

True Ownership on the Blockchain

# WHITE LLAMA PAPER

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Abstract: Upland is creating a virtual property trading game based on real-world addresses. It allows people to buy, collect, sell and trade the land in their city or elsewhere. True ownership is secured on the blockchain and rewards players with Upland's in-game currency UPX. In later versions of the game, people will be able to build upon their land and develop virtual locations.

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# EXECUTIVE SUMMARY

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Upland's mission is to bring the benefits of blockchain technology to mass audiences through gamified experiences.<sup>1</sup> Described by the media as "Monopoly on the blockchain"<sup>2</sup>, Upland allows players to buy, trade, collect and sell virtual properties. True ownership of all digital assets is the core value proposition of the game and is made possible by the use of blockchain technology. Upland is based on the EOS.IO blockchain software and runs on the EOS mainnet.

Upland's virtual property trading game is based on real-world addresses. Starting in June 2019 with a selection of properties in San Francisco, a limited number of people were given access as beta testers. Upland's initial version has demonstrated people's excitement and willingness to invest their time in the game in anticipation of the upcoming major game release, which will include the core game loops and features. A significant number of beta players have purchased virtual properties using [fiat money](#), showing the viability of the model; a proof that people will purchase virtual goods using fiat money, and the players' enjoyment of the idea and the vision of Upland.



Upland is setting up an open market economy based on true ownership. The objective is to create a sound economy that blurs the boundaries with the real world, providing a decentralized market where stakeholders interact directly with each other. In the initial phase, Upland distributes land ownership to players through gamified experiences. Players purchasing virtual property become Upland citizens: "Uplanders". In the near future, Uplanders will be able to add structures/buildings on urban land, develop rural and uninhabited areas in the game. Upland plans to open its platform to third party developers so they can provide additional experiences that become part of the Upland universe.

This paper mainly focuses on the initial phase of gamified land distribution but also offers foresight to some future developments. It has been published before all of the following features have been implemented and is subject to change.

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<sup>1</sup> Upland refers to the Upland game and the company, Uplandme, Inc.

<sup>2</sup> Coindesk: <https://www.coindesk.com/monopoly-style-blockchain-property-trading-game-raises-2-million>

## **PROBLEM**

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Traditional games usually provide simulated economies controlled by the game creators. In the vast majority of cases, these simulated economies do not offer a marketplace to trade or liquidate their assets.

“If you can’t sell, you don’t own it”: Most traditional games do not allow true ownership to players, nor do they allow players to monetize game creations or to resell digital assets. Players are not in control – the game creators are. This leads to frustration by players who spend a lot of time in a game and think of their creations, enhancements, and assets as their own. But in traditional games ownership is defined by centralized database entries which is under the full control of the game creators. These can be changed any time. Assets can be taken away or, in some cases, cease to exist when a game company goes out of business.

Lastly, traditional games don’t allow people to prove and verify the provenance of specific virtual items, which can lead to fraud, reducing further incentives for players to spend and create in a game.

## **THE BLOCKCHAIN OPPORTUNITY**

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Game economies can capitalize on the core benefits of blockchain technology: true ownership, a transparent ledger of records and trustless transfer of value.

Blockchain allows the creation of fungible tokens that serve as a bearer instrument that complements or, in an increasing number of cases, act as a replacement for fiat money. The success and growing excitement for Bitcoin and alternative cryptocurrencies are validating that there is a demand for non-fiat money which can fulfill the basic economic functions of money, i.e., functioning as a medium of exchange, a unit of account and a store of value. Fungible tokens are an obvious fit for implementing in-game currencies in an open market economy scenario.

In addition to fungible tokens, blockchain provides the ability to create Non-Fungible Tokens (NFT) which represent provable, unique collectibles. NFTs are being utilized for digital arts, digital property, and other applications where each tradable NFT has its own unique attributes and value. NFTs can be allocated to unique accounts. People can feel confident that they truly own an original asset and can verify their ownership on a public blockchain.

## **UPLAND’S SOLUTION**

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Upland is developing a virtual collectibles game that represent real estate properties; initially in San Francisco and later in other cities and regions worldwide. Properties can be bought, traded or sold. When sold or traded, the property changes ownership which will be recorded on the blockchain. Property ownership in Upland is independent of property ownership in real-life.

Upland created an in-game currency called UPX, which can be purchased for fiat currency in the Upland store. Properties can be bought for UPX and generate UPX earnings for their owners.



The game objective is to accumulate wealth in the form of properties and currency, as well as to ensure a constant flow of UPX earnings. Leaderboards will support the players to compare themselves with their peers. Upland properties are scarce resources: each property is unique and can only be held by one player at any given time.<sup>3</sup>

In the initial phase, property ownership allows players to complete collections and trade single properties in the marketplace. In the future, owners will also be able to develop their land in many creative ways.

