

# Cloud ERC20 Gaming Token

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**Mini-whitepaper**

Cyber Dragon

It is no doubt we are living in an era of video games. According to a report published on Forbes, the video game industry comprises 2.5 billion players and is expected to reach market value of \$300 billion in 2025. But, what makes the video gaming industry big? ID Tech asserts that what distinguishes the video gaming industry from other entertainment industries is allowing players to set goals and customize playing environments. This function is enabled by players donning imaginary personas, which are enhanced through in-app purchases.

There are several approaches to implement in-app purchases. Some games allow players to accumulate points which they later redeem for upgrades. The downside of this method is that it is game-specific and quite challenging to commercialize. Also, it is prone to hack apps that enable players to acquire lots points without necessarily playing. Another approach is card-based online transactions – players buy game features using their credit cards. Though this method is vastly commercial, it is susceptible to trust issues. Besides, it can spoil the fun of the game; players use money to upgrade; hence, no need to work hard.

To overcome the challenges associated with traditional methods of upgrading features in video games, I developed a crypto ERC20 token called Cloud. Unlike other tokens that are distributed to the public, this token is purely designated as a gaming currency for a game(s) in the sandbox metaverse. With 4.2 million clouds, the tokens will be awarded to players who achieve certain milestones or win PvP combats. Using the tokens, players can upgrade various items in the game and purchase premium features. The token is designed to work along regular currencies – players can customize some aspects in the game via card purchases. According to consulted industry

experts, successful implementation of this coin in video games will set new standards in in-app purchases.

#### **Quoted sources**

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