

My Ultra-UOS Investment Memo



ULTRA-UOS

1. Overview

Ultra is a blockchain that is focusing on disrupting gaming distribution, it is usually compared to the Steam of blockchain. Its main mission is to build a **1st class PC game** publishing platform and ecosystem that puts an end to the current monopoly situation that competitors like Steam, Google and Apple have created.

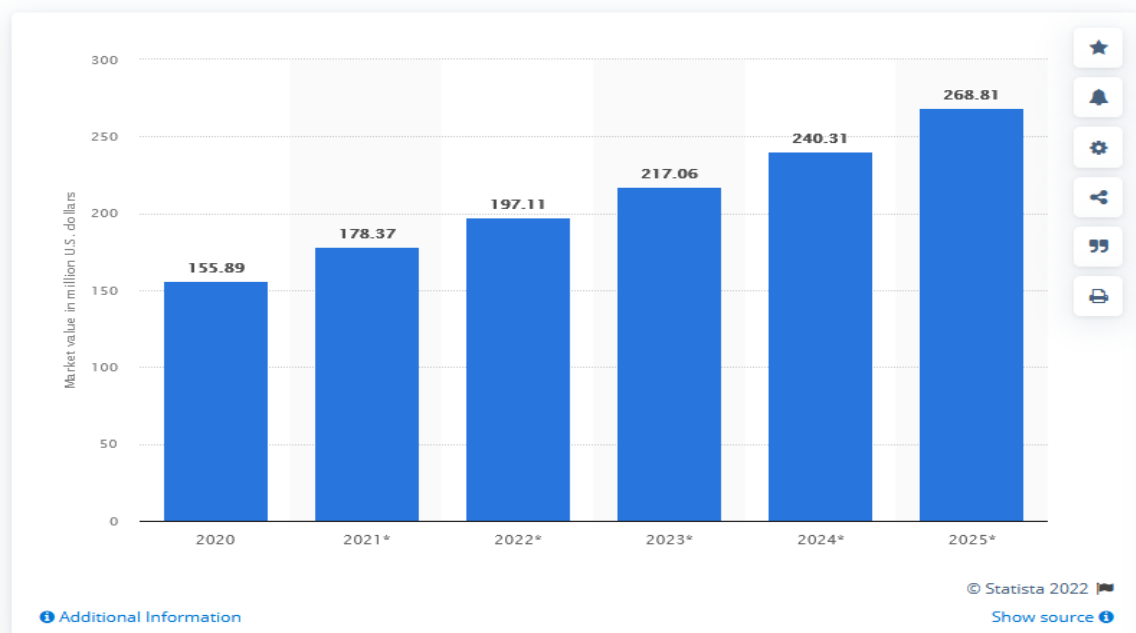
2. Market and Background

The value of the Video game market worldwide has increased significantly over the past decade and is forecast to grow even further in the upcoming years and to surpass 200 billion dollars in 2023.

PC Global gaming industry was estimated to be worth 178.37 million U.S. dollars in 2021 and is expected to reach 268.82 million by 2025.

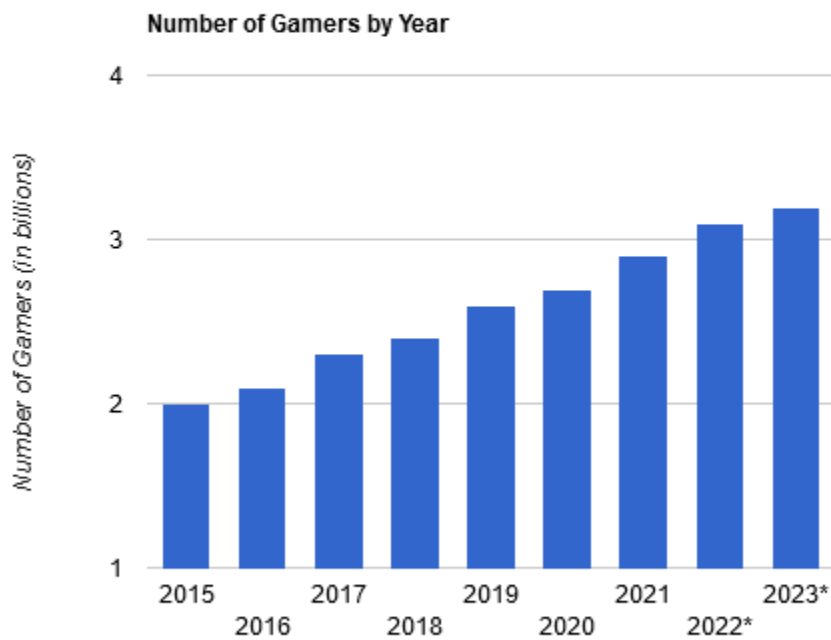
Global video game market value from 2020 to 2025

(in billion U.S. dollars)



In 2015, it was reported that 1.99 billion people were considered "active gamers". This number has grown year over year, reaching 2.69 billion in 2020. That is an increase of approximately 35% in five years. This overall growth is predicted to continue, surpassing 3 billion active gamers in 2023 (3.07 billion).

Growth in Gamers by Year



As you will see in the chart below, **88% of the PC gaming market is unexploited**. At the moment developers are continuing to move away from app stores looking for cheaper alternatives.

Ultra-UOS is disrupting the industry at the right time because it is providing developers with solutions to the current challenges within the game distribution industry.



Challenges that Developers and gamers are currently facing

1. Many developers do not agree with the 30% revenue share that they have to pay to their host platforms.
2. Many new games have difficulties in marketing and finding an audience.
3. Most buyers are unaware of new games, and most of the time only popular developers get more coverage, which means that new developers lose out.
4. Traditional gaming does not offer earning possibilities , or transfer of gaming items from game to game.

3. Strategy and Solutions provided to Developers and Gamers

UOS is providing solutions that are fairer to developers by ensuring that they earn more, and that they are assisted with marketing solutions for their games to be better recognized in the market.

They are also introducing new revenue streams by establishing a token-based economy, referral programs and possibilities to sell and re-sell items.

Specific solutions for developers

- 12% distribution fee as opposed to 30% fee of other main platforms.
- access to powerful marketing and promotional tools within the platform.
- ability to grow communities through chat solutions, and game specific clubs.
- faster pay as opposed to other platforms that pay 30 to 60 days after sales.
- giving access to the community by provision of financial incentives and feedback.
- new revenue streams like in game advertising, second hand sales, item trading and referral systems.
- making it possible to port games from platforms such as Steam, Xbox, and PlayStation to Ultra with the universal SDK

Specific Solutions for players

- players can earn money by participating in beta tests, watching ads and curating games.
- full ownership of the digital items they own.
- open platform of third party game services like tournament and item trading.
- possibility to resell games and second-hand digital items.
- new earning streams through referral programs.
- mobile app that enables mobile users benefit from their services.

4. Below is Ultras roadmap for 2022

Uniq Marketplace

- Open access
- Browsing exclusive content
- Buying first-hand and second-hand Uniqs
 - Reselling Uniqs

Ultra Games

- Open access
- Tokenized games and in-game items
 - Purchasing and playing games
- Reselling tradable games on the Uniq Marketplace

Ultra Wallet

- Integrating an EBA solution
- Ledger hardware wallet support
 - Visible referral metrics
- Accessing Uniq Inventory from Ultra Wallet
 - Viewing transaction history

Ultra Cloud

- Open access to all developers
- Integrating Ultra's Uniq NFT tech in games, apps, and dApps
- Managing friends lists, leaderboard, matchmaking, lobby creation, quest management + more

5. Below is Ultras roadmap for 2022

Exclusive Sports Game

- Exclusively available on Ultra Games
 - Play-to-earn
- Deeply integrated Uniq mechanics
- Synergised with Ultra's tournament platform

Exclusive FPS Game

- Exclusively available on Ultra Games
 - Play-to-earn
- Experienced development team
- Deeply integrated Uniq mechanics
- Synergised with Ultra's tournament platform

Ultra Tournament Platform

- Open access
- Integrating Ultra's Uniq NFT standard
 - UOS prize pool and Uniq rewards

Ultra Mobile App

- Using the Ultra platform while on the move
- Account creation and secret key recovery
- Browsing and using the Uniq Marketplace
 - Transferring and receiving assets
- Viewing transaction history and wallet balance

6. The Team and Partnerships



David Hanson
Co-CEO

18 years of experience founding companies and operating in CEO positions including Xiaobawang, a \$100+ million USD game console project in partnership with AMD and a video game studio later acquired by Kingsoft (founded by Xiaomi's CEO).



Nicolas Gilot
Co-CEO

Serial entrepreneur and Strategist led \$100+ million USD game console project as Xiaobawang's CSO, 1.5x - 3x revenue of multiple game/app projects through his monetization strategy firm (Plants VS Zombie, Highnoon, The Economist, ...).



Michael Dunn
CTO

Former CTO of Dell and Time Warner, accomplished technology executive, building the WWW as a member of the W3C and Techstars Mentor. Mike draws from his strong experience and built multiple startups to publicly listed companies.