Upland is a game that appeals to a variety of players, driven by different motivations:

- **Owning** the same property in both real-life and Upland, or being able to own virtual luxury properties that would be impossible to acquire in real-life
- **Trading, negotiating and dealing** with properties
- **Satisfaction** in completing collections
- **Fun-to-play** location-based experiences
- **Appreciation** of collectibles within the game, similar to real-life collectibles and limited-edition art
- **Participation** in a parallel economy where decentralized transactions between stakeholders enable a complete new type of value creation and exchange

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<sup>3</sup> Exceptions are landmarks and other selected plots of land which can have multiple holders.

## TOKEN USE

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Upland will provide two types of tokens:

1. **In-game currency “UPX”:** A fungible token on the EOS mainnet. UPX can be bought in the Upland store with fiat currency via 3rd party providers. Purchasing of UPX with cryptocurrencies is planned for the near future.
2. **Virtual properties:** A Non-Fungible Token (NFT) on the EOS mainnet which maps to real world addresses, including precise parcel boundaries. Upland has divided the world into 3m x 3m squares to define the parcel surface of a property. Those squares are also called “Up-Squares” or UP<sup>2</sup>. Each property consists of multiple UP<sup>2</sup>. Property NFTs in Upland are scarce because the world's surface geography is finite. Initially, properties can be traded on the Upland marketplace for UPX or other properties. Marketplace transactions in fiat are planned for the near future with cryptocurrencies to follow thereafter. Fiat proceeds for property sales will be maintained for an Uplander by a 3rd party provider that meets regulatory requirements for handling fiat funds in the U.S, and worldwide, and can be withdrawn by the Uplander at any point in time, or be used to acquire back other digital properties and assets in Upland.



## OPPORTUNITY FOR MASS MARKET AUDIENCES TO GET INVOLVED WITH BLOCKCHAIN

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Upland is built with players in mind who are not early adopters of cryptocurrencies and blockchain. There is no complicated management of private keys and wallets. Upland handles all the necessary steps in the background and is never exposed to the private keys for the blockchain accounts, which are handled by a wallet that is integrated into Upland's smart client. To get started, players only need to provide their email address and create a secure password and a user name. For payments, common methods such as Paypal, credit cards and in-app payment can be used.

# THE GAME

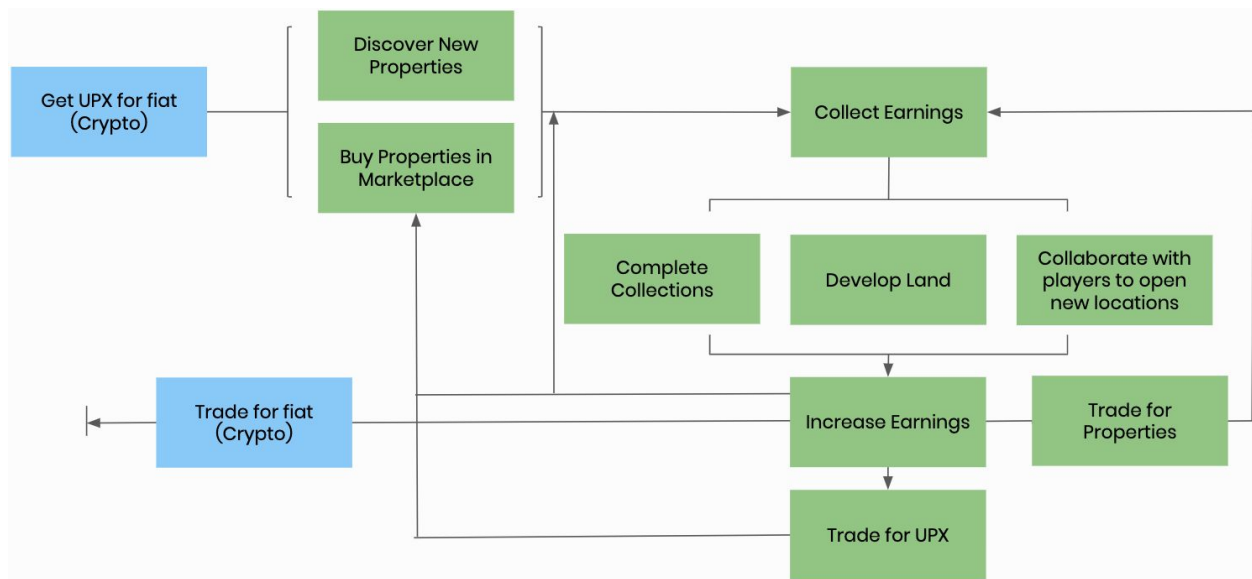
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Initial development of Upland started in September 2018. Since then, various concepts have been tested with early adopters and discussed with industry experts. In June 2019, Upland was released in a closed beta with very limited features to a small group of players who were able to purchase properties in San Francisco. Since then the company has been implementing frequent updates to the game and plans to launch its open beta in late 2019 / early 2020.

## GAME LOOPS

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The following diagram illustrates the initial game loops of Upland<sup>4</sup>:



Upland will at no point publish any particular gameplay strategy. The game creators will intervene only in cases where the stability of the overall or a local economy is at risk, software bugs or loopholes that lead to the exploitation of other players, unfair advantages, etc.

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<sup>4</sup> Upland will add over time additional payment methods (local methods, crypto).

