



NYX HEROES

WHITE PAPER

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WHAT IS NYAN HEROES?

Nyan Heroes is a Free-to-Play Competitive Third-Person Shooter. It takes place on the cat planet of Nekovia, in an underground supercity where cats lead lives beneath holographic skies. A refuge from the surface world that was ravaged by a cataclysmic meteor strike.

Players control 'Cats in Mechs', fighting for fame, riches, and treats in glorious, fast-paced, feline combat. These 'Guardian Mechs', powerful machines with great strength, agility, and durability are the longstanding champions of Nekovia. Today the Nekovians use them for traditional sports events, but who knows what tomorrow will bring?



VISION



Nyan Heroes is a project of love and passion, our vision is to create an immersive IP-driven shooter, with cats in mechs, that captures the hearts of mid-core shooter fans of all ages and genders.

We are excited to be integrating bleeding-edge technology into our development process, including the exciting capabilities of the Unreal 5 engine, blockchain technology to support true asset ownership and AI to power UGC.

Our studio is committed to leading with empathy, compassion, and an anti-crunch culture, and making a real-world impact by saving cats, so far has donated 350k to the cause



Nekovia was once a technological utopia: a paradise for the Nyans — a feline race of mischievous hunter-scientists renowned for their charm, charisma, and giant machines of industry. The Nyans led a perfect life, as governments and corporations served the people's whims and wishes. A civilization for cats, made by cats, is the absolute peak of feline culture. But one night, countless meteors rained from the sky, bathing Nekovia in an otherworldly light. Thousands of Nyans rushed to save their planet by piloting their machines — blasting and smashing meteors before they could hit the surface — but the end was inevitable. Shockwaves toppled entire cities, burning forests and vaporizing oceans. The Nyan's dreams for a peaceful future lay shattered. The meteor storm became known as The Second Cataclysm, turning their paradise into an alien world filled with hostile creatures and a mysterious plague. But not all was lost.

The remaining Nyans fled underground, rebuilding their civilization as “the city of strays” known as Neo Nekovia. The Nyan pilots who sacrificed their lives during the Cataclysm were honored and eternalized through the foundation of the Battledome; a cultural mecha combat arena so that their courage would never be forgotten.

The Nyans now rebuild their lost utopia underground beneath an artificial sky, shaping a new home for their newfound family... but the unsettling dangers of the old world are about to descend upon the unsuspecting Nyans.

Together with your friends, you will fight in the Battledome in glorious combat for prestige and riches, dueling your fellow contestants using state-of-the-art mechs from the old world re-engineered for battle. As you fight your way to fame, you will unravel a corporate conspiracy that takes you into the strange alien world of Old Nekovia, where you will face fearsome foes to protect your city and secure a future for Nyankind.

Explore the world of Nekovia through our ever-expanding story and build your own legend as a Nyan Hero! The future of Nekovia rests in your paws.



Nyan Heroes is a multiplayer team-based third-person shooter, focused on gunplay, fast-paced movement, and diverse characters with unique abilities. Its unique flavor is the cat theme that is integrated throughout core aspects of gameplay and world design.

The game is set on a futuristic island that's littered with the remnants of abandoned cities, providing an exciting vertical traversal gameplay experience. Players control mechs, that are built by and controlled by cats. This is evident in the general design of the mechs, as their movements and abilities distinctly resemble that of their feline creators.

The cat-like movement powers traversal in the game and supports combat. Players with skill and experience in the system will utilize it to get to hard-to-reach areas for loot and equipment under duress of combat.

Weapons are at the centerpiece of combat, ranging from conventional types like assault rifles and explosives to the more futuristic energy weapons. While the damage will be mainly done through weapons, abilities unique to Guardian classes will give the players the opportunity to support their playstyle and give an edge in combat.





THE BATTLE- DOME

Our primary game mode is the Battledome. Here, players will utilize their mechs to combat each other in glorious, sports-like competition. The Battledome is a game format that borrows from the familiar looter-shooter mechanics of a Battle Royale, but combines it with the hero progression mechanics of a MOBA. By rewarding EXP for performing various in-game actions, we are increasing the pace of the match and incentivizing action over inaction.



BATTLE-DOME MECHANICS

■ 01

Team-based objectives: Multiple teams will spawn into a map, which over the course of the game session will spawn “objective events”. These events will be contested between multiple teams and winners will obtain rewards and EXP that provide level-ups and advantages for the remainder of the session. Several of these events will occur per session, and will be randomized, creating a dynamic battlefield where players must adapt to the changing landscape while battling others. The end-game will be a final event that pits survivors against each other where the last team-standing wins.

■ 02

Fast Paced Action: Our progression system will discourage camping, while incentivizing engagement. Fast paced action will be further supported by our weapon system and level design.

■ 03

Loot and equipment: Players will scavenge the arena for weapons, armor, and items that will give them an advantage in battle. Some loot will be rare and only available in certain areas of the map.

■ 04

Power-ups: Occasionally, powerful items will appear on the map that will give players a significant advantage. These power-ups will be difficult to obtain and will require players to take risks in order to obtain them.

■ 05

Vertical traversal: The game world will have a lot of vertical traversal, with players able to climb buildings, jump across rooftops, and use wall running to reach new areas. Players will need to master the mechs’ agility to navigate the vertical environment while avoiding traps and hazards.



BATTLE- DOME MAP

After the great Cataclysm, Nyans were forced to flee underground, rebuilding their lost home as a subterranean city with holographic skies. At the center of the city is the Battledome, a training simulator stadium built as a tribute to the heroes that lost their lives during the Cataclysm. In this stadium, new heroes fight for fame and glory, hoping to one day become strong enough to reclaim their lost home.

During Battle Royale matches, the Battledome will simulate a sprawling open-world island, offering a variety of terrain and environments. As players explore the island, they will encounter various points of interest and landmarks that serve as focal points for battles and conflicts. These could include skyscraper rooftops, abandoned research facilities, and immense communication towers, each offering its own unique challenges and rewards.

