



DARK HORDE

QUEST OF RYN

2023/2024 GROWTH STRATEGY PLAN



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ABOUT DARK HORDE

Dark Horde is an enthralling universe that comes to life through a strategic trading card game and an upcoming 3D animation movie.

Set in the mythical realm of Ryn, Dark Horde: Quest of Ryn offers a unique blend of strategic gameplay and captivating lore, with both physical and digital versions of the game available.

The digital cards are launched as Non-Fungible Tokens (NFTs), each with a rarity-based system for collectors. Alongside the game, Dark Horde introduces an ERC20 token, which can be used to purchase new edition cards, build a deck, and wage tokens in battles against opponents. The universe of Dark Horde will also be brought to life in a 3D animation movie, which is currently in the works.

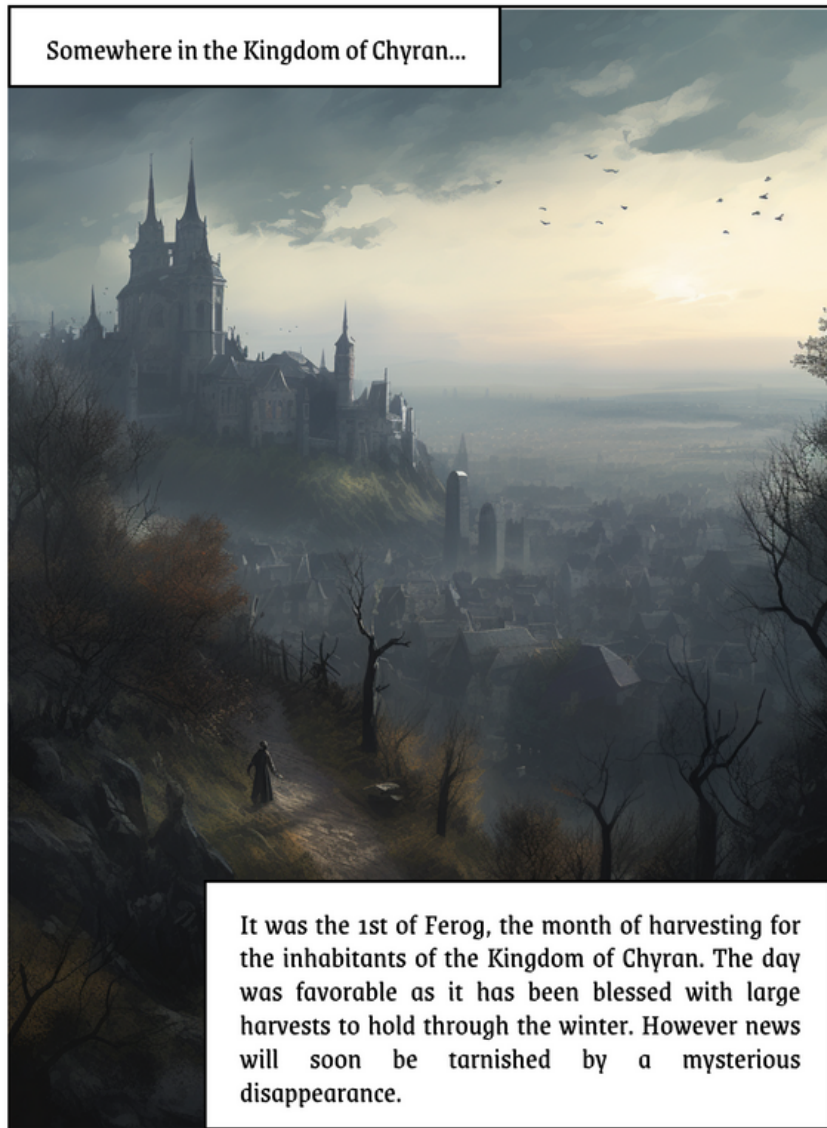
This movie, like the card game, will be a major focus of the Dark Horde project, offering another exciting way for fans to engage with the rich lore and captivating characters of the Dark Horde universe.



