



# GYRIS

A Film and Gaming Franchise







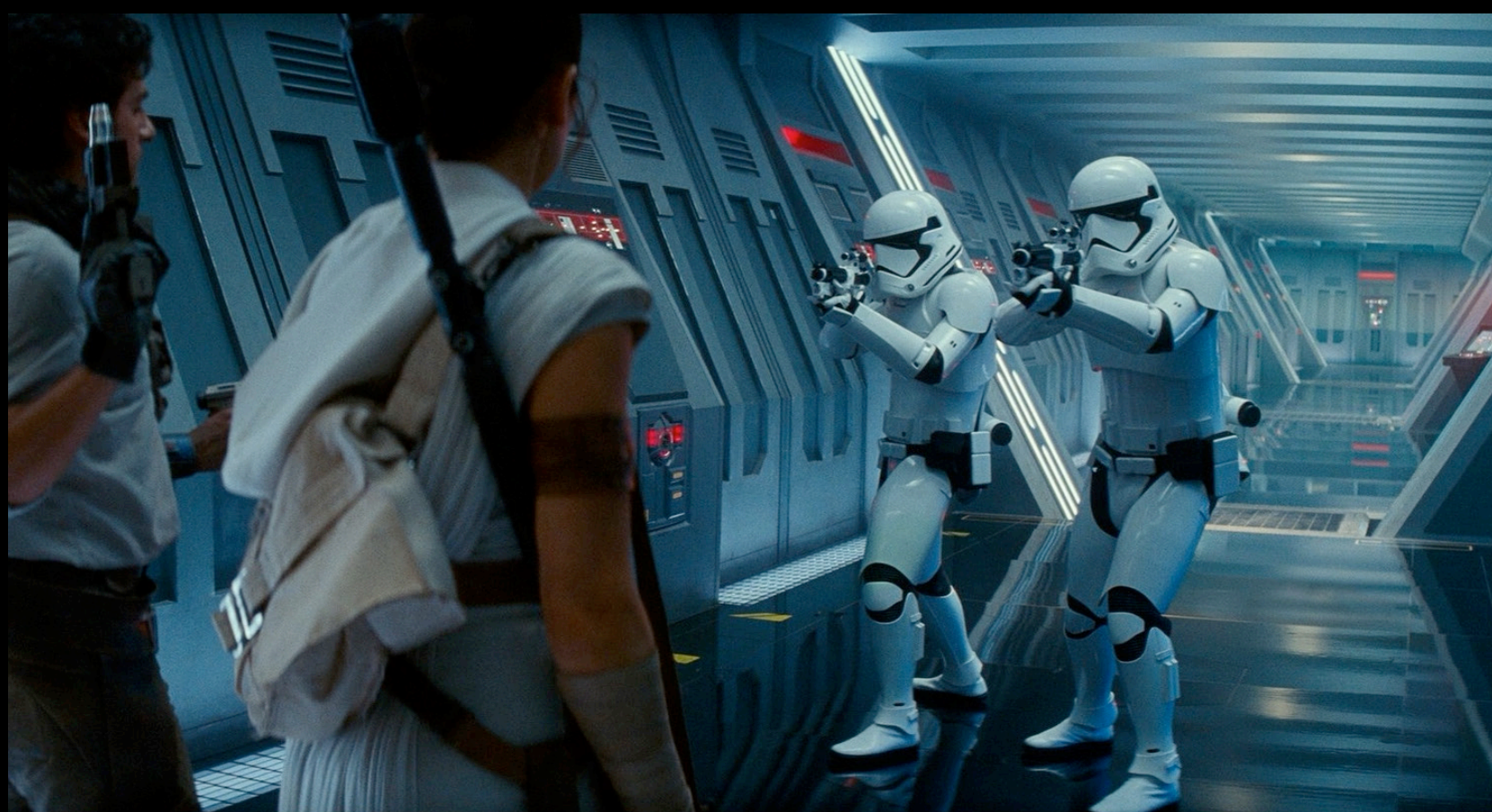
# STAR WARS™

## Stories Are Everything

Film and game franchises span decades and are multimedia empires

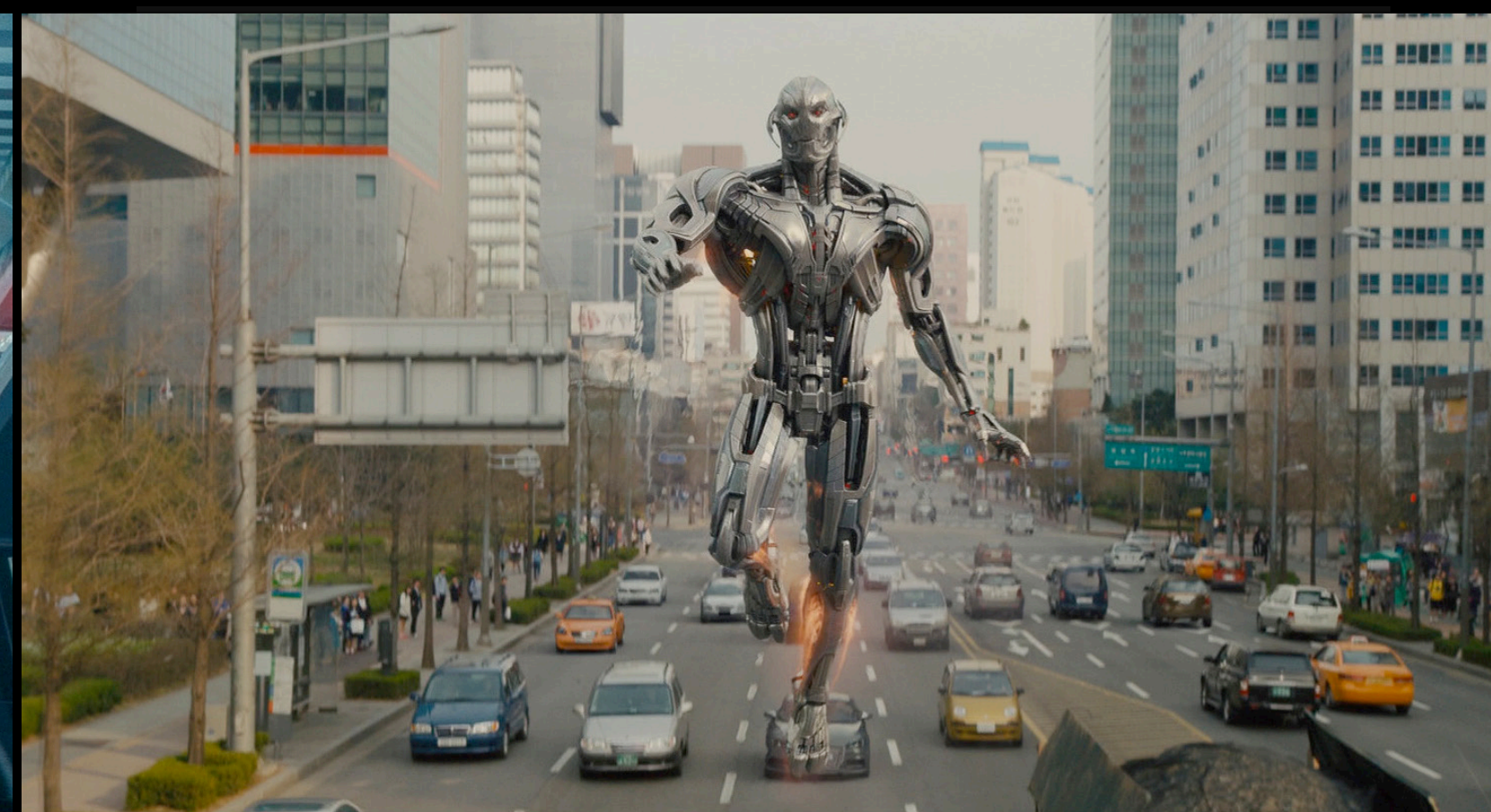
# MARVEL®

# THE LORD OF THE RINGS



**Star Wars** - to date this iconic franchise has produced 11 live action films, 2 animated films, 4 TV series, 32 video games, and countless spin-offs with future productions still ongoing

- Merchandise sales – \$42.217 billion
- Box office – \$10.316 billion
- Home entertainment – \$9.068 billion
- Video games – \$5.01 billion
- Book sales – \$1.82 billion
- TV revenue – \$944 million



**Marvel Cinematic Universe (Film)** - Since 2007 Marvel Studios has produced and released 29 films, with at least 14 more in various stages of development

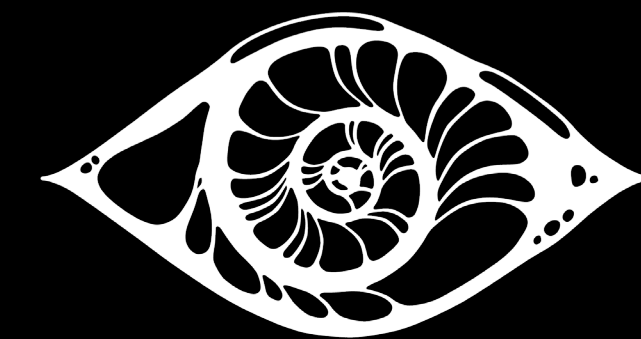
- Box office – \$27.356 billion
- Merchandise sales – \$7.228 billion
- Home entertainment – \$5.617 billion



**Lord of the Rings** has generated \$20.4 billion in total revenue

- Book sales – \$9.125 billion
- Box office – \$5.896 billion
- Home entertainment – \$4.6 billion
- Merchandise sales – \$435 million
- Video game – \$62 million
- Other revenue – \$233 million





GYRIS

## The World's Next Great Franchise

Gyris is 'the first world of an endless gyre'; a multiverse without boundary. Boasting 'the deepest lore in web3' the Studio Gyris team have already completed the **first of four screenplays**, the 2-hour epic 'Gyris: The Sound of Trees Standing.'





“

As the gluttonous Minjierrri slaughter the creatures of Gyrus, a generation of Bu-Raa-Oo go to their aid.

In their absence a reluctant hero must rise and take a perilous quest in search of his fated ‘Tua’, a weapon divined by the Gods themselves.

But the darkness of battle pales to the evil of the Ochichurri who feast on flesh in the shadows.

If Aggy is to become the future of his people, he must learn; that no one alone can fight the dark.





## More than words

The Gyrus multiverse is vast and evidenced by a growing cache of unique intellectual property including screen plays, visual concept art and game development.

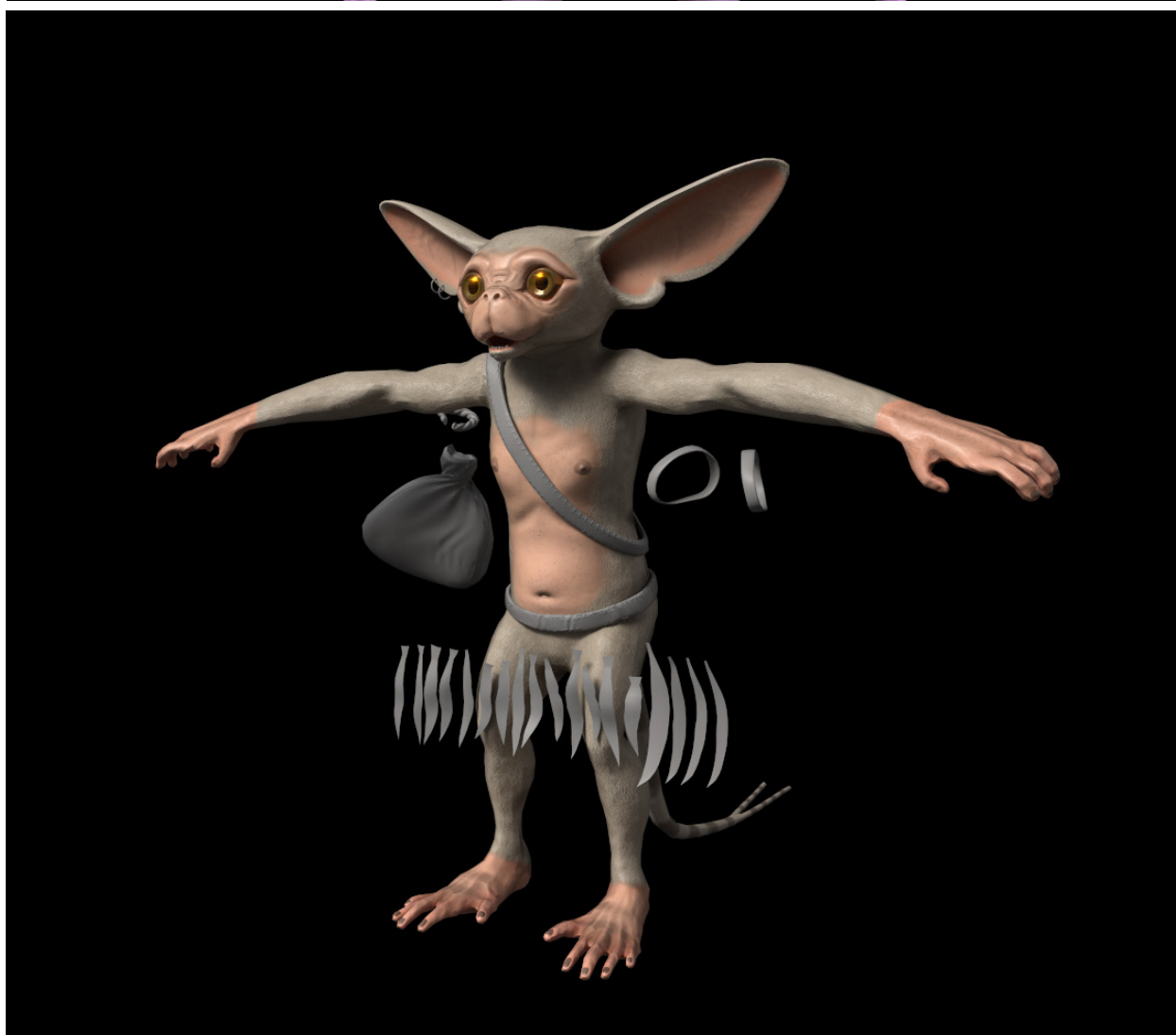
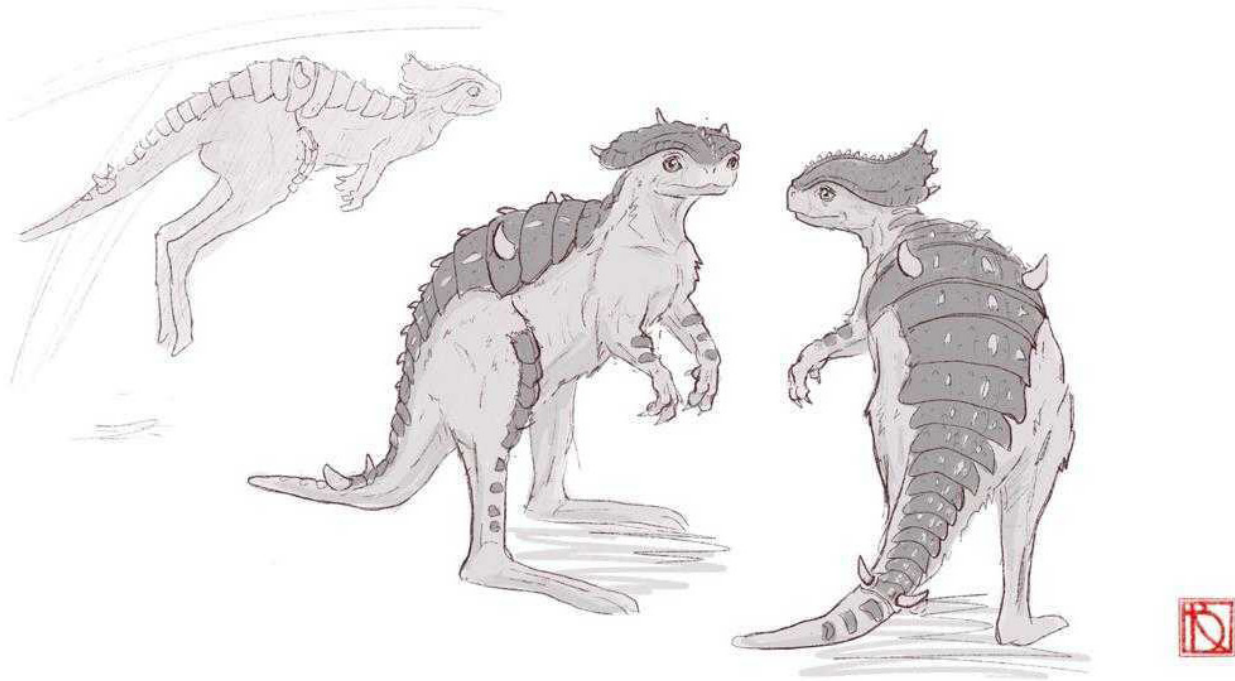
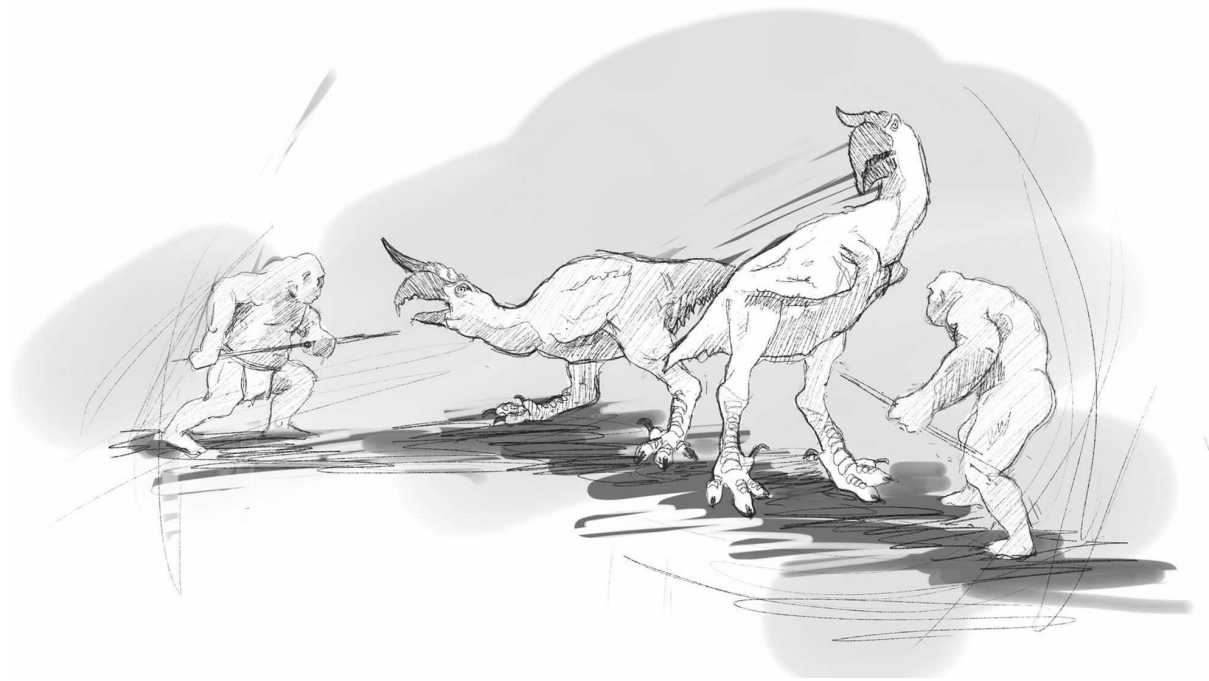
















## Gaming

Currently, the video game industry is valued at \$180 billion, with one in three people participating in gaming. Gaming is bigger than Hollywood and the music industry combined.

**Pokemon** has a total revenue of \$118.5 billion. The highest grossing revenue of all franchises

- Licensed merchandise – \$91.305 billion
- Video games – \$27.145 billion
- Box office – \$1.85 billion
- Home entertainment – \$830 million
- Strategy guide books – \$142 million
- Jet aircraft livery sales – \$3 million

POKÉMON



## Unreal Engine 5:

### Leveraging World Changing Technology for Gyrus Films and Gaming

Unreal Engine is the world's most open and advanced real-time 3D creation tool for photoreal visuals and immersive experiences. As we build our MMORPG we are simultaneously developing assets that can be used in our narratives, without splitting the budget.















# The Gyris MMORPG

Build a life in an immersive fantasy world unlike any game before

Own and develop land and home

Develop communities and villages in a truly collaborative experience

Forage, mine and farm for resources to consume and trade

Forge alliances in peace and make enemies in war

Wager in one in a myriad of minigames available throughout the world

Grow and raise your family

Utilise the animals and creatures of Gyris to battle against foes, aid in farming, traverse the lands and so much more

Features include

Full wallet integration allowing you to play with your NFT

Play and earn through \$GYRIS rewards and wagering

Ecosystem marketplace to buy, sell and trade, characters, skins, upgrades using \$GYRIS token

Renting mechanism

Gamer profile allowing accumulation of \$GYRIS rewards from multiple linked NFTs

Never-before-seen village planning, land mechanics and ownership



# MMORPG Roadmap Overview

The road to our MVP will be paved with AAA quality minigames, land releases and NFT launches designed to showcase our deep lore and game mechanics. With every release we complete important development milestones and features of the larger release.



## Mini-games

Animalia Racing

Farm & Trade

Mounted Battle Royale

Gyris Fight League

Mountain Boarding

Quick wagering minigames used in social interactions (RPS, dice, stone throw, paper toss)

## NFTs

4 genesis mints (2735 x 4)

Bura (Sold Out), Mara (Upcoming), Burameri, Minjierri

4 free companion animal mints (2735 x 4)

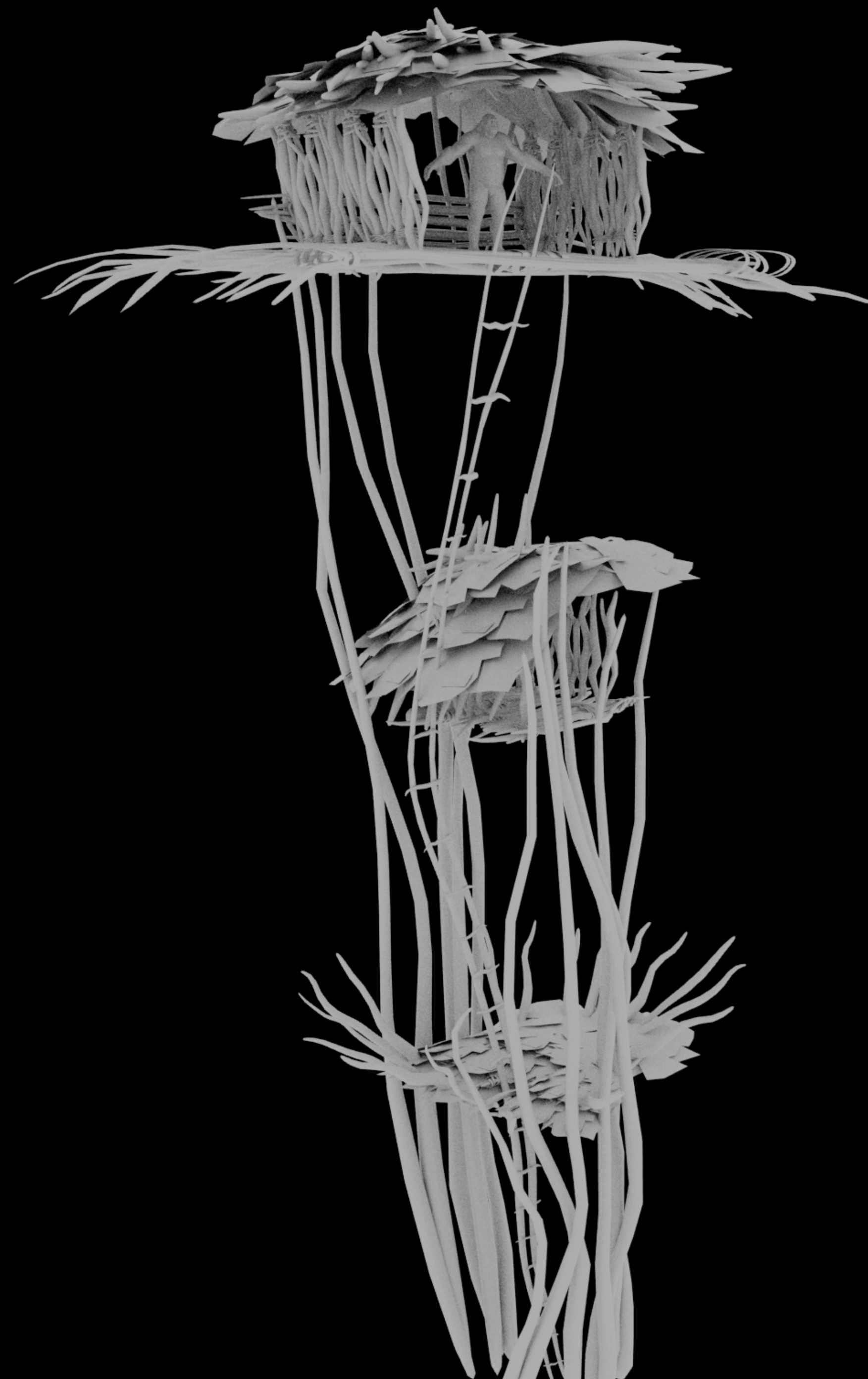
4 major land releases

Buralands (Sval, Duara, Motun, Aku)

Mara colonies (Sval, Duara, Motun, Aku)

Morindoo and Veins of the Underground

City of Porth







### BURA MINT (Sold Out)

2735 Bura Genesis Mints



### FREE OGG MINT

2735 Genesis Animalia  
Companion Mints



### OGG RACING ALPHA RELEASE

Mounting, riding and racing mechanics implemented  
Mounted fighting mechanics implemented  
Single player Alpha released



### OGG RACING MULTIPLAYER BETA RELEASE

Special attacks released for Bura  
Web3 wallet integration (Access and play with your NFTs)  
Race wagering (test net)  
Performance relative to XP/non-visual stats  
Gaining XP from gameplay



### OGG RACING FULL RELEASE

Race wagering with \$SOL  
All NFTs are playable assets from wallet  
Free to play enabled to onboard any gamer  
Tournaments for cash prizes begin



### MARA MINT AND BULLAKA MINT\*

2D and 3D game ready assets

Mara special abilities, fight and riding mechanics

First village open to public

\*Bullaka mint is free to Mara holders

### FARM AND TRADE BETA TESTING

Farming, trading and breeding mechanics are released for testing

Players can grow crops, trade resources and breed their Oggs

Oggs can be used for farming and racing. Some Oggs are better suited for farm life while others will be better for racing

### BURAMERI MINT

Marriage/union functionality

Breeding

### FIRST LAND RELEASE AND SALE: BURALANDS (MOTUN, AKU, DUARA, SVAL)

The four main city centres of the Buralands are open for settlement

Players have access to their plot(s) and can begin constructing their dwellings

Players can forage for materials to build shelters

Crafting items can improve build times and structures

Plots require a base level of attention to provide enough sustenance for players

Community spaces are open, and testing begins on village campaigns to create communal structures

XP can be earned through completion of community-based challenges where players must work together

The entire Buralands are open to travel and players can move between settlements

Seasonal weather conditions activated

Ziplines and rope swings connect many of the treehouses in the Buralands

### FARM AND TRADE FULL RELEASE

The land you own is available to actively farm, trade, breed and craft items

The \$GYRIS token is now available to begin utilising the in-game economy

Competitions are expanded to include farm and trade challenges and expanded to include tribe vs tribe community challenges



### P2P GAME CHALLENGE SYSTEMS

Expanded village campaigns, communal activities,  
and crafting abilities

Social interactions that include PVP quick wagering  
minigames

Rock, paper, scissor/tiger, man, gun variant

Rock dice (odds or evens)

Stone throw: lawn bowls/bocce/marbles type game -  
closest to marker wins

New Animalia Racing tracks released

### MARKETPLACE

P2P trading mechanics

### GYRIS FIGHT LEAGUE

PvP and PvE minigame with motion capture suits brings  
hand-to-hand combat and wrestling mechanics  
for Bura and Mara

New game modes: 1v1 and larger team-based matches

Game specific arena created - Bungairi Training Ring

New challenges against other tribes for communal prizes

Challenge anyone you meet in your travels to a fight

Tournaments are expanded to trial Gyrus Fight League

### MOUNTED BATTLE ROYALE

4 player mounted battle royale on a closed map  
in Buralands

New mount and ride mechanics

Interoperable companion animal riding (Characters  
can ride an assortment of different animals)

Attack mechanics for Mara





### MINJIERRI MINT

2D NFT and 3D game ready avatars  
Diedna Mint for Minjierri Holders (FREE)

### GYRIS MOUNTAIN BOARDING

The Bura use bark to mountain board down the mountains  
around the Buralands. Open world mountain boarding for ex-  
ploration and transit  
Race mode to challenge other Buras  
1v1 and larger team based matches  
Challenge other tribes for communal prizes  
Each region gets a course  
Race mode




### DIEDNA MINT (FREE TO MINJIERRI HOLDERS)

Minjierri and Diedna 3D playable avatars

### MORINDOO AND VEINS OF THE UNDERGROUND LAND RELEASE

MVP complete...but this is just the beginning





# The Gyris Marketplace

The marketplace will allow community members to buy and sell their Gyris NFTs as well as their derivatives depicting the universes and storylines of the Gyris multiverse using \$SOL or \$GYRIS tokens. \$GYRIS tokens will be dropped to all holders prior to marketplace launch.

## Buy and Sell using \$GYRIS



## Optimisation

The Gyris Marketplace will be optimised for our NFTs and built to incentivise trading on the platform. Only here will you see the non-visual attributes displayed alongside your NFT.

## Exclusive Gyris NFTs

Studio Gyris will drop exclusive items and build NFTs available for purchase with your dropped and earned \$GYRIS token. These will be the ultimate flex of Aiju (influence) in Gyris.



This marketplace will ideally become the main source of Gyris NFT sales and drive revenue for the community, who will be incentivised further by a lower marketplace fee of 1.5%. This fee will be distributed 50/50 between Studio Gyris and the DAO.

## Reinvesting in Communities





Search

Genus

Class

Visual Traits

Attributes

Price

Min

Max

On sale ☒Sort by: Recently Listed 

Showing Total: 420 Results

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura: Bu-Raa-Eh

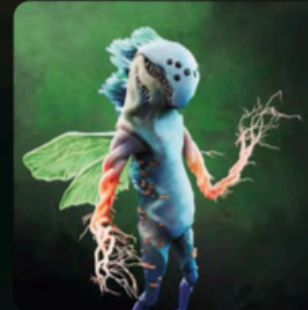
Price: 43 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Mara - Duvali Mara

Price: 99 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Minjierri - Parvo

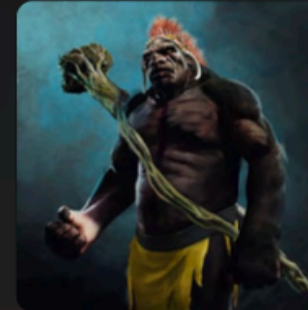
Price: 41 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura: Bu-Raa-Oo

Price: 42 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura: Bu-Raa-See

Price: 56 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Mara - Iguela de Wara

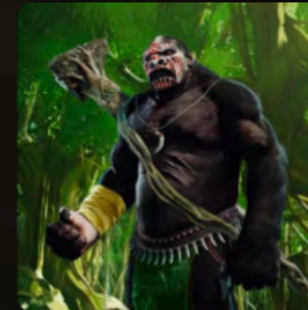
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INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura - Bu-Raa-See

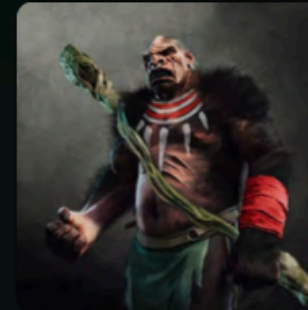
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INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura - Bu-Raa-Eh

Price: 113 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura - Bu-Raa-Oo

Price: 64 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura - Bu-Raa-Eh

Price: 62 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Mara - Duvali Mara

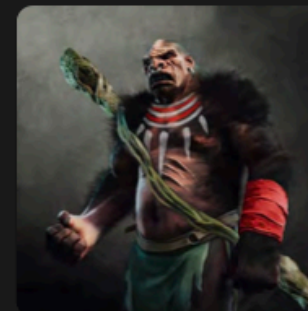
Price: 96 SOL

INSPECT

SNATCH

#13204

Owner: xYza...SsnHj



## ATTRIBUTES

Strength	88
Intelligence	54
Wisdom	75
Dexterity	5
Charisma	39
Resilience	85

Bura - Bu-Raa-Eh

Price: 101 SOL

INSPECT

SNATCH

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## Marketing

This is the area where we know we can do better. Despite having all the elements to make a successfully marketed project we lack the execution required to bring attention. Investment will be in part utilised to hire marketing personnel to package content that will attract and retain investors and gamers from around the world. Utilising channels like Discord, Twitch, YouTube, TikTok, Twitter, and Instagram we will deliver world-class video and graphic storytelling to drive organic growth.





## Personnel

Our team is packed with Investor Influencers. With the assistance of entertainment industry heavyweights who know how to produce high quality content for marketing and entertainment purposes.

## Community Growth

Rolling out new mini-games allows us to not only develop gaming mechanics in stages, it gives us the ability to create free-to-play on ramps that will drive users towards utilising the marketplace. By engaging users at the marketplace we can channel them from free-to-play users to NFT holders and players.

## High Quality Trailers

Because our artists are experts in their field, we are able to produce industry level cinematic teasers that flex the filmic nature of the project while showcasing the game-ready assets and gameplay found in the world of Gyris.

## Investor Influencers

With the assistance of strategic investors and advisors Gyris will leverage our high-quality marketing assets to push our brand and gaming build out to wider audience.

## Consistent Content Delivery

Integrity is part of our brand. To us that means constantly communicating with community and involving them in the build process. WIPs, founder vids and twitter spaces.



## Financial Model

Gyris' unique financial model contrasts to prevailing PFP economies. Our game gears holders towards holding multiple NFTs as well as incentivising engagement and levelling up.

We have a myriad of opportunities available for monetisation by creating deep utility and purchasing power for \$GYRIS token. Our aim is to create an ecosystem where most purchases can be made with \$GYRIS token and in many cases, exclusively with \$GYRIS.







# Art DEVS

We have strategically chosen motion graphics artists that bridge the divide between art and programming. Most of their previous work was in the commercial industry developing teasers, intros and sizzles for international broadcast clients, as well as experience in music videos, feature and short films and everything in between.



**Adam Everill**  
(Master Chief)

Adam is the creator of Gyris, founder of Studio Gyris and wild man. He is a serial social entrepreneur, most notably raising over 10 million USD for international development activities through Gyris charity partner Equal Playing Field. He is a lifelong creative and Gyris his magnum opus.



**Chris Harkin**  
(Founding Artist)

A motion designer, FX artist, photographer and musician Chris has provided the conceptual art direction for the project thus far. Friends with Gyris Creator Adam since high school, collaborating on music videos, music, art and now NFTs.



**Tristan Brittain** (Creatures and environments)

Tristan is a Motion Designer, FX Artist, illustrator and Photographer. With over 10 years of experience in the motion design space he has worked with a swath of international clientele. Tristan joins the Studio Gyris team to work across creature and environment design.



**Geoff Thomson**  
(Pipeline Manager)

Geoff is an industry heavyweight having worked across film and television for 15 years. His focus is on artist management, 3D modelling and rigging and environment development.



## Andy Clayton (Gaming CTO)

Andy has an Electrical Engineering Degree (Honours) and an MBA. His career has moved him from automation engineer to designing software for one of the world's largest machinery manufacturers. He has spent the last year managing a team of 8 developers creating virtual reality simulations for safety training in hazardous industries. Genius taught himself proficiency in Unity and Unreal Engine 5.



## Shoaib Mulla (Senior Game Dev)

Shoaib has 15 years experience in programming where he spent the last 7 years in game development. Through his work he has honed his proficiency primarily in UE5. Our favourite piece of work was his very own; 'Forging Destiny', where he was the Game Designer, Lead Dev and Lead Artist.



## Yun Khang Lai (Senior Motion Graphics Artist)

Yun holds 20 years of experience and known as a heavyweight in the broadcast design industry having worked with some of the most prestigious agencies in the world including Ogilvy, OPR and R/GA. His work, including Australia's Google Pixel 4 campaign, Colgate campaign and a host of projects featured across Ooh! Media bulletin boards throughout Sydney, Australia, are well known.



## Antonio Coronado (Junior Game Logic Dev)

Antonio has 5+ years of experience as a 3D artist and currently works as our junior game logic developer. He has worked on various indie gaming titles and comes with a solid grounding in Unreal Engine programming using C++ and Blueprint.



# Game and Blockchain DEVS



## More Team



**Roberto Hidalgo** (3D Modeler)

Roberto is a 3D artist with wide knowledge in ZBrush, Maya, and Substance Painter. Roberto enjoys creating all kinds of 3D characters and ambient assets. He is currently creating our course assets that bring our racing track to life.



**Mateo Krile** (3D Modeler)

Mateo is a 3D modeler and sculptor specialising in procedural modelling and tool development in Houdini. Over the past couple of years he has contributed to a number of NFT projects and games.



**Saba Udzilauri** (blockchain and security)

Saba is a blockchain developer with a cyber security background. Experienced in C++, solidity and now Rust he has built across Ethereum, Fantom and Solana.



**Sean Rung** (Communications and DAO)

After spending over 7 years in media, marketing and communications in the not-for-profit world, Sean now leads the communications and DAO development for Studio Gyris. Known as Diggy on the Solana blockchain, he's also a former founding board member for the MonkeDAO.





## Real Community Impact

Gyris creator Adam Everill co-founded **Equal Playing Field** in Papua New Guinea in 2011, an organisation fighting to end violence against women and children.

[www.equalplayingfield.global](http://www.equalplayingfield.global)

7.5% of Primary sales and 10% of secondary royalties are donated to EPF.

To learn more about support for EPF  
[www.gyris.io/epf/](http://www.gyris.io/epf/)

\*Gyris has raised over 250 SOL for Equal Playing Field as of 11/04/22



