

TINYVERSE

STUDIOS

WHY TINYVERSE?

- Two Web3 games in MVP stage of development
- Interoperable game assets across multiple titles
- 30+ veteran team members from EA, Netflix, Disney, etc
- 18k NFTs sold
- Animation TV Series in development
- Top tier partnerships
- TINY token utilized across entire ecosystem
- Initial TINY token raise of \$3 million (USD)

Tinyverse Studios is a multimedia company, focused on creating entertaining and emotionally engaging Web3 experiences.

We are an international team of 30+ full-time professional game developers, filmmakers, marketers and more. Our team is global with our headquarters based out of Vancouver, Canada.

Our inaugural release - Tiny Colony - is the first ever Web3 construction and management game that is currently in the Minimum Viable Product (MVP) stage of development.

The team is presently in development of three additional games, an animated television series and an interactive comic book experience leveraging NFT technology.

“A mighty flame followeth a tiny spark.”

- Dante Alighieri -

VISION

Our mission is to create captivating worlds and engaging stories that gaming communities around the world co-own and enjoy through multiple mediums.

We believe what Web3 game studios are missing is immersive storytelling that allows players to emotionally connect with the games and to glean something more from their experience than simply topping a leaderboard.

Working simultaneously across gaming, NFT and animation markets, we aim to offer a diversified portfolio of entertainment IPs to achieve the largest user base possible.

Through true ownership of virtual assets (NFTs), players will have a completely novel experience of seeing an NFT they own in-game appear in our animated TV series. The excitement and emotional value of that proposition is really at the core of what we are aiming for.

We also aim to expand our partnerships and attract new talent into the team - both proved essential to bringing our first successful product to life.



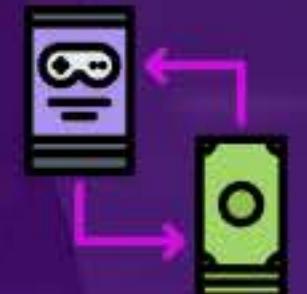
Fun & Engaging



Experienced Team



Broad Adoption



Sustainable Ecosystem



Diverse Portfolio

FOUNDERS



Arshia Navabi - CEO & Co-Founder

Arshia's first introduction to the archetypes of character and the human condition was enabled through the study of psychology. Delving deeper into the dynamics of storytelling, a passion for film was sparked, which in turn led him to pursue an education in Film Production. Since then he has built a diligent presence in the industry, producing and working on a dozen award-winning Films and TV Series (Netflix, Prime, History Channel). NFTs and Blockchain projects have ignited a new-found passion for him. He hopes to influence the industry with his world-building, storytelling and producing knowledge.



Ernest Cheung - COO & Co-Founder

Ernest has been working in the gaming industry for the past decade - seven years of which he worked at Electronic Arts' (EA) Motion Capture Studio. His experience as a Development Manager includes post-production, budgeting, organization, and product delivery. He has worked on major titles like FIFA, Mass Effect, and Need for Speed. The invaluable experience Ernest brings to Tinyverse Studios has proven to be a key asset to the team. He has already overseen the production of two MVPs and is excited to take on more Web3 projects.

CORE TEAM



Topher Bradshaw
CMO



Alex Bogomolov
CFO



Josh Simpson
Partnerships
Manager



Ilya Stavitsky
Project Manager



Mitch Vance
Director of
Operations



Trevor Adolf
VP - Marketing

TEAM



Simon Ryder
Lead Writer



Zach Gurganus
Artist



Kevin Lee
Creative Director



Albert Poblete
Art Director



Elmira Kuznetsova
Project Coordinator



Trevor Bidlack
CTO



Boyd Veger
Animator



Luigi Salas
Artist



Victoria Gubanova
Web / UI



Kish Kurupath
Community Manager



Roman Musayelyan
Web Developer



Sangmin Baek
Artist



Marta Glukhova
Web / UI



Ricky Bandelin
Digital Marketing



Joseph Chan
Marketing Asst



DR. CORPSE
Composer



Karan Shah
Software Engineer



Kristin Moore
Graphic Design

ADVISORS



iJustine
Influencer
Tech & Gaming



7m subscribers



Dan Hibell
Senior Analyst
Yield Guild Games



Justin Kan
Co-founder
Twitch & Fractal



Danny Wilson
Partnerships
Illuvium



David Wurtz
Co-founder
Fractal & Google Drive



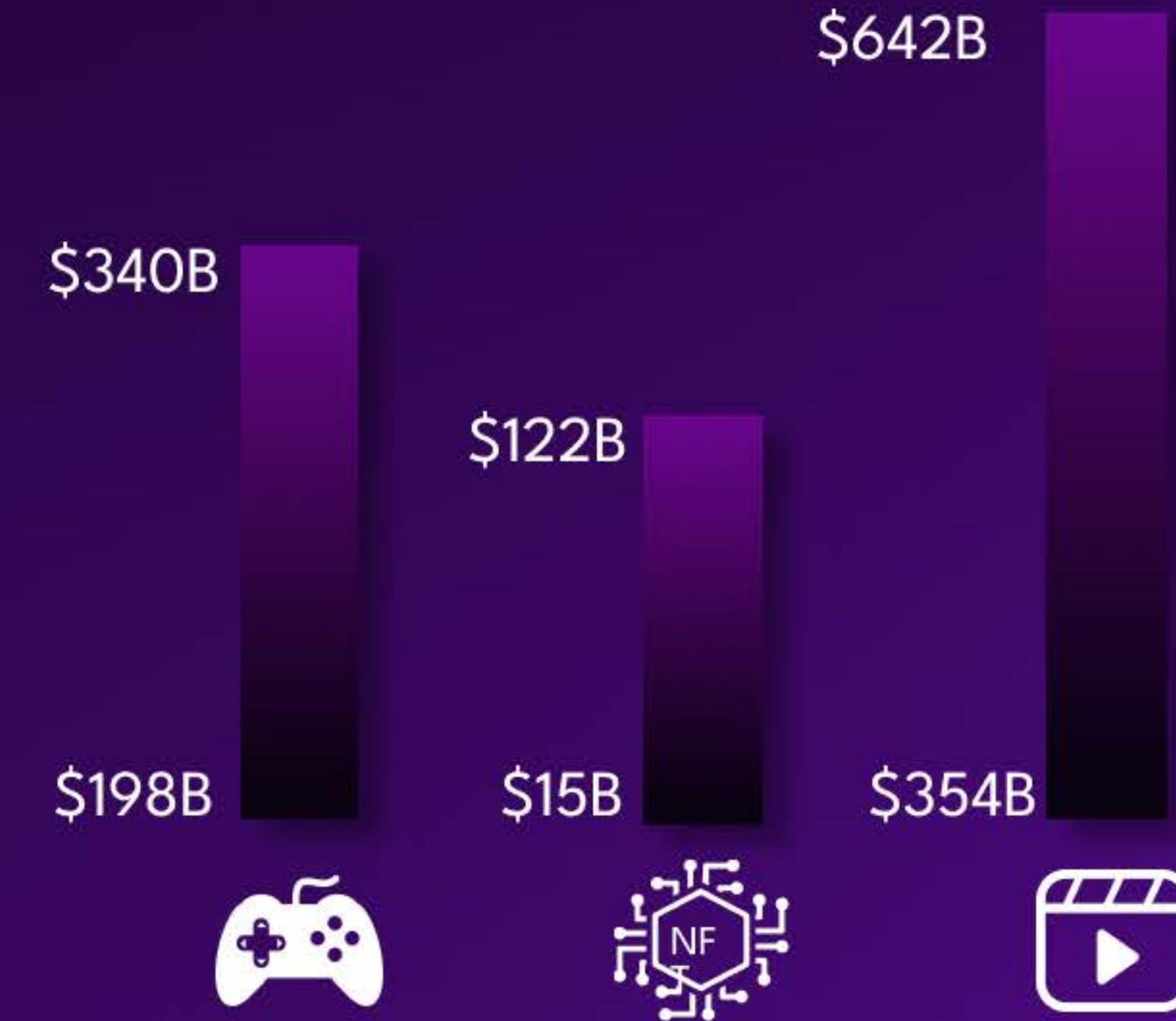
Rodney Hu
Serial Entrepreneur
Business Consultant



MARKET OPPORTUNITY

Tinyverse Studios will capture 3 major markets:

- The gaming market which was valued at \$198 billion in 2021, and is expected to reach \$339.95 billion by 2027.
- The Non-Fungible Tokens (NFTs) market which was valued at \$15.70 billion in 2021, and it is expected to reach \$122.43 billion by 2028.
- The animation market which was valued at \$354 billion in 2020, and is expected to reach \$642.5 billion by 2030.



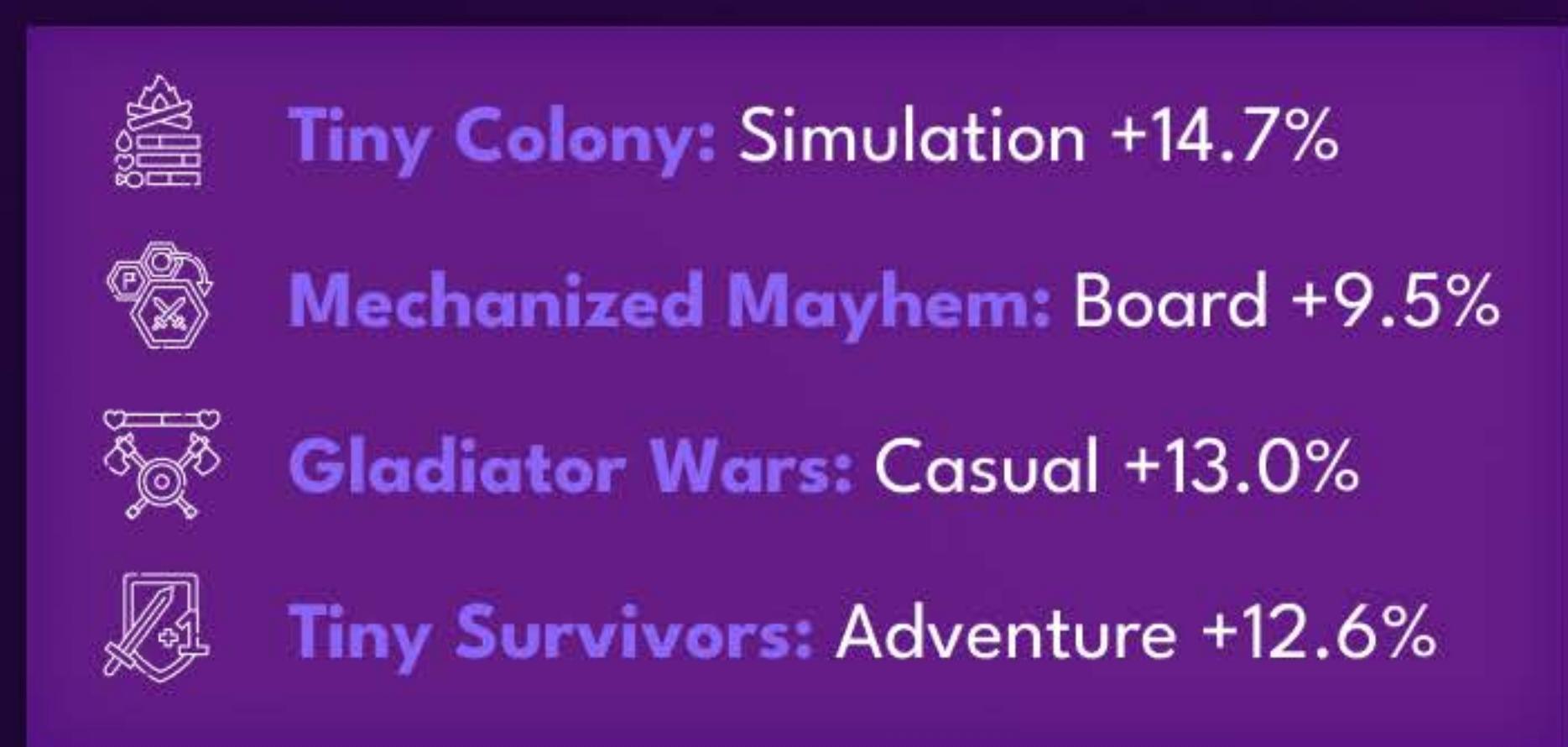
There is a wide open opportunity for an indie game studio to come in and claim a considerable slice of this market. The large and established gaming studios are slow to transition to a Web3 approach out of fear of disrupting their traditional model.

TARGET GENRES

When deciding on game genres, we focused on two main factors:

- Target a genre that has positive growth and user retention.
- Ensure that the game genre facilitates the ability to tell our story the way we want.

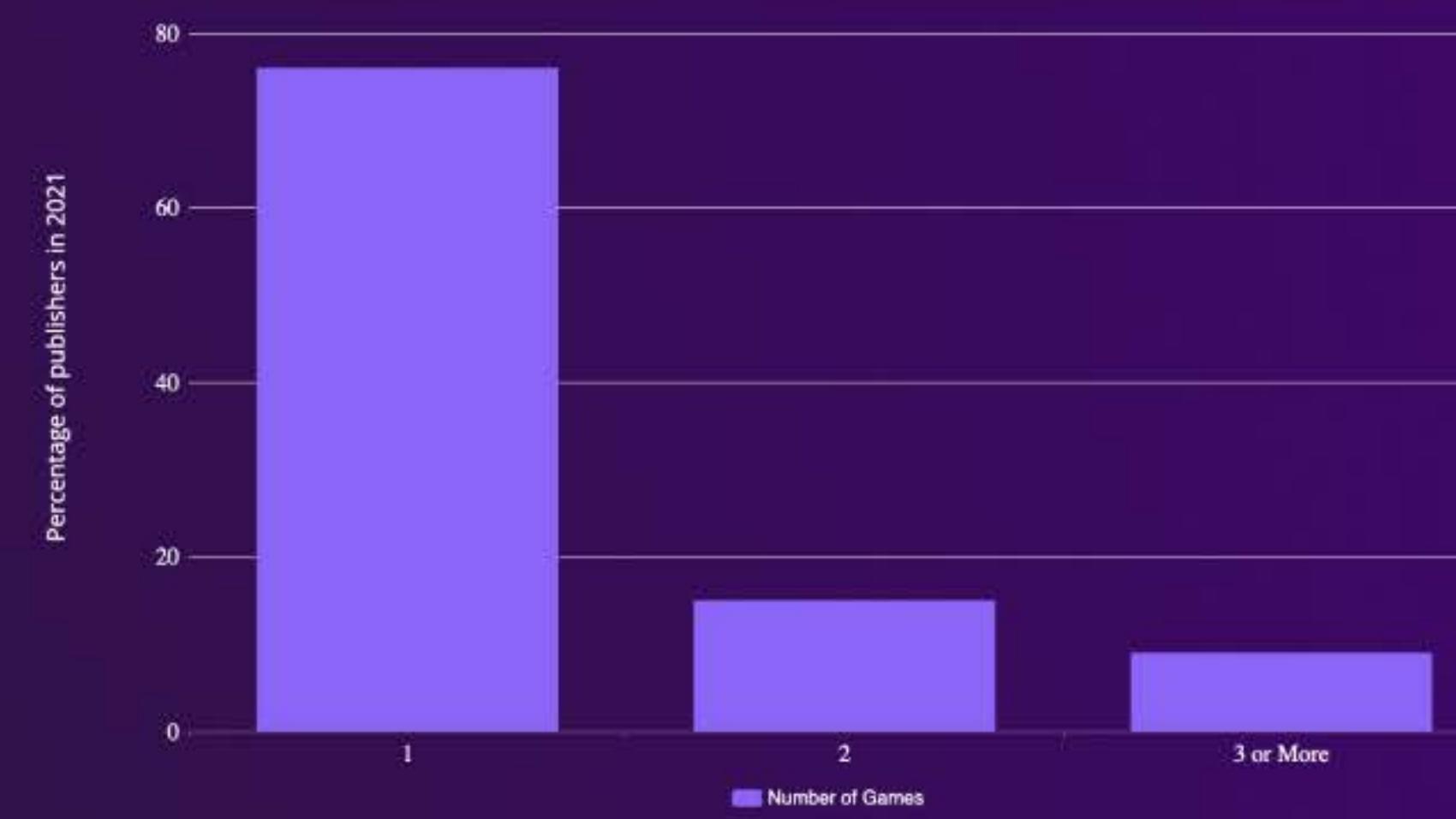
Each game in our pipeline ticks the boxes for both of these criteria and allows us the opportunity to creatively utilize 4 different genres. Developing a fun, high-quality, and engaging game is paramount.



