

NEXT STAR

Where Gaming Meets Real Venture
Ownership

[How It Works](#) [Game Modes](#) [Economy](#) [Roadmap](#) [Login](#) [Get Started](#)

An African innovation turning gamers into entrepreneurs

Next Star is a gamified venture ecosystem where every player competes to build, fund, and own real African startups. Win equity, become a CEO, and shape Africa's entrepreneurial future.

[GET STARTED FREE](#)[HOW IT WORKS](#)**20%**

Equity for Winning Players

**80%**

Equity Shared Among Participants

**\$5**

Star Ticket Entry

**100+**

Ventures by Q3 2025

PROBLEM

Africa Has Talent. Capital Allocation Is Broken.

Hard Data:

- 60%+ of Africa's population is under 25
- Youth unemployment averages **30–40%** in many African countries
- Less than **2% of global VC funding** goes to African startups
- 90% of African startups fail due to **lack of early funding and execution support**



Core Problems:

- Talented youth lack access to capital
- Investors lack trusted deal flow
- Hackathons do not create ownership
- Accelerators are elitist and geographically limited



SOLUTION

NEXT STAR: A Play-to-Own Venture Ecosystem

What We Do:

- Gamify real African business challenges
- Pool capital via gameplay
- Convert winning strategies into real startups
- Distribute ownership transparently

Value Proposition:

- Players → Founders & Investors
- Ideas → Executable ventures
- Games → Real economic output

PRODUCT OVERVIEW

How NEXT STAR Works (User Flow)

1. Player buys a **Star Ticket (\$50)**
2. Enters a **Venture Arena**
3. Competes on real market challenges
4. Community votes on best strategy
5. Winning player becomes **CEO (20%)**
6. Participants share **80% equity**
7. Platform incubates & governs execution

Key Insight:

This is **venture creation as a game**, not speculation.

MARKET OPPORTUNITY (TAM / SAM / SOM)

Market Size

TAM (Total Addressable Market):

- African gamers: ~186 million
- Diaspora innovators & investors
- TAM ≈ **\$9.3B** (assuming \$50/year per user)

SAM (Serviceable Available Market):

- Strategy, simulation & competitive gamers
- Early-stage founders & innovators
- SAM ≈ **\$1.8B**

SOM (Serviceable Obtainable Market – 3 years):

- 100,000 active users
- Revenue ≈ **\$5M annually**

WHY NOW?

Timing Is Perfect

Macro Trends:

- Explosion of mobile & competitive gaming in Africa
- Rise of remote collaboration & DAO governance
- Youth distrust of traditional employment
- Growing appetite for alternative investment models

Key Insight:

Africa skipped desktops → it can skip traditional accelerators.

GAME MODES (PRODUCT DEPTH)

Core Game Experiences

Venture Arena (MVP Focus):

- Real business case competitions
- Market research, strategy, execution logic

CEO Matrix (Phase 2):

- Leadership, decision-making simulations

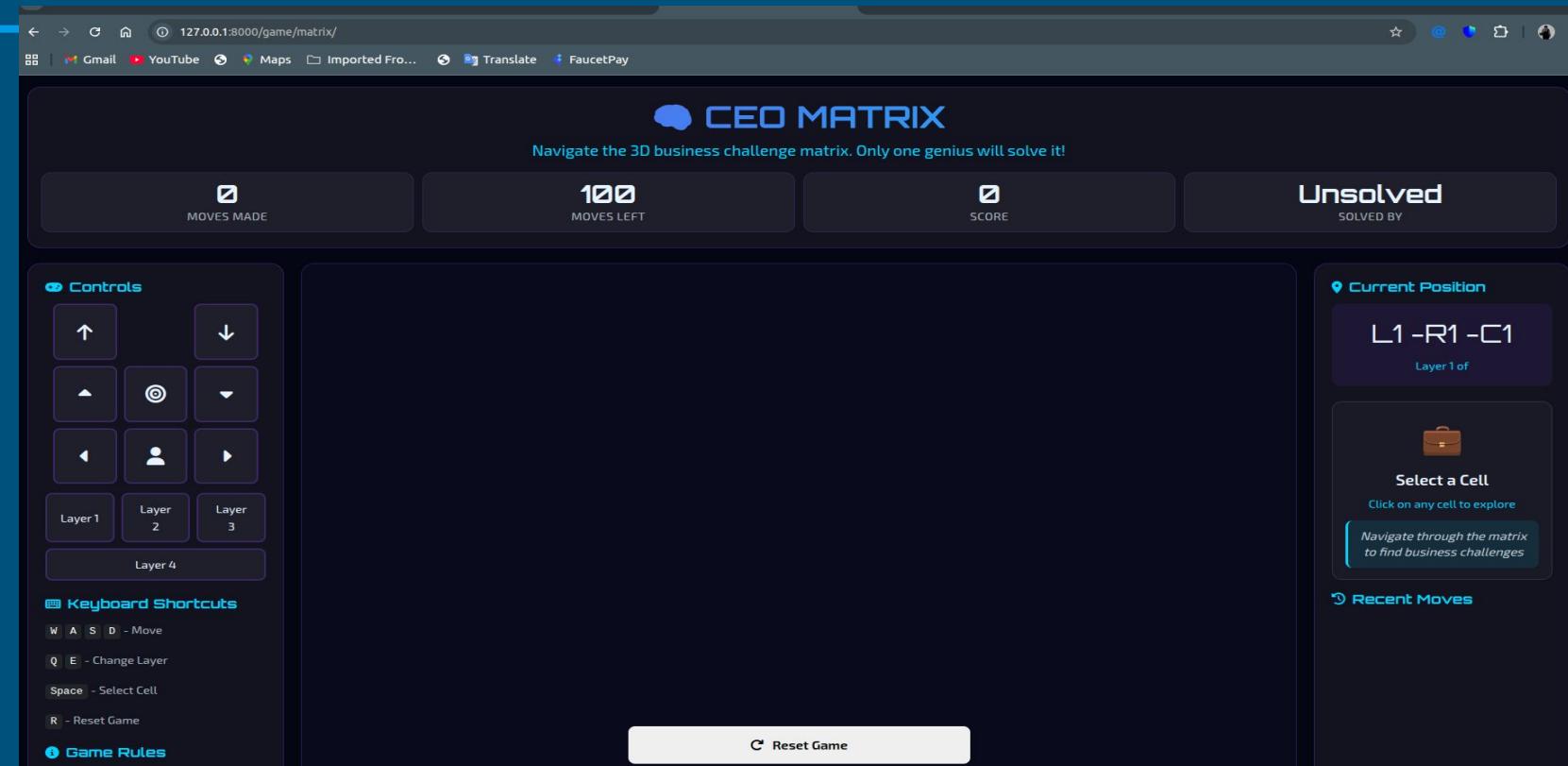
Infinite Maze (Engagement Layer):

- Logic, persistence, rare winner mechanics

Design Goal:

Retention + skill discovery + venture creation.

CEO MATRIX



OWNERSHIP & INCENTIVES

Aligned Incentives for All Stakeholders

Stakeholder	Incentive
Winning Player	CEO + 20% equity
Participants	80% shared ownership
Platform	Long-term venture success
Investors	Curated deal flow

Result:

Everyone wins only if the venture wins.

BUSINESS MODEL

Revenue Streams

Source	%
Star Tickets	70%
Platform Allocation	30%

Unit Economics Example:

- $1,000 \text{ players} \times \$50 = \$50,000$
- $\$35,000 \rightarrow \text{Venture pool}$
- $\$15,000 \rightarrow \text{Platform operations \& growth}$

No ads. No tokens. No speculation.

TECHNOLOGY STACK

Frontend

- Three.js (3D gameplay)
- GSAP (high-performance animations)

Backend

- Django (battle-tested, scalable)
- REST APIs

Database

- PostgreSQL (UUID-based models)

Blockchain

- Hedera Hashgraph
- NFT-based ownership certificates
- DAO governance layer

TRACTION (OR PILOT DATA)

Early Validation

Current Metrics (Q4):

- Ventures simulated: 47
- Active players: 2,847
- Countries represented: 12
- Community equity value: \$2.8M+

Signals:

- High engagement
- Repeat participation
- Strategy depth increasing per round

COMPETITIVE LANDSCAPE

Platform	Ownership	Gamified	Africa-Focused
Y Combinator	✗		
Hackathons	✗	⚠️	⚠️
Play-to-Earn	✗	✓	✗
NEXT STAR	✓	✓	✓

Moat:

Network effects + proprietary venture data.

GO-TO-MARKET STRATEGY

Growth Channels

- University gaming clubs
- Tech hubs & innovation centers
- Esports & strategy communities
- African diaspora networks
- Strategic partnerships (telcos, hubs)

CAC Strategy:

Community-driven, referral-based, low paid ads.

FINANCIAL PROJECTION (3 YEARS)

Year	Users	Revenue
Year 1	5,000	\$250,000
Year 2	30,000	\$1.5M
Year 3	100,000	\$5M

Margins improve as platform scales.

VISION

The Future of African Innovation

- Africa's largest venture discovery engine
- Gamified entrepreneurship as infrastructure
- Youth-owned African economy

**NEXT STAR is not a game.
It is a system for building nations.**

TEAM

Founder

Titos Kipkoech

Innovator, full-stack builder, systems thinker

Strengths:

- Technical execution
- African market insight
- Long-term vision

Advisors (Planned):

- Legal (venture & securities)
- Finance
- Gaming design

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Gmail YouTube Maps Imported From... Translate FaucetPay

STAR

Venture Dashboard

Titos Kipkoech
Gold Venture Capitalist

Overview Games Ventures Wallet 8 NFTs Profile Leaderboard Strategy

LEVEL 12
STREAK 7 days

Logout

Manage tokens, tickets, and NFTs

STAR Tokens Tickets

Venture Wallet

STAR Tokens
2450 STAR
Available balance for gaming and investments
Buy Tokens Stake

Game Tickets
15
Available game entry tickets
+ Buy Tickets Use Ticket

NFT Assets
Equity certificates and collectibles
View NFTs Marketplace

Wallet Address

<PublicKey (Ed25519) ... 730f74f4ae84cfed407>

Copy Address View on Explorer Show Full Address

Recent Transactions

TRANSACTION	AMOUNT	COUNTERPARTY	TIME	STATUS
↓ 0x1a2b...3c4d	+500 STAR	Game Pool	2 hours ago	confirmed
↑ 0x2b3c...4d5e	-50 STAR	Venture Ticket	1 day ago	confirmed

127.0.0.1:8000/dashboard/?section=leaderboard

Gmail YouTube Maps Imported Fro... Translate FaucetPay

NEXT STAR

Venture Dashboard

TK Titos Kipkoech Gold Venture Capitalist

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LEVEL 12

STREAK 7 days

Leaderboard

Top venture capitalists and entrepreneurs

STAR Tokens 15 Tickets

Search games, ventures, players

Venture Leaderboard

Season 2025.1

RANK	PLAYER	SCORE	VENTURES	CHANGE	ACTION
1	Alex Venture	24500	12	↑ Up	Follow
2	Sarah Innovate	19850	9	↑ Up	Follow
3	Marcus Capital	18750	11	↓ Down	Follow
4	Titos	16500	3	↑ Up	Follow
5	Lena Startup	15400	8	— Same	Follow

How Ranking Works

Ranking is based on total venture value, win rate, and active participation. Top players receive bonus STAR tokens and exclusive NFT rewards at the end of each season.

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Thank you!

