

# 2022 Q1 GameFi Industry Report

April 30, 2022



# Introduction

 This report summarizes and analyzes GameFi industry data from Q1 2022, including the performance of the GameFi industry as a whole and on each chain, as well as GameFi token liquidity and GameFi fundraising analysis. It also tracks key data of STEPN, the hot GameFi program this quarter.

Footprint Analytics X

- This report is jointly published by Footprint Analytics and Degame; Data source for this report: <u>DeGame & Footprint Q1 GameFi Report</u>. For more GameFi data and analysis, please visit <u>footprint.network</u> and <u>DeGame.com</u>
- Contact us:
  - Footprint Analytics: Website Twitter Discord Telegram
  - DEGAME: <u>Website Twitter Discord Telegram</u>

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# **Contents of the Report**

# 1. GameFi Market Performance Overall

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5. Tracking Key Data of Hot GameFi Projects

### 1. GameFi Market Performance Overall



Overall performance is relatively stable

#### Summary: Up strongly at the beginning of January, down in February-March, and up slightly at the end of March

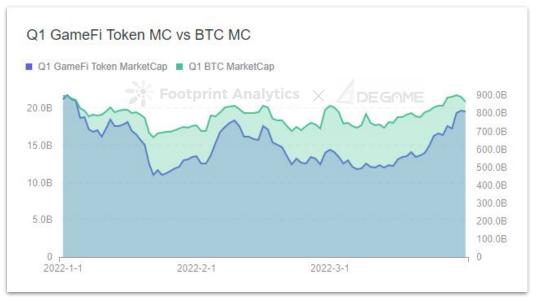
- Summary: Up strongly at the beginning of January, down in February-March, and up slightly at the end of March
- > Trading volume: \$6.322B, of which Harmony 48.58%, Ronin 26.85%, BSC 14.25%
- > Total number of players: maintained at 1.2M, no significant addition or loss
- Number of new games: 242, the largest number of games on ETH, but ETH's player share and transaction volume in the overall GameFi market share is not ideal
- > Player distribution: The top three chains with the most players are WAX (28.83%), Hive (28.55%), and BSC (13.4%)
- Distribution of transaction volume: the top three chains with the most players are WAX (77.7%), Hive (11.99%), and BSC (2.01%), and the distribution of each chain is obviously different

# 1.1 GameFi Token Market Cap vs BTC Market Cap



Positive correlation between the two trends, with GameFi token down 15% in Q1

- The trend of GameFi Token market cap and BTC market cap in Q1 showed a positive correlation
  - Overall market cap declined from the beginning of January to February, followed buy a rise and fall in mid-February, then a sharp rise in March
- Compared to the beginning of the quarter, the market cap of GameFi tokens and the market cap of BTC both fell at the end of Q1, and GameFi tokens fell more than BTC
  - The overall BTC market cap fell 4%, from \$899B to \$865B
  - GameFi tokens dropped about 15%, from \$21B to \$18B

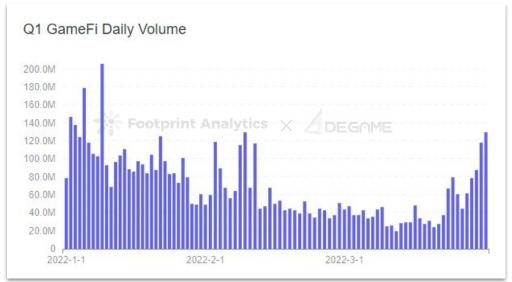


# 1.2 Daily Trading Volume of GameFi Project



A decline that reversed at the end of March

- The highest trading volume (January 9, 2022) was over \$200M
- The average daily trading volume from mid-February to mid-March was less than \$40M, with a low of \$20.046M on March 12
- Until late March, with the overall recovery of the market, GameFi's daily trading volume increased, but did not reach the highs of early January



#### **Q1 GameFi Daily Volume**

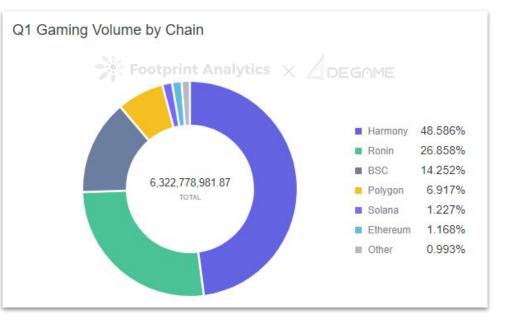
# **1.3 Total Trading Volume of GameFi by Chains**



Total trading volume was \$6.322B, with Harmony, Ronin and BSC taking nearly 90%

#### Ranking of trading volume by chains

- No. 1: Harmony, \$3.07B (48.586%)
  - The explosion of DeFi Kingdoms brought a lot of transactions, and the game accounted for 80% of the total trading volume on Harmony
- No. 2: Ronin, \$1.69B (26.858%)
- No. 3: BSC, \$0.9B (14.252%)
- Ethereum trading volume was \$73.81 M (1.168%)
  - High gas fees and slow speeds are causing games to launch on other chains



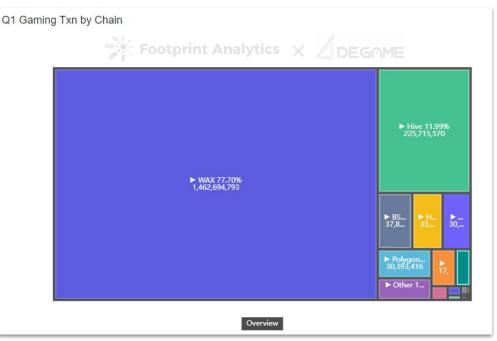
#### Q1 Gaming Volume by Chain

# 1.4 GameFi Transactions by Chain



The gap in the percentage of each chain is obvious, and WAX is in the absolute lead

