FUSYFOX

MISSION TO MARS

2023

WHAT IS FUSYFOX?

A Web3 Gaming project focused on bringing a new gaming utility to Web3 IP with thriving communities and successful branding/marketing strategies. We offer immersive gameplay and high-quality graphics and mechanics while taking a collaborative approach.

VISION

Our vision is to create a multi-project and multi-metaverse collaborative game that benefits not only our players or investors but also other platforms and projects that want to enter the world of GameFi.

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PROBLEMS

NFT COLLECTIONS

- Lack of utility.
- Limited user engagement.
- Low adoption rates.
- Limited value and potential success.

PLAY-TO-EARN GAMES

- Poor gameplay.
- Heavily reliant on token farming/mining.
- High inflation affecting token value.

WEB 3

- Little collaboration.
- Increased competition.
- Diluted attention from investors and expert users of Web3/crypto.

BLOCKCHAIN INTEGRATION

- Complex onboarding to Web3 games.
- A steep learning curve for first-time or Web2 users

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SOLUTIONS

✳ We increase the use cases and engagement of NFT collections, bringing them new in-game utilities that can increase adoption and potential value.

✳ Our Play-to-Earn game has compelling gameplay, balanced incentives, and token stability.

✳ We offer a collaboration hub for Web3 projects, and NFT & DeFi communities, with new gaming opportunities supported by our team of experts.
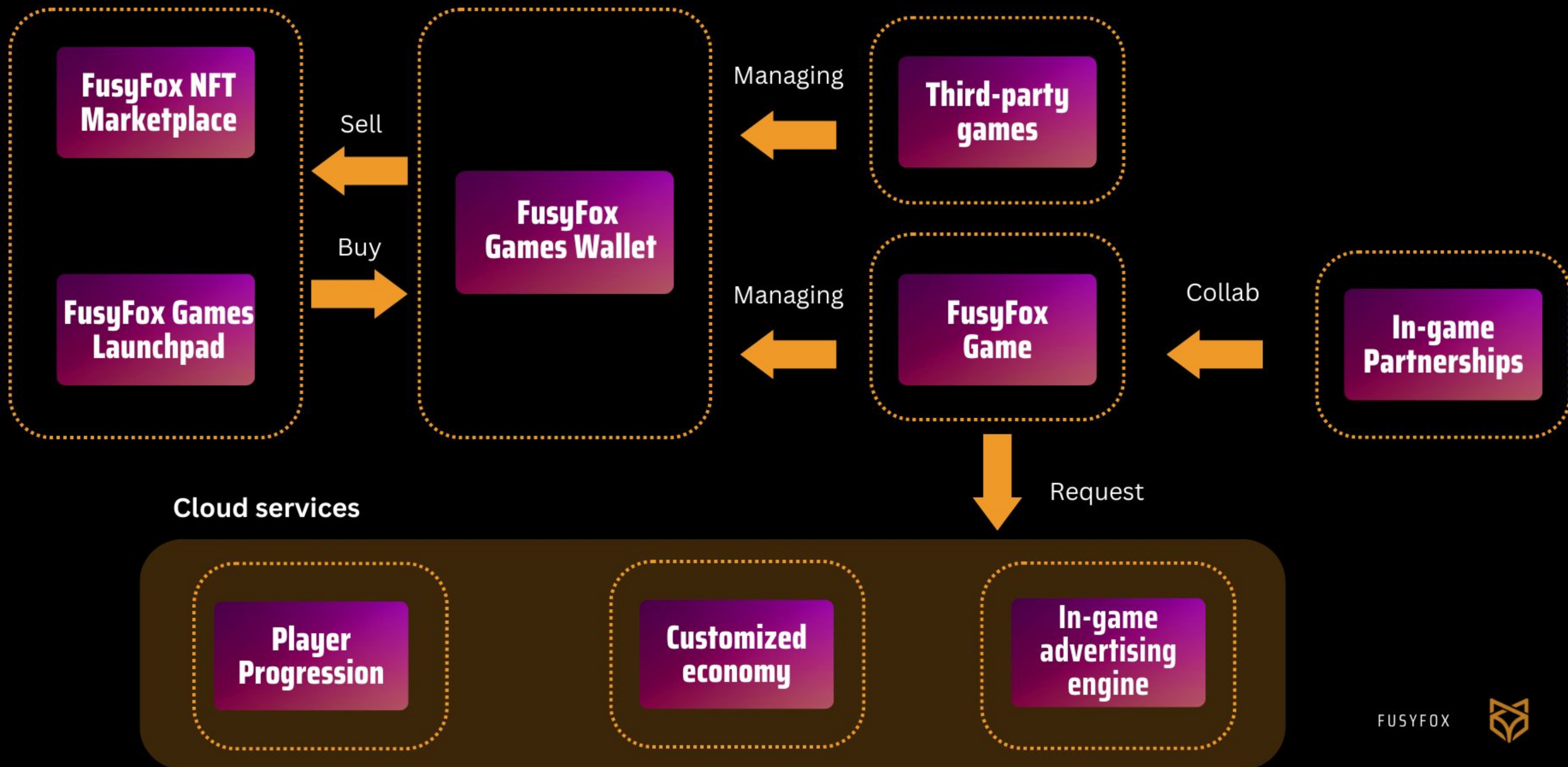
✳ A seamless interaction with blockchain technology, improving onboarding and user experience

