Fear is a powerful utility coin and NFT blockchain gaming horror brand from the creators of the famous Whack It series...
The NFT market has been booming since the beginning of 2021 with over $400 million of NFTs traded within the past 30 days according to cryptoslam.io (10th March 2021). Most of these sales have come from NBA Topshot Videos (rich media) and Crypto Punks (art) but gaming is taking a foothold in the space too. This is a very positive sign as gaming related NFT’s are still young and underrepresented in terms of volume and demand, which makes now an excellent time to be entering the market especially with an established gaming brand like ours (Whack It – our game series).

Fear NFT’s develop horror based blockchain NFT games targeting teenagers and young adults. Utilising our huge gamer base and strong organic brand value, we are enriching our gaming experience for existing and new gamers by introducing game asset ownership and interactivity via those assets.

Fear coin holders will benefit from exclusive access to NFT farming areas in our games, Play to Earn mode (Survival mode in Whack the Demon), NFT lotteries from play time in our games and will be able to buy exclusive NFTs using Fear to aid in Story and Survival modes.
As a holder of Fear Coin you benefit from:

- **Access to exclusive areas** in story mode campaigns of games to farm NFTs through defeating bosses and solving puzzles.

- Many unique and rare NFT’s that can aid you in both story and survival modes can only be obtained by staking Fear on our platform such as exclusive NFTs from top horror artists. This will be conducted through a lottery based system.

- **Discounted NFTs** when purchasing through Fear Coin itself as opposed to Ethereum or stable coins.

- **Access to “Play to Earn” survival mode** to have a chance to win prize pools of $Fear coin and unique NFT’s to aid you in further competitions and to enhance Story mode game play.
Fear NFT Games are being developed from the makers of the Whack It games, a series of bloody and dark humoured casual games enjoyed by millions of players from around the world as well as famous You-tubers such as Pewdiepie, Markiplier and Jackseptic-eye to name just a few, our stats here speak for themselves. Both brands are owned and operated by Netcreeper Media Limited.

Netcreeper Media Limited have developed both desktop and mobile games watched 270 million times on Youtube and played 150 million times. (stats updated 3rd April 2021).

We plan to take all the charm from our series deeper into the horror genre while maintaining a high level of originality in both animation and dark humour our fans have come to love.

With the Fear coin and NFT’s we are looking to provide our current and new fans with continuing rewards for playing and competing in our games while also providing crypto gamers an alternative genre of NFT to collect, own and use.

Furthermore our NFT’s will provide a rich experience for holders enabling them to access exclusive parts of our game no one else can see. This will eventually include the ability to solve puzzles and farm unique and rare NFTs in our games.

With millions of players enjoying our games, owners of our unique NFT’s will also see their ownership details shown off to our world of gamers.
There’s plenty of cute things available for NFT’s like kities, sports cards, CCG’s in general and staged battles, but where are the action games? Where are the horror games? They are totally lacking right now and we are going to fill that void in the near future.

Starting with 2D point and click horror games we will evolve our series into one involving a mix of action and puzzle-based elements as a way for our gamers to both earn Fear and rare NFTs that enhance the gaming experience unlocking exclusive content while showing off their ownership in game for millions to see. Many of these new mechanics will only be available to those holding a sufficient amount of Fear in various tiered levels allowing access to progressively rarer drops.
We have already been busy developing our games before we even started plans to launch our coin and we have two coming out in Q2/Q3. Check our roadmap here. We also have a lot of surprises on the way!

Our games are being redeveloped in Unity so they will perform smoother and faster than our previous versions (made in Adobe Animate), look far more visually striking and will eventually feature more in-depth game mechanics. At their heart they will remain casual action games to maintain their appeal to casual gamers (a huge gaming audience spanning way beyond hardcore gamers).
One of the first NFT games due for re-launch on the web in the coming months already exists on the Playstore and has over 750,000 downloads and 20,000 regular players. “Whack Your Zombie Neighbour” is being re-developed to dramatically improve both the animation, playability, and game mechanics. The new version that will be integrated into blockchain will be known as “Whack Your Undead Neighbour”.

The game will give NFT collectors and gamers the chance to own one of a kind characters that are on show for all players to see. Furthermore owning these NFT characters and objects will give collectors access to exclusive kills and animations no one else will be able to witness!

NFT’s from this game can also be brought into our premium in development game “Whack the Demon” to be used in many different exclusive ways there.
Whack the Demon is our second game in development and will be far more expansive than the first. It will feature countless highly original NFT’s and puzzle mechanics, new visuals, a new story and even a survival mode where you have the chance to win Fear coin and NFT’s on a weekly and monthly basis through competing for highscores.

