KAINU

WHERE WEB2 AND WEB3 UNITE FOR THE FUTURE OF GAMING

Pitch Deck | Feb 2025 .

GAMERS JUGGLE BETWEEN VARIOUS PLATFORMS FOR DIFFERENT GAMING-RELATED ACTIVITIES

PROBLEM

KAINU CONSOLIDATES GAMING AND SOCIAL INTERACTIONS, PROVIDING A UNIFIED PLATFORM FOR THE ENTIRE GAMING ECOSYSTEM

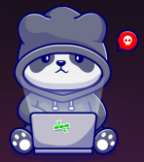
Windows

iOS

Android

ALL-IN-ONE PLATFORM

Streaming & content creation



Social networking

Game launcher

- Competitive gaming
- Blockchain integration
- Advanced monetization options

SOLUTION

KAINU PLATFORM FUNCTIONALITIES & FEATURES

STREAMING CAPABILITIES

- Twitch-inspired live streaming.
- Advanced features, monetization options.

GAME LAUNCHER INTEGRATION

- Seamless connectivity with Steam, Epic.
- Unified gaming identity across platforms.

VIDEO UPLOAD & CONTENT SHARING

- YouTube-like content uploads.
- HD videos, easy editing.

ESL-STYLE TOURNAMENT SYSTEMS

- Competitive gaming arena.
- Bracket management, live scoring.

INTERACTIVE GAMER PROFILES

- Social networking integration.
- Showcase achievements, connect with gamers.

NFT & CRYPTO COLLECTIONS

- Digital collectibles, in-game items, and artwork.
- Collect, trade gaming-related NFTs.

CLAN & GUILD SYSTEMS

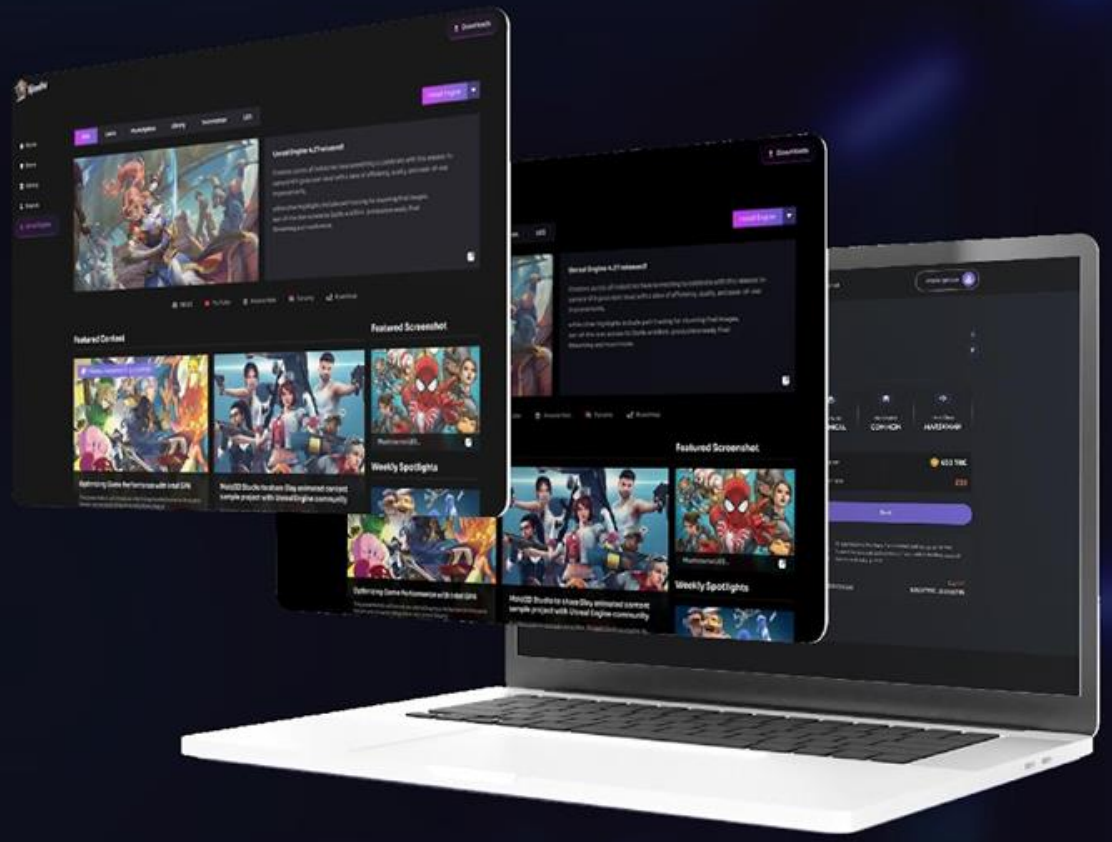
- Community building and teamwork.
- Clan-specific tournaments, events.

DUAL MARKETPLACE INTEGRATION

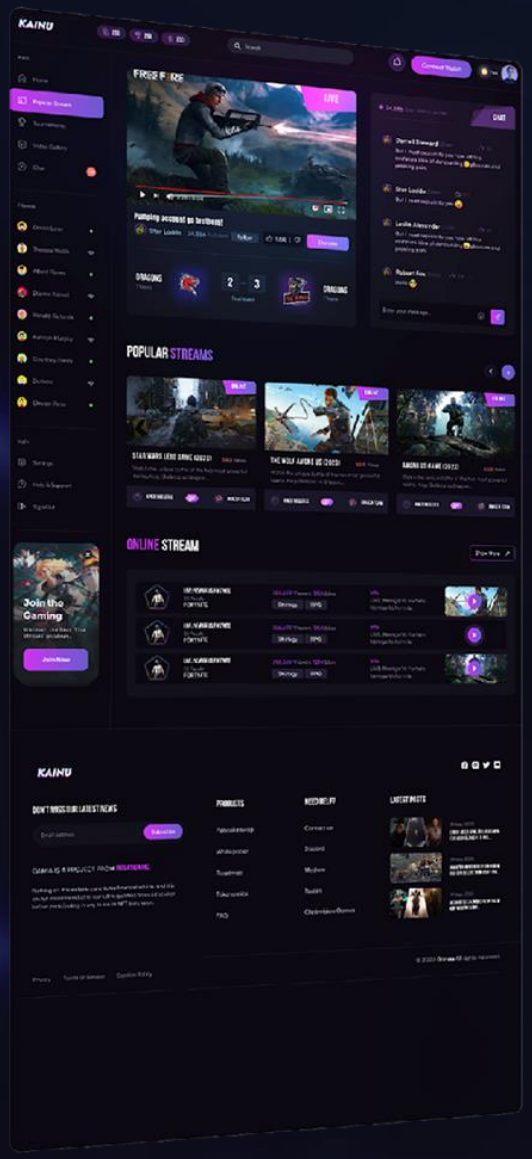
- NFT Marketplace (Web3): A decentralized marketplace.
- Games Marketplace (Web2).