The chart shows the number of games published using Unity between 2020 and 2021 by genre. The number of games dropped for the casino and sports categories, while simulation, adventure puzzle and casual games saw the most growth.

DIVERSIFIED PORTFOLIOS OUTPERFORM

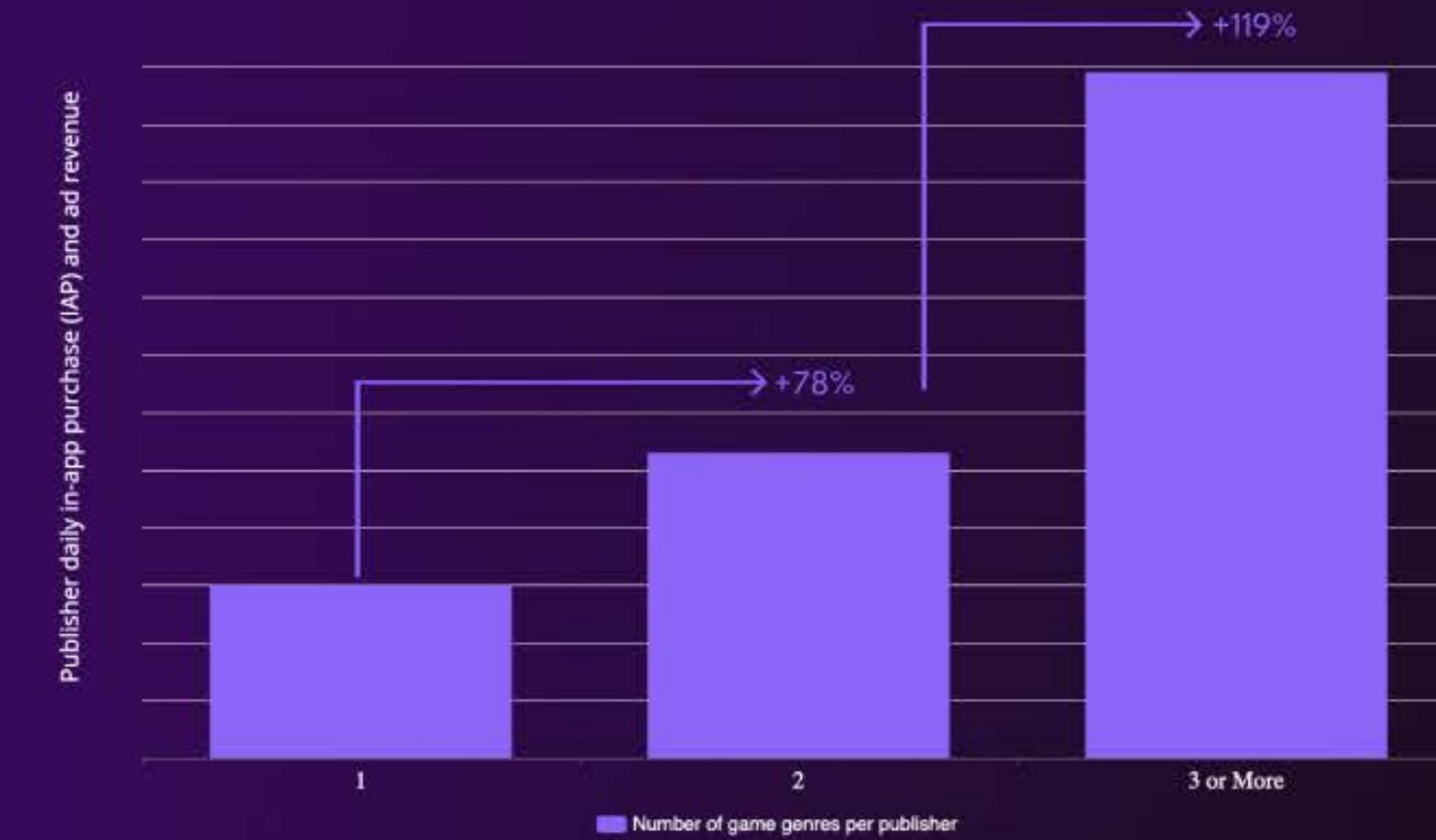
Chart A



Many developers specialize in just one genre of game. As Chart A shows, 76% of developers publish only a single kind of game.

But there are significant financial upsides to diversified portfolios, as Chart B indicates.

Chart B



Developers that publish three or more styles of games have daily revenue 119% higher than developers that publish only two kinds, which in turn have 78% more revenue than those that only publish one. (That's roughly a 197% jump from single-genre publishers to those that publish three or more.)

ASSET OWNERSHIP

Web3 technology provides a secure and transparent process to trade and upgrade in-game assets, facilitating a new category of gamer. Users that are invested in the experience emotionally, competitively AND financially will continue to drive the growth of Web3 gaming.

“Web 3 gaming, or GameFi, has transformed the crypto world, accounting for 49% of the industry’s blockchain usage.” - Coin desk

The value a Web3 gamer can now extract from the time, effort, and money spent will promote maximum engagement within the product, brand, and community.

With the advancing interoperability of NFTs, developers can utilize this technology within their ecosystems that will have a driving impact on the user experience as a whole.



INEVITABLE SHIFT TO ASSET OWNERSHIP

The shift to Web3 gaming seems inevitable, with the single most obvious catalyst of this change being asset ownership. It is exciting that gamers, for the first time, can utilize their game assets in innovative ways.

As Web3 technology continues to advance, there will be no room left for traditional gaming studios to sell assets that are under their custody.

Game studios will have to make a choice: adopt new tech to please their users or be left behind like Blockbuster Video.

The shift has not been lost on venture capitalists. The appetite among investors has precipitated a cascade of investments: in the month of May 2022 alone, \$3 billion flowed into Web3 gaming projects, validating the inevitable.

We are also seeing major companies pivot towards capitalizing on this massive opportunity. Facebook has now famously changed their name to Meta, going all in on the concept of the metaverse, which asset ownership is a foundational layer of. Companies like Nike and Adidas have already rolled out their first line of NFTs which has signaled the beginning of this historic shift to true asset ownership.



OUR STRATEGY

We aim to expand into a full-fledged multimedia company. Our current game, Tiny Colony, will fall under the Tinyverse umbrella along with Mechanized Mayhem, numerous other games, an animated TV series and interactive online experiences.

In order to accommodate simultaneous development of all Tinyverse projects, we would continue to expand our team. Tinyverse is already attracting highly experienced professionals in gaming, television, and media companies. We intend on bringing in more talent to contribute to the growth of our long-term vision.

The connections we have established and our knowledge in the Web3 space allows for a distinct advantage when it comes to addressing the unique challenges of smoothly onboarding users in the space.

Our animated TV series allows us to target a larger audience for user acquisition and revenue generation streams. Its' importance cannot be overstated. It will serve us a massive magnet to attract gamers from around the world to our games where they can then deepen and diversify their relationship with the Tinyverse.



IN DEVELOPMENT



Construction & Management Base Defence Simulation

In Tiny Colony, players build and grow advanced Ant Colonies and defend their base against dark forces that roam the underground.



Deckbuilding Turn-based Fighting

In Mechanized Mayhem, players can battle against one another in an exciting 1v1 turn-based robot battle, featuring positioning mechanics.

GLADIATOR WARS

Players fight one another in a fast-paced 1v1 battle using their character NFTs from the Tiny Colony game. Winners of battles are rewarded with loot NFTs that can be applied to their characters.

MVP



TINY COLONY Animated Series

The Tinyverse animated series will re-imagine the pixelated world of Tiny Colony as a classical animation.

DEVELOPMENT

TINY SURVIVORS

A co-op survival game where players battle waves of dark creatures trying to breach their stronghold. Progression of XP and NFT rewards carry through Tiny Colony, Gladiator Wars, and Tiny Survivors.

DEVELOPMENT

DEVELOPMENT



TINY COLONY



17,000+ NFTs Sold



MVP Live



Token Raise \$3mil



30+ Global Team



65K Members



36K Followers



MM MECHANIZED MAYHEM

Mechanized Mayhem is a collectable trading card game with a unique movement mechanic. Players will be able to customize their decks, utilize unique 3D characters, and battle with rival players as they climb the leaderboard and cement their legacy. The game will also feature an original single player board game style campaign with diverging storylines based on the player's choices.

The winning player is rewarded with loot and points towards the leaderboard. The losing player will lose some of their leaderboard points.

Mechanized Mayhem is designed as a mid-core PVP game targeting an audience ages 12 - 40.

Trading Card Packs and Character Skins for the game can be purchased with USDC or TINY through the Tinyverse Bazaar or awarded for winning matches.



GLADIATOR WARS

Rival players control their Character NFTs in a one-on-one PVP challenge in the fast paced, action packed game, Gladiator Wars!

