

**VALHALLA**  
**FOUNDATION**

# WHITEPAPER



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**INFINIGODS**

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The purpose of this document is to share the design principles around the future of mobile gaming

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## INTRODUCTION

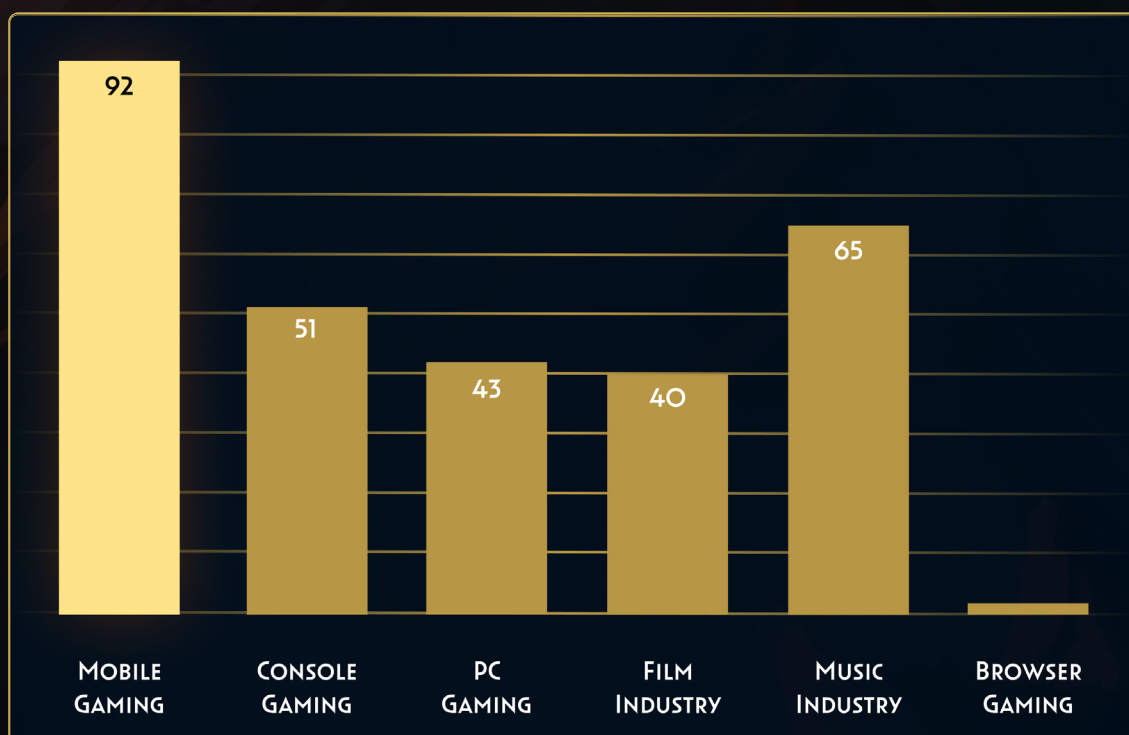
# INTRODUCTION

The Valhalla Foundation has partnered with InfiniGods, the leading Web3 mobile gaming studio, to launch Godcoin (\$GOD)—a token designed to revolutionize mobile gaming. \$GOD aims to transform the mobile gaming experience for millions of players by introducing innovative gameplay, new economic models, enhanced player experiences, industry-disrupting blockchain infrastructure, and more.

## AND THE STAKES COULD NOT BE HIGHER.

Mobile gaming is the largest entertainment industry in the world, with over 2 billion people playing games on their smartphones daily, contributing to an annual expenditure exceeding \$150 billion. This dwarfs other gaming sectors such as console, AAA, PC/browser, and Telegram-based gaming. In fact, it surpasses the revenues of both the music and film industries, too.

## GROSS REVENUE (2024)



## INTRODUCTION

Despite these impressive figures, the mobile gaming industry has experienced minimal innovation over the past decade, leaving it ripe for disruption. Most mobile games operate on a free-to-play model, where only a small fraction of players make purchases. Developers prioritize monetizing this subset of players, often at the expense of the broader player base. Economically, developers retain exclusive control over in-game resources, limiting real-player participation to in-app purchases (IAPs) or viewing advertisements. This outdated structure has stifled innovation and constrained the potential for creating truly engaging and enjoyable gaming experiences.

## ENTER INFINIGODS

InfiniGods is a free-to-play Web3 mobile gaming studio specializing in mythological-themed games and cutting-edge mobile gaming infrastructure. Founded in December 2021 by CEO Damon Gura and CRO Owen O'Donoghue, InfiniGods has become the market leader in Web3 mobile gaming, driven by the success of its flagship title, *King of Destiny*.

*King of Destiny* is a 'Luck Battler' akin to *MonopolyGO* and *CoinMaster*. To date, it has amassed over 2 million downloads. In the game, players test their luck to win jackpots, explore different eras, attack friends, and defeat legendary monsters—all in pursuit of fame, fortune, and glory. The game is designed to disrupt the Luck Battle category, which is the fastest-growing and highest-revenue-generating genre in mobile gaming.





## INTRODUCTION



Currently available on both iOS and Android, *King of Destiny* is live in app stores with active crypto integrations and full compliance with platform policies. The game utilizes InfiniGods' proprietary Web3 mobile game infrastructure, the **Valhalla Protocol**, to provide players with an abstracted, seamless blockchain experience.

InfiniGods' founding team includes key members with experience at Facebook, Scopely, and Machine Zone. To date, the company has raised \$17.3 million in funding, including an \$8 million seed round in early 2022 led by Pantera Capital, Framework Ventures, and Animoca Brands. This was followed by an \$8 million Series A investment in Q4 2023, funded entirely by Pantera Capital. In Q3 2024, InfiniGods raised a \$1.3 million strategic round led by Arete Capital, with participation from LiquidX, Seedphrase, Grail.eth, Mando (Rekt), Max Crown (Co-Founder, MoonPay), and other notable figures in the crypto industry.

For more details about the InfiniGods team, please refer to the end of this whitepaper

# THE FOUNDING JOURNEY

InfiniGods was founded by gaming industry veterans Damon Gura (CEO) and Owen O'Donoghue (CRO), both of whom have decades of experience in the social and mobile gaming space. Damon founded DGN Games in 2014, scaling its business to over 14 million players and \$100 million+ in revenue before its acquisition by Crown Gaming. Damon is also a named inventor on 69 patents in casino, slots, and mobile gaming. Owen spent 11 years at Facebook building their social and mobile gaming business, which scaled and monetized notable games like Candy Crush and Farmville. The early vision and thesis were simple: mobile games could be fundamentally better—and more fun—by integrating blockchain technology in meaningful ways.

## PLAYERS COULD TRULY OWN THEIR ASSETS

By integrating elements of mobile games with blockchain technology—and decentralizing slices of the economy—players could truly own their assets and participate meaningfully in game economies. This approach

would allow players not only to purchase in-game items from developers but also to earn tokenized items through gameplay or trade them trustlessly with other players. Additionally, Web3 offered a way to circumvent the Apple/Google payment duopoly in the industry, enabling players to use tokens to transact and trade in-game items, thereby avoiding high platform fees.

## RELEASE OF THREE GAMES IN UNDER TWO YEARS

The team adopted a product-first strategy, prioritizing the development of quality games over hype. This approach led to the release of three games in under two years.

The first was ***InfiniMerge***, a web-based casual puzzle game playable across mobile and desktop platforms. The second was ***Immortal Siege***, a mid-core Tower Defense title. Both games provided valuable insights as the InfiniGods team experimented with various Web3 elements and mechanics, refining their understanding of how to enhance the gaming experience for players.



## INTRODUCTION



# LEARNINGS AND DISTRIBUTION

Key themes emerged as the team continued to experiment with Web3 mechanics:

- **Player-Owned Economies Enhance Monetization:** When players can take in-game items onchain and trade them peer-to-peer in a trustless environment, overall monetization increases. This has been demonstrated by the embedded PWA marketplace in *King of Destiny*, where player monetization rates have exceeded category averages due to increased motivation to spend.
- **Ownership Drives Retention:** Players who own in-game assets tend to remain engaged for longer periods, as they have real value invested in the game. For example, the Avatar collection in *King of Destiny* has significantly increased player retention rates by enhancing their motivation to play. Introducing onchain assets via gameplay has a tangible positive impact on key performance indicators (KPIs).
- **Frictionless Onboarding is Key:** Web2 gamers will embrace Web3 as long as the process is seamless and does not require adopting unfamiliar behaviors. Abstraction and invisibility are critical to onboarding success. Crypto in mobile gaming is far less scrutinized than by users on other gaming platforms.
- **Native App Presence is Crucial:** Web-based games have limited distribution potential. To achieve mass adoption, games must be native and available on app stores to facilitate scalable user acquisition. Web3 integrations can significantly enhance unit economics, making user acquisition efforts more viable compared to Web2 counterparts.



# FORGING THE FUTURE OF MOBILE GAMING

InfiniGods' ambition is to disrupt the mobile gaming industry by equipping developers with the tools to build fully abstracted, player-owned game economies. This approach benefits both players and developers, improving user experiences while transforming core KPIs.

These learnings have been integrated into *King of Destiny* and have informed the development of supporting mobile gaming infrastructure.

## THE \$GOD TOKEN LIES AT THE HEART OF THESE INNOVATIONS.

As the flagship game, *King of Destiny* serves as both a proof of concept and the cornerstone of InfiniGods' go-to-market and distribution strategy. Content and user growth must ultimately come first before infrastructure can, or should, scale.

At the time of this whitepaper, *King of Destiny* features five blockchain integrations, has created 600,000 wallets, and its player base has generated approximately 3 million onchain transactions through various initial touchpoints. In Q4 2024, it generated over \$500K in revenue and became

## THE MOST DOWNLOADED WEB3 MOBILE GAME, WITH AROUND 1.5 MILLION DOWNLOADS.

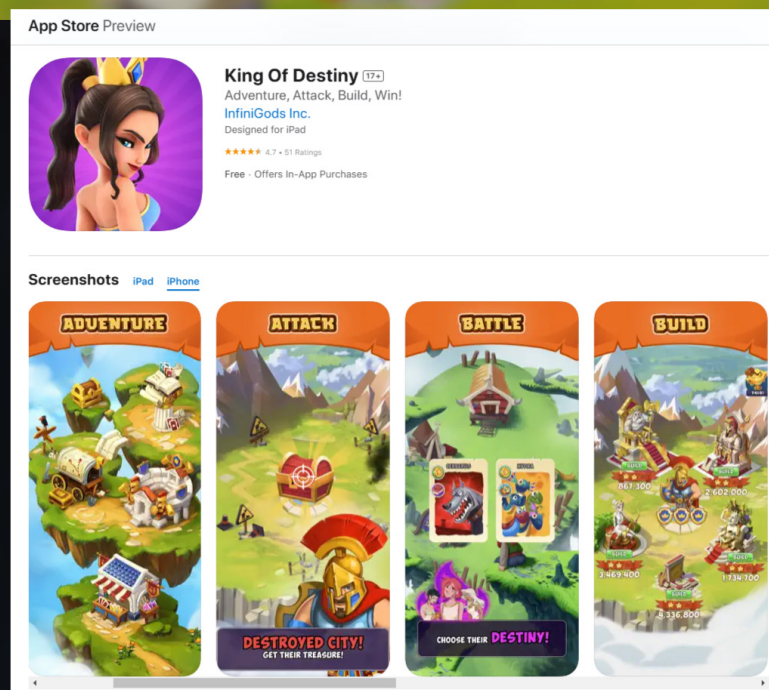
Through the development of *King of Destiny*, the team has resolved key infrastructure challenges that traditional mobile game developers face when integrating blockchain. This solution reduces friction, cost, overhead, and execution risks, making it easier for both established studios and independent developers to transition onchain.

