

LOYALTY

AN NFT MAFIA GAME

by



STORY PITCH

**The head of a failing crime syndicate announces he will retire.
He wishes to divide his businesses between his children
according to their honour and loyalty.**

**But, before his wishes can be carried out,
he is gruesomely assassinated.**

**The children accuse each other of murdering their father, and all hell breaks loose.
Each member of the family takes their loyal soldiers
and seizes what they can: territories, weapons, money, properties.
This is a family at war.**

**You are the eldest son. Your goal is to unite and rebuild you father's empire,
bring the family back together, and defend the code of honour that made your father great.**

**Ranged against you are your brothers, sisters and mother.
Who has the most power?
Who commands the most loyalty?
Who can you trust?**

THEME

**Ruthless ambition
leads to its own destruction**

SAMPLE STORY SEQUENCES

THE FOREIGN BOSS

A foreign gangster invades part of the city.
For a short time, the family is united against the invader.
Then the family members go back to fighting each other.

HUNTED CONSIGLIERE

Rumour has it that, before he died, the head of the family confided
to his lawyer and named who was to be his successor.
But where is the lawyer...?

COP BROTHER

The new chief of police turns out to be a long-lost brother or sister,
who ran away from home when they were young.
For the player, this is a dilemma – because family is family.

WHO KILLED FATHER?

The family unites in trying to track down who killed their father.
Whether they succeed or not, the end result is the same:
the family war escalates once more.

SAMPLE CHARACTER BACKGROUNDS

THE PLAYER (MALE/FEMALE)

Tough, hard working and ambitious. He loves his family, but boy are they trouble!

Always passionate about trust and loyalty and honour - but there is one family member who deserves to die: the one who killed his father!

LIFE PHILOSOPHY

"My family is my life. Nothing else matters."

Always prioritizes his family over anything else. Loyalty is what counts most in all things. When the family fights it is like an open wound to him – it causes him constant pain.

TYPICAL LINE

"I get it. It hurts to be with your family. But not being with your family hurts more."

PERSONALITY

Tough, but with a soft side. His loyalty and his rough moral code make him the kind of man that a gangster crew can look up to, and give him the competitive edge that it takes to survive.



INSPIRATION
Dominic Toretto & Leticia Ortiz
Fast & Furious

THE “COOL KID” BROTHER

Ex hitman who has just returned from running the European extension of the family business.

He is cool, laid back and logical. Doesn't let his emotions get in the way of his work or his personal life. Likes to have things under control and predictable.

Rumour has it that Father told him he was the one – and he came back expecting to take over as head of the family. Now he is pissed off.

LIFE PHILOSOPHY

“I just want the very best of everything.”

TYPICAL LINE

“Money won't make you happy, but I'd rather cry in a Jaguar than on a bus.”

KEY TO HIS LOYALTY

Appreciates the expensive things in life. Good food, great cars, beautiful women.



INSPIRATION
Vincent Vega
Pulp Fiction

THE OGRE - BROTHER

The most wanted man in the country.
Used to be the one who did the most unpleasant things for the family
– but he was out of control half the time.
Escaped from maximum security prisons twice.
He and his men don't do tactics – they do brute force.

LIFE PHILOSOPHY

Raw f*cking power!

TYPICAL LINE

"I have 3 words for you: Shock And Awe."

KEY TO HIS LOYALTY

Let him do his thing.



INSPIRATION
El Chapo

THE SNAKE WITCH - MOTHER

Ordering an execution before breakfast is what she calls a normal working day.

Born in Italy, she is used to taking over whenever her husband is out of town, wounded, or in prison. Now that he is dead, she thinks its her turn - she did the hard work of raising this family, and she's lost so many of her children. She is damn well going to rule!

She's smart and practical, steeped in the business of the mob. Very used to negotiating with various male bosses, listening, debating and taking action.

LIFE PHILOSOPHY

"Take revenge before they wrong you. Simple."

TYPICAL LINE

"You're not my child – you followed me in from the street."

"Of all my children, you are the biggest disappointment."

KEY TO HER LOYALTY

Let her be the power behind the throne.



INSPIRATION
Donatella Versace

THE FOREIGN MOB BOSS

Called the “boss of the bosses” in his homeland, he has built his power through fear for decades.

He is building a new power base here. He is also on the run for numerous international charges from drug trafficking to fraud and murder. He is aggressively pursued by the security agents of three continents.

LIFE PHILOSOPHY

“It is better to be feared than to be loved...”

TYPICAL LINE

“You talk to me of loyalty? You talk to me of love? People will always betray love for their own advantage. But fear... fear of punishment. It never fails.”

THE KEY TO HIS LOYALTY

He has no loyalty. Understands only power – and power is fear.



INSPIRATION
Semion Mogilevich
Russia's real life “boss of bosses”