Speculators will purchase IGG tokens for one of two reasons: because they expect the value of IGG against other currencies to increase (adaptive speculators), or because they expect the economy to grow (rational speculators).

03 IG GOLD (IGG) TOKEN ECONOMICS

3.1 Token Details

Name: IG Gold

Token Ticker (Abbreviation): IGG

Type: TRC20 Utility Token

Explorer: <https://tronscan.org/#/token20/TVQ6jYV5yTtRsKcD8aRc1a4Kei4V45ixLn>

CoinMarketCap: <https://coinmarketcap.com/currencies/ig-gold/>

CoinGecko: <https://www.coingecko.com/en/coins/ig-gold#panel>

Token Purpose

IGG is a token issued by Intergalactic Gaming on the TRON network, used to drive value exchange between market participants within the IGGalaxy and form a decentralised token economy for competitive gaming, game streaming and esports.

IGG represents an atomic element of the IGGalaxy, operating as a frictionless medium of exchange and as a store of value. IGG tokens are involved directly and indirectly in every transaction settled on the IG platform, which in turn creates a demand for IGG tokens. Additionally, IGG offers functionality within the IGGalaxy, such as providing access to services and products.

3.2 Use Cases

Below, we have outlined the key use cases for the IGG token within the IGGalaxy:



Prize Pools IGG: IGG will be used as a reward token, distributed to those competing in our online tournaments and leagues. Utilising the TRON network, we can distribute IGG payments instantaneously and for low costs across borders. Our automated reward structure means all gamers, regardless of skill, can earn while they participate; of course, the better you perform, the higher the reward!



Player Compensation guaranteed by 'smart' contracts, ensuring the secure payment of player compensation for competing and performing well whilst representing a team. This will provide a host of benefits, including security and trust that the payment will be honoured; both overarching issues within the competitive space IG intend to solve.

03



Subscriptions will be paid by players and teams for Premium Accounts, with IGG. A Premium Account will provide greater access to tools and features that will support their overall competitive gaming experience.



Establishment of Teams on the platform will require IGG. Presently, this is set at 1,000,000 IGG, where 50% will be burned from the circulating supply.



Tipping can occur across the platform, enabling users to send IGG tokens to other users. This can be a fan tipping their favourite player or team as a token of support.



Galactic Grand Exchange (GGE) will be the 'market place' within the IGGalaxy. IGG will be used for payments of products and services in the GGE. For example, A gamer may exchange their IGG for coaching sessions, digital items or merchandise.



Player Transfers IGG will be used for player transfers between teams.



Loyalty & Reward Mechanisms will incentivise the co-creation of an inclusive global competitive gaming community where IGG distributed to users that participate in our ecosystem and add value to the network. An example is the IG Referral Scheme.



[Certain] Tournaments may require teams/players to pay IGG for entry fees; at the very least, users may be required to place an IGG deposit. This will be to reduce players dropping out, an issue that plagues the amateur competitive gaming scene.



Sponsorships & Advertisement are one of the largest revenue streams within esports. As previously mentioned, spectators, at times, will be offered IGG to view advertisements. Gamers, teams and other key stakeholders within the IG ecosystem are also eligible to receive IGG for sponsorship.



Apps & DApps (apps that run off of a decentralised network) on the IG and wider distributed networks will feature our IGG token.



Exchanges IGG is available to trade on secondary markets, and with other crypto-assets (TRX, BTC, ETH and USDT).



IGG Trading Areas will allow for IGG to be traded against Partner tokens, which will provide liquidity within both token economies.

03 3.3 Token Value Strategy

The IGG token price is determined by market mechanics (supply and demand) but will be greatly influenced by the value created through utility, governance and development of the network.

Our token business model has been designed to create and retain value within the ecosystem by incentivising key interactions between network participants and value exchange within the network. IGG tokens will enable social, emotional, functional and economic value for the market participants within our social competitive gaming network.

The IG platform will operate the following models and mechanisms in order to grow and support the IG token economy:

- 'Freemium' Subscription-Based Model.
- Service And Asset Sales.
- Fee-Based Model (Transactions & Smart Contract Services).
- Incentive Mechanisms.
- Deflationary Mechanisms.
- Reputational Mechanisms.

