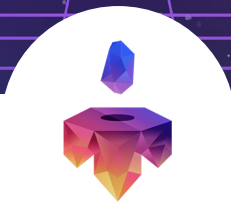# MixMarvel
2024 Strategy

MixMarvel is the world's leading blockchain content incubation platform and creator community. By integrating globally renowned IPs and high-quality content, MixMarvel primarily offers investment, content incubation, and publishing services. It aims to foster community co-creation by investing in and collaborating with the creator community, connecting investors and mass users, and building a new generation of decentralized application ecosystems.

As a content incubation platform, MixMarvel's main services include:

- *Investment*

  Through its investment arm, MixMarvel DAO Venture, MixMarvel brings in high-potential projects, providing a rich resource pool for content incubation and publishing.

- *Content Incubation*

  MixMarvel offers customized Web3 game incubation services. These services encompass game content transformation, game asset distribution strategies, infrastructure support, and comprehensive brand strategy development, ensuring a smooth go-to-market process for game products.

- *Publishing*

  MixMarvel has designed a specialized SDK for Web3 game publishing. The SDK supports social login, asset management, cross-chain processing, NFT asset trading, and questing features, providing comprehensive support for game go-to-market efforts. Additionally, MixMarvel is equipped with extensive media, community, and KOL resources to further promote games on a global scale.

As a creator community, MixMarvel connects creators and users through high-quality content and digital assets, lowering barriers for creators so that game content can directly reach the ideal audiences. By offering incentives, MixMarvel boosts creators' enthusiasm. Creators retain full ownership of their works and can earn substantial rewards through community contributions and content sharing.

MixMarvel adheres to the principles of true user asset ownership and community governance. High-quality content, digital assets, and digital identity form the shared value network of MixMarvel.

MixMarvel Ecosystem Structure

As an early adopter in the blockchain gaming industry, MixMarvel's primary mission is to **enable mass adoption of blockchain games by mainstream players, and ultimately create a truly inclusive Metaverse**. With the continuous growth of its community and diversification of content, MixMarvel's vision has evolved into establishing an "open world composed of infrastructure, standard protocols, economic systems, and new organizational forms," ultimately creating a UGC DAO – MarvelLand, where NFT assets can seamlessly interact.

Based on this vision, MixMarvel's exploration has entered its 7th year. For the realization of MarvelLand, we continue to generate new insights. Initially, MarvelLand was envisioned as a tangible 3D user community. However, with MixMarvel's deepening understanding of the Metaverse and its achievements in practical business applications including:

• On the infrastructure front, the scale of interconnectivity within the MixMarvel ecosystem's assets is expanding.

• Regarding content, the incubation and publishing efforts of MixMarvel continue to focus on open-world themes.

• From an ecosystem perspective, MixMarvel is clear about the core technologies and tools required to build a robust gaming ecosystem.

The ultimate form of MarvelLand has undergone a new iteration:
MarvelLand will be upgraded to MixLabo. Similar to city-building logic, MixLabo is built on a unified protocol and a mutually beneficial commercial governance mechanism. Different components and contributors will play their respective roles, ultimately building a grand carnival that belongs to game projects and mass users.
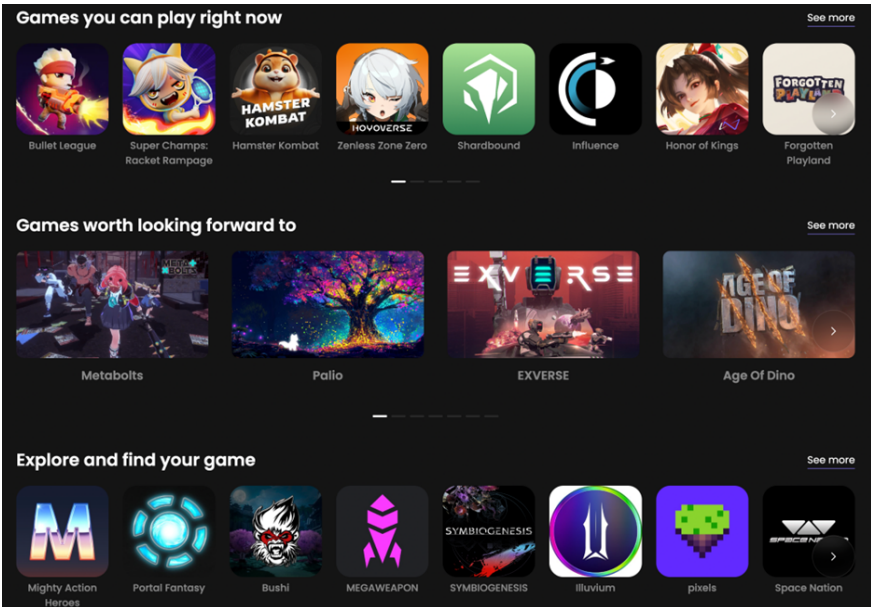

