Matrak Games

An NFT and DeFi Gaming Platform for Improving Financial Literacy in a Delightful Way

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Abstract

Matrak is a blockchain platform for gaming which runs on economic activity of Decentralized Finance (DeFi) protocols such as trading, staking, liquidity provision and yield farming. We are building a complete set of technologies, tools and services for a seamless route to blockchain technology embracing investors, developers, players and fans.

Both individual races and team-based e-sports can be developed on Matrak and played for financial education and entertainment purposes. A major use case is major league football where financiers can sponsor virtual teams, appoint technical directors, recruit athletes and each player can become part of a team to compete with other teams in tournaments. The key differentiator of a player's performance is his/her trading activity of crypto assets. Historical data of each player's trading and gaming performance is kept in an off-chain crypto-wallet address by Matrak platform. This determines a digital athlete's economic value and increases his/her price in team transfers between seasons.

All economic transactions in the virtual gaming environment are facilitated by Matrak's native token such as buying NFTs like a football stadium or sporting arena, joining races, forming clubs, becoming team-players, placing outcome based predictions and for distributing cash prices and bounties. The game theoretical construct is based on 'win-not lose' meaning those that stake funds with MATRAK tokens and have not won are eligible to redeem their initial capital without suffering a capital loss whereas the winning team gets the term yield of the DeFi fund. Players can compete with a single asset (ex: Bitcoin) or with a portfolio of assets (ex: BTC, ETH and one DeFi token with different capital allocation weights). Players can also change their assets before each race or team-based game hence improve their financial performance with active investment decision making.

The platform has an edutainment purpose albeit in a fun way. The objective is to increase financial literacy of players about investing as well as improving pattern recognition skills of especially young participants to ready themselves to the digital world ahead. Matrak's tokenomics is based on a sustainable revenue stream. A fixed percent of non-fungible token (NFT) mint value is deducted as seigniorage fee and a commission on exchange value of NFTs are collected from traders to distribute to Matrak token holders. Clubs, players and game based NFTs can be bought and sold on the Matrak SuperApp platform, local centralized crypto-exchanges specializing in fan tokens like Bitci.com[1] or in NFT market places like OpenSea.io [2].

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1. Introduction

Gaming industry has warmly welcomed blockchain technology. Successful ventures have also created virtual economies that provide "play-to-earn" incentives to gamers like Axie Infinity [3],[4]. As an industry which has thrived to monetize screen-time spent by participants, many methods have been tried by start-ups and established firms. These include licensed software or "as-a-service" subscription models, merchandise including in-game item sales, branding based advertising revenue during in-game entertainment, price competitions, all of which intersect somewhat with a financial model. As much as blockchain technology has disrupted the financial services industry, gaming is most likely the second major one with both fungible and non-fungible tokenization methods being experimented by a growing ecosystem of gaming industry start-ups.

Matrak is a gamification platform that extracts economic value out of DeFi and distributes passive yield to gamers based on their performance. Trading of financial assets is a real-sector economic activity for stocks, bonds, commodities and derivatives. In the case of cryptocurrencies and utility tokens, this has given birth to the crypto-currency exchange industry. Crypto asset exchanges generate economic "value-added" from trading commissions, listing fees, withdrawal fees and other charges. Decentralized Exchanges (DEX) like UniSwap [5],[6] have extended the sharing economy to liquidity providers through which a passive yield from trade commissions are distributed. Matrak taps on this passive yield as an over-the-top (OTT) service built on existing DeFi platforms like UniSwap and rewards gamers with real cash-based returns.

1.1. Key competencies

Matrak is developed by an expert team from Bogazici Ventures that formerly productized and commercialized the following gaming and blockchain platforms:

- Joygame [7] the first successful gaming company of Turkey and the MENA region.
- Barakatech [8], specializing in Blockchain solutions and next generation Fintech and Wealthtech SuperApp platforms.
- GameSultan, pioneer in the fintech vertical helping the players make payments with cash in online games. Creator of the payment method, "e-pin"
- Blockchain Labs [9], a leading AI based crypto-trading start-up.

