

OMG Token White Paper



Abstracting

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OMG is the token through which the business cycle and economic ecosystem of The Oil Story games are actually modelling the cycle of oil and energy trade based on fossil fuels . it's conceptualizing. In fact, all the financial interactions of the above mentioned game, including game assets, banking economy, commercial economy and industrial economy, through this token . it becomes meaningful and its business cycle is planned and flowing. With the development of OMG, and the creation of the backing for it, it will be possible to serve as an intrinsic value in the future as well; OMG , as an intrinsic value and outside of its dependence on the game, it is also located in various supply exchanges and collective demand as a capital commodity.

The ultimate goal of valuing OMG tokens is to create backing for technology-based assets as well as to attract the audience community, platforms and games . putting this token in a destructive position of the up-to-date price of oil and energy carriers in the world so that the value of each OMG token is a fraction of the up-to-date price of oil.



Introduction

Introduction

Elvin Toffler, author of *The Famous Books, Future Shock* and *Displacement in Power*, which led to a profound transformation of the concept, resources and tools of power in the public opinion and thought of societies, believes: "The power of knowledge is the most powerful, stable and effective." In this regard, he proposes theories based on the course of developments and social order that the course of changes in human society is based on two main principles, first of all, The speed of changes in technology has led to the speed of the entry of human society into different periods. And second, it is the evolution of technology and the speed of its impact on human society that draws the future, that is, more than depends on the passage of time, on the speed of composition. The change and the departure of new technologies from what the present implies, therefore, "change is the process by which the future is coming"

He predicted that if the realization of the first wave of transformation (agricultural revolution) took thousands of years, the realization of the second wave (industrial civilization) lasted only 300 years, but today, history is moving faster than all of them, and perhaps the third wave (information and communication) only take a few decades to reach perfection. Therefore, if the various periods that humanity has gone through so far (Neolithic age, fire age, etc.), each experience had to pass a lot of time, only in the last 100 years, the human society has gone through three ages. has lived here and in it, the difficulty of space, the difficulty of communication and the difficulty of changes, which the definition of the recent difficulty (changes) is given above.

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The recent age or the era of changes, with the passing of the industrial society, in the last decades of the second millennium, where the application of information and its use became increasingly established. Electronics and computer science flourished. Radio, television, telephone, telegraph spread all over the world and microprocessors were invented and access to information and its transmission became possible with remarkable speed. All these factors caused a new transformation in human society and movement towards information society.

Now that in the second decade of the new millennium, the information society has replaced the industrial society and millions of people in the world have turned to information jobs. This new technology that has made it easy to transfer, process, store and exchange information is called information technology (IT), which is the beginning of a new chapter in human life. Information technology has affected all aspects of human life and is advancing at an unlimited speed.

Now, the development of information and communication technology has not only brought prosperity to some industries and changed their business models, but it has also created new businesses and new models that have not existed before. They have not had foreigners. Now this technology has facilitated the possibility of providing services to the society and with the accelerated course of its development, the possibility of producing new infrastructures with the ability to produce new tools that can create models that the human mind could never reach. . One of these infrastructures that is in its early days is Metaverse.

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Metaverse

Metaverse, in fact, is an effort through which thinkers from different areas - through the infrastructure of information and communication technology - try to produce and model what exists in the real world in the parallel world and in the cyberspace as well. Technically, the metaverse is a collective virtual shared space created by the convergence of physical and digital reality. Metaverse is not independent of various devices, or owned by a particular person. This technology is an autonomous virtual economy powered by digital currencies and non-fungible tokens (NFTs).

Apart from the course of developments and future research on the position and facilities of Metaverse, it must be said that now this infrastructure with its tools is able to both develop the provision of services and provide the possibility of improving businesses and even producing new businesses. One of these businesses is the virtual games industry.

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6 Metaverse games

Metaverse games represent the convergence of various technological trends and cultural changes that offer an unprecedented level of immersion and interaction in digital environments. This concept has evolved from the simple roots of video games into a complex ecosystem that combines gaming, social networks, virtual reality (VR), augmented reality (AR), blockchain and economic systems in one. Unit experience combines.

Metaverse game is not just an extension of traditional games. This is a whole new world. Unlike regular video games, Metaverse is persistent, meaning it continues to exist and evolve even when you're not logged in. It's a living experience that grows and changes over time, even without the player present! This perpetual continuity is one of the hallmarks of Metaverse experiences, distinguishing them from traditional games that have a definite beginning and end.

Interaction, economy and technology

In the Metaverse game, players are not only consumers, but also creators and contributors. They can build environments, tell stories, and create in-game communities. This is made possible through platforms that provide tools for user-generated content. In addition, Metaverse has a real economy, with digital currencies and non-fungible tokens (NFTs) that allow players to own, buy, sell and trade digital assets in a way that mirrors the real world.

It is important to know that the technology required to develop Metaverse is not simple and requires a wide range of expertise. High-performance servers are essential to handle large amounts of data and concurrent users. Virtual reality (VR) and augmented reality (AR) technologies are essential to create an immersive experience. This technology is blockchain technology, which is the basis of economic systems and ensures safe and transparent transactions.



Introduction

NFT

NFT

NFT or non-fungible token was one of the wonders of the cryptocurrency world. By linking to the world of entertainment, art, sports, etc., these tokens gave a new meaning to digital assets and property rights. P2E tokens or tokens related to games based on the Play to Earn algorithm have shown a very favorable performance during their lifetime. Coin Gala (GALA) is the pioneer of this movement, and tokens related to blockchain games have also grown more than 100% since the market downturn in January 2022 (mid-December to mid-February 1400) until today.

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Token interaction with Metaverse game

Play to Earn games, or P2E for short, is considered one of the most up-to-date and hottest headlines in the crypto world today. As the name of this algorithm suggests, Play to Earn is part of the gaming industry, where players can earn money by playing. Such games have been able to raise the level of gaming to a very new level.

When we combine the potential of gaming and cryptocurrency, we can expect great things to happen. In this case, we can play our favorite game for several hours and earn money during this process. This is, in fact, the goal that the P2E platform seeks to achieve. Generally, such games reward gamers in the form of game tokens or non-peer able tokens (NFTs) that can be used in games and can even be sold for real money.

Subject plan

Subject plan

What is clear, the act of tokenization is a method through which - apart from the manner and necessity of its implementation - it provides the possibility of creating assets, the possibility of creating financial circulation and even business on the platform and standards of blockchain. Since the 1980s, this new method of creating assets and turning them into economic trends has been one of the most important means of financing and creating wealth, or alternatively turning assets into securities. Usually, assets under certain conditions can be introduced as the basis of financial support and issuance in the capital market. Finding suitable collateral or future benefits to cover the value of each asset has been one of the limitations of its design and publication.

Under the blockchain network, tokenization provides an opportunity to introduce a new generation of assets. According to one definition, asset tokenization means the process of issuing tradable tokens that represent part or all of the attributes of the underlying asset.

This is a suitable method for converting solid and stagnant assets (non-transferable) and creating leverage based on them for the owner. The most important opportunity of this method is that the limitations of the asset distribution support in terms of volume and value have been reduced in this method, and as a result, these resources can meet the applicant's investment or consumption needs.

In addition to the method of offering tokens based on a platform or in the form of a fund, capital circulation, the rate of conversion of assets into various types of money and investment, two categories of cheap transferability, diversification of supporting assets and the process of fund collection are among the aids that the block chain can provide to the capital market and the financial and economic field of projects.

On this basis, based on the creation and creation, firstly, of the intrinsic value and secondly, of the business cycle attributed to The Oil Story game, the OMG token project was proposed and proposed with the following conditions.

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Initial description of the token

What is the MG token?

The idea of designing, producing and launching a game on the platform of Metaverse has been popular in today's world for a long time. Nowadays, games, in addition to the role of entertainment and education; It has other roles, including creating opportunities to model real world events in the universe, generating income through entering game challenges and taking game cycle roles, as well as an exercise for humanity to enter the next stages of creating a virtual world in the future. are.

The idea of OMG token was actually proposed based on the stream of economization of The Oil Story games. As an efficient tool, it not only conceptualizes the assets in the game, but also as an intrinsic and intermediary value in the said game; The economic circulation, the business cycle and the ecosystem defined in it can play a central role, driving force, as well as managing and regulating the market of this ecosystem.

From this point of view, OMG will receive its initial value from the concept of the proposed game, but in the end, due to the subsequent policies and also the increase of public acceptance, it can be in the future; To be welcomed as a value, with a certain exchange rate, without the need for the support of the mentioned game.



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Overview of OMG

If we consider the game, its possible roles and characters will be the main categories of exploration, mining, processing, banking, and supply market (stock market, etc.). Since each of these roles have overlapping relationships during interaction, the nature and roles of the OMG token can be explained as follows.

In terms of the nature and type of token, OMG has a utility role from one point of view, because one of its most important roles is the exchange of in-game assets to acquire assets defined in the game.

The next role, which is very important, is defined according to the process of buying and selling products, as well as other roles related to money circulation. This role is actually the role of Transactional Token. Because it provides the most transactions and its most important roles.

On the other hand, with the development of the game over time, and the creation of companies and the stabilization of assets related to the game world, it can take on the role of a security token (Security token) to determine shares, etc.

And finally, it is the Governance Token. This role will establish two basic factors, firstly, it presents the stages and degrees of people in the game in terms of effectiveness and influence in it, and on the other hand, it is a tool for complete possession of the purchased assets, including shares. And... from the side of work.

The visual identity of each of the roles defined above can either have the same sound and differ only in name, or new visual identities can be extracted by observing the standards included in the main visual identity.



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The reason for the OMG production plan

According to the introduction of the project based on the tokenization of assets, according to the gamification of The Oil Story games, the main roles from exploration to banking and... the need for a factor to value added value operations, exchange rates and finally flow Liquidity exists in the business cycle. By creating a logical support and the ability to convert to other forms of cryptocurrency, as an inherent value, in the proposed game, it will be presented and ultimately rationalize its revenue generation for the entire ecosystem. This importance will be played by OMG in each of the roles mentioned above, from the functional role to the governance role.



OMG project requirements and response to needs

New facilities

In the contemporary ae, with the great speed and acceleration that has been created in the possibility of discovering and producing new compounds in all fields of knowledge and technology and then the commercial layer related to it, new opportunities and new gates for business and trade have been provided at the same times come.

Among the many possibilities of new arrangements and arrangements that lead to the production of possible businesses; The one who obtains the possibility of bringing together a larger or more effective part of the society, makes it possible to succeed in directing assets and capital for more profit.

The emergence of new dimensions of financial exchange models based on decentralized mechanisms and concepts and tools such as cryptocurrencies, smart contracts, metaverse, like any new phenomenon, has provided new opportunities for business actors.

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Platforms for publishing information and its methods:

- **Site and weblog** The game and token site is the main database of information gathered from suggested and promoted items to the target community. Definitely, the visual-sensual identity of the site will be a significant impression of the OMG token. The main content of the site can be the goals, vision, reasons for the existence of OMG, game download, entering the blockchain, etc., introduction of the production and executive team, as well as visions of events and the results thereof, etc.
- **Fan Club:** This part of the expected utilities will be very important because the amount of membership in it from the audience provides a suitable method to monitor and measure the expected results and get feedback from the community. The most important parts of the club can be the creation of audience profiles, creating an environment for presenting criticisms and suggestions, organizing contests and entertainment, providing practical materials (virtual library), organizing seminars and virtual events, CRM, BI, BA, organizing exams. and feasibility study, entering the main site, providing gifts and incentives, etc.
- **Communication with relevant news and information centers:** This department is responsible for providing information and information to inform the contacts and also offer to enter the club. Generally, the members of this section are online news, publications related to the game industry, non-affiliated publications, etc.
- **Virtual networks and in-program advertising:** It is responsible for the most important part of publishing information and marketing. What is clear is that the people who are expected to be attracted are those who spend the most of their time in the virtual space,



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Changing market geometry and failure of monopoly

Ownership and profit from investment in macro markets and large value chains such as the oil economy have always been monopolized by players with large mechanisms, and its middle and small layers have also remained monopolized by large players such as governments, trusts, and cartels due to their strategic importance. Is.

The historical tendency of societies and masses and thinkers to break the monopoly and oppose centralism on the part of marginalized groups, today with the emergence of inherently decentralized tools and converging spaces resulting from sub-activities and micro-processes of technology, they have found a historical opportunity to be present and benefit from the existing benefits. It has made useful markets such as energy and oil available to everyone from a logical perspective.

Although, naturally, the owners of big capital are in any form and shape against the exit of the monopoly of markets and special interests and the special possibility of undisputed humiliation exclusive to themselves and their very limited class, today but with the availability of facilities more than before, everyone Due to the presence and expansion of the use of social networks, which is the human and social achievement of technology and knowledge of computers, software, electronics, telecommunications, networks, and media, the life of monopoly has become shorter to the extent that trusts are inevitable. has appeared in this new cycle.

The development of the Internet and the strengthening of the speed, power, and volume of information transfer in (Web3) protocols and after that the emergence of the Metaverse, which has broken the physical boundary between humans and tools and the real and virtual space, has created a new world and we are now We are on the shore of this ocean and at the beginning of our journey in this galaxy.

There are many opportunities for ocean voyages and catching the creatures of this sea. New worlds have already designed and planned submarines and ships and programs to identify treasures buried in the ocean with the help of imagination, knowledge and engineering technology.



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A coin with the symbol of oil

If we distance ourselves from the possible great opportunities and limit efforts and special targeting, the idea of creating a “dedicated cryptocurrency for the virtual oil ecosystem” is one of the ideas that is expected to be well received and has many capacities and functions.

Money is inherently a mediating phenomenon. And the mediator in its essence emphasizes the existence of other phenomena that are ready for exchange and interaction. The story of the creation of money and then the creation of various forms and types of money, on the other hand, shows repeating cycles that in the case of its birth, growth and movement, it is not inappropriate to call it an ecosystem.

The idea of creating a “symbol of a dedicated and specialized cryptocurrency exchange” with the hope that this exchange will spread to possible virtual exchanges in virtual spaces is a logical idea.

But as it can be understood from its concept, it is dependent on the evolution of the constituent elements of the ecosystem and its step-by-step growth and development.



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the road ahead

The creation of a platform for the virtual environment of oil, which itself requires the invitation and presence of actors from the real world in their role in the virtual world, examples of which include playing the role of a tire company in Racer car rally racing games, using in-game advertising capacities as an opportunity Advertising and branding in real space. An example of the initial activities expected to expand the scope of existence of real actors in the OMG world.

The next step of OMG is to promote itself in the current exchanges of specialized spaces related to oil and energy. A big planning that needs to create gamification to attract more contacts from near and far fields.

The field of virtual exchanges of energy and especially oil, currently with the presence of more than 300 computer and mobile games and with a written media background of nearly two centuries, is on the shoulders of the largest and most fundamental serious economies in the world, called the oil economy, which has a deep impact And the power of creating political changes and setting up wars and changing the life path of successive generations and societies is being formed and developed. The window and opportunity to play a role in this field will not remain open for a long time. This opportunity provides pioneering time in this field for contemporary actors.

The creators of OMG hope to have recorded important chapters in the history of this creation in the not too distant future.



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Expected result

In a final summary, it can be said that the summary of the needs and necessities that OMG responds to and solves problems through it is as follows:

- Creating more and more general access to oil economy and trade.
- Opportunism on the verge of creating a margin market for digital oil trading.
- Forecasting and foresight in the birth of the new commercial exchange market.
- The opportunity for new actors to appear in the ecosystem of the convergent economy.

OMG is a non-physical value and asset that has not only been the driving force for the gaming business cycle; Rather, considering the support of the value it will bring with it in the future, as a convertible asset with a high replacement rate; It can also be a wealth creation factor

USERS

Games

The Oil Story
Business

The Oil Story
Resource

Token



Finance Provider

Wallet

Trade Market



OMG

macro processes and how components communicate:

In general, the OMG project, in order to achieve the set goals, consists of 4 main components, including The Oil Story game section, the OMG transaction token on the blockchain platform, the financial transaction broker, and the audience or the user; Composed. In the following, detailed explanations will be provided about each of these components, but in this part, we want to explain the macro process of communication between the components and finally the value chain consisting of this communication.

Each of the contacts of the project, whose characteristics we have described in the contact identification section, with the roles and accesses appropriate to each role, after registering in the central portal, which is a comprehensive system connected to all components, is in the center of the processes and in fact is the queue to deal with the contacts. will enter the OMG project. After registering and converting the audience into a user, an account will be created for him in each of the two service provider sections, i.e. game and financial broker.

At the beginning of entering the system, all users will be given a public role, and after entering the OMG environment, they will upgrade their roles in the OMG world depending on their chosen position among the predetermined possibilities. For example, if a user is interested in playing the game The Oil Story and at the same time is an active technician in the field of the oil industry, at the beginning of the login, he will find his role in the OMG world by answering some questions and automatically all the features related to That role will be activated for him.

At the same time as creating a user account in the system, by activating the financial section, each user will have a dedicated wallet in the wallet section and an account for conducting transactions in the commercial market. The financial broker section includes two parts of the wallet, which will be responsible for keeping assets safe, and the trade market, where currency and resource transactions are current. Next, the user plays games and obtains resources according to the scenario. In the trade market, the user can convert the resources defined in the OMG world into OMG tokens and keep it in his own wallet. It will also be possible to trade OMG token with other common cryptocurrencies in this market.



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2 OMG stakeholders

There are generally three stakeholder groups for OMG

- **The first group is the main owners and shareholders of the company:** those who own the idea and have invested in its production and launch. This group has acted as the main beneficiaries through production, publication and management of the business cycle and exchange rate of OMG, and based their business on it.
- **The second group, owners and general shareholders:** that group of people who invest with small investments or enter into the ownership of game assets. This group is actually the players who entered the game individually or in the form of small groups and after the steps of micro investment, (creating a wallet and buying assets) started to produce business in the game and in the form of P2E game and Finally, they can earn.
- **And finally, the third group, large owners and shareholders:** this group is usually organizations, organizations, large capitalists, etc., educational, research, commercial, etc., who are invested in the ownership of gaming assets and are actively involved in Game simulations play a role.

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3 OMG in the form of a social token

The crypto space is becoming very much a personal business and very focused on what's hot and popular right now, kind of reminiscent of early burgeoning Hollywood. However, when we look beneath the surface, the more interesting argument concerns the distorted standards of capitalism that underlie the movement of money in the entertainment industry.

This reality has created a world where content creators are constantly looking for fairer monetization tools or ways to generate passive income. NFTs enable both of these and have created opportunities for people to make good money by buying and selling NFTs. The sun may still be shining on the NFT hype, but social tokens are also set to catch the attention of content creators in 2022.

Social tokens are a form of digital ownership secured by blockchain that allows creators, influencers, or brands to monetize experiences or services. This ownership then becomes an asset that can be resold and may increase in value.

What is intended in this plan is that OMG is an opportunity to achieve all of the above, so OMG is introduced to society as a social token.

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4 OMG production goals



OMG's strategic goals

- Incentive to play to earn The Oil Story game
- Creating an investment opportunity in The Oil Story game
- Understanding the economy of The Oil Story game
- Business cycle generation in The Oil Story game
- Conceptualization of economic ownership of open game assets
- Creating intrinsic value in the cryptocurrency world
- Forming and producing a database of small and large beneficiaries in the Big Data module
- Directing the creation and maintenance of the budget
- Effective in forming teams
- Creating focus and motivation for employees and stakeholders
- Informing the goals of the marketing, public relations and human capital departments
- Provide comprehensive data used to measure game outcomes

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Direct goals of OMG:

- Selling game assets through OMG token
- Transaction of goods and services through OMG token
- Reproducibility of transactions through OMG token
- Creation of wealth creation opportunity for OMG's major shareholders
- Creating a suitable opportunity to generate income for shareholders and common owners
- Creating opportunities for income generation, investment for shareholders and big owners
- Production of tools for monitoring and measuring the business cycle of The Oil Story game
- Access to assets circulation through OMG circulation access in BI and BA and for new findings to provide advice to companies and organizations

Side objectives OMG

- Providing intrinsic value to the beneficiaries through which they can earn profits and benefits with a high discount rate.
- OMG's multifaceted token production provides the possibility of adaptive modeling for other token issuers in the metaverse space.
- OMG publishing strategies allow the growth and development of this group of assets at the disposal of other token publishers
- OMG is an attempt to improve and develop the ideation of tokens in the metaverse space, both from the point of view of their multifacetedness and from the point of view of their nature

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5 OMG production requirements:



What is involved, OMG; In the first place, the role of cash flow - as an intermediate product - will be played in the proposed game. It should be kept in mind that planning the business cycle itself is complicated and it is necessary to pay special attention to the main nodes of this cycle and the interaction of the token with them. How OMG can act as a facilitator of transferring assets and ultimately financial resources and exchange them with each other, focusing on financial data, OMG on other independent applications (other than games) from social networks, become Other cryptocurrencies and...

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The supply and demand market in the game - with any model and business cycle model - is formed by the interaction between the game assets and the audience's need for these assets. This market will be formed when there is a demand for tokens, first from the game itself.

On the other hand, each player's entry into the game - after creating a profile and the initial implementation of the game, which requires investment - will be accompanied by the creation of a wallet and investment in it. This accumulated capital can be considered as a financial support for token distribution.

The concept of token support means that in exchange for returning a certain amount of it to the exchange, the audience or even the game mechanism itself can receive a certain amount of a product and game assets. In other words, to provide cash flow in the game. According to this strategy and policy on the nature and economic nature of OMG, it is of great importance in its growth and development, which is determined by the type of liquidity. Types of liquidity can be divided into two important types:

1 - Commodity Money

Apart from being a medium of exchange, NFTs have intrinsic value. In this case, the reserve capital for OMG, and even the shares created through the investments of the contacts in the game, define the scalability of OMG (exchange rate speed) in the blockchain, etc. So the saved capital is a guarantee of the intrinsic value of OMG

2 - Liquidity without backing

Instead of a physical product, it gets its support from the politician. In fact, it is the policymaker's economic performance that popularizes and formalizes the use of cash as a means of exchange among people. In this case, the support of OMG can be considered sensory-visual identity, big data resulting from audience interaction with the game, the level of creating needs in the audience through advertising, etc.

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Game business cycle:

Definition of business cycle:

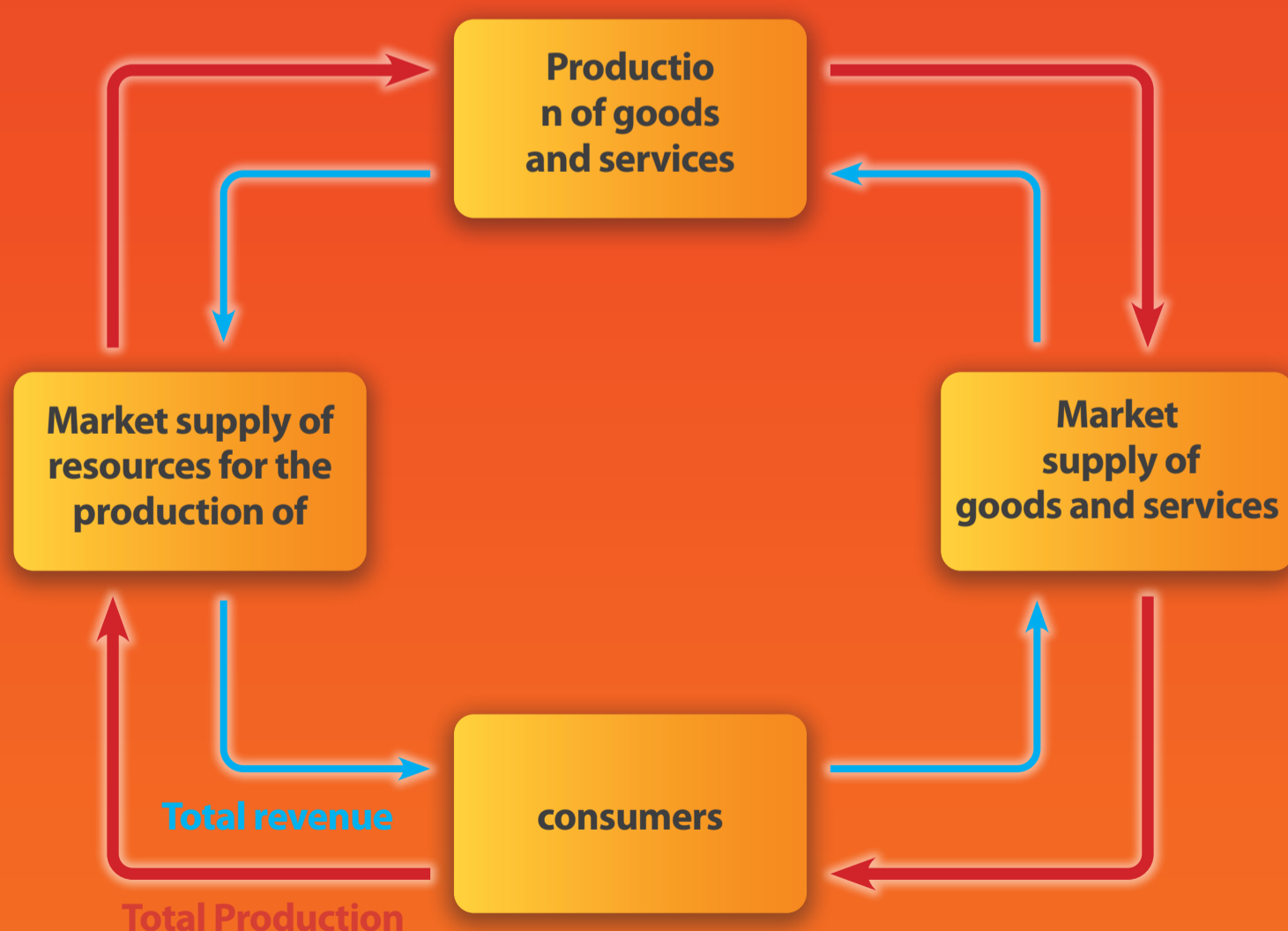
Business cycle or business cycle is actually regular economic fluctuations with a pattern, in a certain period of time that can be monitored and measured. Is formed. Each of the business cycle models (from the two-way model, which is the simplest, to the four-sided model, which is the most complicated) can be deployed in the game, and below we will study the role of OMG in each of them. It should be noted that two groups of insights can have different effects on OMG performance strategies.

- A. Looking only at cash flow in the business cycle of the game: In this case, OMG is only a current flow that the concept of assets in the game surpasses the concept of tokens and the desire and desire of the audience to acquire assets is more than the desire to own and store tokens. will be.
- B. Capital view of OMG in the business cycle of the game: with this view, by creating a sense of need among the audience, the exchange between assets and tokens is considered, and in this form and strategy, OMG is compared to the desire to accumulate assets. or will find in equal conditions and with superiority.

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Two-way cycle:

The two-faceted cycle pattern generally defines only supply and demand and ultimately the fluctuations leading to supply and demand. In this way, the ecosystem designed in the game is a simple ecosystem and the role of market regulation will be discussed only from the point of view of the demand for the token. And of course, any system or other role for policy in its improvement or scalability (the speed of transactions) will be out of reach. What is like in this shape and with this state of the business cycle, OMG; As a contract approved by all stakeholders, it can function in the best possible way and with only one nature (sensory-visual and economic) and be fully effective in the business cycle. That is, in this case, the OMG market will move towards a full competition market, in which case, by transferring OMG to the applicants through the supply networks, it will be possible to invest in each of the game circulation sectors.

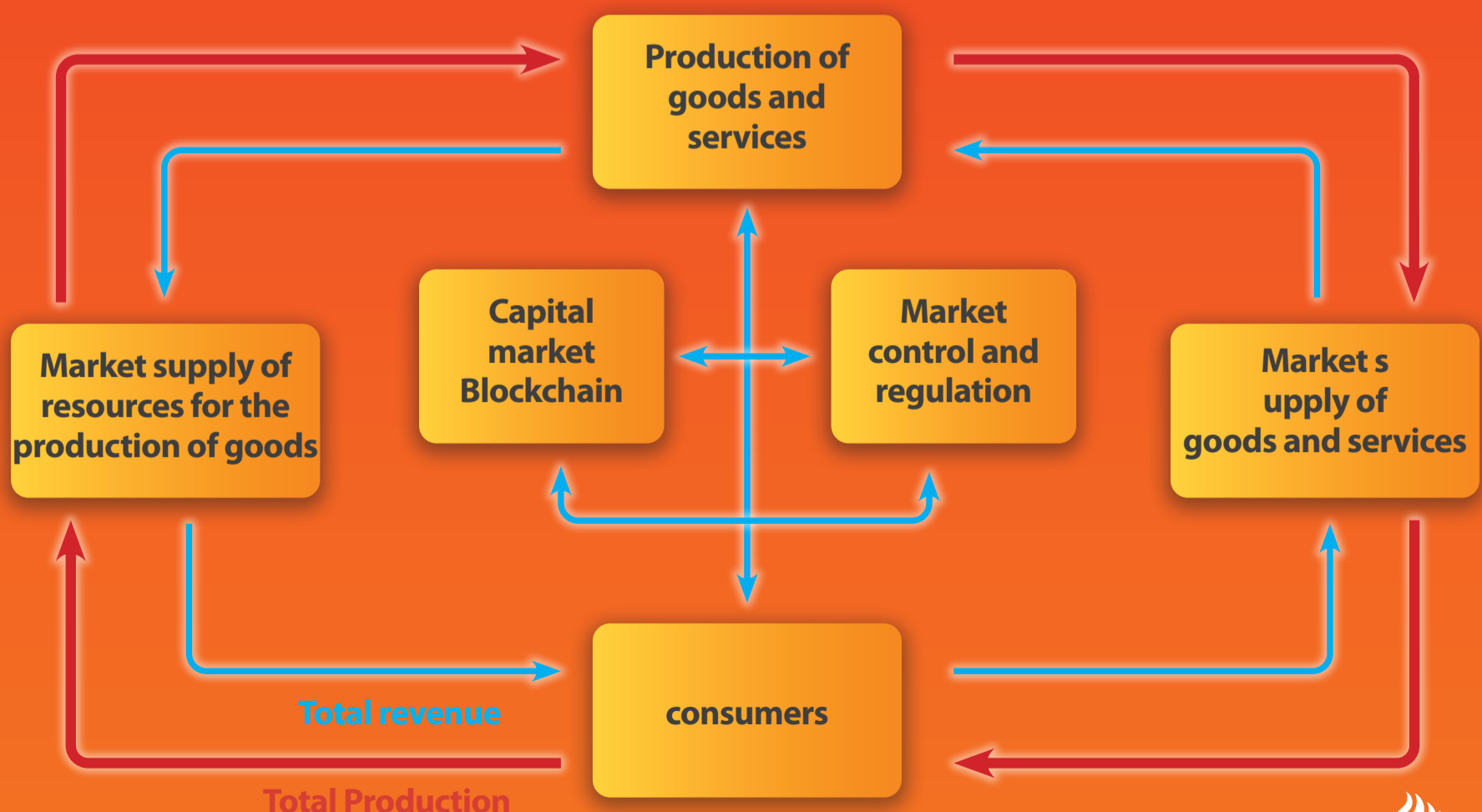


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Three-way cycle:

The three-way cycle pattern is formed when game planning, a form of control and development is also seen in it. Forms such as dealing with whales (profiteering and fraudulent people), dealing with dumping in the business cycle, creating credits for credit applicants to develop their activities in the game and...

It should be kept in mind that the whole business cycle starts from the supply of OMG, but its driving engine, apart from the way the business cycle is designed, which itself will generate income for the beneficiaries, is the total demand from the game itself for the supply of OMG, which means that the game It is not only the supplier of OMG, but also its most important customer. It should be assumed that the proposed game is actually a stock market for the supply and demand of OMG and the roles and possibly the characters in it are just an excuse to supply this token. When this demand from the audience becomes meaningful when the defined stock market itself (the game) creates the highest demand and guarantee for the purchase of tokens, then in this case, topics such as market regulation, the arrival of whales, dumping, financial and credit institutions and so on. will be formed as destructive and constructive roles in the game. At this time, focusing on OMG as a liquidity flow and intermediary factor for capital and added value; It will be increased by all stakeholders. The increase of this concentration will definitely increase the demand.

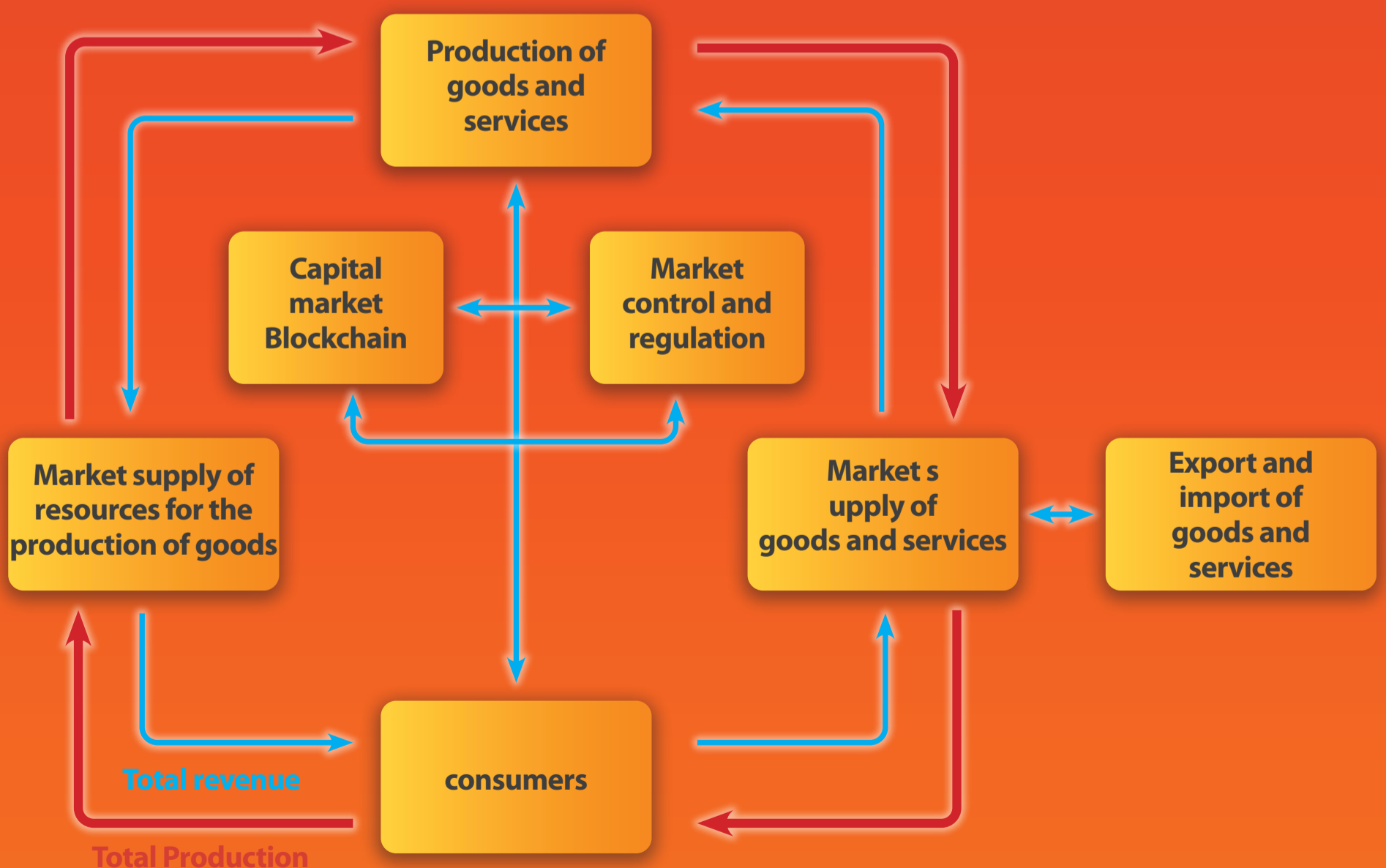


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Quadrilateral cycle:

The existence of a three-dimensional cycle and investment from the game as the biggest applicant of OMG, makes it possible for it to be valuable as an independent character of the game, but if the owners and investors of this game or Other investors decide to develop it, it is possible that the products produced in this ecosystem are used as feed and energy source for new units and downstream industries, and the fourth aspect of the business cycle of the game is the possibility of exporting products. It should also be provided that in this case, OMG will not only play a more effective role for the exchange rate of goods and services, but it will also be presented as an independent character among applicants as an intrinsic value and greater scalability.



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6 The market of the project as well as its main target groups

On the one hand, the OMG market consists of audience groups and its supply exchanges, and on the other hand, it is designed for residents like OMG and based on the game; The exchange methods and its strategies are between this asset and game assets, and as the popularity of the game increases, the popularity of OMG will also increase.

First, in the previous section, an overview of the supply and demand for tokens in the game and its position was tried with the view and business cycle of the game. But here the prediction of its audience is discussed in different ranges.

In general, the audience of the game can be predicted into the following categories.

A) General audiences:

For many people around the world, crypto-gaming is not considered a field of daily income, but for developing countries like the Philippines, P2E games have become one of the sources of livelihood. The income of players from Oxy Infinity in the Philippines through farming and collecting the common token in it, SLP, varies between \$200 and \$1000 per month, depending on the market price and time allocated.

This part of the audience is actually the common people of the society, and according to the research of the American Entertainment Software Association, most of them are young people and women, and their number will exceed 300 million people in 2022. These people have two



main motivations. Fun and earning are generally included in Play to Earn games.

What has been determined from the researches is that the level of loyalty of these people towards the game depends on the way of advertising, gamification, visual identity and user interface, property scalability and profitability.

The presence and welcome of this group of contacts is very important because first of all, with small investments but in a large volume, they create a large contribution to the support of OMG and as a result its scalability. And secondly, the great acceptance of this group provides a positive psychological action for the presence of more specific stakeholders.

Although Metaverse is still in its infancy, about 400 million people use it. Of these, 80% of Metaverse users are younger than 16 years old. Many industries are looking for opportunities in the Metaverse, most of the current Metaverse programs are designed for gamers. The top virtual games are Roblox, Minecraft, and Fortnite, which have 210, 160, and 80 million active users, respectively.

59% of Metaverse gamers are people with an average age of 27 years, which is lower than the average age of the entire game market.

Metaverse gamers age	Share of gamers
10 - 20	38%
21-35	36%
36-50	22%
51-60	4%

The largest distribution of this group can be found in Asia, Africa, Central and South America.

B) Specific contacts:

Along with the development of Metaverse and also the development of the game, it will be possible for organizations, companies and economic, research, etc. organizations to enter the game in order to model their processes or study other strategies and not only to invest and share in the game, but also add to the assets of the game and provide more exchange opportunities for OMG.

The most important of these contacts can be the following.

- **Universities and higher education centers:** such as higher education centers for energy, management and economics, geophysics, biology, etc.
- **Laboratories and research institutes:** such as centers related to biotechnology, science and biochemistry, geology and geophysics, etc.
- **Related businesses:** such as businesses related to refineries, transportation, storage, marketing and supply, etc.

C) Specific investors:

This group is the people who are most active in the field of cryptocurrencies and are active through buying and selling or fluctuating the capital market, especially the blockchain market.

User base and industry forecasts

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User base and industry forecasts

It should be noted that the Metaverse market is expected to reach nearly 700 billion dollars in the next 7 years. 54% of tech experts predict that the Metaverse will offer immersive experiences by 2040. Experts differ on the scope of performance and speed of adoption of Metaverse technology. According to a Pew Research Center poll, more than half (54 percent) of tech experts think the Metaverse will deliver on its promise of a fully parallel world by 2040. But the remaining 46 percent think otherwise. that Metaverse will be limited in a certain version. Things like games and entertainment. Others believe that metaverse technology is underutilized in other areas such as medicine, education, and training.

Nearly \$20 billion is expected to be invested in game-focused virtual reality and virtual reality technology in the coming year. which will include 62% of the total AR/VR investments. Other applications are likely to develop much more slowly, with projected investment in 2024 including \$4 billion in education, \$4 billion in industrial maintenance and \$3 billion in retail.

User base and industry forecasts

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In a study across 29 countries, XR is expected to have the greatest impact on virtual learning (66%), VR entertainment (64%), virtual work settings (62%), virtual games/enhancement (60%), virtual socialization (59%), digital health resources (59%), digital asset trading (52%), and virtual travel and tourism (48%).

A Gartner report estimates that between work, shopping, social media and entertainment, 25% of people worldwide are expected to spend more than an hour in the Metaverse each day. In addition, at least 30% of organizations offer their products and services on Metaverse.

A survey of more than 4,000 American adults found that the main reason for using Metaverse was cheaper VR headsets. After that, the next relevant factors, in order of importance, greater volume of content (40%), acceptance by family and friends (39%), government regulations (36%) and use in the workplace (30%) have a significant impact on compliance. he does.

A survey conducted by Tidio found that the motivation for many people to join Metaverse in the next 10 years will be to help businesses and generate income.

Primary Reasons for Joining the Metaverse	Share of respondents
Work possibilities	52%
Art and live entertainment	48%
Money investment	44%
Education	40%
Online dating and socializing	32%
Gaming	29%
Adult entertainment	18%

User base and industry forecasts

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Description of the possibility of creating independent businesses from the game in OMG tradable

It is predicted that not only the flow of the game and the process and activities within it will lead to the production of income-generating virtual businesses. Rather, the production process of related businesses should be provided in two other ways.

First, the virtual products produced by players' performance can be consumed in high-end industries. Therefore, with the development of the game or the production of a new ecosystem in the form of connected games, and the formation of the OMG exchange for both games, it is possible to complete the business cycle and generate new businesses. On the other hand, by creating a suitable platform, this possibility can be provided for creative and idea-generating people, to provide the possibility of producing creative businesses by measuring the needs in the business market in the game.

Second, when we have created two things: 1- a stable business cycle and 2- liquidity and intrinsic value; Definitely, this value creation provides future opportunities to create added value. OMG will be a value that will be able to invest in other projects. So, one of the most important economic behaviors of OMG is entering a stage where it will be possible to trade and... in the form of stock exchange organizations, markets, etc.



Full definition of OMG.

36 Full definition of OMG:

1

The essence of OMG

Oil Meta Games token, or OMG for short, is a cryptocurrency token based on the Bep20 (Binance Smart Chain) network. In fact, this token will play the role of the base currency in the OMG world to cover financial transactions and interactions between the network and users.



Full definition of OMG:

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Economic feature and support of OMG:

First of all, the OMG token is a means through which the commercial circulation of the game is realized. On the other hand, creating value for OMG is a high exchange rate that justifies its profit process and as an asset, with intrinsic value; It can be exchanged independently of the game and create wealth. Among its most important economic features, two main items can be mentioned

First of all; OMG is a token based on liquidity for assets in a comprehensive metaverse game, which is based on the principle of commodity money (Commodity Money), that is, with a strong support for its conversion rate, which itself requires the storage of convertible capital. , as its support; It is from the owners of OMG. This support is obtained by direct storage by the owner and then by the presence of players and creating their own wallet for the game.

In this process, after the initial valuation of the assets known in the game, a percentage of it is considered (generally more than 50%) and after the share is divided between the owner's capital and potential players, with a specific timing, it is acted upon. Becomes

Imagine that 100% of the exposed assets in the game are estimated at X\$. And OMG's backing of 60% of these assets is fixed at Y\$. After this decision, the amount of the expected share of the investment for the token support can be determined from the lowest share to the owner, the equal share, and the highest share of the owner. It is reminded that this share distribution can be the cause of the distribution of shares to the beneficiaries and can only be considered as capital attraction, the decision of which will be based on the policies of the current game owners. In any way, creating a backup reserve and giving a form of stock market to OMG will increase public trust and ultimately value it and public acceptance. And the last thing is that, after determining the



Full definition of OMG:

share, the number and figure of advertising expenses for attracting foreign capital (outside of the main owners and beneficiaries) can be estimated, and the executive budgeting (such as the advertising budget) will be determined and allocated based on that. Found. Finally, this support can definitely be based on a basket of other highly demanded cryptocurrencies and common currencies of other countries.

Secondly, After the establishment of OMG, as an inherent value with a specific support that can be monitored and measured for the audience, mining of sub-tokens in compliance with the registered technical standards of OMG, each of which has a specific function, can also be produced and offered.

With the investigations carried out in the near future, the tokens and works of art that are offered with this content are facing two theories and models proposed by the thinkers and executives of this industry (Metaverse).

The first theory is based on the principle of freedom of action and the market of perfect competition, in which the current process and the success in the competition for the supply of tokens for all members of the society is the success in the competition in selling them. The second theory, based on the principle of wealth, tries to organize exchangeable inherent value like common currencies of countries. For example, the dollar is a currency that can be converted into other currencies by pricing on its intrinsic value. What exists of the value of the dollar is the symbols of bills and coins such as 100, 20, 10 dollars or coins with the name of cent, which can be converted into each other within the same intrinsic value, and each is a basis for measuring the micro intrinsic value. And they provide the bitterness of the crumbs.

Since OMG is actually an intermediary for the conversion of discovered assets of the game and ultimately the engine of its business cycle, it can be used as the total value - in accordance with the standards in it - in the same way to other sub-tokens for small transactions. also be converted. This action not only creates variations in the supply of game tokens, but the player is faced with a variety of offers that will increase public acceptance of the game.

Full definition of OMG:

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OMG Sales and Supply

The future of the OMG project - apart from making the game popular - depends a lot on how we develop tokenomics and which token distribution method we choose. It is the active users that make a blockchain-based system work. Token holders propose solutions for improving the platform, payments, investment and earning rewards.

Token distribution is a method in which tokens are shared and allocated among different stakeholder groups. These people are usually a subset of the project team, the community and the general public, and insiders are the founders and advisors of the platform. The community consists of supporters and general audiences who are potential applicants for OMG and of course investors in it. These groups receive tokens through various token distribution mechanisms, i.e. venture capital, airdrop, lock, reward and public sale.

4

venture capital investment

The crypto industry is still very young and almost every company in this field is considered a startup. However, this field is growing at the speed of light, and startups are quickly becoming strong companies. That is why venture capital companies are actively investing in crypto projects. However, the investment model is different from crowdfunding and venture capital. Venture capital firms buy tokens instead of acquiring shares. For example, in 2021, Solana Labs, creator of the Solana Blockchain and Ecosystem, held a \$314.15 million private token sale led by Andersen Horowitz and Polychain. Capital completed. The companies bought the tokens, and Solana Labs used the funds to launch a place to accelerate the development of Solana-based dApps and platforms.

Full definition of OMG:

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Airdrops

Airdrops mean that a small portion of tokens are sent to the wallet address of active users for free or in exchange for some small action, such as retweeting or subscribing to a social media channel. Project creators choose to airdrop their tokens in order to gain public attention for their newly launched platforms. This method is usually part of the marketing strategy. It also helps to build a strong community that will keep the platform active later on. In this way, users will have a stake in the project and you, as the platform creator, will increase awareness of the project and encourage the use of your new token.

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Lockdrop

A lockdrop works differently than an airdrop. Before issuing new tokens, users of another network, say Ethereum, lock their ETH for a certain period of time. After the end of this period, users will receive tokens from the new network and also get back the previously locked tokens. The more they lock and the longer the lock period, the more new tokens they will receive. Lockdrops are for those who are really interested in the project because they have to commit not to use their tokens immediately.

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Reward

Platform builders reserve a large portion of native tokens for ecosystem growth. Symbolic prizes are also included in that section. For their long-term commitment to the project, users can receive equity and cash rewards, as well as some platform rewards, especially if the project is a crypto game. Another category of people who can receive tokens are project consultants. Platform builders often reward them with tokens for the time, effort, and experience they contribute to the project.



Full definition of OMG:

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Public offering

Initial Coin Offering (ICO), Initial Exchange Offering (IEO) and Initial DEX Offering (IDO) are three common types of token sales. While the popularity of ICOs has declined due to the rise of scams, IEOs and IDOs are still on the rise to fund crypto projects.

IEO has created several notable projects such as Polygon and Elrond. Raven Protocol, in turn, was the first blockchain project to successfully complete an IDO. It is worth noting that platforms also keep a percentage of tokens for their core team and developers. Tokens can be held by the company to cover additional operational costs as well. After the initial ICO (Initial Coin Offering) process, OMG will be released and the token will be available to the public for buyers. It should be noted that any new token that is going to be created will be introduced through a crowd sale and people interested in this field can invest in advance on the tokens that are going to be offered. Therefore, before that, it should be noted that creating a sense of need among the audience - before publishing - is very important in increasing the amount of public favor and acceptance, which requires effective strategies to enter the market. Therefore, advertising strategies provide comparative advantage and value creation through inducing value to the audience for both the game and the said token.

If we ignore the quality and the way OMG is built, it can be said that each token owner uses different strategies to promote and market that NFT. Naturally, some well-known people and artists do not face a difficult task in selling their NFT tokens, because due to the credibility and reputation they already have, they can easily sell the created NFT tokens at high prices. On the other hand, it is better for new tokens and their creators, who intend to enter their unique tokens recently, to access various methods and platforms for the sale and marketing



Full definition of OMG:

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of these tokens so that they can experience higher prices and faster sales. Accordingly, one of the available methods for selling OMG is to offer it through NFT sales platforms. But it should be noted that what is expected from OMG is an active presence with a lot of inclusiveness in order to achieve all the goals mentioned above in a shorter time and finally, as an intrinsic value.

In general, there are two main types of strategies for NFT sales methods that people can use to increase the chances of their works being seen. In total, there are two ways of using NFT marketing platforms or using social media and media tools that people can use either or even both of these tools according to their marketing strategy. It is not possible to say exactly which is the best way to sell NFT, but for sure the smart use of each of these platforms can ultimately have a significant impact on the visibility of the artist's works.

Main and secondary markets of economic exchange:

Main and secondary markets of economic exchange:

NFT Marketplace is an online marketplace dedicated to buying and selling NFTs (Non-Fungible Tokens). This online marketplace is built on blockchain technology and allows artists and other individuals to sell their artwork, images, videos, music and other digital goods as NFTs. This online market is known as a reference for buying and selling artistic and digital effects such as artistic effects, games, videos, etc. and has made digital content as a kind of digital currency and investment that can be bought and sold. By using this market, OMG can appear on this platform as a salable product and be offered to the audience using it. Also, buyers can also benefit from the future value of these digital effects as investors. Due to the attractiveness of this online market, big companies such as Christie's and Sotheby's have started to hold high-value NFT auctions. Due to the use of blockchain technology, Marketplace NFT online market allows to ensure the authenticity and uniqueness of each NFT token. In this way, the OMG token will be introduced as a valuable digital asset that can be used to buy and sell, display in an art exhibition, museum or use in computer games. Due to the growing trend of the NFT market and its increasing popularity, this market may become one of the most important digital currency markets in the future.

Main and secondary markets of economic exchange:

Below are the top 10 NFT markets in 2023.

Open Sea



Due to the dominant position OpenSea currently holds in the NFT market, this market is likely to remain the top NFT site in 2023. OpenSea is an online NFT marketplace founded in 2017 by Daniel Hudson and Scott Lane. OpenSea allows users to buy and sell their NFTs through this online platform. OpenSea operates as a decentralized marketplace based on the Ethereum blockchain, allowing users to exchange directly and without intermediaries. One of the unique features of OpenSea is that it allows artists and content creators to sell their NFTs at whatever price they want, thereby determining their value. Unlike some other NFT marketplaces, OpenSea allows people to use whatever blockchain they created their NFT on.

Rarible



Rarible supports features such as digital rights management and NFT ownership. Artists can decide how to define their NFT ownership and enable transferability of NFT ownership to others; They can even price their NFTs for secondary markets. Rarible has a separate section for users and authors called "RARI". Users earn RARI tokens by making transactions on Rarible and generating NFTs. This token can be traded in other markets such as UniSwap and is also used as a discount token for Rarible users.

Overall, Rarible has a very dynamic and customizable marketplace that allows artists and content creators to sell their NFTs using cryptocurrencies and DeFi features, while providing an attractive online marketplace for buying and selling NFTs.

Binance NFT Market



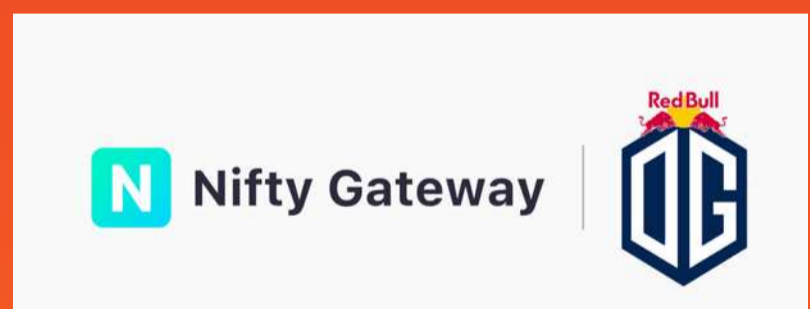
Binance NFT is an NFT marketplace for buying and selling various NFTs with support for over 300 different languages. This market was created in 2021 by Binance exchange with the aim of providing powerful tools for buying, selling and managing NFT. Binance NFT Market provides powerful tools for managing NFTs and their associated payments. Using this market, users can easily and quickly sell their NFTs, access liquidity and interact with other people. Overall, the Binance NFT market is one of the most popular and trusted NFT markets in the world.

NBA Top Shot



NBA Top Shot has seen a lot of success as a new NFT marketplace. This market also has the ability to buy and sell using different digital currencies. In addition, NBA Top Shot has partnered with several major companies such as Arizona Oil Industries and Stanford Research Institute to use blockchain technology to manage and improve their processes.

Nifty Gateway



Nifty Gateway is an NFT selling site that was launched in 2018 by two brothers named Duncan and Griffin Cock Foster. The marketplace originally started as a platform to sell artwork digitally, but quickly became known as the NFT marketplace.

Bitstamp



Bitstamp allows its users to store their currencies directly in the software or website using the wallets provided by this exchange. In addition, Bitstamp offers hot and cold storage services for digital currencies. The reliable and strong security system of this exchange makes users more confident in making transactions. In 2016, Bitstamp also received an official license to operate in the United States of America, which made this exchange known as one of the most reliable Bitcoin exchanges in the world.

eToro



eToro is an online platform for buying and selling a variety of assets, including digital currencies (cryptocurrencies), stocks, forex, NFTs and other financial assets. This platform was founded in 2007 and currently has more than 10 million users worldwide. Currently, eToro allows users to trade cryptocurrencies including Bitcoin, Ethereum, Litecoin and many others. With eToro, users can easily buy and sell digital currencies and profit from market fluctuations.

SuperRare



SuperRare is a NFT trading site founded in 2018. This market is exclusively designed for the sale of digital artworks. Users can sell their digital artworks in this market and earn money. Due to the limited number of invitations and the quality of artwork in this market, the value of these NFTs is higher than other NFTs in the market. This site is known as a popular NFT market with membership of famous artists and designers.



Skilling



Skilling is a mobile application that allows users to buy and sell NFT on this platform. This application is specially designed for users who are looking for a simple and safe way to buy and sell NFT.

Skilling's capabilities include a simple and understandable user interface, high security, and support for transactions using digital currencies. Also, with this application you can easily manage and display your NFTs.

Considering the growing trend of the NFT market and the increasing demand for buying and selling these digital assets, applications like Skilling can find a special place for users who are looking for a simple and safe buying and selling experience.

Jump Trade



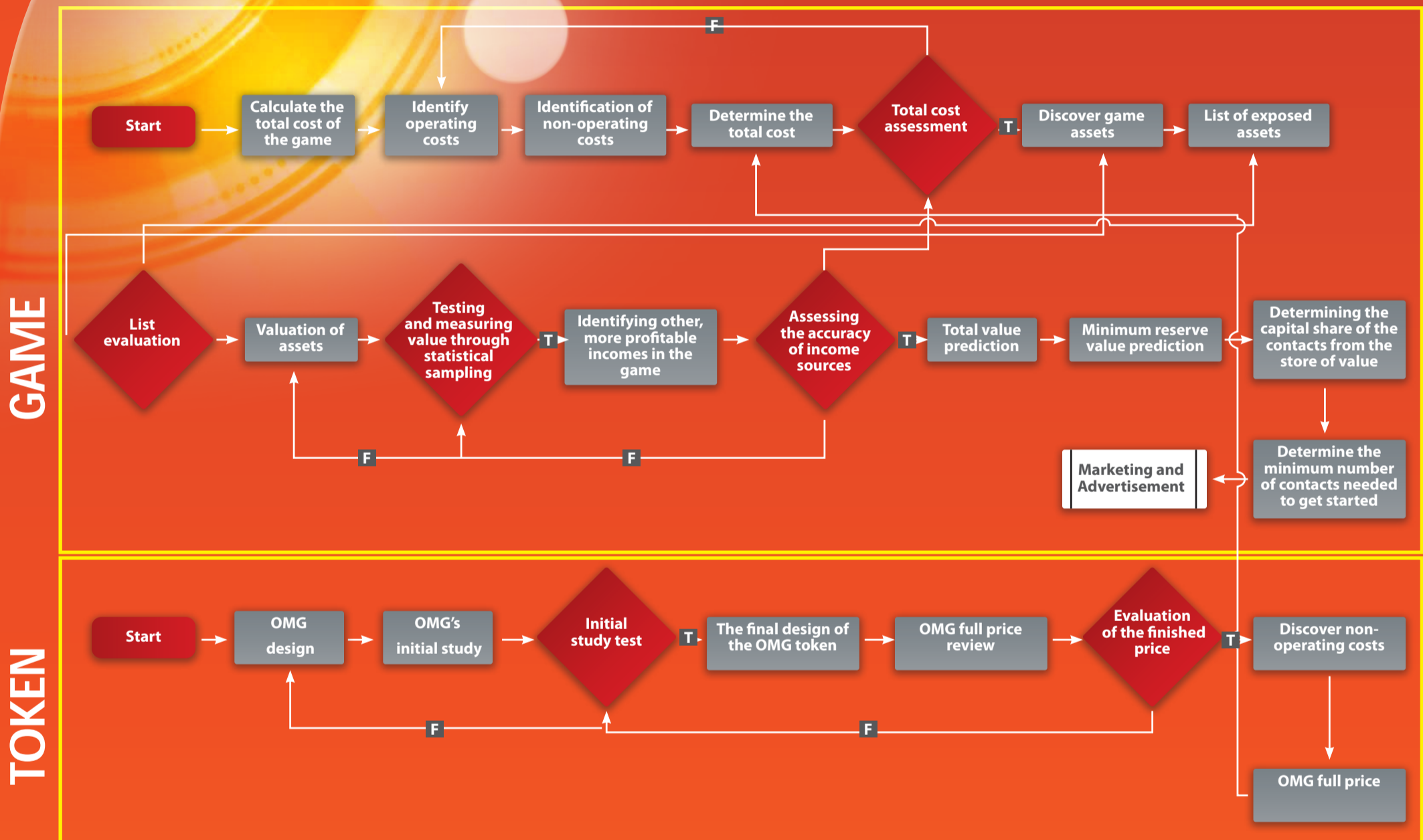
is a trading company dealing in digital currencies, convertible currencies and digital assets, including NFTs. This company operates in the field of finance, over-the-counter markets, and secondary markets, and also specializes in data analysis, risk management, and capital management. Using its technology and algorithms, JumpTrade strives to exploit market trends and improve profitability for its investors. In the field of NFTs, the company acts as a marketer for digital assets and NFTs. Considering the role of Jump Trade in the financial markets, the entry of this company into the NFT market can indicate the seriousness and growth of this market, and in general, it will make the NFT market more prosperous.

Distribution of OMG to contacts

Distribution of OMG to contacts

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General process



As mentioned, after the discovery of the assets and their initial valuation, the amount of the token is determined, and after determining its value reserve - in order to create support - and determining the share of the reserve volume by the owner, the amount of its supply is determined. It is a reminder that the amount that is not supplied is actually the part that is called the liquidity vacuum, or in simpler words, the amount of demand that the game itself has to stabilize the business cycle of the market.



Distribution of OMG to contacts:

The method of pricing the assets will be through the cost price of the game produced and the distribution of production costs to these assets, but OMG is a value that must be obtained not only the cost price of the game, but also its current cycle, costs It should also cover the implementation (apart from the fact that the production of OMG was also expensive), so after the necessary calculations, the price of providing assets based on OMG exchange will definitely be higher than the price resulting from the calculation of OIL story GAME assets. Was. The point here is that the volume of contacts identified for attraction will be the criterion for planning and feedback from the effectiveness of advertising and marketing.

After the initial pricing of OMG and its supply, the behavior of the market will play a large role in increasing or decreasing the value of OMG, so a process that can increase the sense of need in the mucosa (especially the audience and general stakeholders) is an important strategy to increasing the intrinsic value of OMG adds. The implementation of this strategy is the responsibility of advertising, and if successful, it will have a tremendous wealth-creating effect for all stakeholders.



OMG Ads

OMG Ads

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So far, we have mentioned about the role of the game and its cycle, the nature of OMG, its sensory-visual identity, the credibility of the production team, blockchain security, etc. and even predicted that after listing it, the potential markets For supply, what and how they are. But in the world where every thread of tokens and different games are produced and offered on different platforms (from consoles to Metaverse), what can be the fundamental difference between OMG and the aforementioned game and other similar cases in the eyes of the audience? bring. It was mentioned before that OMG in its initial phase will have a direct relationship with the reception of the game due to its dependence on the game, its growth or decline, and it was also said that there are three main groups of the game's audience, the first group, the general audience, from They are very important for the reasons mentioned above.

It is very important to create a sense of need and motivation in the audience, which is expected to be achieved with a proper advertising campaign. Advertising and marketing for OMG will occupy two completely separate departments.



OMG Ads

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The first part is riding on the advertising wave of the game, and since OMG has taken over the cash flow of the game, with the increase in the number of players, the acceptance of OMG will also increase, and the second part can start at the same time as the first part. OMG branding, which will include advertisements based on brand sense, visual-sensory identity, property prestige, property security, etc.

- The first part of game ads:
 - ✓ The goal and vision of the campaign:

The advertising-marketing campaign of OIL META GAME consists of three main stages. It is reminded that first; The proposed advertising project is a permanent process with feedback methods at specific times that can be monitored and measured. It means that each of the stages from the beginning to the end will become a loop (repeatable cycle). Secondly, the successive stages will be added to each other, which means that after the completion of the first stage cycle, the second and third stage cycles will be added to the whole process.



In the initial description of the stages, it should be said that the first stage is the path through which not only information is done, but also through active transfer methods, it will try to attract players. This stage is the most expensive for advertising. The second stage will include development goals and by using methods and tricks of induction, interactive, prestige, etc., we will try to develop the market and attract all groups. Hai Di is responsible for the benefit. And finally, the third stage of the process, based on stabilizing the market through methods that affect the long-term memory of the society, is on its agenda. This stage, which includes learning from the previous stages, will actually make more efforts to increase the social capital of the entire group



OMG Ads

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Social capital consists of the following parts:

- 1. Trust:** Creating trust among the target community is the most important pillar in each of the three steps above. This means that until the public's trust in the whole and the part of the proposed item is not attracted to it, any attempt to enter the market will be impossible, or if it is difficult to enter, it will be temporary and short-term.
- 2. Trust network:** People of the target community are members of smaller groups, such as sports clubs, families, educational groups, social networks, etc. What level of confidence there is in the proposed plan (game and token) among the people of the groups, expresses the initial success rate of advancing the goals.
- 3. Radius of trust:** how much is the level of trust of individuals and people from one group to another, it provides variables to identify deviations of operations from expected results, definition and main criteria for calculations to achieve goals.
- 4. A shared vision of the future:** Achieving this goal will make the audience not only feel ownership of the project, but also play a role in its development and ultimately reduce the cost of entering, promoting and stabilizing the market.



OMG Ads

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first stage:

The first stage begins with determining the amount of capital contribution expected from the community and predicting the size of the audience needed for attraction. So, the primary goal of the first stage is to reach the minimum audience and the secondary goal is to create a suitable share of the market. It is suggested to use the distance analysis method in all stages of planning, implementation and control

1. Where is the distribution of the target audience and primary beneficiaries of the project (first group).
2. How much is the expected budget and how much is the contribution of each person from each unit for investment
3. How many people should be recruited to provide the initial investment (according to the calculations in the previous section).
4. In order to attract this number of people, how much of the community should be encouraged and promoted so that they are potentially ready to enter the game and invest.

The answer to these questions is a description of the ideal point. After determining the ideal point, the following process can be performed.

so virtual advertising and social media marketing (SMM) will have the most effect on these people.