Based on its current achievements, MixMarvel's business structure is divided into: **Game Platform, Game Content, Web3 Tools, Infrastructure, Ecosystem Investment, and Creator Community.**

Game Platform

Yeeha Mini-game Platform

Yeeha Mini-game Platform is a mini-game aggregation platform jointly created by MixMarvel and Yeeha Games. This platform brings together the most popular mini-games from various ecosystems, including many well-known game IPs. As MixMarvel's future game content resource pool, Yeeha Mini-game Tube continuously expands its resources, enlarges its business scope, and actively cooperates with other components within the MixMarvel ecosystem. It connects a large number of players and users from Web2, serving as the forefront traffic entry point for the MixMarvel ecosystem.

Game Content

MetaCene

MetaCene aims to create a boundless on-chain home for all game enthusiasts. By linking global MMORPG players, content creators, and Web3 enthusiasts, MetaCene will realize the vision of "co-entertainment, co-creation, and co-governance" in several stages, becoming the North Star of the Pangu universe.

MetaCene brings together founders from renowned game companies such as Shanda Games, Blizzard, Perfect World, and Snail Games. They believe blockchain presents a new opportunity for MMO games: to return to the entrepreneurial spirit of imagining games as a social practice, where players create a new virtual society through communication, cooperation, and competition. MetaCene plans to launch its official game version in 2024, supporting PC, mobile, and cloud platforms.

MetaCene Token Ticker: $MAK
NFT Assests: Apostle NFT / Treasure Box / Reamls NFT
Official Website: https://www.metacene.io/

DeHero

DeHero, released in July 2021, is a GameFi application that integrates NFT+DeFi gameplay. Combining card game mechanics with DeFi features and NFT trading, DeHero infuses financial logic into the game. It represents the first practical implementation of the GameFi concept proposed by MixMarvel community members in 2019 — each NFT card embeds a certain amount of $HEROES (DeHero token), achieving "NFT with fundamental value."

DeHero Token Ticker: $HEROES
Official Website: https://card.dehero.co/

DeHeroGame

DeHeroGame is the second game in the DeHero IP series, incubated and published by MixMarvel. It is set against the backdrop of a global hero brawl and is initially launched on Rangers Protocol. DeHeroGame features rich hero development and combinations of professions and skills. Players cultivate heroes from various parallel worlds and strategically deploy their hero teams to challenge nearly a hundred different difficulty levels, embarking on an otherworldly adventure that maximizes gameplay fun.

DeHeroGame Token Ticker: $AMG
Official Website: https://www.dehero.co/

HyperGragons

HyperDragons is a flagship game in the Hyper series created by MixMarvel. Its Ethereum version launched in March 2018, followed by the Ontology version released on Christmas 2018. The core gameplay of HyperDragons revolves around nurturing battle dragons. Players' dragon assets can be used for training, trading, exploring, or fighting to earn rewards. Since its launch, HyperDragons has consistently ranked in the top five Ethereum game DApps globally and first on the Ontology chain, setting a benchmark in the blockchain gaming field.

HyperSnakes

HyperSnakes is the first multiplayer real-time online blockchain competitive game, introducing various modes such as snake field management, random battles, and match brawls. It simultaneously launched on leading blockchains including Ethereum, TRON, Ontology, and Ant Blockchain. Within a week of release, HyperSnakes topped various blockchain rankings. It boasts millions of registered users and hundreds of thousands of active users, who frequently interact with the blockchain. From both user numbers and blockchain interaction perspectives, HyperSnakes has demonstrated MixMarvel's technical prowess and established a strong reputation for the quality of MixMarvel's self-developed games.

