



# White Paper

April 2018

## Not For Pussies White Paper is a living document

We are constantly upgrading our White Paper to answer all your questions and provide all information you could possibly need before participating in our Crowdsale and understanding Not For Pussies project and Token.

If you miss any kind of information, please reach out to us at:  
<https://t.me/notforpussies>

Version 0.9



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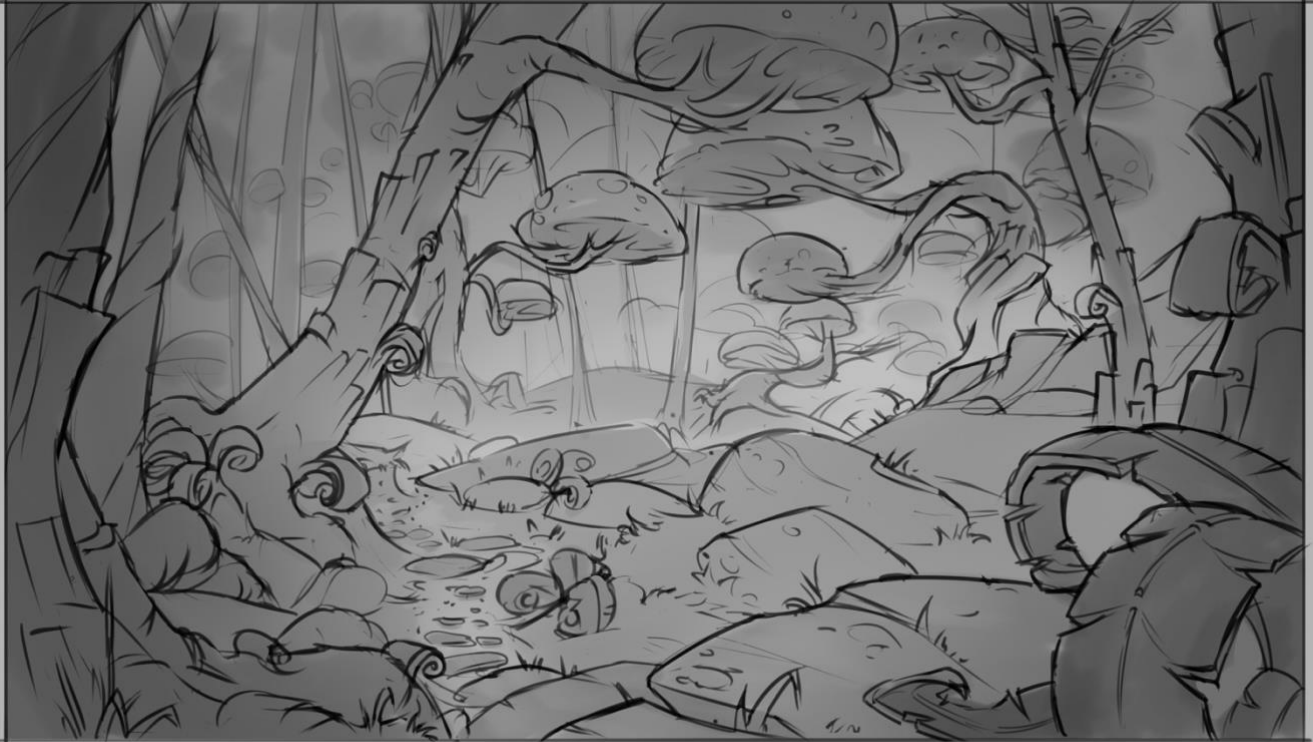


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FOREST SKETCH

# 1 Problems Players Encounter In Current Game Market

## 1.1 In-game Asset Ownership

In the vast majority of games, the terms of service and typical game infrastructure do not provide any actual possibility for players to share and trade their in-game items, characters and account assets. All in-game property legally belongs to the game developer or the publisher. Even in instances when players pay real money for in-game items, the players themselves still do not become real owners of these assets, legally speaking. All they get is a license to use them, subject to developer or publisher discretion.

## 1.2 Dangers Of The Grey Market

As a result of exclusively developer-regulated marketplaces, many online game players are forced to trade in the grey market and on many occasions become victims of scammers and swindlers.

Not to mention that if caught by the game developer, their accounts may be suspended. Such obsolete mentality regarding intellectual property is no longer reasonable and does not make sense in the age of Distributed Ledger.

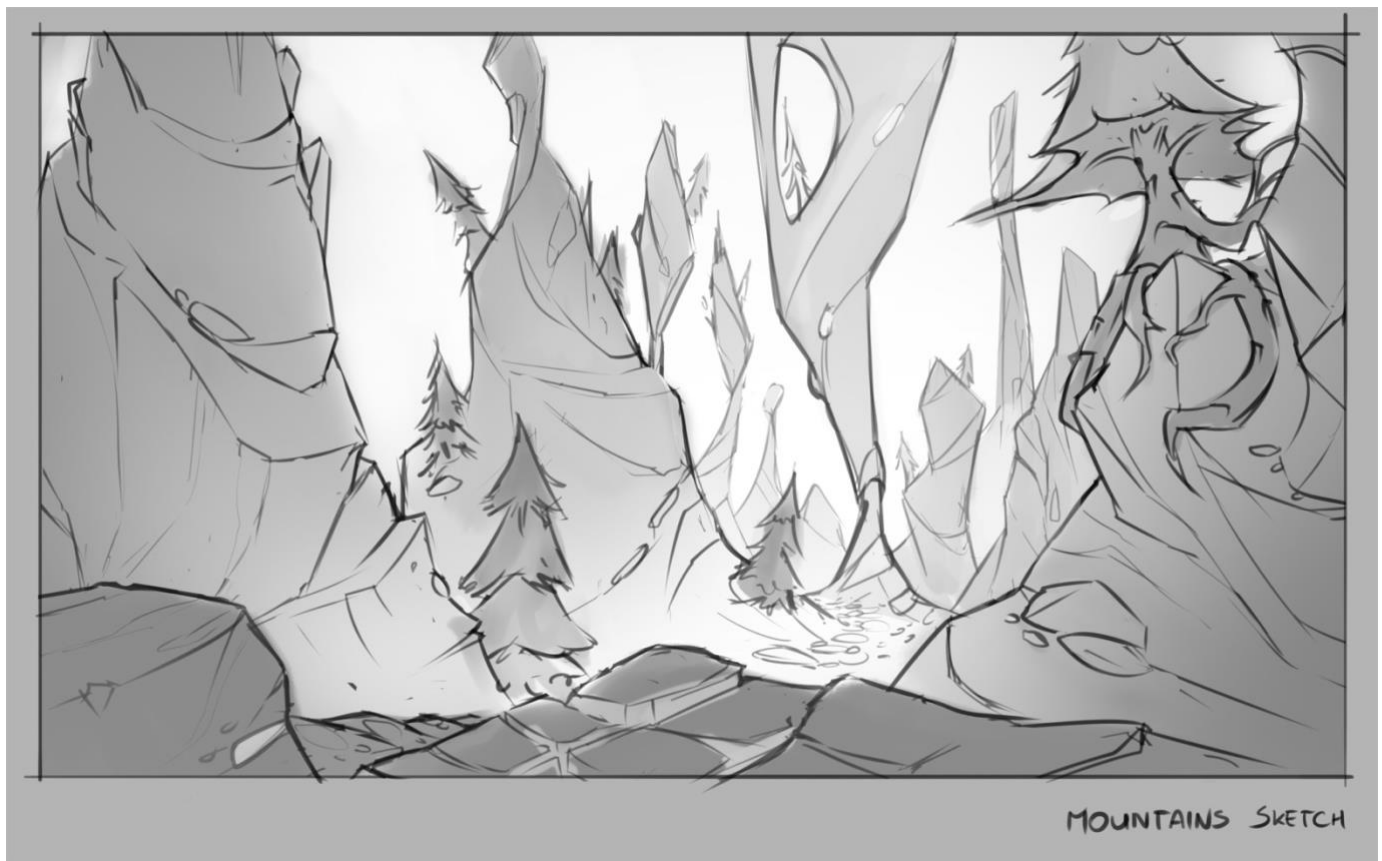
### 1.3 Pay To Win? Not Again...

Many free-to-play video games are practically impossible to genuinely enjoy at the higher levels of play without having to pay real money. The advancement of player characters becomes painfully slow, and at some point, player progress in the game becomes almost impossible.

In many multiplayer games, real competition is distorted and strongly influenced by money.

Such practices frustrate gamers and drastically shorten game lifespans, creating problems that can only be addressed with the advent of Distributed Ledger technology, covered in the following chapter.





## 2 Our Project

NOT FOR PUSSIES is a turn-based tactical arena skirmish game with unlimited possibilities for unique battle tactics and strategies, featuring both player versus player Multiplayer and player versus AI Single Player gameplay branches.

The game will utilize most of the benefits provided by Distributed Ledger technology. By using Distributed Ledger, it will solve several serious problems players encounter in the current video game industry environment:

**Asset Ownership.** By storing all in-game assets on the Distributed Ledger, our players will be given complete ownership of their hard-earned assets.

**Transparency.** Distributed Ledger technology provides complete transaction transparency, giving players the ability to access and see all transactional information on the Distributed Ledger.

**Removing The Need For Trusted Third Parties.** All transactions are verified on the Distributed Ledger, making third party verification unnecessary.

**Low Transaction Cost.** Distributed Ledger technology offers much lower transaction costs, saving money for everyone involved.



**Security.** All player data, such as Account Details, owned items and Characters, will be stored on the Distributed Ledger.

## 2.1 Power To The People

By storing all in-game assets on the Distributed Ledger, our players will be given complete ownership of their hard-earned in-game assets. They will be free to trade them however they wish: All trade will be conducted in Tokens using Distributed Ledger technology, creating a decentralized free market economy within the game.

The legalization of free trade will severely hamper the possibility of a grey market and make the work of scammers much harder. After all, when **all trade is legal, and prices are set not by developers, but by the free market**, it is no longer possible to abuse the system on a massive level.

## 2.2 Fighting Pay-to-Win

Battles in NOT FOR PUSSIES will be playable and winnable without paying any money. Due to the ELO matchmaking system, the victor of a Battle will always be determined by skill.

Our monetization model will allow players to purchase only cosmetic items and temporary boosts, which will have a very limited effect on the gameplay.

!!!

*The Elo system was originally invented as an improved chess rating system, but is also used as a rating system for multiplayer competition in a number of video games.*

***Our ultimate goal is to use Distributed Ledger technology to reinvent the Trading Card Game business model by giving real power to the people who play our game.***

## 2.3 Goals Of The Project

### 2.3.1 Create A Lasting And Evolving Gaming Experience In Competitive Multiplayer And Challenging Single Player Modes

#### 2.3.1.1 Combining Mechanics For Unlimited Power

In Multiplayer mode, players will Battle each other in one versus one matches by deploying their Warbands of 5 Characters. Players will acquire these Characters by combining Resource Cards of three types: Race, Class and Element.



Each Resource Card will have a minimum and maximum stat value that will be randomized when combined, which means that every Character will have completely different stats and Skill Sets. In-game, these Resource Cards, as well as the Characters, will be represented as collectable and tradable Cards.

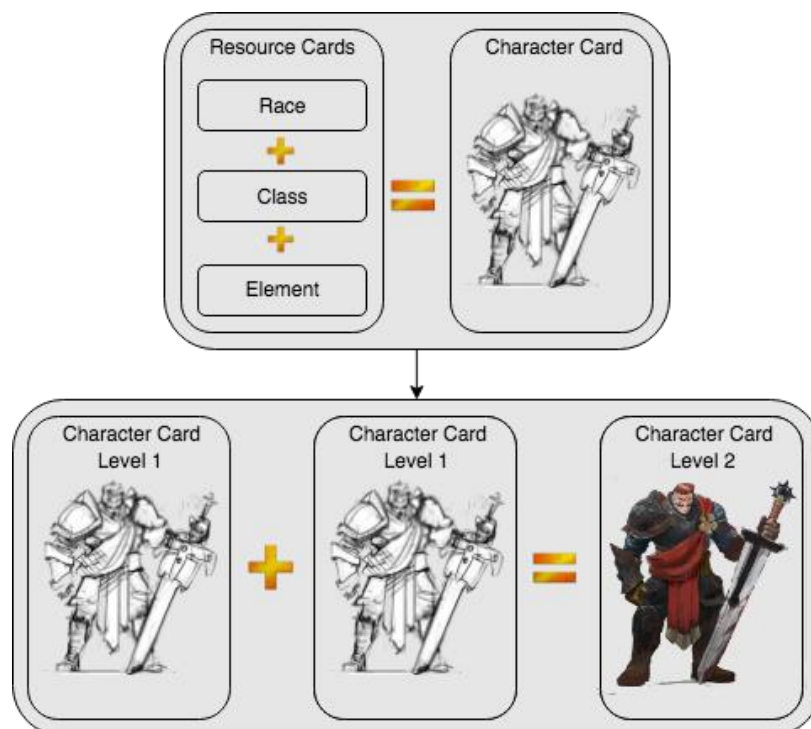
The options for combining Resource Cards will be unlimited. Players will also be able to combine previously created Characters and generate even more powerful Character variations.

This means that the longer you play, the more options you have to create unique Characters and develop new Battle tactics.

### 2.3.1.2 Using Combining Mechanics For Unlimited Value

Players will be able to Combine their Characters an unlimited number of times. The more times the Characters are Combined, the more powerful they become.

*Example:* Two 1st level Characters must be Combined to get one 2nd level Character; two 2nd level Characters become one 3rd level Character, and so on. To infinity and beyond.



As Characters grow, more and more Cards have to be used to acquire and Combine more powerful Characters. Subsequently, each Character's value substantially increases with each Character level.

As players level up, they will experience an exponential progression of combinations, strategies, and tactical possibilities.

Also, the mechanics of using pre-designed Battleground Regions will allow for even more varieties of different strategies.

Researching, testing, tweaking and planning will be a must for any player who strives to be the best. On the other hand, the game's Battle system is designed for fast and fun matches.

#### 2.3.1.3 Collecting Aspects Of The Game

Players will collect various in-game items: Resource Cards (Race, Class and Element Cards), Character Cards, pre-designed Battleground Regions, cosmetic items, etc.

When playing the game for the first time, the player will choose their starting Race (Orc, Human, Elf or Dwarf) and will be awarded a starter Resource Card Pack. All starter Resource Cards will be based on the player's chosen Race.

Further Resource Cards will be acquired only by leveling up and combining without the possibility to purchase them like in any other popular Trading Card Games.

Subsequently, as the players create and cultivate their own unique Characters, the possibilities and advantages of collecting will expand and grow exponentially.

#### 2.3.1.4 Transforming The Battleground For Tactical Advantage

In NOT FOR PUSSIES, Battles will take place on the hex grid map of the Battleground.

The Battleground will be divided into three territories: the Neutral Region in the middle, and two separate Regions occupied by each player.

Players will be able to create their own modified Battleground Regions in advance and use them during Battle for tactical gain. Each player will have a limited amount of pre-designed Battleground Region slots by default, but it will be possible to acquire more.

These Battleground transformation mechanics will add a new layer of strategy and planning to the game, allowing players to outsmart their enemies in more ways than ever.

#### 2.3.1.5 Single Player Campaigns

Our Single Player campaigns will not be merely loose collections of boring tasks to kill this or that Warband.



Instead, we will invite our players to explore the world of Merged Earth and its story from the different perspectives of the four Races via deep storytelling, memorable NPCs, imaginative puzzles, multiple objectives, different mechanics such as trap avoidance and many more.

### 2.3.2 Enter The eSports Market With Highly Competitive Multiplayer Game Mechanics

NOT FOR PUSSIES aims to be a highly competitive game with high stakes in the upper echelons of the playerbase.

The Multiplayer mode will have a Seasonal Ladder. Each Season will last for 3 months, at the end of which players will be rewarded for their skills and effort in the Battleground. The best players will be rewarded with unique limited-edition prizes that will be designed for that particular Season only.

We will encourage competition by creating 5 different Multiplayer modes:

- **Normal Blind Pick** - Players will Battle each other using blind-picked Warbands of 5 Characters without any impact on their ELO rating. A base amount of Experience Points will be awarded for playing in this mode.
- **Normal Draft** - Players will Battle each other using draft-picked Warbands of 5 Characters without any impact on their ELO rating. A base amount of Experience Points will be awarded for playing in the Normal Draft mode.
- **Farm Mode** - The game will feature a special Farm Mode, in which players will acquire Resources instead of Experience Points. These Resources will be used to create specific Resource Cards of their choice.
- **Ladder** - Players will compete in a Seasonal Ladder. Each Battle will impact their ELO rating, and unique Cosmetic Items will be awarded depending on the players' achievements.
- **Hardcore Ladder** - Players will compete in Seasonal Ladder. Each Battle will impact their ELO rating, and better unique cosmetic items will be awarded depending on the players' achievements. However, in this mode the stakes will be so high that every time a top tier player loses, they will have to surrender a randomly selected Character from their Warband to the opponent.

### 2.3.3 Tell A Unique Story And Let The Players Explore The Mysteries Of Post-Apocalyptic Magical Earth

We are storytelling geeks and eager worldbuilders. From the very beginning of NOT FOR PUSSIES, we set two parallel priorities: engaging multiplayer combat designed for competitive gamers, and rich lore that engages all players who love good stories. Both of these aspects will intertwine and complement each other to create an immersive gaming experience.

Imaginative short stories, beautiful art, rich Race and Class histories. We love it all and we want to share it with our players through different media.

In time, we also plan to create full-fledged Single Player campaigns.



### 2.3.4 Establish A Decentralized Open Market For In-Game Items And Give Ownership Of These Assets To The Players

All in-game item and Character assets will be stored on the Distributed Ledger and assigned a unique ID number.

Players will have **complete ownership** of their in-game items and Characters. They will be free to trade them however they wish, creating their own decentralized free market outside the game or use Auction House straight inside the game.

### 2.3.5 Reinvent The Trading Card Game Business Model By Implementing Every Advantage Of Distributed Ledger Technology And Eliminating Pay-To-Win And Loot Boxes

Our idea is to not sell any Character Cards nor Resource Cards directly to players. Instead, players will only gain Resource Cards by playing, use them to craft unique Character Cards, and let the free market decide their value.

### 2.3.6 Maintain And Grow The Player Base Through Marketing And Continuous Updates

To ensure a long game lifecycle, we will provide timely expansions that introduce new Resource Cards (new Classes, Races and Elements) and new Single Player campaigns featuring captivating content about the game world.

We will also frequently launch marketing campaigns that will have multiple target objectives: To enlist new players, to maintain existing players, and to regain former players.

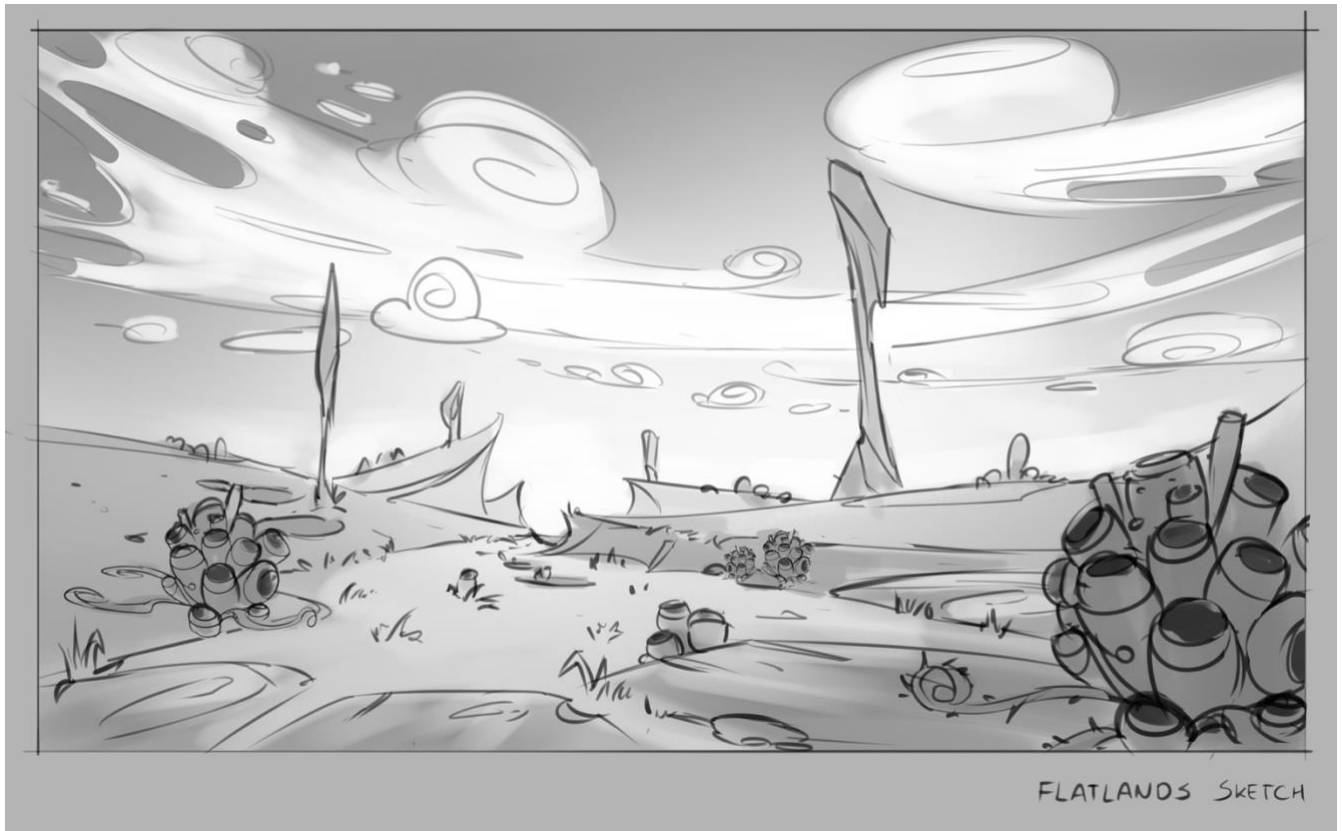
### 2.3.7 Develop Two Kinds Of AI

The game will feature two kinds of AI: one for player practice, and another to help us speed up the balancing of game mechanics.

In Battle vs AI Mode, players will be able to Battle against a highly customizable, battle-tested AI to try their skills and strategies before engaging other human opponents. Our Battle AI will be fed real player match data and use it to analyze and adapt to player strategies, evolving over time.



We will also develop an internal AI for game balancing and testing purposes. It will make the game balancing process much more effective, as well as help us speed up the deployment of updates and expansions that will feature new Resource Cards and Single Player campaigns.



## 3 Business Model

### 3.1 Monetization: Reinventing The Trading Card Game Business Model

The possibilities of Distributed Ledger technology allow us to disrupt the traditional Trading Card Game business model.

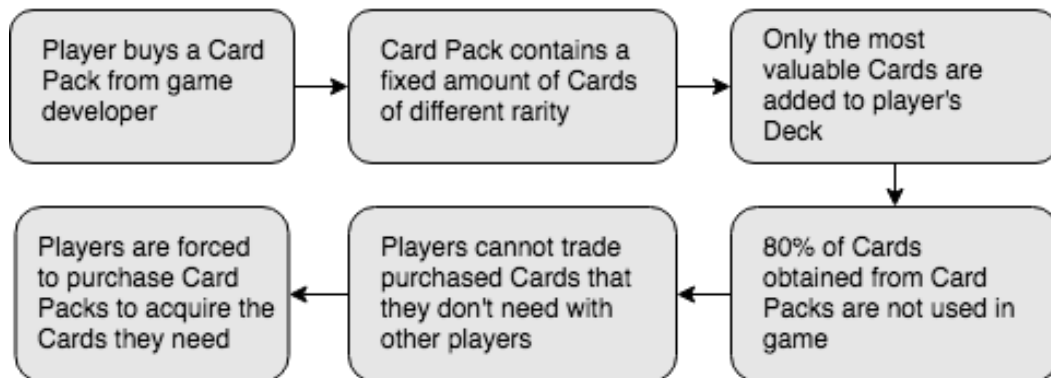
The current model for video game developers is to sell in-game asset licenses to the players. Traditional developers are keen to sell as much licenses as they can.

As a result, most in-game items and/or characters are doomed to be effectively worthless, while at the same time, the players are forced to pay the same fixed price over and over again for an uncertain chance of acquiring a better item, creating a pay-to-win situation.

And even then, the players do not get to own the items they paid real money for. Legally speaking, all they get is a license to use them, subject to developer or publisher discretion.



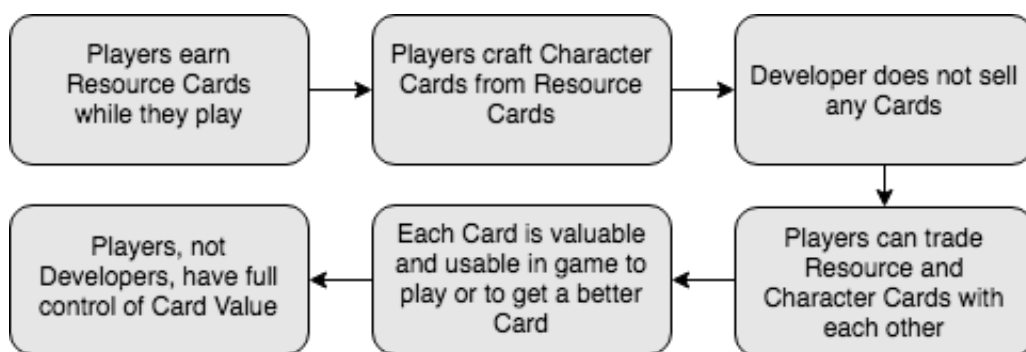
The following is a visual example of the traditional Trading Card Game model:



In the traditional Trading Card Game model, players who spend more money can buy better Cards than everyone else.

Our idea is not to sell any Cards. Instead, players will only gain Resource Cards by playing, use them to craft unique Character Cards, and let the free market decide their value.

When the game launches, all players will have equal opportunities to acquire Resource Cards to craft Character Cards only by playing the game. The more they play, the more Experience Points they get, the more Resource Cards they acquire to Combine different Character Cards... and the more the value of their Characters grows.



## 3.2 Card Trading Without Booster Packs

In-game Character Cards will be created by combining three types of Resource Cards: Race, Class and Element. Players will acquire Resource Cards only by playing the game. By gaining Experience Points, Players' Account will level up, and with each new level they will be awarded a number of Resource Cards. The amount of levels is infinite.

Unlike other Trading Card Games with hundreds of different pre-designed Cards, this game will only have 14 Resource Cards from which the players

will craft gazillions of Unique Character Cards with different stat values and Skill Sets.

Also, by not selling any Cards ourselves, we do not set their price. **The players set the price** via the decentralized market of our Token economy.

Our idea is to disrupt the obsolete, exploitative and financially centralized business model, which is currently facing legal disputes in Belgium and South Korea regarding the infamous lootbox economy, as some of the states in the European Union and Asia argue that lootboxes are gambling.

*"The publishers of these games, EA, Valve, PubG Corporation, and Psyonix, will have until June 20 to change their current practices. Failure to do so could result in fines or even restrictions on the ability for the games to be sold in the country."*

### 3.3 Cosmetic Items

Periodically, additional unique Character skins and visual effects will be added to the in-game store.

At the beginning of every Season, we will introduce Season-exclusive cosmetic items: unique skins, visual effects, etc. Players will be able to purchase these exclusive items in the in-game store using their Not For Pussies Tokens.

Players will acquire cosmetic items due to their visual appeal, as well as natural player demand for increased Character customization options, and the scarcity of unique Season-exclusive items that will dramatically increase in value over time.

### 3.4 Auction House For Asset Selling

The game will give players the ability to easily sell their hard-earned assets via the in-game Auction House, where players will be able to sell Resources, Character Cards, and Cosmetic Items to the highest bidder.

The Auction House will have a fixed percentage transaction fee. However, being actual owners of the items, players will be able to trade them outside the game in any way they wish.

### 3.5 Multiplayer Ladder Tournament Entrance Fee

The Multiplayer mode will have a Seasonal Ladder. Each Season will last for 3 months, at the end of which the players will be rewarded for their skills and effort on the Battleground. The best players will be rewarded with unique limited-edition prizes that will be designed for that particular Season only.



To participate in the Seasonal Ladder, the players will have to pay an Entrance Fee. Players with elite ELO ratings will participate for free.

- **Ladder** - Players compete in a Seasonal Ladder. Each Battle will impact their ELO rating, and unique Cosmetic Items will be awarded depending on the players' achievements;
- **Hardcore Ladder** - Players will compete in Seasonal Ladder. Each Battle will impact their ELO rating, and better unique Cosmetic Items will be awarded depending on the players' achievements. However, in this mode the stakes will be so high that every time a top tier player loses, they will have to surrender a randomly selected Character from their Warband to the opponent.

## 3.6 Character Ransom

At the top of the Hardcore Ladder, every match counts.

After the Battle, instead of surrendering a randomly selected Character to the winner, the losing player will have a possibility to pay Character Ransom. In which case, the winner will not be awarded the losing player's randomly selected Character. Instead, they will be compensated in Not For Pussies Tokens, and the losing player will keep the Character.

The price of Ransom will be determined according to the current average market value of the Character being surrendered. Every Ransom will have a fixed percentage 'negotiation' fee.

## 3.7 Fiat Currencies

All trade will be processed in Not For Pussies Tokens. No fiat currencies will be involved at launch.

## 3.8 The SWOT Analysis

### 3.8.1 Strengths

- All in-game items will be unique and stored on the Distributed Ledger.
- By storing all in-game assets on the Distributed Ledger, our players will be given complete ownership of their assets.
- Combining Mechanics guarantee an unlimited variation of Characters.
- We are not selling loot boxes or booster packs. So we avoid business practices widely hated by the players.
- All Character creation and customization is entirely in the hands of the players.



- Preliminary game architecture can be created and deployed on any Distributed Ledger, which gives us the freedom to choose the best.

### 3.8.2 Weaknesses

- Game mechanics need lots of testing and balancing.
- We present a new business model for a game industry, which has no fully functioning proof of concept yet.
- Different game mechanics for Multiplayer and Single Player modes have to be developed.

### 3.8.3 Opportunities

- Entering the eSports market with highly competitive Multiplayer game mechanics.
- Easy market penetration by giving power to the people with our free market idea.
- All digital verticals are experiencing change except the video game market, which makes it a good time to be the pioneer.
- If legislators decide that loot boxes are gambling, our model will become a proof of concept in the video game market.

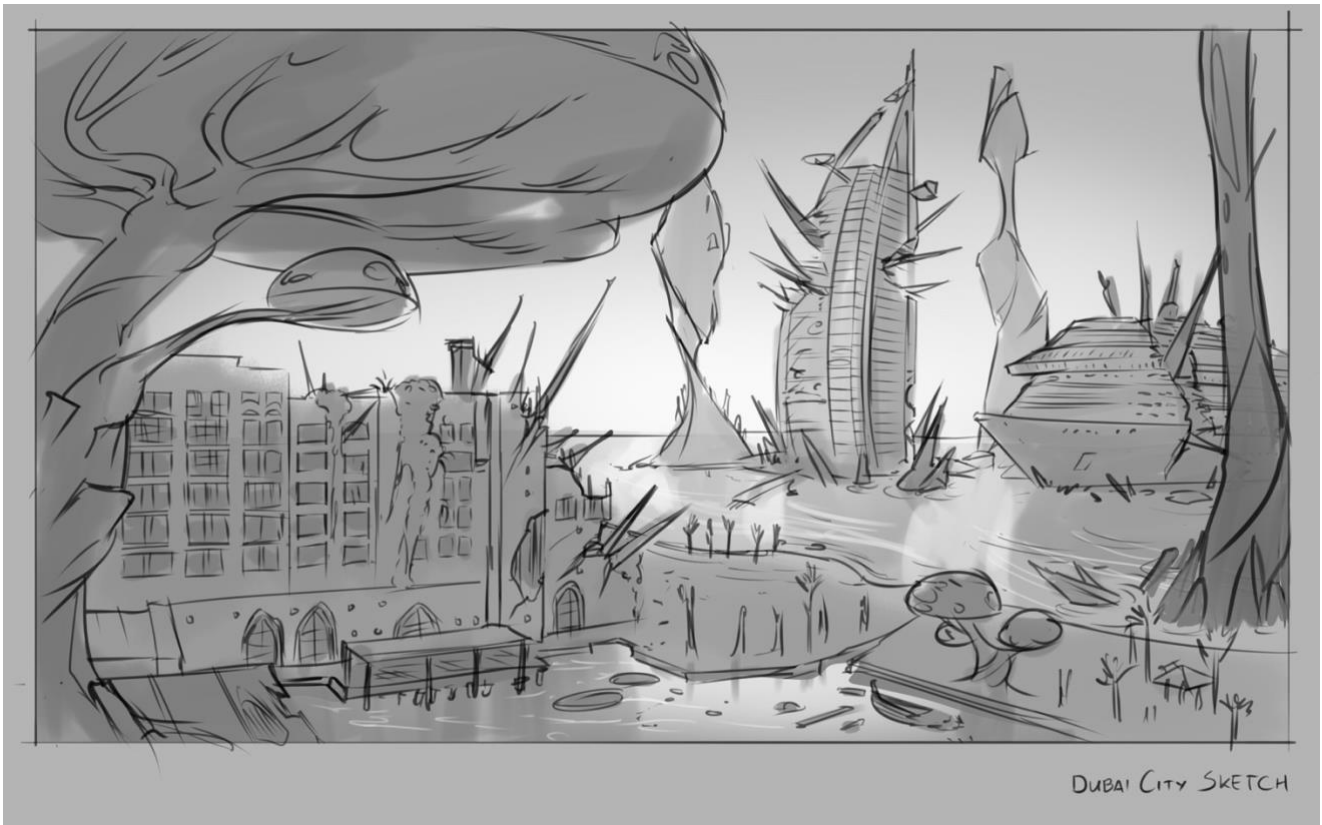
### 3.8.4 Threats

- The concept of the game is sensitive to mechanical disbalances.
- The business model without loot boxes or card selling has no proof of concept.
- Non-crypto-friendly players can disapprove of our Distributed Ledger approach to the game.

## 3.9 Cashflow Analysis

	2019	2020	2021	2022	2023
<b>Costs total</b>	<b>€1 293 300</b>	<b>€2 014 500</b>	<b>€2 793 000</b>	<b>€3 665 200</b>	<b>€4 177 000</b>
Marketing & costs of market penetration	€455 000	€865 000	€1 465 000	€2 085 000	€2 485 000
Global marketing expenses	€400 000	€800 000	€1 400 000	€2 000 000	€2 400 000
Other marketing expenses	€55 000	€65 000	€65 000	€85 000	€85 000
Staff	€657 300	€836 500	€996 000	€1 154 200	€1 259 000
Administration	€9 300	€11 500	€14 000	€15 200	€16 000
Product development / Content & visual development	€600 000	€750 000	€900 000	€1 050 000	€1 150 000
Customer support	€48 000	€75 000	€82 000	€89 000	€93 000
Product development	€95 000	€212 000	€212 000	€303 000	€303 000
Servers and similar	€95 000	€150 000	€150 000	€210 000	€210 000
Other outsourced functions		€62 000	€62 000	€93 000	€93 000
Equipment	€45 000	€35 000	€25 000	€18 000	€15 000
Office equipment	€45 000	€35 000	€25 000	€18 000	€15 000
Communication	€15 000	€20 000	€40 000	€42 000	€49 000
Business trips	€10 000	€10 000	€25 000	€25 000	€30 000
Internet, mobile	€5 000	€10 000	€15 000	€17 000	€19 000
Legal	€15 000	€25 000	€25 000	€30 000	€30 000
Maintenance	€11 000	€21 000	€30 000	€33 000	€36 000
Office maintenance	€6 000	€11 000	€15 000	€15 000	€18 000
Other	€5 000	€10 000	€15 000	€18 000	€18 000
<b>Sales total</b>	<b>€600 000,00</b>	<b>€1 530 000,00</b>	<b>€2 941 500,00</b>	<b>€4 617 825,00</b>	<b>€6 139 803,75</b>
In-game transaction cut	€360 000,00	€918 000,00	€1 764 900,00	€2 770 695,00	€3 683 882,25
Cosmetics	€150 000,00	€382 500,00	€735 375,00	€1 154 456,25	€1 534 950,94
Ladder entrance fee	€60 000,00	€153 000,00	€294 150,00	€461 782,50	€613 980,38
Insurance	€30 000,00	€76 500,00	€147 075,00	€230 891,25	€306 990,19
<b>Operating profit</b>	<b>-€693 300,00</b>	<b>-€484 500,00</b>	<b>€148 500,00</b>	<b>€952 625,00</b>	<b>€1 962 803,75</b>





## 4 The World Of The Game

### 4.1 Post-Apocalyptic Magical Earth In 2176

The Human civilization of the 21st century is long gone, and a new Dark Age has begun.

More than a century ago, a cataclysmic event started to merge four parallel realities at a single point. Our planet, Earth.

With the Merge, the magical and alien races of Orcs, Dwarves, and Elves came to our world.

After an all-out nuclear war against the unwelcome newcomers, the human civilization ended in radioactive flames and global destruction.

From this apocalyptic chaos, a new world has emerged. A world where words like 'Compassion' and 'Courtesy' have little value, while 'Power' and 'Violence' have a much wider appreciation. Where famine and alien diseases weed out the weak, while the unending battle for survival forges the strong. Where new forms of wildlife rule the land and unknown monsters roam the seas, while civilization is scarce and scattered around the globe.



This is a new Earth. A Merged Earth. An Earth where Humans, Orcs, Dwarves and Elves struggle to establish their dominance.

New wars are waged every day. Alliances, betrayals, and cruelty are commonplace.

No one has the upper hand. Yet.

## 4.2 The Merge: Melding Parallel Realities

First came the natural disasters. They were dismissed as climate change. Then came the new and previously unknown species of plants and animals. They were harder to ignore.

After much deliberation, the global science community reached a consensus: The fabric of our reality has been fractured. Parallel worlds have begun to seep into our planet.

A unified response to the global crisis has been delayed by incessant bickering and mutual distrust between world leaders.

When the Merge came in full force, it was too late. Entire landscapes have begun to bleed into our reality, causing earthquakes and hurricanes of unprecedented magnitudes all over Earth. With these landscapes came the alien Races from parallel worlds. At the same time, people began to manifest inexplicable powers that made them able to bend reality to their will. It was magic.

The shocked humanity responded with nukes. The nuclear holocaust lasted for a few weeks and ended in global annihilation, ending modern human civilization.

## 4.3 The Races Of Merged Earth

### 4.3.1 Humans

From the ashes of 21st century civilization, a new kind of humanity has emerged. Tough as nails, razor-sharp and merciless, the new Humans thirst for the blood of their enemies. Enemies that took their world away from them.

Humans still recall the fact that they were once the masters of Old Earth. And they bear one hell of a grudge.





However, in the post-apocalyptic wake of the Merge, humanity has yet to unite under a single banner. Still scattered around the globe, Humans have established hundreds of disparate communities, states, and kingdoms.

Unified only in their hatred of other Races, they continue to blame the newcomers for the Merge and the death of Old Earth. And they are willing to pay any price to restore their undisputed reign over their own planet.

### 4.3.2 Orcs

Ever since the dawn of time, the Orc tribes were endlessly fighting each other for survival in the badlands of Whe’Nua, their former homeland. Whe’Nua’s unforgivably harsh climate and utter lack of natural resources forged a culture that favors only the strong.

On the other hand, when not engaged in daily mortal combat, most Orcs are a jovial people who appreciate all kinds of worldly pleasures: Be it singing, dancing, excessive drinking, free love, or anything else that brings joy to body or mind.

Orc culture has no concept of gender. Neither in war, nor in bed. One of the reasons might be that Orc females are just as strong and fierce as Orc males and can stand up to any physical challenge. Another reason might be that when only the strong survive, there are no weak links in the tribe.

### 4.3.3 Dwarves

The Dwarves are a conservative society, divided by age.

An average Dwarf may live up to 400 years, which means that it takes several centuries for new generations of Dwarves to gain any amount of status or power.

Young Dwarves have no choice but to serve under their still-living ancestors for hundreds of years before the Elders deign to step aside and let new ideas see the light of day. The irony is that when these ‘young’ come to power at last, they are no longer young, nor full of new ideas.

However, there are those among the younger Dwarves who have more ambition than patience, and try to carve themselves a higher place in the hierarchy by any means necessary, while the Elders watch their exploits enviously from their underground Holds. These ambitious Unproven become mercenaries, traveling tradesmen, or criminals.

Reckless and impatient, they strive for more. Which in Dwarf culture stands for more gold, power and glory.

### 4.3.4 Elves

The Elves are the people of the Eternal Forest.

An Elf may live up to a thousand years old and collect wisdom and life knowledge unfathomable to other Races.

Both as a species and as individuals, the Elves value their connection to nature above all else. They live in symbiotic harmony with nature and religiously avoid any excesses of civilization. Preferring to sleep under the open sky, they eschew the sacrilege of artificial structures.

So sayeth the High Druid: *'The Forest shall provide all, while the cage of the city and the shackle of the field shall only bring another apocalypse upon us.'*

For the naked eye, the Elves look like a bunch of primitive tree huggers. But little does the naked eye know...

## 4.4 The Lures Of Magic

As the local saying goes, 'Magic chooses its victims'.

While most ordinary mortals do not sense magic and cannot learn to cast spells, some of those who experience an extremely traumatic and damaging event in their life (be it physical or emotional) can be touched by the ethereal and open their psyche to magic. Such an event is known as First Contact.

Only one in a hundred remain alive for more than a few hours following the experience. Neither mortal body nor mortal mind is usually able to withstand the full potential of magic: Complete mental breakdown swiftly followed by death is the best an average mortal can expect.

However, some are able to survive First Contact. Those who do are commonly known as Chosen: Individuals who are able to bend reality by unleashing energies from interdimensional space into our world.

As a result of the twisted experiences preceding and during First Contact, every single Chosen is a broken and twisted being. Most suffer from serious mental issues, battling inner demons their every waking moment.

Furthermore, there is another, an even greater, price of spellcasting. Every single day, the Chosen experience the Lures Of Magic: A dark calling of magic itself to open the gates of one's psyche wide open and fully accept absolute Power. However, if unleashed to their full extent, the magical energies of the interdimensional plane would tear the Chosen apart in seconds.

#### **You Are Your Own School Of Magic**

There are no predetermined ways to wield magic. Every Chosen has an approach to spellcasting that is uniquely personal. Some use chants. Some use sacred rituals or divine inspiration. Others go the way of concentration and self-control feats paralleled only by Buddhist monks. There are as many methods to the madness called Magic as there are Chosen.

This is why the Lures are an never-ending struggle for the Chosen: Magic itself constantly tempts them to open the gates of their mind just a little bit more, but their fragile mortal body cannot sustain its full promise. Most give in to the Lures Of Magic within days. Very few resist or survive long enough to even begin to comprehend what magic truly is and how to control it.

## **4.5 The Immortals: Enter The Player**

The players of the game will take the role of Immortals: The undying beings of pure magic who wage an invisible war against each other on the fringes of mortal society.

On Merged Earth, there are those who are not merely changed by First Contact. Some are so utterly transformed that their mortal bodies become indestructible forms of pure magic.

These former Elves, Orcs, Dwarves and Humans can no longer be permanently destroyed by any conventional means: Whenever their body suffers fatal damage, it dissolves into invisible magical energy and reforms in a safe environment some time later, making physical death merely a temporary inconvenience.

These individuals are known as Immortals. Magical beings who cannot die, but are irresistibly compelled by the Lures of Magic to strive for more Power. Power that they may gain only by defeating other Immortals in battle.

Whenever two Immortals meet, a duel is almost inevitable. The Lures Of Magic will sing in their veins and call for conflict. An Immortal who defeats another Immortal in combat will absorb some of their opponent's energy, increasing their own Power in the process... Which is never enough, as Magic is ever hungry for Power and will not miss any opportunity to grow and expand.

And so it goes: Duel after duel, battle after battle. Immortal glory for the strong and eternal despair for the weak.





## 5 Game Mechanics

### 5.1 Game Technology

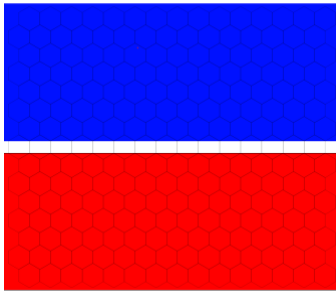
NOT FOR PUSSIES will be developed using the Unity engine, which supports more than 25 platforms. This will open more possibilities to make our game available on different platforms in a shorter amount time.

All Battle and Combining operations will be processed server-side, not client-side. This will ensure a more stable connection to the game servers and make in-game asset manipulation by hackers and cheaters extremely unlikely.

### 5.2 Battleground

The Battleground is an illustrated hex grid field that will be populated with 3D Obstacle models, such as trees, fences, houses and other objects.





During each Battle, both players will be given their own Battleground Regions that they will be able to customise by adding various Obstacles. Both sides of the Battleground will be joined by The Neutral Region, which neither of the players will be able to customize.

The players will be able to buy Battleground Region Obstacles via the in-game shop and acquire them together by using Recourse Cards when leveling up.

Some Battle scenarios will have pre-defined Battlegrounds with specific objectives.

At the beginning of Battle, both players will have to draft-pick their Warband roster from their own Character Card pool. One after another, the players will select and place their chosen Characters on the Battleground within the first 4 rows on their side of Battleground Regions.

## 5.3 Classes

The base game will have 5 different Character Classes:

- Warrior
- Mage
- Cleric
- Ranger
- Rogue

Each Class will have its base stat range and a different Skill Set.

As the game grows, new Classes will be introduced.

## 5.4 Races

The base game will have 4 different Races:

- Human
- Dwarf
- Elf
- Orc

Each Race will have its base stat range.

As the game grows, new Races will be introduced.

## 5.5 Elements

Initial game will have 5 different Elements:

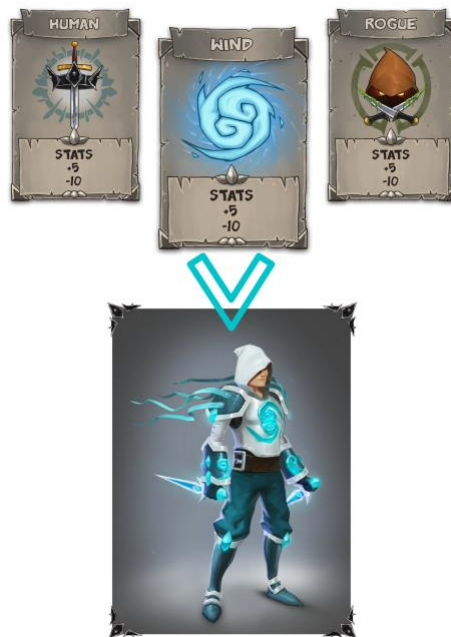
- Fire
- Water
- Nature
- Wind
- Physical

The Elements will have their own base stat ranges along with different visual and Status Effects, *i.e.* the Fire Element will add a Burning condition on Basic Attacks.

## 5.6 Unlimited Combination System

There will be 3 types of Resource Cards for players to acquire during the game:

- Class
- Race
- Element



Characters will be acquired by Combining three types of Resource Cards, e.g. [Rogue] + [Human] + [Wind]. Using this combination, the player will create a [Human Wind Rogue] which will have:

- Human Race base stats;
- Rogue Class base stats and Skills from the Class Skill Pool;
- Elemental base stats and a Status Effect;

The second step of Combining is merging two Characters of equal levels to level up a new Character and also get new results:

- When Combining Characters of different Races, the resulting Character's base stats will be calculated by mixing base stat ranges from both Races, e.g. Combining [Orc] + [Human] Characters will level up a new Character with some Human and some Orc base stats.
- If Characters have different Elements, the principle of Combining is the same as above.
- When Combining Characters of different Classes, a new Class will be unlocked on level up. The new Class will not only inherit previous Skills, but will also have new Skill Slots. E.g. Combining [Warrior] + [Mage] will level



- up a new [Battlemage] with randomly selected Skills from [Warrior] and [Mage] Class Skill Pools, as well as from the [Battlemage] Skill Pool.
- When Combining Characters of the same Class, the new leveled up Character will retain the same Class, but will also acquire new Skills from their Class Skill Pool.

## 5.7 Resource Card Packs

Players will be awarded Resource Card Packs each time they level up their Account by playing the game.

Each Resource Card Pack will contain Resource Cards for Character creation.

## 5.8 Account/Player Profile Levels

Players will earn Experience Points by playing the game in every mode except Farm Mode. By gaining enough Experience Points, the player's Account will earn a new level. Each time a player levels up their Account, they will be awarded a Resource Card Pack.

There will be no level cap in the game for player Accounts.

## 5.9 Character Card Levels

In-game Characters will be able to level up only by Combining two lower level Characters of the same levels.

There will be no level cap in the game for player Characters.

## 5.10 Multiplayer Modes

The game will feature 5 different Multiplayer modes:

- Normal Blind Pick - Players will Battle each other using blind-picked Warbands of 5 Characters without any impact on their ELO rating. A base amount of Experience Points will be awarded for playing in this mode.
- Normal Draft - Players will Battle each other using draft-picked Warbands of 5 Characters without any impact on their ELO rating. A base amount of Experience Points will be awarded for playing in the Normal Draft mode.
- Farm Mode - The game will feature a special Farm Mode, where players will acquire Resources instead of Experience Points. These Resources will be used to create specific Resource Cards of their choice.
- Ladder - Players will compete in a Seasonal Ladder. Each Battle will impact their ELO rating, and unique cosmetic items will be awarded depending on the players' achievements;
- Hardcore Ladder - Players will compete in Seasonal Ladder. Each Battle will impact their ELO rating, and better unique cosmetic items will be



awarded depending on the players' achievements. However, in this mode the stakes are so high that every time a top tier player loses, they will have to surrender a randomly selected Character from their Warband to the opponent.

## 5.11 Pre-Battle Phase

When starting a Battle in Normal Blind Pick and Farm modes, each player will have to form a Warband by selecting 5 Characters that will participate in the upcoming match.

Before the Pick phase of the Battle, a Coin Toss will randomly determine the First player. The First player will be able to choose their Battleground side: Attacker or Defender.

## 5.12 Normal Draft And Ladder

In Ladder or Normal Draft modes, players will have to select 10 Characters before starting the Battle.

The players will form their Warbands by picking 5 Characters from their 10 pre-selected Character pool. Starting with the Attacker, the players will alternate by picking one Character at a time into their Warbands.

After the Character draft is completed, the players will have to choose one of their pre-designed Battleground Regions.

## 5.13 Battle Phase

The game will be played in Rounds and Turns.

### 5.13.1 Rounds

Each Round will have 10 Turns (5 Turns per player).

During the first Round of Battle, the Attacker moves first. Next Round, the Defender has the first move, and so on.

As each Round starts, all effects and conditions that trigger at the start of that Round take effect.

### 5.13.2 Turns

Then, the first Turn of the Round will commence.



The players spend their Turns by performing Actions with one of their Characters. Once the Character spends all Action Points or the player decides to Pass, the player's Turn ends.

On each Turn the players can:

- Perform Actions with one of their 5 characters (Characters that have already taken their Turn during the Round cannot be activated again):
  - Move
  - Attack
  - Perform Skill
  - Pass
  - End Turn

Each Turn will have a time limit. After it passes, the player will automatically Pass the Turn, regardless of the amount of their unspent Action Points.

After all Characters have taken their Turn, the End of the Round phase will commence.

During the End of the Round phase, all effects that are triggered during this phase will take effect, e.g. the Burn effect or Poison effect.

Then, a new Round will begin.

## 5.14 Winning The Battle

As soon as the last enemy Character is eliminated, the Battle ends and the player with at least 1 non eliminated Character wins the match.

The winner of the Battle will gain Experience Points that will be awarded to their profile.

If the Battle was played in Ladder and Hardcore Ladder modes, the winner will earn Power Points that will be added to their Power Rating (ELO), and the losing player will lose some of their Power Points.

If the Battle was played in Hardcore Ladder Mode, a Ransom Event will also commence. During the Ransom Event, the winner will be awarded 1 randomly selected Character from the losing player's Warband.

However, if the losing player pays Ransom, the winner will instead be compensated in Not For Pussies Tokens, and the losing player will keep their Character.

## 5.15 Losing The Battle

As soon as the player's last Character is eliminated, they lose the Battle.



The losing player will be awarded the minimum amount of Experience Points.

If the Battle was played in Ladder and Hardcore Ladder Modes, the losing player will lose some Power Points.

If the Battle was played in Hardcore Ladder Mode, a Ransom Event will also commence. During the Ransom Event, the losing player will cede 1 randomly selected Character from their Warband to the winner.

However, if the losing player pays Ransom, the winner will instead be compensated in Not For Pussies Tokens, and the losing player will keep their Character.

## 5.16 Battle Mechanics

### 5.16.1 Action Point System

The Action Point System is a game mechanic governing the number of things a Character can do in one Turn. The Character's Action Point (AP) Pool will be determined by the base stats generated when Combining their Class, Race and Element Resource Cards.

Each Action taken by the player's Character, such as movement, attack or Skill use, will subtract Action Points from their AP pool. The Action Point cost of an Action will depend on the nature of the Action taken, e.g. movement will cost less Action Points than an attack, which in turn will cost less Action Points than casting a Fireball, and so on.

### 5.16.2 Grid Based Movement

The in-game Battleground will be based on a hex grid. The Characters will move to adjacent hexes by spending their Action Points.

### 5.16.3 Basic Attacks

Each Character will be able to perform any number of Basic Attacks during their Turn as long as they have enough AP. A Basic Attack can be initiated if there is an enemy Character within reach.

### 5.16.4 Character Abilities And Skills

Each Character will be able to use their Skills during their Turn. However, each Skill will be able to be used only once during the same Turn.



### 5.16.5 Basic Combat Mechanics

Players will take Turns in order to achieve victory by eliminating their opponents' Characters. The Characters will spend Action Points on the following Actions:

- Move
- Attack
- Use Skill/Cast Spell
- Pass

If a Character is within range, they can use a Basic Attack. The Basic Attack will deal a fixed amount of damage depending on Characters stats.

When Characters that are Engaged in Melee combat try to Disengage from an opponent's Character, they will receive a free Attack Of Opportunity from that Character.



If a Character is attacked from behind, whether in Melee or Ranged combat (except Area of Effect attacks), they will receive more damage.

Line of Sight will also be one of the core mechanics in the game.

If a Character wants to attack an enemy Character, the enemy Character will have to be in their Line of Sight. If there is no clear path to the selected target, the Character will not be able to attack that the enemy Character.

Line of Sight can be blocked by:

- Obstacles
- Other non-friendly Characters

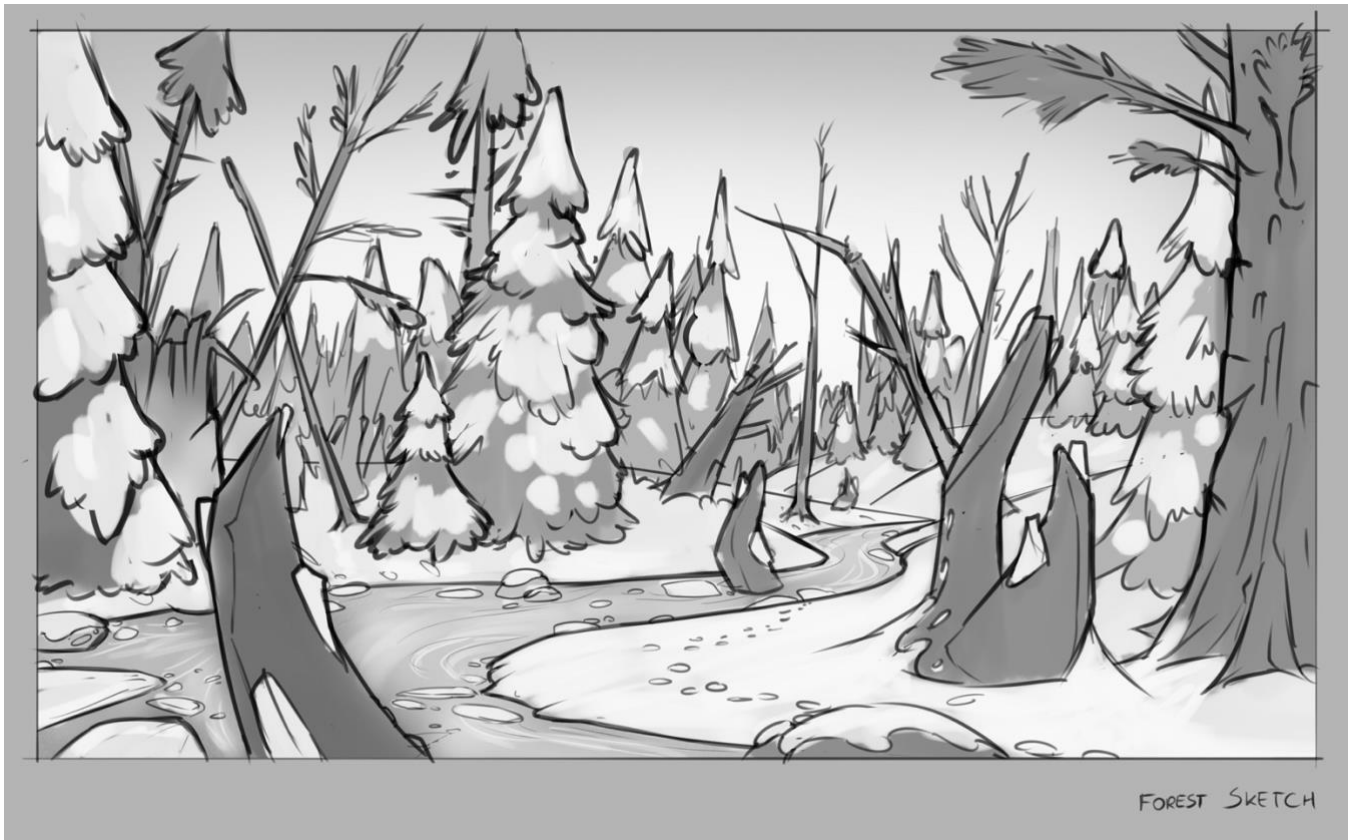
### 5.16.6 Character Elimination

If Character Health value reaches 0 at any point, the Character is eliminated from Battle. Eliminated Characters are removed from the Battleground and cannot be brought back.

### 5.16.7 Status Effects

Some Skills and Abilities may inflict a Status Effect.

Some Status Effects can be used on allies, which will give them a temporary boost, or used on enemies, which will make them weaker or deal damage over time.



## 6 Token Sale & Token Model

In this section, we are going to summarize the process of our Token Model, distribution & utilization. More detailed terms and conditions will be set out in the terms and conditions of the Token Sale which will be made available on our website [www.notforp.com](http://www.notforp.com).

### 6.1 The Purpose Of Not For Pussies Token

Not For Pussies Token is NOT AN ASSET, NOR A SECURITY. It is a utility Token. Not For Pussies Tokens do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive dividends, other payments, intellectual property rights, or any other form of participation in or relating to the project described in this white paper and/or in Not For Pussies or any of its affiliates. The holders of Not For Pussies Token are only entitled to use Not For Pussies in game products and services as described in this document if successfully developed, or to resell the Tokens.

The Token itself will be based on Ethereum, a distributed ledger computing platform. Ethereum allows smart contracts – distributed computer programs which can facilitate online contractual agreements in a cryptographically



secure manner. Smart contracts are what enables the existence of Not For Pussies Token as a truly transparent and decentralized service. This technology also ensures that Not For Pussies removes the need for intermediaries and having a central authority you need to trust, through smart contracts, the complex process of choosing peers, tracking delivery and facilitating bidding/payment can be described in the contract itself, while still running on the distributed Ethereum network and taking advantage of the distributed ledger qualities.

Not For Pussies Tokens are distributed and kept on the main Ethereum network. We believe in the idea of keeping Tokens on Ethereum and see it as a bank platform, and an excellent platform to enter exchange markets.

## 6.2 How Will The Token Be Used In Not For Pussies?

Not For Pussies will be monetized by using Tokens for all in-game transactions.

### 6.2.1 Selling Cosmetic Items

The in-game store will sell unique Character skins and visual effects that will be added periodically.

### 6.2.2 Auction House Fee

Players will be able to sell their hard-earned Resource Cards, Character Cards, and cosmetic items via the in-game Auction House, which will have a fixed percentage transaction fee.

### 6.2.3 Tournament Entrance Fee

The PvP (Multiplayer) mode will have a Seasonal Ladder, each Season lasting for 3 months.

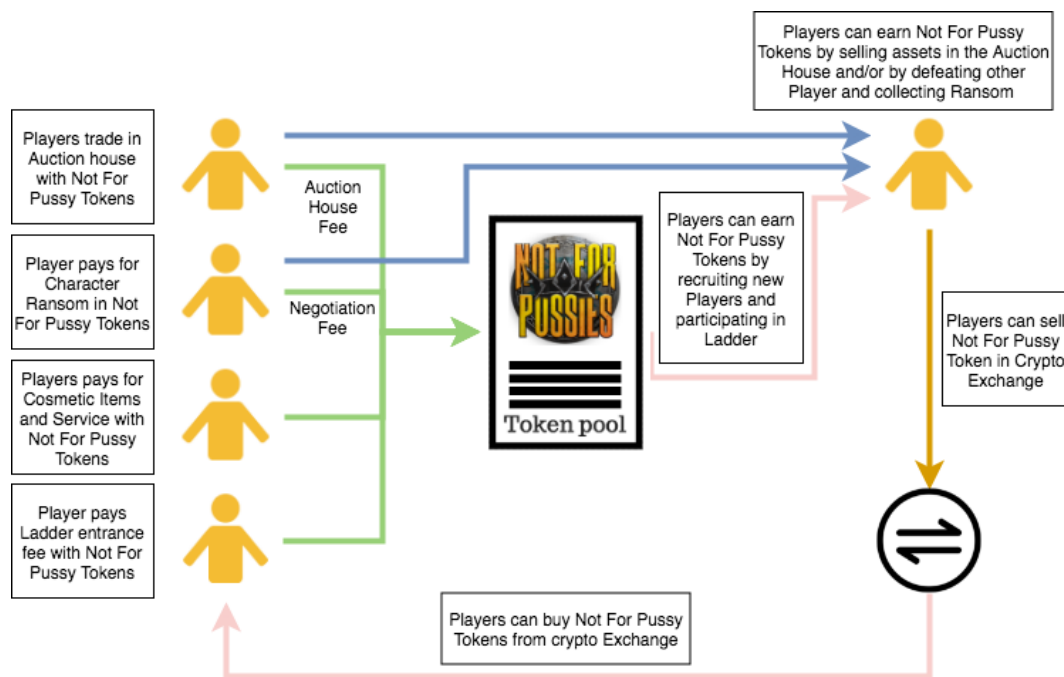
To participate in the Seasonal Ladder, the players will have to pay an Entrance Fee.

### 6.2.4 Character Ransom Negotiation Fee

After losing a Battle in Hardcore Ladder, instead of having to surrender one of their Characters to the winner, players will have the possibility to pay Character Ransom that will have a fixed percentage 'negotiation' fee.

**Not For Pussies Token graphic flow:**





## 6.3 Crowdsale Stages

Not For Pussies will hold only ONE Crowdsale event, during which a Token Sale will be held. The Crowdsale event will take place on <https://www.notforp.com> and will begin on a date soon to be determined.

Not For Pussies will have a Crowdsale hard cap of 9.000.000 EUR and a soft cap of 3.000.000 EUR. The campaign presale wave will have a target of 1.000.000 EUR.

All sums will be converted to Ethereum when we will publicly announce official dates.

Contributors who purchase up to 5 ETH worth of Not For Pussies Tokens will not be required to get whitelisted.

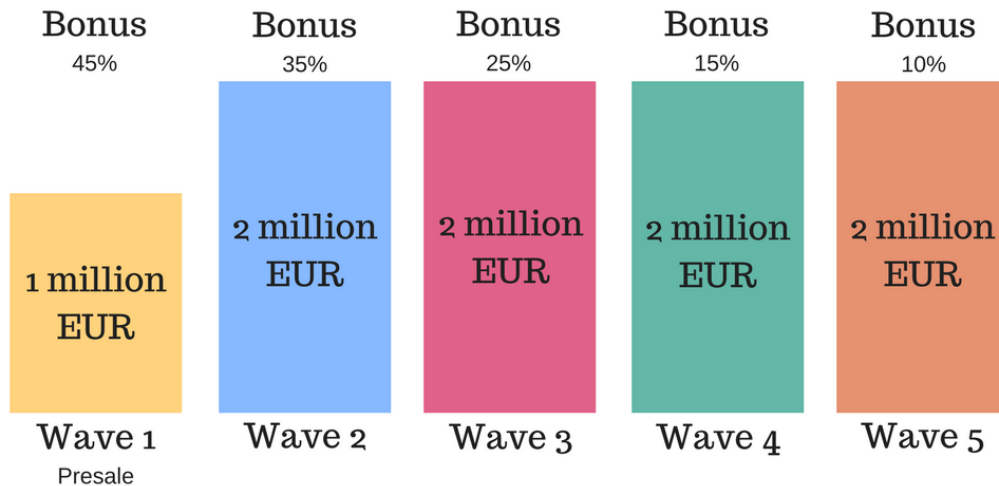
Not For Pussies Crowdsale will be executed in 5 waves. The first wave is considered a presale and is worth 1.000.000 EUR. All funds contributed during the presale wave will be used for marketing & legal expenses of the Not For Pussies Crowdsale campaign.

Wave 2 (2.000.000 EUR) is considered the soft cap (Total with Wave 1 - 3.000.000 EUR). If the company does not reach soft cap (End of Wave 2), all contributions will be refunded. In such case only contributors that participated in wave 2 will get their contributions back. All presale (wave 1) contributors will not be able to refund their donations.

All waves will be executed by ERC-20 standard and the Token Sale will be distributed via smart contracts on the Ethereum Network. The smart contract will cover all five waves including presale stage (Wave 1). The



smart contract will automatically close in 60 days after the start of first wave. Not For Pussies Tokens will be distributed to all contributors only after the end date of the smart contract or if the Token Crowdsale reaches its hard cap (9.000.000 EUR).



Rules of Crowdsale: Additionally, during the registration an intended to be used Ethereum wallet address should be provided. It will be used for transferring ether and receiving Not For Pussies Tokens. The address provided and beneficiary address must be the same. The wallet must be ERC-20 approved. A list of recommended wallets is provided below.

**DO NOT PARTICIPATE IN TOKEN SALES DIRECTLY FROM CRYPTOCURRENCY EXCHANGE ADDRESSES. YOU NEED A TOKEN COMPATIBLE ETHEREUM WALLET.**

Tokens will be transferred immediately after the transaction is made. During the Crowdsale, Not For Pussies Tokens will be locked, until the end of the Crowdsale.

Tokens will be listed in exchanges in 6-16 weeks after the Crowdsale is finished. If not all the Not For Pussies Tokens are sold during our Token Sale, the remaining Tokens will be shared to all contributors proportionally. In an unlikely event, if the soft cap is not reached, contributors will get refunded automatically (except wave 1 - soft cap).

## 6.4 What Is KYC And Why Is It Needed?

**COMPANY WILL EXECUTE POST FACT KYC PROCESS.**

**KYC PROCESS WILL BE TURNED ON WHEN SOFT CAP WILL BE MET.**

**KYC PROCESS WILL BE EXECUTED ONLY FOR THAT PART OF CONTRIBUTIONS WHICH WILL BE CONVERTED TO FIAT AND TRANSFERRED TO BANK.**



The primary objective of Token Sale registration is to enforce a mandatory Know-Your-Customer (KYC) check to prevent identity theft, terrorist financing, money laundering, and financial fraud. It also allows our team to understand our Token holders better and manage risks prudently.

At Not For Pussies we take social responsibility very seriously, thus, we believe that it is important to play our part in combating money laundering and terrorism financing. That is why we have benchmarked ourselves to the same KYC standards typically adopted by banks and financial institutions globally. The due diligence process includes screening against international sanction/terrorist lists, politically exposed persons, and people with adverse reputation. Risk assessment and onboarding outcome will be performed and determined through the use of a proprietary software. The KYC process is comprised of two parts, in the following order:

1. Automated. Your details, as provided by you, will be checked against public sanctions and alert lists. This step will be performed by a KYC solution firm based in Singapore.
2. Manual. If the automated step is successful, we will manually verify that the information provided matches the identification document photos submitted by you.

#### 6.4.1.1 Privacy And Security During KYC

Our members' privacy and security are of utmost importance to us. As such, please find below the measures which will be employed to ensure your privacy and security:

1. Only an encrypted version of your data is stored in our public servers. The decryption key is stored in a private server. The public servers cannot initiate connections to this private server. All decryption happens in our private server which only the founding team has access to.
2. Email addresses will not be stored in our public servers, instead, only a hash of each email will be stored in those servers. All emails sent in regards to the registration processes will be sent from the private server.
3. Your data is not retrievable even if the password is compromised. Your password does not give you access to your data, but rather only enables you to re-submit your data if, and only if, requested by the Not For Pussies team.
4. All data collected during the manual KYC will be only and exclusively stored on our company computers, as the entire process will be performed in our offices. For this purpose, new computers dedicated solely to this task will be acquired and all information will be wiped out from the memory drives of these machines after the checks are completed.

Once process is finished, data will be encrypted and stored privately for potential future audit requests from authorities.

Neither Not For Pussies, nor Onfido will share members' personal data with 3rd parties without prior consent. You should take these precautions:



Never send Ethereum to any address during the registration process. There is only **ONE** public Token Sale date and it is specified on our website: [www.notforp.com](http://www.notforp.com)

1. Bookmark the registration, and never visit the registration site following any email links.
2. Never trust emails related to the particular sale details (such as the hard cap, Ethereum address to send to, etc.). Remember that sender's email address can be easily forged.
3. Never reply to our emails. Perform all your operations on our website only. You can check your registration status on our website using your account.

## 6.5 Registration For Crowdsale

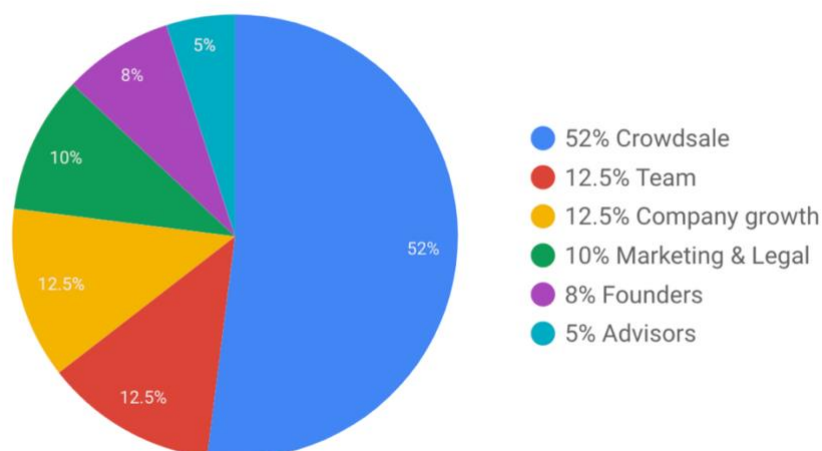
Registration for Not For Pussies Crowdsale and Token Sale will be held on our website <https://www.NotForP.com>. When the Token Sale is launched, please double-check the address in the browser, because scammers might create similar websites to trick you.

Some contributors who are planning to purchase up to 5 ether worth of Not For Pussies Tokens will be asked to do post fact KYC process. KYC process will be made only for that part of contributions which will be fixated and converted to FIAT and send to Bank account

Registration to Crowdsale and purchase:

1. Visit our website <https://www.NotForP.com>;
2. Choose "Contribute Now";
3. Enter your personal details and ERC20 standard wallet (recommended MyEtherWallet.com);
4. Select the type of currency you want to use for contribution;
5. Read and agree to Terms & Conditions;
6. Contribute;
7. Make the transfer and you will receive Tokens immediately. Warning: Only send ETH from ERC-20 compliant wallets which allow you to control your private key. Make sure to backup your private key. Do NOT send them from an exchange, because your ETH will be lost.

***Distribution of Not For Pussies Tokens***



TOKEN PRICE: 1 EUR = 20 Not For Pussies Tokens + Wave Bonus

	EUR	Tokens	BONUS %	Tokens with bonus
Wave 1	1 000 000	20 000 000	45%	29 000 000
Wave 2	2 000 000	40 000 000	35%	54 000 000
Wave 3	2 000 000	40 000 000	25%	50 000 000
Wave 4	2 000 000	40 000 000	15%	46 000 000
Wave 5	2 000 000	40 000 000	10%	44 000 000
<b>Total:</b>	<b>9 000 000</b>	<b>180 000 000</b>		<b>223 000 000</b>

The Not For Pussies Crowdsale is expected to be organized in 5 waves. Such Crowdsale model is introduced for the convenience of contributors:

1. they will receive BONUS Tokens;
2. it is a more transparent way to present what Not For Pussies features are proposed to be fulfilled.

	Percentage	Token Units	EUR est. Value
Crowdsale	52%	223 000 000	9 000 000
Founders	8%	53 605 769	2 163 462
Team	12.50%	34 307 692	1 384 615
Marketing & Legal	10%	42 884 615	1 730 769
Advisors	5%	21 442 308	865 345
Company growth	12.50%	53 605 769	2 163 462
<b>Total:</b>		<b>428 846 153</b>	<b>17 307 653</b>

The team and founder Tokens will be vested in 4-year period to show our commitment to the overall success of Not For Pussies.

Crowdsale - total pool of Not For Pussies Tokens dedicated for Crowdsale.

Team - bonuses for the team. Locked and vested in 4 years.



Founders - locked for 4 years.

Marketing & legal - expenses for the Crowdsale organization, legal services, incorporation, third party services, and marketing.

Advisors - Tokens that will be dedicated for advisors and vested for long time commitment.

Company growth - to accelerate a worldwide adoption of Not For Pussies, these Tokens will be utilized for marketing campaigns, referrals and other product growth tactics. These Tokens are not locked.

## 6.6 Are Not For Pussies Tokens Securities?

No, Not For Pussies Tokens are not and are not intended to be securities, financial instruments, or investment products of any kind.

For example, with purposes of financial regulation in the European Union a “security” is often defined with a reference to “transferable security” within the meaning of the EU Directive on markets in financial instruments (MiFID)[1]. According to MiFID, “transferable securities” means those classes of securities which are negotiable on the capital market, with an exception of instruments of payment, such as:

(a) shares in companies and other securities equivalent to shares in companies, partnerships or other entities, and depositary receipts in respect of shares;

(b) bonds or other forms of securitized debt, including depositary receipts in respect of such securities;

(c) any other securities giving the right to acquire or sell any such transferable securities or giving rise to a cash settlement determined by reference to transferable securities, currencies, interest rates or yields, commodities or other indices or measures.

Not For Pussies does not qualify as “transferable security” for the above purposes. Not For Pussies as a utility Token in the future will only provide opportunity to access Not For Pussies services. The aim of the Not For Pussies Token is to make it possible for people to buy Not For Pussies products as well as with other crypto or FIAT currency.

If Not For Pussies was not based on the distributed ledger technology, it would be similar to purchasing a ticket or other document which proves that the person has a right to use a particular service.







## 7 The Team

### Justas Brazauskas - Co-founder. CEO/Game designer

From data analyst to UI/UX specialist, from project manager to the lead person - Justas knows it all in IT industry. But his heart was always beating to the rhythm of gaming industry. Justas was a co-founder of Coil Gaming, pan-European tournament organiser based for variety of esports titles including Hearthstone and Overwatch. Also Justas had taken the role of project manager for illustrated text-based RPG “Book of Secrets”, which was widely admired among Lithuanian geeks.

### Simonas Jatkonis - Co-founder. Narrative designer

Cinema scriptwriter and freelance assistant director, Simonas has a long trail of storytelling experience. He has a clear vision how stories are born on the piece of paper and get mature enough to appear on the screen. Author

of illustrated text-based RPG “Book of Secrets”, well-known experimental project in Lithuanian geeks community.

## Justas Gatelis - Concept/Character Artist

A brilliant artist with a passion for fantasy/sci-fi illustrations, whose talented pencil has drawn such popular games as *Battle Towers*, *Shrek's Craze Party Games*, *Barbie as the Island Princess*, *Falling Stars* and even illustrations for *IQ Economist*.

Working in entertainment industry for more than decade, Justas has learned subtleties and skills necessary for game development, movies and various other media.

## Jonas Petrauskas - Concept/Character Artist

A gifted artist and a passionate game lover, has chosen gaming industry as a way of life. In his more than 5 years experience of making game art, Jonas has worked in various companies with a large handful of different games: from small niche projects to those played by millions around the globe.

## Laurynas Jurgila - 3D/Character artist

Started creating 3D graphics with *Blender* software 8 years ago, now Laurynas can also call himself a master when it comes to *Zbrush* and *3D Coat*. An artist specializes in hand painted style models. First clients noticed his talent on his Youtube channel and this boosted his career. Since those days, Laurynas has been working with various desktop and mobile games.

## Gediminas Cibulskis - Creative

Storyteller at work and in real life, Gediminas has 15 years experience in advertising and communications. With Master's degree in philology, he is a tough one to beat when it comes to written or visual stories. Has an abundant collection of trophies, including Cannes Young Lions. The author of popular interactive tale in Lithuania which was awarded in LOGIN festival. A team member of carVertical, successful automotive industry startup which raised more than 20 million US dollars.

## Arnas Purlys - UI/UX Designer

A skillful design master has created numerous web and apps designs, including appearance of a few most popular web portals in Baltics. Web design, UI/UX, branding and art direction expert can boast more than 10 years of experience in the field. Was two times awarded in LOGIN, technologies and innovation festival.



## Aleksandras Gaška - Partnerships

If you want a successful project, it's obligatory to have Aleksandras in team. He served as a community relations manager and jack-of-all-trades at Monetha (raised \$37 million US dollars), as a community relations / blog writer at Mysterium Network (raised 14 million US dollars) and as a business developer at carVertical (raised 20 million US dollars).

## Adomas Baltagalvis - Performance Marketing Specialist

A fantastic ROI channels performance marketer with more than 6 years experience full of success stories. Globally famous in digital marketing for a bunch of outstanding projects. Adomas was the primary advertiser of seven multi-million crowdfunding campaigns, including ZeTime, Filippo Loreti and Superscreen. Also a marketer and investor at carVertical.

## 7.1 Development Team

### Šarūnas Ledas - CTO

Šarūnas is a well-known figure in gaming industry, always searching for new solutions and aiming for highest quality in games and visual apps. As a Co-founder&CEO of Tag of Joy, he boasts an international success of Monster Buster: World Invasion, Bear Care and numerous awards for various other products. A passionate games lover, Šarūnas also teaches coding at Vilnius University and is a board member of Lithuanian Game Developers Association.

### Žilvinas Ledas – Lead Developer

Gaming industry maestro Žilvinas makes a significant impact all over the field. A Co-founder&CTO of Tag of Joy develops games, interactive visualisations, graphical applications and mobile apps for iPhone, Android and other platforms. Trophies for Monster Buster: World Invasion, Bear Care and other projects already don't find enough room on his shelf. Žilvinas is not only a board member of Lithuanian Game Developers Association. Motivated by his passion, he got PhD in Informatics and teaches "Video Game Design and Development" course at Vilnius University.

### Zorian Ivanec – Game Developer

A virtuoso in gameplay programming with Unity3D, Zorian is working at Tag of Joy for five years. He is also the one to choose if there is a need for platform specific programming, for example Windows 10 or Android. When Zorian is not coding games and lecturing programming at Vilnius University, he teaches... a lindy hop dancing.



## Justinas Malijonis – Game Developer

An enthusiastic video games developer and programmer who loves working with digital media and entertainment. Currently Justinas is focused on coding with Unity (C#). Formerly he was creating web games with Adobe Flash (ActionScript). Justinas is also a board member of Lithuanian Game Developers Association and an author of Bachelor's thesis "Video Games on Social Networks".

## Laurynas Žuromskas – Game Developer

Coding is his love and game developing is his passion. Although Laurynas is still studying, he's already working as a programmer at Tag of Joy. His skills include C#, JavaScript and Python. Aside programming languages, Laurynas manages to speak four: English, Lithuanian, Russian and Spanish.

## 7.2 Advisors

### Renaldas Zioma - Shepherd at Unity Technologies

A gaming industry guru, a wizard of AI and ML.

**Corporate experience:** Unity Technologies (Shepherd), Electronic Arts (Graphics programmer), DICE (Senior Graphics Programmer), Wireframe Dreams (Lead Programmer), Ivolgamus (Console Programmer).

**Areas of expertise:** ML development, AI development, technical leadership.

### Rokas Medonis - Co-founder&CEO of carVertical

Business development superstar, Mr. Let's-Make-It-Our-Own-Way.

**Corporate experience:** carVertical (Co-Owner&CEO); StartupHighway (Board Member); KeuleRuke (Managing Director), Nabaka LLC (CMO), Kosmetikos DNR (Business Developer).

**Areas of expertise:** online and offline marketing, business development, business strategy, startup acceleration, team management.

### Audrius Kučinskas - Co-Founder&CTO of carVertical

Full Stack Engineer, the tech visionary.

**Corporate experience:** carVertical (Co-Owner&CTO), Showaround (iOS Developer, DevOps Engineer), Nabaka LLC (DevOps Engineer).

**Areas of expertise:** distributed ledger technology, iOS development, DevOps engineering.



## Robertas Boravskis - Co-Owner&CMO of carVertical

Digital marketing and communication guru.

**Corporate experience:** carVertical (Co-Owner), GPSWOX (Co-Owner), Draudimogidas.lt (Co-Owner).

**Areas of expertise:** digital marketing, entrepreneurship, startup acceleration.



## 8 Roadmap

