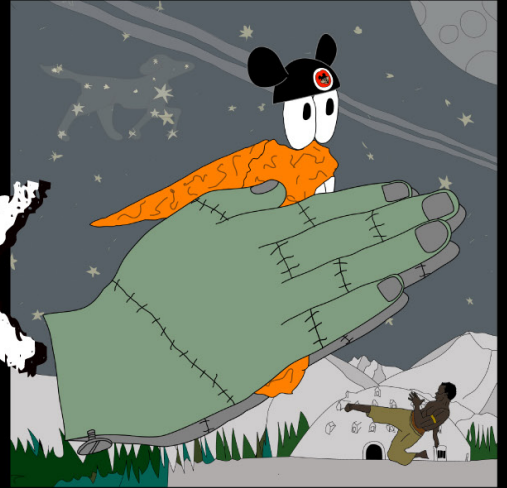


HotWing & a prayer DYKWK

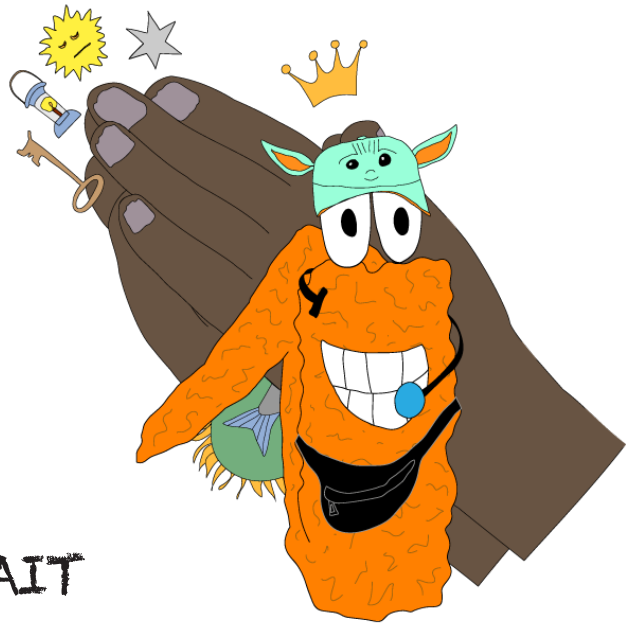
The Mystery Trait...



OFFICIAL GRANT CLIP:

hotwingandaprayer.com/project-showcase





Hot Wing & A Prayer's

IYKYK: THE MYSTERY TRAIT

A Novel Approach to IP-Driven Web3 Engagement on Sui

[Target Grant Amount: \$35,000]

I. Executive Summary

Hot Wing & A Prayer's IYKYK: The Mystery Trait is a gamified, collectable NFT that serves as your ticket to, and first clues for, a brain-twisting global cultural puzzle game. It leverages dynamic utility on Sui's object model and parallel transaction execution to deliver players rich Web3 experiences. Born from the unique, irreverently satirical multi-media IP Hot Wing & A Prayer (HWAP), IYKYK: The Mystery Trait transforms its 7,777 unique NFT holders into rampant subculture sleuths. Players decipher intriguing, enigmatic clues in daily Mystery Trait challenges and bi-weekly Mystery Mix contests tied to the expansive HWAP universe, which spans original comics, animated strips and clips, unique music, and other interactive experiences, including dynamic avatars and exclusive games.

Crucially, the IYKYK NFTs themselves serve as dynamic in-game assets, where ownership of a specific NFT may provide a direct advantage by visually revealing to its owner the day's Mystery Trait, while the trait's true identity remains obscured until officially revealed through gameplay. Players earn Ciphers for correct guesses, which can be accumulated to unlock tiered Soulbound Seals (SBTs). These Cipher wins include points that can be used to purchase or level up WingNuts – dynamic, customizable avatar NFTs that may serve as players' ID, their eccentric proxy, or their 'project' within the Hot Wing & A Prayer universe, with the potential to influence its ongoing narrative and grow through community contribution. Top IYKYK solvers also receive IYKYK NFTs as rewards – with special bonuses for those whose NFTs match the daily Mystery Trait – and unique, super-rare Mystery Mix NFTs for solving more complex challenges.