The team possesses extensive blockchain and gaming experience and will be scaling their technological prowess into distributed decentralized finance applications.

Matrak is a venture with a vision that most traditional asset classes such as stocks, bonds and real estate will gradually be securitized through tokenization and yield generation will be much easier and bountiful through DeFi. In that light, our core business model is based on the gamification of DeFi. Given there are regulatory restrictions on trading of securities by unlicensed agencies, a game-based educational platform will serve an ever-growing customer base without being censored or subjected to cessation.

1.2. Problem Definition

Most gaming applications are based on "win-lose" construct where the winner takes all and other participants forgo their initial capital. DeFi models can be constructed for a fixed term staking (such as tournament time) based on "Win-Not Lose" game constructs. This method as

popularized by PoolTogether [10],[11] a DeFi lottery platform, allows anyone to join a game (or chance event) with a stake where total funds are channeled to an income generating DeFi protocol from which the lucky winner is awarded and non-winners redeem their original capital back. Matrak platform replicates this 'Win-Not lose' game theoretical construct for online games like races and fantasy football where high performers are financially rewarded and non-performers are eligible to receive full refund of initial capital staked.

Secondly most games are either based on chance events or on mechanical skills that translate screen based tasks out of human movements through a gateway device like joysticks, touchscreens or keyboards. There is no blockchain technology based gaming platform that properly uses investment and portfolio management skills. Instead of outcomes left to external chance events, such as a digital horse breed's machine calculated race result or last week's season or playoff results in fantasy football, Matrak removes the 'luck factor' and uses investment decision making and trading skills as the determinant factors for winning the games.

1.3.   Solution: 'Play-to-Earn' Gamification using DeFi

Matrak reaches out to both gaming fans and crypto-asset investors.

- 'Play to Earn' is the main business model where players, based in different roleplay types are eligible for financial returns.
- Game theoretical construct is strictly on 'win-not lose' basis. Matrak is not a gambling platform.
- Active investment decision making, portfolio allocation, timing of trade entry and exits determine gamer performance. Passive dependence on an external outcome or the 'luck factor', as in most races or fantasy football games, does not count.
- Racing cars or other digital objects, club teams, individual players and goalkeepers are Non-Fungible Tokens and can be bought and sold on the Matrak platform. For instance club ownership changes hands between financiers (sponsors) and team players change hands between football clubs.
- Game specific Non-Fungible Tokens and in-game items can be minted on Matrak platform and are tradable.

2. Matrak Basics

In order to participate in a race or team based e-sport, gamers need to purchase Matrak tokens and stake it for the term of the race or the tournament. If the next day's indycar race requires one day staking, then the Matrak tokens need to be staked for one day in order to participate. For a fantasy football tournament that would take one month, assuming no pre-tournament staking is needed, all participants would lock their Matrak tokens into the staking pool for one month. The DeFi passive yield for one day would be the bounty of an indy car race game and total yield for the month would be the gold cup winner's cash prize for fantasy football gamers.

In-game virtual items can be developed by staking Fan Tokens on Bitci chain as well. As a very well known massively multiplayer online role-playing (MMORPG) game design, virtual assets are developed based on the activities such as playing games, winning matches, farming or spending money. Instead of spending money, Fan Token holders will be able to develop their virtual assets by staking.

Staked funds are channelled to various DeFi protocols for the set duration (term of investment). Race organizers or Club Financiers, two distinct game roles in Matrak platform, set the rules of

engagement. These gamers make staking and reward pay-out decisions for races and leagues by staking their personal funds together with the funds of competitors who participate in the races they organize. Not only can they decide which DeFi protocols to invest in, these game role types can also make changes to them during the staking term.

The races and league tournaments are represented as a Non-Fungible Token with a wallet address. Their lifetime investment performance makes them tradable assets which can be bought and sold. Nurturing a team, a race type, leagues and competitions or a player will be the most engaging factor for gamers as everyone can earn by playing Matrak.

Three main principles for this construct are as follows:
1. The assets chosen by gamers have no connection with the DeFi portfolio allocation and its yield. The term of the staking period and amount of stake is set by race or league organizers.
2. The winner would get their initial Matrak token stakes plus the cash price in Matrak tokens whereas the others can either withdraw, or roll over their Matrak stakes for the next race.
3. Players' risk exposure to Matrak price movement against fiat remains yet, no one incurs a capital loss in native MATRAK token amount.

2.1. Use Case I: Races

Time-based races is a relatively simple use case where each player selects an asset or a portfolio of assets and competes for the duration of the race. In a simulated digital race with eight horses, one gamer may choose BTC as the crypto-asset, another may choose ETH whereas a third gamer may choose a portfolio made up of 40% BTC and 60% ETH. All gamers allocate the same amount of capital in stable dollar value. The race would run for 15 minutes and at the end of this period, the highest percentage gainer would be declared the winner.

As for the winner's bounty price, each race would be structured by a staking period that has a reasonable expected yield which would satisfy the players. Assuming the staking period is one day, and each player stakes $50 worth of Matrak tokens, $400 would be channelled to DeFi protocols. The bounty for next day's race would approximately be 30c (based on a standard low risk DeFi pool yield). Given each gamer will have a different staking preference, the games would either be structured by a longer staking period or higher staking amount.

2.1.1. Role types in Races

There are two main roles in standard race type games:
*   Race Organizer: sets rules for the race (staking period, date/time of race, duration of the race), makes DeFi portfolio allocation and earns a commission on bounty price based on DeFi yield.
*   Racer: Picks an asset or a portfolio of assets to play with, makes long/short decisions, joins the race. Based on outcome decides to keep his/her stake to join other races or if he/she is the winner, collects the cash prize.

2.2. Use Case II: Fantasy Football

The second use case can be tailored to most common fantasy football game types. There could be 3 to 5 player teams competing for a day to a week long leagues where each game lasts 15

minutes, as well as use cases that mimic FIFA World Cup model which is 32 football teams made up of 11 players competing for the gold cup over a month-long tournament.

For the FIFA model, fixtures are done randomly and standings are calculated the same way as in the FIFA World Cup. Each team is made up of 11 players (one being goalkeeper) plus four substitutes sponsored by a financier and led by a technical director. Each game takes 90 minutes without extensions. Tie-games are allowed except in finals where penalty shoot-outs determine the final winner. A player's investment performance determines his/her after game and gold cup earnings. Earnings are obtained from DeFi yields over a staking period and paid in Matrak native token. A bounty is paid from DeFi yields to the winning team after each game (about 85-90%) a portion of which (i.e. 10-15%) is rolled over to the Golden Cup winner's payout. For games that end with a tie, the bounty is rolled over to the next game. Every gamer is entitled to get a refund on initial investment at the end of a tournament. Depending on the tournament type, digital athletes can earn for each match separately based on 'play-to-earn' model, as well as winning a larger cash prize if they win the gold cup.

2.2.1. Objective of The Game

The objective of the game is to win the Golden Cup as a team and to maximize earnings as a player. There are no referees, red or yellow cards and offsites during playtime for the initial game construct. The role of the referee is performed by oracles, mostly crypto-asset prices obtained and recorded on the blockchain with a time-stamp.

Financiers (club owners) decide on DeFi protocol allocations to maximize passive yield. The higher the financier's invested capital and fund returns, a higher performing team he/she can build. The winning team gets the yield bounty and each team player receives a share of the bounty pool based on their individual trade performance. Spectators (Fans) can place predictive bets as well through 'win-not lose' construct. Bets are done with staking and rewards are based on DeFi yields where non-winners get a refund of their original capital.

The ball time in the hands of a team, determines overall portfolio performance. Most are between one to five-minute trades within a 90-minute match. A ball pass to the opponent team counts as a trade exit. All players need to watch screen indicators in order to strategically compete during the game yet the onus is on the technical director to lead players' positions and passes. A player whose investment asset is not performing during personal balling time needs to pass the ball to another teammate immediately. Distance between passing players determine whether a ball stays in the hands of the attacking or defending team. If a teammate is 10 meters away for a pass, asset class of an opponent team's tackle performing better during the next 10 seconds means ball ownership passes to the opponent.

