



OMG WHITEPAPER



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Abstract

OMG is the token driving the business cycle and economic ecosystem of The Oil Story game, which model the oil and fossil fuel industry. This token underpins all financial interactions within the game, including game assets, banking, commercial, and industrial economies, ensuring a seamless and meaningful business cycle.

As OMG develops and gains traction, it has the potential to be listed on various exchanges, evolving into a capital commodity with intrinsic value beyond its connection to the game. The ultimate goal is to enhance OMG's value by backing it with technology-based assets and fostering a community of platforms and games around it. This strategy aims to align the token's value with global oil and energy prices, with each OMG token representing a coefficient of the current price of oil.



Introduction

Alvin Toffler, author of the famous books "Future Shock" and "PowerShift," which led to a profound transformation in the concept, resources, and tools of power in public opinion and societal thought, believes: "Knowledge is the most democratic source of power." - Alvin Toffler¹. He proposes theories based on the trajectory of social developments and order, suggesting that changes in human society are driven by two main principles. First, the speed of technological advancements accelerates society's entry into different eras. Second, the evolution of technology and its rapid impact on human society, which shapes the future, depend more on the rapid combination, change, and extraction of new technologies from the present than on the mere passage of time. Therefore, "Change is the process by which the future invades our lives." - Alvin Toffler².

He predicted that while the realization of the first wave of transformation (the agricultural revolution) took thousands of years, the realization of the second wave (industrial civilization) lasted only 300 years. However, today, history is moving faster than ever, and the third wave (the information and communication revolution) may only take a few decades to reach perfection. Therefore, when we compare the various eras that humanity has experienced, such as the Neolithic Age or the Age of Fire—each of which unfolded over extended periods—with the past century, it becomes evident that the pace of revolutionary changes in transformative technologies impacting both individual and social life has accelerated dramatically.

The recent age, or the age of changes, emerged with the passing of industrial society in the last decades of the second millennium. During this period, the application and use of information became increasingly established. Electronics and computer science flourished, radio, television, telephone, and telegraph spread worldwide, and microprocessors were invented. Access to information and its transmission became possible with remarkable speed. All these factors caused a new transformation in human society, moving towards an information society.

Now, in the second decade of the new millennium, the information society has replaced the industrial society, and millions of people around the world have turned to information jobs. This new technology, which facilitates the transfer, processing, storage, and exchange of information, is called information technology (IT). IT marks the beginning of a new chapter in human life, impacting all aspects of society and advancing at an unprecedented speed.

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 models that did not exist before. This technology has facilitated the provision of services to society and, with its accelerated development, enables the creation of new infrastructures and

¹ Toffler, Alvin. *Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century*, 1990.

² Toffler, Alvin. *Future Shock*, 1970.



tools that can develop models beyond human imagination. One of these emerging infrastructures is the Metaverse.

Metaverse

The Metaverse is an initiative where experts from various fields utilize information and communication technology infrastructures to create and model aspects of the real world within parallel worlds and cyberspace. Technically, the Metaverse is a collective virtual shared space created by the convergence of physical and digital realities. The Metaverse is not confined to specific devices nor owned by any single entity. This technology represents an autonomous virtual economy driven by digital currencies and non-fungible tokens (NFTs).

Apart from the trajectory of its development and ongoing research into its capabilities, the Metaverse infrastructure, with its current tools, have already advanced service delivery, enhanced business operations, and fostered the emergence of new businesses. A prominent example of this is the virtual gaming sector.

- Metaverse Games

Metaverse games embody the convergence of diverse technological trends and cultural shifts, providing an unparalleled level of immersion and interaction in digital environments. Evolving from the basic origins of video games, this concept has grown into a complex ecosystem that integrates gaming, social networks, virtual reality (VR), augmented reality (AR), blockchain, and economic systems into a unified experience.

The Metaverse game is not merely an extension of traditional games; it represents an entirely new world. Unlike regular video games, the Metaverse is persistent, meaning it continues to exist and evolve even when you're not logged in. It offers a living experience that grows and changes over time, independent of the player's presence. This perpetual continuity is one of the defining characteristics of Metaverse experiences, setting them apart from traditional games that typically have a distinct beginning and end.

- Interaction, Economy and Technology

In the Metaverse games, players are not just consumers; they are also creators and contributors. They can construct environments, craft narratives, and establish in-game communities. This creative freedom is facilitated by platforms that offer tools for user-generated content. Moreover, the Metaverse features a real economy, complete with digital currencies and non-fungible tokens (NFTs), enabling players to own, purchase, sell, and trade digital assets in a manner akin to the real world.



It's crucial to understand that developing the Metaverse requires sophisticated technology and a diverse range of expertise. High-performance servers are essential to manage vast amounts of data and simultaneous users. Virtual reality (VR) and augmented reality (AR) technologies are crucial for creating immersive experiences. Additionally, blockchain technology serves as the foundation for economic systems within the Metaverse, ensuring secure and transparent transactions.

NFT

NFTs, or non-fungible tokens, have emerged as one of the marvels of the cryptocurrency landscape. By bridging the gap between digital and physical realms in entertainment, art, sports, and beyond, NFTs have revolutionized the concept of digital assets and property rights. Another notable advancement in the crypto world is the Play-to-Earn (P2E) model, which has gained immense popularity among gamers and investors alike. P2E tokens, which reward players for their in-game achievements, have demonstrated remarkable resilience and growth.

Coin Gala (GALA), a trailblazer in the P2E space, exemplifies this success. Since the market dip in January 2022, GALA and other blockchain gaming tokens have seen substantial growth, often surpassing 100% gains. This upward trend highlights the robust potential and increasing acceptance of blockchain-based gaming and NFTs in the broader financial ecosystem.

Token Interaction with Metaverse Games

Play-to-Earn (P2E) games are among the hottest trends in the crypto world today. As the name suggests, P2E games are part of the gaming industry where players can earn money by playing. These games have elevated the gaming experience to unprecedented levels.

Combining the potential of gaming and cryptocurrency can lead to remarkable outcomes. With P2E platforms, gamers can enjoy their favorite games for hours while earning money in the process. This is the primary goal of the P2E model.

Typically, P2E games reward players with game tokens or non-fungible tokens (NFTs). These tokens can be used within the games or sold for real money, offering a new dimension of value and utility. As the P2E ecosystem evolves, it is expected to play a significant role in shaping the future of digital entertainment and finance.

Subject Plan

The process of tokenization is a method that empowers the creation of assets, facilitates financial circulation, and fosters business opportunities based on blockchain standards. This innovative approach to asset creation and transformation into economic instruments, including the



conversion of assets into securities, has been pivotal since the 1980s in financing and wealth generation. Traditionally, introducing assets as the basis of financial support in the capital market requires finding suitable collateral or future benefits to cover their value, which has been a significant limitation.

Tokenization under the blockchain network introduces a new generation of assets. Asset tokenization involves issuing tradable tokens that represent part or all of the attributes of the underlying asset. This method is particularly effective for converting solid and stagnant assets (non-transferable) into leverageable resources for the owner. The primary advantage of this method is its ability to remove traditional financial constraints related to volume and value. This flexibility significantly enhances the capacity to attract capital for asset-backed funding. Consequently, these resources can be effectively channeled to meet the diverse investment or consumption needs of the applicant.

In addition to token issuance methods based on the platform, circulating capital, asset conversion rates, and investment, two key factors that blockchain technology can offer to the capital markets and financial sectors are low transfer costs and diversification of backing assets in the fundraising process. These aspects contribute significantly to enhancing the efficiency and effectiveness of financial and economic projects.

Based on the creation of intrinsic value and the business cycle attributed to The Oil Story game, the OMG token project has been proposed.



OMG

Initial description of the token: What is the OMG token?

The concept of designing, producing, and launching games on the Metaverse platform has gained significant popularity in today's world. Games now serve not only as sources of entertainment and education but also as models of real-world events within virtual environments, income opportunities through game challenges and roles, and exercises for exploring future stages of virtual world creation.

The OMG token was proposed based on the economic model of The Oil Story Game. As an efficient tool, OMG conceptualizes assets in the game and serves as an intrinsic and intermediary value within the game. The economic circulation, business cycle, and ecosystem defined by OMG play a central role, driving and regulating the market of this ecosystem. Initially, OMG will derive its value from the game concept. However, with subsequent policies and increased public acceptance, it can eventually become a valuable asset with a certain exchange rate, independent of the game's support.

Overview of OMG

In the game, OMG features various roles and characters that span across exploration, mining, processing, banking, and the supply market (including the stock market). Each of these roles interacts and overlaps, defining the multifaceted nature and roles of the OMG token:

1. **Utility Token:** OMG functions as a utility token, primarily facilitating the exchange of in-game assets. Players use it to acquire assets defined within the game.
2. **Transactional Token:** OMG plays a critical role in the buying and selling of products, ensuring smooth money circulation within the game. This makes it a transactional token, essential for most transactions and key financial roles.
3. **Security Token:** As the game develops and companies and assets stabilize within the game world, OMG can evolve into a security token. This allows it to represent shares and other securities, enhancing the game's economic ecosystem.
4. **Governance Token:** OMG also acts as a governance token, determining players' effectiveness and influence within the game. It enables full ownership of purchased assets, including shares, and governs decision-making processes.

Each role can maintain a consistent visual identity, distinguished only by their names, or new visual identities can be developed, adhering to the main visual identity standards.



Reason for the OMG Production Plan

The OMG production plan is designed to tokenize assets within "The Oil Story" games, encompassing main roles from exploration to banking. This tokenization addresses the need for a factor that adds value to operations, determines exchange rates, and ensures liquidity within the business cycle.

By providing logical support and the ability to convert OMG to other cryptocurrencies, the token gains inherent value. In the proposed game, this functionality will be crucial for generating revenue throughout the entire ecosystem. OMG will play significant roles in each aspect, from its utility and transactional roles to its security and governance functions, ensuring a cohesive and profitable game environment.

The Necessity of the OMG Project and Addressing Needs

- New Facilities

In the contemporary era, the rapid advancement in discovering and producing new compounds across various fields of knowledge and technology, followed by their commercialization, has opened new opportunities for business and trade.

Among these possibilities, the most successful ventures are those that effectively engage a larger or more influential segment of society, enabling them to attract assets and capital for increased profitability.

The advent of new financial exchange models based on decentralized mechanisms—such as cryptocurrencies, smart contracts, and the metaverse—has introduced innovative opportunities for business actors. These technologies offer novel ways to conduct transactions, manage assets, and engage with the market, driving the need for a comprehensive token like OMG within The Oil Story game ecosystem.

