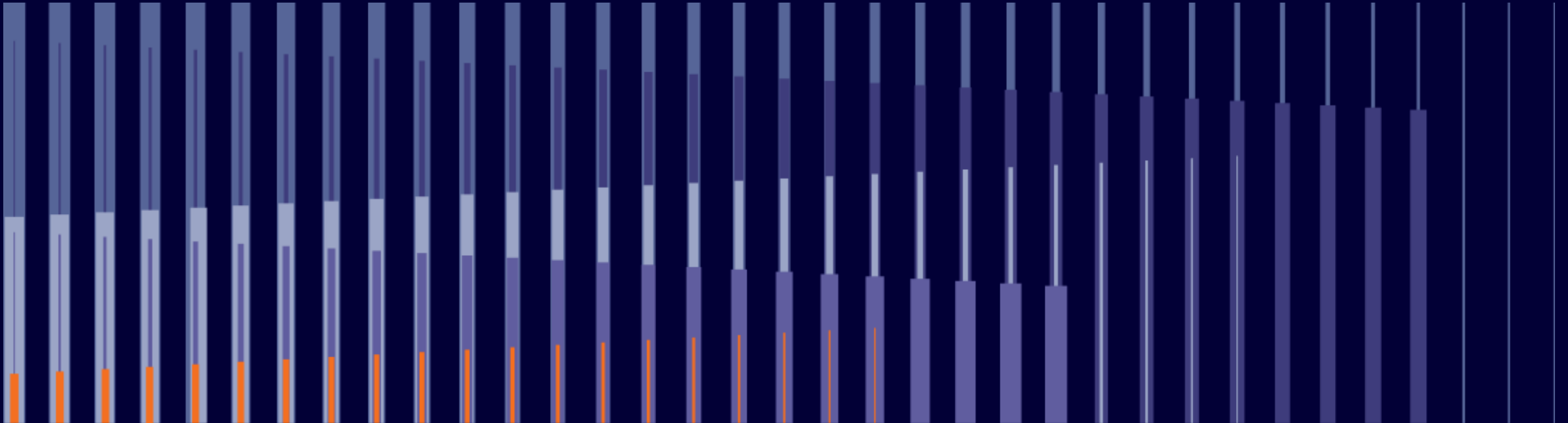


Official Report Beam



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PROBLEM STATEMENT

In 2024, the number of gamers is expected to reach over *3.2B* and a revenue of *\$282B*.

However, of all this capital, the earnings will go to a special few such as gaming studios, professional gamers, and content creators. This is only a fraction of the 3.2B gamers worldwide, and this problem blockchain-based gaming aims to solve.

Although the gaming industry has grown into a multi-billion-dollar business, fundamentally, it has remained stagnant over the past two decades. Despite gamers purchasing games and acquiring in-game assets, they essentially own nothing and lack influence or rights. Gaming studios maintain ownership of all in-game elements and wield the authority to ban accounts, often impacting regular users adversely. Simply put, the gaming industry urgently requires an evolution that prioritizes gamers and their needs over the centralization of gaming studios.

A rising solution to address this issue is the Merit Circle Decentralized Autonomous Organization (DAO) with its Beam network and \$BEAM token. Merit Circle is dedicated to revolutionizing gaming by empowering individuals to shape its future. The DAO aims to achieve this through four distinct branches - Investments, Infrastructure, Gaming, and Studios - each contributing value to the gaming industry in its own way. Additionally, it has launched a gaming-focused network called Beam, heralding a new era of blockchain-based gaming.

SOLUTION

The Merit Circle DAO has taken significant steps forward with the introduction of Beam. Initially launched as a gaming-focused subnet on Avalanche (AVAX).

Beam has evolved to become chain-agnostic, serving as a layer atop various chains. This enables gamers to access the Beam network effortlessly, irrespective of the underlying network. This milestone signifies a pivotal moment for the DAO as it explores uncharted territories, bridging the realms of decentralized finance and interactive entertainment.

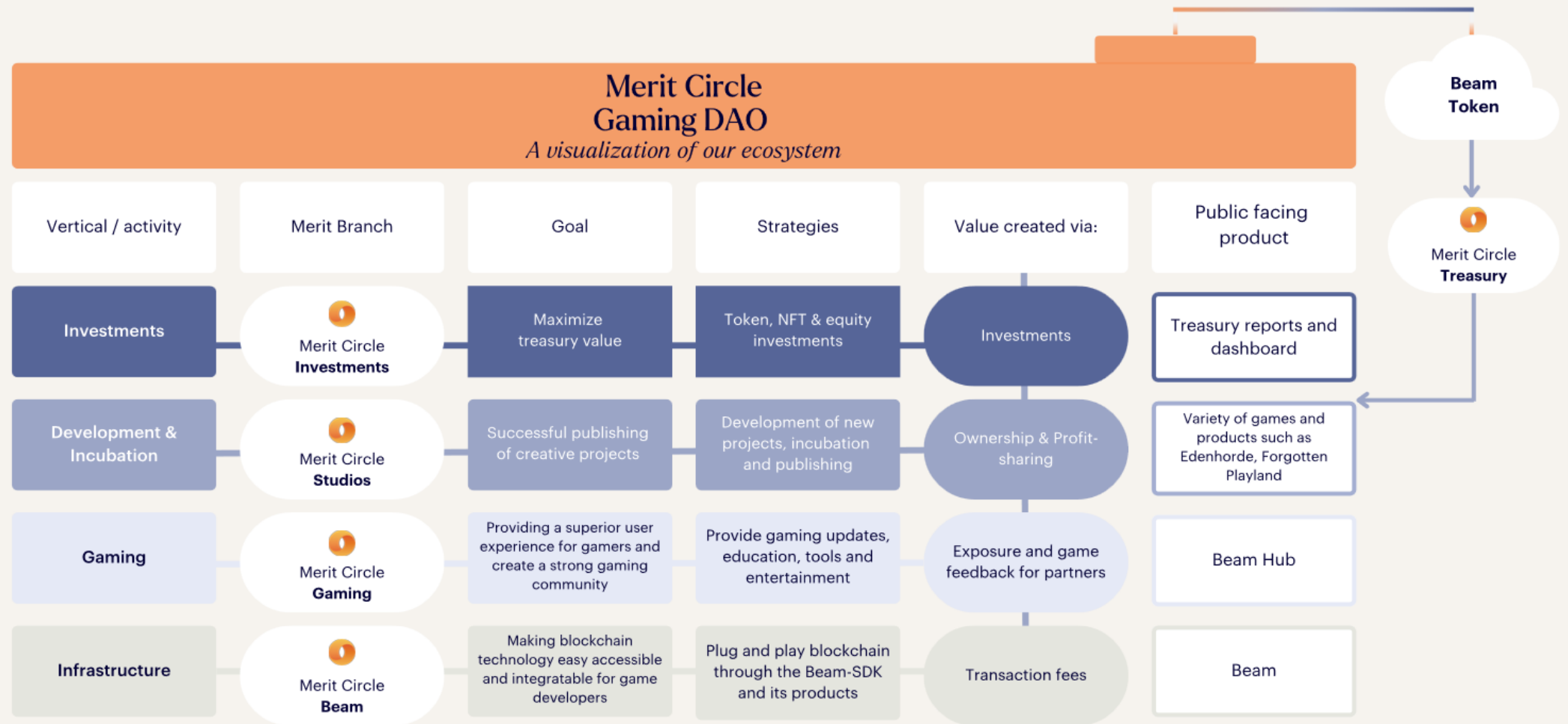
The inception of Beam is rooted in the Merit Circle DAO's vision to create a sovereign network that not only caters to the gaming community but also serves as a hub for a variety of decentralized applications and services.

Recognizing the potential of blockchain technology in transforming the gaming industry, the DAO embarked on this ambitious project to establish a platform where gaming meets decentralization, resulting in an ecosystem that is both innovative and user-centric.

Beam is designed to be a sovereign network hosting a multitude of games and decentralized applications (dApps). This includes in-house developed apps, games like Trial Xtreme and Walker World, and the Sphere marketplace.

The emphasis on gaming is complemented by a range of backend tools and utility dApps, making Beam a comprehensive solution for both gamers and developers.

SOLUTION



Source Merit Circle's Medium

The first vertically integrated gaming DAO, creating value across the gaming industry

Since its inception, the Merit Circle **DAO** has undergone various restructurings and currently has four stand-alone verticals that add value to the DAO, these verticals are: Investments, Studios, Gaming and infrastructure.

The actions taken in these verticals are decided by the \$Beam token holders made through community voting rounds.

The Investment vertical's primary goal is to establish a robust DAO treasury through diverse investments in ventures, tokens, equity, and NFTs.

This focus ensures that the treasury operates strategically to enhance long-term risk-adjusted returns, fostering the broader growth of the Beam gaming DAO.

At the core of the DAO lies the Gaming vertical, leveraging the protocol's experiences and network to develop a gaming platform for its operations. This vertical aims to actively involve the community in key aspects of game development while driving user engagement toward its NFT marketplace.

The Studio vertical serves as Beam's incubator program, providing an environment where new projects can harness the skillset, expertise, and community of the Beam protocol to thrive.

The Studio arm has contributed to projects like Edensorde, an NFT set that offers unique utilities within the Merit Circle ecosystem. Another notable project from Merit Circle's Studio, soon to be launched, is Forgotten Playland featuring its \$FP token.

This free-to-play social party game has raised \$7M in its initial funding round and has attracted significant attention within the blockchain-based community.

INFRASTRUCTURE

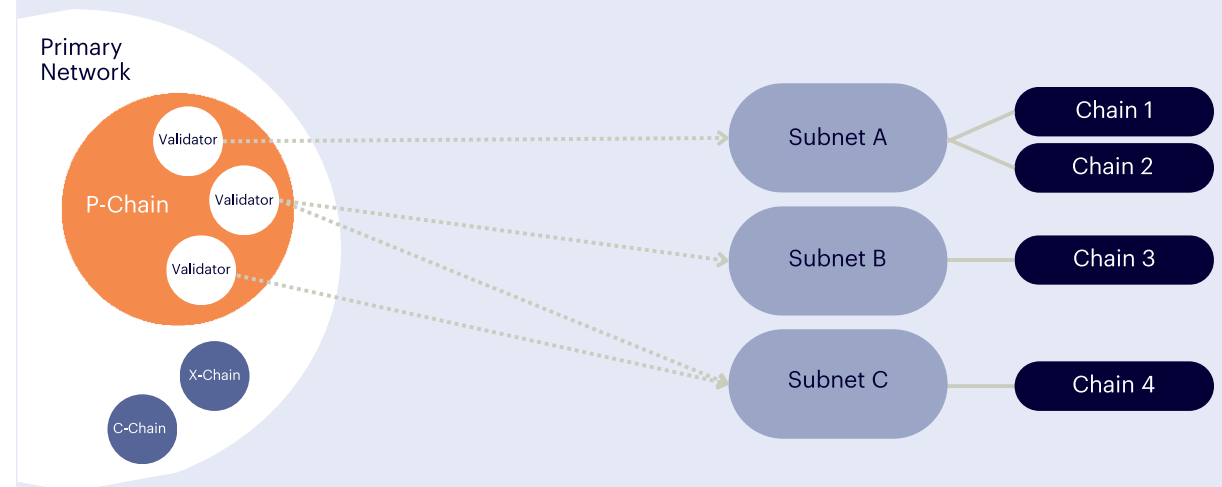
To improve the blockchain-based gaming industry, the DAO initially launched a subnet on Avalanche specifically designed for gaming.

One of the main bottlenecks for gaming projects on public blockchains is that every user is fighting for block space, which results in high gas fees and increased transaction finality. This constant fight lowers the user experience of games as cost exponentially increases and users can't wait 10 minutes for a transaction to be approved. With the introduction of a gaming environment, users won't experience these drawbacks.

Momentarily, Beam operates as an independent blockchain on the Avalanche Network, however, it is part of an interconnected network, enabling it to leverage Avalanche scale, speed, and security features. Furthermore, to not limit themselves to one network, Beam has chosen a multi-chain approach, allowing users to access the network from various networks. So has Beam joined forces with Immutable and Polygon labs for multichain expansion and product development.

The Beam network leverages a consensus method called Proof-of-Authority, entrusting a selected group of reputable validators to authenticate transactions, thereby safeguarding the blockchain's integrity. As a small set of trusted validators verify the transactions, the Beam network achieves high transaction throughput and finality.

Avalanche Network *Architecture*



Source www.datawallet.com/crypto/avalanche-subnets-explained

ECOSYSTEM

As Beam is active in the blockchain-based gaming sector, most of its partners are located within this sector as well.

Many consist of gaming projects in which Beam is invested or are partners that also aim to develop the ecosystem further. One of its latest partners is Immutable X, a scaling solution on Ethereum that focuses on NFTs, and Polygon Labs, the blockchain protocol Polygon development team. The collaboration is built to bring Sphere to the Immutable and Polygon ecosystem.

Another strategic partnership is formed with LayerZero, an interoperability protocol. LayerZero will aid Beam in the migration of tokens from the various blockchains to the Beam network and vice versa. This aids Beam in attracting new users and lowers the entry barrier to shift toward the network.

COMMUNITY

Over the past years, Beam has built a fundamentally strong and vast community as blockchain-based gaming became increasingly popular.

131K
X

Since its launch in 2021, Merit Circle has gained a significant following on its social, X is by far its biggest social channel

884

Snapshot Members

as the protocol operates as a DAO, the token holders can vote on important issues, currently, there are over 800 voters

2.25M
Transactions

since Beam's subnet launch, over 2,250M transactions have been executed and verified, averaging at 0.19 transactions per second.

\$118M
Treasury

in the treasury of the Merit Circle DAO.

+700K
Addresses

on Beam's subnet have been created in the past seven months, with December experiencing over 270K accounts being created.

MEET THE FOUNDERS



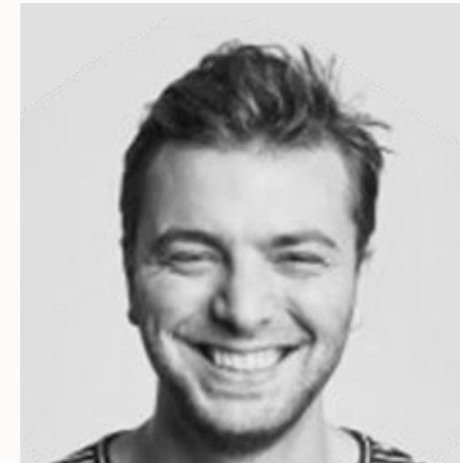
Marco van den Heuvel

- Co-founder and CMO at HappyMod
- Founder of CMMC Start



Tommy Quite

- Co-Founder of Flow Ventures
- Community Manager at Civic Technologies
- Missionary at The Bitcoin Foundation



Thale Sonnemans

- Co-founder of Chaser
- Founder of version2
- Founder & Head of remote operations Hiway

* As the project operates as a DAO, there is no concrete team, the DAO does have 20+ contributors.

TOKENOMICS

Initially launched as the \$MC token, it's currently migrating to \$BEAM with a 1:100 conversion rate, the tokenomics have undergone various changes.

Where the total BEAM supply started at **100,000,000,000** \$BEAM tokens, through buybacks and burns the total \$BEAM supply has been reduced by **37.4%**, resulting in a total supply of **62,585,413,284** \$BEAM tokens.

The current circulating supply BEAM is **51,766,455,233**, with the remaining tokens being released over the coming two years. These are allocations from Team and Advisors, DAO Treasury, and Community Incentives, which represent ~18% of the total supply.

Currently, 93.82% of all MC tokens have been migrated to BEAM, users will have to October 2024 to migrate before losing the right to convert.

TOKEN UTILITIES

The Beam token has five main utilities within its ecosystem:

Validation

As Beam has created its network, the network has to be validated by validators. These validators are rewarded for their efforts in the form of gas fees, which allows them to generate income. To become a validator, users need to bond 2000 Avax tokens and a to-be-determined amount of \$BEAM.

Delegation

Users who don't have the requirement to run a validator can choose to delegate their tokens, entrusting their tokens to a validator that participates on their behalf. These delegates have a lower stake requirement, allowing users to participate in the validation process and earn a passive income.

Governance

The \$BEAM token provides holders with voting rights in the DAO's decision-making process. More importantly, the project ensures that decentralization of management is possible within the DAO by distributing the token among the numerous stakeholders. Holders will be able to submit a proposal by publishing it on the Governance forum of Merit Circle.

Gas token

The \$BEAM token is the native asset within its ecosystem, so, users need to have the token to interact with the network. This includes simple transfer of assets but also all interactions with smart contracts.

Buyback + burn

In one of its earliest community voting rounds, a proposal was approved that when the DAO generates realized gains, the DAO will use 15% of the profit to buy back \$BEAM from the market and burn it. As a result, the supply of \$BEAM tokens decreases while also increasing the price due to increased buying.

COINMETRICS

Insights into *Beam*

- Token type: Native
- Current circulating supply: 51,793,100,710

General

Total supply	62,585,413,284
Maximum supply	62,585,413,284
Market cap	\$1.828.106.962
Fully diluted market cap	\$2.209.036.111

ICO

Seed round	NA
Private round	NA
Initial Coin Offering	NA

Pricing

Price in USD	\$0,03504
All-time high in USD	\$0,03586
All-time low in USD	\$0,004338
30-day Price range	\$0,01569-\$0,03586

On-chain data

Holders	28,024
Top 100 Holders	85.23%
Total Value Locked	NA

ROADMAP

There is currently no public roadmap for Beam, this is also mostly due to the organization operating as a DAO, implying that the token holders may decide on its future.

So, only some things can be set in stone as goals might change. However, the main goal of Beam hasn't changed, improving the blockchain-based gaming industry and aiding gamers to enter the market.

CONCLUSION

General Remarks

The gaming industry has seen substantial growth, but wealth distribution remains concentrated among a few entities like game studios and professional gamers.

Beam, evolving from Merit Circle, addresses this by developing a DAO and network that ushers a new era for blockchain-based gaming, allowing players to own in-game assets, earn profits but also empowering them to play a role in this sector. By offering scholarships and launching its network, Beam lowers entry barriers for new players and enhances the gaming experience.

Furthermore, by actively investing in the sector, Merit Circle increases its presence and influence in the ecosystem. This will allow them to play an increasingly important role in the blockchain-based gaming industry.

Long-term investment

Beam's initiative to democratize gaming through accessible NFT opportunities presents a promising long-term investment. Its DAO governance model, strategic partnerships, and focus on scalability and user experience position it for potential growth.

However, investors should consider the volatility of the crypto and NFT markets and the evolving regulatory landscape.

Risks and threats

Beam's innovative venture into blockchain-based gaming presents several risks such as user adoption challenges, economic sustainability, dependency on partnerships, community governance, technical obstacles, regulatory compliance, security assurance, and token value stability.

Successfully navigating and strategically addressing these issues is vital for the project's success.

HODL

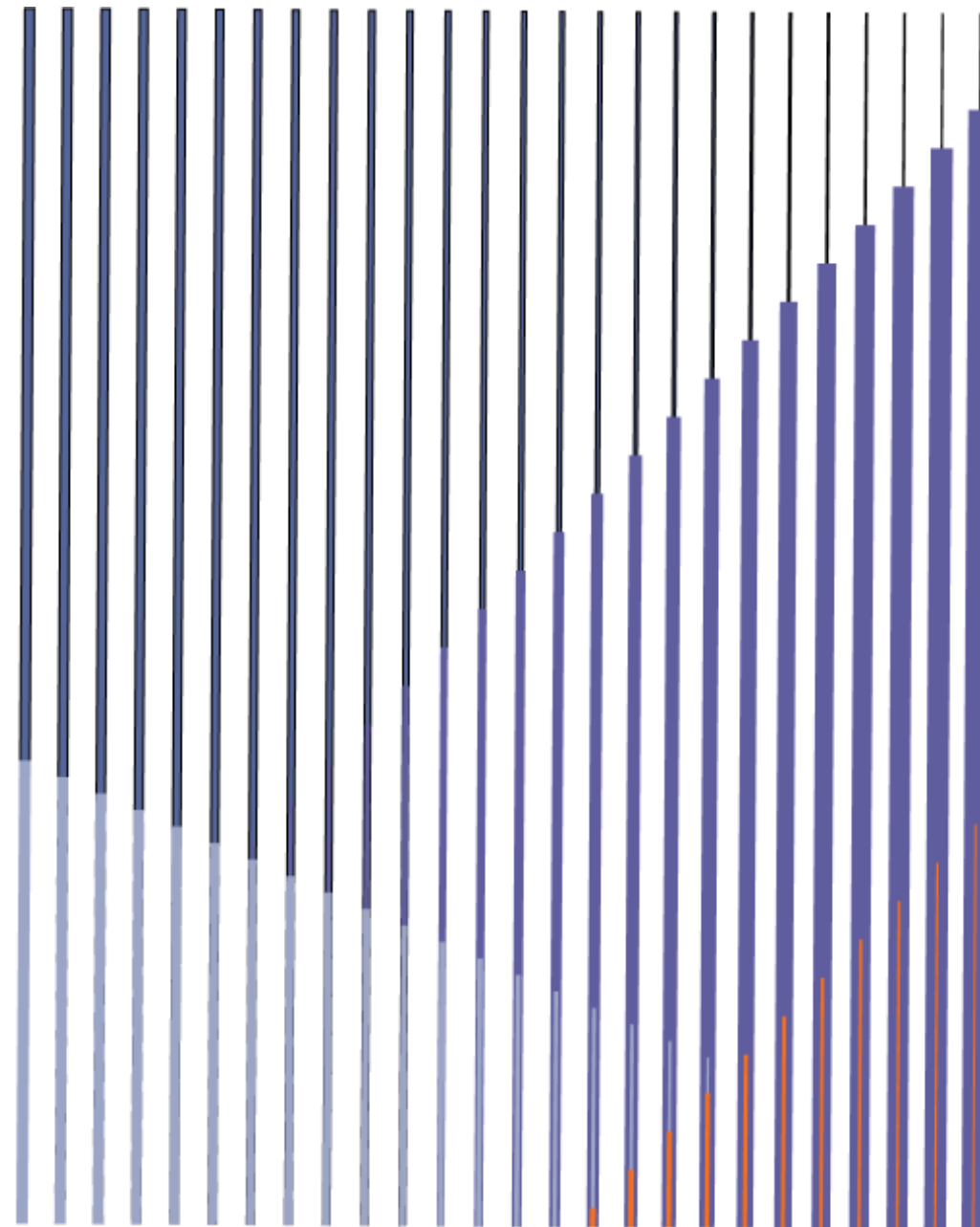
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