The map is designed with a lot of vertical traversal in mind, encouraging players to take advantage of their mechs' feline agility to climb buildings, leap across rooftops, and use wall running to reach new areas. This not only adds an extra layer of excitement and strategy to the game but also allows players to discover hidden paths and shortcuts.

With such a diverse and expansive map to explore, players must use their combat skills, teamwork, and strategic thinking to claim control of the island's resources and become the last team standing.



PROGRES- SION

Nyan Heros will also feature RPG elements of account progression. This is in stark contrast to other shooters whereby the sole sense of account progression lies in unlocking characters and cosmetics. By allowing players to customize and upgrade their Guardians, we can create a stronger sense of meta-progression that is typically only seen in RPGs.

This is of course in addition to standard account progression features including skins, new Guardian classes, emotes and various other cosmetics.



GUARDIAN CLASSES

Guardians are the mechs the Nekovians ride into battle. They each have unique abilities bestowed by their classes and the attachments that were used during the manufacturing process. These abilities will dictate the playstyle of each Guardian. Regardless of which abilities they are granted during creation, each guardian is a powerful machine with the agility to climb buildings, rush through the battlefield and overcome obstacles.

Nyan Heroes will initially have 8 Guardian classes, each with their own unique abilities to deploy in battle.





THE EIGHT CURRENT GUARDIAN CLASSES ARE:

■ 01

WARRIOR

A balanced Guardian with average speed and health. The Warrior class excels at a mix of frontline and attack and is able to sustain damage for a short period of time. Use the Warrior to take out a high-value target before retreating to the backlines.

■ 02

DEFENDER

The proverbial meatshield. Slow to move, but this Guardian can take a hit! The Defender is the most resilient Guardian class and has the strongest ability to take on damage. Use the Defender to withstand the strongest enemy attacks, provide cover for your DPS units, or distract your enemies while your Assassin or Sniper moves to kill.

■ 03

ASSASSIN

Fast but fragile! This Guardian does not want to be seen on the front lines of any battle. Instead, they must sneak and use cover to eliminate high-priority targets from behind. Use the Assassin for stealth missions and to avoid the eyes of your enemies.

■ 04

SNIPER

Another fast yet fragile class, the Sniper would do well to avoid direct fire from the enemy. Armed with a high-powered rifle, the Sniper class excels in taking out high-priority mobile targets with a single shot or at least forcing them to retreat and heal. Typically, this class will synergize with abilities that allow it to reach high ground.



■ 05

MEDIC

The only Guardian that has high speed and survivability is your one goal. You must move around the battlefield and keep your team members alive. The Medic is sturdier than an Assassin and a Scout, but finding yourself on the frontlines would most likely result in your demise.

■ 06

SCOUT

Fast and fragile, these Guardians are experts at scouting new areas and alerting your team of potential enemies, traps, and other dangers. Use the Scout to spy on your enemies and plan your next moves.





■ 07

MECHANIC

Slower and built like a tank, this Guardian would rather have his machines do all the dirty work for him. The Mechanic is able to set up sentries, traps, and other gadgets, making this Guardian a menace to deal with without a Scout.

■ 08

SOLDIER

The Soldier is a well-balanced Guardian that aims to jump into fights and disrupt the enemy's senses. This is the only class of Guardian that is not an NFT. Use the Soldier to engage in close and mid-range battles with your enemies. Soldiers will be provided for free to new players who join the game.

Technology for Guardian fusion is available should adventurers desire a stronger Guardian. Two base Guardian Mechs can be deconstructed via the expenditure of \$NYN/ \$CTNP and reconstructed to create a single improved Guardian. More specific fusion details will be released in a later iteration of this whitepaper.





UPCOMING FEATURES

VIRTUAL WORLD

The Virtual World is a vibrant social experience for our players, accessible through their base hub, where they can create their own digital identity and showcase their assets, collectibles, and various achievements.

It is a distinct experience that links to the rest of the game through progression. Players will be able to earn additional items and features through the social world and be able to display trophies and items that are earned through competitions.

It will also provide opportunities to work with brands, integrate IP crossovers and potentially expand UGC to housing items.

PVE ADVENTURES

Embark on an exciting PvE adventure in the Nyan Heroes Adventure Mode. Playing solo or cooperatively with friends, you will encounter dangerous adversaries as you fight to regain control of the Nekovia frontier. A universe-rich story will complement these adventures and you'll be introduced to a cast of heroes and villains, each with their own motivations and perspectives of the world.

Completing main quests and side quests will offer another path to leveling up your characters and unlocking new abilities which can be used in our campaign, as well as in PvP Competitions. The further you progress in Adventure Mode, the greater your odds of finding weapons and loot to secure victory in future confrontations.

For new players, Adventure Mode will be a good way to learn game mechanics and learn about the deeper fiction of the Nekovian universe. However, be prepared as the difficulty increase will catch you off guard if you are unprepared!



NYAN HEROES PASS: GENESIS NYAN NFTS

The Nyan Heroes Pass is a collection of 11,111 of the last remaining Genesis Nyans in the fight for Nekovia. They are the last of their kind and, therefore, one-of-a-kind. Because of this uniqueness and scarcity, they will forever hold value in the Nyan Heroes ecosystem. Our Genesis NFTs are not just a PFP collection, but a symbol of support for the project and have a number of benefits:

- Access to NyanDAO, a community-based DAO initiative focused on growing the ecosystem while also offering its own unique DAO benefits to active community members.
- A limited edition unique PFP
- The right to create your own Genesis origin story
- Exclusive access to certain merchandise, apparel, physical toys/collectibles
- Staking: By staking your Genesis NFTs to participate in missions, you will get access to certain rewards like \$CTNP or \$NYN to participate in our token economy.
- Early access to beta tests.
- Early access to land presales.

DAO benefits include:

- Ability to make proposals to the game studio and have their proposals heard and thoughtfully addressed quarterly
- Participation in ecosystem growth activities and rewarded with DAO bounties
- Access to in-game items such as characters, cosmetics, loot boxes in return for DAO participation and engagement
- DAO Alpha Hunters provide access to notable whitelists of other NFT projects



[COMMON]



[UNCOMMON]



[RARE]



[ULTRA RARE]



[LEGENDARY]



Genesis Nyans will come in various rarities, ranging from common to legendary. The drop rates are as follows:

46% - COMMON	7% - ULTRA RARE
29% - UNCOMMON	4% - LEGENDARY
14% - RARE	

Guardians are our in-game playable characters, with 8 different Guardian classes to choose from. The first collection of Guardians have been created and were rewarded to members of our NyanDAO that fulfilled certain engagement activity requirements, including governance proposal activities, expedition activities and length of time holding a Genesis Nyan.

Genesis Guardians will also have different rarities, ranging from common to legendary. For Genesis Nyan holders, the rarity of a minted Guardian will correspond to the rarity of the Nyans they hold.

Players who play our game using a Genesis Guardian will receive an increased amount of \$CTNP and rewards for their activities. Free players who do not own a Guardian NFT will still receive \$CTNP and other rewards for their activities but in lesser amounts. The amount of \$CTNP and rewards that players receive will scale with the rarity of the Guardian. While we are still defining the specific reward rates for each Guardian class, we will be rewarding Genesis Guardian owners with a large stake in our incentives due to their early adoption. Free players will also receive rewards; however, they should expect to receive a substantially lower reward rate.

Free players are able to progress in the game and have the ability to eventually earn their way to minting a Guardian NFT, which will increase their reward rates. The standard Guardian NFT will not be treated equally with the Genesis Guardian NFTs, which will have the highest reward rates in the game.



MARKET— PLACE

Using \$CTNP, players will be able to buy or sell items through our open marketplace in the form of trading. This will form the foundation of our player-based economy. Players can trade a limitless amount of items including but not limited to:

- Guardians
- Nyans
- Weapons
- Cosmetic skins
- Guardian cores
- Nyan cores
- Weapon cores
- Guardian parts
- Weapon parts
- Raw materials
- Crafted items
- Consumables
- Buildings
- Decorative items

In addition to trading, players will have the ability to loan out items to other players in return for a share of the value earned by the borrowing player. These rental agreements will be in-game features, and the payouts will be automated, allowing individuals or groups with limited infrastructure or time to still be able to manage a large number of rentals simultaneously.



LAND

The entire metaverse in Nyan Heroes will be subdivided into subterranean land plots with a central genesis region surrounded by outer regions. Land plots closer to the central genesis region will be valued higher. Land plots on the outskirts and further from the central genesis will be valued lower.

Land, particularly central land, will have a limited supply in Nekovia. Once all land parcels have been distributed, there will be no more land available unless someone decides to sell their land plot. Owning a plot of land provides numerous benefits to the holder, as described below.



GUILDS

A small guild can be created by anyone. However, expanding that guild requires the Guild Master to purchase a plot of land. By doing so, not only does the total capacity of the guild increase but also the access of the guild to certain activities and events will increase. Guilds will typically gain access to additional quests, including timespecific events, raids, and missions that would otherwise not be available.

Guilds will also be able to build various structures on their land, including marketplaces, job boards, shops, repair centers, and more. By having a large, active guild in a central part of Nekovia, your land will provide increased foot traffic for visitors who may wish to interact with your various stores or trading posts. The more traffic and interactions your guild receives, the more commissions you will receive overall, which will allow you to expand your guild further. If your guild owns the largest in-game marketplace in Nekovia, the rewards will be bountiful for you and your friends. In addition, the guild itself sets its own fees in our free, open-world marketplace.

YIELD GENERATION

As each parcel of land corresponds to an area of the map in our open-world game mode, various resources can be harvested passively as the game is played. These resources include items from mining, farming, harvesting, etc., but also include land-specific resources that cannot be obtained elsewhere.

ADVERTISING

Owning land in areas of high foot traffic in the game may also be used for advertising purposes if deemed appropriate according to the game's boundaries and guidelines. This includes advertising for in-game guilds and shops, as well as real-world clients and brands.



NYN HEROES

TOKENOMICS





TOKEN- OMICS

In order to create a revolutionary AAA game title that leverages the benefits of the blockchain, we must also create a AAA in-game economy founded on reliable, sustainable tokenomics. We believe a strong tokenomics model should:

- Support secure, real-time transactions in the game
- Empower players to have full ownership and control of their digital goods and assets
- Protect the in-game economy and players from the volatility of market speculation
- Create real revenue opportunities for all gamers - free and invested
- Fairly reward and incentivize players based on their actual contribution to the ecosystem
- Be environmentally conscious and sustainable

Our goal is to provide a rich gaming experience that players enjoy deeply, regardless of their skill or investment. Similarly, our tokenomics goal is to create a digital economy for players that are seamless and easy to use, regardless of their knowledge of blockchain mechanics.

Our tokenomics model accomplishes this through a dual-token ecosystem on the Solana blockchain. Solana was chosen as the base layer for our in-game economy due to its near-instantaneous transaction times, minimal fee structure, and, most importantly, its environmental sustainability. Solana is a carbon-neutral blockchain and can support all of Nyan Heroes' on-chain activities with minimal impact on our planet.

Below, we discuss both of our tokens, \$NYN and \$CTNP, in greater detail. Bear in mind that as our project develops, we will continue to update and optimize our protocol to best suit the needs of our community and product.



\$NYN TOKEN

\$NYN is our native token used for governance and staking. \$NYN will also serve as the ecosystem token for value accrual through the distribution of marketplace fees and in-game revenue. Eventually, \$NYN will be one of several assets that help overcollateralize \$CTNP, our in-game stable token.

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TICKER: \$NYN
TOTAL SUPPLY: 1,000,000,000 [MAX]

▪ ⊕ ▪



Uses of \$NYN include:

- Governance | Staking

- Revenue sharing via marketplace fees/in-game transactions

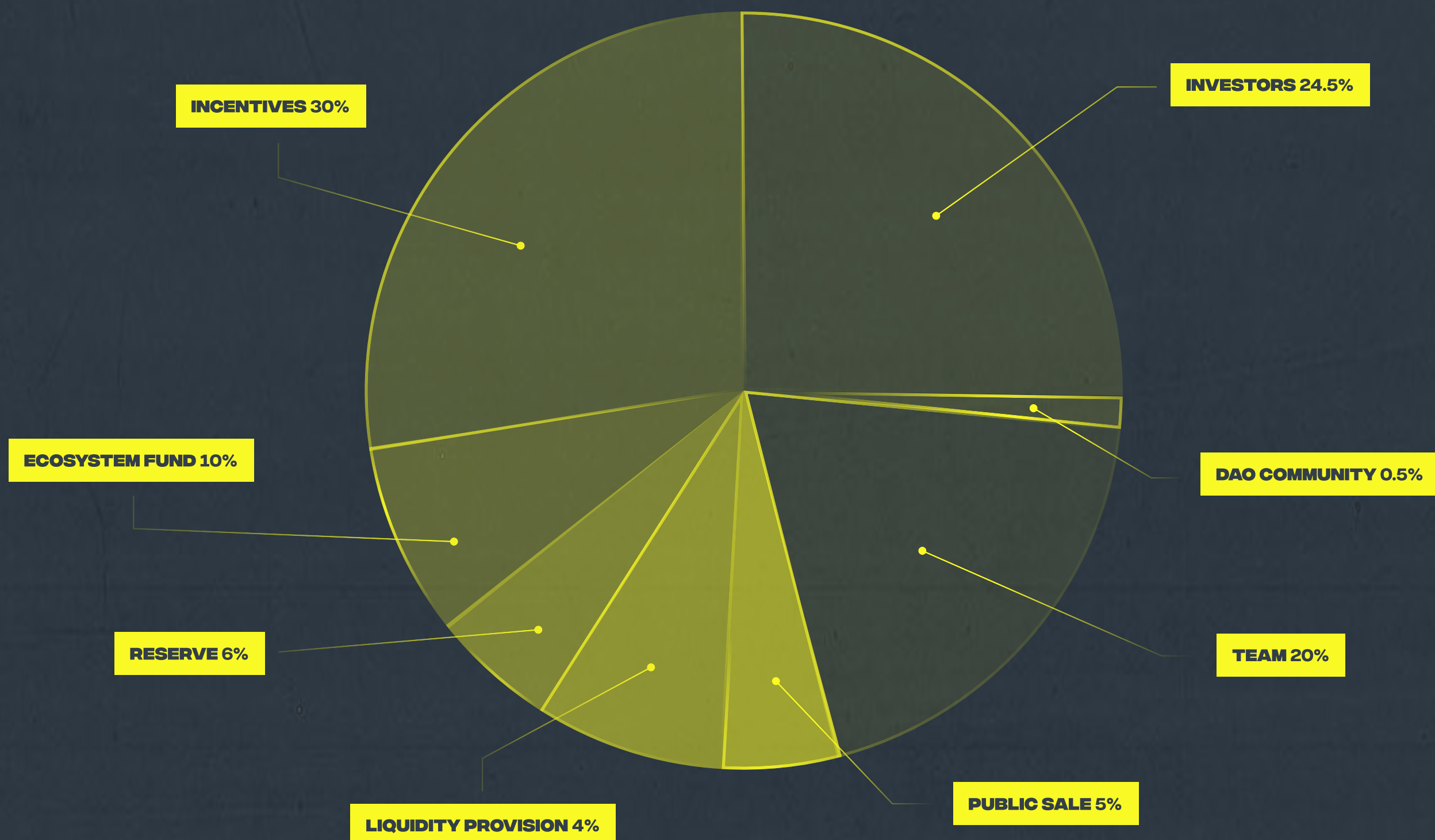
- Additional Collateral for \$CTNP





\$NYN TOKEN SUPPLY

\$NYN token distribution



CHANGES IN TOKEN DISTRIBUTION

The initial whitepaper was a design document laying out the foundational ideas for Nyan Heroes. The token distribution specified was an estimate of the costs faced and the funds needed to develop the AAA title we envisioned.

Since then, we have capitalized on the initial funds we raised in the angel and seed rounds, using them to expand our team with talented developers. In order to ensure we have the treasury needed to keep us running smoothly for the next phase of development, we have raised more capital from investors in two subsequent private rounds which will be published shortly.

The current percentage of tokens allocated to investors has increased from 20% to 24.5% as a result of the raise we conducted to build up our reserve treasury. We have carefully selected our partners, and the investors that we have brought on board are in it with us for the long term. They have agreed to varying lockup periods from TGE as a demonstration of their commitment to the project.



INVESTORS

245,000,000

Funding from early investors enabled us to kickstart the Nyan Heroes Project and start scaling the team needed to build the game. With the capital raised from angel, seed, and private investors, we hired programmers, developers, artists, writers, project managers, operation leads, and more to speed up development.

ANGEL: 50,000,000 @ \$0.01

Vesting schedule: 5% released at TGE over 2 weeks
> 1-year lock > 95% over 2.5 years weekly

SEED: 100,000,000 @ \$0.02

Vesting schedule: 5% released at TGE over 2 weeks
> 1-year lock > 95% over 2 years weekly

PRIVATE: 25,000,000 @ \$0.06

Vesting schedule: 5% released at TGE over 2 weeks
> 1-year lock > 95% over 1.5 years weekly

ANGEL: 50,000,000 @ \$0.01

Vesting schedule: 5% released at TGE over 2 weeks
> 1-year lock > 95% over 1.5 years weekly

**TEAM 200,000,000**

The team token allocation recognized the efforts of the team.
Vesting schedule: 1-year cliff from TGE, 4 years quarterly.

PUBLIC 50,000,000

The public sale of 50,000,000 tokens in an auction-style sale to achieve true price discovery for the token.

ECOSYSTEM 100,000,000

The ecosystem goes into supporting builders, developers, and partners who help to build up the Nyan Heroes ecosystem.
Tokens will be allocated on an as-required basis.

DAO COMMUNITY 5,000,000

This reserve is allocated for NyanDAO community airdrop to be released at a future date. Stay tuned for updates on when this airdrop will be released!

RESERVE 100,000,000

The reserve acts as a pool to stabilize the supply of \$NYN tokens in the secondary market. 40,000,000 tokens will be allocated to liquidity provision on exchanges, ensuring there is enough liquidity to keep the price between exchanges close and prevent cross-exchange arbitrage opportunities.

**LIQUIDITY PROVISION: 40,000,000
BACKUP RESERVE: 60,000,000**

Vesting Schedule: 40,000,000 at TGE, 60,000,000 kept in treasury as a backup.



INCENTIVES 300,000,000

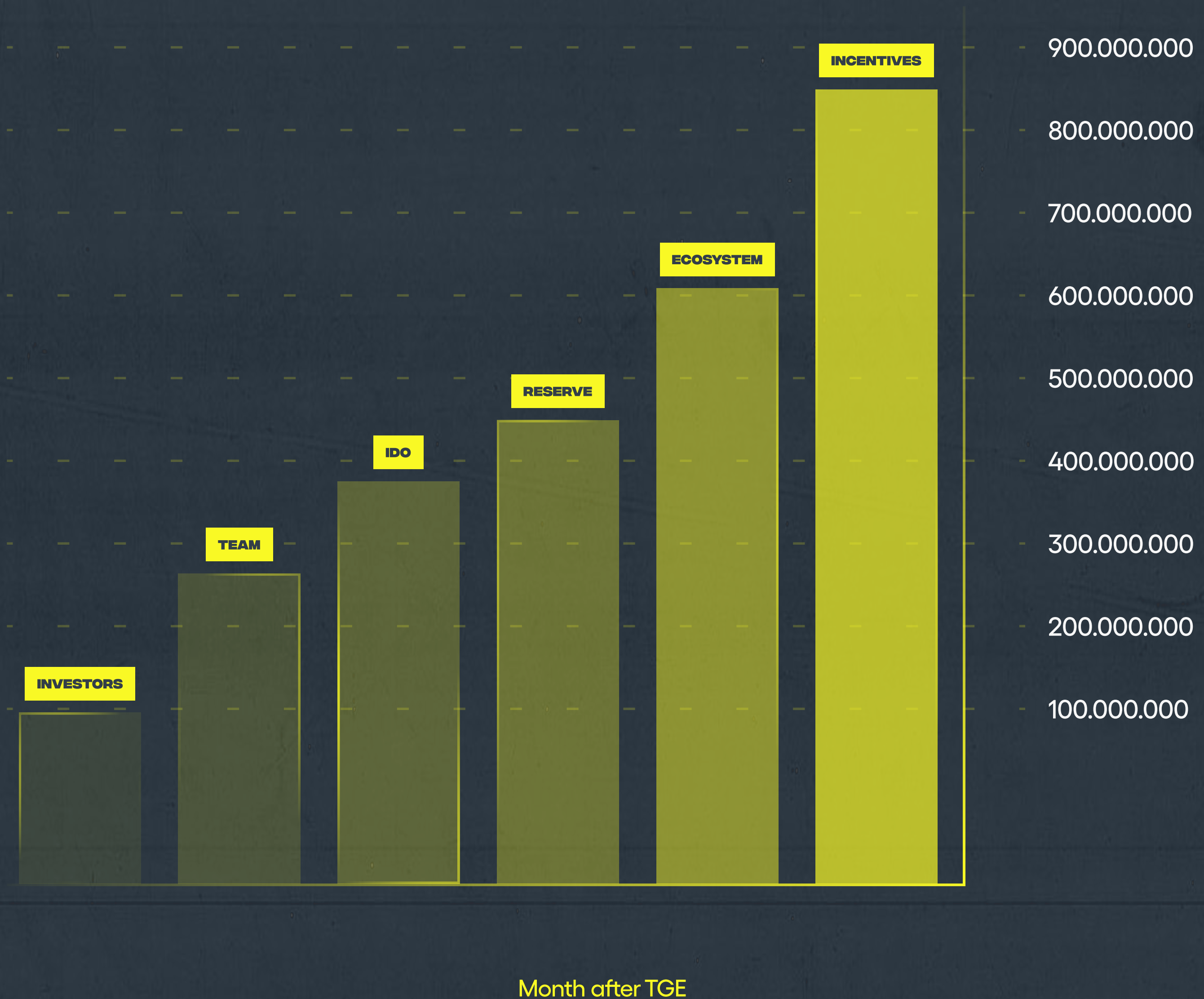
The incentives pool supports key groups of players and stakes. Player rewards are paid out to players for completing in-game activities. The pool will initially support play-to-earn activities but we expect to transition to a sustainable tokenomic model where inflows from game revenue balance out outflows from play-to-earn activities.

Staking rewards are paid to stakers who stake their \$NYN to validators who validate the notes on the network.

Rewards will be subject to a vesting schedule.

VESTING SHEDULE

\$NYN token distribution





\$CTNP

\$CTNP is the in-game utility token used to purchase in-game items and earned as rewards from playing the game. \$CTNP is designed as an in-game stablecoin to ensure the stability of in-game marketplaces. By doing this, we can effectively remove incentives from non-players to affect token prices via speculation, and the token will be purely tied to our in-game economy, which is already a complex system in itself. Secondly, it will also reassure players about the long-term value of their in-game rewards and purchases. Initially, the value of \$CTNP will be fully collateralized by our own USDC reserves. Eventually, as our game, user base, and economy grow, we may shift the collateral to a basket of assets, including our own \$NYN, ensuring that \$CTNP is always backed and overcollateralized as demand for it grows.

Ticket ****\$CTNP****

Total Supply: Unlimited, elastic

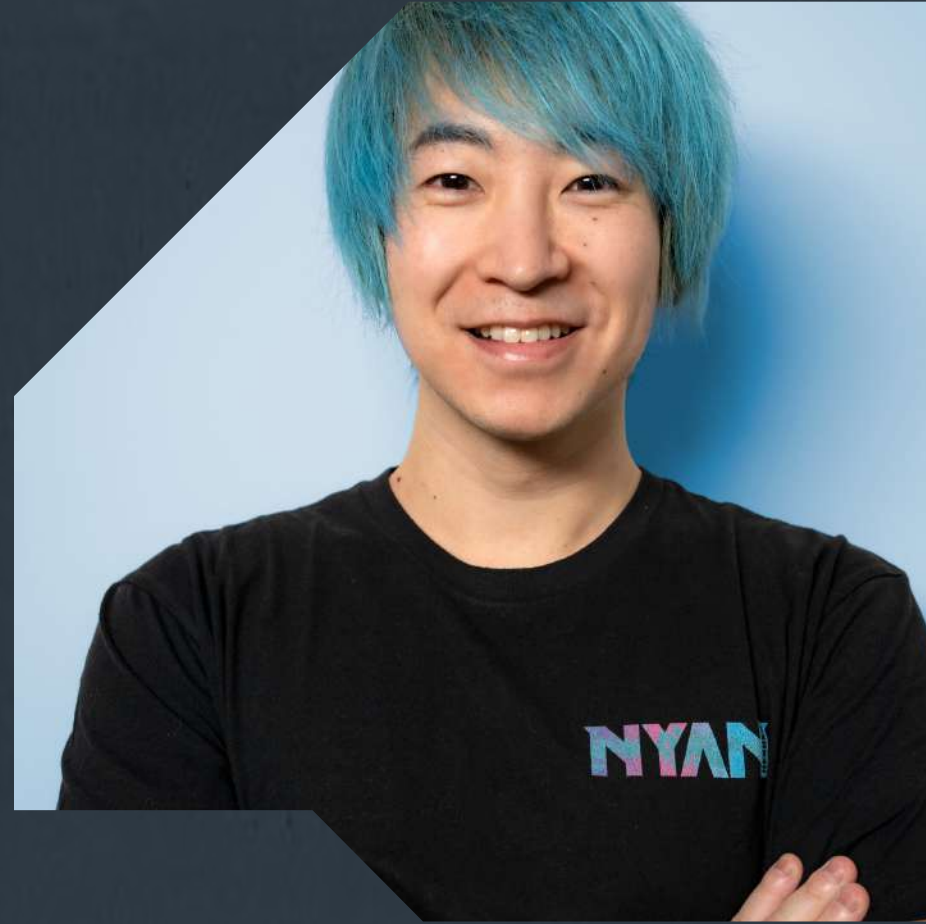
USES OF \$CTNP INCLUDE :

- Required to level up your gear and parts
- Required to create consumables from raw materials
- Required for purchasing rare cosmetic skins
- Required for fusing Guardians from lower rarity to higher rarities
- Player-based economy (trade, jobs, etc)
- Required for minting new NFTs, characters, and items



ROADMAP





MAX FU

[CO-FOUNDER + CEO]



Max Fu is the Chief Executive Officer and Co-Founder of *Nyan Heroes* and has a successful track record building brands and communities across digital media, web3, and gaming spaces. In 2021, Max formed the company with digital marketing executive and lifestyle influencer Wendy “Wengie” Huang, who serves as CMO.

In his CEO role, Max has taken the fledgling company to their next phase, having secured \$10 million in seed funding from reputable global investors to accelerate the development of *Nyan Heroes* while growing the team on a global scale with best-in-class talent and a network of strategic part-nerships. **His vision for their ambitious project aims to challenge public perception of what web3 gaming can be, with a F2P play-to-earn battle royale/third-person action shooter that stands on its own with AAA-quality gameplay, visual fidelity, and balanced competitive multi-player experiences.

Prior to *Nyan Heroes*, he served as the COO of Unicorn Pop and collaborated with some of the world’s largest companies: Google, Netflix, and Samsung. Max oversaw operations, strategy, and product development and led multiple teams to execute at a high level. During his tenure, he built digital communities from the ground up, which have grown to 30 million members to date across various platforms, including the YouTube channel which was ranked fastest growing and the most subscribed in Australia in 2019. Before following his passion in the burgeoning technology sector, he went to school to be a surgeon by earning his Bachelor’s Degrees in both Medicine and Surgery, where he became the youngest surgical trainee in at the time.

An early adopter of blockchain tech, Max is a web3 native, with five years of experience in the blockchain space as an investor and analyst focusing on infrastructure, scaling solutions, and DeFi. He has built a studio composed of both heavy hitters in the web3 space and veteran game developers from AAA studios including Sony PlayStation, Ubisoft, and Bioware.

Max, 36, earned his medical degree at University of New South Wales, Australia’s leading research and teaching institution. He is based in Singapore where he cohabitates with his four cats. In his free time, he continues his work with animal rescue organizations like Best Friends Society. Max supports and regularly donates to Vivita Singapore, a creativity accelerator for kids, and partnered with the organization to create a Roblox Game Development Competition, where youths get to engage with elements of game design and compete for the best game. Max engages in friendly competition himself while playing his favorite MMOs and first-person shooters. Beyond gaming, Max enjoys tennis and satisfies his love of food with local cuisine.

Nyan Heroes is owned and operated under 9 Lives Interactive Pte Ltd., a Singapore-based corporation.





HALUK DIRIKER

[GAME DIRECTOR]

[in](#)

Haluk Diriker is an experienced and well-regarded Game Director at 9 Lives Interactive. His engineering background has enabled him to create captivating and entertaining video games since his youth when he decided to forgo university and pursue his dream. Haluk has been involved in the development of many titles, such as *Age of Conan, Ryse: Son of Rome, Motocross Madness,* and *Silent Hunter Online,* working with five independent studios and receiving numerous accolades in the industry.

