



ONE PERCENT

DECENTRALIZED
ENJOY AND EARN
SHOOTER-VERSE



SEPTEMBER 2022
(VERSION 0.8)



ONE PERCENT LITEPAPER

SEPTEMBER 20
22
NO: V.I.O





Blockchain gaming is altering the game rules and integrating a new generation of players into the blockchain ecosystem.

How can we bring together the fans of the Shooter-Verse game, which has become a phenomenon all over the world, with the world of new technologies and blockchain!



PROBLEM

While technological advancements have been pushing society to keep up with its pace, economical and social changes are constantly shaping the future of our lives.

Technology keeps eliminating the middleman, people are more and more bound into their devices, while spending more time and money with and in them. It is hard to say that no industry has not been affected by this disruption.

Surely, the gaming industry has been in favor by means of number of users, time spent and market size during these years. However, gaming has also become a hot spot for blockchain enthusiasts. Over the years, many attempts have been made to attract people to invest and experience a fun game design and economical model, many of them failed to meet core gaming expectations.

SOLUTION

We are aiming to put gamers at the core of our design and development phase. Therefore, we are building a game that reflects the need of quality graphics, a strong tech architecture and an economical model that suits every gamer.

Our "Play and Earn" model aims to put the fun factor above all layers for gamers to invest money, spend time and share their experiences. So, our motto is "Play, Fun, and Earn"

INTRO AND BRIEF DESCRIPTION OF ONE PERCENT

One Percent is the first game that is published by Lunas Games to attract core gamers to compete in a shooter-verse with e-sports mechanics, an option of decentralized economical model and -of course- a fun and challenging experience.

- One Percent is free to play, everyone can come and enjoy freely.
- Offers various game modes, plans to build new modes to enhance experience cooperatively with the community of gamers.
- Provides an experience for gamers to play, have fun, challenge themselves and also earn tokens. We say Play and Earn but most importantly have fun!
- You may find all details about our game here: <https://onepercent.game>

MARKET LANDSCAPE

Blockchain has revolutionized the gaming industry with GameFi. A new model is emerging based on real asset ownership and a new "play-to-earn" structure.

- Blockchain gaming has grown from a zero value market size to a \$3 billion figure in 2021 with a potential of \$39.7 billion sector by 2025.
- Blockchain based games have become so popular that gaming-related activity on crypto wallets has risen by 599% in 2021.
- As for what's driving this growth, 68% said that play-to-earn games have been the biggest catalyst, and 85% believe that "true ownership of digital goods."
- Gaming-related NFTs generated \$4.8 billion of revenue, according to data from DappRadar, and represented roughly 20% of all NFT sales in 2021.
- The global Massive Multiplayer Online (MMO) Games market size is projected to reach USD 78,5 Billion by 2027, from USD 43,1 Billion in 2020, at a CAGR of 8.9% during 2021-2027.

ONE PERCENT

ONE PERCENT
LITERATURE

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NO. 1.1.0

STORY OF ONE PERCENT

When the Noova - the second moon - entered the orbit of the Moon and stayed there, unexpected changes has emerged. The pieces broken off from Noova started to provide an endless but deadly (when it is contacted) source of energy.

Cities got bigger and bigger. The rich got richer and the poor got poorer. Society became more and more corrupt. The rich took control of the big cities. The others were forced to leave and became Nomads.

The only way to go back home is to become One Percent.



GAME MODES

Capture &
Control

Free For All

Team
Deathmatch

More to be
announced later



In One Percent, players battle to complete the game modes' objectives. They can team up with friends or other players to outlast other teams.



Gamers can use "implants" to gain special powers; use them to meet game modes' mission to win the battle.



Gamers win and purchase NFT skins and emotes to customize their characters.

GAME DESIGN

Every map, character, clothes, emotes, skins and many items in the game are handcrafted and custom made to reflect an unique experience by the One Percent Design Team.

GAMEPLAY



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NFTS & MARKETPLACE

ONE PERCENT
MARKETPLACE

01

Players will be able to buy and sell any kind of cosmetic item through our marketplace. There will be daily, weekly, and seasonal deals to keep the engagement. Marketplace will accept in-game currency, cash, and token.

NFT ITEMS

02

All cosmetic items will be minted as NFTs in One Percent. There will be unique items that players will race to get. Details will be announced later. Skins and emotes will be available to be purchased.

SEASON PASS

03

Standard battle pass is free - but there is also "Premium Season Pass" NFT card. Players who have them will earn more Experience Points, more Rewards in every battle royale session, and get extra weapon skins, characters, clothes and emotes that are only available for the owner of the premium pass.

BOXES/
CONTAINERS/
VAULTS

04

When purchased and opened, they will provide a player with a cosmetic item, randomly selected from the container's selection of cosmetic items, with those of higher rarity having a smaller chance to appear.

TECHNOLOGY

Main Framework: Unreal 5 (GAS System, NIAGARA, NANITE, CHAOS ENGINE)

DB Architecture: We keep persistent data of users in stable databases (postgre). Ingame data server completes the synchronization by working on the protobuf to make authoritative + client prediction.

Network Replication: Fast paced movements are simulated on the server and client authority is provided.

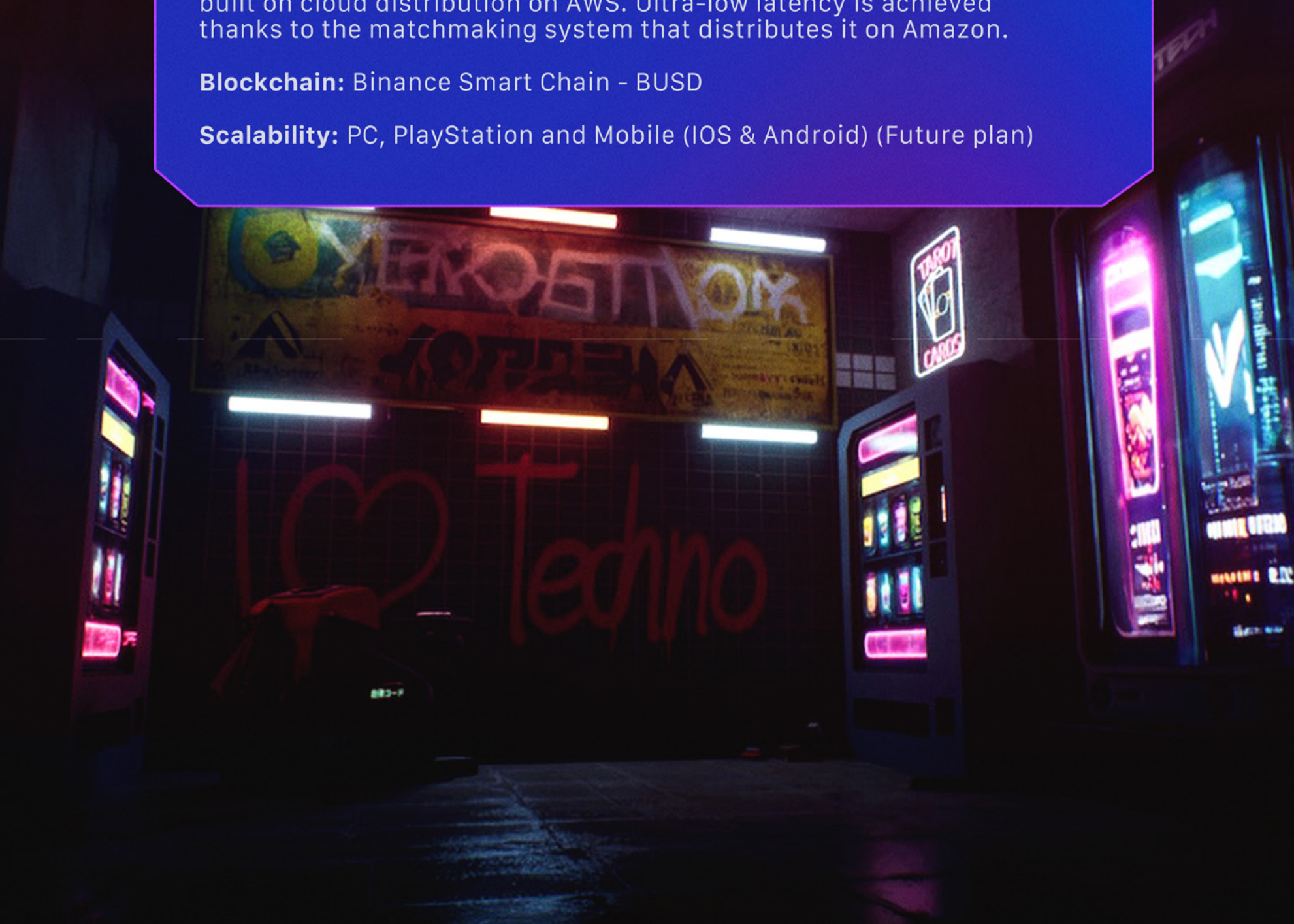
Lag Compensation algoritmaları: With the "interest manager", which we developed so that the game can capture the feeling of fast pace, more data is shared if other players interacting with the player are close in distance, as in MMO infrastructures, and the transferred packages are shared by decreasing the distance.

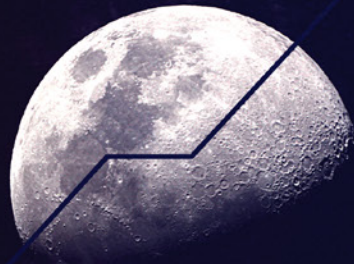
Along with all this, the difference in latency between regionally different players has also been made fair.

Server Architecture and Matchmaking: The whole structure was built on cloud distribution on AWS. Ultra-low latency is achieved thanks to the matchmaking system that distributes it on Amazon.

Blockchain: Binance Smart Chain - BUSD

Scalability: PC, PlayStation and Mobile (IOS & Android) (Future plan)





ECONOMIC OVERVIEW

Free to Play: For those who don't want to spend money on One Percent, our game is completely FREE! There is no item you can buy that affects the gameplay - none.

Play and Earn: For those who want to spend little and earn real money solely with their skills, we got you covered. You can battle in the Arena with other players and earn tokens based on your standing at the end of the game.

Game Token: \$ONCE: \$ONCE: It will be usable in One Percent as Digital Currency. It is essential for the "Play and Earn" game model. Completely risk free of inflation/deflation as the prices will be fixed to a fiat and converted to our token. We will encourage players to use our token even if they are only playing for free as all the items will be discounted for those who use our token in the marketplace.

Release Date: TBA

ROADMAP

Game Engine
Development
Started

2018

POC &
Prototype

2019

Test & Learn &
Iterate

2020

Blockchain Game
Concept & Team
Formation

2021

Seed Raund Token Sale,
Cyberpunk Game Design
& Implementation,
Seedify Incubation

2022 Q1

Unreal
Engine 5
porting.

2022 Q2

Block-chain
development &
integration.

2022 Q3

Alpha Launch,
TGE.

2022 Q4

Beta Launch
Launch Event

2023 Q1

Version 1.0
Launch

2023 Q2

2023

Q4

and the rest is to be announced...

EXECUTIVE TEAM

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BURAK BOZKLIR

Burak is involved in all key decisions at Lunas and has been leading the team since November 2021.

Burak is founder of 51 Digital Influencer Marketing Network, which is also selected as Turkey's #1 Influencer marketing agency at Inflow Awards in 2020. 51 Digital collaborated with 5.000+ influencers from Turkey, Germany, UK, US and some of European markets with more than 400+ brands like Amazon, Alibaba Group Companies, Unilever, P&G, PUBG Mobile as well as Turkey's #1 Decacorn company Trendyol's exclusive influencer marketing agency.

Burak and his companies are selected as Top 100 Startups & Entrepreneurs at Startups Watch and Big Bang Startup Challenge. He is also awarded as Top 100 Turkish Entrepreneur from Microsoft Turkey. His companies managed to achieve valuations of over \$10 million in total.

Since 2019; he is one of the selected mentors at Turkey's first gaming startup accelerator program PikselUp and Workup Startup Accelerator program and ITU Cekirdek. He is also an instructor at Turkey's leading education program Young Executive Academy with its more than 10.000+ young students.



CEO

EMIR ALP

Emir -the whizkid- has been developing since 10 years old. As a full stack developer, he is an inventor and master of various ideas to become alive from entertainment to transportation industries. Those ideas are not only awarded by prestigious names such as FWA but also featured in the media like BBC.

He is the CTO of Lunas Games, he is also the co-founder. He has got 20 years of experience as a professional & entrepreneur and still continues to develop, consult and ideate exciting projects.



CTO

TEAM
TEAM
TEAM

EXECUTIVE TEAM

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BATU ERBILGIN

Batu is a product and project manager with IT and marketing skills having 20 years of business background.

As a technology leader with proven record of leading global teams that deliver mission critical, differentiator, value driven technology solutions for clients, he worked in projects with global companies such as Amadeus, Turkcell, Atos, Sanofi and GSK

He worked for Turkcell (Turkey's leading telecom operator) product manager of gaming services. He managed cross-functional relationships with tech and marketing teams and vendors.



COO

After his corporate career he founded Kyros Mobile software house in 2012 completing over 100+ software development projects, including clients from Gaming, Finance, Telecom, Health, Automotive, Electronics and E-Commerce industries. In 2021 he founded Sonic Digital agency to serve clients on digital strategy, branding and marketing operations.

He became a game lover after playing his first PC game (Buck Rogers) in 1987 on Commodore 64, and worked in the gaming industry both in development and marketing stages. He is a chess lover, Dj/producer with released tracks from various labels and guitar player. His favorite console is the Amiga 500.

EMRE TANDAR

Emre is the co-founder and Head of Game Design at Lunas since November 2021.

Emre is also the co-founder and game developer at Tapptick Games. With Tapptick Games, he has published more than 60 games on various platforms since 2016 with Rollic Games and Homa Games.

