



Whitepaper 2021

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Vision and Mission

Blockchain technology has taken over the world! Blockchain games are developing rapidly and new exciting projects are born every day. Unfortunately, many of the existing blockchain games require significant investments to start the game and are not available to such a wide audience. Others require powerful hardware. To start playing Fun Land Games, players can create an account and can link the MetaMask or TrustWallet in the games. This is enough to start playing the Fun Land games.

Play anywhere and anytime. Games will be available on iOS and Android devices

What could be better than making money by playing an interesting game?

Fun Land Games are based on the concept of Play & Earn, which will allow users to collect FLD tokens, buy exciting exclusive FLD NFTs with them, complete task's and participate in competitions with other players!

Creating a blockchain game that can go viral calls for driving down the technical barriers to entry while ramping up the quality. Gameplay, storyline, characters, graphics, and originality must all be excellent, coupled with configuration that enables anyone to play

However, blockchain games guarantee access and facilitate a thriving secondary market for trading ingame items. Moreover, they provide a means for these assets to effectively leave the confines of the game in which they originated, and to be represented in new virtual worlds, where items can be bought, sold, bartered, collateralized and borrowed against. Finally, because gaming DApps bypass traditional app distribution stores, they can be accessed

virtually anywhere in the world, giving players the confidence to invest time in building up crafting items, in the knowledge that they will always be able to retrieve and exchange them at a future date wherever they are.

Fun Land is a new blockchain game with the ability to collect and make exclusive NFTs, rich in content and variety of gameplay. PvP, PVE, NFT marketplace - this is the heart of the Fun Land!

Why Binance Smart Chain

Binance Smart Chain (BSC) is a blockchain protocol from Binance that runs in parallel with Binance Chain. Unlike Binance Chain, however, Binance Smart Chain powers smart contract functionality and boasts compatibility with Ethereum Virtual Machine (EVM).

What's more, BSC has one of the fastest blockchain transaction times and lowest fee structures, which makes building DeFi apps on the protocol so appealing for developers.

Binance Smart Chain uses a consensus algorithm known as Proof of Staked Authority (PoSA) where 21 validators stake BNB, the native token for the Binance ecosystem, to secure the network.

Unlike many other blockchains, however, Binance Smart Chain does not offer block subsidies or allows minting of fresh BNB in the form of a block reward. Instead, validators receive transaction fees as a reward for securing the network.

Binance Smart Chain's BEP-20 token uses essentially the same format as the Ethereum protocol's popular ERC-20 tokens.

Currently, there are already 60+ DApps operating on Binance Smart Chain, with the majority focusing on decentralized finance solutions.

Interoperability

Binance Smart Chain is built with a dual chain architecture, which makes it possible for users to enjoy the flexibility of transferring assets from one blockchain to another. The interoperability of Binance Smart Chain offers users the opportunity of accessing a vast ecosystem with a myriad of use cases. Interoperability is one of the key features held in high esteem by DeFi proponents, and Binance Smart Chain is at the forefront of making this possible.

Cheap Transactions

Transaction fees - also known as blockchain fees - refer to the fee users pay when they conduct a transaction on a blockchain. This fee is collected by miners or validators who ensure that the blockchain only records and processes valid transactions.

Most DeFi applications involve myriads of transactions, which incur transaction fees at every step. For this reason, blockchain fees are an important factor to consider before choosing a blockchain protocol.

Transaction Speed

Blockchain transactions require a number of confirmations before a transaction can be completely processed. The essence of confirmations is to avoid the risk of double-spending. The longer the confirmation time, the longer the time it takes for a transaction to be completed.

