

# Screen Wars

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## PITCH DECK

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# The Trillion Hour Problem

Globally, 5 billion smartphone users spend 4–7 hours daily on screens consuming useless content.  
That's trillions of productive hours lost every year (*Statista, 2024*)

# MARKET OPPORTUNITY

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- Digital wellness is a \$4B market, growing to \$10B by 2028 , **35.7% CAGR**, (*MarketWatch*).
- In UK, a survey of 2000 adults founds 35% aim to cut screen time
- Digital detox among teenagers has risen to 40% by 2022. (*Guardian, 2024*).

# SOLUTION ?

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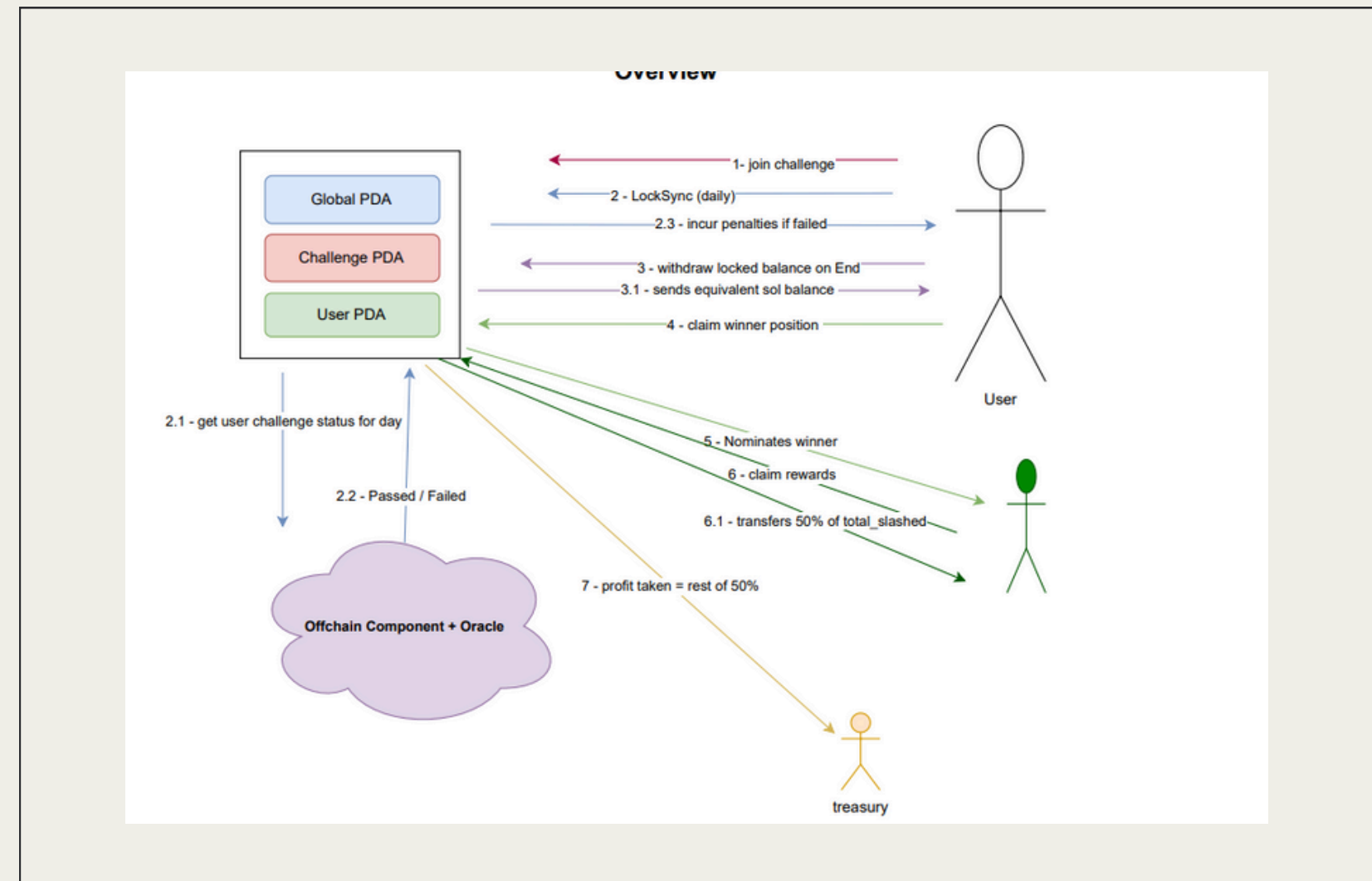
According to Skinner's operant conditioning, you can shape someone's behavior by :

- rewarding the desired behavior      &
- punishing the undesired behavior

**Screen wars uses this concept at scale.**

# SCREEN WARS ?

A blockchain-based arena where users join community challenges with varying daily screen-time goals. Each day they lock \$1 and build streaks by consistently meeting targets. At the end of the challenge, those with the longest streaks claim the winner rewards.



# REVENUE MODEL

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When users miss a daily target, They lose \$1 for that day plus 25% of their locked balance. These penalties from all participants form the reward pool.

At the end of each challenge, the pooled funds are distributed as:

- 50% → Winners
- 40% → Protocol revenue
- 10% → Challenge creators (*to drive viral growth*)

# WHY SCREEN WARS?

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Unlike stickK.com , the community based challenges give users higher reward earning potential, *Imagine \$20,000 is slashed in a challenge — the winner claims \$10,000 while improving their digital wellness.*

Feature	Screen Wars	StickK.com
Decentralized	V	X
Community challenges	V	X
Higher rewards	V	X
Screen time niche	V	X

# Thank you!

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