

# Dawn Protocol

A Decentralized Autonomous Protocol for Gaming Competitions

Whitepaper Version 2.0

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## **Abstract**

Dawn is a blockchain protocol that empowers blockchain gaming use cases through competitive gaming products as well as Dawn will employ its own ERC777 based protocol to the exact specifications required to best execute its mission of a global esports platform. This new architecture will enable existing 1ST token holders to upgrade, stake, govern, and in return, ultimately claim a proportional amount of network fees generated by the ecosystem. This upgrade also enables products in the ecosystem to leverage existing Ethereum infrastructure to allow a variety of assets to be used in skill-based esports wagering, including stable coins such as Dai, USDC, and USDT.

## Autonomous

Dawn Protocol's innovations will allow skill-based competition to take place independently in a more efficient and transparent manner. The Ethereum smart contracts can be used for fast, secure, and reliable processing of results and rewards from competitive eSports matchplay. Through staking, Dawn Protocol utilizes a decentralized governance model to sufficiently upgrade itself from the user's needs.

## Fully Automated

Traditionally Skill-based competition platforms are reliant on users' self-reported results in either video or picture format. This method is confusing, difficult to score as well as prone to potential disputes and frauds. Dawn Protocol leverages existing APIs provided by game developers, OCR technology as well as a decentralized game hosting nodes to create and manage competitions. Through this method, matches and competitions could also be hosted without someone managing the brackets and drastically improve user experience.

## Market

### **Worldwide Digital Games Market, 2025E (\$256.7B):**

Organizing eSports tournaments is a key strategic component for top Multiplayer Online Battle Arena ("MOBA") and First-Person Shooter ("FPS") games, which have earned a combined \$1.6B in revenues year-to-date.<sup>1</sup> MOBA and FPS MMO (Massively Multiplayer Online) players spend more on gaming-related expenditures than the average gamer, globally, converting *into paying customers this year at a rate of 7.7% and 10.8%*<sup>2</sup>, respectively. Studios have capitalized on this: since Riot began officially sanctioning League of Legends tournaments in 2011, the game's annual revenue has increased from \$85.3M to a whopping \$1.2B projected by year's end.<sup>3</sup>

**The global eSports market generated \$900M** in revenue in 2020 and is expected to grow to **\$1.6B** by 2023E. North America and Europe comprise 52% of the market as

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<sup>1</sup> Llamas, Stephanie, and Ravon James. *ESports\_Market\_Brief\_Update\_2015-2016\_SuperData\_Research*. New York, New York: SuperData Research, 2015. PDF.

<sup>2</sup> Llamas, Stephanie, and Ravon James

<sup>3</sup> Llamas, Stephanie, and Ravon James.

they continue to rapidly invest in space.<sup>4</sup>The definition of the eSports market, as defined by SuperData Research<sup>5</sup>, includes the following categories:

- Sponsorships & advertising
- eSports betting & fantasy sites
- Major League Gaming prize pools
- Micro-tournaments
- Merchandise
- Ticket sales

In 2015E, Fantasy sports site revenues amounted to \$20 Billion and expected to grow to \$49 Billion. This enormous growth potential presents Dawn Protocol and its products with a compelling opportunity to capitalize on the growing interest of eSports enthusiasts who want to be more involved in the action.

**A third of fans don't just want to watch eSports, they also want to compete.**<sup>6</sup>

On average, eSports fans compete in four live tournaments every six months.<sup>7</sup> This can be inconvenient for frequent competitors. Likewise, nearly half of eSports enthusiasts bet on sports matches every week.<sup>8</sup> They would like to be able to compete online through a trusted operator. Currently, there are only flawed solutions to the problem, and none support a seamless customer experience. Problems ranging from confusing user-interfaces ("UI") to the potential for fraud have prevented current operators from reaching full potential.

Dawn Protocol will provide a suite of products and development opportunities (Dawn SDK) for gamers to compete without the problems associated with the current market offerings.

## **Token Economics and Incentives**

Unlike Proof-of-Work systems such as Bitcoin, there are no miners providing hashpower to protect the blockchain from an attacker. Rather, in Protocol like Dawn's, the architecture runs on the Ethereum Blockchain and is extendable to other proof-of-stake blockchain in the future while having the governance module unchanged.

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<sup>4</sup> Statista.com.

<sup>5</sup> Llamas, Stephanie, and Ravon James.

<sup>6</sup> Souza, Emily. "The ESports Industry to Date." <https://newzoo.com>. Newzoo, 2015. Web. 2016.

<sup>7</sup> Llamas, Stephanie, and Ravon James.

<sup>8</sup> Souza, Emily.

The tokens will be used to provide transaction utility by allowing gamers to deposit and pay entry fees to competitions, governance utility by allowing token holders to cast votes, the staking utility allows token holders to save and earn staking rewards as well as receiving membership benefits from use cases in the Dawn Protocol Ecosystem.

## The Dawn Protocol Ecosystem

DAWN will consist of multiple products that focus on enhancing gamer's experiences and rewarding gamers throughout their gaming journeys. One of the first and main products developed and operated by Dawn Protocol is the Firstblood platform (fb.io).

### FirstBlood



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FirstBlood is an automated tournament and esports events organization platform. Currently, it has more than 350,000 active gamers and over 120,000 MAUs across multiple popular AAA game titles such as DOTA 2, Call of Duty: Warzone (supporting cross-platform), Apex Legends (in private testing), and PUBG. It's also looking to include Counter-Strike, Free Fire, Halo, Rainbow 6, and TFT in Q1-Q2 2021.

### For Gamers

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<sup>9</sup> FirstBlood Competitive Esports Platform V2 + Mobile Version (live at <https://app-v2.firstblood.io>)

FirstBlood has a gamer facing side which allows every gamer to create an account and start competing in the events hosted on the platform. It has perfected its UX/UI for mass adoptions. While using the platform for competitions, users will also earn ranks which allow them to participate in special events.

### *Type of events:*

**Tournaments** - classic bracketed tournaments allowing users to compete on a semi-pro to a pro-level. It's easy to set up and extremely scalable for large-scale events. The Platform has successfully hosted top events <sup>10</sup>that have names like Team Solomid, NRG Esports, Cloud9, Team Dignitas, Tempo Storm, and more.

**Battles** - in house developed plug-and-play mode for any gamer to quickly jump in and win prizes. In these types of events, the platform and protocol track the game stats of registered players for a specified amount of matches and rank their performance against all other players. This game mode has a data architecture that can accommodate any type of multi-player game integrations and it's genre-agnostic. Since Call of Duty was launched on FirstBlood, 350,000 matches were played in the first 90 days of Warzone Battles.

**Ladders** - ladders is a traditional game mode that allows players to compete and grind regardless of their skill level. Ladders can be also easily configured to accommodate any type of game genre in the world whether it's centralized or decentralized. The prize distribution can be configured prior to the ladder starts with the ability to integrate cash prize, cryptocurrency, or NFT tokens.

**Leaderboard** - leaderboard is a ranking system that tracks the lifetime stats of players. Data insights help players to learn and improve their gaming skills. Climbing the leaderboard and eventually ranked on the top rankings provides proof as well as recognitions for the gamers. Leaderboard can also be customized based on the data game node are providing. For instance, it could be based on data that are generic such as kills, wins, and losses; It can

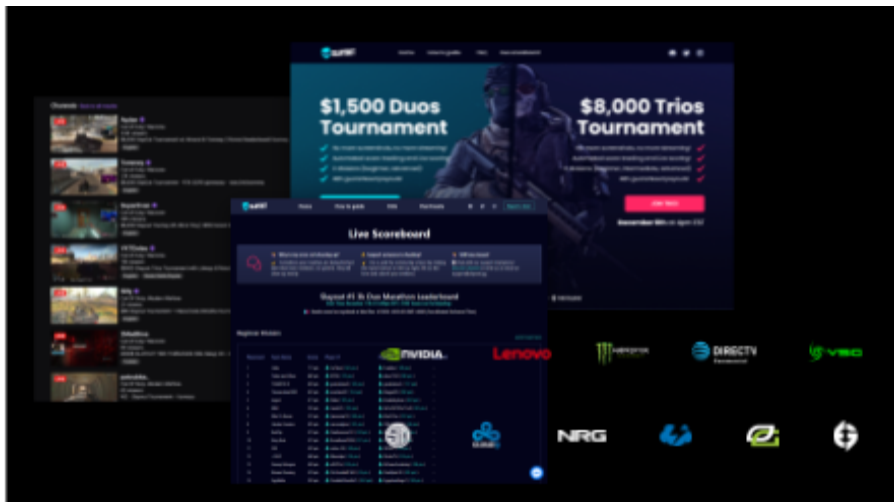


<sup>10</sup> FirstBlood Invitational ([https://liquipedia.net/pubg/FirstBlood\\_PUBG\\_Invitational/June](https://liquipedia.net/pubg/FirstBlood_PUBG_Invitational/June)), BITS, DirectTV Invitational and etc.

also be configured with advanced telemetry data such as distance traveled, total damage by explosives as well as vehicular kill.

## For organizers

For tournament and event organizers, Firstblood is constantly improving a B2B solution to help clients easily manage their tournaments. Currently, it has many satisfied clients within the Dota 2 community, which use the Firstblood technology to manage multi bracketed tournaments that are streamed live from community organizers to large leagues sponsored by reputable brands. Its technology is also the official tool for Valve and LPG<sup>11</sup> to run Dota2 pro tournaments in the Latin America region.



Additionally, Dawn SDK also allows quick integration of any crypto project's tokens to be accepted on its platform. The ability to allow any Blockchain to quickly add gaming and esports as a use case is revolutionary. For instance, Dawn and MakerDAO's (dai.dawn.org) partnership <sup>12</sup>now allows DAI to be used in various AAA game titles. This integration can be extended to any ERC based token protocols.

## For sponsors

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<sup>11</sup>Valve chooses movistar LPG/FirstBlood for its official tournaments (<https://www.movistarlpg.com...>)

<sup>12</sup> Dawn and FirstBlood had partnered up with MakerDAO offering the world's first call of duty DAI tournaments ([link](#))

As FirstBlood grows, it is on the way to becoming one of the channels for sponsors to advertise their brands, products, and services. Currently, the ecosystem actively cooperates with many projects within the crypto space as well as with some brands within the gaming industry to increase the exposure of their products and services to the FirstBlood userbase. It's trusted also by many brands in the world

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## **Gamer Wallet**

Dawn Wallet is also an upcoming product within the DAWN ecosystem. Similar to other Dawn products, Dawn Wallet will help gamers enhance their experience by giving them easy access to Dawn winnings and rewards from using the products within the ecosystem.

Every user in the ecosystem will have the ability to connect the Dawn wallet for the fastest withdrawal and access to wallet features.

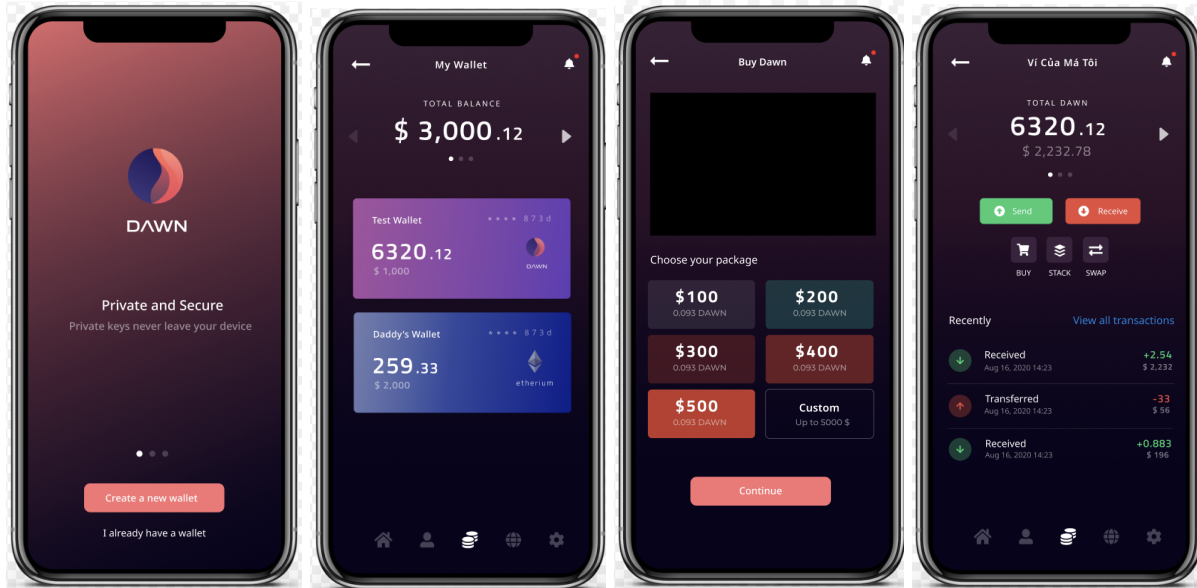
Dawn Wallet will features:

1. DAWN balance viewing
2. DAWN conversion into ERC 20 tokens
3. Easy Staking control
4. Uniswap Integration
5. Dawn ecosystem updates and news channel

Dawn Wallet beta:

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<sup>13</sup> Scalable SDK and customized tournament organizer package available at request.



The Dawn Wallet will serve as a crucial part for users that are keen to access the full benefits of owning the DAWN token.

Available in-app stores January 2021.

## Future Vision

Dawn Protocol aims to be the preferred global ecosystem for gamers to enhance their gaming experience across a vast number of game titles. In addition to adding value to gamers, Dawn will strive to benefit other players within the gaming industry including game developers (both tradition or Dapp), by having a plug-and-play SDK for integration of its core products; providing blockchain agnostic solutions to tournament organizers, advertisers as well as game publishers.

## Dawn Token

Dawn Token (“DAWN”) is an essential part of the Dawn ecosystem and economy. The four major utilities available to Dawn Token holders are:

- Entrance fee to special events
- Prize distribution cashout
- Staking for on platform benefits
- Staking for off-platform benefits



- Future benefits for the ecosystem as more functionalities added within the main platform and new products

## Token Acquisition

As a utility token, DAWN is involved in multiple processes within the ecosystem:

1. Used to convert into on platform currency which allows for redemption in the platform store and pay in the tournaments and events.
2. Staking capability allows gaining extra benefits from operations of the products under the Dawn ecosystem
3. Governance allows for voting and community proposition on the direction of the products within the ecosystem

## Token Swap

Dawn Protocol's Token distribution will be conducted through a duration-based unilateral direction swap. This upgrade will allow the Protocol to upgrade its standard from ERC20 standard to ERC777 allowing compatibility to the new features DAWN will implement on its roadmap.

The Token Swap started between Q1 and Q2 of 2020 with the goal to migrate the majority, if not all, existing tokens to the new smart contract and standards.

The Swap will end by going through a core protocol upgrade governance proposal.

## Playing Matches

The FirstBlood platform is web and desktop software that allows users to interact with Dawn's smart contracts. DAWN can be used as a stake in competitive eSports matches on the platform. Users will have the ability to send their stake to a smart contract that acts as a decentralized escrow. The smart contract handles the payment processing and payment settlement.

## Match Result Verification

Match results are verified by two methods. For games that have direct API access, the protocol will communicate with the application as well as game servers to request relevant data which determines the winners. For games that don't have direct integrations, a decentralized game integration node using machine learning and

advanced scripting will serve as the oracle which hosts the lobby and sends back the results.

## Referral Rewards

Another way to acquire DAWN is by inviting friends to become active users of the DAWN ecosystem products. Once the friend has joined and actively used a product, the referrer will earn a referral reward.

## eSports Federation

The future vision for the Dawn Ecosystem extends far beyond our rewards platform. We aim for the Dawn token to be redeemable for goods and services within a partnered network of retailers, DAPPS, and other participants associated with Dawn. The team aims to be proactive in scouting synergetic projects that share the same values of innovation in the blockchain gaming industry.

## User Reputation System

Down the line, Dawn will have a User Reputation System (“URS”) to protect players, restrict hackers/criminals, and encourage healthy competition within the gaming community. This URS will be present in every aspect of the user experience, from initial sign-ups to professional tournament play. Newly-joined players will have to gain a reputation to build trust in the community. The URS will incorporate public ranking with achievements to allow users to easily identify players who may have a history of abusing other players or hacking.