## THE NEXT FRONTIER FOR MOBILE GAMING IS ONCHAIN.

KING OF DESTINY

# KING OF DESTINY

*King of Destiny* is a free-to-play "Luck Battle" mobile game available on iOS and Google Play. It has amassed over 2 million installs and is the first game in its genre to integrate Web3 components, all while remaining fully compliant with app store policies.





## KING OF DESTINY

*King of Destiny* stands as the category leader in the Web3 “Luck Battle” genre.

## LUCK BATTLE

Luck Battle is the fastest-growing and highest-monetizing game genre in mobile gaming. Games like *Monopoly Go* and *CoinMaster* have surged in popularity in recent years. Rooted in Social Casino (“Luck”) and Casual PvP (“Battle”), the genre generates over \$5 billion annually and attracts more than 100 million players monthly.

### LUCK BATTLE GAMES CONSIST OF TWO MAIN GAMEPLAY LOOPS:

1. A “luck” loop that provides players with various resources.
2. A mid-core loop involving city building, attacking, and defending in asynchronous PvP gameplay.

While product-market fit (PMF) is frequently discussed, **genre-market fit (GMF)** is equally important. Certain genres naturally align with crypto behaviors and economies, while others can only incorporate them in limited ways. Luck Battle is particularly suited to crypto-enhanced gaming because its core user behaviors—aggressive spending patterns, a strong appetite for risk/reward, social casino mechanics, peer-to-peer trading, item collection, and a desire for power and status—align naturally with crypto-leaning behaviors.



# GAMEPLAY

In *King of Destiny*, players can test their luck to win jackpots, explore eras and civilizations, build mythical cities, defeat legendary monsters, and battle friends—all in pursuit of fame, fortune, and glory.

The game offers an enhanced experience compared to its Web2 competitors by integrating blockchain technology through the Valhalla Protocol. This enables players to:

- **Trade in-game assets** on a connected PWA marketplace in a fully abstracted, trustless, and frictionless manner. For example, players can trade in-game Avatars (ERC-1155 tokens), which function as limited-edition profile pictures and offer gameplay bonuses.
- **Compete for tradable prizes**, including tokens and NFTs. Every new account is equipped with an embedded smart wallet to facilitate onchain activities.
- **Use tokenized assets** to enter competitions, events, and gameplay across multiple InfiniGods titles (interoperability).
- **Purchase onchain assets** using abstracted payment rails such as credit cards and Apple Pay.
- **Avoid app store fees** and benefit from better value in-app purchases via the crypto-powered Webstore.

These blockchain-driven features give *King of Destiny* a strong competitive advantage by enhancing player experiences, leading to deeper monetization, stronger retention, and improved user acquisition.



# \$GOD AND KING OF DESTINY

The \$GOD token lies at the heart of *King of Destiny*'s economy and is integral to future games leveraging the Valhalla Protocol. \$GOD also powers infrastructure and use cases beyond gameplay.

In *King of Destiny*, \$GOD serves several purposes:

- Acts as the primary currency for trading in-game items on the PWA marketplace.
- Enables purchases via the Webstore, offering preferential pricing and discounts compared to app store payments. This underpins play-to-earn (P2E) gameplay and events.
- Used as a premium currency to participate in high value in-game tournaments and events with \$GOD and other tokenized rewards.
- Used as a premium currency to access exclusive content, items, and gameplay boosts.
- Rewards players for achievements, quests, and gameplay milestones.
- Functions as a crafting ingredient to create unique in-game items.

## FEATURES AND LIVE OPERATIONS

*King of Destiny* combines traditional Luck Battle gameplay with innovative blockchain features enabled by the Valhalla Protocol. Tokenization, ownership, and trustless trading fundamentally transform player interactions and category dynamics.

The game offers multiple modes and core loops, complemented by live operations events ("Live Ops") that introduce time-limited challenges, new game modes, and events to keep the experience fresh. These events cater to both long-term players and those seeking short bursts of competition and risk/reward gameplay.

Whether playing for days or just a few minutes, *King of Destiny* has something for every player type.

# CAMPAIGN MODE

Campaign Mode serves as the core gameplay loop in *King of Destiny*. In this mode, players progressively build cities and travel through mythological levels, earning Stars as they advance. The ultimate goal is to progress as far as possible across a series of cities and levels.

## TO PROGRESS, PLAYERS MUST GATHER COINS, WHICH ARE USED TO CONSTRUCT AND UPGRADE BUILDINGS WITHIN EACH CITY.

Players also have the opportunity to raid other players' cities asynchronously, stealing Coins while defending their own city against attacks from opponents and AI-powered enemies. To safeguard their Coins, players can enlist mythological heroes as protectors. Activating a hero requires accumulating Favor, another in-game currency.

While there are several ways to obtain Coins and Favor, the primary gameplay mechanic involves acquiring them through card draws on the Deal screen. Each Deal reveals three cards, offering various rewards based on the combinations drawn. As a result, players must consistently accumulate Deals to maintain their progression.



Coins, Favor, and Deals are in-game virtual currencies that can be earned through gameplay, in-app purchases (USD), or Webstore purchases (\$GOD). While progression is possible through time investment, it naturally slows over time, encouraging players to purchase resources. The InfiniGods Webstore provides significant bonus rewards for players who use \$GOD, positioning it as a key utility and sink for the token.

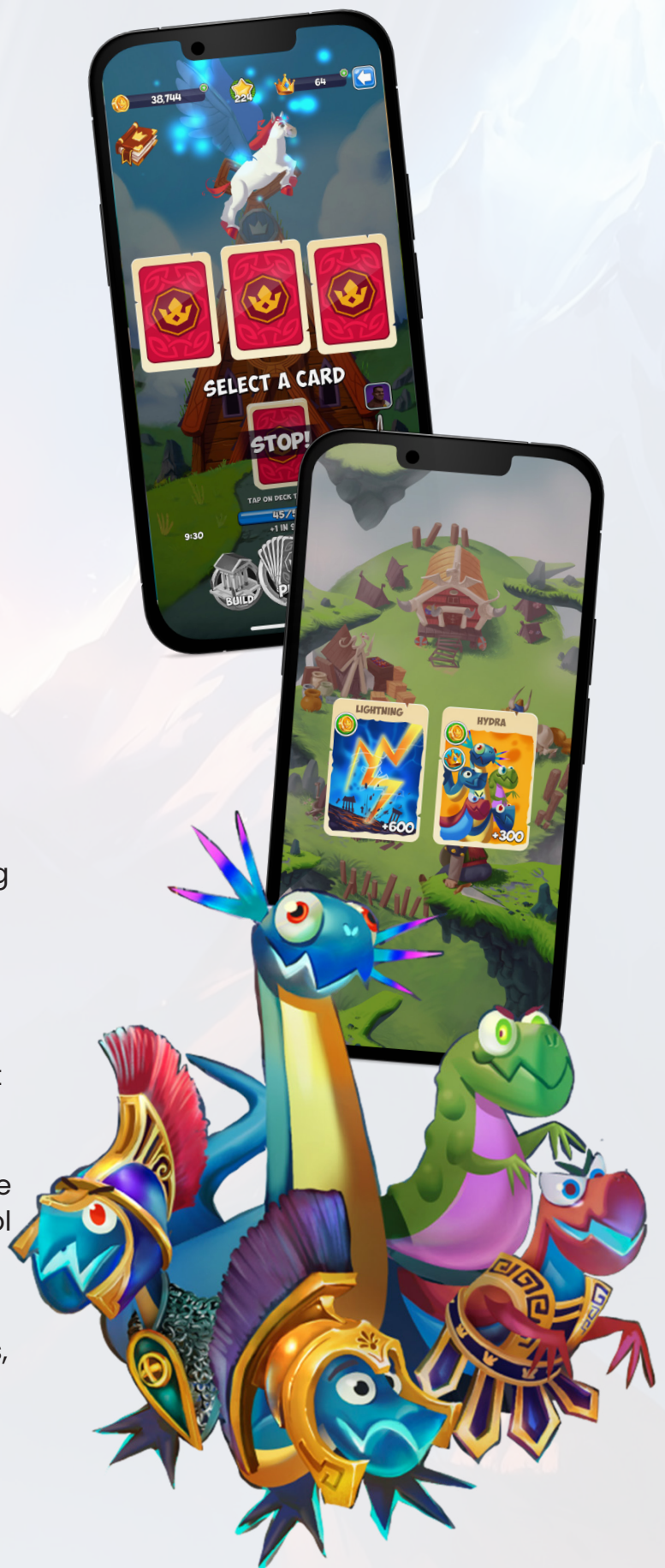


# SPECIAL COMBINATIONS

Deals also introduce opportunities to randomly unlock powerful in-game actions, such as Attacks, Destiny Attacks, and Pet Mini Games. These combinations enhance gameplay by adding strategic and dynamic elements:

- **Attacks:** Matching three Swords allows players to attack another player's city, stealing Coins and causing destruction. This action also sends a notification to the opposing player, creating social engagement and competition.
- **Destiny Attacks:** Matching three Destiny Attack symbols triggers a more powerful attack, granting higher rewards, including Coins, Deals, and Favor. These attacks inflict greater damage on opponents.
- **Pet Mini Games:** Activating a Pet requires spending Favor. Once active, the Pet provides bonuses and unlocks a special Mini Game if three cards with the Pet symbol are matched during a Deal.

These mechanics generate additional demand for Deals, Coins, and Favor, further increasing the utility of \$GOD.



