



To Life, Liberty and Property!

# **U2020 – A ROADMAP FOR MASS ADOPTION**

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We're thrilled to kick off 2020 by laying out our roadmap for Upland in the coming year. We pride ourselves on living up to our commitments and the expectations from our community of Uplanders. Therefore, for a longer-term vision such as the one spanning 2020, we have decided not to use hard target dates for each specific feature, but rather estimate our confidence level that each feature will be successfully executed this year.

Don't worry, for the shorter-term we will still be announcing each release in advance including all of its comprising features. In fact, to make things a bit more fun, we will start naming our releases after entertaining beverages. Mojito anyone?

We also take pride in the community of early adopters. We don't only eagerly hear your feedback - we rely on it to help us determine what makes up each coming release as Upland evolves. This is why the following roadmap is also a living manuscript where the priority of a specific feature may change as we grow.

## HOW YOU SHOULD READ THIS DOCUMENT

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We have put together a list of features that we envision for 2020. Think of it as a feature bank. For each feature, we marked how confident we feel in hitting its target in 2020 as follows:

-  We have high confidence that this feature will be implemented and activated in 2020
-  There is a significant chance that this feature will be implemented and activated in 2020
-  There is a slight chance that this feature will be implemented and activated in 2020

For convenience, we have grouped the features into sections:

- Features related to the economy and the support of the open market
- Features that drive player engagement within the game
- Features that improve the overall game infrastructure

This document does NOT cover smaller updates such as UI/UX and usability improvements, and other smaller-size features that would make the release cadence in 2020.

# ECONOMY AND OPEN MARKET

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## ■ Trade for fiat

One of the biggest and most important features to complete our vision for an open economy is the ability for Uplanders to offer their digital assets for sale in fiat in the Upland marketplace. In 2019 we have made huge advancements towards this goal and we are now confident enough that we will be able to offer this feature - fully compliant with US regulations in 2020.

## ■ Set asking price for visits

Players will be able to adjust their asking price for other players visiting their properties - allowing market competition for explorer send fees.

## ■ Use cryptocurrency to buy UPX

Yes, we know, we are a blockchain-based game and we don't yet allow easy means of purchasing UPX with cryptocurrencies. We are finalizing issues that will keep us compliant in the US market and are confident we will be able to offer this route of value-in in 2020.

In the coming year, we will also start researching a way to allow trading assets for crypto, and not just fiat as means to liquidate assets, all within the boundaries of maintaining compliance in the US and other highly-regulated markets.

## ■ Market value for unminted properties

As transaction volume between Uplanders grows, the pricing for unminted properties in Upland will start being affected by nearby transactions that are taking place. Starting from a minimal level of local market transaction over a set period of time, the mathematical formula that determines initial UP2 price per property will incorporate market transaction trends (whether above or below the initial market price) in several different radiuses around the calculated UP2. The closer the radius, the more effect each market transaction will have on the price.

## ■ New cities

Upland will expand to new cities as more players join our community. Expanding Upland to a new city will be determined strictly by market activity so as not to create an imbalance between supply and demand.

Following each expansion, the Upland team will employ various tools and incentives to balance market activity across all locations.

## ■ Travel between cities

Your Block Explorer will easily follow you to your physical location, but having it travel long-distance by sending it to other properties may prove to be too slow for most players. Fortunately, similar to the way people can travel between cities via means of transportation, so will your Explorer be able to expedite its travel via train or air travel. Send your explorer to the city's central train station or one of its airports, and from there you'll be able to travel with style.

Tired of using 3rd party transportation? Who knows, maybe in 2021 you can own your own... Lambo anyone?

## ■ Collections reveal

An important lesson we've learned from our closed beta in San Francisco is that the market perceives rare and ultra-rare collection properties with a special premium that becomes a very important aspect of the game itself.

This raises an important question: how can we, as game operators, keep collections interesting and fun, but also avoid situations where our content-oriented decisions affect the market-value of already-minted properties in a way that may be perceived as unfair?

The answer is elegant, and another fantastic demonstration of how blockchain technology can solve real world problems.

