

HERO STEP

Skilab
Web3





Introduction

HERO STEP is an innovative Web3 location-based game that connects the real world with digital assets. The game fuses the concepts of “Move to Earn” and “Play to Earn” to provide users with a unique experience. By implementing a decentralized game economy system based on blockchain technology, players can interact and participate in economic activities through NFT transactions.

The core of HERO STEP is the NFT system, with original character NFTs and a variety of other NFTs to be added over time. In particular, collaborations with famous Japanese anime and game characters provide unique premium NFTs, maximizing the fun of collecting and the motivation to play the game. In addition, NFTs are linked to the production of Real World Assets (RWA), creating a bridge between the digital and physical worlds.

In terms of gameplay, HERO STEP connects everyday activities to the game. Users can charge up their energy and earn NFTs simply by walking down the street or visiting a partner store. This is designed to make it easy for users who are familiar with popular games like Pokémon GO to participate. At the same time, it also caters to the needs of Web3 game enthusiasts by offering advanced gameplay elements using premium NFTs.

HERO STEP creates a safe and reliable gaming environment by strictly adhering to the laws and regulations of the countries where the service is provided. In doing so, we encourage community building and creative activities through games, and ultimately aim to build a new Web3 ecosystem where reality and virtuality converge. HERO STEP is not just a game, but a new paradigm platform that harmonizes the value of digital assets and real-world activities.

※The game content and images presented in this white paper are currently under development. Please be advised that they may differ from the final specifications or be subject to change as necessary.

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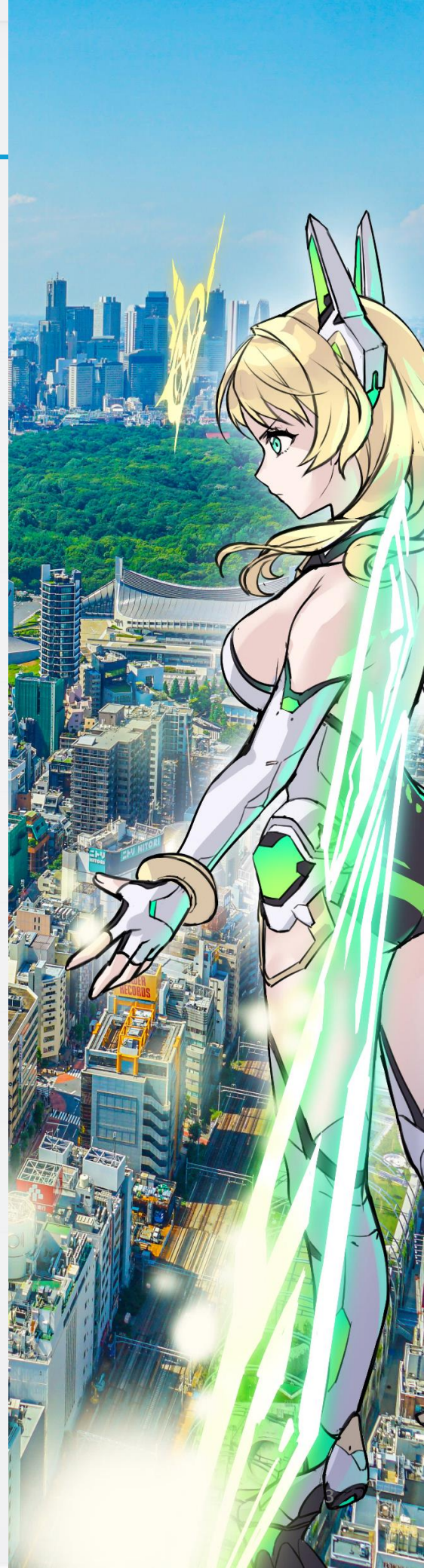


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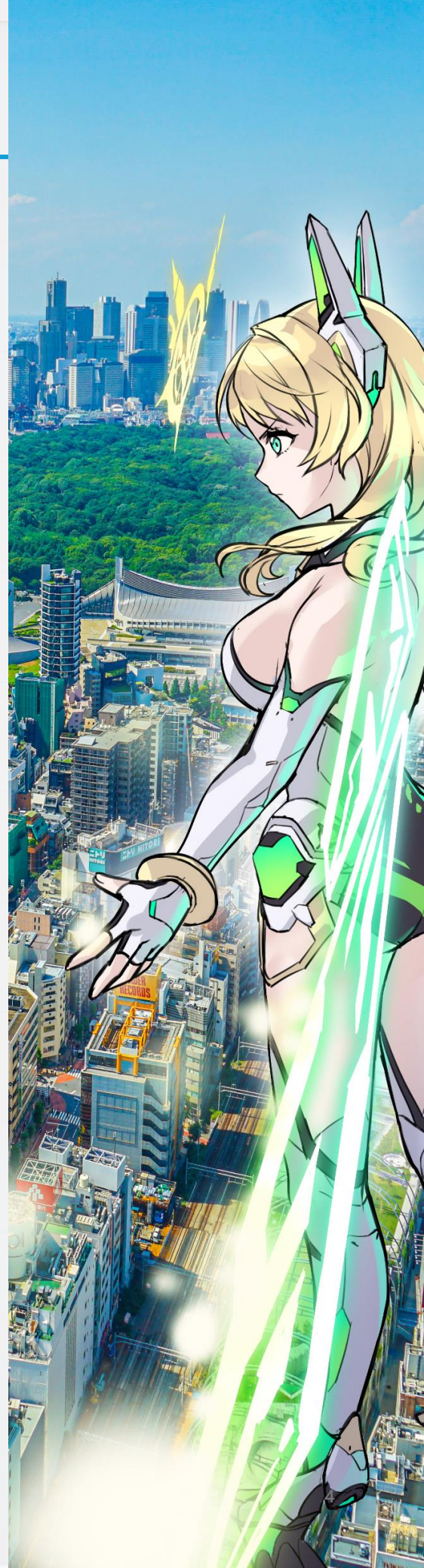
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01. Game Outline

- 1.1 Game Objective
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1.1 Game Objective

The Unexpected Arrival of the Invader: Villain on Earth...

Heroes Assemble to Protect the order of the Universe!

The Era of Earth 202x –

The Lord of the 606th Universe, 'Dimension', tore open a dimensional rift on Earth, summoning his subordinate, the 'Invader:Villain,' from another dimension. This marked the beginning of Dimension's plan to conquer the entire universe.

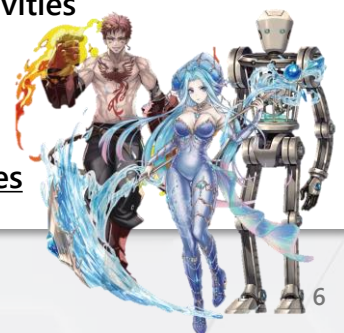
Under the authority of the UN, humanity established the 'Paranormal Phenomena Research Institute (PPRI).' With the support of intelligence agencies from across the globe, efforts were made to resolve the issue, but...

Meanwhile, heroes from another dimension also sensed this abnormal situation, and they rushed through the dimensional rift opened by Dimension to save earth.

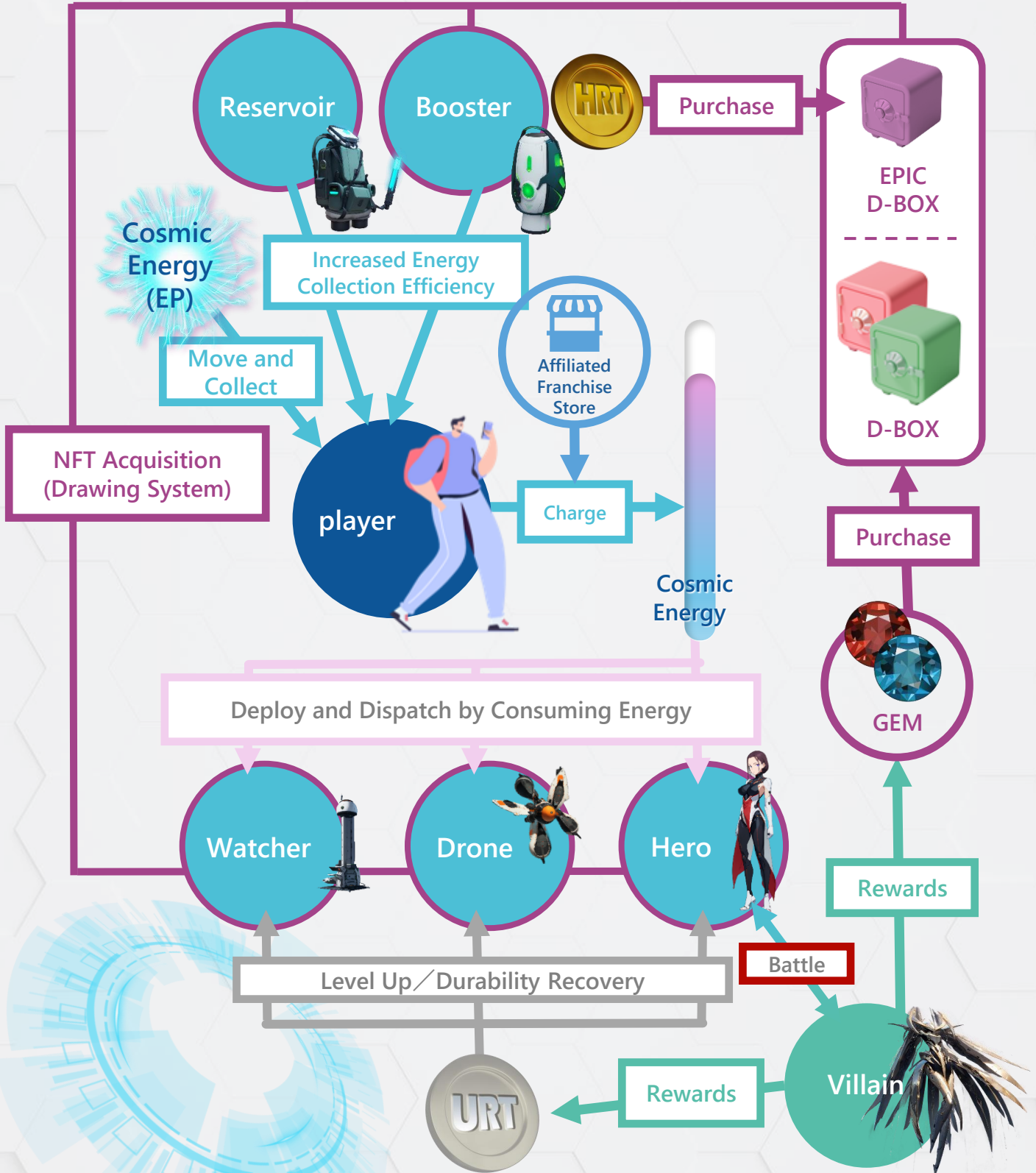
The protagonist is a member of Japan's PPRI.

The Mission in this game is to cooperate with the heroes to repel the invaders, seal the dimensional rift that appeared in Japan, and restore the universe to its original state.

Concept	Geolocation Information M2E×P2E 【Web3】 Game
Token	<ul style="list-style-type: none"> ➤ Hero Step Token (HRT) Token : Governance Token ➤ Utility Hero Token (URT) Token : Utility Token
Game objective	<ul style="list-style-type: none"> • Item Collection Based on Location-Based Activities • HRT, URT Token Acquisition • NFT Character Collection/ Synthesis • <u>Procurement of Physical Character NFT Figures</u>



1.2 Gameplay Sequence



1.2 Gameplay Sequence

1 User's goals are to collect high-rarity characters and produce figure NFTs

To collect Hero NFTs and tokens, it is necessary to gather D-BOX.

2 To gather D-BOX, a significant number of invaders must be repelled

To detect more invaders, it is necessary to deploy and operate a large number of watchers and drones.

→ To repel powerful invaders, a significant number of high-rarity heroes are required

3 To gather stronger watchers and heroes, it is necessary to collect D-BOX

To collect a large number of D-BOX, a significant number of invaders must be repelled → Repeat with ②

Repeat steps ② and ③ to improve item collection efficiency

4 High-quality items and heroes have a high EP consumption rate

Energy is collected through the player's movement

5 As EP consumption increases, players will need buff effects to gather more EP efficiently

To enhance EP collection, it is necessary to gather more high-quality Reservoir and Boosters

6 To collect more high-quality Reservoir and boosters, it is necessary to gather more D-BOX

To collect a large number of D-BOX, a significant number of invaders must be repelled → Repeat with ②

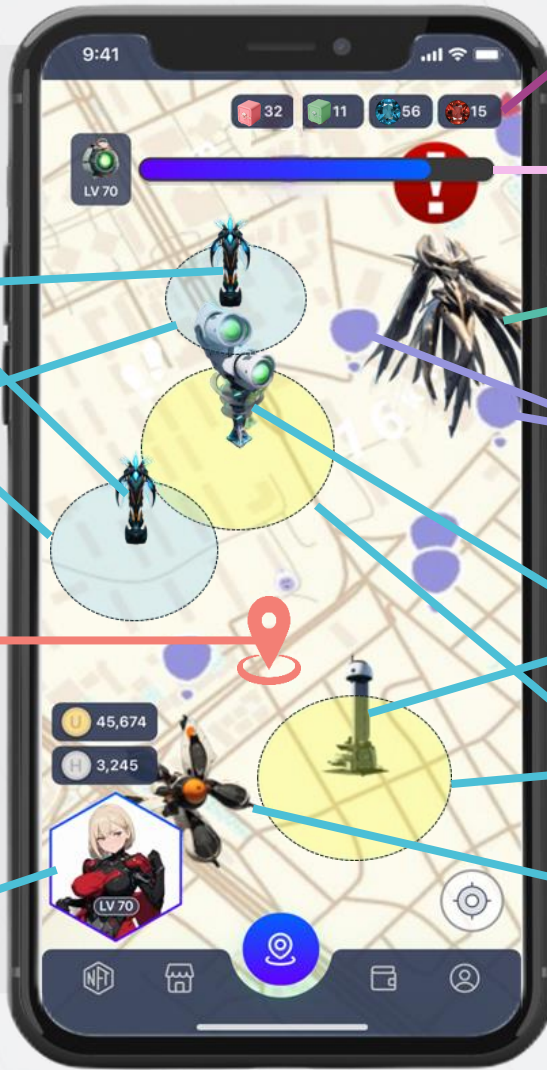
Repeat ② and ⑥ to increase energy collection efficiency

