

E N T E R   T H E   U N I V E R S E



Press Materials  
Copyright (c) by HG Technologies Ltd.  
All Rights Reserved.

## O U R V I S I O N

Reveal the strength of the Cardano blockchain through the creation of a fully integrated, open-world, and community driven gaming dApp that enhances the value and utility of Cardano 2D NFT projects while returning the power to the players.



# O U R U N I V E R S E

**HG Technologies is a multifaceted company, with elements designed to appeal to any gamer or blockchain enthusiast.**

---

Launched in early 2021, HG Technologies Ltd. has been at the forefront of developing blockchain gaming infrastructure and Non-Fungible Token (NFT) utility for the Cardano ecosystem. With a focus on interactive engagement and returning power to the players, HashGuardians takes a community-first approach to development.

**Featuring a 2D universe, HashGuardians will create new, functional utility within the Cardano NFT community.**

The HashGuardians Universe is a multiplayer, open-world action-adventure RPG built as a dApp on the Cardano blockchain. Along with our core principle that all gaming should be entertaining and enjoyable, HashGuardians players will directly benefit from gameplay through claimable NFTs and HashCoins (in-game currency). Players earn rewards by completing quests, mini-games, and open-world adventures using their unique HashGuardians NFT or that of a collaborating project.

By creating an open universe, HG Technologies aims to build the foundation for a complete Cardano 2D gaming ecosystem, giving players a chance to engage in social fun, play-and-earn in the form of NFTs, and collaborate together.



# KEY INSIGHTS

## HG Technologies Ltd.

- Registered in Malta
- Approved Utility Token License
- Initial Funding/NFT Sale: May 2021 - Sold Out
- Blockchain Tools & Business Services
- Active Web 3.0 Website and Gaming Platform

## HashGuardians Universe

- Multiplayer Platform
- Currently Playable Content
- Expandable Gameplay Features
- Continuous Development Structure
- Medium for Collaboration and Integration of other CNFT Projects

## Completed Development Milestones

- HashCoin Rewards System: November. 2021
- Pre-Alpha Gameplay: January 2022
- Live Reveal Mint System: February 2022
- First Play-to-Earn Content: March 2022
- 10,000 Playable In-Game NFTs: July 2022





# T H E P R O B L E M S

**The HashGuardians Universe platform directly addresses two major issues: one found extensively throughout the gaming industry and one found specifically within the Cardano NFT ecosystem.**

---

1. Players incur a total loss of investment in the traditional gaming economic model. Last year alone, US\$57.1 billion was spent on gaming content by consumers.
2. The Cardano NFT ecosystem has a severe lack of functional utility, and no known projects are seeking to fill this gap on the macro scale by leveraging the native 2D NFT format.



# L O S S   O F   I N V E S T M E N T

The overwhelming majority of present-day PC and mobile gaming platforms function as an **economic sink** on their community; they consistently drain billions of dollars and over one trillion hours from their users each year, with little to no tangible return on this investment.

Whether through micro-transactions or subscription based revenue models, modern games leave players high and dry in every metric sans personal enjoyment. Furthermore, despite investing both time and money, players are not given any direct control over the development, direction, or future of the gaming platform. As a result, **if a player choses to play a different game, or quit gaming all together, they are forced to incur a total loss on their investment.**

While this traditional revenue and centralized governance model has survived by creating a source of entertainment and enjoyment for players, blockchain technology has created the possibility for a paradigm change.

With blockchain technology, gaming platforms are now able to retain the previous benefits of entertainment and enjoyment while introducing self-governance and a direct return on investment in the form of a play-to-earn economy and decentralized voting. **For the first time, users can now be empowered to directly shape the future of the platform and have the possibility of retaining their monetary and time investment.**



# L A C K   O F   U T I L I T Y

The vast majority of the 4,000 plus Cardano based NFT projects create 2D character images as the **main output of their project**. These projects, while able to capitalize on the novelty of their art or design, often have very little to no underlying utility for the NFT owners.

