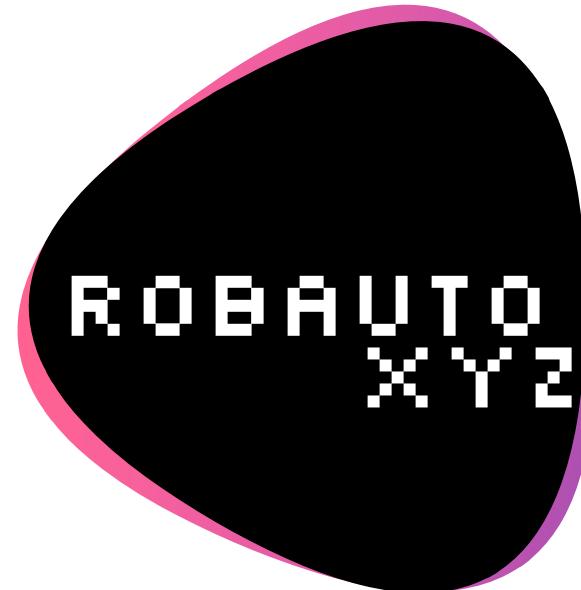


# Monetization Model Design



I, Game & Robot Hackathon sponsored by DeAutoDAO

Hacker: Ivan Molto /ivanmolto#3768

October 30, 2022

# 1 - Introduction

This Monetization Model Design is based on the gameplay output from the Game Design Planning challenge of the game with the title “**Robauto.xyz**” (referred as Robauto) and it is created as a contribution to the <I, Game & Robot> **Monetization Model Design challenge** at the DeAutoDAO hackathon at Gitcoin.

This document focuses on the economic model of the game, mechanism design and trading.

All the documents and assets can be found at the following GitHub repo:

<https://github.com/ivanmolto/robauto-xyz-mmd>

## **Scope**

This MMD is open to everyone but is intended to be read by the mentors of the panel who will judge the hackathon submissions, other challenges’ participants at the DeAutoDAO hackathon, and token engineers, programmers, artists, and producers involved in the monetization model design implementation.

## **Teaser**

Robauto.xyz is a mobile robo-vehicle simulator and racing game which links gaming and the real world decentralized automotive ecosystem through a creator economy powered by Web3.

## 2 - Attribution

As a reference, this Monetization Model Design is based on the gameplay output from the Game Design Planning challenge of the game with the title “**Robauto.xyz**” at the DeAutoDAO hackathon <I, Game & Robot>. It is the submission **Robauto.xyz game design planning** found at the following GitHub repo:

<https://github.com/ivanmolto/robauto-xyz-qdp>

## 3 - RobautoDAO, why a DAO?

RobautoDAO is a community to reward gamers, builders, and partners in our way to a sustainable decentralized automotive future.

As per Vitalik Buterin's statement:

*"A project that launches with the commitment of becoming a DAO from day 1 can achieve a combination of two properties:*

- *Sufficiency of developer funding*
- *Credible neutrality of funding* "

The RobautoDAO will be the connection of the GameFi to the real-world productivity: funding creators (with grants), evangelizing the decentralized automotive ecosystem and even enabling the building in the real world of the best robo-vehicles created and customized in the game.

Governance is also very important for the maintenance and upgrade of our game.

## 4 – NEV Token

The NEV token (ticker symbol NEV) is an ERC-20 / BEP-20 token that lets users participate in the governance (voting, submitting proposals) directly or via liquid democracy (delegating their voting power) in the RobautoDAO.

NEV tokens can be staked to be rewarded with more NEV tokens and swap to get RBT tokens (the Robauto in-game token). Additionally, NEV token is rewarded to gamers for the performance of their robo-vehicles in the top charts/leaderboards of each one of the cities' tracks.

Additionally, the NEV token can be used to purchase Robauto Genesis City NFTs and other premium assets in the Robauto in-game marketplace.

TLDR;

Full Name: NEV token

Symbol: NEV

Max Total Supply: 250,000,000

Blockchain network: BNB Chain (evaluate Ethereum, Polygon)

Token Standard: ERC-20/BEP-20

## 5 – RBT Token

The Robauto token (ticker symbol RBT) is an ERC-20 / BEP-20 token that lets users purchase robo-vehicle-parts, buy tickets to race cities' tracks, and swap it for NEV tokens. It is subject to most of the inflationary and deflationary actions of the game.

Additionally, the RBT token is rewarded to gamers for the performance of their robo-vehicles in the leaderboards of each one of the cities' tracks.

