

# 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



# 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**

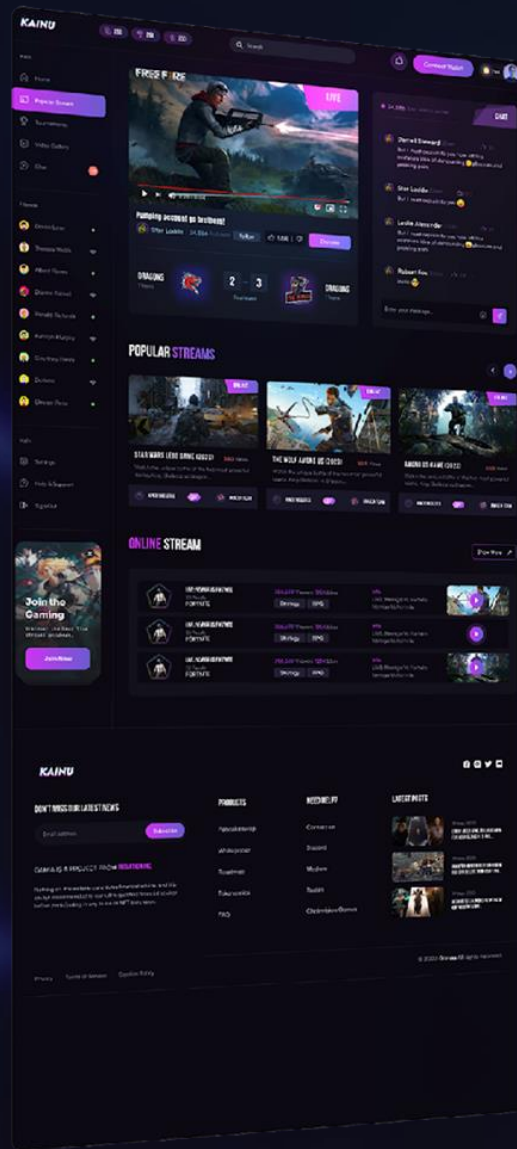
**INSTALLATION AND UPDATE MANAGEMENT**

**COMMUNITY AND SOCIAL FEATURES**

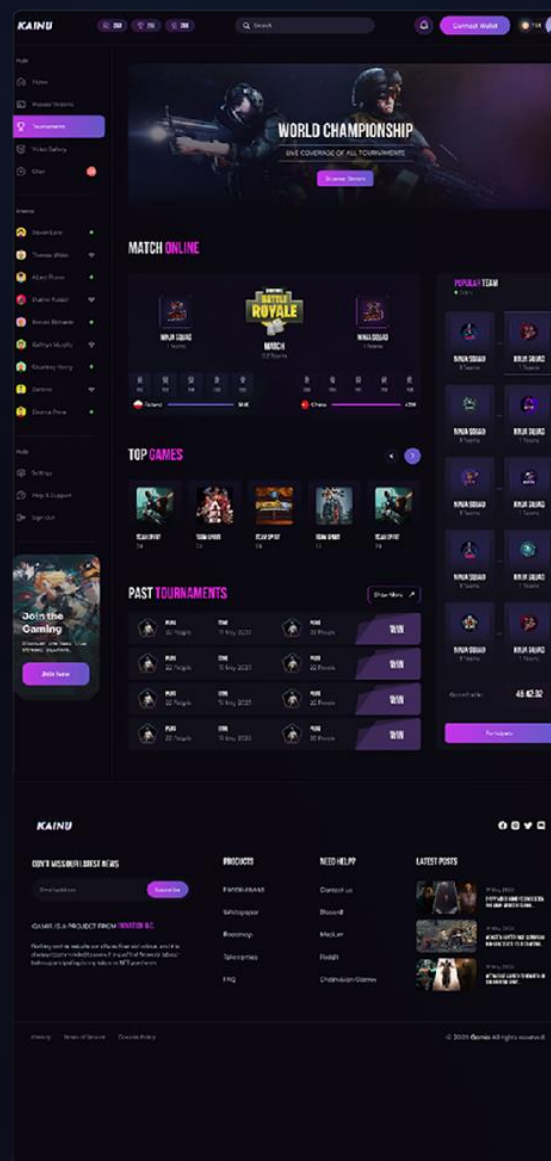
**INTEGRATION OF UNREAL ENGINE**



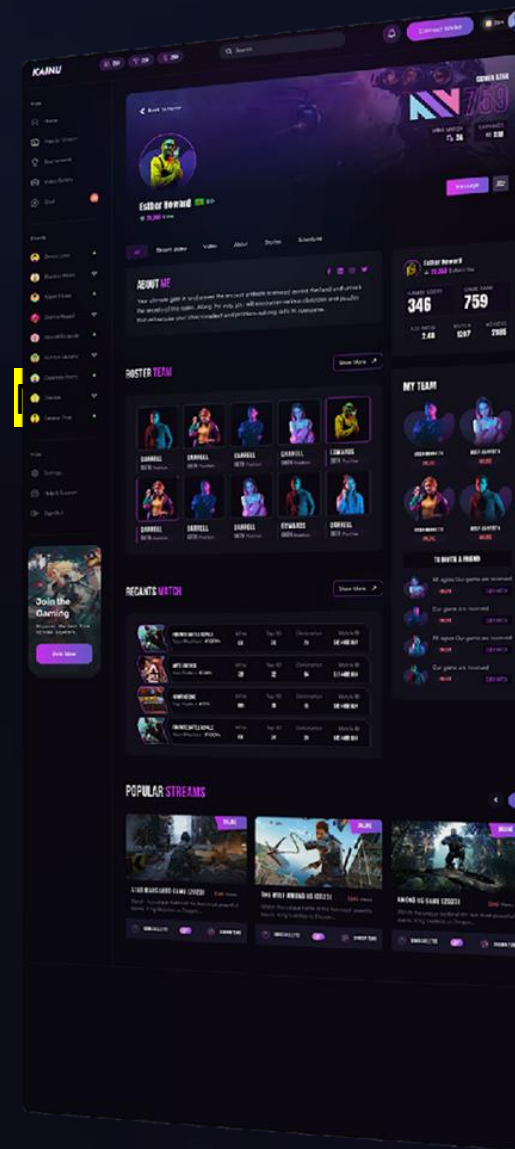
**KAINU LAUNCHER**



STREAMING

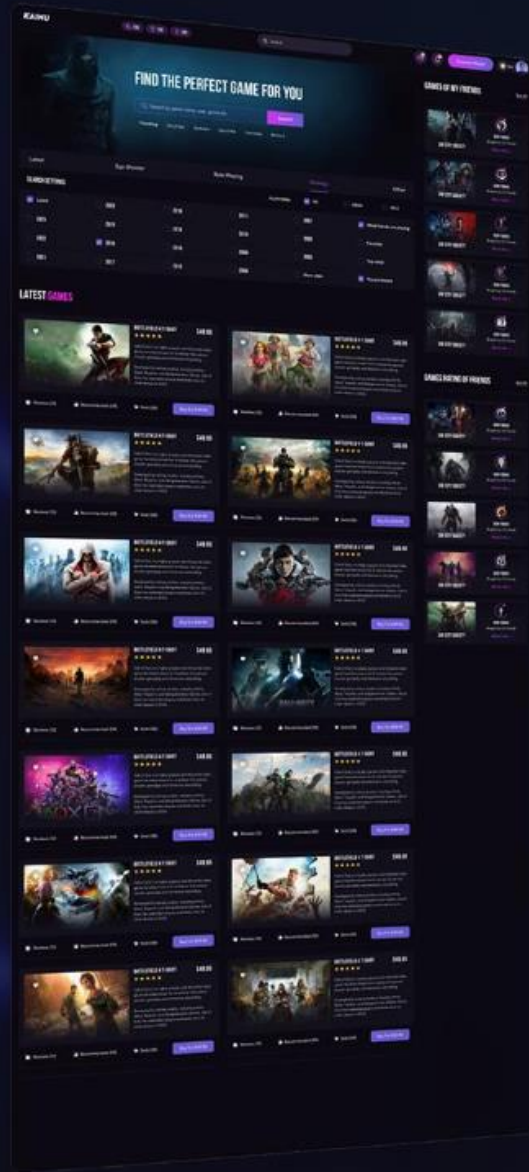


TOURNAMENT

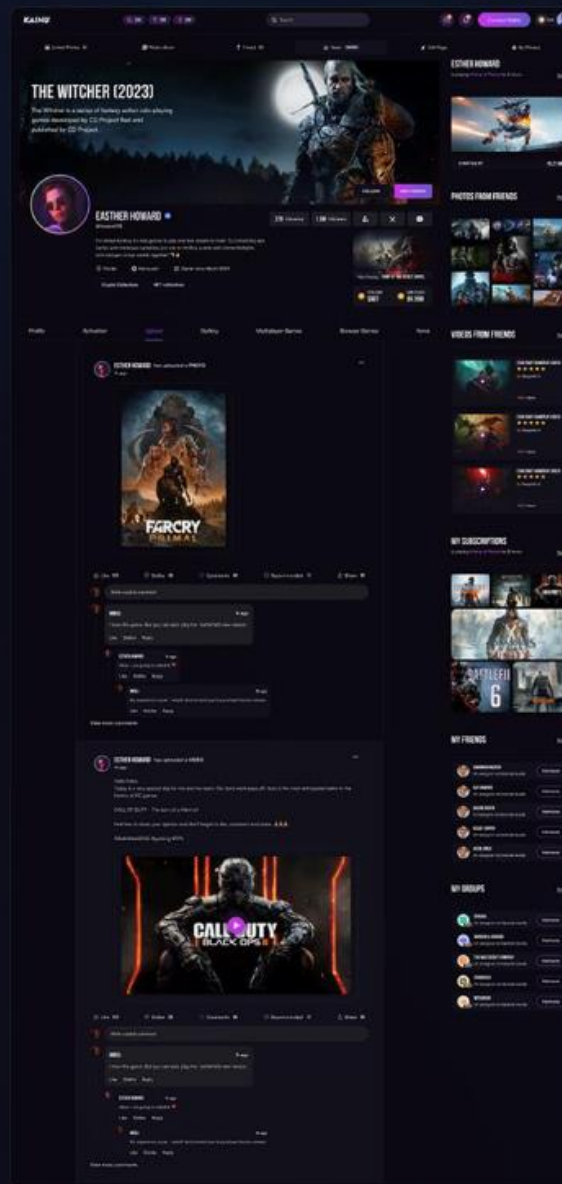


ESPORT TEAM PROFILE

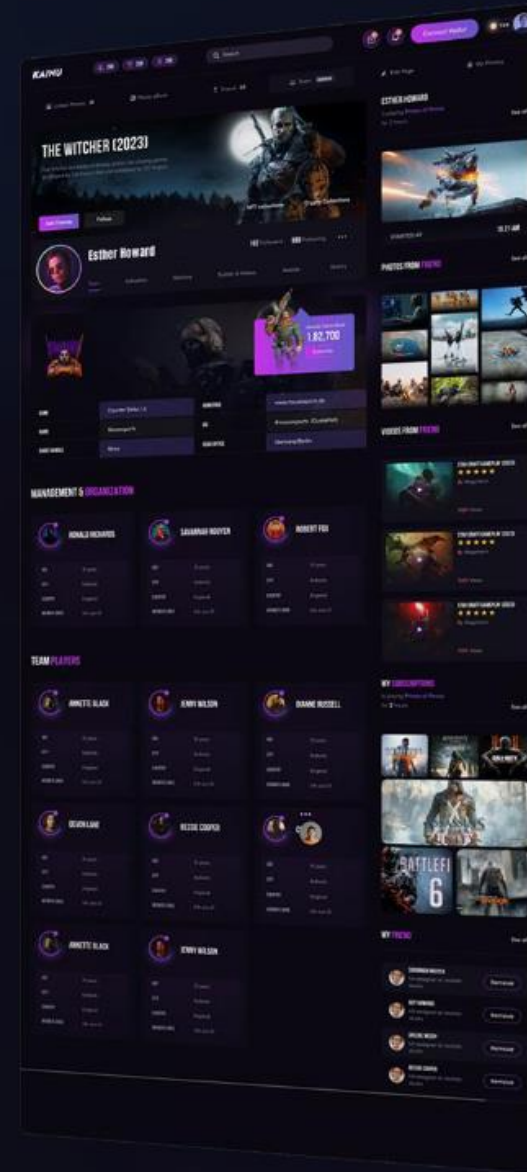




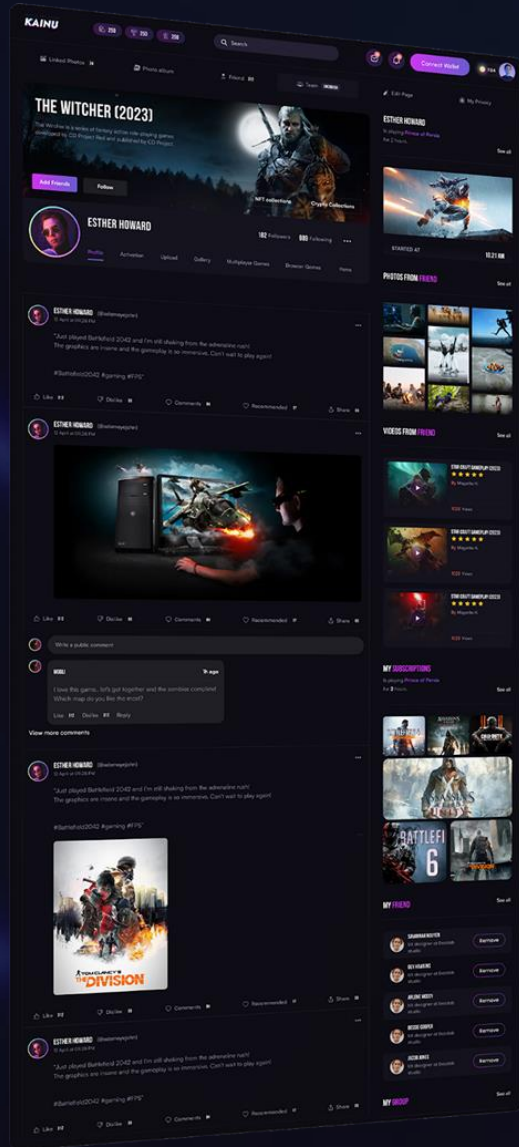
**GAME MARKETPLACE**



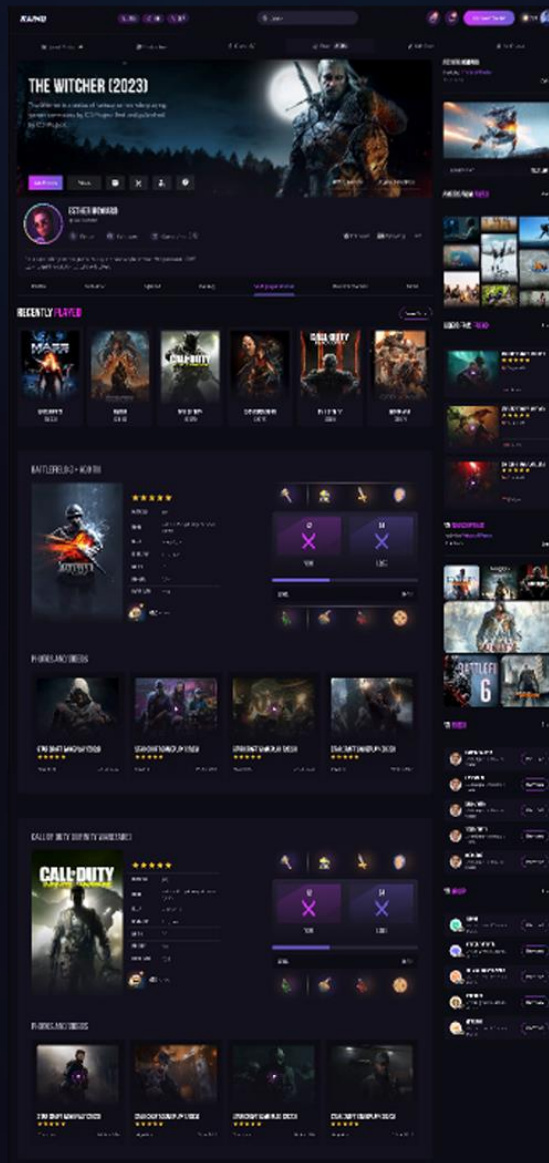
**CONTENT SHARING**



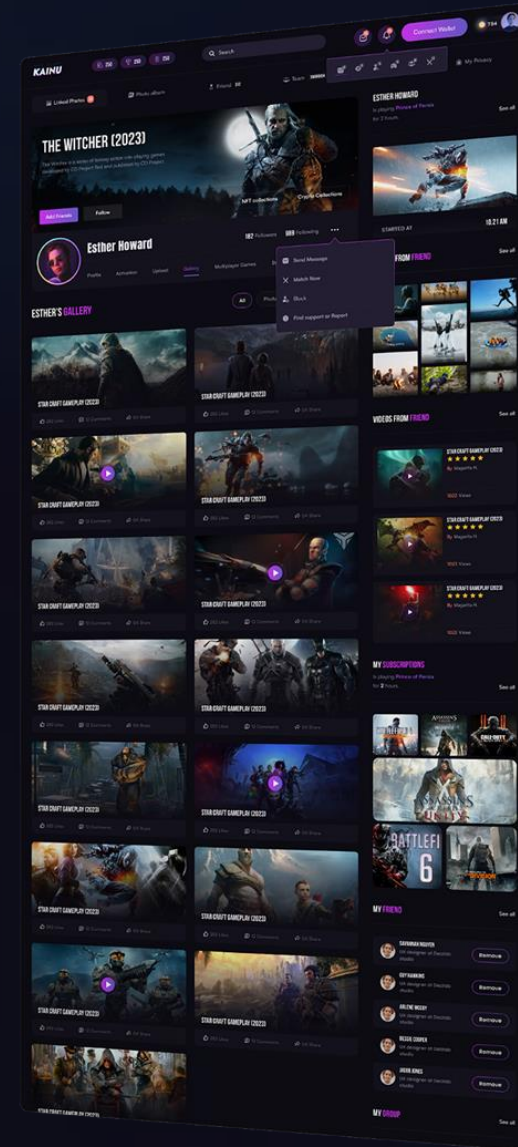
**PROFILE/ TEAM**



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

## TOKEN DISTRIBUTION

**\$KAINU**

Ticker

**1,000,000,000**

Total supply

### TOKEN USE CASES

Commerce & trade

Community engagement

Staking & vote

Rewards & airdrops

Crowdfunding & Grants

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.)



### GAME LAUNCHER FEES

Comprising onboarding fees and a share of NFT sales

### TOURNAMENT FEES

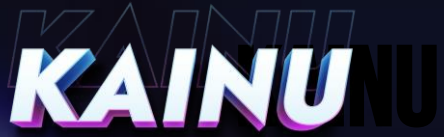
Charging fees for tournament participation and organization



**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	\$0.05	\$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**

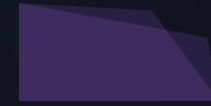


**USER-GENERATED  
CONTENT CONTESTS**

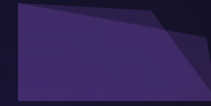


**EXCLUSIVE  
TOURNAMENTS**

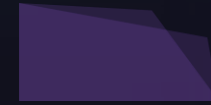
## TARGET CUSTOMERS



Casual &  
Competitive  
Gamers



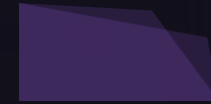
Game  
Developers



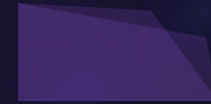
Esports  
Enthusiasts



Content  
Creators

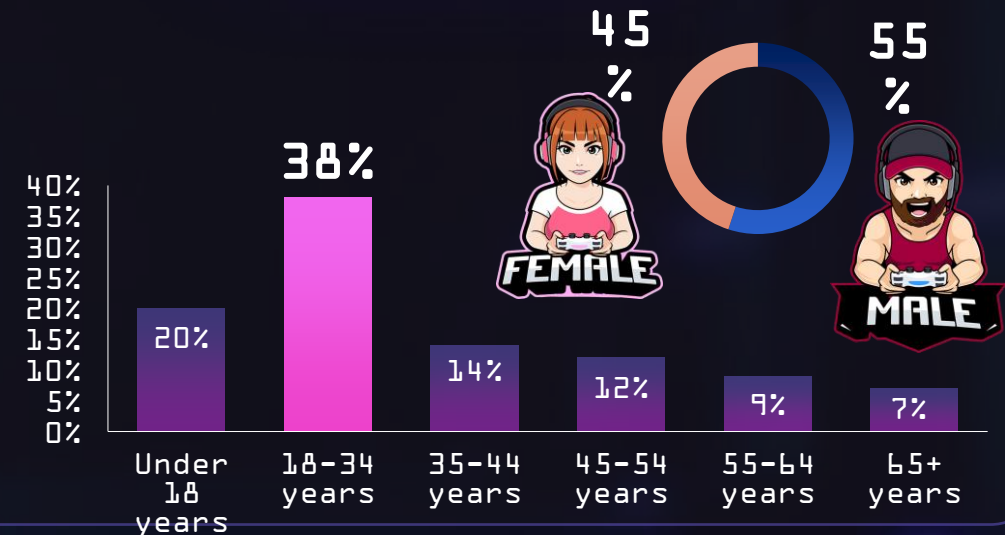


Streamers



Blockchain  
Enthusiasts

## DEMOGRAPHICS OF US VIDEO GAME PLAYERS



# AS OF 2023, 3.26 BILLION PEOPLE GLOBALLY PLAY VIDEO GAMES

## MARKET DRIVERS (NEW TRENDS)



RISE OF CASUAL GAMES



ONLINE GAMING AND STREAMING

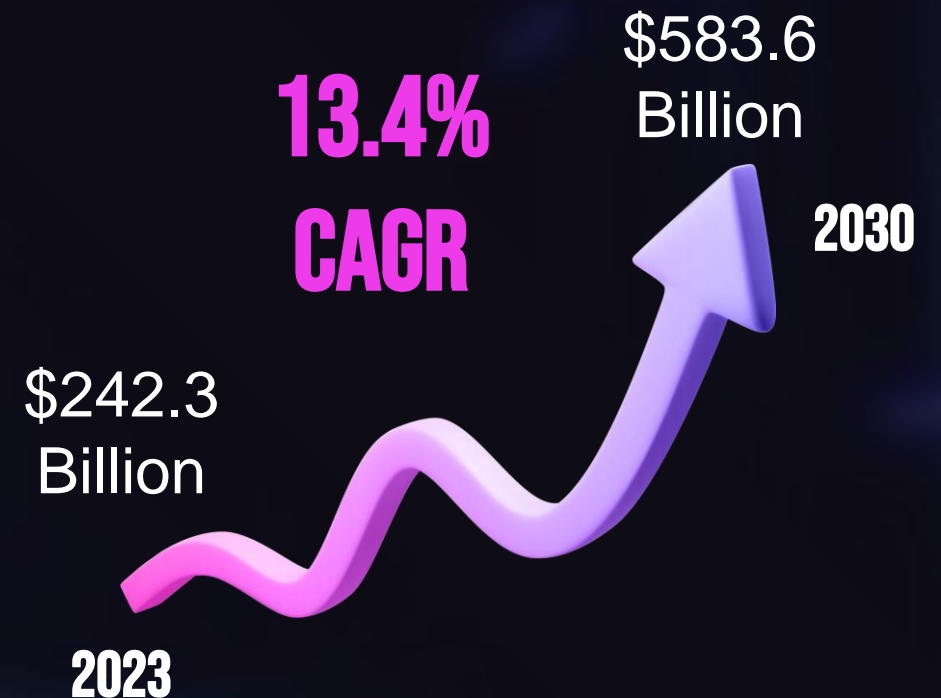


TOURNAMENT & COMPETITIVE GAMES



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

**Salman Rai**

Serial Entrepreneur, Business Strategist, Growth Specialist

**Stephanie Nijssen**

Stakez Labs, web3 expert

**Sarvhesh Deokar**

Ex Riot, working in Web3 Gaming

**Jeffrey van Eeden**

Blue Zilla – GamesZone Launchpad

**Joachim Rittfeldt Hofvenschiöld**

Ex Ninjas in Pijamas & Investor & eSport Expert

**Assad Dar**

Co-Founder of MedievalEmpire Advisor

**Diana Guedes**

eSport Leader and web3 enthusiast

**Rajan Raj**

Web3 Advisor, Entrepreneur, Business & Marketing Strategist

**Roman A.**

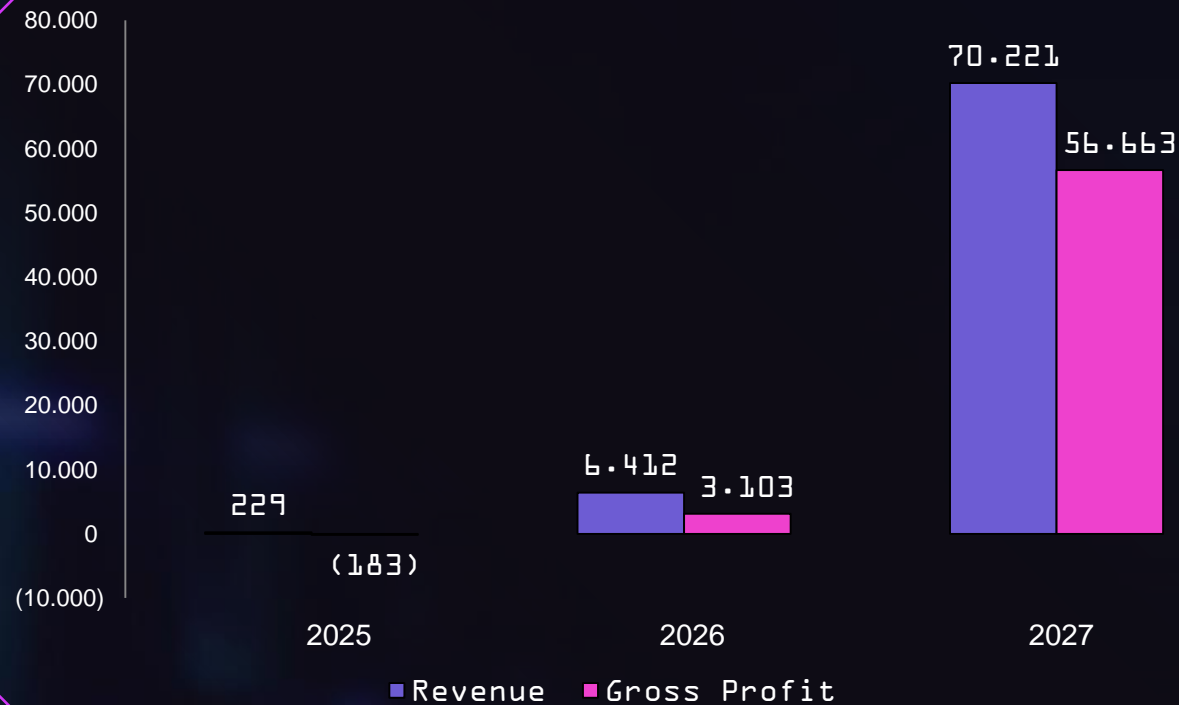
Game Developer, Project Manager, Leader & strategist in Web2 Gaming

More Legends in progress to join the squad

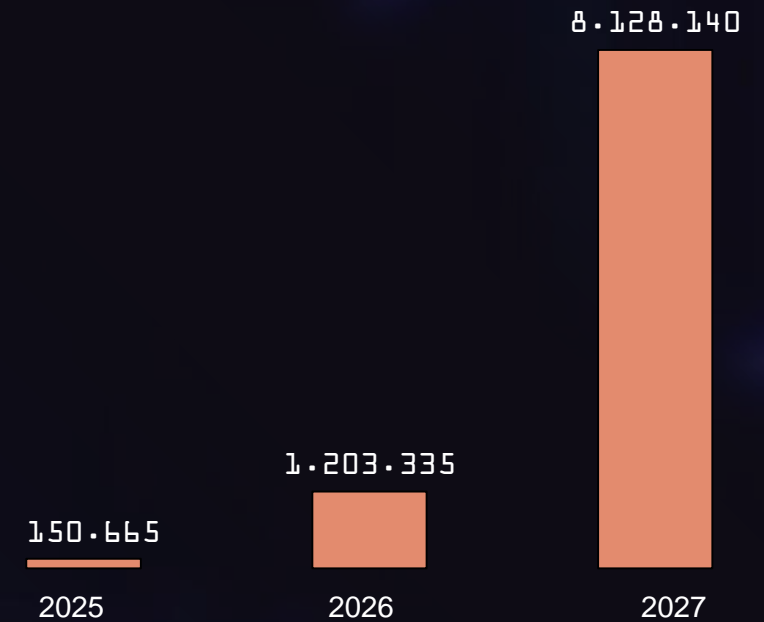
TEAM

# 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** PRIVATE A

**18  
Months**

Estimated runway

**\$1M**

Monthly cash burn

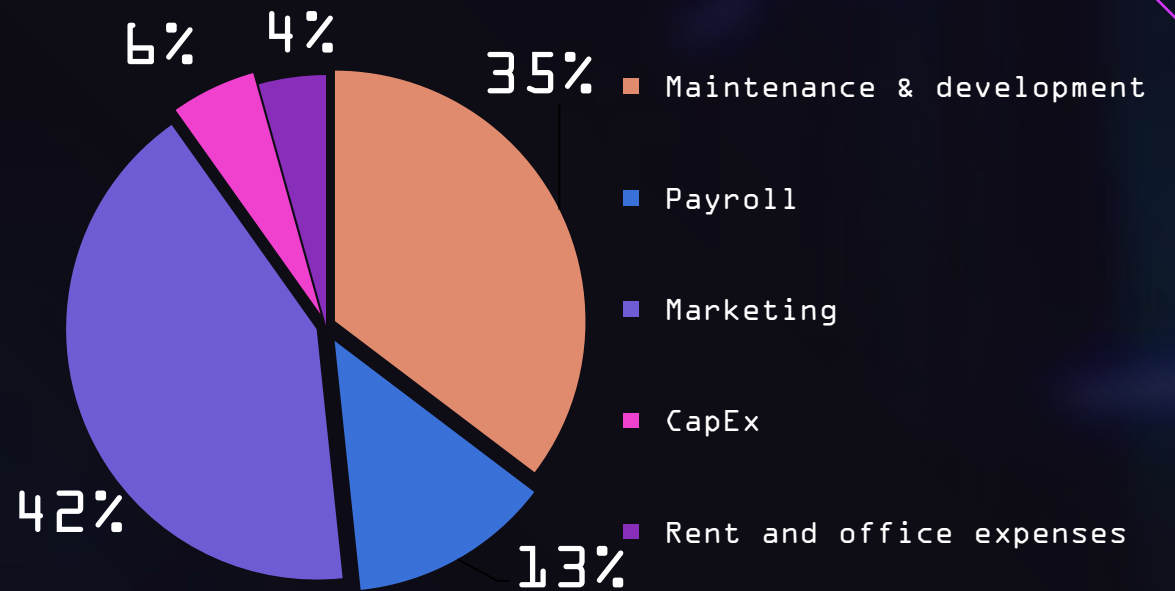
**SAFE + Token  
warrant**

Instrument

**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:

