

IT'S NOT JUST A GAME, IT'S THE FUTURE OF REALITY

# BEACH HEAD



地下商店街入口





**"BH2020VR IS A NEW VIRTUAL REALITY WORLD WHERE THE OPPORTUNITIES ARE REAL AND THE POSSIBILITIES ARE ENDLESS."**



WHAT IS BEACH HEAD 2020?



## BH2020VR OVERVIEW

BH2020VR is not just a game, but an experience unlike anything else before. BH2020VR is the first ever entertainment product that integrates gaming and a virtual reality world with its own crypto-economy where everyone can participate and prosper. BH is an alternative reality world parallel to our own and powered by decentralized crypto-economics. Is a truly immersive multi-reality VR experience combining commerce, entertainment, and gaming in one giant evolutionary step. Emerging from the much loved BeachHead video game series, BH202VR fuses the future-shaping power of Blockchain technology with the game's own deep history of over three and a half decades.



# BEACH HEAD CITY

## DEFENSE & INDUSTRY

Energy and power  
Military command  
Procurement  
Soldier barracks

## RESIDENTIAL & COMMERCIAL 1

Residential 1  
Retail & Services 1  
Entertainment 1

## GREEN SECTOR

Leisure & Recreation  
Commercial  
Entertainment

## RESIDENTIAL & COMMERCIAL 2

Residential 2  
Retail & Services 2  
Entertainment 2

## WATER RESERVE

Defense moat  
Water supply  
Water recreation

## CITY CENTER

Administration  
Commercial  
Entertainment

SECTOR F  
FOR SALE  
2028

SECTOR E  
FOR SALE  
2026

SECTOR D  
FOR SALE  
2024

SECTOR C  
FOR SALE  
2022

SECTOR B  
FOR SALE  
2020

SECTOR A  
EXPERIMENT  
AREA

SECTOR H  
FOR SALE  
2032

SECTOR G  
FOR SALE  
2030

Experimental zone. This is the business activity zone and is reserved for the BH2020 development team. This is where ideas are tried and technology is developed to provide the framework and the tools for others to use in the open to the public segments.

Beachhead city is organized into eight self-sustaining segments. BH-CITY is like a pizza pie and its divided into economic zone slices. Each slice a world of its own, a mini city designed to accommodate a variety of human activity and to provide for itself. Like in any society the BH community is organized to sustain and defend itself to enable its citizens to prosper and enjoy their lives in safety and, when possible, in peace.





# PROTECT

LIKE IN THE CLASSIC BEACH HEAD GAMES, BH2020VR IS A HARD-CORE NONE-STOP TIME-CONTINUOUS GAMING EXPERIENCE BUT NOW YOU ARE IN THE MIDDLE OF IT.



# PROSPER

BH2020VR IS THE NEW FRONTIER, THE GOING WEST OF THE DIGITAL AGE AND VIRTUAL REALITY. A WORLD OF OPPORTUNITY OPEN TO ALL.



# PLAY

BH2020VR IS LIKE A VIRTUAL REALITY THEME PARK, FILLED WITH ENTERTAINMENT AND ADVENTURE AND THE MOST AMAZING VR RIDES FROM ALL OVER THE WORLD.



# PROTECT



**NON-STOP ACTION, BE A HERO, GAIN PRESTIGE AND REAP THE REWARDS**



# PROTECT



## GAMING

The Beachhead 2020 VR world would not be complete without the clean, simple, heart-pounding action that made the Beachhead game series so famous and beloved by millions worldwide. Players can head to the city wall and man stationary or train turrets to defend the city from the relentless assault by Musso-Kahn and his army of death. Beachhead is a city under siege but its citizens work side-by-side to defend the utopian world they have created. Whether manning an antiaircraft flak gun or running a mission into no man's land the defenders of the city are the heroes that keep it safe and protected. They are rewarded with fame and BHC tokens.

### FREE TO DOWNLOAD

The PC and mobile versions of the game are free to download and free to access everything and up to ten combat levels also for free. Players can choose to continue to play for free by earning their way or purchase only the items and features they wish.

### UNLIMITED GAME PLAY

For those players who like choice and want to enjoy all the game features to the fullest, purchase it all in advance for a low price and get unlimited ammo and all the features of the game up front.

