



# BWE

## Blockchain

## With Environment

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# Our Vision



## Why Game?

Due to its accessibility and fun, games are the method that can lead the most voluntary participation of individuals. Regardless of gender, age, race, or culture, mobile games are already located closest to modern people's daily lives.

## Why Environment?

Nature is inseparable from human life and leisure. Nature in everyday life sometimes gives rest to human life and sometimes affects the life of the entire human race. The **environment**, which deals with the sustainability of nature, is an issue that needs to be understood and taken care of regardless of its issue.



## Why Blockchain?

Blockchain guarantees a 24-hour consensus system regardless of borders and regions. Through this, the promised consensus system, such as compensation and transactions, is freely implemented as a legal system, giving openness and scalability to the existing platform.

# Our Vision

We pursue value beyond existing P2E and NFT

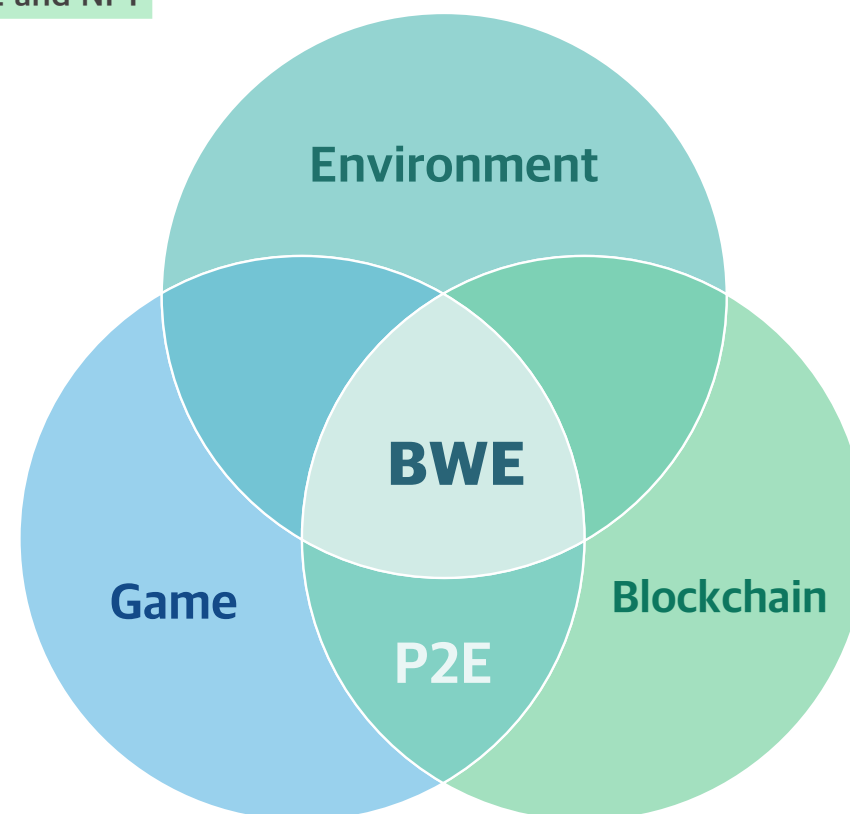
## Game

By legally regulating currency compensation and liquidity transactions above a certain level in the game, the transfer of goods between users is carried out unofficially with high fees and risks.

## P2E

In the name of Play to earn, they received a number of projects and market attention, but most of them disappeared due to the following problems.

- 1 Raw game quality → Repeat missions & receive rewards
- 2 Meaningless reward → Repeat missions & receive rewards
- 3 One-off token economy → Inflation & Price collapse & user exit



## BWE is an integrated platform project with value, not a one-off P2E.

- 01** Realization of social value that conveys individual understanding and knowledge acquisition about nature/ecosystem in an easy and fun way through multiple P2E games and NFTs containing each theme of nature
- 02** Realization of BWE integrated platform, realization of the whole nature and ecosystem integrating each theme of nature, and combining token and NFT ecosystem
- 03** In the process, the realization of Web3 values in which rewards are given to individuals who participate in BWE's products

# Market Overview

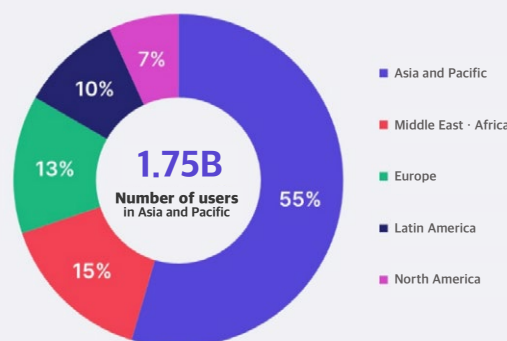
The long-term growth of the gaming industry has long been anticipated.

The rise of leisure time and the development of electronic devices have transformed gaming into a popular content that can be recognized and enjoyed as a culture. As the gaming industry has become a culture, the market size has grown accordingly. The global game market is growing rapidly at a compound annual growth rate (CAGR) of 7.9% over the past five years, and the share of the mobile game market is expected to increase steadily from 35.2% in 2017 to 47.5% in 2023. In terms of size, it is also growing faster than the console gaming market as well as the PC gaming market.

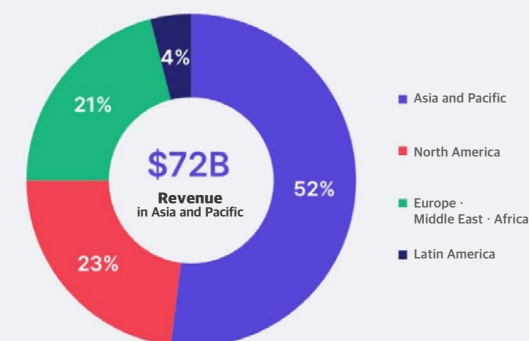
One of the biggest reasons for the significant growth of the mobile gaming market is the "low barrier to entry". The proliferation of smartphone devices that allow users to play games around the clock, the continuous innovation of the internet environment such as 5G services, and the online culture that has already become a part of everyday life have all contributed to the low barriers to entry in the mobile game market. In addition, game service models are diversifying and evolving, such as providing a free-to-play environment when downloading games, or offering "freemium" services that allow users to purchase in-game goods or items as needed while playing. As a result of these growth factors, the mobile gaming market is expected to continue to grow over the long term.

## The largest game market in the world, Asia

Proportion of users by region (2022)



Mobile game revenue Proportion by region (2019)



Asia's mobile gaming market has attracted global attention due to a combination of these factors, accounting for more than 50% of the world's users and revenue.

These markets are characterized by high penetration of smart devices, excellent internet access, long average working hours, and a culture where gaming is perceived as leisure.

Each region is characterized by the following characteristics

East Asia, represented by China, Japan, and Korea, has a high average education level and average income, and its average revenue per user (ARPU) is among the highest in the world.

