

2024

NYAN
HEROES

WHITE
PAPER

▪ + START OF TRANSMISSION + ◊

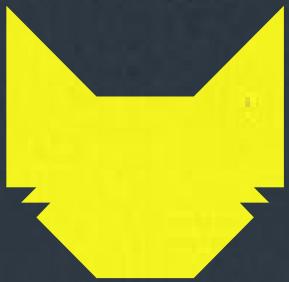


TABLE OF CONTENTS

03	WHAT IS NYAN HEROES?
04	VISION
05	SETTING
06	THE BATTLEDOME
07	BATTLEDOME MECHANICS
08	Battledome Maps
09	GUARDIAN CLASSES
15	UPCOMING FEATURES
16	NYAN HEROES PASS: GENESIS NYAN NFTS
18	MARKETPLACE
19	LAND
20	GUILDS
	YIELD GENERATION
	ADVERTISING
22	TOKENOMICS
23	\$NYAN TOKEN
24	TOKEN DISTRIBUTION
28	CATNIP
29	ROADMAP
30	LEADERSHIP

WHAT IS NYAN HEROES?

Nyan Heroes is a team-based hero shooter featuring small cats piloting giant mechs. Use unique abilities and advanced feline movement to secure objectives and defeat your opponents. Customize your mech loadout with various weapons and mods to explore a multitude of strategic playstyles. Even if your mech falls in battle, do not despair! Your pilot has an array of skills that can help your team change the tide of battle.

New Nekovia is calling all heroes. Join the fight and save the world, as a mech or a cat!



VISION



Nyan Heroes is a project of love and passion, our vision is to create an immersive IP-driven shooter, with cats in mechs, that captures the hearts of mid-core shooter fans of all ages and genders.

We are excited to be integrating bleeding-edge technology into our development process, including the exciting capabilities of the Unreal 5 engine, blockchain technology to support true asset ownership and a thriving creator economy powered by UGC and AI.

Our studio is committed to leading with empathy, compassion and an anti-crunch culture. We are committed to making a real-world impact by saving cats and so far have donated 350k to the cause.



In the not so distant future, cats rule the world.

An intelligent breed of hunter-scientists, they created giant robots called Guardians in the image of their ancestral owners. With the power of Guardian technology, they became the apex species of the new world - Nekovia.

However, hubris is a power that corrupts all.

Through their greed and constant desire for power, Nyankind continued to push technology to the bleeding edge. They conducted their first nekogenic graft in an effort to fuse their feline DNA with guardians, attempting to enhance their abilities and reflexes.

The experiments were a success, but there were unforeseen side effects.

A dormant feral sentience began to awake within each guardian, perhaps sensing the unnatural union of machine and fur. Feralization was irreversible and countless Nyans became prey to their own creations. The casualties were immense and the remainder of the survivors fled underground. There they began to rebuild.

A routine exploratory mission led to the discovery of Nyanite, a rare material found near the Earth's core, one that would eventually stabilize the process of nekogenic grafting and prevent feralization. Using the power of Nyanite, the survivors rebuilt their civilization underground.

Today it is known as New Nekovia, the city with holographic skies.

It is a vibrant city full of optimism and hope - filled with heroes that dream of a better future. At the centre lies the Battledome, a futuristic training facility that also serves as a reminder of the past and a symbol of hope for the future.

Nowadays, Guardian Battles are the most popular sport in New Nekovia, with extravagant competitions and lavish prizes for winning teams. Yet as countless heroes fight for glory and riches, the true meaning behind that fight is never forgotten.



THE BATTLE DOME

Nyan Heroes matches are held inside the Battledome. Here in this simulated environment, players will utilize their mechs to compete in glorious combat. Our game format borrows from the ruleset of familiar objective-based shooters, where two teams compete to secure various map objectives in order to win. A multitude of maps and objectives will be available on rotation, eventually including user generated maps and game modes.



BATTLE DOME MECHANICS

■ 01

Team-based objectives: Two teams will spawn into a map with unique objective events. These events will be contested through a mix of teamwork, gunplay and tactical ability usage. The winning team will be the one that completes the objective first.