TLDR;

Full Name: Robauto token

Symbol: RBT

Max Total Supply: -

Blockchain network: BNB Chain (evaluate Ethereum, Polygon)

Token Standard: ERC-20/BEP-20

## 6 – How can we get NEV tokens?

- Users can participate in the NEV token public sale / launchpad.
- NEV token holders can get more NEV tokens as a reward by staking NEV tokens in the game farm pools.
- Gamers can earn NEV tokens by being ranked in the top charts/leaderboards in each city track by their robo-vehicle performance in the game.
- Gamers can earn NEV tokens by selling their owned Robauto Genesis City NFTs, robo-vehicle parts and other sponsored/premium NFTs in the game NFT marketplace (and maybe other secondary markets).
- Users can swap from liquidity pools from NEV-RBT and RBT-NEV (with more liquidity pools created in the future).
- Users can buy NEV tokens from selected exchanges (DEXs and CEXs).
- Users may get an airdrop of NEV tokens related to their activity in the Robauto game and DAO participation.

## 7 – How can we get RBT tokens?

- Gamers can earn RBT tokens by being ranked in the leaderboards in each city track in the game.
- Gamers can earn RBT tokens when they get their Robauto Genesis NFT for each city.
- Users can swap from liquidity pools from NEV-RBT and RBT-NEV (with more liquidity pools created in the future).
- Users can buy RBT tokens from selected exchanges (DEXs and CEXs).

# 8 - NEV Allocation

Max Total Supply of NEV tokens is 250,000,000

Private Sale	10,000,000 NEV tokens.	(4% Max total supply)
Public Sale	30,000,000 NEV tokens	(12% Max total supply)
Team	47,500,000 NEV tokens	(19% Max total supply)
Advisors	12,500,000 NEV tokens	(5% Max total supply)
Play & Earn	50,000,000 NEV tokens	(20% Max total supply)
Staking rewards	72,500,000 NEV tokens	(29% Max total supply)
Foundation	22,500,000 NEV tokens	(9% Max total supply)
Airdrop	5,000,000 NEV tokens	(2% Max total supply)

Please see in more detail the calendar allocation of NEV tokens in the link below:

<https://github.com/ivanmolto/robauto-xyz-mmd/blob/main/NEV-allocation.xlsx>

## 9 - Robauto Foundation (I)

The creation of a Robauto Foundation to represent the RobautoDAO in real life.

The Foundation will be in charge of the initial funds allocated to it and the future game revenue via the creation of a Treasury timelock. Using Governor Bravo smart contracts is recommended.

The RobautoDAO will have the full control of the Foundation.

The DAO should have a legal entity because:

- It provides limited liability to NEV holders for the actions of the DAO.
- It is capable of complying with taxation requirements.
- It is capable of entering into contracts, enforcing contracts, holding IP rights and other assets, receiving donations, and providing grants.

## 9 - Robauto Foundation (II)

A percentage of the Treasury will be distributed to individuals, companies/sponsors, communities and projects contributing to the Robauto game and decentralize automotive ecosystem over the next 48 months in different phases via governance voting.

The goal is to incentivize the creation and growth of projects and (local) communities around the Robauto game, the decentralized automotive industry, NEV, and a real-world production of the best robo-vehicles built in the game.

Retroactive funding will include an allocation to the owners of the Genesis NFT (Unique DeAutoDAO NFT) and other DeAuto NFTs for their outstanding contribution and the creation of the hackathon that was the genesis of the Robauto mobile game.

# 10 – About the MMD's Creator

**Ivan Molto** is a Blockchain and Mobile Developer with + 20 years experience in the Gaming, Media, Ecommerce, and Music industries.

He teamed up to Hottrix to build with other brilliant minds Android/ iOS apps and games hitting the top charts (2010) of Google Play and iTunes with +100 millions installs (such as iBeer, iMilk, IceBucket Challenge, and more) as seen on CNN, NBC, Wired, BBC, and other media.

He was also part of the first real tones ever created (including Ferrari, Manchester United, and Vodafone live!) and receiving the Best of Show and Best New Technology awards at the Mobile Music Awards (2004).

He has won several blockchain hackathons prizes at Gitcoin and Encode Club in developments including the following blockchains and decentralized storage solutions: Ethereum, BNB Chain, Polygon, Tezos, Celo, Arweave, and IPFS.

# 11 – Disclaimer

The image included in this document is provided from one source:

- NEV image provided at the DeAutoDAO discord to be used in this hackathon.

Robauto.xyz is a domain registered by us to be used at this hackathon.

In all cases we have the rights/permissions to be used in this document.

This document may be subject to technological and monetization changes always trying to ensure that these are agreed and favorable to all the parties involved.

**Risk warning:** Cryptocurrency trading is subject to high market risk. Please make your trades cautiously.

Start your engines and...



be part of the decentralized  
automotive gaming

Thank you