Fun Land Crypto Platform



Fun Land is a modern fantasy token developed to overcome challenges facing conventional crypto tokens. Fun Land token is based on the Fun Land Crypto platform. Fun Land Crypto platform is a fully automated decentralized crypto ecosystem carefully designed to provide an unmatched crypto trading environment. The platform leverages a mix of technologies and novel techniques backed up by the best practices in the crypto industry to give its users a smooth crypto trading experience. Some of the defining features of Fun Land Crypto platform include;



1. Off-chain values
2. Automatic liquidity provider
3. Staking
4. Marketing
5. Fee

Off-chain values

Fun Land intends to join the list of a few cryptocurrency tokens with actual usage in the real world. Fun Land ecosystem will feature Fun Land merchandise where users of the platform will buy items such as shirts, caps, shorts, slippers, headphones etc. This merchandise will accept payment in Fun Land tokens. The ecosystem will also feature various video games where users can interact with virtual assets by buying and selling them.

Automatic liquidity provider

To address the challenge of inordinate delays due to lack of liquidity in the market, Fun Land employs an automated liquidity provider. On every transaction, 2 percent of the transaction fee will be injected into the liquidity pool. This will ensure the liquidity pool keeps growing hence eliminating transactional delays and price slippages.

Staking

To avoid the risk of depreciating the value of Fun Land token, the platform will not offer earning methods such as mining and farm yielding. Instead, users of the platform will be rewarded 1 percent of the fee charged on every transaction for holding the Fun Land Token.

Marketing

Marketing is at the core of Fun Land ecosystem. To gain access to various markets across the globe, the platform plans to leverage various marketing initiatives. To fund these programs, on each transaction, 3 percent of the fee will be sent to a marketing wallet.

Fee

Fun Land platform was developed to foster affordability in the crypto industry. Consequently, the platform charges a transaction fee of only 10 percent with no hidden charges. 5 percent of the fee will be distributed to Fun Land token holders. Another 3 percent will be channeled to the marketing wallet. And the remaining 2 percent will be injected into the liquidity pool.

Market Overview

DApp Gaming

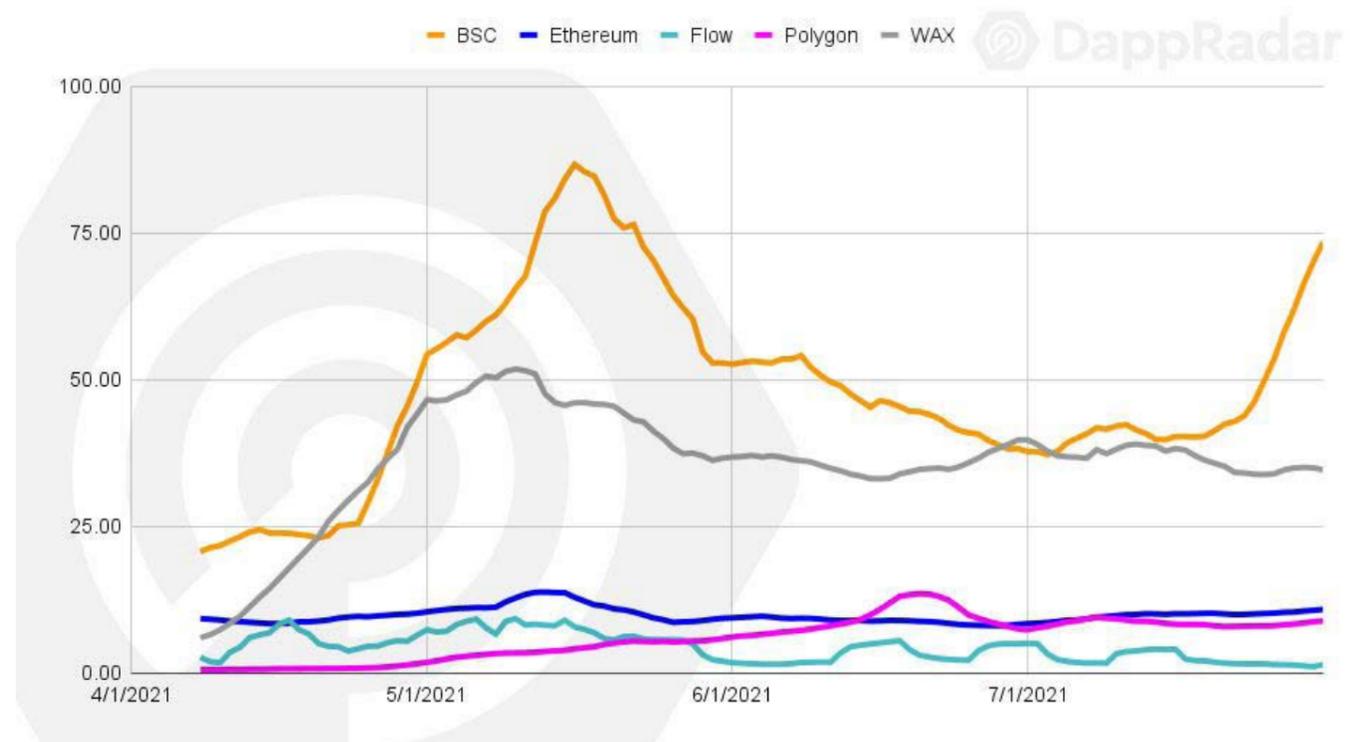
July 2021 has demonstrated once again the exciting and rapid pace of the decentralized application industry. The surge of play-to-earn games, along with the establishment of high-value Non-Fungible token (NFT) collections, boosted the entire industry. Whereas the Decentralized Finance (DeFi) race continues to heat up, mostly in part due to the multichain paradigm.

