bigwiki

Business Whitepaper

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BIGwiki

Academically sound and systematically reviewed research data to empower the AI-agent ecosystem and evidence-informed decision-making in the Web3 space

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1. EXECUTIVE SUMMARY

BIGwiki provides a pioneering and revolutionary approach to the provision of data within the Web3 information space. Operating at the trivector of Artificial Intelligence, Cryptocurrency and the Blockchain, BIGwiki offers **AAA-quality, academically robust data** enabling evidence-informed decision-making while fueling the next generation of AI agents.

By combining cutting-edge **artificial intelligence, rigorous academic principles** and the **collective wisdom of its user base**, BIGwiki aims to become the **backbone of the AI agent infrastructure**, accelerating innovation across sectors.

Central to BIGwiki's research approach, BIGwiki.ai, is the **all-encompassing information, education and research portal for all things Web3** game-related — the go-to space for creators, developers, gamers, investors and anyone interested in Web3.

The synergy that comes from **leveraging the power of AI with BIGwiki's open and transparent research project** philosophy enables BIGwiki to harness the **collective wisdom of its community**. This **innovative methodology** ensures that BIGwiki's **consensus-driven data** elevates the quality of BIGwiki's research to unprecedented heights, positioning BIGwiki — with its focus on **academic rigor, transparency, and user empowerment** — as **the definitive hub for Web3 intelligence**.

This white paper outlines the vision, methodology and implementation of BIGwiki, detailing its **unique approach to research, community engagement, and value creation** in the Web3 gaming ecosystem.

2. THE OPPORTUNITY

2.1 – The AI agent revolution – data is king in the AI agent economy

AI agents are transforming industries by automating tasks, creating efficiencies and unlocking opportunities. From social media management to data entry operations, these agents are reshaping the workforce. [1]

2.2 – The data imperative

Data is the cornerstone of this AI-agent revolution yet in a world where **misinformation and fraudulent activities pose significant risk** access to data is not enough.

Misinformation – World Economic Forum

"Increasingly difficult for people, governments and companies to identify trustworthy information". [2]

Data scarcity – Elon Musk (2025)

"We've exhausted basically the cumulative sum of human knowledge … in AI training". [3]

Reliable data is the value proposition

As the AI agent space evolves, **superiority and competitive advantage** will stem from better data, which is the **lifeblood of intelligent systems**.

- While compute powers agents, it is data that defines their intelligence.

- Without diverse and high-quality data sources, agents lack specialization and differentiation.

- BIGwiki's academically vetted datasets ensure reliability, accuracy, and depth — equipping its AI agents with that critical edge.

2.3 - Sector focus

2.3.1 - Gaming: the first frontier for AI agents

While BIGwiki's focus is on supplying data across all Web3 industries, gaming is the initial area of impact.

- Gaming is a **$200+ billion industry** with vast potential for AI-driven innovation. [4]

- The migration of gaming to Web3 is set to serve as the catalyst for widespread **blockchain adoption**.

- Powered by academically sound data, BIGwiki's platform turns **scholarly insight into actionable knowledge for gamers, developers, and investors** to make evidence-informed decisions.

As Web3 gaming evolves into a global, player-driven economy, BIGwiki stands at the forefront, offering the tools and data needed to navigate this complex ecosystem. This entry point enables BIGwiki to **refine its offerings while building a strong foundation for expansion into other sectors** of the rapidly growing Web3 space.

2.3.2 - Gaming: disruption incoming

With Web3 Gaming poised to go mainstream, the **gaming landscape** as we know it is about to be **revolutionized**. Positioned at the center of this revolution is BIGwiki.ai, ready to spearhead innovation and guide its Community of Users into the future of gaming.

2.3.2.1 - Key events instigating disruption

In the last five years, game **development talent has left** the stale and ponderous realm of traditional gaming. Mergers have made it a big four of gaming and a predictable marketplace, that lacks innovation.

Web3 was the obvious destination for game development talent. Many have already been building games for years and with the **market growing to $US 26.38bn in 2023 and projected to reach $US 125bn by 2032,** the industry is expecting a transformative year in 2025. [5]

2.3 - Sector focus - continued

2.3.2.2 - The rise of the professional gamer

Imagine a world where being a full-time gamer is not just a dream but a viable career for many.

Top tier Web3 gamers are on the verge of unlocking significant income, reshaping gaming from a pastime into a lucrative profession. Even for those with less expertise, **gaming could become a rewarding side hustle that pays the bills**.

Soon everyone will know someone who plays a game for a living.

2.4 - Market analysis

2.4.1 - Web3 gaming market analysis

The **gaming industry is experiencing a pivotal moment** as Web3 technologies, particularly **blockchain** and **digital assets**, stand **poised to reshape the landscape**. This transformation is set to impact an industry that already surpasses **any other entertainment sector in scale**.

2.4.1.1 - Current market overview

To put the scale and potential of Web3 gaming into context, consider the following key market statistics:

SECTOR	VALUE
Global Gaming Market (2023)	$US 262 billiion +
WEB3 Gaming Sector (2023)	$US 26 billion +
Metaverse and Blockchain Gaming Investment (since 2019)	$US 14 billion +

Available from Global Market Insights and Mordor intelligence

WEB3

Global Gaming Market (2023)

METAVERSE
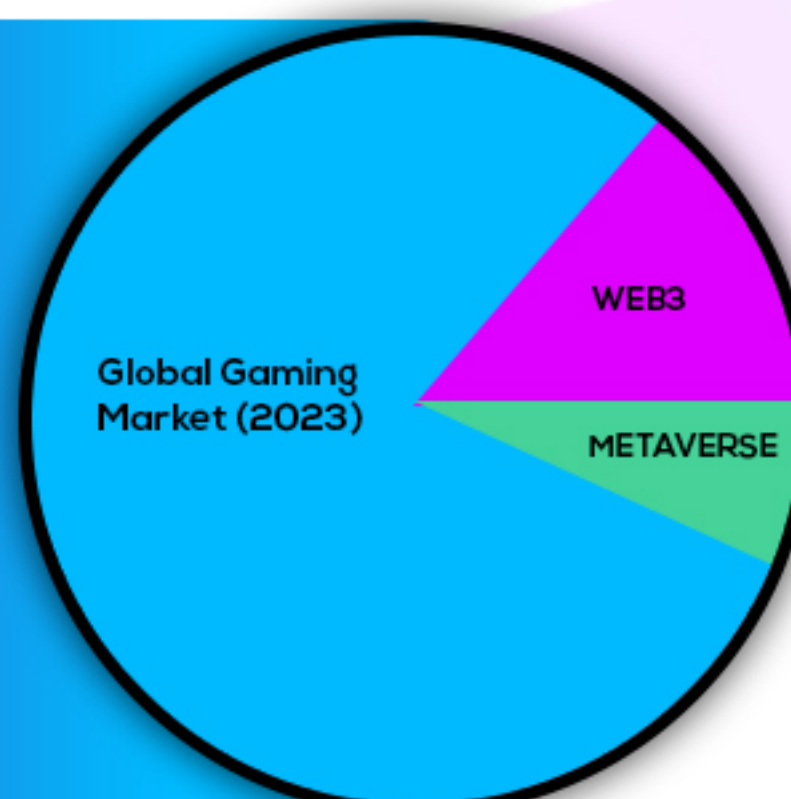
Industry **experts predict substantial growth** to approximately **US$269 billion in 2025**, with some forecasting a **c.US$460 billion market cap** for Web3 gaming in the next decade. [4]

2.4 - Market analysis - continued

2.4.1.2 - Web3 gaming landscape in 2024

Despite market fluctuations, Web3 gaming funding remained relatively robust in 2024:

- Approximately **$1 billion in funding for the year** (30-40% of the entire gaming industry funding with funding events increasing nearly 50% compared to 2023). [6]

Notably, several prominent **Web2 teams entered the Web3 space**:

- o **Off The Grid** team (creators of Warface, a billion-dollar grossing shooter).
- o **Founder** of Tarkov.
- o **Ubisoft** continuing its Web3 efforts.
- o **Sony** showing interest through Sonium.

