

BRUHM

CHARRED LANDS

by
JMP Studios UG



Whitepaper

Table of Contents

Introduction

- A. Overview of the project
- B. Introduction to JMP Studios and Bruhm Universe
- D. Importance of the \$JMP Token in the gaming ecosystem

\$JMP Tokenomics

Charred Lords - NFTs

- A - Overview (total supply, mint price etc)
- B - Rewards and Utilities

\$JMP Token: Utility and Functionality

- A. Utility within the Gaming Ecosystem
- B. Acquisition Methods
- C. Tokenomics Overview

Secret Society

Future Whitepaper Additions

Conclusion

Introduction

Overview of the Project

Our project amalgamates the dynamic worlds of gaming and blockchain technology, introducing an immersive gaming experience within the Bruhm Universe. Rooted in fantasy and adventure, our games transport players to realms filled with magic, monsters, and untold treasures.

Central to this experience is the \$JMP Token, a digital currency that fuels interactions within our gaming ecosystem, facilitating transactions, rewarding engagement, and fostering a vibrant community of players.



Introduction to JMP Studios and the Bruhm Universe

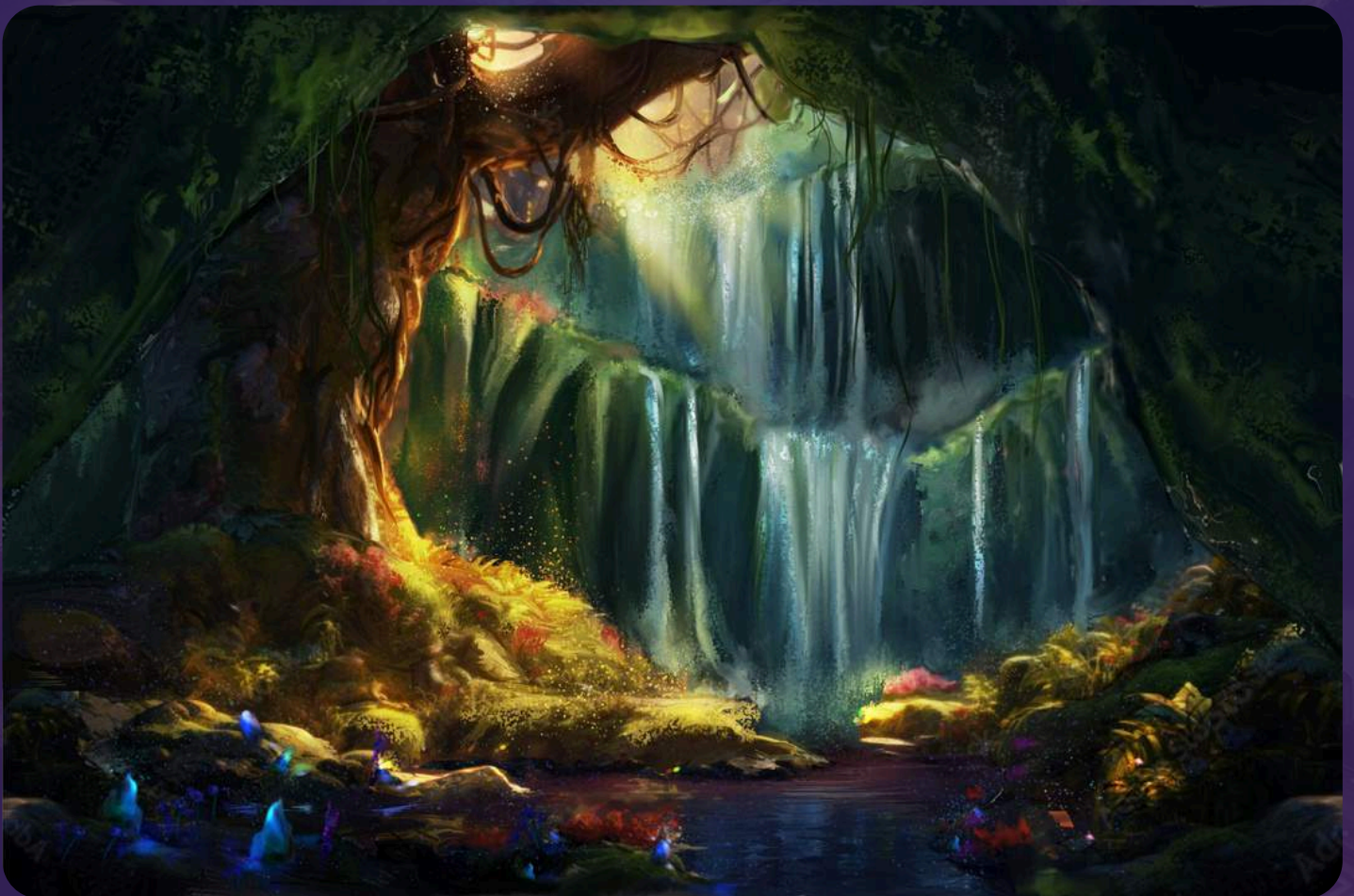
JMP Studios represents a dedicated team of developers, artists, and storytellers committed to crafting compelling gaming experiences. Anchored in the rich lore of the Bruhm Universe, our games offer players an opportunity to immerse themselves in captivating narratives and exciting gameplay mechanics. From epic quests to strategic battles, each title within the Bruhm universe promises adventure and excitement, inviting players to embark on unforgettable journeys to explore the lands of Bruhm.





Importance of \$JMP token in our gaming ecosystem

The \$JMP Token serves as the cornerstone of our gaming ecosystem, providing players with a means to participate in and enhance their gaming experience. As a utility token, \$JMP facilitates in-game transactions, unlocks exclusive content, and rewards player engagement. By integrating blockchain technology, we ensure transparency, security, and decentralization, empowering players to truly own their gaming assets and participate in a vibrant digital economy.

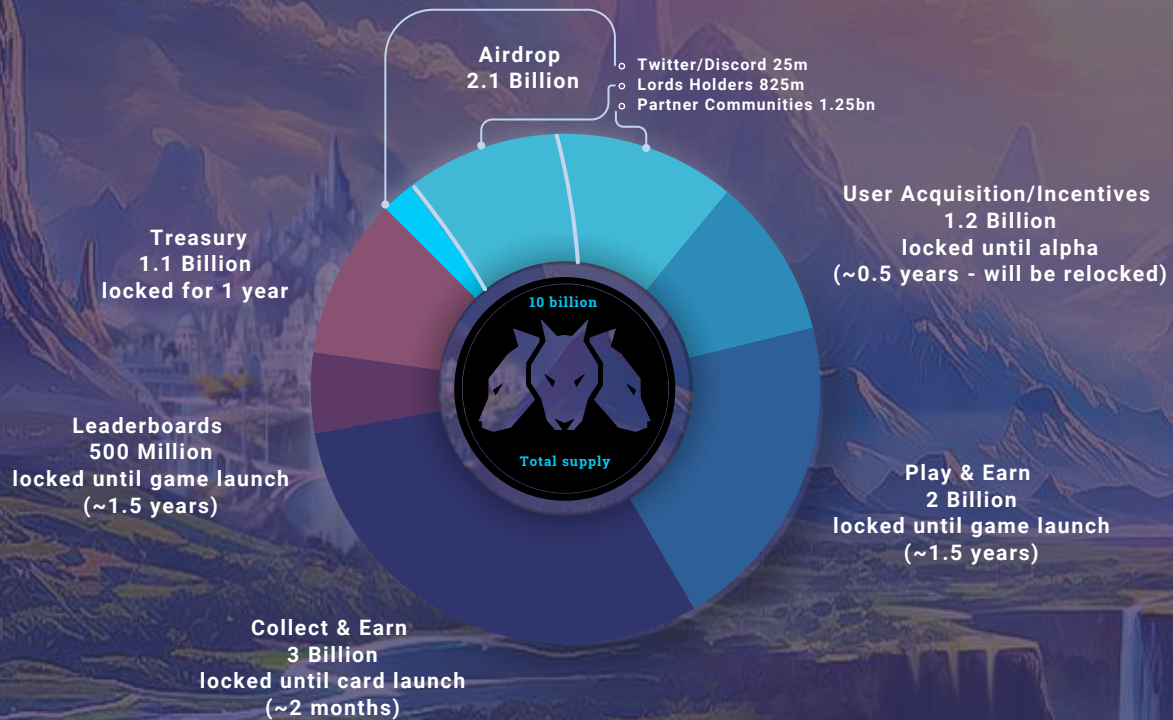


\$JMP Tokenomics

Total Token Supply: The \$JMP Token has a total supply of 10 billion units, ensuring sufficient availability to support the gaming ecosystem's growth and sustainability. It also boasts a 1% sales-tax. 0.3% goes to CEDEN Networks Nodes mining while the remaining 0.7% are used to further fund our studios development and ecosystem. We will use \$500k worth of ETH and BEAM for our liquidity pools, providing sufficient liquidity. That is ~1/4th of the NFT sales, meaning the funds from the first 2500 Charred Lords minted during WL will be used for the liquidity pool, ensuring the TGE.

Token Distribution & Unlocks

- Liquidity at TGE - 100 million
- Initial Airdrop - 2.1 billion
 - Twitter/Discord - 25m
 - Charred Lords - 825m
 - Partner Communities - 1.25bn
- User Acquisition/Incentives - 1.2bn
- Play&Earn - 2bn
- Collect&Earn - 3bn
- Leaderboards - 500m
- Treasury - 1.1bn



Distribution after unlocks:

- **Play & Earn:** 20m/month
- **Collect & Earn:** starts at 40m per month
 - Charred Lords (1bn supply) - 20m/month for 50 months
 - Trading Cards (1.8bn supply) - 20m/month per full collection, caps at 50m/month (details revealed shortly after TGE)
- **Leaderboard:** 5m per month for 100 months - used for future titles
- **User Acquisition/Incentives:**
 - Alpha - 80m
 - Beta - 120m
 - Full release - 1bn -> used for tournaments, collabs, marketing and additional incentives



TGE Anti-Dump Mechanic

- The sales tax at TGE will start at 15% and gradually decrease by 0.5% daily until it reaches 1%.
 - 50% of the accumulated tokens during this period until it reaches 1% will be redistributed to token holders. The snapshot for this redistribution will be taken randomly during that timeframe without prior announcement.
 - The remaining 50% will be allocated to the treasury and partially locked.



Token Distribution Balancing

- Card upgrading and combining will cost a small fee in \$JMP, of which 50% will be used to refill reward pools and the other 50% will go to our treasury. This essentially removes over 50% of this revenue stream from the circulating supply.
- Similar mechanics will exist for all future titles



Distribution of Storefront revenue:

Our store allows players and investors alike to spend their accrued \$JMP tokens on assets from all of our future titles such as discounted in-game currency, Card Packs or limited edition cosmetics. The revenue from the store is distributed as following:

- **Charred Lords:** 15% of the storefront revenue is allocated to Charred Lords holders, on top of their monthly airdrop, as incentives and rewards for their ongoing support and participation in the ecosystem.
- **Reward Pools:** 45% of the storefront revenue is directed towards the project's various reward pools, providing the long-term sustainability of our community initiatives, essentially removing this revenue from the circulating supply for years to come.
- **Treasury:** The remaining 40% of the storefront revenue is designated for our treasury, ensuring continuous funding for development, marketing, exchange listings and liquidity as well as filling up reward pools if necessary. This will also partially reduce the circulating supply.



Charred Lords - NFTs

Charred Lords play an integral part in the Bruhm Universe ecosystem. A total of 11,011 NFTs will be released. Each Lord boasts a unique set of attributes that determine its features, benefits, and in-game functions.

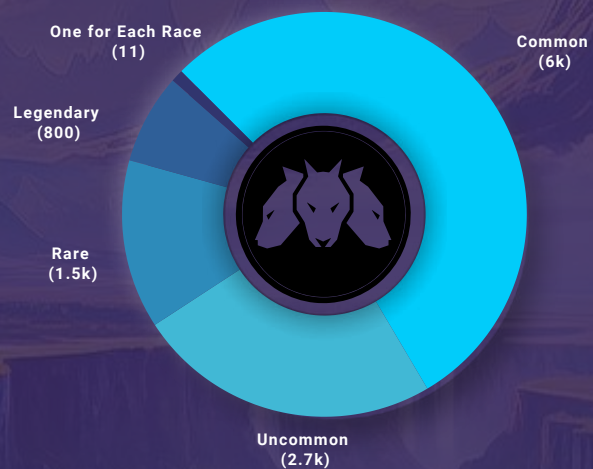
These include a range of potent in-game abilities. Furthermore, rarity classes categorize the Lords, with tiers ranging from Common to the coveted Legendary. As the rarity ascends, so do the associated benefits, making Legendary Lords the most powerful and sought-after NFTs within the Bruhm Universe. Details of the NFT Lords are given below:



Details

Total Supply: 11,011
Mint Price Public: 300\$
Mint Price WL: 200\$
Total Rarity/Classes: 5

- Common (6k)
- Uncommon (2.7k)
- Rare (1.5k)
- Legendary (800)
- One for Each Race (11)



Benefits

NFT Lords are VIP members of the Bruhm Universe, enjoying a wealth of benefits and additional exclusive play-to-earn opportunities in the Bruhm Universe. Here's how:

Exclusive Play-to-Earn Access

Owning a Charred Lord grants you entry into an additional play-to-earn model for all of our future titles.



Bountiful Rewards

- **Initial Airdrop:** As a welcome and to initiate our ecosystem, a big portion of the initially airdropped supply will go to Charred Lords holders. This airdrop will depend upon the rarity of your Charred Lord and the number of Charred Lords you are holding.
- **Monthly Airdrops:** Every month, a set amount of \$JMP tokens are distributed among Charred Lord holders, providing a steady stream of income. (details below)
- **Exclusive Card Packs:** With each new card collection released, Charred Lord holders will receive a dedicated allocation of card packs, giving them an edge in the game.
- **Benefits for future titles:** Holders will benefit from other similar rewards and benefits for future titles such as early/exclusive access to NFT asset sales and free NFT asset airdrops.



Early Access and Discounts

- **Free or Discounted Assets:** Charred Lords enjoy exclusive access to free or discounted in-game assets for future JMP Studios titles.
- **Store Discounts:** Holding a Charred Lord unlocks additional discounts when purchasing items in the JMP Studios store, maximizing your value.

Lords Airdrops

As mentioned above, Charred Lord holders will receive exclusive token airdrops! The rarer your Lord, the greater the amount of tokens you'll receive. Additionally, the number of NFTs you hold will also influence the airdropped amount (see page 15 - Secret Society). This tiered system incentivizes active participation and long-term NFT ownership.

Each Charred Lord belongs to a specific folk, dictating its rarity-tier. Over the centuries, various folks have traversed the world of Bruhm, witnessing power transitions, extinctions, and emergences in different environments and eras.

However, our collection comprises only the 11 most significant folks from the last decade of the Age of the New Holy Church. The traits of our collection and their rarity are determined by their prevalence during that era.

The rarity of traits does not affect the airdrop.

Below are the rarity-tiers of the folks and their allocations.



Sigil of the New Holy Church

Initial Airdrop: 825m \$JMP

Monthly Airdrop: 20m \$JMP per month for 50 months

Collections (Packs) Airdrop: 69,250 packs per collection

Common

- (1.5k each - total: 6k) → initial airdrop 300m - 75m per folk → 50k \$JMP for each common Charred Lord
- Monthly Airdrop: 7.2m → 1.8m per folk → 1.2k \$JMP each
- Pack airdrop per collection: 24k → 4 packs each
- Holders of the following folks will be eligible for these rewards:
 - Natalas
 - Plainlanders
 - Amarians
 - Arees



Uncommon

- (900 each - total: 2.7k) → initial airdrop 216m - 72m per folk → 80k \$JMP for each uncommon Charred Lord
- Monthly airdrop: 5.4m → 2k \$JMP each
- Pack airdrop per collection: 16.2k → 6 packs each
- Holders of the following folks will be eligible for these rewards:
 - Solitary
 - Umer
 - Depraved

Rare

- (750 each - total: 1.5k) → initial airdrop 165m - 82,5m per folk → 110k \$JMP for each rare Charred Lord
- Monthly airdrop: 3.75m → 2.5k \$JMP each
- Pack airdrop per collection: 15k → 10 packs each
- Holders of the following folks will be eligible for these rewards:
 - Maorcs
 - Drakawaah

Legendary

- (total 800) → initial airdrop 135m \$JMP
- Holders of the following folks will be eligible for these rewards:

Conques

- (500) → initial airdrop 75m → 150k \$JMP each
- Monthly airdrop 2m → 4k \$JMP each
- Pack airdrop per collection: 7.5k → 15 packs each

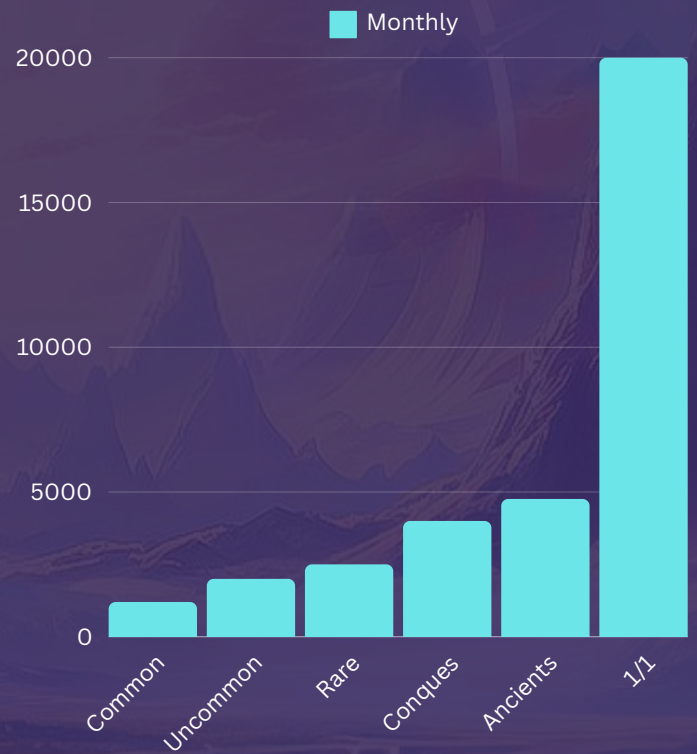
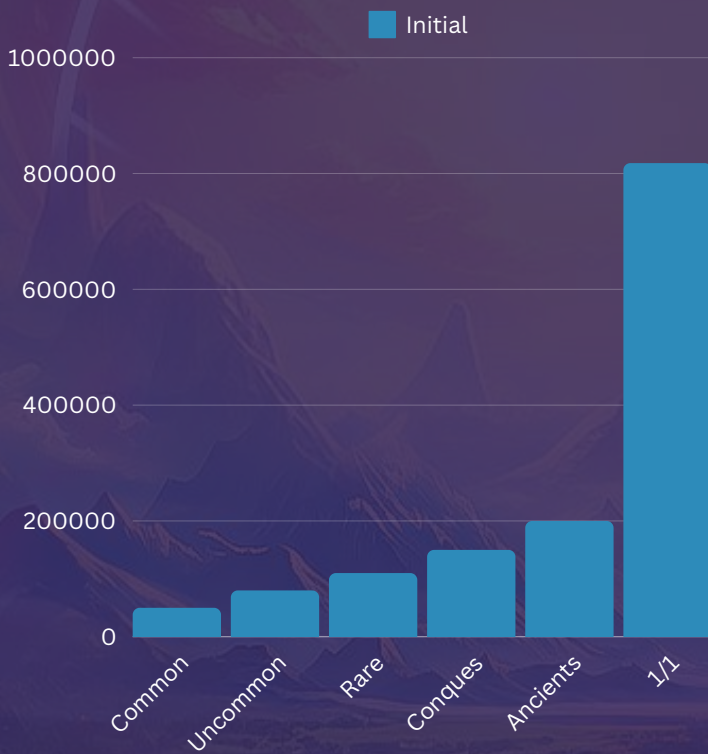
Ancients

- (300) → initial airdrop 60m → 200k \$JMP each
- Monthly airdrop 1.43m → 4.76k \$JMP each
- Pack airdrop per collection: 6k → 20 packs each






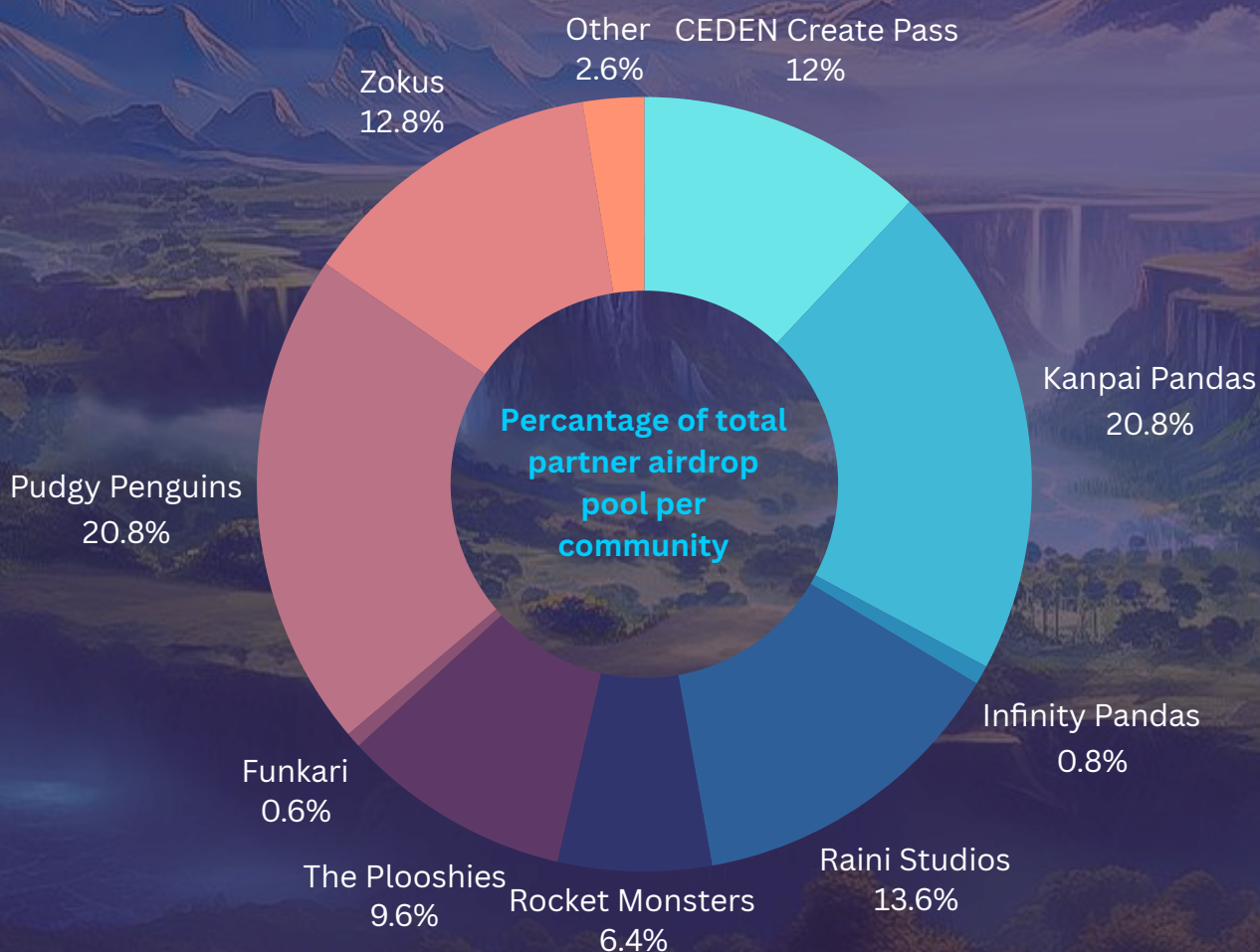
11 1/1s

- Initial airdrop ~ 9m → 818k \$JMP each
- Monthly airdrop 220k → 20k \$JMP each
- Pack airdrop/collection: 550 → 50 packs each



Partner Communities - Airdrop & WL allocations

	 \$JMP tokens airdropped per NFT	 Total \$JMP airdropped to community	 WL Allocations
	\$JMP tokens airdropped per NFT	Total \$JMP airdropped to community	WL Allocations
CEDEN Create Pass	45k	150m	1 per CP; fcfs non-guaranteed
CEDEN Keystone Nodes (Beavers)	will mine 0.3% sales tax	-	1 per Beaver; fcfs non-guaranteed
Kanpai Pandas	26k	260m	1 per Panda; fcfs non-guaranteed
Infinity Pandas	40k	10m	1 per Infinity Panda; fcfs non-guaranteed
Raini Community	tba	170m	1 per Legendary/Mythic; fcfs non-guaranteed
Rocket Monsters	4k	80m	1 per RM; fcfs non-guaranteed
The Plooshies	36k	120m	1 per Plooshiy; fcfs non-guaranteed
Funkari	40k	8m	100 guaranteed
Pudgy Penguins	26k	260m	1 per Pudgy; fcfs non-guaranteed
Zokus	42k	160m	1 per Zoku; fcfs non-guaranteed
other communities/collabs	tbd	32m	500 guaranteed



\$JMP Token: Utility and Functionality

Utility within the Gaming Ecosystem



Upgrading and Combining NFT Cards

The \$JMP Token plays a crucial role in the enhancement and customization of our on-chain TCG cards aka. Collectible Cards within our gaming ecosystem. Through the use of \$JMP tokens, players can unlock the ability to upgrade and combine their cards. The upgrade feature allows players to strategically improve their card collections Play&Earn (P&E) rate as well as unlock or increase their Collect&Earn (C&E) yield. Combining cards will create unique, limited cards through fusing two cards together. More details about both of these features will be revealed and added to the whitepaper at a later point before our first card collection!



Card Packs and Exclusive NFT Items/Collectibles

\$JMP tokens provide players with access to our on-chain card packs and coveted NFT items available within our storefront for every future title. By utilizing \$JMP tokens for purchases, players can enjoy access to limited-edition on-chain game assets, special bundles and premium content not available through traditional payment methods. This incentivizes token usage and encourages active participation within our gaming ecosystem.



In-Game Currency Conversion and Web2 Marketplace

In addition to serving as a medium for purchasing and trading NFTs and in-game items, \$JMP Tokens can also be converted into in-game currency, providing players with flexibility and convenience in managing their virtual wealth. Through a seamless conversion process, players can exchange \$JMP Tokens for in-game currency at a discounted rate, allowing them to unlock additional gameplay features, customize their characters, or acquire valuable resources to progress in their adventures. This feature enhances the utility of \$JMP Tokens within the gaming ecosystem, empowering players to make strategic decisions that align with their gaming objectives and preferences.



Acquisition Methods

Initial and Monthly Airdrops to Charred Lords

Charred Lord holders receive both an initial airdrop and monthly distributions of \$JMP tokens as a reward for their participation and support within the gaming ecosystem.



Monthly Airdrops to Card Holders

Holders of collectible cards receive monthly airdrops of \$JMP tokens based on their rarity and type as well as the total existing supply of said rarity and type, encouraging strategic upgrading and trading.



Gameplay Rewards

Players possessing Charred Lords and collectible cards (or other on-chain assets for future titles) can earn \$JMP tokens as rewards for their participation and performance in gameplay activities. However, our deck renting system enables F2P players to P&E by using the decks of collectors, while collectors can put their idle cards to work in order to earn from the P&E pool.



Tournaments and Leaderboard Rankings

Participants in tournaments and top-ranking players on the leaderboards have the opportunity to earn \$JMP tokens as rewards for their competitive prowess and success in gameplay challenges.



Secret Society

Secret Society (Whale Incentives)



Members of the Secret Society:

- Small community within the ecosystem for bigger holders and 1/1s
- Incentivizes obtaining and holding set amounts of Charred Lords
- Includes special tags on discord, exclusive giveaways and early access/information to new games/products and many more benefits
- Holders of 1/1s gain access to the Secret Society, however they do not benefit from the additional airdrops and packs

Outer circle: 15+ Charred Lords

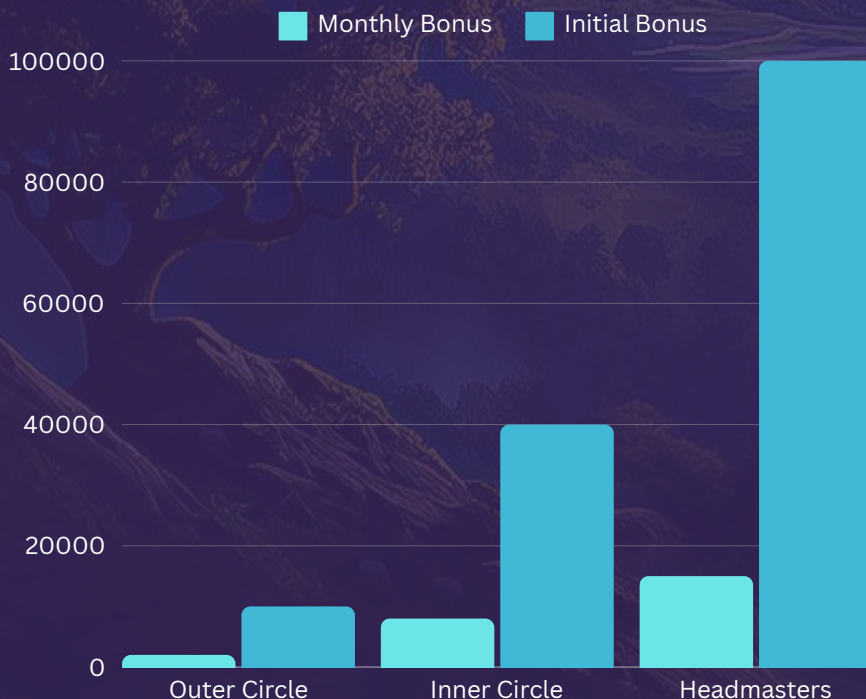
- Receive 5 bonus packs for each collection release
- \$JMP additional airdrop bonus
 - Initial airdrop: 10k \$JMP
 - Monthly: 2k \$JMP
- exclusive giveaways and plenty additional benefits

Inner circle: 50+ Charred Lords

- Receive 20 bonus packs for each collection release
- \$JMP additional airdrop bonus
 - Initial airdrop: 40k \$JMP
 - Monthly: 8k \$JMP
- exclusive giveaways and plenty additional benefits

Headmasters: 100+ Charred Lords

- Receive 50 bonus packs for each collection release
- \$JMP additional airdrop bonus
 - Initial airdrop: 100k \$JMP
 - Monthly: 15k \$JMP
- exclusive giveaways and plenty additional benefits



Future Whitepaper Additions

The current state of the whitepaper does not cover the entire scope of our ecosystem, its assets and their utilities within the ecosystem. It is primarily focused on all the relevant information regarding the upcoming Charred Lords mint and the TGE of the \$JMP token, while just mentioning the other assets and utilities in less detail.

We have created the whitepaper in that way in order to make it more readable and easy to understand, with a focus on the most important upcoming aspects. This allows us to reveal other parts of the ecosystem as announcements leading up to their launch, ensuring that our community is up to date and informed about such releases when it is most relevant.

The roadmap on our website gives you an idea of where we are headed over the coming years and what you can expect.

Listed below are some of the topics that will be added to the whitepaper over the next few months:

- Card Packs (price, odds, supply)
- Cards (types, rarities, stats)
- Cardonomics (C&E, P&E)
- Upgrading Cards
- Hidden Combinations
- Game 1: Bruhm - Charred Lands
 - Gameplay and Lore
 - Play & Earn
- Game 2: TBA
 - interconnectivity of NFT assets between titles



Conclusion

The \$JMP Token plays a vital role in the JMP Studios gaming ecosystem, serving as a utility token that enhances gameplay, rewards player engagement and fosters a sense of community ownership. From unlocking exclusive content to earning rewards for achievements, the \$JMP Token offers a multitude of benefits to players and NFT holders alike.

Looking ahead, JMP Studios is poised for continued growth and expansion, with plans to release new game titles, expand the Bruhm Universe through different media such as Manga, Books, Merchandise etc., and explore emerging technologies and platforms. By staying true to its vision of innovation and player-centric design, JMP Studios aims to solidify its position as a leading developer in the Web3 gaming industry.

We invite players, investors and enthusiasts to join us on this exciting journey into the Bruhm Universe. Whether you're seeking epic adventures, lucrative rewards, or simply a vibrant community of like-minded individuals, there's a place for you in Bruhm. Join us today and experience the magic of JMP Studios firsthand.