Play-to-earn games have shocked the industry and are quickly becoming a trend across several circles. With low transaction fees and high scalability, chains like Ronin, WAX, and BSC are home to some of the most used dapps in the entire world.

On the other hand, NFT collectibles are not left behind. The trend in floor prices has only signaled that avatar NFTs are becoming units of value for the near future. Moreover, the added utility granted by some of these collections is engaging communities in manners never seen before.

Finally, the DeFi space is becoming more consolidated. The competition continues to heat up across several protocols. The multichain paradigm is in full swing with dapps like Aave and Sushi extending their features beyond Ethereum. With newer projects like Polygon's QuickSwap becoming rapidly adopted, there is no surprise to see the organic growth within this space.

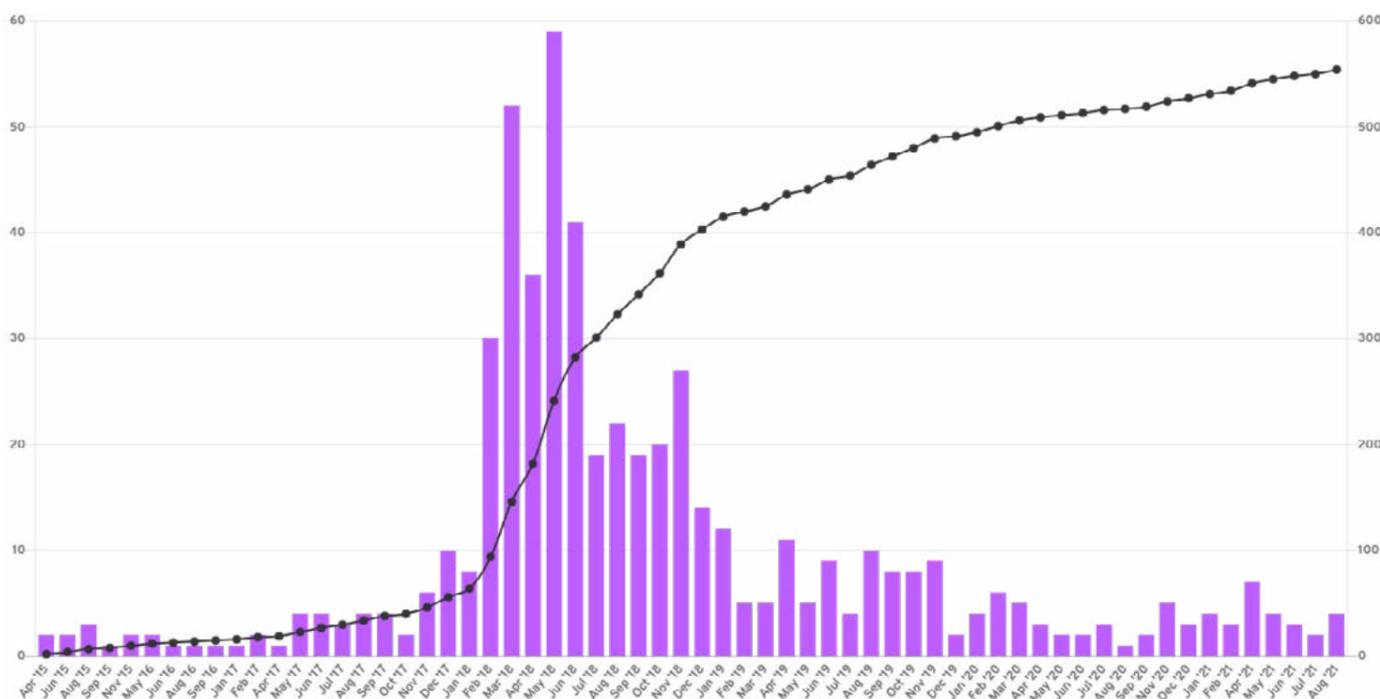
Unique Active Wallets (K) 7-day moving average by Protocol



Crypto Games

In terms of utility, gambling and gaming are the two most popular uses for DApps, with gambling still retaining a slight edge. For sheer user retention, however, gaming, especially on the Ethereum blockchain, has the advantage. Today, there are over 500 DApp games built on Ethereum alone. Among all DApp users, gamers are the most active vertical, with the most stable and loyal communities. More than 40% of daily active DApp users are gamers, from a total audience share of only 30%. Research conducted by DApp.com shows that the number of gaming DApps has skyrocketed in 2019 across the four main DApp chains (Ethereum, EOS, Steem, and Tron). 3 As of Q1, 2019, DApp games represent around 1% of the overall DApp industry with a value of \$35 million

A series of logistical and technical challenges have hindered the evolution of the DApp games market and prevented the emergence of an exceptional game that integrates blockchain technology in a functional way.



Entry barrier

A large number of games have been created across the main DApp blockchains, and a few have gained significant traction and a loyal user base. Nevertheless, the blockchain dimension raises the barrier to entry on a number of fronts.

Most of the existing DApp games require players to generate a private key and to set up a wallet directly outside of the main game and its functions. Some platforms even require the ownership of cryptocurrency assets before functional play can begin. At present, approximately 81% of the global population has never purchased cryptocurrencies in any form. This being the case, the requirement to engage in the relatively technical processes of setting up crypto storage, purchasing crypto assets (which typically mandates undergoing KYC), ensuring the security of the crypto assets owned, and implementing various other necessary procedures deter a large portion of the existing gaming community from participating.

Some existing DApp games emphasize the blockchain element as the defining feature of the product. This can result in games that are extremely generic, relying on the inclusion of blockchain as their unique selling point. An example of this game type is collector games, where the user purchases "rare" images tied to a tradable non-fungible token (NFT). These titles are unlikely to appeal to ordinary gamers who do not have any special interest in cryptocurrencies and fail to see the attraction in a blockchain game that is devoid of any recognizable gameplay.

NFTs Are More Relevant Than Ever

At some point during the previous months, several people and media were calling for an imminent downside of the NFT space. Not only did that negative trend never come but it became exactly the opposite. The NFT phenomenon has reached heights that were unthinkable just a few months ago.

