



YOUR WORST NIGHTMARES TOKENISED

BITE PAPER



2022/2023

WHAT IS FEAR?



OUR MISSION

Horror entertainment has a massive cult following both for gaming and film.

FEAR is tapping into this passionate fan base by **taking horror into the future with blockchain**, building a game-changing platform that will see horror fans, gamers and creatives come together in one platform. In essence, becoming the decentralized **Steam** and **Netflix** of the horror world.

We strive to propel horror entertainment globally, by empowering talented developers, directors, and creatives to produce and publish premium uncensored horror content.

Using the FEAR token and digital assets, we allow creatives to tokenize and profit off their nightmares and give fans far more influence over what digital horror entertainment they want to see created.

All the content on our platform can be consumed and owned using the **FEAR token**.



GAMING AND HORROR INDUSTRY

At FEAR we are focusing on onboarding retail horror gamers and film fans by developing a **frictionless blockchain platform** that requires **zero crypto knowledge** to engage with horror entertainment.

The global gaming market was valued at **USD 214 Billion in 2021** and will achieve a market size of **USD 244 Billion** by 2026. Horror is the **most watched category of gaming** in the world across both YouTube and Twitch. And the horror film industry itself is projected to grow at a CAGR of 5.5% from 2022 to 2030.

Independent game is a genre-driven digital platform to deliver their nightmares to fans without compromising on their creativity.

FEAR has an in-house development team with a proven track record for producing viral and highly consumed shocking gaming content. We intend to kick start our platform with our own content while opening it up to millions of creators and fans alike to ignite a potent and dark ecosystem!

TOKENOMICS



DUAL TOKEN SYSTEM

FEAR is building an **independent, censor-resistant** horror platform for both our own in-house game dev team and for independent horror game developers and filmmakers.

The protocol is powered by both the **FEAR token** and the **BLOOD token**.



FEAR TOKEN

The **FEAR token** allows consumers to purchase games, films, animations, premium NFTs and our loyalty token **BLOOD** in the horror ecosystem. All purchases made using the **FEAR token** are sent to the **FEAR DAO Treasury** where FEAR holders vote on token burns, sell-offs, staking rewards, or continual lock.

The **FEAR token** can only be earned through sustainable in-game mechanisms such as leaderboards, esports, and lucky drops. All farming-type mechanisms are only rewarded in **BLOOD**.

This will lead to the **deflation** of the available supply of **FEAR** and therefore a smaller circulating supply and a scarcer token.

FEAR will offer a **staking** farm for the token where you can earn an attractive yield but more importantly stakers will be rewarded with a portion of the FEAR DAO Treasury annually.

Product placement and advertising partners will pay the ecosystem with **FEAR tokens**.

Free entertainment may include advertisements, these can only be removed by spending **FEAR**.



BLOOD

BLOOD will act as the platform's loyalty token, which can be spent globally throughout the FEAR ecosystem. It is **illiquid**, meaning it cannot be bought and sold on a public market.

BLOOD can be earned through consistently achieving goals within the ecosystem, such as daily missions in various games.