Southeast Asia has a large population, high participation rate, and a gaming and crypto-friendly culture and regulatory environment.

# Market Overview

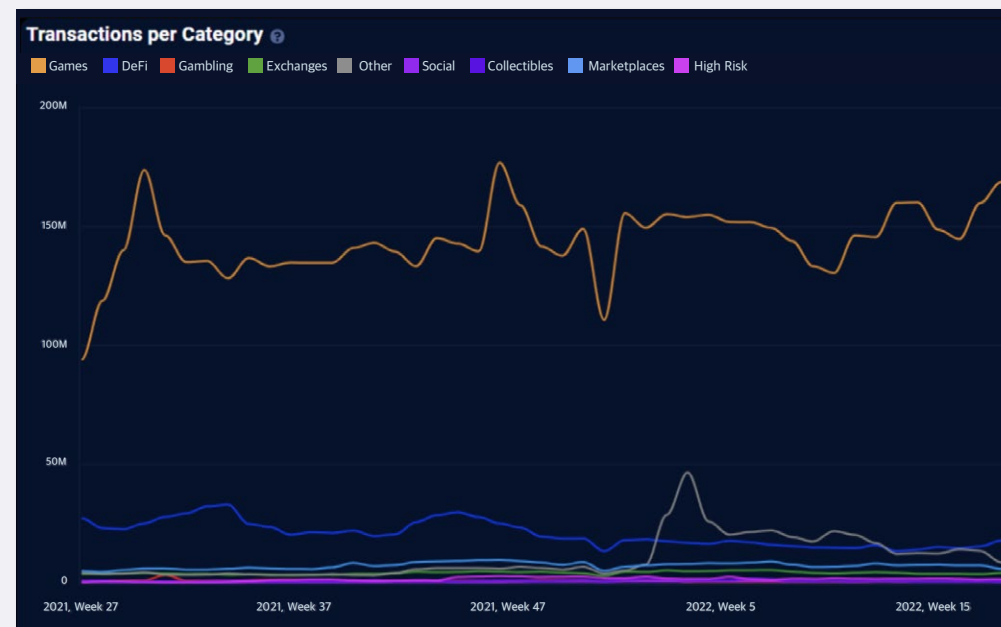
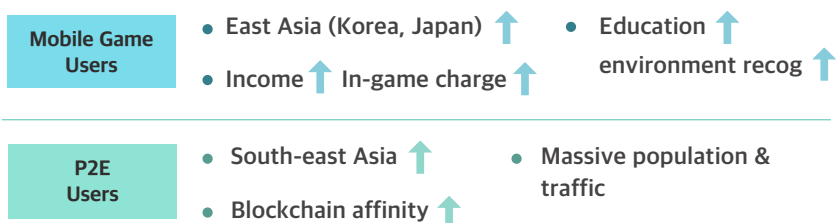
While the downturn in the crypto market has made it difficult for all projects to scale and maintain their ecosystems, P2E continues to be loved by users, accounting for a significant portion of blockchain transactions in early 2023. It is the Southeast Asian market that is having the greatest impact on the stability and scalability of the project through such participation.

As seen in the case of Axie Infinity, the participation rate and activity of Southeast Asian users is one of the highest in the world. With their voluntary and enthusiastic participation, P2E projects can lay the initial foundation and stabilize the ecosystem to function as designed. In the crypto market, users and traffic are directly related to the position of projects and dapps, so acquiring users in the Southeast Asian market is essential to achieving project milestones and expanding the partnership ecosystem.

BWE's strategic approach to Southeast Asian submarkets (Philippines, Vietnam, and the recently emerging Indonesia) and detailed reward system make us the choice of crypto and P2E users.

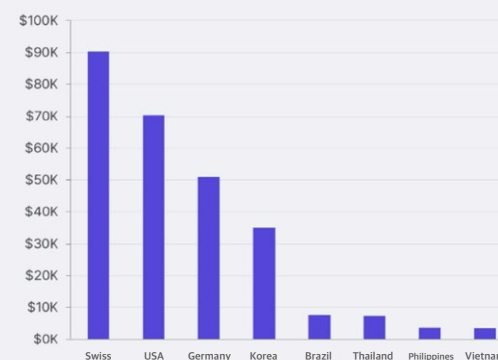
In addition, BWE aims to capture the revenue of enthusiastic users and projects in the existing mobile game market with game quality and themes that are available in the East Asian market.

## BWE targets Web2 and Web3 users at the same time

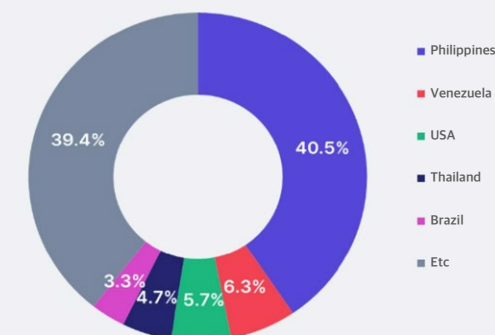


## Correlation between P2E trend and low national income

Average wages by country



Distribution of Axiefinity users in 2022

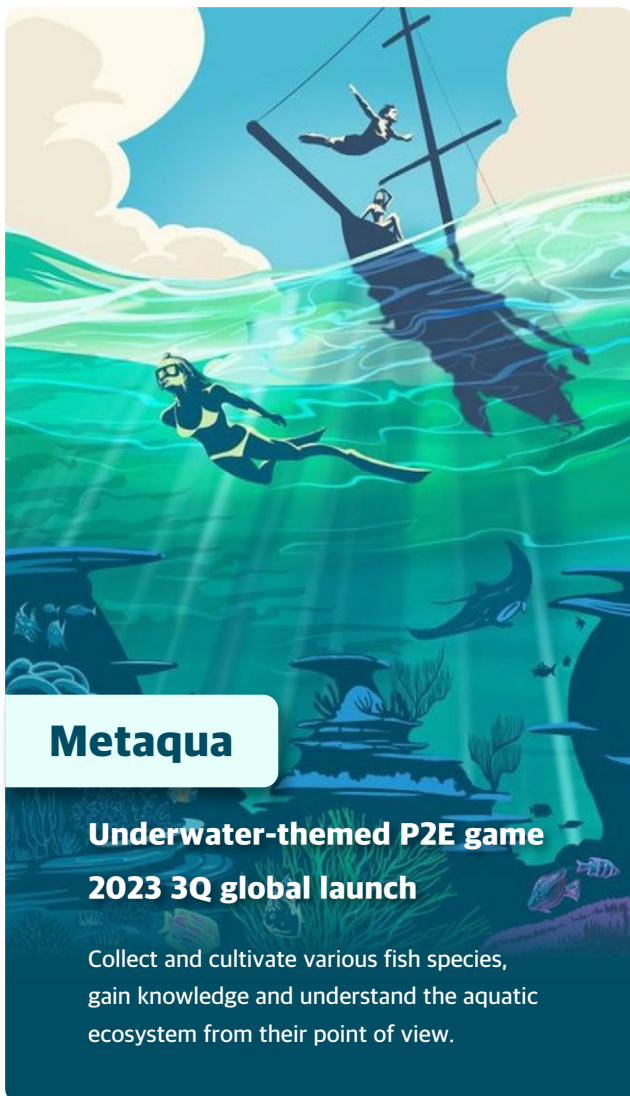




# Product Overview

It is a P2E game based on each theme of nature and deals with each ecosystem step by step to realize the value of BWE.