Outside of the office, Haluk is a board member of the Zehra Yildiz Arts and Culture Foundation, which strives to support creativity and originality in the video game sector. In his leisure time, Haluk enjoys skiing, cooking, baking, and scuba diving.



JOHN WALSH

[DEVELOPMENT DIRECTOR]

[in](#)

John Walsh is the Development Director at 9 Lives Interactive and a seasoned industry veteran with over 20 years of experience in the video game industry. He has a passion for video games that started at a young age and has given him the opportunity to live and work in six different countries, including the UK, Denmark, Spain, Germany, Belarus, and France. This enabled John to gain a global perspective and unparalleled expertise in the field.

As Development Director of Nyan Heroes, John applies his unique perspective and hands-on approach to game development, working closely with the design, engineering, art, and audio teams to ensure the best possible gaming experience for players. He has made significant contributions to the industry, having worked on titles such as Microsoft Flight Simulator, World of Tanks, Championship Manager, Samurai Jack: The Amulet of Time, and Rocky.

In his spare time, John enjoys spending time with his three sons and his canine companion. He's also passionate about knife throwing and draws inspiration from his colleagues and friends.





NAYEF ZARROUR

[OPERATIONAL DIRECTOR]

[in](#)

Nayef Zarroul is the Operations Director at 9 Lives Interactive, dedicated to providing his team with the necessary tools and guidance to grow professionally. He is a Certified Public Accountant and has raised more than fifty million dollars for tech startups in gaming, AI, data, finance and wellness industries. As the leader of the Blockchain team, Nayef identifies opportunities and leads product development sprints, advocating for a management style based on vulnerability, empathy, kindness, and clear communication. He works closely with his team to promote the studio's success.

In addition to his professional duties, Nayef is involved in mentoring and coaching young professionals and serving on the board of a charitable organization. He enjoys a range of physical activities such as yoga, surfing, rock climbing, cooking and gaming, with a particular interest in Fortnite, Overwatch 2 and Apex Legends. In his leisure time, Haluk enjoys skiing, cooking, baking, and scuba diving.



HUY TRUONG

[MARKETING DIRECTOR]

[in](#)

Huy Truong is the Head of Marketing at 9 Lives Interactive and oversees the marketing efforts for the studio. He and his team are responsible for the ever-important task of communicating major updates and news to the community. With a 15+ year career spanning across brand, marketing, advertising, and project management, he has had stints at Hulu and BuzzFeed during their early growth stages. His management style emphasizes a direct connection with his team, aiming to understand and support their career and life goals. He also provides autonomy and support, removing any blockers in their way.

Huy is a married man with a toddler and enjoys cooking, camping, and traveling. As a self-described optimist, he is curious and a ball of energy. His passion for gaming started at a young age, with his favorite games including StarCraft and Tekken and favorite platforms being PC and PlayStation. He holds a Bachelor of Degree in Advertising from the University of Texas.





GIDEON GYABAAH

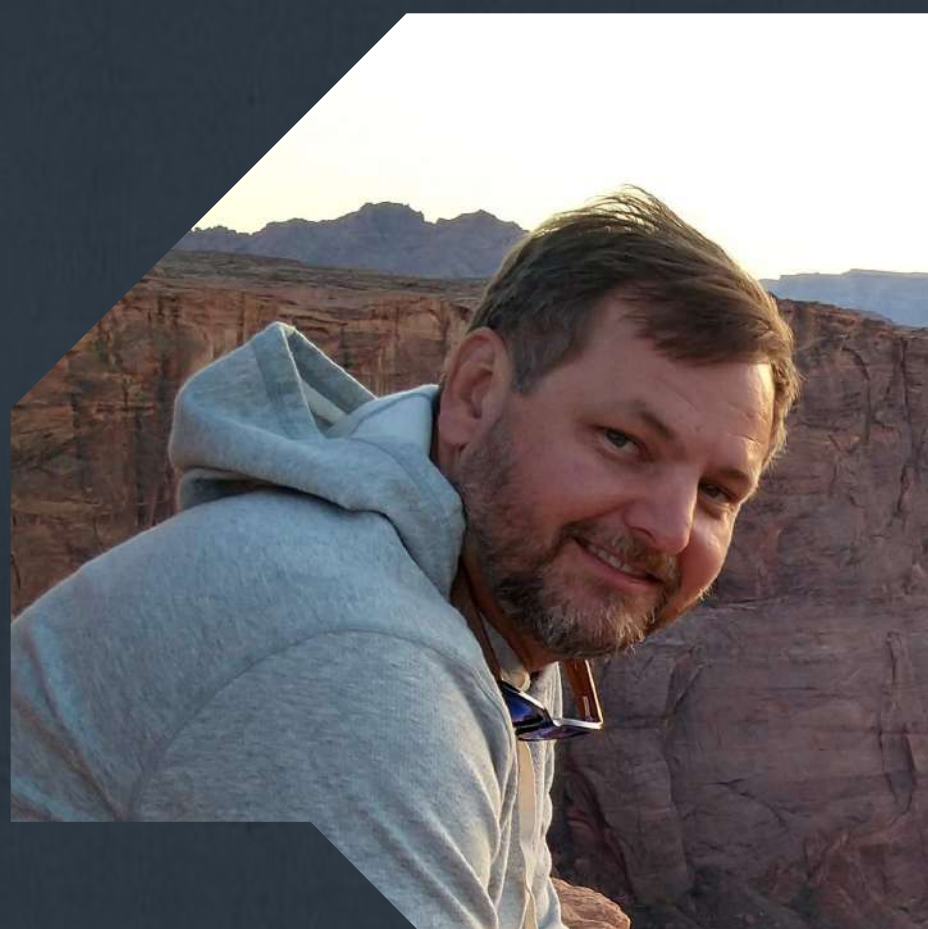
[GAME TECHNICAL DIRECTOR]

[in](#)

Gideon Gyabaah is the Technical Director at 9 Lives Interactive, bringing over 12 years of industry experience and a passion for programming to the Web3 gaming space. As the leader of the studio's global engineering team, he is dedicated to delivering an AAA-quality battle royale experience that meets both player expectations and the creative vision of Nyan Heroes.

He has made notable contributions to popular franchises such as Saints Row: The Third, Metro: Last Light, and Tom Clancy's Rainbow Six Siege, and has even established his own game development office in the Ivory Coast to promote and support African developers.

Inspired by the works of renowned game developers like Tim Sweeney and Shigeru Miyamoto. When he is not working on Nyan Heroes, he enjoys spending time with his family, watching sports, and traveling.



NILES SANKEY

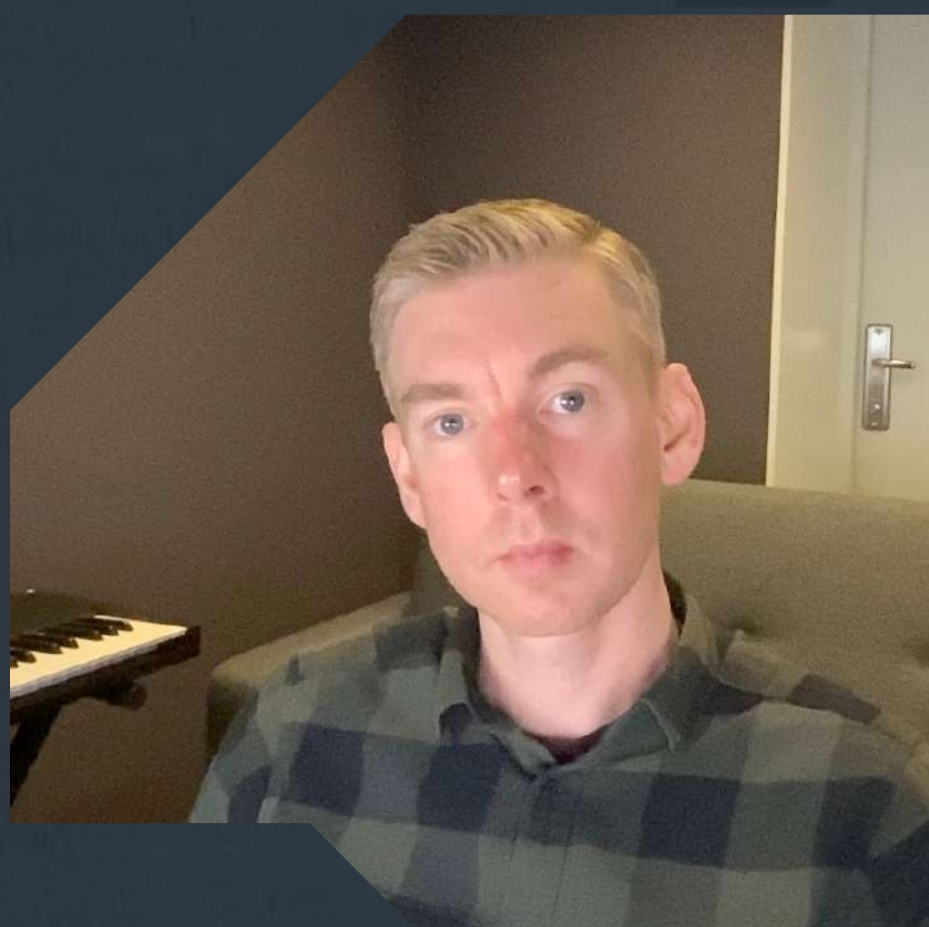
[DESIGN DIRECTOR]

[in](#)

Niles Sankey has over 20 years of experience in the game design industry, having worked at eight studios, shipped nine titles, and founded two independent game development studios. Currently, he is the Design Director at 9 Lives Interactive.

After earning his degree in Computer Systems Engineering, Niles has held various titles during his career in the gaming industry, including Experience Director, Design Lead, Environment Art Lead, Director of Technology, and Studio Director.

He has shipped multiple games for the Halo and Destiny franchises and has led the development of two Bungie game reveals for E3. Niles takes pride in finding the most efficient solutions to difficult problems and has independently shipped games on all major consoles. Additionally, he holds the record for the fastest certification on the PlayStation4, having certified a game in less than 24 hours. Out of all his roles, Niles' favorite is building and leading small teams of developers. He believes that the most satisfying job in the world is empowering the team around him to succeed.



JAY WATERS

[AUDIO DIRECTOR]

[in](#)

Jay Waters, the Audio Director at 9 Lives Interactive, is an industry veteran with a rich 20-year legacy in the gaming world. His innovative and empowering leadership style has seen him contribute to major titles like Sackboy: A Big Adventure and LittleBigPlanet 3. His creativity has been recognized with two prestigious BAFTA awards, solidifying his status within the industry.

However, Jay is not just an accomplished audio director but also an avid musician. He's currently mastering orchestration, inspired by Koji Kondo, the maestro behind many iconic gaming themes.

He balances this with a touch of nostalgia, his passion for gaming having been ignited at a young age with a Spectrum 48k.

Despite a brief detour into the worlds of guitars and socializing, his love for gaming remained unquenchable, rekindled by Mario 64. Armed with a BA in Creative Music Technology from the University of Hull, Jay's unique intersection of music and gaming is a compelling narrative that continues to evolve, presenting endless possibilities for the future.



AUGUST HANSEN

[ART DIRECTOR]

[in](#)

Seasoned Art Director August Hansen, currently at 9 Lives Interactive, has built a rich decade-long legacy in game development. Boasting a Masters in Graphic and Interaction Design from The Royal Danish Academy of Fine Arts School of Design, his deep knowledge of game art production sets him apart. He's known for his democratic leadership style, encouraging collaboration, and nurturing a creative environment where artists can truly own their work.

Notably, he defined the unique artistic vision for the acclaimed Expeditions RPG series. Beyond his professional commitments, August is dedicated to mentoring future talents in game development and enjoys personal pursuits in fitness and travel, constantly seeking ways to broaden his horizons.





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