

YOLO.e^x

BLACKPAPER

Evolution of Markets: The Next Leap

RELEASE 1.01 28-JULY-2025



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*This isn't just a Whitepaper with dark mode.
It's a **Blackpaper** — borne of the dark forest,
shaped in the trenches, and revealed in a
vision of the future that **DeFies** tradition.*



INTRODUCTION

Yolo.e^x is a hybrid experience that fuses an emotionally rich, narrative-driven game with a cutting-edge crypto trading interface. Though both live within the same Unreal Engine executable, they are not merely separate — they're worlds apart by design, with a thin, but firm, line between them.

On one side, there's **The Game**: a futuristic third-person adventure set on a man-made island in the sovereign archipelago of Arkvale. Players rise through the ranks of a competitive trading firm — **Yolo.e^x** — and navigate a world of loyalty, ambition, betrayal, and transformation.

On the other, there's **Markets 3.0**: a real-world opportunity to access decentralized exchanges and trade crypto using a radically new interface for interacting with live systems. Markets 3.0 consolidates multiple protocols into a sleek, immersive, 3D trading environment — which is accessible without needing to play the game.

Two experiences. One universe. And a thin, but firm, line between them.



WORLDS APART, BY DESIGN

Though The Game and Markets 3.0 exist within the same executable, they are intentionally and rigorously separated — by concept, by functionality, and by identity.

In The Game

You play as Ethan Tanner, a new recruit at **Yolo.e^x** — an elite trading company headquartered on one of the man-made islands of Arkvale. The gameplay is third-person, narrative-driven, and emotionally grounded, set in a richly imagined world that draws inspiration from real trading culture, while remaining entirely fictional. You'll fly advanced drones, take on missions across a massive floating city, and navigate the cutthroat corporate ecosystem of Arkvale.

Markets 3.0 is referenced vaguely within the story — hinted at as a mysterious internal project being developed by Trent Whitlock and other NPCs. But the Player Character can't access it. It isn't interactable or playable. It isn't part of The Game.

In Markets 3.0

From the main menu, eligible Users can step into Markets 3.0 — a real, fully operational crypto trading interface. Here, it's not Ethan who acts — it's you. The User. Not a character in a story, but a human interacting with live protocols like Hyperliquid, Solana, and others, through a single unified interface. Access is expanding gradually through access keys issued to participants.

There are no quests. No missions. Just real-time, self-custodial crypto tools inside a uniquely stylized 3D trading environment — where screens and terminals exist as in-world objects, and you interact through them just like a trader inside Arkvale might. The aesthetics feel like The Game, but the experience is grounded in reality.

Why Keep Them Separate?

Because they serve different purposes.

The Game is entertainment — story, emotion, and action. Markets 3.0 is where it gets serious and you can trade crypto with real operations, real risk, and real-world tools. Combining these elements too directly risks undermining both. So we don't. We've drawn a thin, but firm, line between them — one that preserves the integrity of both sides, while letting you explore each at your own pace, in your own way.

THE GAME

Narrative-Driven Trading Action/Adventure

Set in the year 2056, The Game is a third-person, action/adventure experience built in Unreal Engine 5. You play as **Ethan Tanner**, a new recruit at **Yolo.e^x**, a high-performance trading company headquartered on one of the floating islands of the sovereign archipelago known as **Arkvale**.

This isn't a Wall Street simulator. It's a grounded, character-driven narrative about ambition, loyalty, betrayal, and transformation.

A Trading City Like No Other

Gameplay unfolds in a sprawling, futuristic city floating on the open ocean. This city is both a living ecosystem and a metaphor for global markets. Every building represents a product. Every drone is a trader. Every Lightway, shortcut, and collision mirrors the chaos of competitive finance.

From your office at **Yolo.e^x**, you remotely pilot trading drones through the city's dense infrastructure — dodging rivals, outmaneuvering regulators, and completing high-stakes missions with real-time consequences. It's slick, responsive, and fast-paced — designed to feel more like a high-speed sport than a point-and-click UI.

Your drone handles with snappy precision and a tactile sense of flow — built for fast reactions and bold choices. The gameplay rewards sharp decision-making, spatial awareness, and moment-to-moment intensity. It's not about chasing points or reaching the end — it's about navigating a world where every move matters.

A Company That Shapes You

Yolo.e^x is more than a setting — it's a machine of ambition. Inside its glass-walled headquarters, you'll meet unforgettable colleagues, rival traders, and deeply human mentors.

Through branching dialogue, workplace politics, and factional conflicts, you'll carve out your place in an ultra-competitive world that doesn't forgive weakness.

Characters aren't background filler. They evolve, remember, and react. They belong to different Factions, subscribe to different ethical Perspectives, and clash in ways that test your convictions as much as your skill. At its core, The Game is a story about navigating ambition without losing your soul.

What Makes It Unique

- **Cohesive Lore:** Everything from the tech to the economy is internally consistent and grounded in near-future plausibility.
- **Narrative Depth:** Inspired by shows like *Billions*, *Succession*, and *Breaking Bad*, the story doesn't hold your hand — it respects your intelligence.
- **Tactile Movement:** Drone mechanics are responsive, kinetic, and fun. Even non-traders will find it compelling to fly.
- **No "Pay to Win". No "Forced Grind".** Just a richly crafted world built for immersion and engagement. The Game is the Game.

MARKETS 3.0

What it is (and ISN'T)

Two experiences. One universe. And a thin, but firm, line between them.

Markets 3.0 enables you to trade crypto in the real-world — it's presented in-universe as a mysterious, locked room that only select NPCs can access. The player character (PC) never enters that room. He can't. It's not part of his world. That separation is deliberate — and fundamental.

From the main menu, however, any eligible User — the real human, not the PC — may choose to enter **Markets 3.0**. When that happens, The Game is not running and **Markets 3.0** is its own thing, with its own identity, tone, and rules.

What it Is ✓

✓ **Self-Custodial.** Users retain full control over their keys and balances, and we support most standard wallets — interoperable across supported protocols. We offer self-custody wallet-creation technology for convenience, but nothing is proprietary or locked in.

✓ **Unified Access.** Markets 3.0 wraps multiple crypto protocols — including Hyperliquid, Solana, and other swap providers — into one streamlined environment, enabling smooth and fluid multi-service workflows.

✓ **3D Interface.** It's more than just "buttons on a screen". Markets 3.0 is a spatial UI with real-time in-world screens, physical objects, and fluidly responsive inputs. A new way to interact with familiar trading mechanics.

✓ **Accessible by Design.** We've built a clear, intuitive interface that streamlines operations — while still giving eligible users the tools they need to explore and trade crypto.

✓ **Incentivized.** Holding our native crypto token, **EX**, unlocks trading fee discounts on crypto trades in Markets 3.0 and potential in-game benefits. It may also be distributed through gamified mechanisms such as targeted airdrops and performance-based challenges.

What It Isn't ✗

✗ **It isn't part of The Game.** Players don't use Markets 3.0 in-game. It exists there only as a mysterious in-world concept, not a playable feature.

✗ **It isn't pushing you into anything.** You can create a self-custody wallet, or bring your own. Trading using Markets 3.0 doesn't force you to use wrapped tokens or proprietary wallets - your assets stay in your control.

✗ **It isn't a centralized exchange.** Markets 3.0 is a true orchestration of technology, aggregating and coordinating various decentralized exchanges. It's a new paradigm for trading crypto - built around control, clarity, and composability.



MARKETS 3.0

Evolution of Trading Interfaces: The Next Leap

The categories below illustrate how our methods of accessing and interacting with trading interfaces have evolved – that is, how we **engage** with them.

Note: Markets 3.0 is not a regulated financial market and does not connect you with regulated financial products.

MARKETS 1.0

Human-Powered Trading

- Physical trading pits
- Shouting, hand-signals, paper slips
- Relational trust and local access

Keywords: Barter, Floor Trading, Open Outcry

- 🌐 Trust through presence
- 👤 Traders were the interface
- 🐢 Slow, personal, physical

MARKETS 2.0

Digital Efficiency

- Electronic order books
- APIs, bots, HFT
- Human intermediaries vanish, scale explodes

Keywords: Algorithmic, Electronic Markets, Automation

- ⚡ Speed over presence
- ⚙️ Code replaced people
- 📉 UI became sterile, flat

MARKETS 3.0

Experiential Markets

- Spatial, 3D, real-time interaction
- Embedded DeFi protocols
- A return to presence — without losing scale

Keywords: Spatial UI, GameFi, Real-Time Crypto Infrastructure

- 🌐 You are the interface again
- 🌐 Immersion meets utility
- 💡 Markets as an experience

Markets 1.0 interfaces were human.

Markets 2.0 interfaces were machine.

Markets 3.0 is what happens *when they join forces*.

TECHNOLOGY AND DESIGN PHILOSOPHY

Yolo.e^x is built on a few core beliefs:



Friction kills adoption. If users have to jump through hoops to trade, explore, or interact, they won't. We have tried to make the complex feel simple — without dumbing it down.



Separation is clarity. Our system is two worlds, deliberately and cleanly divided. One is a fictional, narrative-driven game. The other is an integrated, real-world trading interface. This distinction is both technical and philosophical.



Immersion matters. Nobody enjoys clunky overlays or stale reloads. We've designed both The Game and Markets 3.0 to feel responsive, spatial, and fully integrated — whether you're flying drones across a futuristic skyline or trading through immersive holographic terminals. Our goal is for the interface to feel like part of the world, and not a roadblock in front of it.



The medium is the message. By embedding real crypto capabilities in a high-fidelity 3D space — while keeping them separate from the narrative — we're making a statement: these tools belong to users, not institutions. And they should feel that way too.



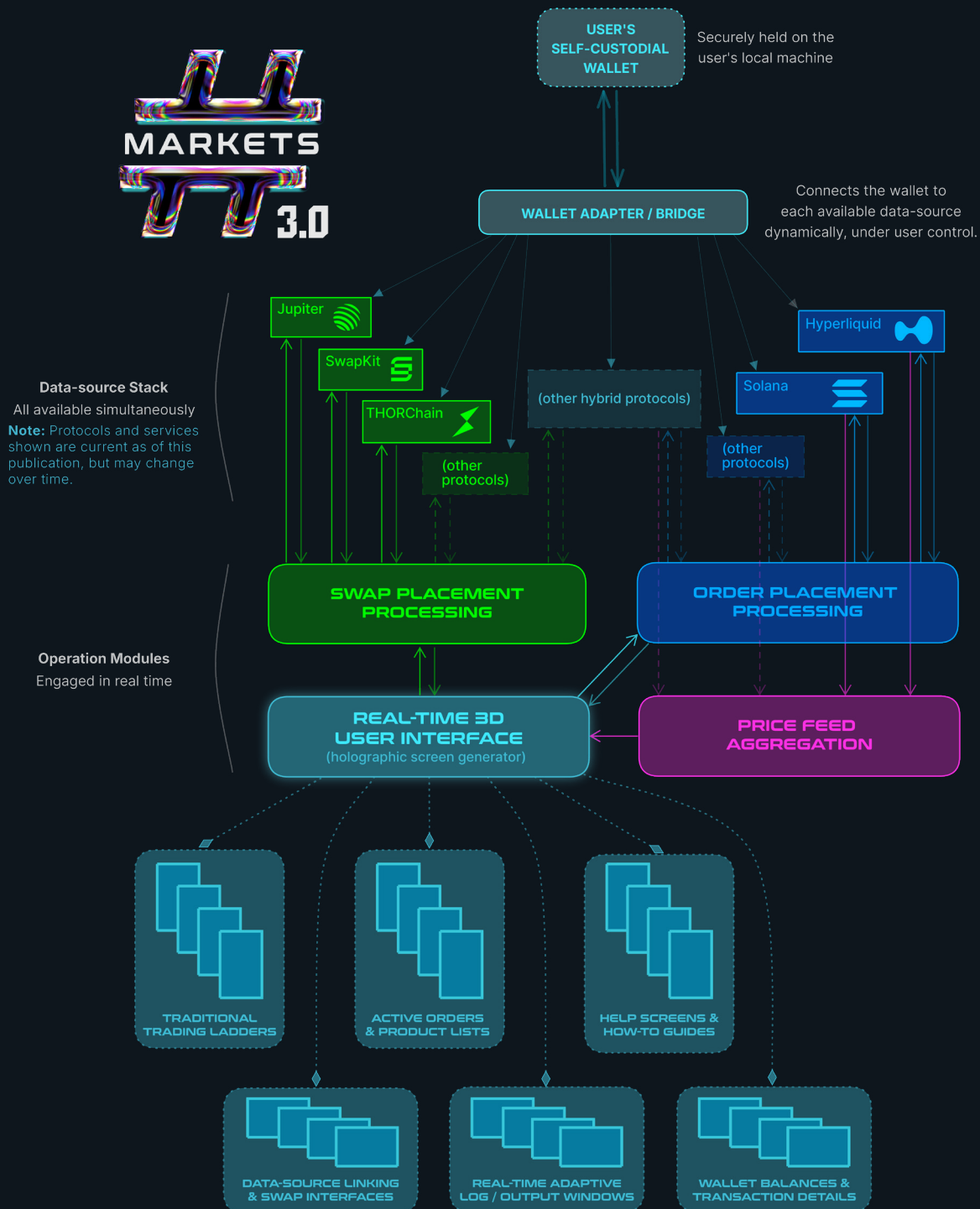
Control belongs to the user. In Markets 3.0, everything is self-custodial. In The Game, there are no pay-to-win mechanics, and no pressure to engage in real-world transactions. Everything is designed to reward curiosity, not obligation.



Under the hood, we're powered by **Unreal Engine 5**. On the crypto side, Markets 3.0 integrates real-time infrastructure from providers like **Hyperliquid** and **Jupiter** — streamlining access to multiple decentralized services through a single, elegant interface. It's a complex system, designed to feel both powerful and responsive.

TECHNOLOGY AND DESIGN PHILOSOPHY

Technical Overview



Cross-Chain Execution

All supported chains, unified in a single interface — with real-time updates, simultaneous access and parallel execution across all connected sources.

TOKENOMICS AND INCENTIVES

The **EX** Token

Our mission is to bring markets to *life* — by streamlining crypto trading in ways that are experiential, intuitive, and built for the next generation. From real-world crypto trading to narrative-driven gameplay, the **EX** token fuels **Markets 3.0** access, incentives, and innovation across every layer of its interface. It invites the next wave of users to take part in a new kind of DeFi experience — one that feels alive.

EX is a utility token that enables traders to enhance their **Markets 3.0** experience, players to deepen their in-game participation, and eligible Markets 3.0 users to take part in a living ecosystem that spans both gameplay and real-world access.



Markets 3.0

Holding **EX** can reduce crypto trading fees in Markets 3.0 so execution is more cost-efficient.



Token Overview

- Supply: 1B
- Standard: HIP-1
- Network: HyperCore



Fee Allocation

A portion of **Markets 3.0** trading fees — currently set at 25% — is earmarked for incentive mechanisms aligned with ecosystem growth



In-Game Features

Holding **EX** may support optional progression systems inside The Game — including faction-based challenges, contract missions, and cosmetic unlocks. These features are intended to reward curiosity, not grind.



Yolo.e^x Trading Desk

*Talent is equally distributed.
Opportunity is not.*

Top performers in **Markets 3.0** may earn an invite a future initiative: the **Yolo.e^x** Trading Desk - a merit-based accelerator.



Governance

As the protocol evolves toward greater decentralization, **EX** holders may be eligible to participate in governance mechanics that take place within the game world.

Note: Details of projected features (titles in grey) are subject to revision based on ongoing development and external factors.

TOKENOMICS AND INCENTIVES

EX Value Flow

EX powers a hybrid, experiential DeFi front-end and GameFi model

Markets 3.0



Gameplay Environment

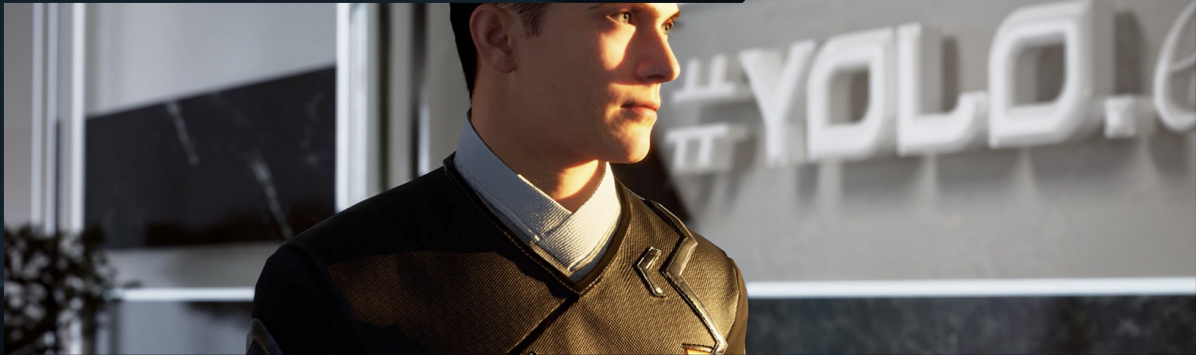
To support sustainable growth, certain features will be introduced in phases

TOKENOMICS AND INCENTIVES

EX Token Distribution



SECURITY, CUSTODY AND TRUST



At the heart of **Markets 3.0** is a simple principle: **users stay in control**. **Markets 3.0** is built for **self-custodial** access — meaning your assets always remain in your control. You connect using a standard wallet that works across services, and you can trade or interact on your terms. No forced lock-ins — just streamlined, transparent access.

Behind the scenes, **Markets 3.0** coordinates with multiple real-time protocols — including **Hyperliquid**, **Jupiter**, and others — and presents them through a unified 3D interface. We don't hold your keys. We don't take control of your tokens. We simply streamline your access to the underlying protocols you choose to use.

Our token uses standard smart contracts and the system is transparent by design. But real trust comes not just from code — it comes from clarity. You can *see what's happening*. You can *trace what you've done*. Clarity, transparency, and control — built into every layer of the experience.

EXIT

VISION AND TRAJECTORY

Phase 1

Foundations

[COMPLETE]



- Narrative concept, world design
- Core mechanics prototyped in UE5
- Markets 3.0 trading interface architecture finalized
- Core smart contract & wallet integration
- Internal playtests & early feedback loop

Phase 2

Early Access Systems

[COMPLETE]



- Markets 3.0 interface live and supporting multiple decentralized protocols (e.g. Hyperliquid, Solana)
- Blackpaper published
- Pre-alpha release live in Epic Games Store
- Lore and Faction Systems established
- Community test group (non-public) activated

Phase 3

Public Rollout

[IN PROGRESS]



- Markets 3.0 access goes public via access key
- Token utility live (fee discounts, future incentives)
- First airdrop campaign for early users and contributors
- Open beta for Markets 3.0 with user feedback systems
- Markets 3.0 trading interface optimised and expanded
- YLX Token listed in Markets 3.0

Phase 4

Game Launch

[UPCOMING]



- Narrative-driven game loops in The Game go live
- Drone missions, characters, and cutscenes integrated
- Advanced Airlink UI for gameplay + lore functions
- Soundtrack, spoken dialogue, and cinematic polish
- In-world unlocks (cosmetic only) linked to Markets 3.0 achievements
- Token exchange listings

Phase 5

Expansion & Refinement

[UPCOMING]



- Iteration based on user feedback
- Potential console support
- Strategic partnerships
- Narrative expansion via post-launch story episodes
- Contract Missions and Faction-based incentive programs
- ESPORTS / Trading Desk

Note: Projected phases and timelines are subject to revision based on ongoing development and external factors.

CORE TEAM



Alan Gibbons

Founder / CEO

Crypto & Tradfi
Derivatives prop trader.



Troy Till

Founder / CTO

Former Optiver HFT dev. Custom game
engine builder. Old-school democoder.



Andrew Bright

On-Chain Lead

Trading engine & back end developer.
Expertise in desktop apps. Rust tragic.



Anna Kurovska

Growth Lead

Experienced game
producer & marketer.



Paul Snell

Creative Lead

15+ years exp in 3D modeling for games,
2D art; UE5 art & lighting expert.

INVESTORS



PARTNERS



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CLOSING REMARKS

Yolo.e^x isn't a trend. It's not a hype vehicle dressed in buzzwords. It's a living project that has already been launched and is growing fast. Our goal isn't just to innovate on the surface — it's to reshape what crypto can feel like, and what games can stand for.

Markets 3.0 is live, self-custodial, and designed with respect for your time, your autonomy, and your privacy. The Game is in development, with a clear roadmap, a powerful engine underneath, and a narrative that engages without preaching and trusts your ability to think for yourself.

Yolo.e^x is built with care, clarity, and intent — bound by a single principle:

The future is shaped by
those who build ***today***.

...so if you're like us — building something, trading something, or simply exploring new frontiers: **Welcome to Arkvale.**