



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



Windows



ECOSYSTEM
ALL-IN-ONE PLATFORM



Streaming &
content creation



Social
networking



Game
launcher



Competitive gaming



Blockchain integration



Advanced monetization options

Android

Solution

KAINU

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).

Features &
benefits

KAINU

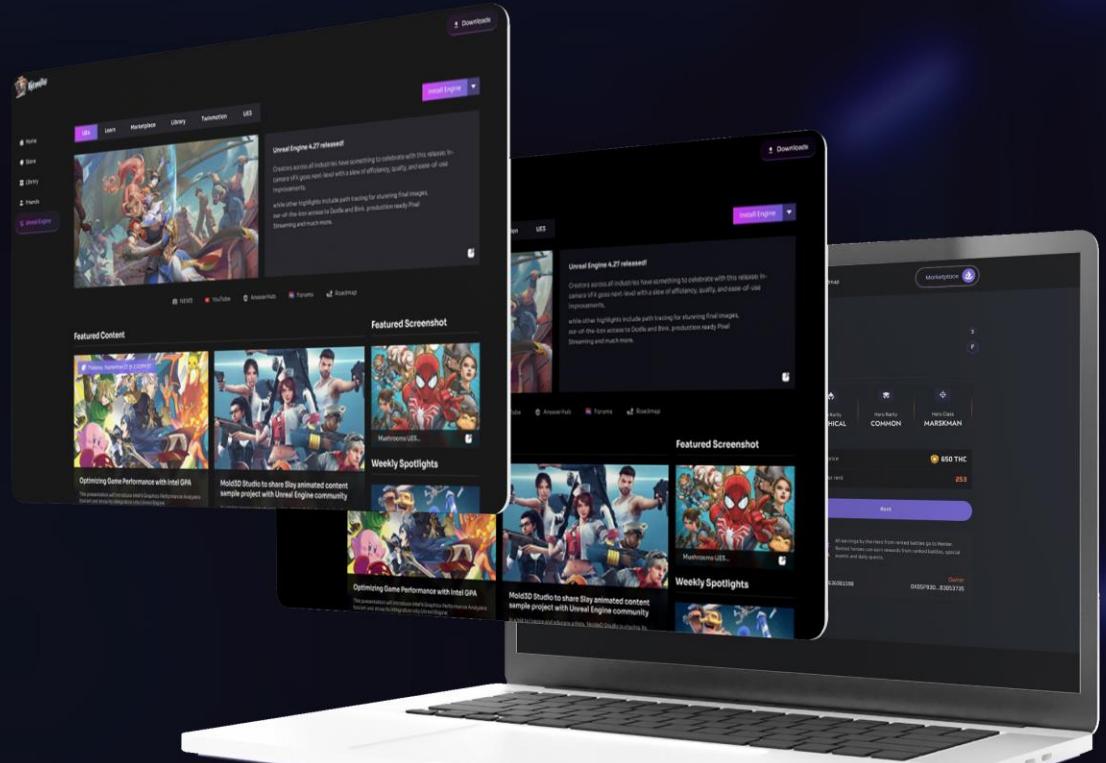
HAS ITS OWN GAME LAUNCHER TO ONBOARD GAMES LIKE STEAM/EPIC GAMES

LIBRARY OF GAMES/STORE

INSTALLATION AND UPDATE
MANAGEMENT

COMMUNITY AND SOCIAL FEATURES

INTEGRATION OF UNREAL ENGINE



KAINU
launcher

The screenshot shows the Kainu streaming platform. On the left, there's a sidebar with sections for Home, Popular Streams, Tournaments, Video Gallery, Chat, Friends, and Maths. A purple banner at the top of the sidebar says "Join the Gaming". Below it, there's a "Don't miss our latest news" section with a newsletter sign-up form. The main content area features a large "FREE FIRE" stream thumbnail with a player aiming a gun. Below it, a "Pumping account go brother!" message from Star Lodee is displayed. To the right, a "DARREN STEWART" stream is shown with a message about his birthday. Further down, there's a "POPULAR STREAMS" section with thumbnails for "STAR WARS LEGO GAME", "THE WOLF AMMO US", and "AMINO GAME". At the bottom, there's an "ONLINE STREAM" section with three entries: "LIVE: UNREAL ENGINE FORTNITE", "LIVE: UNREAL ENGINE FORTNITE", and "LIVE: UNREAL ENGINE FORTNITE". The footer contains links for Privacy, Terms of Service, and Cookies Policy, along with copyright information for 2023.

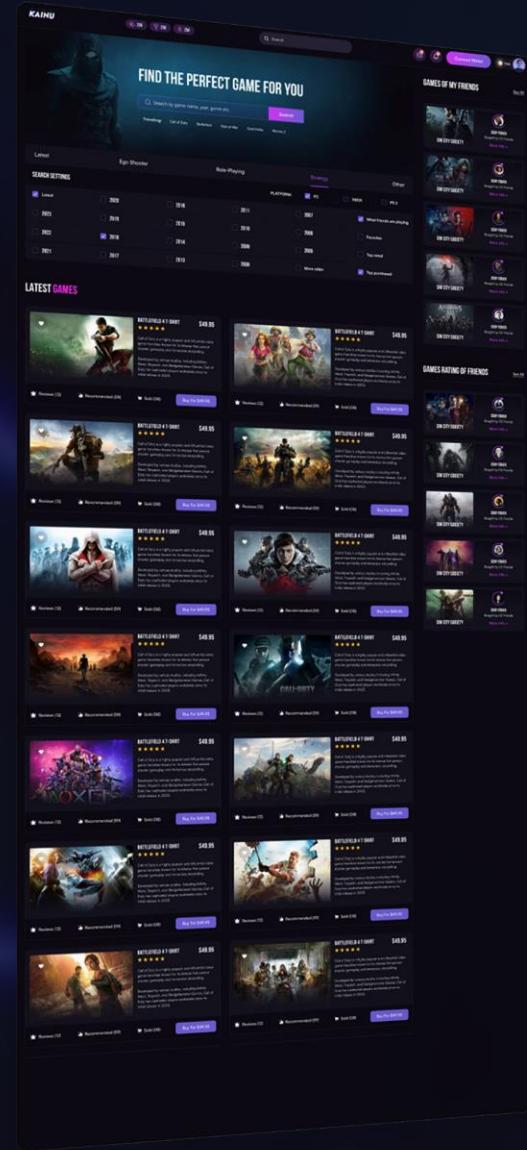
The image shows the homepage of Kainu Esports. At the top, there's a navigation bar with links for Home, Powder Dreams, Tournaments, Video Gallery, Chat, Friends, and Help & Support. A search bar and a 'Connect Wallet' button are also at the top. The main banner features two players with the text 'WORLD CHAMPIONSHIP' and 'LIVE COVERAGE OF ALL TOURNAMENTS'. Below the banner, there's a section for 'MATCH ONLINE' with three team slots: 'NINJA SQUAD' (1 Team), 'MATCH' (2 Teams), and 'NINJA SQUAD' (1 Team). A 'Play Now' button is present. The 'TOP GAMES' section shows five game icons: TEAM SPIRIT (39), TEAM SPIRIT (70), TEAM SPIRIT (79), TEAM SPIRIT (11), and TEAM SPIRIT (19). The 'PAST TOURNAMENTS' section lists four tournaments from May 2022, all won by 'NINJA SQUAD' (22 People). A 'Join Now' button is located on the left side of the page. The footer contains sections for 'KAINU', 'DON'T MISS OUR LATEST NEWS' (with a newsletter sign-up form), 'PRODUCTS' (listing Parachuteswap, Whisperbox, Rootshop, Telomines, and FAQ), 'NEED HELP?' (listing Contact Us, Discord, Medium, Reddit, and Chakravilon Games), and 'LATEST POSTS' (showing thumbnail images for posts from May 2023). The footer also includes links for Privacy, Terms of Service, and Cookies Policy, along with a copyright notice for 2023.

The image is a screenshot of the Kainu app's user interface. At the top, there's a purple header bar with the text "Connect With" and a profile picture. Below the header, the main screen has a dark background with several sections. On the left, there's a sidebar with icons for Home, Player Profile, Game Center, Video Gallery, Chat, Events, Devices, and more. A yellow banner at the top of the sidebar says "Join the Gaming Community". The main content area includes: 1) A "Stream Video" section featuring a thumbnail for "Esther Howard" with 28.6K views. 2) A "ROSTER TEAM" section showing a grid of 10 player profiles (all named "DARRELL") with their game counts (e.g., 346, 759). 3) A "RECENTS MATCH" section listing recent matches with names like "PRINCE WILLIAMS", "MICHAELE", "JONATHAN", and "TOMMY". 4) A "POPULAR STREAMS" section with thumbnails for "STAR WARS (2022)", "THE WOLF AMONG US (2022)", and "AMONG US (2022)". Each stream card includes a "WATCH NOW" button and a view count (e.g., 10.4M, 1.6M, 1.6M).

STREAMING

TOURNAMENT

ESPORT TEAM PROFILE



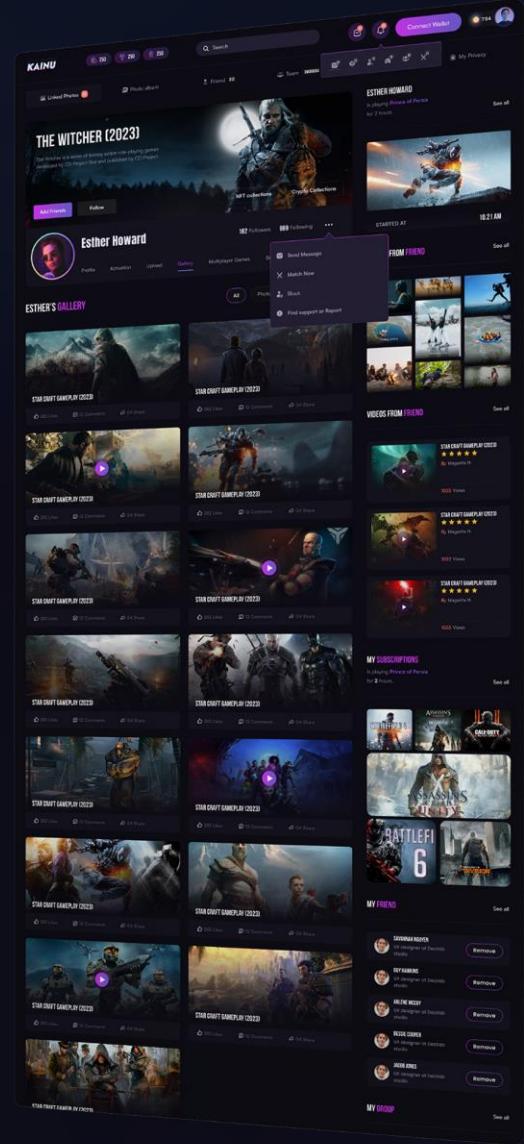
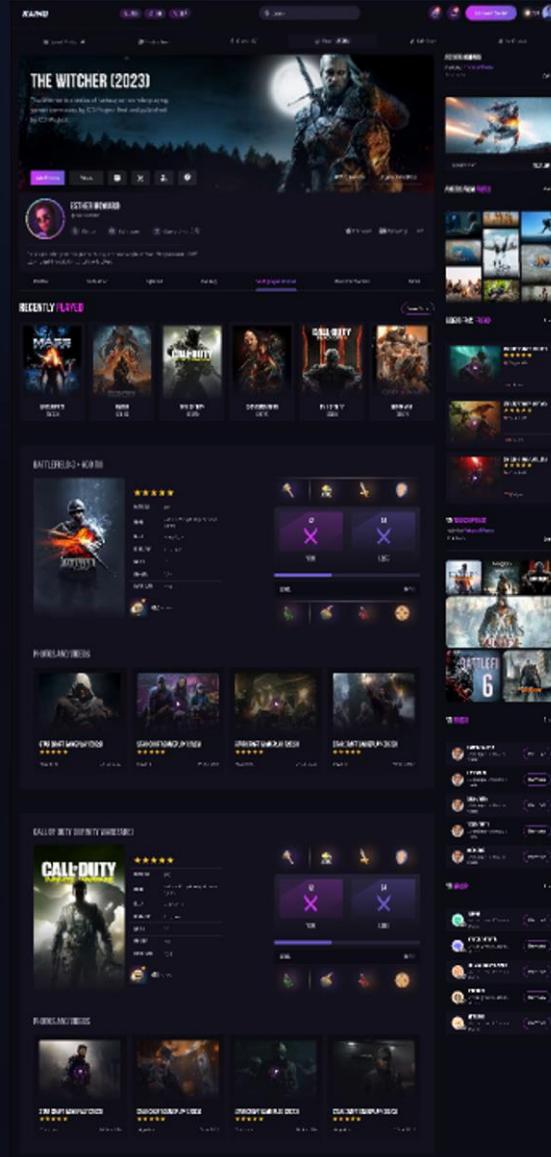
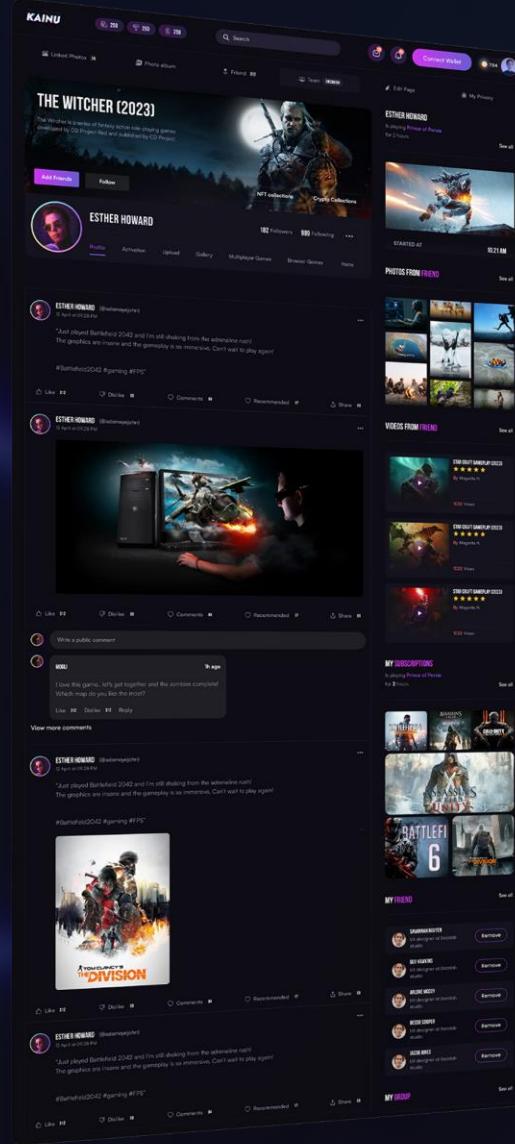
A screenshot of the Kainu app's content sharing feature. It shows a profile for 'ESTHER HOWARD' with a banner for 'THE WITCHER (2023)'. The profile includes sections for 'PHOTOS FROM FRIENDS', 'VIDEOS FROM FRIENDS', 'MY SUBSCRIPTIONS', 'MY FRIENDS', and 'MY GROUPS'. Each section displays various game-related media like screenshots and reviews.

A screenshot of the Kainu app's profile and team management feature. It shows a detailed profile for 'ESTHER HOWARD' with a banner for 'THE WITCHER (2023)'. The profile includes sections for 'PHOTOS FROM FRIENDS', 'VIDEOS FROM FRIENDS', 'MANAGEMENT & ORGANIZATION', 'TEAM PLAYERS', and 'MY FRIENDS'. The 'MANAGEMENT & ORGANIZATION' section lists team members like 'RONALD RICHARDS', 'SAVANNAH NUYEN', and 'ROBERT FOX'. The 'TEAM PLAYERS' section lists players like 'ANNETTE BLACK', 'JENNY WILSON', and 'DIANNE RUSSELL'. The 'MY FRIENDS' section lists friends like 'SARAH JONES', 'DANIEL WILSON', and 'BESSE COOPER'.

GAME
MARKETPLACE

CONTENT
SHARING

PROFILE/ TEAM



PROFILE/ ACTIVATION

MULTIPLAYER GAME

GALLERY

USER EXPERIENCE WITH ALL-IN-ONE GAMING ON KAINU



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

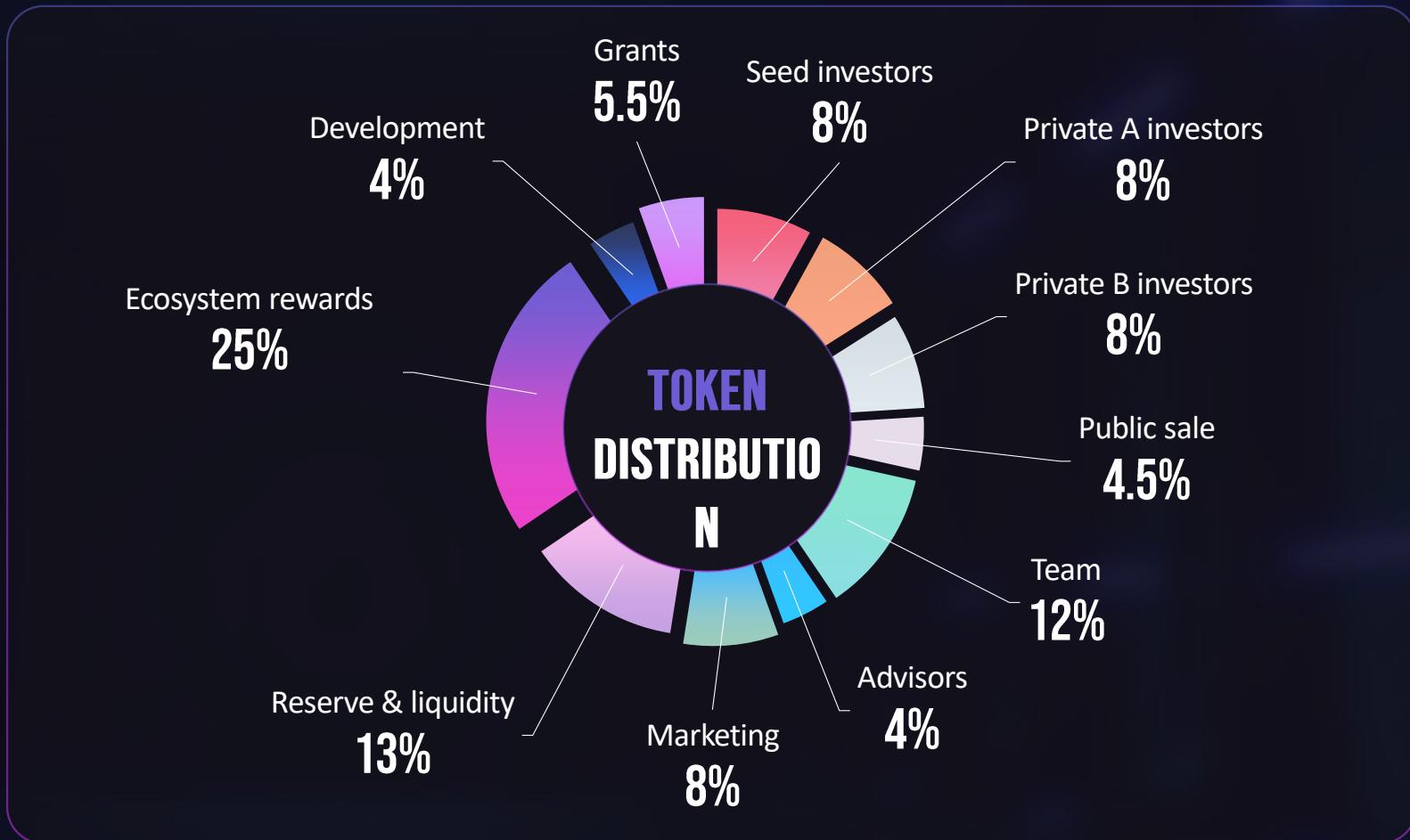
Commerce & trade

Community engagement

Staking & vote

Rewards & airdrops

Crowdfunding



User
journey

MARKETPLACE COMMISSIONS

Earning commissions from transactions in the NFT
and games marketplaces

PREMIUM FEATURES

Subscription-based
premium features



TOURNAMENT FEES

Charging fees for
tournament
participation and
organization



WE HAVE
5 MAIN
REVENUE
SOURCES



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

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

Release the ALPHA version
User feedbackClan systems
Elementary NFT features

Full-fledged launch

Integration with Steam
and Epic gamesESL-style tournament
systems
Competitive gamingAdvanced blockchain
featuresGlobal community
building

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

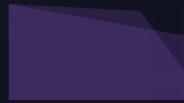


USER-GENERATED CONTENT CONTESTS

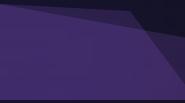


EXCLUSIVE TOURNAMENTS

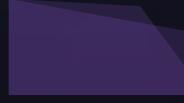
TARGET CUSTOMERS



Casual & Competitive
Gamers



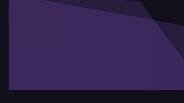
Game Developers



Esports
Enthusiasts



Content Creators

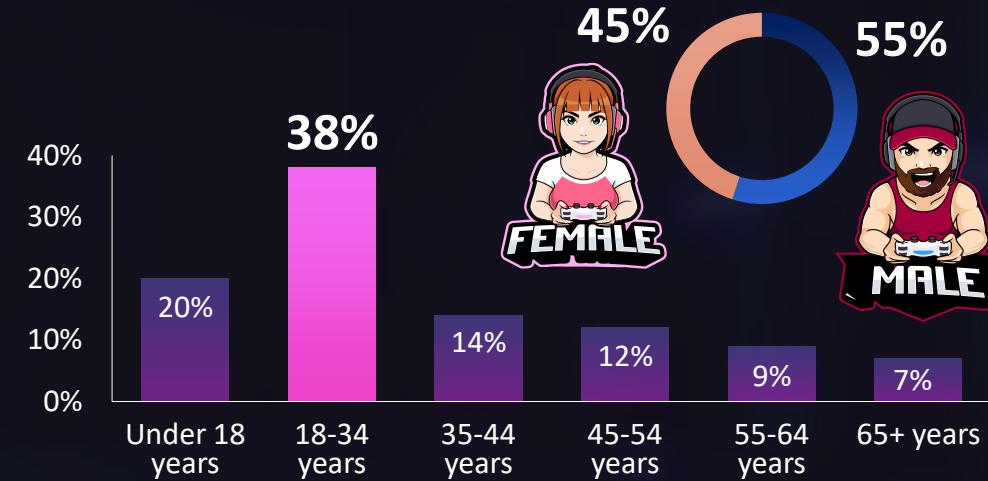


Streamers



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

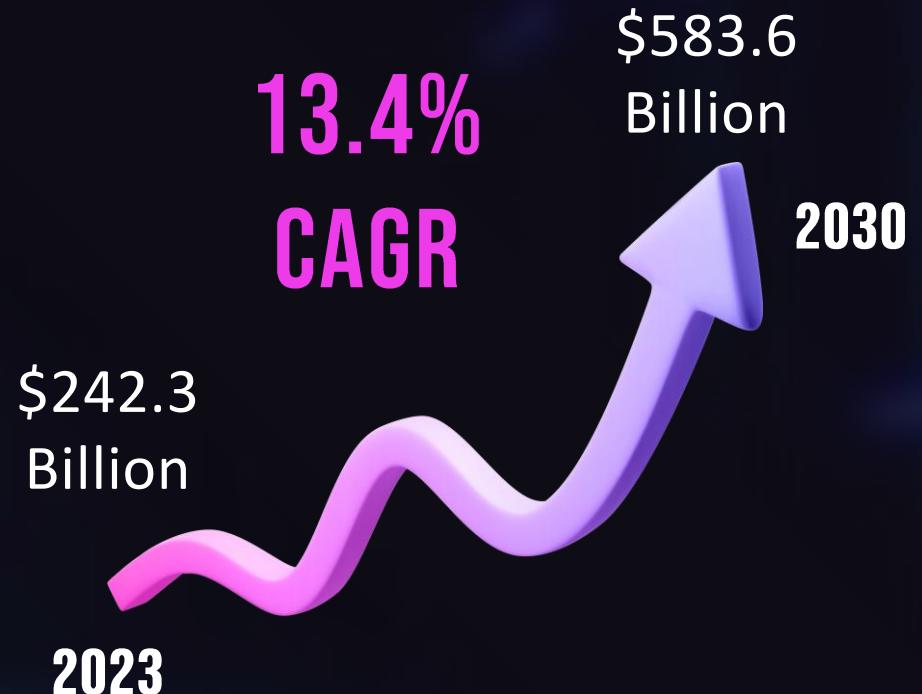


TOURNAMENT & COMPETITIVE GAMES



TECHNOLOGICAL ADVANCEMENTS

THE GLOBAL VIDEO GAMING MARKET SIZE



KAINU

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 DEDICATED TEAM IN WEB2 AND WEB3 FOR MANY YEARS LIKE

Marwan Haddad

Founder of Katanainu
a MMO PC Game

Ena Berbic

Ex Illuvium Head of Digital
Marketing

Ryan Horn

Ex Binance NFT
Director

Joachim

Ex Ninjas in
Pijamas

Diana Guedes

eSport Leader

Sarvesh Deokar

Ex Riot, Working in
Web3 Gaming

Rajan

Web3 expert

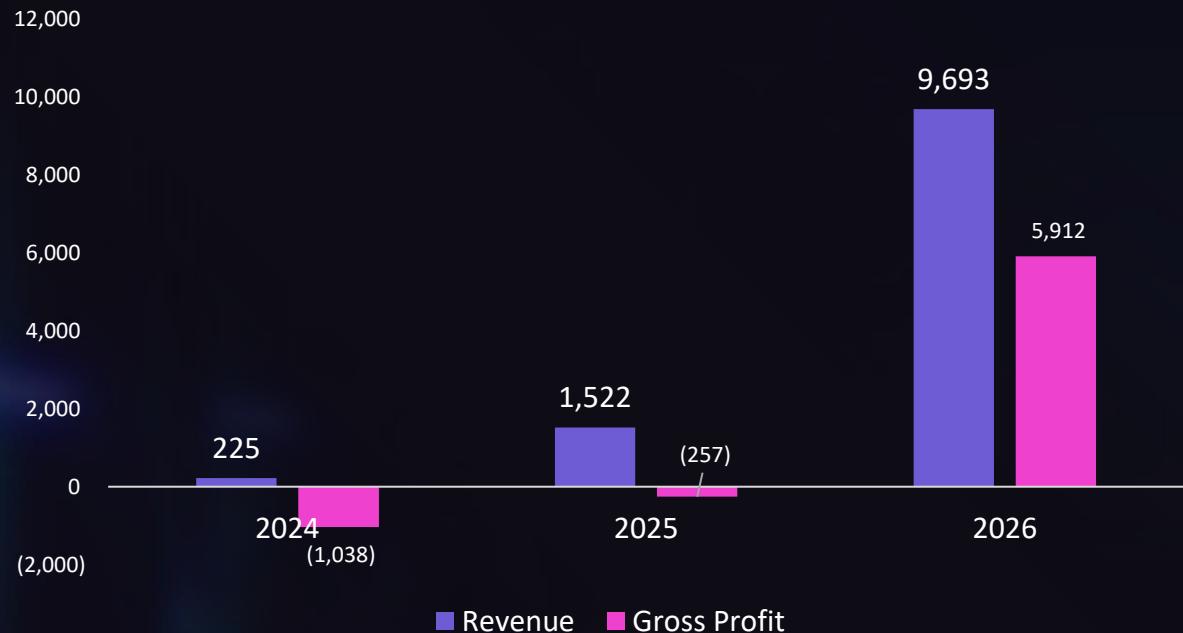
Stephanie Nijssen

Stakez Capital

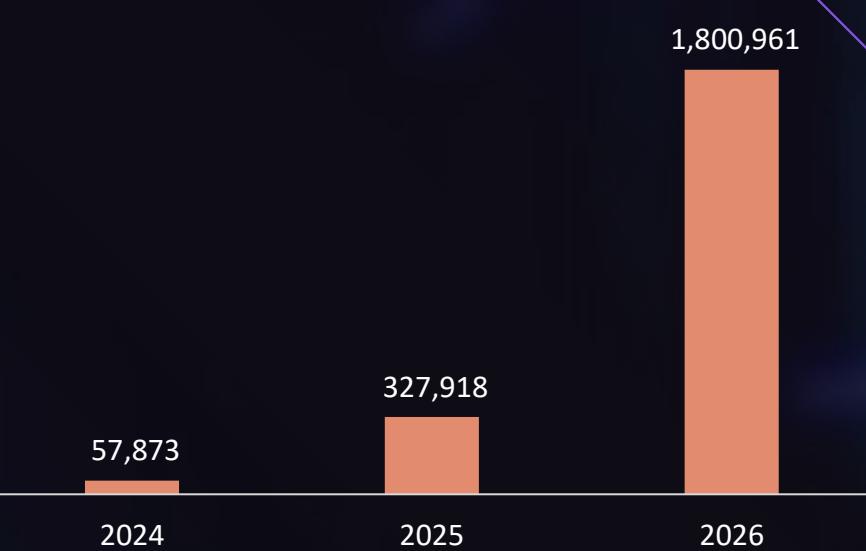
AND MANY MORE INTERESTED PERSONS.

PROJECTING \$9.6M REVENUE AND 32% EBITDA MARGIN BY 2026

REVENUE PROJECTION (IN THOUSANDS)



USER GROWTH PROJECTION



Revenue
projection

WE SEEK TO RAISE \$3M SEED ROUND

24 Months

Estimated runway

\$125K

Monthly cash burn

SAFE + Token warrant

Instrument

4%

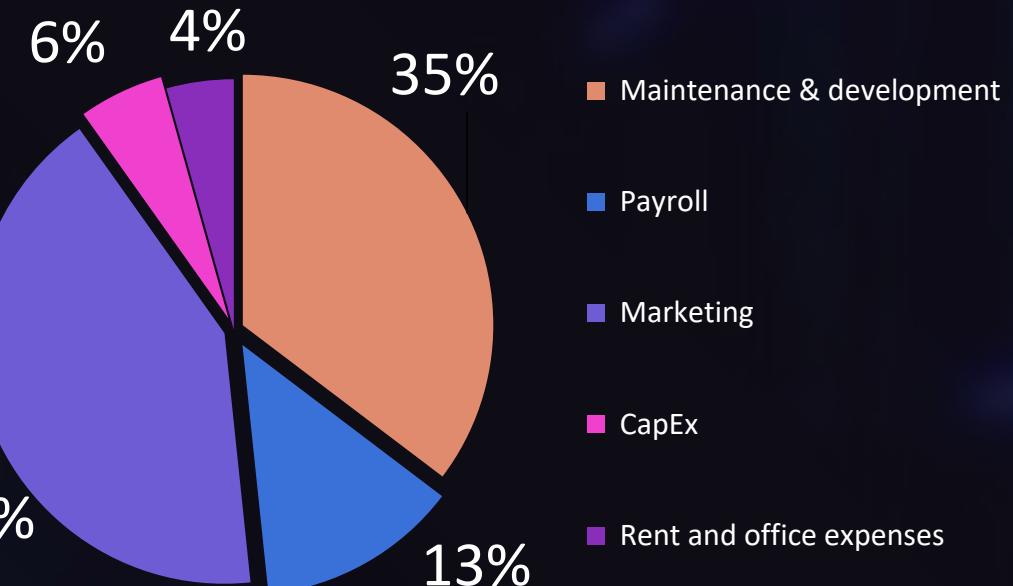
Cash burn rate

THE OUTCOMES BY 2025

Fully developed platform

Integration with game launchers

USE OF FUNDS



Total
ask

Contacts

Email:

Social media:

