



rePLAY TRIVIA AND TOKEN

Official White Paper v01.4
May 2018



THE WORLD'S FIRST MULTI-PLAYER
MULTI-SCREEN GAMING AND
ENTERTAINMENT APP AND
TOKEN INFRASTRUCTURE

re >PLAY LEGAL DECLARATION

- Although RE>PLAY TOKEN has done significant due diligence to comply with the Securities and Exchange Commission (SEC) there can be no guarantee they will not interrupt this offering.

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The re >Play Token sale is only available to purchasers who are:

- (i) not 'U.S. Persons' (as defined in Regulation S under the U.S. Securities Act of 1933, as amended) and not purchasing for the account or benefit of any U.S. Persons and
- (ii) eligible to purchase re >Play tokens under the applicable laws of each such purchaser's jurisdiction.

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Introduction

1

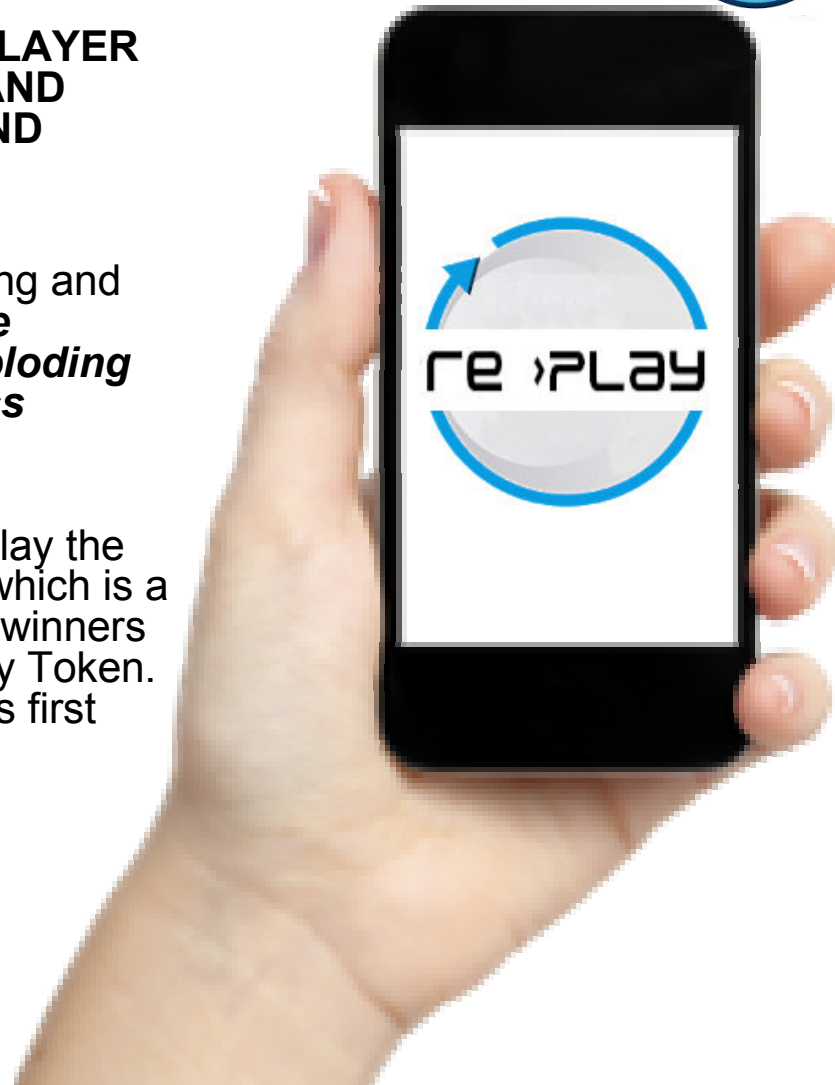
- **THE WORLD'S FIRST MULTI-PLAYER MULTI-SCREEN GAMING AND ENTERTAINMENT APP AND TOKEN INFRASTRUCTURE**

By combining best in class proven gaming and entertainment concepts ***we can take advantage of two overlapping exploding markets and deliver a best-in-class experience for the consumer.***

Re>Play allows anyone in the world to play the game, Re>Play Trivia Live! (*RTL!*), which is a multi-player trivia game that awards winners with our ERC-20 Token, the Re>Play Token. Our token was created by the world's first multi-smart contract application.