### TIME CONTINUUM

Experience a continuous virtual world across time zones, continents and platforms. Sync your device's clock and weather to the game time. No matter what time it is or where you are, the game is on and you can join in anytime.

***"It's intense and you're right in the middle of the fray, a bit overwhelming at first, but once you get grip of yourself, it's the most amazing ride. it's like real combat, very addictive."***



# PROSPER



**A DECENTRALIZED ECONOMY, A LEVEL PLAYING FIELD OPEN TO ALL**





## COMMERCE

If you decide to provide content to others, Beachhead 2020 will allow you to earn income, by protecting the city, or by supplying defense weapons and much-needed resources to the Beachhead Defense Force (BDF). Like in the real world, heroes are rewarded, businesses are compensated, and everyone is welcome. Compensation is paid using the same, externally liquid cryptocurrency upon which the game is both funded and its economy is operated. By staking the BHC Token, anyone, from large retailers to individuals can set-up shop in Beachhead City. Everything and anything is for sale. This isn't just a game anymore; it's the beginning of a new world of opportunities never seen before.

## NO FEES, NO OBLIGATIONS

In the BeachHead world you will feel right at home. You don't need to commit to anything and can experience it all at your own pace.

## EASY TO USE APPS

We design the apps to be very easy to use. You don't need to be a techie to participate in the BH economy and prosper. Anyone can do it.

## PROSPER WHILE YOU PLAY

Prosper in the real world while you have fun playing BH2020VR or by starting a business of your own. It's like the Sims but with real products and real money.

***"If you can dream it, you can make it Happen" – Walt Disney***



PLAY



ENDLESS ENTERTAINMENT, ANYPLACE, ANYWHERE, ANYTIME





## ENJOY

The measure of a great city is the quality of its entertainment and the engine running in the heart of BeachHead 2020 VR will allow world-class content to thrive for all to enjoy. One-of-a-kind shows, art museum exhibitions, opera concerts, casual games, and relaxing places to just hang out with friends will all be possible due to an advanced, peer-reviewed submission process. BH will take user-generated creative content from underground, ultra-hip, cozy-venues in the alleys of BH City to primetime world-wide events at the BH Coliseum. You'll be able to experience sights and sounds you never thought possible before.

### ORIGINAL ENTERTAINMENT FROM ALL OVER THE WORLD

Like the famous New York's Madison Square Garden, the BH Coliseum will feature shows from all over the globe for all ages and desires. Unrestrained from time, space or reality, you will be able to experience what you never thought possible before.

### LIVE VIRTUAL REALITY CONCERTS

You'll be able to catch theater, opera, or your favorite bands in the world in full stereoscopic 3D and from multiple points of view. Experience entertainment from within we think you'll love it.

### UPLOAD YOUR CONTENT

BH2020VR is an open platform and anyone can set up for business, upload their content and start making money on their own.

***"The cool thing about Virtual Reality is that it's the closest thing to reality there is, but without the limitations of time and space" — Pepe Moreno***



# TOKEN SALE - ICO

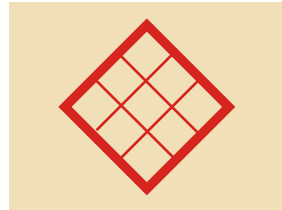


## THE BH20 TOKEN

BH20 is required by players who wish to sell items in the game. To set up shop in Beach Head players need to acquire assets - real estate or game toolkits - and pay for an Asset Licence in BH20.

## THE WEALTH DISTRIBUTION SYSTEM

The Wealth Distribution System is designed to ensure that players make productive use of assets while allowing them to earn money. Over time the BH20 in each Asset License drains and needs to be topped up with BH20 to secure it. If an Asset License drains completely the player loses control of the asset. Players can relinquish control of an asset at any time and are returned any BH20.



### LAND ASSETS

Like any city, real estate in Beach Head is a limited commodity. Buying an Asset Licence allows players to build shops from which they can sell their goods or services, be that digital or real world items.



