



LORD ARENA



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INTRODUCTION

Lord Arena is a blockchain-based action RPG game built and run on Binance Smart Chain and Solana where anyone can play and earn tokens through intellectual gameplay and ecosystem engagement.

In Lord Arena, players recruit and train heroes to join campaigns and battle with each other. Heroes can reach more than 40 with their own strengths and weaknesses. Heroes can become stronger throughout the game as they level up or are equipped with NFT items.

NZT Studio was created by a group of highly innovative developers whose mission is to share their passion for video games with the rest of the world. They are best known for delivering the best product possible and for developing games that are packed with creativity and a subtle sense of humor. They have only been working in the market for 6 months and already show huge potential.

NFT has become a very hot topic, attracting a lot of attention from all investors around the world. More and more NFT projects are being established, such as hunting, gathering, fighting for NFT and more. And Lord Arena is one of them, with outstanding features that are hard to be confused with any other NFT games.

Our goal is to build a game that is easy to play, easy to earn. Reconciling the two prerequisites of life is to work and play. Joining our game, you can both get a potential source of income, and relax showing your intelligence and sagacity through the battles in the game.



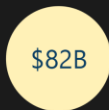
PAST PRODUCT



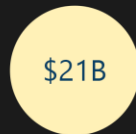
COMPETITIVE ADVANTAGES



Global Gaming
2021
Total Available Market



Mobile Game Market



NFT Market
2021
Serviceable Available Market



Lord Arena
shareable market



Covid-19 is also having a great impact on the global game market in general and blockchain game in particular based on the fact that millions of people around the world are under quarantine. Staying in for too long, more and more people decided to play online games. A survey from March 2020 found that video players in the United States spent 45% more time playing video games during quarantine.

Lord Arena believes that the Play-to-Earn model is opening a wide new door on solutions to ease the difficulties brought by the pandemic and equipping players with experience and the ability to manage their finances before the pandemic enters the Crypto Market

COMPETITORS TABLE



	Lord Arena	Alice	Axie Infinity	Faraland	PVU
Play to earn	Yes	Yes	Yes	Yes	Yes
PVP & Tournaments	Yes	No	Yes	No	No
NFT Farm	Yes	No	Yes	Yes	No
NFT Marketplace	Yes	Yes	Yes	Yes	Yes
NFT Burn	Yes	No	No	Yes	Yes
Hero Merging	Yes	No	No	No	No
Mobile Game	Yes	No	No	No	No
Market Cap	390K\$	269M\$	4,63B\$	29M\$	49M\$

PLAY TO EARN MODEL





Gamers will need to complete all stages by defeating daily bosses to unlock new places with diversity of rewards. Also, in the process of doing daily quests, users can be able to upgrade their characters to improve their index so finishing domains can be easier.



In Demon's Tower, there are floors for players to pass. For each floor they pass successfully, they will receive rewards depending on the difficulty of that floor. They will have 10 entries each day.



This is PVP mode where players around the world gather in leagues for the number one spot in the game. All the mightiest characters will be tested out. The ladder points of each league depend on the outcome of their battles.



Where players need to cope with World Boss for rewards. The more damage they cause on each boss the more rewards they receive.

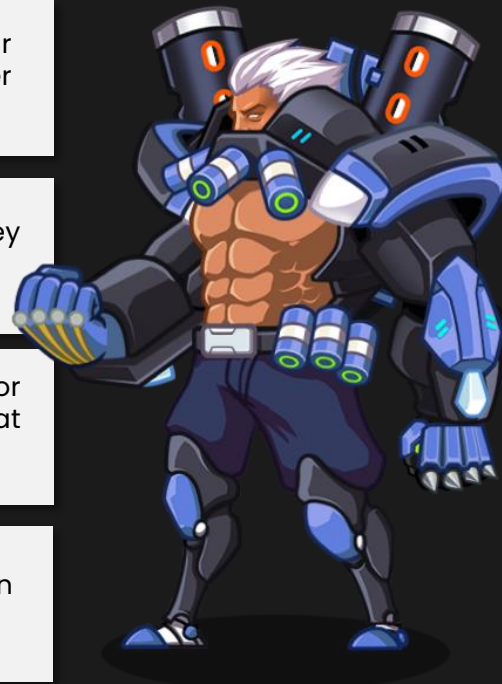


For every NFT characters owned by players and investors, they can use it for staking purposes. While staking is still in progress, the index and experience of that character will increase, they can also receive Lorda Token.



Where players use certain resources obtained while doing quests to summon characters. The price and stats of them will depend on the rarity of them.

GAMEPLAY



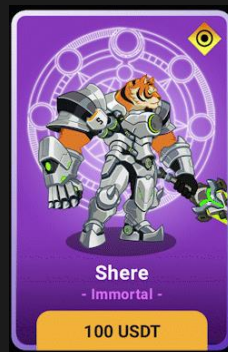
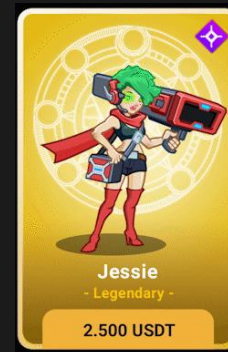
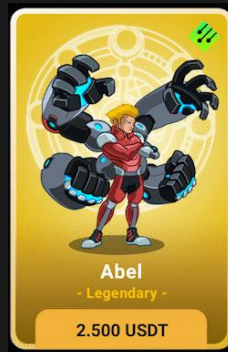
GAMEPLAY



SCREENSHOT



NFT HERO



USER FEEDBACK

Total Download: 220k+
DAU: 5k
MAU: 30k
Featured on Google play and Appstore



Albertin Chavarria

★★★★★ December 31, 2020



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Extremely fun and easy to understand. Love the theme, and have a good time each time I open the game. It's free to play, and for a free to play fighter there isn't any pay 2 win aspects cause I have a good win to lose ratio and I haven't spent any actual money, just the currency provided in game. Give it a try, won't hurt anything since it's free.



Edz Sebastian

★★★★★ May 29, 2020



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I am happy with this game. I haven't been playing for too long on it, but as an idle game players, I can say that this game has loads of potential. My only thing is that I wish there is a way to do a dispatch-all in Bounty quest. Not auto-dispatch per quest, but auto-dispatch for the whole quest. If that's implemented, it would be awesome, please.



Aubie Gail

★★★★★ October 15, 2020



Friendly devs that go an extra mile to help you. The game is amazing, i enjoy composing my team to win battles. It is not only about power, but strategy does come in play. Where you put your heroes, when to use them and who they are lining up against in battles affect the outcome of the battle. So yea, lots of thoughts and design goes into the game. Try it if you like the idle rpg genre. You wont be disappointed.



Sean Dice

★★★★★ June 7, 2020



I love it. It looks like AFK Arena in a glance but there are more to it that makes me give this game a chance. First of all, the community is awesome. Second, draft arena is a really cool game mode where you can compete in a level playing field with everyone. Strategy wins here. Third, the ability to choose any hero you want after 100 summons is a first of its kind and it is awesome. Good job!



Ross Reid

★★★★★ November 22, 2020



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I'm very picky about my clicker/tapper/idle games (yes, I refer to them as clicker/tapper/idle.) Back to the review though, it's a amazing game, I can sit for hours playing this game. I usually require a clicker game to have complex features when you actually play them to even get them downloaded on my phone, if it's unique it's a plus in my book. I give this five stars.

FINANCIAL PLAN

REVENUE MODEL

- Chest opening fee
- Character system
- Transaction fees incurred from multi-marketplaces
- Fee from PVP & Tournament
- Fee from game



USER REVENUE MODEL

- In game quest
- Boss battle
- Guild war
- Staking NFT
- PVP & Tournament
- Exchange on NFT marketplace



TOKEN UTILITIES



PLAY!

Earn reward from Winning games, completing daily missions, joining Events & Tournaments.



FARMING

Own NFT to have Hash power to boost mining Token in mining farm. Farming LP token to earn \$LORDA tokens.



NFT MARKET

Sell game Materials collected from gaming on the marketplace.



STAKING

Stake \$LORDA to receive Points, then exchange Points for NFT.

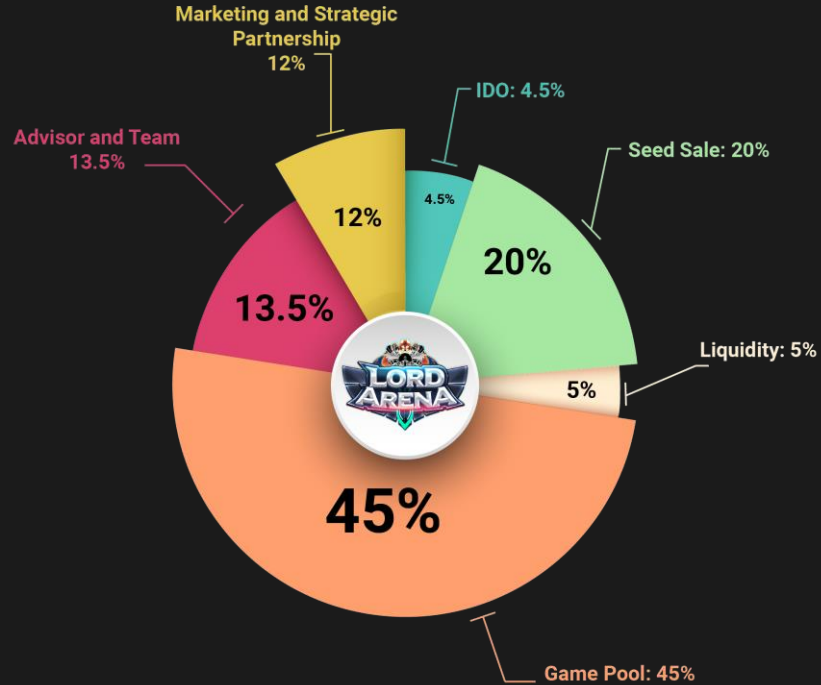


TOKEN METRIC

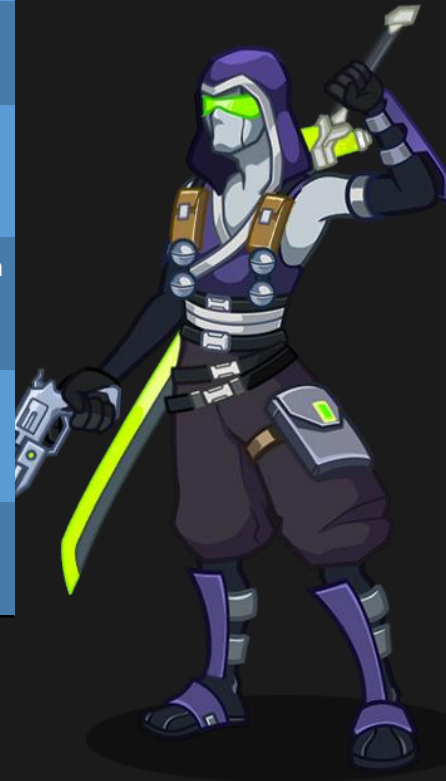
- Token name: Lorda Token
- Symbol: LORDA
- Type: SOL / BEP-20
- Total supply: 1.000.000.000 LORDA
- Initial circulating supply (including Liquidity):
89.000.000 LORDA
- Initial market cap: 390.000\$
- Token Valuation: 10.000.000\$



TOKEN ALLOCATION



Stage	Percentage	Price	Raise	Vesting Period
IDO	4.5%	0.01\$	450,000\$	20% TGE, cliff 60 days, 20% monthly
Seed Sale	20%	0.005\$	1,000,000\$	15% TGE; 21.25% quarterly vesting thereafter
Liquidity	5%			Initial Liquidity
Game Pool	45%			Released in in-game play-to-earn rewards; monthly vesting for 48 months
Advisor + Team	13.5%			0% unlocked at TGE; 6 months cliff then 8.33% monthly vesting thereafter (fully unlocked in 18 months)
Marketing & Strategic Partnerships, etc.	12%			5% after 1 week, 5% monthly thereafter
TOTAL	100%		1,450,000\$	Market cap at TGE: 390,000\$



ROADMAP

Q3 2021

- Website development
- Integration of game on blockchain
- Strategic partnership



Q4 2021

- IDO Lorda
- Lord Arena Stalking/ Farming release
- NFT Marketplace release
- NFT Character contract release
- NFT Item contract release
- Lord Arena Game release



Q1 2022

- Mobile App release
- Update campaign chapter
- Dungeon event



LORD ARENA TEAM



Thang Nguyen
Co-Founder/CEO

- 7 years experience of investing in blockchain projects
- 5 years experience of business development and management



Tung Nguyen
Co-Founder/CTO

- 10 years experience in game development
- Global marketing leader – VTC G2 Studio
- Sea business development executive – Mobifun 365 Shanghai
- SEA project manager – Tamtay global



Van Tinh
Lead Server Developer

- 10 years experience in game development
- Technical Leader – VTC G2 Studio
- Technical Leader – Sunnet Studio



Tung Tran
Art Director

- 10 years experience in game development
- 3D Art Director – VTC G2 Studio
- Art Specialist – Sunnet Studio

LORD ARENA TEAM



Hoang Ha
Animation Specialist/Concept Art
- 10 years experience in concept art/UI-UX Design
- Lead Designer - Mobifun 365 Vietnam
- Lead Designer - Tamtay Global



Thang Nguyen
Human Resources
- 2 years in Human Resources
- Ability to connect people with people



Minh Nguyen
Project Assistant
- 3 years experience in Content Writing
- 2 years in Community Development
- Skill in manage social channels



Charlotte Grace
CMO
- CMO of several projects: Pocoland, etc
- 3 years experience in Crypto market