Opponent team players try to tackle the ball to win trade time hence the ball will constantly change ownership during the game. A goal shoot counts as a final trade exit. Distance from the goalpost determines the term of the trade. Based on the shooter's asset performance a goalkeeper can either catch the ball (terminates the final potential profitable trade of the opponent team and liquidates his/her trade position), kick bounce it to the field for any other player to catch and continue, or 'let go'. In the 'let-go' scenario final trade outcome determines whether the goal shoot counts as 'out' or a 'goal score'. If the trade is not profitable for the term (ex. shooting distance of 20 meters is measured as asset performance from time of kick+20 seconds) then the ball is 'out''. If the trade is profitable within the 20 sec period, then it counts as a 'goal score' for the attacking team. All in- game trades are paper-trades hence fictitious and they are only used to

calculate team and player performance. The economic value distributed to winners are obtained from DeFi protocol yields as determined by club owners (financiers).

2.2.2. Role types in Fantasy Football

There are five distinct role plays within Matrak Game in the fantasy football use case. These are:

- **Financier**: Sponsors a football club. Stakes personal funds in exchange for a share of earnings from a club's performance. His role is similar to a portfolio investment fund manager. Decides which DeFi protocol to invest funds (personal and team players') and shares the returns with the Team and Technical Director.
- **Technical Director**: Selects the players for each game, strategizes game and makes decisions for player replacements. Investment technical analysis skills also for becoming a technical director as he/she often speaks to players to take, guide passes in return for a share of after game bounty (around 5-10% of DeFi yields).
- **Player**: Invests into crypto assets or a portfolio whose performance is based on ball time earnings. Aims to keep as much ball time as possible to make higher investment earnings. The longer the ball time and higher returns, the greater a player's net worth and after game bounty earnings. Player moves around the field and manages distance from other players (opponent or team mate) as well as making call-outs to pass or receive ball from another team mate. Regardless of defense, winger, midfielder or forward, any player can make a shooting decision.
- **Goalkeeper**: When an attacker enters into a shoot position, makes the final decision to 'catch', 'bounce' or 'let-go' where the oracle decides whether the outcome is an 'Out', 'Corner-Kick', 'Goal' or 'Game Continue' with another player taking ball. A goalkeeper's performances is not measured by investment returns but game performance on goal saves. This role is more suited to non-financially savvy players.
- **Fan/Spectator**: makes predictive bets to win betting stake bounty. In positive prediction outcomes, football fans share the bounty with others who have also made predictions. In 'no-win' outcomes, receives his/her staking refund. This is also suitable for non-financially savvy gamers.

2.2.3. Staking Decisions by Role Types

Each roleplay needs to make a staking decision for maximizing returns:

- The higher the financier stakes, a better team is being sponsored and nurtured. A financier can always sell a football club's NFT to another financier at a higher price as teams are owned by financiers. A well-financed team can attract better and higher performing players.
- Technical directors name their own price as their investment decisions such as portfolio performance is observable from their crypto-wallet addresses. Only on-chain data matters which should be observable from third party tools (i.e. Zerion, Zapper or blockchain explorers like EtherScan etc). Financiers select technical directors by offering them a share of DeFi yield earnings.
- The higher a player's stakes the more valuable is that player for the team. A player's investment performance is not only measured in percentage terms but in nominal terms as well. A high-priced player, similar to major league football, earns higher than his peers and is most likely to be selected as team captain or forward.

- Goalkeepers' performance being not measured in terms of investment returns is more competitive. In order to be selected, goalkeepers need to stake higher than others as their overall contribution to yield bounty will be larger. However, unlike normal soccer players, goalkeepers are eligible to a guaranteed fixed percentage return like technical directors.
- Fans/Spectators' earnings are proportional to their stakes. Prediction market bets on tournament game outcomes are paid out pro-rata to each bettor's stake. This is purely for fun and if the fan's team does not win, he/she can withdraw the Matrak token stakes deposited into the smart contract which distributes the cash bounty.