### TOOLKIT ASSETS

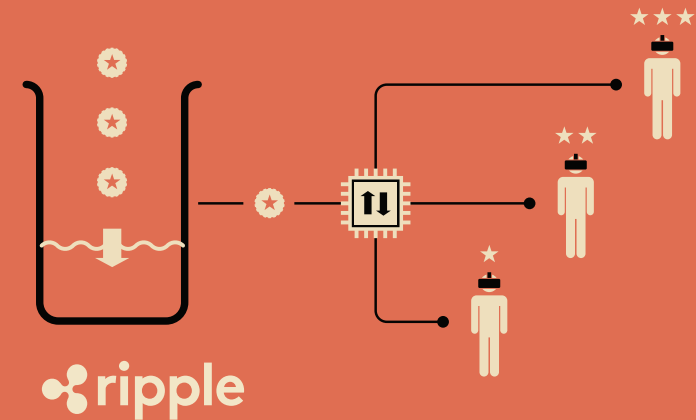
Anyone can create in-game items to sell within Beach Head. Skins, avatars, machines, weapons and buildings can all be crafted by paying for an Asset Licence to operate toolkits.

## THE BEACH HEAD ECONOMY

Beach Head is much more than just a game, it's a massive multiplayer open virtual world where players trade goods and services using globally accepted currencies such as USD, BTC or ETH. Beach Head also has its own native currency, BH20, an Ethereum ERC-20 token that is fundamental to its decentralised in-game economy.

## REPUTATION ENGINE

By playing the game players build reputation which enables them to earn BH20. Reputation comes from completing levels and contributing to the Beach Head world, be that writing missions or producing in-game items. BH20 from each Asset Licence drain into a pool from which players can earn BH20 based on their reputation. Players can choose to spend their BH20 in the game, buy an Asset Licence, simply hold it or sell it on exchanges.



## TRADING ENGINE

The economy of Beach Head City uses the the Ripple Trading Engine to support instant and scalable transactions, ensuring that commerce and trading in the city thrive.



# TOKEN SALE - ICO



An alternative reality world side by side to our own powered by decentralized crypto-economics. A truly immersive multi-reality VR experience combining commerce, entertainment, and gaming in one boundary-shattering evolutionary step.

Emerging from the much loved BeachHead video game series, BH202VR fuses the future-shaping power of Blockchain technology with the game's own deep history over three and a half decades.

- **RAISING 32 MILLION USD**
- **100 MILLION BH20 TOKENS**
- **BETA RELEASE Q2 2019, FULL-STACK LAUNCH Q1 2020**
- **CREATED BY WORLD LEADING GAME DEVELOPERS, CRYPTO DESIGNERS AND LIQUIDITY PROVIDERS**



# TOKEN SALE - ICO

## The Market & Opportunity

Beach Head is at the intersection of markets experiencing explosive growth and characterised by tremendous social engagement and dedicated long-term user bases; gaming, blockchain, online marketplaces and virtual reality entertainment.

Beach Head is something new, a decentralised economy that underpins a virtual world in which citizens can earn money by playing the game or by trading. The crypto economic incentives align the different actors to positively contribute to Beach Head; traders are incentivised by access to a continually growing user base of players earning BH20 token, which the traders need if they wish to trade.

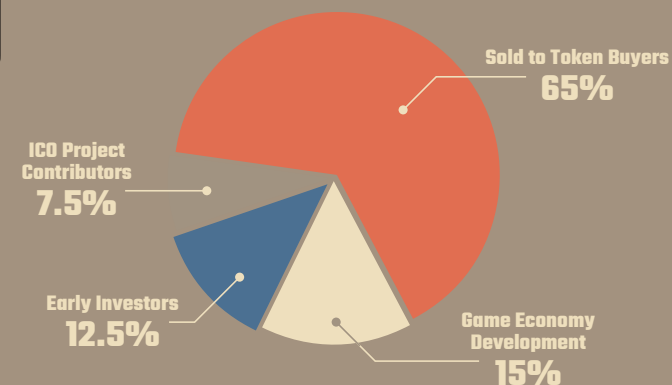
A virtuous circle is driven by the native utility token BH20. The larger the platform grows and the more the economy thrives, the more demand will be placed on BH20.