As a whole, the NFT space has amassed over \$1.2 billion in sales volume during July alone. Besides Axie Infinity, approximately 80% of it comes from Ethereum's primary and secondary markets. While FLOW's NBA Top Shot and WAX's Alien Worlds are two of the most traded projects, the lion's share of the volume is definitely happening on Ethereum.

Blockchain-powered virtual worlds where players can build, own and monetize their gaming experiences are also trending upwards. As shown in the month's top NFT sales, digital lands are being sold for considerable amounts.

Ethereum: Price and NFT Sales Volume, M USD - 2021



Source: DappRadar and Coingecko

While The Sandbox, Decentraland, and Upland lead the way in the blockchain-powered virtual worlds, several other projects aim to integrate digital lands in the near future.

For instance, Axie Infinity. Axie will incorporate in-game mining rewards as part of the in-game mechanics. Thus, virtual lands in the Genesis parcels are becoming increasingly appreciated.

Ownership

Many games allow players to collect in-game assets, be that a native currency (Minecraft Coins, New California Republic dollars or Atoms in the Fallout series, Riot Point coins in League of Legends), items, skins, texture packs, playable characters, or vehicles. Such items often become highly sought after within the gaming community and can attain a significant "realworld" market value.²

Many games also allow for the collection of data that translates into some form of advantage for the player. This could be some form of multiplier bonus, "lvl" or "exp," a high-score, or skill status. For many players, it is the acquisition of these achievements which is the most fulfilling element of gaming. The struggle to overcome adversity and the subsequent claim of some form of trophy provides a fundamental thrill in gameplay.

Unfortunately, such in-game assets and player data are usually owned by the entity governing the game, typically the software house, rather than the players themselves.

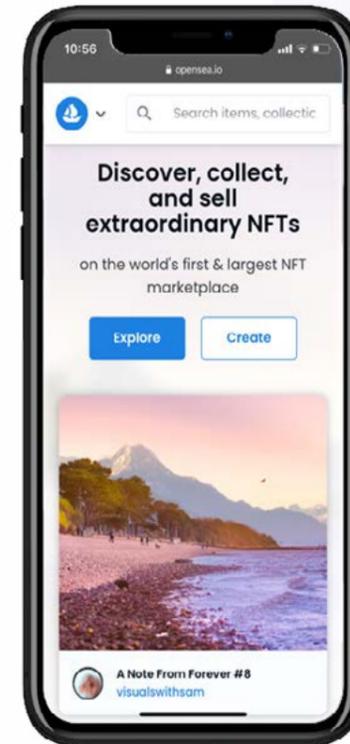
Fun Land Solution

FLD is the primary currency of the Fun Land ecosystem. It will be used as a primary currency across multiple games, allowing players to buy and sell NFT items through the game.

As the Fun Land ecosystem expands with the development of new games and the creation of new NFT items, demand for these items will increase commensurate with the number of transactions made using FLD. The resulting increase in token demand, coupled with the transaction fees collected by Fun Land, will facilitate the further expansion and improvement of the Fun Land ecosystem

Ownership of in-game assets is a major concern for today's gamers. Fun Land solves this problem by leveraging the immutability of the blockchain. A player can turn their items into NFTs on the blockchain network.

Finally, unlike other games and platforms that manipulate item prices, players within the Fun Land ecosystem can use FLD to trade freely with each other in real-time. Items will find their true market value in accordance with the laws of supply and demand.



The Fun Land will also support item-to-NFT conversions and will facilitate the trade of such NFTs in Fun Land's external NFT marketplace powered by OpenSea.io.

Users can acquire \$FLD by playing Fun land games, winning items and selling those items for \$FLD either via item auctions or through Fun Land's NFT marketplace. In this way, players are rewarded for playing Fun Land games and supporting the ecosystem without having to perform an initial buy-in.

Fun land will revolutionize blockchain gaming by producing truly high-quality games with superior graphics and engaging gameplay which integrate the blockchain as a productive tool that provides genuine utility rather than as a functionless marketing ploy.