3. Tokenomics

3.1. Native Token

Matrak platform has a dual token structure as follows:

- The native MATRAK token has a floating price discovery.
- NFTs for gaming will have floating price discovery and as most non-fungible token types, they will be traded, staked, used for participation into games and as a medium of exchange.

Both of these token types will be based on Ethereum standards (ERC-20, ERC-721, ERC-1155, etc) and will be interoperable with any Ethereum Virtual Machine (EVM) based blockchain networks. Central exchange Bitci.com listed Matrak will be fully compatible with Bitci blockchain protocol and native token standard. Appropriate bridge networks will be chosen in order to ascertain interoperability between EVM compatible blockchain networks (Ethereum and Bitci in particular).

3.2. Listing

Users will be able to purchase Matrak tokens on the centralized exchange Bitci.com for the Initial Exchange Offering (IEO) immediately. After the IEO is completed, it will be listed on mainstream DEX platforms like UniSwap as well. Users domiciled in Turkey will be able to buy MATRAK with TRY and Bitci Native token pairs whereas users outside can buy them through Matrak Mobile SuperApp and DEXs.

Bitci.com is a specialized local exchange for initial offerings of fan tokens. Both for initial offering and long term liquidity for a gaming platform like Matrak that feeds on clubs, leagues, players and races, Bitci.com is a perfect platform.

In the future, should any centralized exchange apart from Bitci.com which has conducted the IEO opts to list MATRAK, it will be available in multiple centralized exchange platforms. We should note however that our main business is in DeFi and Matrak will not be using any crowdfund sources for seeking listings on centralized exchanges. It will be up to them to list MATRAK as it will be creating its own liquidity pools on multiple DEXs for general availability.

3.3. Native Token

Native MATRAK Token has three core utilities:

- NFT minting of race types (horse/car/skiing etc), football clubs and team players need to be paid in MATRAK.
- Financiers, Technical Directors and Players need to stake MATRAK tokens to establish a base cost for their game ecosystem worth.
- All DeFi returns from other digital assets are converted into MATRAK and distributed to game winners.
- Matrak token holders are also entitled to being part of platform governance decisions. These would be handled by a vote for key decisions like adding new race types, changing the rules of games such as frequency of tournaments, duration of races, share of bounty between role types and more importantly, creation of new tokens apart from the native Matrak token with different utilities.

3.4.   Platform Fees

Matrak platform initially has two types of fees for developing its user community, adding new partners to its ecosystem and financing future development efforts. Later as the platform evolves, governance decisions may add new revenue streams in addition to the following:

3.4.1. Seigniorage Fees

The token economic model of Matrak platform is to reward Matrak token holders with seigniorage fees. Minting is mainly for Non-Fungible Tokens and is deducted from the requester which is 0.5% of the NFT issuance value. Seigniorage fee is distributed to Matrak token holders on a pro-rata basis. For instance, when a new football club is formed, the financier (team sponsor) would request minting of an NFT representing this newly formed club. If the financier chips in $1000 worth of MATRAK tokens, 0.5% of initial investment ($5) is deducted and distributed to MATRAK token holders. The same applies for gamers who mint their NFTs as a soccer player or goalkeeper.

Seigniorage fees are distributed on a 'pay-as-you-go' basis. There is no time-based, cycle-induced or guaranteed reward distribution as it's purely based on real economic activity on the league platform. The more clubs and players are created, the more seigniorage fees shall be collected from users. In other words, no MATRAK tokens are created out of thin air and there is no standard token inflation schedule without a reason to mint new MATRAK tokens.

3.4.2. Commissions

Commissions are taken for all economic activity related to gaming. On average an 0.3% commission is applied for the following type of transactions:

- NFT Sale of a club to a new financier
- Transfer cost of recruiting a team player from one team to another
- Distribution of DeFi yield rewards to the winning team
- Commission on rewards paid out prediction bets on game of league championship outcomes.