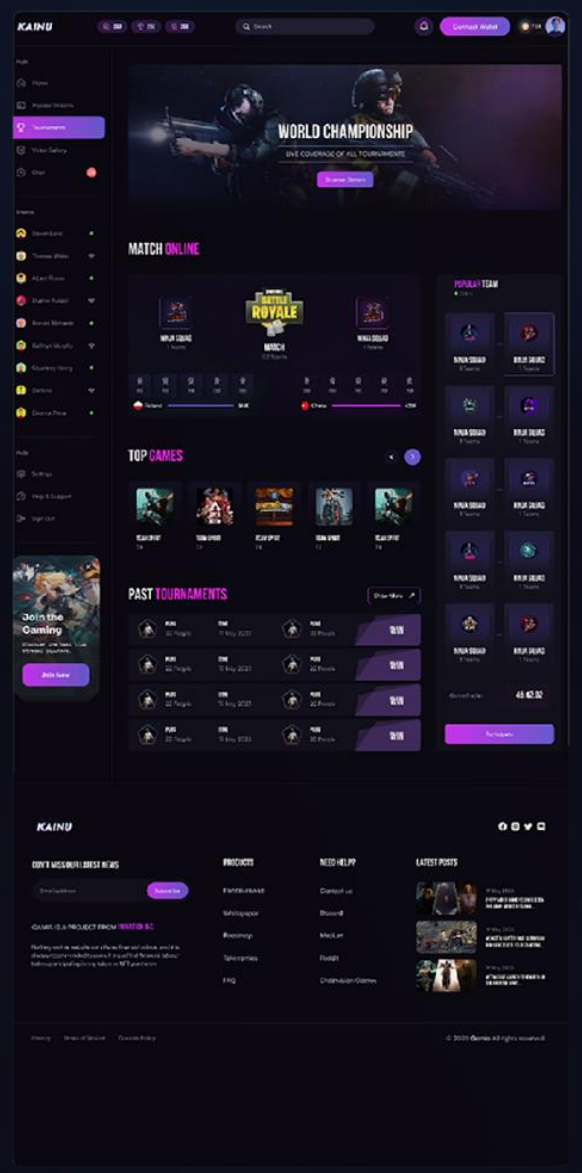
KAINU HAS ITS OWN GAME LAUNCHER TO ONBOARD GAMES LIKE STEAM/EPIC GAMES

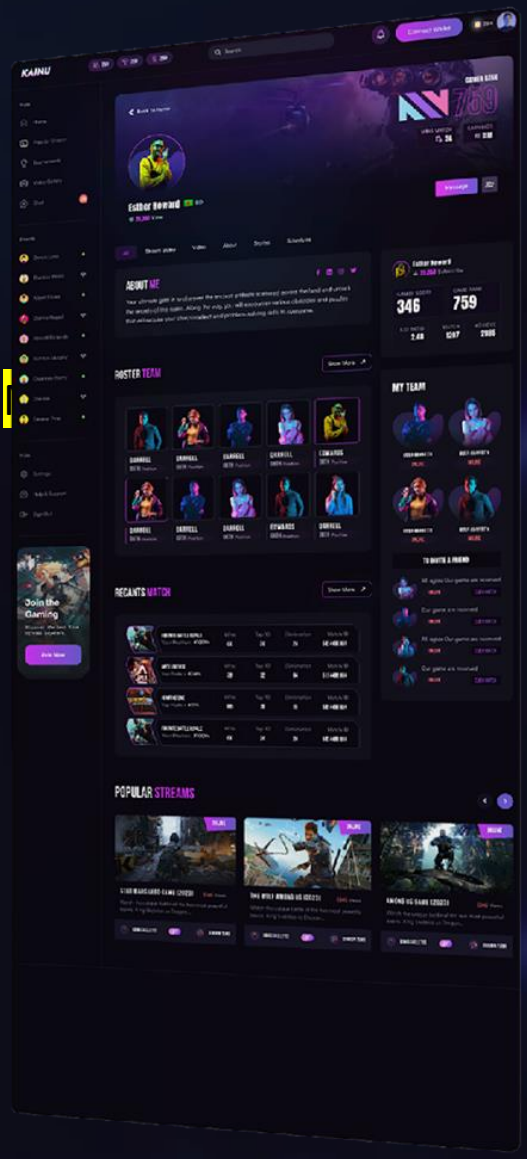
- LIBRARY OF GAMES/STORE
- INSTALLATION AND UPDATE MANAGEMENT
- COMMUNITY AND SOCIAL FEATURES
- INTEGRATION OF UNREAL ENGINE