✳ We have a strong infrastructure that other projects can use, including a unified wallet service, NFT Marketplace, and launchpad services.

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PROJECT STRUCTURE

FusyFox NFT Marketplace

FusyFox Games Launchpad

Sell

Buy

FusyFox Games Wallet

Managing

Third-party games

Managing

FusyFox Game

Collab

In-game Partnerships

Request

Cloud services

Player Progression

Customized economy

In-game advertising engine

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GAMEPLAY

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DEATHMATCH MODE

FREE FOR ALL MODE

CAPTURE THE FLAG MODE

ADVENTURE MODE

FREE-TO-PLAY

USE FREE BASIC CHARACTER

USE FREE BASIC NFT ITEM

PVE TRAINING MODE

INDIVIDUAL REWARDS

COLLECT REWARDS

WITHDRAWAL

PLAY-TO-EARN

BUY/SELECT YOUR NFT CHARACTER

BUY/SELECT CUSTOM NFT ITEM

CHOSE YOUR MODE

LIMITED ACCESS

DAILY COMMITMENTS

PARTICIPATE IN TOURNAMENTS

RANKING BOARD

WHERE ARE WE NOW

1000 +
USERS

1M +
IN COMMUNITY OF PARTNERS

5K +
GAMERS FROM 5 PARTNER GUILDS

QUICKSWAP

SHELL

sei

Mizu

SenSei Fi

Fin Wallet

Tatami

DOVAH GG

hall of knights

WTFOXES

Ludena PROTOCOL

Altura

LEVANA

GOTBIT HEDGE FUND

yesports

myria

Bitgert

READY PLAYER ME

Tribally

Metopia

B2B COLLABORATIONS

VOLT INU

POLYDOGE

NFT ITEMS & ACCESSORIES

CUSTOM MAPS

BUSINESS MODEL

NFT INCOME

- **Sale of NFT characters & items.**
- **30%** of the sales of NFT characters & items from partner projects.
- **30%** from partner sales.
- **Royalties** on NFT resale.
- **2.25% fee** on our marketplace transactions.

IN- GAME INCOME

- **Fees** for participation in tournaments, Arena battles (3%), events, and brand sponsorships.
- In-game billboard **advertising**.
- **Web2 version** available on Steam and Epic Games.

INFRASTRUCTURE INCOME

- **Wallet transaction fees** for purchases and asset transactions within third-party games using our integrated wallet.
- Percentage-based **Marketplace fees** on third-party NFT sales.
- **Launchpad fees** charged to game developers who launch projects on our platform.

