

# 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**

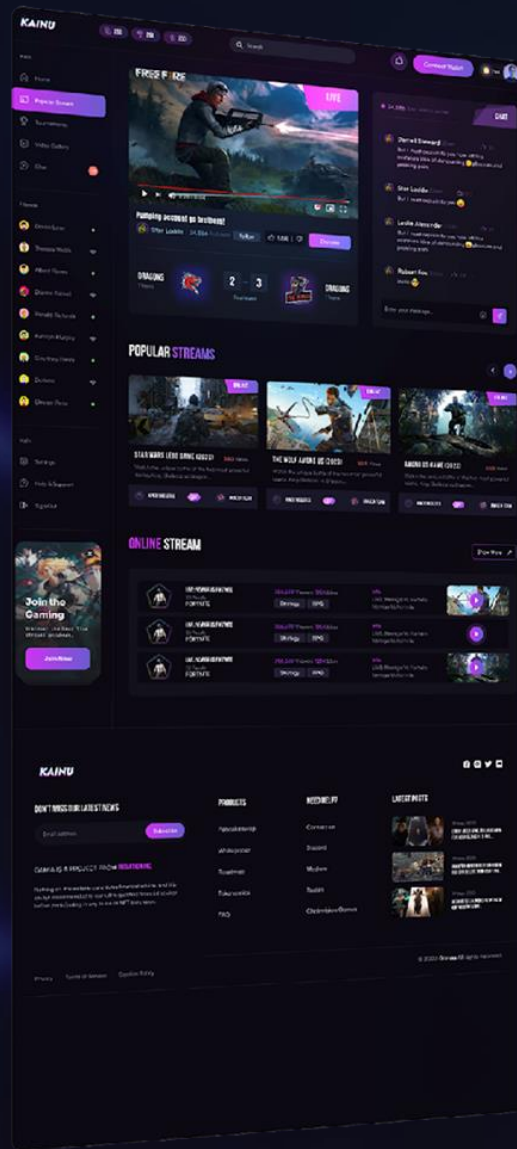
**INSTALLATION AND UPDATE MANAGEMENT**

**COMMUNITY AND SOCIAL FEATURES**

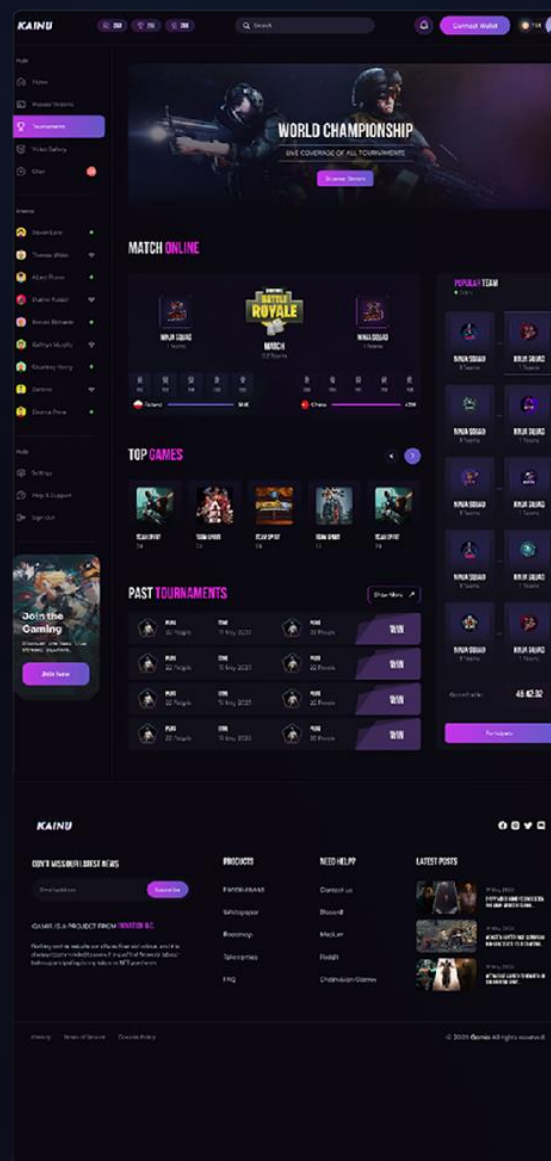
**INTEGRATION OF UNREAL ENGINE**



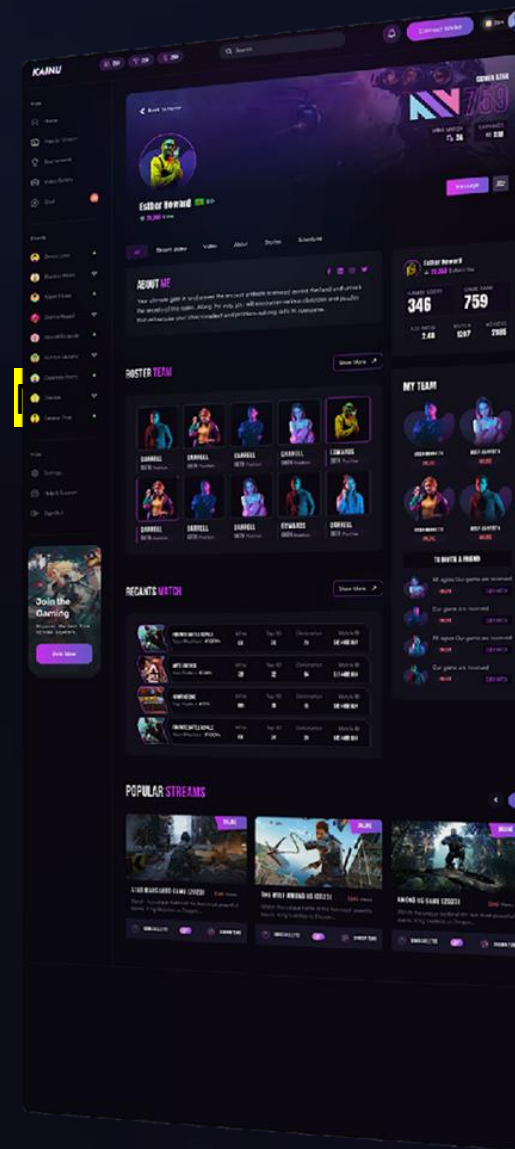
**KAINU LAUNCHER**



STREAMING

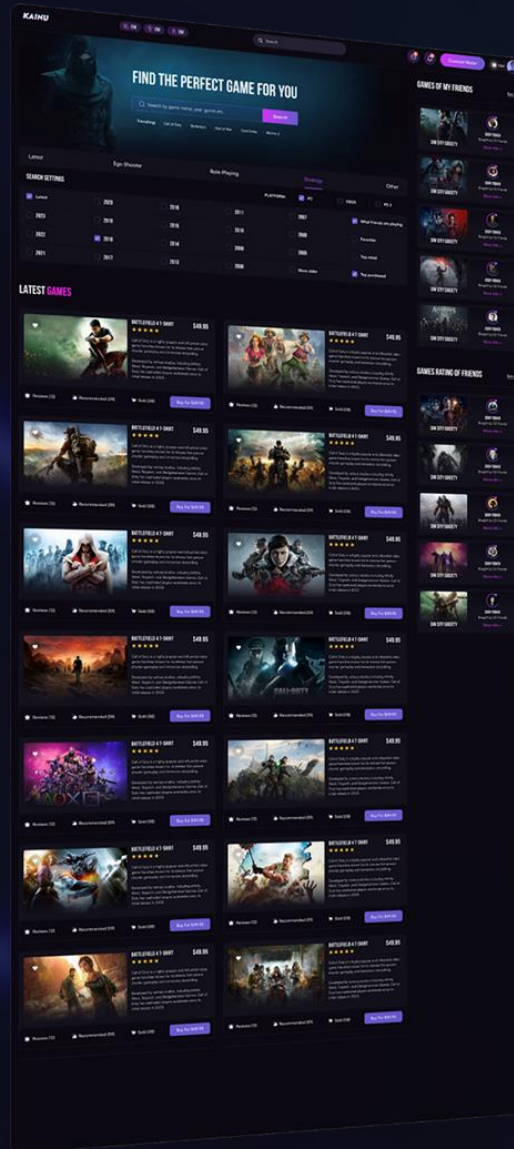


TOURNAMENT

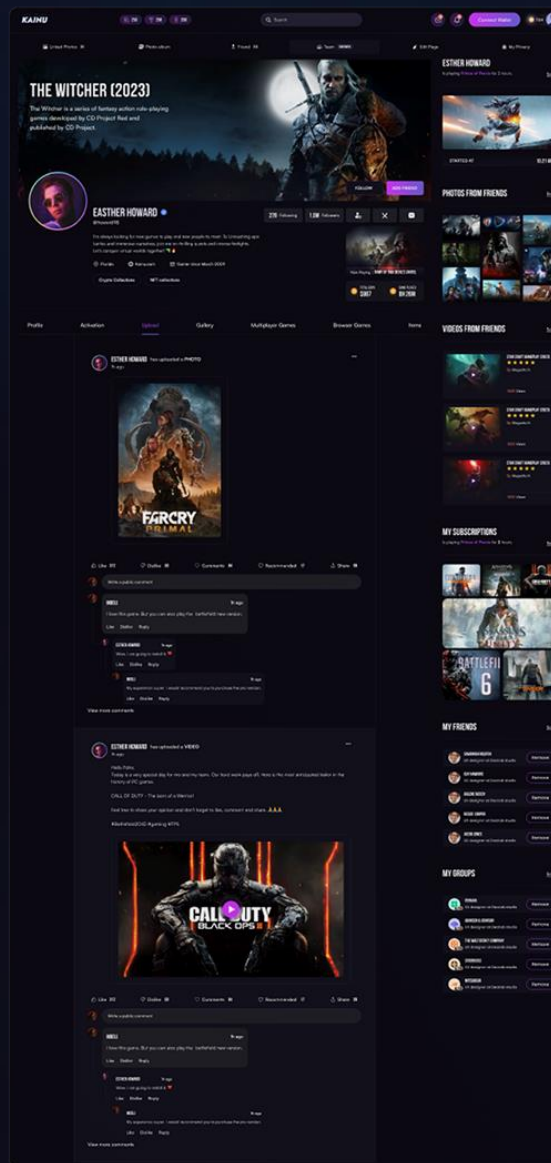


ESPORT TEAM PROFILE

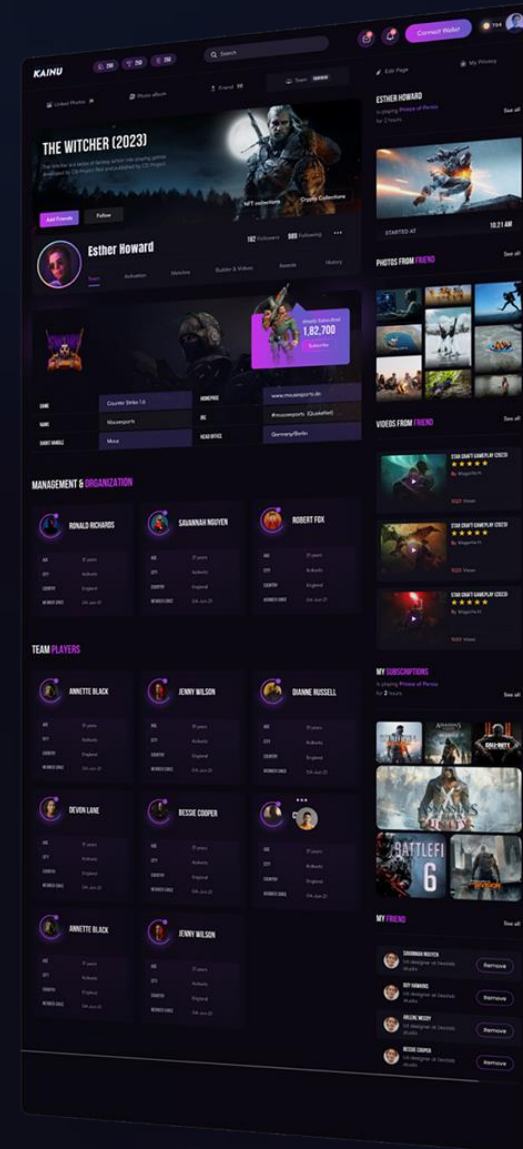




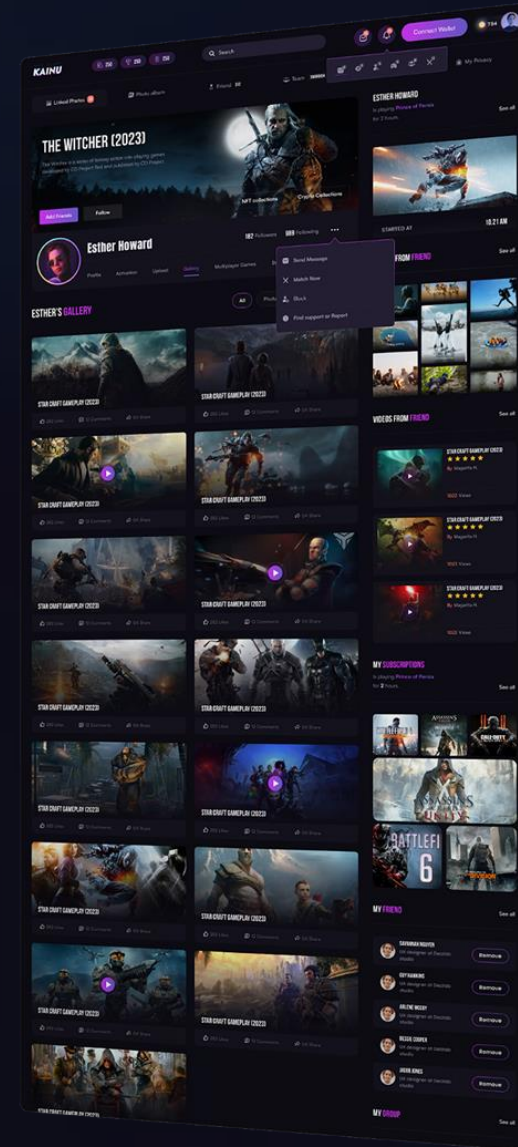
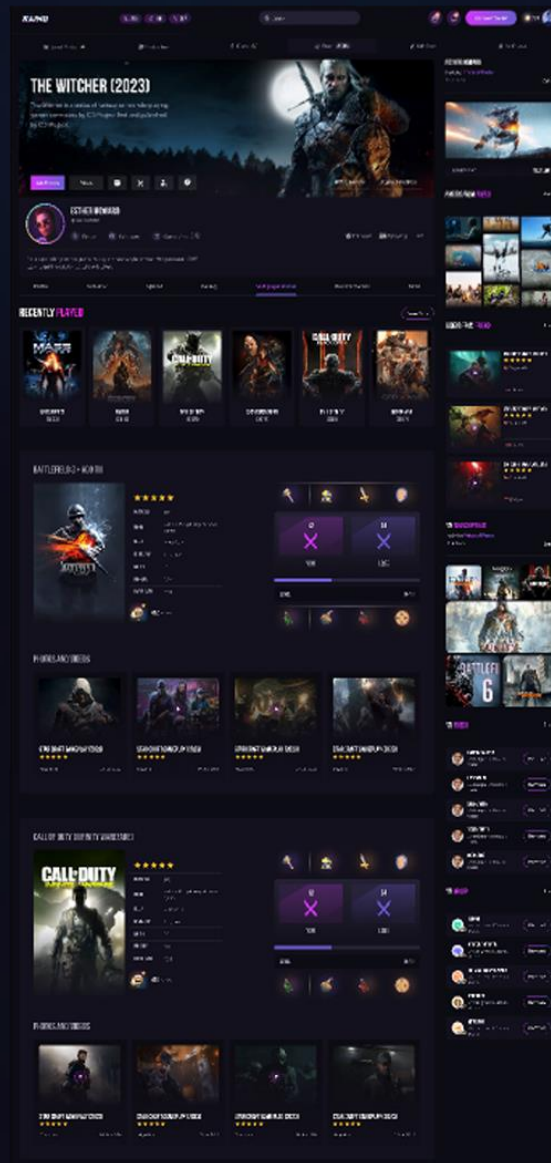
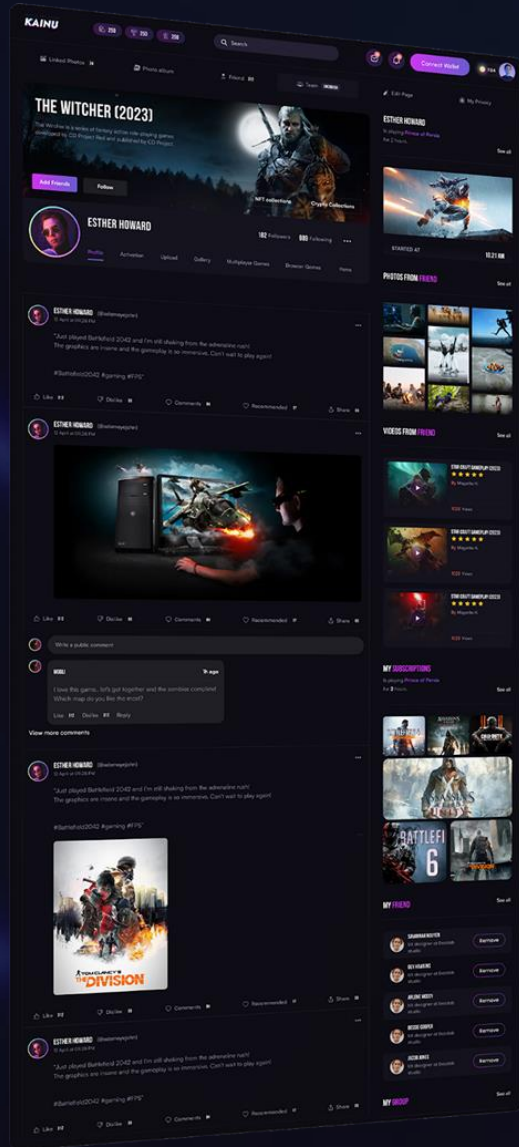
GAME MARKETPLACE



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

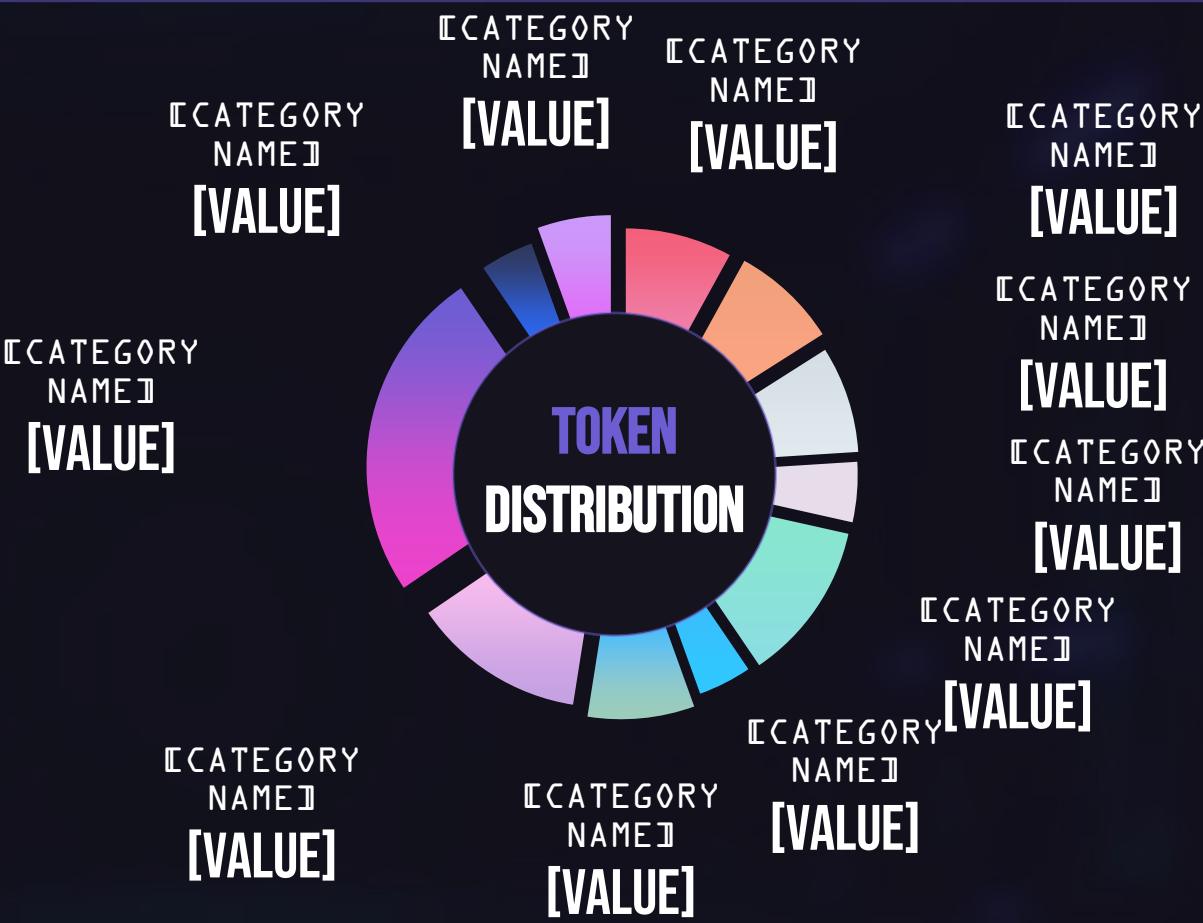
Commerce & trade

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

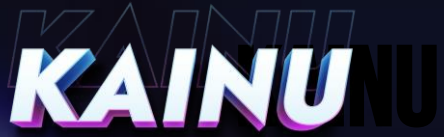
Charging fees for  
tournament  
participation and  
organization



**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			

ROADMAP

# 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**

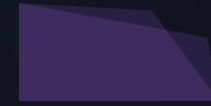


**USER-GENERATED  
CONTENT CONTESTS**

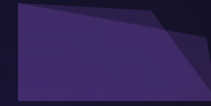


**EXCLUSIVE  
TOURNAMENTS**

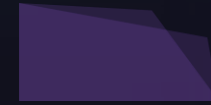
## TARGET CUSTOMERS



Casual &  
Competitive  
Gamers



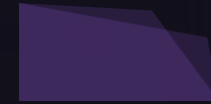
Game  
Developers



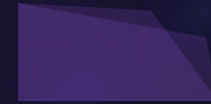
Esports  
Enthusiasts



Content  
Creators

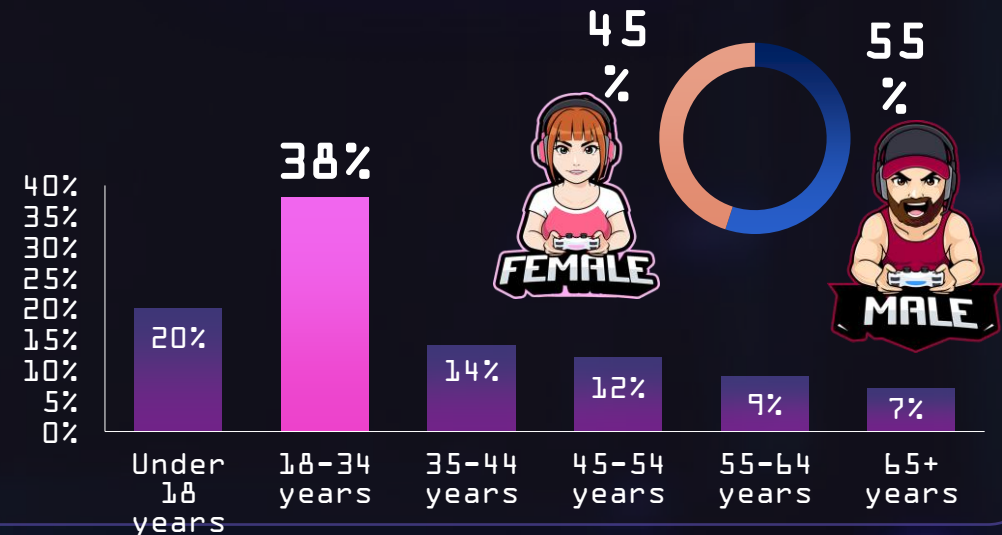


Streamers



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

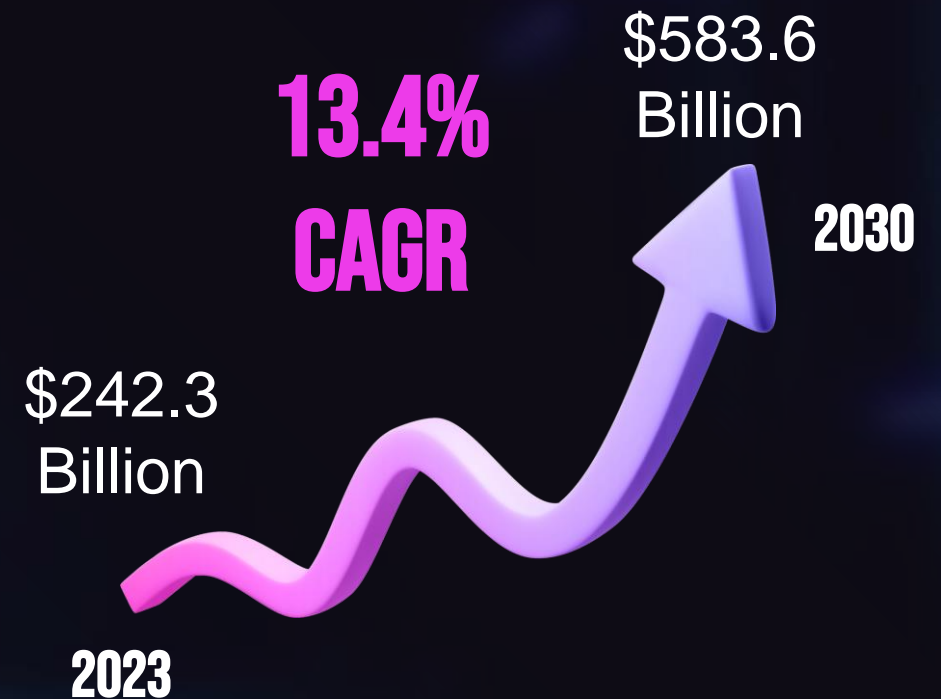


TOURNAMENT & COMPETITIVE GAMES



TECHNOLOGICAL ADVANCEMENTS

## THE GLOBAL VIDEO GAMING MARKET SIZE










SOURCE: [GRANDVIEWRESEARCH](#)

MARKET GROWTH



# KAINU OFFERS A UNIFIED EXPERIENCE

Combining streaming, social networking, competitive gaming, and blockchain

			 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 and initial CEO

**Ryan Horn**  
Ex Binance NFT director

----- (In dicuss)  
Ex Illivium CMO

Joachim Hovenschild  
Ex Ninjas in Pijamas

Stephanie Nijssen  
Stakez Labs

Sarvhesh Deokar  
Ex Riot, working in Web3 Gaming

Jeffrey  
Blue Zilla – GamesZone Launchpad

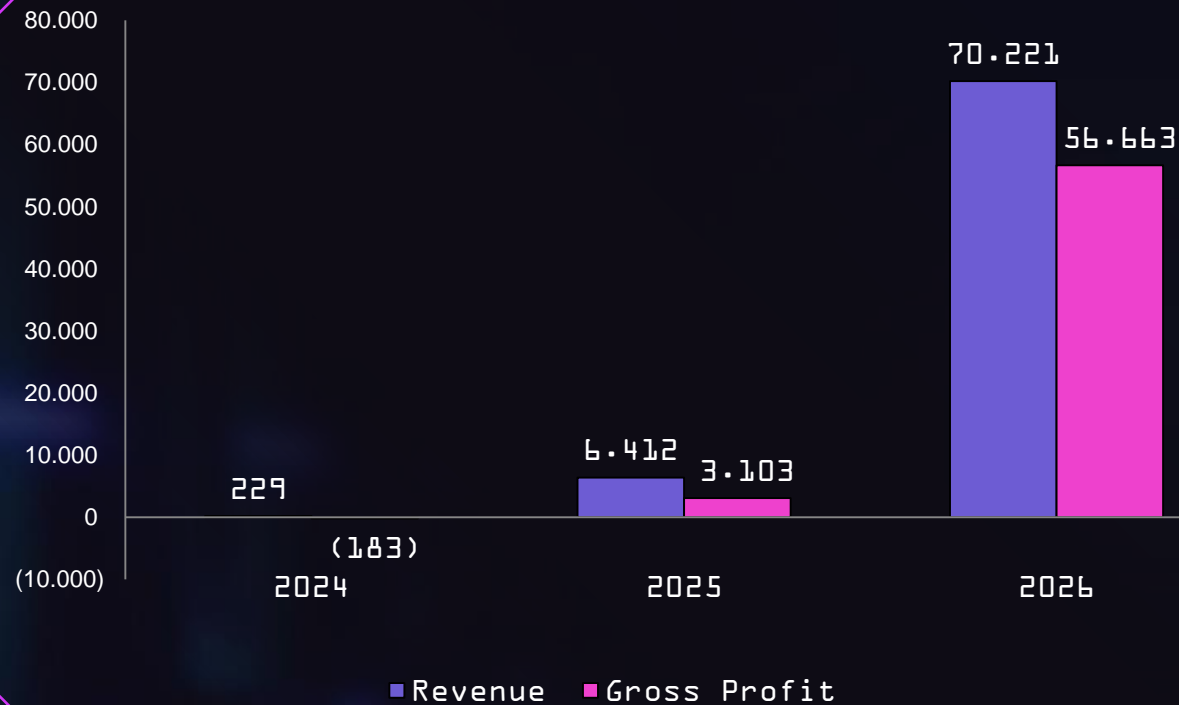
Diana Guedes  
eSport Leader and web3 enthusiast

More in progress

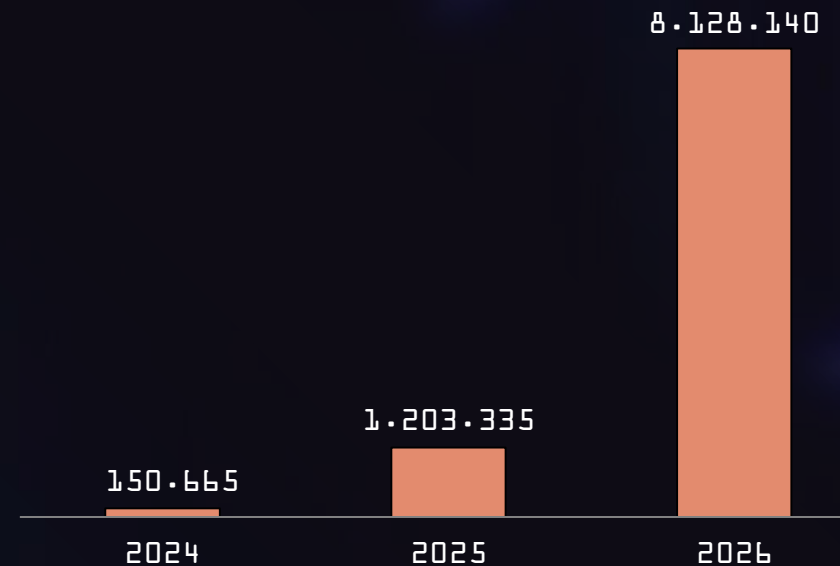
TEAM

# 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

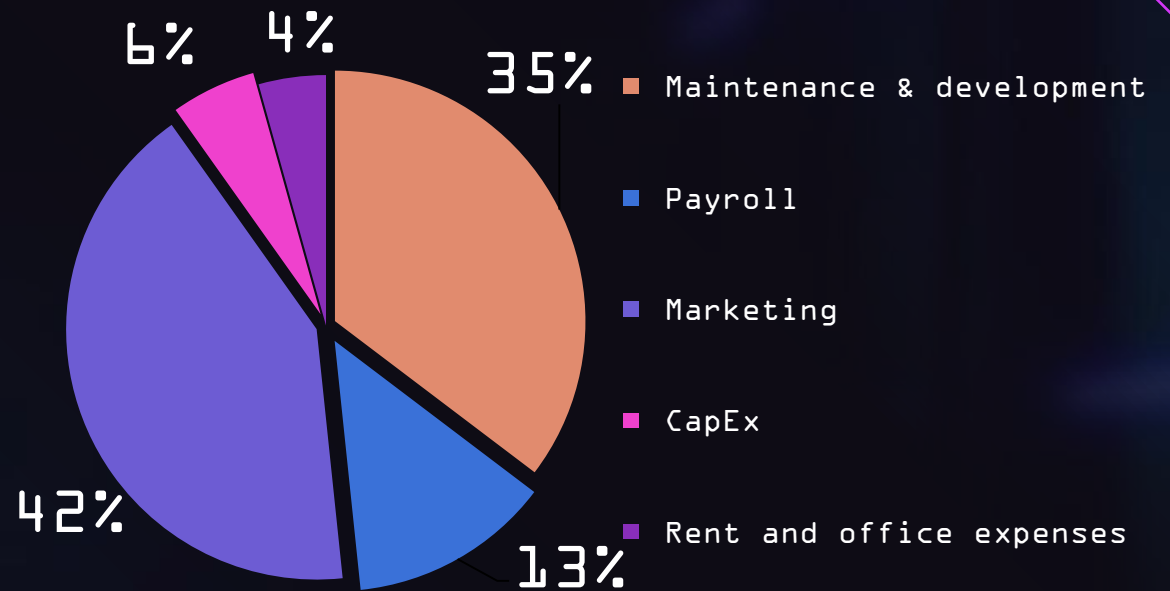
**24  
Months  
\$1.25M**

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:

