

Colizeum is a P2E (play-to-earn) application platform that facilitates P2E monetization and connects various Game Devs and players into one single environment. By decentralizing the blockchain applications, Colizeum empowers game developers to establish and monetize their blockchain games through P2E, Prediction Markets, Tokenized Tournaments, and Attention Marketplace on Colizeum.

Colizeum by Beetroot Lab

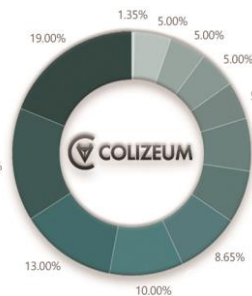
Colizeum is led by Beetroot Lab, which is an expert in the field of mobile game development. It was founded in Riga, Latvia, in 2014 and has experienced more than 2000 mobile games development and launch. While specializing in mobile game development, Beetroot Lab's games were given prominence in iOS and Android app store platforms, and achieved the "Best Strategy Game of 2020" award by Huawei's AppGallery for its game – Dystopia: Contest of Heroes.

Market

- The revenue of the global game market in 2021 is around US\$175.8 billion, with more than 2.8 billion game players worldwide.
- The global gaming market is predicted to reach USD 545.98 billion by 2028.
- \$89.6 billion of game spending is captured across Google Play and the IOS App Store, a 12.6% growth compared to 2020.
- Apple App Store and Google Play Store takes a 30% standard commission on apps and in-app purchases of digital goods and services.
- Steam takes a 30% commission of all sales made until the first \$10 million.

Token Supply

Allocation Type	In Tokens	In %
• Seed Round	60,000,000	6.000%
• Private Round	130,000,000	13.000%
• Private Strategic Round	50,000,000	5.000%
• Public Sale	13,500,000	1.350%
• Team	190,000,000	19.000%
• Strategic Partnerships	150,000,000	15.000%
• Marketing Treasury	70,000,000	7.000%
• Token Liquidity	50,000,000	5.000%
• DAO fund	50,000,000	5.000%
• Community incentives	100,000,000	10.000%
• Liquidity mining	50,000,000	5.000%
• In-game reward program	86,500,000	8.650%
Total	1,000,000,000	100%



Team Members/ Advisors / Investors

Colizeum is headquartered in Zug, Switzerland, with fintech, gaming and crypto professionals from Latvia, the United States, Russia, Brazil, and Kazakhstan.

CEO – Edgars Vecozolins

- Co-founder of Beetroot Lab since 2014
- CTO and Co-founder of SnapEvent till 2015 (France-headquartered one-stop online platform for event management)
- CEO, Co-founder and Software Developer of Next Tech till 2015 (A US-based online media platform)
- Graduated from the University of Latvia in Latvia in 2015.

Co-founder – Davis Ziedins

- Co-founder and Business Development Lead of Beetroot Lab,
- Digital Marketing Advisor of Aurum Tech (Latvia-headquartered website and software solution provider)
- New Business Developer of Liifnet (A marketing & advertising agency in Georgia)
- Graduated from the School of Business Administration in Turība University in 2015.

CTO – Arnis Lielturks

- Back End Developer of Beetroot Lab
- Co-Founder and Software Architect of Root XP (An IT and Gamification consultancy in Latvia)
- Graduated from Riga Technical University in Latvia in 2010.

Seed round investors

- Athena Ventures (invested 1SolProtocol, Colony, Seeded Network, etc.)
- Enzac Research (backed a variety projects including Aradena, Heroes of Mavia and Lunaverse)
- Dutch Crypto Investors (partnered with Solanium, Solcial, Cryowar, ...)
- More TBC

Future Development / Key Roadmap

- Dystopia: Colizeum (Play-2-Earn version of Dystopia: Contest of Heroes) will be piloted with Colizeum.
- IDO and NFT Card Packs drop: Expecting Q1 2022
- Beta SDK: Expecting Q2 2022
- Colizeum Marketplace launch date: Expecting Q3 2022

Token Utility

\$ZEUM is the main driver for the applications of its Software Development Kit (SDK) for monetization. \$ZEUM can be used for staking incentives, opening Card Packs, getting a prominent advertising position and attention on the Game Marketplace, hosting or participating in the Tournaments, and bidding on a tournament outcome.

Secondary tokens obtained from playing the games on Colizeum can be used to purchase NFT Card Pack and get a unique NFT Player Card after opening to access the services inside Colizeum.

Established on Binance Chain (BC)

BC, the mainnet of Binance DEX, is a parallel chain to the Binance Smart Chain (BSC) while interconnecting with each other. The compatibility of Ethereum Virtual Machine (EVM) in BSC can allow the Game Devs to easily integrate their Ethereum-built protocols and DApps into Colizeum with a much better transaction throughputs and relatively low gas fees (around 6.5 gwei) compared with Ethereum.

Social Media (updated Dec 2021)

Website: <https://colizeum.com/> **Twitter:** @Colizeumcom (~1900 followers) **Telegram:** t.me/colizeumcom (800+ members)
Instagram: Coming soon **Discord:** Coming soon