



Decentralized Ecosystem for creating &  
trading in-game assets using ML

# THE TEAM

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## Pranjal Chavarkar - CEO

- Master's degree in Product Innovation at Carnegie Mellon University
- Conducting technical research on the 'Spatial Web' - a bid to identify a universal Spatial protocol
- Experience with Unity and AR development pipelines
- Venture Capital Analyst Intern at 412 Venture Fund
- Entrepreneur - former Founder Member of FMCG startup, Product at an AI startup



## Mehul Agarwal - CTO

- Computer Science Major at Carnegie Mellon University (Concentration in Machine Learning)
- Entrepreneur, experience in e-commerce startups
- Researcher - Computer Vision, NLP, Web3
- Core Team - boba.network, a layer 2 scaling solution for Ethereum
- Experience in privacy preserving compute (Enya.ai), autonomous driving (John Deere) & generative ML (GAN Studio)



## Emma Lloyd - Creative Director

- Master's degree in Entertainment Industry Management at Carnegie Mellon University
- Researcher, virtual reality's application to the workspace
- Artist: 3D modeler, animator, and video game developer
- Twitch streamer



# OPPORTUNITY

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**Gamers want to express themselves in the games they play**

- **Players spend about \$40 billion a year just on skins, equipment and in-game cosmetics, and it's only increasing!**

**Gamers cannot extract tangible value for the time and money invested buying game assets**

- **When gamers are done with the game, these artifacts have to be abandoned or exchanged on shady secondary marketplaces**
- **Current secondary marketplaces don't offer the security and stability to exchange these assets**

**Game studios invest countless resources & time creating assets**

- **Creating these skins and cosmetics consume a lot of development time and isn't scalable with demand**
- **Moderating user generated content takes a huge toll on studios & detracts from their core value proposition**



# SOLUTION

## Specialized Secondary Marketplace for game assets

- Gamers are able to extract value for their time spent playing these games
- Gamers can buy/trade/sell their unique in-game assets with other gamers on the marketplace
- Game Studios make more money off of every resale of the asset, in the form of royalties



## Creation and minting of game-ready assets

- Gamers use on-platform tools to create unique in-game assets
- Customized 3-D game assets can be used in-game or sold on our platform, enabling a new game economy
- Game Studios save development time and get additional revenue as users export assets to the game

## User-generated content & Content Moderation

- Gamers can use state-of-the-art ML diffusion models to generate game-specific textures & designs from text
- ML models help filter copyrighted and NSFW user content at scale



# WHAT'S IN IT FOR OUR CUSTOMERS?

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## Gamers

- Reduces the risk of buying virtual assets by allowing the gamer to recover part of the purchase price of the asset
- Creation pipeline allows gamers more freedom and choice to express themselves
- The ability to move assets between different games allows gamers to extract more value from them and interact in a larger community

## Game Studios

- Access to secure, authenticated secondary marketplace
- Additional revenue stream through royalties whenever an asset is minted or exchanged on the platform
- Reduces development workload due to democratization of asset creation.
- Assistance in content moderation
- Opens up opportunities for shared content and collaboration between studios



# PRODUCT DEMO

A video demonstrating what we're building: [Product Prototype](#)

Upcoming Mint

# RAZR 3050

Get your unique RAZR vehicle right now and race them in the razrverse.

MINT NOW

Trending Games

retcon GAMES NFTs CREATE

Search for games

agarwalmi

# CREATION PIPELINE

Imagine a world where users can create their own assets in their favorite games

Users can use our design lab to pick unique combinations of preset colors & properties for an asset that can be minted as an NFT and exported to a game

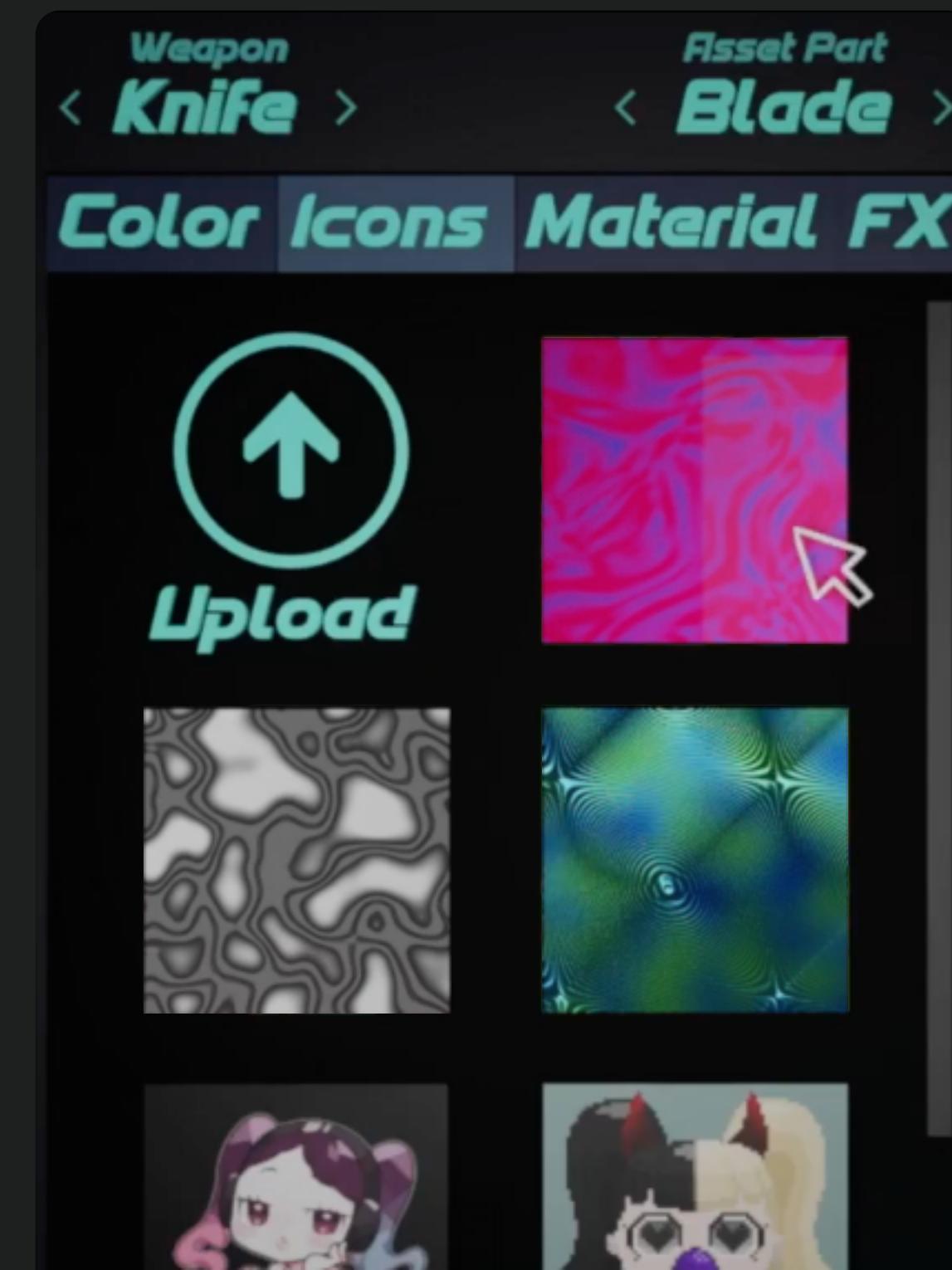