STORYLINE

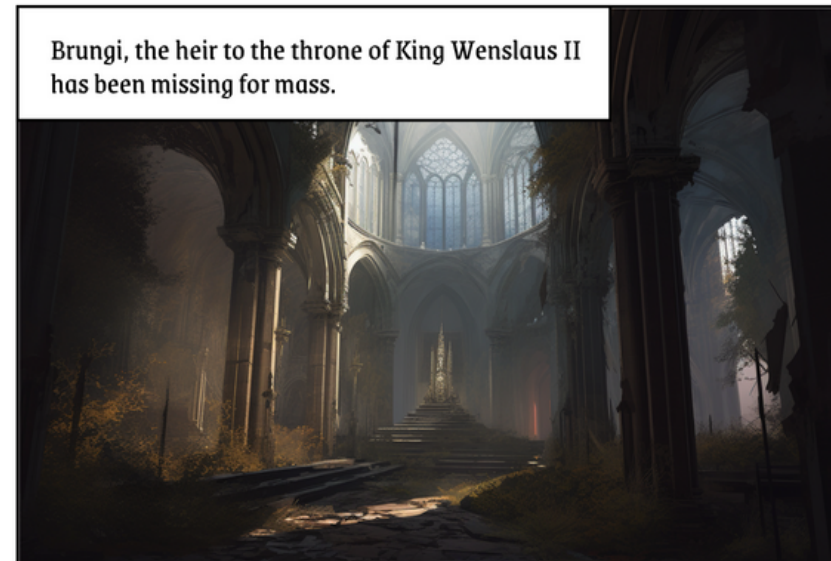
DARK HORDE ORIGINS

Somewhere in the Kingdom of Chyran...

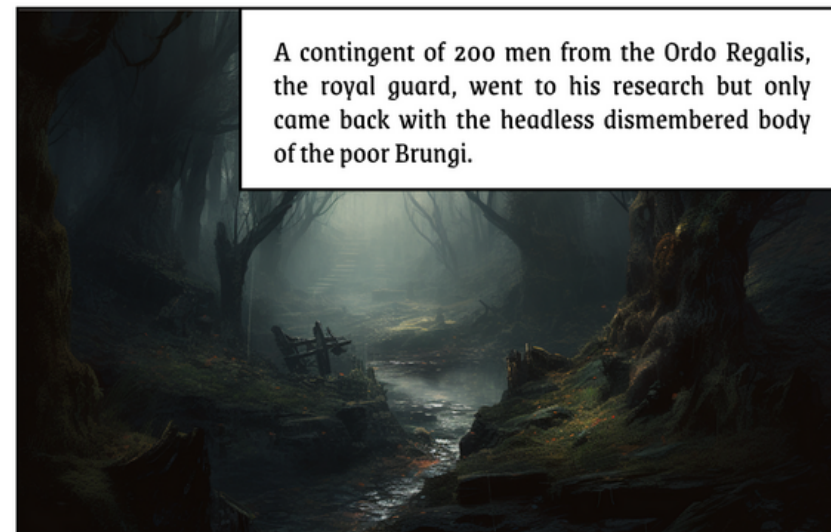


It was the 1st of Ferog, the month of harvesting for the inhabitants of the Kingdom of Chyran. The day was favorable as it has been blessed with large harvests to hold through the winter. However news will soon be tarnished by a mysterious disappearance.

Brungi, the 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.



The Dark Horde universe takes place in the fictional world of Ryn, composed of dozens of entities all gathered around a central element: the quest for the Artifact. The Artifact, being an octahedron device, is the motive behind the war opposing the Light and the Dark side. While the Lore of the Dark Horde spans across thousands of years, the events featured in the movie are taking place shortly after the Great Turning, date when the Dark Horde invades the first few realms on Ryn.

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 where the winner is not always the hero.



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!



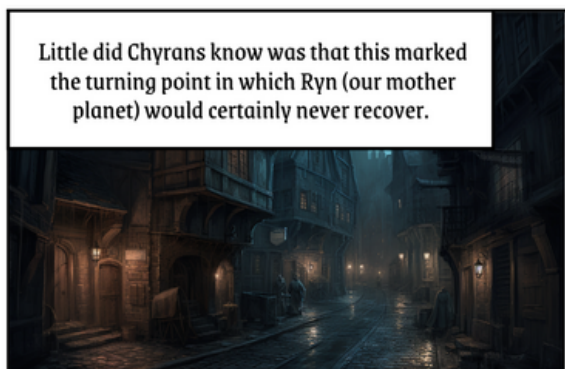
ORDO REGALIS, form your men! To arms!



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



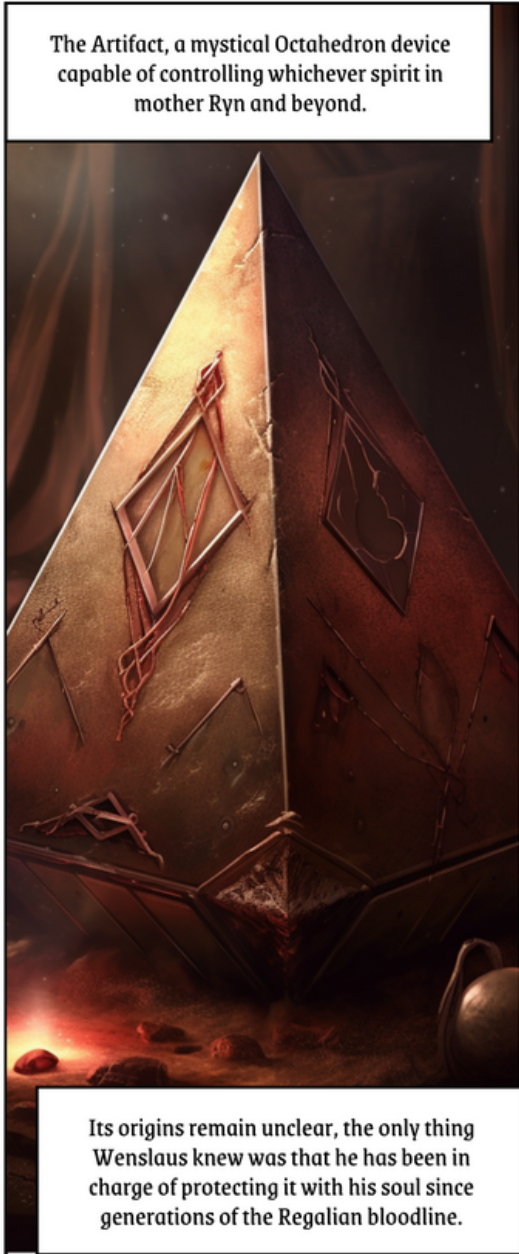
It was as if the Mun was bleeding.



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.

TEAM

The Dark Horde universe is the brainchild of founder and author DeLon (artist name), drawn straight from the author's imagination and inspiration, which took over a year to adjust and perfect.

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.

The project cannot be complete without Jian Tam, a seasoned individual 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 were the catalyst of significant launches in the space. His passion and drive to make everyone succeed is the motivating force for each project he supports and advises.





DELON



JIAN TAM

DARK HORDE ECOSYSTEM



We developed an ecosystem of products and deliverables in a virtuous circle fashion, where each segment can support one another, financially and in terms of visibility and value-add, each targeting a specific audience.

I

QUEST OF RYN
TCG

II

DARK
TOKEN

III

DARK HORDE
MEDIA

IV

MERCH &
EVENTS

DARK HORDE: QUEST OF RYN TRADING CARD GAME

UNLEASH THE POWER OF RYN

Step into the world of Ryn, a realm of epic battles, ancient secrets, and powerful factions. Dark Horde: Quest of Ryn is not just a trading card game - it's an immersive journey into a universe rich with lore and strategy. With 150 unique cards in the first edition, each card is a gateway to a captivating story and a strategic tool to claim victory.



DARK HORDE: QUEST OF RYN TRADING CARD GAME

PHYSICAL AND DIGITAL - THE BEST OF BOTH WORLDS

Experience the thrill of Dark Horde: Quest of Ryn in the way that suits you best. Enjoy the tactile satisfaction of shuffling and playing with beautifully crafted physical cards, or dive into the digital realm where you can compete against opponents from around the world.

Our digital cards are more than just pixels on a screen - they're individual NFTs, each with a rarity-based system for collectors. This means every card you own is a unique piece of the Dark Horde universe, a digital asset that you can trade, sell, or stake your claim within the heat of battle.