## ACQUIRING PROPERTIES

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With the release of open beta, players will have various ways to acquire properties:

- **Block Explorer:** Each player has a game piece called a “block explorer” that roams randomly through the streets of a city and helps to discover new places. Players will be able to buy properties the block explorer has visited and unlocked last. They can collaborate with other players to send their block explorer to different places through the other players’ properties.
- **Player’s location:** Players can use their mobile phone to magnetize their block explorer to their physical location and purchase available properties around them.
- **Marketplace** is where players can offer their properties for sale or make offers to other players who own a desired property. All offers in UPX for properties require that the offered amount is put into an escrow. Upland’s in-game messaging system will allow the players to accept or reject incoming offers. Properties for sale on the marketplace will appear on the map alongside with the initial offers made by Upland.
- **Mystery Packs** include multiple properties and can be purchased in the Upland store. The total property value of a pack is transparent. Players can assume that they will not need all properties of a pack for completing collections. They can either keep these properties or sell them to other players in the marketplace.
- **Paper Deeds** include QR codes representing a property. Players can obtain paper deeds via marketing campaigns or from other players and add the respective property to their account.

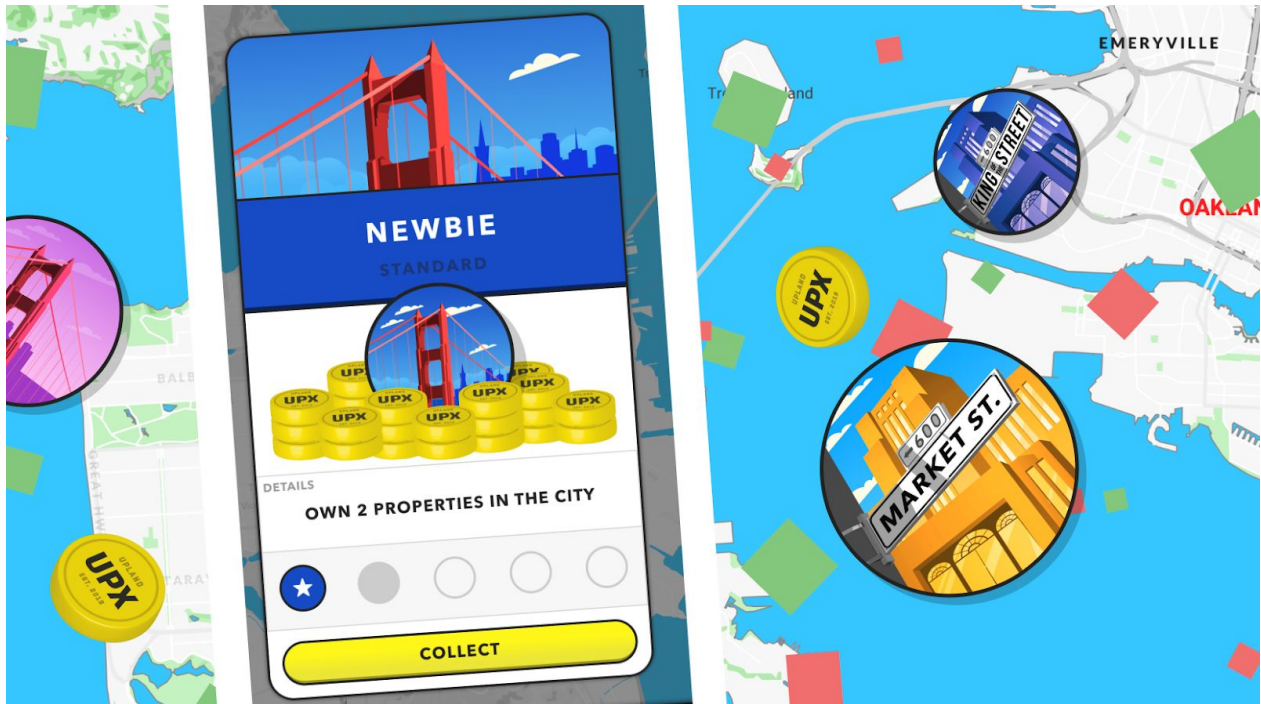
## EARNING UPX AND COMPLETING COLLECTIONS

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As long as players hold their property they earn recurrently UPX. These recurrent earnings can be boosted by completing a predefined collection of properties in the same area or with similar characteristics. Each collection will require a fixed number of properties to complete to receive the UPX earnings boost as well as a one-time UPX reward.

For example, players need to collect three properties in San Francisco to complete the “San Franciscan Collection”, or three properties in the same street to finish the “King of the Street Collection”.





Collections have different levels of difficulty. The harder they are to complete, the more UPX can be earned.

Some properties will fall into more than one collection, and players can switch properties freely between different collections. A property cannot be used in two different collections simultaneously and the one-time completion bonus can only be claimed once.

## **User Identity and Accounts**

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With the release of the open beta, Upland will offer a free-to-play opportunity to start playing the game without having to necessarily monetize from the get-go. It invested tremendous efforts in shaping up a holistic solution that hides complex technology behind managing blockchain identities, and at the same time makes sure the business model for the game will be sustainable in support of mass audiences. Following are the core components that comprise this solution, starting with Upland's integrated wallet.

