PUZZLES CRUSADE
THE AWAKENING

LIGHT
PAPER

MATCH TO VICTORY

ZugzwangLabs

DISCLAIMER

VISION

We see a world in which various Metaverses are interconnected. A world where every participant is an athlete, competing and building at the same time. A world where the game passion resembles the one from our childhood, and unites us into joy. Driven by our emotions and passion for gaming and state-of-the-art technology, we aim to inspire and make games and earn a lifestyle.

MISSION

Our mission is to systematically raise the standard of gaming experience using blockchain technology and world-class graphics. To help people play, enjoy, experiment and maximize their success by earning sustainably. Our goal is to embark millions of people into the blockchain gaming ecosystem by creating a web3 game with the highest player retention and engagement level in the industry. We will reinvent the blockchain gaming by making it fun and entertaining.

#playtoearnjoy

IN THIS LIGHTPAPER

EXECUTIVE SUMMARY

Puzzles Crusade is a Match-3 RPG for iOS and Android with Play-and-Earn mechanics, built on blockchain and now accessible via a dedicated Telegram miniapp. This game features an interactive economic and strategic Metaverse designed for players to explore and conquer an expansive in-game world. With sophisticated gameplay, players engage in a variety of strategic actions to build hero teams and establish a thriving civilization. Inspired by renowned RPGs like Empires and Puzzles, World of Warcraft, Diablo 2, Final Fantasy 6, and The Witcher, Puzzles Crusade is crafted with true player ownership and decentralization at its core.

Zugzwang Labs envisions Puzzles Crusade evolving into a full-scale Metaverse, combining unique gameplay, an extensive range of digital assets, and an ecosystem aimed at sustaining the long-term value of NFTs and our governance token. With the integration of the Telegram miniapp, **Puzzles Crusade is set to become the next major success story in the web3 gaming space, driving accessibility and engagement across platforms.**

PRODUCT MARKET FIT

Lately, a lot of blockchain games were announced by various developers. It is a trend appeared during the last couple years in the crypto space.

From the very beginning, the standard paradigm of most NFT games had become uninteresting, and lacking in utility with failed tokenomic models: Buy a digital asset, own it, "hodl" it and hope it appreciates in value in some indefinite future.

This means the majority of games are designed for speculating purposes, not for the joy of playing them.

We feel there is a lot of unknown and a kaleidoscope of emotions to be lived. That is why Puzzles Crusade offers the possibility to use the intrinsic value of NFTs - their utility. You play with them in the actual game. Puzzles Crusade is not just a game, it is a continuous process to establish an emotional connection by consistently intriguing and rewarding, all the way through the player's journey inside the game.

Ownership is a vital aspect of the Puzzles Crusade. If you don't own your collection, the entire universe of value falls apart. Some businesses as

digital media and entertainment have struggled over time to succeed in this area, but the tangible assets, like card games, have stood the test of time. Now we have the NFTs, which are crypto tokens representing a verifiable unique entity.

By having, earning, and exchanging unique, rare, stunning, and in-game useful NFTs, players will not only enjoy the game but will keep the interest to grow and expand in order to convert the value and reward themselves in real life.
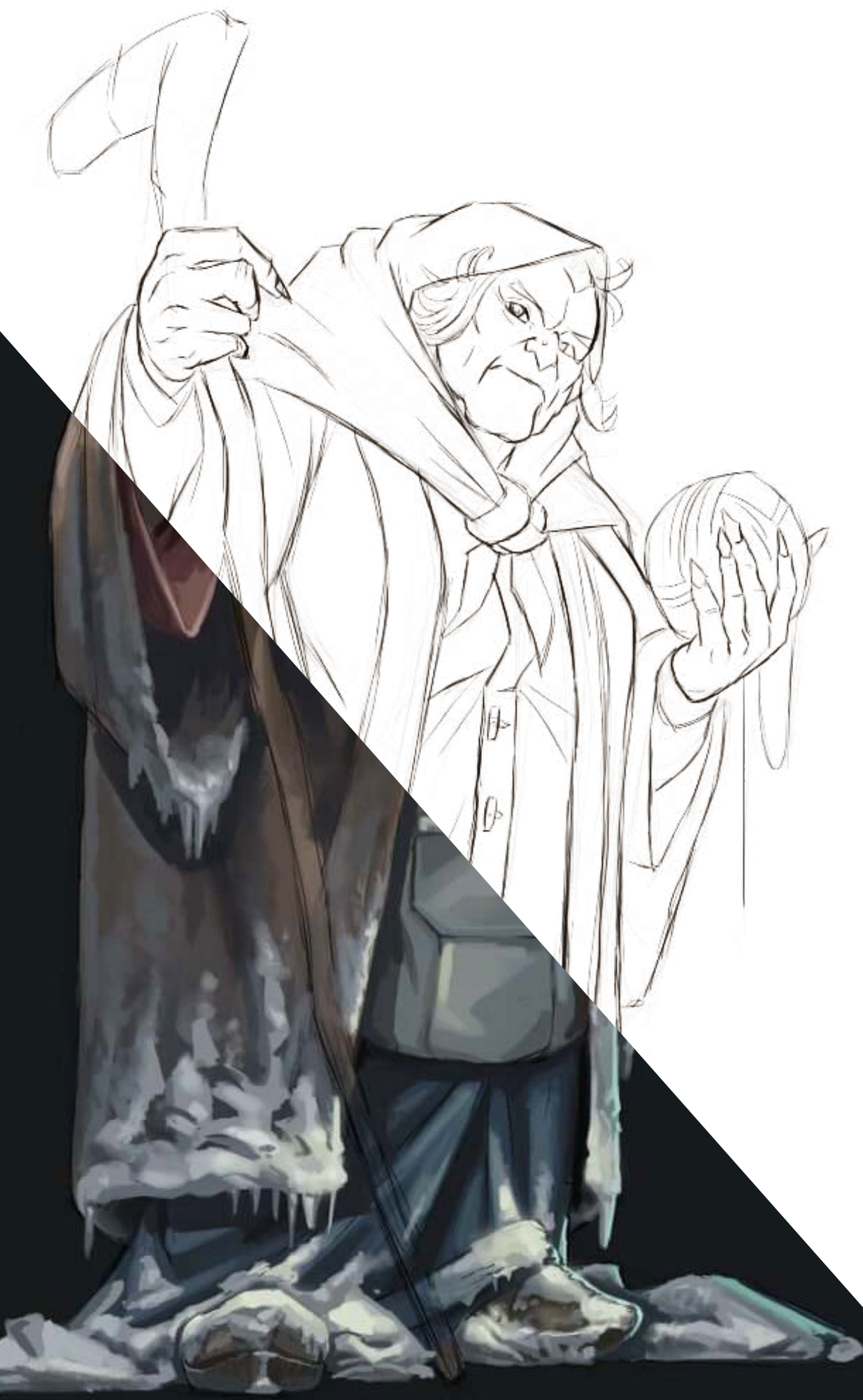
GAMEFI AND BLOCKCHAIN TECHNOLOGY

GameFi mechanics developed a lot over the last couple years, seeing impressive growth and huge development. There are hundreds of GameFi projects gaining traction today representing billions of USD in value. A lot of projects have emerged, and a huge number of announcements were made, but not so many are here to stay. Sustainability can be assured only by adding tangible value.

Puzzles Crusade gaming economy provides the best fusion between crypto/blockchain/ DAO enthusiasts and gamers looking for open access without centralization or corporate control and interference.

There are currently no Match3 RPG mobile game titles with high-quality special effects in an immersive world RPG built-in GameFi. Puzzles Crusade merges gaming and cryptocurrency in a unique synergy that brings together crypto enthusiasts, dedicated gamers, and the curious tech-savvy public.

The development of Puzzles Crusade will be integrated within The Open Networt (TON) blockchain. With numerous game modes and features within our game, the importance of a fast, reliable, and affordable blockchain integration is paramount. With the resources and building tools various blockchains offer today, Puzzles Crusade has the confidence to continue developing and expanding.

In 2024, a clear trend has emerged with the rise of Telegram miniapps specifically crafted to optimize the gaming ecosystem. These miniapps are engineered to facilitate quick and seamless on-chain transactions, aligning perfectly with the dynamic needs of the next era in crypto gaming. The combination of accelerated transactional speed and an intuitive user interface signals a paradigm shift, underscoring a harmonious synergy between cutting-edge technology and user-centric design within blockchain-enabled gaming experiences on TON.

TELEGRAM MINI-APP

While we build Puzzles Crusade - the RPG, we'll introduce a mini-game on Telegram to keep our community engaged and connected. This taping game offers players a taste of our universe, allowing them to earn rewards while participating in a fun and accessible experience. By launching this mini-game, we aim to lower the barrier to entry and expand our audience, bringing new players into our ecosystem before the full game release.