## Target Raise \$32 Million



## 100 Million Tokens

## Token Distribution



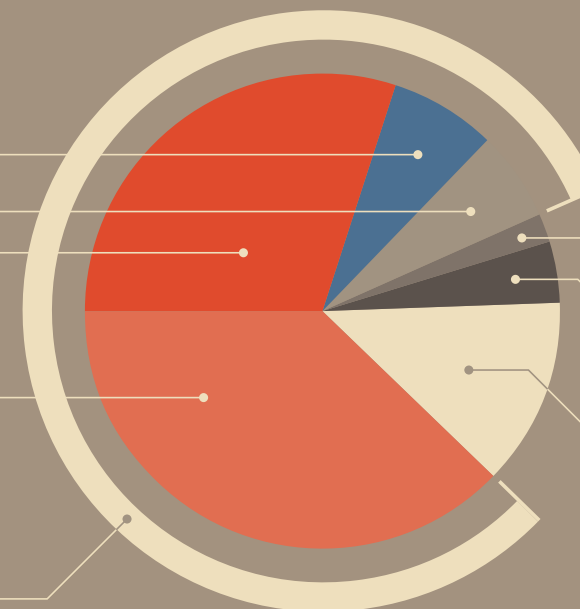
## Distribution of Funds

Foundation Running Costs  
6.25%

Crypto Development  
7%

Marketing  
30%

Modeling & Game Development  
38%



Funds controlled by the Beach Head Foundation based in Singapore:

## Roadmap



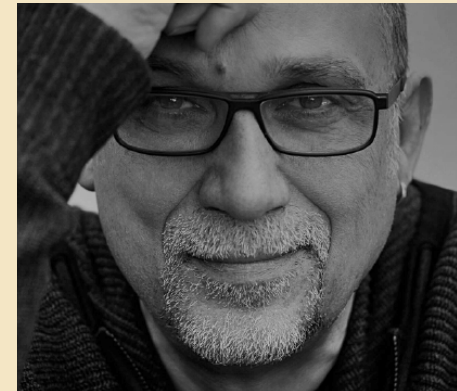


# TEAM

## A TRULY INTERNATIONAL TEAM OF CREATIVE PIONEERS AND BUSINESS ENTREPRENEURS

**F**rom the world of gaming the author, artist, designer and creative visionary Pepe Moreno. A digital pioneer, and the creator of Batman: Digital Justice, the first ever digital graphic novel and the second best selling in the history of comics (in dollar amounts and at the time of its release). Pepe is the driving force behind Beach Head, one of the most long-standing cult video games titles of the last three decades. Pepe is internationally recognized as the father of Beach Head and the president of Digital Fusion Inc. the game development company that developed all the Beach Head games and the proud owner of all the rights and trademarks associated with the world-famous Beach Head brand.

In 2017 the GSR team met Pepe and had the idea to fuse the potential of blockchain with the next iteration of Pepe's vision for Beach Head. An alternative parallel world with its own economy and monetary system, accessed through VR, where anyone could trade goods, watch movies, go to the theater, shop... in addition to playing a massive online multiplayer VR game. GSR has deep roots in the blockchain space. Co-founded by Chris, an alumnus of Goldman Sachs and MIT, it has been providing strategy and liquidity solutions for complex digital assets since 2013. Alongside co-founder Alexis Sirkia and legal counsel Daniel Kelman, they quickly realized that this vision would only be possible with a decentralized crypto economy. And BeachHead 2020 was born.



**Pepe Moreno**  
CHIEF VISIONARY AND CREATIVE DIRECTOR

Pepe Moreno is a world-renowned author, artist, designer and gaming entrepreneur with more than 30 years experience in traditional and digital art forms and entertainment media as a whole. A Los Angeles, resident he benefits from many professional relationships with some of the most talented and influential people in the entertainment industry.

An independent thinker with a prolific creative mind and a true digital pioneer. Dubbed a “bohemian technocrat” by the executives at Time Inc. Pepe has made a career of leapfrogging into the future, breaking new ground and creating new opportunities.



**Alexis Sirkia**  
BLOCKCHAIN ECONOMY DIRECTOR, CTO

Alex is a co-founder of GSR and leads the company's IT operations and security. Previously, he held key roles in building several successful Internet companies spanning the services and retail sectors.

Alex began his career as a project engineer in the defense and avionics sector and later ran IT operations and security for the Ariane 5 Rocket Launch Base at the European Space Center (CSG). He has a master's and engineer's degree in Computer Systems from Université Paul Sabatier.



# TEAM



**Cristian Gil**  
BUSINESS DIRECTOR, TRADING STRATEGIES

Cris is Co-Founder of GSR and leads the company's trading operations and business development. An alumnus of Goldman Sachs he holds a degree in Economics from the Massachusetts Institute of Technology (MIT).