The game will feature over 100 unique NFT characters and demons gamers can own and an even greater number of items. This will be a Whack It game on steroids!

Whack the Demon will be the first of our games to feature the ability to farm NFTs by solving light and complex puzzles, defeating demons and discovering secrets tucked away in the most unlikely of places.

While the game will be available on PC, Android and iOS the NFT parts will focus on the PC version at first.
We touched upon farming through playing earlier (play to earn). A big part of the future of our games is the ability for our gamers to farm NFT’s through playtime and skill. The more gamers play the more chance they have finding rare drops or even solving complex puzzles to obtain powerful NFTs that open up new sections of our games, many of which are exclusive to that NFT. Farming NFT’s will require the holding of a certain amount of Fear coin in order to gain access to these mechanics within our games.

Farming will come into play within Whack the Demon and will be the major second development within our game after initial NFT integrations to allow gamers to access unique kills and bosses. Farming will have many tiers so that people can access our game and enjoy NFT drops holding different levels of Fear coin. This will help to maximise the on boarding of crypto gamers to our games and coin by allowing even small holders the opportunity to find valuable NFT’s.
We have taken our time in choosing a blockchain that we feel is the best option in terms of long-term success for our coin and NFT’s. While other gaming blockchains are emerging, Ethereum is still the most widely adopted. Most of the capital in the market resides within Ethereum and while gas fees are a bit of a concern now, upgrades to the blockchain and layer two solutions will mitigate these short-term problems.

In terms of the Fear coin itself, it’s very important to be on the most widely adopted blockchain in the world to allow crypto gamers to easily buy our coin, especially on a decentralised exchange like Uniswap to provide maximum reach and adoption.

This also impacts our NFT’s, we chose Opensea as it’s the largest NFT marketplace, it’s focus is Ethereum and it’s used by the biggest collectors of NFTs. Having both our coin and NFTs on Ethereum will allow us to tap into the largest pool of NFT traders and collectors on the store. Working with Opensea we will be able to accept Fear coin as payment for our NFTs. Indeed plan to work with Opensea and enable discounts for gamers paying through Fear coin as opposed to Eth or stable coins.
To mitigate gas costs we have made some essential functions of our coin operate automatically just by holding Fear coin. Simply holding a certain level of $Fear in your wallet will provide you with access to the many of our games' exclusive sections and eventually will enable you to farm for special NFT’s within our games. This means gamers won’t have to spend on costly gas fees to interact with many of the updates we deliver to the game.

We do still plan to produce additional areas of gaming world where a small amount of Fear will need to be spent in order to access them.

A layer 2 solution could also be a possibility for the near term if developments in Ethereum or Opensea don’t come quick enough. However Opensea recently announce they have plans for a layer 2 solution which is excellent news for our project and gamers. https://www.coindesk.com/nft-opensea-immutable-layer-2-protocol-ethereum
We have plans to expand our game styles and types within our brand to incorporate Unity 3D horror games and escape games alongside our existing 2D games. There is a huge gap in the market to develop highly original horror games in both 2D and 3D formats while adding the power of NFT’s which will make our brand unstoppable.

Expanding into the 3D realm is not a problem for our studio such as ours. Not only do we have the experience in working with 3D modelling in Unity but as an established dev studio we also have fiat revenue streams making our game brand and coin more sustainable in the long run than those companies that solely rely on crypto currency for their monetization and profitability.

We also see a big future in creating an ecosystem that also incorporates other horror games and developers into our coin and NFT brand.

**Collaborations with Horror Artists**

We have already started negotiations with some big horror artists to collaborate on bringing their creations to our games.

This will be a first in the space, not only will their creations be digitised but they will be brought to life in rich animated games. This will make collecting Fear coin NFT’s far more desirable compared to regular NFT art.

Whack It already has huge organic Youtube exposure. However, collaborations with artists will bring even more exposure to our games and the artists fans will love the opportunity to own their favourite horror creations. Users will also be able to use these creations within our horror games.
As a utility coin with multiple use cases, we will be looking to develop long term partnerships with other high quality NFT and none NFT crypto projects beyond conventional cross promotional ideas. Allowing highly targeted and relevant projects to tap into our user base will result in stronger use cases for our coin that extend outside our. Thus, increasing its adoption and overall utility.