Trading Market

The Fun Land will facilitate peer-to-peer item trading and in-game auctions through a dedicated marketplace. Users can sell items acquired through gameplay for FLD. Once a player has gained sufficient stores of FLD, either through these sales or through purchase on exchanges, they can purchase items from the open market to help them progress in the game or simply to serve as trophies and collectibles.

It is also anticipated that certain Fun Land NFTs will become desirable collector's items. It is well documented that gamers are willing to spend significant amounts to acquire such items. Particularly rare NFTs have the potential to become highly sought objects of desire which players are driven to purchase for pure possession and status rather than for use in-game.

Security

Whenever dealing with crypto assets and in-game virtual assets with significant real-world value, there are concerns over the safety and security of those assets. Fun Land will follow all best practices in terms of security and will take measures to ensure that players data and virtual assets are safeguarded.

Fun Land will also take measures to ensure security on the player side and mitigate the risk of fraud or hacking attempts. To combat this, Fun Land will allow users to enable Touch ID and Face ID, thus reinforcing accessibility and security.



Tokenomics

The Fun Land team has set out a number of strategies aimed at ensuring that FLD not only maintains its value but actually increases in value over time.



Expansion of the NFT market

Fun Land is committed to continuously expanding the range of characters and items available as NFTs, creating new and novel aspects for its games while simultaneously increasing rarity and the value of some of the early-era items.

As new games are developed and added to the Fun Land ecosystem, a greater number of players will be onboarded. Such additions will increase overall activity in the NFT markets and item auction.

Token allocation 10,000,000,000FLD

Pre-Sale	5,300,000,000 FLD	53%
Privat Sale	1,000,000,000 FLD	10%
Team Wallet	1,000,000,000 FLD	10%
Marketing	500,000,000 FLD	5%
Burn	700,000,000 FLD	7%
Game Development	500,000,000 FLD	5%
FLD Ecosystem	1,000,000,000 FLD	10%

Pre-Sale Overview

Pre-Sale

Amount for sale: 3,000,000,000 FLD
Amount for liquidity: 2,253,690,000 FLD

WBNB MAX allocation per user: 4BNB
WBNB MIN allocation per user: 0.1BNB

Percent of raised WBNB used for liquidity: 85%

Presale rate
1 BNB = 3,100,000 FLD

Pancakeswap listing rate
1 BNB = 3,000,000 FLD

Softcap: 450 BNB
Hardcap: 900 BNB

The Fun Land team is committed to ensuring the continued and healthy growth of the Fun Land ecosystem beyond the initial token sale. This is why the team will allocate the bulk of all tokens generated to initiatives that will contribute to this end. Tokens allocated to marketing, the FLD ecosystem, game development, and the team wallet will all contribute to the expansion of the Fun Land ecosystem in different ways. Combined, these allocations make up 30% of all tokens generated.

Team Wallet - 1,000,000,000 Will be locked for 6 months

Marketing - 500,000,000 FLD

Will be used for Twitter promotions, banner spaces, TikTok promotions, Reddit promotions

Burn 700,000,000 FLD
Will be burned after Pre-Sale

Game Development 500,000,000 FLD
Will be used for upgrading games, NFTs, developing new games

FLD Ecosystem 1,000,000,000FLD
Will be used for airdrops, ingame currency

Project Roadmap

Fun Land Roadmap Vol 1



Management Company CEO

Glen Pöld



Fun Land Team



Efka
MERCHANDISE SALE MANAGER



Laura
MARKETING MANAGER



Otto
COMMUNITY MANAGER



Stephan
GAME DEVELOPER



Gerle
DESIGNER



Phillip
SOCIAL MEDIA



Telegram:
t.me/the_funland

BscScan:
bscscan.com/address/0x0c6669a4f7860d2b0c1a30d48f9169268afe056e

Twitter:
https://twitter.com/the_funland

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