



**UNLOCKING FUN & SUSTAINABLE
PLAY-TO-EARN GAMING**

JAN 2025

INTRODUCTION

Inspired by the OG classic “Monopoly” game, Memestate mixes fun gaming with the human desire to spend time for financial gain, revolutionizing the play-to-earn crypto gaming space.

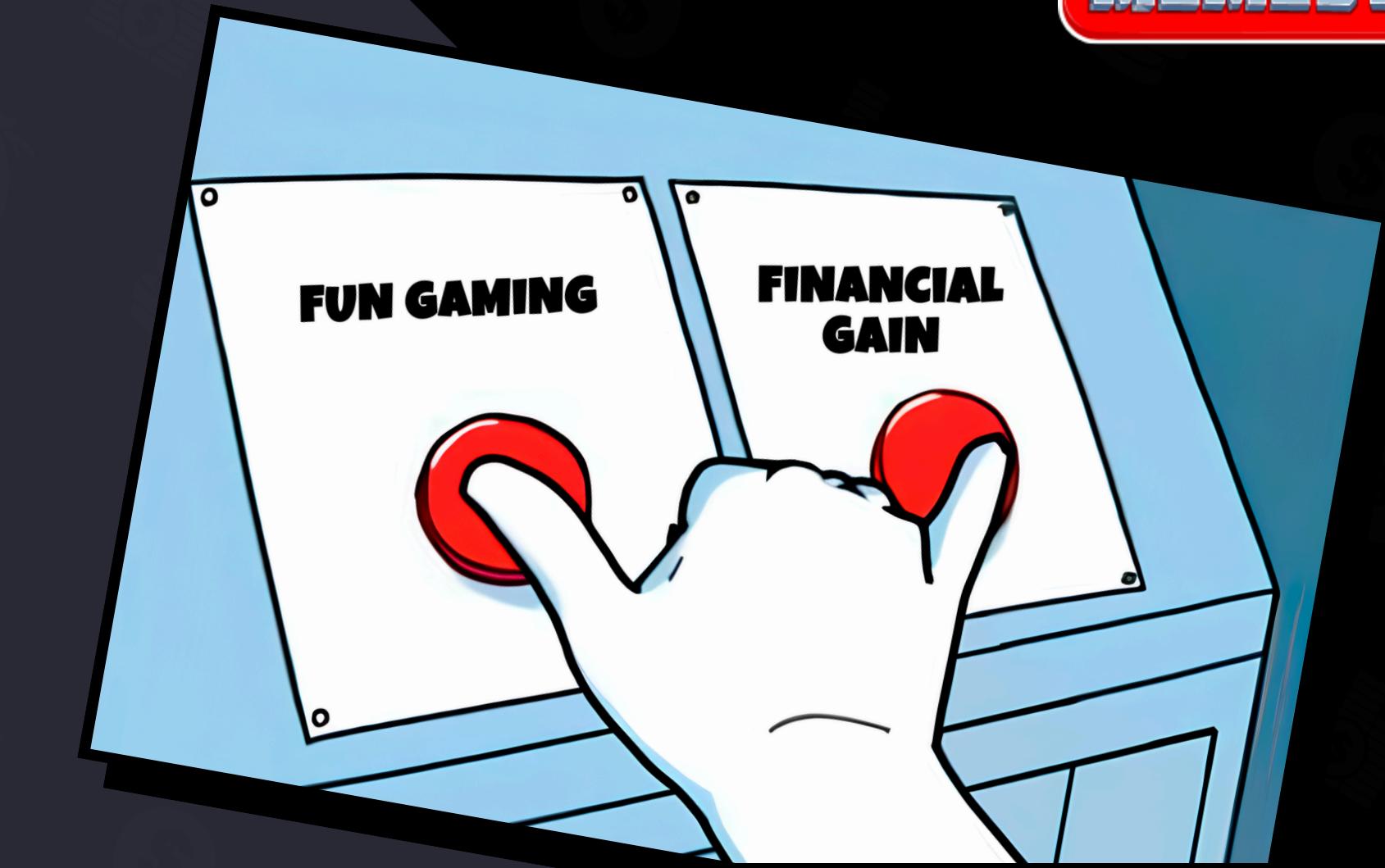
In collaboration with renowned gamification expert Yu-kai Chou and game studio Proxy42, we strive to redefine gaming by rewarding players not only with dopamine, but also cold, hard cash.

