



# **FNTASTIC 2.0**

## **THE PLAN FOR RECOVERY**



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## PRINCIPLES



**HONESTY** – From now on, our development and marketing will be based on the principle of honesty.

- We commit to building trust within our community through direct and honest communication.
- We commit to openly communicating the challenges we face without concealing any details.
- All aspects of our marketing will remain clear, transparent, and free from embellishments.



**TRANSPARENCY** – We understand the mistakes and absence of past communications. We commit to ensuring transparency in development and openly providing honest and comprehensive information.

- We will actively engage with the community on our platforms, particularly Discord, to ensure everyone is informed and involved.
- We will provide regular development progress reports to keep the community updated at every stage of our work.
- Before the official release of any product, we will offer free open betas for early testing to gather feedback and ensure the highest quality.



**PROFESSIONALISM** – We are transitioning from a volunteer-driven approach to one firmly rooted in professionalism.

- Our objective is to gather industry professionals and specialists and improve our existing employees' skills.
- We will continuously raise all standards and practices, aspiring to become the company that earns your trust and admiration.

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## STRATEGIC OBJECTIVES THROUGH 2024-2025

### **Strengthen Community Engagement**

Active community engagement in the development process will be achieved through regular updates, feedback loops, and community events on Discord and other social media platforms.

Transparency will be enhanced through frequent communication and regular development updates, ensuring the community remains informed and engaged.

### **Raise Development Standards**

A key objective is the commitment to delivering high-quality, innovative games that meet or exceed community expectations.

Comprehensive testing and community feedback will improve technical quality, ensuring that the final product is polished to the highest standards.

### **Expand Professionalism**

The professional development environment will be radically enhanced by attracting top talent, fostering ongoing internal discussions and debates, and improving current working conditions while advancing the skills of existing employees.

Optimal working conditions will be provided to maximize creativity and productivity.

### **Enhance Brand Identity**

The rebranding process will be completed to align Fntastic's identity with its new core values of honesty, transparency, and professionalism.

### **Continuous Improvements**

All processes at Fntastic will undergo continuous improvement to ensure that the community receives increasingly better products as a result.



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## BRAND REBUILDING

The new Fntastic brand, embodied by its vibrant blue logo and bold geometric design, represents more than a mere visual update—it signifies the company’s renewed commitment to transparency and honesty.

The clean, modern aesthetic symbolizes a fresh beginning, highlighting a focus on clear communication and openness with the community.

Subtle retro elements in the design honor the classic gaming era, merging nostalgia with a forward-looking vision.

This new identity stands as a strong declaration of Fntastic’s dedication to building trust and aligning its actions with the principles of transparency, honesty, and professionalism as it progresses into the future.



*Full Version*



*Short Version*

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## MISSION AND VISION

We are introducing our new mission and vision, which mark the next chapter for Fntastic.

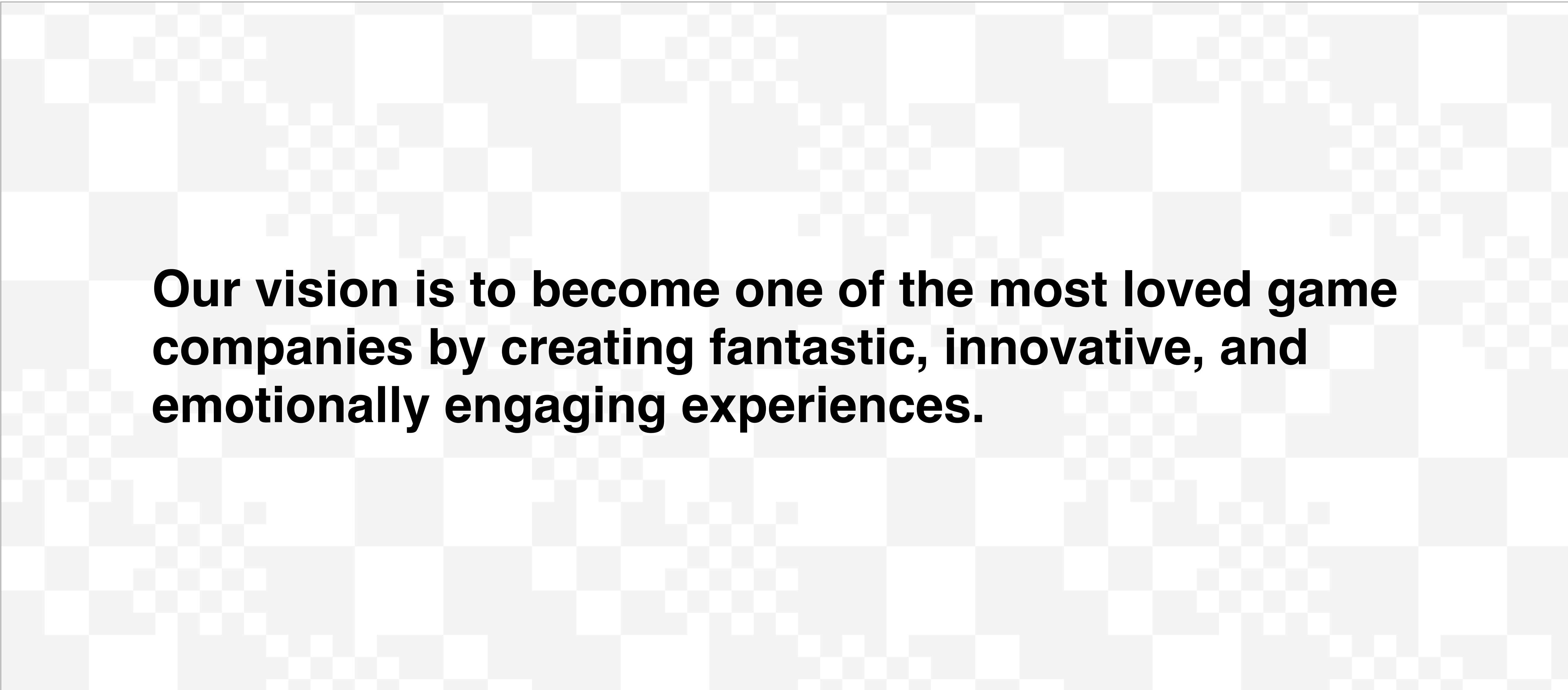
Our mission focuses on delivering high-quality gaming experiences, combining innovation, creativity, integrity, and transparency.

Our vision guides us toward becoming one of the most loved gaming companies in the world.



**Our mission is to create games that will be loved for decades.**

*Our Mission*



**Our vision is to become one of the most loved game companies by creating fantastic, innovative, and emotionally engaging experiences.**

*Our Vision*

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