With no ability to actually use their NFT in any meaningful, interactive way, both the project creators and owners are left to depend on individual loyalty, marketing hype, and additional sales to sustain their community and the development team. **More often than not, this results in the slow decline of the project and the eventual abandonment of the ownership community.**

In the case of the few projects that are actively developing additional interactive utility for their NFT holders, very few are seeking to develop any utility that extends beyond their own NFT collection.

Moreover, to the best of our knowledge, **no other CNFT project is seeking to provide widespread functional utility to 2D based character projects**, even though this category represents the majority of the CNFT ecosystem.





# C N F T I N N O V A T I O N

## The HashGuardians Universe seeks to unlock the vast potential of the 2D Cardano NFT ecosystem, bringing utility to projects of all sizes.

By focusing on an inclusive 2D gaming universe, HashGuardians is uniquely situated in the Cardano NFT ecosystem. The development time, costs, and requirements of a 2D universe are **greatly reduced** compared to those of a 3D application, while the potential customer base is **greatly increased** due to reduced hardware requirements (i.e. mobile users). This allows for a lean and agile approach as we develop our platform. We will be able to do more with less and move quickly to market.

Furthermore, this choice of a 2D universe was specifically made as it will allow for the integration of other existing or new CNFT projects, bringing a **new level of interactive utility** to the Cardano NFT community.

By creating an open gaming universe for Cardano NFTs, owners of other partnering 2D character CNFT projects will be able to enter, play, and collaborate together in a completely unique way. **It is our goal to enable growth, utility, and longevity across the CNFT ecosystem and not solely within our own NFT collection.** A 2D platform enables us to do this in an extremely accessible way and to reach an existing customer base in direct need of functional utility.

When this unique aspect of our project is combined with the attraction and proven demand for gaming content throughout the world, we feel that we are **uniquely suited to become a leading blockchain gaming experience**, and perhaps even the primary example of Cardano based blockchain gaming capabilities.

# G A M I N G   &   N F T   M A R K E T S

## **Video Game Market:**

Valued at US\$178.7 billion in 2021, the video game industry continues to be a highly lucrative sector with approximately 2.9 billion customers worldwide. Given a higher than expected year-over-year growth rate (14.4% in 2021), recent forecasts place the video game industry value at \$268 billion by 2025. Mobile gaming is rapidly establishing itself as the largest subset of the gaming industry, spurred by mass adoption in Asia (1.29 billion users) and rapid annual growth in Africa and the Middle-East (estimated 9.64% CAGR).

With its industry disruptive technology and ability to directly incentivize players, blockchain integration into gaming platforms is positioned to be a significant driving force in growth and adoption over the next decade.

## **NFT Market:**

The NFT market is experiencing explosive growth as it continues to progress towards mass adoption. In 2020, NFT sales totaled US\$340 million globally. In 2021, that number jumped to \$22 billion in sales volume, over a 6000% increase in just 12 months. In just the first 15 days of 2022, the largest NFT marketplace, OpenSea.io, recorded \$2.7 billion in sales.

As the NFT industry continues to evolve, a key emphasis is being placed on functional utility and the integration of NFTs into the larger video game industry. This disruptive technology will allow for players to trade digital assets earned in-game using smart contracts and peer-to-peer marketplaces, giving players the possibility of directly monetizing their gameplay investment for the first time.

# U P C O M I N G N E W S

## **HG Technologies:**

After 18 months of development, HG Technologies has created a number of blockchain tools and services centered around NFT utility and gameplay development. These services will be made available to partner businesses and include items such as financial reporting tools, Unity Engine integration with the Cardano Blockchain, and AWS-backed Cardano wallet integration features for Web 3.0 gaming and development.

**More information on HG Technologies Ltd. and our strategic vision can be found in the HG-Tech-Strategic-Vision document.**

## **Rangers NFT Collection:**

In partnership with World Mobile Token, the upcoming Rangers NFT collection will create an entirely new set of possibilities for the HashGuardians Universe. This collection will be a hybrid PFP collection, featuring premier quality art backed with our extensive utility benefits.

**For additional information on the Rangers NFT Concept, please see the Intro-to - the-Rangers document.**

## **HashGuardians Universe:**

After the launch of playable utility for all 10,000 NFTs, a rare accomplishment for any blockchain gaming title, our development is now focused on bring our preliminary health and combat systems online. This will enable the first multiplayer, player vs player features utilizing true NFT-based characters on the Cardano blockchain.

**For the latest info on HashGuardians Universe gameplay updates, make sure to follow our twitter: [@HashGuardians](#)**



# OUR FOUNDERS



**Florian Katzmarek**

CEO / Co-Founder

Flo is the CEO and Co-founder of HG Technologies. Beyond overall project management and overseeing the creative development behind the upcoming HashGuardians game, Flo is instrumental in the business and legal activities associated an NFT based gaming company.



**Alex Springer**

CTO / Co-Founder

Alex is our brain for all things technical. With over a decade of experience as a developer, he brings a vast amount of knowledge and capability to our team. Beyond serving as our CTO, Alex manages the gaming devs and directly works on our blockchain integrations.



**Danny Tekath**

Co-Founder

Danny is formed the heart and soul of the HashGuardians community during our earliest days. Prior to his daily work on the HashGuardians Universe, Danny was a well-known figure in the Cardano NFT Space, having served as a moderator and community leader on multiple original Cardano NFT discord servers.

# C O R E   T E A M   M E M B E R S

## **Karim Abdelghany**

### Creative Director

Karim is the creative genius behind the look and feel of the HashGuardians Universe. He designs the visual content for our media channels, and his art has defined the overall tonality and atmosphere of the HashGuardians content. Much of his creative inspiration comes from being a child of the 90s with a great love for classic arcade games.

## **Andrej Vaganov**

### Full Stack Developer

Andrej brings a great combination of prior experience and technical proficiency to our team. Having worked together with Alex (our CTO) as a consultant and developer, he was a perfect choice for our full stack developer. Beyond his work, Andrej is a passionate gamer and crypto investor, a blend that fits perfectly with our vision.

## **John Werner**

### Content Strategy | Business Development

With a background in mechanical engineering, manufacturing, and management, John uses his professional experience to support the team in multiple areas. Whether creating marketing strategies, assisting with in-game events, or working through strategic business development plans, John is happy to contribute wherever it is needed.

**In addition to our founders and core team members, we also work directly with two experienced unity asset designers and three additional gaming developers. At this time, there are eleven people working on the development of the HashGuardians Universe.**

# A D D I T I O N A L   I N F O

**HashGuardians Universe Website:**

[HashGuardians.io](https://HashGuardians.io)

**Medium Articles:**

[medium.com/@hashguardiansnft](https://medium.com/@hashguardiansnft)

**HashGuardians Gameplay Whitepaper:**

[hashguardians.gitbook.io/whitepaper/](https://hashguardians.gitbook.io/whitepaper/)

**HashGuardians Twitter:**

[@HashGuardians](https://twitter.com/HashGuardians)





# L I C E N S E   &   R E G I S T R A T I O N

## Company Details

HG Technologies Ltd.  
Phoenix Business Centre  
The Penthouse Old Railway Track Santa Venera  
SVR 9022 Malta  
[info@HashGuardians.io](mailto:info@HashGuardians.io)

## Regulatory Approvals & Licenses\*

Malta Business Registration  
MFAA FIT Accepted Utility Token License  
VAT Registration Number

*\*License and registration documents available upon request.*



ENTER THE UNIVERSE



Please direct all business inquiries to:  
[info@HashGuardians.io](mailto:info@HashGuardians.io)