

Grant Application: What the Funge



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Exec Summary:

What the Funge is the world's first NFT bar fight simulator played out as an autobattler that offers unique turn-key utility to NFT projects for players to compete for eternal conquest, glory, and PRIME. While the game is easy to pick up and get into, it has a very high skill ceiling, leading towards a rewarding competitive experience.

By creating playable assets from participating NFT projects, What the Funge offers a compelling new way for NFT projects to engage their communities and their IP. This brings unique value to the Echelon ecosystem by expanding recognition of and interaction with PRIME and Echelon's gaming infrastructure.

Funge Labs, the team that made What the Funge in their spare time, is composed of avid gamers who are industry vets, having extensive experience in game development and gaming economies. This includes but isn't limited to: **4LL** (Parallel Studios, Echelon Prime Foundation), **RebelSpy** (Parallel Studios), **Sentiens** (Former Echelon Prime Foundation), **DuskoSound** (Audio), and many more.

We seek partnership with Echelon to help finish the last stretch of game development, Web3 community activations, and seed the gameplay pool that will enable What the Funge to add a fun, creative, and competitive autobattler to the Echelon ecosystem. To accomplish these goals, we seek 290,000 PRIME (140k PRIME for gameplay pool, 75k PRIME for further development, 75k PRIME for activations with NFT communities)

Category: Partnership

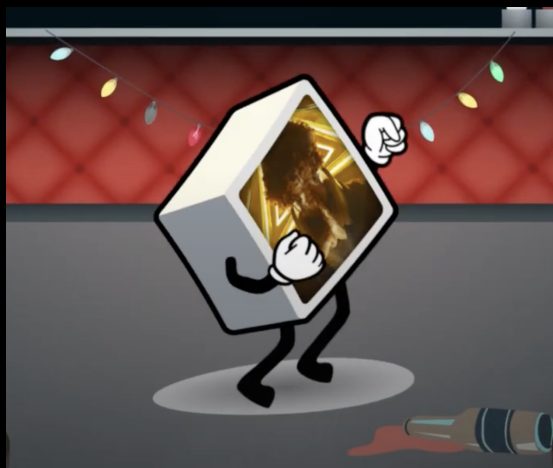
General Application Form

Project Description and Justification:



What the Funge is a bar fight simulator that plays like an auto battler. Players will make countless strategic decisions every time they play, assembling and upgrading their crew to beat down their opponents. Matchmaking in What the Funge is instantaneous and asynchronous, meaning players will be able to have competitive matches no matter what time it is.

This game evolves the autobattler genre with some new systems which greatly enhance its strategic depth. One of these systems is called Intel. Gaining Intel through upgrades, abilities or keywords will allow players to get a glimpse of who they're up against before they start a fight, allowing them to better strategize and increase their odds of victory.



Welcome to the Copium Lounge, where Funges haaang out

There are also these extraordinarily desirable hairballs, which are rewarded when users create a **SUPER FUNGE**. These delicious rewards grant our players with all sorts of tasty benefits.



These hairballs are high in vitamin Regret!

When our players have assembled a crew from the over 100 unique Funges available, all they need to do is click a single button and then their Funges will battle to the death automatically. Perfect for all of the geriatric folk in NFT communities.



Now in Technicolor!

What the Funge is built from the ground up to bring NFT communities together. New projects and IP's can be added to the game in a course of days, and all of these communities will be playing a game that's Powered by Prime. From the get go, NFT's from: Parallel, Kaiju Kingz, Anatas, Goblintown, Cryptoadz, and many more projects are playable in the game - each with their own unique strengths and weaknesses.

While the game is free to play, What the Funge will have various PRIME sinks built into it. Additionally, What the Funge will only accept PRIME as payment - there's no USD or ETH allowed here. The most important PRIME sink in What the Funge is the **VIP DEATH PIT** - the autonomous recurring weekly tournament. It'll cost players a bit of PRIME to compete, and the highest scores every week will be paid out in PRIME. This, combined with the ease of adding new NFT IP's and unique Funges to the game, create an

ever-evolving, highly competitive landscape making What the Funge a great game to play week after week.



The payout schedule for tournaments is based on the World Series of Poker's distribution allocations - in short, the more players there are, the more people end up being eligible for payouts. Additionally, each weekly tournament will be seeded with an initial amount of PRIME [as is requested as part of this grant]. Every tournament entry will add to the prize pool and refill What the Funge's gameplay pool to allow it to pre-seed tournaments in perpetuity.

To help What the Funge gain visibility, reach new gamers, and spread the word of NFT mayhem, we will use PRIME from this grant to support our activation strategies. This not only includes creating custom game assets in collaboration with select NFT projects as noted above, but also incorporates activations such as subsidised tournament entries for community members of selected NFT projects and procuring unique Death Pit tournament prizes. Some of our partners have already suggested using their NFT's as prize pool additions. We'd say the sky's the limit in terms of what we can do with these activations - **but there are boot prints on the moon.**



Punchy, creative, and collaborative, What the Funge brings NFTs and Web3 gaming together in a new way!

Oh it's important to note that What the Funge is already a year into development and is ready to launch as soon as we have PRIME to pre-seed the pool with. This is a fully built game designed from the ground up to grow the Echelon ecosystem by bringing in other NFT communities that's **ready to launch within weeks.**

Project Outcomes:

1. Expanded utility, network size and interest in PRIME.
2. Increased usage and activity of PRIME in gaming.
3. Greater awareness of PRIME and participation in the Echelon ecosystem by introducing What the Funge to existing established Web3 communities.
4. A new game operating on the BASE network and integrated with Uplink.
5. Key learnings and insights for Echelon about gaming economy systems and how to effectively make use of ERC-6551 in games..

Project Outputs:

1. Game development:
 - a. Final game development, bringing What the Funge from closed alpha to open beta.
 - b. Support for transitioning the game and assets to the BASE network.
 - c. Integration with Uplink.
 - d. **Novel ERC-6551 implementation** for What the Funge game assets.
2. User activations:
 - a. Collaboration with several well-known NFT projects and their communities.
 - b. Design a new pack for each project, consisting of: 6 Funges with unique abilities, 3 effects, and one perk.
 - c. Increase persons that hold and use PRIME.
3. Seeding the gameplay pools
 - a. Weekly competition - What the Funge weekly play grows as contestants battle to make it to and stay in the top spots.
 - b. We request PRIME in 12 week tranches at 3,000 PRIME per week.
 - i. If the game's a disaster and sees no uptake, we vote as a community to stop further tranches - minimising the risk of this grant.
4. A new game economy and PRIME sinks
 - a. PRIME will be the exclusive currency for What the Funge
 - b. PRIME is used for purchases of What the Funge Packs, the core gaming assets.
 - c. PRIME will be required to enter our weekly competition, the VIP Death Pit.
 - d. PRIME will be allocated as follows:
 - i. 80% to gameplay pool until seed amount is recovered, 20% to WTF
 - ii. Once seed is recovered, 50% to tournament pool, 20% to sink schedule, 20% to WTF, 10% to gameplay pool
 - iii. This EXCLUDES primary NFT sales

Timeline:

8-12 weeks

Milestones:

1. Completion of beta version and game launch on BASE network.

2. Delivery of ERC-6551 implementation and another new novel autobattler mechanic [aka Ringleader]
3. Successful implementation and testing of core PRIME gameplay pool.
4. Onboard at least 2 new NFT projects.
5. Setup initial gameplay pool.

Project Budget

Project Cost:

We are requesting 290,000 PRIME. Details:

- 140k PRIME for gameplay pool
- 75k PRIME for game development
- 75k PRIME for activations with NFT communities

Rationale:

The PRIME requested will be critical to seed gameplay pools, complete game development, and NFT project community activations. A smaller portion of PRIME will be used to fund final development work and release of the open beta version of What the Funge.

Gameplay Pool:

Gameplay pool will be used for seeding VIP Death Pits (weekly tournaments). Seeding the pools with PRIME as a baseline prize generates interest and entices player entries (paid in PRIME). Player entry fees contribute to the prize pool. More entries = greater prize pool.

Death Pits are a weekly leaderboard with payouts going to the top X leaders over the week. The number of positions that earn PRIME will be based off of the same distribution the World Series of Poker uses.. Players can enter as many times as they would like, What the Funge seeks to seed its weekly tournament(s) with 3,000 PRIME. This amount will be flexible, with higher weekly active user accounts a higher seed amount would be better, and vice versa.

Game Development:

Our team has completed nearly all the game development work for the first release and we seek Echelon's support to help us cross the finish line. We seek support that will enable us to complete the last few elements of game development, implement PRIME sinks, to deploy game assets and contracts to BASE, integrate with Uplink, and finish work to implement ERC-6551 features to create new compelling asset crafting and gameplay loops. Part of this grant can be viewed as an RnD fund for Echelon, as Funge Labs will be sorting out a lot of the kinks of bringing a new game into the ecosystem, sorting out the process of integrating with Uplink, adopting the use of Base, experimenting with the use of ERC-6551 for gaming and more.

Community Activations:

What the Funge offers NFT projects a new way to engage their communities, make use of their IP, and intersect with gaming. PRIME will be used to activate communities by subsidising tournament entries and the purchase of What the Funge packs for gameplay.

Our goal is to engage several communities and leverage the PRIME allocated to development of packs, creating multimedia for marketing, and encouraging the NFT project's holders to redeem packs and play What the Funge. Some partners want to go as far as to integrate custom animations and sprites into What the Funge, or offer their NFT's as additional prizes for our weekly tournaments. This activation pools primary purpose is to find ways to attract and retain more community members in the Echelon ecosystem.

Budget per Milestone:

Milestone	Description	Budget
Gameplay Pool Tranche 1	PRIME tokens to seed gameplay pool at game launch, providing 12 weeks of tournament rewards	36,000 PRIME
Gameplay Pool Tranche 2	PRIME tokens to provide another 12 weeks of rewards for the gameplay pool, predicated on What the Funge having an active playerbase	36,000 PRIME
Gameplay Pool Tranche 3	Upon completion of 24 weeks months of successful gameplay and initial indications of economic sustainability, the final tranche of P2E PRIME would be released	68,000 PRIME
Marketing & community engagement	Deliver meaningful collaboration with a reputable NFT community to onboard new players to WTF.	35,000 PRIME
Marketing & community engagement	Deliver a second meaningful collaboration with at least 2 more reputable NFT community to onboard new players to WTF.	40,000 PRIME
Execution of Grant Agreement	Completion of Grant Agreement. Including integrating with Base and Uplink	35,000 PRIME
Game Launch	Final development complete, including the novel use of ERC-6551 tech in gaming.	40,000 PRIME

In summary, the initial tranche would be 106,000 PRIME. The remainder of the grant would be earned as per the table above.