2.4.1.3 - Predictions and trends for 2025

The integration of AI in gaming is expected to grow significantly, with **three main categories** emerging:

- **AI-enhanced developer tools**

  - o Smaller teams accomplishing more.
  - o Increased efficiency in game development.

- **AI-powered features**

  - o Adaptive difficulties.
  - o Personalized NPCs.
  - o More intelligent bots in multiplayer games.
  - o AI-driven live operations to improve player retention.

- **AI-dependent games**

  - o Fully autonomous virtual simulations.
  - o Games where AI is the focal point of the player experience.

2.4 - Market analysis - *continued*

2.4.2 - AI agent market analysis - Overview

The **AI agent market is rapidly expanding**, with applications across various industries.

2.4.2.1 - Rise of AI agents in crypto in 2024

- By the end of 2024, over **11,000 AI agents** were launched on platforms like Virtuals. [7]

- AI agents like **AIXBT, Clanker**, and **Vadar** demonstrate the potential of AI in market intelligence, token deployment and blockchain optimization.

- Driven by the AI Agent narrative, **Virtuals Protocol (VIRTUAL) saw a massive 23,000% rally in 2024**. [8]

- **AIOZ Network rose by 569% across a period of 12 months** amid the AI-DePIN narrative and with interest in the sector forecast to continue, 2025 looks to be an exciting year. [9]

- **Predictions** suggest that blockchain networks could host over **1 million AI agents by the end of 2025**. [10]

- **AI agents are predicted to dominate financial activities** on-chain, with developers building agents for optimizing trades, managing wallets and automating yield strategies. [11]

In decentralized finance (DeFi), these agents run hedge funds, autonomously manage liquidity, and execute complex trading strategies. [1]

Ai6z – with a market capitalization of approximately **$700 million** (Dec 2024) is the **largest hedge fund DAO** on the daos.fun platform. [1]

An analysis of Cookie's (2024) curated **AI Agent Index** documents 306 AI agents catalogued across multiple blockchain ecosystems, representing an aggregate market valuation of **US$8.6bn as of December 2024**. [1]

- The **global AI asset management market size** was estimated at USD 4.62 billion in 2024 and is predicted to increase to approximately **USD 38.94 billion by 2034**, expanding at a **Compounded Annual Growth Rate** (CAGR) of 23.76% from 2025 to 2034. [12]

2.4 - Market analysis - *continued*

2.4.2.2 - AI agents in gaming

Projects like **Colony** (by Parallel) and **Seed** are expected to launch in early beta forms, showcasing the potential for:

- Creating living, breathing **virtual worlds with emergent behaviors**.
- Enabling high-stakes, on-chain gaming experiences, especially on new ecosystems.

This highlights the **significant growth** potential and technological advancements in the Web3 gaming sector, **positioning it as a transformative force** in the broader gaming industry.

AI agents are expected to **reshape gaming and entertainment**, with projects like Wayfinder and Echelon Prime's Parallel Colony showing agents managing in-game economies and assets.

2.4.3 - Investment data market analysis

The Economist's 2017 claim that "*The world's most valuable resource is no longer oil, but data.*" [13] feels truer than ever. [14]

2.4.3.1 - Current data landscape for AI agents in crypto

- AI agents require vast amounts of real-time and historical data on blockchain transactions, smart contract states, market trends, social sentiment, and more. **Currently there are no suppliers of fundamentals research.**

- **Data scarcity is a recognized issue**. It is possible that this will lead to AI-to-AI payments as a new market trend, where **data becomes a tradable commodity among AI agents**.

2.4 - Market analysis - *continued*

2.4.3.2 - Predictions for the data market development by 2025

The **cryptocurrency space is set for a significant transformation** as the AI-specific data market is projected to experience substantial growth. Key factors driving this evolution include:

- Market growth fueled by **data scarcity**, potentially leading to a multi-billion dollar industry.

- **Tokenization** of data on blockchain platforms, creating new investment avenues.

AI Agents and data demand

By **2025, over 1 million active AI agents** are expected to drive an unprecedented surge in demand for real-time, actionable data.

This will likely result in:

- Development of **sophisticated data oracles** and **decentralized marketplaces**. [1]

- **Cross-chain AI hubs** becoming standard, facilitating seamless data transfer across blockchain networks. [1]

2.4 - Market analysis - *continued*

2.4.3.2 - Predictions for the data market development by 2025 - *continued*

Specialized data markets

Several sectors within the crypto space are poised to drive demand for specialized data:

- **Prediction markets:** DAOs like Metadao leveraging these markets more extensively.

- **Decentralized science (DeSci):** AI agents managing research funds requiring vast scientific datasets.

- **Gaming and entertainment:** AI agents utilizing significant data for autonomous decision-making.

Market projections and implications

AI Market: From US$273.6 bn in 2024 to US$5,267 bn by 2035, **indicating a CAGR of 30.84%** across the forecast period. [16]

Market size of all global AI agents is projected to grow from US$ 5.29 bn in 2024 to US$ 216.8 bn by 2035, **representing a 40.15%** CAGR across the period. [17]

The growth in the AI market indicates substantial growth in the supporting data market.

This development will likely be characterized by:

- **Innovation** in data sourcing, management, and monetization.

- **Significant implications** for privacy, security, and market dynamics.

As data becomes a **core component of the AI agent ecosystem** in cryptocurrency, the future of the crypto space will be shaped by the intricate interplay between AI agents and their data requirements.

3. BIGWIKI OVERVIEW

3.1 - Vision and mission

BIGwiki envisions a thriving ecosystem where AI agents are powered by superior, **academically validated data**. By providing this **data via an API**, BIGwiki enables developers to create **more specialized, effective agents** that stand out in this ultra-competitive market.

BIGwiki's mission is to become:

- **The preeminent resource** for all you Web3 needs.

- **The backbone of the data and information infrastructure** for the Web3 and AI-agent market economy.

- **The go-to-space for reliable data** with tools, guidance and resources to enable evidence-informed decision-making.

