

Project White Paper



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The Story of Fury of the Fur (FOTF)

Among the ruins of an advanced human civilization, tribes of advanced animatronic robots roam. Meant to serve their human masters, wiped out by an unknown plague, they are now free.

Some cling to the old ways, desperately trying to rebuild a world left by their masters. Some want to surpass their masters, making even more advanced creations. Some seek out power, money and clout, by any means necessary, leaving a trail of destruction in their path. Most, however, just want to have fun.

This is a world that FuryTeds call home. And they are on a mission.

FuryTeds

Like precious stones, unconditional love is very rare to find. Yet, as unbreakable as the relationship between children and teddy bears may seem, as soon as children grow and get swept by all the things the world has to offer, the first thing to leave behind was always the teddy bear.

A silent revolution took the world, not by storm, but by a whisper — faintly heard and barely distinguishable. A revolution united FuryTeds in their quest to reunite with their owners and reclaim their place in the human world well past childhood.

However, the children changed; the bears would change too. Angry, curious, artsy... Wherever the children went in the physical or digital worlds, FuryTeds were going, too, and even beyond. With access to ancient multi-dimensional spacefaring technology, watch them explore, fight and survive in the Omniverse!

Fury of the Fur - Story-Driven NFT project

Imagine taking part in a community-driven animated sci-fi show. Now imagine that you can star in it through your very own FuryTed NFT!

Fury of the Fur is a story-driven project at the forefront of a revolution in media. The project will feature an animated show, starring FuryTed NFTs.

Owners of 9,671 FuryTeds will get a chance to take part in the show's direction and even have their owned NFTs featured in it.

The project will have art toys, merchandise, and passive income opportunities through investment in the Fury of the Fur DAO.

Fury of the Fur will not just be another NFT project. The developers will push it as far as possible, in every planned direction.

The team behind the project is a well-known group of tech artists and software developers with a passion for creating superior digital art. The team has the experience to push this project forward.

We're incredibly excited to shape the upcoming art and utility era through Fury of The Fur and its future, and we'd love to have you onboard for the journey!

The Animated Series

We aim to enable communities to create their shows, animated series and other media content. The FOTF will be a show financed and produced by its fans.

This innovative approach will allow content creators to go directly to their communities when they have a project they want to start. It will also allow the fans to have more control over the show.

Many fan communities have experienced what it is like to have publishers, media companies, and broadcasters influence the media they follow. These actors ultimately care just about profits and couldn't care less about the fanbase.

Thanks to blockchain tech, this will all change. By using tokens, NFTs and DAOs, communities will create and produce their shows. They will also be able to reward creators and find contributors.

This will help both the creators and the fans. Creators will have the freedom and the feedback they need. On the other hand, fans will enjoy the art without corporate entities imposing their motives over it.

FOTF will be a pioneer in this space. This means that, if successful, it might become famous as one of the first community-driven animated shows. This could boost the long-term value of FOTF NFTs.

Our artistic vision for the show is specific yet flexible. We want the show to be where our fans explore the great questions of our time. What is the relationship between humans and tech? Does it serve us, or do we serve it? Can technology go too far? Can AI become sentient?

These are the questions we can try and answer together. The show's dark, horror-like setting should point to the gravity of these questions. However, the show mustn't take itself too seriously. This is why the setting should be balanced with absurd, dry and adult humor.

Naturally, any project will require some artistic direction. However, the early supporters of FOTF have already found the vision they want the project to pursue. In time, this vision will become even more crystallized.

FOTF will not only let you contribute to the storyline. It will also give you the chance to star your FuryTed in it. Holders will get their FuryTeds starred in the series through raffles, votes, storyline contests, or randomly picked. This will be an excellent boost for NFT holders, as star NFTs will likely become more valuable.



NFTs and Tokenomics

The 9,671 FuryTed NFTs will feature 3D teddy bears, designed in a dark, horror-like fantastical style.

They will have over 1500 unique traits, adding great variety. The variety showcases time spent designing these NFTs. It also means that no two will look similar, adding to their value.

There will also be a rarity system in place. The rarest NFTs will feature accessories such as wings, drums and even motorcycles.

Our NFTs will use Ethereum's ERC-721 standard, the gold standard for NFT projects. This will enable them to trade on the most popular platforms out there, including OpenSea.io.

NFTs on Ethereum tend to maintain their value better than those on other blockchain networks. Moreover, the relatively high mint cost means that there is less competition. This helps to keep the low-effort projects away.

The NFTs themselves are designed in 3D and ready for the metaverse! The models can be rapidly transferred into various metaverse games, including the Sandbox.

Art Toys and Merch

Just like other animated series, we will create toys and other merch. The merch will be aimed at both the NFT holders and the mass market.

Firstly, FuryTed holders will have access to exclusive toys and merch. Some of these will have their own individual NFTs on them. Holders can sell these items for a profit or keep them and let them increase in value.

They will also be able to sell their merch together with the NFTs. NFTs that come together with their art toys and merch collection will be worth more.

As all of these items will likely become collectibles, focusing on quality is essential. Currently, we are working on Art Toy samples with two factories in China. We can guarantee that these toys will be of top-notch quality!

We'll drop new toys often, and the community will decide which ones should go to Mass production. We're also discussing merch with a company located in Dortmund, Germany. The company in question delivers on quality. They also work with major brands and music labels.

Both toys and other merchandise will allow NFT holders to profit while holding their NFTs. They can benefit both from the appreciation of their collectibles, digital and physical, and from the NFT community itself. Moreover, the project will also feature brand collaborations to help put it on the map. These will grow the community so that FOTF is a success for everyone.

Giving NFT users a share of the ownership of the business will be the final step towards our mission of creating a fan-driven animated show.

DAO - Invest and Profit

Many projects and businesses claim to listen to their fans or customers. Yet fans had no recourse to make the companies accountable so far. That is, other than to turn on the project itself and boycott. This is no longer the case.

Blockchain technology has enabled projects to give direct control to their fans or users through a decentralized autonomous organization or a DAO.

Using automated governance protocols, they can give their feedback, vote and steer the project where they want it to go. It allows users to be in charge of a product or software, fans in order of a show, etc. This revolutionary model will enable us to achieve our mission of a community-driven project.

This also allows fans to not only contribute to the project but also to profit from it. Like with any DAO, users will be able to invest in the project by buying tokens. If the show becomes successful, these early adopters could profit significantly from their investment.

In this case, every NFT holder will be treated as if he had a certain share of the tokens. Therefore, investing in FuryTeds NFTs creates a way for users to earn passive income.

The holders of the tokens and the NFTs will also get a share of the profits from the DAO. They will also benefit from their tokens and NFTs going up as the DAO becomes more successful.

At the same time, their investment will also allow them to have a say in the future of the FOTF project.

With this step, we can say that we will have achieved our goal of creating an animated show owned and directed by its fans. But that is not where this project will stop. Far from it! We will then have the job to participate in the community, contribute, and grow it. We will make the show better and add even more content, merch, etc.

We may also help other shows do the same. Fan-run media could radically transform the creative landscape, which we should embrace.

Moreover, we will also expand our community into what is often seen as the future of entertainment - gaming.

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Future Gaming Vision

Gaming is the most engaging and immersive form of media. Rather than being a passive observer like in other media, a gamer is actively taking part in a story.

Good games give players options or more ways to go through the story. Outstanding games let gamers take the path they want to take and play the game how they want to play it.

This allows players to create narratives of their own while playing the game. This is why gaming is desirable for community-driven storytelling. Games enable gamers to play out their story before sharing it with others.

This is why gaming will play an essential part in the future of media. On the other hand, Metaverse gaming will be the future of gaming.

The metaverse will enable users to participate in decentralized gaming systems, create their games, and run them how they want. This could help mitigate perverse incentives from micro transactions and other monetization schemes.

Most gamers agree that the gaming world also needs a measure of user ownership and control. FOTF aims to be a part of that transition by having a presence on some of the most popular metaverse gaming projects.

One of these is Sandbox. It is probably the most talked-about metaverse game currently; it also shows the most promise.

As its name suggests, it's a sandbox game, meaning that it gives gamers nearly unlimited freedom in how they play. But it also goes one step further. Sandbox lets users create their games within it, setting their own rules and mechanics.

The best part? Sandbox is sharpened by projects like these. It allows users to buy and develop land, create and sell digital assets, etc. All of these will shape how the game ultimately plays.

Sandbox is still in alpha, but it has received a lot of attention. Plots of land in the game go for thousands of dollars, attracting actual digital real estate investors.

For that reason, we want to have a presence in the Sandbox and other metaverse games.

We are currently exploring what that presence will be, whether it is importing assets into Sandbox or even creating a game within it. We are also exploring opportunities to enter into other games.

The advantage of a community-driven project is leaving some of these questions open. Ultimately, the community will decide the best way to integrate FOTF into the Sandbox.

In the meantime, we are exploring creating a FOTF card game. Card games have the advantage of combining gaming and collectibles.

As a game, it gives users a new way to explore the FOTF universe. It gives collectors more opportunities to collect and potentially profit from the project as a collectible. This, too, will be under the control of the community.

ROADMAP

 - Launch social media channels - Twitter, Instagram & Discord to begin building initial support and build hype for the project, first attracting crypto / NFT buyers.

 - Revamp existing website to show off our Premium brand. Launchpad to our upcoming mini series episodes featuring possibly your OWN FOTF character!

 - As momentum grows, launch an exclusive clothing and toy line that drop ships from the website. Allow people to tweet / Instagram / etc. the merchandise purchase and get perks!

 - February 20th - We launch NFT Collection on Ethereum Blockchain as ERC-721 NFT's at minting price. One presale prior

 - After the sale of the NFT collection, 25% of proceeds will acquire digital land in the Metaverse to bring to life the vision of the first of its kind - Fury of the Fur Meta Space

 - The Fury of the Fur - Meta Space development continues with the latest technologies to bring the most immersive and interactive experience that technology currently allows.

 - EARLY MINTERS and HODLers will get our BEST rewards as we consider NFT wallet reputation as a metric moving forward with the project.

 - Fury of the Fur believes in giving back and want to donate to the communities favourite charities.

Future Development

 - Construction begins for our new home clubhouse in the Metaverse. We can't wait to reveal the exclusive clubhouse and all the perks we are building!

 - Future expansion plans revealed tying in the tokens, staking, DAO and more!

  - If you are an original wallet holder of our NFT and hold or HODL throughout you get access to the Penthouse inside the clubhouse! The highest rewards for long term supporters and holders of our project. Exclusive access to the founders and creators to help shape the future vision of the project!

Collection Details

Make sure to follow the project's Twitter page and Discord to get whitelisted. From there, you will be able to participate in the presale and the mint.

We frequently remove inactive members from the whitelist, so make sure to be active in the community! We also delete the thousands of bots that want to profit from the project. We only want real members.

Key figures:

Presale date: February 19th

Presale Price: 0.05 ETH

Launch date: February 20th

Mint Price: 0.07 ETH

NFTs: 9671

Traits: +1500

We will regularly update our primary communication channels and communicate with the group on the project.

Our first focus will be on the animated series. We have already established a way for fans to contribute ideas and generate art. Join our Discord server to see what they contributed and if you want to contribute to the project.

We have many ideas for the future, including merch, brand collabs, gaming integrations etc. Thanks to our community, we will also have many more ideas in the future.

The unique quality of this project is that we want the community to choose the priorities. Once the project gets off the ground, the community will have direct control through a DAO.

The only way to really understand the project is to become a part of it. Join our Discord server to see what the community has planned and whether you want to be a part of it.

The Team

We're a group of Tech artists and software developers passionate about creating digital art. Over the past eight years, we built design tools and games used by tens of millions of users worldwide.

We were featured in world-class platforms such as The New York Times and the App Store's homepage, gaining over 10 billion impressions on our apps collectively.

But most importantly, just like you, we are a part of the FOTF community. We also share our public profiles with you, so you don't have to worry that we'll run with the money.

Amro Thabit - Creative Director

Amro Thabit is an award-winning Creative Director & Illustrator living in Cairo, Egypt. Throughout his career in creative directing, Amr worked with several local & international brands has gained him critical acclaim. Amr won several prestigious international awards such as Cannes, Dubai Lynx, A' design and D&AD.

His interests in the artistic field range from graphic design & illustration to photography & animation. He has participated in several regional and international exhibitions, where his work was featured across the southern and northern hemispheres NOiiiiCEEEEE!!! Since then, Amro developed an interest in NFTs in early 2021 and has been cooking with FOTF ever since!

<https://instagram.com/amro.thabit>

Yasser Shoukry- COO

Yasser is a business trainer and entrepreneur with over 12 years of experience consulting for startups, corporates and business competitions. He works closely with founders across the globe - USA, UK, Mexico, UAE, and others - establishing and directing business operations and strategies.

He founded Plexus - A Digital Media Agency - and co-founded SmarterBlocks with Tarek Khamis. He also co-founded SURVV and served as the COO of Buseet and product marketing manager at ITWORX.

Yasser studied at UCLA and earned an MBA from Cardiff Metropolitan University and another MBA from Memorial University of Newfoundland.

<https://www.linkedin.com/in/yasser-shoukry-660a6554>

Tarek Khamis - Founder

Tarek Khamis founded RoadRocks LLC in California back in 2013 - now based in Dubai - where he focused on introducing powerful design tools to mobile devices.

Being among the first in this category, RoadRocks' was the first to offer Logo and poster design to the App Store. Tarek's work got quickly noticed and acquired over 35 Million users and introduced him to collaboration offers with entities such as Adobe and Tumblr.

Tarek is an engineer, but he's a designer at heart and has directed the FOTF art along with the design Ninja, Amro Thabit. Tarek studied at UCLA CSULB and earned his MBA with an academic merit scholarship from FIU.

<https://www.linkedin.com/in/tkhamis>

Together with other members of the FOTF community, we are excited to welcome you to join us in shaping the future of digital media, art, and art utility!

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