The IG platform, currently in the beta phase of development, will be central to developing an established token economy by providing real value for the end users within the competitive gaming industry.

The key components of the IG platform include:



03

3.4 Transactions on the Platform

The integration of IGG throughout the IG platform provides a solution to issues related to fiat payments. It removes the possibility for charge-backs, along with the requirement for third-party involvement. All transactions on the IG platform, including services and subscriptions, will be processed with IGG tokens.

Although IGG will be the central token within the IGGalaxy, it is important to outline that IGG will not be the only payment method accepted on the IG platform. Forcing users to use IGG tokens to pay for services is currently not practical for a number of reasons. The concept of cryptocurrencies are still very much nascent and, is yet to be widely understood as a viable payment option, so we must ensure a seamless transition for our end users.

Purchasing subscriptions and services directly with IGG tokens will often provide a discounted price. However, the IG platform will also have a traditional fiat currency payment system in place to ensure that purchasing subscriptions and services is as convenient as possible.

To protect the health of the IGG economy during this time, a percentage of the revenue earned from fiat payments will be used to buy-back IGG off the market. The bought back IGG would then be burned from circulation, reducing the total supply over time. The percentage of fiat payments to be used for the buy-back and burn will be equal to the discounted rate offered to users for making purchases directly in IGG.

Once there is sufficient liquidity on the markets, we will change the process of the fiat payment option such that fiat payments will be automatically converted into IGG tokens which are purchased directly from an exchange and used to make the transaction. This will ensure the IG platform is made as user friendly and accessible as possible, while also ensuring the value exchange mechanism is not disrupted in the process.

3.5 Smart Contract Services

'Smart contract' services available on the IG platform*:

- Prize Pool Distributions
- Recurring Subscriptions
- Team Establishment Fee
- Team-to-Player Payments
- Player Transfer Module
- Sponsorship & Media Right Sales Agreements
- Advertisement Sales Agreements
- Service Sales
- Product Sales

**There will be further smart contract services offered, which will be introduced as the IGGalaxy expands.*

03

3.6 Incentive Mechanisms

Incentive mechanisms aim to encourage desirable behaviours amongst the IGGalaxy market participants; therefore playing a crucial role in ensuring long-term stable outcomes in any economic setting. In a setting where participants in the IGGalaxy have differing objectives, and as such, possess varying degrees of knowledge, the right design of incentive mechanism are important in ensuring optimal allocation of resources and mutual benefits.

Current incentive mechanisms within the IGGalaxy include:



IG Prize Pool Fund will provide incentives for the gamers and teams to participate in competitions. Competition Operators may receive IGG from the IG Prize Pool Fund for creating engaging competition formats and experiences for our users.



Gamified Bounty will enhance users' experience and further motivate them to use the IG platform features and services. The notion behind gamified bounties is to reward users for performing targeted actions, subsequently progressing through 'levels' on the IG platform. By earning rewards for targeted actions on the IG platform, users will be able to earn IGG that can either be withdrawn or used on additional services throughout the platform.



Referrals, by and large, are a feature used to incentivise and reward Galacticans for inviting new users into the IGGalaxy. By doing so, each user will receive a reward once the invitee carries out a specified action, such as completing a tournament or making a purchase on the IG platform. Bringing new users to the platform will increase the value of the network and the token demand as more users will need tokens to pay for IG subscriptions and services.



IGLabs is a separate component to the IG competitive platform that aims to support the IG token economy by providing further exposure for new users that become exposed to crypto-assets for the first time. It will incentivise those that purchase, earn, or hold IGG to utilise their tokens in an expansive application that is fun and rewarding.

03

3.7 Deflationary Mechanisms



The 'IG Gold smart contract' guarantees that there will only be a maximum of 50,000,000,000 (billion) tokens in existence. In order to provide value for IGG token holders, we will implement a number of automated burn mechanisms that will aim to increase the value of IGG tokens through conventional means of supply and demand economics.

As the number of users increase, and platform activity grows, we will see more IGG flow through the purchase of products, smart contract services, and other features. This will subsequently result in an increase in the amount of IGG burned from the total supply.

As the total supply of IGG will be reduced over time, this should return value to IGG holders and thus promote sustainability of the IGG token economy.. Naturally, there will be further complementary incentive mechanisms introduced aimed to encourage users to interact with these smart contracts and features, further supporting the deflationary effect.

Deflationary mechanisms in place:

- **Buy-Back & Burn** IGG from circulation by using the TRX earned from daily SR candidate rewards to buy back from market and burn at the beginning of each month. The TRX earned from SR rewards is determined by our position in the SR table. We also aim to carry out a buy back and burn by utilising a percentage of platform profits.
- **Transactions** on the IG platform will have a small transaction fee, a percentage of which will be automatically burned from circulation.
- **Smart Contract Services** will also have integrated deflationary mechanisms where a percentage of the IGG payment is burned from existence, reducing the total supply. These are currently:
 - Team Establishment: 1,000,000 IGG (50% fee burned)
 - Creating 'IGLabs Power Capsule': 0.02% of IGG stored per capsule is burned

03

3.8 Reputational Mechanisms

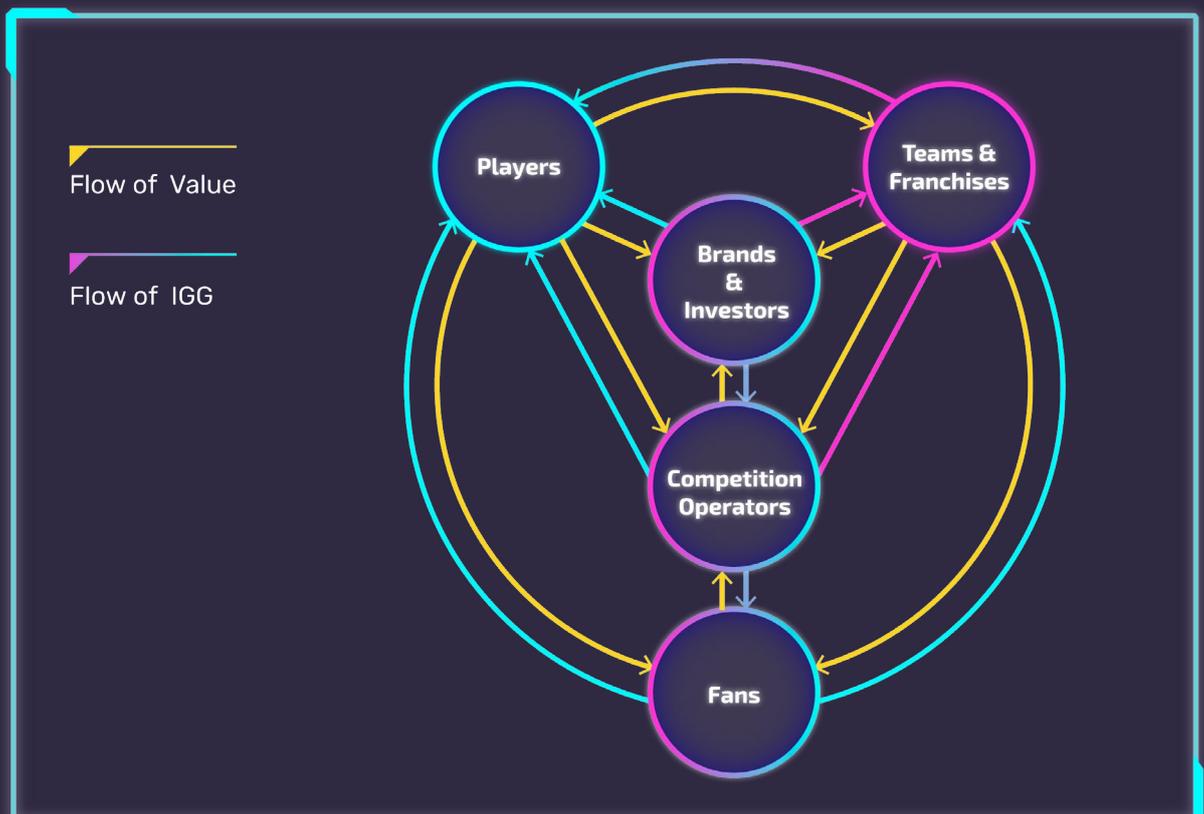
Our reputational mechanisms ensure trust is maintained throughout the IGGalaxy, avoiding value leakage so that transactions between strangers remain efficient enough to support the viability and thus integrity of the network.

