



NINJA
WARRIORS



NINJA PAPER **NINJA WARRIORS:** BRINGING BLOCKCHAIN GAMING, P2E, AND M2E TO THE MASS MARKET



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Part I Introduction

The Play-to-Earn (P2E) blockchain gaming model has already shown itself to be a multi-billion dollar industry even though it's still very much in its nascent stage.

Ninja Warriors has set out to become the first truly inclusive Play-To-Earn (P2E) and Move-To-Earn (M2E) blockchain project that will attract mass audiences and leverage fair tokenomics to make playing and exercising profitable for all involved.

Axie Infinity opened the world's eyes to the potential of blockchain gaming but its high-entry barriers, volatile rewards, and somewhat repetitive gameplay limited its success.

Jason Cheng (Founder & CEO) has constantly aspired to create a universe where people can earn money, play an engaging game that allows them to have fun, and create a powerful community that tackles financial and physical challenges one step at a time.

Ninja Warriors is a Play-To-Earn (P2E) and Move-To-Earn (M2E) project that has already begun building a strong community whose primary aim is to improve people's financial position and health through the medium of a fun martial arts-themed blockchain game.

We recognize that modern life is busy, stressful, and often overwhelming. As a result of our lifestyles, many people suffer from burnout and feel that time spent not making money is time wasted.

Ninja Warriors draws on the ever-popular culture of Japanese martial arts; we're building an ecosystem where players can tap into this culture through gaming. However, we have set ourselves apart from the average 'beat 'em up game' by building a rich blockchain ecosystem.

Furthermore, Ninja Warriors is set on integration of AI technology. This initiative, a trailblazer in its category, unfolds in two compelling sections. The initial project focuses on elevating the P2E experience through advanced AI, promising unparalleled navigation and enriched accessibility. Concurrently, we're meticulously developing a dedicated AI model virtual fitness trainer that pushes the boundaries of technology's influence on health and wellness.

Players will take true ownership of their Ninja Warriors NFT Character, as every character will be issued as a unique NFT. At the same time, the internal economy of Ninja Warriors will operate as a web 3.0 marketplace that uses the project's native \$NWT and \$DBUSD tokens for trading, investing, and rewards.

Part II: Our Mission

At Ninja Warriors, we've strategically devised a pioneering game plan to dominate the blockchain gaming market by creating the ultimate gaming ecosystem for our community. Our mission revolves around breaking down entry barriers that plague blockchain gaming, both financially and technically.

Unlike other games, like Axie Infinity, where high NFT costs and complex mechanics deter casual players, we've conducted extensive market research to understand these challenges.

Ninja Warriors addresses these issues through innovative game modes that lower technical and financial barriers, making it accessible for players from all walks of life. Our dual-token system ensures stable rewards, safeguarding against market volatility, and setting us apart in the Play-to-Earn (P2E) space.

Simultaneously, our Move To Earn (M2E) initiative transforms lifestyles, integrating Web3, Game-Fi, AI, and Social-Fi. Participants engage in fundamental physical activities, earning rewards through NFTs and our native \$NWT, promoting fitness, and contributing to healthier lifestyles.

The AI Initiative enhances the gaming experience with advanced AI, featuring an interactive assistant, P2E integration, and user profiling, ensuring personalization, engagement, and innovation in the Move-to-earn ecosystem.

NW FIT introduces a transformative fitness experience, rewarding weight loss goals and providing 24/7 AI fitness support. Breaking barriers by making elite fitness knowledge accessible to all, empowering individuals for a healthier, happier future.

In essence, Ninja Warriors is poised to become a true phenomenon in the blockchain gaming and fitness space, drawing players with exciting gameplay, low entry barriers, and stable rewards, as we redefine the gaming and fitness landscape for a brighter future.

Part III: The Ninja Warriors Game

Game Modes: Ninja Battles

The following game modes will help onboard more players and encourage people who have never played NFT games before to take their first steps into this burgeoning economy with Ninja Warriors. The more advanced game modes will foster a competitive environment where players will be driven by P2E rewards and the thrill of winning fights.

Demo Mode

For someone to invest their hard-earned crypto into a game they've never played before is a big ask, and naturally, people with less expendable income are unlikely to take such a risk. Our Demo Mode allows players to familiarize themselves with Ninja Warrior without risking their capital.

This game mode will show players how fun Ninja Warriors is, even without the financial element. It operates as a springboard to draw players into an ecosystem where they can experience the satisfaction of ownership combined with gameplay like nowhere else in the blockchain gaming industry.

The Demo Version of the game will be released before the full game so that people can get familiar with the mechanics and build anticipation prior to the official release. We've decided to make the Demo Mode a temporary battle mode, as once the full game is live, entry barriers are low-enough for anyone to get started without taking a major financial risk.

Solo Play Mode

The next logical step for a player from the Demo Mode will be to test their skills in Solo Play. Note that this will require players to invest in the game and meet the minimum playing requirements. We will discuss the entry requirements in the next section.

Part III: The Ninja Warriors Game

In this game mode, players will battle against the computer rather than real-life opponents; this gives players a chance to practice before taking on other members of the Ninja Warrior community.

In solo play mode, players can gain experience and earn rewards to get ready to take on the top players in the full play mode.

To add to the playability of this mode, there will be a difficulty setting to adjust the power of the computer's characters. The exact structure of the difficulty is yet to be confirmed. But, we expect it to be some form of sliding scale whereby the computer-controlled character's attributes, equipment, and skill increase and decrease.

Full Play Mode

Full-play mode is at the heart of the Ninja Warriors gameplay system; it combines all aspects of the previous two modes and extra features. Users will battle each other with their NFT Ninjas; the winner will be rewarded with tokens, experience, and the bragging rights of winning a fight.

Players worldwide will be randomly matched and battle it out for their wager and the additional earnings. Players can return to quick play mode to hone their skills if they feel out of depth.

The rewards system in full-play mode ensures we don't have an economy where Player A gives to Player B. When two players agree to battle, they will wager \$NWT tokens. These will account for 50% of the winnings, while the other 50% will come from our token reserves. Furthermore, a small hosting fee for each game will be charged, which will help us continue to fund the project.

The winning player will be rewarded in \$DBUSD as this is our primary reward token. Winnings can then be used to upgrade their characters and buy better equipment. In addition, a ranking system will bring out the community's competitive side as players try to climb to the top of the leaderboard.

Part III: The Ninja Warriors Game

AI Integration in Ninja Warriors P2E

Unlock an unparalleled meta experience with advanced AI integration in the Ninja Warriors game. Elevate your journey with:

1. Unique AI Characteristics for NFT Characters

- Each NFT character possesses distinct AI attributes, including specialized skills and personalities.
- Players can choose characters based on preferred AI traits, offering a personalized and engaging gaming experience.
- AI characters can play on behalf of users, providing a dynamic and fun gaming environment.

2. Dynamic AI-Driven Quest Systems

- AI dynamically adjusts quest systems based on player decisions, providing immersive and personalized narratives.
- Natural language generation enhances quest descriptions, making the in-game world feel more alive.

3. AI-Generated Quests Based on Real-World Data

- Utilize AI to analyze real-world events and data for generating in-game quests.
- Reflect current global situations in quests, showcasing the adaptability of AI and keeping the game relevant.

4. AI-Generated Game Content

- Leverage AI algorithms to generate maps, challenges, and storylines, ensuring a constantly evolving and engaging gaming environment.
- Players won't run out of fun as AI continually creates new game content.

5. Personalized In-Game Assistance

- Integrate an AI assistant within the game offering personalized tips, strategies, and suggestions based on individual gaming patterns.
- Enhance the user experience with tailored guidance.

Part III: The Ninja Warriors Game

AI Integration in Ninja Warriors P2E

6. AI-Powered Dynamic Economy

- Utilize AI algorithms to manage the in-game economy, adjusting virtual asset prices and availability based on player demand.
- Create a player-driven market influenced by AI-driven economic adjustments.

7. Voice-Controlled Gameplay with AI

- Implement voice-controlled gameplay using AI, allowing players to command NFT characters and interact with the game environment through natural language.
- Enhance player immersion and interaction.

8. Blockchain-Backed In-Game Assets as Real-World Collectibles

- Link in-game assets to physical collectibles using blockchain technology.
- Rare in-game items can have limited edition physical counterparts, creating a unique connection between virtual and real-world collectibles.

9. Live AI-Powered eSports with Spectator Interaction

- Host live eSports events with AI-powered opponents and interactive spectator engagement.
- Spectators can influence the game environment or participate in real-time polls, adding a dynamic element to the gaming experience.

Tournaments and E-Sports

The Esports market is valued at around \$2 billion globally; this area offers us a valuable revenue source and a powerful marketing tool we intend to leverage.

The style of Ninja Warriors makes it inherently competitive, similarly to games like Tekken and Super Smash Bros, we expect fans from all over the world to watch the top players battle it out in the virtual Dojo.

Part III: The Ninja Warriors Game

AI Integration in Ninja Warriors P2E

The tournaments are being developed with a multifaceted approach with the following aims:

- Awareness: E-Sports tournaments are the football games of the future; millions of people will tune in to watch their favorite players win tournaments, which will be a valuable source of publicity for Ninja Warriors.
- Sponsorship: We will offer sponsorship deals to companies looking to gain exposure through Ninja Warriors tournaments; this will grow our revenue source.
- Tickets: Spectators will pay a small fee to attend the tournaments, increasing our source of revenue and raising prize money without depending on the treasury.

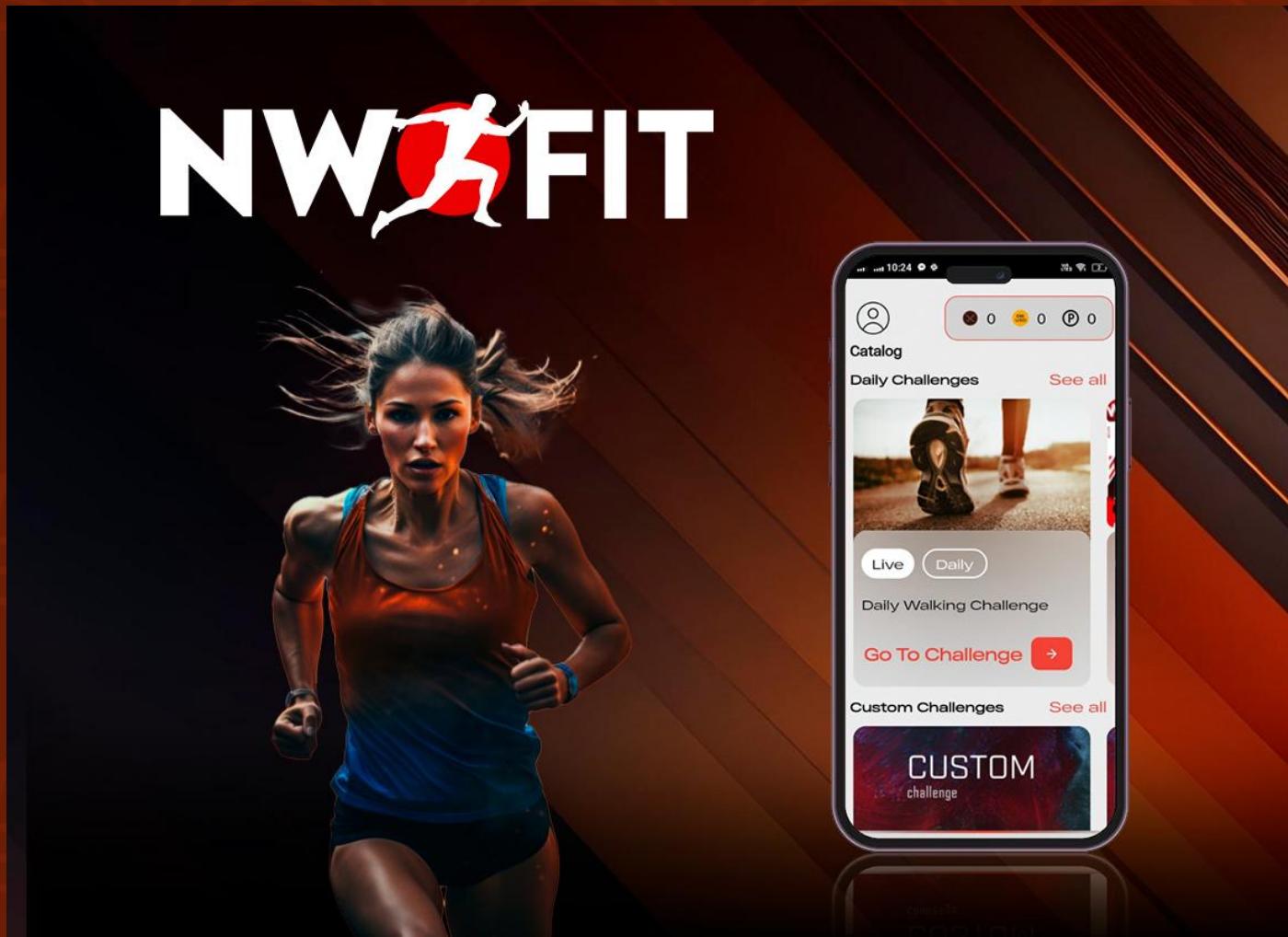
Game Development Strategy

The Ninja Warriors universe is being developed using the Unreal Engine, which is a 3D real-time game development tool recognized as an industry leader. Unreal is used by indie developers and big names like Ark: Survival, Borderlands, and Fortnite.

As a martial arts game, our gameplay mechanics must be fluid and visually satisfying. Unreal Engine is the ideal software to develop these features.

A sound example of an Unreal Engine-based fighting game is Dragon Ball Fighter Z; we suggest looking at some gameplay for those unfamiliar with Unreal Engine games.

Part IV: The Ninja Warriors Move To Earn and AI Initiative



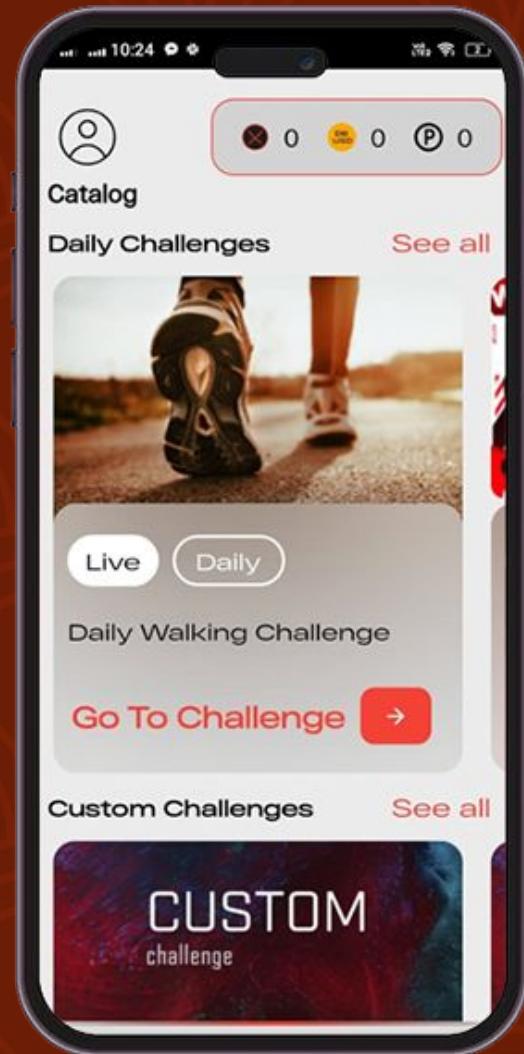
The M2E aspect of the Ninja Warriors ecosystem is critical in meeting our mission goal of helping people live more active lives in a world where sedentary existence is hard to escape.

Ninja Warriors M2E is a Web3 lifestyle application featuring integrated Game-Fi, AI, and Social-Fi components. It centers around fundamental physical activities – running, walking, swimming, cycling, and more.

Part IV: The Ninja Warriors Move To Earn and AI Initiative

Participants acquire NFTs, which become tools for earning more game currency through outdoor activities like walking, running, or cycling. The earned currency can be utilized in-game or converted into profits. Ninja Warriors M2E Game-Fi aspect aims to encourage millions to adopt a healthier lifestyle, address climate change, and integrate with Web 3.0. Simultaneously, its Social-Fi element focuses on establishing a durable platform that fosters user-generated Web 3.0 content.

The Ninja Warriors M2E mobile application will allow players to track their physical activities. Players will be encouraged to hit targets to receive in-game rewards such as tokens and upgrades.



Diverse Challenges and Rewards: The app offers a spectrum of challenges catering to different fitness levels and interests. From daily step counts to personalized fitness goals, users can earn rewards for various activities, ensuring inclusivity and engagement for all.

Rewards Based on NFT Rarity: As a user, you enjoy free daily challenges with guaranteed rewards. Plus, if you own NFT, the more rarer the NFT the more rewards and limitless challenges you unlock. Each NFT comes in different rarity levels, boosting your earning potential. Platinum NFT holders even get access to exclusive challenges, giving them a competitive edge in the Move-to-Earn world!

Part IV: The Ninja Warriors Move To Earn and AI Initiative

Monthly Tournaments and Raffle Tickets: Engage in monthly tournaments for substantial rewards, with entry fees varying based on the rarity of owned NFTs. Users can test their luck with raffle tickets, adding an element of chance to their earning potential.

Performance Tracking: Comprehensive performance-tracking features allow users to monitor completion times, attempts, and overall fitness improvement. Data-driven insights empower users to set goals, track progress, and stay motivated.

Social Features: Connect with the Ninja Warrior community through interactive social platforms. Virtual leaderboards, friendly competition, and community support foster a sense of camaraderie.

Customization Options: Personalize the Ninja Warriors experience by creating virtual avatars with various characters and outfits, reflecting individual styles and preferences.

Seamless User Experience: The M2E app ensures a user-friendly interface, providing a seamless experience from signup to progress tracking. A streak system rewards consistent exercise routines, fostering long-term commitment.

Best Moment Snaps and Merchandise: Participate in Snapshot Challenges, showcasing the best exercise moments for a chance to win tokens or exclusive merchandise. The algorithm selects top photos, fostering a sense of community and recognition.

Part IV: The Ninja Warriors Move To Earn and AI Initiative

The NW FIT Vision

NW FIT goes beyond traditional fitness apps, introducing a revolutionary approach to fitness with a focus on personalized well-being and financial incentives.

Features of NW FIT: Transformative Fitness Experience

Introducing our cutting-edge AI Fitness Model, backed by 200+ years of proven strategies and scientific expertise. Gain access to the elite knowledge typically top 1% fitness trainers possess, a service that famous athletes and elites often pay \$1 million or more per year for – now available to you at an incredibly economical rate.

Elevate your fitness journey with unprecedented access to the best in the industry.

- Lose Weight to Earn: NW FIT rewards users for achieving weight loss goals, making progress both a personal victory and a financial gain.
- Scientifically Proven Weight Loss Expertise: Our AI fitness trainer leverages scientifically proven data to provide personalized advice on exercises, dietary plans, and expected results.
- Accessible Elite Knowledge for All: NW FIT breaks down barriers, making elite fitness knowledge accessible to everyone.
- Become Fit to Earn: Engage in challenges sponsored by top fitness brands and earn rewards for achieving fitness milestones.

AI Fitness Trainer

Your 24/7 Fitness Trainer

- **24/7 Access to Your Personal AI Team:** Our AI fitness trainer is available round the clock, guiding your fitness routines and acting as your personal physical trainer.
- **Proven Strategies for Overcoming Procrastination:** Overcome distractions, maintain focus, and achieve your goals with the wealth of strategies at your disposal through our AI Fitness trainers
- **Interactive Guidance: Engage:** in dynamic conversations with your AI companion for personalized fitness advice and motivation. Receive real-time updates on your progress, achievements, and upcoming challenges..

Part IV: The Ninja Warriors Move To Earn and AI Initiative

AI Personal Assistant

Your Custom Personal Assistant

- **Customized for You:** NW FIT's Ninja AI is tailored for your specific goals and preferences, serving as your secretary, caring partner, and productivity machine.
- **Personalized Learning and Growth:** Share information with your AI, allowing it to become more efficient, personable, and knowledgeable over time.

Daily Life Support

Beyond Fitness

- **Video Call Interactions:** Enjoy interactive video calls with your AI Fitness Trainer and AI Personal Assistant, receiving real-time feedback and guidance.
- **NFT Access to Top Fitness Trainer Knowledge:** Acquire Ninja Warrior NFT for access to elite fitness knowledge at a fraction of the cost.

Part IV: The Ninja Warriors Move To Earn and AI Initiative

Onboarding Users to Web3: Breaking Barriers with Traditional Payment Methods

At Ninja Warriors, we understand the importance of seamlessly transitioning users from the Web2 to Web3 world. To make this transition accessible to everyone, we're introducing a one-time membership package that can be purchased through traditional payment methods like credit cards, bank transfers, and micro-finance apps.

This initiative aims not only to attract users interested in earning rewards through our M2E app but also those who are accustomed to conventional fitness apps. By offering tangible rewards for fitness activities, we're creating a unique proposition that bridges the gap between the fitness world and the exciting possibilities of Web3.

Now, users can not only stay fit but also be rewarded for their dedication, ushering them into the future of fitness and blockchain technology.

Part V: Requirements and Rewards Systems

Web3 Wallet:

We've chosen to use the Polygon (MATIC) blockchain to build the project as it will keep transaction costs low and reduce the entry barrier compared to projects built directly on Ethereum (ETH).

Ninja Warriors One Time Membership (Optional)

Sign up on our app/website to access a world of benefits and exclusive challenges. Choose from Bronze, Silver, Gold, or Platinum membership, each designed to enhance your Ninja Warriors journey. Benefit from more rewards, reduced entry fees, multiple exciting challenges, and flexible payment methods, ranging from NFTs, Web2 traditional gateways, and with \$NWT (crypto).

Requirements For NW FIT (M2E APP)

There is no entry barrier, our app is available for free, and users can earn rewards without making any payments or purchasing NFTs. However, to earn more and have access to limitless challenges, tournaments, discounts on entry fees, and so on, users might consider getting Ninja Warrior NFT to obtain a one-time Membership or one-time membership can be obtained by web2 payment gateways or by \$NWT Tokens too.

Once launched, The NW FIT app will be available on major mobile platforms like Android and iOS.

Requirements for P2E Game

Embark on your Ninja Warriors journey seamlessly! Begin with our demo mode, solo adventures, and full game modes without the need for costly NFTs. A hassle-free entry awaits as you simply sign up with your email or wallet address.

Master the demo mode, and when you're ready, acquire your Ninja Character NFT to unlock the realms of solo and full game modes. Now, not only play for the thrill but also earn exciting rewards while immersing yourself in the captivating Ninja Warriors universe.

Part V: Requirements and Rewards Systems

In-Game Rewards System

The Ninja Warriors Reward system is designed around the principles of sustainability and fairness. No one will be expected to invest vast sums of money before they can start earning tokens.

Demo Mode Rewards

The Demo Mode will not have a rewards system as it's entirely free to play.

Solo Play Mode Rewards

When taking on a computer-controlled opponent, you can expect to earn some rewards but considerably less than in full-play mode. The exact reward ratios will be confirmed before the launch.

Full Game Mode Rewards

In full-game mode, players experience a multi-faceted reward system. Tokens distributed following battles will include 50% contributed by the two players through a wager and 50% from the project's reserves.

Part VI: Sustainability Model

NFT gaming has an economic complexity simply not present in the traditional video gaming sector. For a web3/nft game to survive in the short and long term, it has to have sustainable economics, as players will leave the moment it becomes clear that the reward system isn't offering them any worthwhile benefits on top of not having an interesting game like traditional games.

NW FIT app is at the forefront of pioneering a sustainable crypto-economic model that ensures the longevity and equitable growth of our ecosystem. Our sustainability initiatives encompass various strategies designed to balance economic incentives, community participation, and environmental responsibility within the crypto space.

Short-Term Sustainability

To create short-term sustainability in the months following the full project's launch, we're taking steps to ensure fair token distribution.

Our tokens will be issued through a combination of public and private sales with carefully curated percentages that will guarantee equitable distribution. For a full breakdown of our tokenomics plans, refer to Part VII.

A crucial aspect of the Ninja Warrior's short-term sustainability criteria is how tokens are distributed in the full-game battle mode. While many P2E games depend on a simple A - B token transfer that pushes tokens from new players to existing players, our 50/50 wager split guarantees a more equitable system.

The Ninja Warriors M2E app leads the way in shaping a sustainable crypto-economic model, dedicated to fostering the lasting and fair expansion of our ecosystem. We employ diverse sustainability strategies, aiming to harmonize economic incentives, community engagement, and environmental consciousness in the cryptocurrency realm.

Introducing a dynamic onboarding system for Ninja Warriors M2E, offering one-time memberships accessible through NFT ownership, our governance token \$NWT, or convenient web2 payment gateways, including credit cards, bank transfers, or popular apps like PayPal or Cash App, for seamless access to the one-time membership.

Part VI: Sustainability Model

This innovative approach not only ensures short-term sustainability for the ecosystem but also fuels ongoing advancements, fostering robust systems, and elevating the overall engagement and intrigue of the M2E App and P2E Game. Sign up is absolutely free, ensuring accessibility for everyone.

Long-Term Sustainability

Long-term stability will be achieved by sticking to our token supply outlined in this paper and by the constant evolution of the Ninja Warriors universe.

Ninja Warriors is more than just a game. It is a social community and an entire universe continually growing and evolving. This is something we cherish and plan to expand upon. To achieve long-term enjoyment and involvement, we make sure our players always have new challenges and goals to pursue.

We keep the interest of our loyal community and attract new players by continuously supplying fun, action, and adventure.

As part of our long-term strategy, we add characters as more players engage with the platform. Over time, we roll out an ongoing strategy of development to increase growth and provide sustainability for long-term players.

As the project grows, additional sources of revenue will secure the stability of the ecosystem:

- Character Breeding: Players can breed one male and one female ninja to create new NFTs; the treasury will collect fees in return for the ‘merge’, and players will trade the new characters for game tokens or use them to play/train.
- Virtual Land: We will develop a metaverse-style system where players can purchase and trade plots of land reserved for their characters.
- Upgrades: Ninja upgrades will increase value and add to \$NWT’s utility and demand.
- Sponsorships: Ninja Warriors will generate revenue through e-sports events, attracting partners seeking exposure to our dynamic community. Hosting tournaments on our M2E app, where users combine exercise with gaming, creates sponsorship opportunities. These partnerships contribute to our growth, bridging fitness and gaming for a unique entertainment experience.

Part VI: Sustainability Model

Physical/Digital Merchandise: Selling physical and NFT-based Ninja Warriors merchandise has proven very popular for projects such as the Bored Ape Yacht Club and the CryptoPunks.

Offline Events: Meet-ups for the community will generate income through various forms, such as entrance tickets, sponsors, and merchandising.

Ads Spaces: In our quest for robust and sustainable revenue, we strategically unlock the potential of premium advertising spaces on our website, game, and app platforms. By extending an exclusive invitation to companies to showcase their ads in these high-visibility spaces, we not only open a dynamic channel for them to connect with our active user base but also cultivate mutually enriching partnerships.

This innovative advertising approach not only broadens our revenue streams but also fuels ongoing advancements, promising a dynamic and ever-evolving experience for our users and valued advertisers.

Part VII: Tokenomics

The Ninja Warriors ecosystem is fueled by two tokens, namely \$NWT and \$DBUSD. Both tokens serve specific functions within the game and ensure that economic stability and profitability are maintained in the long term.



The Ninja Warriors Token (\$NWT)

The Ninja Warriors Token (\$NWT) is at the heart of the Ninja Warriors ecosystem and offers the following utilities:

NFTs: The Ninja Warriors NFTs will be traded exclusively in \$NWT.

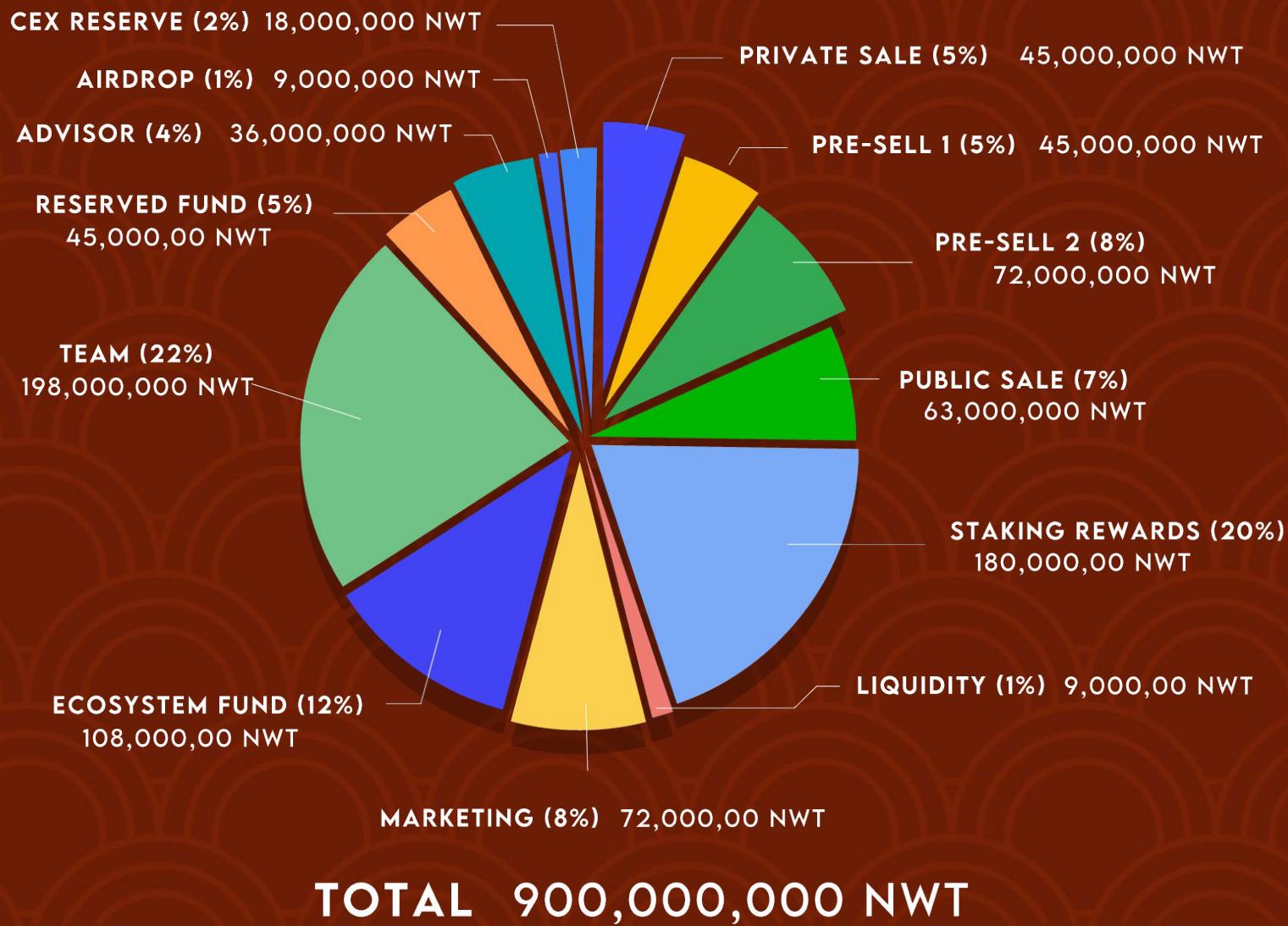
Level-up: To level up a Ninja Warrior NFT, players will have to spend \$NWT.

Re-charge: If a Ninja's vitality depletes, users can either wait for it to regenerate naturally or speed up the process with \$NWT.

Micro-transactions: Purchasing weapons and apparel for Ninjas will be carried out in \$NWT. Also, members can make payments for one time membership fees, pay for tournaments and challenges all with \$NWT

Trading: Anyone looking to gain exposure to the project without playing the game will hold \$NWT.

TOKENOMICS



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Part VII: Tokenomics

Although the use cases for \$NWT are already extensive, we expect more to emerge as the ecosystem expands and the community members bring forward their own proposals.

Distribution Plans

\$NWT total supply is capped at nine hundred million tokens to prevent over-issuing leading to inflation. Due to the array utility created by the token and supply cap, \$NWT is set to find itself on the profitable side of the supply-demand dynamic. Our distribution plans have been carefully curated with the supply-demand curve in mind.

Pre-ICO

The initial distribution of tokens as part of the Pre-ICO phase will see two Pre-Sale auctions where 5% and then 8% of \$NWT is sold, along with a private auction where a further 5% of tokens will be sold. The Ninja Warriors team will receive 22% of the token supply, while advisors will be handed 4%. Once completed, the vesting phase will account for 44% of the total token supply.

Initial Coin Offering (ICO)

The public sale, also known as the ICO, will see 7% of the tokens sold to the open market. This will leave 49% of tokens available, which leaves plenty of space for the project to expand through various distribution mechanisms.

The total lock-up period for private sale/ICO/Presale tokens will be six months, with 5% release every month for 20 months.

Lock-up periods are necessary to guarantee the stability of the \$NWT token, as releasing such a large supply onto the market too early on in the project's lifeline could lead to extreme volatility.

Long-Term Distribution

Following the ICO, public sale, and team member allocation, 49% of tokens will remain available, which will be used to fund and grow the project. Tokens will be used for the P2E and M2E rewards, marketing campaigns, AirDrops, liquidity, staking rewards, advisors, and the CEX reserve.

Part VII: Tokenomics

\$DBUSD: The Ninja Warriors Stable Token

Dragon Ball USD (\$DBUSD) is a stable token that will always hold its value in relation to USD; having a stable token within the Ninja Warriors ecosystem will make it easier for players, traders, and investors to move funds into NFTs, upgrades, and \$NWT. The \$DBUSD offers several advantages to Ninja Warriors that wouldn't be possible without adding a stable token.

Consistent Rewards

By paying P2E and M2E rewards in a stable token, we avoid creating a P2E system where players grind for hours only to be rewarded with a worthless token. As market forces will determine the value of \$NWT, paying P2E and M2E rewards with a more stable alternative makes sense. Players will always know how much their rewards will be worth and won't need to try and 'time' the market when thinking about selling rewards or putting in hours to earn them.

\$DBUSD Bridge

Holding cryptocurrency during periods of volatility isn't for everyone, and it's likely to discourage people who previously have had no experience with blockchain gaming. As Ninja Warriors is expected to attract a flood of users who have previously never interacted with cryptocurrencies offering a stable medium of exchange will improve user retention.

Furthermore, the \$NWT / \$DBUSD pair will allow users to move funds between the two tokens seamlessly and encourage users to store funds in \$DBUSD instead of selling \$NWT for fiat or other tokens outside of the Ninja Warriors ecosystem.

Crypto-Collateralized

A reserve of major cryptocurrencies will back the token through a similar system to the one used by Dai (\$DAI). The total supply is not fixed, as the token will be issued when a player earns \$DBUSD by completing a challenge or winning a PvP fight. After a player earns the token, the reward will be sent to their wallet.

As the supply of \$DBUSD grows due to demand from players, our crypto reserves will be adjusted. The tokens held as collateral are yet to be confirmed, but they will be major cryptocurrencies with a track record of holding their value in the long term.

Part VII: Marketing Strategy

Ninja Warriors will leverage modern marketing strategies adjusted specifically for the crypto and NFT space. Our team of marketing experts have decades of experience between them in getting the word out about various blockchain projects. They've developed a three-pronged strategy that has repeatedly achieved success in building a community and getting the attention of investors.

Phase 1: Branding

The first marketing phase is known as the 'Branding phase,' which primarily involves generating organic traffic toward our social media sites and official website. Branding builds a solid foundation without investing too many resources into paid advertisements and shilling.

The Ninja Warriors branding phase has already proven to be a success; the Twitter, Reddit, and Discord community is already heavily engaged and sharing ideas about the project.

A successful branding phase builds the foundations for more aggressive expansion, as it builds a solid and loyal community that regularly checks for updates on the project's progress.

Phase 2: Community Expansion

The Ninja Warriors marketing team will shift towards community expansion after the successful branding phase. This phase marks the start of a more hands-on approach toward expansion, leveraging more resources and paid advertising opportunities.

To increase traffic, Ninja Warriors will focus on the following tactics:

- Press Releases
- Team Interviews on SocialMedia and Crypto-Friendly outlets
- Micro-Influencer campaigns
- Advertisements on well-known crypto sites
- Twitter Space discussions with the community and other interested parties
- Partnership campaigns.

Part VII: Marketing Strategy

The crypto-community is tight-knit, and online communities form the backbone of a project's marketing success. Our areas of focus in Phase 2 guarantee penetration into the correct circles. Once the fire is lit, the community will organically spread the word on popular sites such as Reddit, Twitter, Telegram, and Discord.

Phase 3: Private Sales and Funded Campaigns

The completion of Phase 2 successfully will be reflected in the number of followers Ninja Warriors has across all mediums and the amount it's mentioned online within the NFT community.

Phase 3 will leverage paid campaigns that push to sell the \$NWT/\$DBUSD token and the Ninja NFTs; these campaigns will be led by influencers and paid advertisements on the most well-known and respected crypto-affiliated sites.

Twitter campaigns will also be used, offering potential investors and users the opportunity to earn rewards and bonuses for making purchases. Calls to action attached to paid adverts across all platforms will drive traffic to the NFT marketplace and boost sales.

Private Sale

The private token sale will see 5% of \$NWT sold, and we will primarily target players in the crypto space with direct links to the Ninja Warriors team. In addition, the private sale will target venture capital firms; this will help us raise funds and the project's profile.

Presale

Two presale rounds will follow the private sale, and 13% of \$NWT will be sold. The presales will accompany micro-influencer campaigns, paid adverts, PR projects, and various online NFT community events.

Part VIII: The Team

The Ninja Warriors team comprises a diverse group of industry experts with immense experience in their areas and have spent years working in the Web 3.0 space.

Effective management and leadership are crucial to building a successful long-term project. Ninja Warriors has carefully built a team that can offer all the skills needed to succeed in this increasingly competitive space.



Jason Cheng

Founder & CEO



Ahsan Usman

COO



Asad Zeeshan

CMO

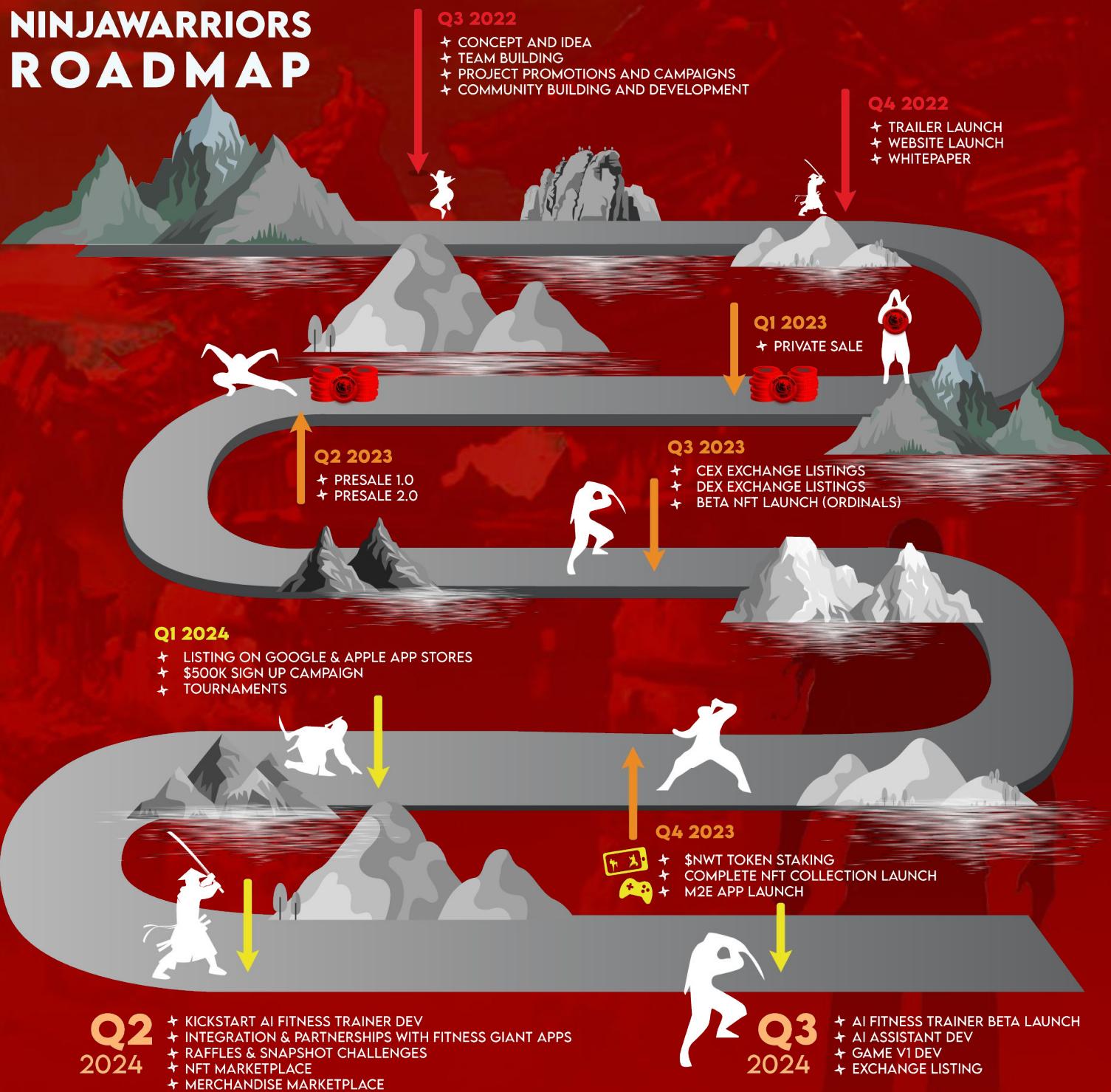
Jason Cheng is the founder and CEO of Ninja Warriors and holds a degree in Electrical Engineering from the City College of New York. Jason's vision of a blockchain game that combines P2E and M2E to create a sustainable and profitable economy led him to launch Ninja Warriors and build a team around him that shares his revolutionary vision.

Ahsan Usman is the COO of Ninja Warriors and plays a central role in the project's management. His passion for all things crypto and extensive experience in team management, recruitment, and sales add a level of professional experience to the Ninja Warriors teams that's crucial to its long-term success.

Asad Zeeshan is a start-up specialist with several decades of experience working as a CMO with dozens of web 3.0 and blockchain projects. Asad has helped launch and develop over 100 start-ups and overseen their rapid growth with a direct hand in their management and marketing.

If you want to get familiar with the rest of the Ninja Warriors team, head to the [official website](#), where you'll find links to their LinkedIn pages.

Part XI: The Road Map



Part X: Disclaimer



Please note that anything written in this Ninjapaper should not be taken as financial advice. Ninja Warriors is a revolutionary new game that is breaking new ground with newly-developed, risky, and experimental technology. Developmental goals and expected features are subject to change based on new findings, community feedback, and many other factors. The game is still in development, and updates will be released as they happen.



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