The mini-game also addresses key challenges of user acquisition and retention. It offers an engaging, easy-to-play format that keeps players active while we finalize Puzzles Crusade. The rewards earned in the mini-game will provide ongoing incentives for daily participation, building excitement for the upcoming full game. Additionally, launching on Telegram and TON blockchain, platforms popular with the crypto community, allows us to grow organically within a highly engaged audience.

Finally, this mini-game gives us the opportunity to test and refine important mechanics in a real-world environment. The insights we gain will help optimize the main game's economy, ensuring a balanced and enjoyable experience when Puzzles Crusade officially launches. By keeping our community active and fostering anticipation, the Telegram mini-game sets the stage for a successful full launch.

ROADMAP

GENESIS

We are a group of friends passionate about gaming and crypto. The idea about building a game on blockchain struck us in early 2022. We created a Twitter profile and started posting our ideas and sketches of what the game would look like. The feedback from the crypto community was very positive, and it seemed promising. It took us nearly a year to put everything together, assemble the team and set up some realistic goals. In Q4 2023, we began working on game development. While we continue to build the main game, we're launching a TG mini app to onboard users to our ecosystem.

>> *Game Idea Tests*
Team Assembly and Role Distribution
Setting Up the Roadmap
Crafting Engaging Narratives and Artwork
Pre-development and Game Prototype
Telegram Mini App Launch

Q1
2025

Q2
2025

Q3
2025

Q4
2025

2026
2027

BIG BANG

We start big in Q1/2025 by unveiling a comprehensive closed alpha version of Puzzles Crusade, showcasing intricate mechanics and immersive gameplay elements to substantiate our concept. Progressing from this milestone, we will actively solicit feedback from our community, fostering an iterative development process. On the "academic" side of things we will define and release our game and token whitepaper. This is also the time when we will start the whitelisting process for our one and only Genesis heroes sale.

Reach 100K Daily Active Users on Telegram Mini App
Game and Token Whitepaper 1.0
Closed Alpha Version V.0.0.1
Community Expansion
Active Whitelisting

AWAKENING

We drive Puzzles Crusade forward, bringing it to our early adopters. This is the time when the Genesis Heroes sale will take place — giving you the possibility to get your hands on our most scarce game assets — the Genesis heroes. Soon after, a heroes stacking mechanism will be revealed. Q2 of 2025 is a huge step forward for the whole ecosystem as this is when we project to launch on iOS and Android marketplaces. For security, we will partner with CertiK, auditing the $PZL token contract and securing the community, prior to launch.

>> *Genesis Heroes Sale*
Certik audit
App 1.0 Launch on IOS and Android
Hero Stacking

EXPANSION

The PvP Battle mode will infuse lots of utility for our Genesis Heroes holders, and for the first time will give them the opportunity to leverage their heroes in a face to face confrontation. We're determined to capture the majority of crypto gaming enthusiasts, becoming a leading blockchain-based mobile game. Our aim: daily gameplay habit driven by fun, earnings and true ownership. $PZL is the utility currency that is fueling the economy of the game.

>> *PvP Battle Mode Launch*
$PZL Token Official Launch
Legendary Heroes Sale
Monthly thematic in-game events

CONQUEST

Our target for Q4/2025 is a very high aiming one: a million daily users by year-end. We plan on achieving this by working hard on building a genuine community, held together by the fun people have playing the game. This will be achieved by constant updates and improvements of the game. Tribe Wars will also act as a breath of fresh air for OGs, as this is when our players will enter a collective PvP mode for the first time.

>> *iOS and Android App Version 2.0*
Tribes Wars
Reach One Million Daily Active Users

METAVERSE

2026 is all about Metaverse. After a year in which we glide from Alpha version of the game to being a fully developed web3 game with all it's mechanics and game economy set in place, we will fully concentrate on scaling the Puzzles Crusade ecosystem and build it into a truly immersive metaverse. We'll shine by listing $PZL on top exchanges, reaching millions of crypto investors, and simply continue building.

>> | *$PZL Listing on Top 5 CEXs*
| *Land and Substantial Assets Auctions*
| *10 Million Daily Active Users*
| *Establishing the DAO*
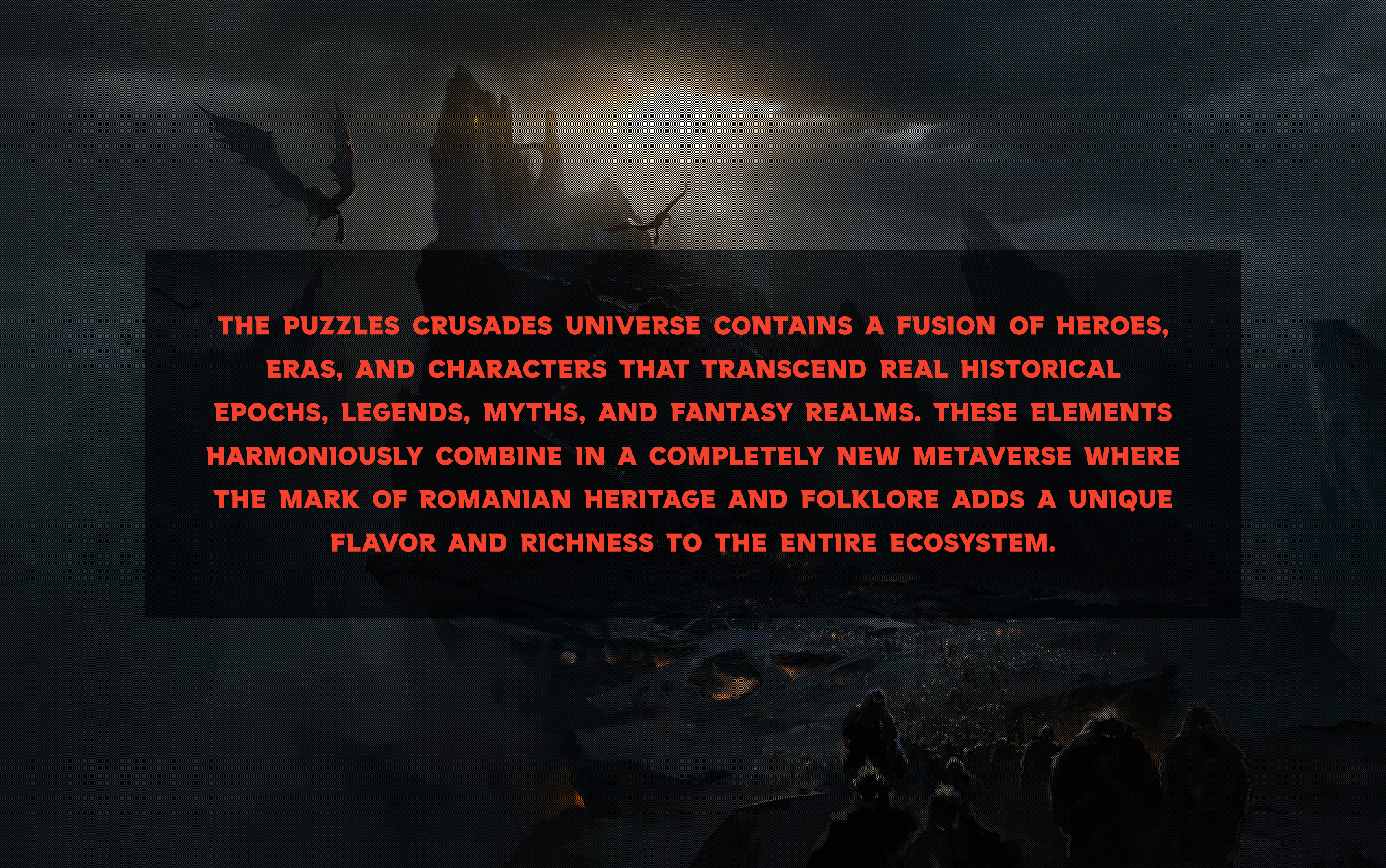
GAMEPLAY

THE PUZZLES CRUSADES UNIVERSE CONTAINS A FUSION OF HEROES, ERAS, AND CHARACTERS THAT TRANSCEND REAL HISTORICAL EPOCHS, LEGENDS, MYTHS, AND FANTASY REALMS. THESE ELEMENTS HARMONIOUSLY COMBINE IN A COMPLETELY NEW METAVERSE WHERE THE MARK OF ROMANIAN HERITAGE AND FOLKLORE ADDS A UNIQUE FLAVOR AND RICHNESS TO THE ENTIRE ECOSYSTEM.

