

P R O J E C T  
E L U Ñ E  
S T A R G A R D E N



# TABLE OF CONTENTS

ABOUT PROJECT ELUÜNE: STARGARDEN	4
Play & Own	5
Elite Team From AAA Gaming and Web3	5
GAME OVERVIEW	6
Lore	7
Core Gameplay Loop	8
Gameplay Visualization	11
Tribes	12
StarGardens	13
Lead Your Own StarGarden	13
The Relationship Between Owners and Players	15
Domains	16
Domain Paths	16
Choosing Domain Paths	16
Domain Progression	17
Domain Structures	18
Creatures	19
Creature Stats & Attacks	20
Creature Sizes	21
Player Rewards	22
Aurah	22
Ingredients	23
Leveling Up (Players and StarGardens)	24
Affinities	25
Founding StarGardens	25
Player Subscription	25
Titles	26
PvE Quests	26
PvP Tribe Battles	27
TWO PILLARS OF GAME DESIGN	28
PILLAR #1: PLAY & OWN TOKENOMICS	29
Our Fresh Approach to Tokenomics	30
Multiple Utility Tokens for Player Interdependency	30
Multiple Utility Tokens for Player Census Growth	32
A Self-Regulating Economy	33
An Inflation Resistant Economy: No Pooling	34
Easy to Learn, Hard to Master	35
Player-Owned Assets	36
Land Tokens: StarGardens	36
Founding StarGardens	36

# TABLE OF CONTENTS

Creature NFTs: Valaans	37
Crafting	39
Training	39
Merging	39
Collective Crafting	40
Ingredient Tokens	40
Cosmetics	40
Our Marketplace and Business Model	41
Deconstructible NFTs	43
Flexing	45
Optional Domain Subscriptions	46
PILLAR #2: SOCIAL GAMEPLAY	47
Tribe Based Mechanics	49
Collaborate To Choose Domain Paths	49
Collaborate To Choose Quests	49
Collaborate To Plan PvE Battles	49
Collaborate To Plan Tribe Battles	49
Collaborate To Optimize Creature Rosters	50
Collaborate To Choose StarGarden Cosmetics	50
Time Sinks: Economic Gameplay vs Social Gameplay	50
How Do We Avoid Toxicity?	51
No Pay To Win	51
New Players Always Matter	52
Long-Term Game	53
A game changer for eSports	54
Players Impact the Lore	54
TECHNOLOGY	56
LEADERSHIP TEAM	58
TLDR	61
Company Vision	62
CONCLUSION	63
JOIN US	65
GLOSSARY	66
DISCLAIMER	67



# ABOUT PROJECT ELUÜNE: STARGARDEN

*StarGarden is a game built within the Project Eluüne universe.*

*StarGarden is a Free-2Play, team-based creature battler built on Unreal Engine 5, where players form tribes of up to 40, build their village, and compete with other StarGardens in PvP and Tribe versus Tribe (TvT) battles.*

*As a player, you'll recruit, craft, and organize your roster of Creatures. You'll strategize with your Tribemates, battling alongside them and your Creatures, customizing your StarGarden Village, as you repair a shattered world and uncover its many secrets.*

StarGarden merges autobattler elements of games like Teamfight Tactics and Hearthstone, the village building systems of Animal Crossing, the deep strategy of MOBAs like LoL and Dota2, and the Guild play of World of Warcraft.

The game is currently in development first for PC, with plans to become cross platform with console, iOS and Android.





# ABOUT PROJECT ELÜNE

## PLAY & OWN

Through our games we will introduce the larger legacy gaming community to a universe that's enhanced, but not dominated, by Web3. Using the Free-to-Play model and enhancing it with blockchain, we are taking a mass-market approach that does not force players to have any knowledge of blockchain at the onset of the player experience; players don't need a wallet to start playing the game.

We call our approach Play&Own (P&O). Players want to play because the game is enjoyable, because they find meaningful communities to belong to on their StarGardens, AND they have true ownership of their assets.

## ELITE TEAM FROM AAA GAMING AND WEB3

Arrivant's CEO, Cedric Gamelin, has assembled a world-class team reuniting four of the original co-founders that shipped the first Call of Duty games for console and set the foundation for what became the largest gaming franchise of all time (\$30B). The studio also has added leadership talent from Epic Games, EA, Sega, Kabam, Wargaming and Zynga—team members who have collectively shipped over 100 games -- including 3 titles grossing over \$1 Billion and enjoyed by over 100 Million players.

We have built a team of both game industry veterans with over 20 years experience in shipping mobile and AAA titles—and crypto-native developers with deep technical experience in blockchain development and web3 communities.

We are excited to be a bridge between these worlds where we plan to combine the best aspects of legacy gaming with the boundless opportunities presented by Web3.



# GAME OVERVIEW



### THE CALL

As a player, you answer the call of Eluüne, a mysterious entity who has sent an SOS message to us humans from a hidden world... but we soon learn that this is not just any hidden world—it's one that seems to exist within the interstices of our internet networks. This techno-magical world, teeming with fantastic life and a rich history spanning millions of years, is called Eleriah.

### THE ARRIVAL

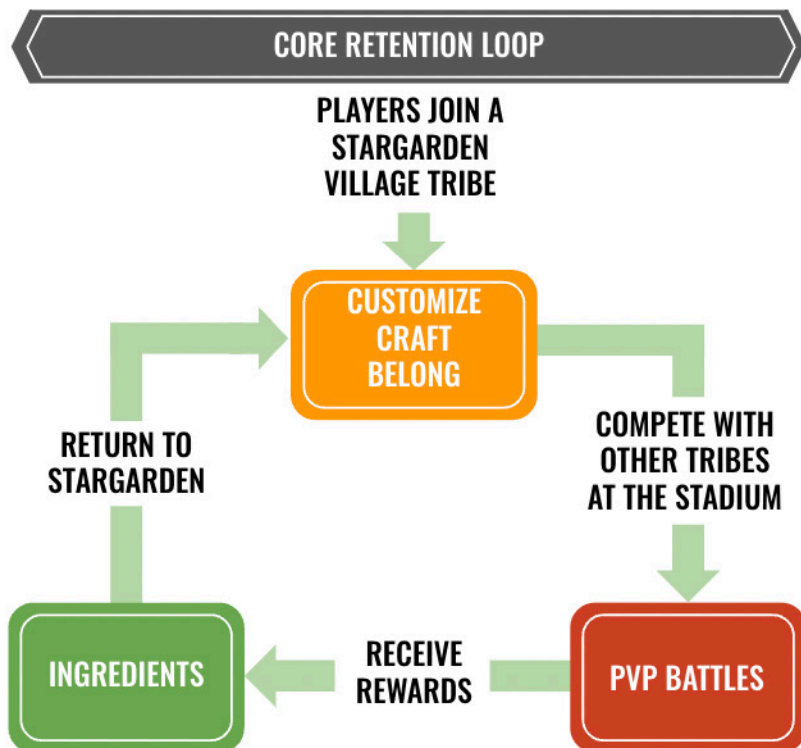
As you traverse this awe-inspiring frontier, an ancient portal shows you glimpses of this world—shattered, seemingly war-torn, and in need of humanity's help. You lay eyes on the wreckage: floating pieces of land that were ripped from the very core... StarGardens, adrift in the sky. Your role is to arrive on these deserted islands, join a Tribe, and begin unraveling the mysteries of Eluüne's broken world. By joining the Lüne Legion, you acknowledge this mission and agree to work collaboratively and strategically with your Tribe to overcome the challenges you will face.

{ ONLY TOGETHER  
WE TRANSCEND. }



## CORE GAMEPLAY LOOP

- Players assemble in Tribes of 5-40 players on a [StarGarden Village](#), their teamwork is key to success.
- Players travel to the [StarGarden Stadium](#) to complete PvP and PvE battles.
- Each Battle is an arena board teeming with enemy Creatures. Players must win each Battle by strategically placing their choice of Creatures on the Stadium's arena board. Battles can be played solo or cooperatively.
- Players earn rewards such as Experience Points, Crafting Ingredients, Domain Progress, and Aurah (personal Creature currency).
- Players travel back to their StarGarden Village where they craft creatures & equipment, optimize their creature rosters, customize their village, and strategize the next battles with their tribe-mates.

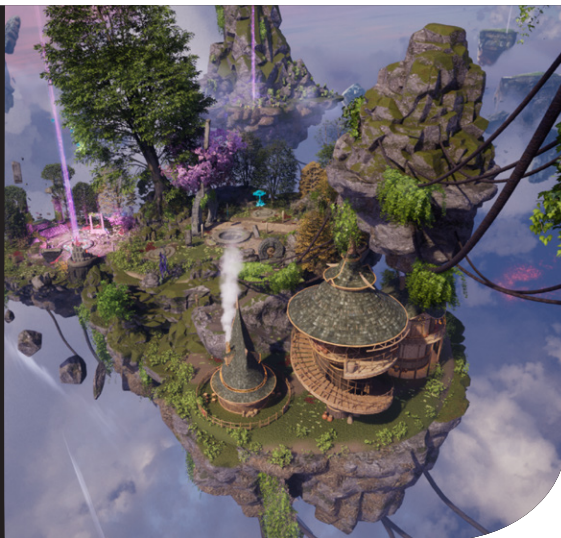


# GAME OVERVIEW

## 1

### VILLAGE BUILDING

Players gather on StarGardens Village shared amongst 5-40. As Tribemates they build a village together, strategize how to win battles to earn rewards, and challenge other StarGardens to competitions.



## 2

### BATTLES

Players travel to the StarGarden Stadium where they can compete in PvP or TvT battles. Creature combinations have different combat results: good teams will discuss strategy in between board placements and optimize their creature rosters daily.



## 3

### CREATURE OPTIMIZATION

Tribemates return to their StarGarden Village with rewards from the battles with which they can craft new creatures, equipment, village structures, cosmetics, etc. Players use the progression to optimize their creature roster and increase their social flexing.



# GAME OVERVIEW

- Players use:
  - ◇ Aurah currency to recruit and upgrade their Creature roster (individual reward).
  - ◇ Ingredients for crafting tradable Creatures or avatar & StarGarden cosmetics (individual reward).
  - ◇ Experience Points (XP) to level themselves up (individual reward).
  - ◇ Domain Progress to build structures on their StarGardens that unlock new Creatures for the entire team (Tribe reward).
  - ◇ Players use newly acquired Creatures to build stronger and a more flexible Creature roster.
  - ◇ Players progress to harder Quests and PvP/TvT Battles for progressively greater rewards.
  - ◇ Players can challenge other stargardens in daily Tribe battles





## GAMEPLAY VISUALIZATION

When you first log in for the day, you'll likely receive a warm greeting from your Tribemates.

Your first stop will be to check which Quests are active, and pay extra attention to the ones that are running low on time.

You get a choice of Quests that you can add to the Tribe Quest Board, which shows all of the Quests in progress. It's unlikely that your Tribe can complete every Quest available, but since each Quest runs for 24 hours, your Tribe will have time to discuss which Quests to prioritize before their timers expire. Players are adding their Quests to the board at different times of the day, so there is a constant flux of Quests being added and removed.

You'll be able to join a limited number of Quests per day and you may complete them at any time in a 24-hour period; we don't want the game to interfere with your physical life responsibilities and relationships.

Once your Tribe has agreed upon the top-priority Quests and you've decided which Quests to do with which Tribemates, you'll place your Creatures onto the arena board for a given Quest. The last player to do so can start the auto battle. The results are saved to watch later, meaning you don't even have to be online when the battle happens.

As you're earning more Aurah currency and your Tribe is unlocking new Creatures, you'll probably be upgrading at least some aspect of your Creature roster daily. Since you need to allocate your Creatures to the 8 daily Tribe vs Tribe battles, you'll want to make sure that you've drafted the best lineup possible, especially if you've added any new and better Creatures since yesterday. Using your creatures in Tribe battles does not interfere in any way with using them for quests.

You will want to own at least one Valaan to train. Valaans are rare NFT creatures that can be crafted by players using Ingredients if you end up with two or more of the same Valaans, you can merge them into the next bigger Valaan. As you accumulate Ingredients for

# GAME OVERVIEW

these special beings, you may sell off the Ingredients you don't need. Likely, you'll always be on the hunt for the perfect mix of Ingredients required to craft your next Valaan. Most importantly of all: Valaans aren't purchased from us; they will have been crafted by players.

When you first started playing on your StarGarden, the Structures you built with your Tribe were small. Now a few of them have become very elaborate. These improvements were the product of the effort of everyone on the StarGarden working for many months. As such they are a symbol of pride for everyone in your Tribe. They also communicate your level of advancement and your Tribe's strategy to potential opponents and or spectators.

As you relax between battles or at the end of the day you can build toward new cosmetic improvements in your StarGarden to give it a unique appearance. This can be a cooperative activity, if people work together they can create these improvements quickly. Some of these cosmetics will be personal like your player avatar and can transfer with you should you decide to leave your current Tribe for another.

Once you've handled all your battles, you can also see if you've unlocked any new Creatures—it might be time to edit your battle roster! With hundreds of Creatures and Equipments to unlock, this core loop promises to offer fresh, diverse experiences for years to come.

## TRIBES

Each StarGarden is a Tribe of 5 to 40 players.

If at any time you decide that your current Tribe isn't a good fit, you can move to a new StarGarden without restriction.

Tribemates collaborate within their StarGarden to advance through the game, hence every participant is important. You can expect your Tribemates to go out of their way to be helpful since it benefits them and the entire Tribe. Moreover, Tribes have the ability to self-regulate, eliminating trolling behavior. Additionally, nothing can be purchased or traded that interferes with the play experience of another player.

## STARGARDENS

A StarGarden is a dynamic, evolving land, owned by one person, who hosts a Tribe of players who play, own, and advance through the game together.

Most of the game occurs in the StarGarden, as it serves as a microverse village from which the game will be explored. Players will be able to navigate their avatars in the StarGarden to various game locations (Markets, Creature shops, Stadium, etc.) and access other game features.

The StarGarden grants everyone in a given Tribe potential access to 20 Domains and hundreds of Creatures, but each StarGarden starts with access to 8 of the 20 Domains and 8 of the Creatures. As the Tribe successfully completes Quests, more Creatures and Domains are unlocked. All this progress is tied to the StarGarden and stored in its metadata; thus, the StarGarden itself levels up and becomes more powerful. The progress and metadata can be used to differentiate each StarGarden from the others—both in the game space and on the market if it's put up for sale.

Over time, a Tribe's size can expand from 5 to 40 people. Likewise, the total unlocked Domains can increase from 8 to 20; Creature levels can boost from 0 to 100; and Creature sizes can scale from 1 to 100,000. In other words, your roster will begin with insect-sized Creatures, and, over time, expand to include starships, mechas, demigods, and countless awe-inspiring Creatures that fuse technology, magic, and the sheer force of techno-nature itself.

## LEAD YOUR OWN STARGARDEN

If you don't currently own a StarGarden when you first arrive in the game, you're placed in a "Public" StarGarden.

If you'd like to be a StarGarden owner and essentially the owner/captain of your own Tribe, then you have a couple of options: you can purchase one of the rare Founding StarGardens on the

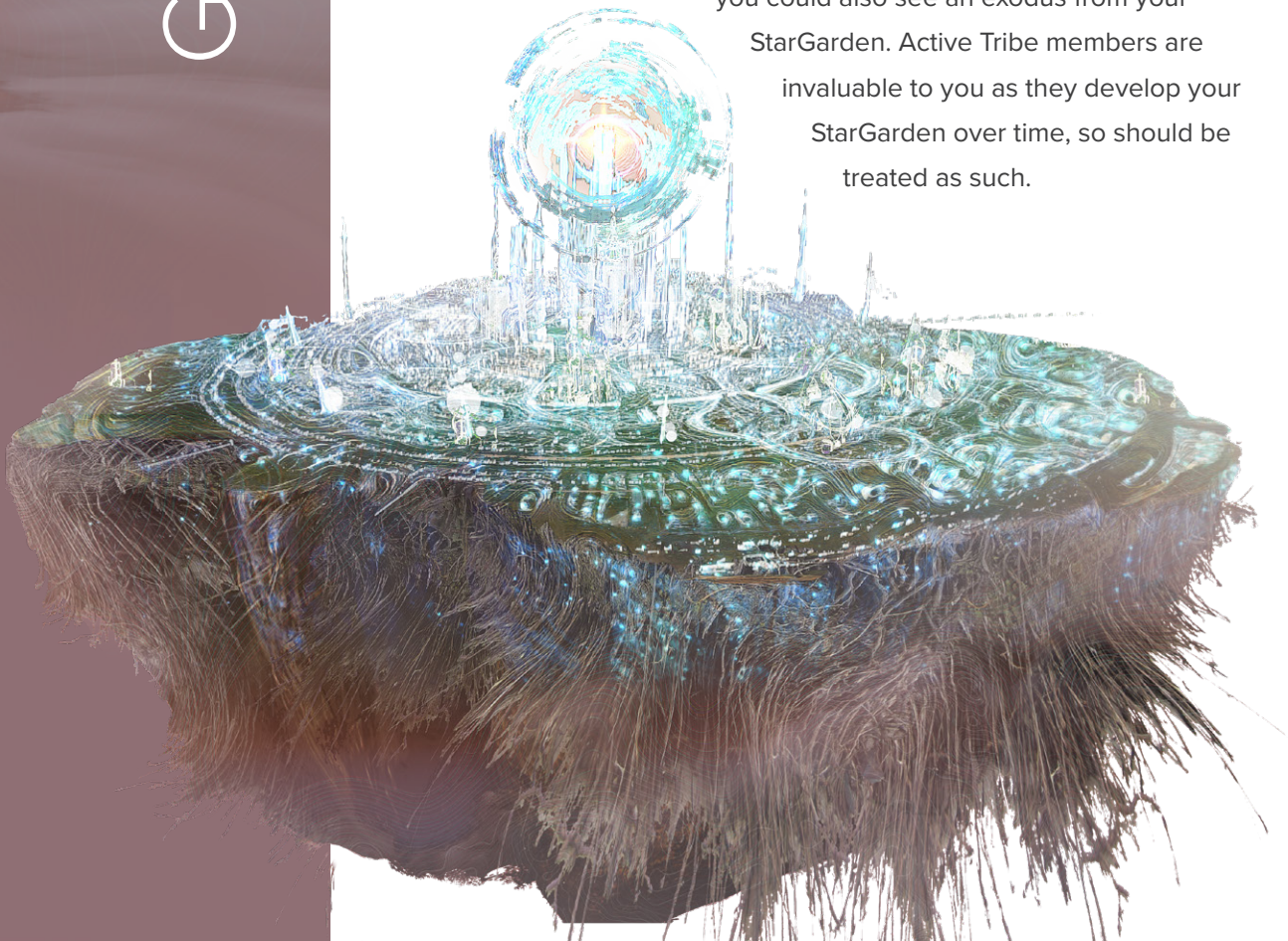


# GAME OVERVIEW

secondary market—or you can convert a Public StarGarden into an Owned StarGarden by purchasing it. Public StarGardens are available to play on for new players but their Domain progression is hard-capped.

If you'd like to take ownership of your Private StarGarden, you can purchase it on a first come, first served basis and it will be converted to an NFT. The buyer must be part of that StarGarden team for at least one week. This duration drops to a minimum of 3 days if the SG is progress capped in at least one Domain. It will retain the growth that has already been achieved prior to conversion and the advancement caps will be lifted. As Public StarGardens are converted to Private StarGardens, we will introduce additional Public StarGardens to meet demand created by new players.

As a StarGarden owner, you possess a range of powers and responsibilities. For one, you have sole power to invite or kick members from your StarGarden; however, this decision should be made with great forethought, as kicking someone for a poor reason could cause other members to leave. Conversely, if someone is causing problems in your Tribe and you do nothing about it, then you could also see an exodus from your StarGarden. Active Tribe members are invaluable to you as they develop your StarGarden over time, so should be treated as such.



## THE RELATIONSHIP BETWEEN OWNERS AND PLAYERS

“Land” isn’t used in Project Eluüne in a way that’s similar to other products in the Web3 gaming space, so some detail on the dynamics can make the concept clearer.

Anyone who owns a StarGarden is an “Owner.” Anyone with a player account is a “Player Citizen,” who we will call “player” going forward. These aren’t the same; you can be an Owner without being a player and vice versa. Owners don’t tax players in any way. The relationship between Owners and players is 100% consensual and synergistic, and there are no fees, bonds, or commitments in either direction, unless users reach an agreement on their own.

As a StarGarden is needed to play, the player benefits in the relationship by not having to pay for their own StarGarden. The Owner, meanwhile, benefits by having their StarGarden increase in power over time as it is used by players.

A healthy Tribe is likely to develop strong social bonds. Thus, even though an Owner can kick out a player at will, they risk losing a number of their other players if it turns out to be an unpopular decision. These players might be difficult to replace, as higher-level players will be in high demand by Owners. Since a StarGarden’s player capacity goes up over time, a good Owner should always be looking to recruit new players and retain the ones they already have.



## DOMAINS

### DOMAIN PATHS

StarGarden's various locations, biomes, races, and techno-nature themes have been divided into 20 known regions called Domains.

When players first land in the world, they'll have access to the first 8 Arrival Domains, and Creatures from these Domains can be unlocked over time from level 0 (your first Creatures) to level 60. As your Tribe completes Quests, it will eventually unlock the next set of 6 Mystical Domains, where Creatures from levels 20 to 80 reside. Advancement through these Domains eventually unlocks the endgame's Hallowed and Forbidden Domains, with Creatures from levels 40 to 100.

Tribes are expected to focus on just a few Domains at a time in order to advance to the endgame contents as quickly as possible. Progression content duration is anticipated to be 3.5 to 4 years.

### CHOOSING DOMAIN PATHS

Domain choice comes down to which biomes and which lores appeal to the Tribes. There is no one best Domain Path to take, players are joining a varied world and all 20 Domains are very different--their lore is different, and their Creatures are different.



FEY  
HAVENS



LULUTIN  
GROUNDLANDS



THE MYCON  
DEPTHS



THE GATES  
OF NINDFALL



ALIENID  
CHASMS



MOUNT OF  
THE RAMGOD



THE PRIMORDIAL  
MISTS



OPYAAN'S  
GATEWAY



BINARIA, OF THE  
BLASTED SANDS



THE DIVINE  
RIVERWAY



BURIED  
TEMPLES



THE  
HEARTH



THE ANCIENT  
PEAKS



OPYAAN, THE UNKNOWN  
SKY-SEA OF LEGBA



LAGOON OF THE  
LOST DIVINES



THE HEART OF  
NINDFALL



THE MOUNTAIN TROVE,  
DEN OF GLUTTONS



THE SHIPWRECKS  
OF LEGBA



SYNDE, THE  
WORSHIPPER'S ENCLAVE



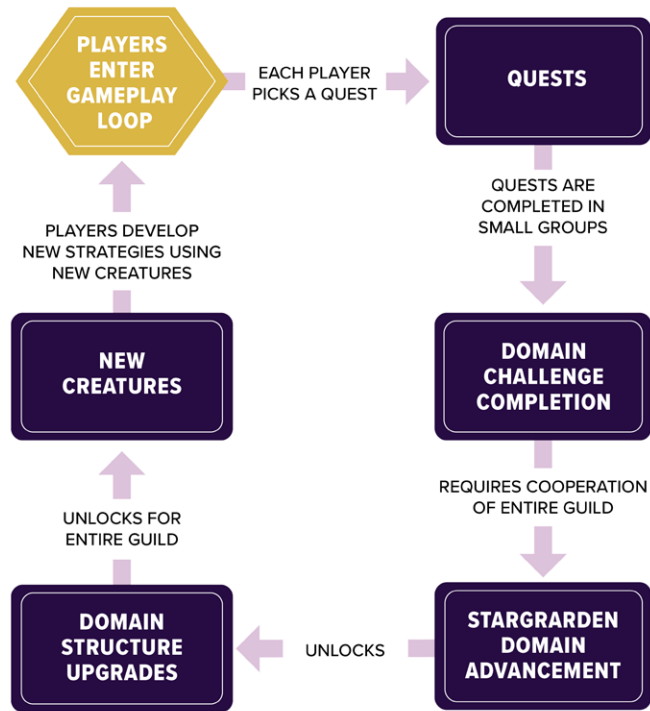
NEW OLYMPUS,  
THE FLOATING UTOPIA



## DOMAIN PROGRESSION

1. Each player receives a choice of Quests daily and picks one to display on the Tribe Questboard.
2. Tribemates cooperate to complete Quests within a time limit. Quests can be failed by timeout or by loss.
3. Successful Quests will increase progress towards completion of the linked Domain Challenge, which is timed. It will require several (likely dozens of) completed Quests within the time limit to successfully complete a Domain Challenge. A Challenge can be failed by timeout.
4. When a Challenge ends, either by success or timeout, it will be replaced by another Domain Challenge.
5. Each Domain Challenge is linked to a specific Domain that the StarGarden has unlocked. There will typically be 4 or more Challenges active at any particular time. When one ends, a new one will replace it, drawn from any Domain that does not have an active Challenge and which isn't of the Domain of the just-ended Challenge. Tribes will tend to ignore Domain Challenges in Domains they don't want to focus on, and complete Domain Challenges in Domains where they do want to progress.
6. Replacement Domain Challenges are selected semi-randomly from accessible remaining Domains. More advanced Domains (those beyond Arrival level) are negatively weighted. Thus you are more likely to draw an Arrival Domain Challenge than a Mystical Domain Challenge. Domain Challenges are also positively weighted by Affinity, which is generated by Founding StarGardens, Domain specific subscriptions, and Titles. With enough Affinity, a Tribe can ensure that a favored Domain appears for Challenge much more often.
7. If a Domain Challenge is completed successfully, then the Domain Level linked to that Challenge will advance. Such an advance can be of a partial level (say from 8.3 to 8.7). Once a Domain Level reaches a milestone (9 in this case), one or more new Creatures will be made available to everyone on that StarGarden. Such progress is permanent and makes the StarGarden more powerful.