■ 02

Movement: Our fast paced combat system is enhanced by the traversal abilities of our characters. The superpowered cat-like movements of our Guardians places us firmly in the movement shooter category, further enriched by the dynamic verticality of our level design.

■ 03

Cat pilot: Players will be able to play as the Guardian mech or the cat pilot in order to turn the tide of battle. Strategic use of both forms will be critical to make the most out of your kit.

■ 04

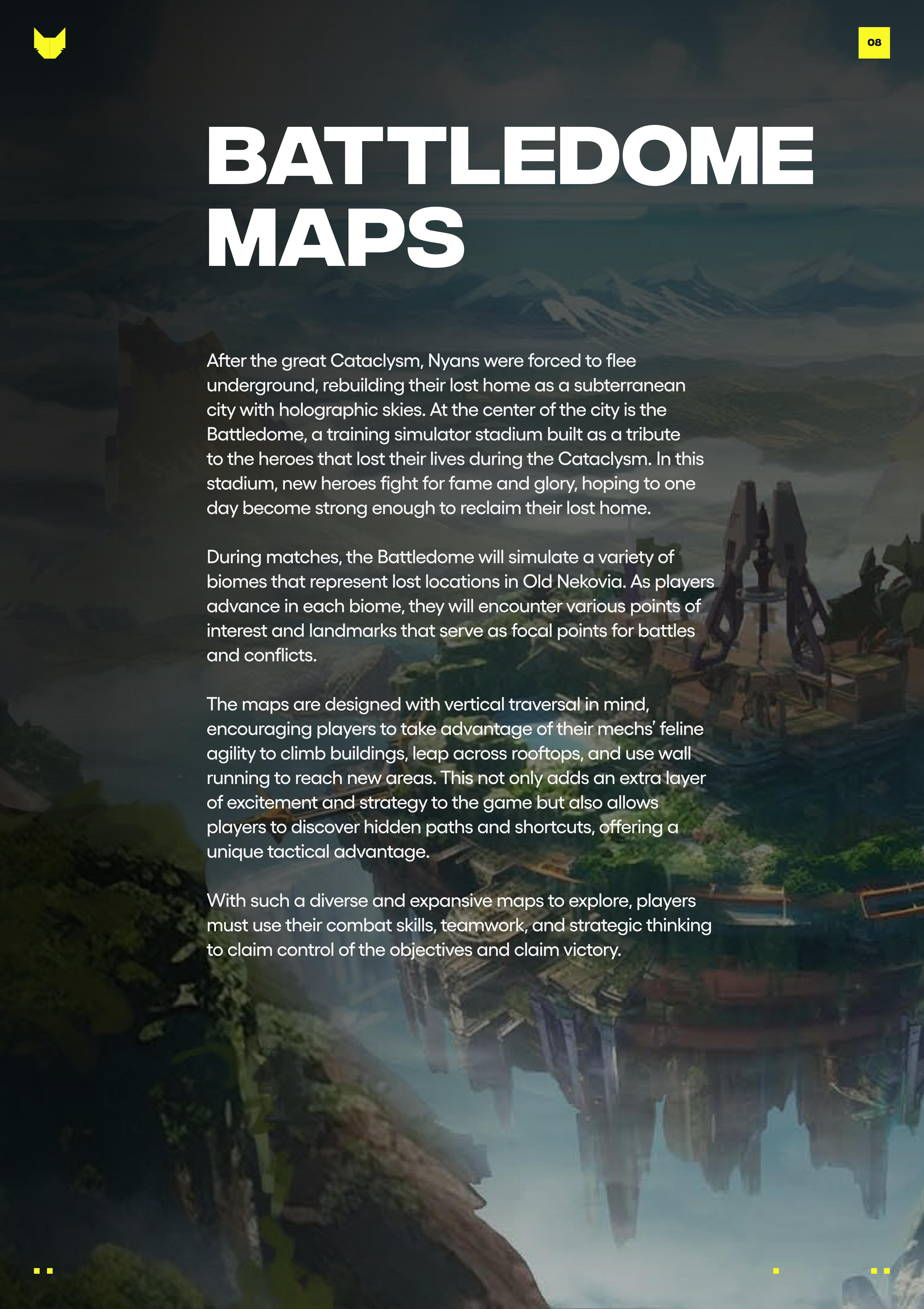
Hero fantasy: Each character has its own unique hero identity and playstyle, supplemented by unique hero-defining abilities to be used in the midst of battle.