DARK HORDE: QUEST OF RYN TRADING CARD GAME

COLLECT, COMPETE, CONQUER

150 first edition cards, 9 species, exclusive rarities. Will you assemble a deck that can withstand the onslaught of your enemies? Can you outmaneuver your opponents and claim victory? With each card you collect, you're not just building a deck - you're crafting a strategy, developing your skills, and taking one step closer to becoming a legend in the world of Ryn.

This is the core of our ecosystem. Players can enjoy the tactile satisfaction of shuffling and playing with beautifully crafted physical cards, or dive into the digital realm where they can compete against opponents from around the world. This dual approach caters to a wide range of player preferences and opens up multiple revenue streams.



DARK TOKEN

The Dark Horde token is the powerhouse of the on-chain ecosystem, brought under the umbrella of Saga Link. By enabling the connection between web2 and web3 through an intrinsically valuable token, the users will be able to transact within the Dark Horde's wide range of deliverables, including building a collection of digital, uniquely verified cards but also to purchase exclusivities, future merchandise and wage tokens in the battle for Ryn.

This in-game currency will enable players to participate in tournaments and events, compete with others, and earn rewards that can be spent on both physical and digital game assets. This token economy not only enhances player engagement but also creates a self-sustaining economy within the game.



DARK TOKEN PROTOCOL

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.

DARK HORDE SAGA BOOKS

The rich storyline of the Dark Horde universe cannot just be contained within a movie or a game. Dark Horde will be releasing a series of printed and digital comic book series, inviting the audience to further engage with the universe and foster a bigger sense of community.

These will provide a deeper dive into the rich lore of the Dark Horde universe, adding another layer of engagement for our players and fans. These books represent another revenue stream and a means of expanding the reach of the Dark Horde universe.



ANIMATION FILM

We are in the process of developing a high-quality 3D animated movie based on the captivating Dark Horde universe, expanding the franchise's reach into the realm of entertainment and storytelling. This film will serve as a powerful promotional tool and a source of additional revenue.



DARK HORDE MERCHANDISE

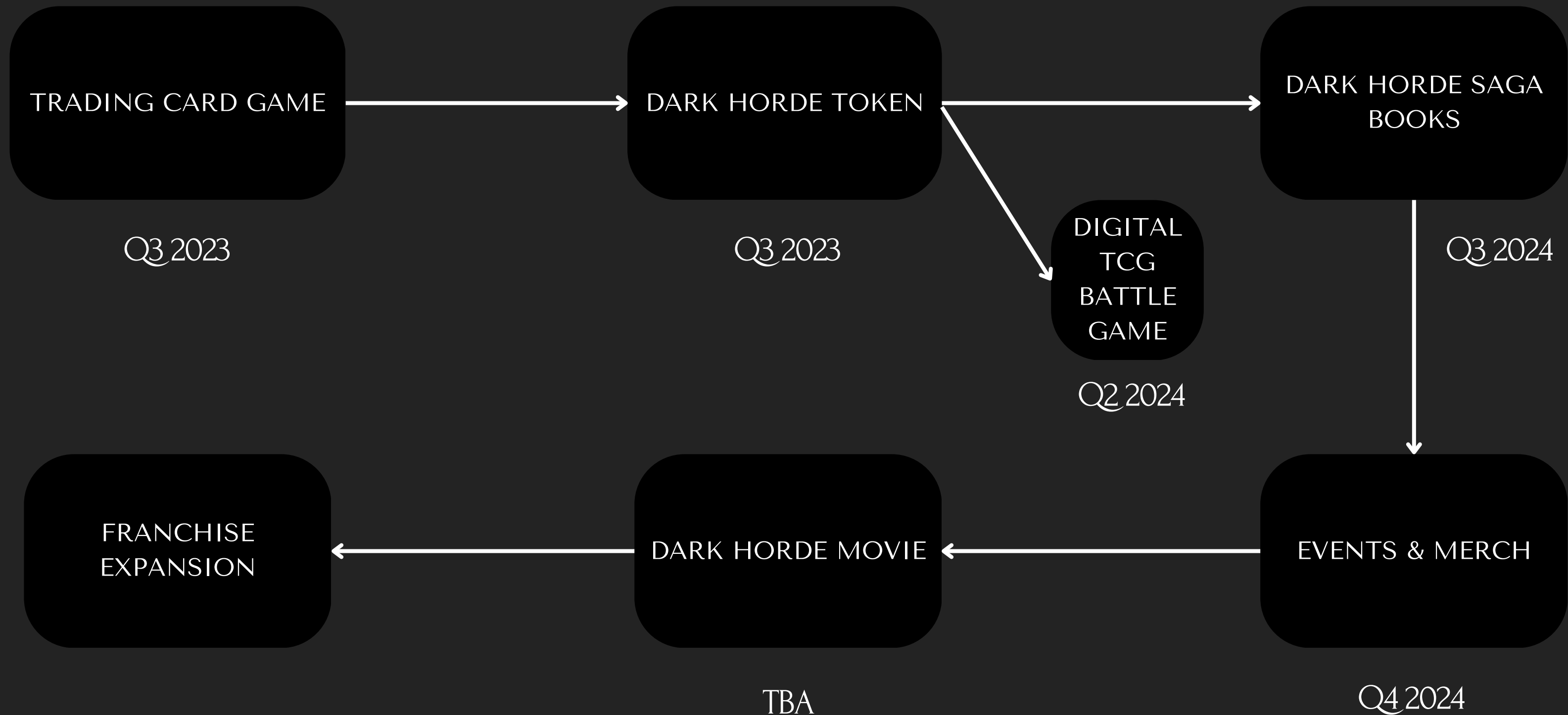
This will include a range of physical items such as clothing, accessories, and collectibles, allowing fans to express their love for the Dark Horde universe in their everyday lives. Merchandise sales will provide another source of revenue and serve as a form of free advertising.



PRODUCT DEVELOPMENT ROADMAP

Our roadmap is ambitious yet achievable, with clear milestones including the release of the Dark Horde: Quest of Ryn Trading Card Game, the introduction of the \$DARK Token, the publication of lore books, the production of an animated film, and the launch of Dark Horde merchandise. Each of these milestones will serve to expand our ecosystem, increase engagement with our players and fans, and open up new revenue streams. Our roadmap is designed to ensure steady growth and continued innovation, keeping Dark Horde at the forefront of the gaming and digital asset industries.

PRODUCT DEVELOPMENT ROADMAP



- **Dark Horde: Quest of Ryn Trading Card Game** : The project begins with the launch of the trading card game. This is the first step in building the Dark Horde universe and will serve as the foundation for all future developments. The game will attract the initial user base of collectors and gamers, setting the stage for the introduction of the \$DARK token.
- **\$DARK Token**: The introduction of the \$DARK token will follow the launch of the trading card game. The token will serve as a medium of exchange within the Dark Horde ecosystem, allowing users to buy, sell, and trade cards. The token will also provide holders with exclusive benefits and access to content, further enhancing the value of the Dark Horde universe.
- **Lore Books** : The lore books will be released after the \$DARK token. These books will delve deeper into the Dark Horde universe, providing fans with a rich backstory and context for the trading card game and the upcoming movie. The lore books will attract a new user base of fantasy fans, further expanding the Dark Horde community.
- **Dark Horde Merchandise** : The merchandise will be launched towards the end of the first year. This will include a variety of products based on the Dark Horde universe, such as clothing, accessories, and collectibles. The merchandise will cater to the existing user base of collectors, gamers, and fantasy fans, while also attracting new users.
- **Animation Film**: The movie is the culmination of the Dark Horde project. The movie will bring the Dark Horde universe to life in a new and exciting way, attracting a wide audience of moviegoers, fantasy fans, and general audiences. The movie will significantly increase the visibility of the Dark Horde universe, boosting the value of the trading card game, the \$DARK token, the lore books, and the merchandise.

MARKET-FIT & SEGMENTATION

The trading card industry has seen a significant surge in popularity over the past few years. From annual sales of \$200 million in 2019, the market size is estimated to reach \$98.8 billion by 2027. The global trading card market was valued at around \$13.98 billion in 2020. In 2020 alone, eBay reported a 142% increase in trading card sales, indicating the growing popularity of these collectibles among investors and collectors.

The trading card industry is booming, but there is a lack of offerings in the dark fantasy universe. This presents a unique opportunity for Dark Horde. The franchise can fill this gap and attract a large user base, especially since there aren't many web3 projects venturing into web2 to democratize it.

Dark Horde: Quest of Ryn is well-positioned to launch in a booming market. The franchise's comprehensive project plan, coupled with the growing interest in the trading card industry, makes it a promising investment opportunity.

The Dark Horde ecosystem is designed to cater to a variety of market segments, each with its own unique needs and interests. Here's how each product fits into the market:

Dark Horde: Quest of Ryn Trading Card Game (Physical & Digital): The trading card game industry is booming, with a market size expected to reach \$98.8 billion by 2027. The Dark Horde: Quest of Ryn caters to this market by offering a unique dark fantasy theme, which is currently underrepresented in the industry. The game's dual physical and digital format also caters to both traditional collectors and tech-savvy gamers, making it a perfect fit for the market.



\$DARK Token: The rise of blockchain technology and cryptocurrencies has created a new market for digital assets. The \$DARK token caters to this market by offering a unique value proposition - a token that not only serves as a medium of exchange within the Dark Horde ecosystem but also provides holders with exclusive benefits and access to content.



Lore Books: The fantasy literature market is a multi-billion dollar industry, with a dedicated fan base. The Dark Horde lore books cater to this market by offering a unique dark fantasy universe, rich with lore and characters.

Animation Film: The global animation market has reached \$270 billion in 2020. The Dark Horde movie caters to this market by offering a unique dark fantasy theme, which is currently underrepresented in the animation industry.



The Dark Horde ecosystem is well-positioned to cater to a variety of market segments, making it a promising investment opportunity. In terms of market segmentation, the Dark Horde ecosystem can cater to a variety of segments:

COLLECTORS

This segment includes individuals who collect trading cards, digital assets, and other collectibles. The Dark Horde trading card game and merchandise cater to this segment.

GAMERS

This segment includes individuals who enjoy playing card games and other types of games. The Dark Horde trading card game caters to this segment.

INVESTORS & TECH ENTHUSIASTS

This segment includes individuals who invest in digital assets, such as cryptocurrencies and NFTs. The \$DARK token caters to this segment.

FANTASY FANS

This segment includes individuals who enjoy fantasy literature, movies, and other media. The Dark Horde lore books and movie cater to this segment.

The Dark Horde ecosystem is designed in such a way that each segment not only stands on its own but also contributes to the success of the others, creating a virtuous circle of financial support, visibility, and value-add.

Here's how:

COLLECTORS

Collectors purchasing trading cards and merchandise contribute to the financial success of the Dark Horde project. The more collectors invest in these items, the more visibility and value they bring to the Dark Horde universe. This, in turn, can attract more gamers, investors, and fantasy fans to the project.

Gamers playing the Dark Horde: Quest of Ryn trading card game contribute to its popularity and visibility. The more gamers play the game, the more valuable the game's cards become, attracting more collectors. Additionally, gamers' engagement with the game can attract more investors interested in the \$DARK token.

GAMERS

The Dark Horde ecosystem is designed in such a way that each segment not only stands on its own but also contributes to the success of the others, creating a virtuous circle of financial support, visibility, and value-add. Here's how:

Investors purchasing the \$DARK token contribute to the financial success of the Dark Horde project. The more investors buy and hold the token, the more valuable it becomes, attracting more collectors and gamers. Additionally, investors' interest in the token can increase the visibility of the Dark Horde universe, attracting more fantasy fans.

INVESTORS & TECH ENTHUSIASTS

FANTASY FANS

Fantasy fans engaging with the Dark Horde lore books and movie contribute to the project's visibility and popularity. The more fans engage with these media, the more valuable the Dark Horde universe becomes, attracting more collectors, gamers, and investors.

In this way, each segment of the Dark Horde ecosystem supports the others, creating a virtuous circle of financial support, visibility, and value-add. This interconnectedness ensures the long-term success and sustainability of the Dark Horde project.

THANK YOU

Thank you for your time and interest in the Dark Horde project. We appreciate your consideration and look forward to the possibility of your involvement in our exciting journey.

We believe that the Dark Horde project is well-positioned to cater to a variety of market segments, making it a promising investment opportunity. We invite you to join us in our quest to bring the enthralling world of Dark Horde to life, and together, let's create a legacy that transcends the boundaries between web2 and web3.





DARK HORDE

QUEST OF RYN