



PARSEC
FRONTIERS

ICO Post Mortem

Henning Rokling and Jack Wulff
28.08.2018

Agenda

- Introduction and background
- Whitepaper and Pre sale
- Development
- Crowd sale
- Budget and spending
- Questions and discussion

Introduction and background (1)

- People and background, Artplant
- Project ideation

Artplant background

Company details



- ▶ Founded in 2001
- ▶ 40 developers
- ▶ Norway and Russia
- ▶ Online focus since 2009

Most successful game



- ▶ Successful space MMO
- ▶ Free-to-play
- ▶ Publisher: Bigpoint
- ▶ >20 million players

Selected prior titles

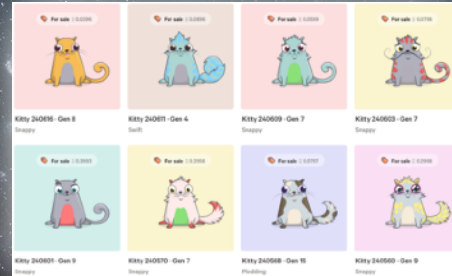


Prior partners include:



Introduction and background (2)

- Early crypto game projects - SoG, Hash Rush, Reality Clash, Kitties
















Introduction and background (3)

- Technical requirements
- Timing - fall 2017



Introduction and background (4)

<p>ØYVIND PEDERSEN JR. BLOCKCHAIN STRATEGIST  </p>  <p>Øyvind has been involved in the blockchain community since 2012, and has a</p>	<p>FRODE ASCHIM CEO, ETHER CAPITAL LTD </p>  <p>With 25 years of experience in the financial and technology markets, as a previous</p>	<p>KENNETH ERIKSEN DIGITAL MARKETING EXECUTIVE</p>  <p>As the CEO of IAB Norway - INMA - Kenneth is an experienced digital marketer, web</p>
<p>Shaban Shaame CEO Founder at EverdreamSoft  </p>  <p>Shaban founded EverdreamSoft, a Swiss-based game company, in 2010. He</p>	<p>JOHN KAVANAGH GAMES INDUSTRY EXECUTIVE </p>  <p>John is an accomplished industry executive with a video game career of nearly 35 years</p>	<p>Christian Lasse GAME DESIGNER </p>  <p>Christian is a veteran game designer and entrepreneur. In 2000 he revolutionized web</p>

Whitepaper process

- August 2017: Initiated
- December 2017: Initial release
- April/May 2018: Update
- Gameplay, Token allocation



Presale

- Min cap: 400 ETH - ca 1-1.5 MNOK minimum requirement
- ETH price movements
- Whitelisting
- TekInvestor pool
- Smart contract + audit
- Limited marketing: Results: 700 ETH



Crowdsale

- Short on time to execute - April 1st date moved
 - Presale smart contract hard coded date May 1st
- Web page as sales page
- Marketing and PR
 - Spread the word
- Development and Technology
 - Little communicated in advance
- Conferences
- Community building

PARSEC FRONTIERS

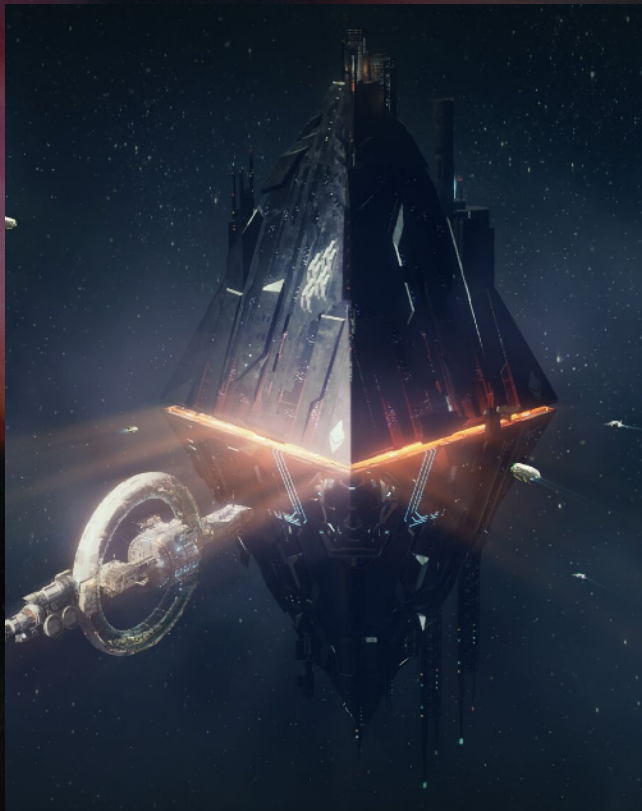


Game Development Overview

Jack Wulff, Daglig leder - Artplant

About the Production

- ❖ Full start of production end of January
- ❖ Use Artplant's best practices
- ❖ Ensure we had a solid foundation for a game that should live for a long time
- ❖ Build the next generation of blockchain gaming
- ❖ Key focus of the company (two studios – Norway and Russia – 40 people)



The Team

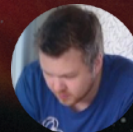
Management



Programmers



Artists



Design



Production Pillars

- ❖ Created with the players
- ❖ Next generation of blockchain gaming
- ❖ Owned by the players
- ❖ 'Thin client, fat protocol'
- ❖ Robust and scalable



Game Design

- ❖ Wiki with detailed game design
- ❖ High design shared with the community
- ❖ Design for first playable
- ❖ Background story created with community

Scanning

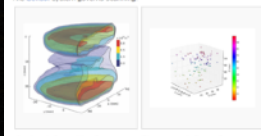
Scanning is the process through which players discover and investigate the galaxy of parsec. Scanning is a core gameplay system and heavily supply player of exploration.

Scanning is split into two basic types: wide-band and narrow-band. Wide-band is larger ranged and covers wider areas. It gives players a general set of what lies in neighboring systems and where things lie within a system. This provides indicators and direction of where they can explore further.

Narrow-band is used to scan for details, whether that be ships, stations, or resources. It is useful to think of each band as answering a different quest band answers "where" are things, and narrow-band answers "what" they are.

Wide-band scanners can search for mass and electromagnetic radiation. Narrow-band scanners can perform a spectral analysis to determine the color of a material (for resources), or a

The Sensor system governs scanning.



Action	Default Control	Description
Approach		Point the ship towards object and fly towards it. Stop when maximum distance is reached.
Hold Range		Move to and maintain a specified distance from object.
Face		Point the front of the ship at the object and attempt to keep it in front.
Orbit		Fly around the object at a specified distance.

- Movement command priority is given to the last command given.
- Approach overrides all other commands and will cancel them if given.
- Hold Range and Orbit are mutually exclusive, one will override the other.
- Face is compatible with both Hold Range and Orbit, if given the ship will attempt to keep its range or orbit maintaining its facing, with Thruster priority given to the facing.
- Facing can be canceled by overriding it with tactical control, using approach or resuming the command.



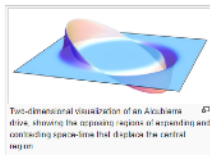
Approach Maintain Distance Orbit Stationary Orbit Non-stationary or Distant

Parsec [edit] [edit source]

In parsec, ships travel at near luminal and superluminal speeds using an Alcubierre drive. Such a drive achieves apparent faster than light travel by manipulating space time to create an energy density field lower than vacuum energy, or negative mass. Sufficient densities of mass at close enough proximity to a ship inhibit the manipulation of space-time in this way, thus reducing its effectiveness.

This means that with a very high density of matter (orbital space) ships must rely on more traditional means of propulsion, limiting their speed to very low values of c (km/s). In similar space (within the gravitational influence of a star, but not near any massive objects) ships are able to generate a weak Alcubierre field and thus achieve speeds near c . Where there virtually no matter, the galactic space between stars, ships are able to generate much stronger fields and travel at apparent speeds many times that of light.

Ships independently generating Alcubierre fields will disrupt one another, pulling themselves into orbital frames of reference. However, they can voluntarily sync their engines and thus use them to travel together. Eventually traversable wormholes can also be created, linking very distant areas.



Two-dimensional visualization of an Alcubierre drive, showing the opposing regions of expanding and contracting space-time that displace the central region.

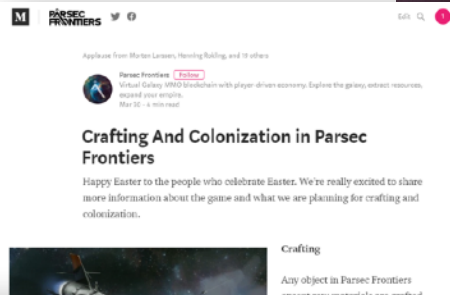
Terrestrial [edit] [edit source]

Terrestrial zones occur on rocky celestial objects that are able to own gravity. This includes planetary mass objects (PMOs) such as asteroids, but excludes brown dwarfs, giant planets, and transiting enter terrestrial zones, however, they can interact with them from

Terrestrial zones contain plots, which can be claimed and owned by a player. They are the Terrestrial PMO is *habitable*.

Colonies represent the grand strategy and management aspect of the game. Colonies are owned plots that perform a variety of activities: end up harvest and refine resources, manufacture items, construct ship facilities all require colonists to operate, whom have their own set of player to manage their colonies to the best of their ability.

Zone	~Scale (m)	Speed	Distance
Terrestrial	1×10^3	N/A	km



Parsec Frontiers @parsecfntiers · May 10

May 2243. In the aftermaths of the Antarctic War, a sudden outbreak strikes the armies rallied in Victoria Land. Highly contagious, the virus first causes color vision loss; the brain mass then swells; within a week, a gruesome death occurs. We need to act fast! #ParsecStory

47% Quarantine Antarctica

17% Gather epidemiologists

28% Nuke Victoria Land

8% Pray for Salvation

148 votes • Final results

2 28 39

ART PLANT

Selection of Blockchain

- ❖ Evaluation of blockchain tech
- ❖ Extremely challenging requirements
- ❖ NEO
- ❖ Blogpost with detailed reasoning on Medium

Applause from you, Parsec Frontiers CM, and 27 others



Andrey Tsirulev [Follow](#)
May 4 · 5 min read

Parsec Frontiers blockchain—Looking for the One

In this post we're going to cover the choice of underlying blockchain technology for [Parsec Frontiers](#). We'll start from the goals to define requirements, discuss challenges and limitations, mention alternatives, and finally conclude with the choice of technology which we believe to be the best fit for our game.



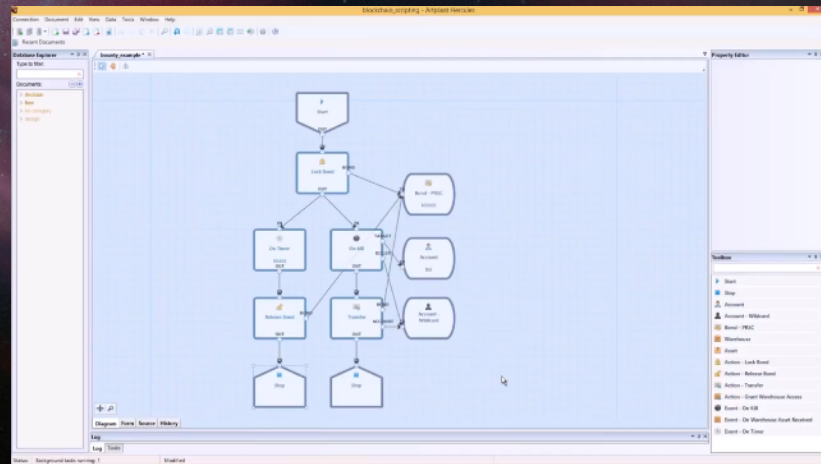
Travel Prototype

- ❖ Representation of Sol
- ❖ Travel between planets
- ❖ Ark ship
- ❖ Visual benchmark



Visual Scripting

- ❖ Started initial work for visual scripting of smart contracts
- ❖ Gives the power to the players
- ❖ Enables everyone to make contracts
- ❖ Easier to read contracts
- ❖ Andrey wrote blogpost about it that everyone interested in blockchain should read.



Applause from you, Parsec Frontiers CM, and 16 others



Andrey Tsirulev [Follow](#)
May 14 · 14 min read

Parsec Frontiers: We Took Up The Runes

Today we'd like to introduce the visual scripting solution for the smart contracts we're working on for Parsec Frontiers. But before that, I'd like to talk about why we feel it is important, and in order to explain this feeling of importance, I have to start with things that are not directly related to the game, but are rather keynotes of the industry in general. If you don't like starting from afar, please feel free to skip right to the **Introducing Visual Smart Contracts** section.

Ship Sale

- ❖ Partnered with Axie Infinity
- ❖ ERC721 token
- ❖ ARK-001 sold for 22 million PRSC or almost \$11,700



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Finance

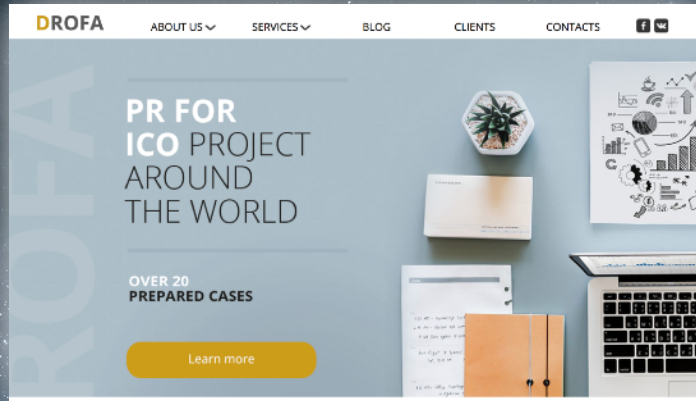
- Financial services used:
 - BitPanda
 - Paysera
 - Leupay
 - Bitmynt

PARSEC FRONTIERS CROWD SALE SPENDING ACCOUNTS

	ETH	NOK	EUR
<i>Capital from pre-sale</i>			
Pre-sale of tokens	564.16	1 321 000	
ETH sold for EUR Feb-Jun @571.98 ETH/EUR	-499.19		285 527
Adjusted currencies after conversion	64.97	1 321 000	285 527
<i>Overview of project expenditures</i>			
Artplant dev fee and additional expenses		-1 321 000	-129 804
Non-revised accounts:			
First playable 640 KNOK			
Game design 290 KNOK			
Blockchain Tech Eval 180 KNOK			
Smart Contracts 80 KNOK			
Concept and Mktng assets 250 KNOK			
Mktng and PR assistance 50 KNOK			
Community Management 150 KNOK			
Coordination and administration 360 KNOK			
External expenses 570 KNOK			
Freelancers and external staff costs	-52.93		-13 047
Marketing spend FB, Twitter, Google			-69 034
Public Relations			-29 031
Conferences			-36 510
Consultants, Estonia			-562
ETH spending account, deployment, transfers etc	-5		
Other			-89
Summarized project expenditures	-57.93	-1 321 000	-278 077
Net holdings per August 1st 2018	7.04	0	7 450

PR and Marketing

- Experienced Russian ICO PR agency Drofa
- April and May article work
- Marketing KPIs showed very low conversion



[Coinidol](#)

Crypto Ninjas

BTC manager

CryptoCoinnews

[Coinstaker](#)

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Live Bitcoin News

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Bitcoin Garden

Coin Journal

Coins.newbium

CryptoInsider

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News BTC

Cryptosrus

[ioebusiness.com](#)

Conferences

- Warsaw: Blockchain Connect
- London: Blockchain Expo
- Los Angeles: Crypto Invest Summit
- Kiev: Crypto Games Conference
- Qatar: Qatar ICO Day
- Oslo: Seed Forum

Token listing on exchanges

- Completed agreement for Hotbit (top 50 exchange)
 - Included market maker agreement for volume/spread
- Also talks with Coinbene and Bittrex

ICO Q2 statistics

827

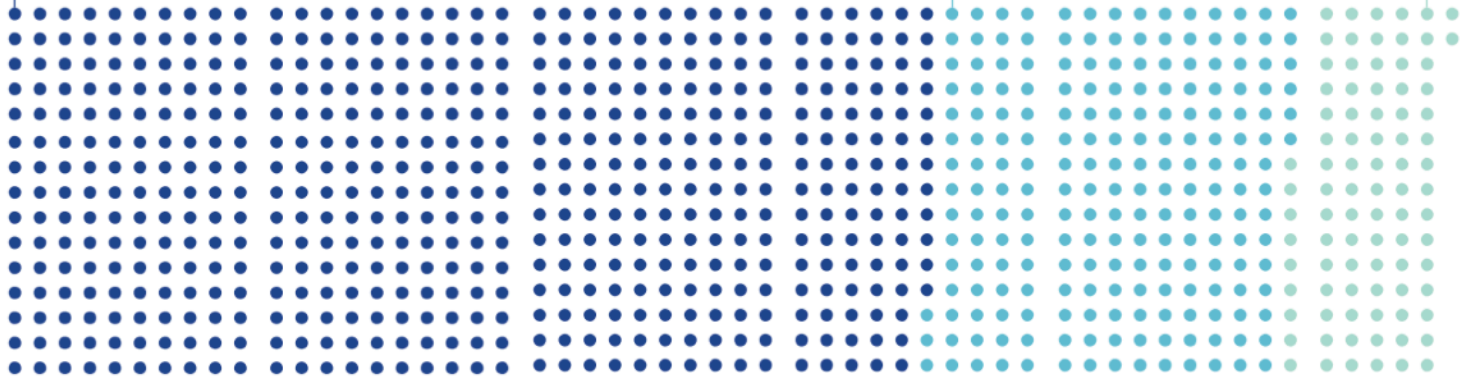
ICOs were staged
in Q2 2018

204

of them raised more
than \$100,000

61

were able to be
listed on exchanges



Evaluation and learning

- Private sale became more important than public sale - Death of ICOs
- Big interest in virtual items - important for business model
- Web page / E-mail extremely important
- Market conditions changed - bear market