- Changing Market Dynamics and Breaking Monopolies

The ownership and profits derived from investments in large-scale markets and extensive value chains, such as the oil economy, have traditionally been monopolized by major players wielding vast resources. Even the middle and smaller segments of these markets have remained under the control of large entities like governments, trusts, and cartels due to their strategic significance.

Throughout history, there has been a persistent drive among societies, marginalized groups, and visionary thinkers to dismantle monopolies and oppose centralization. Today, with the advent of decentralized tools and the convergence of technological advancements, a unique opportunity has emerged for broader participation and benefit from valuable markets such as energy and oil.



While the owners of substantial capital have always resisted losing their monopolistic control and exclusive privileges, the advent of modern technology and the proliferation of social networks have significantly shortened the lifespan of such monopolies. Social networks, as a human and social achievement born from advancements in computers, software, electronics, telecommunications, and media, have democratized access and information dissemination, challenging the traditional exclusivity of large trusts.

The development of the internet, coupled with the enhancement of data transfer speed, power, and volume in Web3 protocols, and the subsequent emergence of the Metaverse, have further dissolved the physical boundaries between humans, tools, and the real and virtual spaces. This technological evolution has created a new digital world, and we stand at the threshold of this vast, unexplored landscape.

Countless opportunities for ocean exploration and discovering the creatures of this vast sea lie ahead. While the allure of this new encounter currently captivates us with surface-level interactions, deeper voyages await as we grow more familiar with this digital frontier. Visionary minds and cutting-edge technology are crafting submarines, ships, and sophisticated programs to unearth the hidden treasures within this expansive realm. Utilizing imagination, knowledge, and engineering expertise, these pioneers are poised to navigate and exploit the myriad opportunities that this new world presents.

A Coin Representing Oil

If we shift our focus from broad opportunities to more targeted efforts, the concept of a "dedicated cryptocurrency for the virtual oil ecosystem" stands out as both promising and impactful. This specialized cryptocurrency is poised to attract considerable attention, thanks to its diverse capabilities and functionalities.

Money is inherently an intermediary phenomenon, serving as a bridge that facilitates the exchange and interaction of other assets and values. The evolution of money—from its inception to the development of various forms and types—mirrors cyclical patterns of transformation. Viewed through the lens of its creation, growth, and movement, money can be aptly described as a dynamic and evolving ecosystem.

The concept of establishing a "dedicated and specialized cryptocurrency for oil transactions" is a compelling and strategic initiative, especially with the aim of gaining traction in virtual exchanges. This idea is grounded in logic and practicality. However, its success hinges on the continuous evolution and development of the ecosystem's components, as well as the incremental growth and refinement of these elements.



What Lies Ahead

Building a virtual oil ecosystem requires integrating real-world entities into the virtual environment. This includes embedding real-world companies, utilizing in-game advertising to boost brand visibility, and expanding the role of actual industry players within the OMG ecosystem.

The next critical step for OMG is to establish a presence in specialized exchanges within the oil and energy sectors. To achieve this, it is essential to implement gamification strategies designed to attract and engage audiences from both the oil industry and related fields.

The virtual energy exchange, especially within the oil sector, now encompasses over 300 computer and mobile games and is underpinned by nearly two centuries of written media. This burgeoning sector builds upon the foundational economies of the oil industry, which have historically influenced political shifts, conflicts, and societal evolution. The window of opportunity to engage in this dynamic field is closing rapidly, presenting contemporary players with a unique chance to take a leading role in shaping this emerging landscape.

The creators of OMG aspire to leave a significant mark on the history of this innovation, with the hope of being recognized for their contributions in the near future.

Expected Results

In summary, OMG addresses the following key needs and solves important problems:

- Enhanced and broader access to the oil economy and trade
- Opportunities at the threshold of creating a digital oil trade market
- Forecasting and vision for the birth of a new trading marketplace
- Opportunities for new players in the convergent economy ecosystem

OMG, as a digital asset, not only drives the commercial dynamics of gaming but also carries significant future-backed value. Its potential as a convertible asset with a strong value makes it a promising avenue for wealth creation.

Macro Processes and How Components Communicate

The OMG project comprises four main components to achieve its set goals: the game segment "The Oil Story," the OMG blockchain-based transactional token, the financial transaction broker, and the audience (user). Detailed explanations of each component will follow. In this section, we aim to describe the overall communication process between these components and the value chain formed by their interaction.



Each group of project audiences, whose characteristics we detailed in the audience identification section, will enter the OMG project with roles and access levels tailored to their respective functions. After registering on the central portal—a comprehensive system interconnected with all components and situated at the core of the processes—audiences will gain appropriate access. This portal serves as the primary point of contact for all users.

After registration, each audience member will be converted into a user, and an account will be created for them in both the game and the financial broker service sections. Upon first entering the system, all users will be assigned a general role. As they navigate the OMG environment, their roles will be upgraded based on the selected position from the predefined options. For example, if a user is interested in playing The Oil Story and is an active technician in the oil industry, they will identify their role in the OMG world by answering a series of questions. All the features related to that role will then be automatically activated for them.

Simultaneously with the creation of a user account in the system, activating the financial section will provide each user with a dedicated wallet and an account for conducting transactions in the trading market. The financial broker section includes two parts: the wallet, responsible for securely holding assets, and the trading market, where currency and resource transactions take place. Users engage in games and acquire resources according to the scenario. In the trading market, users can convert the defined resources from the OMG world into OMG tokens and store them in their dedicated wallets. Additionally, they can trade OMG tokens with other common cryptocurrencies in this market.

OMG Stakeholders

There are generally three stakeholder groups for OMG:

- 1. Owners and Main Shareholders of the Company:** These individuals own the concept and have invested in its development and launch. As primary stakeholders, they benefit from the production, distribution, and management of the business cycle and the exchange rate of OMG, building their business around it.
- 2. General Owners and Shareholders:** This group consists of individuals who make small investments to either invest or acquire game assets. These are players who, either individually or in small groups, enter the game and, after making small investments (creating a wallet and purchasing assets), start a business in the game. They can ultimately earn income through the P2E (Play-to-Earn) mechanism.
- 3. Large Owners and Shareholders:** This group typically includes organizations, institutions, large investors, and entities involved in education, research, commerce, and other sectors. They invest in game assets and actively participate in game modeling.



OMG as a Social Token

What makes the crypto space appealing to the general public is its fundamental principle of decentralization in business operations. This decentralization allows everyone in society to play a role in developing the ecosystem. It embodies the dream of justice-seeking ideologies within different social groups—an ideal that, until now, had never been realized. The reason for its lack of realization was the absence of necessary tools that prioritize factors like transparency and the enforcement of public rights.

This reality has created a world where content creators are constantly seeking fairer monetization tools or methods to generate passive income. NFTs enable both of these and have opened up opportunities for individuals to earn substantial income through buying and selling NFTs. While the spotlight still shines on NFTs, social tokens have also garnered the attention of content creators since 2022.

Social tokens represent digital ownership guaranteed by blockchain technology, enabling creators, influencers, and brands to monetize experiences or services. These tokens act as assets that can be resold and may appreciate in value. The aim of the OMG project is to realize these benefits by introducing OMG as a social token to the community. Through OMG, we offer a platform where digital ownership can be leveraged for monetization and value growth, providing opportunities for creators and users alike.

Objectives of Producing OMG

Strategic Objectives of OMG:

1. **Motivate Play-to-Earn Model:** Encourage participation in *The Oil Story* game through the play-to-earn model.
2. **Investment Opportunities:** Offer avenues for investment within *The Oil Story* game.
3. **Economy Conceptualization:** Develop a clear understanding of *The Oil Story* game's economic framework.
4. **Commercial Cycle Generation:** Establish and maintain a business cycle within *The Oil Story* game.
5. **Economic Ownership:** Conceptualize ownership of assets discovered within the game.
6. **Cryptocurrency Value:** Create intrinsic value within the cryptocurrency ecosystem.
7. **Big Data Stakeholder Database:** Develop a comprehensive database of stakeholders using big data.
8. **Budget Management:** Guide the creation and maintenance of financial resources.



9. **Team Formation:** Facilitate effective team building and collaboration.
10. **Employee and Stakeholder Motivation:** Enhance focus and motivation for employees and stakeholders.
11. **Marketing and PR Communication:** Communicate objectives for marketing, public relations, and human capital departments.
12. **Outcome Measurement Data:** Provide comprehensive data to measure the outcomes of the game.

Direct Objectives of OMG:

1. **Asset Sales:** Facilitate the sale of game assets through the OMG token.
2. **Goods and Services Trading:** Enable the trading of goods and services using the OMG token.
3. **Repeatable Transactions:** Support repeatable transactions within the ecosystem via the OMG token.
4. **Wealth Generation for Shareholders:** Create opportunities for wealth generation for OMG's primary shareholders.
5. **Income for General Shareholders:** Provide suitable income opportunities for general shareholders and owners.
6. **Investment Opportunities for Large Shareholders:** Create income and investment opportunities for large shareholders and owners.
7. **Commercial Cycle Monitoring:** Develop tools to monitor and measure the commercial cycle of *The Oil Story* game.
8. **Asset Circulation Tracking:** Monitor asset circulation by tracking OMG token circulation within BI and BA systems, deriving new insights for consultancy to companies and organizations.

Indirect Objectives of OMG:

1. **Intrinsic Value for Stakeholders:** Provide intrinsic value to stakeholders, enabling them to earn profit and benefit from high exchange rates.
2. **Adaptive Token Modeling:** Create a multifaceted OMG token that serves as a model for other token issuers in the metaverse space.



3. **Growth and Development:** Offer publication strategies that provide opportunities for growth and development for other token issuers.
4. **Token Ideation Enhancement:** Improve and develop token ideation in the metaverse, enhancing both their multifaceted nature and their essence.

OMG Production Requirements

It is clear that OMG, within the proposed game, will primarily function as the medium of cash flow, acting as an intermediary commodity. The design of the commercial cycle itself is complex, requiring special attention to the main nodes of this cycle and the interaction of the token with them. The focus is on how OMG can facilitate the transfer of assets and financial resources, enabling exchanges between them. This includes leveraging financial data, utilizing OMG on other independent applications outside the game (such as social networks), and converting it to other cryptocurrencies.

The supply and demand market within the game, regardless of the commercial cycle model, will be formed through the interaction between game assets and the audience's need for these assets. This market will be established when the demand for the token initially stems from the game itself.

On the other hand, each player's entry into the game—after launching it for the first time and setting up their profile— will involve the creation of a wallet and the option to invest in it. This accumulated capital can then serve as the financial backing for token distribution.

