

HAFEN

Decentralized Metaverse



Company Purpose

We are here to evolve and push the adoption of web 3.0 immersive playground by building Social Hub, where people can ideate, create, connect, and monetize their skills with less barrier.

Social Hub World Visualization



Problem

- Limited usecase of web 2.0 SocialHub
- Play2Earn System
- Metaverse hasn't bring it real purpose

Solution

- Virtual world where we able to work socialize
- Web3 identity
- Blockchain system
- Metaverse utility in real life

Product

- DeFi (Ex: Vault staking)
- NFT Marketplace
- Social HUB
- Virtual Events
- Launchpad
- Workshop
- AR

Fee Based Recurring Income & Sales Business Model

- Fee based from marketplace
- Royalty fee for NFT collections
- Minting fee from artist/creator Workshops
- DeFi vaults fee
- NFT collections sale
- Lands sale
- Ads fee in our Metaverse
- Consumable (subscription, gift, private room, etc.)

Market Size

Productive age in Indonesia (20-44 y.o.): 108.2 M

Company in Indonesia: 26.7 M

Sc: Badan Pusat Statistik Indonesia

Why Now?

- COVID-19 pandemic limiting people mobility. Lot of people lost their job and friends because of it.
- Bear market cycle
- One of the biggest game streaming in SEA and Indonesia is closed,they are the biggest revenue for E-sport Industry

Social Hub Customer Identification

- Streamer & Fans
- DEFI staker
- Company who want to hold event
- Social media users
- Higher economy status civilians (willing to spend more than 5 million IDR/month)

Sc: PT. Serasi Autoraya

Team



Defri Kristanto
Project Lead

- 5 years in Blockchain & crypto(Investor & trader)
- 1 year head of research hafen venture
- Marketing advisor at GuidlFi
- Investment advisor Duckieland
- 4 months community manager at Tokoin
- 3 years online business owner
- 1 year sales and marketing health and beauty company
- Marketing manager at harmonixx.io



Philipus Wijanto
Creative

- 13 years creative & graphics designer
- 8 years Co-owner sub-contractor
- 4 years in blockchain & crypto



Joseph Juanda
Growth

- BD Manager at Metalpha
- Marketing advisor at GuilFi
- 1 year Hafen Venture team
- 4 years in blockchain & crypto
- 1 year pancakeswap CM
- 7 years general trading business owner



Hizkia Tarmadi Operation

- Indonesia Ambassador at Bybit (CEX)
- 6 years in design graphic
- 2 years Branch manager at insurance company
- 4 years Event planner leader at event company
- 2 years Graphic designer at Hyperjump
- 1 year Native ambassador at Hyperjump
- 1 year CMO at flixpay
- 4 years in blockchain & Crypto
- Bybit (CEX) angel representative
- Founder of Alpha Wolf Trader
- Co-founder of CCN (crypto media company)
- Marketing Manager at harmonixx.io

Roadmap

Q4 2022

- Feasibility study & idea
- Team assembly
- Initial design projection
- Token seed sale stage

Q1 2023

- Community build
- Token private sale stage
- NFTs sale: Genesis Pass
- Initial game development
- Web development

Q2 2023

- Token strategic sale stage
- Marketing expansion
- NFTs sale: Gen1 character
- NFTs project
collaboration

Q3 2023

- KOL & Media
Engagement
- Token IDO/IEO stage
- TGE

Q4 2023

- Artist/brand collaboration
- Metaverse alpha test
- Staking program
- Mini games
- NFTs sale: Gen2 character

Q1 2024

- Press conference
- Metaverse beta test
- Land sale
- Mainnet