### DEAL MULTIPLIERS

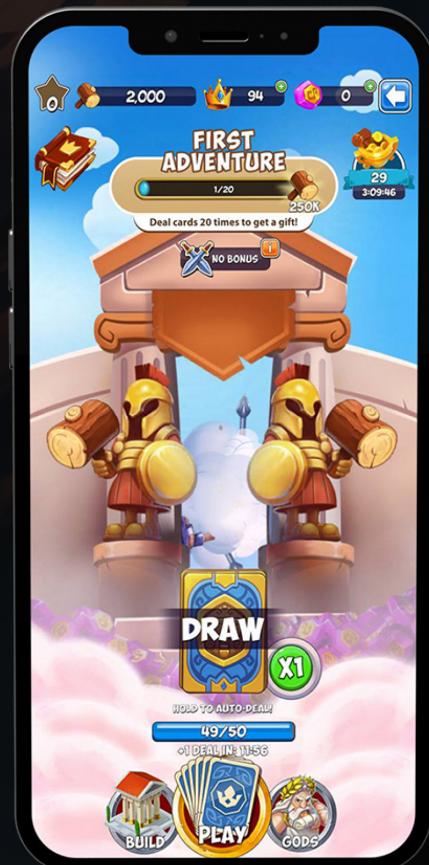
As players advance, they gain the ability to adjust multipliers on their Deals to modify potential rewards. Increasing the multiplier consumes a proportional number of Deals. For example, a 10x multiplier uses 10 Deals in a single card draw but provides rewards multiplied by 10. This mechanic allows players to maximize their rewards while driving demand for Deals, which can be purchased with \$GOD.



### TOURNAMENT MODE

Tournament Mode offers a distinct and engaging alternative to Campaign Mode. These time-limited, PvP leaderboard events take place within a single city. Players draw cards to build their city and attack others, earning points to climb the leaderboard. Rewards scale based on final placement, and some tournaments are free to enter while others have entry fees or specific requirements.

In Tournament Mode, players use Hammers instead of Coins to construct their city. Points are earned through attacks, with progressive multipliers increasing attack values as the player's city becomes more developed. This incentivizes players to fully build their city to unlock higher multipliers.





## KING OF DESTINY



Similar to Campaign Mode, attacks harm opponents' cities and reduce their multipliers. Players can summon Heroes to protect their cities. Additionally, Tournament Mode introduces God Powers, which offer strategic advantages such as enhanced defense, extra Deals, increased attack opportunities, or additional Hammers. God Powers are currently accessible to holders of Elder God NFTs, with plans to expand access through an abstracted rental system.

These modes, combined with the innovative mechanics and strategic use of \$GOD, provide a dynamic and engaging experience for all player types, from casual gamers to competitive enthusiasts.



# ATTACK FRIENDS

One of the most engaging aspects of *King of Destiny* is the ability to attack, loot, and destroy a friend's city. When players draw attack cards, they can choose to target either a random player or a connected friend within the game. Upon launching an attack, a notification is sent to the opposing player, adding an interactive and competitive social element.



*King of Destiny* incentivizes players to invite their friends to the game through a native referral system.

## THE MORE FRIENDS A PLAYER INVITES AND ENGAGES, THE GREATER THE REWARDS THEY RECEIVE.

This referral system is a cornerstone of the game's virality and community-building efforts. By offering both onchain and offchain rewards for referrals, the game enhances its organic growth, significantly improving user acquisition and economic sustainability. Additionally, the game's visible social components and PvP mechanics cater to a diverse range of player cohorts, from Crypto Twitter enthusiasts to Meta Moms.





# LIVE OPERATIONS

Live operations in *King of Destiny* include new features, content, and updates that enhance player engagement and retention post-launch. These updates are designed to increase player stickiness, spending, and lifetime value (LTV), while driving ongoing \$GOD utility. Examples of Live Ops include promotions, special events, and re-skins of existing content to align with holidays or other seasonal themes.

A successful Live Ops strategy requires robust technical capabilities, an organized product team, and efficient content delivery mechanisms to ensure the right content reaches the right players at the right time. Over the past year, InfiniGods has invested heavily in developing the technology and team needed to execute this strategy, ensuring a steady content pipeline for years to come.

Unlike traditional Web2 games, Live Ops in *King of Destiny* are enhanced by the Valhalla Protocol and onchain rewards. The infrastructure facilitates seamless ingestion and distribution of onchain rewards, setting the game apart from competitors in the Luck Battle genre.

# LIMITED-TIME EVENTS

Currently, *King of Destiny* features two core game modes: Campaign and Tournament. However, with the introduction of \$GOD, a variety of Live Ops content and limited-time events will roll out to further enrich the gameplay experience.

Players can expect a dynamic schedule of in-game events, often triggered at planned or seemingly random intervals. These events will challenge players to accomplish specific goals, compete with friends, and achieve milestones for generous rewards. For instance, the first event, "Sheep Escape," challenges players to collect Sheep via Deals to earn leaderboard-tied rewards.



## KING OF DESTINY

Short and impactful, this micro-event is designed to captivate players with limited attention spans.

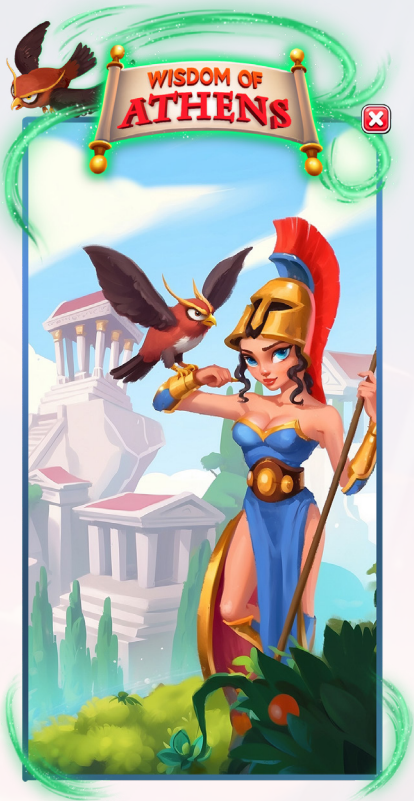
Future events will include diverse gameplay incentives such as asset collection, attacks, Deals, leaderboards, and even battles against mighty titan bosses for substantial rewards. These events will vary in accessibility, with some being free to join and others requiring entry qualifications or resources to unlock rewards.

This evolving Live Ops strategy underscores *King of Destiny*'s commitment to delivering fresh, engaging content that keeps players returning while driving \$GOD utility and ecosystem growth.





# KING OF DESTINY





# WEB3 INNOVATIONS IN KING OF DESTINY



## PLAYER OWNERSHIP & NFTS

*King of Destiny* empowers mobile gamers by allowing them to win, own, and trade in-game assets such as ERC-20, ERC-1155, and ERC-721 tokens. These activities occur seamlessly within the native app and its connected Progressive Web Application (PWA), all while maintaining full compliance with App Store policies.



### ELDER GODS

The Elder Gods collection consists of 4,488 mythical entities that provide players with significant gameplay benefits. These include power-ups for Tournament Mode and bonus multipliers during specific Live Ops events. Additionally, Elder Gods grant exclusive advantages across all InfiniGods games.

As part of the Valhalla Protocol, *King of Destiny* can scan wallets through shared login functionality on the InfiniGods.com website, automatically assigning corresponding power-ups and benefits to the app. In the near future, an **automated “rental” system** will allow non-holders, including Web2 players, to access and purchase God Powers using \$GOD. These God Powers deliver substantial competitive advantages, effectively acting as exclusive power-ups that drive high demand and value at scale.

Holders of Elder Gods and complete Elder God Sets will benefit from this system, with perks scaling based on rarity tiers and set collections.



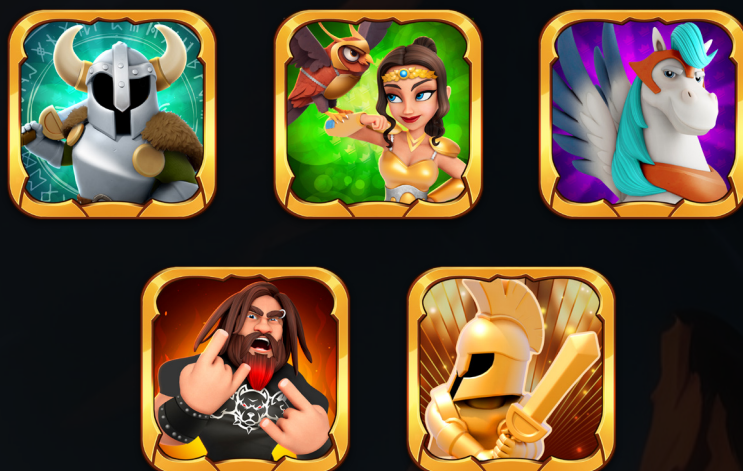
# COLLECTIBLE AVATARS

*King of Destiny* currently features a collection of 10,000 ERC-1155 collectible Avatars that players can use as in-game profile pictures (PFPs). These Avatars come in a variety of characters, cosmetic styles, and rarity levels, making them highly coveted as status symbols. Beyond aesthetics, Avatars occasionally provide gameplay benefits for their owners.

## FUTURE AVATAR SERIES

Future Avatar Series will be released through exciting Pack-opening experiences, limited-time sales, and special edition releases. Avatars and Avatar Packs will primarily require \$GOD for purchase. While Packs exist as offchain assets initially, the opening process mints them as NFTs onchain, serving as an abstracted minting mechanism.

Over time, new Pack types and invisible minting experiences that utilize \$GOD will continue to enrich the ecosystem.