■ 05

Customization: Whilst the core identity of our Guardians are fixed, the loadout remains customizable which enhances the fantasy of piloting a giant mech. Players will be able to collect and craft various mods to customize their mech to their liking, with each mod unlocking a new way to play your character. Whilst the options and combinations of mods are abundant, no specific mod is more powerful than another. The power of mods lies solely in the way that players utilize them.



BATTLEDOME MAPS



After the great Cataclysm, Nyans were forced to flee underground, rebuilding their lost home as a subterranean city with holographic skies. At the center of the city is the Battledome, a training simulator stadium built as a tribute to the heroes that lost their lives during the Cataclysm. In this stadium, new heroes fight for fame and glory, hoping to one day become strong enough to reclaim their lost home.

During matches, the Battledome will simulate a variety of biomes that represent lost locations in Old Nekovia. As players advance in each biome, they will encounter various points of interest and landmarks that serve as focal points for battles and conflicts.

The maps are designed with vertical traversal in mind, encouraging players to take advantage of their mechs' feline agility to climb buildings, leap across rooftops, and use wall running to reach new areas. This not only adds an extra layer of excitement and strategy to the game but also allows players to discover hidden paths and shortcuts, offering a unique tactical advantage.

With such a diverse and expansive maps to explore, players must use their combat skills, teamwork, and strategic thinking to claim control of the objectives and claim victory.

GUARDIAN CLASSES

Guardians are the mechs the Nekovians ride into battle. They each have unique abilities bestowed by their classes and the attachments that were used during the manufacturing process. These abilities will dictate the playstyle of each Guardian. Regardless of which abilities they are granted during creation, each guardian is a powerful machine with the agility to climb buildings, rush through the battlefield and overcome obstacles.

Nyan Heroes will initially have 8 Guardian classes, each with their own unique abilities to deploy in battle.





EIGHT CURRENT GUARDIAN CLASSES

■ 01

WARRIOR

A balanced Guardian with average speed and health. The Warrior class excels at a mix of frontline and attack and is able to sustain damage for a short period of time. Use the Warrior to take out a high-value target before retreating to the backlines.

■ 02

DEFENDER

The proverbial meatshield. Slow to move, but this Guardian can take a hit! The Defender is the most resilient Guardian class and has the strongest ability to take on damage. Use the Defender to withstand the strongest enemy attacks, provide cover for your DPS units, or distract your enemies while your Assassin or Sniper moves to kill.

■ 03

ASSASSIN

Fast but fragile! This Guardian does not want to be seen on the front lines of any battle. Instead, they must sneak and use cover to eliminate high-priority targets from behind. Use the Assassin for stealth missions and to avoid the eyes of your enemies.

■ 04

SNIPER

Another fast yet fragile class, the Sniper would do well to avoid direct fire from the enemy. Armed with a high-powered rifle, the Sniper class excels in taking out high-priority mobile targets with a single shot or at least forcing them to retreat and heal. Typically, this class will synergize with abilities that allow it to reach high ground.



■ 05

MEDIC

The only Guardian that has high speed and survivability is your one goal. You must move around the battlefield and keep your team members alive. The Medic is sturdier than an Assassin and a Scout, but finding yourself on the frontlines would most likely result in your demise.

■ 06

SCOUT

Fast and fragile, these Guardians are experts at scouting new areas and alerting your team of potential enemies, traps, and other dangers. Use the Scout to spy on your enemies and plan your next moves.





■ 07

MECHANIC

Slower and built like a tank, this Guardian would rather have his machines do all the dirty work for him. The Mechanic is able to set up sentries, traps, and other gadgets, making this Guardian a menace to deal with without a Scout.

■ 08

SOLDIER

The Soldier is a well-balanced Guardian that aims to jump into fights and disrupt the enemy's senses. This is the only class of Guardian that is not an NFT. Use the Soldier to engage in close and mid-range battles with your enemies. Soldiers will be provided for free to new players who join the game.





