

BLOCKCHAIN-BASED COLLECTABLE CARD GAME

DRAGON[♦] HODL

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Abstract

DragonHODL is a trading card game where people can buy, sell and HODL digital dragon cards on the blockchain. In this world you can collect and trade dragon cards to build a perfect deck and defeat others in battles.

In online digital trading card games, players want to trade and sell their cards, but they can't. DragonHODL unlock this potential to players – they are truly own their cards and can trade them freely.

The non-fungible token standard known as ERC-721 powers new class of digital assets. Our goal is to introduce blockchain technology to the masses with a user-friendly App, drawing inspiration from games like HearthStone and PokémonGo.

The DragonHODL site is browser-based, but the game will be launched on mobile for iOS and Android shortly after. As a social impact project, DragonHODL will be a showcase of practical use for blockchain outside of the financial industry.

Blockchain technology and cryptocurrencies became phenomenon, but the average consumer doesn't understand what a cryptocurrency is and how the technology behind it works.

The whole blockchain technology's potential is huge and yet remain unclear for people outside of fast growing, but still too specialised blockchain community.

DragonHODL make blockchain technology accessible to the average consumer by showcasing a practical use for this technology outside of the financial industry.

You can sell and trade your dragons like any traditional collectibles. But, unlike traditional collectibles, you pay cryptocurrency to get packs of dragons and earn cryptocurrency by trading them.

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<http://dragonhodl.com/#tnc>

Market

Global Gaming Market

2.3 billion people play games every day on different platforms and devices. The gaming industry reached \$109 billions of revenue in 2017 and a [projected](#) \$128.5 billions by 2020.

Virtual Goods Market

Virtual goods, advertisements, and lead generation offers are the main revenue generation sources of the global gaming market. Among these, the virtual goods segment is likely to expand the fastest at a compound annual growth rate of 15.20% over the forecast period.

\$2 billion digital Trading Card Games market

The digital card game sector of the market will hit \$1.5 billion in 2018, and will grow beyond that, especially as mobile gaming grows more than 40% from 2017 to 2020. Adding card ownership to digital card games and make them truly tradable assets can enable revenues of \$2 billion or more by 2020.

Trading Card Games

Trading Card Games as a genre were invented in 1993 by Richard Garfield, with the introduction of Magic: The Gathering. Since then, TCGs have grown to over 40 million players, and more than \$2 billions in revenue.

Scarcity

The defining characteristics of trading card games have always been scarcity and competition. Players remember chasing a Black Lotus or Charizard, or simply the one last card they needed for a deck. Such cards are in demand because they help players win in tournaments. They have high prices because they are scarce.

Limitations

The modern wave of digital collectible card games started by Hearthstone's release in 2013 has significantly change core idea of TCG. In these games, there's no scarcity, as any player can create a new copy of any card whenever they want. Because of this, developers artificially regulate game balance and economy by making old cards not playable in new addons, so they lose all their value overtime. This is completely opposite to the core idea of Trading Card Games as a genre.

Our Mission

TCG Unchained

Scarcity is what has grown the secondary market prices of Magic: The Gathering cards, where a single copy of a Black Lotus recently sold for \$45k.

DragonHODL have only 2 ways to get desirable card: buy and open booster packs with random Dragons cards or trade them at Marketplace with other users. There is no way to craft Dragons, so each of them is unique one and have true value because of scarcity.

Each update of DragonHODL will bring new cards, so demand for older cards will grow over time.

Blockchain popularization

Our team believes in the potential of blockchain technology, but we're also believe there is too few implementation of this technology which clearly understandable by average consumer.

Blockchain technology cannot be reduced to decentralized money alone. Being essentially a distributed database, the blockchain allows for various types of distributed ledger entries, the nature of which depends on their interpretation by developers.

Existing blockchain projects typically limit their audiences to investors or traders. Our mission is apply blockchain technology to gaming industry, which will allow to build whole new level of players' immersion. Any physical collectables are fun and engaging because people can not only buy, but have full ownership over collected items - including trading these items with other players to build ultimate collection.

Product

DragonHODL is a trading card game where people can HODL, buy and sell digital dragon cards on the blockchain. You can collect and trade dragons cards to build a perfect deck and defeat others in battles.

Blockchain role

DragonHODL's game mechanics are tied to cryptocurrencies and smart contracts. This allows players to truly own their dragon cards, buy and sell them on Marketplace, so each card will open up its scarcity potential. The value of each dragon card is constantly growing, because the number of them is limited, and the demand will only increase.

Each transaction is recorded on the blockchain, so players are in full control of their dragon cards. Blockchain technology brings true digital ownership to users.

Still blockchain is an emerging technology, so there are more obstacles to user onboarding than at usual TCG game. At launch, a user will require a MetaMask wallet. However, we plan to explore alternatives to MetaMask as a login solution as well as shortcuts for converting traditional currencies into cryptocurrency. For now, we've set up straightforward guides to make the process as easy as possible.

Types of Dragons

Each dragon card is a digital collectible, which has a unique visual appearance and rarity.

The dragons have been categorized into four types: Common, Rare, Epic and Legendary with each type being rarer than the previous.

Common Dragons

Common Dragons are more or less easy to collect. These Dragons make up 40% of the total ecosystem. Common Dragons have lower base stats.

Rare Dragons

Rare Dragons are a bit hard to find. Only 30% of the total population are Rare. Rare Dragons have medium-high base stats.

Epic Dragons

Epic Dragons are super rare and hard to find, but this is why they are very valuable as well. About 20% of total population are epic.

Legendary Dragons

Only 10% of population are Legendary, so any owner of such dragon are both very lucky and rich. This type is a game changer, but still need to be matched with other types of dragons in your deck to show its true potential.

Acquiring Dragon Cards

There are 2 ways to ways to get dragon cards: buy packs with random dragons at Store or trade particular dragons at Marketplace. Before initial App launch there is a 3rd way to get one of three dragon cards which will available at pre launch sale only and extremely limited.

Buying at Store

Each player can buy packs of dragon cards at Store. Each pack have 3 random dragon cards. The more packs you buy at once, the cheaper they are.

Trading at Marketplace

Other than buying packs with random dragons from the Store, you can trade particular dragon cards with other players at Marketplace. Maybe you need some rare dragon to complete your collection or just want to sell duplicates - both sellers and buyers will find a way to meet their needs.

Pre Launch Sale

Pre Launch Sale is the only time when players can buy rare, epic or legendary dragons directly from Store. After Pre Launch Sale is over, Store will have only set of packs, so dragons may be acquired either from pack or from players' Marketplace.

Type	Number of Dragons	Price
Rare	10000	0.2 ETH
Epic	100	2 ETH
Legendary	10	20 ETH

Roadmap

- January - February 2018
 - Build up the community
 - Website development
 - Design of dragons, graphic design of user interface
 - Pre Launch Sale
 - Proof-of-Stake mechanism
- March - May 2018
 - Initial Launch
 - Marketplace

- Store
- Profiles of users
- DragonPedia
- June - August 2018
 - Mobile app
- September - November 2018
 - Battle system

Feel free for feedback

As DragonHODL is a community-driven game, we would like to take suggestions from the community on how should develop the game they want to participate in.

Please send your feedback at dragonhodl@gmail.com