When Upland launches a new city, the collections for that city will be predetermined and notarized on the blockchain... BUT! Ciphred and secret. A programmatic and pre-determined scheduled process will reveal collections one by one over an extensive period of time, so players can be confident that no content-based decisions were made in the face of actual market activity keeping the economy transparent and fair.

In addition to the predetermined collections, Upland will only introduce new collections after having carefully evaluated the potential market impact.

## ■ Referral bonuses

Uplanders will be able to invite their friends, new to the game, and get rewarded with an UPX referral bonus that will be split between the referer and the referred person, once the referred person has graduated to Uplander status in the game.

## ■ Dashboard and statistics

Upland will provide statistics and trends about properties within the game and reports for transactions made by the player as well as information about market transaction history - giving players easy access to important information about the market and their individual activity.

## ■ Paper Deeds

Do you like the fancy digital version of your title deed in Upland? How about a REAL one? Uplanders will be able to move their properties to physical, printed deeds. How so, you may ask? Upland will provide escrow services for owners' properties. Once in escrow, the owner will be given a QR code that can be printed, together with a utility that verifies in Upland that the said property is still under escrow. The holder of the QR code can always claim that property back to private ownership. The result is that the holder of the QR code is now the actual owner of the property! Just make sure not to lose it or leave it out in the open!

## ■ Joint ownership

Fancy a property that's just outside your UPX limits? Upland will allow players to team up, jointly own a property, and trade their share in it. This feature will also support other features such as Squads or Landmarks discussed later in this roadmap.

## ■ Advanced trading options

Uplanders are currently able to trade one single property for another. In the future, Uplanders will be able to combine a mix of one or more properties and an amount in UPX to bundle into an offer. Uplanders will also be able to counter-offer and communicate with their trading prospect through the app. Later on Uplanders will be also be able to put their properties up for auction.

## ■ City expansion

As cities become more crowded with Uplanders, an algorithmic expansion of the city's boundaries (such as into suburbs, etc.) will occur while maintaining a balance of local supply to demand.

## ■ Activating new locations

In the short term - Upland will proactively open new cities in response to demand, but what does it take to open up a new location in Upland in the future? How about giving that power of authority to Uplanders!

Down the road, opening up a new location in the game would require the physical gathering of a horde of Uplanders in a closed location. Once accomplished, a predetermined radius of available properties will spawn at that location - giving the expeditioners first dibs on the properties within, and immortalizing those Uplanders as founders of that location.

## ■ Farmland and Wasteland economics

The Upland universe doesn't end with urban properties. Uplanders will also be able to utilize farmlands (properties comprising UP2s that are found within a certain distance from an urban area, and a certain distance from a body of freshwater) to farm for UPX returns, and wastelands (properties comprising UP2s that are found within a certain extended distance from an urban areas but without proximity to a body of freshwater) to excavate for UPX

## ■ Produce and sell Explorer NFTs

We plan on introducing an option for 3rd parties to craft and sell unique block explorers, implemented as NFTs on the EOS blockchain, and tradable in an open market for UPX or fiat (within Upland). The game will adopt industry standards with the vision of making Explorer NFTs tradable on 3rd party marketplaces such as in the US (and other markets), as regulation permits.

## ■ Trade other EOS NFTs within Upland

By the end of 2020, Upland will have on-boarded hordes of players that now have easy access to EOS accounts on the mainnet, and who otherwise may not have bothered with EOS at all. This creates a unique opportunity for other companies who create their own EOS NFTs to offer those NFTs to Upland's mass consumer audience - via special stores within the Upland world.

## ■ Naming beneficiaries in Upland

Innovative concepts often require us to rethink dated ones. While Upland is a game intended for entertainment purposes, the assets that players accumulate over their lifetime can carry tangible value. In the unfortunate event of an Uplander passing away, we feel obliged to provide a methodology to pass their assets on to beneficiaries in a manner that does not require revealing credentials or private keys.

Uplanders will be able to activate a voluntary contract that will pass all their assets to another Uplander named by them in the event that they have not logged in to the game over a predefined period of time.

Have we mentioned yet that we're going to revolutionize the gaming industry?

# **GAMIFICATION AND ENGAGEMENT**

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## ■ Treasure Hunts

This fun, action-packed feature will allow players to use their Block Explorers to hunt for treasures scattered around the city using hints available on minted properties within discovery range. There

will be different types of treasures, each type having its own unique mechanic of rewarding the player first to find it. Once a treasure is claimed, it will respawn in a different place in the city!

## ■ Collecting 'Sends'

Uplanders will be able to find 'Sends' on the map within discovery range of their explorers. Sends allow you to stack the option to send your Block Explorer to properties owned by others, above the 3 sends allowed per day. Collected 'Sends' never expire until used (you will always utilize your daily sends before you utilize your collected ones).

## ■ Send to my location

Uplanders will be able to send their Block Explorers to their actual physical location, without an UPX charge (much like sending an explorer to owned properties). So as you stand amazed in front of the Golden Gate Bridge in San Francisco, so too can your Block Explorer.

## ■ New Status

Uplanders who have accumulated a net worth of over 1,000,000 UPX will be eligible for a new status. Players who reach the new status will have the exclusive ability to initiate an attempt to activate a new location in the game (See the 'Activating new locations' section).

As a fun perk, players with this new status will also be entitled to a bespoke, one-of-a-kind Block Explorer crafted just for them by the Upland team

## ■ Leaderboards

Upland will have localized leaderboards covering different metrics in the game. Some leaderboards will be time-based, in which case they may carry a bonus UPX reward for the winners

## ■ Squads

Get ready to team up, Uplanders! Squads will be formed by teams of 4 Uplanders that can utilize each other's properties as if they were their own! Squads will also be able to easily make joint property purchases and will have a special leaderboard section. Pick your teammates wisely and may the best team win!

## ■ Live events

The Upland team will use existing mechanics to set up live events that will be announced to the community in advance - an extra-special treasure, the unveiling of a previously-unavailable location, collection or properties, and more.

## ■ Toggle real-world data

Upland will include a mode that will allow seeing real-world data including points-of-interest on the map.

## ■ Competitive acquisition

Similar to Treasure Hunts, the prize for this competition is a property to be minted under ownership of the winner! Each player participating in the competition will pay an UPX fee of equal share in proportion to the value of the mystery property and the amount of competitors - and then it's off to the races! First player to reach the property gets to own it!

## ■ Landmarks

Have you noticed that the Golden Gate Bridge and other San Francisco landmarks are not for sale? That's because cities' landmarks have their own dedicated game mechanic evolving around discovery, joint ownership and auctions.

## ■ Meta Apps

In the future, Upland will open up to allow developers to create fun games and interactions between players and locations in the world. These will always revolve around the concept of location-based exchange of value in UPX. Any 3rd-party-developer's use of a property in Upland will generate UPX earnings for the property owner.

As we're not planning on releasing this in 2020, we will aim at demonstrating it with mini games that the Upland team will develop, acting in place of the 3rd party developer.

## ■ Land Development

Get ready to start building on your owned properties. Buildings will be a fun way to express yourself in Upland, but it doesn't stop there! Buildings also serve special functions in Upland and create reasons for Uplanders to visit your property. Want to print out a paper deed? Go to the closest realtor store! Fancy a new unique Block Explorer? That Explorer gallery on Mission St. has some of the most unique ones, or so we've heard. Tired of using trains to move between cities? The car dealership on 3rd St is running a holiday special on Mercedes... Don't want to mess around operating a store? Rent it out to someone who does!

## ■ Activity Feed

Follow other Uplanders, specific properties or collections, and Upland official announcements and activities via your personalised feed.

# TECH INFRASTRUCTURE

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## ■ Desktop

Upland will open up for use with your desktop browser without restriction to mobile-screen-sized aspect ratios.

## ■ 2-Factor Authentication

Adding an extra layer of security - and helping determine that each Uplander account is matched with a real person, Upland will use 2-Factor Authentication to verify Uplanders. You will also be able to determine if you'd like to use 2FA to verify transactions made with your account.

## ■ Advanced security

Upland will offer two new layers of advanced security: the first one would turn the password recovery process to be based on predetermined security questions known only to the player. The second layer is intended for the more savvy players and may allow generating your own private keys for your Upland account and managing them in a wallet such as Scatter.

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