



Astralsnft.io

JIDAN STUDIO

ASTRALS X MEKKA LAB

MAKING BLOCKCHAIN GAMES FUN AGAIN

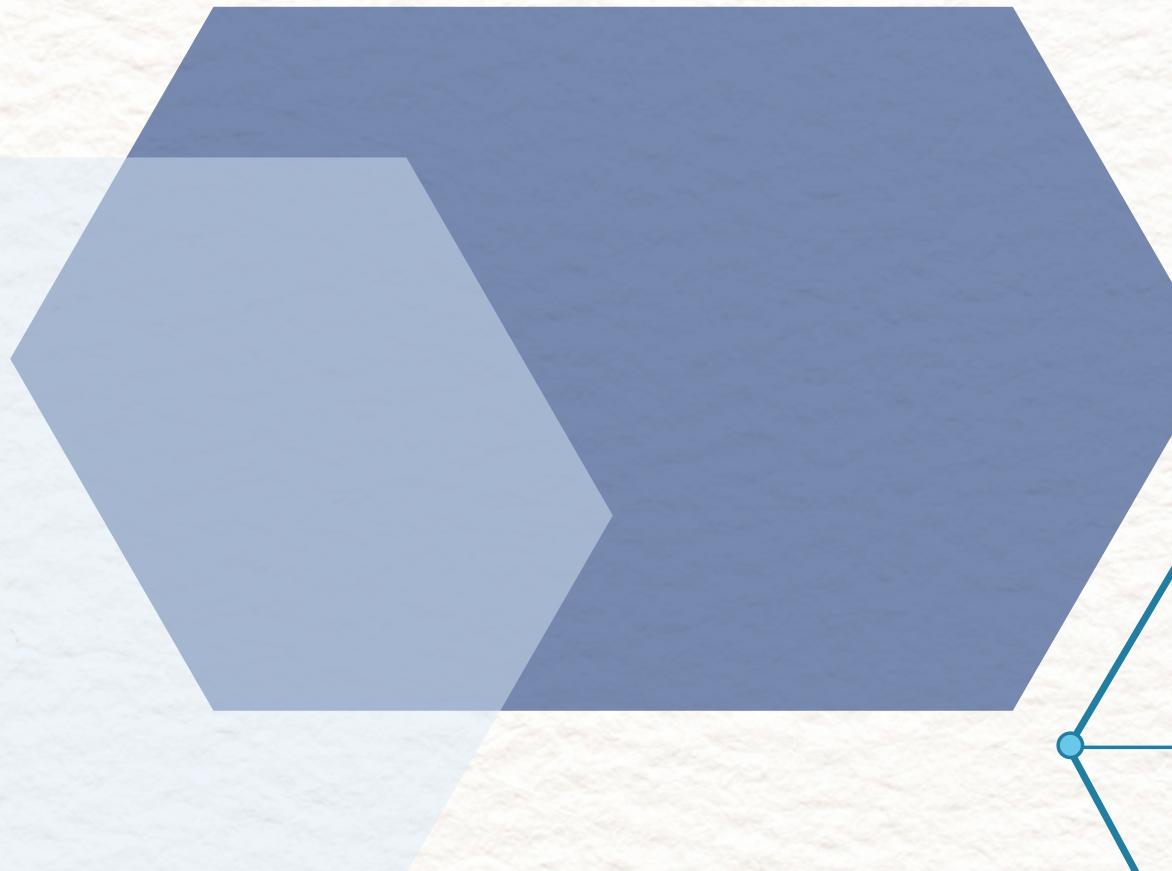


OUR COMPANY

**ASTRALS WAS FOUNDED
ON MAR 9, 2022.**

Our team is comprised of experts and industry leaders in NFT and DeFi.

Jidan Studio was created to develop the ASTRALS Play-to-Earn Mini Game (titled ASTRALS: Way of the Soul) and to lay foundations so that we can continue to innovate in the blockchain gaming industry.





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VISION

Build vibrant and
passionate
communities around
our games.

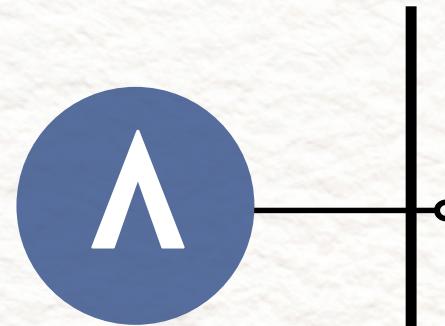
VISION AND MISSION

MISSION

Create blockchain
games that are: Fun
to play / Graphically
appealing / Strategic
and competitive /
Play-to-Earn enabled

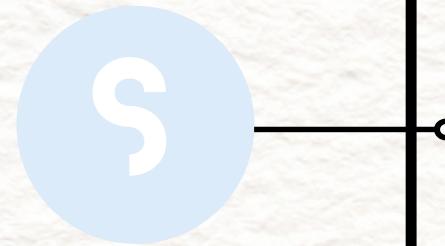


OVERVIEW



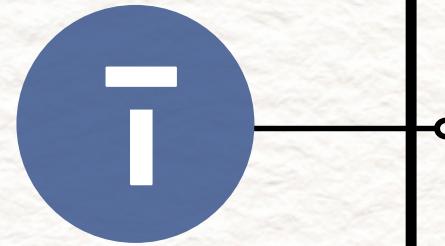
Business Overview

To understand [the plan](#) is the first step to achieve long term success



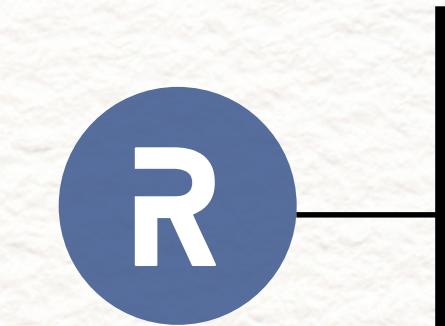
Market Analysis

If you want to understand [today](#), you have to search yesterday



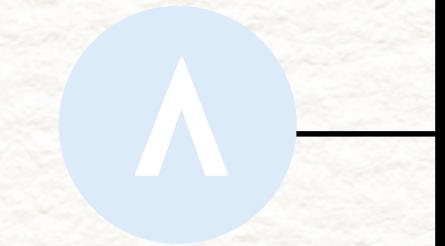
Marketing Plan

Our company was conceptualized with [feasibility](#) and [sustainability](#) in mind



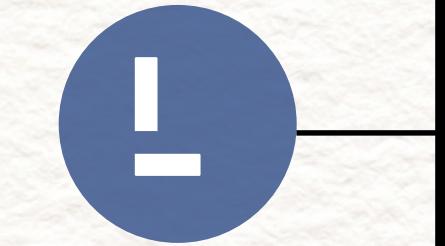
Management Plan

The greatest teams [find](#) a way to win



Operating Plan

To have a vision is one thing, [to know how to get there](#) is another



Financial Plan

Budgets are there to give us the freedom to build



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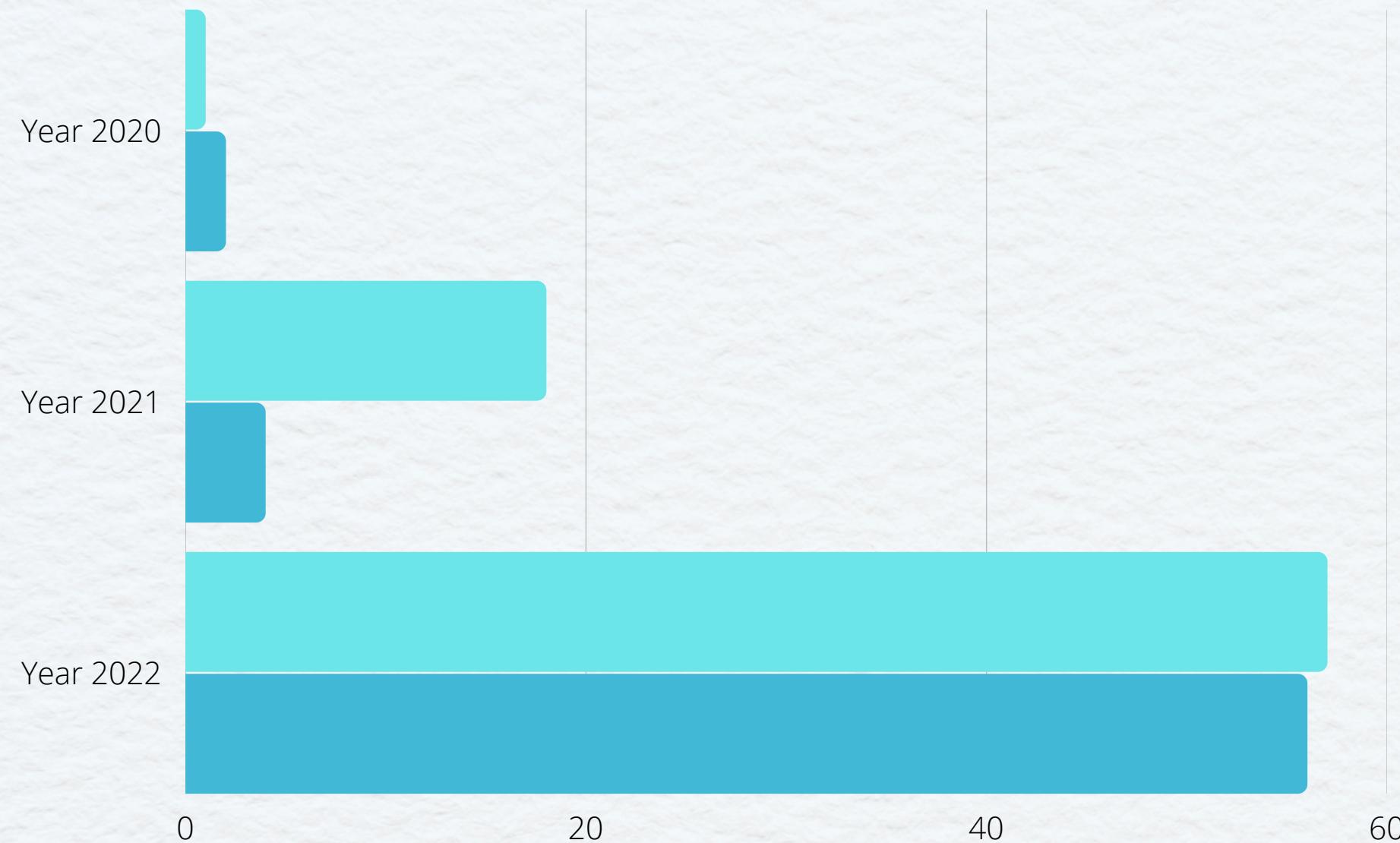
BUSINESS OVERVIEW

UNDERSTAND THE PLAN



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MARKET TRENDS



Market Capitalization by Global Trading Volume (NFT) &
Total Market Cap (GameFi) in Billions of USD.

Source: [intotheblock](#), [coinmarketcap](#), [crypto.com](#)



NFT: Profile pictures
with utility



GameFi: Gamification of
decentralized finance



✗ PROBLEM

ASTRALS
needs a
profitable,
high-quality
mini game for
the Galaxy
DAO in 2022

SOLUTION ✓

Jidan Studio
will build the
game with an
in-house
team of
artists, devs,
and designers



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"[Blockchain] technologies are already beginning to improve the player experience by rewarding players with the ability to earn real-world value."

- CHRIS TREW, CEO OF STRATIS





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OUR COMPETITORS



AXIE INFINITY

A competitive, play-to-earn idle battle game that revolves around NFT collectibles.



SPLINTERLANDS

A decentralized trading card game where players own all the assets in the game.



DEFI KINGDOMS

A cross-chain, play-to-earn MMORPG with a DEX, LP farm, and NFT Marketplace.



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THEM

Axie Infinity and Splinterlands' success is founded on 1v1 PvP strategy game where there is a scarcity of key assets that drives up their value in the play-to-earn economy.

Defi Kingdoms' success is founded on their gamified DeFi protocol.

US

Jidan studio's first title (ASTRALS: Way of the Soul) builds off the underlying economic principles of Axie Infinity, Splinterlands, and Defi Kingdoms that made them so successful, and incorporates them into a tactical deckbuilder-style strategy game with beautiful graphics, immersive gameplay and lore, and strategy depth.



ASTRAILS

WAY OF THE SOUL

CONCEPT ART AND DESIGN



ASTRALS
WAY OF THE SOUL



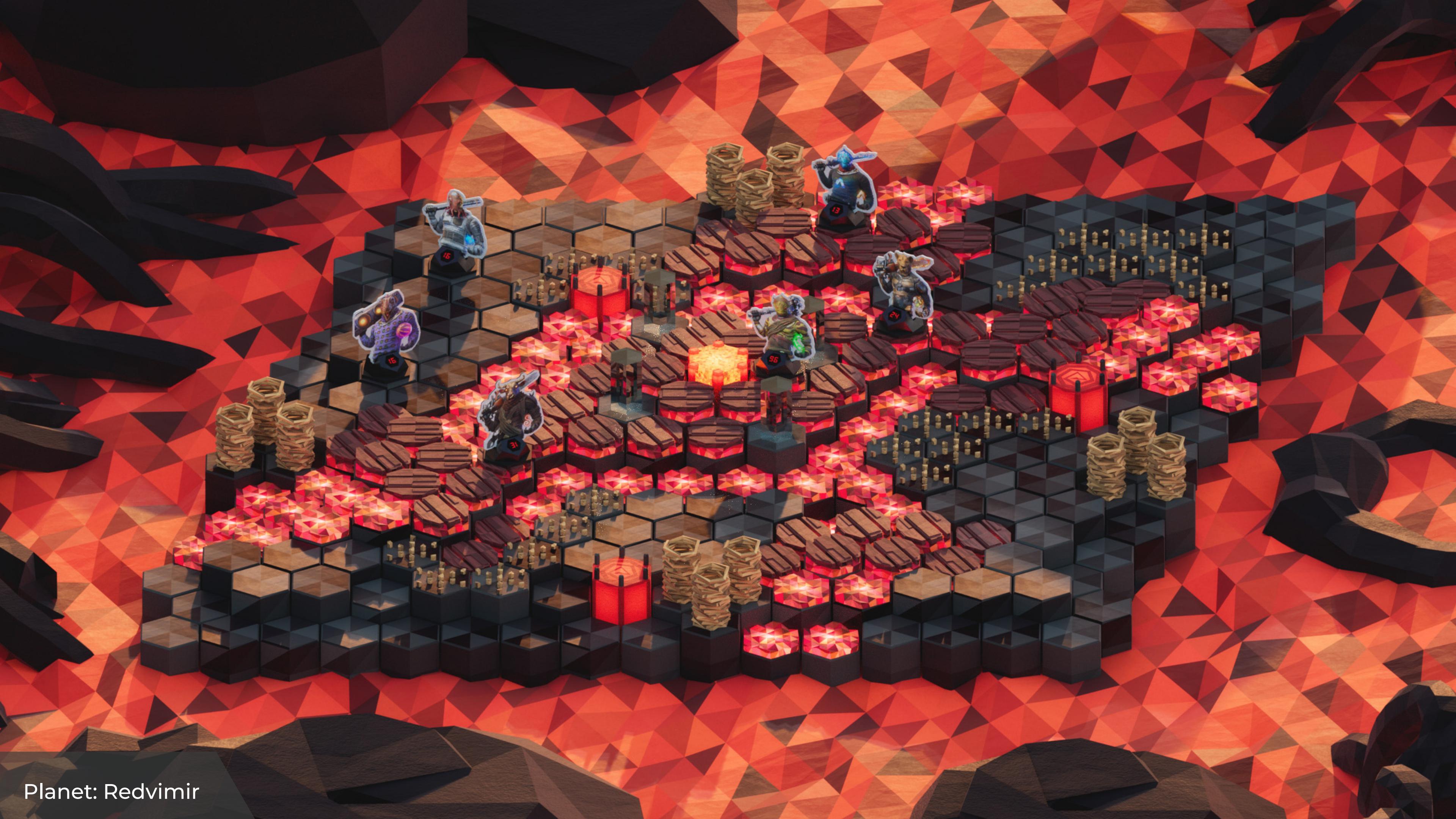
Planet: Harenasa



Planet: Harenasa



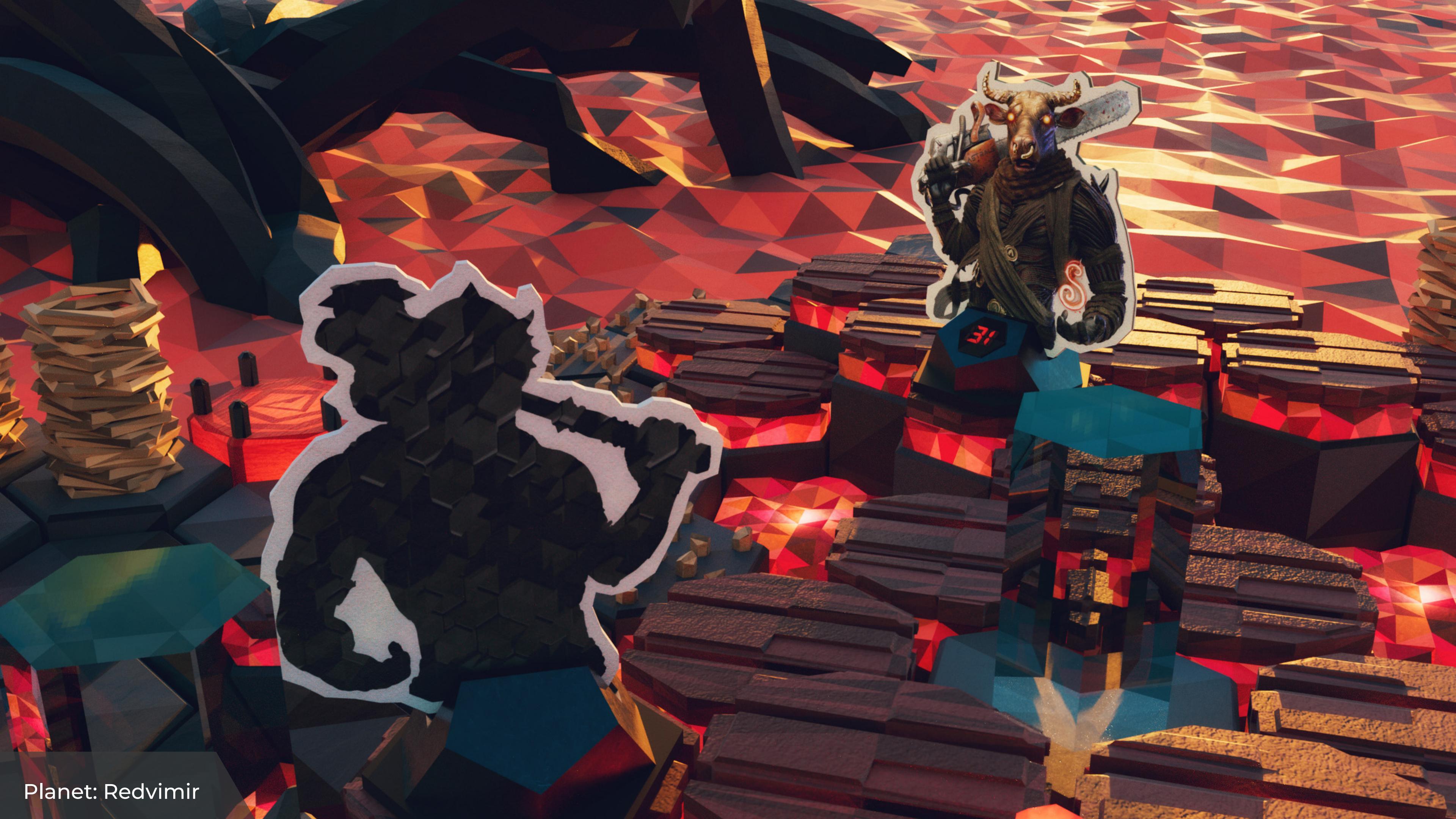
Planet: Harenasa



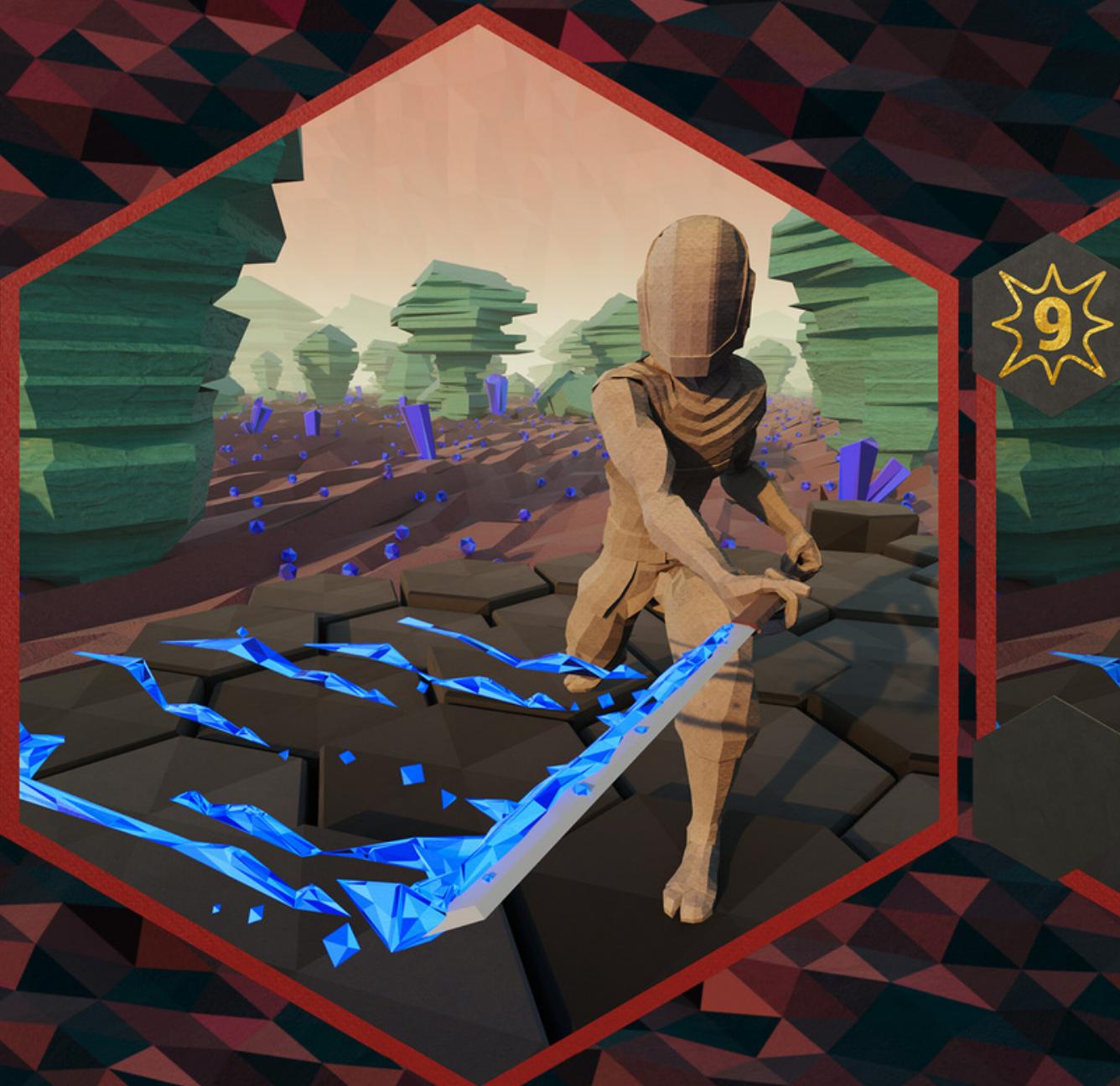
Planet: Redvimir



Planet: Redvimir



Planet: Redimir



9



FLAME SLASH

'Victims of this attack die in awe
of the blue flames beauty'

Deliver a whopping 9 damage to