Our sought after in-game currency and profitable cashflow models promise a lucrative opportunity for investors and fast scalability for our game.



THE UNFULFILLED DESIRE

**Fun gaming with
financial gain**





THE PROBLEM

MEMESTATE

Gaming With No Financial Return



Despite 41% of the global population playing video games, only a fraction of these users have the ability to earn while playing, with the majority stating a willingness to extend their playtime if it included the possibility of earning an income.

Poor gaming mechanics



Many P2E game developers prioritized tokenomics over gameplay quality, resulting in games that feel more like financial schemes than enjoyable experiences. This profit-centric approach has led to shorter game lifecycles and challenges in maintaining player interest and satisfaction.

Unsustainable in game economies



Most Play to Earn games focus on monetary gain, rather than quality gameplay. As a result the vast majority of P2E games had a very short life cycle, with players extracting max value out of the projects and moving onto the next one.



THE SOLUTION

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Continuous Earning Potential



Free to play games allow winners to earn real income. These pools are topped up from Memestate's prize table and advertising revenue model, ensuring consistent rewards for all players of the game.

Fast Paced, Dynamic Gaming



With games lasting around 5 minutes, multiple gaming modes and different outcomes every time a user plays, Memestate has made Monopoly fun for the masses.

Sustainable Economic Model



Memestate's in-game economy and tokenomics has been designed to ensure long term sustainability to the project. Our economic flywheel (explained on slide 8) ensures an ever growing, vibrant in game economy and community.

By developing a fun game where players can earn and play for money, we will build a fast growing user base, monetize it, and distribute revenue back to the users, further accelerating speed of growth.





WHY NOW

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1

GameFi Is Primed For A Revival

The total GameFi marketcap dropped from \$36 billion in 2021 to just \$5 billion in 2023. It currently stands at \$18 billion and is set to rise substantially this cycle.

2

Massive Projected Sector Growth

The GameFi market is set to explode in the coming years with the market size projected to hit \$614 billion by 2030. GameFi is also expected to make up 15-20% of the global gaming market by 2025, up from 3% in 2023.

3

Gaming IDOs Have Exploded Recently

Recent listing on Seedify, DAO Maker, Ape Terminal and others show a surge in gaming-related IDOs on launchpads. This shift underscores the market's recognition of gaming as a key area for investment and development in 2025.

4

Monopoly Go Is The Highest Revenue Generating Mobile Game Globally

Monopoly Go has taken the world by storm, generating over \$2 billion in revenue in only 10 months, showing Memestate's potential to thrive.



OUR USPS

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Our upward spiral: How we create sustainable rewards





UNIX: How we raised \$32 million for Gaming Guild in 2021

Axie NFT Sharing and Community Building for Player Recruitment and Breeding

- Reached 100k members within a week
- Used Axie NFT demand as an incentive for member growth and Engagement
- Focused on in-game meta and market value
- Formed a team of 8 breeders

Financial Growth and Strategic Fundraising Preparation

- Generated hundreds of thousands in-game revenue
- Increased game asset value by 30% monthly
- Inspired by Yield Guild's \$10M+ raise for their gaming guild we created a company to rival YGG

Successful fundraising

- Raised \$10M+ from VCs, KOLs, and private investors
- Raised \$22M through a public Copperlaunch



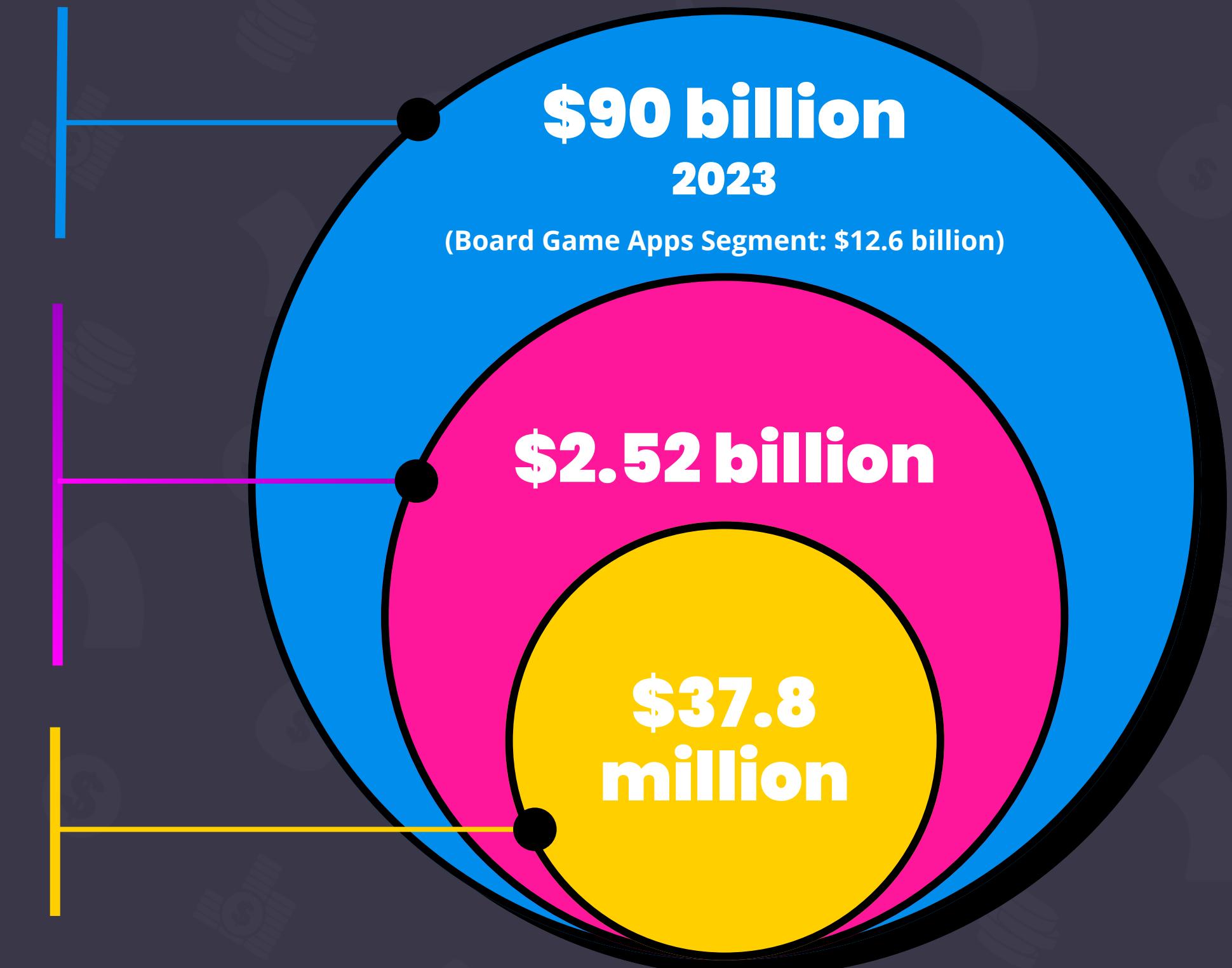
MARKET OPPORTUNITY

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- **TAM**
Global Mobile
Gaming Market

- **SAM**
Target Audience:
Casual mobile gamers (18-45)
Target Regions: North
America, Europe, Asia
Market Penetration: 20%

- **SOM**
Realistic Market Capture:
1,5% of SAM



MONETIZATION

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ADVERTISING SPACE

The property cards of the game board will be used as advertising space, monetizing our recurring user base.

100% of that revenue goes back to users through the reward pool, making playing the game more attractive.

PRICE TABLE

Users can use gems/token in the game and play with them against other brave contestants.

We take 10% of each game, 50% of that going back to users through the reward pool, making playing the game more attractive.

ESPORTS

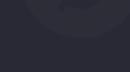
We'll organize tournaments and events with special events. getting into the esports arena. Monetizing through sponsorships, advertising, media rights deals, tournament fees, merchandise sales, live event revenue, and indirectly boosting core game sales and popularity.



WHY WE'RE BETTER THAN AXIE INFINITY



Sustainable reward system, AI Integrations



Real Estate Integration



Deflationary token model



Advertising revenue and profit share with users



Not just introduce user to crypto, keep them there



Harmonious balance between rewards and users



Token mechanism benefiting reward pool and value





THE MEMESTATE TEAM

MEMESTATE



Erik Mayer

Founder and CEO

Erik is drawing from his experience founding and raising \$32ml for one of the first and biggest Axie play-to-earn guilds UniX Gaming. He now assorts a trusted team that can bring forth his vision of a sustainable, fun, and profitable p2e ecosystem.