3.4.3. NFT Marketplace Sales

Before gamers mint in-game items, MATRAK will be producing digital assets for sale such as virtual football stadiums, race courses, team training grounds, combat sport rings etc. The virtual

property sale prices for these NFTs will be determined by the market and auctioned off from Matrak SuperApp mobile platform.

3.5. Token Supply

MATRAK is a fixed supply token with moderate inflation at the initial stages. A total of 500 Million Tokens will be issued over its lifetime which, based on community-voting decision, may be gradually reduced later through a token burn mechanism. 30% of total supply (150 million tokens) will be sold via IEO on Bitci.com.

200 Million tokens are allocated for Ecosystem Development and will be released over five to seven years based on minting and platform sales volumes. The bulk of this allocation will be spent on social media community managers, online marketing and advertising. If newly minted tokens in a given year is lower than expected (40 Million), the remaining amount will be rolled over to the emission quota of the following year. If platform demand is higher than the annual quota, ecosystem development partners such as community managers, influencers and marketers will be funded via open market purchases of MATRAK tokens. Under no circumstances will the following years' release quota be tapped on to satisfy token minting demand of current year.
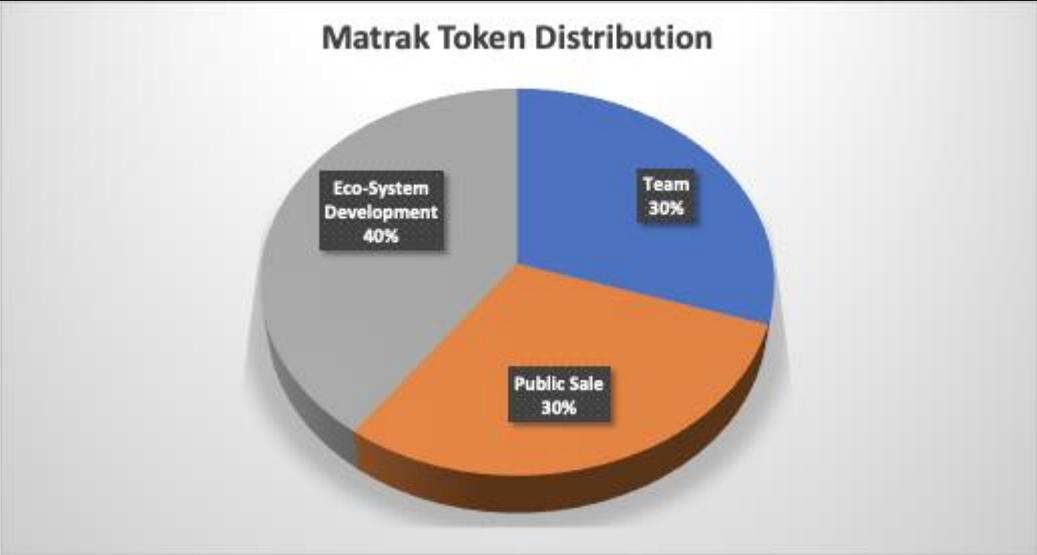
Team, Advisors and the Company Treasury will only receive newly issued tokens after the Initial Exchange Offering is completed representing about 30% of total issuance. Team allocation quotas are subject to lock-up periods and will be released over 3 years.

3.6. Initial Token Offering

Matrak will be offered through a fixed price offering on a centralized exchange. A total of 150 million tokens are planned to be sold during the public offer at a price of 3c (~0,30 TRY). There is a hard cap of $4.5 Million through the crowdfunding event. If the total 150 million tokens allocated for the public sale are not sold by the end of crowdsale, the remainder will be added to the ecosystem development token quota.