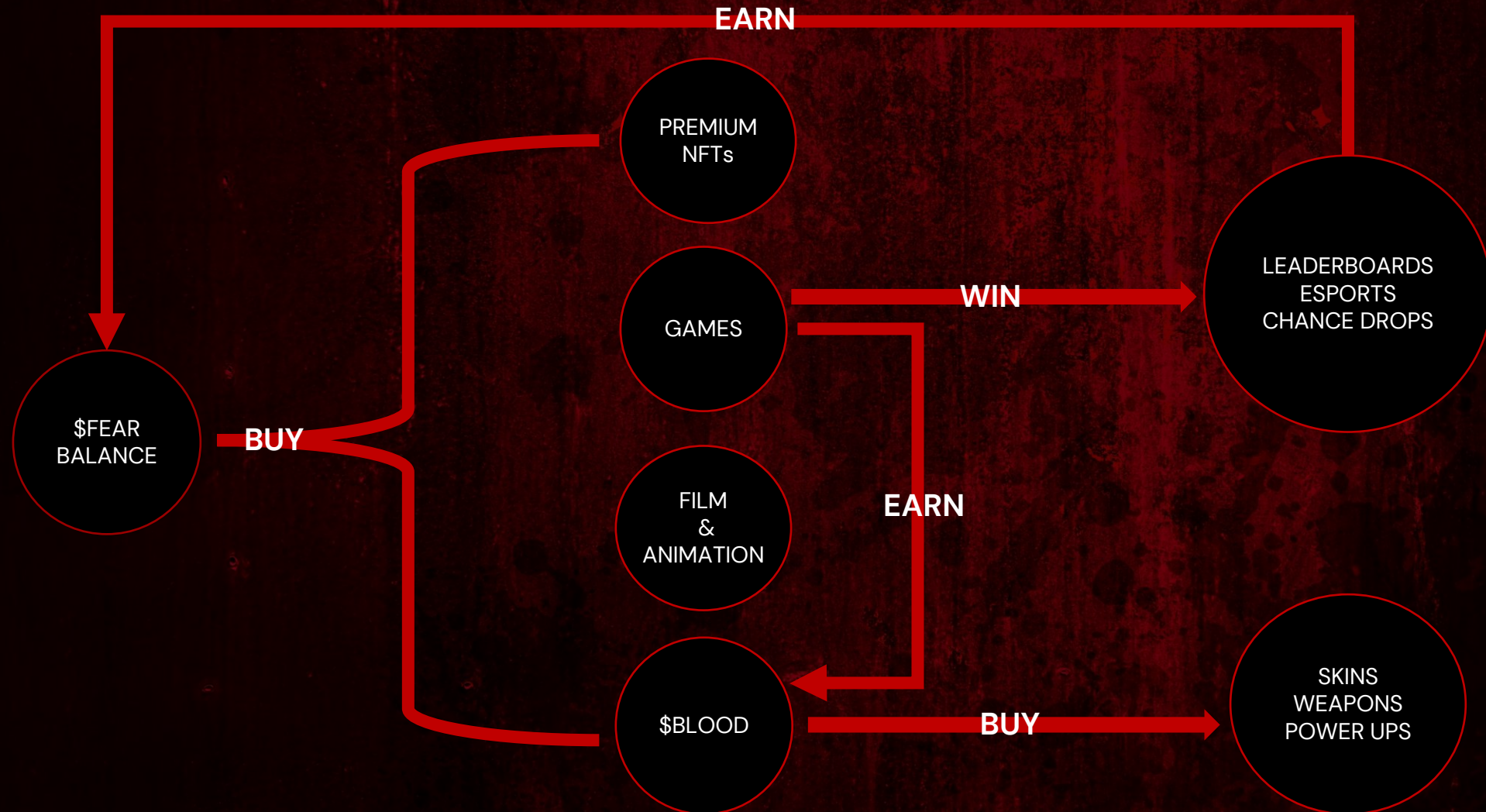
BLOOD can be purchased with the **FEAR token** via our platform.

Once acquired **BLOOD** can be used to purchase in game and film **digital assets**.



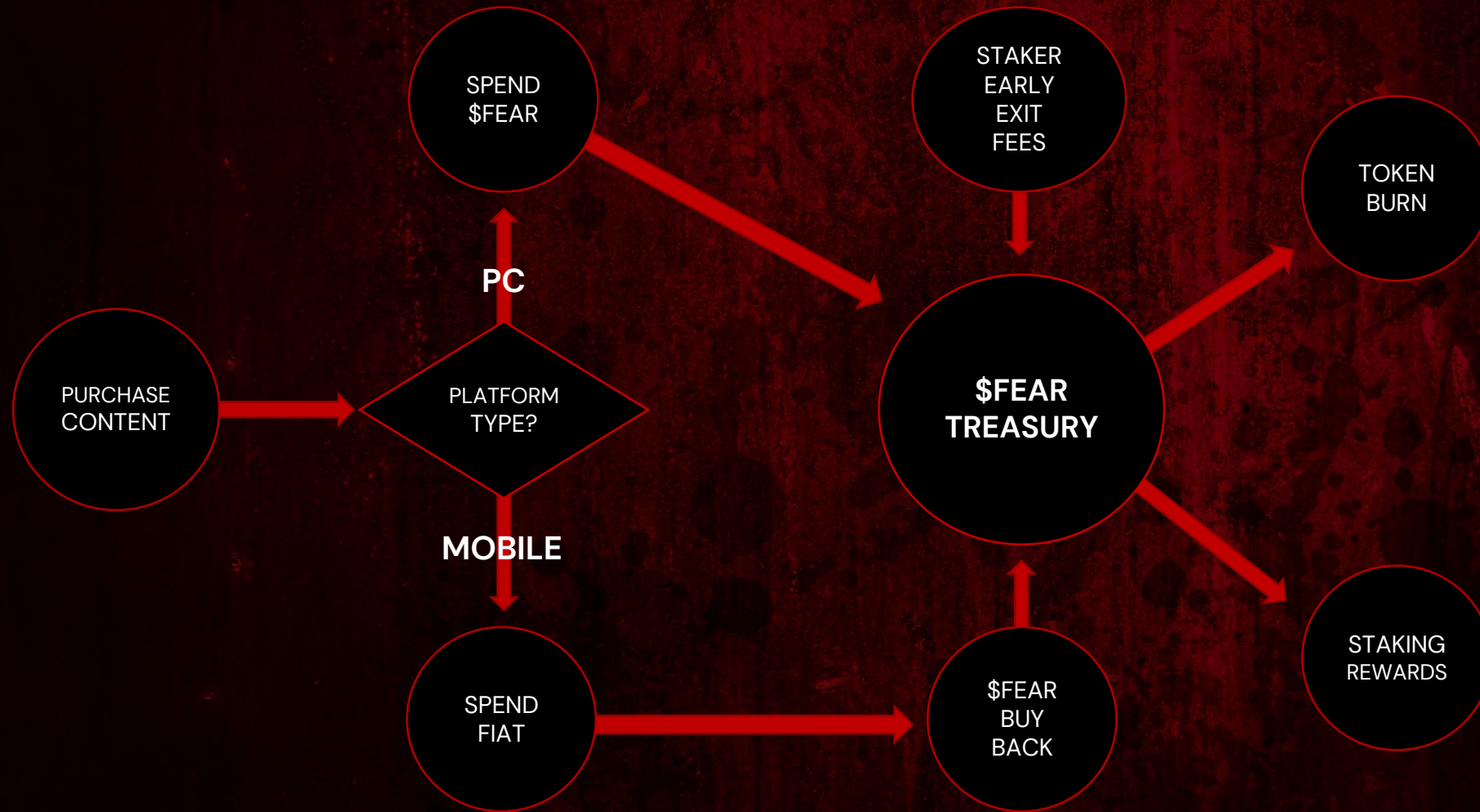


TOKEN FLOW





REVENUE FLOW



FEAR PLATFORM FEATURES



HORROR HUB

The FEAR Team is building a cross-platform application named “**The Horror Hub**” which will be available initially on Windows/MAC but further on mobile. The Horror Hub is designed to achieve several goals including...



A platform built on the best of blockchain technology but one that requires **zero crypto knowledge** to utilize



An **independent platform** that can be used by Game Developers and Filmmakers to publish quality horror content including but not limited to Games, Animations, and Films



Fund and develop quality community-picked gaming and film ideas through the **FEAR DAO Treasury** further expanding the FEAR Ecosystem



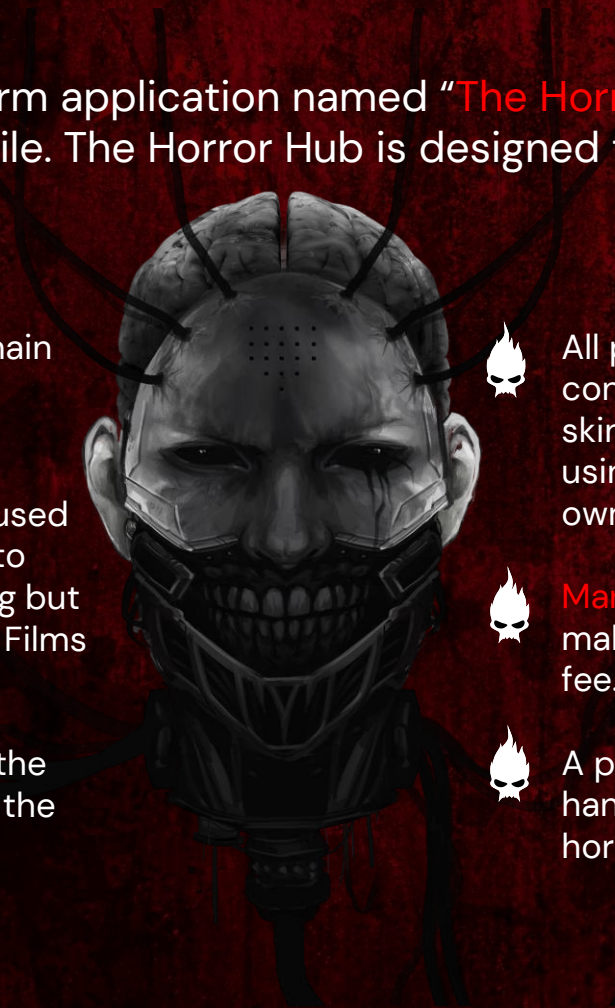
All premium content inc. high end NFTs can be consumed and owned using **FEAR**. In game skins and other small items can be purchased using **BLOOD**. Both offer decentralized ownership of content.



Marketplace for all NFTs that span both film making and gaming, which will include a 6.66% fee.



A place for a **cult horror community** to hangout and share like-minded ideas on horror in both the gaming and film industry



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FEAR WALLET

The FEAR Wallet is a **cross-platform blockchain wallet** supporting Web, Desktop, and eventually mobile.

A Hybrid Self Custodial Wallet that requires **no blockchain knowledge to use**, it enables an **easy experience** by utilizing several key pieces of technology including...



Social Media Login – use your google account to login to your wallet



Gasless Transactions – all transactions including purchases and ownership of NFTs require zero GAS on the user's behalf



Credit Card/Bank Transfer Purchases – purchase the FEAR token using your credit card or a bank transfer in order to consume our premium horror content



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STAKING MUTATED

Staking of FEAR is **Mutating** from our existing Staking farms to focus on low inflationary REAL YIELD rewards based on our platform's success.

Mutated Staking seeks to align the interests of both our Gamers and our Passive FEAR Holders by offering a low token inflation yield bolstered by a real yield top up derived from content purchases made on the FEAR Platform.

Two Staking Farms will be launched namely the “**The Crypt**” and “**The Tomb**”

The Crypt



10% APR yield + Annual Treasury Rewards



No minimum locking period



Unstaking period of one month (25% of tokens each week)



Instant Release option with 50% burn fee

The Tomb



20–50% APR yield + Annual Treasury Rewards



1–4 Years locking period



Unclaimable Rewards until period ends



Instant Release option with 50% burn fee



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EXISTING PRODUCTS



ARAYA

Try to **SURVIVE to EARN** in a spine-tingling horror adventure game!

Available for Windows and MAC, explorers play through a compelling haunted story set inside an abandoned Thai Hospital.

Complete all ten in chapters to uncover the horrifying mystery of a missing girl. Evade the ghosts for a chance to Earn FEAR tokens.

Replay the story through and compete in the **Leaderboards of Death** vs other gamers!



4 Whack It Games in One including the infamous Whack the Serial Killer. The blood soaked animated series has accrued over **600 million views**, interactions and plays.



There is only one way these highly original and animated point and click games can be purchased – via the **FEAR token** inside the Horror Hub!



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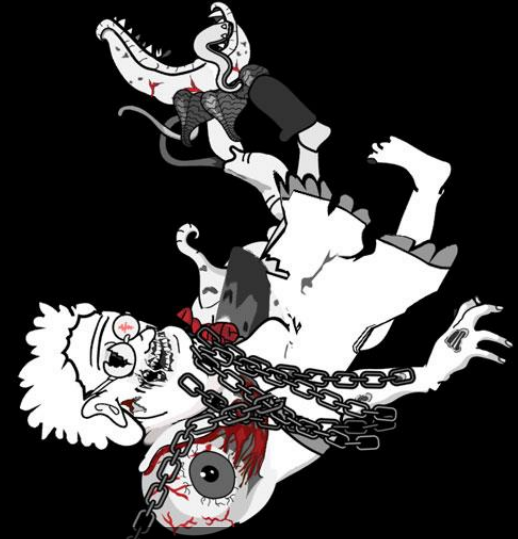
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WATCH!
GAMING WITH
KEV

WHACK + GRANNY

YOUR UNDEAD NEIGHBOUR



A free to play game with awesome character NFT skins you can unlock and purchase.
100% more content is being added to our original VIRAL blockchain game!

- Ad revenue drives reward pool for gamers
- NFT character skins sold in FEAR token
- Ad removal via FEAR token payment
- Million strong user base for Horror Hub



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PRODUCTS IN DEVELOPMENT



BLOOD REALMS

As part of our in-house game catalogue, we are building a 3D horror world known as “**Blood Realms**”.

Played from a 3rd person view, the environment and story revolve around our flagship in-game asset the “**FEAR Wolf**” which takes the form of a mysterious dire wolf race tasked with the burden of saving humanity from an ancient evil.



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THE CRYPT

An evil idle farming game where you're forced to do the Devil's work to spare yourself from a life of torment in hell.

For this sparing, you must go about enslaving other humans throughout different worlds by building devious Crypts. Each Crypt contains a multitude of fiendish torture devices.



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WHACK THE DEMON

Whack It games most anticipated title of the series yet is ready to shock its multi million fan base as the masochist family square off against pure evil in many forms!

Over 30 unique demons to face

Over 100 different kill scenarios

Multi layered replay-ability scenarios

NFT Skins for Heroes and Demons

Hidden FEAR Token prizes

Ad revenue drives reward pool



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FEAR ? SHOW

Coming to the Horror Hub is an interactive animation series like no other.
FEAR Wolf Holders will gain exclusive early access to the episodes.

Watch, laugh, cry, and cringe as some well-known names both in and out of
the blockchain industry feature on the Couch of Cringe interrogated by none
other than the famous **FEAR** ????





FEAR is about to disrupt the film industry with NFT driven, edgy horror shorts and feature length films via our own streaming platform!

Ushering in a new model for independent film funding FEAR plans to support talented film directors and incubate frighteningly fresh theatrical content.

FEAR have signed an **exclusive deal** with The **London Horror Society** that has extensive experience in launching indie horror content.

An announcement with further details on how the partnership will work between the two projects will be made in the coming weeks!

