



Black Lion
Een Klasse Apart
— est. 1711 —

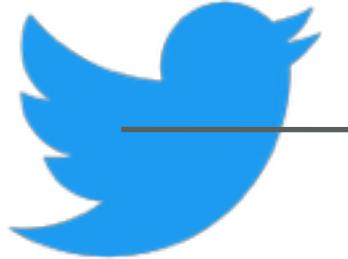
BLACK LION CLUB X COIN

Dining Rewards Protocol with NFTs



into the future.

MARKET YOUR CAFE
PARKARD TOKENS
INTERACTIVE ART



Follow us on Twitter
twitter.com/blacklionclub



Arrange a demo
discord.com/invite/yMrrvKvzbv



Fragmented communities

How can cafés, restaurant and bars reward influencers?

Social tech leave \$1.3 trillion of potential unused annually*



*McKinsey

SOLUTION: BRIDGING THE GAP

Open Infrastructure

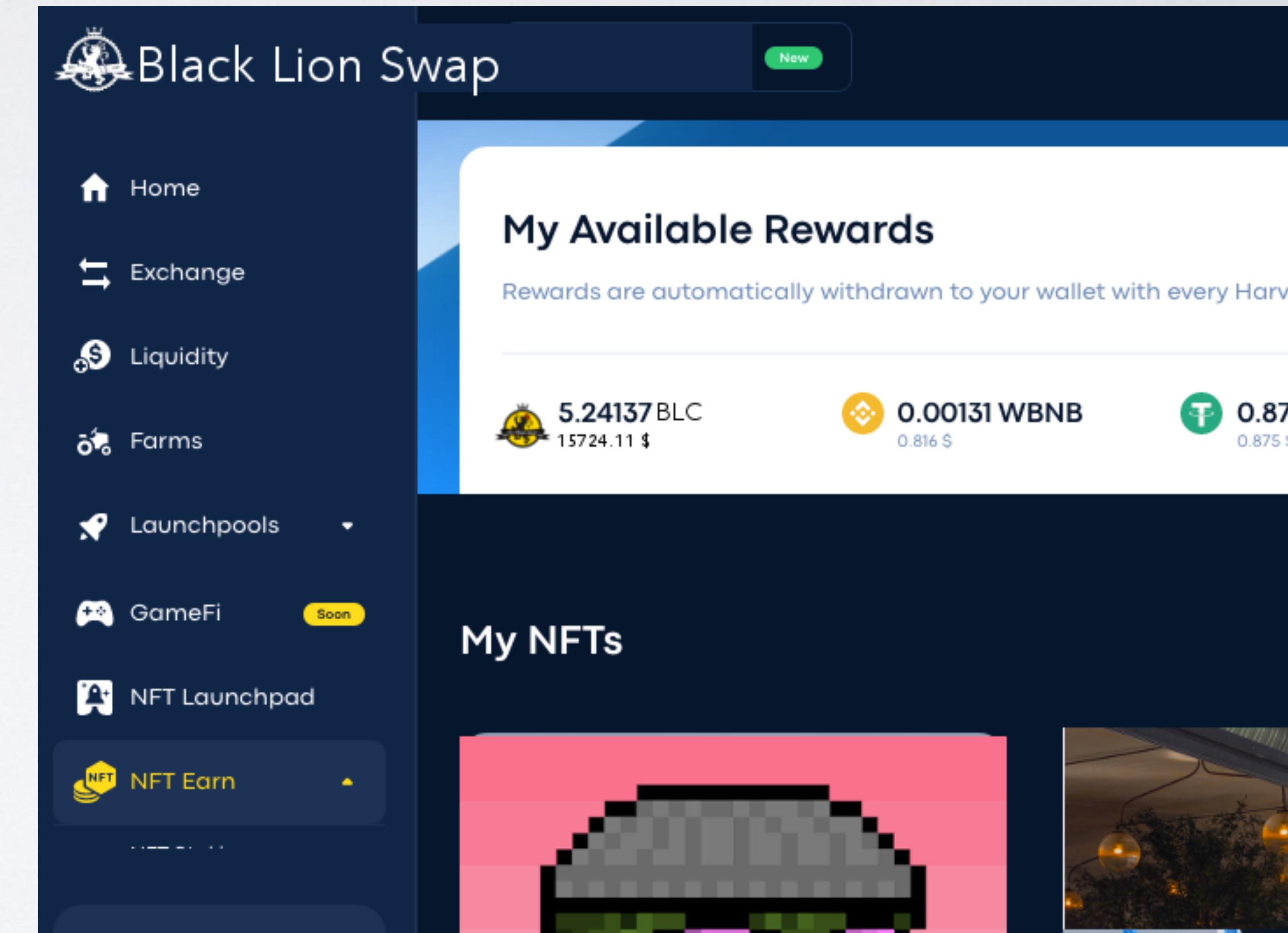
- 👑 beautiful lion sculptures 150cm
- 👑 low cost token transactions
- 👑 simplified rewards structure
- 👑 easy to use (e.g. claim button)



SOLUTION: WHY NOW?

BLOCKCHAIN IS THE SECRET

- 👑 Cross-platform (Permissionless)
- 👑 Accountable (Traceable Transactions)
- 👑 Tokens (New Business Models)





BUSINESS USE CASE

Gamification Rewards

- Statues and prints are tied to non-fungible tokens (NFT)
- NFT permit sustainable decentralised ownership, only 10,000 in circulation
- Black Lion Cafe, client, bids to host statue at their location using tokens





BUSINESS USE CASE

Gamification Rewards

- Successful bids are distributed for dining reward (ERC20), set by client
- Token holders dine to receive tokens, burned upon redemption
- Client increases walk-ins without costly and complicated rewards management





NFT STRUCTURE SUMMARY

- Staked NFT owners earn a percentage of Client total bid
- NFT revenue is used to build our internal use-case
- NFT double as Black Lion Club membership for privileges, such as club access to kopi luwak coffee





PRICING

Rewards System Summary

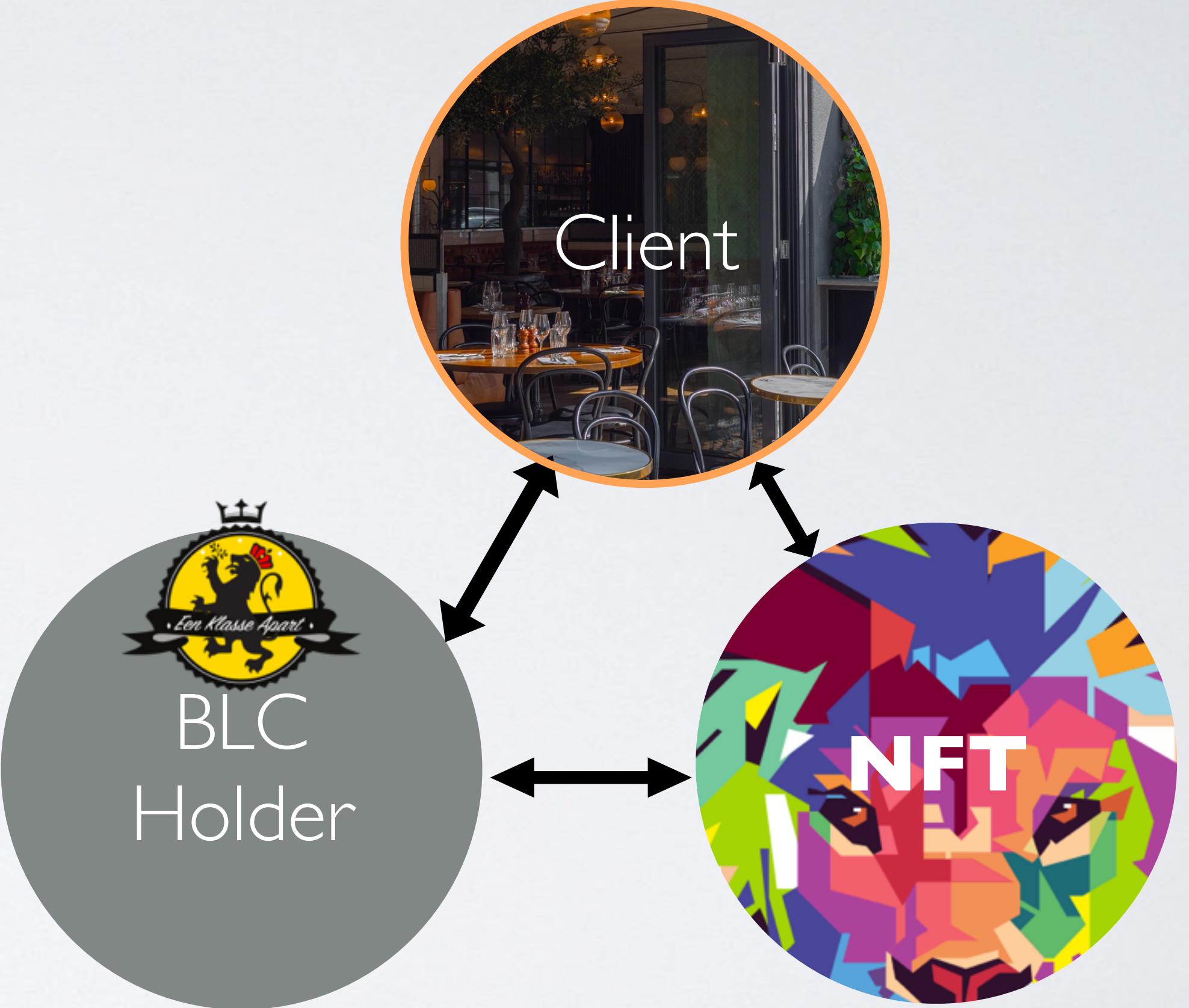
- Client membership begins at \$80.00 per month
- Clients host NFT at their place-of-business upon successful bid
- Bids distributed as dining rewards