As the creator behind Hot Wing & A Prayer and IYKYK: The Mystery Trait, Brad Miskell combines acknowledged artistic vision with pioneering media experience (see, among others, MoMA and Yahoo News Underground credits) to craft a captivating and inclusive journey for a worldwide audience. The game's narrative reveals "Prayer" (the amusingly oddball, altogether inscrutable praying hand "twins" of HWAP lore) as the masterminds orchestrating the brain-teasing contests.

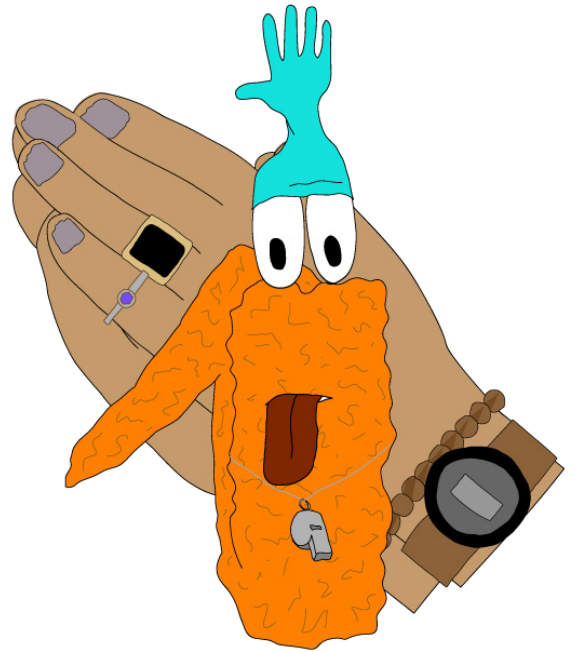
At the core of the experience is "Proof-of-IYKYK" – a groundbreaking decentralized method for tracking and verifying a player's ability to solve complex, cultural puzzles. This verifiable on-chain record of cultural mastery is reflected in awards of Soulbound Seals (SBTs). These Seals, include Prayer and evocative motifs, visually representing knowledge earned and hinting at deeper vaults of content and community unlocked through player achievement. This fosters a novel approach to community-driven knowledge tracking with broad implications for future decentralized applications. This unique Proof-of-IYKYK also serves as a gateway to exclusive experiences within the broader HWAP ecosystem, such as entry into the user-generated content platform, The Monument SIGN Game.

We request \$35,000 to bolster development, scale our technical infrastructure, and amplify community growth, ultimately aiming to drive significant user acquisition and robust on-chain activity within the Sui ecosystem through its innovative gaming-first architecture.

II. Project Overview & Problem Statement

The Web3 landscape, despite its innovation, often struggles with sustained user engagement beyond initial NFT drops. Many projects fail to provide compelling, ongoing utility or rich narrative experiences that foster genuine community loyalty and long-term participation. The market is saturated with generic NFT collections lacking depth, often leading to speculative trading rather than meaningful interaction. There's a significant opportunity for projects that successfully merge distinctive, narrative-rich intellectual property (IP) with truly innovative blockchain mechanics to create an accessible yet deeply engaging user experience for a global audience.

Hot Wing & A Prayer's IYKYK: The Mystery Trait does just this, by building an enduring, multi-media IP – for a global audience – that is intrinsically gamified through blockchain. Hot Wing & A Prayer originated from a creative exploration following a personal health scare, evolving from improvised songs and rudimentary sketches into a full 26-page digital comic, animated strips, and original music. This journey fostered a distinct, sardonic voice and led to the early realization that Web3 was the ideal home for this expansive universe. Hence the 7,777-NFT IYKYK collection, with its mystery games, addressing the sustained engagement problem by making users active participants in ongoing fun with a daily, interactive challenge that leverages a diverse, globally relevant pool of knowledge and cultural touchstones. It transforms passive ownership into active and ongoing, rewarding participation within a vibrant, humor-driven world.



III. Game Mechanics & User Experience

IYKYK: The Mystery Trait operates as a dynamic, multi-tiered cultural puzzle game designed for broad accessibility and deep engagement on Sui, employing nearly 200 different traits to create its 7,777 unique NFTs. The core of the game revolves around the 7,777 IYKYK NFT collection. Each NFT features Hot Wing and Prayer “winging it” through unique scenarios conjured from “mystery traits” – landscapes, events and creatures – differing from familiar PFP fare, encompassing an eclectic mix of:

- **Global & Obscure References:** From the Dragon Trees of Yemen and the death metal cowboys of Botswana to the uncracked Voynich Manuscript and specific cultural “shout outs” world wide – with attention to crypto-power-user populaces, ensuring broad international inclusion and appeal.
- **Niche Pop Culture & Mythos:** Including figures like Mothman, DB Cooper, and references to iconic historical events or quirky landmarks.
- **Web3 Insider Nods:** Cleverly integrated elements that resonate specifically with the crypto-native community, such as allusions to prominent NFT artists or iconic crypto memes. The whole collection fosters a genuine “If You Know, You Know” (IYKYK) sense of connection and discovery among players.

Initial Launch Phase (First 30 days of gameplay):

- **“The Mystery Trait” daily challenge:**
 - * Each morning (PT), a written clue is posted by Prayer, hinting at a specific “Mystery Trait” from the collection.

- * A few hours later, the trait's silhouette is revealed, followed later by the unveiling of the trait as it appears in an NFT. Crucially, the true identity of each "Mystery Trait" is initially obscured within the NFT metadata, and represented by a numerical ID, ensuring genuine puzzle-solving rather than advanced lookup. The official identity is only "attached" and revealed upon successful completion of the game round.
- * The challenge ends when the Mystery Trait's official identity is revealed.
- * Players must hold an IYKYK NFT and correctly identify the Mystery Trait from the day's clues to win that day.

Rewards:

- **Ciphers:** All players who correctly identify the Mystery Trait before its official announcement earn Ciphers. Ciphers are an accumulative in-game currency. Ciphers are visually represented as stylized coins with a cipher wheel design, subtly incorporating "IYKYK" or "Proof of IYKYK" identifiers, linking them visually and conceptually to the game's core and the Seals.
- **First Solver Bonus:** The first player to correctly identify the Mystery Trait before it's officially announced additionally wins 1 IYKYK NFT.
- **Trait Match Bonus:** If the first solver also OWNS an IYKYK NFT that bears that specific daily Mystery Trait, they receive an additional bonus of 1 IYKYK NFT, for a total of 2 IYKYK NFTs for that win! This powerfully incentivizes deeper collection and engagement.
- Cipher winners are also awarded points that may be used to grow WingNuts, HWAP's stand-alone, growable, community avatar NFTs.

Mystery Mix:

- Running bi-weekly or tri-weekly for the initial month, Mystery Mixes serve up special, higher-stakes challenges centered around super-rare IYKYK NFT remixes created for the competition.
- These NFTs feature greater numbers of traits and often present unique trait juxtapositions or alignments, making them a complex challenge to ID.
- **The Challenge:** Players must guess all the traits in the Mystery Mix NFT, availing themselves of written, silhouette and visual clues.

- **Reward:** The first player to successfully identify all traits wins the competition's super-rare Mystery Mix NFT, with its highly coveted rarity and collectability being the primary draw.
- All to successfully ID the mix's traits in game time win 2 Ciphers.

Ongoing Play (After the initial 30 days):

- The Mystery Trait daily challenge transitions to a weekly challenge with the same core "mystery trait" guessing and tiered IYKYK NFT rewards.
- The Mystery Mix competitions continue, transitioning to a bi-monthly cadence, maintaining their challenge level and super-rare NFT rewards.

Proof-of-IYKYK (Seals) & Progression:

- Successful solvers in all competition types earn Ciphers. Accumulated Ciphers allow players to unlock unique, non-transferable Soulbound Token (SBT) Seals. These "Proof-of-IYKYK" Seals serve as a verifiable on-chain record of a player's cultural mastery and intellectual achievements within the game, fostering a sense of accomplishment and status for both regional and global achievers.

Seal Design, Lore & Tier Progression:

- Each Seal visually embodies a stage of mystery ascension, incorporating Prayer in actions that hint at unlocking deeper knowledge or accessing hidden "vaults" or "portals." For example:
 - * **The Initiate Seal:** Prayer pulling an ornate door handle, symbolizing entry into the mystery.
 - * **The Inquisitive Seal:** Prayer holding a magnifying glass with an eye looking through it, signifying deeper investigation.
 - * **The Seeker Seal:** Prayer reaching up to a cosmos including the eye, Hot Wing and Prayer, representing the quest for broader understanding.
 - * **The Gnostic Seal:** An eye in Prayer's palm that radiates, symbolizing ultimate insight and profound, emanating knowledge.

Dogged Participation:

- This system ensures that even players who are not consistently the “first solver” can still progress and earn significant rewards through consistent engagement and accumulation of Ciphers.

WingNut Integration:

- Earned Ciphers and Proof-of-IYKYK Seals may be intrinsically linked to a player’s Wing Nut avatar, allowing for its growth, customization, and influence within the HWAP universe.

IV. Technical Implementation & Roadmap

IYKYK: The Mystery Trait is built on Sui due to its high throughput, low latency, and object-centric architecture, which are essential for a daily, interactive gaming experience involving dynamic on-chain assets.

Leveraging Blockchain Transparency for Tiered Gameplay & Preserving Mystery: IYKYK directly integrates the transparent nature of blockchain as a core game mechanic, while strategically managing information to preserve the core mystery. This enables a sophisticated, multi-tiered gameplay experience beyond simple puzzle-solving:

- **Initial Obscurity for Puzzle Integrity:** All IYKYK NFTs are minted with their traits initially identified by a numerical ID (e.g., Trait_ID: 001) in the metadata. The human-readable name of the trait (e.g., “Dragon Trees of Yemen”) is initially kept off-chain in a secure, private registry. This prevents players from simply looking up answers in advance, ensuring the integrity of the puzzle.
- **Progressive Revelation:** Upon the official reveal of a “Mystery Trait” in the game, the corresponding human-readable name is securely “attached” to its numerical ID. This updated information is then made publicly accessible via the NFT’s updated metadata (e.g., on IPFS), officially identifying the trait on-chain. This provides a clear, verifiable record of discovery.

This design reinforces the brand’s “IYKYK” identity, signaling a deep understanding of crypto culture and ensuring enduring appeal by offering progressively deeper engagement.

Smart Contracts (Sui Move Packages): Custom Sui Move Packages will manage core game logic transparently and securely:

- **NFT Ownership:** Utilizes Sui's native object model for all assets, including the IYKYK NFTs, which are fully contained on-chain and can be updated.
- **Trait Identification:** Reads NFT metadata (stored via Metaplex) to correctly associate specific traits with each unique NFT, enabling the game to query this information.
- **Clue Distribution:** A Custom Sui Move Package will manage the verifiable, automated release of daily/bi-weekly clues, ensuring transparency and preventing any possibility of favoritism or premature access by providing an immutable, on-chain time stamp for clue activation. The clue content itself will be displayed on the frontend, triggered by this on-chain signal.
- **Answer Verification with Fuzzy Matching & Human Oversight:** A Custom Game Logic Program will process player submissions. It will incorporate advanced fuzzy matching algorithms to intelligently interpret player guesses, allowing for common spelling variations, capitalization differences, and minor errors in trait names. Guesses that fall below a pre-defined confidence threshold will be flagged for a human review process (initially by the core team, scaling to a dedicated moderation team or advanced AI-assisted review as needed) to ensure fair and accurate judgment for nuanced interpretations, ensuring all "essentially correct" answers are rewarded.
- **SBT Issuance:** A Custom Sui Move Package will handle the creation and non-transferable assignment of "Proof-of-IYKYK" Soulbound Token Seals (representing The Initiate, The Inquisitive, The Seeker, and The Gnostic levels) to winning players, making their achievements permanent and verifiable on-chain.
- **Cipher Management:** A Custom Sui Move Package will manage the secure distribution and tracking of Ciphers to players for correct guesses, enabling their accumulation and use for in-game progression and future utilities.
- **Open-Source Commitment:** We intend to open-source our Sui Move packages and other key code after launch to contribute to the public good of the Sui ecosystem, allowing other developers to learn from and build upon our work.

Frontend Interface: A user-friendly web interface will serve as the game's hub, providing daily clues, submission portals, leaderboards, and a gallery of past reveals.

NFT Metadata & Trait Management: Leveraging Metaplex standards for dynamic NFT metadata to manage trait associations efficiently and securely, including the progressive reveal of trait identities.

Scalability: Sui's architecture, with its parallel transaction execution, is well-suited to accommodate a growing player base and high transaction volumes as the game gains traction.

Roadmap:

- **Phase 1: Core Game Development & Launch (Current - Q3 2025)**
 - * Finalize smart contracts for core game mechanics (clue/trait matching, NFT reward distribution, SBT and Cipher minting), including the mechanism for obscuring and progressively revealing trait identities.
 - * Develop secure backend infrastructure for clue release and answer validation.
 - * Build intuitive frontend for daily gameplay.
 - * Launch the 7,777 IYKYK NFT collection on Sui.
 - * Commencement of core gameplay, including "The Mystery Trait" daily challenges and initial bi-weekly/tri-weekly "Mystery Mix" challenges.
- **Phase 2: Community & Content Expansion (Q4 2025 - Q1 2026)**
 - * Implement the "Ongoing Mysteries" mechanics (transitioning to weekly challenges with "The Mystery Trait" and bi-monthly editions of "Mystery Mix").
 - * Implement full visual designs for Ciphers and Seals, incorporating their unique motifs and branding.
 - * Integrate multi-media IP elements (comic pages, animated clips, music snippets) into game hints or lore reveals.
 - * Introduce WingNuts: dynamic, customizable NFTs that players can "grow" into characters of their own design – including their psychological make-ups – by contributing to the HWAP community. Crucially, WingNut growth and customization may be intrinsically linked to a player's earned Ciphers and Proof-of-IYKYK Seals, serving as a visual representation of their on-chain accomplishments. These WingNuts will have the potential to eventually be voted into the ongoing HWAP narrative by their peer WingNuts.

- * Explore User-Generated Content (UGC) features, such as The Monument SIGN Game, an interactive co-creation experience involving limited participants “tagging” a colossal depiction derived from the “SNATCHED!” comic. Access to The Monument SIGN Game will be gated by a player’s Proof-of-IYKYK Seal level, ensuring an exclusive experience for dedicated community members. Future initiatives for user-remixed songs or art will also be explored.
- **Phase 3: Ecosystem Expansion & Deepened Innovation (Q2 2026 onwards)**
 - * Explore cross-chain compatibility for broader reach (e.g., through Wormhole or other bridges).
 - * Implement advanced “Proof-of-IYKYK” mechanics for tiered rewards and potential real-world utility, potentially allowing Seals to unlock deeper lore elements or exclusive in-game content that further explores their “portal” symbolism.
 - * Expand merchandise lines (e.g., Negation Calendars, also exploring non-NFT options via Shopify) and integrate them with on-chain mechanics, potentially allowing Cipher points to be used for purchases.
 - * Facilitate more robust community governance over IP development and narrative direction.