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MARKET SIZE

TOTAL AVAILABLE MARKET
13.5 B
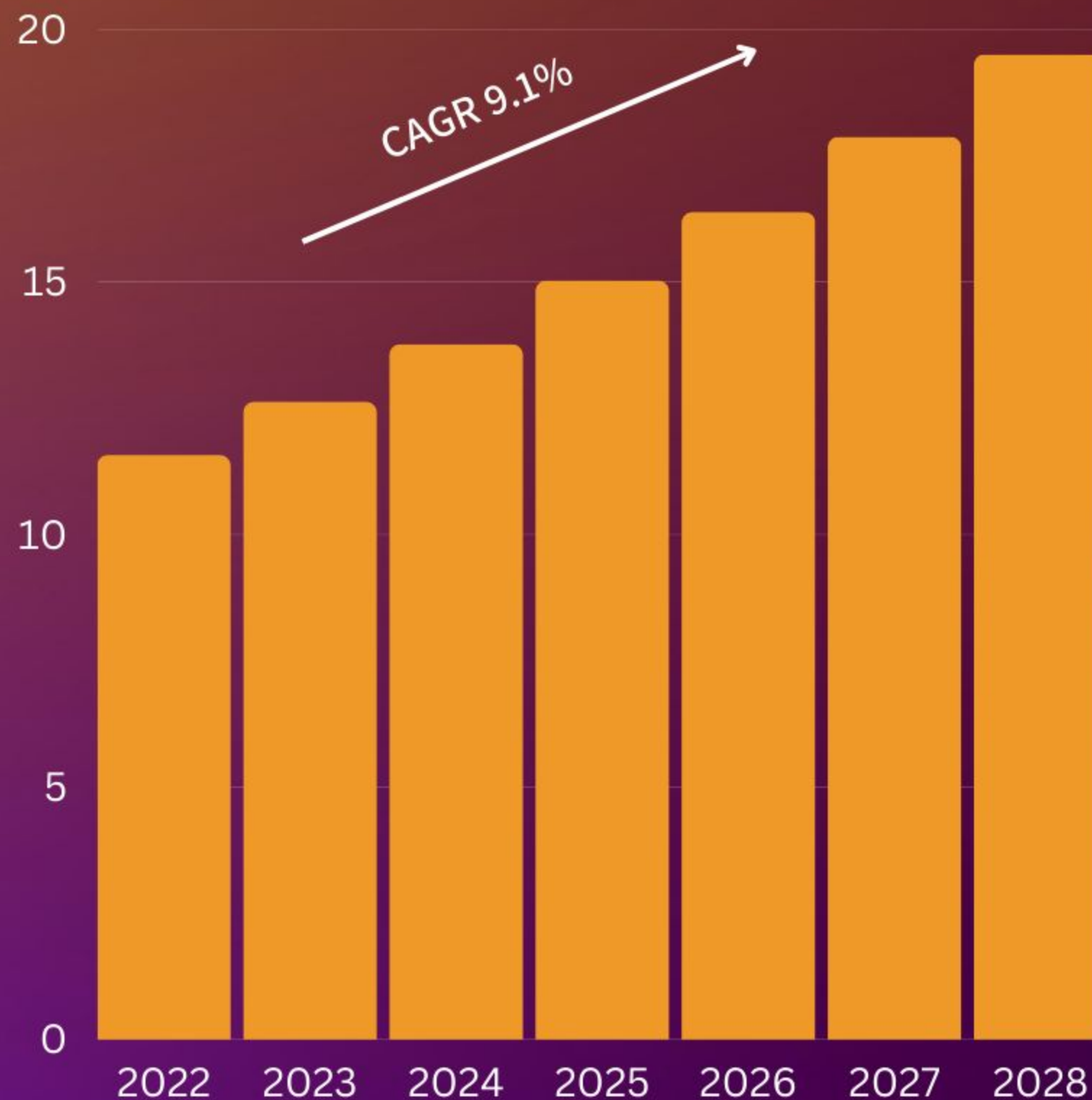
SERVICEABLE AVAILABLE MARKET
1.35 B

SERVICEABLE OBTAINABLE MARKET
27 M

Yearly revenue for 2024 ($US)

Battle Royale Game Market (USD Billion)

CAGR 9.1%

GO-TO-MARKET STRATEGY

PARTNER COLLABORATION
with other blockchain and Web3 projects, NFT collections, video games and metaverses.

SOCIAL MEDIA MARKETING
creating content that showcases our game's unique features and partner program.

EVENTS AND CONFERENCES
to reach potential partners, investors, and customers.

INFLUENCER MARKETING
through sponsored content, giveaways, or other types of collaborations.

WEB3 MARKETING
creating communities on Zealy, QuestN, and TaskOn , to drive user engagement and retention.

PAID ADVERTISING
with targeted ads on social media and other platforms.

CROSS-GUILD COMPETITION
Winning guilds will receive exclusive in-game items or even cryptocurrency rewards.

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ROADMAP

Q2.2023

- Closed release of MVP version.
- Token Seed and Private sales.
- Completion of smart contracts and audits.
- Monthly Crew3, Twitter, and Reddit campaigns. Giveaways and AMAs.

Q3.2023

- Public Sale of Tokens and TGE.
- Release the first public version of the game on Web3 marketplaces, and Steam and Epic Games (Web2 version).
- Launch of Mystery Box collections In MagicEden and OnePlanet.
- Launch NFT Marketplace, allowing users to buy, sell, and trade in-game assets.

Q4.2023

- Adding leaderboards, leagues, and guilds/esport teams management features.
- Up to 100,000 game downloads.
- Implement a referral program.
- Develop the Games Wallet: Create a user-friendly and secure wallet to hold tokens and in-game assets.

Q1-2024

- Launch on PlayStation and Xbox Stores (Web2 version).
- Up to 250,000 game downloads.
- Host a Global Esports tournament.
- Expand to 10 Games: Collaborate with 10 additional game developers to integrate the Infrastructure.

