

Q1 2023



THE DARK HORDE INVESTORS DECK

2023/2024 ARTISTIC AND FINANCIAL GROWTH STRATEGY PLAN

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About the Dark Horde

The Dark Horde is a project engulfing a series of unique black and white, Pen & Ink-conceived artworks in the tone of a Dark Fantasy Medieval Era. It takes place in the World of Ryn and brings the audience to witness the multi-millenia Lore from the mind of its creators. It focuses primarily on an apocalyptic-like War between Light and Darkness, and explores unique concepts adding further layers to its culture. From orcs, to humanoid creatures, to spirits and demons, we invite you to engage in its artistically-diverse storyline and appreciate the true beauty of our collection.

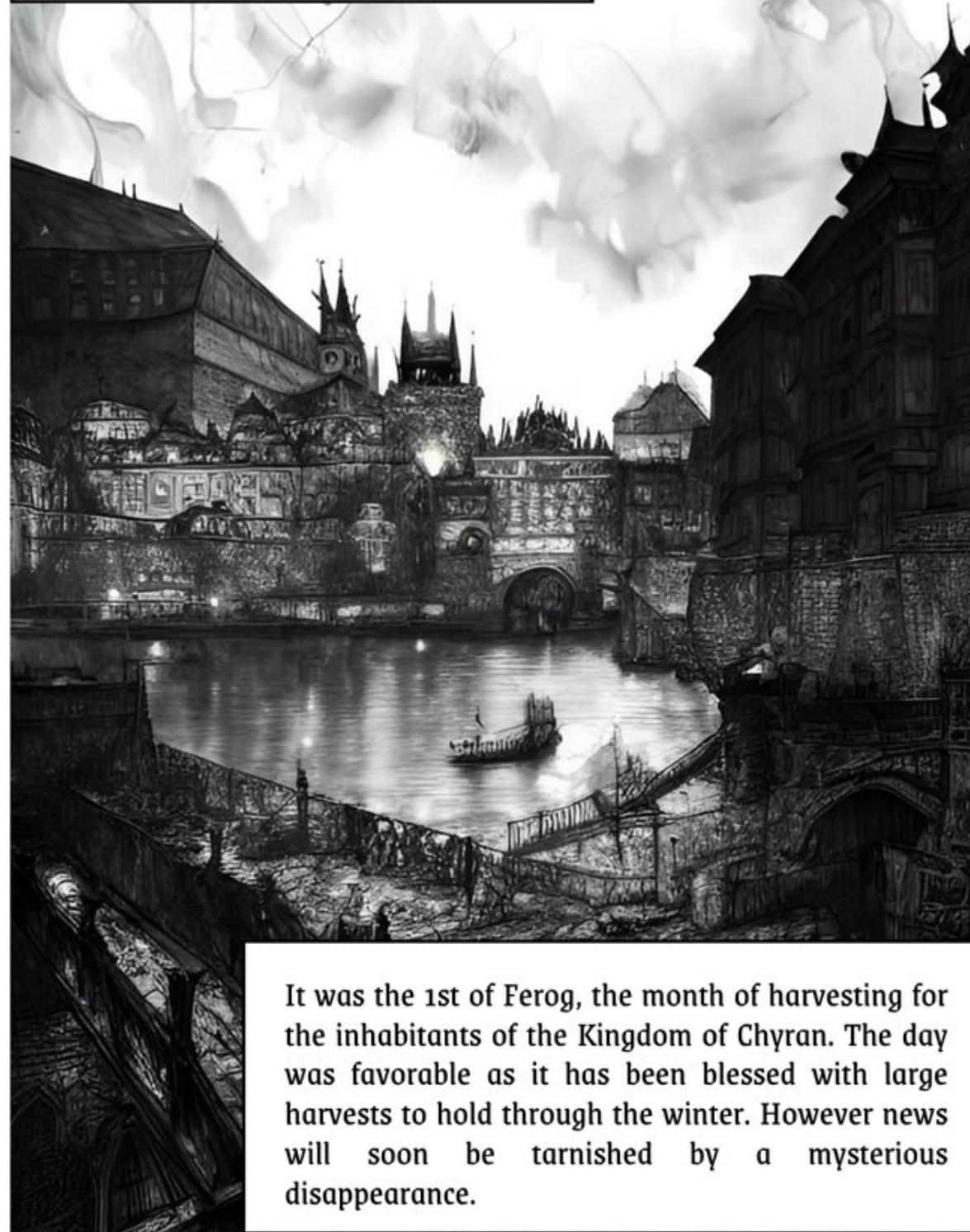


The Lore

The Lore comprises of highly diverse inspirations and dives into metaphysical concepts such as the perception of reality, multiple dimensions, complex bestial psychologies, character dichotomies etc. all under a uniquely dark and dull universe.

THE DARK HORDE ORIGINS

Somewhere in the Kingdom of Chyran...

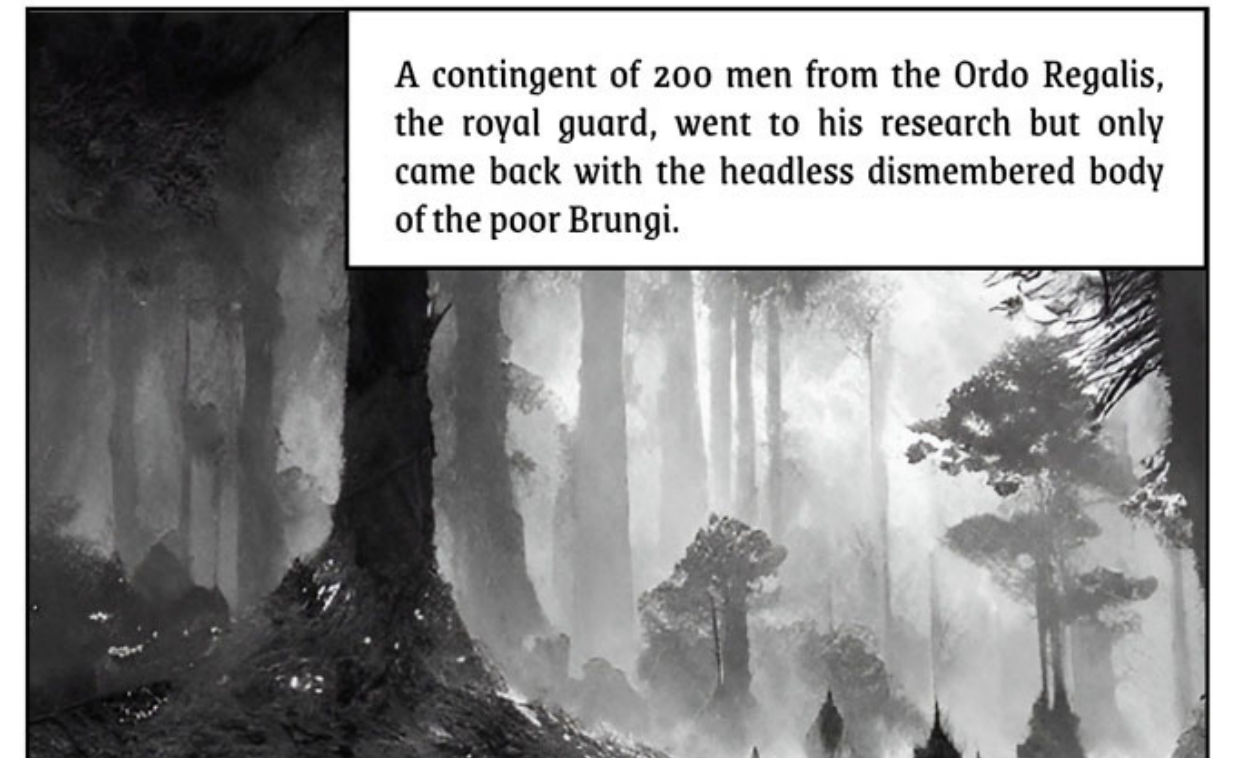


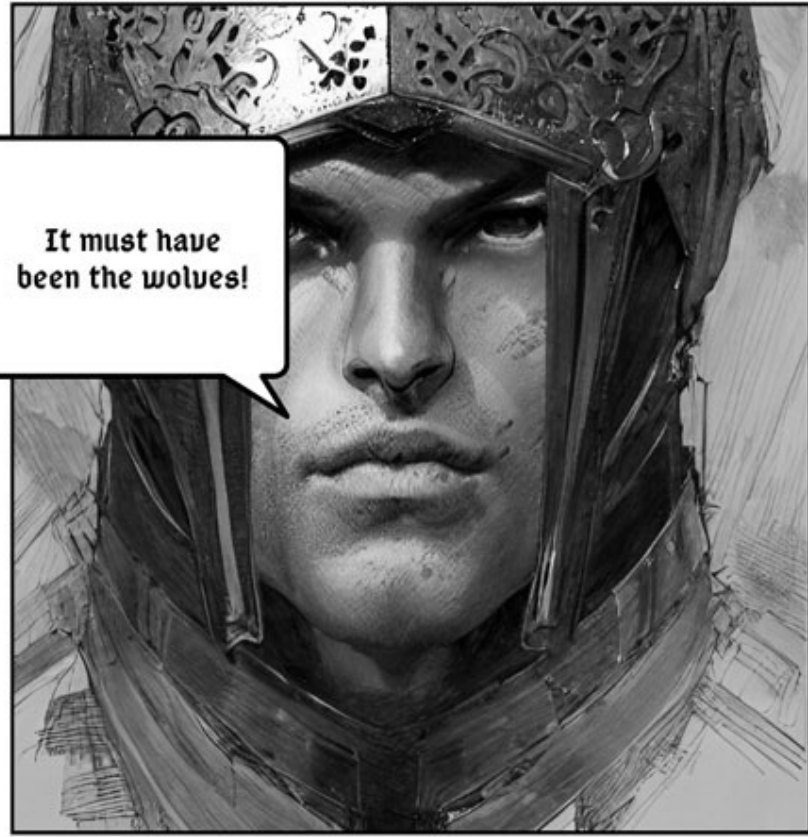
It was the 1st of Ferog, the month of harvesting for the inhabitants of the Kingdom of Chyran. The day was favorable as it has been blessed with large harvests to hold through the winter. However news will soon be tarnished by a mysterious disappearance.

Brungi, the 8 year old heir to the throne of King Wenslaus II has been missing for mass.

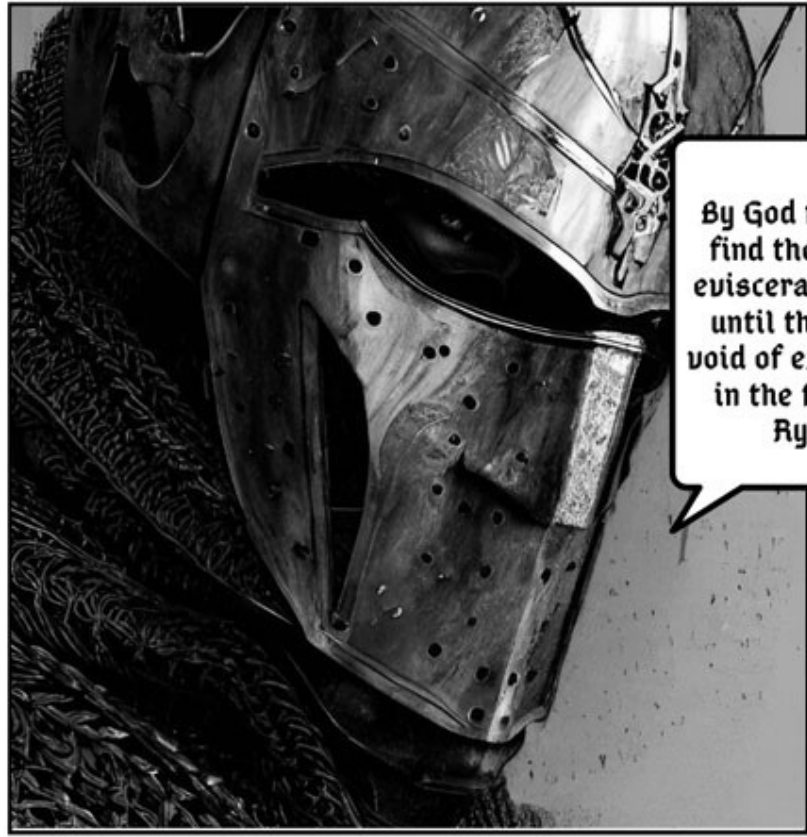


A contingent of 200 men from the Ordo Regalis, the royal guard, went to his research but only came back with the headless dismembered body of the poor Brungi.





It must have been the wolves!



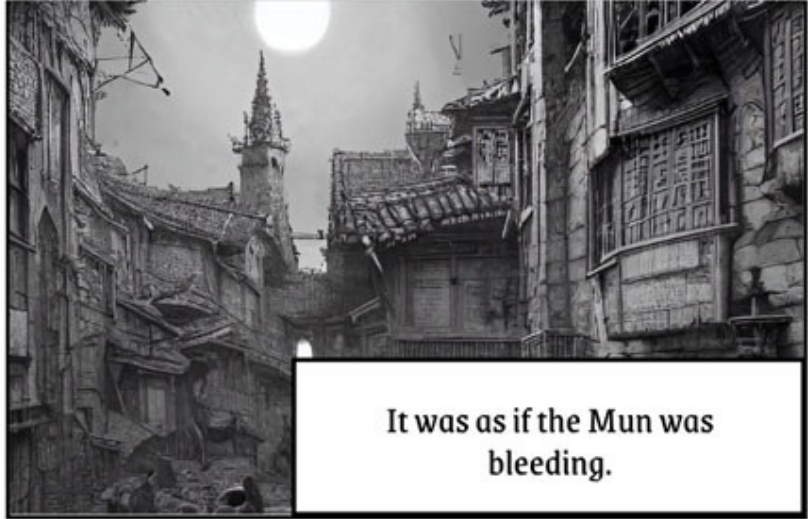
By God we will find them and eviscerate them until they are void of existence in the face of Ryn!



ORDO REGALIS, form your men! To arms!



Preparations halted the holy harvest of Ferog, when the sky suddenly turned dark.



It was as if the Mun was bleeding.



Little did Chyrans know was that this marked the turning point in which Ryn (our mother planet) would certainly never recover.

Armies of tall, bloodlust and deformed humanoid creatures were forming at the top of the hill. King Wenslaus knew, the Urygborg came. The day is due and they are coming for the Artifact.

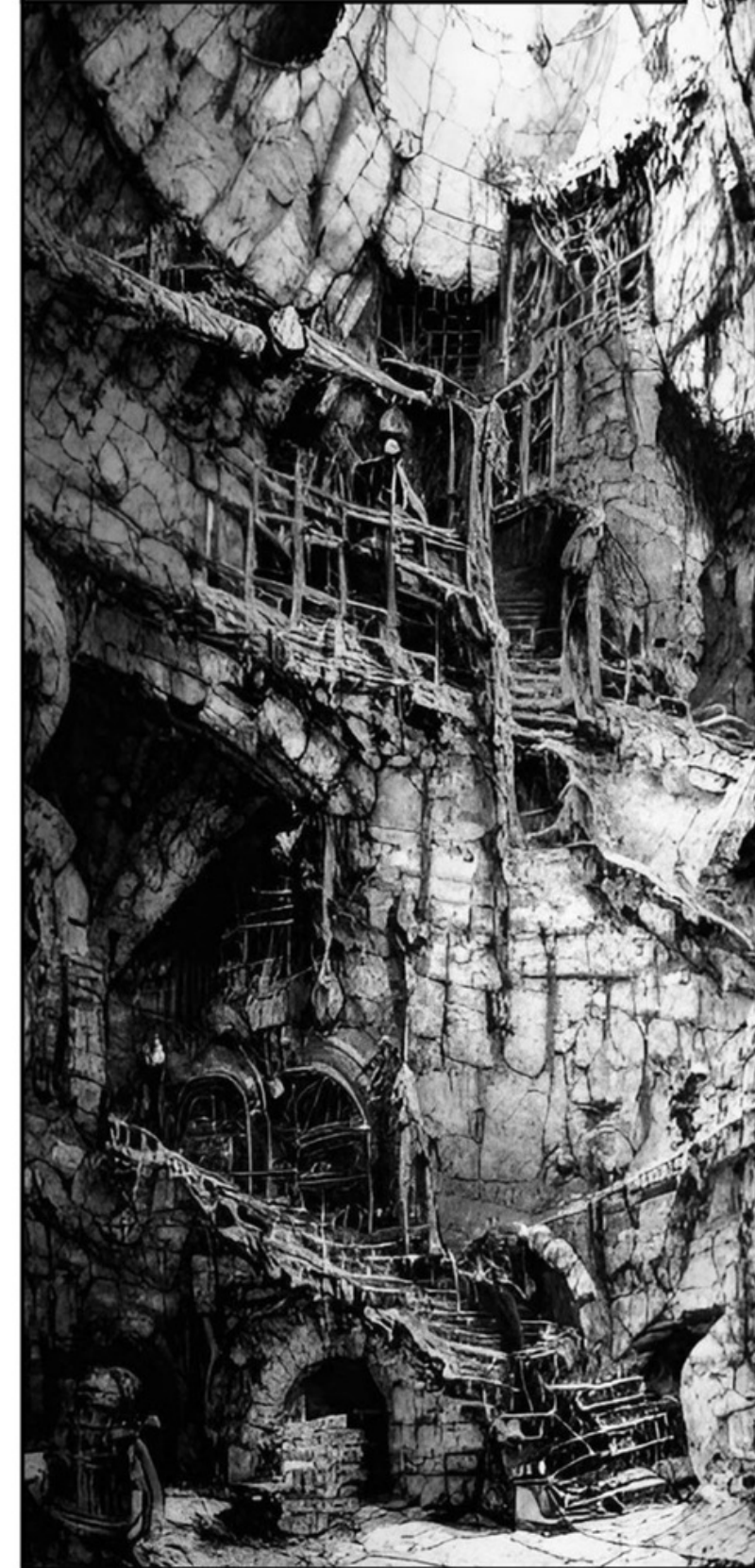


The Artifact, a mystical Octahedron device capable of controlling whichever spirit in mother Ryn and beyond.



Its origins remain unclear, the only thing Wenslaus knew was that he has been in charge of protecting it with his soul since generations of the Regalian bloodline.

Accepting his inevitable fate, King Wenslaus went to the lower basement of the Dungeon to access an area that only his bloodline could open.



Murdered innocents, ritual burnings and plunder: those were the methods of the profanators of this Holy Land.



Orcs are descendants of Cain, the first biblical murderer. They devote him an esoteric cult, and are the main soldiers of the Horde, since their repulsive and aggressive appearance is often enough to paralyze of fear its enemy.

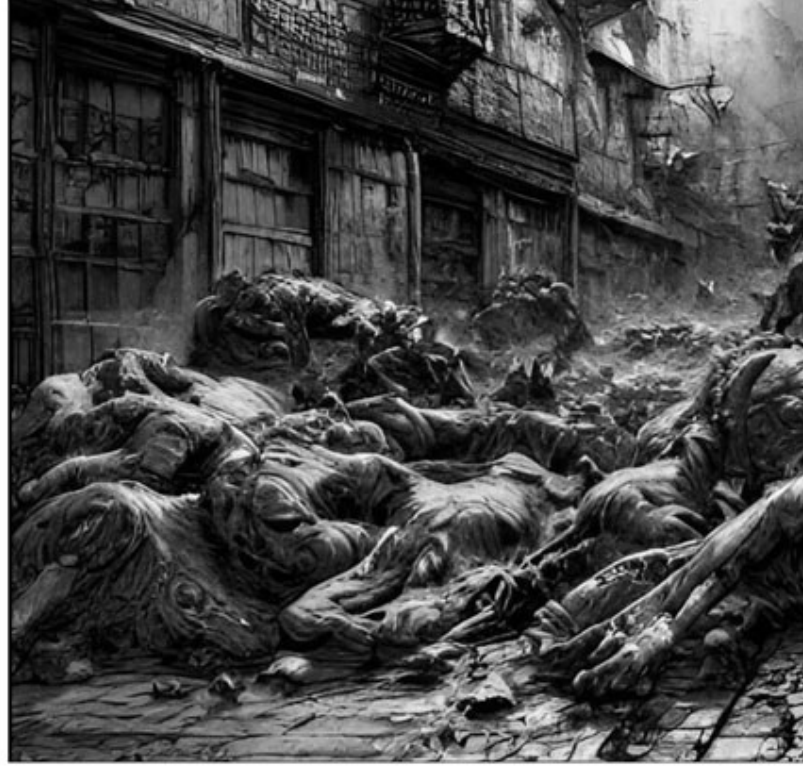


These deformed humanoids were not unknown to the King, they are named Orcs from the land of Kith.

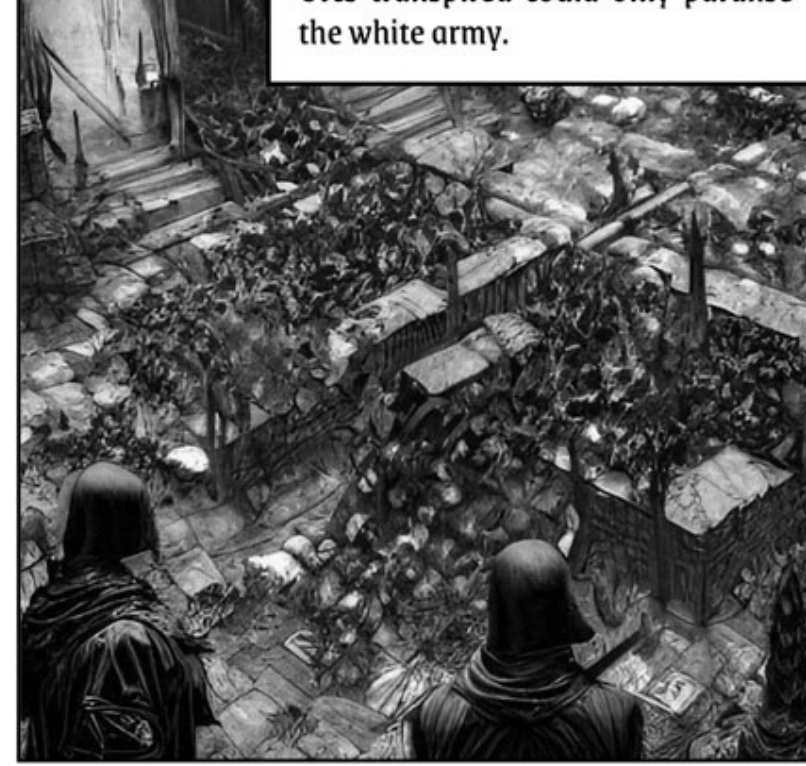
Orcs, in their unquenchable bloodthirst, start attacking. They do not forgive and annihilate anything in their path.



Cries of defenseless women, calcinated bodies engulfed in flames only Hel could generate.



Soldiers were not prepared for this level of brutality and despite their known courage in Ryn, the fear that Orcs transpired could only paralyse the white army.



King Wenslaus called upon his brother, Boleslaus the Cruel, to round up the remaining Ordo Regalis in the face of a fatal and inevitable defence for the Artifact.

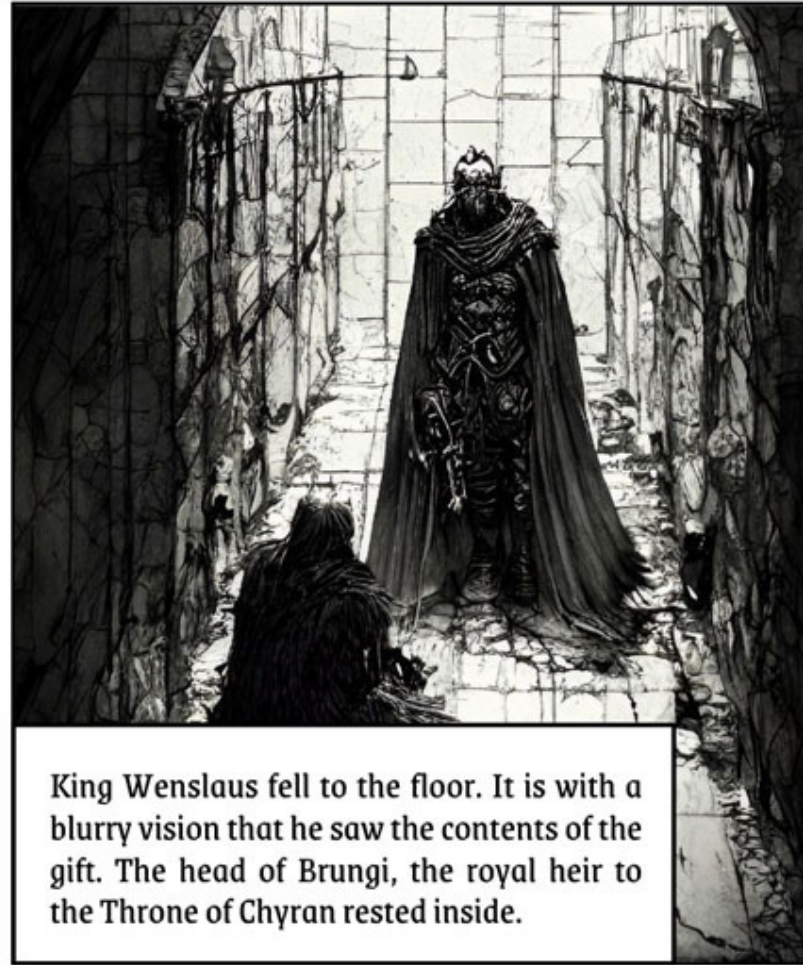


Boleslaus has long been envious of the power that his older brother exercised, and has long been observant as to how the Artifact were to be activated.

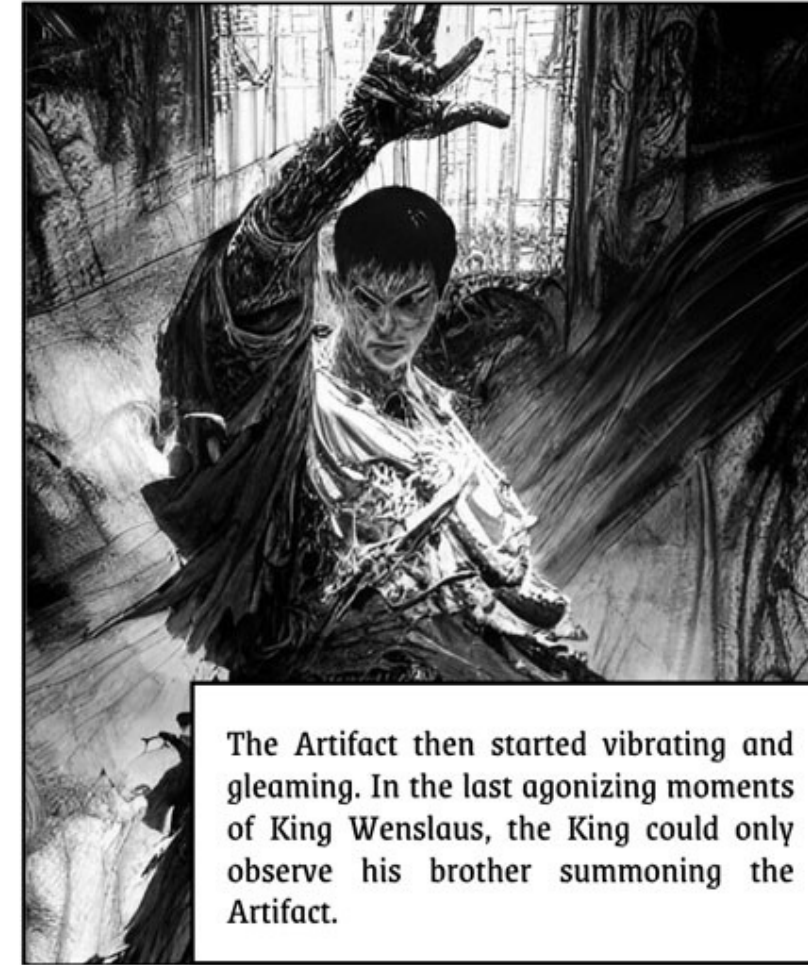
They both shared a last drink and before parting ways, Boleslaus then revealed a gift wrapped in the most beautiful purple that only the finest craftsmen could find.



That intense purple could only be found by crushing Orc bones, which are known to be a dark blue, with the blood of an innocent royal heir.



King Wenslaus fell to the floor. It is with a blurry vision that he saw the contents of the gift. The head of Brungi, the royal heir to the Throne of Chyran rested inside.



The Artifact then started vibrating and gleaming. In the last agonizing moments of King Wenslaus, the King could only observe his brother summoning the Artifact.

Boleslaus has been a member of the Urygborg, a mystical sect mastering the dark craft of magic, capable of altering humans and controlling Jinns.



The Urybogr Sect found its origins in after Olaf the Blind prophecized that the brother of a Chyranian King would once bring the return of the Fallen Kingdom and the golden Era of the Dark Horde.



The Dark Horde is the armed branch of the Nephilim and revolted after a scission of power.



Having stolen the Artifact from the Nephilim, they took control of the main kingdoms of Somnia Mundi and managed to decimate their enemy.



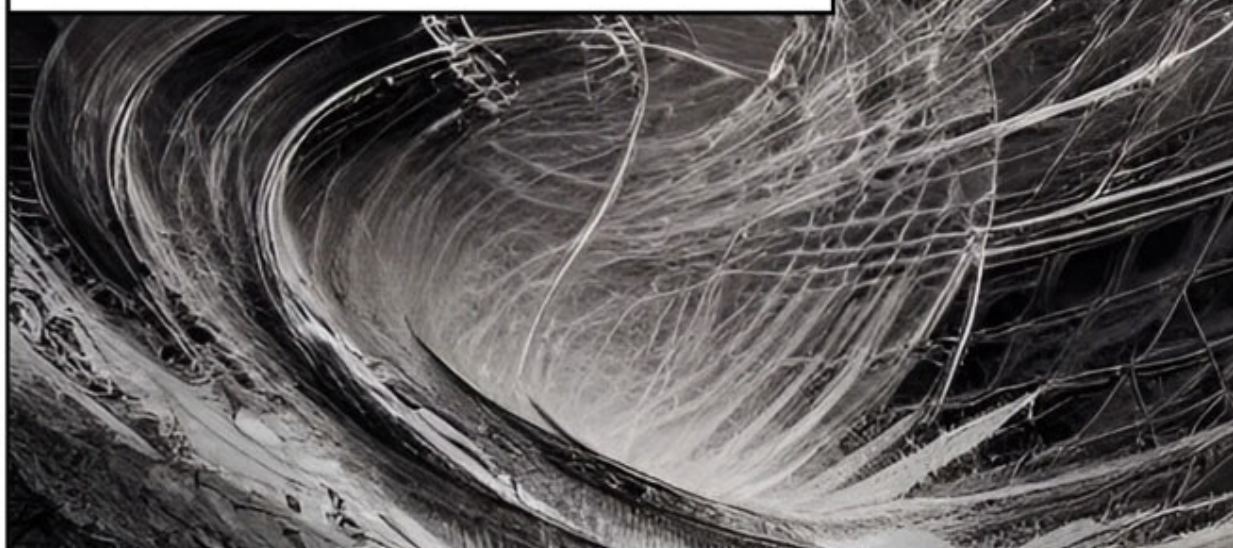
The Artifact was then lost for Millennias, which it turned out to be in the possession of the Chyran dynasty.



The Urygborg can communicate through a few priests and subjects, and often infiltrate circles of power as advisors.



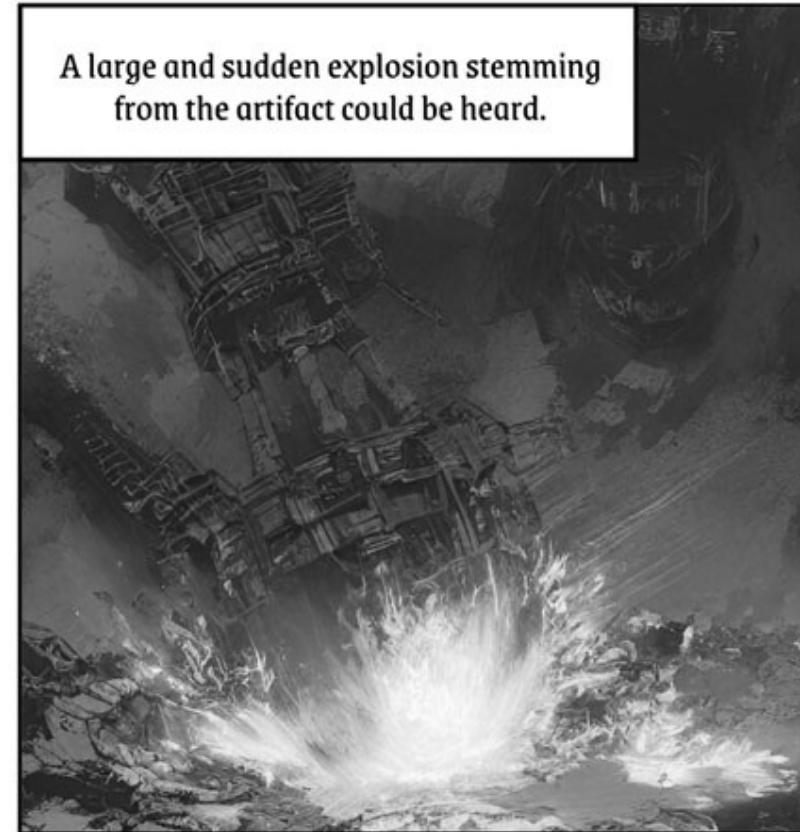
The Dark era would only to be unleashed when the Artifact is activated and the Urygbogr portal (a multi-dimensional portal to Somnia Mundi) finally restored.



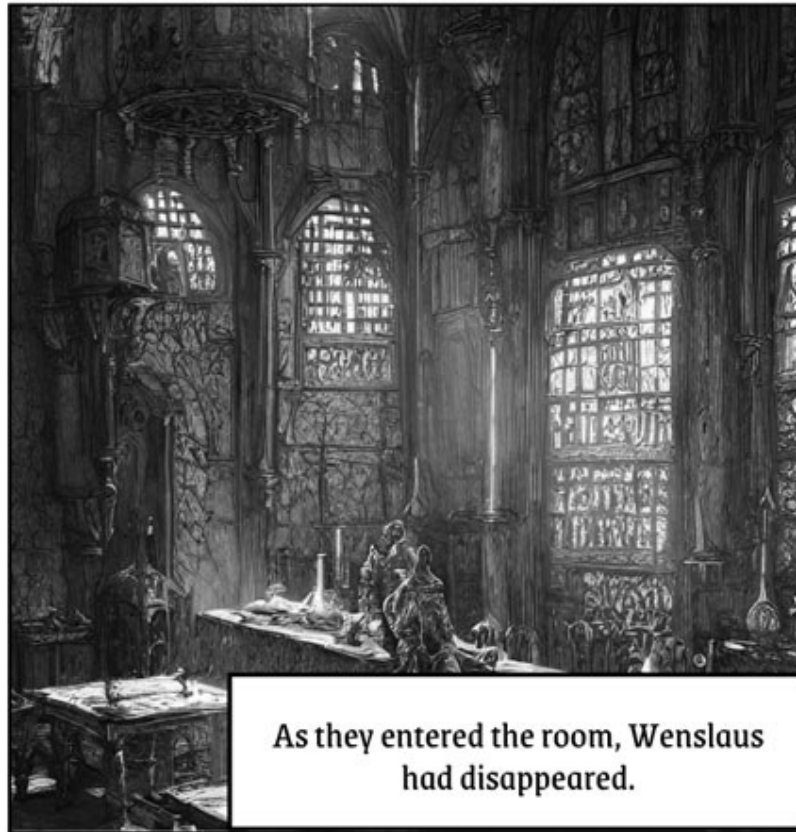
The Ordo Regalis came in too late.



A large and sudden explosion stemming from the artifact could be heard.



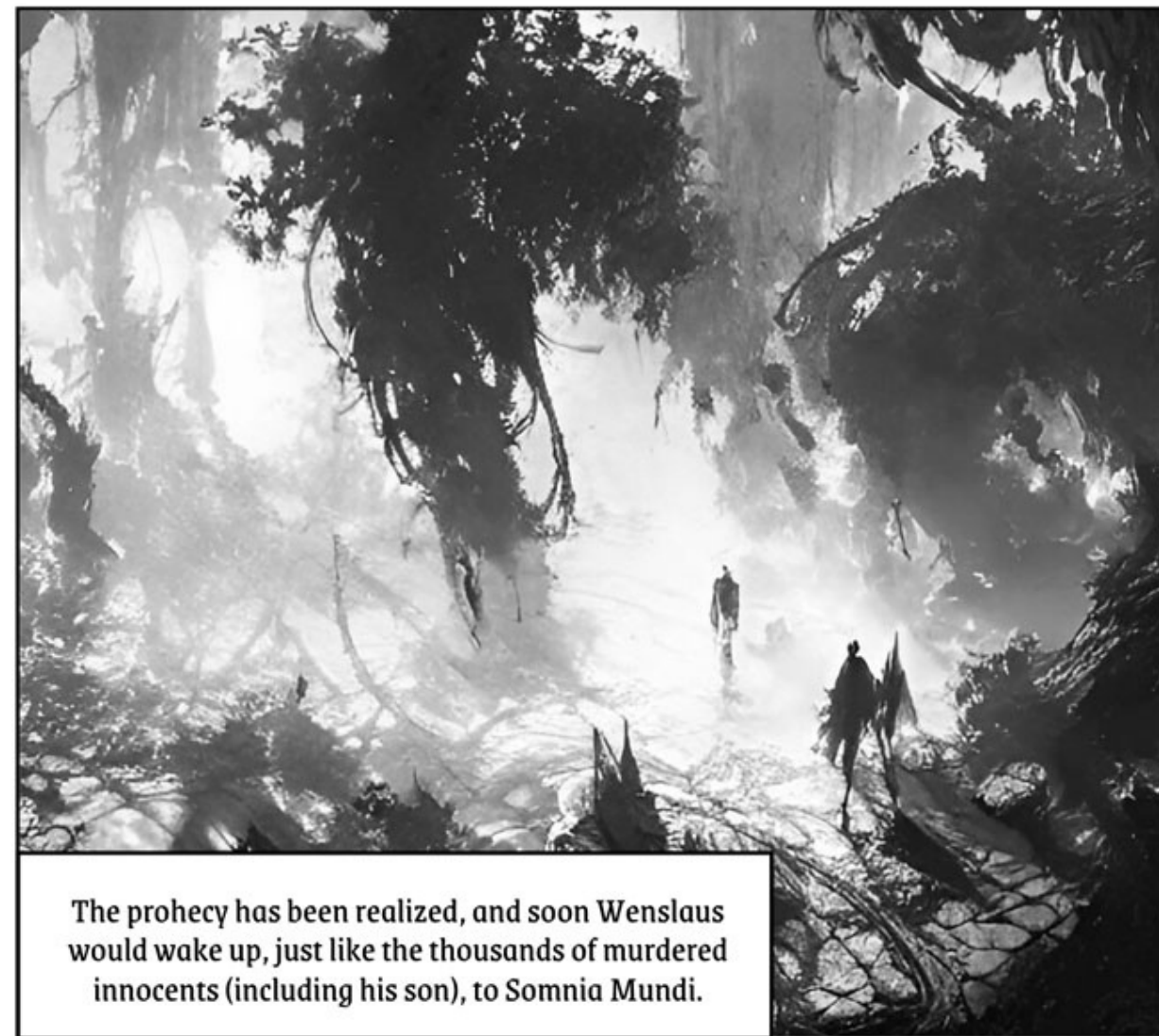
As they entered the room, Wenslaus had disappeared.



It created an immense beam piercing through the sky and slowly forming a spiraling dance of dark purple clouds.



The prophecy has been realized, and soon Wenslaus would wake up, just like the thousands of murdered innocents (including his son), to Somnia Mundi.



TO BE CONTINUED...



The Bestiary

NEPHILIM

Nephilim, known as fallen angels, were once in the Kingdom of Heaven but dared to share the secrets of magic to humankind. With them came the Artifact, an esoteric device capable of controlling spirits, which was then discovered and harvested by the Urybogr Sect. The Nephilim were almost decimated after the Uryborg Sect took control of the Artifact, there are only 7 fallen archangels that remain to this day. They master the elements of time and can be found close to desert caves.



URYBOGR SECT

The Urybogr Sect found its origins in the 7th century BC in Southern Sweden after Olaf the Blind prophesied that a Bohemian King would once bring the return of the Fallen Kingdom and the golden Era of the Dark Horde. The Dark Horde was the armed branch of the Nephilim and revolted after a scission of power. Having stolen the Artifact from the Nephilim, they took control of the main kingdoms of the Dream Realm and managed to decimate their enemy.

There are however few of them on Earth, and can communicate through a few priests. They will be unleashed when the Artifact is activated and the Urybogr portal (a multiverse portal) finally restored.



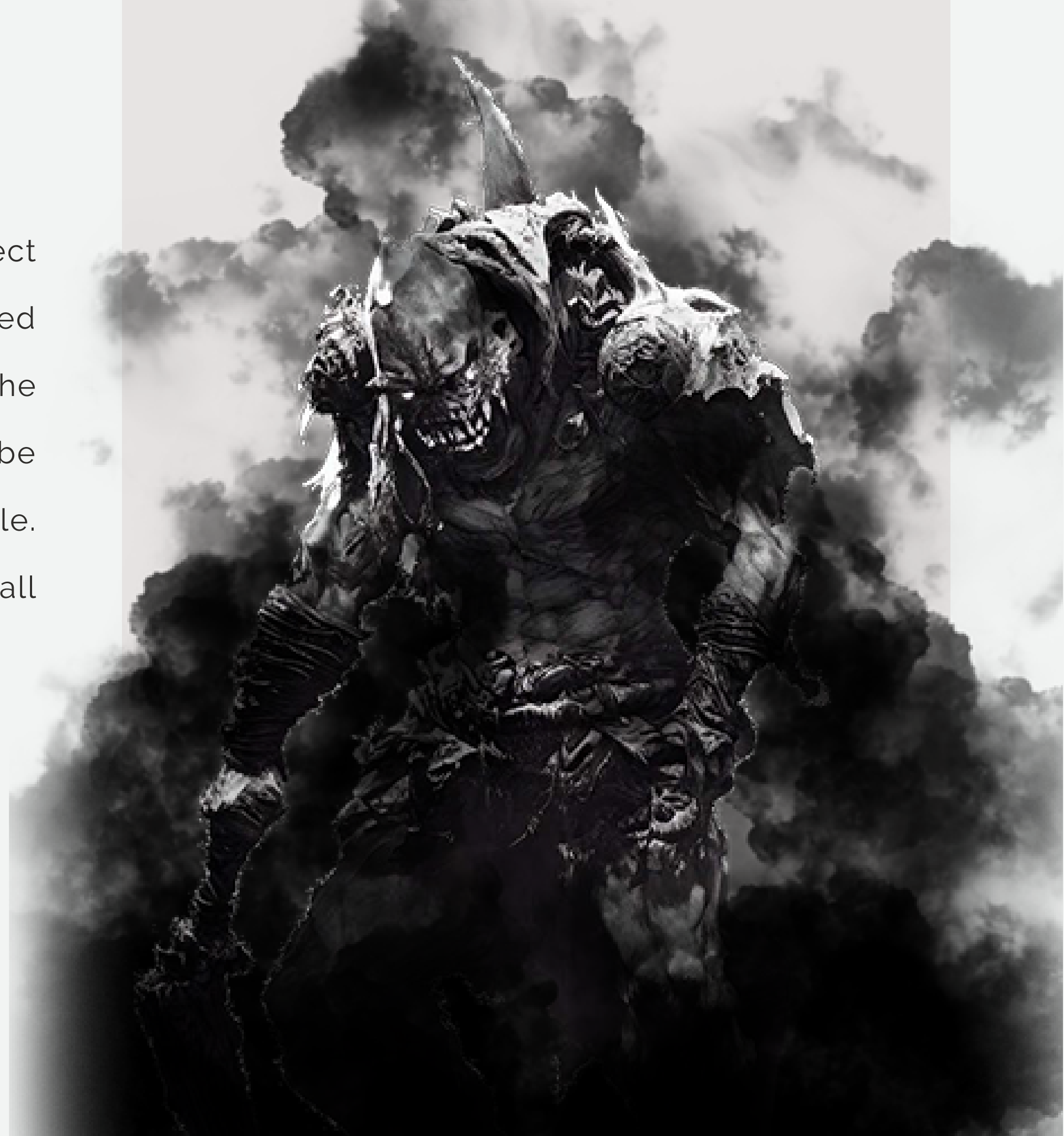
ORDO REGALIS

With the dark horde pest being spread out all around the globe, the Ordo Regalis (Royal Order) is the last wall to prevent an all-out infection. Being the last remnants of the close King's guard, they are known for being battle hardened. They have developed a belief of de-orcification dating from the Great Turning era. If you stumble upon them, run. They strongly believe that, by harvesting an inner energy from healthy subjects, they will be able to create a cure for the dark horde. The harvesting must be done in a way that the subject feels the most pain possible in order to fully extract the energy to its full potency.



HOARDERS

Hoarders are humans possessed by the Uryborg Sect and that are roaming the borders of the conquered lands of Earth. They walk on all-fours and resemble the undead. Their putrid smell and appearance can be recognised from far-away, and are easily avoidable. They will not go without a fierce fight, avoid at all costs, unless you are a Titan.



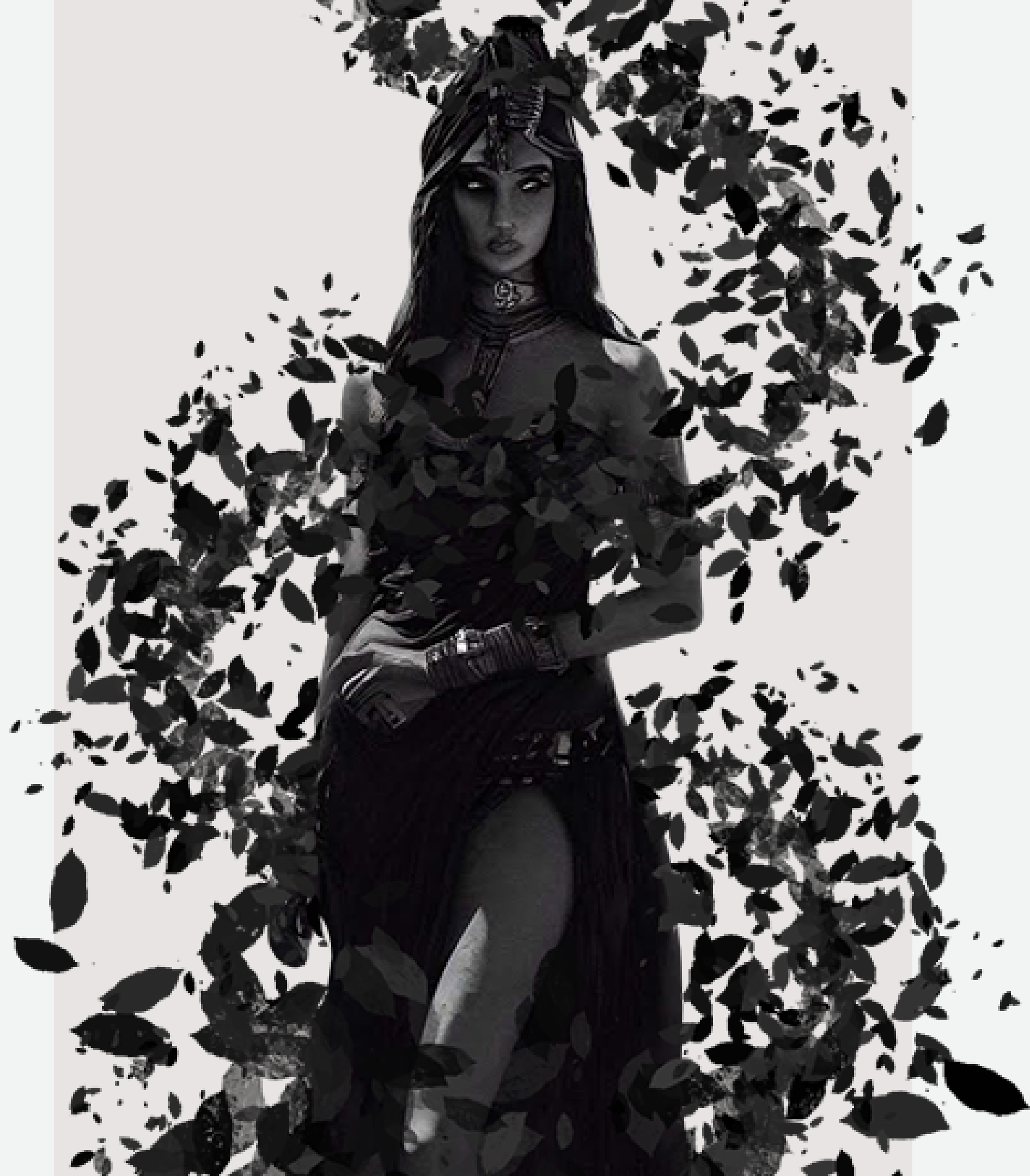
SINKERS

Sinkers are the souls of tormented sailors, fishermen and navy soldiers being brutally murdered by the Dark Horde and left to rot at the bottom of water sources. Their realm is water. They can be found in rivers, lakes and shallow seas. Sinkers are undead people, they can still communicate and will drown anyone that attempts to get close. They use their female counterparts, the Sirens, who can shapeshift into pleasurable appearances only to brutally sink you down.



JINNS

Jinns are metaphysical bodies of energy that can travel through time and space, and can bend any laws of physics. They are able to get into thoughts, possess bodies but are vulnerable to those who do not fear them. Their true form are slender bodies that float, but they often take the appearance of felines, or Succubus demons (think, lustful females). They guard treasures, abandoned homes, can be evil or good. They are slaves of the Urygorg and the Nephilim, and often do their bidding, since they do not possess a sense of will.



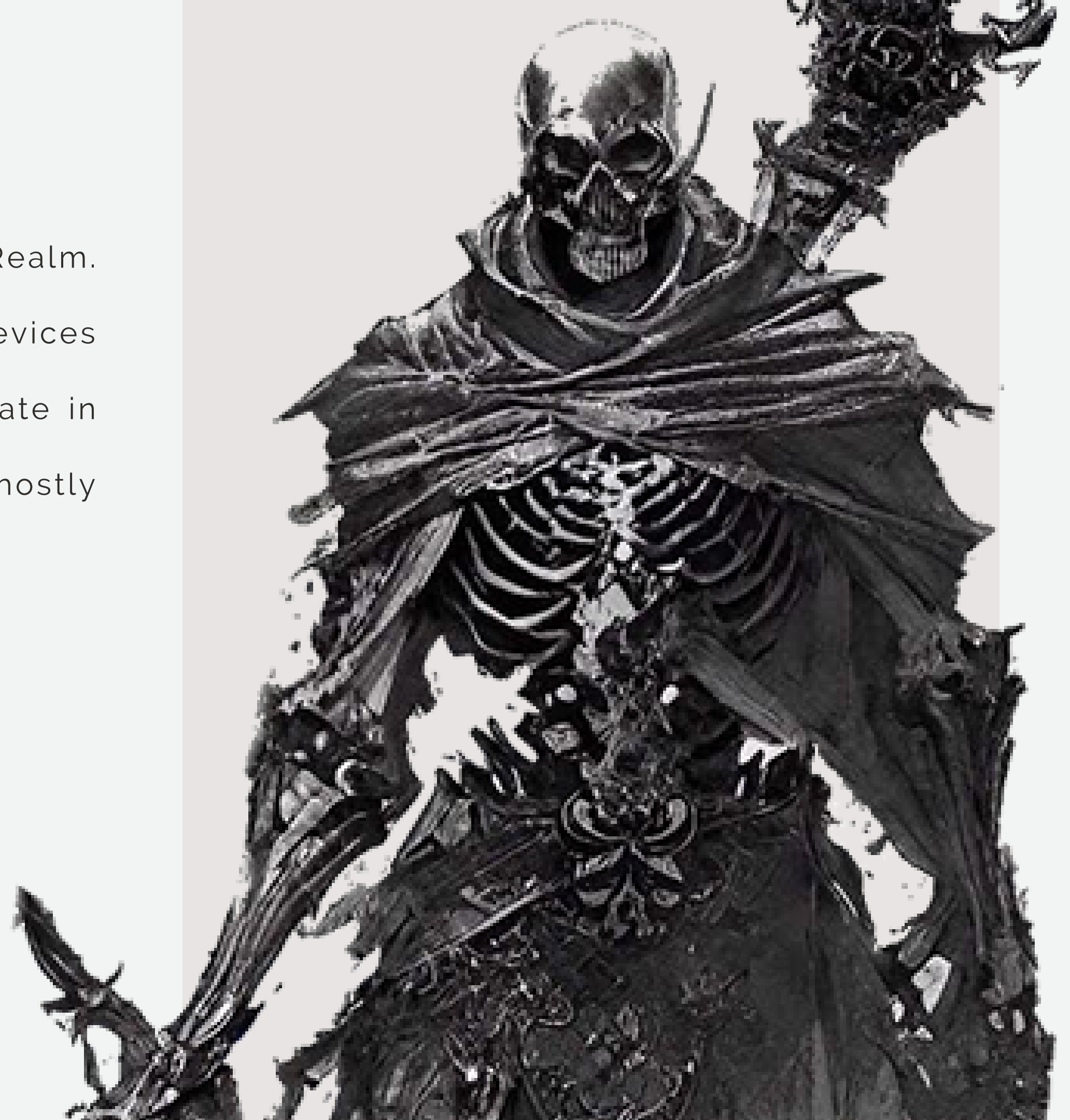
BATGORS

Batgors are sworn enemies of the Ordo Regalis. They were once human but have been mutated due to an Orc gene mixed with bats. Legend wants that a famous Orc commandant would consume so many Bats and human prisoners that once performing natural obligations with his concubine, her offspring's DNA was altered and gave birth to the first Batgors. Being faster, smarter and more collaborative than Orcs, they prove to be a very efficient army at spreading chaos amongst human settlements. They fear fire and cleanliness..



WARPERS

Warpers are the guardians of the Dream Realm. They guard Artifact beacons, which are devices that maintain prisoners into a dream-like state in an alternate reality. Warpers are skeleton/ghostly slender figures that were once human.



TITANS

Titans are sons of the defunct Uranus and Gaea and ruled Ryn for millennia until the first Great Nephilim War. Titans are powerful, ancient beings that are said to have shaped Ryn itself. They are massive in size and possess immense strength, and are often depicted as being humanoid in shape with stone-like skin. Some Titans are revered as gods by certain Rynian cultures, while others are feared for their destructive capabilities. It is said that they are immune to the passage of time, and that they will one day return to the world to shape it once again. Despite their god-like powers, Titans are also said to be locked in a never-ending battle with one another, as they each seek to assert their dominance over the others.



LAPIS KNIGHTS

Lapis Knights have long been prophesied to awake prisoners of the Dream Realm in order to take back control of the Earth from the Dark Horde. They are recognizable by their tall build, eerie appearance and piercing eyes. The Uryborg Sect pays a close attention to newborn sharing these characteristics, with them being the victims of infanticides to try and prevent the unavoidable.



VALAK COMPANIONS

The Valak Companions are an order of humanoid and non-humanoid entities working alongside the Urygborg. They are more commonly known as Daemons and possess psychic abilities on top of their repulsive and intimidating appearance. The Valak Companions dwell in humid and dark places, do not tolerate light, and operate through the Somnia Mundi.



CHURCH OF MORPHEA

The Church of Morphea is dedicated to the cult of Morphea. Shortly after the First Great Nephilim War, the Artifact went on to dwell for centuries and conferred a spirited power to the Sacred Tree, where Morphea resides. This in turn transformed diverse elements of nature, as well as animals into humanoid figures. They possess an innate sense of intuition, can connect with the elements of earth, water and fire, and can shape shift into their original form. Followers of the Church of Morphea are dedicated to protecting their environment and are highly hostile to any non-Morphean entity.



BLOATERS

Bloaters are heavily-mutated human prisoners from the Kingdom of Chyran that have been infected with the cordyceps fungus, which causes the body to balloon in size and produce large amounts of spores. Bloaters are slow-moving but extremely dangerous, as their spores can infect other humans and their large, spiky bodies make them difficult to defeat.



KARDORA ASTRAM

The Kardora Astram, more commonly known as Abominations, are the last class of deformed fighters of the Dark Horde. They are the subject of experiments conducted by the Urygborg while attempting to breed Ogres and Orcs together. Their strength is not comparable to the latter two. They only respond to Margila (a Urygborg priestess), whom they see as their Mother, and are oblivious to anybody else. Their inability to cooperate nor control them (except for Margila) makes them a scarily-dangerous breed, which is only to be used as a last resort for chaos. They are contained in Somnia Mundi.



GOBLINS

Goblins are small, mischievous creatures known for causing chaos and trouble. They are often depicted as physically grotesque, with twisted, distorted features and a cruel, malevolent expression on their face. In many realms of Ryn, goblins are feared and reviled by other sentient beings due to their selfish, greedy, and manipulative nature.



ORCS

Not to be confused with Ogres, Orcs are semi-reptilian humanoid creatures with a liking for brutality, massacring and plundering. Orcs are descendants of Cain, the first biblical murderer. They devote themselves to an esoteric cult, and are the main soldiers of the Horde, since their repulsive and aggressive appearance is often enough to paralyze of fear its enemy. Orcs are utilized by the Urybogr Sect to neutralize, capture and annihilate enemy settlements, in order to spread artifact beacons.

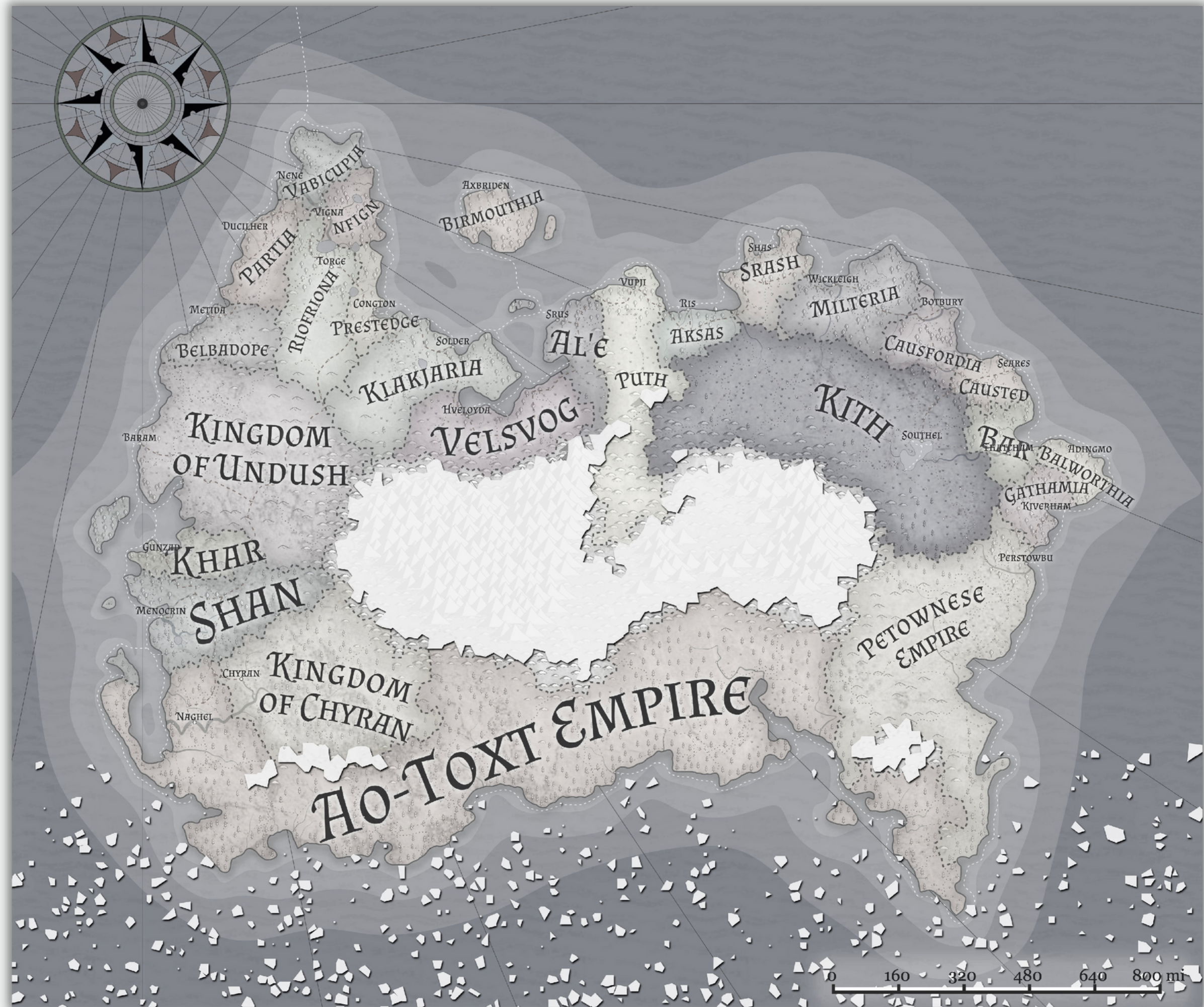


OGRES

Ogres are great warriors, and are notably the masters of the swamps. They lure children of blue light, known as Lapis Children in order to source the energy needed for their survival. They can only attack at night time and are intelligent. They lure children with ruses and enigmas, and can shapeshift into elements of the swamp at will.



