Clementine's Nightmare meet the founders AMA

TEAM INTRODUCTION:

Norman (Clem) – Founder and lead visionary of the project

Josh (Quest):

- Developer in open-source space for 25 years
- Lead developer at Coinbase for about 4 and a half years
- Got into the blockchain in about 2009

Petrolad (Sean & Alan):

- Been around for 18 years
- Been in the gaming space for about 25 years
- Launched some of the biggest titles in the world
- Branding for the Dark Soul series, Call of Duty series, and Assassins Creed

Alex

- Lead Writer

Jonathan

- Block Chain lawyer for 5 years

Background look and feel:

In the universe that we are creating Clementine is a 15-year-old girl and an artist. She draws her nightmares and dreams which are manifested from the world around her, for example, the butcher which she sees at the supermarket is Jack Carver.

We come from the POV of, is this something I want to keep and play with and have on my wall and keep and collect and be passionate about. So it's not just a flash in the pan character that has to just serve an ability, the characters we are creating are really meant to touch an emotional touchpoint in Clementine's life and experience. So that's why you have seen this slow rollout in these characters because each has taken a very long time to develop.

QUESTION: What inspired the team to create this game?

ANSWER:

Josh - I've been a gamer since I was a little kid. I literally got my first Atari when I was 2 and playing video games my whole life. I've played Magic: The Gathering since I was 14. I've played Doda and League of Legends. All the MMO. Final Fantasy. Most of the RPG and strategy games out there and I always wanted to create something new. A game that hadn't been done before. So this was an opportunity to take all those mechanics from all of those games that I love and build something that is a little more action-packed, you know, in the TCG genre. But is a lot more action-based.

Shean- It's been a major process getting the game to where it's at now. We started at a card game-based spot and felt it isn't working the way we want to get to where we wanted to get. We kept building new games, iterating on them. Figuring out what worked and what did work. And it ended up in a spot where the card game is only about 30 percent of the game itself. The rest of the game is much more action-oriented.

Shean- Yes we are going multiplayer. We want the community to play with and against each other. So there is coop multiplayer so that the users play with their friends and level up their characters and have elements of all these games in the past, but a way that provides much more action, especially for mobile. There are cards, there are characters and there is multiplayer, but how those all weave together, I can just tell you there is going to be more action in this than any other strategy game you've played. It will border on an action game more than a card game. Not a game feels like any other game.

QUESTION: Is it free to play?

ANSWER: It is completely free to play.

QUESTION: What do the factions entail?

ANSWER:
Sean- The factions will play a big part in the game itself. There will be different heroes from each faction. Each specializes in each area. It makes them a little bit better at certain things. The rebels better with weapons and at hand to hand combat. The beasts are much more ferocious, they can go berserk. So different mechanics. Slightly different mechanics that really add to the gameplay. Not to the point where they make them crazy better than anyone else. Just in a way that it feels different when playing a rebel or beast or nightmare. You actually feel like you are playing a nightmare character because they specialize in this very specific part of the game. We wanted to carry the story into that gameplay, as well.
Alan- We want to bring them to life, we want the lighting to be reflected, we want the environment that moves around them to be reflected. Each one brings on a different tone, a different feeling, a different emotion. So those factions we want them to be personality-based, as well. Not just from a mechanic POV but also the way you fall in love with video characters.

QUESTION: How do you plan to stand out from other Gaming NFT's?

ANSWER:
Josh- I love that question. I'm with him 100 percent. I think that most of the games building mostly on the blockchain will fail. The blockchain is not ready for a high-performance game without the high cost and slow performance. Just not a very good experience.   The key thing blockchain gives is an economical aspect. The owning of the characters, the trading of the characters, the open markets, open economies of the characters, and the universes items. Enabling the trade. Trading the character you spent 6 months leveling and you don't play the game anymore. I'm going to sell my NFT, being able to do that on the chain of your choice, but we are working with the user to make a compelling game first. I'm not building a blockchain. I'm building a game with a bunch of talented people so that we can build an epic game. Those games' assets can be traded and upgraded on the blockchain for those who want to go and do that. So if a 12-year-old picks up their phone and downloads the app, there is no blockchain they are thinking about. Not trying to sell them on ETH because he's downloading a game. I'm showing him a killer game. Then he is going to level up and

then notice another character that he didn't see before. And he's going to be like wait where did he come from. And then notice a way to export his character out of the game. Now they have a reason to look at blockchain. Not because of a buzzword or I told him he was going to make a lot of money. He's going because that's where the characters are. That's where they can go buy the coolest new items. They don't care about blockchain this or that. But facilitates a better user experience. It powers the user and their items. So the game and equipment and trading and eco are two different halves to a very important whole. Free to play, so you have to be able to download and use it.   For the pro users, you have the blockchain and all the features that you want to. And you can monetize. Play to earn. And do all these other advanced things and the gamers are going to discover those. And they will be like, wait, you are getting paid to play this game. And that's how we grow block chain. Through use case. Through real UX. Through thought process of how the game is actually going to work. And how the user is going to interact with that game. Not in some Utopia, we think it's going to work. It needs to work with the user who is playing right now.

