

KAINU

WHERE WEB2 AND WEB3 UNITE FOR THE FUTURE OF GAMING

Pitch Deck | Jan 2024



GAMERS JUGGLE BETWEEN VARIOUS PLATFORMS FOR DIFFERENT GAMING-RELATED ACTIVITIES



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



ALL-IN-ONE PLATFORM



Streaming &
content creation



Social
networking



Game
launcher



Competitive gaming



Blockchain integration



Advanced monetization options

SOLUTION



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).

FEATURES & BENEFITS

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

LIBRARY OF GAMES/STORE

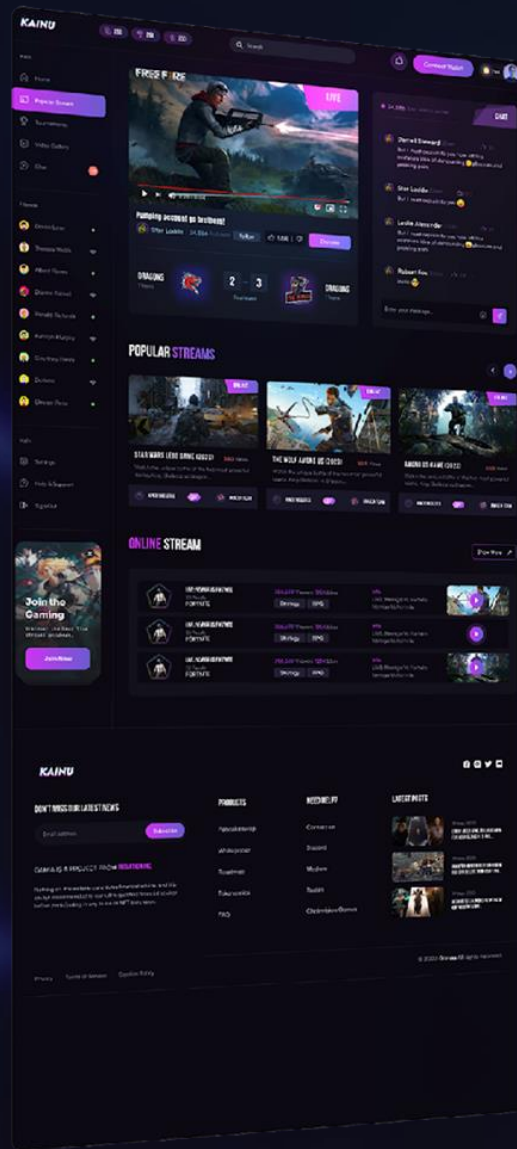
INSTALLATION AND UPDATE MANAGEMENT

COMMUNITY AND SOCIAL FEATURES

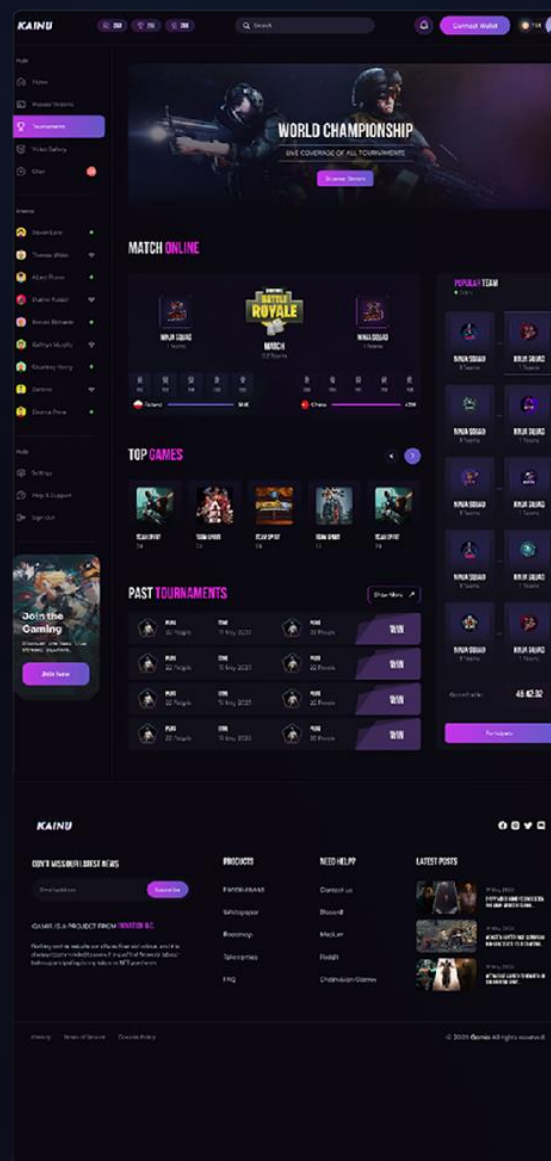
INTEGRATION OF UNREAL ENGINE



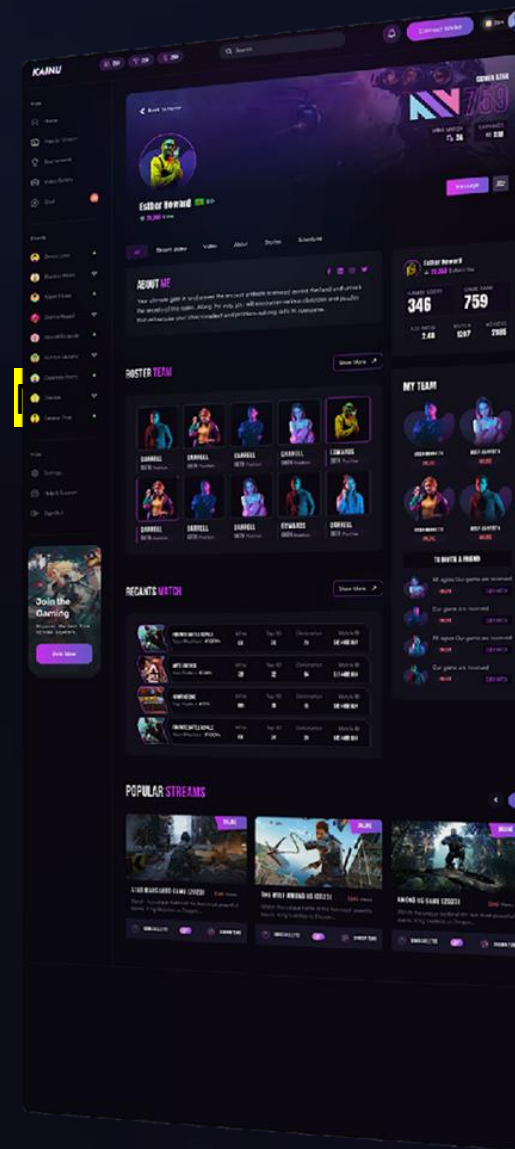
KAINU LAUNCHER



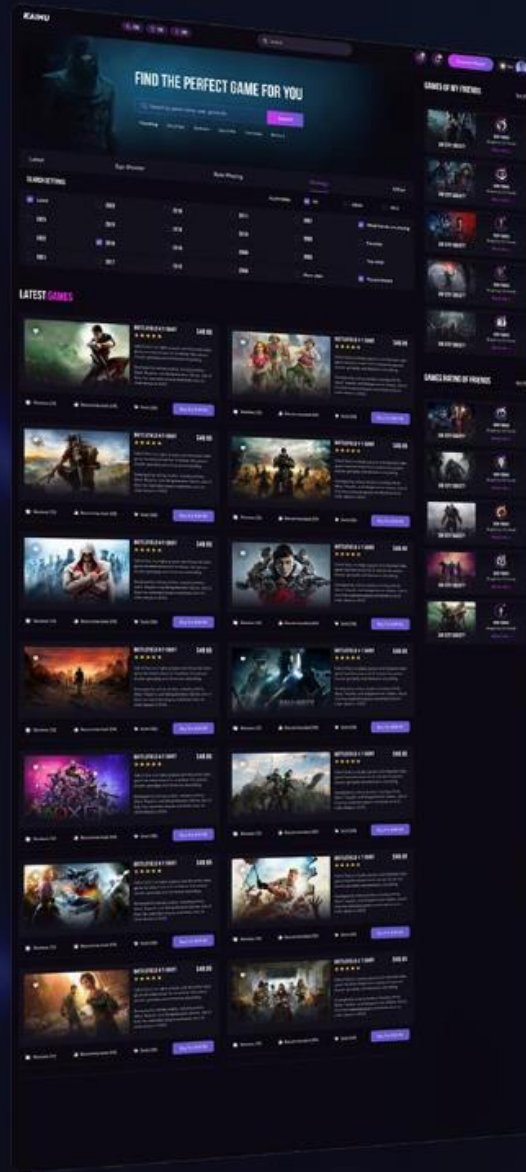
STREAMING



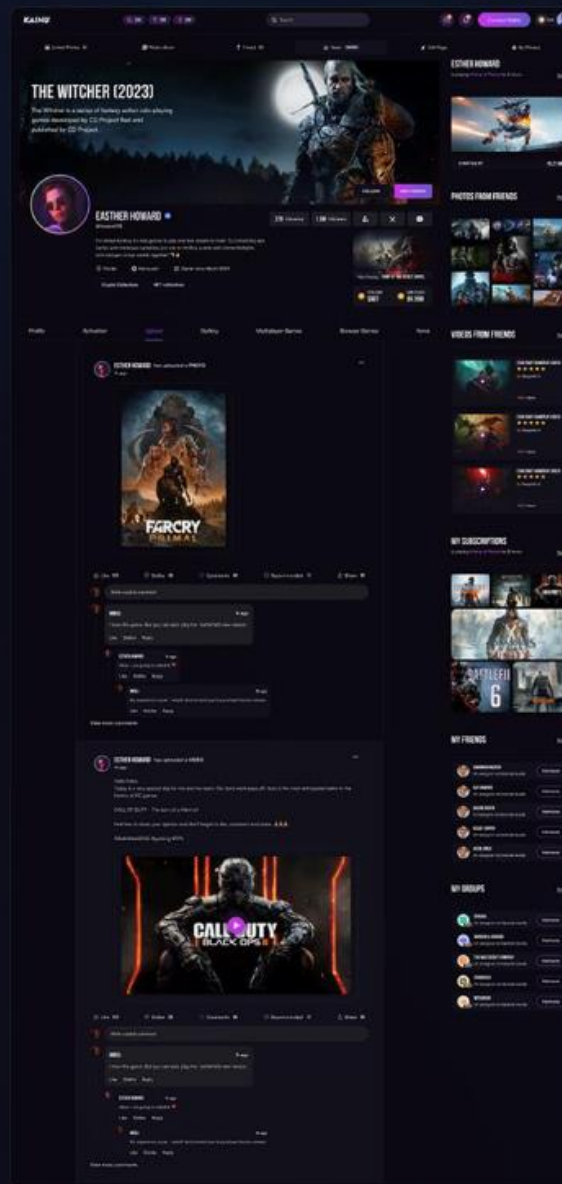
TOURNAMENT



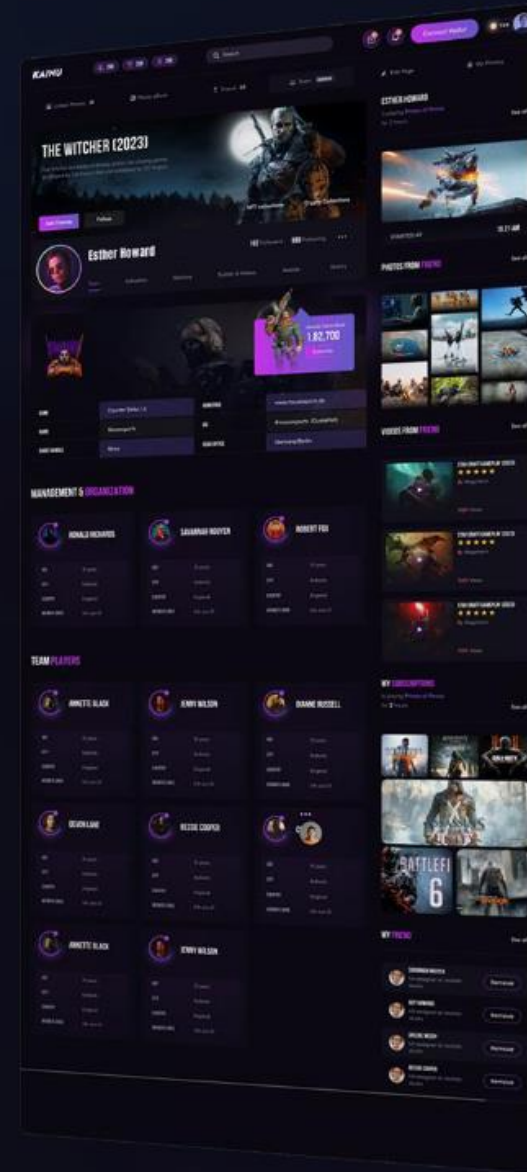
ESPORT TEAM PROFILE



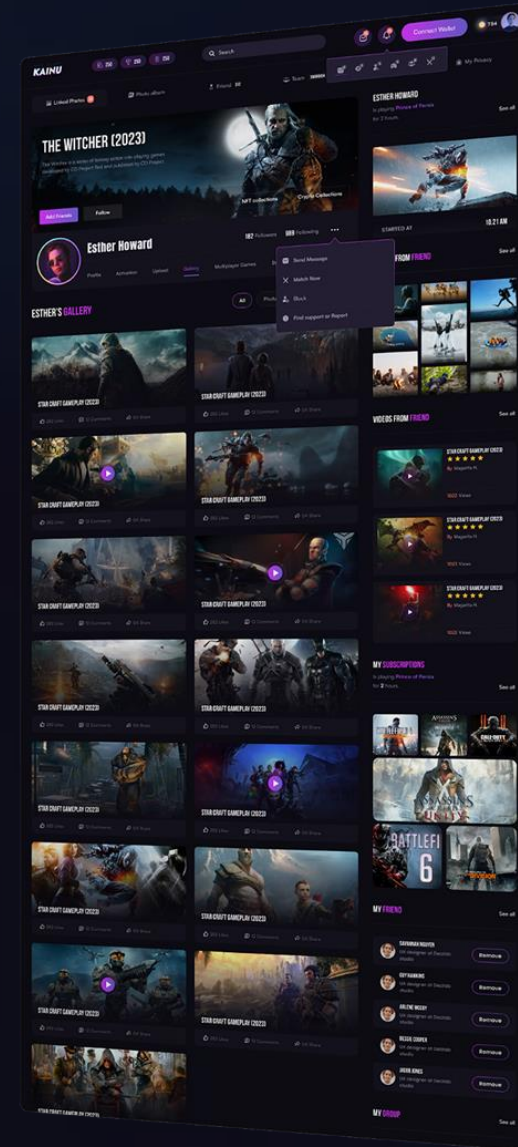
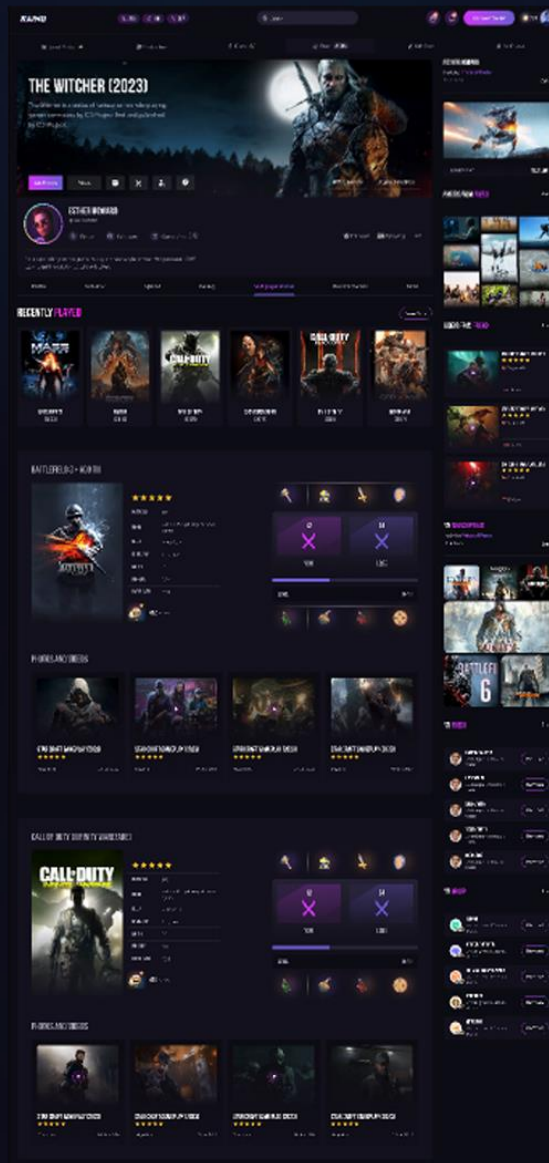
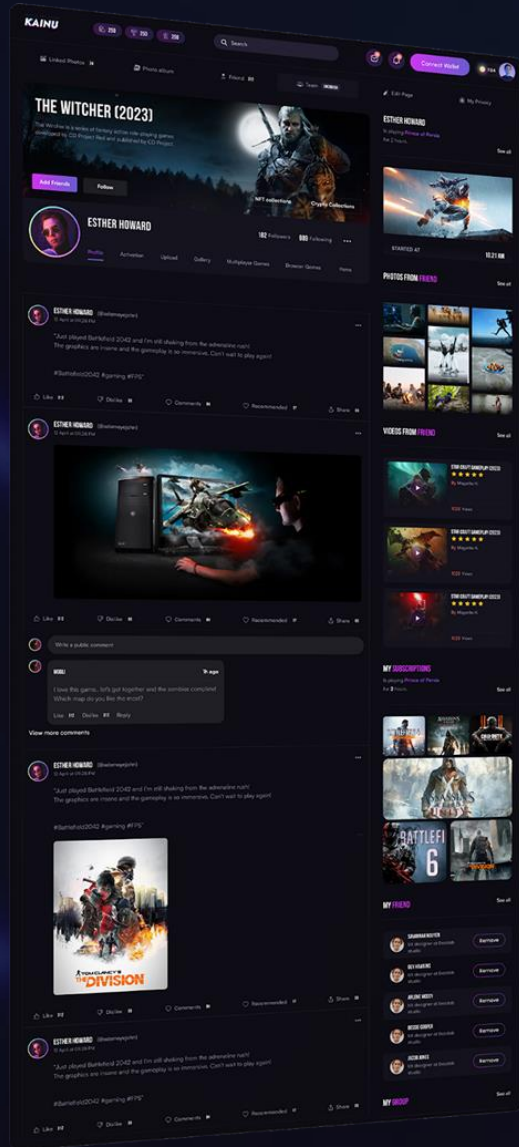
GAME MARKETPLACE



CONTENT SHARING



PROFILE/ TEAM



PROFILE/ ACTIVATION

MULTIPLAYER GAME

GALLERY

USER EXPERIENCE WITH ALL-IN-ONE GAMING ON

KAINU



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

\$KAINU

Ticker

1,000,000,000

Total supply

TOKEN USE CASES

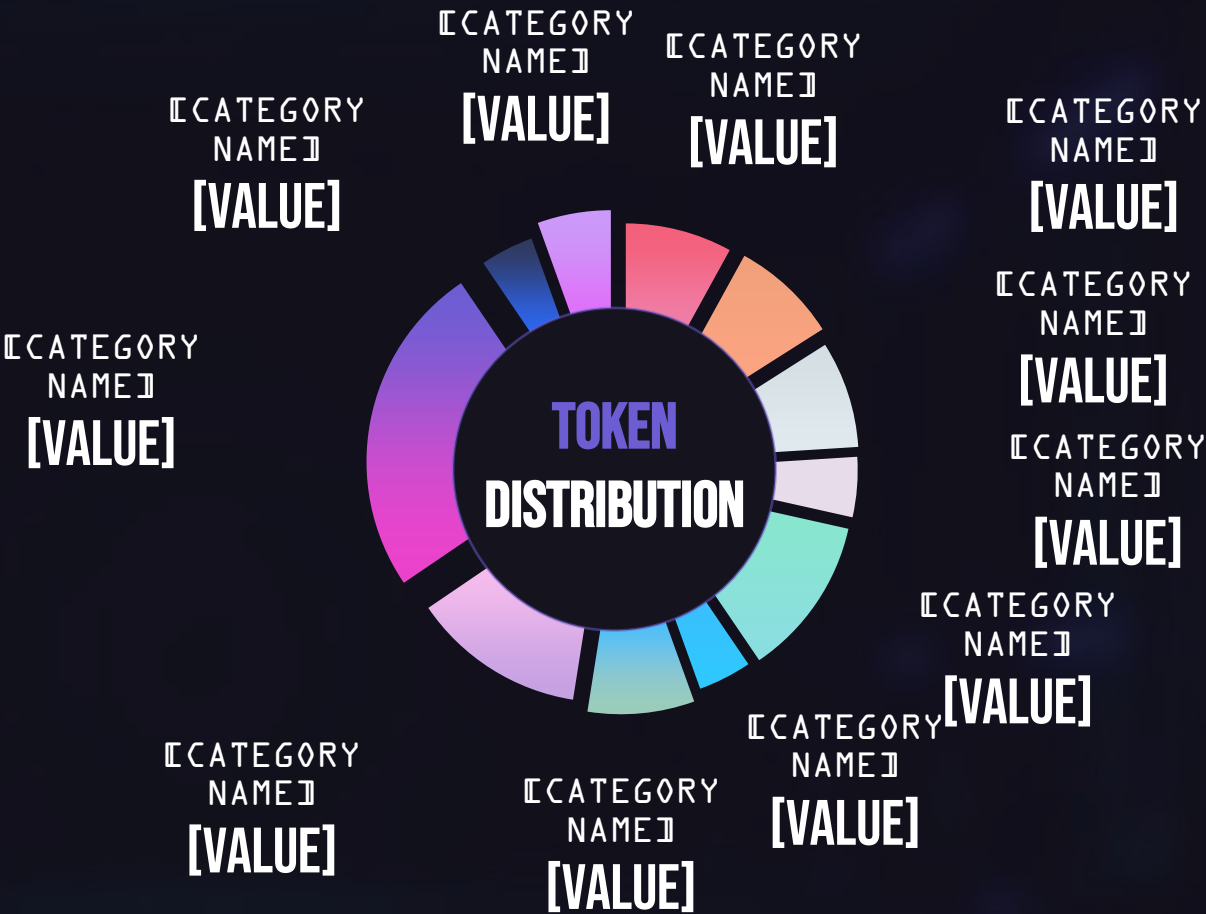
Commerce & trade

Community engagement

Staking & vote

Rewards & airdrops

Crowdfunding



USER JOURNEY

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.)



GAME LAUNCHER FEES

Comprising onboarding fees and a share of NFT sales

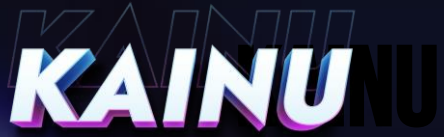
TOURNAMENT FEES

Charging fees for tournament participation and organization



**WE HAVE
5 MAIN
REVENUE
SOURCES**

BUSINESS MODEL



PLATFORM DEVELOPMENT PLAN AND MILESTONES

2024				2025				2026			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Platform development Streaming capabilities Social networking				Full-fledged launch				Advanced blockchain features			
Release the ALPHA version User feedback				Integration with Steam and Epic games				Global community building			
Clan systems Elementary NFT features				ESL-style tournament systems Competitive gaming				NFT marketplace			

Investment round	Seed	Private A	Private B	Public sale
Price per token	\$0.04	\$0.12	\$0.13	\$0.15
Raise amount	\$3.2M	\$9.6M	\$10.4M	\$6.75M
Date	Q1-Q2 2024	Q3 2024	Q4 2024	2024

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**

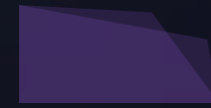


**USER-GENERATED
CONTENT CONTESTS**

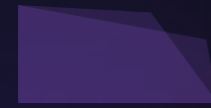


**EXCLUSIVE
TOURNAMENTS**

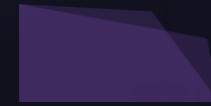
TARGET CUSTOMERS



Casual &
Competitive
Gamers



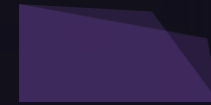
Game
Developers



Esports
Enthusiasts



Content
Creators

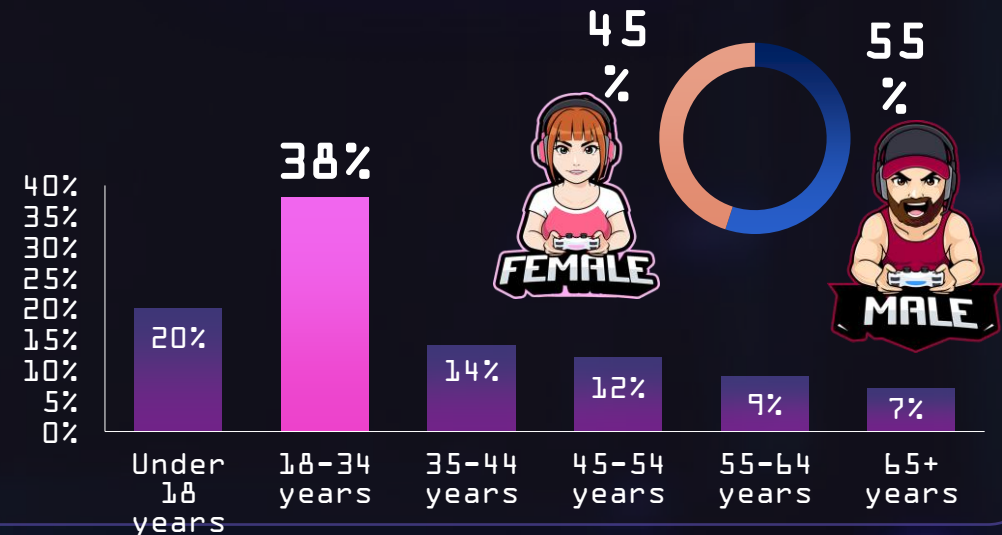


Streamers



Blockchain
Enthusiasts

DEMOGRAPHICS OF US VIDEO GAME PLAYERS



AS OF 2023, 3.26 BILLION PEOPLE GLOBALLY PLAY VIDEO GAMES

MARKET DRIVERS (NEW TRENDS)



RISE OF CASUAL GAMES



ONLINE GAMING AND STREAMING

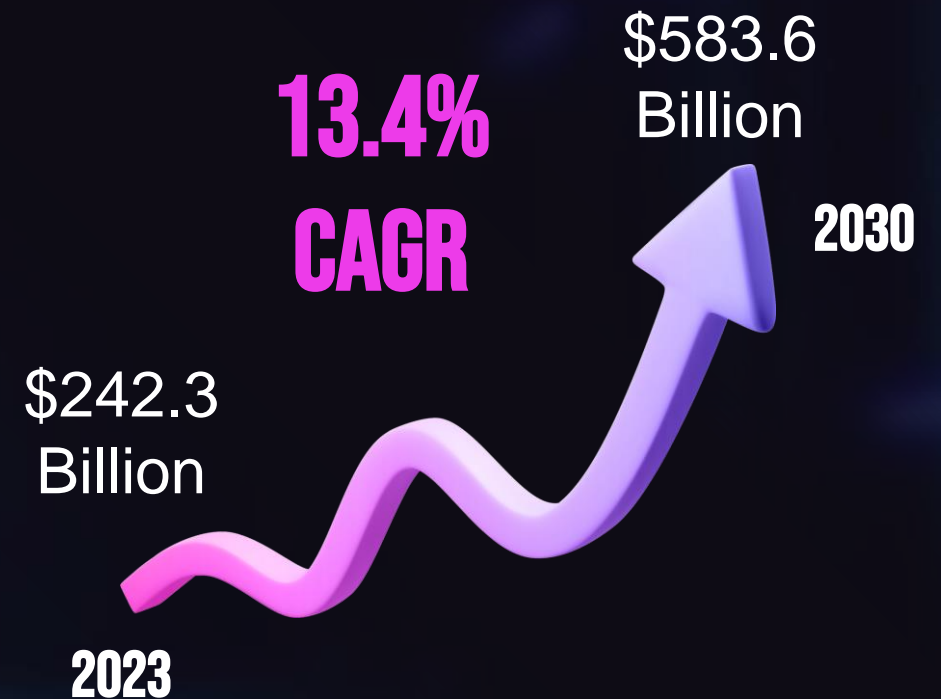


TOURNAMENT & COMPETITIVE GAMES



TECHNOLOGICAL ADVANCEMENTS

THE GLOBAL VIDEO GAMING MARKET SIZE



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	✓	×	×	×	×	×

COMPETITIVE LANDSCAPE

A TEAM OF EXPERTS IN BOTH GAMING & BLOCKCHAIN INDUSTRIES

Marwan Haddad

Founder of Katana inu and initial CEO

Ryan Horn

Ex Binance NFT director

----- (In discussion)

Ex Illivium CMO

Joachim Rittfeldt Hofvenschiöld
Ex Ninjas in Pijamas & Investor &
eSport Expert

Stephanie Nijssen
Stakez Labs

Sarvhesh Deokar
Ex Riot, working in Web3 Gaming

Jeffrey van Eeden
Blue Zilla – GamesZone Launchpad

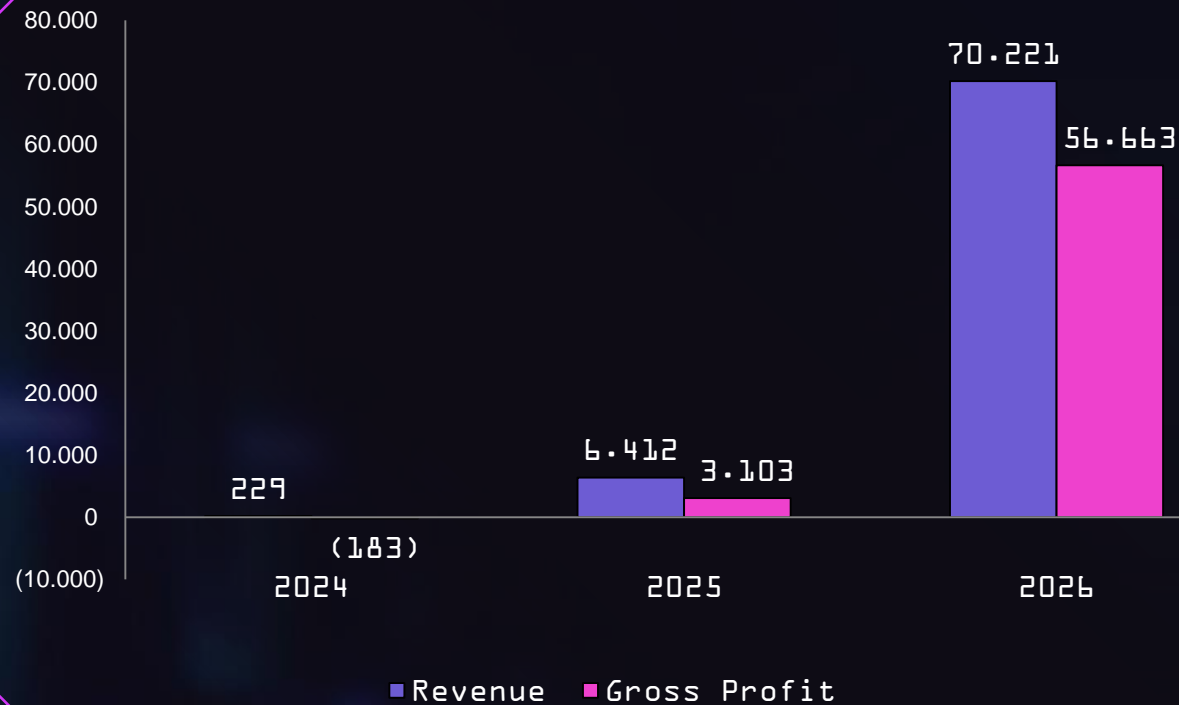
Diana Guedes
eSport Leader and web3 enthusiast

More Legends in progress

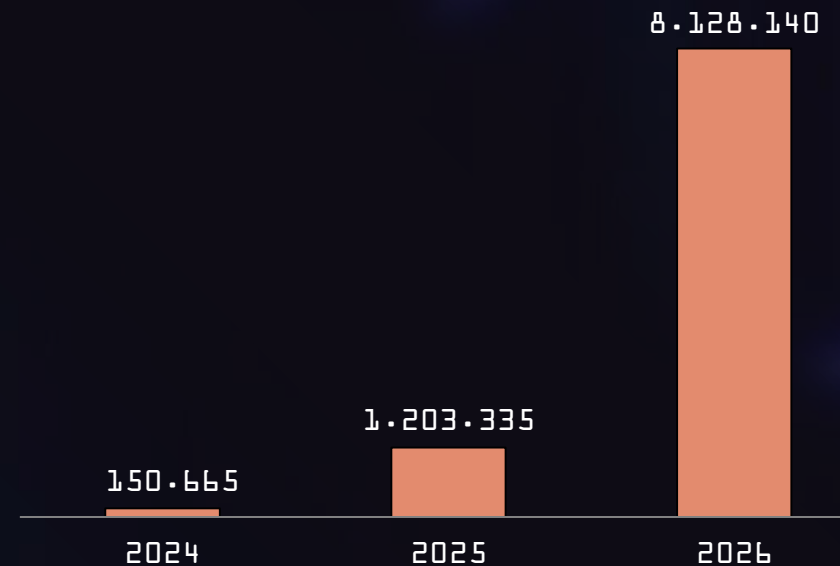
TEAM

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

REVENUE PROJECTION (IN THOUSANDS)



USER GROWTH PROJECTION



REVENUE PROJECTION

WE SEEK TO RAISE \$30M SEED ROUND

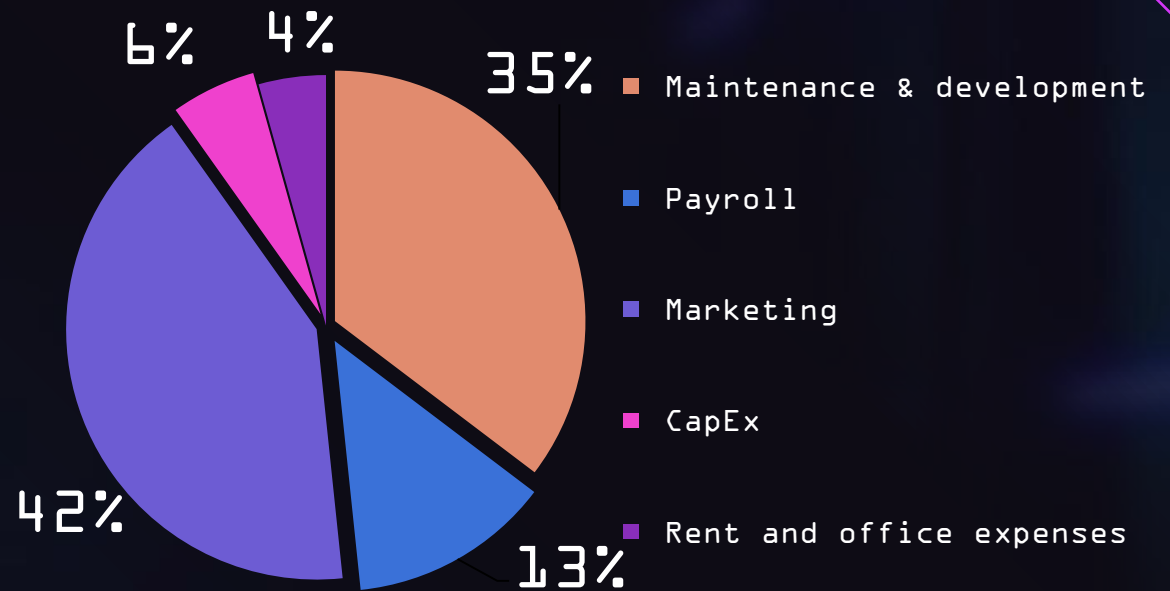
**24
Months
\$1.25M**

Estimated runway
Monthly cash
burn

**SAFE + Token
warrant
4%**

Instrument
Cash burn
rate

USE OF FUNDS



THE OUTCOMES BY 2025

Fully
developed
platform

Integration
with game
launchers

TOTAL ASK

Contacts

Email:

Social media:

