

DUX

DUX is a platform ecosystem oriented towards the empowerment of P2E gaming communities and guilds in the LATAM market. Through our digital platform, we connect all category stakeholders in one place, delivering services and resources to encourage the formation of a virtuous environment of entrepreneurship and stimulate benefits generated by the network effect and the development of mutually attractive businesses.

KNOW-HOW

We acquired expertise throughout the pipeline of operations, DUX is the largest P2E game company in LATAM, with a 60 employees multidisciplinary team, a contingent of 1700 scholars from Axie Infinity, one of the largest guilds in the world of Star Atlas and significant exposure in another 10 games. We are specialized in highly complex onboarding and actions aimed at exponentially expanding the user base, which gives us the authority to develop solutions that reproduce our management models in a scalable way. In addition, we know the challenges facing the management of scholarships, communities and guilds, and also the difficulties of transforming them into operationally well-structured, efficient and cost-effective businesses.

WHAT WE DO

Despite the expressive growth obtained in just 6 months of operation, DUX doesn't want to be just a guild. More than that, we want to provide a technological framework to encourage the growth of the entire business chain in the P2E games category and allow other guilds and communities to be able to evolve as fast as we do. In this sense, our strategy involves the development of a platform that will provide technological solutions and business opportunities for all our stakeholders. With the launch of the beta version scheduled for the first quarter of 2022, the DUX ecosystem will be the first platform aimed at meeting B2B, B2C and P2P demands to start operating in the world, configuring a huge turning point for the P2E category as one all.

VISION

DUX wants to become a global reference in the context of P2E games by 2023, being considered by its peers and partners as the Guild of Guilds - an indispensable technological infrastructure for any organization that wants to succeed in the realm of games, the metaverse and the web. 3.0

We are on the cusp of a profound technological transition that will irreversibly impact all pillars of our society: economy, education, culture, work - even our understanding of time and space will be dramatically transformed.

Aware that institutions will need to adapt, in a short period of time, to deal with the new challenges posed by web 3.0 and to receive a huge number of new entrants, DUX is positioned in a contributory way to provide adequate solutions for different stakeholders in this scenario of broad structural changes.

Based on our expertise in the Latin American context, we infer that we are facing an extremely relevant business opportunity, which can, in fact, reshape the way we relate socially and culturally to the idea of work. The gamification of the economy - which ultimately turns workers into players and companies into guilds - is an ongoing process that is unlikely to be stopped by any competing force.

We understand in this new context it will be necessary to aggregate, facilitate, engage and enhance value exchanges between different actors across the globe. In this sense, DUX's objective is to develop a platform ecosystem capable of assertively responding to the changes promoted by the web3 economy, creating aligned solutions with the new paradigms of the future.

Foreshadowing emerging trends, our products and services will be imperative resources for enabling the entry of new users in the context of the new global economy - whether they are gamers, entrepreneurs, game studios or specialized professionals - which will certainly constitute a differential valuable market in the short and medium term. Given this perspective, DUX does not hesitate to see itself,

in the near future, as one of the most relevant global players in the context of web3, providing a mix of products and services perceived as indispensable by its customers and partners.

DUX MISSION

Our mission is to promote a profound socio-economic transformation in LATAM through the technological empowerment of our user base and the innovations arising from the web 3.0 economy. By 2030, we aim to get more than 100M people on board the metaverse, P2E gaming, securely and user-friendly integrate them into the Web 3.0 space.

To this end, as the largest blockchain gaming startup and the largest play-to-earn guild in Brazil, we realize that we must give ourselves the responsibility of encouraging the creation and development of more guilds, scholarships and businesses in the LATAM scenario, helping to generate new jobs, escalating business opportunities and creating maximum value for our users.

Having the DUX platform ecosystem as a convergence interface, we aim to create an environment which can produce distributed income for a broad contingent of people, acting in a context of inclusion and empowerment.

Initially inserted in the context of P2E games and metaverses, DUX is perceived, in a broader scope, as a portal for new users to enter the web 3.0, encouraging collaborative entrepreneurship in all its potential facets through our ecosystem. In this sense, DUX positions itself as a facilitator in the transition from the web 2.0 economy to the web 3.0, creating attractive, safe and profitable business opportunities for all its stakeholders.

DUX PRINCIPLES

We are guided by 6 principles which conceptually consolidate each of our value propositions:

DECENTRALIZATION

"Collaborating to Decentralized Society" is one of the company's main guidelines, present in the implementation of our operational processes, in the development of innovative solutions and in our decision-making. In addition, decentralization is also presented as a philosophical measure of DUX: "Decentralizing User eXperience" - an acronym for DUX - is an ongoing process that drives the company's efforts to contribute to a real and tangible socio-economic transition for its users.

The decentralization of structures, powers and information is at the service of life, understanding the more diverse a system, the less vulnerable and fragile it will be. The natural path of growth is in the direction of diversity, in the expansion of plurality and in the delivery of accessibility for all.

DUX proposes to redesign hierarchically centralized systems, with members endowed with disproportionate powers and disparate decision-making capabilities, transforming them into more equitable structures, egalitarian moderation and collaboration between individuals.

GAMIFICATION

The world calls for new forms of social, educational and labor interaction, expanding the possibilities of relationships between individuals and organizations. Changing the perception that is heavy, boring and of mere obligation associated with daily tasks of work routine to adopt a look of lightness, pleasure and fun - inherent to the culture of

gamification - presents itself as an intuitive and unstoppable path for us to achieve our goals . Fully absorbing the proposal of P2E games, interactions in the DUX ecosystem recognize that it is possible to generate income while performing fun and enjoyable activities.

The purpose of DUX is to embark a large contingent of new users to the paradigms of P2E games, the metaverse and the web 3.0, breaking the barriers of resistance, simplifying the transition process through gamification resources and allowing, in this way, that everyone can enjoy the business opportunities of the economy of the future in a safe, friendly and profitable way.

NETWORK EFFECT:

In order to unite different people and projects towards the same goal, it is essential to have an integrated platform where each actor can express their values and make the entire ecosystem potentiated by the network effect. Converging common interests and bringing together different skills as a way of enhancing results becomes, therefore, the mission of a cohesive community.

DUX builds bridges between the various stakeholders of the GameFi category, facilitating information exchanges, developing businesses and promoting connections that generate reciprocal value for the collective. As a result, we seek to increase the feeling of belonging, the engagement of each participating member and taking advantage of the power of the network effect.

We want to stimulate digital interactions that have a qualitative differential and a deeper social involvement for our users, promoting longer and more meaningful relationships. Our goal is to harness the networking power provided by our ecosystem to create a collaborative, creatively effervescent environment conducive to the flourishing of virtuous circles of entrepreneurship which, ultimately, can

transform players into guilds, guilds into communities, and communities into DAOs. .

DYNAMISM

In a scenario chronically affected by the intense volatility of assets, where new projects appear in profusion and old projects die at accelerated speed, DUX acts with resilience and dynamism to minimize risks, expand entrepreneurial activities and stimulate new human relationships of work, exchange, training and personal development.