- Q1 GameFi transactions by chain have a clear gap
- WAX is the absolute leader in the transactions of GameFi in Q1, accounting for 77.7% of the total game transactions of all chains combined, totaling \$1,462.7 million
  - Its transactions were mainly generated by Alien Worlds (47.5%) and Farmers World (45%)
- No. 2 Hive with 11.99% and \$225 million
- No. 3 BSC with 2.01% and \$37.84 million

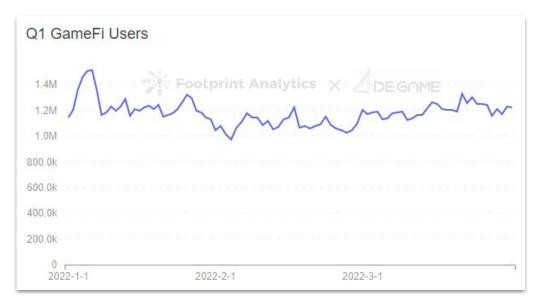


#### Q1 Gaming Txn by Chain

### 1.5 GameFi Player Numbers

#### Stable over 1 million

- Although GameFi tokens' market cap and daily trading volume declined, the player base was unaffected throughout Q1
- The overall number of players showed a significant increase in the beginning of January
  - The highest was around 1.51M players
  - The lowest point was 972,698 players
     on February 4
- The overall number of players in Q1 remained largely in the 1.2M range



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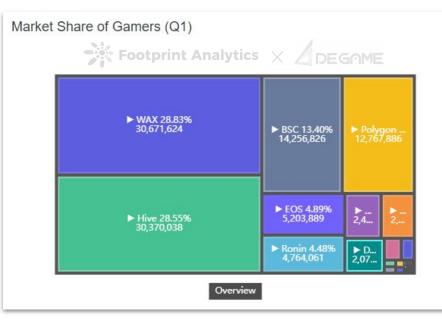
#### **Q1 GameFi Users**

# 1.5 GameFi Player Numbers



The top 4 chains with the largest number of players are WAX, Hive, BSC and Polygon

- The top 4 chains with the highest number of players accounted for 82.78%, namely: WAX (28.83%), Hive (28.55%), BSC (13.40%), Polygon (12%)
- Hive: Splinterlands is a dominant player
  - The game has a total of 30.34 million players, with 99.9% share
- WAX: Several popular games
  - Alien Worlds accounts for 57%, with 17 million users
  - Farmers Wolrd accounts for 27.44%, with 8.4 million users
- BSC: more head games, relatively balanced player distribution, the top 3 are MOBOX (18.39%), SecondLive (16.85%), Bomb Crypto (15.86%)
- Polygon: Crazy Defense Heroes accounts for 53.87% of players

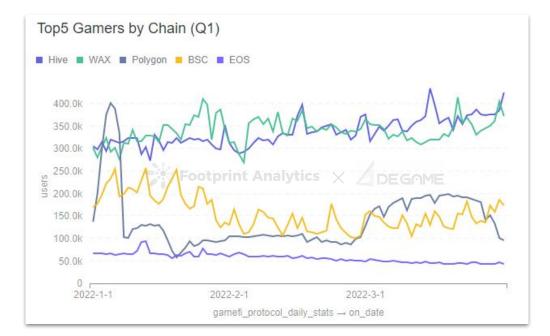


#### Market Share of Gamers (Q1)

#### 1.5 GameFi Player Numbers

Hive and WAX are alternately leading in the comparison of the number of players, and are fluctuating upwards

- Hive's player base grew from 305.388k to 425.38k, with a Q1 growth rate of 39.29%.
- WAX's player count grew from 303.144k to 373.829k with a Q1 growth rate of 23.32%
- Polygon was in rapid decline after a strong start to Q1
- BSC and EOS remained stable in the third and fifth positions



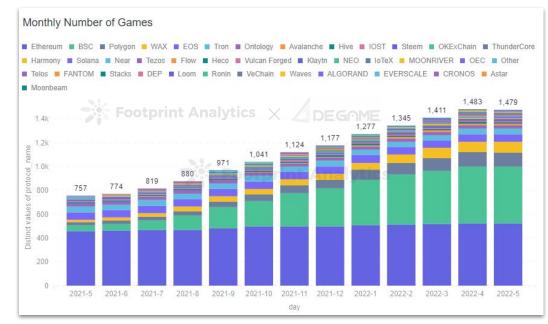
#### Top5 Gamers by Chain (Q1)

### 1.6 Game Number



#### The top 3 chains in terms of number of games are ETH, BSC and Polygon

- The number of GameFi games grew slowly in Q1, from 1,200 to 1,424, and the head clustering effect is obvious
  - ETH: 500 games, still the chain with the most games, but the growth rate is slow, with only 16 games added in Q1
  - BSC: The fastest growing number of games, from 332 to 448, basically the same as ETH
  - Polygon and WAX have also performed well



**Monthly Number of Games** 

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# 2. GameFi Performance by Chain

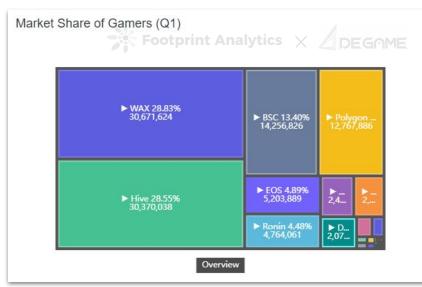
Game Token Liquidity Analysis
 GameFi Fundraising Analysis
 Tracking Key Data of Hot GameFi Projects

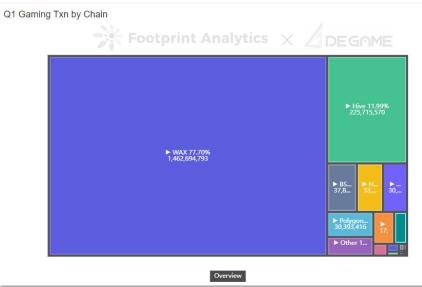
# 2.1 GameFi Performance by Chain



WAX: Alien Worlds and Farmers World account for the majority of player market share and transactions

- Proportion of players
  - Alien Worlds 57.14%, Farmers World 27.44%, PROSPECTORS 3.04%, Dragons Valley 1.51%
- Proportion of transactions
  - Alien Worlds 47.55%, Farmers World 44.97%, Farming Tales 1.54%, PROSPECTORS 0.99%





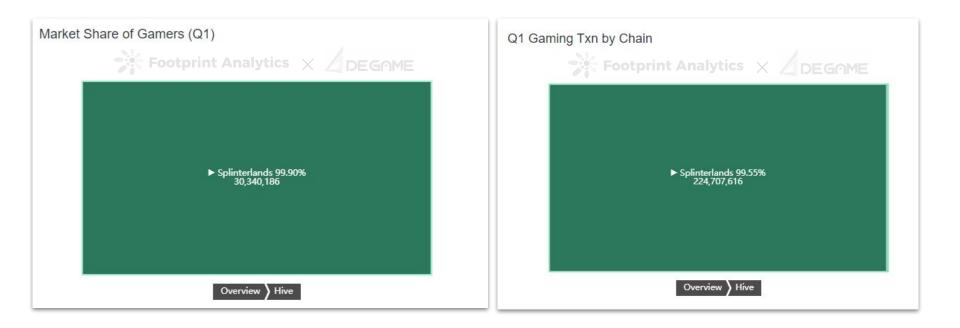
#### Market Share of Gamers (Q1)

#### Market Share of Gamers (Q1)

### 2.2 GameFi Performance by Chain



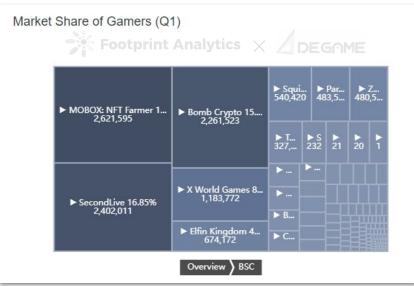
Hive: Splinterlands accounts for 99.90% of the market share of players and 99.55% of the transactions



### 2.3 GameFi Performance by Chain

BSC: There are more head games on BSC, so the market share of each game is relatively evenly distributed

- Proportion of players
  - MOBOX: NFT Farmer 18.39%, Second Live 16.85%, Bomb Crypto 15.86%, X World Games 8.30%, Elfin Kingdom 4.73%
- Proportion of transactions
  - Bomb Crypto 29.20%, MOBOX: NFT Farmer 10.38%, The Crypto You 8.42%, Second Live 8.22%, X World Games
     6.90%



Q1 Gar	ning Txn by Chain Footprint	Analytics	$\times$			
		► The Crypto 3,185,475	► Sq 1,381	▶ Bi 1,27	▶ 8	► Z 867
	► Bomb Crypto 29.20% 11,050,908	► SecondLive 3,112,251	▶ 73 ▶ B	▶ 70 6	54	49
	► MOBOX: NFT Farmer 10.3 3,927,319	► X World Ga 2,612,388	► S			
Overview BSC						

**Footprint Analytics**  $\times$  **DEG** $\cap$ ME

### 2.4 GameFi Performance by Chain



Polygon: Over half the players are at Crazy Defense Heroes, but the top 4 in terms of Txn do not show a clear gap

- Proportion of players
  - Crazy Defense Heroes 53.87%, Sunflower Farmers 21.90%, Arc8 by GAMEE 9.46%, Pegaxy 9.28%
- Proportion of transactions
  - Sunflower Farmers 27.83%, Crazy Defense Heroes 23.60%, Pegaxy 22.34%, Arc8 by GAMEE 18.48%

Market Share of Gamers (Q1) Footprint Analy		ME	Q1 Gaming Txn by Chain Footprint	t Analytics $\times$ / DEGA	ME
	► Sunflower Farmers 21.90% 2,795,532	► Are8 by GA 1,208,270	► Sunflower Farmers 27.83% 8,459,341	► Pegaxy 22.34% 6,791,090 ► Arc8 by GAI 5,618,	MEE 18.48% 204
► Crazy Defense Heroes 53.87% 6,878,057			N Corre De faces Harves 20 60V		
	Pegaxy 9.28% 1.185.330	▶ RE ▶ ▶ 163,6 11 99, 53	► Crazy Defense Heroes 23.60% 7,173,450	▶ Decentral.         ▶ Aavego         ▶         ▶         ▶           ▶ Decentral.         ■ REVV R         ▶ R         ▶         ▶	
Overview Po	lygon		Ov	verview 👌 Polygon	

# 2.5 GameFi Performance by Chain



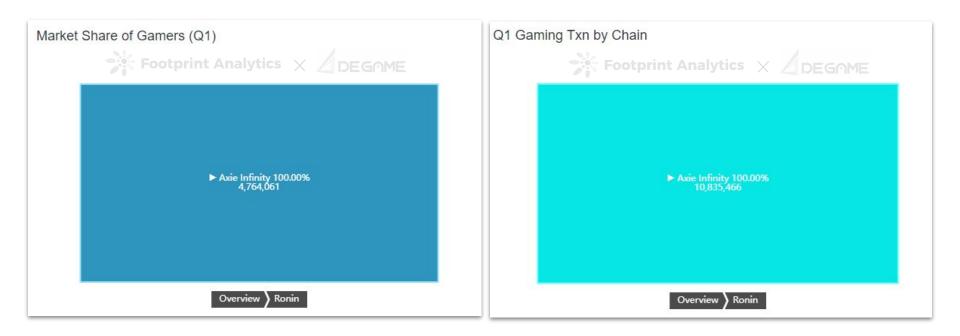
EOS: Upland account for most of the players and transactions on EOS

- Proportion of players
  - Upland 94.13%, PROSPECTORS 3.68%, Wombat Dungeon Master 1.18%, PROSPECTORS 3.68%
- Proportion of transactions
  - Upland 85.06%, PROSPECTORS7.38%, Wombat Dungeon Master 4.07%, PROSPECTORS 7.38%

	E	Q1 Gaming Txn by Chain	
► Upland 94,13% 4,690,440	▶ P 191 61		ISPECT 11,975
	▶ C 46,	► Crypt	to Dy 256
Overview EOS		Overview EOS	

#### 2.6 GameFi Performance by Chain

Ronin: Axie Infinity takes up the entire chain



# 2.7 GameFi Performance by Chain



#### Avalanche: Crabada is in the absolute lead

- Crabada accounts for 70.81% of the number of players and 98.29% of the transactions
- Proportion of the number of players of the other games: Pizza Game 15.02%, Yield Hunt 10.89%, Avaxtars 2.07%, Avax Wolf Game 0.90%

Market Share of Gamers (Q1)		Q1 Gaming Txn by Chain
	▶ Pizza Game 15.02% 64,543	Footprint Analytics X
► Crabada 70.81% 304,231		► Crabada 98.29% 17,144,512
	► Yield Hunt 10.89% 46,781	
Overview ) Avalanche	► Av 3,880	Overview Avalanche

### 2.8 GameFi Performance by Chain

ETH: The overall distribution of game is is relatively even

- Proportion of players
  - Mirandus 20.00%, NFT Worlds 7.80%, Farm Land by Pixels 7.26%
- Proportion of transactions
  - Mirandus 35.90%, Decentraland 5.86%, Farm Land by Pixels 5.47%



\* Footprint Analytics imes DEGMME

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# 3.1 Game Token Liquidity Analysis



On most CEXs, 20-30% of newly listed tokens are from GameFi projects.

- Among the centralized exchanges we track, a total of 157 tokens were listed in Q1 2022, 28 of which were GameFi tokens, accounting for 17.8% of the total
- Statistics of GameFi tokens on exchanges:
  - The highest exchange is Bitglobal (Bithumb), accounting for 30% of the total coin offerings
  - Kraken was the centralized exchanges with the least GameFi tokens as a percentage of its total
  - The rest of the exchanges have around 20% of GameFi tokens on board

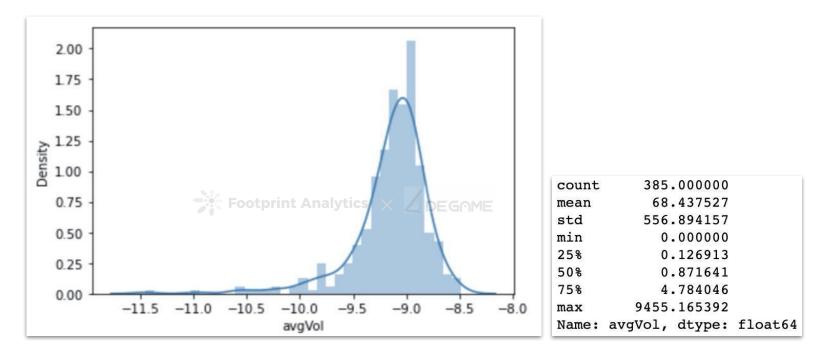
	Binance	окх	Huobi Global	KuCoin	FTX	Kraken	Bithumb/ Bitglobal
22 Q1 token listed	11	18	49	30	20	19	10
Number of GameFi Tokens	2	4	10	6	3	0	3
Percentage	18.18%	22.22%	20.41%	20.00%	15.00%	0.00%	30.00%
Exchange - Total							
Exchange - Total							

# 3.2 Game Token Liquidity Analysis

GameFi tokens' average daily trading volume is normally distributed, with a concentration of \$100,000 per day

**Example 7** Footprint Analytics  $\times$  **DEGOME** 

• By tracking the daily trading volume of nearly 1,000 GameFi tokens, we found that the performance of GameFi tokens is extremely uneven, with a large gap between the performance of head and tail GameFi tokens. The head GameFi tokens have extremely high trading volume and occupy most of the market share.

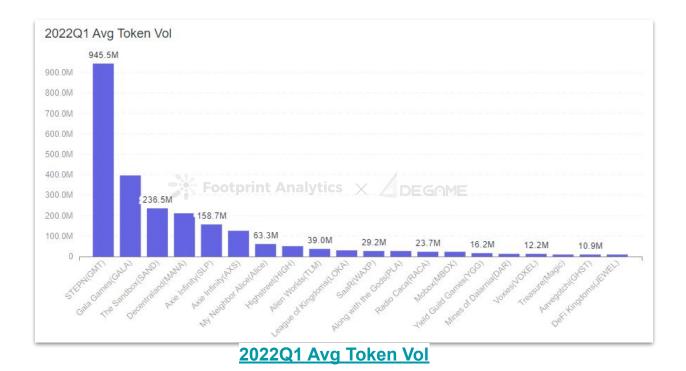


# 3.3 Game Token Liquidity Analysis



The highest daily trading volume of GameFi Token is GMT

• GMT is the governance token for STEPN, with an average daily trading volume of nearly \$100M. STEPN is currently the best performing GameFi project in terms of token liquidity. It is followed by Gala Games, The Sandbox and Decentraland



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# 4. GameFi Fundraising Analysis



Summary: GameFi funding increased 194.19% year-over-year and decreased 40.78% season-over-season. Independent games got the most rounds, followed by game platforms (i.e. guilds) that were funded, mainly in the seed round; Polygon is the chain with the highest number of independent game projects with fundraising and the highest amount of fundraising; Animoca Brands was the most active investment institution this quarter

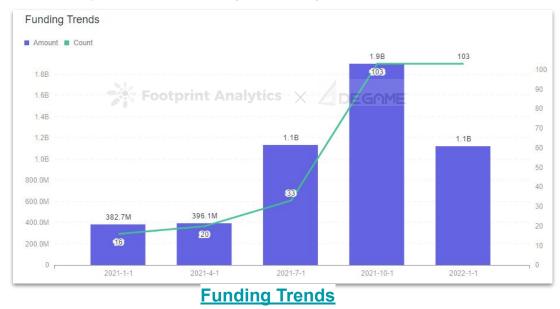
- SameFi sector overall funding: \$1.126 billion, up 194.19% year-over-year, down 40.78% sequentially
- By number of fundraisings: The top 3 types by funding are independent games, game platforms and metaverse games, of which independent game financing accounts for the largest proportion, a total of 63, accounting for 61.17% of the total financing events. The other 2 types accounted for 26.21% and 4.85%, respectively.
- By GameFi type: Platform projects have the highest funding amount of \$551 million, accounting for 48.93% of the total funding of the GameFi sector; independent games have the second highest funding amount of \$287 million, accounting for 25.5%.
- > By fundraising round: The largest number of Seed rounds and the largest amount of strategic rounds
- > By Investment Institution: Animoca Brands is the most active among investment institutions

# 4.1 GameFi Fundraising Analysis



GameFi funding increased 194.19% year-over-year and decreased 40.78% season-over-season.

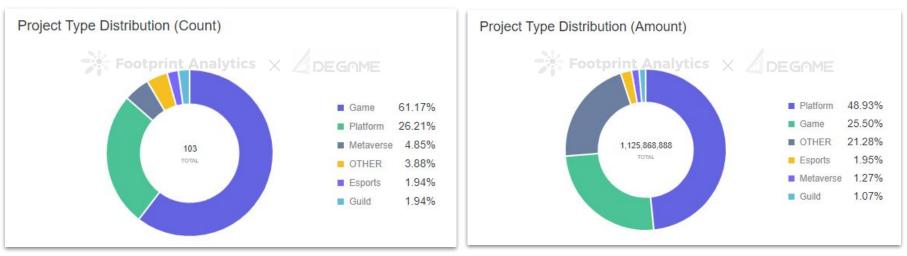
- In terms of trend, both the number of GameFi funding rounds and the amount of funding raised in each quarter of 2021 have increased significantly compared to the previous quarter.
- Number of rounds raised: 103 in Q1 2022, up 139.54% from the quarterly average of 43 rounds raised in 2021
- Funding volume: Q1 2022 was \$1.126 billion, up 18.01% from the quarterly average funding volume of \$954 million in 2021, and down 40.78% from Q4 last year, which was the highest funding volume.



# 4.2 GameFi Fundraising Analysis

#### By project type: Independent games got the most rounds, followed by game platforms that were funded

- Number of funding: The top 3 types of funding were 63 for independent games (61.17%), game platforms (26.21%) and metaverse (4.85%)
- Funding amount: The top 2 types of projects are game platforms \$551 million (48.93%) and independent games \$287 million (25.5%)
- Average funding amount of independent games: game platforms \$20.40M > independent games \$4.55M
- Metaverse, guild and e-sports projects still account for a smaller share in terms of both the number of financing and the amount of financing



#### **Project Type Distribution (Count)**

#### **Project Type Distribution (Amount)**

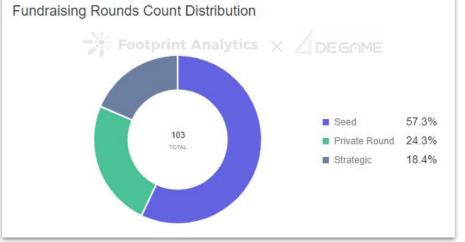
Note: Other categories include Immutable, BreederDao, GameFam and TeaDAO, where Layer2 project Immutable closed \$200 million in the quarter, accounting for 83.47% of the funding in other categories

# 4.3 GameFi Fundraising Analysis



By funding round: Most rounds are seed rounds but strategic rounds raise more money in total

- Number of rounds: Seed rounds accounted for the largest number of rounds at 59, or 57.3% of the total
- Amount of funding: 52.4% were strategic rounds, including from Animoca Brands (\$358M) and Immutable (\$200M), followed by seed rounds, accounting for 20.76% of the total amount of funding
- Average Seed round funding per project: \$4.91M





#### **Fundraising Rounds Count Distribution**

**Fundraising Rounds Amount Distribution** 

# 4.4 GameFi Fundraising Analysis

By chain: Polygon had the most independent game with fundraising and the highest amount of fundraising

- Top 4 blockchains by funding amount:
  - Polygon: \$71.4 million
  - Solana: \$43.6 million
  - Ethereum: \$34.5 million
  - BSC: \$16.3 million
- By number of rounds:
  - Polygon: 11 rounds
  - Ethereum: 11 rounds
  - Solana: 9 rounds
  - BSC: 7 rounds
  - By average project funding: Games on Polygon have the highest average funding at \$6.49M per project



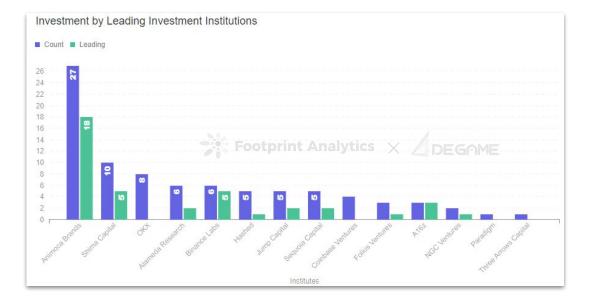
#### **Chain of Gaming Fundraising Distribution**

# 4.5 GameFi Fundraising Analysis



By number of investments: Animoca Brands was the most active investor

- Animoca Brands: 27 investments, 18 lead investments
  - Animoca received the largest funding of the quarter in the sector at \$358 million
- Binance Labs: 6 investments, 5 lead investments
- A16z: 3 investments, all lead investments
- OKX, Coinbase Ventures, Paradigm, Three Arrows Capital all made investments, all with follow-on investments



#### **Investment by Leading Investment Institutions**

# 4.6 GameFi Fundraising Analysis

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By fundraising amount: Animoca received the largest funding of the quarter in the sector at \$358 million

- 9 projects with over \$15 million in funding
  - 3 are independent games, with the highest being FCF, which received \$40 million in funding
  - 4 platform projects, the largest of which was Animoca Brands, which received \$358 million in funding, the largest funding round in the GameFi circuit this quarter

Logo	Project	Category	Amount	Lead Investment
anime ca BRANDS	Animoca Brands	platform	\$358,888,888	Liberty City Ventures
Ô	Immutable	other	\$200,000,000	Temasek
	Loco	platform	\$42,000,000	Hashed
FCF	Fan Controlled Football(FCF)	game	\$40,000,000	Animoca Brands and Delphi Digital
۲	Crypto Unicorns	game	\$26,000,000	TCG, Backed VC
<b>2</b>	Gamefam	other	\$25,000,000	Konvoy and Play Ventures
20	C2X	platform	\$25,000,000	FTX Ventures, Jump Crypto and Animoca Brands
6	Carry1st	platform	\$20,000,000	a16z, Google
	MetalCore	game	\$15,000,000	BITKRAFT Ventures and Delphi Digital

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# 5. Tracking Key Data of Hot GameFi Projects



#### Star of the Season - STEPN

• STEPN is a move-to-earn GameFi project built on Solana. Users can buy running shoes in the game and earn through running; its core gameplay also includes making and trading shoes and gems, and STEPN is still expanding new gameplay and token usage scenarios



## 5.1 Tracking Key Data of Hot GameFi Projects



4.0B

3.5B

3.0B

2.5B

2.0B

1.5B

500.0M

0

#### Strong Rise of STEPN

STEPN was officially launched in January and reached 21K daily active users and 66K monthly active users in February. According to
recent announcements, STEPN's total downloads have exceeded 1 million, daily active users have exceeded 200,000, the daily NFT
transaction volume exceeded \$10 million, and the profit was \$26 million in Q1 of 2022. The daily trading volume of its token GMT once
exceeded Bitcoin.



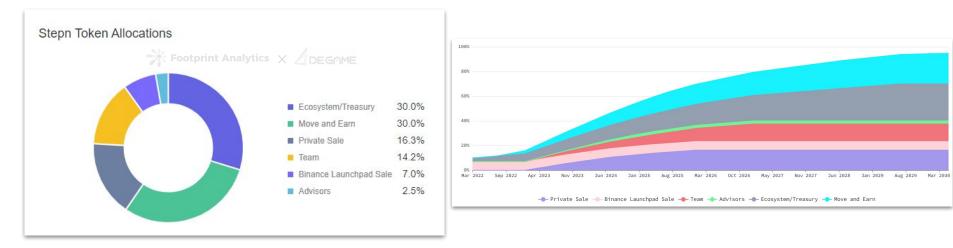
**STEPN GMT Price & Trading Vol** 

## 5.2 Tracking Key Data of Hot GameFi Projects



#### **Tokenomics Model**

- STEPN is an tokenomics model with 2 tokens
  - Game Token GST, comes with an unlimited supply
  - Governance tokens GMT, with a token supply of 6 billion. 33% of these are allocated to the team, private sales, and advisors and will be released starting in March 2023.

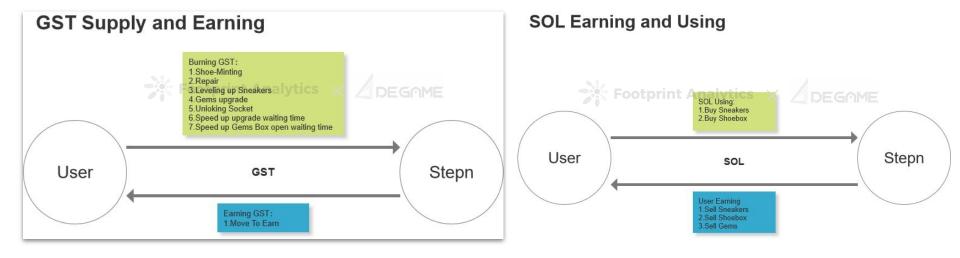


## 5.2 Tracking Key Data of Hot GameFi Projects



#### **Tokenomics Model**

- GST and GMT can be exchanged directly into USDC in app's native wallet
- DEX Raydium and Orca also support trading of GST and USDC

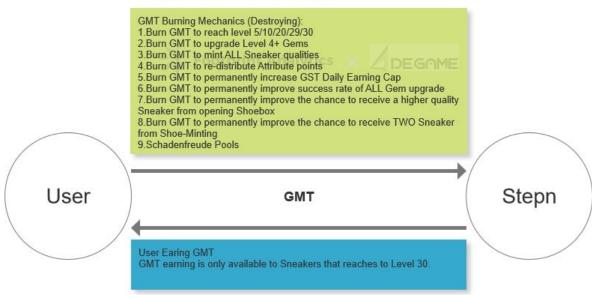


## 5.2 Tracking Key Data of Hot GameFi Projects



- Solana's token, SOL, is also used in the circulation of STEPN
  - SOL is maily used in transactions of shoes and gems

#### **GMT Burning and Earning**



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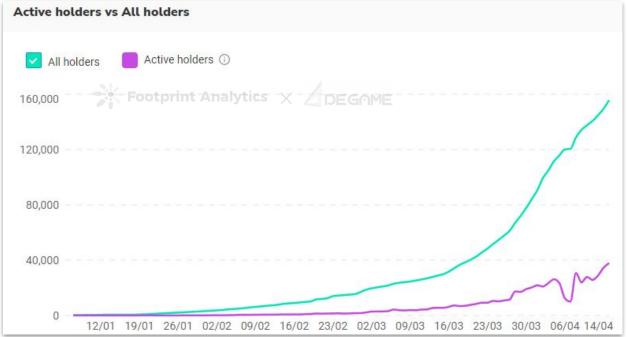
# 5.3 Tracking Key Data of Hot GameFi Projects



#### The number of User

• Since the game launched in January, the number of users in Q1 has been growing exponentially and gaining momentum,

and the number of GST addresses on chain is close to 160K

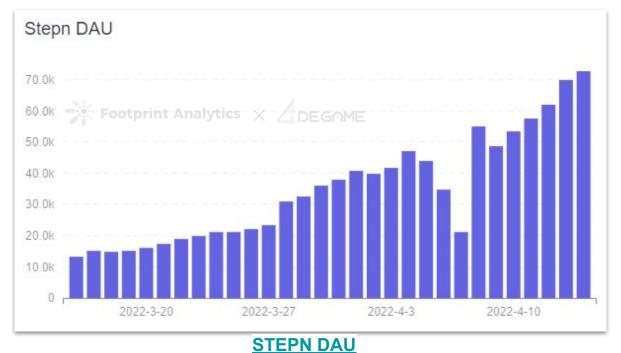


## 5.4 Tracking Key Data of Hot GameFi Projects



#### Number of daily active addresses

• Since its launch in January, the number of daily active addresses between Wallet and Spending has been rising and surpassed 60K in April

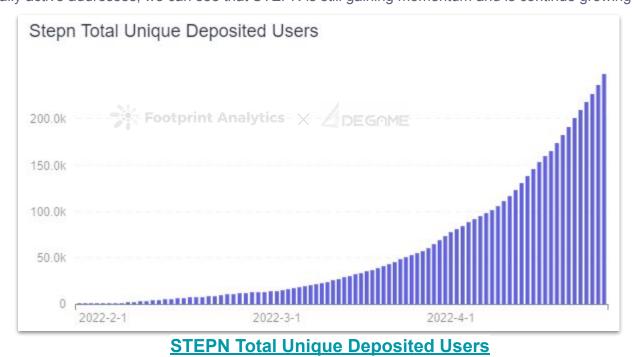


## 5.5 Tracking Key Data of Hot GameFi Projects



Cumulative number of independent wallets recharged

• The cumulative number of independent wallets topped 100K at the beginning of April, and also by the number of new top-up users and daily active addresses, we can see that STEPN is still gaining momentum and is continue growing

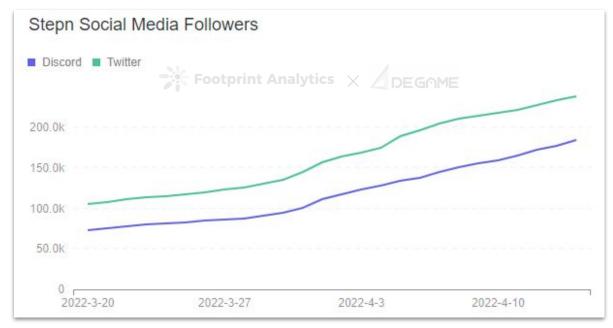


## 5.6 Tracking Key Data of Hot GameFi Projects



#### Number of community member

- STEPN's follower base has been growing since its launch, in terms of both the main community Twitter and Discord
  - Twitter followers are close to 250K
  - Discord is also close to 200K followers and has a relatively active community

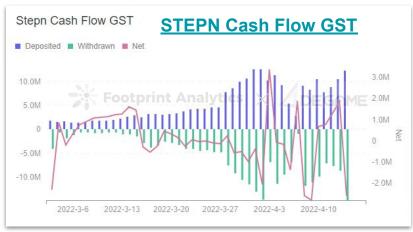


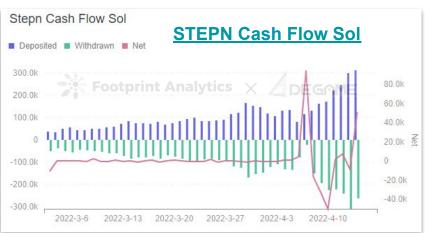
#### **STEPN Social Media Followers**

## 5.7 Tracking Key Data of Hot GameFi Projects

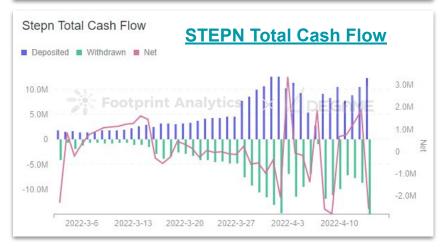
#### Financial flows

- Official wallet GST daily incoming and outgoing amounts reached the level of \$10M, with daily withdrawals and deposits showing a stepped increase at the end of March, but net inflows and outflows have basically been achieved a dynamic balance
- Official wallet SOL daily flows exceeded 300K and did not show significant net outflows
- Overall net flows from SOL and GST combined look healthy, but have been fluctuating more since April





Footprint Analytics X



## 5.8 Tracking Key Data of Hot GameFi Projects



#### Comparison with Axie in the same perio: STEPN is trending positive

- SLP prices showed a 3-peak wave in Q1, with one peak lower than the other; at the end of the quarter, SLP prices largely returned to the prices at the beginning of the quarter
- GST price performance in Q1 was volatile and increased, with GST price showing a significant increase at the end of Q1 compared to the beginning of Q1



## 5.9 Tracking Key Data of Hot GameFi Projects

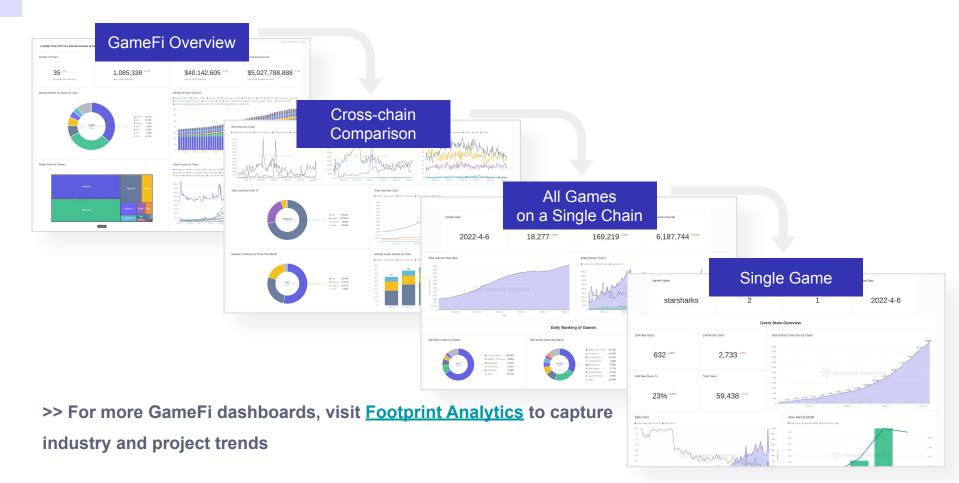


#### STEPN future plan

- STEPN will be on SocialFi, dedicated to promoting carbon neutrality to combat global warming.
  - STEPN is committed to creating a community of walkers, joggers and runners to help fight the epidemic of loneliness
  - Daily exercise, such as walking and getting outside, has proven to be a powerful and useful tool in the fight against depression
  - Leveraging SocialFi and building on Web3 to drive millions of people to lead healthier lifestyles while fighting global warming
- Strengthening anti-cheating
  - Continuously iterating anti-cheating rules. Recently, the app the team claimed to make STEPN's GPS 70 times more accurate than before
- **Token empowerment:** In Q1, \$26 million of all profits were used to buy back GMT and destroy it, with the intent of controlling GMT market circulation and thus beginning the empowerment of GMT
  - Balance of dual coin system: Allow most users to earn two coins at the same time, forming a balance between "user awareness, token price, NFT, and market".
  - Expand token usage scenarios as soon as possible
  - Meet more user needs: slowly not matching the needs of new users, but constantly exploring new application scenarios, such as establishing the relationship between GMT and NFT upgrades, account permanent attribute upgrades; creating a "Schadenfreude Pool" that allows users to rely on other people's "misfortune" to get some rewards.
- Collaborating with brands
  - Virtual sneaker co-branded with global brand ASICS at Binance IGO
  - Possible cooperation with Adidas and Nike

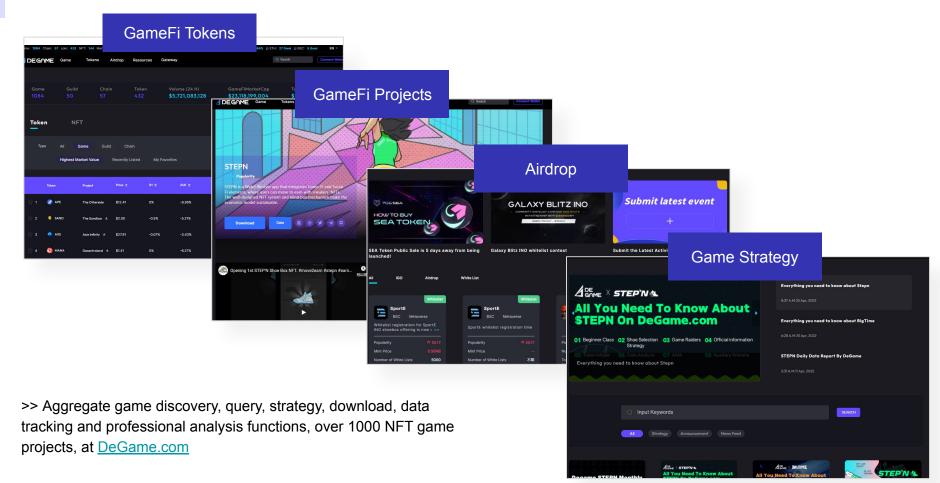
### Most Comprehensive GameFi Analytics





#### DeGame.com — Web 3.0 NFT game infrastructure platform









# Thanks

April 30, 2022