## Phase 01

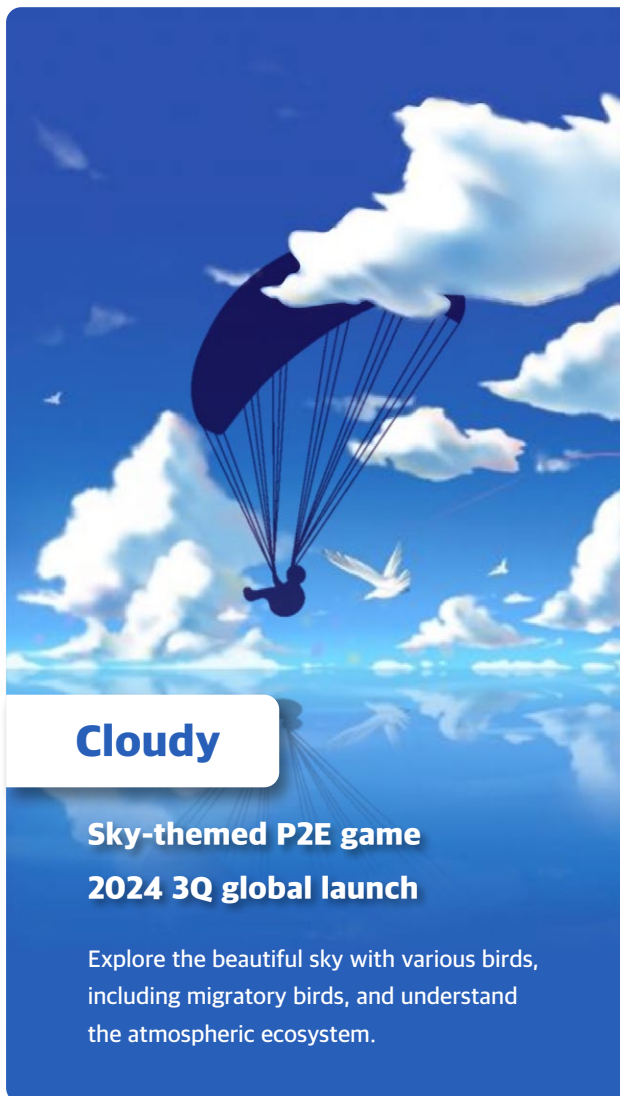


### Metaqua

**Underwater-themed P2E game**  
**2023 3Q global launch**

Collect and cultivate various fish species, gain knowledge and understand the aquatic ecosystem from their point of view.

## Phase 02

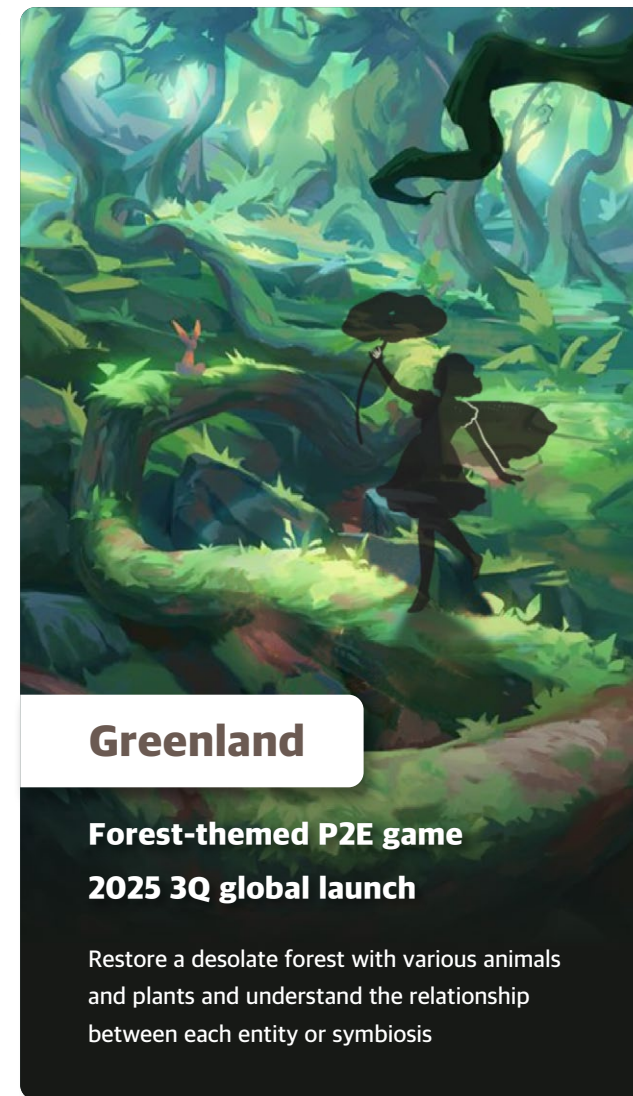


### Cloudy

**Sky-themed P2E game**  
**2024 3Q global launch**

Explore the beautiful sky with various birds, including migratory birds, and understand the atmospheric ecosystem.