The premise here is that nothing is static. To be successful, we must be receptive to constantly changing perspectives. In this context, dynamism can be seen as an appropriate analogy for structuring the DUX ecosystem itself. We understand the process of constant exchange and interaction between different systems and structures can help us to design better projects that are able to deal with the rapid transformations of the category and the world. We realize the ability to adapt is a fundamental attribute for survival and a successful long-term achievement. A perennial network is a living network.

COMMUNITY ORIENTED

Guilds and gaming communities are able to create deep social bonds, interaction and connection between their members. After a careful evaluative analysis with our user base, we realized well-managed communities have a highly engaged audience; participatory members willing to absorb technical teachings; spontaneous content production; collaborative culture and an intense sense of belonging, clan and brotherhood. Every major brand in the world invests huge amounts of money to establish relationships to promote this level of engagement with their customers - and often, despite the money spent, they fail miserably to achieve this goal.

On the other hand, despite all these highly valuable attributes, most guilds and communities still have lack access to: fundraising, relevant institutional partners, technological infrastructure, mentoring, training activities for their members, recruitment applications of players, specialized professionals, democratic governance mechanisms, good relationship with the media and an extensive list of other indispensable resources, which can help them to expand their activities and scale their operations in an affirmative way.

We understand communities are – and will increasingly be – vital assets for launching and perpetuating any new brand. The new social media will connect communities, guilds, DAOs and not just isolated individuals with each other. Based on this conviction, DUX's strategy is oriented towards providing a robust structure - our platform ecosystem -, powered by the DUX Token, capable of offering solutions to connect all our stakeholders and enhance business opportunities between them, stimulating integrated collaboration and creating win-win chains.

Whether you are a player who wants to create a small guild with a group of friends or manage a scholarship with thousands of members, DUX platform provides the necessary resources so your business can evolve over time and achieve in a solid and sustainable way their full potential. We turn guilds and communities into powerful web 3.0-aligned business hubs.

The idea of building, incubating, consolidating and accelerating communities is at the heart of DUX's ecosystem - where, in the same way, guilds, sub-guilds, players, scholarships, meta entrepreneurs and everyone else is involved in this promising business network.

DATA DRIVEN

DUX has an unwavering and permanent commitment to collection and measurement of data. Identifying and monitoring new opportunities of market trends are strategic attributions for the full development of our operations. We use this information as

strategic differentials in decision-making and as an aid in adopting favorable positions against other market players.

A platform ecosystem allows us to institute different data collection methodologies about customers, processes, transactions, and also facilitating the development of solutions that aim to meet capital pains of category and the fine-tuning of the offered products and services.

Likewise, building a comprehensive and detailed database of members provides not only demographic information, but also behavioral characteristics, aspirations, hard and soft skills, time availability, which is a crucial need for guilds and meta entrepreneurs to find players and skilled labor.

Aiming to better understand its potential clients and the players that make up its database, DUX created an in-house research institute to develop proprietary studies on the P2E games market in Brazil and in other strategic countries for the expansion of its operation. In addition to supporting DUX's own corporate decisions with concrete data regarding the behavioral and socioeconomic profile of the target audience, such studies enable the anticipation of latent trends, investigate acceptance, receptivity and capillarity of this new paradigm of games in the Latam market.

USER CONTENT GENERATED

Collaboration is one of DUX's main institutional premises. In this regard, we aim to create mechanisms to propagate this principle and serve as a trigger for

spontaneous development of cooperative, engaged communities which act symbiotically for the common good of the ecosystem.

When we analyze the context of communities with a high level of engagement, the commitment and voluntary dedication of their members to produce internal content is evident. The interaction resulting from this production fulfills an important role of social cohesion, serving entertainment, educational, commercial, promotional and dissemination purposes. The creation of content generated by the community itself is an important objective to be achieved by DUX and, at least at first, incentive mechanisms aimed at target audiences will be needed - whether these are typing and remuneration resources, rewards in the form of NFTs, gamification stimuli, badges, community voting systems, or any other.

The strategy to encourage production of content and social interaction can, finally, act as an engine to increase attraction of new users, creation of joint solutions and, even more broadly, induce improvements in the ecosystem, making this network of opportunities even stronger.

SCENERY

1. DUX BACKGROUND

Operating in the Brazilian market since July 2021, DUX has acquired extensive operational experience, strategic market vision and authority to identify the challenges of the P2E games category and solve the problems faced to embark a large number of people in the web 3.0 economy.

We realized, unlike the entry through DeFi and trade - less accessible to laymen, more hermetic and with greater demand for technical knowledge - games opened the door of the web 3.0 market for a wide range of new users, mixing it with the alluring attractions of entertainment, fun and gameplay. In line with this perspective, games and all the buzz around metaverses have, in fact, the potential to materialize a trend of boarding a new audience on a large scale and in a very short period of time, taking advantage, above all of the broad base of consumers who already make up the traditional games category.

Precisely for this reason, we believe that projects well positioned in key markets, such as Latin America, which holds a significant market share in a global context, will have a significant differential in the coming years. In this sense, timing of entry is a fundamental factor to consolidate an expressive position in the category.

DUX provides solid differentiators compared to other market players:

1. Experience and operational security of the largest scholarship in Latin America;
2. Seed round with contribution from major market players: OFR, Animoca Brands, DotDots - in addition to an expressive network of institutional partners

3. Great ability to engage and mobilize KOLs (key opinion leaders) from different segments and expand the category's target audience;
4. Mastery of the entire operations pipeline: media, recruitment, asset management, performance monitoring, research, etc;
5. High ability to scale operation, deep understanding of current market challenges and resilience to adapt to possible new scenarios;
6. Wide network of contacts and ability to establish solid B2B partnerships with the biggest players in the market.
7. Strategic positioning in LATAM and in Portuguese-speaking countries

2. LATIN AMERICA

Latin America is made up of 35 countries with a contingent of more than 600 million people. According to studies carried out by Newzoo, Brazil and Mexico have the leadership in revenue in the region, with \$2.3 billion and \$1.75 billion respectively. A vast and priority market for the games industry which encompasses something around 260 million gamers and expands at a rate of 10% per year.

The low HDI, social vulnerability and large gaps in formal work make Latin America the perfect scenario to disseminate the concept of play-to-earn games. We believe P2E games are a powerful tool for socioeconomic empowerment which can, ultimately, effectively reverse chronic problems in the continent and in other developing countries, such as extreme poverty, food deficit, social and opportunity inequality, unemployment, precarious work, slave-like work, among others.

However, despite the potential to promote a strong transformation in countries affected by serious social ills and the remarkable attractiveness of P2E games among the Latin American public, we infer from technical challenges encountered in

the operation of our own scholarship that the market is still not fully mature to absorb the massive boarding of new users and, in this sense, it still have lacks infrastructure and scalability solutions in order to reach its full potential and efficiently absorb the impact of the entry of a wider contingent of users.

3. METAVERSE

Around the globe, retail commercial activities are massively migrating from physical stores to e-commerce, especially in countries like Brazil, where mobile devices connected to the internet already reach more than 100 million users.

In the wake of this same process of digital inclusion, it is easy to conjecture about the future impacts of the metaverse on the social contexture and the profound transformations which will affect different categories of business, from games to social media, reverberating in fashion, advertising, in politics, art, cultural activities, as well as a host of other segments.

In addition to experimenting with virtual versions of physical products, the consumption of native virtual items - intended to be enjoyed only in virtual environments - gains more and more strength in these new spaces. The increase in the virtual presence of businesses, companies and people is an irreversible phenomenon, which can be attested by the increasingly extended time people spend online. Digitization will create a new world, in which the boundaries between physical and virtual tend to blur.

The metaverse can be seen as a propitious platform to give vent to desires of this new stage of the digital age, a support interface for other technologies, spaces and digital ecosystems, where individuals will spend a large part of their lives. Along with the demand for technology, hardware and software, the workforce of meta-entrepreneurs will be essential to create new utilities and possibilities for interaction and application for these spaces.

4. PLAY-TO-EARN

In play-to-earn games - based on open economy models - players are rewarded for their active participation in the ecosystem, creating value for both developers and other players by investing their time and efforts in the game. The assets and resources involved circulate freely between players without the need for intermediation by a central authority.

The play-to-earn paradigm, based on NFTs and decentralized finance, incorporates a financial layer into the gaming ecosystem, allowing players to have real ownership of their virtual assets and carry out exchanges and transactions from there. In this way, P2E games enable the informal dynamics which were already in place in many traditional games, rewarding performance and rewarding their community of active players.

Currently, games are gigantic cultural aggregators. They bring together millions of people around a common interest and are capable of awakening a sense of collectivity, belonging and communion. Every game needs, above all, a community that is in charge of playing it and promoting it. The presence of this collectivity is valuable for disseminating games and the interest in them to last over time. The act of belonging to a community and dedicating oneself to the ecosystem of a game is justified both by the sense of distinction and social recognition, as well as by the interest of raising profits from the acquisition of scarce and rare goods.

In parallel with the decrease in the supply of job vacancies in traditional occupations, robotization and automation that drastically affect various sectors of industry and services, play-to-earn games can become one of the main employment and income distribution tools for the next generations.

It should also be noted that play-to-earn is a disruptive paradigm that can be incorporated into several other business categories and not just the games market. Effectively, it is possible to promote the implementation of this concept - which inverts the perspective on who pays for which service or product - in a very broad scope. Just imagine, just as a projective hypothesis, if viewers were paid to watch movies and redraw them on their social media of choice. Or if students were paid to study and not the other way around. Or if the act of maintaining one's health in an exemplary way was an action worthy of payment - since the health system would theoretically be spared. The possibilities are countless. Expanding our perception of the applicability of this concept helps to understand the commercial vastness of this universe and gives us indications of potential value of this market in the not so distant future.

5. PLATFORM ECOSYSTEM

The potential of platform ecosystems within the web 3.0 is immense and constitutes an unequivocal business trend for this next decade. DUX ecosystem is a platform capable of bringing together all the stakeholders of the P2E games market in one place, integrating companies, guilds, scholarships, entrepreneurs, game developers, content creators and players. We offer matchmaking tools to stimulate business generation and promote networking among users, management and performance resources aimed at guilds and scholarships, a payment system to facilitate rewarding players process and a series of solutions to increase profits and promote development of the P2E games category from technological, financial and human exchanges.

However, before we move on to the technical descriptions of each of the features to be implemented and the detailing of the value propositions these features will send

to our stakeholders, it is crucial to define with maximum precision what a platform ecosystem is - since this will be DUX's main performance canvas.

According to the definition proposed by Geoffrey G. Parker, Marshall W. Van Alstyne and Sangeet Paul Choudary in their 2016 book Platform Revolution, a platform ecosystem is: “a company that enables interactions which create value between external producers and consumers. The platform provides an infrastructure for such interactions and establishes the operating conditions for them. The primary purpose of the platform is to consummate contact between users and facilitate the exchange of goods, services or “social currencies”, thus providing value creation for all participants”

The business model DUX intends to implement is in line with the authors' description and is based on the interaction and collaboration of various stakeholders through technological, financial and human exchanges. A mutually beneficial network architecture that positively feeds the entire ecosystem. We believe this joint action, on a cooperative basis and mutual gain, can effectively generate greater and more expressive value for each of the parties involved than if they chose to work separately.

In this way, the network architecture of our platform promotes connections between multiple institutional actors, transforming potential competitors into potential partners, encouraging non-zero sum games and more advantageous relational dynamics for all participants. In view of this proposition, we understand the DUX ecosystem is composed of different links that feed back, benefit and enhance each other, creating a collaborative culture in which each of our users is directly favored.

MARKET NEEDS

The experience gained by DUX through its operations in the Brazilian and Latin American scenario, added to the market studies carried out with our communities of players, prospects and managers from other guilds, allowed us to identify with a

good level of reliability the immediate and future needs that need to be addressed overcome so we can boost the development of the entire ecosystem:

- Disconnection between segment main stakeholders - players, developers and content producers are dissociated;
- Difficulty in identification, recognition and social exchanges between users who share similar interests;
- Complexity recruiting of players/professionals that meet attitudinal, soft and hard skills profile prerequisites;
- Lack of tools to help managers, governance mechanisms, automation, performance monitoring, etc.;
- Difficulty in accessing an efficient and simplified crypto-fiat payment system;
- Difficulties in creating, encouraging and managing engaged communities;
- Fragmentation of specialized content on subjects of interest to communities;
- Lack of compensation mechanisms for small content creators;
- Complex and time-consuming selection process to join guilds;
- Lack of fundraising tools for incipient projects;
- Difficulty for guilds, communities and DAOs to access VCs for fundraising;

TOOLS // INTEGRATED SOLUTIONS

From this preliminary identification of threats and challenges, DUX intends to contribute to solving these difficulties, substantiating the market with instruments that help in this process of boarding a large contingent of new users.

We understand our platform ecosystem can be segmented into six main solution cores: Social, Performance, Payment System, Recruitment, Research and

Fundraising. In this sense, we will develop technological solutions to meet the demands of each of these centers.

All the solutions described here will be available for use on our platform and can be used in a Freemium model, after acquiring DUX token.

PERFORMANCE

- Guild Management and Automation Tools:

Tools that help inspect on-chain data from both games and players, bringing analysis of NFT logistics, transactions, creating accounts and managing treasury in an organized and secure way. Our goal is to provide mechanisms to promote creation and development of businesses and also an environment of entrepreneurship in the context of P2E and web 3 games.

Expected launch: April/22

PAYMENT SYSTEM

- Crypto Ramp/On-Ramp Solutions:

Crypto-to-fiat gateway to facilitate player payment process, simplify access to P2E gaming tokens and provide greater liquidity for network users. Creation of diverse DeFi tools focused on facilitating the entry of new users and raising funds through our ecosystem. Our goal is to provide all the necessary financial resources to stimulate and facilitate the entry of new entrants, allowing the friendly use of assets in the real world.