The concept of token backing means that in exchange for returning a certain amount of the token to the exchange, players or even the game's mechanism can receive a specific amount of in-game assets or goods. In other words, it ensures liquidity within the game. Therefore, the strategy and policies regarding the economic nature and structure of OMG play a crucial role in its growth and development, determined by the nature of the liquidity flow. Liquidity types can be divided into two important categories:

- **Commodity Money:** NFTs, despite being a medium of exchange, possess intrinsic value. For OMG, the reserve capital and the shares created through audience investments in the game define its scalability (rate of exchange speed) on the blockchain. This stored capital guarantees the intrinsic value of OMG.
- **Unbacked Liquidity (Fiat Money):** Unlike physical goods, fiat money is backed by the policy maker. It is the economic performance of the policy maker that promotes and legitimizes its use as a medium of exchange. In the case of OMG, its backing can be considered the sensory-visual identity, the big data resulting from audience interactions with the game, the demand created among the audience through advertisements, and similar factors.



The Business Cycle of the Game

Definition of Business Cycle: The business cycle refers to the regular, patterned economic fluctuations within a specific time frame that can be monitored and measured. It consists of several identifiable and examinable stages. Each model of the business cycle, ranging from the simplest two-facet model to the most complex four-facet model, can be implemented in the game. The role of OMG in each stage will be examined below. It should be noted that two perspectives can create different impacts on the effectiveness of OMG's performance strategies:

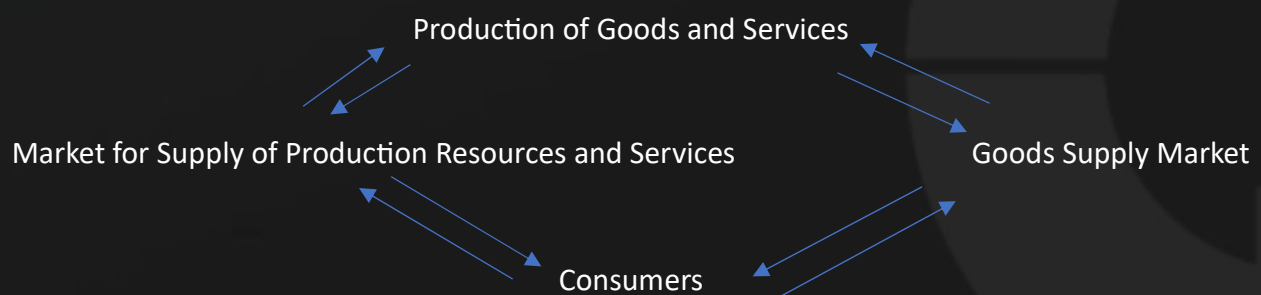
a) Cash Flow Perspective in the Game's Business Cycle: In this scenario, OMG acts as merely a circulating medium, where the concept of in-game assets surpasses the concept of the token. This leads to a greater audience desire to acquire assets rather than holding and accumulating tokens.

b) Investment Perspective on OMG in the Game's Business Cycle: From this perspective, by creating a sense of need among the audience, the exchange rate between assets and tokens is considered. In this strategy, OMG will either equal or surpass the desire for asset ownership under equal conditions.

Two-Facet Cycle:

The two-facet cycle pattern typically defines only supply and demand and ultimately monitors the fluctuations within this context. In this form, the designed ecosystem in the game is a simple one where market regulation is examined solely from the perspective of the demand for the token. Any additional system or role for policy-making to improve or scale the transaction speed will be out of reach, meaning it will be beyond the control of the main investors in the game.

In this business cycle scenario, OMG, as a contract approved by all stakeholders, can operate optimally with a singular nature (sensory-visual and economic) and have full effectiveness in the business cycle. This means that in this state, the OMG market will move towards a perfectly competitive market, where transferring OMG to applicants through distribution networks will enable investment in each section of the game cycle. However, if faced with more complex conditions, more advanced states for the OMG business cycle might need to be considered.



Three-Facet Cycle:

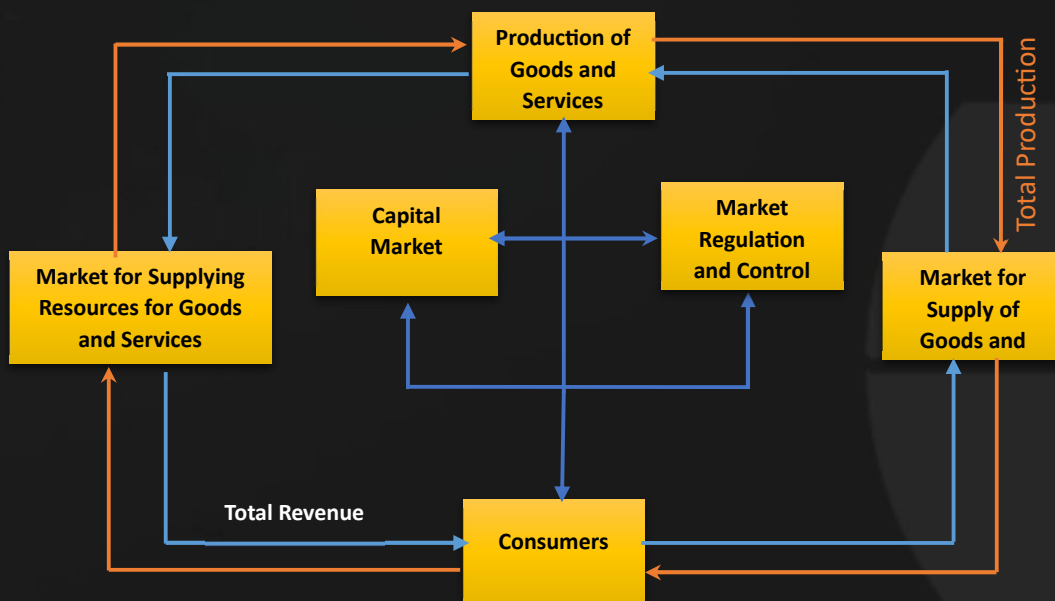
The three-facet cycle emerges when the game design incorporates elements of control and development. These elements include mechanisms such as combating whales, preventing dumping in the trade cycle, and creating credits for applicants to develop their activities within the game.

It should be noted that the entire business cycle starts with the issuance of OMG. However, the driving force behind it, beyond the design of the business cycle which generates income for stakeholders, is the overall demand from the game itself for OMG. This means that the game is not only the issuer of OMG but also its main demander.

Imagine the game as a stock market for the supply and demand of OMG, where the roles and characters within the game serve merely as a pretext for issuing this token. The demand from participants only makes sense when the defined stock market (the game) creates the highest demand and guarantee for purchasing the token.

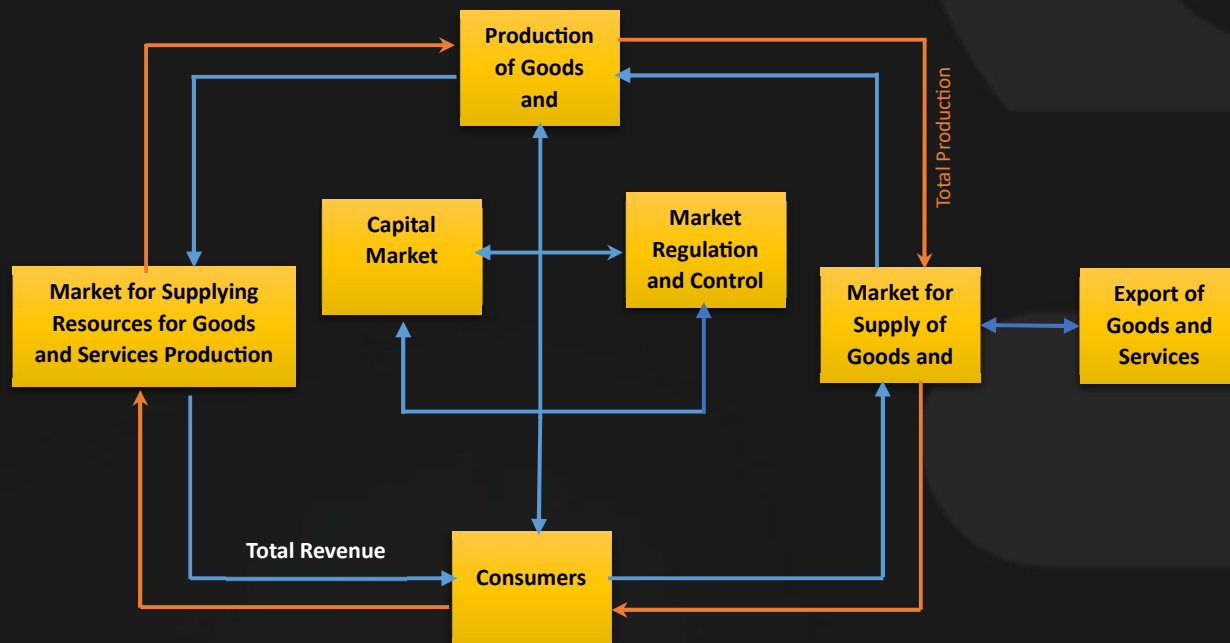
In this scenario, aspects like market regulation, monitoring of whales, dumping, financial institutions, and credit organizations will emerge as potentially disruptive and influential factors within the game. During this time, the focus on OMG as a liquidity flow and an intermediary for capital and added value will increase among all stakeholders. This increased focus will undoubtedly lead to increased demand.

In this scenario, issues such as market regulation, monitoring of whales, dumping, financial institutions, and credit organizations will emerge as potentially disruptive and influential factors within the game.



Four-Facet Cycle:

The existence of a three-facet cycle and the investment from the game itself as the largest demander of OMG allows OMG to possess value as an independent entity from the game. However, if the owners and investors of this game, or other investors, decide to expand it, the products generated within this ecosystem can serve as input and energy sources for new units and downstream industries. This expansion facilitates the fourth facet of the game's business cycle, allowing for the export of products.



In this scenario, OMG will not only play a more significant role in facilitating the exchange rate of goods and services but will also be increasingly recognized as an intrinsic value and a scalable entity, gaining further prominence as an independent asset among its demanders.

Market of the Project and Its Main Target Groups

The market for OMG encompasses both its community of users and the exchanges that list the token. Given OMG's intrinsic link to the game, the methods and strategies for trading this asset are closely tied to the game's assets. As the game's popularity increases, so does the demand for OMG.

In the previous section, we explored the business cycle of the game and the supply and demand dynamics for the in-game token. Now, we will review the different anticipated audiences for the game. Generally, the game's audience can be divided into the following categories:

General Audience

Crypto gaming is not yet a daily income source for many around the world. However, in developing countries like the Philippines, Play-to-Earn (P2E) games have become a crucial livelihood. Players in the Philippines can earn between \$200 to \$1,000 monthly from games like Axie Infinity by farming and collecting its in-game token, SLP, depending on market prices and the time invested.

This audience primarily consists of the general public. According to research by the Entertainment Software Association of America, the majority are young people and women, with their numbers surpassing 300 million in 2022. These individuals typically engage in Play-to-Earn games with two main motivations: fun and income.

Research indicates that their loyalty to a game depends on factors such as advertising methods, gamification, visual identity and user interface, asset scalability, and profitability. The presence and engagement of this group are crucial because their small but numerous investments significantly support OMG's scalability. Additionally, their high engagement creates a positive psychological impact, attracting more significant stakeholders.

Although the metaverse is still in its infancy, around 400 million people use it, with 80% being under 16 years old. Many industries are seeking opportunities in the metaverse, and most current metaverse applications are designed for gamers. Top virtual games include Roblox, Minecraft, and Fortnite, with 210 million, 160 million, and 80 million active users, respectively.



59% of metaverse gamers are aged 27 on average, younger than the overall gaming market. This group is predominantly found in Asia, Africa, and Central and South America.

Age Groups	Share of Gamers
38%	10-20
36%	21-35
22%	36-50
4%	51-60

Age Distribution of Metaverse Gamers

Specific Audience

With the evolution of the metaverse and the growth of the game, a diverse range of organizations, companies, and research entities will have the opportunity to engage with the game for process modeling and strategy exploration. These entities will not only invest in and hold shares of the game but also contribute to its assets, enhancing the opportunities for exchanging OMG. Key segments of this audience include:

- **Universities and Higher Education Institutions:** Institutions specializing in fields such as energy, management and economics, geophysics, biology, and other relevant disciplines.
- **Laboratories and Research Institutes:** Entities focused on biotechnology, chemistry, biochemistry, geology, geophysics, and related areas.
- **Related Businesses:** Companies involved in refineries, transportation, storage, marketing, and supply chain management, among other sectors.

Crypto Investors

This group consists of individuals who are highly active in the cryptocurrency space, frequently engaging in buying, selling, and market speculation, particularly within the blockchain market. These investors are crucial as they drive liquidity and market activity, contributing to the overall vitality and growth of OMG.



User Base and Industry Forecasts

The metaverse market is projected to approach \$700 billion within the next seven years. Technology experts are divided on the extent and pace of the metaverse's adoption. According to a Pew Research Center survey³, 54% of experts believe the metaverse will evolve into a fully immersive parallel world by 2040. Conversely, 46% foresee the metaverse being confined to specific applications, such as gaming and entertainment, with limited impact on fields like medicine, education, and training.

In the near future, around \$20 billion is projected to be invested in virtual and augmented reality technologies for gaming, representing 62% of total AR/VR investments. Investments in other sectors are expected to progress at a slower rate, with 2024 forecasts including \$4 billion for education, \$4 billion for industrial maintenance, and \$3 billion for retail.

A study spanning 29 countries forecasts that Extended Reality (XR) will have significant impacts in several areas: virtual learning (66%), VR entertainment (64%), virtual work settings (62%), enhanced gaming (60%), virtual socializing (59%), digital health resources (59%), digital asset trading (52%), and virtual travel and tourism (48%).

Gartner's report⁴ suggests that 25% of people worldwide are expected to spend over an hour daily in the metaverse, encompassing activities such as work, shopping, social media, and entertainment. Additionally, at least 30% of organizations are anticipated to offer their products and services within the metaverse.

A survey of over 4,000 American adults highlights that the main driver for metaverse adoption is the availability of more affordable virtual reality headsets. Other influential factors include an increased volume of content (40%), adoption by family and friends (39%), government regulations (36%), and workplace integration (30%).

Furthermore, a survey by Tidio indicates that many individuals are motivated to join the metaverse in the next decade due to its potential to support businesses and generate income.

³ <https://www.pewresearch.org/internet/30/06/2022/the-metaverse-in-/2040>

⁴ <https://www.gartner.com/en/newsroom/press-releases/2022-02-07-gartner-predicts-25-percent-of-people-will-spend-at-least-one-hour-per-day-in-the-metaverse-by-2026#:~:text=By%202026%2C%2025%25%20of%20people,research%20vice%20president%20at%20Gartner>



Reason	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%

Motivations for Entering the Metaverse

Potential for Independent Business Creation Through the Buying and Selling of OMG

The OMG token presents significant opportunities for generating revenue and fostering innovation within the virtual economy. Beyond the core gaming experiences, OMG has the potential to enable the establishment of independent businesses through two key avenues:

1. **Integration of Virtual Products and Business Expansion:** The virtual products generated through player activities can be effectively utilized within upstream industries, adding tangible value to these sectors. As the game evolves and a new, interconnected gaming ecosystem emerges, the establishment of an OMG exchange market for both *The Oil Story Business* and *The Oil Story Resource* will facilitate a comprehensive commercial cycle. This advancement will not only enhance the efficiency of business operations but also open doors to new business opportunities.
2. **Fostering Innovation and Market Development:** By offering a robust and adaptable platform, OMG will empower creative and entrepreneurial individuals to identify and address emerging market needs within the game's business framework. This environment will support the development of innovative business ventures, driving growth and fostering a dynamic market landscape.

Complete Definition of OMG

The Essence of OMG

The Oil Meta Games token, abbreviated as OMG, is a cryptocurrency token established on the BEP-20 (Binance Smart Chain) network. OMG serves as the fundamental currency within the OMG ecosystem, designed to facilitate financial transactions and interactions between the network and its users.

The distribution strategy for OMG is carefully planned to balance community engagement and investment opportunities. A significant portion of the tokens will be allocated to reward active players in the game "The Oil Story," promoting sustained player involvement and activity within the game. Additionally, a portion of the token supply will be made available for purchase by investors during the initial offering stages, through financial intermediaries such as cryptocurrency exchanges. This approach ensures broad access to the OMG ecosystem and supports its growth and development.

Economic Features and Backing of OMG

The OMG token plays a crucial role as the medium for commercial activities within the game "The Oil Story." Its value is derived from its high exchange rate, which enhances its profitability and establishes it as an asset with intrinsic value. This value allows OMG to be traded independently of the game, offering the potential for wealth generation. Two of the most important economic features of OMG are as follows:

1. **Liquidity-Based Token:** OMG is designed as a liquidity-based token within an extensive metaverse game. It operates on principles similar to commodity money, providing strong backing for its exchange rate. This backing necessitates the storage of convertible capital by OMG holders. The support is achieved through direct storage by holders and the creation of individual wallets by players for their in-game activities. After the initial valuation of game assets, a significant portion (typically over 50%) is allocated. This allocation involves distributing shares between capital owners and potential players according to a predefined timeline.

For instance, if the total disclosed assets in the game are valued at X\$, and OMG's backing value is set at 60% of these assets, equating to Y\$, the share of investment required for token backing can be determined. This share can be structured as a minimum, equal, or maximum share for the owner, based on the game owner's policies.

It is important to note that the allocation of shares can either involve equity for stakeholders or simply function as an investment attraction, depending on the game owners' policies. Regardless of the approach, creating a backing reserve and establishing



an exchange-like structure for OMG will bolster public trust and enhance its value, paving the way for widespread acceptance.

Furthermore, once the share allocation is determined, advertising costs to attract external investment (beyond the game owners) can be estimated, and the operational budget for such activities, including advertising, will be set and allocated accordingly. This backing reserve may also be supported by a portfolio of high-demand cryptocurrencies and currencies from various countries, providing additional stability and appeal.

2. **Creation of Sub-Tokens:** Once OMG is established with a defined intrinsic value, sub-tokens adhering to OMG's technical standards can be developed. Each sub-token will have specific functionalities and can be offered to enhance the in-game economy.

Based on recent analyses, tokens and artworks introduced in the near future will be influenced by two key theories and models from experts in the metaverse industry:

1. **Theory of Free Market and Perfect Competition:** This theory posits that the success of tokens and artworks in the market is determined by open competition within a free market. It highlights that the effectiveness of token offerings is a reflection of the community's ability to thrive in a competitive environment, ensuring that success is shared broadly.
2. **Theory of Wealth Organization:** This model focuses on structuring intrinsic value for exchange in a manner similar to national currencies. For instance, the U.S. dollar is a currency that can be exchanged for other currencies based on its inherent value. The value of the dollar is represented by various denominations such as \$100, \$20, and \$10 bills, or coins known as cents. These denominations, while different in form, are all interchangeable within the same intrinsic value of the dollar. Each denomination serves as a basis for measuring smaller units of intrinsic value and facilitates the finer aspects of currency exchange.

In this context, OMG acts as an intermediary for converting disclosed assets within the game and drives its commercial cycle. By adhering to established standards, OMG can also serve as a core value for creating additional sub-tokens for micro-transactions. This strategy not only diversifies the token supply within the game but also offers players various options, thereby increasing public interest and acceptance.

OMG Token Sale and Distribution

The future of the OMG project hinges not only on the game's popularity but also on the strategic development of its tokenomics and the selection of an effective token distribution method. A thriving blockchain-based ecosystem is driven by its active user base. Token holders are the



backbone of the platform, proposing solutions, facilitating payments, driving investments, and earning rewards through their participation.

Token distribution is a critical process that determines how tokens are allocated among various stakeholder groups, including the project team, community members, the general public, insiders, founders, and platform advisors. The community, comprised of dedicated supporters, potential OMG users, and investors, plays a pivotal role in the platform's growth. These groups receive tokens through a range of distribution mechanisms, such as venture capital investments, airdrops, lock-ups, rewards, and public sales. The chosen distribution strategy not only influences the platform's initial adoption but also its long-term sustainability and growth.

Venture Capital

The crypto industry, though still in its infancy, is rapidly evolving, with nearly every company in the field considered a startup. Despite its youth, this sector is growing at an unprecedented pace, with startups quickly maturing into formidable enterprises. This rapid growth has attracted significant attention from venture capital firms, which are increasingly investing in crypto projects. However, the investment model in the crypto space differs fundamentally from traditional fundraising and venture capital. Rather than acquiring equity, venture capital firms invest by purchasing tokens.

A notable example is Solana Labs, the creator of the Solana blockchain and ecosystem, which in 2021 completed a \$314.15 million private token sale led by Andreessen Horowitz and Polychain Capital. Instead of buying shares, these firms acquired tokens, providing Solana Labs with the necessary capital to launch initiatives aimed at accelerating the development of decentralized applications (dApps) and platforms built on the Solana blockchain. This innovative approach to funding is a testament to the dynamic nature of the crypto industry and the transformative potential of blockchain technology.

