

# Bear Forage

Avocado Guild



Whether you're a gamer, baller, or creator, you're familiar with the experience of falling in love with a process. It's a constructive feedback loop that rewards us with fond memories, purposeful progress, and the money to continue creating.

Artists, musicians, writers, and athletes always had an arena, but gamers didn't - until esports and streaming. To stream, you have to have an entertaining personality while also being good at the game. To become a professional e-athlete, you have to be better than 99.5% of all other players on Earth. So the number of broken dreams vastly outweighs the success stories.

The introduction of blockchain terraformed the entire industry, ushering in a new era of online competition.

Now, it's no longer necessary to entertain thousands and grow a YouTube channel or outperform all the competition to earn an income gaming. The Play2Earn sector incentivizes hundreds of millions of people to learn about blockchain and benefit from a global peer-to-peer economy. But if you've tried to mint any P2E-related NFTs, you know there's a massive barrier to entry. It's expensive and fucking complicated for newcomers.

So...

## **WTF is Avocado Guild?**

Avocado Guild is a play-to-earn guild providing the unbanked and underprivileged with a chance to improve their real lives based on their activities in the virtual world.

# What makes Avocado Guild Unique?

Any group with enough money can buy a bunch of NFTs and build a dApp to loan them out. But it takes strategy, foresight, and consistent effort to do all that while fostering a community of like-minded people around the common goal of educating millions of people on how to independently navigate crypto and operate the tech behind the video game. After all, crypto literacy is the difference between winning and losing, whether you're playing GameFi or DeFi.

Avocado Guild is built around three philosophies:

- Play2Enrich
- Play2Educate
- Play2Empower

Avocado Guild is among the first and largest blockchain gaming guilds today. Their scholarship programs have mobilized thousands of people to join crypto and Web3 and seize the new opportunities arising from these tumultuous times.

No upfront investment is needed to start playing to earn. No looking around markets and buying assets you know little about. For the players, the only risk is a little time.

They've already onboarded over 10,000 scholars to game with their NFTs, and they've educated thousands of people on the logistics and fundamentals of blockchain. Avocado Guild has strengthened gaming communities across Southeast Asia, enabling everyday people to provide food, housing, and utilities for those around them.

Real-world benefits of holding a token are rare to see. Avocado DAO partnered with telecommunications and internet service provider TPG Telecom so that gamers can purchase mobile data and phone credits with \$AVG. That's a straightforward way for those earning \$AVG rewards to pay for a valuable commodity and everyday expense directly from a source of income.

## Who's the team behind Avocado Guild?

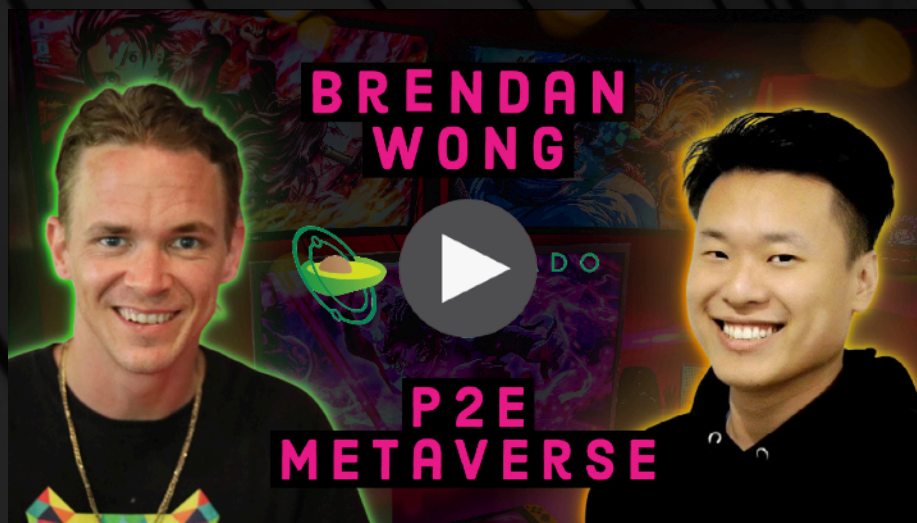
Brendan Wong is the CEO & Co-Founder of Avocado Guild. With experience co-founding, directing, scaling, marketing, and branding a handful of companies, Brenden brings a metric ton of operational expertise.

David Shi is head of operations at Avocado Guild, working on the company's operations, finance, systems, and human capital goals and objectives.

The billion-person potential of Avocado Guild has attracted high-quality backers. They're receiving support from notable investors:

- Animoca Brands
- Three Arrows Capital
- QCP Soteria Nodes
- Solana Ventures
- Polygon Studios
- Hashed
- Binance Smart Chain's \$1 Billion Growth Fund

Here's what Kyle Davis, co-founder of Three Arrows Capital, has to say: "We are excited to support Avocado Guild. The team focuses on community growth and education of their scholars by empowering the next generation of crypto users."