In-app purchases can be used to shorten the time required

1.3 Game Screen

Game UI/UX that reflects real-world maps

MAIN UI



Possessing
•GEM
•D-BOX

EP Gauge

Appeared villain

Display of the location where the dimensional rift occurred

Watcher

The monitoring range of the watcher

Active drones

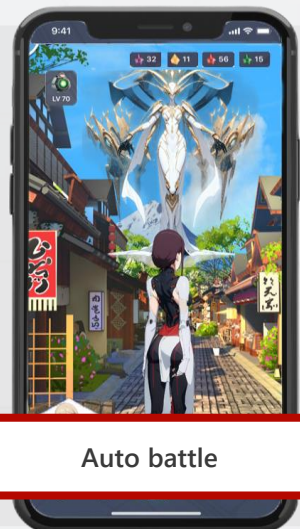
Booster

The impact range of the booster

The current player location

Display of the selected character

BATTLE UI



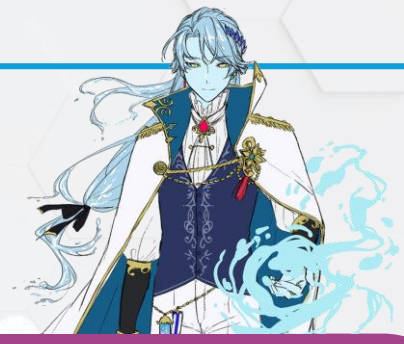
Intruder appearance alert

Selection of deployed heroes

Auto battle

1.4 Battle Rewards

The process of earning NFT rewards



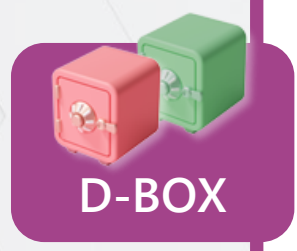
Hero or Watcher Repels the Villain

Dropped as a battle reward



Collect a certain number of GEMs to unlock the corresponding D-BOX

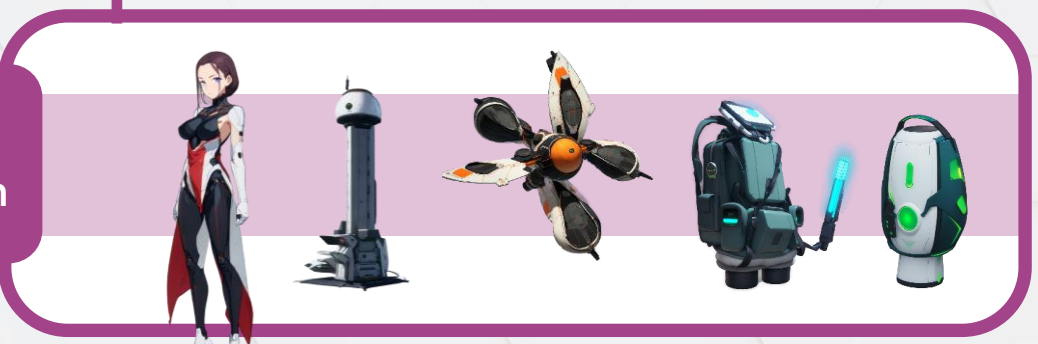
	Emerald	Unlock the Emerald BOX with 10 pieces
	Sapphire	Unlock the Sapphire BOX with 10 pieces
	Ruby	Unlock the Ruby BOX with 10 pieces



Open D-BOX with GEM to obtain various NFTs

	Emerald BOX	Common NFT Items
	Sapphire BOX	Uncommon NFT Items
	Ruby BOX	Rare NFT Items
	EPIC BOX	✘ Can only be obtained or unlocked through in-app purchases or as ranking rewards

NFT Item Acquisition



02. NFT Items

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- 2.2 NFT Overview
- 2.3 NFT Types
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- 2.4 NFT Figures



2.1 How to Obtain NFTs

How to obtain original and collaboration characters

Unlock the D-BOX

Repel villains to collect the GEMs, unlock the D-BOX, and obtain NFT



Special Rewards for Specific Spots

Obtain character NFTs as special rewards for visiting specific spots like convenience stores or cafes



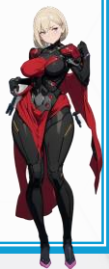
Use HRT Tokens

Purchase an EPIC BOX with HRT tokens to obtain NFTs



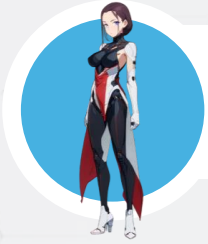
Create Original Figures

Create actual physical figures of character NFTs



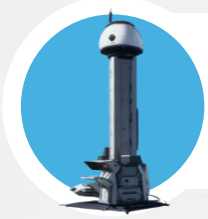
2.2 NFT Overview

Obtainable NFTs in Hero Step



Hero

Heroes from another dimension who repels villains. Players collect and summon them.



Watcher

An item that can be placed anywhere on the map to detect villain intrusions. It can automatically repel low-rarity villains.



Reservoir

An item that collects and stores Cosmic Energy.



Booster

An item that can be placed at a chosen location on the map to temporarily amplify the collection of Cosmic Energy around the booster.



Drone

An item that scouts the area around the player to locate villains and notify the player. It can also deliver energy packs to watchers.



Villain

Invaders from another dimension that invade Earth through dimensional rifts.

2.3 NFT Types

2.3.1 Hero

Heroes from another dimension who repels villains.
Players collect and summon them.

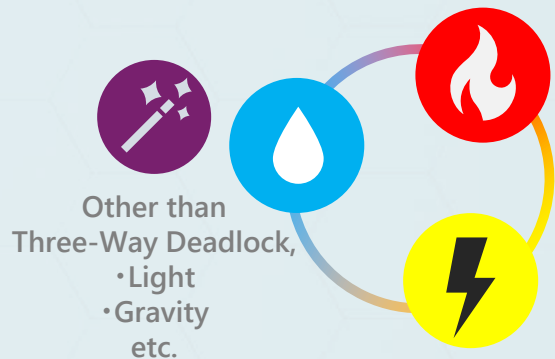


Status

- HP
- Offensive Power
- Defensive Power
- Attack Cooldown
- Skills : Attack / Defense / Recovery
- Level : Increase with victory in battle

Element

- 4 Types: Fire, Water, Electricity, Special



Rarity

- Common
- UnCommon
- Rare
- Epic

Category

Original Characters

- Always can be obtained
- All rarities exist

Collaboration Characters

- Collaboration characters with high-profile IP
- Can only be obtained during the collaboration period

2.3 NFT Types

2.3.2 Watcher

Items that collect and store Cosmic Energy



Status

- Offensive Power
- Defensive Power
 - Destroyed when it reaches 0
- (Repair Using URT Tokens)
- Detection Range
- Energy Consumption