THE CITADEL

The Citadel is your home base containing all of your buildings. Most buildings either increase your resource storage or produce something, but there are several particularly unique buildings. There is a limited quantity of buildings available to construct, depending upon the level of the Citadel. As such, it is never possible to build the wrong building as they will all be built and used in the end.

The Castle

The Castle is the most important building in your Citadel, its level determines how many slots you have available to build upon. As you upgrade the Castle you will gain more slots, and thus more buildings. The Castle level also determines the maximum level to which you can upgrade other buildings.

Along the castle there are 6 types of production buildings:

- **Mine:** Produces iron;
- **Farm:** Produces food;
- **Forge:** Produces consumables (such as mana and health potions);
- **Training Camp:** Produces heroes;
- **Barracks:** Advanced building that allows you to level up your troops;
- **Hero Academy:** Advanced building that allows quicker and cheaper training of heroes and troops.

YOUR MAIN GOAL IS TO CREATE THE BEST POSSIBLE TEAM OF FIVE HEROES TO BATTLE THE ENEMY AND ADVANCE LEVEL BY LEVEL

BLOCKCHAIN INTEGRATION

The world of Puzzles Crusade is a unique land of beauty and challenge. Travel the vast and varied landscape and fight a lot of enemies and mythical creatures, heroes that fight for freedom, justice and peace. Defeat them, advance and expand your own world of wonders.

On the journey through different realms in the game, players will discover a lot of artifacts, unique and very rare items and most importantly a lot of heroes. In order to encapsulate them in their personal collection, players will execute a minting process. These minted NFTs will be assigned to each player through a smart contract. Once possessing the NFTs, players will have the possibility to use them in-game, and trade, or sell them on the marketplace.

Using a fast scalable blockchain solution, makes the process much easier, by eliminating away distractions and allowing players to simply explore and enjoy the magical world. All transactions happen fast, so players can stay focused on what they came here to do: Explore, Fight, Develop, Collect and Earn.

MECHANICS

As a player you advance stage by stage on the map in PvE mode trying to save a fantasy world from total oblivion, or you can challenge your friends in PvP mode, earning rewards with your skills.

When you start a battle, you're presented with a 7x5 grid. This is your game board. The enemies are located above the grid, and your team is below the grid. To match stones just tap on one of them and drag it onto an adjacent stone to swap them. You'll need to match at least three stones of the same color. When you make a match, the stones fly up into your opponent's heroes, causing damage. Each hero's Health (HP) is displayed bellow him in form of a red bar. As you hit the opponent's heroes you will notice their HP loss. After you made your move the opponent hits back with their own attacks.

As you make the matches, not only do they cause damage on your enemy, but they also contribute to charging your heroes' mana bar — which is displayed as a blue bar. However, it's important to note that the enemy is doing the same, filling their own mana bars from the stones you throw into them. When the mana bar of a hero is full, that hero can use their special skill.

To conclude, you get one of the most popular mobile game mechanics, but this time built on blockchain, which means you get the ownership of your in-game assets. All heroes, weapons, skins, and buildings will be NFTs and 100% owned by players.

IN-GAME ECONOMY

Puzzles Crusade is built on a dual currency + NFT asset model. This allows us to work within the Apple & Android app stores, which currently prohibit crypto tokens to be integrated into apps.

Puzzles Crusade's in-game economy has been designed with scale and longevity in mind. A dual currency model is combined with an extensive set of customizable tradable game assets as well as multiple active and passive earning mechanisms that can be leveraged by the players.

In-Game Currency $PCOIN (subject to change):
In-game points system which is used for action, reward and purchase within the mobile application.
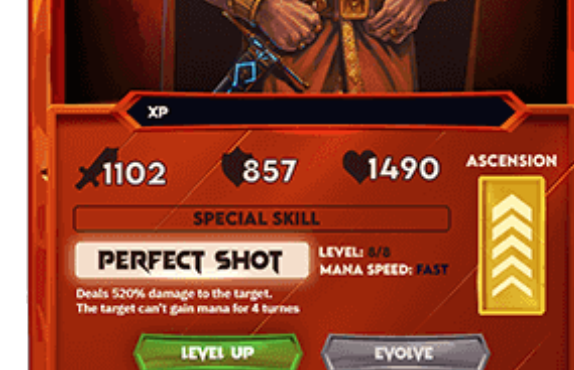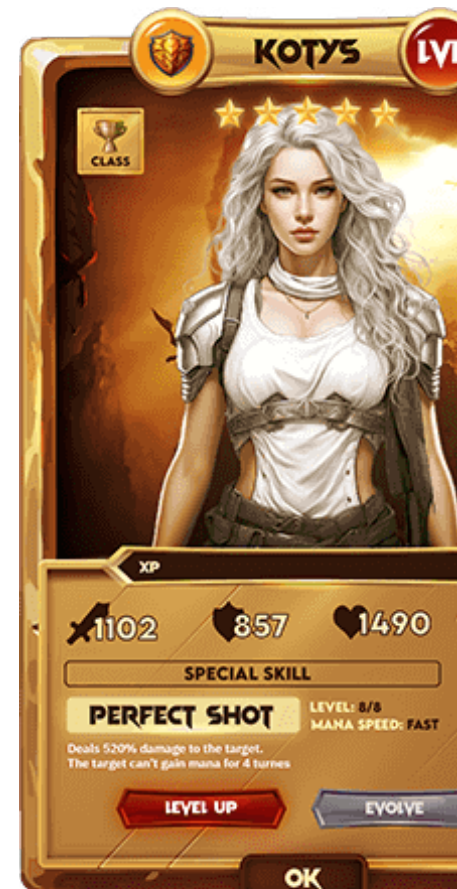
Crypto Token $PZL (subject to change):
The utility token in the Puzzles Crusade ecosystem.

NFT Game Assets:
Characters, Lands, Castles, Resources, Mines, Farms, Forgeries, Training Camps, Barracks, Troops etc.

A detailed description of our tokenomics will be presented in our whitepaper. Currently, a team of game theory scholars and blockchain experts are working on it. We want to make sure that the model will be sustainable and Puzzles Crusade will not end up like the first generation of blockchain games where players that join late are exit liquidity for early adopters.
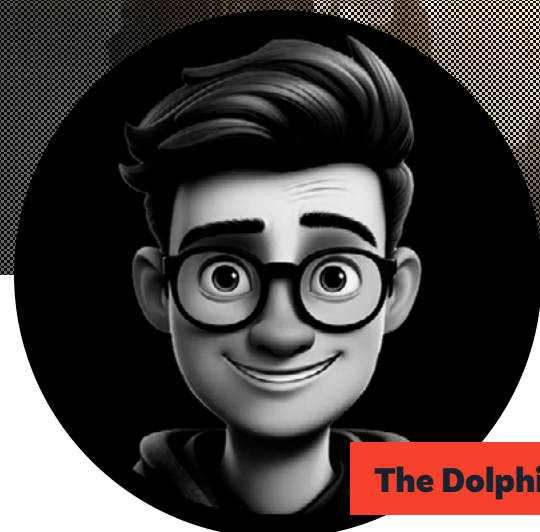
MEET THE TEAM

The Bear

Anatol URSU
ZugzwangLabs CEO

Although by name he is believed to be more of an expert in honey and barrels, it is rumored that he would be good at creating strategies and profitable projects in the long run. Probably just a rumor, but we like to believe it.

- Graphic Design Consultant at The World Bank
- Graphic Design Consultant at Carbon Market Exchange
- Freelancer Game Designer

The Dolphin

Lilu GENG
ZugzwangLabs CTO

This dev is the creative genius who crafts the amazing world of Puzzles Crusade from lines of code. He uses the keyboard like a magic wand to create exciting adventures. You'll meet his talent in every quest and mission throughout the entire game.

- Senior developer at Zombie Life, Magporcia and others
- Junior developer at Small Giant, Empires and Puzzles
- Freelance Unity Developer

The Bull

Vitalie PRISĂCARU
ZugzwangLabs CMO

The man in charge of our marketing across all channels. If you see uncensored posts on our socials - he's the one to blame. He also makes large communities feel more like family, so he's likewise guilty for all the friends you'll make in our discord.

- Marketing Director at Satoshi Club
- Head of Social Media Department at Web3 Gaming Moldova
- VP Public Relations at Tinerii Moldovei

The Wolf

Petru PLĂMĂDEALĂ
ZugzwangLabs CFO

His latest monitoring shows that he is better at spending money than collecting it. Sometimes through pubs, others in projects that are ready to explode, but in both cases he does it with the team and investors. Let's give him a chance.

- Co-Founder & Managing Director at Tesla Master
- Sales Representative at Wolters Kluwer Romania
- Advisor at Romanian Parliament

MATCH TO VICTORY