Catch the conversation 🖱️ <https://www.youtube.com/watch?v=oUKKN14GgSY>

# What's Avocado Guild been up to?

Avocado Guild passed all their 2021 targets. In Q2 of 2022, their continued progress is promising:

- Active scholarships now over 11,000
- Total SLP earned is 95M+ (>\$600,000)
- Discord members over 64k
- Twitter followers over 70k

Avocado Guild already has several running partnerships with major P2E titles:

- Thetan Arena
- Big Time Games
- Sipher
- Elpis Battle
- Revv Racing

And 10 new partnerships have been announced since the beginning of 2022:

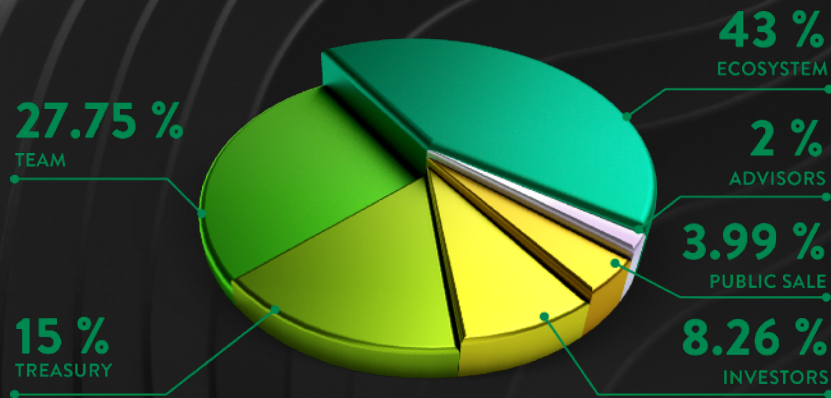
- Heroes of Mavia
- League of Kingdoms Arena
- Heroes Chained
- MixMob
- Chillchat
- Genopets
- Ignite Tournaments
- DROPP
- Lootex
- CyBall

These are all mutually beneficial partnerships, as Avocado guild can provide a greater selection of games to their scholars, and the partners will have more people playing their games!

## Play2Educate Program

Avocado Guild is passionate about its mission to educate. The Play2Educate program presents school supplies, scholarships, and a blockchain and Play2Earn webinar. So far, there have been events in the Philippines on Sipaway Island and in the province of Cebu. These events are staffed with volunteers of present Avocadian scholars to give students a real sense of what's going on and how they can help themselves and their broader communities.

# \$AVG Token Allocations & Vesting Schedule



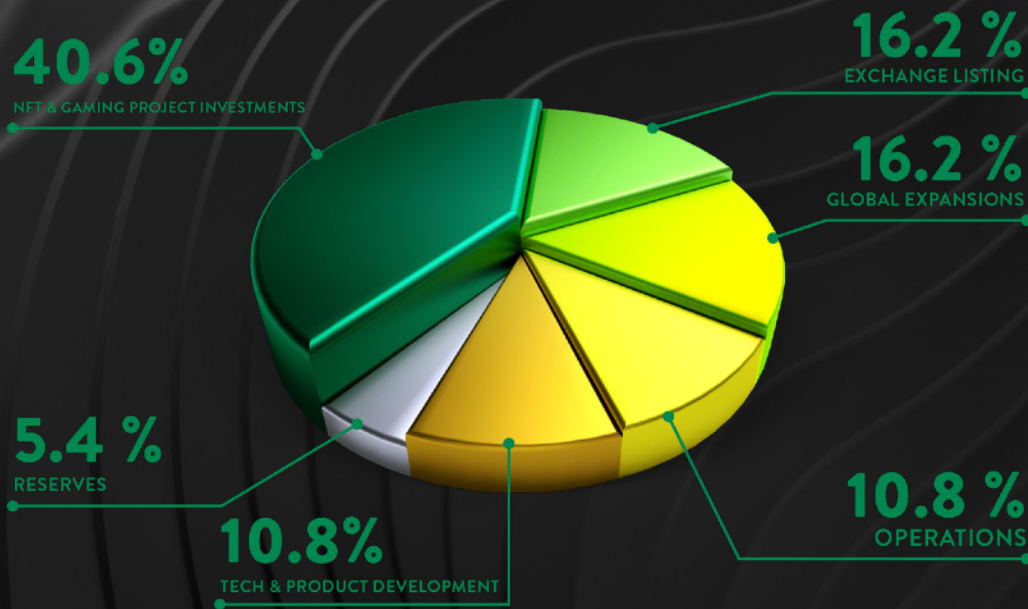
Based on this distribution, it appears that developing the ecosystem and incentivizing grass roots participation are the priorities. Only 2% is allocated for advisors, which could mean that leadership already has a clear view of the work that lies ahead. Most of the tokens are to support community growth, activity, and in-house operations.

The allocations for people (as opposed to those for the guild) all vest quarterly.

ALLOCATION	ALLOCATION TOKEN	% OF TOTAL SUPPLY	TGE % OF TOKEN SUPPLY	CLIFF (M)	VESTING PERIOD (M)	VESTING RELEASE POST CLIFF
Team	277,500,000	27.75%	0%	12	36	Quarterly
Treasury	150,000,000	15%	0%	0	72	Varies
Advisor	20,000,000	2%	0%	12	12	Quarterly
Ecosystem	430,000,000	43%	0%	0	48	Varies
Investors	82,600,000	8.26%	0%	12	36	Quarterly
Public Sale	39,900,000	3.99%	3.99%	0	0	-
<b>TOTAL</b>	<b>1,000,000,000</b>	<b>100 %</b>				

source: <https://whitepaper.avocadodao.io/6.-dao-governance/6.1-tokenomics>

# How Funds are Applied



source: <https://whitepaper.avocadodao.io/6.-dao-governance/6.1-tokenomics>

The biggest criticism levied at P2E was the prohibitive barrier to entry for most people playing these games. With 40.6% of the money raised going to NFT and gaming investments, the decentralized gaming guild proposition seems vindicated.

All the bases seem to be covered, with the team earning a modest 10.8% to cover their first year(s) of internal operations. The same 10.8% going to tech and product development makes me think that Avocado Guild isn't "really" solving a tech problem in the world, but a community's problem.



# Avocado Guild Governance Token (\$AVG)

With a max supply of 1 billion, the Avocado DAO governance token, \$AVG, IDO'd on Copper Launch on December 27, 2021.

\$AVG was released via Token Launch Auction: when a token is up for sale on Copper, its price decays over time once the pool opens. The higher the transaction volume, the slower the price declines.

After the IDO, the team awarded their top 150 holders with Avocado Genesis Coins. This limited edition Avocado Genesis NFT will grant benefits like:

- Future token airdrops
- Allowlists and discounts for future NFT sales
- Exclusive access to future programs and events
- Special NFTs with our partnered games and platforms

There are only 300 of these NFTs, and you can see them on

 OpenSea <https://opensea.io/collection/avocado-guild-nft>

As a governance token, \$AVG will eventually grant participation in the DAO. The core contributors will initially govern Avocado DAO to onboard scholars, build the business, and structure future roadmaps while the technical systems and infrastructure are developed. Eventually, the DAO will be controlled by the \$AVG token holders, who will, without exception, have the right to participate in the decision-making process for the rules they agree to follow. The goal is the widespread distribution of \$AVG so that it can truly be governed by the community for the community.

Community members can earn \$AVG rewards through community services like hosting events, leading a guild, and participating in e-sports tournaments under the Avocado flag.



## What's next for Avocado Guild?

Staking \$AVG for rewards is right around the corner! This feature is currently under construction and is coming soon.

The Avocado Guild also will continue to do what it has done best - onboard more gamers that can participate in the P2E economy and Web3. Over a billion gamers worldwide still pay-to-play, so there's a lot of work ahead to onboard the first hundred million in Southeast Asia.

The guild is also continuing its humanitarian efforts by expanding involvement in local community initiatives to help the most vulnerable. The Avocado Guild believes that to unlock life-changing opportunities for more people, each guild member has to find their hidden talents and wield them for the empowerment of life, both off and online.

The members of Avocado Guild will not only earn additional income from P2E games but will become trained Web3 participants, so they can take advantage of emerging opportunities like DeFi and support their home in the global economy.

## How to join Avocado Guild


To become an Avocadian scholar, make a [Discord](#) account if you don't have one and join the [official Avocado Guild Discord server](#). Once you're in, go to the 📄 application-forms channel where you'll find application forms for partnered games!

You can follow Avocado Guild's progress all over the web:

-  [discord.gg/avocadoguild](https://discord.gg/avocadoguild)
-  [t.me/avocado\\_guild](https://t.me/avocado_guild)
-  [whitepaper.avocadodao.io](https://whitepaper.avocadodao.io)
-  [twitter.com/Avocadoguild](https://twitter.com/Avocadoguild)
-  [medium.com/@avocadoguild](https://medium.com/@avocadoguild)



Avocado Guild became the fastest growing guild in 2021, attracting over 10,000 members by December.

This year, the team continues to build the platform and connect the dots between the tech and the people ready for it. Scholarship opportunities are common, so if you're interested in seeing what's up, or even starting a career in blockchain games, join the [official Avocado Guild Discord server](#) and check out the  application-forms channel.

If there is anything you would like us to cover, focus on, help you with, or you have feedback, please raise your voice and ask for it. That's the point of a group effort. We win when you win, and you win when we win. We're always building in the background, bringing on more analysts and implementing better systems. Your feedback may improve the quality of our this work. Simply email me at [info@arcanebear.com](mailto:info@arcanebear.com) and I will add it to our daily work.

Many thanks,

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**Buy right,  
sit tight.**

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