Airdrops

Airdrops involve distributing a small portion of tokens for free or in exchange for simple tasks, such as retweeting or subscribing to a social media channel, directly to the wallets of active users. Project creators often utilize airdrops as a strategic tool to generate public interest in their newly launched platforms. This distribution method is frequently integrated into broader marketing strategies and serves to build a robust community that will sustain and enhance the platform's vitality.

By employing airdrops, users gain a stake in the project, while platform creators boost awareness and drive engagement with their new token. This approach not only fosters initial adoption but also cultivates a loyal user base that contributes to the platform's ongoing success.



Lockdrop

A lockdrop differs significantly from an airdrop in its operation. In a lockdrop, users commit to locking their assets from an existing network, such as Ethereum (ETH), for a predetermined period before new tokens are distributed. At the end of this lock period, participants receive tokens from the new network and can retrieve their initially locked assets. The quantity of new tokens awarded correlates with the amount of assets locked and the duration of the lock period.

Lockdrops are designed to engage those who are genuinely committed to the project, as participants must agree to forgo immediate use of their tokens. This method not only ensures a more dedicated participant base but also provides the project with a measure of financial stability and engagement.

Rewards

Platform creators typically allocate a substantial portion of native tokens to stimulate ecosystem growth, which encompasses various cryptocurrency rewards. Users who demonstrate long-term commitment to the project—particularly those engaged in a crypto game—can earn rewards through mechanisms such as staking and providing liquidity. These rewards incentivize continued participation and support for the platform.

Additionally, project advisors, who contribute their time, effort, and expertise, are often compensated with tokens. This reward structure not only motivates active user involvement but also recognizes and values the contributions of advisors, reinforcing their commitment to the project's success.

Public Sale

Initial Coin Offering (ICO), Initial Exchange Offering (IEO), and Initial DEX Offering (IDO) are three prevalent methods of token sales. Although the popularity of ICOs has waned due to increased instances of fraud, IEOs and IDOs continue to gain traction as preferred methods for funding crypto projects.

IEOs have successfully launched several prominent projects, such as Polygon and Elrond. Notably, Raven Protocol was the first blockchain project to complete an IDO successfully. Additionally, platforms often reserve a portion of tokens for their core teams and developers, while companies may retain tokens to cover ongoing operational expenses.



Following the ICO (Initial Coin Offering) process, the OMG token will be released for public purchase. It's important to understand that new tokens are typically introduced through a crowd sale, offering early investment opportunities before the official launch. Creating a sense of urgency and demand among potential investors is crucial for a successful launch. This involves employing effective market entry strategies, including targeted advertising, highlighting comparative advantages, and clearly conveying the value proposition of both the game and the token to attract and engage the audience.

Setting aside the intrinsic quality and development of OMG, it's essential to recognize that token owners implement diverse strategies for advertising and marketing their NFTs. Established artists and prominent figures often find it easier to sell their NFTs at premium prices due to their established reputation and credibility. In contrast, newcomers and new tokens entering the market must adopt a range of sales and marketing strategies and utilize multiple platforms to secure higher prices and expedite sales.

For OMG, leveraging NFT sales platforms is a viable strategy. However, to achieve these objectives efficiently and establish OMG as a significant asset, it is crucial to ensure a robust and widespread presence. This proactive approach will accelerate recognition and value establishment, enabling OMG to make a notable impact in the market in a shorter timeframe.

In general, there are two primary strategies for enhancing the visibility of NFTs: leveraging NFT marketing platforms and utilizing social media and media tools. Depending on their marketing approach, individuals may choose to use one or both of these methods. While it is challenging to pinpoint the single best method for selling NFTs, a strategic and effective use of these platforms can significantly boost the visibility and impact of the NFTs themselves.



Main and Secondary Economic Exchange Markets

An NFT marketplace is an online platform dedicated to the buying and selling of NFTs (non-fungible tokens). Built on blockchain technology, these marketplaces allow individuals to trade digital assets such as art, images, videos, music, and other forms of content as NFTs. They act as a central hub for purchasing and selling various digital creations, transforming digital content into tradable assets that can serve as both currency and investment.

Through these platforms, OMG can be introduced as a tradable asset, making it accessible to a broad audience. Buyers can invest in OMG with the potential benefit of its future value. The growing popularity of NFT marketplaces has attracted major players like Christie's and Sotheby's, which now host high-value NFT auctions. By leveraging blockchain technology, these marketplaces ensure the authenticity and uniqueness of each NFT.

As a valuable digital asset, the OMG token can be used for trading, showcased in art exhibitions or museums, or integrated into video games. With the NFT market's expanding influence and increasing popularity, it is poised to become a significant player in the future of digital currency.

Here are the top 10 NFT marketplaces for 2023:

- **OpenSea:** As the leading NFT marketplace, OpenSea is expected to maintain its top position throughout 2023. Founded in 2017 by Daniel Hudson and Scott Lane, OpenSea is a decentralized platform built on the Ethereum blockchain, enabling users to buy and sell NFTs directly without intermediaries.

One of OpenSea's standout features is its flexibility in pricing, allowing artists and content creators to set their own prices for their NFTs, thus determining their value. Additionally, OpenSea supports multiple blockchains, giving users the freedom to trade NFTs created on various blockchain networks. This versatility and its dominant market presence make OpenSea a go-to destination for NFT enthusiasts and creators alike.

- **NBA Top Shot:** NBA Top Shot has emerged as a prominent NFT marketplace, achieving notable success since its inception. The platform specializes in digital collectibles featuring highlights from NBA games, offering users the ability to buy and sell these unique moments using various cryptocurrencies. NBA Top Shot's success is further bolstered by strategic partnerships with major organizations, such as Arizona Oil Industries and the Stanford Research Institute. These collaborations aim to leverage blockchain technology to enhance and streamline the platform's processes, ensuring a more efficient and innovative experience for users.



- **Rarible:** Rarible stands out for its robust features in digital rights management and NFT ownership. The platform empowers artists to define the terms of ownership for their NFTs, including the ability to transfer ownership and set prices for secondary market sales.

A unique aspect of Rarible is its integration of the "RARI" token, which rewards users and creators with tokens earned through transactions and NFT creation. These RARI tokens can be traded on platforms like Uniswap and offer discounts for Rarible users, enhancing their marketplace experience.

Overall, Rarible is a versatile and dynamic marketplace, offering artists and content creators a platform to sell NFTs with the flexibility of cryptocurrencies and DeFi features. Its engaging environment facilitates both buying and selling, making it a prominent player in the NFT space.

- **Binance NFT Marketplace:** Launched in 2021 by the Binance exchange, Binance NFT is a comprehensive platform for buying and selling a wide range of NFTs, supporting over 300 languages. It is designed to provide users with powerful tools for the acquisition, sale, and management of NFTs.

The marketplace offers a seamless experience for trading NFTs, allowing users to quickly and efficiently sell their assets, access liquidity, and engage with a global community. With its robust features and strong backing from one of the largest cryptocurrency exchanges, Binance NFT has quickly established itself as one of the most popular and reliable NFT marketplaces worldwide.

- **Nifty Gateway:** Launched in 2018 by brothers Duncan and Griffin Cock Foster, Nifty Gateway began as a platform for selling digital art and quickly evolved into a prominent NFT marketplace. It is known for its user-friendly interface and its ability to facilitate high-profile NFT drops. Nifty Gateway has become a significant player in the NFT space, providing a platform for artists and creators to showcase and monetize their work.
- **SuperRare:** Founded in 2018, SuperRare is a specialized NFT marketplace dedicated exclusively to digital art. It operates on an invitation-only basis, which helps ensure a curated selection of high-quality artworks. This exclusivity, combined with the platform's focus on premium digital art, often results in higher valuations for NFTs compared to other marketplaces. SuperRare is recognized for its strong community of renowned artists and designers, making it a prestigious venue for both buying and selling digital art.
- **eToro:** eToro is a versatile online trading platform established in 2007, offering a broad range of assets including cryptocurrencies, stocks, forex, and NFTs. With over 10 million users globally, eToro enables users to trade a variety of digital currencies such as Bitcoin, Ethereum, and Litecoin, among others. The platform's user-friendly interface and advanced



trading tools allow individuals to buy and sell assets easily, taking advantage of market fluctuations to potentially profit from their investments.

- **Bitstamp:** Bitstamp provides a secure environment for storing and managing cryptocurrencies. The platform offers both software and website-based wallets, with options for cold and hot storage solutions. Bitstamp's strong security measures ensure that users can confidently conduct transactions, knowing their digital assets are well-protected. This emphasis on security, coupled with its reliable storage solutions, makes Bitstamp a trusted choice for cryptocurrency enthusiasts. Officially authorized to operate in the United States since 2016, Bitstamp continues to be a leading choice for cryptocurrency trading.
- **Skilling:** Skilling is a mobile app designed for seamless NFT trading, offering a user-friendly interface and high security. The app enables users to buy, sell, and manage NFTs within a single platform, supporting transactions with various cryptocurrencies. Skilling's intuitive design and secure environment cater to the growing demand for straightforward NFT trading solutions. As the NFT market expands, Skilling's focus on simplicity and security positions it as a promising tool for users seeking an efficient and reliable trading experience.
- **Jump Trade:** Jump Trade is a dynamic trading company specializing in cryptocurrencies, convertible currencies, and digital assets, including NFTs. Operating across financial markets, over-the-counter markets, and secondary markets, Jump Trade leverages advanced technology and algorithms for data analysis, risk management, and capital optimization.

In the NFT sector, Jump Trade not only engages in trading but also acts as a marketer for digital assets and NFTs. The company's entry into the NFT market underscores its commitment to this rapidly growing field and contributes significantly to the expansion and vibrancy of the NFT ecosystem. By harnessing market trends and enhancing profitability for investors, Jump Trade plays a key role in shaping the future of digital asset trading.



Token Allocation

Upon initial asset valuation and discovery, the total supply of OMG tokens is established. This supply is allocated based on the asset's value and the owner's share of the reserve volume. The portion of tokens that remains unissued represents a liquidity gap, or in simpler terms, the demand needed to stabilize the market cycle for the game.

Asset pricing considers both the production costs of the game and the ongoing operational expenses associated with OMG. Consequently, the price of assets exchanged for OMG is expected to exceed the value derived from the initial calculation of Oil Meta Games assets. The volume of potential users will guide the planning and effectiveness evaluation of advertising and marketing strategies.