- It will be necessary to reach certain milestones at the Arrival Domain level in order to unlock the more advanced Domains for progression. Arrival Domains have Quest and Creature level ranges of 0 to 60, for Mystical Domains it is level 20 to 80, and for Hallowed and Forbidden Domains it is 40 to 100.



Domain Progression leads to other in-game effects as well. Not only will the StarGarden's appearance change over time, but it will also increase in power. It will amplify the Ingredients and Creature collection options for all of the players it hosts. The more advanced the Domains you unlock, the rarer types of Ingredients you get. On top of that, the total number of players a StarGarden houses will also increase as Domain Progress occurs, allowing you to scale your Tribe up to 40 members.

## DOMAIN STRUCTURES

The successful completion of Quests and Domain Challenges are visually represented by Structures built on your StarGarden; we call these Domain Structures. These Structures will have different aesthetics: since Quests are Domain specific, Domain Structures look different depending on how much of a Domain's Progression Path has been unlocked.



# GAME OVERVIEW

For example, if your Tribe focuses on Fey Havens' Quests, Fey Havens Domain Structures will be built on your StarGarden and will unlock Creatures from Fey Havens. The more Fey Havens Structures are built, the more Creatures from this Domain are unlocked.

As you fulfill Quests, the look and number of Structures on your StarGarden improve, and over time this allows Tribes to distinguish their community's identity from others.

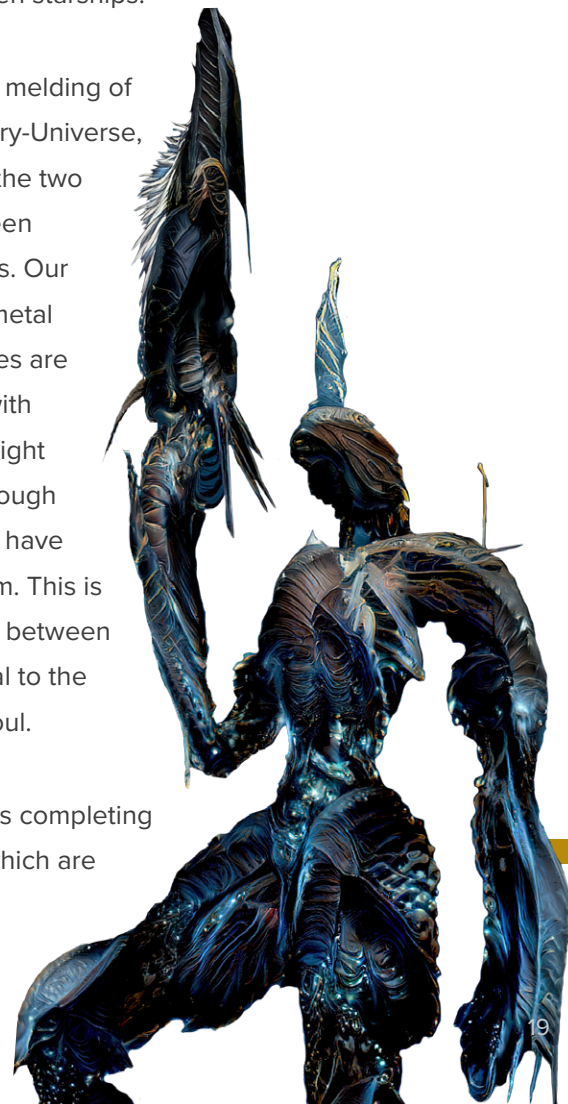
You should be able to tell at a glance the progress of the Domains on a StarGarden and the types of Creatures your opponents have unlocked.

## CREATURES

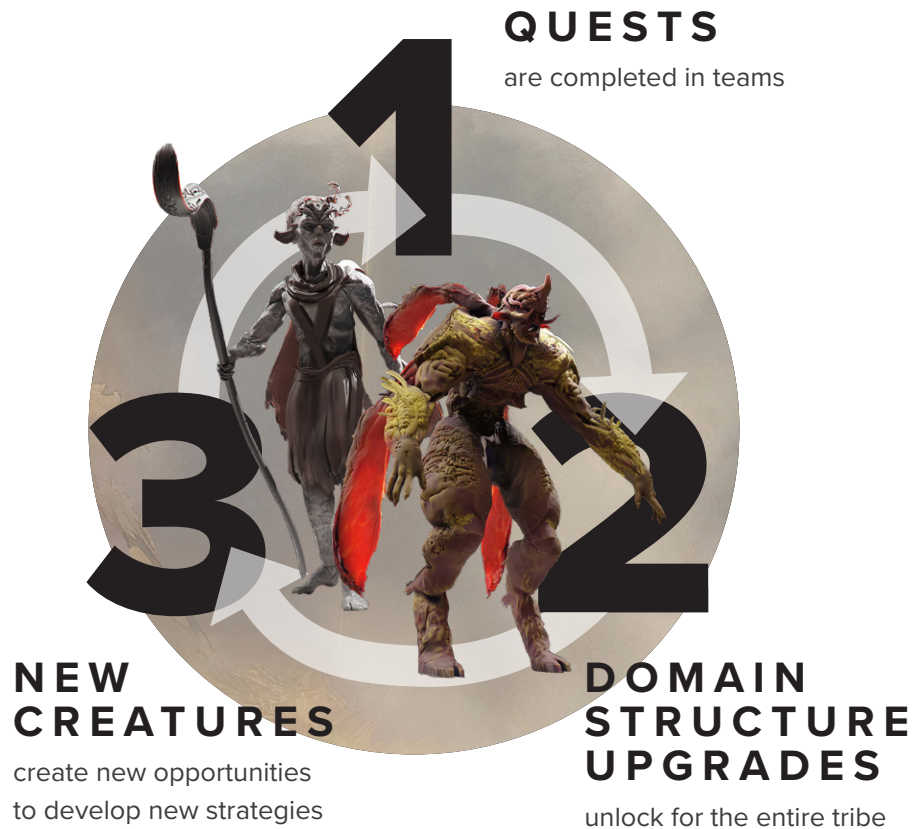
"Creatures" is a broad term for any being that a player can unlock, recruit, purchase, sell, and deploy into battles. Creatures can be insects, animals, high-tech machines, heroes, demigods, various specialists of fantasy races, or even starships!

Our universe features an unusual melding of nature and technology: in our Story-Universe, technology and nature are one—the two elements are and have always been intrinsically connected in all things. Our machines are alive and organic, metal is a new type of skin, our Creatures are imbued with tech—they're born with it. Just as a sentient mushroom might have organic circuitry running through its cap, a cybernetic hunter might have flowers growing out of her uniform. This is TECHNA. This aesthetic harmony between technology and nature is essential to the identity of our universe. It's our soul.

Creatures are unlocked by players completing Quests and Domain Structures, which are explained on the next page.







## CREATURE STATS & ATTACKS

Each Creature has a Class, a Domain origin, weaknesses and strengths. A Nectar Fey from Fey Havens is especially strong against The Malformed from The Gates of Nindfall, because its Pollen Burst attack can penetrate the armor of The Malformed. Conversely, the Corrupted Thorn from The Gates of Nindfall is offended by the sweet stench of the Nectar Fey, and can jump directly to the Fey and cause a high level of damage.

Each Creature has at least two abilities:

- A default ability: The main attack of a Creature, which is used periodically based on an in-game attack speed stat.
- A special ability: The Creature's signature move, which usually has limited situations when it will be activated for maximum effect.



PHASE 1

PHASE 2

PHASE 3

## THE FLIGHTLESS GUARD

Class: Corrupted Tank

Time in Nindfall has hardened this Fey's wings. Now groundbound, it lives in a state of perpetual rage... But perhaps its anger could be quelled by the tranquil harps lost in the Cloaked Core, heard only in distant echoes.

### ★ ABILITY

#### Stomp

*The creature stomps its hooved feet, dealing slow but heavy melee damage.*

### ⚡ SPECIAL

#### Ward of Corruption

*The creature folds its armored wings in front of it, protecting it and all allies behind it from incoming attacks – some of these attacks have a chance to ricochet back towards the enemy side.*

## CREATURE SIZES

When players start the game they have Creatures at size 1 and 2. As they level up they unlock new Creatures of higher sizes and can climb all the way up to size 100,000. The Creatures get dramatically larger and/or more powerful and/or more complex as their size increases.

## PLAYER REWARDS

### AURAH

The life source of this world, Aurah is also the currency needed by players to buy Creatures they can add to their roster. Aurah is received through Quest battles.

Aurah is personal to each player, accumulating slowly. **It cannot be bought or traded.**

As players level up they receive higher Aurah rewards. This enables them to buy Creatures with higher Aurah cost.

When a player wants to add a new Creature to their roster, they pay the required value in Aurah. This is assuming this Creature has already been unlocked on their StarGarden. Valaans (player crafted creatures) can be purchased from other players without being unlocked on your StarGarden. To use it, you still need to be of high enough player level and pay its Aurah cost.

If players tire of an old Creature or simply need additional Aurah to buy a new one, they can return one of their already purchased Creatures for an almost total refund of Aurah.

### AURAH

In the world of Eleriah, Aurah is everything. A mysterious and precious substance, it is the spiritual energy that weaves through every Creature, tree, and gust of wind across the surface of the StarGardens. It is the purest representation of the harmony between life, technology and magic—an entrancing, connective matter, containing powers yet to be discovered and harnessed by those explorers in this new frontier--and a substance that represents our universe's reward for those Creatures who behave in enlightened ways. Aurah reveals itself to those who prove worthy.



# GAME OVERVIEW

## LORE

Because Aurah is so valuable, as both a resource and a source of power, it is fervently coveted—especially by the Glutton Gods that have ripped this world apart with their greed, selfishness, madness, and addiction. Today, deposits of Aurah in Eleriah are at an all time low; the light of Aurah has faded in the aftermath of a past war that shattered the world. But the Glutton Gods, having seized control of the world's Aurah supply, have mysteriously vanished, their rampage of destruction having fallen silent... for now.

But as humans venture further into the StarGardens, their presence appears to awaken the harmonies of Eleriah's key life force—humanity seems to have an intrinsic spiritual connection to Aurah. Now, as we arrive on Eleriah, our job is to liberate this precious substance from Glutton God control and rejuvenate the balance and spirit of a broken, but once beautiful, place.

## INGREDIENTS

Ingredients are blockchain tokens that can be traded in 3rd party marketplaces. They act like traditional Ingredients seen in MMOS or Animal Crossing, like wood, metal, ore, spice, etc, and will be stored in players' in-game inventory and wallets. They're earned by all players through normal daily play. There are a total of 120 Ingredients, and as players advance to higher levels, they gain access to rarer ones and lose access to earlier ones.

The Ingredients players can access are limited by the player's level, their StarGarden level, and their StarGarden Domain Path. Hence players will only have access to a small subset of the 120 Ingredients at any given time.

# GAME OVERVIEW

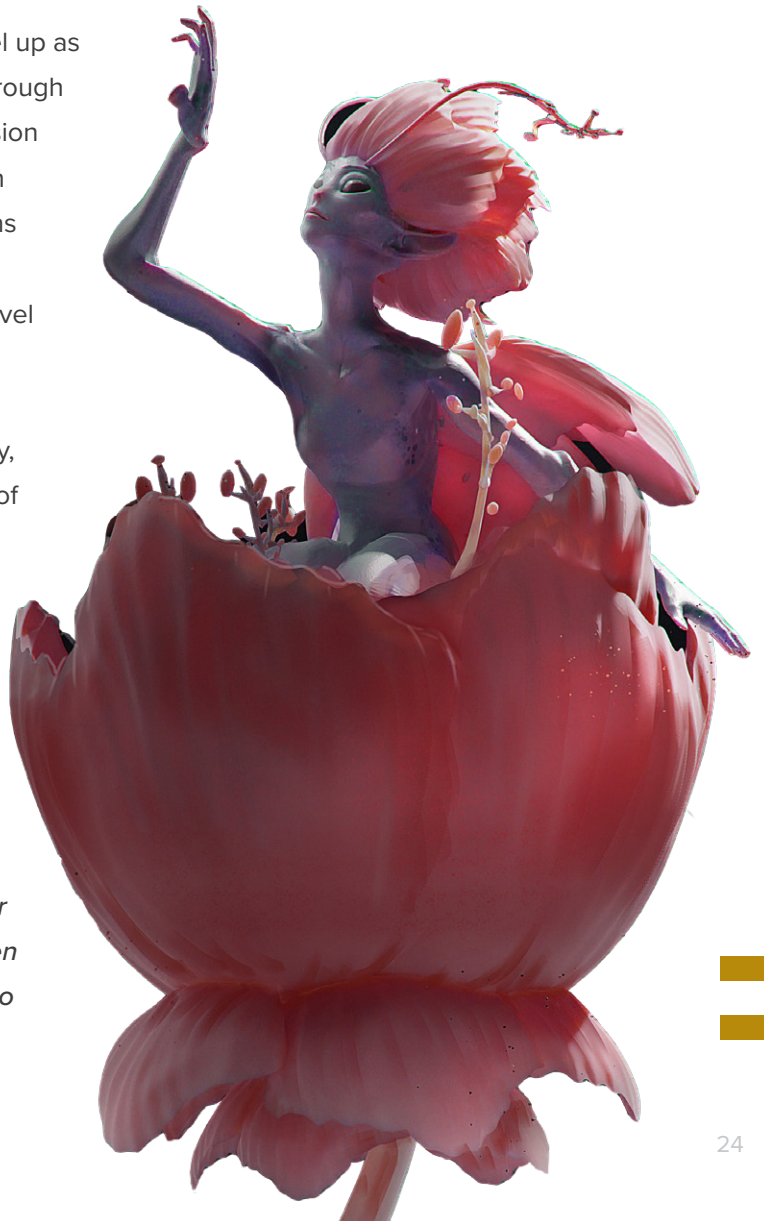
Since players are slowly introduced to rarer Ingredients only as they level up, and never need Ingredients higher than their current level to craft, new players are protected from inventory overwhelm.

