



v4.4

All materials Confidential - 2021



CTHULHU AWAKENS

A Crypto and F2P Game for Mobile & PC

Game Overview

- Mobile & PC game based on HP Lovecraft mythology
- Traditional F2P and Blockchain/NFT economies
- Match-3 RPG, targeted toward 'mid-core' players
- Full 3D combat where "Agents" battle enemies
- Deep, story driven single player experience
- PvP multiplayer





“Our Mission is to create wealth for a global community of passionate gamers.”

Crypto Overview

Two on-chain tokens:

- \$CTH utility token
- \$ASL governance token

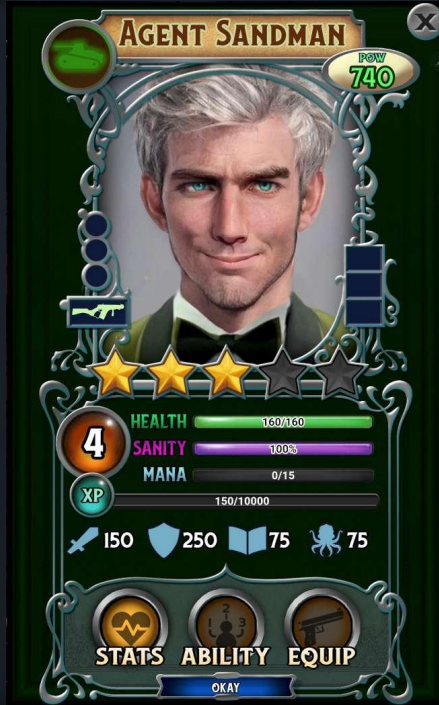
NFTs:

- Agent collections minted pre-launch & have in-game utility
- In-game crafting of additional Agent NFTs
- NFT's will be used in future Metaverse games
- Other NFT types (gear, creatures etc.)

Free to Play (F2P) Overview

- No cost to install so no economic barrier to start playing
- Familiar economy for mobile players
- In-app Purchases (IAP):
 - Buy in-game resources for \$
 - Ability to accelerate play instead of “grinding”
 - Access to more powerful items
- EASY pathway to Play to Earn (PTE)
 - Give non-crypto awards for connecting crypto wallet
 - Reward players with free NFTs or \$CTH tokens as a first “taste” of the potential of PTE

NFT Examples from Agent Collection



*note: in-game the NFT faces are animated, moving and expressing

\$CTH Tokenomics

Allocations	%	Price	# of Tokens	Raise
Pre-Seed	4	0.25	4,000,000	1,000,000
Seed	4	0.50	4,000,000	2,000,000
Private	4	0.75	4,000,000	3,000,000
TGE	4	1.00	4,000,000	4,000,000
Liquidity	11		11,000,000	
Team & Advisors	28		28,000,000	
Play to Earn	30		30,000,000	
Treasure	15		15,000,000	

TOTALS

100,000,000

\$10,000,000

\$CTH Token Unlocking Schedule

	2022			2023				2024			
	TGE	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Pre-seed				Monthly Vesting							100%
Seed				Monthly Vesting							100%
Private				Monthly Vesting							100%
IDO	34%	33%	33%								
Team			Monthly Vesting								100%
Advisors			Monthly Vesting								100%

\$CTH Token Utility

1. Staking Rewards

- ASL governance tokens
- NFT Agents plus others
- In-game resources (quantum, orbs, etc)

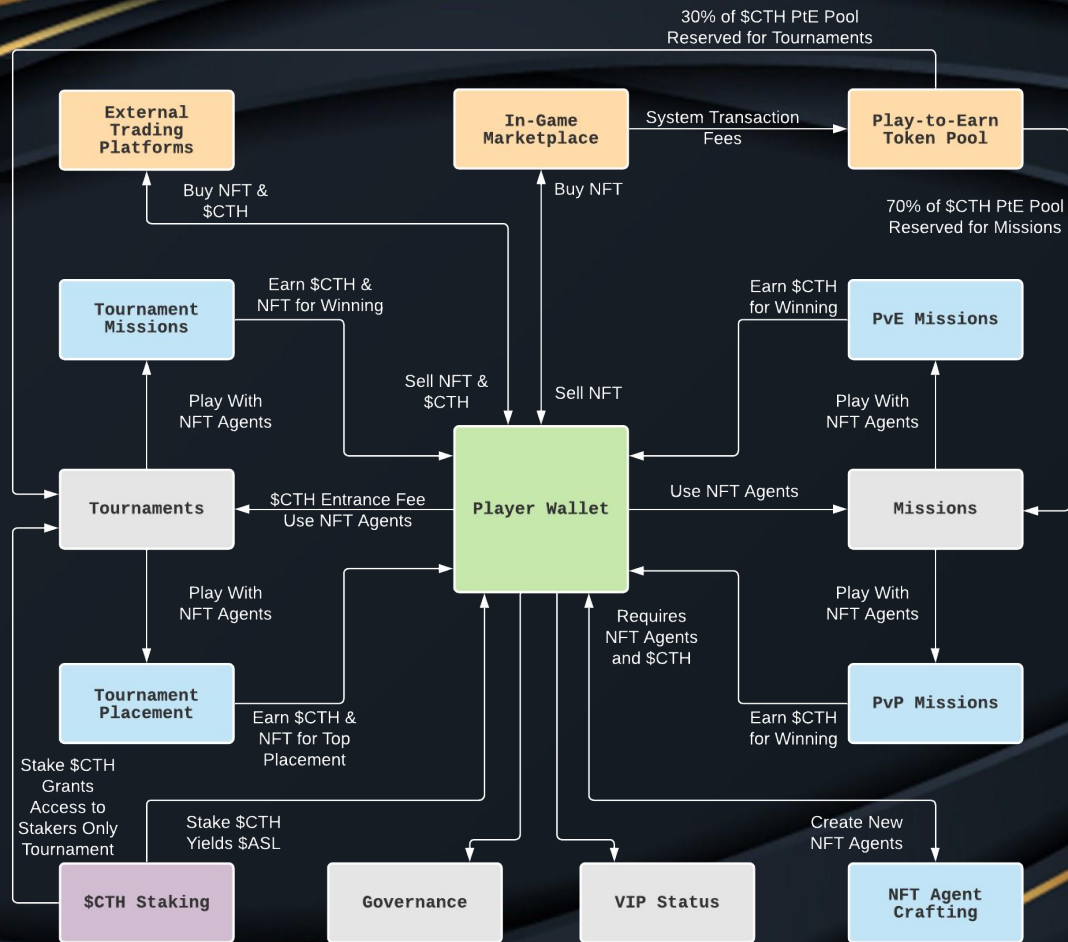
2. VIP Status

- "Early Access" to dev builds & new features
- Special leaderboards & tournaments
- Discord status / Mod privileges
- Whitelisted for new NFT mints

3. In-Game Uses

- NFT crafting
 - Upgrading a "regular" agent to an NFT
 - Special "artifact" creation
 - Turning a mission into an NFT level
- Entry fees for play-to-earn tournaments
- Special shop purchases
- NFT agent recruitment
- Rewarded in Play to Earn mechanisms

Economy

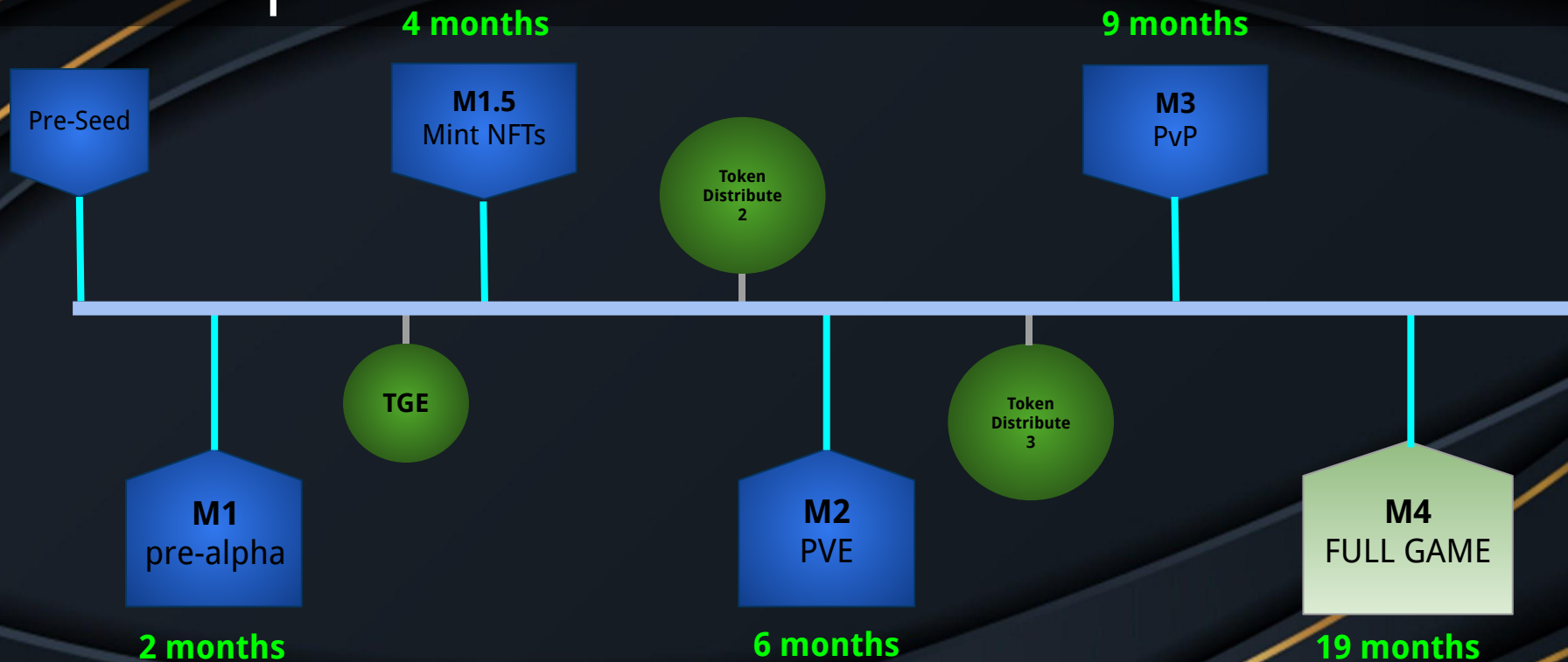


\$ASL Tokens used for governance and VIP access to special game features, promotions, discounts, and other perks.

Traction

- Playable game demo (sunk cost ~\$2m)
- Trailer (beta) https://youtu.be/8_bXz4H97wc
- Trademark 'Cthulhu Awakens'
- cthulhuawakens.io (under development)
- Tokenomics & NFT utility designed
- Core Team in place
- Marketing partners established
- Roadmap
- (partial) Advisors on board

Roadmap



Founders



Larry Holland, CCO

Larry began his almost 40 year design & programming career in 1983. Larry ran his own company Totally Games for 25 years. He was also project lead on the acclaimed X-Wing / TIE Fighter series.



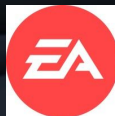
Albert Mack, CTO

Albert has been programming and designing games during his 20+ year game career. Albert was a lead engineer on the amazing 1997 X-wing / Tie-fighter game and worked with Larry for 20+ years.



Jason Kaehler, CEO

Jason is a 25+year industry veteran. A serial entrepreneur, Jason's first company (Xatrix/Gray Matter) sold to Activision in 1995. He's run multiple companies and been an Art Director at many others.



Leadership



Hakim Draper - VP Marketing

A former Warner Music Group executive, Hakim has a background in Computer Science and music. Hakim has helped lead lobbying efforts for artists rights, Blockchain, and cryptocurrency since 2015. He built a music company that was later acquired and helped lead a project through one of the first SEC EDGAR listed coin offerings. Hakim has served as an executive in the Silicon Valley for Ariba Technologies & Agile Software. He has recently launched multiple NFT efforts in the music, TV and film space.



warner music group



Steve, Creative Director

As Creative Director for 6 years at Crystal Dynamics, Steve oversaw the 'reboot' of their popular Tomb Raider franchise. He has contributed his broad range of talents and leadership on hundreds of titles in a wide range of capacities, from technical, production, design, and more recently, in cultivating the next generation of game developers in postsecondary education.



Heather, writer / game designer

Heather has been making, writing and teaching about games since 2000. She brings a wealth of experience in branching narrative, UI/UX and game design. Recent highly relevant experience at both Dorian and Pixelberry (Choices, the #1 branching narrative mobile game).



telltalegames

Marketing



<http://reverbinc.com/>

Reverb is handling our traditional marketing efforts, including branding, PR, digital ad buys, social media etc.

Community



<http://www.aitv.agency>

AITV is a leading community building company focused on emerging markets & digital platforms. They have strong NFT experience.

Advisors



Jack Tretton

Jack Tretton is a member of the advisory boards for Genotaur, an AI startup, Asylum Labs and LifeApps Digital Media, a digital publisher of products and services focused on health, fitness, and sports topics.

He is best known for being the former President and CEO of [Sony Computer Entertainment America](#) (SCEA) from 2006 to 2014.



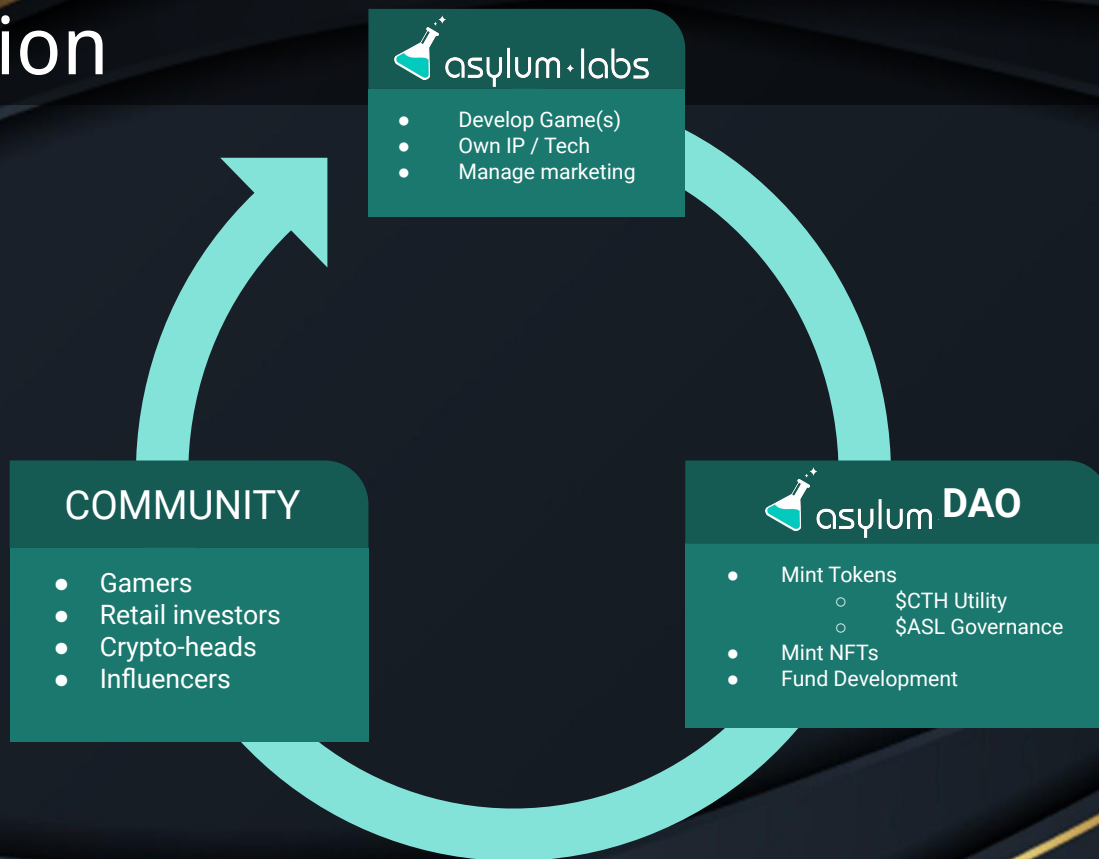
Doug Kennedy

Doug has been in games since 2000 where he has served in marketing, VP BD and executive capacities for a wide range of games.

Currently Doug is CEO of Wildcard, creator of the successful ARK MMO franchise.



Organization





Contact:

CEO

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