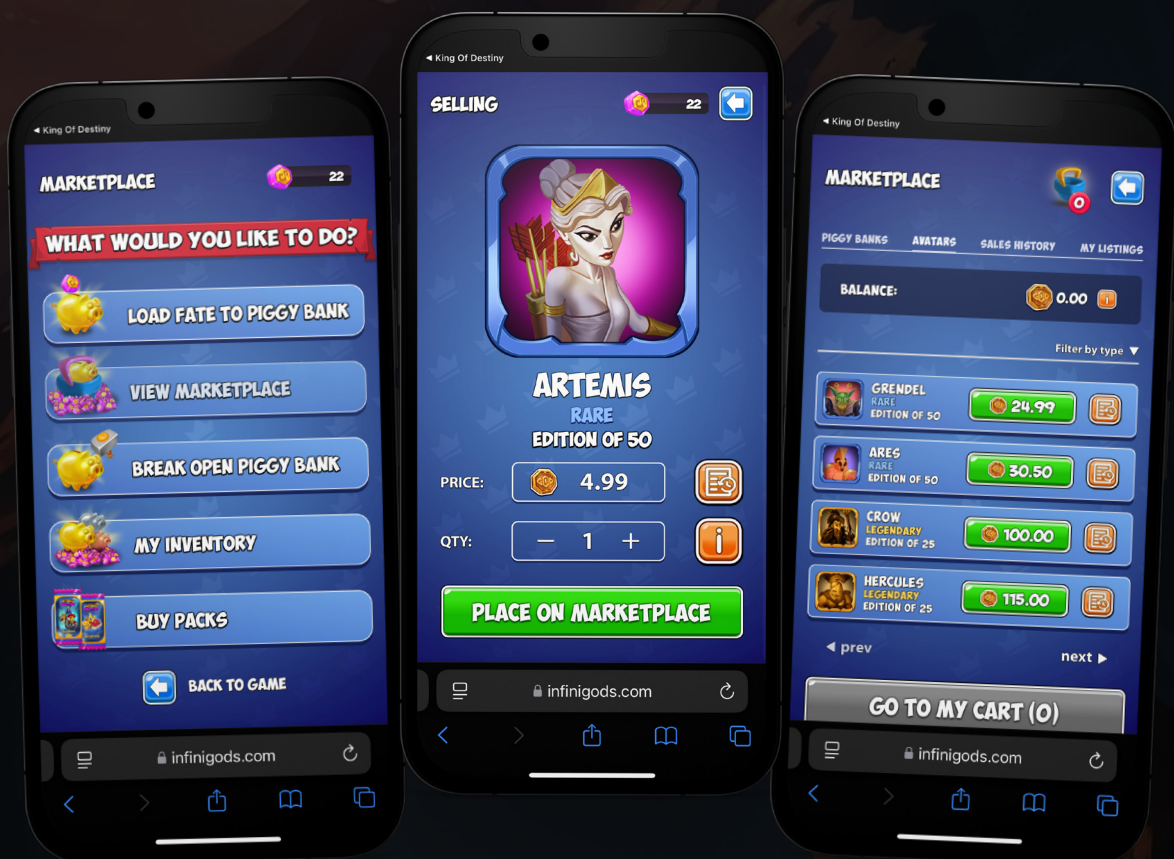


# PLAYER-DRIVEN ECONOMY & MARKETPLACE

In *King of Destiny*, players have significant control over the game economy. For instance, the in-game Fate currency—which has multiple use cases—is entirely earned and sourced by players. While some players can generate sufficient Fate on their own, others must purchase it from their peers.

Trading within the game's player-driven economy is facilitated through the Marketplace, a PWA seamlessly integrated with the native app. Thoughtful UI design ensures a smooth transition between the app and the PWA for players.

All trades on the Marketplace utilize \$GOD, requiring buyers and sellers to own the token for transactions. Items listed on the Marketplace are exclusively player-sourced, keeping the platform compliant with App Store policies.



# THE CRYPTO WEBSTORE

Webstores have become a standard feature in mobile games, enabling players to purchase special packages of in-game items without incurring App Store fees. While Webstores cannot directly link from native apps, developers can inform players through external channels such as email, Discord, or social media. Players typically enjoy discounts for Webstore purchases, as developers pass along savings from bypassing App Store fees.

## THE KING OF DESTINY WEBSTORE IS ENTIRELY DRIVEN BY \$GOD.

This token-based approach offers several advantages over fiat transactions. While some items are priced relative to their USD value, others maintain fixed \$GOD pricing, unaffected by fluctuations in the \$GOD/USDC exchange rate.

The Webstore also serves as a critical component of the play-to-earn (P2E) ecosystem. By using \$GOD, players can access power-ups and compete for rewards, completing the P2E flywheel and further solidifying the token's role within the game's economy.

### KOD BUNDLES

1 = 1 LIGHTNING POINT ⚡

☐ Coins ☐ Deals ☐ Favor ☒ Show all Price: Low to High ▾

KOD Item Packs

KOD Item Bundles

Balance: 4,234 \$GOD

CONNECT WALLET

GOLD PILE  
QTY: 3,000,000  
50 \$GOD

BUY NOW

TREASURE  
QTY: 8,000,000  
100 \$GOD

BUY NOW

GOLDMINE  
QTY: 20,000,000  
200 \$GOD

BUY NOW

24



# MOUNT OLYMPUS

Mount Olympus is *King of Destiny's* Web3 Live Ops platform and serves as a Trojan Horse to onboard the masses onto blockchain technology.

Questing and achievement systems are staples of successful mobile games, and *King of Destiny* incorporates these through the “Mount Olympus” in-game feature. Players can enter questing seasons, where they complete tasks and milestones to earn points. These tasks rotate seasonally and are designed to promote specific in-game behaviors, such as attacking a friend 100 times, discovering new features like opening an Avatar Pack (which mints an NFT), or winning Live Ops events.

By participating in Mount Olympus, players automatically compete for \$GOD rewards based on their accumulated points and leaderboard placement. This feature is not only a central component of the play-to-earn (P2E) flywheel but also a critical onboarding mechanism for Web2 players. It allows them to seamlessly earn \$GOD and other blockchain-based items as they begin their Web3 journey.



## WEB3 INNOVATIONS IN KING OF DESTINY

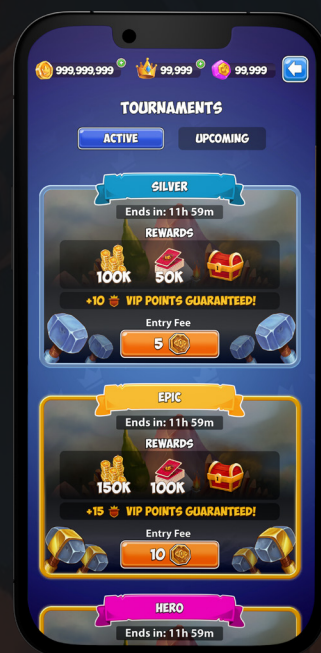


To maximize their performance in Mount Olympus seasons, players may need to make purchases on the Webstore or trade items in the Marketplace. This creates a dynamic ecosystem where \$GOD is continuously emitted and consumed, driving its value within the *King of Destiny* economy. Increased participation in Mount Olympus directly correlates with higher demand for \$GOD, creating a robust and sustainable economic loop.

Ultimately, Mount Olympus acts as a powerful content engine, providing InfiniGods with significant control over player behavior and the gaming experiences delivered.

## TOKEN-POWERED TOURNAMENTS

In Tournament Mode, players can compete for both non-tradable prizes (e.g., Coins and Deals) and tradable rewards (e.g., Avatars, \$GOD, and Fate). These token-powered tournaments vary in structure, ranging from free-to-enter competitions to high-stakes events requiring \$GOD as an entry fee. Some tournaments are always available, while others initiate only when a minimum number of players and a requisite \$GOD prize pool are met.





# THE VALHALLA PROTOCOL

**INSIGHTS GAINED DURING THE DEVELOPMENT OF KING OF DESTINY LED TO THE CREATION OF THE VALHALLA PROTOCOL—A COMPREHENSIVE TOOLKIT DESIGNED TO INTEGRATE WEB3 FEATURES SEAMLESSLY INTO ANY MOBILE GAME. THIS PROTOCOL ENABLES DEVELOPERS TO HARNESS BLOCKCHAIN BENEFITS WHILE FOCUSING ON THEIR CORE STRENGTHS: CREATING ENGAGING GAMES AND ROBUST GAME ECONOMIES.**

# VALHALLA PROTOCOL COMPONENTS:

- **Abstracted Wallet Creation:** Every player is automatically equipped with an embedded smart wallet upon installation, enabling them to win, trade, hold, and use onchain items distributed via gameplay, including NFTs and ERC-20 tokens.



- **Gasless and Signless Transactions:** All transactions occur behind the scenes, eliminating the need for players to interact with gas fees or manually sign transactions.

- **Offchain to Onchain Crafting:** Players can convert select in-game items to onchain assets, enabling peer-to-peer trading.



- **App Store Compliant Marketplace:** A built-in PWA template facilitates the peer-to-peer trading of onchain items while adhering to App Store policies. This also allows developers to create abstracted minting experiences, such as pack openings.



## THE VALHALLA PROTOCOL

- **Web3 Live Ops:** A questing platform that rewards player activity with onchain assets, serving as an effective onboarding mechanism for Web2 players.



- **Crypto Webstore:** A streamlined, integrated system enabling developers to accept cryptocurrency payments for in-game items.

- **Circular Economies:** Smart contracts that automate the spending and recirculation of \$GOD into sustainable player prize pools.



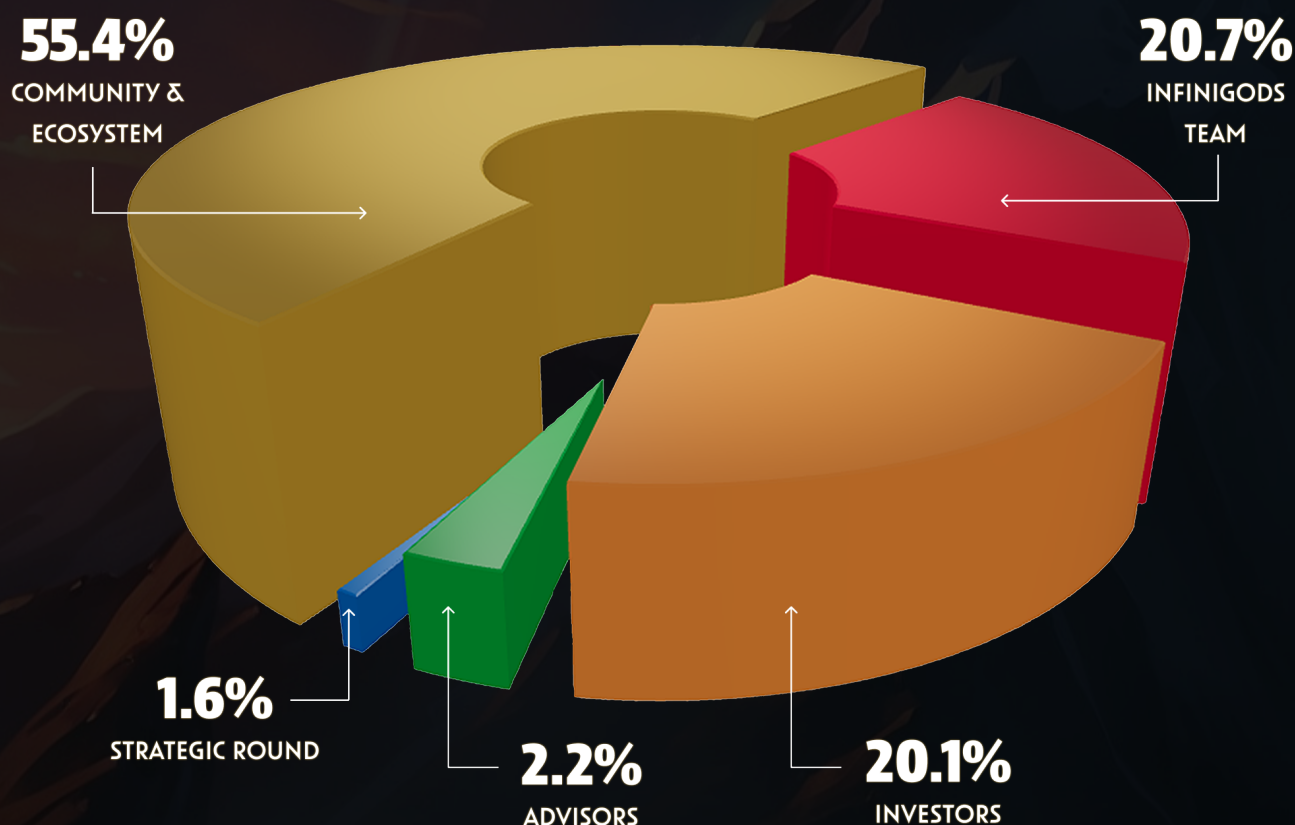
- **Fiat-to-Crypto Payments:** Players can seamlessly purchase crypto and onchain items using credit cards or Apple Pay. The system abstracts the complexity, connecting fiat payments directly to liquidity pools for mass adoption, particularly among non-crypto-native users.

- **Social Missions Platform:** A web-based platform designed to build community engagement and reward NFT holders.

Further details about the Valhalla Protocol's infrastructure and partnerships will be revealed in early 2025.

# **\$GOD TOKENOMICS**

\$GOD is an ERC-20 token issued on Ethereum mainnet, using the LayerZero Omnichain Fungible Token (OFT) Standard, which ensures omni-chain compatibility for maximum flexibility, versatility, and future distribution. Issuance will initially occur on Ethereum mainnet, Hyperliquid, and Arbitrum Nova (related to *King Of Destiny* gameplay) to support various use cases.



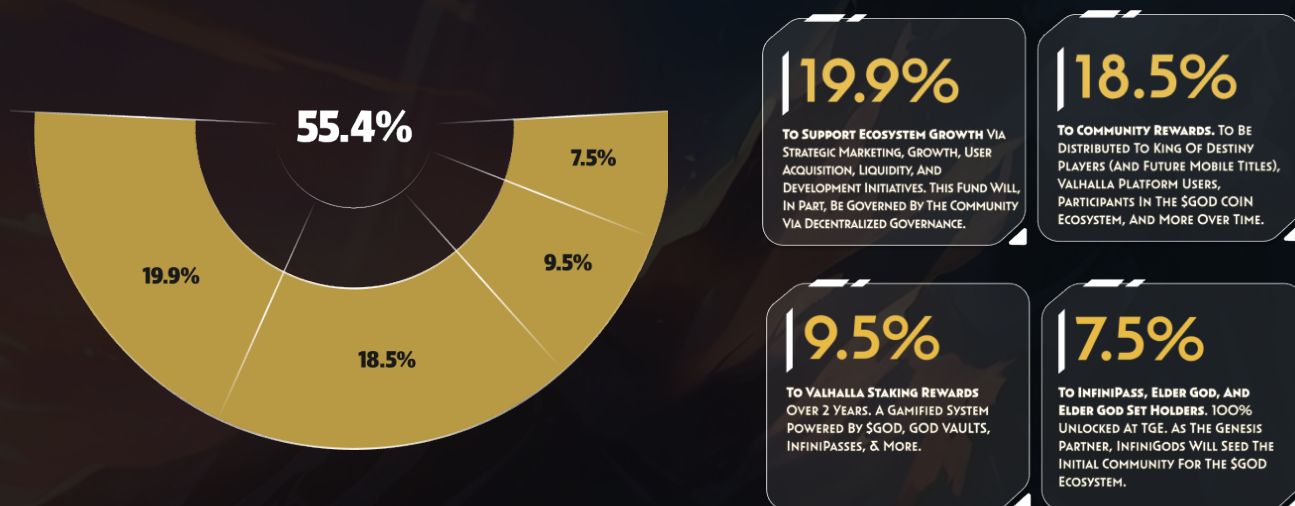
**A MAXIMUM SUPPLY OF  
777,777,777 TOKENS WILL EXIST.**



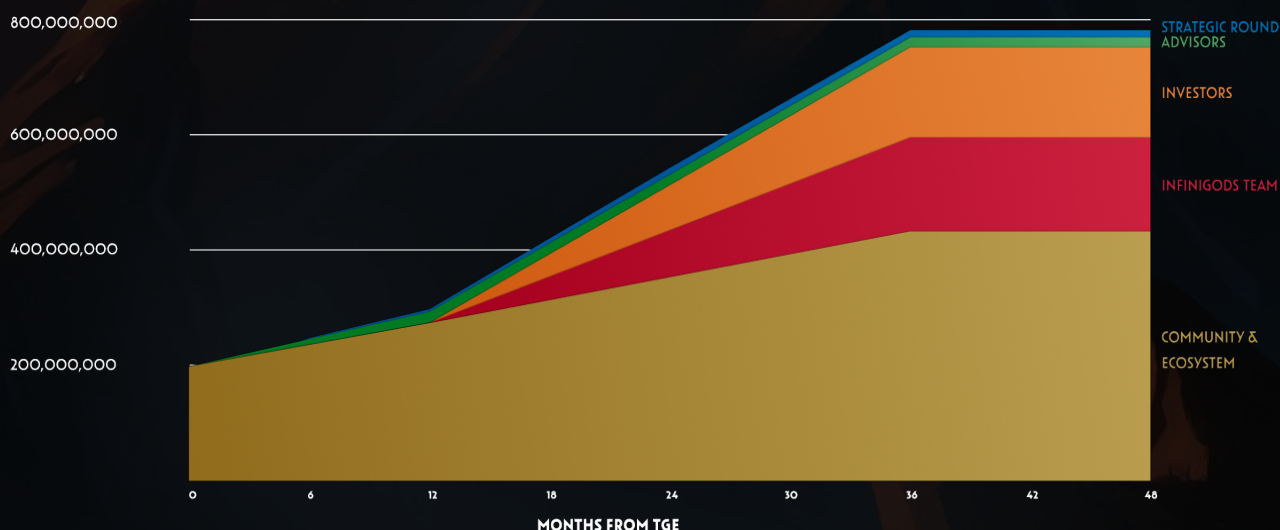
## \$GOD TOKENOMICS

In-line with the community-first ethos that InfiniGods has led with since 2022, community will form the heart of the Godcoin ecosystem. **52.9%** of the \$GOD supply has been allocated to support various forms of community rewards and healthy ecosystem growth. Our aim is to empower players, holders, and community to chart the future of the Godcoin ecosystem, with us, as we forge the future of mobile gaming — together.

## COMMUNITY & ECOSYSTEM BREAKDOWN



## \$GOD EMISSIONS



# KEY TOKENOMIC HIGHLIGHTS

	COMMUNITY & ECOSYSTEM	INFINIGODS TEAM	INVESTORS	ADVISORS	STRATEGIC ROUND	TOTAL
% OF TOTAL SUPPLY	55.41%	20.68%	20.07%	2.20%	1.64%	100.0%
TOKEN ALLOCATION	430,966,666	160,844,444	156,100,000	17,111,111	12,755,556	777,777,777
CLIFF (MONTHS)	0	12	12	0	6	-
FULLY UNLOCKED (MONTHLY)	36	36	36	24	24	-
% BUCKET UNLOCKED AT TGE	45.12%	0%	0%	10%	0%	-
% TOTAL SUPPLY UNLOCKED AT TGE	25.00%	0.0%	0.0%	0.22%	0.0%	25.22%
% TOTAL SUPPLY AVAILABLE AT TGE	13.25%	0.0%	0.0%	0.22%	0.0%	13.47%

10% of total token supply will be allocated to the InfiniGods, King Of Destiny, and Valhalla Foundation Community – fully claimable at launch.

- The majority of \$GOD (>55%) is allocated towards community reward pools and ecosystem growth. Our goal is to increase player participation in our game economies and for contributing community to be the largest recipients of \$GOD rewards over time.
- 10% of total \$GOD supply will be allocated to the existing InfiniGods, King Of Destiny, and Valhalla Foundation Community for their conviction and participation up until this point – fully claimable at launch. This includes InfiniPass holders, Elder God holders, participants in the 'Journey to Olympus' event, and participants in the 'Road to Valhalla' campaign. Our goal is to reward long-term holders and community, while also welcoming new members to the Godcoin community as we endeavor to expand to millions of holders.



## \$GOD TOKENOMICS

- At the time of launch, 25% of the Community & Ecosystem allocations will be unlocked, with 13% of the total \$GOD supply immediately available. Shortly after launch, new reward distributions will begin through *King Of Destiny* ('Mount Olympus' feature and similar) and Valhalla Staking. Community will lead the way. Additionally, buffer has been unlocked to afford flexibility to provide additional liquidity and/or accelerate community rewards commensurate with increased user acquisition efforts around *King Of Destiny*.

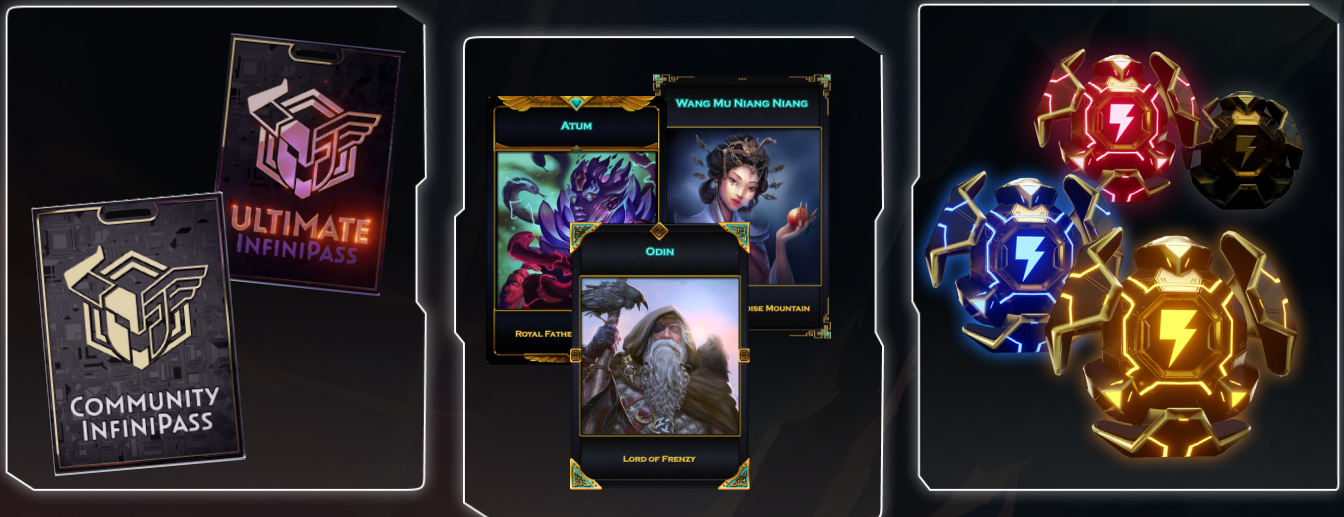


- The remainder of the \$GOD supply will unlock over the following 36 months. Allocations for the InfiniGods Team and Investors are subject to a 12-month cliff post TGE, followed by monthly vesting over a further period of 24 months, resulting in a total of 36 months.

## OVER TIME, THE COMMUNITY & ECOSYSTEM BUCKET WILL BE REPLENISHED

Over time, the Community & Ecosystem bucket will be replenished based on protocol usage as part of \$GOD's circular economy. This is to ensure long-term sustainability and value accrual.

# INFINIGODS NFTS



The InfiniGods Universe is comprised of 3 cornerstone NFT collections, each of which plays a very specific and integral role in our mobile gaming ecosystem. While the utility of each NFT collection varies, all have unique tie-ins to \$GOD.

### INFINIPASSES:

Our genesis membership NFT collection. InfiniPasses provide priority access to all future InfiniGods games and product releases, as well as other ecosystem perks. Additionally, Passes act as **powerful & exclusive multipliers in the Valhalla Staking system**, which generates ongoing \$GOD rewards.

### ELDER GODS:

Our genesis gaming NFT collection. Elder Gods provide power-ups and boosts in all InfiniGods games. Additionally, Elder Gods will act as **factory assets**, whereby holders can “rent” their power-ups to non-holders for ongoing \$GOD rewards, as part of an automated system. This system will be embedded into all InfiniGods games on the Valhalla Protocol. More information will follow upon initial release in King Of Destiny.

### GOD VAULTS:

Our staking NFT collection. Users can stake God Vaults on the Valhalla Staking platform to earn \$GOD rewards. God Vaults are dynamic as part of a gamified staking system and can be leveled up to increase rewards accrual. Valhalla Staking will go live alongside the launch of \$GOD.



## INFINIGODS NFTS

Additionally, each cornerstone NFT collection will receive a distribution of \$GOD as a reward pool for core community, both present and future.

- **InfiniPasses:** 4.25% of the \$GOD supply (33,055,055 tokens). 100% unlocked at TGE.
- **Elder Gods:** 3.25% of the \$GOD supply (25,277,777 tokens). 100% unlocked at TGE.
  - 2.75% (21,388,888 tokens) will be distributed to individual Elder Gods.
  - 0.5% (3,888,889 tokens) will be reserved for collectors that compile God Sets.
- **God Vaults:** 9.5% of the \$GOD supply (73,888,888 tokens). Released linearly, monthly, over 24 months. Additionally, this rewards pool will grow based on Valhalla Protocol usage.

As long-time collectors, we value rarity and composition greatly. For both InfiniPasses and Elder Gods, rarity and collection behavior are weighted heavily in their respective distribution. This paradigm will continue beyond TGE as well and factor into future rewards.

### INFINIPASSES

4.25% \$GOD ALLOCATION

COMMUNITY  
PASSES

ULTIMATE  
PASSES

50%

50%

## INFINIGODS NFTS

### ELDER GODS (INDIVIDUAL GODS)

2.75% \$GOD ALLOCATION

BRONZE

SILVER

GOLD

PARAGON

25%

25%

25%

25%

ELDER GODS HELD IN THE INFINIGODS.ETH TREASURY WALLET ARE EXCLUDED

### ELDER GODS (GOD SETS)

0.5% \$GOD ALLOCATION

BRONZE

SILVER

GOLD

PARAGON

GREEK

5%

5%

5%

5%

NORSE

5%

5%

5%

5%

CHINESE

5%

5%

5%

5%

EGYPTIAN

5%

5%

5%

5%

GRAIL

5%

5%

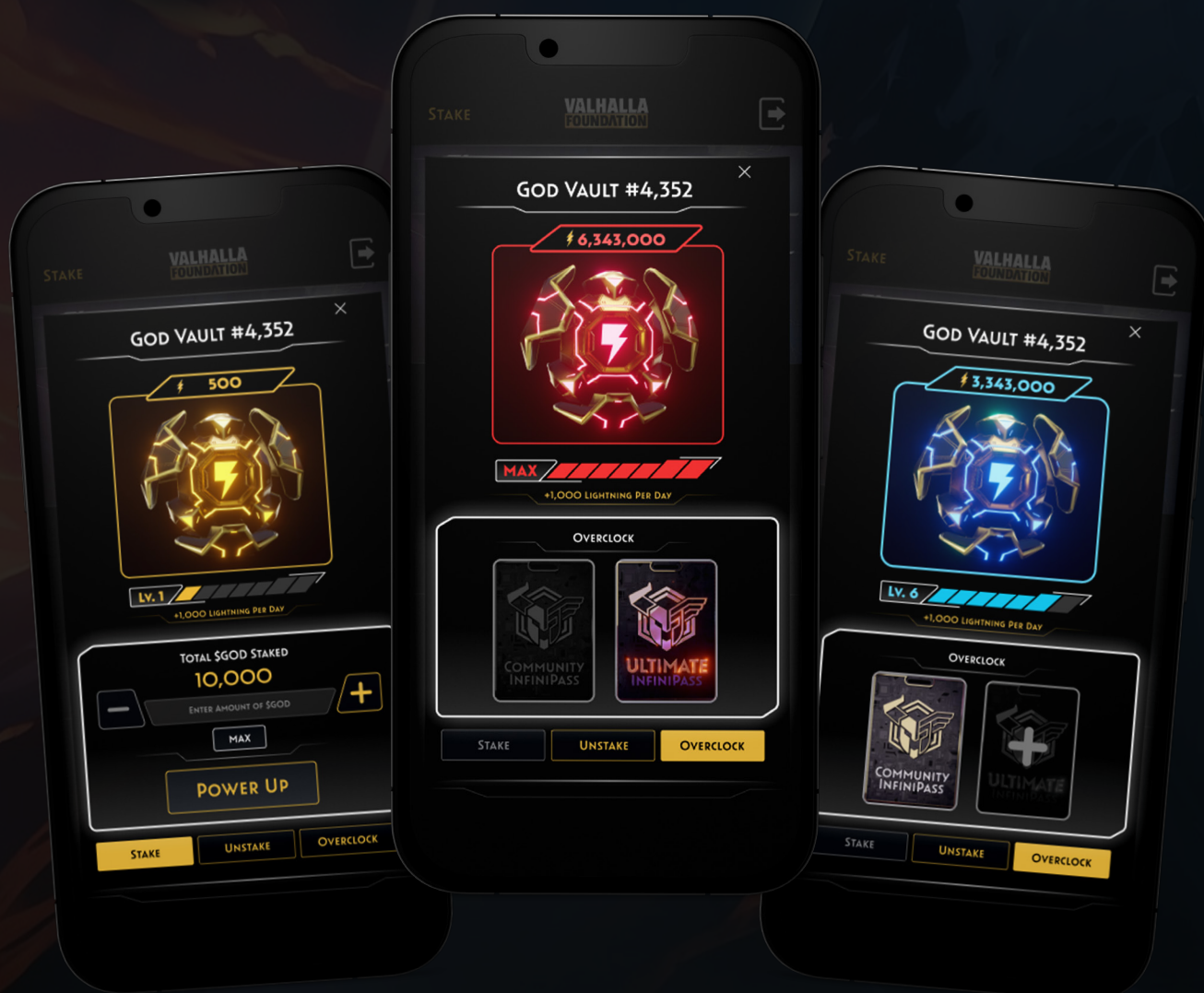
5%

5%

ELDER GODS HELD IN THE INFINIGODS.ETH TREASURY WALLET ARE EXCLUDED



# VALHALLA STAKING REWARDS



With the launch of \$GOD comes the introduction of Valhalla Staking Rewards—an innovative platform powered by God Vaults. By staking Vaults, holders can earn ongoing \$GOD rewards, with opportunities to boost their rewards generation through a gamified leveling system.

# EARNING \$GOD THROUGH STAKING

The only way to earn \$GOD staking rewards is by owning a God Vault. Vaults can be leveled up by staking \$GOD, progressively generating more Lightning points as more \$GOD is staked. Multiplier boosts are unlocked at specific level breakpoints, significantly enhancing rewards. Each Vault has a base \$GOD rewards rate, however, the majority of rewards are determined by a Vault's Lightning output relative to the total Lightning generated by all users on a leaderboard during a given period.

## EACH GOD VAULT CAN ACCEPT UP TO 7,777 \$GOD TO REACH ITS MAXIMUM OUTPUT.

VAULT LEVEL			
LIGHTNING IS GENERATED DAILY AT A 1:1 RATE TO \$GOD STAKED.			
AT SPECIFIC LEVEL BREAKPOINTS, A MULTIPLIER WILL BE UNLOCKED AND ADDED TO THE BASE RATE — BOOSTING THE VAULT'S LIGHTNING ACCRUAL.			
FOR EXAMPLE, A VAULT WITH 5,000 \$GOD STAKED WOULD GENERATE 12,500 LIGHTNING PER DAY (5000 X 2.5 MULTIPLIER).			
LEVEL	\$GOD STAKED	MULTIPLIER	⚡ MAX LIGHTNING
1	1-499	1x	⚡ 499
2	500-1,999	1.5x	⚡ 2,999
3	2,000-3,999	2x	⚡ 7,998
4	4,000-7,776	2.5x	⚡ 19,440
5	7,777	3x	⚡ 23,331
A VAULT WITH MAX \$GOD STAKED (LEVEL 5) CAN BE OVERCLOCKED FOR ADDITIONAL BONUSES. THESE BONUSES RESULT IN THE FOLLOWING FLAT LIGHTNING GENERATION RATES:			
6	COMMUNITY PASS	~3.75x	⚡ 29,164
7	ULTIMATE PASS	~18.75x	⚡ 145,819



# OVERCLOCKING AND MAXIMUM OUTPUT

Once a God Vault achieves Max Power (7,777 \$GOD), select users gain access to the “Overclocking” feature. This feature allows users to stake a Community Pass (Level 6) or an Ultimate Pass (Level 7) on top of their Vault. Overclocked Vaults are rare and generate the highest rates of Lightning output.

While 9,777 God Vaults exist, only 3,188 Community Passes and 260 Ultimate Passes are available for Overclocking. Consequently, a maximum of 3,188 Level 6 and 260 Level 7 God Vaults can exist at any given time.



## SPECIAL BONUS MULTIPLIERS

The Gods will occasionally offer special bonus multipliers. At launch, an additional 400% Bonus Multiplier will be available to every Vault staked with 7,777 \$GOD (Level 5) during the first 24 hours. This bonus diminishes over a two-week period, progressively weakening for those who stake later. Any bonuses claimed remain active for the duration of the current period or until the Vault’s stake falls below 7,777 \$GOD.

# VALHALLA STAKING REWARDS





# ALLOCATION OF VALHALLA STAKING REWARDS

9.5% of the total \$GOD supply (73,888,888 tokens) has been allocated to Valhalla Staking to seed the initial rewards pool. Rewards will be released linearly on a monthly basis over a 24-month period. Additionally, the rewards pool will grow as the Valhalla Protocol gains adoption.

This rewards pool is divided into two components:

- **Gamified Rewards:** 75% of each period's \$GOD staking rewards will be distributed proportionally based on a user's total Lightning generation during that period, relative to all users on a leaderboard. More Lightning equals greater rewards.
- **Flat Rewards:** 25% of \$GOD staking rewards will be divided evenly among all staked Vaults. Factors such as Lightning points, Vault levels, bonus multipliers, and Overclocking do not influence these rewards. More Vaults staked equals greater rewards.

## REWARD DISTRIBUTION MECHANICS

\$GOD rewards will be calculated and distributed monthly according to the above criteria. Vaults unstaked during a given period will forfeit all

prior Lightning points generated during that period, as well as any Flat rewards, if unstaked before the period's deadline.

# \$GOD SINKS

## UTILITY NEAR LAUNCH



**VALHALLA STAKING**  
GAMIFIED STAKING PLATFORM



**INFINIGODS WEB STORE**  
PREFERRED PAYMENTS METHOD FOR IAP IN  
KING OF DESTINY AND OTHER TITLES



**MEDIUM OF EXCHANGE**  
POWERS ONCHAIN, PLAYER TO PLAYER TRADING IN  
THE KING OF DESTINY MARKETPLACE



**AVATAR PACKS**  
RANDOMIZED ONCHAIN COSMETICS



**CRAFTING TOKEN**  
INGREDIENT THAT ALLOWS PLAYERS TO CRAFT  
ONCHAIN ITEMS



**DESTINY PACKS**  
GAMIFIED IAP PURCHASING



**MAGIC EDEN MEDIUM OF EXCHANGE**  
\$GOD INTEGRATED INTO MAGIC EDEN'S  
MARKETPLACE



## \$GOD SINKS

Token-gated products, services, and experiences for \$GOD within the *King of Destiny* ecosystem are collectively referred to as God Sinks. These sinks serve multiple purposes: locking up circulating supply, replenishing the Community Rewards Pool, and redistributing \$GOD to various stakeholders through recycling and distribution mechanisms.

Several God Sinks exist in *King of Destiny*, ranging from cosmetic enhancements, such as Avatars and Card Backs, to gameplay-enhancing items like Destiny Packs and God Powers. While some sinks cater to personalization and status, others directly impact competitive gameplay, creating value for both casual and hardcore players.

### INCOMING (2025)



#### **PURCHASEABLE GOD POWERS**

ONCHAIN POWER-UPS & PROGRESSION WHERE REVENUE IS RECYCLED TO NFT HOLDERS



#### **INVISIBLE STAKING**

"STAKING" FOR WEB2 USERS TO GAIN IN-GAME BENEFITS FROM HOLDING & VAULTING \$GOD



#### **EXCLUSIVE COSMETICS**

NEW CLASSES OF ONCHAIN COSMETICS



#### **GOD CHESTS**

LOOTBOXES FOR ONCHAIN REWARDS



#### **ALCHEMY**

CRAFTING SYSTEM FOR ONCHAIN REWARDS



#### **DECENTRALIZED GOVERNANCE**

HOLDERS CAN CHART THE FUTURE OF MOBILE GAMING

## \$GOD SINKS

## \$GOD FLOWS

When \$GOD is spent on God Sinks, it is redistributed according to the Valhalla Schedule. The Valhalla Schedule outlines multiple receiving buckets for \$GOD redistribution:

- **Community Rewards:** Includes rewards for gameplay activities, such as those tied to the Mount Olympus platform.
- **Ecosystem Fund:** Governed by the Valhalla Foundation DAO, this fund supports the ecosystem's growth.
- **Valhalla Staking:** Rewards allocated to the staking platform for participants.
- **Burn:** A portion of \$GOD is burned to reduce overall supply and drive token deflation.

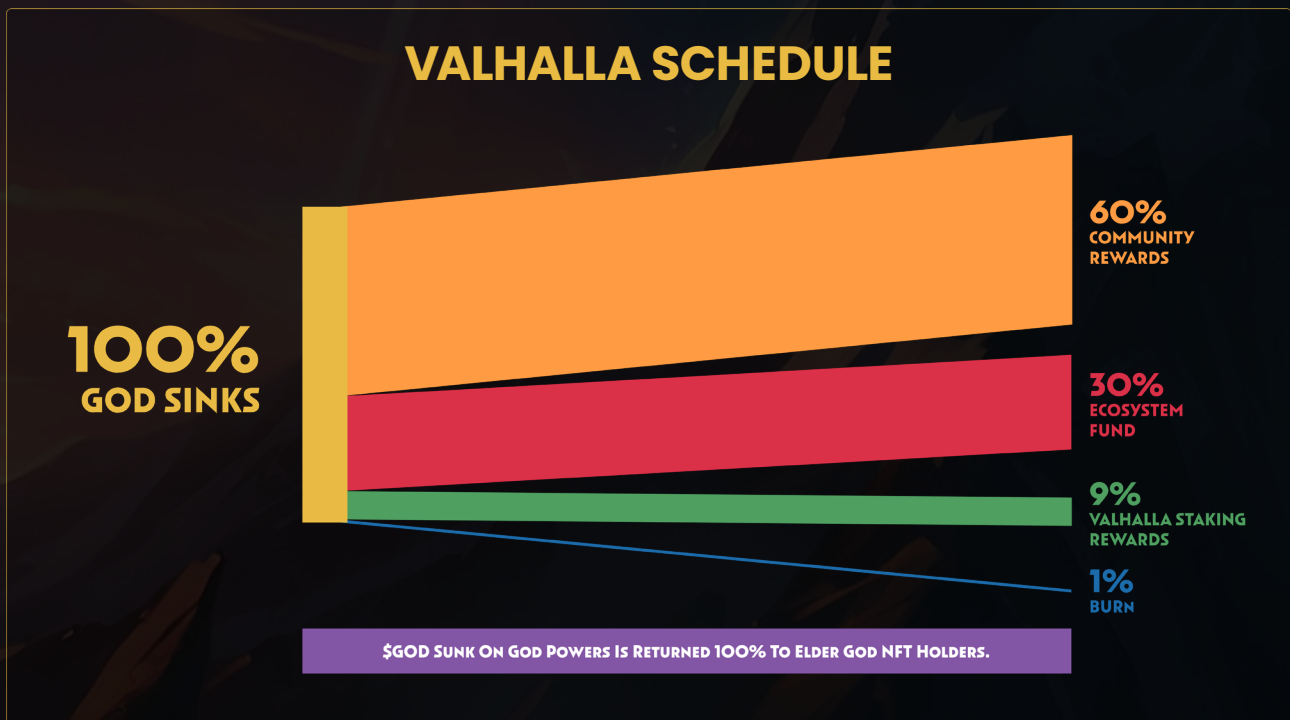
In addition to the above, Elder God NFT holders benefit separately from \$GOD spent on God Powers, ensuring targeted value accrual for these stakeholders.



## INITIAL VALHALLA SCHEDULE

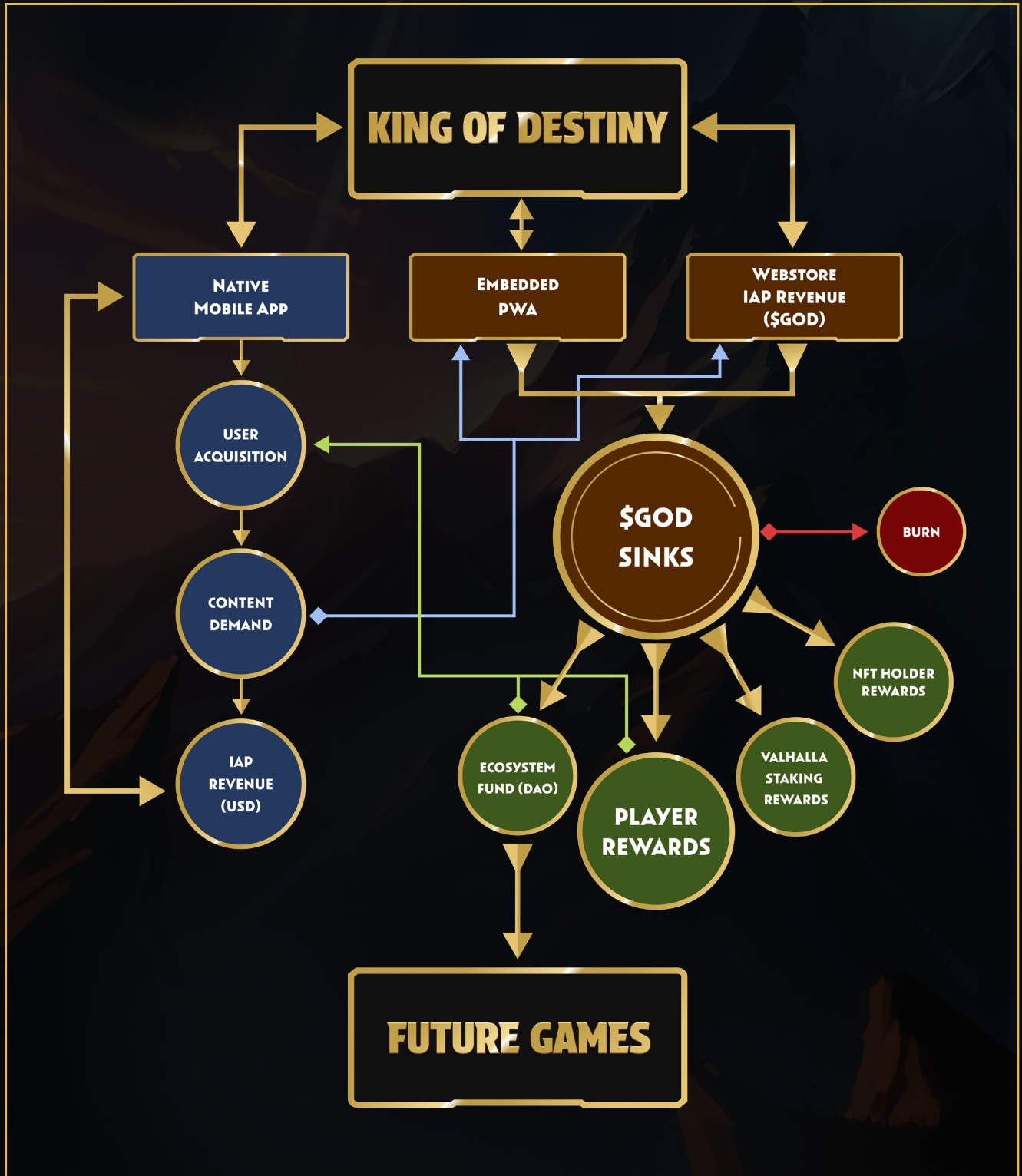
The initial allocation of redistributed \$GOD is as follows:

- **60%** Community Rewards
- **30%** Ecosystem Fund
- **9%** Valhalla Staking Rewards
- **1%** Burn



Future adjustments to the Valhalla Schedule can be implemented through Valhalla DAO Governance, enabling flexibility and adaptability as the ecosystem evolves.

# THE \$GOD FLYWHEEL





## THE \$GOD FLYWHEEL

*King of Destiny* functions as the primary content engine driving the \$GOD flywheel.

### AS THE GODCOIN ECOSYSTEM EXPANDS, ADDITIONAL GAMES WILL FURTHER ACCELERATE THIS FLYWHEEL, ENHANCING THE ECOSYSTEM'S REACH AND IMPACT.

The native mobile app supports scalable distribution through traditional user acquisition and performance marketing channels, including Meta, Google, and gaming ad networks. Growth in the player base and strong retention rates lead to increased demand for in-game content, accessible through in-app purchases, the embedded PWA marketplace, and the Webstore.

## KEY FLYWHEEL DRIVERS

- **Recurring Spend Through Live Ops:** Features like Mount Olympus and similar platforms encourage recurring player engagement, driving demand for \$GOD through sinks.
- **Revenue Flows:**
  - **USD Revenue:** Derived from in-app purchases, these funds support ongoing development of *King of Destiny* and reinvestment into user acquisition efforts, as well as future game development.
  - **\$GOD Revenue:** Purchases made with \$GOD via the PWA Marketplace and Webstore flow into five buckets:
    - Community/Player Rewards
    - Ecosystem Fund
    - Valhalla Staking
    - NFT Holder Rewards (Elder Gods)
    - Burn (Deflation)

Notably, \$GOD spent on sinks does not flow back to the InfiniGods studio, ensuring alignment with the ecosystem's decentralized model.

## THE \$GOD FLYWHEEL

**The Ecosystem Fund (30%)**, which is governed by the Valhalla DAO, has two impact points on the \$GOD flywheel:

1. It can elect to invest in continued growth of King of Destiny via User Acquisition Grants to the InfiniGods studio or other third-party developers (accelerating the existing flywheel).
2. It can elect to invest in the development of new mobile games that will leverage the Valhalla Protocol via Game Development Grants to the InfiniGods studio or other third-party developers (creating a new flywheel). Over time, the Godcoin ecosystem will expand and house myriad studios, games, and apps.

**Community/Player Rewards (60%)**, which are distributed to players for participating in special events and gameplay content, creates a strong incentive to participate in gameplay. This dramatically increases retention, reduces user acquisition costs, and encourages ongoing spend (i.e. \$GOD demand).

**Valhalla Staking Rewards (9%)**, which are earned on the Valhalla Staking platform as players compete for Lightning Points, creates a strong incentive alignment between the game's success and God Vault + InfiniPass holders.

**NFT Holder Rewards**, which are distributed to owners of the Elder Gods Collection, will receive rewards corresponding to \$GOD sunk on God Powers.



# THE FUTURE OF VALHALLA & THE GODCOIN ECOSYSTEM

The roadmap for \$GOD and InfiniGods extends far beyond *King of Destiny*. With the Valhalla Protocol, Web3 benefits can seamlessly integrate into other mobile games, whether developed by InfiniGods or third-party partners.

## FUTURE INFINIGODS MOBILE TITLES

### INFINIMERGE

InfiniMerge, the first game developed by InfiniGods, is slated for a future port to native mobile platforms. Designed for the casual puzzle gaming audience, it aims to compete with titles like *Candy Crush*, *Bejeweled Blitz*, and *Gardenscapes*. The game incorporates Elder Gods and offers campaign and tournament play, providing a blend of strategy and entertainment.



## THE FUTURE OF VALHALLA & THE GODCOIN ECOSYSTEM

### IMMORTAL SIEGE

The second title from InfiniGods, *Immortal Siege*, is a mid-core Tower Defense game. Early playtests featured 20 campaign levels and attracted over 25,000 players. The game challenges users to leverage both onchain and offchain assets (such as Elder Gods) to defend their bases, with the potential for leaderboard rewards. Plans are underway to port this title to native tablet and mobile platforms.



### OTHER TITLES

InfiniGods has developed Game Design Documents (GDDs) and prototypes for various genres and continues to utilize audience data to guide future developments. For instance, a GDD for a Match3D game was completed in summer 2023, making it a potential candidate for further development. Additional exploration is ongoing in the Social Casino category, an area where the team has significant expertise.



### THE VALHALLA PROTOCOL: EXPANDED

The Valhalla Foundation intends to partner with additional Mobile Gaming studios and extend the Godcoin ecosystem to an increasingly large pool of Mobile Gamers. New studios will be able to adopt the protocol in a modular fashion. For example they may start with frictionless wallet onboarding and gradually add the PWA Marketplace, Webstore, and more.

### VALHALLA AD NETWORK (AI POWERED)

King Of Destiny monetizes in many ways including in-app advertisements. Games that use the Valhalla Protocol will capture both onchain and offchain data about players, unifying player profiles and providing insights well beyond what is traditionally available to advertisers. As such, in-game advertising can paint a more complete picture of who the player is, how they behave, and what they're really interested in and provide better value than Web2-only platforms from a targeting perspective.

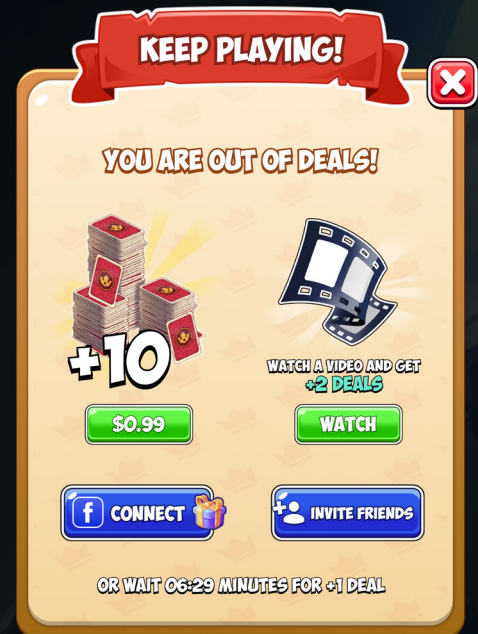
**ADDITIONALLY, PARTICIPATING PLAYERS CAN  
RECEIVE TOKENIZED REWARDS AND OTHER  
ECOSYSTEM BENEFITS THAT ARE NOT  
TRADITIONALLY AVAILABLE TO THEM.**

As the pilot, the Valhalla Foundation is partnering with InfiniGods to build the first in-app advertising network that utilizes onchain and app event data to inform its ad delivery models. Combining this data with our AI-powered ad prediction engine, the Valhalla Ad Network will be able to provide the most relevant ads at the precise time on a per user basis.

## THE FUTURE OF VALHALLA & THE GODCOIN

This will provide better results for advertisers on the Valhalla Network and make it much more competitive from a CPM and quality perspective.

### ADVERTISERS WILL REQUIRE \$GOD TO PARTICIPATE.



## AI COMPANIONS

InfiniGods plans to introduce AI Companions into *King of Destiny* as part of the Valhalla Protocol. These companions will enhance gameplay, offering personalized and responsive content while doubling as additional \$GOD sinks. AI Companions aim to solve key challenges for players and developers, including:

- Enhanced first-time user experience.
- Continuous player education to improve retention.
- Real-time interactivity and companionship, enriching the gaming experience.
- Upselling opportunities and conversion for new features and content.



NEW TO KING OF  
DESTINY? I'LL HELP  
YOU CLAIM YOUR  
FIRST TREASURE.

YOUR ENEMIES FEAR  
US, MY FRIEND.  
WHAT SHALL WE  
CONQUER NEXT?



## THE FUTURE OF VALHALLA & THE GODCOIN

### POTENTIAL APPLICATIONS

- Automatic translation.
- Real-time chat and FAQs about gameplay.
- Custom reminders and notifications.
- Proxy actions during player idle time.
- Character and cosmetic customizations, ranging from outfits to voiceovers (purchasable with \$GOD).
- Companionship features, akin to VIP experiences in casino environments.
- Deeper integration of personalized offers and sales.

### GODCHAIN

InfiniGods has plans to release a mobile gaming blockchain to unify and power the Godcoin ecosystem at large. More details will be released in early 2025.



## CORE CONTRIBUTORS

# CORE CONTRIBUTORS



**DAMON  
GURA**

A successful entrepreneur and former CEO/Founder of DGN Games, which was acquired by Crown Resorts for \$50 million. Damon holds 69 patents in casino, slots, and mobile gaming, showcasing his extensive expertise and innovation in the gaming industry.



**OWEN  
O'DONOGHUE**

Former Director at Meta, Owen spent 11 years building Facebook's Mobile and Real Money Games business. His leadership and insights were instrumental in scaling the platform's gaming operations.



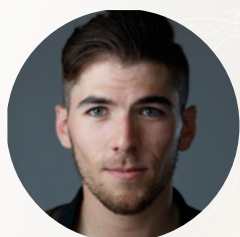
**MATT  
JACKSON**

A seasoned operations leader with over 20 years of experience in mobile technology. Matt specializes in scaling teams and products to drive growth and deliver exceptional value.



**CALEB  
SMITH**

Former Chief Investment Officer at Jefferson Capital and Portfolio Manager of the Genesys Fund. Caleb has spent the last five years immersed in Web3, bolstered by completing executive education in Blockchain at MIT Sloan.



**BRYAN  
DISANTO**

Over 15 years experience growing emerging brands through digital and performance marketing, including the founding of multiple marketing agencies & content businesses. Bryan was a key contributor to the success of Wolf Game during 2021-2022.



**TRUNG  
TRINH**

An expert in free-to-play (F2P) gaming with 11 years of experience, Trung has overseen new title launches and LiveOps for blockbuster games like Game of War and Mobile Strike, which generated over \$1 billion in annual revenue. Trung is ex-Scopely and Machine Zone.



**TO VALHALLA!**