Emre is also a very experienced AR & VR developer. Emre developed software solutions for global companies like BSH, SAP, Oracle, Odea Bank and so on. He has developed the very first VR research software in the world for Ipsos Research



HEAD OF
DESIGN

EXECUTIVE TEAM

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CAN YILDIZLI

Can is the co-founder and Head of Strategy at Lunas since November 2021.

Can is also the co-founder and managing partner of digital transformation and design company Ting that operated in Istanbul and London, working with companies such as Allianz, Arçelik, Beko, Karaca, Sanofi, Hopi and many more.

Prior to Ting, he worked for Turkey's leader companies such as Telco giant Turkcell in where, he was responsible for digital marketing, engagement and community management activities like music, gaming and loyalty;



HEAD OF
STRATEGY

leader entertainment company Pozitif in where he was the marketing and media director; and also worked for advertising agencies such as Grey and Wanda in where he worked for brands such as Nike, Google, HSBC, P&G, Ulker and so on.

Through these years, his work has been recognized by the industry with many of its most esteemed awards such as Kristal Elma, Loyalty Awards, Clio Awards, Altın Örümcek, Mixx Awards.

ALPER RENDE

Alper is involved in content & influencer marketing at One Percent with his background as a digital production agency and YouTuber with more than 5 million followers.

He has reached over 100 million accesses with the Vine application since 2013. After that he started to produce content on YouTube in 2018. He has released the world's first digital competition format ESCAPE content on YouTube and reached over 5 million subscribers. He has more than 10 YouTube channels which totally has more than 15 million followers in his production company RND DIGITAL, which he founded for digital content production.



HEAD OF
CONTENT

Although Alper is an expert drummer who has been on stage for 5 years and he is a video player who has devoted himself to MMORPG games between 2005-2012. His favourite MMORPG game is Silkroad Online.

EXPERIENCED TEAM

Esengül Sağdıç
Head of Community Management

Simon Brennström
Behavioral Research Analyst

İpek Tandar
Senior Game Developer

Can Yelok
Game Economics

Emre Tanrıverdi
Concept Artist

Bahadır Ayta
3D Modeller

Said Bilir
3D Artist

Şafak Kocaer
UX & UI Designer

Mümtaz Hacıpaşaoğlu
Legal Counselor

Büşra Bektaş
HR Manager

Rüya Baraz
3D Character Artist

Emin Cenker
3D Character Artist

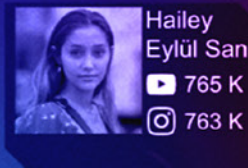
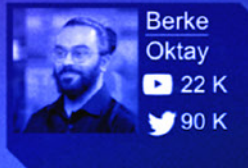
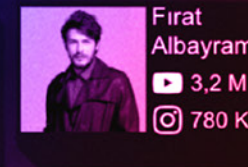
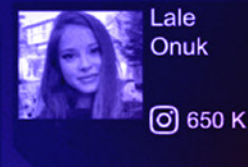
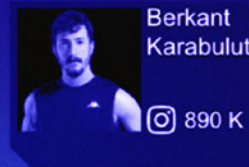
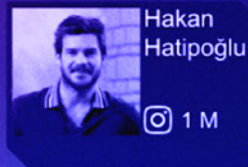
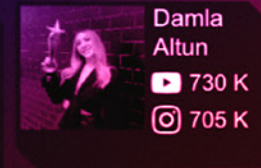
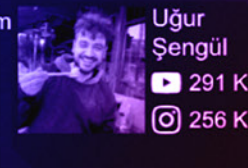
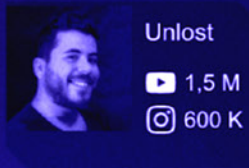
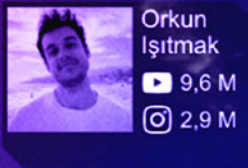
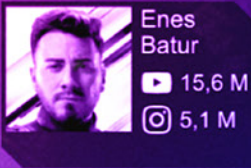
Burak can timucin
Game Developer

Sumru Timucin
Game Developer

Oguz Gul
3D Animator

Onur Olgun
Audio Engineer

Some of Seed Investor of 1% (Soon to be 100+ influencer backers)



BACKERS

PARTNERS

Seedify - 51 Digital - RND House
Ting - Sonic - Luvi




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[instagram.com/onepercent.game](https://www.instagram.com/onepercent.game)

 **Twitter/OnePercent_Game**
twitter.com/OnePercent_Game

 **Medium/@OnePercentGame**
medium.com/@OnePercentGame

 **YouTube**
<https://www.youtube.com/channel/UC7XMzgB2zFIMFJSOGIQDY2w>

 **Telegram Announcement :**
OnePercentOfficial
<https://t.me/OnePercentOfficial>

 **Telegram Community :**
OnePercentCommunity
<https://t.me/OnePercentCommunity>

hello@lunas.games



CONTACT

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