Web3 Tools

Yeeha SDK Previously MixMarvel SDK

MixMarvel offers an integrated Web3 toolkit for game developers - Yeeha SDK. Upgraded from the MixMarvel SDK, it aggregates MixMarvel and Yeeha Games' game incubation and publishing capabilities and has successfully integrated **traditional game engines such as Unreal Engine**. The SDK is equipped with Web3 solutions like **social login, asset management, on-chain deposits, NFT market transactions, cross-chain asset transfers, Quest platform, and User Space**. These features allow users to trade assets directly within the game interface, significantly reducing the Web3 transformation barrier for games and the entry barrier for end-users, effectively solving the most challenging user experience issues.

Services provided by Yeeha SDK:

- **Yeeha Passport Social Login:** Offers convenient login through Google Account, Apple ID, Email, and other traditional methods familiar to users.

- **WaaS Asset Management:** Compatible with AA wallet and EOA wallet solutions based on MPC technology, supported by multi-level risk control strategies and customizable by users; supports MFA mode verification to ensure maximum security of user funds.

- **On-ramp Solutions:** Configures the most suitable on-ramp methods for different types of game assets, supports local currency settlement, minimizes user costs, eliminates the need for transactions in CEX, and streamlines game asset acquisition and gaming experience.

- **NFT Trading Support:** Provides in-SDK services for trading game NFT assets, allowing players to trade without leaving the game or entering a third-party NFT Marketplace. Historical transaction records are easy to find and always accessible, and the value of NFT assets is displayed in the dashboard along with the historical transaction records, assisting users in making informed purchasing decisions.

- **In-game Cross-chain Asset Transfers:** Supports FT and NFT cross-chain transactions and multi-chain game deployment, enabling players to transfer assets across multiple ecosystems directly within the game interface.

- **Quest Platform:** Aggregates game ecosystem activities, connects user growth scenarios, and consolidates marketing activities to maximize ROI.

- **User Space:** Offers customized services such as hot industry news, game strategies, and community forums, allowing players to track hot topics and enhance social experiences within the game.

Infrastructure

Rangers Protocol

Rangers Protocol is a blockchain infrastructure designed for the future virtual world. Fully compatible with Ethereum, it integrates and extends cross-chain protocols, NFT protocols, EVM protocols, and distributed network protocols, specializing in support for NFTs and complex applications. Rangers Protocol serves entrepreneurs and pioneering developers in the blockchain world, allowing them to freely create content, perform cross-chain operations, and develop applications within the Rangers Protocol ecosystem without permission.

Rangers Protocol is divided into two main technical modules: **Rangers Engine** and **Rangers Connector**.

Rangers Engine is the core part of Rangers Protocol, designed to better support complex applications with high performance and scalability. Its main features include:

* VRF+BLS Consensus Mechanism based on RPOS: Ensures secure and efficient consensus.

* REVM: A virtual machine compatible with EVM.

* NFT Protocol: Supports the full lifecycle history data of NFTs.

* Storage Module: Responsible for the storage of assets and data.

* Node Module: Responsible for block generation.

* In 2023, Rangers Protocol introduced its Sub-Chain feature, providing developers with a more convenient and efficient dApp development environment.

Rangers Connector is responsible for connecting various ecosystems, primarily providing cross-chain services for developers and users. Its main features include:

* VRF+TSS Consensus Mechanism: Ensures secure and trustworthy data services.

* Full Nodes of Origin and Target Chains: Provide reliable data services.

* Cross-chain Transaction Module: Facilitates cross-chain transactions.

Rangers Protocol Token Ticker: $RPG

Official Website: https://rangersprotocol.com/

Ecosystem Investment

MixMarvel DAO Venture

MixMarvel DAO Venture is MixMarvel's decentralized investment institution, focusing on early-stage Web3 applications, tools, and infrastructure, supporting builders of the Web3 ecosystem. As of Q2 2024, MixMarvel DAO Venture has invested in 15 projects, covering areas such as blockchain games, gaming platforms, NFT spaces, infrastructure, and Web3 engines. MixMarvel DAO Venture will also be a source of games for the Yeeha Mini-game Tube.