FUTURE FEATURES

VIRTUAL WORLD

The Virtual World is a vibrant social experience for our players, accessible through their base hub, where they can create their own digital identity and showcase their assets, collectibles, and various achievements.

It is a distinct experience that links to the rest of the game through progression. Players will be able to earn additional items and features through the social world and be able to display trophies and items that are earned through competitions.

It will also provide opportunities to work with brands, integrate IP crossovers and potentially expand UGC to housing items.

PVE ADVENTURES

Embark on an exciting PvE adventure in the Nyan Heroes Adventure Mode. Playing solo or cooperatively with friends, you will encounter dangerous adversaries as you fight to regain control of the Nekovia frontier. A universe-rich story will complement these adventures and you'll be introduced to a cast of heroes and villains, each with their own motivations and perspectives of the world.

Completing main quests and side quests will offer another path to leveling up your characters and unlocking new abilities which can be used in our campaign, as well as in PvP Competitions. The further you progress in Adventure Mode, the greater your odds of finding weapons and loot to secure victory in future confrontations.

For new players, Adventure Mode will be a good way to learn game mechanics and learn about the deeper fiction of the Nekovian universe. However, be prepared as the difficulty increase will catch you off guard if you are unprepared!



NYAN HEROES PASS: GENESIS NYAN NFTS

The Nyan Heroes Pass is a collection of 11,111 of the last remaining Genesis Nyans in the fight for Nekovia. They are the last of their kind and, therefore, one-of-a-kind. Because of this uniqueness and scarcity, they will forever hold value in the Nyan Heroes ecosystem. Our Genesis NFTs are not just a PFP collection, but a symbol of support for the project and have a number of benefits:

- Access to NyanDAO, a community-based DAO initiative focused on growing the ecosystem while also offering its own unique DAO benefits to active community members.
- A limited edition unique PFP
- The right to create your own Genesis origin story
- Exclusive access to certain merchandise, apparel, physical toys/collectibles
- Staking: By staking your Genesis NFTs to participate in missions, you will get access to certain rewards like CATNIP or \$NYAN to participate in our token economy.
- Early access to beta tests.
- Early access to land presales.

DAO benefits include:

- Ability to make proposals to the game studio and have their proposals heard and thoughtfully addressed quarterly
- Participation in ecosystem growth activities and rewarded with DAO bounties
- Access to in-game items such as characters, cosmetics, loot boxes in return for DAO participation and engagement
- DAO Alpha Hunters provide access to notable whitelists of other NFT projects



[COMMON]



[UNCOMMON]



[RARE]



[ULTRA RARE]



[LEGENDARY]



Genesis Nyans will come in various rarities, ranging from common to legendary. The drop rates are as follows:

**46% - COMMON
29% - UNCOMMON
14% - RARE**

**7% - ULTRA RARE
4% - LEGENDARY**

Guardians are our in-game playable characters, with 8 different Guardian classes to choose from. The first collection of Guardians have been created and were rewarded to members of our NyanDAO that fulfilled certain engagement activity requirements, including governance proposal activities, expedition activities and length of time holding a Genesis Nyan.

Genesis Guardians will also have different rarities, ranging from common to legendary. For Genesis Nyan holders, the rarity of a minted Guardian will correspond to the rarity of the Nyans they hold.

Players who play our game using a Genesis Guardian will receive an increased amount of CATNIP and rewards for their activities. Free players who do not own a Guardian NFT will still receive CATNIP and other rewards for their activities but in lesser amounts. The amount of CATNIP and rewards that players receive will scale with the rarity of the Guardian. While we are still defining the specific reward rates for each Guardian class, we will be rewarding Genesis Guardian owners with a large stake in our incentives due to their early adoption. Free players will also receive rewards; however, they should expect to receive a substantially lower reward rate.

Free players are able to progress in the game and have the ability to eventually earn their way to minting a Guardian NFT, which will increase their reward rates. The standard Guardian NFT will not be treated equally with the Genesis Guardian NFTs, which will have the highest reward rates in the game.