Edward Moalem
CSO

Game industry legend, Edward has held positions as Senior Director & Manager at both Apple and Google, SVP PR of IGA Worldwide and Double Fusion, he has brokered deals with most of the leading game companies and founded SKYY Vodka!

The team consists of 10 year industry leaders who have been working in the gaming industry and have worked on the biggest games out there as well as in monetization of games and thus have historical relationships with developers. This has enabled them include developers from the word go in the development of Ultra, who have been actively involved in testing and giving feedback of developers and gamers needs.

The team has also key partnerships like AMD, and have been working together to develop scaling and security solutions. Since AMD already has millions of users who are gamers it makes this partnership also valuable in the potential growth of the user base.

Other partnerships are for example Sandbox, Ubisoft, Atari and Theta, that increase the value of the platform through the availability of diverse applications.

7. Competition

Thanks largely to Steam, gamers have flocked to digital game downloads. This has pushed the global PC gaming market by an average of 12% annual growth over the last decade, with a valuation of almost USD \$32Bn in 2017. The growth of steam users has been significant over the years. However, since we identified that steam has only 11% of the market share, and that **88% of the PC gaming market is unexploited**, I would therefore not consider it a competitor to Ultra-UOS if anything it will be a catalyst to the growth of UOS as a disruptor solving the problems of users looking for alternatives. Secondly the fact that Steam has banned NFTs from their platform, this will incentivize most developers using NFTs to use Ultra as an alternative.

Steam Users



As seen in the white paper, UOS has compared its features to other blockchain projects that are working on gaming distribution which shows that Ultra is a kind of its own and has currently no strong standing competitors.

LANDSCAPE GAME DISTRIBUTION PROJECTS			
Ultra compares as follows to other blockchain based game distribution projects			
	Ultra	The Abyss	Robot Cache
Own Protocol	Yes	No	No
Proven Game Distribution Tech	Yes	No	No
Partially Downloaded Game Launch	Yes	No	No
Platform Revenue Share	15%	30%	5%
Multi-Level Referral Solution	Yes	Yes	No
Customizable Referral Solution	Yes	No	No
Open Distribution Platform	Yes	No	No
All Transactions Completed with Coins	Yes	No	No
Ownership of Games	Yes	No	Yes
Ownership of Virtual Items	Yes	No	No

Other platforms and studios like Vulcan forged and Gala that are successful in their specific areas cannot be considered really as competition because they are specializing more in distribution of their own games while UOS is a platform and ecosystem and market place for all game developers that need a platform in which to distribute their games.

8. Financial metrics and price predictions

Ultra is currently a crypto start up that is launching its games and market place. It currently does not yet have a large user base. However, the leaders have confirmed that there are currently 150 publishers signed up. See the Market cap details below

Current Market Cap: \$282,500,697

With such a low market cap this project can easily multiply in value.

Fully Diluted Market Cap: \$997,692,359

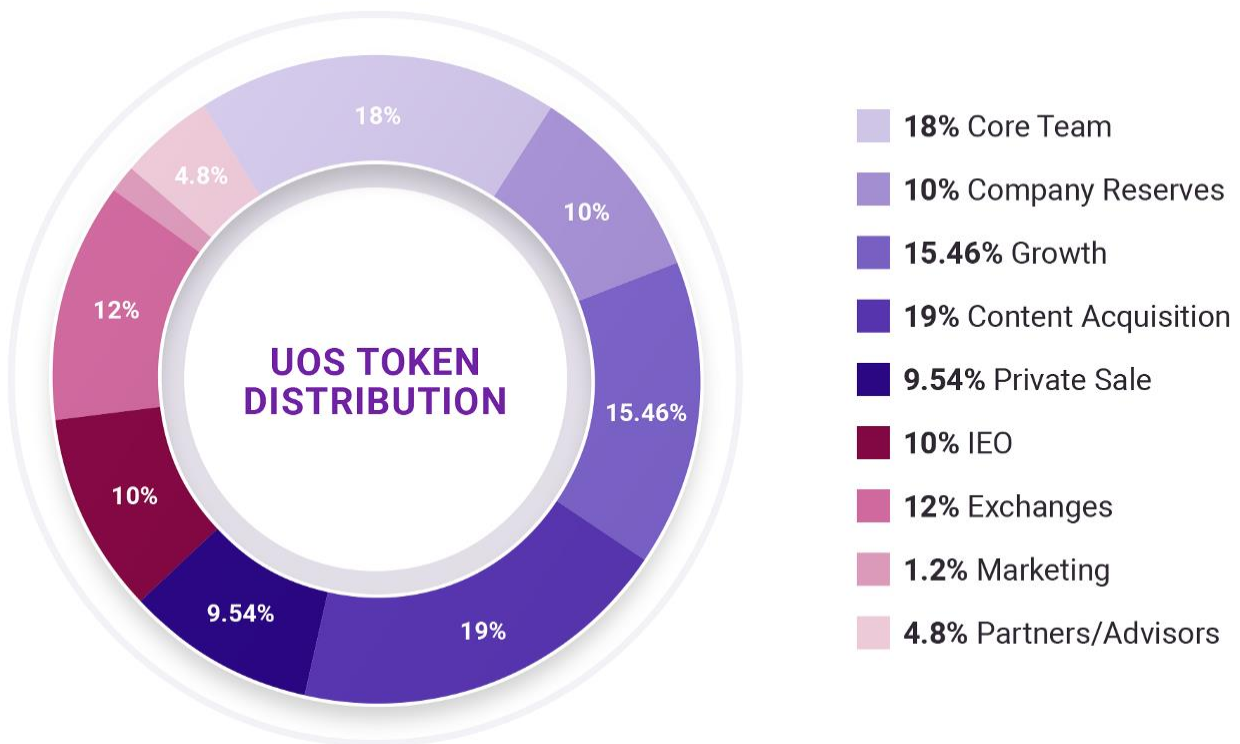
This is the theoretical market cap if every coin was in circulation. This coin has the potential to 5, 10 r 20 X from here.

