



v6.3

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Mission

“Our Mission is to foster abundance through entertainment for a global community of passionate gamers.”

Opportunity

- The \$336B gaming industry is bigger than film, music, and streaming media combined.
- Gaming is larger than any single religion, with (1) out of every (3) people on the planet being a gamer.
- Web3 gaming is still very nascent with a mere 0.5% of the total gaming market and only 1.5% of total gamers.
- There are 3.2 Billion Gamers on earth (of which ~1.7B are mobile), there are ~1M OpenSea wallets (NFT traders).
- We will target BOTH F2P (web2) and P&E (web3). We will also optimize the conversion from F2P to P&E for greater player LTV.

There is a massive opportunity for quality games to be a web3 entry-point for non-crypto consumers.

By having a strong F2P component, the friction is much lower than other crypto-only games.

Cthulhu Awakens is perfectly positioned for this unique moment.

CTHULHU AWAKENS



Game Overview

- **Mobile & PC** game based on popular HP Lovecraft mythology
- **BOTH** Traditional Free-2-Play (F2P) and Blockchain/NFT economies (Play & Earn)
- Match-3 RPG, targeted toward 'mid-core' players
- Full 3D combat where "Agents" battle monsters
- Deep, story driven single-player experience
- Social interactions through multi-player & UGC (User Generated Content)
- Strong community engagement through demos, NFT marketplaces & incentivized Discord.



Target Markets

Group 1:

Free-to-Play Mobile Gamers (Global)

- Women 18-55 (Story and Puzzle elements)
- Males 30-55 (Combat & RPG elements)

Incentivized Action:

1. Play Game
2. Join Community
3. Traditional In-App Purchases

Group 2:

Crypto Gamers

- Males 18-35 (Combat & RPG elements)

Incentivized Action:

1. Play Game
2. Join Community
3. Participate in NFT Marketplaces
4. Participate in \$CTH Token Exchange

Group 3:

NFT Collectors

- Males 30-55 who previously purchased at least (1) NFT. (Profit & Community)

Incentivized Action:

1. Join Community
2. Participate in NFT Marketplaces

Group 4:

Retail Crypto Investors

- Male/Female 25-55 (Profit)

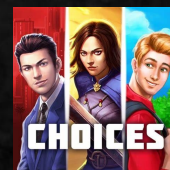
Incentivized Action:

1. Join Community
2. Participate in \$CTH Token Exchange
3. Participate in NFT Marketplaces

Game Design

- The gameplay of Cthulhu Awakens is based on (4) popular games:

Mobile Game	Inspired Mechanics	Total Revenue (as-of '22)
Homescape	Gameplay + Monetization	\$1.49B
Empires & Puzzles	RPG components	\$700M*
Best Fiends	Gameplay	\$442M*
Choices: Stories you Play	Narrative	\$175M



*based on available 2019 data and 5% annual growth. Does NOT include any crypto/NFT revenue.

Free-to-Play (F2P) Overview



- Mobile First = massive audience (1.7B mobile gamers)
- ZERO cost or economic barriers to start playing
- Familiar mechanics for mobile players
- In-app Purchases (IAP):
 - Buy in-game resources with fiat currency
 - Ability to accelerate play instead of “grinding”
 - Access to special items & “packs”
- EASY “upsell” to Play & Earn (P&E)
 - Focus on smooth and painless onboarding from F2P to P&E
 - Give non-crypto awards for connecting crypto wallet
 - Reward players with free NFTs/\$CTH tokens as a first “taste” of P&E

Crypto Overview

On-chain tokens (2):

- \$CTH utility token - primary game token
- \$ASL governance token (future)

NFTs:

- Agent NFTs minted pre-launch have in-game utility
- Crafting of additional Agent NFTs in-game
- NFTs used in future Metaverse games
- Future NFT types (artifacts, creatures etc.)
- Art NFTs (non-utility, limited edition)
- Mock marketplace: <https://www.cthulhuawakens.io/market>



Agent NFT Example (in-game Utility)



(Tap to Play Video)



State of the art Machine Learning (GAN) technology ensures EVERY Agent NFT has 100% unique artwork. Millions of original, high-quality Agent NFTs can be generated for near zero cost.

Note: almost all current CCG games do NOT have unique artwork, only unique stats.

Art NFT Example (non-Utility)



Art NFTs:

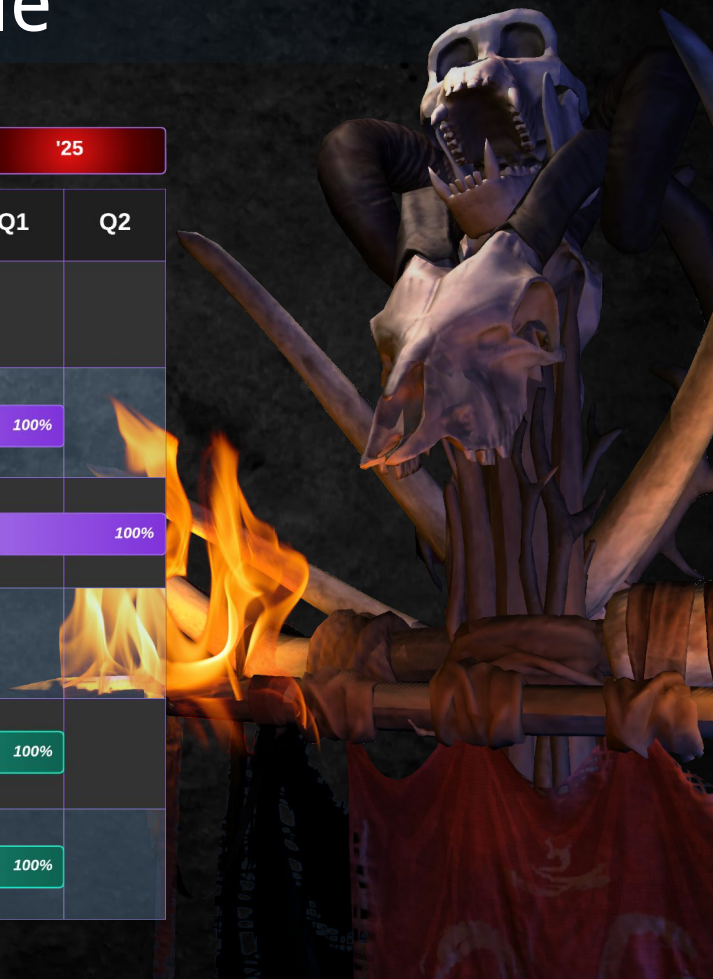
- Limited runs (2,000)
- Represent monsters from game, original IP to extend the Cthulhu universe
- Currently 'collectible' only, with no utility, (though we might add utility later)
- First 5,000 Discord users will get one free
- Part of a 'set' of creatures so "collect them all"!

\$CTH Tokenomics

	%	Price	# of Tokens	Raise
PRE-SEED	4	.25	4,000,000	\$1,000,000
SEED	4	.50	4,000,000	\$2,000,000
PRIVATE	4	.75	4,000,000	\$3,000,000
TGE	4	1.00	4,000,000	\$4,000,000
Community Fund	40		40,000,000	
Core Team/Advisors	27		27,000,000	
Reserve	17		17,000,000	

TOTAL**100,000,000****\$10,000,000**

\$CTH Token Unlocking Schedule



\$CTH Token Utility

1. "Staking" Rewards

- Chance to get free NFTs
- In-game resources (quantum, orbs, etc)
- Private Discord #channels
- Whitelist Invites

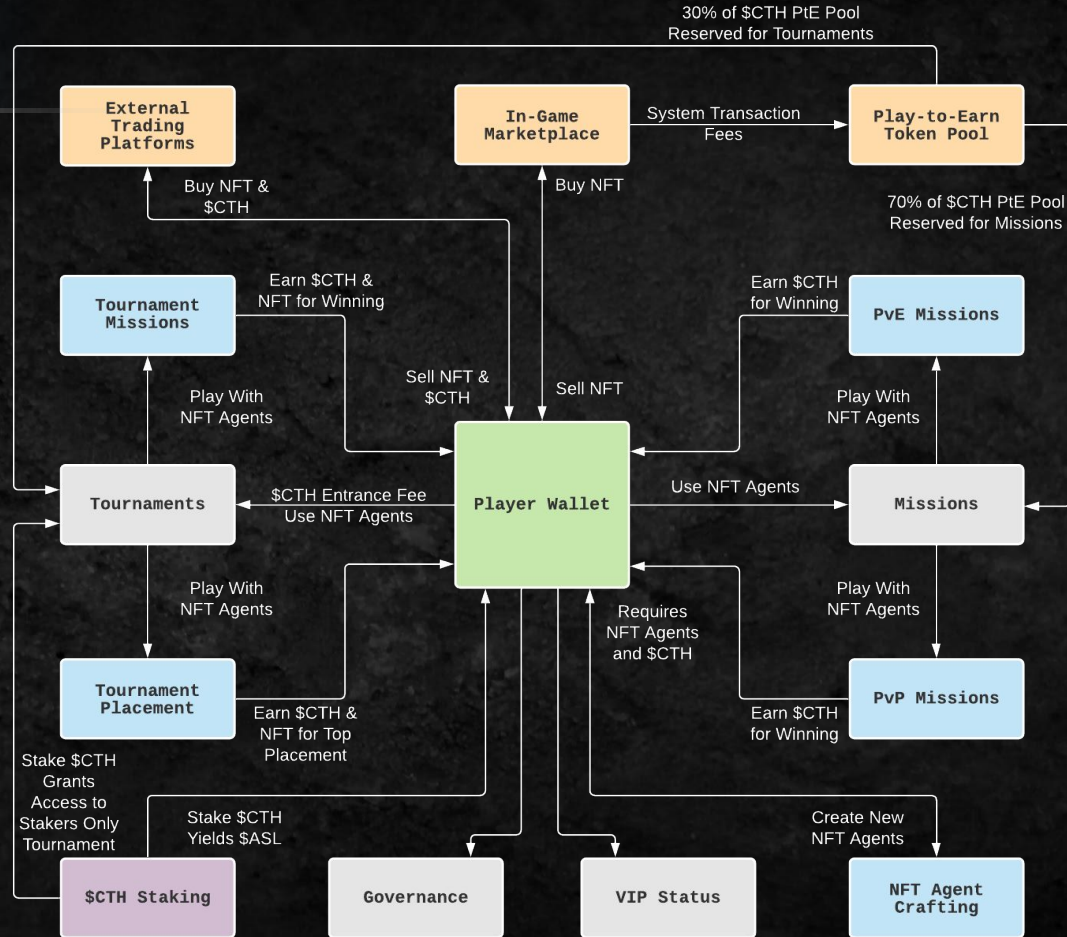
2. VIP Status

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

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 P & E tournaments
- Special shop purchases
- NFT agent recruitment
- Rewarded in P & E mechanisms

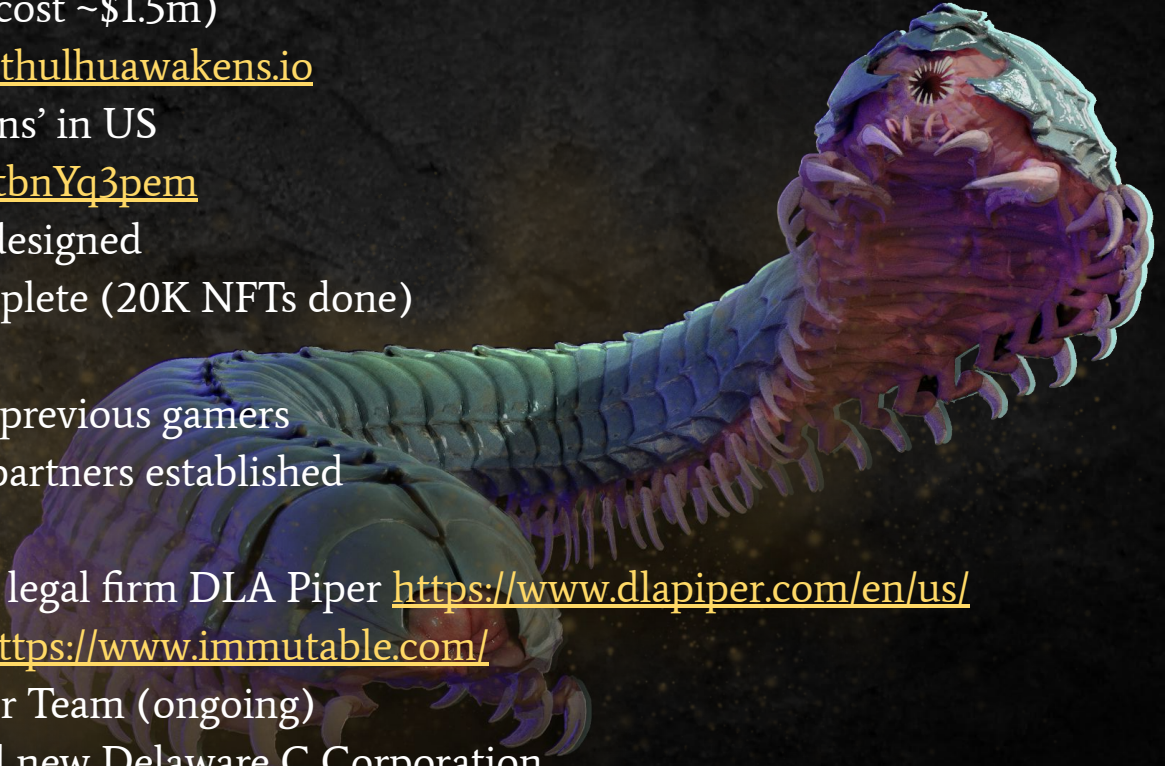
Economy



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

Traction*

- Playable game demo (sunk cost ~\$1.5m)
- Game site live: <http://www.cthulhuawakens.io>
- Trademark 'Cthulhu Awakens' in US
- Discord <https://discord.gg/qtbnYq3pem>
- Tokenomics & NFT utility designed
- AI-based NFT Pipeline complete (20K NFTs done)
- Core Team formed
- Existing database of 420K+ previous gamers
- GTM Strategy +marketing partners established
- Roadmap
- Announce partnership with legal firm DLA Piper <https://www.dlapiper.com/en/us/>
- Blockchain - ImmutableX <https://www.immutable.com/>
- Building world-class Advisor Team (ongoing)
- Recently (Q4, 2022) formed new Delaware C Corporation



Roadmap



Founders



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.



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 vs TIE Fighter game and worked with Larry for 20+ years.

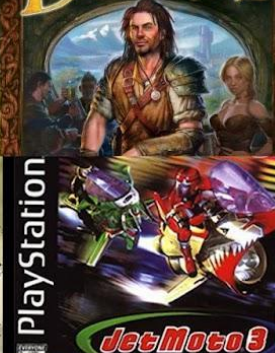
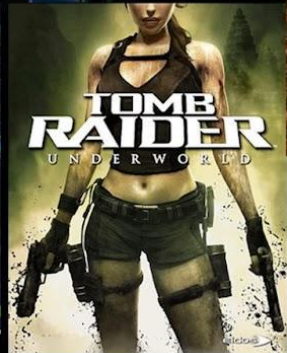
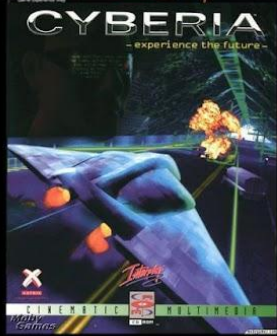


Larry Holland, CCO

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



PLAYSTATION 3



Leadership



Hakim - Director of 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 acquired then helped lead a crypto 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).



Advisors



Capt. Darkmatter- Macro economist, finance, tokenomics, crypto-economist & NFT Specialist

Little is known about this crypto-economist except he/she has developed the tokenomics for 20+ defi products (10+ games) and owns over 20,000 NFTs.

His/her college years were accounting & finance at a top-tier university (Magna Cum Laude Grade). They served him/her well for years of private equity management, multiple banking roles and international M&A work for multiple Fortune 500 banking institutions. Making money for big banks became too easy and Capt. Darkmatter needed a new challenge. Currently he/she resides in a location unknown and lends his/her invaluable expertise to a handful of elite projects.



Martin Pokorski (crypto veteran & NFT analyst)

Martin has been actively involved in the blockchain space since 2014 with the establishment of one of Australia's first OTC trading desks.

He has consulted for multiple payment institutions regarding the evolving cryptocurrency space and organized a group of industry leaders to establish best practices among brokers. Since 2018, Martin has been involved in the gaming market and worked and advised multiple projects worldwide on harnessing and integrating blockchain technology. Martin currently works for D-Core www.d-core.com, a leading blockchain research firm with a focus on innovative early-stage projects in the space.



The Ghostly Helper (Tokenomics, DAOs & DEX specialist)

The Ghostly Helper has been in the cryptosphere for over 12 years, quietly while building strong connections with key players. TGH has been involved with multiple successful gaming and utility token launches and brings a strong understanding of both crypto 'consumer' and the wide range of crypto ecosystems. No one truly knows where TGH comes from, although one thing is certain.... this individual has access to hundreds of projects and only helps a select few of the very best. Cthulhu Awakens is lucky to have this valued individual.

Full team here: <https://docs.cthulhuawakens.io/test/meet-the-team>

GTM

Early demos

- Build hype with sneak-peek playable demos

Email

- Leverage our database of 320K players
- Build custom micro-targeted campaigns
- newsletter

Social Media Campaigns (currently Live)

- Twitter
- Instagram
- Facebook (Ads & Groups)
- (all crypto funnels to Discord)
- (all F2P funnels to Facebook Group)

Discord

- Build Strong Community
- Communicate w/ Players

Marketing Partners

Web2

Traditional
Campaigns



<http://reverbinc.com/>

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

Web3

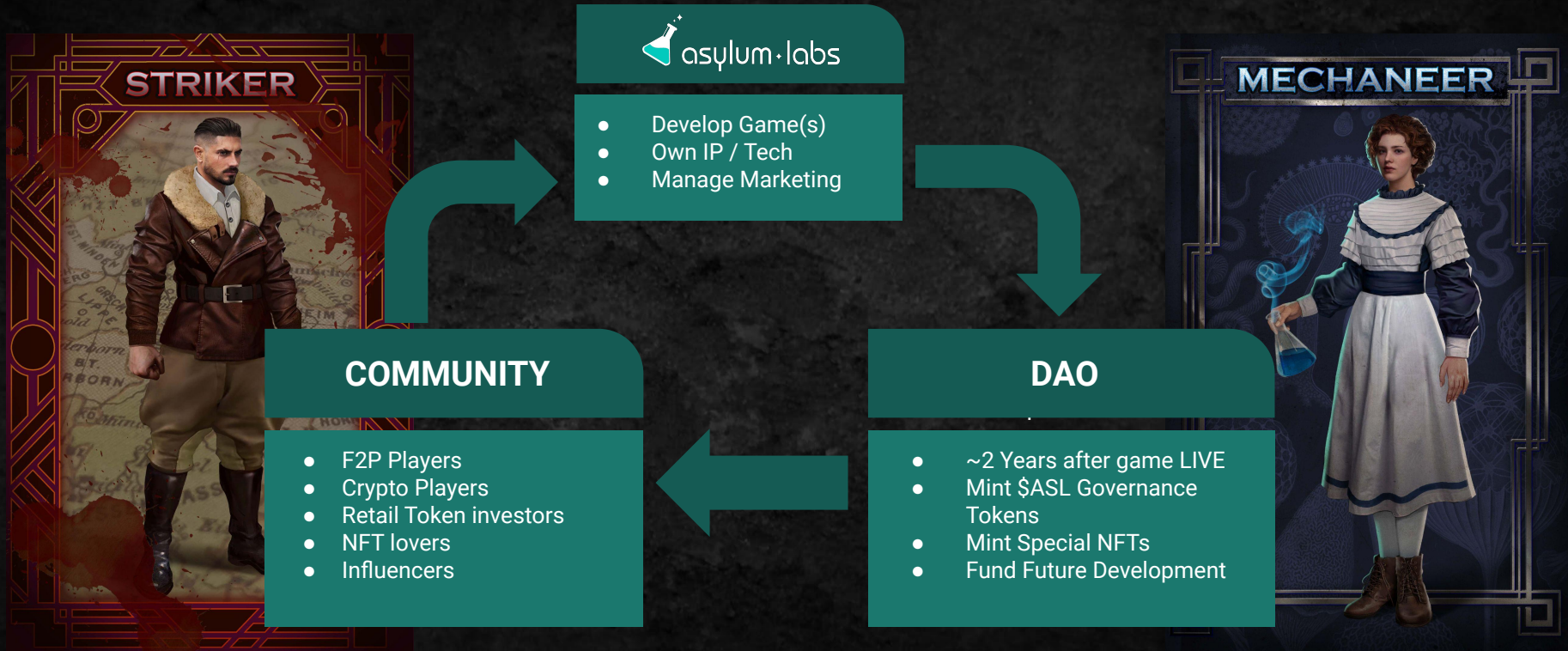
Discord
Community



<http://www.aitv.agency>

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

Organization



Questions?



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