MARKET PLACE

Using CATNIP, players will be able to buy or sell items through our open marketplace in the form of trading. This will form the foundation of our player-based economy. Players can trade a limitless amount of items including but not limited to:

- Guardians
- Nyans
- Weapons
- Cosmetic skins
- Guardian cores
- Nyan cores
- Weapon cores
- Guardian parts
- Weapon parts
- Raw materials
- Crafted items
- Consumables
- Buildings
- Decorative items

In addition to trading, players will have the ability to loan out items to other players in return for a share of the value earned by the borrowing player. These rental agreements will be in-game features, and the payouts will be automated, allowing individuals or groups with limited infrastructure or time to still be able to manage a large number of rentals simultaneously.



LAND

The entire metaverse in Nyan Heroes will be subdivided into subterranean land plots with a central genesis region surrounded by outer regions. Land plots closer to the central genesis region will be valued higher. Land plots on the outskirts and further from the central genesis will be valued lower.

Land, particularly central land, will have a limited supply in Nekovia. Once all land parcels have been distributed, there will be no more land available unless someone decides to sell their land plot. Owning a plot of land provides numerous benefits to the holder, as described below.



GUILDS

A small guild can be created by anyone. However, expanding that guild requires the Guild Master to purchase a plot of land. By doing so, not only does the total capacity of the guild increase but also the access of the guild to certain activities and events will increase. Guilds will typically gain access to additional quests, including time specific events, raids, and missions that would otherwise not be available.

Guilds will also be able to build various structures on their land, including marketplaces, job boards, shops, repair centers, and more. By having a large, active guild in a central part of Nekovia, your land will provide increased foot traffic for visitors who may wish to interact with your various stores or trading posts. The more traffic and interactions your guild receives, the more commissions you will receive overall, which will allow you to expand your guild further. If your guild owns the largest in-game marketplace in Nekovia, the rewards will be bountiful for you and your friends. In addition, the guild itself sets its own fees in our free, open-world marketplace.

YIELD GENERATION

As each parcel of land corresponds to an area of the map in our open-world game mode, various resources can be harvested passively as the game is played. These resources include items from mining, farming, harvesting, etc., but also include land-specific resources that cannot be obtained elsewhere.

ADVERTISING

Owning land in areas of high foot traffic in the game may also be used for advertising purposes if deemed appropriate according to the game's boundaries and guidelines. This includes advertising for in-game guilds and shops, as well as real-world clients and brands.



NYAN HEROES

TOKENOMICS



TOKENOMICS

In order to create a revolutionary AAA game title that leverages the benefits of the blockchain, we must also create a AAA in-game economy founded on reliable, sustainable tokenomics. We believe a strong tokenomics model should:

- Support secure, real-time transactions in the game
- Empower players to have full ownership and control of their digital goods and assets
- Protect the in-game economy and players from the volatility of market speculation
- Create real revenue opportunities for all gamers - free and invested
- Fairly reward and incentivize players based on their actual contribution to the ecosystem
- Be environmentally conscious and sustainable

Our goal is to provide a rich gaming experience that players enjoy deeply, regardless of their skill or investment. Similarly, our tokenomics goal is to create a digital economy for players that are seamless and easy to use, regardless of their knowledge of blockchain mechanics.

Solana was chosen as the base layer for our in-game economy due to its near-instantaneous transaction times, minimal fee structure, and, most importantly, its environmental sustainability. Solana is a carbon-neutral blockchain and can support all of Nyan Heroes' on-chain activities with minimal impact on our planet.

Below, we discuss our token model in greater detail, bear in mind that as our project develops, we will continue to update and optimize our protocol to best suit the needs of our community and product.



\$NYAN TOKEN

\$NYAN is our native token.

\$NYAN will serve as the ecosystem token for value accrual through the distribution of marketplace fees, mint fees and buying of the token on the open marketplace for treasury management. Through these mechanisms, \$NYAN is deflationary over time, where the velocity of deflation is directly correlated to network activity and marketplace transactions. \$NYAN will also serve as our governance token with staking mechanisms tied in.