Q2-2024

- Launch of the first Mobile Version.
- Up to 500,000 game downloads with at least 150,000 paying users.
- Release SDKs to enable seamless integration with partners.
- Expand to 40 Games: Collaborate with 10 additional game developers to integrate the Infrastructure.

Q3,Q4-2024/2025

- Up to 1 million downloads and at least 500,000 paying users.
- Continue with B2B partnerships.
- Aggressive paid traffic campaign, AMAs, and webinars.
- Creation of educational content.
- Expand to 80 Games: Collaborate with 10 additional game developers to integrate the Infrastructure.

COMPETITOR ANALYSIS

	FUSYFOX	KIRAVERSE	SUPERIOR	ENGINES OF FURY	DEADROP	THE HARVEST
MULTIPLAYER/COMPETITIVE	✓	✓	✓	✓	✓	✓
ADVENTURE/CAMPAIGN/ PVE MODE	✓	✓	✓	✓	✗	✗
UNREAL ENGINE	✓	✓	✓	✓	✓	✓
MULTIPLATAFORM	✓	✓	✗	✗	✓	✗
LEVELING UP/CRAFTING	✓	✓	✓	✓	✓	✓
IN-GAME ECONOMY WITH TOKEN/NFTS	✓	✓	LIMITED	✓	✗	✓
CROSS-IP/ COLLABORATIVE	✓	LIMITED	✗	✗	✗	✗
DEFLATIONARY ECONOMY	✓	✗	✗	✗	✗	✗
PARTNERS CUSTOMIZED ECONOMY	✓	✗	✗	✗	✗	✗
IN-HOUSE INFRASTRUCTURE AND TOOLING	✓	✗	✗	✗	✗	✗

TEAM

Adrian C. Leon
CEO

Founder of Cuba's first cryptocurrency exchange. MSc in Computer Science focused on distributed ledgers.

Claudia R. Noval
COO

Former COO of a crypto exchange. MSc of Science degree, and has focused on Science Diplomacy and Innovation.

Roger Avila
CSO

Founder of Islington Bloor Dentist. Extensive experience in business operations spanning over two decades.

René Alejandro Díaz
2D Artist

Pedro Machado
Blockchain Dev.

Oslen Morales
3D Artist

Alejandro Virelle
Blockhain Developer

Frank J. Chao
Unreal Engine Technical Artist

Marcos J. Bueno
3D Artist

Ariel Castro García
Lead Developer

Sparsh
CM

Jorge Jaen
CBDO

Former Business Development Manager for Latin America of CoinEX exchange. Macroeconomist and Foreign Trade Analyst Specialist.

Fabio Berlim
Ppl. Software Engineer

Experienced Senior Front End Engineer with a proven track record of leading cross-functional teams.

Rayner Bestard
Lead Unreal Developer

Game developer with expertise in both programming and design. Has made significant contributions to hit titles such as Gold Fever, Dark Life Excalibur, and A-VOID.

Raiko
Concept Artist

Dariel Padron
Blockhain Developer

Andy Ledesma
Blockhain Developer

Whale Mouth
CM

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TOKENOMICS

TOTAL SUPPLY: 1 B (1 000 000 000)

NETWORK: Multichain

TOKEN UTILITIES

- In-game currency

INFLATION MECHANISM

- Prize pool and XP points.

DEFLATION MECHANISM

- Buy back and burn strategies.

TOKEN USE	TOKENS	SUPPLY	TGE	CLIFF	VESTING
SEED SALES	150, 000, 000	15%	5%	8 MONTHS	12 MONTHS
PRIVATE SALES	10, 000, 000	1%	8%	4 MONTHS	6 MONTHS
PUBLIC SALES	20, 000, 000	2%	15%	0 MONTHS	4 MONTHS
DEX & CEX LIQUIDITY	100, 000, 000	10%	20%	0 MONTHS	12 MONTHS
MARKETING & OPERATIONS	150, 000, 000	15%	12%	0 MONTHS	18 MONTHS
REWARDS TREASURY	420, 000, 000	42%	5%	0 MONTHS	48 MONTHS
TEAM	150, 000, 000	15%	0%	18 MONTHS	18 MONTHS
TOTAL	1, 000, 000, 000				

TOKEN USE	PRICE	AMOUNT
SEED SALES	$0.008	$1,200,000.00
PRIVATE SALES	$0.01	$100,000.00
PUBLIC SALES	$0.015	$300,000.00
HARD CAP		$1,600,000.00
LISTING PRICE	$0.015	
FDV		$15,000,000.00
IMC		$1,054,500.00
LIQUIDITY		$300,000.00
IMC WITHOUT LIQUIDITY		$754,500.00