Upland uses the mainnet of the EOS blockchain to register and store the game's assets, starting with property NFTs which mirror real-world addresses and geo-boundaries, and UPX, the fungible token and Upland's virtual currency.

A proprietary wallet is integrated into Upland's smart game client, which not only securely handles the account's private keys, but also handles account creation and transaction signing. Upland will never have access to any player's private keys, and Upland can never sign transactions on behalf of the player.

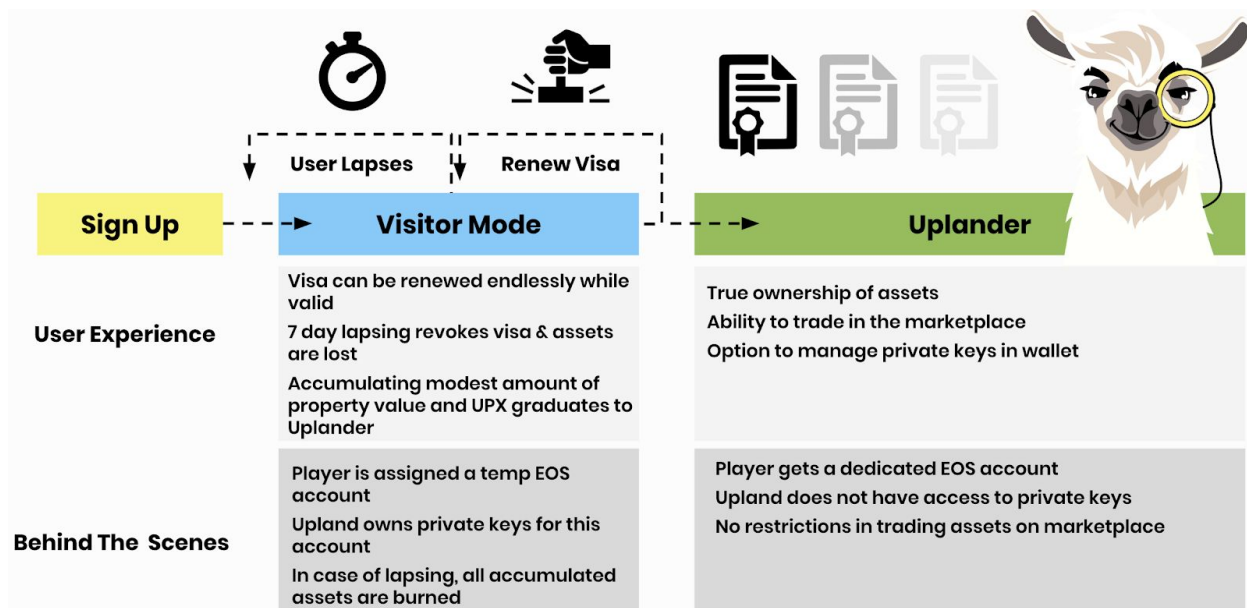
Because Upland’s EOS accounts are dedicated to holding Upland assets, Upland is also responsible for staking all resources for operating these accounts. To manage these costs, Upland uses a player tier system:

### Visitors

Players start out in Upland as visitors. In this phase, their Upland account is associated with an EOS account that is owned by Upland (i.e. Upland owns the private keys for that account. Upland maintains a pool of these accounts to support visitor activity). If a visitor’s game activity lapses for more than seven days (a duration setting which may change as the game evolves), the assets that were accumulated under that account (UPX and properties) are recycled back in favor of the community. For that purpose, Upland offers the user-facing metaphor of Visa Renewal, which visitors can perform at any time for free to extend their free play tenure with Upland and to signal their continued engagement and interest in the game.

### Uplanders

Once visitors accumulate a net worth (combination of UPX balance and value of owned properties) of 10,000 UPX (a value setting which may change as the game evolves), they graduate to become Uplanders. At that point, the Upland smart client generates new private keys that are unreadable to the Upland backend and creates a dedicated EOS account to be associated with their Upland account. All digital assets are then transferred from the free play EOS account to the newly-created dedicated EOS account and the Uplander can enjoy true ownership of digital assets forever. At the same time, Upland loses any access to owned digital assets. Finally, the EOS account that was previously associated with the visitor account is recycled for reuse with the next visitor to sign up to Upland.



## **UPLAND ECONOMY**

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For Upland's economy, it is paramount that UPX is perceived as a stable currency by its citizens, the Uplanders. They should not worry about excessive inflation or deflation and shall trust that price fluctuations are driven by market forces, hence by property supply and demand. The open question is how UPX shall be governed, especially in the early days, when the overall economy has not yet reached a steady state.

## **PRICE DETERMINATION**

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When Upland launches in a new city or region, initial prices will use the real-world prices as references. Locations that are more expensive in real-life will initially be more expensive in Upland.

In San Francisco, Upland has used a publicly available database to calculate the initial property prices. It was decided that the cheapest property in the lowest cost per square feet neighbourhoods should be in the \$2-8 range and from there a mathematical function was applied to calculate property prices in other neighbourhoods.

Property prices on the marketplace are driven by supply and demand. It is expected that the pricing structure will over time deviate from its real-life counterpart because there will be other influencing factors. For instance, collections will impact supply and demand for certain properties. The pricing of unminted properties will be influenced by Upland's market developments, hence when they are offered for the first time, they will have the general Upland market effects priced in.

## **CENTRALIZATION VS. DECENTRALIZATION**

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Upland continuously strives to optimize the monetary policy so the overall cost for its economy will be minimized. In general, there will be a mix of centralized and decentralized decision making.

There are strong arguments to start out with a more centralized monetary policy – including game design decisions – as long as the economy is in its infancy state, to cope with a variety of aspects: In the beginning there are yet too many unknowns how players will behave, how local and regional markets influence overall UPX demand, what impact collections have to property prices, and many other (market) factors. Also, unforeseen activities of a small number of participants who are trying to “trick the system” can have large impacts in the early days of the game and destabilize the whole economy.

In the long term, once there is a critical mass of Uplanders, less opportunities to trick the system and the economy is perceived to be stable enough, more decisions and responsibilities shall be transferred to the community via on-chain governance. The latter might be combined with the delegation of some decisions to skilled representatives of an independent foundation.

## TOKEN POOLS

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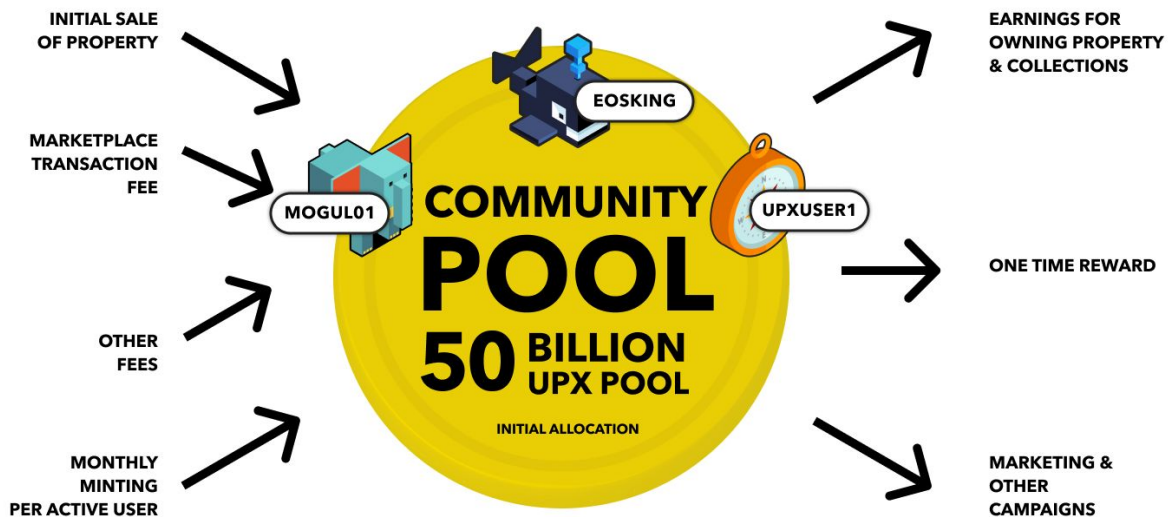
Upland payment streams and inflation are designed in such a way that they

- benefit and nurture general gameplay
- create a sound economy with a trusted currency
- Support daily operations
- Further develop the platform

To simulate a more realistic economy, UPX tokens are pre-inflated where \$1 equals 1,000 UPX. Initially, 100 billion UPX have been minted and allocated to two pools, which are called the “Upland Pool” and the “Community Pool”:



**Upland Pool (above):** 50 billion UPX have been allocated for selling UPX for fiat (and later for crypto) to players. The fiat proceeds are used to fund the operations of Uplandme, Inc. the company behind Upland. To ensure funding of the continuous development and growth of the platform, the Upland pool receives a variable amount of UPX per active player (newly created by the Upland minting system):



**Community Pool (above):** 50 billion UPX have been minted to run and sustain the economy. This pool is characterized by multiple UPX inbound and outbound streams. The following list is not exhaustive and subject to change over time:

- Funds in:
  - Proceeds from the initial sale of a property
  - Marketplace fees which occur when two players transact
  - Other potential fees
  - Weekly fixed and variable amounts of UPX (newly created by the Upland minting system)
- Funds out:
  - Recurrent / boosted earnings for owning properties
  - One-time rewards for completing collections
  - Marketing and other campaigns (e.g. location drops, promotions)

The following is a short illustration how funds flow in the economy from one player's perspective:

1. Player "Mogul" decides to purchase UPX in the store for fiat.
  - a. UPX are transferred from the Upland pool to Mogul's account.
  - b. Upland collects the fiat (minus payment gateway fees).
2. Mogul buys a mystery pack with 10 properties in the store for UPX.
  - a. The properties are added to the player's account.
  - b. The UPX for the pack are allocated to the community pool.

