instinct
UNLEASHING THE PLAY TO EARN REVOLUTION
Our story started just 4 months ago, when I was diagnosed with Multiple Sclerosis, which hit me like a train. I started to question everything, including my reason for existence… but instead of lingering in sadness, I decided to act. I wanted to build something, something that would bring real joy, and help solve a real problem. That is how Instinct was born; a game that’s truly… purpose-driven:

1% of every single transaction will be donated towards MS cure research, so we can chip-in and do our role in ending this disease. A disease causing suffering to more than 2.3M people worldwide (2020)

We’re building an immersive experience, where people can leave the real-world behind and engage without boundaries; **paying is NOT the only way you get to enjoy Instinct**

Regardless if you’re a teenager in Sussex or a senior in Brussels, we want everyone to be able to jump right in and be part of the instinct world without restriction.
Humans seem to have an innate need to collect, and this drives purchases of collectible goods like art, games, sports memorabilia, etc... However, in today’s rapidly progressing world, who still wants to own a physical baseball card that is fragile and can easily be displaced... the morph to digital is coming whether we like it or not.

The facts don’t lie and it’s clear that people are quickly adopting NFTs and are not holding back on spending, within an ever-growing market, which tripled in 2020 and hit $2B in sales in Q1 alone, a market where the collectible vertical is still king, and claims 48% of all NFT sales with $960M (Q1, 2021).
HOW WE DO IT

A DECENTRALIZED BLOCK-CHAIN BASED TRADING CARD PLATFORM
Leveraging NFT technology, and merging it with people’s passion for owning unique, one-of-a-kind items of great value.

DON’T JUST PLAY... EARN!
At Instinct, players can trade cards and leverage the multiplayer games to earn a passive income in any currency on the smart-chain in real-time through a variety of competition and in-game rewarding systems.

YOUR OWN WORLD, YOUR RULES
Our goal is to offer a truly collaborative experience in a highly scalable virtual world, where players set the rules through a variety of games without a central authority governing and interfering with the experience.
Players can simply pay to buy packs of cards, to unleash unique characters, in-game goodies and other collectibles, while earning passively over-time. A Trading Card Game (TCG) that offers a unique immersive experience that's based on NFTs and a play-to-earn approach. To put things into perspective; Instinct is a distinct mix of Yu-Gi-Oh, hearthstone and magic.

WHAT IS INSTINCT

There are 2 ways in which players may choose to engage with Instinct

BUY THE CARDS

Players can simply pay to buy packs of cards, to unleash unique characters, in-game goodies and other collectibles, while earning passively over-time.

EARN THE CARDS

Alternatively, our players can choose the more-challenging path and participate in games against other players in real-time to unlock & earn cards that can be traded over the network.
**$INSTINCT Token**

The $INSTINCT Token is BNB-integrated and acts as an incentive for players on the platform. We will have a total supply of 1 billion tokens. While holding $INSTINCT, users earn BNB automatically and control which currency to receive their earnings in. They can also keep track of how much they have earned so far from their dashboard, and see when the next payout is due, updated in real-time. There will be an option to auto/manual buyback. In addition, BNB dividends will be available in ANY currency on BSC, including BTCB, XRP, ADA etc.

### Tokenomics

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<thead>
<tr>
<th></th>
<th>Buys (13%)</th>
<th>Sells (19%)</th>
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<tbody>
<tr>
<td>Charity</td>
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<td>1%</td>
</tr>
<tr>
<td>Marketing</td>
<td>2%</td>
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<tr>
<td>Buyback</td>
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<tr>
<td>5% BNB Reflections</td>
<td>9%</td>
<td>5% BNB Reflections</td>
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### Allocation

<table>
<thead>
<tr>
<th></th>
<th>01. Pre-Sale Allocation</th>
<th>02. Private Sale Allocation</th>
<th>03. Sayan Private Swap</th>
<th>04. PCS Liquidity</th>
<th>05. Dev Wallet</th>
<th>06. Marketing Wallet</th>
<th>07. Airdrops</th>
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<tbody>
<tr>
<td>BNB</td>
<td>800</td>
<td>122</td>
<td>122</td>
<td>-</td>
<td>5%</td>
<td>5%</td>
<td>28M</td>
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<tr>
<td>Token %</td>
<td>40%</td>
<td>6.1%</td>
<td>6.1%</td>
<td>35%</td>
<td>5%</td>
<td>5%</td>
<td></td>
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<tr>
<td>Token Total</td>
<td>400M</td>
<td>61M</td>
<td>61M</td>
<td>350M</td>
<td>50M</td>
<td>50M</td>
<td>28M</td>
</tr>
</tbody>
</table>
1. **IN-GAME PURCHASES**
   Players can purchase card packs, cosmetically and ability augmentations.

2. **TRANSACTION FEES**
   3% Marketing fees will be charged upon each sell transaction & 2% for each Buy.
If you think about it, the gaming industry is massive ($250B - 2025) as the same can be said about the crypto trading industry that is growing at a staggering pace and is estimated to become a ($2.2B - 2026), while the crypto-gaming is nowhere to be seen, and while a few players have started to scratch the surface, we are yet to see the true potential of this market, which is why we aim to tackle the market as follows:

**01. CRYPTO ENTHUSIASTS**

By launching our own $INSTINCT token, we're essentially leveraging all existing exchange platforms to push out the Instinct brand through all bases and build a hype around a token, that's about much more than just the supply/demand factor, but can generate significant passive income within a fun-gaming approach within in-game events.

**02. AVID GAMERS**

An immersive experience that's a mix between the best TCG games out there will undoubtedly attract those who appreciate the real-thrill of a real-community within a massive virtual world, however the play-to-earn concept will definitely compel a much greater number of user to explore this new category and consider spending their time where they can something more than just fun.

These target potentials will directly through:

01. **Partnering with existing gaming platforms**

02. **Incentivized streamer partnerships** to push Instinct to their audience, where they also get a chunk of all revenues

3. **Old fashioned blog posts and social media distribution strategies.**
MEET THE INSTINCT TEAM

**JOSH**
Founder
An Experienced leader, who helps run an international business liaising with clients and representing the company worldwide.

**MICHAEL**
Co-founder
A system engineer who’s highly specialized in networking and security and is an avid gamer specifically for TCGs and RPGs.

**JOE**
Administration/Accounting
Financial background with an attention to detail. Handling the day-to-day administrative tasks as, which includes accounting, community interaction and problem solving.
NEXT STEPS

Q3 2021
Token Launch

PHASE #1
• 5k TG members
• Website Launch
• Dashboard Launch
• Full Audit
• Prelaunch marketing
• Token Pre-sale
• NFT Gaming Marketplace development

Q4 2021

PHASE #2
• 5k holders
• Art studio hired for fast paced high quality NFT production
• Specialised marketing targeting specific sectors
• NFT Marketplace official launch.
• Hiring of specialised and talented game developers into the team. (Interviews already taking place)
• Game development started.

Q1 2022

PHASE #3
• Partnerships with e-sports teams and iconic companies in the gaming sector.
• Huge development into the game hiring other studios to outsource and speed up the development time.
• Partnerships with other gaming tokens using our exclusive NFT Gaming Marketplace.
• Game Beta Launch, hiring top influencers to play and review publicly

Q2 2022

PHASE #4
• The formation of our official Instinct Gaming Studio. New games different genres all blockchain orientated.
• Constant updates and a second realm added to Instinct.
• Huge cinematic adverts targeting youtube, twitch etc
• Twitch partnerships with top streamers
• Instinct E-Sports official team

Full Game Launch 🚀 Token Launch