So what exactly is Re>Play?

1. **Re>Play is a mobile trivia game.**
2. **Re>Play is an ethereum token.**



Introduction

1

The live "Trivia App Craze," which was reported in a Time Magazine/MONEY article, is growing at an astronomical rate. According to the Time/MONEY story, more than 2 million people logged onto their phones during the 2018 Oscar televised ceremony and they weren't logging into the broadcast. Instead they were logging into play live trivia on their phone.

There are currently two main U.S. players in this burgeoning market:

- 1) *HQ Trivia*, was created by the now defunct Vine founders (Vine sold to Twitter for \$970 Mil usd before shutting down)
- 2) *THE Q Trivia*, was created the defunct Yik Yak developer (Yik Yak \$400 Mil usd valuation before shutting down).



Each week approximately 25 million combined users log on to some of these live trivia games and those numbers are growing fast.

THE Q Trivia followed HQ, and once over took it by releasing both iOS and Android versions before HQ trivia, which only had an iOS version.

Opportunity

2

Problem/Opportunity: There is opportunity for a unified gaming token that can be utilized in multiple game platforms globally. THE Q app is trying to stay competitive as the #2 live trivia app in the market and overtake HQ.

- ❖ There is no unified gaming token in the live trivia space that can be utilized in multiple game platforms globally.
- ❖ No live trivia app game has offered \$1,000,0000 prize yet. HQ Trivia has accepted Venture Capital (VC) financing, and partnered with major advertisers like NIKE and Warner Brothers, offering \$300,000 prize awards for their games.
- ❖ No live trivia app game has successfully combined mobile with television interactivity and this gives the opening for a new game. THE Q wants more high quality programming.

Opportunity

2

Solution/Opportunity: It is a wise decision that we partnered with THE Q app in launching our token and live trivia app game because:

- ❖ Our first token application is the "Re>Play Trivia Live!" app game. The Q has a platform with approx. 1 million global users. *This allows rapid market-share wins through accelerated game launch.*
- ❖ We are the first live trivia app game to offer a \$1,000,000 prize. The prize will be in Re>Play tokens. Giving THE Q a large cash prize, inspiring massive press and user token adoption.
- ❖ Each game is played for using Re>Play Tokens, and each player for our prizes must have at least 100 tokens to win the prize. We will offer mega prizes using our tokens to other games on THE Q platform encouraging further adoption of our token.
- ❖ Gamers will have a unified token that will be rolled out in many other games and forms of entertainment, including music.

Role of the Re>Play Token

2

Re>Play is an Ethereum-based token, and is a digital asset that can create a permanent record of every gaming transaction. It will be shared directly by users without an intermediary charging a surcharge. It is a public Blockchain network with an incentive's mechanism to encourage more participants to join.

Our token was created by Singular DTV's platform, which is the world's first multi-smart contract application.

The token is used to allow members to participate in our tokenized ecosystem. They can get tokens in 3 ways:

- ❖ Purchase tokens (non U.S. citizens right now)
- ❖ Earn tokens by completing tasks
- ❖ Win tokens in competitions



Role of the Re>Play Game

2

Re>Play Trivia Live! is an exciting live trivia app game show and sports variety television series.

The game is the backbone of our token adoption sequence in order to speed product time-to-market.

Each game features celebrity athletes interviews and special guest spots along with the host.

Our token will be used to offer a global prize of \$1,000,000 worth of Re>Play Tokens. In order to encourage adoption of the token, the winner must have already had 100 tokens in their account prior to winning the prize.

The token is used to allow members to participate in our mobile app games. They can also earn tokens by completing tasks and also by winning competitions.



Token Adoption

2

Token Adoption:

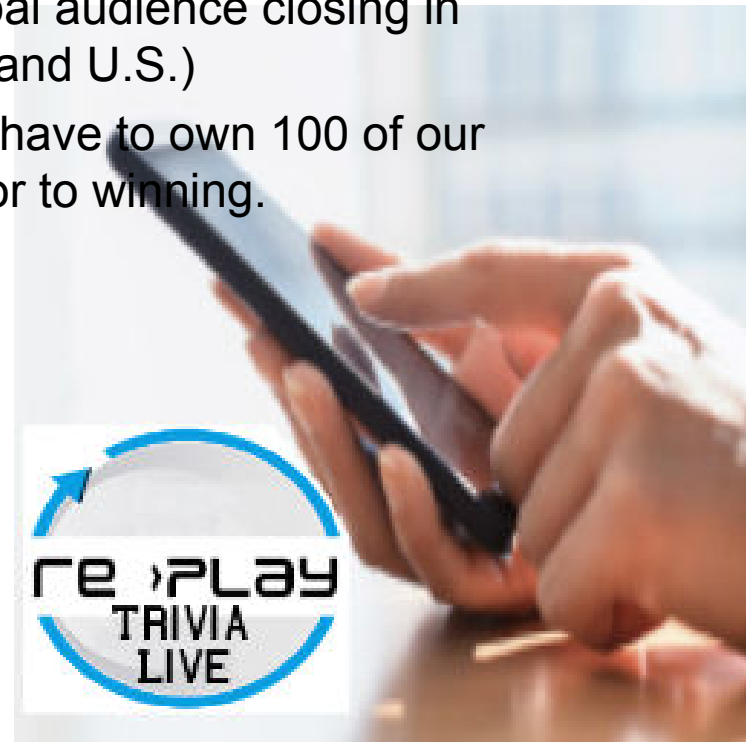
Live trivia app games attract millions of daily users on both on iOS and Android. HQ Trivia estimates its audience is large as 2 million per episode.(2.18 mil according to Social Media Week)

The Q Trivia, our partners, estimates a global audience closing in on 1 million viewers per episode. (India and U.S.)

In order to compete in our game, users will have to own 100 of our tokens and have them in their wallet prior to winning.

- ❖ They can earn tokens by sharing links to our product, making comments on sites about our game and/or our token.
- ❖ We will incentivize them to actively become social with our token.
- ❖ We will also have the token sale, where people outside of the United States, can legally purchase our tokens.

- *2.56 million users according to Wikipedia.



Market

3

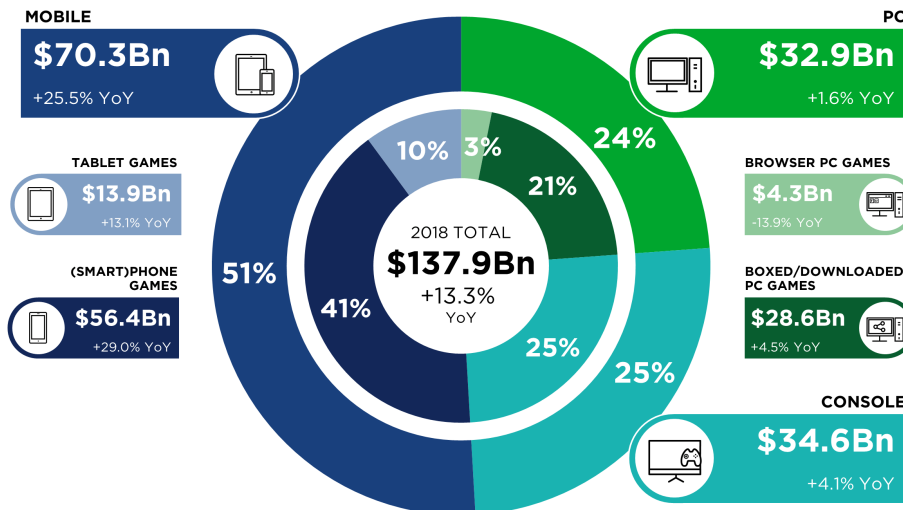
Mobile Revenues Account for More Than 50% of the Global Games Market as It Reaches \$137.9 Billion in 2018 according to Newzoo.com



2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

©2018 Newzoo



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport



In 2018, mobile games will generate

\$70.3Bn

or **51%** of the global market.