Following the initial pricing and release of OMG, its market value will be influenced by market behavior. To enhance OMG's intrinsic value, it is crucial to implement strategies that increase the sense of necessity among stakeholders and potential users. Effective advertising efforts will play a key role in this strategy, potentially leading to significant wealth creation for all stakeholders involved.



OMG Advertisement

We have discussed the game's role, OMG's attributes, the team's credibility, blockchain security, and potential markets, effectively reaching and engaging the audience is key to standing out. So, in a crowded landscape where diverse tokens and games compete for attention across various platforms from consoles to the Metaverse, how can OMG carve out its unique space and stand out from the competition?

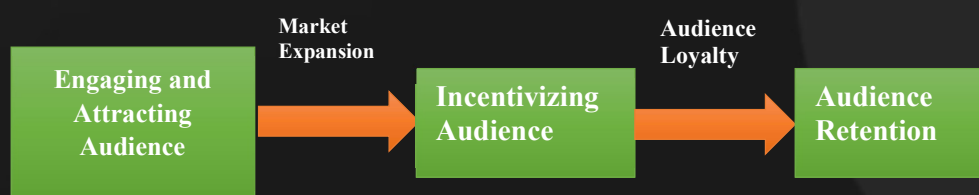
It was previously noted that OMG's initial trajectory is closely tied to the game's performance, with its success or challenges reflecting the game's reception. Three primary audience segments have been identified, with the general audience being particularly crucial. Creating a strong sense of need and motivation within this segment is essential, and this will be accomplished through a strategically executed advertising campaign. The marketing approach for OMG will be structured into two distinct components:

1. **Leveraging Game Momentum:** Since OMG's success is directly linked to the game's popularity, increasing the number of players and enhancing their engagement will significantly boost OMG's visibility and acceptance. This phase will focus on harnessing the game's growing popularity to effectively promote OMG.
2. **Building OMG's Brand Identity:** Concurrently, efforts will be made to establish a unique and compelling brand identity for OMG. This includes emphasizing its sensory-visual appeal, ownership prestige, and security features. The goal is to create a strong and distinct brand presence that clearly communicates OMG's value.

By integrating these components, the advertising strategy will both capitalize on the game's success and build a unique and valuable brand identity for OMG in the market.

Campaign Objectives and Vision

The advertising and marketing campaign for the Oil Meta Games is structured into three key phases. This campaign is designed as an ongoing project with scheduled feedback loops, allowing for precise monitoring and measurement of results. Each phase operates as a recurring cycle, from start to finish. Additionally, these phases will be sequentially added to one another, meaning that once the first phase's cycle is complete, the cycles of the second and third phases will be integrated into the overall process.



In the initial description of the phases, the first phase focuses not only on disseminating information but also on actively attracting players through various engagement methods. This phase begins with determining the expected investment share from the community and forecasting the necessary audience volume for attraction, and it incurs the highest advertising costs. The primary goal of the first phase is to minimize the audience size, while the secondary goal is to establish a significant market share. The second phase targets expansion goals, utilizing a range of inductive, interactive, and prestige-oriented strategies to broaden the market and attract all relevant stakeholders. Finally, the third phase concentrates on market stabilization, employing techniques that impact the community's long-term memory. This phase, which builds on the previous learning, is dedicated to increasing the overall social capital of the entire project. It is recommended to use gap analysis methods for planning, execution, and control throughout all phases.

Social capital comprises the following components:

1. **Trust:** Building trust within the target community is the most fundamental element in each of the campaign's three phases. Without the community's trust in the overall project and its individual components, any attempt to enter the market will either be impossible or, if successful, will result in short-lived and unstable success.
2. **Network Assurance:** Audience members belong to smaller groups, such as sports clubs, families, educational groups, and social networks. The level of confidence that members of these groups have in the offering (the game and token) will determine the initial success in achieving the campaign's objectives.
3. **Radius of Trust:** The level of trust varies from one group to another, and these differences help identify deviations in operations from the expected results, providing the main criteria for measuring and achieving goals.
4. **Shared Vision of the Future:** Creating a shared vision of the future encourages the audience not only to feel a sense of ownership towards the project but also to actively participate in its development. This, in turn, leads to reduced entry risks and facilitates market engagement and stabilization.

When defining the objectives of a campaign and determining the ideal target audience, it's crucial to approach the process systematically. Answering the following questions can help clarify these objectives and identify the ideal target for the campaign:

- Where are the initial audience and stakeholders (Group One) located?
- What is the expected budget, and what is the investment share per individual for each unit?
- How many individuals need to be attracted to secure the initial investment (based on previous calculations)?
- To attract this number of participants, how much of the community needs to be encouraged and motivated to be potentially ready to join the game and invest?



The answers to these questions will define the ideal target. Once this target is established, we can proceed through the campaign phases, effectively implementing and refining each stage of the process to achieve the desired outcomes.

Information Dissemination Platforms and Methods:

- **Website and Blog:** The official website for the game and token serves as the primary platform for consolidating and presenting information to the target audience. The visual and sensory identity of the website plays a crucial role in shaping a meaningful perception of the OMG token. Key content on the website may include objectives, vision, reasons for OMG's existence, game downloads, blockchain access, team introductions, and updates on events and outcomes.
- **Fan Club:** This aspect of the project is crucial as it provides a valuable means to monitor and measure expected results and gather feedback from the community. Key components of the fan club include Profile Creation, Feedback and Suggestions, Competitions and Entertainment, Useful Content (Virtual Library), Seminars and Virtual Events, CRM, BI, and BA, Testing and Feasibility Studies, Access to Main Website, and Gifts and Incentives.
- **Connecting with News Outlets and Relevant Media Agencies:** This section is responsible for providing information and updates to the audience about the project and encouraging them to join the club. Activities include engaging with online news agencies, industry-related publications, and independent media outlets. The goal is to raise public awareness and attract attention to the project.
- **Social Media and In-App Advertising:** This section is responsible for key activities related to information dissemination and marketing.
- **Social Media Marketing:** SMM will play a central role in engaging and attracting the audience.

Expected Outcomes	Necessity of Use	Cost Center	Advertising Method
The backbone of all content, providing meaning and interpretation to all published information.	It serves as the primary source of information and the main platform for showcasing the project's core concepts and updates.	Website	ATL
Components of the tele-strategy, feedback methods, and customer loyalty enhancement	Creating a space for accessing the audience to gather results and feedback, as well as implementing BI, BA, and CRM systems.	Fan Club	
Achieving advertising and	Direct communication	Social Media	



SMM marketing goals				
Advertising, communication, and SMM (social media marketing)	It is a vast social network with a large global audience.	Facebook (Meta)	1	
Communication and enabling chat between contacts	Messaging app	Facebook Messenger	2	
Quick and timely notifications	It is a social network based on short text messages and is an effective tool for publicity	X	3	
Advertising and SMM	Despite its large number of users, it remains one of the best platforms for marketing and advertising.	Instagram	4	
Information sharing and SMM	Pinterest is a virtual pinboard where users can pin their images like a digital scrapbook.	Pinterest	5	
Education, advertising, and information sharing	A suitable platform for education and advertising	YouTube	6	
Information sharing, engagement with audiences, and reaching specialists and key stakeholders	It is tailored for professionals. LinkedIn is essentially a social network designed for businesspeople.	LinkedIn	7	
Assistance with website SEO	Content shared on Google+ gets indexed by Google much faster.	Google Plus	8	
Information sharing and SMM	A blogging platform where users can share text, images, videos, links, and more.	Tumblr	9	
Information sharing, advertising, SMM	Line's 243 million users make it essential for broadening OMG's reach and enhancing engagement	Line	10	
Information sharing, education, SMM	Establishing audio communication for groups of up to 5,000 members	Club House	11	

Advertising	Advertising in popular games, promoting following on social networks, websites, clubs, and more.	In-app Advertising	BTL
Information sharing and advertising	Creating incentives and motivation for the audience	Conducting Seminars (Online, Offline)	
Information sharing and advertising	For information sharing and news dissemination	Publishing News in News Agencies and Online Publications	

This campaign will be designed so that the website and fan club act as primary sources of content, news updates, and other information, supporting social media marketing (SMM) efforts as a strategic tool for engagement. The type of content and associated strategies will depend on two factors: the role of social networks and the three-phase structure of the campaign.

For example, LinkedIn will be used to attract professionals and connect with industry experts, Facebook will target both professionals and general audiences, Pinterest will cater to a broader audience, and so on. It is evident that the content types for each platform will vary based on the emotional tone of the expected materials (considering their connotations and semiotics).

Tokenomics

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



OMG Roadmap

The OMG Roadmap outlines the project's objectives and development milestones over time. It serves as a strategic document where the development team charts out plans and actionable steps required to achieve both short-term and long-term goals. Short-term goals typically span several months, while long-term objectives may extend over years. The roadmap also provides details on technical features, new functionalities, and future enhancements of the project.

The roadmap functions as a framework for the development team, ensuring that everyone works towards common objectives. It also offers stakeholders a clear understanding of the project's direction, goals, and the strategies to achieve them. While the roadmap provides a structured plan, it remains adaptable to unforeseen circumstances, technological advancements, and shifts in market conditions.

The OMG Roadmap is divided into several key stages, each comprising various sub-sections to detail the specific milestones and tasks involved. These stages outline the project's strategic development and are as follows:

First Stage: Establishment of the Company

It is essential to establish practical coherence within the executive structure, clearly defining the roles, responsibilities, and obligations of both the employer and employees. This clarity ensures effective organizational interaction with the future community and the implementation team. Establishing the company not only enhances trust in the allocation of human resources but also facilitates more organized and coherent interactions between the audience and the organization.

The first stage of the roadmap is divided into three main components. It is important to note that some processes within this stage run in parallel, meaning the total timeline cannot be determined by simply summing the durations of individual tasks.

Articles of Incorporation of the Company

1. Preparation of the Establishment Charter

The establishment charter of the company outlines its legal structure, purpose, goals, mission, and vision. It serves as a comprehensive guide to the type of company being formed, detailing the legal framework and objectives. The charter also includes information on compliance with domestic and international registration laws, procedures for publishing registration ads, and the process for acquiring legal and official documents.

2. Company Registration Regulations



The company registration regulations outline the internal legal requirements for commercial entities. These include the necessity to register with the appropriate authorities, whether it be company registration authorities, a notary office, or a court. According to commercial law, all company registrations must comply with these regulations to ensure proper oversight and adherence to legal standards.

3. Company Definition and Goals

The definition and description of the company, including its goals, needs, and expected outcomes, are crucial for maintaining intellectual and executive coherence. These goals are categorized into three distinct types: strategic goals, direct goals, and indirect goals, all of which are outlined in the project's master plan. This classification ensures clarity and alignment in achieving the company's objectives.

- **Strategic Goals:**

Modeling the Real World in the Metaverse: Develop a platform that accurately represents real-world dynamics within the Metaverse, positioning it as a cutting-edge technology for the future.

Economic Simulation: Create a detailed model of the economic cycle, focusing on the oil and energy trade, and simulate it within the Metaverse.

Industry Simulation and Learning: Provide opportunities for stakeholders to simulate the oil and energy industry in a virtual environment, facilitating practical experience, research, and application in the real world.

Economic Benefits: Enable revenue generation and profit-sharing between the company and its stakeholders.

- **Direct Goals:**

Wealth Circulation: Establish mechanisms to facilitate the circulation of money and wealth, generating income for the company and its owners.

Beneficiary Earnings: Create opportunities for stakeholders to earn money through engagement with the platform.

- **Indirect Goals:**

Professional Development: Offer educational opportunities for industry professionals to gain insights and expertise.

Industry Model Production: Develop a scalable model that can be used by other game industry developers to create similar simulations.

4. Legal Framework of the Company

The legal framework of the company, aligned with its development forecasts, is a critical aspect that requires meticulous attention. Given the project's scope, size, and unique features, establishing a comprehensive legal structure is essential for guiding its implementation and operations.



The legal framework not only determines the company's type but also impacts its overall legal environment, as illustrated in the organizational chart and structure. This framework is crucial for facilitating constructive interactions with various stakeholders, including regulatory bodies, financial institutions, and stock exchanges.

Through this legal structure, the company can effectively engage with supervisory organizations, financial markets, and other key entities, ensuring compliance and fostering a robust operational presence.

Establishing the Company

The establishment of the company involves two key legal aspects and the appointment of individuals at various levels. First, it is essential to define the company's legal form, which sets the foundation for its operational and regulatory framework.

Once the legal structure is determined, the next step is to appoint the Board of Directors. The Board plays a critical role in transitioning the company from an individualistic approach to a wisdom-centered leadership model. By dividing responsibilities and implementing effective monitoring methods, the Board helps minimize errors and ensures better decision-making and outcomes.

Following the appointment of the Board of Directors, the focus shifts to selecting the CEO and senior management team. These key positions can be filled by members of the Board or through external recruitment, depending on the company's needs and the expertise required for its leadership.

Selecting and Recruiting the First Layer of Managers

At this stage, it is essential to focus on recruiting individuals for four key managerial positions, each with critical responsibilities for establishing the company's organizational structure. These positions include:

Managing Director

The Managing Director holds the highest authority in planning and decision-making within the company. This role encompasses a broad range of responsibilities, all aimed at guiding, controlling, and achieving the company's goals. Key duties include:

- **Strategic Leadership:** Formulate and define the company's policies, mission, and overall strategies.
- **Leadership Appointments:** Assign key roles such as deputies, managers, and supervisors.
- **Goal Achievement:** Develop and implement plans to achieve company objectives as efficiently as possible.



- **Productivity Enhancement:** Increase organizational productivity through effective management and strategy.
- **Investment Opportunities:** Identify and create optimal investment opportunities to support company growth and development.
- **Revenue Generation:** Create opportunities for generating additional income for employees.
- **Task Allocation:** Distribute responsibilities among employees at various levels within the organizational structure and obtain regular progress reports.
- **Resource Acquisition:** Secure essential resources needed to achieve future company goals.
- **Operational Coordination:** Oversee and direct delegated operations, including troubleshooting and resolving issues that may arise.
- **Budget Management:** Plan and allocate budgets to various cost centers appropriately.
- **Resource Planning:** Prepare and manage resource planning packages, including financial and human resources, and present them to the Board of Directors.
- **Reporting:** Provide periodic updates and reports to the Board of Directors on the company's progress and performance.

Financial and Administrative Manager

The Financial and Administrative Manager holds a pivotal role in overseeing the company's financial and administrative functions. This position is critical for managing resources, ensuring regulatory compliance, and providing detailed reports to the Managing Director. Key responsibilities are divided into two main areas: financial and administrative.

A) Financial Responsibilities:

- **Financial Team Formation:** Assemble and lead the team responsible for managing the company's financial affairs.
- **Financial Management:** Plan and oversee the activities of the financial team, ensuring efficient operations and financial control.
- **Reporting and Budgeting:** Collect and analyze financial reports from the team and develop comprehensive budget plans.
- **Resource Acquisition:** Develop strategies for attracting financial resources and present proposals to the CEO.



- **Documentation:** Prepare necessary documents for financing and liaise with the executive unit for consultation.
- **Company Registration:** Set up and manage offices and departments for the registration and maintenance of the company.
- **Financial Planning:** Conduct detailed financial planning and ensure that future planning needs are met with adequate cash resources.
- **Legal and Financial Communication:** Interact with legal authorities and financial institutions on behalf of the company.
- **Reporting:** Provide regular updates and reports to the CEO regarding financial status and activities.

B) Administrative Responsibilities:

- **Administrative Team Formation:** Build and manage the team responsible for the company's administrative functions.
- **Resource Planning:** Plan and manage organizational resources to support smooth operations.
- **Reporting and Planning:** Obtain and review reports from the administrative team, focusing on operational and legal planning.
- **Human Resources Management:** Oversee administrative functions related to human resources, including planning and performance evaluations.
- **Property Management:** Identify, register, and maintain the company's property, and manage a database of office supplies suppliers.
- **Supplies Management:** Ensure the storage, maintenance, and procurement of office supplies, and handle purchase orders with the CEO.
- **Personnel Oversight:** Monitor personnel conditions and manage the supply of manpower based on departmental needs.
- **Operational Controls:** Implement and supervise work orders, including order management and employee interactions.
- **Motivational Programs:** Develop and execute motivational methods and systems to improve employee performance and offer incentives.
- **Administrative Necessities:** Provide and control administrative necessities and oversee their consumption.
- **Reporting:** Regularly report to the CEO on administrative functions and activities.



This role is crucial for maintaining the financial health and administrative efficiency of the company, ensuring that resources are managed effectively and that the company's operations run smoothly.

Business Manager

The Business Manager is crucial for overseeing and driving the company's marketing and business development efforts. This role involves planning, organizing, directing, and controlling all aspects of the company's marketing organization. The Business Manager is tasked with developing business strategies, analyzing market trends, and managing advertising campaigns. Key responsibilities include:

- **Department Formation:** Design and establish the business department.
- **Team Assembly:** Recruit and form a dedicated business team.
- **Work Allocation:** Distribute tasks among commercial employees effectively.
- **Meetings:** Represent the company in sales and marketing meetings.
- **Contract Management:** Coordinate with legal experts for contract drafting.
- **Training:** Provide training and guidance to sales personnel and marketing staff.
- **Strategic Planning:** Create and lead a think tank for strategic planning and problem-solving.
- **CRM and Content Management:** Oversee the training of CRM personnel, content creators, and call center operators.
- **Advertising Campaigns:** Design, compile, and execute advertising campaigns.
- **Performance Monitoring:** Track and evaluate the overall performance of the marketing department.
- **Reporting:** Obtain and review daily and periodic reports from relevant personnel.
- **Database Management:** Supervise the development and management of market databases.
- **Decision-Making Reports:** Provide comprehensive decision-making reports to executive management.

Project Manager

The Project Manager plays a pivotal role in leading and overseeing the game production and development projects from inception to completion. This position involves meticulous planning, budgeting, scheduling, and tracking throughout the project's lifecycle. Key responsibilities include:



- **Team Formation:** Assemble and lead a team dedicated to the game development project.
- **Documentation Preparation:** Prepare essential documentation, including the Game Design Document.
- **Task Delegation:** Allocate tasks among project team members and groups.
- **Leadership:** Guide and support the team throughout the project phases.
- **Project Control:** Monitor and control all aspects of the production project to ensure alignment with goals.
- **Reporting:** Provide regular updates and reports to the CEO on project progress and milestones.

Second Stage: Designing and Producing Games and OMG Tokens

The second stage is crucial for the development and production of both games and OMG tokens. This stage is divided into two main parts, each encompassing three key areas:

Game Development

Game Design Document (GDD)

A Game Design Document (GDD) is a comprehensive file written by game developers that fully describes every aspect of a game. It serves as a crucial tool for guiding the development team throughout the game's creation, ensuring that the production process remains structured and aligned with the original vision. The GDD accompanies the developers from the initial idea to the final version, outlining everything from the behavior of characters to small game mechanics, preventing any key elements from being overlooked or unnecessary features from being implemented.

The document plays a pivotal role in providing a clear path, helping the team assess the project's needs and ensuring that all relevant roles are defined early on. By documenting the game concept, it becomes possible to have a realistic estimate of the time, resources, and effort required for development. Additionally, the GDD aids in managing the budget and development costs. One of the key benefits of having a GDD is its capacity to identify potential risks during the development process, streamlining the overall workflow.

The GDD is a general description of the game that includes the initial idea, genre, story, characters, game mechanics, gameplay, world design, artwork, sketches, and revenue generation methods. While the initial concept may seem simple, once the idea is expanded into the GDD, the project becomes more detailed, complex, and advanced. This helps the development team visualize the game in a more comprehensive way, ensuring that all aspects are carefully considered before moving forward with production. It also serves as a reference to ensure the game remains faithful to the original concept as it evolves.



In addition to helping developers, the GDD is an essential tool for managing project finances. Independent game development can be difficult to fund, so having a well-structured GDD can help secure investment or cooperation from game publishers, who can provide the necessary funds to support the game's development. As a living document, the GDD continues to evolve alongside the game itself, adapting to changes while maintaining clarity and focus for all parties involved.

Knowing the Audience

In the Game Design Document (GDD), understanding the target audience is a critical step that helps shape the direction of the game's design and development. By accurately defining and describing the audience, developers gain a clearer idea of what players need and expect, enabling the production of a game that resonates with them. This insight is vital to ensuring that the game meets player desires and succeeds in the marketplace. The key outcomes of knowing the audience include:

- **What is the audience's taste in game genres?** This helps guide the choice of genre and gameplay mechanics.
- **What are the audience's expectations for the game?** Meeting these expectations ensures a satisfying player experience.
- **Which factors are most important in simplifying the user experience for the audience?** This helps streamline the game's interface and usability.
- **What methods can increase the audience's motivation to engage with the game?** Motivational strategies are essential for maintaining player interest and long-term engagement.