## Phase 03



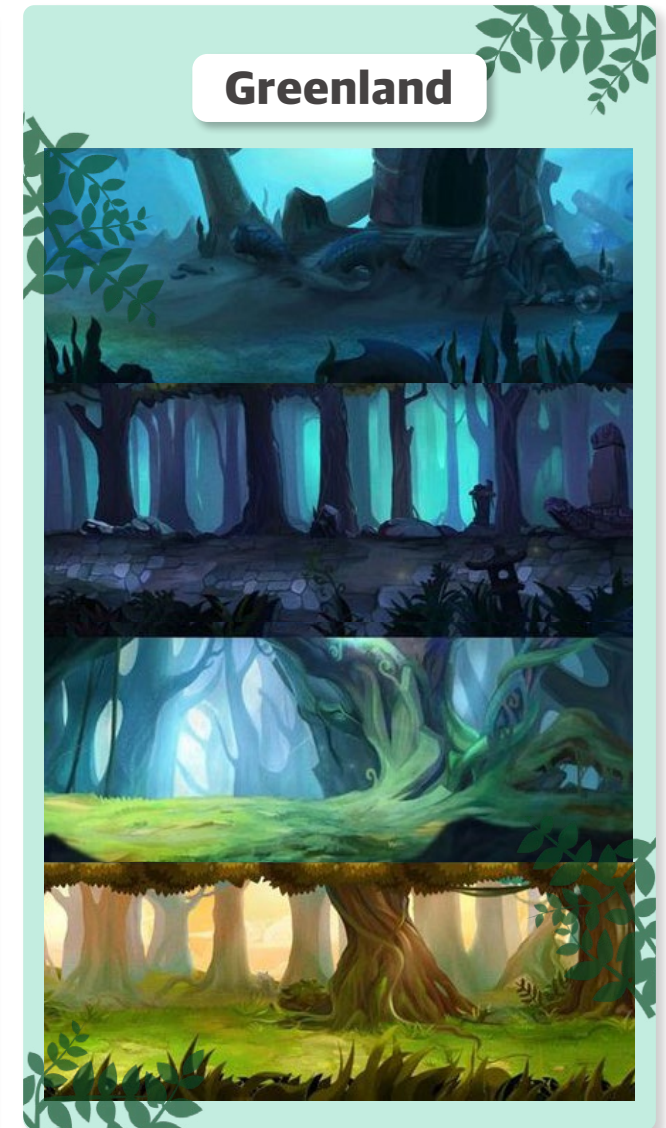
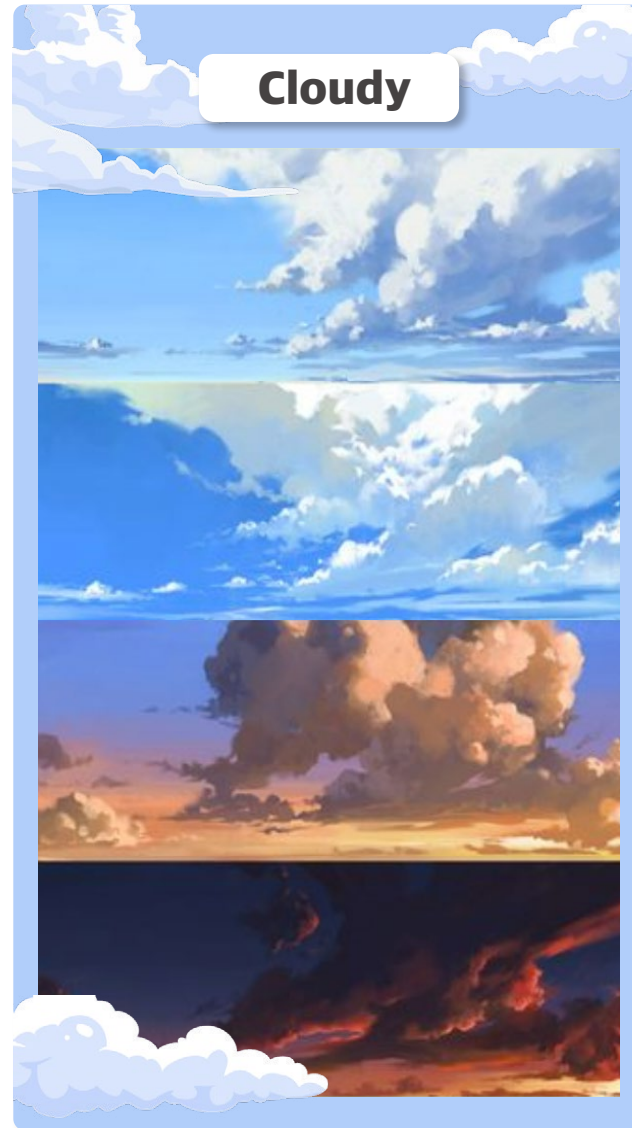
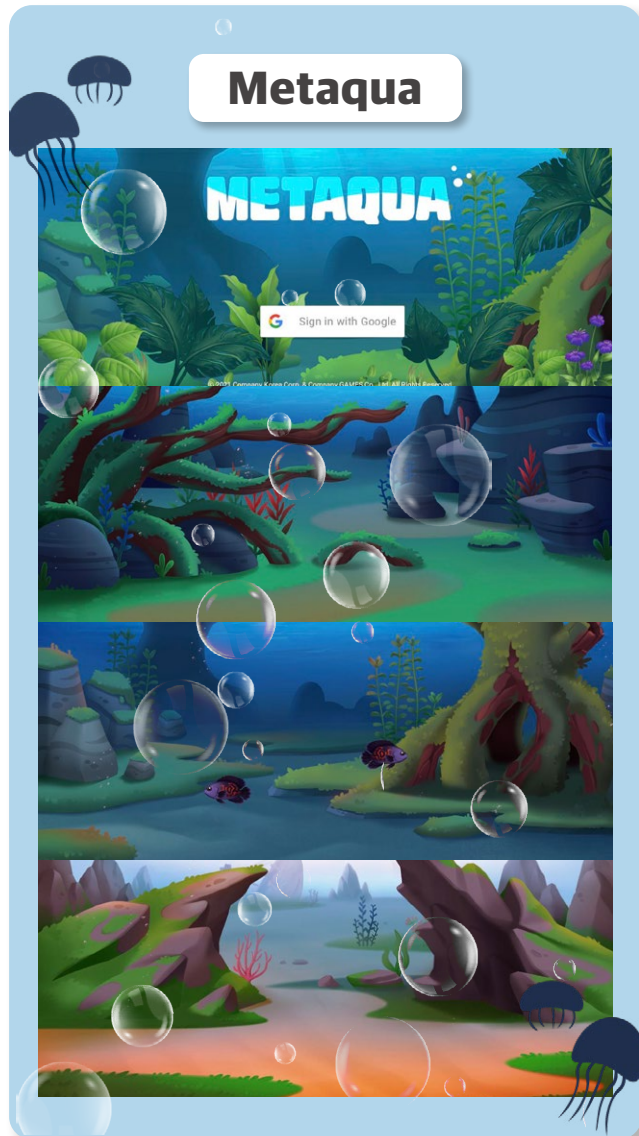
### Greenland

**Forest-themed P2E game**  
**2025 3Q global launch**

Restore a desolate forest with various animals and plants and understand the relationship between each entity or symbiosis

# Product Overview

A game background illustration that captures the beauty of nature while being casual. We create harmony with nature with fish / birds / plants / animals collected by theme.





# Product Overview

Connects and expands the underwater-sky-forest theme environment and the BWE / NFT ecosystem through the BWE integrated platform.