Official Website: https://daoventure.mixmarvel.com/

APPLICATIONS Blockchain Games, GameFi, Metaverse, NFT Social Space, and more	Role of DAO Venture Investor	Role of MixMarvel Advisor/ Incubator/ Publisher	Role of Rangers Protocol Tech Support
INFRASTRUCTURE Wallet, DEX, NFT Marketplace, NFT Rental, NFT Lending, IDO/IGO Platform, and more	Role of DAO Venture Investor	Role of MixMarvel Advisor/ Incubator	Role of Rangers Protocol Tech Support/ Co-Build/ Grant Rewards
WEB3 ENGINE IDE, Sub-chain, Universal Login SDK, Payment Solution SDK, In-game DEX, In-game NFT Marketplace, NFT-generating Tools, Oracle, Data Service, and more	Role of DAO Venture Investor	Role of MixMarvel Advisor/ Incubator	Role of Rangers Protocol Tech Support/ Co-Build/ Grant Rewards
BLOCKCHAIN Rangers Protocol — Rangers Connector — Other Blockchains (BNB Chain, Ethereum, Solana, Avalanche, Polygon, and others)			

Creator Community

Community co-creation is one of the core ways to realize the spirit of Web3, and the creator community provides an excellent platform and creative environment for this. To establish a thriving creator community, content, creative tools, and users are the essential elements.
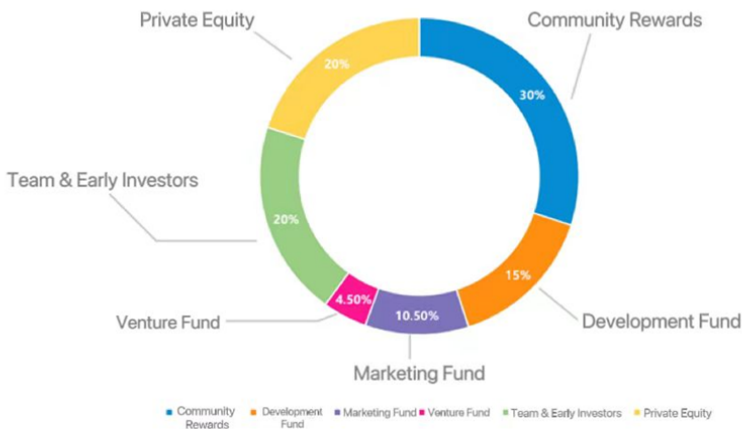
MixMarvel integrates Web3 resources in terms of content introduction, infrastructure construction, token design, traffic coverage, industry investment, and business partnership, providing comprehensive incubation and publishing services for the community. These services include Web3 transformation of games, economic system design, community building and promotion, targeted traffic attraction, marketing and operations. While community users receive support in these areas, they also continuously contribute to the community, thereby gaining long-term benefits. It is foreseeable that, driven by mutual interests, blockchain products and content will be continuously innovated in community co-creation.

Tokenomics

$MIX Tokenomics

$MIX is MixMarvel's platform token, representing the growth of platform ecosystem value, with a fixed supply of 10 billion tokens. Its reward rules are based on community members' contribution to the ecosystem, such as market promotion, application creation, content creation and services, thereby earning $MIX rewards. $MIX holders enjoy governance and premium privileges: Governance rights include participating in voting on various platform decisions and in the governance of platform ecosystem construction. Premium privileges allow holders to enjoy premium services on the platform based on their $MIX holdings. $MIX holders also enjoy airdrop benefits, as new games issued on the MixMarvel platform will be recommended for airdrops to $MIX community users, giving them the first opportunity to learn about and participate in the latest games.
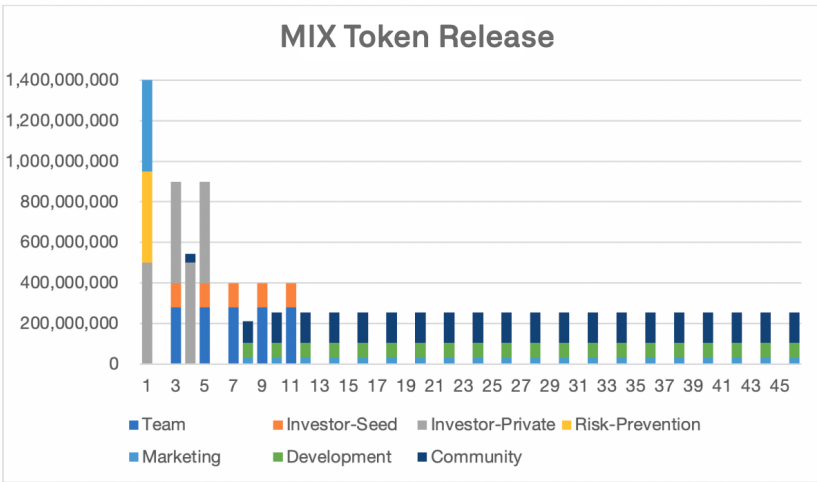
Token Allocation

1. Community incentives 30%
2. Development fund 15%
3. Marketing fund 10.5%
4. Venture fund 4.5%
5. Team and seed investors 20%
6. Private investors 20%

Token Unlock Rules

1. Community Rewards: After the ecological product is launched, 1.5% of the total amount of tokens will be released every 6 months.

2. Development Fund: After the ecological product is launched, 0.75% of the total amount of tokens will be released every 6 months.

3. Marketing Fund: 4.5% of the total amount of tokens will be released during initial exchange offering, and 0.3% of the total amount of tokens will be released every 6 months after the ecological product is launched.

4. Venture Fund: 4.5% of the total amount of tokens will be released during initial exchange offering.

5. Team and Early Investors: After the initial exchange offering, starting from the 6th month, 4% of the total amount of tokens will be released every 6 months.

6. Private Equity: 5% of the total amount of tokens will be released during initial exchange offering, and starting from the 6th month, 5% of the total amount of tokens will be released every 3 months.

MIX Token Release

$MIX Reward Mechanism

After the MixMarvel founding team completed the development of essential infrastructure, NFT protocols, NFT marketplaces, and game content, technical developers, platform co-builders, and the platform operations team will receive $MIX rewards from the MixMarvel Foundation for providing additional related technical services.

Core game developers and significant community contributors are crucial participants in continuously enriching the MixMarvel ecosystem. Each time they achieve a milestone, they will receive $MIX rewards from the MixMarvel Foundation.

Game developers, including core game developers, can earn income by publishing quality game content on the MixMarvel platform. Their income includes mainstream cryptocurrencies such as BTC, ETH, and USDT; additionally, they will receive $MIX rewards from the MixMarvel community. Furthermore, game developers can stake $MIX to gain more exposure opportunities (e.g., advertising space) or release rewards or airdrop events targeting $MIX holders to attract more user attention.

Players and KOLs are both consumers and co-builders of the MixMarvel ecosystem. Players can not only enjoy the rich game content on the MixMarvel platform but also take advantage of MixMarvel's infrastructure services, such as convenient wallet login and payment experience, decentralized NFT asset trading, and financial lending platforms. They are allowed to pay with mainstream cryptocurrencies such as BTC, ETH, USDT, and $MIX (users who pay with $MIX can enjoy more competitive pricing) to experience these services. Players/users, especially KOLs, can also earn $MIX or various rewards provided by game developers by completing tasks on the platform. These rewards all come from the MixMarvel community.

Growth Logic of Ecosystem Value

In a real commercial environment, price is determined by value and influenced by supply and demand. MixMarvel provides comprehensive MixMarvel SDK functional components, which can quickly transform centralized game projects into blockchain game projects. This helps traditional game companies quickly switch tracks while significantly reducing R&D costs and launch cycles. Additionally, based on the Rangers Protocol incubated by MixMarvel, MixMarvel can help blockchain games quickly port to mainstream chains, significantly reducing migration costs. Rangers Protocol can achieve real-time confirmation, helping game developers create more diverse games and gameplay without

being constrained by the TPS limitations of the network.

With these advantages, MixMarvel will quickly amass a large and high-quality game lineup, with game companies and independent developers continuously joining MixMarvel to provide comprehensive game services for players. As the number of games on the platform continues to increase, game quality continues to improve, and the number of community platform users continues to grow, the value of $MIX will continuously rise.

Next, benefiting from MixMarvel's model of digital asset creation and recreation, continuous increase of community reward weights, and the ongoing addition of various developers and content creators, the sustainable improvement of digital asset creation tools will occur. A large number of digital assets will gain new utilities and identities on the MixMarvel platform, leading to the creation of diverse user-generated content. The demand for $MIX will continue to expand. As the community economy becomes more prosperous, the value of $MIX will experience explosive growth.

Roadmap

Past Achievements

2017
MixMarvel was founded and officially began project releases.

2018
Global Release of HyperDragons

Successfully launched the blockchain game HyperDragons on Ethereum and HyperDragons GO on Ontology globally. With meticulous production and continuous innovation, HyperDragons quickly became an industry beacon, bringing significant profits to MixMarvel and establishing its reputation in the industry.

2019
Global Success in Publishing

- With HyperSnakes launched successfully, MixMarvel assisted multiple blockchain games like CryptoThrone and CryptoKitties in achieving success in the Asian market, and won several prestigious awards internationally, including from Steel Media in the UK and Tokenpost in South Korea.
- MixMarvel participated in numerous roadshows and industry summits across the USA, Japan, South Korea, Australia, and in Beijing and Shanghai, China.
- MixMarvel successfully joined major blockchain ecosystems like Ethereum, EOS, Tron, Ontology, Neo, and Klaytn (Kakao).

2020
Infrastructure Upgrades

Upgraded the infrastructure Rocket Protocol to version 2.0. This version provided comprehensive underlying infrastructure for blockchain games, including cross-chain technology, consensus mechanisms, state machine models, and industrial-grade operation and maintenance toolsets. Rocket Protocol 2.0 offered technical support and convenience for the large-scale release of blockchain games.

2021
Multi-Track Product Releases and Expansion of Global Business Cooperation

- Infrastructure: Rocket Protocol was upgraded to Rangers Protocol, securing $3.7 million in funding with a valuation of $63 million, and officially launched.
- Gaming: Released the GameFi application DeHero, setting multiple release records.
- DeFi: Developed the DeFi tool MixMarvel.Finance to enhance asset liquidity within the ecosystem and provide value growth channels.

Additionally, $MIX was listed on Uniswap and Matcha Exchange, increasing asset liquidity. MixMarvel established strategic partnerships with renowned projects like DAO Square, TRON, YGG, Anyswap, Polygon, and PolyNetwork, expanding global influence.

2022
New Global Investments and Resource Enrichment

- Established the investment arm MixMarvel DAO Venture, focusing on early-stage Web3 applications, tools, and infrastructure, supporting Web3 ecosystem builders. In 2022, MixMarvel DAO Venture invested in 10 projects.
- Directly participated in the incubation and release of the investment project MetaCene.
- On the tools front, MixMarvel developed the MixMarvel SDK as planned, providing more players with user-friendly access to on-chain games.

2023

Building a Solid Foundation and Fully Supporting Game Applications Go-to-Market

After consolidating during the market downturn, MixMarvel successfully completed the comprehensive upgrade of its infrastructure and Web3 tools:

- Rangers Protocol established interoperability with the Solana ecosystem, allowing users to transfer assets between Solana and EVM-compatible ecosystems.
- Rangers Scan developed data service functions, enabling users to export data and view token prices and NFT icons with ease.
- MixMarvel SDK continuously underwent technical iterations and upgrades to refine user experience.

As the market enters a bullish cycle, MixMarvel is fully committed to support game applications:

- MetaCene released its Alpha1 and Alpha2 test versions on Rangers Protocol and integrated Yeeha SDK to provide players with a seamless gaming experience.
- Famous Web2 game IPs were introduced and transformed for Web3, receiving comprehensive incubation services. These games are expected to officially enter the market in 2024.