## LEVELING UP (PLAYERS AND STARGARDENS)

Players advance their Player Level by gaining XP from completing Quests and Tribe battles. The Player Level allows the player to recruit Creatures of the same level, if unlocked. For instance, if you were level 20 and your StarGarden had Creatures available from levels 1–30, you'd only have access to recruit level 1–20 Creatures. It's also possible that a higher level player moves to a StarGarden that is of lower level: if you were level 20 and the highest level of unlocked Creatures on your StarGarden was level 14, you could recruit any Creature up to level 14, but not higher than that, since they haven't been unlocked yet\*.

StarGardens level up as a Tribe moves through Domain Progression Paths within each of the 20 Domains by completing Quests. As the level of a StarGarden increases, so will its player capacity, from a minimum of five players to a maximum of 40.

*\*Valaans can be used by players even if they have not been unlocked on their native StarGarden but are still tied to player level.*





## AFFINITIES

Domain Affinities, or Affinities, have the ability to alter the distribution of Quests to make some opportunities more likely or less likely to appear. This allows a Tribe to steer the progress of their StarGarden and dictate which new Creatures they can ultimately unlock.

Affinities are stackable and come from three sources:

### FOUNDING STARGARDENS

Each Founding StarGarden NFT has an assortment of 1 to 4 Domains in its metadata. Each player on that Founding StarGarden will gain Affinity to these Domains.

### PLAYER SUBSCRIPTION

Player subscriptions are Domain specific and generate Affinity, in addition to improving the quality of Quests generated by the subscribed player in that Domain. A player can be subscribed to any Domain that has been unlocked on their StarGarden. Initially that will only be the starting 8 Arrival Domains. As players unlock new Domains they can update their Affinity to these new Domains.

Only one Domain can be subscribed to at a time. Domain Subscriptions are progressive. The longer a player is dedicated to that Domain, the more powerful that subscription becomes both in terms of Affinity and Quest quality. Quest quality is also affected by player level, so all players (subscribed or not) get better Quests as they advance in the game. Higher quality Quests tend to involve more players, and give greater Domain Challenge completion rewards at the cost of lower Aurah and XP rewards. Some aspects of Domain subscription are permanent and never turn off, even when not subscribed.



## TITLES

Titles are rare and powerful NFTs that are Domain specific\*. They can be linked to a player account to boost how the player is displayed in-game, and generate Affinity in their Domain.

Titles can be earned in our upcoming Browser Game.

\*Amongst these titles are a handful (less than a dozen) of unique titles that can be owned by one player only; these titles have broader effects that go beyond just one Domain.

## PVE QUESTS

Quests make up the primary game loop and are PvE. Each Quest takes you to an autobattler arena board within a specific Domain. There, you place your Creature allies on the board in order to overcome the enemy NPCs (non-player characters) in a round-based battle.

Some Quests are solo and some are cooperative. These Quests yield more Tribe rewards but require you to strategize with your Tribe as you each choose which Creatures to place on the board and where they should go.

Players will be able to see the enemy NPC lineup when they open the Quest, giving them the ability to strategize and decide which Creatures each member of the Tribe will place on the board.

After winning Quests, you get rewards in the form of Aurah, XP, Ingredients, and potential Domain Progress.

## PVP TRIBE BATTLES

The other core game loop is a grand-scale cooperative Tribe versus Tribe event called a Tribe Battle. Each Tribe in StarGarden engages in Tribe Battles 8 times per day, or once every 3 hours. Each match is announced 24 hours in advance, giving players time to allocate their Creatures and glance at the opposing Tribe's StarGarden. Players don't need to be online during a particular battle to participate in it.

The actual battle, which could involve up to 80 players placing Creatures on shared arena boards, is handled by the server in real time. Each Creature has its own tactical preferences, so learning how to effectively distribute them and counter your opponent requires in-depth strategizing, especially in a universe with over 1,000 unique Creatures.

Battle results of the last 24 hours are saved for all Tribes, allowing you to view not only your battles, but also other Tribe conflicts as you try to come up with clever counter-strategies against your opponents.

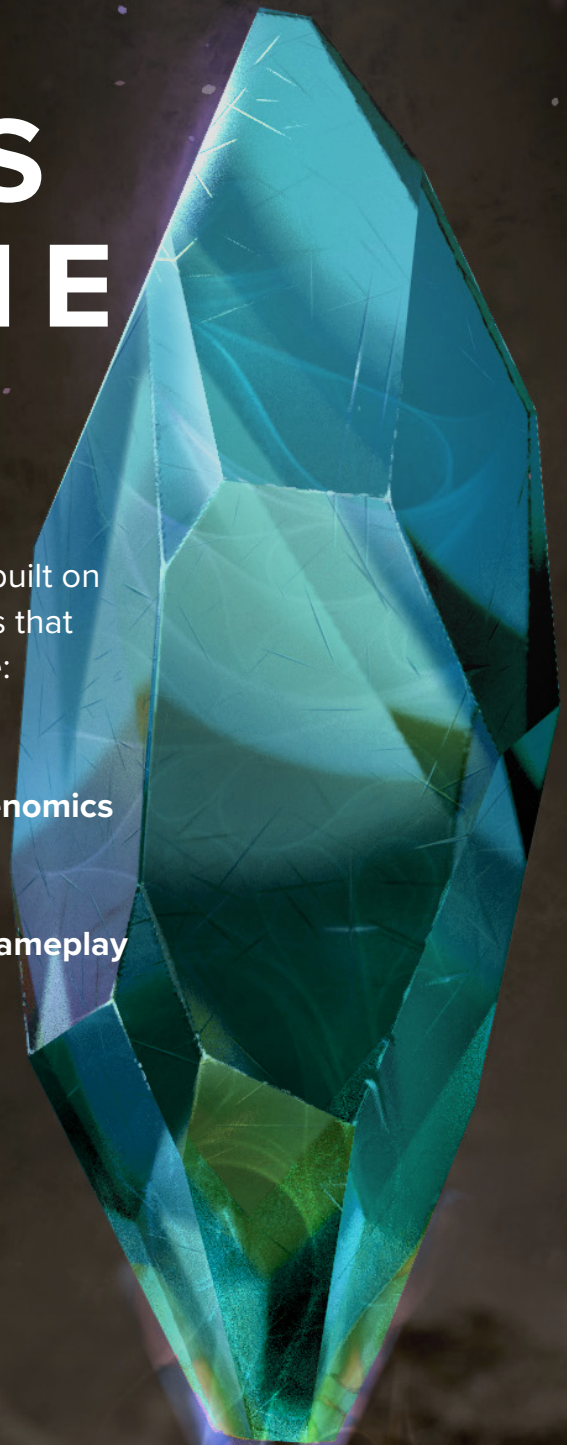
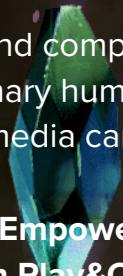




# TWO PILLARS OF GAME DESIGN

Our game and company are built on the two primary human needs that interactive media can provide:

1. **Human Empowerment,  
Through Play&Own Tokenomics**
2. **Human Connection,  
Through Highly Social Gameplay**



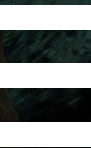


# PILLAR #1: PLAY & OWN TOKENOMICS

The most valuable thing a player can contribute to a game world is their time.

We believe players should be able to both play a fun game and own the in-game assets they spend time collecting, just like other things they own or collect in the physical world.

Each of your Tribe's successes in game adds persistent value to the members of your Tribe. We capture those efforts and transfer them to dynamic NFTs and other ingredient tokens that in turn have real value based on the effort that went into earning them. This means that the more you use your dynamic NFTs, the more powerful they become.





## OUR FRESH APPROACH TO TOKENOMICS

### MULTIPLE UTILITY TOKENS FOR PLAYER INTERDEPENDENCY

Interdependency between people and groups is the fundamental characteristic of an economy, as it creates the need for trade activity.

To increase interdependence between players our economy uses multiple utility tokens, akin to crafting ingredients, similar to an inventory system in traditional MMOs or games like Animal Crossing. We build a system where players go from one ingredient to another as they progress, so that it creates high trade volume, allows the value of each ingredient to refresh, and amplifies census growth as new players join to replace veteran players when they promote.

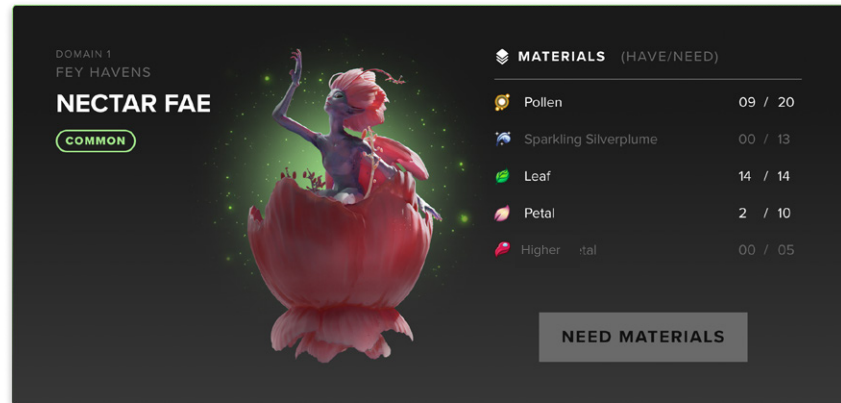
We amplify player interdependency in two ways:

- Each Tribe member is limited to a certain number of crafting ingredient they can receive each day: players who spend 20hrs in the game per day won't generate more ingredients than players who do the minimum required economic output.
- Each team has access to limited kinds of ingredients: similar to Animal Crossing where each player island grows one variety of crops and not others, StarGardens also don't yield all the kinds of crafting ingredients that can be found in the game. As explained earlier in this white paper, teams can choose between 20 Domain Progression Paths in which they progress every day; each Domain itself has multiple crafting ingredients that unlock as the players and StarGarden level up. Hence each StarGarden path and its level will yield different types of tokens.

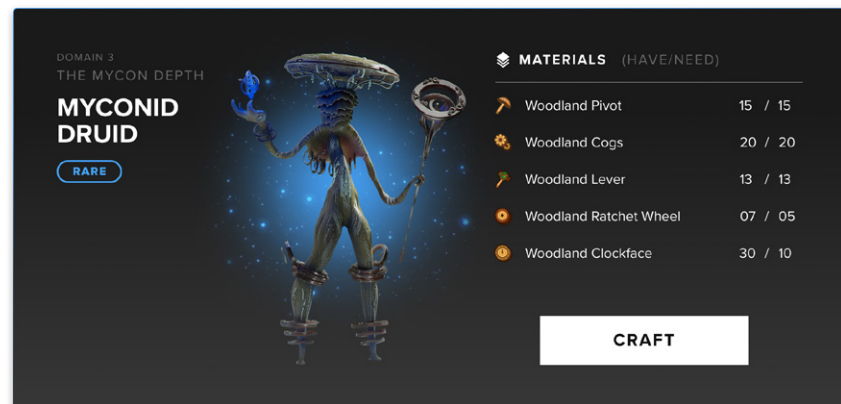
### DOMAINS



*Ingredient tokens act as resource inputs, such as wood, metal, ore, spice, etc., just as in any other game that allows player crafting.*



*Similar to how players in Animal Crossing fetch Ingredients to craft recipes, players in our game use these Ingredients to craft rare Creatures. There are 200 types of NFT Creatures, which each come from a respective recipe. Each recipe requires a wide range of crafting ingredients, many of which players won't have access to on their StarGardens. Hence players need to constantly engage in trade activity on our marketplace, to sell the Ingredients they don't need and find the ones they're missing to complete these recipes.*





## MULTIPLE UTILITY TOKENS FOR PLAYER CENSUS GROWTH

The other fresh aspect of our economy is that as players gain access to higher level Ingredients they lose access to lower level Ingredients.

PLAYER ACCESS TO INGREDIENTS	DOMAIN 1	DOMAIN 2	DOMAIN 3	DOMAIN 4	DOMAIN 5
<b>PLAYER LVL 1</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 2</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 3</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 4</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 5</b> <small>DOMAIN PATHS #2, #3, #5</small>					

PLAYER ACCESS TO INGREDIENTS	DOMAIN 1	DOMAIN 2	DOMAIN 3	DOMAIN 4	DOMAIN 5
<b>PLAYER LVL 1</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 2</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 3</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 4</b> <small>DOMAIN PATHS #2, #3, #5</small>					
<b>PLAYER LVL 5</b> <small>DOMAIN PATHS #2, #3, #5</small>					

The secret sauce is that recipes used to craft NFT Creatures (Valaans) require both higher level Ingredients and lower level Ingredients.

This means that to craft recipes old cohorts of players will constantly need new cohorts of players who can provide access to these varied crafting ingredients for players who need them. Hence everybody is in a different place in the economy and has to trade with everyone else to get where they want to go.

Further, because the old cohorts of players are no longer generating the lower level Ingredient, that means that new players can come in and earn Play&Own rates similar to what the first cohort enjoyed, without a decay of the ingredient token value. Thus, new players are actively being recruited and welcomed. This is key to the census of the game continually increasing, which is a prerequisite for the economy expanding over time and asset values rising instead of falling.

What we are describing here is a self correcting, long-term, expanding game economy.

## **A SELF-REGULATING ECONOMY**

We are building a living economy; it is a complete organism with many systems that all feed into each other. This organism automatically reacts to economic disruptions to restore homeostasis, with little or no need for developer input or revisions.

Our players will receive Ingredients depending on their Domain choices and how long they've been playing the game: a player who's been playing for 3 years and doing Quests in the Den of Gluttons Domain is going to generate different Ingredients than a brand-new player. But even the most powerful level 100 Creature Valaan requires Ingredients from both of these players.

By design, if new players stopped joining the game, the value of low-level Ingredients would skyrocket. It's difficult to imagine a scenario where new players wouldn't join under these conditions; thus the economy encourages growth and is designed to self-regulate.

Also, if not enough players are in a particular Domain Progression Path then the value of those tokens will go up in value, hence players will naturally fill those Domain Progression Paths and balance the economy.



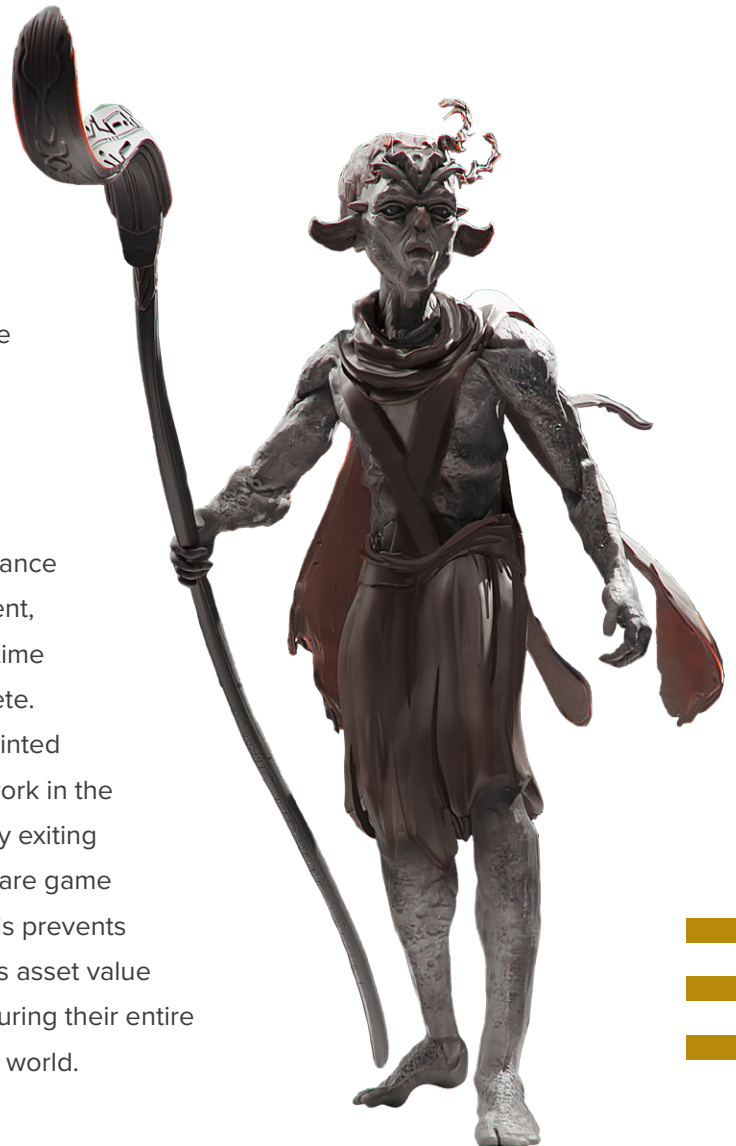
Inversely, if too many players are in a Domain Progression Path and tier, then the value of the tokens will decrease for them and they will change Progression Path accordingly.

## **AN INFLATION RESISTANT ECONOMY: NO POOLING**

In game economies all goods tend to start at a supply of zero and increase as they approach infinity. This creates Pooling, as goods increase in supply unabated. Pooling is a problem for players because it decreases the value of earned goods over time. As a good approaches infinite supply, it also approaches zero value.

StarGarden has been designed with a solution for the Pooling problem. While there are an unusually large number of crafting ingredients involved in our economy relative to other games, each player typically only has access to a very limited number of them at any point in their journey. As they advance to new Ingredients, they lose access to others. The market connects players to make sure these needs can be met through global interdependence.

Thus as players advance “off” of one Ingredient, that Ingredient has time to “refresh” or deplete. In addition, newly minted assets by players’ work in the game are continually exiting the system to craft rare game assets (Valaans). This prevents Pooling and protects asset value for all participants during their entire journey through our world.





## EASY TO LEARN, HARD TO MASTER

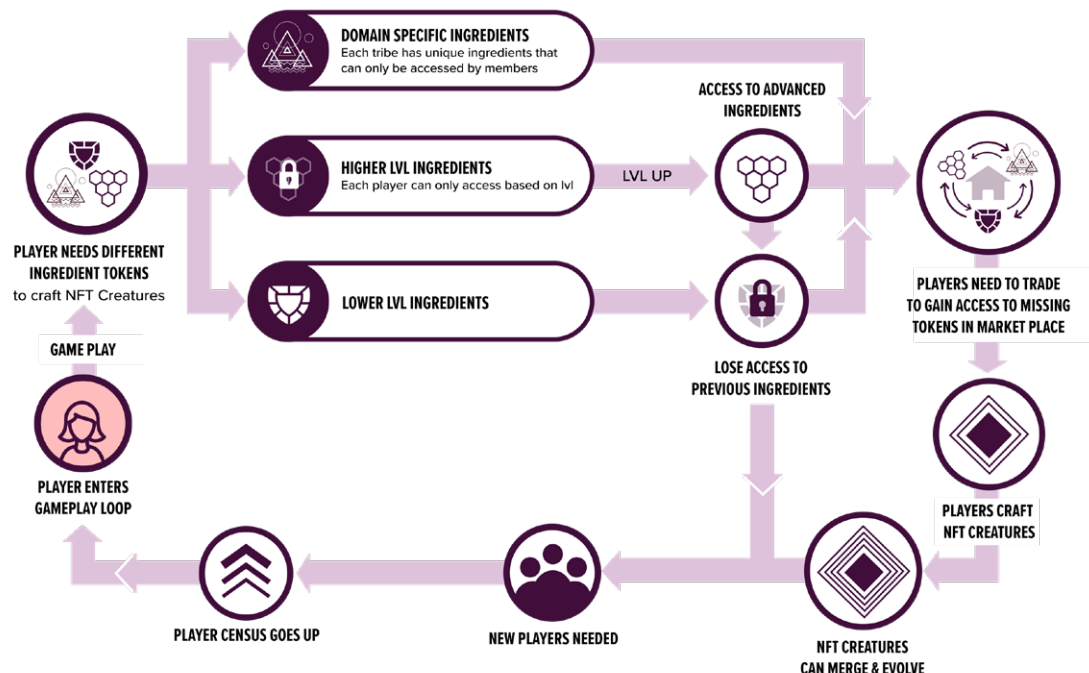
The typical player won't be earning more than 6 types of Ingredients in a week.

Players are introduced to Ingredients at their progression level pace. A player starts the game with access to up to 8 Ingredients and will have to choose which ones they want to earn. This decision is often made on the Tribe level as the members of a StarGarden plan their long-term progression strategy. Successful teamwork unlocks more powerful Creatures, which in turn will give access to more advanced Ingredients. These in turn give access to even more powerful Creatures and enhanced Play&Own opportunities.

As players and Tribes gain access to more advanced crafting ingredients, they start to lose access to the earlier ingredients. Hence the player is never overwhelmed by too many different Ingredient rewards. While there may be 120 crafting ingredients in the game, in the first year no one will get to the top 60 crafting ingredients. It will take a player 3.5 years to get to the end-game content, where they will gain access to the most advanced crafting ingredients and NFT Creatures in the game.

As players reach end-game content (in approximately 3.5 years) we plan on adding new content to keep the game fresh and exciting.

## ARRIVANT TOKENOMICS DIAGRAM RECAP



## PLAYER-OWNED ASSETS

### LAND TOKENS: STARGARDENS

The StarGardens in our game are non-fungible tokens. The first NFTs we made available were Founding StarGardens (already minted). There will be other StarGardens made available to players to account for population growth, but they'll never have the unique bonuses that Founding StarGardens have.

For Founding StarGarden holders, having the symbol of The Mycon Depths Domain on your Founding StarGarden gives you Affinity for that Domain; the same goes for any Domain listed in your Founding StarGarden attributes. This won't be a benefit ever given to future Open StarGarden owners.

In the game, and on secondary markets, any player or even prospective player will be able to instantly and easily understand how rare a StarGarden is, and which Domains are available vs. unlocked on the NFT itself "at a glance" without having to consult a website/wiki/FAQ. For example, if your StarGarden is level 38.4 in Fey Havens, and level 63.1 in Den of the Gluttons, you will be able to view and rank these Domain levels at a glance on our market or secondary markets.

### Founding StarGardens

Our first mint was the Founding StarGardens. These will be the first play spaces that players will form Tribes on and advance through the Play&Own economy. In addition to all the dynamic and expanding powers normally available on a Private StarGarden, the Founding StarGardens have these additional advantages:

- Access to owner-only channels in our Discord channel
- Early voting rights on community led decisions
- The Eye of Eleriah dynamic NFT airdrop, which has already been distributed (<https://lock.arrivant.com/>)
- In our upcoming browser game, each Founding StarGarden owner with dormant traits will be able to claim rare Ingredient tokens once a month for several months

# TOKENOMICS

- Ingredients can be used to craft our high utility/quality Avatar PFPs
- Ingredient tokens can be used to craft rare limited supply Titles that not only allow you to flex, but also boost Affinity in their Domain
- Founding StarGardens themselves project Affinity across their Tribe, causing them to have accelerated development in their linked Domains, and slowed development in all other Domains
- Founding StarGarden holders have beta access and can invite their friends to play with them in beta
- The very limited play space available on the Founding StarGardens will initially be the only place that players can play the game. We will not introduce Public StarGardens until this capacity is close to full
- The Founding StarGarden in the game will have special cosmetics that distinguish them from other StarGardens
- The added prestige and Domain Affinity of a Founding StarGarden will make it easier to recruit the world's top players

## CREATURE NFTS: VALAANS

80% of the Creatures in the game are non NFT Creatures that anyone, given enough time, can get.

20% of the Creatures are Valaans.

In the rich mythology of the world of Eleriah, Valaans are Creatures from the ancient past. They are complex, extraordinary, and striking—and their mysterious powers are revered by all beings across Eleriah's many Domains.

LORE





# TOKENOMICS

In StarGarden, Players can expend Ingredients in order to craft these legendary NFT Creatures. Valaans can be used in battles, like any other Creature in the game – they can also be trained, merged, and/or sold to other players. At higher levels, Valaans are much more complex and much more rare since they can only be crafted by players working together – embodying the deeper themes and values at the core of the mission of our story.

{ *ONLY TOGETHER WE TRANSCEND.* }

Valaans have unique special abilities that a clever Tribe can use to open up new gameplay strategies and knowledge of Eleriah's most compelling mysteries. They also come with an unprecedented opportunity to flex—both due to their aesthetic flair and their varied utility in the game itself. These astonishing Creatures will inspire awe and wonder within the world of StarGarden and its many in-game cultures as well as for our external worldwide community.

However, Valaans do not lead to a pay-to-win advantage. They are not overpowered; if a player bought 100 crafted NFT Valaans from other players, their ability to utilize them would be limited by a combination of their player level and their Aurah budget. Aurah can never be traded, purchased, or accelerated. Thus, buying Valaans from other players (as we don't sell them) doesn't allow you to field a larger or more powerful army of Creatures.

In our game players can only play Creatures that have been unlocked through their StarGarden Domain Progression Path. If Fey Havens and The Mycon Depths are the only Domains that have been unlocked on a StarGarden then only Creatures coming from these Domains can be purchased and deployed by the players. Also these Creatures are not tradable with other players. This is not true for Valaans: Valaan use is not restricted to the Domains of your StarGarden, allowing players to mix in lore and abilities from the more unfamiliar corners of our world, adding to their value, rarity, and story significance. Not only will these Creatures offer a profound glimpse into our story's mythology, and vessels for personal connection for all players who journey into our world, but they will also give players gameplay versatility: since effective

# TOKENOMICS

Tribes will tend to focus on two or three domains, owning Valaans will bring abilities from otherwise inaccessible domains.

## **Crafting**

Over 200 distinct Valaan Creatures are planned. These are NFT Creatures that players can craft using Ingredient tokens.

These NFT Creatures have complex and regularly updated metadata that will allow them to grow over time, and that growth will be visible in the marketplace if the owner chooses to sell them.

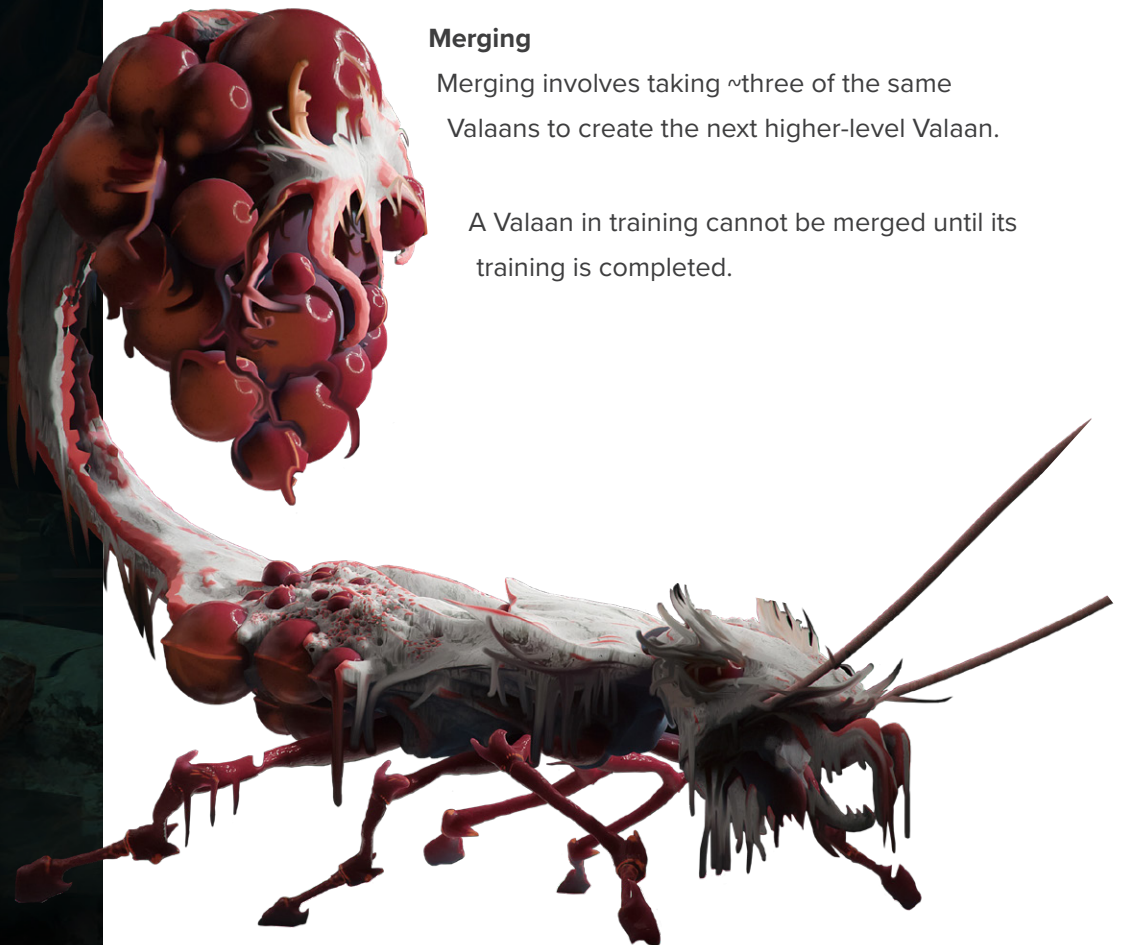
## **Training**

Training is a mechanic where players can form a special bond with a Valaan. In order to train a Valaan, Players must deploy it over the course of many battles and keep it in their Creature roster. By completing the training the Valaan becomes more powerful. This can only be done with one Valaan at a time, and once the process is initiated, it must be seen through to the end (during this time it cannot be removed from the player's roster or its training will halt and lose all progress). This process could take weeks or even months.

## **Merging**

Merging involves taking ~three of the same Valaans to create the next higher-level Valaan.

A Valaan in training cannot be merged until its training is completed.







# TOKENOMICS

## **Collective Crafting**

The most powerful and valuable Valaans in our world could require 10 years of individual labor to create. We expect the market to value them appropriately. We also don't expect one Player to have the time to put 10 years into making something like this - but collectively a Tribe of players could. In our game, a Tribe of 40 players has the potential to collectively generate 10 years of labor in 3 months and share the spoils of selling that Creature on the market.

## **INGREDIENT TOKENS**

Ingredients are fungible tokens used for crafting. There are 120 types of Ingredients in the game. Only 8 of these will be available to new players, and progressively rarer Ingredients will become available as players advance through the game. The self-regulating economy is designed such that the more common Ingredients never become flooded. Thus, new players won't experience significant degradation in Ingredient earning capacity as you typically see in current economic designs that aren't self-regulating. Some bot activity is anticipated, but a complex variety of countermeasures will restrict this phenomenon to the lowest-value Ingredients in the economy.

StarGardens are sold by us.

Valaan Creatures and Ingredients are created by players and will never be sold by us.

## **COSMETICS**

There are other types of assets a player can own. These will be released in accordance with the lore schedule. Some involve StarGarden customization, player avatars, or skins, and one that makes us very excited: Soulbound NFTs.

## A MARKETPLACE AS A BESPOKE INVENTORY SYSTEM

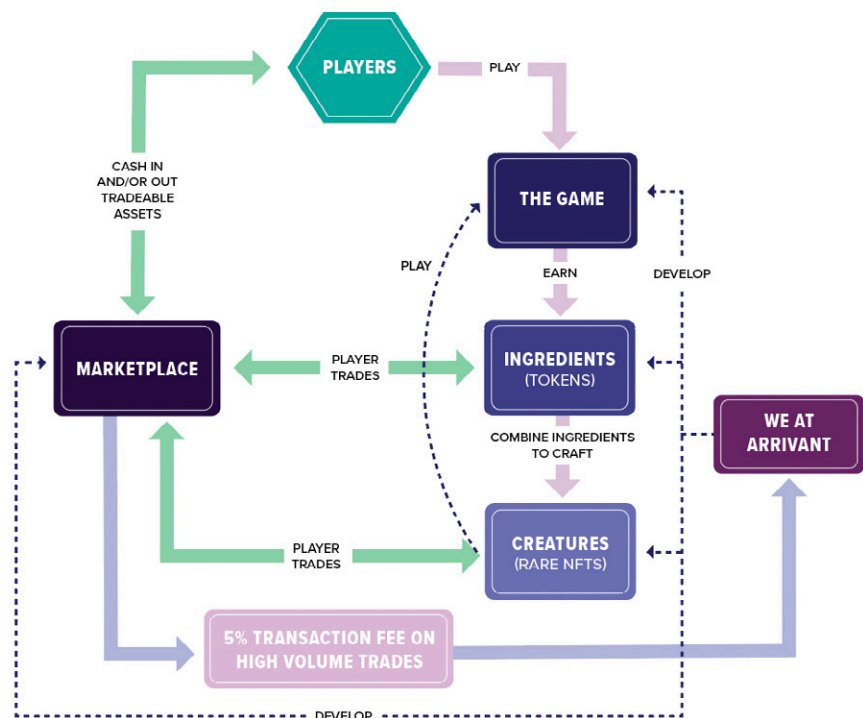
Instead of burying our game behind a paywall, we let you experience it in a free-to-play format. Access to the upper reaches of the economy are progressively harder and more restrictive, to prevent attack by bots, but still free to play with the invitation of a StarGarden owner.

Should you want to expedite the process of crafting a Creature Valaan, you can buy Ingredients from other players, since ARRIVANT doesn't sell them.

Everything that goes into crafting a Creature Valaan is player-made. Players can only get a limited amount of Ingredients per day and are limited to the Ingredients their StarGarden produces, so crafting a Creature in our game takes a lot of individual labor. The Play&Own economy values that labor and time.

Our marketplace is primarily an inventory system and will be used by players to craft, merge, construct, deconstruct, and upgrade their in-game assets; commissions are taken on all these transactions.

In addition players can trade with other players, but we expect any of our assets on chain to be traded on 3rd party marketplaces.

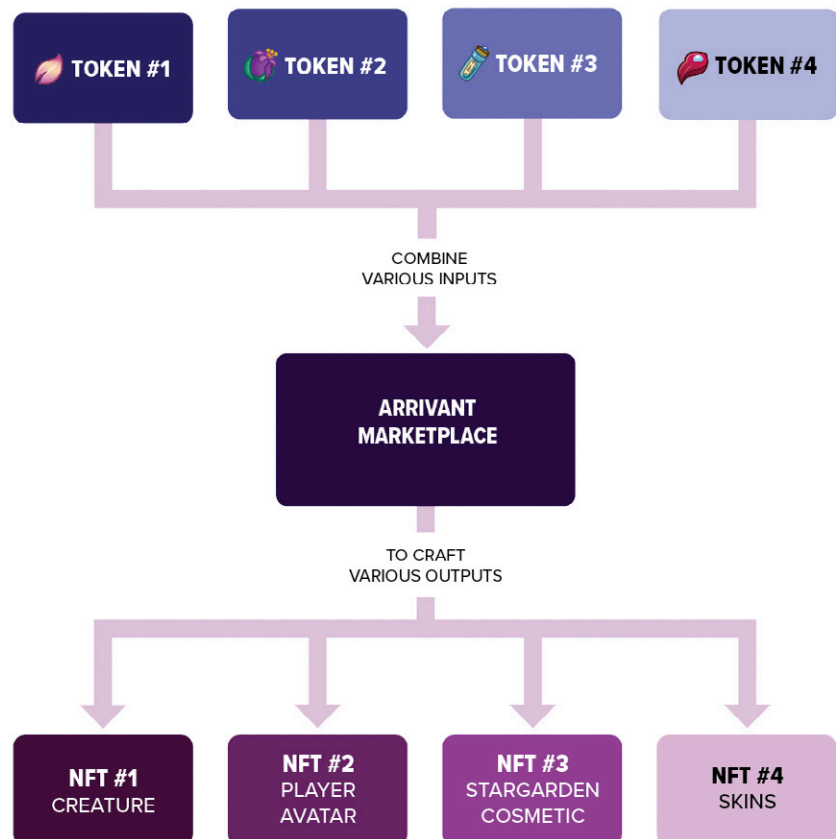




# TOKENOMICS

Players can choose to trade Creatures and Ingredients on other marketplaces, but using ours will be convenient, cheaper and the only place where players can manipulate their assets to their full extent. Our marketplace hosts many aspects of the metagame, for example:

- Craft new NFT Creatures by combining multiple types of Ingredient tokens
- Trade various types and tiers of fungible Ingredient tokens and NFT Creatures
- Upgrade existing NFT Valaans using Ingredients
- Creature evolutions and merging
- Construct and deconstruct your NFTs (Avatar pfp's)
- Craft StarGarden Comestics, Avatar Traits, etc.



(temp diagram, temp Ingredients)

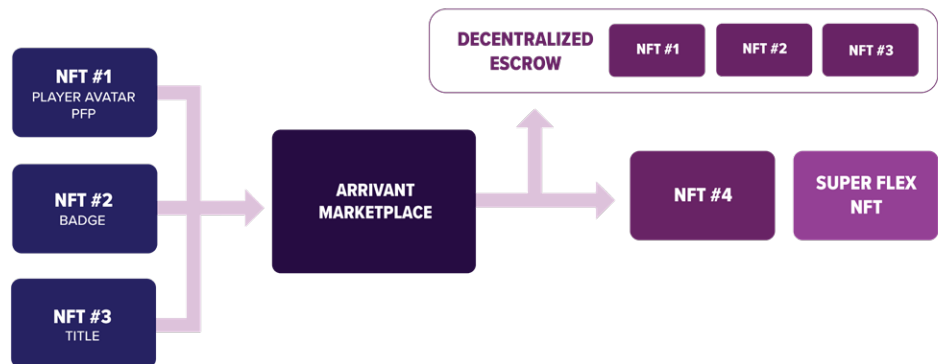
## DECONSTRUCTIBLE NFTS

Another fresh aspect of our marketplace is to give players the ability to construct and deconstruct their NFTs.

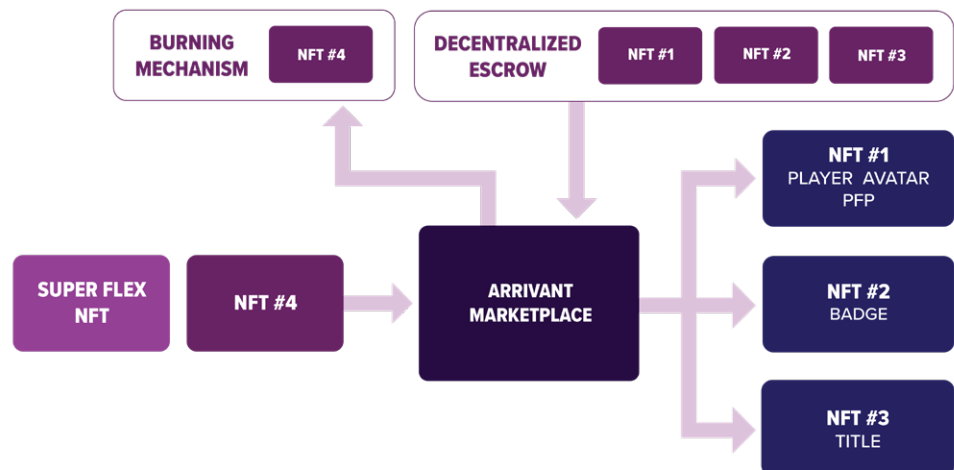
For example, if a player won a competition and earned a special badge they could add it to an existing avatar PFP. They would bring their two NFTs to the marketplace to merge their NFTs with the push of a button. On the backend the NFTs would be put into escrow and the marketplace would issue a new NFT. The user can then flex with that new NFT, but still have the ability to deconstruct it and separate the parts whenever they want to.

There won't be any added transaction fees for the player, only the usual Solana transaction fee.

### CONSTRUCTION



### DECONSTRUCTION





# TOKENOMICS



+



=



## FLEXING

As you play through the game, everything gets bigger over time. A LOT bigger.

Sizes of Creatures start at 1 or 2 and can climb all the way up to 100,000 over the course of 3,5 years of gameplay. The Creatures get dramatically larger and/or more powerful and/or more complex as their size increases. The game automatically scales the battlefield and all Creatures present to adjust to the presence of larger Creatures. Thus the visual impact of a larger and more advanced Creature is immediately identifiable without even needing to look at level numbers. Your Tribe will see and support your progress over time, whereas the Tribes you battle in PvP could be quite impressed when you deploy a Creature they have yet to encounter. The player-crafted Valaan Creatures are rare, and are intended to allow owners to flex to up to 79 other players in a Tribe vs Tribe battle. StarGardens also grow over time and allow your Tribe to flex to opponents, some of whom may live in the same town as you.

Finally, players ability to construct and deconstruct NFTs, especially their avatar pfp, will open multiple avenues for them to flex and build social identity amongst friends, frenemies and the ecosystem at large.

## OPTIONAL DOMAIN SUBSCRIPTIONS

Domain subscriptions give players Affinities to Domains. This improves the chances of Domain Challenges being offered to the Tribe that match their progression strategy. Being subscribed also boosts the number of Ingredients you can earn per day by giving additional player-level appropriate Ingredients from the Domain subscribed to. A player can only subscribe to a Domain that has been unlocked on their StarGarden, so initially only the Arrival Domain subscriptions may be available. Domain subscriptions don't affect gameplay or give an unfair play advantage, but they can improve player Play&Own rates and make it easier for Tribes to focus their Progression Path (see Affinities above). Subscriptions are completely optional.

Subscriptions can themselves “level up” and get more powerful over time, like almost everything else in the game. More advanced subscriptions (the ones you have to unlock) are more expensive to maintain than the Arrival subscriptions, due to their greater Play&Own boosting effects.





# PILLAR #2: SOCIAL GAMEPLAY



# SOCIAL GAMEPLAY



Most multiplayer games and social media platforms have the similar feel of being in a busy airport terminal. Yes, there are thousands of people in the same space as you, but everyone is going in a different direction, leaving you with little to no incentive or opportunity to make meaningful connections. These short-term match-ups often range from 30–45 minutes and are filled with player friction.

Our approach to game design is focused on moving away from the airport terminal model and toward creating digital campfires that act as catalysts for social connection. Our goal is to give you a setting that fosters long-term play—it becomes progressively more meaningful the longer your Tribe works together and bears the fruit of your collective efforts.

Even with a massive amount of changing content, players tend to get bored over time without social interaction and a feeling of belonging. Conversely, players will play the same game year after year, long after it's become boring, just to spend time with friends who are still playing. We strive to take that sociability to unprecedented levels in our games. Every aspect of design, economics, and lore encourages cooperative play, cooperative rewards, cooperative progression, and strong social bonding. We also use geolocation so that players can find neighbors to play with, potentially fostering their real-world community as well as their digital campfires.

By requiring teamwork and by making the rewards shared across the entire Tribe, the normal sources of toxicity that often sabotage social interaction in current multiplayer games are reduced. Every effort has been made to create a low-friction environment where you can make friends and meet new people on a regular basis.



## TRIBE BASED MECHANICS

### **COLLABORATE TO CHOOSE DOMAIN PATHS**

Each Quest that is dropped to players each day is tied to a Domain and hence promotes Domain Progression.

The Tribe is strongly rewarded for focusing on just a few Domains—but which Domains they choose is up to the Tribe, and that's why it's going to take dialogue to come up with a plan that will likely change at various stages as the Tribe progresses through the game.

The best Tribes in the world will be the ones that have the best synergy.

### **COLLABORATE TO CHOOSE QUESTS**

Each day each player on a StarGarden is dropping Quests tied to their player level, their player Domain Affinity, their potential subscription, and their StarGarden Domain Affinity.

These Quests all go in a Quest pool for all players of the StarGarden to see.

Players must strategize on which Quests they want to pursue, because there may be too many Quests and not enough time.

Failing Quests will set Tribes back. Succeeding in these Quests will help them move faster through Domain Progression Paths.

### **COLLABORATE TO PLAN PVE BATTLES**

Each day Tribemates must strategize together how they will succeed in their Quests. Lots of communication will be needed to make sure players combine or divide their Creature forces accordingly.

### **COLLABORATE TO PLAN TRIBE BATTLES**

In addition to all the engagement present in PvE battles, the best Tribes will also do some homework on studying their Tribe opponents for PvP. Before any Tribe battle, players of a StarGarden can spy on enemy StarGardens to learn their tactics, etc. At a



glance players should be able to identify what Structures have been built and hence what types of Creatures have been unlocked. They can also review the prior battles of these other Tribes over the last 24 hours.

## **COLLABORATE TO OPTIMIZE CREATURE ROSTERS**

New Creatures are constantly being unlocked in a StarGarden, and are made available to the entire Tribe. But it's the role of the individual player to decide whether and how many of the new Creatures to purchase with their personal Aurah currency, and which current Creatures from their roster the new Creature(s) will replace. As players optimize their Creature roster daily it will not only keep the meta fresh but require conversation between Tribemates to optimize team synergy.

## **COLLABORATE TO CHOOSE STARGARDEN COSMETICS**

Each day, through Quests and Tribe battles, everyone gets some budget that can be used to spend on the appearance of the stargarden. Each player can put those points where they want, but if players cooperate they can complete a specific cosmetic upgrade more quickly.

## **TIME SINKS: ECONOMIC GAMEPLAY VS SOCIAL GAMEPLAY**

There are so many things that need to be traded in the game that players may find themselves spending a lot of time watching the market, similar to how the marketplace was very popular in World of Warcraft.

Quests are where players will get their tradable Ingredients, their Play&Own resources. We don't want players to have to spend too many hours to get those resources, so there will be a cap on how many you can earn in a day and it won't take more than a couple hours a day.

# SOCIAL GAMEPLAY

Once players have collected all their resources, there are many additional things players can do to benefit themselves and their Tribes that don't have a cap. This is especially important for the Tribe vs. Tribe battles. Since these take place every 3 hours 8 times a day, a player can choose to be quite involved in the strategies for those battles. This could even include watching replays of your 8 daily opponents to see what Creatures they deployed and what strategies they use. Everyone has access to everyone else's Tribe battle replays for the last 24 hours.

## HOW DO WE AVOID TOXICITY?

No unfair reward systems that reward one player over another in the same Tribe.

Gameplay isn't at odds with being social; being social is the gameplay. This type of cooperation is the key to the success of any elite esports team.

We also give players the tools to find the right Tribe for them, which we believe will remove friction in the play experience. By giving players the ability to opt in to providing more specific information on their play style and personality, it will allow us to make Tribe recommendations that are more tailored than your usual multiplayer matchmaking system.

## NO PAY TO WIN

Project Eluüne was created to offer its players a rewarding social experience at a time when the need for such has never been greater.







# SOCIAL GAMEPLAY

In order to preserve the welcoming ethos of our founding vision, we see it as critical to minimize all vectors for toxicity in our ecosystems.

In recent years, pay-to-win gameplay models have exacerbated negative interactions in all echelons of the gaming community. In StarGarden we have sought to move as far away from this corrosive business model as possible, both in spirit and in practice. As such, we have almost entirely eliminated microtransactions from our ecosystem, opting instead to create a sustainable, interdependent economy focused on player-built economies. In valuing player-to-player trades over player-to-developer trades, we aspire to reinfuse the sense of humanity lost in many modern gaming endeavors.

In addition to XP, the other personal (non-tradeable) resource that players gain over time is Aurah. Aurah sets your maximum budget for purchasing and deploying Creatures in a day. Even if a player bought 100 crafted NFT Valaans from other players, their ability to utilize them would be limited by a combination of their player level and their Aurah budget. Aurah can never be traded or purchased. Thus, buying Valaans from other players (as we don't sell them) doesn't allow you to field a larger or more powerful army of Creatures.

## NEW PLAYERS ALWAYS MATTER

It's common in traditional MMOs for veteran players to be more desired in team efforts than newer players. This creates a form of exclusion toxicity that can prevent an otherwise healthy community from growing. Recruiting new players (potentially from your own neighborhood using geolocation) as your Tribe's StarGarden expands is encouraged in our game design.

New players in our game will usually start on a young StarGarden they share with other new players. But for those who want to join a Tribe of friends who've been playing for a while they have the option to complete an Apprenticeship. This is a system that rewards new players with a long-term bonus to help them catch up with their more experienced Tribemates. Veteran players will



also be incentivized to help train new players to join them on their StarGarden as their Tribe will receive a progression bonus in return for onboarding a new Apprentice.

## LONG-TERM GAME

The progression and story systems in Project Eluüne: StarGarden are designed to span an epic 3.5+ years of content, with the economy engineered to expand over that time. Appeals to speculation in current top Web3 products can cause explosive growth and then a near-constant decline afterward, hinting at just what would be possible if that growth could be sustained.

How do we plan to sustain growth:

- We use sufficient content to keep the game fresh for years of daily play.
- Progression is so varied that each month of gameplay content is different from the last.
- Our self-regulating economic system prevents Pooling and keeps all resource inputs valuable throughout the entire game lifespan.
- Project Eluüne: StarGarden uses 120 tokenized resources as Ingredients, similar to some of the top MMOs. Players will only have access to a subset of them and will have to trade what they have for what they don't have. This interdependence is critical to a healthy economy, to make everybody feel they are needed and to foster social interactions.
- The social aspect of the game is such that players will make new friends and create belonging in Tribes. This will foster deep loyalty to the game.
- As we approach the existing designed end game content, we will be working to both extend that content as needed, and also develop our next game ("Game 2") in such a way that players can transition as our IP expands.

## A GAME CHANGER FOR ESORTS

In 2019 The League of Legends World Championship was boasting over 100 million viewers, more than the Super Bowl that same year. According to market researcher Newzoo, by 2024, there are expected to be 577.2 million eSports viewers globally.

- 15% of US adults list eSports as their top interest
- 60% of genZ prefer watching eSports rather than traditional sports
- 55% of students 13-18 believe gaming is a path to a future career

These numbers are going up, not down.

But the promise of eSports has fallen short. Right now eSports is super exclusive: the rewards for becoming good at a game are very small, and the opportunities to become an eSport owner are even smaller.

In traditional eSports if one wants to organize a tournament they need to own a team and the cost of owning a team is wallgardened and cost prohibitive. As an example the buy-in price for a League of Legends LCS team was \$10 million, and only 10 teams have been in existence. This means that dreams of becoming eSports team owners are crushed, that less than 0.01% of gamers can become professional eSports players, and even less than that can earn a living from it.

But not anymore.

Our game democratizes eSports

- We make it accessible to anyone and universally; being part of a StarGarden is being part of an eSports team
- Players are monetizing their skills each day through Play&Own, the more they hone their skills and teamwork, the higher their earning potential
- Any owner of a StarGarden is effectively the owner of an eSports team, and at a fraction of the average industry cost. If you ever dreamt of owning your team, this is your chance
- The sport is owned by the community, if you want to organize a tournament do it, we won't try to control it

## PLAYERS IMPACT THE LORE

In traditional worldbuilding, fans play a passive role in the story—their actions have little, if any, effect on the overall trajectory of the narrative. But Project Eluüne and its extended universe prefer a forward-thinking approach to storytelling, one in which the decisions, actions, and interactions between members of our community have impact on the world itself. This allows us to unlock new opportunities within Eleriah, fitting our world into the dynamic interests of our users and including them in the authorship of our story.

Our rich and dynamic Story-Universe constantly shifts between a dichotomy of Universal Laws—or, foundations that can't be broken—and Local Laws. These Local Laws, which are fan-determined and mediated by our team, turn Eleriah into a space of free-play where the members of our community can realize their identity and sculpt the arc of our narrative.

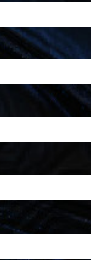
What does this look like? On the small scale, this might mean sharing interactive puzzles with the community or rewarding their engagement through unique POAPs in the form of Soulbound Keys to new corners of our world. Or it might mean pulling them into our creative decision-making, as we did with the Blinded Eyes of Eleriah, a key component of our lore determined by fan vote. Even the initial S.O.S. Call of Eluüne itself contained these local elements, with a secret code embedded in the video that was later deciphered by our community—an action forever enshrined in our history—a history that celebrates these players.

On the larger scale, though, this means creating a world that reacts based on our fans' choices. Rather than forcing our story down preset paths, StarGarden will grow and transform based on the decisions of its players, with their impact being felt in all our subsequent media. After all: Why build alone when you can build with your community? Players want to be immersed in the worlds we build together, discovering them alongside us. We want them to have a place in the Story-Universe instead of just watching from the sidelines.



# TECHNOLOGY

We plan for Project Eluüne: StarGarden to be cross platform. First on PC, followed by Console and then iOS and Android.





# TECHNOLOGY



- + CLIENT
- + GAME ROOM  
SERVER  
(headless peer-to-peer,  
authoritative host)



- + OAUTH
- + GAME INSTANCES
- + MATCHMAKING
- + ANALYTICS
- + INVENTORY

**WALLET  
+WEB3**

- + PROPRIETARY  
INVENTORY  
SYSTEM
- + SEMI-FUNGIBLE  
AND SOULBOUND  
TOKENS

**AI  
TOOLS**

- + PUPPETRY  
(POLYWINK)
- + STORYTELLING
- + USER-GEN CONTENT
- + DEVELOPMENT
- + SUPPORT





# TEAM





# LEADERSHIP TEAM



**CEDRIC GAMELIN**  
FOUNDER & CEO

Visionary leader. Web3 native. Former leadership at Emblematic: VR/MR/AR experiences shipped for AT&T, PBS, Cox, Google, Warner Bros, Mozilla; works shown at the White House, Venice, Sundance, SXSW.



**MEGHAN MCWILLIAMS**  
FOUNDER & COO

Visionary culture & community builder. Web3 native. Former: BD Director at Emblematic, working with AT&T, Wall Street Journal, Mozilla; Sundance ops & community building; co-founder of Women in NFTs.



**RAMIN SHOKRIZADE**  
FOUNDER & MONETIZATION

Metagame designer, game economist, monetization strategist. Enabled \$B revenues for F2P World of Tanks Blitz & World of Warships. Repaired Eve Online economy. Formerly Microsoft, TakeTwo, Wargaming.



**CRAIG ALLEN**  
CHIEF STRATEGY OFFICER

Founder & former CEO, Spark Unlimited (1st Call of Duty for consoles); Strategy, Emblematic; Chief Creative Officer, Embodied (AI/robotics); GM of Interactive, Jim Henson; SVP, Disney Interactive.



**DAVE PROUT**  
VP OF PRODUCT

20+ years leading teams & shipping AAA games. Founder, Spark Unlimited (1st Call of Duty for consoles); Games Lead & Operator, Epic Games. Previous roles at Kabam, EA, Certain Affinity.



**CRAIG MCPHERSON**  
GENERAL MANAGER

25+ years shipping AAA games: Medal of Honor, Lost Planet 3. Founding team, Spark Unlimited (1st Call of Duty for consoles); Dreamworks, 20th Century Fox, The Virtual Company (Jurassic World VR).



**STEVE SKELTON**  
HEAD OF GAME DESIGN

20+ years shipping AAA games including Medal of Honor: Frontline. Founding team, Spark Unlimited (1st Call of Duty for consoles).



**JESSE HELTON**  
VP OF TECHNOLOGY

30+ years shipping 75+ games across console, browser, mobile, and desktop, with F2P & Live Ops experience. Formerly at Zynga, Sega, BioWare.



**MARC HICKERSON**  
HEAD OF FINANCE

10+ years finance experience with businesses spanning angel startups to NYSE-listed corporations; led two companies to IPO. Former VP Finance at Emblematic.

# LEADERSHIP TEAM



**JT JAMES**  
HEAD OF SYSTEMS DESIGN

8+ years game design experience on Valve founding team that shipped F2P games including Dota & Dota 2; \$1B revenue & 25MM monthly active users.



**MENOUER MATILI**  
WEB3 TECHNICAL DIRECTOR

Built Comptoir, a marketplace program used by several Solana projects. Formerly Aurory.



**DEREK PASTUSZEK**  
CHIEF STORY ARCHITECT

Award-winning writer/filmmaker, works shown at Tribeca, the White House. Writer on Peacock's TV show, THE RESORT (NBCUniversal)



**JESSICA KULCHOCK**  
BRAND DIRECTOR

12+ years of design and brand management. Working with notable brands including Sundance Film Festival & Lyft.



**VICTORIA JOHNSON**  
MARKETING DIRECTOR

10 years of marketing brands like MGM Grand, All Things Comedy & Audi

## TEAM EXPERIENCE





T L D R





In StarGarden you will be able to:

- Play a fun game for free, and no wallet needed until you decide to take game assets outside of the game.
- Engage in an economy designed for long-term sustainability.
- Earn, Own, Craft, Merge, Construct and Trade digital collectibles.
- Be part of a Tribe of players who need you and with whom you truly belong
- Build new friendships in a non-toxic environment
- Be part of a competitive eSports team while developing your individual skills and reputation or even lead your own by owning a StarGarden—the top Tribes in the world will be looking for the top player.
- Flex your assets to friends, neighbors, and opposing Tribes
- Be celebrated in the Story-Universe and make an impact by building alongside us
- Vote on decisions that affect the Story-Universe and the future of a world you are building, making for years of fresh content

## COMPANY VISION

We want to provide millions of players a village they can call home, on a StarGarden. Today we're building a StarGarden Stadium akin to an creature auto-battler, and as we expand our company's operations we will build/publish other market segments, with a deep social-economic layer that interconnects them together.

StarGarden Stadiums: will lead to different games & experiences

StarGarden Villages: interconnects the different Stadiums together giving players a place to display their individuality, build their village, and form meaningful friendships.



# CONCLUSION: AN ECOSYSTEM THAT DEEPENS PLAYERS' LIVES







# CONCLUSION

Our pillars of human empowerment (through Play&Own tokenomics) and human connection (through highly social gameplay) are realized in an ecosystem where genuine interdependencies between players makes all participants feel needed: their actions matter and they matter to each other.

By creating the systems that bring players together, and by giving them the tools to forge Tribes of their own, we are delivering more meaningful online game experiences that deepen players' lives.

In our worlds each player can feel like they truly belong.

This is the next era of gaming.

**THIS IS PROJECT PROJECT ELUUNE: STARGARDEN.**

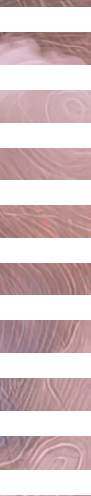


# JOIN US

Join us and build alongside a game publisher that knows it exists because you believe in us.

**You are our North Star.**

**ONLY TOGETHER WE TRANSCEND.**





# GLOSSARY

## CREATURES

Creatures are any being that a player can recruit, purchase, sell, or deploy in battles within the Project Eluüne universe. Diverse in size, origin, lore, and abilities, Creatures fill a vast range and spectacle, from beings as small as insects, to awe-inspiring superorganisms and starships.

*Awaken, Elerian beings... the time has come to band together and rejuvenate what was lost...*

## DOMAINS

Domains are the various locations of Eleriah. StarGarden's Domains are divided among 20 known areas, each with its own unique mythology, aesthetic, strategies, and secrets for players to discover.

*Shine light into the shadows... awaken the gods and memories of this world... Travelers, unearth your powers together...*

## DOMAIN STRUCTURE

By successfully completing PvE quests, players can build Domain Structures on their StarGardens, then in turn unlocking new Creatures. Their aesthetic is Domain dependent -- meaning: as players fulfill Quests, the look and number of Structures on their StarGarden both advance. Over time, this allows Tribes to build their village and distinguish their community's identity from others.

*Mysteries within mysteries... A labyrinth of landscapes forged by ancient unknowns... Only human discoveries will reveal the deepest truths...*

## ELERIAH

Eleriah is a fractured world calling to us from behind a gateway found in the deep recesses of The Internet. Foreign but familiar, ancient but futuristic, it plays host to all sorts of memorable creatures, communities, and landscapes—a wild and seamless synthesis of nature, magic, and technology.

*Arrive, humans, and save us... for without you, we are adrift... abandoned... searching...*

## PROJECT ELUÜNE

Project Eluüne is an umbrella term for our collective efforts to explore and find our place within this strange, new world which offers a frontier for humanity. Our project began with a message sent to us from a mysterious figure—Eluüne—and has since led us to Eleriah.

*The time has come... a journey begins... Only Together We Transcend.*

## PROJECT ELUÜNE: STARGARDEN

Project Eluüne: StarGarden is an upcoming Tribe vs Environment and Tribe vs Tribe auto-battler RPG for PC and Mobile. Set within the Project Eluüne universe, it gives players the opportunity to build a roster of Creatures, foster real world communities, build your Tribe and village structures within a shared space, and rejuvenate the shattered world of Eleriah.

*What happened to our world? Why does it lie in ruin? Go forth through the portals together... venture far into the expanse... and, with Elerian beings, repair the imagination of forever...*

## STARGARDENS

StarGardens are plots of land floating over Eleriah's surface. These landmasses are game assets in the form of NFTs owned and managed by Owners within our world. Each StarGarden is the home of an eSports team: individual players settle on them to build their Tribe and village, and set forth onto Eleriah proper.

*Fragments of the past... peace, broken... light, faded... scattered above the clouds...*

## VALAAN

Valaans are powerful Creatures from the ancient past of Eleriah—rare and distinct from the other Creatures encountered in the Domains. While these special Creatures are NFTs that can be crafted or sold within our marketplace, they will never lead to a pay-to-win advantage among players.

*The strongest of all... the dormant power of our deepest history... the pounding heart of Eleriah...*



# DISCLAIMER

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. This White Paper is a work in progress and is subject to change at the discretion of the Developer. The Developer does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, or completeness of any material contained in this White Paper. This White Paper is for informational purposes only. We do not guarantee the accuracy of or the conclusions reached in this White Paper, and this White Paper is provided “as is”. This White Paper does not make and expressly disclaims all representations and warranties, express, implied, statutory or otherwise, whatsoever, including, but not limited to: (i) warranties of merchantability, fitness for a particular purpose, suitability, usage, title or non-infringement; (ii) that the contents of this White Paper are free from error; and (iii) that such contents will not infringe third-party rights. And its affiliates shall have no liability for damages of any kind arising out of the use, reference to, or reliance on this White Paper or any of the content contained herein, even if advised of the possibility of such damages. In no event will the Developer or its affiliates be liable to any person or entity for any damages, losses, liabilities, costs or expenses of any kind, whether direct or indirect, consequential, compensatory, incidental, actual, exemplary, punitive or special for the use of, reference to, or reliance on this White Paper or any of the content contained herein, including, without limitation, any loss of business, revenues, profits, data, use, goodwill or other intangible losses. The Developer makes no representations or warranties (whether express or implied), and disclaims all liability arising from any information stated in the White Paper. The Developer is not bound by any representations to the future performance and the Game. The actual results and the performance of the Game may differ materially from those set out in the White Paper. Please note that contents of this White Paper may be altered or updated at any time in future by the project’s management team. All of the statements in the White Paper are forward looking statements which reflect the Developers current views with respect to product development, execution roadmap, business strategy and future plans, both with respect to the company and the sectors and industries in which the company operates. These statements and others which may or may not include the words “expects” , “intends” , “plans” , “believes” , “projects” , “anticipates” , “ will” , “targets” , “aims” , “may” , “would” , “could” , “continue” and similar statements are of a future or forward-looking nature. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the group’s actual results to differ materially from those indicated in these statements. Any forward-looking statements in the White Paper reflect the group’s current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the group’s operations, results of operations and growth strategy. These forward-looking statements speak only as of the date of the White Paper. Subject to industry acceptable disclosure and transparency rules and common practices, the company undertakes no obligation publicly to update or review any forward-looking statement, whether as a result of new information, future developments or otherwise. All subsequent written and oral forward looking statements attributable to the Game or individuals acting on behalf of Developer are expressly qualified in their entirety by this paragraph. No statement in the White Paper is intended as a profit forecast.