V. Team & Qualifications

Brad Miskell (Creator & Lead Developer) is the visionary force behind Hot Wing & A Prayer and IYKYK. With a diverse background that spans fine art making (MoMA), digital media innovation (Yahoo News Underground), performance (Broadway, CBGB) and writing (NYTimes, Paramount/Viacom), Brad brings a unique blend of artistic depth, technical acumen, world-building skills and strategic foresight to Web3.

- **Multi-Disciplinary Creative:** Brad is a highly skilled writer, artist, and concept designer. He personally conceived, wrote, and digitally illustrated the 26-page SNATCHED! The Genesis-ing comic, developed its compelling multi-media lore (including original songs and animations), and meticulously designed the almost 200 unique IYKYK NFT traits and their associated clues. His iterative creative process, from improvisational songs to adapting to digital illustration, showcases undeniable dedication and adaptability.

- **Innovative Design Thinker:** Brad's decision to move beyond generic NFT traits to create culturally specific, globally resonant, and crypto-insider references for IYKYK demonstrates a sophisticated understanding of audience engagement and the potential for NFTs as more than just profile pictures. His strategic approach to making the IP viable in Web3 highlights a keen sense of market awareness.
- **Proven Digital Media Leadership & Audience Reach:** As the creator and host of Yahoo News Underground, Brad spearheaded a groundbreaking video news portal for Yahoo News in 2006-07 when it was the world's largest news distributor and DIY video reportage was in its infancy. His content, often featured on the Yahoo! homepage and featuring his own musical narratives, achieved hundreds of thousands of views, demonstrating a proven ability to conceptualize, produce, and lead digital media projects to massive audience engagement.
- **Project Management & Execution:** Having singularly developed this expansive IP across various media – from comic completion (pending final polish) to animated concepts and recorded music – Brad has a proven track record of bringing complex creative projects to fruition. His 10 years as Media and Art Director for Circus Warehouse in NYC, where he achieved viral content distribution, further underscores his expertise in media strategy and brand building.
- **Advisors & Community Support:** As the project grows, Brad will leverage a network of Web3 advisors, smart contract developers, and community managers to scale operations and ensure technical robustness and vibrant community growth.

VI. Budget Request

We are requesting \$35,000 to accelerate the development and launch of IYKYK: The Mystery Trait. This funding will be allocated as follows:

- **Smart Contract Audits (\$10,000):** Essential for securing our Sui Move Packages and ensuring the integrity of NFT mechanics, clue verification, and SBT issuance.
- **Infrastructure & Hosting (\$5,000):** Covering server costs, database management, and API services for reliable daily game operation and future scalability.
- **Marketing & Community Growth (\$15,000):** Strategic initiatives to drive user acquisition, foster community engagement, and amplify awareness of the IYKYK game and the broader HWAP IP. This includes targeted campaigns, content creation support, and community events.

- **IP Development & Refinement (\$5,000):** Allocation for final polish on existing IP assets (e.g., comic pre-print work, song mastering, animation refinement) and conceptual development for future IYKYK expansions and HWAP multi-media content.

VII. Milestones & Success Metrics

Our progress and the impact of the grant will be measured through the following key milestones and metrics:

- **Milestone 1: Core Game Launch (Q3 2025)**
 - * Launch IYKYK NFT collection.
 - * Successful deployment of core game smart contracts (Move packages) on Sui.
 - * Functional daily clue release and answer verification system.
 - * Commencement of core gameplay, including daily 'The Mystery Trait' and initial bi-weekly/tri-weekly 'Mystery Mix'.
 - * **Metric:** 7,777 IYKYK NFTs minted.
- **Milestone 2: User Engagement & Retention (Q4 2025)**
 - * Implement ongoing mechanics (transitioning to Weekly Mystery Trait and bi-monthly Mystery Mixes).
 - * Release first wave of "Proof-of-IYKYK" SBT badges.
 - * **Metric:** Average 1,000 unique daily active players in the first month post-launch; 70% retention rate for active players over 3 months.
 - * **Metric:** 500+ SBTs minted across various achievement tiers.
- **Milestone 3: IP & Ecosystem Expansion (Q1 2026)**
 - * Successful integration of initial multi-media IP content (e.g., comic excerpts, animated clips) into game lore or promotional materials.
 - * Introduction of WingNuts concept and initial community engagement mechanism.

- * **Metric:** 500+ community-generated WingNut characters created.
- * Introduction of early User-Generated Content (UGC) features (e.g., initial Monument SIGN Game elements).
- * **Metric:** Measurable increase in social media engagement (e.g., 20% growth in followers/interactions).

VIII. Impact & Value to the Sui Ecosystem

Hot Wing & A Prayer's IYKYK: The Mystery Trait will deliver significant value to the Sui ecosystem by leveraging its unique object-centric architecture for gaming and on-chain experiences.

- **Driving On-Chain Activity:** The daily/bi-weekly "Mystery Trait" challenge model is designed to generate consistent, high-frequency user interactions on the Sui blockchain, contributing to network activity and transaction volume. This deliberate design leverages blockchain transparency as a core game mechanic. By having all player actions, rewards, and the final trait revelations recorded on an immutable ledger, the game's integrity is transparently and verifiably maintained, while the initial mystery is preserved by intelligently managing off-chain data.
- **Pioneering Innovative NFT Utility:** Moving beyond speculative profile picture projects, IYKYK: The Mystery Trait showcases NFTs as truly dynamic, on-chain objects that directly influence gameplay and narrative. The "Trait Match Bonus" further amplifies this utility. Moreover, the "Proof-of-IYKYK" Soul-bound Token Seal system establishes a novel, verifiable, and scalable framework made possible by Sui's native SBT support and on-chain asset ownership—specifically recognizing a player's mastery in deciphering complex, nuanced information. These Seals, with their unique Prayer and "portal" motifs, embody a player's journey of ascending through hidden knowledge. This showcases a powerful new utility for SBTs with potential broader applications beyond gaming and traditional credentialing.
- **Attracting New Users:** The game's broad appeal, unique satirical humor, and globally inclusive trait design make it accessible and attractive to both crypto-native audiences and new entrants curious about Web3 gaming, serving as an effective onboarding mechanism.
- **Fostering a Vibrant Community:** The "If You Know, You Know" ethos, coupled with community co-creation elements like WingNuts and The Monument SIGN Game, will

cultivate a loyal, engaged, and self-sustaining community around a rich and evolving IP.

- **Showcasing Sui's Capabilities:** The Mystery Trait's reliance on fast, low-cost transactions for its daily gameplay and dynamic NFT mechanics will serve as a compelling demonstration of Sui's superior performance and native architecture for interactive Web3 gaming and cultural applications.
- **Contributing Unique IP & Creative Talent:** The project brings a distinct, multi-media intellectual property to the Sui ecosystem, expanding its creative diversity and attracting a different demographic of users and builders.

IX. Conclusion

IYKYK: The Mystery Trait represents a unique fusion of compelling, irreverently satirical IP and innovative Web3 gaming mechanics. By addressing the critical need for sustained user engagement, pioneering a new form of verifiable on-chain reputation through "Proof-of-IYKYK," and building a truly dynamic, community-driven ecosystem, IYKYK: The Mystery Trait is poised to become a flagship project on Sui, driving significant on-chain activity and attracting a global community with a native fit for Sui's gaming ecosystem. Our request for \$35,000 will enable us to finalize development, secure our infrastructure, and scale our community, ensuring IYKYK: The Mystery Trait achieves its full potential and delivers substantial value to the Sui ecosystem.