newzoo

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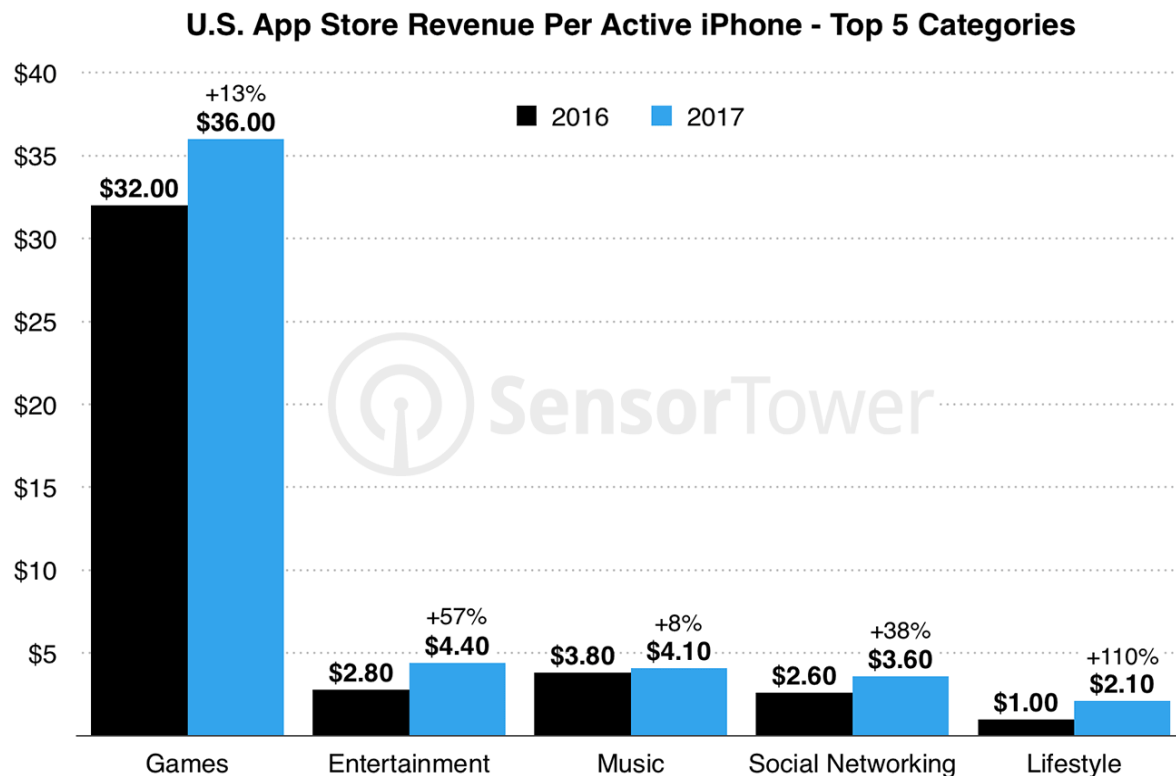
Market Overview:

- Today, Newzoo released the latest quarterly update of its Global Games Market Report service. We forecast that 2.3 billion gamers across the globe will spend \$137.9 billion on games in 2018. This represents an increase of +13.3% from the year before, or \$16.2 billion. Digital game revenues will take 91% of the global market with \$125.3 billion.
- Mobile gaming will continue to be the largest segment following 10 years of double-digit growth since the first iPhone was launched in 2007. In total, mobile revenues will grow +25.5% year on year to reach \$70.3 billion. This means that for the first time, more than half of all game revenues will come from the mobile segment. Smartphones will account for 80% of this, or \$56.4 billion, with the remaining 20% coming from tablets.

Market

3

Active iPhone Top Revenues U.S. App Store according to SensorTower data showing Gaming apps hitting \$36 billion usd.



Figures based on U.S. iPhone app gross revenue estimates for Jan 1, 2016 through Dec. 31, 2017. Includes premium apps and in-app revenue (IAP).

Source: Sensor Tower Store Intelligence

Media, Entertainment Apps Boast Triple-Digit Growth according to Gavin O'Malley of the Mobile Insider.

More broadly, media and entertainment apps have experienced triple-digit growth, over the past two years.

Stateside, App Store revenue growth in entertainment apps increased 277% from 2015 through 2017.

Subscriptions remain a primary revenue source, but increasingly media apps are incorporating ***micro-transactions*** that enhance the viewing experience by removing ads, allowing playback of live TV or enabling offline viewing.

Re>Play token's micro-transactions will be integrated in many games, and enhance the entire experience for the gamer.

Market

3

Valuations Social Entertainment Gaming App (acquirer in parans)

- ◆ Angry Birds: \$1 billion
- ◆ Discord: \$1.65 billion
- ◆ InstaGram: \$1 billion (Facebook)
- ◆ SnapChat: \$29 billion IPO
- ◆ Vine: \$970 million (Twitter) now defunct
- ◆ Yammer: \$1.2 billion (Microsoft) - Yammer had 8 mil users
- ◆ Yik Yak: \$400 million now defunct
- ◆ Waze: \$966 million (Google)
- ◆ WhatsApp: \$19 billion (Facebook)
- ◆ Telegram: \$1.7 billion ICO cash raise:



snapchat

These valuations are a good tool in assessing the valuation of our app game once the token is live. These apps all in the gaming and social entertainment arena, and give good perspective.



Market Trends And Future



Live Trivia Apps Connects Brands and Highly Engaged Users:

- Live trivia apps like HQ Trivia, Cash Show, THE Q and Beat the Q are creating opportunities for advertisers, according to an upcoming report by Magid. “The proactive engagement that the consumer has with a livestream game makes it a very compelling advertising platform,” Jill Rosengard Hill, executive vice president of Magid told AListDaily.
- Magid’s 2018 Mobile Lifestyle study, which will be released in June, asked 2,500 mobile users about their participation in streaming games “such as HQ Trivia.” They found that 63 percent were aware of such games, with 29 percent having played in the last month.
- While Magid’s survey did not ask about sponsors in particular, the analyst firm says that interactive games create an “authentic engagement opportunity” for brands.

Market Trends And Future



- It's much more akin to the live tune-in of a major event like the finale of The Voice or American Idol," Hill pointed out. "To have two million people tune in promptly at the [same time] is incredible. It's what television networks spend millions of dollars promoting to drive tune-ins to a program. And yet, a livestreaming app with very little advertising is driving in between 1-2 million people a night to this common social-cultural experience. It's fascinating."
- "The ROI on engaging with HQ for 15 minutes for the consumers is very high, therefore the advertiser has a greater opportunity in engaging the consumer because of their active, short engagement with the HQ content," said Hill.
- Magid found that among respondents who played livestreaming games, 71 percent were between the ages of 18-34, skew male at 55 percent and at 64 percent, are more likely to have children in the home. These live trivia game participants tend to be educated and employed full-time, Magid also found. In fact, 41 percent of those who played live streaming games within the last 30 days claim a household income of \$75,000 or more. Fifty-four percent are college graduates and 56 percent hold full-time jobs.

Market Trends And Future

3

Venture Capital in Trivia/Mobile/Blockchain

- Peter Thiel's **Founders Fund** invests in competitor HQ Trivia: \$The funding, reported by Recode, values the company at north of \$100 million. That would be unmitigated good news for the startup . . . if the deal didn't involve Peter Thiel. The startup closed a \$15 million round of investment from venture-capital firm **Founders Fund**, with participation from **Lightspeed Venture Partners**, which previously invested seed money in the startup. The funding was first reported Tuesday by Axios. The company says the investment gives HQ Trivia (or, technically, parent company Intermedia Labs) a post-money valuation of \$100 million.
- \$30 Million Crypto Startup Fund Launched By Mobile Game Maker: **Gumi Cryptos**
- **ALAX**, a blockchain-powered mobile game distribution platform with dual headquarters in Hong Kong and Geneva, has raised US\$3.8 million via private token sales.

Revenue Streams

3

Monetizing the Re>Play Trivia App Game:

- Brand integrations
- Sponsorships
- Traditional banner
- Preroll ads

Monetizing the Re>Play Trivia TV companion: (HQ doesn't have a tv deal)

- Brand integrations
- Sponsorships
- Traditional television advertising

COMPETITIVE ANALYSIS:

HQ Trivia Lands Warner Bros.' 'Ready Player One' as Sponsor for \$250,000
Cash-Prize Pool

