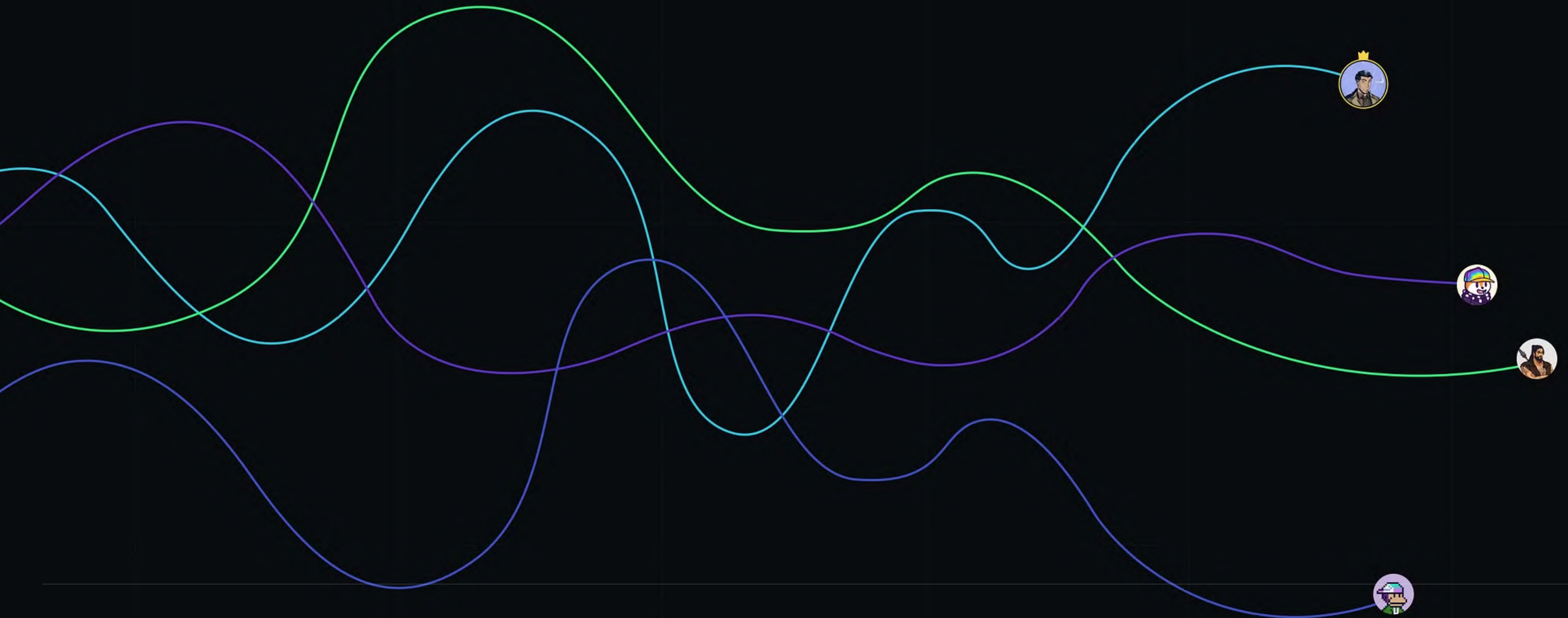




THE ARENA

# A PvP Social Trading Game

COMPETE TO BECOME THE BEST TRAD000R



# Platforms today are Single Player

There is a gap in the market to make trading social and fun.





# Product

We reimagined trading by turning it into a fun, social and gamified experience.

Challenge friends or queue up with strangers. Deposit collateral. Battle in the order-books. Best trader wins all.

The MVP is built on top of Drift Protocol and will have a default game mode: first to get to 2X profits within 24 hours wins.








# Fun and social trading competitions

## 01 QUEUE UP

FINDING OPPONENT...

