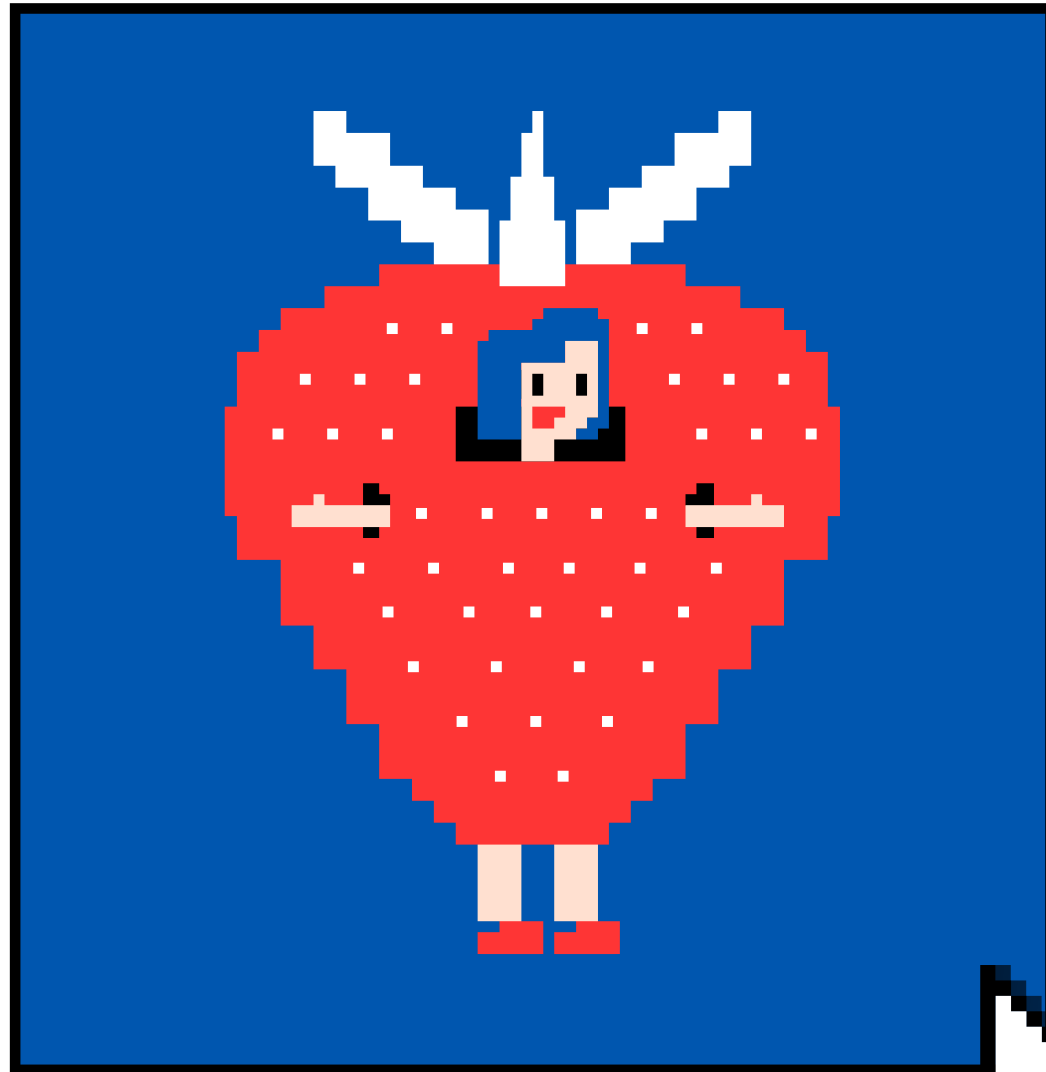
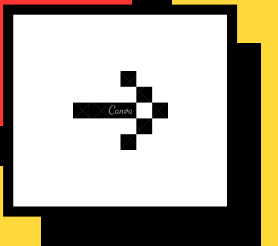


Get your head in the game



CRIDA PROTOCOL

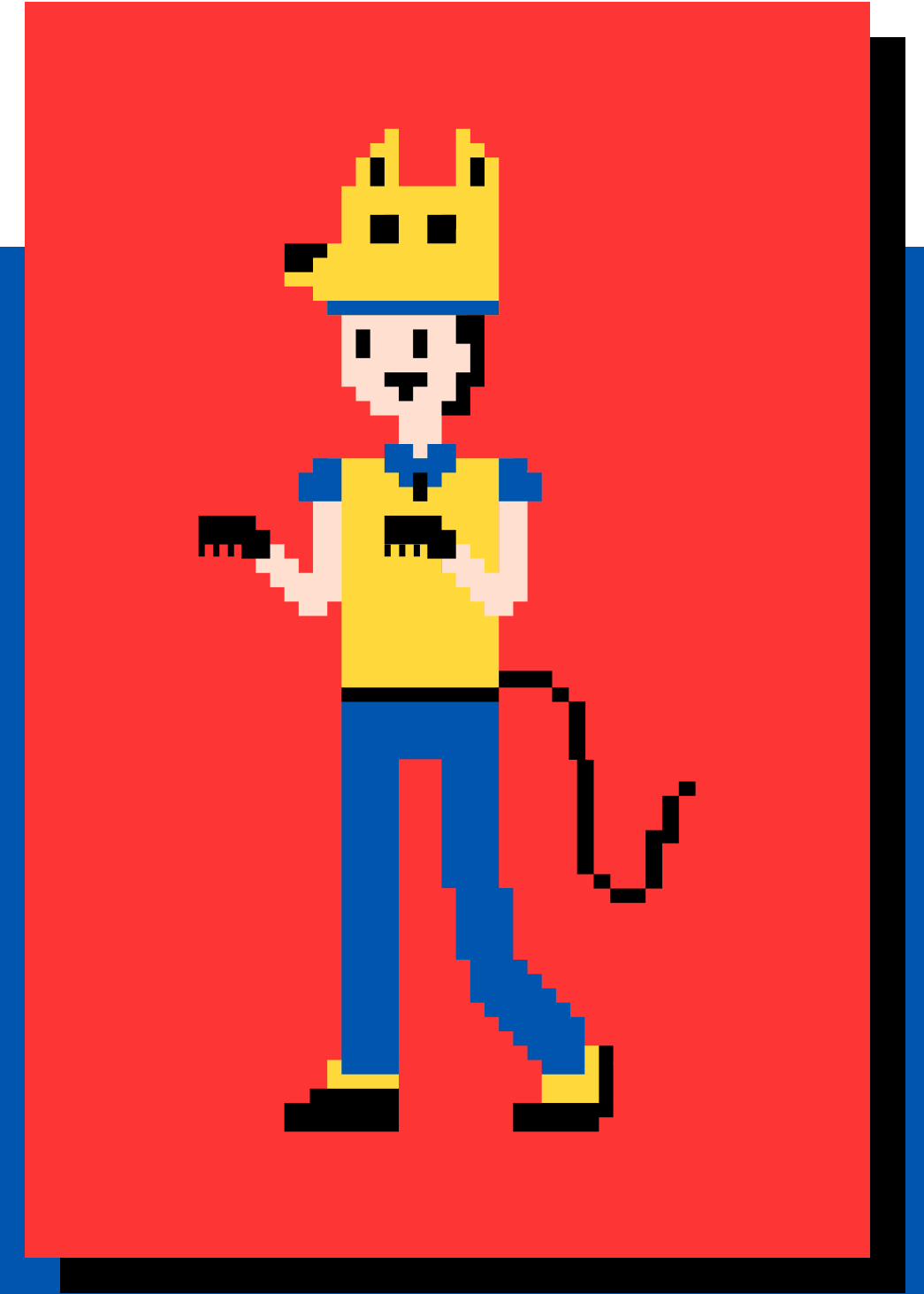
A decentralized gamification protocol for everyone.





Gamification is
implimentation of game
design elements in non-
gaming contexts.

The gamification market size is projected to grow from USD 9.1 billion in 2020 to USD 30.7 billion by 2025





WHAT IS CRIDA PROTOCOL?

Gamification Layer For Web3 & Web2 Implementation

Game developers, businesses, apps, Dapps can use the CRIDA SDK to gamify their environment and connect to the decentralized engagement protocol.

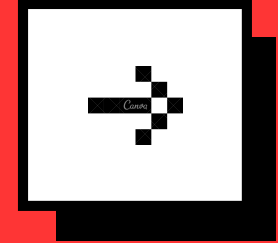


User can work on a plethora of applications from games to work to learning while earning rewards through a decentralized gamification protocol.

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Is Gamification Effective?



Gamification has helped.

Gamification has been used by various organisations across the globe as a means to increase user engagement, retention and daily active users and subsequently increasing revenue or sales. The use cases are implemented in industries ranging from education & training, health, crowdsourcing, work & productivity, marketing, crowdfunding, taxation, civil obligations, cybersecurity etc, which use game design elements including but not limited to points, badges, leaderboards, performance graphs, teams, challenges etc. Read more about the effectiveness of gamification here.





Effective Gamification Examples



✓ SAP

The SAP Community Network regamified its already-mature reputation system, increasing usage by 400% and community feedback by 96%

✓ GOOGLE

Google designed a Travel Expense System resulting in close to 100% of employee compliance for travel expenses

✓ AUTODESK

Autodesk: gamified the free trial, incentivizing users to learn how to use the program and offering both in game and real word prizes, increasing trial usage by 54%, buy clicks by 15% and channel revenue by 29%

✓ DOMINO'S PIZZA

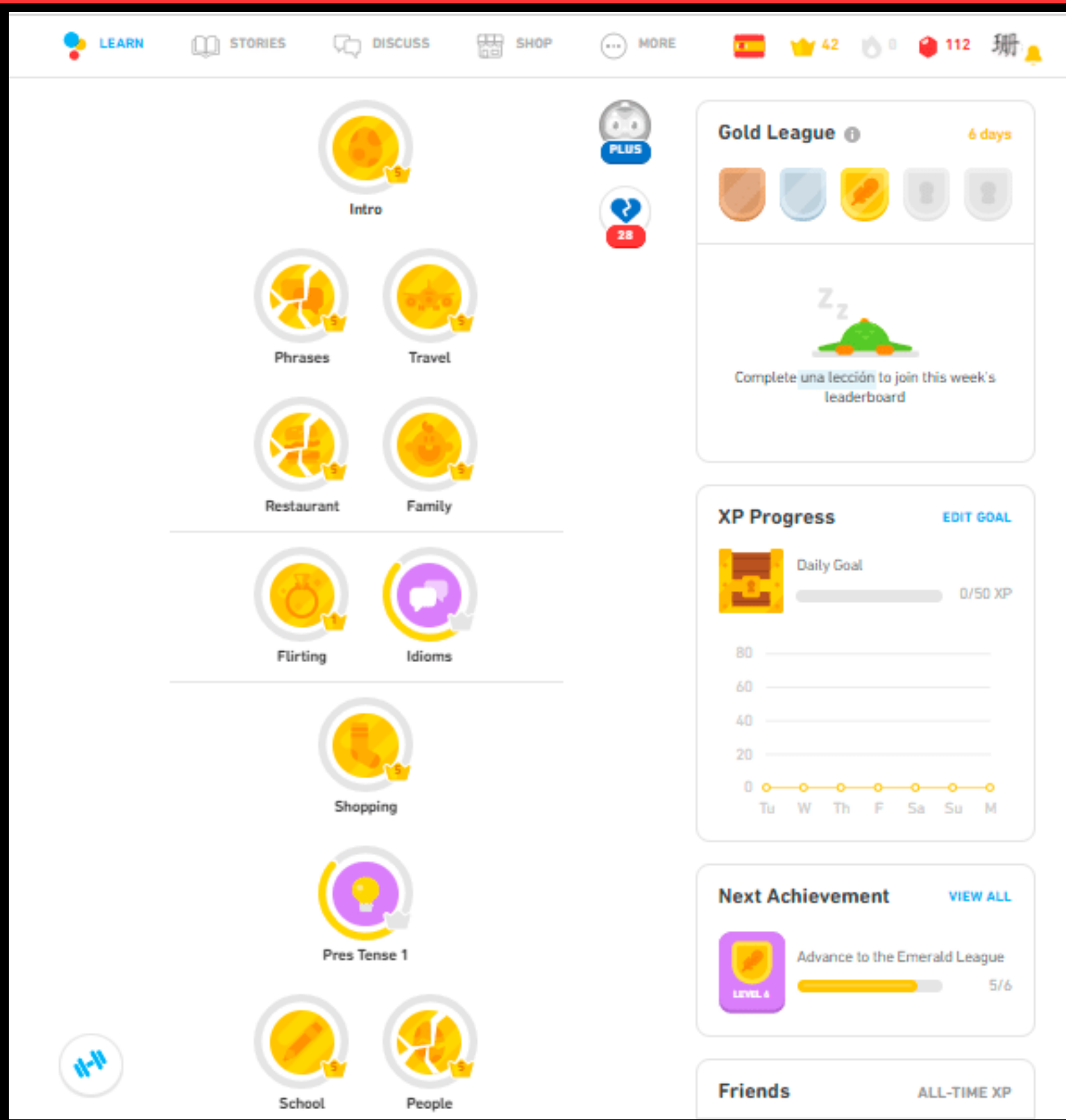
Domino's Pizza: created the gaming app Pizza Hero and increased sales revenue by 30% by letting customers create their own pizza with an app

✓ MICROSOFT

Beta One: Microsoft's Testing Division get a 400% increase in participation for the pre-release testing



DUOLINGO & GAMIFICATION



✓ Gamified Learning

Duolingo grabs users with gamification tricks like points, treasure chests and “streaks” for continuous use.

✓ Daily Active Users

Duolingo has more than 8 million daily active users in 2020 which grew from a number of 5 million in 2019.

✓ Revenue & Gamification

Duolingo has built a business which is worth more than 700 million USD by using gamification as a tool to engage customers.



CRIDA TOKEN

TOTAL TOKEN SUPPLY: 100,000,000

Allocated to	% Allocated	Token amount
Org and Development	10	10,000,000
Private sale for early Investors	5	5,000,000
Early Crowd Sale	5	5,000,000
Farming	30	30,000,000
Farming Rewards (AY)	10	10,000,000
Public sale (Bulk Sale Included)	40	40,000,000



CRIDA TOKEN

Token burning, deductions and pricing.

Deductions/burns	Allocation
Buy Deductions	1% CRIDA Burned
Sell Deductions	2% CRIDA Burned
XP minting	5% CRIDA burned
Bulk Buying	2% deduction, move to Liquidity Provider contract

Investors at \$0.10

Private Sale at \$0.10 - \$0.20 (Incremental Pricing)

Listing at \$0.20



SINGLE REWARD ECOSYSTEM

COMMUNITY BACKED REWARDING

A user can redeem all their XP points earned by doing different activities throughout various games/apps/businesses through a collective source of liquidity. This liquidity maintained and fulfilled by businesses/apps/games or the community that use CRIDA protocol in their respective ecosystems.

This gives users the ability to move freely throughout the projects using the CRIDA protocol and earn rewards that are universally accepted and combined into a single community driven protocol.



WHO? WHAT? HOW?

How can you use CRIDA protocol ?



USERS/PLAYERS

OWN YOUR ACHIEVEMENTS

Today there is no mechanism by which people can own their achievements in different fields they perform. Systems using CRIDA protocol will earn XP points NFTs and Badges NFTs, these NFTs can be used as proof of performance in a social context.

BUSINESSES/APPS

GAMIFY YOUR APP ENVIRONMENT

Businesses and apps can use CRIDA SDK to gamify their products by integrating XP points and badges and also generate leaderboards, performance graphs etc based on xp points users gain while engaging.

GAMES

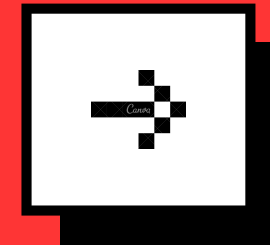
ENGAGE MORE, EARN

Games can use CRIDA protocol to increase engagement of their users and enable in-game purchases through CRIDA token and NFTs. Set rules of progress in games through XP points etc.



CRIDA ECOSYSTEM

Parts utilised in the ecosystem to build up the protocol



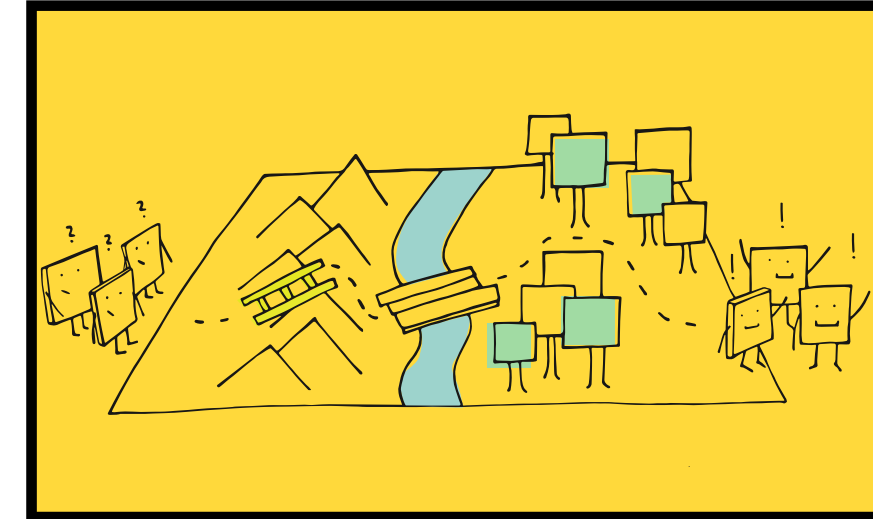
Liquidity manager

A Bulk buying pool and liquidity management of CRIDA and its circulating supply.



Contracts

Token Contracts, Minters, Protocol and multiple custom protocols will come under the CRIDA ecosystem.

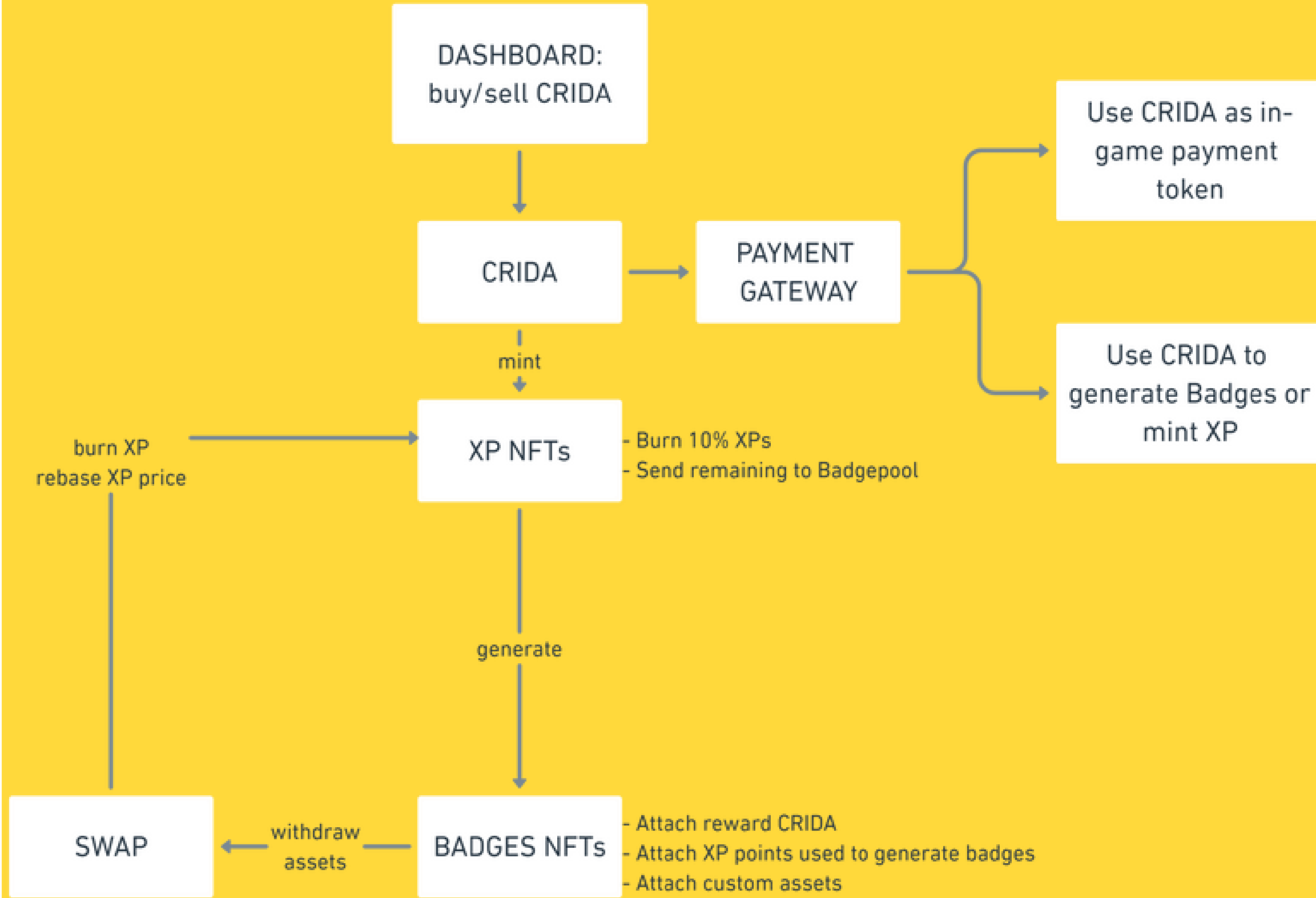
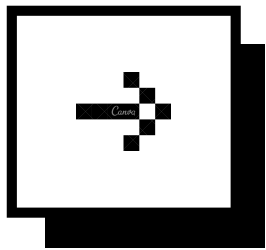


CRIDAFY

CRIDA as a Service tool for developers or businesses to integrate CRIDA protocol into their ecosystem.

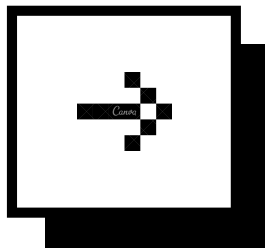


How CRIDA Protocol Works?

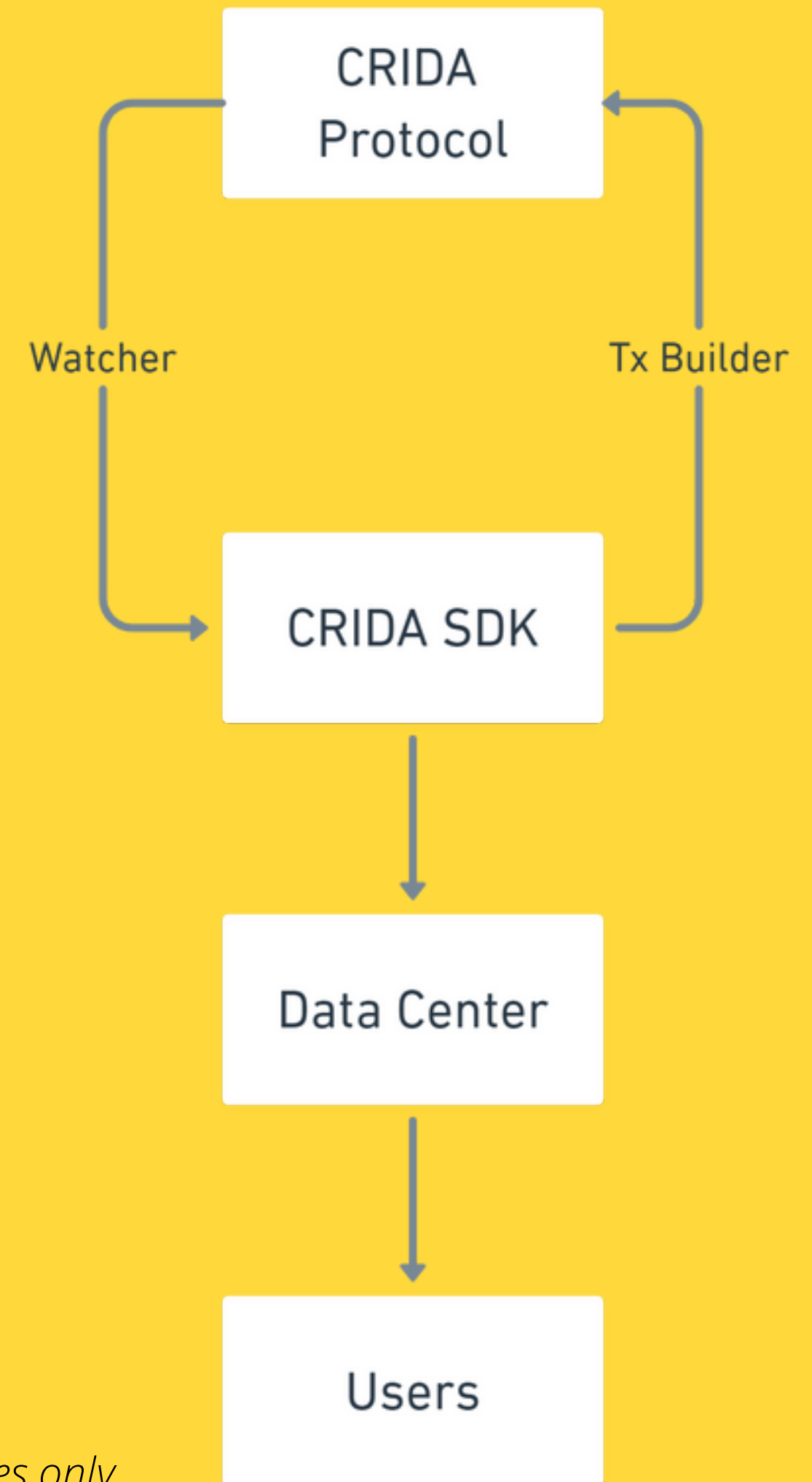




CRIDA PROTOCOL- VIEWER/EXPLORER



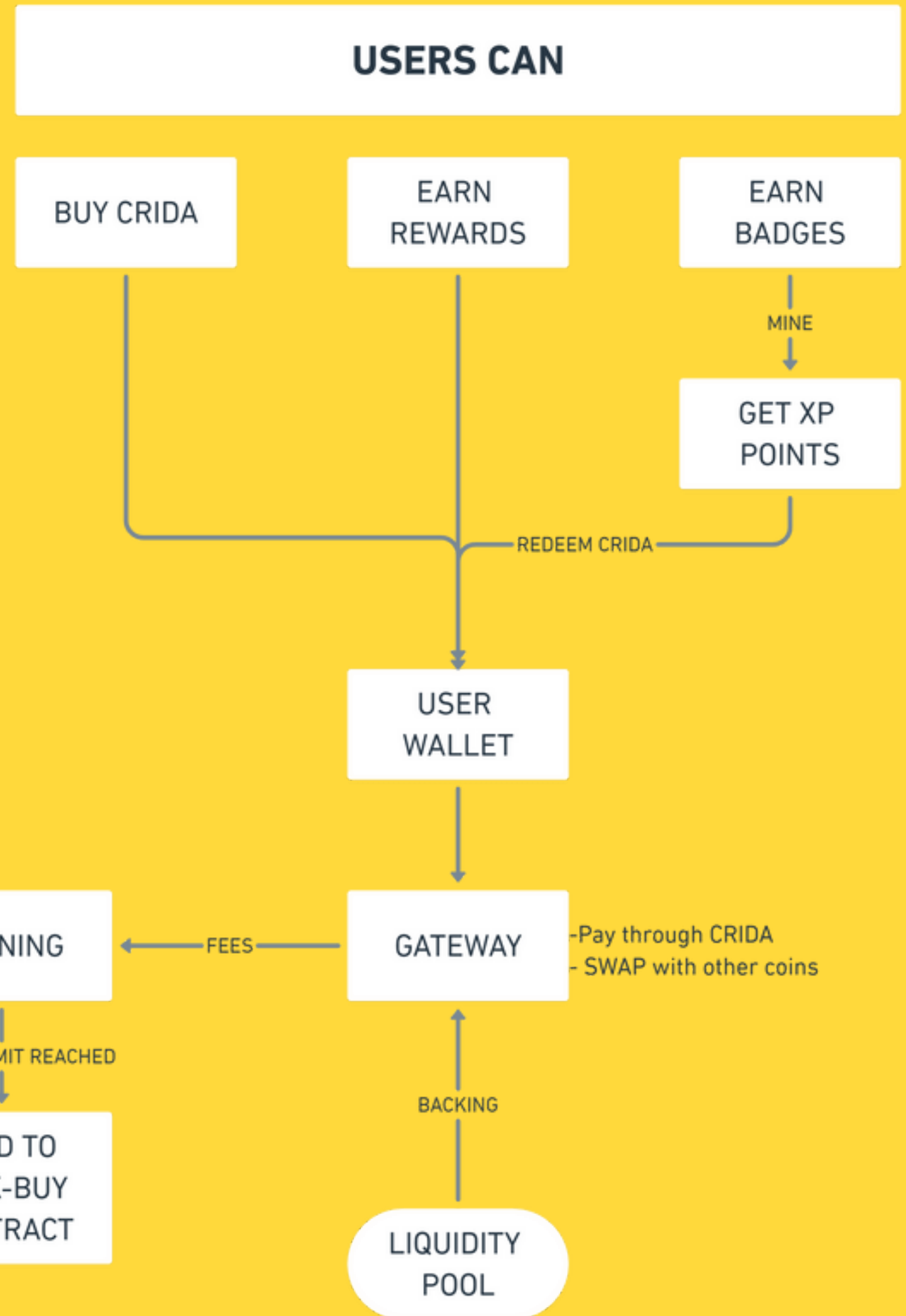
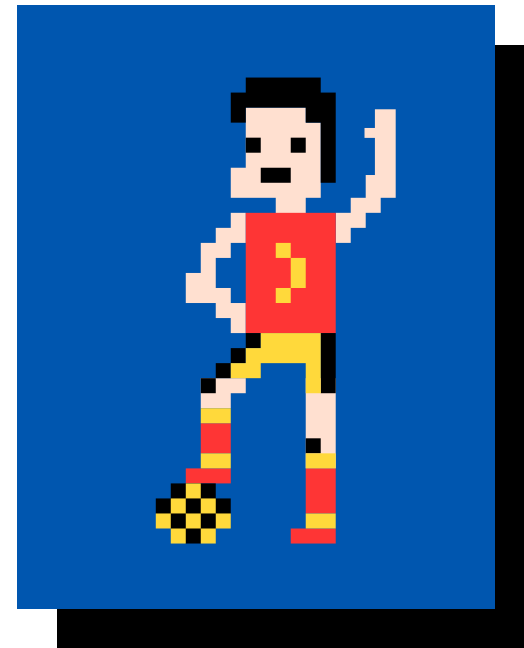
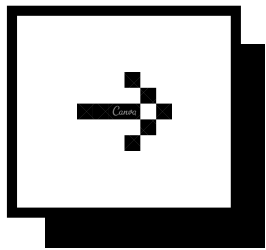
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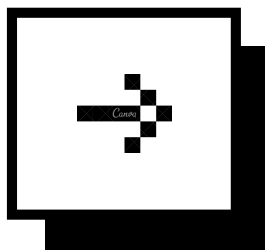
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USER USAGE FLOW

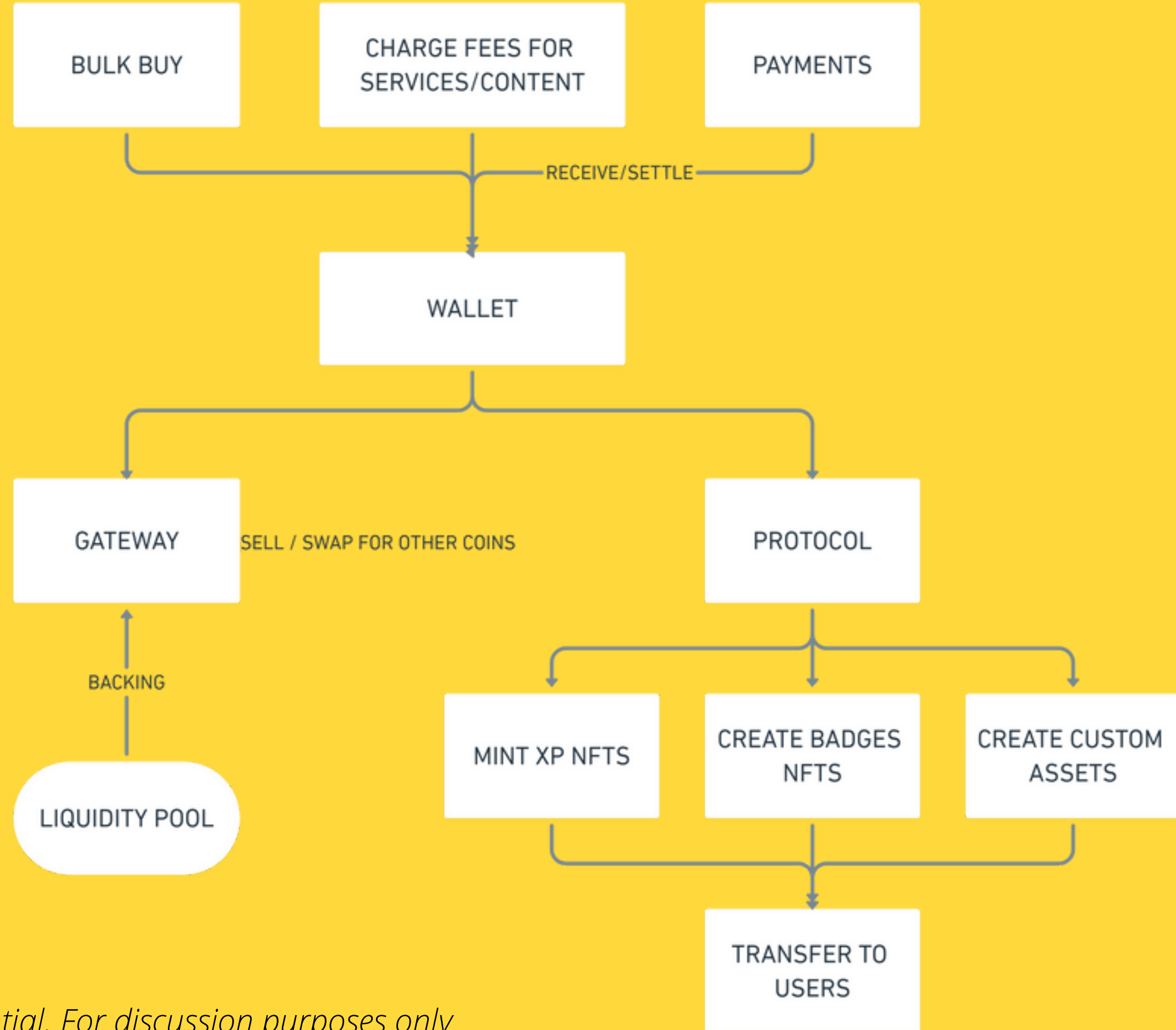




BUSINESS/APP/GAMES USAGE FLOW



BUSINESSES/APPS/DEVELOPERS/GAME-DEVS CAN



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CRIDA NFTS

BADGES AND XP POINTS

01

CREATE

Create badges NFTs, also create custom assets which can be transferred easily.

02

TRADE or EARN

Users can earn XP nfts and Badges while developers can issue NFTs of any digital asset they wish.

03

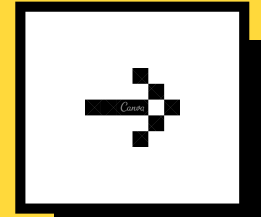
REDEEM CRIDA

NFTs earned from platforms using CRIDA protocol can be used to redeem exclusive prizes and rewards offered by platforms also these NFTs can be used to redeem CRIDA tokens

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ROADMAP



LAUNCH DAY + 90 Days

CRIDA PROTOCOL TESTNET LAUNCH

LAUNCH DAY + 150 Days

CRIDA BASED DAPPS TESTNET LAUNCH

Launch Day

TOKEN CONTRACT, STAKE CONTRACT, DASHBOARD

LAUNCH DAY + 180 Days

CRIDA MAINNET LAUNCH

LAUNCH DAY + 30 Days

PRIVATE SALE IEO/IDO

LAUNCH DAY + 270 Days

CRIDA SDK AND IMPROVEMENTS



THANK YOU!

Looking forward to answer your questions!