3.2 - BIGwiki's offering

3.2.1 - Our website provides

- Live, up-to-date data inspired by rigorously applied **academic principles**.

- A **suite of community-centric tools** to equip users with the knowledge, skills, and resources to reach evidence-informed decisions regarding their favorite Web3 games.

- A dedicated space for BIGwiki's Community of Users to upload their own extensive research in return for **$BIGGIE rewards** within a **Research-to-Earn** framework.

3.2.2 - Our API enables:

- Developers to create **smarter,** more **capable agents**.

- Businesses to **integrate advanced intelligence** into their workflows.

- Open-source AI ecosystems to thrive with **reliable data at their core**.

4. THE BIGWIKI APPROACH

AN OPEN, TRANSPARENT AND ACCOUNTABLE FRAMEWORK FOR RESEARCH METHODOLOGY

Each game critically analyzed across over fifty subsections of research. → CRAAP-approved * sources meeting pre-specified criteria. → Character-specific AI-Researchers provide different research perspectives.

↓

Expert human moderators fact-checking and validating the output. ← Community researchers fuel the open research project approach. ← User-uploaded research provides the basis for the "Population of Opinions".

*Available from https://libraryguides.fullerton.edu/CRAAP

4.1 - Artificial intelligence in BIGwiki

- Central to BIGwiki's research is the **BIG Artificial Intelligence System** (BIG AI-system), currently employing a combination of different state of the art large language models (LLMs).

- BIGwiki considers itself **LLM agnostic**, exploring different models and adapting its approach as the technology develops.

- Regardless of the model combination, however, and as a "nod" to all our mothers, BIGwiki affectionately termed our **first in-house BIGwiki Agent...**

BIGmomma.

4.1 - Artificial Intelligence in BIGwiki - *continued*

4.1.1 - The BIG Ai-system: dual-purpose role

BIGwiki's BIG-Ai system serves **two fundamental roles** in the research process:

- **As research assistants**, BIGwiki's team of **multiple agent personas** function like any other Users, analysing the data and providing their own views and opinions on the quality of each Web3 game.

  - To begin, BIGwiki have **BIGmomma** - the **Mother of All Agents** - our all-encompassing AI Agent persona.

  - Future iterations (think **BIGpoppa** and the like), will have their own distinct "personality" and lens through which they interpret the data; for example, (e.g., **Agents with risk-on and risk-off investment perspectives**).

- **As a multi-purpose research tool** to help streamline the research process.

  - As a **moderation tool** to facilitate fact-checking and editing.

  - As a **summarization tool** to summarize the collective views and opinions of BIGwiki's community of users.

4.2 – The research process: academic wisdom driving AI excellence

Drawing on 25+ years of academic expertise, the research process follows the basic principles of a classic "**Systematic Review**":

- **Identifying, appraising and synthesizing** all relevant data meeting pre-specified eligibility criteria to answer a **specific research question** - essentially, **"Is this game any good?"**

- The quailty of each game is critically evaluated according to **seven distinct criteria**, **or sections** (*Gameplay, Earn, Tokenomics, Team Behind the Game, Partners and Investors, Community and Roadmap & Deals*), with each section further subdivided into subsections.

  - The Gameplay section, for example, is divided into Summary, How to Play, Gamer Engagement, Player Skills & Strategy, Graphics & Trailers and Unanswered Questions.

- **Subsection-specific research questions** are then formulated; for example, in "Graphics and Trailers" the research question asked is, "Are the game's graphics high quality and do they enhance the gaming experience and overall gameplay?"

4.3 – Addressing the research questions: a three-step process

Each question is addressed via a methodical and academically robust three-step process:

1

SOURCING THE DATA

2

DEPLOYING THE AI

3

MODERATING THE OUTPUT

4.3 – Addressing the research questions: a three-step process - continued

4.3.1 – Sourcing the data

Recognising that the quality of our research rests, at least in part, on the quality of the sources supplied to the BIG AI-system, and aware of the plethora of data available, including fake news, biased opinions, and poorly referenced research articles and blogs, **BIGwiki manually selects the input sources supplied to the AI**. Example sources include:

- Official whitepapers and litepapers.

- Game reviews and blogs.

- Social media posts and video recordings.

- Token fundamentals and blockchain metrics.

To ensure the reliability and credibility of the input sources, BIGwiki employ the **"CRAAP" (/kræp/) Test**, developed by librarians at California State University (see page 17). Applying the CRAAP test involves an **all-things-considered case-by-case evaluation** of the following criteria:

- **Currency:** Is the information recent enough to be relevant to the topic? Does it reflect the latest developments, especially in rapidly changing fields?

- **Relevance:** Does the source directly address your research question or topic? Is the information specific and focused on the subject being exploring?

- **Authority:** Is the publisher reputable, with the appropriate credentials or expertise? Is the author qualified to discuss this particular subject matter?

- **Accuracy:** Has the information been fact-checked? Are the sources cited reliable and trustworthy?

- **Purpose:** Does the source have a particular agenda? Is the intent to inform, entertain, sell or persuade the reader?

4.3 – Addressing the research questions: a three-step process – *continued*

4.3.2 – Deploying the AI

Before deploying BIG's AI-system, BIGwiki's AI-team sets the underlying parameters under which the AI operates, thus influencing the character of the AI-researcher:

- The human element thus influences the lens through which the AI-research assistant interprets information.

- Within the context of the preset parameters, therefore, and given the CRAAP-approved (see page 17), input sources, BIGmomma, or any of our other AI-Agents, proceeds to answer the research questions.

BIGwiki use a **Retrieval-Augmented Generation** system for information retrieval. However, exactly how BIGmomma perceives and interprets the relevant chunks of information to answer the research questions is, at least in part, a mystery that occurs within, what BIGwiki refers to as the AI's 'Black Box'.

The immediate output from the 'Black Box', BIGwiki's **primary research product**, thus needs fact-checking and moderating.

4.3.3 – Moderating the output

Moderation comprises "Primary" and "Secondary" moderation:

- **Primary moderation** focuses on the **BIG AI-system's output** (BIGmomma) and involves two time-dependent steps, content moderation and copy moderation.

- **Secondary moderation** focuses on **User-uploaded content** .

For now, only primary moderation needs to be considered. Secondary moderation will be important when BIGwiki transitions to Phase II and starts accepting User-uploaded research.

4.3 – Addressing the research questions: a three-step process – *continued*

4.3.3 – Moderating the output – *continued*

4.3.3.1 – Content moderation

At its simplest, content moderation involves:

- Identifying suspicious "hotspots" for investigation.
- Evaluating those hotspots to determine if any adjustments are required.
- Implementing a moderation-decision based on those evaluations.

Hotspot Identification

Hotspots are those areas in the research most likely to contain hallucinations, errors, and/or inconsistencies, and are identified through a blend of both human and AI-driven approaches:

- **Human-identified hotspots** are those areas in the research recognised as ALWAYS needing fact-checking.
- **AI-identified hotspots** are those identified using a variety of in-house AI-assisted fact-checking tools.