Kyle Francis

Marketing Strategist

Kyle Francis brings a proven track record of strategic content marketing. As the mastermind behind massive social media growth campaigns, he's driven over 500M views for industry leaders like Tai Lopez, Jim Kwik, and Andrew Tate. Kyle's unique blend of content experience and strategic marketing positions him perfectly to drive Memestate's growth and community engagement.



Yu-Kai Chou

Lead Game Designer

Yu-kai Chou is an Author and International Keynote Speaker on Gamification and Behavioral Design working closely with organizations like Harvard, Stanford, Tesla, Google, IDEO LEGO, BCG. His Octalysis Framework will create an engaging and addictive mobile game experience. He'll work closely with our development team to ensure that the game incorporates the most effective gamification techniques to drive user engagement, retention, and loyalty.



Francesco Ferrazzino

Lead Game Developer

Francesco Ferrazzino, our Game Producer, is a world-renowned mobile game producer and the creator of Father.IO – the first Real Life First Person Shooter for mobile with 10m downloads – and World League Live!, a web3 game fan engagement platform in soft launch with over 600k+ downloads. Francesco's main expertise is producing, developing, and launching engaging and successful mobile games. In his spare time, he advises other startups as a Techstars Mentor in Torino.



OUR ROADMAP

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2024

- Designed gamified strategies and integrated ongoing game features.
- Developed new game concepts using the Octalysis Framework.
- Defined game structure, meta-game features, and loops.
- Built a multiplayer MVP with mechanics like property management and bankruptcy.
- Established UX/UI design, game economy balance, and P2E sustainability.
- Created concept art for characters, board, and environments.
- Modeled, rigged, and animated 3D characters and environments.

H1 2025

- Presale
- Token launch
- Game Soft Launch on WebGL and Mobile
- Introduction of revenue-generating features like advertising and prize table model

H2 2025

- AR/VR characters powered by Gen AI – bring your meme to life!
- Implement community-led growth game strategies
- Guild & Real Estate roll out
- Co-ownership of “luxury properties” for Top-performing players
- New special arenas where players can compete using unique collaterals
- Sponsored Esports events



TOKENOMICS

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DISTRIBUTION	SUPPLY %	TOKEN AMOUNT	PRICE	RAISE \$	TGE	DISCOUNT VS. TGE PRICE	CLIFF	VESTING
Pre-Sale Stage 1	2.00%	200,000,000	0.0001	20,000	10%	-67%	14 days	Linear over 8 months
Pre-Sale Stage 2	3.00%	300,000,000	0.00015	45,000	15%	-50%	14 days	Linear over 7 months
Pre-Sale Stage 3	4.00%	400,000,000	0.0002	80,000	20%	-33%	14 days	Linear over 6 months
Pre-Sale Stage 4	5.00%	500,000,000	0.00023	115,000	30%	-23%	14 days	Linear over 4 months
Pre-Sale Stage 5	6.00%	600,000,000	0.00026	156,000	35%	-13%	14 days	Linear over 3 months
Advisors	2.00%	200,000,000			0%		3 months	Linear release over 12 months
Team	5.00%	500,000,000			0%		12 months	Linear release over 48 months
Marketing	8.00%	800,000,000			0%			Linear release over 36 months
Operations	8.00%	800,000,000			0%			Linear release over 36 months
Partnerships/Ecosystem	7.00%	700,000,000			0%			Linear release over 36 months
Liquidity/MM	35.00%	3,500,000,000			20% deployed on TGE			Unlocked
Staking & LP Pool Incentives	15.00%	1,500,000,000			100%			Unlocked
TOTAL	100%	10,000,000,000		416,000				

TOKEN SUPPLY 10,000,000,000

LISTING PRICE (US\$) 0.0003

FULLY DILUTED VALUATION (\$) \$3,000,000

INITIAL MARKET CAP \$420,000

JOIN THE GAMING REVOLUTION



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Founder and CEO

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We invite you to be part of this exciting, game-changing venture. Join us on this journey to redefine gaming and unlock value for millions of gamers worldwide.