50% from additional revenue streams garnered from partnerships will be used to expand and develop of our horror verse of games further. We already have one big partnership finalised that we will be announcing shortly which will demonstrate the power of our game franchise and existing user base.
We recently announced a very special partnership with the Gather Network. You can read about this partnership in detail at our blog here. We will allow Gather access to our large gamer base in order to tap into our user’s computational power on a very minimal scale per user to mine crypto currency.

In return we will receive Gather (GTH) and reward our biggest fans in Fear coin. This is a great way of on boarding more of our gamers to our coin allowing them to gain access to our exclusive holder’s area of the games by simply playing our games and collecting Fear.
Token Economy/Utilities:

**Hold 66 coins** and gain exclusive access to 'in game features' for Whack Your Undead Neighbour and Whack the Demon inc upcoming NFT farming in Story Mode.

**Hold 666* coins** and have the ability to store items for use in your backpack in "Whack the Demon" and access “Play to Earn” Survival Mode while farming more NFTs.

**Hold 6666* coins** and open a portal to the underworld from which unimaginable demons will emerge to fight and farm special NFTs from.

**Hold 66,666* coins** - the mark of the devil and get the chance to slay satan himself at the gates of hell in our upcoming game Whack the Demon. Unknown NFTs of extraordinary demonic power could drop.

**Hold 666,666* coins** and work with us to create your very own NFT character or creature that will feature in the upcoming game 'Whack the Demon'. You will own your own NFT!

Coins will also be rewarded for players who compete in Survival mode of Whack the Demon as regular weekly and monthly prizes together with unique NFTs.
# Token Metrics

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
<th>Unlock Schedule</th>
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<tbody>
<tr>
<td>Total Supply</td>
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<td></td>
<td></td>
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<tr>
<td>Seed Round</td>
<td>2.1125M</td>
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<td>(20% unlocked first week, 20% M4/M7/M10/M13)</td>
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<tr>
<td>Private Round</td>
<td>11.375M</td>
<td>(17.5%)</td>
<td>(20% unlocked first week, 20% M4/M7/M10/M13)</td>
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<td>Liquidity Pool</td>
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<td>(15%)</td>
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<tr>
<td>Ecosystem Incentives</td>
<td>15.762M</td>
<td>(24.25%)</td>
<td>(4% per month starting month 2)</td>
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<tr>
<td>Team</td>
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<td>(locked for 12 months - 20% unlocked M13/M16/M19/M22/M25)</td>
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<td>Partners &amp; Advisors</td>
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<td>Dev &amp; Marketing Fund</td>
<td>9.75M</td>
<td>(15%)</td>
<td>(4% unlocked per month starting month 2)</td>
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</table>
Fear NFTs is a fearless project backed by a team with proven experience in the game development and publishing field. *We will drive a stake right through the heart of the NFT world*, bringing a darker and more insidious side to it whilst delivering horror laced characters and creatures that are the thing of nightmares.

Fusing our huge brand exposure with the latest in blockchain NFT integration and farming, we will produce an animated rich and truly addictive experience for our fans that will not only attract horror junkies from across the globe, but fellow gaming brands looking for heavy exposure for their own games through joint NFT alliances and drops.
Disclaimer:

The ownership of Fear tokens does not represent any participation in Netcreeper Media Limited capital nor any rights of payment, remuneration, profit distribution or money reward of any kind. This Whitepaper has been prepared in good faith to provide a comprehensive overview of the Fear NFTs project and Fear token crowdsale and is for information purposes only.

With the development of Fear NFTs platform and/or any Fear NFTs mobile applications, it may be amended in the following. Please also note that the Fear NFTs Project itself may be redesigned or otherwise revised in future, if that would be required for any material reasons (including, but not limited to: commercial considerations, technical possibilities, or the need to ensure compliance with any (existing or future) applicable laws and regulations, or any other material reasons). Fear tokens are not intended to constitute securities in any jurisdiction.

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Disclaimer Continued...

Do not contribute any money that you can’t afford to lose in the Fear Token Sale. Make sure you read and understand this Whitepaper and TERMS AND CONDITIONS FOR PARTICIPATING IN THE Fear TOKEN SALE [Note: Terms and Conditions shall be added to the site] (including all warnings regarding possible token value, technical, regulatory and any other risks; as well as all disclaimers contained therein), as will be published on our website www.fearnft.games (as they may be amended from time to time).

Should you have any questions regarding the Fear NFTs project, Fear token, the contents of this Whitepaper or the sale of Fear tokens, please, do not hesitate to contact enquiries@fearnft.games or message in https://t.me/-fearcoin.