

The background features several thin, light blue lines that form abstract, angular shapes, resembling stylized mountains or architectural elements. These lines are scattered across the dark blue background, with some intersecting the central white box.

# Pixie Interactive

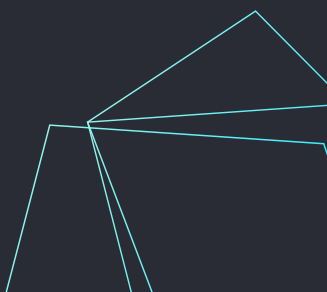
Investor Pitch Deck



## DISCLAIMER:

This slideshow is an addendum to the longer, text-formatted pitch deck from Pixie Interactive. The information contained within this slideshow is not intended to act as standalone content.

If you received this slideshow directly from Pixie Interactive, check the e-mail for a second .PDF attachment. If you did not receive this directly from Pixie, you can find the long-form pitch deck .PDF by [using this link](#).



# Table of Contents

## 1. Who are we?

- About Pixie Interactive, what we do and how we do it

## 2. Our first game

- A brief description of our first product and game, Northern Guilds

## 3. Financial Data

- Additional revenue sources, our runway, our budget, etcetera

## 4. Development Roadmap

- Our immediate and less immediate milestones and stages

## 5. Market Research

- What is our release schedule looking like and what is our growth potential?

## 6. Investing in Pixie

- What to know before investing in our company

# About Pixie Interactive

Pixie Interactive is, at its core, an independent games studio bridging the gap between fun, accessible gaming and the wonders of technology.



For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# Our Core Team



Thomas Kønig  
CEO & Co-Founder



Wesley Peeters  
CTO & Co-Founder

Cameron Graham  
CFO



Max Blom  
Creative Lead



David Missal  
Lead Visual Artist



For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# What We Do



## Fun-first game design

We build games that are, fundamentally, fun to play, regardless of play-to-earn aspects



## Radical transparency

We believe in open and unrestricted information sharing throughout our company



## Iterative Testing

At the end of the day, our players vote with their wallets. We bring them in early

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# Fun-first Game Design



At its most basic level, fun-first game design is about designing games that do not need additional incentives to attract players.

Play-to-earn, ownership, individual security, etcetera, are all innovative, cutting-edge features, but they cannot - and should not - replace the core element of fun.

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

Every feature, every integration, every update to the core gameplay must answer in the affirmative to a single, all-encompassing question:

**"Is this fun for the player?"**

**Fun-First Game Design at its core**

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# Radical Transparency



**Tom K.:**

Here is the fundamental problem with defending boring or expensive blockchain games by arguing for them being investments:

**You did not pitch me an investment. You pitched me a game.**

We put an impetus on the ability to openly debate, discuss, critique, and offer feedback on every decision made within the company, allowing for only a few minute exceptions where privacy restricts our ability to share information.

**At Pixie Interactive, we want to foster - not diminish - the value of open, transparent conversation.**

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# Our First Game

Northern Guilds – what it is and  
what's special about it



# Northern Guilds

An epic, fun-first viking MMO

And also our first product release

# About Northern Guilds

Northern Guilds is, at its core, an MMO. Players will find themselves exploring the vast and unforgiving lands of Midgard, Asgard and Jöttunheim.

Our goal is to provide our players with limitless opportunities to fuel their fun and advance their story.



# Integrating our core principles



## Fun-first game design

Northern Guilds is built with a to-the-letter adherence to our commitment to fun-first game design. While we intend to integrate play-to-earn, it must be fun.



## Radical Transparency

By being transparent in development using iterative public tests, we have incredible reaction time against bugs or disliked features.





# Financial

Revenue streams, runway,  
budget

# Revenue Streams

## P2P NFT Rent Royalties

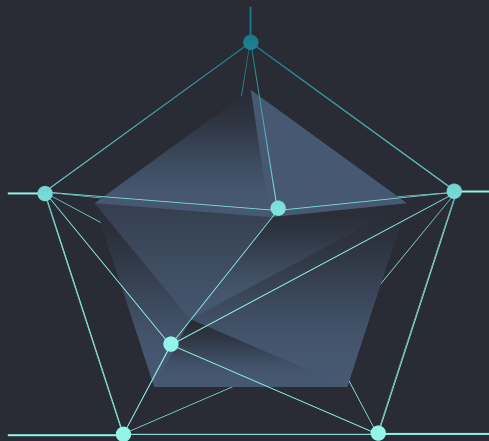
NFT holders rent out NFTs  
to free-to-play players

## Land Sales/Ownership tax

Players will own and tax land. Pixie gets a royalty and raises money from the original land sales.

## Direct-to-Consumer Sales

Pixie will sell vital consumable items to support low market volume moments.



## Secondary Market Royalties

3-5% royalty on all secondary market peer-to-peer sales

## Additional Guild Drops

The projected \$2.6M raise is only from the first of four guilds planned.

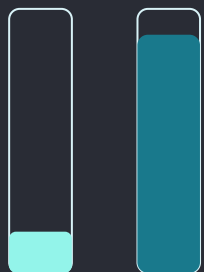
For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# BUDGET

**\$2,688,000**

Expected raise from first sale

## Cost distribution

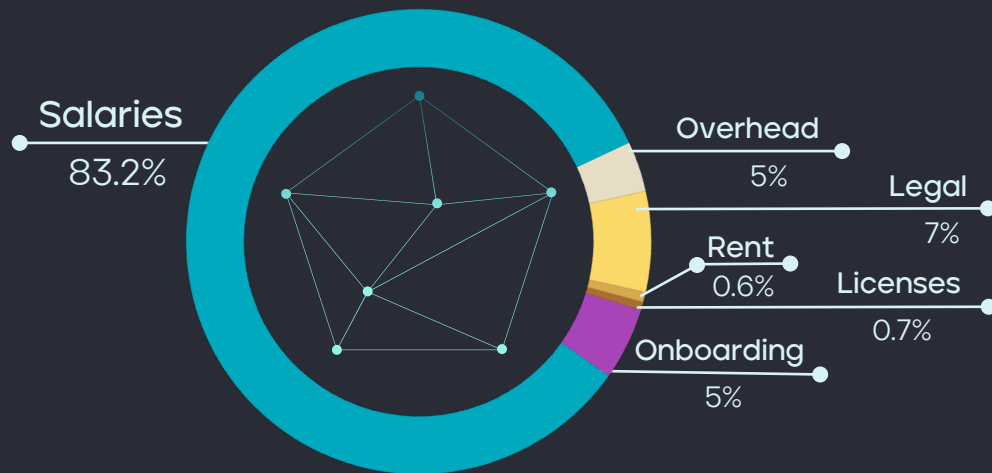


12%



88%

## Expense Categories

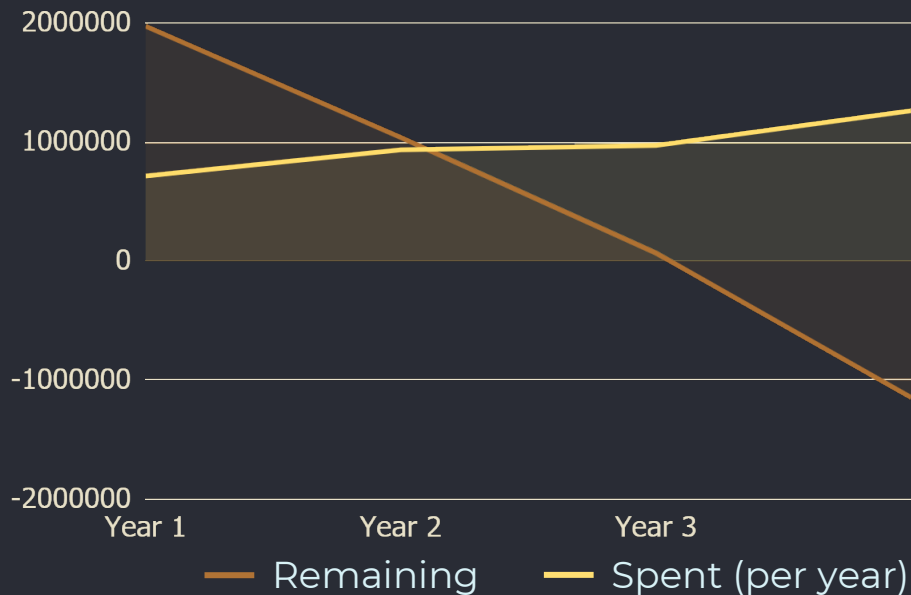


Year 1

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# Runway Projections



While we have a three year runway for development, we expect to implement additional revenue sources long before then

## 3 year runway

Enough to pay for our whole roadmap 1.5x



Months until first additional revenue sources



Year until expected MVP

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# Development Roadmap

Let's talk about time frames

# Roadmap



For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# Development Stages



## Concept

We need a basic overview of the entire game



## Early Prototypes

We find out what works and what does not



## MVP Rollout

True iterative testing begins and public beta opens



## Building the Basics

Progression towards true version 1.0



## Version 1.0

Full release, content expansions begin development



## Expansion

Further support, updates, content, expansions, etc.

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



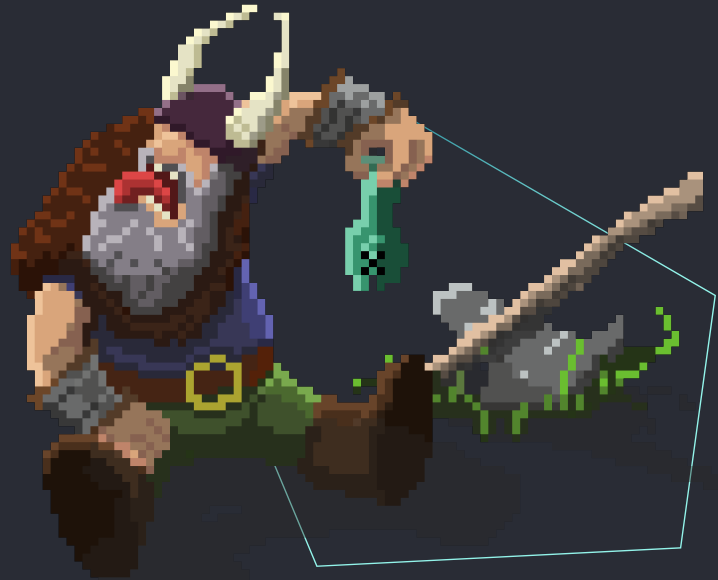
# Market Research

What do we know about the  
blockchain game market?

# Three Examples

- Axie Infinity by Sky Mavis: **1 million daily active players.**
- Ember Sword (Unreleased) by Bright Star Studios: **50,000 Discord members**
- CryptoBlades by Riveted Games: **366,104 SKILL (in-game currency) holders**

Using these metrics, we will project Northern Guilds upon v1.0 to reach an average of the three, 500,000 active players. We believe, we are better than average.



# What We Consider



## Trading Royalties

We benchmark against the trading volume of our three examples to gauge Pixie's earning potential



## P2P Rent Royalties

We believe in open and unrestricted information sharing throughout our company



## Market Growth

At the end of the day, our players vote with their wallets. We bring them in early

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# Trading Royalties

## Axie Infinity

\$756 million traded in 1 month

At 5% royalty, net monthly revenue of  
**\$37.8 million**

## Ember Sword

\$1.1 million traded in 1 month (unreleased)

At 5% royalty, net monthly revenue of  
**\$55,000**

## CryptoBlades

\$123 million traded in 1 month

At 5% royalty, net monthly revenue of  
**\$6.15 million**

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# P2P Rent Royalties

Assuming 500,000 daily active players with 35,000 NFTs circulating (under 10% may hold one), we assume a floor price of 1 ethereum per NFT.

If 5% of free-to-play players rent NFTs at a daily rent price of 5%, 0.05 ethereum, a 5% royalty means a **monthly revenue of \$6.5 million.**



# Market Growth

Axie Infinity has grown from **57,372 players in January 2021** to **1,194,91 players in September 2021**. This trend is repeated across a number of blockchain games signalling increased adoption.

Not to mention the still untapped gaming market is worth a whopping **\$400 billion dollars**. We believe we stand a good chance of breaking into that.

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.



# Investing in Pixie

What you need to know before  
you invest

# Investing in Pixie

1. While Pixie Interactive is primarily pursuing non-dilutive fundraising practices such as our mint events, we are also open to inviting and onboarding angel investors and venture under the right circumstances.
2. Funds raised will be used to develop Pixie Interactive as a company and our first product, Northern Guilds. Extending our runway without having to frequently upsell to our players will be a long-term improvement to the health and stability of Pixie Interactive and its product suite.
3. **Because we believe strongly in our vision and potential, we do vet the investors and strategic partnerships we onboard quite carefully, just like we expect you to vet us all the same. We believe a professional relationship should be symbiotic, mutually beneficial and provide tangible value on both ends of the deal.**

For more information, please read our full Pitch Deck [here](#) or, if you received this pitch deck directly, attached to the same e-mail as this slide show.

# Thanks!

Would you like to discuss further?

If you are interested in investing with  
Pixie Interactive or have further  
questions, comments or concerns,  
please reach out via the information  
below:

[tom@pixieinteractive.io](mailto:tom@pixieinteractive.io)

+45 52 80 25 66

[Pixieinteractive.io](https://pixieinteractive.io)