Expected launch: April/22

FUNDRAISING

- Launchpad:

New projects can be launched on our launchpad after going through DUX review and internal curation process. Whether it is a Guild that wants to expand its operations or new games intending to scale its position in LATAM, the DUX community makes it possible for them to obtain audience expansion, direct contact with other stakeholders and access to funding to enhance their positions and accelerate their growth. Our goal is to indicate solid and relevant projects for the web 3 ecosystem.

Expected launch: April/22

RECRUITMENT

- Matchmaking Tool:

Matchmaking interface to promote social interactions between players and guilds allowing for a more fluid recruitment mechanism. Database to provide not only demographic data, but behavioral characteristics, aspirations, hard and soft skills, time availability. Our goal is to allow guilds and meta-entrepreneurs to find qualified players and collaborators

Expected Beta Release: Q2/22

RESEARCH

- Reports and Spreadsheets:

Research and content curation tools to provide stakeholders with more assertive and secure decisions management. We realize education and training are two of the main pains of the market, so the development of resources which can empower new investors is an important first step to remedy this fragility. Our goal is to create a structure capable of offering information, training, instruction and helping the market to mature as a whole.

Expected Beta Release: Q2/22

SOCIAL

Social Bounties / DAO tooling:

Promote interactions between users, generating a sense of belonging, providing rewards to stimulate engagement and content production, and take advantage of the full potential of the network effect. We will initially use widely spread social media platforms (Discord, Twitter, Telegram and Facebook), enabling the integration of a large contingent of users with guilds and scholarships and offering access to whitelists, educational content and content about metaverse games & web3. Our goal is to create a collaborative, interactive and cooperative environment among users.

Expected Beta Release: Q3/Q4 22

Peripherals: Forward-looking solutions

Decentralized Market Research Platform

Building a comprehensive and detailed database of members to provide not only demographic information, but behavioral characteristics, aspirations, hard and soft skills, time availability, is a crucial need for guilds and meta entrepreneurs to find players and qualified workforce. To facilitate this contracting relationship, we will develop a decentralized market research platform - which includes qualitative and quantitative methodologies - remunerating respondents based on the bidders' demands.

Assets Rental Solution:

Solution for games which do not have intrinsic asset delegation. Through smart contracts and multi-sign tools, DUX works to create a platform where members of our ecosystem will be able to rent or access - from a certain amount of staking DUX token - assets that belong to our partners and the community, in accordance with certain participation criteria and parameters previously established.

Hiring Platform

Based on the profiles provided in this database supported by market research, we will create a platform to connect contractors and potential contractors - who offer services in various functions and specialties - based on specific demands.

Guild Social Media

DUX realizes Guilds and Communities emerge as new forms of social interaction and the establishment of affective bonds. In this sense, we intend to evolve our matchmaking platform to a social media format that integrates all the Guilds and Communities of our ecosystem, allowing these groups of players / users to form partnerships, exchange information, compete with each other and, finally, expand their contact points.

Education Platform: Player Support and Training

Through an educational content platform specifically aimed at players, DUX, from its KOL squad and from the producers of specialized content which are already inserted in the communities, will offer tutorials, guidance and direction for the members of its ecosystem to improve and develop skills in P2E games. We understand obtaining

technical expertise provides players with a greater capacity for financial return, increasing operation profitabilities of meta-ventures that are linked to them. Formulating a structure capable of offering training, instruction, professionalization and directing talent to work in the metaverse is also essential for the effective conduct of these positioning strategies.

KOL Agency:

DUX has an active institutional partnership with the largest KOL management agencies in the Brazilian market. Our intention is to scale this partnership through creation of a meta agency which can provide services to new entrants in the LATAM market and to the P2E and web 3 games category. It is important to clarify we intend to work with KOLs belonging to several other segments of activity - art, culture, sports, lifestyle etc - creating an attractive entry portal for an audience not yet aware of web3 content and guaranteeing a pioneering educational differential with these new entrants.

Meta-Franchising

In an envisaged meta-franchising model, the owners of a brand or platform will be able to assign to authorized interested parties the right not only to use and exploit their brands and patents, but also their infrastructure, know-how, assets, and the right to distribution of products and services, as well as tools and technology for the implementation or administration of new businesses along with several other types of systems and supports necessary for the development of these activities.

We anticipate in the coming years crypto asset market and specifically P2E games category may receive a flood of new entrepreneurs interested in migrating their activities from the physical world, or even from web 2.0, to the paradigms established by the metaverse. Perhaps, at some point not too distant from today, we

will have to deal with a new gold rush - on a scale devoid of any precedent - where individuals will fight for the glittering opportunities of this brave new world.

VALUE PROPOSALS FOR STAKEHOLDERS

Tools being developed by DUX were designed to directly attack market and stakeholders pains.

PLAYERS

PAINS:

- Quality information gap about new games
- Lack of training and capacity building aimed at new games
- Scattering of gaming communities
- Unpaid content production
- Lack of access to guilds on a global scale
- Difficulty in Entrepreneurship
- Difficulty transacting crypto-fiat

SOLUTIONS AND DIFFERENTIALS:

- Content curation to guide investments, decisions, minimizing risks
- Courses and training
- Institutional partnerships to provide early access to new games, provide exclusive promotions, discounts on conventions and events, fee reductions, etc.
- Compensation/typing/bounties tool for community produced content, allowing players to become content creators (fostering a culture of creativity)
- Access to job opportunity

- Sense of belonging, motivational stimulus, exchange of ideas, through an effervescent community, producing own content 24/7
- Staking as a way to enable privileged, exclusive utilities and content
- Encouraging entrepreneurship allowing players to rent assets and create their own guilds
- Access to payment systems, through our own, such as debit / credit cards

GUILDS:

PAINS:

- Difficulty recruiting players globally
- Complexity of identifying players who meet the prerequisites of attitudinal, soft and hard skills profile
- Lack of management mechanisms, governance, automation and monitoring of player performance
- Difficulties in creating, nurturing and managing communities
- Need for player training
- High initial entrance value and difficulty in adapting to eventual changes made by games
- (interaction with other guilds / benchmarking)

SOLUTIONS AND DIFFERENTIALS:

- Creation of a wide database of players and professionals specialized in P2E games segmented by behavioral clusters, demographics, personal interests, academic background

- Connection between guilds and players through smart contracts, minimizing institutional noise about brand and labor risks
- Matchmaking platform for hiring players and specialized professionals
- Technological solutions aimed at management and monitoring, which enable business expansion and player base scaling
- Connecting with content creators to promote entertainment, qualification and learning
- Creation of an asset rental marketplace to minimize risks for guild managers

CREATORS / INFLUENCERS

PAINS:

- New games limited access to preview information
- Difficulty to access early opportunities in new games
- Lack of access to pre-launch NFTs/tokens, exclusive giveaways and airdrops
- Difficulty of direct access to game developers team
- High financial investment to play most of hyped games on the market
- Difficulty in expanding audience, generating new agendas and creating engagement
- Lack of knowledge about crypto and difficulty in judging project credibility (in the case of traditional KOLs)

SOLUTIONS AND DIFFERENTIALS:

- DUX researches and gathers inside information weekly for KOL's
- DUX provides tokens early acquisition opportunities for KOLs
- DUX offers giveaways, sweepstakes and engagement events for KOLs audience
- Direct channel within our servers to disseminate content produced by KOLs to our base

- We give away our NFTs so that KOLs can have access to the most hyped games
- Educating, training, teaching crypto from the most basic to advanced through our team and partners (for traditional KOLs)

GAMES

PAINS:

- Fundraising for early stage projects
- Difficulty connecting directly with VCs
- Shortage of skilled labor and gaming-specific technologies
- Need to expand audience and establish greater engagement with player base
- Misunderstanding of pains and demands of player community
- Inability to contact KOLs who can generate content and promote community outreach

SOLUTIONS AND DIFFERENTIALS:

- DUX establishes a direct communication channel between games and VCs
- Contact with a wide audience to promote early access and fundraising monetization
- Relationship with KOLs to promote the game and develop the community as a whole
- Possibility of interacting directly with the community of players, participating in their demands, pains and aspirations

VCs

PAINS:

- Insecurity about how to identify, analyze fundamentals and select projects with assertiveness and minimal risk
- Lack of research channels about release of new games and projects in initial phase of development
- Fears about low adherence of players, failure to form a strong community and distance from KOLs - which would decisively compromise the success of the project
- Little structure for scaling guilds
- Lack of specific crypto knowledge

SOLUTIONS AND DIFFERENTIALS:

- Through our research tool DUX provides a curation process and market analysis of new games (tokenomics, devs, graphics, narrative, feedback looping, team members, partnerships, chain, player base)
- Pre-sale alternatives with DUX
- Community access with others interested in doing business in the industry and content about new resource application opportunities
- KOL Squad Fostering Communities
- TOKEN DUX: Staking // Exposure to Dux's liquidity pools
- Vip access (events + games + nfts)
- DUX manages to make connections between its broad base of stakeholders which includes VCs, developers and distributors of new games.

IMPLEMENTATION STRATEGY

In line with Sam Newman's guidelines, in his Monolith to Microservices, DUX rejects the monolithic and centralized paradigm of traditional platforms and adopts a more agnostic and decentralized perspective - as a hub of micro services offered to and by its various users. We think of our platform as a core of services and products which will be gradually expanded, becoming little by little more robust, incorporating products and services developed by community members and, eventually, coupling with other platforms and organizations that may come to add value insights to our users. In this sense, in addition to solutions proposed and developed by the DUX team, our ecosystem allows and even encourages other developers and companies to create and offer resources to our user base. DUX's platform has a collaborative DNA that chooses to create bridges between services instead of surrounding them in domes of exclusivity. We visualize our ecosystem having several points of contact with Dapps, toolings, solutions, platforms, services, websites, without having to own or compete with them. We plan to introduce platform's tools and features following a three-step implementation plan:

1. Boost Stage // Q1+Q2+Q3+Q4 2022

DUX makes the initial investment in technological tools and provides access to its members and partners based on resource usage fees - in freemium mode - and/or benefits offered by staking \$DUX Token. Focus on expanding the active user base, data collection and UX research.

2. Expansion Stage // Q1+Q2+Q3+Q4 2023

DUX encourages partners and members to offer products, technological resources and services to other members of DUX platform. Focus on fostering a network of

developers who create value for the platform as a whole and further expand the ecosystem reach.

3. Lateralization Stage // FUTURE

DUX partners with other platform ecosystems to deliver even more services and tools to your user base. Focus on the interconnectivity of platforms and the creation of a network of partnerships that make the web 3.0 market even more accessible to the lay public and can help and support each other.

ROADMAP DUX: PAST, PRESENT AND FUTURE

A pioneer in spreading the concept of play-to-earn games in the Brazilian market, DUX is currently the largest blockchain games startup in Latin America, providing specialized information, technical training and access to games for a community of more than 10,000 people.

Founded in July 2021, in less than 4 months, DUX achieved significant results that deserve to be highlighted and provide an unique strategic differential within Latam and in the area covered by Portuguese-speaking countries.

FIRST PHASE: Q3 + Q4 2021

Under strict operational planning, we executed the expansion project of our Axie Infinity scholarship, quintupling the operation every 6 weeks. From the end of July, when the operation started, until September we jumped from 65 scholars to 325; and then from September to late October, we expanded our Axie base from 325 scholars to just over 1700 scholars. An expressive operational scaling. In a similar way, BSA,

the largest Star Atlas guild in the world, created and managed by DUX, reached 4k members just 2 months after being founded and, today, 4 months later, with more than 7k members, it is being prepared to act in DAO format.

In that short period of time, DUX has become:

- Holder of the largest Axie Infinity scholarship in Latin America, with approximately 5,000 Axies and \$1,000,000.00 allocated in NFT;
- Manager of the largest StarAtlas guild in the world, BSA, with 7,000 participants and something around \$700,000.00 in assets
- Protagonist of one of the largest global contributions to Genopets, assuming a leadership position in Latin America for the launch of the game.
- Exposure to more than a dozen games, with whom he maintains direct contact with publishers and devs.
- KOLs partner with audience of...

During this first stage, our objectives were eminently focused on the organization of internal processes, the sustainable scaling GameFi operation and to implement a rigorous governance process that could be validated for the market based on tangible, transparent and auditable metrics. .

Building on this successful operational structuring strategy, we have progressed to the second phase of our roadmap, starting in the first quarter of 2022, aiming to launch our web 3.0 integrated platform ecosystem, the \$DUX governance token, and promote significant expansion from our follower base.

In order to achieve this goals, DUX will invest in three courses of action that complement each other:

- Technology: Resource allocation to build DUX's platform ecosystem and multiple tools to meet the demands of the P2E gaming category.
- Growth Marketing: expressive increase in audience on social media, strengthening your communication channels with potential prospects and collecting leads from future users of the platform.
- Business Development: diversification of our game portfolio and expansion of the network of partners.

INCLUIR SLIDES DE ROADMAP

TOKENOMICS

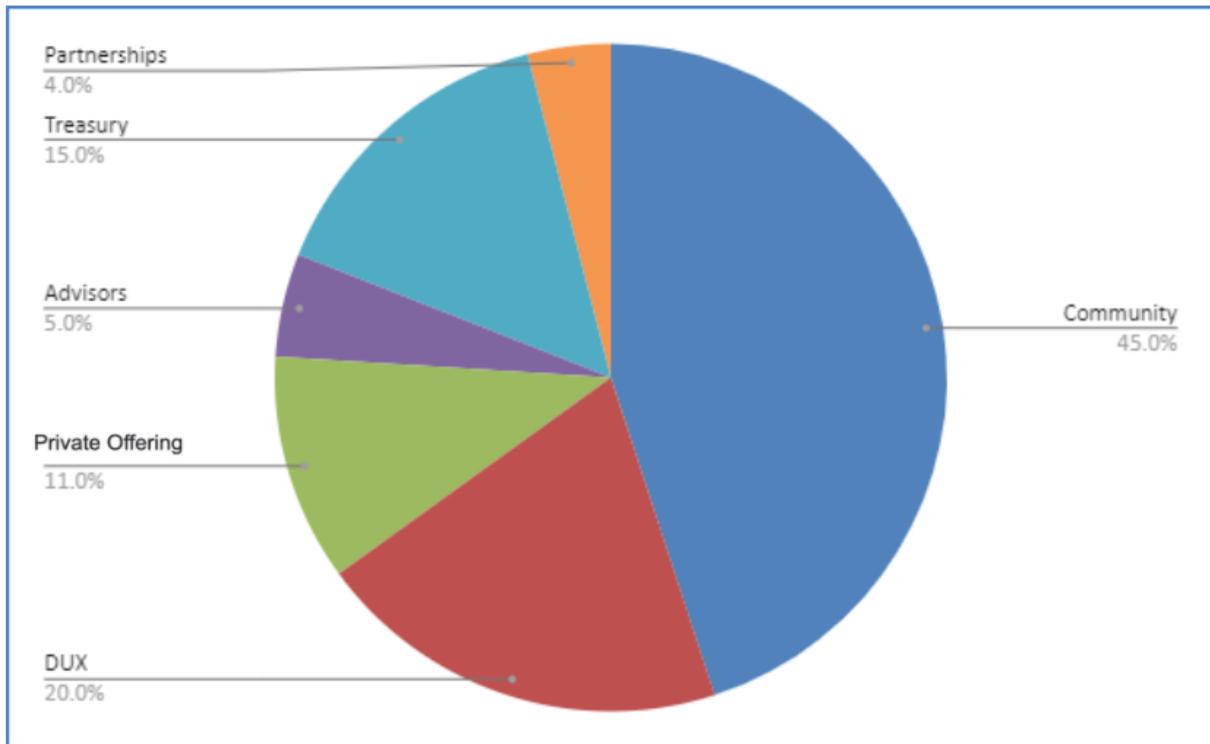
\$DUX is an ERC-20 token, which serves the purposes of decentralized governance of the DUX ecosystem, exposure to the different services available, access to exclusive content and in addition to all economic-financial tools and activities. Through the \$DUX token, stakeholders will be able to access the advantages and opportunities offered by the rise of play-to-earn economies, connecting to our entire ecosystem and getting the best experience with the most varied P2E games and their respective communities.

\$DUX

The Total Supply is 1,000,000,000 \$DUX Tokens, minted in aggregate, which will be distributed over 5 years, on different dates and for different purposes, in order to provide a progressive decentralization that will allow the formation of a DAO, with the objective of to create opportunities and economic freedom for its members through the construction of a consolidated community in the metaverse.

Allocation & Distribution

The token allocation proposal will be as follows: 45% (450,000,000) are reserved for the community, 20% (200,000,000) for the team (Dux), 15% (150,000,000) for the Treasury, 11% (110,000,000) for Private Offering, 5% (50,000,000) for advisors and 4% (40,000,000) for partnerships, as shown in the following chart (figure 1):

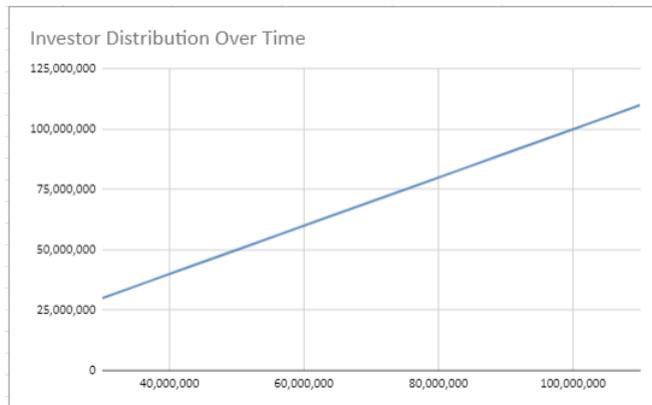
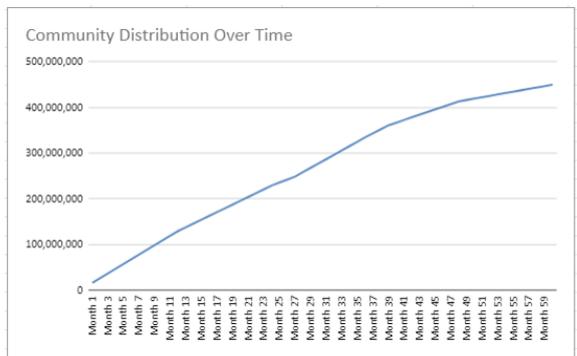
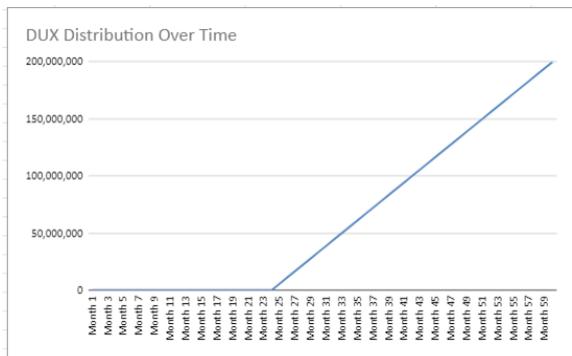
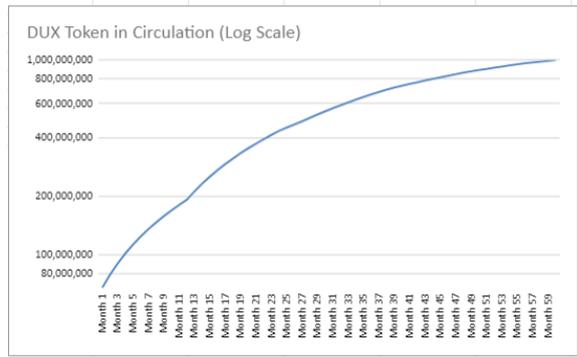
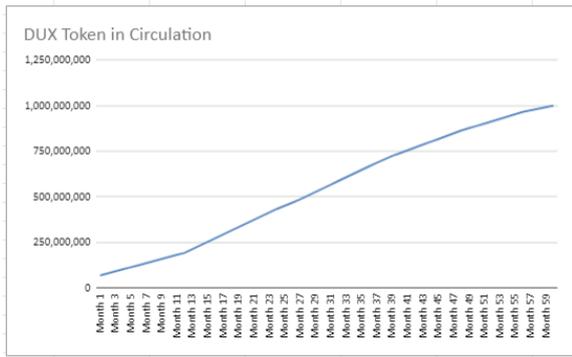


The initial launch is scheduled for March/April 2022. The supply will be made available to the community (45%) and Private Offering (11%) on multiple dates and different distribution stages over the next 5 years, as the model described in the following document: DUX Token Distribution (Tokenomics)

The tokens reserved for DUX will go through a period of 2 year lock + 3 year vesting, as well as those allocated to advisors (1yr lock + 1yr vesting). Of the 11% allocated to Private Offering, 2.5% goes to Seed Investors, 7.5% to Private Launch, 1% to Launchpads.

