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difficulties in the sector

The gaming market, where 4uPlayer operates with the PlayerCoin project, faces several challenges that need to be addressed. Some of these difficulties include:

- **Security:** Players do not have a single platform for communication and trading between games that provides them with security. As a result, there are still many scams targeting players.
- **Professional growth challenges:** The gaming sector still faces significant resistance due to not being taken seriously and the lack of traceability of titles and achievements for players.
- **Payment difficulties:** The market struggles with conducting

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difficulties in the sector

- Investment in the sector: Companies often struggle to access major players to create or participate in sponsorships focused on the gaming industry, which limits opportunities.
- Multiplatform: For gaming-related applications, there is a significant division among the functions that users seek, taking up a considerable amount of time in the usability for these players. They have to access four or more platforms to have a complete gaming experience. This excludes players who cannot maintain such access due to financial or infrastructure difficulties.
- Tokenization: The market has shown a strong interest in tokenizing traditional games and utilizing blockchain in day-to-day gaming. However, tokenization seems to be slow in progressing, as traditional companies would need to take necessary steps or even merge with existing companies in the market. The difficulties faced during this implementation process stem from various factors, such as knowledge and implementation challenges.

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impact analysis

The gaming market is an extremely profitable industry that generates billions of dollars annually. However, there are several issues that affect the industry and hinder its significant growth. As mentioned earlier, these problems include the lack of security for players, difficulties in professional growth, payment challenges, lack of investment, and the issue of cross-platform compatibility.

From the players' perspective, the lack of secure mechanisms for trading and communication between players results in a limited gaming experience that doesn't extend beyond individual gaming platforms. This directly affects the potential for professional growth for aspiring players who often abandon their careers due to these limitations. These problems also impact companies that struggle to invest in the sector and in players.

From the investors' perspective, the lack of reliable and secure mechanisms for players represents a significant risk. The lack of opportunities and security discourages many investors, which can negatively impact industry

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impact analysis

Finally, game companies face similar challenges regarding the lack of effective communication and trading platforms between players, which hinders their ability to interact and communicate directly with their users. Companies need to tackle the challenge of creating user-friendly and effective platforms that meet the players' needs in a reliable and efficient manner.

In summary, it is evident that the gaming industry faces various challenges that negatively impact its growth potential. However, there are ample opportunities for companies that can overcome these obstacles and offer innovative and reliable solutions that meet the needs of players and investors.

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Possible solutions

Regarding security, the platform provides player traceability and profile verification, ensuring good communication and trading among them. Additionally, the marketplace allows for the transaction of both traditional in-game items and NFTs through the blockchain.

The platform offers various sustainable financial earning opportunities for players, along with ranking features and individual achievement panels that showcase the player's entire gaming journey, including battles won, titles earned, and other relevant information, making it a true professional social network for gamers.

To address the payment issue, PlayerCoin serves as the universal currency across all games, facilitating transactions between players and investors through cryptocurrencies. Additionally, the platform provides in-game mining options, allowing game companies to attract players and new



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Possible solutions

The platform offers a robust system of events and championships, along with marketing tools and user attraction. Companies can invest in the gaming sector, build brand loyalty, and generate a larger audience for their brand, as well as easily sponsor

The platform is multiplatform and offers all the necessary tools to address the challenges and peculiarities of the gaming industry, always considering sustainable financial gain for players.

Lastly, the platform offers tokenization through an interconnected blockchain network, allowing sponsors and game companies to develop their own NFTs to enhance brand visibility and provide top players with the usability of their 3D NFTs within the platform, within games, and in real life. Tokenization is seamlessly integrated and efficient, providing solutions for the market's needs and players' pain points.

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Action plan

1. Identify the main areas affected by the crisis or problem faced in the gaming industry, such as security, growth difficulty, payment challenges, sector investment, multiplatform, and tokenization.
2. Develop solutions for each of these areas, such as player traceability, profile verification, item transaction marketplace, ranking features and achievement panel, introduction of PlayerCoin as a new form of payment and investment, tools for events and tournaments, access to all current gaming sector tools plus innovative tools, and tokenization of NFTs.
3. Define a schedule for the implementation of the proposed solutions, with clear goals and deadlines for each identified area.
4. Identify who will be responsible for implementing each of the proposed solutions, including members of the internal team and potential external partners.

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Action plan

5. Develop a communication plan to ensure that all stakeholders are informed about the progress of the proposed solutions and their outcomes.
6. Monitor and evaluate the success of the implemented solutions based on predefined performance indicators to ensure that the crisis or problem has been fully resolved.
7. Continue to evolve and innovate the platform to meet the ever-changing needs of the gaming industry and ensure long-term business sustainability.

The action plan aims to address the crises faced in the online gaming sector through the implementation of the 4Uplayer platform with PlayerCoin. The plan includes measures for security, growth, payment, investment, multiplatform, and tokenization. The platform's minimum viable product (MVP) was built and launched in 2023, with PlayerCoin being released in November 2022.

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Communication with the community

Communication with the community is an essential part of our project, which is why we have an exclusive group for communication and voting on best practices. This group aims to clarify all growth data and allow the community to participate in important decisions related to the project.

To keep everyone informed, we hold monthly conferences to discuss our growth, challenges, achievements, failures, and new directions. We believe that a highly engaged community can add much more value to the project than just the efforts of a team alone.

Our website features an updated roadmap to reflect our growth plans and upcoming steps. Additionally, all communication is clear and transparent to keep everyone informed. All PLC token holders are invited to join the official project group, where they can initiate discussions, provide feedback, and participate in voting processes. Stakeholders can also be involved in the problem-solving process.