KAINU LAUNCHER



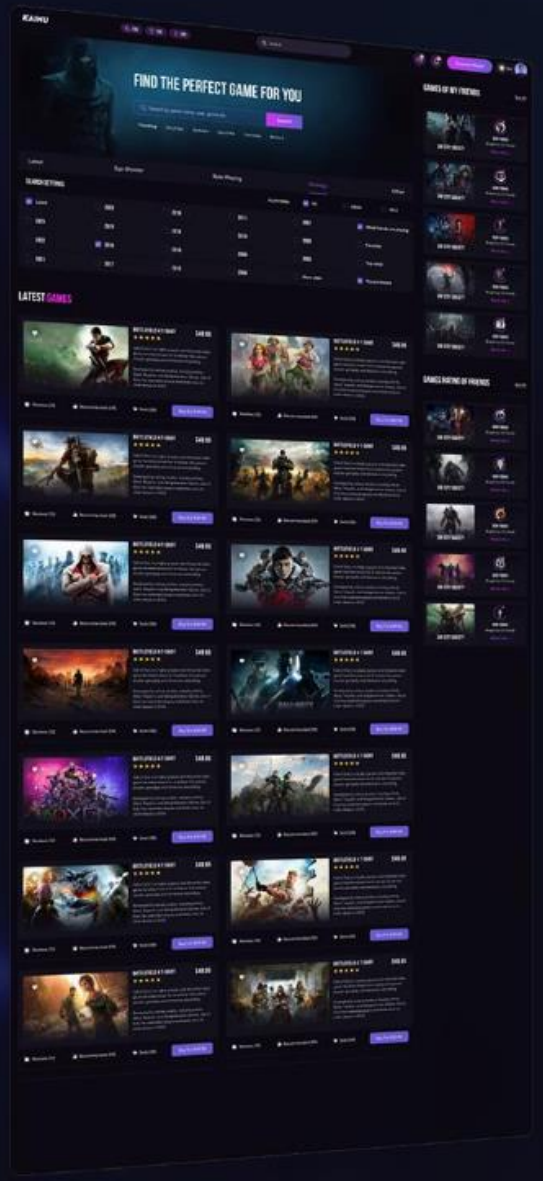


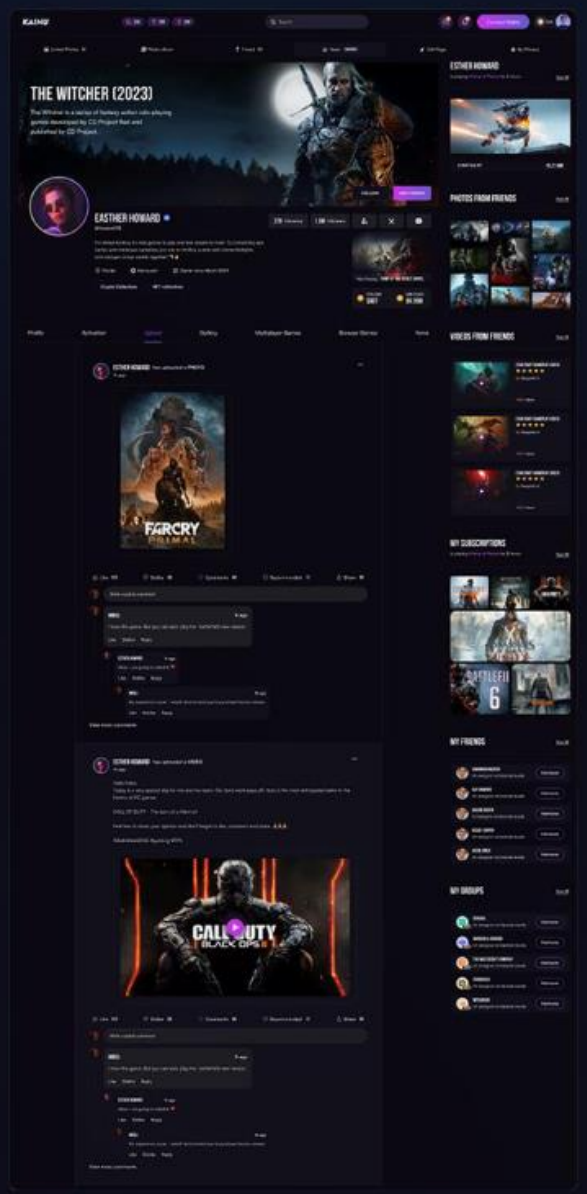


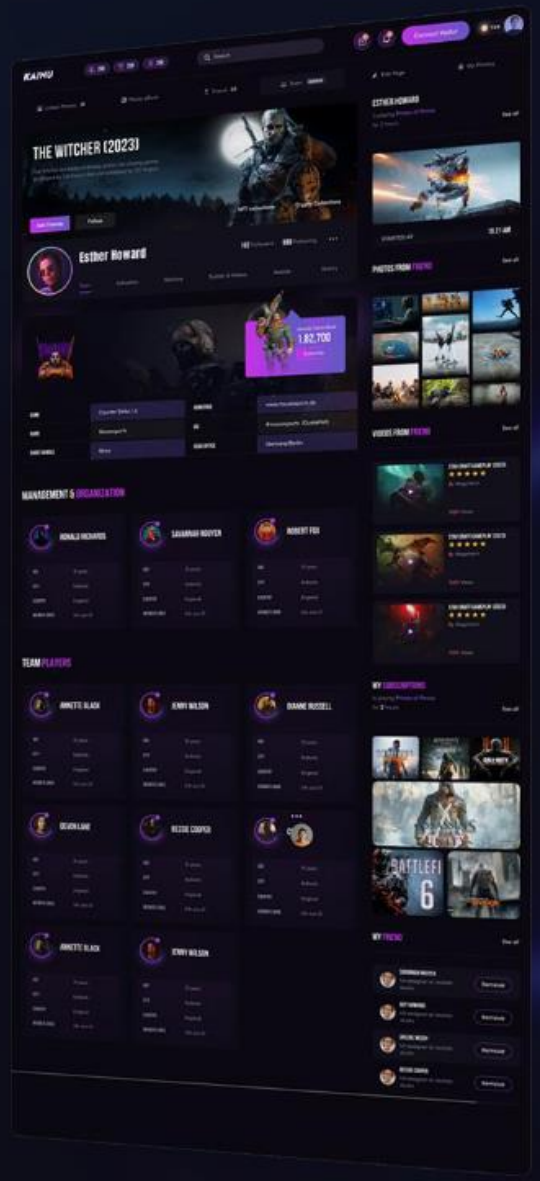
STREAMING

TOURNAMENT

ESPORT TEAM PROFILE



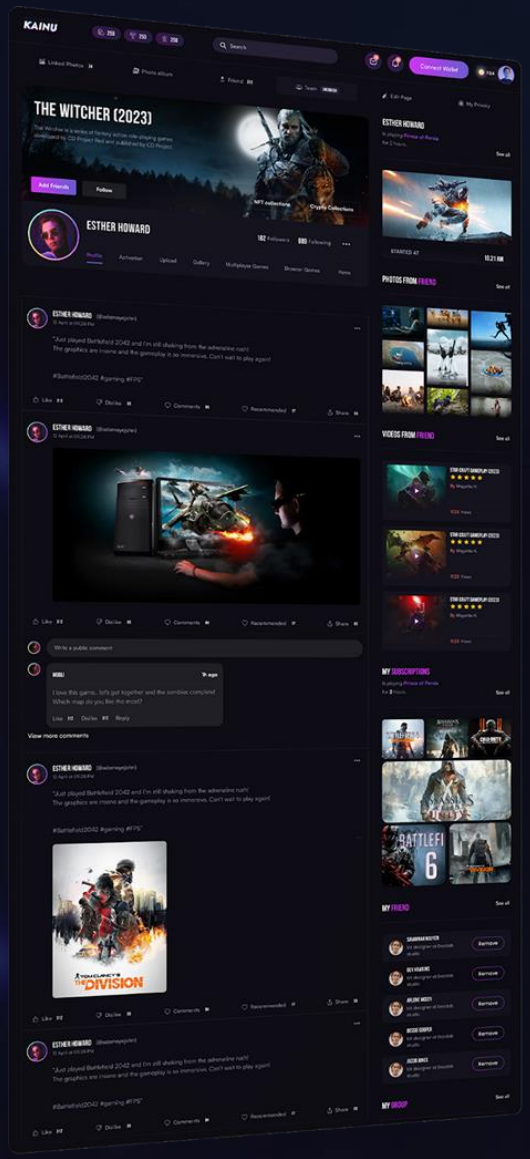


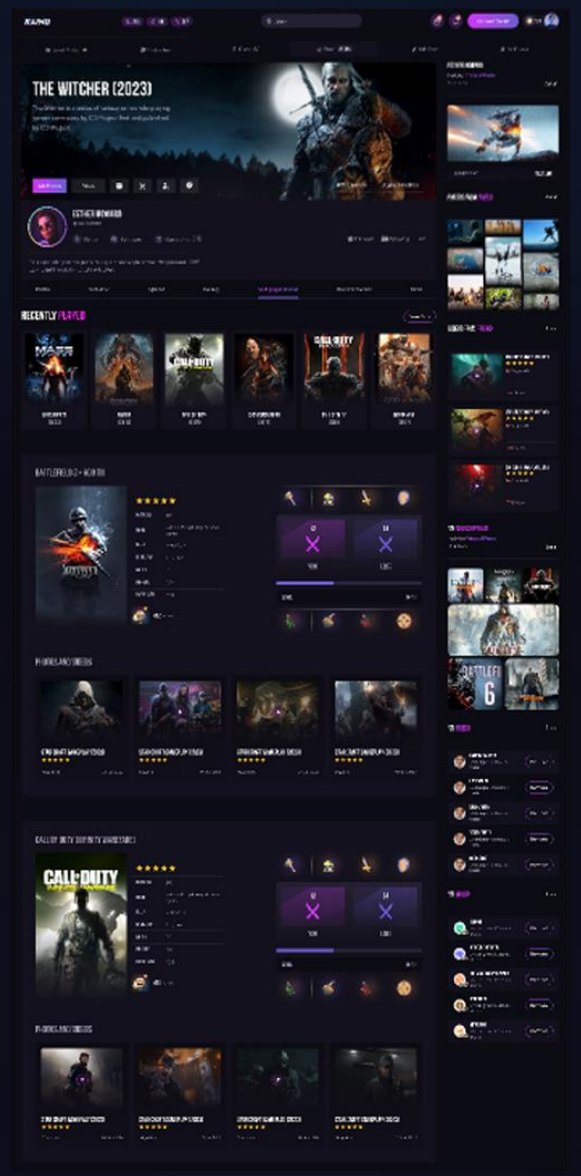


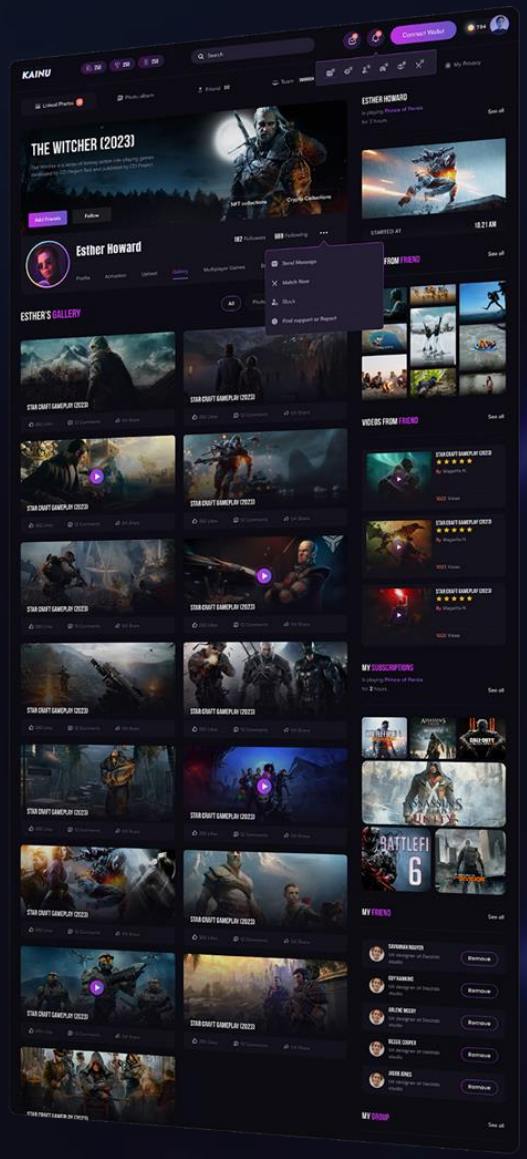
GAME MARKETPLACE

CONTENT SHARING

PROFILE/ TEAM







PROFILE/ ACTIVATION

MULTIPLAYER GAME

GALLERY

KAINU

USER EXPERIENCE WITH ALL-IN-ONE GAMING ON KAINU

01 Establishing a digital identity

- Set up profile
- Choose avatar and bio
- Select gaming preferences

02 Engaging in social interaction

- Join game Fanpages
- Live streaming, and video uploading
- Games channels and groups

03 Participating in tournaments & competitions

- Join eSport teams
- ESL-style tournament
- Clan & guild systems

04 Acquiring games and digital assets

- NFT marketplace
- Game marketplace
- Earn rewards by being active

05 Immersing in gaming

- KAINU game launcher
- Integrated game launcher (Steam, Epic Games)

USER JOURNEY

THE $KAINU TOKENOMICS IS DESIGNED TO SUPPORT PLATFORM GROWTH AND USER ENGAGEMENT

$KAINU

Ticker

1,000,000,000

Total supply

TOKEN USE CASES

- Commerce & trade
- Community engagement
- Staking & vote
- Rewards & airdrops
- Crowdfunding & Grants

TOKEN DISTRIBUTION

TOKEN ALLOCATION			VESTING SCHEDULES				
Allocation	% of Total Supply	Amount of tokens	TGE % of allocation	% of supply unlocked at TGE	Cliff (in months)	Daily Vesting (in months)	Total vesting (in months)
Seed	4.00%	40,000,000	2%	0.08%	7	24	31
Private A	10.00%	100,000,000	3%	0.30%	5	20	25
Private B	9.00%	90,000,000	3%	0.27%	5	20	25
Public	1.00%	10,000,000	10%	0.10%	2	8	10
Team	11.00%	110,000,000	0%	0.00%	6	36	42
Advisors	3.00%	30,000,000	0%	0.00%	8	30	38
Marketing	7.00%	70,000,000	0%	0.00%	3	24	52
Reserve	8.00%	80,000,000	0%	0.00%	2	24	26
Ecosystem Rewards	25.00%	250,000,000	0%	0.00%	1	72	73
Liquidity	8.00%	80,000,000	15%	1.20%	0	10	10
Development	6.00%	60,000,000	0%	0.00%	3	36	39
Grants	5.00%	50,000,000	0%	0.00%	0	36	36
Ambassadors	2.00%	20,000,000	0%	0.00%	4	24	28
Airdrop	1.00%	10,000,000	0%	0.00%	0	12	12
	100.00%			**1.95%**			

MARKETPLACE COMMISSIONS

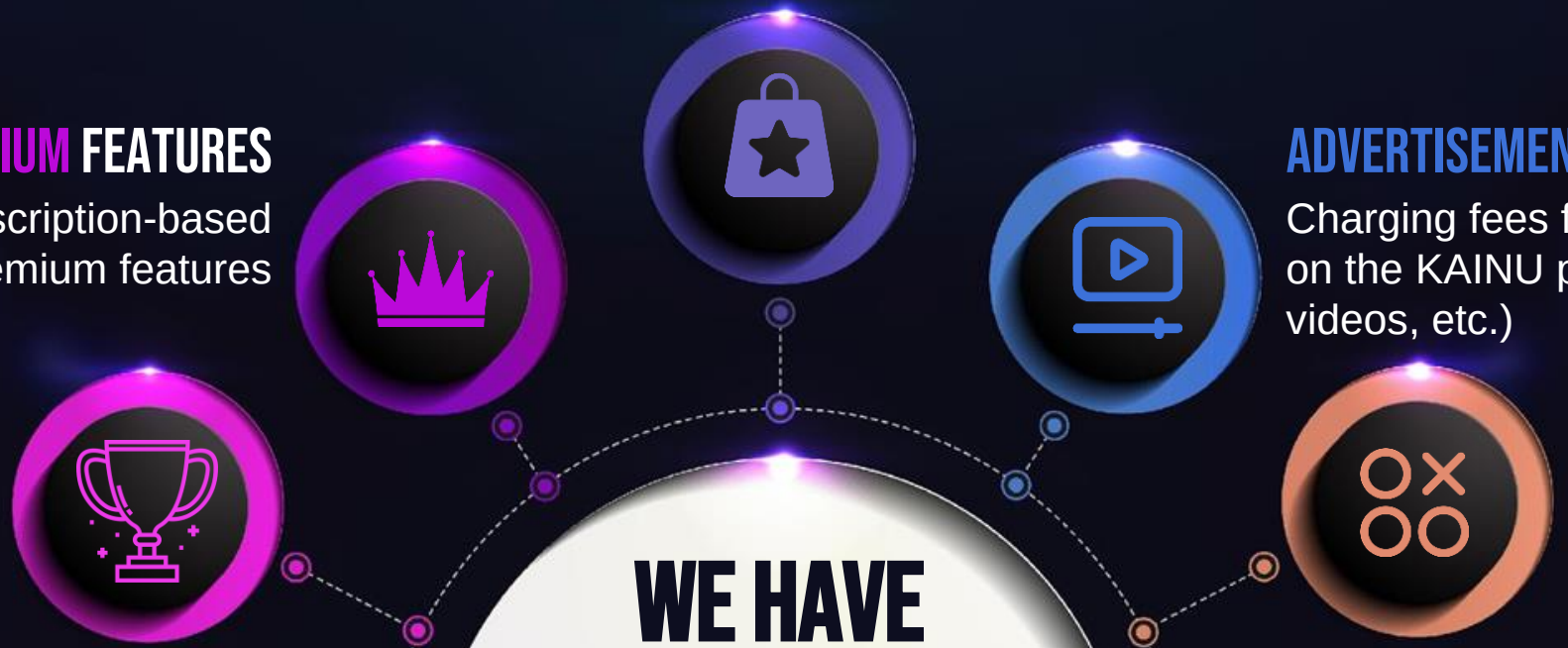
Earning commissions from transactions in the NFT and games marketplaces

PREMIUM FEATURES

Subscription-based premium features

ADVERTISEMENT

Charging fees for game promotions on the KAINU platform (ads on videos, etc.)



WE HAVE 5 MAIN REVENUE SOURCES

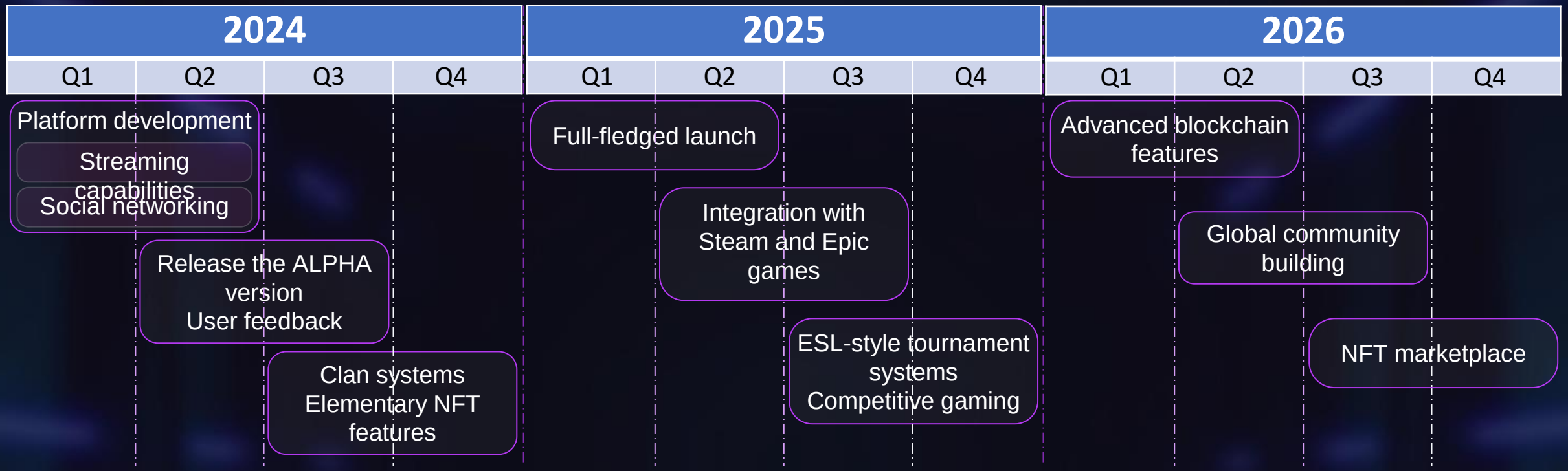
TOURNAMENT FEES

Charging fees for tournament participation and organization

GAME LAUNCHER FEES

Comprising onboarding fees and a share of NFT sales

PLATFORM DEVELOPMENT PLAN AND MILESTONES



Investment round	Seed	Private A	Private B	Public sale
Price per token	$0.05	$0.10	$0.12	$0.16
Raise amount	$2M	$10M	$10.8M	$1.6M
Date	Q2-Q3 2025	Q4 2025	Q4 2025	2025

OUR TARGET CUSTOMERS ARE GAMERS AND CONTENT CREATORS WORLDWIDE

MARKETING STRATEGIES

GRANTS FOR COMMUNITY-DRIVEN GROWTH

5% of KAINU tokenomics for strategic grants to attract major games, esports, and communities.

INFLUENCER COLLABORATIONS

PLATFORM REWARDS FOR USER ENGAGEMENT

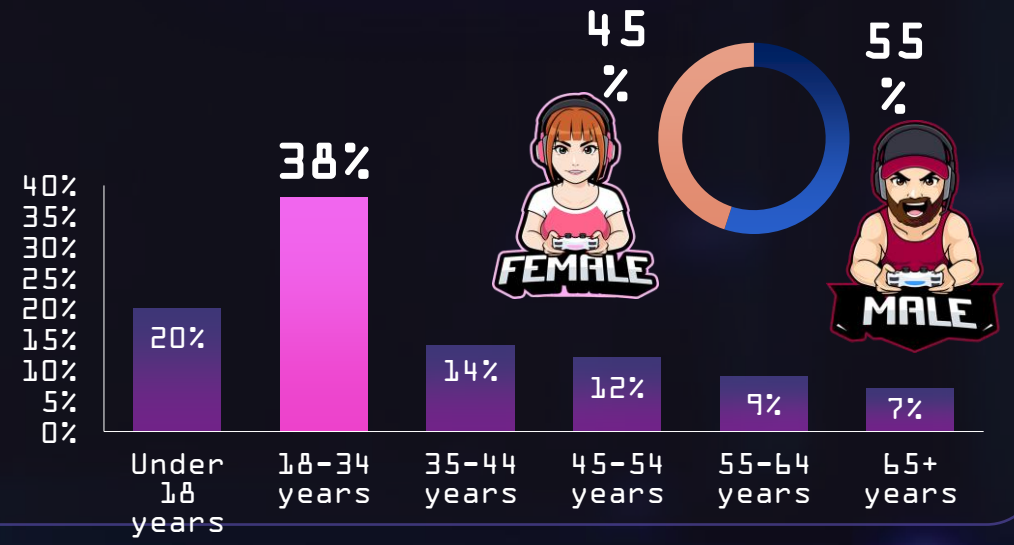
USER-GENERATED CONTENT CONTESTS

EXCLUSIVE TOURNAMENTS

TARGET CUSTOMERS

- Casual & Competitive Gamers
- Game Developers
- Esports Enthusiasts
- Content Creators
- Streamers
- Blockchain Enthusiasts

DEMOGRAPHICS OF US VIDEO GAME PLAYERS



SOURCE: STATISTA

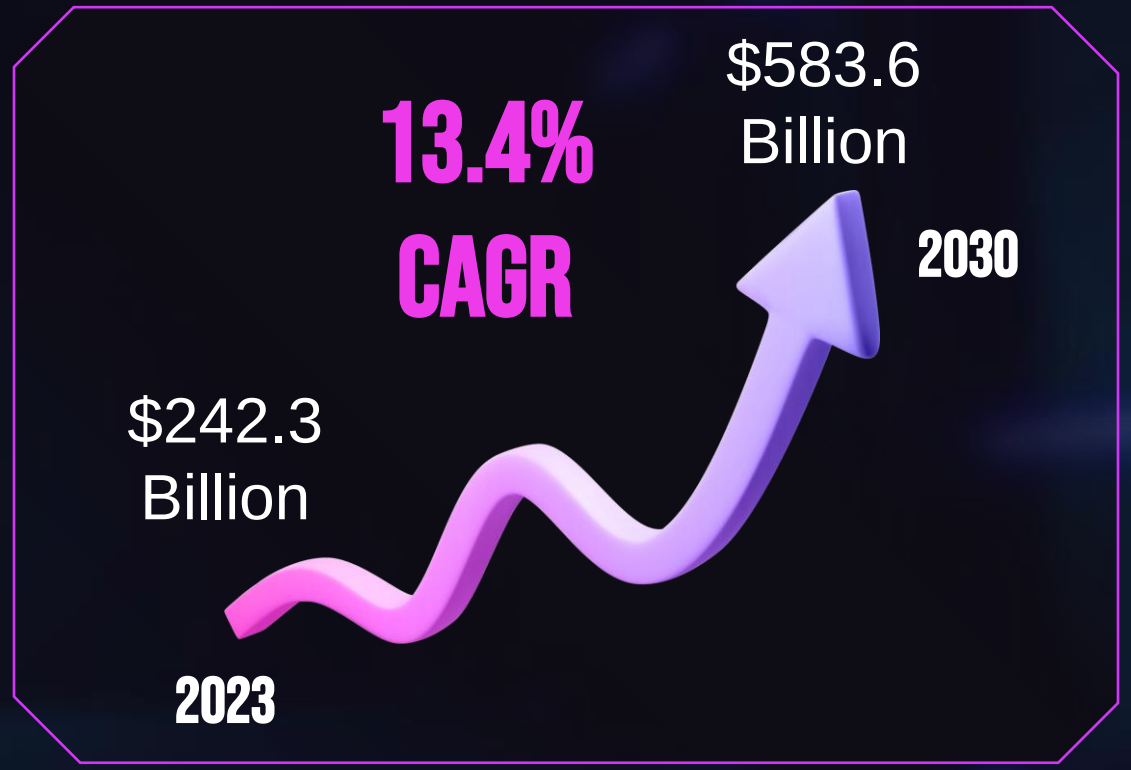
GTM

AS OF 2023, 3.26 BILLION PEOPLE GLOBALLY PLAY VIDEO GAMES

MARKET DRIVERS (NEW TRENDS)

- RISE OF CASUAL GAMES
- ONLINE GAMING AND STREAMING
- TOURNAMENT & COMPETITIVE GAMES
- TECHNOLOGICAL ADVANCEMENTS

THE GLOBAL VIDEO GAMING MARKET SIZE



SOURCE: GRANDVIEWRESEARCH

MARKET GROWTH

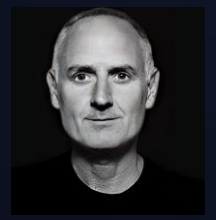
KAINU OFFERS A UNIFIED EXPERIENCE

Combining streaming, social networking, competitive gaming, and blockchain

	KAINU	twitch	STEAM	EPIC GAMES	BATTLENET	facebook Instagram
Game launcher	✓	×	✓	✓	✓	×
Streaming	✓	✓	×	×	×	✓
Community building & teams	✓	×	×	×	×	×
Interactive gamer profiles	✓	×	×	×	×	×
Video & content sharing	✓	✓	×	×	✓	✓
ESL-style tournament	✓	×	✓	✓	✓	×
NFT and crypto collections	✓	×	×	×	×	×

A TEAM OF EXPERTS IN BOTH GAMING & BLOCKCHAIN INDUSTRIES

Marwan Haddad
Founder of Katana inu and initial CEO
Raised $7mio in the past, 9 year exp in web3, 15 years in web2



Ryan Horn
Ex Binance NFT director,
Founder, and many years experience

Salman Rai
Serial Entrepreneur, Business Strategist, Growth Specialist

Stephanie Nijssen
Stakez Labs, web3 expert

Jeffrey van Eeden
Blue Zilla – GamesZone Launchpad,
Founder, gaming and web3 expert

Joachim Rittfeldt Hofvenschiöld
Ex Ninjas in Pijamas & Investor &
eSport & Gaming Expert, Entrepreneur

Assad Dar
Co-Founder of MedievalEmpire
Advisor

Sarvhesh Deokar
Ex Tencent, Ex Riot, working in Web3 Gaming

Diana Guedes
eSport Leader and web3 enthusiast

Rajan Raj
Web3 Advisor, Enterpreneur, Business & Marketing Strategist, advising 20 projects

Roman A.
Game Developer, Project Manager,
Leader & strategist in Web2 Gaming

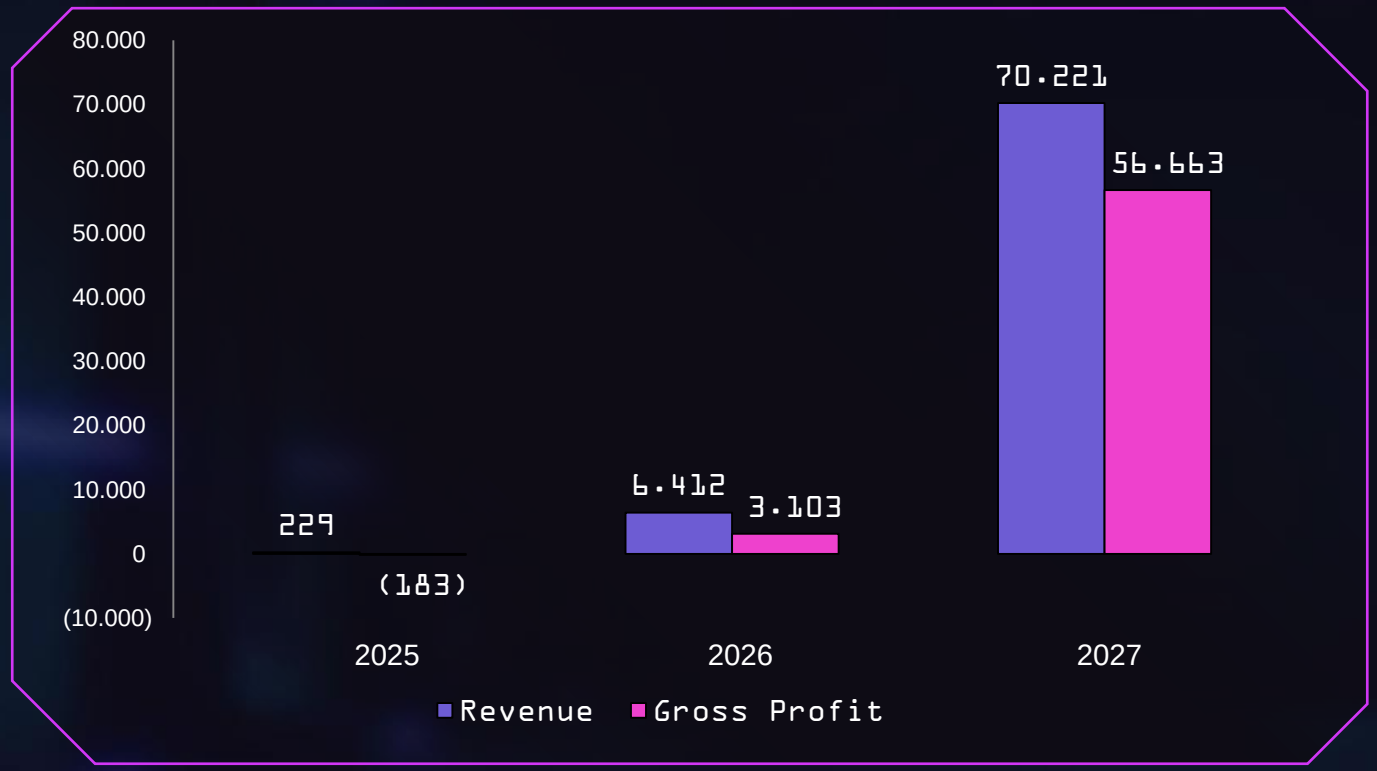
Someone (In discussion)
Ex Illivium

More Legends in progress to join the squad

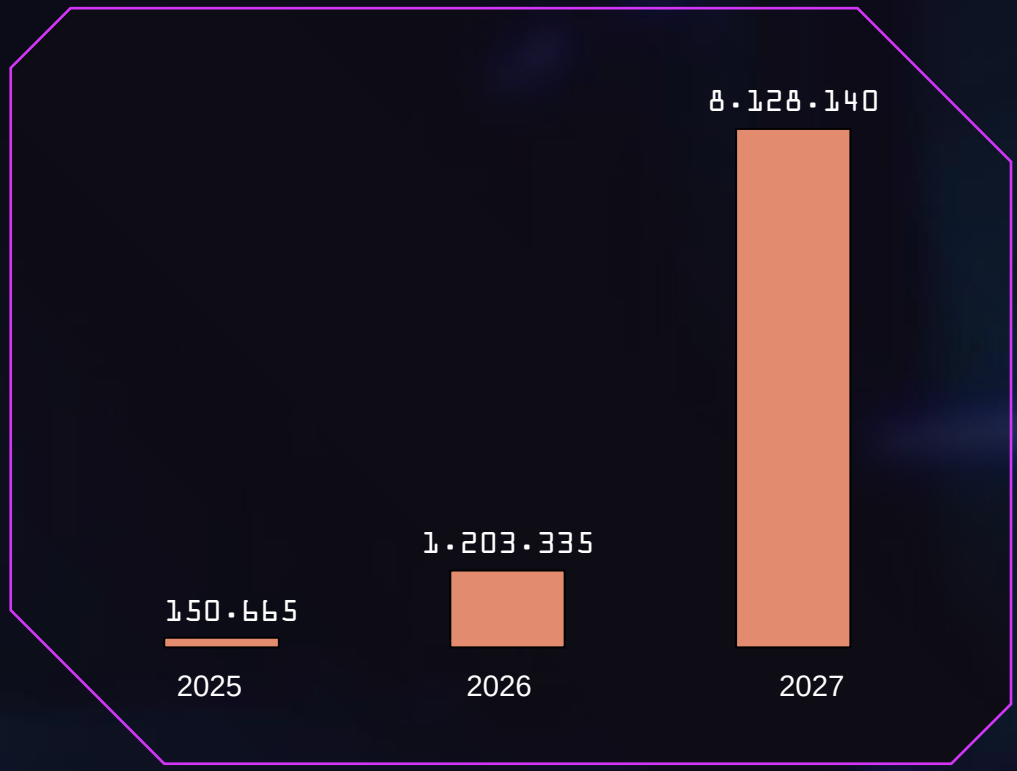
TEAM

PROJECTING $70M REVENUE AND 51% EBITDA MARGIN BY 2026

REVENUE PROJECTION (IN THOUSANDS)



USER GROWTH PROJECTION



REVENUE PROJECTION

WE SEEK TO RAISE $2M SEED ROUND & $10M PRIVAT A

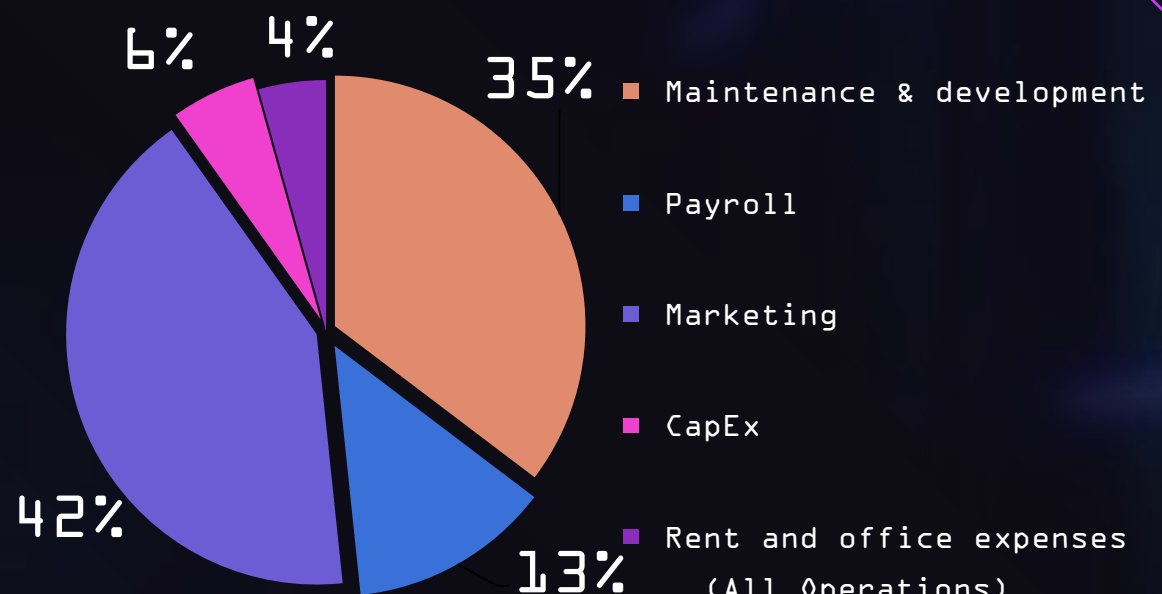
18 Months
Estimated runway

SAFE + Token warrant
Instrument

$1M
Monthly cash burn

4%
Cash burn rate

USE OF FUNDS



THE OUTCOMES BY 2025-2026

Fully developed platform

Integration with game launchers

TOTAL ASK

Contacts

Email:

Social media: