

Hi Everyone, I am Linger,

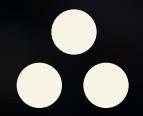
Let me take you on a journey to explore Past Future People PFP-DAO



When you join PFP-DAO, you enter a unique, first of its kind digital collectibles platform that incorporates various gameplay and development elements, creating a new form of interaction. This platform will also support a decentralized DAO governance model, giving everyone the opportunity to participate in the operation and management of the platform. With PFP-DAO, you can enjoy both the fun and the rewards while also joining a community full of imagination and collaborative creativity.



If there was a **time machine**,
would you want to change yourself
or change the world?



About PFP-DAO



let's take a look together at what PFP-DAO is and how it responds to our expectations.

PFP-DAO is poised to become a highly sought-after metaverse IP brand, offering full-chain gaming NFTs through a business model centred on card looting. We provide a sustainable revenue stream for creators who work collaboratively, motivating them to generate even more valuable IP content and realize the principles of co-creation, co-ownership, and share wealth. Even Loot2n card players can reap financial rewards.



Vision and Mission



Our common goal is the following: Co-creation, Co-ownership, and Shared Prosperity.

Vision

We will develop a sustainable sought-after metaverse IP brand by leveraging the strength of the community, Through the influence of this IP brand, we will construct a scalable decentralized, self-governing, transparent, and efficient DAO governance model, enabling community-driven democratic decision-making and resource distribution.

mission

To provide creators with a sustainable revenue solution, encouraging them to produce more valuable IP content, and achieve the goal of co-creation, co-ownership, and share wealth.



What Are We



Our project stands out from traditional NFT projects with its four unique characteristics!

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01 **Digital Collectibles Platform**

PFP-DAO is an innovative NFT digital collectibles platform that does not issue currency, but only card draws. It is suitable for card game players, medium to long-term investors, and visual content creators.

02 **Card Looting Website**

Providing players with a smooth experience through a short and seamless process. Web2 users can securely log in with a single click and start interacting with the blockchain through card looting.

03 **Fully On-chain Game**

with transparent and open source smart contracts for card looting. Character data, such as experience points, upgrades, and awakenings, are all stored on the blockchain.

04 **Monetization Solution**

It enables general creators and AI content creators to permanently engrave their content on the blockchain. By participating in collaborative content creation, they can enjoy sustainable and lasting rewards.



Card Looting



"Randomness" is a more advanced game product sales model.

The revenue generated through PFP-DAO's card draws is mainly used for redistribution among NFT holders.

- You have won and can participate in the daily dividends from the fund pool;
- If you didn't win, you can still get ordinary equipment for upgrading;
- If you never win, we have a guaranteed 90th draw win.



The revenue generated by Genshin Impact gacha is **\$4.1B**

According to data from Sensor Tower, the anime-style mobile game "Genshin Impact" developed by miHoYo has generated over \$4.1 billion in total revenue on mobile platforms. China is the largest market for in-app purchases, accounting for \$1.4 billion, or 34.6%, of the total revenue. Japan follows closely behind, contributing \$960 million, or 23.2%, of the revenue. The United States and South Korea rank third and fourth with \$860 million and \$250 million, respectively.

Co-Creation Of Intellectual Property



"IP co-creation" is a new path for content marketing.



Honor Of
Kings



TIKTOK



TV SHOW



SCP



BabelDAO

Our Competitors



When will the co-creation projects in the web3 field explode since they are still in the early stage?

BabelDAO is our partnership

USP	Card Looting	Collaborative story IP Creation + Monetization	Challenge Hollywood Monopoly	Found By A Famous Web3 Artist
Discord Members	NA	8.2k (2k Before Fundraising News)	29k	5.6k
Target Audience	Game Players, NFT Players	Passionate Story Writers And Readers	Rejected Hollywood Writers And Film Consumers	Animation Consumers
Debut Story/IP	Linger,	Crypto-Native Story	Typical Hollywood Stroy	Artsy Anime
Room for co-creation	Large (No Fan/Creator Distinction)	Large (No Fan/Creator Distinction)	Small (Large Fan/Creator Dinstinction)	Small (Severe Fan/Creator Dinstinction)
Scalability	Unlimited (Everyone Can Write And Inspire)	Unlimited (Everyone Can Write And Inspire)	Limited By The Number Of High-Quality Creators Acquired	Limited By The Number Of NFT Issurance
Fundraising History	0	0	6M USD Seed Round (Jan 2023)	2M USD From NFT Insuance 6M USD Seed Round (Jan 2023)

Setting and Worldview



I would like to introduce the origin of Past Future People.

In 2045, Earth was destroyed, and humanity was forced to seek refuge far from their original home. Time travel became possible through black holes, but to survive the journey, organic beings had to be broken down into molecules and reassembled at the destination. As a result, future humans risked losing their memories, knowledge, biochemical enhancements, and spiritual powers. They traveled through black holes, landing randomly in Earth's past and future...



... Early travelers were mistaken for gods, while others were seen as inhuman or mutants. Some travelers even posted on social media in recent days. Some were captured as SCPs, while others were locked away in the back room. These time travelers are known as Past Future People (PFP). Most wish to save Earth, their home, but some seek resources for their own selfish desires.



Co-Creating



There are many PFP time travelers like me all over the world.

- **Character Design**
- **Secondary Creation**
- **Novels & Short Stories**

1



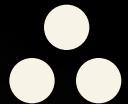
Twitter	Pinterest
Discord	Lens
Instagram	Weibo
Telegram	Red
Youtube	Bilibili
TikTok	
Facebook	

2



@PFP.DAO.IO
#Character name

3



Target Audience



It caters to three types of people:

Card looting game players

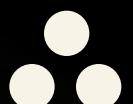
fans of character development and upgrading, and enthusiasts seeking thrilling experiences.

Cautious mid-to-long-term investors

who want a stable investment option without being deceived and scammed.

Creative individuals

with strong curiosity, seeking recognition, open-mindedness, and embracing AI as a tool to lower the barriers to art.

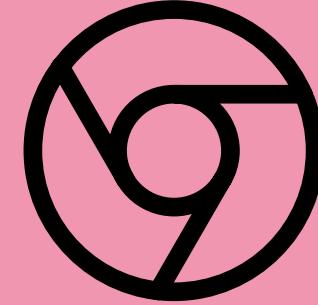


Marketing Strategy



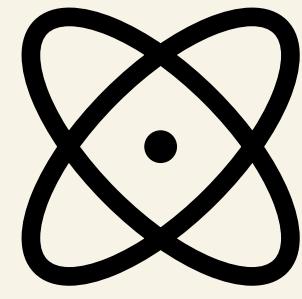
To save the world,
we need more power.

01



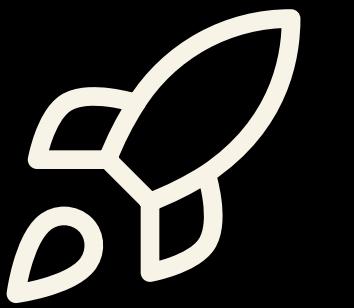
**Social media
incubation**

02



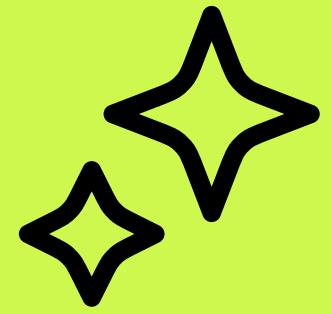
**live streaming
e-commerce**

03



**Project
Collaboration**

04



Operation



Revenue Streams

1

Card Looting

Mechanisms are used to prevent players from abandoning the game due to repeatedly failing to obtain desired items, increasing the frequency and surprise of obtaining desired items, meeting expectations and intuition. The platform gains revenue while meeting user expectations.

2

Sponsorship

Building a sales team and seeking sponsorships from project teams to cover advertising costs. Using PFP characters in their projects reduces the trial-and-error cost of IP and increases fan traffic for them.

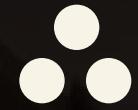
3

Merchandise

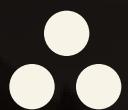
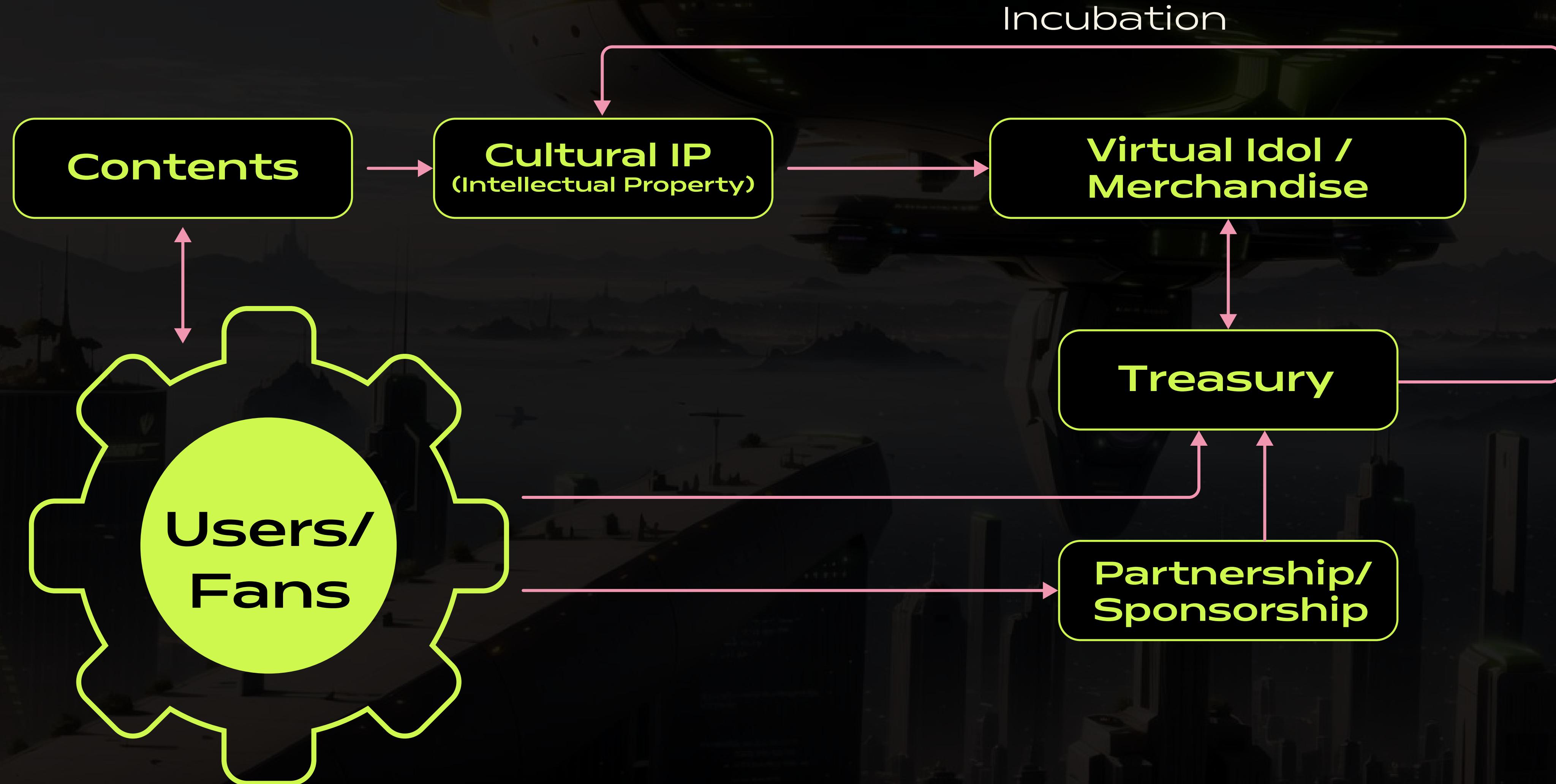
Combining online and offline sales to sell merchandise such as cosplay costumes, cultural apparel, stationery, electronics, etc. Using fan economy to build the brand and generate revenue.

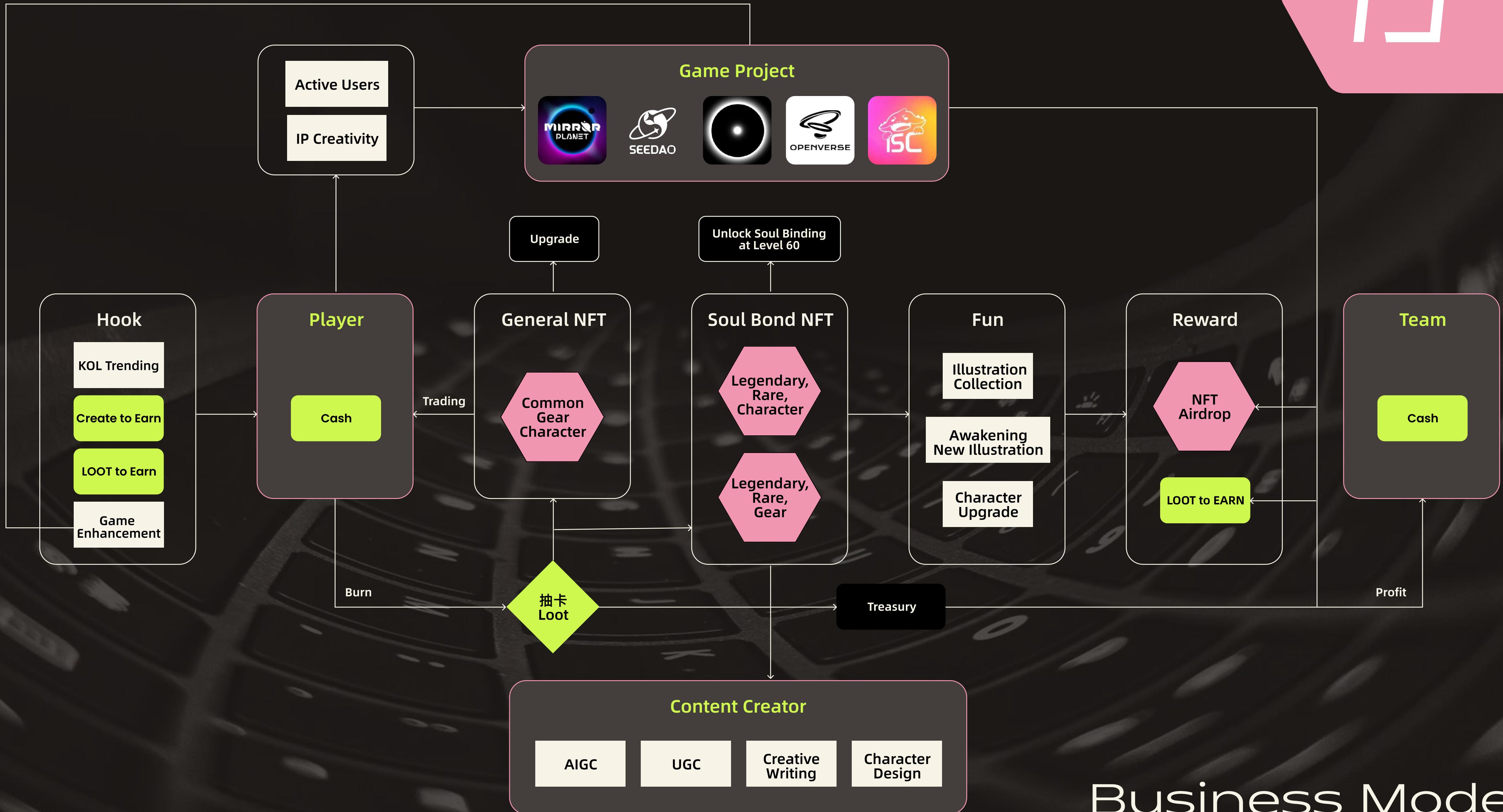


The PFP-DAO platform will provide traffic, tools, training, and create a sustainable monetization plan for content creators.



Flywheel Effect





Business Model



Roadmap

PFP-DAO, founded in the era of web3, is committed to achieving sustainable development through a "Web2+3 branding" approach. Our ultimate goal is to establish a highly recognised science fiction IP brand that embodies innovation and sets new trends. We are dedicated to continuously expanding our brand influence and staying at the forefront of our industry.

Web2+3 Branding Strategy

Encourage both fans and players to participate in co-creation, breaking away from the traditional branding's single output mode, leveraging everyone's strengths to collaboratively bring to life the unique characters and stories that belong to the members of PFP-DAO. Moving forward, we will expand our intellectual property diversity across novels, comics, skits, and TV shows, through community voting.

Co-Creation United we stand

The highly anticipated looting section is set to launch in May 2023, and it will feature the core mechanism of PFP-DAO: the looting cards. These cards serve as the primary means for players to acquire characters and equipment. By digitising the NFTs of characters, the looting card system enables fans and players to access a digital collection of their favour characters, while also receiving IP dividends as rewards.

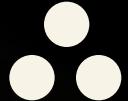
"Play to Earn" with loot cards and rewards

Our platform brings a unique functionality to your virtual assets, allowing them to be used in real-life. In addition to online interactions, PFP-DAO will also offer a range of pop culture products that fans can purchase in person. With this integration of virtual and real-world experiences, fans can own physical merchandise, participate in offline activities, and even visit a maker hideout.

Fusion of Virtual and Real World

By using character NFTs as a gateway to other games, players can be introduced to the PFP-DAO developed games or other gaming projects. PFP-DAO characters can be embedded in various platforms, allowing them to interact with different games and be used in different metaverse environments. This creates a seamless and interconnected ecosystem for the character NFTs to thrive.

Game Extension & Ecosystem



Roadmap

Fan Clubs and Diverse Communities

By segmenting cultures and building communities, we can help develop fan clubs in different fields. We select and distribute character NFTs/membership cards for each club, allowing them to establish unique business models and offer exclusive benefits to NFT holders. Each club is responsible for creating and refining their specific business plan, and providing distinct perks to NFT holders.

Incubating Virtual Influencers

We partner with creators to incubate virtual characters as influencers, and aim to achieve a growth of millions followers across multiple platforms, establishing them as virtual internet celebrities. By combining the methods of Web 2 and Web 3, we design a business model for monetising traffic, allowing NFT holders of these characters to generate income. We then reinvest the intellectual property with our creators to jointly enhance brand equity.

Collaborating with Top Tier Brands

We partner with other Web2 and Web3 brands to combine AR, VR, and other cutting-edge technologies, creating inventive online and offline activities. We also team up with builders from various fields to construct a sprawling and complex metaverse where elements can connect and be built upon collaboratively.

We're introducing a creator incentive plan and establishing an IP incubation foundation. In response to community demand, we're providing IP creation training courses and AI introductory courses. We're also offering a plethora of educational materials and practical solutions, enabling everyone to become an artist and creating an easy-to-use creative platform with no barriers to entry.

Garden - Post Creation Development





Scott Luo

Operations

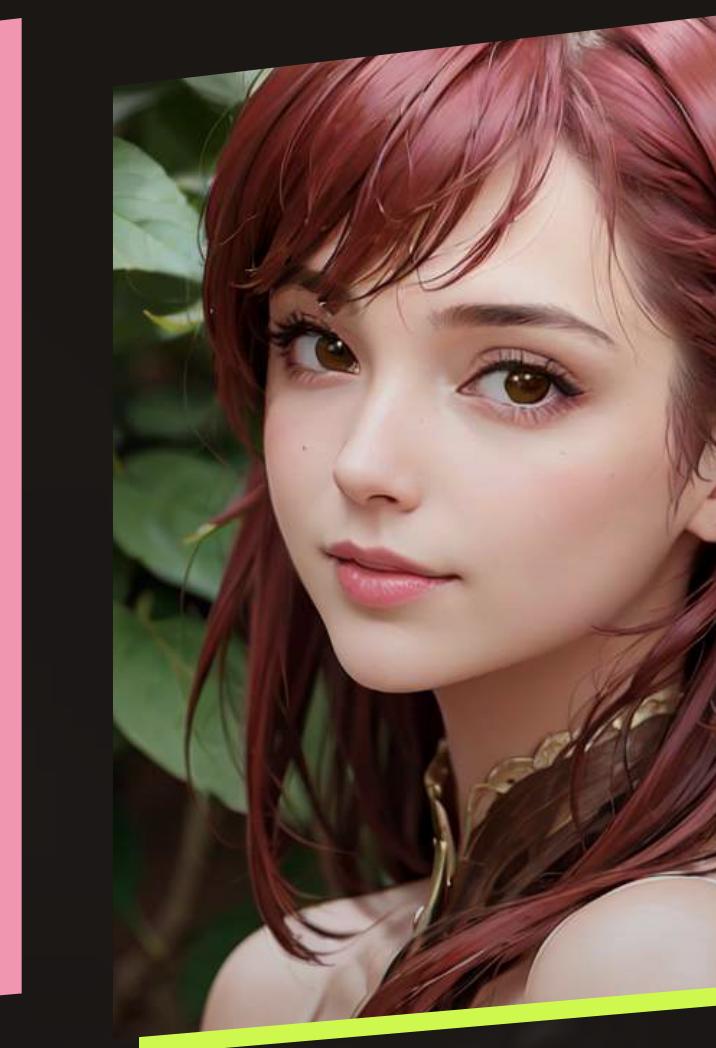
Scott founded a real estate corporation and expanded to 12 offices internationally with 1000+ employees. He joined Illuvium to get into the GameFi industry for his ambition of connecting mainstream with Play to Earn. His guild is full of hardcore players and streamers with enthusiasm, love to play GameFi as exquisite as Mirror Planet. As Operations Director of Mirror Planet, Scott initiated PFP-DAO for the community to co-create contents in the web3 way, for Mirror Planet also possibly many other projects too.



Kevin Ye

Creative

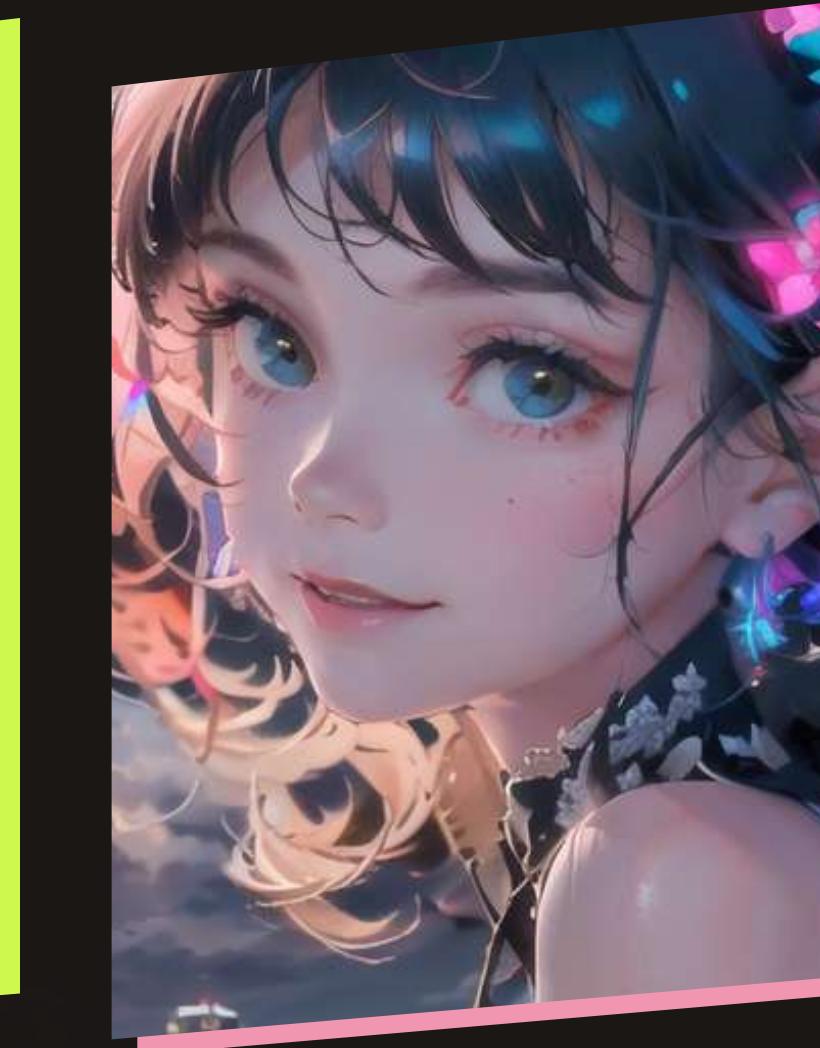
A content creator with over thousands of followers across multiple platforms. He started investing crypto currencies and NFTs since 2017, and had the honor to be involved in the development of numerous crypto projects and was invited to a few web3 events. As a passionate gamer, he sees potential future of Gamefi industry, and began to create content for mainstream audiences and educational videos about Play to Earn. Because he has a design background in Architecture Design Degree, he always strives to perfection.



Script Money

Tech

A highly experienced and respected blockchain developer and crypto influencer. With an exceptional knowledge of blockchain technology, he has a keen interest in exploring new blockchain projects and technologies, specifically aimed at developers. With almost 15,000 Twitter followers, Script Money regularly shares insightful information and teaches best practices related to Web3 development.

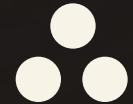


Chong Ren

Finance

Chong is a finance executive with over 15 years of experience in senior finance positions both in China and Australia. As a true entrepreneur keen to challenge the status quo, he built up a fund management business with 2 billion dollars asset within 3 years from scratch after his banking career. Chong started investing crypto currency and NFT in 2019, built an extensive network. He is also a hardcore gamer in his spare time.

Team



The members of the PFP-DAO team come from different fields, with a wide range of technical backgrounds and rich practical experience.

Partnership



We are honored to have gained the recognition of our predecessors and become strategic allies in the early stages.



Mirror Planet

Mirror Planet is an Augmented Reality Web3 Metaverse game. The game is designed as a replicated version of the earth refer to the actual street and buildings.



SeeDAO

SeeDAO is a digital city-state dedicated to connect one million Web3 people. It consists of a decentralised digital network and physical locations mapped across the globe, jointly built, governed and shared by SeeDAO members.



Babel DAO

BabelDAO are collaboratively creating a sci-fi universe in web3. Our Mission is to create an inclusive, engaging, and ever-expanding science-fiction universe.



ISC

Illuvium Simplified Club ISC: We share the same consensus of "popularising P2E", working together to mainstream Web3 Gaming.



W Labs

W Labs is an organization focusing on the vertical track of blockchain gaming. With original content output as the core, it also provides research and analysis, model building, operations consulting and other services of blockchain gaming projects.



Masverse

Web3 transformation takes technology talent, culture and resources. Masverse aspire to accelerate Web3 adoption in Malaysia by building an ecosystem that put them all to work-in one place.



MyShell

MyShell is an open AI creative and consumption platform. Based on advanced AI models, MyShell brings the natural human-computer interaction between human and AI in science fiction scenes into reality.



OPENVERSE

OPENVERSE is a trendy cultural innovation company powered by Avatar technology (trademarked as "WaOu").



Wormhole3

Wormhole3 is an innovative social incentive protocol that provides a powerful platform for individuals to enhance their content and build strong communities.



PFP-DAO is your time machine to witness the birth of the next metaverse IP brand, together,

we can change the world and create the future through collaboration.



www.pfp-dao.io/

WeChat/ Telegram: scoluo