OMG Ads

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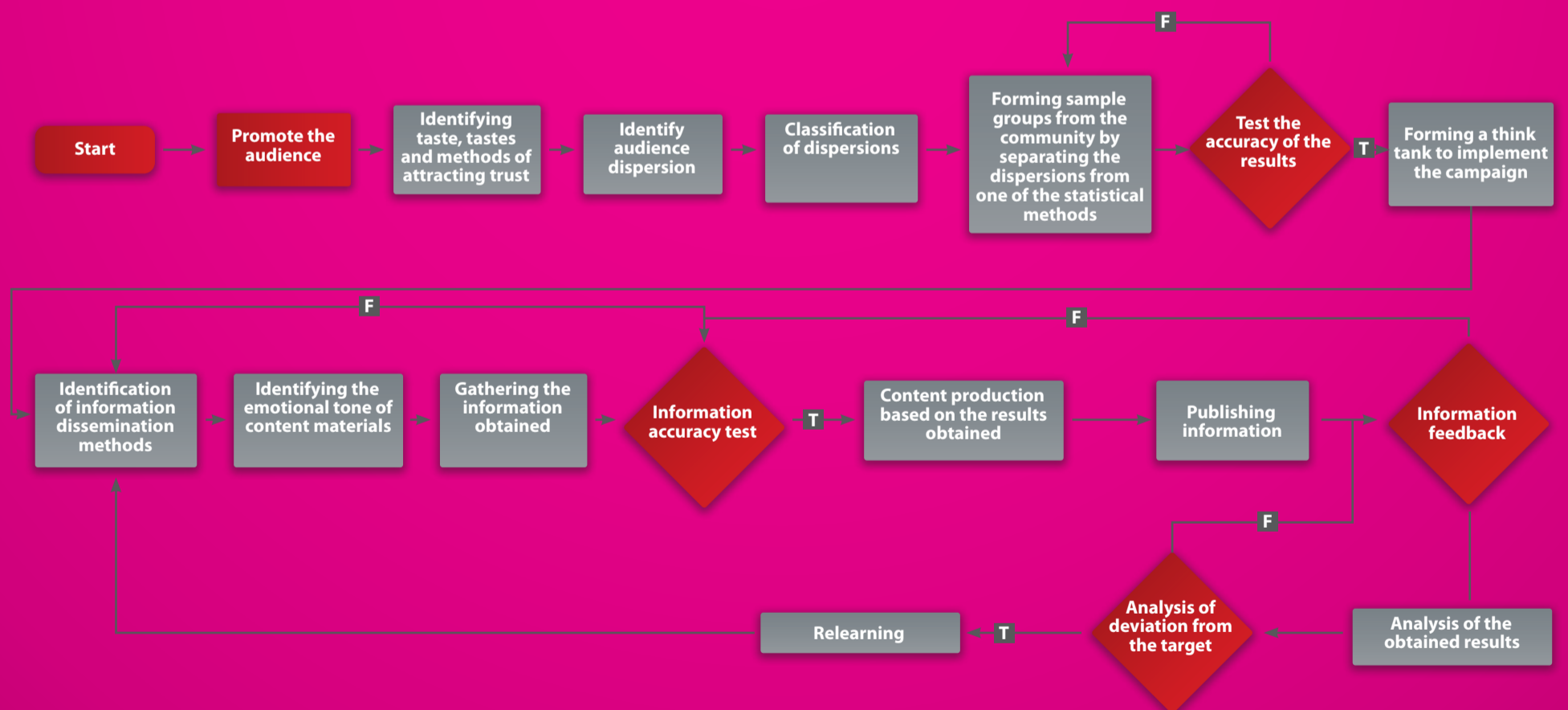
Expected Results	Necessity of use	cost center	Advertis- ing meth- od	
The support of all the contents and interpretation of all published information	It is the main source of information and the main source of project concepts	site	ATL	
Components of tele strategy, recovery method, increasing customer loyalty	Creating a space to access contacts to receive results and feedback, as well as the establishment of BI, BA, CRM systems	Fan club		
Fulfillment of SMM advertising and marketing goals	Direct notification	social networks		
Advertising, notification and smm	It is a wide social network that has a large number of contacts in the world	Facebook or Meta		1
Informing and making it possible to chat between contacts	Messenger	Facebook Messenger		2
Quick and timely notifications	Twitter is a social network based on short text messages and is a suitable tool for publicity	Twitter		3
Advertising and smm	Despite the large number of users, it is one of the best platforms in marketing and advertising	Instagram		4
Information and marketing smm	Pinterest is a virtual pinboard where users can pin their images like a diary	Pinterest		5
Education, advertising and information	A suitable platform for education, information and advertising	YouTube		6
It is for people who are experts. In fact, LinkedIn is a social network for business people	مخصوص افرادی است که متخصص هستند. در واقع لینکدین یک شبکه اجتماعی مخصوص بیزینس من ها است.	LinkedIn		7
Help in SEO site, information and advertising	Content shared on Google Plus is indexed much faster in Google	Google Plus		8
Information and marketing smm	It is a blog platform where users can share text, photos, videos, links, etc	tumblr		9
Information, advertising, smm	۲۴۳ million users	line		10
Information, education, smm	Creating audio communication for ۵۰۰۰ multi-person groups up to more than people	Clubhouse		11
advertising	Advertisements in popular games, notifications for following in virtual networks, websites, clubs, etc	In-app advertising	BTL	
Information and advertising & publicity	Encourage and promote the audience	Conducting seminars both online and offline		
Information and advertising	To inform and publish news	Publishing news in online newsletters and publications		



OMG Ads

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This campaign will be designed in such a way that the site and its fan club will act as supporters and provide large amounts of content, news, etc. for information purposes, and SMM will play a role as attackers. The type of content and its related strategies depend on two factors, the role of social network and the other three stages of the campaign. For example, LinkedIn will be used to attract specialists, Facebook will be used for specialists and general audiences, Pinterest will be used for the general public, etc. Obviously, the type of content of each will be based on the emotional tone of the expected material (according to the meaning and semiotics) will be different.



Specifications of how to distribute tokens (tokenomics)

Specifications of how to distribute
tokens (tokenomics)

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YEAR	2025	2026	2027	2028	2029
Supply	30 %	25 %	15 %	15 %	15 %
Sale	31 %	36 %	36 %	36 %	36 %
Private Sale	5 %				
ICO (Public Sale)	24 %				
Airdrop	2 %				
Gaming Reward	3 %	2 %	2 %	2 %	2 %
Platforms	30 %	30 %	30 %	30 %	30 %
Marketing	15 %	10 %	15 %	10 %	10 %
Team	0 %	1 %	1 %	1 %	1 %
Partners	1 %	1 %	1 %	1 %	1 %
Liquidity	20 %	20 %	20 %	20 %	20 %
Burn	15 %	10 %	10 %	5 %	5 %
Lock	70 %	45 %	30 %	15 %	0 %
Unlock	30 %	55 %	70 %	85 %	100 %

Total Allocating in year	100 %	100 %	100 %	100 %	100 %
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Total Supply in year	100 %	100 %	100 %	100 %	100 %
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Total Supply in 5 years (%)	55 %	Number	550,000,000,000
Total Burn in 5 years (%)	45 %	Number	450,000,000,000

Base Price	00100/0 USD
Total Coin	1,000,000,000,000
Total market value of the coin (On Base Price)	1,000,000,000 USD



Roadmap OMG

58 Roadmap OMG

Roadmap shows the goals of a project over a period of time. It is a kind of document in which the development team draws plans and plans and steps to reach these plans. In most cases, both short-term and long-term goals are included. Short-term goals may take months and long-term goals may take years to achieve. Roadmap also includes information about technical features, new functions and future modifications of the project. In general, Roadmap determines the goals of the project and specifies the important steps to achieve those goals.

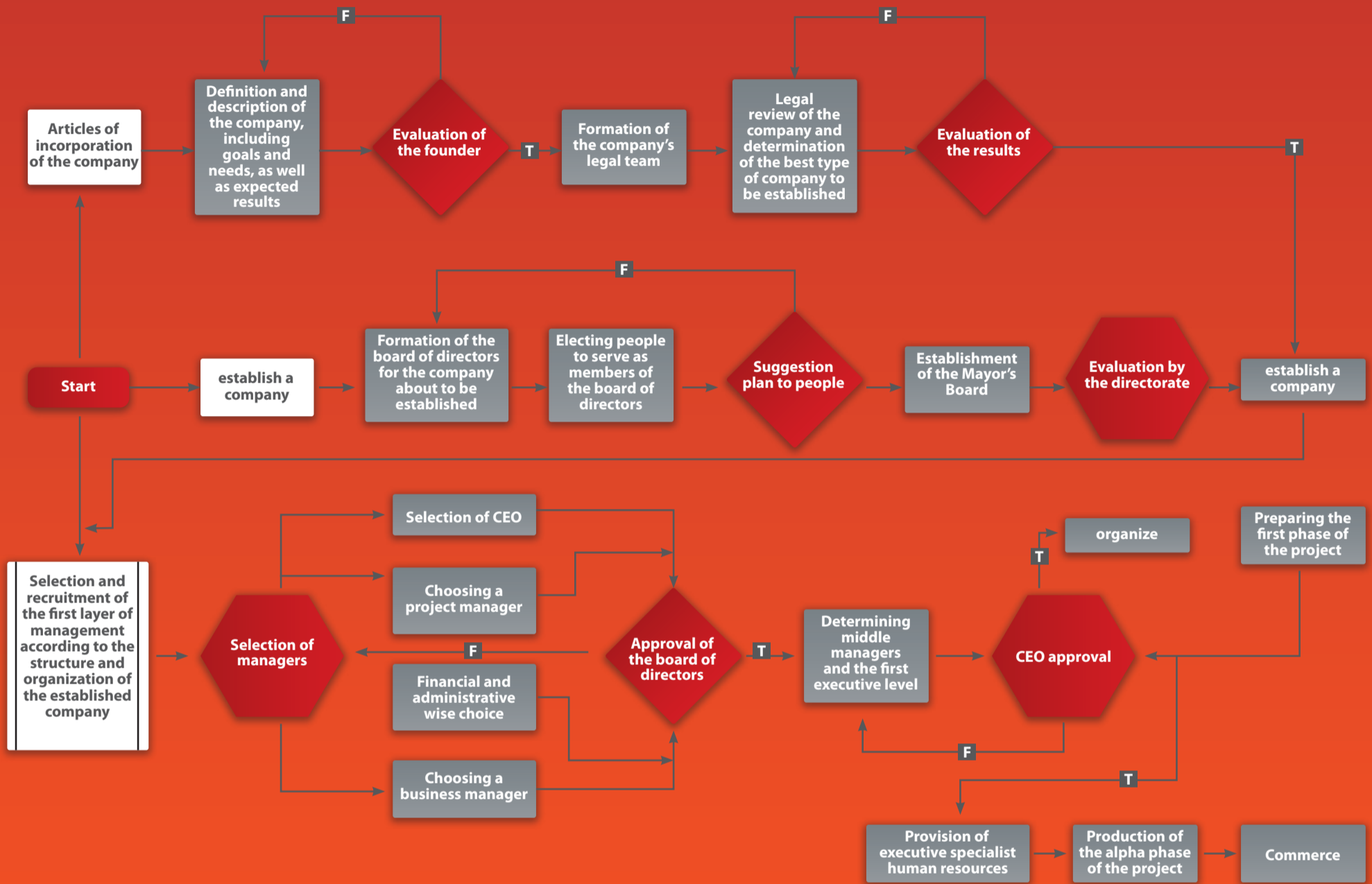
Roadmap creates a framework for the development team to work within. Stakeholders can also better understand what direction the project is going, what goals it has and how it will reach these goals. Of course, it may change due to unforeseen circumstances, technical developments and changes in market conditions. The importance of the roadmap, the general steps of this roadmap are in the form of the following network and the main nodes are identified with their timings with flow charts.

This river map consists of a stage with its sections as follows.

- ☑ First stage: establishment of the company
- Flowchart of the first stage:

Roadmap OMG

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It is necessary to create practical coherence in the executive structure that specifies the needs, instructions and obligations of the employer and the employer as well as the organizational interaction with the future society in the implementation team, because not only the creation of the company provides more trust in the provision of human resources. It makes the interaction of the audience with the organization more organized and coherent. The third stage is divided into three main parts as follows. It should be mentioned because some processes are done in parallel. Therefore, total timing does not follow the summation of micro-times.



Roadmap OMG

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1

Articles of incorporation of the company:

- The preparation of the company's establishment charter actually shows the type of company in terms of legal, reason, goals, mission, vision, etc. Also, in the commercial company registration charter, all the laws related to the registration and establishment of domestic companies and foreign, how to publish registration ads, how to receive documents and legal documents are mentioned.

The company registration regulations contain instructions that determine the internal laws of each commercial company, such as the requirement to register the company either in the company registration authorities, in the notary office, or in the court. According to the commercial law, the registration of any company must be under the supervision of the company registration regulations

- The definition and description of the company, including its goals and needs, as well as the expected results, are very important in the intellectual and executive coherence of the company.

These goals are divided into three parts: strategic goals, direct goals, and indirect goals, which are given in the master plan of the project.

Roadmap OMG

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o Strategic goals:

- Creating a suitable opportunity to model the real world in Metaverse to develop it as the future technology of humanity.
- Producing a suitable model of the economic cycle and simulating it from the oil and energy trade cycle in Metaverse
- Creating a suitable opportunity for the beneficiaries to model this industry in the virtual space and create opportunities for practice, research and more operations and learning it in order to apply it in the real world.
- Creating opportunities to earn money and share benefits between the company and the stakeholders.

o Direct goals:

- Creating a suitable opportunity for the circulation of money and wealth and generating income for the company and its owners
- Creating a suitable opportunity to earn money for the beneficiaries

o Indirect goals:

- Creating study opportunities for professionals in this industry
- Production of a suitable model for other manufacturers of the game industry
- **Legal drawing of the company:** The legal style and context of the company based on its development forecasts is another important matter that should be given special attention. The scope of the project in question and its size as well as its features are such that not only to determine its type but also to the end at the time of implementation, the legal circle is of special importance, which is seen in the top chart and the structure and organization of the organization.

It is through this section that it is possible to interact constructively with stakeholders, including supervisory organizations and institutions, stakeholders, as well as financial markets and presence in stock exchange organizations.



Roadmap OMG

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2

establish a company:

The establishment of the company includes two legal perspectives and the appointment of people at different levels. After determining the legal form of the company, determining its board of directors will play an important role because the board of directors will lead the company from individualism to wisdom-centered and by dividing responsibilities and monitoring methods, decisions and results from It will face less error. After appointing the board of directors and dividing the duties between them, it will be the turn to appoint the CEO and senior managers of the organization. It should be noted that these people can be from the members of the board of directors or through recruiting and hiring people outside of it.

Roadmap OMG

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Selection and recruitment of the first layer of managers:

The four groups of tasks are the most important tasks of organizational structure and organization that must be addressed at this stage.