The Rock is hosting a \$300,000 game of HQ on Wednesday - The Verge

Token Allocation

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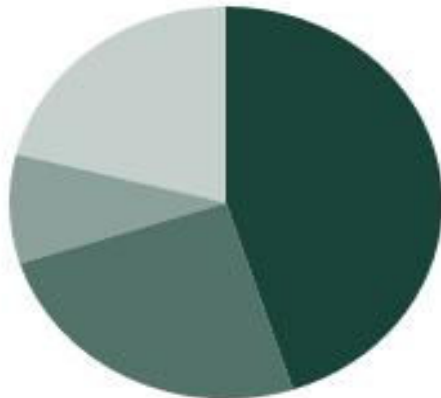
- Token Sale date: May 31, 2018
- Close Date: TBA
- Symbol: REPLAY
- Total number of REPLAY Tokens:
10,000,000,000 Authorized
- 100,000,000 in Sale
- Token price: 0.10 cents USD
- Hard Cap: \$20M USD
- Free Tokens: tbd
- *All conditions subject to change*
- *NOTE: The price of the token may fluctuate due to the price of Ethereum fluctuating. The cost of transferring the tokens to your account is not included. You must pay the nominal cost or the GAS to send tokens to your account.*



Use of Funds

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Budget Breakdown



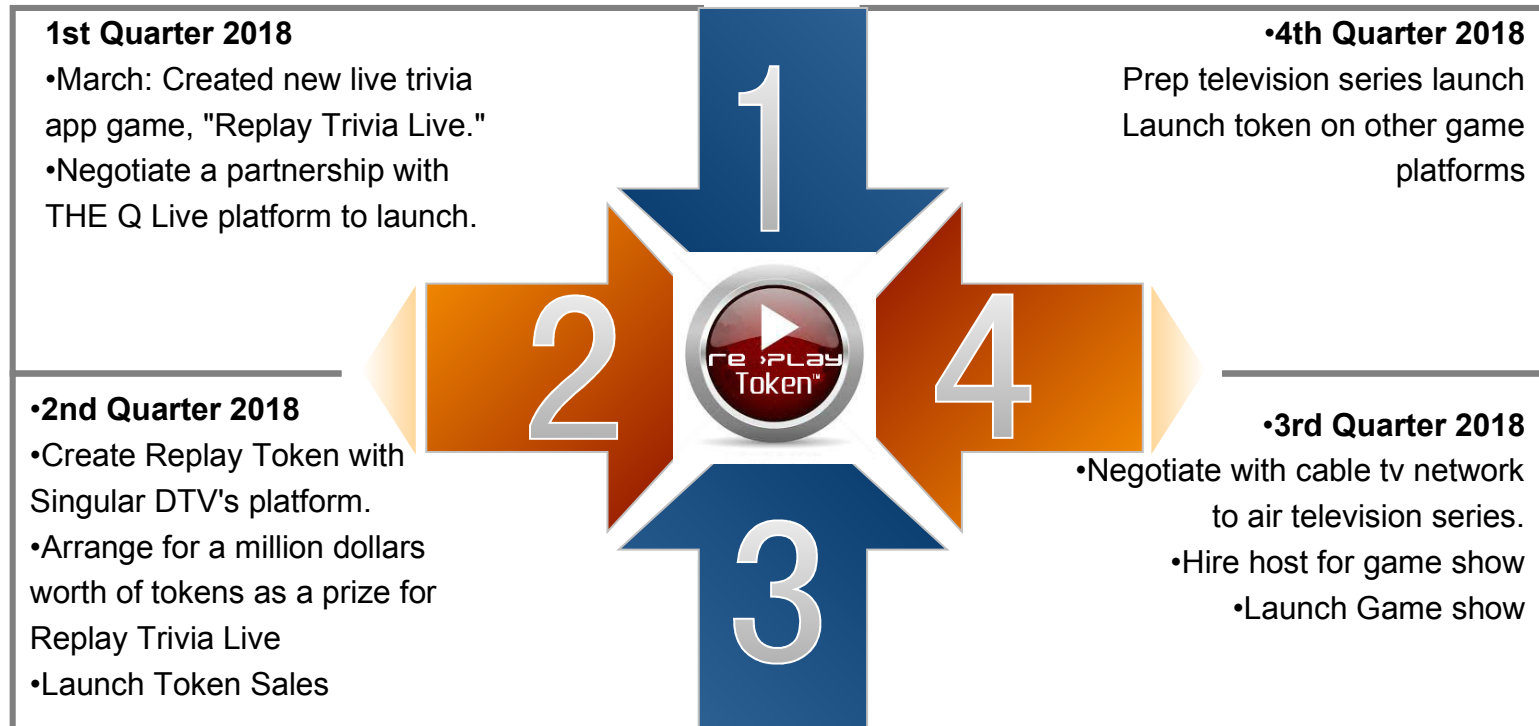
- **45%**
Product Dev
- **25%**
Marketing Online
- **9%**
Marketing Traditional
- **21%**
Operations

We have deployed a "lean strategy" of outsourcing many product deliverables. This allows us to scale quickly.

Our main expenditure will be in product development at this stage. We want to continue product development, while striving to become more self-sufficient.

Cost of customer acquisition via online and traditional marketing channels, such as radio and television, will continue the successful growth we establish at launch.

Road Map



Team & Partners

5



❖ *The Ohio State University, B.A., Journalism/Public Relations*

- ❖ *Yahoo News called Reynolds a crowdfunding "industry pioneer," in 2012.*
- ❖ *NPR recognized Reynolds as one of the top Blacks in tech in 2013.*
- ❖ *Reynolds has won awards from tech peers and accepted citations from the City of Columbus and the State of Ohio for his accomplishments.*

Tony Reynolds, creator/founder: Re>Play Trivia Live! and Re>Play Token.

Former Nationwide Insurance office of finance computer programmer, and Amazon employee, Reynolds has more than 20 years of corporate experience in technology and finance.

- Reynolds founded, A KickIn Crowd, an educational crowdfunding portal which was incubated at Tech Columbus, a technology incubator on the west campus of The Ohio State University. A KickIn Crowd is now working with the Reynoldsburg eStem Academy. Recognized by US News and World Report.
- Reynolds has created, written and produced television series for national cable, including segments of the U.S. Olympic Trials for Universal Sports Network and a tv series for the Versus Network, as well as local television.

Team & Partners

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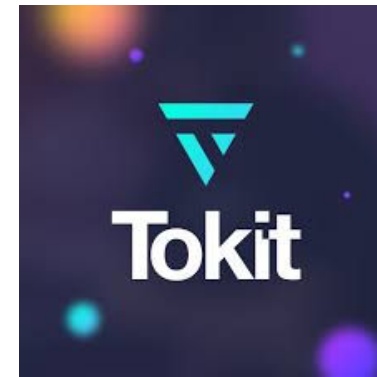
❖ *Tony Reynolds, creator of Re>Play Trivial Live! and Re>Play Token has the perfect blend of technology and entertainment experience and relationships to meet the expectations of a robust all-in-one platform.*

Instead of spending the precious time and effort in hiring an expensive team just to look impressive on paper, Reynolds is deploying a "lean" strategy of partnering with the best-in-class, and proven successful teams in order to speed product time-to-market and deliver a superior experience for the community.

- ❖ *For the live trivia app game, Reynolds has partnered with THE Q platform, which is the #2 app in the live trivia category. It's platform is closing in on 1 million global users. Pandora launched as THE Q platform partner in May. This allows rapid market-share wins through accelerated game launch.*
- ❖ *For the token, Reynolds is using the Singular DTV tokenized platform. An Ethereum based platform that has already successfully generated billions of tokens and raised more than \$20 million usd for those tokens.*