TOKEN STRUCTURE SUMMARY

- token demand is from clients seeking to reward as diners
- clients form Liquidity Pool (LP) with ERC20 compatible token (BLC)
- token burn when utilised by client; customer redeemed BLC for beer





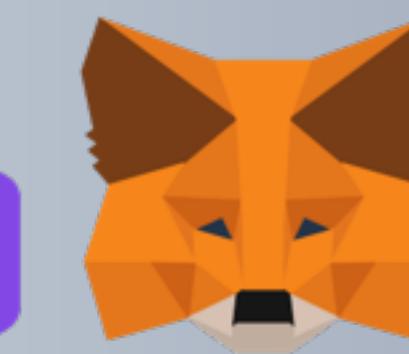
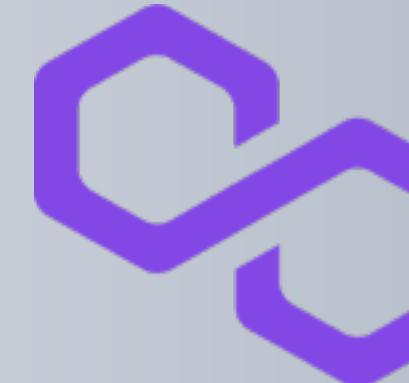
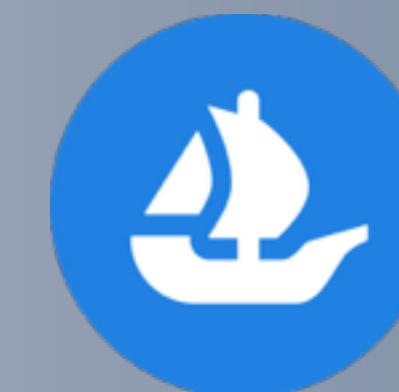
MEET THE TEAM

Brought to you by open source, blockchain an UX enthusiasts

Hansel Ang - Business Developer, Designer & Founder

Entrepreneur and creator, founder of Black Lion Cafe and Black Lion Club. Multi-disciplinary in economics, computer and cafe operations

In association with:







MARKET

Rapidly Growing



Client Acquisition cost: ~\$500



**Annual Recurring Revenue (ARR):
\$3m in 2023**

Infrastructure-as-a-Service (IaaS)
US\$61.22 billion / year market
20% year on year growth

Source: Gartner (Jul-2020)



INVESTING IN

Marketing and Sales



Target 30 client signups per month



2 qualified leads per month

(1) Black Lion Club by Black Lion Cafe, Singapore @blacklionclub

Black Lion Club by Black Lion Cafe, Singapore
101 Tweets

The Black Lion Club is a collection of 10,000 unique digital collectibles as your Black Lion Cafe membership card

Mobile Application Ethereum cross-chain linktr.ee

Joined September 2021

55 Following 69 Followers

Tweets Tweets & replies Media

Black Lion Club by Black Lion Cafe, Singapore @blacklionclub #BlackLionWorld Limited 10,000 unique gold certificates. Website & whitepaper coming soon.

https://twitter.com/blacklionclub/header_photo



INVESTMENT

\$ 150,000

	2021-Q4	2022-Q1, Q2	2022 - Q3, Q4	2023-Q1
Goals	Design Product, Design Assembly-line, Develop MVP	Smart Contract development, website integration, grow partnerships	Token distribution and listing on Centralised Exchanges and DEX	scale-up and building client list of restauranteurs, use cases
Funding	\$50,000 from self	\$150,000.00	\$1.5M + Token reserves	Series A, Begin sculptures
Product	Testing, Product Design, Product Development, Prototyping, etc	MVP 1.0	V2.0 Full ecosystem	V2.5 on-chain gov.



The time is now!

Invest in the future of fintech

- A. AP Dashboard works with any app
- B. Solopreneur shipping results
- C. Self-funded \$50,000
- D. Deep skill stack, from
Graphic Design to Cafe Business Development





THANKYOU !!!

LET'S TALK SOME MORE

Send me an email:
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Join me on LinkedIn:
<https://www.linkedin.com/in/hanselang/>

-  Latest updates (Twitter:@blacklioncoin)
-  API Documentation (<https://docs.opensea.io/>)
-  Roadmap included in website, under-construction