INVESTMENT' S TARGETS

$1,200,000.00

Equity + Token Warrant

Use of Funds

Intangible assets
26,000

Reserves
100,000

CEX Listing & security deposit
250,000

Marketing
228,000

Raise partner fee
60,000

Operational costs (12 m)
139,400

Initial DEX liquidity
150,000

Private partner fee
3,000

Market Making
280,000

Payroll (12 m)
356,400

IDO partner fee
7,200

MILESTONES

▷ 1 MILLION DOWNLOADS

▷ 500,000 PAYING USERS

▷ MORE THAN 30 B2B PARTNERS
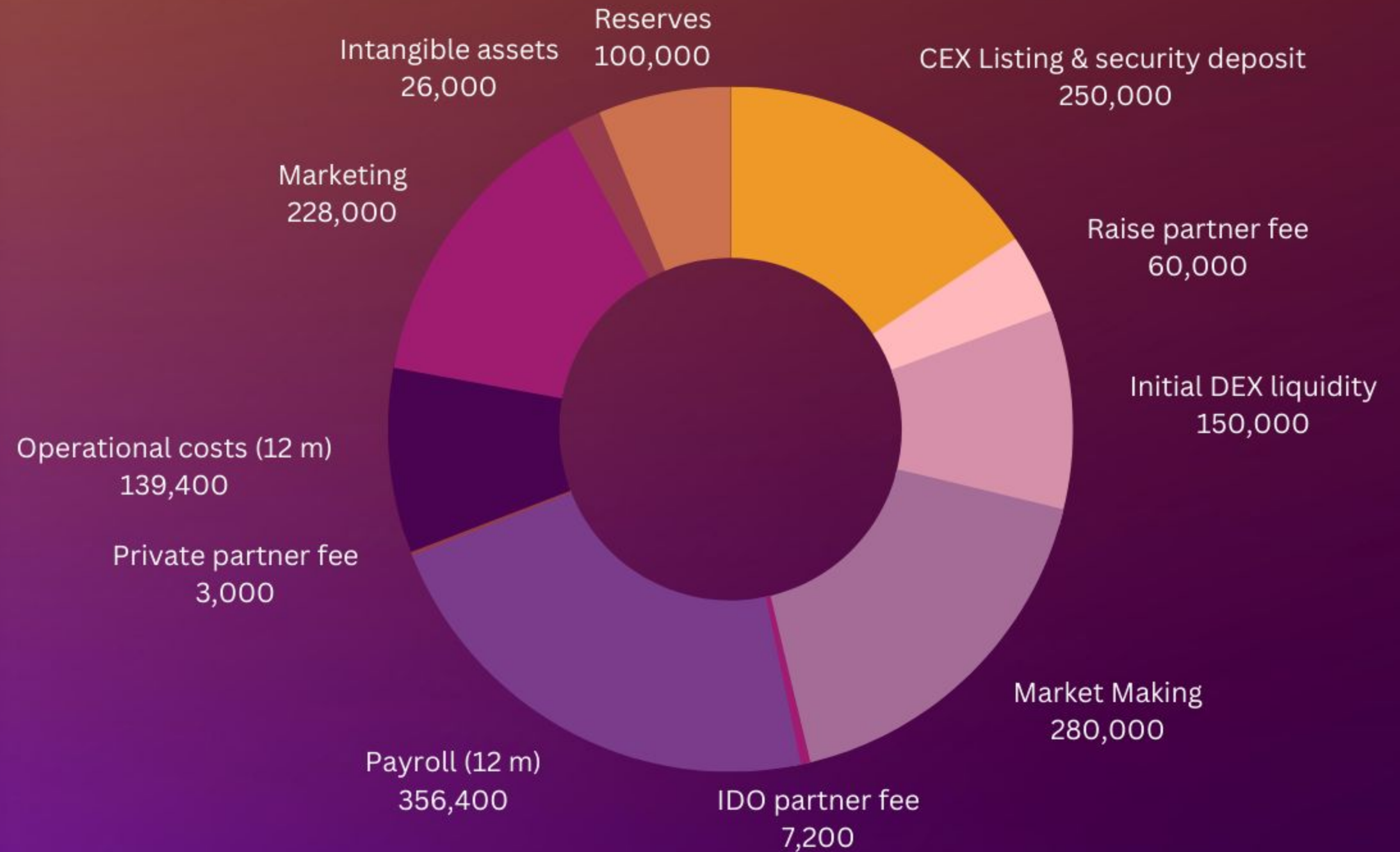
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