3.7. Token Value Drivers

Matrak token price is expected to appreciate by the following community-based network effects:

- All gaming related races and competitions require Matrak tokens to participate. To finance a club, to put oneself up as a technical director, goalkeeper or player, every gamer needs to stake MATRAK tokens.
- MATRAK staking is required for placing bets where returns from DeFi yields will be distributed to participants who have won. For most games based on 'win-not lose' game construct, it is expected that staking terms will be extended until the next match or next tournament.
- Seigniorage demand will impact MATRAK price positively as they need to be purchased from the floating amount on the exchanges.
- In general staking will most likely account for the majority of circulating supply which reduces downward price pressures.
- Financial rewards once distributed in MATRAK can be swapped for ETH or for stable coins like USDT/USDC. This will put downward price pressure on MATRAK.
- Participation in most games is essentially free with modest staking amounts that can be withdrawn after each race or tournament. In most popular and worldwide competitions with higher priced rewards, race organizers may opt in paid participation to reduce demand.
- MATRAK tokens used for paid events are subject to token burn which will reduce token supply in the long term.

3.8. Use of Funds

The capital raised from private and public sale rounds of about $4-5 million will immediately be allocated to passive income generating DeFi protocols. The initial capital amounts measured in contribution currency terms (BTC, ETH in particular) will be protected similar to the way endowment funds work. The Matrak team's compensation packages will be funded from monthly DeFi returns (trade commissions, staking, liquidity provision, yield farming etc.) with no recourse to the original amount of capital raised initially. If the hard cap of $4-5 Million is not reached, compensation plans will start from a lower capital base. Wage and salary payments to the team will vary with DeFi fund performance.

We have made estimates of the cash-burn rate for the 10 to 15 person developer and management team to bring Matrak platform to life. Based on estimated returns on DeFi protocols, Matrak as a start-up will easily finance its operations for 18-24 months without touching initial capital of $4-5 Million raised through the crowdsale.

4. Technology Stack

Based on earlier blockchain development expertise of the Matrak team, we envisage a number of development platforms will be utilized for the full stack. Matrak will be developed on the infrastructure of BarakaTech SuperApp platform so 'time-to-market' of the end product will be significantly shorter. BarakaTech produces white label payment and trading specific mobile applications which a Matrak tailored version will be produced in a short time frame. Most game specific NFT and DeFi implementations will be handled by this technical team.

 The following platforms are being evaluated at the moment:

- Only EVM compatible networks will be preferred, Ethereum being the primary one.

- Focus will be on side-chain solutions like Polygon (formerly Matic) Network as gas fees/transaction costs are currently at micro-cent level.
- Moralis Web3 will be the preferred platform for serverless distributed applications (dAPPS) which also operate cross chain (Ethereum, Binance Smart Chain, Polkadot as well as Polygon Network).
- UniSwap code will be the primary open repository for DeFi yield generation from liquidity provision. Both Version 2 and Version 3 with concentrated liquidity options will be explored. Matrak will tap on single sided, paired and multiple asset pooling methods which need to be written from ground up.
- Careful examination of vampire bots will be done to make sure that liquidity pools are not attacked by malicious network activity.
- DeFi insurance protocols like Nexus Mutual, Cover Protocol will be explored for obtaining insurance for smart contract risks on Matrak staking pools.
- Certik will be the preferred smart contract auditing platform yet others will be explored for cost-effective code audits.

5. Team

Matrak platform is developed by an expert team of former gaming and blockchain developers. The team has extensive fintech, online gaming and mobile app development experience as well as bringing deep down blockchain tech expertise working on platforms like Ethereum and Stellar.

- Afşar Akal - Managing Partner
    - 12+ years in IT Industry Business Development and Sales experience including Intel and IBM
    - Managing Partner at Boğaziçi Ventures-BV Crypto Fund Management
    - Former CEO and Chairman of Tomya Technology, a local midsize crypto-currency exchange in Turkey.
    - Co-Founder of Bloxperiment Technologies, a specialised advisory firm for digital transformation using Blockchain and AI tech
    - Extensive blockchain and Decentralized Finance (DeFi) subject domain expertise advising corporate clients
      LinkedIn: https://www.linkedin.com/in/afsar-akal-01b4299/

