



THE WILDPAPER LITE

FIRST EDITION, 2023

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WILDCARD



INTRODUCTION

In 2017, we became fascinated by something we saw happening in our own game communities. A new type of “player” had begun to emerge: this player was watching people play as much as they were playing themselves. Others saw this as an opportunity adjacent to our industry. We saw the birth of a brand new platform for games.

So we began work on this brand new type of video game. A game that would be as much fun to watch as it is to play. A new genre, where the thrill of competition between players is elevated to new heights and where a live audience of fans and spectators join together to interact within the game itself, in real time. Wildcard was born.

But we were still missing something. The existing platforms for creating and sharing content were closed ecosystems. Walled gardens. Content creators were stuck with a limited set of tools to grow their audience, connect with their fans, and build their business. “Please like and subscribe!” fell far short of what we knew should be possible...

So we asked ourselves: What if we built a platform where players and creators could **directly** engage with their fans? What if the entire competitive ecosystem for Wildcard was a platform **owned** by the community? What if Wildcard **greatly** expanded the creator toolset, unlocking new roles such as team ownership, arena management, maybe even running an entire professional league...

Web3 is the missing piece. It unlocks our ability to build an open platform for video game competition and content creation that is owned by its players and its fans. It is fantasy sports, college athletics, and pro leagues all rolled into one, played online, minted on the blockchain, and owned by the community. This is the future, we are building it today, and Wildcard is its first killer app.



Paul and Katy Bettner,
Founders,
The Wildcard Alliance, Inc.



REQUEST FOR PARTICIPATION

Welcome, Wildcard Fans, Competitors, Owners, and Collectors alike, to the first ever 'Request For Participation' (RFP) community collaboration. This document is an interactive "work in progress", a collaboration between The Wildcard Alliance development team and our amazing community.

From time to time, The Wildcard Alliance will utilize this interactive format to share important documents and policies that affect the game and the platform. Your participation and feedback are the cornerstone of this process.

As a work in progress, what you read here is subject to change, often. In fact, that's the point. To facilitate this iteration, The Wildcard Alliance will coordinate AMAs, send out surveys, host playtests, and provide multiple venues for your feedback to be heard. We will also join forces with community-organized guilds and player-run organizations as we chart the course for Wildcard together.

We are very grateful for your time and attention, and we looking forward to working with you to ensure long-term peace and prosperity throughout the Wildcard Universe!

BOLGAR & BURR



- The Wildcard Alliance



PROJECT DETAILS

FROM THE CREATORS OF

Age of Empires

Words With Friends

Lucky's Tale

STATS

Founded	2018
Website	wildcardgame.com
Investment	\$46m (Paradigm, Griffin)
Team Size	>100 (FTE + vendor/contract)
Doxxed	Absolutely
Chain	Polygon

GAME DESIGN

PvP, Strategy-Action

Arena Battler

Collectible TCG Meta

W PILLARS

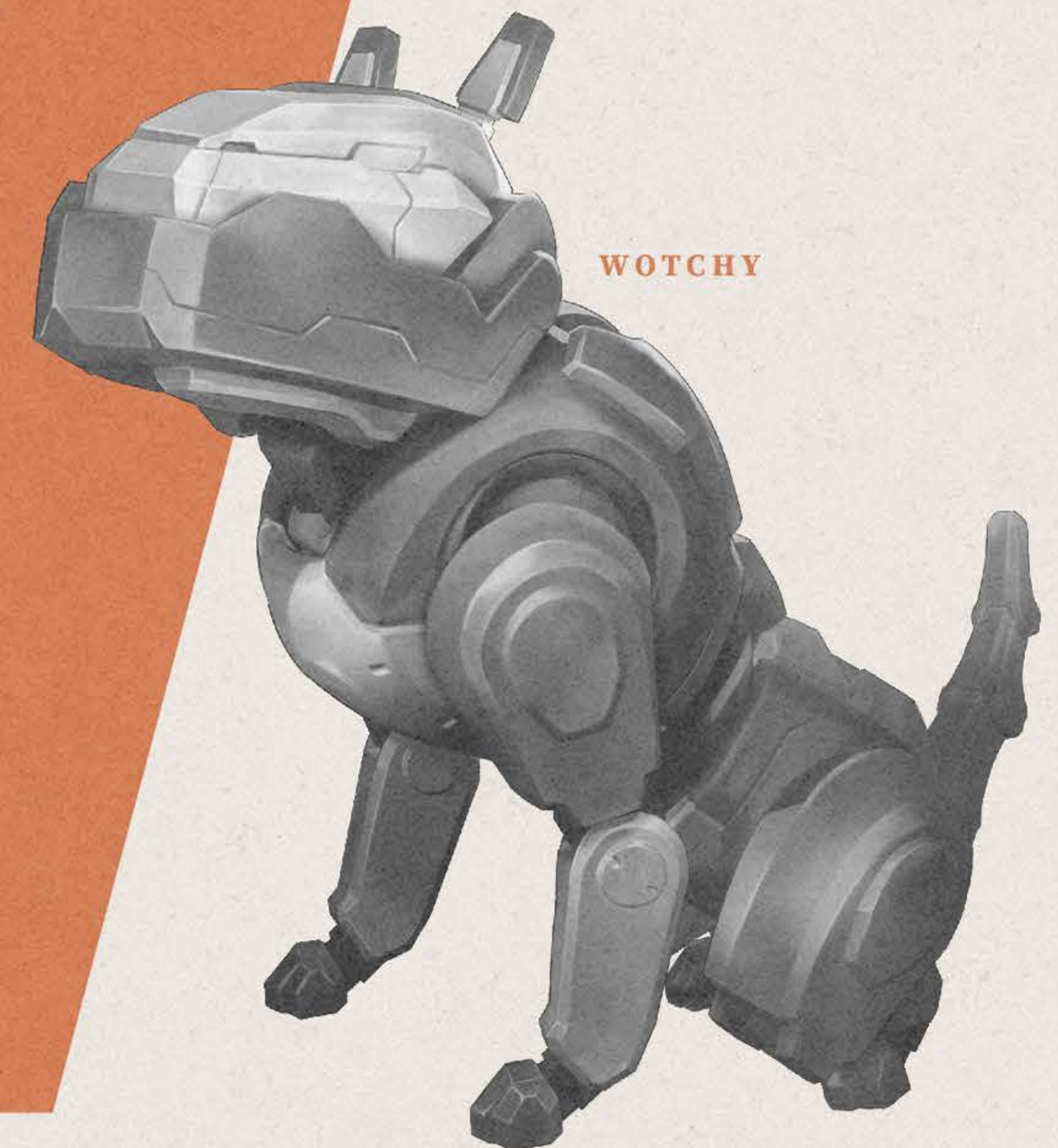
Competition + Collection + Community

Easy to Learn. Lifetime to Master.

Fun to Watch + Fun to Play



LOCKE



WOTCHY



THE PROBLEM

In 2014, *Playful Studios* (Wildcard's Parent Company) released **Creativerse**, a PC voxel adventure game launched onto the Steam Early Access platform. It immediately found an enthusiastic - if small - audience of players that enjoyed exploring its diverse worlds, connecting with the community, and sharing their adventures online. As the game's developer, we loved watching the streams that would occasionally pop up on YouTube and Twitch as new players discovered the game.

Then **Joe** showed up. Joe was/is a wildly popular Minecraft streamer. We didn't know it at the time, but Joe had an enormous audience of players who loved watching him play Minecraft-like games. On his own, he decided to do a "Let's Play" series for *Creativerse*, introducing his audience to our new game through his eyes. The impact was immediate and sustained. We recorded a *huge* uptick in users, engagement, and sales, linked directly to this new streamer's genuine enthusiasm for our game.

JOE ISN'T HIS REAL NAME,
BUT THIS IS A TRUE STORY!

Later, out of curiosity, we dug into the analytics and immediately noticed a problem: based on a rough estimate of comparable streamer revenue statistics, it seemed that Joe only received a minuscule *fraction* of the revenue that he drove to our game. And the more we dug, the more we discovered that this wasn't just a *Creativerse* problem - it turns out most games have similar (or worse) creator economics.

That hardly seems fair.

JANZ



THE SOLUTION

Players (as streamers) generate immense value as they entertain live audiences, drawn in to watch them play. Fans contribute by tuning in to watch their favorite players and teams. This virtuous cycle gives rise to the enormous creator-attention-driven economy for video games.

Now consider the typical business model for a competitive video game: Publisher owns the game and IP *as well as* owning the platform and business of competition. This competitive economy, including licensed franchise rights (i.e. closed leagues), merchandise, ticket sales, sponsorships and advertising can all become significant additional sources of revenue for the game's publisher.

Our model is different. We start with a core assumption of *distributed* ownership: The competitive **game/IP** of Wildcard is owned by The Wildcard Alliance, but the competitive **business** of Wildcard is owned by the community. This is the Wildcard Leagues platform, where each player owns their piece of this competitive economy and where members of the community inhabit the roles (and *realize the value*) as league directors, arena owners, team managers, event programmers, independent proprietors...

This is how we solve the Joe problem. Rather than siphoning value from the creator-attention economy, we build a platform where creators keep the value they create. We provide a framework for community organization, empowering guilds to build thriving businesses on top of the Wildcard platform. We all share the wealth. It really is that simple.

You know that moment in baseball when a famous player signs a ball and tosses it up into the stands? Now imagine that player is Joe, and he just won the Wildcard World Championship, sharing in a prize pool coordinated by the community-governed Wildcard Pro Leagues. And the ball? That's a one-of-a-kind signed digital collectible, airdropped directly into a fan's web3 wallet during the live championship game. **Get it now?**



THE GAME

We know that none of this matters unless Wildcard is a **truly great game**. You simply can't have a successful platform without its killer apps.

Wildcard is a triple-A web3 game that's been in the making for over 5 years. Born out of our experience developing the real time strategy game franchise, *Age of Empires*, Wildcard leverages the "easy to pick up and play, takes a lifetime to master" formula as the foundation for an evergreen competitive game and enduring IP.

At its core, Wildcard is a PvP, strategic action game featuring collectible elements. Players collect and build decks of cards that summon powerful creature companions, then fight alongside their summons in a dynamic arena surrounded by live and interactive fans and spectators. It combines the depth and replay-ability of *Age of Empires*, the broad appeal of *Clash Royale*, and the drama and watchability of *League of Legends*. It's part arena action game, part deck builder, part MOBA. It's simultaneously familiar and yet surprisingly new.



As the development team, we recognize that our most crucial, most challenging job is to build a beloved, well-balanced core game that people will want to play for decades to come. In our experience, this takes persistence, iteration, and more than anything a relentless commitment to quality and fun. You have our word that we will always prioritize these goals.

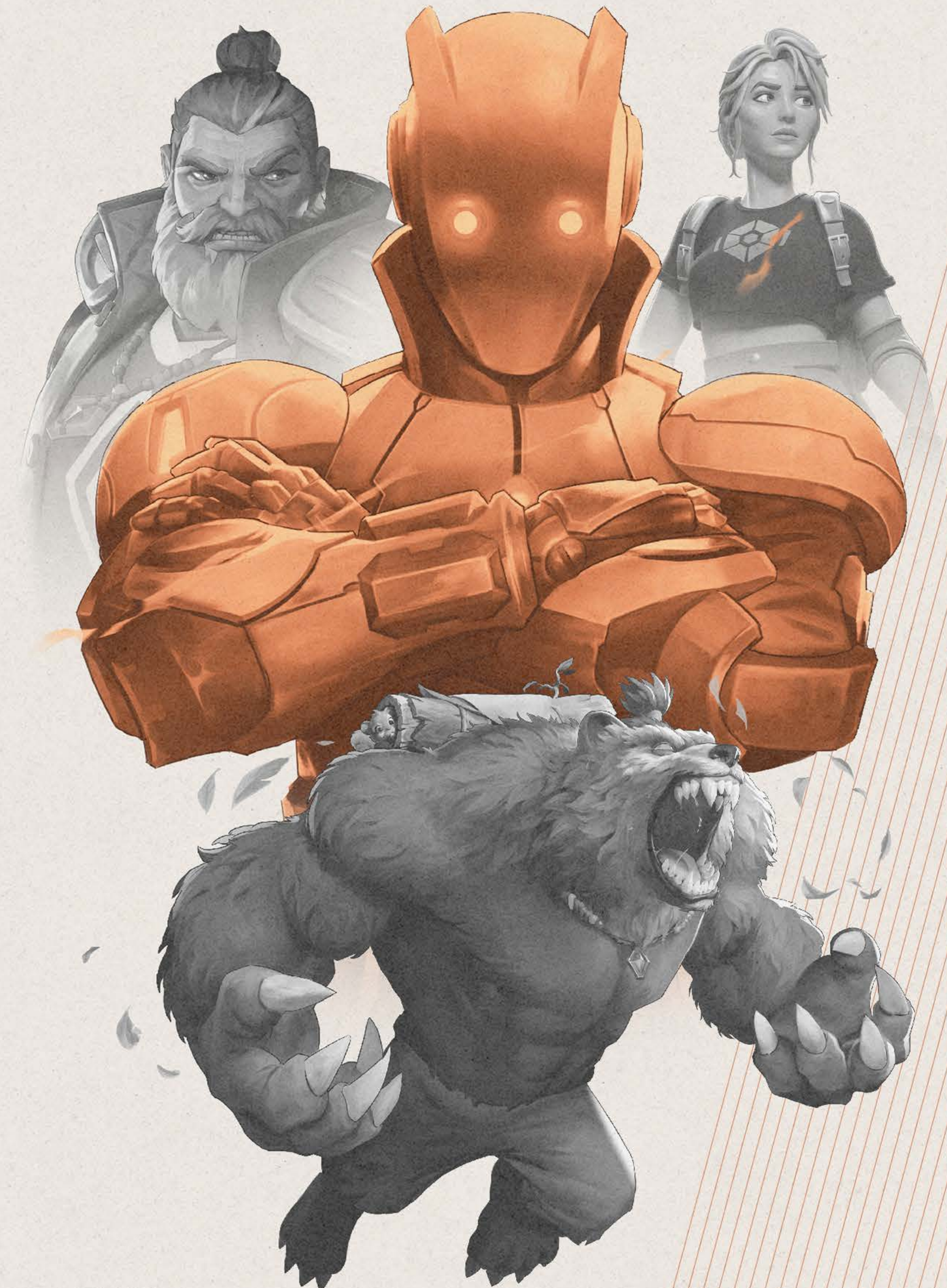


THE IP

The joy of Wildcard is in the hum of the crowd. The thrill of seeing your Champion enter the Arena, the nervous excitement as a match begins. The proud cheers, the anxious groans, the hush that falls when something completely unexpected changes the game.

In a universe of many diverse planets, cultures, characters, histories and relationships, every fan or player can find a team to call home and a Champion to believe in. Who's yours? Is it Princess Neva, overturning generations of royal traditions to become her the first female Chronian Champion in Wildcard history? Or maybe it's Bolgar, the grizzled nature-loving veteran, whose woodland home-world hosts a team of devoted creatures who compete alongside him in a show of coordinated strategy and skill?

When you find your place in the Wildcard world, you are joining a history... a tradition... a game that has been played in countless ways at countless times across the universe... and when you enter the Arena, it feels like a homecoming.



