



# MERCURY

**CREATE | PLAY | PAY | ANYWHERE**

Multi-Chain Digital Asset Content and Commerce Platform for Gaming

MERCURY

**BUILT BY GAME AND  
WEB3 EXPERTS, BATTLE-TESTED  
IN AAA GAME SHRAPNEL**

In game purchases represent 85% of game monetization, and players are vocal that the ability to sell these items for real money would make them buy more. Web3-based digital assets can provide true ownership, value and opportunity to game studios, content creators and gamers.

Web3 is a steep learning curve. We know, we've been over it. Mercury streamlines multi-chain web3 integration by offering contracts and features that directly meet the needs of game developers and marketers. It abstracts away the complexities of web3 and delivers easy to understand and use primitives like Users, Wallets, and Items that let game studios spend more time "focusing on the fun."

This efficiency not only speeds up development but also allows for rapid iteration as players engage and monetize. Beyond financial benefits, Mercury's features also contribute to a more engaging and immersive gaming experience, promoting higher player retention and boost in-game spending.

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# **IN APP** SALES ARE AT THE CENTER OF GAME REVENUE

**85%**

OF GAME REVENUE IS FROM **IN APP** SALES

**81%**

OF GAMERS WOULD BUY MORE IF  
THEY COULD RE-SELL IN GAME ASSETS  
FOR REAL MONEY



# WEB3-POWERED ASSETS AND COMMERCE DELIVER MORE VALUE FOR EVERYONE

Web3 delivers value and revenue opportunities for game studios, gamers, and content creators.

## GAME STUDIO DEVELOPERS AND MARKETERS

Tokenized Currency Utility  
New Asset Revenue Streams  
Royalties on Resale  
New Game and Monetization  
Mechanics  
New Marketing and  
Engagement Opportunities

## GAMERS

Tokenized Currency Utility  
Sell Items for Crypto or Fiat  
Marketplace Choice  
Use Items Across Experiences  
(Game, Online, Irl)

## CONTENT CREATORS (ITEMS, MEDIA, MAPS)

Create Once, Sell Anywhere  
Sell Items for Crypto or Fiat  
Royalties on Resale  
Marketplace Choice  
Use Items Across Games and  
Experiences (in Game, Online, Irl)



# BUT THERE ARE MANY CHALLENGES TO SOLVE

Web3-powered assets can deliver ownership and opportunity, but there are many non-trivial problems to solve – from low level chain infrastructure, to content creation and use, to low-friction commerce, to robust integrations that connect to services and tools relevant to game studios.

## CHAIN INFRASTRUCTURE

- Multiple Chains
- Smart Contracts
- Smart Contract Audits
- Blockchain Devops
- Gas Management
- Sign+send Transactions
- Wallet Management
- Nonce Management
- Node Hosting
- Chain Indexing
- Off Chain Data Replica
- Ownership Tracking
- Currency Bridging
- Item Bridging

## CONTENT CREATION & USE

- Individual Items
- Composite Items
- Updatable Metadata
- Consumable Items
- Redeemable Items
- Game Seeded Loot
- Escrow/settlement
- Crafting
- Inventory
- Airdrops
- Awards

## LOW FRICTION COMMERCE

- Marketplace
- End User Buy/sell
- Fiat Onboarding
- Fiat Offboarding
- Anti-money Laundering
- Know Your Customer
- Payments
- Fees
- Royalties
- Subscriptions
- Battle Passes

## CONNECT VIA INTEGRATIONS

- Game Engines
- Gaming Backends
- Wallets
- Web3 Infrastructure
- User Acquisition
- Questing Platforms
- Data and Analytics
- Foundations and Daos

# THE COST TO DELIVER IS HIGH

It can take months to recruit and hire new staff with expensive, hard to find skills. Some work will require specialist vendors with licenses that take months to find and qualify. Building a solution and integrating those vendors will takes months more time, with costs of hundreds of thousands to millions. All of this distracts game studios from focusing on the fun.

**MONTHS  
TO FIND  
STAFF**

JAN . FEB . MAR \_



**MONTHS  
TO FIND  
VENDORS**

APR . MAY . JUNE \_



**MONTHS  
TO BUILD**

JUL . AUG . SEP . OCT+\_



**COST OF  
\$250K TO  
MULTIPLE  
MILLIONS**

15,000  
30,000  
140,000  
380,000  
560,000  
823,000  
1,000,000  
1,580,000



**MERCURY**  
**MAKES IT EASY**

1-2-3



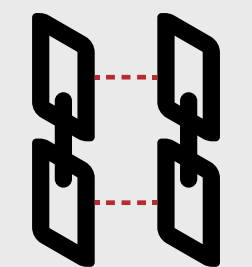
**EASY TO USE AND SCALABLE**



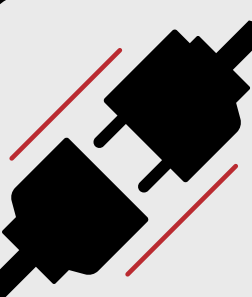
**ROBUST CONTENT SCENARIO SUPPORT**



**COMPREHENSIVE COMMERCE CAPABILITIES**



**BUILT FOR A DECENTRALIZED,  
MULTI-CHAIN WORLD**



**CONNECT TO EVERYTHING IN WEB2 AND WEB3**



# FEATURES

1-2-3



**EASY TO USE**

Game studios want to “focus on the fun”, and not be forced to hire or become experts in all things web3.

Mercury simplifies Web3 complexities for game studios by offering primitives like Users, Wallets, and Items that are easy-to-understand and use.

Battle-tested with the Web3-powered AAA game Shrapnel, Mercury provides a set of comprehensive, market-leading capabilities that can satisfy the needs of studios from Indie to AAA.

It’s portal, API, SDKs, and tools seamlessly integrate into studio workflows and power in game scenarios, user-generated content tools, game-supporting web/mobile experiences and marketing campaign sites.

With the gaming backend SDK, Mercury also makes it easy to bring the power of web3 to thousands of existing games.



## CONTENT

- Items
- Inventory
- Stickers
- Skins
- Badges

- Metadata
- Manufacturing
- Distribution
- Advanced Behaviors
- Crafting

- Provenance
- Airdrops
- Notifications
- Data + Analytics



## COMMERCE

- Fiat Onboarding
- Marketplace
- Fees
- Payments
- Royalties

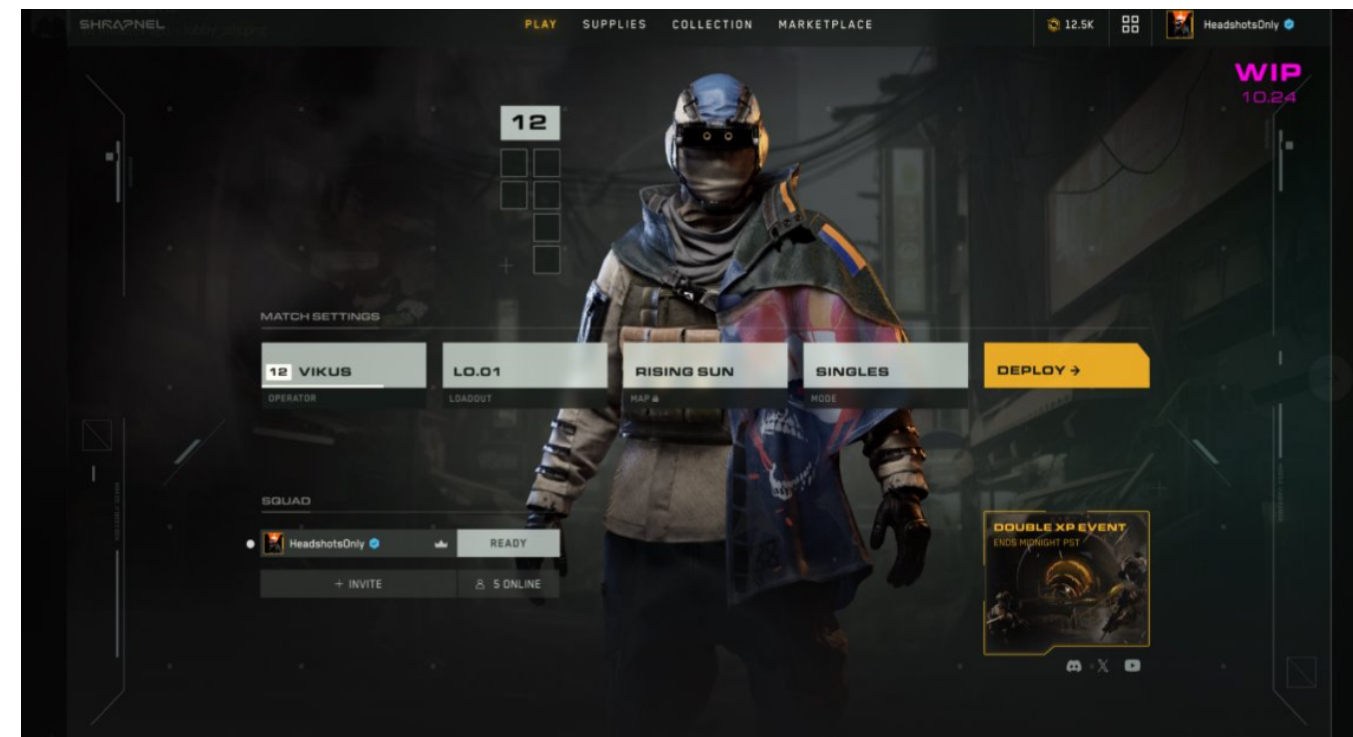
- Payment Splits
- Anti-Money Laundering
- Know Your Customer
- Subscriptions
- Awards