- Barış Özistek - Executive Board Member
    - Over 10 years of experience in online gaming. Successfully exited Joygame, GameSultan and PayToGo.
    - Chairman of Netmarble EMEA
    - Extensive experience in technology investment with more than 100 early stage investments. Co-founder of StartersHub, publicly traded tech accelerator.
    - Managing Partner at Boğaziçi Ventures, the leading tech investment company with multiple funds such as BV Growth, BVB (Venture Builder) and digital asset management company BV Crypto.
      LinkedIn: https://www.linkedin.com/in/baris-ozistek-b071374/

- Burak Balık - Executive Board Member
    - Founder of Joygame, first successful gaming company in Turkey and MENA region.
    - Board Member at Boğaziçi Ventures, Managing Partner of BV Growth fund.

- - Investment Committee Member at BV Crypto, extensive knowledge of cryptocurrency trading and portfolio management.
  - Well networked in the gaming industry from South Korea to the USA.
    LinkedIn:https://www.linkedin.com/in/burak-balik/

- Tuna Orbay-Chief Technology Officer
  - Serial Entrepreneur, technologist, interested in blockchain, DeFI, & AI
  - Founder of Nokta.com,Tech-Media Company, Nokta Domains, and BARAKATECH Tech-Fin Company
  - CTO at BARAKATECH
    Linkedin: https://www.linkedin.com/in/tunaorbay/

- Burak Günsev-Chief Marketing Officer
  - One of the fire starters of digital advertising revolution in 2000s
  - 20+ years of experience in advertising & marketing technology as well as digital strategy, data and design thinking
  - Co-founder of Wanda Digital / Leading digital agency, fully acquired by WPP/Ogilvy
  - Serial entrepreneur focused on new gen fin-tech, alternative payment systems, cryptocurrency and blockchain tech
  - Managing Partner at BVB (Boğaziçi Venture Builders)
    LinkedIn: https://www.linkedin.com/in/burakgunsev/

- Çağatay Karabulut - Product Lead
  - An inquirer, mentor and educator by nature; serial entrepreneur, innovator and product guy by profession
  - Founder of Nokta.com, Tech-Media Company Nokta Domains, and BARAKATECH Tech-Fin Company
  - CEO of BARAKATECH
    LinkedIn: https://www.linkedin.com/in/ckarabulut

- Erdem Lafcı - Developer
  - Over 10 years of experience in mobile apps/games.
  - Founder of APPS Mobile Game Company and BARAKATECH Tech-Fin Company
  - Head of Mobile at BARAKATECH
  - Linkedin: https://www.linkedin.com/in/erdemlafci/

- Seyit Özgür-Chief Security Officer
  - Cyber security guru
  - Pioneer in Crypto currency industry
  - Founder of BlockchainLabs, leading blockchain and algorithmic trading company
  - Security Advisory and Partner at Bogazici Ventures
  - Crypto fund manager with successful multiple achievements
    LinkedIn: https://www.linkedin.com/in/seyitozgur/

- Bora Çetinoğlu
  - Extensive experience in Energy and Technology industries with multiple exits.
  - Chairman at BV Crypto
  - Managing Partner at Bogazici Ventures

LinkedIn: https://www.linkedin.com/in/boracetinoglu/

6. Summary

Matrak gamifies DeFi with 'Play-to-Earn' and 'Win-Not Lose' game theoretical constructs. The range of games on the Matrak platform, unlike others, exclusively removes the 'luck factor' and replaces it with core 'investment skills' to compete fairly and win. Matrak has a sound tokenomics model with numerous token value drivers such as new minting of tokens that represent gaming assets (seigniorage) and transaction commissions, sale of NFTs, a moderate inflation for ecosystem development and a token burn model for paid event participations. As the platform evolves, staking, liquidity pool provision and yield farming type of revenue streams will be explored as well. These are becoming increasingly sought after by mainstream DeFi investors. The genre of gamers that experience Matrak games are expected to develop stronger financial literacy and pattern recognition skills and become better investors in the future.

References

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