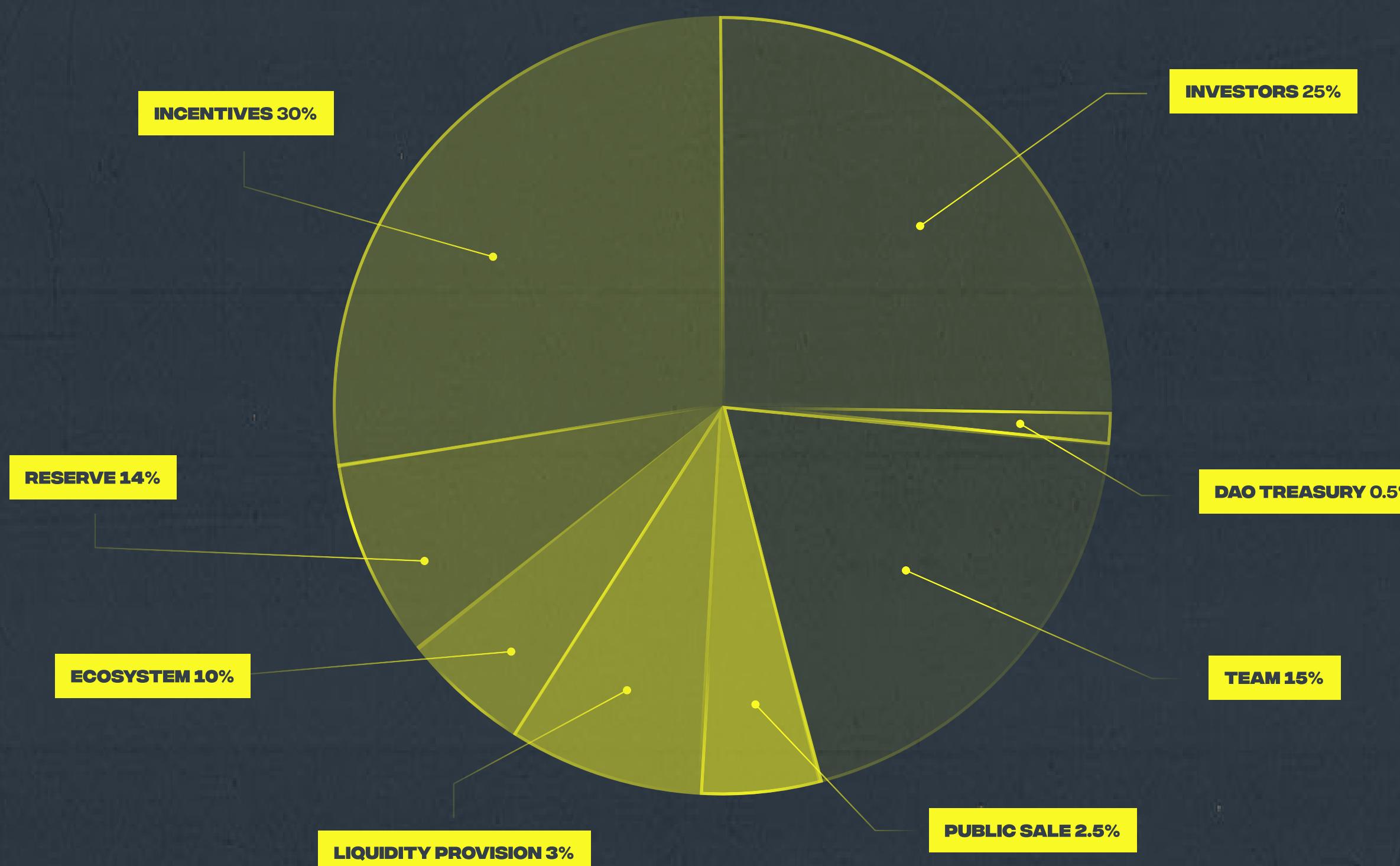
TICKER: \$NYAN

TOTAL SUPPLY: 1,000,000,000 [MAX]



\$NYAN TOKEN SUPPLY

\$NYAN token distribution



TOKEN DISTRIBUTION

Our tokenomics distribution remains robust in order to be able to serve our studio's long term ambitions. As a living document, we are continuously updating our models to reflect the current needs of the project. Whilst some things have shifted, the core dedication to our community via the rewards have not changed. In order to serve additional liquidity needs and as a commitment to the long term confidence of the team, we have decreased the amount of team token allocation from 20% to 15%.