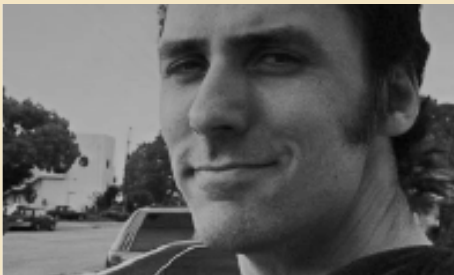
**Daniel Kelman**  
LEGAL GENERAL COUNCIL

Daniel is General Counsel and Legal Compliance Officer for GSR. A member of the New York Bar he specializes in licensing, KYC/AML compliance and international transactions.



**Proof of Work**  
ICO MARKETING

Proof of Work is a creative studio specialised in bridging the gap between your offering and your audience. We create digital solutions for clients to deliver their messages in clear, compelling, and unique ways.



**Dave Taylor**  
CTO

Best known as one of the original programmers of the iconic games Doom and Quake, Dave is currently a Senior Engineer at Zoic Labs working in VR data visualization research. His role on BeachHead 2020 VR is to help ensure the VR architecture, design, and market ambitions are in alignment.



**José Ladronn**  
CHIEF ARTIST, TECHNICAL ART DIRECTOR

Jose is a world-class artist graphic artist. He's a master of the visualizing and bringing to life any idea that he and Pepe dream up for Beach Head 2020. Jose's commercial credits include Black Incal- Inhumans, Hulk, Thor, Superman.



**Larry Hama,**  
EDITOR IN CHIEF, HEAD WRITER

Larry has had a very long and illustrious career as an editor at Marvel where he worked with Pepe in editing his work. Larry is a celebrated writer himself with many cultural icons to his name such as G.I. Joe, Wolverine, X-Men, Elektra and many more. Larry is the chief writer and editor of the BeachHead comics.



**Javier Romero**  
BRAND DIRECTOR

Javier is a designer with a 30 years record creating award winning brand design. His design studio in New York has worked for prestigious brands such as Coca Cola, Sony, CBS and Time Magazine amongst others.



**Pablo**  
SPECIAL EFFECTS

Animation and VFX industry veteran, Pablo's experience includes titles such as Hellboy II (Guillermo del Toro), Avatar, The Hobbit, Tin Tin and an award winning short film maker; he has collaborated with some of the most prestigious studios, e.g. WETA, Double Negative and Lucasfilms.



THE BH BRAND

# BEACH HEAD<sup>®</sup> 2000



"...the series have accumulated more than 2 billion downloads worldwide since the launch of the first product Beach Head 2000 16 years ago."

Gamegyro, China  
April 20, 2016

ONE OF THE MOST ADDICTIVE PC AND ARCADE GAME TITLES EVER



# THE BH BRAND

The BEACH HEAD 2000 was one of the most addictive PC and Arcade game titles ever, spawning several sequels, many copy-cats and millions of devoted fans all over the world. The BH 2000 (VORTEK Machine) arcade was the first of its kind and the first ever Virtual Reality game. Beach Head took the arcade market by storm becoming the number one top-earner (in the USA and many other countries) for more than three years in a row. The free to download DRM enabled version of the games were even more successful with tens of millions of downloads from all over the world helping to jump-start the “casual games” industry. The fact that the game was so easy to play (only 10MB and could run on virtually any PC) created an international tsunami on the emerging markets with limited bandwidth. There’s no better example of this phenomena than in the enormous success the game achieved in China where the BEACH HEAD Brand has become even more popular and where it still enjoys the adulation of millions of fans today.



**THE FIRST VIRTUAL REALITY  
GAME EVER AND THE NUMBER ONE  
ARCADE TITLE FOR MORE THAN  
THREE YEARS IN A ROW**

BEACH HEAD 2000 WAS A TRUE PEOPLE’S GAME. The game was easy to play and truly addictive, and had legions of loyal fans. BEACHHEAD was a beloved game that enjoyed a deep affection from its fans as demonstrated by thousands of emails and letters from people of all ages telling us how much they enjoyed the game. Mothers and their daughters, an 80-year old in a retirement community, soldiers from bases all around the world, and even a retired General. We also received emails from wives joking about possibly divorcing their husbands if they did not stop playing the game. The BH2000 arcade version was one of the machines featured in the Michael Jackson's personal arcade collection. Most memorable of all, Pepe himself once got a call around 9 pm one night from Phil Rudd, the drummer for AC/DC; they were stuck on level 52 during a concert intermission and needed to know how to pass the level before they went back on stage.