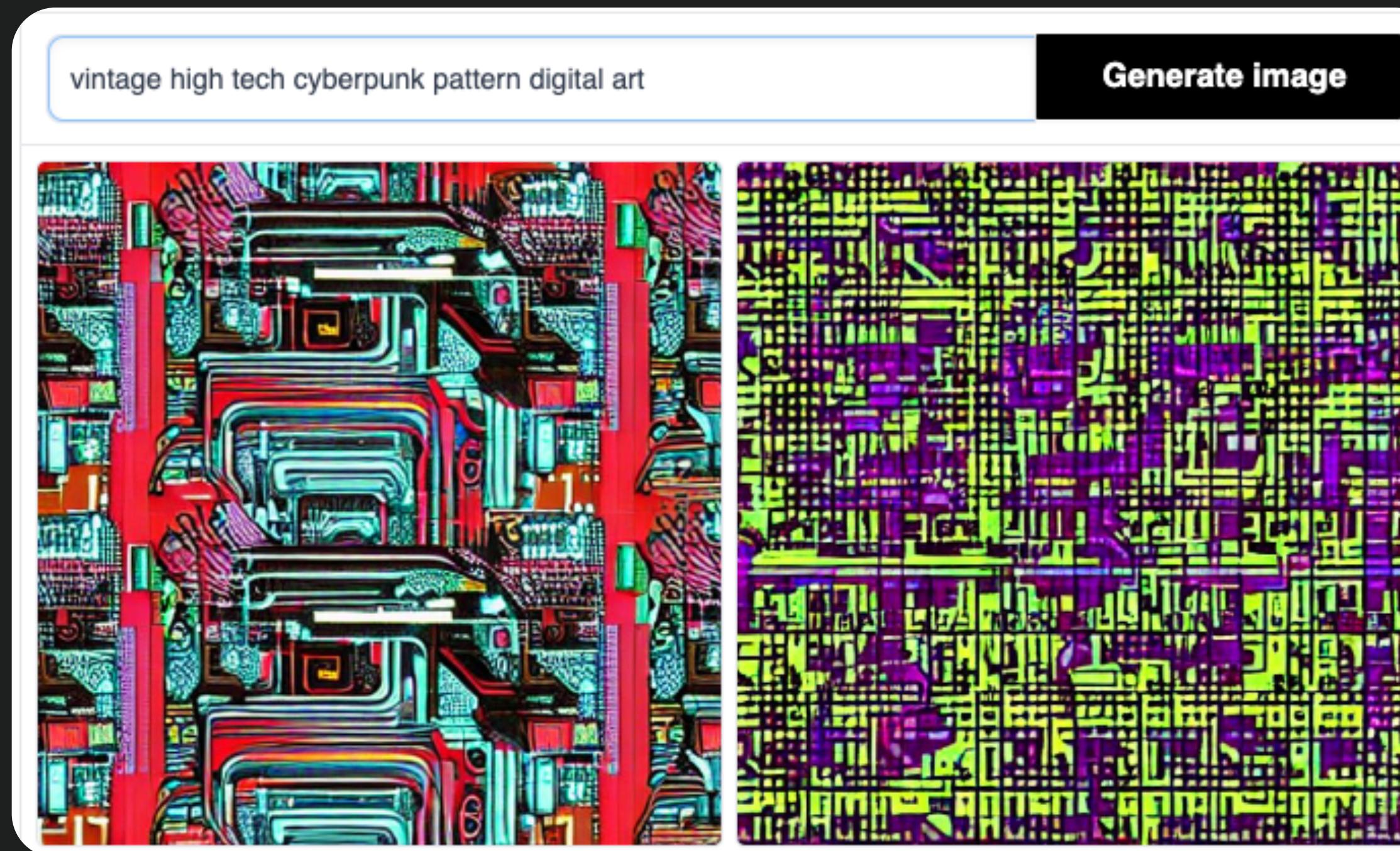