WideWorld Metaverse DAPP



## BWE Platform

BWE / NFT connection and  
free movement in each game  
(underwater / sky / forest)

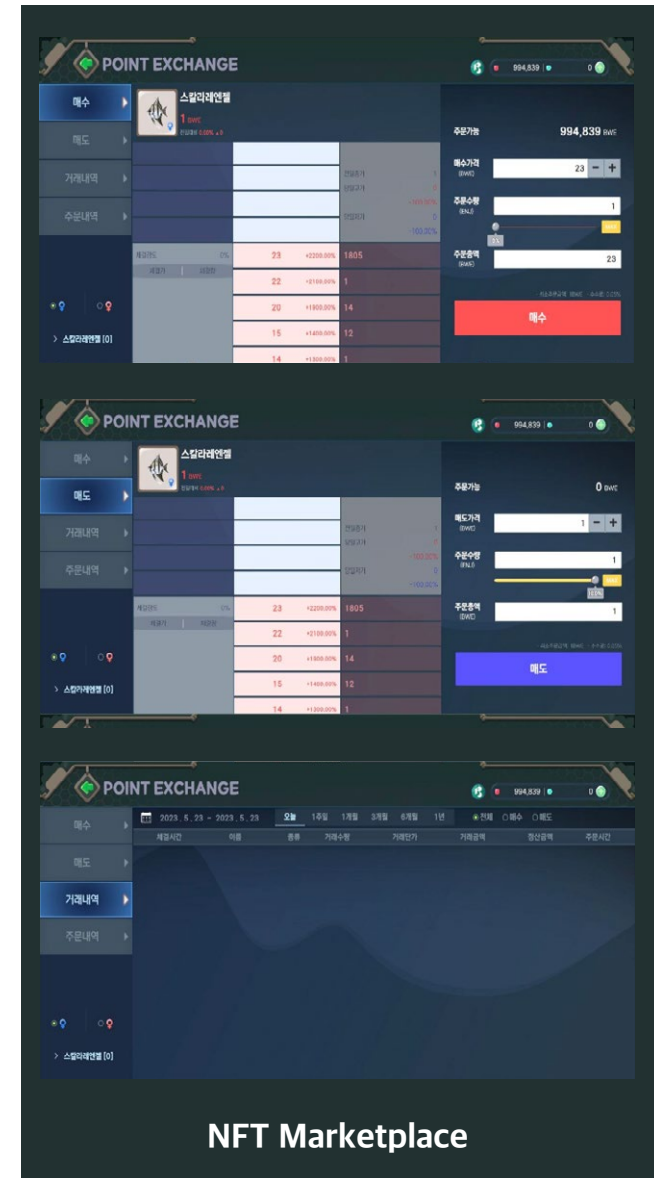
Collaboration with other blockchains  
and NFT projects and NFT /  
content integration

In the NFT Marketplace,  
where you can register and trade NFTs  
of each theme with the CEX UI

Underwater theme - Various Fish NFTs  
Sky Theme - Various Bird NFTs  
Forest Theme - Various animal/plant NFTs

DAO (Decentralized Autonomous  
Organization) activity /  
participation platform for  
governance

BWE Supporter / Gamer / DAO  
Integrated Community Platform



NFT Marketplace

# Strategy

## Meticulous short-term plans and long-term plans for each phase

**Phase 1** Successful publishing and securing liquidity

**Phase3** Offline content / supporter expansion

**Phase2** Ecosystem and community expansion and big listing

**Phase~** Collaboration with other projects, blockchain scalability

### 2026 PWE Platform & WideWorld Launch

- NFT project collaboration
- P2E project collaboration contents
- Side game
- Joint project meet-up and side party
- Token/NFT Utility Expansion

### 2025 Greenland Global launch

- Formation of BWE ecosystem supporters
- Offline events and supporters events
- BWE Dao platform open
- Formation of Governance through Voting

### 2024 Cloudy Global launch

- Cloudy mobile app currently under Dev
- 2nd usd exchange listing
- Domestic/global community and guild marketing
- Korating evaluation
- Korea Blockchain Week meetup

### 2023 Metaqua Global launch

- Completed Dev of Google Play app
- Completed securing global marketing partners
- Certik technical audit
- DEX pool management system



## Product Detail

# Metaqua



Metaqua is a collectible P2E game set in a beautiful underwater world.

Players can explore an underwater world that expands from tank-pond-river-ocean with a variety of casual and natural background illustrations.

As the world expands from tank-pond-river-ocean, so does the range of ecosystems, and players will encounter a wide variety of species, from ornamental fish to marine life.

In Metaqua, players can manage their own aquatic ecosystem by considering factors such as water temperature / pH concentration / food, and increase the population and improve the rarity by considering the characteristics and breeding environment of each species such as males / females and predators.

As players increase the diversity of species and the rarity of objects, they can expand their Collection and Library, earn achievement bonuses, and gain advantages in future play.

The in-game Market allows players to freely trade the objects they have and don't have. With an exchange-like UI/UX that implements asking price and an order book for each object, users can pursue a different kind of fun.

Players can realize out-of-game ownership of rare objects by NFTing them, which can be utilized for future content in the WideWorld open world or BWE Platform.

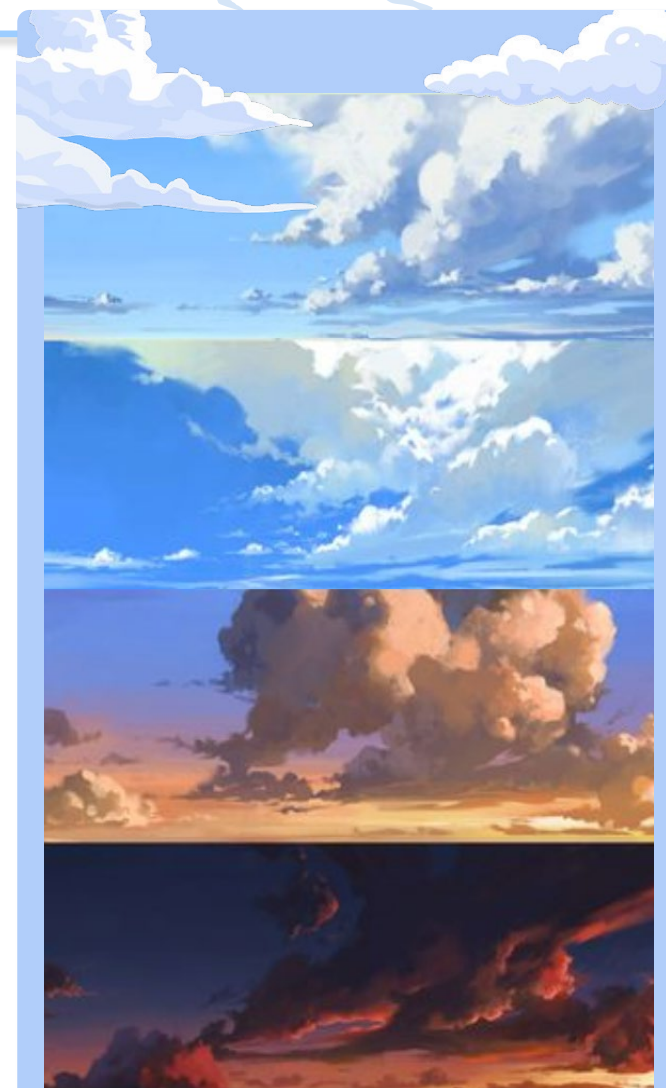




# Cloudy

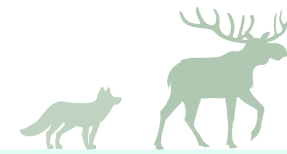


Players can realize out-of-game ownership of rare objects by NFTing them, which can be utilized for future content in the WideWorld open world or BWE Platform.



## Product Detail

# GreenLand



GreenLand is a growth-based simulation game set in a forest that captures the mysteries of nature.

Players can start from a forest that has been devastated by logging, fire and create a rich forest that can be home to a variety of species.

Various scenarios are prepared according to local temperature/altitude/rainfall/soil, and there are favorable plant species such as conifers and broadleaf trees depending on local environment.

By placing and investing in plants according to the player's choice, the player's forest will gradually develop into a healthy and sustainable ecosystem, such as improving soil quality and responding to rainfall, climate change, etc. through various interactions in the plant ecosystem.

This leads to the unlocking of more diverse plant and animal species with symbiotic relationships/food chains allowing players to experience the development of their forest with more options and scenarios.

Several groups of plants/animals will have a synergistic effect when gathered together over a certain period of time, providing a permanent buff for forest management. Conversely, the lack of certain plant and animal groups will act as weakness.

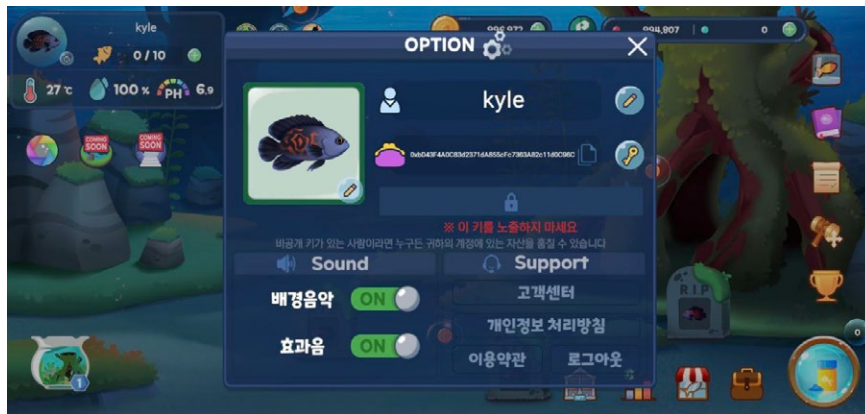
Players can also realize out-of-game ownership of rare objects by NFTing them, which can be utilized for future content in the WideWorld open world or BWE Platform.





# Game Ecosystem

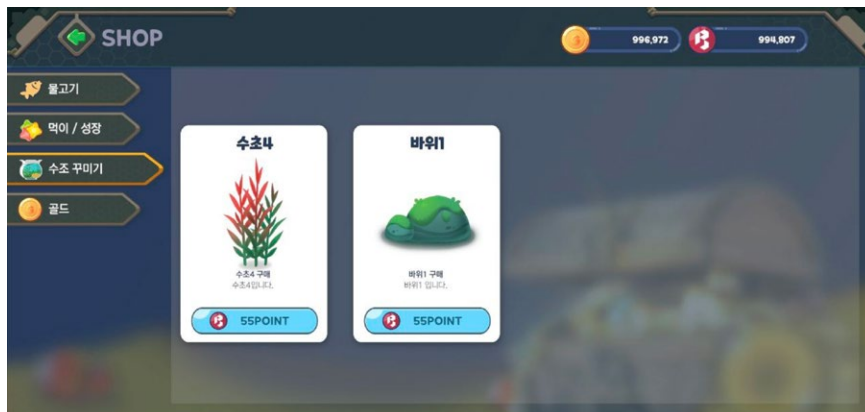
- 01** Users are given a Profile that is linked to an unique private wallet. The Profile and Wallet are then shared across all BWE games and platforms in all phases.



- 02** Users can earn in-game currency, Points, through BWE's themed game content. In addition to daily missions, there are various contents such as collections, weekly contents, and themed contents.



- 03** Users can spend and earn Points to progress and complete content through in-game shops / consumables / characters / NFTs / in-game exchanges, etc.



- 04** Users are evaluated for progress or completion based on the criteria of each phase, and the rank is aggregated, and weekly/monthly rewards are given in BWE tokens based on the rank.





# Game Ecosystem

In-game characters and objects (animals, plants, birds, fish, etc.) can be bought and sold using the Exchange UI through the in-game currency Point.

In-game characters and objects are important for content progression and rank entry, and users can adjust the amount of Points earned/consumed through the game according to their own style, or play for pure fun regardless of ranking rewards.

Excess points can be swapped for BWE tokens and freely transferred to a blockchain-based private wallet, used for content on the BWE platform / each theme game, or traded on decentralized or centralized exchanges.

BWE tokens will serve as common goods & bridge used in the underwater / sky / forest themed games Metaqua / Cloudy / GreenLand, and finally as a governance / utility token for enjoying the Wideworld and Bwe Platform, which deals with the entire nature.

In-game characters and objects from each game can be NFTized when they reach a certain Rarity and can be registered/traded on the BWE Platform.

Metaqua's aquatic life NFTs, Cloudy's bird NFTs, and GreenLand's flora and fauna NFTs play an important role in individual games, but they also have the scalability to be registered in WideWorld to enjoy open-world content or be utilized for collaborative content with other projects.

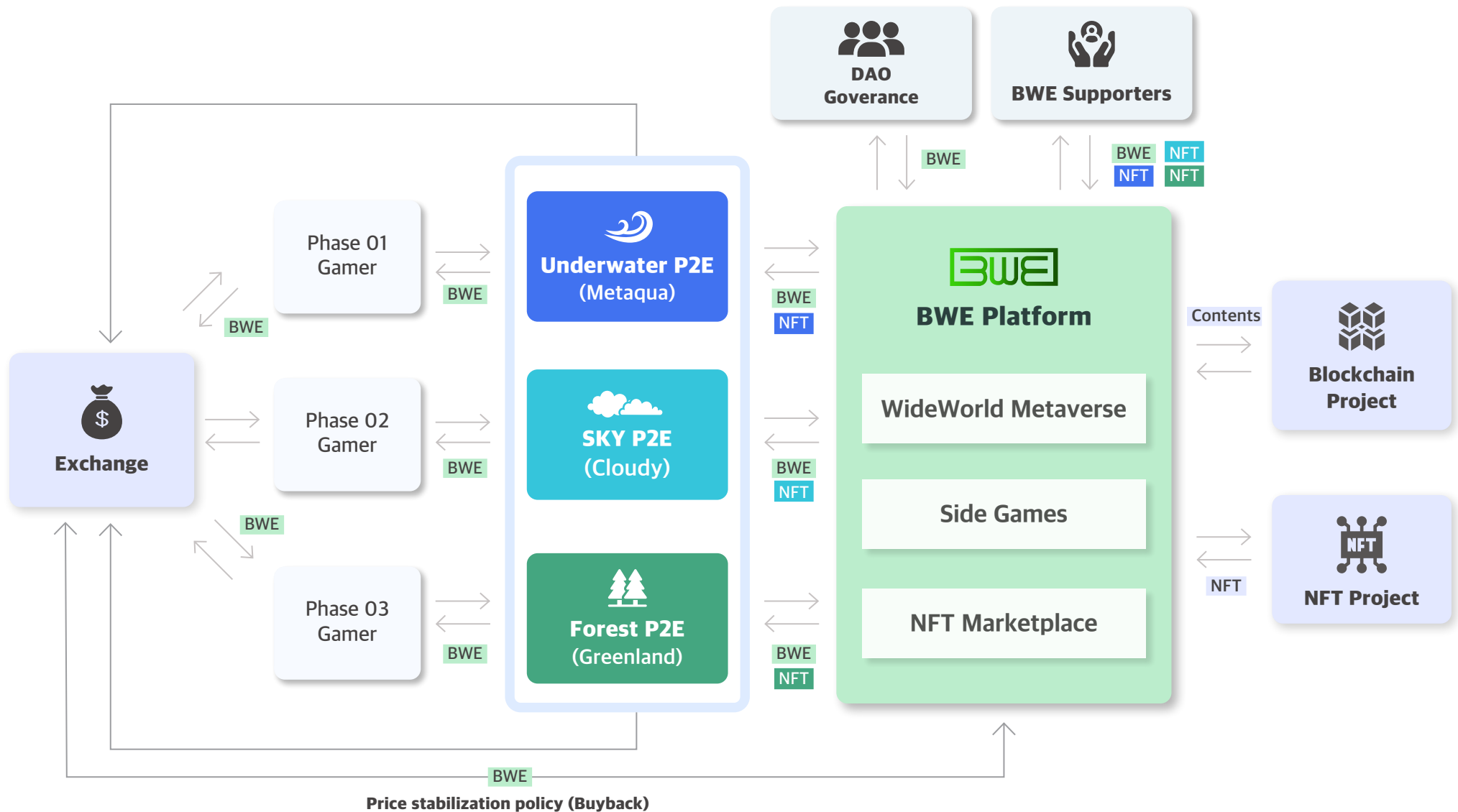
Start with a theme and enjoy nature, content, and NFTs in a complete ecosystem of BWE platform and BWE tokens!



# Game Ecosystem

## Product Feature / Product Structure

: Combination and synergy of contents / Expansion of utility of goods /  
Design for balance of supply and demand



# BWE Utility

01.

## Utility Token for games by theme

: Each theme (underwater/sky/forest) functions as goods, fees, and rewards in P2E.

02.

## Utility Token of NFT ecosystem by theme

: Functions as a fee and reward for issuing/exchanging NFTs (fish/birds/animals and plants) for each theme.

03.

## Utility Token of BWE integrated platform

: Common goods of the integrated platform, fees for NFT registration and participation in metaverse contents, and functions as transaction units and fees for NFT marketplaces.

04.

## Governance Token

: Decision-making through voting by the DAO community is the basis for determining the direction of the BWE platform and services.





# BWE Sustainability

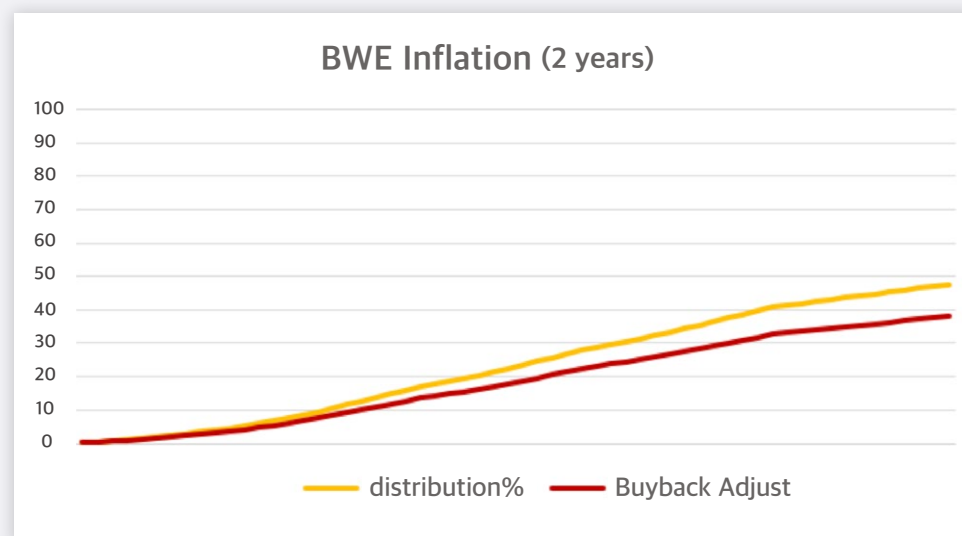
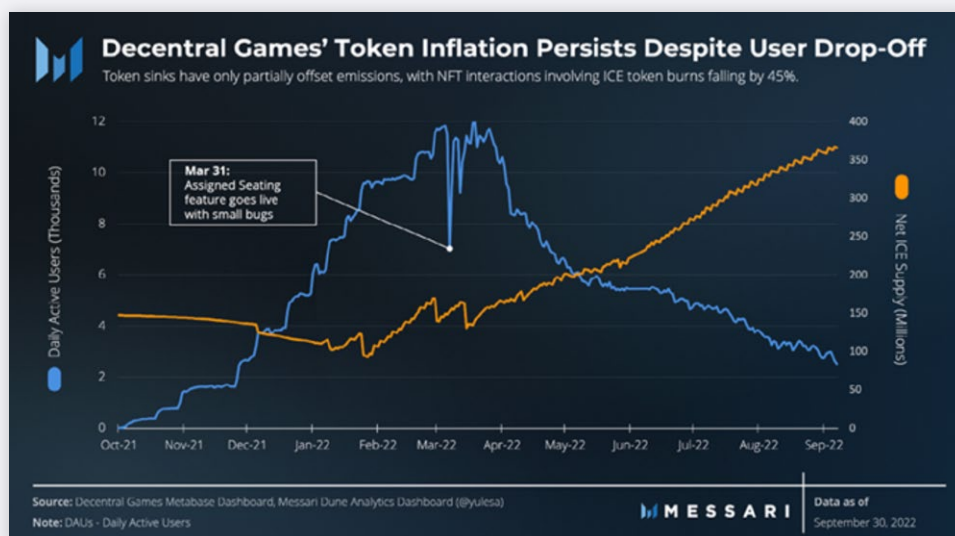
Sustainable Token Economy,  
This is essential for securing time to realize the value of the project.

