

XXXX



XXXX

SEED INCIDENT LITE PAPER

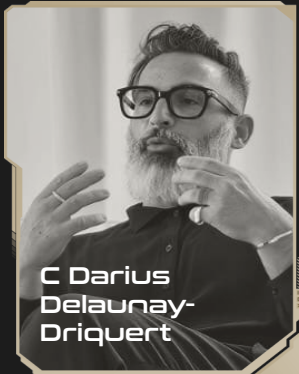
XXXX

ver.01

Contents

1. Who is Seed Incident?	3
1.1 Team	3
2. Introduction	5
2.1 Originality – Problem solved	5
2.2 Business Premise	6
2.2.1 Market and key figures	7
2.2.2 Marketing Strategy	7
2.2.3 Competition	9
2.3 Use cases	10
2.3.1 Story Driven Gaming	10
2.3.2 Investment Opportunities	11
2.3.3 Positive Social Impact	11
2.3.4 Brands, advertisement & Product Placement, and Partnerships	12
3. Tokenomics	13
3.1 Objectives	13
3.2 Revelation Tokens	14
3.3 Play It Back ecosystem	14
3.4 Value flows	15
3.5 Golden Hearts program	16
4. Security and Audit	16
5. Governance & Dare Retro DAO	16
5.1 Presentation	16
5.2 Quadratic Voting	16
6. Roadmap	17

Who is Seed Incident?



President & Co-founder

a Design Thinking expert with extensive entrepreneurial background that has taken him around the globe and into numerous industries (Mass consumer goods, Fashion, A.I., Defense Tech, Quantum Physics, Sustainable Energy, Environmental Tech, the Champagne Industry, Hotels/Restaurants/Bars and more ...). Darius' work has been prominently featured in numerous prestigious international venues, embassies and private collections around the globe, including the World Design Capital in Seoul, the International Design Biennale in Saint Etienne, and most recently at Bikaner House in New Delhi. Darius and his teams have been working with some of the most recognizable brand names & companies around the world from Nike, Marvel, The House of Marley, Microsoft, Areva, the Kase Worldwide, Bern Unlimited, RedBull and many more...



Director of Product & Co-founder

Jean-Laurent brings 20 years of expertise in IT, blockchain and project management, with a Bachelor's in Computer Science and experience at Nestlé, Société Générale, and the WHO. A blockchain pioneer since 2014, he has contributed to projects like Nxt, tokenomics frameworks and white papers, specializing in wealth fund management, blockchain architecture, and security technologies. Leveraging his deep knowledge of DeFi and emerging technologies, Jean-Laurent is transforming gaming ecosystems with decentralized, user-focused solutions. As the driving force behind Seed Incident, he led the creation of Kafka Effect, merging real-world value with innovative play-to-earn models to redefine blockchain entertainment and sustainable digital economies.



CMO & Co-founder

Jeanne has 34 years of global experience in marketing, strategic brand development, and corporate leadership, with a background in law and business ownership. She has served as CMO and Strategic Planning Director, driving growth and competitive positioning across diverse industries. Jeanne has worked with leading organizations such as CNN International, Korean Broadcasting System, Standard Bank Africa, British American Tobacco, WPP GROUP, Geometry Global, and Emirates Consortium LLC. In addition to her corporate roles, she has shared her expertise by lecturing MBA students in Europe, focusing on brand strategy and market dynamics.



Jérôme Lefesvre

Financial Advisor

With over 28 years of experience in equities, derivatives & portfolio management, Jérôme has a deep understanding of both traditional and decentralized finance. Holding a Master's in Finance from Université Paris Dauphine and certifications from the AMF, he has worked with leading financial institutions and private wealth firms. He specializes in risk management, quantitative trading strategies, and crypto asset allocation. A dedicated educator, he also lectures in financial markets, training the next generation of analysts and traders. With a sharp analytical mindset and a strong strategic vision, Jérôme ensures financial stability and sustainable growth in the evolving world of digital assets.



Kevin Arbouin

Chief Technical Officer

With 18 years of expertise in developing high-traffic applications and managing cloud infrastructure, Kevin has successfully guided companies across various industries to achieve their technological and business objectives. His diverse experience spans banking and insurance (BNP Paribas, MGEN), industry (Dacia UK), transport (Shippeo), media (France TV, Le Monde), and defense sectors. Kevin specializes in leading organizations through transformative change by leveraging his skills in change management, training, technical expertise, and architectural design. His passion lies in driving organizational growth and fostering innovation to help businesses thrive in a rapidly evolving digital landscape.



André Rodocanachi

Chief Growth Officer

André has gathered over 20 years of International Marketing & Sales experience in various industries from Automotive to Luxury. Especially knowledgeable about omnichannel sales and digital transformation, André has participated in setting up and launching e-Commerce businesses for major players such as Fendi and Steelcase.



Razali Samsudin

Chief Community Officer & Impact Web3 Advisor

Razali brings 18+ years of expertise in building purpose-driven communities, with a background in economic and social policy, and Masters Degrees in Sustainability and Environmental Technology from Dauphine University, and Imperial College. 5+ years of professional experience in Web3, blockchain, and impact-focused initiatives, Razali has led global efforts to drive positive impact in decentralized ecosystems, having worked with numerous blockchain founding entities, UN agencies, startups and NGOs.



Vision and Mission:

Vision of Seed Incident

A world where gaming creates real change, empowering players to make a positive impact while having fun.

Mission of Seed Incident

Our mission is to flip the script on gaming and giving, crafting unforgettable adventures where players don't just shape virtual worlds—they make a difference in the real one.

Powered by Web3 and blockchain, we're bringing transparency and trust to funding real-world causes, turning every win into a step toward fixing the broken charity and philanthropy sectors.

Join us in the ultimate campaign where play meets purpose, and together, we'll redefine what it means to be a hero.

Introduction

Problem:

The charity and philanthropy sectors face challenges with transparency, donor engagement, and sustainable funding.

Solution:

Seed Incident addresses these issues by integrating gaming with real-world impact, allowing players of Kafka Effect to support charitable projects while earning rewards. Through digital assets and the Play It Back

Initiative, charitable giving is transformed into an investment opportunity, creating lasting value for both donors and causes.

Seed Incident is a gaming and entertainment company, building Kafka Effect, a game that combines immersive gameplay with real-world impact.

In partnership with Swiss Foundation, Giving Back, players of Kafka Effect are empowered to drive positive change through play, where their choices and actions support charitable projects in need of funding and exposure.

The core mission is to revolutionize charity by introducing Profitable Philanthropy through its Play It Back initiative, which turns charitable giving into an investment opportunity. By awarding digital assets to Giving Back donors in exchange for their contributions, Seed Incident provides real value to donors. These digital assets can be used in the Play-to-Earn game to unlock tokens or prizes sponsored by external partners as part of their marketing and PR campaigns. Players don't just contribute to meaningful causes—they gain rewards and create lasting impact while enjoying a seamless blend of entertainment, purpose, and innovation.





Unique Solution

In addition to adding value to charitable donations, which often lose value over time, Seed Incident's first game, Kafka Effect, is pioneering and developing further the concept of a true Play-to-Earn (P2E) game, with Play-and-Earn, and Play-to-airdrop rewards for gamers. Unlike early P2E games, Kafka Effect harnesses the influence of brands and institutions to inject external value into the game, which is then distributed to players through various actions and behaviors that align with the interests of these partners. Since this P2E model is sustained by outside contributions, it moves away from the Ponzi-like structure of earlier games, where funds from new players were used to reward early adopters.

Kafka Effect also introduces a new paradigm, where in-game actions can have real-world impacts—not only for players but also for charitable causes, brands, institutions, and independent creators.

Additionally, Kafka Effect will expand beyond these roles, as Seed Incident is committed to delivering a story driven game where stunning visuals complement innovative and fun gameplay, offering multiple paths for exploration to suit a wide range of players.

Business Premise

By creating immersive gaming environments that integrate both players and key real-world actors, Seed Incident paves the way for new communication channels between brands or institutions and the vast, untapped market of global gamers across all ages, genders, and nationalities.

Kafka Effect is the first game of its kind, designed for brands and institutions to engage with players in a fun and non-intrusive manner—unlike traditional ads seen across media. By delivering messages through gameplay, it fosters deeper engagement and builds strong, active communities, rather than targeting passive audiences.

To appeal to a wide variety of players, Kafka Effect has been developed with diverse playstyles in mind—from solo adventurers and guild enthusiasts to combatants, strategists, and fans of both science fiction and fantasy. This approach attracts a broad gaming community, making it an ideal platform for Seed Incident's clients who seek to reach a large, engaged audience.

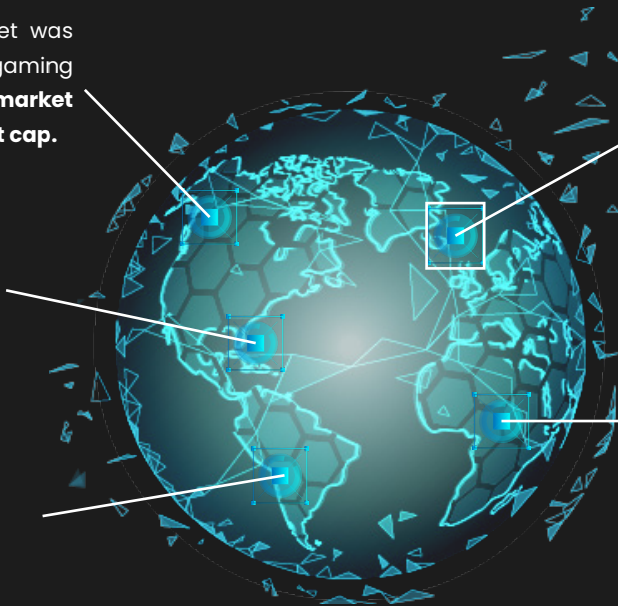


Market and key figures

The global video games market was \$218.4B in 2023. The crypto gaming market is birthing, with a **\$20B market cap** in 2024, like the **NFTs market cap**.

There are about 1.8B millennials, 38% (684M) of which want to play metaverse games

The Web3 gaming segment was worth \$24B in 2023, and is expected to triple by 2027



72% of gamers aged 18 to 35 are keen on earning money or rewards through gaming, which is strong evidence of the gaming industry's interest for P2E models

71% of crypto users are already charity donors, which plays directly into the Pay it Back initiative's marketing pitch

SOURCES:

1. NIELSEN SUSTAINABILITY REPORT 2023
2. STATISTA 2023
3. DELOITTE'S DIGITAL TREND SURVEY 2023



Marketing Strategy

Objective

Establish Seed Incident's digital presence, increase X (Twitter) followers, drive community engagement and attract crowdfunding interest through phased engagement.

Timeline

3-Month Plan in structured phases:

1. Community engagement & growth.
2. Referral program (Golden Hearts) & content expansion.
3. Influencer & Key Opinion Leader (KOL) collaboration.

Phase 1:

Community Engagement & Flow Optimization

1. ClaimR Airdrop & Quest Campaigns: Distribute points (giving rights to future tokens) through tasks like joining Telegram or Twitter. Integrate ClaimR directly on-site to drive engagement.
2. Twitter Growth: Post 3-5 daily updates, highlighting Seed Incident lore, P2E tokenomics and run engagement activities like polls and hashtag campaigns.
3. Community Recognition: Highlight top community contributors with in-game rewards.

Phase 2:

Deepening Engagement & Referral Program

1. Telegram Channel: Launch a structured channel with FAQ bot and mini-games for engagement.
2. Referral Program: Incentivize user referrals across Twitter and Telegram with points and a leaderboard.
3. Content Bounties: Reward users for creating Seed Incident-related content (e.g., videos, articles).

Phase 3:

Influencer & KOL Collaboration

1. Influencer Partnerships: Collaborate with crypto and gaming influencers to expand reach.
2. KOL (Key Opinion Leaders) Rounds: Arrange partnerships with international influencers to build global interest.

Digital Presence & Community Engagement

1. Website & Mobile Platform: A seamless site for user interaction, updated with dynamic landing pages, product details and FAQs.
2. Interactive Content Engage users through contests, live events, and consistent SEO driven updates.
3. Online Community Spaces: Establish forums and social groups for direct feedback, product news, and Q&A sessions.

Measuring Success

1. Dashboard Setup: Use Google Analytics, Twitter Analytics and Telegram Analytics for tracking growth and engagement.
2. KPIs (Key Performance Indicators): Monitor Telegram/Twitter growth, wallet holders, content performance and ad impact. Adjust quarterly based on results.





Competition

No game has successfully implemented a functional P2E mechanism, nor has any integrated charitable funding into its core business model. Additionally, NFTs are still a relatively new concept, and our research has shown that few alternatives provide practical, utility-driven NFTs like ours. Profitable philanthropy represents an untapped market with immense potential, ready to be developed.

Use cases

Story Driven Gaming

Kafka Effect: A Dystopian Adventure

Year 2062. Earth.

In a world reshaped by advanced technology and mysterious forces, survivors uncover profound changes in humanity and the universe. People with strange powers emerge, androids gain consciousness, and forgotten knowledge resurfaces, sparking new questions about life and existence. Players will form teams of adventurers, each driven by unique goals –whether seeking power, helping others, or uncovering the mysteries of “The Essence.”

In Kafka Effect, an immersive Play-to-Earn MMORPG, players’ choices shape the fate of a world rising from the ashes of the old. They battle formidable foes, explore ancient secrets, and tackle philosophical dilemmas in a richly evolving world. Their Digital Asset –characters, gear, and assets– are theirs to trade, rent, or auction, growing in value as they become compatible with future games.

With each new season, the game expands, offering opportunities to build cities, shape economies, and eventually explore outer worlds.

Kafka Effect: A World Beyond Battle



Kafka Effect offers a wide range of experiences, catering to different playstyles:

- Cooperative Players will thrive in the guild system, with thousands of unique combinations encouraging teamwork and camaraderie. Each guild can customize its headquarters, specializing in areas like finance, character development, combat, survival, production, or any of the 30+ available domains. Together, they will craft unique strategies to rise above the rest.
- Solo Players will embrace the challenge of navigating an unforgiving world, facing tougher odds but earning faster rewards for their perseverance.
- Adventurers will embark on countless quests, uncovering stories that blend human history with fantasy and sci-fi elements. They will seek out ancient knowledge to solve the mysteries of a shattered world.
- Role Players will craft unique characters from various species and classes, mastering skills and growing stronger as they lead their parties to victory.
- Strategists and Tacticians will immerse themselves in the deep mechanics of battle mode, perfecting their strategies and honing their tactical prowess.
- Economy Enthusiasts will dive into a fully-developed market economy, where gathering resources, crafting items, and trading can lead to real-world earnings through the game’s genuine Play-to-Earn system, supported by exclusive collaborations.
- Aspiring Conquerors will claim land, create factions, and impose their rule over vast territories, clashing with any who dare challenge their dominance.
- Generous Players can turn their in-game victories into real-world good thanks to Giving Back, transforming success into meaningful contributions to charitable causes.

Investment Opportunities

Kafka Effect: A Revolutionary Play-to-Earn Ecosystem with Deflationary Rewards

Kafka Effect introduces a unique and sustainable Play-to-Earn (P2E) model through, offering more than just fun, but a true investment opportunity. Unlike most P2E Digital Asset games that rely on inflationary tokens, Seed Incident rewards players with a deflationary Revelation token (\$Reve), which is specifically purchased by brands and partners to fuel in-game rewards.

In Kafka Effect, a metaverse-based P2E game, Digital Asset and \$Reve play pivotal roles. Hero Digital Asset are essential for missions, quests, and combat, driving demand as brands buy \$Reve to engage in the metaverse. Players use Reve to purchase NFT items and land, with heroes gaining power and experience over time. Unique Digital Asset are also auctioned, often tied to sponsored events for brand promotion, creating additional value for players and investors.

Beyond gameplay, investors in this ecosystem have two lucrative avenues for profit:

1. Selling or leasing Digital Asset, such as Hero Digital Asset, which are in constant demand for players looking to enhance their in-game performance.
2. Staking \$Reve, where investors can earn a share of the distributed rewards generated from the games' revenue, creating a passive income stream.

Additionally, players can earn tokens from other crypto projects using Kafka Effect as a launchpad for airdrop distributions. Engraved Digital Asset contribute to item collections, while top players' Digital Asset generate royalties, further enhancing the connection between the digital and physical worlds through a 3D-printed board game.

Seed Incident's P2E model ensures real-world value for both players and investors, with brands directly contributing to the ecosystem and rewards that grow in value over time.

Positive Social Impact

Seed Incident and Giving Back: A New Frontier for Profitable Charity

In partnership with Giving Back, Seed Incident has created an ecosystem designed to support socially impactful projects that face challenges in securing funding, whether due to long-term profitability goals or non-profitable business models. This partnership offers a simplified framework for launching and promoting projects, reducing costs, and enabling smaller initiatives to be sponsored by larger organizations. All revenue-sharing arrangements are transparent, ensuring that these projects maintain their credibility and value to the community.

Through Kafka Effect, Seed Incident adds an innovative layer to this ecosystem by giving real value to the Digital Asset allocated to Giving Back's donors. Players who participate in Kafka Effect can directly contribute to charitable causes while enjoying the game, making it the spearhead of a new concept: profitable charity. This unique approach allows players to make a real-world impact, seamlessly integrating social good into their gaming experience - often without them even realizing it.





Brands, advertisement & Product Placement, and Partnerships

Brand Engagement and ESG Through Kafka Effect

Kafka Effect is built with brand participation in mind, offering a revolutionary approach to advertising where users are rewarded for their interactions with brands. This engagement comes in various forms -whether through in-game ads, Digital Asset, collectibles, or specially crafted quests that may even involve real-world actions.

Sponsors can further boost their marketing efforts by being recognized as official supporters of charitable projects via the Giving Back initiative. This alignment not only strengthens brand visibility but also enhances their commitment to social good. In addition, sponsors can benefit from participating in sponsored tournaments or purchasing early on Revelation tokens at favorable rates for future distribution within the game.

By investing in the ecosystem, brands have a unique opportunity to align their efforts with their ESG goals, fostering positive impacts both in the virtual world and in reality.



Tokenomics

Objectives

Kafka Effect is designed with five key economic objectives that ensure the game's sustainability and growth:

1. Adding Value to NFTs: NFTs derive value from the services they provide in-game, making them essential to gameplay.
2. Source of Value #1 - Entertainment: By being enjoyable, the game will be attracting a large player base. The entertainment aspect motivates players to spend their gaming budgets on NFTs, in-game perks, or Revelation tokens.
3. Source of Value #2 - P2E Integration: NFTs are essential for completing Play-to-Earn (P2E) related tasks, making them critical for in-game progress and earnings.
4. Profitability: Kafka Effect must be financially self-sustaining, primarily funded by its internal economy, including fees on the NFTs exchange and sales of in-game perks and NFTs.
5. External Value Inputs: For Kafka Effect to be a genuine P2E game, external value must flow into the ecosystem through sponsorships and partnerships. This essentially involves promotional techniques that highlight products, services, or brands that create real-world value inflows, ensuring that the added value from external sources exceeds what players earn (E) and what they spend (S) on NFTs, perks, or Revelation tokens: $V \geq E - S$.

The role of the game designers is to do everything possible to make V as significant as possible. The market will take care of E and P.

It's worth noting that a variable that's challenging to measure is absent from this equation: the enjoyment of playing. Nevertheless, this variable is why the video game market is worth nearly \$200 billion today. If we consider this variable, the formula becomes: $tV \geq E - P - G$, where G represents the value of the gaming experience. Whether measurable or not, the more G increases, the less significant V needs to be for this equation to be true.

A thriving economy and dynamic exchanges within the game simulate a real-world market and community. Additionally, the in-game economy includes mechanisms to burn Revelation tokens regularly, fostering demand and creating a deflationary impact.

Revelation Tokens

Revelation tokens (\$Reve) were created both for exchanging value within the Play It Back ecosystem and as utility tokens to gain access to a number of functions within Seed Incident. As such, they are used by players to obtain certain gaming perks, by external sponsors such as brands to enter this ecosystem (for marketing purposes or to achieve their ESG goals (Environmental, Social, and Governance) through Giving Back), by the ecosystem itself to reward stakers, and by third-party partners to participate in the Play It Back ecosystem.

The Revelation token is inflationary until the Kafka Effect game start making money, then becomes deflationary

Play It Back ecosystem

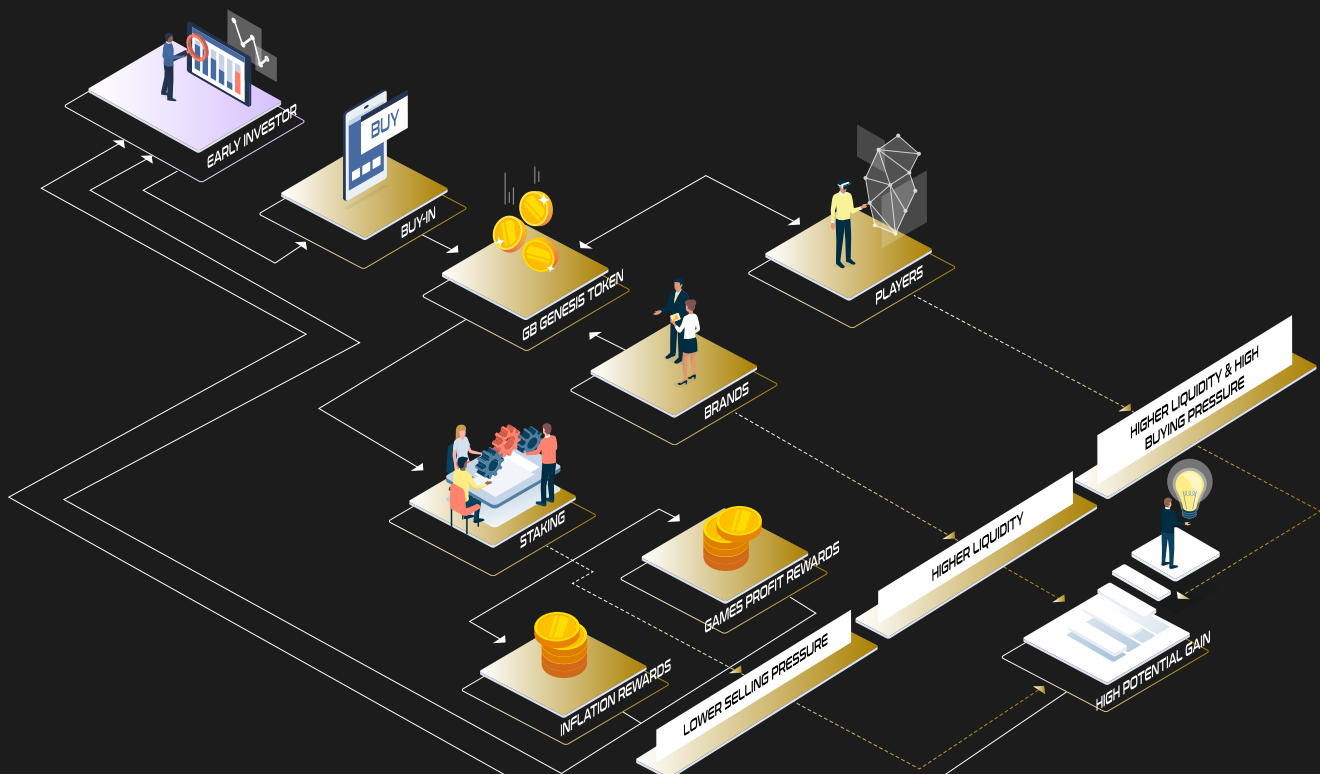
At the heart of Seed Incident's vision lies a unique integration of philanthropy, gaming, and decentralized finance, embodied in the Giving Back initiative. This ecosystem introduces two distinct token types to maximize both social impact and player engagement: GBK tokens, which serve as non-exchangeable utility tokens dedicated to charitable contributions, and \$Reve tokens, which are exchangeable assets integrated into our in-game economy. The GBK tokens are acquired by donors and exclusively used to allocate funds to projects within the Giving Back platform. On the other hand, \$Reve tokens play a dual role, circulating among players and sponsors for transactions, game rewards, and in-game sponsorships. Together, these tokens enable a transparent and scalable

platform that seamlessly blends altruism with entertainment.

The diagram below illustrates how the Play it Back Ecosystem of Seed Incident operates, bridging philanthropy with play-to-earn gaming in a comprehensive, multi-faceted approach.

The process begins with charitable contributions, where donors receive GBK tokens in exchange for their donations. These tokens can be staked in a Management Fund to generate yield through DeFi investments. Of this yield, 20% is reinvested into the fund to sustain growth, while the remaining yield is distributed back to the stakers, allowing contributors to both support meaningful projects and earn returns.

Giving Back >>> Play it Back Ecosystem <<< Seed Incident



Simultaneously, the platform allows donors to allocate funds to various projects using their GBK tokens, empowering them to directly influence the causes they care about.

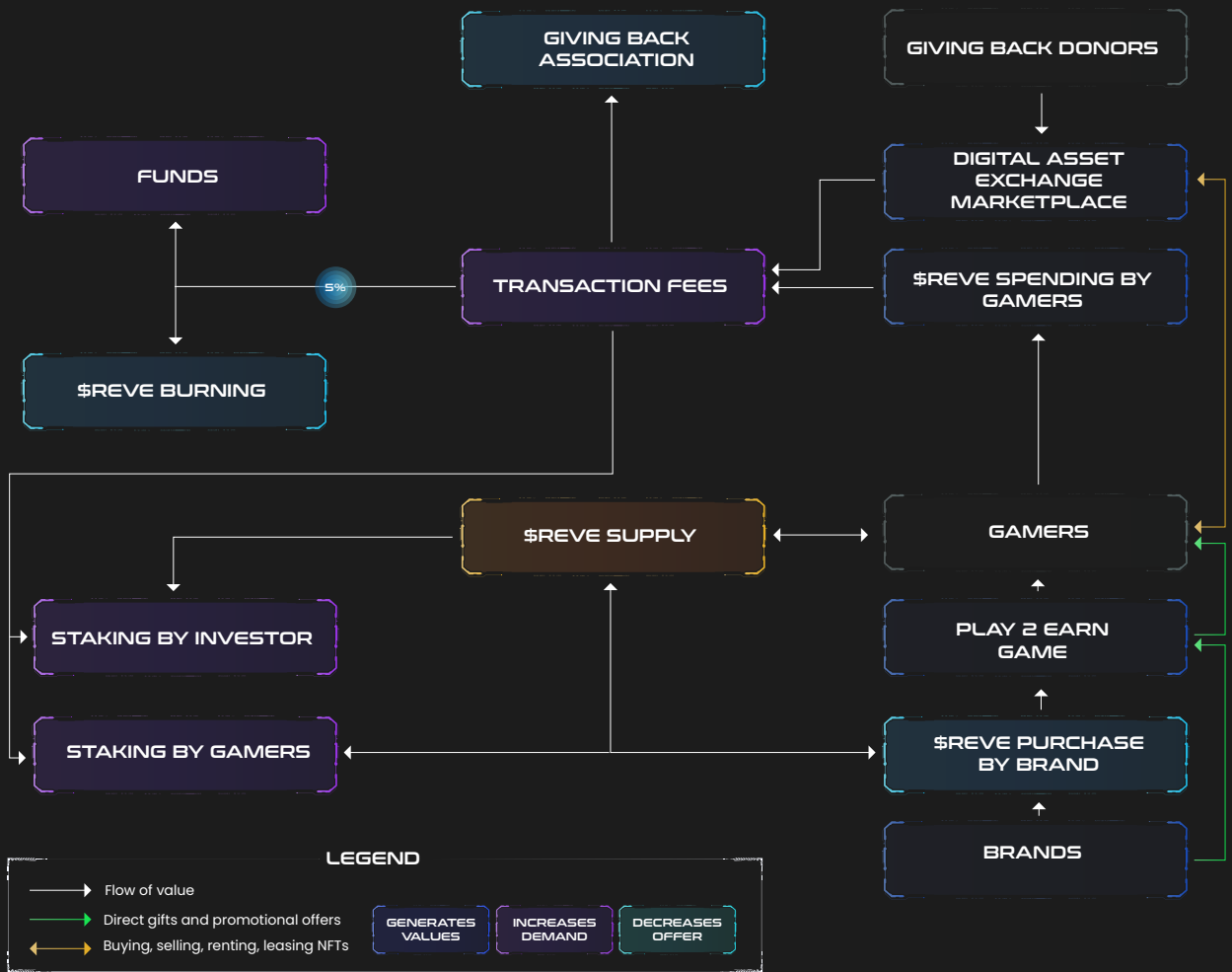
By completing specific tasks, such as following the Giving Back initiative, reposting content, or sharing referral links, participants can earn Golden Hearts, adding value and fostering a community-driven approach.

On the gaming side, players can participate in play-to-earn games and mint unique Digital Asset, which can then be exchanged on the NFT Exchange. This marketplace enables users to sell, rent, lease, or auction their NFTs, while brands can sponsor Digital Asset to boost visibility and engagement.

Finally, the Sponsor section opens up opportunities for brands to engage with the ecosystem through product placements and communication, furthering Environmental, Social, and Governance (ESG) initiatives. This holistic approach not only captivates players but also positions sponsors and contributors to make a significant impact. The funds then flow back into supporting in-game purchases, thus creating a continuous loop of value and contribution.

The Giving Back platform exemplifies the concept of Profitable Philanthropy, where altruism meets gamification and decentralized finance. By leveraging GBK and \$Reve tokens, participants can seamlessly contribute to charitable causes while engaging in immersive gaming experiences. The dual-token model ensures a clear separation between philanthropic contributions and in-game economic activities, enabling sustainable growth for both social and gaming ecosystems. Through this innovative structure, Seed Incident aims to empower donors, players, and brands to drive positive change while participating in a rewarding and interconnected digital ecosystem.

Value flows



Golden Hearts program



Golden Hearts are a powerful marketing tool within the Play It Back ecosystem, designed to drive user engagement and community expansion. By gamifying participation, Golden Hearts incentivize users to take an active role in the platform's growth and outreach. Participants can earn these rewards through actions such as sharing referral links, engaging in global communication initiatives, or supporting ecosystem projects.

The utility of Golden Hearts extends beyond mere recognition. Users can spend them on exclusive auctions for rare in-game items, contribute them for community recognition, or leverage them on a dedicated Donors Web page. Additionally, they can be used to unlock benefits in partner crypto projects, such as participating in airdrops.

Drawing inspiration from the viral success of platforms like Facebook and YouTube, the gamification strategy behind Golden Hearts taps into users' natural drive for achievement and social contribution. This approach not only motivates users to promote the Play It Back ecosystem but also cultivates a vibrant, engaged community that continually fuels the platform's growth.

Security and Audit

Developing smart contracts induce several potential security issues that will be addressed through 2 audit mechanisms:

1. An independent audit firm will be hired to validate each change made to the code.
2. Bounty for bug is financed so that independent coders are encouraged to identify potential bugs.



Governance & Dare Retro DAO

Presentation

To attain best results, a governance system must ensure decision adherence, perceived legitimacy, fairness, stability, community engagement, individual responsibility, favorable decisions, and system confidence. That's why Giving Back's DAO will use quadratic voting based on a specialized token: The Dare Retro.

Quadratic Voting

Quadratic voting is a group decision-making process that gives people more options to express their opinions. It aims to fix majority rules and weighted voting, which might misrepresent a group's diverse viewpoints.

Participants divide their voting credits across options in quadratic voting, with each vote costing quadratically more as more are cast. This method emphasizes strong preferences while enabling voting, balancing majority and minority preferences.

To inquire about quadratic voting:

<https://vitalik.ca/general/2019/12/07/quadratic.html>

Roadmap

