

Underground WATFUS



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INTRODUCTION

Underground Waifus is a multiplayer TCG (Trading Card Game) based on a cyberpunk universe, focused on a very specific vertical: Waifus in a post-apocalyptic future.

The universe of Underground Waifus takes place in the future, corrupted by the scarcity of materials, money: stardust, and the desire for power. An eternal war between different races and more than 9 factions.





MISSION

We love collecting and playing video games via Web3. Everything can converge and make sense. Our mission is to create a world in which to play, gather and make the user participate in its evolution.

VISION

Our vision is to create a virtual universe where collectors and TCG players connect and use their assets. We want to give it further meaning by bringing our brand with physical editions of Underground Waifus, comics, and action figures.

VALUE PROPOSAL

One of the main sources of innovation is that it proposes a circular economy model that combines F2P (Free to Play) and P&E (Play and Earn) business models with the tokenized economy, multiplatform for mobile and PC.

The TCG is focused on a competitive side, with an easy player-driven economy: PVP (Player VS Player) battles, and the player who wins takes it all.

The use of blockchain technology and assets in fungible or non-fungible tokens (NFT) empower the concept of TCG and digital collecting, with a limited supply of collections and future new limited collections on the different known blockchains that are annexed to the project. Players are the holders of the assets, either for mere collecting or playing, and can generate value for their invested time.



Welcome to the first TCG designed for the new era of collecting, physical and digital; **phygital**. Underground Waifus is the first TCG designed with limited and unique collections. Each new edition, or a special collaboration, will have a unique edition, and each card and its content are different.

Being a phygital collection, the player will have all the experience of NFT and web3 in terms of digital property and the physical experience since the displays will be printed in the future to the owners. Finally, combined in a unique themed card game offers the first phygital TCG experience.



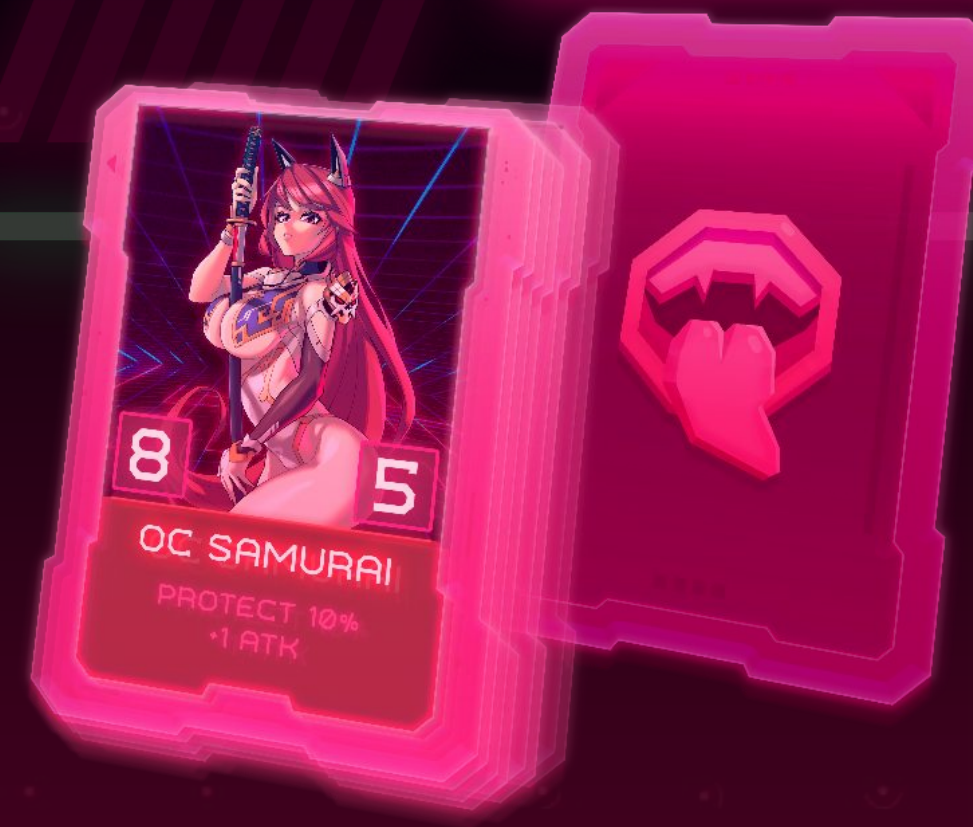
ACTUAL MARKET

Trading Card Game market size is estimated to be worth US\$ 3483.62 million in 2022 and is forecast to be a readjusted size of US\$ 5090.18 million by 2028 with a CAGR of 6.52% during the review period.

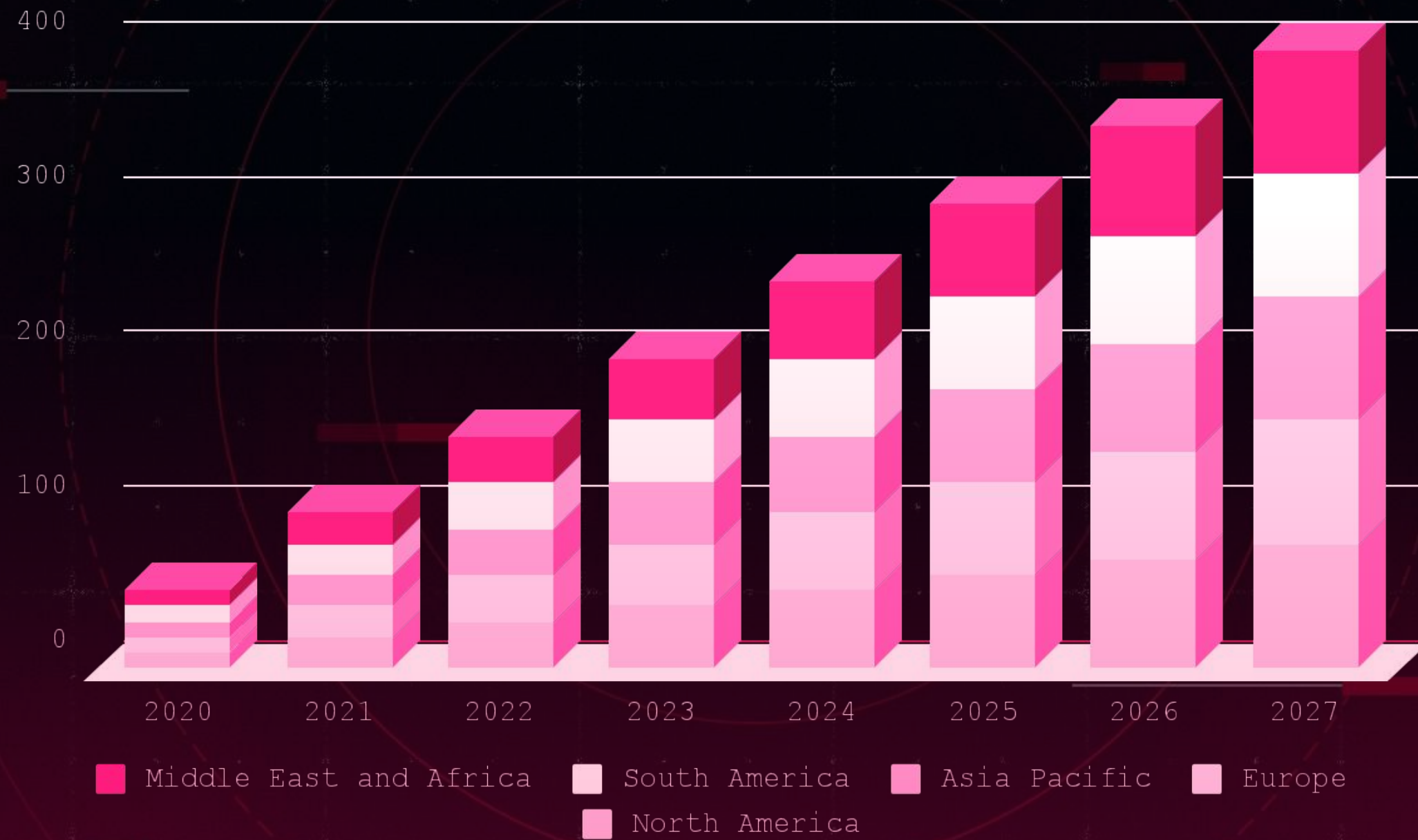
Fully considering the economic change by this health crisis, Digital Game accounting for 87.99% of the Trading Card Game global market in 2022, is projected to value US\$ 4628.35 million by 2028, growing at a revised 7.11%.

The study of the data goes around these market segments:

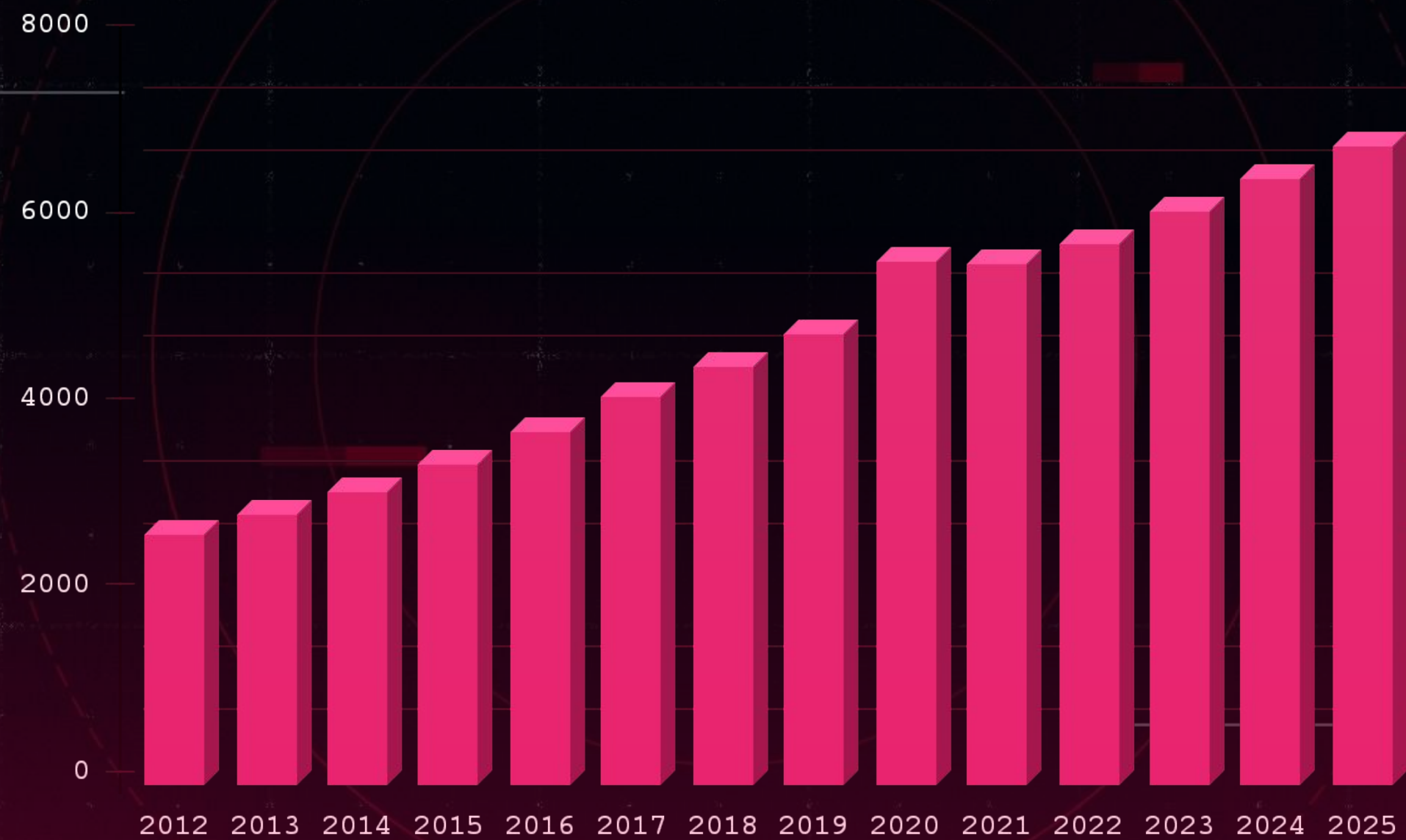
- Digital Game y Physical Card
- Teenager and Adult



GLOBAL PLAYING CARDS AND BOARD GAMES MARKET IS EXPECTED TO ACCOUNT FOR USD 22.3 BILLION BY 2027



REVENUE OF THE CARD GAME MARKET WORLDWIDE FROM 2012 TO 2025 (in million U.S.dollars)



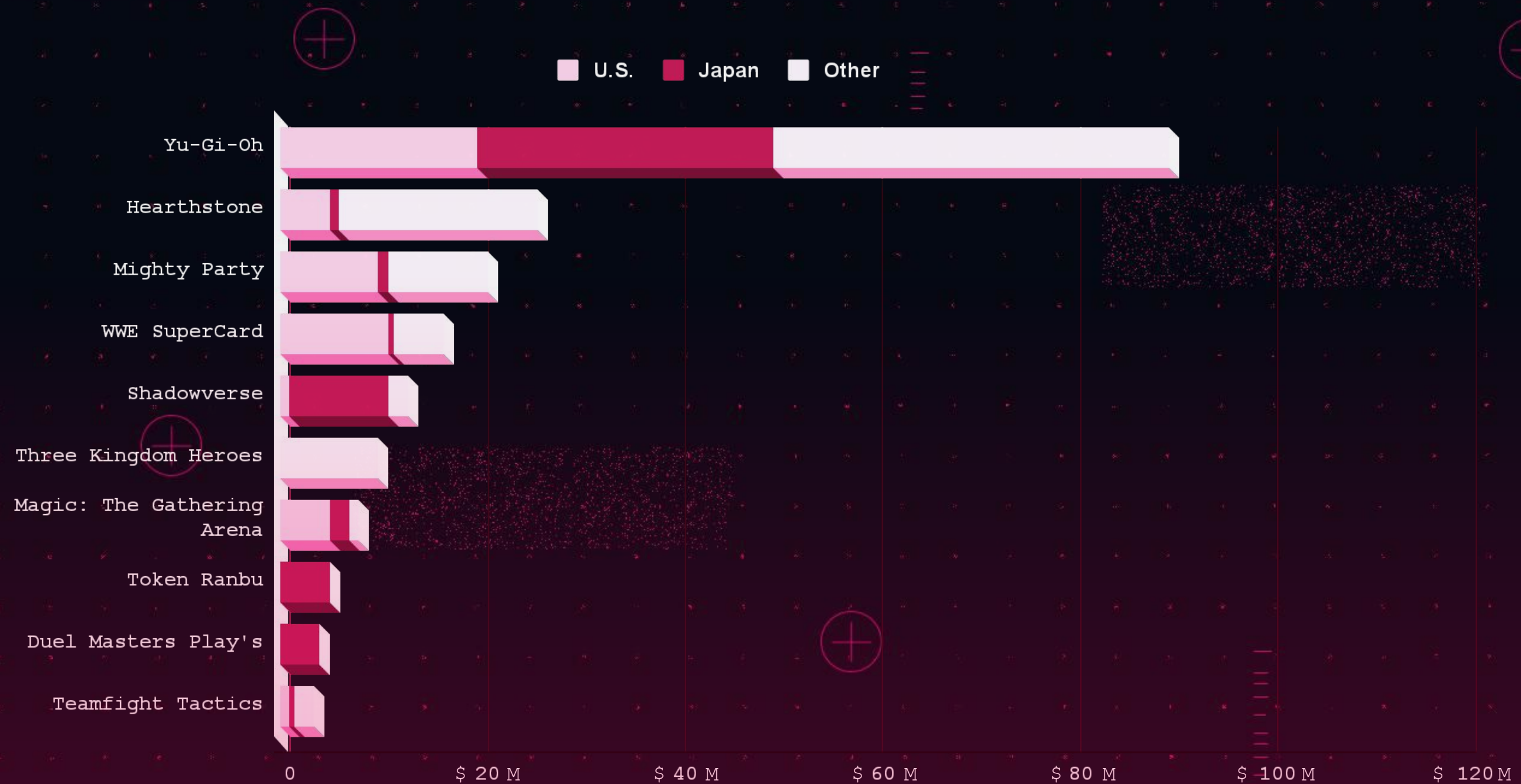
BY PLATFORM

The mobile segment along with the physical segment dominates over the web segment, even though it is not discarded:

In the PC vertical, extrapolating to Steam metrics the TCG market is quite accessible, with only 3000 titles, although they are dominated by IP genres. Our game would focus on the "CARD BATTLER" vertical according to Steam.

TAG	GAMES COUNT	REVENUE TOTAL	REVENUE AVERAGE
Trading Card Game	387	~\$25 million	~\$85,000
Card Battler	802	~\$130 million	~\$250,000
Card Game	1,758	~\$210 million	~\$150,000

SIX TOP TITLES GENERATED MAJORITY OF THEIR REVENUE IN ASIA



COMPETITORS

F2P TCG:

We have detected 2 clear verticals, those that come from the branding of an IP (Yu-gi-oh!, One piece...) so the brand itself already generates enough return. On the other hand, we observe mixed games (RPGs with TCG...) of Manga/Anime theme that are working.

GAME	SO	DOWNLOADS	LAUNCHMENT	DOWNLOADS / M	IAPPS / M	ADS REV / M
Yu-Gi-Oh! Duel Links	Android	50M+	2017	200K	1M	20K
	iOS	¿?	2017	60K	2M	9K
Yu-Gi-Oh! Master Duels	Android	1M+	2022	200K	3M	20K
	iOS	¿?	2022	200K	3M	30K
Vanguard ZERO	Android	500K+	2020	20K	100K	2K
	iOS	¿?	2020	5K	300K	<1K
Shadowverse						
Shadowverse (EUR)	Android	1M+	2016	10K	200K	2K
	iOS	¿?	2016	5K	100K	<1K
Shadowverse (JAP)	Android	1M+	2016	10K	1M	2K
	iOS	¿?	2016	10K	2M	3.5K
Soccer Spirits	Android	1M+	2014	5K	8K	<1K
	iOS	¿?	2014	5K	30K	<1K
Age of Ishtaria	Android	1M	2014	5K	40K	<1K
	iOS	¿?	2014	5K	50K	<1K

In general terms, TCGs are verticals that are monetizing quite well where there are different themes and sub-themes (niches) for each of them (dinosaurs, medieval, magic...) Below are the top of the industry which we note that they are not necessary a large amount of volume to get great returns and a list of games analyzed to obtain the conclusions of the study.

GAME	SO	DOWNLOADS	LAUNCHMENT	DOWNLOADS / M	IAPPS / M	ADS REV / M
Horus Heresy: Legions TCG	Android	1M	2018	10K	70K	7K
	iOS	¿?	2018	<5K	40K	4K
Magic The Gathering	Android	1M	2021	100K	900K	10K
	iOS	¿?	2021	90K	1M	15K
Legends of Runeterra	Android	10M	2020	100K	400K	10K
	iOS	¿?	2020	50K	300K	15K
Hearthstone	Android	50M	2014	100K	1M	10K
	iOS	¿?	2014	80K	2M	15K

P2E TCG:

MARKET PLAYER PRODUCT SALES VOLUME MARKET SHARES

Alien Worlds - Good game, launched, but not a real TCG. Not mobile friendly.

Alien Worlds is a product that pretends to be a Metaverse and space exploration game, it currently occupies a very interesting position in the ranking of blockchain played videogames, "has nothing to do with a conventional PVP card game, it has a friendly Web interface, but the only thing you do in the game is to mine and buy cards. "

Game funded with 2M with a total of 3M users and a DAU of 100k

Splinterlands - Good game, fun, and compatible with F2P. Not for real collectors.