The Map of Ryn



The Team

Jian Tiam

With over 16 years of experience in business development and over five years in the NFT/crypto industry, Jian has a wealth of experience and connections that created some pretty huge launches in recent years. His passion and drive to make everyone succeed is the motivating force for each project he does.

64world

64World, father of three, converted from the streaming / 9-5 life to Web 3 full-time a little over two years ago. Gaming has always been a passion but being a father is what drives him. Since going full-time, he has launched the #1 NFTs stream on Twitch and is partnered with the platform.

Count DeLon

Count DeLon is the Dark Horde's Loremaster and Art Director. Known as a multi-dimensional individual, He managed projects in the blockchain-security world, managed brick-and-mortar businesses, artistic projects as well as being an avid musician and painter. He possesses an innate liking for dark-medieval games, building out universes and writing, which can be seen and felt in the Dark Horde.

Blaezd

Blaezd is a cryptocurrency veteran with years of experience trading NFTs. He has a deep understanding of the technology and market dynamics behind these unique digital assets, and has a proven track record of successfully identifying and capitalizing on market trends and opportunities. He is highly sought after for his insights and expertise, and is considered a leading authority on all things crypto.



Dark Horde Token

WHY LAUNCH A TOKEN?

We believe that taking a steady approach rather than setting high expectations is a more perennial strategy that can allow the team to deliver step by step with the aim of growing the brand. Launching an ERC-20 token prior to the NFT series is a virtuous circle that can attract investors, help the project to develop by attracting funds, and in turn deliver products which add value.

- Attracting investors: By launching an ERC-20 token, the project can offer investors a way to buy into the project and become part of its community. This can help to attract a large number of investors who are interested in the project's vision and want to be a part of it.
- Attracting funds: The ERC-20 token can be used as a fundraising mechanism, allowing the project to attract funds from investors who are interested in the project's vision. This can help to ensure that the project has the resources it needs to develop the NFT series, create other digital products, and achieve its goals.
- Delivering products which add value: The funds raised from the ERC-20 token can be used to develop the NFT series, create other digital products such as comics, graphic novels, audio and visual stories, online games and live-action events. All these products will add value to the project, providing fans with new and exciting ways to engage with the franchise's characters and world. This in turn can increase the value of the ERC-20 token, as well as the NFTs, as fans will be willing to pay more for these products.
- Creating demand for NFTs: By launching the ERC-20 token prior to the NFT series, the project can create demand for the NFTs by giving fans an early opportunity to invest in the project, and giving them an incentive to purchase the NFTs when they are released.

This virtuous circle creates a win-win situation for the project and its investors, as the project can attract funds and develop its products while providing investors with a valuable and growing asset that they can hold and trade.



EARLY BIRD TOKEN INFORMATION

Early Adopters (EA) will enjoy the benefit of 1.1:1 preferential rates during the general launch. 30% of the tokens will be available at launch and will be vested at a rate of 10% every day. Anything left in the presale allocation (not raised) will be taken out of the circulation.

Harcap: 50 ETH

Min Contribution: 0.1 ETH

Max Contribution: 3 ETH

ONLY PUT AMOUNTS BETWEEN 0.1 AND 3 ETH. THE WALLET YOU CONTRIBUTED WITH WILL RECEIVE THE AIRDROP IN TOKENS BEFORE LAUNCH.

OFFICIAL AND ONLY WALLET TO CONTRIBUTE.

0x2B98C754755E4483EbeD60ad909a1DD501207719

GENERAL TOKEN INFORMATION

ERC-20 Token on Ethereum Network,

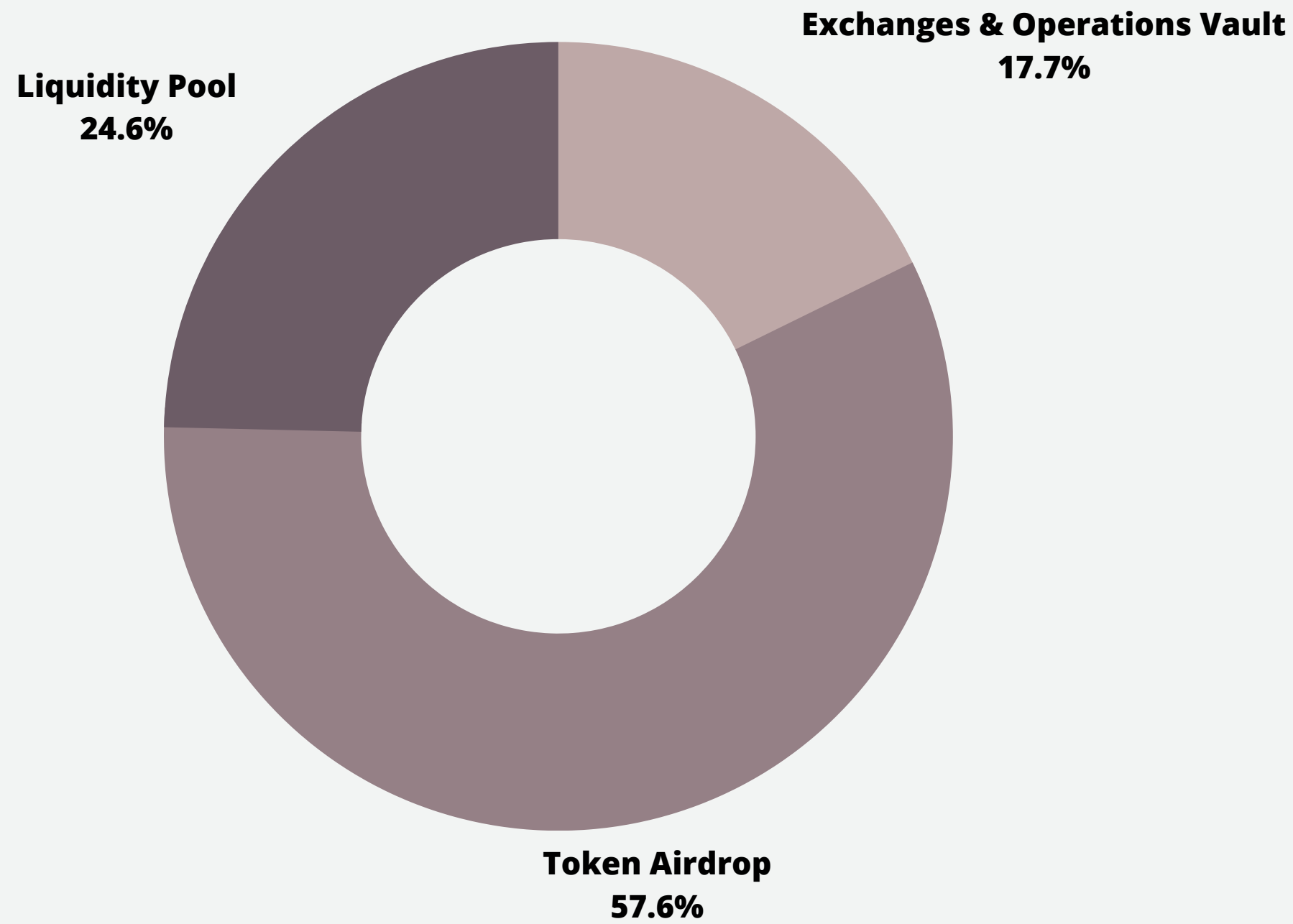
10% transaction fee (see chap.

Tokenomics)

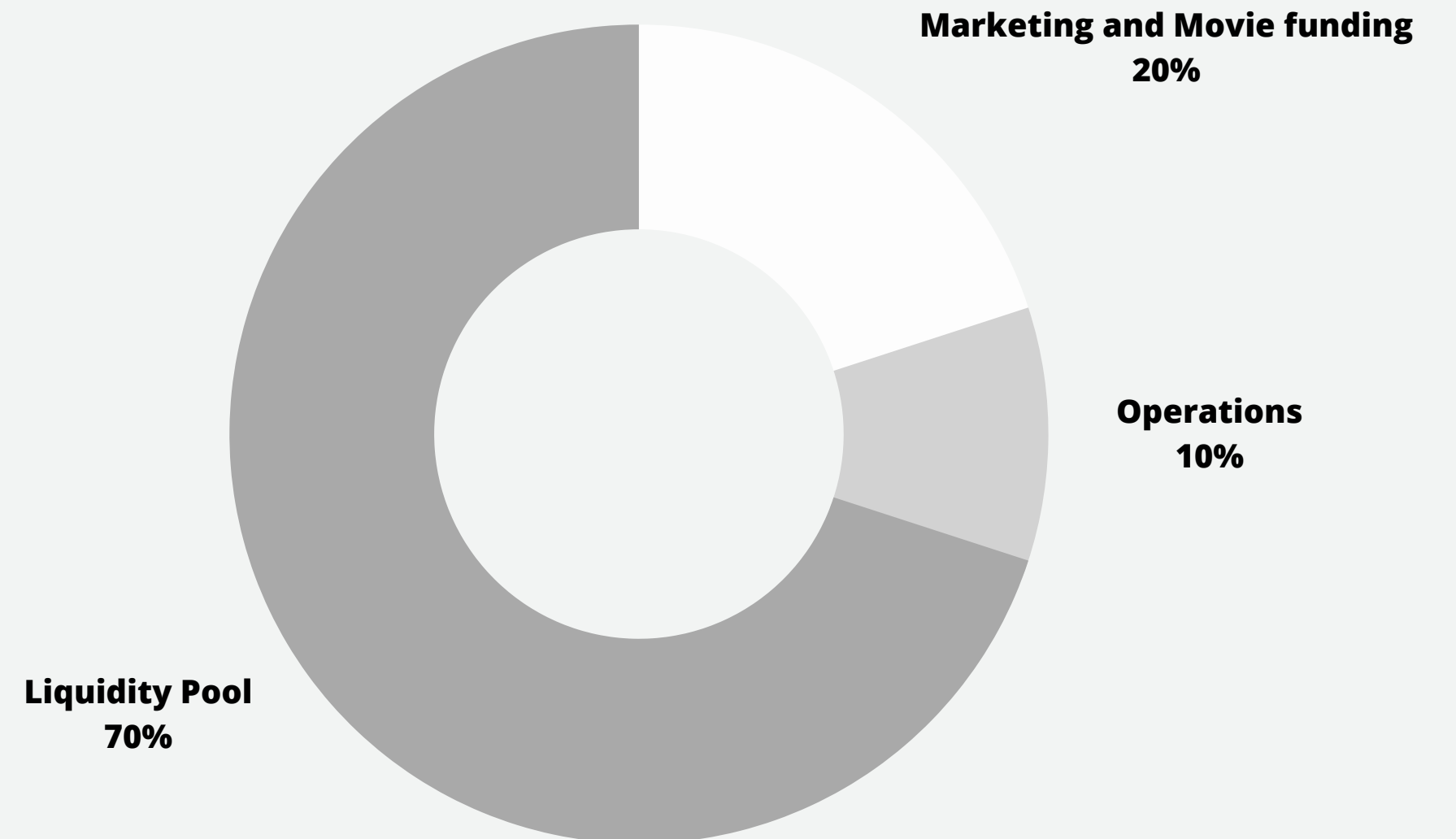


TOKEN AND FUND ALLOCATION

TOKEN ALLOCATION AT LAUNCH



LIQUID FUNDS ALLOCATION AT LAUNCH



THE DARK HORDE PROTOCOL

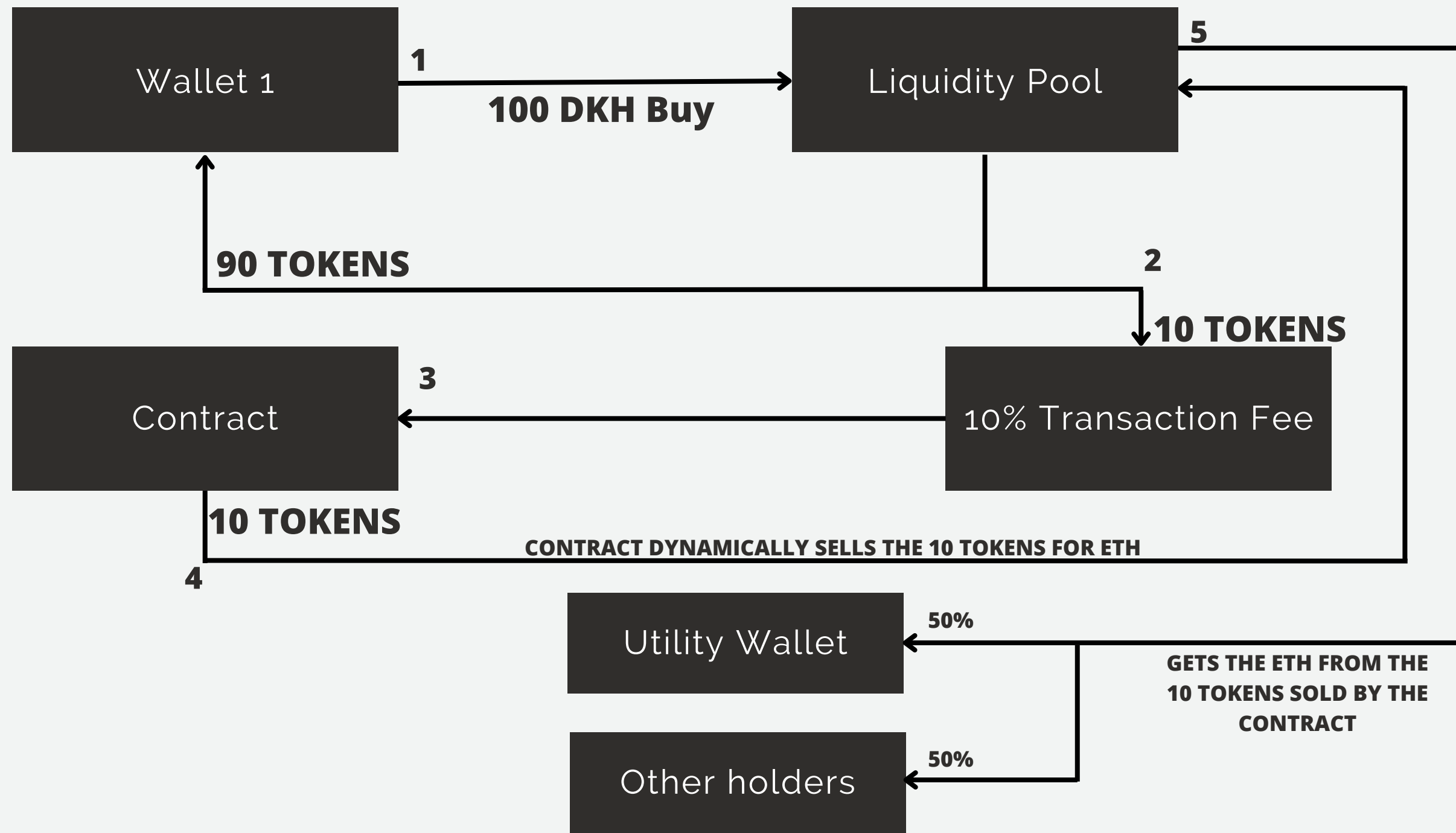
Dynamic DEX Liquidation Process

The Dark Horde contract framework allows the protocol to dynamically tax tokens being instantly liquified while also performing the desired exchange for the user. The amount that is sold by the contract is directly proportional to the amount taxed, without any threshold of tokens needing to be met. It is manifested by the following formula and modeled as shown below:

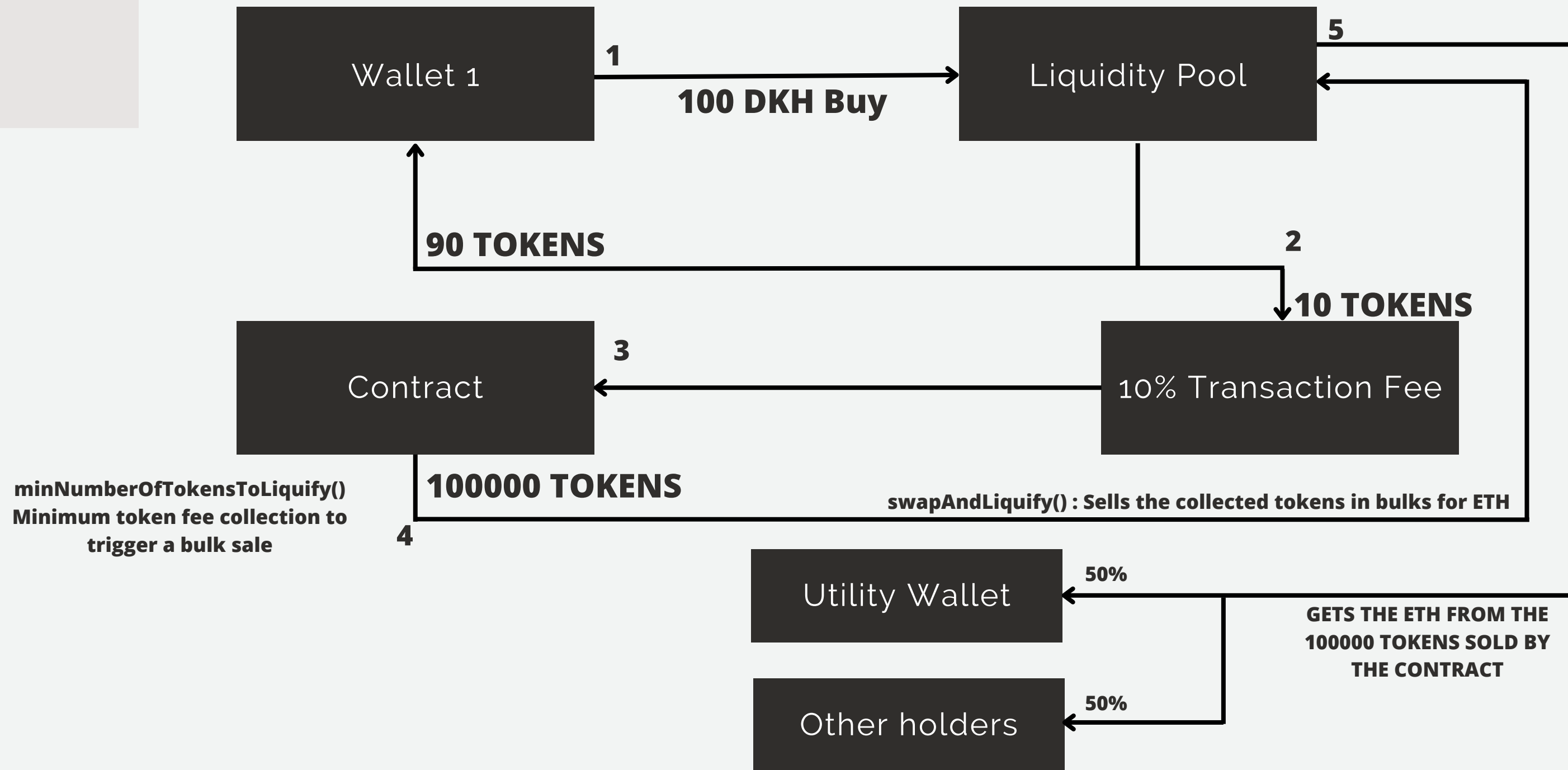
$$x = b * 0.10$$

where x is the amount liquified. Not only does such a dynamic tax liquidation protocol help the price chart to be maintained steady over time and not impacted by large contract sales, but it also encourages trading to be reflected in its true performance, thus further pushing the adoption of the token with such a protocol.

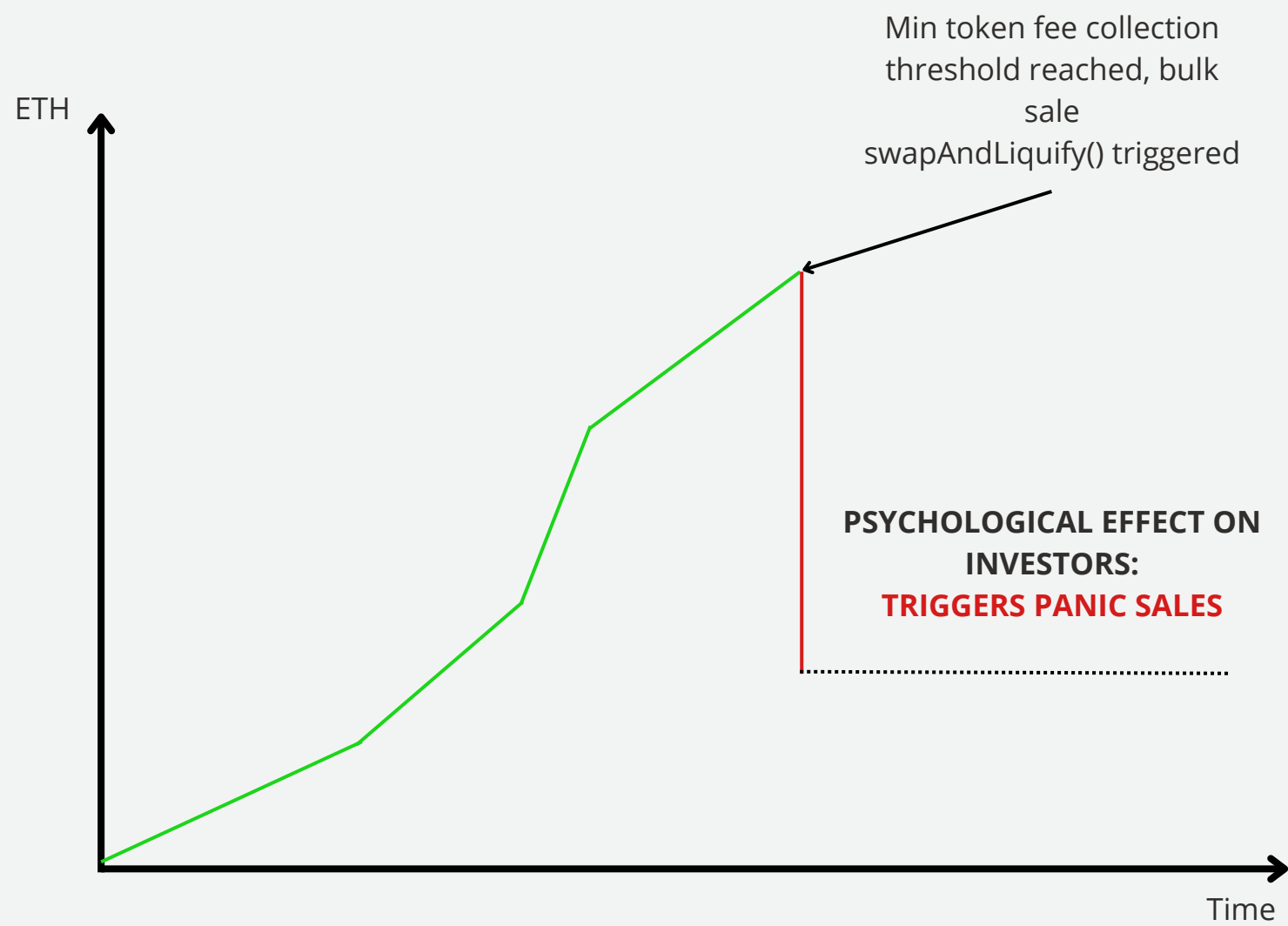




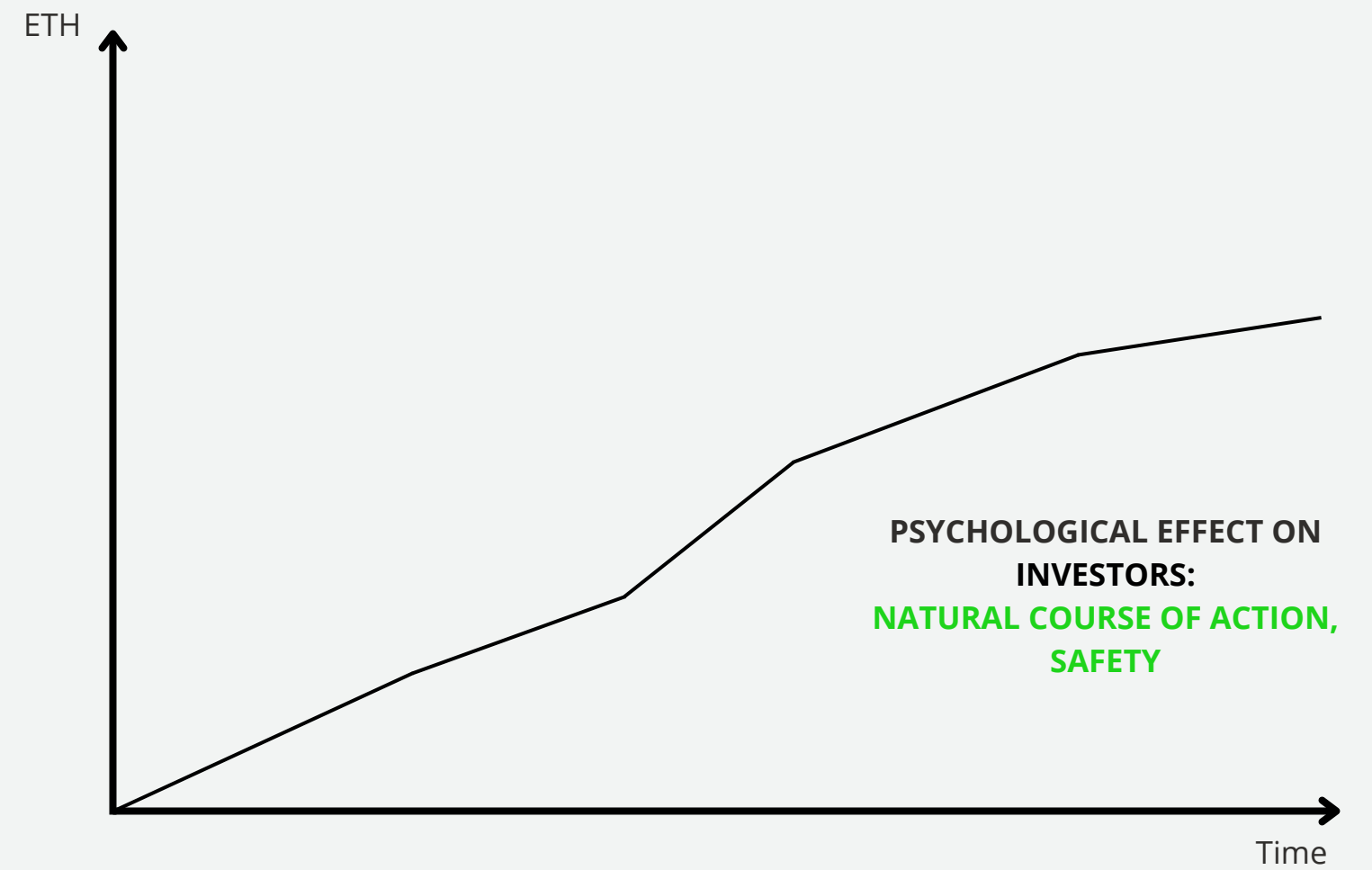
**Dark Horde Token's Dynamic DEX
Liquidation Process**



Typical Static DEX
Liquidation Process



Price action under a Standard Practice DEX Liquidation Process



Price action with the same volume under a DKH's Dynamic DEX Liquidation Process

Tokenomics

10% transactional fee of which 5% per transaction is instantly liquified and allocated to the operations wallet, the remaining 5% is liquified and distributed among Dark Horde adopters.

Token utilities

- The token will be used as a medium of exchange for purchasing digital products within the Dark Horde universe.
- The token will also be used to access exclusive content and experiences.
- The tokens held by the development team and advisors will be locked for a period of 12 months.
- The tokens held for liquidity will be used to ensure the token has a healthy trading volume and to provide liquidity for investors.
- Token holders will be able to trade the tokens on various cryptocurrency exchanges.

Governance

\$DKH also acts as a governance token. It gives holders voting rights at a rate of "1 \$DKH token = 1 Voting Right" towards the franchise's future development.

NFT Exclusivity Voucher

Exclusivity Vouchers to have a spot for the first 1:1 NFT Drop sale of the Dark Horde Series 1 (Origins) will be available for purchase using \$DKH tokens (subject to conditions).





Development Roadmap

Our steady approach, linked with the various axis of developments, follows the rule of a virtuous circle. The funding and token performance is a lower barrier of entry and a great communication tool. This in turns allows us to deliver on our Roadmap, which in turns adds further value to the token holders.

DARK HORDE NFTS

Our first milestone is to release the Dark Horde genesis collection. Building a community of holders who are closely invested into our project and share the same culture is of great importance.

Genesis NFT holders will be at the frontline by engaging with the Artistic team as well as enjoying perks.

As witnessed in the "Dark Horde: Origins" storyline, we have developed a Lore with events extending to thousands of years, with unique cultures, characters, even languages. The story will gradually build and first be released in the form of comic strips. The Lore pages will then be available for our holders as well as the audience to enjoy. This will serve as a base for the many future utilities the Dark Horde have in store.



DARK HORDE MEDIA

By building a franchise, the Dark Horde will then be able to venture upon a wider range of media. The dark-fantasy genre regroups some of the best writers, FX artists, storylines, video games etc., and has shaped the collective imagination across all generations. We will bring another valuable building block to this much cherished genre.

The Lore being developed is a much needed step in order to also develop a movie script. We are allying with film-industry specialists in order to consult us into making the Dark Horde the franchise it deserves to be.

DARK HORDE EVENTS

Exclusive dark-themed parties, exhibitions featuring our art, regrouping artists and communities sharing a love for the genre.





Road to Market

Value Proposition

Dark Horde is a pioneering artistic project that brings the dark fantasy universe to life in a stunning black and white aesthetic. As the first in the NFT industry to explore this unique and compelling universe, Dark Horde offers a truly one-of-a-kind experience for collectors and fans alike. With plans to expand into a franchise, investing in Dark Horde is an opportunity to be a part of the inception of a groundbreaking new phenomenon in the world of NFTs and fantasy art.

Product-Market fit

NFTS

Dark Horde's NFTs are a perfect product market fit for fans of the dark fantasy genre, such as those who enjoy games like Diablo, World of Warcraft, and Witcher or franchises such as Lord of the Rings, Game of Thrones etc.,. These fans are already passionate about this type of content and are always looking for new and exciting ways to engage with it. However, despite the popularity of the dark fantasy genre, there is currently a lack of offerings in the Web3 universe that truly capture the spirit of the genre in a unique and novel way. Dark Horde fills this gap by offering NFTs that are visually stunning, atmospheric and truly capture the essence of the dark fantasy universe. It's a unique blend of art and technology that will appeal to a large and dedicated audience.



LICENSING

The Dark Horde franchise is uniquely positioned to become one of the biggest dark fantasy franchises in the market due to its early entry into the web3 space and its commitment to high quality lore. The franchise is the first in the web3 universe to offer a fully-realized dark fantasy universe, complete with an engaging and well-developed backstory, rich characters, and an immersive world. This sets it apart from other dark fantasy offerings which are limited in their ability to fully capture the essence of the genre in a digital form. Additionally, the franchise's focus on high-quality art and storytelling will help it to appeal to a wide audience of fantasy fans who are looking for a truly immersive and engaging experience. With the combination of web3 technology, high quality art and lore, the Dark Horde franchise is set to become one of the biggest and most successful dark fantasy franchises in the market.



EVENTS

Organizing events such as exhibitions for the Dark Horde franchise is a perfect product market fit for its audience. Fans of the dark fantasy genre are known to be deeply engaged with the worlds and characters that they love, often seeking out opportunities to interact with them in real life. By organizing events such as exhibitions, the Dark Horde franchise is able to provide its audience with unique and exciting ways to engage with the universe and the characters they love. Exhibitions of the art and other physical products from the franchise, as well as meet and greets with the creators, will give fans a chance to connect and immerse themselves in the Dark Horde universe. These events also create a sense of community, as fans can come together to share their passion and appreciation for the franchise, which further increases their engagement and loyalty.



MEDIA

The combination of a unique and fully-realized dark fantasy universe, high-quality art and storytelling, web3 technology, and real-life events such as exhibitions, sets the perfect foundation for building a media company in the web3 space. The Dark Horde franchise, with its dedicated and passionate audience, provides a solid base for creating and distributing a wide range of media content, such as comics, novels, audio and visual stories and games. By leveraging web3 technology, the project can create a decentralized and immersive platform where fans can engage with the franchise and its characters in new and exciting ways, such as through interactive NFTs, VR experiences, and other digital media. Additionally, by building a strong community through events and online engagement, the company can foster a sense of connection and loyalty among its fans, further driving engagement and revenue. All these elements make a solid foundation for a media company built on web3 technology.



Axis of development

Some of the best examples of digital products that can be built with the above in mind include:

INTERACTIVE NFTS

Using web3 technology, we can create interactive NFTs that allow fans to engage with the franchise's characters and world in new and exciting ways. These NFTs can be used to unlock exclusive content, such as special events, or to access in-game items or bonuses.



VR/AR EXPERIENCES

We can create immersive and interactive VR/AR experiences that allow fans to fully immerse themselves in the Dark Horde universe. These experiences could include interactive games, guided tours of the world and its characters, or even live-action experiences.

COMICS AND GRAPHIC NOVELS

We can also leverage its high-quality art and storytelling to create comics and graphic novels that expand on the franchise's lore and characters. These comics and graphic novels can be distributed digitally and can be enhanced with web3 technology for interactive reading experiences.

AUDIO AND VISUAL STORIES

The Dark Horde can create audio and visual stories that are set in the Dark Horde universe such as Audio books, Podcasts, Animated series and even movies.

LIVE-ACTION EVENTS

We can organize live-action events such as Larping, escape rooms, and other activities that allow fans to immerse themselves in the Dark Horde universe.

All these products, when developed with web3 technology, will provide a unique and immersive experience for fans of the franchise, further increasing their engagement and loyalty.



PROPOSED ROADMAP



Year 1

Interactive NFTs: 6 months (Q1-Q2)
VR/AR experiences: 8 months (Q2-Q4)
Comics and Graphic Novels: 12 months (Q1-Q4)

Year 2

Audio and visual stories: 8 months (Q1-Q4)
Online Games: 8 months (Q1-Q4)
Live-action events: 12 months (Q1-Q4)

In the first year, the focus is on creating immersive and interactive digital experiences that allow fans to engage with the franchise's characters and world in new and exciting ways. Interactive NFTs and VR/AR experiences will provide fans with a truly unique and immersive experience, and will be developed in parallel with comics and graphic novels which are already being built.

In the second year, the focus will be on creating a wide range of media content that expands on the franchise's lore and characters. Audio and visual stories, and online games will provide fans with new ways to engage with the franchise, and will be developed in parallel. Additionally, live-action events such as Larping, escape rooms, and other activities that allow fans to immerse themselves in the Dark Horde universe will also be organized.

Please also note that the above roadmap is a general guidance and it can be adjusted according to the founders's priority, availability of resources, and other factors.