

A screenshot from the BattleFly game showing two glowing, butterfly-like creatures in a dark, industrial environment. One butterfly is red and orange with circuit-like patterns, and the other is yellow and orange. They are flying towards each other, with a bright light effect where they meet. The background features dark, metallic structures and glowing orange lights.

BATTLEFLY PRESS KIT

CHANGING THE GAME

BattleFly is an experimental PvP/P2P Defi strategy game built on top of the @Treasure_DAO ecosystem, powered by \$Magic.

We are passionate about architecting a game that hundreds of thousands of people will want to play and we believe that this game has the potential to change the lives of the people who play it.

WHAT MAKES US DIFFERENT?

Equity is at our core.

BattleFly has been conceived as the first high volume, mass market game for the TreasureDAO ecosystem and has been designed from the ground up to minimize the impact of inflation and speculation on core gameplay

We have designed a game mechanic that enables people to play and enjoy BattleFly for under \$20. Our hope is that players will find BattleFly's starting price accessible and that by putting equality at the core of the game design, everyone gets a fair shot at profiting from our game.

[> Find out more about our mission](#)



We are built on the treasure marketplace

Treasure DAO is creating the Nintendo of the Metaverse. And we've made an excellent game you can play in it.

BattleFly breaks new ground for GameFi projects by building on top of MAGIC, the currency of the connected metaverse. MAGIC was conceived as a free and fair distribution by TreasureDAO, and enables BattleFly to harness the benefits of over \$50M in liquidity and a \$152m market cap (~US\$1.5b fully diluted).

Using MAGIC builds credibility in our game tokenomics for players, and gives us a platform to build a game that can grow sustainably over many years.

[> Find out more about why we chose the treasure marketplace](#)

A visual masterpiece

We've curated a team from around the world who are top of their game. The result is a truly spectacular product. Stunning visuals, original music, and clever strategy all come together to create a one-of-a-kind gaming experience.

[> Find out more about the game here](#)

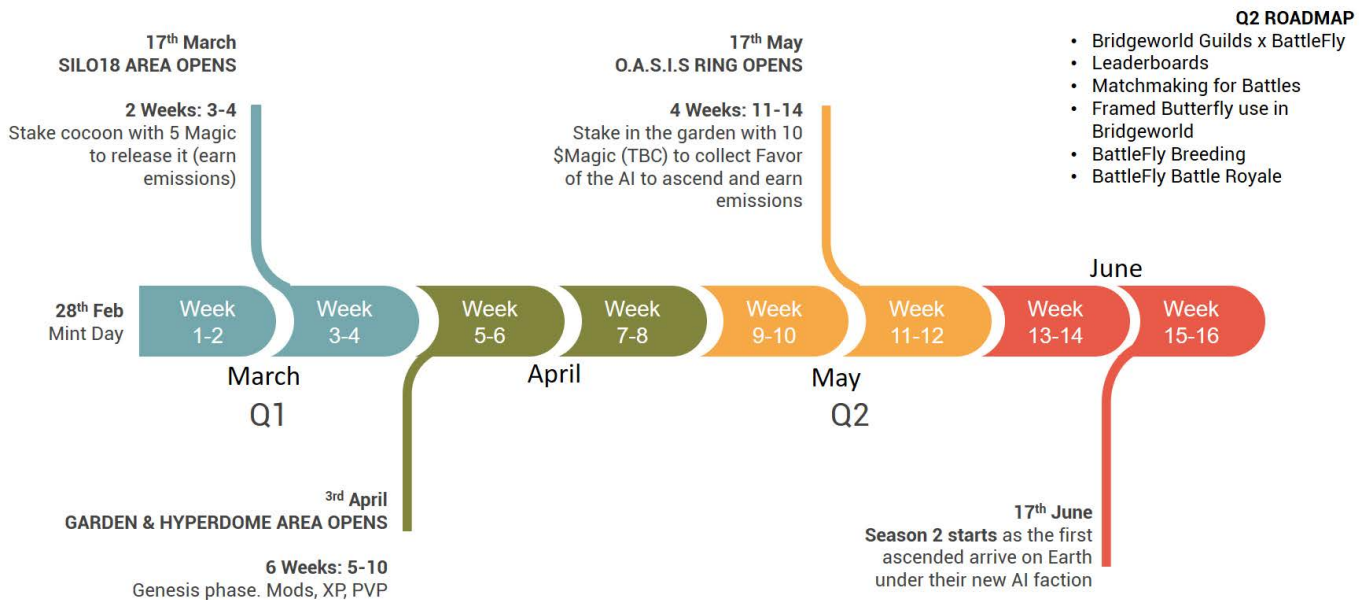
Our BattleFlies: Beautiful Assassins

These stunning NFTs are at the core of the BattleFly game. Each BattleFly can be customized with mods to increase its rarity, value, and fighting abilities. With a good strategy, game plan and a little luck - every player, in every corner of the world, has equal opportunity to increase their ROI.



TIMELINES

PROJECT TIMELINES





AUDIENCE

A GLOBAL AUDIENCE

Discord: 69,574 MEMBERS

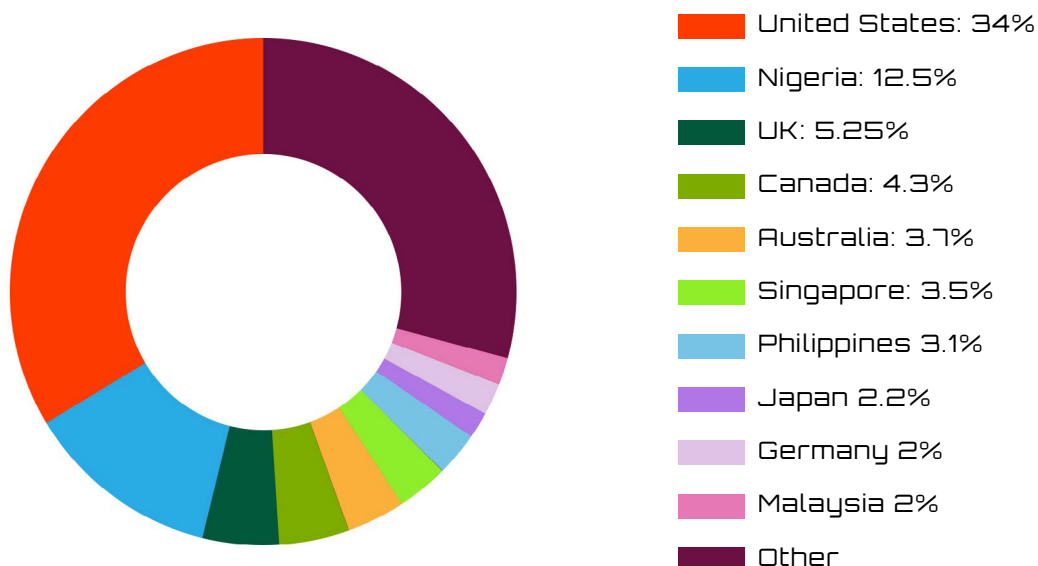
Each week 28,000 NEW MEMBERS, 44,000 NEW VISITORS

Twitter: 72K FOLLOWERS

#BattleFly trended #3 worldwide in the lead up to mint

Website: 26,000 USERS PER WEEK

Where are they visiting from?





PARTNERSHIPS

FLY WITH US

Brand Partnerships

Is your brand considering playing in the NFT space? We are looking to partner with aligned brands to add some unique, special edition designs to join our BattleFly army. This is a brilliant opportunity to expose your brand to our engaged and super fast-growing community and position yourself as an organization that sits at the forefront of the NFT revolution.

[> Speak to the team about a brand collaboration.](#)

Collab Art

We love collaborating with other NFT groups and DAO's to create unique, limited edition BattleFly designs. You can see examples of our [collab editions here](#). We currently have over 90 collab designs flying around the metaverse and there is always room for more. Come join the army.

[> See our collab editions here](#)

[> Speak to the team about becoming a partner](#)



STYLE GUIDE

We love it when you talk about us!

We have put together a google folder that contains logos, fonts, color guides and other images to help you out. Please feel free to use any of these assets across comms, collateral and socials when talking about our project.

[> GO TO FOLDER](#)

If there is something you need, that isn't included, please [shout out](#).

Don't forget to tag us on Twitter: @BattleFlyGame

WANT TO KNOW MORE?

Follow us on

Discord: <https://discord.gg/hvSexV9r>

Twitter: [@BattleFlyGame](#)

Website: www.battlefly.game