any target standing next to you.
Receive a paltry 1 defense point in
defence of any counter attack.

1





Card Design

ASTRALS
way of THE Soul



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MARKET ANALYSIS

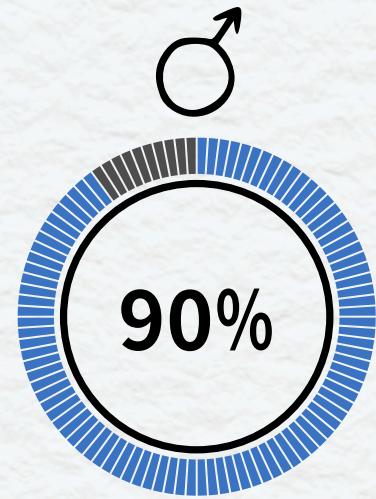
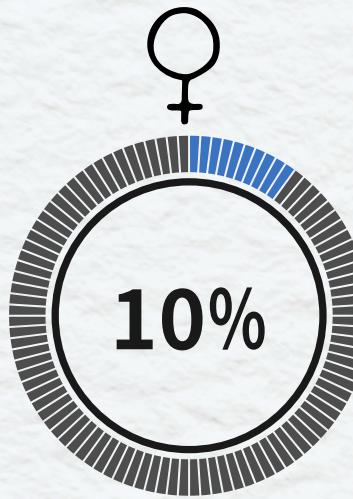
SEARCH YESTERDAY



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OUR TARGET

GENDER



AVERAGE SPEND PER
CUSTOMER:

\$216 USD/YR



AGE

18-34

48%

34-54

33%

55+

19%

GAMING DEVICES

Mobile

61%

Console

52%

PC

49%



MARKET SIZE



ASIA-PACIFIC

22.6 million
gamers that hold
cryptocurrency



N.AMERICA

3.3 million
gamers that hold
cryptocurrency



EUROPE

5.9 million
gamers that hold
cryptocurrency



OTHERS

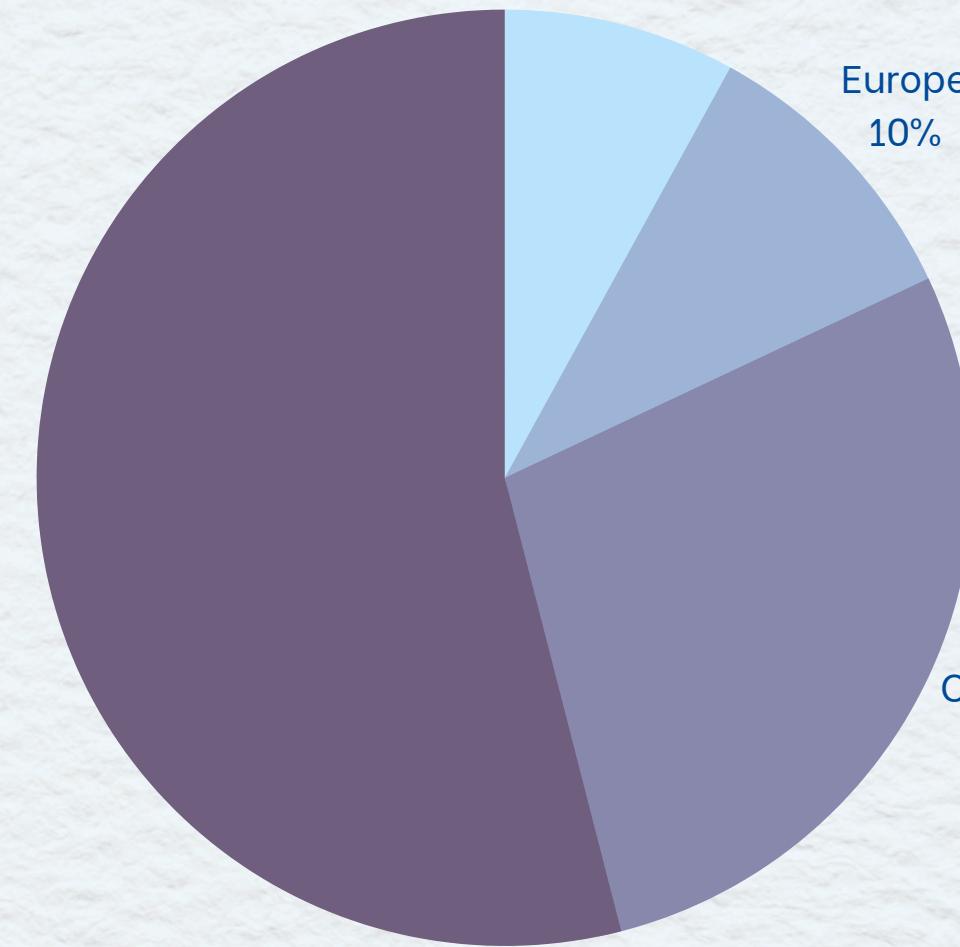
13.4 million
gamers that hold
cryptocurrency

N.America
8%

Europe
10%

Asia-pacific
54%

Others
28%





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COMPETITION ANALYSIS

	AXIE INFINITY	SPLINTERLANDS	DEFI KINGDOMS	ASTRALS: WAY OF THE SOUL
P2E	✓	✓	✓	✓
PVP	✓	✗	✓	✓
PVP	✓	✓	✗	✓
DEFI	✗	✗	✓	✓
FUN	✗	✓	✗	✓



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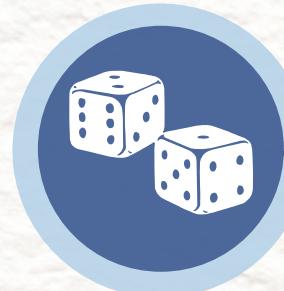
MARKET PLAN

FEASIBILITY AND SUSTAINABILITY



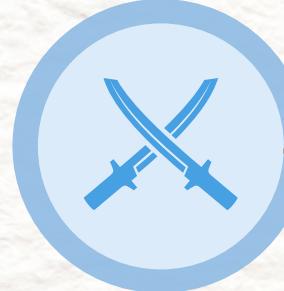
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OUR PRODUCTS



Mini Game

Build the ASTRALS: Way of the Soul



E-Sports

Run our own + partner-run tournaments



Livestream

Sponsor content creators



DEX

Solana spl token + LP token trading



Yield Farm

Gamified yield farming with itemized LP tokens



Item Market

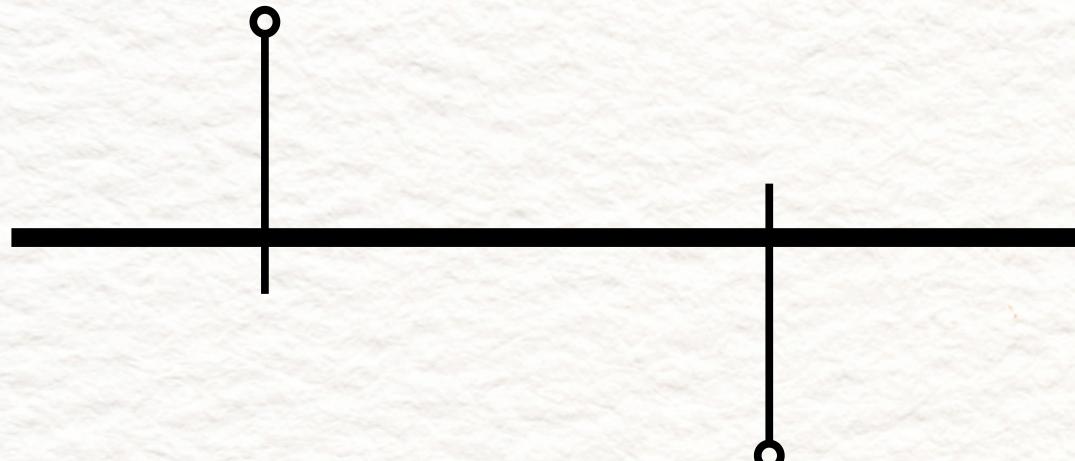
Player-to-Game and Player-to-Player trading



BREAK EVEN ANALYSIS

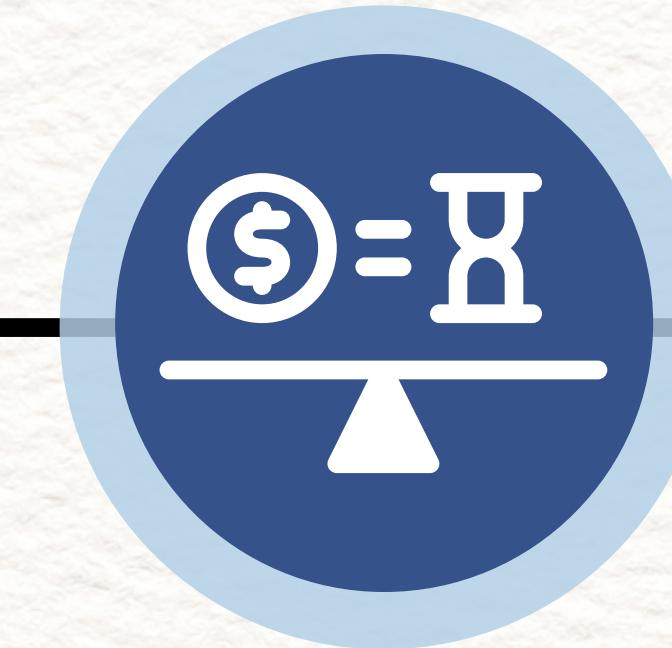
Big Loss

1,000 players will break even
after ~ 2 years



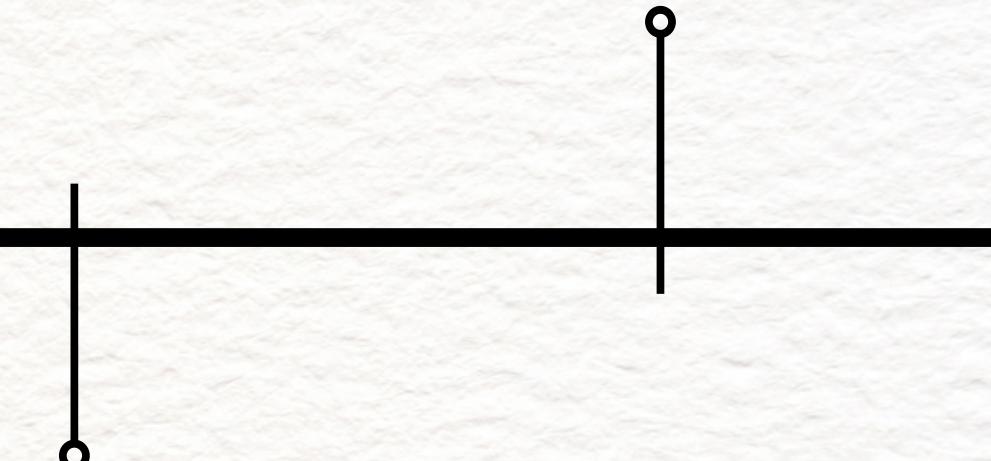
Loss

5,000 players will break even
after ~ 5 months



High profit

400,000 players will net the
DAO 3M USD per month



Profit

25,000 players will start
profiting after ~1 month



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OUR PLANS



\$9.99

- P2E Enabled
- Enable \$SHARD earnings and trading



\$14.99

- Premium Member
- Increase item and \$SHARD drop rates



VARIABLE

- Miscellaneous
- Cosmetic upgrades, Expansions, et



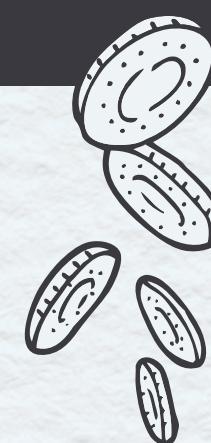


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ASTRAL HOLDERS



**ASTRAL HOLDERS
WILL GET ITEMS
ACCORDING TO
THEIR RARITY**



**ASTRALS WILL
ACT AS PLATINUM
MEMBERSHIP***





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\$20 MILLION
IS THE ESTIMATED RETURN* ON THE
ASTRALS PLAY-TO-EARN MINI
GAME IN YEAR 1.

*This number is not a promise. It is an estimate based on the revenue if the game is very successful

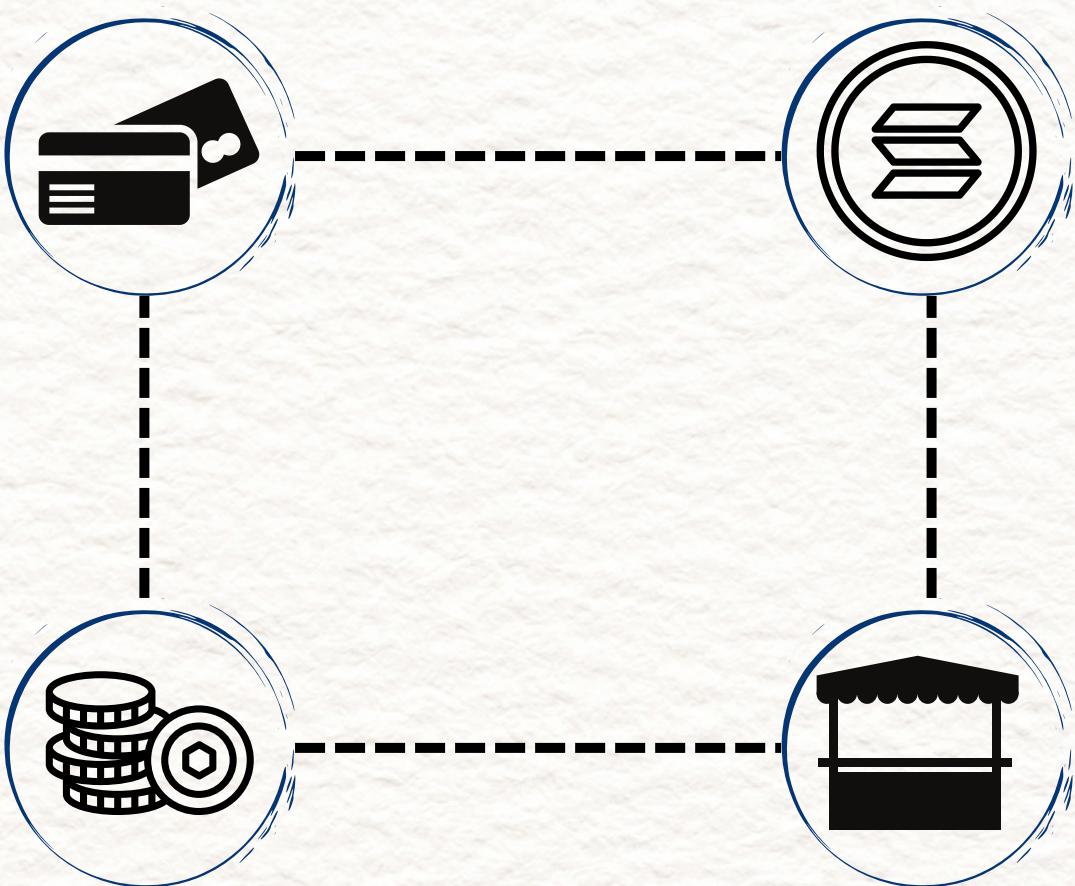


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SALES AND DISTRIBUTION

Credit Card

Integration with existing web2 payment infrastructure



SPL tokens

Partner with other projects to allow payment with SPL tokens

Crypto

Take SOL and other crypto as payment

Item Market

In-game, secondary, NFT liquidity pool



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ADVERTISING & PROMOTION



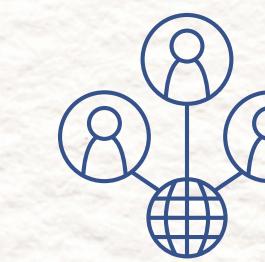
YOUTUBE

Game trailer on youtube ads, paid promotion for content creators



TWITCH

Sponsorship for tournament hosts



SOCIAL

Community raiding rewards program



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MANAGEMENT PLAN

FINDING A WAY TO WIN



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OUR TEAM

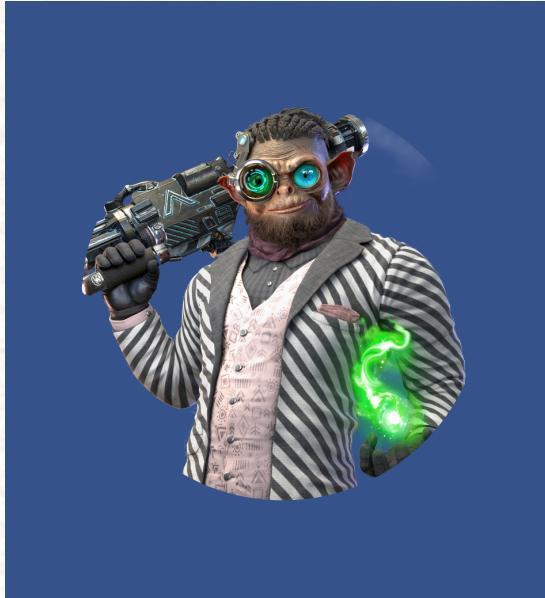


MELONAPPLE

CEO, GAME DESIGNER



FOUNDER, ASTRALS
PM, ASTRALS
CEO, MEKKA LAB
PM, KYOBO GENESIS

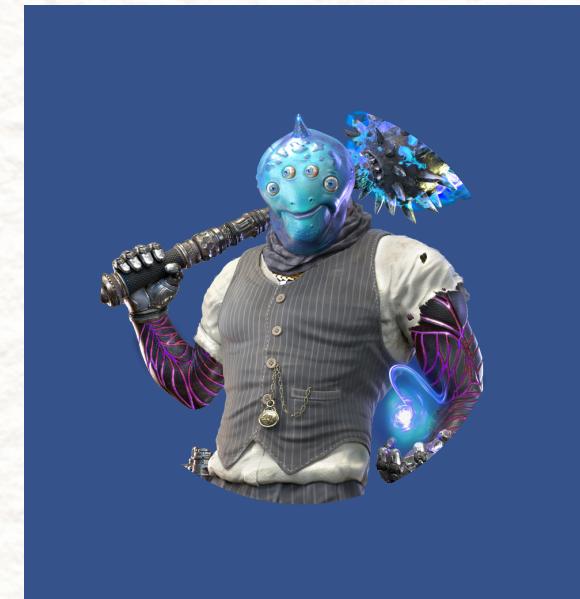


EGGO

CHIEF DEVELOPMENT
OFFICER



FOUNDER, MEKKA LAB
LEAD DEV, ASTRALS



LEE GINGOLD

LEAD ARTIST



LOREMASTER, ASTRALS
ARTIST, GORILLAZ MV
DIRECTOR, BEATLES MV



SHAMAN8

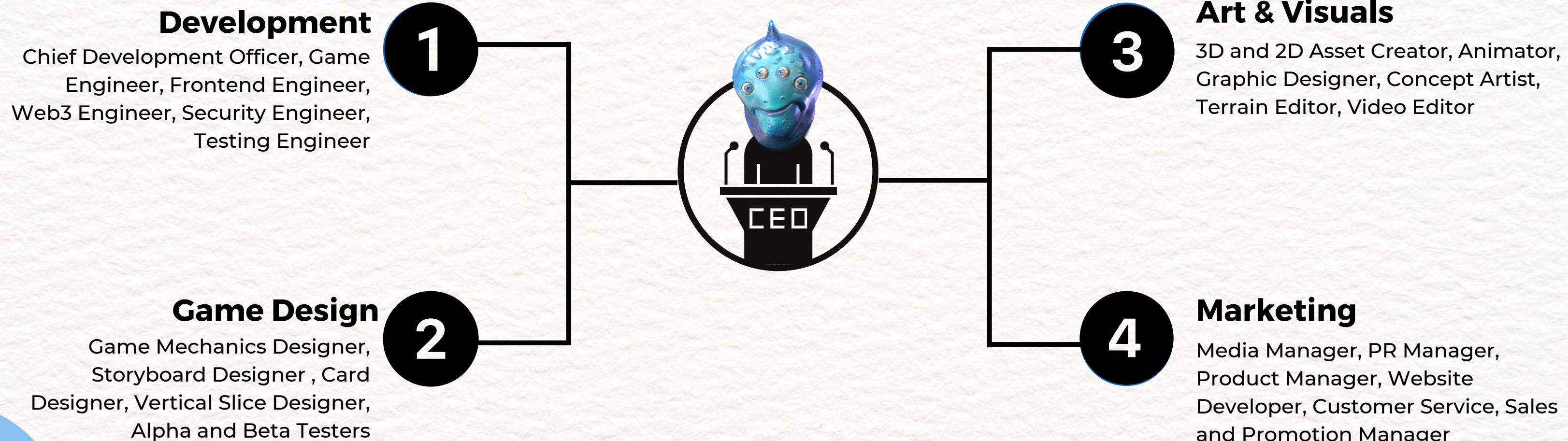
GAME DESIGNER



FOUNDER, ASTRALS
CM, ASTRALS



ORGANIZATIONAL CHART





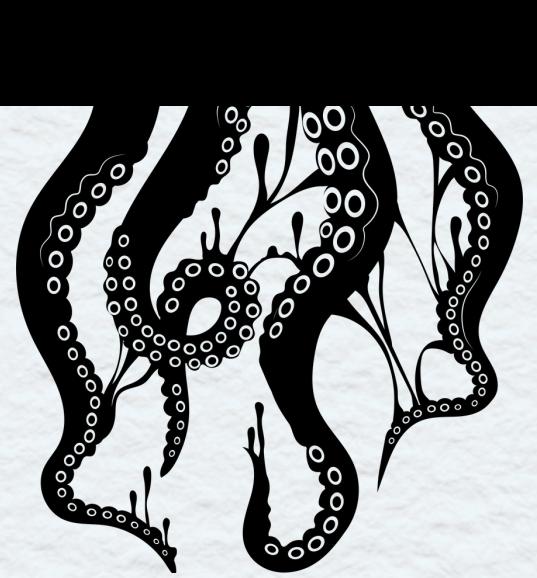
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OUR PARTNERS



ASTRALS

- 10,000 warriors fighting to maintain order in the galaxy



MEKKA LAB

- Staking and other utility service provider for Solana NFTs





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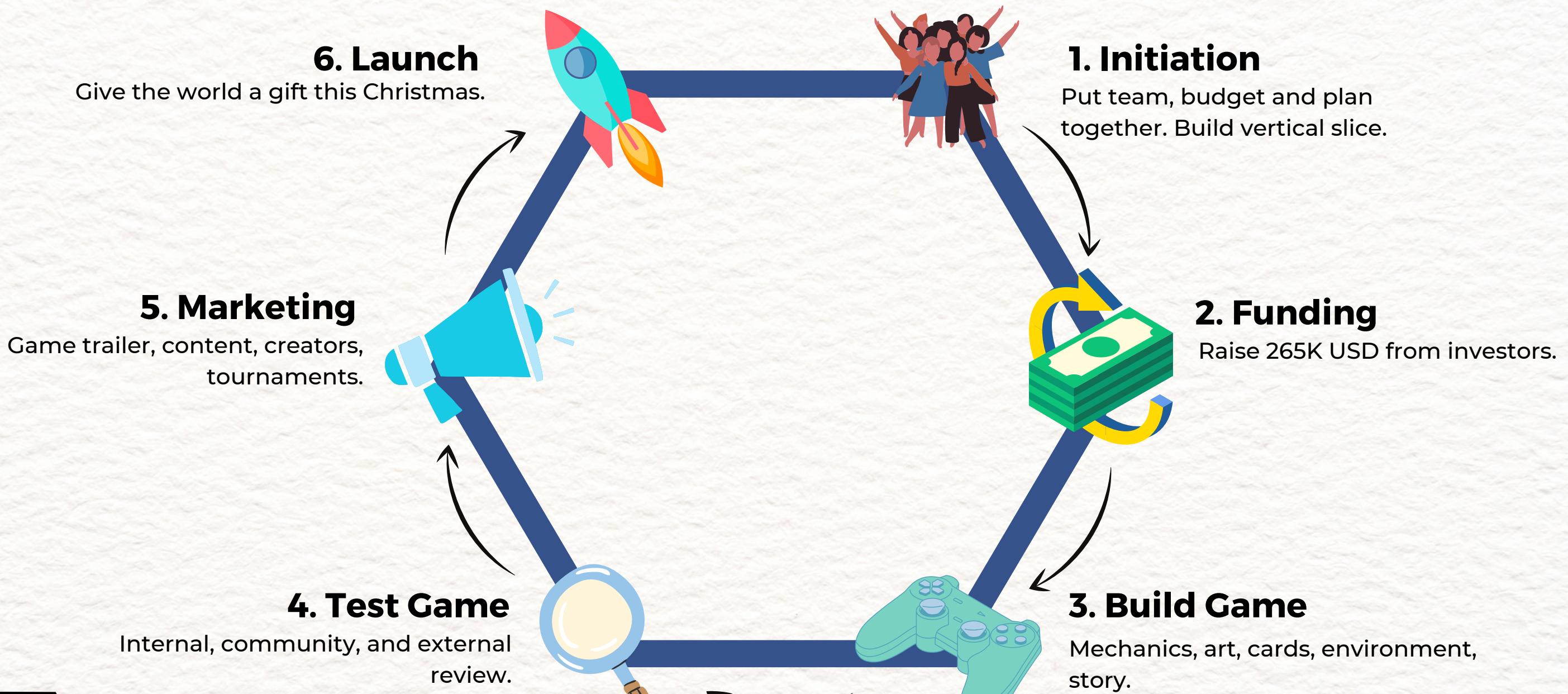
OPERATING PLAN

KNOW HOW TO GET THERE



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OUR PROCESS





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FINANCIAL PLAN

BUDGET TO ACHIEVE FREEDOM



BUDGET SHEET

Team Salaries

\$320,000

- Salaries for the employees of the studio

Business Expenses

\$140,000

- Website, vertical slice, marketing, game servers

Legal/ Accounting

\$40,000

- Lawyer and accountant fees



RETURNED EARNINGS

Investors

400 ASTRALS-WOTS Passes,
\$1,250 USDC per Pass

Operations

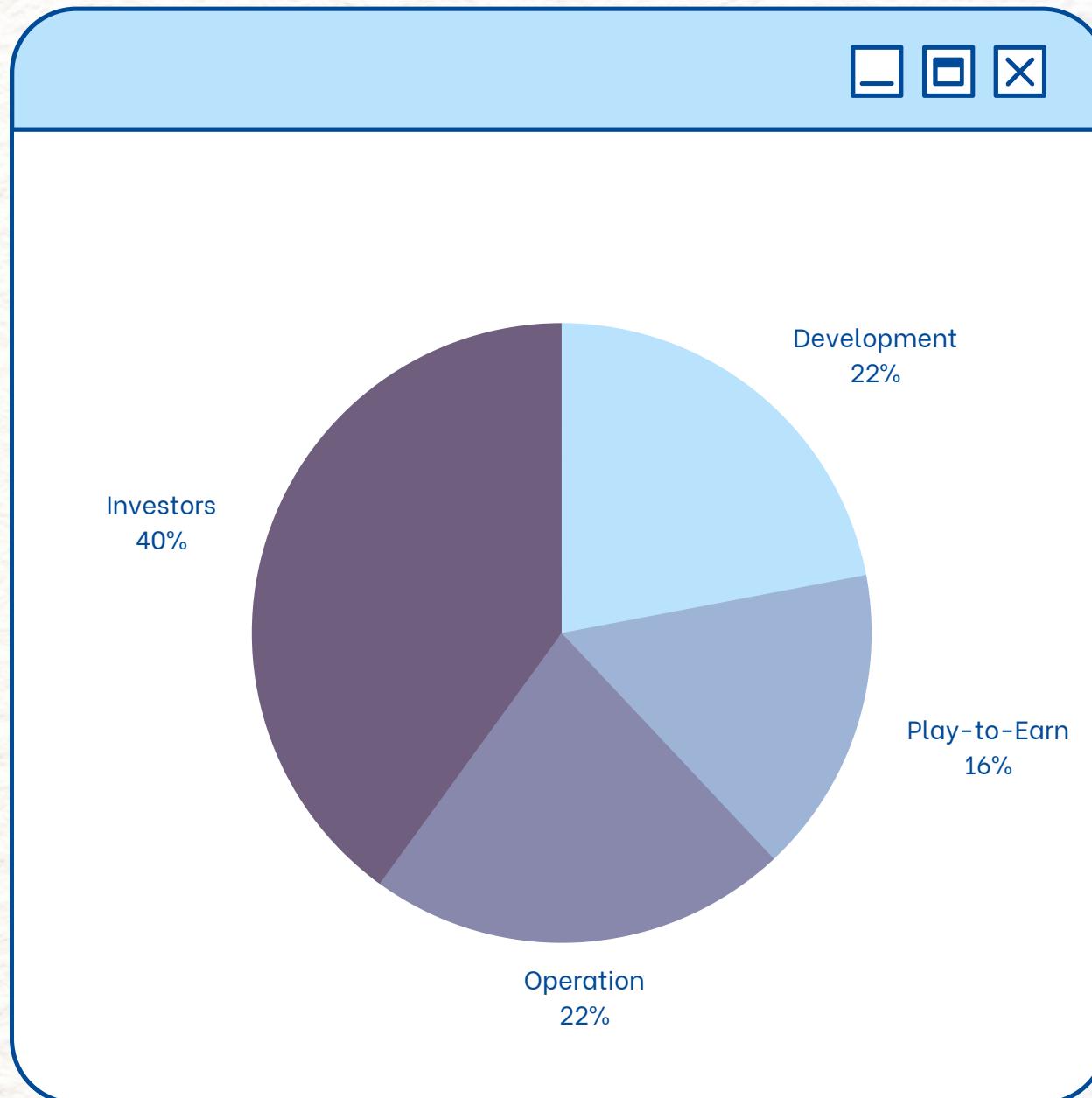
Business expenses, legal and accounting fees, marketing, customer service, maintenance, etc.

Development

Continue to build expansions and games

Play-to-Earn

\$SHARD LP, tournament prizes, sponsorships





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THANK YOU

PLEASE DIRECT ANY QUESTIONS TO MELONAPPLE.

EMAIL: HAN@ASTRALSNFT.IO

TWITTER: @MELONAPPLESS

DISCORD: MELONAPPLE#8885