# THE STORM IS COMING!

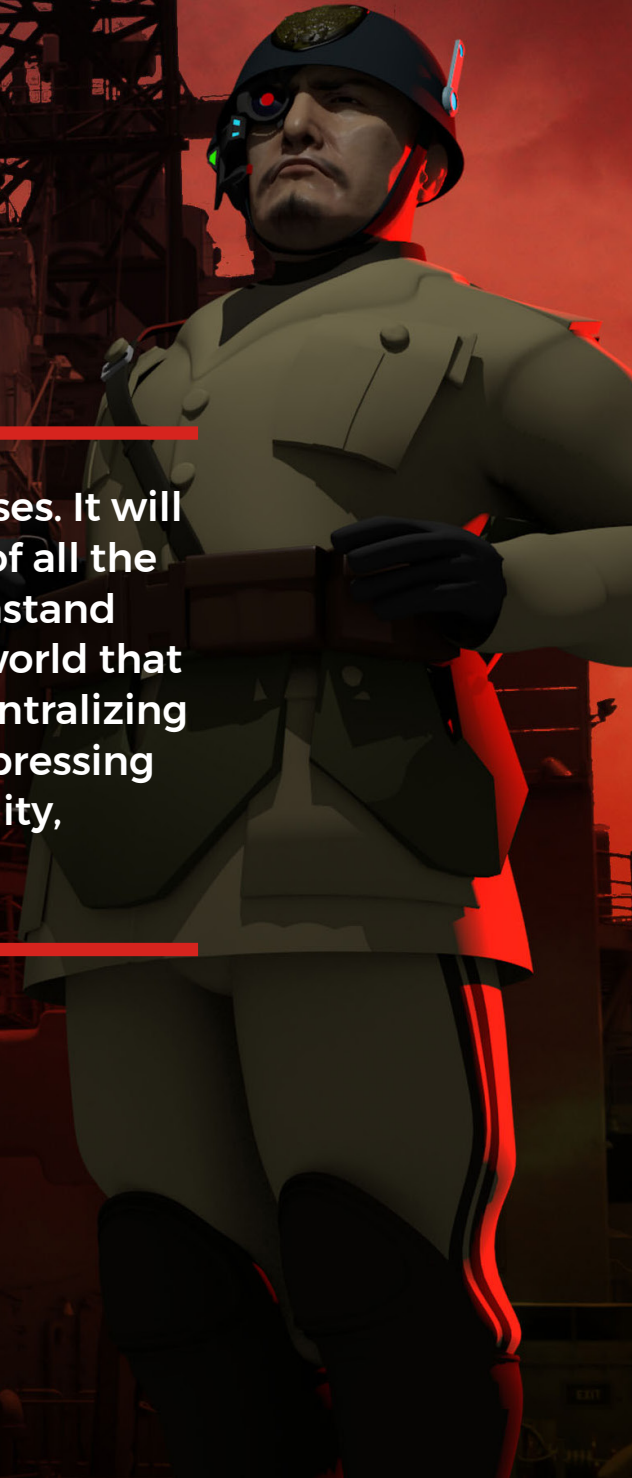
The year is 2020, and what remains of free society has built massive, walled cities called Fortresses to defend themselves from Musso-Kahn, an evil despot bent on world domination. In a relentless onslaught, Musso-Kahn pours the seemingly endless resources of his army, navy, and air force against



the last remaining Fortresses. It will require the collaboration of all the Free People within to withstand the assault and rebuild a better world that rejects despotic rulers and the centralizing forces that are menacing and oppressing our world. Join the fight for equality, liberty and prosperity.

***"WISE ARE THOSE WHO PREPARE FOR A RAINY DAY,  
BUT MUCH WISER ARE THOSE WHO PREPARE FOR A HURRICANE!!"***

**MARCH 2020**





# BEACH HEAD®



**ENTER YOUR NEW REALITY**  
[www.beachhead2020.com](http://www.beachhead2020.com)