INVESTORS

Funding from early investors enabled us to kickstart the Nyan Heroes Project and start scaling the team needed to build the game. With the capital raised from angel, seed, and private investors, we hired programmers, developers, artists, writers, project managers, operation leads, and more to speed up development.

ANGEL: 50, 000, 000 @ \$0.01

Vesting Schedule: TGE 5% over 2 weeks > 1yr. lock >
95% over 2yr. weekly

SEED: 100, 000, 000 @ \$0.02

Vesting Schedule: TGE 5% over 2 weeks > 1yr. lock >
95% over 2yr. weekly

PRIVATE 1: 25, 000, 000 @ \$0.06

Vesting Schedule: TGE 5% over 2 weeks > 1yr. lock >
95% over 1.5yr. weekly

PRIVATE 2: 75, 000, 000 @ \$0.10

Vesting Schedule: TGE 5% over 2 weeks > 1yr. lock >
95% over 1yr. weekly



TEAM **150, 000, 000**

The team token allocation recognizes the efforts of the team.

Vesting Schedule: 1-year cliff from TGE, 4 years (total 48 months)

PUBLIC SALE / IDO **25, 000, 000**

The public sale of 25,000,000 tokens in a sale to achieve true price discovery for the token.

ECOSYSTEM **100, 000, 000**

The ecosystem goes into supporting builders, developers, and partners who help to build up the Nyan Heroes ecosystem.

Tokens will be allocated on an as-required basis.

DAO TREASURY **5, 000, 000**

This reserve is allocated for NyanDAO community airdrop to be released at a future date. Stay tuned for updates on when this airdrop will be released!



RESERVE

140, 000, 000

The reserve acts as a pool for the studio to tap into as required. These could be further used to support any one of the other token pools. It is important to keep a healthy reserve for unexpected market conditions, additional development costs or scaling operations.

REWARDS

300, 000, 000

The incentives pool supports key groups of players and stakes. Player rewards are paid out to players for completing in-game activities. The pool will initially support play-to-earn activities but we expect to transition to a sustainable tokenomic model where inflows from game revenue balance out outflows from play-to-earn activities.

Staking rewards are paid to stakers who stake their \$NYAN to access governance rights and other in-game utilities.

LIQUIDITY

30, 000, 000

Liquidity provision aims to stabilize the supply of \$NYAN tokens in the secondary market. 30,000,000 tokens will be allocated to liquidity provision on exchanges, ensuring there is enough liquidity to maintain a tight bid/spread with depth of volume, and also to minimize large cross-exchange arbitrage situations.



CATNIP

CATNIP is the in-game premium currency used to purchase in-game items and earned as rewards from playing the game.

We believe in the value of a stable currency to provide a medium of exchange and for in-game rewards. By doing this, we can effectively remove incentives from non-players to affect currency prices via speculation which is not good for the health of the game economy.

As markets shift, we need to remain flexible and adapt our own model to drive the long term sustainability of the project.

CATNIP is not an on-chain token, but is instead a virtual game currency. CATNIP does however have a fixed value which is directly redeemable through the studio - in much the same way that Robux can be redeemed for value from Roblox.

CATNIP redemptions will remain fully collateralized by our own studio treasury

• • •

USES OF CATNIP INCLUDE

- Premium purchases of skins, loot boxes, account boosts
- Marketplace purchases and trading
- Medium of exchange for UGC experiences and/or sales
- Faster unlocking of characters, gears, mods
- High stakes competition entry fees and rewards

• • •

• • •



ROADMAP





Max Fu is the Chief Executive Officer and Co-Founder of Nyan Heroes and has a successful track record building brands and communities across digital media, web3, and gaming spaces. In 2021, Max formed the company with digital marketing executive and lifestyle influencer Wendy "Wengie" Huang, who serves as CMO.

In his CEO role, Max has taken the fledgling company to their next phase, having secured \$10 million in seed funding from reputable global investors to accelerate the development of *Nyan Heroes* while growing the team on a global scale with best-in-class talent and a network of strategic partnerships. **His vision for their ambitious project aims to challenge public perception of what web3 gaming can be, with a F2P play-to-earn battle royale/third-person action shooter that stands on its own with AAA-quality gameplay, visual fidelity, and balanced competitive multi-player experiences.