## Most P2E games are designed as one-off project

- 01 As user traffic increases, reward tokens increase, so token amount Inflation (orange line)
- 02 Token price drops due to the amount of tokens pouring into the market
- 03 Users leave (sky line), project life cycle ends within 1 year

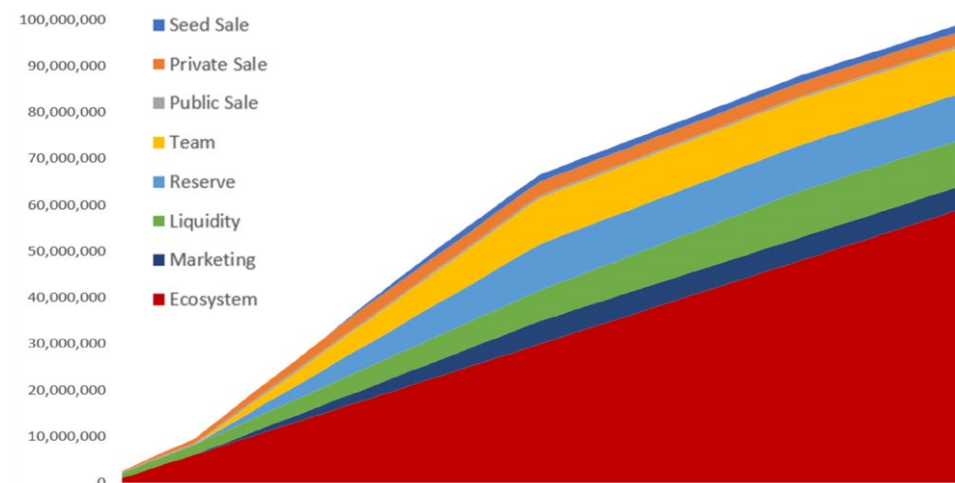
## BWE's token economy is designed to be sustainable.

- 01 Design from a long-term perspective that can cover all three phases and integrated platforms for each nature theme
- 02 Separate reward pool for each P2E / Competitive system within limited rewards
- 03 Token price maintenance policy through in-game sales buy-back

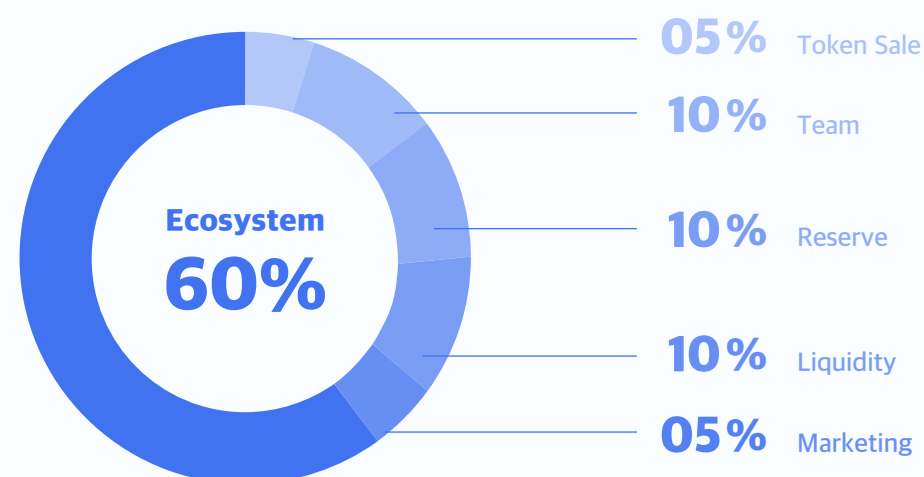


# Token Distribution

Name	Blockchain With Environment
Ticker	BWE
Chain	ERC-20
Purpose	
Gaming and NFT ecosystem rewards and transfer	
Utility	
Marketplace, Wallet, DEX, In-game good transfer, NFT	



Division	%	Token allocation
Token Sale	5.00%	5,000,000
Team	10.00%	10,000,000
Reserve	10.00%	10,000,000
Liquidity	10.00%	10,000,000
Marketing	5.00%	5,000,000
Ecosystem	60.00%	60,000,000
Total	100.00%	100,000,000



# Token Distribution

## Token Sale

Classification and lockup schedule by investor is as follows

Division	%	Token allocation
Seed Sale	1.50 %	1,500,000
Private Sale	3.00 %	3,000,000
Public Sale	0.50 %	500,000
<b>Total</b>	<b>5.00%</b>	<b>5,000,000</b>

Seed Investor :15 months cliff, then montly unlock for 9 months

Private Investor : Monthly unlock for 18 months

Public Investor : 30% TGE, then monthly unlock for 12 months

## Ecosystem

Allocation for ecosystem system operation, including rewards for participation in games, contents, and platforms within the BWE ecosystem.

Realizing a sustainable token ecosystem by strictly setting pools for each theme and season (games and contents).

Division	Recap	Contents	Token allocation
Seed Sale	Phase 01	Metaqua	10,000,000
Private Sale	Phase 02	Cloudy	10,000,000
Public Sale	Phase 03	GreenLand	10,000,000
	phase 04	WideWorld / Platform	30,000,000
			<b>60,000,000</b>

monthly unlock for 60 months

-> Different limited utilization for each Phase schedule

## Team & Reserve & Marketing

The lockup schedule for the Foundation's operations, ecosystem building, and product marketing is same as follows

6 months cliff, then montly unlock for 24 months

## Liquidity

Allocation for liquidity management purposes for the token ecosystem  
Monthly allocation after initial allocation for Phase 1 game stablization.

10% TGE, then montly unlock for 48 months



# Roadmap



## 2025 3Q~4Q

- Forest theme game Greenland beta open
- Launched forest-themed game Greenland
- (Underwater-Sky-Forest) integrated platform development
- NFT Integrating
- BWE 2nd generation supporters organization and event

## 2026~

- (Underwater-Sky-Forest) integrated platform launch
- Environment theme metaverse open
- Add side games and NFT ecosystem
- BWE n-th supporter organization and event

## 2025 1Q~2Q

- Development 3rd phase game
- Metaqua 2nd Update
- BWE 1st generation supporters organization and event
- BWE DAO platform open

## 2024 3Q~4Q

- Sky theme game Cloudy open beta
- Launch the sky-themed game Cloudy
- KBW Offline Meetup

## 2023 2Q~4Q

- Publishing whitepaper and website
- Public Sale
- Launched underwater theme game Metaqua
- NFT service open

## 2024 1Q~2Q

- Update pond and aquarium service
- Development of 2nd phase game



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