Of the 45% of tokens reserved for the community, 8% will go to Community Traction (2 year distribution), 23% to meta-entrepreneurs (5 year distribution), 16% to Esports (4 year distribution), 20% to Community and DAO Contributors, 8% for reserve and 25% for DAO Staking Rewards.

The proportional distribution of the total supply of tokens over time will be released as demonstrated/displayed/shown in the following pictures:



Community Utility

The implementation of our token will allow the progressive participation of the community in all activities in our ecosystem, providing access to resources and solutions developed to meet the immediate and future challenges of the market.

How this will happen in practice

The \$DUX token will be the main mechanism for navigation through the DUX ecosystem and will provide several utilities for its stakeholders:

1. The amount of new P2E game tokens being launched on the market is gigantic. At the same time, we use to see a massive influx of new players interested in participating in the new gaming economy provided by the web 3. Dealing with all this variety of new currencies can be complex and counterintuitive for the lay user. In this sense, DUX realizes to make mainstream adoption viable, we necessarily need to make this shipment accessible, providing resources that make life easier for new users. In this scenario, the \$DUX token intends to become the main gaming currency in Latin America, becoming an indispensable tool for all stakeholders who want to participate in the sector. We will do this through the payment features implemented on the DUX platform and made available to community members, allowing for the automatic and immediate conversion of P2E game tokens into \$DUX tokens - which will significantly reduce the operational complexity of users. Rather than having to own and manage a large number of assets, DUX users will only need to handle the \$DUX token. In addition, DUX will implement another benefit frequently requested by P2E game players: a crypto-fiat bridge so users in our ecosystem can withdraw the desired fiat currency in a friendly, intuitive and accessible way.
2. Basic access to DUX platform will be free, enabling features and products with limited functionality. However, if you want to enable more features and unlock exclusive features, you can increase your level of engagement with the platform based on the amount of staked tokens you have. The more tokens the user has, the wider their access to resources, services, promotions, airdrops, giveaways and products, as well as their ability to interact socially

within the platform, which will necessarily increase the demand for the token. The tokens paid for these services will go into the treasury and will be used to fund the development of new functionality and features within the platform.

3. Many gamers identify P2E games as great business opportunities and express a desire to undertake in games and in the metaverse, whether by joining a group of friends and family in a small guild or managing a scholarship with a large number of scholars. However, the necessary amount to enable the start of a business in the sector is often impractical for these potential entrepreneurs. To accelerate the development of the category as a whole and encourage the expansion of the market, DUX grants itself the responsibility of providing favorable conditions for these players with entrepreneurial vision to prosper in the sector. In this sense, our program to develop representatives and franchises meets the immediacy of this demand. We act as lead investors in games with high growth potential, acquiring assets and making these assets available on a lease basis to our franchisees. This allows anyone to undertake and successfully take advantage of opportunities arising from the sector, without having to invest large financial sums.
4. As part of the production of content generated by our community, the \$DUX Token will serve as a form of reward for collaborators for their participation and for the services provided for the benefit of the entire ecosystem. For example: an informative post produced by a member of the DUX community will be able to receive rewards and typing from other members through the \$DUX token. Our aim is to encourage a collaborative and creative culture within our platform. Similarly, the \$DUX token can be used to organize and remunerate Guild Events, tournaments and esports competitions, as well as to guarantee access to exclusive content, such as videos, newsletters, mentorships, etc.
5. Over time, the \$DUX token will acquire key governance features for community management and, progressively, for the DAO. In this scenario, the community will be able to exercise - through the possession of the \$DUX token - its voting power and influence over the DUX structure, including participating in decision-making and in particular aspects of the proposed allocation and distribution of tokens. It should be clarified, in this context, seeking to develop an isonomic and equitable governance system, any

member of the ecosystem can send suggestions to the community, which will select which ones should be given priority to public voting so community members can decide on their validity and implementation.

6. The DNA of research and curation of new games is introjected in our institutional culture and is treated as a strategic asset of the company. The DUX launchpad will be the space for new P2E projects researched and endorsed by our research department. While game developers will be able to use Launchpad's features to raise capital and expose their projects to the LATAM market, all stakeholders in our community will have the opportunity to gain access to the early stage of these games through the use of the \$DUX token. Early adopters of potentially successful projects always benefit the most and DUX provides these opportunities with the security of careful curation and a rigorous KYC process.

PROTOCOL REVENUE

Revenue from the protocol will come from a variety of sources, including:

1 - Non-operating income, from initial investments in games, nfts, cryptocurrency projects and treasury income

Dux has a team of analysts dedicated to allocating our cash resources into secure protocols - game assets, NFTs, tokens and DeFi protocols - in order to obtain month-to-month profitability and generate yield.

2 - Agency fees for connecting KOLs and gaming partners:

We perceive the entry and effective participation of KOLs (key opinion leaders) as a decisive factor to leverage new P2E games that want to penetrate the LATAM market, generating dissemination to broad audiences, engaging the gaming community and promoting the attraction of new entrants through diffusion concepts not yet assimilated by the lay public. In line with this reasoning, DUX will use its networking and BD team to connect these two crucial points in the sector: the large LATAM KOLs agencies and potential institutional sponsors. In this sense, DUX

positions itself as an intermediary, receiving service demands from major brands and companies and passing them on to KOL agencies that are interested in the job. At first, we want this channel to include KOLs specialized in P2E games, but our intention in the short term is to include very representative public figures in their countries and outstanding in their areas of activity so that we can reach an audience which is not yet aware of the web3. The amounts resulting from commercial intermediation services will be absorbed as revenue by DUX.

3- Fees on the amount transferred and exchanged through our broker

Revenue generation through transaction fees made using onboarding / offboarding technologies available on the DUX platform, as practiced in a traditional brokerage.

4 - Income on game assets

Our P2E game and scholarship assets are actively allocated so they can monetize over time and part of this profitability goes to the DUX treasury.

5- Requests for research, training and B2B and B2C courses:

Due to the exponential growth of the crypto / web 3.0 sector, there is a pressing need for content that helps to detect emerging trends, unexplored markets and consumer behavior. In addition, all informational and educational content production that addresses metaverse themes, P2E games, NFTs, has been voraciously consumed. DUX is dedicated through its internal Market Intelligence department to providing such strategic and tactical subsidies, filling this market gap. In addition, DUX has a partnership with Empiricus, the largest research company in Brazil, for the production of workshops and specialized training courses. All these products described are potential sources of revenue and will be marketed and sold, with the profits being converted into the DUX treasury.