Norman- Absolutely and that audience is pretty large. You get mobile consoles of the largest console in the universe. 3.6 billion people in the world own a smartphone. 1.7 billion play video games on their smartphone. The largest gaming console in the world. We can't forget how that works and the dynamics of how that works. It's something that we've thought about day and night on how to integrate the two.

QUESTION: How do you plan to add and sustain value to the NFT's?

ANSWER:
Norman - As an NFT collector myself, I understand the NFT community and how it works. Everyone wants extreme value and wants to be the next blue chip. So, we also focused on utility. I think on the utility side there will be a lot of value. Also, we are looking to add things to the universe that will add benefit and more value to the actual NFTs themselves.

Josh- On the NFT's side, one big difference especially with the genesis collection and second collection is that we aren't putting out 10,000 Clementine characters.   There is going to be 500 Clementine ever on that genesis collection. There are going to be only 500 NFT's of each character.

QUESTION: What do we hope to deliver to give the NFT gaming community as a take-away from Clementine's Nightmare as a project and a game?

ANSWER:
Josh-What we want to deliver is just a really fun game. You get into the other NFT gaming space and there's not much out there that I would consider very fun. What I really want is for you to come into our world and say, oh my god, this compares to the League of Legends, Call of Duty, something that you really want to come and play because it's an amazing game and the NFTs really just add on to that experience. It's really just evolving the space and elevating the brand itself.

Alan- And really just creating something relatable by the way you guys have reacted to the characters that we've created so far and you know Clementine being so real, that's really really important to us. We will continue to take that feedback to heart and read it all

because it's important. Games that we see that have maybe come to this space understandably as a financial play, that's definitely not what we are doing because those things are short-lived. We really want this to be something you relate to and you think about when you aren't playing and that comes down to storytelling. That comes down to that warm feeling when you are engaging with the product and that's what we are working on developing. It's key when we think about that. About how NFT experiences, as well. That takes a lot of work and development on our part and to Josh's point, we want that to be special, as well.

QUESTION: Who creates the art in general?

ANSWER: The art comes from more than one person. The input, the design, comes from over 30-40 individuals, adjusting and listening to the community and our personal expectations. But we want to keep listening to your ideas. Your feedback. When we see amazing work, we want to work with those passionate people. So, talent is a driving force towards the vision. This has been a 4-year passion project. Something we believe in! That's how we developed the faction process, it's through our passion and NO marketing. From day one we wanted this to be about the game and not the team. That's why we waited till now to dox ourselves.

QUESTION: How does this project make you guys feel?
ANSWER:

Josh- I couldn't be more excited to be perfectly honest. When Norman came at me and said we are going to try and get this project out there in a real way now and he came back with, we hadn't talked in a few months. We are getting the team back together. WE worked way too hard and since then we had 10,000 people in a discord before we had a website. I've never seen that. I've never seen people doing their talent show and hearing voices all around the world without spending a single marketing dollar, putting up a website. Just putting up the stuff we've been working on with our hearts for the past 3-4 years, now. That's amazing to me. And the reception was all organic. Seeing that put a huge fire under all of us. We are talking every day, all day, what do we do tomorrow? Everything is so exciting. A lot is due to the amazing art direction from the Petrolad side. Alan and Sean. Sean on the character design never ceases to amaze me.

Norman- Just to jump on that, we've been through a lot in the last 4 years. It hasn't all been sunshine and rainbows. There has been a lot we've been through, but I think it happened for a reason. It leads us to this point. I remember calling Alan and going to dinner and saying, I think the time is now to really drive this project to where it needs to go. Timing had a lot to do with it. We went through a lot of variations of the assets themselves, but we also matured with it. We got to see the NFT industry evolve over the last year and a half, the gamin side evolves and we get to see where to set the bar. So that's kind of where we are at today.

Sean- I can't take credit for all the character ideas. I may come up with what they should look like and what they do, how to bring them to like, but Alan and an amazing team of artists really bring it to the elevated space. Beyond what I could do myself. There isn't a

team of 3D artists and illustrators to bring it to where it's at. And that's where we get our AAA quality and really want to bring that to the game itself.

Alan- The stuff you guys have seen has been touched by 30-40 of us over the past few years. Don't underestimate what Norman was saying there, the power that you guys have. We've been in the gaming business for 25 years and the power of the voice of the gamer, your opinion, you guys being here tonight, man, you have so much influence on the way this industry is going to evolve. The questions of everybody and their brother coming to this space and what makes a good game and why are you doing this. Your voices now are so much easily heard. 10 years ago that wasn't the case. You didn't have as much power. That community journey for us is going to be huge. We want to keep that community engagement high with you and keep listening and keep listening to your ideas. And we're tonally sticking that cord. One of you guys as fans made a video a couple of days ago, a Danny Eflman soundtrack, which Danny is a big inspiration for all of us. He's able to convey mood through his soundtracks.
We emphasize in Josh in talking about the mechanics and how their voices matter to us.

QUESTION: What is our WHY?

ANSWER:

Josh- I've been wanting to do a game forever. I've been wanting to bring more people into blockchain for the last decade and see a perfect way to do both. To be able to work on this amazing, creative story that really matches my kind of horror-filled heart and to also be able to work with a bunch of talented people to change the world and allow for this new generation being able to be introduced to blockchain technologies. These allow a lot better owner ability of your items and the economies that come with that. Sovereignty and pure cash and digital money, as well as, NFTs, I'm interested in a lot of different blockchain things like gaming, money, and identity, but the one thing that needs to happen for someone to experience that blockchain advantage is that they need to know it exists and need to use it. So, if they can come into a game and start trading their NFTs, they may not know there is a blockchain, but it's gotten them through that door. Now it is increasing our economy and enabling actual benefits to the users, it's not just a buzzword, that's what I wanted to build. After onboarding so many millions of people at Coinbase, it's time for me to onboard the next 25-30 million people a different way. I'm really happy with all the things and systems I got to build at Coinbase, but that's not as exciting as the next 100 million we can bring in through the door through gaming. A good storyline, new mechanics, the right interrogations with the blockchain that isn't friction, but the benefit are how we are going to get the gamers there is how we are going to build this ecosystem. I want to see 15-20 percent using the blockchain and not 2 percent.

The why for me is I think the way you get people interested in blockchain is through this kind of medium. Gaming, is something artistic that can resonate with people. This is being built not as a blockchain first. It's gaming first. Narrative and art first, which I believe will make the difference. But you get all those amazing benefits from blockchain. The ownership, the ability to continue to build on top of assets, they aren't in a closed environment. We don't even know what we will be able to do in NFTs 5-10 years from now.

That's the way for me, we aren't exactly sure what the future will hold and the community will be part of that every step of the way.

Jonathon-For me it's telling stories in new mediums that are also interactive and doing these new things with these people. Doing new scary things with people that you trust. We are all each other's audience until it gets to you guys. Will you really care what we all think? We all bring exciting stuff to the table. So for me, it's super exciting. That's my why

Sean- For me, I've been a gamer all my life. My World of Warcraft account says I played for 3 years straight at one point. Being a gamer, really being able to bring a lot of my ideas and characters to life. I've created random games here and there, but this right now is kind of an avenue to take it to the next level. Integrate the blockchain, my second passion. Do it in a way it's gaming first, but do it to advance the blockchain.

Alan- I guess I will go last. Petrolad and I really wanted to make something my wife and daughter would have fun playing together, which is rare. Second is what Petrolad does is we're able to represent and create the face of a lot of these great games that they hire us to do the branding and marketing for and in our travels around the world and working with developers in Japan, China, Germany, and Stockholm. You see the work and sometimes that's the one thing in a kid's life or young gamer's life. The box on the wall, the screen saver, the tailer they've watched 100 times. That experience may be the only positive thing in their life. That's important for us from the Petrolad POV to create something like that. The expertise of Norman and Josh and everyone on this call, it's nothing if we don't create something that we feel we want to share with everybody and not just a small audience because it's too violent or too dark. Great stories can be shared with everyone. So for us, how do we tell a great story and create that next thing, which seems like Clementine is doing by the way you are reacting. The way that you're reacting to her and her story and the fact that it's called a nightmare, that's so incredibly rewarding. I think that's the Petrolad right now is what a privilege to be able to do that and have you guys respond so well.

Norman- My why is along the lines of everyone else. I think more so I want to make history. I would love to just make history and disrupt the gaming market. Other than that it's an ultimate goal for me to actually see something that other people are playing or talking about and knowing I had a part of creating that. And potentially my kids and their friends playing the game and maybe hear a whisper like, yeah, my dad created that. We want these huge achievements in this life and that's what we stand for. The reason we created pixelated ink is to create that why. And also, do what we wanted to do. To be able to create without boundaries and I think we did that. And of course my mother, I'd love for her to be proud of me for once :) HAHAHA
Thank you, everyone