The existence of the IGGalaxy aims to create value for society, enabled by trust and reputational mechanisms. Our reputational system will work to incentivise users to act in a way that is beneficial for the network as a whole, such as leaving high quality reviews about opponents or merchants.

- **Aggregated reviews** - increases the quality of information provided.
- **Anonymity/Simultaneous reveal of reviews** - more honest reviews, resolving issues with reciprocal reviewing where there is a fear of direct or indirect retaliation.
- **Optimal Information Provision** - Debiasing the market place by ensuring the information provided is necessary to make the market function. Providing information about factors such as race and gender can facilitate discrimination; removing this information can moderate discrimination effects.

Beyond reviews, there will be other trust building tools and mechanisms integrated to facilitate trust between stakeholders, such as smart contracts.

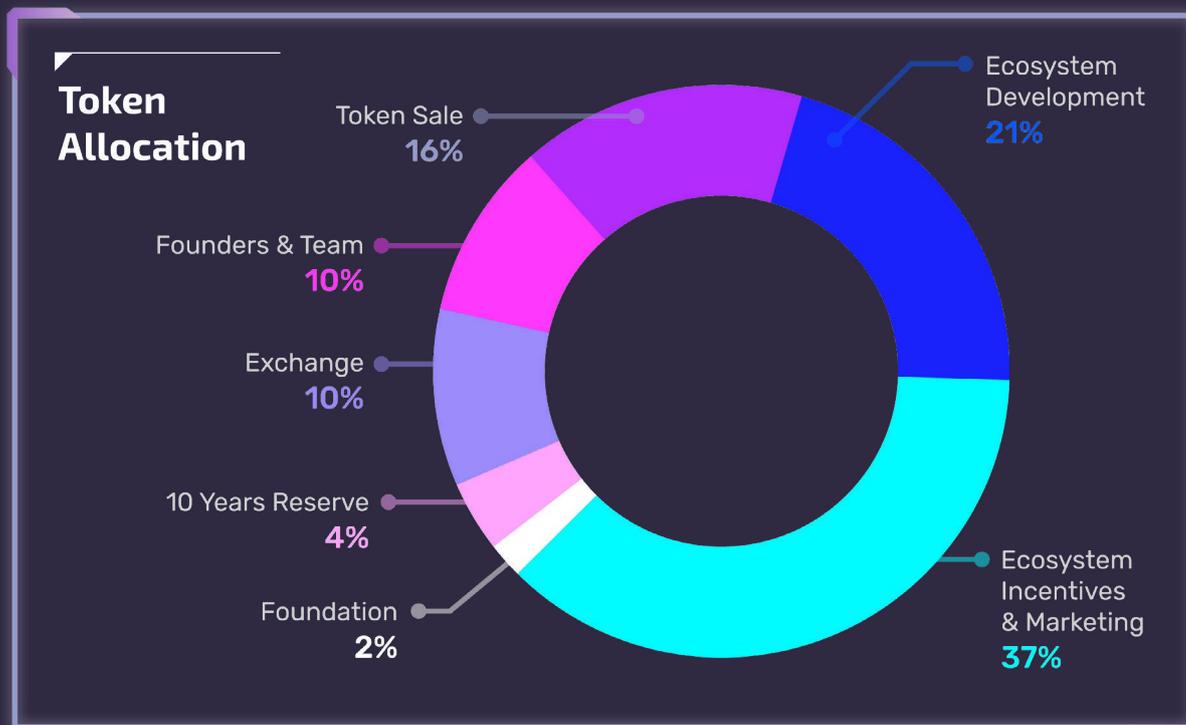
3.9 Token Flow: Value Exchange



03

3.10 Token Allocation

Our allocation strategy aims to ensure majority of the total 50,000,000,000 tokens are distributed to key stakeholders within the IGGalaxy, incentivising them to participate in and grow with the network:



3.11 Token Economy Governance

The IG token economy's governance comprises of decisions regarding monetary and fiscal policy, which have important implications for the adoption and sustainability of the business model. These policies are fundamental in maximising the welfare of the market participants, and as such, will be employed in the IGGalaxy by taking into account the effects of different types of token allocation mechanisms, token velocity and business models in the network.

'Monetary Policy'

The IG 'Monetary Policy' consists of the framework for the overall management of the token supply; including the total supply, amount to be released and the level of automation involved in the process. An effective monetary policy framework is of paramount importance as decisions regarding the management of the token supply have important implications on the token velocity and thus the ecosystem's overall 'health'.

IG intends to automate as much of the IGG Monetary Policy through algorithms designed to ultimately help the network function, without necessarily relying on particular inputs from individuals – this will combat overarching issues of trust within the current landscape.

03



'Fiscal Policy'

'Fiscal Policy', in this context, pertains to the methods of dealing with the allocation of the issued tokens in order to promote community engagement within the ecosystem. For example, IG, or the community as a whole (via a consensus mechanism), may decide to offer support to a team that has qualified for a LAN (Local Area Network) tournament but may struggle with costs.

IGG tokens will be allocated to reward participation, for example, competing in tournaments while representing a team. In addition to the intrinsic value of trade, the IG platform will therefore incentivise different market sides to participate in the economy. This is desirable since the IG platform constitutes a multi-faceted market, with different customer groups on each side, in which the participation of each creates value for the other, in theory making for a healthy and valuable ecosystem.

As part of this policy, we will provide a brief overview of our intentions to match the issued tokens with ecosystem participants:

- IG Prize Pool Fund,
- IGLabs
- Bounty Programs
- Enterprise Partnerships & Sales
- Bonus Tokens to End Users
- Discounts using Tokens

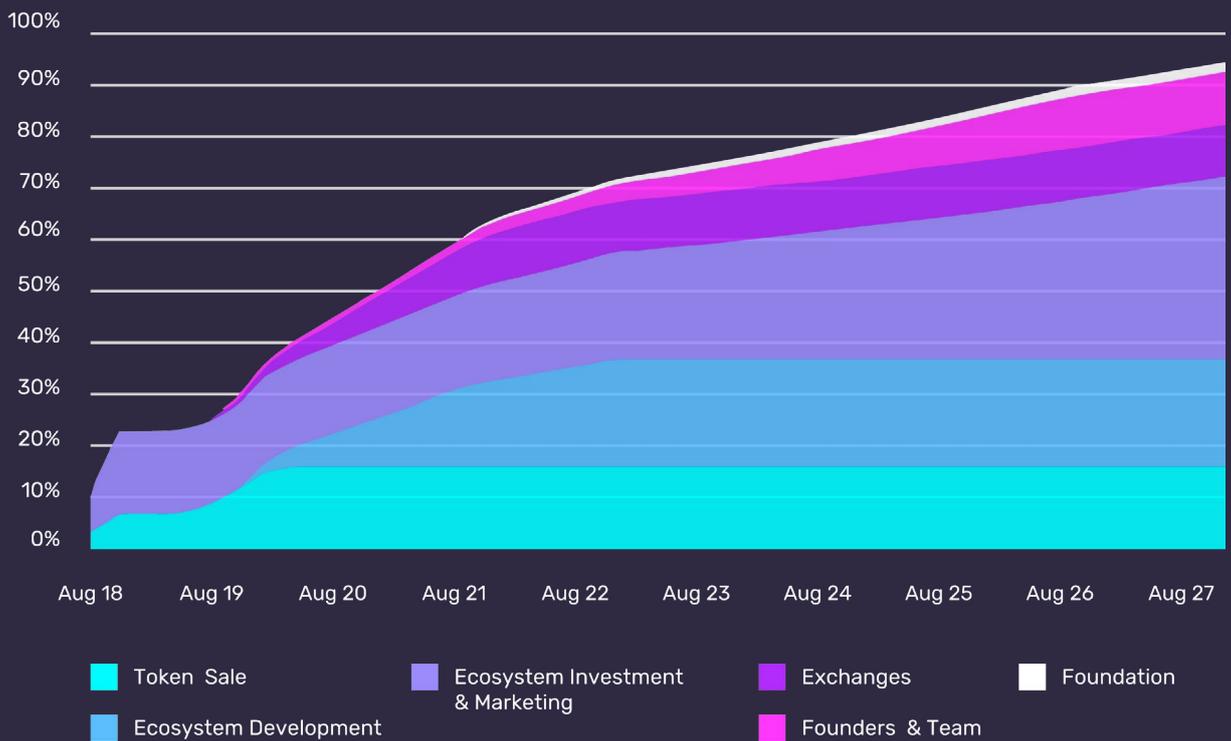
03 3.12 Token Supply Governance – ‘Monetary Policy’



In order to provide the market with enough liquidity, and necessary stability, IG will aim for a moderate inflation target through our token supply governance. The initial phase of the IG token economy will involve an expansionary token supply policy, where the circulating supply will increase over time and will follow the adoption rate of the network.

This policy is a mechanism to keep the value less prone to volatility and therefore encourage the usage of the token as a medium of exchange and sustainability of the ecosystem. Automation required in the governance of the token supply becomes particularly important with these types of policies. Automation will help ensure the IGGalaxy functions without relying on particular input from individuals, helping avoid bottlenecks and issues related to trust.

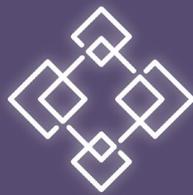
Token Release Schedule



03 3.13 Growth & Support of the IGG Token Economy

The key objective of the IGG token economy is to enable the development of an inclusive gaming community that is rewarded for the value they create. The IGG token is a valuable part of our strategy, as we aim to unite the market participants in a self-sufficient and sustainable ecosystem.

Utility and presence outside of the IG ecosystem will prove to be integral to the health of the token economy. With the growth of IG, the IGG token itself will receive the desired adoption from other vendors. For instance, users will be able to buy in-game goods or services for IGG tokens on other platforms. We will look to continue to expand the reach of IGG through:



Cryptocurrency Exchanges

Exchanges are liquidity providers within the cryptocurrency industry, as they provide the platform that enables their users to buy and sell a variety of cryptocurrencies. As the IG network matures and further utility is iterated and deployed, we will look to list on more reputable exchanges to support the growth and liquidity of the IGG token economy. This will also provide greater exposure for the IGGalaxy to new communities and users acclimatised to the nuances of the cryptocurrency industry.



Wallets & Payment Providers

The IGG token is currently supported by many wallets due to the strong infrastructure of the TRON network, however, we will continue to focus on expanding the infrastructural support for the IGG token. Integrations with third-party wallets will enable users to use and store their IGG token in the wallet of their choosing and can also simplify the process of buying and exchanging IGG tokens through DApp browsers. Expanding the demand and use of the IGG token and adding other payment gateways are key priorities for IG. We will also aim to partner with Payment Providers to enable users to make purchases with and of IGG tokens easier.



Partnerships

We will introduce a series of additional partnerships with the objective of increasing IGG token utilisation and distribution. Through these relationships, IGG tokens will be distributed to partner userbases and will also provide holders with the ability to buy services and goods outside the IGGalaxy. For example, using IGG to pay for real world products, tournament entry fees to a LAN tournament or even maybe a flight and a hotel!

03

3.14 Scaling Solutions

The digital competitive gaming token economy we intend to create will require a vast number of transactions per second. Therefore, scalability is paramount for our solution to be effective.

We are presently utilising the TRON blockchain to power our platform and distributed token economy. We are excited by the upcoming 'Layer-2 Solution' (Sun Network), which will support sidechains on the TRON network and thus introduce greater scalability and efficiency of transactions within the IGGalaxy.

In addition, we will be able to use off-chain solutions to further reduce costs and increase speeds of transactions in the IGGalaxy.

3.15 Measuring, Monitoring & Maintenance

Token economics is a relatively new field and so the IGG token model will need to be constantly monitored, maintained, tuned, and iterated. We are responsible for the network we have launched, and intend to ensure its long-term sustainability, effectiveness and security well past the initial platform launch.

We are ensuring the tools are in place to effectively measure and monitor the network. It is worth noting that what we will measure in these token ecosystems will invariably change throughout the lifecycle of the network. Different types of users will rotate in and out of the network and the network utility is expected to increase as we progress through our roadmap; tracking this evolution will enable optimisation of our token model as the IGGalaxy matures.

04 TYPE OF TOKENS IN THE IGGALAXY

Our tokenised model has further layers. As we look to create a virtual token economy, it is important to outline the types of tokens that will exist within the IGGalaxy.

4.1 Fungible Tokens

Fungible tokens are interchangeable: a token can be exchanged with any other token of the same type. Fungible tokens are divisible, uniform and can be network or utility tokens with a variety of uses. Example of fungible tokens include IGG, TRX and BTC.

4.2 Non-Fungible Tokens (NFT)

An NFT is a special type of cryptographic token which represents something unique; they are not interchangeable, nor are they divisible. More information on this type of token within the IGGalaxy will be revealed when appropriate. Example of NFT's include cryptokitties and skins.

4.3 Partner Tokens

We will continue to secure endemic and non-endemic partnerships, integrating their tokens into the IGGalaxy or supporting them in tokenising. Some partners will already have a token economy which we can collaborate with, whilst others we will support in creating a tokenised infrastructure and integrating blockchain solutions.

The benefits associated with our partners having their own token include:

- Enables diversification of value propositions and revenue streams through incentivisation.
- An effective marketing tool.
- Supports community engagement.
- Transactions are real-time and fees are considerably low.
- Activate in the TRON network – one of the top blockchain protocols in the world.

05 PATHWAY TO DECENTRALISATION THROUGH GOVERNANCE



Decentralisation is the process by which the activities of an organisation, particularly regarding planning and decision making, are distributed away from a central, authoritative location or group.

It is becoming increasingly clear that decentralisation is not a constant state, but rather a pathway which requires pragmatism and agility. Decentralisation is very much a political ideal similar to sovereignty; just like sovereignty, it is hard to establish and even harder to maintain. But more importantly, decentralisation is a design choice with a set of trade-offs. The IGGalaxy will, unavoidably, start off relatively centralised, as our core team naturally is small and focussed.

Like decentralisation, strong governance is also a process rather than a constant state. Some of the core principles that will be influential in the IGGalaxy's pathway to decentralisation and strong governance include:

1. **Participation, Representation, Fair Conduct of Elections**
2. **Responsiveness**
3. **Efficiency and Effectiveness**
4. **Openness and Transparency**
5. **Rule of Law**
6. **Ethical Conduct**
7. **Competence and Capacity**
8. **Innovation and Openness to Change**
9. **Sustainability and Long-term Orientation**
10. **Sound Financial Management**
11. **Human rights, Cultural Diversity and Social Cohesion**
12. **Accountability**

Networks with strong governance will capture more value in the long-run. More governance increases coordination in the network, but also increases complexity, and cost: in either time or money.

As the IGGalaxy matures and expands, plans that gradually open and scale governance to users will be put in place and implemented. Governance is, in essence, a value capture mechanism used to implement and manage change effectively. We intend to strike the balance between coordination, complexity, and cost associated with introducing governance mechanisms by being simple, effective and transparent.

06 CONCLUSION



Token ecosystems are a new form of business and governance model that help us meet the previously unfulfilled needs and goals of consumers, end users and other network constituents. With the IG token ecosystem, we have the potential to create and measure new forms of value and exchange that we believe is currently under-represented and under-appreciated in the existing framework for esports and competitive gaming.

By combining blockchain architecture with our incentive-based systems, it should be clear that we are creating a token economy that offers a new way to efficiently allocate, coordinate and govern resources within the IGGalaxy. This infrastructure will help us in optimising, coordinating and better distributing value by acting as an interface between the ledger and market layer.

Importantly, until our token ecosystem can consistently achieve economic alignment amongst a majority of network participants, demonstrate a high degree of decentralisation and token utilisation, it can only be considered an experimental distributed network. Once all these criteria are achieved, can we credibly state that the IGG token economy has been established.

Thank you

V1.0 • 2019