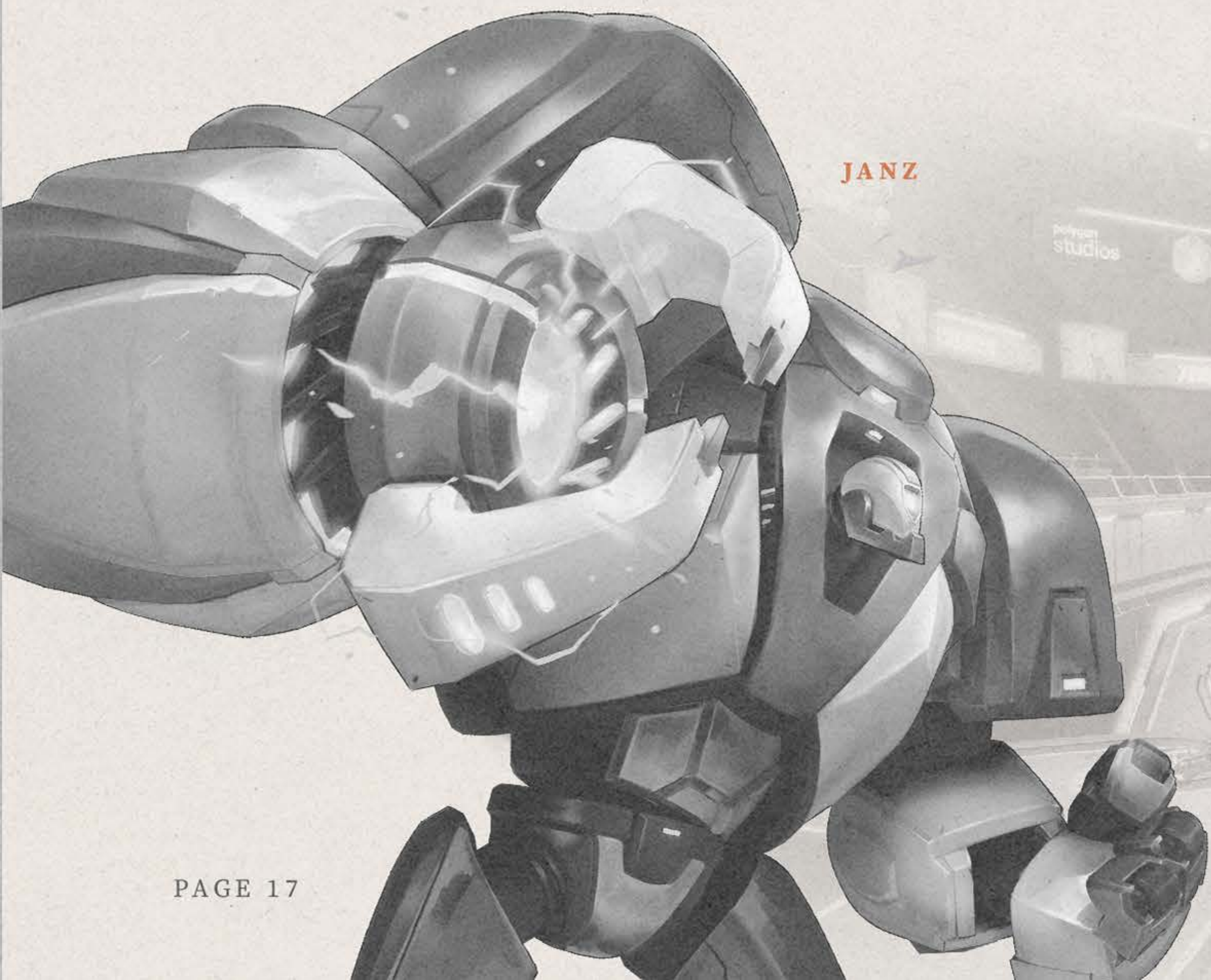
THE PLATFORM

The Wildcard Leagues platform is a web3 framework for managing the competitive video game ecosystem for Wildcard, and potentially other games in the future. It provides tools for content creators, organizers, and owners to grow and manage their own communities, businesses, and fandoms, and to directly participate in the value they generate.

The Leagues platform includes standard competitive features such as stats tracking, ranking, and matchmaking. It also features an evolving **protocol**, implemented via smart contracts, governing the *economic* relationships and rewards that exist within the competitive ecosystem.

This protocol facilitates the ongoing "business" of competition, supporting the various roles, organizations, and relationships that exist within the community, for instance: league governance, team and arena ownership, competitor compensation and prize pool management, fan rewards, etc.

The Leagues is an open-source project, initially authored by The Wildcard Alliance, and ultimately owned and maintained by the community. As a protocol, its purpose is to support a multitude of projects and applications built on top of it, starting with the Wildcard competitive game and expanding from there. We are thrilled to begin collaborating with the community to create this open platform. We invite you to contribute to this vision and to build with us!



JANZ



GORRIT

ECONOMY & GOVERNANCE

Value in a competitive economy is fundamentally derived from attention and fandom. This value (and associated revenue) is generated when individual competitors and teams compete at all levels, drawing in fans and spectators tuning in to watch, cheer, and support their favorite players. This in turn draws in sponsors, advertisers, platforms, owners, and other interests who value this attention.

The Wildcard Leagues platform distributes this value to the players, owners, managers, proprietors, and other talent who support and engage with the platform. It also enables fans to directly support their favorite players and teams in the form of competitor/team-branded digital merchandise, collectibles, and consumables - distributed and showcased during live games.

Unlike the traditional web2 "eSports" business models, where the majority of this value is captured by the publishers and companies who own these products and platforms, value created within the Leagues ecosystem flows directly to the talent (competitors, teams, coaches, referees, streamers, etc). Content creators, owners, and community organizers are incentivized to use the Leagues platform build on-chain businesses that bring value to the competitive economy.

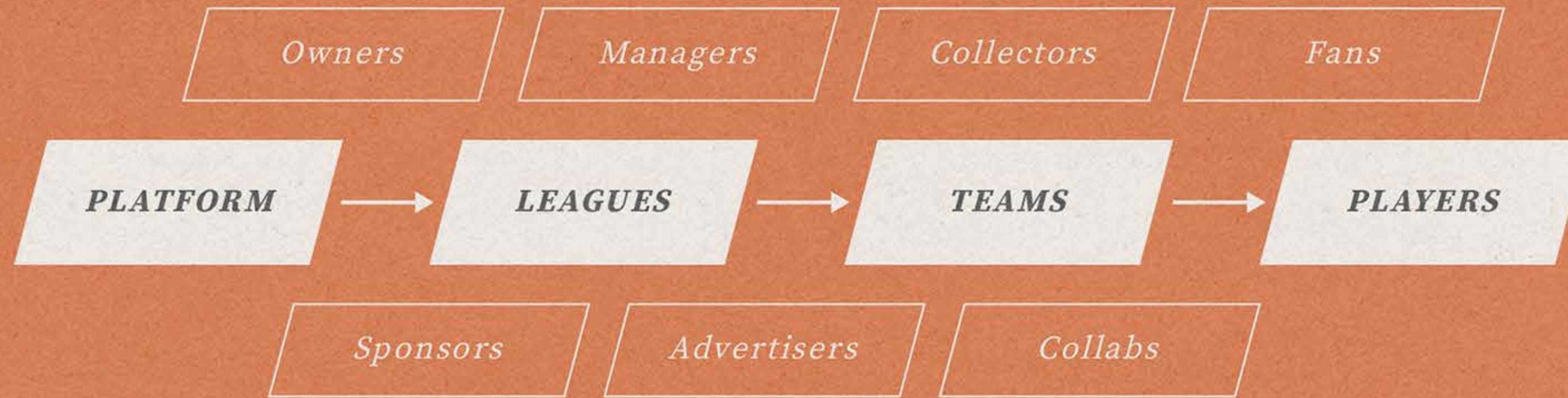
The Leagues platform is designed to become a fully decentralized protocol, with ownership and governance distributed amongst the community. Games that utilize the Leagues protocol will also receive a proportional share of ecosystem revenue ("emissions") based on how much each game drives user engagement on the platform, to further incentivize platform growth and adoption.



Revenue In



Decentralized Organization



Expenses Out