3. Mogul keeps 3 properties for later purposes.
  - a. The community pool allocates recurrent earnings to the player's account.
  - b. Mogul manually collects recurrent earnings in the app.
4. Mogul uses 4 properties to complete two collections.
  - a. The community pool adds two one-time rewards to the player's account.
  - b. For each property in the collection, the recurrent reward gets boosted.
  - c. Mogul manually collects the one-time and recurrent earnings in the app as part of the gameplay.
5. Mogul offers 3 properties for UPX on the marketplace.
  - a. All 3 properties find buyers who are accepting Mogul's offers
  - b. Each buyer pays the ask and the proceeds are added to Mogul's account.
  - c. Mogul and the buyers have to pay each a fee of 5% of the respective purchase price. These fees will be added to the community pool.

# MONETARY POLICY

Over time, Upland will choose from a variety of monetary policy instruments, always with the objective of ensuring a stable economy and trusted currency. Example of initial instruments to manage money supply, demand and velocity in no particular order are:

- Adjustments of marketplace and other possible fees
- Marketing and other campaigns
- Change of one-time reward boosts, and recurrent earning level
- Quantity of initial property releases by Upland
- Initial pricing structure of properties
- Opening of new regions
- Exchange rate

The initial parameters are the following<sup>5</sup>:

Dynamic Parameter	Initial Value	Description
Yearly Earnings on Property (YEP)	17.3%	An interest paid out from the community pool to owners which can be collected in parts every 3 hours
Boosted Earnings for completed collections range	1.1X - 3X YEP	A boost for the interest applied for properties that are maintained as part of completed collections
Transaction Community Fees - seller	5%	Commission paid by seller to be put back into Community Pool
Transaction Community Fees - buyer	5%	Commission paid by buyer to be put back into Community Pool
UPX to \$1 Exchange Rate	1,000	Exchange rate between UPX and USD
UPX Minted Monthly to Community Pool per ADAU	160	Amount of UPX minted monthly into Community Pool
UPX Minted Monthly to Upland Pool per ADAU	160	Amount of UPX minted monthly into Upland pool
New user UPX signup bonus	3,000	UPX signup bonus for new users (recoverable for Upland in case visitor lapses before graduating to Uplander)
Net-worth (UPX) Required to	10,000	Net worth (combination of UPX balance

<sup>5</sup> Some of the parameters will be implemented over time.

become Uplander		and value of owned digital property) required to graduate from Visitor to Uplander
One-Time Collection Reward Range (UPX)	1,000 - 100,0000	Range of one time reward for completing a collection (varies by collection difficulty level)
Explorer Teleportation Fee (UPX)	40	Amount of UPX required for Uplander to move their block explorer to a property owned by another Uplander (can be configured by owner)

Upland has not fixed a total UPX token supply at its early stage and will carefully observe developments of the economy growth and stability before considering a potential cap.

## DECENTRALIZED TRANSACTIONS

Over time, Upland will provide capabilities for its citizens to interact directly with each other without the involvement of Upland. The following examples illustrate what kind of transactions between Uplanders could be possible:

- Travel/Transportation: “Mogul” offers “Traveler” to teleport Traveler’s block explorer via Mogul’s properties from one region to another for a fee
- Banking/Finance: “Banker” qualifies as a financial institution in Upland, opens a bank on her property and offers services such as loaning UPX to other Uplanders
- Artists: “Designer” creates custom, limited edition block explorers (as NFT’s) such as unique looking fantasy cars and sells these to other Uplanders on his “car dealership” property<sup>6</sup>

The more decentralized transactions occur, the less the economy needs to rely on centralized subsidies. Therefore, Upland expects that payouts via the pools will decrease in the future.

## BUSINESS MODEL: PLAY TO OWN

Utilizing blockchain technology to create real-world economies for games opens up a completely new way of how the ownership of assets can be treated and assigned. It provides a new kind of value proposition which better aligns players and operator incentives.

Traditional games and their business models such as “Freemium”, “Free-to-Play” or “Pay-to-Play” fall short by *not* offering true ownership to players. Creating a real world economy in games was previously seen as disadvantageous to operators because they are competing against their customers/players when the latter are allowed to resell. When players buy an asset in the

<sup>6</sup>In the future players may bring digital assets (NFTs) from other games to Upland and use/sell it there



traditional free-to-play model, they are only getting entertainment value out of it and consider their investment as a sunk cost.

Traditional games are based on centralized database entries. These can be changed at any time by a game operator with the consequence that assets can be taken away from a player. Also, when a game operator goes out of business, all of the assets go down with him.

The use of blockchain technology allows Upland to introduce a new business model category called:

### **“Play to Own”**

Just like in the business model “Free-to-Play”, players in Upland can start playing for free (see also the chapter [User Identity and Accounts](#)). However, in play-to-own models, any digital item acquired by the player always carries a tangible value as it can be liquidated in a marketplace or in a peer to peer transaction. Ownership gives people a sense of security and status and they can feel a sense of ownership pride. When people take ownership of something, they are inspired to care for it in numerous ways, including creative embellishments as well as ongoing maintenance. Just as in the real world, a house owner will always invest more time, money, and effort to keep his house in good condition while a tenant normally doesn't do so to the same extent.

Upland's core assumption is that the perceived value of truly owned digital assets is substantially higher compared to the one in traditional business models. Play-to-own has the potential to be applied in any game, increasing customer lifetime value, engagement, and retention. It opens up new revenue opportunities which have not been possible before.

Upland's hypothesis is that play-to-own creates a superior value proposition for both the players and operators. In the long run, players will choose to play these types of games over traditional ones and spend more money because of ownership security.

# TECHNOLOGY OVERVIEW

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Upland makes use of a hybrid backend that combines a standard gaming stack for managing core gaming functions such as game logic, visualization, and content management, and a blockchain layer that serves to enable Upland's core concepts of true ownership of all digital assets and an open economy.

## THE BLOCKCHAIN LAYER

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Upland utilizes the EOS mainnet for implementing its blockchain layer. EOSIO technology offers several advantages that appealed to Upland's requirements when compared to other potential public blockchains. Among those advantages are:

- The ability to stake resources in favor of Uplanders, ridding players of the requirement to pay for transaction fees.
- EOSIO's elaborate permissions scheme, enabling the technological innovation in making Upland accessible to players who are not tech-savvy, while still maintaining the benefits of True Ownership and open economy.
- Superior transaction processing speed that is required to support a mass-consumer-adopted game.
- A strong and active developer community, backed by a committed founding entity, [Block.one](#).

## TOKEN IMPLEMENTATION

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All digital assets in Upland are maintained on the EOS mainnet as follows:

### *UPX*

Upland's virtual currency UPX is derived from the EOS token smart contract. For regulatory reasons that require ensuring that UPX is strictly a utility token meant for use inside the Upland ecosystem, UPX transactions require the multi-signing of both the owner and Upland.

### *VIRTUAL PROPERTY NFT*

Each virtual property in Upland matches one-to-one with a physical address in the real world that is represented by a parcel comprising unique geo-boundaries. To avoid conflicts in parcel boundaries, and to enable the future ownership of parts of the world that do not fall under official addresses, the smallest unit of ownership is identified by an UP<sup>2</sup> - which is a 3X3 meter square that has a unique geo-location in the world. A property NFT is then comprised of a collection of one or more UP<sup>2</sup>.

On the EOS mainnet, all minted properties are identified in a multi-index table along with the array of comprising UP<sup>2</sup> IDs and the owner EOS account ID. Upland also exposes a smart contract action that allows anyone to provide an UP<sup>2</sup> ID and decode it to return its precise and unique geo location in the world.

## **SMART CONTRACT**

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The Upland Smart Contract provides actions to allow the following:

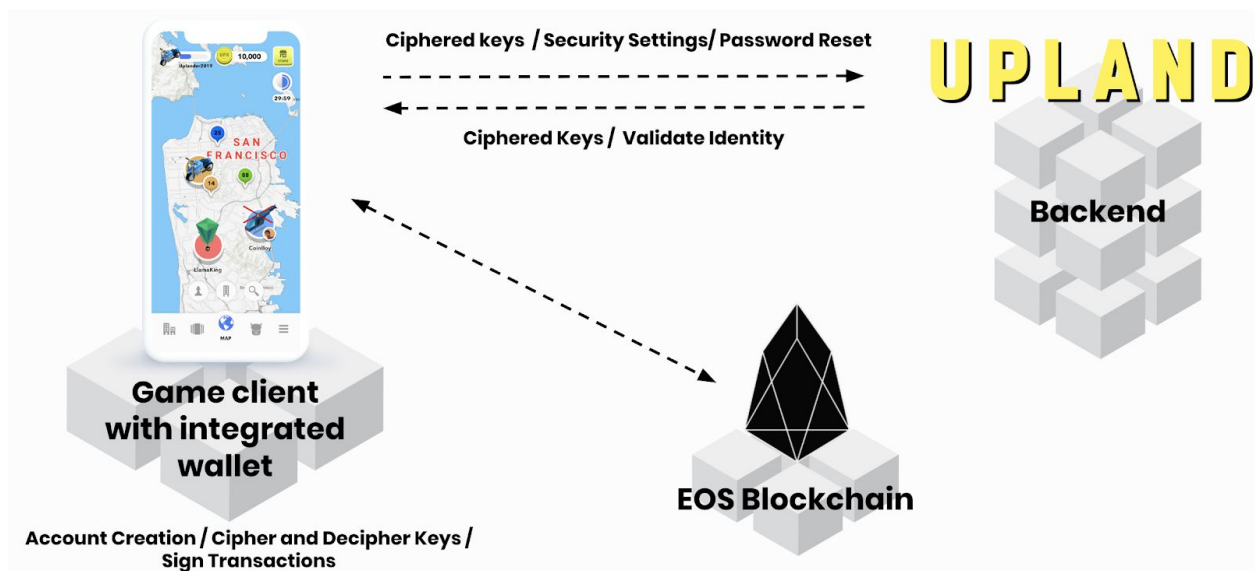
- Minting new properties under ownership of Uplander EOS accounts
- Putting properties up for sale on escrow
- Removing properties from sale
- Buying properties which are owned by other Uplanders and are on sale
- Making escrow-based buy offers for properties owned by other Uplanders
- Accepting or rejecting buy offers made by other Uplanders
- Collecting UPX earnings for owned properties
- Allowing an owner to burn (un-mint) their own property (this action is required for support of the Upland free play model)

Smart contracts are audited by Quantsamp, final reports are posted on [Upland's website](#).

## UPLANDER USER ACCOUNTS

Upland makes use of a proprietary wallet coded into its smart client to communicate directly with the EOS mainnet and sign transactions on behalf of the player. The main purpose of this methodology is to allow non-tech-savvy players to play the game, while still enjoying the benefits that are made available by the use of blockchain technology, and allowing the players to play the game using different devices and different platforms.

User-owned private keys for EOS accounts associated with Uplanders are encrypted on the client level and can only be decrypted with the player's credentials. In cases where players lose access to their credentials, Upland offers a password recovery (and account permissions resetting) process which is based on email authentication, and per the player's preferences, can be strengthened with 2-form-authentication using a phone, and/or adding security questions. For the more tech-savvy players, Upland will also offer the option to generate a new set of private keys for EOS account operations, to be stored and maintained using a local wallet such as Scatter.



## SUMMARY AND OUTLOOK

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Blockchain today is still seen a complicated technology, difficult to understand and to use for a non-technical versed person. Upland's ambition is to change that and to live up to its mission: to bring the benefits of blockchain technology to mass markets through gamified experiences.

To make it appealing and accessible to a broad audience, Upland developed several features that simplify the use of its game. For instance, instead of having the need to deal with complicated private keys and wallets, players get a smart wallet which is integrated in Upland's game client which obfuscates the difficult requirements of blockchain technology to a player.



Upland's core value proposition is to provide true ownership of any digital asset to its players. In its first phase, it will - in a gamified way - distribute real estate properties that are based on real world addresses. Ownership in the real world deviates from the one in Upland. However, from Upland's perspective, nothing prevents the owner of a property in the real world to acquire the same address in Upland.

The objective of this game phase is to accumulate properties and the in-game currency UPX. Upland integrates multiple mechanics that help players to increase their wealth. Ownership of a property allows to frequently collect UPX earnings. The latter can be increased by completing one of the many collections which can have different difficulty and reward levels. There will be various other ways to earn UPX, like charging other players for services related to their property ownership or participating in mission and tasks that reward with UPX.

In the next phase of the game, players can erect buildings and other structures on their properties, utilize rural land for farming, mine resources, and other activities. Thereafter, once a critical mass of Uplanders has been reached, an open platform approach will allow third party developers to provide decentralized apps. These apps shall further enhance and expand the possibilities for the players, also by applying emerging technologies such as Virtual and Augmented Reality.

Upland, so the vision of its founders, will be one day a self sufficient and thriving economy derived from “True Ownership” where creativity and business sense create new opportunities one cannot imagine today.

To life, liberty, and property.

Please send your comments and ideas to [ideas@upland.me](mailto:ideas@upland.me).

## ORGANIZATION AND TEAM

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Upland is a privately held company funded by private investors and venture capitalists. The company's headquarters is in Silicon Valley with a development team in Mykolaiv, Ukraine and community team spread throughout Europe and Asia. The founders are:

### **Dirk Lueth, PhD,**

<https://www.linkedin.com/in/dirklueht/>

Serial entrepreneur, mentor, and advisor, Dirk has been in the technology industry for more than 15 years, co-founding four startups and raising millions of dollars for his ventures. He has served in various C-level positions of large scale companies and has mentored 30+ startups. Dirk studied in Frankfurt and Paris and received a Ph.D. from the European Business School where he wrote his doctoral thesis about private and state-controlled currencies.

### **Mani Honigstein**

An experienced executive and investor, Mani has served as a CEO, partner, advisor and a board member on investment funds, as well as in technology companies, over the past two decades. He has more than 10 years in the gaming and algo trading businesses. Mani studied at the University of London and Harvard University.

<https://www.linkedin.com/in/manihonigstein/>

### **Idan Zuckerman**

A seasoned entrepreneur and executive, Idan has led both Product and R&D organisations as VP of Product and VP of R&D in the technology industry over the past two decades. His experience in gaming spans 10 years, and he has been a member of the founding team and an executive in RocketPlay, a company that was successfully acquired by American Gaming Systems. Idan studied at the Open University of Israel.

<https://www.linkedin.com/in/idanzuck/>

## CONTACT

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## DISCLAIMER

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This document is not final and will be updated from time to time.

The purpose of this White Llama paper is to provide selected details about the gameplay and the economy of Upland. The information set forth in this document may not be exhaustive and does not imply any element of a contractual relationship.

Nothing in this document shall be deemed to constitute a prospectus of any sort or a solicitation for investment.

If you have any questions about the game please contact us at [info@upland.me](mailto:info@upland.me)