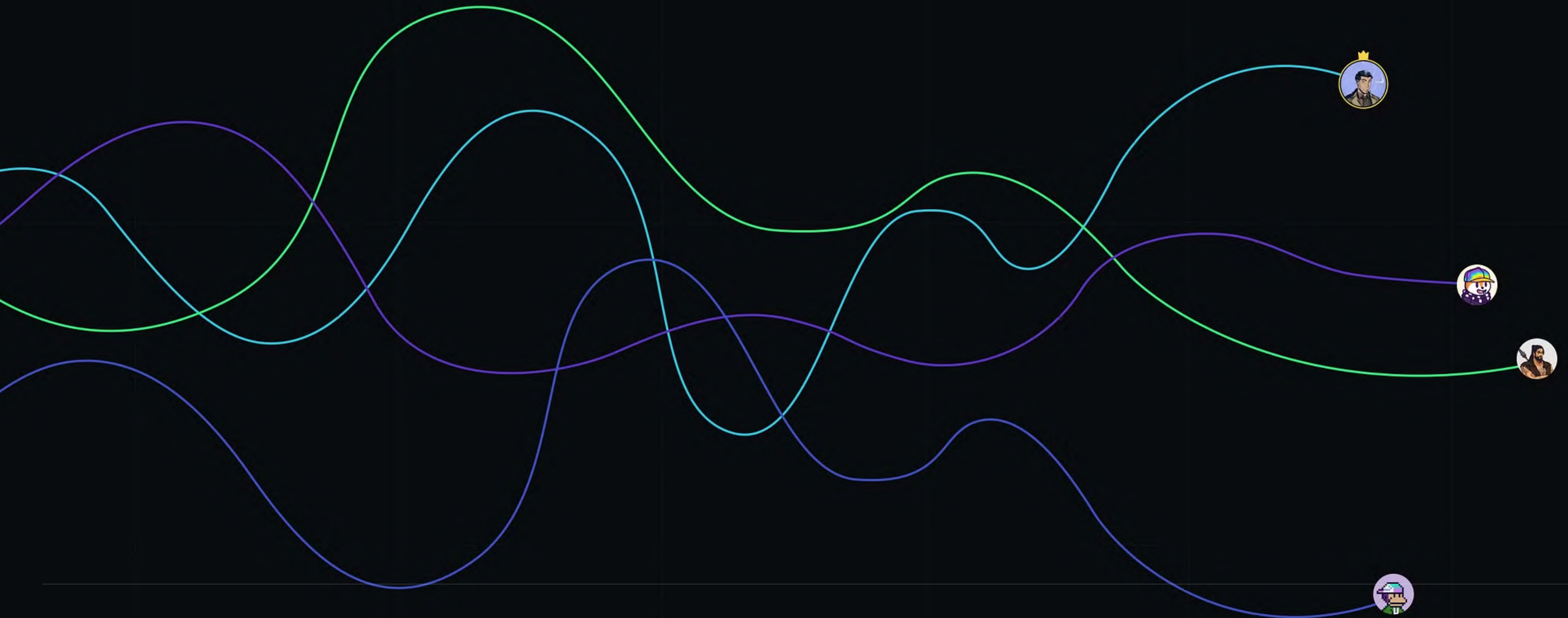




THE ARENA

# A 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. Trade according to a specified game mode. Best trader wins all.

The arena launches with its first game mode **First to 2x**, where the first trader to double their profits within 24 hours wins. Following with **Guild Wars** and **Trade-athon\***.





# Fun and social trading competitions

## 01 QUEUE

FINDING OPPONENT...

WAGER ⓘ

TRADING ⓘ

MODE \*

TIME

\$10

\$50

FIRST TO 2X

24 HRS

INVITE FRENS TO JOIN

## 02 TRADE



## 03 WIN

BURGERBOB

+\$400

OPEN DEMO

# Traction

WAITLIST FOR BETA

**+300** SIGN UPS

SUPERTEAMDE GRANT

**3,000** USDC

TWITTER

**+600** FOLLOWERS

LAUNCH IMPRESSIONS

**60,000**

COMMUNITIES ONBOARDED



ESTIMATED ACTIVE COMMUNITY MEMBERS: 10K

# Our market is worth 7.22 B

72.2B\*

SERVICEABLE AVAILABLE MARKET



7.22B

SERVICEABLE OBTAINABLE MARKET

0.5% OF THE 14.44T TRADERS MARKET ARE GAMERS

CAPTURING 10% OF THE 72.2B GAMERS TRADING MARKET

# Business Model

MAIN REV SOURCE

TRADE FEES

We earn a 0.1% trading fee on all user-trade volume.



7.22M

POTENTIAL ANNUAL REVENUE FROM SOM

FUTURE REV SOURCES

PLATFORM FEES

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

COPYTRADE FEES

We share 10% of the copy trade profits with lead traders

# Go-To-Market Strategy



## Unique Points Programme

[REDACTED]



## Communities / DAOs

We offer tailored experiences to small communities and DAOs and share fees with their treasuries.



## Twitter KOL Battles

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



## Referrals

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



# Roadmap

Our vision is to build a fully immersive gamified trading experience



## Q4 2024 - MARKET VALIDATION

- AllianceDAO MUP Hackathon
- Community integrations
- Experiment with Game Modes
- Leaderboard & ELO rating

## Q1 2025 - BUILD & ITERATE

- Match spectator betting
- Copy-trading
- Enhanced social features
- Yield bearing primitives

## Q2 2025 - SCALE AND RETAIN USERS

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

## THE FUTURE

Building the League of Legends for crypto trading



# Team

OG Solana builders are re-imagining the trading experience



**Burger Bob**

CEO & DEV


 @burger606

Built Burger Game, raised \$400k for a SocialFi game with 1000 players.  
1st Prize Solana Hackathon.  
MSc Comp. Sci. League of Legends amateur



**Dumpling**

HEAD OF DESIGN

 @dumpling\_sol

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)



**Fedoras**

CTO

 @fedoras\_

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



**Elcheffo**

FULLSTACK DEV

 @elcheffodotsol

Scaled startups  
Ex. Ledger  
Ex. Kraken Exchange



**Goldhaxx**

COO & DEV

 @goldhaxx

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



**Kai**

PRODUCT MANAGER

 @kainclose

Founded Startups. Built Project Ubin and Project Guardian, both national projects in using blockchain for settlement of payments, securities, and digital assets



THE ARENA

# SEE YOU IN THE ARENA

The Arena is building The League of Legends for Crypto Trading

CONNECT WITH US



@THEARENADOTFUN

## APPENDIX A:

# FUTURE GAME MODES

### FIRST TO 2X

- A free-for-all mode where numerous players trade and compete.
- First player to double their profit and loss wins the game.
- If no player doubles their profit and loss when the time is up, the players with the highest ROI wins.

Players can terminate the game early and that would be their final result.

### MAXIMUM DEGEN

- A free-for-all mode where numerous players trade and compete.
- Trade exclusively in markets with a market cap. below \$100M.
- Traders have a fast-paced 30 minute window to conduct such trades.

### GUILD WARS

- Guilds compete against each other in large scale trade-battles and competitions.
- This mode features a world map divided into territories that guilds can capture and control.
- Top guilds controlling the most strategic territories enjoy higher profit sharing for predictions placed on their guild wars.

APPENDIX B:

# MARKET DATA

2024 CRYPTO TOTAL TRADE VOLUME:

14.44T\*

BLOCKCHAIN GAMING MARKET RATIO:

3.13M\*\* x 609M\*\*\* ≈ 0.5%

Formula: Blockchain gaming daily unique active users  
multiplied with number of unique cryptoassets users

TRADE VOLUME FOR GAMING TRADERS:

14.44T x 0.5% = 72.2B

SOURCES

\*2024 crypto total trade volume: 14.44T - [LINK](#)

\*\*Blockchain gaming daily unique active users: 3.13M - [LINK](#)

\*\*\*Number of identity-verified cryptoassets users: 609M - [LINK](#)





## DETAILED PNL CHART



## QUICK OVERVIEW

## TRADE HISTORY

INVENTORY						
<div>  <div>DUMPLING</div> </div> <div>  <div>BURGERBOB</div> </div>						
TYPE	COIN	ENTRY	BET AMOUNT	BUST PRICE	MULTIPLIER	PNL
LONG	SOL	142.3232	\$100	140.3212	7X	\$145 / 30%
LONG	BONK	0.0000001992	\$122	0.0000001877	7X	\$11 / 10%

MATCH NAVIGATION  
TERMINATE MATCH  
SWITCH VIEW

CHAT (32)

**BURGERBOB** 3 MIN AGO  
Ait broski, lets see who's the better tradoor

 **DUMPLING** JUST NOW  
LETS 60000

Message GIF

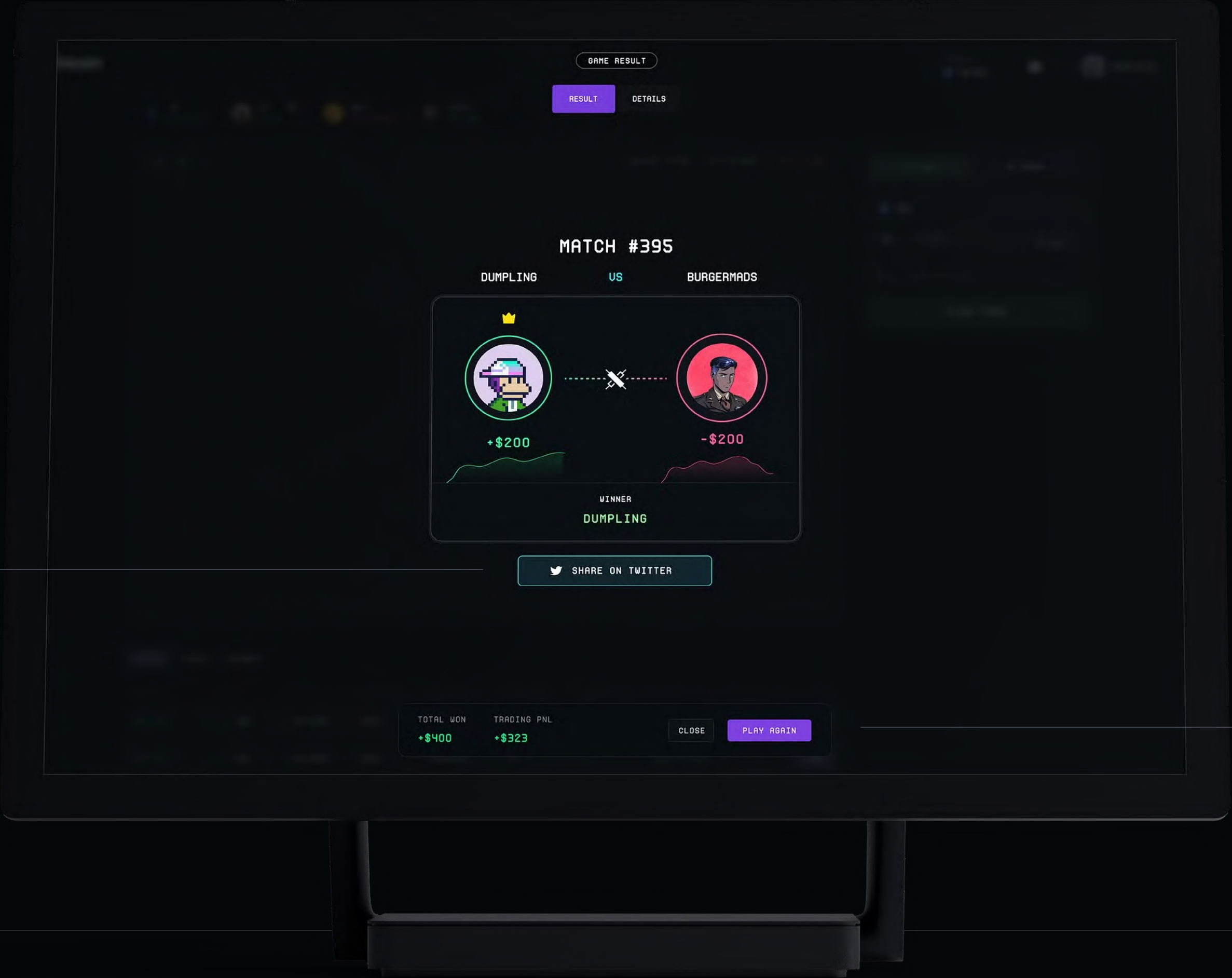
## APPENDIX C.1: MATCH PROGRESS OVERVIEW

## YOUR TRADES

## APPENDIX C.2: MAIN TRADING UI

MAX FLEX

PLAY AGAIN





EXPLORE DIFFERENT  
LEAGUES

FLEX YOUR  
TRADING PROWESS