In terms of branding, MixMarvel participated in 12 offline industry events in Hong Kong, Singapore, South Korea, Japan, and Turkey in 2023, initiating a new round of commercial resource expansion.

2024 Roadmap

MixMarvel will achieve new strategic deployment and comprehensive business expansion in collaboration with Yeeha Games.

Ecosystem Upgrade: Creating a New GGI Gaming Ecosystem

MixMarvel and Yeeha have formed a deep strategic alliance to establish the new GGI gaming ecosystem. Based in Asia, GGI will integrate the core capabilities and ecosystem matrix of MixMarvel and Yeeha, creating a next-generation Web3 gaming and AI co-creation platform, bringing new innovations to the Asian gaming and Web3 industries.

Upgrading MixMarvel SDK to Yeeha SDK for Web3 Game GO-TO-MARKET Support

Drawing from practical business experiences, MixMarvel recognized the need for diversified solutions to address real-world user experience issues, such as login experience, maintaining player immersion, and transaction convenience. As a result, MixMarvel SDK has been upgraded to Yeeha SDK, retaining its original functionalities while adding a risk control system, updating game-customized UI, and simplifying front-end user processes through more diversified resource encapsulation, providing a comprehensive go-to-market tool.

Launching Yeeha Mini-game Tube with Yeeha Games

Based on deep insights into market trends and user behavior, MixMarvel and Yeeha jointly launched Yeeha Mini-game Tube. This platform uses mini-games as a medium to introduce a large amount of game content and premium assets to users, serving as an entry point for the prosperity of the entire GGI ecosystem.

Continuing to Discover High-Quality Projects through MixMarvel DAO Venture to Sustain Resource Influx for GGI Ecosystem

MixMarvel DAO Venture continues to widely and strategically identify, evaluate, and invest in high-potential projects, providing resources for further project incubation and distribution. Moreover, MixMarvel DAO Venture is achieving ongoing profitability through the successful listing of its investment portfolio. Projects planned for token issuance in 2024 include Gam3s.gg, Farcana, and MetaCene.

Core Team

Jade Chang — Founder & CEO

Former core developer of Ubisoft Entertainment, involved in projects such as Assassin's Creed and Prince of Persia. Independent Game Award Winner at Cologne Game Show, Germany. Sixteen years of game development experience. Dedicated to developing and publicizing the blockchain technology, the token economy in gaming, and the entertainment industry.

Mary Ma — Co-Founder & CSO

Master of Education (Excellence) from the University of Leicester and former specialist at top Fortune 500 Companies Manpower and NCT. Eight years of global entrepreneurial experience. Founder of China's first entertainment publishing platform incubated by InnoSpace. Comprehensive expertise in Internet venture capital; an investor in the Web3 field.

Alina Zarelua — Art Director

Bachelor's in advertising, Fudan University. Established an external visual image for dozens of companies and has several years of market experience in the software service industry. Native speaker of Russian, English, and Chinese.

CK Chiu — Creative Director

Master of Marketing Management. Previously worked as creative director in a US listed company. Extensive experience in brand building and brand monetization. Helped multiple recording artists, celebrities and influencers achieve success in the Dutch and Chinese markets.

Jonathan Lopez — Head of BD North America & Latin America

Bachelor's degree from McGill University and Master's degree from Tsinghua University. Worked in ByteDance and was responsible for two core products: Feishu and TikTok. Specializes in GameFi BD cooperation and Web3 VC investment in North America and Latin America.

9. Disclaimer

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This document should not be interpreted as providing any buying or selling advice, nor does it serve as any form of contract or commitment.

Given unforeseeable circumstances, the objectives listed in this whitepaper may change. While the team will strive to achieve all the goals outlined in this whitepaper, individuals and teams who purchase MIX tokens do so at their own risk. Portions of this document may be adjusted in updated versions of the whitepaper as the project progresses. The team will announce any updates via the official website or new editions of the whitepaper.

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You should seek all necessary professional advice, including tax and accounting-related matters. While we hope the MixMarvel platform project will be highly successful, we do not guarantee success. Both digital assets and the platform carry risks, and you must assess your risk tolerance accordingly.