

LOVECRAFT LABS

PLAY-TO-EARN GAMING

Cryptocurrency
Gaming Company
business plan

Coming 2026
LovecraftLabs.com

FOR INFORMATIONAL PURPOSES ONLY

Nothing in this document constitutes an offer or solicitation to
sell shares or securities in Lovecraft Labs or any related company.

INTRODUCTION

Lovecraft Labs is a unique, new game company in the 'play to earn' (P2E) blockchain landscape. The initial launch will be primarily fueled by our own cryptocurrency - the Lovecraft Coin.

The project will benefit by partnering with an existing game company - Real Fantasy, Inc. This acquisition gives us an appreciable jump start with more than three years of programming including thousands of assets, an interactive GPS background, and several unique game features ready to be utilized out-of-the-box and/or retooled for other games and/or functionality.

The initial cryptocurrency release will be accompanied by mini-games to introduce the public to Lovecraft Labs, our Token and upcoming, epic GPS titles.

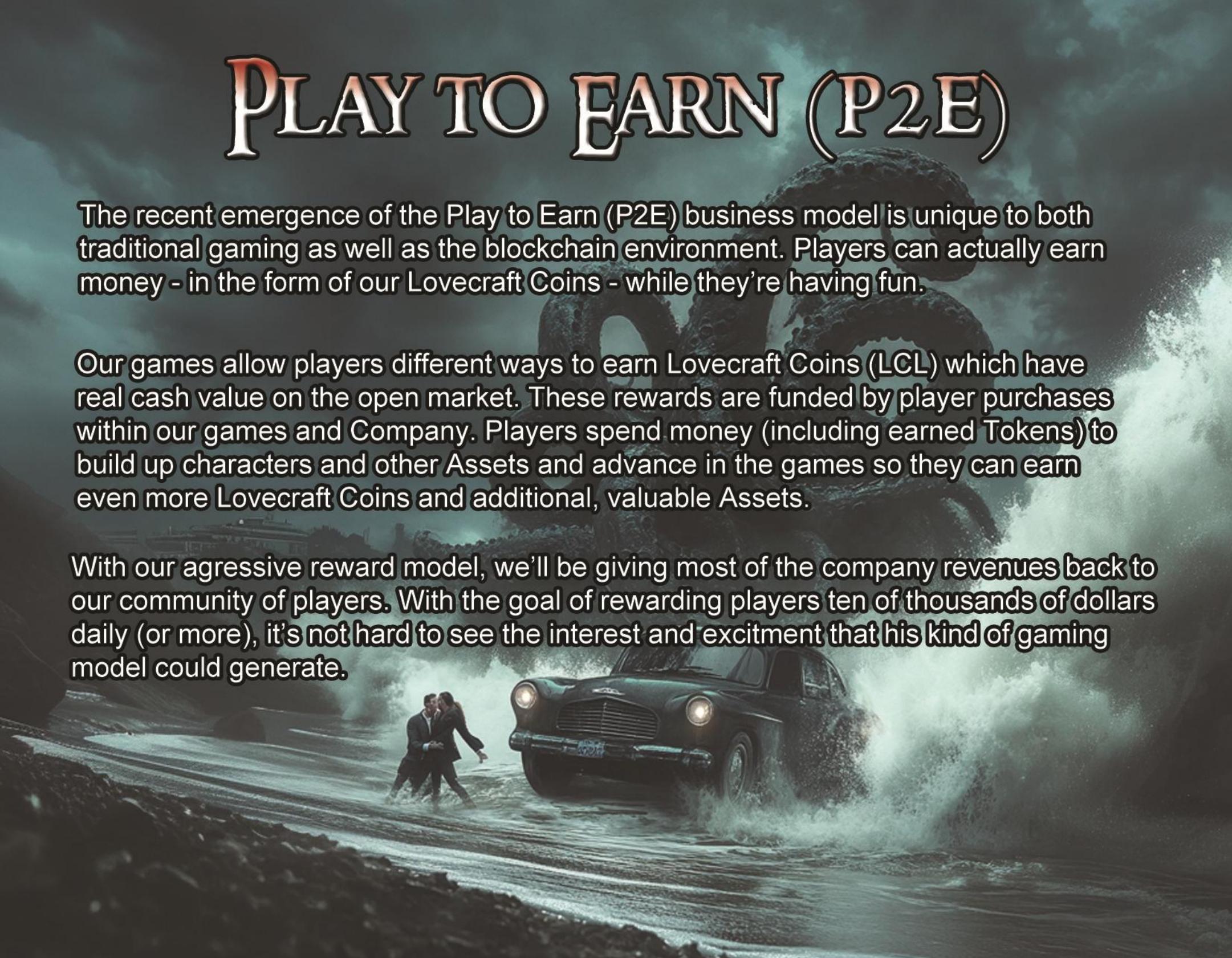
Our original, cutting-edge games will feature numerous blockchain Assets that players can buy, sell, trade and collect. Perhaps most importantly, each can be utilized in different ways within the Lovecraft Labs ecosystem with game utility and the ability to earn Tokens within our 'play to earn' (P2E) entertainment model.

P2E is the future of gaming and we're excited to get in on the ground floor. With only a handful of options to date, Lovecraft Labs is poised to throw our hat into the ring quickly and with a unique level of originality to make our company and our games a notable presence in this space.

We hope you'll come along on the adventure!



PLAY TO EARN (P2E)



The recent emergence of the Play to Earn (P2E) business model is unique to both traditional gaming as well as the blockchain environment. Players can actually earn money - in the form of our Lovecraft Coins - while they're having fun.

Our games allow players different ways to earn Lovecraft Coins (LCL) which have real cash value on the open market. These rewards are funded by player purchases within our games and Company. Players spend money (including earned Tokens) to build up characters and other Assets and advance in the games so they can earn even more Lovecraft Coins and additional, valuable Assets.

With our aggressive reward model, we'll be giving most of the company revenues back to our community of players. With the goal of rewarding players ten of thousands of dollars daily (or more), it's not hard to see the interest and excitement that this kind of gaming model could generate.

PLAY TO EARN (P2E)

There are currently three P2E systems planned for Real Cthulhu.

Daily/Weekly Scores: Various elements of gameplay award points to the player. A Token pool will be distributed regularly to the top scoring players for that period.

Missions: These adventures change regularly and exist as 'stand alone' play within the Real Cthulhu world. Players start with a random set of Assets (avatar, supplies, allies, and weapons) to try to complete the main and secondary goals of that Mission. Each enemy defeated, task completed, clue found and goal accomplished yields a point total. Players with the highest points totals for each Mission will be awarded Lovecraft Coins (and other valuable Assets).

The World is Yours!: Utilizing the GPS features of the game, players will be able to take over literally millions of real-world Locations. Each Location controlled requires dedicated Assets (Allies) to maintain control. A number of factors affect the total 'Influence' over each location. The highest daily/weekly Influence totals will be awarded with its own sizable pool of Lovecraft Coins.

To the victor, go the spoils!

ASSETS

Lovecraft Labs will feature thousands of Assets that players can win, earn, buy, sell, collect and trade. Designed to enhance the player experience, they are also an integral part of our ecosystem and a key component in our play-to-earn offerings.

Assets exist in different raries. Generally speaking, the more obscure the assets the more power or greater benefit to the player/avatar. These include: unlimited, common, uncommon, rare, epic, legendary and mythical.

Resources are used within the game(s) to upgrade and customize the player's Avatar. These Assets include magical & physical weapons, clothing, armor, allies, magical items, food, drinks, vehicles, clues, maps and other accessories. They provide a limitless array of options to aid players in myriad ways. Additionally, these components are key to unlocking the greatest earning potential in our play-to-earn environments.

Avatars allow the player to choose who (or what) character they want to play during their current adventures. With dozens of Avatars, each will have different skills and abilities and players can switch between any/all of the ones available to them based on their current goals, missions and quests.

The most exclusive Assets, **Lovecraft Legends**, will also have added benefits - in some cases allowing early or exclusive access to rare, limited items and characters (see below).

ASSETS

AVATARS



RESOURCES



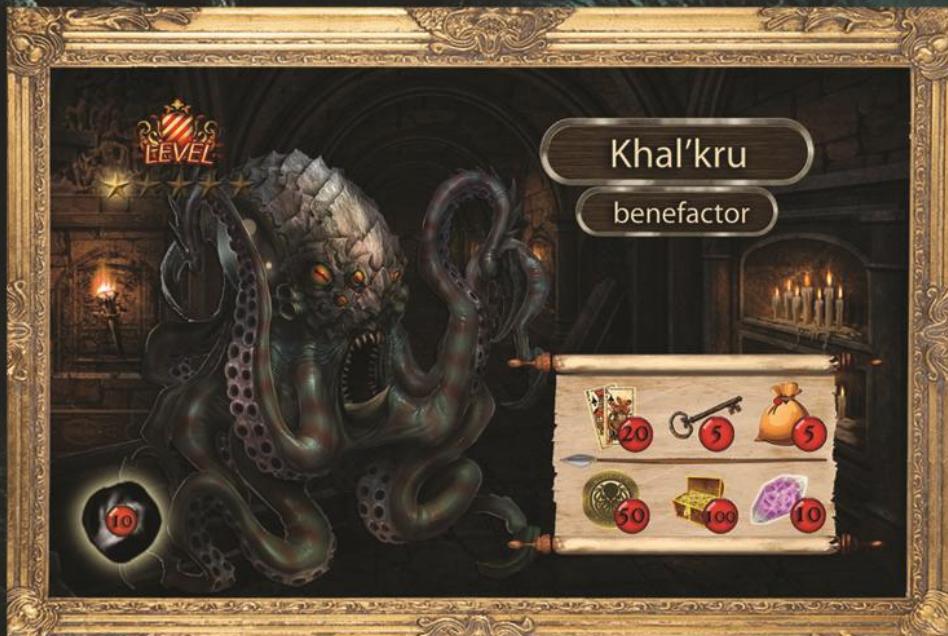
LEGENDS

LOVECRAFT LEGENDS

Lovecraft Legends are our unique, valuable Assets which yield various benefits to our players and investors.

Each Legend provides multiple benefits to the owner and can be claimed at the owner's discretion. Some of the perks include free Lovecraft Tokens, assets for different Lovecraft Labs games, entries into Missions (and other minigames), credits for Lovecraft Labs purchases and in-game currency.

Legends will prove highly collectible as their utility will be unlike anything currently seen in the blockchain or P2E space. These rare assets can be bought, sold and/or traded, and earned by playing Lovecraft Labs games. In addition, some will be given away through assorted promotions to help build interest and awareness of our Company and Token launch.



- Free Primeval Coins



Arkham Poker entries -



- Mission entries



Free Asset bundles -



- Free cash (in-game)



Free gems (in-game) -



- Dark Matter (asset burn value)

TOKEN RELEASE

Lovecraft Coins will be made available at an initial price of .01 USD per unit. 950,000,000 units have been minted and are to be sold and distributed as follows:

120,000,000 - Founder Offering with bonus allocation. (\$5000 minimum, resale restriction*)

48,000,000 - Pre-sale Offering with bonus allocation. (\$500 minimum, resale restriction*)

222,000,000 - General Token release.

100,000,000 - Promotion and Marketing.

80,000,000 - Initial P2E prize pool.

100,000,000 - Real Fantasy acquisitions (resale restriction*)

80,000,000 - Staffing and gaming/crypto promotional partnerships.

200,000,000 - Reserve supply for ongoing operational expenses, new app development, and additional P2E rewards pool if/as needed.

*more detailed information on the Token minting, allocation, sale and release schedule can be found in the Lovecraft Labs whitepaper available at LovecraftLabs.com.

MARKETING

The marketing agenda for our games will be a multi-pronged approach including:

- Promotion of our Tokens and Assets within the crypto community.
- Promotions of our games through strategic partnerships with other games and companies with related products and genres.
- Highlighting of our advanced P2E format and unique player opportunities to earn money through play as well as strategic Asset ownership.
- Online marketing to targeted demographics through social media ad buys.
- Event presence and character/talent appearances at comic, horror and gaming conventions.
- Cross promotion within our own family of products.
- Partnerships with other entertainment companies in the horror and fantasy space as well as related products including board games, graphic novels, toys, etc.

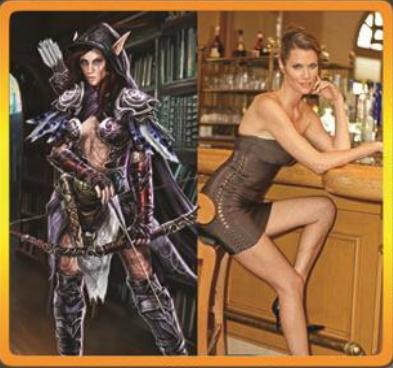
MARKETING

Spokespersons relationships:

Real Fantasy has partnered with a number of recognizable models and social media personalities. We intend to continue this marketing plan with all our major games, including Real Cthulhu. This will involve recasting some of these same partners as well as adding other notable talent as we move forward.

These personalities will be incorporated into the games as various characters to create another unique gaming and marketing element - creating especially collectible (and often rare) Assets.

Another part of our strategy is to have these individuals appear at events, costumed and in character, to help promote our Company. Merchandising featuring these performers is also on the agenda.



REAL FANTASY

screeengrabs sampling



REVENUE

Revenue Generation

Although Token sales will provide the initial funding for the Company, our business model is structured to generate ongoing revenues to cover both operating costs and our P2E reward distributions.

Real Fantasy and Real Cthulhu will be ‘free to play’ games. Revenues will be generated through in-game purchases (in the form of entry fees and Asset ‘bundles’ or ‘singles’) to enhance and prolong the gaming experience and increase P2E revenue potential. By design, these Assets will provide value within the game and promote a vibrant marketplace where they can be bought, sold, and traded. (The Company will collect a modest commission for offering this marketplace and helping facilitate these transactions.)

In-game purchases will cost 99¢ to \$99.99 USD. Legends Assets will be priced according to their value, rarity and potential P2E benefits. In some cases, these may be offered at hundreds of dollars each.

Arkham Poker and Dungeon Run will operate on a somewhat different model. Although various promotions will allow players free entries (most notably upon initial launch), additional attempts will cost \$1.99 each. With Dungeon Run, players may also supplement their starting random items by buying additional resource bundles - in hopes of greater rewards/earnings!

As game revenues increase, this will in turn allow for larger daily P2E reward offerings. Consequently, larger prize pools will encourage more play and directly translate to increased revenues.

BUSINESS MODEL

Phase One:

The first step is the creation of a Lovecraft Labs wallet so Tokens and Assets can be claimed and stored securely on the Hive blockchain within our gaming ecosystem.

Additionally, our first mini-game will be available:

Arkham Poker is similar in style and function to traditional video poker, yet modified to the play-to-earn model.

Each entry will afford a player 10 draw poker hands. Each winning hand (consisting of Jacks or better), will result in a point value - increasing with better hands.

The overall total after the 10 hands will determine the reward(s) for the player. Totals will translate to rewards including Tokens as well as other Lovecraft Assets.

Upon initial release, Lovecraft Labs will be giving away free entries to play Arkham Poker. This will help build awareness and generate interest in our unique and exciting projects. Additionally, any player will be able to buy entries to further add to their collection of Lovecraft Coins (and other Lovecraft Labs assets).



- Dice and Tile games are complete and ready to be added to website after the initial Arkham Poker roll-out.

[All 3 games are already finished, as they were featured as part of the original Real Fantasy GPS game.]

BUSINESS MODEL



Phase Two:

Next up will be our first playable Mission, drawn from our already created Dungeon Run feature from the initial Real Fantasy game - but with the inclusion of play-to-earn features!

At the start of the game, the player will receive a random Avatar and a set of random Assets (i.e. 'resources') that the adventurer will use to equip his or her Avatar and battle their way through the catacombs.

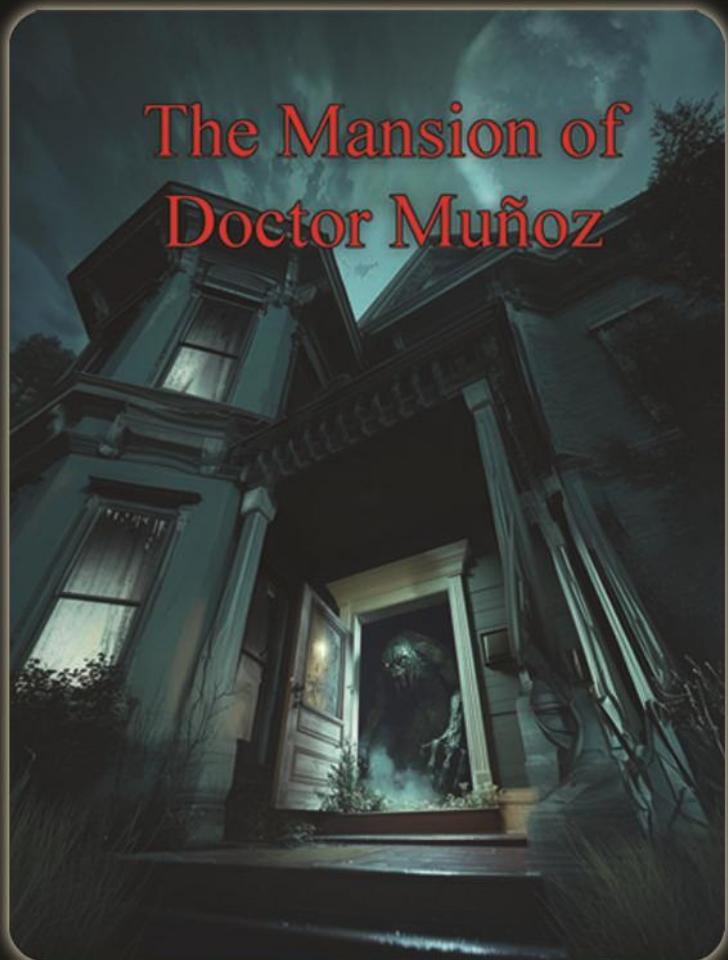
Points are awarded based on enemies killed, treasure found, and completion of side quests which are dispersed throughout this dangerous, underground world.

Total score will determine rewards earned, consisting of Lovecraft Coins, Lovecraft Assets, and even some ultra-rare Lovecraft Legends!

Various marketing strategies will also be implemented with this game to give players free entries. As will be the case in the full GPS game, a limited number of free entries will be available, with additional entries available for a nominal fee.

(Players will also be able to purchase additional assortments of resources to further outfit their avatars prior to - and sometimes during - their trek into the deep, dark, dangerous dungeons.)

BUSINESS MODEL



Phase Three:

The next update will feature the first Real Cthulhu Mission.

Much like the Dungeon Run, players will start with a random set of Assets and embark on this terrifying adventure hoping to keep their Avatar alive... and sane!

The second part of this phase will include the full release of the Real Cthulhu alpha Asset set. Expected to be more than 200 different items/resources, players will be able to open previously acquired Asset Bundles as well as redeem vouchers and/or buy additional Bundles and Special Offers of Assets.

These Assets will be housed in the Player Wallet.

BUSINESS MODEL

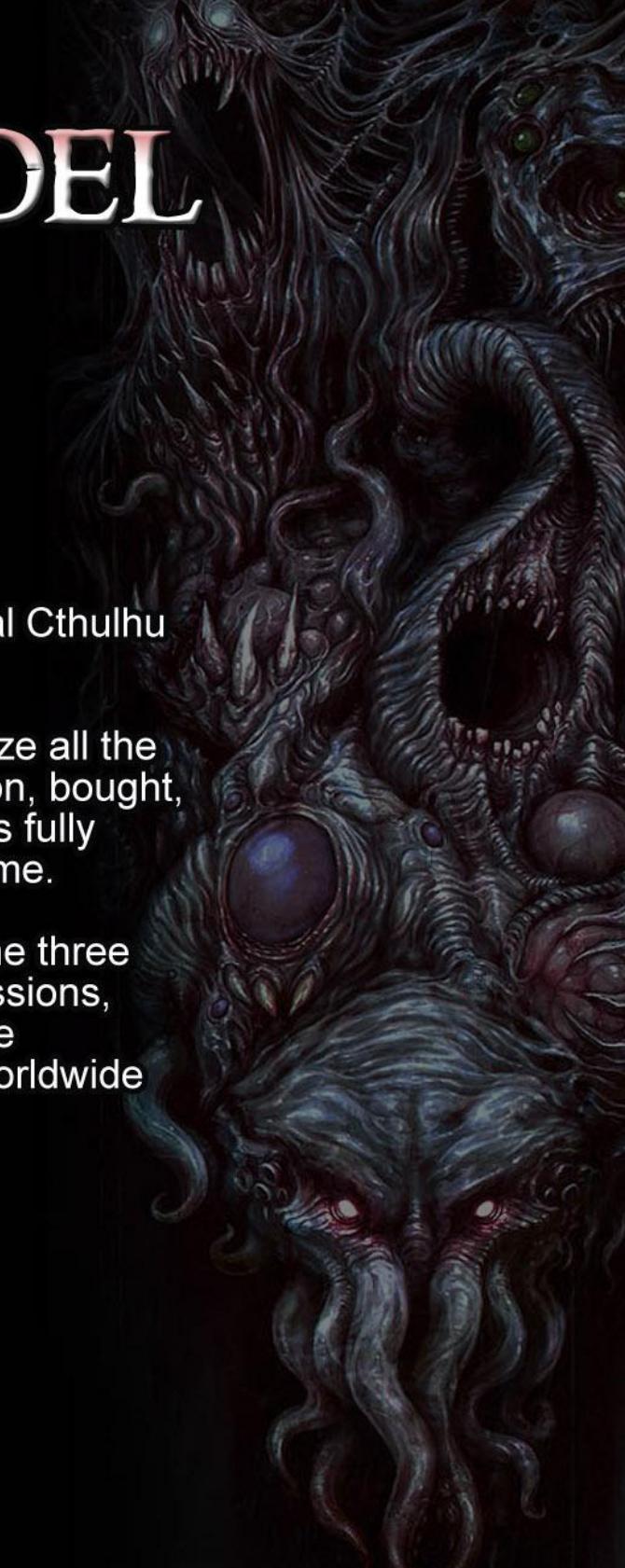


Phase Four:

The full release of the Real Cthulhu game!

Players will be able to utilize all the Assets they've earned, won, bought, traded and collected in this fully immersive GPS horror game.

This release will include the three initial P2E elements of Missions, Daily Quests and Influence (bonuses for controlling worldwide GPS locations).

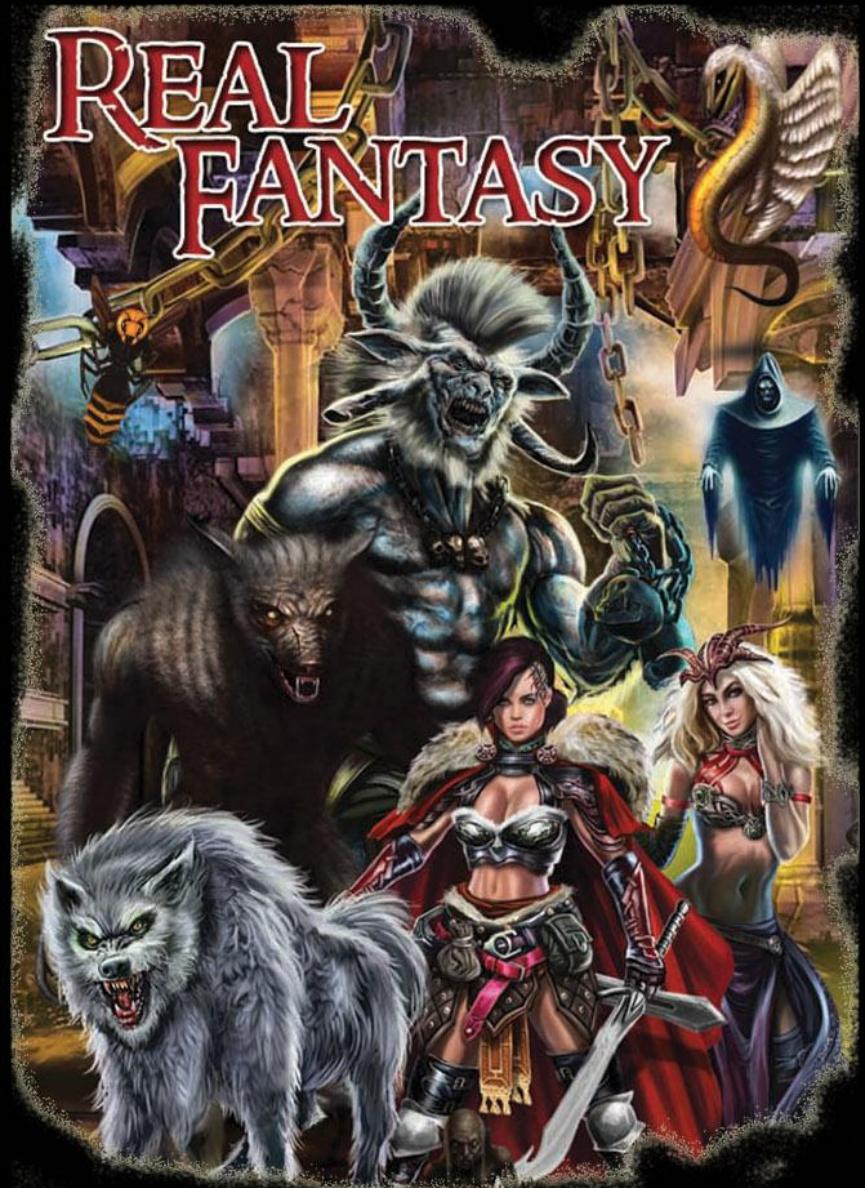


BUSINESS MODEL

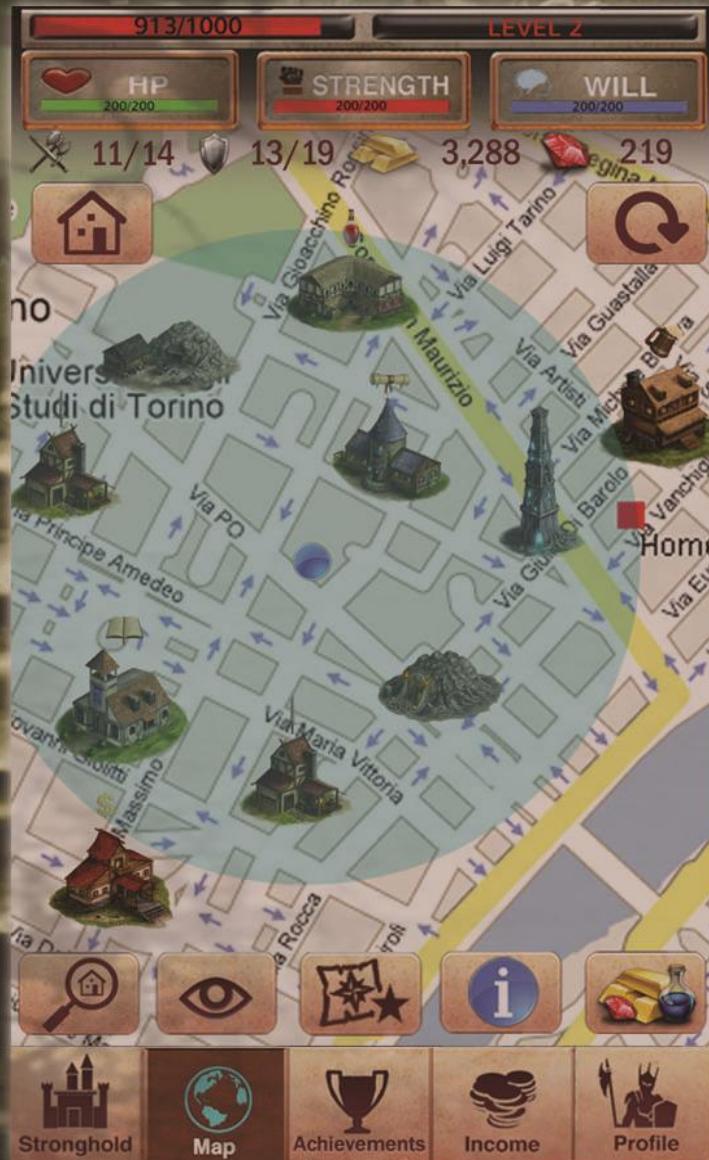
Phase Five (and beyond!):

The anticipated release of a monumentally updated Real Fantasy game complete with P2E similar to our Real Cthulhu release.

Crossover elements, including multi-use Assets, will allow existing players in the Lovecraft universe to benefit from their early involvement and support of Real Cthulhu and the Lovecraft Coin!



REAL CTHULHU - FEATURES



Worldwide GPS Gameplay

Like Real Fantasy (shown), Real Cthulhu will use state-of-the-art GPS technology to allow players to interact with millions of real world locations.

Skinning Google Maps, we can create truly unique gaming experiences by changing location designations. Gas stations, restaurants and stores become weapons depots, training centers, arcane merchants and more - offering varied gameplay options for players based on their current physical location.

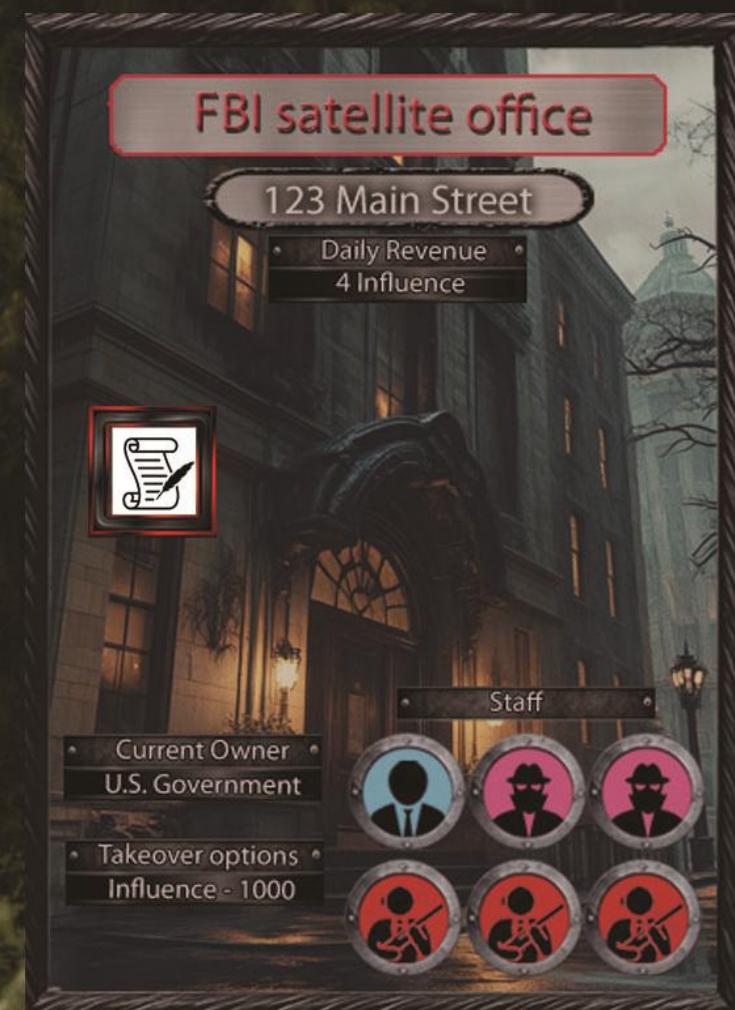
In addition to each location type having unique interactive elements, they will also afford different P2E options. Players will compete with other gamers in their area to control each location - the more locations a player manages, the more Rewards he stands to earn. This exciting feature will have players fighting for control of the most desirable (i.e. lucrative) spots in their city. Having the most influence at a magic shop has its benefits, but being the top brass at the local FBI headquarters will yield far bigger dividends - in the game and in real life!

REAL CTHULHU - FEATURES

Worldwide GPS Gameplay

Every Location will have a unique set of attributes allowing the player to have different interactions at each and every one.

-  Quests/Missions
-  Shop
-  Gamble
-  Bounties
-  Black Market
-  Train
-  Network



© Real Fantasy 2025

*Note: All Location features may not be available with beta release of the game.

REAL CTHULHU - FEATURES

Full Combat Animations

Real Cthulhu will feature a combat system similar to that found in other action/adventure games currently on the market (Star Wars Galaxy of Heroes shown).

Players will acquire allies (human and alien) to help them vanquish the armies of evil invading us from other worlds. Additionally, the player Avatar will have access to weapons, spells, magical items, armor and supplies, which they will earn, find, borrow and buy to give them the best chance of defeating their foes.



© Lucasarts 2025

REAL CTHULHU - FEATURES

Assets and resources

The Lovecraft Labs universe will consist of hundreds (eventually thousands) of elements to enhance and customize the gaming experience. Most notable will be the collectible Assets that can be bought, sold, traded, earned or won. The value of these will be set by the free market and be a reflection of rarity, collectibility, game playability and the ability to use them to earn actual money (within the P2E environments). There will also be Base resources which will enhance the game and allow for the playing of our games without the added benefit of P2E possibilities.

Asset (collectible)



fully playable, full
P2E functionality

Asset (base)



fully playable, no
P2E functionality

REAL CTHULHU - FEATURES

Asset samples



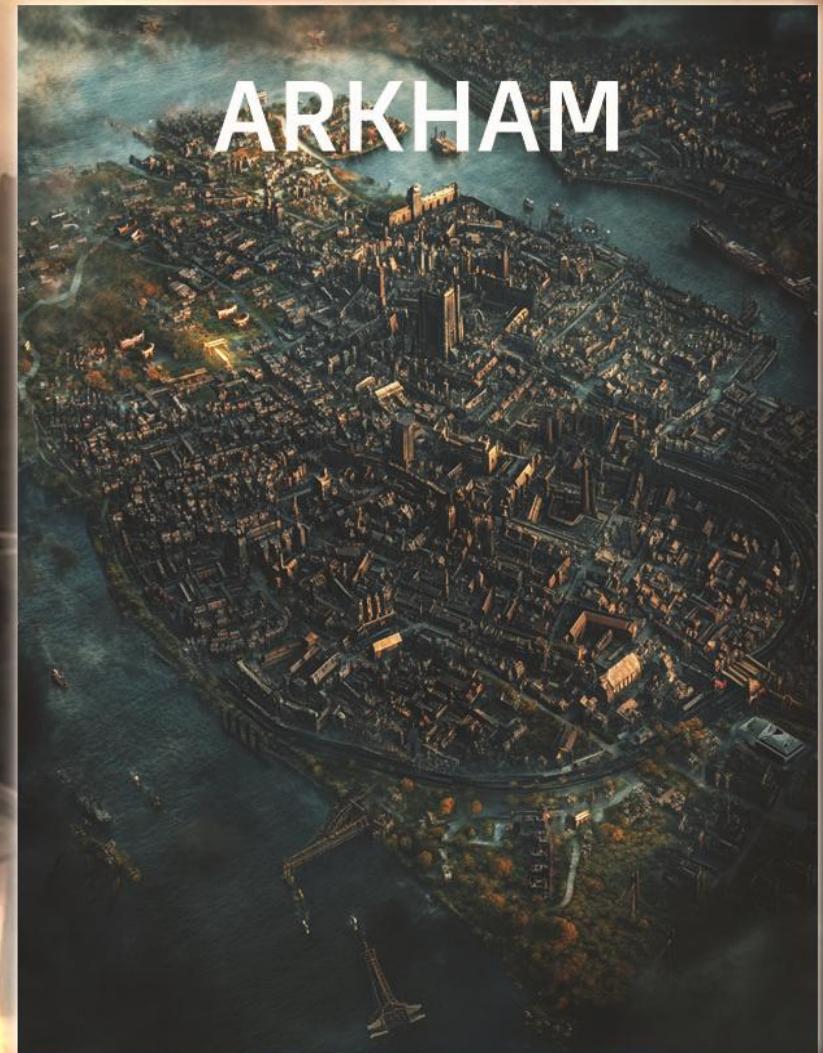
REAL CTHULHU - FEATURES

Immersive Interactive Map

Although the real-world GPS will afford players virtually limitless play all by itself, the main storyline will be built around the fictitious town of Arkham.

At any time, a player may “leave” his or her immediate GPS surroundings and “take a train” to Arkham to work on the main quest, assorted missions and/or other assignments and tasks.

The primary story components will take place in Arkham, but it’s the adventures, exploration and monster hunting in the real world locations that will give players the additional tools they need to most effectively build up their characters to strategically advance through the game and maximize their enjoyment and P2E earning potential.



REAL CTHULHU - FEATURES

Search and Recover



© Real Cthulhu 2025

A number of factors will influence the success rate of a search - including Avatar or Ally abilities, how well hidden an item is and how well guarded it happens to be.

But be careful - - with each subsequent search, the greater the chance of getting caught and being thrown in the slammer (or worse)!

An exciting component of the game is the player's ability to find and recover (or in some cases 'borrow') the necessary tools, weapons and items to complete his or her quests.

Although usually working on the side of the good guys, players can also engage in a bit of unsanctioned larceny to lay hands on a bit of extra in-game currency (and on rare occasion, some hard-to-find Assets)!



© Real Cthulhu 2025

TEAM



Chris Blewitt
Consultant, Blockchain Advisor

An early playtester for Real Fantasy, Chris saw the potential early on and is the driving force behind seeing it reborn as a viable Play-To-Earn property.

Chris is a crypto and blockchain investor bringing funding and experience to our new project!



Chris Hood
Principal, Project Manager

Prior to making the transition to game development, Chris split his time between internet investing and writing novels and screenplays.

He is the current CEO of Real Fantasy, Inc. with the Real Fantasy game his creation. Real Cthulhu is his latest game concept.

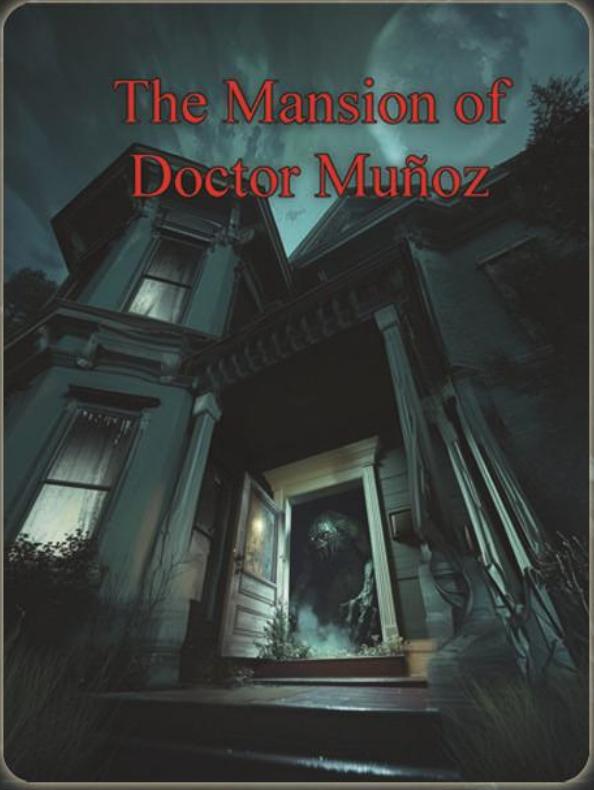


Frank Schilling
Principal, Advisor

A legendary internet investor, Frank has branched out and found success in myriad other businesses. He is part of the original Real Fantasy team and looks forward to this new direction the Company is taking.

MISSIONS (P2E)

The Mansion of
Doctor Muñoz



Rise of the
Great Ones



LOVECRAFT LABS

WEBSITE

LOVECRAFT LABS WEBSITE

HOME

BUSINESS PLAN

WHITEPAPER

VAULT

LOVECRAFT LABS

PLAY-TO-EARN GAMING

Cryptocurrency + NFT hybrid business plan

April 2022 LovecraftLabs.com

VIEW BUSINESS PLAN

LOVECRAFT LABS

WHITEPAPER

VIEW WHITEPAPER

UPCOMING GAMES

ARKHAM POKER

DUNGEON RUN

REAL FANTASY

REAL CTHULHU

LovecraftLabs.com

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