Energy Consumption

- Continuously consumes EP after being deployed
- It ceases to function when EP reaches 0
- When it ceases to function, the player must move close to the watcher to recharge it, or use a drone to deliver an EP pack for recharging

Rarity

Rarity	Acquisition Method	Special Skills
C	Emerald D-BOX	X
UC	Sapphire D-BOX	Enhancement of the monitoring range
R	Ruby D-BOX	Enhancement of attack power
EPIC	Epic D-BOX	Auto-summon function for heroes when invaders are detected

2.3 NFT Types

2.3.3 Reservoir

An item that collects and stores Cosmic Energy



Category

Basic Reservoir

- Granted at the start of gameplay
- No lifespan limit
- Non-transferable

NFT Reservoir

- Open each D-Box and obtain the items
- Has a lifespan (can be extended with URT)
- Available for trading

Rarity

The higher the rarity, the greater the maximum storage capacity and absorption rate

Rarity	Acquisition Method
C	Emerald D-BOX
UC	Sapphire D-BOX
R	Ruby D-BOX
EPIC	Epic D-BOX

2.3 NFT Types

2.3.4 Booster

An item that can be placed anywhere on the map to amplify the Cosmic Energy gathering around the amplifier for a period of time



Function

- If there are boosters around, EP collection will be 10% to 100% faster
- If boosters are in close proximity, the effect will occur for only one booster with higher rarity
- If another player's boosters are within the range, the effect of higher rarity boosters will be reduced by 10% to 20%
- Has a lifespan (extendable with URT)

Rarity

The higher the rarity, the greater the EP amplification and the larger the effect range

Rarity	Acquisition Method
C	Emerald D-BOX
UC	Sapphire D-BOX
R	Ruby D-BOX
EPIC	Epic D-BOX

2.3 NFT Types

2.3.5 Drone

An item that scouts the player's surroundings, locates the villain and alerts the player, and delivers a Cosmic Energy Pack to Watchers.



Status

- Movement Speed
- Maximum Charge capacity
- Detection Range
- Charging Speed

Function

- Automatically deliver and recharge EP packs when the Watcher detects low EP
- Has a lifespan (can be extended with URT tokens)

Rarity

Rarity	Acquisition Method	Special Skills
C	Emerald D-BOX	X
UC	Sapphire D-BOX	Detection range/ Increased Movement Speed
R	Ruby D-BOX	Enhanced Maximum Charge Capacity
EPIC	Epic D-BOX	Ultra-fast Charging Capability

2.3 NFT Types

2.3.6 Villain

Interdimensional invaders attack Earth through a dimensional rift



Status

- HP
- Offensive Power
- Mental attack Power
- Defensive Power
- Mental Defense Power

Repel

- Appears for a period of time, destroys if not repelled in time
- Earn rewards for repelling
- Hero's level gain from winning battles depends on the villain's level

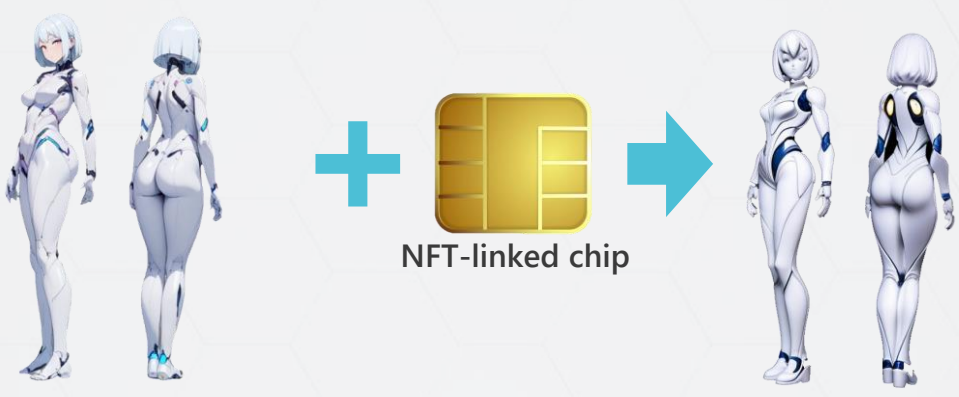
Rarity

Rarity	Acquisition Method	Special Skills
C	Emerald D-BOX	It appears frequently and can be repelled even by Watchers
UC	Sapphire D-BOX	Summoning heroes is required for repelling
R	Ruby D-BOX	It appears rarely but it is powerful
EPIC	Epic D-BOX	Special NFT rewards that can be turned into figures

2.4 NFT Figures

Converting digital NFTs into physical figures

Collaborative NFTs with the highest rarity original characters will be produced and delivered as physical figures embedded with an authentication NFT chip



The integration of digital assets and real-world assets (RWA)

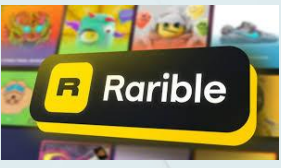
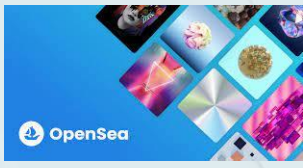
- Industry first! High attention and buzz for rare NFT figures
- The security of player asset value through RWAs and the sustainability of NFT value

How to obtain NFT physical figures

- ① Obtain character NFTs within the game
- ② Purchase figure production NFTs with HRT Tokens
- ③ Obtain a physical figure



Players can sell the obtained NFT characters on Marketplaces like Open Sea and Rarible. When the ownership of an NFT is transferred, the in-game ownership is also transferred to the new owner



03. TOKENOMICS

- 3.1 Token Outline
- 3.2 Dual Token Specifications
- 3.3 Ecosystem
- 3.4 Sustainability of Game Economy
- 3.5 Token Allocation
- 3.6 Defi & Vesting





3.1 Token Overview

Hero Step operates with dual tokens: HRT, the game's governance token, and URT, its utility token. HRT can be earned as a reward for ranking between users in the game, and URT can be earned as a reward for winning battles in the game.

HRT is used to create NFTs, such as in-game characters, while URT is used to level up NFTs and repair their durability. HRT will be listed and traded on cryptocurrency exchanges in the future, and all NFTs can be cashed out in a separate Marketplace outside of the game.

Hero Step's HRT is paid out differently as a ranking reward, and a significant amount is consumed when creating in-kind NFTs to maintain a stable supply. In addition, the value of digital NFT assets is linked to the real economy when purchasing physical figure NFTs, allowing for continuous demand generation and token value appreciation.

In the case of URT, the circulation will be regulated by heavy users continuously using it to level up and repair NFTs' durability in order to obtain HRT as a top ranking reward, and since it is indirectly linked to HRT, which can maintain a stable value, it will be prevented from rapidly depreciating due to inflation.

3.2 Dual Token Specifications

Hero Step's governance token, HRT, can be used to purchase in-game digital NFTs as well as physical figure NFTs, allowing the value of digital NFT assets to be pegged to real-world economic values.

As a utility token, URT plays an important role in circulating/sustaining the economy by allowing players to continuously upgrade their NFT characters within the game to improve gameplay and reinvest their rewards.



HRT

GOVERNANCE TOKEN

HRT Token



URT

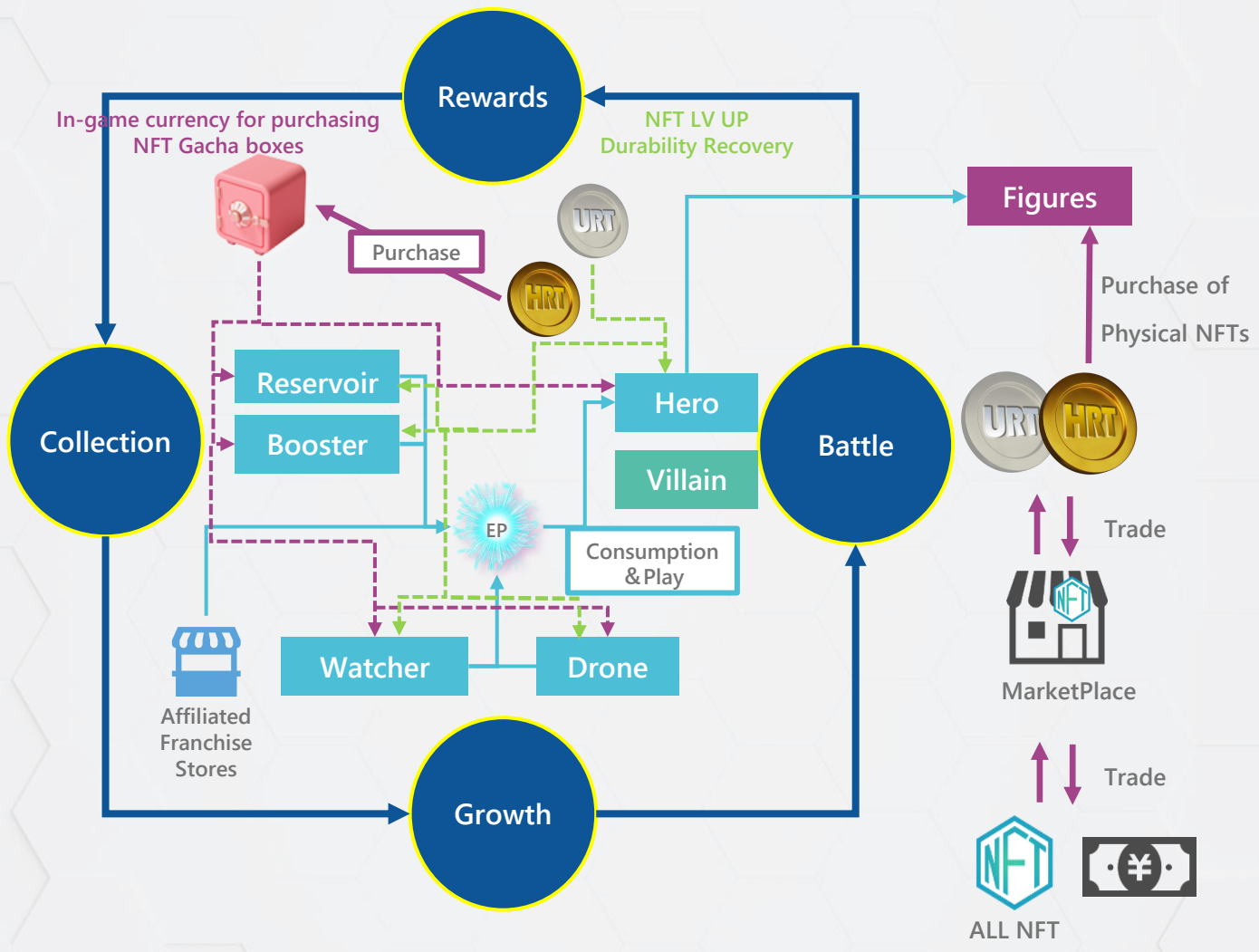
UTILITY TOKEN

URT Token

Currency Name	Hero Step Token :HRT	Currency Name	Utility Hero Token :URT
Total Supply	5Billion (5,000,000,000)	Total Supply	Unlimited
How to Obtain	<ul style="list-style-type: none"> •In-game ranking rewards •Purchase from the exchange, airdrops 	How to Obtain	Battle Rewards
Usage	<ul style="list-style-type: none"> •Purchase NFT Item •Production of physical figures 	Usage	<ul style="list-style-type: none"> •Level up of NFT Item •NFT item durability recovery
Specifications	SPL Standard Token	Specifications	SPL Standard Token

3.3 Ecosystem

Hero Step's ecosystem is designed to be a circulation of tokens and NFTs between token issuers and players, with players using their own NFTs to play the game, and players using tokens to buy and sell NFTs on the Marketplace



Hero Step's ecosystem is also designed to extend beyond the game into the real world. NFT figures can be purchased with HRT, and Cosmic Energy (EP), an essential and fundamental element for gameplay, can be recharged by simply walking, but can also be substituted by visiting locally-based affiliated stores.

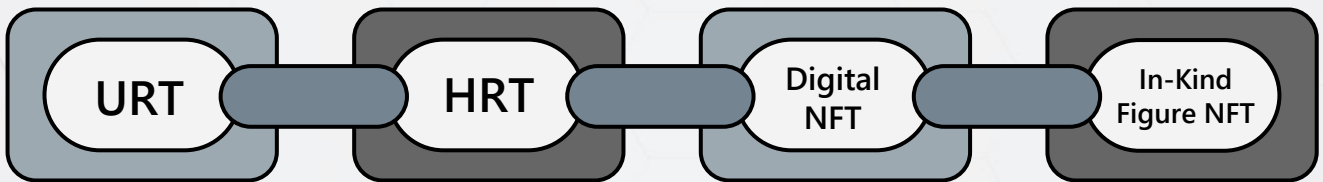
3.4 Sustainability of Game Economy

Hero Step's economy is continuously maintained and developed through three stabilizers: regulating the supply/demand of in-game tokens, linking value to the real economy outside the game, and stimulating demand through ecosystem expansion.

Burning Tokens

- Hero Step burns HRT, URT, and NFTs to curb oversupply, preventing market values from plummeting and maintaining a healthy ecosystem purity and value in the long term.
- Players can use tokens earned through gameplay to purchase and upgrade NFTs or trade them on external markets.
- Tokens spent to purchase and upgrade NFTs will be stored in the Token Re-Cycle Pool, where they will be burned or recycled to maintain a stable supply/demand balance.

Token and NFT Value Chains that are Tightly Linked to Real Objects



Tokens earned/increased through digital NFTs are consumed through the purchase of physical NFT figures to maintain balance of ecosystem and drive the growth of the ecosystem as the value of the figures increases.

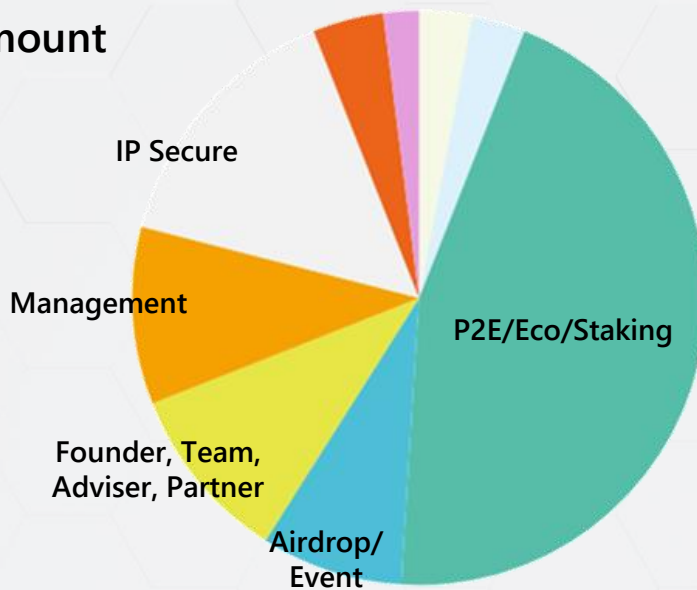
IP Collaboration and Expanding Real Economy-Based Demand

In addition to the original characters, Hero Step will continue to collaborate with globally popular characters to create new designs of NFT figures that have never been distributed before and will be available in limited quantities for a limited period of time, creating a scarcity value based on the real economy along with the popularity of Hero Step.

In addition, we plan to extend the promotional effect to offline by partnering with local retailers to provide play benefits when using them. We will gradually expand this plan to partnerships with famous retailers in each country, and provide real-world economic benefits outside of play in the future, enabling continuous user acquisition and ecosystem expansion.

3.5 Token Allocation

Issuance Amount

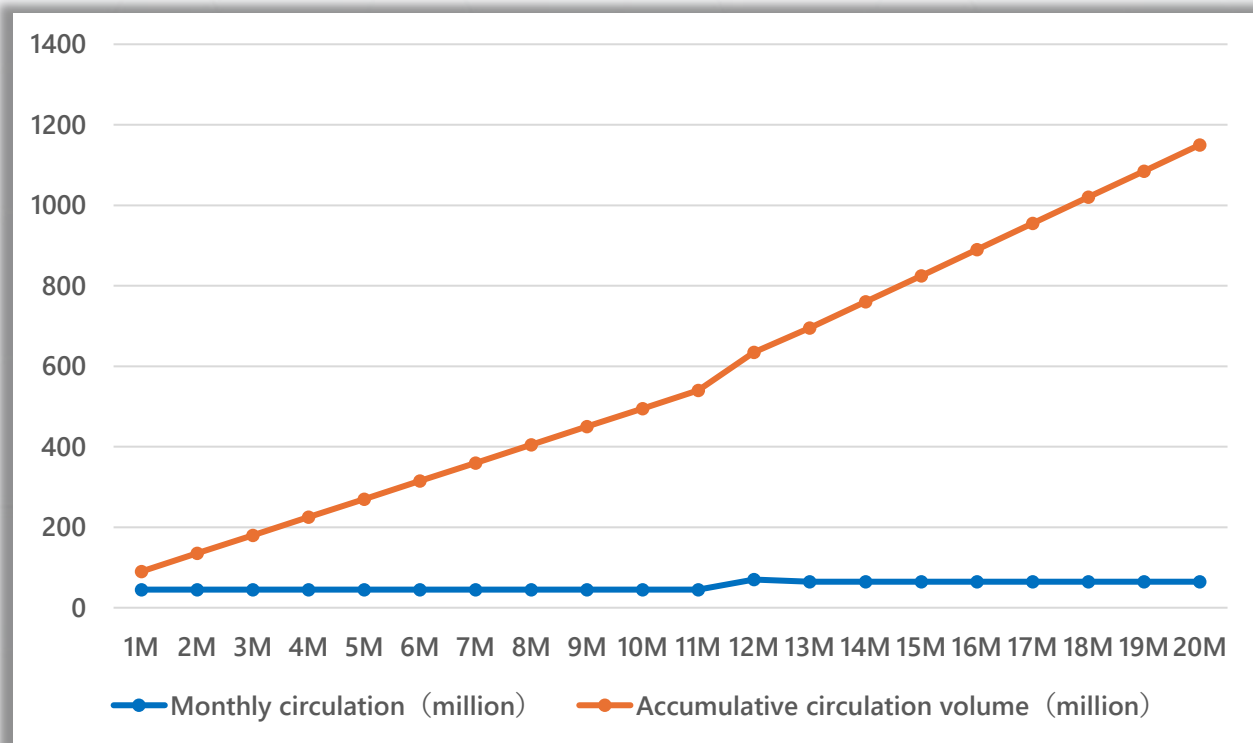


Objective	Ratio	Number of Sheets	Usage
SEED Sale	5%	250M	Initial Investment
Private Sale	3%	150M	Private Sale
P2E/Eco/Staking	45%	2.25B	In-Game Rewards, Staking Rewards
Airdrop/Event	6%	300M	Event Rewards
Founder, Team, Adviser, Partner	10%	500M	Development/Management Team Incentive
Management	10%	500M	Foundation Operating Expenses
IP Secure	15%	750M	Purchase Collaboration IP, B2B Collaborative Marketing
Marketing	4%	200M	Marketing Expenses
Reserve	2%	100M	Reserve
TOTAL	100%	5Billion	

3.6 Defi & Vesting

Lock-up Release Schedule

SEED / Private Sale	Released every month, 100% after 12 months
P2E/Eco/Staking	Progressing sequentially as services are launched and operationalized
Airdrop/Event	Rolling out a five-year plan to revitalize the ecosystem
Founder, Team, Adviser, Partner	Equal distribution from the first to the fifth year
Operation	Use as needed for operational needs
Marketing	By timing of marketing execution
Reserve	Hold for further activity in the future.





04. TEAM

4.1 SKlab

4.2 MEMBER

4.1 SKlab

Sklab
Web3

SKlab applies its technical knowledge to optimize game development and blockchain integration.

- 1 Masters in Game Development:** Extensive track record in creating immersive and successful games.
- 2 Blockchain Integration:** Experts in seamlessly incorporating blockchain technologies into the game.
- 3 Player optimization:** Focused on maximizing user experience and player retention.

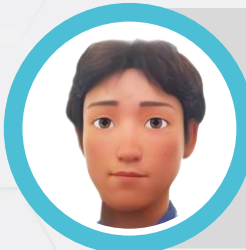


4.2 MEMBER

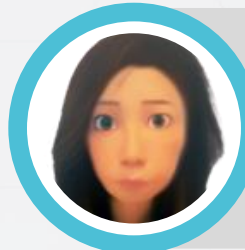
SKLab Team:

Experts in Blockchain Gaming and Development

SK-Lab team brings a wealth of experience in game development, Web3 integration, and creative direction, with expertise in financial planning, game localization, and blockchain-based economies.



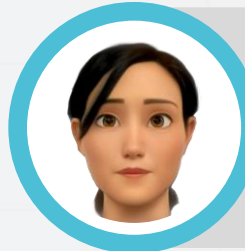
Biz Management Div. manager
Kanehiko Tomomitsu
 After working for 18 years at a major auditing firm, he served as an advisor to many IT companies



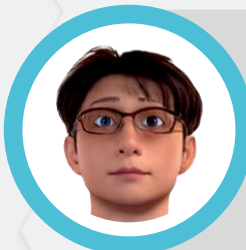
Biz & Marketing Div. manager
Kawamura Nari
 Web marketing Specialist
 Numerous web marketing consulting experiences in East Asia



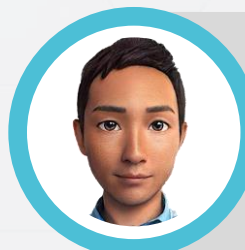
Network & Engineering Div. manager
Katayanagi Isamu
 Server/Network Construction Specialist
 20 years of experience in building financial systems



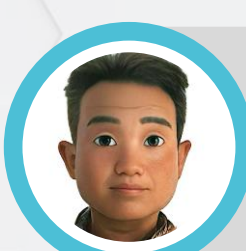
Finance & Accounting Div. manager
Matsumoto Hiroko
 15 years of experience working at an auditing firm



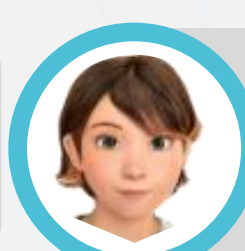
Legal Div. manager
Iwashita Ken
 22 years of legal department experience at a listed company



Kiyomoto Kazuo
 Participated in the localization of a number of games in Asia. Appointed CEO of SK Games in Singapore, June 2024



Advisor
Takenouchi Tsuyoshi
 KDDI Content Business Manager
 J:COM Media Division Deputy General Manager
 WebMoney Managing Director



Planning Director
Hatanaka Saki
 Creative Director
 Specializing in film/animation/game graphics



05. Our Strengths

- 5.1 In-Kind NFTs and IP Collaboration
- 5.2 M2E, the Rise of Location-Based Genre Game
- 5.3 Partnering with Actual Location-Based Stores
- 5.4 NFT Market and Action Figure Market Size

5.1 In-Kind NFTs and IP Collaboration

A New Tectonic Shift in the NFT Market: In-Kind NFTs

Extend Digital NFTs to Physical Figure NFTs.

- P2E's first in-kind NFT figure production
- Connecting digital assets to real-world value with in-kind NFT figures

1

Adding high buzz and scarcity by creating P2E's first NFT figure

2

Solving the bubble problem for digital NFTs, ensuring value stability with real-world linkage

Simultaneous Impact & Sustainability

Seasonal IP Collaborations

An Impetus to Build Buzz and Expand the Ecosystem

A multiverse universe that brings together a variety of unique IPs to create buzz and marketing impact

Seasonal NFT Sales in Collaboration with High-Profile IPs



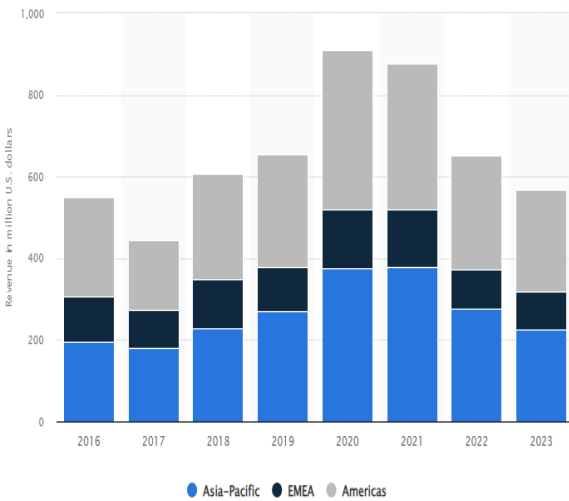
B I G I P

- Adding Character NFTs
ex) Games, animation, movies, global IPs, etc.
- Additional Backgrounds
ex) Animated maps, Cyber-Graphicized maps etc.
- Additional Scenarios
Expanding scenarios with additional characters

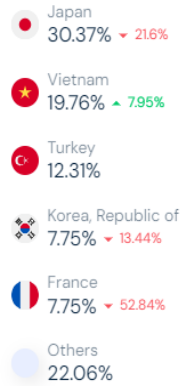
5.2 M2E, the Rise of Location-Based Genre Games

- The first location-based, in-kind figure NFT collecting game that combines M2E and P2E
- Pokémon Go: \$8B in cumulative revenue, 1st in the U.S., 2nd in Japan

Pokémon Go Revenue by Region



Percentage of STEP N Users by Country



[See all countries →](#)

STEP N ?

M2M app that rewards users for earning and exercising with NFT-issued Sneakers

Key Achievements

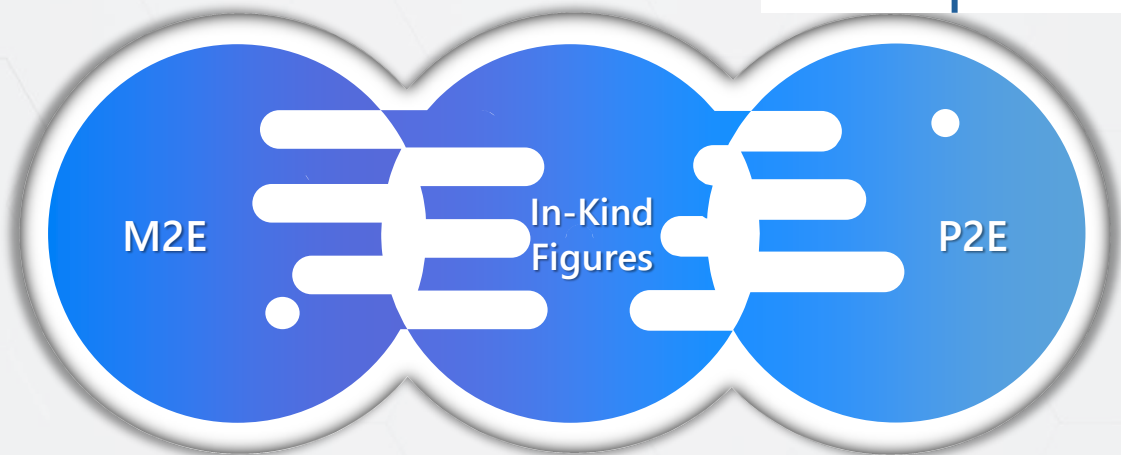
Earn cryptocurrency by walking a certain distance with purchased NFT Sneakers

