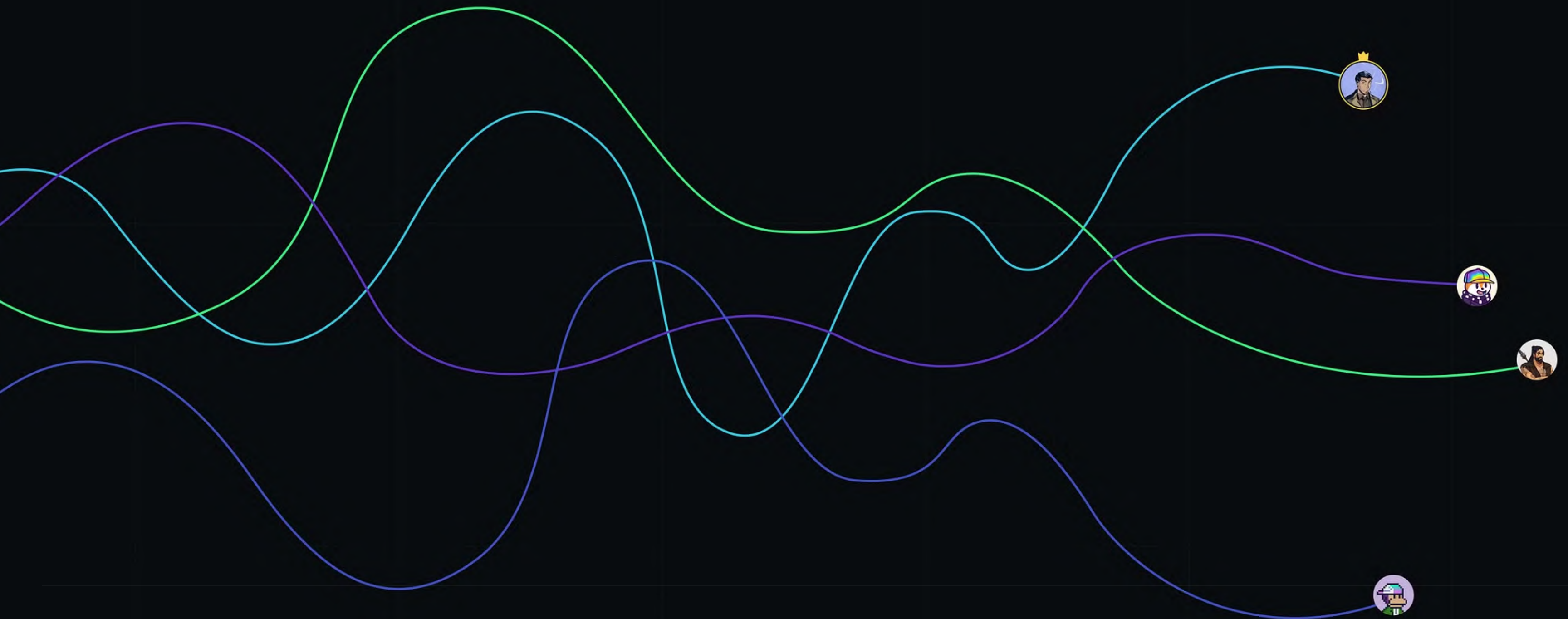




THE ARENA

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 ⓘ

\$10

TRADING ⓘ

\$50

MODE

FIRST TO 2X


TIME

24 HRS

02 PLAY BY TRADING



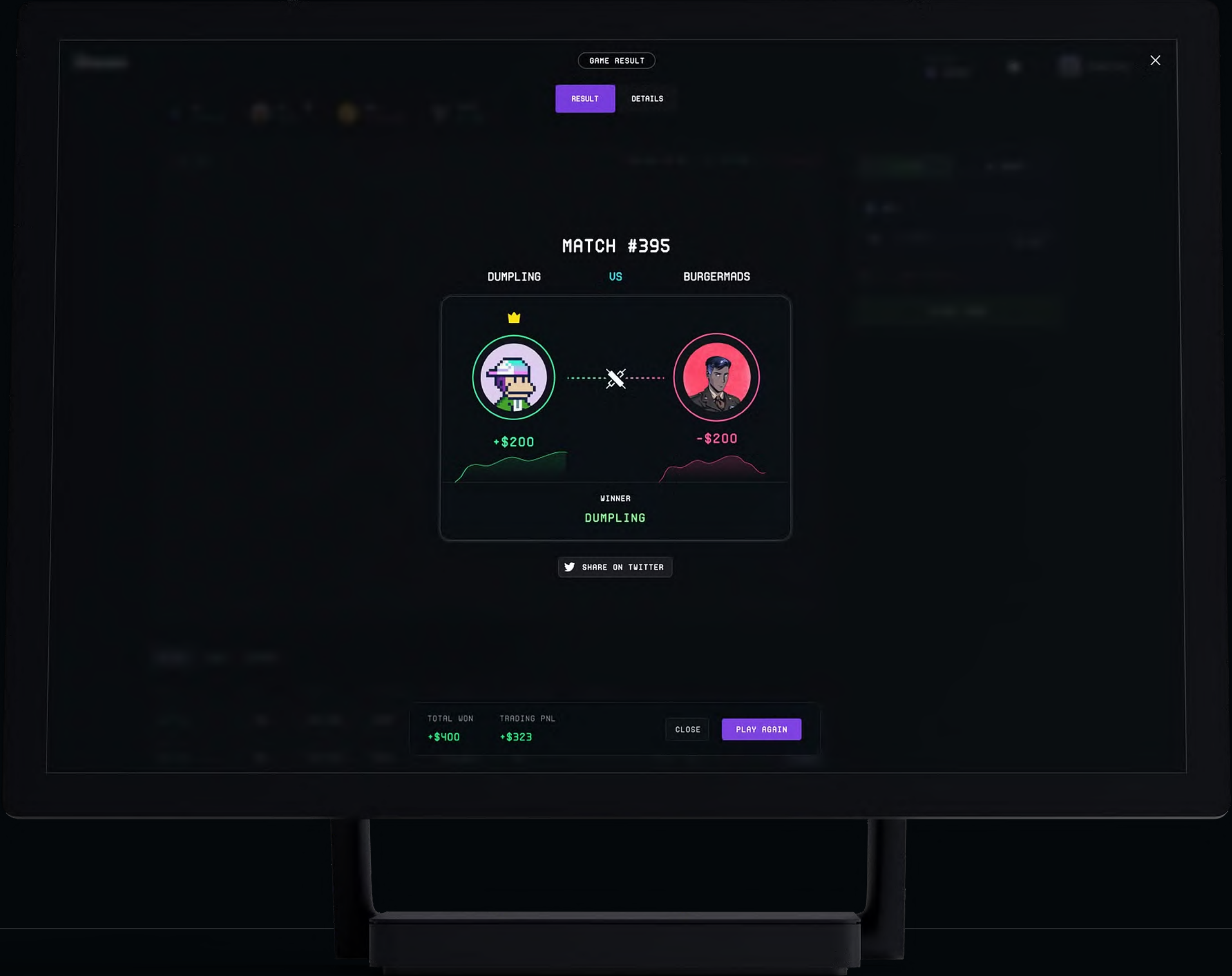
03 WIN

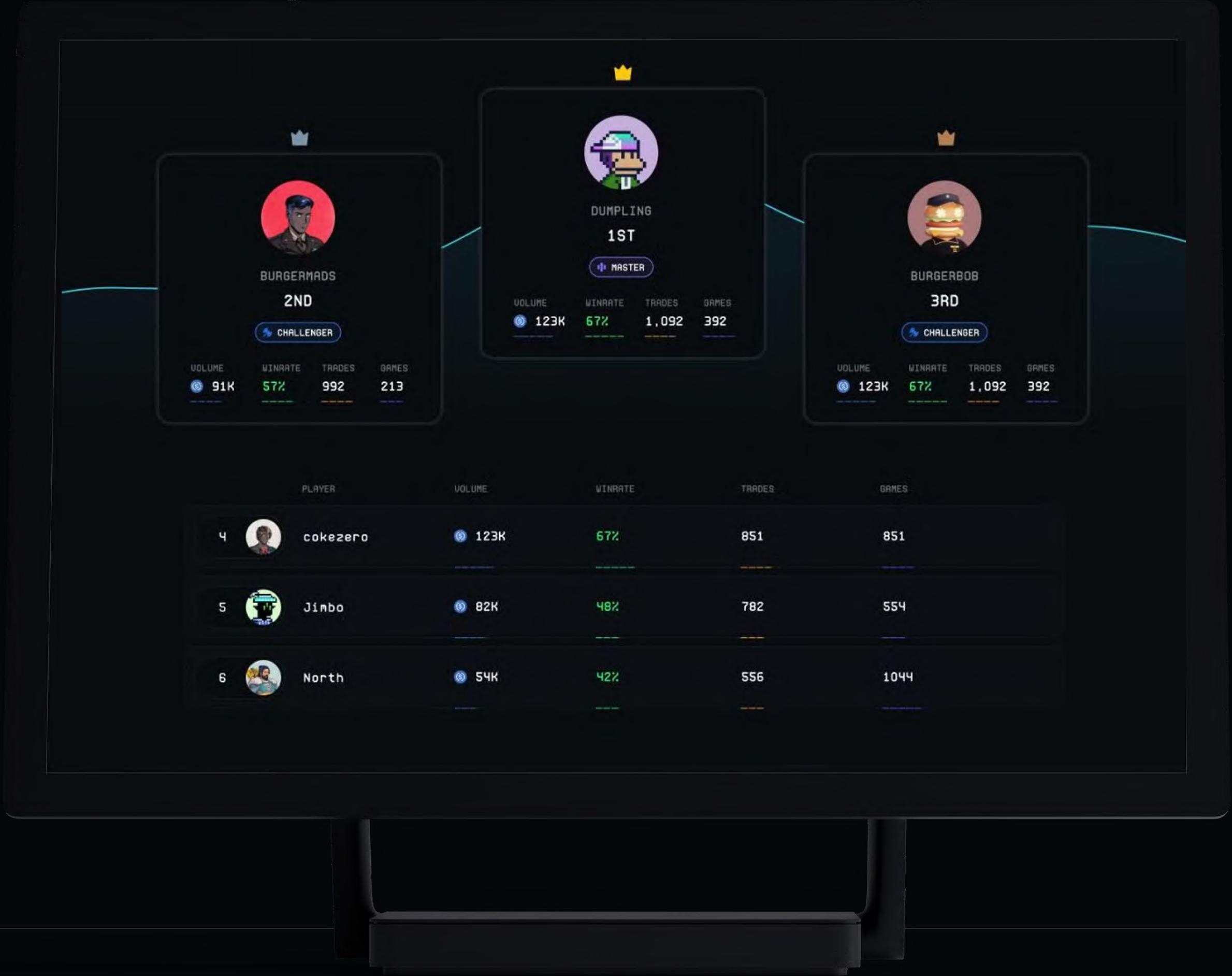


BURGERBOB

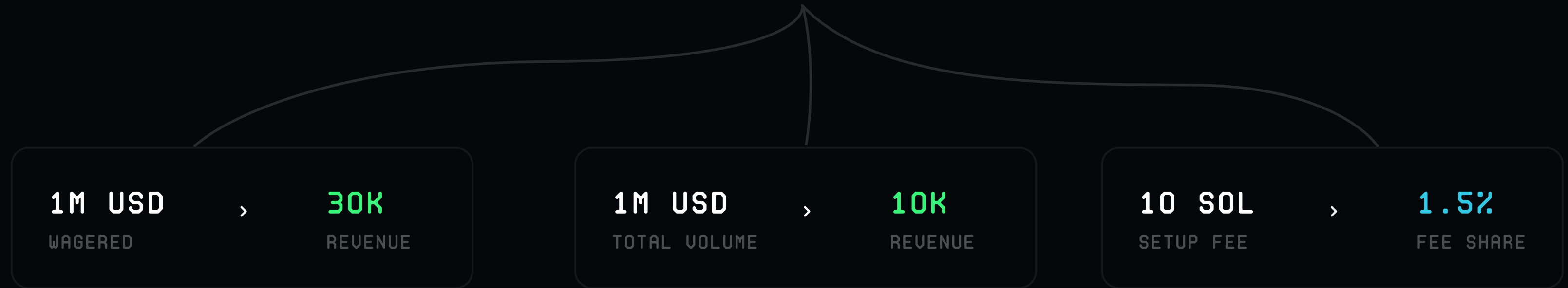
+\$400







Business Model



PLATFORM FEES

We charge a 3% fee on the collateral for every game played.

AFFILIATE FEES

We earn 1% on all trading fees generated from our Drift Partnership.



COMMUNITIES

We create a custom-tailored experience for communities and DAOs.

We share 1.5% of the fees their users generate.

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.

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.




 @dumpling_sol

Dumpling

CREATIVE DIRECTOR, UI/UX

Founded startups, first exit in 2020
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