



Ecosystem Report

Oscar Franklin Tan

Chief Financial Officer & Chief Legal Officer

August 2022



Highlights

- Partnership with Japanese game developer Square Enix to launch a digital collection of Final Fantasy VII 25th Anniversary card and figure NFTs on Efinity.
- Entropia Universe, the MMORPG Guinness Book of World Record holder for most valuable digital assets sold, offers exclusive NFT eggs in the NFT.io marketplace launch. 87,000 subscribers were waitlisted for the NFT.io prelaunch.
- Following Efinity mainnet launch, XCM (Cross-Consensus Message Format) integrations with Astar, Acala and Moonbeam are in progress.
- Enjin Wallet 2.0 in public beta. Key features include multi-chain support for both tokens and multiple standards of NFTs, access to DeFi and trading, a new DApp Browser, and theming functionality.
- Efinity crowdloan rewards successfully distributed and Efinity's subscan blockchain explorer is now live. Following, 36,342 wallets hold EFI tokens as of August 3, 2022, an approx. 80% increase compared to May 2022.



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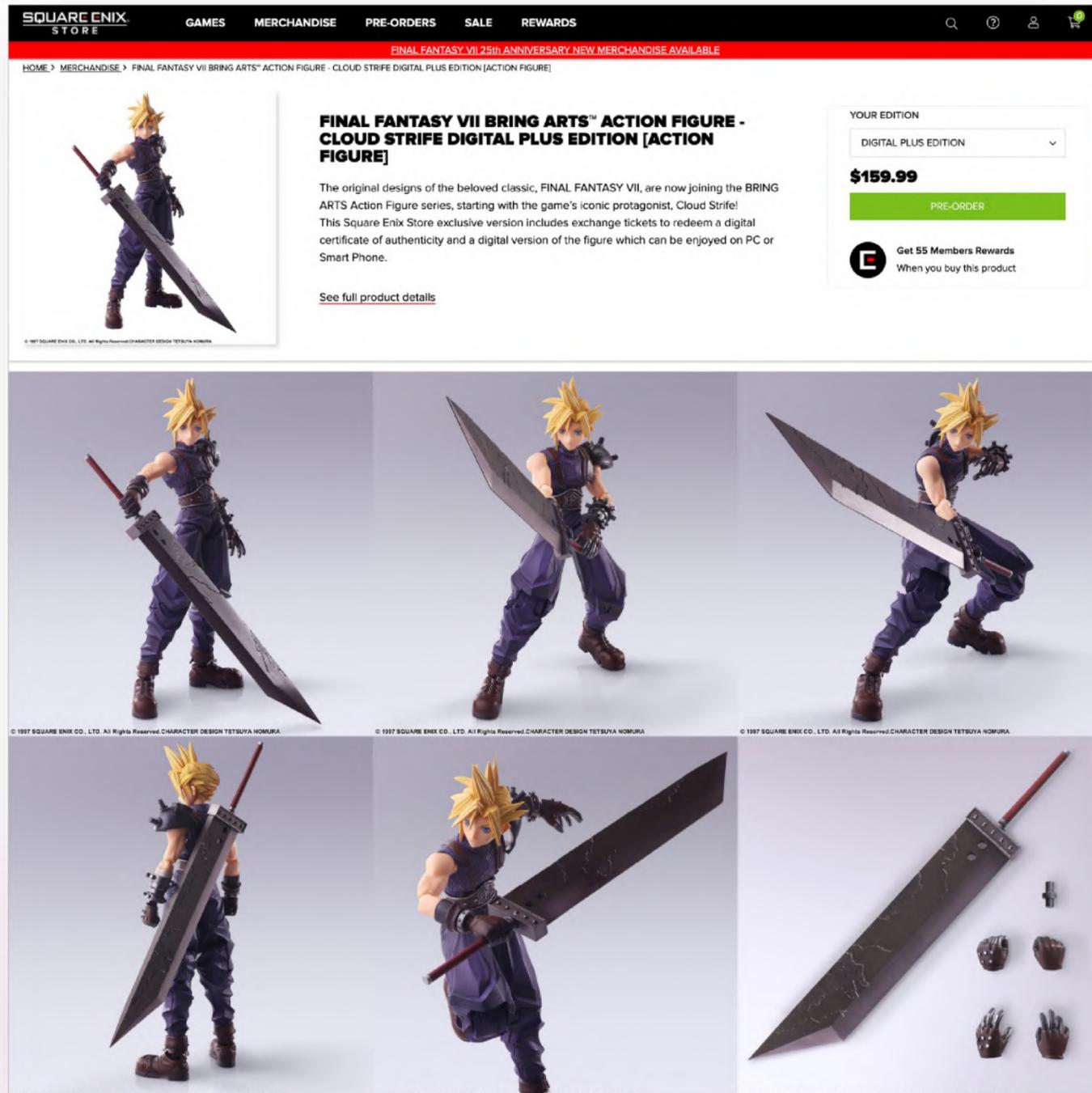
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Square Enix Partnership

The background features several abstract 3D geometric shapes. In the top right, there is a light blue pyramid. In the bottom right, a purple ring is partially visible. On the left side, there is a small purple sphere and a larger, faceted purple polyhedron. A large, faint purple circle is also present, partially framing the central text.

Partnership With Square Enix to Make Branded Tokenized Collectibles Using Efinity



- Partnership with Square Enix to launch a digital collection of Final Fantasy VII 25th Anniversary card and figure NFTs on the Efinity network.
- The digital collectibles will be accessible to consumers who purchase items in the [physical collection](#), expected to launch in early 2023.
- The deluxe physical product includes a code that can be redeemed for an NFT version of the figure on the Efinity network.
- Square Enix utilizes the Efinity blockchain and the Enjin Open Platform developer toolkit. The Efinity blockchain offers its users the benefits of efficiency, depth and deployability. Enjin's robust NFT tech stack enables the wholesale management of Square Enix collectibles on the eco-friendly Efinity blockchain network, using NFT.io and Enjin Wallet as the secondary-marketplace, and wallet solution for users. Enjin Beam is used for its unique and accessible QR code NFT distribution system.
- Square Enix develops, publishes, distributes and licenses high-quality entertainment content including games for console, PC, mobile, web-browser, and amusement facilities around the world. The company is also engaged in comic publishing and merchandising businesses.

Ecosystem Endorsement

↻ Gavin Wood Retweeted



Polkadot  @Polkadot · Jul 22

One of the most successful video game series of all time, [@FinalFantasy](#), is set to receive NFTs in 2023, as Japanese publisher [@SquareEnix](#) has partnered with Polkadot's parachain [@efinityio](#) to release NFTs based on the [@finalfantasyvii](#) franchise.



Gavin Wood 

@gavofyork

Founded Polkadot, Kusama, Ethereum, Parity, Web3 Foundation. Building Polkadot.
All things Web 3.0

 Zurich, Switzerland  gavwood.com  Joined April 2009

159 Following 357.7K Followers

Square Enix partners with Enjin to launch Final Fantasy VII collectibles

FINAL FANTASY VII

Square Enix Is Selling a Cloud Strife Action Figure...That's Also an NFT

Enjoy your purchase digitally, I guess?

Enjin Announces Partnership With Square Enix to Make Branded Tokenized Collectibles Available Using Efinity

Final Fantasy Reveals 25th Anniversary NFT Powered by Enjin

The collectible comes as both a physical item as well as an NFT with AR capabilities.

Square Enix teams up with Enjin to make Final Fantasy VII NFT collectibles

Dean Takahashi @deantak July 20, 2022 5:00 PM



MetaBeat 2022 Join metaverse thought leaders in San Francisco on October 3-4

Decrypt Final Fantasy NFTs Coming to Polkadot in Square Enix, Enjin Alliance

GAMING ENTERTAINMENT TECH

Square Enix summons Meteor, launches its NFT project

There will be physical collectibles with an NFT component

By Ash Parrish and Richard Lawler | Jul 20, 2022, 8:01pm EDT

f t SHARE



Square Enix

The background is a smooth gradient from dark purple at the top to a lighter, blue-purple at the bottom. Several 3D geometric shapes are scattered throughout: a small sphere on the left, a large dodecahedron in the lower-left, a smaller dodecahedron in the upper-right, and a ring-like torus shape at the bottom right. A large, faint circular arc is visible in the background, passing through the top and right sides.

Entropia Universe Partnership

Eggs of Entropia: Exclusive on NFT.io launch

Key gaming partner [Entropia Universe](#) offers exclusive NFT eggs for auction in the [NFT.io](#) marketplace launch



About Entropia

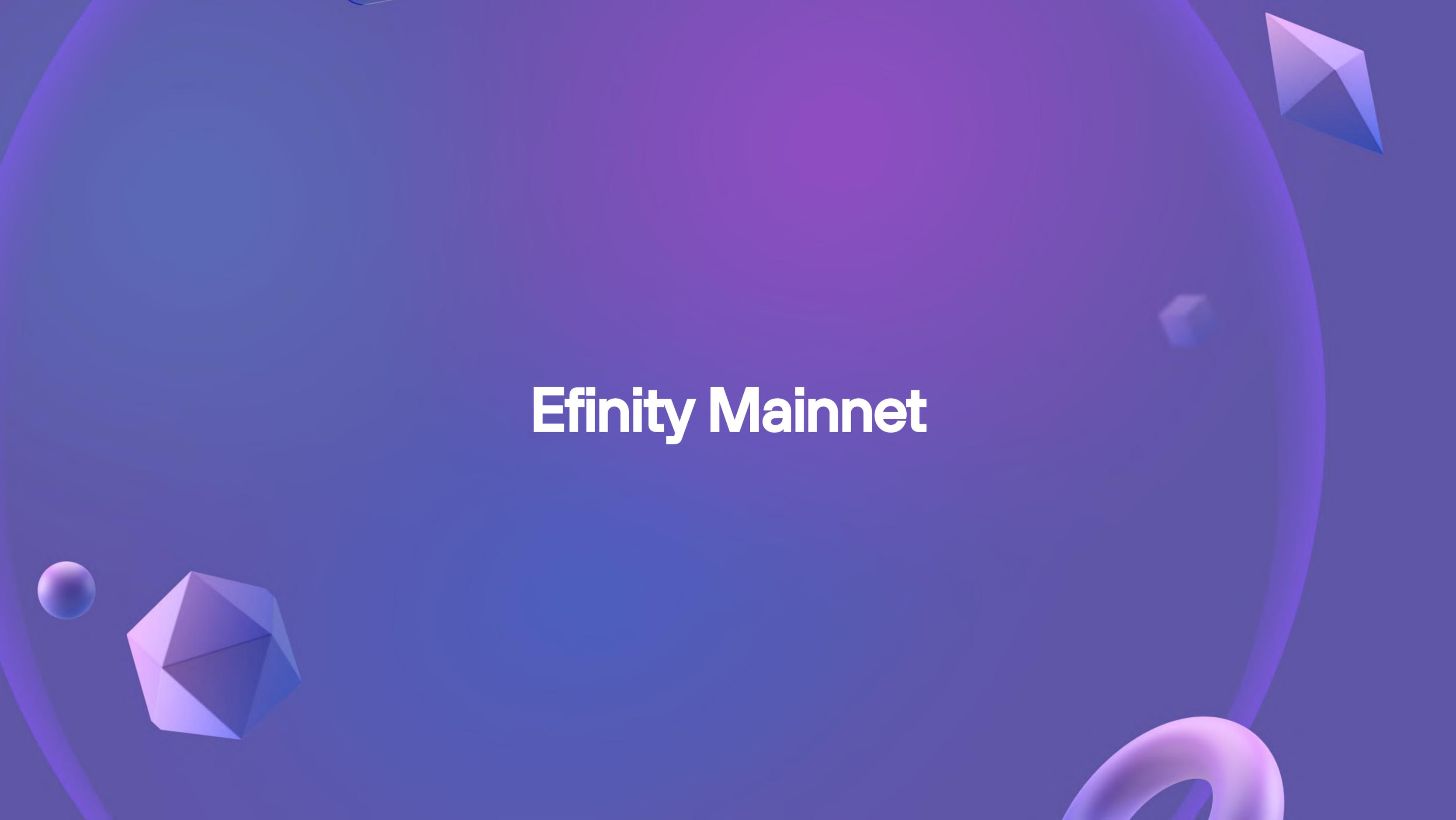
Entropia Universe is a space-faring massively multiplayer environment (MMORPG) founded by MindArk in 1998. It developed a Real Cash Economy system and, before NFT gaming, entered the Guinness Book of World Records for the most valuable virtual objects sold.



Eggs of Entropia on NFT.io Auction

As NFT.io soft launches, [five unique Eggs](#) will be listed. These Egg NFTs represent real planets that Entropia Universe players are populating. Owners of these Eggs can receive affiliate rewards by driving new users to the Entropia signup portal. The auctions for these 5 Egg NFTs on [NFT.io](#) began on August 1st and will last approximately 72 hours per auction.

Efinity Mainnet





"XCMP on Polkadot is not like your average bridge, as we can even bridge NFTs. Efinity, the next generation NFT blockchain has a huge implication when it comes to interoperable metaverse projects. I am really excited to see how projects will leverage the features from various parachains via XCMP with Efinity to create something that we've never seen before."

– Hoon Kim, Chief Technology Officer at Astar Network

XCM integrations with Astar, Acala, Moonbeam in progress

Efinity XCM (Cross-Consensus Message Format) channels are being opened with other leading chains, namely Astar, Acala and Moonbeam. XCM allows communication and token transfers across parachains. XCM is key to Polkadot's interoperability and shared security, and precludes the need for bridges across chains (and the vulnerabilities that arise from bridges).



Collator Node Rollout

Node operators are beginning to set up Efinity collator nodes, which process parachain transactions.

This marks a foundational step of Efinity's decentralized governance.



Dwellir Collator

Dwellir is a privacy- and security-focused infrastructure provider for Web 3.0 digital economies and assets.

Dwellir is already running its Efinity collator node.



OnFinality Collator

OnFinality is a SaaS platform providing infrastructure and API services. They are one of the largest Polkadot infrastructure providers managing mission critical services.

OnFinality is in the process of integrating to host its own Efinity collator node.



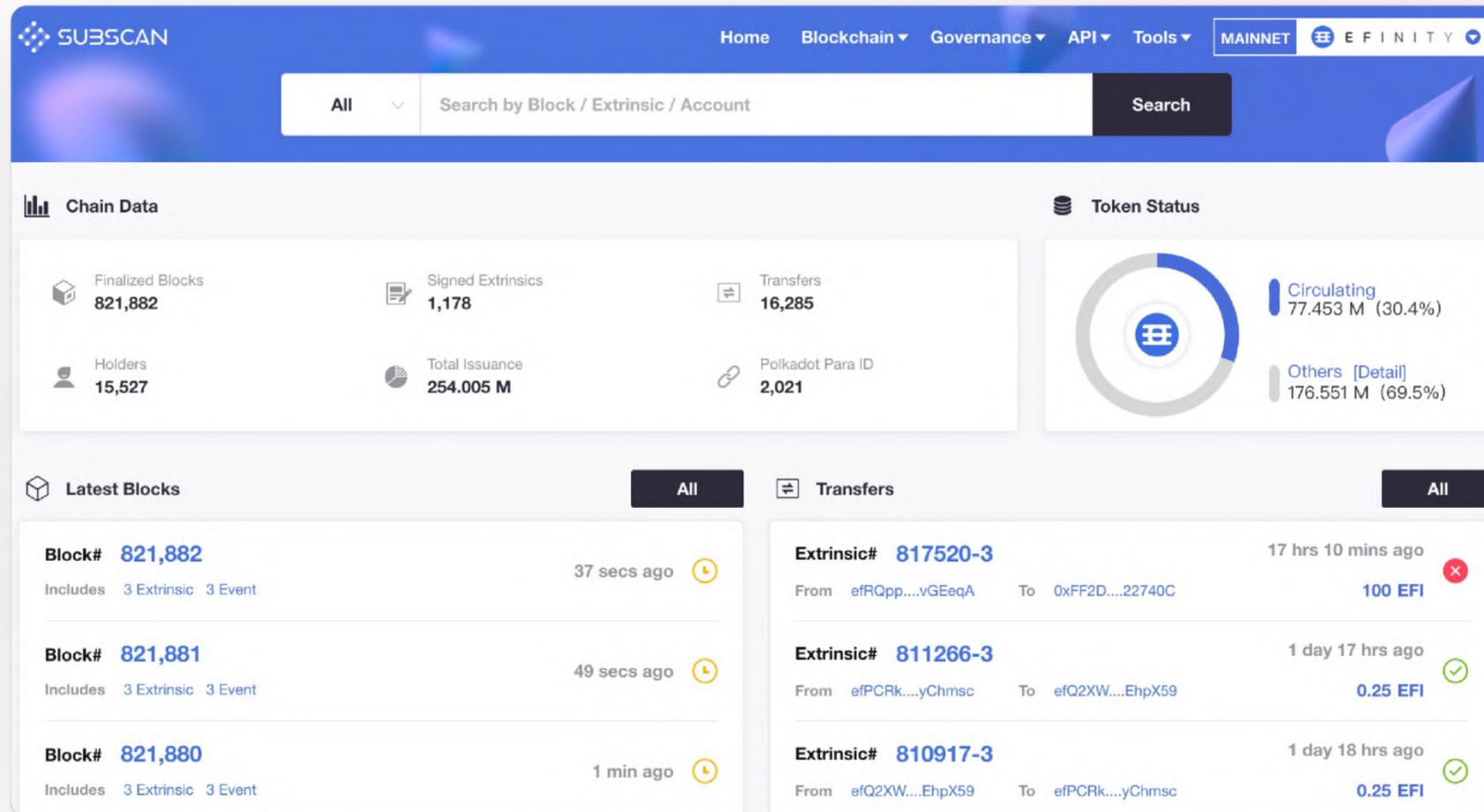
B L O C K D A E M O N

Blockdaemon Collator

Blockdaemon is the leading independent blockchain node infrastructure to stake, scale, and deploy nodes with institutional-grade security and monitoring.

Blockdaemon plans to run an Efinity collator node.

Efinity Subscan explorer live in July 2022



The launch of the [Efinity Subscan explorer](https://efinity.subscan.io) enables users to search addresses, blocks, transactions, and other key data on the Efinity parachain. Subscan is a blockchain explorer in the Polkadot ecosystem. With this integration, Efinity users can use Subscan to query, view, verify, and visualize Efinity on-chain data. Other blockchain explorers, such as Polkaholic, have also organically added support for [Efinity](https://efinity.io).

EFI crowdloan rewards successfully distributed

- 200 million EFI tokens (10% of total supply) distributed to crowdloan contributors.
- EFI crowdloan rewards will vest linearly throughout the 96-week parachain lease period. Rewards have been accruing since March 11, 2022, the lease start.
- Following the crowdloan, 36,342 wallets hold EFI tokens as of August 3, 2022, marking an approx. 80% increase in number of wallets from May 2022.



Enjin Open Platform: Alpha

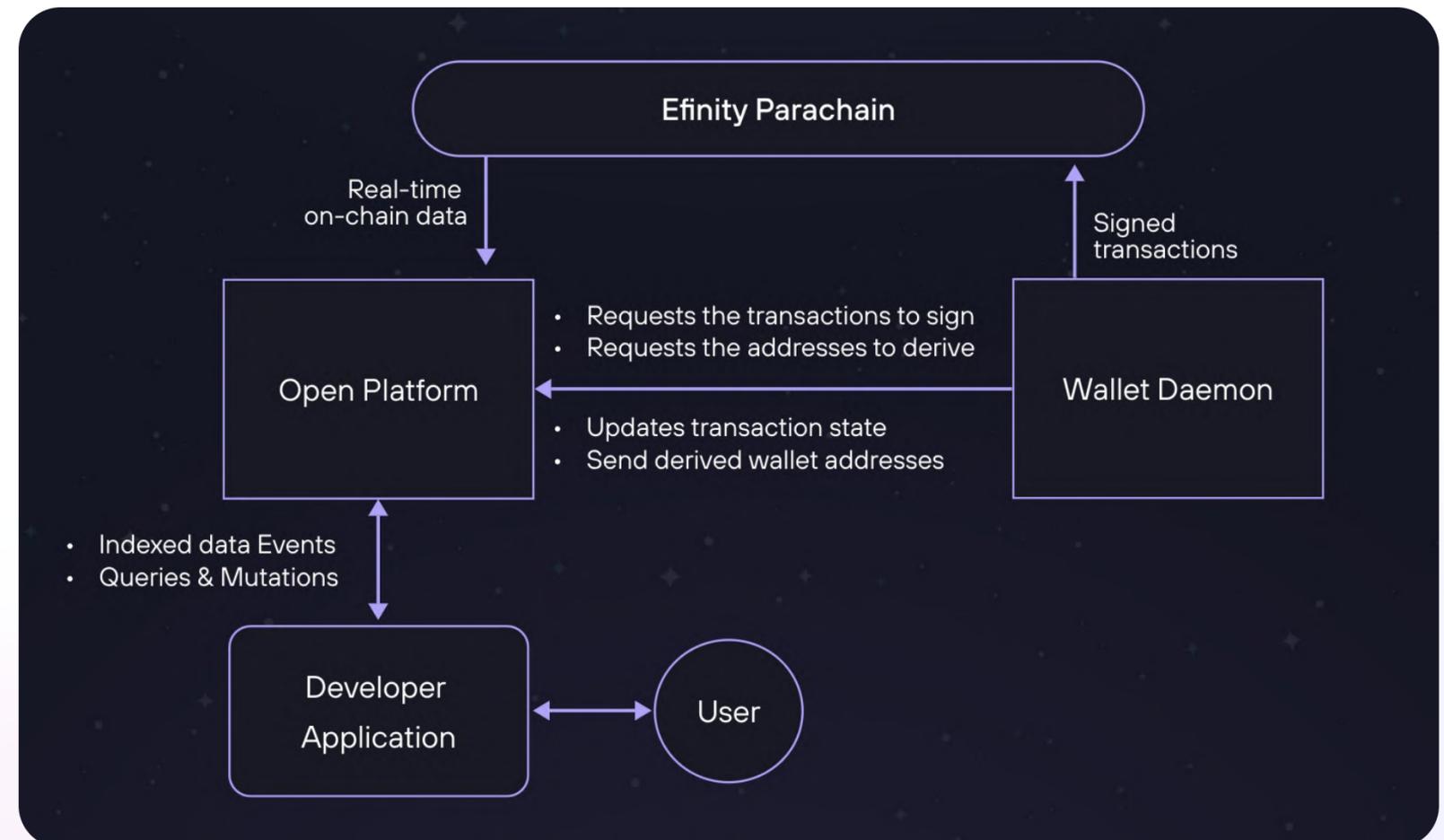
Signaling the beginning of developer adoption of the Efinity blockchain, the [Open Platform](#) developer toolkit is being rolled out as Closed Alpha this August to over 30 select Enjin Adopters. The Open Platform toolkit, the successor to Enjin's V1 platform, allows seamless advanced technical integration of Efinity, and in the future Ethereum, JumpNet and other blockchains, into a project's tech stack.

• 3 Main Components

Indexer: Allowing adopters to retrieve data quicker than if they were to query the chain itself.

APIs: Offering queries and mutations to help get any needed information or to send transactions to the chain.

Events: Subscription to events to receive everything that happens on-chain in real-time



Adopter Feature

Age of Rust

[Age of Rust](#) is a first-person action adventure game set in a dark sci-fi future where AI has taken over the galaxy.

Age of Rust joined the Enjin ecosystem back in 2018, being the 4th adopter to join our former Early Adopter program, They have now chosen to move to Efinity for its usability, speed, scalability, and low environmental impact.

While preparing for Efinity Alpha, Age of Rust had a laser focus on core gameplay mechanics. Everything has been kicked up a notch, from graphics to AI with attention to performance. AI driven foes can now duck, cover, and jump out of the way if necessary. An improved design workflow gives characters a AAA-style look compared to earlier demos. There's also been significant improvement on utilizing more widely-recognized motifs for the action/combat portions of the game, bringing it in line with other action-adventure titles.





Adopter Feature

New Frontier and Enjin NFTs

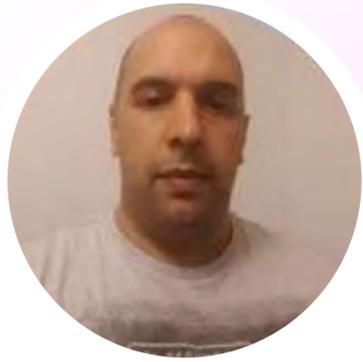
Using Enjin's blockchain product stack and Beam QR codes, [New Frontier](#) creates and distributes NFTs as part of digital engagement for tourism. These NFTs are used by their tourism body partners in storytelling and adventure trails, loyalty and rewards schemes, reservation and booking incentivisation, and more.

New Frontier believes NFTs will enhance and complement the physical visitor experience, creating a digital layer of interactive fun and engaging visitors before and after their visit.

To Efinity and beyond

Since the successful launch of Efinity mainnet last March, several long-standing Enjin adopters have already expressed their commitment to move to Efinity.





"First and foremost Efinity brings multi token support and we look forward to seeing our own token KKT added to the Enjin Wallet and usable via Efinity."
Nick Franklin,
Kingdom Karnage

Egamers.io, George Tsagkarakis (April 18, 2022)

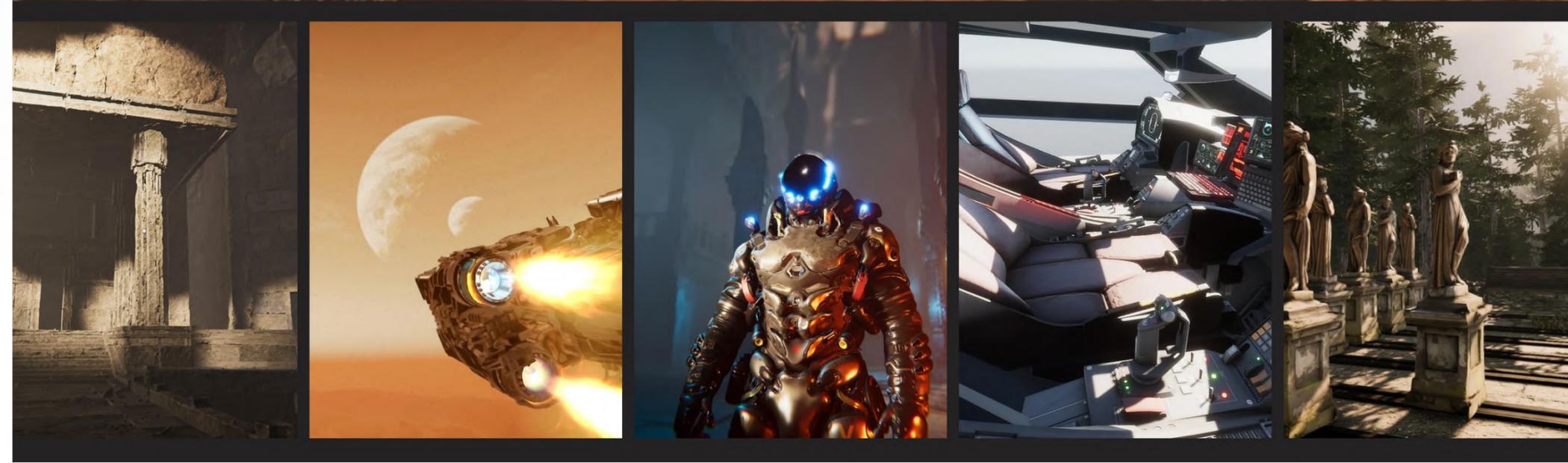




“The next generation of decentralized games needs a next-generation platform, which is Efinity. It's going to transform the way games are experienced and the way players embrace NFTs through extensibility and incentives at the infrastructure level. Efinity is the future, and we're building on it.”

Chris LoVerme,
Age of Rust

Yahoo!Finance, George Tsagkarakis (April 18, 2022)





"We have been part of Enjin's NFT movement since its inception in 2017, we have weathered the harshest of storms – and doubled down every time. Now we want to double down yet again and create a collator node for Efinity."

"Once we finish our work building the MyMetaverse NFT-powered app explorer and our four My Meta games, we're keen to move our focus towards contributing to the Efinity ecosystem."

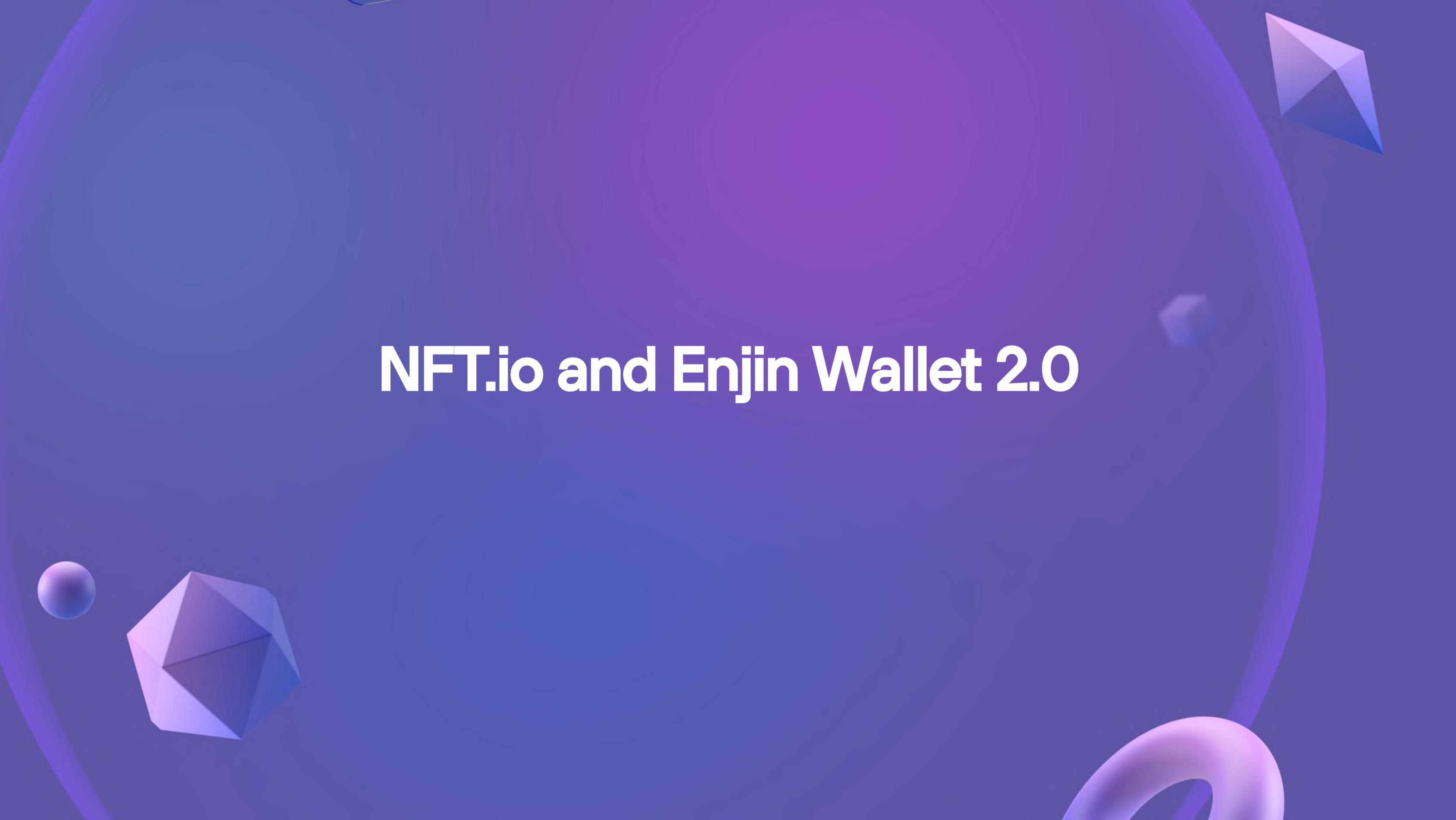
Simon Kertonegoro, My Metaverse

MyMetaverse.io (December 17, 2021)

Coinmarketcap (November 5, 2021)

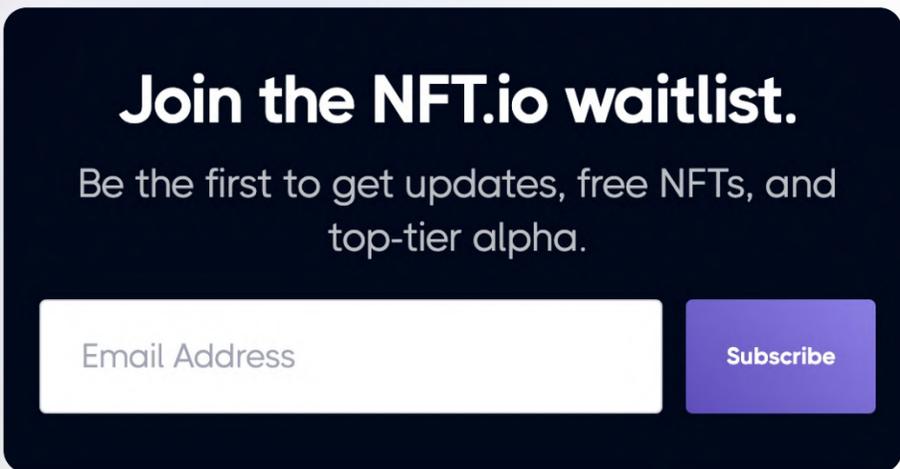
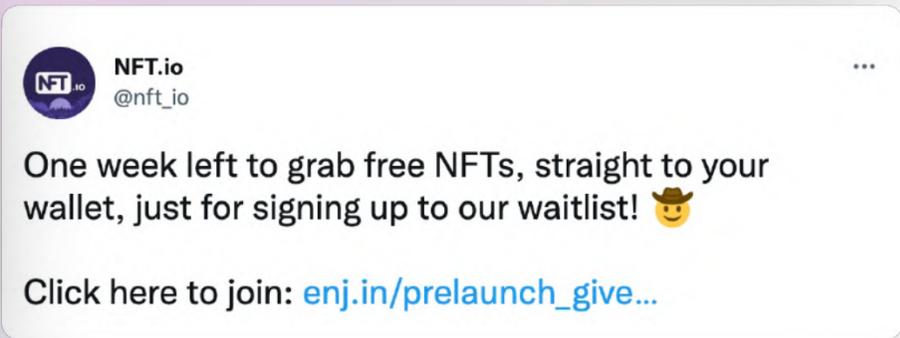
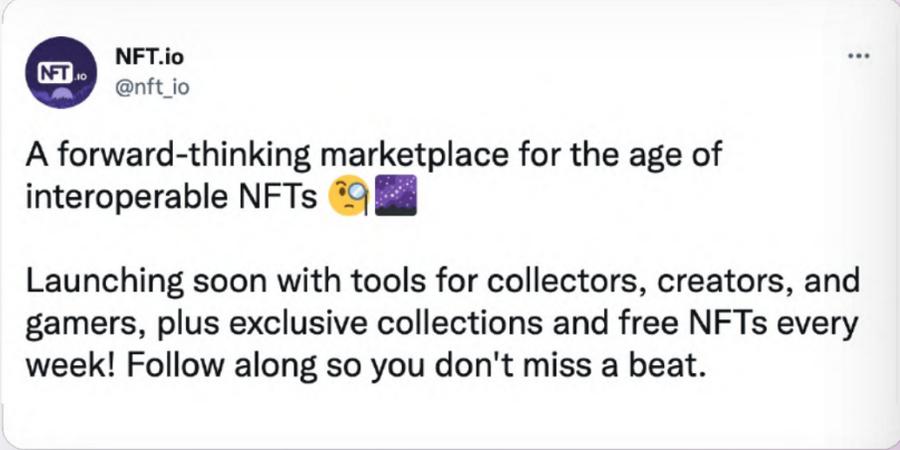


NFT.io and Enjin Wallet 2.0

The background features several abstract 3D geometric shapes in shades of purple and blue. In the top right, there is a sharp, faceted pyramid-like shape. In the bottom right, a thick, rounded ring or torus is visible. On the left side, there is a small sphere and a larger, more complex polyhedron. The overall aesthetic is clean, modern, and futuristic.

NFT.io's prelaunch campaign was a major success

- [NFT.io](#)'s waitlist subscribers and Twitter following grew exponentially every week during its prelaunch campaign. At present, NFT.io has more than 87,000 waitlist subscribers and 66,000 Twitter followers.
- NFT.io will fully launch later this year. It will be integrated with Enjin Wallet 2.0 and allow anyone to tokenize and sell their digital creations. Key features include buying and selling, auctions and bidding, and Efinity rewards.



Enjin Wallet 2.0, released for public beta last June 2022



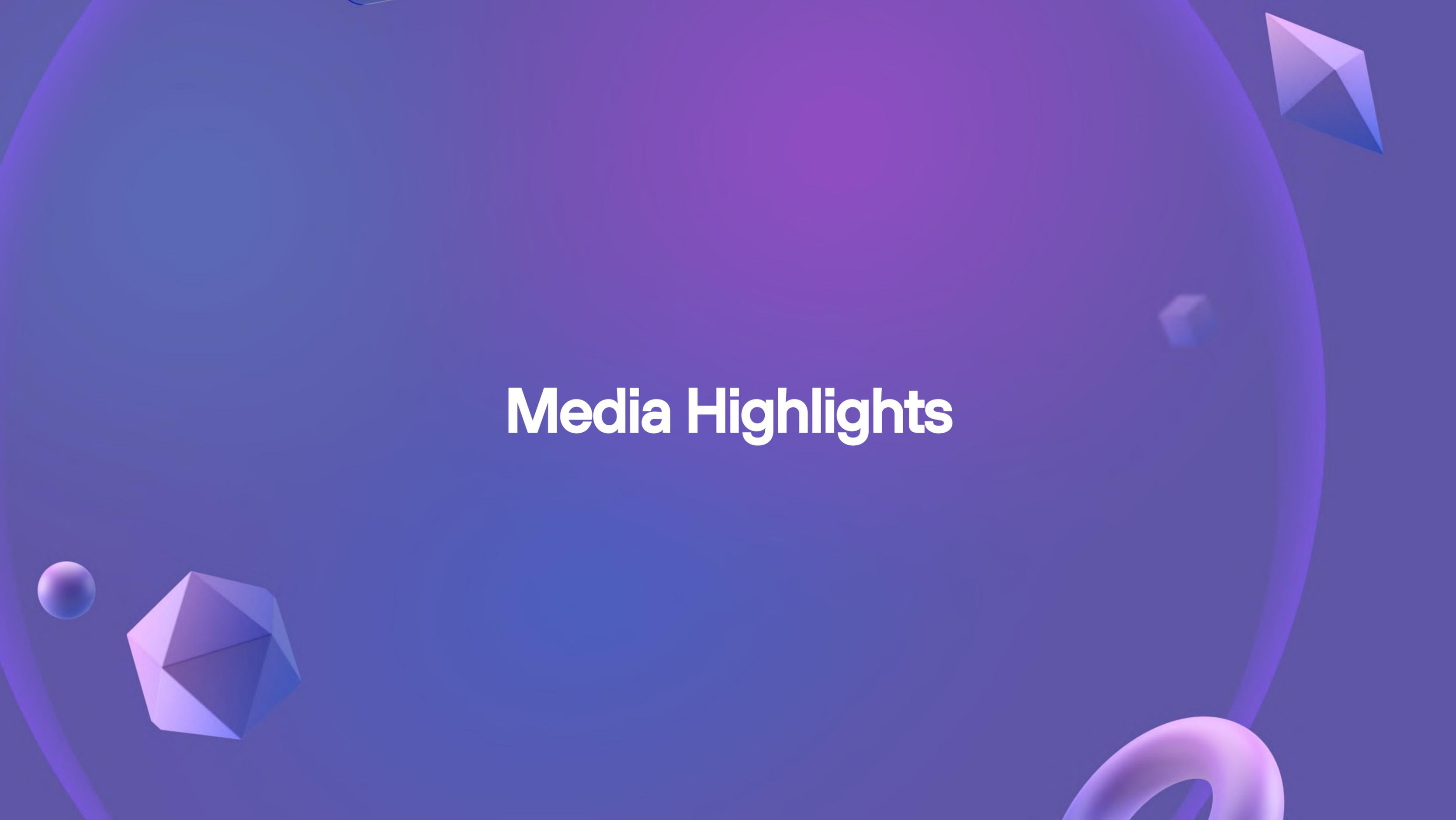
The [public beta](#) version features a revamped native app design, code, and wallet API. It includes features like unlimited wallets, portfolio view, collectibles, sending and receiving assets, access to decentralized exchanges and DApps, a DApp browser with direct WalletConnect support, and theming.

Enjin Ecosystem Roadmap



Product	2021	First and second quarters 2022	Third quarter 2022	Fourth quarter 2022
Wallet	<p>Completely redesigned NFT support and overall user experience</p> <p>Multi-wallet management</p> <p>Observe wallet feature</p> <p>Additional chain support: SmartChain BNB</p>	<p>Added chain support for PancakeSwap</p> <p>ERC-20, BEP-20 token support, Generic ERC-721, selected ERC-1155 Support</p> <p>DeFi exchange support with 1inch & PancakeSwap</p> <p>dApp connection</p> <p>Closed beta release</p>	<p>Public beta release</p> <p>Efinity blockchain support</p> <p>EFI token support</p> <p>Project and NFT indexer (Efinity, JumpNet)</p>	<p>Beam integration</p> <p>Polygon and Solana chain support</p> <p>Staking (Aave, Compound)</p> <p>Multi-chain NFT support on BSC, Polygon, Efinity</p> <p>New tokens: Solana, Aave, Compound</p>
NFT.io	<p>Desktop and mobile friendly NFT marketplace</p> <p>Multi-wallet connection support (Metamask, Wallet Connect)</p> <p>Buy, sell, and bid on NFTs</p> <p>User profiles and storefronts</p>	<p>ERC-721 support</p> <p>Selected ERC-1155 support</p> <p>Custom storefronts</p> <p>Bidding on collections</p> <p>Live notifications</p> <p>Closed beta release</p>	<p>Sneak peek collab release</p> <p>Royalty support</p> <p>Early Adopter Access Token (N-chip) support</p>	<p>Create and mint NFTs</p> <p>Rewards</p> <p>Efinity, Polygon, and BSC support</p> <p>Public beta release</p> <p>Import collections from other marketplaces</p>
Efinity	<p>Parachain slot secured</p> <p>NFT and fungible token asset support</p> <p>Simple block explorer</p>	<p>Core chain functionality</p> <p>Vesting</p> <p>Block explorer</p> <p>Code SDK</p> <p>Testnet and mainnet launch</p> <p>Crowdloan rewards distribution</p>	<p>Marketplace pallet v1</p> <p>Mainnet upgrade</p> <p>Initial public governance work</p> <p>Open Platform - GraphQL API</p> <p>Collator staking v1</p>	<p>Governance</p> <p>Fuel tanks</p> <p>Collator staking v2</p> <p>Collator distribution to external parties</p> <p>Asset bridge prototype</p>
Beam	<p>Support for 100,000 tokens in a QR code</p>	<p>Performance and stress testing</p>	<p>Assets and portfolio sharing</p>	<p>NFT.io integration</p>

Media Highlights

The background features several abstract geometric shapes in shades of purple and blue. A large, faint purple circle is centered behind the text. In the bottom right, there is a thick, light purple ring. In the bottom left, there is a small sphere and a larger, faceted polyhedron. In the top right, there is a smaller, faceted polyhedron. The overall aesthetic is modern and minimalist.

World Economic Forum 2022 Polkadot Delegation

DEREK YOO
FOUNDER - MOONBEAM

INGO RÜBE
FOUNDER - KILT PROTOCOL

OSCAR FRANKLIN TAN
CFO - ENJIN



● **ONE SIZE DOESN'T FIT ALL:
WHY MULTICHAIN IS THE
FUTURE OF BLOCKCHAIN**

23 MAY @ 10:00, DAVOS

DAVOS WEF

Bitcoin Pizza Day and NFTs: Crypto players take over main strip in Davos even after market crash

PUBLISHED TUE, MAY 24 2022-1:19 AM EDT

Arjun Kharpal
@ARJUNKHARPAL

SHARE f t in ✉

KEY POINTS

- Crypto-related technology companies are out in force at the annual World Economic Forum in Davos.
- The Promenade, a main strip where companies and governments take over shops and bars during the week, were dominated by crypto companies, nestled between major firms like Meta.
- The industry's strong showing at Davos comes despite a recent market crash.

RELATED

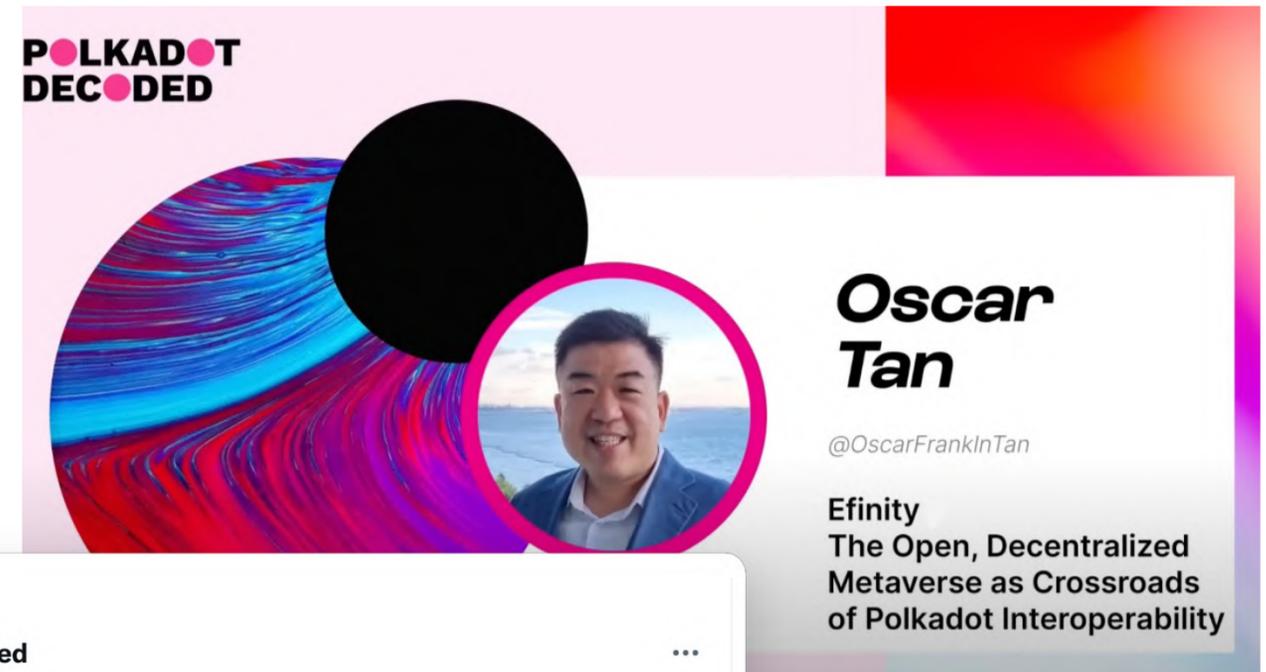
 After the crypto here's what indu

[Oscar Franklin Tan opened Polkadot's World Economic Forum 2022 presentation, in a panel on why multichain is blockchain's future.](#) Polkadot, together with other major Web3 ecosystems, asserted a landmark presence in the world's leading business discussion. This presence was prominently reported in mainstream media and signals wider adoption.

Polkadot Decoded Annual Conference 2022

[Oscar Franklin Tan](#) was a keynote speaker in the Polkadot Decoded annual conference held last June 29-30.

He argued that the metaverse is defined by digital ownership, not just more immersive AR/VR technology. Next generation chains such as Efinity will enable new governance and economic models that will define the metaverse—the open, decentralized metaverse.



**POLKADOT
DECODED**

**Oscar
Tan**

@OscarFrankInTan

Efinity
The Open, Decentralized
Metaverse as Crossroads
of Polkadot Interoperability

Polkadot Retweeted

 **Polkadot Decoded**
@PolkadotDecoded

What is the [#metaverse](#) and why is [@Polkadot](#) the best platform to build it on? [@OscarFrankInTan](#) answers this and dives into how [@efinityio](#) plans to lead the way by building a parachain customized for NFT transfers.

Catch the full talk here: youtu.be/cLx48T0QvBY



The screenshot shows Oscar Tan on stage at the Polkadot Decoded conference. He is standing next to a large screen displaying the text: "What is the metaverse? (we don't know yet)". The Polkadot Decoded logo is visible in the top right corner of the stage backdrop.

Polkadot Decoded 2022 Interviews

Solving the Privacy Problem



MANTA NETWORK

Kenny Li, Co-Founder & COO

Moving Items From A to Blockchain



origintrail

Brana Rakic, Founder & CTO

Stables Done Right



Acala

Dan Reecer, CGO

Removing Barriers in Robotics



ROBONOMICS

Sergei Lonshakov, Founder

DeFi on DOT



Equilibrium

Alex Melikhov, CEO

The Past & Future of Acala



Acala

Bryan Chen, Co-Founder & CTO

Owning Your Identity



KILT

Christine Mohan, VP of BizDev



[Jeremy Ray and Oscar Franklin Tan met and interviewed founders and senior executives of other Parachains during Polkadot Decoded Berlin](#)

Media Highlights



CoinTelegraph

CoinTelegraph [interviews Witek Radomski on bridging traditional gaming with blockchain](#). Witek explains how NFTs can be used in gaming to help give history, ownership, and digital rights. A second article [features Enjin and Efinity](#) and how both are used.



Crowdfund Insider

[Crowdfund Insider featured Oscar Franklin Tan's commentary](#) on how NFT is "meaningless as a category for regulation." This was in the context of EU Markets in Crypto Assets (MiCA) being financial regulation, but which should clearly exclude NFTs as non-financial products.

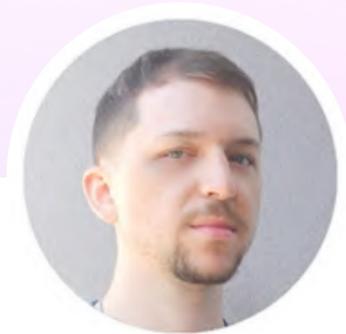


Enjin joins the Metaverse Standards Forum

Enjin joined the [Metaverse Standards Forum](#) founded by Meta, Microsoft, Nvidia, and other tech giants to influence open, organic standards for an open, decentralized Metaverse.

Sustainability Commitment

The background features several abstract geometric shapes in shades of blue and purple. In the top right, there is a sharp, faceted pyramid. In the bottom right, a thick, rounded ring is visible. On the left side, there is a small sphere and a larger, more complex polyhedron. A large, faint circular shape is also present, framing the central text.



“Polkadot is proving to be among the most viable and carbon-conscious options, using the equivalent of 6.6 US households worth of energy per year, which is why we’ve chosen it as the destination for our NFT parachain, Efinity. Parachains do not require additional energy resources to operate, so Polkadot's energy consumption will remain less than 0.001% of Bitcoin.”

– Witek Radomski, Founder and Chief Technology Officer

Sustainability Commitment

Efinity was featured in BelnCrypto's [ebook](#) on sustainable, green blockchains. It was cited as one of the prominent projects that has been developed as proof-of-stake from the get-go, thereby consuming significantly less energy compared to other chains.

Table 1: Overview of results. Green cells mark the best value for the respective column.

	Nodes [# total]	Transactions [Tx/year] ^a	Total electricity consumption [kWh/year]	Electricity per node [kWh/year]	Electricity per transaction [Wh/Tx]	Total carbon emissions [tCO ₂ e/year]
Cardano	3,002	11.9 mn	598,755	199.45	51.59	284.41
Polkadot	297	4.0 mn	70,237	236.49	17.42	33.36
Solana	1,015	11.8 bn	1,967,930	1,938.85	0.166	934.77
Tezos	375	2.5 mn	113,249	250.99	41.45	53.79
Avalanche ^b	1,084	93.9 mn	489,311	451.39	4.76	232.42
Algorand	1,190	190.0 mn	512,671	430.82	2.70	243.52



BelnCrypto
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We have developed a new ebook analyzing sustainability and cryptocurrencies.

We are proud to have collaborated with [@Algorand](#), [@enjin](#), [@nano](#), [@EUBLASORG](#), and [@PlayItGreen2](#)
[🔗](#) Learn more about [#blockchain](#) and sustainability in our full ebook here: [beincrypto.com/learn/?utm_sou...](#)



**Sustainability &
Crypto. A better
and real solution?**



July 2022

Enjin & Efinity Ecosystem

EnjinTV Enjin @enjin @enjin @enjinsocial

PRODUCTS

Platform Wallet NFT.io
EnjinX Beam

TOKENS



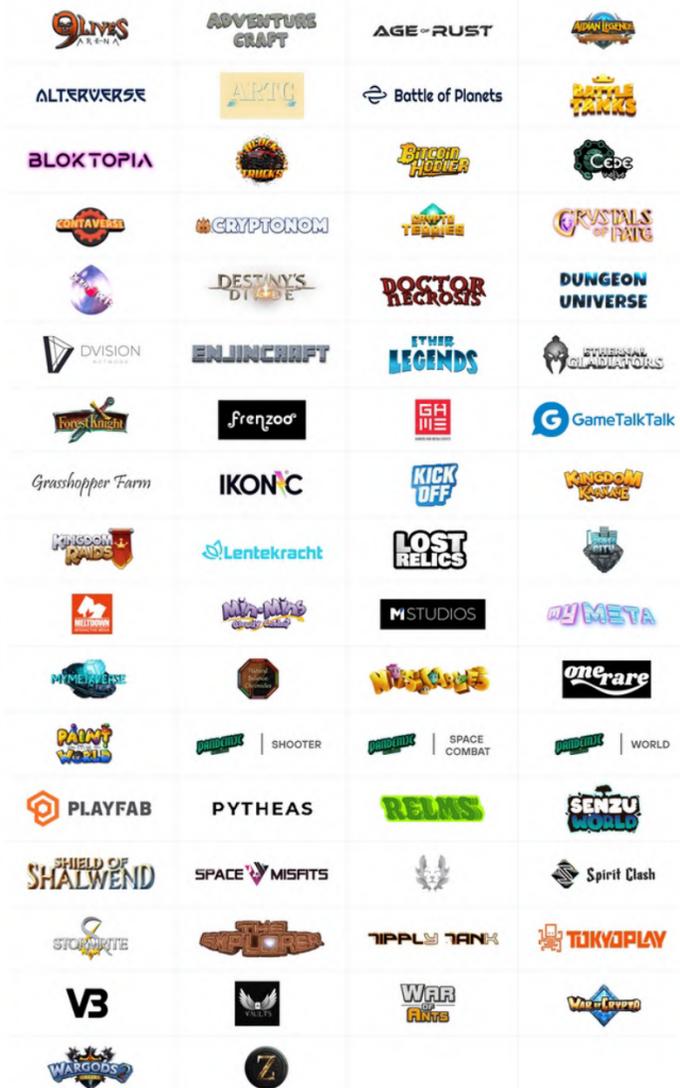
Enjin Coin (ENJ)

Efinity Token (EFI)

DECENTRALIZED INFRASTRUCTURE

Efinity Polkadot ethereum
JumpNet Paratoken Standard ERC-1155

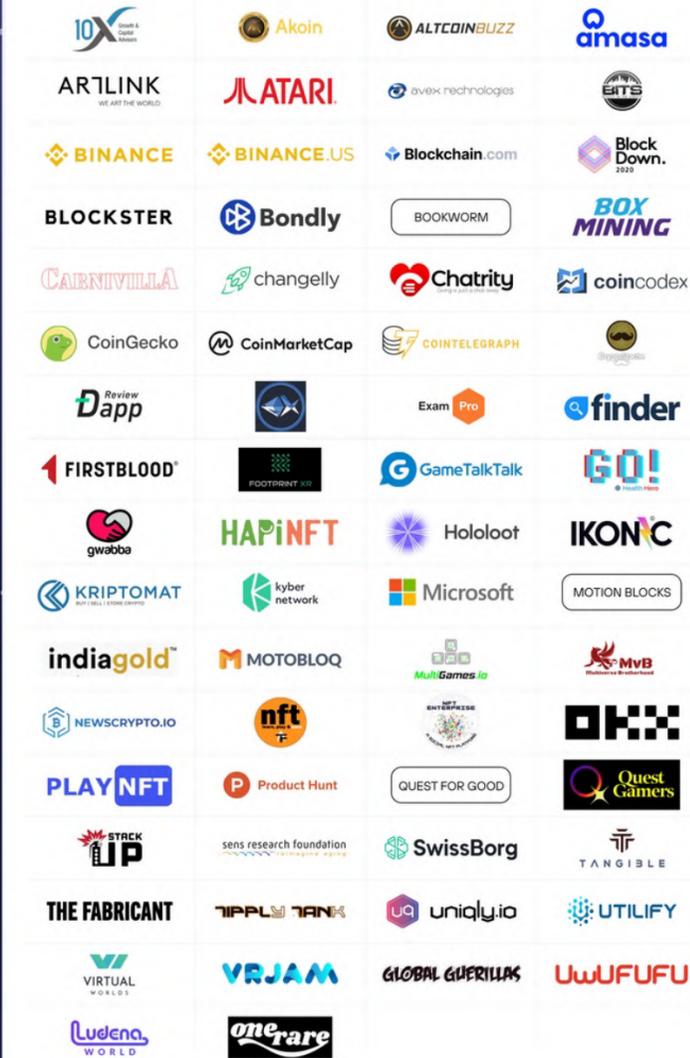
GAMES & APPS



STRATEGIC COLLABORATIONS



ADOPTERS



AR/VR



LAUNCHPAD



MEDIA



Thank You

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