Circulating Supply: \$282,752,124.29

Total Supply: \$1,000,000,000

Inflation: Maximum 1% per year

Token Distribution



Below is an assumption from the content creator [@ultrastarter](#), a member of the Ultra community who released a video where he talks about the UOS Price Prediction.; the calculation compares the scenario that UOS achieves 1 million active users and 10 **million users**. The price prediction varies between 12\$ and 180\$ The comparison also shows you where Gala games and Axie infinity have been in their development with the market cap they achieved at 6 million and 1.3 million users.

November 2021 Peak BTC ~65k	Price		Market Cap	Monthly Active Users	Market Cap Per MAU
Axie Infinity \$AXS	160		10.5 billion	6 million	1750
Gala Games \$GALA	0.71		5.3 billion	1.3 million	4076
February 7th 2022 - BTC 45k	Price		Market Cap	Monthly Active Users	Market Cap Per MAU
Axie Infinity \$AXS	69		4.9 billion	~4 million	1225
Gala Games \$GALA	0.37		2.8 billion	1.3 million	2138
Ultra \$UOS Future Price Projection	UOS Price	Circulating	Market Cap	Monthly Active Users	Market Cap Per MAU
\$UOS BTC 45k 1 million active users	12.85	350 mil	4.5 billion	1 million	4500
\$UOS BTC 65k 1 million active users	22.85	350 mil	8 billion	1 million	8000
\$UOS BTC 100k 1 million active users	28.57	350 mil	10 billion	1 million	10000
\$UOS BTC 45k 10 million active users	81.81	550 mil	45 billion	10 million	4500
\$UOS BTC 65k 10 million active users	145.45	550 mil	80 billion	10 million	8000
\$UOS BTC 100k 10 million active users	181.82	550 mil	100 billion	10 million	10000
		*Assumption			*Assumption

9. Conclusion and Investment positives

I believe that Ultra is an investment worth having in your watch list because of the following:

- Ultra is joining the market at the right time, when crypto gaming, the metaverse and NFTs are in prime time and will be the biggest opportunity in crypto this year. 2022 is the year of crypto gaming, and it is right on time that Ultra releases their road map for 2022 where they state intention to have several launches, publisher and game announcements. Rumor has it that their AAA game will be released this year.
- The Market cap of Ultra is relatively low with a lot of room to grow. Crypto gaming market cap is currently at 30 Billion in an industry that is poised to be a Multi trillion industry.
- The product is scalable due to the low cost and its current response to the current challenge developers are facing with high distribution fees in other platforms.
- Ultras leaders have vast experience in the gaming world, and networks among the developer community and have forged strong partnerships that have led to having diverse applications in their ecosystem making them a one stop shop for gamers.
- Their product is scalable. This is seen in the test net that allows the network to scale beyond 12,000 transactions per second. They are also currently working in foresight on further scaling solutions with AMD.
- The content you buy from Ultra, such as games, DLCs, and virtual items, are on-chain digital goods you truly own. On Ultra you're in control of your assets as though they were physical items. These assets can be sold, traded and given away to friends within Ultra, or outside of Ultra, through 3rd party marketplaces and mobile apps. **This is truly a decentralised gaming platform.!!**

"The biggest risk of all is not taking one." — Mellody Hobson