The game centers around two rival ants who have found themselves trapped in the bottom of a hole that is quickly filling up with water! The players must build their way out of the hole while also battling their opponents and sabotaging each other's builds.

The winning player is rewarded with loot, TINY and experience points for their NFT. The losing player will lose some of their NFT's Experience Points.

Gladiator Wars will be designed as a mid-core PVP game targeting an audience ages 12 - 40.

Equipment and consumable items for the game can be purchased with USDC or TINY through the Tiny Bazaar or awarded for winning matches.



TINY SURVIVORS

With Tiny Survivors, up to 4 players can assemble a squad of their Character NFTs and test their might against waves of dark creatures released in the arena. Players will have to navigate through the fog of war to find resources that will bolster their stronghold against the increasingly powerful creatures attempting to reach them.

Tiny Survivors will be designed as a mid-core PVE game targeting an audience ages 12 - 40.

Equipment and consumable items for the game can be purchased with USDC or TINY through the Tinyverse Bazaar. Players will also increase the drop-rate for NFTs the longer they manage to survive the onslaught.



TINY COLONY ANIMATED SERIES

The Tinyverse animated series will re-imagine the pixelated world of Tiny Colony as a classic-style animation that showcases the different Ant Kingdoms, their deep history, and the beloved characters from the Tinyverse game series.

We have completed the deck for the show and have opened a writers' room to develop and write the pilot episode of the series.

Upon receiving a green light, we will be approaching our vast network of producers, studios and networks, to bring the Tinyverse to life! With our experience in Film and TV, this is a step that we are incredibly excited for.

The Tiny Colony Animated TV Series would be the first of its kind:

The first animated TV Series to be adapted from a blockchain game.



REVENUE GENERATION

With each game release from Tinyverse Studios, there will be an upfront revenue generation event in the form of an NFT mint. Subsequent mints for each game will have several variables including IP roadmap and market conditions. Each game will offer in-game consumables and various microtransaction to generate fees.

The ability to generate revenue from marketplace fees is unique to Web3 gaming. With several popular NFT marketplace options (OpenSea, Magic Eden, Fractal) royalties are still collected for each NFT sold.

As you can see on the right, there are common revenue streams with each IP, however, some are unique to gameplay, enhancement, etc.



TINY COLONY

- Cloning fees
- Genesis Mint Pt2
- Mythical Mint
- Marketplace
- Transaction fees
- In-game purchases
- Merchandise



- Ranked pass
- NFT card sales
- Expansion skins
- Marketplace
- Transaction fees
- In-game purchases



- Ranked mode
- Marketplace
- Transaction fees
- Item skins
- Character skins
- In-game purchases



- Ranked mode
- Marketplace
- Transaction fees
- Stronghold skins
- In-game purchases



- Licensing
- Merchandising
- Advertisement



- In-game ads
- Marketplace ads
- Cross-game skins
- Animation ads
- Website ads

ROADMAP	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Future
 TINY COLONY	Base Game Launched	1st Expansion	2nd Expansion	Continued Expansions	Continued Expansions	Continued Expansions
 MYSTIC MONSTERS	Production & Early Access	Base Game Launched	1st Expansion	eSport Tournaments	2nd Expansion	Continued Expansions
 GLADIATOR WARS	Pre-Production	Production & Early Access	Base Game Launched	1st Expansion	eSport Tournaments	2nd Expansion
 TINY SURVIVORS	-	Pre-Production	Production & Early Access	Base Game Launched	1st Expansion	eSport Tournaments
 TINY COLONY Animated Series	-	Development	Season 1	Season 2	Season 3	More Seasons

TINY BAZAAR / TINY UTILITY



TINY (TinyBits) will be the main utility token used in all Tinyverse Studio Games.

TINY will harness the following utilities:

- Governance
- Staking Pools
- Upgrading NFT Stats
- Item Shop Consumables
- In-Game Resources

Different IPs will utilize TINY in unique and rewarding ways that will enhance the gaming experience.

The Tiny Bazaar, an in-game marketplace, allows players to buy and sell NFTs and purchase in-game consumables.

The Tiny Bazaar will have two main components: the **P2P** section and the **Item Shop**.

The P2P section will have a clean and intuitive UI/UX and have the same functionality as OS, ME, and Fractal.

The Item Shop is a section of the Tiny Bazaar where players can purchase in-game consumables to enhance their gaming experience.

Why would people use the Tiny Bazaar?

0% fees for the first year (user acquisition)
Detailed explanations for all NFTs (cannot be seen on other marketplaces).

\$169,050,4

FINANCIAL PROJECTIONS

Revenue Streams in the 5 Year Revenue Projection chart include:

- NFT sales
- Cloning (breeding NFTs)
- NFT rentals
- In-game purchases
- Marketplace transaction fees
- Ranked modes
- Mobile ad revenue
- Tiny Bazaar

Individual revenue streams are broken down into greater detail in our Financial Projections Appendix.



\$24,625,511.06

\$10,606,155.22

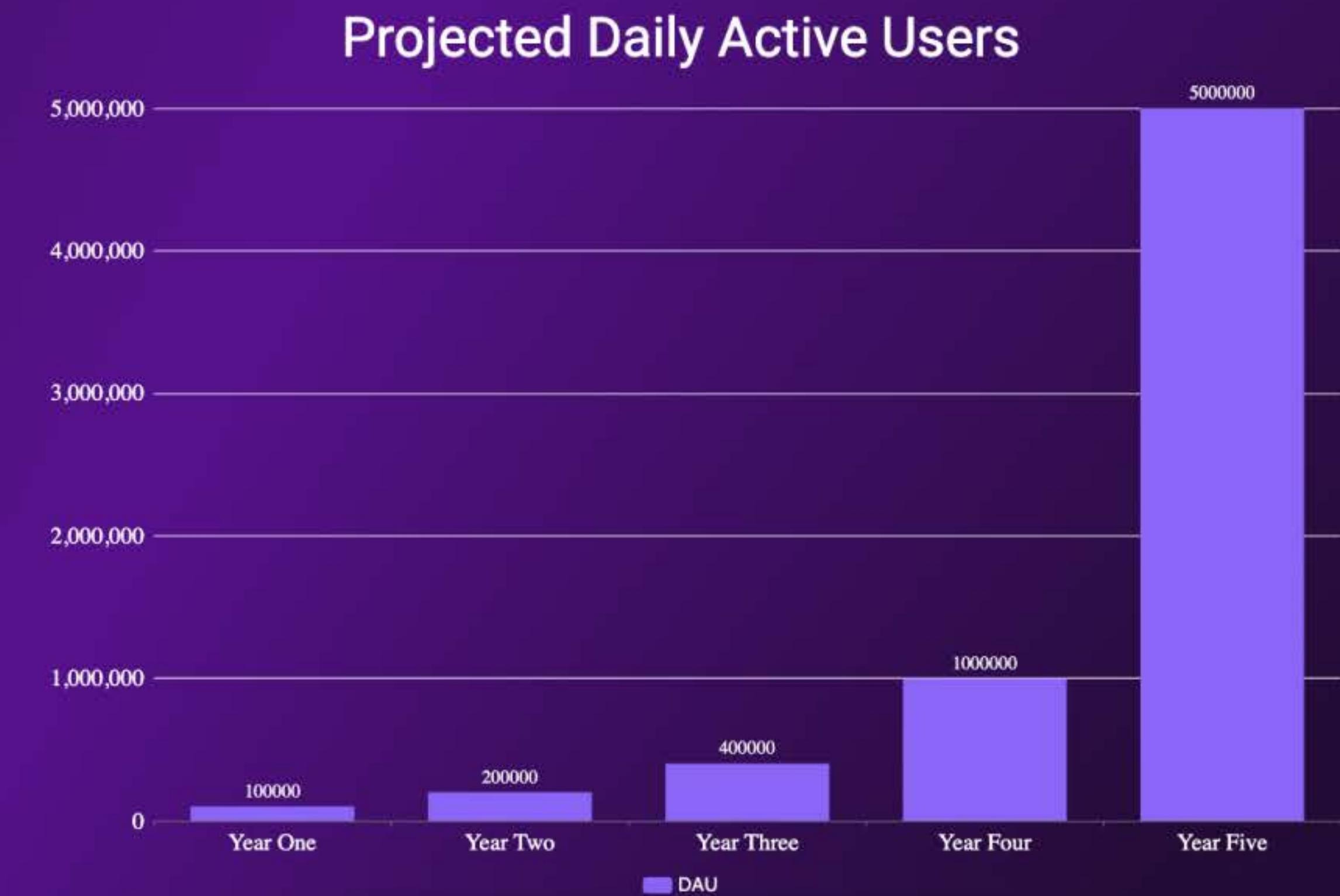
Projections based on UA, ROI, and development costs.
Please be advised that these revenue numbers are strictly projections.

USER ACQUISITION

World wide, there were 3.2 billion gamers in 2021, only 1.2 million of those gamers were playing Web3 games. With a 2000% daily active users growth in 2020-21, Web3 gaming has potential in conjunction with the advancement of new tech to take over the gaming industry.

The challenge is the conversion of traditional gamers into the Web3 space. We will tackle this problem with seamless integrations, traditional UI/UX design, frictionless account systems, and educational material on blockchain functionality and safety.

Our animated TV series will be where we truly differentiate ourselves and broaden our ability to acquire new users. Creating a beautiful world with stories and characters that people will come to love will drive them to find new avenues to connect with our brand that they will find in our games.



- Seamless integrations
- Traditional UI/UX design
- Frictionless accounts
- Educational materials

OUR PLATFORMS

The initial build for our first two games will be browser-based. Core IPs will be converted into mobile-friendly versions which will be monetized using traditional mobile monetization methods including in-game purchasing and advertisements. Introductory Free-to-play mobile versions to drive UA will be utilized as well.

Once a game is established on iOS/Android, development will begin on First Party Platforms (Microsoft/Sony/Nintendo).

The blockchain we currently are building on is Solana as we feel at the moment it has the best infrastructure to accommodate games.

We intend to be cross-chain in the future, specifically targeting ETH L2 solutions.

The third phase that our core games will enter will be integrating eSports and introduce Tinyverse Studios into the competitive gaming scene.



SOCIAL PROOF



Illuvium shares a similar model with Tinyverse Studios, as both began with a single game, before evolving into a studio.

Our NFTs will be interoperable with subsequent games released within our respective ecosystems. Both Web3 studios dedicate their resources and efforts to game development and video/animation production as opposed to splitting efforts into creating a native blockchain or Web3 solutions.

Illuvium recently demonstrated Web3 gamings resiliency in the face of bearish economic conditions with their land sale that concluded on June 4th, 2022. Approximately 20,000 digital land plot NFTs sold for a total of **\$72,189,104.77**. Like Tiny Colony, Illuvium is also in a public beta testing phase. Thanks to longstanding and transparent communication with its community they were able to keep appetite for their NFT sale high on the promise of what is to come.



COMPETITORS

In the month of July, Alien Worlds had 613,000 DAU interact with its platform (1st in Web3), while Splinterlands had 384,000 (2nd in Web3). We feel extremely confident that we can convert many of the players from these games, as well as draw new ones to ours.

Alien Worlds most suitably falls under the “simulation” genre. But while the project was fortunate to be one of the earliest movers in the space, they are what many describe as a “DeFi Game” meaning that the focus is placed heavily on the in-game economy, leaving the gameplay repetitive and dry.

Tiny Colony is our game in the “simulation” genre, where the deeply satisfying simulation of construction and management is coupled with an exciting challenge in the base defense portion of the game.

As for Splinterlands, they offer a straightforward “card” game. With Mechanized Mayhem, we take this genre to a whole new level with our positioning mechanics that also need to be considered alongside traditional card game strategy. Our single player campaign is what truly sets Mechanized Mayhem apart from the rest of the card games.



SECURITY

Funds raised through the equity sale will always be held in a traditional bank.

The vast majority of company funds will be held in a traditional bank account with small portions being held in cryptocurrency stablecoins to pay for employee salaries and services.

Funds held for significant durations on the blockchain (TINY) are stored in a multi-signature wallet that requires more than one private key to sign and authorize a crypto transaction.

Before we deploy any new smart contracts, they will be required to pass an audit by a licensed auditing firm (Certik, Hacken).

We will utilize industry-standard best practices for both Web2 and Web3 authentication (never storing seed phrases, multi-party computation, JWT tokens, etc.).

Partnerships and all staff will require KYC protocols, background checks, and contractual safety measures to maintain team and project safety.



WHY INVEST

Our Team

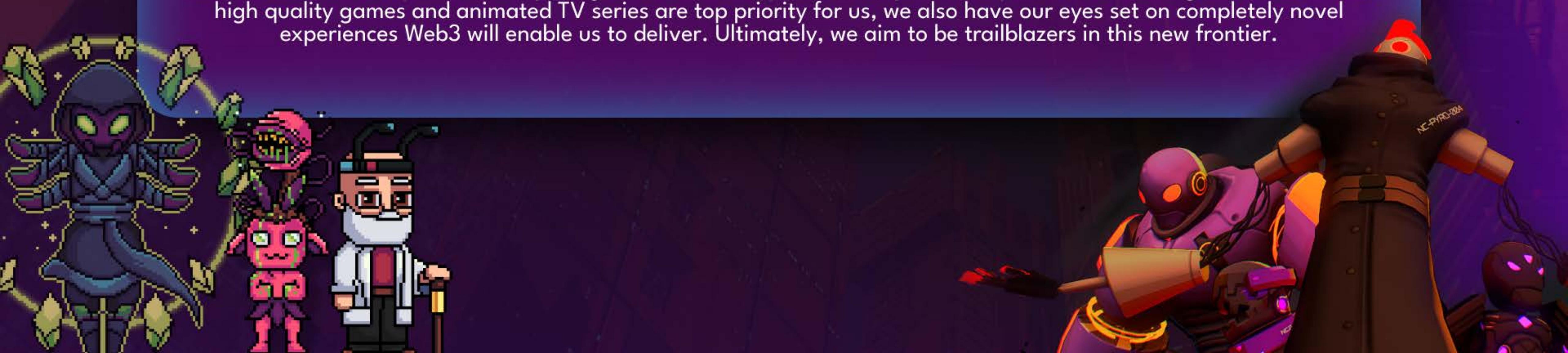
We are experienced game developers from AAA studios that have worked on games like FIFA, Mass Effect and many other notable titles. We are film and TV producers who come from studios like Netflix and Amazon Prime, we are marketing strategists, and award-winning artists. We are veterans in blockchain that are dedicated to realizing the positive, healthy and sustainable growth of Web3 and gaming.

Our Technology

We have already developed original programs to expedite and simplify connecting game builds to the blockchain. Through partnerships with Fractal Marketplace, Metanomic, iLogos, and many more we deliver reliable, safe, and consistent blockchain technology that will further enhance the user experience and growth of the space.

Our Vision

We will create an ecosystem of compelling entertainment options that span far beyond a traditional game studio. While high quality games and animated TV series are top priority for us, we also have our eyes set on completely novel experiences Web3 will enable us to deliver. Ultimately, we aim to be trailblazers in this new frontier.



Thank You

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