- **The managing** director is the highest planning and decision-making authority in the company's structure, and his most important duties, apart from the topics mentioned below, are planning, guiding and controlling until the goals are achieved. Decisions made by the CEO include all decisions and general and strategic issues will be decided by the CEO. Among his other duties, the following can be mentioned.
- Drawing the policy, mission and policies of the company
- Appointment of responsibilities such as deputy, management and supervisor, etc.
- Planning to achieve the company's goals in the shortest possible time.
- Increasing the productivity of the organization.
- Creating optimal investment opportunities for the development of the organization.
- Creating more income generating opportunities for the employees of the organization.
- Dividing tasks among employees through the first levels of the organizational structure after him and obtaining reports from them periodically until the goal is achieved.
- Efforts to attract the primary resources needed to achieve the company's future goals.
- Coordinating and directing the operations delegated to the people and its implementation and support processes (including troubleshooting cases that lead to failure)
- Planning to provide and appropriate allocation of budget to different cost centers
- Preparation of the resource planning package and its management to facilitate the company's processes, including financial planning, human resources, structure and organization, and... to present to the board of directors.
- Providing periodic reports to the board of directors

Roadmap OMG

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- **Financial and administrative manager:** He is the legal authority for registering, regulating and planning the company's resources and will be responsible for a two-way activity through planning the company's resources and financial control. The most important reason for this job is to analyze the reports received from the supervisors and submit the report to the manager. It is an agent and its most important tasks are:

A) Financial:

- Formation of the team responsible for the financial affairs of the company.
- Planning and managing the financial team of the company.
- Obtaining reports from the financial team and budget planning.
- Determining the method and planning of attracting financial resources and presenting a proposal to the CEO.
- Preparation of documents required for financing.
- Communication with executive unit for financing consultation.
- Formation of offices and departments for registration and maintenance of the company.
- Company financial planning.
- Future planning needs cash.
- Communication with legal authorities and financial headquarters on behalf of the group
- Report to CEO

Roadmap OMG

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B) Administrative:

- Formation of the team responsible for the company's administrative affairs.
- Planning and management of the company's administrative team.
- Organizational resource planning
- Obtaining reports from the administrative team and operational and legal planning.
- Administrative team management and human resources planning
- Identifying, registering, coding and maintaining the company's property,
- Identifying and creating a database of suppliers of office supplies.
- Storage and maintenance of office supplies
- Finding the purchase order and making the purchase from the CEO
- Personnel control in terms of type and working conditions.
- Receiving the needs of the collection and submitting a request for supplies.
- Human resource performance evaluation.
- Receiving manpower requirements from departments and manpower supply after supervisor's approval.
- Projecting work order through usual controls, including order in the presence of forces, order in interaction, order in work rotation, etc.
- Setting up motivational methods and implementing them after approval
- Setting up the system to improve the performance of the forces
- Offering personnel incentives.
- Organizational ceremonies.
- Providing administrative necessities and controlling their consumption.
- Reporting to the CEO



Roadmap OMG

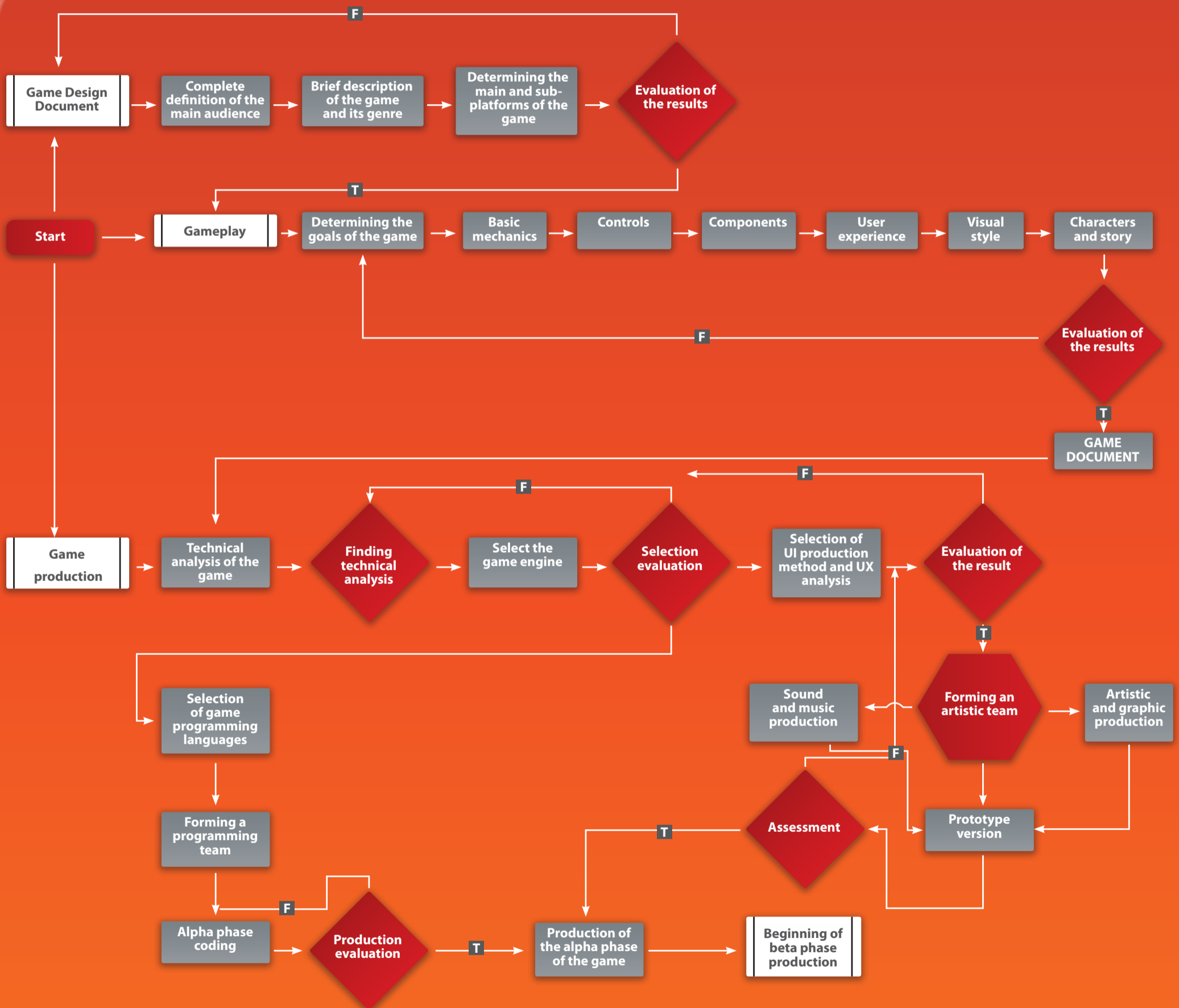
- **Business Manager:** The business manager is responsible for planning, organizing, directing and controlling the performance of the company's marketing organization. The main mission of this position includes the main scope of developing the company's business strategies and plans, developing and providing market databases, analyzing the market and potential and actual customers, preparing and providing advertising campaigns, training the marketing unit forces, etc. Its micro-tasks are:
 - Designing and forming the business department
 - Forming a business team
 - Division of work among commercial employees
 - Attending sales and marketing meetings
 - Introduction of the parties to the contract to the legal expert for drafting the contracts
 - Training and guiding sales personnel
 - Forming a think tank to plan and find different solutions
 - Training and guiding CRM personnel, content production, and admin of jazz networks and call center operators
 - Designing and compiling advertising campaigns and its implementation
 - Monitoring the overall performance of the department
 - Obtaining daily and periodical reports from relevant personnel.
 - Supervising and directing the formation of databases.
 - Providing decision-making reports to executive management.
- **project manager:** A project manager is a professional person who leads the team through the project life cycle by planning, budgeting, scheduling and tracking game production and development project plans. This person has the authority and responsibility to manage the project from the start to the development and production of the next phases. And its main duties are:
 - Forming a board game team
 - Preparation of documentation and Game Design Document
 - Division of tasks among the groups under his command
 - Team leadership
 - Production project control
 - Reporting to the CEO

Roadmap OMG

✓ The second stage of designing and producing games and OMG tokens

- The first part of the game production flow chart

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Roadmap OMG

1

game design document or GDD

It is basically a file or a document written by the game developers that fully describes the game. In fact, the game document does not contain anything magical in its heart! Rather, it only accompanies the game creators from the beginning to make the way clearer for them and bring the game to a playable version. In the game document, everything is written from the initial idea to the behavior of the characters and the small mechanics of the game, and it helps the game makers not to forget anything about the game or not to implement fantasies that do not work in the game.

Until the project is written down, it is not possible to have a correct and close estimate of it. A pre-production document helps to assess the needs of the game and automatically obtain the corresponding roles.

The Game Design Document is actually a general description of the game and all its information, which helps the responsible people in the production stage to expand and better understand the game production landscape. The game design document is a collection consisting of idea (prototype), genre, story, characters, game mechanics, gameplay, world design and its stages, artwork, sketches, and revenue generation methods.

By streamlining the game development process, the game design document has a significant impact on identifying potential risks. The initial idea of the game may seem simple at the beginning, but when this idea is put in the form of the game design document, the project becomes more advanced, more complex and bigger. One of the special advantages of the design document is the possibility of managing the budget and costs of developing and making the game. It should be noted that it is difficult to finance the development of games independently and cooperation with a game publisher can be very helpful in providing funds.

Roadmap OMG

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- **Knowing the audience: the correct definition and description of the audience makes it possible to have a more precise idea about the needs of this collection in the next sections and finally to produce and publish what these audiences want. The most important results obtained from knowing the audience are these.**
 - * **What is the audience's taste for the game genre?**
 - * **What is the audience's expectation from the game?**
 - * **What factors are more important to simplify the user experience from the audience**
 - * **What methods to increase the audience's motivation to welcome the game**
- **Brief description of the game and its genre: what is important is what is the scenario of the game and in which category of games it is placed.**
- **Determining the main and sub-platforms of the game: on which main platform the game will be released and whether other platforms will be able to support it, whether online or offline.**

Roadmap OMG

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2

Gameplay

It should be kept in mind that each game has its own gameplay according to its style and each genre, and no game has 100% the same gameplay as another game.

The way and form of going through the stages of a game and using its facilities and tools to go through the stages and win the game is called gameplay. If we want to make the above definition more open, we should say that the gameplay is a collection of all the movements, physics, functions, capabilities, facilities and in general all the controllers that are given to the main character of the story so that you can be the main character. Guide the story and pass the stages of the game through it.

Therefore, the gameplay is the main core of a game because the user spends the most time in it and all the acts and challenges are executed and passed by the user.

Roadmap OMG

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- **Determining the objectives of the game:** a complete definition of the objectives of the game should be written. What is the purpose of producing this metaverse game and what role will it play among the audience? Divide these goals into two groups of direct and indirect goals, according to the wide range of contacts, from special contacts such as organizations, members, etc. to ordinary gamers.
- **Basic Game Mechanics:** Describe how players interact with game rules and other formal features such as goals, player actions and strategies, and game modes in this step.
- **Controls and game play** actually refers to the tools and how the player interacts with the game
- **User experience:** UI and UX analysis of the game, and in fact, the simplicity of the player's interaction with the game will be described and drawn in this section.
- **Visual style of the game:** The visual style of a game often plays an important role in the player's experience of that game, and this is one of the things that makes a game interesting and fun. What style the game will have in terms of graphics
- **Character and scenario of the game:** The scenario of the game, including its story, will define the characters and characters at this stage.
- **Game document:** The game document is obtained by summing up all the above items.

Roadmap OMG

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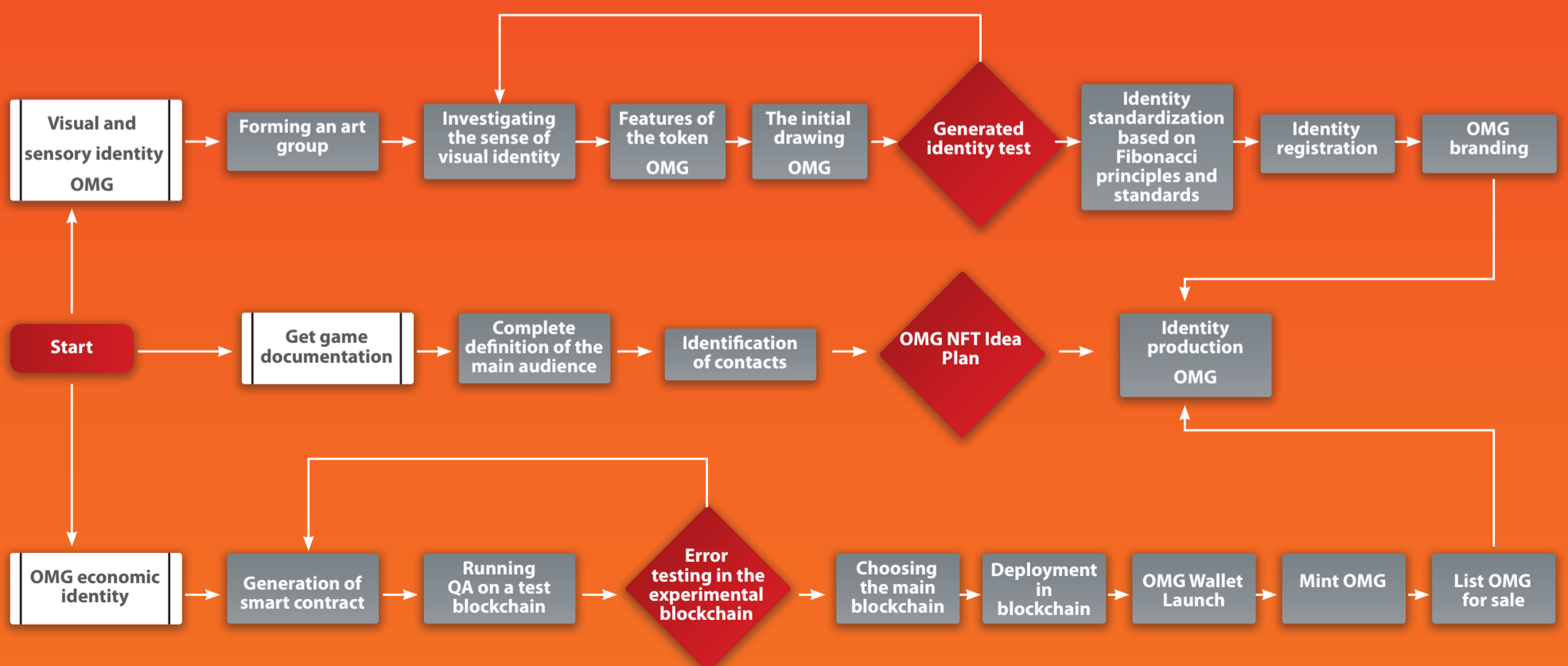
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Game production:

After preparing the game document, the pre-production stage and the production of the alpha phase of the game will be on the agenda. This part will include the technical analysis of the game that results in the selection of back-end and front-end coding languages.