- Quests
- DAO Reward Pool Support
- Redemptions
- Data + Analytics



# CONTENT

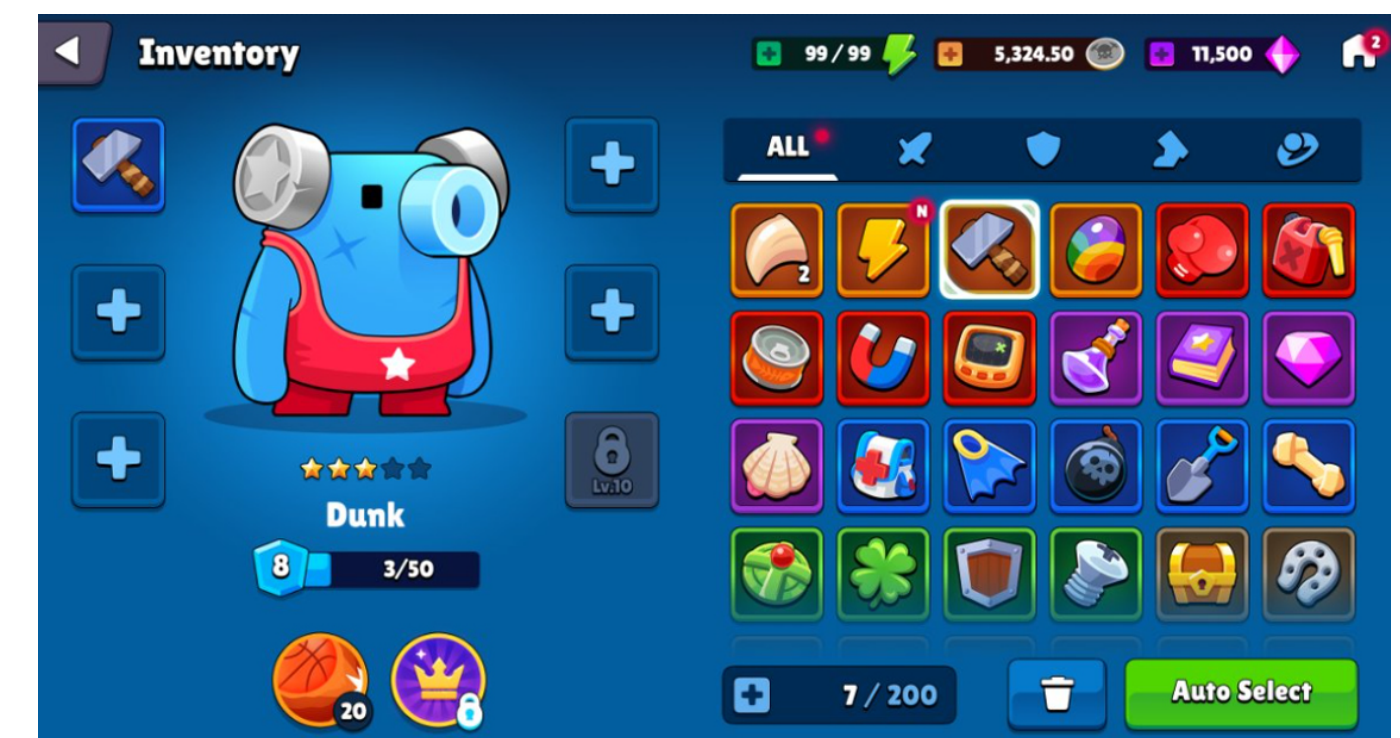
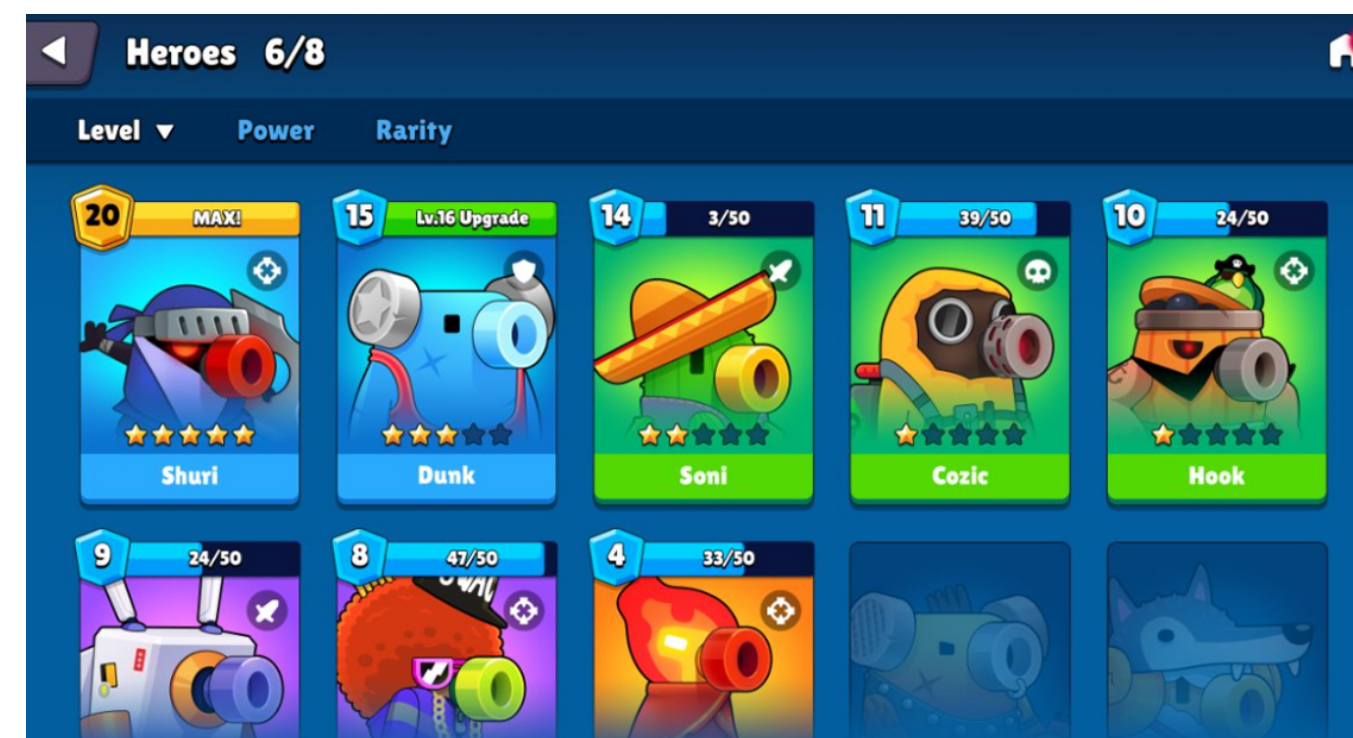
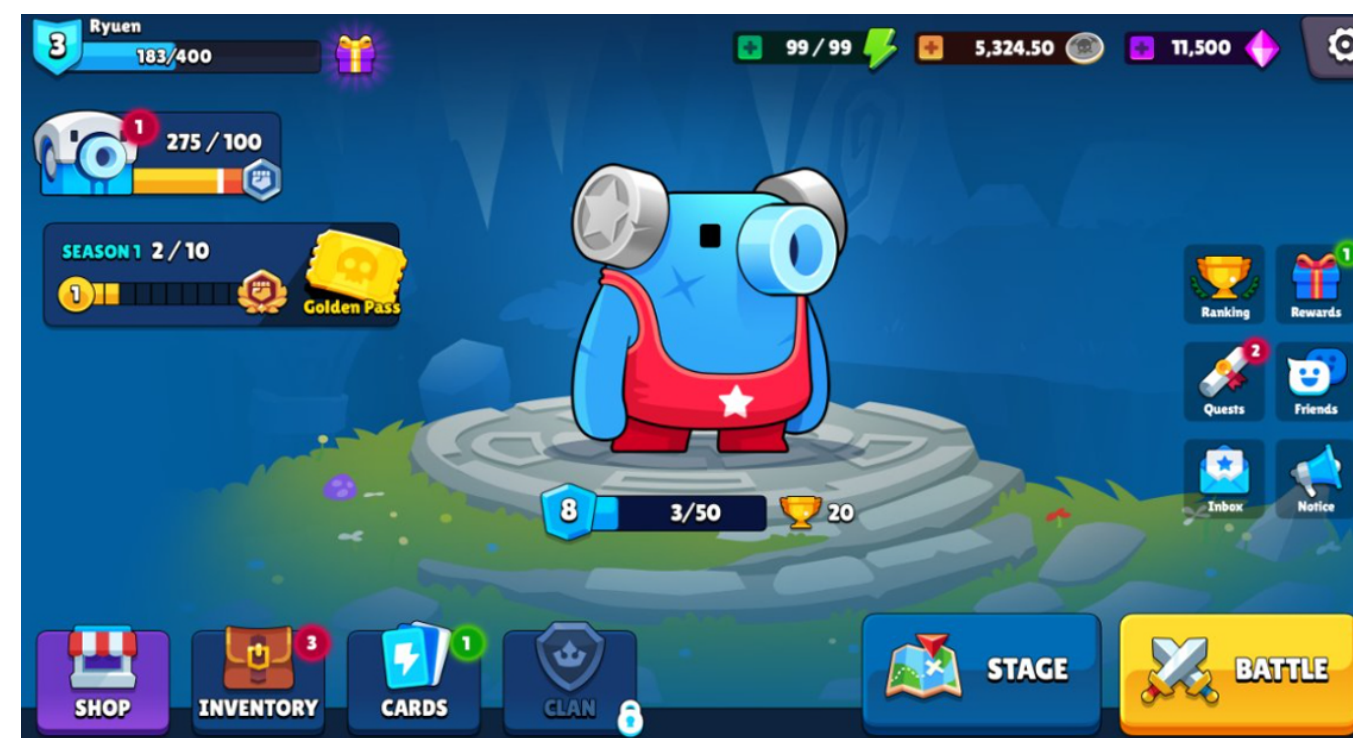
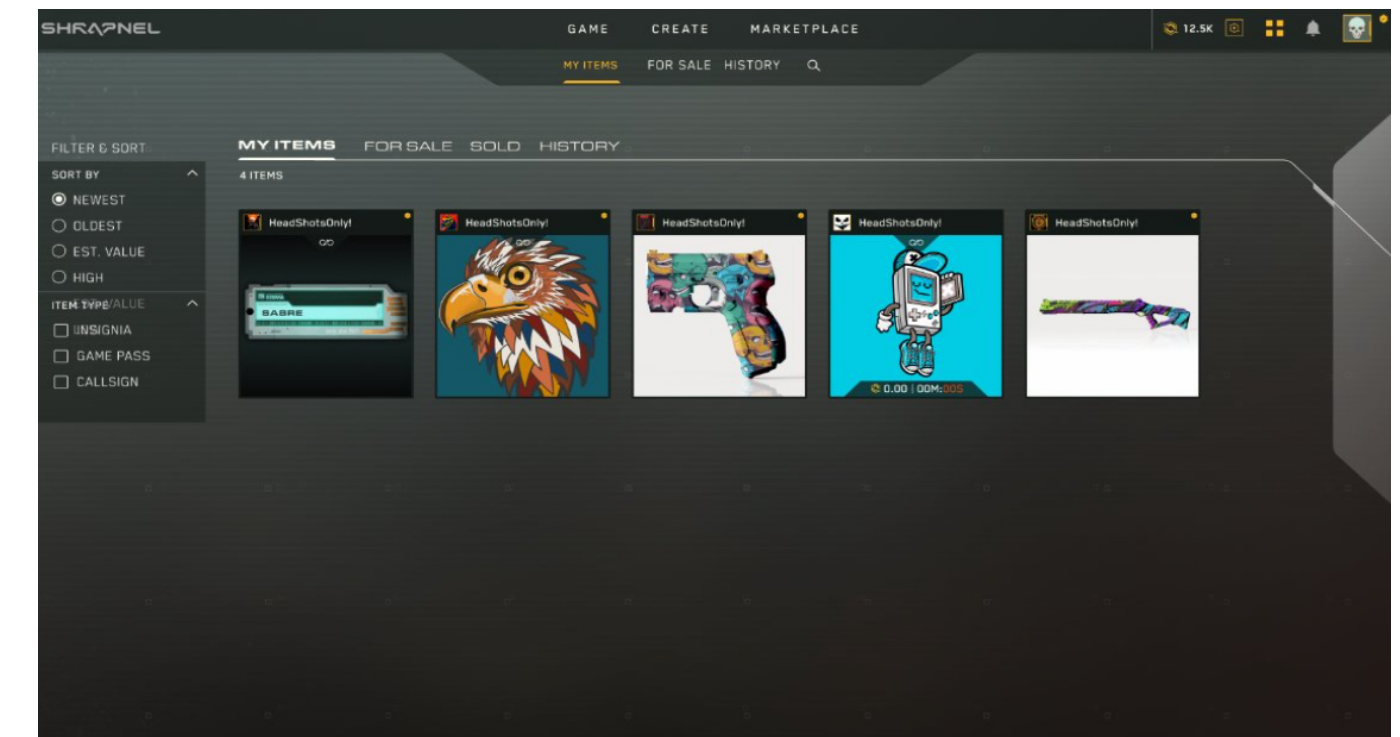
## EQUIPPED CHARACTER



## CHARACTERS



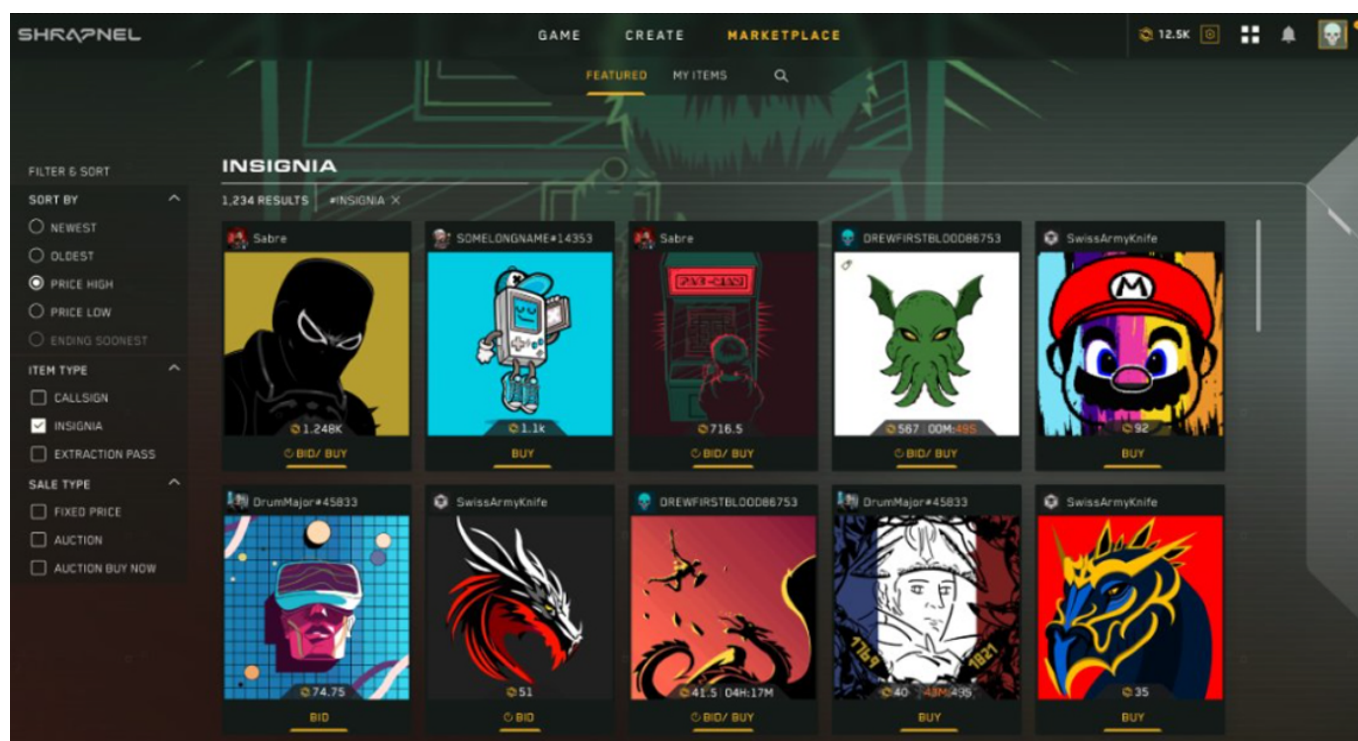
## INVENTORY



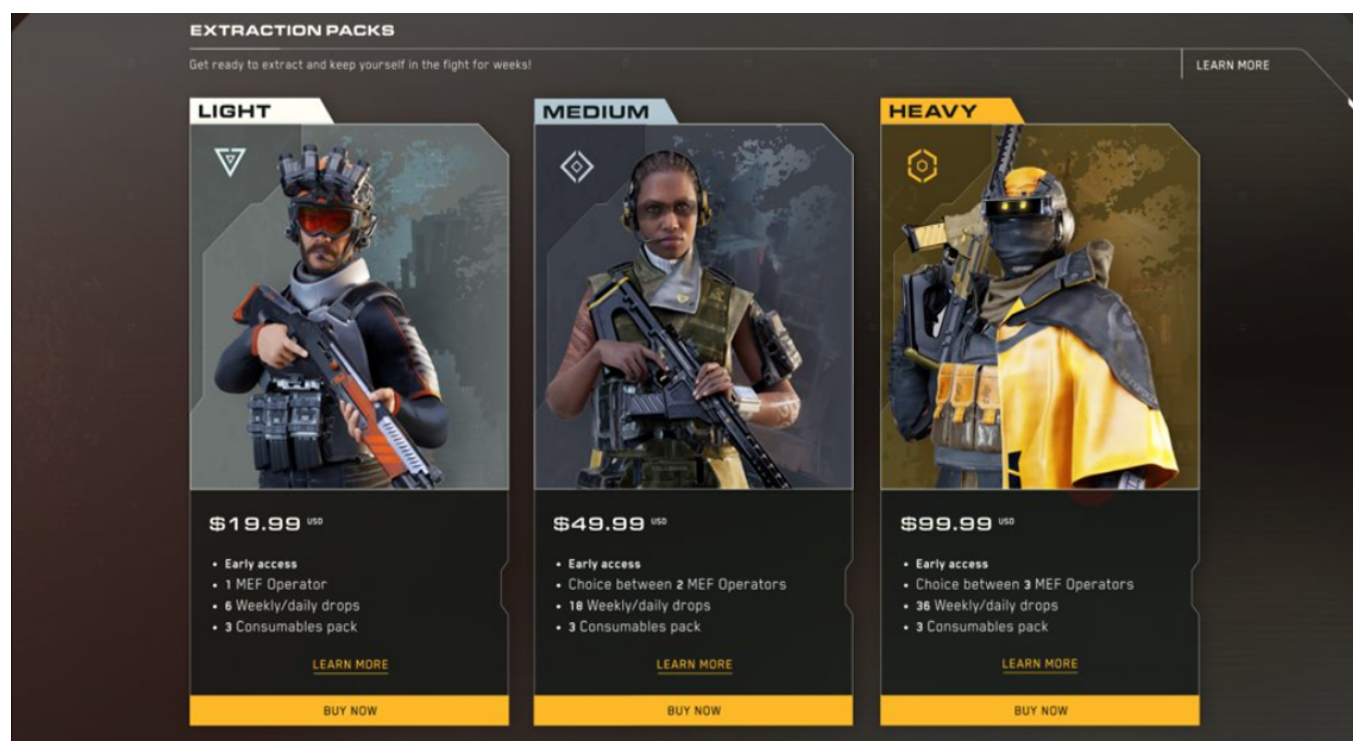


# COMMERCE

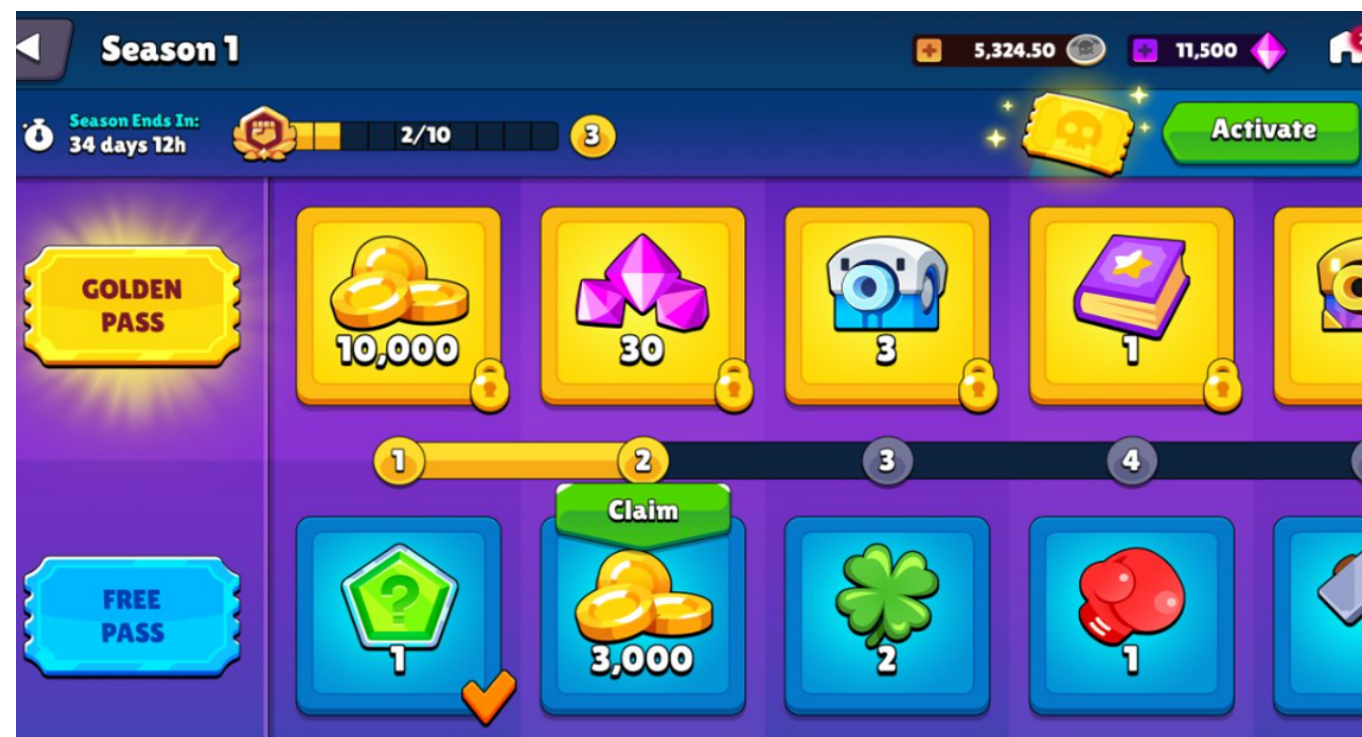
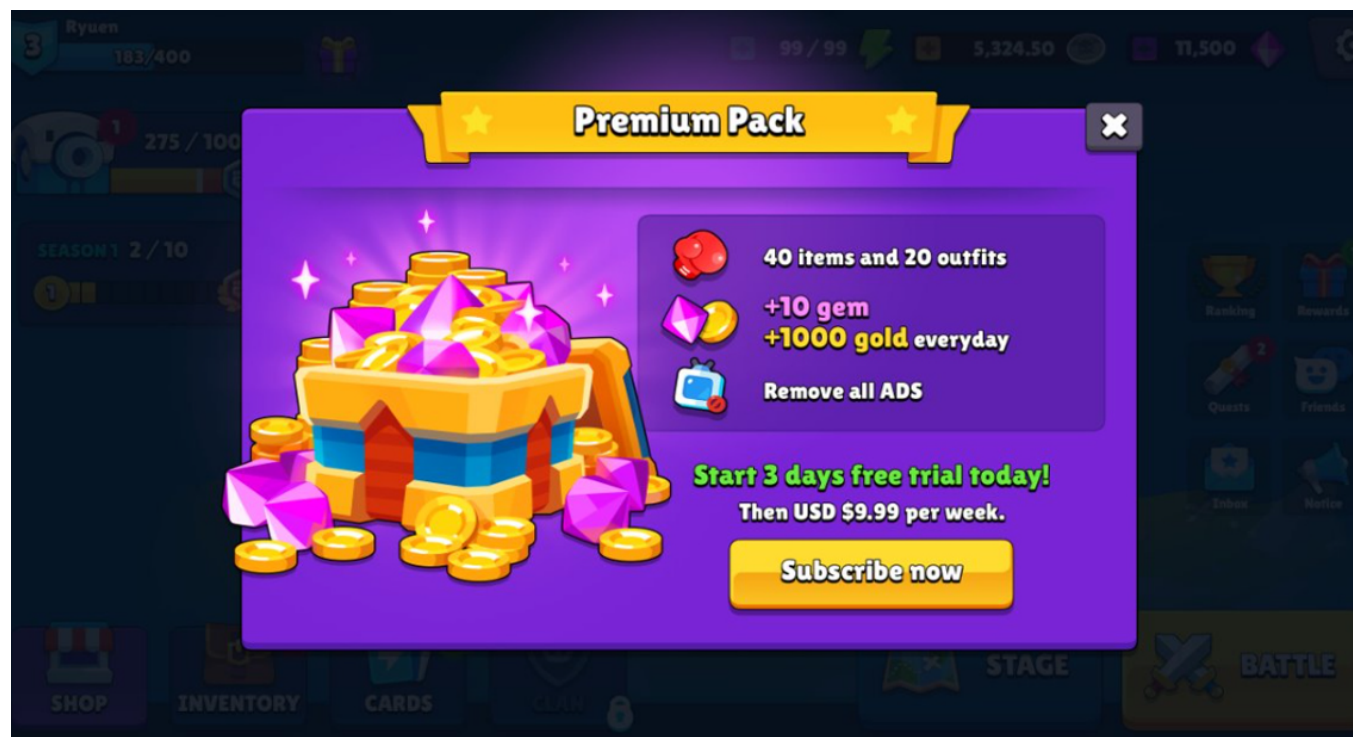
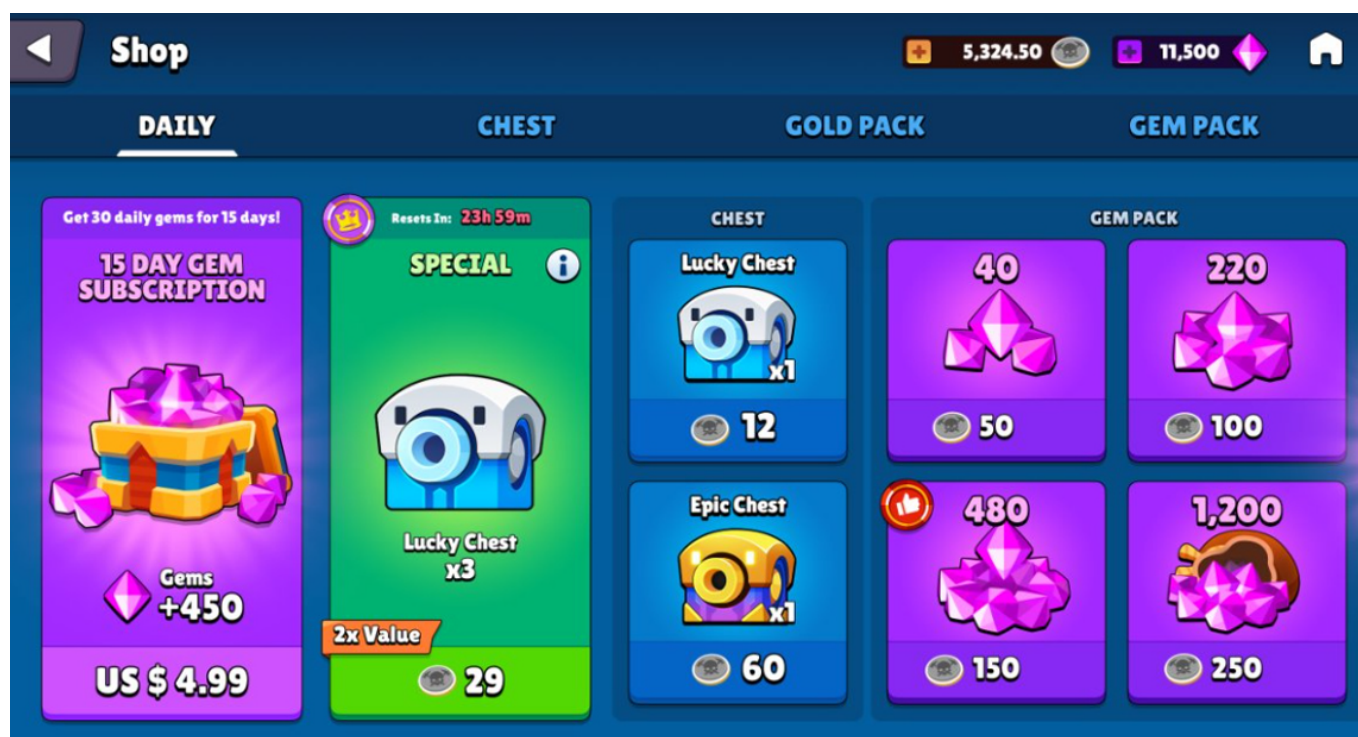
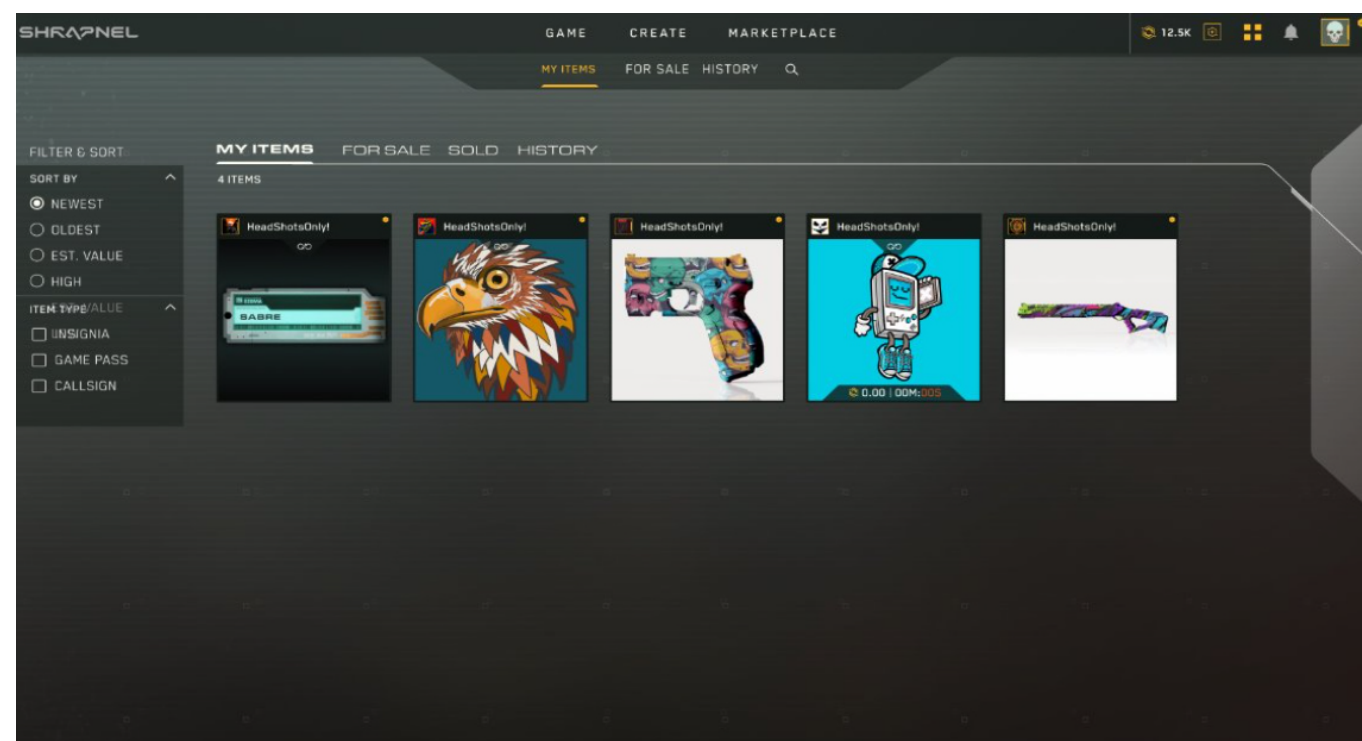
## MARKETPLACE



## SUBSCRIPTIONS



## AWARDS

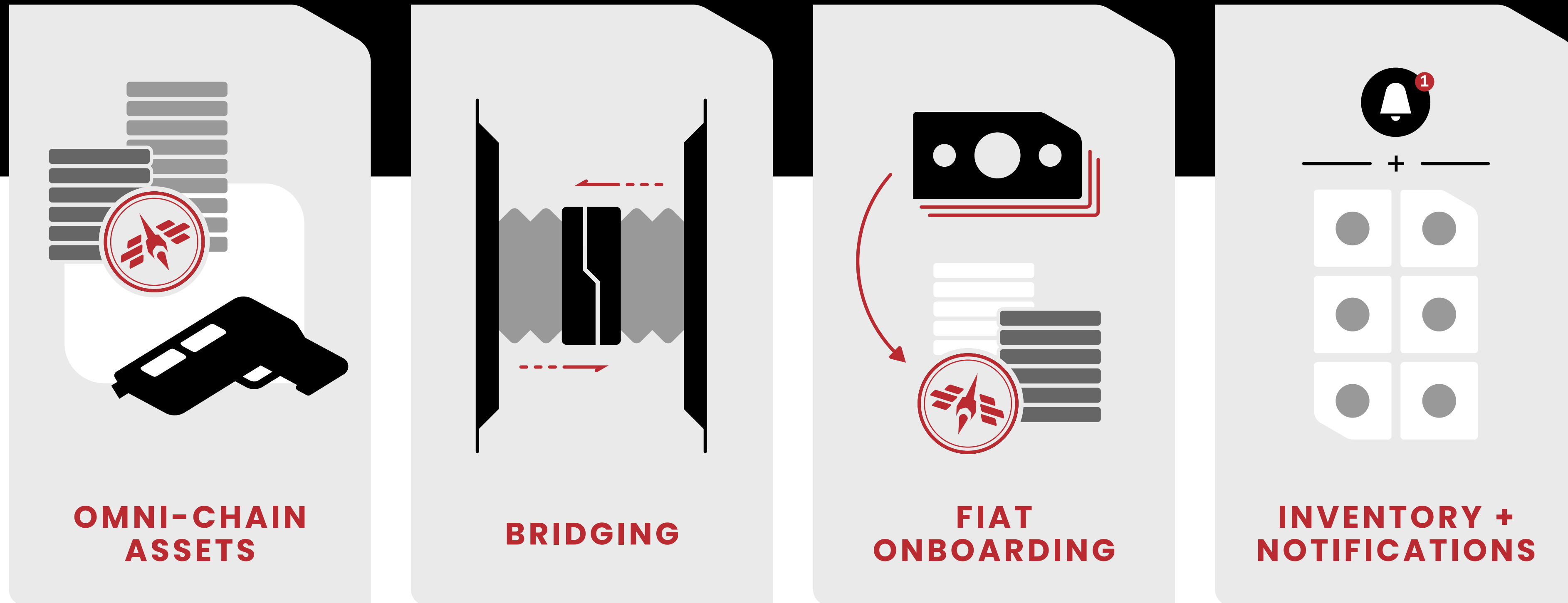




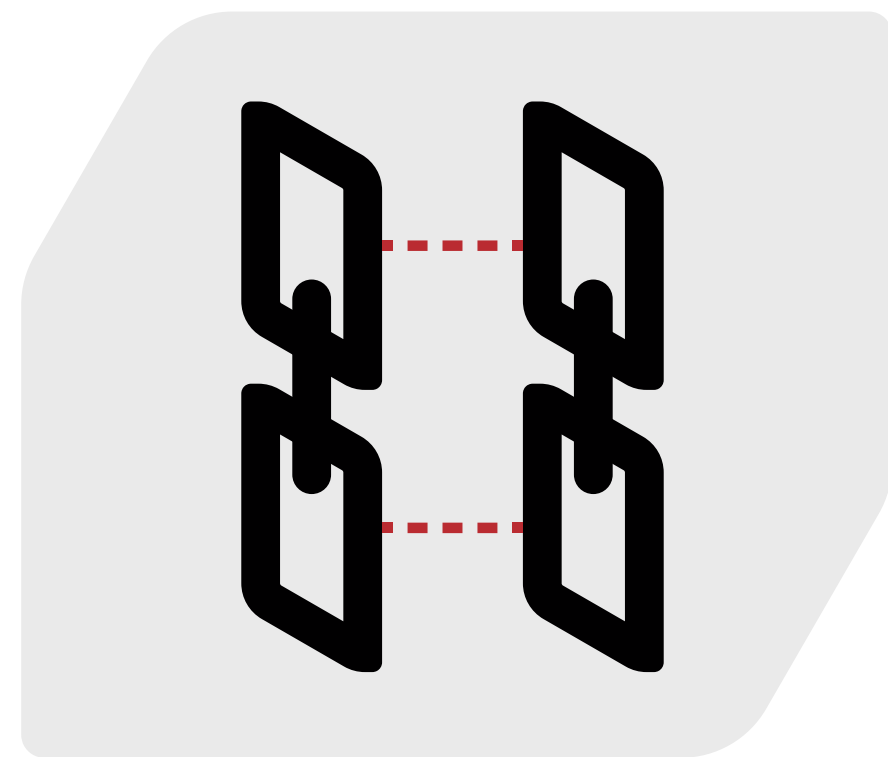
# DESIGNED FOR MULTI-CHAIN

Mercury is designed for the multi-chain future, delivering opportunities and agency for games, gamers, and creators:

- All game currency and items are omni-chain assets and Mercury's bridging APIs and UX samples enable easy integration to any game or experience.
- Fiat onboarding, bridging, payments, and item delivery all leverage this infrastructure to deliver low friction, multi-chain commerce.
- Mercury's unified cross-chain, cross-wallet inventory and together a unified view of assets and on chain activity relevant to a game or experience.

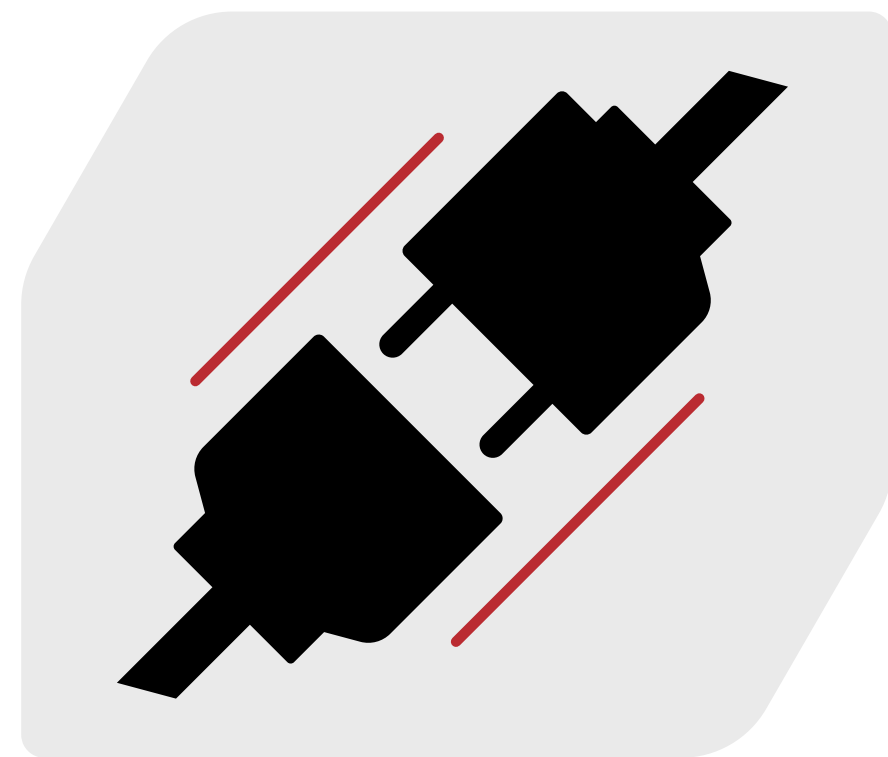






## MULTI-CHAIN

- Run On or Across Multiple Chains
- Subnet Option with Low Gas Costs for Free to Play Games
- Omni-Chain Currency Token Smart Contracts
- Omni-Chain Item Smart Contracts
- Currency Bridging
- Item Bridging
- Gas Management
- Custodial Wallet Support
- Linked Self-Custody Wallet Support
- Nonce Management
- Seamless Transaction Sign and Send
- Chain Indexing
- Queryable Off Chain Data Replica
- Ownership Tracking
- Notification of Relevant On Chain Events to Game



# CONNECT

- Items
- Inventory
- Stickers
- Skins
- Badges

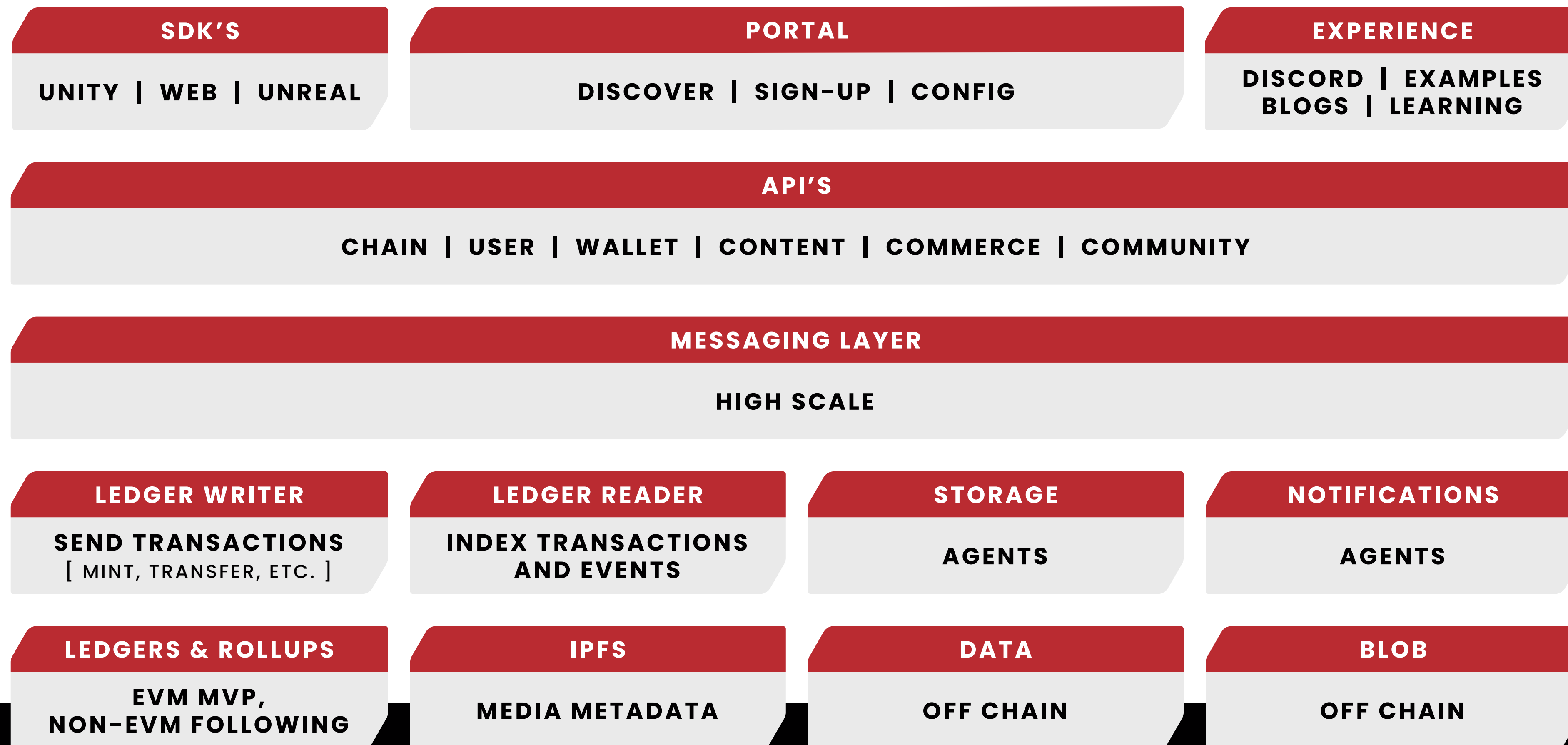
- Metadata
- Manufacturing
- Distribution
- Advanced Behaviors
- Crafting

- Provenance
- Airdrops
- Notifications
- Data + Analytics

**EASILY CONNECT WITH  
ECOSYSTEM PARTICIPANTS LIKE THESE:**

# DEVELOPER EXPERIENCE





# APIS & SDKS

The APIs and SDKs exposed to game developers with Mercury are designed to be intuitive and centered on the things they want to interact with such as users, weapons, gear, cosmetics, maps, inventory, achievements, and payments.

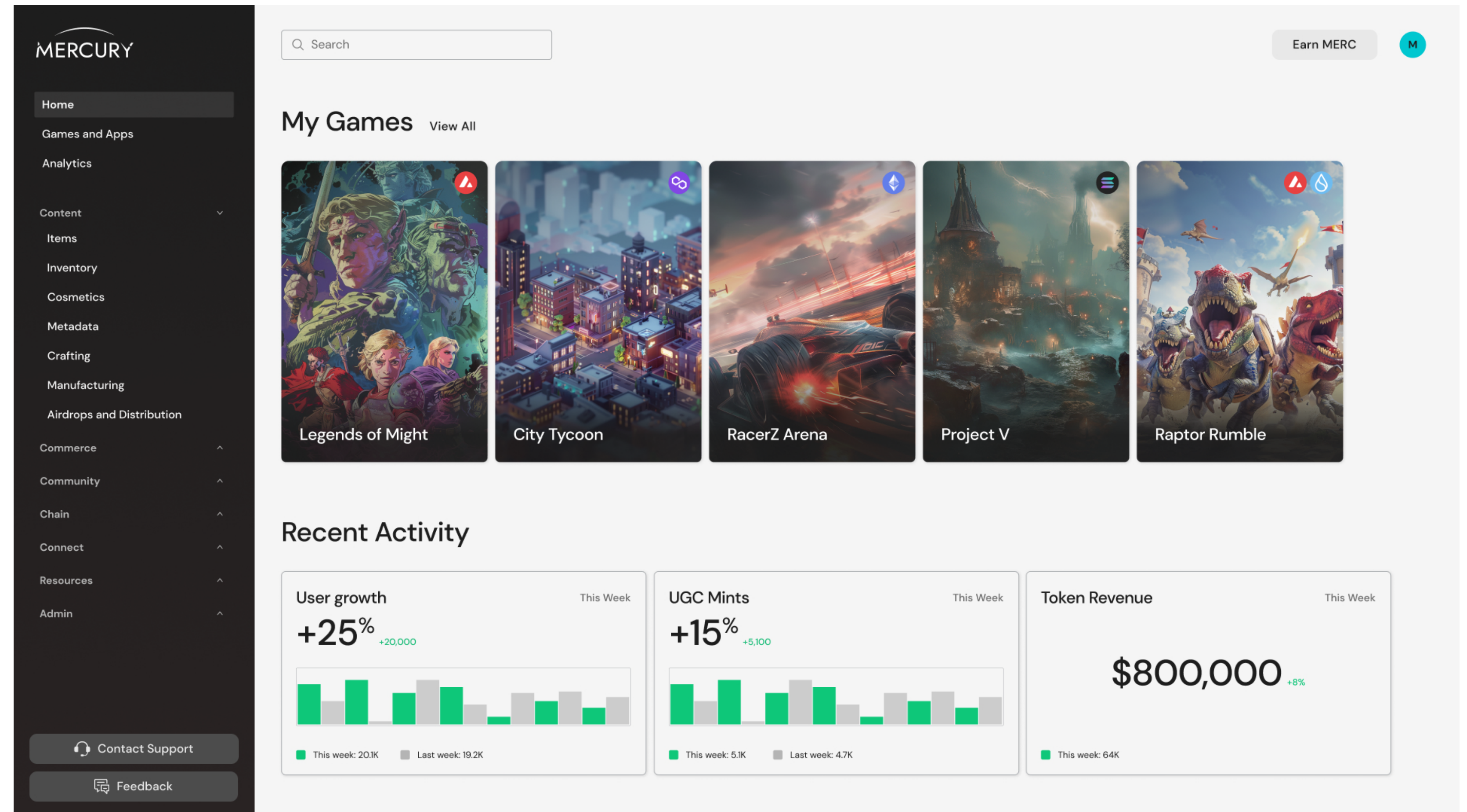
Blockchain, data, commerce, and ecosystem integrations are designed to easily evolve to include new capabilities, technologies and companies as Web3 growth continues.

# MERCURY PORTAL

Mercury Portal provides the ability to discover, subscribe, configure, and monitor all of the capabilities that the platform delivers.

- Create items, crafting recipes, airdrops, awards, and quests with an easy-to-use use interface that can be used by designers, developers, or marketers.
- Monitor usage, activity, revenue and many more activities with metrics and dashboards to track business performance and user engagement.
- Specify supported chains, tokens, and more with an intuitive visual interface.
- Easily configure connections with ecosystem partners to drive even more value and insights.

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**TEAM**

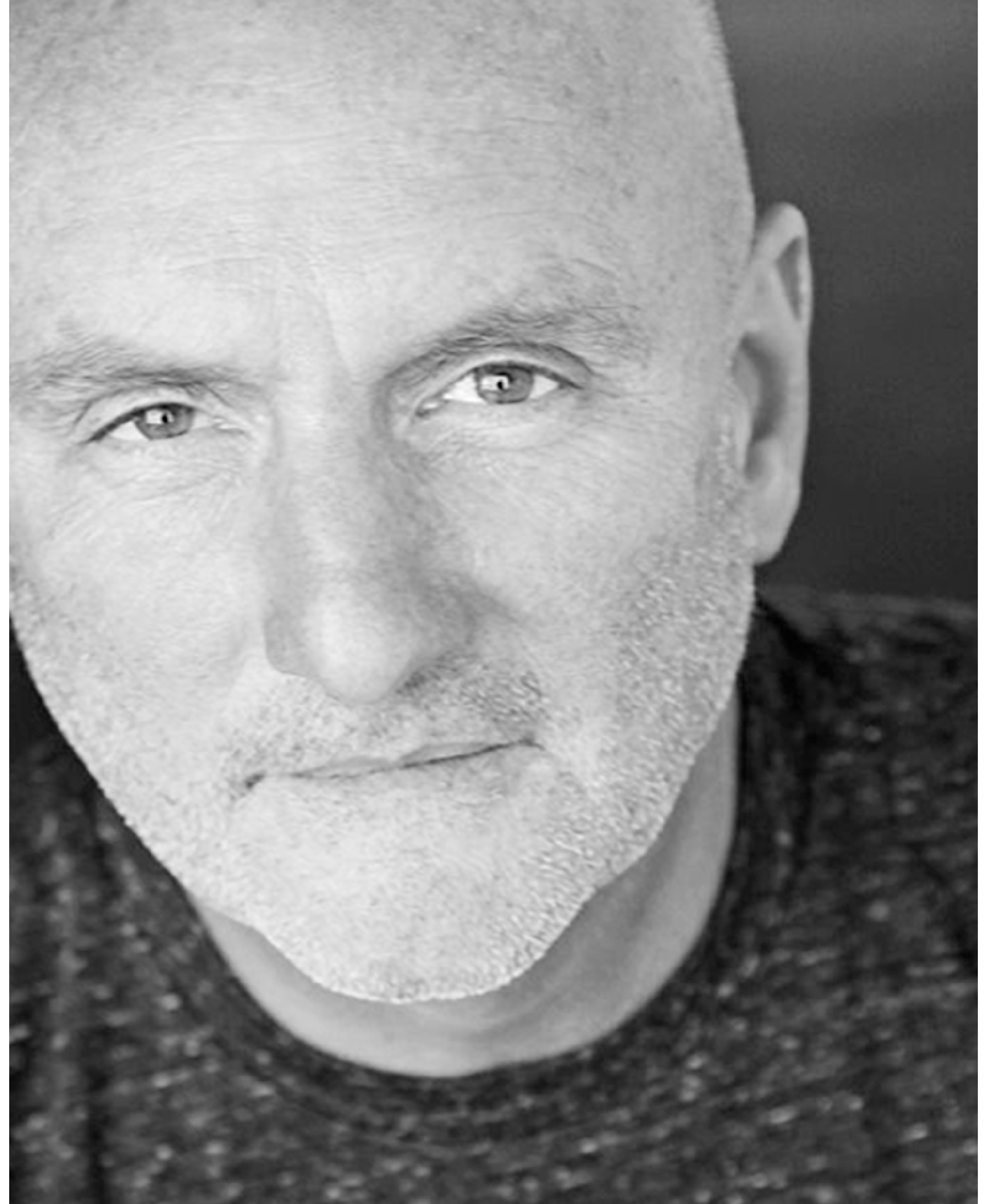


# CEO

## MARK LONG

*Former CEO of Meteor (Hawken) and Zombie Studios (Blacklight, America's Army, Spec Ops), Long produced some of the first free to play games on console.*

*Long has been a thought leader in cloud gaming in the last decade; creating and leading Microsoft's Xcloud and acquiring the gaming-as-a-service platform, Playfab, to accelerate time to market of the service. He is a 27-year game industry veteran who has produced over 32 titles, on every platform from SEGA Genesis to Oculus Rift.*





# CBO

## MARC MERCURI

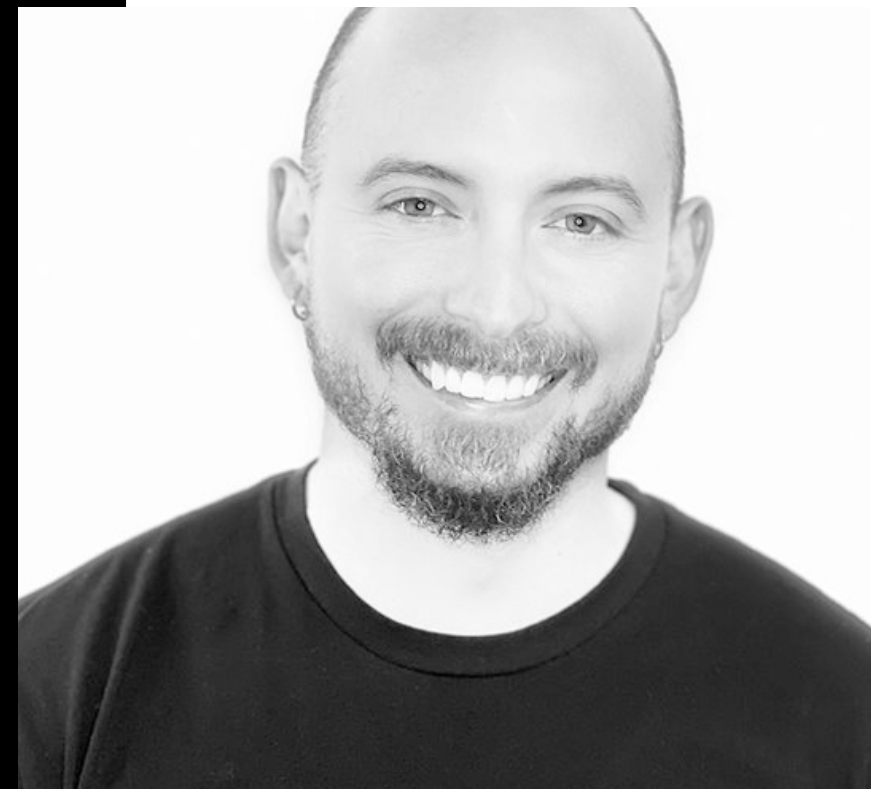
*Chief Blockchain Officer Marc Mercuri is a 29-year tech industry veteran with 26 patents.*

*Marc led and launched multiple blockchain networks, nodes as a service, tokens as a service, and pro code and low code blockchain APIs and developer tools, and minted millions of omnichain NFTs at Microsoft, ConsenSys and Neon Machine. His work has been featured in TechCrunch, BBC, Forbes, Harvard Business Review, Mashable, and Wired.*



# GAMING AND WEB3 LEADERSHIP

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## DON NORBURY

*The founding CTO of NEON and the Studio Head for Shrapnel - Before Shrapnel - Don spread his nearly 20 years in AAA game development between studio building and publishing - leading teams and products at HBO, Xbox, Irrational Games, Lucasfilm Games, and Electronic Arts.*



## FRANCIS BRANKIN

*Words words words.*



## LUCIAN STROIE

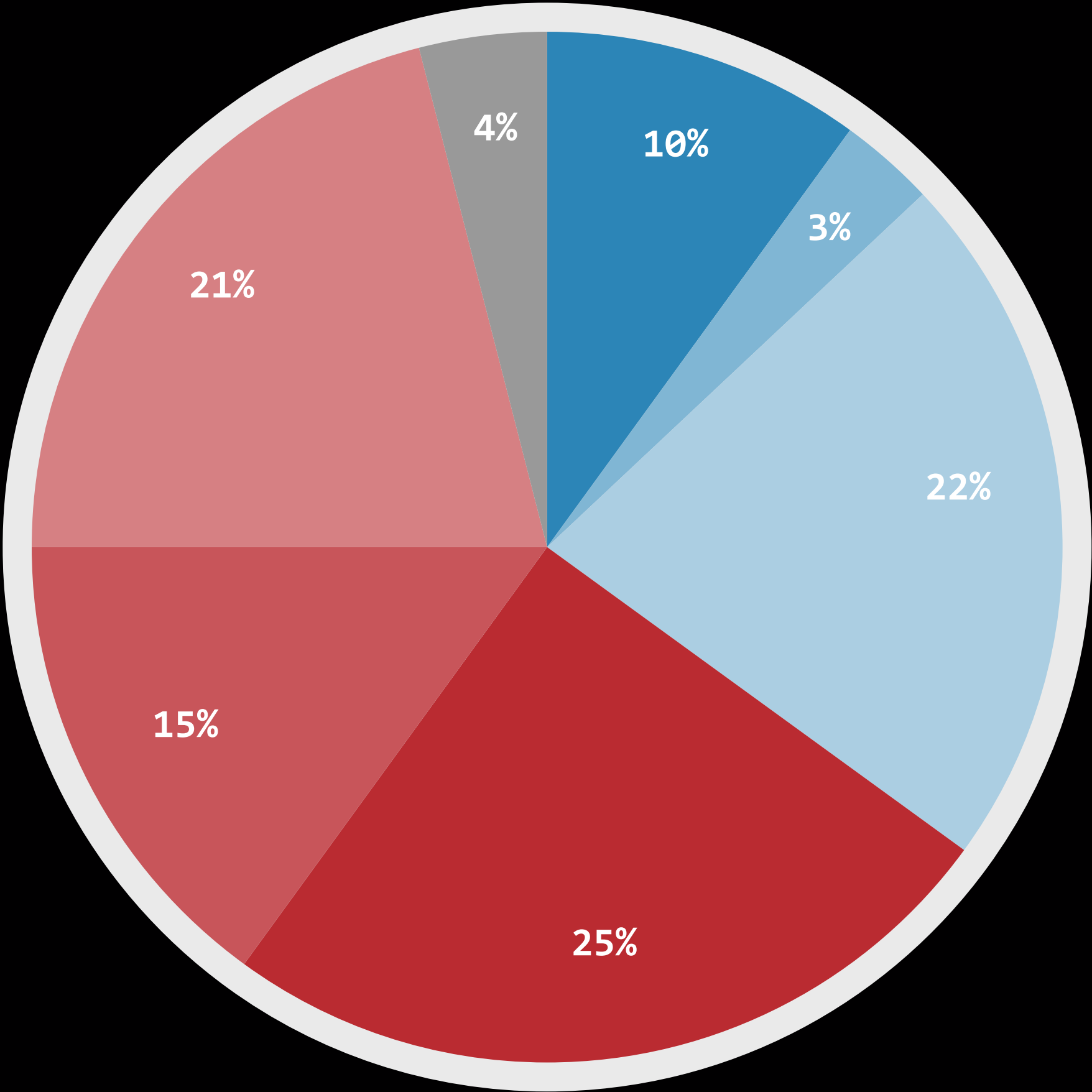
*Principal Technical Program Manager Lucian Stroie has been building blockchain applications since 2017. Prior to joining Mercury, Lucian was the Lead of Solutions Engineering at Ava Labs, where he gained insights from working with customers in every industry. Notable examples include Deloitte, JP Morgan, Citi Bank, TSM, and Shrapnel.*

# TOKENOMICS



DISTRIBUTION  
TABLE

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	TITLE	ALLOCATION	% ALLOCATION RELEASED AT TGE	LOCKUP	UNLOCK	TOTAL
	Investors	10%	0%	12	30	42
	Advisors	3%	0%	12	30	42
	Team	22%	0%	12	30	42
	Rewards	25%	20%	0	24	24
	Node Sale	15%	0%	0	36	36
	Ecosystem	21%	46.6%	0	36	36
	Community Airdrop	4%	100%	0	0	0
		100%	18.80%			



## NODE SALE

### NODE UTILITY

Nodes will be offered for sale in a tiered model.

At launch, nodes will provide **\$MERC** token to node owners based on tier purchased.

Owners will have the ability to access and secure mercury platform validators through bonding \$merc. Mercury platform validators are used to secure the transfer and settlement of assets on and across chains.

### BUILT-IN INCENTIVES TO PURCHASE HIGHER TIERS

The percentage of tokens unlocked at the token generation event (TGE) increases with the purchase of higher-tier nodes.

Higher tier nodes have a built-in incentive, offering greater unlock percentages and balance OF the higher costs associated with these tiers.

### ACCELERATION WITH TOKEN BONDING

Owners can lock up **\$MERC** with token bonding.

When certain thresholds of token bonding are met by the community of node owners, it accelerates the **\$MERC** delivery schedule for all of them.

# ROADMAP



# ROADMAP

## REDSTONE



## Q2-Q3 2024

- Mercury Foundation Established
- Mercury Portal (Website Only) Public Launch
- Mercury Platform Early Adoption Begins
- Chain, Commerce, Content Community Capabilities
- Mercury Developer SDK Alpha
- Mercury Gaming Backend SDK Alpha
- Mercury Data Publishing Alpha
- Node Sale
- Token Launch

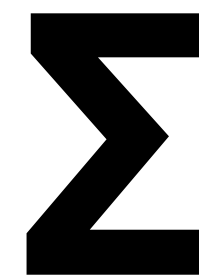
**ATLUS**



## **Q4 2024**

Mercury Foundation Community Proposals Open  
Mercury Portal Beta Launch  
Mercury Platform Feature Update  
Expanded Chain Support  
New Asset Monetization Features  
New Partner Integrations  
Mercury Developer SDK Beta  
Mercury Gaming Backend SDK Beta  
Mercury Data Publishing Beta

**SIGMA**



## **Q1 2025**

Mercury Network Test Net Launch  
Mercury Network Launch  
Mercury Foundation Announces Grants  
Mercury Platform Generally Available  
Mercury Developer SDK Generally Available  
Mercury Gaming Backend SDK Generally Available  
Mercury Platform Early Adopter Showcase.

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