6 - Allocation of ecosystem guilds, early stage business investors and retail by our launch pad

The DUX BD team is constantly making active contacts with publishers and devs looking for new games and early access opportunities. From this first commercial contact, our Research and Curation department assesses the relevance of the allocation of resources and provides a detailed opinion on the project. This strategic opinion is essential so that we can expose ourselves to several opportunities in advance, but always with minimized risk - which represents a great institutional advantage in a sector that is faced with the emergence of new P2E projects every day. Through the Launchpad of the DUX platform, all members of our community will be able to have access to these same opportunities, taking advantage, together with DUX, of the advantages resulting from early access. In this way, members who choose to invest resources in projects endorsed by DUX will obtain profits from the appreciation of the token and DUX will obtain fees from the use of its launchpad technology.

In addition to the topics listed above, one of the means that DUX will use to generate appreciation of its token will be the withdrawal of part of its operating profit through the burning of a portion of our tokens. This process will reduce the amount of current assets on the market and, as a result, will increase the value of the token, correlating its appreciation with our ability to generate operating profit. All profit generated from these revenue sources will be allocated to DUX's DAO, enabling us to expand our user base, strengthen our ecosystem and reinvest in more solutions that serve market stakeholders.

Treasury

The DUX treasury will be used for a variety of purposes, from building new functions and features to the platform or carrying out farm activities, to investing in new games and purchasing virtual assets, focusing on P2E games that demonstrate solidity and

strong engagement. of the community. Token Holders will also be able to express their opinion in these cases.

In the future, the DAO shall be responsible for decisions concerning the distribution of treasury funds on a recurring basis.

The function of the treasury is to provide a reserve fund to run Dux's operations and the projects presented in the roadmap, maintaining strategic areas such as research, development and expansion, or overseeing the negotiation, management and use of NFTs and \$DUX Assets, maximizing and enhancing value creation for the DAO and the community over time, on the one hand, and helping to sustainably develop the metaverse economy, on the other.

Treasury Management:

Managing large treasures through DAOs is relatively new and challenging. Even more when the focus of the treasury is a new segment within the new crypto economy.

DUX deals with this scenario in the way it should be treated: with humility in the face of uncertainty. We understand the market works in cycles and eventually irresponsible management could compromise most of our peers.

To deal with such a level of complexity, deliver solid and recurring results to our community, DUX brings together and will continue to add transdisciplinary experts in its community.

Such experts - game developers, futurists, traditional and market capital managers, cryptanalysts, gamers, venture capitalists - will be essential for developing and iterating solid theses, risk-return analysis, asset correlation and any other necessary aspect to stand out as exemplary managers.

Whether using computational modeling, artificial intelligence, on-chain data or secular indicators - DUX is committed to seeking out the available knowledge for an optimal management of our community's resources.

Which brings us back to the issue of dealing with humility in the face of uncertainty, we believe that what usually frustrates initiatives are not the risks that have been mapped, but the risks never imagined. The development of a broad network of analyzes and perspectives, which seeks to break confirmation bias and the status quo, is essential in such a scenario.

Such knowledge will be summarized in an ever changing methodology, open to our community and which demonstrates the main aspects considered in our decision making.

Compliance:

DUX deeply understands the responsibility and trust delegated through the purchase of its tokens and in the management of the assets that make up its treasury.

The trust of our community and consequently of the market is directly linked to your ability to manage expectations, deliver on promises and be transparent in every step of resource management.

With that in mind, even before the issuance of the tokens, DUX prepared the structure for real-time reporting of its financial activities - developed from the best methodologies and frameworks of the traditional market and the new decentralized economy. In order to ensure its results, DUX will, on a recurring basis, rely on external audits.

DUX also brings together in its management body professionals from different areas of the financial market, who have built - from the best references - a compliance process that will guarantee the suitability of their financial activities.

DUX understands this transparency will be a great catalyst of value in the short, medium and long term, with the development of a solid and auditable track record - instant feedback on the attitudes taken in the financial aspect and the community's ability to join the ecosystem from analysis of past allocations and pipeline of future allocations.

Whether to achieve successful decisions or to present a solid rationale for flawed attitudes, transparency is just not positive for those who have something to hide. And in a dynamic and volatile market like the crypto economy, our community will be able to count on DUX - not necessarily to always make the right decisions - but to always be transparent and truthful about their attitudes.

DISCLAIMER

The opening lines of this white paper are essential so we can eliminate any kind of information noise, divergence or frustrated expectations regarding the DUX token.

A whitepaper is, first and foremost, a statement of intent. A statute of principles. The exposition of an institutional thesis. A guide on how a strategy is intended to be implemented and a description of how that strategy will be executed and operationalized within a given time scope. However, although a whitepaper has the function of clarifying any doubts, it should be clarified that all the information presented here is subject to change and does not constitute more than a corporate intention. A whitepaper is not a contract. It has no legal validity. It does not constitute a signed document or a formal commitment between DUX and any of its stakeholders.

Although this preamble is dispensable for the majority of those who read us, we believe speaking frankly about the risks of acquiring the DUX token is the fairest way to treat those who lack specialized information about the crypto asset market, but

who, even so, they show interest in expanding the P2E games category as a whole and aspire to invest in and support our ecosystem (proposing to make their own resources available for this purpose). Faced with the massive entry of new users - often lay people - into the universe of crypto assets, NFTs (Non Fungible Token) and blockchain games, we feel it is our responsibility to warn and consider the risks related to this type of investment and the threats which may eventually affect that market.

We believe a whitepaper should not be an advertising piece, which is guided by a pre-formatted storytelling template in order to convince consumers to purchase products and services. We guide our institutional action and all the guidelines of our roadmap under the irremovable beacon of transparency and we are diametrically opposed to any type of hypocrisy that could somehow subject our stakeholders to unforeseen losses or induce them to invest in a match your real expectations.

For the financial security of those who read us, we strongly recommend: do not invest in the DUX token without having a comfortable reserve. Do not put yourself at risk or in a situation of vulnerability seeking magical solutions and attributing to the DUX token the power to transform, overnight, your socioeconomic condition. Don't invest passionately, motivated by the expectation of a quick and exponential gain. Do not speculate lightly. Be aware the DUX token is a volatile asset, endowed with high risk, which, beyond our control, can be impacted by significant price variations in a short period of time and subject to significant market fluctuations. The topics described in this document may not be put into practice, *ipsis litteris*, as they will be described here. Still, any investment made in DUX tokens will not, under any circumstances, be subject to a refund. The acquisition of a DUX token is a personal responsibility, which must be carefully analyzed and verified. The availability of financial backing must be a preponderant condition for a well-founded and conscientious investment. And it is exactly this level of foundation, awareness and theoretical understanding of our project we demand from our potential investors.

Any doubts that still remain even after diligent reading of this material can be resolved through our corporate contact: ouvidoria@duxcripto.com