Team & Partners

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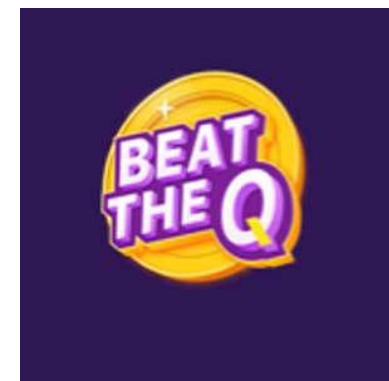
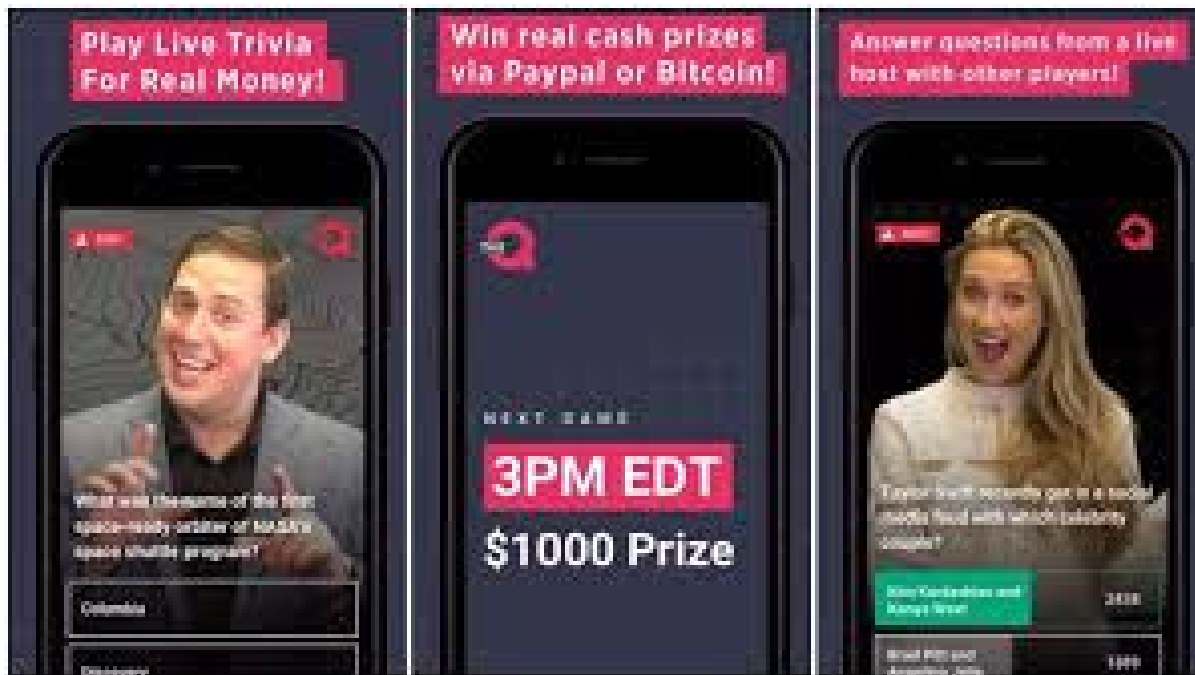
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Team & Partners

5

Re> Play Trivia Live:

Our partner, The Q Trivia, will feature Re>Play Trivia Live!, on the #2 live trivia platform. Therefore we are relieving our immediate technical burden, and the expense of building a platform and user base from scratch.



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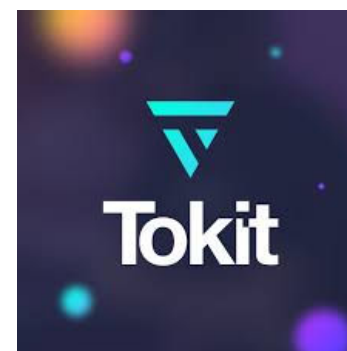
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Re>Play Token:

Our Re>Play token is already live on SingularDTV's Tokit platform.

Tokens are digital values issued on the Ethereum Blockchain. In the context of Tokit & SingularDTV's entertainment system, tokens represent intellectual property, utility functions, rewards participation & fungibility.

A tokenized ecosystem is a structure comprised by a dynamic series of value exchanges. At the heart of any tokenized ecosystem is that ecosystem's token, which is given value by the intellectual property that each token represents.



Token Opportunity Summary

5

Key Merits:

- Opportunity to partner with THE Q's massive user base that allows:
- A) Speed product time-to-market of our token and game.
- B) Rapid market-share wins through accelerated game launch with our game
- Chance to launch a new gaming token.
- New Cable TV show with possible longevity.

Do not miss your opportunity to be in on the ground floor of this exciting new live trivia game and gaming token.





re ›PLAY TRIVIA AND TOKEN

"Don't Wait, RePlay Great!"

*Thank you for reading our White Paper!
We will make updates as available.*



Contact: Team@replaytoken.com
<http://www.replaytoken.com>