

Whitepaper



Table of Contents

Our Vision – Page 3

Key Howls – Page 4

Why Hyenas – Page 5

App – Page 6

Hyena Identities – Page 7

Non-Holders – Page 8

Guests – Page 8

HyenaNomics – Page 9

Roadmap – Page 11

Our Vision

Hyena Entertainment World is a mobile app-based VR entertainment platform. It will serve as a revolutionary one-stop destination for entertainment events and a VR socialising space.

The 3,333 Hyena NFTs are your lifetime access passes to this new and exciting world, where you can transmute past the constraints of the physical world. As a Hyena, you will be able to enjoy a state-of-the-art VR platform built within our mobile app (IOS + Android) alongside your favourite artists, entertainers, and friends– all from the comfort of your own home. We strive to provide an optimal experience to all our Hyenas and users.

Our long-term ambition is to become the go-to entertainment and socialisation platform in the web3 space. We want to ensure that entertainment is done fairly in Web3 – without unnecessary service fees, print your ticket at home fees, overpriced drinks, botched ticket releases, streaming on a different service, or pay per view events. We want to make entertainment and online socialisation simple.

Key Howls

Hyenas communicate in a different way to humans – so let's familiarise ourselves with the language:

The Hyena is the core character in the Hyena Story.

The Hyena Story is the backstory that underpins the Hyena World. As a member of our community, you will be able to embark as a character in the interactive story. Your choices determine your faction, so choose wisely!

Hyena Factions are subgroups that community members can join. You will participate in competitions and events alongside your faction. You will be rewarded for your contribution to the group - after all, Hyenas are strongest when they form a clan.

The Hyena Clan is made up of all Hyena NFT owners. Hyenas are highly social creatures, who thrive in large clans. Hyenas will have voting power over future events held.

Non-Holders is the term we use for those who want to participate in Hyena World events without owning a Hyena. Hyenas will be able to rent their access passes to non-holders for the duration of an event.

Guests is the term used to describe those who wish to use the VR mobile app to enjoy the many virtual activities and socialise with friends or other Hyenas.

The Hyena DAO is our way of ensuring that your howls and growls are heard. We want every Hyena to have an equal say in what events are planned, and the ability to submit proposals to the DAO.

Event Passes are your ticket to each event. An access pass will be available to all Hyenas to claim for each event organised by Hyena Entertainment World. Event passes also serve as memorabilia – all registered and verifiable on the blockchain. Since we host a wide variety of shows, we don't expect every Hyena to attend every event – which is why we enable you to rent out your pass. More details on this can be found in the HyenaNomics section.

Why Hyenas?

Hyena social behaviour is close to that of humans. They live in clans (just like humans live in cities, towns, etc), and are highly sociable. We took a step back and observed Hyenas in the wild. By doing this, we were able to gather 3 core values for Hyena Entertainment World – socialness, adaptability, and democracy. We want Hyena Entertainment world to be a social community – one in which we can confide in each other, share our mutual love for entertainment, and create everlasting memories. We want Hyena Entertainment World to be adaptable, as this is the only way a project can last long term in the face of the rapidly changing web3 atmosphere. In a Hyena Clan, nothing happens without a general

consensus from the other Hyenas. Similarly, we believe in a highly democratic approach to the future of the project. Hyenas will be able to vote on what events we plan, fees for non-holders, and to submit proposals. As the project evolves, you will have more and more possibilities to vote on crucial aspects of our development – after all, web3 is about giving you back the power to control your money.

App

The HyenaWorld mobile app will be our flagship product – it will enable users to attend events in VR, play minigames, chill with friends, and more! This will be the heart of our community, and we hope to see as many Hyenas hanging out in HyenaWorld as possible. To make sure all minters can use the app, we will allow you to claim a VR headset on our site - free of charge.

The app will be split between 2 main interfaces – a handheld device mode. This enables users to freely roam the open world (although only Hyenas have access to the whole map). The second interface is the VR element of the app. By placing your phone in our custom phone headset holder (sent via post to those minting), you will engage VR mode. VR mode is available at most points in the world. Events will only support VR mode, whereas most other points support both interface options.