- **Game engine:** choosing a suitable program or framework to integrate the graphic environment, the logical operation of the elements in the game, coding and scripting (scripting in it), the resources needed by the game (such as sounds and music, images, models, animations, etc.) and provide...
- **Game production:** After going through all the above steps, it will be the game production operation. This operation includes the division into two main parts of artistic productions such as graphic operations and visualization from the game world to characters and avatars to sound production from effects and music. And the other is game coding and engineering, which will include database, back-end and front-end.

The second part of the OMG token



OMG token

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OMG token

The mentioned token is a tool through which game assets and its business cycle can be made economic and by creating an exchange rate, it can be used to generate wealth. It should be remembered that the pricing of the token will be defined based on the level of public favor and its demand rate, but this does not mean that pricing policies and strategies will be defined exclusively on this basis. Rather, it is possible to be effective in terms of basic pricing by using appropriate tools such as advertising, creating incentives (such as prestige building strategies) and so on. This stage begins after receiving the game documentation with the important concepts of audience identification, game description, visual identities, etc.

OMG token

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1- Production of OMG identity:

This identity is divided into two concepts, visual identity and economic identity.

Sensory-Visual Identity: As mentioned, the public acceptance of the token is not only related to the acceptance of the game, but also depends on the visual-sensory identity and the emotional tone of its materials. In this section, firstly, what is supposed to be induced to the audience from a sensory-visual point of view is studied, and after the ideas related to it, the important features of NFT OMG will be taken into account, and finally, after the initial studies and evaluation from the audience, the best study will be considered as the main design with its required standards and we will proceed to design the sensory-visual identity of the token.

It is necessary to remember that in the marketing plan, this token will have a physical identity that can be presented as a symbol and prizes. Definitely, after the design is fixed, its symbol will move towards branding as a brand with the nature of logo, logo type, logo motion, pattern, etc.

Economic identity: This part starts with the production of a smart contract, and it is actually a computer program that automatically and reliably implements the conditions and consequences of an agreement. The smart contract is stored and executed in the blockchain, which is a decentralized and immutable ledger; Smart contracts are written using specific programming languages and are activated by receiving digital transactions from the contract parties. These contracts bring many benefits such as reducing costs, increasing speed, improving security, eliminating intermediaries and preventing fraud.



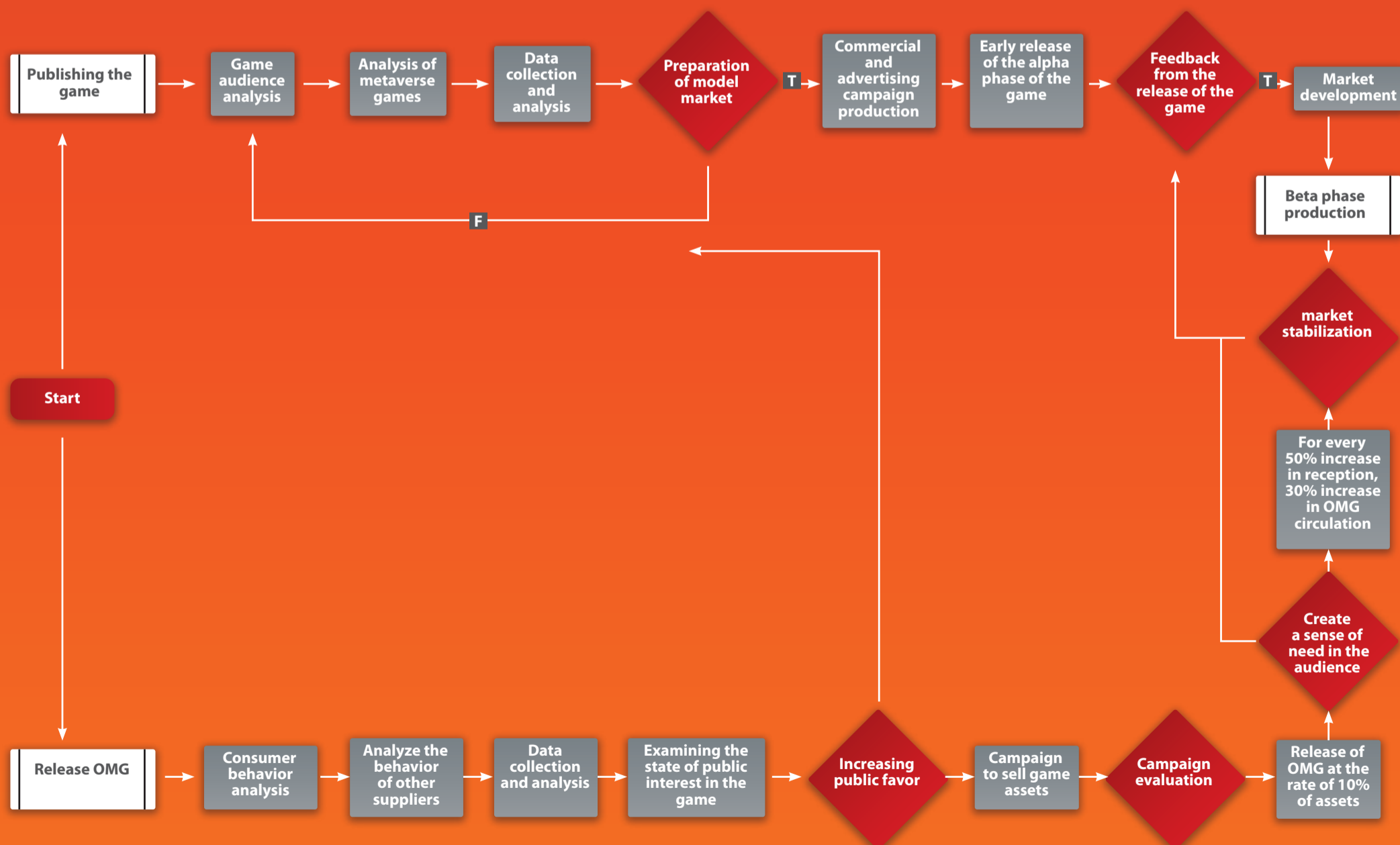
OMG token

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When creating a smart contract for a digital currency token, you should keep in mind that it will be a pain to replace it if something goes wrong. So we need to run this token on a test blockchain like Rinkeby or Ropsten.

Deploying a smart contract is very simple. Depending on the tool our developers are working with, it is only necessary to send a transaction with the compiled contract code without specifying the recipient. It's just a few simple clicks. And finally, the process of "listing" a cryptocurrency happens when a particular exchange offers a trading pair for that asset. In fact, the listing indicates whether a specific digital currency or token can be traded on that platform or not.

The third stage of publication and business



OMG token

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It should be noted that the business of this game is formed from the complex method of publishing and creating the need and motivation for the game, as well as publishing the OMG token.

What is clear is that the growth and excellence and acceptance of the OMG token has a direct relationship with the increase in public acceptance of the game, as well as the economic growth and the creation of a business cycle in the game has a direct relationship with the growth and public acceptance of the token. Therefore, what is stated in the master plan of this There will be a collection that will play a big role in the process of creating excitement in the audience for both of these.

In the commercial sector, we will definitely use advertising methods (generally induction methods) and before publishing it, we will first aim to create a need in the audience's society, and after publishing the game and receiving feedback from it (reaching a certain number of audiences), this process will continue. Will have. After reaching the goal (specified number of contacts), the release of the token and its supply should be presented in such a way that there is always a demand for the supply of the token.

OMG token

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1. Increasing demand and decreasing supply will always increase intrinsic value.
 2. Increasing demand will be a psychological factor for other users, which will increase demand and provide intrinsic value
- Publishing the game: Publishing the game and increasing audience interaction with it is a function of the variables obtained through market analysis.
 - Preparation of market model: How to enter the market is actually the result of market analysis and competitor analysis. These two items will provide the main success factors for entering the market.
 - The commercial campaign is obtained from the two main issues of audience attraction and mutual interaction with it. The principles of audience attraction - apart from the nature of the game and its attractiveness - require a strong advertising campaign and will follow POROPAGANDA PUBLICITY methods or induction news publishing methods.
 - Market development: after attracting the quorum of the audience, the move will be to maximize the audience and increase their loyalty

Roadmap OMG

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2024 **2024**

2024 (Jan)
2024 (Apr)

2024 (Jan)
2024 (Feb)

Formation of the establishment headquarters

- Compilation and explanation of the initial plan by the founders
- Formation of strategic and specialized working groups

2024 **2024**

2024 (Jan)
2024 (Apr)

2024 (Mar)
2024 (Feb)

Theoretical establishment

2024 (May)
2024 (Jun)
2024 (May)
2024 (Apr)

2024 (Jan)
2024 (Apr)
2024 (Jun)
2024 (Mar)

- Processing the initial idea and turning it into a basic design
- Studies and research project
- Definition of application for preliminary establishment projects
- Feasibility studies
- Estimating project dimensions
- Preparation of basic documents
- Designing the visual identity of the brand and preparing and editing the brand book
- Preparation of financial and commercial evaluation documents (BP)
- Compilation of the processes of the internal components of the project, including departments and sub-departments
- Compilation of external processes of the ecosystem, including communication processes with project contacts, business partners and developers
- Compilation of marketing and market development map document
- Determining the indicators and setting up the performance monitoring and evaluation system

2025 **2024**

2024 (Sep)

2024 (Jul)

Legal establishment

2025 (Dec)

2024 (Jul)

- Establishing a company and developing agencies in international free trade zones
- Formation of executive operation structure

2025 **2024**

2024 (Dec)
2024 (Dec)

2024 (May)
2024 (Jun)

Operational establishment

- Establishing and equipping the project headquarters
- Formation of executive operation structure

2025 **2024**

2024 (Jul)
2024 (Jul)
2025 (Dec)
2024 (Sep)

2024 (May)
2024 (Jun)
2024 (Oct)
2024 (Apr)

Financing

- Analysis and evaluation of financing models and methods
- Compilation of the budget document
- Implementation of selected financing models
- Implementation of the financing line through the initial offering of tokens

2024

2024 (Dec)

2024

2024 (Jul)

Preparations for the activation and development of sectors

- Strategic analysis of the project, departments and sub-departments, as well as macro activities of relevant subject areas according to market studies.
- System analysis of the software platforms required in the project, departments, sub-departments and systems in accordance with technical and commercial rules and principles
- Technical modeling and diagramming of communication processes between project departments and systems
- Statistics of the type, method of operation and technologies used to produce products by systems, sectors and sub-sectors

2024 (Oct)

2024 (Aug)

2024 (Oct)

2024 (Sep)

2024 (Sep)

2024 (Aug)

2028

2025 (Mar)

2026 (Jun)

2024 (Aug)

2028 (Mar)

2024

2024 (Apr)

2024 (Aug)

2024 (Jul)

2024 (Aug)

Creation, production and development of departments

- Production and development of OMG token
- Production and development of The Oil Story Resource games
- Production and development of The Oil Story Business games
- Production and development of the central project management system

2025

2024 (Dec)

2024

2024 (Jul)

Business collaborations Business collaborations

- Counting and determining the type and method of business cooperation in different dimensions required by the macro project and departments
- List of all required legal models in order to enter into partnership contracts
- Setting up the required partnership contracts based on the obtained documents
- Writing and producing approved contracts on the electronic platform and converting them into smart contracts

2024 (Dec)

2024 (Oct)

2024 (Dec)

2024 (Nov)

2025 (Mar)

2024 (Oct)

2028

2024 (Aug)

2024

2024 (Jul)

Branding and promotion

- Statistics of promotion models and methods, according to the market development map document
- Identification of promotion channels, according to the market development map document
- Creating a user account and starting promotional activities in general and specialized social media

2024 (Aug)

2024 (Jul)

2028 (Dec)

2024 (May)