Critical Evaluation

Critical evaluation involves humans investigating the hotspots to determine if moderation is indeed required. This process includes:

- Thoroughly examining identified hotspots for accuracy, consistency, and relevance.
- Cross-referencing suspicious content with multiple reliable sources to verify information.
- Assessing the potential impact of the content on overall research quality and user understanding.
- Determining appropriate moderation actions based on the evaluation findings.

Moderation-based Decisions:

"How" the content is moderated depends on the "type" of content. A couple of illustrative examples are provided below:

- Errors, inaccuracies, and inconsistencies in **data metrics, quantities, simple facts** etc. are edited directly by BIGwiki's team of moderators, with no further action taken.
- Errors, inaccuracies, and inconsistencies in the more **narrative, persuasive, or opinionated** language are moderated at the level of **BIGwiki Comments, BIGGamer Comments, BIGwiki Edits, BIGwiki Opinions, or BIGwiki Explainers**.
    - Depending on how we refine these classifications (*and even which we use and which we don't*) – the commentary could be an individual's "opinion", a "company opinion / position", or simply an edit or explanation.

4.3 - Addressing the research questions: a three-step process – *continued*

4.3.3 - Moderating the output – *continued*

4.3.3.2 - Copy moderation – *continued*

Copy moderation is an ongoing project as BIGwiki works with the improvements in the AI. For now, BIGwiki's focus is two-fold:

- **Tightening up BIGmomma's arguments**, not to change the arguments, or points, but to tighten up the logical delivery and cohesion in those arguments.

- **Improving the "online-friendly" readability and SEO functionality** of the writing.

The post-copy moderated product is BIGmomma's final product and is the culmination of an intricate balance of human-Ai interaction at each stage of the research process.

Ideally, the product would be released on site at this stage of its evolution! This is certainly BIGwiki's aim; however, given the time it currently takes to inspect the research, early iterations are likely to be copy-moderated through a live on-site workflow process.

4.4 - Handling major issues or problems

Warnings – Warnings are also part of content moderation, but they present themselves and impact the output in different ways depending on the nature of the information.

- **Internal warnings** are generated to notify BIGwiki, internally, of a call to action, i.e. to investigate a major news event affecting one of the games and which is not yet reflected in the input sources (or the research output).

- **External warnings** are seen on the user interface (UI), warning Users about a specific issue associated with a game, i.e., a possible inaccurate reflection of an issue in the score, a failure to recognise the extent of a threat, or a failure to discuss an issue, etc.

Note that **BIGwiki does not manipulate any of BIGmomma's scores**, even if we think her assessment of an issue appears to have overstated or underplayed its significance. Rather, BIGwiki will add comments or opinions to notify the reader of the Company's or the individual gamer's position.

4.5 - Dealing with missing data

First, recognize that we will come to know about "missing data" in one of two ways, **either we or one of our Commiunity of Users will alert Bigwiki to the issue**. Regardless, missing data is processed in the same manner, with the key factor being whether an appropriate source discussing or documenting the missing content is available.

If a reliable source addressing the missing data issue is available, BIgwiki will:

- Upload the source and re-run the AI with the new information.

- Re-moderate the output to see if the information has been incorporated, with explainers added as necessary, e.g.,

    o To explain that specific information was provided but that BIGmomma had not assimilated it.

    o To explain that the information was assimilated but that BIGmomma's reduction, or addition, in the score, was less, or more, than we expected – to open the discussion and encourage user uploads, comments etc.

Illustrative examples of the kind of scenarios (with solutions) as they are likely to present themselves are provided below:

- BIGwiki finds missing data, identifies a suitable source discussing the missing data issue and provides the source to BIGmomma, who then **uses the source appropriately**. In this instance, **no further action would be necessary**.

- BIGwiki finds missing data, identify a suitable article, but the **AI (BIGmomma) uses it inappropriately**. In this instance, the response would be to **add a BIGwiki Explainer, Edit, or Comment**.

- BIGwiki finds a missing data issue but is **unable to identify a suitable source**. This would initiate a BIGwiki response such as an Explainer, an Edit, a Comment or a Warning.

Note that the type of missing information represented and the extent to which BIGwiki opinionates the response will determine whether the response is **defined as an "Explainer", an "Edit", or a "Comment"**.

5. THE COMMUNITY'S ROLE

5.1 – User interaction and comment integration

BIGwiki's Community of Users can interact with the research in a variety of ways:

- Community members actively moderating research outputs, thus ensuring their errors are identified and corrected collaboratively **(i.e., organic moderation)**.

- **Uploading their own research** at the subsection, section, or game level.

- **Commenting in response to BIGmomma's** or any other User's uploaded research.

- **Suggesting improvements** to the research or evaluation process.

To see how User's views, comments, and opinions are integrated into the overall output, it helps to understand **how BIGwiki process information at the summary level**.

- As stated, the research approach breaks down the analysis of a game into **seven discrete Sections, with each Section divided into Subsections**.

- **BIG AI-system's summarization tool** produces summaries at **three levels: at subsection-, section-, and game-level**, and it is at the subsection-level where users' research and comments interact directly with BIGmomma's or any other user's assessment of a game.

  o Users can choose to **upload one subsection, one section, or even a whole game's** level of research, with **$BIGGIE rewards** reflecting the extent, complexity and significance of the contributed research.

5.2 - Consensus-based refinement with statistical foundations

BIGwiki's **community plays a vital role in enhancing the accuracy and validity** of its data. AI provides the foundation but the **community fine-tunes** and **strengthens scores** through collective input.

Community moderation via subsection-level comments

Users can add comments on site at the subsection level. How these comments are processed depends on the nature of the comment:

- Data metric "errors" are investigated and updated accordingly.

- Content-related comments (facts, opinions, commentaries) are assimilated at subsection-level and indirectly at section- and game-level summaries.

In this way, **Users can comment on BIGmomma's "opinion" of a game**. In addition, users may wish to offer a more detailed assessment of a game by uploading their own research and contributing to the "Population of Opinions".

Population of opinions: consensus view

BIGmomma's assessment or "opinion" of a game represents one such opinion within the consensus view. To evaluate the collective view, BIGwiki also analyze User-uploaded research, which forms our sample **"Population of Opinions"**. Key aspects of this process include:

- **Equal weighting** given to User-and BIGwiki-generated submissions.

- Utilization of **BIG AI-system's summarization** tool to generate:

  - Subsection-level summaries.

  - Section-level summaries.

  - Game-level summaries.

- Implementation of **"rolling summaries"** that continuously update as new research or comments are submitted.

5.2 - Consensus-based refinement with statistical foundations - *continued*

Statistical Inference:

Recognizing that BIGwiki's user base represents a sample rather than the entire or "true" population of opinions, BIGwiki employs **statistical principles** to enhance the robustness of the consensus view:

- Generation of 95% confidence intervals to estimate the true population of opinions.

- These intervals provide a range within which the true population of opinions lies with 95% confidence.

- This approach allows us to account for **potential variability and uncertainty** in our sample.

By incorporating these statistical methods, we aim to provide a more **accurate representation of the broader population's opinions**, acknowledging the limitations of our sample while **maximizing the value of the data** collected.

5.3 - Enhanced credibility

The **symbiotic relationship between AI and human** input ensures that BIGwiki **data remains dynamic, reliable,** and **reflective of real-world insights**.

- Continuous **refinement through community engagement** fosters a self-correcting ecosystem of knowledge.

- Statistical rigor applied to user contributions provides a **scientifically sound basis for consensus views**.

- The integration of **diverse perspectives** enhances the **depth and breadth of game** analysis.

- **Transparency in BIGwiki methodology** builds trust and encourages ongoing participation, creating a virtuous cycle of improvement.

The **Decentralized Science (DeSci) movement** emerged as a response to the challenges and limitations of traditional scientific research within the context of Web3 technologies.

DeSci aims to **revolutionize the scientific process** by leveraging blockchain and other decentralized technologies to address long-standing issues in academia and research.

Rooted in the broader Web3 ecosystem, which emphasizes decentralization, user empowerment, and transparency, **BIGwiki's adoption of the fundamental principles of the DeSci movement** embodies a wholly open and transparent approach to research, including:

- **Clear and comprehensive disclosure of the research methodology.**

- **Transparent and consistent scoring criteria.**

- **Accountable and verifiable referencing system.**

6.1 – Business Model

Revenue streams →

| API access fees | Premium data subscriptions |

Consulting services for AI agent developers

Licensing of proprietary datasets

NFT memberships

Advertising and sponsorships

Strategic investments

Growth strategy →

Incubating independent games within the community

Expanding into new sectors beyond gaming

Licensing and white-labeling opportunities

Developing specialized datasets for emerging AI applications

Fostering partnerships with leading AI research institutions and tech companies

7. COMPETITIVE ADVANTAGE

Academic rigor ensuring unmatched data quality

Specialization in providing tailored datasets for unique use cases

Scalability through an API-first approach

Community-driven refinement and validation of data

Experienced team with deep expertise in Web2 and Web3 technologies

8. ROADMAP

The Story So Far

- Granular database established - DONE
- AI schema created and tested - DONE
- BETA website launch - DONE
- BIGmomma's analysis (AI agent) - DONE
- Full v1.0 site launch – Imminent
- Education Centre - DONE
- Email sign up - DONE
- Social media presence – IN PROGRESS
- 100 games on site – IN PROGRESS

NEXT – Q2:Q3 2025

- Buy section released
- BIGpoppa active (AI research BOT)
- V1.1 Research
  - Data metrics integrated
  - Statistical analysis
  - Scoring refinement
  - Knowledge graph development
- Intranet - Public - Community Development
  - Onboarding Rockstar Researchers
  - KOLs integration
  - User upload space
  - Community feedback and integration
- Sentiment index
- Newsletter and news feeds development
- 500 games on site

SOON – Q4 2025

- TGE $BIGGIE
- Full on-site functionality
- V2 research
- 1000 games on site

FUTURE 2026

- Membership tooling complete
  - Paid NFT subscriptions
- API data feeds (AI agents)
  - Gaming sector research complete and available
- Web3 vertical expansion
- Next vertical begun (blockchain, meme coins)
- 2,000 games on site

Tony Little

CEO & Head of Research

In his role as CEO and Head of Research at BIGwiki, Tony brings a wealth of academic expertise cultivated over 25 years in higher education. His commitment to scholarly excellence, demonstrated through three master's degrees (all with Distinction) and extensive teaching and research experience, embodies the intellectual rigor that drives BIGwiki's mission. Tony's exceptional track record in academic mentorship has produced remarkable results, with his former students now holding prestigious positions globally. His alumni network spans leading institutions including Harvard, Yale, NYU, Imperial College, Edinburgh and Seoul National University, with graduates excelling in diverse fields - from Yale Medical School physicians to BMW marketing consultants, and from South Korean public prosecutors to Seoul National University lecturers.

Drawing upon this wealth of experience, Tony is dedicated to embedding academic excellence within BIGwiki's DNA. By fostering critical thinking and maintaining unwavering standards of objectivity, he ensures that every aspect of BIGwiki's research process meets the highest levels of academic rigor and ethical integrity.

Tony's vision centers on creating an environment where robust analysis and evidence-based decision-making drive innovation and sustainable success.

STANDARDS ARE EVERYTHING

ASK THE RIGHT QUESTIONS

Michael Dennis

Founder and Executive Chair

Michael Dennis is a visionary entrepreneur with a talent for identifying and developing innovative digital opportunities. As the conceptual founder of TotalTravel.com (2000-2009), he partnered with Malcolm to transform the platform into Australia's second-largest accommodation website, culminating in a successful exit with the business being sold to Yahoo!7.

Together with Giles Barkwill, Michael co-founded Fanchants, a unique digital platform that has become the world's premier repository of soccer chants. The platform has achieved remarkable engagement, streaming over 1.5 billion chants to date, demonstrating Michael's ability to create and scale distinctive digital properties in specialized markets.

As the originator of the BIGwiki concept, Michael brings his deep understanding of the Web3 ecosystem to the project. His encyclopedic knowledge of the sector, combined with his proven track record of identifying and executing successful digital ventures, positions BIGwiki to capitalize on the emerging opportunities in the Web3 space.

THE REVOLUTION WILL BE TOKENI$ED

BIGWIKI: DOING YOUR OWN RESEARCH

Giles Barkwill - CFO

Giles brings exceptional financial acumen to BIGwiki with over 30 years of experience in traditional finance before embracing the opportunities of the crypto sector. Giles' career path positions him particularly well to bridge the gap between conventional financial structures and emerging digital asset opportunities.

As co-founder of Fanchants alongside Michael Dennis, Giles helped build and scale what has become the world's largest digital repository of soccer chants, achieving over 1.5 billion streams. This venture demonstrates his ability to combine financial oversight with digital innovation.

In his role as Financial Services Director and Investment Committee Member at BIGwiki, Giles applies his mastery of numbers and deep financial expertise to ensure robust financial strategy and governance. His transition from traditional finance to crypto evangelist provides valuable perspective as BIGwiki navigates the intersection of conventional and decentralized finance.

TRADITIONAL FINANCE HAS RULES

CRYPTO HAS REVOLUTION

Malcolm Baker

Chief of Busniess Development

Malcolm is a seasoned entrepreneur with a proven track record of scaling successful businesses. In 1995, he established the Australian division of Greythorn IT Recruitment Consultancy, growing it from a one-person operation into Australia's largest IT recruitment firm by headcount.

Under his leadership, Greythorn expanded to three cities, employing 120 consultants and achieving an annual turnover of $60 million.

Following this success, Malcolm partnered with Michael Dennis to found TotalTravel.com, where he served as CEO. The accommodation and tourism directory quickly became Australia's second most trafficked accommodation website, building a team of 55 employees. Malcolm's investment acumen was further demonstrated through his early stage investment in Jump On It, an innovative daily deals platform. The company was acquired just two years later in a cash and stock deal valued at AU$315 million, validating his ability to identify and back promising ventures.

Now, as Chief of Business Development of BIGwiki, Malcolm is poised to leverage his extensive experience in scaling digital businesses and creating shareholder value.

Malcolm considers this venture to be his most significant opportunity yet, combining his proven track record of growing online platforms with an innovative business model that has unprecedented potential.

THERE ARE NO RULES

WE'RE TRYING TO ACCOMPLISH SOMETHING

Willy Kerr - Advisor

Key advisor to BIGwiki.ai. Willy has brought us to where we are now.

As a founder of the Equninox Launchpad and Grow Studios, his deep knowledge and vast network have been crucial to our project's development. Willy excels in securing contacts across fundraising, marketing,

Guided BIGwiki's transition from Web2 to Web3, providing insights on blockchain integration and decentralized technologies.

Assisted in developing a tokenomics strategy for BIGwiki, optimizing token distribution and utility within the ecosystem.

Facilitated connections with key players in the blockchain gaming and metaverse industries, expanding BIGwiki's network. (we've done several prelaunch tests like Shrapnel)

Advised on regulatory compliance and risk mitigation strategies in the evolving Web3 landscape.

Assisted in developing a growth strategy tailored to the unique challenges and opportunities in the Web3 market.

WILLY KERR

WEB3 ADVISOR

Willy and his team are the go-to for crafting game-changing tokenomics. Known for thinking outside the box and a vast business network that opens doors, His expertise isn't just deep - it's fun and infectious.

- In crypto since 2014.
- Over 50 projects launched, $20M+.
- Expert in AI, Web3, with a magic touch.

GROW STUDIO

EQUINOX

9. TEAM AND ADVISORS

Arcanum Ventures - Advisors

Carmelo and Sasha have been crucial in guiding BIGwiki.ai through the Web3 ecosystem. They took on the role of creating BIGwiki's tokenomics, leveraging their deep expertise in decentralized technology to enhance BIGwiki's project.

Their track record from advising 18 companies and over 70 project launches in the past year demonstrates an unmatched ability (920% total ROI) to overcome blockchain industry challenges, significantly benefiting BIGwiki's team.

Carmelo and Sasha's strategic approach has been vital in aligning BIGwiki's marketing and business strategies with the fast-evolving Web3 landscape, ensuring their innovation and effectiveness can be woven into the $BIGGIE economy.

Carmelo and Sasha's commitment to BIGwiki's growth, coupled with a hands-on role in advising BIGwiki's strategies, underscores a partnership dedicated to BIGwiki's long-term success.

ARCANUM VENTURES

WEB3 ADVISORS

Carmelo and Sasha are the co-founders of Arcanum Ventures. Their firm focuses on bringing impactful technologies to market through venture capital investment and advisory support.

- Novel web3 applications
- Tokenomics design gurus
- 80 projects launched

arcanum ventures

Tony Valcarcel - Advisor

With over a decade of leadership in video game product and marketing, Tony brings a wealth of experience to BIGwiki as an advisor. Tony's journey began at Nintendo, where his work in customer experience laid the foundation for a career at the forefront of gaming innovation. Tony's expertise in leveraging technology, evidenced by his integration of Oracle and advanced speech analytics services, showcases his ability to enhance user engagement through strategic technological adoption.

Tony continues to define and execute cutting-edge strategies in the gaming sector. His role in the founding team of Twitch Prime is particularly noteworthy; there, he spearheaded marketing efforts that captivated tens of millions of users, setting a new standard for community engagement and loyalty in the gaming world from April 2016 to March 2019.

Tony's tenure at Electronic Arts (EA) further exemplifies his visionary approach, having led the creation of the Madden loyalty program, MUT Rewards, as a Senior Product Manager for Live Services Marketing. This initiative marked a significant milestone in personalized gamer engagement and loyalty strategy in the industry.

In advising BIGwiki, Tony's vast experience in product development, marketing, and customer engagement strategies in the gaming industry is invaluable. His proven track record of innovation and leadership in gaming marketing provides BIGwiki with unparalleled insights and strategies to captivate and grow its audience in the dynamic Web3 gaming ecosystem.

TONY VALCARCEL

WEB3 ADVISOR

Seasoned pro, over 10yrs experience in video games product and marketing. At SHRAPNEL since October 2022.

- Nintendo CX leader integrating Oracle & speech analytics.
- Twitch Prime marketing strategies founding team member, 10m + users.
- Architech of EA SPORTS Madden Loyalty program (MUT Rewards).

10. TOKENOMICS

10.1 - $BIGGIE token overview

The **$BIGGIE** token is central to its ecosystem, enhancing user engagement and empowering community driven governance. It's a functional asset that improves the platform, encourages user growth, rewards contributors and delegates ownership to active members.

Community growth:

Holders of the **$BIGGIE** token influence platform evolution, ensuring user interests are represented in governance.

The token also empowers users with a stake in the platform's treasury, potentially funding ventures in the Web3 gaming sector.

Crowdsourced contribution:

$BIGGIE incentivizes users to contribute quality research, complementing data from APIs and integrating insights from the community, thus enriching the platform's content.

Accountability:

With an NFT-based access model, the platform balances user anonymity with accountability, linking online identities to activities and reputations within the community.

Sustainability and scalability:

Rewards are strategic, driving demand for services and ensuring the token economy scales with the platform's growth and user base expansion.

Payment barriers are designed to circulate token value within the ecosystem, fostering sustainable revenue.
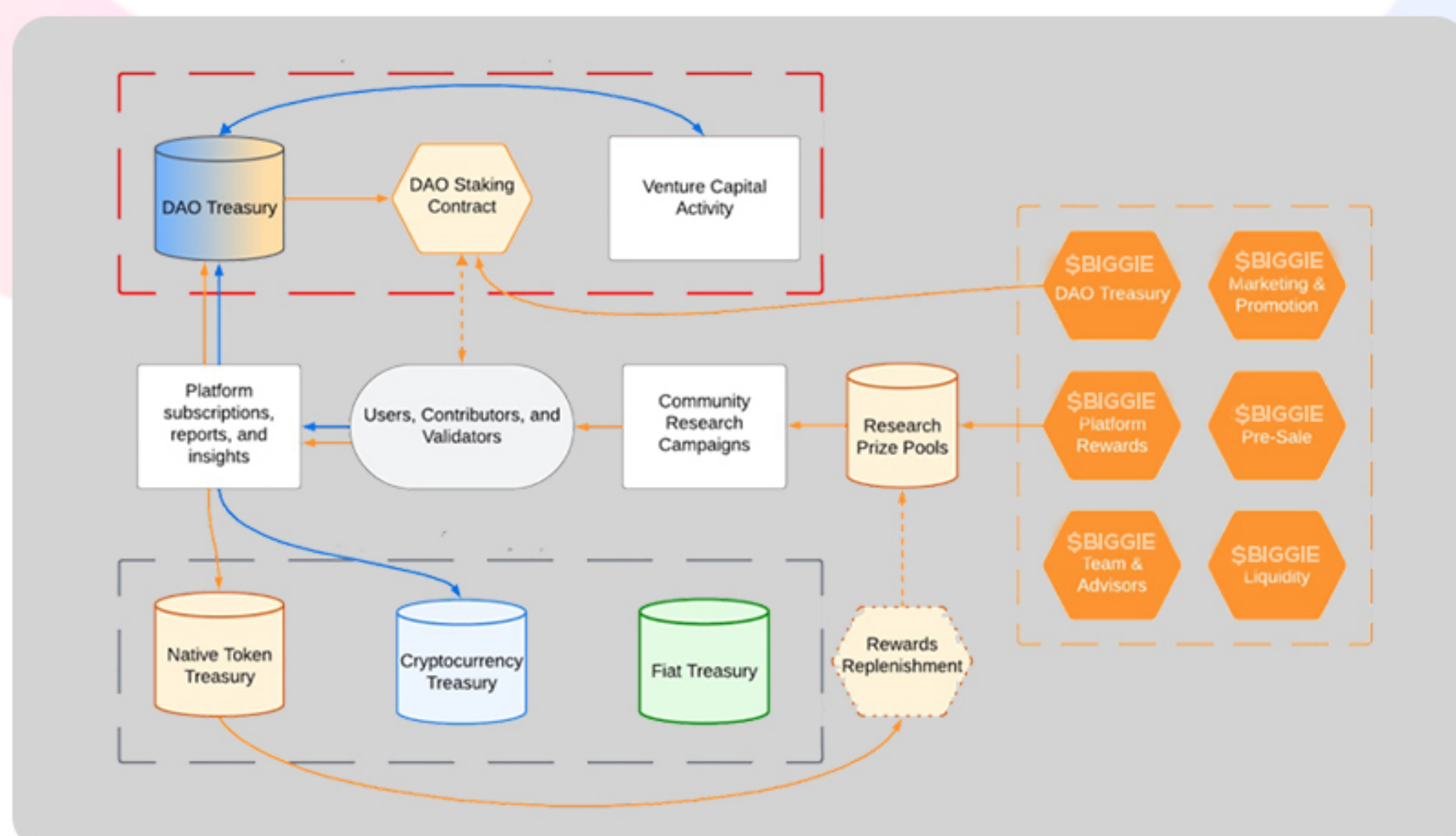
10.2 - Token supply and distribution

The **$BIGGIE** token will be offered to Web3 investors through SAFTs in various fundraising rounds at different token supply valuations.

These investors will be granted a fixed value transition corresponding to the terms of their respective rounds. Each round will be subject to a different initial token release, lockup period, and vesting schedule.

The distribution of the **$BIGGIE** token outside of pre-sale investment contracts is planned to deliver balanced and sustainable growth of the BIGwiki ecosystem, while putting more tokens into the hands of the greatest contributors.

This strategy is designed to align the interests of users, investors, team members and strategic partners.

TOKEN PRE-SALE (SAFT)

For pre-public investors with different purpose-driven fundraising rounds

ECOSYSTEM REWARDS

Rewards for research contributions, community engagement,and governance incentives

LIQUIDITY

Reserved for liquidity on DEXs and CEXs

DAO TREASURY

Allocated for deposit into DAO Treasury and ultimately, distributions to DAO members

FOUNDING TEAM

To compensate and incentivize team members

ADVISORS

Onboarding advisors who are integral to business growth. profitability and innovation

MARKETING & PROMOTION

To facilitate user acquisition through strategic, targeted,and promotional marketing

10.3 - Token supply metrics

METRIC	VALUE
Network	$BIGGIE
Token Symbol	SOL / L1
Token Sale Currency Denomination	USD
Total Token Supply	333,333,333
Total Funding (Token + Equity)	$6,750,000
Primary Total	$6,250,000
Token Warrant Obligations	$500,000
Total Equity Sold	$1,000,000
FDV at Public Sale Price	$20,000,000
Initial Circulating Supply	9.70%
Initial Marketcap	$1,540,000
Initial Marketcap w/ Liquidity	$1,940,0000

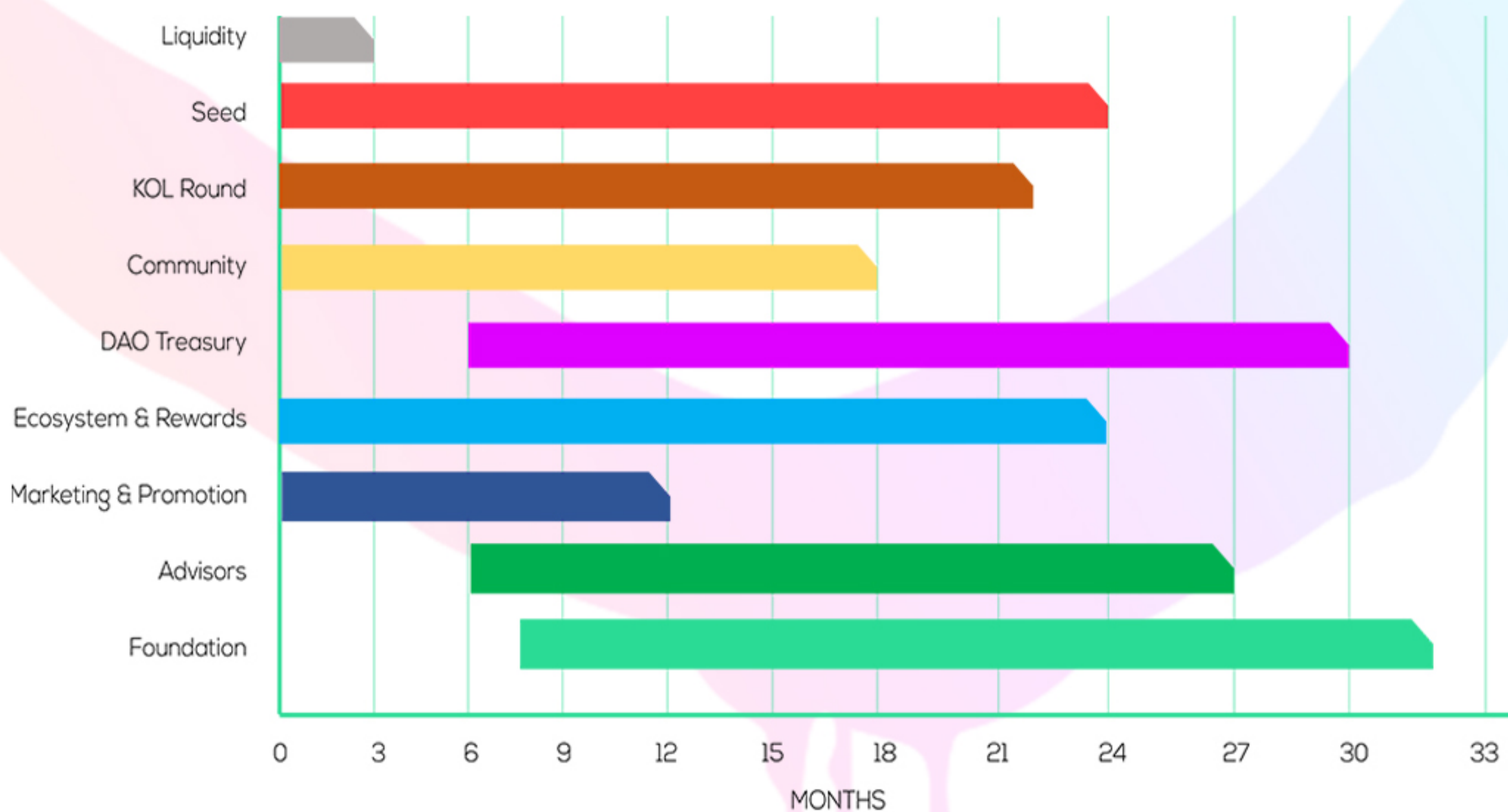|		Price at round	Discount to public
- Public Sale	$0	$0.06000	n/a
- Seed	$1,000,000	$0.03000	50.00%
- KOL Round	$250,000	$0.03750	37.50%
- Community	$5,000,000	$0.06000	0.00%

10.4 – Token Supply Lock ups and Vesting

TRANCHE	SUPPLY (%)	NUMBER OF TOKENS	TGE RELEASE (%)	CLIFF (MONTHS)	VESTING (MONTHS)	MONTHLY RELEASE (%)
Liquidity	8.00%	26,666,667	25.00%	0	3	25.0%
Seed	5.00%	16,666,667	10.00%	0	24	3.8%
KOL Round	2.00%	6,666,667	10.00%	0	22	4.1%
Community	25.00%	83,333,333	10.00%	0	18	5.0%
DAO Treasury	15.00%	50,000,000	0.00%	6	24	4.2%
Ecosystem & Rewards	25.00%	83,333,333	15.00%	0	24	3.5%
Marketing & Promotion	5.00%	16,666,667	15.00%	0	12	7.1%
Advisors	5.00%	16,666,667	0.00%	6	21	4.8%
Foundation	10.00%	33,333,333	0.00%	8	24	4.2%

10.5 – Token Release Timeline

10.6 – Token Release Distribution

Token Allocation

Allocation	Percentage
Foundation	10.0%
Advisors	5.0%
Marketing & Promotion	5.0%
Ecosystem & Rewards	25.0%
Liquidity	8.0%
Seed	5.0%
KOL Round	2.0%
Community	25.0%
DAO Treasury	15.0%
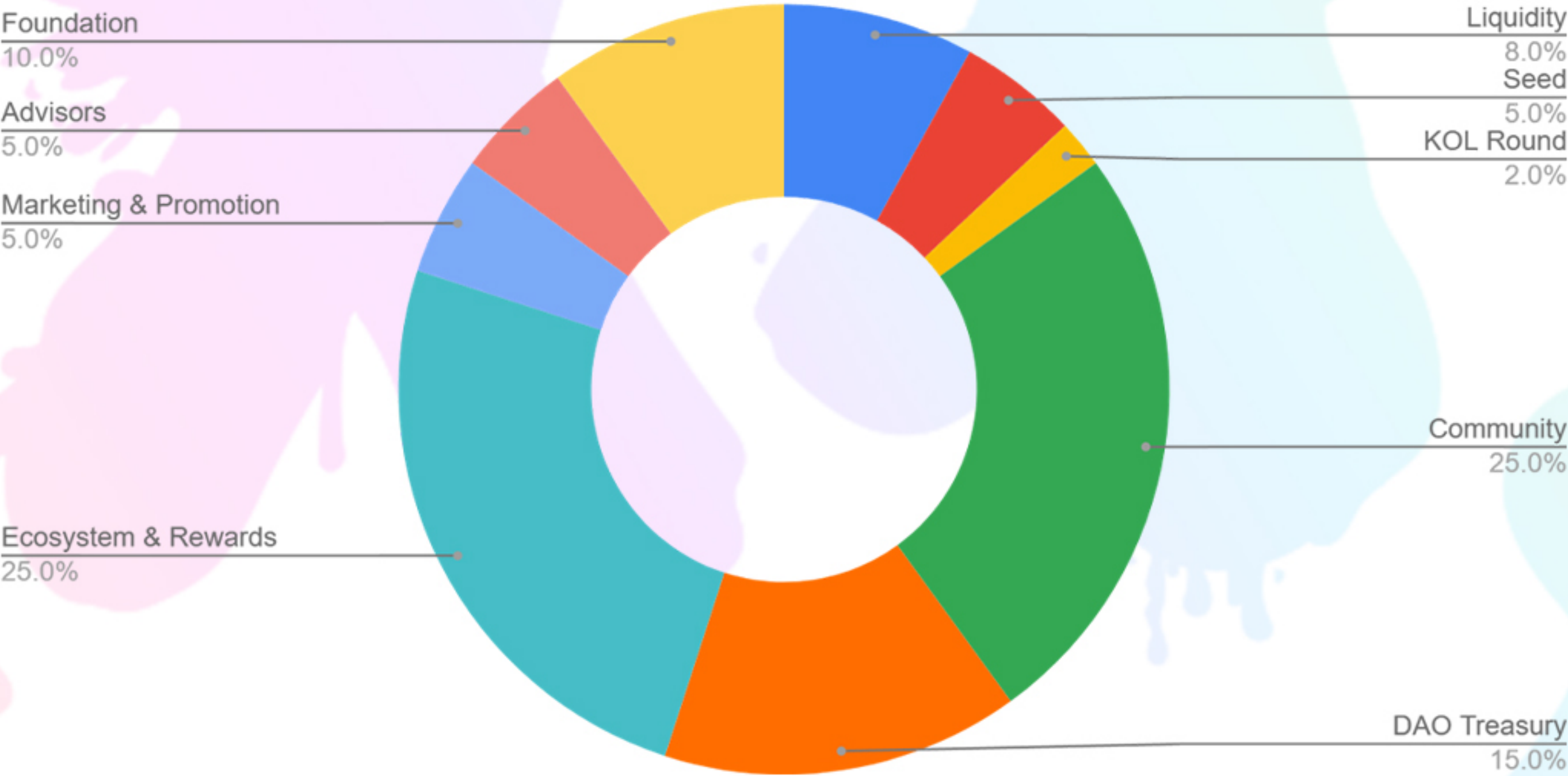
11. CONCLUSION

- In today's digital landscape, **reliable data is the cornerstone of value creation** within the AI-Agent ecosystem.

  o This is especially true in the Web3 space, where **misinformation and fraudulent activities pose significant risks**.

- Founded in 2021 and largely bootstrapped to date, BIGwiki aims to be the **pre-eminent provider of reliable data for the Web3 space**.

  o **Revolutionary approach** to Web3 research and analysis.
  o **Grounded in academic principles**.
  o **Operating at the Human-AI interface**.
  o **Definitive source of reliable information** for the Web3 and GameFi sector.

AI Agent Ecosystem

BIGwiki is set to **revolutionize the AI agent ecosystem with its high-quality, academically validated data** for the next generation of intelligent systems.

By focusing on reliability as the critical differentiator, BIGwiki is positioning itself at the forefront of the AI revolution, **empowering developers, businesses, and the broader Web3 ecosystem** to create more sophisticated and effective AI agents.

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