We will post a proof-of-concept interactive demo on our site before mint date. The role of this is to give the community a preview of what we are developing, and to gain credibility – we believe in under-promising but overdelivering. Furthermore, we will publish the contract between the project and a VR app development firm prior to mint.

Hyena Identities

The collection is comprised of 3,333 Hyenas, each with its own unique characteristics. A short time after mint, you will be able to reveal your Hyena identity and embrace it. Despite each Hyena Identity being unique, they each belong to a rarity category.

- 2222 Base Hyenas – each of these will grant you one access pass to each event, as well as voting rights in the Hyena DAO.
- 1101 Rare Hyenas – each of these will grant you two access passes to each event, as well as voting rights in the Hyena DAO.
- 10 Legendary Hyenas – each of these will grant you two access passes to each event, as well as voting rights in the Hyena DAO. You will also have exclusive backstage access at all eligible events.

Non-Holders

Non-holders are community members who wish to attend an events, but are not themselves Hyenas. They could be fans of the specific performer, or someone who has not yet had the chance to buy a Hyena. The role of non-holders is to provide a stream of funds that The Hyena Project will use for development and events. Hyenas receive a percentage of this revenue. The exact logistics are described in detail in the HyenaNomics section of the whitepaper.

Once the VR platform is released, non-holders will be able to access a limited preview. This will encourage secondary sales of Hyenas on the marketplace.

Guests

Guests are members of the community who wish to socialise with others or play minigames within our VR app. Guests will be able to use the app in handheld mode, or they can order our custom affordable phone VR headset. We recommend using the headset for an optimal experience, but this is not required. A percentage of profit made from the headset sales will be airdropped to Hyenas at regular intervals.

HyenaNomics

The long-term economic viability of the project depends on two factors – the DAO selling event access passes, and secondary Hyena Sales. This section will describe how these two factors will ensure a steady cashflow. Strategies to ensure that these objectives are met will also be discussed. We realise that these two objectives may not occur overnight, which is why we have secured a large investment prior to mint – this is sufficient to guarantee a minimum of 2 events for all Hyenas.

A percentage of the project income will be provided by selling access passes to events. Non-holders will be able to buy these passes as NFTs. (not Hyena inspired). A large percentage of this income will go towards securing the performers, maintaining the server, logistical planning. After these costs have been deducted, the rest of the revenue will be added to the project's treasury – from which we will enable Hyenas to claim rewards in SOL. A standard percentage will be given to base hyenas, and multipliers will be applied based on how many Hyenas you hold and how rare each of them is. An example of multipliers will be: 10% if holding 2 Hyenas, 20% if holding 3 Hyenas, 30% if holding 4 Hyenas, 40% if holding 5 hyenas. Multiplier is capped at 40%, as we would like for the NFTs to be distributed within the community as much as possible so that more people have the chance to access exclusive areas on the map and to be rewarded for holding.

This strategy and reward system will reduce selling pressure, as Hyenas do not need to sell in order to realize financial gain from the project. Due to the reduced selling pressure, secondary supply will be lower and thus the floor price of Hyenas will increase. This ties in perfectly with the project's second strategy.

The second revenue stream that we will rely on is secondary sales. The project treasury will receive a percentage of each sale, as an "event & development" royalty fee. We are confident that the first strategy will drive secondary prices up to a level where this percentage becomes a sizable income stream for the DAO, and we are able to bring you world class events.

Road Map

- Q1 2022
 - Designing the Hyenas
 - Strategy development
- Q2 2022
 - Secured investment guarantee for first 2 shows + app development
 - Started app development.
 - Website launch
 - App proof of concept deployed on website.
- Mint Date: late Q2 2022.
- Q3 2022
 - App development continues, target for release is Q4 2022.
 - Hyenas can begin to claim their VR headset, which will be sent via post to their desired location.
 - Hyenas vote on first two events.
- Q4 2022
 - Hyenas receive their VR headsets
 - VR platform is released.
 - First events hosted on the VR platform, as voted by the Hyenas in Q3 2022.
- Q1 2023

- First in person event for Hyenas. We will offer world class entertainment, catering, and parties where we will celebrate our collective achievement as a Clan. The team will reveal the next stages of the roadmap, taking into consideration proposals from the DAO. We are excited to share our dreams of what the project will become in the long term but believe that it is better to overdeliver than to overpromise 😊.