# CREATION PIPELINE

We help game studios with content moderation of user generated content on the platform

We employ ML models to scan materials for profanity, copyright violations and sensitive/explicit content

Using Stable Diffusion, users can generate their own unique game-specific textures from text descriptions to put on assets



# REVENUE MODEL

We want to enable gamers to create/ customize their own game assets using the design lab on our platform and export such assets to the game.

Consider 4 personas:

**Retcon, Game Studio, Gamer A, Gamer B**

Whenever someone buys an asset on the platform:

**Seller: 87.5%**

**Creator: 5% (Gamer A/B or Game Studio)**

**Game Studio: 5%**

**Retcon: 2.5% (transaction fee)**

## CUSTOMIZATION

Retcon would charge a Creation Fee whenever a gamer/creator wants to create/customize their asset.

**Fee breakdown -**

**Game Studio: 95%**

**Retcon: 5%**



# REVENUE MODEL

Following are some scenarios for better understanding -

**1. Game Studio uploads a new asset to the secondary marketplace that Gamer A buys.**

**Game Studio: 97.5%**

**Retcon: 2.5% (transaction fee)**

**2. Gamer A resells the asset on the marketplace, which Gamer B buys.**

**Gamer A: 87.5%**

**Game Studio: 10%**

**Retcon: 2.5%**

**3. Gamer A creates an asset and sells it on Retcon, which Gamer B buys.**

**Gamer A: 92.5%**

**Game Studio: 5%**

**Retcon: 2.5%**

**4. Gamer B resells this asset on the marketplace to Gamer C.**

**Gamer B: 87.5%**

**Gamer A: 5% (royalty)**

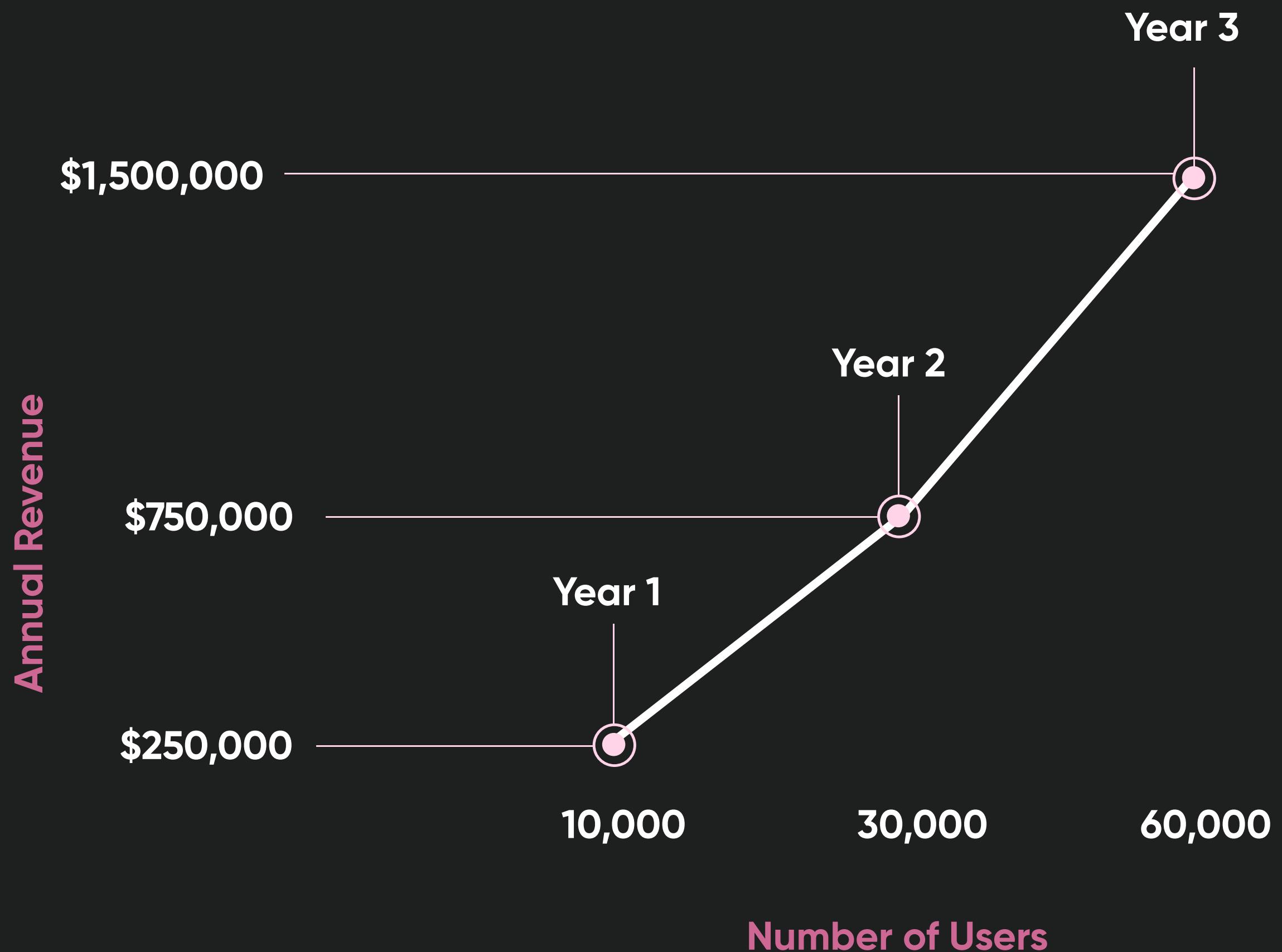
**Game Studio: 5%**

**Retcon: 2.5%**



# FINANCIALS - PROJECTIONS

Three Year Projection			
Income Statement:	Year 1	Year 2	Year 3
<b>Revenue:</b>			
Transaction Fees	150,000	450,000	900,000
Creation Pipeline Fees	100,000	300,000	600,000
<b>Total Revenue:</b>	250,000	750,000	1,500,000
<b>Gross Profit</b>	250,000	750,000	1,500,000
<b>Variable Costs:</b>			
Personnel	250,000	400,000	550,000
Security and Maintenance	20,000	22,000	24,000
Legal fees	100,000	150,000	200,000
Marketing	30,000	35,000	40,000
Rent	100,000	200,000	200,000
Supplies	40,000	120,000	160,000
Miscellaneous	20,000	40,000	60,000
<b>Total Variable Costs:</b>	560,000	567,000	1,234,000
<b>Total Costs:</b>	560,000	567,000	1,234,000
<b>Net Income:</b>	(310,000)	183,000	266,000



# COMPETITION

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Marketplaces



**FRACTAL**

**STARDUST**

**ret·con**

Exclusive to gaming



Creation of  
customized assets



ML Generation &  
Content Moderation



Asset Trading



# ROADMAP FOR CREATION

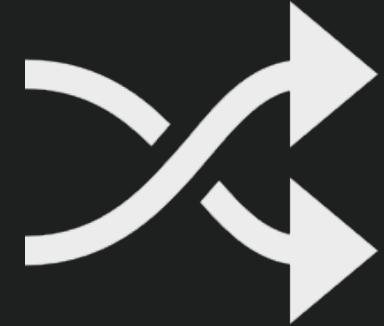
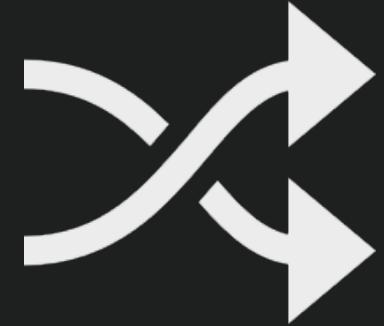
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## Phase 1

Users can import their 3D models & convert them to game-ready assets employing our Computer Vision models

## Phase 2

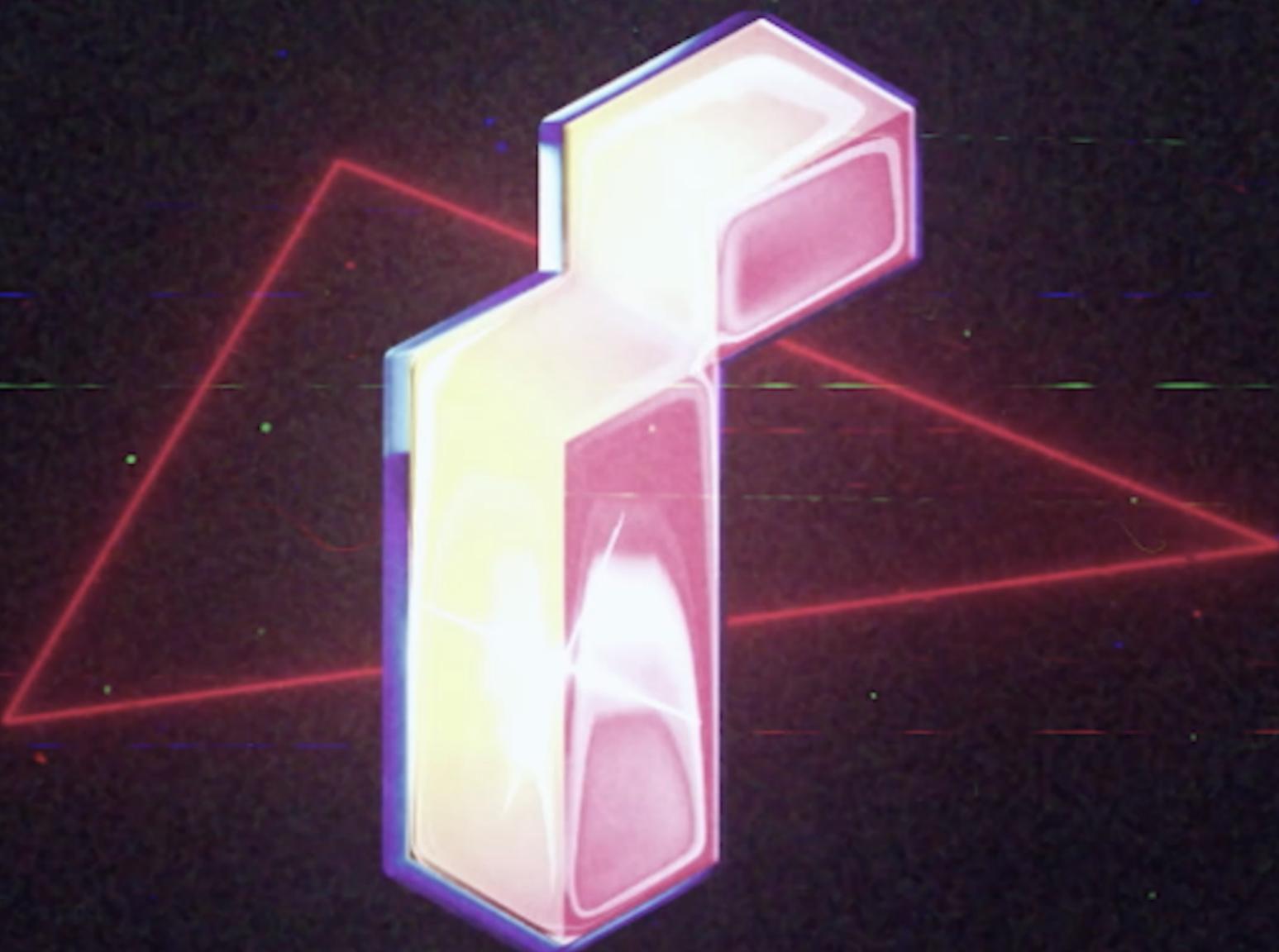
Users can now photogrammetrically click pictures of 2D assets & drawings and convert them to 3D game-ready assets with help from state-of-the-art 3D ML diffusion models.



# ROADMAP



# THANK YOU!



Please reach out to [pchavark@andrew.cmu.edu](mailto:pchavark@andrew.cmu.edu)  
for any questions, comments and referrals!