

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



LIVE STREAMING &
CONTENT CREATION



GAME LAUNCHERS



X/Twitter



YouTube
facebook
Instagram



SOCIAL NETWORKING

PROBLEM

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



Windows



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).

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



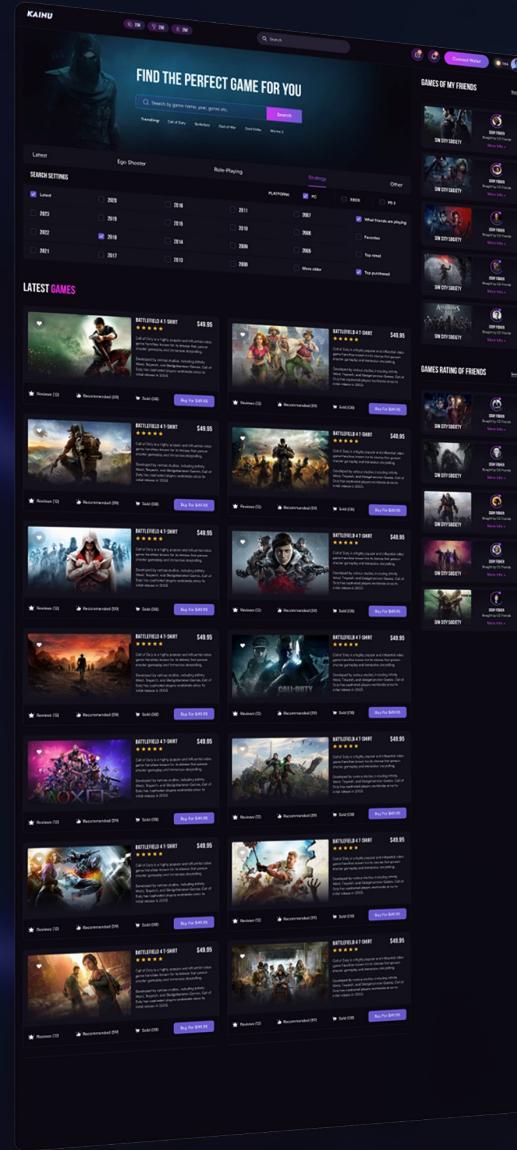
KAINU
LAUNCHER

The image shows the Kainu mobile application's main screen. At the top, there's a navigation bar with icons for Home, Popular Streams, Tournaments, Video Gallery, Chat, and a search bar. Below the navigation is a banner for the "WORLD CHAMPIONSHIP" with the subtext "LIVE COVERAGE OF ALL TOURNAMENTS" and a "Browser Stream" button. On the left side, there's a sidebar with sections for Friends (listing users like Down Land, Theresa Webb, Alvin Flores, Diane Russell, Ronald Edwards, Kathryn Murphy, Courtney Henry, Denaria, and Silence Peru) and Help & Support (with links for Settings, Help & Support, and Sign Out). A "Join the Gaming" section features a "Subscribe" button. The main content area has three main sections: "MATCH ONLINE" showing a "NINJA SQUAD" vs "NINJA SQUAD" match with a score of 41-16; "TOP GAMES" showing five "TEAM UP! IT" matches with scores ranging from 78 to 93; and "PAST TOURNAMENTS" showing a list of tournaments with names like "PUBG", "TIME", "PUBG", "TIME", "PUBG", "TIME", and "PUBG", all ending with a "WIN" status and a total score of 44,422.

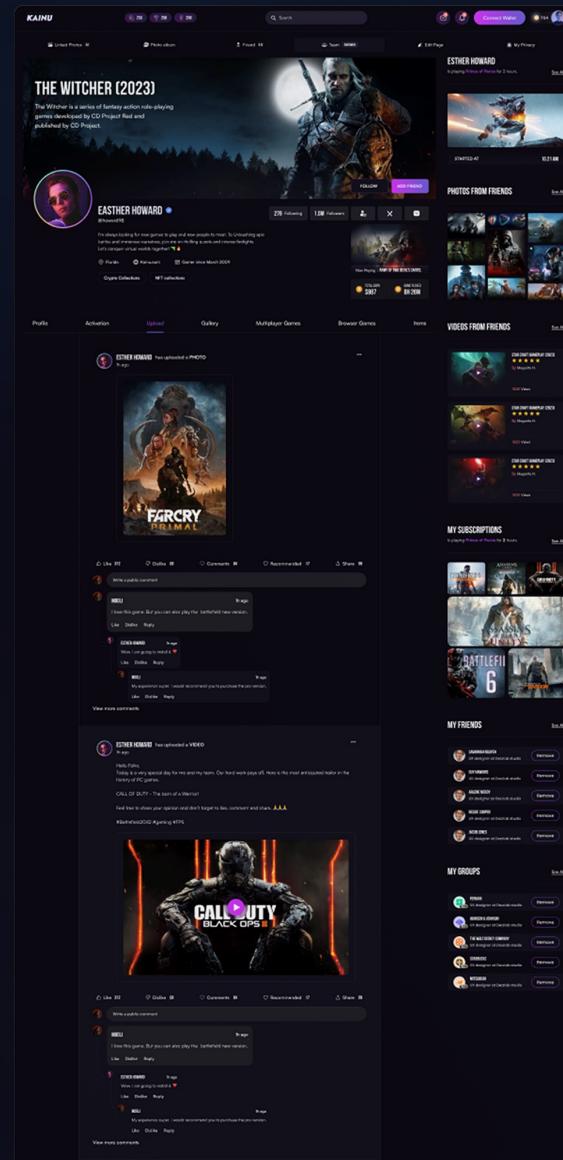
STREAMING

TOURNAMENT

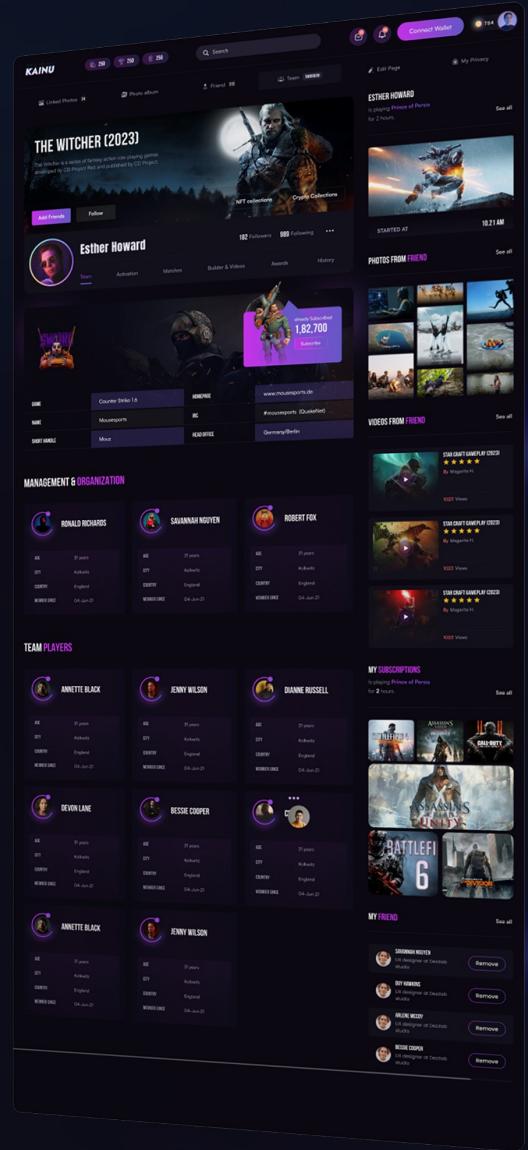
ESPORT TEAM PROFILE



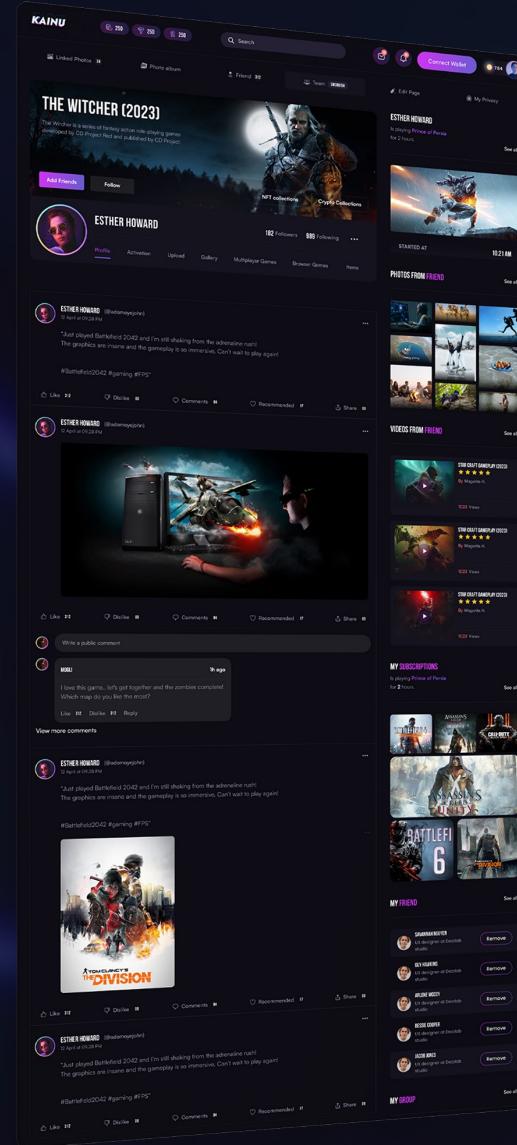
GAME MARKETPLACE



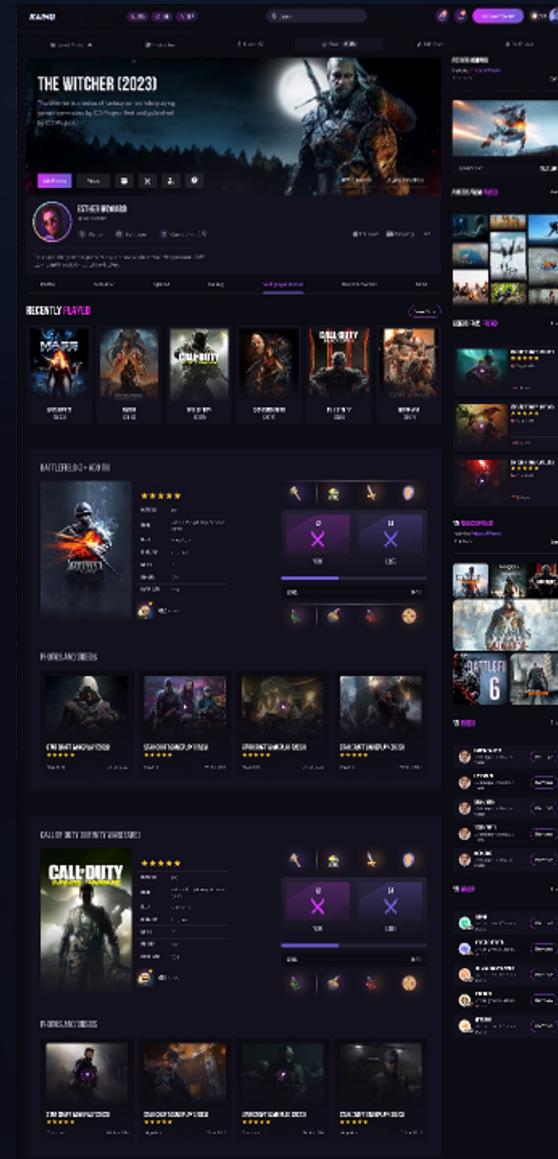
CONTENT SHARING



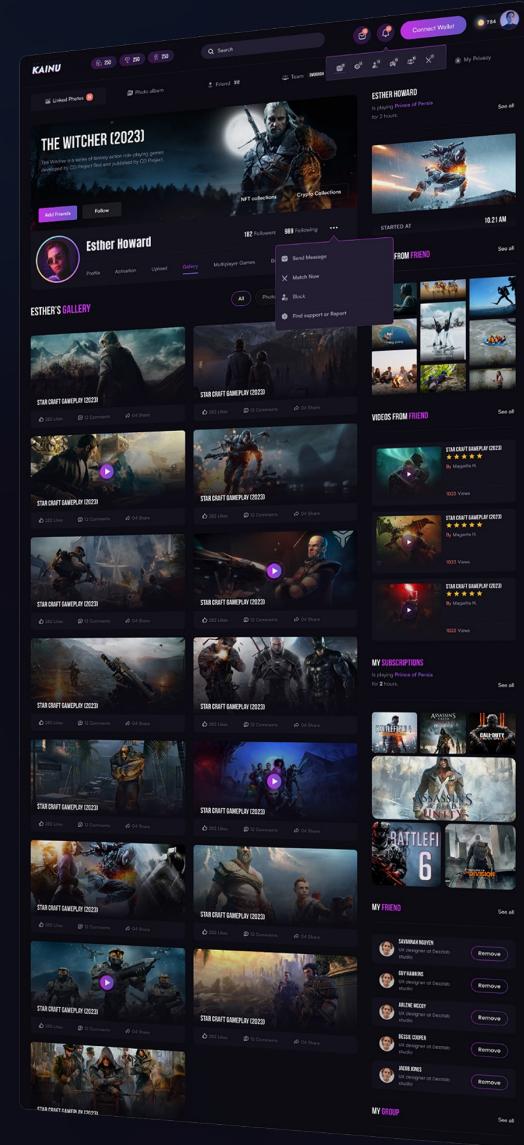
PROFILE / TEAM



PROFILE/ ACTIVATION



MULTIPLAYER GAME



GALLERY

USER EXPERIENCE WITH ALL-IN-ONE GAMING ON KAINU

Set up profile

Choose avatar
and bio

Select gaming
preferences

01

Establishing
a digital
identity



02

Engaging in
social
interaction

Join game
Fanpages

Live streaming, and
video uploading

Games channels
and groups

Join eSport teams

ESL-style
tournament

Clan & guild
systems

03

Participating in
tournaments &
competitions



04

Acquiring
games and
digital assets

NFT marketplace

Game marketplace

Earn rewards by
being active

KAINU game launcher

Integrated game
launcher (Steam,
Epic Games)

05

Immersing
in gaming



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

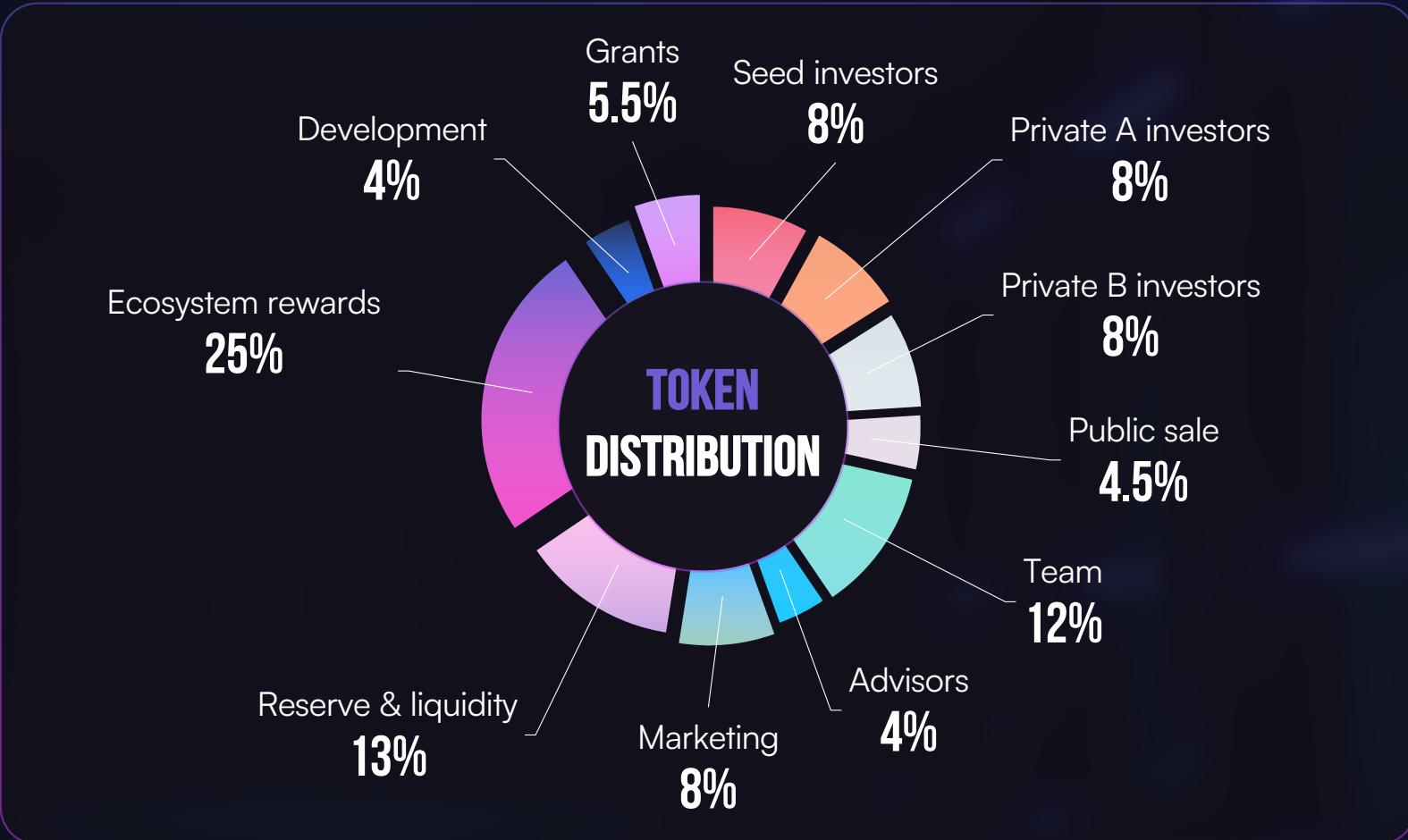
Commerce & trade

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

KAINU PLATFORM DEVELOPMENT PLAN AND MILESTONES



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

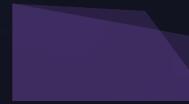


USER-GENERATED CONTENT CONTESTS

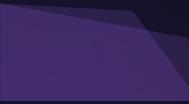


EXCLUSIVE TOURNAMENTS

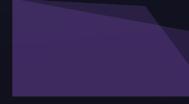
TARGET CUSTOMERS



Casual & Competitive Gamers



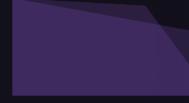
Game Developers



Esports Enthusiasts



Content Creators

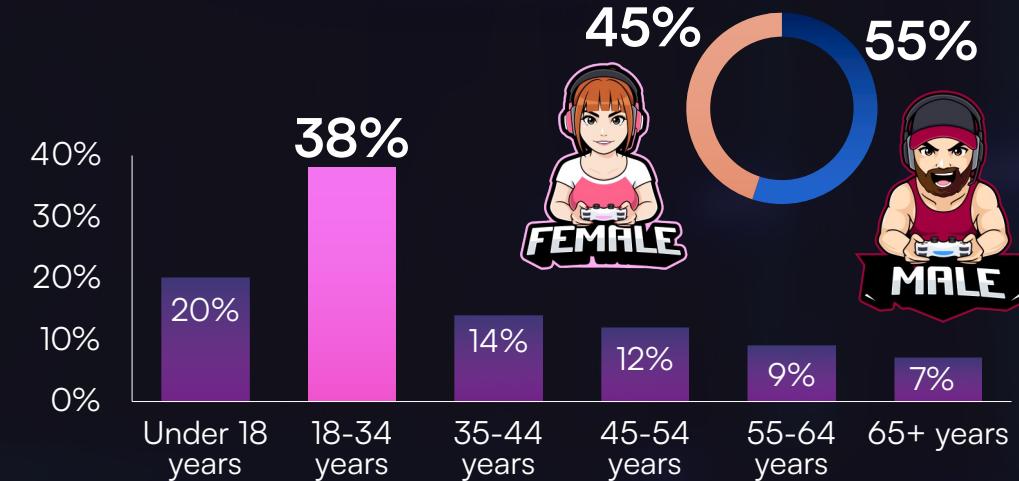


Streamers



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



Source:
[grandviewresearch](#)

MARKET GROWTH

KAINU

KAINU OFFERS A UNIFIED EXPERIENCE

Combining streaming, social networking, competitive gaming, and blockchain

						 
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 CEO

10+ years of experience in
gaming industry

Track record in integrating
gaming with blockchain
technology



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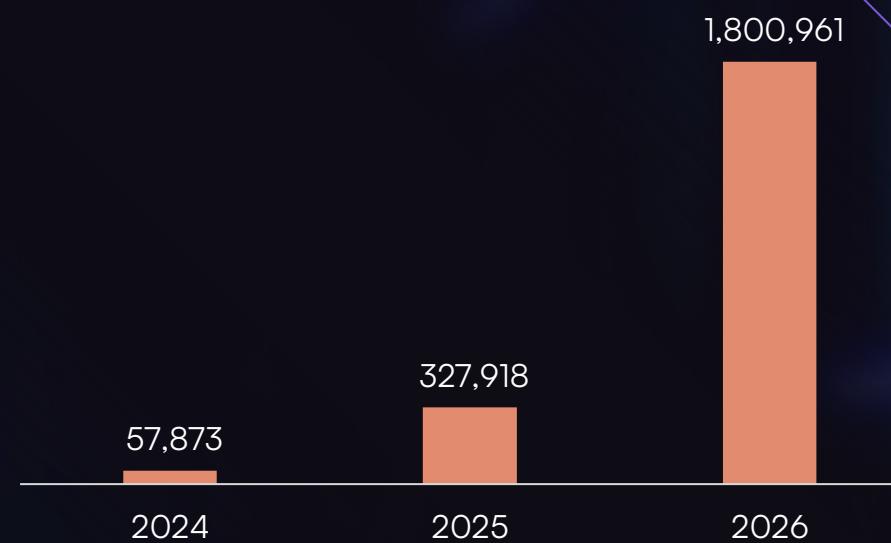
Track record in integrating
gaming with blockchain
technology

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%

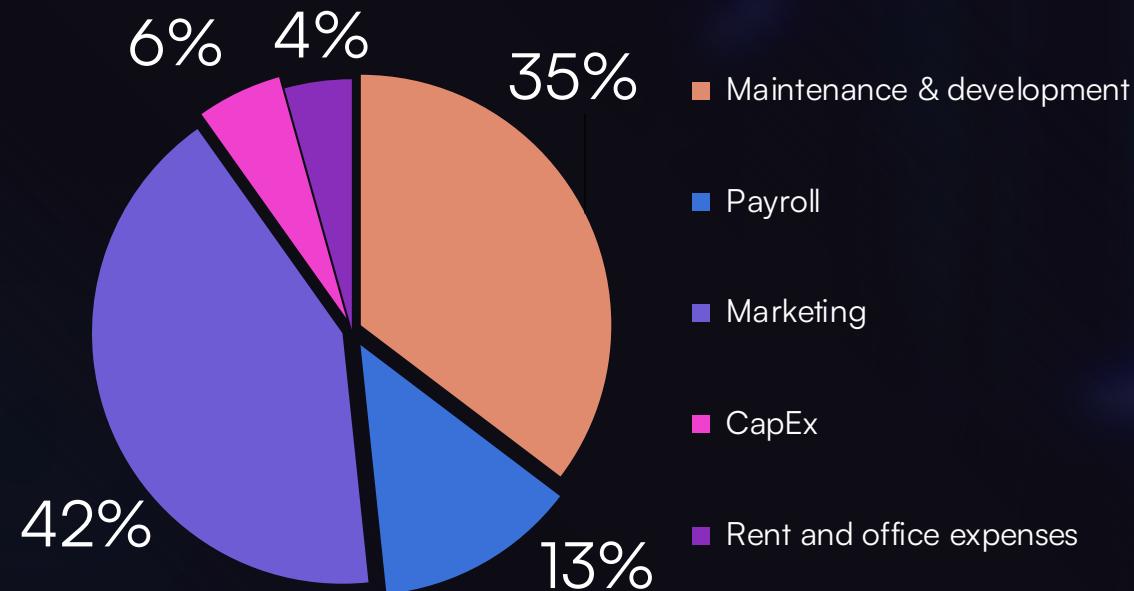
Cash burn rate

THE OUTCOMES BY 2025

Fully developed platform

Integration with game launchers

USE OF FUNDS



TOTAL ASK

Contacts

Email:

Social media:

