



# BRAYZIN

The first project that earns token holders passive income

## WhitePaper

Version 1.0 - 21 December 2021

[Brayzin.io](https://brayzin.io)



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# What makes Brayzin unique?

Have you ever wondered how much money app game companies make for the hours you spend playing their mobile games?

How much of that money have you ever seen?

Now imagine a mobile game that makes you passive income for your time.

Introducing the Brayzin Project, which will entail the release of a free to play, match 3 puzzle game called, Brayzin Heist, whereby players will heist Brayzin tokens as a reward for completing milestone levels within the game. The deeper that players go into our game, the more tokens they will heist, thus incentivising players to complete as many milestone levels as possible.

BRZN is the first token whose value is linked to the number of players in our game network (both android and IOS), however we have learnt through experience that the most popular app games in the world are simple to use –match 3 puzzle games (think Candy Crush), however no one has attempted to tokenize the rewards in these games and that is where we come in.



Our app will be monetised using a combination of serving ads during natural breaks in the game between levels and offering in- app purchases to players whereby 80% of all revenue generated will be added into the Brayzin liquidity pool and locked for 100 years.

Once all liquidity pool tokens have been allocated by us into the Brayzin liquidity pool, 80% of all in-app revenue generated will be used to re-purchase tokens to be burned and thereby pushing the price of the token upwards. This cycle will continually happen each month and makes us one of the few projects whose token is continually backed by a growing cash reserve and thereby ensuring we continuously have a mechanism in our control to push the token price higher and higher.

The simple and addictive nature of our match 3 puzzle game will mean we are able to penetrate an audience in the hundreds of millions of players causing massive demand for our token and in turn massive revenue which then fuels our liquidity and token repurchase program.

Another major unique feature of our project is that once the initial ICO sale has been completed, we will never require further funding as 20% of all revenue received will go towards operating expenses including continuous marketing and the future development of the project while of all revenue received 80% is used exclusively for increasing the tokens value.

The bulk of the tokens that will ever be available (69%) can only be unlocked by playing our Brayzin Heist game and the quicker tokens are unlocked (earned) the quicker the token price will increase due to increased revenue available for liquidity pools and re-purchase for burning.

Another major unique feature of our project is that once the initial ICO sale has been completed, we will never require further funding as 20% of all revenue received will go towards operating expenses including continuous marketing and the future development of the project while of all revenue received 80% is used exclusively for increasing the tokens value.

Another core element to our uniqueness is that our project is straightforward to execute on as we only have to build a match 3 puzzle game (which we have done previously to test this concept) on both Android & IOS, integrate our Brayzin wallet into the game and we are good to go, no complex new technology enhancements or untested real world scenarios are needed to execute on this project, just a straightforward tokenised business model that will ensure success for all ICO participants and all players who play our game - it's a win-win.

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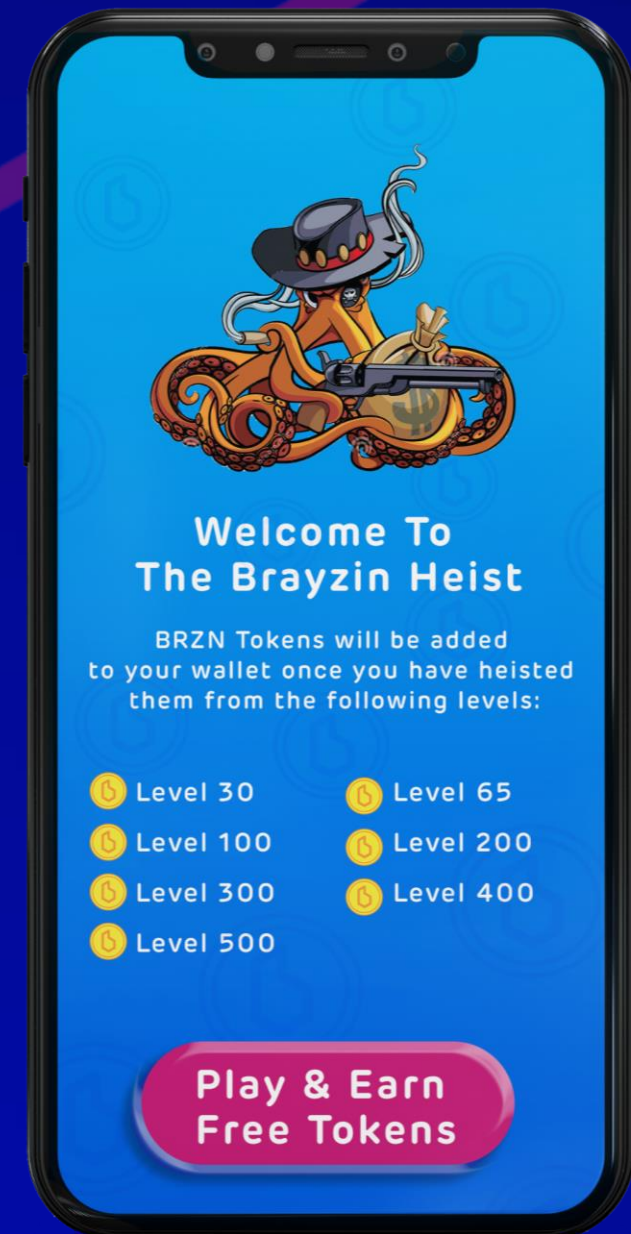
# The Game

Our game **“Brayzin heist”** will be similar to other match 3 puzzle games ( *Candy Crush* ) currently available on the Google Play Store and App store as these games have some very unique features:

- Very simple to understand and play
- Highly addictive due to dopamine receptors triggering in your brain each time you pass a level
- Eats' up “time slack”- time in a day where you have nothing else to do
- Endless levels make you want to achieve more and more complete levels

Due to the psychological triggers inherent in the game, this explains why Candy Crush is one of the few apps that have been downloaded over 1 billion times.

Now remember that when users are currently playing these match 3 games, there are no monetary incentives for them to play so imagine the effect when a reward of tokens awaits a player simply for completing specific levels within the game- the dopamine effect would be multiplied meaning the addictive nature and willingness to play longer and further into the game is also multiplied and that is exactly what our game Brayzin heist is all about\_- **“Play the game and heist tokens”!**



# Revenue Mechanics



The revenue streams that will be generated from within the Brayzin Heist apps will be a combination of serving ads along with offering in-app purchases, where players have the ability to pay to remove the ads thereby allowing them to play through the game quicker and be able to earn tokens quicker.

From the ad revenue perspective there are numerous ad networks available, with the biggest ones being Google Admob, Facebook Audience Network and Unity Ads, however we have found that the payment cycle and that they only pay out in fiat currency may not make them the best suited for our objective as we want to be able to continuously convert advertising revenue earned into Crypto in order to consistently prop up our liquidity pool and initiate re-purchase and burning of tokens as regularly as possible.



We therefore found two advertising networks that are most suited to us being **Adex.network** and **Appodeal.com**



## Why Adex:



-  Flexible pay-out dates of revenue earned therefore more liquidity added into Brayzin more frequently
-  Revenue paid in crypto

## Why Appodeal.com:

-  Maximum revenue per ad view due to bidding from multiple ad networks
-  Revenue paid out in crypto

The above are just a few of the plethora of ad networks available and we will A/B test different ad networks as we go and determine the most suitable to maximize revenue and ensure the most efficient payment cycles.

Players will also be able to make in-app purchases to

-  Remove ads
-  Jump x number of levels to make it easier to unlock tokens at future milestone levels

We anticipate that an interesting phenomenon will present itself as more and more players join the game, therefore more advertising revenue earned and therefore a higher token price (due to more liquidity added and tokens re-purchased and burned made possible by the advertising / in-app purchase revenue) creating a dynamic arbitrage opportunity for players who opt to purchase to remove ads and jump x levels to get to milestone levels to earn tokens whose value is now higher than the price of the in-app purchases made.

This leads to a situation whereby we will dynamically increase the price of the in-app purchase to ensure only a small arbitrage opportunity exists with the key benefit of leaving this arbitrage opportunity open as this then creates dynamically increasing revenue and dynamically increasing demand for our tokens to be earned and both these factors will become instrumental in creating massive liquidity / demand and naturally a higher and higher token price.

# Tokenomics

Max supply = **150,000,000 tokens**  
(fixed supply and immutable)

Ticker symbol: **BRZN**

Token type: Binance Smart Chain (BEP-20)

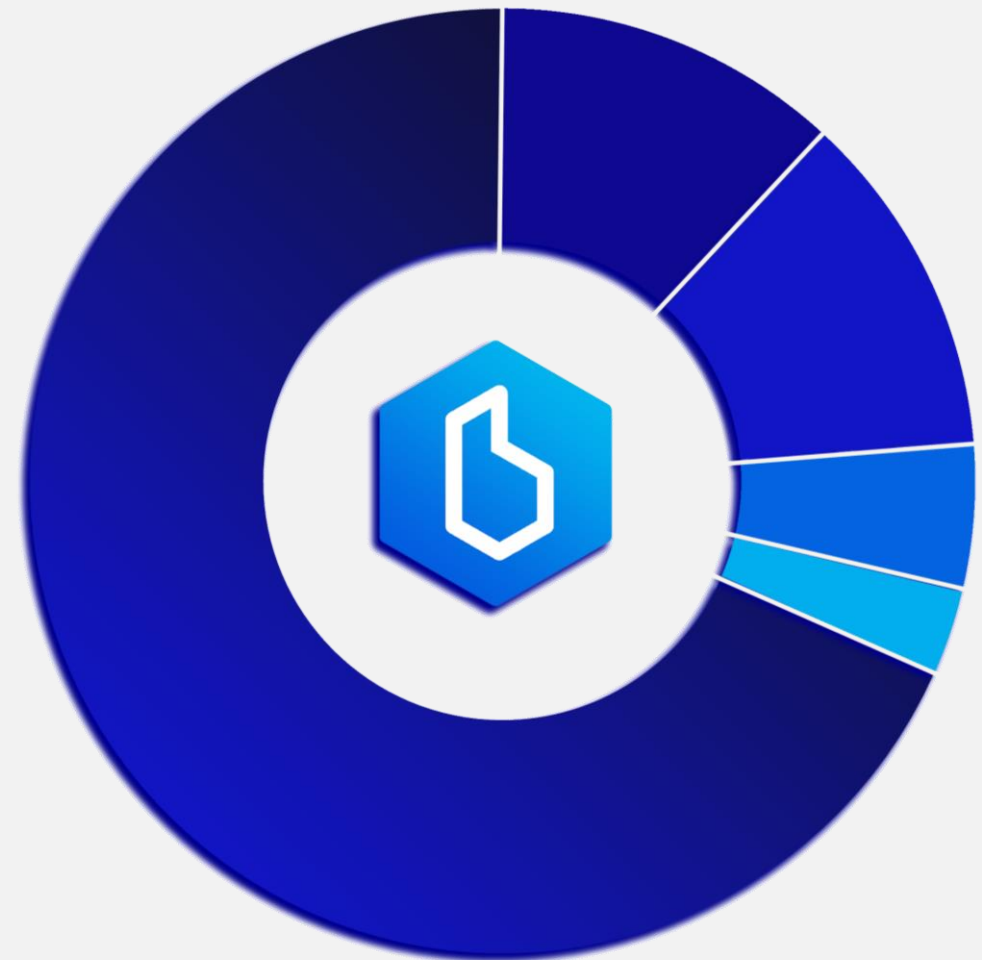
BSCscan ink:  
<https://bscscan.com/address/0x756fb2b9327635b985a0d14a5e14aebdfca697ae>

Contract address:  
0x756fb2b9327635b985a0d14a5e14aebdfca697ae

There are no taxes on our tokens.

Tokens to be earned by the community (Play to Earn)= 103,186,309

These tokens are available to players at levels 30, 65, 100, 200, 300, 400 and 500 of our Brayzin Heist game and the number of tokens available to be earned increases at each of those levels incentivising players to go deep into the game, however the tokens available at each milestone level will halve each time the player network doubles (halving starts from 100,000 players) thereby creating scarcity for our token and increasing the demand for it as more and more users play the game.



**69% Play to Earn**



**11% Founders**  
(Cliff vesting over 5 years)



**12% ICO Sales**  
(12 month lock schedule)



**5% Liquidity**  
(LP set-up in PancakeSwap & Locked for 100 years)



**3% Partner Incentives**  
(Cliff vesting over 5 years)



Founder tokens= 17,260,000 (10% unlock vesting schedule every 6 months, therefore 5 years to fully unlock).

Marketing / development / designers / partners: 4,000,000 (10% unlock vesting schedule every 6 months, therefore 5 years to fully unlock)

ICO tokens= 18,000,000 (Vested as per the below schedule in order to maintain value and avoid early dumping that could cause the price to drop)

 10% available immediately after ICO sale ends

 15% after 3 months from date of purchase

 25% from 6 months from date of purchase

 25% from 9 months from date of purchase

 25% from 12 months from date of purchase

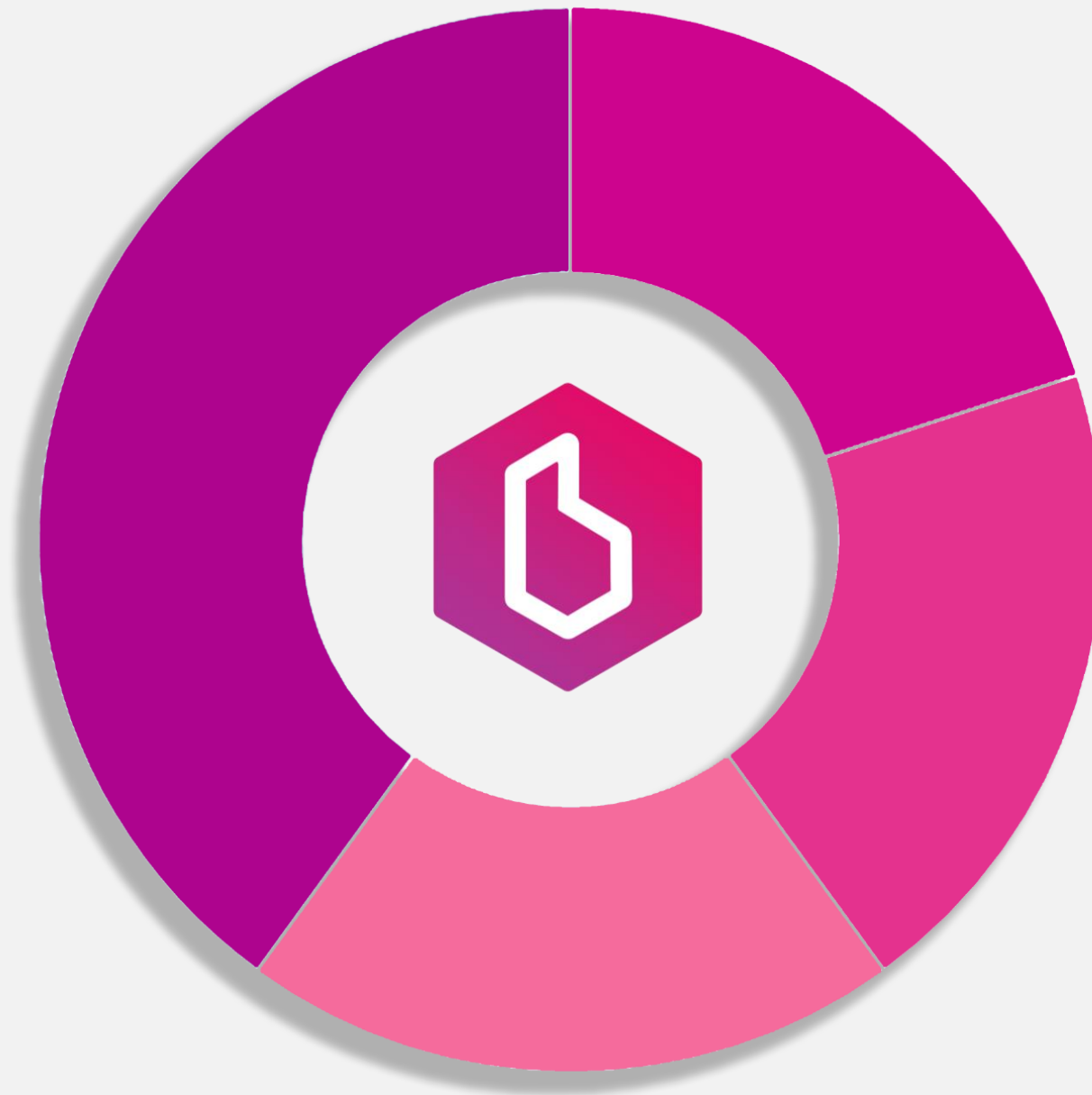
\*Any tokens that are not purchased during the ICO will be burned.

Liquidity pool tokens: 6,813,691

This liquidity pool will be setup in Pancakeswap and locked for 100 years in Unicrypt.

All founder / partner / ICO tokens will be done locked /vested using deeplock.io

# ICO Funds Allocation



20% of ICO funds allocated to core development teams



20% of ICO funds allocated towards marketing of the games to ensure the games get initial critical mass of users



20% of ICO funds allocated towards operational expenses



40% of ICO funds allocated to initial liquidity pool in PancakeSwap and the initial trading price will be set at \$0.1

This initial liquidity (along with all further liquidity added by us) will be locked in PancakeSwap for 100 years to emphasize our long term commitment to this project and ensure investor trust.

# Liquidity And Burn Schedule To Ensure Long Term Price Appreciation:

Phase 1: 40% of ICO proceeds added into the Liquidity pool which will set the price floor of BRZN at \$0.1

Phase 2: Monthly liquidity added into the pool until the maximum of 6,813,691 BRZN tokens have been added without dropping the price lower than \$0.1

Phase 3: Every month onwards we will then swap BNB for BRZN in the exchange and burn all BRZN that we swap, to constantly create more and more BNB into the pool and less and less BRZN available thereby only pushing the BRZN price in one direction\_- up.

Each time we add to the liquidity pool, these funds will also be locked for 100 years on deeplock.io and we will send our monthly communication about this with links to verify.

# Marketing Plan

Once both android and IOS games are launched on the Play Store & App store, we will initiate an aggressive marketing campaign that will consist of social media advertising on Facebook and Instagram, advertising on both the Play Store and App store and run numerous social influencer campaigns to encourage app downloads. Our goal is to achieve 100,000 downloads within the first 3 months of the game launch.

Our game will also have built in sharing mechanisms that will encourage players to invite their friends to join. After the user has unlocked the first 2 milestone levels, there will be intentionally hard levels that may seem improbable to pass and require more “moves” so as to pass the level and on these specific levels, the user will be shown an offer to get more moves by sharing the game to any of their social pages and once successfully shared, the additional moves required will then be allocated to the user's profile to allow them to then proceed towards the next milestone level whereby more tokens await them.

Players will also be encouraged to create groups within the game and be able to track the progress of their friends so as to create a competitive atmosphere where players can track who has “heisted” the most tokens in the game.

This incentivised sharing mechanism effectively builds in a natural viral mechanism which we can control by changing the difficulty multiplier at specific levels within the game.





# The Team

## Founding team

### Tim Pearson (Chief Execution officer / CEO)

tim@brayzin.io / +27 83 771 6493

Tim has over 9 years experience in developing, co-founding and running tech projects and has deep experience and passion for disruption in the tech industry.

2013- Co-founded first banking only comparison website in South Africa at the time

2015- Co-founded a competitor to Uber in South Africa which was subsequently acquired by SA Taxi (a division of Transaction Capital).

[\(https://htxt.co.za/2015/09/could-this-new-local-taxi-hailing-app-service-be-ubers-biggest-sa-competitor/\)](https://htxt.co.za/2015/09/could-this-new-local-taxi-hailing-app-service-be-ubers-biggest-sa-competitor/)

- 2018 Co-founded a graduate rewards program with Byron Geddes
- 2021 Co-founded Brayzin

### Byron Geddes (Co- Founder / Chief Innovation Officer)

With over 8 years in the finance, innovation and sales environment with a passion for creating disruptive solutions to build products to benefit people's lives.

2018 Co-founded a world's first business, Incentiv8, to pay students a lump sum for completing their qualification at universities in South Africa.

Byron@brayzin.io / +27 71 890 9417

- 2018 Co-founded a graduate rewards program with Tim Pearson
- 2021 Co-founded Brayzin

# The Team

## Development team:

Core blockchain team

<https://quecko.com/about/>

- Deep experience in blockchain development with a great track-record in delivering complex blockchain projects and has advised us from the outset on the most suitable and practical technology to bring our vision to reality

Contact person: <https://www.linkedin.com/in/osama-chattha-0a0451139/>

## Backend development team:

<https://www.technoinfonet.com/>

Having worked with Technoinfonet since 2013, we are very comfortable with having them on board to assist in building out the API / backend architecture between the blockchain and gaming team.

Contact person: Sam Maniar

## Gaming development team

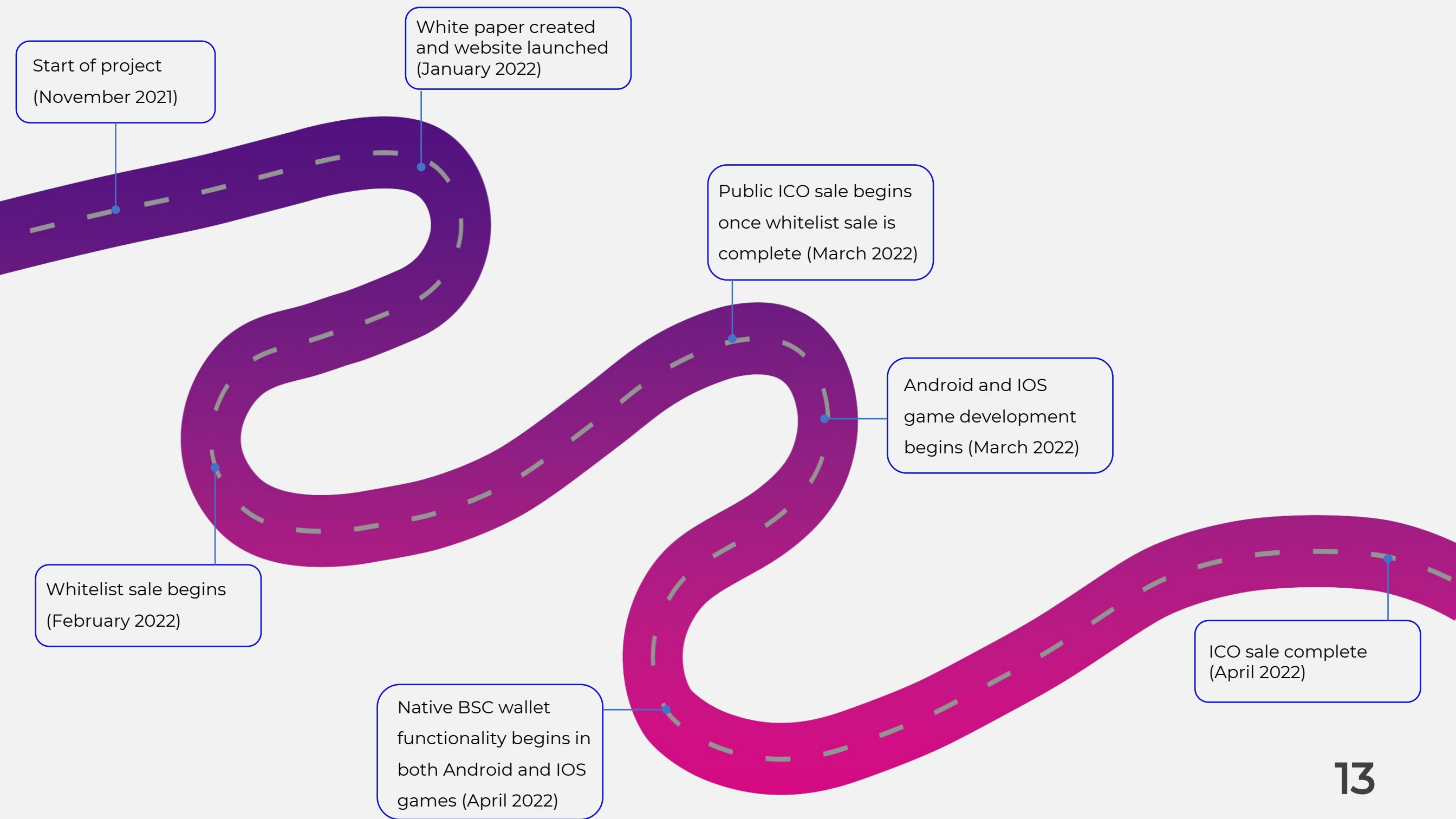
<http://mobileheads.net/>

Having previously worked with Jatinder on our first Unity 3D game project to test our proof of concept around player behaviour, we quickly learnt we are in great hands as Jatinder can rapidly develop and deliver on complex projects (both in android and IOS) and having also worked on blockchain projects previously, makes for a seamless fit to assist the blockchain team in delivering our vision.

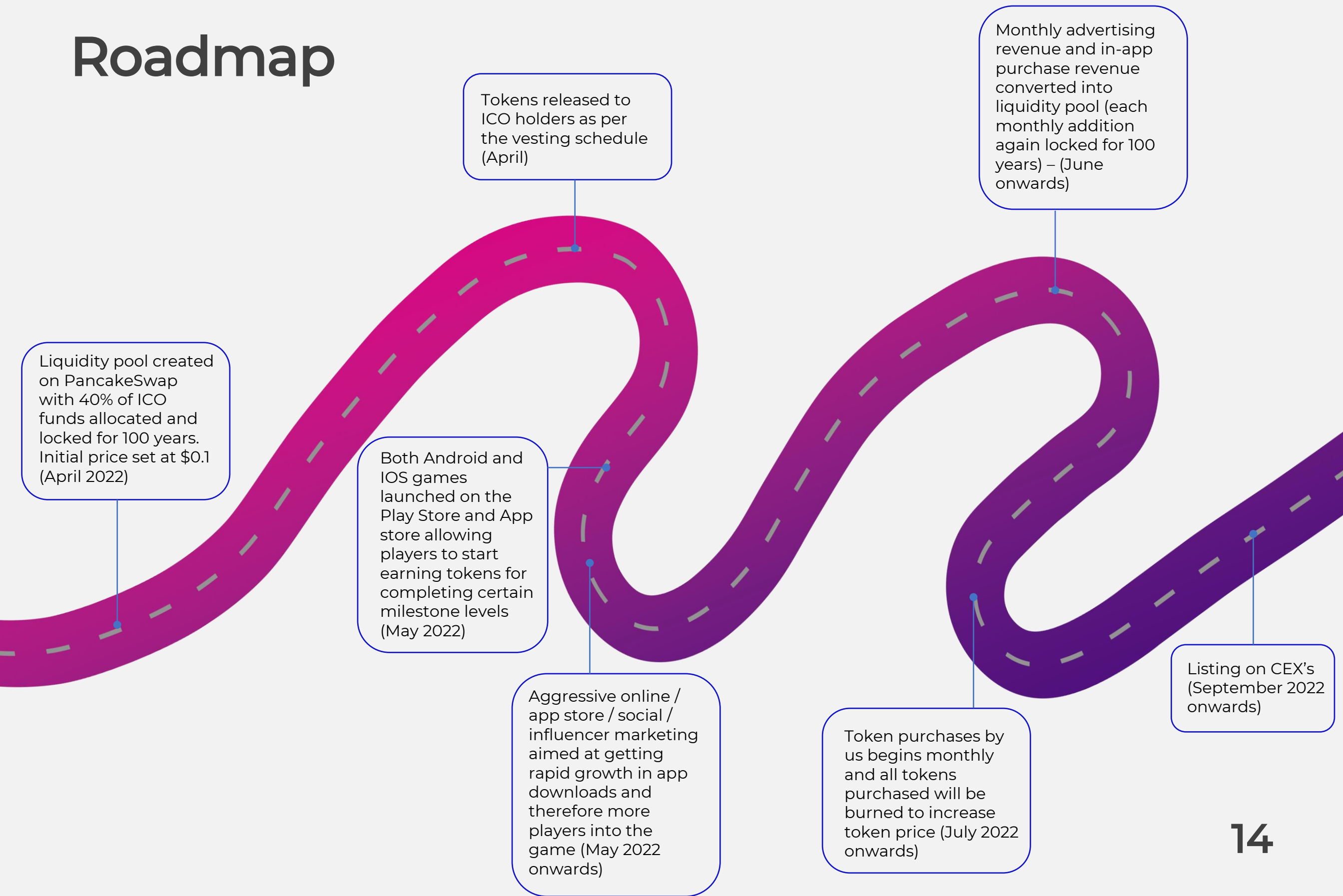
Our founding team has essentially brought on only the best in terms of Blockchain, game and backend developers which ensures rapid time to market and perfect quality of product while ensuring scalability and security.

All development teams have vested tokens in Brayzin to ensure their long term commitment to our project.

# Roadmap



# Roadmap





# Disclaimer

We reserve the right to change any feature mentioned in this document. For the latest version of this whitepaper, go to: <https://brayzin.io/whitepaper.pdf>

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# Disclaimer

Although all information and views expressed herein are provided in good faith, estimates and assumptions made by Brayzin's team, make no representation or warranty (expressed or implied) as to the accuracy or completeness of the information herein, and no assurance is provided that actual results will be consistent with the descriptions and projections herein.

We accept no liability for loss or damage suffered by you as a result of acquiring Brayzin tokens or using the Brayzin website / games.

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# Contact Us

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