



Yield Guild Games Raises \$4M Series A Led By BITKRAFT Ventures to Accelerate Play-to-Earn Gaming

Play-to-earn is a new business model where gamers can earn real money by playing blockchain-based games

[Wednesday 16 June 2021] Yield Guild Games (YGG), a decentralized gaming guild of players and investors who generate yield from NFT-based games, announced today it has raised a \$4M Series A investment led by BITKRAFT Ventures, a venture capital firm focused on gaming, esports, and interactive media. This round was joined by incoming investors including A.Capital Ventures, IDEO CoLab, Mechanism Capital, and ParaFi Capital, among others, and existing investors including Animoca Brands, Ascensive Assets, and SevenX Ventures.

Angel investors include GGWP Co-Founder and CEO, Dennis Fong, G2 Esports CEO and Founder, Carlos Rodriguez, Sky Mavis CEO, Trung Nguyen, and Sky Mavis Co-Founder, Jiho Zirlin. The funding will be used to invest in NFT assets of play-to-earn games and expand the YGG network by acquiring more players from around the world.

YGG is on a mission to accelerate the “play-to-earn” phenomenon that has been popularized by cryptocurrency-based games that enable players to monetize their time spent in-game by operating, leasing, and selling in-game objects. As a player community, YGG invests in NFT assets in different games across the ecosystem and lends these assets out to its community of gamers to make it possible to earn an income from playing games.

“At its core, YGG is a community of play-to-earn gamers. Think of it as a massively multiplayer online (MMO) guild, for example, but operating across several games, investing in yield-generating NFTs within those games, and lending those in-game assets and inventory out to our player base,” said **Gabby Dizon, co-founder of YGG**.

NFTs have been recognized for their utility to deliver true digital rights to participants in blockchain games and virtual worlds. Because they cannot be easily duplicated, NFTs solve the replicability problem that has traditionally reduced the value of in-game assets.

“Games and virtual worlds are increasingly becoming hosts of real economic activity, enabled and accelerated at scale through blockchain technology. Yield Guild is serving as a catalyst to this transition with very forward-looking concepts around the novel play-to-earn game model. What Gabby and his team are building, the web 3 infrastructure stack they've assembled, is a glimpse at the future of work,” said **Jens Hilgers, Founding Partner at BITKRAFT Ventures**.

The investment underlines BITKRAFT's commitment to blockchain and crypto technology. Most recently BITKRAFT announced a strategic partnership with blockchain advisory firm Delphi Digital to help identify the most exciting investment opportunities at the intersection of crypto and gaming.



MEDIA ENQUIRIES

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ABOUT YIELD GUILD GAMES

Yield Guild Games (<https://yieldguild.io/>) is a decentralized gaming guild that pools investor funds to purchase yield-generating NFTs, and leverages players' time and effort to optimise its community-owned assets for maximum utility and return. By merging NFTs and decentralized finance (DeFi), YGG's mission is to create value for its members by developing the content and economy of virtual worlds and blockchain-based games.

A short documentary released in May 2021, [Play-to-Earn: NFT Gaming in the Philippines](#), reveals the story of a rural community that earned an income through play-to-earn gaming amid the COVID-19 pandemic. The documentary, which was produced as a collaboration between [Yield Guild Games](#), [Delphi Digital](#) and [Emfarsis Consulting](#), demonstrates how NFTs and cryptocurrencies are providing transformative economic opportunities for people young and old in developing nations where jobs are lacking and crisis relief has been limited.

ABOUT BITKRAFT VENTURES

BITKRAFT Ventures is a global early- and mid-stage investment platform for gaming, esports, and interactive media. Founded by esports veteran Jens Hilgers, BITKRAFT serves a worldwide network that spans the industry's most forward-thinking startups and founders working to build and operate the virtual worlds and economies of the future. BITKRAFT started actively investing in 2015, operates five Venture Funds with a total of over \$500M USD in assets under management and has over 50 companies in its global portfolio.

BITKRAFT's experienced international team creates significant value through early candid partnerships, unparalleled domain expertise, entrepreneurial history, and a global ecosystem of strategic partners.

Find out more about how BITKRAFT and its portfolio companies are pushing the boundaries of Synthetic Reality® by visiting <https://www.bitkraft.vc/vision>.