WAGER ⓘ    TRADING ⓘ    MODE    TIME

\$10    \$50    FIRST TO 2X    24 HRS

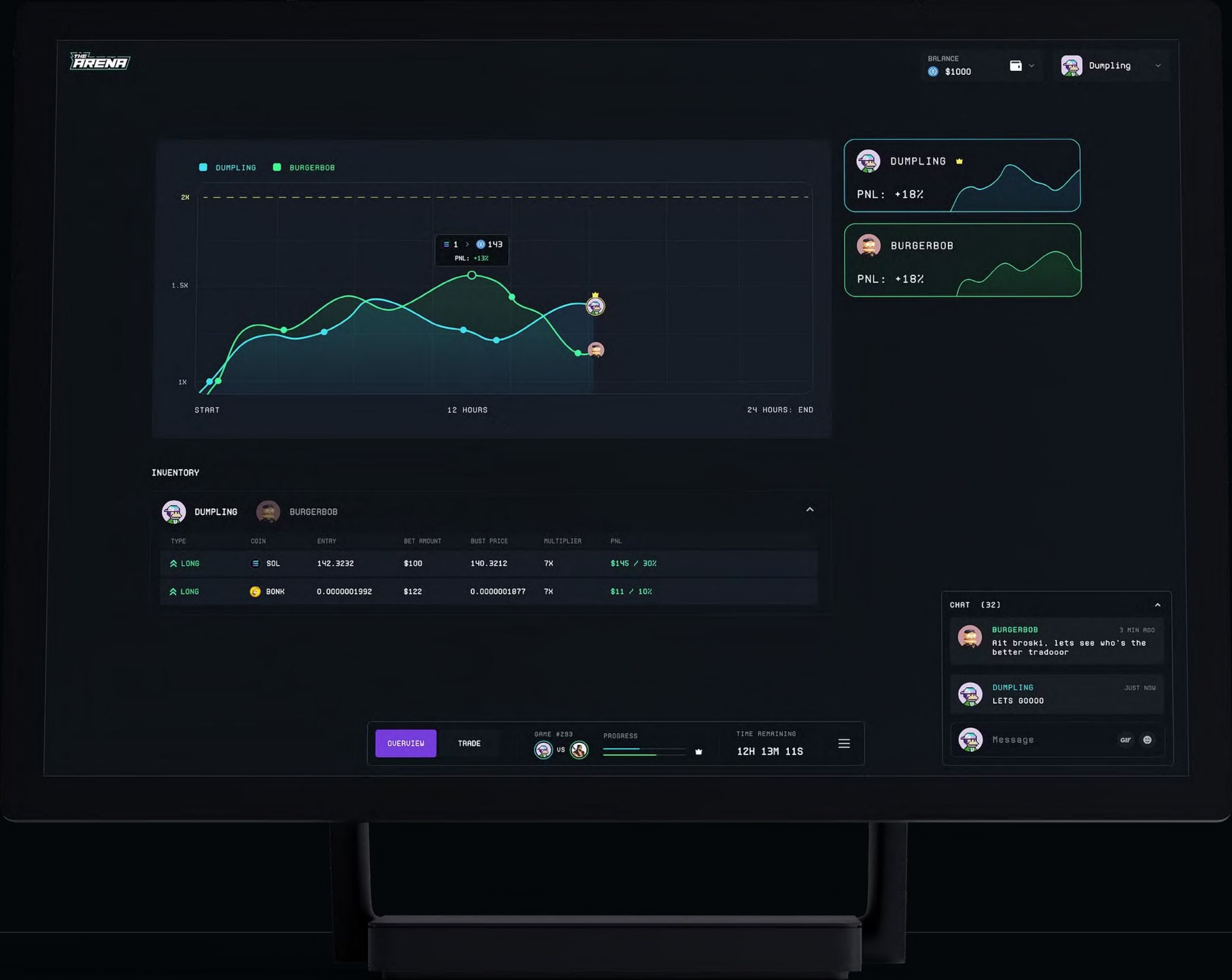
## 02 PLAY BY TRADING



## 03 WIN

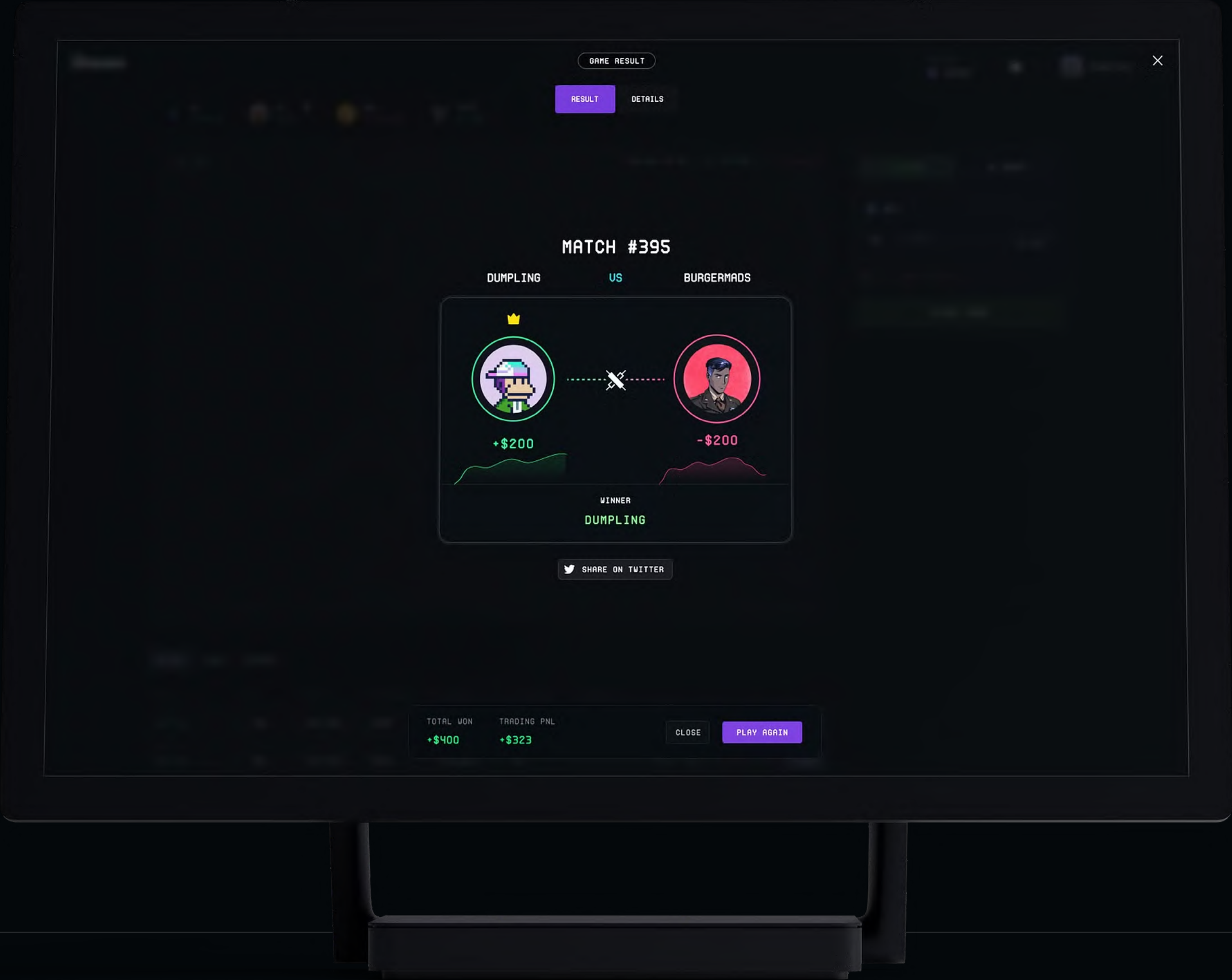


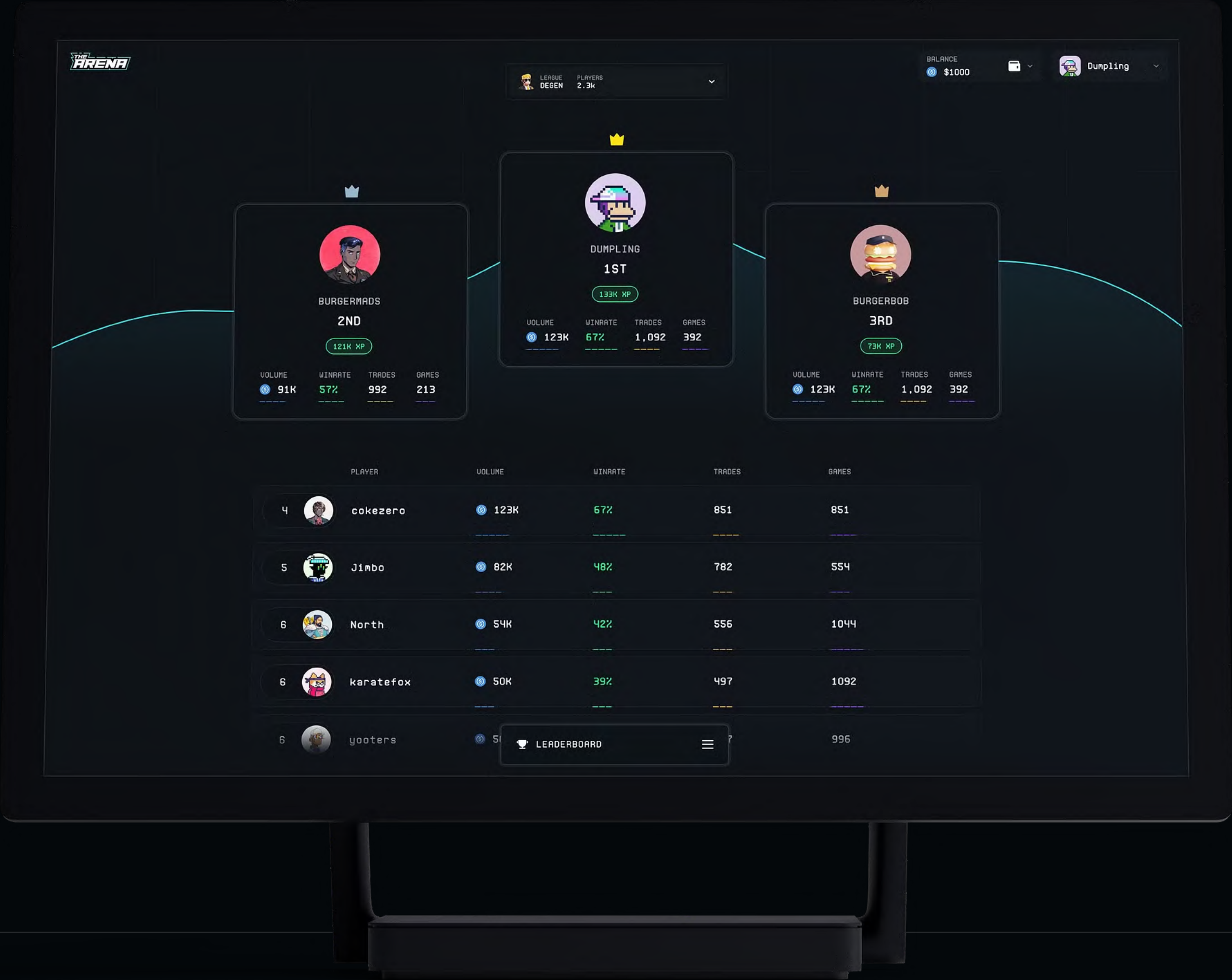
BURGERBOB  
+\$400





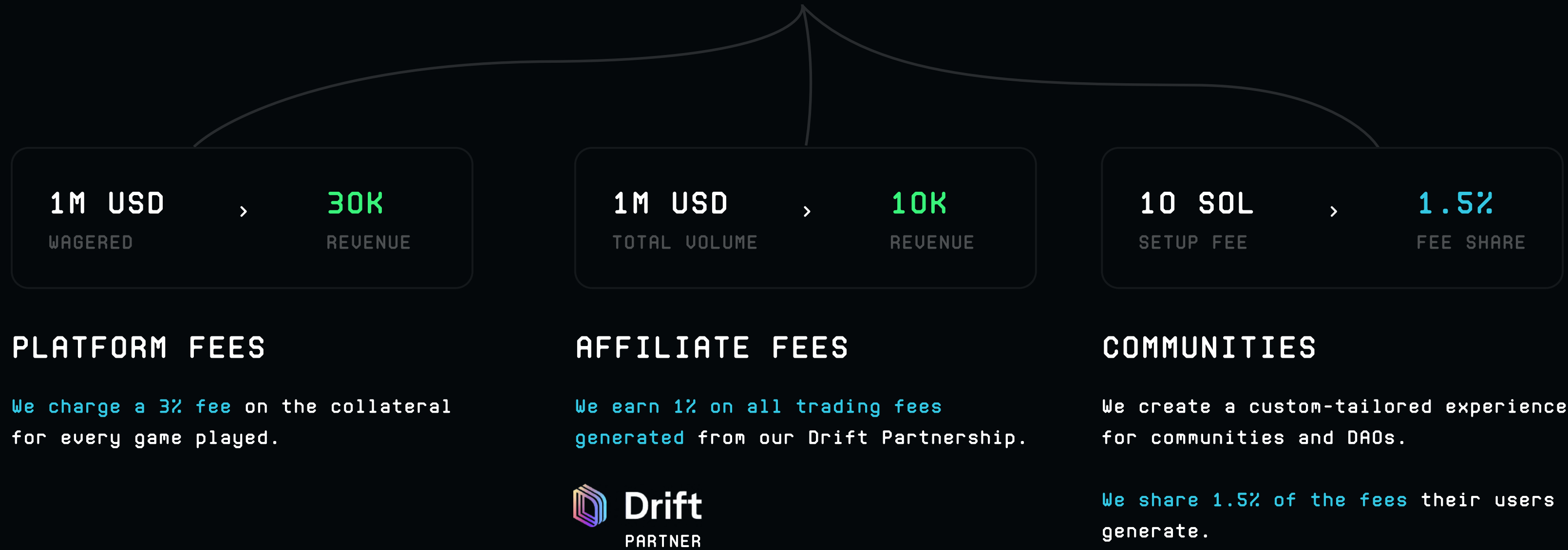








# Business Model



# Go-To-Market Strategy



## Unique Points Programme

[REDACTED]



## Referrals

Users earn fees from generated volume from referrals. Fees will be claimable daily.



## Twitter KOL Battles

We let Trader-KOLs trade against each other to determine the best trader. Fees will be shared based on generated traction.



## Communities / DAOs

We offer tailored experiences to small communities and DAOs, initially at no cost, and share fees with their treasuries.

# Traction

COMMUNITIES ONBOARDED



WAITLIST FOR BETA

125 Signups

TWITTER FOLLOWERS

350

SUPERTEAMDE GRANT

3000 USDC



# Roadmap

Our vision is to build a fully immersive gamified trading experience



## Q4 2024 - MARKET VALIDATION

- Assemble team
- Talk to users
- Build MVP
- Experiment with Game Modes

## Q1 2025 - BUILD & ITERATE

- Match spectator betting
- Leaderboard & ELO rating
- DAO integrations
- Enhanced social features

## Q2 2025 - SCALE AND RETAIN USERS

- Viral Growth Flywheel
- Mobile App for more retention
- Video streams
- Onboarding through TikTok

## THE FUTURE

Building the League of Legends for crypto trading

# Team

Solana OGs who are re-imagining the trading experience



[@burger606](#)

## Burger Bob

CEO & DEV

Built Burger Game (bootstrapped \$400k)  
1st Prize Solana Hackathon  
MSc Comp. Sci.



[@dumppling\\_sol](#)

## Dumpling

CREATIVE DIRECTOR, UI/UX

Founded startups, first exit in 2020 (Sold our company for \$15M). Went fulltime web3 in 2021. Worked on various projects. Built Reavers (#1 NFT game on SOL for 3 months)



[goldhaxx](#)

## Goldhaxx

COO & DEV

+10 yrs exp. DevOps  
+4 yrs exp. product manager  
OG gamer



[Fedoras\\_](#)

## Fedoras

CTO

Founded startups in Moscow  
Metaplex Gaming hackathon 1st prize  
Solana OG since 2021



THE ARENA

# SEE YOU IN THE ARENA

The Arena is building a re-imagined trading experience that is  
fun and engaging, even for non-crypto natives.

CONNECT WITH US



@THEARENADOTFUN