Prior to *Nyan Heroes*, he served as the COO of Unicorn Pop and collaborated with some of the world's largest companies: Google, Netflix, and Samsung. Max oversaw operations, strategy, and product development and led multiple teams to execute at a high level. During his tenure, he built digital communities from the ground up, which have grown to 30 million members to date across various platforms, including the YouTube channel which was ranked fastest growing and the most subscribed in Australia in 2019. Before following his passion in the burgeoning technology sector, he went to school to be a surgeon by earning his Bachelor's Degrees in both Medicine and Surgery, where he became the youngest surgical trainee in at the time.

MAX FU

[CO-FOUNDER + CEO]



An early adopter of blockchain tech, Max is a web3 native, with five years of experience in the blockchain space as an investor and analyst focusing on infrastructure, scaling solutions, and DeFi. He has built a studio composed of both heavy hitters in the web3 space and veteran game developers from AAA studios including Sony PlayStation, Ubisoft, and Bioware.

Max, 36, earned his medical degree at University of New South Wales, Australia's leading research and teaching institution. He is based in Singapore where he cohabitates with his four cats. In his free time, he continues his work with animal rescue organizations like Best Friends Society. Max supports and regularly donates to Vivita Singapore, a creativity accelerator for kids, and partnered with the organization to create a Roblox Game Development Competition, where youths get to engage with elements of game design and compete for the best game. Max engages in friendly competition himself while playing his favorite MMOs and first-person shooters. Beyond gaming, Max enjoys tennis and satisfies his love of food with local cuisine.



John Walsh is the Development Director of Nyan Heroes and a seasoned industry veteran with over 20 years of experience in the video game industry. He has a passion for video games that started at a young age and has given him the opportunity to live and work in six different countries, including the UK, Denmark, Spain, Germany, Belarus, and France. This enabled John to gain a global perspective and unparalleled expertise in the field.

JOHN WALSH

[DEVELOPMENT DIRECTOR]



As Development Director of Nyan Heroes, John applies his unique perspective and hands-on approach to game development, working closely with the design, engineering, art, and audio teams to ensure the best possible gaming experience for players. He has made significant contributions to the industry, having worked on titles such as Microsoft Flight Simulator, World of Tanks, Championship Manager, Samurai Jack: The Amulet of Time, and Rocky.

In his spare time, John enjoys spending time with his three sons and his canine companion. He's also passionate about knife throwing and draws inspiration from his colleagues and friends.



Gideon Gyabaah is the Technical Director of Nyan Heroes, bringing over 12 years of industry experience and a passion for programming to the Web3 gaming space. As the leader of the studio's global engineering team, he is dedicated to delivering an AAA-quality battle royale experience that meets both player expectations and the creative vision of Nyan Heroes.

GIDEON GYABAAB

[GAME TECHNICAL DIRECTOR]



He has made notable contributions to popular franchises such as Saints Row: The Third, Metro: Last Light, and Tom Clancy's Rainbow Six Siege, and has even established his own game development office in the Ivory Coast to promote and support African developers.

Inspired by the works of renowned game developers like Tim Sweeney and Shigeru Miyamoto. When he is not working on Nyan Heroes, he enjoys spending time with his family, watching sports, and traveling.



Niles Sankey has over 20 years of experience in the game design industry, having worked at eight studios, shipped nine titles, and founded two independent game development studios. Currently, he is the Design Director of Nyan Heroes

After earning his degree in Computer Systems Engineering, Niles has held various titles during his career in the gaming industry, including Experience Director, Design Lead, Environment Art Lead, Director of Technology, and Studio Director.

NILES SANKEY

[DESIGN DIRECTOR]



He has shipped multiple games for the Halo and Destiny franchises and has led the development of two Bungie game reveals for E3. Niles takes pride in finding the most efficient solutions to difficult problems and has independently shipped games on all major consoles. Additionally, he holds the record for the fastest certification on the PlayStation4, having certified a game in less than 24 hours. Out of all his roles, Niles' favorite is building and leading small teams of developers. He believes that the most satisfying job in the world is empowering the team around him to succeed.



NYAN
HEROES



JOIN THE
NYAN ARMY

▪ + END OF TRANSMISSION + + ▪