Key Achievements

Launched in February 2022

Number of users in Japan in 2022
700,000 Users

Sales
Q1 \$ 26M
Q2 \$ 122M

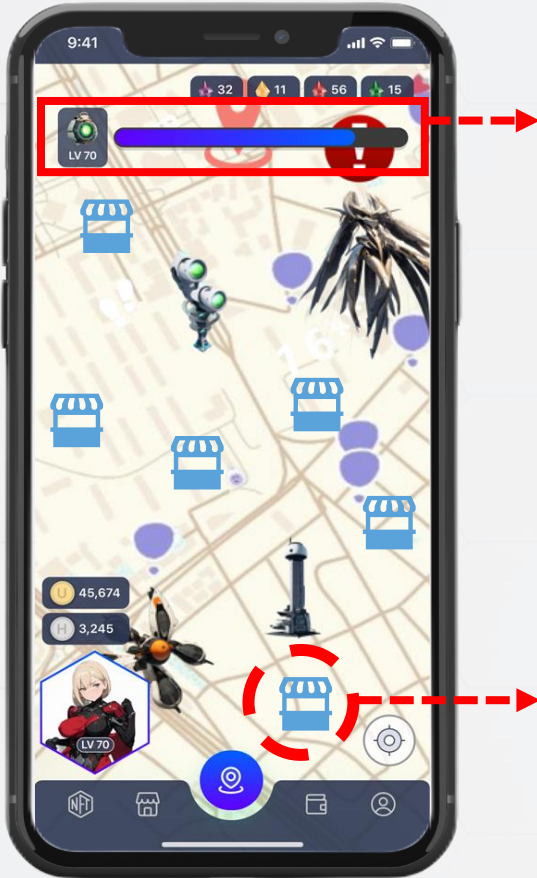


The first location-based, in-kind figure NFT collection service where player movement is value and play is profit

M2E	In-Kind Figures	P2E
The genre interest seen in countries as diverse as Japan, France, and others with established jogging or marathon cultures	Creating the NFT industry's first physical figures of digital characters	Assigning ownership of assets such as characters, items, and goods to gamers in the form of NFTs and cryptocurrencies.
STEP N Ripple Effect	High Buzz and Marketing Impact	Can be Legally Sold and Cashed Out

5.3 Partnering with Actual Location-Based Stores

- Access to popular retailers to provide advantages to players and maximize Hero Step's promotion and offline presence
- Expanding real-world touchpoints can increase user accessibility, marketing effectiveness, and coin value.



Energy for Play

- Users travel a certain distance to charge
- Free at a variety of retailers, including CHARGESPOT, LAWSON, PARIS BAGUETTE etc.
- Plan for phased affiliate store expansion by country

➤ Increase User Accessibility/Outreach

Partnering with Physical Location-Based Stores



1st Step

Create Real-World Touchpoints

Delivering playtime benefits near retail stores



2nd Step

Expand Ecosystem

Offer real-world benefits, such as discounts coupons



3rd Step

Buying Goods with Tokens

Physical payments with Hero Step tokens

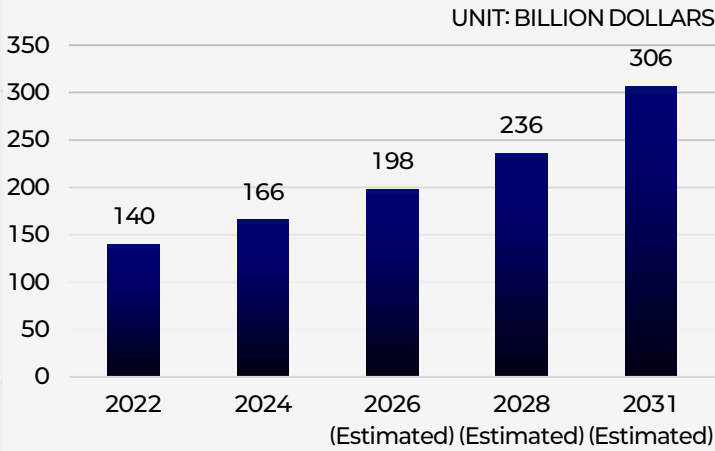
Plan for Phased Expansion by Country



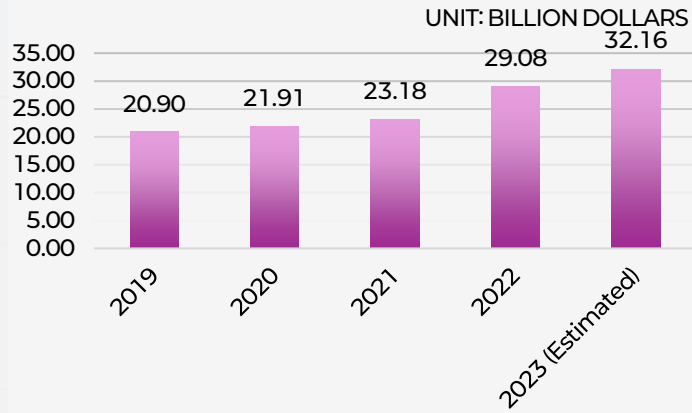
5.4 NFT Market and Action Figure Market Size

The explosive growth of the NFT and figure markets

GLOBAL FIGURES MARKET SIZE



JAPANESE FIGURES MARKET SIZE



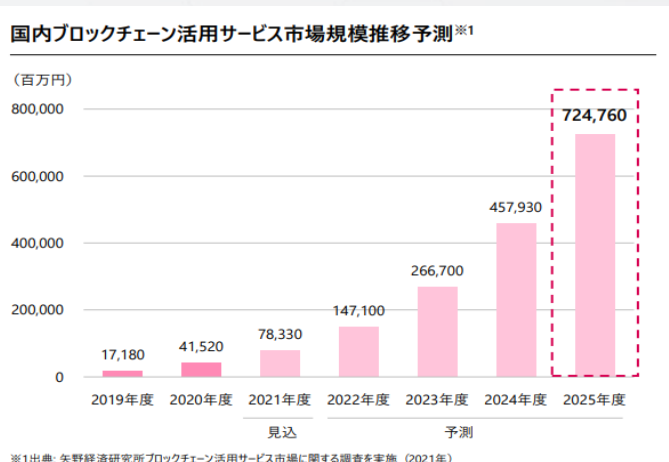
✓ Compound Annual Growth Rate (CAGR): 9.12%

✓ Compound Annual Growth Rate (CAGR): 11.66%

GLOBAL NFT MARKET SIZE



NFT MARKET SIZE IN JAPAN



- The global action figure market and Japanese action figure market are growing rapidly
- The global NFT gaming market is an emerging market worth USD 471.9B in 2024 and expected to explode to USD 942.58B by 2029

06. ROADMAP



6.1 ROADMAP

2024

3Q

- Alpha Version
- SEED/Private sale
 - B2B partnerships in Japan
 - High-profile IP collaboration deals
 - Negotiate Japanese exchanges

4Q

- Beta Version
- Game release (Japan)
 - Listed on Japanese exchanges and overseas Tier 2 exchanges (Gate.io, Bitget, etc.)

2025

1Q

- Addition of a Ranking System
- Addition of Marketplace
- 1st IP Collaboration
- Partnership with Japan Lawson
- B2B partnership with Vietnam

4Q

- Addition of PVP content
- Webtoon Collaboration
- Partnerships with Korea CU etc.

3Q

- Additional of a Party System
- Collaboration with Anime Characters
- Listed on global Top Tier exchanges and listed in Korea

2Q

- Addition of Social Content
- Game Release (Southeast Asia)
- 2nd Game Character Collaboration
- Partnership with CP Group in Thailand
- Korea Listing Negotiations

2026

1Q

- Addition of a Guild system
- Game Release (worldwide)
- Collaboration with Blockbuster Heroes
- Partnership with a Korean multiplex chain

2Q

- Addition of RVR content
- Collaboration with Disney IP
- Partnership with Amazon
- Partnership with Walmart