Additionally, the GDD should include a **brief description of the game and its genre**, which is crucial for aligning development with audience preferences. Knowing whether the game falls into categories like action, strategy, or role-playing shapes its design and narrative.

Another important consideration is **determining the main and sub-platforms** for the game. Deciding whether the game will be released on consoles, PCs, or mobile devices—and whether it will be available online or offline—affects both technical and design decisions. Understanding the audience's preferred platforms ensures that the game reaches its intended market effectively.

By integrating audience analysis into the GDD, developers can ensure that the game's direction aligns with the needs and preferences of those who will play it.



Gameplay

Each game's gameplay is unique, shaped by its genre and style, meaning no two games share identical gameplay. Gameplay refers to the way players progress through a game by utilizing its tools and mechanics to navigate stages and ultimately achieve victory. To expand on this, gameplay encompasses the movements, physics, abilities, and controls provided to the main character, enabling the player to guide the protagonist through the game's levels and overcome challenges. As such, gameplay forms the core of a game, as it is where players spend the most time, actively engaging with the game's challenges and mechanics.

Key components of gameplay include:

- **Defining the Game's Objectives:** A clear and complete definition of the game's objectives should be outlined. What is the purpose of producing this metaverse game, and what impact will it have on its audience? These objectives should be categorized into direct and indirect goals, addressing both niche players such as organizations and members, as well as general gamers.
- **Basic Game Mechanics:** This section should describe how players will interact with the game's rules and systems. It includes formal elements like goals, player actions, strategies, and the available game modes.
- **Controls and Player Interaction:** The gameplay also refers to the tools provided to the player and how they interact with the game. This encompasses the control schemes and mechanics that allow players to navigate the game world.
- **User Experience:** This section focuses on UI (User Interface) and UX (User Experience) analysis, ensuring the player's interaction with the game is intuitive and enjoyable. The simplicity and fluidity of the gameplay interface play a crucial role here.
- **Visual Style of the Game:** The visual aesthetics are integral to the player's experience. This part describes the game's graphic style, which plays a significant role in making the game appealing and engaging.
- **Character and Storyline:** The game's scenario, including the characters and their development, is crucial in shaping the game's narrative and immersion. This step involves defining the characters and their roles within the story.
- **Game Design Document (GDD):** All of the above elements are combined to form the game's GDD, providing a comprehensive roadmap for the game's development.

Through these elements, gameplay becomes the heart of a game, creating a cohesive experience that engages players while guiding them through the story and challenges of the game.



Game production

Once the Game Design Document (GDD) is finalized, the pre-production stage begins, followed by the development of the game's alpha version. This phase includes a technical analysis of the game to determine the most suitable back-end and front-end programming languages.

- **Game Engine Selection:** The game engine acts as the core framework that integrates various aspects of the game, such as the graphical environment, logical operations, coding, and scripting. It also handles essential resources like sounds, music, images, models, and animations. Choosing the right game engine is crucial for ensuring smooth development and performance.
- **Game Production Process:** After completing the preparatory steps, full-scale production of the game begins. This process involves both the visual and technical aspects of development. On the artistic side, it includes all visual and auditory elements, such as graphic design, visualizations of the game world, characters, avatars, sound design, effects, and music composition. Simultaneously, the technical side focuses on game coding and engineering, which covers the database, back-end programming (handling server-side functions), and front-end development (managing the user interface and interaction). Both aspects must work together to ensure the game's successful creation and smooth functionality.

OMG Token Production

The OMG token is designed to monetize game assets and embed economic functions within the business cycle. By establishing an exchange rate, it enables wealth generation and economic activity within the game ecosystem. While the token's pricing will be influenced by public demand and favor, it is not solely based on these factors. Effective pricing strategies will also utilize tools such as advertising, incentives, and prestige-building techniques. The token production stage commences after the completion of game documentation, including crucial elements such as audience identification, game description, and visual identities. This stage involves two key concepts: sensory-visual identity and economic identity.

Sensory-Visual Identity

The public acceptance of the OMG token is influenced not only by the game's success but also by the token's sensory-visual identity and the emotional impact of its materials. This section focuses on understanding the sensory-visual impressions intended for the audience. It involves evaluating the initial concepts and features of OMG NFTs and selecting the most effective design based on audience feedback and required standards. The final design will be developed to establish a sensory-visual identity for the token. Additionally, in the marketing plan, the token will be represented by a physical identity, which can be used as a symbol and for prizes. Once the design is finalized, it will move towards branding, including elements such as logos, logo types, logo motions, and patterns.



Economic Identity

This phase begins with the creation of a smart contract, which is a computer program designed to automatically and reliably enforce the terms and conditions of an agreement. Stored and executed on a blockchain—a decentralized and immutable ledger—smart contracts are written in specific programming languages and are triggered by digital transactions between contract parties. They offer numerous advantages, including cost reduction, increased speed, enhanced security, elimination of intermediaries, and fraud prevention.

When developing a smart contract for the OMG token, it's crucial to test it thoroughly before deployment, as making changes or corrections after deployment can be challenging. To mitigate risks, the smart contract should first be tested on a test blockchain, such as Rinkeby or Ropsten. Deploying a smart contract involves sending a transaction with the compiled contract code to the blockchain without specifying a recipient; this process is generally straightforward and requires only a few clicks depending on the development tools used.

Finally, the OMG token will undergo a listing process on cryptocurrency exchanges, where a trading pair for the token will be established. Listing on an exchange signifies that the token can be traded on that platform, enabling its broader circulation and liquidity within the market.

Third Stage: Publication and Business Expansion

The third stage of OMG token production involves the strategic processes of publishing the game and expanding its business. This stage is pivotal, as the success and acceptance of the OMG token are intricately linked to the game's public reception, and vice versa. The economic growth and creation of a sustainable business cycle within the game directly influence the OMG token's success, and effective marketing and business strategies are essential in fostering this growth.

In this stage, we will implement a multifaceted approach to create demand and motivation for both the game and the OMG token. Initially, our focus will be on building anticipation and creating a need within the target audience through strategic advertising and promotional efforts. Following the game's release, we will gather feedback and analyze audience interactions to refine our approach and maintain engagement.

Key Components of this Stage Include:

1. **Preparation of Market Model:** The entry strategy into the market is determined through thorough market and competitor analysis. This analysis provides critical insights into the success factors for market entry and helps in formulating a robust market model.
2. **Publishing the Game:** The release and promotion of the game are guided by market analysis, which helps in optimizing audience engagement and interaction. By understanding market trends and audience preferences, we can tailor our strategies to maximize the game's reach and impact.



3. **Commercial Campaign:** Attracting and engaging the audience requires a strong commercial campaign. This campaign will leverage advertising methods and promotional strategies to generate interest and maintain excitement. We will use propaganda publicity and induction news publishing methods to effectively communicate with the audience and drive engagement.
4. **Market Development:** Once we have established a solid audience base, the focus will shift to expanding this base and increasing audience loyalty. Strategies will include ongoing engagement initiatives, updates, and enhancements to keep the audience invested in the game and the OMG token.

By carefully executing these strategies, we aim to create a thriving ecosystem where both the game and the OMG token can flourish, driving long-term success and sustainability.

RoadMap Timeline

	From	To
Establishment of Headquarters Formation	Jan-24	Apr-24
Development and Presentation of the Initial Plan by Founders	Jan-24	Apr-24
Formation of Strategic and Specialized Working Teams	Feb-24	Apr-24
Theoretical Establishment	Jan-24	Dec-24
Processing the Initial Idea and Developing a Basic Design	Jan-24	Mar-24
Conducting Studies and Research for the Project	Feb-24	Apr-24
Defining Applications for Preliminary Establishment Projects	Jan-24	May-24
Performing Feasibility Studies	Jan-24	May-24
Estimating Project Scope and Dimensions	Apr-24	Jun-24
Preparing Foundational Documents	May-24	Jun-24
Designing the Brand's Visual Identity and Editing the Brand Book	Mar-24	Apr-24
Preparing Financial and Commercial Evaluation Documents (Business Plan)	May-24	Jun-24
Developing Internal Process Documentation, Including Departments and Sub-departments	Jul-24	Sep-24
Outlining External Ecosystem Processes, Including Communication with Stakeholders, Business Partners, and Developers	Sep-24	Nov-24
Creating the Marketing Strategy and Market Development Roadmap	Jul-24	Dec-24
Establishing Performance Indicators and Implementing a Monitoring and Evaluation System	Nov-24	Dec-24
Operational Establishment	May-24	Dec-24
Setting up and equipping the project headquarters	May-24	Dec-24
Formation of the executive operational structure	Jun-24	Dec-24
Preparations for Sector Activation and Development	Jul-24	Dec-24



Strategic analysis of the project, departments, sub-departments, and key activities based on market research	Jul-24	Dec-24
System analysis of required software platforms across departments and sub-departments, adhering to technical and commercial guidelines	Aug-24	Oct-24
Technical modeling and diagramming of communication processes between project departments and systems	Sep-24	Oct-24
Compilation of operational statistics and technologies used in product development across sectors and sub-sectors	Aug-24	Sep-24
Business Collaborations	Jul-24	Mar-25
Identifying and defining the types and methods of business cooperation required for the macro project and its departments	Jul-24	Dec-24
Listing all necessary legal models for establishing partnership contracts	Oct-24	Dec-24
Drafting and establishing the required partnership agreements based on collected documents	Nov-24	Dec-24
Creating and finalizing approved contracts on an electronic platform, and converting them into smart contracts	Oct-24	Mar-25
Financing	Apr-24	Dec-25
Analysis and evaluation of financing models and methods	May-24	Jul-24
Compilation of the budget document	Jun-24	Jul-24
Implementation of selected financing models	Oct-24	Dec-25
Launch of the financing pipeline through the initial token offering (ITO)	Apr-24	Sep-24
Corporate Legal Establishment	Jul-24	Dec-25
Establishing the Company and Setting Up Agencies in International Free Trade Zones	Jul-24	Sep-24
Developing the Executive Operational Structure	Jul-24	Dec-25
Creation, Production, and Department Development	Apr-24	Mar-28
Production and development of the OMG token	Apr-24	Mar-25
Production and development of <i>The Oil Story</i> resource games	Aug-24	Jun-26
Production and development of <i>The Oil Story</i> business games	Jul-24	Aug-24
Production and development of the central project management system	Aug-24	Mar-28
Branding and Promotion	May-24	Dec-28
Analyzing promotional models and methods based on the market development map	Apr-24	Jun-24
Identifying and selecting promotional channels as outlined in the market development map	Jul-24	Aug-24
Setting up user accounts and initiating promotional activities on general and specialized social media platforms	May-24	Dec-28