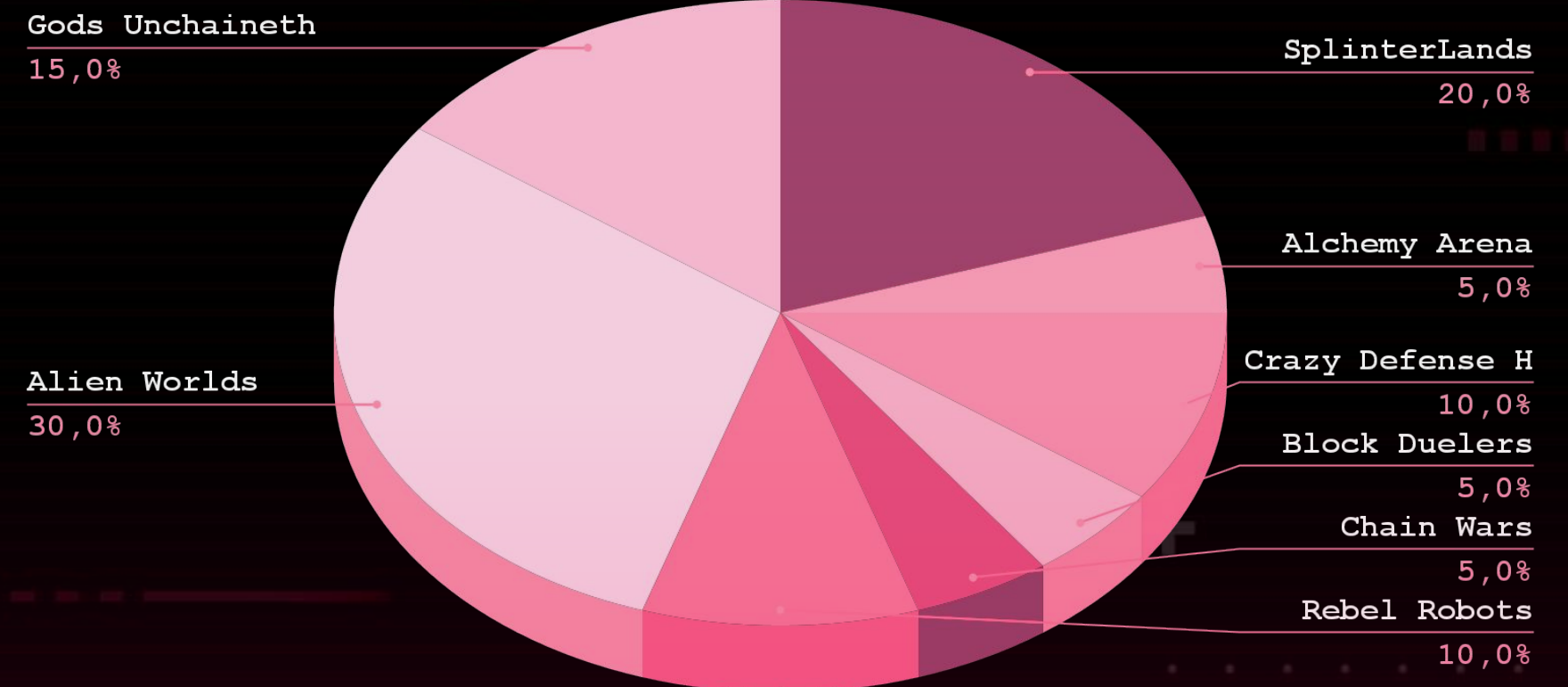
The Splinterlands cards are classified as summoners or monsters. Players can pick one summoner when going into battle, which bonuses monsters. Then, players can select monsters from that summoner's deck. Es un juego lanzado en 2014 desde Kickstarter, se a unido a la ola Blockchain.

Game founded with 3.6M with a total of 3M users and a DAU of 150k

Rebel Bots - Xoil Wars - Not truly a TCG game but more like a roguelike TCG, not for collectors. Not launched

Rebel Bots - Xoil Wars is a cross-platform card battle game, players will be able to play, progress, and earn in a single-player or multiplayer sci-fi-themed game taking place in outer space. The game will require players to unite around extra-terrestrial kingdoms, build their army of fighting robots and compete with other players for the valuable Xoil resource.

"Unreleased game with 2M in funding"



Gods Unchained - Good philosophy, only for web3. Typical fantasy theme and losing players

Gods Unchained is a free-to-play tactical NFT card game based on the Ethereum blockchain where players have complete control over their in-game assets. It is one of the most popular blockchain play-to-earn (P2E) card games that allows you to use nonfungible tokens (NFTs) to purchase, collect and play collectable digital cards.

Game launched in 2018, currently with 36K users and a DAU of 3

CONCLUSIONS & OPPORTUNITIES

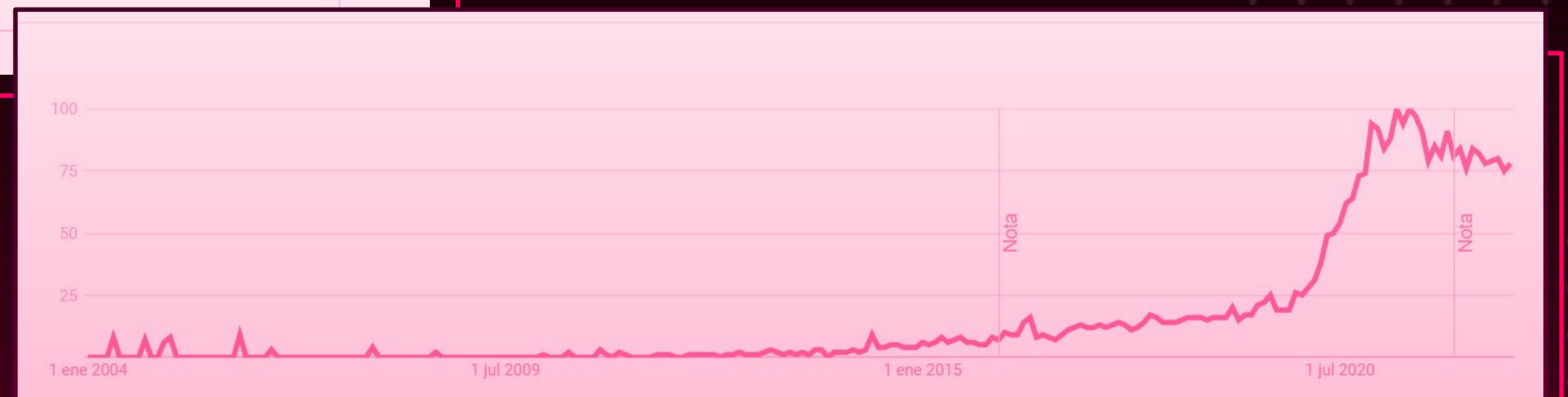
We found very relevant opportunities at PC and Blockchain level. Since in PC Marketplaces TCG titles have not yet been exploited as we have observed when searching in EPIC GAMES STORE. On the other hand, in the Blockchain vertical where there are 119 games according to the platform of study, and only 15% are multiplatform.

In the mobile market we observe that it is a competitive environment but at the same time offers a fairly large return, based on experimentation in CACs and ROAS for platforms such as Android and iOS we will know exactly the ROI ratios. We have observed Manga/Anime games but none working the Scify-Waifus vertical, so in view of the market trend and the genre, we conclude that it has an interesting niche.

TCG



WAIFUS



PROJECT STATUS

EXIT SETTINGS

 <p>AKANE DMG +2</p>	 <p>AOMIGAKA ENEMY ATK MINUS -2</p>	 <p>CELESNE KILL +0 ENEMY ATK MINUS -2</p>	 <p>HYONOKO FURY +20 DMG +2</p>
20 ♥			
15 ⚡			
59			

 <p>KAVORI STEAL ATK +2 WIN EQUALS STEAL HP +3</p>	 <p>KYOCHIKO ENEMY ATK MINUS -2 ENEMY POWER MINUS +0</p>	 <p>NINIEL ENEMY DMG MINUS -4</p>	 <p>SASU DAMAGE +5</p>
20 ♥			
15 ⚡			



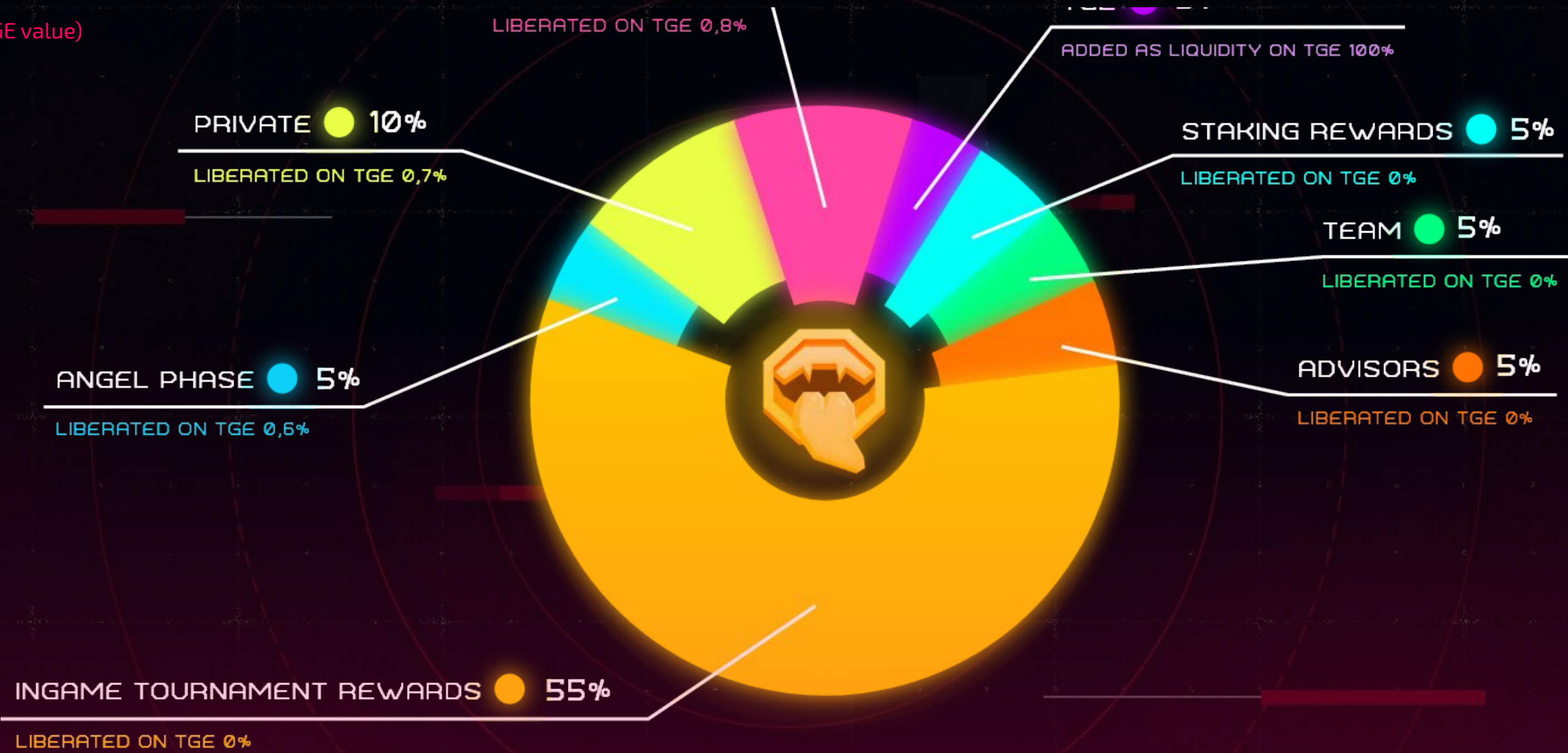
EXIT SETTINGS

 <p>KYOCHIKO ENEMY ATK MINUS -2 ENEMY POWER MINUS +0</p>	 <p>HYONOKO FURY +20 DMG +2</p>
20 ♥	
13 ⚡	
54	
20 ♥	
12 ⚡	

24 18

TOKENOMICS

100,000,000 tokens will be launched at 0.06
(if counted at TGE value)



TOKENOMICS

5% Angel Phase priced at \$0.028 (6% TGE release + 60 days cliff and 10 month vesting with daily releases).



10% Private price \$0.038 (7% TGE release + 30 days cliff the rest daily release for 10 months).



10% IDO priced at \$0.048 (8% TGE release + 15 days cliff remainder daily release for 12 months).



5% TGE 50% Liquidity earmarked for initial DEX to be included at an initial price of \$0.06.



Initial MCAP:

- 0,6% from seed in TGE 300,000 tokens = \$8,400 dollars
- 0,7% released from private in TGE 700,000 tokens = \$26,600 dollars
- 0,8% released from IDO at TGE 800,000 tokens = \$38,400 dollars
- **TOTAL** = \$8,400 + \$26,600 + \$38,400 = \$73,400 dollars

Initial dex liquidity 2,500,000 tokens + equal in BUSD (fully locked 10 years) = \$150,000 + \$150,000 = 300,000\$

5% Staking Rewards and staking partners (10% on TGE + 10% every month).



5% Team with a 6 month cliff and a 12 month vesting period with daily releases



5% Advisors with 2-month cliff 10 month vesting with daily releases.



55% In-game Tournament rewards With the contributions made to the tournament rewards pool, these rewards should never end.



The rest of the liquidity will be added in other dex as biswap, apeswap or babyswap depending on the agreements reached.

- IDO + private TGE = 1,800,000 tokens
- DEX liquidity(locked 10 years)= 2,500,000 tokens
- Stake + stake on partners= 500,000 tokens
- **TOTAL = 4,800,000 tokens x 0.06usd = \$288,000 USD**



TOKENOMICS

5% Angel Phase priced at \$0.028 (6% TGE release + 60 days cliff and 10 month vesting with daily releases).



10% Private price \$0.038 (7% TGE release + 30 days cliff the rest daily release for 10 months).



10% IDO priced at \$0.048 (8% TGE release + 15 days cliff remainder daily release for 12 months).



5% TGE 50% Liquidity earmarked for initial DEX to be included at an initial price of \$0.06.



Initial MCAP:

- 0,6 released from seed in TGE 600,000 tokens = \$16,800 dollars
- 0,7% released from private in TGE 700,000 tokens = \$26,600 dollars
- 0,8% released from IDO at TGE 800,000 tokens = \$38,400 dollars
- **TOTAL** = \$16,800 + \$26,600 + \$38,400 = \$81,800 dollars

Initial dex liquidity 2,500,000 tokens + equal in BUSD (fully locked 10 years) = \$150,000 + \$150,000 = 300,000\$

5% Staking Rewards and staking partners (10% on TGE + 10% every month).



5% Team with a 6 month cliff and a 12 month vesting period with daily releases



5% Advisors with 2-month cliff 10 month vesting with daily releases.



55% In-game Tournament rewards With the contributions made to the tournament rewards pool, these rewards should never end.



The rest of the liquidity will be added in other dex as biswap, apeswap or babyswap depending on the agreements reached.

- IDO + private TGE = 2,100,000 tokens
- DEX liquidity(locked 10 years)= 2,500,000 tokens
- Stake + stake on partners= 500,000 tokens
- **TOTAL = 5,100,000 tokens x 0.06usd = \$306,000 USD**



EARLY INVESTORS

SEED INVESTORS

TIER 1 (>1000\$): All Angel investors with investments over 1000\$, will receive a free founder pack and the opportunity to buy for every 1000\$ invested 4 packs of each rarity (not counting founder one) at 1/3 price (paid in BUSD). Also for every 1000\$ you will receive a 10% in founders pack (one time each 1000\$). Plus you will be in WL and with all the advantages that this entails.

TIER 2 (500 to 999\$): Any angel investors from 500 to 999 busd, will have 2 packs of each at half price and a founder pack with a 25% discount.



PRIVATE INVESTORS

For private investors, you have the opportunity to purchase **only one time**, all the packs at 40% discount except the founder one that you will have the 10% discount on it. Only one time.



MONETIZATION

The game economy is real. It has its own monetary system and laws that the players themselves influence. Players use the governance and utility token to interact with major cryptocurrencies.

Tokens can be acquired from different sources such as buying Packs, NFTs in the marketplace, Game Pass Tickets, and Time Accelerators. The various methods of economic interaction:

MARKETPLACE

Where you can directly purchase in-game NFTs by matching them to the in-game token or other cryptocurrencies through a digital wallet previously exchanged for the native token.

SPONSORED TOURNAMENT

Companies can sponsor events as a means of advertising which they will sponsor.

TRANSACTION COMMISSION FEES

Ticket purchases, tokens, NFTs, withdrawals, staking.

BOOSTERS

Direct in-game purchases such as boosts that speed up the time it takes to level up cards.

ADS

Run by companies that display their banners or interstitials to players on the platform. In both F2P and PaE.

REVENUE DISTRIBUTION

- 8.5% will be allocated to the token rewards pool.
- 16.5% will be allocated to the token's liquidity pool.
- 2.5% will be allocated for marketing activities (ads, influencers)
- 5% for closing partners, stakes, and CEX trading
- 12.5% will be allocated to be burned and taken out of circulation
- 5% will be allocated to the remaining marketing reinvestment budget for maintenance
- 50% will be allocated for maintenance and project team.

PROJECT REVENUE

			MAU (MONTHLY ACTIVE USERS)						
			3 000	15 000	30 000	300 000	300 000	6 000 000	15 000 000
TYPE	FEE COMISSION (%)	ARPU/ DAILY REVENUE BY USER	DAU (DAILY ACTIVE USERS)						
			100	500	1 000	10 000	100 000	200 000	500 000
ADS	1	0,05	5	25	50	500	5 000	10 000	25 000
INMERSIVE ADS (ANUAL BRAND CONTRACTS)	1	30	3 000	15 000	30 000	300 000	3 000 000	6 000 000	15 000 000
MARKETPLACE	0,05	15	75	375	750	7 500	75 000	150 000	375 000
SCHOLARS FEE	0,1	0,5	5	25	50	500	5 000	10 000	25 ...
PVP ENTRY	0,25	0,2	5	25	50	500	5 000	10 000	25 000
TOURNAMENTS	0,1	5	50	250	500	5 000	50 000	100 000	250 000
LOOTBOX PACKS	0,05	10	50	250	500	5 000	50 000	100 000	250 000
WHITEDRAWALS	0,05	10	50	250	500	5 000	50 000	100 000	250 000
DAILY REVENUE (\$)			3.340,00	16.700,00	33.400,00	334.000,00	3.340.000,00	6.680.000,00	16.700.000,00
MONTHLY REVENUE (\$)			100.200,00	501.000,00	1.002.000,00	10.020.000,00	100.200.000,00	200.400.000,00	501.000.000,00

TEAM

Underground Waifus has been in development for one year. At first, it was thought of as a normal TCG, but it was redesigned later, detecting the opportunity to combine the worlds of collecting with digital property.

It is combined by work teams from 2 Spanish brands specialized in videogames, with titles such as Outer Ring and Warlands Corps, among others, specially Jeffrey with Gamezone and their huge experience on Gamefi.



DANIEL VALDES

CEO OF OUTER RING



OLIVER PEREZ

CEO OF WARLANDS



JEFFREY VAN EEDEN

CEO OF GAMEZONE

PARTNERS



/conwork



RRER-BONSOMS & SANJUR
ABOGADOS

Underground
WATFUS