block52

Business Model Canvas

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		**Channels**	

Cost Structure	Revenue Streams

Customer Segments

Poker Players & Clubs

Individuals and communities seeking fair, transparent gameplay.

Gaming Studios (Card-Based)

Developers aiming to build or migrate card games to a provably fair platform.

Gaming Guilds (Web2 & Web3)

Organizations looking for sustainable earning opportunities and engaging gameplay.

Launchpads, Accelerators, Incubators

Entities supporting early-stage games and seeking innovative platforms.

Existing Web3 Gaming Chains

Platforms interested in integrating or migrating card-specific games.

Live Players & Tournament Communities:

Participants and organizers of live poker events seeking digital extensions.

Web3 Conventions & Partnerships:

Events and organizations promoting blockchain gaming innovations.

Large Gambling Institutions

Casinos and online gambling platforms aiming for transparent, on-chain solutions.

01

Provably Fair Gameplay:
Ensuring transparency
and trust in card games.

02

Card Virtual Machine (CVM):
A specialized infrastructure
tailored for card-based game
logic.

03

On-Chain Tournaments:
Facilitating decentralized,
verifiable competitions.

04

Integration Support:
Providing SDKs and grants
for seamless migration and
development.

05

Community Engagement:
Empowering guilds and
communities through
validator roles and incentives.

How Block52 Will Reach 100,000 Users

Phase 1

Niche Penetration
(0–10K Users)
- Exclusive poker tournaments (on-chain + IRL)
- Influencer-led pilot games
- Grants for early devs building on CVM

Phase 2

Builder Expansion
(10K–40K)
- Onboard card games via SDK & grants
- Quest integrations (Galxe, Layer3)
- Launchpad + incubator co-marketing

Phase 3

Tournament Flywheel
(40K–70K)
- Competitive CVM-backed seasons
- Guild vs. guild challenges
- Livestream KOL poker events

Phase 4

Culture & Brand Layer
(70K–100K)
- Deck of 52 NFTs as validator collectibles
- CVM collabs with brands & casinos
- Global reach via LATAM/Asia tournaments

🧩 **How Block52 Gets to 100,000 Users Phase 1: High-Intent, Niche Penetration (0–10K Users)**
Tactic: Targeted early adopters in poker + dev communities

- Run **invite-only CVM poker tournaments** (Web3 + IRL crossover)
- Partner with 5–10 **poker clubs, influencers**, and **streamers** for pilot events
- Activate early **testnet devs** through **grants, quests**, and community bounties
- Launch limited **node sales** with access-based perks (e.g., validator-only events)

📈 *Goal:* Build strong retention and social proof before scale
Phase 2: Ecosystem Leverage & Builder Expansion (10K–40K Users)
Tactic: Build with and onboard new games

- Launch **3–5 card-based games** built directly on CVM (via grants or direct co-dev)
- Incentivize user acquisition via **questing platforms** (Galxe, Layer3, Zealy)
- **Co-launch with launchpads** and **accelerators** (e.g., SUI-style) to access their reach
- Reward usage with **NFT cards**, tournament prizes, and leaderboard staking

📈 *Goal:* Let new games bring users, while CVM is the unseen infrastructure layer
Phase 3: Viral Tournament Flywheel (40K–70K Users)
Tactic: Gamify the CVM with social competition

- Host **on-chain tournament seasons** with real prizes (funded by validator % + treasury)
- Introduce **team-based leaderboards**, **guild challenges**, and **NFT-backed entries**
- Run **KOL poker nights** with livestreams and token-based prize pools
- Drop exclusive **collectible card sets** (on-chain) tied to tournament outcomes

📈 *Goal:* Social proof + play-to-compete model → sticky, community-led growth
Phase 4: Infrastructure-as-Culture (70K–100K Users)
Tactic: Brand the CVM like a protocol + a culture

- Launch a **"Deck of 52" NFT drop** where each card = validator = game sponsor
- Collaborate with **physical card brands**, Web2 casinos, or luxury drops (e.g., Bicycle collab)
- Push into **Asia + LATAM poker/gaming markets** through localized events + decks
- Build CVM-branded **skins, avatars, or UGC tools** across partnered card games

📈 *Goal:* CVM becomes the *standard layer* for trust in card gaming, not just a tech option

💡 **Other Leverage Points**
- Partner with **Immutable**, **SKALE**, or **Nuklai** for fairness-powered launches
- Tap into **gaming guilds** and DAOs to onboard players at scale (Perion, YGG, etc.)
- Reward **validators and stakers** who bring in player volume or referrals
- Treat **each card** in the 52-deck as an NFT campaign or node-acquisition funnel

Block52 has an extensive list of channels through which it attracts, activates, and retains users and partners. These include:

- **Online Platforms**:
Official website, social media, and forums for outreach and support.

- **Partnerships**:
Collaborations with guilds, studios, and institutions for co-marketing and integration.

- **Events & Tournaments**:
Hosting and participating in live and online events to showcase capabilities.

- **Developer Tools**:
Providing comprehensive SDKs and documentation for easy adoption.

Block52 fosters distinct relationship strategies across its core customer segments — from developers and node operators to poker players and gaming partners. These relationships are designed to be high-touch at first, then evolve into long-term ecosystem participation and ownership.

Acquire

Community Building — Fostering active communities through forums, events, and social media, Community campaigns, tournaments, partnerships, launchpads
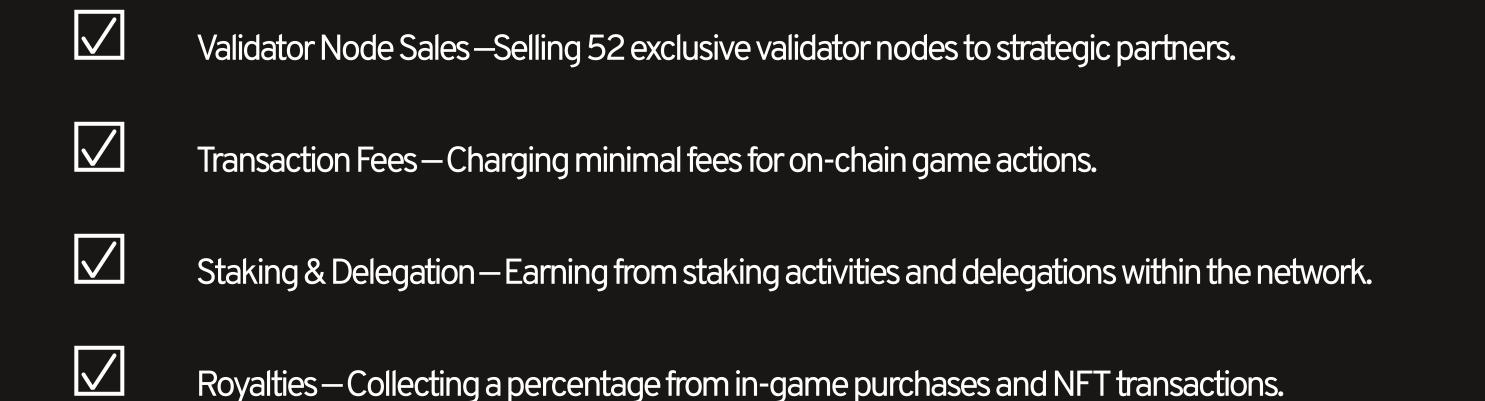
⟶

Keep

Support & Engagement — Offering dedicated support channels and regular updates.

⟶

Grow

Incentive Programs — Implementing reward systems for active participation and contributions. Feedback Loops — Encouraging user feedback for continuous improvement.

Revenue Streams

☑ Validator Node Sales — Selling 52 exclusive validator nodes to strategic partners.

☑ Transaction Fees — Charging minimal fees for on-chain game actions.

☑ Staking & Delegation — Earning from staking activities and delegations within the network.

☑ Royalties — Collecting a percentage from in-game purchases and NFT transactions.

☑ White-Label Solutions — Offering CVM technology to external platforms under licensing agreements.

Block52 uses a revenue-sharing protocol model optimized for card games and poker platforms

- Game rake = 5% of the pot (e.g. $5 from a $100 pot)
- Protocol takes up to 30% of the club's rake
- 69% of that protocol fee goes to validators running the network
- 31% goes to the Block52 treasury to support ecosystem growth and development

This ensures that clubs keep the vast majority of their rake while validators are rewarded based on real economic activity. The fee model is low-friction, scalable, and designed for long-term sustainability.

Example:
- $100 pot → $5 club rake
- Block52 takes $1.50 (30% of $5)
- Validator earns $1.035, Treasury receives $0.465

ROI on Nodes (69% or fees)
annual projection based on 10 tables
Rake: $109 ph / $2616 Daily
Annual take $9,548,400
Node Pool $1,975,521.80
Per Node: $38,010
ROI per node 73.1% pa

Ecosystem Fund (31% of fees)
annual projection based on 10 tables
Fees: $887,998.20

Key Activities

☑ **Platform Development**: Continuous improvement of the CVM and related tools.

☑ **Community Engagement**: Organizing events, tournaments, and discussions.

☑ **Partnership Management**: Establishing and nurturing collaborations with key stakeholders.

☑ **Marketing & Outreach**: Promoting Block52 through various channels and campaigns.

What unique strategic resources do you have or need?

☑ **CVM Infrastructure:** The core technology enabling fair card gameplay.

☑ **Development Team:** Skilled professionals maintaining and enhancing the platform.

☑ **Community & Partnerships:** A network of engaged users and strategic collaborators.

☑ **Brand Assets:** Unique branding elements, including the 52-card motif.

What are your company's main partnerships?

Gaming Guilds: Collaborations with organizations like YGG, Perion, and SnackClub.

Gaming Chains: Partnerships with platforms such as Immutable and Skale.

Infrastructure Providers: Integrations with services like Chainlink and Nuklai

Gambling Institutions: Engagements with entities like Stake and Aristocrat.

Accelerators & Incubators: Associations with programs like AllianceDAO and Seed Club.

What are the major costs incurred by your business?

Development Costs: Expenses related to platform maintenance and feature additions.

Operational Costs: Infrastructure, hosting, and validator support expenses.

Marketing & Events: Budget allocated for promotions, events, and partnerships.

Community Incentives: Funds reserved for rewards, grants, and other engagement activities.

Legal & Compliance: Costs associated with regulatory adherence and legal consultations.

block52

Thank you.