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# THE CTHULHUVERSE



**A Themed Gaming Ecosystem - web2 & web3**

# Cthulhuverse Overview

- Cthulhuverse is a multi-title Themed Gaming Ecosystem
- Multiple Free-2-Play and Play-&-Earn games with interoperability
- Each game targets different demographics
- A Deep story & the Agents connect all games
- Strong community engagement through demos, marketplaces & incentivized Discord.



# Ecosystem

## THE CTHULHU UNIVERSE

### CTHULHU AWAKENS

- main game
- web2/web3
- mobile first

### MEMBER PORTAL

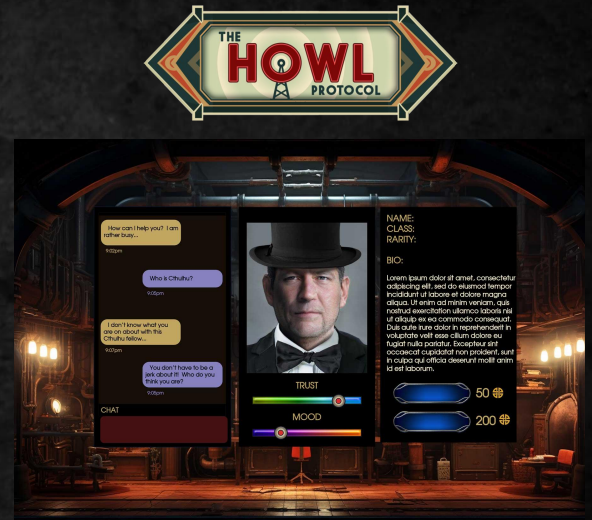
- more web games
- digital asset management
  - store
- referral system
- raffle system
  - quests

### EXTERNAL PARTNERS

- Discord
- NFT Marketplaces
- Discovery Partners
  - DEXs

# (3) Games at launch

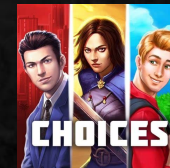
## CTHULHU AWAKENS



# Game Design

The gameplay of Cthulhu Awakens is based on (4) popular games:

Mobile Game	Total Revenue <small>(as-of '22)</small>
Homescape	\$1.49B
Empires & Puzzles	\$700M*
Best Fiends	\$442M*
Choices: Stories you Play	\$175M



\*based on available 2019 data and 5% annual growth. Does NOT include any crypto/NFT revenue.

# Agent NFTs

As the primary characters you play/collect, Agents are the heart of the ecosystem.



- 10,000 Unique Agents
- (6) Classes
- Dynamic (can level-up)
- Each one is both AI chatbot and a game

Use in EVERY Cthulhuverse game!



# Traction

- LIVE - M1 Demo <https://www.cthulhuawakens.io/builds>
- LIVE - Member Portal website <https://member.cosmicfoundry.io/home>
- LIVE - Cursebreaker <https://member.cosmicfoundry.io/cursebreaker>
- LIVE - HOWL
- Game site live: <http://www.cthulhuverse.io>
- Trademark 'Cthulhu Awakens' in US
- NFTs being granted (private)
- Discord <https://discord.gg/qtbnYq3pem>
- Existing database of 300K+ previous gamers
- GTM Strategy +multiple partners established
- Partnership with legal firm DLA Piper <https://www.dlapiper.com/en/us/>
- Blockchain - Polygon
- Building world-class Advisor Team (ongoing)
- 2023 Delaware C Corporation





# Member Portal

## FEATURES:

- LIVE 9-1-23
- Community Hub
- Multiple web games
- Inventory for all NFTs in ecosystem (multiple Collections)
- Raffles / Promotions weekly
- Marketplace / Store (coming soon)
- JOIN and get free NFT!  
<https://member.cosmicfoundry.io/home>



# CTHULHU AWAKENS

## M1 Demo



GET IT ON  
**Google Play**



Download on the  
**App Store**

**COMING SOON**

- Launched 9-1-23
- 10min playable
- Core combat
- Secret Goals
- NFT Grant for win\*
- Mobile & PC

\* if you find all (4) Secret Goals

# Founders



## Jason Kaehler, CEO

Jason is a 25+ year industry veteran. A serial entrepreneur, Jason's first company (Xatrix/Gray Matter) sold to Activision in 1995. He's run multiple companies and been an Art Director at many others.



## Albert Mack, CTO

Albert has been programming and designing games during his 20+ year game career. Albert was a lead engineer on the amazing 1997 X-Wing vs TIE Fighter game and worked with Larry for 20+ years.

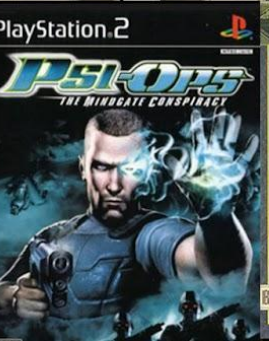
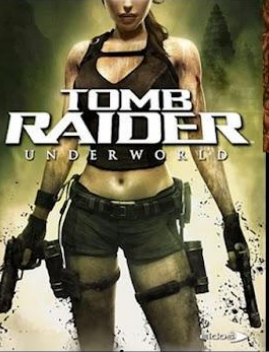


## Larry Holland, CCO

Larry began his career in game design & programming 40 years ago. Larry ran his own company Totally Games for 25 years. He was project lead on the legendary X-Wing / TIE Fighter series.



PLAYSTATION 3



# Leadership



## Steve - Creative Director

As Creative Director for 6 years at Crystal Dynamics, Steve oversaw the 'reboot' of their popular Tomb Raider franchise. He has contributed his broad range of talents and leadership on hundreds of titles in a wide range of capacities, from technical, production, design, and more recently, in cultivating the next generation of game developers in postsecondary education.



## Heather - Writer / Game Designer

Heather has been making, writing and teaching about games since 2000. She brings a wealth of experience in branching narrative, UI/UX and game design. Recent highly relevant experience at both Dorian and Pixelberry (Choices, the #1 branching narrative mobile game).



telltalegames

# CaaS - Community as a Service



Stardust - [www.stardust.gg](http://www.stardust.gg)

Custodial wallet & web3 community



Opera Event - <https://www.operaevent.co/>

Community management platform partner



Game Center Group - <https://gamecentergroup.com>

Community & Customer Service/Support

# Discovery

The Cthulhu Awakens M1 Demo is live on the following web3 discovery platforms:



Portal -

<https://www.portalgaming.com/>



Ggem - <https://ggem.gg/>



**KAPGAMES**

KAPGames - <https://www.kap.gg/>

**Xsolla**

Xsolla - <https://xsolla.com/>

# Current Raise

Round: Seed

Amount: \$500K USD

- Open to multiple groups/individuals @ \$50k minimum

Structure: Token/Equity

- Specific terms subject to negotiation
- TGE Jan 2025

Method: SAFE

Allocation of proceeds: Development,  
Marketing/Community & Public Mint



# Questions?



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